



		Jul-26		Jan-26		Jul-25		Jul- 26 v Jan 26 (000s)	Jan - 26 v Jul 25 (000s)	
Total TV Homes		1835		1812		1784		23	28	
Classification	Reception Type	Jul-26		Jan-26		Jul-25		Jul- 26 v Jan 26 (000s)	Jan - 26 v Jul 25 (000s)	Includes
<p>Reception Type is also referred to as 'Panel Type' in the viewing data.</p> <p>Reception Types are hierarchically defined and mutually exclusive.</p> <p>A household is classified once within Reception Type (irrespective of whether they have multiple reception methods), based on the highest form of reception type available within their household.</p> <p>The hierarchy, from highest to lowest, is as follows: Sky, Virgin Media, eir/Vodafone, FTA Satellite/UK DTT, Irish DTT, Web-TV Only.</p>	Sky	616	34%	632	35%	642	36%	-16	-10	TV households with an active Sky Subscription, including Sky Glass & Sky Stream.
	Virgin Media	278	15%	267	15%	268	15%	11	-1	TV households with Virgin Media cable/Stream service & households with local cable service.
	eir/Vodafone	183	10%	173	10%	153	9%	10	20	TV households with Eir/Vodafone IPTV Service.
	FTA Satellite/UK DTT	277	15%	303	17%	317	18%	-26	-14	FTA Satellite: TV households that receive UK Freesat or foreign language satellite channels through a satellite dish, including homes with a lapsed Sky subscription. UK DTT: TV households that receive UK Freeview channels via an aerial, either through a STB or integrated Digital TV. Following a Panel Control and Weighting Review FTA Satellite and UK DTT will be combined. Therefore, there are no comparable figures for January 2025 and July 2024.
	Irish DTT	239	13%	230	13%	221	12%	9	9	TV households which only receive any or all of the following channels: RTÉ One, RTÉ One +1, RTÉ2, RTÉ2+1, RTÉjr, RTÉ News, Virgin Media One, Virgin Media Two, Virgin Media Three, TG4 and Sky News via an aerial, whether through a set-top box or an integrated digital TV or via Saorsat.
	Web-TV Only	242	13%	207	11%	183	10%	35	24	TV households with Broadband (fixed or mobile) that have no standard reception type but can watch content online through a Smart TV or connected device. Connected devices includes: Games Console; PC/Laptop; Tablet; Smartphone; Android Box or Stick including Amazon Firestick
Classification	Reception Method	Jul-26		Jan-26		Jul-25		Jul- 26 v Jan 26 (000s)	Jan - 26 v Jul 25 (000s)	Includes
<p>Reception Method is also referred to as 'Platform' in the viewing data.</p> <p>While each TV Household is only classified as one Reception Type, they can have multiple Reception Methods (e.g. Sky on the main TV set and Irish DTT on a secondary TV set) and therefore, these figures are not mutually exclusive.</p> <p>As they are NOT mutually exclusive, the % figures do not add to 100%.</p>	Sky	616	34%	632	35%	642	36%	-16	-10	All TV households paying Sky for a TV subscription, including Sky Satellite, and Sky Stream/Glass
	Virgin Media	281	15%	269	15%	270	15%	12	-1	All TV households paying Virgin Media for a Cable TV service and/or Stream and any local cable company for TV service
	eir/Vodafone	186	10%	176	10%	156	9%	10	20	All TV households paying a subscription for an IPTV service to either Eir and/or Vodafone
	Free-to-Air Satellite	234	13%	248	14%	260	15%	-14	-12	All TV households with a Foreign Satellite or FTA Satellite reception, including homes with a lapsed Sky Subscription.
	UK DTT	103	6%	116	6%	118	7%	-13	-2	All TV households with UK DTT
	Irish DTT	600	33%	622	34%	625	35%	-22	-3	All TV households with Irish DTT (including Saorsat)
	Web TV	1554	85%	1498	83%	1447	81%	56	51	All TV households with Broadband (fixed or mobile) that can watch content online through a Smart TV or connected device. Connected devices includes: Games Console; PC/Laptop; Tablet; Smartphone; Android Box or Stick including Amazon Firestick
IPTV	267	15%	244	13%	209	12%	23	35	All TV households paying a subscription for an IPTV service to either Eir/Vodafone/Sky Glass/Sky Stream/Virgin Media Stream	