## May 2022 Viewing Trends

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# **TV Audience Measurement Ireland**

IRELAND

#### MAY 2022 VIEWING TRENDS







- TAM Ireland Commercial Channels reached an average of 75.8% of Adults 15+ each week in May 2022
- Adults 15+ watched an average of 145 minutes (2 hours 25 minutes) each day in May 2022 (Live + Timeshifted viewing)
- The Champions League Final on May 28<sup>th</sup> on RTÉ 2 was the most viewed programme of the month. An average of 575,800 individuals tuned in to the broadcast.
- Over on Channel 4 Derry Girls was their top viewed programme since Celebrity Big Brother in 2007 with series 3 being watched by 969,900 Irish TV viewers

#### WEEKLY REACH: May 2022



#### TAM Ireland Commercial channels reached an average of 76.7% of Housekeepers with kids each week in May 100.0 90.0 80.0 70.0 60.0 50.0 86.4 40.0 75.8 73.4 71.9 71.5 30.0 56.2 49.5 20.0 10.0 0.0 Weekly Reach Hskprs w/kids Individuals Adults 15+ Children Hskprs ■Adults ABC1 ■ Adults 15-24 Adults 15-34 Adults 25-44 Adults 45+

Source: TAM Ireland / Nielsen Media Ireland / Av Weekly Reach, Consolidated, National/All Commercial Channels, ex guest

#### TOP 10 ADVERTISERS: May 2022

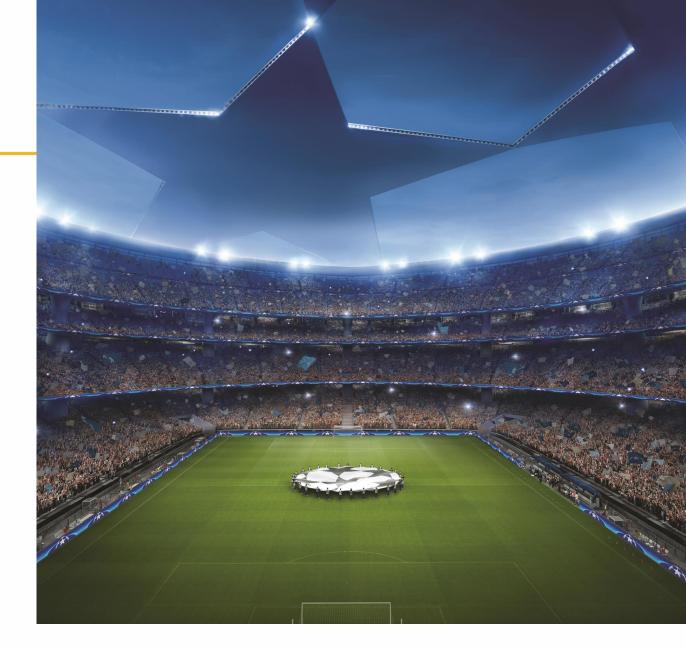




### TOP 5 RTÉ PROGRAMMES May 2022

1 V Real	Champions League Live - Liv	ve Play - Liverpool 28-05-2022
2	Late Late Show, The	27-05-2022
3	RTE News: Nine O'Clock	01-05-2022
4	RTE News: Six One	01-05-2022
5 Liverpoo	Champions League Live - Po ol V Real	ost Match - 28-05-2022

Top 5 programmes by station group



Source: TAM Ireland / Nielsen Media Ireland Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

#### TOP 5 VIRGIN MEDIA PROGRAMMES May 2022

1	UCL: Real Madrid v Man Ci	ty Extra Time 04-05-2022
2	Coronation Street	09-05-2022
3	Emmerdale	12-05-2022
4	UEL: Eintracht Frankfurt v Rangers Penalties 18-05-2022	

5 UCL: Real Madrid v Man City Live

04-05-2022



#### TOP 5 SKY MEDIA PROGRAMMES May 2022

1 LIVE PL: ASTON VILLA V LIVERPOOL

10-05-2022

2 LIVE PL: SOUTHAMPTON V LIVERPOOL

17-05-2022

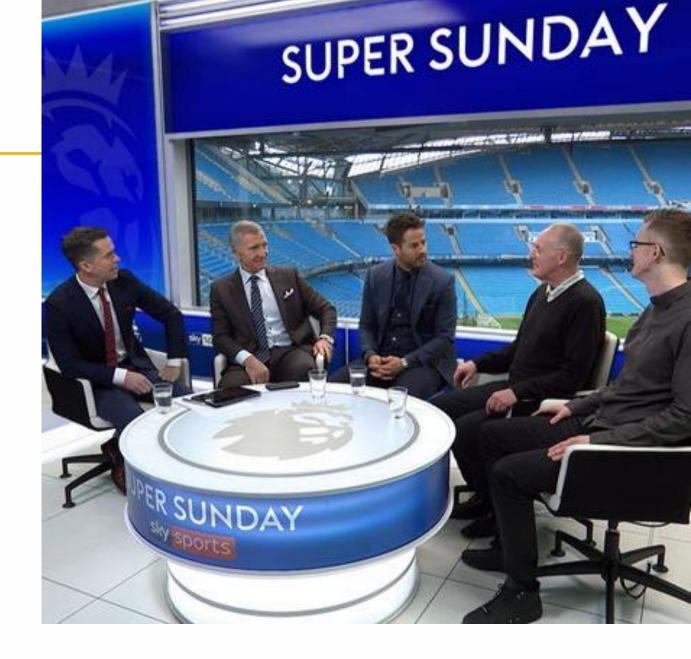
3 LIVE RENAULT SUPER SUNDAY

22-05-2022

4 LIVE RENAULT SUPER SUNDAY

08-05-2022

5 LIVE MNF: NEWCASTLE UTD V ARSENAL 16-05-2022



#### TOP 5 4 SALES PROGRAMMES May 2022

1	DERRY GIRLS	18-05-2022
2	GOGGLEBOX	06-05-2022
3	LOCATION LOCATION LOCATION	
		18-05-2022
4	DERRY GIRLS	17-05-2022
5	BAKE OFF: THE PROFESSIONALS	
		31-05-2022



#### TOP 5 VIACOM PROGRAMMES May 2022

1	FRIENDS	09-05-2022
2	PAW PATROL	19-05-2022
3	DEER SQUAD	19-05-2022
4	<b>BLUE'S CLUES &amp; YOU</b>	19-05-2022
5	BLAZE AND THE MONSTER MACHINES	
		19-05-2022



#### TOP 5 TG4 PROGRAMMES May 2022

1	Rugbaí Beo URC 2021- 2022	21-05-2022
2	GAA BEO 2021 - 2022	22-05-2022
3	Opry le Daniel 7	21-05-2022
4	No Country for Old Men	23-05-2022
5	Wolf of Wall Street	02-05-2022



Top 5 programmes by station group

Source: TAM Ireland / Nielsen Media Ireland Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes