

# RTÉ Player

## August 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

## RTÉ Player Summary

Streams	2,998,000
Page Impressions	13,569,000
International share of streams	12.8%
Total number of app downloads	1,692,000

### TOP SERIES

	PROGRAMMES	STREAMS
1	<b>HOME AND AWAY</b>	<b>322,000</b>
2	<b>EASTENDERS</b>	<b>248,000</b>
3	<b>FAIR CITY</b>	<b>207,000</b>
4	<b>THE SUNDAY GAME LIVE</b>	<b>107,000</b>
5	<b>NEIGHBOURS</b>	<b>83,000</b>
6	<b>NINE O'CLOCK NEWS</b>	<b>77,000</b>
7	<b>LATEST IRISH NEWS</b>	<b>67,000</b>
8	<b>THE ROSE OF TRALEE</b>	<b>59,000</b>
9	<b>THE ROSE OF TRALEE EXTRAS</b>	<b>54,000</b>
10	<b>LOVE/HATE</b>	<b>53,000</b>


## The Sunday Game Live: Dublin v Mayo


BROADCAST SUN 30 AUG 2015 NEXT BROADCAST RTÉ 2, SUN 06 SEP 2015






**RTÉ 2** 6 days remaining Duration: 2hrs 28mins

 Tweet  Like  Share  0

Watching it 

Add to Favourites 

Coverage of the All Ireland Senior Football Championship semi-final, which takes place at Croke Park.

-  Website
-  Facebook
-  @RTÉplayer



### MOST POPULAR

- 1 The Sunday Game Live: Dublin v Mayo**  
Sun 30 August 2015 
- 2 The Sunday Game Highlights**  
Sun 30 August 2015 
- 3 Fair City**  
Sun 30 August 2015 
- 4 The Sunday Game Extras: Dublin v Mayo Post Match Analysis**  
Sun 30 August 2015 
- 5 Home and Away**  
Fri 28 August 2015 
- 6 EastEnders** 

## RTÉ Player Monthly Streams



- There were 3m stream views on the RTÉ Player during August 2015

## The Rose of Tralee: Night Two

BROADCAST TUE 18 AUG 2015





RTE ONE

18 days remaining

Duration: 2hrs 36mins

 Tweet  Like [Share](#)  15

Watching it 

Add to Favourites 

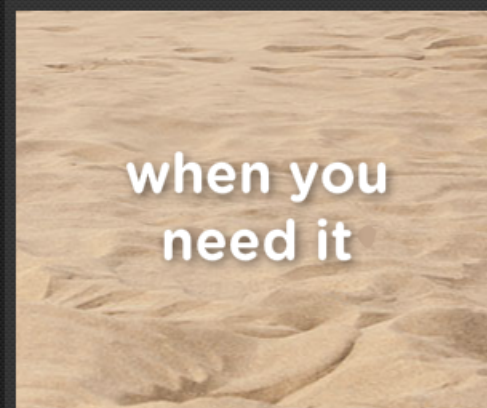
Dáithí Ó Sé presents the second night of coverage of the International Rose of Tralee Selection from the Festival Dome in Tralee.

 [Website](#)

 [Facebook](#)

 [@RTEplayer](#)

Tags [roseoftralee](#)

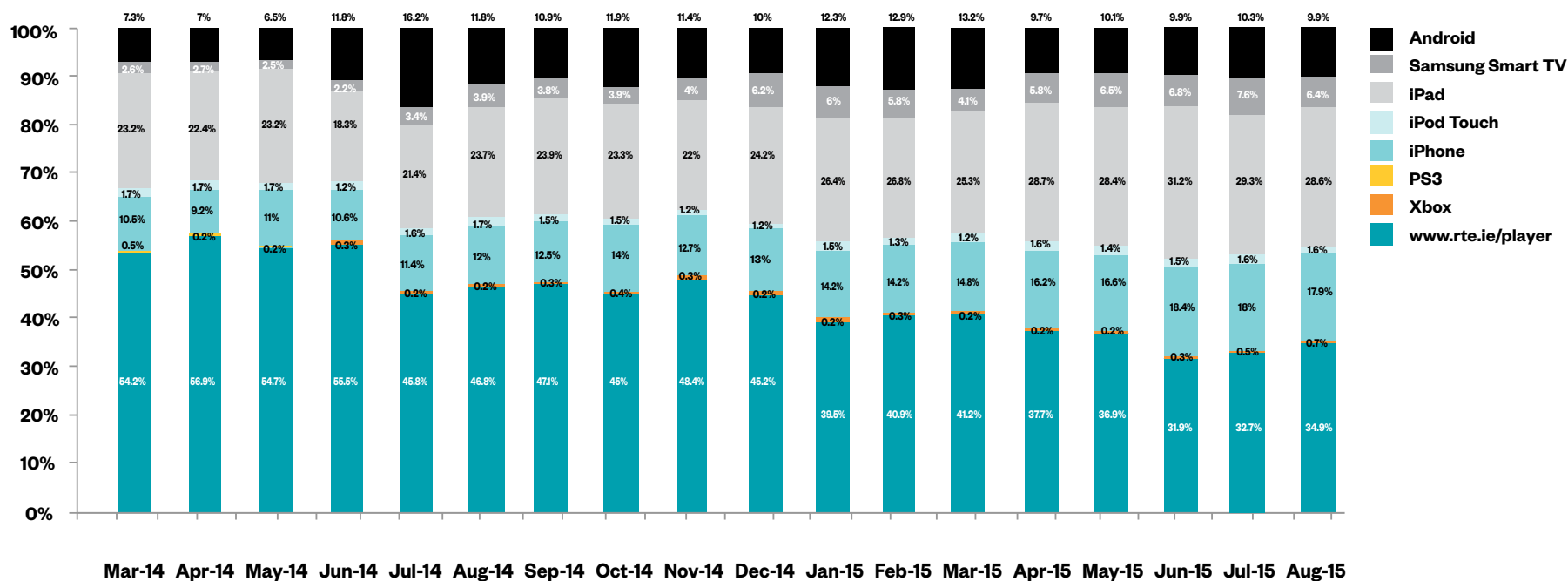


### MOST POPULAR

- 1 The Sunday Game Live: Dublin v Mayo**  
Sun 30 August 2015 
- 2 The Sunday Game Highlights**  
Sun 30 August 2015 
- 3 Fair City**  
Sun 30 August 2015 
- 4 The Sunday Game Extras: Dublin v Mayo Post Match Analysis**  
Sun 30 August 2015 
- 5 Home and Away**  
Fri 28 August 2015 
- 6 EastEnders**  
Fri 28 August 2015 

# RTÉ Player Consumption by Platform

Share of Streams




- Desktop share grew month on month in August to 35%


## Elementary

BROADCAST THU 27 AUG 2015





RTE.ie 

**RTE 2** 18 days remaining Duration: 40mins




 Parental Controls

 Tweet 0  Like  Share 0

Watching it  Add to Favourites 

### Season 2, Episode 10

Sherlock makes an error of judgement during the arrest of a gunman and ends up in the dock defending his unusual methods, which gets him in even more trouble.

 [Website](#)  
 [Facebook](#)  
 [@RTEplayer](#)



### MOST POPULAR

- The Sunday Game Live: Dublin v Mayo**  
Sun 30 August 2015 
- The Sunday Game Highlights**  
Sun 30 August 2015 
- Fair City**  
Sun 30 August 2015 
- The Sunday Game Extras: Dublin v Mayo Post Match Analysis**  
Sun 30 August 2015 
- Home and Away**  
Fri 28 August 2015 
- EastEnders**  
Fri 28 August 2015 

# RTÉ Player Top 20 Programmes in August

Top Series, All Platforms (except UPC TV)

## TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	322,000
2	EASTENDERS	248,000
3	FAIR CITY	207,000
4	THE SUNDAY GAME LIVE	107,000
5	NEIGHBOURS	83,000
6	NINE O'CLOCK NEWS	77,000
7	LATEST IRISH NEWS	67,000
8	THE ROSE OF TRALEE	59,000
9	THE ROSE OF TRALEE EXTRAS	54,000
10	LOVE/HATE	53,000
11	SIX ONE NEWS	48,000
12	THE SUNDAY GAME EXTRAS	43,000
13	SHORTLAND STREET	38,000
14	CREEDON'S WILD ATLANTIC WAY	29,000
15	MRS BROWN'S BOYS	28,000
16	THE GOOD WIFE	28,000
17	ELEMENTARY	26,000
18	NATIONWIDE	24,000
19	BLUE WATER HIGH	23,000
20	CSI: CYBER	22,000



# The Gleneagle

BROADCAST SUN 23 AUG 2015



**RTE ONE** Available Until: Tuesday 22 September 2015 Duration: 24mins

Tweet 0 Like Share 14

Watching it + Add to Favourites

## Season 1, Episode 6

The staff prepares special events for Christmas, including a visit from Santa Claus and a sold out New Year's Eve concert by country singer Nathan Carter.

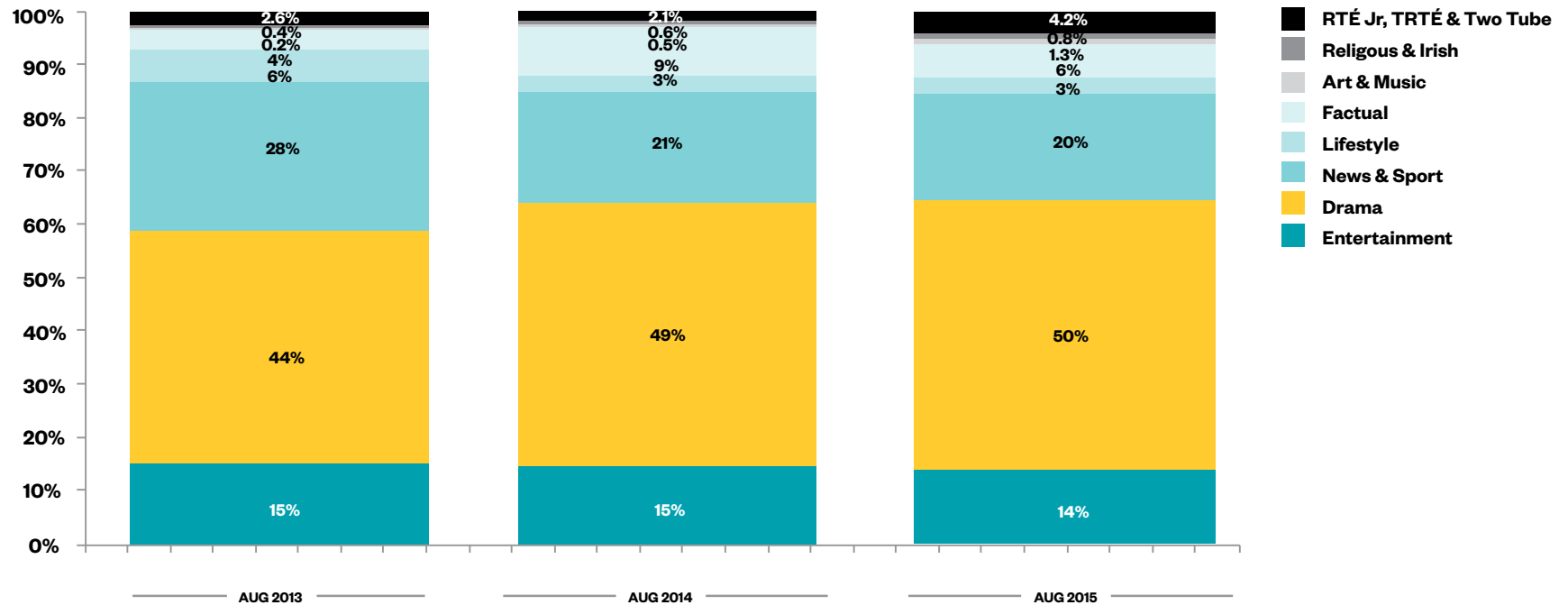
- Website
- Facebook
- @RTEplayer



## MOST POPULAR

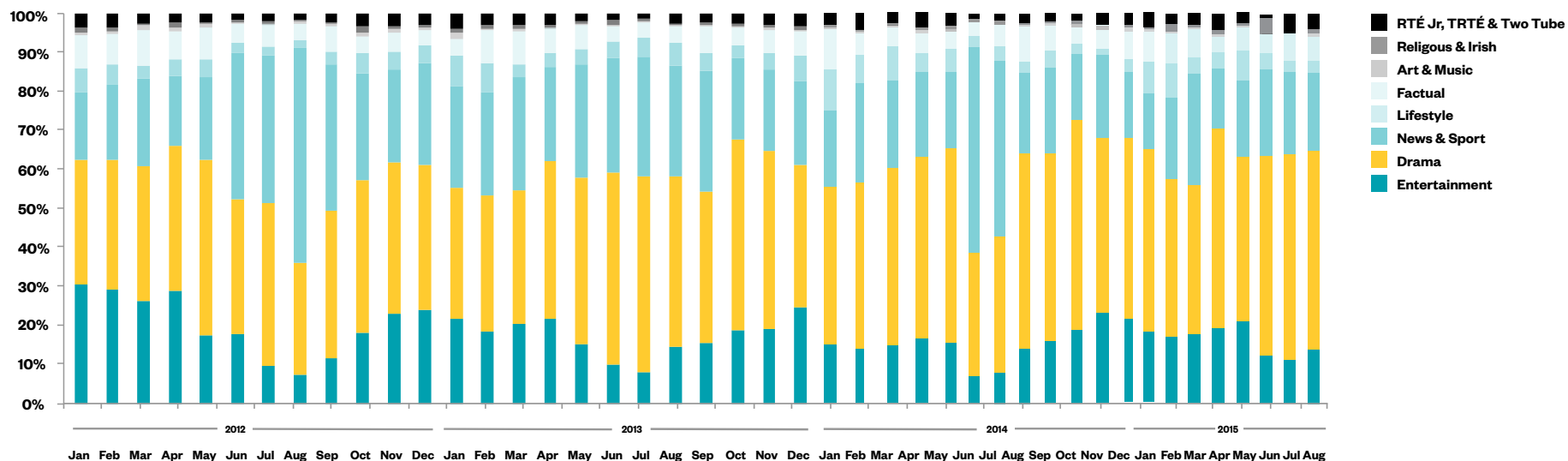
- The Sunday Game Live: Dublin v Mayo**  
Sun 30 August 2015
- The Sunday Game Highlights**  
Sun 30 August 2015
- Fair City**  
Sun 30 August 2015
- The Sunday Game Extras: Dublin v Mayo Post Match Analysis**  
Sun 30 August 2015
- Home and Away**  
Fri 28 August 2015
- EastEnders**  
Fri 28 August 2015

## RTÉ Player Programme Category Analysis



- Drama accounted for 1 in every 2 stream starts on the RTÉ Player in August
- News & Sport and Entertainment were the next most popular genres

# RTÉ Player Programme Category Analysis



# Saturday Night with Miriam Extras: Will Young

BROADCAST SAT 08 AUG 2015



8 days remaining Duration: 14mins

Tweet Like Share

Watching it + Add to Favourites

Will Young, the original Pop Idol, speaks to Miriam and performs his fantastic single 'Love Revolution'.

- Website
- Facebook
- @RTEplayer



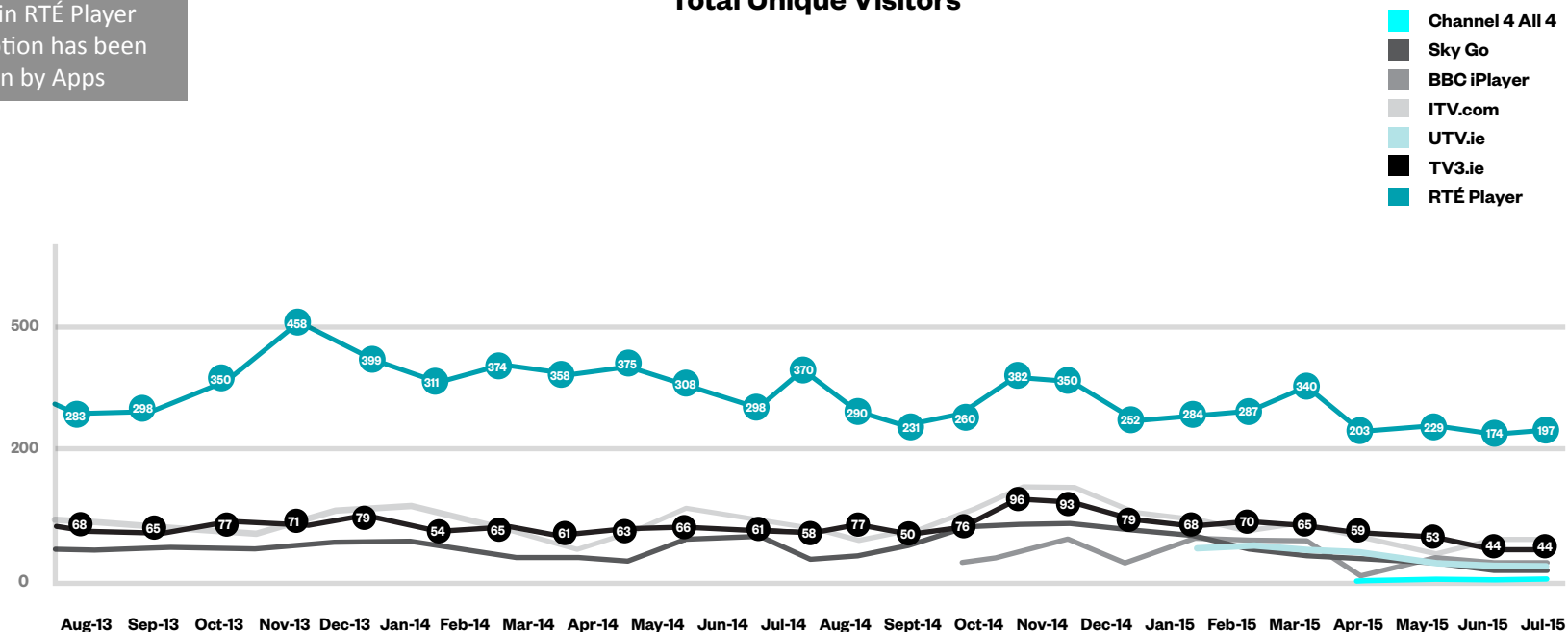
## MOST POPULAR

- The Sunday Game Live: Dublin v Mayo**  
Sun 30 August 2015
- The Sunday Game Highlights**  
Sun 30 August 2015
- Fair City**  
Sun 30 August 2015
- The Sunday Game Extras: Dublin v Mayo Post Match Analysis**  
Sun 30 August 2015
- Home and Away**  
Fri 28 August 2015
- EastEnders**  
Fri 28 August 2015

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

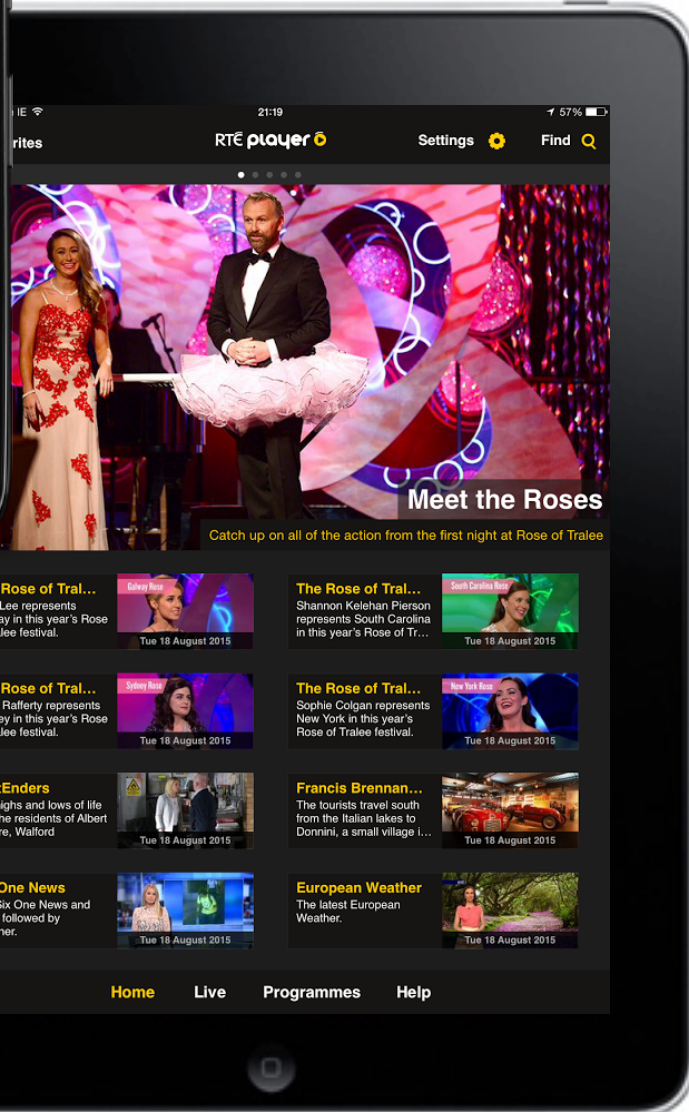
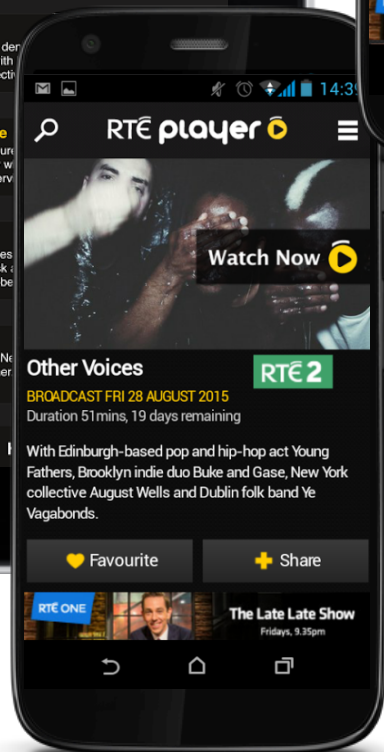
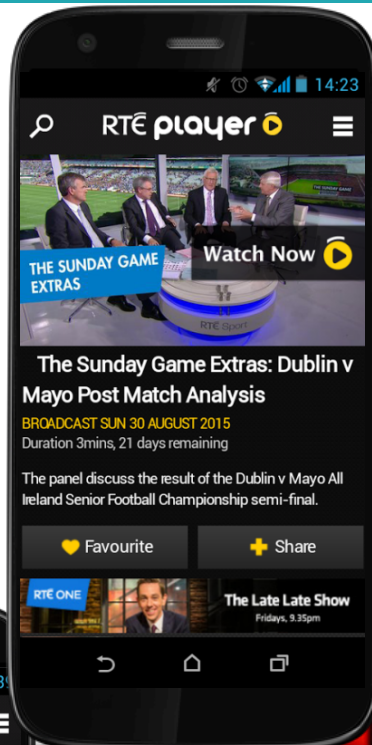
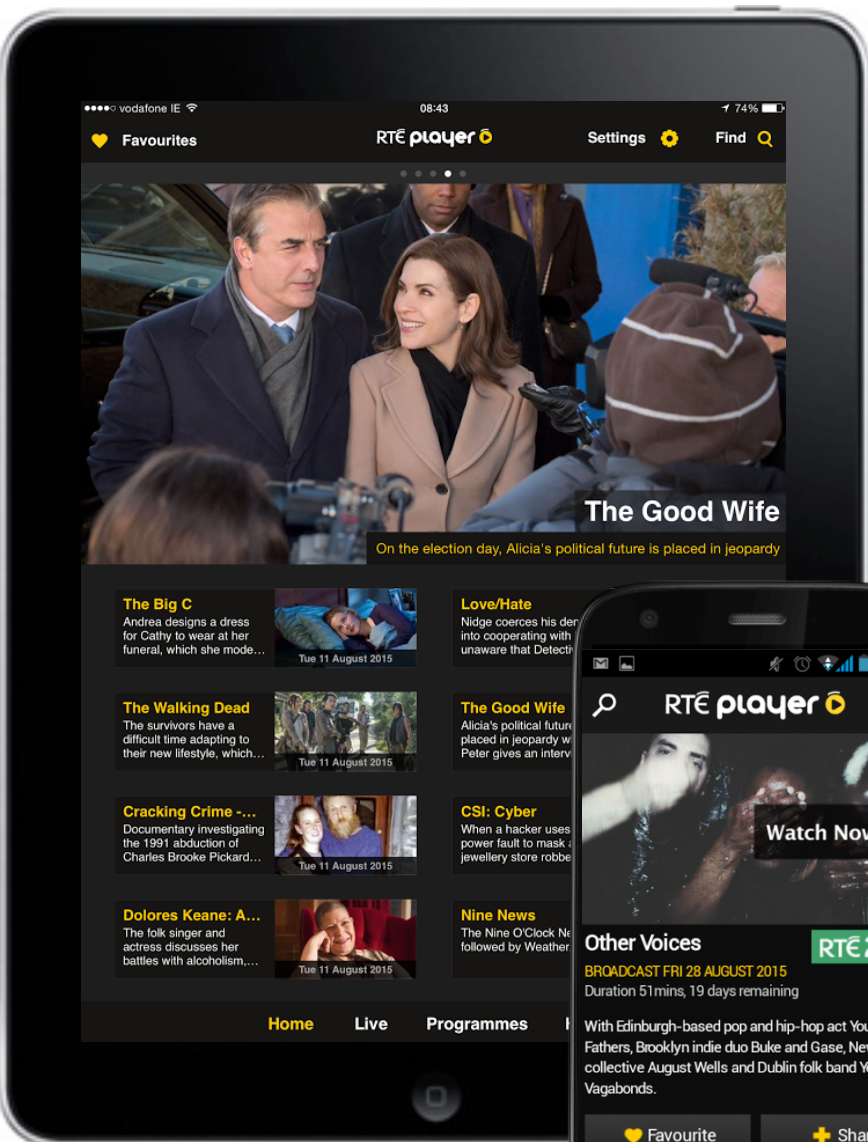
N.B. comScore currently measures PC/ Laptop access only – recent growth in RTÉ Player consumption has been driven by Apps

Total Unique Visitors



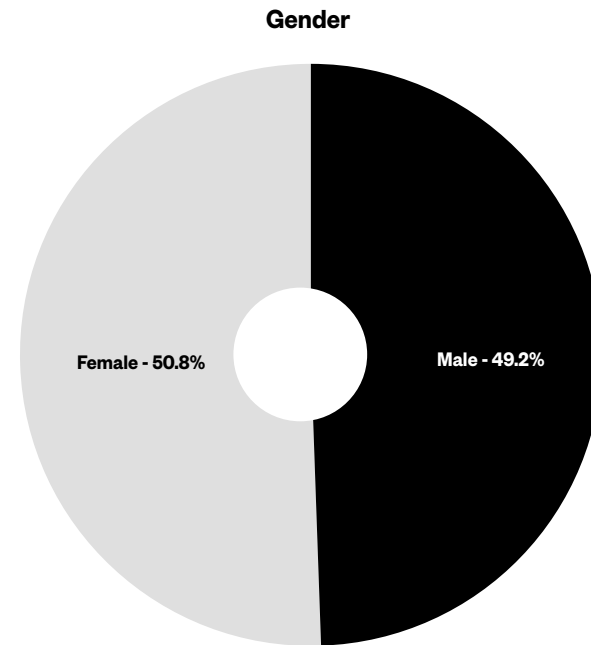
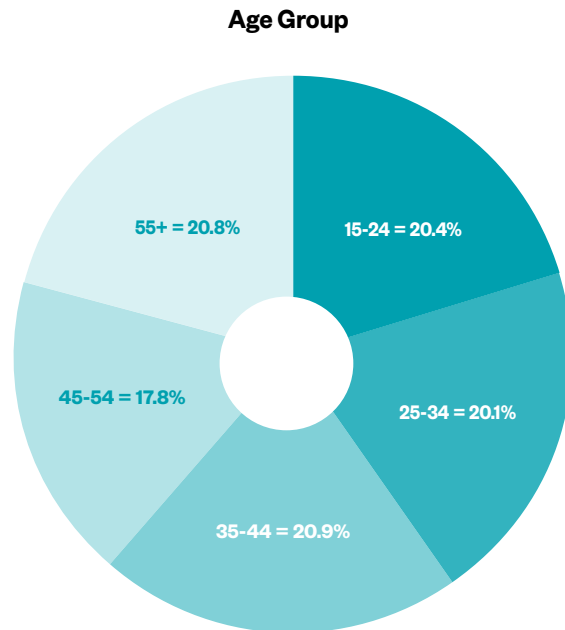
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- According to comScore MMX, there were 197,000 unique Irish visitors to the desktop version of the RTÉ Player in July



# 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 are 15-34
- 51% are female

