



May 2018

Viewing Trends Overview

Total Viewing-May 2018



**WEEKLY REACH REMAINS HIGH
TAM IRELAND
COMMERICAL CHANNELS
REACHED 67% OF ADS 15-34
IN MAY**

2 HOURS 46 MINUTES



35-54 year olds watched TV for an average of 2 hours and 46 minutes each day in May 2018. 83% of this viewing was live and the other 17% was time shifted.

P&G

**TOP
ADVERTISER**

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



TOP PROGRAMMES

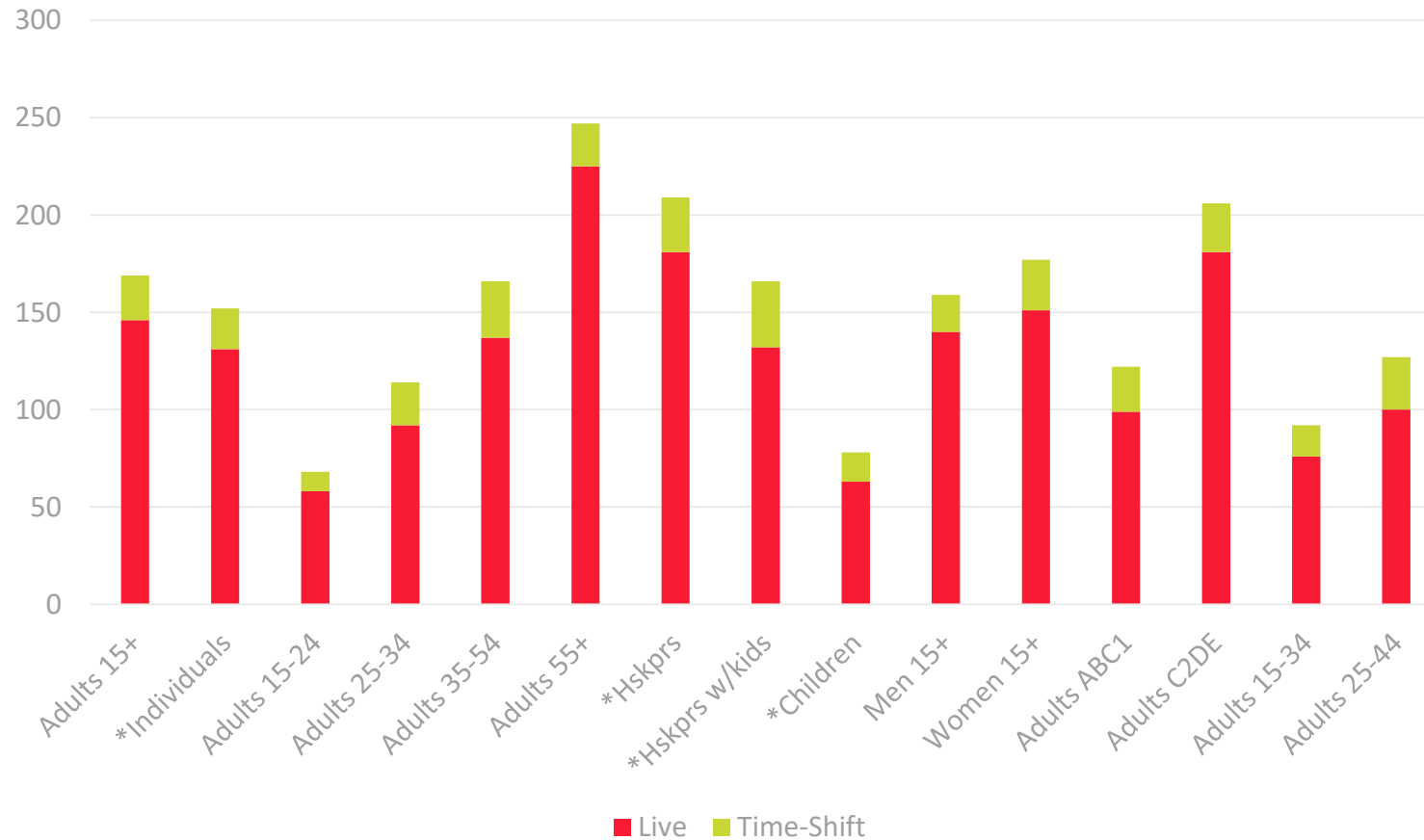


**THE EUROVISION
SONG CONTEST
FINAL ON MAY 12TH
ON RTE ONE WAS
THE MOST VIEWED
PROGRAMME**

Other highlights were Champions League (Liverpool V Real Madrid) on RTE 2 and Britain's Got Talent on TV3

Average Minutes viewed **daily** May 2018

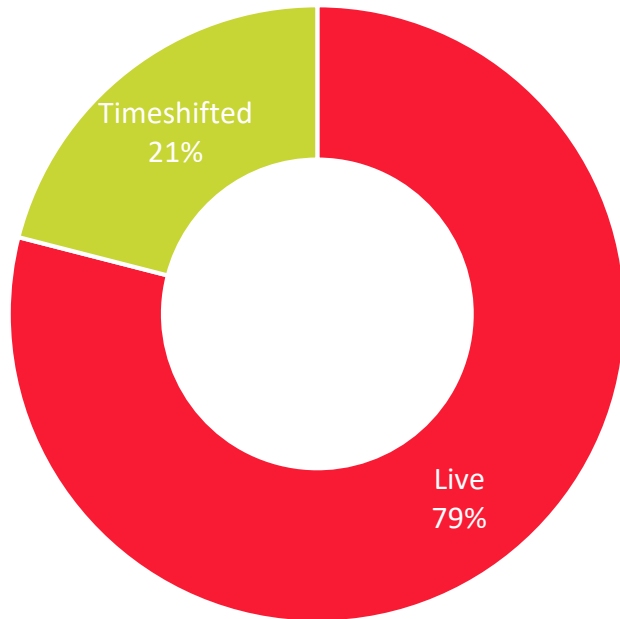
- 91% of Adults 55+ viewing in May was to LIVE TV



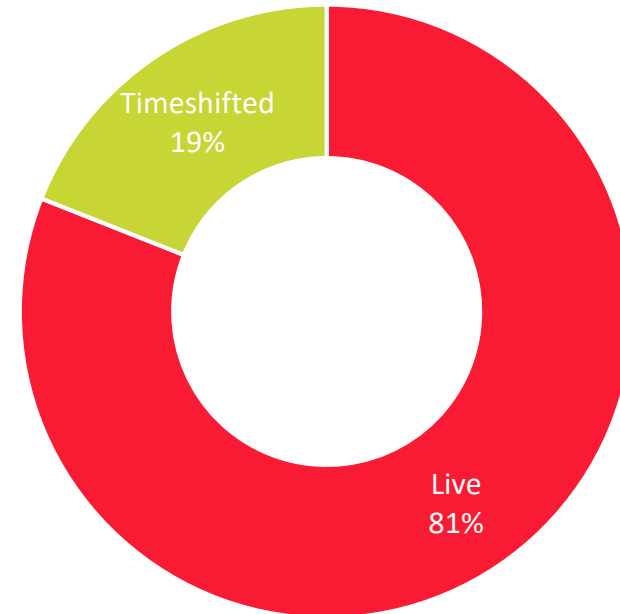
TV Viewing Live v Time shift Year on Year

Amongst all viewing audiences the Live/Timeshift viewing splits have remained similar year on year

Adults 25-44
May 2018

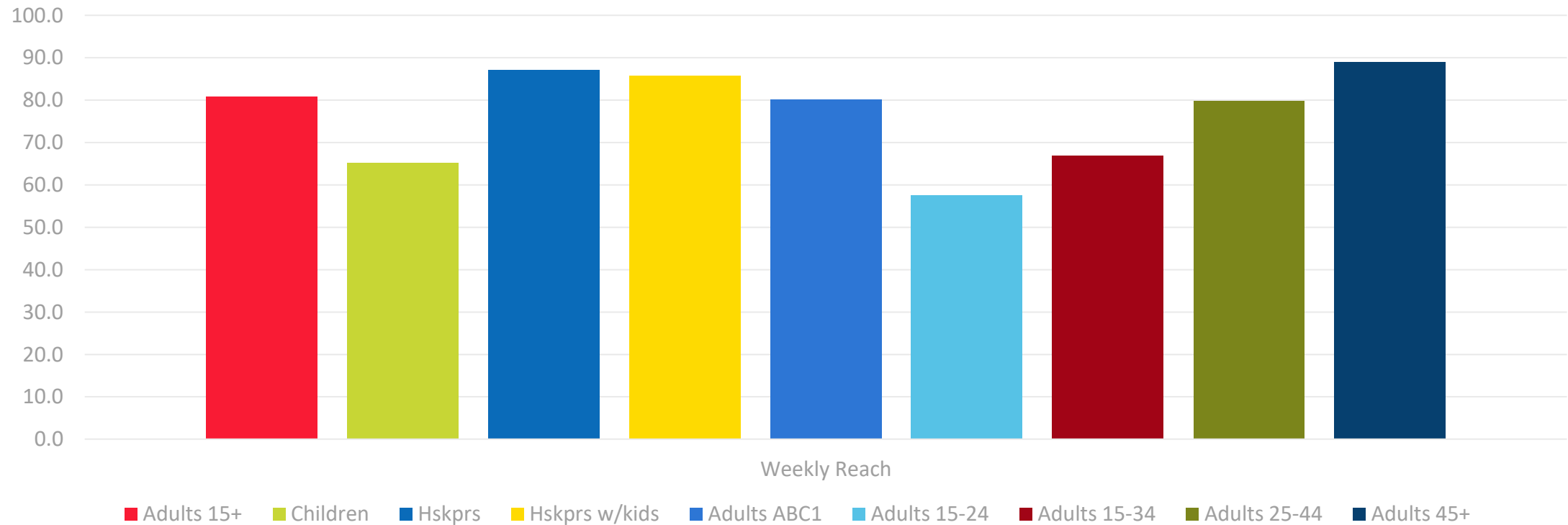


Adults 25-44
May 2017

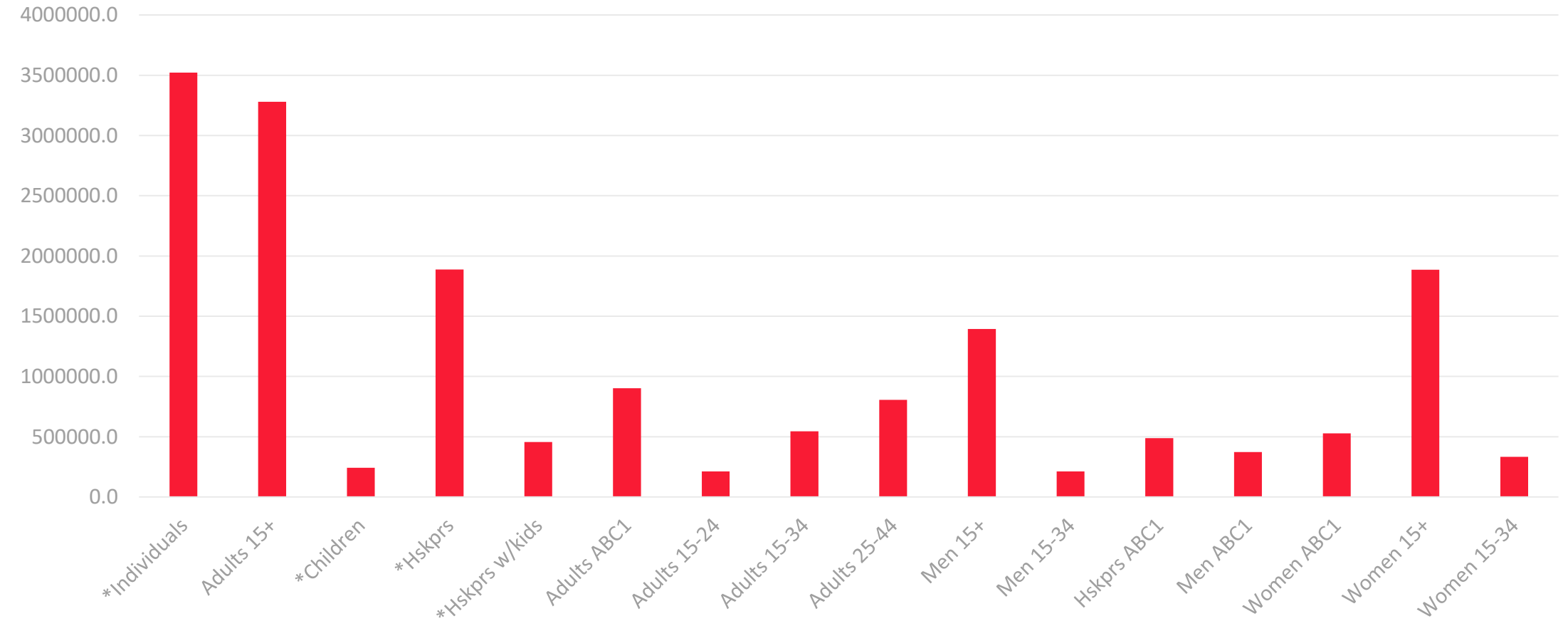


Weekly **reach** of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 67% of Ads 15-34 each week in May



Commercial Impacts May 2018



Source: TAM Ireland Ltd / Nielsen TAM / 30" 000s, Consolidated, National

Top 10 Advertisers May 2018



1: Procter & Gamble



2: Sky Ireland



3: Diageo



4: Vodafone Ireland



05: Reckitt Benckiser



06: Virgin Media



07: Ulster Bank



08: Eir



09: Supervalu



10: Three

Top Programmes May 2018

RTE

- Eurovision Song Contest Final
- RTE News: Nine O'clock
- Champions League Live - Live Play - Real Madrid V Liverpool
- The Late Late Show
- Champions League-Live Roma V Liverpool

Virgin media
solutions

- Coronation Street
- Champions League-Live Madrid V Munich
- Emmerdale
- Britain's Got Talent
- Who Wants to be a Millionaire

sky

- The Royal Wedding
- Live Premier League: Swansea V Southampton
- Live Nissan Super Sunday Chelsea V Liverpool
- Live Premier League: West Ham V Man United
- Law and Order: SVU

Top Programmes May 2018



- Gogglebox
- Young Sheldon
- Mo Salah: A Football Fairy Tale
- The Big Bang Theory
- 24 Hours in Police Custody



- Ben & Holly's Little Kingdom
- Ex on the Beach
- Paw Patrol
- Nella The Princess Knight
- Top Wing



- Rugbaí Beo Pro 14 2017-2018
- Opry an Lúir 5
- Rugbaí - Craobh na hEorpa 2017-2018
- Bend it like Beckham
- Peil na mBan Beo 2018



- UEFA Europa League 2017/2018
- The Darts Show 2018
- Guinness Pro 14 Highlights
- Guinness Pro 14
- F1 Grand Prix Qualifying 2018