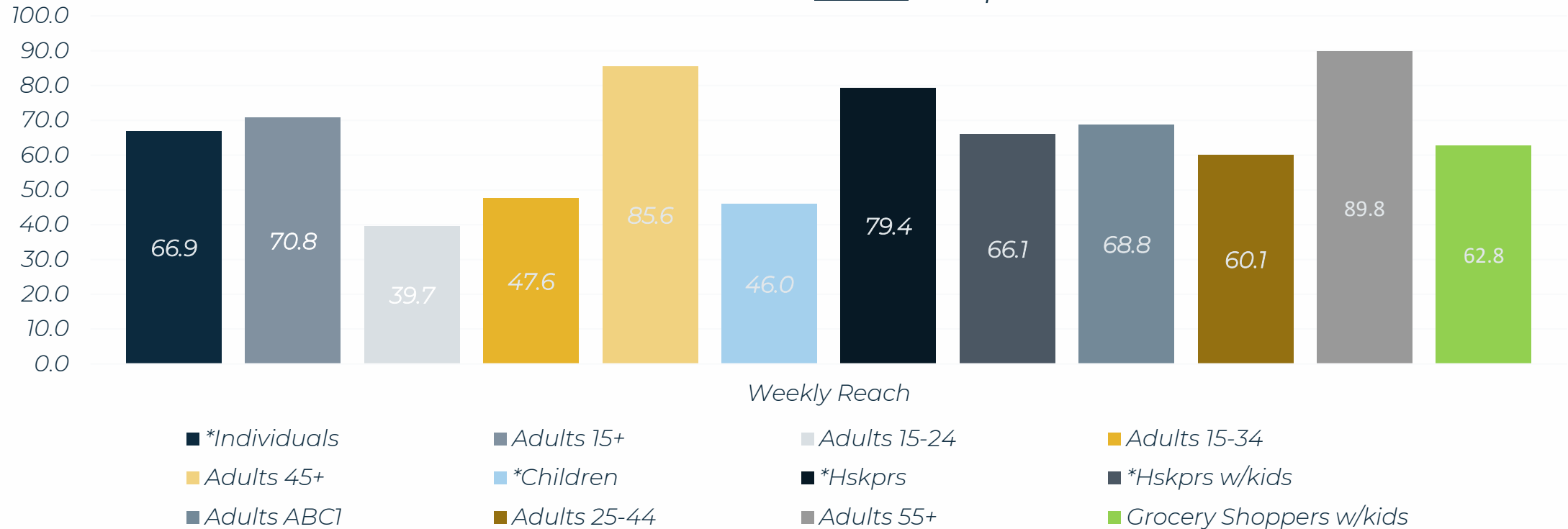


July 2026
Viewing Trends

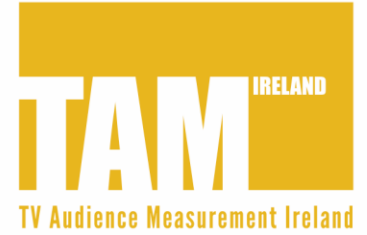
IRAM
IRELAND
TV Audience Measurement Ireland

AVERAGE WEEKLY REACH: July 2026

TAM Ireland Commercial channels reached an average of 68.8% of Adults ABC1 each week in April 2026



TOP 10 ADVERTISERS: July 2026



1: Procter & Gamble



2: Vodafone Ireland



3: McDonalds



4: Aldi



05: Outsurance



06: Tesco Ireland



07: Lidl



Unilever

08: Unilever



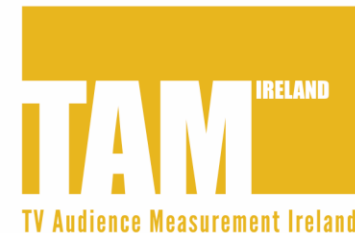
09: Mondelez Int



10: Dunnes Stores

TOP 5 RTÉ PROGRAMMES

July 2026



1	Live: FIFA World Cup Final 2026	Sun	19-07-2026	20:06 - 23:01
2	Live: The Sunday Game	Sun	26-07-2026	15:32 - 17:10
3	Live: The Saturday Game	Sat	11-07-2026	18:00 - 19:39
4	FIFA World Cup 26 Live - Switzerland v Colomb:Live	Tue	07-07-2026	21:00 - 23:49
5	RTÉ News: Nine O'Clock	Wed	29-07-2026	21:00 - 21:28

Top 5 programmes by station group

TOP 5 VIRGIN MEDIA PROGRAMMES

July 2026



1	Coronation Street	Wed	22-07-2026	20:30 - 20:56
2	Live: Nations Championship	Sat	11-07-2026	11:10 - 13:06
3	Emmerdale	Mon	20-07-2026	20:00 - 20:26
4	Love Island	Sun	12-07-2026	21:00 - 22:02
5	News at 5:30	Mon	13-07-2026	17:30 - 18:00

Top 5 programmes by station group.

TOP 5 SKY MEDIA PROGRAMMES

July 2026



1	Ben & Holly's Little Kingdom	Mon	06-07-2026	23:30 - 23:40
2	LIVE HUNGARIAN F1 GRAND PRIX	Sun	26-07-2026	13:53 - 16:08
3	LIVE BRITISH F1 GRAND PRIX	Sun	05-07-2026	14:53 - 17:04
4	LIVE THE OPEN: FINAL ROUND	Sun	19-07-2026	10:00 - 19:35
5	CHASE CELEBRITY, THE	Fri	24-07-2026	22:01 - 22:59

Top 5 programmes by station group.

TOP 5 4 SALES PROGRAMMES

July 2026



1	Celebrity Gogglebox	Fri	10-07-2026	21:01 - 21:59
2	Gogglebox	Thu	02-07-2026	22:02 - 23:02
3	Murder Case: The Digital Detectives	Thu	23-07-2026	21:01 - 21:59
4	A Place in the Sun	Wed	22-07-2026	14:59 - 15:56
5	The Piano	Sun	19-07-2026	21:02 - 22:00

Top 5 programmes by station group.

TOP 5 PARAMOUNT PROGRAMMES

July 2026

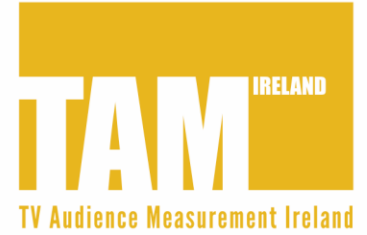


1	Ben & Holly's Little Kingdom	Mon	06-07-2026	23:30 - 23:40
2	Friends	Thu	30-07-2026	20:22 - 20:57
3	Jerry Maguire	Tue	28-07-2026	21:00 - 23:43
4	Mr Bean	Sun	26-07-2026	19:32 - 19:58
5	iCarly	Thu	02-07-2026	19:31 - 19:53

Top 5 programmes by station group.

TOP 5 TG4 PROGRAMMES

July 2026



1	Live: Peil na mBan Beo	Sat	18-07-2026	17:08 - 18:53
2	El Dorado	Fri	24-07-2026	21:36 - 23:50
3	Opry le Daniel	Tue	21-07-2026	22:00 - 22:56
4	GAA BEO 2026	Sun	05-07-2026	13:30 - 15:39
5	Django Unchained	Mon	13-07-2026	22:02 - 24:53

Top 5 programmes by station group