

# TAM IRELAND TV VIEWING REPORT

## MARCH 23rd-29th 2020

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

### REACH

Daily Total TV Reach	Week 13 2019	Week 13 2020
Individuals	60.6%	65.6%
Adults 15-34	41.4%	48.3%
Adults 25-44	60.5%	64.3%
Adults ABC1	58.1%	63.6%
HW+CH	68.4%	73.7%
Children	45.2%	47.1%

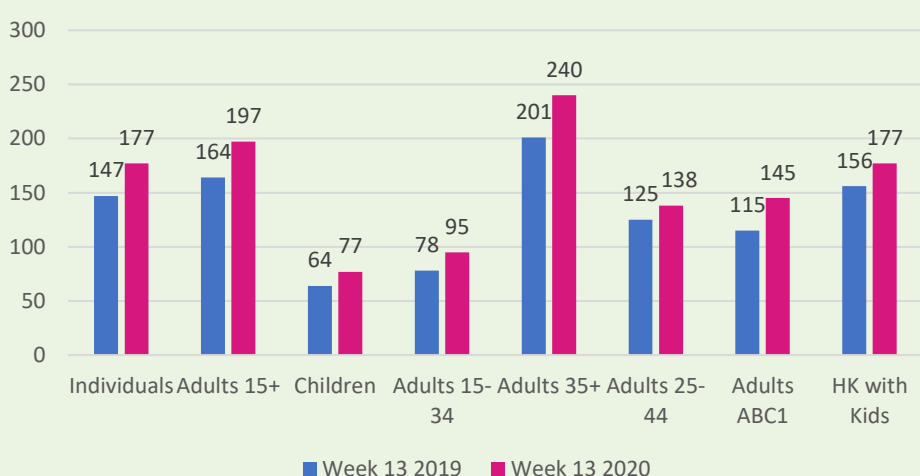
In the second of our updates on viewing we see that average daily reach continues to see large increases yoy (Live and VOSDAL) particularly for younger adults.

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. Ads 25-44 saw an increase in excess of 10% and Ads ABC1 are up more than 18% yoy.

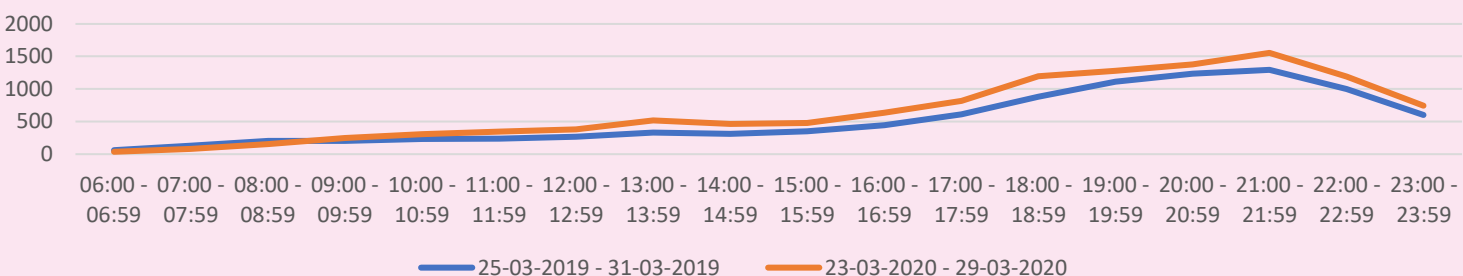
Average Minutes Per Person



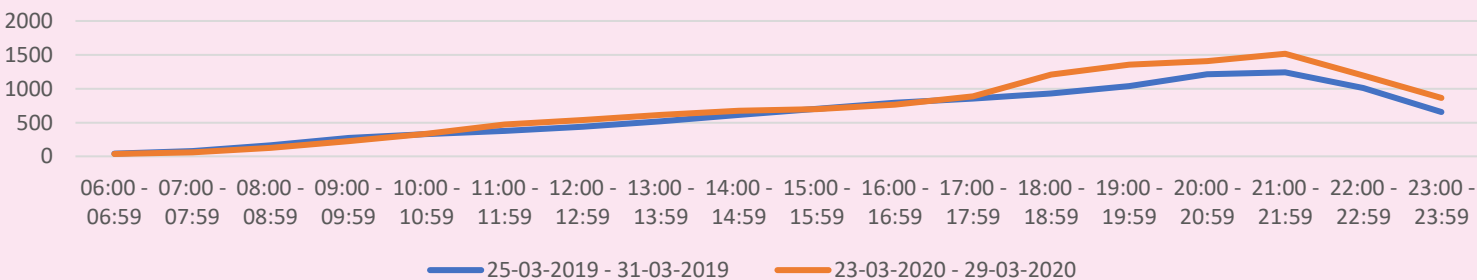
Source: TAM Ireland/Nielsen, National, Total TV, Live + VOSDAL, Individuals 4+, Average Mins Per person

### VIEWING PATTERNS

Average Audience in 000's, Live and VOSDAL, Weekdays



Average Audience in 000's, Live and VOSDAL, Weekends



### Programming



As people rely on the trusted source of broadcasters to deliver them the most up to date information, RTÉ recorded 1.2 million viewers to the 9 O'Clock News on Friday 27<sup>th</sup>.



Viewing to News and Current affairs continues to dominate our viewing consumption, Sky News at 10 on Monday March 23rd saw viewing soar +185% yoy. (Ave '000s)



Soaps are proving to be more popular than ever with audiences. Coronation St on Virgin Media One had audiences well in excess of 400k last week – a 12% increase yoy



Viewers are also seeking out some light relief through entertainment shows. The Celebrity Great British Bake Off SU2C on Channel 4 saw it's audience grow by 30,000 yoy.