

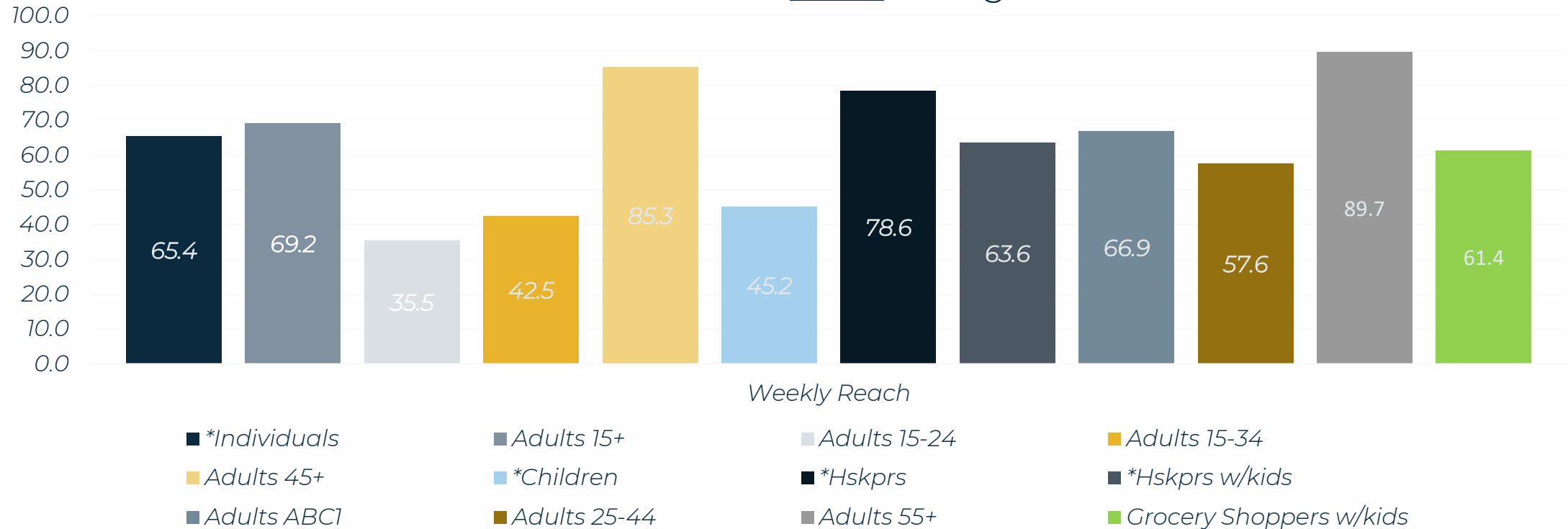


August 2026 Viewing Trends Overview

IRAMA
TV Audience Measurement Ireland

AVERAGE WEEKLY REACH: August 2026

TAM Ireland Commercial channels reached an average of 66.9% of Adults ABC1 each week in August 2026



TOP 10 ADVERTISERS: August 2026



1: Procter & Gamble



2: Aldi



3: Unilever



4: Vodafone



05: Outsurance



06: Lidl



07: SuperValu



08: Virgin Media



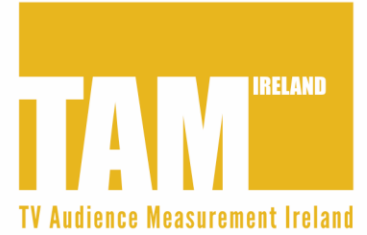
09: McDonalds



10: Harvey Norman

TOP 5 RTÉ PROGRAMMES

August 2026



1	The Traitors Ireland	30-08-2026	21:30 - 22:30
2	RTÉ News: Nine O'Clock	17-08-2026	20:59 - 21:27
3	The Rose of Tralee International Festival	18-08-2026	21:35 - 23:31
4	The Healy Raes: Blood, Sweat & Tears	19-08-2026	21:35 - 23:09
5	RTÉ News: Six One	17-08-2026	18:01 - 18:24

Top 5 programmes by station group

TOP 5 VIRGIN MEDIA PROGRAMMES

August 2026



1	Coronation Street	05-08-2026	20:30 - 20:57
2	Emmerdale	31-08-2026	20:00 - 20:26
3	News at 5:30	31-08-2026	17:30 - 18:00
4	Policing Dublin City	25-08-2026	21:00 - 21:57
5	The Voice UK	22-08-2026	19:00 - 20:12

Top 5 programmes by station group.

TOP 5 SKY MEDIA PROGRAMMES

August 2026



1	LIVE PL: MANCHESTER UTD V IPSWICH	30-08-2026	16:07 - 19:37
2	LIVE PL: NEWCASTLE V LIVERPOOL	23-08-2026	16:05 - 19:36
3	LIVE MNF: FULHAM V CHELSEA	24-08-2026	18:30 - 23:09
4	LIVE FNF: ARSENAL V COVENTRY	21-08-2026	18:30 - 22:56
5	HULL CITY V MANCHESTER UNITED	22-08-2026	11:00 - 15:03

Top 5 programmes by station group.

TOP 5 4 SALES PROGRAMMES

August 2026



1	Celebrity Hunted	17-08-2026	21:02 - 22:00
2	24 Hours in Police Custody	30-08-2026	21:03 - 22:09
3	The Piano	02-08-2026	21:03 - 22:02
4	Gogglebox	21-08-2026	22:03 - 23:03
5	Love You to Death	19-08-2026	21:02 - 21:58

Top 5 programmes by station group.

TOP 5 PARAMOUNT PROGRAMMES

August 2026

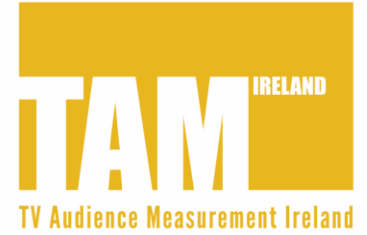


1	Ben & Holly's Little Kingdom	02-08-2026	19:30 - 19:40
2	Friends	25-08-2026	17:32 - 17:58
3	The Creature Cases	21-08-2026	15:29 - 15:55
4	Danger Force	19-08-2026	20:31 - 20:51
5	Judge Judy	13-08-2026	16:01 - 16:25

Top 5 programmes by station group.

TOP 5 TG4 PROGRAMMES

August 2025



1	Live: Peil na mBan Beo	02-08-2026	15:27 - 18:16
2	Fleadh26	07-08-2026	21:30 - 23:35
3	Opry le Daniel	11-08-2026	21:31 - 22:26
4	Fleadh Folk	04-08-2026	21:31 - 22:25
5	Live: GAA Beo	30-08-2026	14:15 - 16:10

Top 5 programmes by station group