

RTÉ Player

June 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

RTÉ Player Summary

Streams	2,560,000
Page Impressions	12,219,000
International share of streams	14.1%
Total number of app downloads	1,652,000

TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	236,000
2	FAIR CITY	229,000
3	EASTENDERS	219,000
4	RTÉ NEWS: NINE O'CLOCK	99,000
5	NEIGHBOURS	78,000
6	LATEST IRISH NEWS	72,000
7	THE SUNDAY GAME LIVE	61,000
8	RTÉ NEWS: SIX ONE	59,000
9	GREY'S ANATOMY	38,000
10	THE SUNDAY GAME	36,000

Lenihan: A Legacy


BROADCAST TUE 16 JUN 2015




RTE ONE

15 days remaining Duration: 49mins

 Tweet  Like [Share](#)  26

Watching it 

Add to Favourites 

Profile of three men from different realms of Irish life, starting with Brian Lenihan, the inheritor of an Irish political dynasty and Fianna Fáil party stalwart.

 [Website](#)

 [Facebook](#)

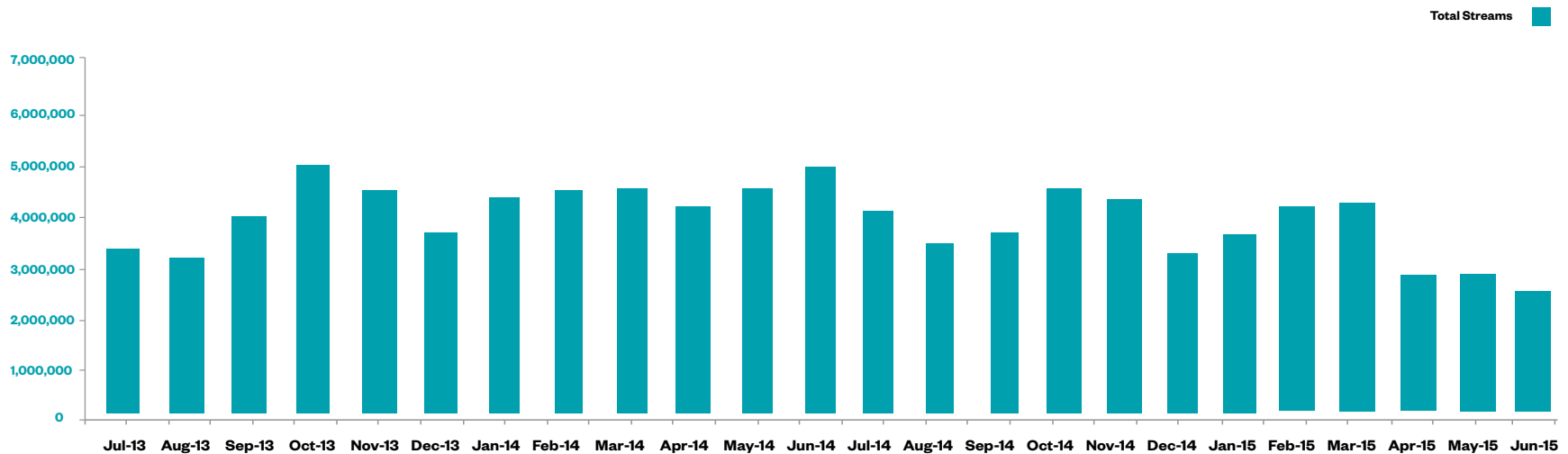
 [@RTEplayer](#)



MOST POPULAR

- 1 EastEnders**
Mon 22 June 2015 
- 2 Home and Away**
Mon 22 June 2015 
- 3 Nine News**
Mon 22 June 2015 
- 4 Fair City**
Sun 21 June 2015 
- 5 The Sunday Game Highlights**
Sun 21 June 2015 
- 6 The Sunday Game Extras: Limerick v Tipperary Post Match**


RTÉ Player Monthly Streams



- There were 2.6m stream views on the RTÉ Player during June 2015

School Around The Corner

BROADCAST SUN 21 JUN 2015 NEXT BROADCAST RTE ONE, SUN 28 JUN 2015



RTE ONE 20 days remaining Duration: 25mins

Tweet 0 Like Share 0

Watching it + Add to Favourites

Ray D'Arcy meets children from Presentation Primary School, Kilkenny, and St Ultans School, Dublin, and impressionist Mario Rosenstock returns to his old school.

- Website
- Facebook
- @RTEplayer

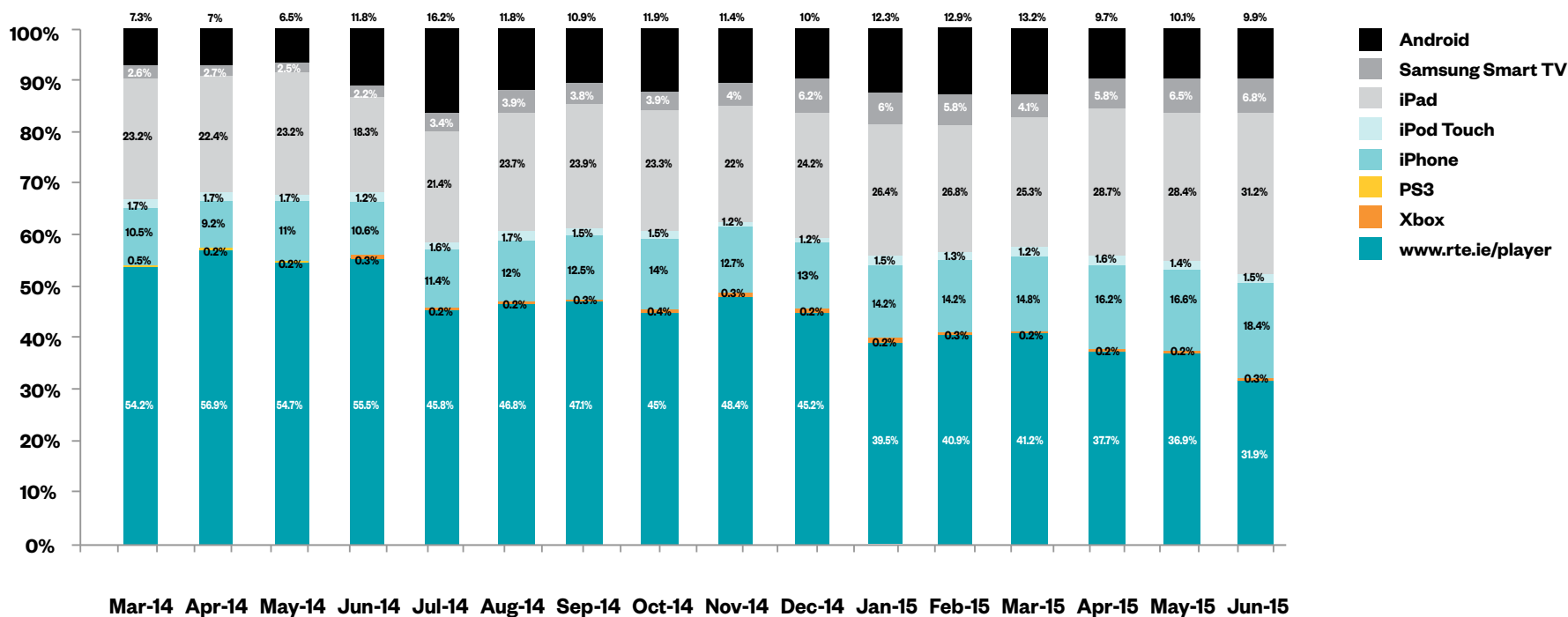


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RTÉ Player Consumption by Platform

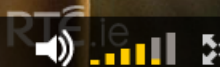
Share of Streams



- Total Mobile and Tablet platform share grew to 61% in June


Gotham

BROADCAST MON 22 JUN 2015





RTE 2

21 days remaining Duration: 41mins

 Parental Controls


 Tweet  Like [Share](#) 

Watching it 

Add to Favourites 

Season 1, Episode 21

The Ogre gets closer to Barbara, while the Penguin leads a massacre, and Bruce learns the truth about Wayne Enterprises. Starring Ben McKenzie, Robin Lord Taylor and David Mazouz.

 Website

 Facebook

 @RTEplayer

Why accept less than you paid for?



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RTÉ Player Top 20 Programmes in June

Top Series, All Platforms (except UPC TV)

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10	THE SUNDAY GAME	36,000
11	SHORTLAND STREET	35,000
12	THE GOOD WIFE	33,000
13	COMEDY BITES	31,000
14	THE SUNDAY GAME EXTRAS	30,000
15	EURO 2016 QUALIFIER	29,000
16	NATIONWIDE	25,000
17	DAMO AND IVOR	25,000
18	BLUE BLOODS	24,000
19	CSI: CYBER	24,000
20	RTÉ NEWS: ONE O'CLOCK	22,000

Comedy Bites: International Drinking Forecast

BROADCAST MON 08 JUN 2015



Available Until: Monday 31 August 2015 Duration: 1 mins

Tweet 1 Like Share 9

Watching it +

Add to Favourites

Tommy Price Jnr. presents this weekends international drinking forecast.

Website

Facebook

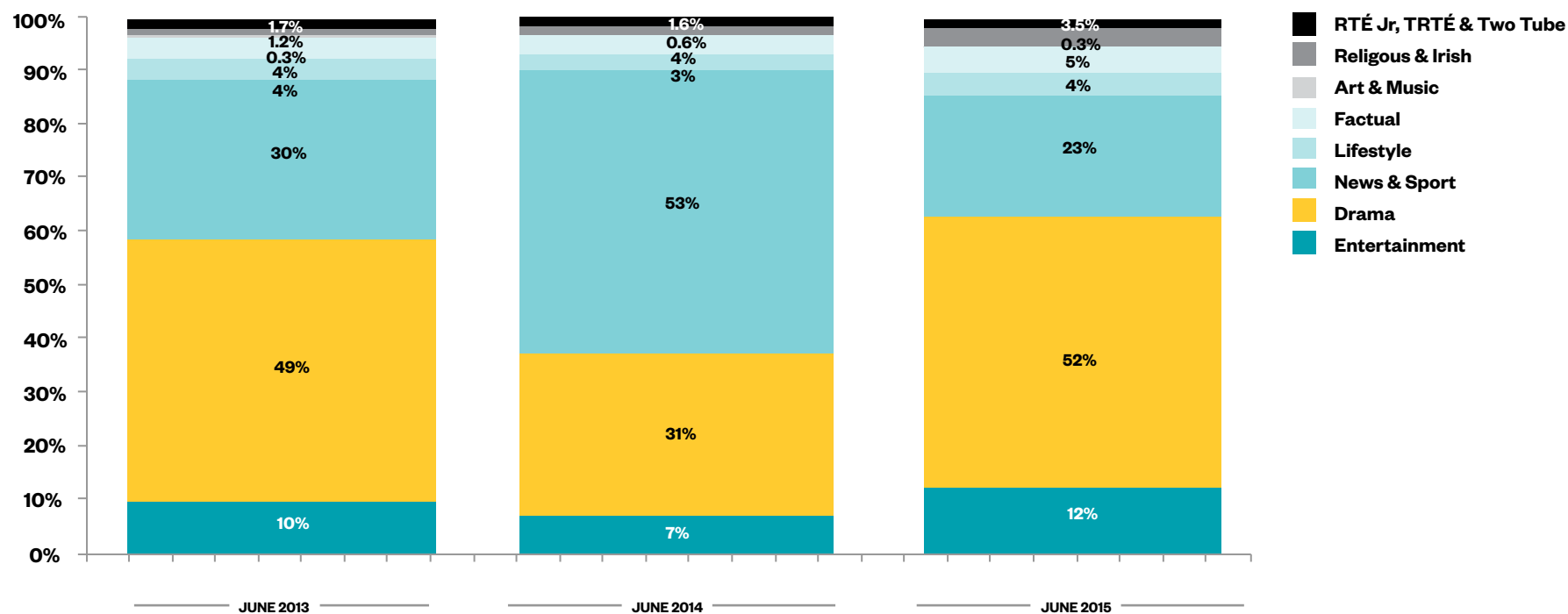
@RTEplayer



MOST POPULAR

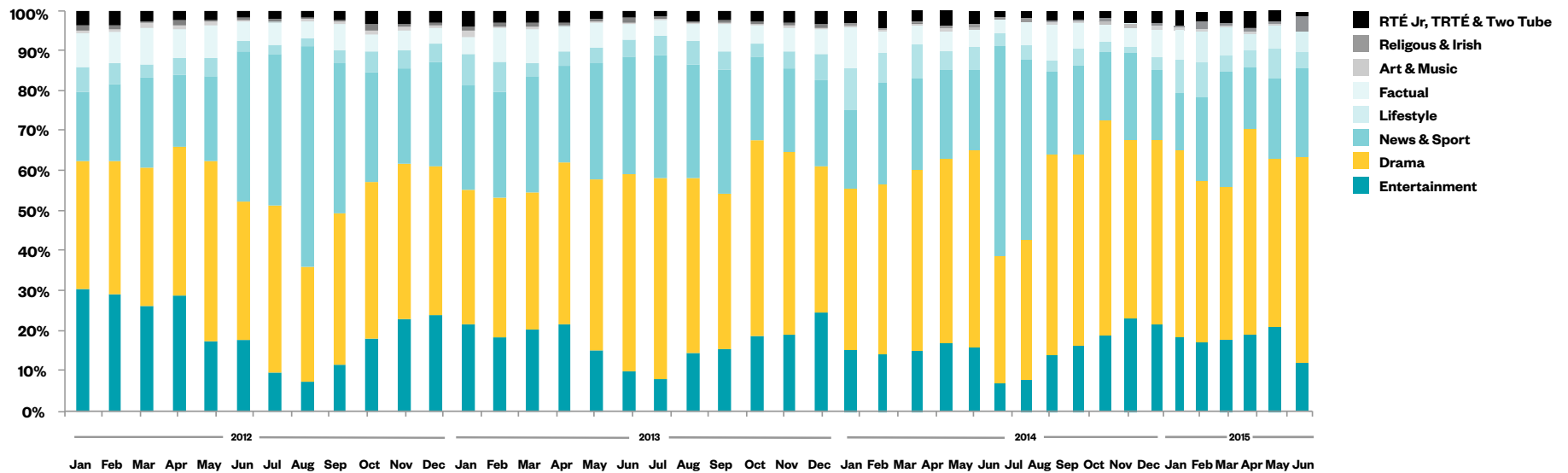
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RTÉ Player Programme Category Analysis



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

RTÉ Player Programme Category Analysis








Room to Improve

BROADCAST SUN 21 JUN 2015 **NEXT BROADCAST** RTE ONE, SUN 28 JUN 2015





RTE ONE 20 days remaining Duration: 50mins  **Parental Controls**



 Tweet  Like  Share  Watching it  Add to Favourites

Season 8, Episode 2

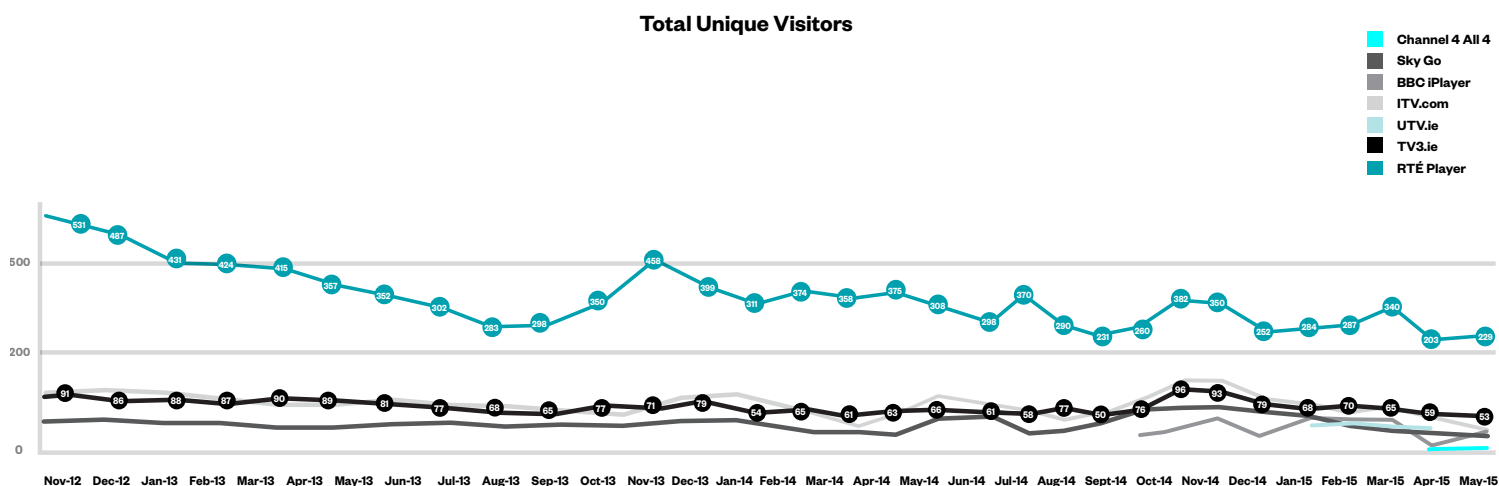
Jean Robinson and Daithi Elliffe seek the help of architect Dermot Bannon to turn a listed 19th-century former schoolhouse at Kiltarnan into their ideal family home.

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



- ### MOST POPULAR
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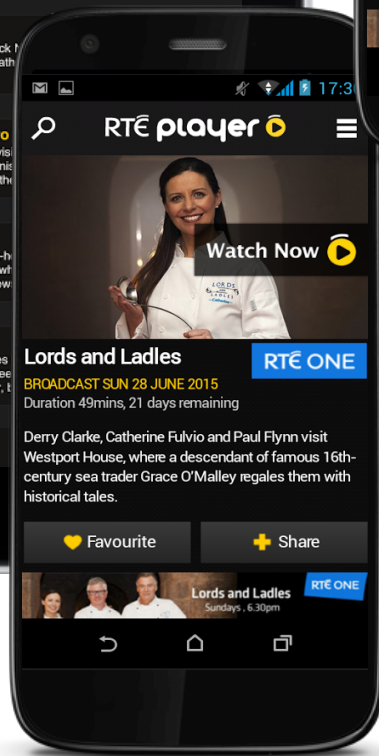
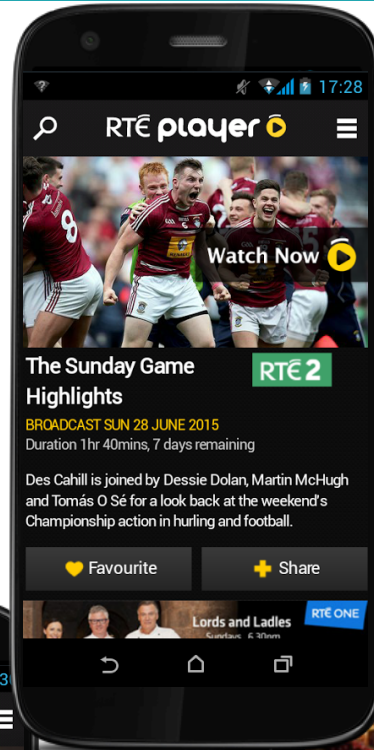
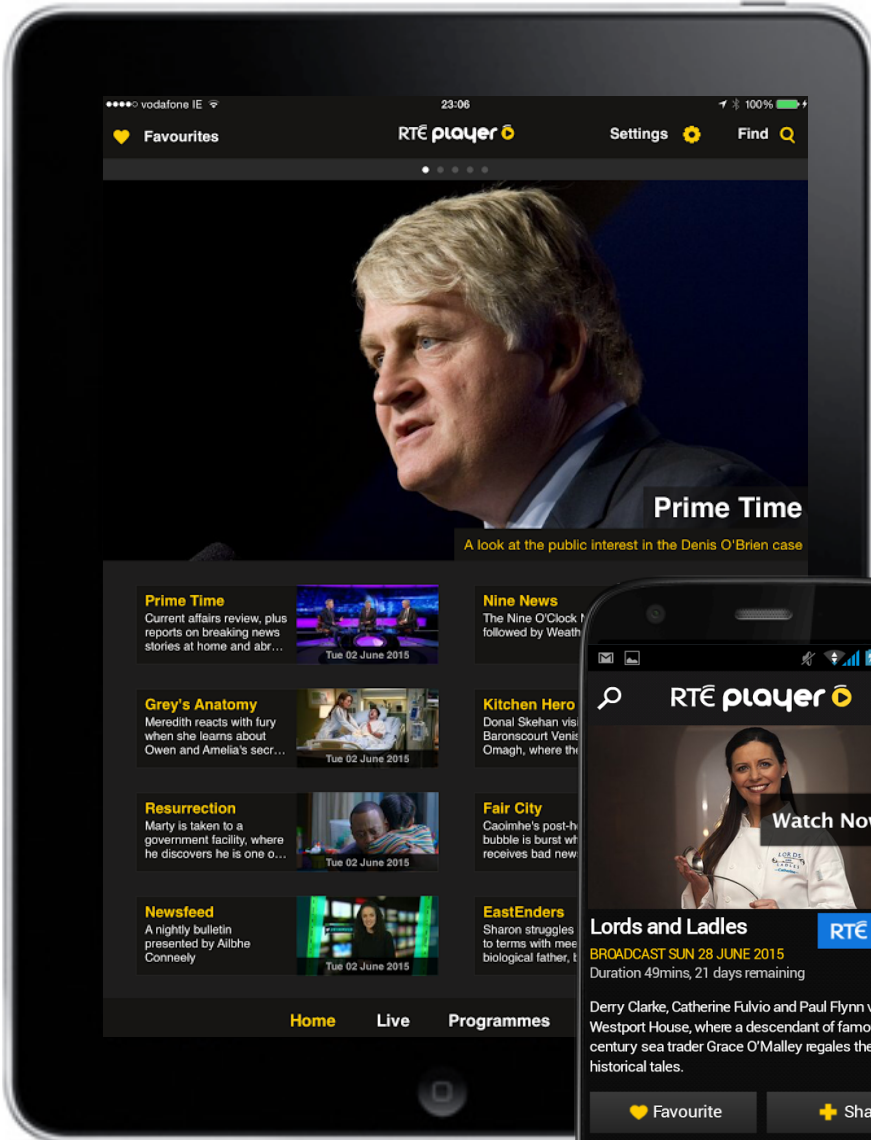

The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



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

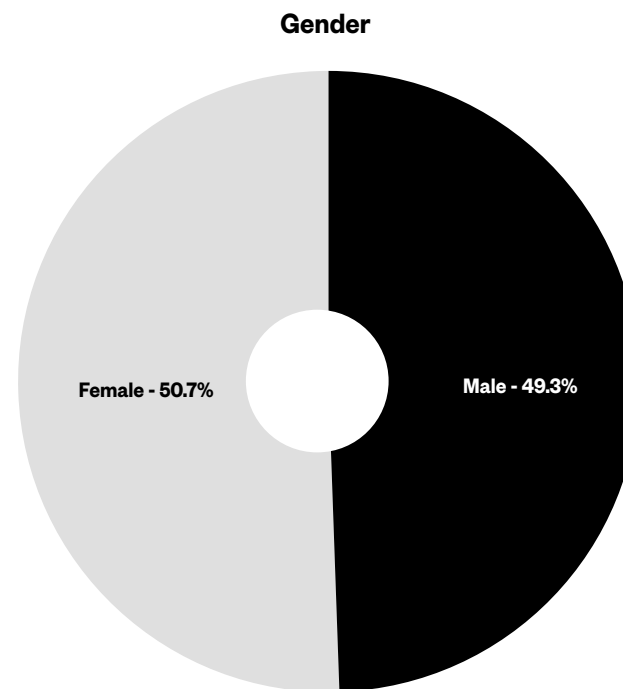
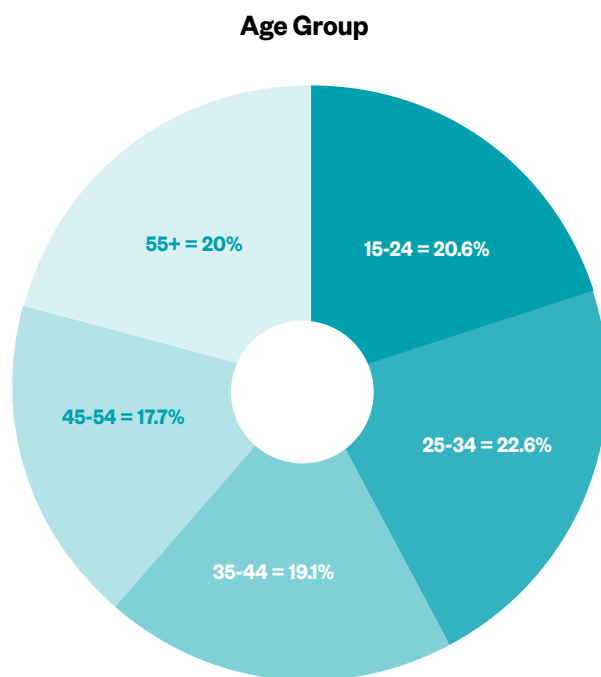
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- There were 229,000 unique Irish visitors to the desktop version of the RTÉ Player in May 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 May
- Share of female users increased slightly month on month

