

*March 2023
Viewing Trends*



TEAM IRELAND

TV Audience Measurement Ireland

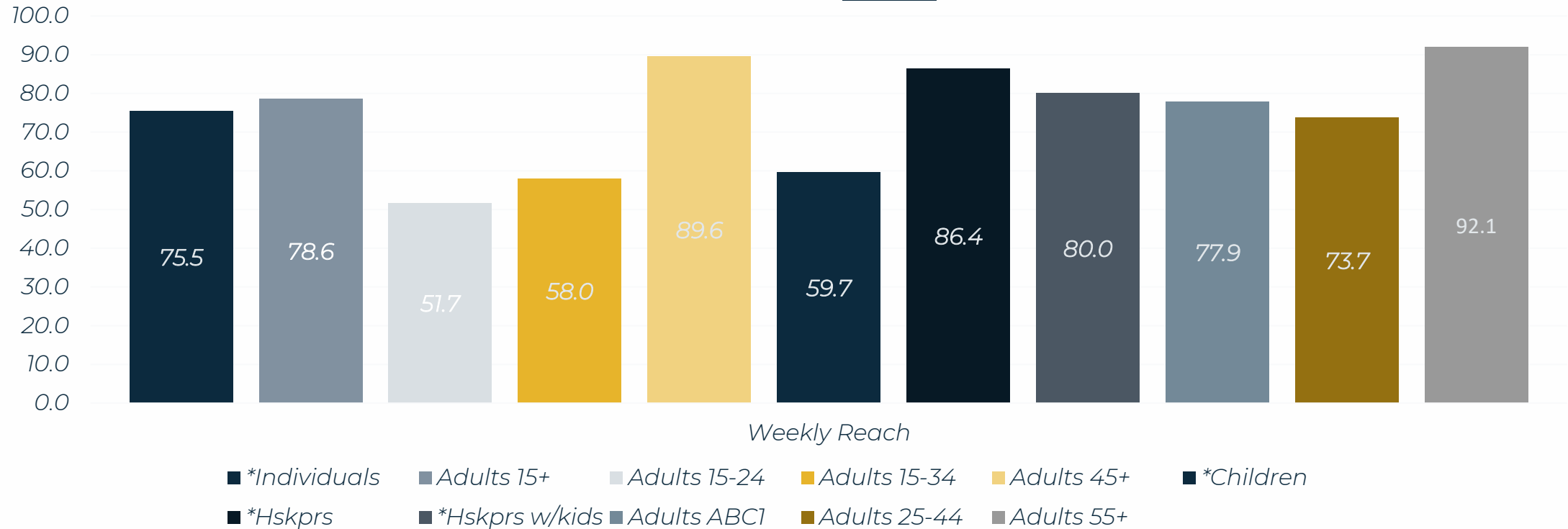
MARCH 2023 VIEWING TRENDS



- *TAM Ireland Commercial Channels reached an average of 78.6% of Adults 15+ each week in March 2023*
- *Adults 15+ watched an average of 157 minutes (2 hours 37 minutes) each day in March 2023 (Live + Time shifted viewing)*
- *The 6 Nations Live Trophy Lift on Virgin Media One on March 18th was the most viewed programme of the month. An average of 1,077,600 individuals tuned in to the broadcast.*
- *On the RTÉ group of channels, the Six Nations game between Scotland v Ireland was the most viewed of the month with an average of 823,400 individuals tuning in.*

WEEKLY REACH: March 2023

TAM Ireland Commercial channels reached an average of 77.9% of Adults ABC1 each week in March



TOP 10 ADVERTISERS: March 2023



1: Procter & Gamble

DIAGEO

2: Diageo



3: Heineken Ireland

L'ORÉAL

4: L'Oréal



05: Lidl



06: Three Ireland



07: National Lottery



08: Aldi



09: Virgin Media



10: AIB

TOP 5 RTÉ PROGRAMMES

March 2023

- 1 Guinness Six Nations - Scotland v Ireland:Live
12-03-2023
- 2 European Qualifiers - Republic Of Ireland v
France:Live
27-03-2023
- 3 The Late Late Show
31-03-2023
- 4 Guinness Six Nations - Scotland v Ireland:Post
12-03-2023
- 5 Kin
19-03-2023

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES March 2023

- 1 6 Nations Live Trophy Lift 18-03-2023
- 2 6 Nations Live Ireland v England 18-03-2023
- 3 6 Nations Post Ireland v England 18-03-2023
- 4 6 Nations Pre Ireland v England 18-03-2023
- 5 6 Nations Live England v France 11-03-2023

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES March 2023

- 1 LIVE PL:LIVERPOOL V MANCHESTER UTD
05-03-2023
- 2 PAW PATROL
09-03-2023
- 3 LIVE BAHRAIN F1 GRAND PRIX
05-03-2023
- 4 OSCARS 2023
12-03-2023
- 5 LIVE SAUDI ARABIAN F1 GRAND PRIX
19-03-2023

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES March 2023

1	GOGGLEBOX	31-03-2023
2	THE GREAT CELEBRITY BAKE OFF FOR STAND	19-03-2023
3	CRUFTS 2023: BEST IN SHOW	12-03-2023
4	THE GREAT POTTERY THROW DOWN	12-03-2023
5	PAULA	13-03-2023

Top 5 programmes by station group.



TOP 5 VIACOM PROGRAMMES March 2023

- 1 BEN & HOLLY'S LITTLE KINGDOM
17-03-2023
- 2 FILM: POLICE ACADEMY 4: CITIZENS ON PATR
05-03-2023
- 3 FRIENDS
17-03-2023
- 4 BLAZE AND THE MONSTER MACHINES
11-03-2023
- 5 THE TINY CHEF SHOW 03-03-2023

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES

March 2023

1	GAA BEO 2022 - 2023	26-03-2023
2	Rugbaí Beo URC 2022- 2023	24-03-2023
3	El Dorado	03-03-2023
4	Laochra Gael 21	16-03-2023
5	Viva Ceol Tíre 2	11-03-2023

Top 5 programmes by station group



GAA 2022

