

Nielsen	Jul 2022	Jan 2022	Jul 22 v Jan 22 (000s)	Sep 2021
<b>Total TV Homes</b>	1714	1705	9	1701
<b>RECEPTION TYPE/ PANEL TYPE</b>				
	Jul 2022	Jan 2022	Jul 22 v Jan 22 (000s)	Sep 2021
<b>Sky</b>	668 39%	667 39%	1	659 39%
<b>Cable</b>	375 22%	370 22%	5	378 22%
<b>FTA Satellite</b>	266 16%	272 16%	-6	283 17%
<b>UK DTT</b>	82 5%	76 4%	6	75 4%
<b>Irish DTT</b>	197 11%	203 12%	-6	199 12%
<b>Web TV only</b>	126 7%	117 7%	9	107 6%
<b>RECEPTION METHOD/ PLATFORM</b>				
	Jul 2022	Jan 2022	Jul 22 v Jan 22 (000s)	Sep 2021
<b>Cable/Satellite</b>	1309 76%	1309 77%	0	1320 78%
• <i>Virgin Media</i>	268 16%	267 16%	1	265 16%
• <i>Other Cable Companies</i>	8 0%	6 0%	2	14 1%
• <i>IPTV</i>	104 6%	101 6%	3	104 6%
• <i>Sky</i>	668 39%	667 39%	1	659 39%
• <i>Other Satellite Total - Saorsat</i>	296 17% 0 0%	307 18% 0 0%	-11 0	309 18% 0 0%
<b>UK DTT</b>	122 7%	115 7%	7	111 7%
<b>Irish DTT</b>	626 37%	634 37%	-8	619 36%
<b>Aerial</b>	629 37%	635 37%	-6	621 37%
<b>TV Homes with PVR</b>	1047 61%	1035 61%		1036 61%

<b>RECEPTION TYPE/ PANEL TYPE</b>	
<p>Reception type is hierarchically defined and <b>MUTUALLY EXCLUSIVE</b>.  A home is classified once within reception type, based upon the highest form of reception available within the home.  The reception hierarchy (from highest to lowest) is as follows: Sky, Cable, FTA Satellite, UKDTT, UK DTT, Irish DTT, Web TV only.</p>	
<b>Sky</b>	Includes homes with an active Sky subscription only.
<b>Cable</b>	Includes all Cable and IPTV homes
<b>FTA Satellite</b>	Homes which receive UK Freesat or foreign language satellite channels via a satellite dish (including homes with a lapsed Sky subscription).
<b>UK DTT</b>	Homes which receive UK Freeview channels via an aerial (whether through a set-top box or an integrated digital TV).
<b>Irish DTT</b>	Homes which only receive any or all of the following: RTÉ One, RTÉ One +1, RTÉ2, RTÉ2+1, RTÉjr, RTÉ News, Virgin Media One, Virgin Media Two, Virgin Media Three and TG4, via an aerial (whether through a set-top box or an integrated digital TV) or via Saorsat.
<b>Web TV only</b>	Web TV-only homes are defined as broadband homes with no standard reception type that can view broadcast content online through a Smart TV or connected device.
<b>RECEPTION METHOD/ PLATFORM</b>	
<p>TV homes can have more than one method of reception. For example, a TV household may have Sky on their main set but receive channels on another set via Irish DTT. Establishment Survey respondents are asked to give details of reception type for each set within their home (up to 9 sets).  The figures shown to the left under Reception Method include details on all reception types within TV homes and are, therefore, <b>NOT MUTUALLY EXCLUSIVE</b>.  For this reason, the total % figures in the table to the left do not add to 100%.</p>	
<b>Cable/ Satellite</b>	Includes Virgin Media, Other Cable companies, IPTV, Sky and Other Satellite
<b>IPTV</b>	Includes all homes which pay a subscription to an IPTV provider (e.g. eir TV or Vodafone)
<b>Sky</b>	Includes homes with an active Sky subscription only.
<b>Other Satellite Total</b>	Includes Foreign satellite or FTA satellite reception on any set.
<b>UK DTT</b>	Includes all homes which have UK DTT
<b>Irish DTT</b>	Includes all homes which have IDTT (including Saorsat)
<b>Aerial</b>	Includes all homes which indicate an aerial as a method of reception - all Irish DTT and UK DTT
<b>TV Homes with PVR</b>	Includes all homes with an active PVR connected to any TV set

Please note, the July 2022 universes have been produced using a 4-wave weighted approach. The previous universes were produced using a mix of exponential smoothing of Special Audiences over the last 6 ES waves and 1 wave ES data.