

# RTÉ Player

## November 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

## RTÉ Player Summary

Streams	3,831,000
Page Impressions	15,422,000
International share of streams	12.7%
Total number of app downloads	1,802,000

### TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	332,000
2	FAIR CITY	277,000
3	EASTENDERS	222,000
4	EURO 2016 QUALIFIER	146,000
5	THE LATE LATE TOY SHOW	129,000
6	LATEST IRISH NEWS	106,000
7	THE LATE LATE SHOW EXTRAS	89,000
8	NEIGHBOURS	89,000
9	HOMELAND	78,000
10	HARDY BUCKS RIDE AGAIN	78,000

Perfect Presents



Fri 27 Nov 2015

# The Late Late Toy Show



Ryan Tubridy reveals this year's most talked-about toys, tested by children from all around the country. Plus, special guests, live music and lots of surprises.








Perfect Presents



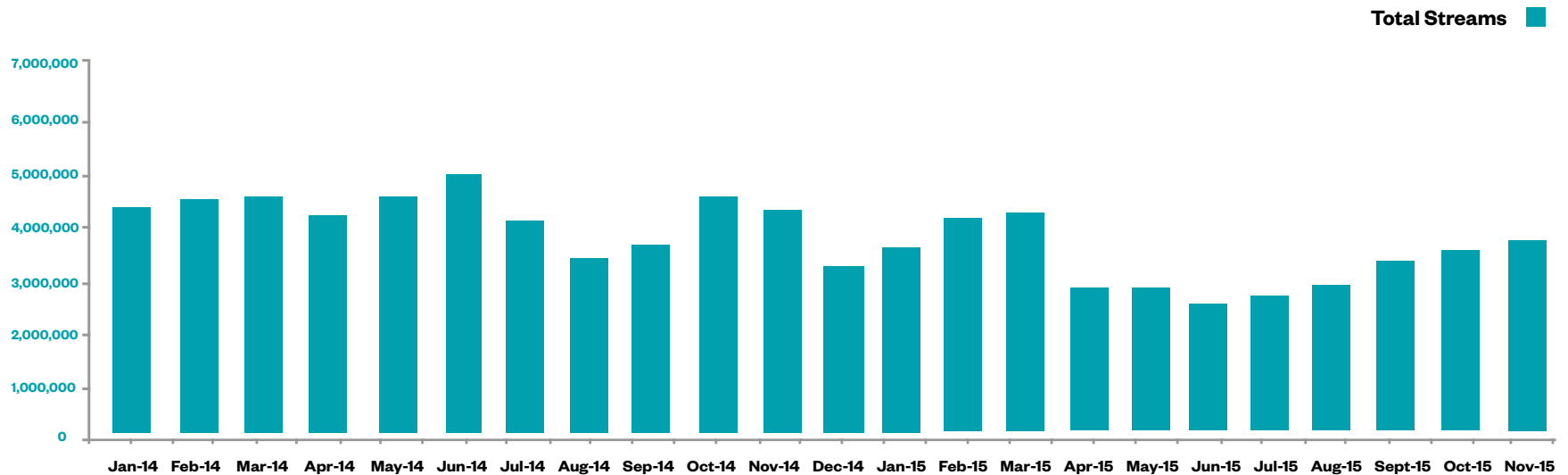
From Thursday  
3<sup>rd</sup> December

[MORE OFFERS ▶](#)

## Today's Most Popular

- 1**  **Fair City**  
Wed 02 December 2015
- 2**  **The Late Late Toy Show Extras: Lara Reddy**  
Fri 27 November 2015
- 3**  **Home and Away**  
Wed 02 December 2015
- 4**  **CSI Finale**  
Wed 02 December 2015
- 5**  **Nine News**  
Wed 02 December 2015

## RTÉ Player Monthly Streams



- There were 3.8m stream views on the RTÉ Player during November 2015, the highest monthly total since March



Season 3, Episode 5

# Hardy Bucks Ride Again

PS






Castletown is hosting a major music festival and Eddie decides to organise a day out with the lads, but his plans for a bonding session go awry when his long-lost brother turns up.

Add to Favourites

Parental Controls

Share

### Today's Most Popular

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Fri 27 November 2015
- 3  **Home and Away**  
Wed 02 December 2015
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- 5  **Nine News**  
Wed 02 December 2015

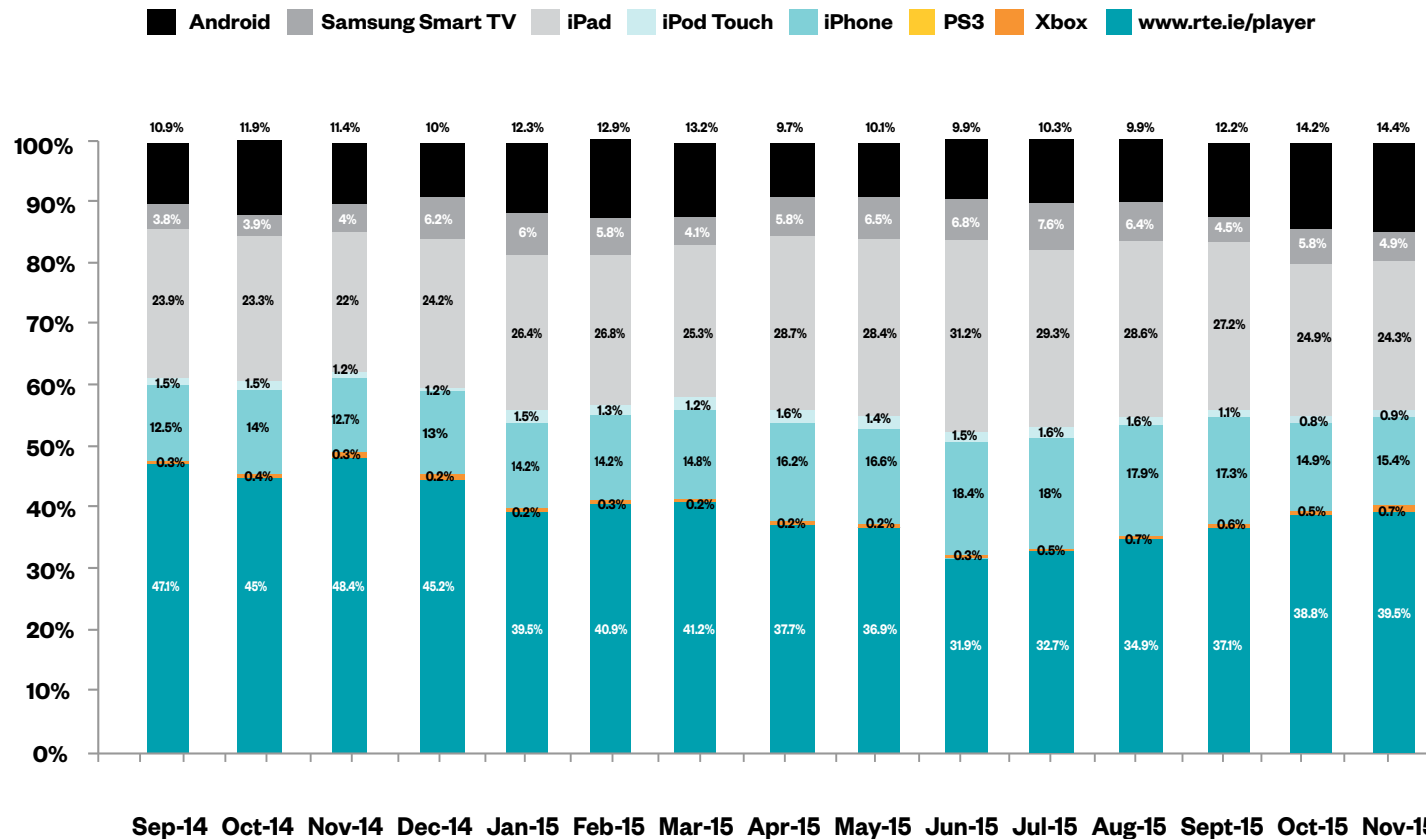
### Spotlight



**The Late Late Toy Show**

# RTÉ Player Consumption by Platform

Share of Streams



- Desktop share returned to almost 40% in November



ROG -The Ronan O'Gara Documentary



Dolores Keane: A Storm In The Heart



Lenihan: A Legacy



The Boston Nanny



Kevin McGahern's Fast And Furious



Meet the McDonaghs



Coming Out Of The Curve



Ni Stone Linnier



Like A Virgin



Secrets of the Irish landscape



Ó Sé: A Legacy



Better Off Abroad



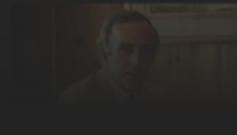
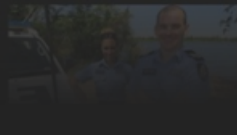
How To Be Happy



Connected




A Tale of Two Trams




Mon 16 Nov 2015

# What is Doc Hub?

Welcome to the RTÉ Player Doc Hub featuring some of your favourite RTE documentaries.

Add to Favourites 

Share 

Days remaining | Available Until: Monday 29 February 2016

## Today's Most Popular

1



Fair City

Wed 02 December 2015

2



The Late Late Toy Show Extras: Lara Reddy

Fri 27 November 2015

3



Home and Away

Wed 02 December 2015

4



CSI Finale

Wed 02 December 2015

5



Nine News

Wed 02 December 2015

## Spotlight



THE LATE LATE TOYSHOW



The Late Late Toy Show

# RTÉ Player Top 20 Programmes in November

Top Series, All Platforms (except UPC TV)

## TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	332,000
2	FAIR CITY	277,000
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5	THE LATE LATE TOY SHOW	129,000
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8	NEIGHBOURS	89,000
9	HOMELAND	78,000
10	HARDY BUCKS RIDE AGAIN	78,000
11	CHAMPIONS LEAGUE LIVE	71,000
12	NINE NEWS	53,000
13	THE RAY D'ARCY SHOW EXTRAS	40,000
14	SIX ONE NEWS	39,000
15	SHORTLAND STREET	39,000
16	THE LATE LATE SHOW	34,000
17	REPUBLIC OF TELLY	33,000
18	IRELAND'S FITTEST FAMILY	32,000
19	PRIME TIME	29,000
20	KEVIN McGAHERN'S FAST AND FURIOUS: REALITY BITES	27,000







Tue 17 Nov 2015

# Prime Time

GA

Current affairs review, plus reports on breaking news stories at home and abroad.

Add to Favourites 

Share 

Days remaining | 6

Broadcast | Tue 17 Nov 2015

RTÉ ONE

## Today's Most Popular

1



Fair City

Wed 02 December 2015

2



The Late Late Toy Show Extras: Lara Reddy

Fri 27 November 2015

3



Home and Away

Wed 02 December 2015

4



CSI Finale

Wed 02 December 2015

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Nine News

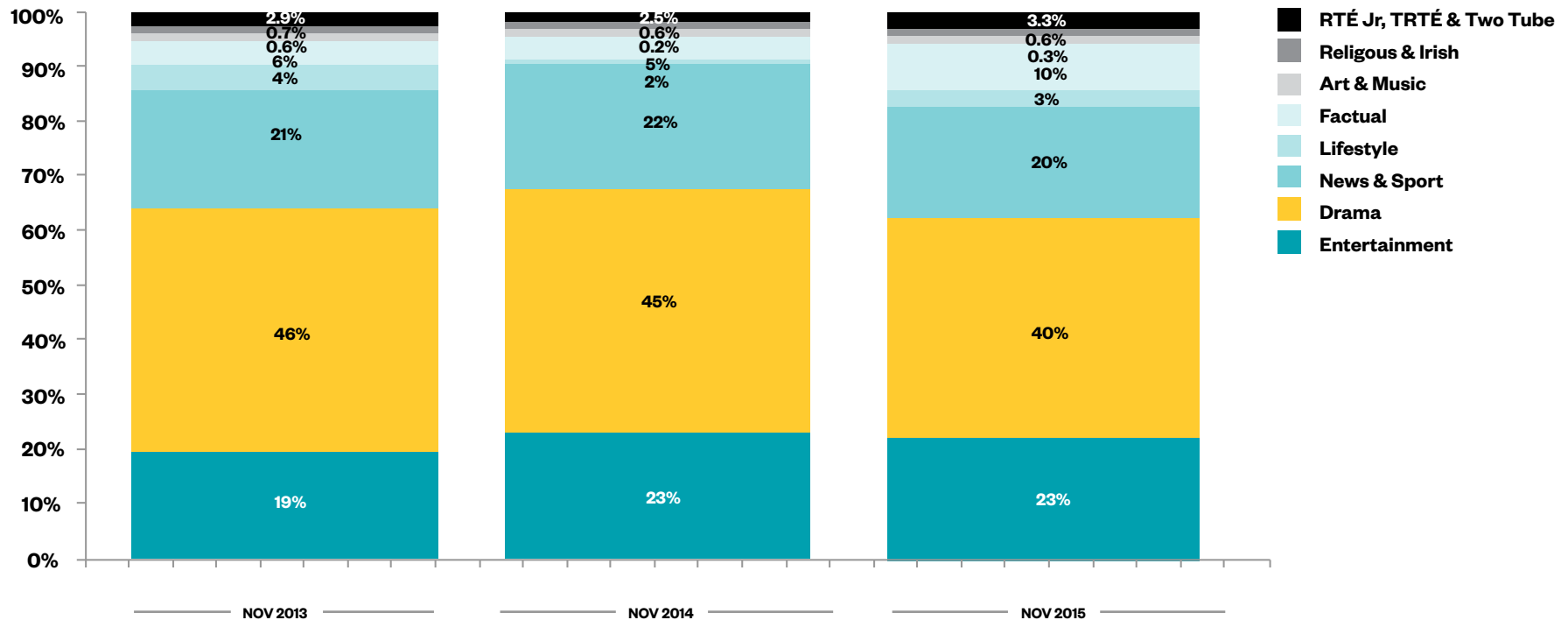
Wed 02 December 2015

## Spotlight



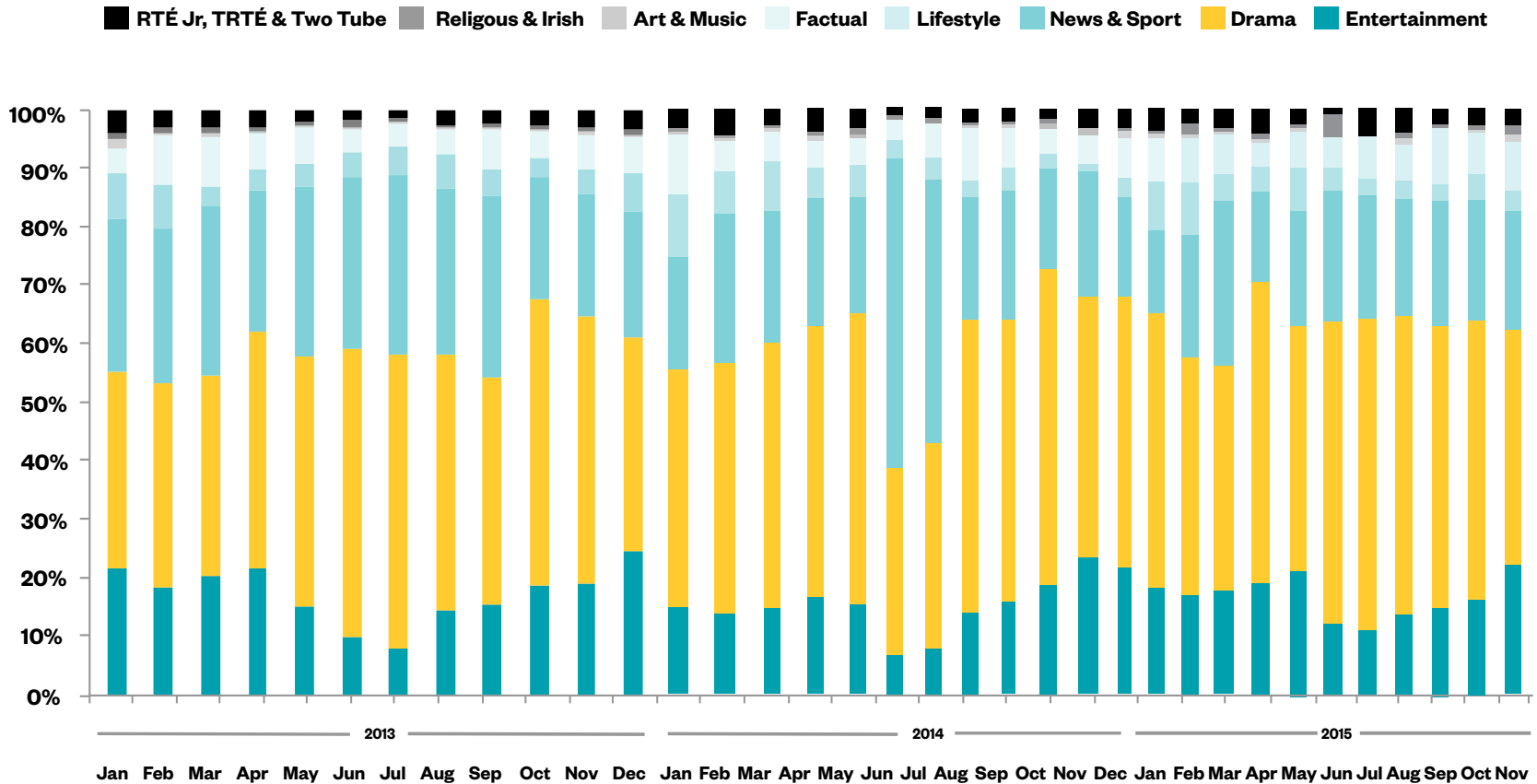
# The Late Late Toy Show

## RTÉ Player Programme Category Analysis



- Factual share doubled between November 2014 and November 2015. Programmes with strong demand included *Ireland's Fittest Family*, *Kevin McGahern's Fast & Furious* and *Dole Life*
- Drama remained the top genre, with 40% of stream starts

# RTÉ Player Programme Category Analysis






RTÉ News


Tue 13 Oct 2015

# Budget 2016: Minister Noonan on Six One News



Minister Noonan is interviewed about today's Budget on the Six One News.

Add to Favourites 

Share 

## Today's Most Popular

1



**Fair City**

Sun 01 November 2015

2



**Dole Life**

Sun 01 November 2015

3



**The Couch:  
Motherhood**

Mon 02 November 2015

4



**Home and Away**

Fri 30 October 2015

5



**EastEnders**

Fri 30 October 2015

## Spotlight

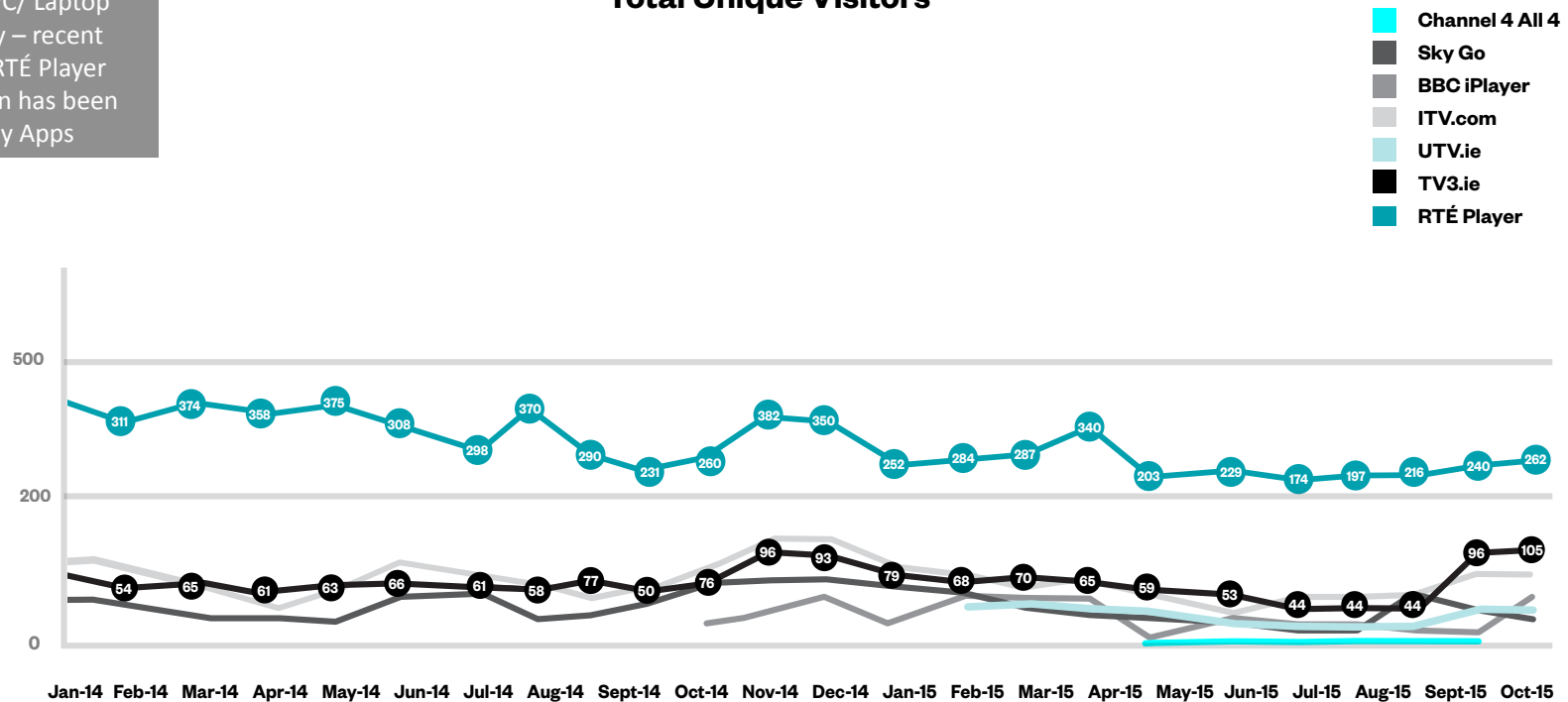


**The Couch  
with Yvonne  
Tiernan**

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

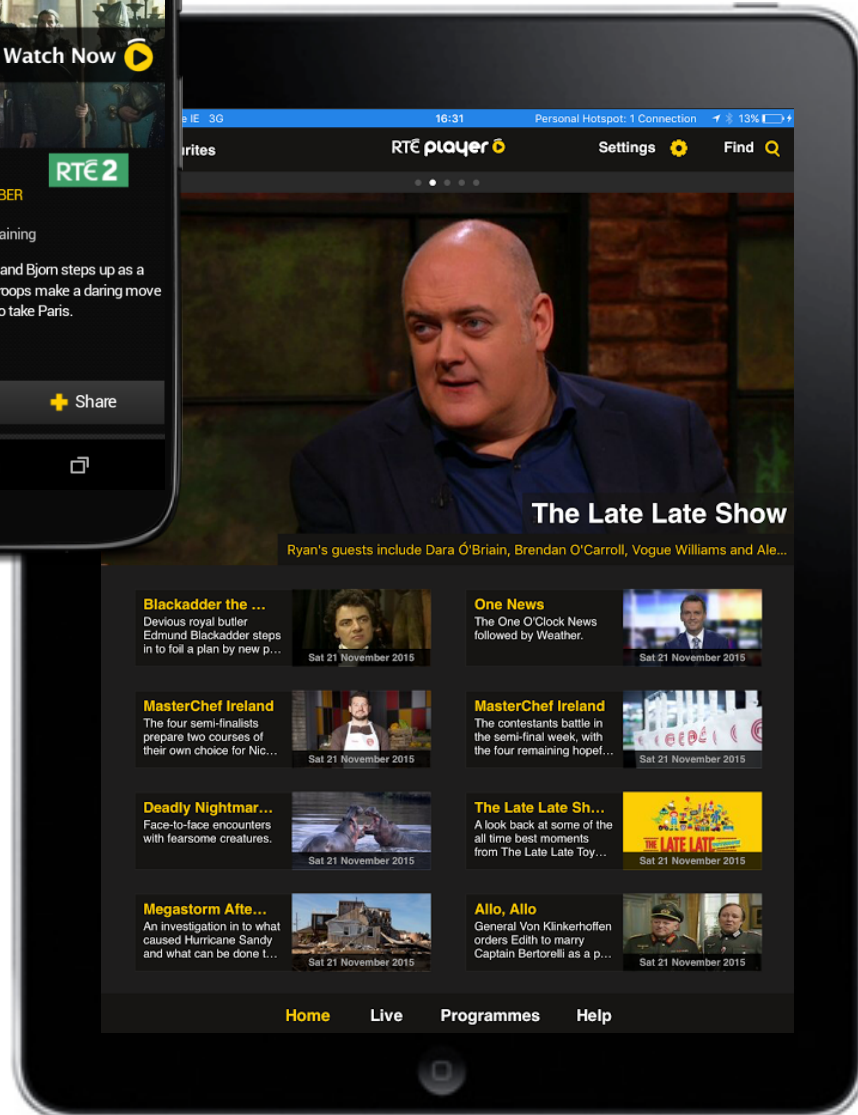
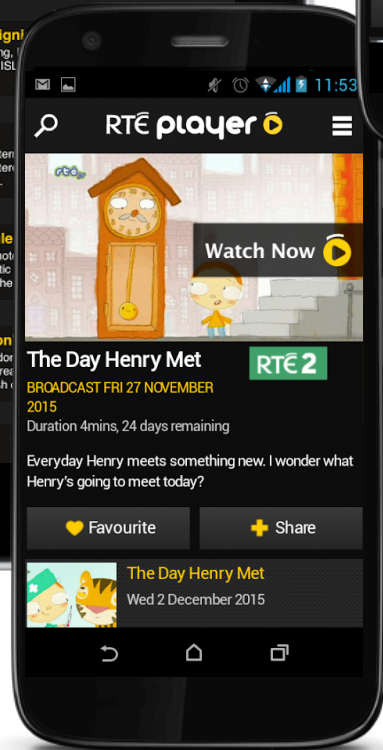
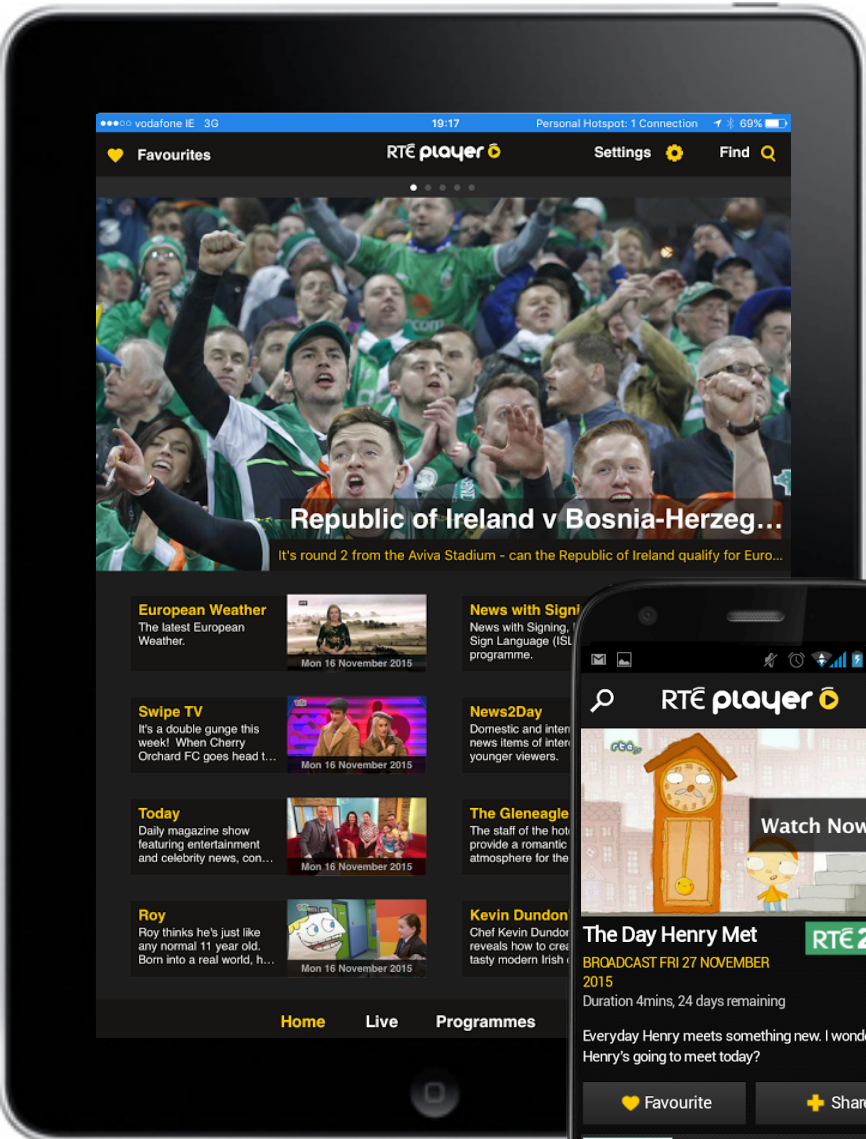
N.B. comScore currently measures PC/ Laptop access only – recent growth in RTÉ Player consumption has been driven by Apps

### Total Unique Visitors



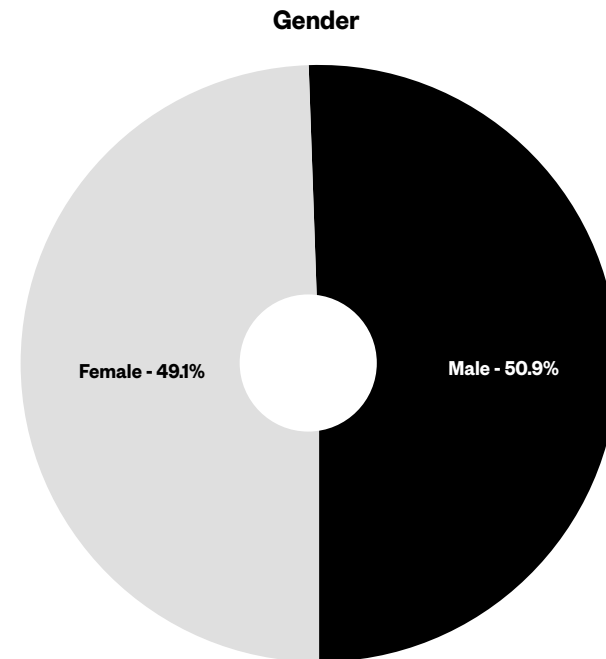
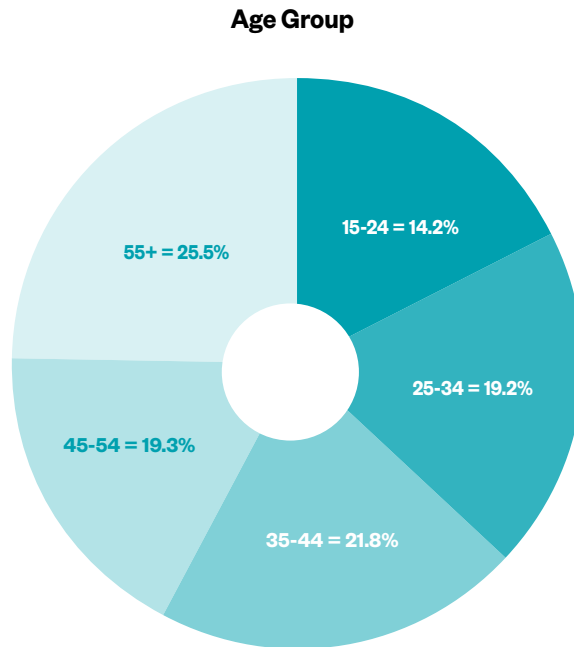
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- According to comScore MMX, there were 262,000 unique Irish visitors to the desktop version of the RTÉ Player in October\*



# 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 October**
- **There were slightly more Male than Female users this month due to the Euro 2016 Play-off Qualifiers**

