

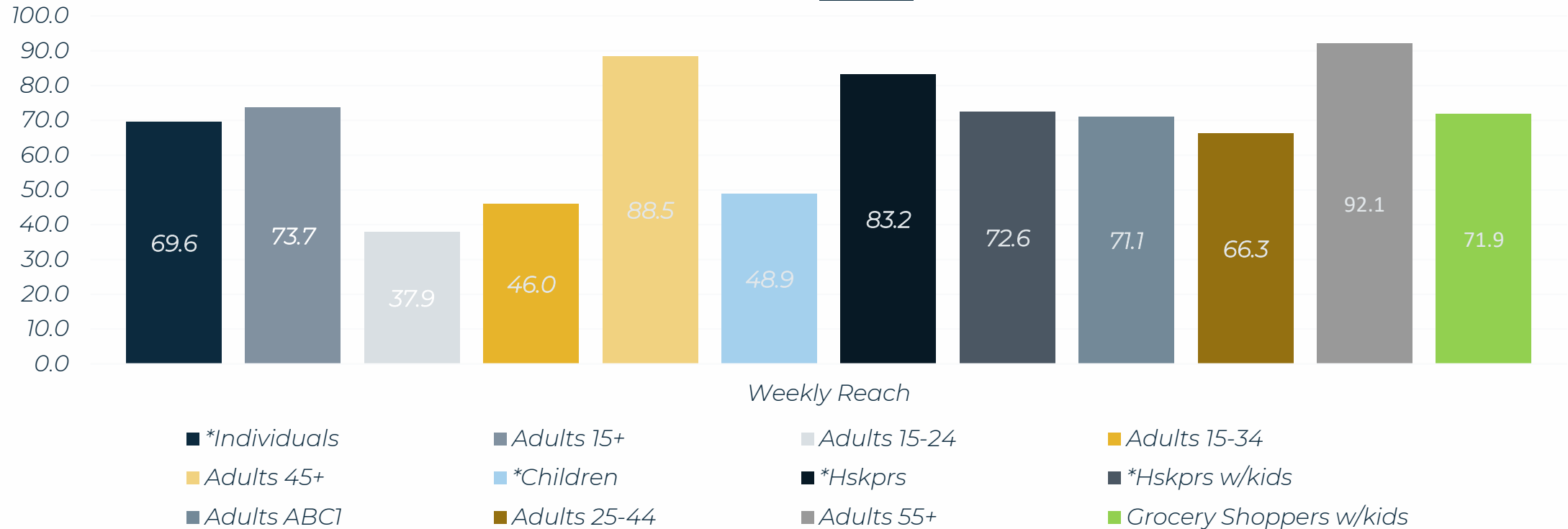
October 2024 Viewing Trends

TAM IRELAND

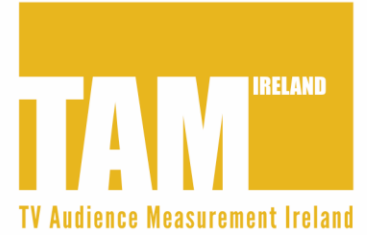
TV Audience Measurement Ireland

AVE WEEKLY REACH: October 2024

TAM Ireland Commercial channels reached an average of 71.1% of Adults ABC1 each week in October



TOP 10 ADVERTISERS: October 2024



1: Procter & Gamble



2: Sky Ireland



3: Lidl



4: Vodafone Ireland



05: Virgin Media



06: Aldi



07: Dunnes Stores



08: Unilever



09: Tesco Media



10: Heineken

TOP 5 RTÉ PROGRAMMES

October 2024

1	RTÉ News: Nine O'Clock	20-10-2024
2	UEFA Nations League - Greece v ROI:Live	13-10-2024
3	The Late Late Show	04-10-2024
4	RTÉ News: Six One	30-10-2024
5	Cheap Irish Homes	24-10-2024

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES Oct 2024

1	Coronation Street	14-10-2024
2	Emmerdale	15-10-2024
3	News at 5:30	31-10-2024
4	Gogglebox Ireland S10	09-10-2024
5	Real Life with Lucy	07-10-2024

Top 5 programmes by station group.



TOP 5 SKY MEDIA PROGRAMMES Oct 2024

- 1 LIVE PL: LIVERPOOL V CHELSEA
20-10-2024
- 2 LIVE PL: BRIGHTON V TOTTENHAM 06-10-2024
- 3 WHO WANTS TO BE A MILLIONAIRE CELEBRITY
28-10-2024
- 4 LIVE PL: ARSENAL V LIVERPOOL 27-10-2024
- 5 LIVE PL: ASTON VILLA V MAN UNITED
06-10-2024

Top 5 programmes by station group.



TOP 5 4 SALES PROGRAMMES Oct 2024

1	THE GREAT BRITISH BAKE OFF	15-10-2024
2	GOGGLEBOX	04-10-2024
3	MARRIED AT FIRST SIGHT UK	16-10-2024
4	CELEBRITY GOGGLEBOX FOR SU2C	25-10-2024
5	A PLACE IN THE SUN: WHAT HAPPENED NEXT?	18-10-2024

Top 5 programmes by station group.



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TOP 5 PARAMOUNT PROGRAMMES Oct 2024

- | | | |
|---|---|------------|
| 1 | BEN & HOLLY'S LITTLE KINGDOM | 19-10-2024 |
| 2 | FILM: THE WATERBOY (1998) | 15-10-2024 |
| 3 | FILM: THERE'S SOMETHING ABOUT MARY (1998) | 02-10-2024 |
| 4 | FRIENDS | 17-10-2024 |
| 5 | THE THUNDERMANS | 27-10-2024 |

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES

Oct 2024

1	GAA BEO 2023 - 2024	13-10-2024
2	Rugbaí Beo URC 2024- 2025	19-10-2024
3	Opry le Daniel ar Thuras (Cill Airne)	08-10-2024
4	Glór Tíre 11 Togha & Rogha	17-10-2024
5	Sicario	07-10-2024

Top 5 programmes by station group

