



October 2019

Viewing Trends Overview



Overview-October 2019



TAM IRELAND COMMERCIAL CHANNELS REACHED AN AVERAGE OF 83.4% OF HW+CH EACH WEEK IN OCTOBER

2 HOURS 8 MINUTES



Adults 25-44 watched TV for an average of 2 hour 8 minutes each day in October 2019. 77% of this viewing was live and the other 23% was time shifted.

PROCTER & GAMBLE **TOP ADVERTISER**



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

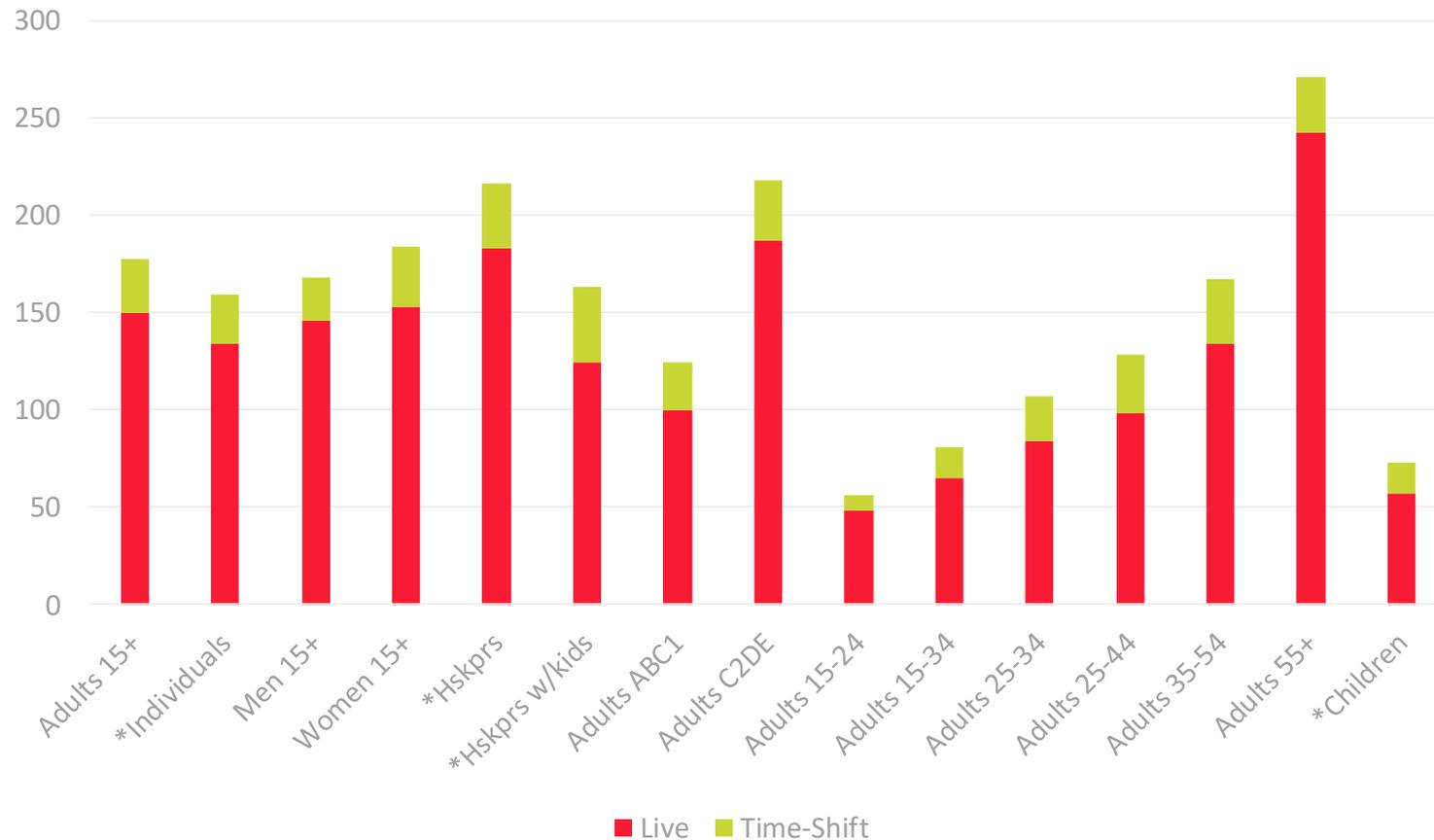
TOP PROGRAMMES



THE IRELAND V NEW ZEALAND GAME IN THE RUGBY WORLD CUP ON RTE 2 ON OCT 19TH WAS THE MOST VIEWED PROGRAMME.

Other highlights were Room To Improve on RTE One on Sunday 6th and Darklands on Monday 7th on Virgin Media One

Average Minutes viewed **daily** October 2019



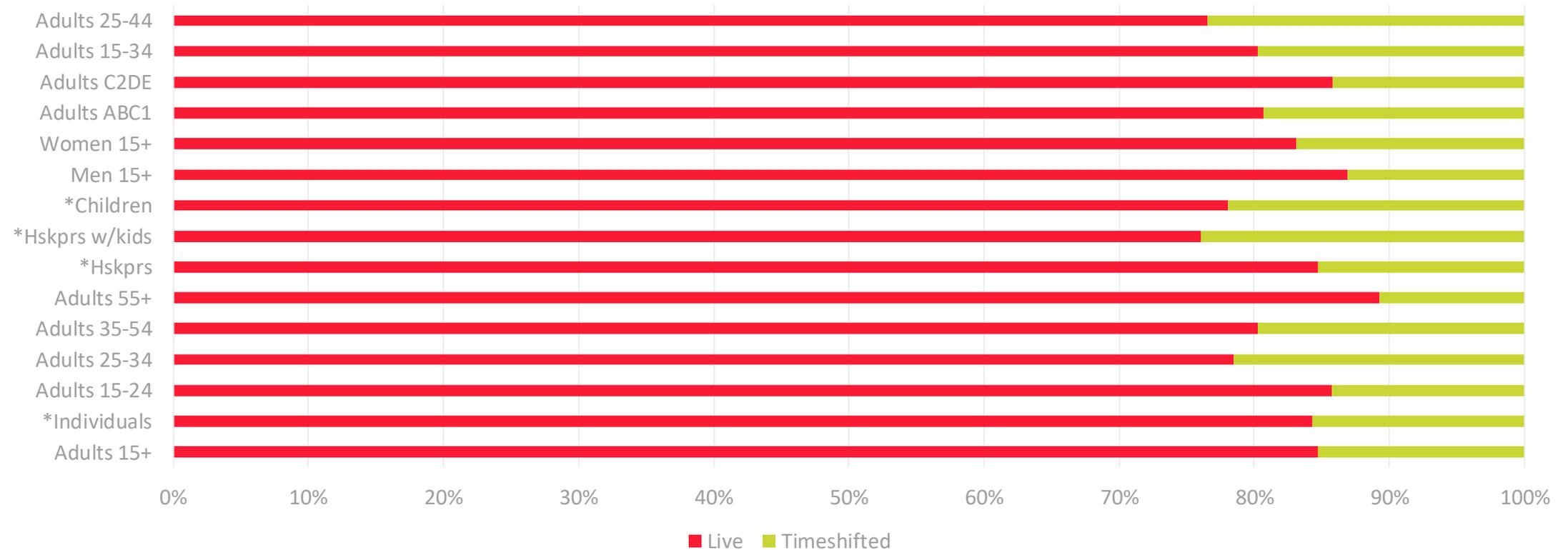
- Adults ABC1 watched 124 minutes (2h 04m) of TV DAILY in October

TV Viewing: Live v Time shift %

October 2019

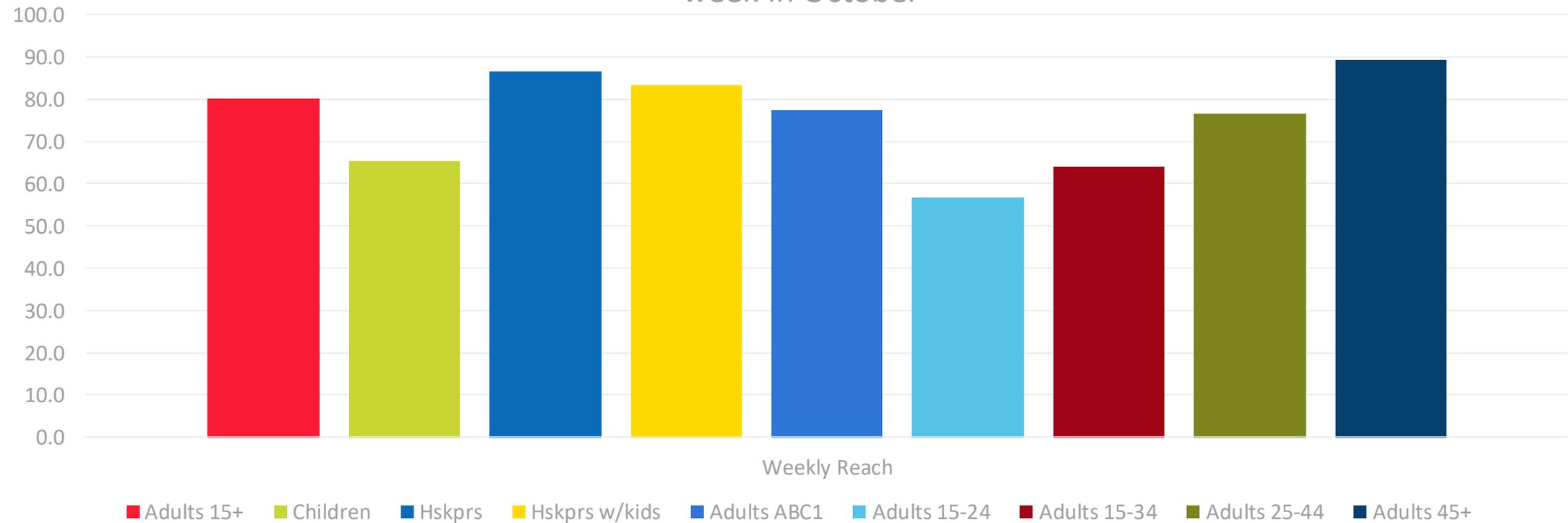
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted

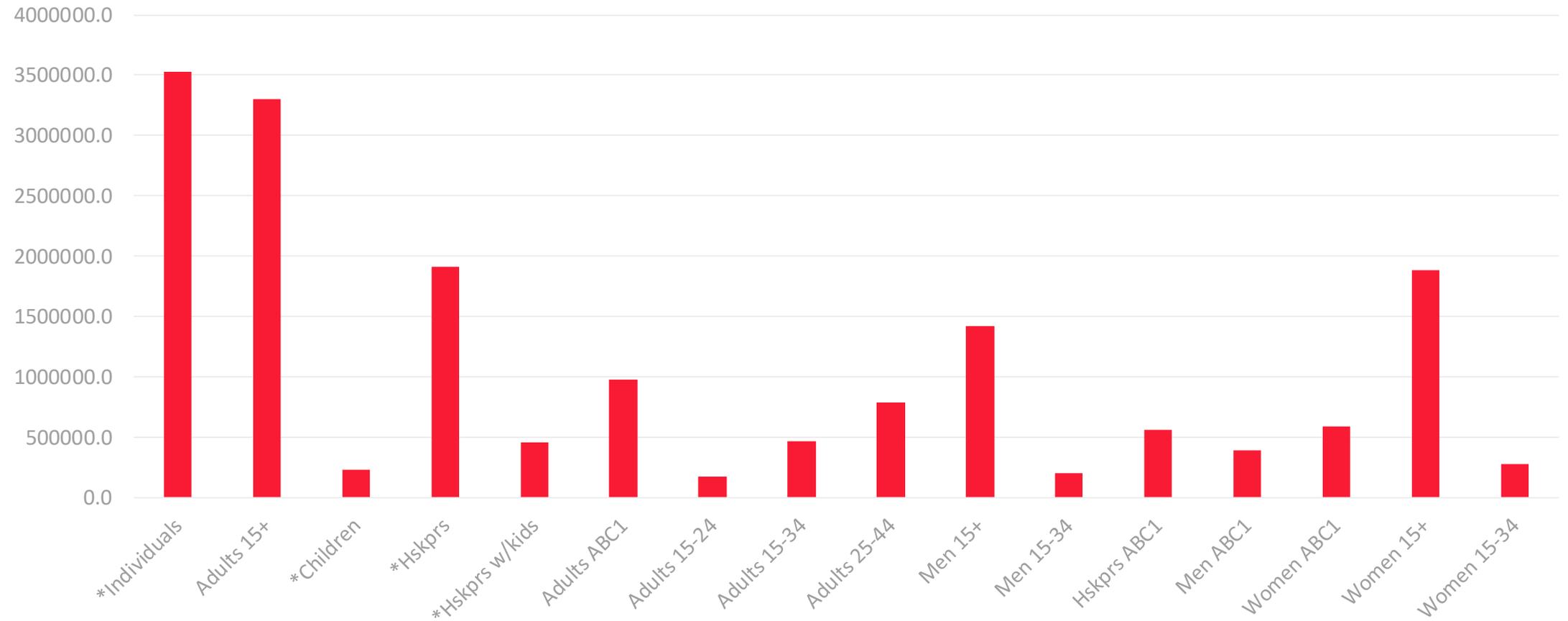


Weekly reach of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 77% of Adults 25-44 each week in October



Commercial Impacts October 2019



Top 10 Advertisers October 2019



1: Procter & Gamble



2: Sky Ireland



3: Eir



4: Diageo



Three.ie

05: 3



06: Vodafone Ireland



07: Virgin Media



08: McDonalds



09: Aldi



10: Lidl

Top Programmes October 2019

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



- Rugby World Cup 2019 Live - Live Play - New Zealand (19th Oct)
- Room To Improve
- Rugby World Cup 2019 Live - Live Play - Ireland (12th Oct)
- Rugby World Cup 2019 Live - Build Up - New Zealand (19th Oct)
- Euro 2020 Qualifiers - Live - Switzerland V Republ



- CORONATION STREET (28th Oct)
- EMMERDALE 2019 (7th Oct)
- DARKLANDS
- THE X FACTOR 2019 (12th Oct)
- GOGGLEBOX IRELAND



- LIVE RENAULT SUPER SUNDAY (20th Oct)
- LIVE EFL CUP: CHELSEA V MAN UTD
- BREXIT SPECIAL: WESTMINSTER LIVE (19th Oct)
- SIMPSONS, THE
- LIVE EFL CUP: LIVERPOOL V ARSENAL

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- THE GREAT BRITISH BAKE OFF (29th Oct)
- GOGGLEBOX (4th Oct)
- GOGGLEBOX: CELEBRITY SPECIAL SU2C 2019
- GRAND DESIGNS
- THE GREAT BRITISH BAKE OFF: EXTRA SLICE



- PAW PATROL
- SOUTH PARK
- IMPRACTICAL JOKERS
- FILM: BRUCE ALMIGHTY (2003)
- BLOCKBUSTERS



- GAA BEO 2019 - 2020
- Opry le Daniel 7
- Rugbaí Beo Pro 14 2019-2020
- Finné 2
- Hector USA - Ó Chósta go Cósta



- RUGBY WORLD CUP 2019 (13th Oct)
- GUINNESS PRO14 2019/20 (5th Oct)
- RUGBY WORLD CUP 2019 PRES (12th Oct)
- IRELAND V RUSSIA HIGHLIGHT
- RUGBY WORLD CUP 2019 HIGH (12th Oct)