



January 2019

Viewing Trends Overview



Total Viewing- January 2019



WEEKLY REACH REMAINS HIGH
TAM IRELAND COMMERCIAL
CHANNELS REACHED AN
AVERAGE OF 82% OF AABC1
EACH WEEK IN JANUARY

3 HOURS 06 MINUTES



Housekeepers with kids watched TV for an average of 6 hours and 06 minutes each day in January 2019. 76% of this viewing was live and the other 24% was time shifted.

PROCTER & GAMBLE

was the top advertiser in January 2019, with Sky Ireland and Vodafone Ireland in second and third place respectively.

TOP ADVERTISER



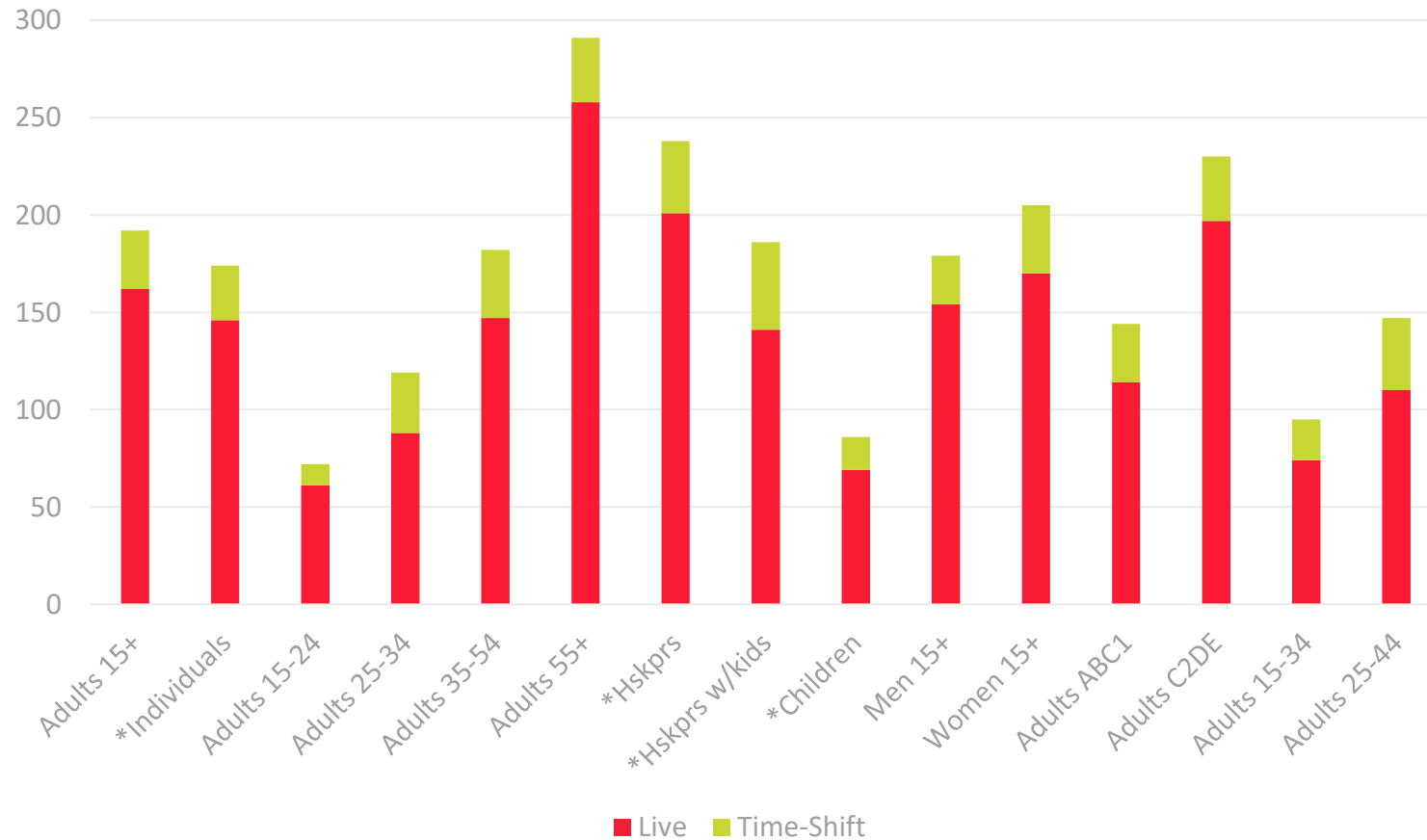
TOP PROGRAMMES



DANCING WITH THE STARS
ON JAN 27TH ON RTE
ONE WAS THE MOST
VIEWED PROGRAMME.

Other highlights were Coronation Street on Virgin Media One and Operation Transformation on RTE One

Average Minutes viewed **daily** January 2018



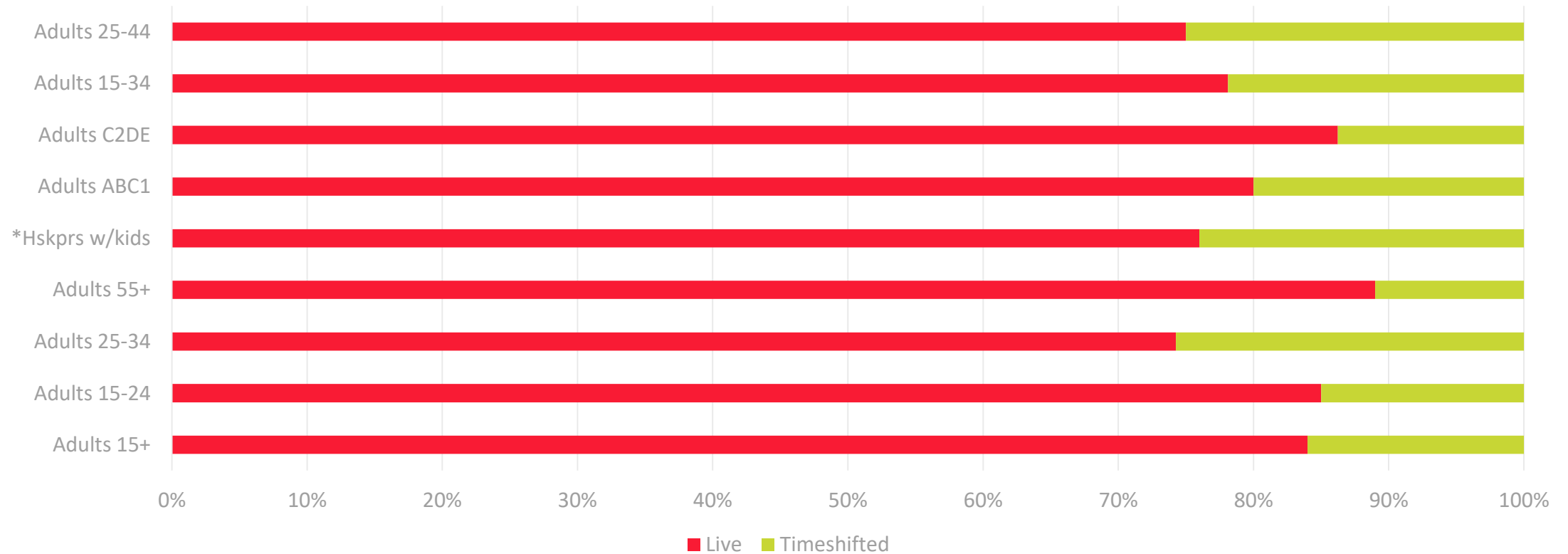
- 85% of an Adult 15-24 viewing is to live TV, with the other 15% of viewing time-shifted

TV Viewing: Live v Time shift %

January 2019

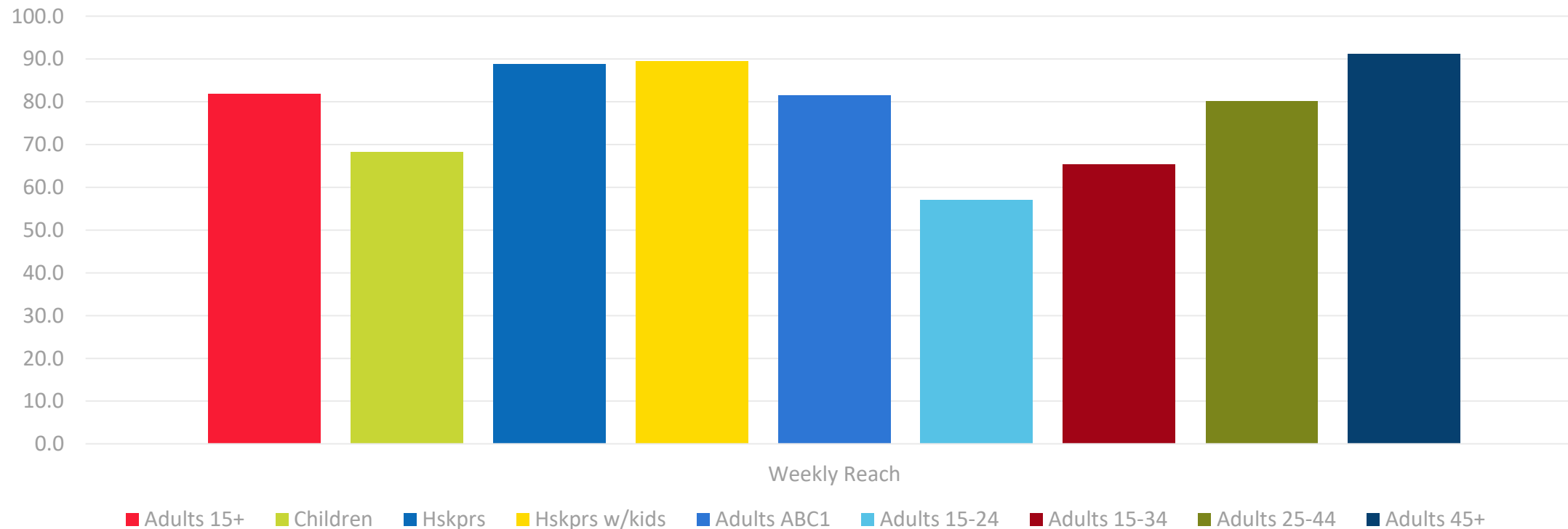
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted

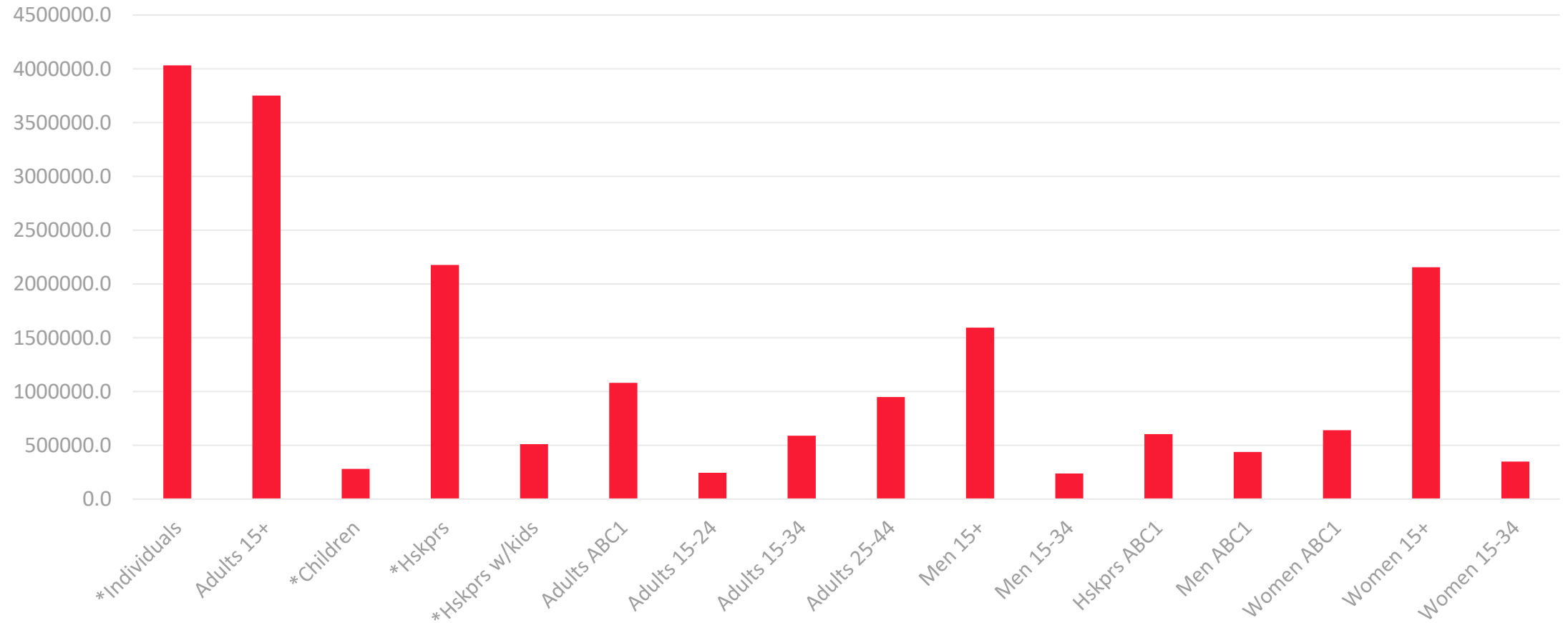


Weekly reach of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 82% of Ads ABC1 each week in January



Commercial Impacts January 2019



Top 10 Advertisers January 2019



1: Procter & Gamble



2: Sky Ireland



3: Vodafone Ireland



4: Eir



05: Reckitt Benckiser



06: Diageo



07: Aldi Stores Ireland



08: Hyundai Ireland



09: Harvey Norman



10: Three

Top Programmes January 2019

Top 5 programmes by station group are below. A breakdown of the Top 10 programmes by station for January 2018 can be found [here](#)



- Dancing With The Stars
- RTE News: Nine O'Clock
- Operation Transformation
- RTE News: Six One
- Late Late Show, The



- Coronation Street
- Emmerdale
- Googlebox Ireland
- H. Champions Cup: Munster V Exeter Live
- Who Wants to be a Millionaire



- Live Premier League: Man City V Liverpool
- Live Renault Super Sunday (January 13th)
- Live Premier League: Newcastle V Man United
- Sky News Tonight with Dermot Murnaghan
- Live Tottenham V Chelsea

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- The Great News Years Bake Off
- Big Fat Quiz of Everything
- Catastrophe
- Kirstie and Phil's Love it or List it
- Steph and Dom: Can Cannabis save our son?



- Impractical Jokers
- Paw Patrol
- Game Shakers
- FILM: The Internship
- Victorious



- GAA BEO 2018 - 2019
- Rugbaí Beo Pro 14 2018-2019
- Glór Tíre 15
- Titanic
- A Little Bit Showband
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- Guinness Pro 14 (5th Jan)
- Allianz National Hurling League (26th Jan)
- FA CUP 2019 ENG
- Best Lessons Every 2018
- Allianz National Football League (26th Jan)