



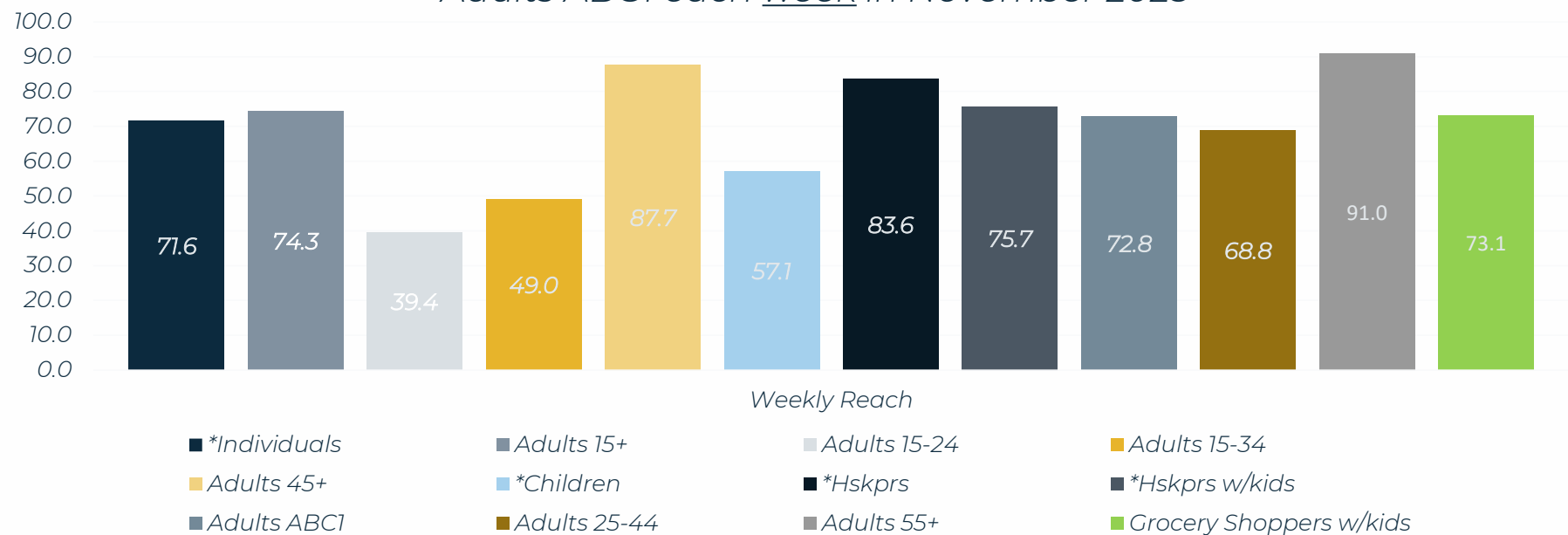
November 2025 Viewing Trends Overview

TVAM IRELAND
TV Audience Measurement Ireland

AVERAGE WEEKLY REACH: November 2025

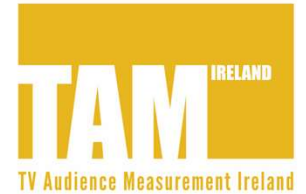


TAM Ireland Commercial channels reached an average of 72.8% of Adults ABC1 each week in November 2025



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

TOP 10 ADVERTISERS: November 2025



1: Procter & Gamble



2: Supervalu



3: Vodafone Ireland



4: Aldi Ireland



05: Sky



06: Lidl Ireland



07: Virgin Media



08: Dunnes Stores



09: Allied Irish Banks



10: McDonalds

Source: TAM Ireland Ltd / Nielsen TAM. Based on 30" 000s, All ROI Channels, Individuals 4+, Consolidated, National

TOP 5 RTÉ PROGRAMMES

November 2025

- | | | |
|---|--|------------|
| 1 | FIFA World Cup 2026 Qualifier - Hungary v ROI:Live | 16-11-2025 |
| 2 | FIFA World Cup 2026 Qualifier - Hungary v ROI:Post | 16-11-2025 |
| 3 | Quilter Nations Series:Ireland v South Afric:Live | 22-11-2025 |
| 4 | FIFA World Cup 2026 Qualifier - ROI v Portuga:Live | 13-11-2025 |
| 5 | Quilter Nations Series: Ireland v Australia:Live | 15-11-2025 |

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES Nov 2025

- | | | |
|---|--|------------|
| 1 | IRFU: Ireland v New Zealand Live | 01-11-2025 |
| 2 | I'm a Celebrity... Get Me Out Of Here! | 16-11-2025 |
| 3 | Coronation Street | 17-11-2025 |
| 4 | IRFU: Ireland v New Zealand Post | 01-11-2025 |
| 5 | Emmerdale | 06-11-2025 |

Top 5 programmes by station group.



Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

TOP 5 SKY MEDIA PROGRAMMES Nov 2025

- | | | |
|---|-------------------------------|------------|
| 1 | LIVE PL: ARSENAL V SPURS | 23-11-2025 |
| 2 | UEFA CHAMPIONS LEAGUE 2025/26 | 04-11-2025 |
| 3 | LIVE PL: CHELSEA V ARSENAL | 30-11-2025 |
| 4 | LIVE PL: WEST HAM V LIVERPOOL | 30-11-2025 |
| 5 | LIVE MNF: MAN UTD V EVERTON | 24-11-2025 |

Top 5 programmes by station group.



Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

TOP 5 4 SALES PROGRAMMES Nov 2025

1	THE GREAT BRITISH BAKE OFF SERIES 9 - THE FINAL	04-11-2025
2	GOGGLEBOX SERIES 26	07-11-2025
3	TRESPASSES	10-11-2025
4	GRAND DESIGNS	12-11-2025
5	MARRIED AT FIRST SIGHT UK S10 (SERIES 5)	10-11-2025

Top 5 programmes by station group.



Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

TOP 5 PARAMOUNT PROGRAMMES Nov 2025

- | | | |
|---|-----------------------------------|------------|
| 1 | BEN & HOLLY'S LITTLE KINGDOM | 05-11-2025 |
| 2 | FRIENDS | 21-11-2025 |
| 3 | 8 OUT OF 10 CATS - BUMPER EDITION | 19-11-2025 |
| 4 | SOUTH PARK | 13-11-2025 |
| 5 | RICH KIDS GO SKINT | 27-11-2025 |

Top 5 programmes by station group.



Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

TOP 5 TG4 PROGRAMMES

Nov 2025

1	GAA BEO 2024 - 2025	02-11-2025
2	Rugbaí Beo URC 2025 - 2026	28-11-2025
3	Opry le Daniel 15	11-11-2025
4	Laochra Gael 7	02-11-2025
5	The Chieftains - Down the Plank Road	08-11-2025

Top 5 programmes by station group



Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes