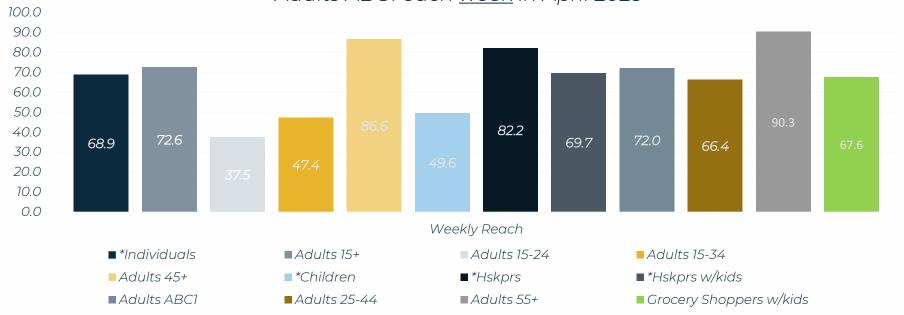
April 2025 Viewing Trends





AVE WEEKLY REACH: April 2025

TAM Ireland Commercial channels reached an average of 72% of Adults ABC1 each <u>week</u> in April 2025



Source: TAM Ireland Ltd / Nielsen Media / Av Weekly Reach, Consolidated, National/All Commercial Channels, ex guest

TOP 10 ADVERTISERS: April 2025





1: Procter & Gamble



2: Unilever



3: Sky



4:Reckitt Benckiser



05: Dunnes Stores



06: Supervalu



07: Nestle



08: Tesco Mobile



09: Tesco Ireland



10: Aldi

TOP 5 RTÉ PROGRAMMES April 2025

1	RTÉ	News:	Nine	O'Clock	02-04-2025
---	-----	--------------	------	---------	------------

- 2 RTÉ News: Six One 14-04-2025
- 3 Cheap European Homes 06-04-2025
- The Sunday Game Live MSHC Cork v
 - **Tipperar:Live 27-04-2025**
- 5 Fair City 27-04-2025



TOP 5 VIRGIN MEDIA PROGRAMMES April 2025

1	Coronation Street	02-04-2025
2	Emmerdale	09-04-2025
3	News at 5:30	05-04-2025
4	Britain's Got Talent S18	12-04-2025
5	Horse Racing 2025	05-04-2025



TOP 5 SKY MEDIA PROGRAMMES April 2025

	1	LIVE MASTERS FINAL ROUND 13-04-2025
--	---	-------------------------------------

- 2 LIVE MASTERS FINAL ROUND 13-04-2025
- 3 UEFA CHAMPIONS LEAGUE 2024/25

29-04-2025

4 LIVE MASTERS ROUND 3 12-04-2025

5 LIVE PL: MAN UNITED V MAN CITY

06-04-2025

sky sports golf

TOP 5 4 SALES PROGRAMMES April 2025

1	GOGGLEBOX	18-04-2025
2	THE GREAT CELEBRITY BAKE	OFF FOR SU2C 06-04-2025
3	MARRIED AT FIRST SIGHT AU	STRALIA
		24-04-2025
4	THE GREAT STAND UP TO CAI	NCER BAKE OFF 20-04-2025
5	BAD DOG ACADEMY	17-04-2025



TOP 5 PARAMOUNT PROGRAMMES April 2025

1	FILM: SNATCH (2000)	05-04-2025

2 FILM: 50 FIRST DATES (2004) 13-04-2025

3 BEN & HOLLY'S LITTLE KINGDOM

13-04-2025

4 AL MURRAY: BEAUTIFUL BRITISH TOUR LIVE

AT THE O2

13-04-2025

5 FILM: MY COUSIN VINNY (1992)

20-04-2025



TOP 5 TG4 PROGRAMMES April 2025

1	GAA BEO 2024 - 2025	06-04-2025
2	Rugbaí Beo URC 2024- 2025	25-04-2025
3	Glór Tíre 21	08-04-2025
4	Mike Denver - Live From Cas	tlebar
		22-04-2025
5	GLOR TIRE SR 2 ROGHA	24-04-2025

