

RTÉ Player

July 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

RTÉ Player Summary

Streams	2,769,000
Page Impressions	12,803,000
International share of streams	12%
Total number of app downloads	1,672,000

TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	279,000
2	FAIR CITY	257,000
3	EASTENDERS	232,000
4	RTÉ NEWS: NINE O'CLOCK AND WEATHER	79,000
5	NEIGHBOURS	78,000
6	THE SUNDAY GAME LIVE	77,000
7	LATEST IRISH NEWS	69,000
8	RTÉ NEWS: SIX ONE AND WEATHER	50,000
9	THE SUNDAY GAME	42,000
10	SHORTLAND STREET	37,000

The Imelda May Show



BROADCAST FRI 24 JUL 2015 **NEXT BROADCAST** RTE ONE, FRI 31 JUL 2015



RTE ONE

Available Until: Sunday 23 August 2015 Duration: 52mins

 Tweet 8  Like  Share 8

Watching it  Add to Favourites 

Season 3, Episode 1

The singer-songwriter celebrates Ireland's love of music with chat and performances by Kodaline, Hothouse Flowers, Fight Like Apes and the Lost Brothers.

 [Website](#)

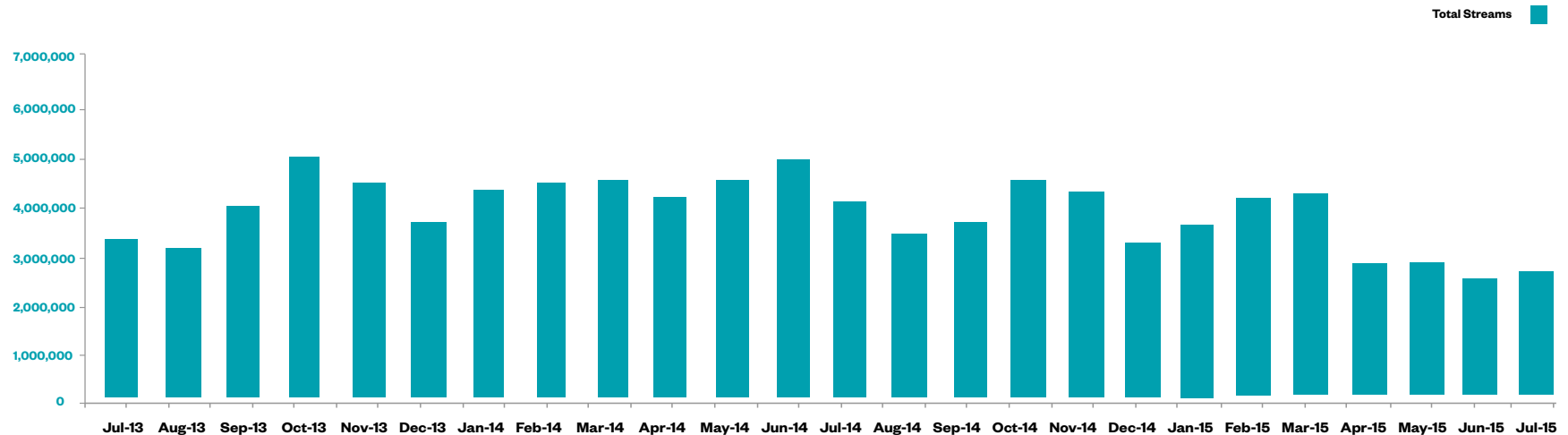
 [Facebook](#)

 [RTÉ Live](#)

MOST POPULAR

- 1** [The Sunday Game Highlights](#)
Sun 26 July 2015 
- 2** [Fair City](#)
Thu 23 July 2015 
- 3** [Home and Away](#)
Fri 24 July 2015 
- 4** [Creedon's Wild Atlantic Way](#)
Sun 26 July 2015 
- 5** [Criminal Minds](#)
Sun 26 July 2015 
- 6** [The Sunday Game Extras: Galway v Cork Post Match Analysis](#)


RTÉ Player Monthly Streams



- There were 2.8m stream views on the RTÉ Player during July 2015



Home and Away

BROADCAST TUE 21 JUL 2015 NEXT BROADCAST RTE ONE, MON 27 JUL 2015






RTE ONE 15 days remaining Duration: 21 mins

 Tweet  Like  Share 

Watching it  Add to Favourites 

Season 18, Episode 141

Ricky returns home with her baby, Alf decides to quit his therapy sessions, and Matt struggles to come to terms with the fact he has committed a serious crime.

-  Website
-  Facebook
-  @RTEplayer

It's cheaper with enèrgia

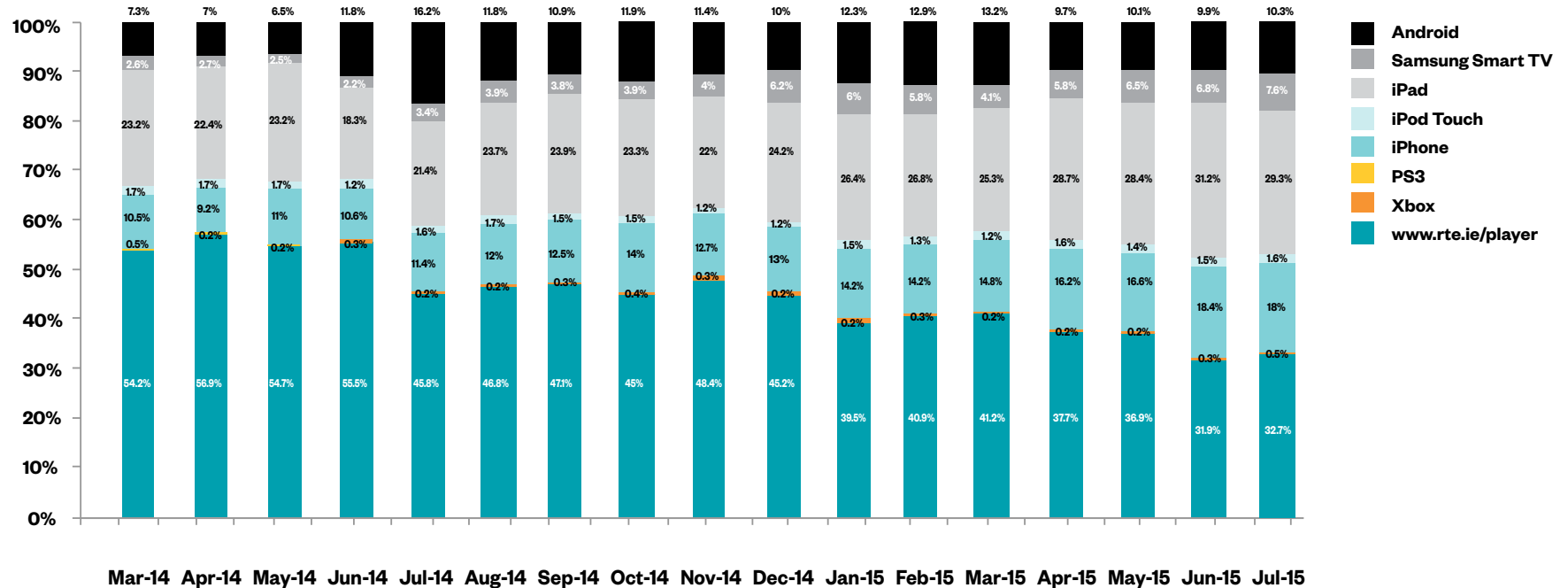


MOST POPULAR

- The Sunday Game Highlights**
Sun 26 July 2015 
- Fair City**
Thu 23 July 2015 
- Home and Away**
Fri 24 July 2015 
- Creedon's Wild Atlantic Way**
Sun 26 July 2015 
- Criminal Minds**
Sun 26 July 2015 
- The Sunday Game Extras: Galway v Cork Post Match Analysis**
Sun 26 July 2015 

RTÉ Player Consumption by Platform

Share of Streams



- Total Mobile and Tablet platform share grew to 62% in July

Creedon's Wild Atlantic Way

BROADCAST SUN 26 JUL 2015



RTE ONE Available Until: Tuesday 25 August 2015 Duration: 48mins

Tweet Like Share 399

Watching it Add to Favourites

Season 1, Episode 1

John Creedon goes on a road trip along the 2,500km tourism trail along the west coast, travelling from Kinsale in Co Cork to Malin Head in Co Donegal.

- Website
- Facebook
- @RTEplayer

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RTÉ Player Top 20 Programmes in June

Top Series, All Platforms (except UPC TV)

TOP SERIES

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10	SHORTLAND STREET	37,000
11	THE GOOD WIFE	35,000
12	THE SUNDAY GAME EXTRAS	35,000
13	SATURDAY NIGHT WITH MIRIAM EXTRAS	30,000
14	NATIONWIDE	27,000
15	GREY'S ANATOMY	26,000
16	CSI: CYBER	23,000
17	CSI: CRIME SCENE INVESTIGATION	22,000
18	BLUE BLOODS	21,000
19	THE NOTORIOUS	20,000
20	A LEGACY	19,000

Louis Theroux: By Reason of Insanity

BROADCAST MON 20 JUL 2015



RTE 2

Expires Today Duration: 59mins

PS Parental Controls

[Tweet](#) [Like](#) [Share](#) [17](#)

Watching it [+](#)

Add to Favourites [♥](#)

Season 1, Episode 1

The journalist visits Ohio's maximum security state psychiatric hospitals, meeting patients who have committed crimes while suffering from severe mental illnesses.

[Website](#)

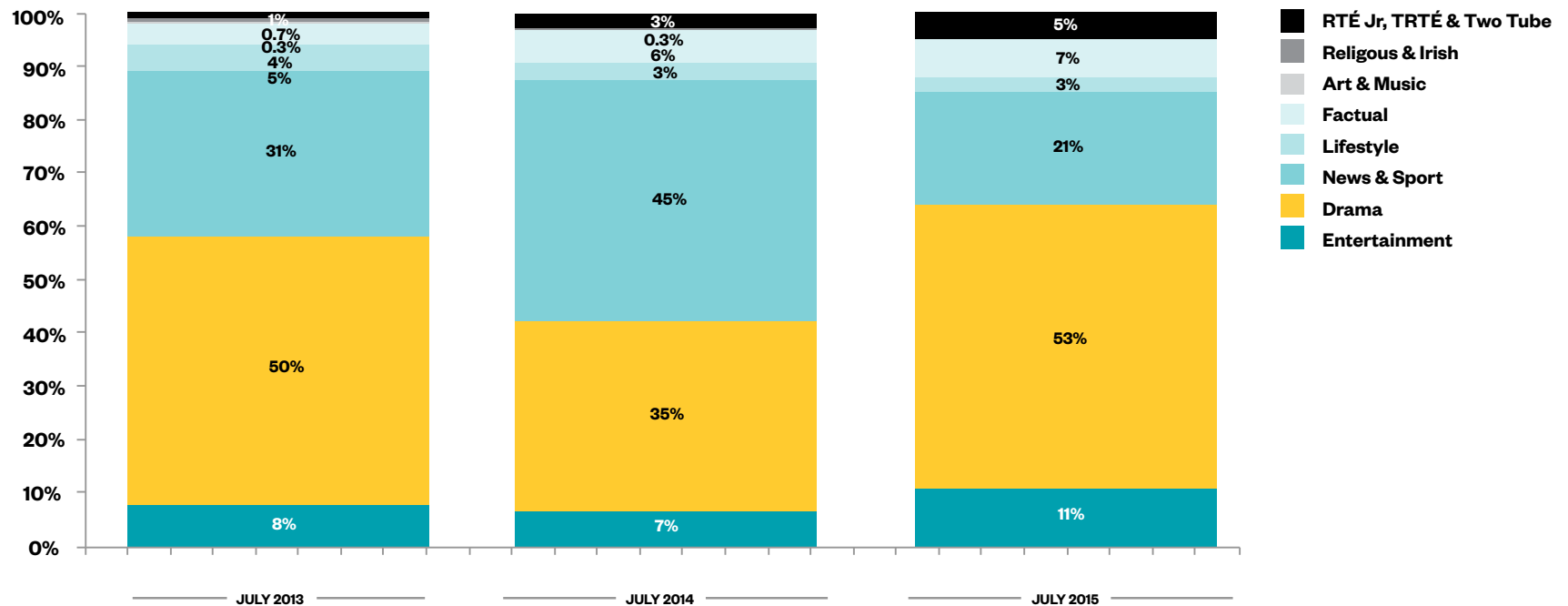
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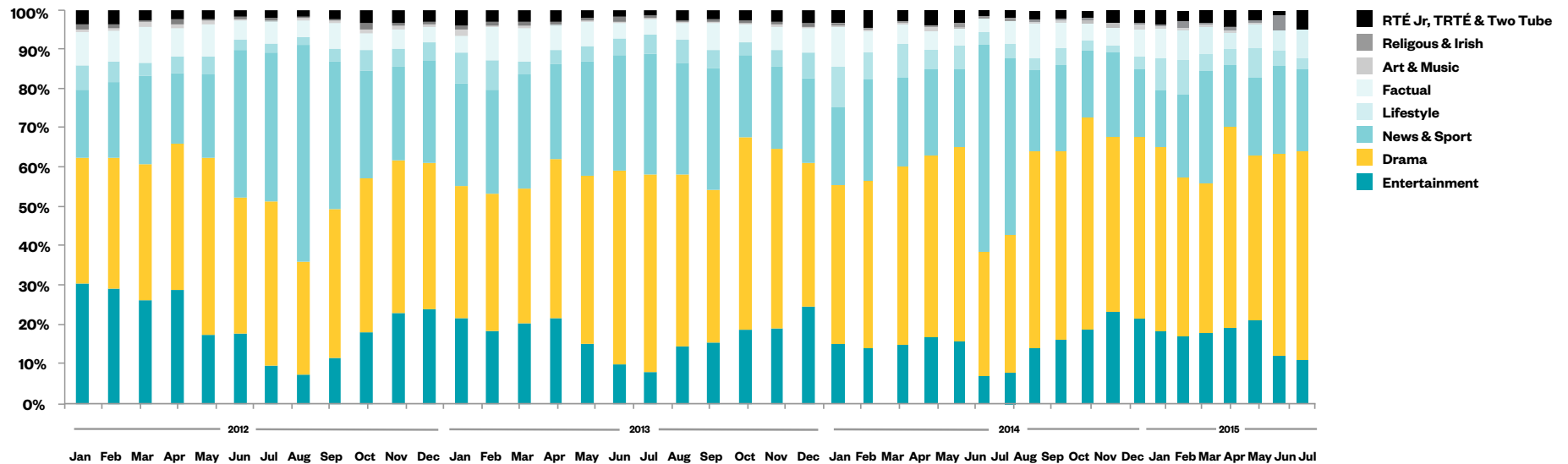
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RTÉ Player Programme Category Analysis



- Drama grew to more than half of stream starts in July
- News and Sport dominated activity on RTÉ Player last July with the FIFA World Cup 2014





RTÉ Player Programme Category Analysis



Selfie



BROADCAST MON 20 JUL 2015



RTE 2
15 days remaining
Duration: 19mins
PS Parental Controls

 Tweet 0
  Like
  Share 0

Watching it 
Add to Favourites 

Eliza observes Henry's constant bad mood and lack of skills with women and becomes determined to improve things for him, whether he wants it or not.

-  [Website](#)
-  [Facebook](#)
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MOST POPULAR

- 1
The Sunday Game Highlights


Sun 26 July 2015
- 2
Fair City

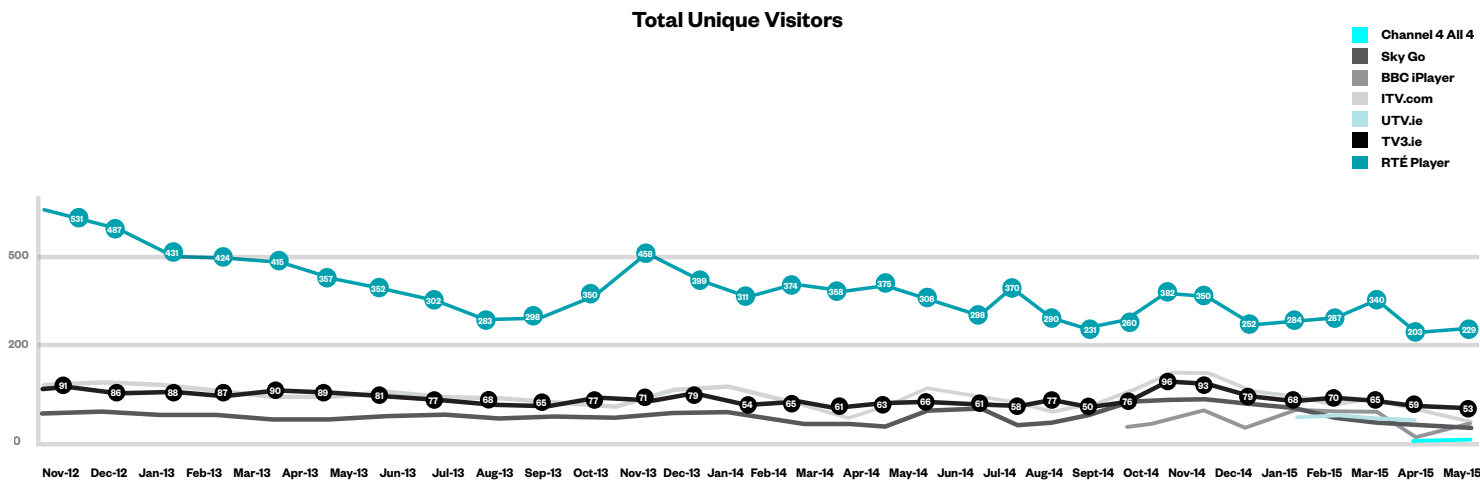

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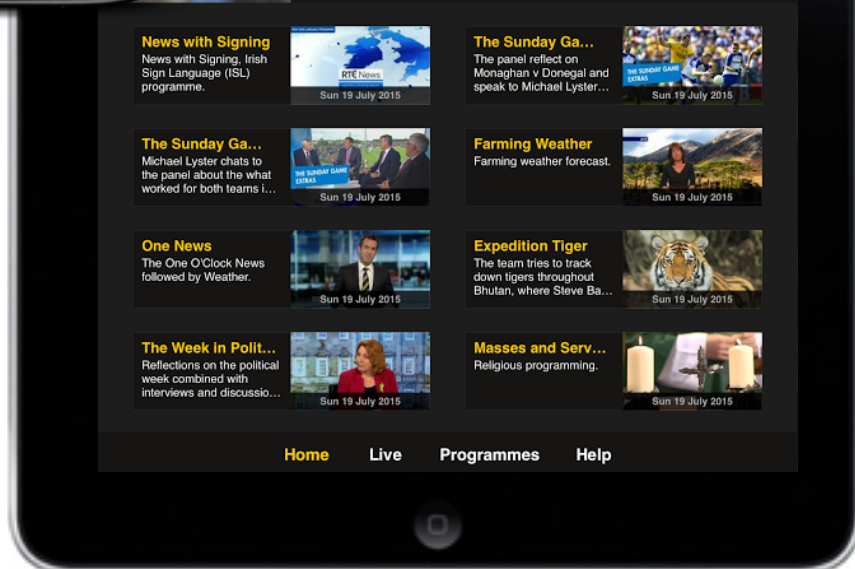
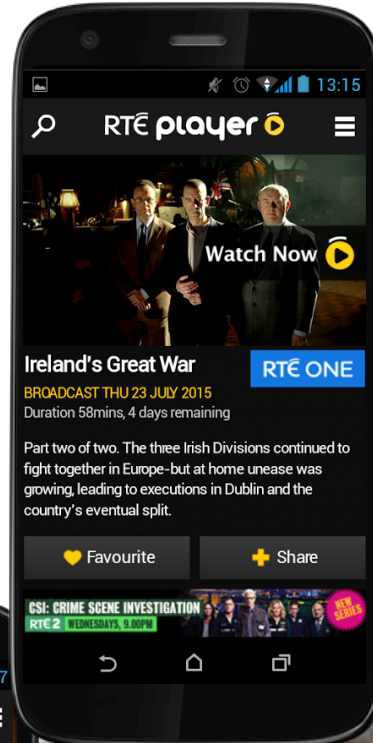

The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



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

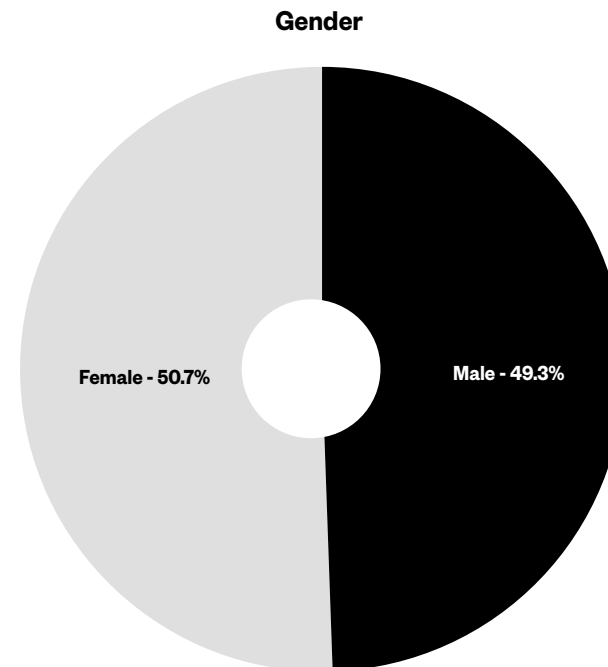
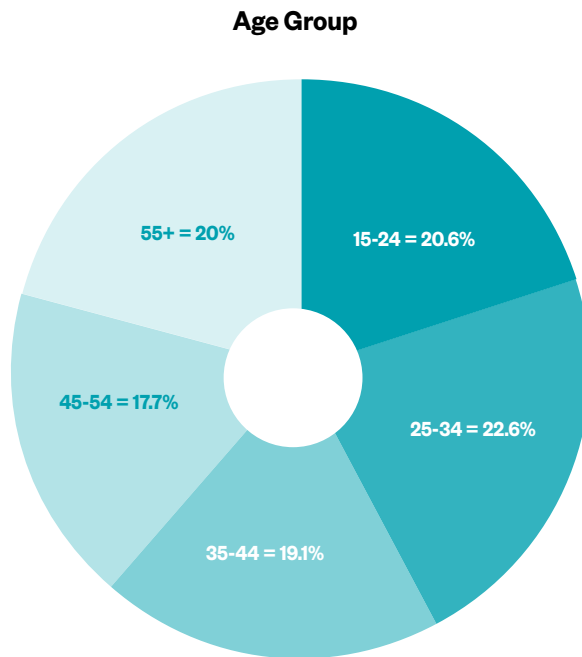
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- According to comScore MMX, there are 229,000 unique Irish visitors to the desktop version of the RTÉ Player



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
- Share of female users has increased slightly to 50.7%

