



May 2019

Viewing Trends Overview

Overview-May 2019

WEEKLY REACH REMAINS HIGH
TAM IRELAND COMMERCIAL
CHANNELS REACHED AN
AVERAGE OF 88.5% OF ADS
45+ EACH WEEK IN MAY



2 HOURS 54 MINUTES



Women (aged 15+) watched TV for an average of 2 hours 54 minutes each day in May 2019. 83% of this viewing was live and the other 17% was time shifted.

SKY
IRELAND

was the top advertiser in May 2019, with P&G and Diageo in second and third place respectively.

TOP
ADVERTISER



TOP PROGRAMMES

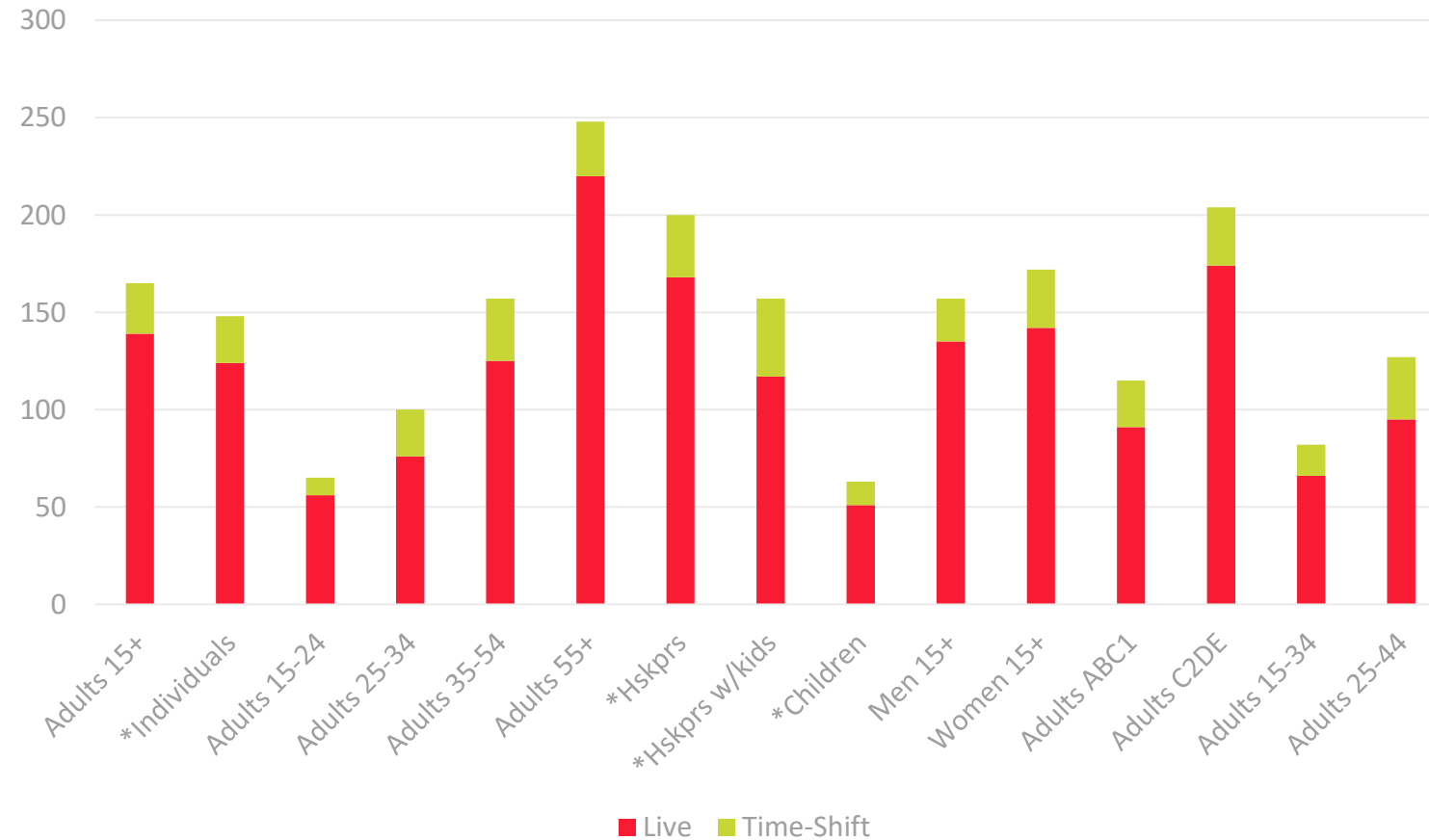


THE LATE LATE SHOW
COUNTRY MUSIC
SPECIAL
ON MAY 3RD ON RTE
ONE WAS THE MOST
VIEWED PROGRAMME.

Other highlights were Coronation Street on Virgin Media 1, Champions League on RTE 2 and Game of Thrones on Sky Atlantic

Average Minutes viewed **daily** May 2019

- Women 15+ watched 171 minutes (2h 54m) of TV DAILY in May

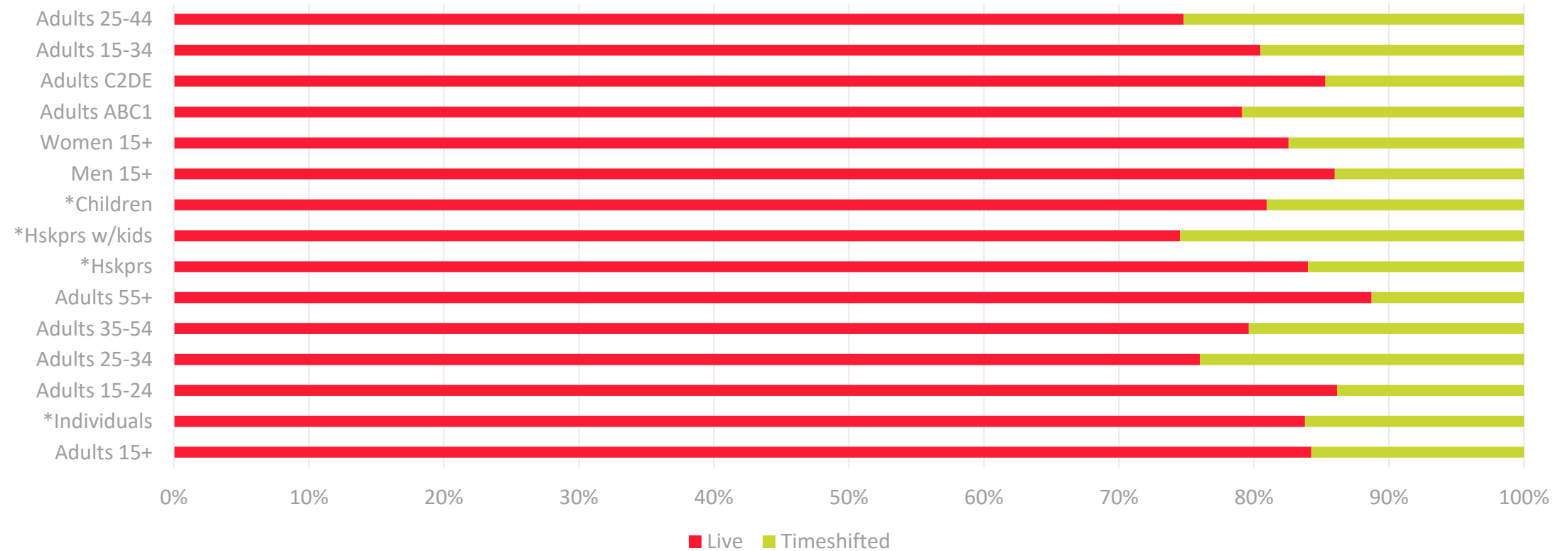


TV Viewing: Live v Time shift %

May 2019

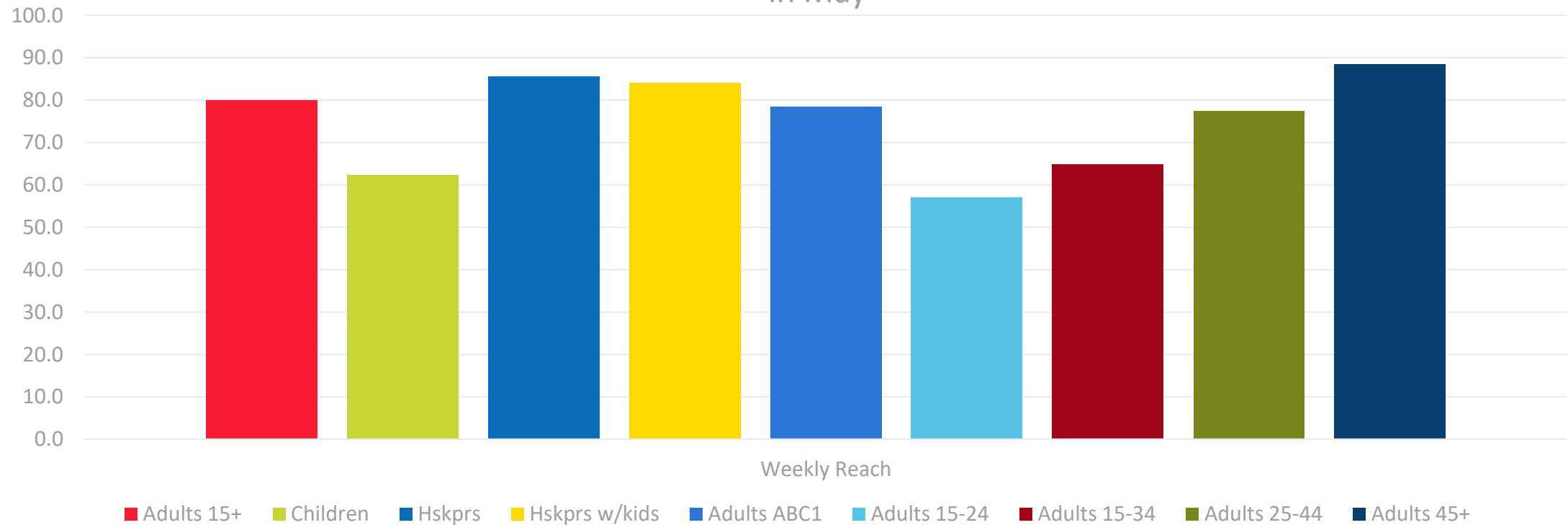
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted

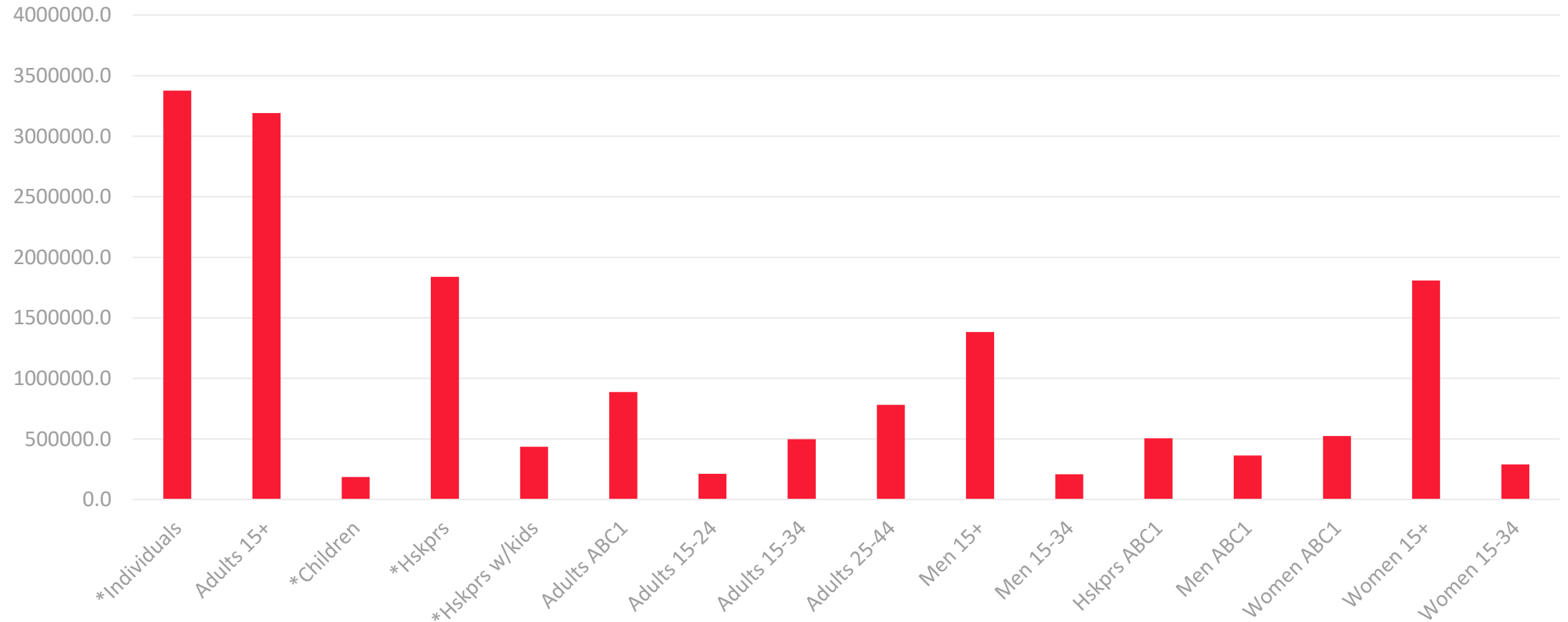


Weekly reach of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 88.5% of Ads45+ each week in May



Commercial Impacts May 2019



Top 10 Advertisers May 2019



1: Sky Ireland



2: Procter & Gamble

DIAGEO

3: Diageo



4: Three



05: Eir



06: McDonalds



07: Reckitt Benckiser



08: Vodafone Ireland



09: Bank of Ireland



10: An Post

Top Programmes May 2019

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



- Late Late Show Country Music Special, The
- Champions League Live - Post Match - Liverpool V Barcelona
- RTE News: Nine O'Clock
- Prime Time
- Champions League Live - Live Play - Liverpool V Barcelona



- Coronation Street
- Emmerdale
- LIVE:Chelsea V Arsenal (29th)
- HCC Leinster V Saracens :Live
- Britain's Got Talent



- Game of Thrones
- Live Monday Night Football: Man City V Leicester
- Live Premier League: Newcastle V Liverpool
- Modern Family
- Chernobyl

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- Googlebox
- The Virtues
- The Big Bang Theory
- First Dates
- Film: The Girl on the Train(2016)



- Teen Mon
- Friends
- Blaze and the Monster Machines
- Paw Patrol
- Blockbusters



- Rugbaí Beo Pro 14 2018-2019
- John Grisham's The Rainmaker
- Opry an Iúir
- Callas and Kennedy
- Peil na mBan Beo 2019



- Guinness PRO14 2018/19 (Sat 18th)
- FA CUP 2019
- Roland Garros Highlights
- Golf Central 2019
- Classic GAA