

TAM IRELAND TV VIEWING REPORT MARCH 16TH-22ND 2020

As Irish audiences adjust to more time at home, our new weekly viewing report gives you the most up-to-date analysis of shifts and trends in TV viewing.



REACH

Due to government measures to combat Covid-19, we have seen large increases in TV viewing across all audiences. The average daily reach for W/C 16th March 2020 was higher than any other week over the past two years (Live and VOSDAL)

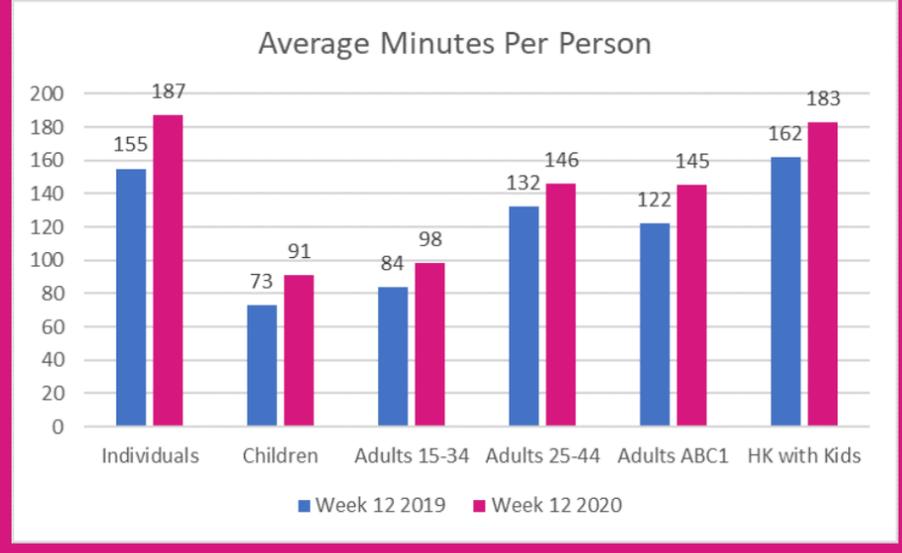
Daily Total TV Reach	Week 12 2019	Week 12 2020
Individuals	61.4%	66.6%
Adults 15-34	42.9%	47.7%
Adults 25-44	60.7%	63.5%
Adults ABC1	58.5%	63.3%
HW+CH	70.0%	72.4%
Children	47.3%	50.8%

Source: TAM Ireland/Nielsen, National, Total TV, Live + VOSDAL, Individuals 4+, incl guests Average Daily Reach by Week (Based on 1+ consecutive minutes)



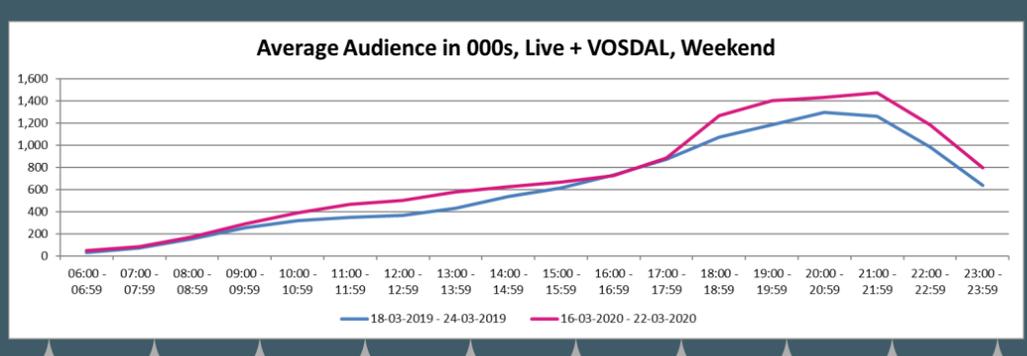
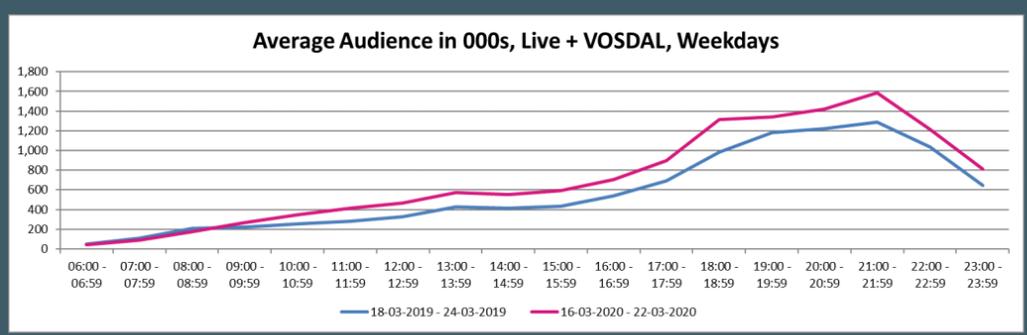
AVERAGE DAILY MINUTES

Average Daily Minutes for Live and VOSDAL are up across all audiences year on year. Reflecting the massive changes we are going through, Ads ABC1 saw a 19% increase and Children saw a 25% increase.



Source: TAM Ireland/Nielsen, National, Total TV, Live + VOSDAL, Individuals 4+, Average Mins Per person

VIEWING PATTERNS



PROGRAMMING

Not surprisingly, viewing to News and Current affairs shows in Ireland has jumped over the past week as people seek out trusted, real-time information on what is happening in the world. News and Current Affairs programming made up 75% of the Top 20 Programmes watched by individuals in the two weeks 9th - 22nd March. This increased to 90% for the week 16th - 22nd March. More people also turned to familiar programming, such as soaps, and light-hearted entertainment shows such as Ant & Dec's Saturday Night Takeaway.

Please note: All data based on live & VOSDAL TV set viewing. Consolidated viewing data not yet available



An Taoiseach Leo Varadkar's Ministerial Broadcast on RTÉ One and Virgin Media One (17th March @ 21.00) was the biggest TV event of the last ten years with a combined average audience of 1,828,900



RTÉ News: Nine O'Clock after An Taoiseach's speech was the tenth highest rating programme in the past 10 years with 1,301,700 individuals watching



Ant & Dec's Saturday Night Takeaway on Virgin Media One on the 21st March saw its highest Live + VOSDAL audience since the series returned in 2014. Over 368,700 individuals tuned in to watch the show