

RTÉ digital

World Cup 2014

online viewing insights

RTÉ digital
imaginemore



World Cup 2014 Dream Stream – 2.5 million watch online with RTÉ Digital.

As well as being on the telly, for this years FIFA World Cup 2014 RTÉ streamed all 64 games of live on www.rte.ie and RTÉ Player.

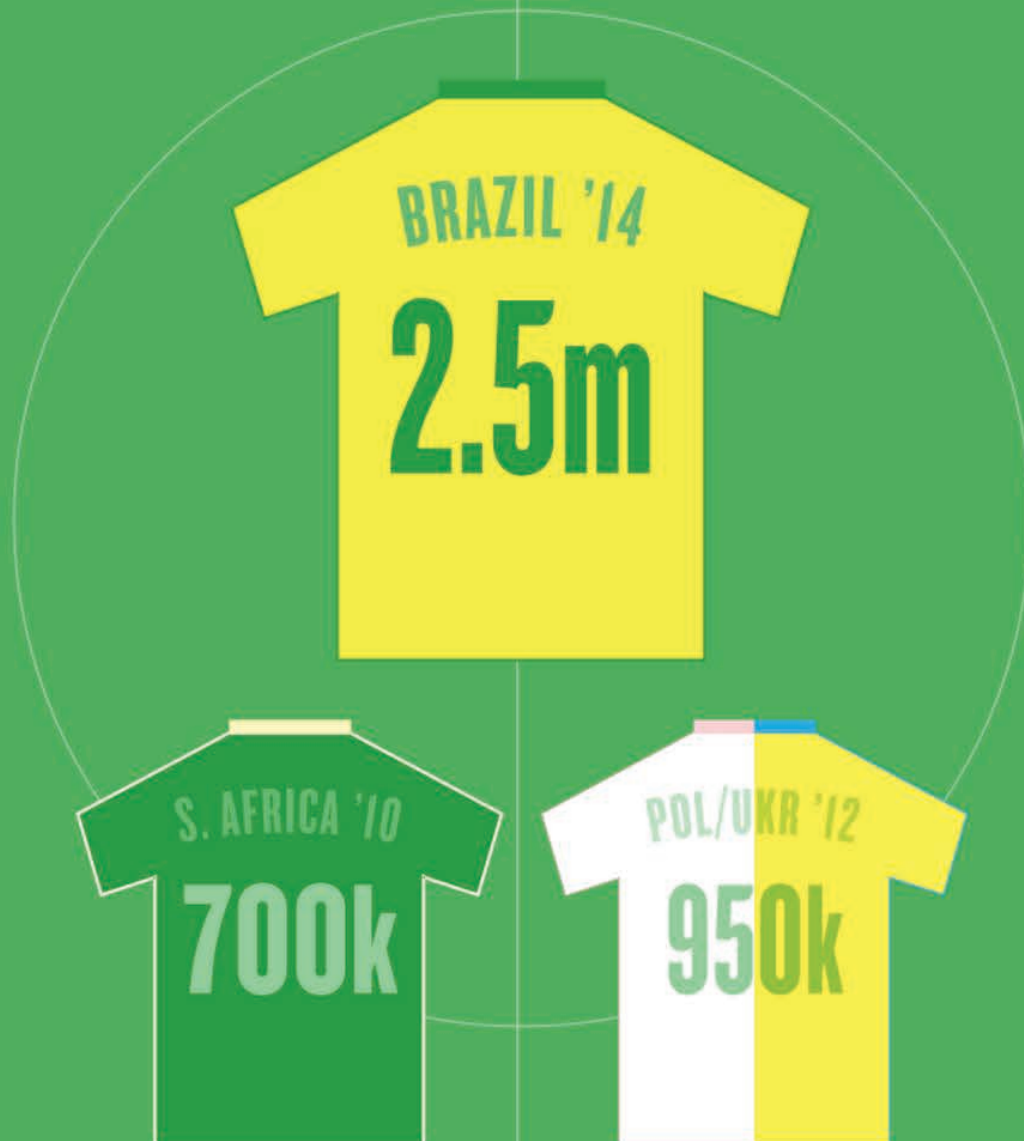
A quick survey* conducted post tournament has given us interesting insight into our football fans.

[Download a PDF of the stats](#)

*Small RTÉ Player survey of less than 100 audience members. Adults aged 15+, nationally rep.

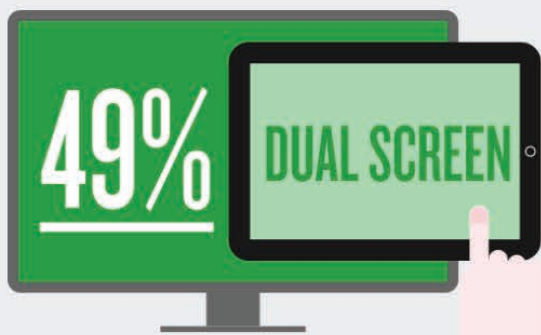
LIVE STREAMS

2.5m users streamed live matches in total, a +150% increase on the total from both the last World Cup and Euro 2012 combined – 700,000 for World Cup 2010 and 950,000 for Euro 2012.



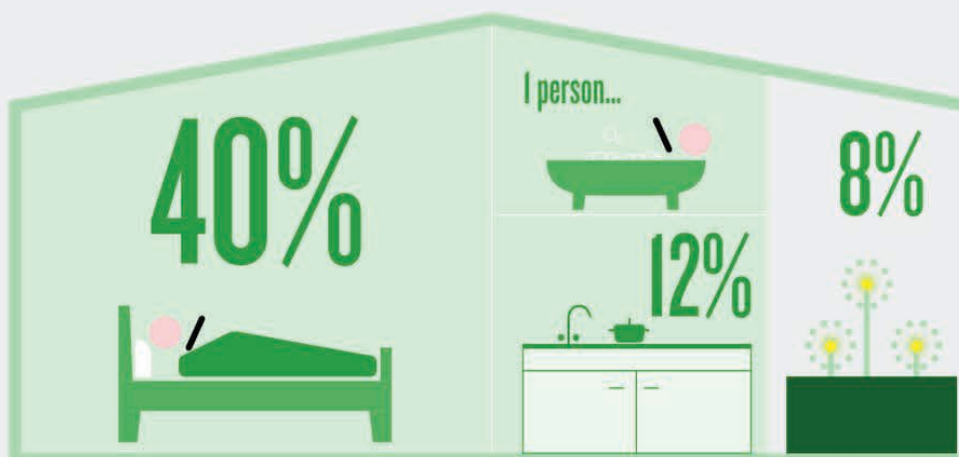
MOBILE TRENDS

There was a huge increase in the use of mobile and tablet devices, with people using them as dual screens, and in some interesting places...



Nearly half (49%) watched a match on RTÉ Player/online at the same time as a different match on TV (Dual Screen)

Over a third of users (36%) watched on Player/online because their main TV was being used by someone else.



Most watched at home in the main living room (consistent with Player generally), but there were some interesting places people watched games – 40% watched in the bedroom, 12% in the kitchen, 8% in the garden, and 1 person 'in the bath in the bathroom!'

LIVE STREAMS

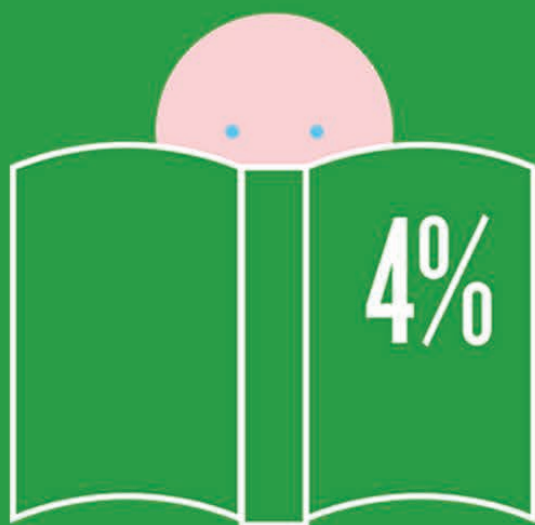
2.5m users streamed live matches in total, a +150% increase on the total from both the last World Cup and Euro 2012 combined – 700,000 for World Cup 2010 and 950,000 for Euro 2012.



14% watched while cooking/ preparing meals



9% while doing household chores



4% while studying...



30% used social networks while watching

RTÉ Digital is responsible for leading RTÉ's digital strategy and for www.RTÉ.ie, the leading Irish website in Ireland, and RTÉ Player, Ireland's most popular VOD Service.

A central part of this strategy is to ensure RTÉ's content is available wherever and whenever the audience requires. In addition, RTÉ Digital manages and is developing its stable of industry-leading digital platforms and services RTÉ.ie, RTÉ Player and RTÉ News Now. RTÉ Digital's key priorities are to meet the needs of audiences now and in the future through innovation and technology, engagement with social media, and by playing an active role to support the Digital Economy. The division also seeks to develop partnerships with industry-leading companies and organisations, in the areas of technology, design, device manufacture and content provision.

Tweet: @RTEMediasales

Web: www.rte.ie/digitalsales

Email: rtedigitalsales@rte.ie

Call: (01) 208 3300