

MARCH 2022 VIEWING TRENDS





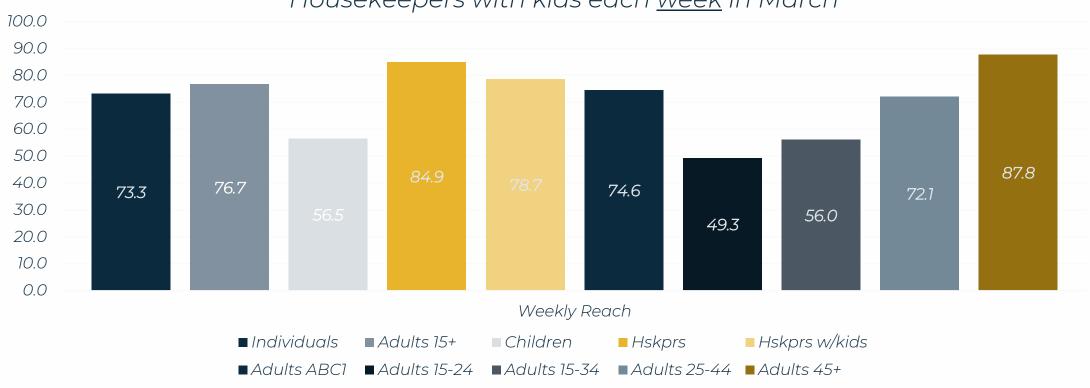


- TAM Ireland Commercial Channels reached an average of 76.7% of Adults 15+ each week in March 2022
- Adults 15+ watched an average of 165 minutes (2 hours 45 minutes) each day in March 2022 (Live + Timeshifted viewing)
- 6 Nations Live England V Ireland on RTÉ 2 on March 12th was the most viewed programme of the month. An average of 778,500 individuals tuned in to the broadcast.
- The Six Nations Ireland V Scotland on Virgin Media One was the second most viewed programme of the month with an average of 683,600 individuals watching the game.









TOP 10 ADVERTISERS: March 2022





1: Procter & Gamble



2: L'Oréal



3: Supervalu



4: Diageo



05: Sky



06: Lidl Ireland



07: Heineken



08: National Lottery



09: AIB



10: HSE

TOP 5 RTÉ PROGRAMMES March 2022

1	Six Nations - Live Play - Engla	and V Ireland 12-03-2022
2	Six Nations - Post Match - En	igland V Ireland 12-03-2022
3	RTE News: Nine O'Clock	06-03-2022
4	Room To Improve	06-03-2022
5	Late Late Show, The	04-03-2022

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES March 2022

1 6 Nations Live Ireland V Scotland

19-03-2022

2 Coronation Street 2022 18-03-2022

3 6 Nations Post Ireland V Scotland 19-03-2022

4 Emmerdale 2022 04-03-2022

5 Cheltenham Gold Cup Live 18-03-2022

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES March 2022

1 LIVE RENAULT SUPER SUNDAY

06-03-2022

2 LIVE SNF: LIVERPOOL V WEST HAM

05-03-2022

3 LIVE PL: ARSENAL V LIVERPOOL

16-03-2022

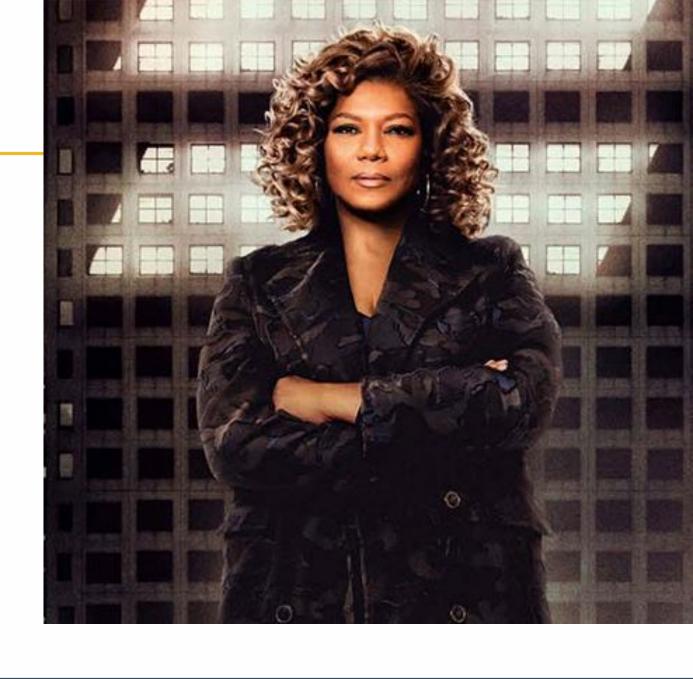
4 SKY NEWS AT NINE WITH ANNA BOTTING

02-03-2022

5 EQUALIZER, THE

01-03-2022

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES Feb 2022

1	GOGGLEBOX	04-03-2022
2	THE GREAT CELEBRIT	Y BAKE OFF FOR SU2C 22-03-2022
3	JEREMY KYLE SHOW:	DEATH ON DAYTIME 13-03-2022
4	THE GREAT POTTERY	THROW DOWN
		06-03-2022

09-03-2022

LOVE IT OR LIST IT: BRILLIANT BUILDS

Top 5 programmes by station group.



TOP 5 VIACOM PROGRAMMES March 2022

1	BEN & HOLLY'S LITTLE KINGDOM		
		25-03-2022	
2	PAW PATROL	11-03-2022	
3	SOUTH PARK	18-03-2022	
4	FRIENDS	02-03-2022	
5	BLAZE AND THE MONSTER MACHINES		

Top 5 programmes by station group.



30-03-2022

TOP 5 TG4 PROGRAMMES March 2022

1	GAA BEO 2021 - 2022	13-03-2022	
2	Kill the Irishman	07-03-2022	
3	Contractors	26-03-2022	
4	Opry le Daniel 10	29-03-2022	
5	The Dubliners - The Parti	The Dubliners - The Parting Glass	
		17-03-2022	

Top 5 programmes by station group

