

# RTÉ Player

## October 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

## RTÉ Player Summary

Streams	3,640,000
Page Impressions	14,363,000
International share of streams	12.3%
Total number of app downloads	1,757,000

### TOP SERIES

	PROGRAMMES	STREAMS
1	HOME AND AWAY	359,000
2	EASTENDERS	262,000
3	FAIR CITY	260,000
4	EURO 2016 QUALIFIER	177,000
5	LATEST IRISH NEWS	104,000
6	HOMELAND	102,000
7	THE LATE LATE SHOW	95,000
8	NEIGHBOURS	89,000
9	THE LATE LATE SHOW EXTRAS	80,000
10	NINE NEWS	81,000



Season 1, Episode 1

# The Couch: Beauty



The first episode of Yvonne Tiernan's new online chat show series 'The Couch' focusses on women and beauty. The series represents how women deal with each other every day and features Maia Dunphy, Sharon Horgan and Celia Holman Lee. New episode available every Monday.




Add to Favourites

Parental Controls

Share

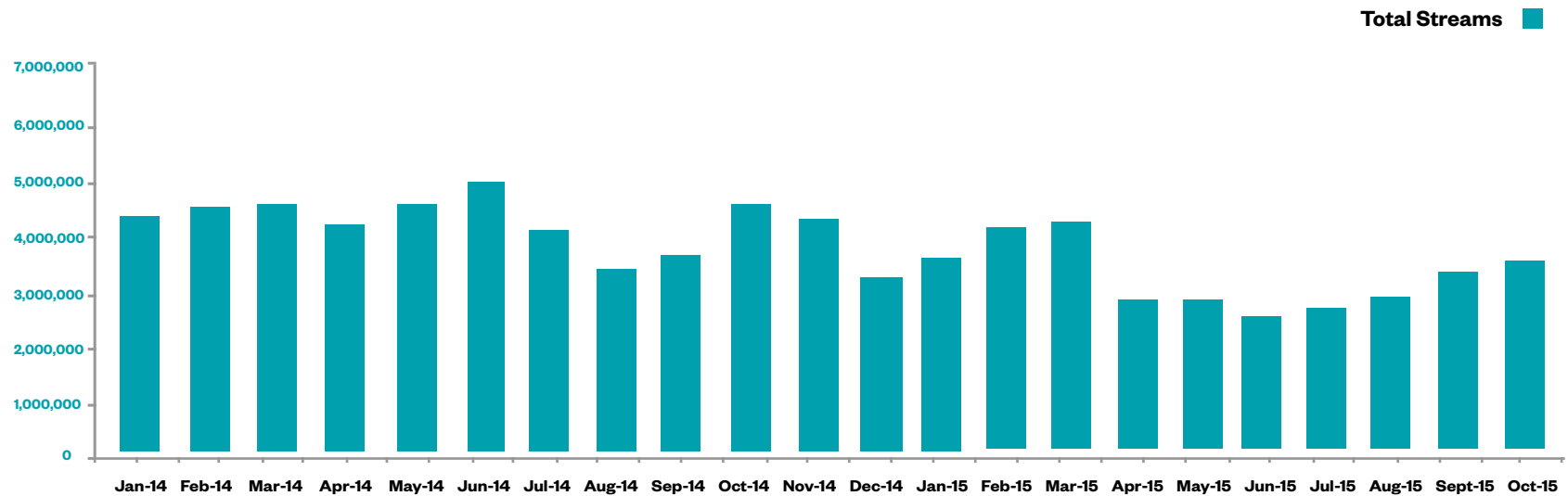


### Today's Most Popular

- 1  **Fair City**  
Sun 01 November 2015
- 2  **Dole Life**  
Sun 01 November 2015
- 3  **The Couch: Motherhood**  
Mon 02 November 2015
- 4  **Home and Away**  
Fri 30 October 2015
- 5  **EastEnders**  
Fri 30 October 2015

Spotlight

## RTÉ Player Monthly Streams



- There were 3.6m stream views on the RTÉ Player during October 2015







Mon 05 Oct 2015

# Hidden Impact: Rugby and Concussion



Documentary investigating the issue of concussion in rugby union, featuring contributions by Ronan O'Gara, Fergus Slattery, Conor O'Shea, Johnny Sexton and John Fogarty.

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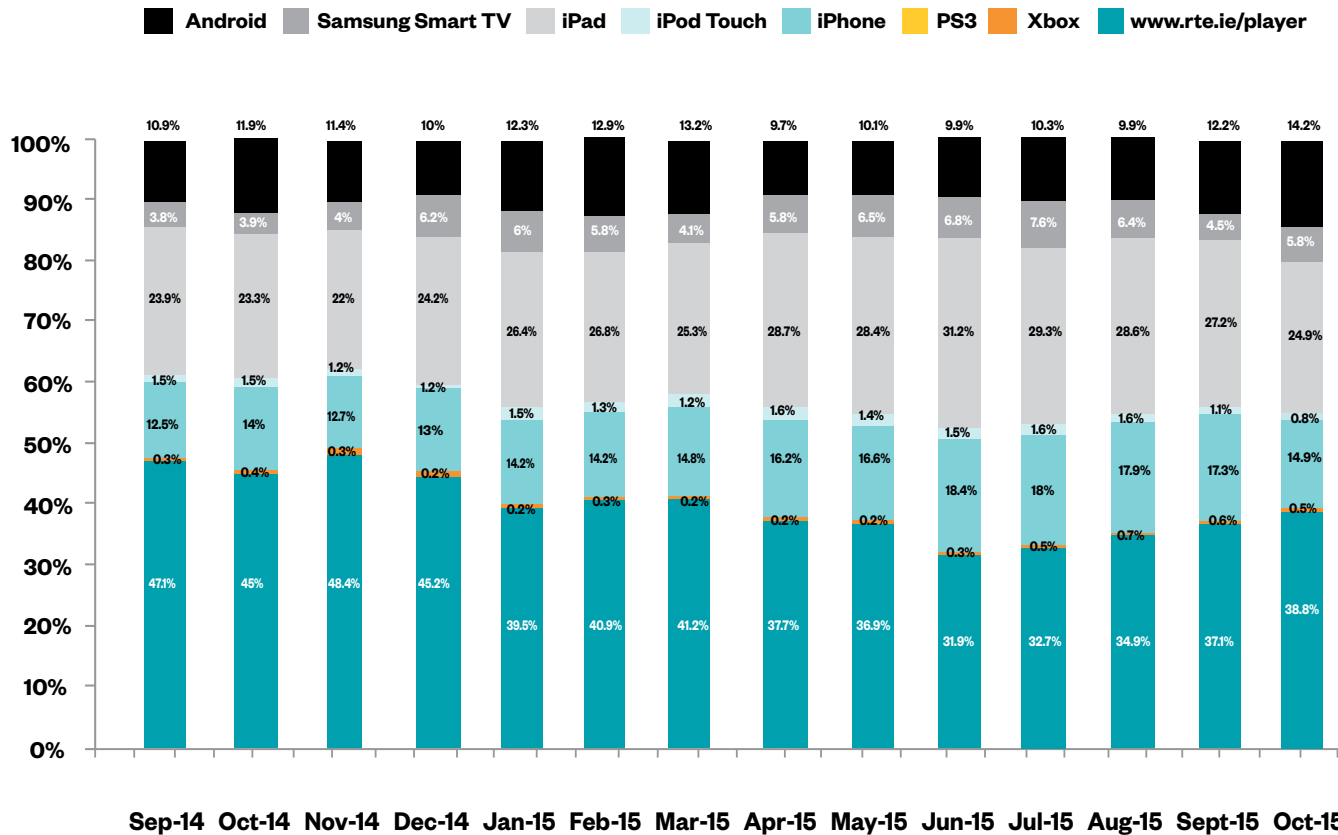
## Spotlight



 **The Couch with Yvonne Tiernan**

# RTÉ Player Consumption by Platform

Share of Streams



- Android share grew to over 14% in October



Sun 25 Oct 2015

# Better Off Abroad



The first of two programmes about Irish people living abroad. George Lee meets residents of Dubai.

Add to Favourites

Share

**web summit**  
Music, Fashion, Sport - Which Summit is for you?

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# RTÉ Player Top 20 Programmes in October

Top Series, All Platforms (except UPC TV)

## TOP SERIES

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1	HOME AND AWAY	359,000
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4	EURO 2016 QUALIFIER	177,000
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6	HOMELAND	102,000
7	THE LATE LATE SHOW	95,000
8	NEIGHBOURS	89,000
9	THE LATE LATE SHOW EXTRAS	80,000
10	NINE NEWS	81,000
11	CLEAN BREAK	64,000
12	SIX ONE NEWS	62,000
13	SHORTLAND STREET	40,000
14	VIKINGS	39,000
15	ROOM TO IMPROVE	29,000
16	HARDY BUCKS RIDE AGAIN	26,000
17	PRIME TIME	25,000
18	TODAY	24,000
19	NATIONWIDE	24,000
20	CHAMPIONS LEAGUE LIVE	23,000





Season 3, Episode 1

# Hardy Bucks Ride Again



Eddie feels he needs a woman's touch to put him back on the straight and narrow, so tries to win back Noreen.

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Parental Controls

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## Today's Most Popular

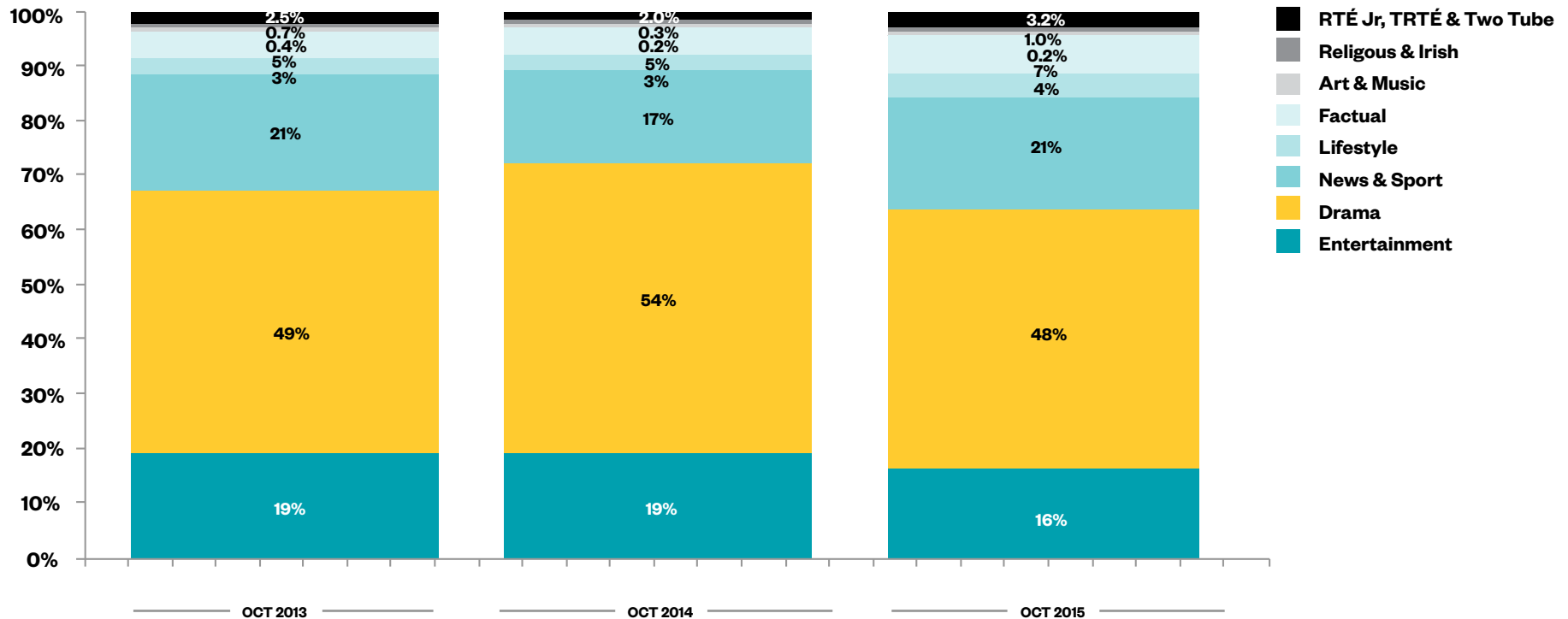
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## Spotlight



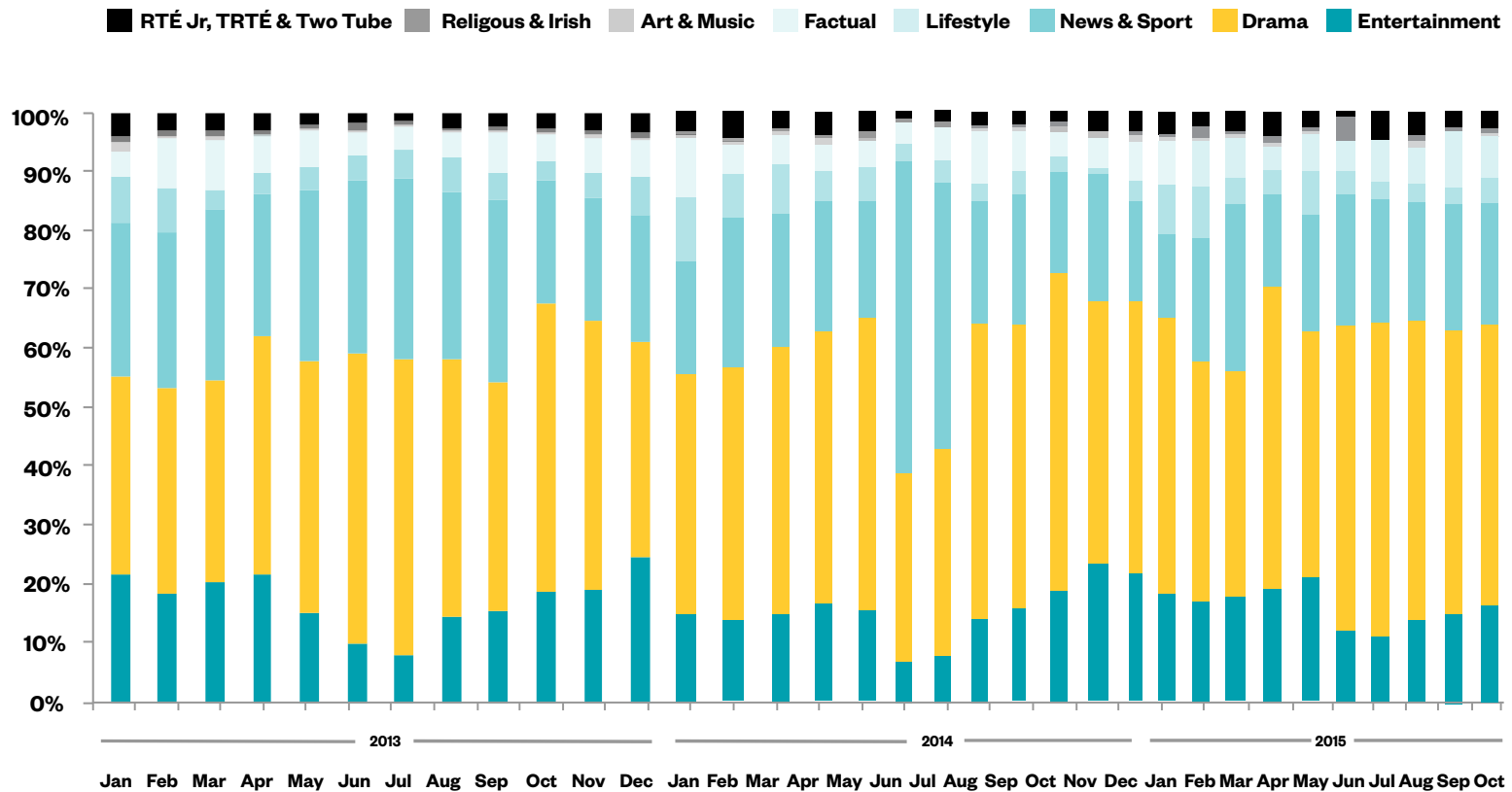
### The Couch with Yvonne

## RTÉ Player Programme Category Analysis



- The Soaps, Homeland and Irish drama Clean Break contributed to Drama's 48% share of streams in October
- News and Sport accounted for over a fifth of streams. Budget 2016 and Euro 2016 Qualifiers were key programmes

# RTÉ Player Programme Category Analysis






RTÉ News


Tue 13 Oct 2015

# Budget 2016: Minister Noonan on Six One News




Minister Noonan is interviewed about today's Budget on the Six One News.

Add to Favourites 

Share 

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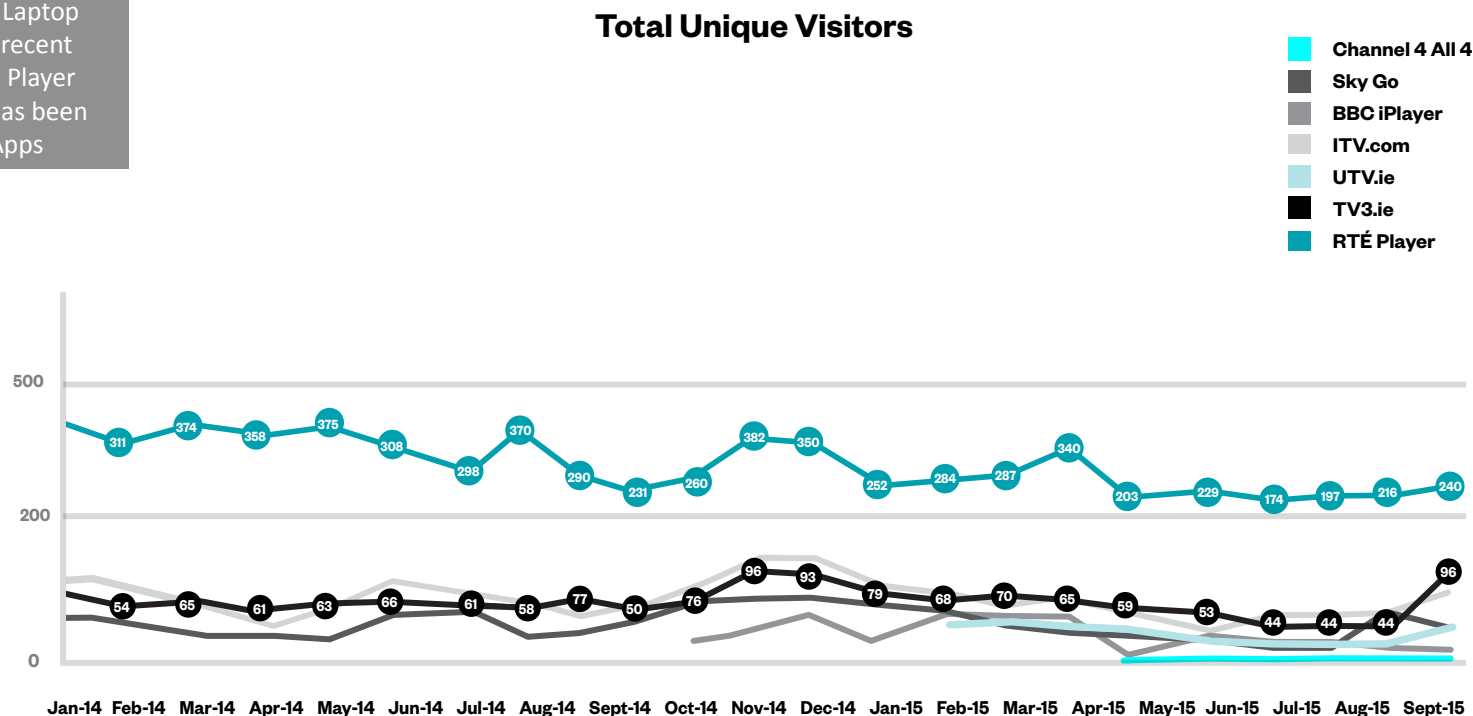
## Spotlight



**The Couch  
with Yvonne  
Tiernan**

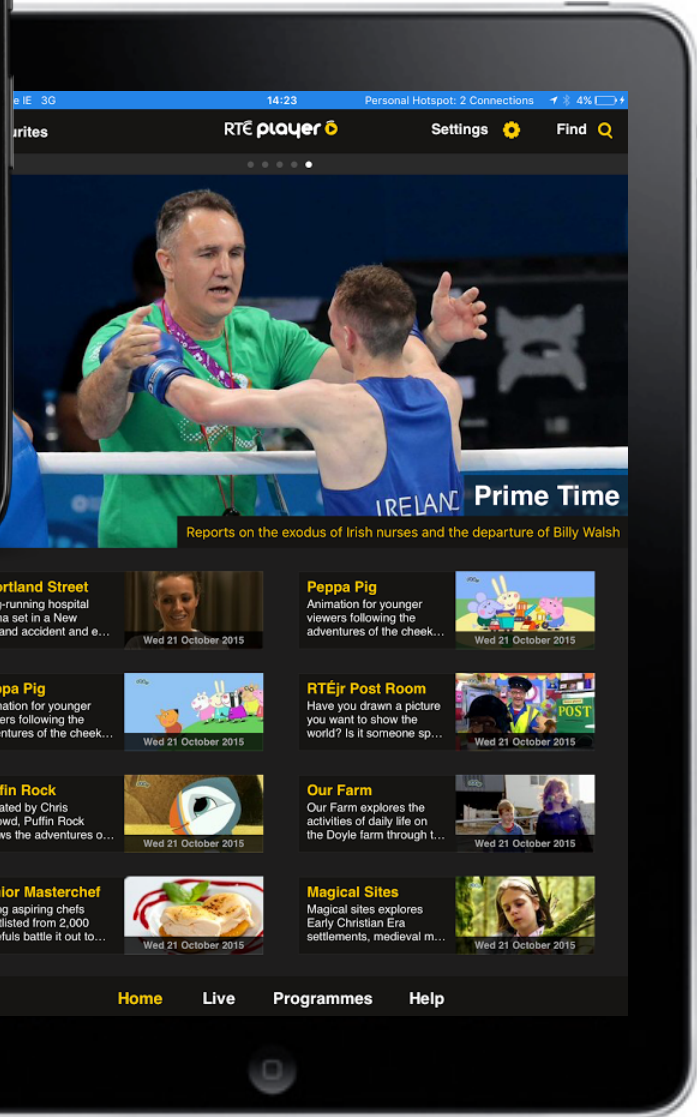
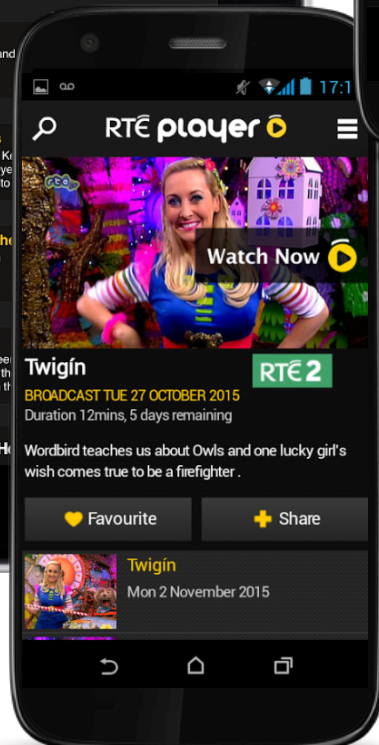
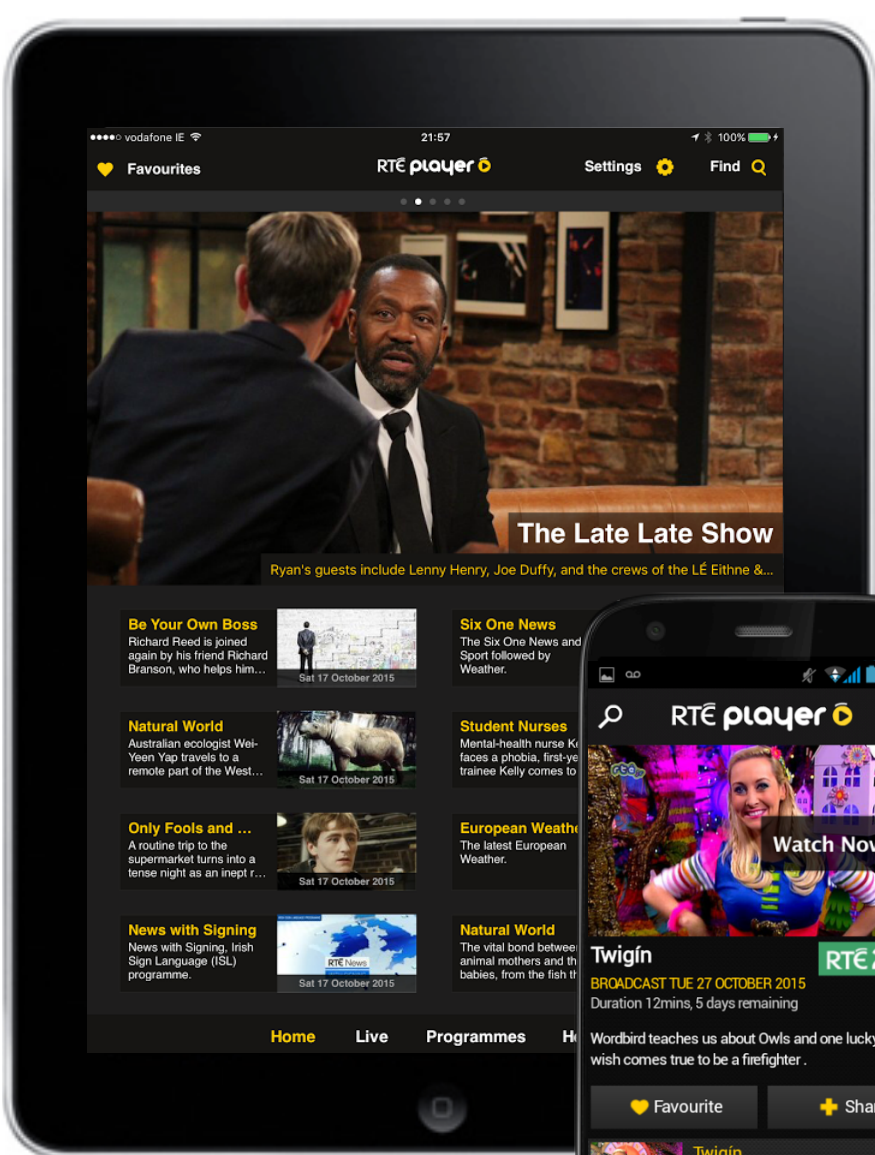
## The original desktop version of the RTÉ Player has the most Irish unique visitors amongst its competitive set

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



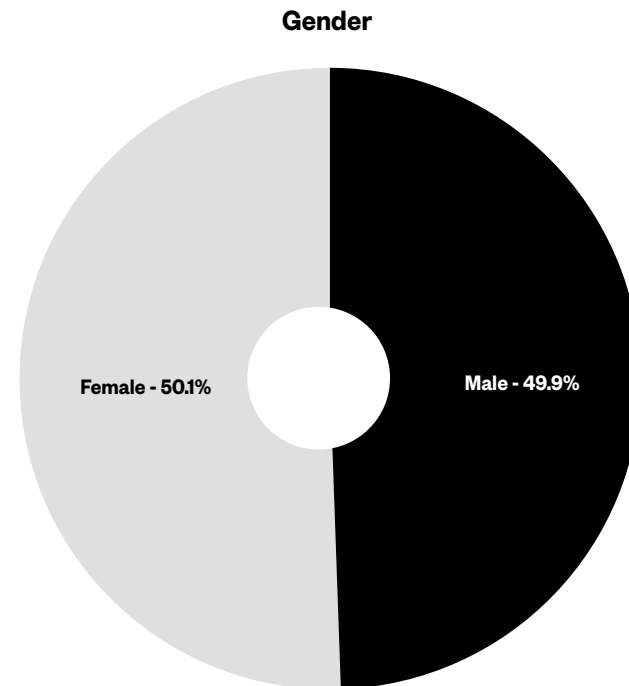
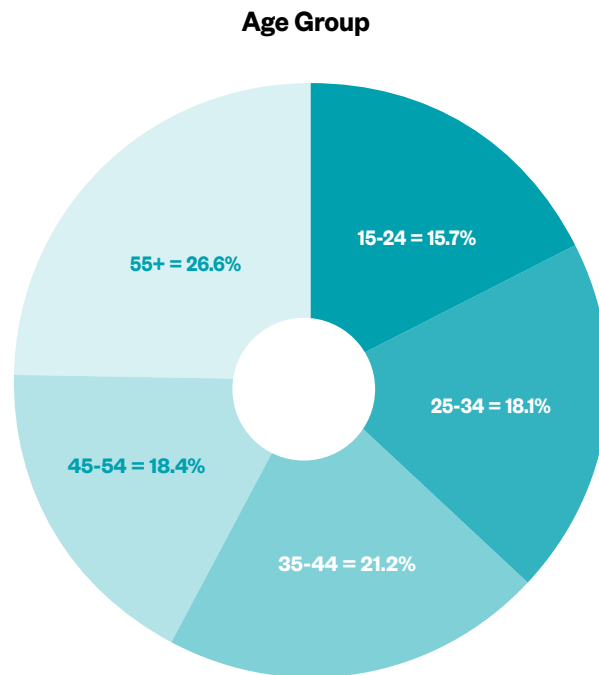
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- According to comScore MMX, there were 240,000 unique Irish visitors to the desktop version of the RTÉ Player in September



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

Share of Irish Unique Users of the RTÉ Player



- Just under 4 in 10 desktop users were 25-44 in September
- There were an equal number of male and female users

