



TAM Ireland

Television Audience Measurement Ireland

SWITCHED



2016



Time spent viewing Total A/V

2012

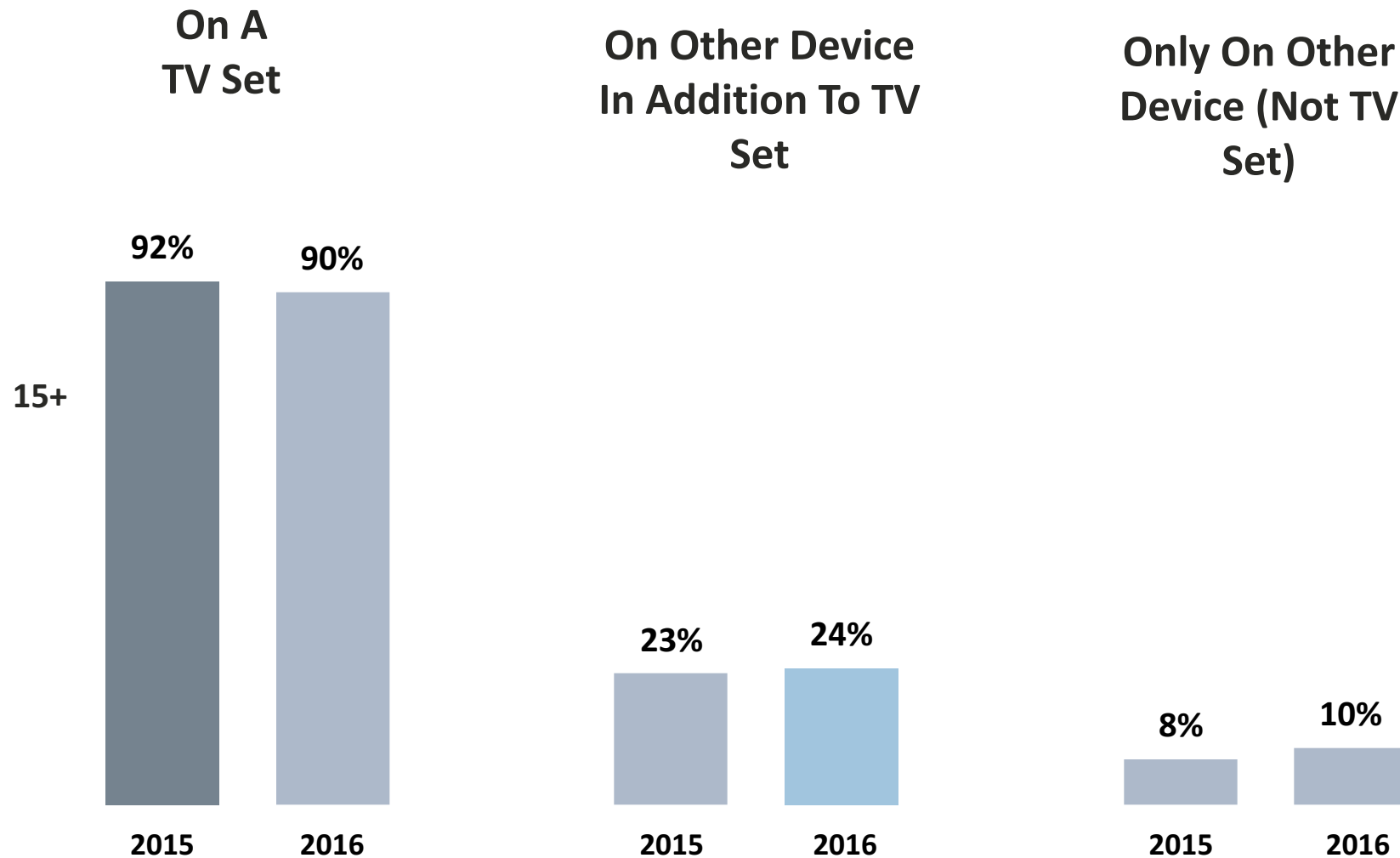


2016



90% Of Irish Adults Watched A/V On A TV Yesterday

Ipsos MRBI



Q.1 Which of the following devices (including devices which were either connected directly to your TV set or standalone) did you use to view audio/visual content on yesterday?

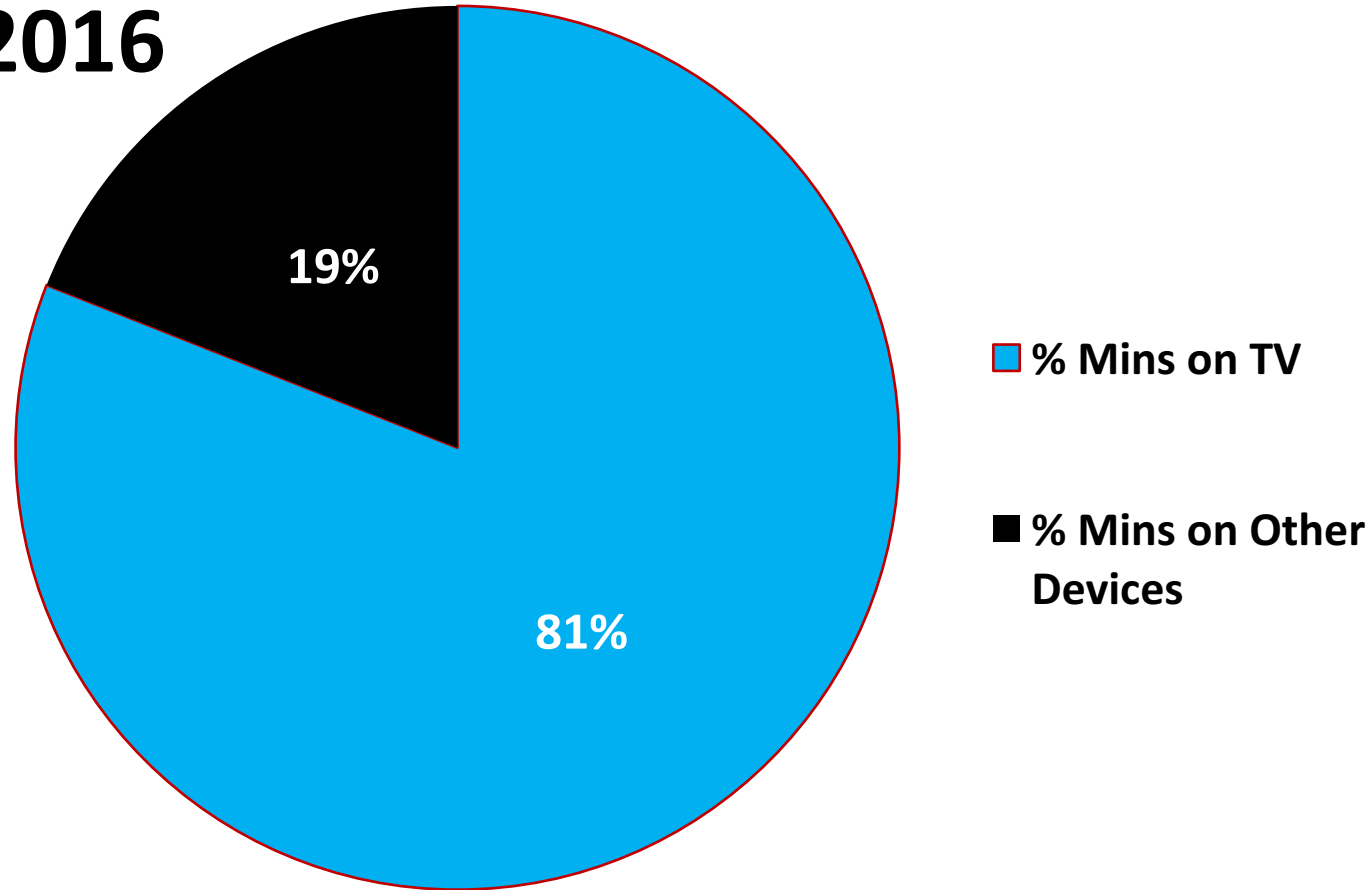
Base: All Respondents 15+: 907



Average Minutes of A/V content viewed yesterday

Share of minutes

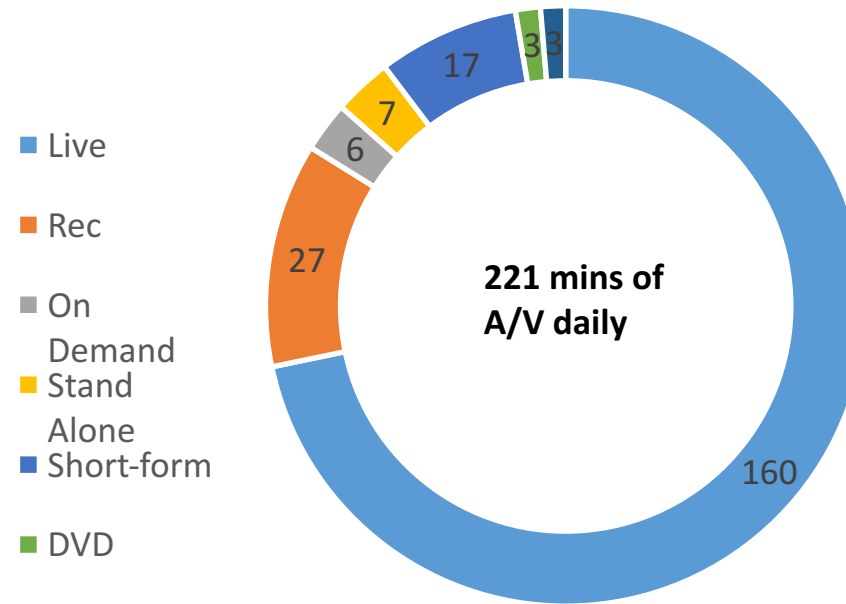
2016



**Total A/V viewing
221 minutes daily**

2016 – Format by Minutes

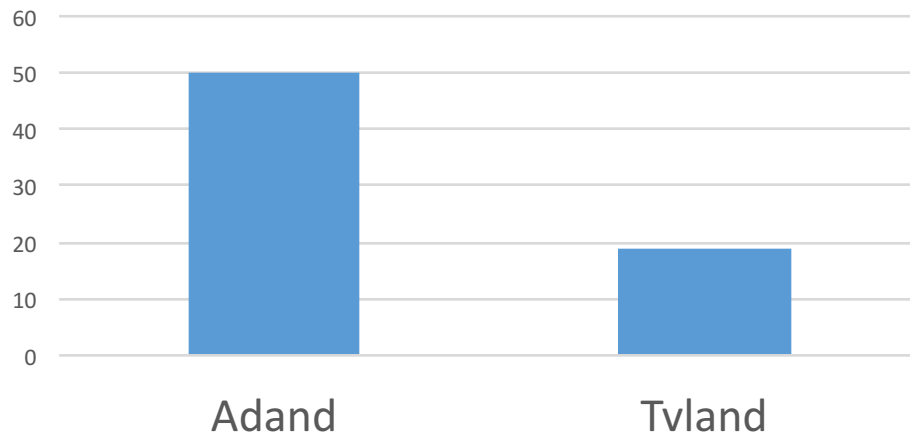
Adults 15+



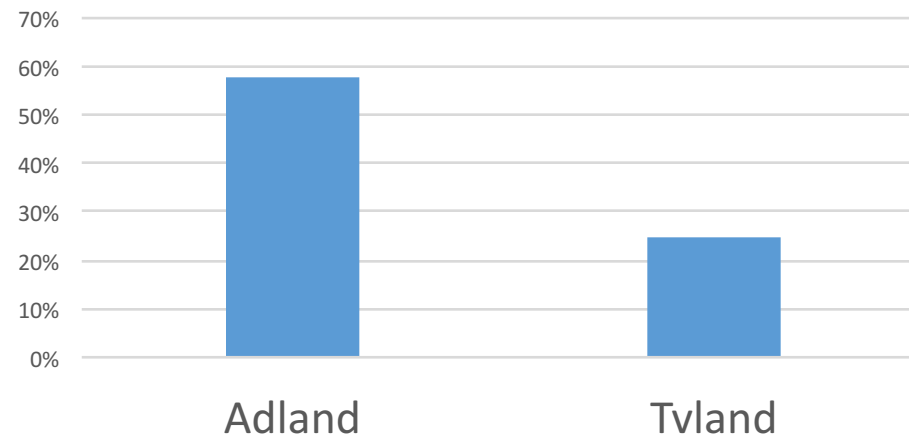


Adland v TVland

Time-shift avg mins per day



Subscribe to Netflix



What do we know?

Establishment Survey
Viewing landscape
Device ownership
Broadband
connectivity

TAM Data
Live, VOSDAI,
Day 1-7
Day 8-28
Time-shift and Catch up

Total Viewing Study



Formats
outside the
28 day
window



Non TV set
devices



Consistent comparable data
across all devices and formats



VISTA

The graphic consists of several overlapping, semi-transparent colored squares in red, yellow, blue, green, and magenta. A white play button icon is centered on the magenta square.

Stage 1 – Data Integration

Data Integration

Current datasets

Version A - Lite version

Delivered by - Q1 2017



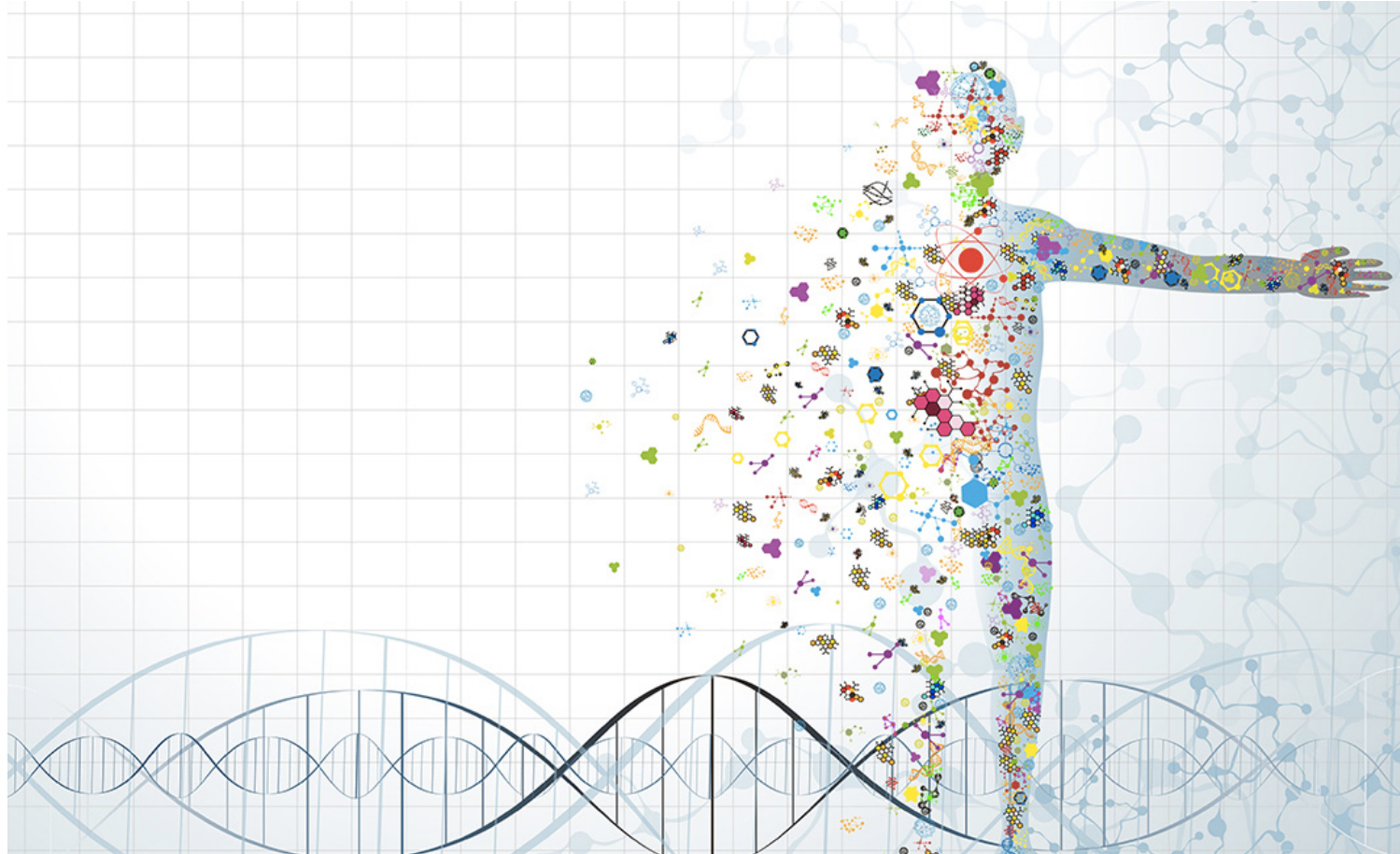
Stage 1
Interim planning tool

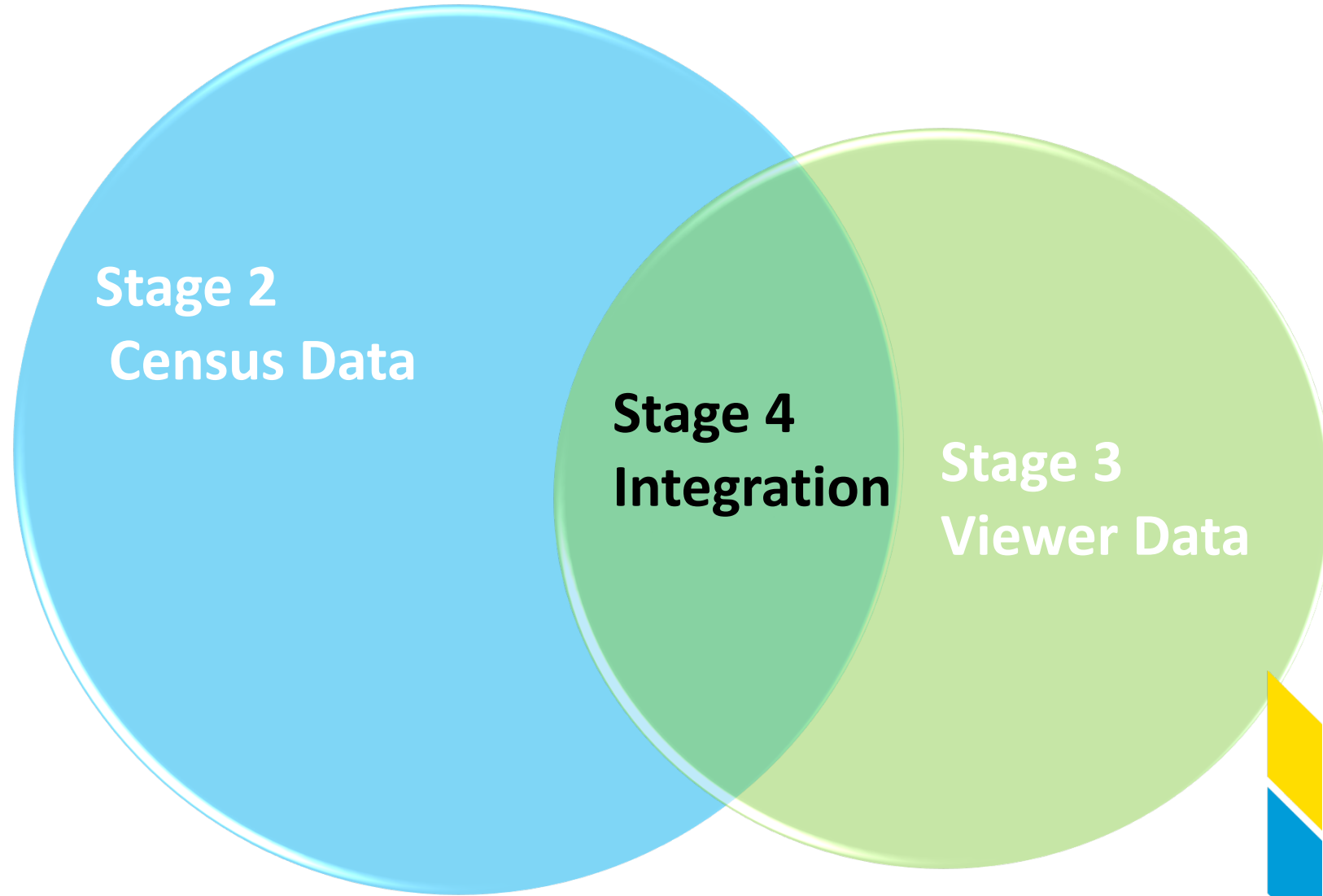
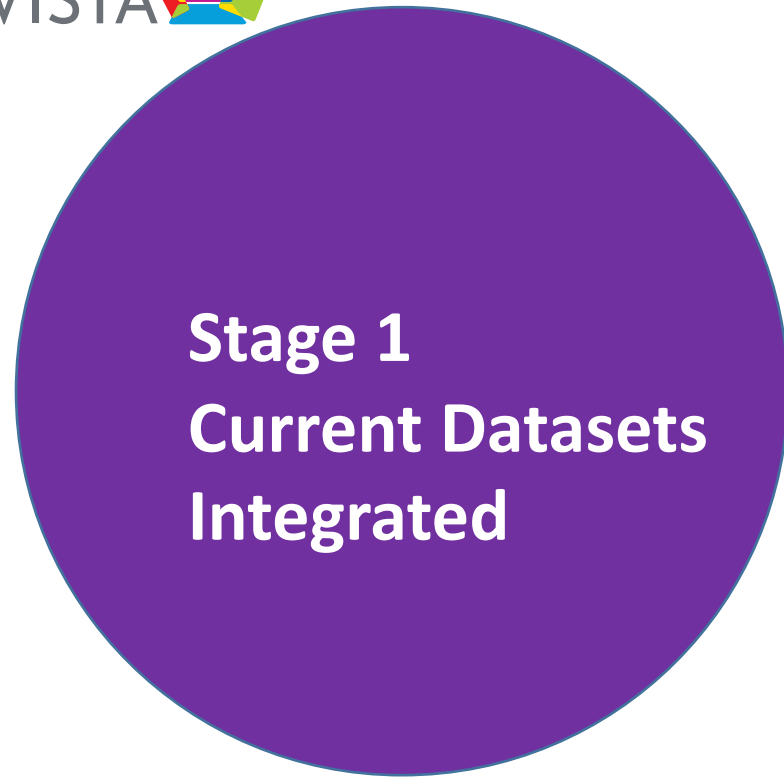


Stage 2 – Census Data



Stage 3 – Viewer Data





VISTA

The logo graphic for VISTA consists of several overlapping, semi-transparent colored squares in red, yellow, blue, green, and magenta. A white play button icon is centered on the magenta square.