

***December 2023
Viewing Trends***

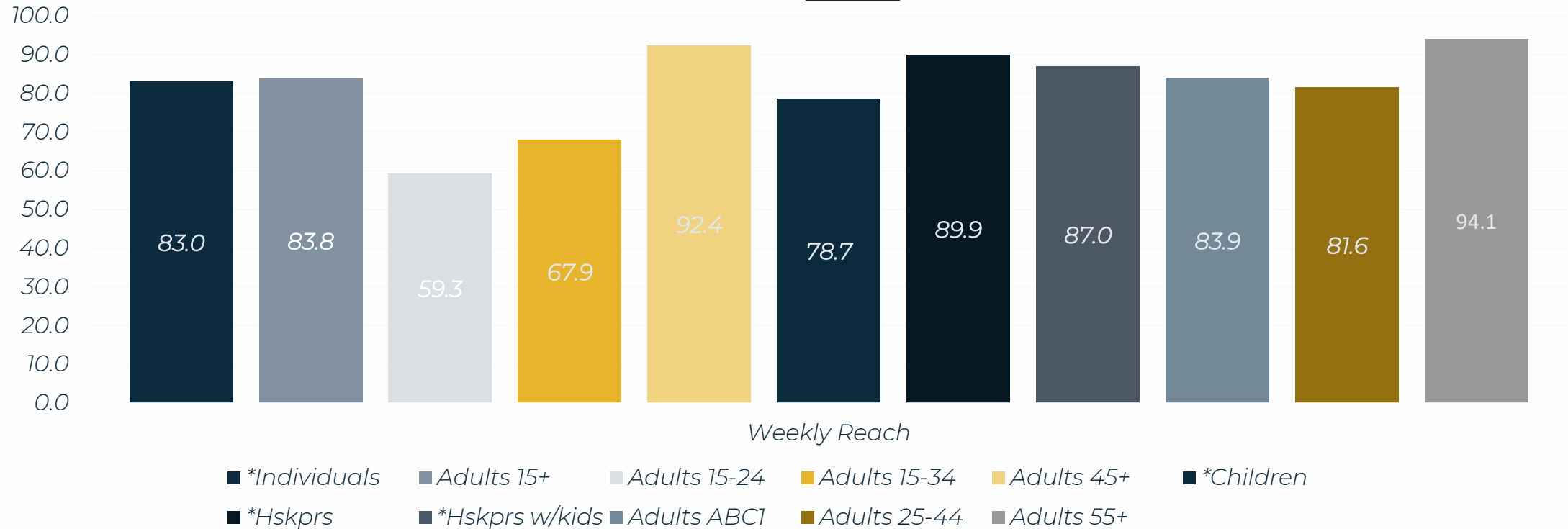


TEAM IRELAND

TV Audience Measurement Ireland

WEEKLY REACH: December 2023

TAM Ireland Commercial channels reached an average of 83.9% of Adults ABC1 each week in December



TOP 10 ADVERTISERS: December 2023



1: Procter & Gamble

DIAGEO

2: Diageo

SuperValu
Real Food, Real People

3: SuperValu



4: Aldi

DUNNES
STORES

05: Dunnes Stores



06: Road Safety Authority



07: Unilever



08: Mars Ireland



09: Reckitt Benckiser



10: Lidl

TOP 5 RTÉ PROGRAMMES December 2023

1	NYE Countdown Concert	31-12-2023
2	The Late Late New Year's Eve Show	31-12-2023
3	RTE News: Six One	31-12-2023
4	The Late Late Show	01-12-2023
5	Mrs Brown's Boys Christmas Specials 2023	25-12-2023

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES Dec 2023

- 1 I'm a Celebrity... Get Me Out Of Here! 2023
10-12-2023
- 2 Coronation Street
11-12-2023
- 3 Emmerdale
14-12-2023
- 4 UCL: Newcastle v AC Milan Live
13-12-2023
- 5 News at 5:30
11-12-2023

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES Dec 2023

- 1 LIVE PL: LIVERPOOL V MAN UTD
17-12-2023
- 2 LIVE SNF: LIVERPOOL V ARSENAL
23-12-2023
- 3 LIVE PL: MAN CITY V TOTTENHAM
03-12-2023
- 4 LIVE SNF: NOTT'M FOREST V MAN UTD
30-12-2023
- 5 LIVE PL: TOTTENHAM V NEWCASTLE UTD
10-12-2023

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES Dec 2023

1	GOGGLEBOX	01-12-2023
2	THE GREAT CHRISTMAS BAKE OFF	24-12-2023
3	JAMIE'S CHRISTMAS SHORTCUTS	11-12-2023
4	FATHER TED	24-12-2023
5	BIG FAT QUIZ OF THE YEAR 2023	26-12-2023

Top 5 programmes by station group.



TOP 5 PARAMOUNT PROGRAMMES Dec 2023

- 1 BLAZE AND THE MONSTER MACHINES
23-12-2023
- 2 BEN & HOLLY'S LITTLE KINGDOM
29-12-2023
- 3 FRIENDS
02-12-2023
- 4 FILM: AMERICAN PIE: THE WEDDING (2003)
26-12-2023
- 5 PAW PATROL
17-12-2023

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES

December 2023

1	GAA BEO 2023 - 2024	16-12-2023
2	Rugbaí Beo URC 2023- 2024	01-12-2023
3	The Three Amigos Live in Concert	05-12-2023
4	Die Hard	24-12-2023
5	Opry le Daniel i gConnachta	19-12-2023

Top 5 programmes by station group

