

December 2025 Viewing Trends Overview

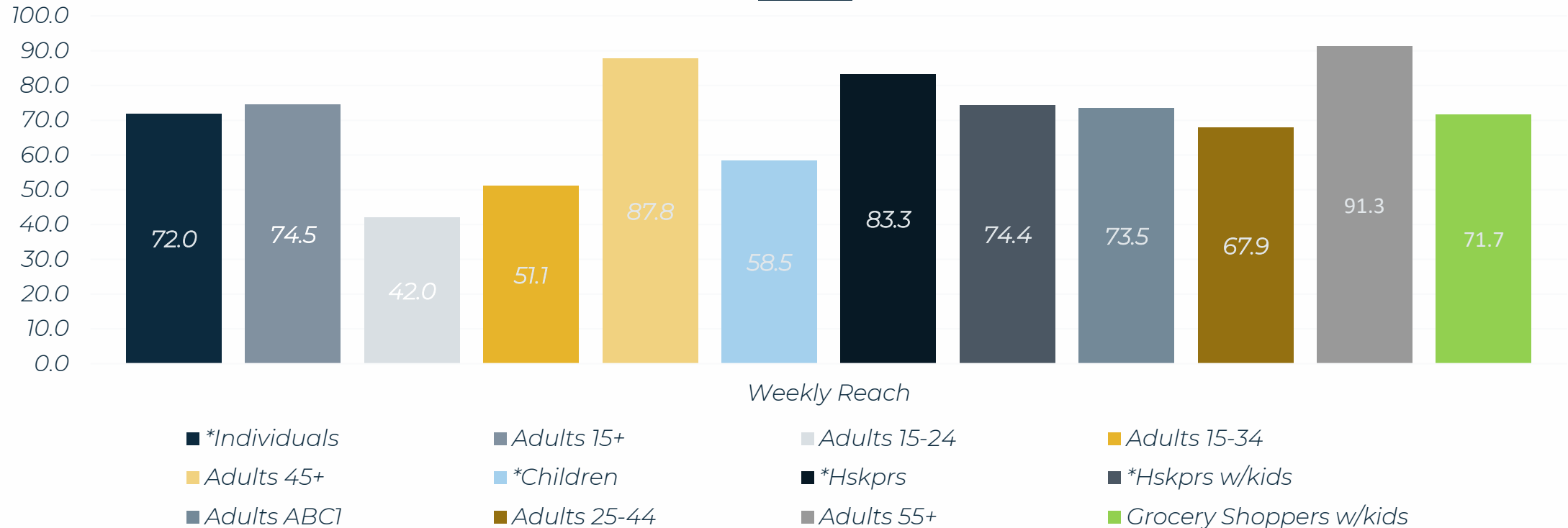


TAM IRELAND

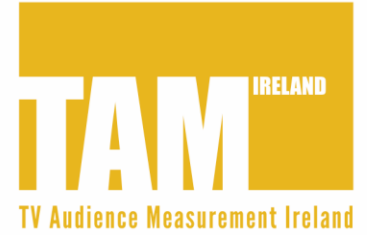
TV Audience Measurement Ireland

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

SuperValu
Real Food, Real People

2: Supervalu

DUNNES
STORES

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 YOR	25-12-2025
5	FILM: HOME ALONE (1990)	24-12-2025

Top 5 programmes by station group.



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

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

