



August 2018

Viewing Trends Overview

Total Viewing-August 2018



WEEKLY REACH REMAINS HIGH
TAM IRELAND
COMMERICAL CHANNELS
REACHED 85% OF HW +CH
EACH WEEK IN AUGUST

2 HOURS 6 MINUTES



Adults ABC1 watched TV for an average of 2 hours and 6 minutes each day in August 2018. 80% of this viewing was live and the other 20% was time shifted.

SKY

IRELAND

TOP

ADVERTISER



was the top advertiser in August 2018, with Procter & Gamble and Virgin Media in second and third place.

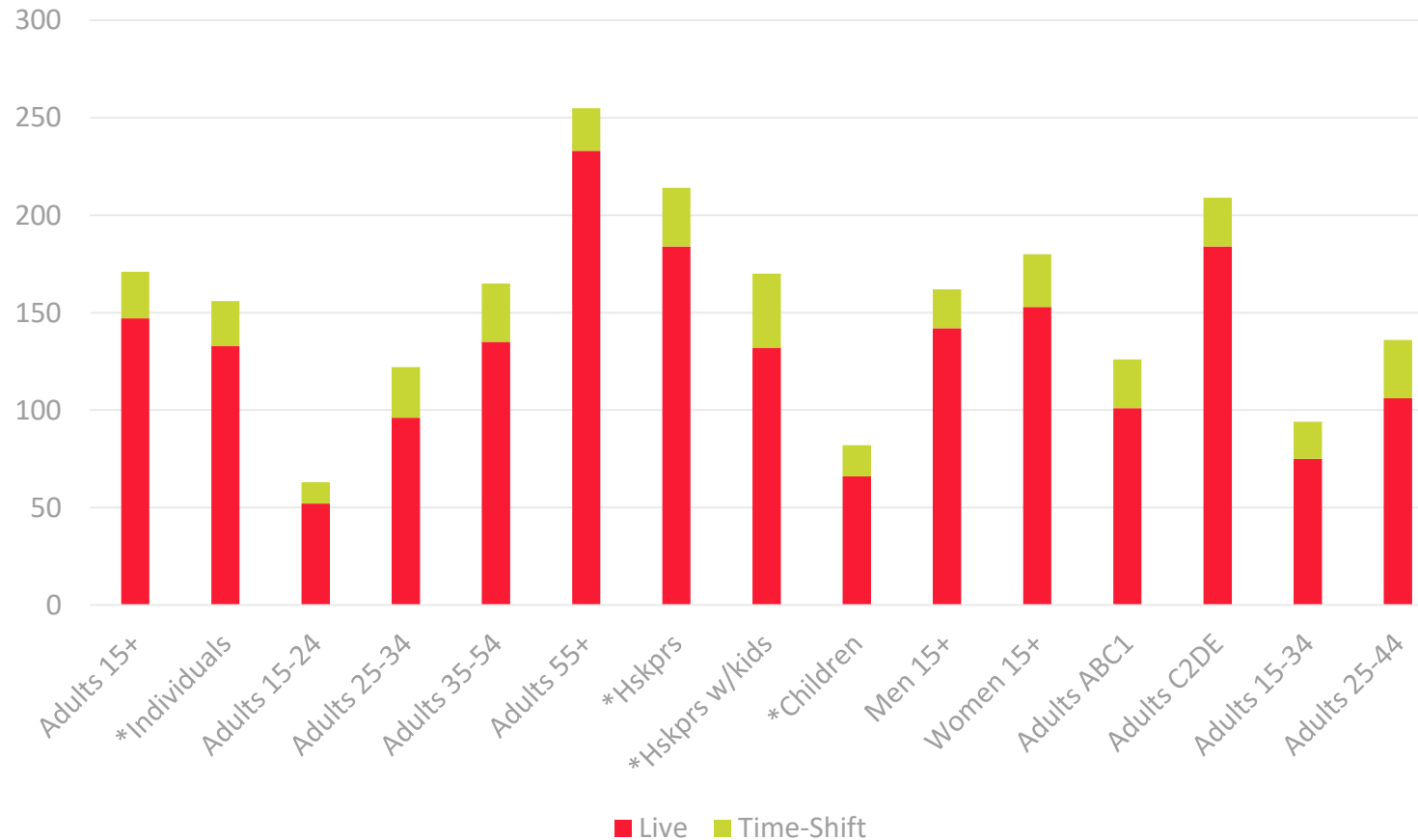
TOP PROGRAMMES



THE ALL IRELAND
HURLING FINAL BETWEEN
GALWAY & LIMERICK ON
RTE2 ON AUGUST 19TH
WAS THE MOST VIEWED
PROGRAMME

Other highlights were The Great British Bake Off on Channel 4, Coronation Street on TV3 and Live Monday Night Football on Sky Sports Main Event

Average Minutes viewed **daily** August 2018

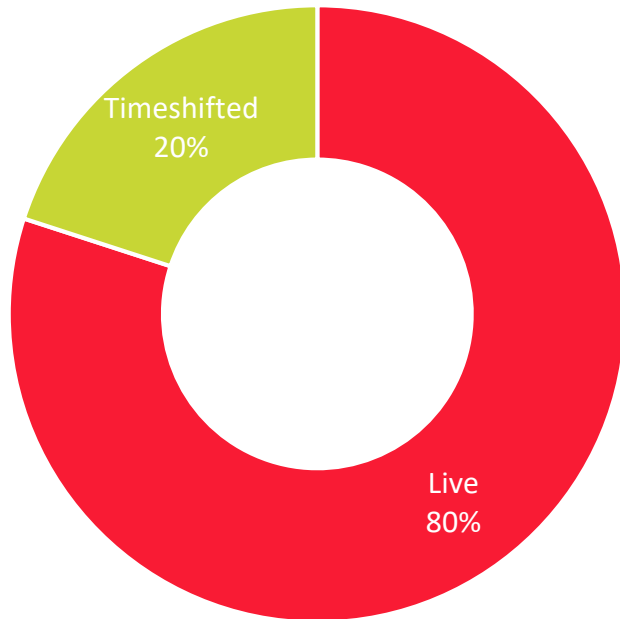


- 80% of an Adult 15-34 viewing is to live TV, with the other 20% of viewing time-shifted

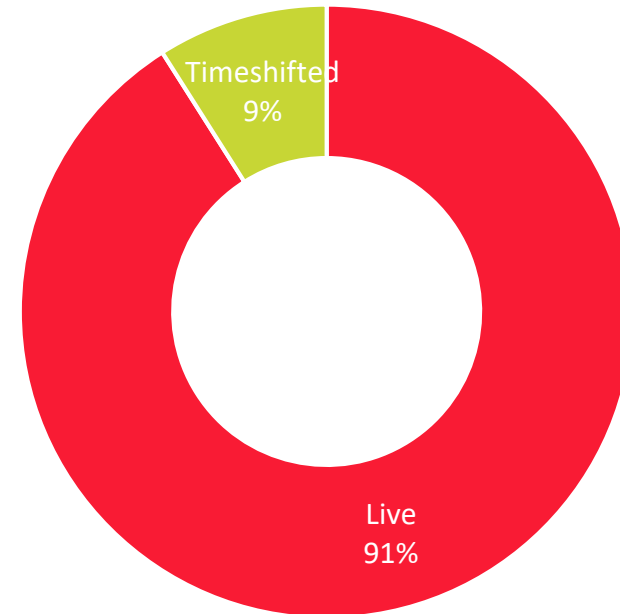
TV Viewing Live v Time shift

Adults 55+ continue to have the highest percentage of viewers to live TV -90%. In comparison 80% of Ads 15-34 viewing is to Live TV

Adults 15-34
August 2018

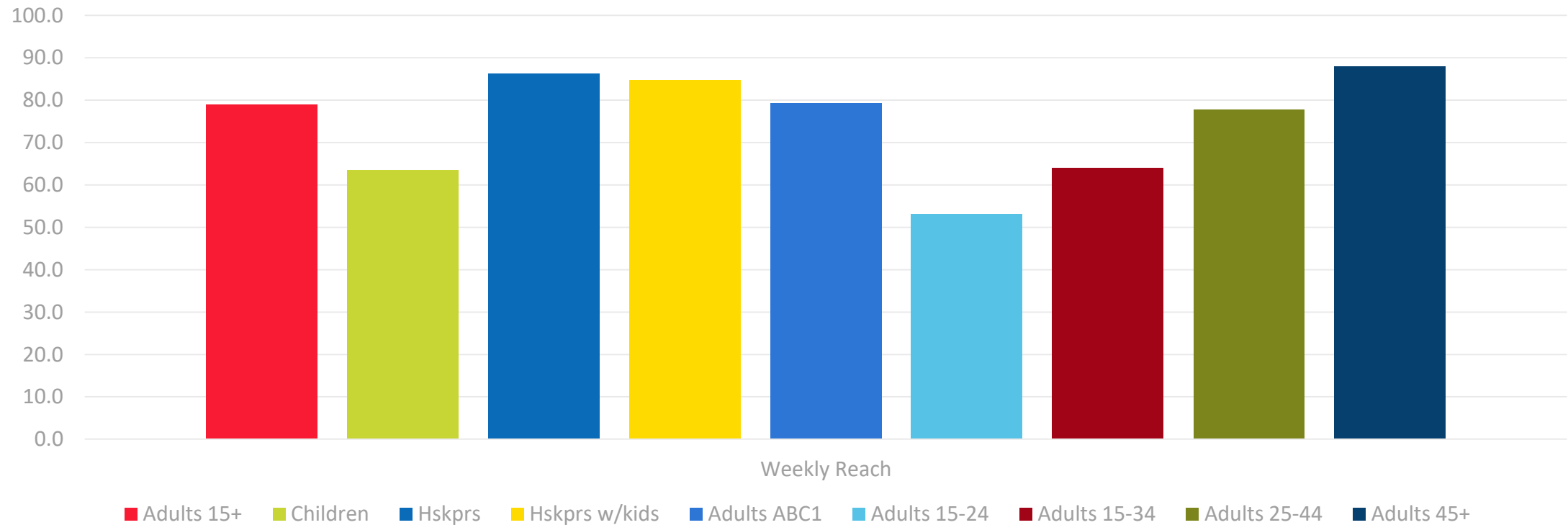


Adults 55+
August 2018



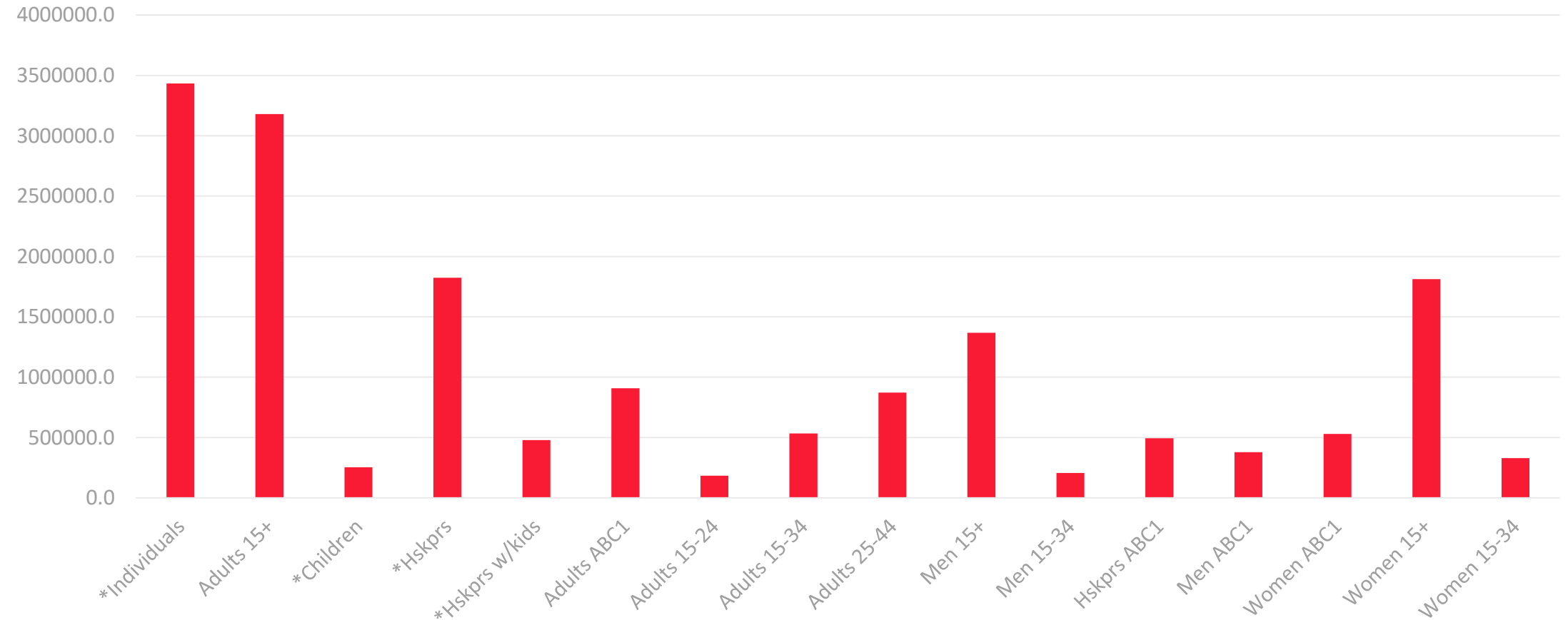
Weekly **reach** of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 79% of Ads ABC1 each week in August



Source: TAM Ireland Ltd / Nielsen TAM / Av Weekly Reach, Consolidated, National/All Commercial Channels

Commercial Impacts August 2018



Top 10 Advertisers August 2018



1: Sky Ireland



2: Procter & Gamble



3: Virgin Media

DIAGEO

4: Diageo



05: Eir



06: Allied Irish Banks



07: Unilever



08: Reckitt Benckiser



09: McDonalds



10: Ulster Bank

Top Programmes August 2018

RTE

- Sunday Game Live - Live Play - FSHC - Gal V Lim
- Sunday Game Live - Post Match - FSHC - Gal V Lim
- RTE News: Nine O'clock
- Pope Francis In Ireland
- The Rose Of Tralee International Festival 2018

Virgin
media
solutions

- Coronation Street
- Emmerdale
- The Blind Side
- The Call
- Celebrity Big Brother

sky

- Live Monday Night Football (Man U V Tot H)
- Live FNF: Man Utd V Leicester
- Live Monday Night Football: C. Palace V Liverpool
- A League of Their Own
- Live Renault Super Sunday (19th Aug)

Top Programmes Aug 2018



- The Great British Bake Off
- Saving Poundstretcher
- First Dates Hotel
- Who is America?
- Hang Ups



- Paw Patrol
- Will and Grace
- Ben & Holly's Little Kingdom
- Impractical Jokers
- Teen Mom 2



- GAA BEO 2017 - 2018
- Opry an lúir 1
- Fleadh TV 2018
- NUACHT TG4 2018
- Rugbaí Beo Pro 14 2018-2019



- GUINNESS PRO14 2018/19
- Cardiff Blues V Leinster
- UCL
- Darts 2018
- Formula 2
- UEL