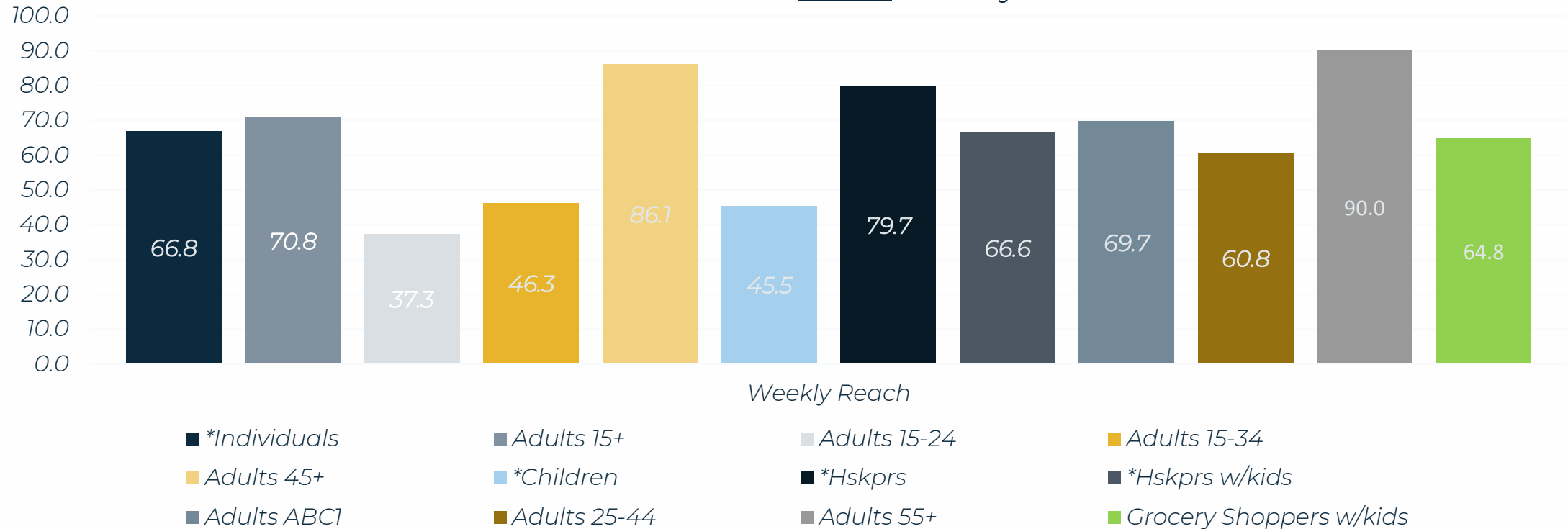


**May 2026**  
**Viewing Trends**

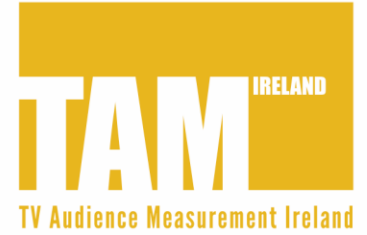
**TV AM** IRELAND  
TV Audience Measurement Ireland

# AVERAGE WEEKLY REACH: May 2026

TAM Ireland Commercial channels reached an average of 70.8% of Adults 15+ each week in May 2026



# TOP 10 ADVERTISERS: May 2026



1: Procter & Gamble



2: Vodafone Ireland



3: McDonalds



4: Dunnes Stores



05: Aldi



06: OUTsurance



07: Lidl



08: Supervalu



09: Reckitt Benckiser

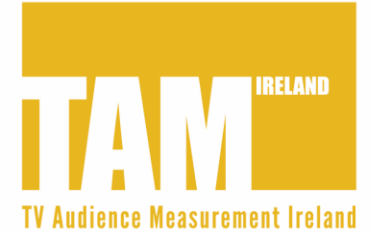


10: Heineken

# TOP 5 RTÉ PROGRAMMES

## May 2026

*Top 5 programmes by station group*



1) Champions League Live - PSG v Arsenal:Live	Sat	30-05-2026	17:02 - 19:59
2) RTÉ News: Nine O'Clock	Sun	10-05-2026	21:00 - 21:22
3) RTÉ News: Six One	Tue	19-05-2026	18:01 - 18:53
4) Cheap Irish Homes	Tue	19-05-2026	19:00 - 19:25
5) The Late Late Show	Fri	01-05-2026	21:35 - 23:03



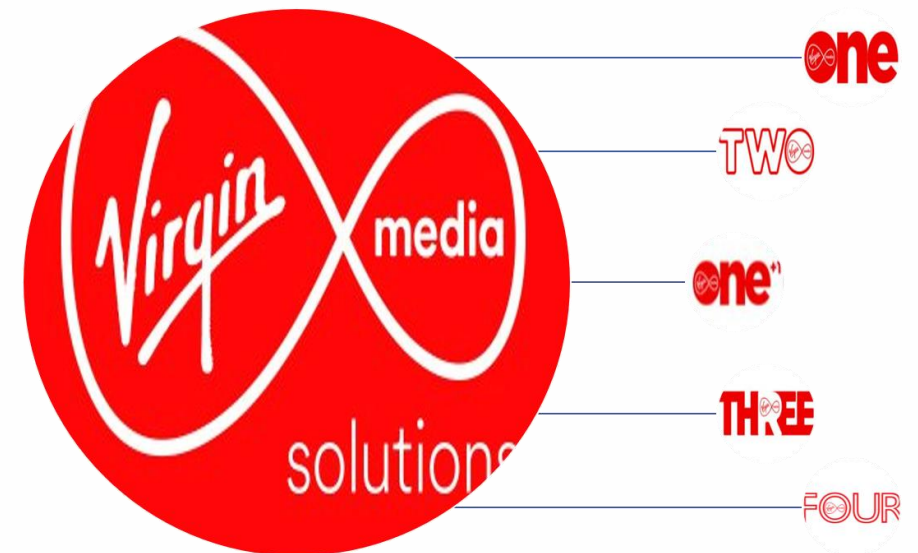
# TOP 5 VIRGIN MEDIA PROGRAMMES

## May 2026

*Top 5 programmes by station group.*



1) Coronation Street	Tue	12-05-2026	20:30 - 20:56
2) Emmerdale	Tue	12-05-2026	20:00 - 20:26
3) News at 5:30	Mon	04-05-2026	17:30 - 17:53
4) Britain's Got Talent S19	Sat	02-05-2026	18:59 - 21:04
5) The 1% Club S3	Sat	16-05-2026	21:03 - 21:56



# TOP 5 SKY MEDIA PROGRAMMES

## May 2026

Top 5 programmes by station group.



1) LIVE PL: MAN UTD V NOTT'M FOREST	Sun	17-05-2026	12:00 - 14:30
2) LIVE PL: MAN UTD V LIVERPOOL	Sun	03-05-2026	14:02 - 17:55
3) LIVE PL: WEST HAM V ARSENAL	Sun	10-05-2026	16:03 - 20:03
4) LIVERPOOL V CHELSEA	Sat	09-05-2026	11:00 - 14:49
5) INVESTEC CHAMPIONS CUP 2025/26	Sat	02-05-2026	14:00 - 17:11



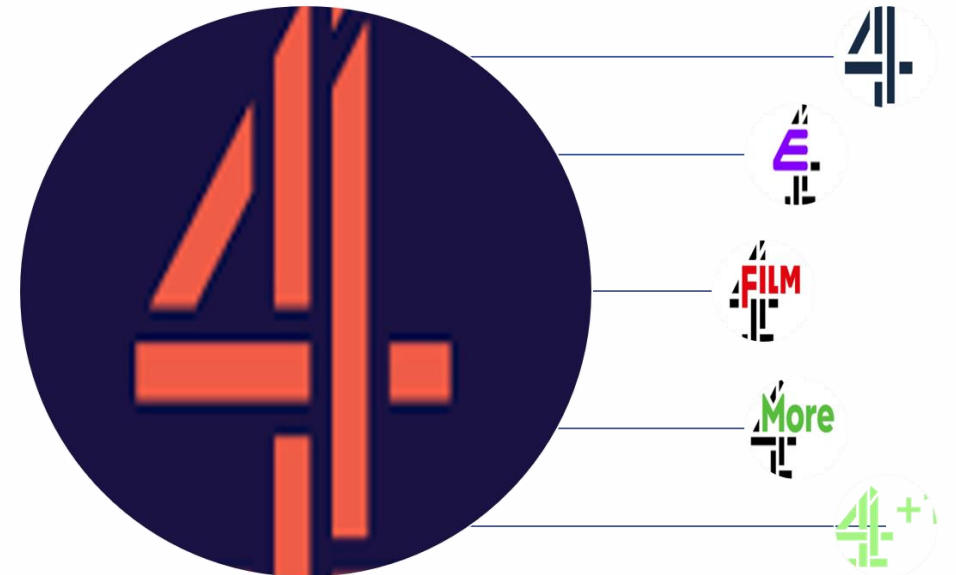
# TOP 5 4 SALES PROGRAMMES

## May 2026

*Top 5 programmes by station group.*



1) GOGGLEBOX	Fri	22-05-2026	21:01 - 21:58
2) FALLING	Tue	19-05-2026	21:01 - 22:02
3) MARRIED AT FIRST SIGHT AUSTRALIA	Thu	07-05-2026	19:29 - 21:05
4) TIP TOE	Sun	31-05-2026	21:02 - 21:59
5) LOCATION LOCATION LOCATION S45	Wed	20-05-2026	19:59 - 20:57



# TOP 5 PARAMOUNT PROGRAMMES

## May 2026

*Top 5 programmes by station group.*

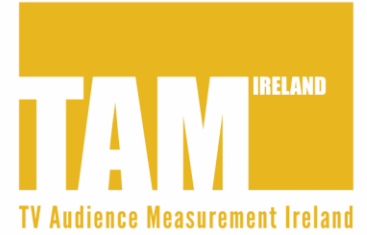


1) BEN & HOLLY'S LITTLE KINGDOM	Wed	27-05-2026	19:45 - 19:55
2) FRIENDS	Sat	23-05-2026	19:32 - 19:58
3) MICHAEL MCINTYRE'S THE WHEEL	Sat	23-05-2026	19:59 - 20:58
4) FILM: THE WATERBOY (1998)	Tue	26-05-2026	21:00 - 22:41
5) THE THUNDERMANS: UNDERCOVER	Sat	09-05-2026	19:00 - 19:25



# TOP 5 TG4 PROGRAMMES

## May 2025



1) GAA BEO 2026	Sun	31-05-2026	13:30 - 16:00
2) Rugbaí Beo URC 2025 - 2026	Fri	15-05-2026	19:40 - 21:42
3) Glór Tíre - Athghearradh Sraith 17	Tue	05-05-2026	22:01 - 22:27
4) Unforgiven	Fri	08-05-2026	22:22 - 24:38
5) Viva Ceol Tíre 3	Tue	05-05-2026	21:31 - 21:57

*Top 5 programmes by station group*

