



# July 2018

## Viewing Trends Overview

# Total Viewing-July 2018



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

**2 HOURS 17 MINUTES**

24-44 year olds watched TV for an average of 2 hours and 17 minutes each day in July 2018. 80% of this viewing was live and the other 20% was time shifted.



**PROCTER &**  
**GAMBLE** **TOP**  
**ADVERTISER**



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

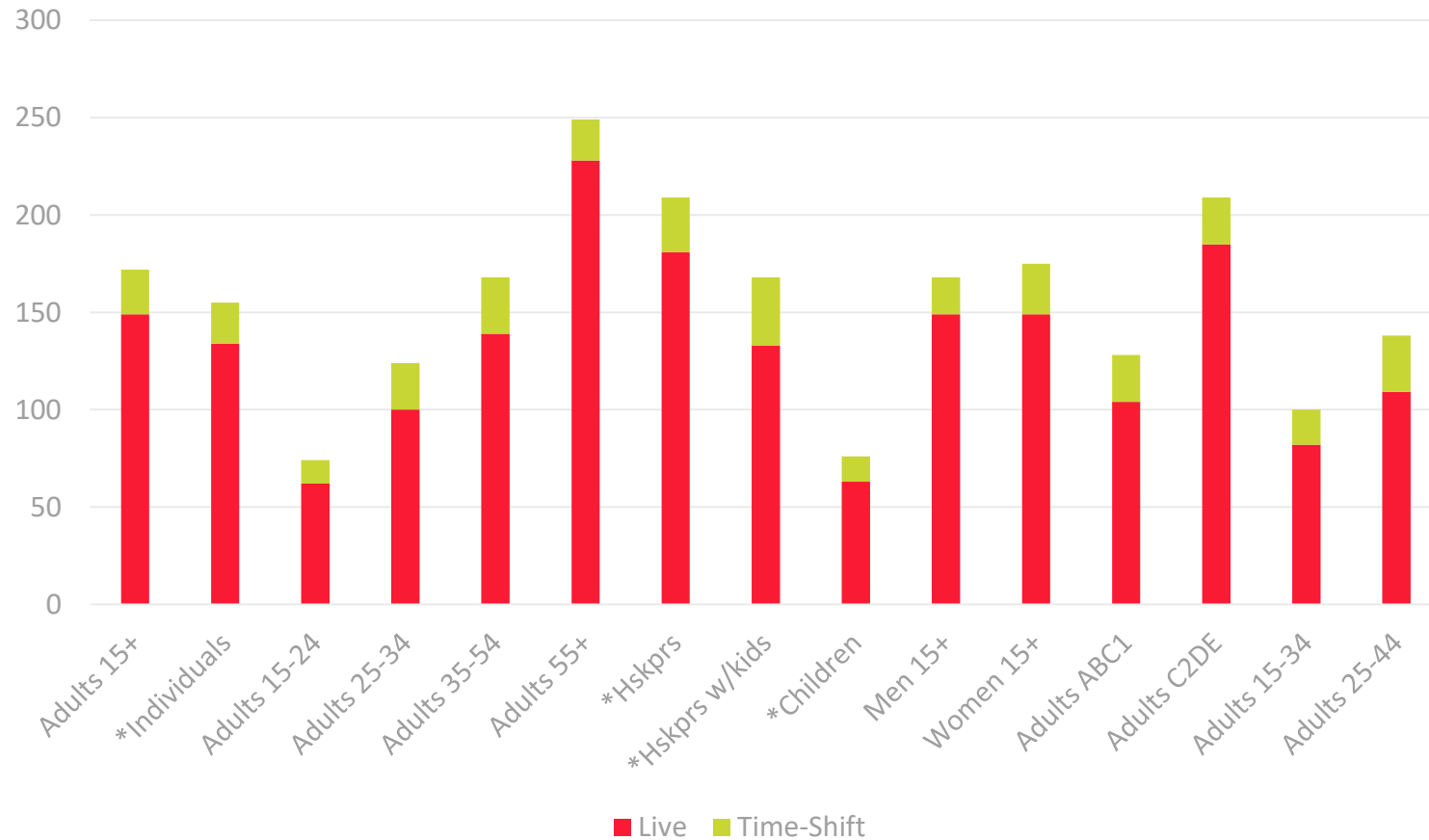
## TOP PROGRAMMES



**CROATIA V ENGLAND**  
**(LIVE PLAY) IN THE FIFA**  
**WORLD CUP**  
**ON JULY 11TH**  
**ON RTE 2 WAS THE MOST**  
**VIEWED PROGRAMME**

The second most watched programme was the post match analysis for Croatia V England. Other highlights were Love Island on 3e and Who is America on C4

# Average Minutes viewed **daily** July 2018

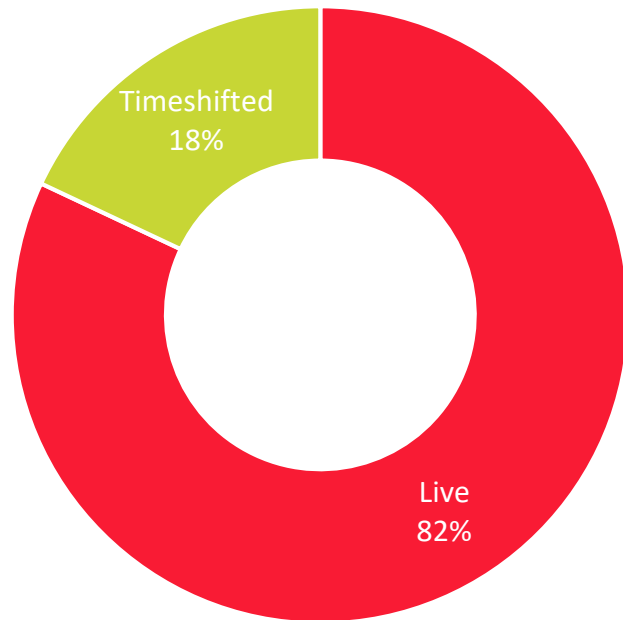


- Average daily minutes (consolidated) for Ads 25-44 is up 2% versus July 2017

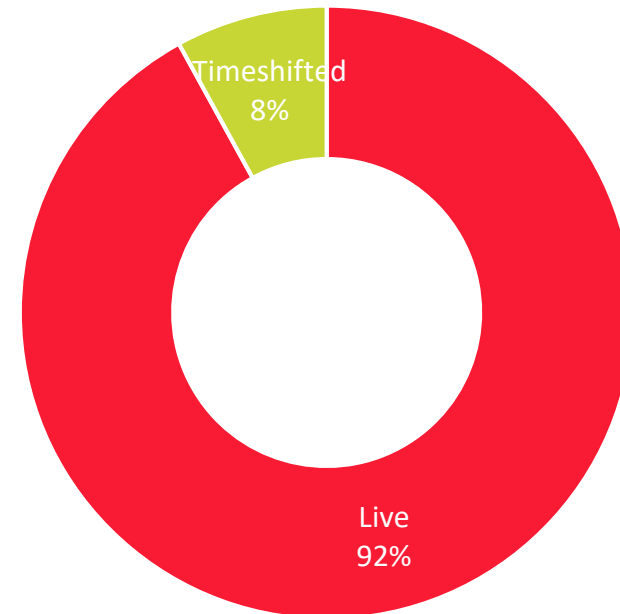
# TV Viewing Live v Time shift

Adults 55+ continues to have the highest percentage of viewers to live TV versus time-shifted viewing. 82% of Ads 15-34 viewing is to Live TV

Adults 15-34  
July 2018

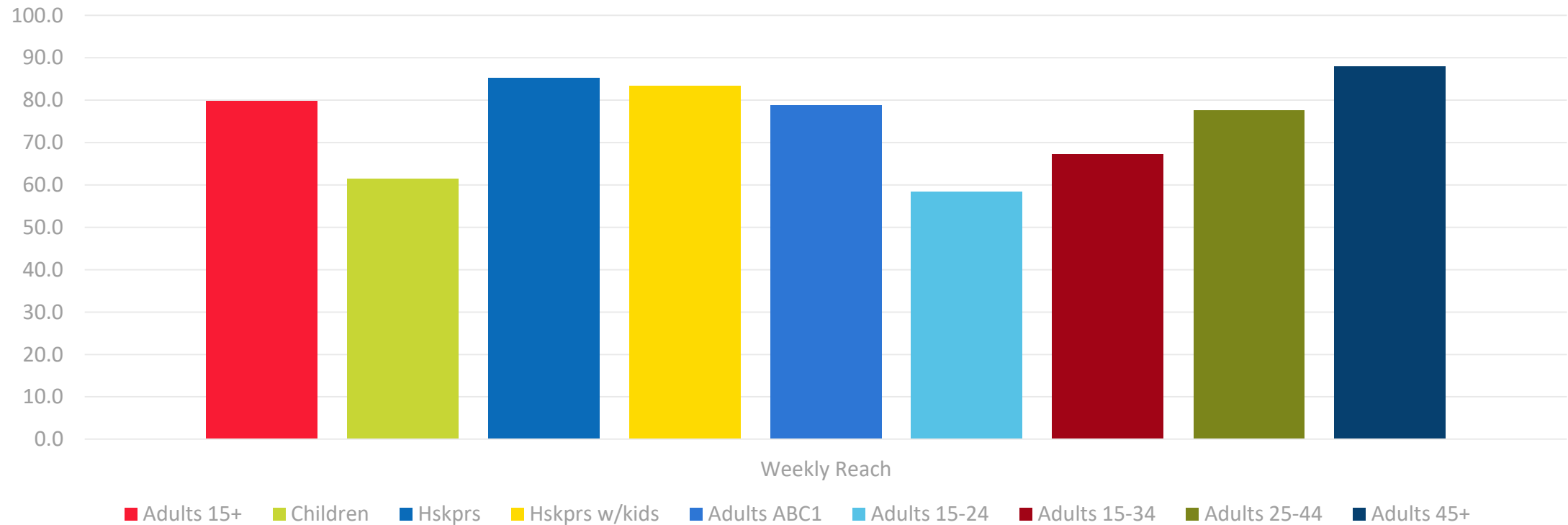


Adults 55+  
July 2018

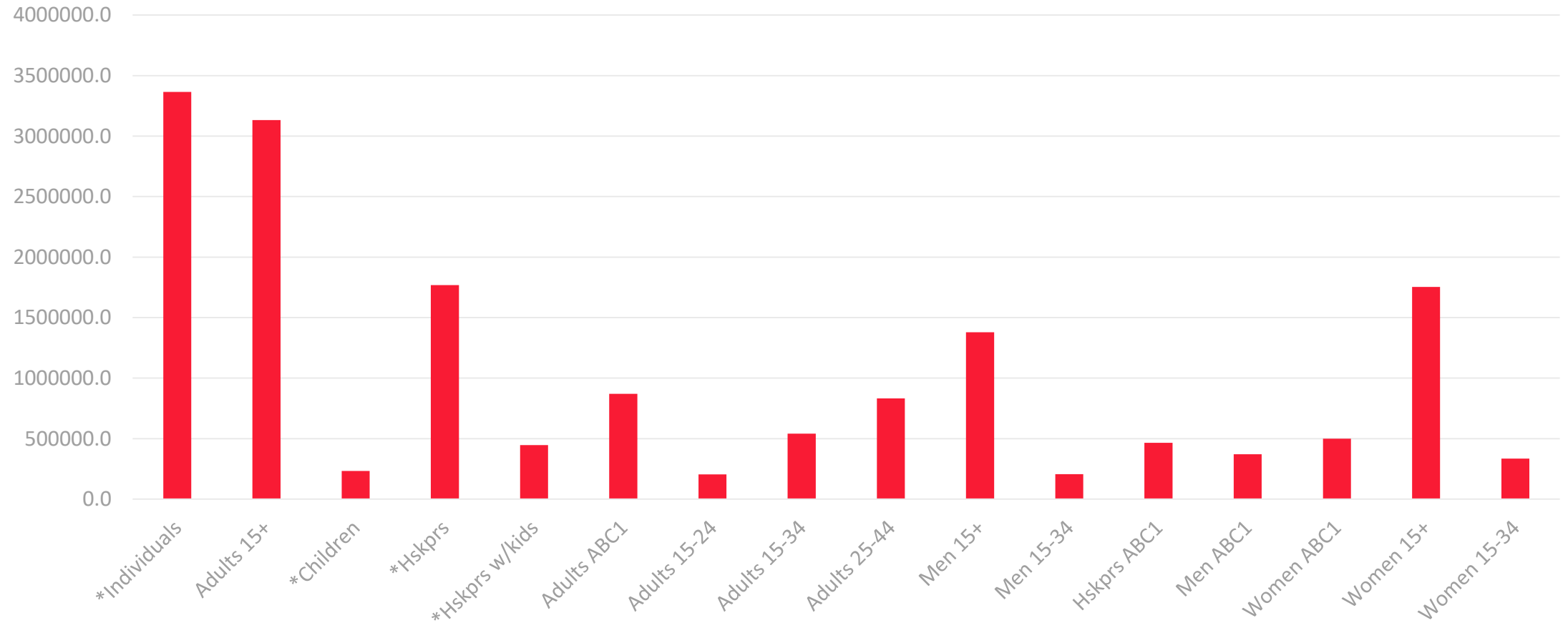


# Weekly reach of TAM Ireland Commercial Channels

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



# Commercial Impacts July 2018



# Top 10 Advertisers July 2018



1: Procter & Gamble

DIAGEO

2: Diageo



3: Sky Ireland



4: Reckitt Benckiser



05: Vodafone Ireland



06: Unilever



07: Virgin Media



08: Eir

L'ORÉAL

09: L'Oréal



10: McDonalds

# Top Programmes July 2018

RTE

- 2018 FIFA World Cup - Live Play - Croatia V England
- 2018 FIFA World Cup - Post Match - Croatia V England
- 2018 FIFA World Cup Final - Live Play - France V Croatia
- 2018 FIFA World Cup - Live Play - Colombia V England
- 2018 FIFA World Cup - Live Play - France V Belgium

Virgin  
media  
solutions

- Coronation Street
- Emmerdale
- Love Island (23<sup>rd</sup> July)
- Love Island Final
- 3News AT 5.30

sky

- Live GAA-Tyrone V Dublin
- Sky Sports News Special (24<sup>th</sup> July)
- Sky News with Kay Burley (9<sup>th</sup> July)
- Seal Team
- Sky Sports News (24th July)



# Top Programmes July 2018



- Who is America?
- Young Sheldon
- The Last Leg
- F1: Austrian Grand Prix live
- F1: Hungarian Grand Prix Highlights



- Film: Bruce Almighty(2003)
- Paw Patrol
- Teen Mon
- Ex on the Beach SU
- Nella the Princess knight



- GAA BEO 2017 - 2018
- Opry Dhoire
- Fleadh TV Cúige 2018
- 3:10 To Yuma
- Opry Dhoire Duets



- UEFA Europa League 18/19
- Mobil 1 – The Grid 2018
- F1 Grand Prix Qualifying
- Darts 2018
- Master Superbike Champion