

# October 2021 Viewing Trends



**TAM** IRELAND

TV Audience Measurement Ireland

# OCTOBER NOTE

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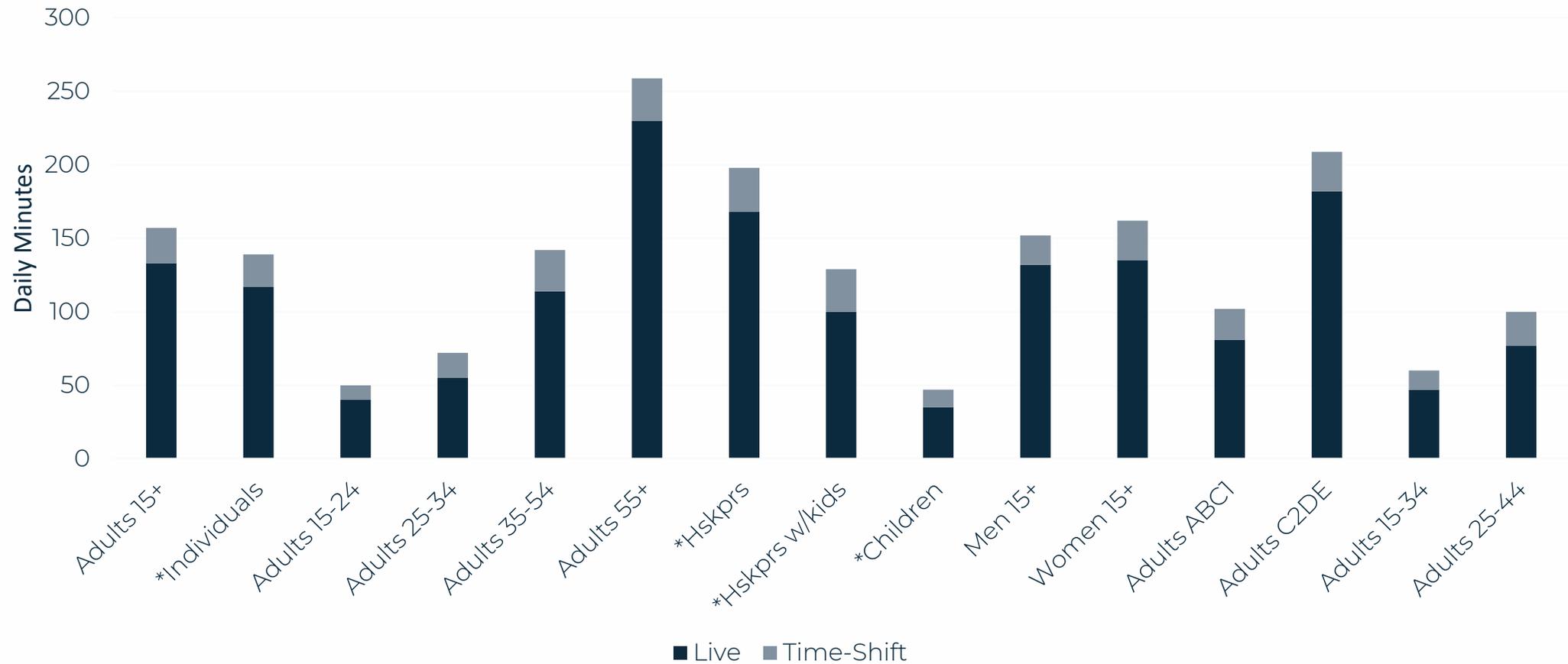
- Channel 4 has been experiencing transmission issues since an incident with their third-party playout provider on Saturday, 25th September around 7pm.
- The issue is impacting the ROI ad feeds and causing a delay in the production of transmission logs.
- Programme data has been released for the following channels: Channel 4 Ireland, Channel 4+1 Ireland, E4, E4+1, Film4 and More4 from 25th September to 25th October inclusive however there will be no Commercial logs processed beyond 25th September until the ROI commercial feed is re-instated.
- This will impact the figures in the following charts.

# OCTOBER 2021 VIEWING TRENDS



- TAM Ireland Commercial Channels reached an average of 74.5% of individuals each week in October 2021
- Individuals watched an average of 138 minutes (2 hours 18 minutes) each day in October 2021.
- *Kin* on RTÉ One on October 31st was the most viewed programme of the month. An average of 631,600 individuals tuned in to the broadcast.
- The new series of Ireland's Fittest Family which began on Oct 31<sup>st</sup> on RTÉ One launched with an average of 444,300 individuals
- Googlebox Ireland on Virgin Media One on Oct 27<sup>th</sup> had an average individual viewership of 274,400

# AVERAGE DAILY MINUTES: October 2021



# TOP 10 ADVERTISERS: October 2021



1: Procter & Gamble



2: National Lottery



3: Sky Ireland



4: Lidl Ireland



05: AIB



06: Three



07: Virgin Media



08: Bank of Ireland



09: Diageo



10: Vodafone Ireland

# TOP 5 RTÉ PROGRAMMES OCTOBER 2021

- 1 Kin 31-10-2021
- 2 Mrs Brown's Boys Live 29-10-2021
- 3 RTE News: Nine O'Clock 31-10-2021
- 4 Late Late Show, The 01-10-2021
- 5 Ireland's Fittest Family 31-10-2021

Top 5 programmes by station group. A breakdown of the Top 10 programmes by station for October 2021 can be found [here](#)



# TOP 5 VIRGIN MEDIA PROGRAMMES SEPT 2021

- 1	CORONATION STREET 20	18-10-2021
- 3	Emmerdale 2021	27-10-2021
- 4	UCL: MUM V ATA LIVE	20-10-2021
- 5	Gogglebox Ireland	27-10-2021
- 6	News At 5:30	31-10-2021

Top 5 programmes by station group. A breakdown of the Top 10 programmes by station for September 2021 can be found [here](#)



# TOP 5 SKY MEDIA PROGRAMMES OCT 2021

- 1 LIVE RENAULT SUPER SUNDAY  
03-10-2021
- 2 LIVE SNF: TOTTENHAM V MAN UTD  
30-10-2021
- 3 LIVE SNF: TOTTENHAM V MAN UTD  
30-10-2021
- 4 LIVE USA F1 GRAND PRIX 24-10-2021
- 5 LIVE RENAULT SUPER SUNDAY  
24-10-2021

Top 5 programmes by station group. A breakdown of the Top 10 programmes by station for October 2021 can be found [here](#)



# TOP 5 4 SALES PROGRAMMES OCT 2021

- 1 THE GREAT BRITISH BAKE OFF 05-10-2021
- 2 GOGGLEBOX 08-10-2021
- 3 GOGGLEBOX CELEBRITY FOR SU2C 15-10-2021
- 4 MARRIED AT FIRST SIGHT UK 04-10-2021
- 5 CELEBRITY GOGGLEBOX: SU2C 15-10-2021

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# TOP 5 TG4 PROGRAMMES OCTOBER 2021

- 1      **Rugbaí Beo URC 2021- 2022 01-10-2021**
- 2      **GAA BEO 2021 - 2022            24-10-2021**
- 3      **Rugbaí Beo URC 2021- 2022 - 9 OB R5 HOST  
Connacht            23-10-2021**
- 4      **Rugbaí Beo URC 2021- 2022 - 8 OT R5  
Glasgow v Lein 22-10-2021**
- 5      **Hector - Éire Nua 21-10-2021**

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# TOP 5 VIACOM PROGRAMMES OCT 2021

- 1 FRIENDS 28-10-2021
- 2 FILM: THERE'S SOMETHING ABOUT MARY (1998) 02-10-2021
- 3 PAW PATROL 06-10-2021
- 4 KANGAROO BEACH 06-10-2021
- 5 BABY SHARK'S BIG SHOW 26-10-2021

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