



# April 2018

## Viewing Trends Overview

# Total Viewing-April 2018



**WEEKLY REACH REMAINS HIGH  
TAM IRELAND  
COMMERCIAL CHANNELS  
REACHED 76% OF ADS ABC1  
IN APRIL**

**2 HOURS 14 MINUTES**



25-44 year olds watched TV for an average of 2 hours and 14 minutes each day in April 2018. 80% of this viewing was live and the other 20% was time shifted.

**P&G**

**TOP  
ADVERTISER**



was the top advertiser in April 2018, with Sky and Diageo in second and third place.

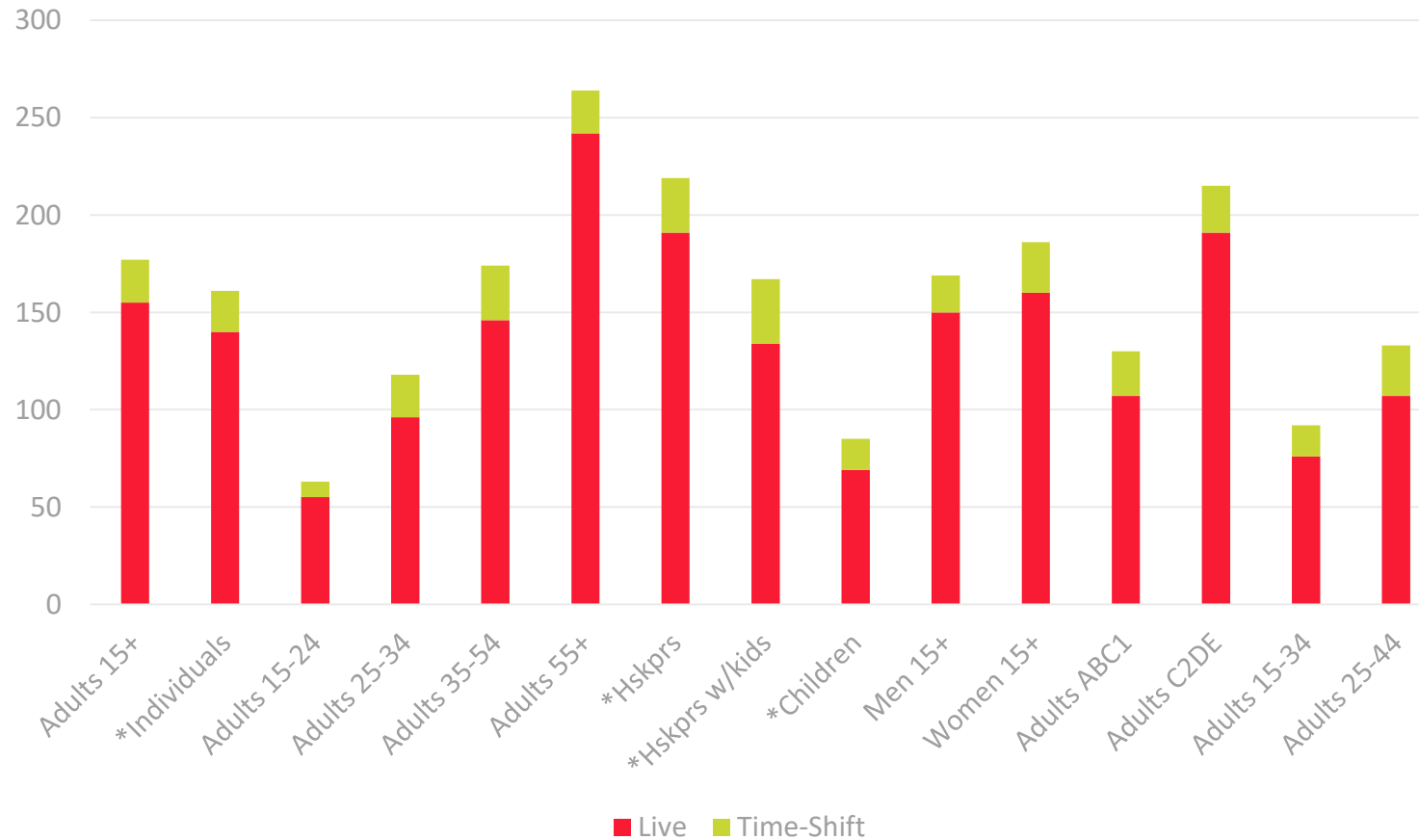
## TOP PROGRAMMES



**THE LATE LATE  
SHOW OF  
THE 20TH APRIL  
ON RTE ONE WAS  
THE MOST VIEWED  
PROGRAMME**

Other highlights were Champions League (Liverpool V Roma) on TV3, Modern Family on Sky 1 and The Great Celebrity Bake Off on Channel 4

# Average Minutes viewed **daily** April 2018

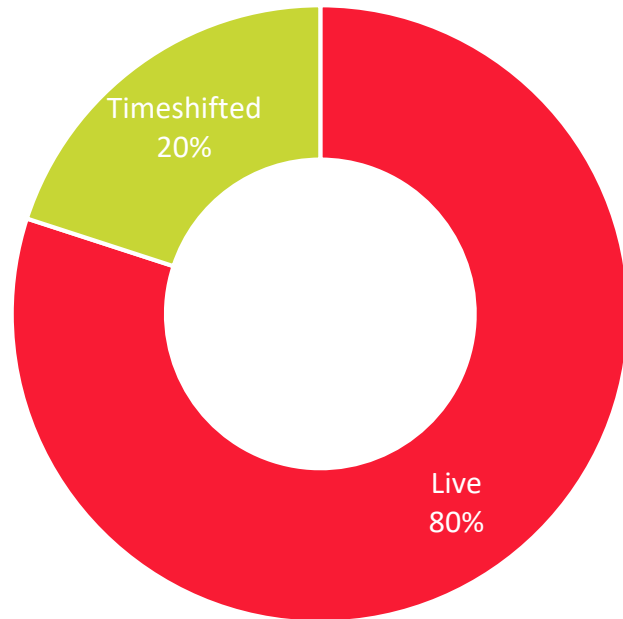


- 20% of HK with kids viewing in April was timeshifted
- 87% of Adults 15-24 viewing in April was to LIVE TV

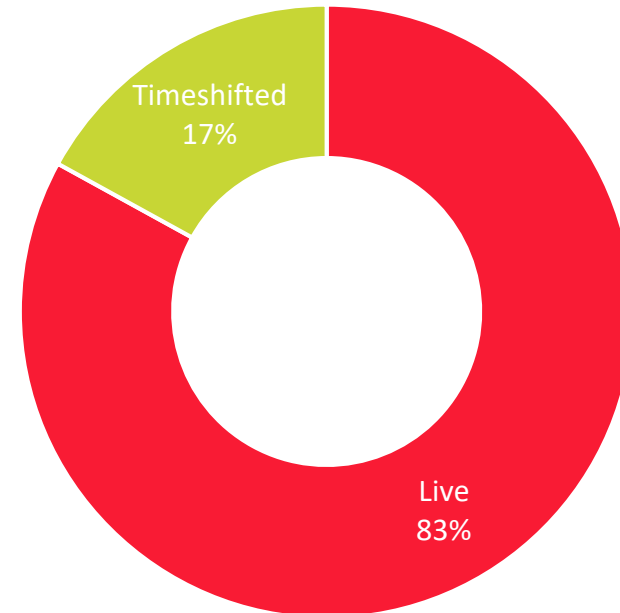
# TV Viewing Live v Time shift Year on Year

20% of Ads 25-44 viewing was timeshifted in April 2018, compared to 17% in April 2017

Adults 25-44  
April 2018

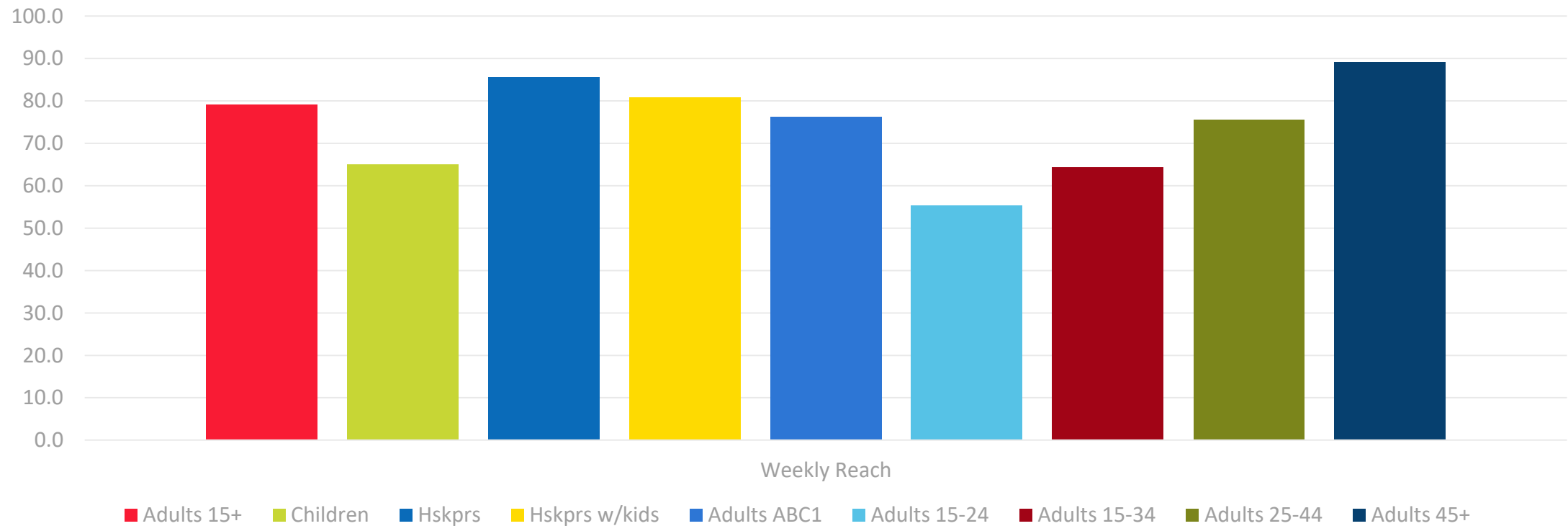


Adults 25-44  
April 2017

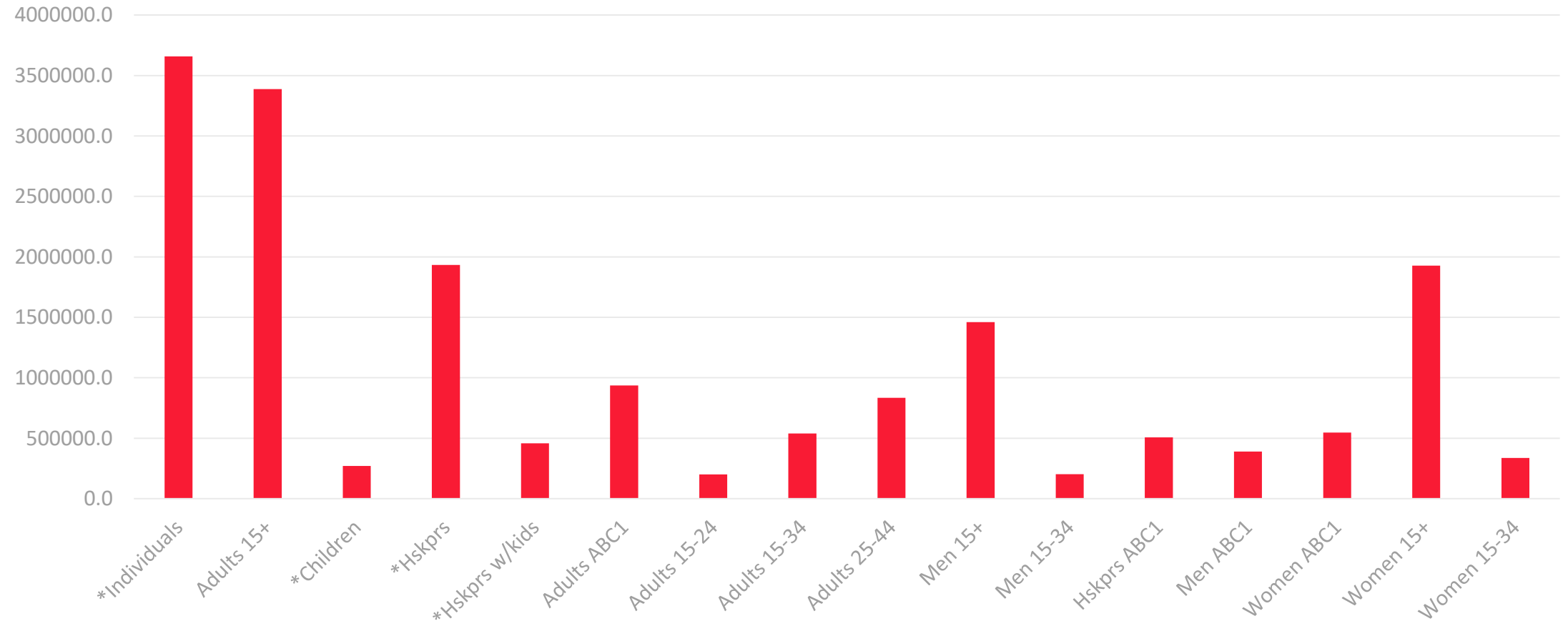


# Weekly reach of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 76% of Ads ABC1 each week in April



# Commercial Impacts April 2018



# Top 10 Advertisers April 2018



1: Procter & Gamble



2: Sky Ireland



3: Diageo



4: Vodafone Ireland



05: Reckitt Benckiser



06: Allied Irish Banks



07: Eir



08: Virgin Media



09: 3



10: McDonalds

# Top Programmes April 2018

RTE

- The Late Late Show
- Room To Improve
- RTE News: Nine O'clock
- Champions League-Live Liverpool V Man City
- At Your Service

Virgin  
media  
solutions

- Coronation Street
- Champions League-Live Man City V Liverpool
- Champions League-Live Liverpool V Roma
- Live Aintree Grand National
- Emmerdale

sky

- Live Nissan Super Sunday
- Live Premier League: Man City V Man Utd
- Live Premier League: Man City V Man Utd pre match
- Live Premier League: Everton V Liverpool
- Modern Family



# Top Programmes April 2018



- The Great Celebrity Bake Off for SU2C
- Gogglebox
- Young Sheldon
- F1: Chinese Grand Prix Highlights
- The Big Bang Theory



- The Charlotte Show
- Ex on the Beach
- Teen Mum UK
- Paw Patrol
- The Middle



- GAA Beo
- Rugbaí-Croabh na hEorpa
- Nuacht
- Laochra Gael
- Rugbaí Beo Pro 14



- FA Cup 2017/2018
- The Masters 2018
- Golf Central 2018
- The Masters Highlights
- F1 Grand Prix Race 2018