

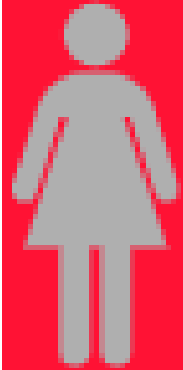


January 2020

Viewing Trends Overview



Overview-January 2020



TAM IRELAND COMMERCIAL CHANNELS REACHED AN AVERAGE OF 76.7% ADULTS ABC1 EACH WEEK IN JANUARY

2 HOURS 06 MINUTES



Adults 25-44 watched TV for an average of 2 hour 6 minutes each day in January 2020. 75% of this viewing was live and the other 25% was time shifted.

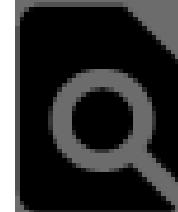
PROCTER & GAMBLE

TOP ADVERTISER



was the top advertiser in January 2020, with Sky Ireland and Toyota in second and third place respectively.

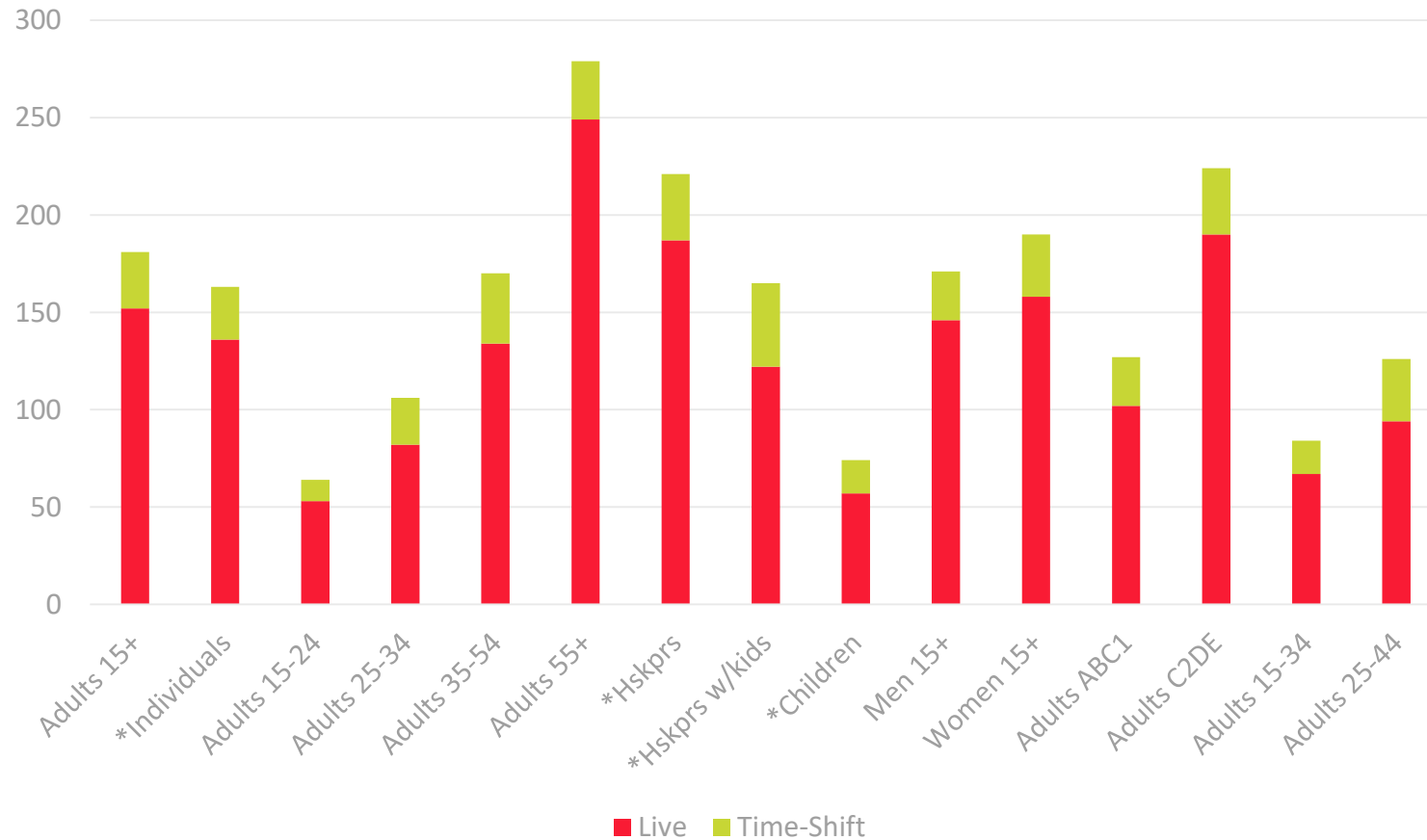
TOP PROGRAMMES



ROOM TO IMPROVE: DERMOT'S HOUSE ON RTÉ ONE ON JAN 5TH WAS THE MOST VIEWED PROGRAMME.

Other highlights were The Big Debate on Virgin Media One on Sunday 8th and The Tommy Tiernan Show on RTÉ One on Sat 11th

Average Minutes viewed **daily** January 2020



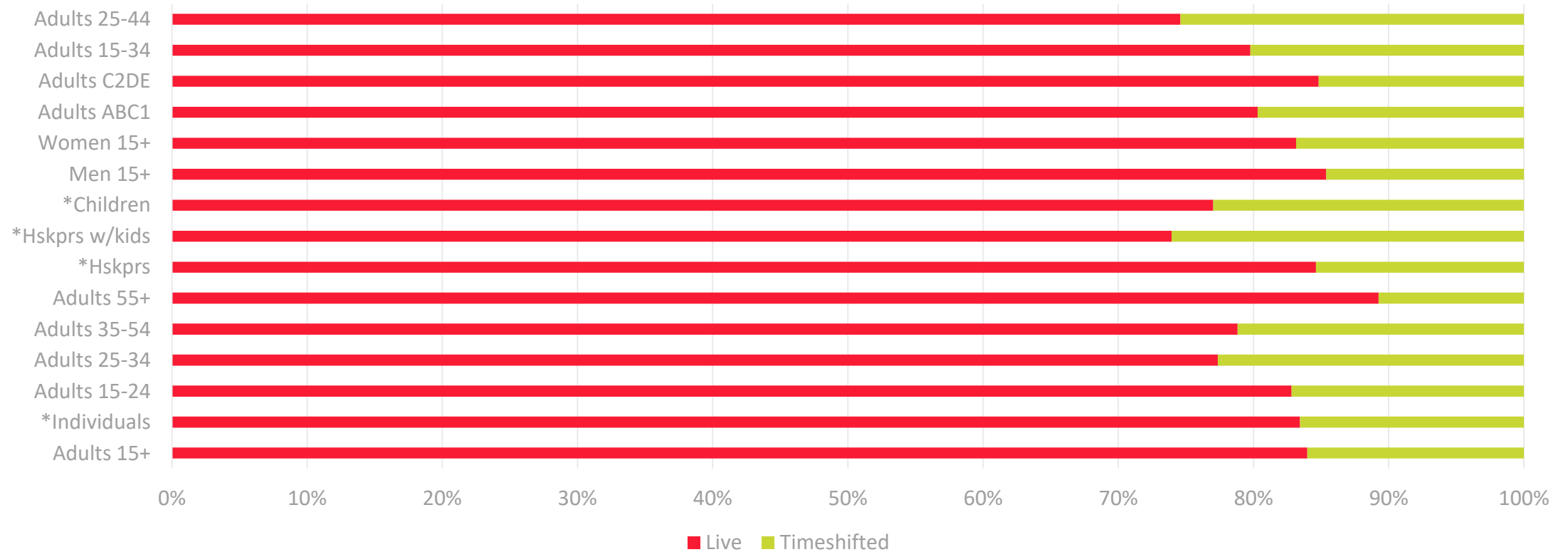
- Adults 35-54 watched 170 minutes (2h 50m) of TV DAILY in January

TV Viewing: Live v Time shift %

January 2020

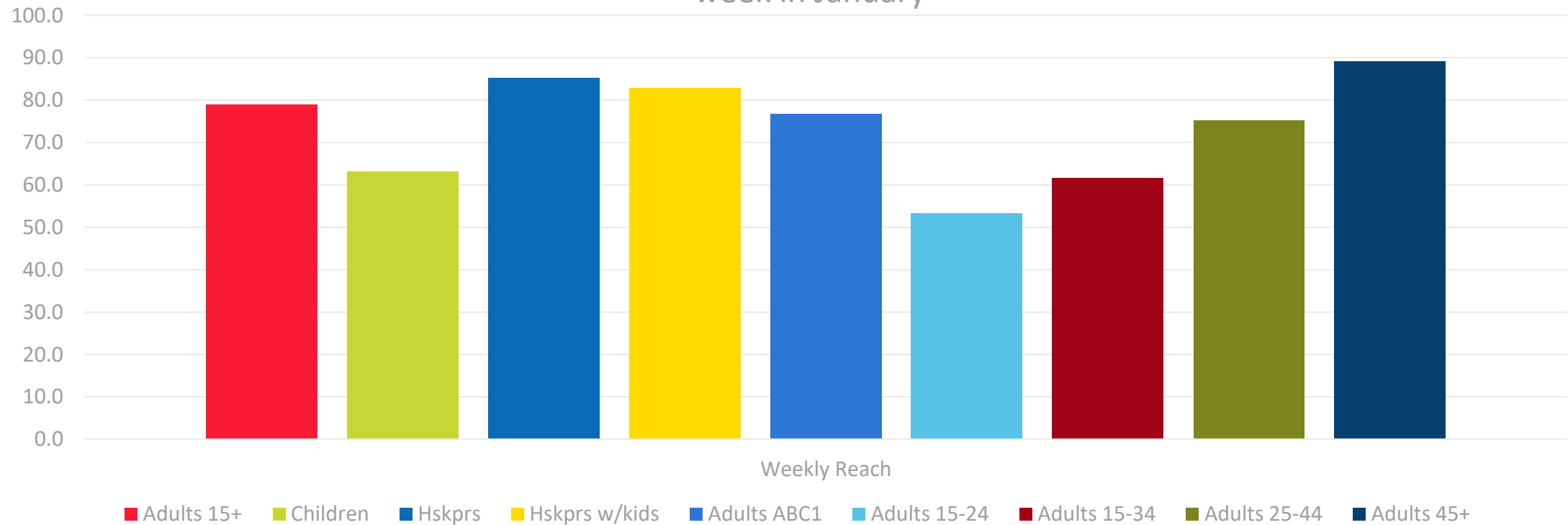
Live TV dominates across all audiences .

% of Minutes Viewed by audience-Live V Timeshifted

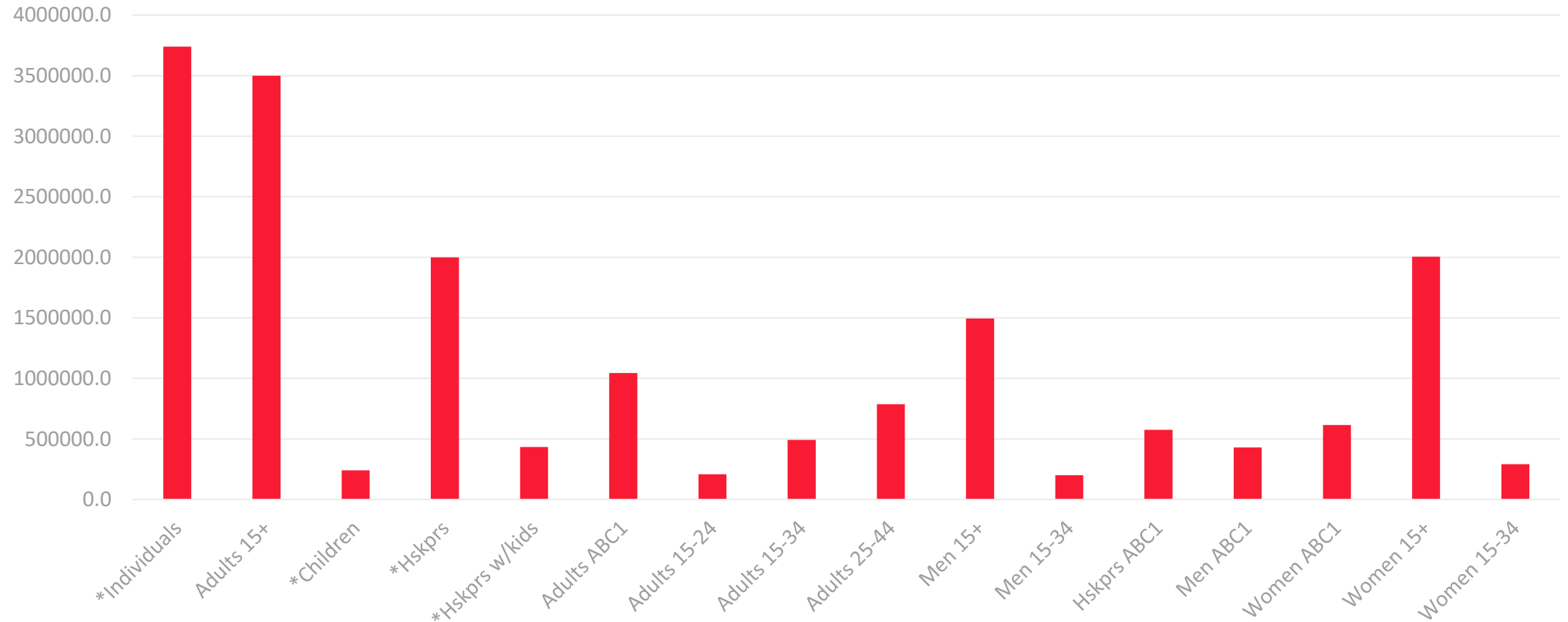


Weekly reach of TAM Ireland Commercial Channels

TAM IRELAND Commercial channels reached an average of 76.7% of Adults ABC1 each week in January



Commercial Impacts January 2020



Top 10 Advertisers January 2020



1: Procter & Gamble



2: Sky Ireland



3: Toyota Ireland



4: Three Ireland



05: McDonalds Ireland



06: Mars Ireland



07: Hyundai



08: Reckitt Benckiser



09: Aldi



10: Vodafone Ireland

Top Programmes January 2020

Top 5 programmes by station group are below. A breakdown of the Top 10 programmes by station for January 2020 can be found [here](#)



- Room To Improve: Dermot's Home 05-01-2020
- RTE News: Nine O'Clock 12-01-2020
- RTE News: Six One 13-01-2020
- Dancing With The Stars 05-01-2020
- Late Late Show, 31-01-2020



- CORONATION STREET 27-01-2020
- THE BIG DEBATE 22-01-2020
- EMMERDALE 13-01-2020
- THE LEADER'S DEBATE: 30-01-2020
- LOVE ISLAND 21-01-2020



- LIVE RENAULT SUPER SUNDAY 19-01-2020
- LIVE PL: TOTTENHAM V LIVERPOOL 11-01-2020
- LIVE EFL CUP SEMI-FINAL 07-01-2020
- LIVE EFL CUP: MAN CITY V MAN UTD 29-01-2020
- LIVE PL: NEWCASTLE V CHELSEA 18-01-2020

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- THE GREAT FESTIVE BAKE OFF 01-01-2020
- GOGGLEBOX FESTIVE SPECIAL 03-01-2020
- DEADWATER FELL 10-01-2020
- BIG FAT QUIZ OF THE DECADE 02-01-2020
- FILM: THE LION KING (1994) 01-01-2020



- FRIENDS 25-01-2020
- FILM: HAPPY GILMORE 07-01-2020
- FILM: ME, MYSELF & IRENE 25-01-2020
- FILM: BEETLEJUICE 15-01-2020
- SOUTH PARK 01-01-2020



- GAA BEO 19-01-2020
- For A Few Dollars More 17-01-2020
- The Foster & Allen Request Show 01-01-2020
- Fear darb ainm Harris 01-01-2020
- Rugbaí Beo Pro 14 04-01-2020



- ALLIANZ NATIONAL HURLING 25-01-2020
- GUINNESS PRO14 03-01-2020
- FA CUP 2019 06-01-2020
- ALLIANZ NATIONAL FOOTBALL 25-01-2020
- CLASSIC GAA 15-01-2020