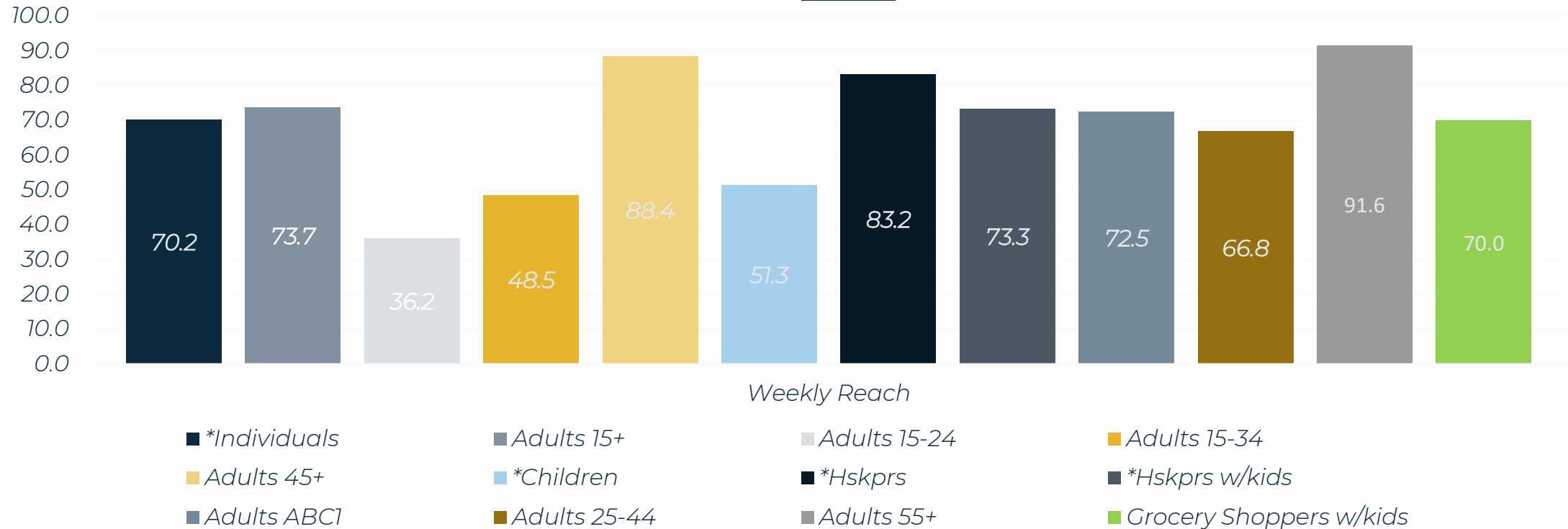


March 2026
Viewing Trends

TV AME IRELAND
TV Audience Measurement Ireland

AVERAGE WEEKLY REACH: March 2026

TAM Ireland Commercial channels reached an average of 66.8% of Adults 25-44 each week in March 2026



TOP 10 ADVERTISERS: March 2026



1: Procter & Gamble



2: Outsurance



3: McDonalds



4: Tesco Ireland



05: Dunnes Stores



06: Supervalu



07: Nestle



08: Aldi



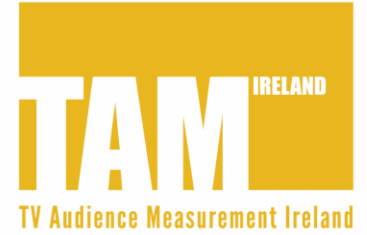
09: Heineken Ireland



10: Sky Ireland

TOP 5 RTÉ PROGRAMMES

March 2026



1	FIFA World Cup 2026 Play-Off - Czechia v ROI:Live	26-03-2026	19:46 - 22:35
2	Guinness Six Nations - Ireland v Wales:Live	06-03-2026	20:10 - 21:59
3	Guinness Six Nations - France v England:Live	14-03-2026	20:11 - 22:04
4	RTÉ News: Six One	17-03-2026	18:01 - 18:54
5	FIFA World Cup 2026 Play-Off - Czechia v ROI:Post	26-03-2026	22:36 - 23:20

Top 5 programmes by station group

TOP 5 VIRGIN MEDIA PROGRAMMES

March 2026



1	Guinness Six Nations Ireland v Scotland Live	14-03-2026
2	Guinness Six Nations Ireland v Scotland Post	14-03-2026
3	Guinness Six Nations Italy v England Live	07-03-2026
4	Coronation Street 02-03-2026	
5	Guinness Six Nations Italy v England Post	07-03-2026

Top 5 programmes by station group.

TOP 5 SKY MEDIA PROGRAMMES

March 2026



1	NEWCASTLE UNITED V MANCHESTER UNITED	04-03-2026	19:00 - 23:05
2	AS RUN INSERT	15-03-2026	13:00 - 15:58
3	LIVE FNF: BOURNEMOUTH V MAN UTD	20-03-2026	19:30 - 22:47
4	LIVE PL: MAN UTD V CRYSTAL PALACE	01-03-2026	14:00 - 16:00
5	LIVE PL: ARSENAL V CHELSEA	01-03-2026	16:04 - 19:47

Top 5 programmes by station group.

TOP 5 4 SALES PROGRAMMES

March 2026



1	GOGGLEBOX	20-03-2026	21:01 - 21:59
2	MARRIED AT FIRST SIGHT AUSTRALIA	31-03-2026	19:30 - 21:00
3	A WOMAN OF SUBSTANCE	11-03-2026	21:01 - 21:59
4	THE GREAT POTTERY THROW DOWN	08-03-2026	21:01 - 22:12
5	MARRIED AT FIRST SIGHT AUSTRALIA YR 13	10-03-2026	19:29 - 21:05

Top 5 programmes by station group.

TOP 5 PARAMOUNT PROGRAMMES

March 2026



1	BEN & HOLLY'S LITTLE KINGDOM	09-03-2026	19:45 - 19:55
2	FRIENDS	24-03-2026	19:00 - 19:26
3	HENRY DANGER	04-03-2026	19:32 - 19:53
4	RICH KIDS GO SKINT	16-03-2026	19:01 - 19:59
5	THE THUNDERMANS: UNDERCOVER	21-03-2026	18:31 - 18:52

Top 5 programmes by station group.

TOP 5 TG4 PROGRAMMES

March 2025



1	GAA BEO 2026	29-03-2026	15:37 - 18:10
2	Nuacht TG4 2026	28-03-2026	19:15 - 19:27
3	Rugbaí Beo URC 2025 - 2026	21-03-2026	14:55 - 16:50
4	Geantraí 20	17-03-2026	21:31 - 22:27
5	Glór Tíre 22	03-03-2026	21:30 - 22:28

Top 5 programmes by station group