

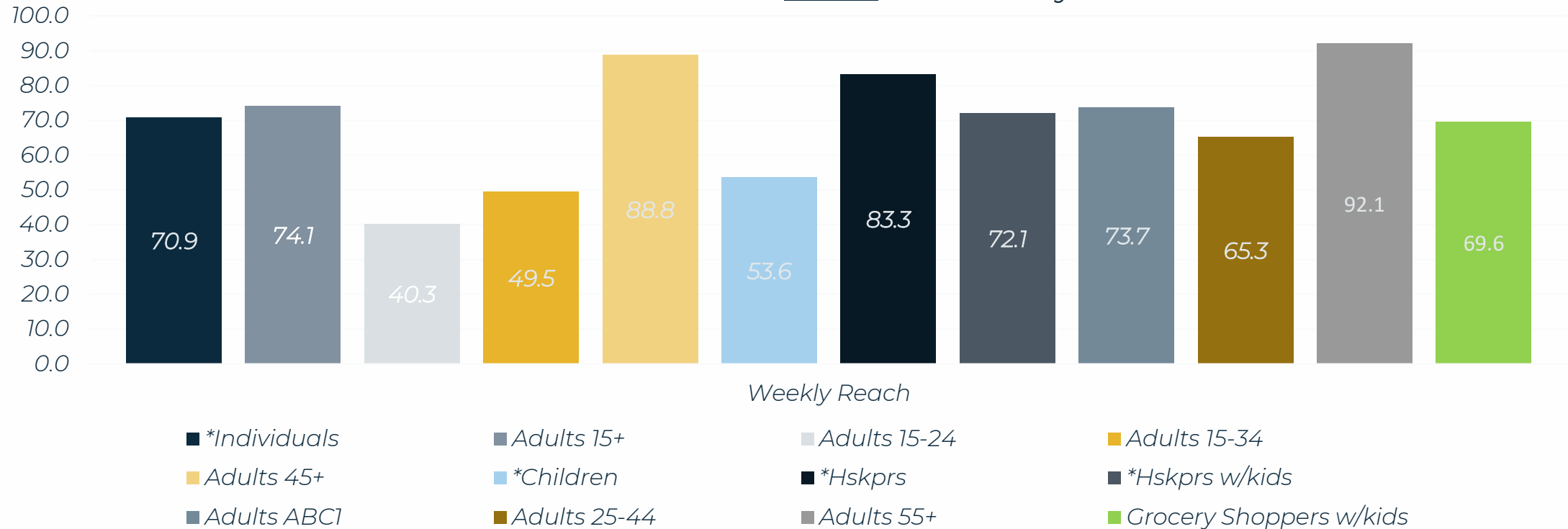
The background of the entire slide is a vibrant orange color. Scattered across this background are numerous white, circular lenses or magnifying glasses of various sizes. Each lens is oriented with its handle pointing outwards, and they appear to be looking at different parts of the scene, creating a pattern of multiple perspectives.

# ***January 2026 Viewing Trends***

**TVAM**  
IRELAND  
TV Audience Measurement Ireland

# 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

**DUNNES**  
STORES

05: Dunnes Stores



06: Outsurance



07: McDonalds

**SuperValu**  
Real Food, Real People

08: Supervalu

**TESCO**

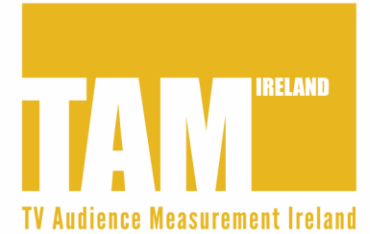
09: Tesco Ireland



10: Reckitt Benckiser

# TOP 5 RTÉ PROGRAMMES

## January 2026



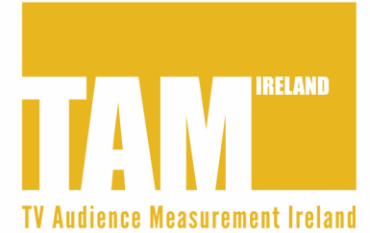
|   |                        |            |               |
|---|------------------------|------------|---------------|
| 1 | Room To Improve        | 04-01-2026 | 21:30 - 22:28 |
| 2 | Dancing With The Stars | 11-01-2026 | 18:34 - 20:32 |
| 3 | RTÉ News: Six One      | 27-01-2026 | 18:01 - 18:53 |
| 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



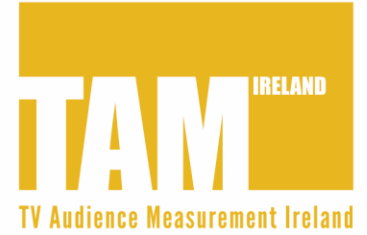
|   |                               |            |               |
|---|-------------------------------|------------|---------------|
| 1 | LIVE PL: LIVERPOOL V LEEDS    | 01-01-2026 | 17:00 - 19:41 |
| 2 | MANCHESTER UNITED V BRIGHTON  | 11-01-2026 | 16:24 - 19:06 |
| 3 | LIVE WORLD DARTS C'SHIP FINAL | 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 4 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*

