

*November 2022
Viewing Trends*



TEAM IRELAND

TV Audience Measurement Ireland

NOVEMBER 2022 VIEWING TRENDS



- *TAM Ireland Commercial Channels reached an average of 78.1% of Adults 15+ each week in November 2022*
- *Adults 15+ watched an average of 166 minutes (2 hours 42 minutes) each day in November 2022 (Live + Timeshifted viewing)*
- *The Late Late Toy Show on RTÉ One on Nov 25th was the most viewed programme of the month. An average of 1,532,300 individuals tuned in to the broadcast.*
- *On the Virgin Media group of channels, the Autumn Nations Rugby series performed strongly with all of Ireland's Live Games appearing in the Top 10 programmes for the month*

TOP 10 ADVERTISERS: November 2022



1: Procter & Gamble



2: Vodafone Ireland



3: Aldi



4: Dunnes Stores



05: Diageo



06: Heineken Ireland



07: Tesco Ireland



08: Lidl



09: Sky Ireland



10: McDonalds

TOP 5 RTÉ PROGRAMMES

November 2022

- 1 The Late Late Toy Show 25/11/2022
- 2 RTÉ News: Nine O'Clock 25/11/2022
- 3 FIFA World Cup Live - Spain v Germany:Live 27/11/2022
- 4 FIFA World Cup Live - England v USA:Live 25/11/2022
- 5 FIFA World Cup Live - Portugal v Uruguay:Live 28/11/2022

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES Nov 2022

1	ANS: IRL v SA Live	05/11/2022
2	ANS: IRE v AUS Live	19/11/2022
3	I'm A Celebrity...Get Me Out Of Here!	06/11/2022
4	Coronation Street 2022	07/11/2022
5	ANS: IRL v SA Post	05/11/2022

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES Oct 2022

- 1 LIVE PL:FULHAM V MANCHESTER UNITED
13/11/2022
- 2 LIVE PL: TOTTENHAM V LIVERPOOL
06/11/2022
- 3 LIVE SNF: NEWCASTLE V CHELSEA
12/11/2022
- 4 LIVE ABU DHABI F1 GRAND PRIX
20/11/2022
- 5 LIVE EFL CUP:MAN UTD V ASTON VILLA
10/11/2022

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES nov 2022

- 1 THE GREAT BRITISH BAKE OFF 08/11/2022
- 2 GOGGLEBOX 04/11/2022
- 3 ESCAPE TO THE CHATEAU 13/11/2022
- 4 LOCATION LOCATION LOCATION 16/11/2022
- 5 TASKMASTER 03/11/2022

Top 5 programmes by station group.



TOP 5 VIACOM PROGRAMMES Nov 2022

1	FRIENDS	10/11/2022
2	BEN & HOLLY'S LITTLE KINGDOM	14/11/2022
3	FILM: THE A-TEAM (2010)	11/11/2022
4	FILM: CLICK (2006)	12/11/2022
5	FILM: THE MASK (1994)	27/11/2022

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES

November 2022

1	GAA BEO 2022 - 2023	20/11/2022
2	Opry le Daniel Ar Turas	08/11/2022
3	Hector - Balkans go Baltics	03/11/2022
4	Rugbaí Beo URC 2022- 2023	26/11/2022
5	In the Name of the Father	05/11/2022

Top 5 programmes by station group



GAA 2022

