

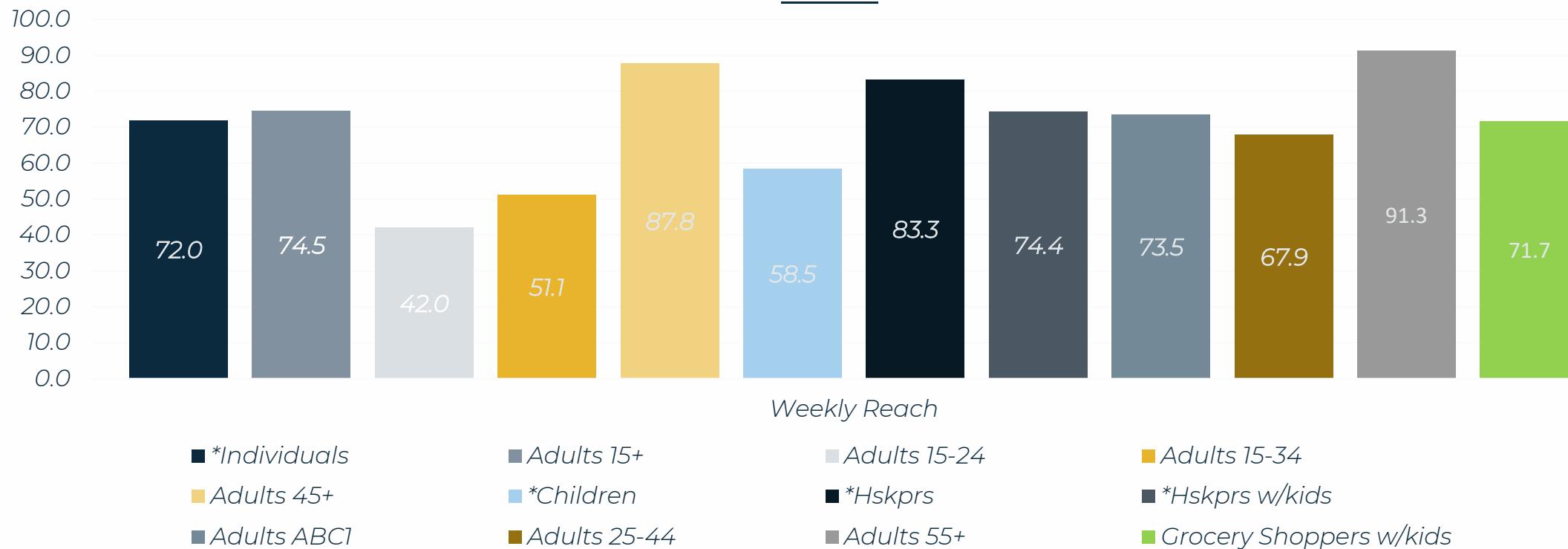
# December 2025 Viewing Trends Overview



# AVERAGE WEEKLY REACH: December 2025



*TAM Ireland Commercial channels reached an average of 73.5% of Adults ABC1 each week in December 2025*



# TOP 10 ADVERTISERS: December 2025



1: Procter & Gamble



2: Supervalu



3: Dunnes Stores



4: Aldi Ireland



05: McDonalds



06: Allied Irish Banks



07: Vodafone Ireland



08: Lidl Ireland



09: Three Mobile



10: Amazon

# TOP 5 RTÉ PROGRAMMES

## December 2025

1	The Late Late Toy Show	05-12-2025
2	RTÉ News: Nine O'Clock	05-12-2025
3	RTÉ News: Six One	09-12-2025
4	Mrs Brown's Boys	31-12-2025
5	The Late Late New Year's Eve Show	31-12-2025

Top 5 programmes by station group



# TOP 5 VIRGIN MEDIA PROGRAMMES Dec 2025

1	I'm a Celebrity... Get Me Out Of Here!	07-12-2025
2	Coronation Street	15-12-2025
3	Emmerdale	09-12-2025
4	News at 5:30	09-12-2025
5	I'm a Celebrity... Get Me Out Of Here! Coming Out	13-12-2025

Top 5 programmes by station group.



# TOP 5 SKY MEDIA PROGRAMMES Dec 2025

1	UNITED RUGBY CHAMPIONSHIP 2025/26	
		27-12-2025
2	LIVE PL: MAN UTD V WEST HAM	04-12-2025
3	LIVE FNF: MAN UTD V NEWCASTLE	26-12-2025
4	LIVE PL: ASTON VILLA V MAN UTD	21-12-2025
5	PREMIER LEAGUE 2025/26	13-12-2025

Top 5 programmes by station group.



# TOP 5 4 SALES PROGRAMMES Nov 2025

- 1 THE BIG FAT QUIZ OF 2025 26-12-2025
- 2 SU2C 2025 - GOGGLEBOX SU2C SPECIAL 12-12-2025
- 3 CELEBRITY GOGGLEBOX SERIES 7 19-12-2025
- 4 FILM: HOME ALONE 2: LOST IN NEW YORK 25-12-2025
- 5 FILM: HOME ALONE (1990) 24-12-2025

*Top 5 programmes by station group.*



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# TOP 5 PARAMOUNT PROGRAMMES Dec2025

1	BEN & HOLLY'S LITTLE KINGDOM	20-12-2025
2	MR. BEAN	26-12-2025
3	FRIENDS	04-12-2025
4	MICHAEL MCINTYRE'S VERY CHRISTMASSY CHRISTMAS SHOW	12-12-2025
5	FILM: HOOK (1991)	20-12-2025

*Top 5 programmes by station group.*



# TOP 5 TG4 PROGRAMMES

## Dec 2025

1	GAA BEO 2024 - 2025	21-12-2025
2	Mrs. Doubtfire	28-12-2025
3	Rugbaí Beo URC 2025 - 2026	19-12-2025
4	The Foster & Allen Show 3	23-12-2025
5	Mamma Mia - Here We Go Again!	26-12-2025

Top 5 programmes by station group

