



December 2019


Viewing Trends Overview

Overview-December 2019



TAM IRELAND COMMERCIAL CHANNELS REACHED AN AVERAGE OF 72.6% ADULTS 15-34 EACH WEEK IN DECEMBER

2 HOURS 19 MINUTES

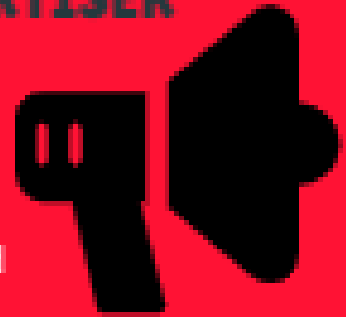


Adults 25-44 watched TV for an average of 2 hour 19 minutes each day in December 2019. 75% of this viewing was live and the other 25% was time shifted.

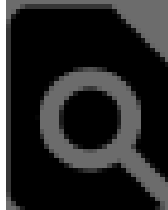
PROCTER & GAMBLE

TOP ADVERTISER

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



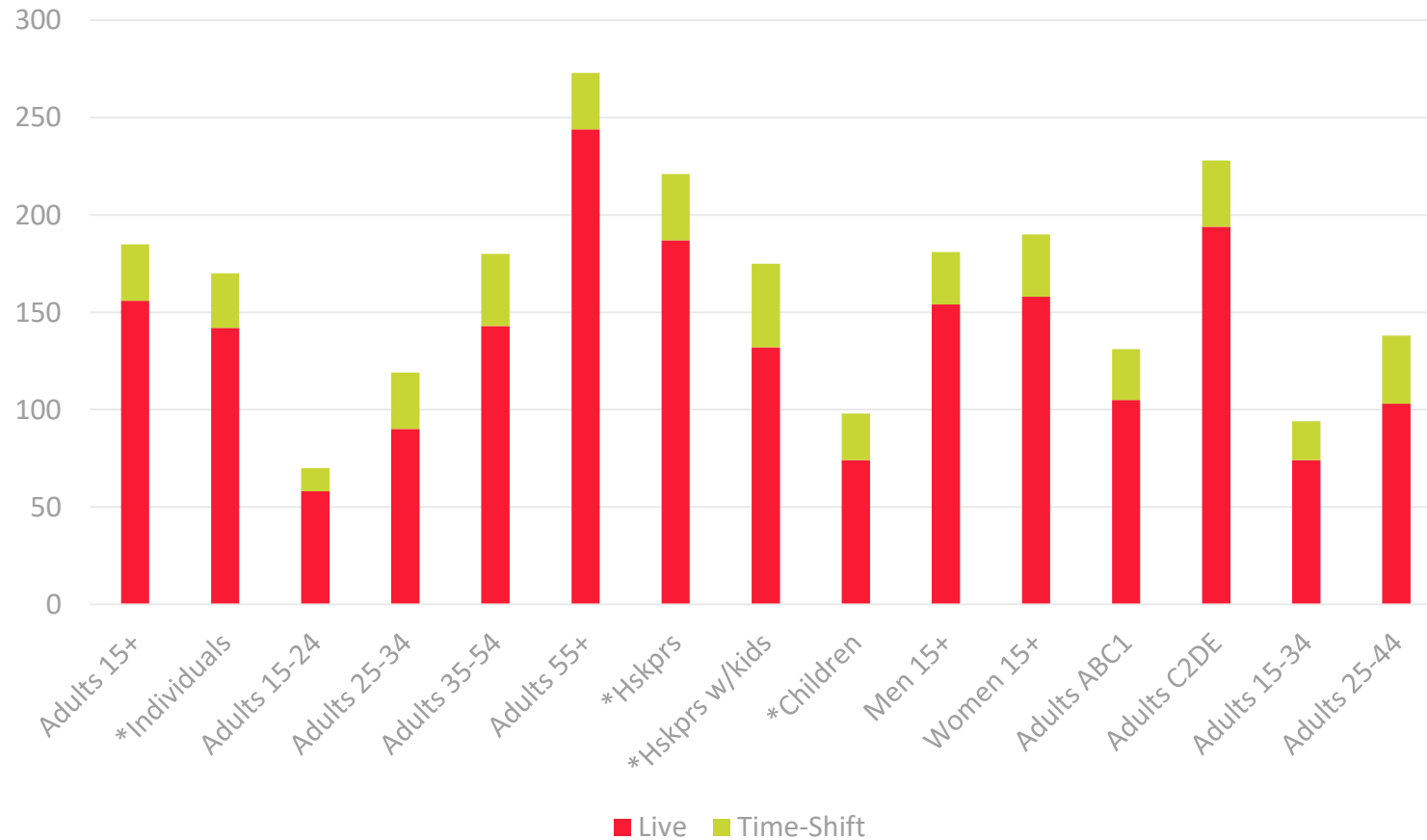
TOP PROGRAMMES



MRS BROWNS BOYS ON RTÉ ONE ON DEC 25TH WAS THE MOST VIEWED PROGRAMME.

Other highlights were I'm A Celeb GMOOH on Virgin Media One on Sunday 8th and The Young Offenders on RTÉ 2 on Dec 9th

Average Minutes viewed **daily** December 2019



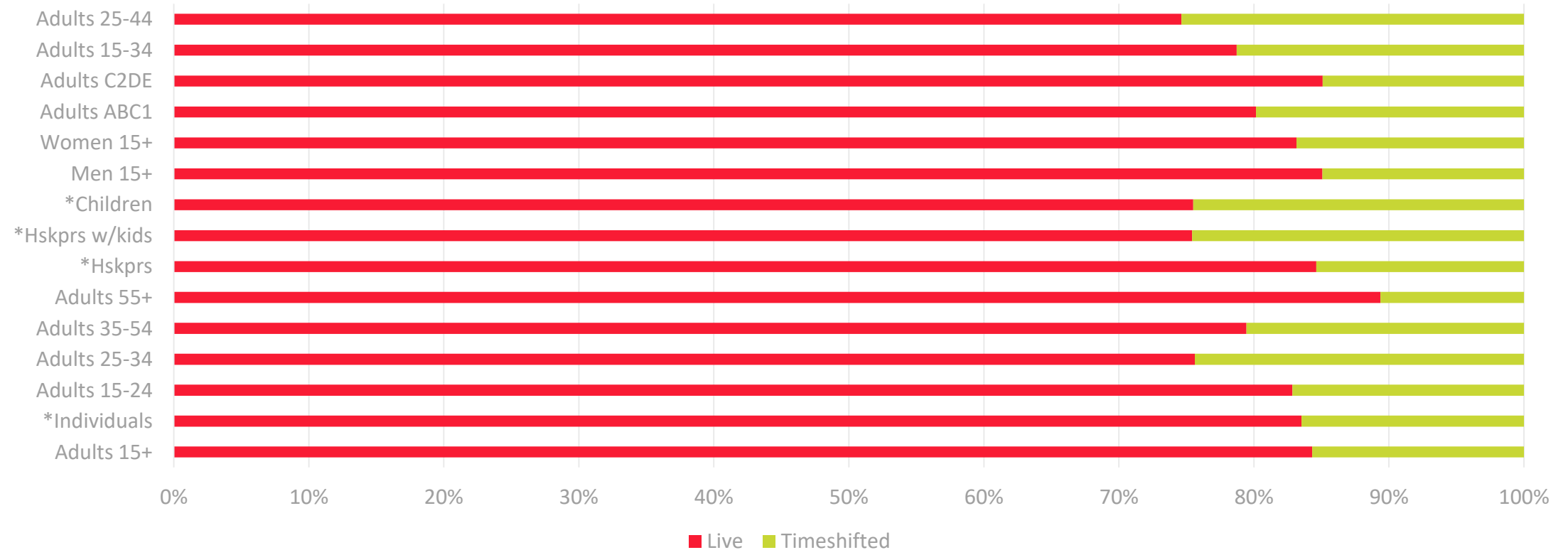
- Adults 25-44 watched 139 minutes (2h 19m) of TV DAILY in December

TV Viewing: Live v Time shift %

December 2019

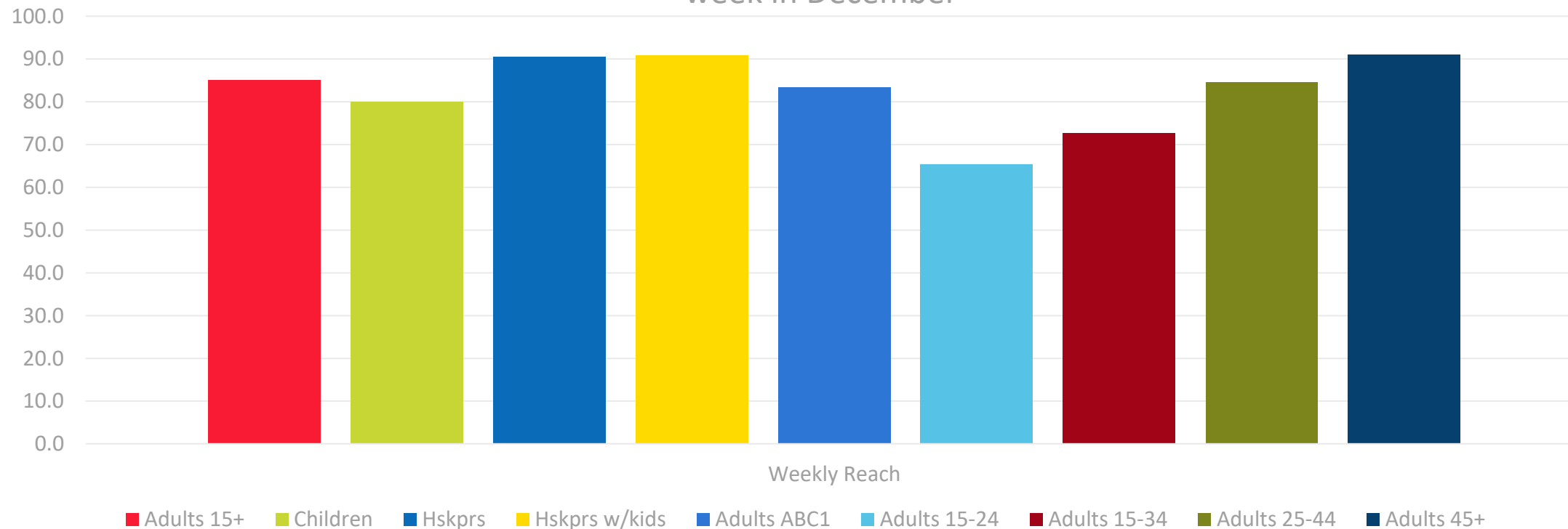
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted

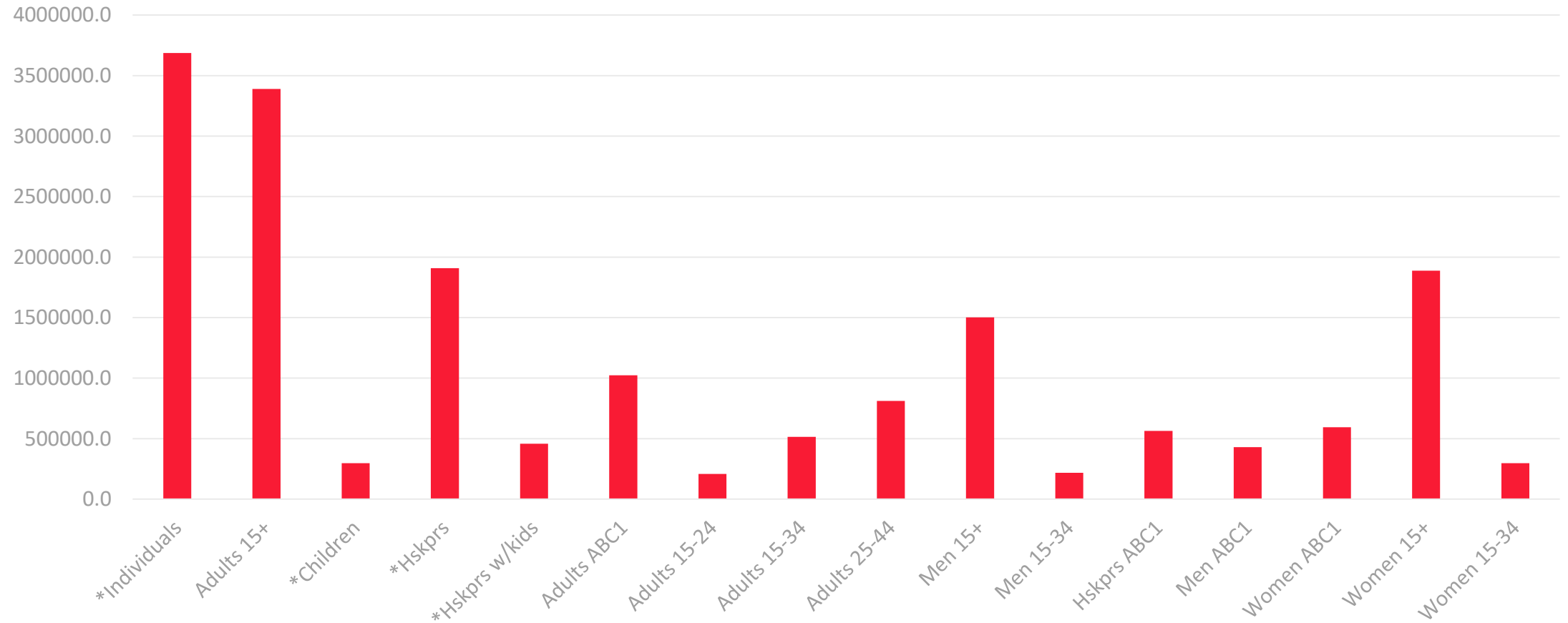


Weekly reach of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 72.6% of Adults 15-34 each week in December



Commercial Impacts December 2019



Top 10 Advertisers December 2019



1: Procter & Gamble



2: Sky Ireland



3: Diageo



4: Tesco Ireland



05: Aldi



06: L'Oreal



07: Lidl



08: Vodafone Ireland



09: Reckitt Benckiser



10: Harvey Norman

Top Programmes December 2019

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



- Mrs Brown's Boys - A Wonderful Mammy
- Late Late Show, The
- Brendan Grace - A Late Late Show Tribute
- New Year's Eve Countdown Concert
- RTE News: Six One



- I'M A CELEBRITY...GMOOH (8th Dec)
- CORONATION STREET (11th Dec)
- EMMERDALE (27th Dec)
- NEWS AT 5.30 (5th Dec)
- THE SNAPPER



- LIVE PL: MAN CITY V MAN UNITED
- LIVE RENAULT SUPER SUNDAY (15th Dec)
- LIVE PL: NORWICH V TOTTENHAM
- LIVE EFL CUP: A. VILLA V LIVERPOOL
- THE SIMPSONS

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- GOGGLEBOX
- THE GREAT CHRISTMAS BAKE OFF
- THE TIGER WHO CAME TO TEA
- ESCAPE TO THE CHATEAU AT CHRISTMAS
- BIG FAT QUIZ OF THE YEAR 2019



- FRIENDS
- FILM: THE GOONIES (1985)
- SOUTH PARK
- BEN AND HOLLY'S LITTLE KINGDOM
- BLOCKBUSTERS



- Opry le Daniel 9
- Rugbaí Beo Pro 14 2019-2020
- Into the West
- Dirty Dancing
- Opry le Daniel - Togha Sraith 9



- GUINNESS PRO14 2019/20 EI
- TEAM OF THE DECADE
- FA CUP 2019 ENG
- THE PRO14 HOUR 2019
- LOI WEEKLY CHRISTMAS SPEC