



# August 2019

Viewing Trends Overview

# Overview-August 2019



**TAM IRELAND COMMERCIAL CHANNELS REACHED AN AVERAGE OF 80.2% OF HW+CH EACH WEEK IN AUGUST**

**2 HOURS 6 MINUTES**



ABC1Adults watched TV for an average of 1 hour 49 minutes each day in JAugust 2019. 79% of this viewing was live and the other 21% was time shifted.

**PROCTER & GAMBLE**

**TOP ADVERTISER**



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

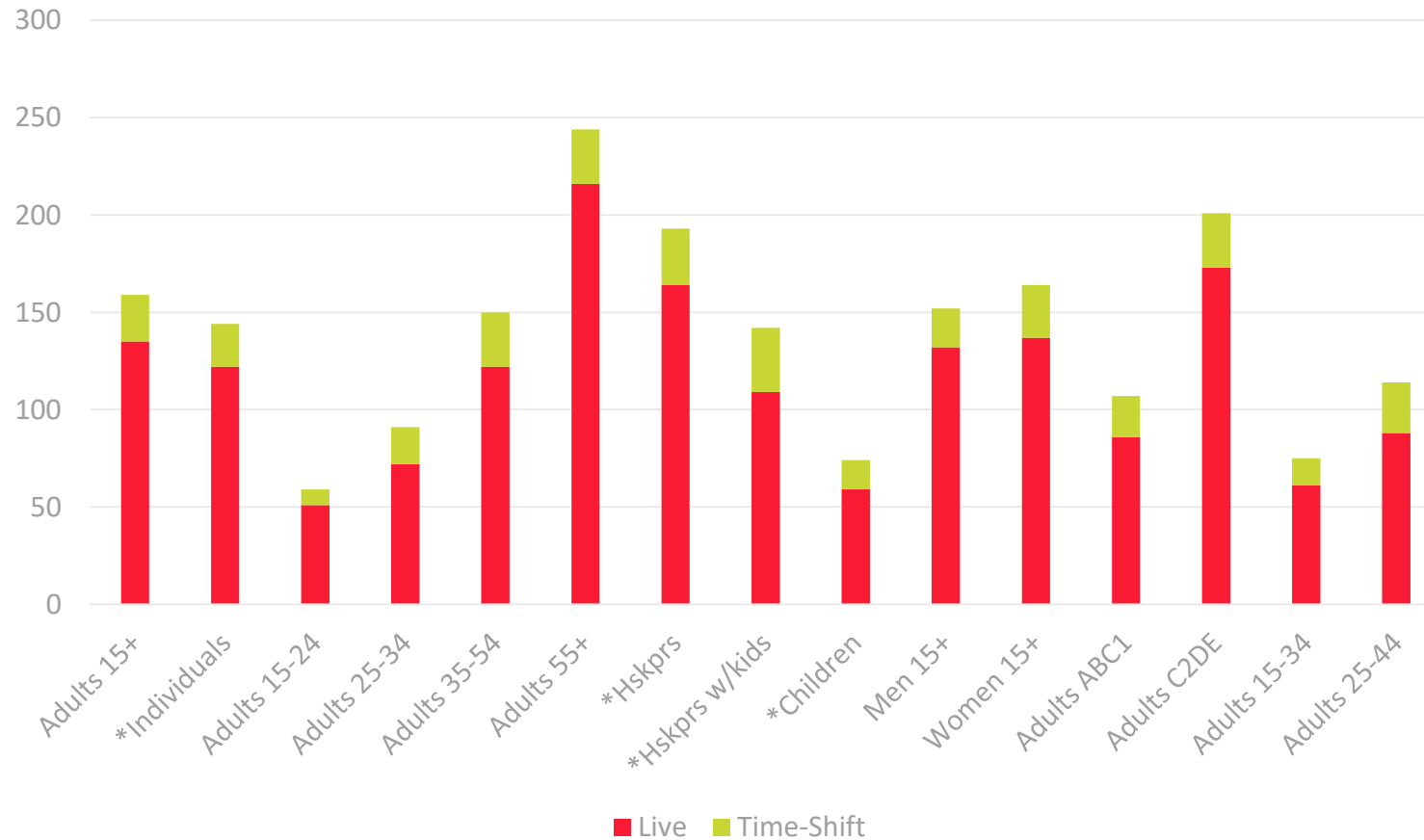
**TOP PROGRAMMES**



**THE SUNDAY GAME LIVE (HURLING FINAL TIPPERARY / KILKENNY) ON RTE 2 ON AUG 18TH WAS THE MOST VIEWED PROGRAMME.**

Other highlights were Love Island on VM2 and The Rose of Tralee on RTE One on August 27th

# Average Minutes viewed **daily** August 2019



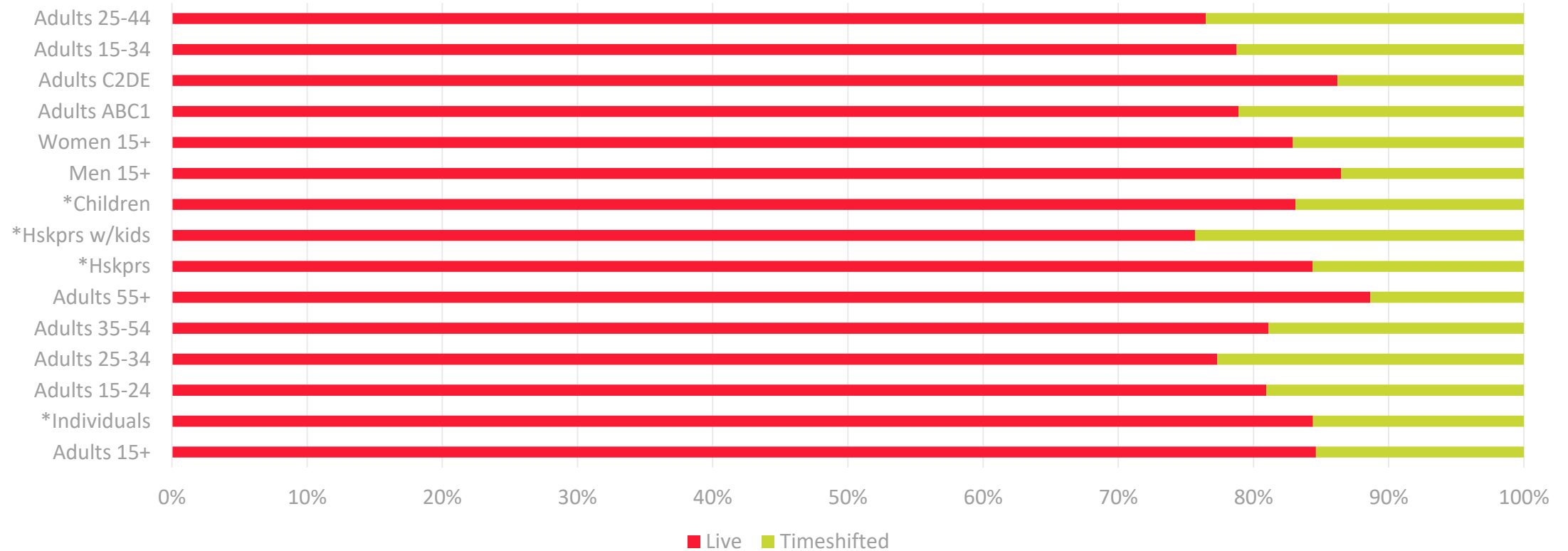
- Adults 25-44 watched 118 minutes (2h 06m) of TV DAILY in August

# TV Viewing: Live v Time shift %

## August 2019

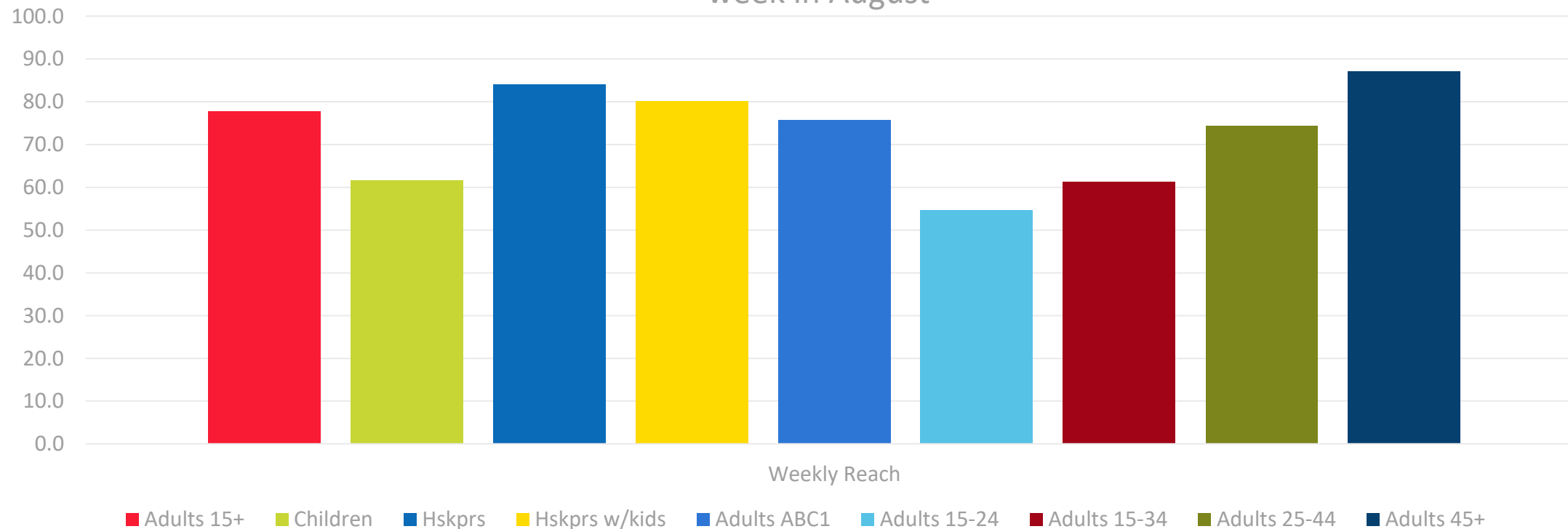
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted

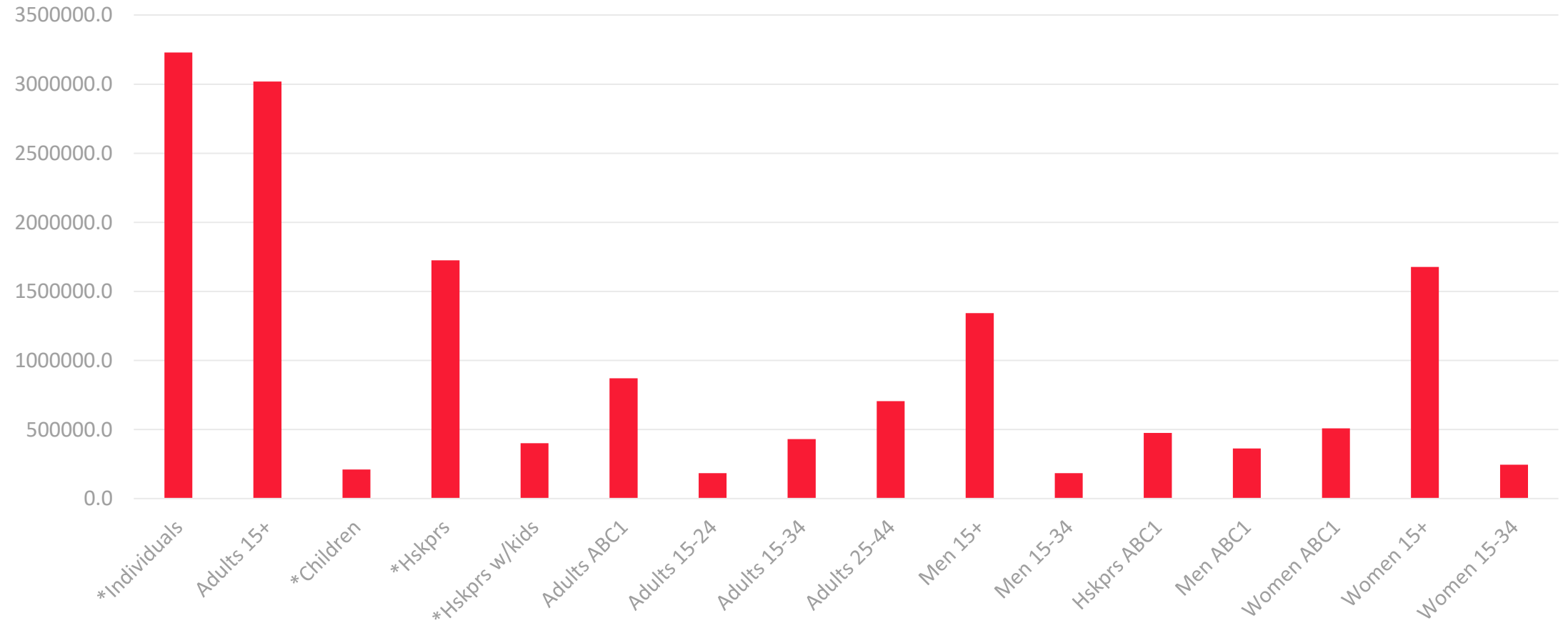


# Weekly reach of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 80.2% of HK with kids each week in August



# Commercial Impacts August 2019



# Top 10 Advertisers August 2019



1: Procter & Gamble



2: Sky Ireland



3: Diageo



4: Eir



05: Supervalu



06: AIB



07: Vodafone Ireland



08: 3



09: Virgin Media



10: McDonalds

# Top Programmes August 2019

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



- Sunday Game Live - Live Play - AISHF - Kilkenny V Tipp
- Saturday Game Live - Live Play - AISFCSF - Dublin
- Sunday Game Live - Post Match - AISHF - Kilkenny V Tipp
- Rose Of Tralee International Festival 2019, The
- Sunday Game Live - Live Play - AISFCSF - Kerry V Tyrone



- CORONATION STREET 20
- EMMERDALE 2019
- USC LIV v CHEL LIVE
- USC LIV v CHEL POST
- LOVE ISLAND S5: THE



- LIVE RENAULT SUPER SUNDAY (Aug 11<sup>th</sup>)
- LIVE MNF: WOLVES V MAN UNITED
- LIVE PL: MAN CITY V TOTTENHAM
- LIVE PL: BURNLEY V LIVERPOOL
- LIVE PL: LIVERPOOL V ARSENAL



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- THE GREAT BRITISH BAKE OFF
- RUGBY: WALES VS IRELAND LIVE
- THIS WAY UP
- JADE: THE REALITY STAR WHO CHANGED BRITA
- KEVIN'S GRANDEST DESIGN



- TEEN MOM UK
- FILM: THE WATERBOY (1998)
- MICHAEL MCINTYRE'S BIG SHOW
- FILM: HORRIBLE BOSSES 2 (2014)
- FILM: THE BREAK-UP (2006)



- Peil na mBan Beo 2019
- GAA BEO 2018 - 2019
- Opry Dhoire 6
- Fleadh TV 2019
- Mary From Dungloe 2019



- UEFA EUROPA LEAGUE 2019/2
- ON THE LIMIT SPORTS 2019
- SSE AIRTRICITY LEAGUE
- GOLF CENTRAL NEW
- HUMANS OF THE LOI