



# ***August 2025 Viewing Trends Overview***

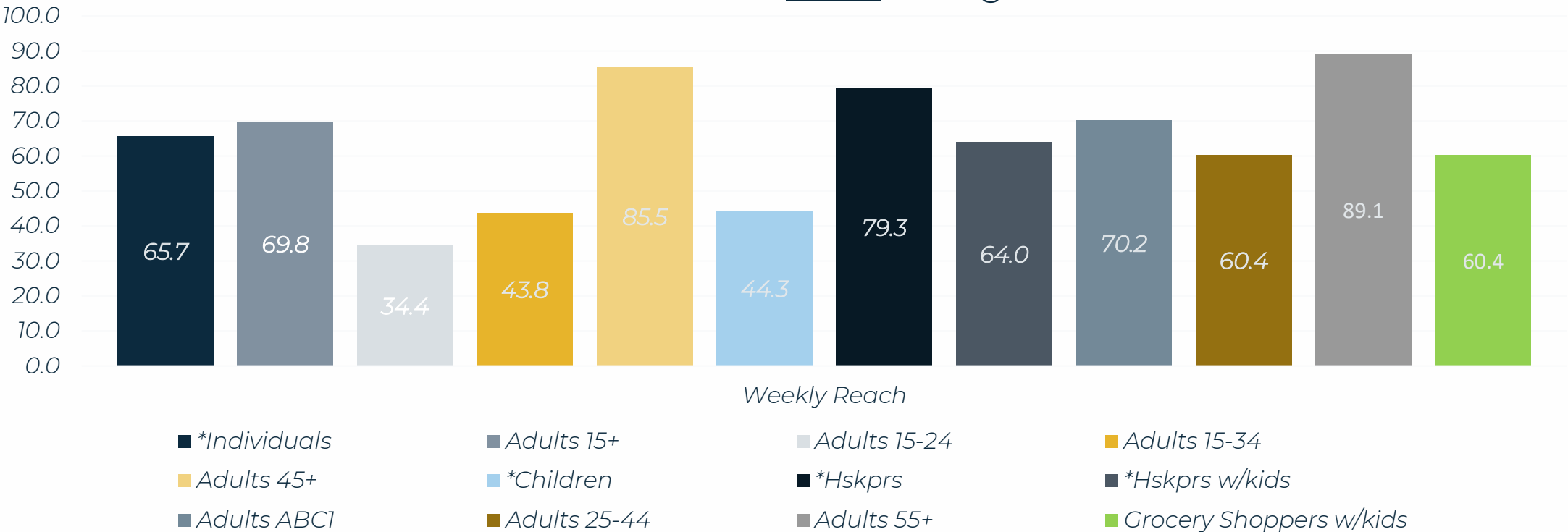
**TAM** IRELAND

**TV Audience Measurement Ireland**

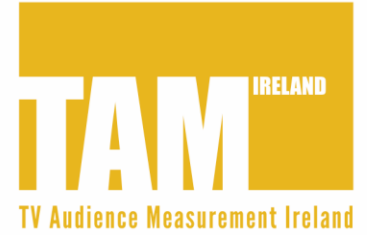
# AVE WEEKLY REACH: August 2025



*TAM Ireland Commercial channels reached an average of 70.2% of Adults ABC1 each week in August 2025*



# TOP 10 ADVERTISERS: August 2025



1: Procter & Gamble



2: Lidl Ireland



3: Vodafone Ireland



4: McDonalds



05: SuperValu



06: Virgin Media



07: Reckitt Benckiser



08: Unilever



09: Outsurance



10: Dunnes Stores

# TOP 5 RTÉ PROGRAMMES

## August 2025

1	The Traitors Ireland	31-08-2025
2	The Rose Of Tralee International Festival 2025	19-08-2025
3	RTÉ News: Nine O'Clock	18-08-2025
4	The Sunday Game Live - AISCCF - Cork v Galway:Live	10-08-2025
5	RTÉ News: Six One	18-08-2025

*Top 5 programmes by station group*





# TOP 5 VIRGIN MEDIA PROGRAMMES AUGUST 2025

1	Coronation Street	04-08-2025
2	Emmerdale	25-08-2025
3	News at 5:30	27-08-2025
4	Love Island S12	04-08-2025
5	The 1% Club S2	30-08-2025

*Top 5 programmes by station group.*



# TOP 5 SKY MEDIA PROGRAMMES AUGUST 2025

- |   |                                  |            |
|---|----------------------------------|------------|
| 1 | LIVE PL: LIVERPOOL V ARSENAL     | 31-08-2025 |
| 2 | LIVE PL: FULHAM V MANCHESTER UTD | 24-08-2025 |
| 3 | LIVE PL: MAN UNITED V ARSENAL    | 17-08-2025 |
| 4 | LIVE MNF: NEWCASTLE V LIVERPOOL  | 25-08-2025 |
| 5 | LIVE EFL CUP: GRIMSBY V MAN UTD  | 27-08-2025 |

*Top 5 programmes by station group.*





# TOP 5 4 SALES PROGRAMMES AUGUST 2025

- |   |                                  |            |
|---|----------------------------------|------------|
| 1 | CELEBRITY SAS: WHO DARES WINS S7 | 03-08-2025 |
| 2 | IN FLIGHT YR 1                   | 12-08-2025 |
| 3 | DO YOU HAVE ADHD                 | 05-08-2025 |
| 4 | THE JURY: MURDER TRIAL S2        | 28-08-2025 |
| 5 | GOGGLEBOX                        | 06-08-2025 |

*Top 5 programmes by station group.*



# TOP 5 PARAMOUNT PROGRAMMES AUGUST 2025

- |   |                                      |            |
|---|--------------------------------------|------------|
| 1 | BEN & HOLLY'S LITTLE KINGDOM         | 21-08-2025 |
| 2 | KEVIN BRIDGES: LIVE IN GLASGOW       | 16-08-2025 |
| 3 | SOUTH PARK                           | 21-08-2025 |
| 4 | COMEDY CENTRAL LIVE: STAND UP SHORTS | 16-08-2025 |
| 5 | FRIENDS                              | 12-08-2025 |

*Top 5 programmes by station group.*



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# TOP 5 AUGUST PROGRAMMES

## June 2025

1	Peil na mBan Beo 2025	03-08-2025
2	Fleadh 25	08-08-2025
3	Opry le Daniel 10	26-08-2025
4	GAA BEO 2024 - 2025	24-08-2025
5	Rugbaí na mBan Beo - Corn an Domhain	30-08-2025

*Top 5 programmes by station group*



**Comhaltas**

**Fleadh Cheoil  
na hÉireann  
2025 Wexford**