

# ***December 2021 Viewing Trends***



**TAM** IRELAND

TV Audience Measurement Ireland

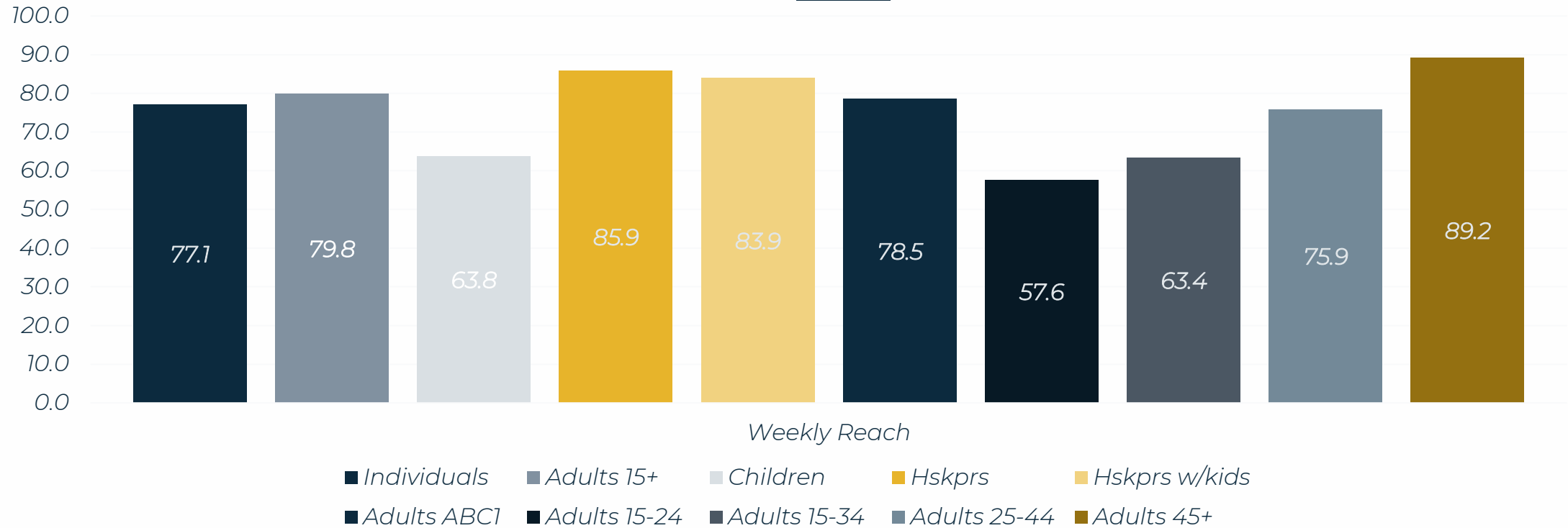
# DECEMBER 2021 VIEWING TRENDS



- *TAM Ireland Commercial Channels reached an average of 77.1% of individuals each week in December 2021*
- *Individuals watched an average of 164 minutes (2 hours 44 minutes) each day in December 2021.*
- *RTÉ News: Six One on December 7<sup>th</sup> (the day further Covid restrictions were announced) was the most viewed programme of the month. An average of 651,300 individuals tuned in to the broadcast.*
- *On Virgin Media One the finale of Im A Celeb Get Me Out Of Here launched on Sun Dec 12<sup>th</sup> had an average viewing audience of 436,100 individuals*
- *Diageo was the most viewed advertiser on TV in December 2021 with P&G in second place*

# WEEKLY REACH: December 2021

*TAM Ireland Commercial channels reached an average of 78.5% of Adults ABC1 each week in December*



# TOP 10 ADVERTISERS: December 2021

**DIAGEO**

1: Diageo



2: Procter & Gamble

**SuperValu**  
Real Food, Real People

3: Supervalu



4: Aldi Ireland



05: Sky Ireland



06: National Lottery



07: Lidl Ireland



08: Reckitt Benckiser



09: Mars Ireland

**DUNNES**  
STORES

10: Dunnes Stores



# TOP 5 RTÉ PROGRAMMES DECEMBER 2021

- RTE News: Six One 07-12-2021
- New Year's Eve Countdown Show 31-12-2021
- Mrs Brown's Boys: Mammy's Mechanical Merriment 25-12-2021
- RTE News: Nine O'Clock 06-12-2021
- Hidden Assets 12-12-2021

*Top 5 programmes by station group*



# TOP 5 VIRGIN MEDIA PROGRAMMES Dec 2021

- I'm A Celebrity...Get Me Out Of Here! 12-12-2021
- Coronation Street 2021 20-12-2021
- Emmerdale 2021 01-12-2021
- News At 5:30 07-12-2021
- Virgin Media News 17-12-2021

*Top 5 programmes by station group.*





# TOP 5 SKY MEDIA PROGRAMMES Dec 2021

-LIVE ABU DHABI F1 GRAND PRIX	12-12-2021
-LIVE RENAULT SUPER SUNDAY	19-12-2021
-AND JUST LIKE THAT	09-12-2021
-LIVE SNF: NORWICH V MANCHESTER UTD	11-12-2021
-LIVE SAUDI ARABIAN F1 GRAND PRIX	05-12-2021

*Top 5 programmes by station group.*



# TOP 5 4 SALES PROGRAMMES Dec 2021

1	GOGGLEBOX	03-12-2021
2	FILM: HOME ALONE (1990)	24-12-2021
3	ESCAPE TO THE CHATEAU	12-12-2021
4	FILM: HOME ALONE 2: LOST IN NEW YORK	25-12-2021
5	GOGGLEBOX 2021	25-12-2021

*Top 5 programmes by station group.*





# TOP 5 TG4 PROGRAMMES NOVEMBER 2021

1	GAA BEO 2021 - 2022	12-12-2021
2	Seo é Joe Dolan	31-12-2021
3	Tommy Fleming 30 years of Song	21-12-2021
4	Rugbaí Beo URC 2021- 2022	03-12-2021
5	Opry le Daniel i gConnachta	28-12-2021

*Top 5 programmes by station group*



# TOP 5 VIACOM PROGRAMMES NOV 2021

1	FRIENDS	22-12-2021
2	FILM: LITTLE FOCKERS (2010)	26-12-2021
3	PAW PATROL	02-12-2021
4	FILM: WHAT WOMEN WANT	04-12-2021
5	FILM: MISSION: IMPOSSIBLE - GHOST PROTOC	22-12-2021

*Top 5 programmes by station group.*

