

***August 2024  
Viewing Trends***

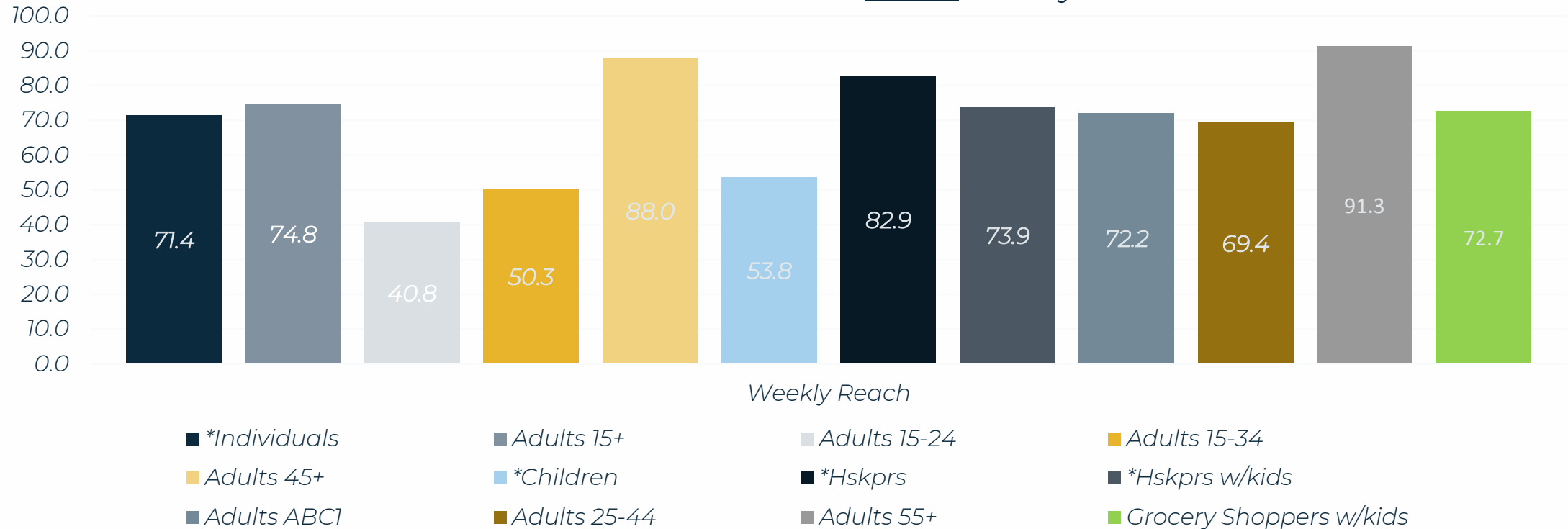


**TEAM IRELAND**

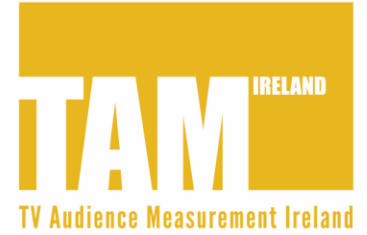
**TV Audience Measurement Ireland**

# WEEKLY REACH: August 2024

TAM Ireland Commercial channels reached an average of 72.2% of Adults ABC1 each week in July



# TOP 10 ADVERTISERS: August 2024



1: Procter & Gamble



2: Unilever



3: Sky Ireland



4: Lidl



05: Aldi



06: Reckitt Benckiser



07: Aldi



08: Diageo



09: Three Mobile



10: Dunnes Stores

# TOP 5 RTÉ PROGRAMMES

## August 2024

- 1 Paris Olympics 2024: Tonight 06-08-2024
- 2 The Rose Of Tralee International Festival 2024 20-08-2024
- 3 RTÉ News: Nine O'Clock 20-08-2024
- 4 RTÉ News: Six One 26-08-2024
- 5 Fair City 25-08-2024

*Top 5 programmes by station group*





# TOP 5 VIRGIN MEDIA PROGRAMMES Aug 2024

1	Coronation Street	26-08-2024
2	Emmerdale	26-08-2024
3	News at 5:30	26-08-2024
4	The Voice UK S8	31-08-2024
5	The Cuckoo	12-08-2024

*Top 5 programmes by station group.*



# TOP 5 SKY MEDIA PROGRAMMES Aug 2024

- 1 LIVE PL: LIVERPOOL V BRENTFORD  
25-08-2024
- 2 LIVE FNF: MAN UNITED V FULHAM  
16-08-2024
- 3 LIVE PL: CHELSEA V MANCHESTER CITY  
18-08-2024
- 4 HOUSE OF THE DRAGON  
04-08-2024
- 5 LIVE MNF: LEICESTER V TOTTENHAM  
19-08-2024

*Top 5 programmes by station group.*





# TOP 5 4 SALES PROGRAMMES Aug 2024

- 1 MERSEYSIDE DETECTIVES: THE MURDERS OF AS  
20-08-2024
- 2 DAME JUDI & JAY: THE ODD COUPLE  
18-08-2024
- 3 F1 DUTCH GP QUALIFYING HIGHLIGHTS  
25-08-2024
- 4 GOGGLEBOX  
31-08-2024
- 5 SURGEONS: LIFE IN THEIR HANDS 04-08-2024

*Top 5 programmes by station group.*



# TOP 5 PARAMOUNT PROGRAMMES Aug 2024

1	MOST RIDICULOUS	12-08-2024
2	BEN & HOLLY'S LITTLE KINGDOM	30-08-2024
3	THE INTERN	22-08-2024
4	THE LOUD HOUSE	24-08-2024
5	RUBBLE & CREW	23-08-2024

*Top 5 programmes by station group.*





# TOP 5 TG4 PROGRAMMES

## Aug 2024

1	Peil na mBan Beo 2024	04-08-2024
2	Fleadh	08-08-2024
3	Opry le Daniel 10	13-08-2024
4	GAA BEO 2023 - 2024	25-08-2024
5	Valkyrie	19-08-2024

*Top 5 programmes by station group*

