



September 2019


Viewing Trends Overview

Overview-September 2019



**TAM IRELAND COMMERCIAL
CHANNELS REACHED AN
AVERAGE OF 88.1% OF ADS
45+ EACH WEEK IN
SEPTEMBER**

2 HOURS 6 MINUTES



Adults 25-44 watched TV for an average of 2 hour 11 minutes each day in JSeptember 2019. 76% of this viewing was live and the other 24% was time shifted.

**PROCTER
& GAMBLE**

**TOP
ADVERTISER**

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



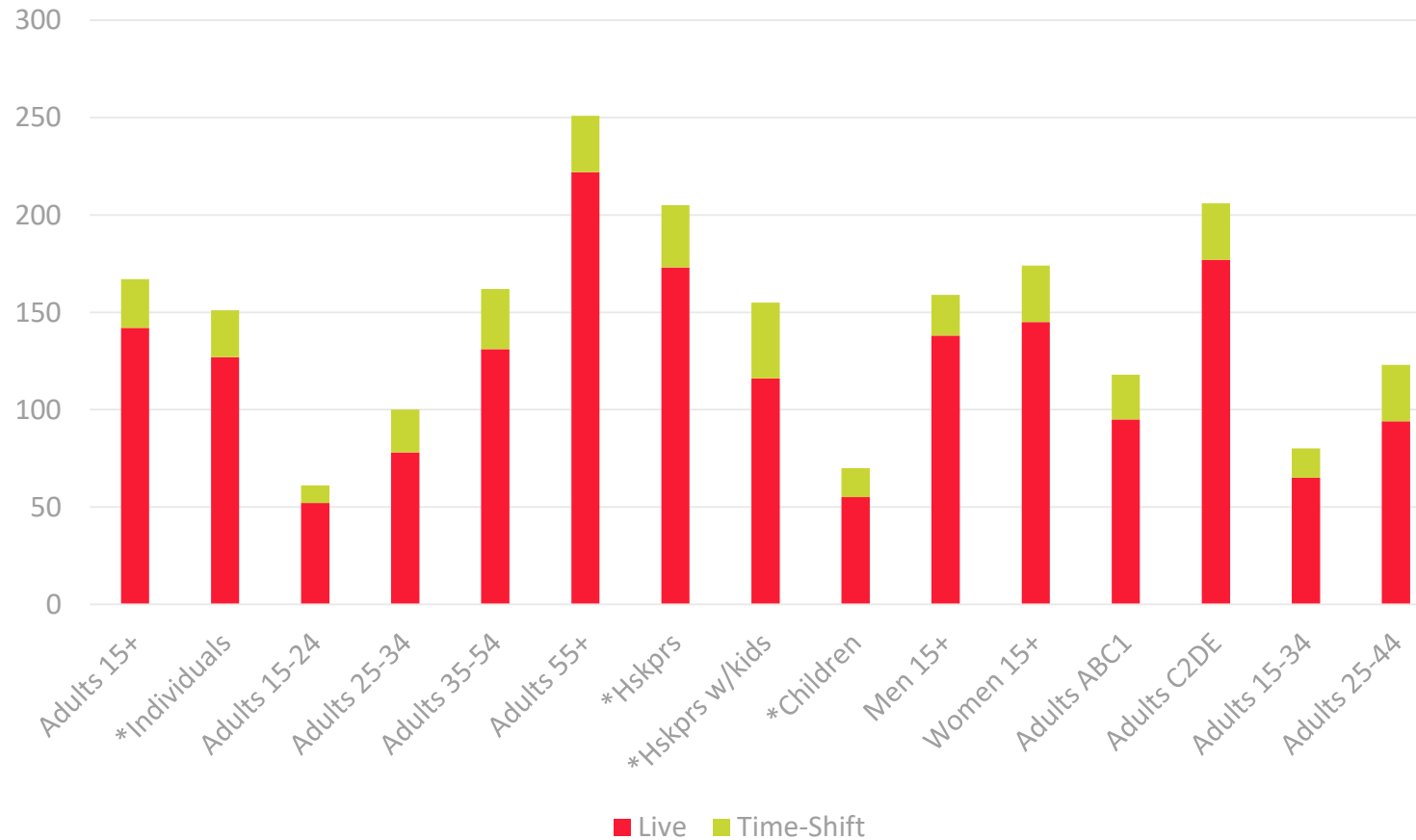
TOP PROGRAMMES



**THE SUNDAY GAME LIVE
(FOOTBALL FINAL REPLAY
DUBLIN V KILKENNY) ON
RTE 2 ON SEPT 14TH
WAS THE MOST VIEWED
PROGRAMME.**

Other highlights were Room To Improve on RTE One on Sunday 29th and Living with Lucy on Monday 9th on Virgin Media One

Average Minutes viewed **daily** September 2019



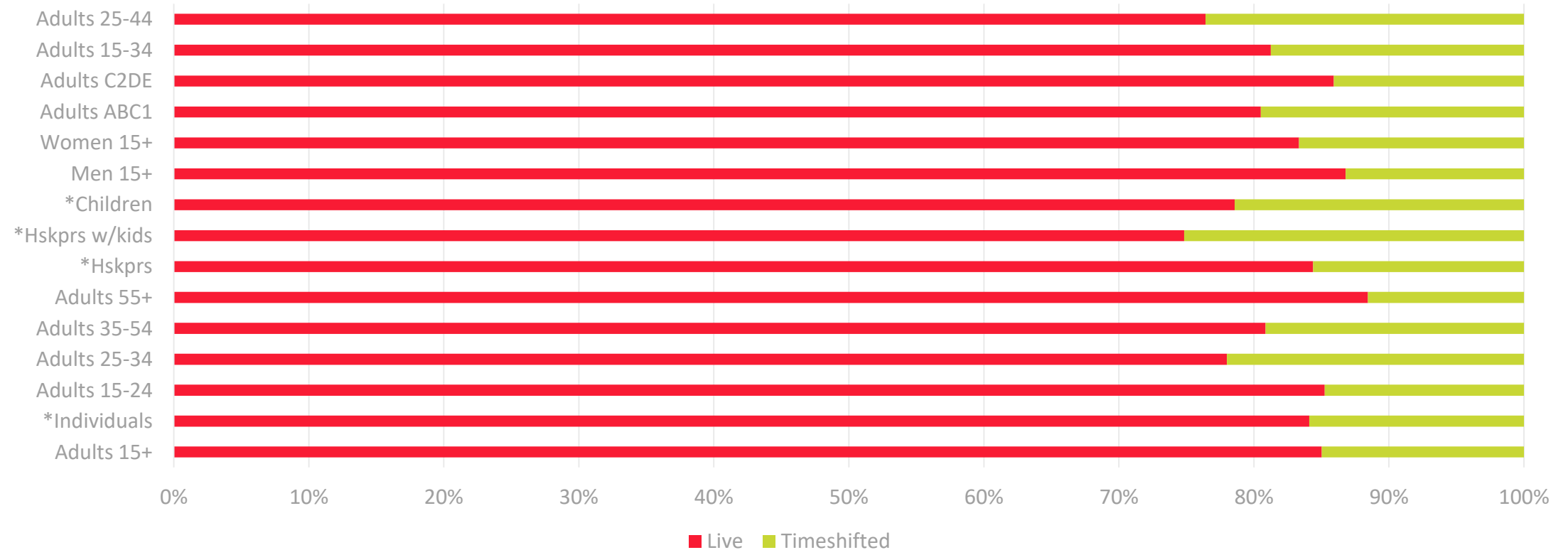
- Adults 25-44 watched 123 minutes (2h 11m) of TV DAILY in September

TV Viewing: Live v Time shift %

September 2019

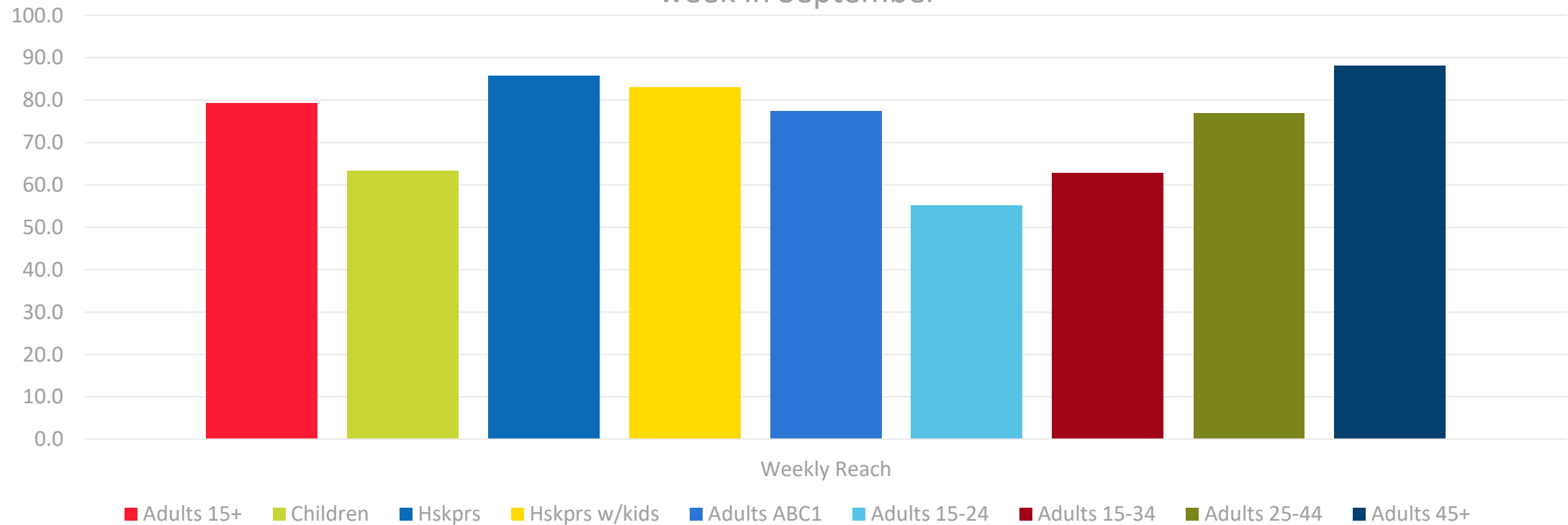
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted



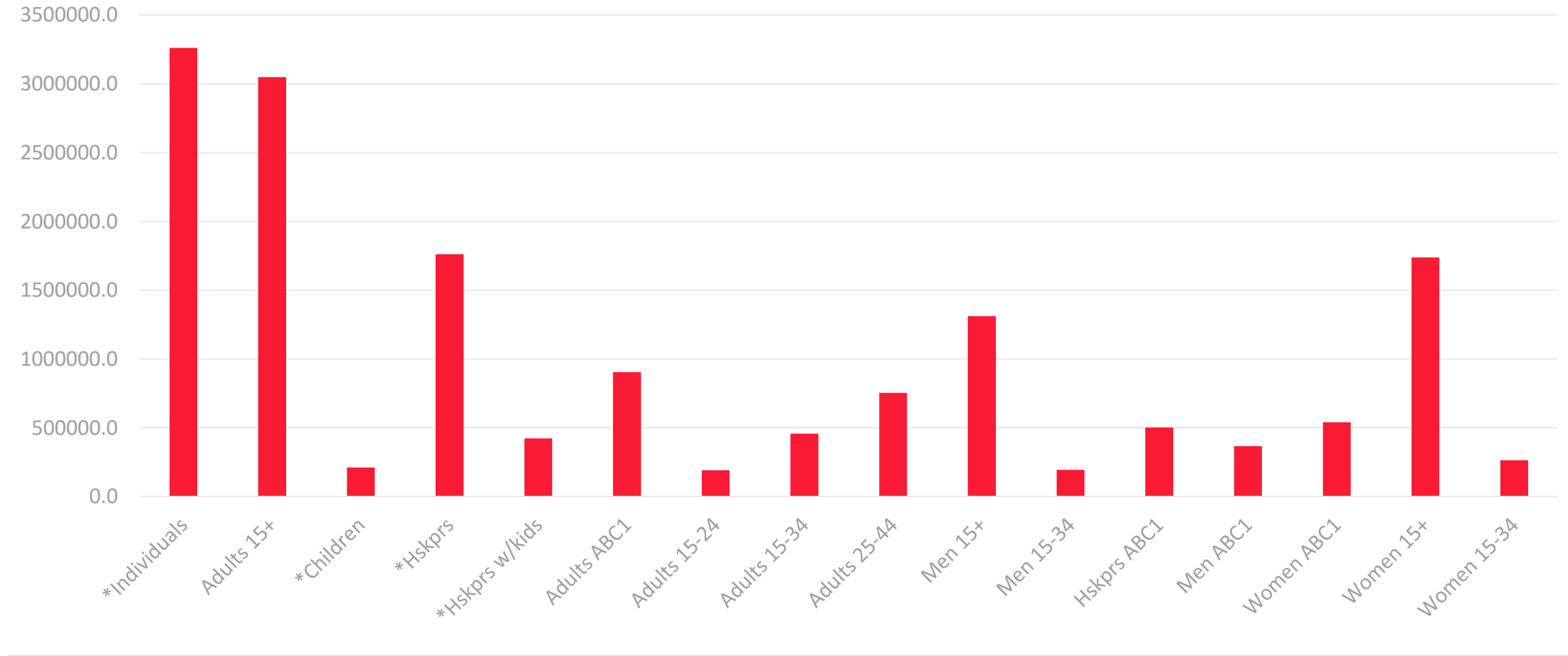
Weekly **reach** of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 88.1% of Adults 45+ each week in September



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

Commercial Impacts September 2019



Source: TAM Ireland Ltd / Nielsen TAM / 30" 000s, Consolidated, National

Top 10 Advertisers September 2019



1: Procter & Gamble



2: Sky Ireland



3: Eir

DIAGEO

4: Diageo



05: Vodafone Ireland



06: Tesco Ireland



07: 3



08: McDonalds



09: Virgin Media



10: Lidl

Top Programmes September 2019

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



- Saturday Game Live - Live Play - AISFFR - Dublin V
- Sunday Game Live - Live Play - AISFF - Dublin V Ke
- Sunday Game Live - Post Match - AISFF - Dublin V K
- Saturday Game Live - Post Match - AISFFR - Dublin
- Room To Improve



- CORONATION STREET
- EMMERDALE 2019
- LIVING WITH LUCY
- GOGGLEBOX IRELAND
- BRITAIN'S GOT TALENT



- LIVE RENAULT SUPER SUNDAY (22/09)
- SKY NEWS AT TEN (03/09)
- LIVE MONDAY NIGHT FOOTBALL (30/09)
- SKY NEWS AT NINE WITH ANNA BOTTING (04/09)
- SKY NEWS TONIGHT WITH DERMOT MURNAGHAN (04/09)

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- THE GREAT BRITISH BAKE OFF
- GOGGLEBOX
- GRAND DESIGNS
- INSIDE CADBURY: CHOCOLATE SECRETS UNWRAP
- THIS WAY UP



- FRIENDS
- TEEN MOM OG
- IMPRACTICAL JOKERS
- PAW PATROL *SPECIALS*
- TEEN MOM UK



- Peil na mBan Beo (15/09)
- GAA BEO 2018 - 2019
- Opry le Daniel 7
- GAA BEO 2019 - 2020
- Opry Dhoire Duets 6



- RUGBY WORLD CUP 2019 (21/09)
- GUINNESS PRO14 2019/20 EI
- UEFA U21 CHAMPIONSHIP 201
- RUGBY WORLD CUP 2019 HIGH
- RUGBY WORLD CUP 2019 PRES