

#### **JULY 2022 VIEWING TRENDS**





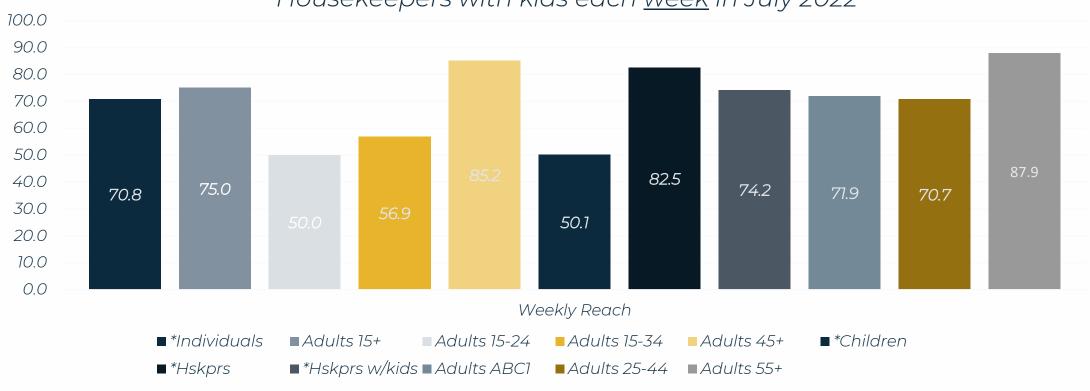


- TAM Ireland Commercial Channels reached an average of 75% of Adults 15+ each week in July 2022
- Adults 15+ watched an average of 143 minutes (2 hours 23 minutes) each day in July 2022 (Live + Timeshifted viewing)
- The Sunday Game Live (All Ireland Football Final Live play Galway V Kerry ) on July 24th on RTÉ 2 was the most viewed programme of the month. An average of 872,300 individuals tuned in to the broadcast.
- For Love Island on Virgin Media Two the episode on 11<sup>th</sup> July was the top performing Love Island episode of the month with 310,000 Individuals tuning in.









#### **TOP 10 ADVERTISERS: July 2022**





1: Procter & Gamble



2: Sky Ireland



3: Diageo



4: National Lottery



05: Unilever



06: Heineken Ireland



07: Bank of Ireland



08: Lidl Ireland



09: L'Oréal



10: Aldi Ireland

### TOP 5 RTÉ PROGRAMMES July 2022

1 Galwa	Sunday Game Live - AISFC Final - Live Play - 24-07-2022
2 Kilke	Sunday Game Live - AISHC Final - Live Play - 17-07-2022
3 - Galw	Sunday Game Live - AISFC Final - Post Match 24-07-2022
4 - Kilk	Sunday Game Live - AISHC Final - Post Match 17-07-2022
5 Dublin V	Sunday Game Live - AISFC SF - Live Play - 10-07-2022



### TOP 5 VIRGIN MEDIA PROGRAMMES July 2022

1	Coronation Street 2022	04-07-2022
2	Love Island S8	11-07-2022
3	Emmerdale 2022	04-07-2022
4	News At 5:30 (2022)	19-07-2022
5	Vera S11 Ep:3 & Ep:4	15-07-2022



### TOP 5 SKY MEDIA PROGRAMMES July 2022

1 LIVE INT RUGBY:NZ V IRE 3RD TEST..

16-07-2022

2 LIVE INT RUGBY: NZ V IRE 2ND TEST

09-07-2022

3 LAW & ORDER: SPECIAL VICTIMS UNIT

04-07-2022

4 LIVE INT RUGBY: AUS V ENG 2ND TEST

09-07-2022

5 LIVE INT RUGBY: AUS V ENG 3RD TEST

16-07-2022



# TOP 5 4 SALES PROGRAMMES July 2022

1 CELEBRITY GOGGLEBOX

08-07-2022

2 GHISLAINE MAXWELL:THE MAKING OF A MONSTE 05-07-2022

3 BAKE OFF: THE PROFESSIONALS

05-07-2022

4 GEORGE CLARKE'S REMARKABLE RENOVATIONS 06-07-2022

5 24 HOURS IN POLICE CUSTODY: RIKKI NEAVE

05-07-2022



### TOP 5 VIACOM PROGRAMMES July 2022

1	PAW PATROL	31-07-2022
2	FRIENDS	31-07-2022
3	SOUTH PARK	18-07-2022
4	FILM: GROWN UPS (2010)	20-07-2022

FILM: GROWN UPS 2 (2013) 23-07-2022



# TOP 5 TG4 PROGRAMMES July 2022

1	Peil na mBan Beo 2022	31-07-2022
2	GAA BEO 2021 - 2022	03-07-2022
3	Opry le Daniel 8	16-07-2022
4	Contractors	31-07-2022
5	Lawman	22-07-2022



