

RTÉ Player

May 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

RTÉ Player Summary

Streams	2,731,000
Page Impressions	13,794,000
International share of streams	13.4%
Total number of app downloads	1,639,000

TOP SERIES

	PROGRAMMES	STREAMS
1	EASTENDERS	248,000
2	FAIR CITY	188,000
3	HOME AND AWAY	103,000
4	LATEST IRISH NEWS	95,000
5	NEIGHBOURS	91,000
6	THE LATE LATE SHOW	82,000
7	NINE NEWS	67,000
8	THE LATE LATE SHOW EXTRAS	65,000
9	SIX ONE NEWS	46,000
10	CHAMPIONS LEAGUE LIVE	44,000

Referendum 2015

BROADCAST SAT 23 MAY 2015



BECK



SPECIAL GUEST
JONNY GREENWOOD
& LONDON CONTEMPORARY ORCHESTRA

WEDNESDAY 17 JUNE 2015
ROYAL HOSPITAL KILMAINHAM

MOST POPULAR

1 [A Tribute To Bill O'Herlihy](#)
Mon 25 May 2015



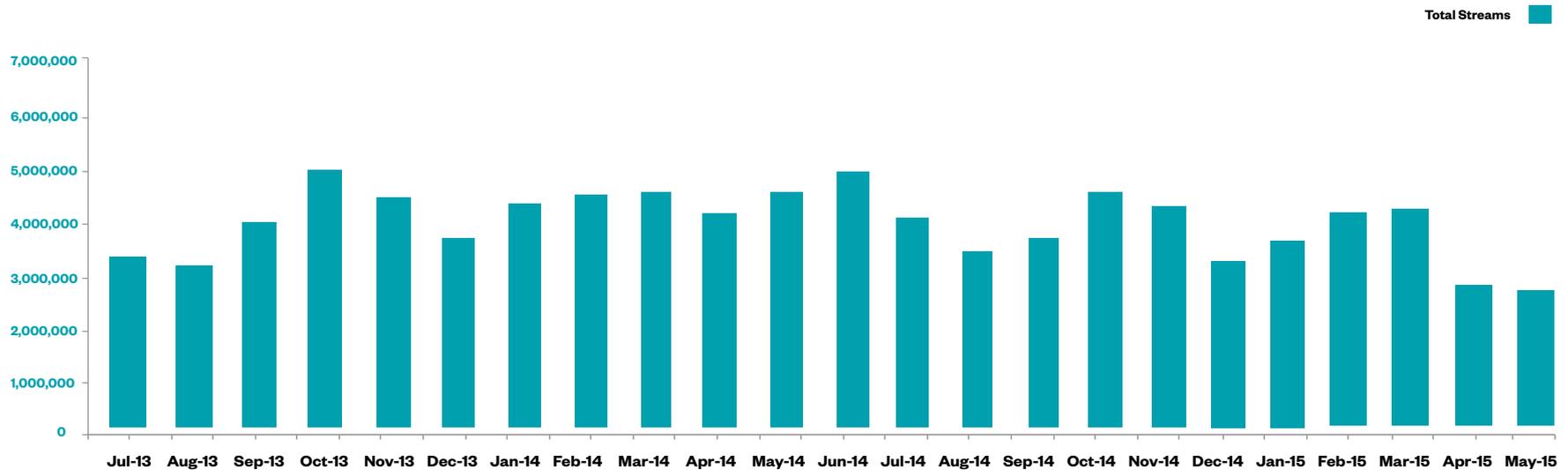
2 [EastEnders](#)
Mon 25 May 2015



3 [Claire Byrne Live Extras: Well Known Faces](#)



RTÉ Player Monthly Streams



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

Comedy Bites: Go With Ya

BROADCAST MON 25 MAY 2015



BECK



SPECIAL GUEST
JONNY GREENWOOD
& LONDON CONTEMPORARY ORCHESTRA

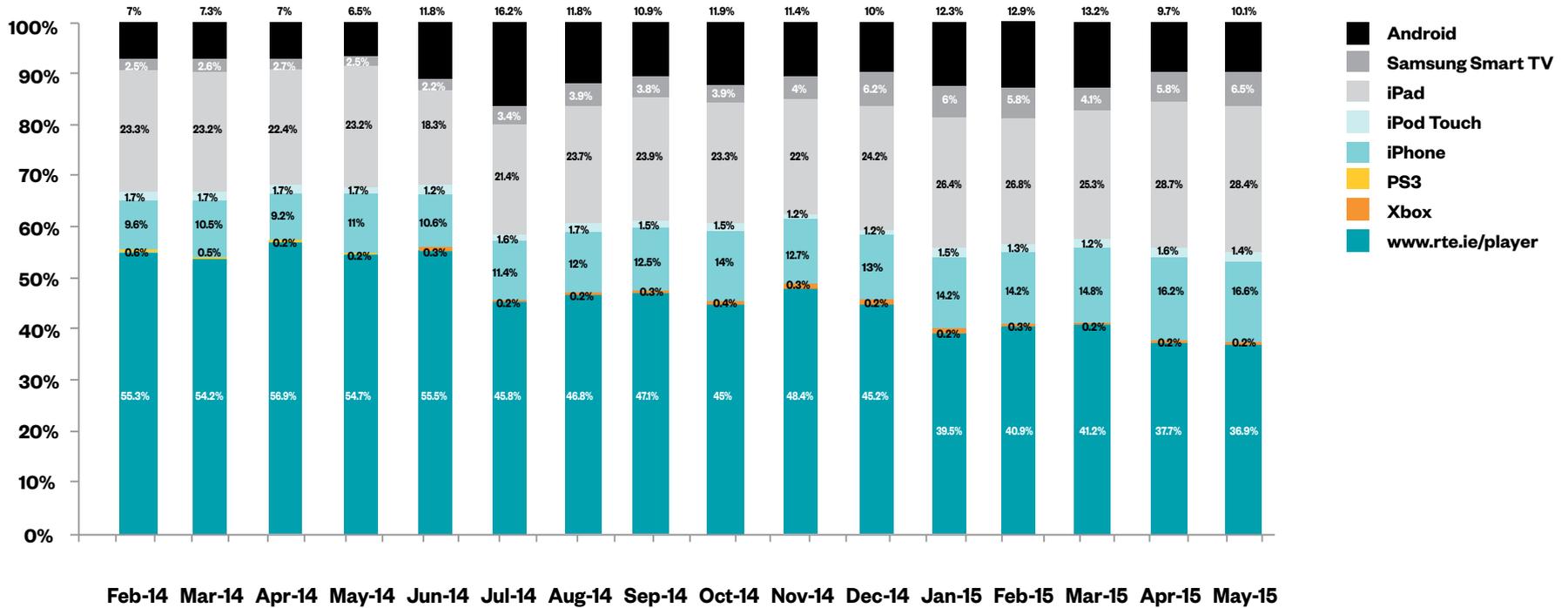
WEDNESDAY 17 JUNE 2015
ROYAL HOSPITAL KILMAINHAM

MOST POPULAR

- A Tribute To Bill O'Herlihy**
Mon 25 May 2015 
- EastEnders**
Mon 25 May 2015 
- Claire Byrne Live Extras: Well Known Faces** 

RTÉ Player Consumption by Platform

Share of Streams

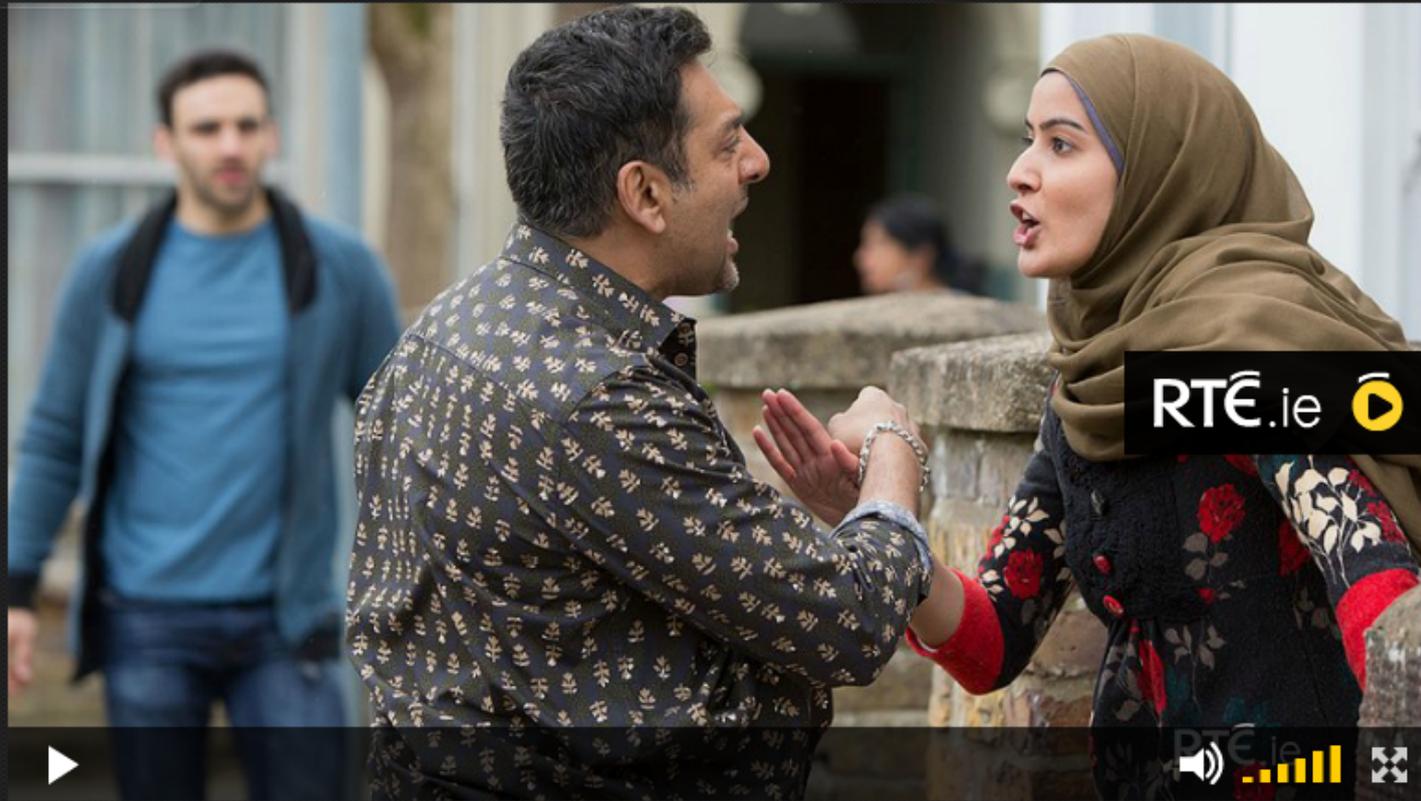


- Total Mobile and Tablet platform share grew to 56.5% in May

EastEnders

and the area you

BROADCAST MON 25 MAY 2015 **NEXT BROADCAST** RTE ONE, TUE 26 MAY 2015



Video player controls including a play button, a progress bar, a volume icon, a signal strength indicator, and a full screen icon.

BECK



SPECIAL GUEST
JONNY GREENWOOD
& LONDON CONTEMPORARY ORCHESTRA

WEDNESDAY 17 JUNE 2015
ROYAL HOSPITAL KILMAINHAM

MOST POPULAR

- 1 A Tribute To Bill O'Herlihy**
Mon 25 May 2015 
- 2 EastEnders**
Mon 25 May 2015 
- 3 Claire Byrne Live Extras: Well Known Faces** 

RTÉ Player Top 20 Programmes in May

Top Series, All Platforms (except UPC TV)

TOP SERIES

	PROGRAMMES	STREAMS
1	EASTENDERS	248,000
2	FAIR CITY	188,000
3	HOME AND AWAY	103,000
4	LATEST IRISH NEWS	95,000
5	NEIGHBOURS	91,000
6	THE LATE LATE SHOW	82,000
7	NINE NEWS	67,000
8	THE LATE LATE SHOW EXTRAS	65,000
9	SIX ONE NEWS	46,000
10	CHAMPIONS LEAGUE LIVE	44,000
11	REVENGE	44,000
12	ROOM TO IMPROVE	39,000
13	SHORTLAND STREET	37,000
14	THE BIG BANG THEORY	36,000
15	THE GOOD WIFE	33,000
16	THE SUNDAY GAME LIVE	33,000
17	GREY'S ANATOMY	32,000
18	THE SATURDAY NIGHT SHOW	31,000
19	HOME OF THE YEAR	31,000
20	PRIME TIME	28,000

A Tribute To Bill O'Herlihy

BROADCAST MON 25 MAY 2015

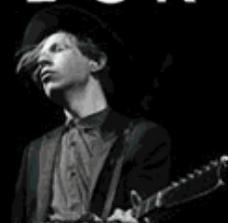


BILL O'HERI  **RTE.ie**

1938 - 2015

BECK



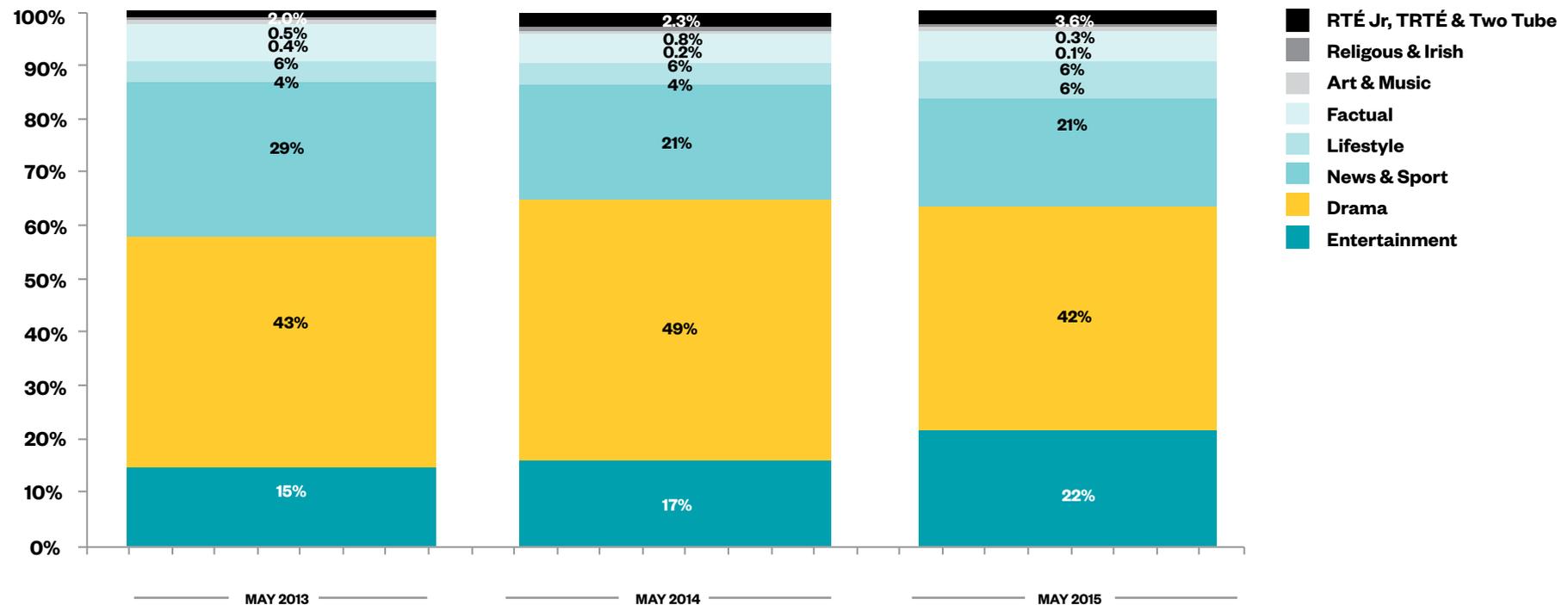
SPECIAL GUEST
JONNY GREENWOOD
& LONDON CONTEMPORARY ORCHESTRA

WEDNESDAY 17 JUNE 2015
ROYAL HOSPITAL KILMAINHAM

MOST POPULAR

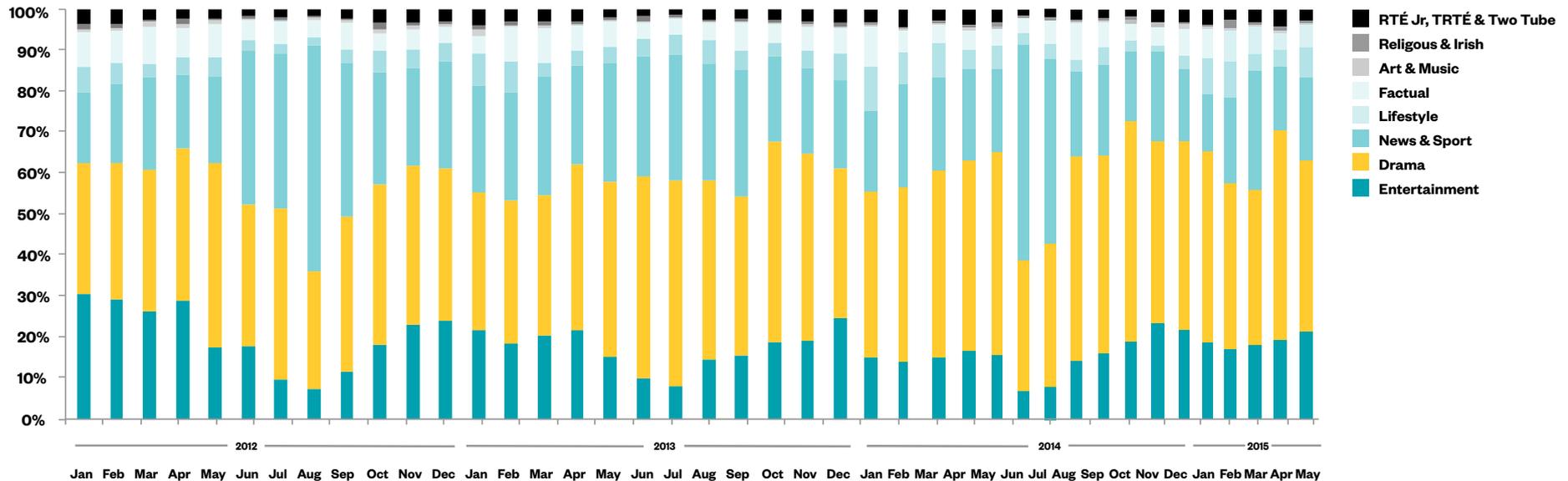
- 1 A Tribute To Bill O'Herlihy**
Mon 25 May 2015 
- 2 EastEnders**
Mon 25 May 2015 
- 3 Claire Byrne Live Extras: Well Known Faces**


RTÉ Player Programme Category Analysis



- Entertainment grew to 22% share of streams
- News and Sport grew from 16% in April to 21% in May, boosted by coverage of the Referendums

RTÉ Player Programme Category Analysis



Newsfeed

BROADCAST MON 25 MAY 2015



RTE.IE/NEWS

RTE.ie 

RTE 2

@RTENEWSFEED

Middlesbrough at Wembley. Joe Schmidt has    

BECK



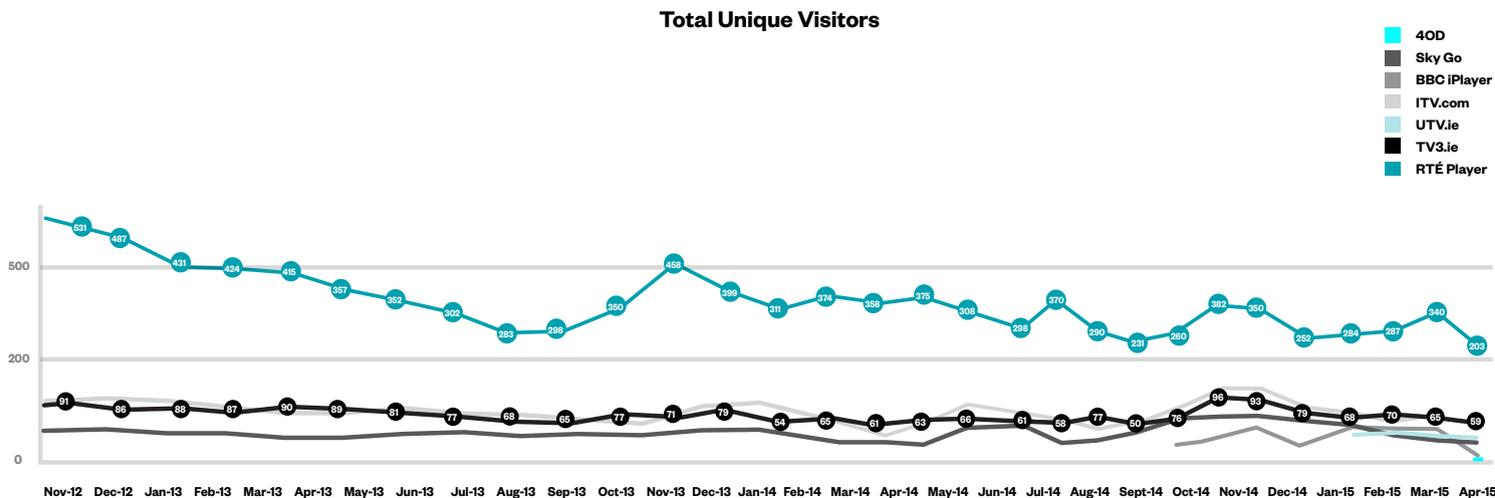
SPECIAL GUEST
JONNY GREENWOOD
& LONDON CONTEMPORARY ORCHESTRA

WEDNESDAY 17 JUNE 2015
ROYAL HOSPITAL KILMAINHAM

MOST POPULAR

- 1 A Tribute To Bill O'Herlihy**
Mon 25 May 2015 
- 2 EastEnders**
Mon 25 May 2015 
- 3 Claire Byrne Live Extras: Well Known Faces** 

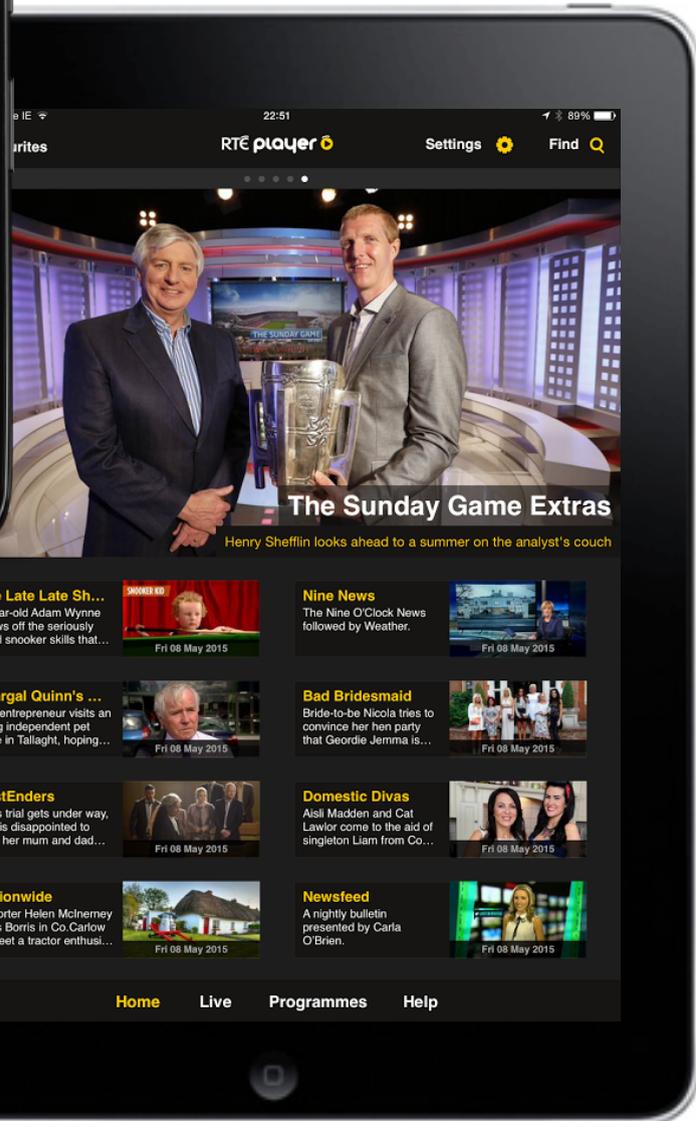
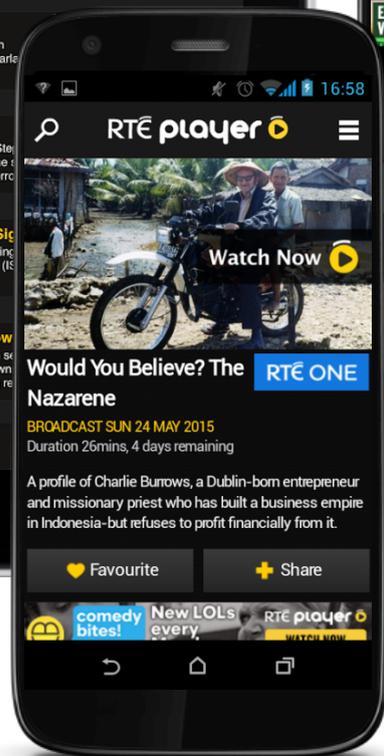
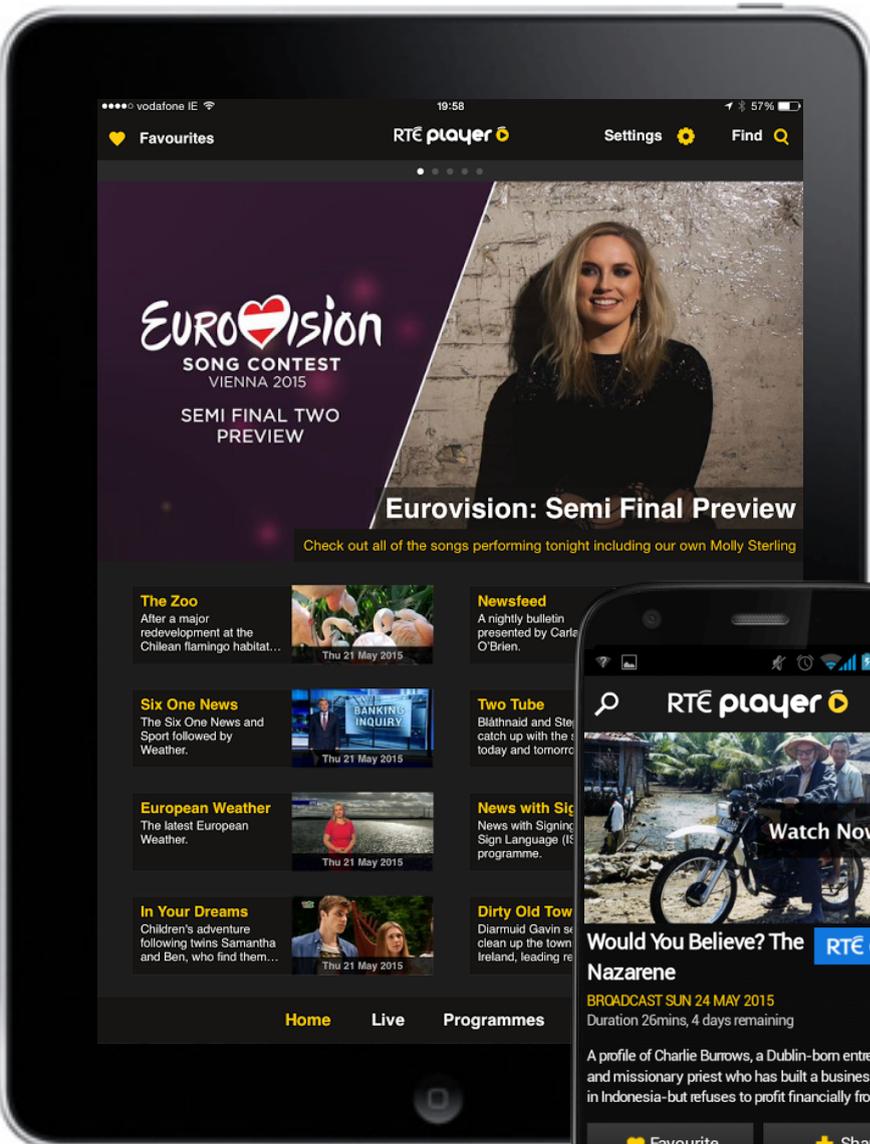
The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set



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

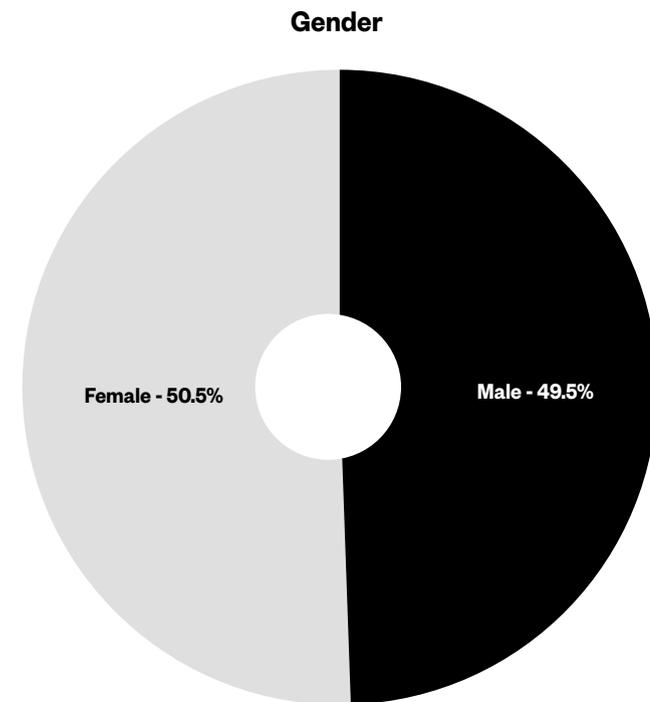
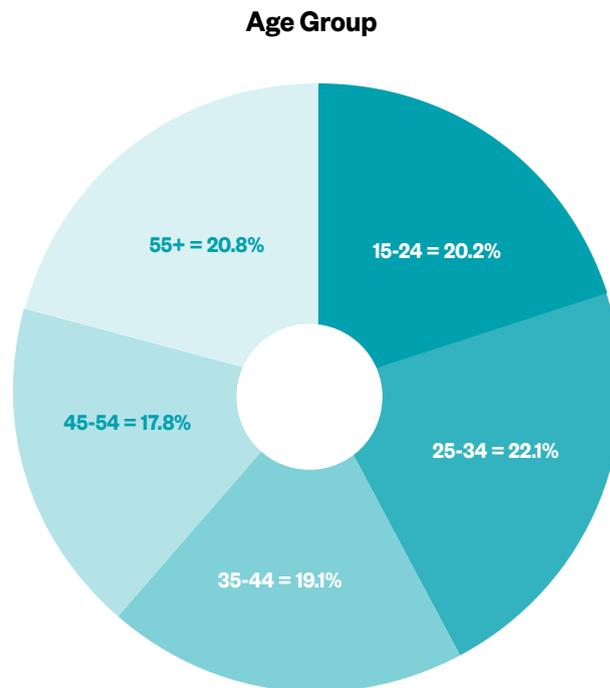
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- There were 203,000 unique Irish visitors to the desktop version of the RTÉ Player in April 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 April
- The gender split was close to 50-50

