

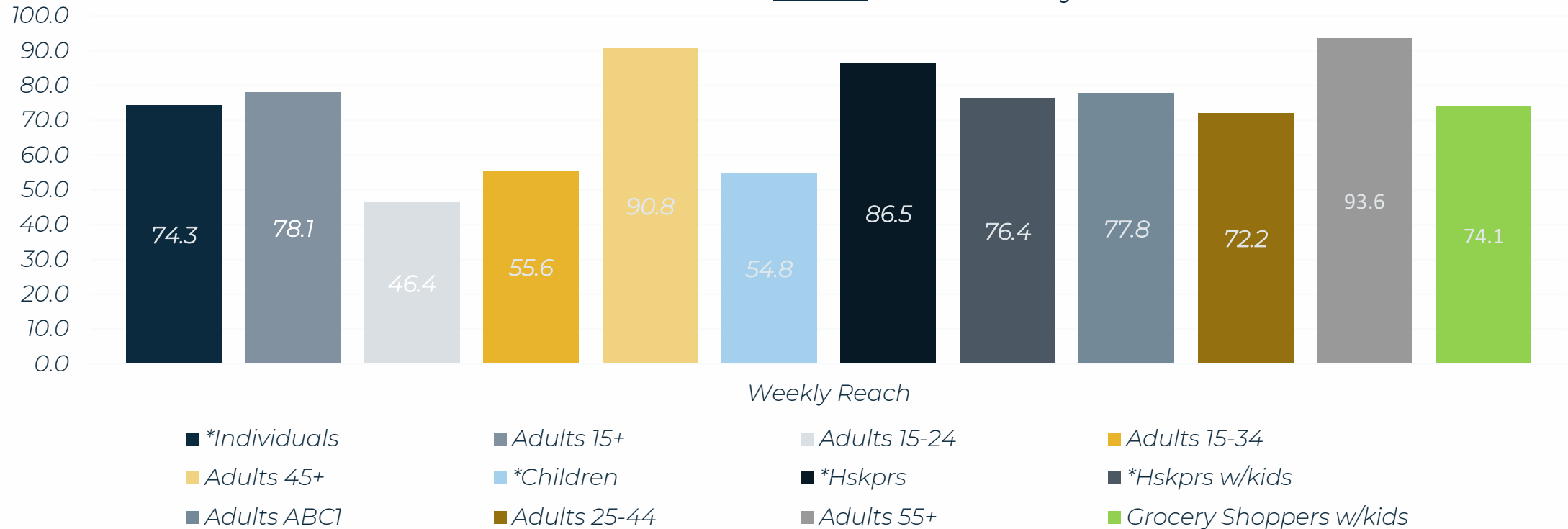
February 2025 Viewing Trends

TAM IRELAND

TV Audience Measurement Ireland

AVE WEEKLY REACH: February 2025

TAM Ireland Commercial channels reached an average of 77.8% of Adults ABC1 each week in February 2025



TOP 10 ADVERTISERS: February 2025



1: Procter & Gamble



2: Sky



3: Unilever



4: Nestle



05: L'Oréal



06: Dunnes Stores



07: Bank of Ireland



08: Allied Irish Banks



09: Heineken Ireland



10: Reckitt Benckiser

TOP 5 RTÉ PROGRAMMES

February 2025

- 1 Guinness Six Nations - Scotland v Ireland:Live
09-02-2025
- 2 Guinness Six Nations - Scotland v Ireland:Post
09-02-2025
- 3 RTÉ News: Nine O'Clock
09-02-2025
- 4 Dancing With The Stars
23-02-2025
- 5 RTÉ News: Six One
09-02-2025

Top 5 programmes by station group



TOP 5 VIRGIN MEDIA PROGRAMMES February 2025

- 1 6 NATIONS LIVE IRELAND V ENGLAND
01-02-2025
- 2 6 NATIONS: WALES V IRELAND LIVE 22-02-2025
- 3 6 NATIONS POST IRELAND V ENGLAND
01-02-2025
- 4 6 NATIONS LIVE ENGLAND V FRANCE
08-02-2025
- 5 6 NATIONS: WALES V IRELAND POST 22-02-2025

Top 5 programmes by station group.



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TOP 5 SKY MEDIA PROGRAMMES February 2025

- 1 LIVE PL: MAN CITY V LIVERPOOL
23-02-2025
- 2 LIVE PL: TOTTENHAM V MAN UNITED
16-02-2025
- 3 LIVE PL: ARSENAL V MANCHESTER CITY
02-02-2025
- 4 UEFA CHAMPIONS LEAGUE 2024/25
11-02-2025
- 5 BOYZONE: NO MATTER WHAT
02-02-2025

Top 5 programmes by station group.



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TOP 5 4 SALES PROGRAMMES February 2025

- | | | |
|---|---------------------------------------|------------|
| 1 | THE GREAT POTTERY THROW DOWN | 09-02-2025 |
| 2 | GOGGLEBOX | 21-02-2025 |
| 3 | GOGGLEBOX | 13-02-2025 |
| 4 | KIRSTIE AND PHIL'S LOVE IT OR LIST IT | 12-02-2025 |
| 5 | A PLACE IN THE SUN | 21-02-2025 |

Top 5 programmes by station group.



TOP 5 PARAMOUNT PROGRAMMES February 2025

1	BEN & HOLLY'S LITTLE KINGDOM	06-02-2025
2	FRIENDS	19-02-2025
3	DORA	19-02-2025
4	PAW PATROL	19-02-2025
5	TEEN MOM: THE NEXT CHAPTER	12-02-2025

Top 5 programmes by station group.



TOP 5 TG4 PROGRAMMES

February 2025

1	GAA BEO 2024 - 2025	23-02-2025
2	Rugbaí Beo URC 2024- 2025	28-02-2025
3	Seo é Joe Dolan	25-02-2025
4	The Man from Laramie	14-02-2025
5	Opry le Daniel i gConnachta	11-02-2025

Top 5 programmes by station group

