

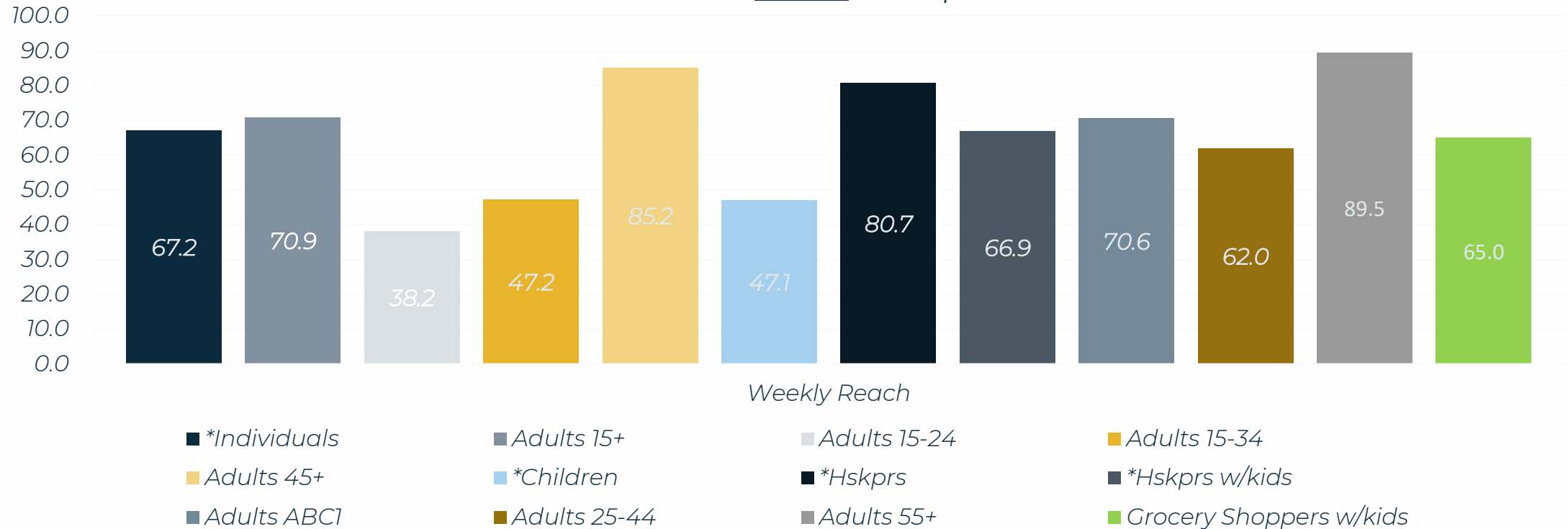


September 2026 Viewing Trends Overview

IRAM
TV Audience Measurement Ireland

AVERAGE WEEKLY REACH: September 2026

TAM Ireland Commercial channels reached an average of 70.6% of Adults ABC1 each week in September 2026



TOP 10 ADVERTISERS: September 2026



1: Procter & Gamble



2: Vodafone



3: Lidl



4: Aldi



05: Virgin Media



06: Lidl



07: Unilever



08: Outsurance



09: McDonalds



10: Amazon.ie

TV Moments September 2026



The Great British Bake Off returned for Series 17 on Tuesday, 22 September 2026 at 8:00 PM on Channel 4 to an average audience of 152,600



On Virgin Media Two the Live UEFA Nations League Football (England V Spain) was the most viewed programme of the month with an average of 169,300 individuals tuning in



Just under a million people (992,200 individuals) tuned into RTÉ 2 for Katie Taylor's last fight in Croke Park



On RTÉ One The Traitors Ireland continued with 900,700 individuals tuning into the episode on the 22nd Sept

TOP 5 RTÉ PROGRAMMES

September 2026



1	The Traitors Ireland	Tue	22-09-2026	21:36 - 22:35
2	RTÉ News: Nine O'Clock	Sun	13-09-2026	21:01 - 21:22
3	The Traitors Ireland: Uncloaked	Tue	22-09-2026	22:40 - 23:07
4	The Late Late Show	Fri	18-09-2026	21:36 - 23:12
5	Cheap Irish Homes	Tue	22-09-2026	19:01 - 19:27

Top 5 programmes by station group

TOP 5 VIRGIN MEDIA PROGRAMMES

September 2026



1	Coronation Street	Tue	22-09-2026	20:30 - 20:56
2	Emmerdale	Mon	07-09-2026	20:00 - 20:26
3	Gogglebox Ireland	Wed	09-09-2026	21:00 - 21:57
4	News at 5:30	Mon	14-09-2026	17:30 - 18:00
5	Live: UEFA Nations League Football	Sat	26-09-2026	19:45 - 21:42

Top 5 programmes by station group.

TOP 5 SKY MEDIA PROGRAMMES

September 2026



1	LIVE PL: EVERTON V MANCHESTER UTD	Sun	06-09-2026	13:00 - 15:58
2	LIVE PL: ARSENAL V CHELSEA	Sun	06-09-2026	16:04 - 18:59
3	LIVE PL: MAN UNITED V MAN CITY	Sun	13-09-2026	16:04 - 18:54
4	LIVE PL: FULHAM V MANCHESTER UTD	Sun	20-09-2026	16:04 - 18:52
5	LIVE PL: BOURNEMOUTH V LIVERPOOL	Sun	20-09-2026	13:00 - 15:58

Top 5 programmes by station group.

TOP 5 4 SALES PROGRAMMES

September 2026



1	The Great British Bake Off	Tue	29-09-2026	20:01 - 21:28
2	Gogglebox	Fri	11-09-2026	21:01 - 21:59
3	Grand Designs	Wed	30-09-2026	21:01 - 21:59
4	Location, Location, Location	Wed	30-09-2026	19:59 - 20:57
5	Taskmaster	Thu	24-09-2026	21:01 - 21:59

Top 5 programmes by station group.

TOP 5 PARAMOUNT PROGRAMMES

September 2026



1	Ben & Holly's Little Kingdom	Tue	01-09-2026	19:30 - 19:40
2	Mr Bean	Mon	21-09-2026	23:00 - 23:24
3	Friends	Wed	30-09-2026	20:00 - 20:25
4	iCarly	Tue	29-09-2026	19:31 - 19:52
5	Sam & Cat	Tue	29-09-2026	20:00 - 20:26

Top 5 programmes by station group.

TOP 5 TG4 PROGRAMMES

September 2025



1	Contractors	Thu	17-09-2026	21:31 - 22:26
2	Live: United Rugby Championship	Fri	25-09-2026	19:24 - 21:54
3	Opry le Daniel	Tue	01-09-2026	21:30 - 22:26
4	Live: GAA Beo	Sun	20-09-2026	15:00 - 17:11
5	Live: Rásaí Beo	Thu	24-09-2026	13:45 - 17:42

Top 5 programmes by station group