

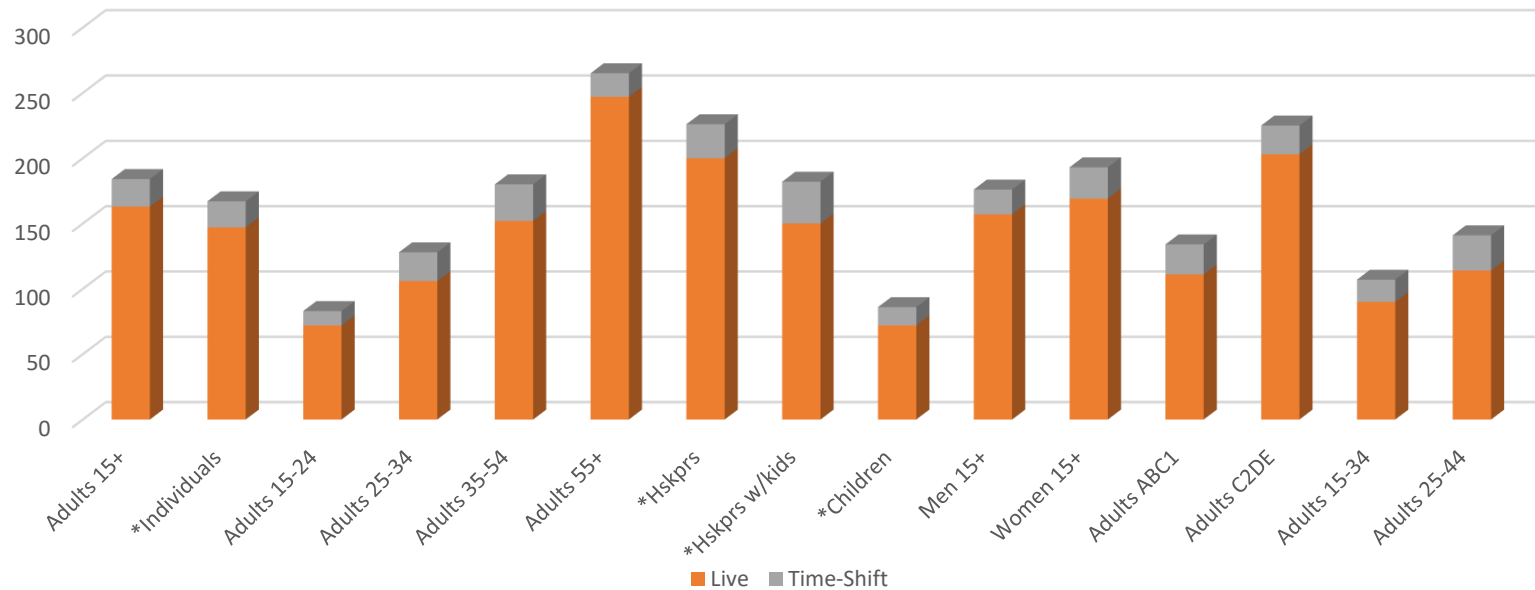
# **September 2017 Viewing Trends Overview**

# Total Viewing September 2017

Irish adults aged 15+ watched TV for an average of 3 hours and 6 minutes each day in September 2017. 89% of this viewing was live and the other 11% (21 minutes) was time shifted.

# Average Minutes Viewed Daily

September 2017



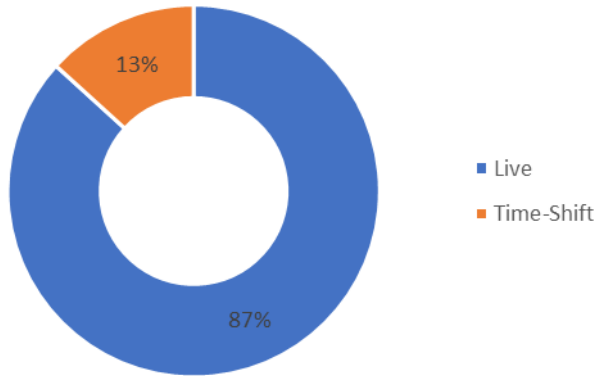
Housekeepers with kids watch the highest amount of time shifted minutes with adults 35-54 the second highest.

Source: TAM Ireland Ltd / Nielsen TAM / Av mins, Total TV, Consolidated, National

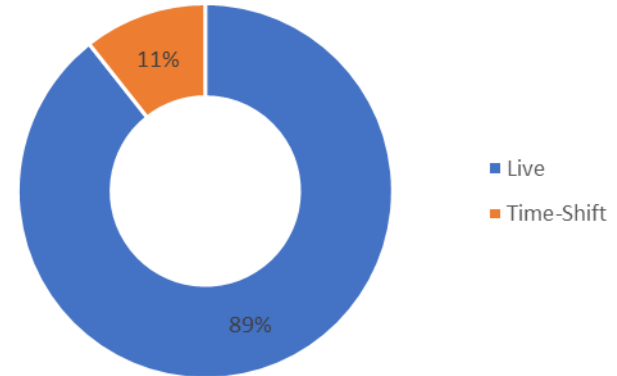
# TV Viewing Live v Time shift Year on Year

Sept 2017 V's Sept 2016

Adults 15-24 September 2017



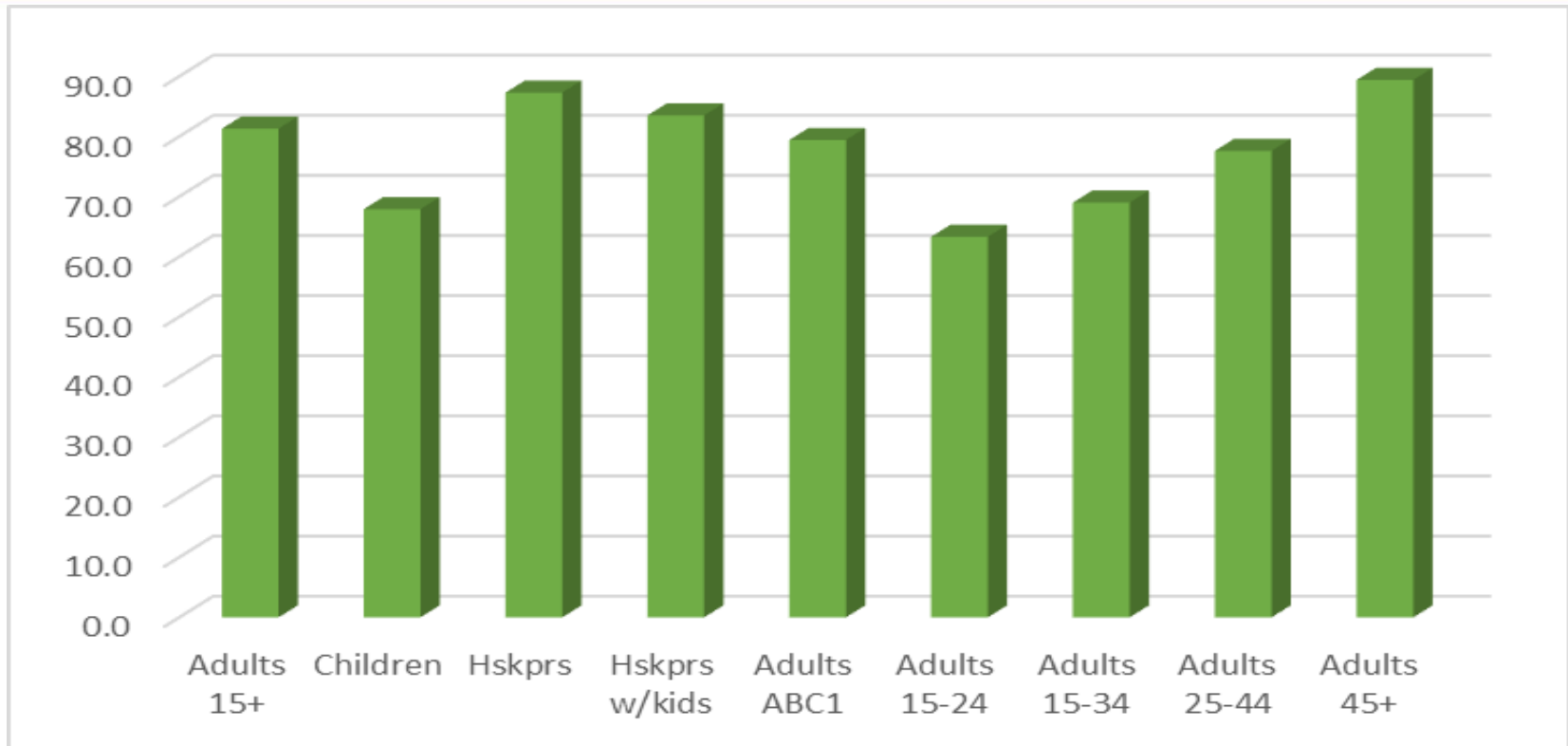
Adults 15-24 September 2016



PVR ownership is now at 60%. The vast majority of viewing is to live TV. The % of **live TV** viewing has declined slightly year on year for 15-24 year olds.

# Weekly reach of TAM Ireland Commercial Channels

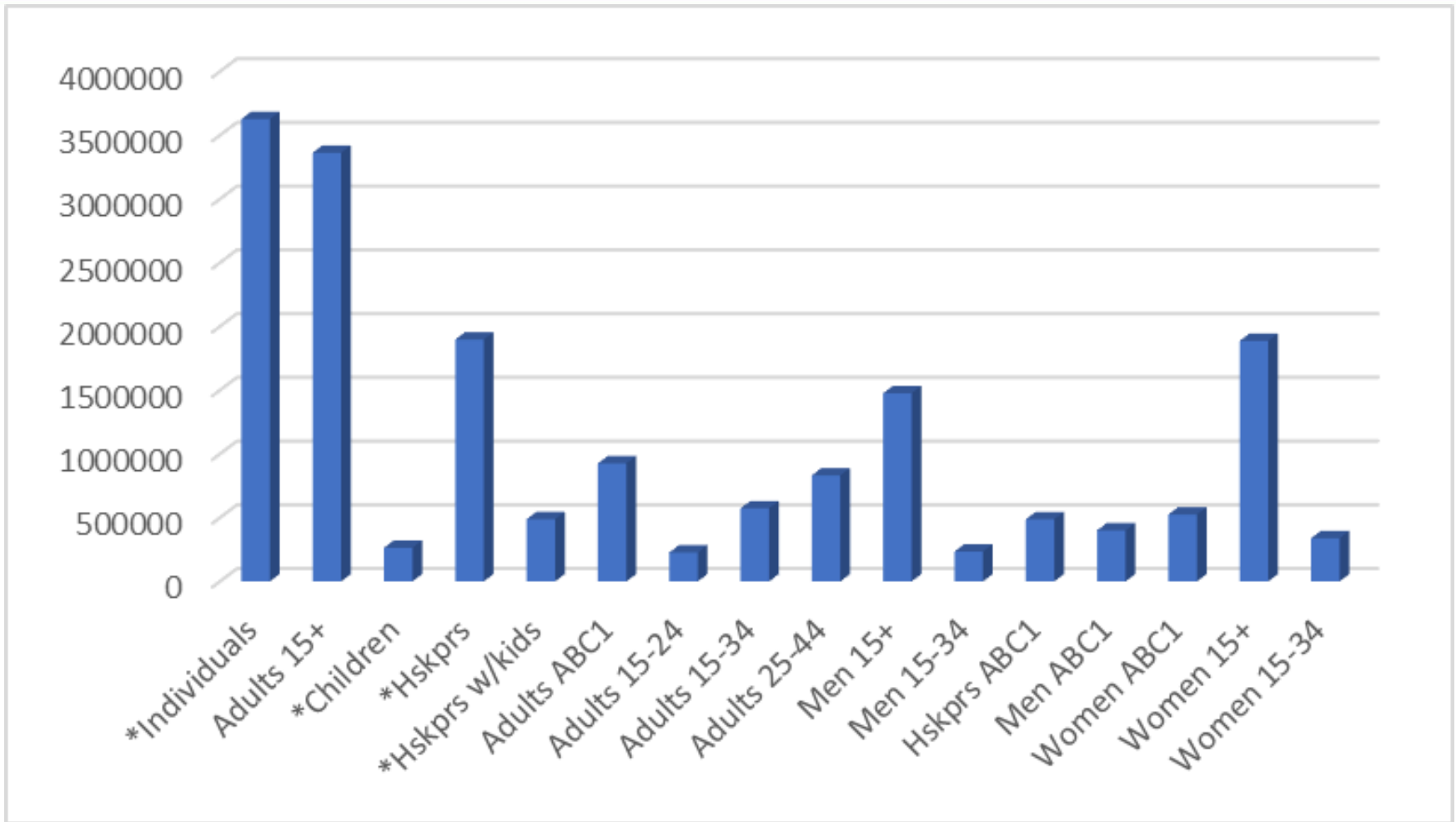
September 2017



TAM Ireland commercial channels reached 87.3% of housekeepers, 83.5% of housekeepers with kids, 79% of ABC1 adults and 78% of 25 - 44 yr olds each week in September

# Commercial Impacts

September 2017



# Top 10 Advertisers September 2017

Based on 30" sec 000s, Individuals 4+

1	Procter & Gamble Ireland
2	Sky
3	Eir
4	Unilever
5	Lidl Ireland
6	Allied Irish Banks (AIB)
7	Aldi Stores Ltd
8	Virgin Media
9	Diageo
10	McDonalds

*Source: TAM Ireland Ltd / Nielsen TAM*

*Based on 30" 000s, ROI Commercial Channels, Individuals 4+, Consolidated, National*