

RTÉ Player

January 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

RTÉ Player Summary

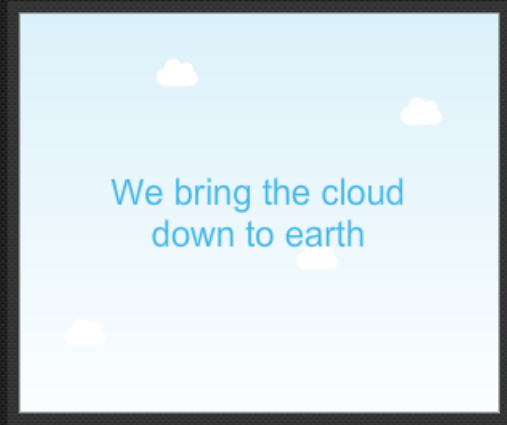
		Month on Month change
Streams	3,751,000	14%
Page Impressions	17,520,000	24%
International share of streams	12.3%	
Total number of app downloads	1,526,000	

TOP SERIES





	PROGRAMMES	STREAMS
1	EASTENDERS	324,000
2	HOME AND AWAY	271,000
3	FAIR CITY	229,000
4	CHARLIE	163,000
5	OPERATION TRANSFORMATION	137,000
6	LATEST IRISH NEWS	112,000
7	THE LATE LATE SHOW	94,000
8	THE SATURDAY NIGHT SHOW	77,000
9	NINE NEWS	68,000
10	NEIGHBOURS	64,000

The Notorious

BROADCAST MON 26 JAN 2015 **NEXT BROADCAST** RTE 2, WED 28 JAN 2015





RTE 2 21 days remaining Duration: 25mins **MA** Parental Controls

 Tweet **11**  Like  Share **185** [Watching it](#)  [Add to Favourites](#) 

Season 1, Episode 1

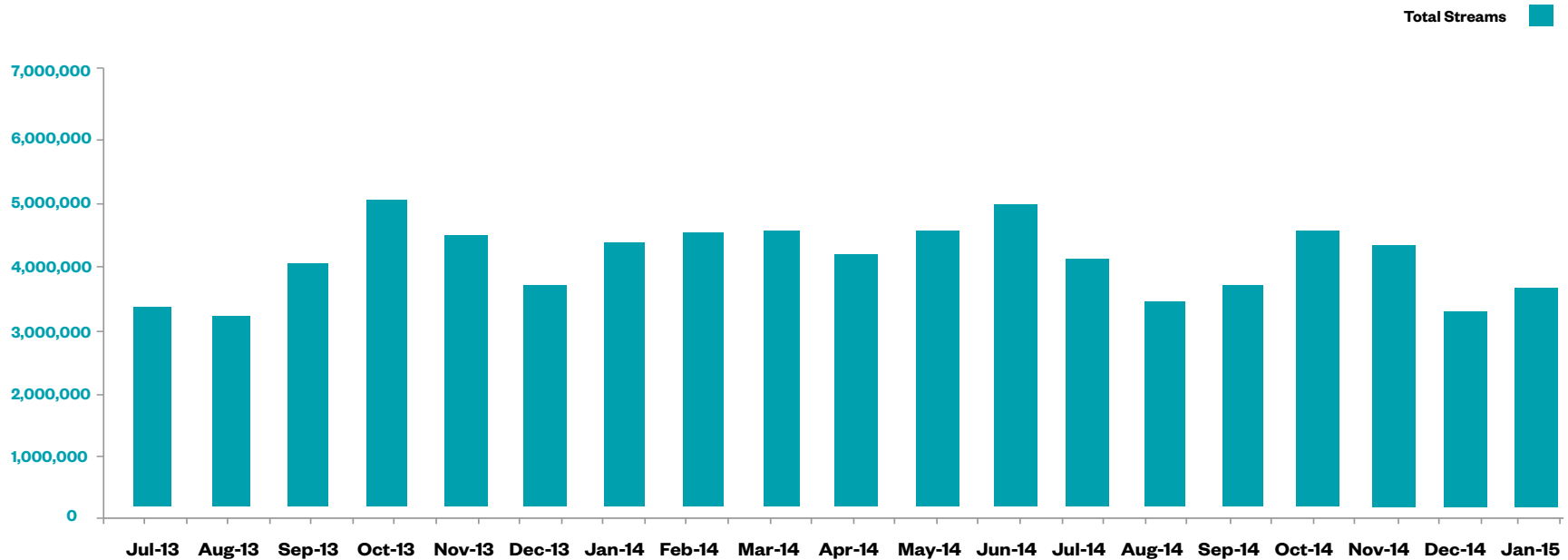
New series. Documentary following mixed martial artist Conor McGregor as he prepares for further successes in his sport.

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

MOST POPULAR

- 1 The Notorious**
Mon 26 January 2015 
- 2 EastEnders**
Mon 26 January 2015 
- 3 Claire Byrne Live**
Mon 26 January 2015 
- 4 Storyland: Farr**
Sat 24 January 2015 
- 5 Home and Away**
Mon 26 January 2015 
- 6 Nine News**
Mon 26 January 2015 

RTÉ Player Monthly Streams



- There were 3.7m stream views on the RTÉ Player during January 2015

N.B. The Unique Browsers measure is currently unavailable




Claire Byrne Live



BROADCAST MON 19 JAN 2015 **NEXT BROADCAST** RTÉ ONE, MON 02 FEB 2015






Work with your files securely anywhere, anytime, on any device.

RTÉ ONE 14 days remaining Duration: 55mins

 Tweet 35  Like  Share 20

[Watching it](#)  [Add to Favourites](#) 

Presenter Claire Byrne is joined by guests and a live studio audience for discussion, analysis on the same-sex marriage referendum

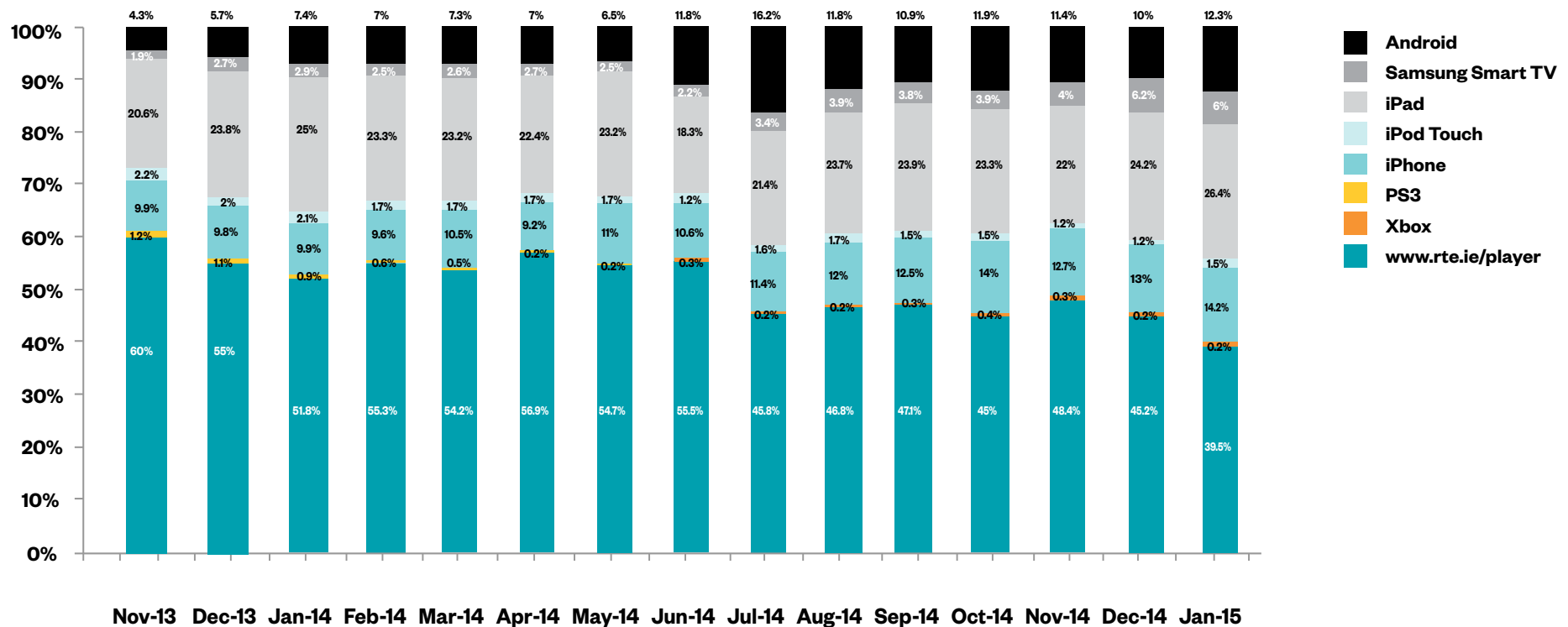
-  [Website](#)
-  [Facebook](#)
-  [@RTÉnlaver](#)

MOST POPULAR

- The Notorious**
Mon 26 January 2015 
- EastEnders**
Mon 26 January 2015 
- Claire Byrne Live**
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- Storyland: Farr**
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- Home and Away**
Mon 26 January 2015 
- Nine News** 

RTÉ Player Consumption by Platform

Share of Streams



- **4 in 10 stream views were via the browser version of the RTÉ Player**
- **iPad share of viewing has grown to 26%**




Home and Away



BROADCAST MON 26 JAN 2015 **NEXT BROADCAST** RTÉ ONE, TUE 27 JAN 2015



WATCH. LISTEN

RTÉ ONE 21 days remaining Duration: 21 mins

 Tweet  Like  Share

[Watching it](#)  [Add to Favourites](#) 

Season 18, Episode 32

Ash urges Brax to tell Ricky what really happened in prison, Jett puts his foot down with John and Marilyn and Leah asks for Zac's help when VJ insists on leaving school.

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

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- Nine News**
Mon 26 January 2015 

RTÉ Player Top 20 Programmes in January

Top Series, All Platforms (except UPC TV)


TOP SERIES

	PROGRAMMES	STREAMS
1	EASTENDERS	324,000
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9	NINE NEWS	68,000
10	NEIGHBOURS	64,000
11	REVENGE	64,000
12	THE VOICE OF IRELAND	54,000
13	THE LATE LATE SHOW EXTRAS	53,000
14	MRS BROWN'S BOYS	53,000
15	SIX ONE NEWS	50,000
16	THE NOTORIOUS	41,000
17	ROOM TO IMPROVE	34,000
18	TODAY	32,000
19	ONE NEWS	28,000
20	SHORTLAND STREET	28,000

Sherlock

BROADCAST FRI 23 JAN 2015 **NEXT BROADCAST** RTE 2, FRI 30 JAN 2015




RTE.ie 







RTE 2


4 days remaining Duration: 1hr 27mins

 Parental Controls

 Tweet 

 Like  Share 

Watching it 

Add to Favourites 

Season 1, Episode 1

Holmes and Watson investigate a seemingly impossible suicide. Drama, bringing the classic stories into the modern day.

 Website

Microsoft Ireland's Award
Winning Cloud Partner

[Find out more](#)

MOST POPULAR

1 **The Notorious**
Mon 26 January 2015



2 **EastEnders**
Mon 26 January 2015



3 **Claire Byrne Live**
Mon 26 January 2015



4 **Storyland: Farr**
Sat 24 January 2015



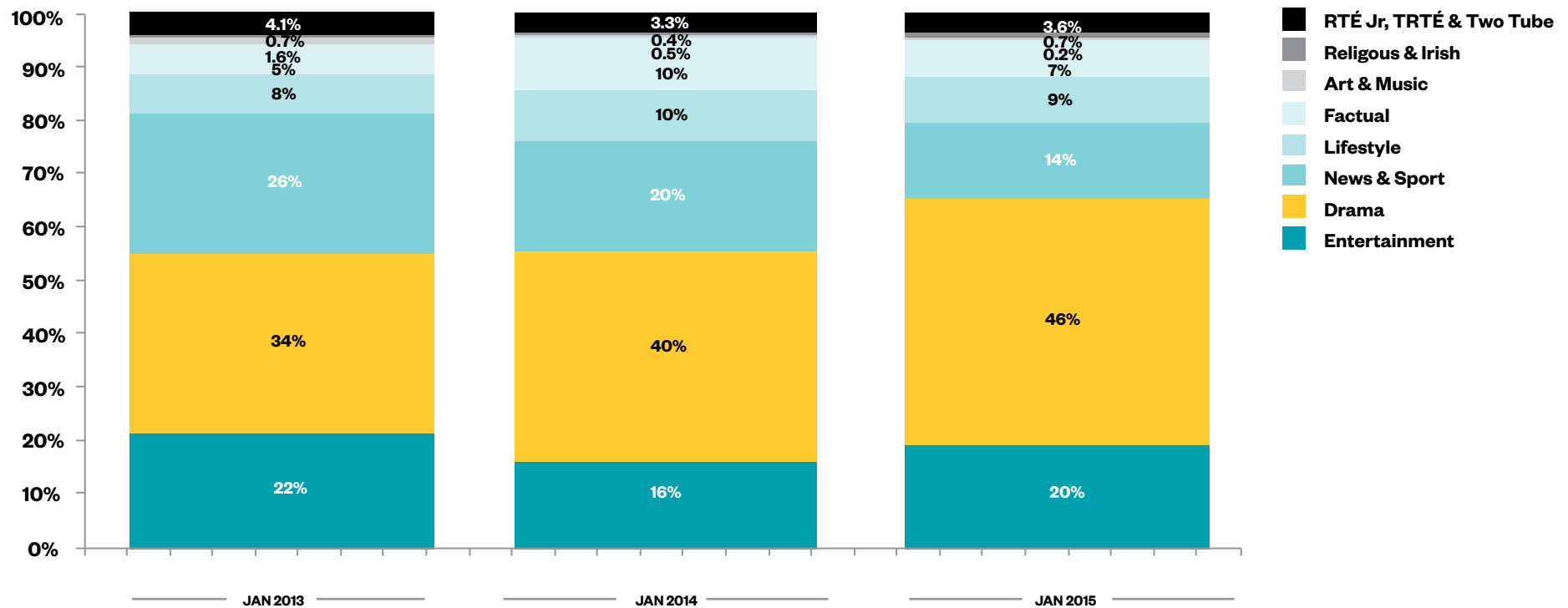
5 **Home and Away**
Mon 26 January 2015



6 **Nine News**

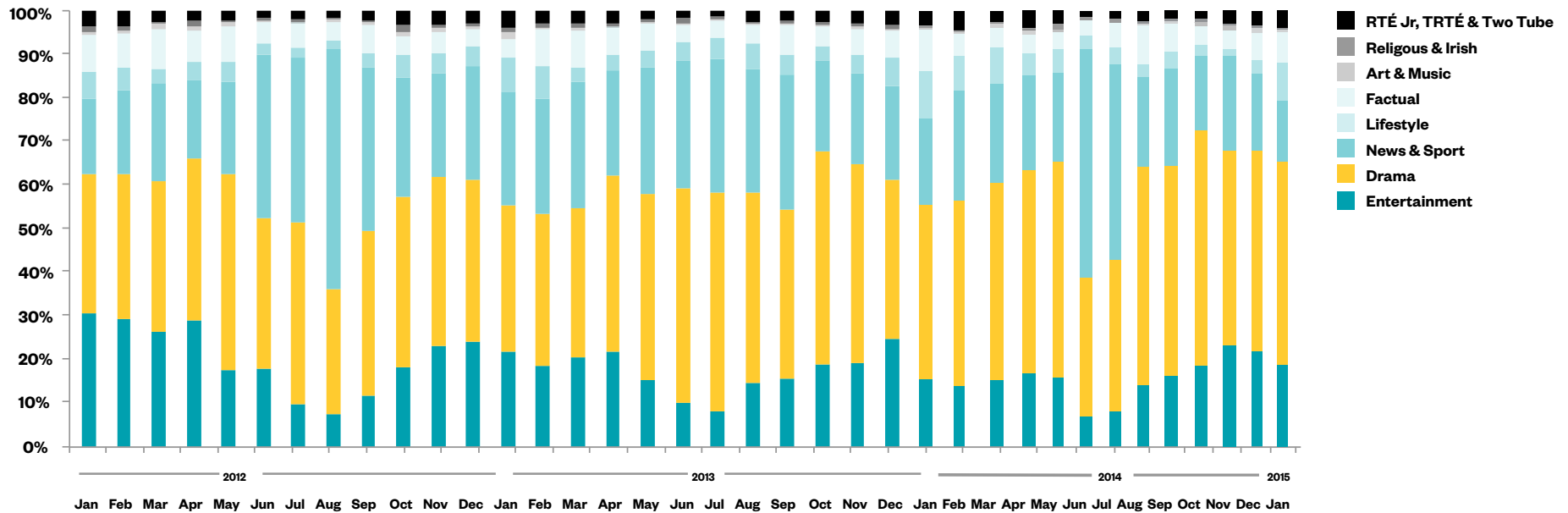


RTÉ Player Programme Category Analysis



- **Drama has grown year on year to 46% of programme views. Charlie was the stand-out drama series.**
- **Programmes like The Notorious and The Voice of Ireland boosted Entertainment share this month**

RTÉ Player Programme Category Analysis



new series Add to Favourites 



Room to Improve

Architect Dermot Bannon is back and helps redesign a disused commercial lock-up

MOST POPULAR

- 1 Storyland: Farr**
Sat 24 January 2015 
- 2 Room to Improve**
Sun 25 January 2015 
- 3 Fair City**
Sun 25 January 2015 
- 4 Home and Away**
Mon 26 January 2015 
- 5 Home and Away**
Fri 23 January 2015 

LATEST PROGRAMMES

LATEST | YESTERDAY | SATURDAY | FRIDAY | MORE  



News2Day
Mon 26 January 2015



Kitchen Hero: Rediscovering The Irish Kitchen
Mon 26 January 2015



The Taste Of Success
Mon 26 January 2015

88-90FM  

THE RAY D'ARCY SHOW
MONDAY - FRIDAY
3PM - 4.30PM

STARTS FEB 2ND

RTE RADIO 1  Das Auto

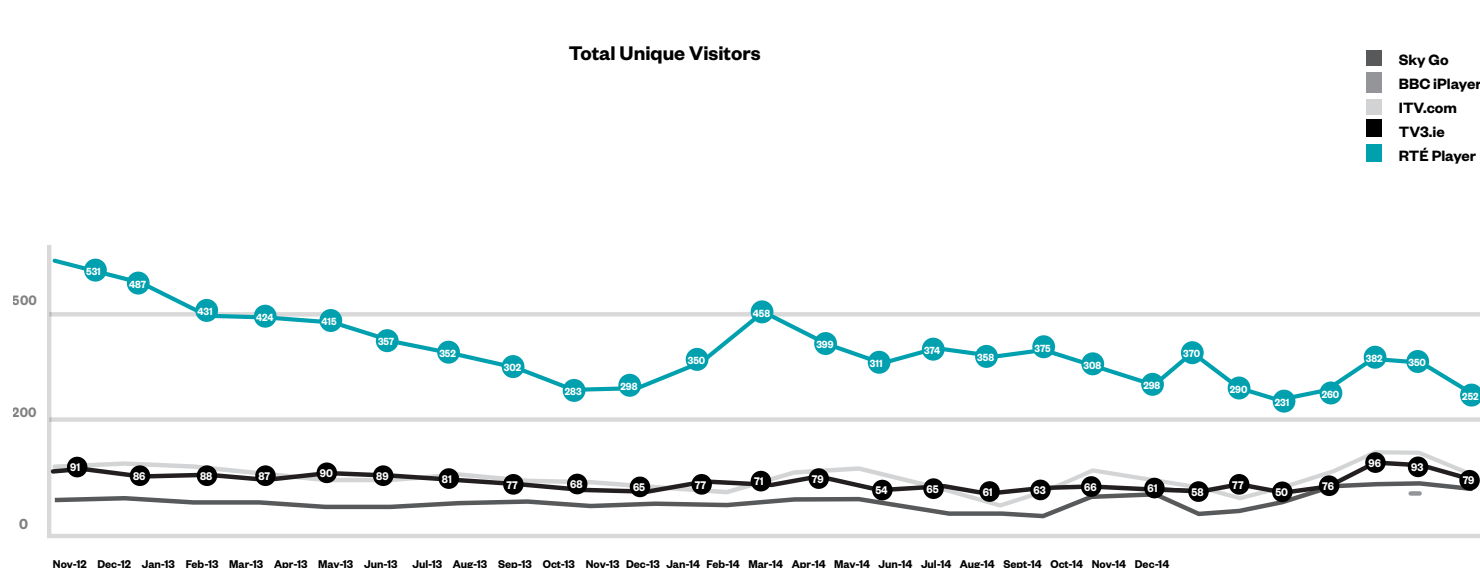


LIVE TV

Currently Playing

RTE ONE Today

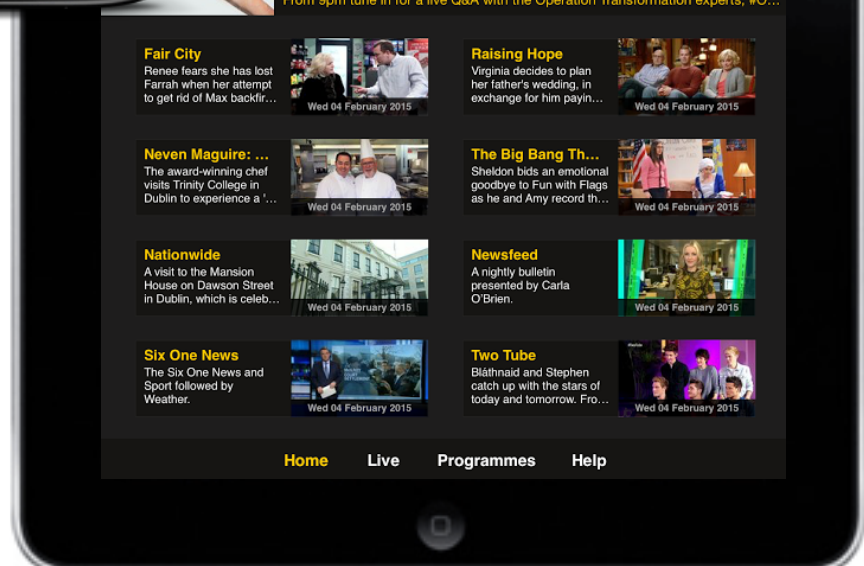
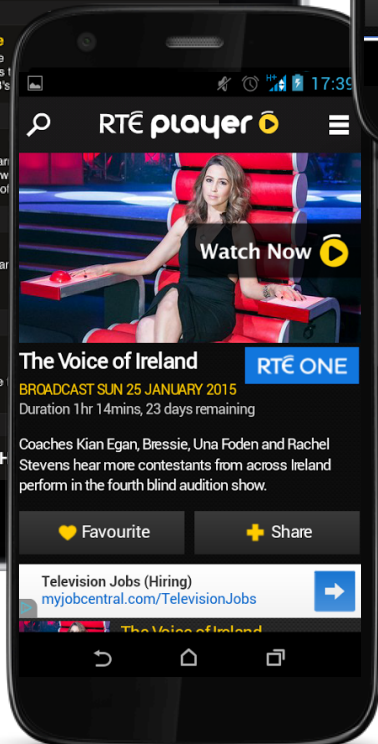
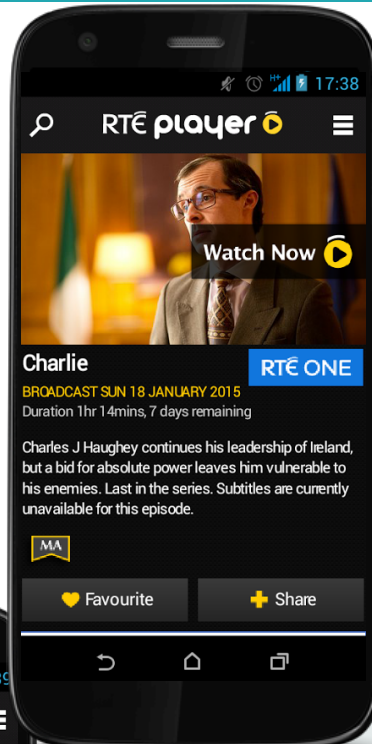
The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



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

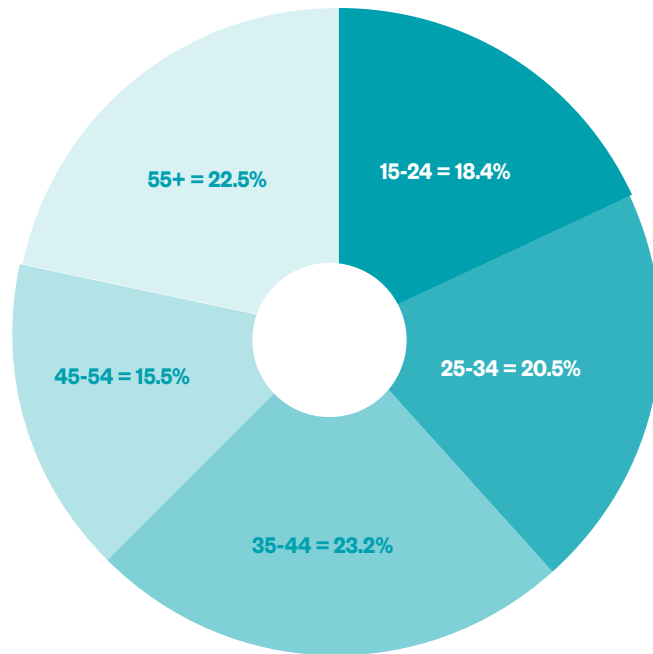
- There were **252,000** unique Irish visitors to the desktop version of the RTÉ Player in December 2014, according to comScore MMX



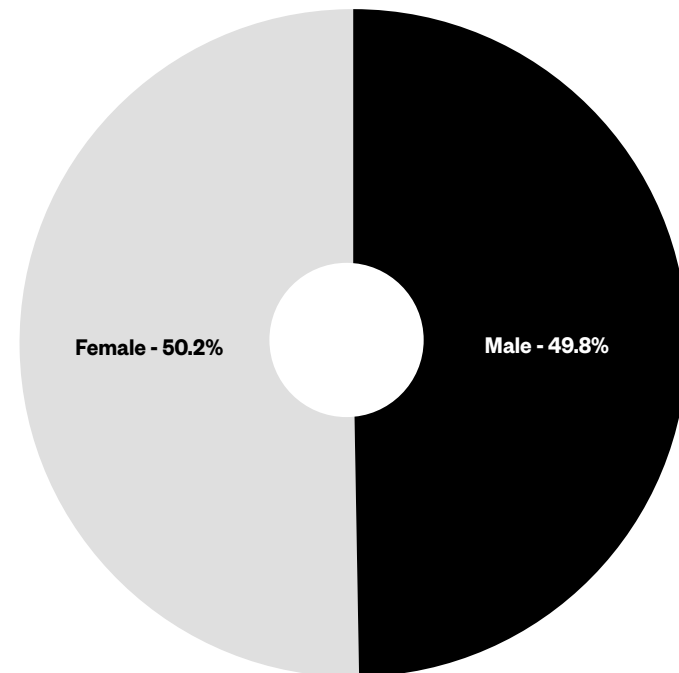
RTÉ.ie/Player has a young and gender balanced user base in Ireland

Share of Irish Unique Users of the RTÉ Player

Age Group



Gender



- **39% of desktop users were 15-34 in December**
- **The gender split was 50-50**

