April 2022 Viewing Trends

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TV Audience Measurement Ireland

IRELAND

APRIL 2022 VIEWING TRENDS







- TAM Ireland Commercial Channels reached an average of 75.1% of Adults 15+ each week in April 2022
- Adults 15+ watched an average of 152 minutes (2 hours 32 minutes) each day in April 2022 (Live + Timeshifted viewing)
- The Late Late Show on RTÉ One on April 1st was the most viewed programme of the month. An average of 471,600 individuals tuned in to the broadcast.
- Soaps performed well in April with Coronation Street on Virgin Media One and Fair City on RTÉ One also appearing in the Top 10 programmes for the month

WEEKLY REACH: April 2022



TAM Ireland Commercial channels reached an average of 76.1% of Housekeepers with kids each week in April 100.0 90.0 80.0 70.0 60.0 50.0 83.3 40.0 76.1 75.1 72.6 71.5 70.5 30.0 53.7 20.0 10.0 0.0 Weekly Reach *Individuals Adults 15+ Adults 15-24 Adults 15-34 Adults 45+ ■ *Children ■ *Hskprs w/kids ■ Adults ABC1 ■ *Hskprs Adults 25-44 ■ Adults 55+

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

TOP 10 ADVERTISERS: April 2022





Source: TAM Ireland Ltd / Nielsen TAM. Based on 30" 000s, All ROI Channels, Individuals 4+, Consolidated, National

TOP 5 RTÉ PROGRAMMES April 2022

| 1 | Late Late Show, The | 01-04-2022 |
|---|--------------------------|------------|
| 2 | DIY SOS | 03-04-2022 |
| 3 | RTE News: Nine O'Clock | 03-04-2022 |
| 4 | RTE News: Six One | 04-04-2022 |
| 5 | Great House Revival, The | 10-04-2022 |
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Top 5 programmes by station group

TOP 5 VIRGIN MEDIA PROGRAMMES April 2022

| 1 | Coronation Street 2022 | 04-04-2022 |
|---|----------------------------------|------------|
| 2 | Grand National Live | 09-04-2022 |
| 3 | UCL: Liverpool v Villarreal Live | |
| | | 27-04-2022 |
| 4 | Emmerdale 2022 | 15-04-2022 |
| 5 | Grand National build-up | 09-04-2022 |

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES April 2022

1 LIVE RENAULT SUPER SUNDAY

10-04-2022

- 2 LIVE PL: LIVERPOOL V MAN UNITED 19-04-2022
- 3 LIVE PL: MANCHESTER UTD V CHELSEA

28-04-2022

- 4 LIVE MASTERS FINAL ROUND 10-04-2022
- 5 LIVE SNF: MAN UTD V LEICESTER 02-04-2022

Top 5 programmes by station group.





TOP 5 4 SALES PROGRAMMES April 2022

| 1 | DERRY GIRLS | 12-04-2022 |
|---|----------------------------------|-----------------------------------|
| 2 | GOGGLEBOX | 01-04-2022 |
| 3 | THE GREAT CELEBRIT | Y BAKE OFF FOR SU2C 05-04-2022 |
| 4 | HULLRAISERS | 19-04-2022 |
| 5 | MARRIED AT FIRST SIGHT AUSTRALIA | |
| | | 25-04-2022 |

Top 5 programmes by station group.



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

TOP 5 VIACOM PROGRAMMES April 2022

| 1 | PAW PATROL | 08-04-2022 | |
|---|--------------------------|------------------------------|--|
| 2 | FRIENDS | 23-04-2022 | |
| 3 | IMPRACTICAL JOKERS | 11-04-2022 | |
| 4 | BEN & HOLLY'S LITTLE KIN | BEN & HOLLY'S LITTLE KINGDOM | |
| | | 04-04-2022 | |
| 5 | FILM: DADDY'S HOME 2 (2 | 017) | |

Top 5 programmes by station group.



15-04-2022

TOP 5 TG4 PROGRAMMES April 2022

| 1 | GAA BEO 2021 - 2022 | 03-04-2022 |
|---|---------------------------|------------|
| 2 | Contractors | 07-04-2022 |
| 3 | Peil na mBan Beo 2022 | 10-04-2022 |
| 4 | Rugbaí Beo URC 2021- 2022 | 29-04-2022 |
| 5 | Laochra Gael 2017 | 03-04-2022 |

Top 5 programmes by station group

