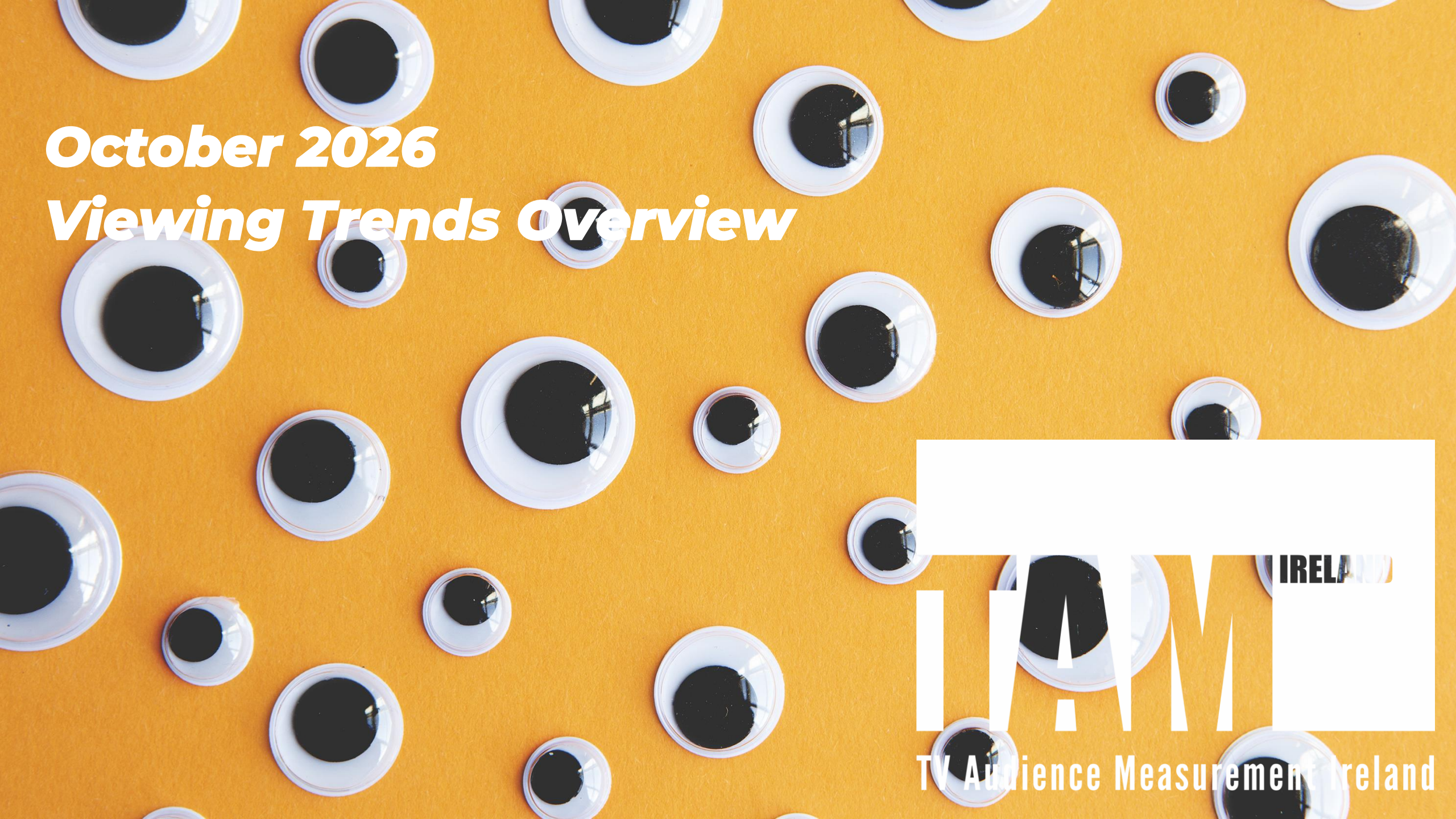


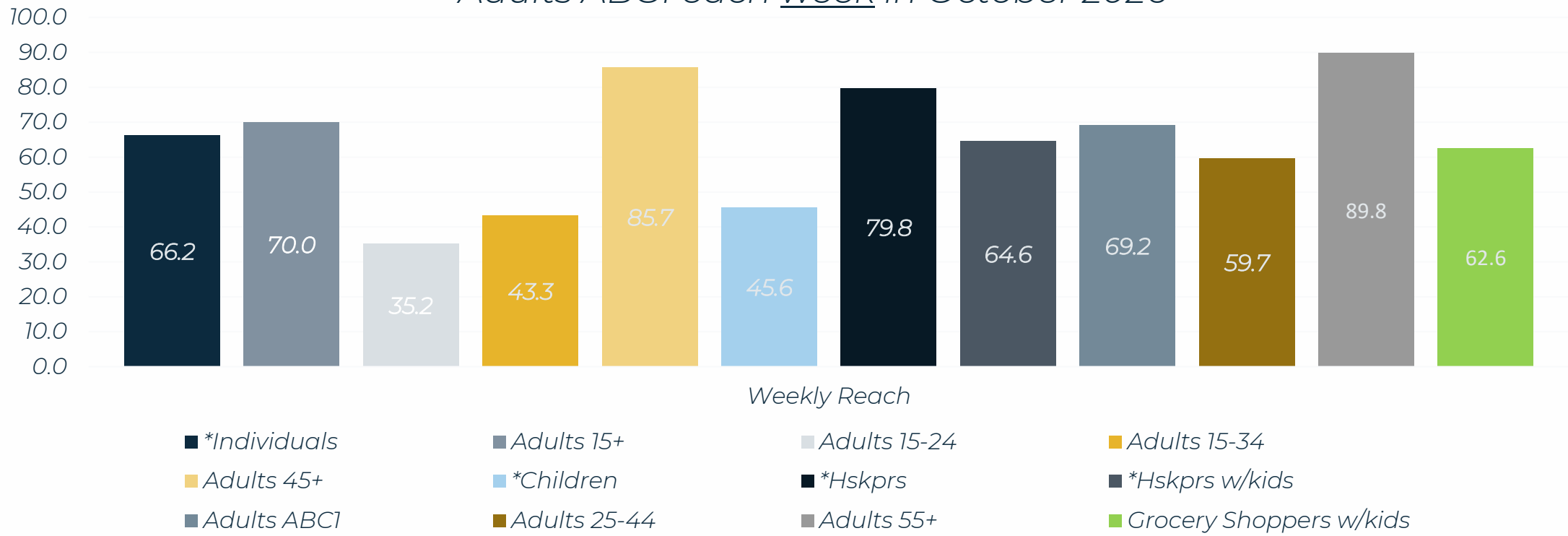
October 2026
Viewing Trends Overview

TAM IRELAND

TV Audience Measurement Ireland

AVERAGE WEEKLY REACH: October 2026

TAM Ireland Commercial channels reached an average of 69.2% of Adults ABC1 each week in October 2026



Source: TAM Ireland Ltd / Nielsen Media / Av Weekly Reach, Consolidated, National/All Commercial Channels, ex guest

TOP 10 ADVERTISERS: October 2026



1: Procter & Gamble



2: Vodafone



3: Lidl



4: Virgin Media



05: Aldi



06: Reckitt Benckiser



07: NÉSTLE



08: Vinted



09: Outsurance



10: McDonalds

Source: TAM Ireland Ltd / Nielsen TAM. Based on 30" 000s, All Commercial Channels, Individuals 4+, Consolidated, National

TV Moments
October 2026



The Dublin Marathon was shown live on TG4 on Oct 25th. This was the first broadcast of event since 2011. The broadcast attracted an average of 44,100 individuals



The Live UEFA Nations League Football (ROI V Israel) on RTÉ 2 was the most viewed programme of the month with an average of 1,071,000 individuals tuning in



The new Sky original drama-War- continued to perform well on Sky Atlantic. With an average 101,000 individuals tuning into the episode on Oct 30th



Over on Coronation Street on Virgin Media One Jodie's story finally came to a head. The episode on Mon Oct 5th drew an average of 633,000 individuals

Source: TAM Ireland Ltd / Nielsen TAM. Based on 30" 000s, All Commercial Channels, Individuals 4+, Consolidated, National

TOP 5 RTÉ PROGRAMMES
October 2026

TAM IRELAND
TV Audience Measurement Ireland

1	Live: UEFA Nations League Football	Sun	04-10-2026	19:47 - 21:36
2	RTÉ News: Six One	Mon	26-10-2026	18:01 - 18:26
3	RTÉ News: Nine O'Clock	Sun	18-10-2026	21:00 - 21:22
4	Cheap Irish Homes	Tue	20-10-2026	19:00 - 19:25
5	DIY SOS: The Big Build Ireland	Sun	18-10-2026	18:32 - 19:27

Top 5 programmes by station group

Source: TAM Ireland Ltd / Nielsen Media Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

TOP 5 VIRGIN MEDIA PROGRAMMES
October 2026

TV Audience Measurement Ireland

1	Coronation Street	Mon	05-10-2026	20:30 - 20:56
2	Emmerdale	Mon	19-10-2026	20:00 - 20:26
3	Live: UEFA Champions League Football	Tue	20-10-2026	20:00 - 21:56
4	Gogglebox Ireland	Wed	07-10-2026	21:00 - 21:57
5	News at 5:30	Mon	26-10-2026	17:30 - 17:53

Top 5 programmes by station group.

Source: TAM Ireland Ltd / Nielsen Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

TOP 5 SKY MEDIA PROGRAMMES
October 2026

1	LIVE SNF: MANCHESTER UTD V SPURS	Sat	10-10-2026	17:00 - 20:33
2	LIVE PL: LIVERPOOL V MAN CITY	Sun	11-10-2026	16:05 - 19:21
3	Live: United Rugby Championship	Sat	24-10-2026	17:15 - 20:38
4	Live: European Rugby Champions Cup	Sat	17-10-2026	19:37 - 22:31
5	Premier League	Sat	31-10-2026	11:00 - 15:00

Top 5 programmes by station group.

Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

TOP 5 4 SALES PROGRAMMES
October 2026

1	The Great British Bake Off	Tue	20-10-2026	20:01 - 21:14
2	Gogglebox	Fri	02-10-2026	21:01 - 21:59
3	Grand Designs	Wed	07-10-2026	21:02 - 22:00
4	Location, Location, Location	Wed	07-10-2026	20:00 - 20:57
5	Pierre	Mon	05-10-2026	21:03 - 21:59

Top 5 programmes by station group.

TOP 5 PARAMOUNT PROGRAMMES
October 2026

1	Notting Hill	Sun	25-10-2026	21:03 - 23:30
2	Ben & Holly's Little Kingdom	Sat	31-10-2026	16:45 - 16:55
3	Friends	Fri	16-10-2026	17:31 - 17:56
4	Sleepless in Seattle	Tue	27-10-2026	21:00 - 23:05
5	Mr Bean	Sat	31-10-2026	18:01 - 18:26

Top 5 programmes by station group.

Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes

TOP 5 TG4 PROGRAMMES
October 2025

1	Live: GAA Beo	Sun	25-10-2026	15:27 - 17:25
2	Live: United Rugby Championship	Sat	03-10-2026	19:15 - 21:54
3	Contractors	Thu	01-10-2026	21:31 - 22:26
4	Live: Dublin Marathon	Sun	25-10-2026	08:00 - 12:26
5	Opry le Daniel	Thu	22-10-2026	22:31 - 23:26

Top 5 programmes by station group

Source: TAM Ireland Ltd / Nielsen TAM Top Programmes based on Individuals 4+, All Subscribing Channels, Averaging Option: Any Day, Any Time, Best Episode, Minimum Duration 10 Minutes