

# November 2021 Viewing Trends Overview

**TAM** IRELAND

TV Audience Measurement Ireland

# NOVEMBER NOTE

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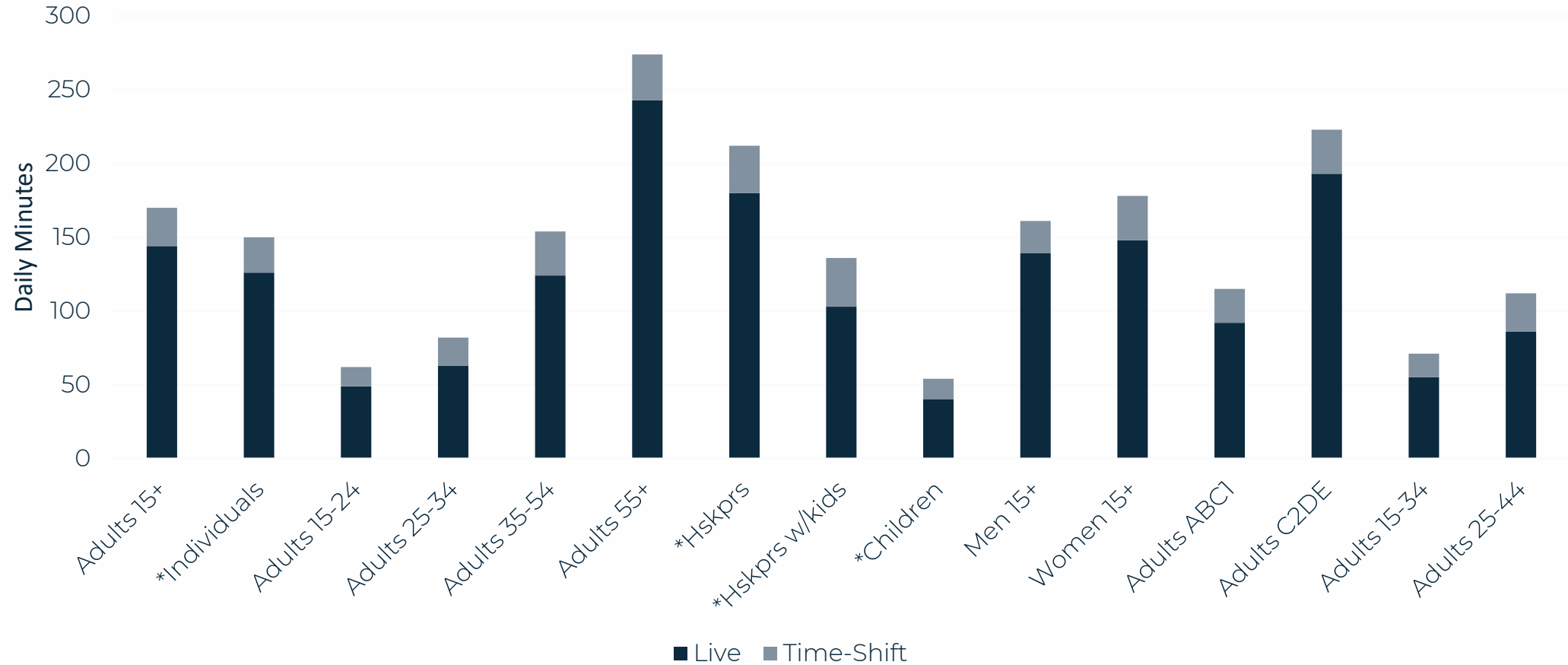
- Channel 4 experienced transmission issues since an incident with their third-party playout provider on Saturday, 25th September around 7pm.
- The issue impacted the ROI ad feeds and caused a delay in the production of transmission logs.
- ROI Commercial feed has been re-instated from 17th November for the following channels: Channel 4 Ireland, Channel 4+1 Ireland, E4, E4+1, Film4 and More4 and reporting of commercial data from 17th November onwards is taking place as normal. However data from Nov 1<sup>st</sup>-16<sup>th</sup> is still impacted and there is no commercial data for those dates
- This will impact the figures in the following charts.

# NOVEMBER 2021 VIEWING TRENDS

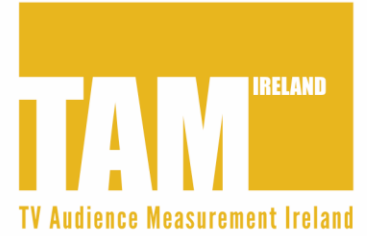


- TAM Ireland Commercial Channels reached an average of 75.9% of individuals each week in November 2021
- Individuals watched an average of 150 minutes (2 hours 30 minutes) each day in November 2021.
- *The Late Late Toy Show* on RTÉ One on November 26<sup>th</sup> was the most viewed programme of the month. An average of 1,707,800 individuals tuned in to the broadcast.
- On Virgin Media One the the new series of *Im A Celeb Get Me Out Of Here* launched on Sun Nov 21<sup>st</sup> with an average of 514,400 individuals
- Amazon entered the Top 10 advertisers list for the first time-it has the 8<sup>th</sup> biggest spender on TV in Nov 2021

# AVERAGE DAILY MINUTES: November 2021



# TOP 10 ADVERTISERS: November 2021



1: Procter & Gamble



2: Aldi Ireland

DIAGEO

3: Diageo



4: Sky Ireland



05: Tesco Ireland



06: National Lottery



07: Dunnes Stores



08: Amazon



09: Lidl Ireland



10: Bank of Ireland



# TOP 5 RTÉ PROGRAMMES NOVEMBER 2021

- Late Late Toy Show, The 26-11-2021
- Autumn Nations Series - Live Play - Ireland V New 13-11-2021
- European Qualifiers World Cup 2022 - Live Play - R 11-11-2021
- RTE News: Nine O'Clock 26-11-2021
- Autumn Nations Series - Post Match - Ireland V New 13-11-2021

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





# TOP 5 VIRGIN MEDIA PROGRAMMES Nov 2021

- I'm A Celebrity...Get Me Out Of Here! 21-11-2021
- Coronation Street 2021 29-11-2021
- Emmerdale 2021 25-11-2021
- UCL Liverpool v Atletico Madrid Live 03-11-2021
- News At 5:30 16-11-2021

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# TOP 5 SKY MEDIA PROGRAMMES NOV 2021

1	LIVE RENAULT SUPER SUNDAY	07-11-2021
2	LIVE PL: MAN UNITED V MAN CITY	06-11-2021
3	LIVE SNF: LIVERPOOL V ARSENAL	20-11-2021
4	GREY'S ANATOMY	10-11-2021
5	FBI	25-11-2021

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# TOP 5 4 SALES PROGRAMMES NOV 2021

1 THE GREAT BRITISH BAKE OFF	02-11-2021
2 GOGGLEBOX	12-11-2021
3 ESCAPE TO THE CHATEAU	28-11-2021
4 FILM: ANGEL HAS FALLEN (2019)	13-11-2021
5 GRAND DESIGNS: HOUSE OF THE YEAR	17-11-2021

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# TOP 5 TG4 PROGRAMMES NOVEMBER 2021

- 1 GAA BEO 2021 - 2022 14-11-2021
- 2 Opry le Daniel i gConnacht 30-11-2021
- 3 For A Few Dollars More 05-11-2021
- 4 Chieftains - Water from the Well 21-11-2021
- 5 Doubt 08-11-2021

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# TOP 5 VIACOM PROGRAMMES NOV 2021

- 1 FRIENDS 21-11-2021
- 2 BLAZE AND THE MONSTER MACHINES 29-11-2021
- 3 FILM: DADDY DAY CAMP (2007) 13-11-2021
- 4 TEEN MOM 17-11-2021
- 5 CATFISH: THE TV SHOW 19-11-2021

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