



***January 2022
Viewing Trends***

TAM IRELAND
TV Audience Measurement Ireland

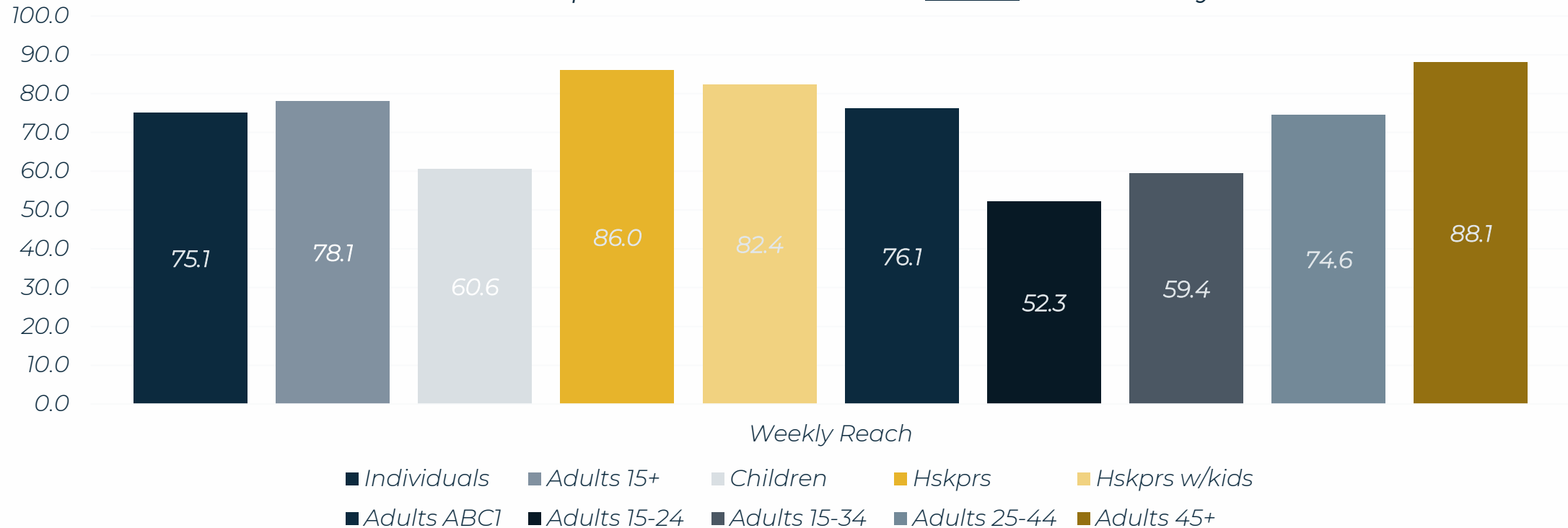
JANUARY 2021 VIEWING TRENDS



- *TAM Ireland Commercial Channels reached an average of 75.1% of individuals each week in January 2022*
- *Individuals watched an average of 155 minutes (2 hours 35 minutes) each day in January 2022.*
- *The RTE News: Six One on RTÉ One on Friday January 21st (the day an end to almost all Covid restrictions was announced) was the most viewed programme of the month. An average of 654,700 individuals tuned in to the broadcast.*
- *Across the Virgin Media suite of channels, soaps took the top two spots with Coronation Street on Jan 4th and Emmerdale on Jan 13th the two most viewed programmes of the month.*

WEEKLY REACH: JANUARY 2022

TAM Ireland Commercial channels reached an average of 82.4% of Housekeepers with kids each week in January



TOP 10 ADVERTISERS: JANUARY 2022



1: Procter & Gamble



2: Bank of Ireland



3: National Lottery



4: Lidl Ireland



05: Reckitt Benckiser



06: AIB



07: Unilever



08: Vodafone Ireland



09: Dunnes Stores



10: Three

TOP 5 RTÉ PROGRAMMES JANUARY 2022

1	RTE News: Six One	21-01-2022
2	Late Late Show, The	14-01-2022
3	RTE News: Nine O'Clock	09-01-2022
4	Dancing With The Stars	09-01-2022
5	Tommy Tiernan Show, The	08-01-2022

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES JAN 2022

1	Coronation Street 2022	04-01-2022
2	Emmerdale 2022	13-01-2022
3	News At 5:30 (2022)	06-01-2022
4	The Masked Singer S3	22-01-2022
5	News At 8 (2022)	19-01-2022

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES JAN 2022

- | | | |
|---|-----------------------------------|------------|
| 1 | LIVE PL: MANCHESTER UTD V WOLVES | 03-01-2022 |
| 2 | LIVE SNF: ASTON VILLA V MAN UTD | 15-01-2022 |
| 3 | LIVE WLD DARTS C'SHIP FINAL '22 | 03-01-2022 |
| 4 | LIVE RENAULT SUPER SUNDAY | 02-01-2022 |
| 5 | LIVE WLD DARTS CHAMPS SEMI-FINALS | 02-01-2022 |

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES JAN 2022

- | | | |
|---|----------------------------------|------------|
| 1 | GOGGLEBOX FESTIVE SPECIAL | 02-01-2022 |
| 2 | THE KILLER NANNY: DID SHE DO IT? | 09-01-2022 |
| 3 | THE GREAT POTTERY THROW DOWN | 23-01-2022 |
| 4 | SCREW | 06-01-2022 |
| 5 | FILM: MIDWAY (2019) | 22-01-2022 |

Top 5 programmes by station group.



TOP 5 VIACOM PROGRAMMES JAN 2022

1	FRIENDS	23-01-2022
2	FILM: PAUL BLART: MALL COP 2 (2015)	02-01-2022
3	FILM: ANCHORMAN 2: THE LEGEND CONTINUES	04-01-2022
4	BABY SHARK'S BIG SHOW	26-01-2022
5	FILM: HAPPY GILMORE (1996)	25-01-2022

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES JANUARY 2022

1	GAA BEO 2021 - 2022	30-01-2022
2	Rugbaí Beo URC 2021- 2022	01-01-2022
3	The Chieftains Live at Montreux	02-01-2022
4	Johnny Cash A Night to Remember Live	04-01-2022
5	A Fistful of Dollars	28-01-2022

Top 5 programmes by station group



GAA 2022

