

# TAM IRELAND TV VIEWING REPORT

## APRIL 13<sup>th</sup>-19<sup>th</sup> 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

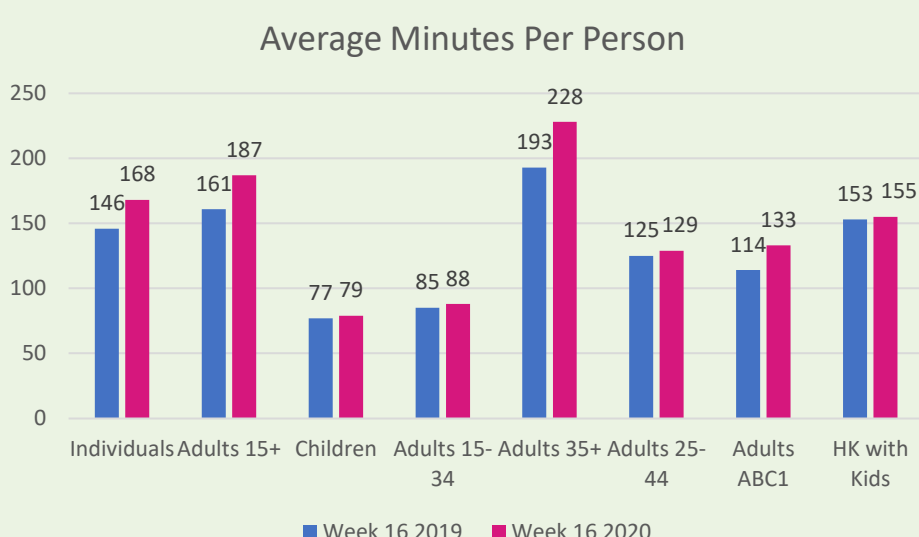
Daily Total TV Reach	Week 16 2019	Week 16 2020
Individuals	60.6%	64.3%
Adults 15+	63.9%	68.1%
Adults 15-34	43.8%	44.9%
Adults 25-44	59.7%	60.3%
Adults ABC1	57.0%	60.9%
HK+CH	67.5%	70.4%
Children	45.1%	46.0%

Weekly reach figures during the post-Easter week continued to reflect strong viewing to Live + VOSDAL TV.

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

### AVERAGE DAILY MINUTES

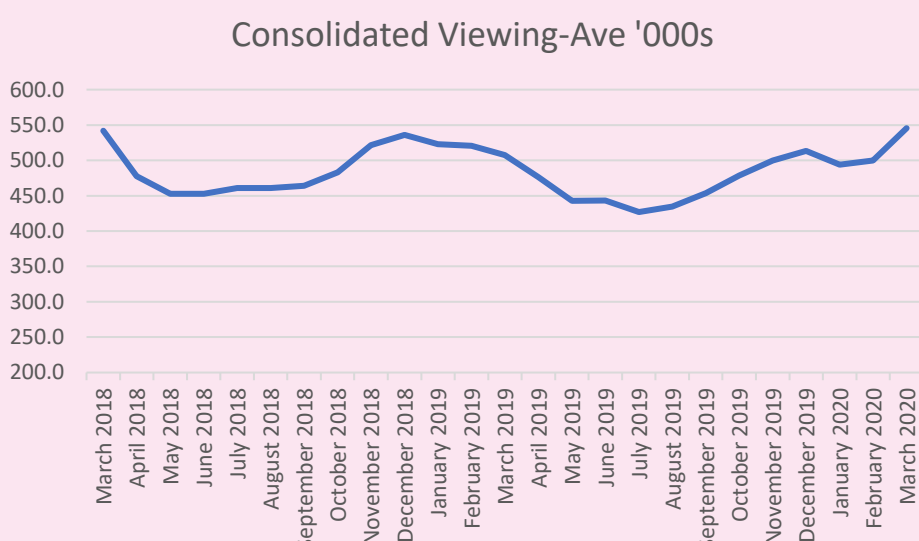
After an initial surge in viewing, average daily minutes for Live and VOSDAL appear to have stabilised at a level that shows viewing up across all audiences year on year. Adults ABC1 and Adults 35+ registered the highest increases for Week 16 with ABC1 adults watching 19 more minutes on average per day compared to the same week in 2019. Adults 35+ watched on average 35 more minutes a day year on year.



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

### VIEWING PATTERNS

March 2020 had the highest viewing (average 000's) for two years. This is despite the absence of live sport such as the Six Nations on Virgin Media One and the Premier League on Sky Sports, and a decrease in the number of episodes of soaps broadcast each week (Eastenders has reduced from 4 to 2 since March 23<sup>rd</sup>, Coronation Street from 5 to 3 since March 30<sup>th</sup>)



Source: TAM Ireland/Nielsen, National, Total TV, Consolidated, Individuals incl guests

### PROGRAMMING



Britain's Got Talent ep. 2 on Sat 18th April saw 310,600 individuals tuning in-a growth of +38% vs. episode 2 last year. Adults 15-34 had a particularly strong performance, with viewing 000's up +47% year on year, making it the number 1 show in its slot for this age group.



Young adults are gravitating to comedy & light entertainment. A15-34 viewing to Comedy Central, Dave, TLC and Sky Witness has doubled yoy driven by content such as Friends, Room 101, Grey's Anatomy & 90 Day Fiancé. (Ave 000's, A15-34)



An RTE documentary marking the 10th anniversary of Gerry Ryan's tragic death will air on Sunday April 26. This documentary gives a unique insight into his life, ten years since his sudden passing. The hour long special will see those close to him sharing their memories and stories from over the years. There will also be footage and audio from his iconic moments in broadcasting.



Broadcasters are continuing to air brand new content for viewers with Celebrity SAS Who Dares Wins for Stand Up To Cancer kicking off on Channel4 at 9pm on Monday April 21<sup>st</sup>.

Please note: All data based on live & VOSDAL TV set viewing