

RTÉ Player

September 2015 Review

RTÉ player 

RTÉ Media Sales | Digital

RTÉ Player Summary

| | |
|--------------------------------|------------|
| Streams | 3,277,000 |
| Page Impressions | 13,490,000 |
| International share of streams | 12.2% |
| Total number of app downloads | 1,727,000 |

TOP SERIES

| | PROGRAMMES | STREAMS |
|----|----------------------------------|----------------|
| 1 | HOME AND AWAY | 328,000 |
| 2 | FAIR CITY | 257,000 |
| 3 | EASTENDERS | 249,000 |
| 4 | THE SUNDAY GAME LIVE | 101,000 |
| 5 | NEIGHBOURS | 89,000 |
| 6 | LATEST IRISH NEWS | 81,000 |
| 7 | RTÉ NEWS: NINE O'CLOCK | 66,000 |
| 8 | THE LATE LATE SHOW | 56,000 |
| 9 | THE LATE LATE SHOW EXTRAS | 53,000 |
| 10 | RTÉ NEWS: SIX ONE | 51,000 |



Thu 24 Sep 2015

Born Addicted: Reality Bites

MA

Born Addicted looks at the use and impact of methadone during pregnancy telling, in an open and non-judgmental way, the stories of the mothers and babies affected and the medics who treat them.

Add to Favourites

Parental Controls

Share

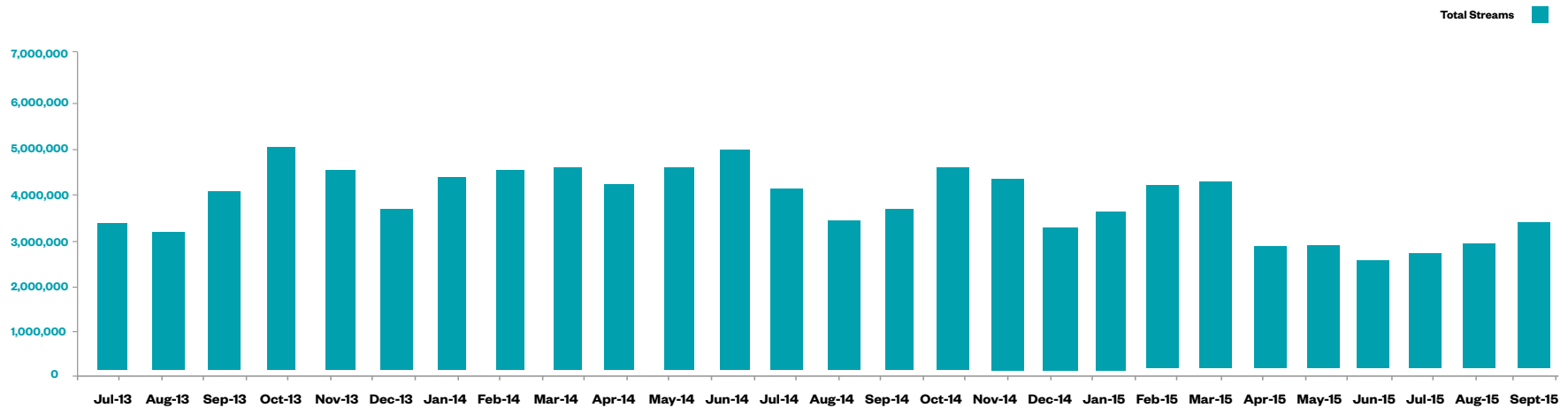
Today's Most Popular

- 1 **The Week in Politics**
Sun 11 October 2015
- 2 **Fair City**
Sun 11 October 2015
- 3 **Nine News**
Sun 11 October 2015
- 4 **Clean Break**
Sun 11 October 2015
- 5 **Euro 2016 Qualifiers Highlights**
Sun 11 October 2015

Spotlight

Euro 2016 Qualifier

RTÉ Player Monthly Streams



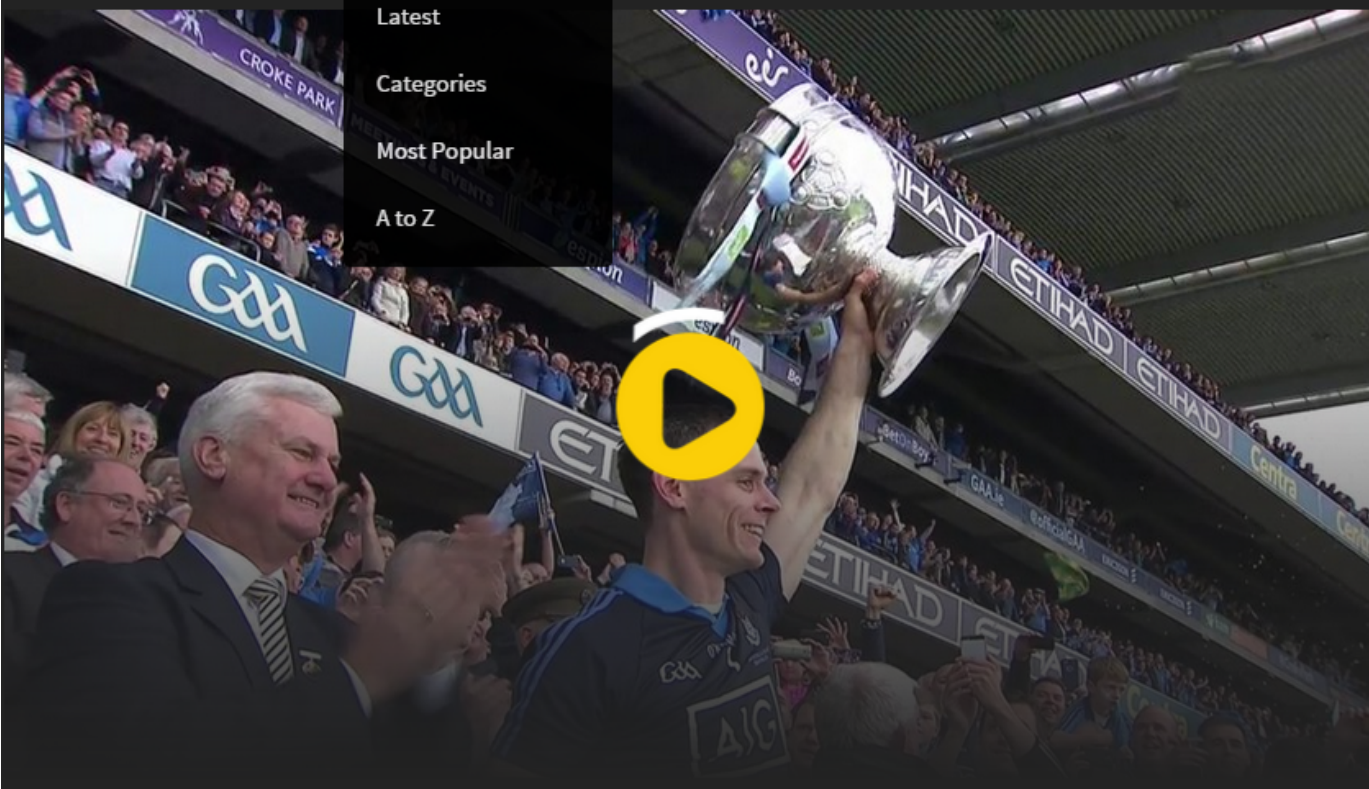
- There were 3.3m stream views on the RTÉ Player during September 2015

Latest

Categories

Most Popular

A to Z



Sun 20 Sep 2015

The Sunday Game Extras: Stephen Cluxton celebrates with Sam

Dublin goalkeeper and captain Stephen Cluxton celebrates the

Today's Most Popular

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Sun 11 October 2015
- 5  **Euro 2016 Qualifiers Highlights**
Sun 11 October 2015

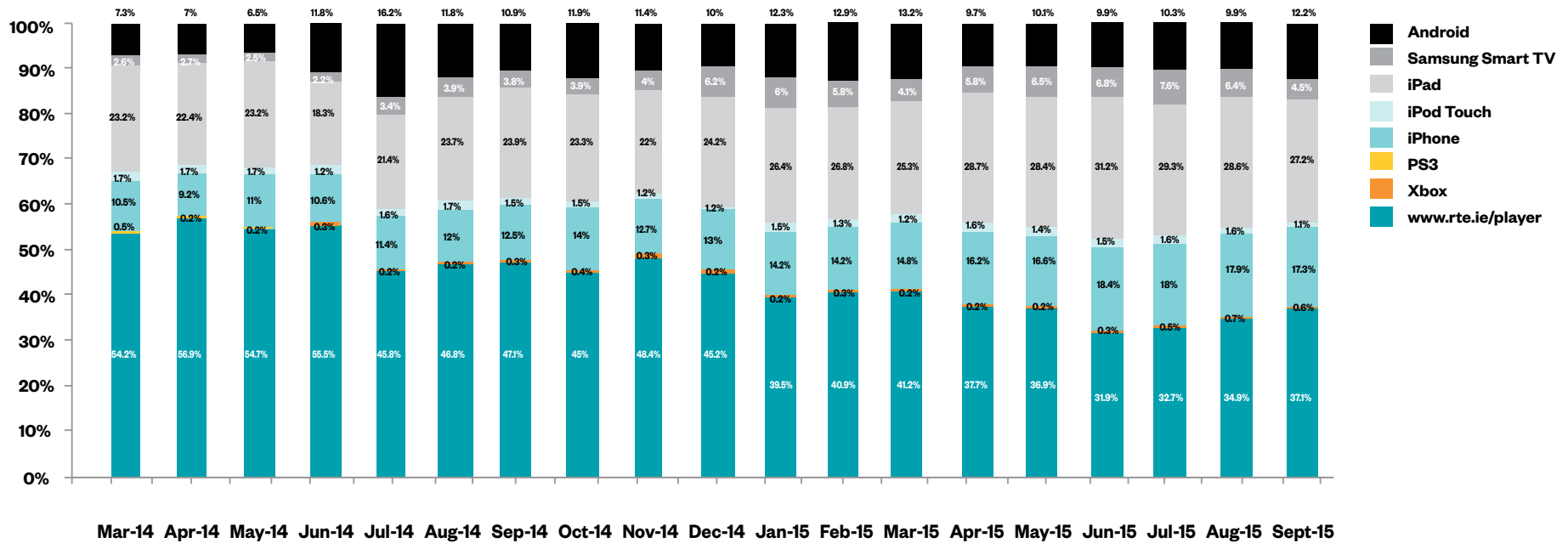
Spotlight



Euro 2016 Qualifier

RTÉ Player Consumption by Platform

Share of Streams




- Desktop share grew month on month to 37% in September




Thu 24 Sep 2015


Vikings Extras: The Vikings Longship

In its time, the Viking longship was a unmatched work of naval technology. But what made the longship the Vikings most effective secret weapon? Find out in this episode of "Secrets of the Vikings."

Add to Favourites 

Share 

Today's Most Popular

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- 3**  **Nine News**
Sun 11 October 2015
- 4**  **Clean Break**
Sun 11 October 2015
- 5**  **Euro 2016 Qualifiers Highlights**
Sun 11 October 2015

Spotlight



 **Euro 2016 Qualifier**

RTÉ Player Top 20 Programmes in September

Top Series, All Platforms (except UPC TV)

TOP SERIES

| | PROGRAMMES | STREAMS |
|----|---------------------------|---------|
| 1 | HOME AND AWAY | 328,000 |
| 2 | FAIR CITY | 257,000 |
| 3 | EASTENDERS | 249,000 |
| 4 | THE SUNDAY GAME LIVE | 101,000 |
| 5 | NEIGHBOURS | 89,000 |
| 6 | LATEST IRISH NEWS | 81,000 |
| 7 | RTÉ NEWS: NINE O'CLOCK | 66,000 |
| 8 | THE LATE LATE SHOW | 56,000 |
| 9 | THE LATE LATE SHOW EXTRAS | 53,000 |
| 10 | RTÉ NEWS: SIX ONE | 51,000 |
| 11 | EURO 2016 QUALIFIER | 48,000 |
| 12 | RECRUITS | 39,000 |
| 13 | SHORTLAND STREET | 37,000 |
| 14 | CHAMPIONS LEAGUE LIVE | 35,000 |
| 15 | THE GOOD WIFE | 34,000 |
| 16 | MEET THE MCDONAGHS | 34,000 |
| 17 | VIKINGS | 33,000 |
| 18 | THE SUNDAY GAME | 33,000 |
| 19 | THE SUNDAY GAME EXTRAS | 32,000 |
| 20 | THE SATURDAY GAME LIVE | 32,000 |

RTÉ 2



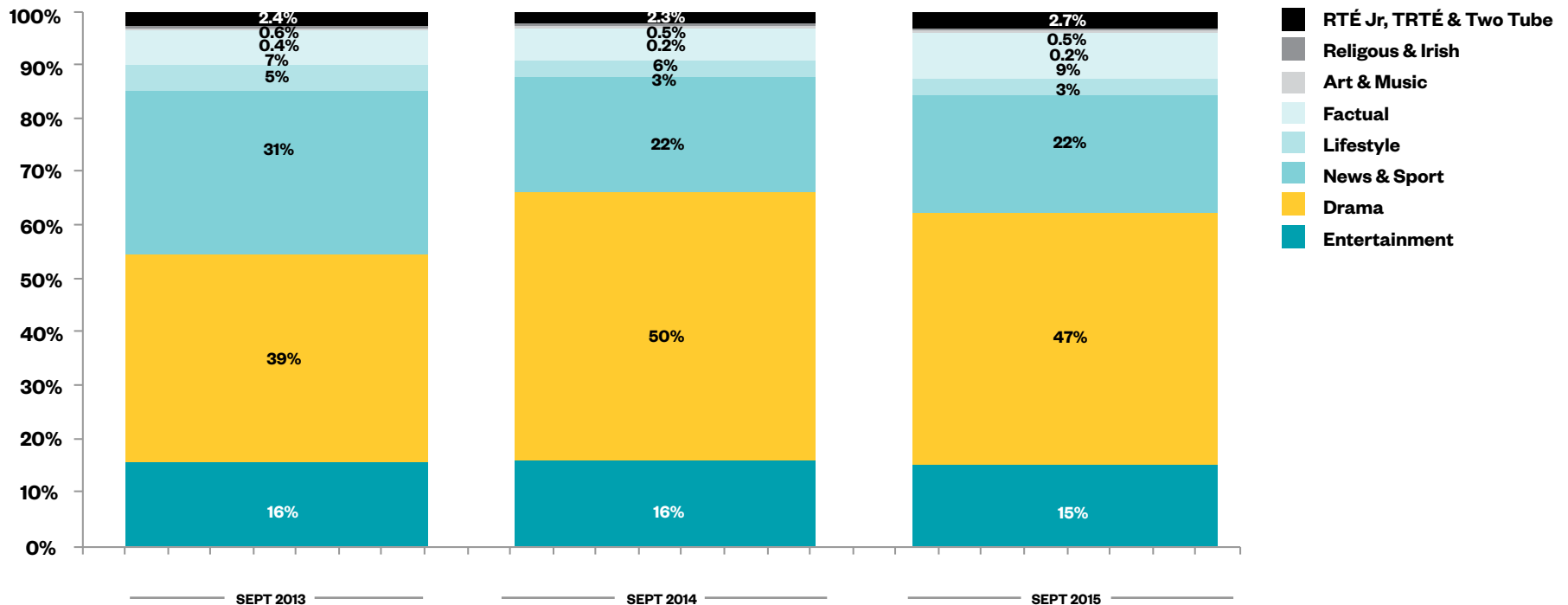
Fri 09 Oct 2015

Swipe TV

GA

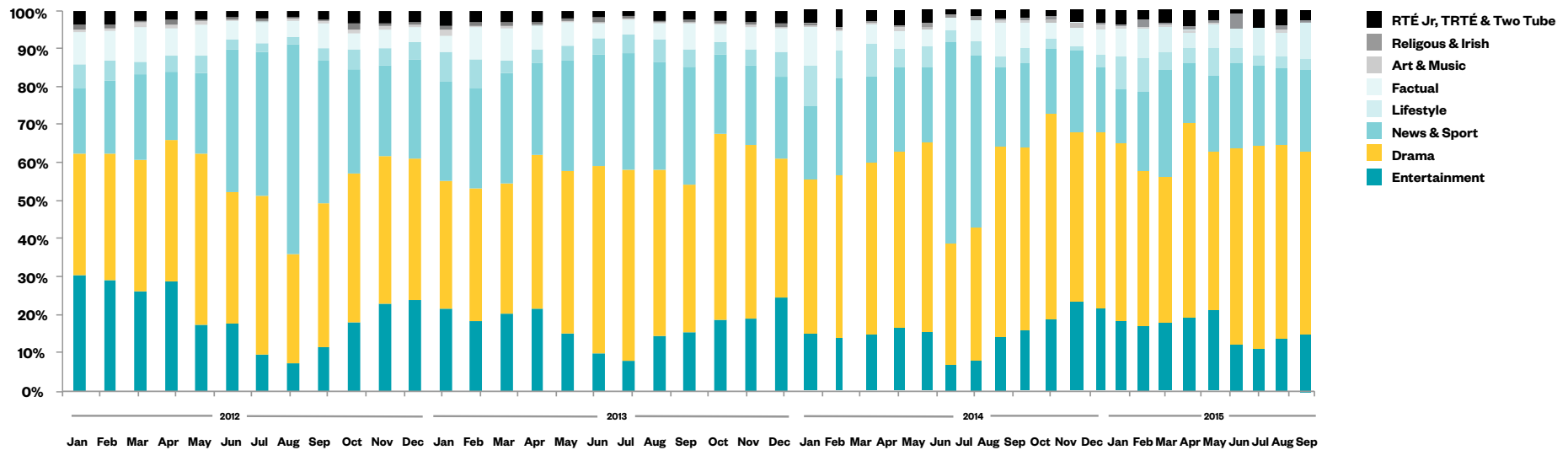
Kick off the weekend with a jam packed entertainment show from Swipe TV! Olly Murs is our '60 Second Cleb' and The Valves rock us out with an amazing live performance!

RTÉ Player Programme Category Analysis



- Factual grew from 6% of streams last September to 9% this year. Recruits, a gripping documentary following Irish Defence Force trainees, has been particularly popular
- Drama and News & Sport were the most popular genres during September

RTÉ Player Programme Category Analysis



Today's Most Popular

1



The Week in Politics

Sun 11 October 2015

2



Fair City

Sun 11 October 2015

3



Nine News

Sun 11 October 2015

4



Clean Break

Sun 11 October 2015

5



Euro 2016 Qualifiers Highlights

Sun 11 October 2015

Spotlight




Euro 2016




Wed 23 Sep 2015

Fair City

Deirdre and the Faheys are faced with their worst nightmare, while Orla horrifies Wayne with her behaviour and Rachel makes a decision which leaves Paul heartbroken.

Add to Favourites 

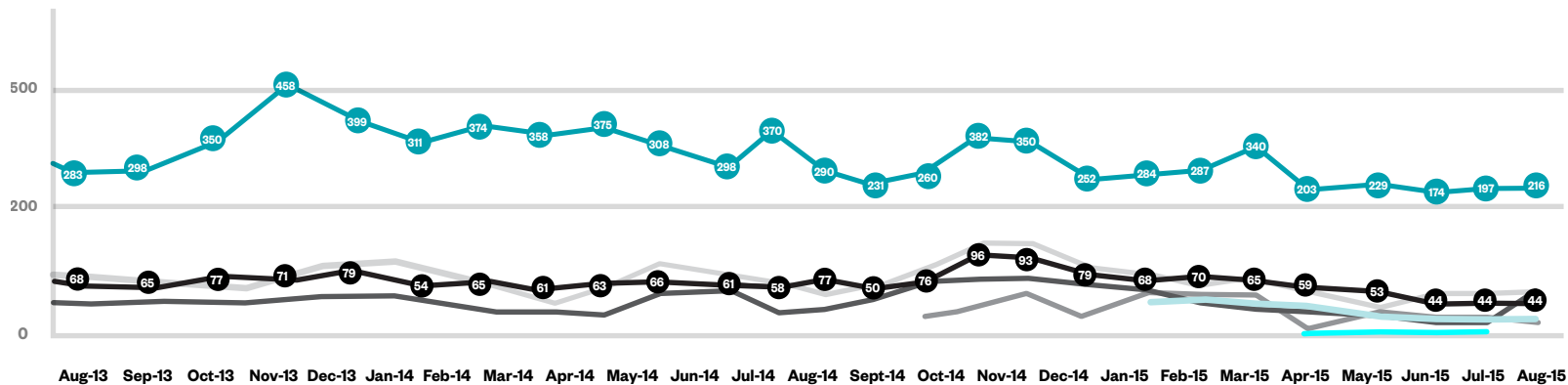
Share 

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

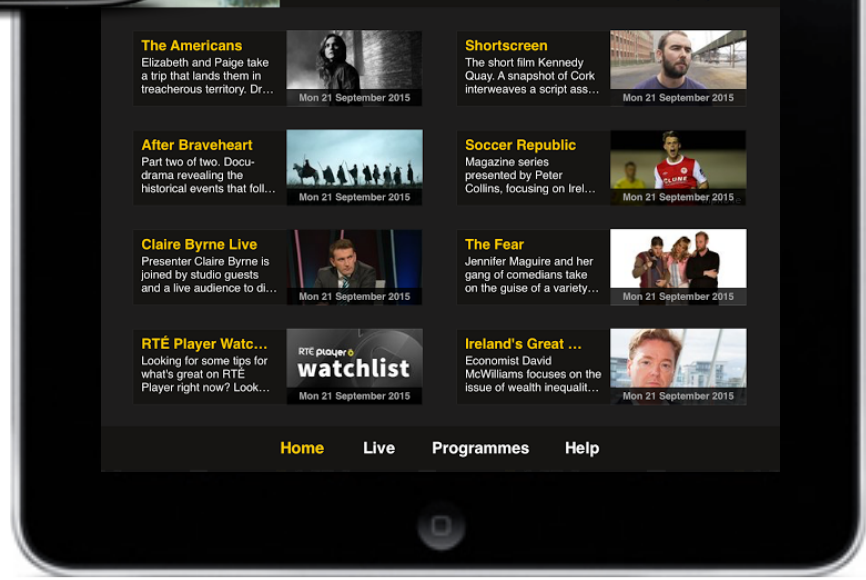
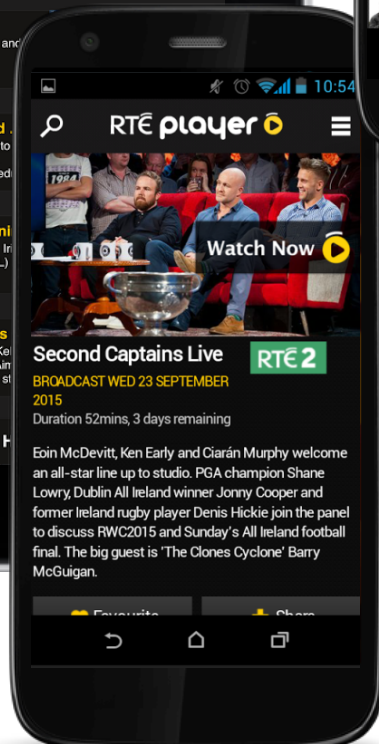
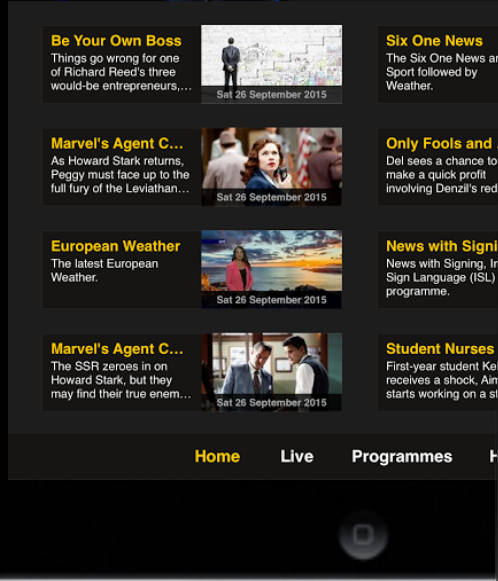
Total Unique Visitors

-  Channel 4 All 4
-  Sky Go
-  BBC iPlayer
-  ITV.com
-  UTV.ie
-  TV3.ie
-  RTÉ Player



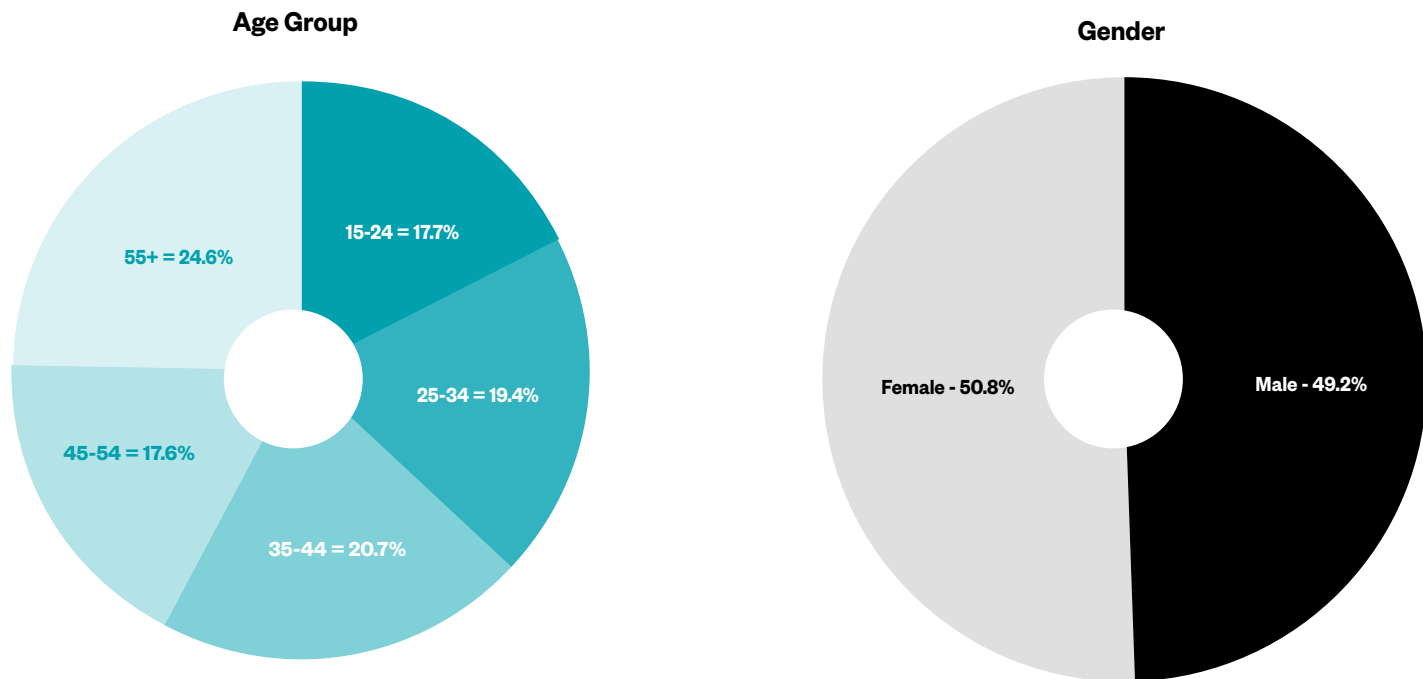
N.B. The data above for, TV3.ie & ITV.com represents all traffic to the domain, and not just the VOD element of that site

- According to comScore MMX, there were 216,000 unique Irish visitors to the desktop version of the RTÉ Player in August



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 15-34 in August
- 51% were female

