

September 2025 Viewing Trends Overview

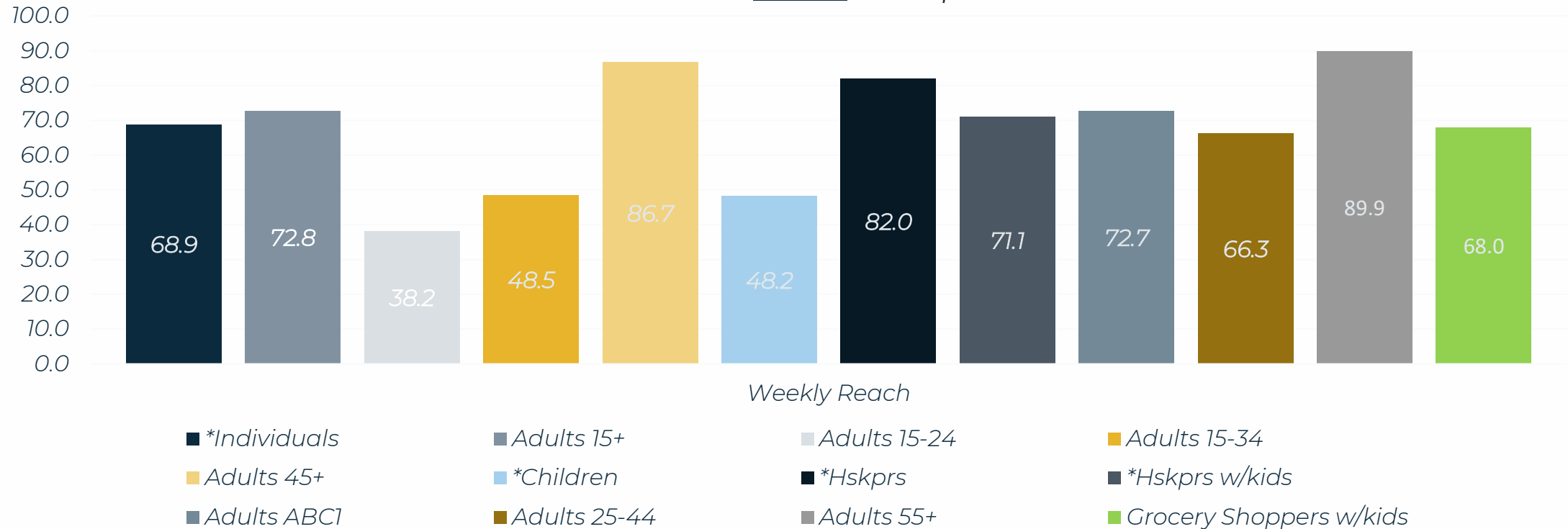


TAM IRELAND

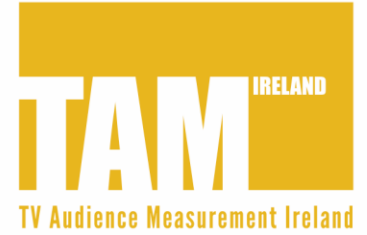
TV Audience Measurement Ireland

AVERAGE WEEKLY REACH: September 2025

TAM Ireland Commercial channels reached an average of 72.7% of Adults ABC1 each week in September 2025



TOP 10 ADVERTISERS: September 2025



1: Procter & Gamble



2: McDonalds



3: Supervalu



4: Vinted



05: Bord Bia



06: Virgin Media



07: Outsurance



08: Vodafone Ireland



09: Lidl Ireland



10: Three

TOP 5 RTÉ PROGRAMMES

September 2025

1	The Traitors Ireland	23-09-2025
2	FIFA World Cup 2026 Qualifier - ROI v Hungary:Live	06-09-2025
3	RTÉ News: Nine O'Clock	14-09-2025
4	The Walsh Sisters	28-09-2025
5	Cheap Irish Homes	04-09-2025

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES Sept 2025

- | | | |
|---|--------------------------------------|------------|
| 1 | The Tonight Show Presidential Debate | 29-09-2025 |
| 2 | Coronation Street | 24-09-2025 |
| 3 | Gogglebox Ireland S11 | 10-09-2025 |
| 4 | Emmerdale | 29-09-2025 |
| 5 | The Trial of Richard Satchwell | 29-09-2025 |

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES Sept 2025

- | | | |
|---|--------------------------------|------------|
| 1 | LIVE RYDER CUP DAY 2 FOURBALLS | 27-09-2025 |
| 2 | LIVE PL: MAN CITY V MAN UNITED | 14-09-2025 |
| 3 | LIVE SNF: MAN UTD V CHELSEA | 20-09-2025 |
| 4 | LIVE RYDER CUP DAY 3 SINGLES | 28-09-2025 |
| 5 | LIVE RYDER CUP DAY 1 FOURBALLS | 26-09-2025 |

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES Sept 2025

- 1 THE GREAT BRITISH BAKE OFF SERIES 9 - BACK TO SCHO 23-09-2025
- 2 GOGGLEBOX SERIES 26 19-09-2025
- 3 JAMIE: EAT YOURSELF HEALTHY 08-09-2025
- 4 GOGGLEBOX 06-09-2025
- 5 MARRIED AT FIRST SIGHT UK S10 (SERIES 5) 21-09-2025

Top 5 programmes by station group.



TOP 5 PARAMOUNT PROGRAMMES Sept 2025

1	BEN & HOLLY'S LITTLE KINGDOM	16-09-2025
2	SOUTH PARK	04-09-2025
3	FRIENDS	04-09-2025
4	POLICE SQUAD!	06-09-2025
5	HENRY DANGER	16-09-2025

Top 5 programmes by station group.



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TOP 5 TG4 PROGRAMMES

Sept 2025

1	Opry le Daniel 10	16-09-2025
2	Opry le Daniel i gConnachta	30-09-2025
3	GAA BEO 2024 - 2025	21-09-2025
4	Good Will Hunting	20-09-2025
5	Glór Tíre 11 Togha & Rogha	30-09-2025

Top 5 programmes by station group

