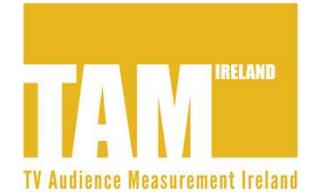


*August 2023
Viewing Trends*



TEAM IRELAND
TV Audience Measurement Ireland

TOP 10 ADVERTISERS: August 2023



1: Procter & Gamble

DIAGEO

2: Diageo



3: Unilever



4: Vodafone



05: SuperValu



06: Tesco Ireland



07: Mars Ireland



08: Sky



09: Reckitt Benckiser



10: National Lottery

TOP 5 RTÉ PROGRAMMES August 2023

- | | | |
|---|---|------------|
| 1 | The Rose Of Tralee International Festival
2023 | 22-08-2023 |
| 2 | Summer Nations Series - Ireland v
England:Live | 19-08-2023 |
| 3 | RTE News: Nine O'Clock | 21-08-2023 |
| 4 | Summer Nations Series - Ireland v Italy:Live | 05-08-2023 |
| 5 | RTE News: Six One | 18-08-2023 |

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 VIRGIN MEDIA PROGRAMMES August 2023

1	Coronation Street	25-08-2023
2	Emmerdale	23-08-2023
3	USC: Man City v Sevilla Penalties	16-08-2023
4	News at 5:30	21-08-2023
5	LIVE: World Athletics Championships	23-08-2023

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 SKY MEDIA PROGRAMMES August 2023

- 1 LIVE PL: CHELSEA V LIVERPOOL
13-08-2023
- 2 LIVE MNF: MAN UNITED V WOLVES
14-08-2023
- 3 LIVE PL: NEWCASTLE V LIVERPOOL
27-08-2023
- 4 LIVE SNF: TOTTENHAM V MAN UTD
19-08-2023
- 5 LIVE FNF: BURNLEY V MAN CITY
11-08-2023

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES August 2023

1	CELEBRITY GOGGLEBOX 2021	04-08-2023
2	GOGGLEBOX	19-08-2023
3	BAKE OFF: THE PROFESSIONALS	01-08-2023
4	GOGGLEBOX	06-08-2023
5	A PLACE IN THE SUN	02-08-2023

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 PARAMOUNT PROGRAMMES August 2023

1	BEN & HOLLY'S LITTLE KINGDOM	26-08-2023
2	FRIENDS	15-08-2023
3	BABY SHARK'S BIG SHOW!	08-08-2023
4	THE ADVENTURES OF PADDINGTON	18-08-2023
5	MILO	04-08-2023

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 TG4 PROGRAMMES

August 2023

1	Peil na mBan Beo 2023	13-08-2023
2	Opry le Daniel 7	08-08-2023
3	Fleadh Cheoil 2023	13-08-2023
4	GAA BEO 2023 - 2024	20-08-2023
5	Glór Tíre 5 Rogha	24-08-2023

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