



# July 2019

## Viewing Trends Overview

# Overview-July 2019

**WEEKLY REACH REMAINS HIGH**  
**TAM IRELAND COMMERCIAL**  
**CHANNELS REACHED AN**  
**AVERAGE OF 79.7% OF HW+CH**  
**EACH WEEK IN JULY**



**2 HOURS 6 MINUTES**



Adults aged 25-44 watched TV for an average of 2 hours 6 minutes each day in July 2019. 77% of this viewing was live and the other 23% was time shifted.

**PROCTER  
& GAMBLE**

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

**TOP  
ADVERTISER**



**TOP PROGRAMMES**

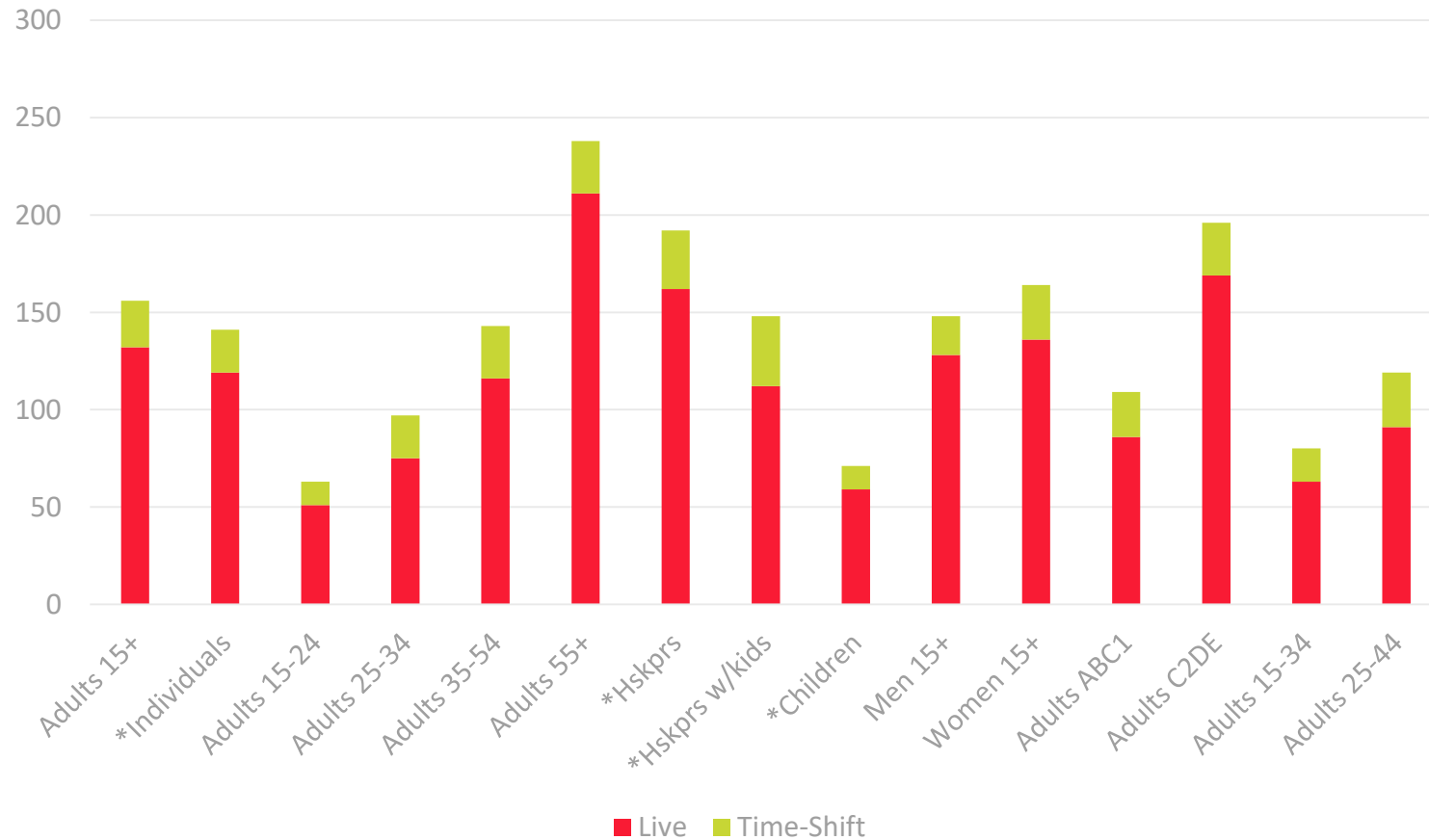


**THE SUNDAY GAME:  
WEXFORD V**

**TIPPERARY ON RTE 2 ON  
JULY 28TH WAS THE MOST  
VIEWED PROGRAMME.**

Other highlights were Love Island on VM2 and RTE Investigates on RTE One on Wednesday 24th

# Average Minutes viewed **daily** July 2019



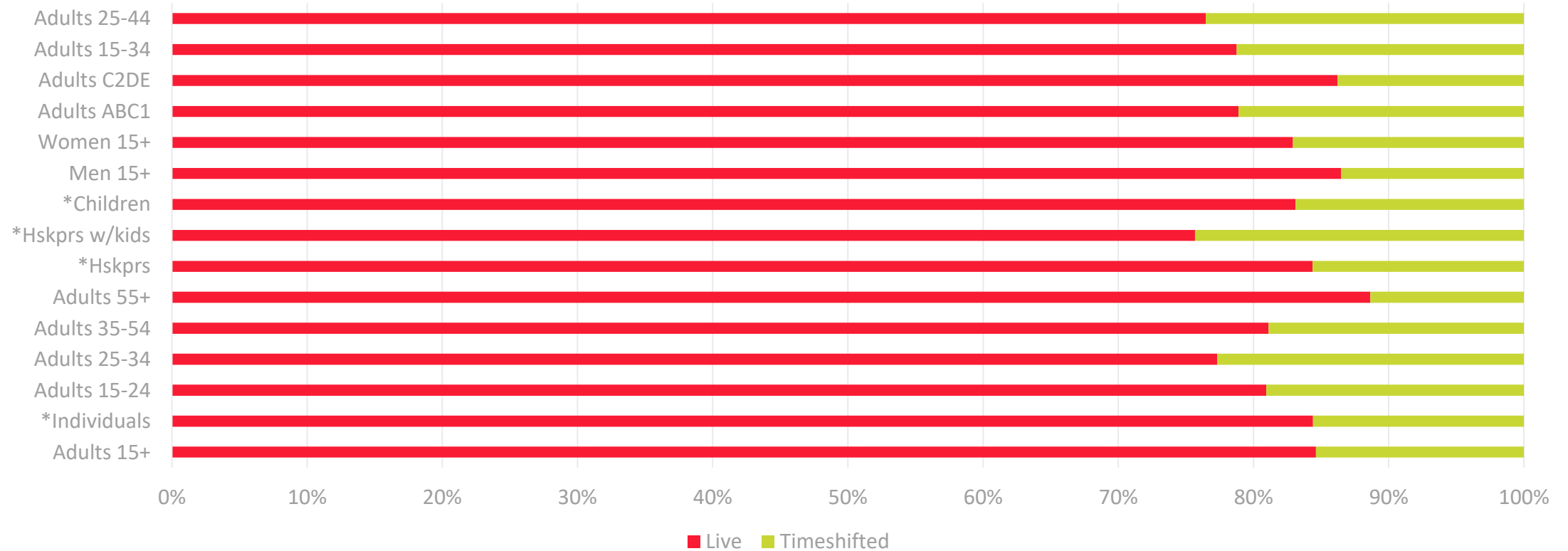
- Adults 25-44 watched 118 minutes (2h 06m) of TV DAILY in July

# TV Viewing: Live v Time shift %

## July 2019

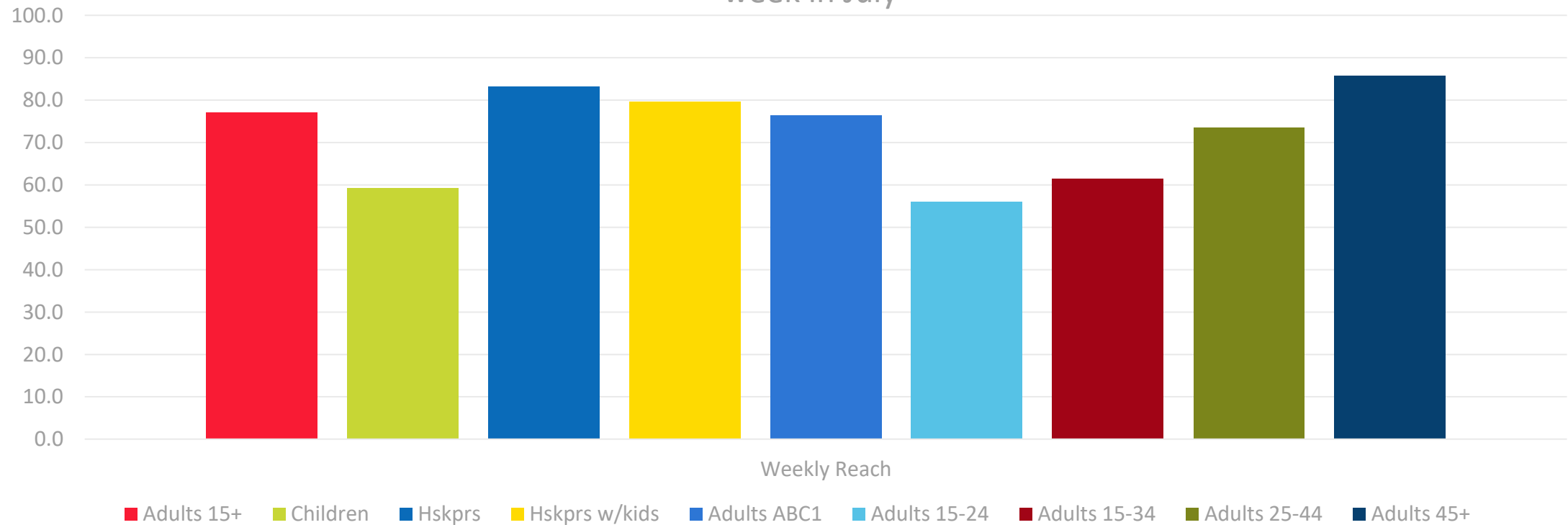
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted

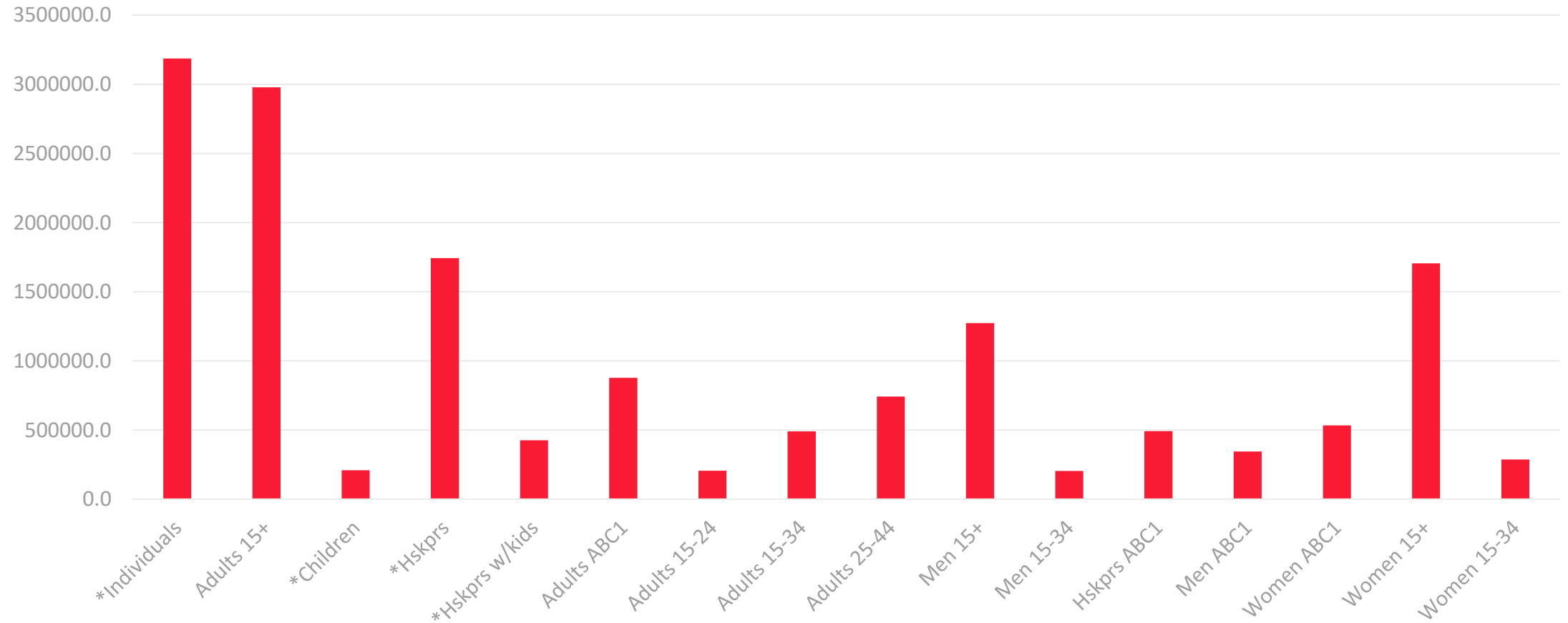


# Weekly reach of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 79.7% of HK with kids each week in July



# Commercial Impacts July 2019



# Top 10 Advertisers July 2019



1: Procter & Gamble



2: Sky Ireland



3: Diageo



4: Eir



05: 3



06: AIB



07: Reckitt Benckiser



08: Vodafone Ireland



09: Heineken



10: Bank of Ireland

# Top Programmes July 2019

Top 5 programmes by station group are below. A breakdown of the Top 10 programmes by station for July 2019 can be found [here](#)



- Sunday Game Live - Live Play - AISHCSF - Wexford V
- RTE Investigates - Creches, Behind Closed Doors
- Sunday Game Live - Post Match - AISHCSF - Wexford
- Saturday Game Live - Live Play - AISHCSF - Limeric
- Sunday Game Live - Live Play - AISFCQF - Kerry V D



- CORONATION STREET
- LOVE ISLAND
- EMMERDALE 2019
- LOVE ISLAND S5: AFTERSUN
- NEWS AT 8 (29/07)



- MANIFEST
- THE OPEN CHAMPIONSHIP - LIVE
- LIVE GAA
- BLACKLIST, THE
- THE OPEN VERDICT - LIVE



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- Celebrity Gogglebox
- When Cruises Go Wrong
- George Clarkes Old House New Home
- I am Nicola
- Catch-22



- Sam & Cat
- Teen Mom OG
- Friends
- Victorious
- Teen Mom UK



- GAA BEO 2018 – 2019 (28/07)
- FIFA Women's World Cup Live
- Opry Dhoire
- Opry Dhoire 6
- Opry an Iúir 5



- UEFA Champions League Qual (17/07)
- UEFA Europa League (18/07)
- SSE Airtricity League (19/07)
- FAI Spar School 5S
- Wimbledon 2019 Highlights