

#### **OCTOBER 2022 VIEWING TRENDS**





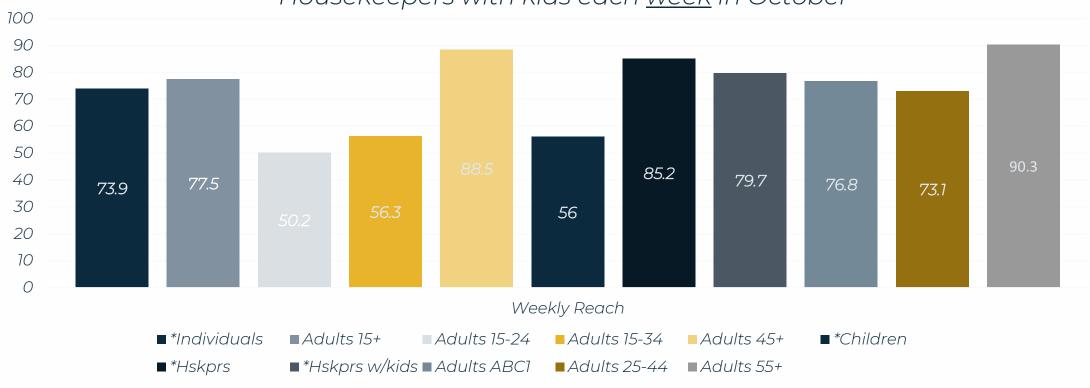


- TAM Ireland Commercial Channels reached an average of 77.5% of Adults 15+ each week in October 2022
- Adults 15+ watched an average of 152 minutes (2 hours 32 minutes) each day in October 2022 (Live + Timeshifted viewing)
- The RTÉ News at 9pm on RTÉ One on Oct 2<sup>nd</sup> was the most viewed programme of the month. An average of 501,800 individuals tuned in to the broadcast.
- On the Virgin Media group of channels, Irish made programming performed very well with Lucy Investigates, Gogglebox Ireland and Niall Horan's Homecoming all appearing in the Top 10









#### **TOP 10 ADVERTISERS: October 2022**









2: Vodafone Ireland



3: Diageo



4: Lidl





06: Bank of Ireland



07: McDonalds



08: Sky Ireland



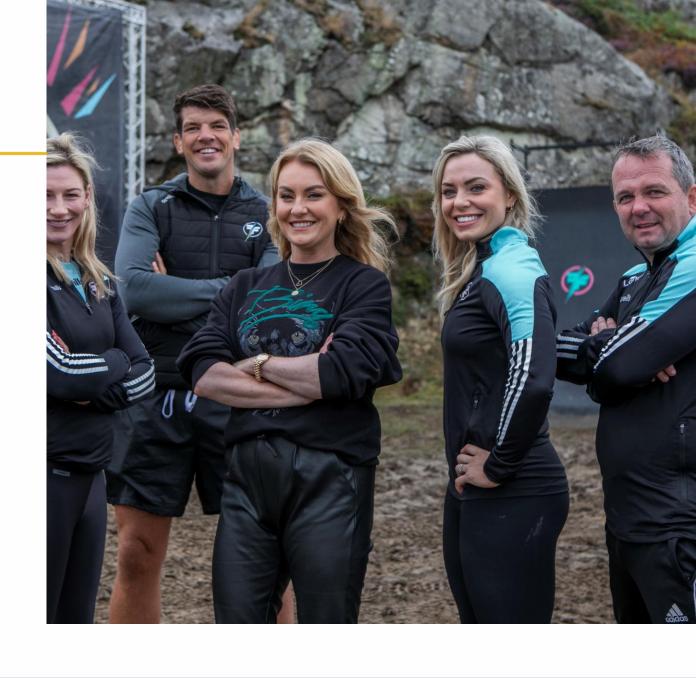
09: L'Oréal



10: Beckitt Benckiser

## TOP 5 RTÉ PROGRAMMES October 2022

1	RTÉ News: Nine O'Clock	02/10/2022
2	The Late Late Show	07/10/2022
3	RTÉ News: Six One	31/10/2022
4	Irelands Fittest Family	16/10/2022
5 Scotl:Live	FIFA Women's World Cup 202	23 Qualifier - 11/10/2022



#### TOP 5 VIRGIN MEDIA PROGRAMMES Oct 2022

1	Coronation Street 2022	17/10/2022
2	Emmerdale 2022	06/10/2022
3	UCL: Rangers v Liverpool Live	12/10/2022
4	Lucy Investigates	24/10/2022
5	Gogglebox Ireland S8	26/10/2022



# TOP 5 SKY MEDIA PROGRAMMES Oct 2022

1	LIVE PL: LIVERPOOL V MAN CITY 16/10/2022
2	LIVE PL: MAN CITY V MAN UNITED 02/10/2022
3	LIVE PL: ARSENAL V LIVERPOOL 09/10/2022
4	LIVE SNF: CHELSEA V MAN UNITED 22/10/2022
5	LIVE PL: MAN UNITED V WEST HAM 30/10/2022



# TOP 5 4 SALES PROGRAMMES Oct 2022

1	THE GREAT BRITISH BAKE OFF	11/10/2022
2	GOGGLEBOX	14/10/2022
3	ESCAPE TO THE CHATEAU	30/10/2022
4	MARRIED AT FIRST SIGHT UK	10/10/2022
5	GRAND DESIGNS	12/10/2022



### TOP 5 VIACOM PROGRAMMES Sept 2022

1	BEN & HOLLY'S LITTLE KINGDOM	07/10/2022
2	FRIENDS	09/10/2022
3	COMEDY CENTRAL PRESENTS KEY	VIN HART 13/10/2022
4	BLAZE AND THE MONSTER MACH	HINES 02/10/2022
5	BUBBLE GUPPIES	05/10/2022



# TOP 5 TG4 PROGRAMMES September 2022

1	GAA BEO 2022 - 2023	23/10/2022
2	Rugbaí Beo URC 2022- 2023	07/10/2022
3	Hector - Balkans go Baltics	27/10/2022
4	Opry le Daniel i gConnachta	18/10/2022
5	Opry an Iúir 1	04/10/2022

