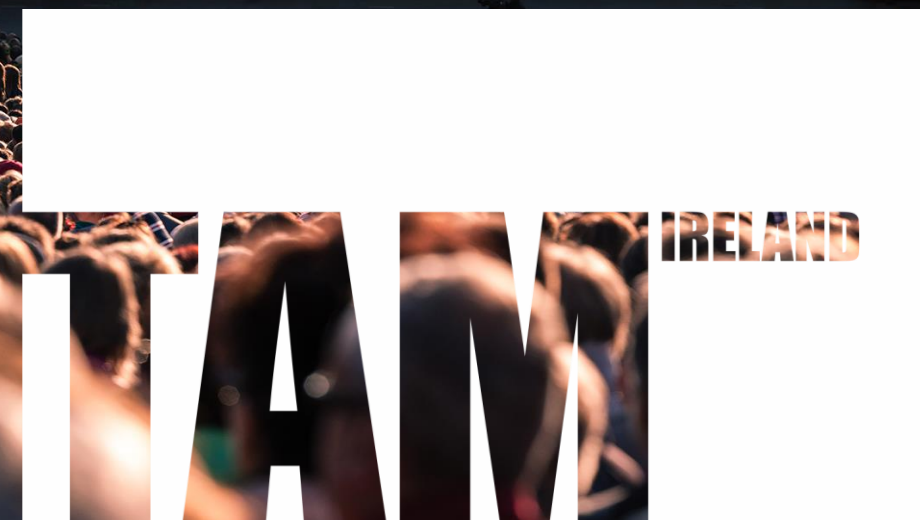


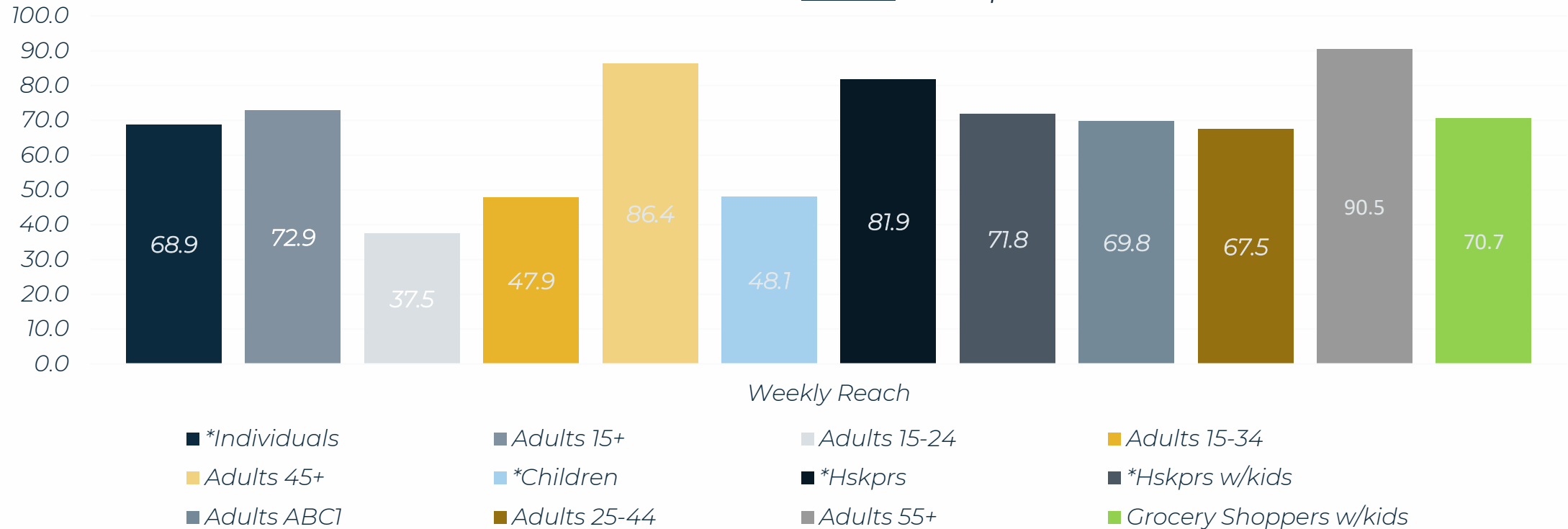
September 2024 Viewing Trends Overview



TV Audience Measurement Ireland

WEEKLY REACH: September 2024

TAM Ireland Commercial channels reached an average of 69.8% of Adults ABC1 each week in September



TOP 10 ADVERTISERS: September 2024



1: Procter & Gamble



2: Sky Ireland



3: Unilever



4: Lidl



05: Tesco Ireland



06: McDonald's



07: Aldi



08: SuperValu



09: Virgin Media



10: Reckitt Benckiser

TOP 5 RTÉ PROGRAMMES

September 2024

1	UEFA Nations League - ROI v England:Live	07-09-2024
2	RTÉ News: Nine O'Clock	29-09-2024
3	The Late Late Show	13-09-2024
4	Cheap Irish Homes	26-09-2024
5	UEFA Nations League - ROI v Greece:Live	10-09-2024

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES Sept. 2024

1	Coronation Street	09-09-2024
2	Emmerdale	17-09-2024
3	Gogglebox Ireland S10	04-09-2024
4	News at 5:30	30-09-2024
5	The Voice UK S8	07-09-2024

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES Sept 2024

- 1 LIVE PL:MANCHESTER UTD V LIVERPOOL
01-09-2024
- 2 LIVE SNF: CRYSTAL PALACE V MAN UTD
21-09-2024
- 3 LIVE PL:MANCHESTER UTD V TOTTENHAM
29-09-2024
- 4 LIVE PL: MANCHESTER CITY V ARSENAL
22-09-2024
- 5 WHO WANTS TO BE A MILLIONAIRE
CELEBRITY 06-09-2024

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES Sept 2024

1	THE GREAT BRITISH BAKE OFF	24-09-2024
2	GOGGLEBOX	20-09-2024
3	MARRIED AT FIRST SIGHT UK	24-09-2024
4	CELEBRITY SAS: WHO DARES WINS	22-09-2024
5	24 HOURS IN POLICE CUSTODY	10-09-2024

Top 5 programmes by station group.



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TOP 5 PARAMOUNT PROGRAMMES Sept 2024

- | | | |
|---|------------------------------|------------|
| 1 | FILM: 17 AGAIN (2009) | 22-09-2024 |
| 2 | BEN & HOLLY'S LITTLE KINGDOM | 26-09-2024 |
| 3 | FRIENDS | 14-09-2024 |
| 4 | GEORDIE SHORE | 05-09-2024 |
| 5 | TEEN MOM: THE NEXT CHAPTER | 11-09-2024 |

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES

Sept 2024

1	Rugbaí Beo URC 2024- 2025	27-09-2024
2	Opry le Daniel 10	10-09-2024
3	GAA BEO 2023 - 2024	08-09-2024
4	Seo é Joe Dolan	24-09-2024
5	Glór Tíre Rogha & Togha 9	25-09-2024

Top 5 programmes by station group

