



June 2025

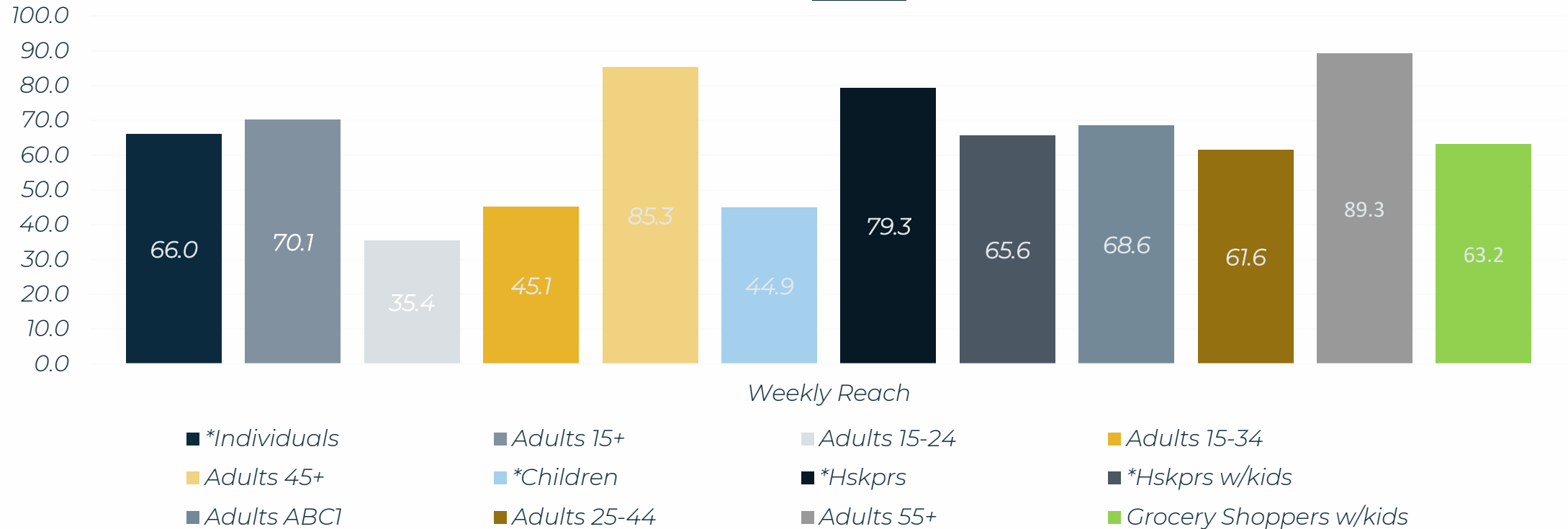
Viewing Trends Overview

TAM IRELAND

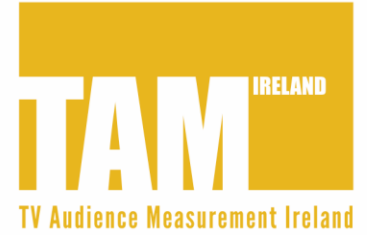
TV Audience Measurement Ireland

AVE WEEKLY REACH: June 2025

TAM Ireland Commercial channels reached an average of 68.6% of Adults ABC1 each week in June 2025



TOP 10 ADVERTISERS: June 2025



1: Procter & Gamble



2: Unilever



3: McDonalds



4: Tesco Ireland



05: Lidl Ireland



06: National Lottery



07: Reckitt Benckiser



08: Dunnes Stores



09: Outsurance



10: Aldi

TOP 5 RTÉ PROGRAMMES

June 2025

- 1 The Saturday Game Live - MSHCF - Limerick v C:Live 07-06-2025
- 2 The Sunday Game Live - SFCQF - Armagh v Kerry:Live 29-06-2025
- 3 The Sunday Game Live - LSHCF - Kilkenny v Gal:Live 08-06-2025
- 4 The Saturday Game Live - MSHCF - Limerick v C:Post 07-06-2025
- 5 RTÉ News: Six One 02-06-2025

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES June 2025

1	Coronation Street	02-06-2025
2	Emmerdale	12-06-2025
3	UNL: Portugal v Spain Live	08-06-2025
4	News at 5:30	12-06-2025
5	Love Island S12	29-06-2025

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES June 2025

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|---|---------------------------------|------------|
| 1 | LIVE CANADIAN F1 GRAND PRIX | 15-06-2025 |
| 2 | LIVE SPANISH F1 GRAND PRIX | 01-06-2025 |
| 3 | LIVE: THE LIONS V WESTERN FORCE | 28-06-2025 |
| 4 | LIVE: THE LIONS V ARGENTINA | 20-06-2025 |
| 5 | ROOKIE, THE | 10-06-2025 |

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES June 2025

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|---|------------------------------------|------------|
| 1 | CELEBRITY GOGGLEBOX SERIES 7 | 06-06-2025 |
| 2 | LOCATION, LOCATION, LOCATION | 11-06-2025 |
| 3 | 24 HOURS IN POLICE CUSTODY 6 | 30-06-2025 |
| 4 | OUR GUY IN VIETNAM | 01-06-2025 |
| 5 | BAKE OFF: THE PROFESSIONALS 8 (10) | 03-06-2025 |

Top 5 programmes by station group.



TOP 5 PARAMOUNT PROGRAMMES June 2025

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|---|-----------------------------------|------------|
| 1 | BEN & HOLLY'S LITTLE KINGDOM | 08-06-2025 |
| 2 | WHOSE LINE IS IT ANYWAY? (US) | 27-06-2025 |
| 3 | FILM: THE LONGEST YARD (2005) | 03-06-2025 |
| 4 | BRADLEY WALSH & SON: BREAKING DAD | 04-06-2025 |
| 5 | FRIENDS | 06-06-2025 |

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES

June 2025

1	Rugbaí Beo URC 2024- 2025	14-06-2025
2	Rugbaí Beo: Lions v Argentina	20-06-2025
3	GAA BEO 2024 - 2025	28-06-2025
4	Nuacht TG4 2025	14-06-2025
5	Opry le Daniel ar Thuras (Doire)	10-06-2025

Top 5 programmes by station group

