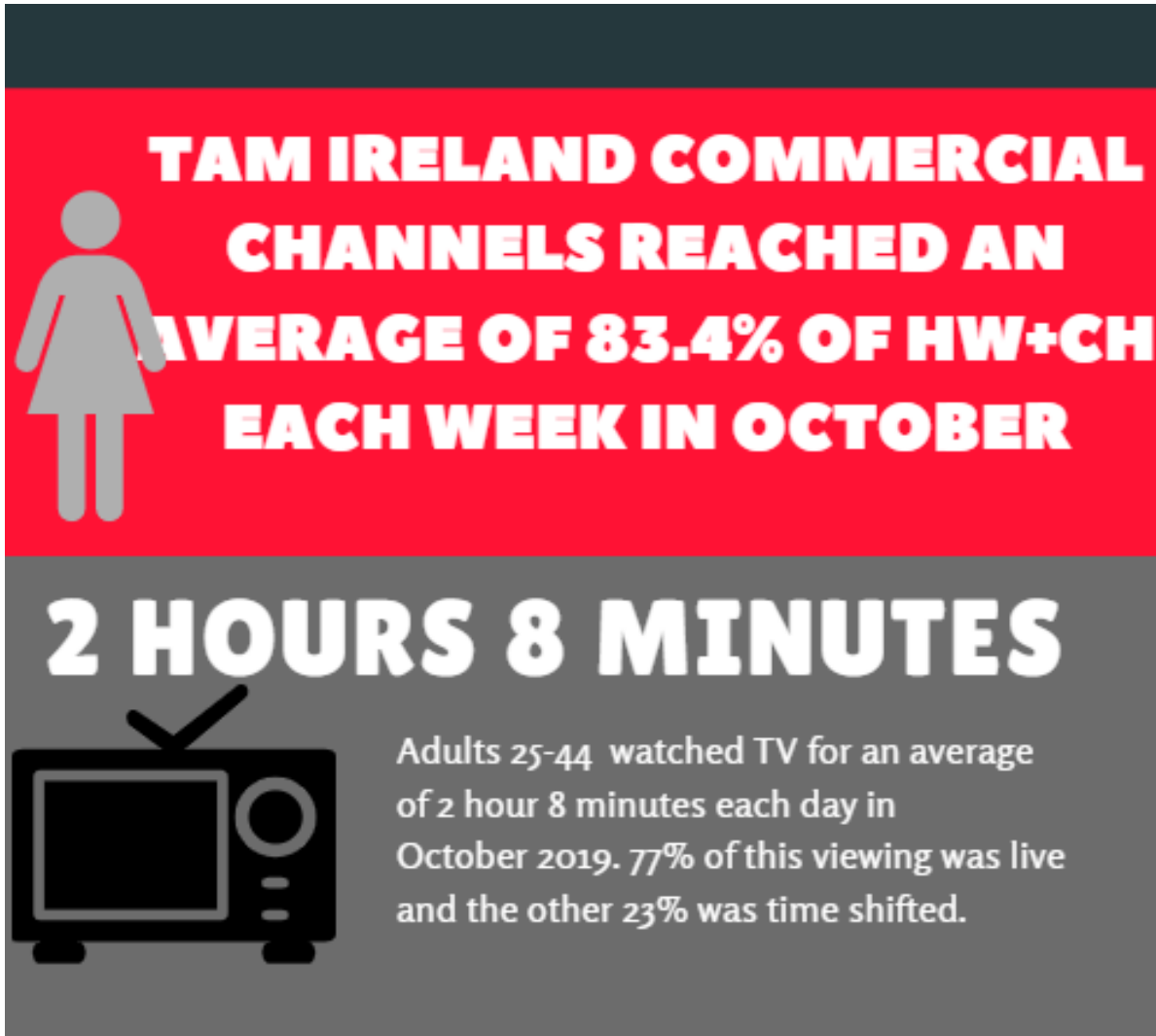




October 2019

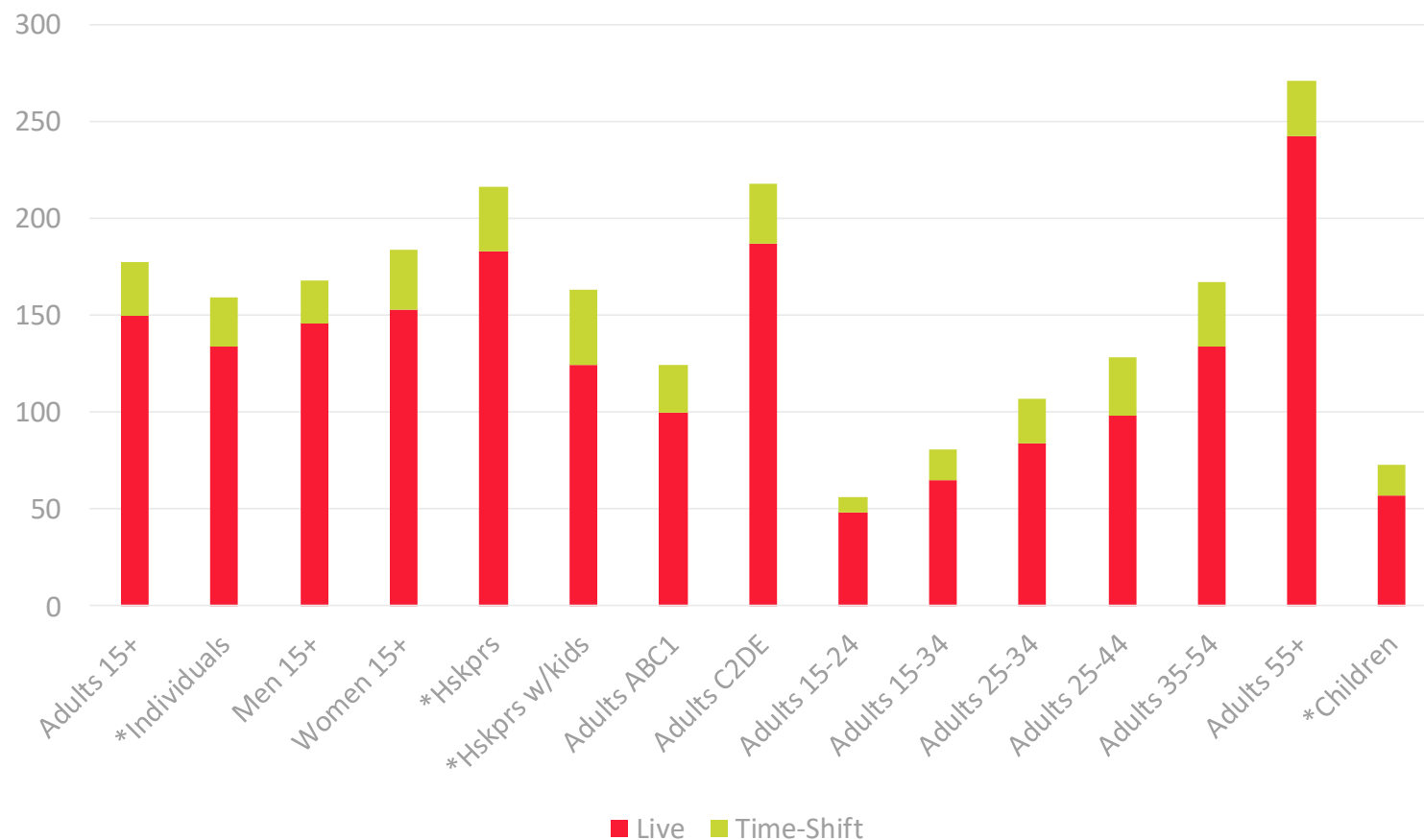
Viewing Trends Overview

Overview-October 2019



Average Minutes viewed **daily** October 2019

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

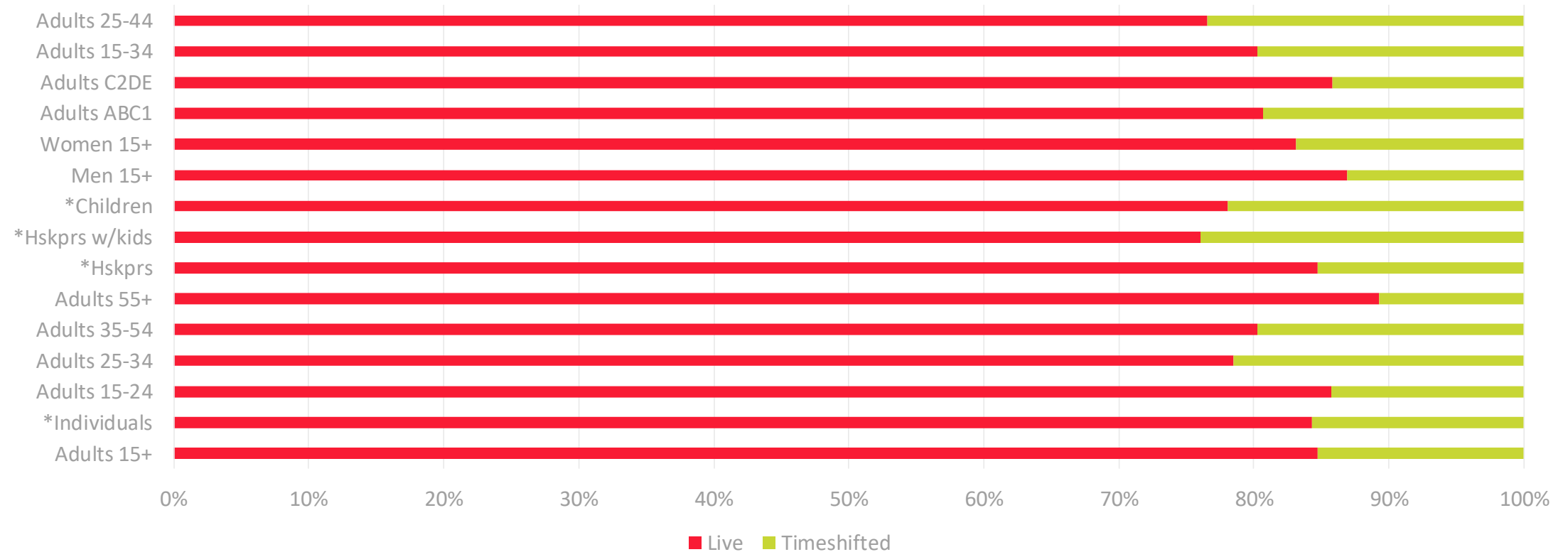


TV Viewing: Live v Time shift %

October 2019

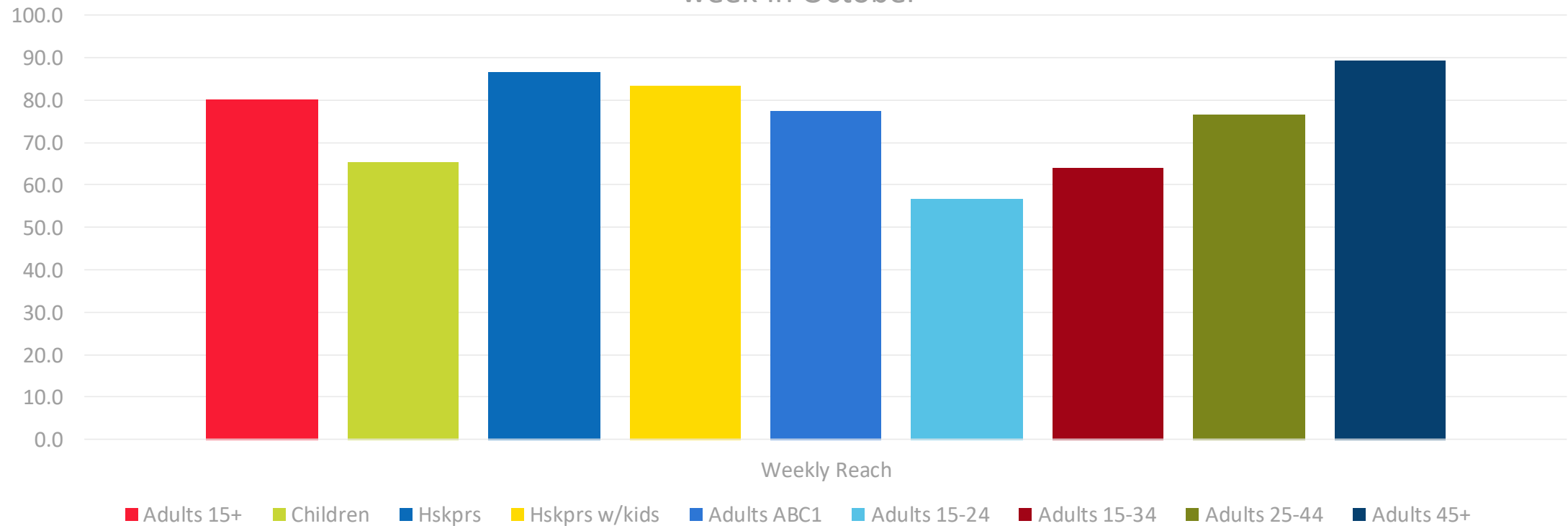
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted

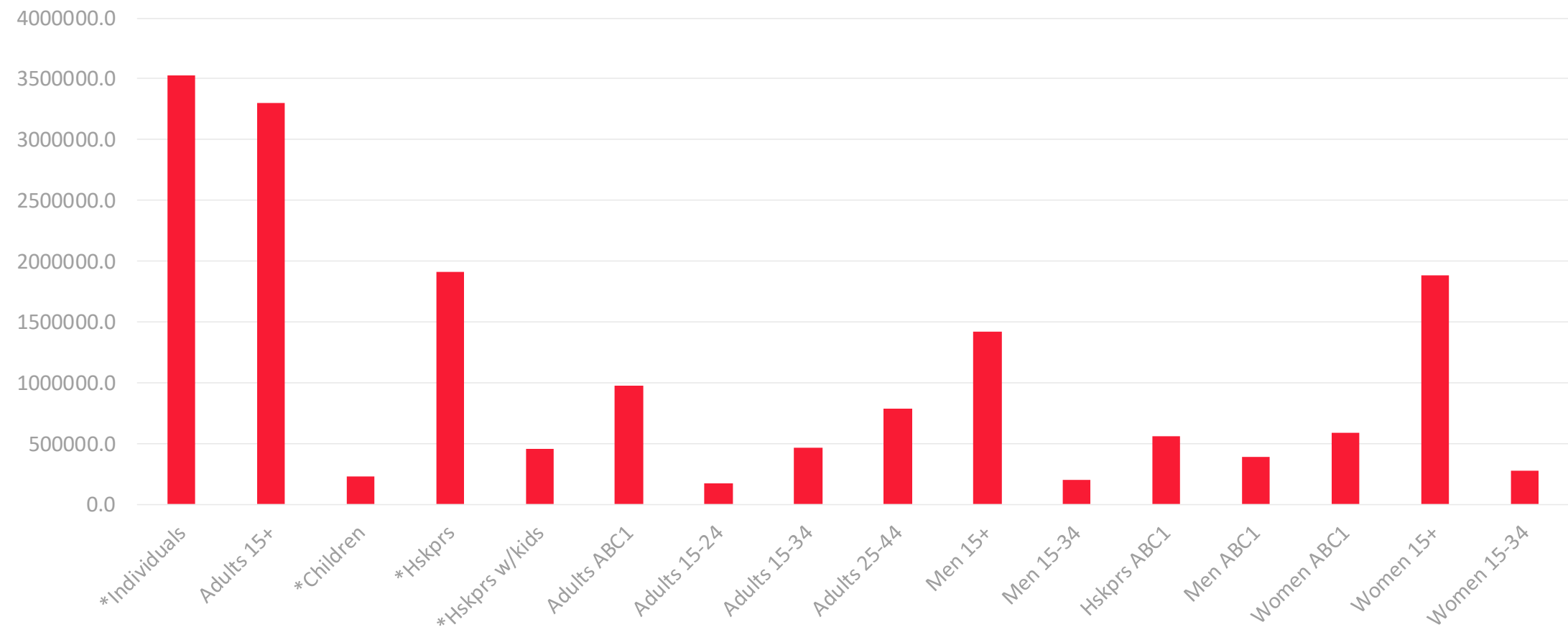


Weekly **reach** of TAM Ireland Commercial Channels

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



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 Republi



- 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

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](#)



- 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)