

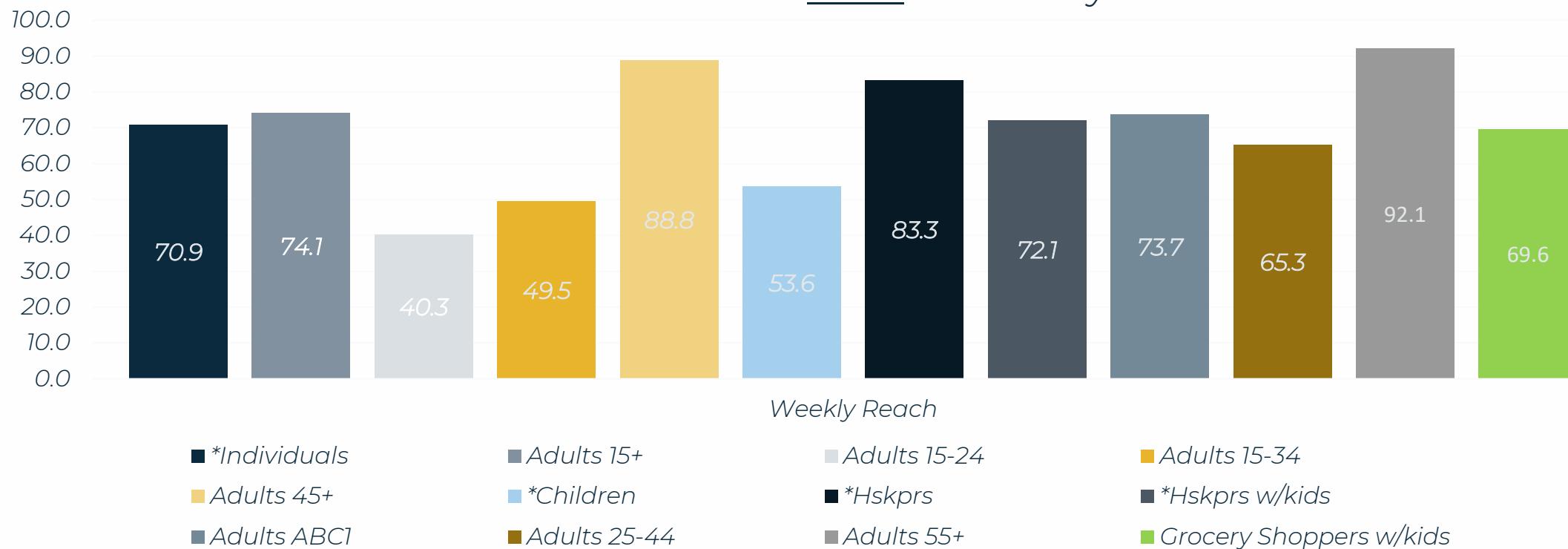
# January 2026 Viewing Trends



# AVERAGE WEEKLY REACH: January 2026



*TAM Ireland Commercial channels reached an average of 65.3% of Adults 25-44 each week in January 2026*



# TOP 10 ADVERTISERS: January 2026



1: Procter & Gamble



2: Lidl Ireland



3: Vodafone Ireland



4: Aldi Ireland



5: Dunnes Stores



06: Outsurance



07: McDonalds



08: Supervalu



09: Tesco Ireland



10: Reckitt Benckiser

# TOP 5 RTÉ PROGRAMMES

## January 2026



1	Room To Improve	04-01-2026	21:30 - 22:28
2	Dancing With The Stars	11-01-2026	18:34 - 20:32
3	RTÉ News: Six One	27-01-2026	18:01 - 18:53
4	RTÉ News: Nine O'Clock	11-01-2026	21:02 - 21:24
5	High Road, Low Road	27-01-2026	18:59 - 19:25



Top 5 programmes by station group

# TOP 5 VIRGIN MEDIA PROGRAMMES

## January 2026



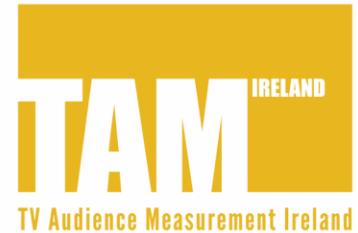
1	Corriedale	05-01-2026	20:01 - 20:56
2	Coronation Street	06-01-2026	20:30 - 20:56
3	Emmerdale	19-01-2026	20:00 - 20:26
4	News at 5:30	27-01-2026	17:30 - 18:00
5	The Assembly Ireland	19-01-2026	21:00 - 21:56



Top 5 programmes by station group.

# TOP 5 SKY MEDIA PROGRAMMES

## January 2026



1	LIVE PL: LIVERPOOL V LEEDS	01-01-2026	17:00 - 19:41
2	MANCHESTER UNITED V BRIGHTON	11-01-2026	16:24 - 19:06
3	LIVE WORLD DARTS C'SHIP FINAL	03-01-2026	19:57 - 22:09
4	LIVE PL: ARSENAL V LIVERPOOL	08-01-2026	19:00 - 23:11
5	LIVE PL: ARSENAL V MAN UTD	25-01-2026	16:05 - 19:25



Top 5 programmes by station group.

# TOP 5 SALES PROGRAMMES

## January 2026



1	THE GREAT POTTERY THROW DOWN	25-01-2026	19:51 - 21:00
2	PATIENCE YR 2	07-01-2026	21:01 - 21:59
3	WHAT NOT TO EAT	06-01-2026	19:59 - 20:58
4	CELEBRITY SAS: WHO DARES WINS	04-01-2026	21:01 - 21:59
5	LIVE: FOOTBALL FINAL	18-01-2026	18:29 - 22:39



*Top 5 programmes by station group.*

# TOP 5 PARAMOUNT PROGRAMMES

## January 2026



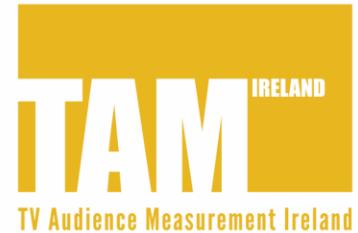
1	BEN & HOLLY'S LITTLE KINGDOM	25-01-2026	19:45 - 19:55
2	FRIENDS	09-01-2026	19:01 - 19:26
3	8 OUT OF 10 CATS - BUMPER EDITION	07-01-2026	22:00 - 22:44
4	FILM: THE WATERBOY (1998)	22-01-2026	21:01 - 22:42
5	FILM: JERRY MAGUIRE (1996)	04-01-2026	21:00 - 23:33



*Top 5 programmes by station group.*

# TOP 5 TG4 PROGRAMMES

## January 2025



1	GAA BEO 2026	18-01-2026	15:09 - 18:02
2	Rugbaí Beo URC 2025 - 2026	03-01-2026	17:49 - 19:37
3	GAA BEO 2024 - 2025	11-01-2026	15:10 - 17:20
4	Opry le Daniel Ar Turas	06-01-2026	21:31 - 22:26
5	Costa Del Ceol Tíre	20-01-2026	21:31 - 22:27



Top 5 programmes by station group