

# RTÉ Player

## April 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

## RTÉ Player Summary

Streams	2,733,000
Page Impressions	12,643,000
International share of streams	10.9%
Total number of app downloads	1,616,000

## TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	334,000
2	EASTENDERS	215,000
3	FAIR CITY	211,000
4	NEIGHBOURS	94,000
5	LATEST IRISH NEWS	71,000
6	NINE NEWS	62,000
7	THE LATE LATE SHOW	54,000
8	HOME OF THE YEAR	45,000
9	SIX ONE NEWS	45,000
10	THE BIG BANG THEORY	43,000

## Home and Away

**BROADCAST** MON 20 APR 2015    **NEXT BROADCAST** RTE ONE, TUE 21 APR 2015





THE NEW SAMSUNG GALAXY S6

### MOST POPULAR


- 1 **EastEnders**  
Mon 20 April 2015 
- 2 **Nine News**  
Mon 20 April 2015 
- 3 **Home and Away**  
Mon 20 April 2015 
- 4 **Republic of Telly**  
Mon 20 April 2015 
- 5 **Claire Byrne Live**  
Mon 20 April 2015 
- 6 **Mrs Brown's Boys**  


**RTE ONE**    21 days remaining    Duration: 21mins

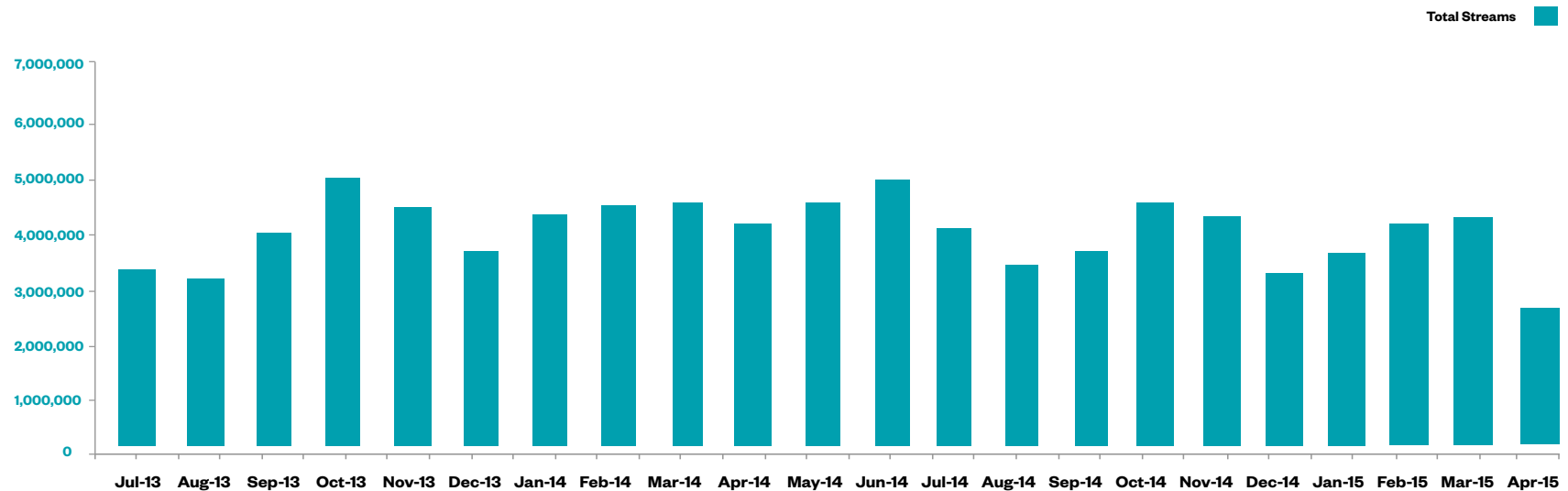
 Tweet  Like  Share  0    [Watching it](#)     [Add to Favourites](#) 

### Season 18, Episode 92

Katarina, Kyle and Ash search Phoebe's room for clues to her whereabouts, and Oscar

 [Website](#)

## RTÉ Player Monthly Streams



- There were 2.7m stream views on the RTÉ Player during April 2015


## The Mario Rosenstock Show Best Of

BROADCAST MON 20 APR 2015




RTE 2


21 days remaining Duration: 24mins

 Parental Controls

 Tweet 0

 Like  Share 1

Watching it 

Add to Favourites 

A compilation of the best of the impressionist's sketches, giving viewers another chance to enjoy his favourite performances and funniest characters.

 Website

 Facebook



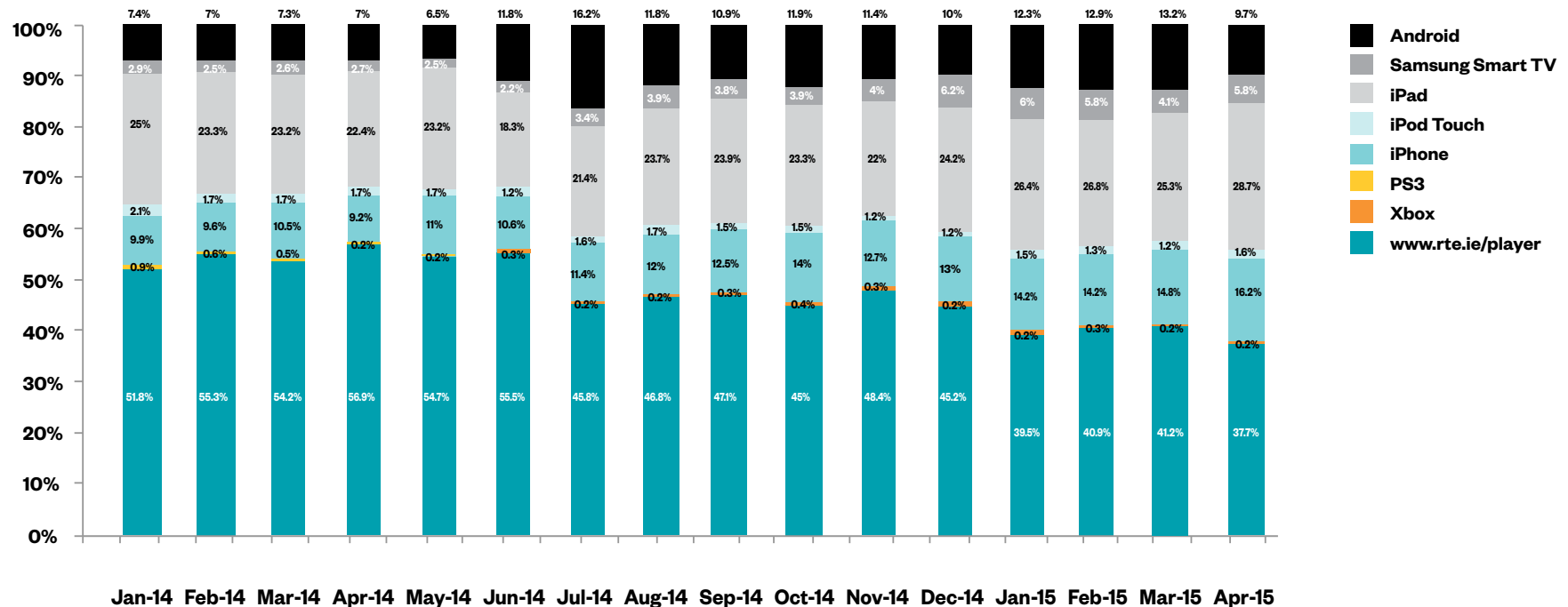
Plus a trade in discount with your old phone.

### MOST POPULAR

- 1 EastEnders**  
Mon 20 April 2015 
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Mon 20 April 2015 
- 3 Home and Away**  
Mon 20 April 2015 
- 4 Republic of Telly**  
Mon 20 April 2015 
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# RTÉ Player Consumption by Platform

Share of Streams



- 47% of stream views in April were from iOS devices
- Samsung Smart TV has grown to almost 6% of streams



## Republic of Telly

**BROADCAST** MON 13 APR 2015    **NEXT BROADCAST** RTE 2, WED 22 APR 2015





**RTE 2**

14 days remaining    Duration: 24mins

**MA** Parental Controls

 Tweet  Like  Share  23

Watching it 

Add to Favourites 

Nadia Forde joins Kevin McGahern and Bernard O'Shea as this week's "Jen of the week".

 [Website](#)

 [Facebook](#)



### MOST POPULAR

**1 EastEnders**  
Mon 20 April 2015



**2 Nine News**  
Mon 20 April 2015



**3 Home and Away**  
Mon 20 April 2015



**4 Republic of Telly**  
Mon 20 April 2015



**5 Claire Byrne Live**  
Mon 20 April 2015



# RTÉ Player Top 20 Programmes in April

Top Series, All Platforms (except UPC TV)

## TOP SERIES


	PROGRAMMES	STREAMS
1	HOME AND AWAY	334,000
2	EASTENDERS	215,000
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9	SIX ONE NEWS	45,000
10	THE BIG BANG THEORY	43,000
11	GREY'S ANATOMY	42,000
12	REVENGE	41,000
13	THE LATE LATE SHOW EXTRAS	41,000
14	REPUBLIC OF TELLY	38,000
15	SHORTLAND STREET	36,000
16	THE VOICE OF IRELAND	34,000
17	THE SATURDAY NIGHT SHOW	33,000
18	PRIME TIME	32,000
19	MRS BROWN'S BOYS	27,000
20	NATIONWIDE	26,000



## The Voice of Ireland

BROADCAST SUN 19 APR 2015    NEXT BROADCAST RTE 2, SAT 25 APR 2015





RTE.ie 



**RTE ONE** Available Until: Monday 10 August 2015    Duration: 1hr 41mins

 Tweet  Like  Share 

Watching it  Add to Favourites 

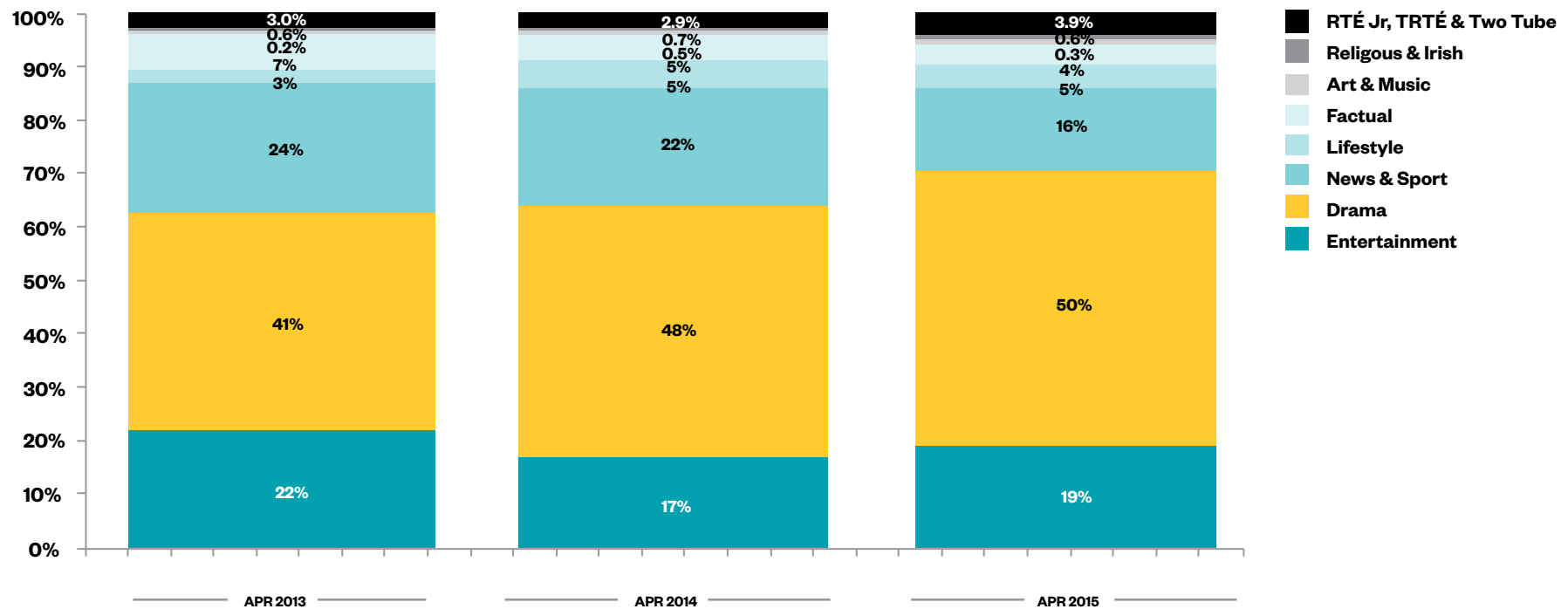
The remaining contestants take to the stage for the semi finals of the competition.

 [Website](#)  
 [Facebook](#)

### MOST POPULAR

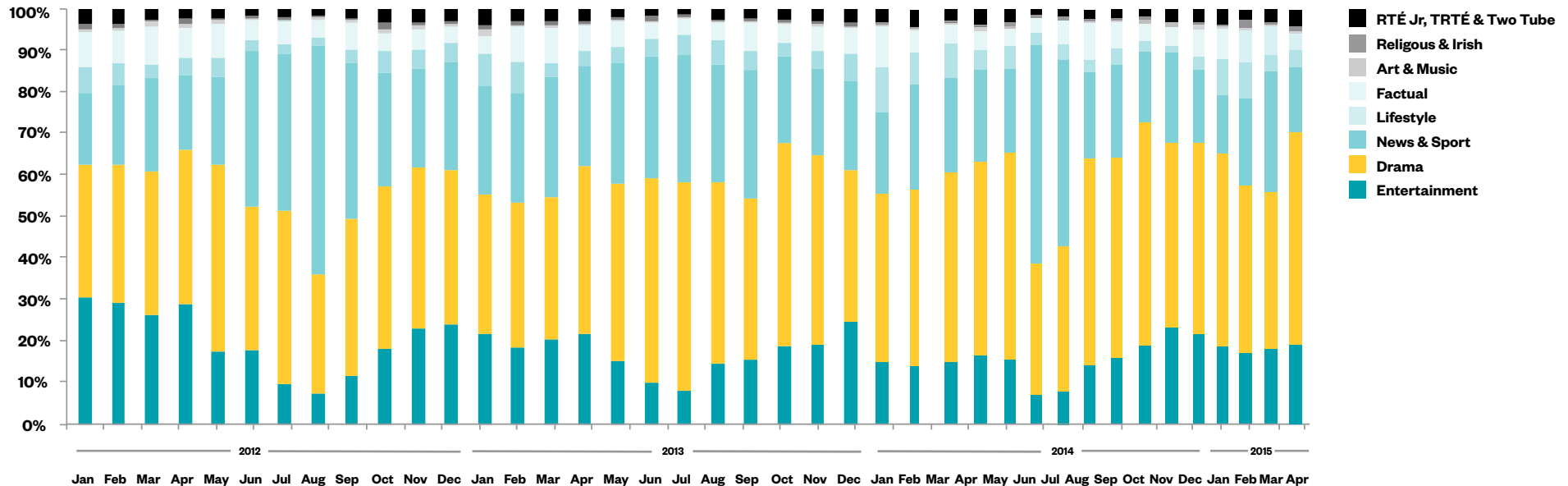
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## RTÉ Player Programme Category Analysis



- Drama accounted for half of all streams on the RTÉ Player in April, with the soaps and major US drama series popular

# RTÉ Player Programme Category Analysis







## League Sunday Extras

BROADCAST MON 20 APR 2015



**RTE 2** 7 days remaining Duration: 24mins

 Tweet  Like  Share 

Watching it  Add to Favourites 

Preview of the Allianz League Semi final press conference.

 Website  
 Facebook

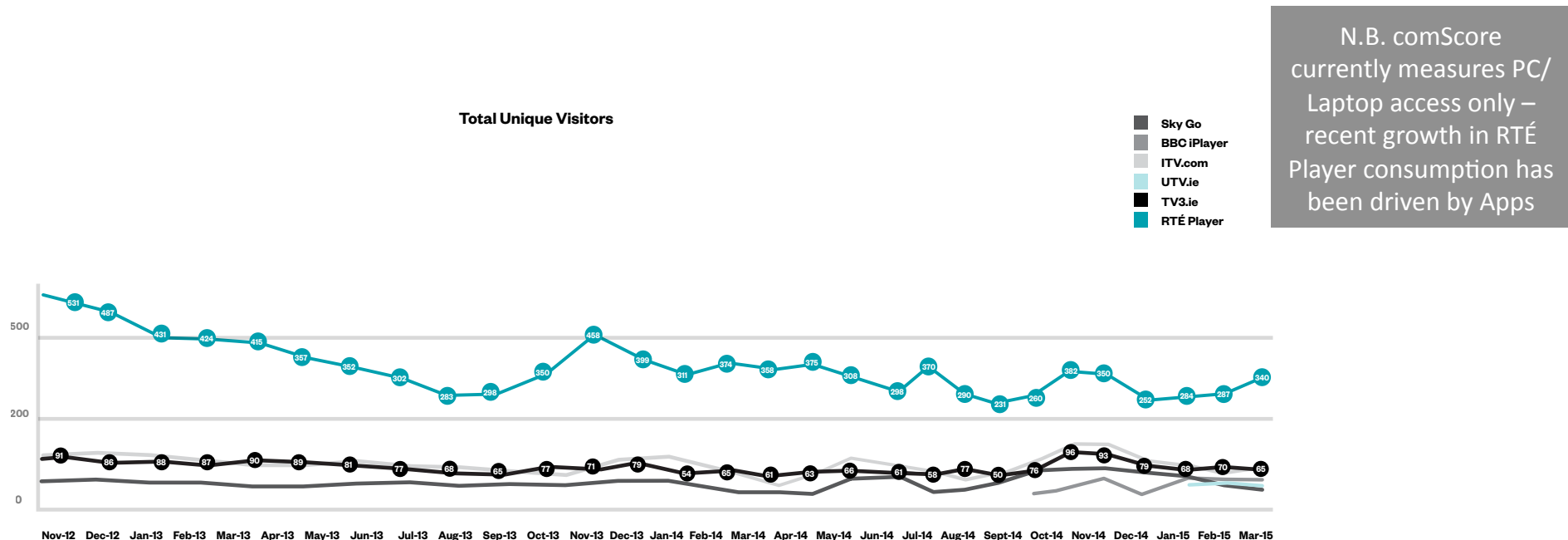


€179.99 on RED.  
Plus a trade in discount  
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## The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set

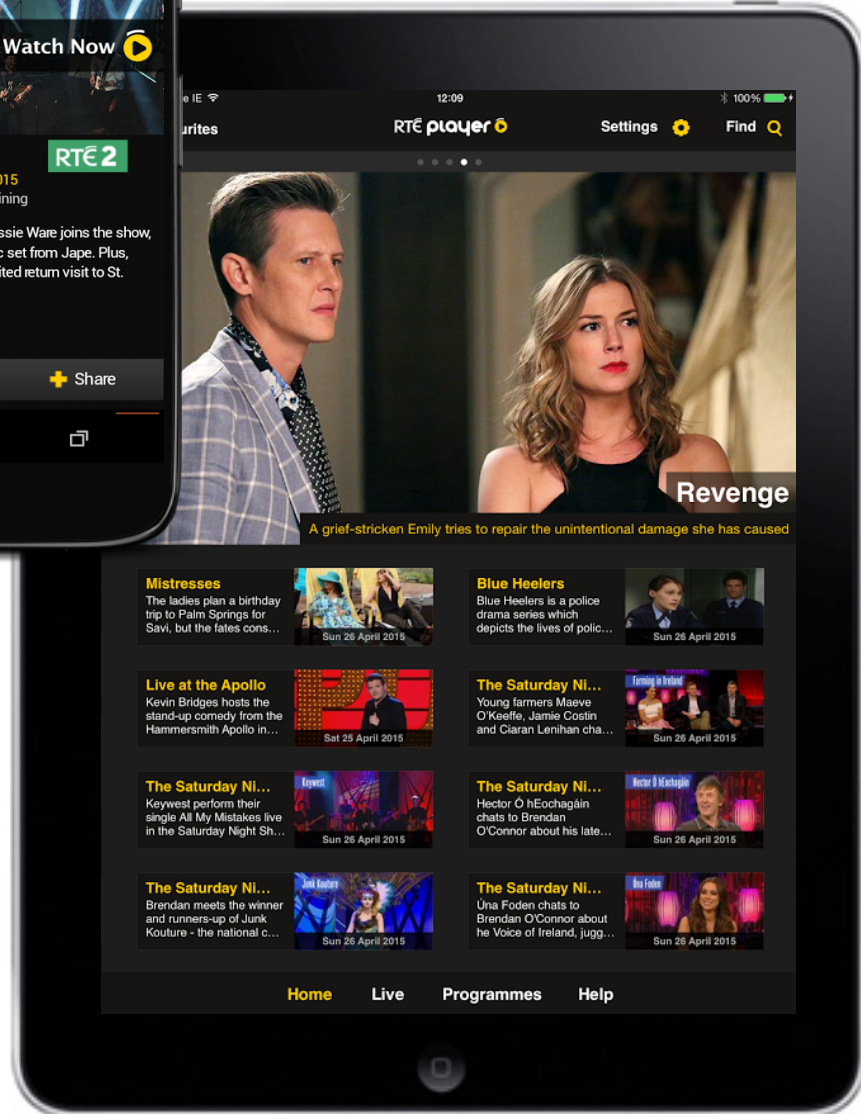
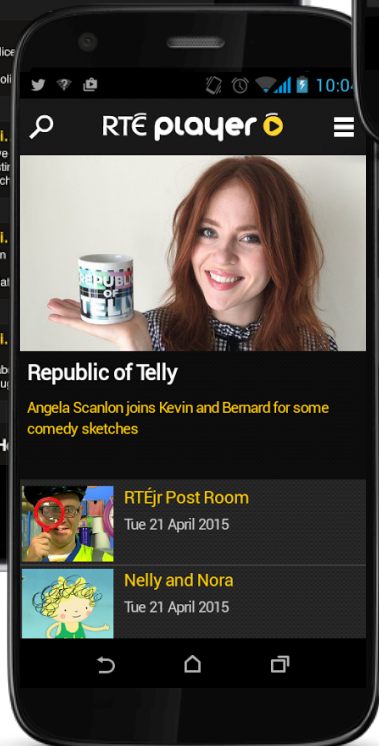
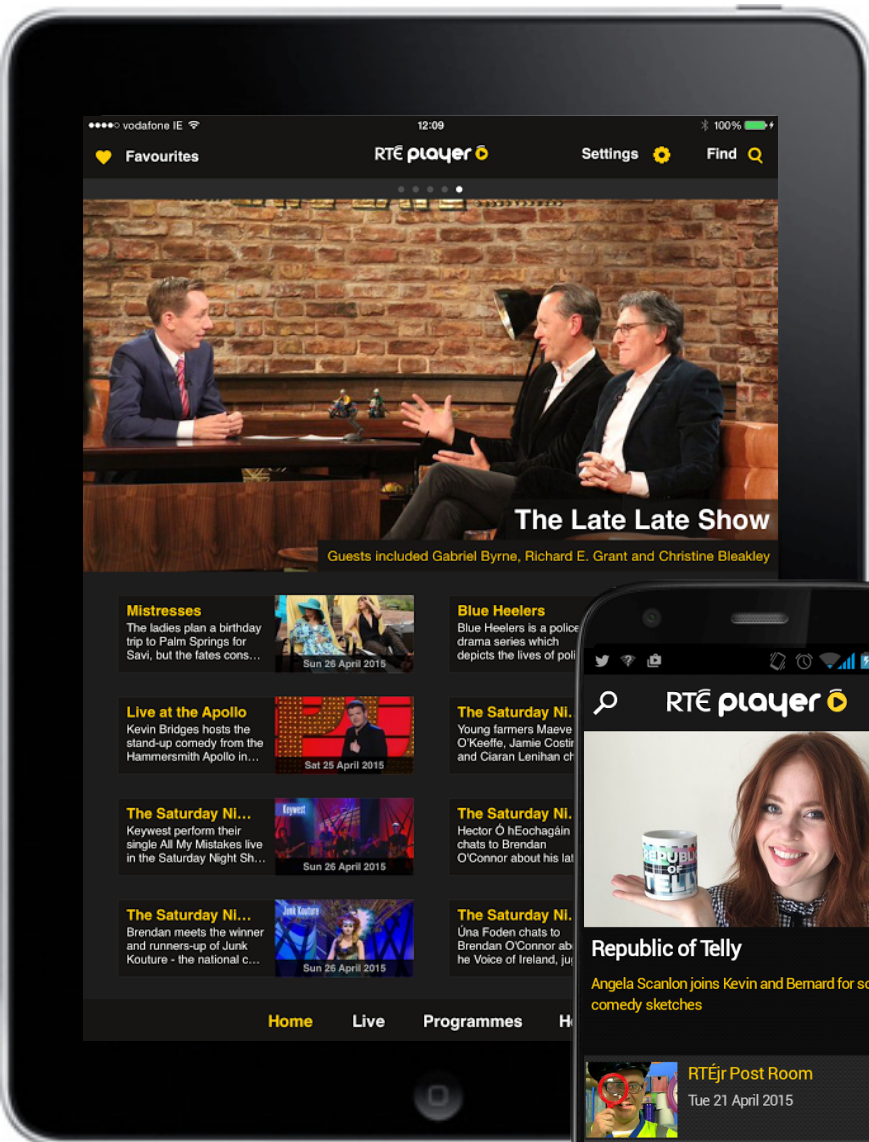


N.B. comScore currently measures PC/ Laptop access only – recent growth in RTÉ Player consumption has been driven by Apps

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

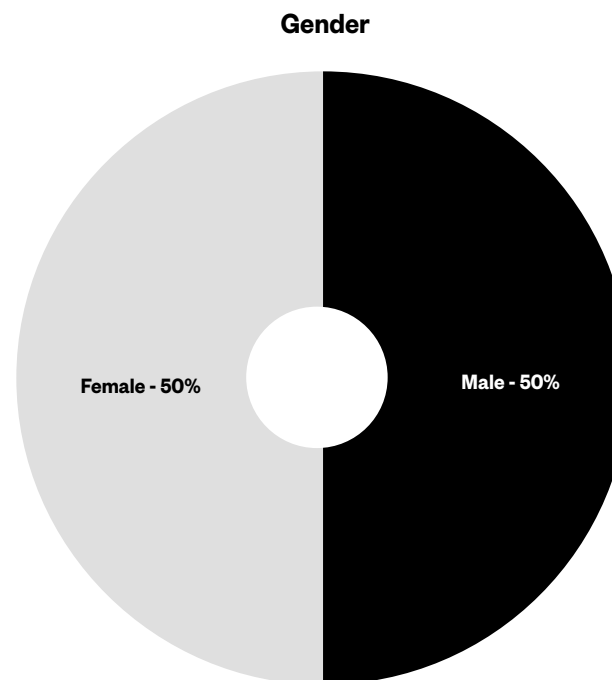
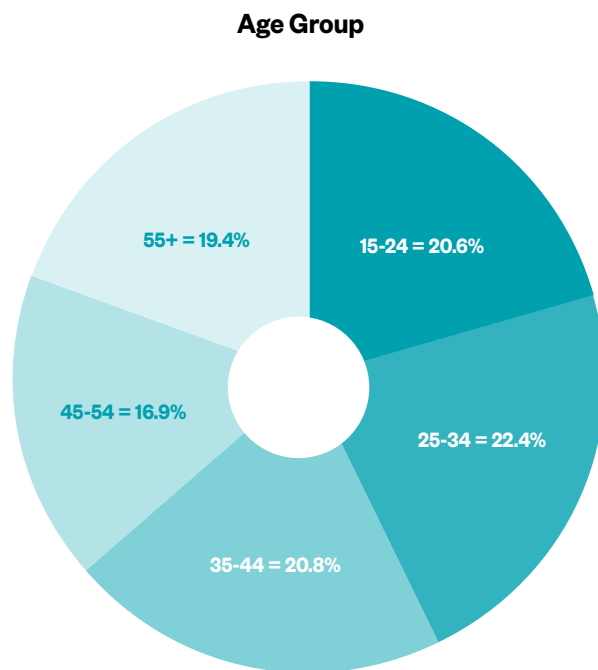
- There were 340,000 unique Irish visitors to the desktop version of the RTÉ Player in March 2015, according to comScore MMX





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

Share of Irish Unique Users of the RTÉ Player



- Over 4 in 10 desktop users were 15-34 in March
- The gender split was exactly 50-50

