

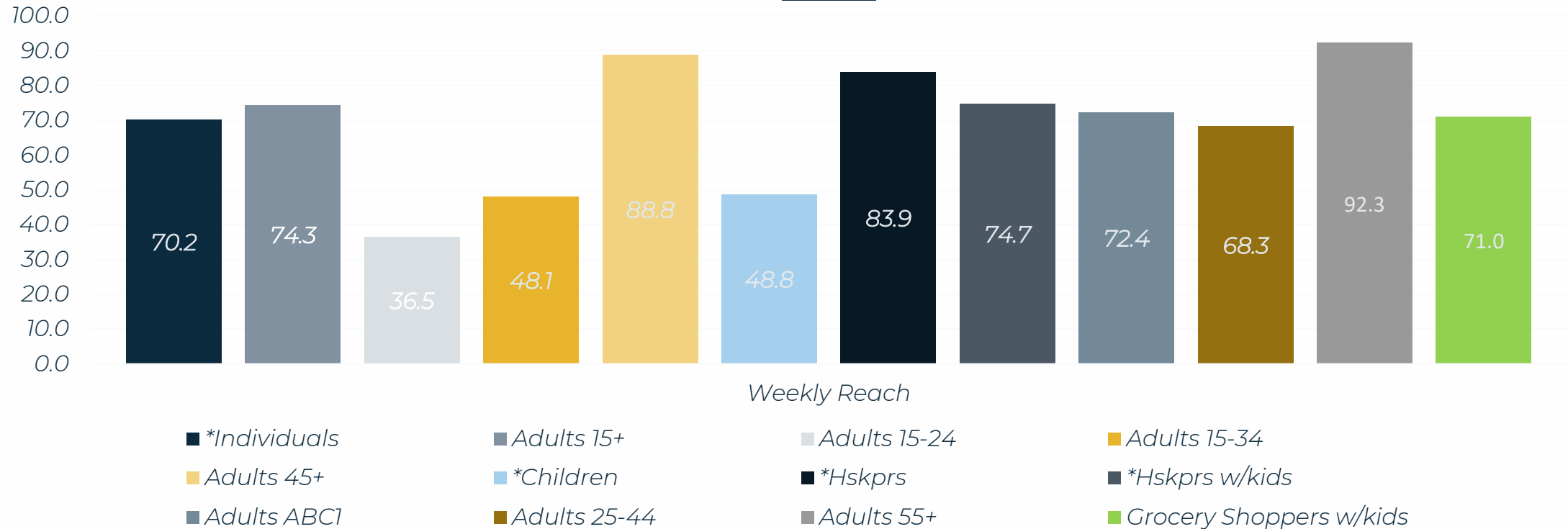
October 2025 Viewing Trends Overview

TAM IRELAND

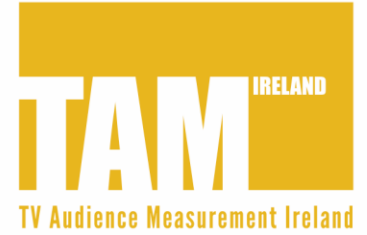
TV Audience Measurement Ireland

AVERAGE WEEKLY REACH: October 2025

TAM Ireland Commercial channels reached an average of 72.4% of Adults ABC1 each week in October 2025



TOP 10 ADVERTISERS: October 2025



1: Procter & Gamble



2: McDonalds



3: Lidl Ireland



4: Vodafone Ireland



05: Supervalu



06: Tesco Ireland



07: Virgin Media



08: Electric Ireland



09: Bord Bia



10: Sky Ireland

TOP 5 RTÉ PROGRAMMES

October 2025

1	FIFA World Cup 2026 Qualifier - ROI v Armenia:Live	14-10-2025
2	Prime Time: Presidential Debate 2025	21-10-2025
3	RTÉ News: Nine O'Clock	05-10-2025
4	Cheap Irish Homes	02-10-2025
5	FIFA World Cup 2026 Qualifier - Portugal v RO:Live	11-10-2025

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES OCT 2025

1	Coronation Street	06-10-2025
2	Emmerdale	21-10-2025
3	News at 5:30	30-10-2025
4	Gogglebox Ireland	01-10-2025
5	Living with Lucy S7	26-10-2025

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES OCT 2025

- | | | |
|---|-----------------------------------|------------|
| 1 | LIVE SNF: CHELSEA V LIVERPOOL | 04-10-2025 |
| 2 | LIVE PL: LIVERPOOL V MAN UTD | 19-10-2025 |
| 3 | LIVE SNF: MAN UTD V BRIGHTON | 25-10-2025 |
| 4 | LIVE US F1 GRAND PRIX | 19-10-2025 |
| 5 | LIVE WORLD GRAND PRIX DARTS FINAL | 12-10-2025 |

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES OCT 2025

- | | | |
|---|---|------------|
| 1 | THE GREAT BRITISH BAKE OFF SERIES 9 | 07-10-2025 |
| 2 | GOGGLEBOX SERIES 26 | 03-10-2025 |
| 3 | MARRIED AT FIRST SIGHT UK | 14-10-2025 |
| 4 | 24 HOURS IN POLICE CUSTODY | 05-10-2025 |
| 5 | MARRIED AT FIRST SIGHT UK S10 (SERIES 5) - INT
STE | 06-10-2025 |

Top 5 programmes by station group.



TOP 5 PARAMOUNT PROGRAMMES OCT 2025

- | | | |
|---|--|------------|
| 1 | BEN & HOLLY'S LITTLE KINGDOM | 02-10-2025 |
| 2 | FRIENDS | 25-10-2025 |
| 3 | NIGEL NG: THE HAIYAA SPECIAL | 31-10-2025 |
| 4 | JIMMY CARR S AM I THE ASSHOLE? | 31-10-2025 |
| 5 | KEVIN BRIDGES: THE BRAND NEW TOUR - LIVE | 30-10-2025 |

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES

OCT 2025

1	Rugbaí Beo URC 2025 - 2026	18-10-2025
2	GAA BEO 2024 - 2025	26-10-2025
3	Nuacht TG4 2025	18-10-2025
4	Hector OZ/NZ	30-10-2025
5	High Plains Drifter	17-10-2025

Top 5 programmes by station group

