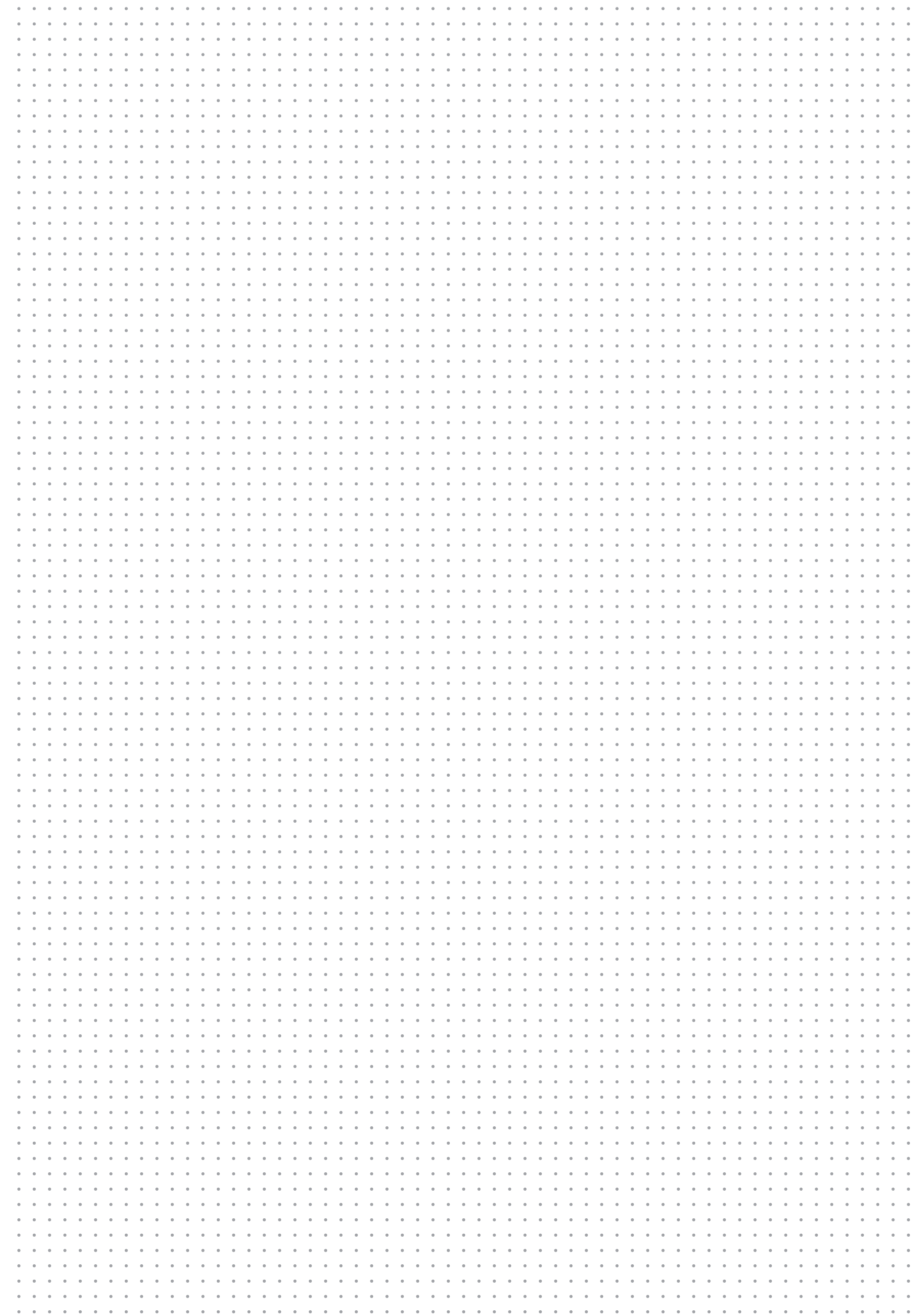




How Ireland's main public broadcaster
repositioned its on-demand video service
and increased engagement by 49%



Overview

Problem

Solution

Results

RTÉ is Ireland's main public service broadcaster, producing programmes for television, radio, and online.



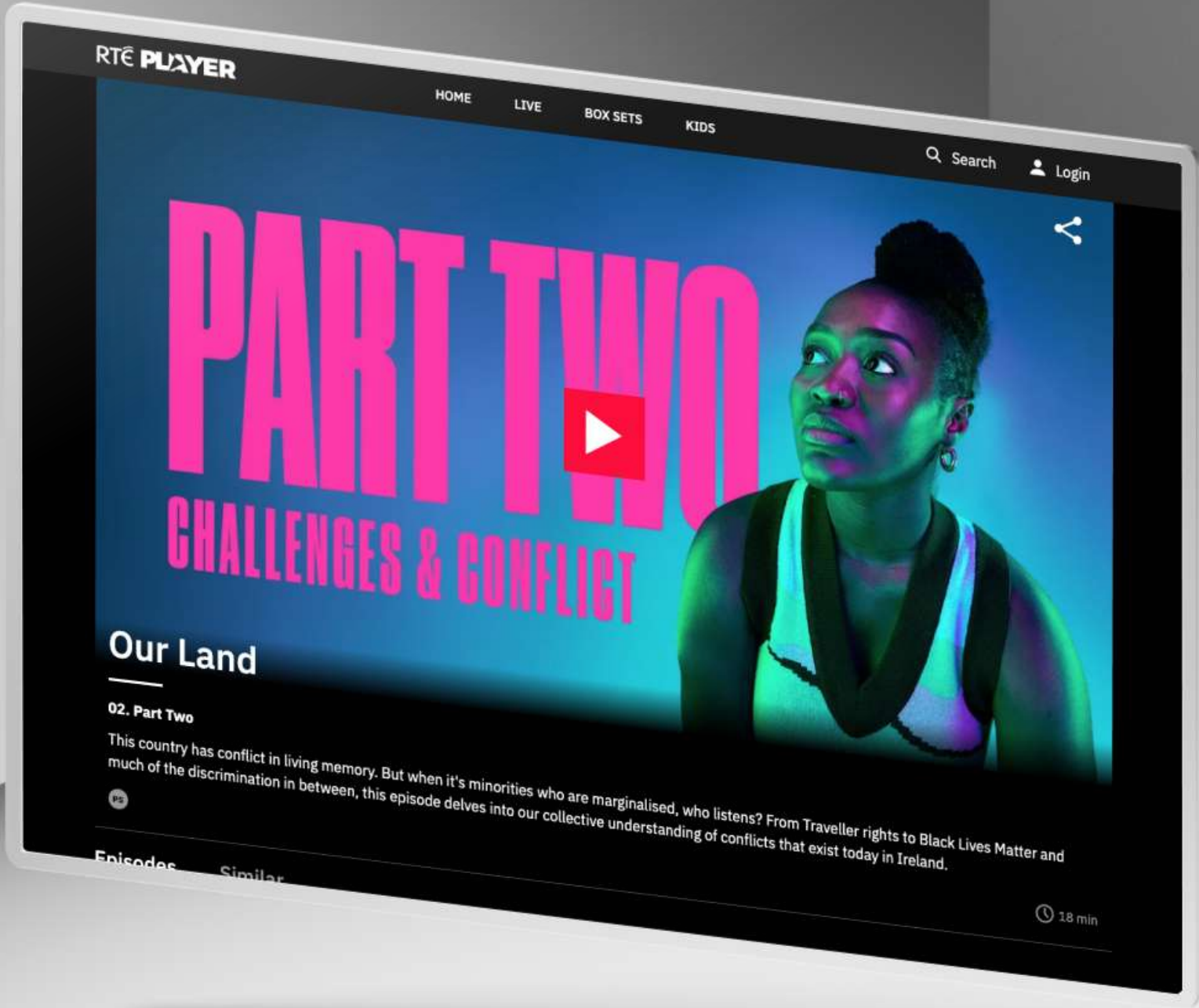
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With the growing popularity of streaming services, especially among younger audiences, RTÉ needed to reach new audiences and grow engagement with its RTÉ Player service.



Overview

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RTÉ used Piano Analytics to gain a deeper understanding of video content on the RTÉ Player. They tested engagement across content genres and formats to refine their content strategy.

Armed with a deeper understanding of their audience’s viewing habits, RTÉ improved the streaming experience in a number of ways:

- They allowed specific shows to be viewed in full ahead of linear TV broadcast by uploading full series.
- Boxset content has also been acquired and made available for a longer period on the player.
- And the auto-play feature is used to keep audiences engaged and onsite for longer.

This allowed RTÉ to reposition its streaming player from a ‘catch-up’ service which was primarily an offshoot of its linear TV programming, into a standalone, on-demand video service designed to serve the growing appetite for streaming.



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RTÉ increased time spent on the video player by 49% in 2021. Thanks to Piano Analytics' cross-channel measurement capability, they were able to view content engagement trends in real time and ensure that the growth in their streaming platform wasn't cannibalizing other parts of their content business. In addition, they gained deeper insight into the viewing habits (full seasons versus weekly episodes) and types of content (length, genre, etc.) that resonated with its online audience.

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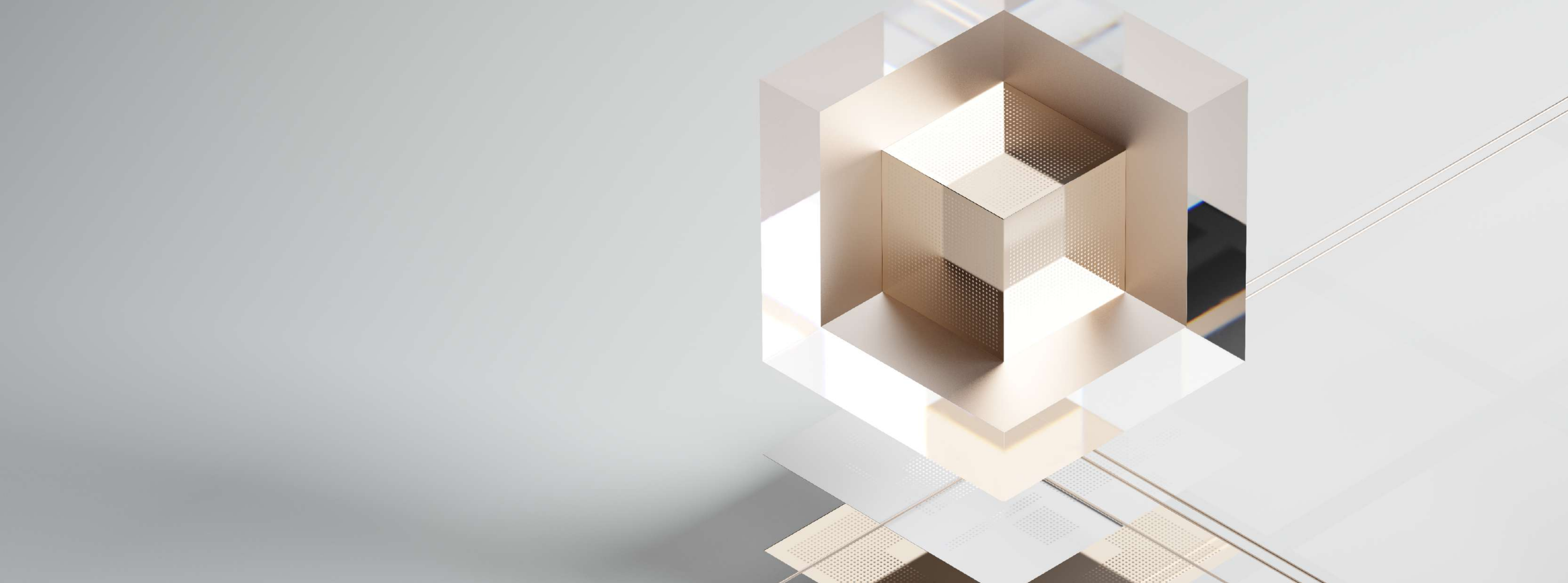
Piano Analytics provided us with a cross-channel view of our audience that we could combine with content engagement data by format or genre. This granular view allowed us to test what content we made available on the player and eventually meant we were able to optimize it for the online audience."

49%

increase in time spent with RTÉ's video on-demand service.

29%

of the streams viewed on the RTÉ player are now either boxset or Player original content.



ABOUT PIANO

Piano empowers organizations to understand and influence customer behavior. By unifying customer data, analyzing behavior metrics and creating personalized customer journeys, Piano helps brands launch campaigns and products faster, strengthen customer engagement and drive personalization at scale from a single platform. Headquartered in Philadelphia with offices across the Americas, Europe and Asia Pacific, Piano serves a global client base, including Air France, the BBC, CBS, IBM, Kirin Holdings, Jaguar Land Rover, Nielsen, The Wall Street Journal and more. Piano has been recognized as one of the fastest-growing, most innovative technology companies in the world by World Economic Forum, Inc., Deloitte, American City Business Journals and more.

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