

# RTÉ Player

## December 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

## RTÉ Player Summary

Streams	3,233,000
Page Impressions	12,668,000
International share of streams	12.7%
Total number of app downloads	1,841,000

### TOP SERIES

	PROGRAMMES	STREAMS
1	<b>EASTENDERS</b>	<b>340,000</b>
2	<b>FAIR CITY</b>	<b>287,000</b>
3	<b>HOME AND AWAY</b>	<b>97,000</b>
4	<b>LATEST IRISH NEWS</b>	<b>95,000</b>
5	<b>NINE NEWS</b>	<b>94,000</b>
6	<b>HOMELAND</b>	<b>79,000</b>
7	<b>NEIGHBOURS</b>	<b>72,000</b>
8	<b>THE LATE LATE SHOW</b>	<b>68,000</b>
9	<b>MRS BROWN'S BOYS</b>	<b>67,000</b>
10	<b>RTÉ INVESTIGATES</b>	<b>66,000</b>

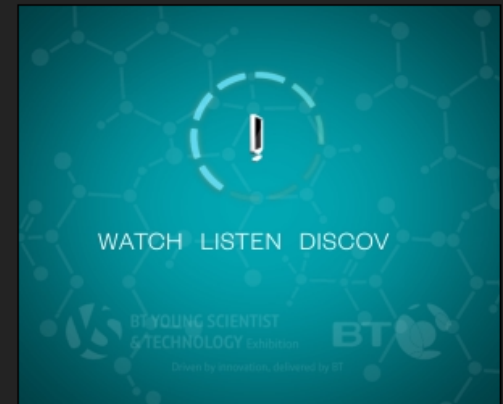


Thu 24 Dec 2015




# Mrs Brown's Boys: Mammy's Christmas Punch


MA

The dotting mother's wish to have a safe and peaceful Christmas at home is frustrated at every turn. The first of two festive instalments, written by and starring Brendan O'Carroll.



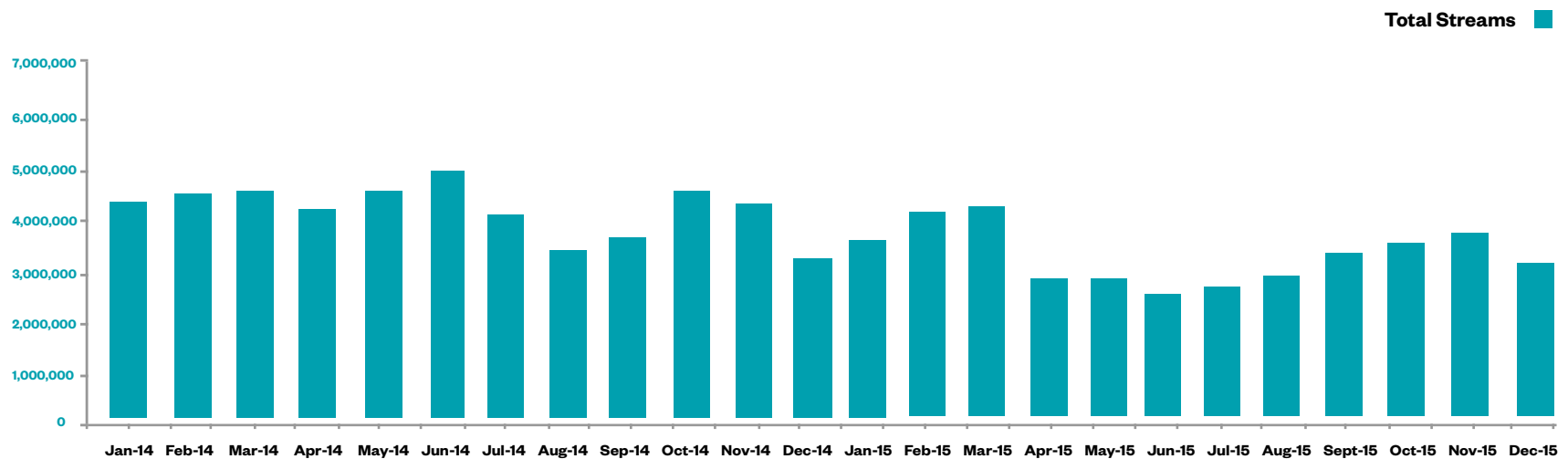
## Today's Most Popular

- 1

**Rebellion**  
Sun 03 January 2016
- 2

**EastEnders**  
Mon 04 January 2016
- 3

**Clerys**  
Mon 04 January 2016
- 4

**Nine News**  
Mon 04 January 2016
- 5

**Fair City**  
Sun 03 January 2016

## Spotlight

## RTÉ Player Monthly Streams



- There were 3.2m stream views on the RTÉ Player during December 2015



Thu 10 Dec 2015

# Fighting Irish: Reality Bites



Documentary looking at the explosive growth of MMA in Ireland.

Add to Favourites



Parental Controls



Share



Days remaining | 20



**RTÉ 2**

**U2 - INNOCENCE + EXPERIENCE LIVE IN PARIS**

**FRIDAY 25 DEC, 11.10PM**

### Today's Most Popular

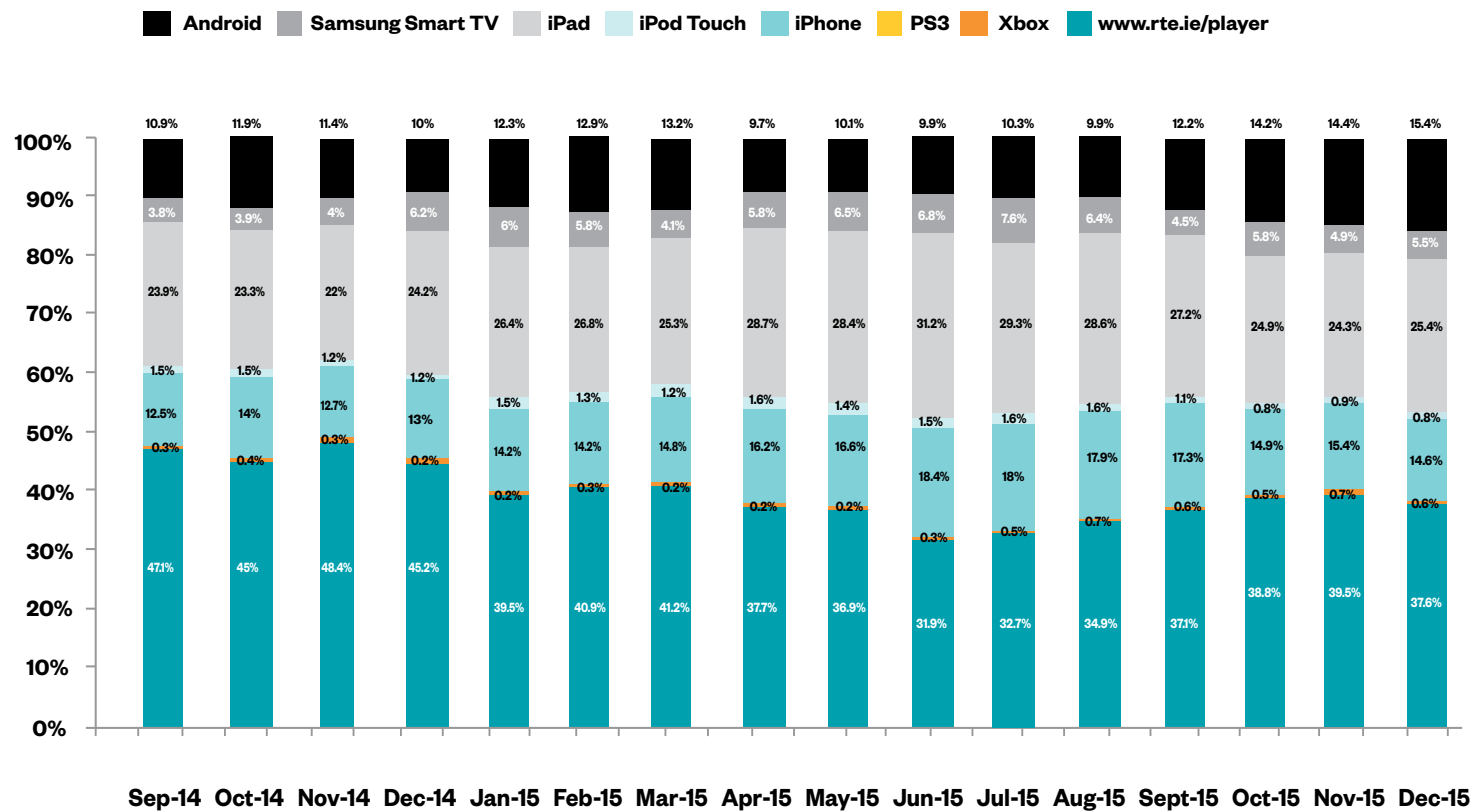
- 1 Fair City**  
Sun 20 December 2015
- 2 Ireland's Rising**  
Sun 20 December 2015
- 3 The Mario Rosenstock Show**  
Sun 20 December 2015
- 4 EastEnders**  
Fri 18 December 2015
- 5 Marvel's Agents of S.H.I.E.L.D.**  
Sun 20 December 2015

### Spotlight

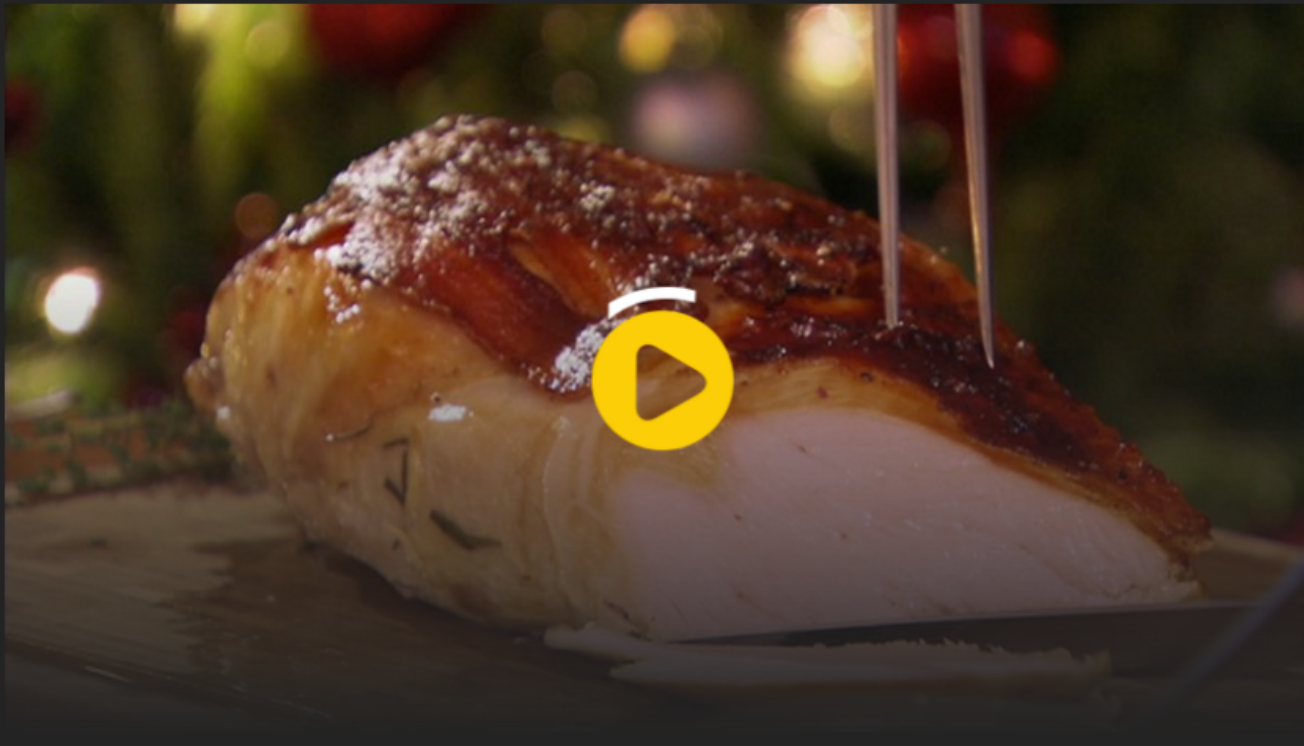


# RTÉ Player Consumption by Platform

Share of Streams



- Android share reached a 12 month high of 15.4% in December





Fri 11 Dec 2015

# Buttermilk Turkey | Neven Maguire

GA

This is Neven's most popular Turkey recipe that Ireland nearly ran out of Buttermilk last year! You can catch-up on Neven's Christmas Special in full on RTÉ Player.






Add to Favourites 

Share 



**RTÉ 2**  
**THE AL PORTER SHOW**  
**THURSDAY 24 DEC, 9.45PM**

### Today's Most Popular

-  **Fair City**  
Sun 20 December 2015
-  **Ireland's Rising**  
Sun 20 December 2015
-  **The Mario Rosenstock Show**  
Sun 20 December 2015
-  **EastEnders**  
Fri 18 December 2015
-  **Marvel's Agents of S.H.I.E.L.D.**  
Sun 20 December 2015

### Spotlight

# RTÉ Player Top 20 Programmes in December

Top Series, All Platforms (except UPC TV)

## TOP SERIES

	PROGRAMMES	STREAMS
1	<b>EASTENDERS</b>	<b>340,000</b>
2	<b>FAIR CITY</b>	<b>287,000</b>
3	<b>HOME AND AWAY</b>	<b>97,000</b>
4	<b>LATEST IRISH NEWS</b>	<b>95,000</b>
5	<b>NINE NEWS</b>	<b>94,000</b>
6	<b>HOMELAND</b>	<b>79,000</b>
7	<b>NEIGHBOURS</b>	<b>72,000</b>
8	<b>THE LATE LATE SHOW</b>	<b>68,000</b>
9	<b>MRS BROWN'S BOYS</b>	<b>67,000</b>
10	<b>RTÉ INVESTIGATES</b>	<b>66,000</b>
11	<b>THE LATE LATE SHOW EXTRAS</b>	<b>66,000</b>
12	<b>SIX ONE NEWS</b>	<b>57,000</b>
13	<b>HARDY BUCKS RIDE AGAIN</b>	<b>46,000</b>
14	<b>SHORTLAND STREET</b>	<b>34,000</b>
15	<b>ONE NEWS</b>	<b>29,000</b>
16	<b>REPUBLIC OF TELLY</b>	<b>25,000</b>
17	<b>THE BIG BANG THEORY</b>	<b>22,000</b>
18	<b>DEUTSCHLAND 83</b>	<b>22,000</b>
19	<b>THE MARIO ROSENSTOCK SHOW</b>	<b>21,000</b>
20	<b>TODAY</b>	<b>20,000</b>







Season 20, Episode 22

# Shortland Street



Long-running hospital drama set in a New Zealand accident and emergency ward, following the private and professional lives of the staff who work there.

Add to Favourites 

Share 






**Days remaining** | Expires Tomorrow

**Broadcast** | Wed 16 Dec 2015

**RTE ONE**

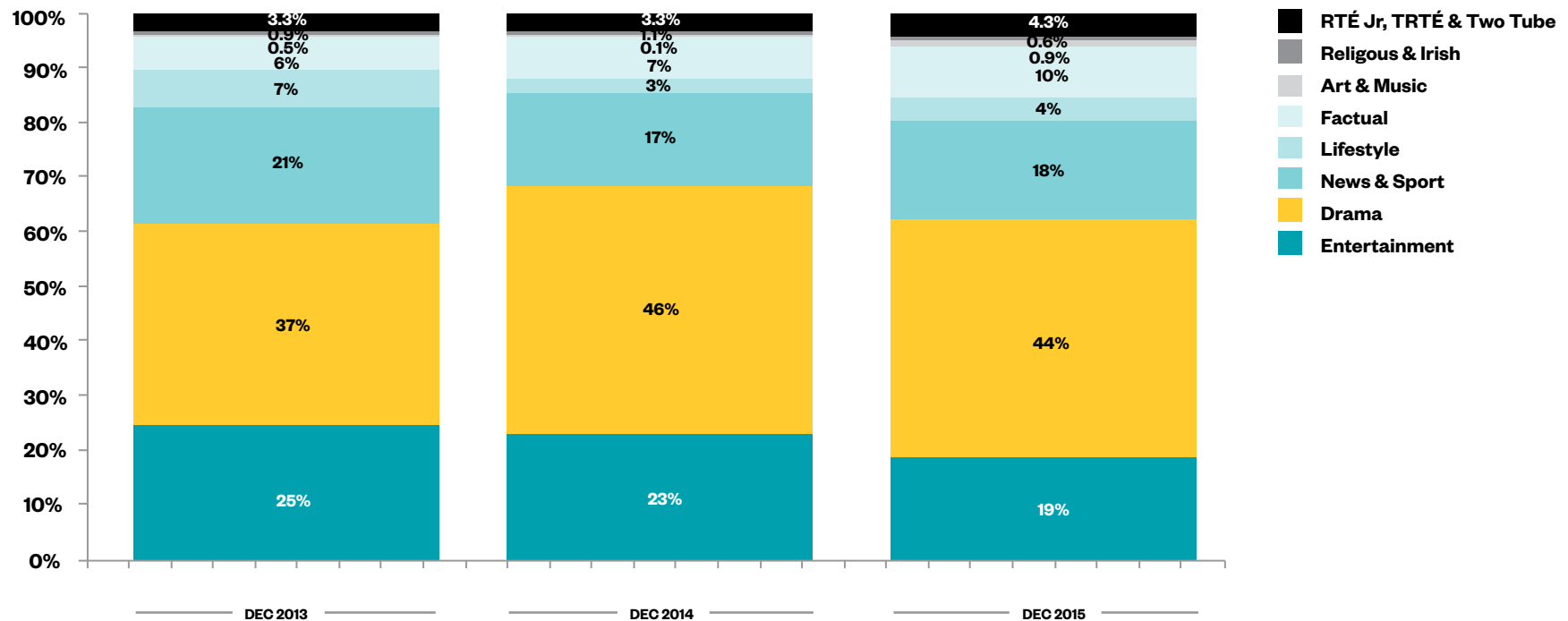


## Today's Most Popular

-  **Fair City**  
Sun 20 December 2015
-  **Ireland's Rising**  
Sun 20 December 2015
-  **The Mario Rosenstock Show**  
Sun 20 December 2015
-  **EastEnders**  
Fri 18 December 2015
-  **Marvel's Agents of S.H.I.E.L.D.**  
Sun 20 December 2015

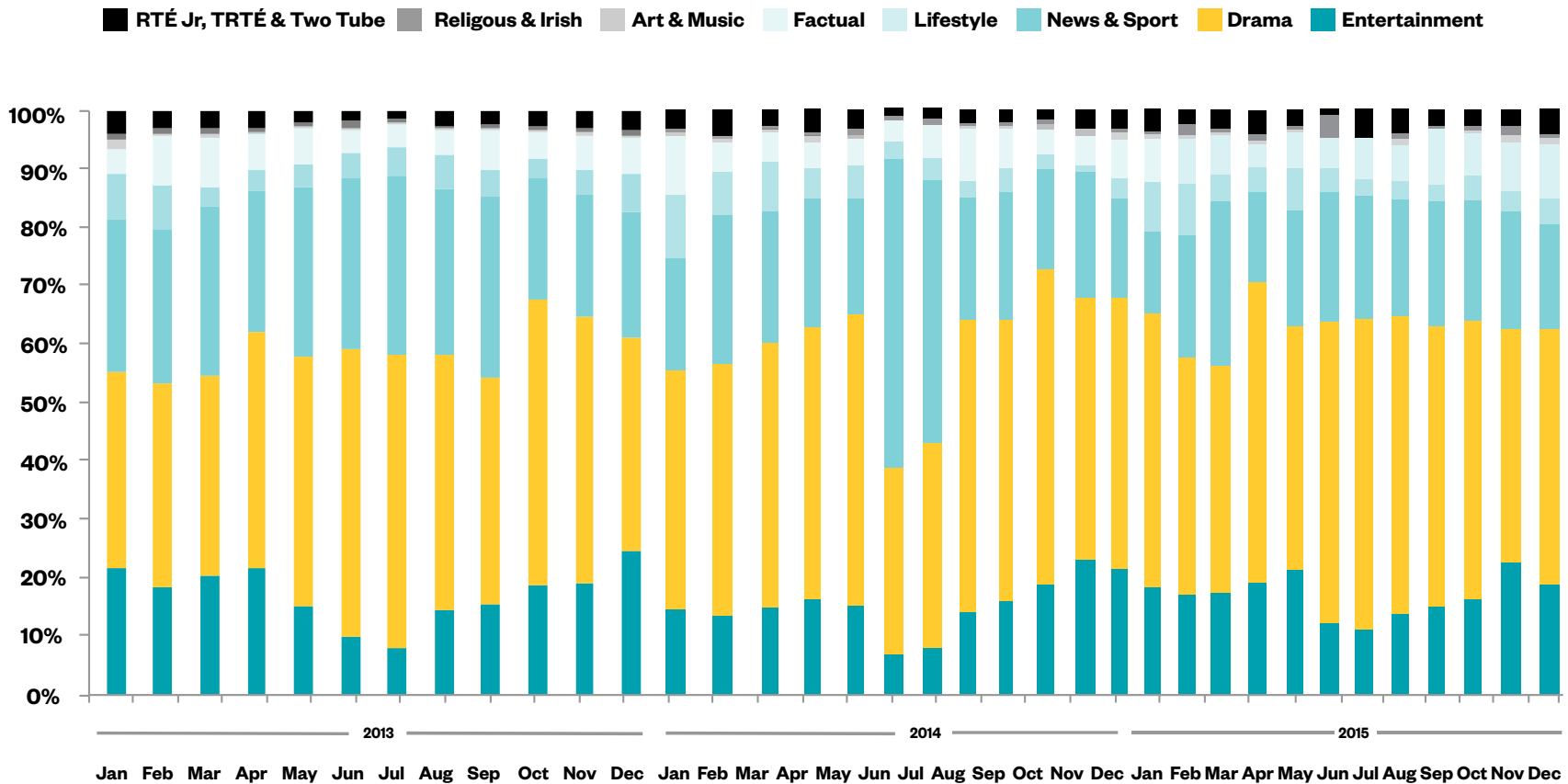
## Spotlight

## RTÉ Player Programme Category Analysis



- Factual share grew from 7% to 10% year on year. Ireland's Fittest Family was the most popular title in this genre
- Once again Drama was the most popular genre, with 44% of all streams. EastEnders was the top title and demand was very strong over the Christmas period

# RTÉ Player Programme Category Analysis





Season 1, Episode 3

# Ireland's Rising

GA

In Donegal, former Gaelic football manager and Celtic performance consultant Jim McGuinness discovers his native county's connections with the 1916 rising.

Add to Favourites

Share






Days remaining | Available Until: Monday 12 December 2016

Broadcast | Sun 13 Dec 2015

RTE ONE



### Today's Most Popular

- 1  **Fair City**  
Sun 20 December 2015
- 2  **Ireland's Rising**  
Sun 20 December 2015
- 3  **The Mario Rosenstock Show**  
Sun 20 December 2015
- 4  **EastEnders**  
Fri 18 December 2015
- 5  **Marvel's Agents of S.H.I.E.L.D.**  
Sun 20 December 2015

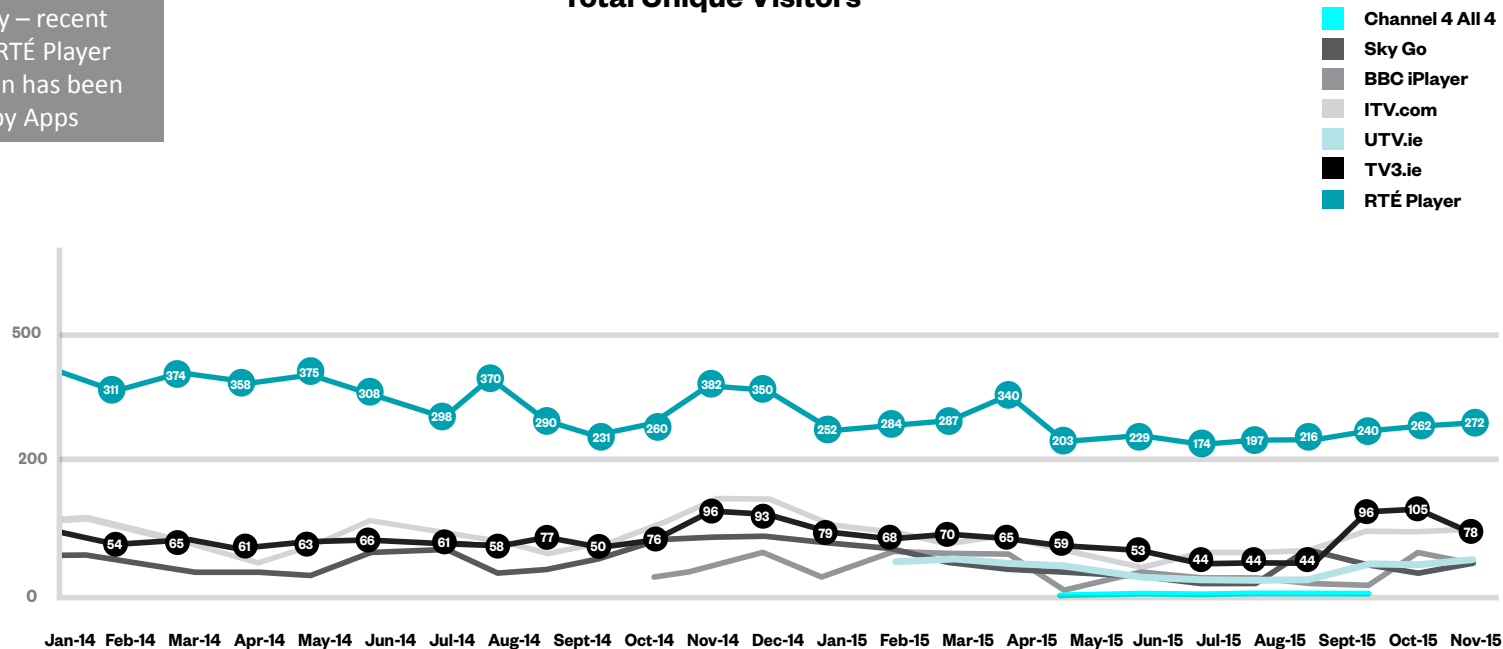
### Spotlight



# The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set

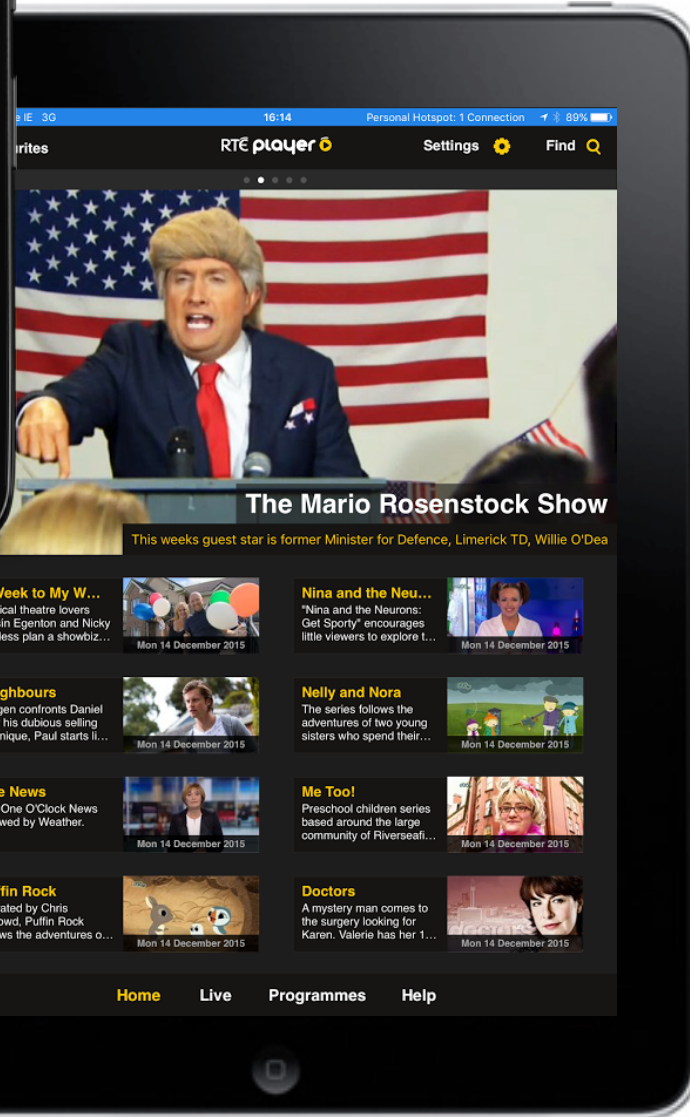
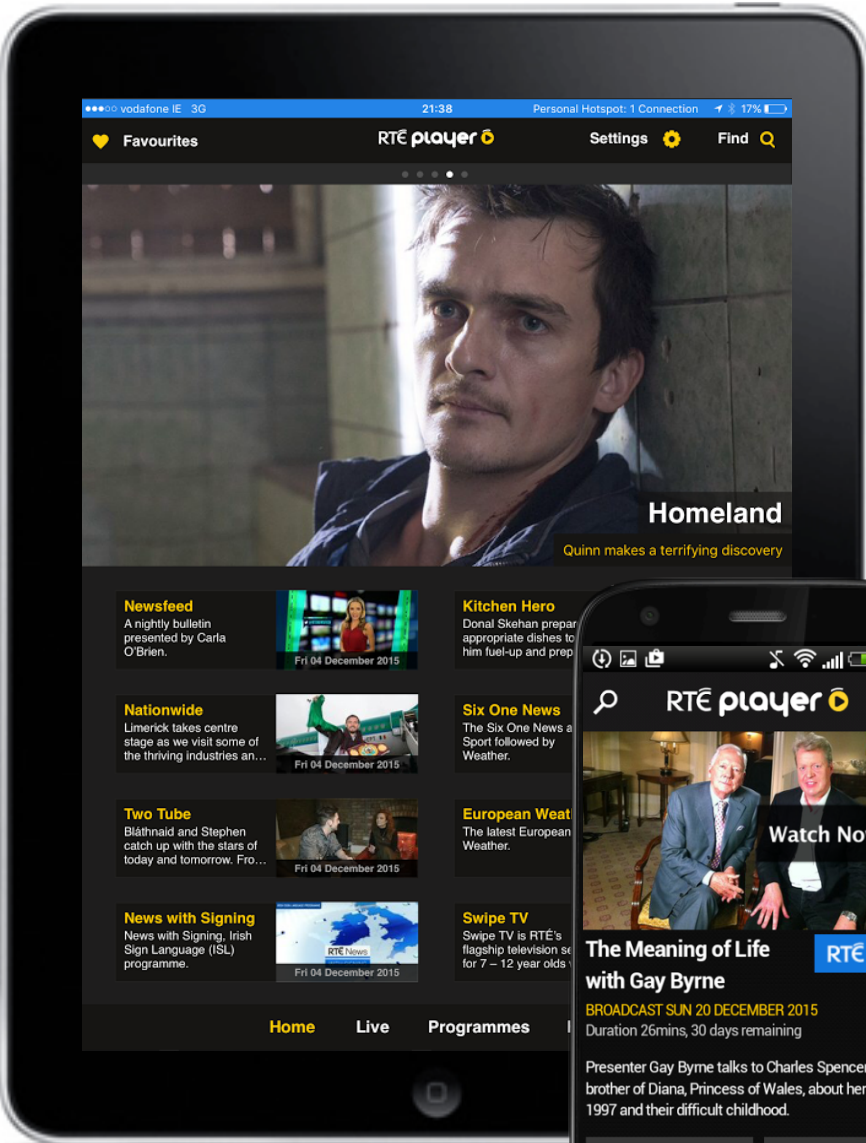
N.B. comScore currently measures PC/ Laptop access only – recent growth in RTÉ Player consumption has been driven by Apps

### Total Unique Visitors



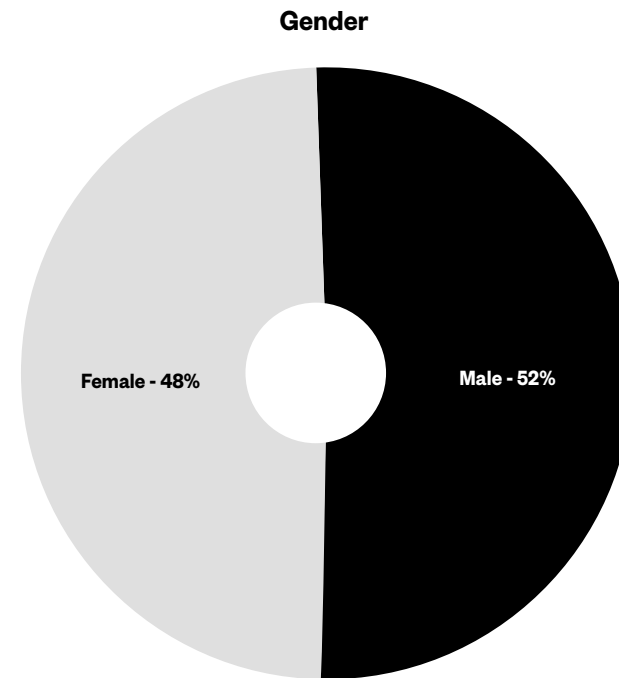
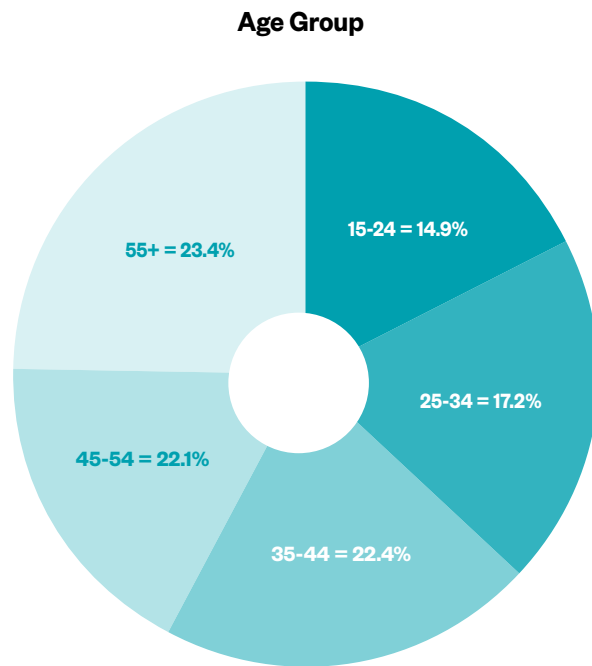
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- According to comScore MMX, there were 272,000 unique Irish visitors to the desktop version of the RTÉ Player in November\*



# RTÉ.ie/Player has a young and gender balanced user base in Ireland

Share of Irish Unique Users of the RTÉ Player



- 4 in 10 desktop users were 25-44 in November
- 52% of users of rte.ie/player were Men

