



Broadcasting Commission of Ireland
Coimisiún Craolacháin na hÉireann

Children's Advertising Code: Research into children's viewing patterns in Ireland

April 2006

Contents

<i>List of tables</i>	iii
<i>List of charts</i>	v
<i>List of diagrams</i>	vii
<i>Glossary</i>	ix
Introduction	1
Methodology	1
Present report	2
Children's viewing patterns, 2005	3
Introduction	3
How much television do children watch every day?	4
Children's viewing patterns by age differential	6
Top programmes watched by children (combined viewing)	9
Top programmes watched by children (individual station)	14
Child viewing patterns and Irish television stations	35
Weekday viewing versus weekend viewing	36
Viewing patterns by time of day	38
Other channels children are watching	45
Concluding remarks	47

Tables

1.1.	Top programmes viewed by children aged 4-17, 2005 (combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)	10
1.2.	Top programmes viewed by children aged 4-6, 2005 (combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)	11
1.3.	Top programmes viewed by children aged 7-10, 2005 (combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)	12
1.4.	Top programmes viewed by children aged 11-14, 2005 (combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)	13
1.5.	Top programmes viewed by children aged 15-17, 2005 (combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)	14
1.6.	Top programmes on RTÉ1 as viewed by children aged 4-17, 2005	15
1.7.	Top programmes on RTÉ1 as viewed by children aged 4-6, 2005	16
1.8.	Top programmes on RTÉ1 as viewed by children aged 7-10, 2005	17
1.9.	Top programmes on RTÉ1 as viewed by children aged 11-14, 2005	18
1.10.	Top programmes on RTÉ1 as viewed by children aged 15-17, 2005	19

1.11.	Top programmes on RTÉ2 as viewed by children aged 4-17, 2005	20
1.12.	Top programmes on RTÉ2 as viewed by children aged 4-6, 2005	21
1.13.	Top programmes on RTÉ2 as viewed by children aged 7-10, 2005	22
1.14.	Top programmes on RTÉ2 as viewed by children aged 11-14, 2005	23
1.15.	Top programmes on RTÉ2 as viewed by children aged 15-17, 2005	24
1.16.	Top programmes on TV3 as viewed by children aged 4-17, 2005	25
1.17.	Top programmes on TV3 as viewed by children aged 4-6, 2005	26
1.18.	Top programmes on TV3 as viewed by children aged 7-10, 2005	27
1.19.	Top programmes on TV3 as viewed by children aged 11-14, 2005	28
1.20.	Top programmes on TV3 as viewed by children aged 15-17, 2005	29
1.21.	Top programmes on TG4 as viewed by children aged 4-17, 2005	30
1.22.	Top programmes on TG4 as viewed by children aged 4-6, 2005	31
1.23.	Top programmes on TG4 as viewed by children aged 7-10, 2005	32
1.24.	Top programmes on TG4 as viewed by children aged 11-14, 2005	33
1.25.	Top programmes on TG4 as viewed by children aged 15-17, 2005	34

Charts

1.1.	National average minutes viewing per day for total TV, children 4-14: 2003-2005	4
1.2.	National average minutes viewing per day for total TV, all individuals: 2003-2005	6
1.3.	Average daily hours viewing for total TV by age, 2005	7
1.4.	Average daily hours viewed by age, 2005	8
1.5.	Average hours viewed by children by day-part, 2005	9
1.6.	Channel share of viewing for 4-14 year olds, 2005	35
1.7.	Channel share of viewing for 4-17 year olds, 2005	36
1.8.	Channel share of viewing for 4-14 year olds, weekday versus weekend, 2005	37
1.9.	Channel share of viewing for 4-17 year olds, weekday versus weekend, 2005	38
1.10	Channel share of viewing for 4-14 year olds, in 2005, 0300-2659	45

Diagrams

1.1.	Share of viewing for children 4-14, 0300-0859	39
1.2.	Share of viewing for children 4-14, 0900-1359	40
1.3.	Share of viewing for children 4-14, 1400-1759	41
1.4.	Share of viewing for children 4-14, 1800-2059	42
1.5.	Share of viewing for children 4-14, 2100-2329	43
1.6.	Share of viewing for children 4-14, 2330-2659	44

Glossary

Day-part

means a particular time of day. Within the AGB Nielsen Media Research system, the day is broken up into particular day-parts so checks can be made regarding how many people were watching at particular times; for example, peak time Monday to Friday from 1800-2329.

Share

means the percentage of the available audience. More specifically, this refers to the percentage of the total number of people watching television who could have watched a particular programme. For example, a share of 22% for RTÉ1 means that of the total amount of people who were watching television at that time, 22% of them were watching RTÉ1.

National universe

refers to all television homes in Ireland.

Programme rating

means the average rating for the duration of the programme.

Programme ranking

‘Any day, any time, best episode’ programme listed in programme reports are ranked according to their highest rating episode regardless of the day or time of the week they were on.

<i>Reporting day</i>	The AGB Nielsen Media Research reporting day runs for 24 hours from 3am (0300-2659). Times beyond 2459 are reported using a thirty hour clock. For example, 0100 is shown as 2500, 0259 is shown as 2659, and so on.
<i>Terrestrial television</i>	television services received via a normal rooftop or indoor aerial.
<i>Top programmes</i>	refers to programmes ranked according to their ratings. Top programme listings exclude the news and any programme of less than 20 minutes duration.
TVR – television rating	refers to the average percentage of the target audience who are watching a particular programme. For example, if a programme achieved a children’s rating of 12.5 this means that 12.5% of all children viewed that programme.
<i>Universe</i>	means the total population of a particular audience category. AGB Nielsen Media Research universes are based on television homes in Ireland. For example, the agreed universe for children is the total number of children living within television households in Ireland. Universes are updated annually.
<i>000 of viewers</i>	means the number in thousands of people who were watching. The rating is calculated from the 000s of viewers. For example, 449,000 individuals watching a programme would represent 12.5% of all individuals (3,580,000).

Children's Advertising Code:

Research into children's viewing patterns in Ireland

Introduction

Introduction

In 2003, the Broadcasting Commission of Ireland (BCI) released a report entitled *Research into children's viewing patterns in Ireland*.¹ This report considered children's viewing patterns as they pertained to those under eighteen years and as they pertained to individual age groups distinguishable within the classification of 'children'.² Principally, it addressed the many dimensions of the viewing relationship children have with the indigenous television stations of RTÉ1, RTÉ2, TV3 and TG4. Information on other channels viewed was considered as appropriate. Essentially, this material was produced as part of the development of the *Children's Advertising Code*. Material generated was designed to inform parents and guardians regarding how much television was being watched and the top programmes applicable to each age category.

After an interval of three years, this report revisits the approach taken in the original study. It sets out to determine what changes, if any, have occurred in the interim. The 2003 report concluded that, although children were indeed viewing channels outside the country, high levels were still attracted to home based broadcasters. This hypothesis is now tested against data generated for 2005.

Methodology

The approach taken to research in 2003 is repeated here. To contextualise the present report, methodology used in that report is described hereunder.

Advertising and television companies in Ireland use Television Audience Measurement (TAM) data to evaluate the performance of programmes, advertisements and television stations. It seemed prudent for the BCI to use the same mechanism. Statistics reviewed in

¹ Broadcasting Commission of Ireland (2003), *Research into children's viewing patterns in Ireland*, Dublin: BCI.

² The BCI's *Children's Advertising Code* classifies all those under 18 years of age as children albeit respecting that different levels of protection may apply to the sub-groups.

this report are therefore generated by AGB Nielsen Media Research software and their accuracy has been verified by AGB Nielsen Media Research in Ireland.³

2005 has been used as the most recent full year available for analysis although trends are observed over a wider period as appropriate.⁴ Data is based on overall viewing throughout the day (0300-2659) and programmes appear according to their ratings. Where there were multiple episodes of the same programme, the highest rating episodes are given. An overall share is also provided which gives an indication of how individual channels performed over a given timeframe.

Quantitative research carried out in 2003 aimed at providing tangible and practical information vis-à-vis children's viewing patterns. In so doing, one was able to determine what the most popular programmes were and also the channels watched by young audiences. These terms of reference are also applied to data generated for 2005.

Information generated on viewing patterns focused on all television audiences under the age of eighteen years. Within the data provided by AGB Nielsen Media Research, a child is defined as being between four and fourteen years. To examine the viewing patterns of those under eighteen therefore it was necessary to use a different category within the software. This allowed relevant data on children aged four to seventeen to be generated. Audience figures are currently unavailable for children under four years of age. All figures are based on a national universe.⁵

Present report

For the purposes of consistency, the present report follows the format set in 2003 and produces the same type of tables. Most importantly, duplicating the approach facilitates comparisons being made between the two studies to determine what changes, if any, have occurred.

³ For more information, see www.agbnielsen.com.

⁴ Information for the years 2003 and 2004 for comparative purposes.

⁵ The panel size for all AGB Nielsen Media Research data is based on 600+ homes considered on a daily basis. It sets universes for its data on an annual basis, being applied from 1 September of each year. Universes are set for each audience in order to represent the percentage of the population that it is to reflect.

Children's viewing patterns, 2005

1.1. Introduction

Data provided in this section has been generated using AGB Nielsen Media Research software. Information presented moves through a variety of themes. These are identified as follows:

- how much television do children watch on average each day?
- do children of different ages watch different amounts of television?
- are there times of the day when children are more likely to be watching television?
- what programmes are children watching?
- which of the Irish channels are children watching?
- what other channels are children watching?

The period reviewed is for the full year 2005 with information from the two preceding years included for comparative purposes. Figures are presented in percentages. The *Children's Advertising Code* applies to all services licensed in Ireland. This study focuses primarily on RTÉ1, RTÉ2, TV3 and TG4. Attention is also paid, however, to all channels available in this country when it is necessary to establish a broader picture of children's viewing patterns.

The BCI recognises that children under eighteen years of age are not a monolith but differ greatly in terms of development and ability. Such differentiation was reflected in the approach taken to generating data sets. Drawing on categories available from AGB Nielsen Media Research software, the term 'under eighteen' is broken down into the following groupings:

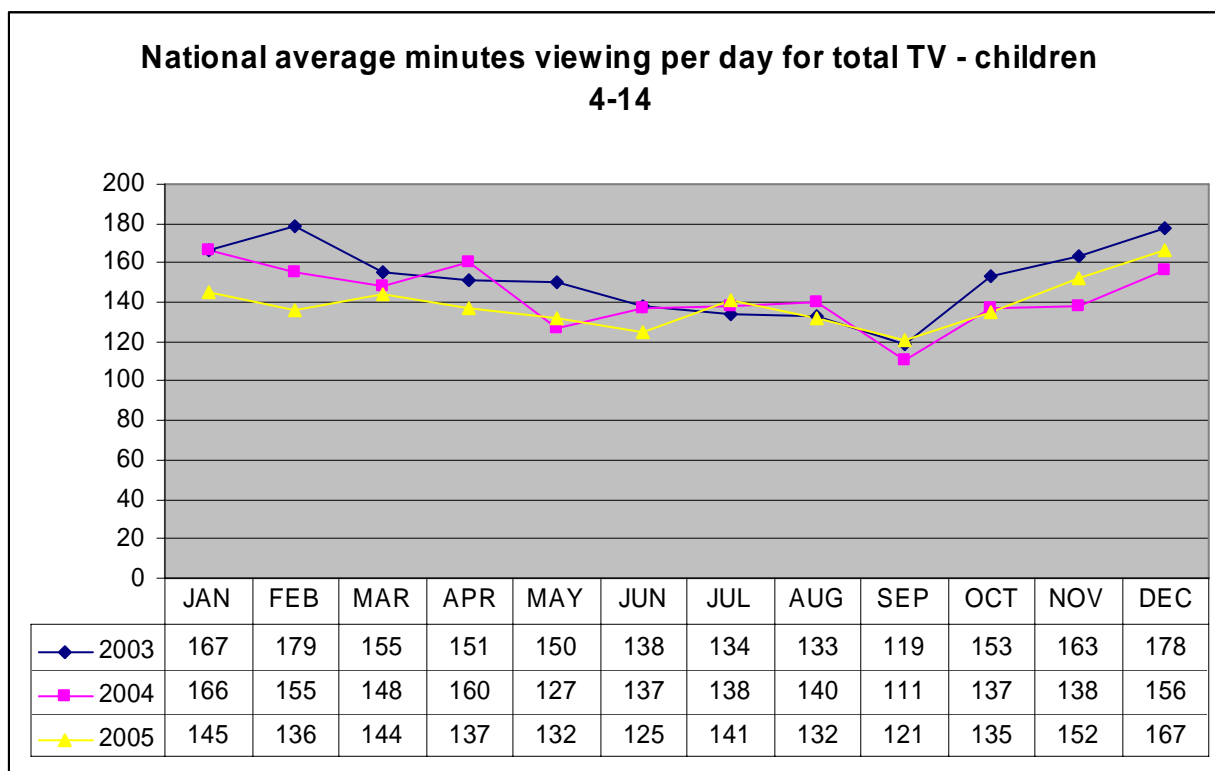
- 4-14;
- 4-6;
- 7-10;
- 11-14;
- 15-17.

1.2. How much television do children watch every day?

Children’s viewing patterns over a three year period were considered. Chart 1.1 illustrates the average daily minutes viewed by children on a monthly basis for the years 2003, 2004 and 2005. There are two reasons for considering patterns over these three years. Firstly, it allows comparisons to be made over time and secondly, it allows for comparisons to be made with findings of the 2003 report, *Research into children’s viewing patterns in Ireland*.⁶

Chart 1.1

National average minutes viewing per day for total TV, children 4-14:
2003-2005⁷



⁶ Broadcasting Commission of Ireland (2003), *Research into children’s viewing patterns in Ireland*, Dublin: BCI.

⁷ The category ‘total TV’ is comprised of all channels available to the market. It includes ‘commercial’ and ‘other’ channels.

Results are given showing the amount of time, in minutes, that children spend watching television per day. This reflects seasonal change where fewer children watch during the warmer months with an increase in television consumption occurring during colder weather. September is when least viewing occurs and this is consistent for all three years considered. These findings are in line with those of the 2003 report.

Averages for time spent watching television per day were calculated for each year. These figures are provided hereunder:

Year	In minutes	In hours
2003	152	2.5
2004	143	2.4
2005	139	2.3

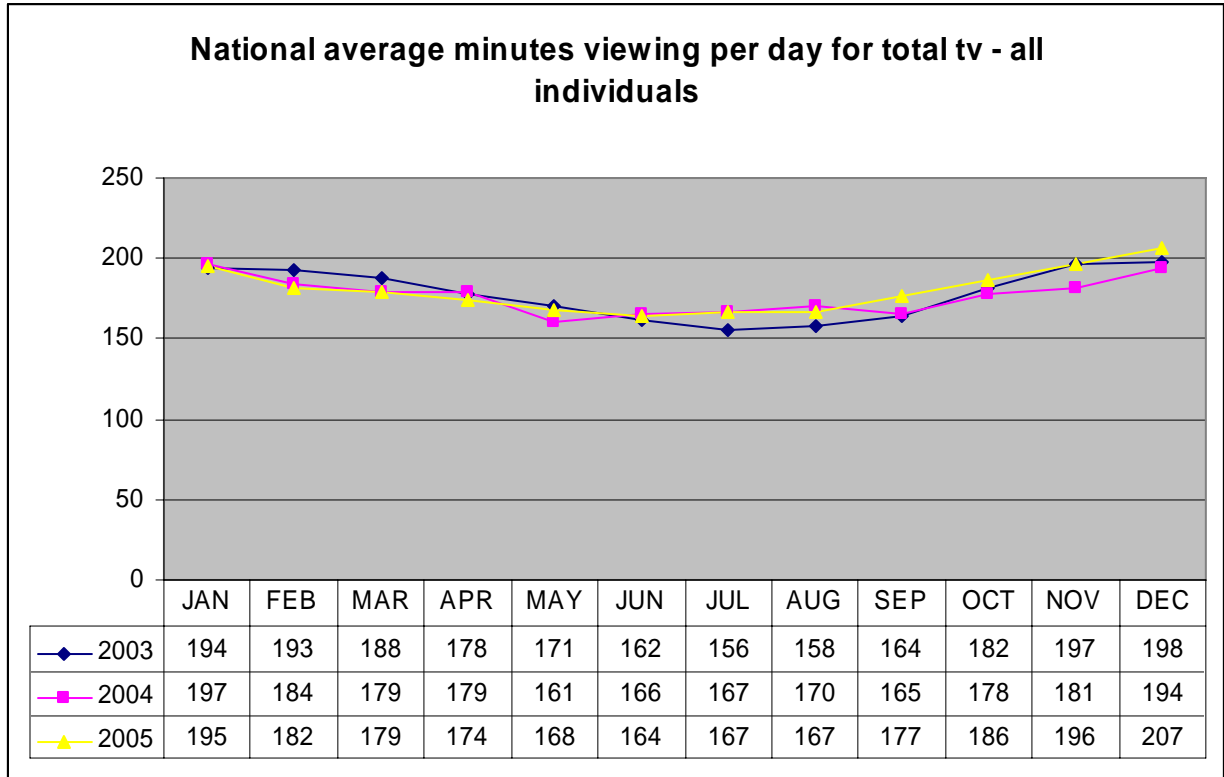
The amount of time spent viewing has altered albeit only slightly over the three year period considered. Compared to figures presented in 2003, however, a decline has occurred from 2000 onwards. In that year, the total was 168 minutes and this has decreased with a marginal increase occurring in 2002 (164 minutes) but declining thereafter. Calculating an average for these three years, children watched 145 minutes per day, sixteen less than was recorded for the years 2000-2002.

1.2.1. In context of all consumers

Chart 1.1 illustrates the average time children spend watching television per day. Such figures can be viewed in a broader context by placing them alongside time spent viewing television by all individuals. Chart 1.2 provides information regarding the average minutes for all individual consumers of television.

Chart 1.2.

National average minutes viewing per day for total TV, all individuals:
2003-2005



Compared to Chart 1.1, a similar pattern can be discerned. Viewing patterns fluctuate according to climatic change.

Averages for each year have been calculated. These are presented as follows:

Year	In minutes	In hours
2003	178	2.97
2004	177	2.95
2005	180	3

Such data allows one to see children in the context of all individuals viewing television. Compared to the 2003 report, a slight decline in time spent viewing television is found. The highest figure is recorded for 2002 at 184 minutes but the remaining years fluctuate between 177 and 181. The average viewing time for all individuals for these three years is just under three hours (178 minutes) which is slightly less than the average recorded in 2003. Children spent 145 minutes viewing in 2005 compared to 178 for all individuals.

1.3. Children’s viewing patterns by age differential

Chart 1.2 provides figures for the viewing patterns of *all* children under the age of 14. To obtain more in-depth information, this age category is broken into constituent groups to identify if significant differences occur when viewed on a micro level. The age group 4-14 has been divided as follows:

- 4-14
- 4-6
- 7-10
- 11-14

The category of ‘all individuals’ has been included to provide a broader context in which child viewing patterns can be viewed. The results are presented hereunder.

Chart 1.3.
Average daily hours viewing for total TV by age, 2005⁸

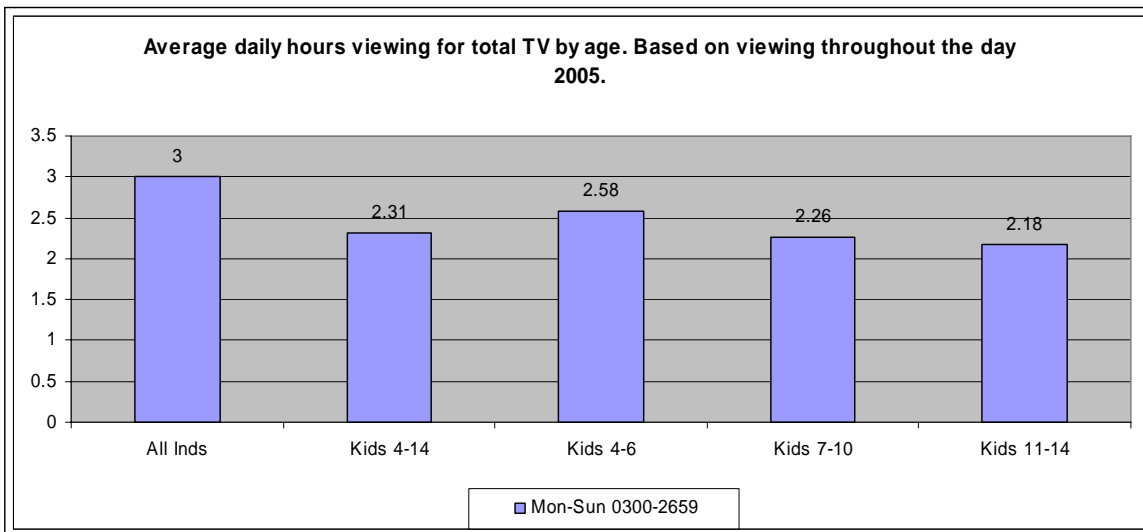


Chart 1.3 produces the following findings. Young children in the 4-6 category watch, on average, 2.58 hours per day. Children in the 7-10 category watch 2.26 hours while children in the 11-14 category watch 2.18 hours during a day. Each category views slightly less hours per day compared to averages recorded for all individuals (3 hours). Results presented are similar to those found in 2003 with children viewing less than ‘all individuals.’

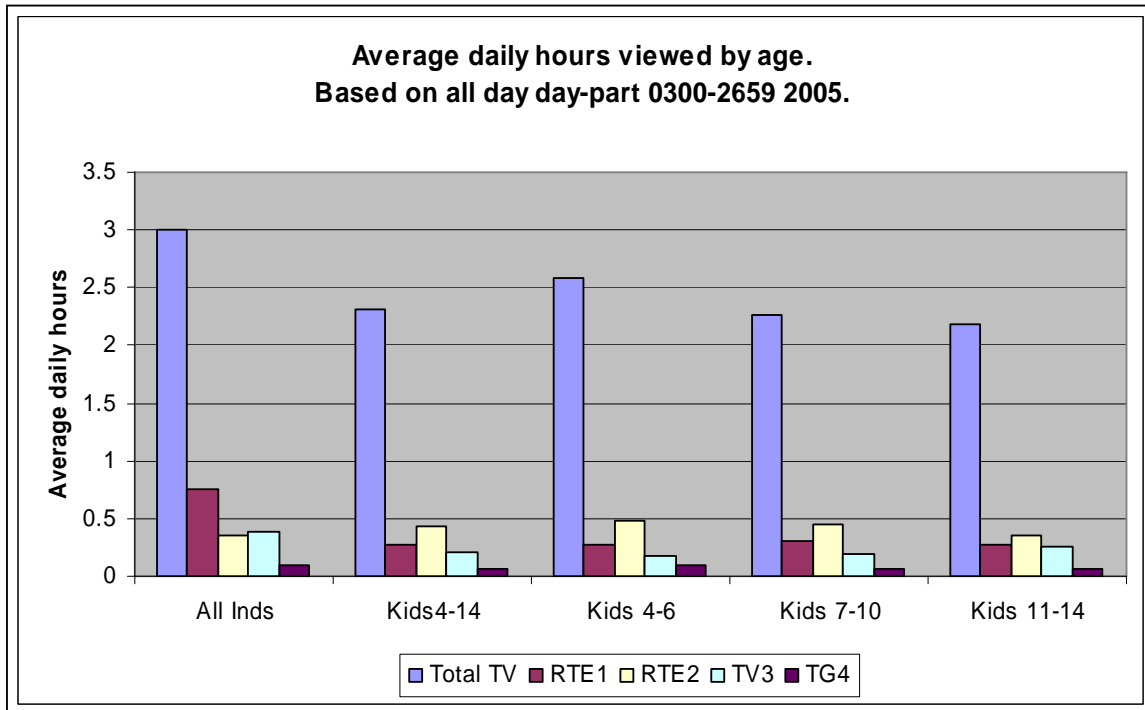
1.3.1. Child viewing patterns and television station watched

To provide more detailed information on the viewing patterns exhibited by children, it is possible to cross tabulate the above information by station watched. RTÉ1, RTÉ2, TV3 and TG4 are considered here as these are the stations to which the *Children’s Advertising*

⁸ This is based on viewing throughout the day in 2005 (all/4-14/4-6/7-10/11-14).

Code currently applies. Such figures are presented in the context of the viewing patterns of all individuals and the average time children in each category spend watching television generally.

Chart 1.4.
Average daily hours viewed by age, 2005⁹



1.3.2. Child viewing patterns and time of the day when watching

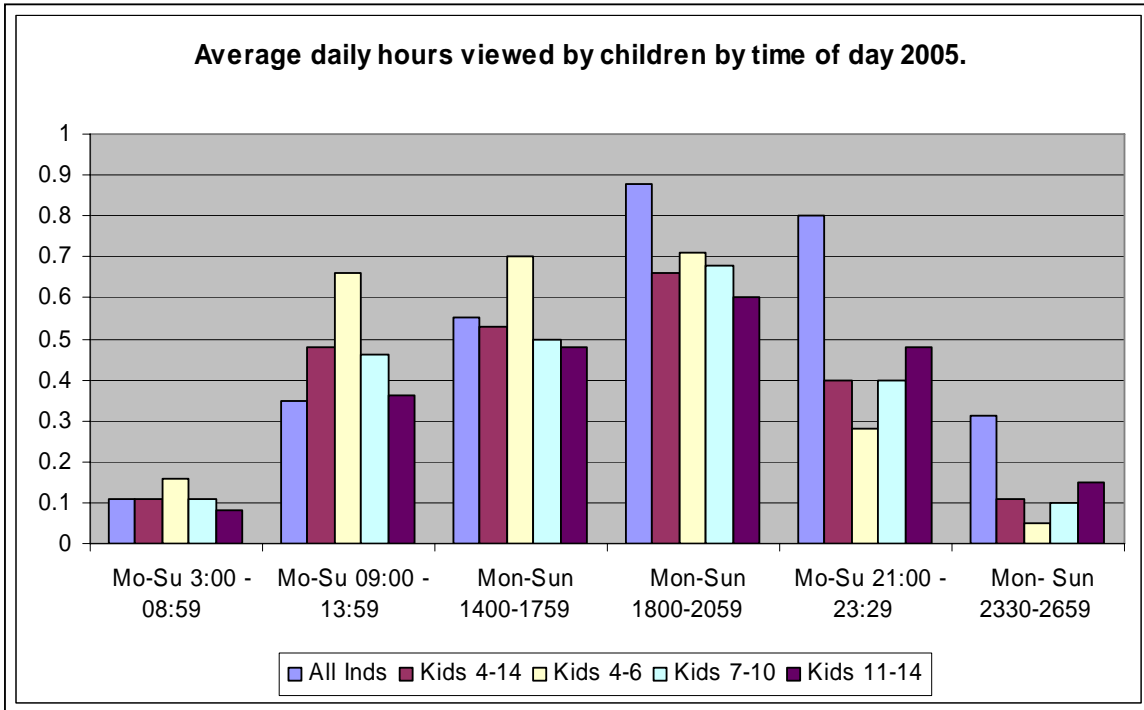
Further analysis can be carried out on the data generated. Here child viewing patterns have been cross tabulated by day part to examine if different age groups favour watching television at certain times.¹⁰ Again such figures are shown in the context of all consumers of television.

⁹ This is based on all day-parts: 0300-2659 during 2005.

¹⁰ The broadcast day for AGB Nielsen Media Research is 0300-2659.

Chart 1.5.

Average hours viewed by children by day-part, 2005¹¹



Mid afternoon to 9pm attracts the majority in each category. Chart 1.5 also shows that as children get older, they tend to watch later in the evening.

Information provided shows that children in the categories 4-6 and 7-10 are most likely to be viewing early in the day with this pattern peaking mid afternoon/early evening and declining thereafter. Older children in the 11-14 age bracket watch in increasing numbers throughout the afternoon with figures peaking in the 1800-2059 day part and declining thereafter. Compared to other age groups, however, significant numbers of older children are present in the audience after 9pm which would fit with estimated times of retiring to bed. Similar results were recorded for 2002.

1.4. Top programmes watched by children (combined viewing)

Data was generated to provide an overview of programmes watched by children. Essentially, the BCI believed there would be interest amongst the public regarding what type of programmes are watched by different age groups.

Information provided is considered for the overall category of child viewers; that is, the 4-17 age bracket. The television stations considered are the four indigenous stations of RTÉ1, RTÉ2, TV3 and TG4. An overview of top programmes is then provided for the other age brackets of 4-6, 7-10, 11-14 and 15-17 year olds for each station.

¹¹ Monday to Sunday viewing.

The tables display top line information. This information shows the most popular programmes according to the ratings they achieved as viewed by children in 2005. The charts are based on overall viewing throughout the whole day and programmes are presented in order of their ratings. Where there are multiple episodes of a programme, the highest rating episode of the programme is given.¹²

Table 1.1.

Top programmes as viewed by children aged 4-17, 2005
(combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show ¹³	Friday	02-12-05	2135-2358	37.4	312
2	Eurovision Song Contest ¹⁴	Thursday	19-05-05	2000-2217	16.9	141
3	The Santa Clause	Saturday	10-12-05	1835-2012	15.2	127
4	World Cup qualifier	Wednesday	07-09-05	1900-2211	14.7	123
5	Pirates of the Caribbean	Sunday	25-12-05	1838-2047	14.2	118
6	You're a Star series	Sunday	06-03-05	1831-1925	13.9	116
7	Rose of Tralee 2005	Tuesday	23-08-05	2134-2317	13	108
8	Lost	Monday	26-09-05	2153-2238	13	108
9	Showband	Monday	03-01-05	2129-2225	12.2	102
10	Eurovision Song Contest	Saturday	21-05-05	2000-2325	11.9	100
11	Eastenders	Friday	30-12-05	2000-2031	10.8	91
12	How the Grinch stole Christmas	Saturday	03-12-05	1836-2020	10.8	90
13	Doctor Doolittle	Saturday	15-01-05	1837-2000	10.7	90
14	Getting even with Da	Saturday	26-01-05	1836-2026	10.7	89
15	Snow Dogs	Saturday	17-12-05	1835-2018	10.6	89
16	Mass (2005) John Paul II	Friday	08-04-05	0845-1154	10.4	87
17	Coronation Street	Sunday	25-12-05	1959-2056	10.3	86
18	Fair City	Wednesday	16-02-05	20032056	10.2	85
19	Toy Story 2	Saturday	24-12-05	1825-1958	10.2	85
20	Winning Streak	Saturday	10-12-05	2018-2113	10.2	85

Viewed as a unit of 4-17 year olds, the following can be said. The most popular shows are recorded as starting after 6pm, with later viewing in evidence for special or once-off broadcasts such as The Late Late toy show and the Rose of Tralee. The exception in 2005 was coverage of the pope's funeral.

¹² Programmes are based on a national universe. Time lag 70 minutes and news programmes are excluded.

¹³ 'The Late Late Show' refers to 'The Late Late Toy Show' broadcast on 2 December 2005.

¹⁴ Qualifying round of Eurovision Song Contest rather than actual contest which was held on Saturday.

Table 1.2.

Top programmes as viewed by children aged 4-6, 2005
(combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show (toy show)	Friday	02-12-05	21:35-23:58	26.9	43
2	Jumanji	Saturday	05-02-05	1833-2023	25.2	43
3	Winning Streak	Saturday	29-01-05	2021-2114	19.5	33
4	Barbie as the Prince	Sunday	02-01-05	1107-1232	18.9	32
5	Richie Rich	Saturday	29-01-05	1837-2014	18.5	31
6	Toy Story 2	Saturday	24-12-12	1825-1958	18	29
7	You're a Star	Sunday	06-03-05	1831-1925	18	31
8	Cats and Dogs	Saturday	10-09-05	1837-2001	17.1	27
9	The Santa Clause	Saturday	10-12-05	1835-2012	16.5	26
10	Stuart Little 2	Saturday	09-04-05	1835-1954	15.9	25
11	George of the Jungle	Saturday	29-10-05	1835-1959	15.7	25
12	How the Grinch stole Christmas	Saturday	03-12-05	1836-2020	15.1	24
13	Eurovision Song Contest	Thursday	19-05-05	2000-2217	1405	25
14	Rose of Tralee 2005	Tuesday	23-08-05	2002-2056	14.4	24
15	Napoleon	Saturday	19-11-05	1835-1957	13.7	22
16	The Lost World: Jurassic Park	Saturday	18-01-05	1837-2049	13.5	23
17	Flubber	Saturday	05-11-05	1834-2003	12.9	21
18	24	Friday	22-07-05	2136-2221	12.6	21
19	Eastenders	Tuesday	15-03-05	1928-2000	12.5	21
20	Antz	Saturday	12-03-05	1837-2001	12.4	21

With the exception of The Late Late toy show, which began at 9.35pm, the majority of top programmes watched by children in the age bracket 4-6 are in the evening. This differs to findings in the 2003 report where, with the exception of The Late Late toy show, children in this category tended to watch mostly in the mornings and early evenings. In 2005, the favoured viewing time was 1830-2030.¹⁵ A more specific look at these top programmes, however, reveals that many are family oriented such as films and once off events. One might surmise therefore that these figures reflect the choice of the family rather than that of children in the 4-6 category. Top programmes recorded in the

¹⁵ If one returns to Chart 1.5, however, it will be seen that children in the age bracket 4-6 watch television more consistently throughout the day than is the pattern for other age categories. While the highest viewing may indeed be recorded for the time period 1800-2059, it is only marginally higher than that found for 0900-1359 and 1400-1759 respectively.

2003 report reflected a mix of individual and group preference as programmes geared specifically to this child audience appeared in greater number.

Table 1.3.

Top programmes as viewed by children aged 7-10, 2005
(combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show (toy show)	Friday	02-12-05	21:35-23:58	60.5	137
2	Eurovision Song Contest	Thursday	19-05-05	2000-2217	22.4	54
3	Eurovision Song Contest	Saturday	21-05-05	2000-2325	19.9	48
4	Pirates of the Caribbean	Sunday	25-12-05	1838-2047	19.5	44
5	Rose of Tralee 2005	Tuesday	23-08-05	2134-2317	17.7	43
6	How the Grinch stole Christmas	Saturday	03-12-05	1836-2020	17.7	39
7	Winning Streak	Saturday	08-01-05	2055-2147	17	41
8	The Santa Clause	Saturday	10-12-05	1835-2012	16.9	38
9	Eastenders	Monday	07-03-05	1959-2031	16.6	40
10	World Cup qualifier	Saturday	04-06-05	1901-2155	16.2	39
11	Stuart Little 2	Saturday	09-04-05	1835-1954	15.8	38
12	The Parent Trap	Saturday	18-06-05	1835-2045	15.2	37
13	Doctor Doolittle	Saturday	15-01-05	1837-2000	15.2	36
14	When good ghouls go	Monday	31-10-05	0909-1040	15.1	34
15	You're a Star series	Sunday	23-01-05	1831-1926	14.6	35
16	The Lost World: Jurassic Park	Saturday	08-01-05	1837-2049	14.4	34
17	George of the Jungle	Saturday	29-10-05	1835-1959	14.1	32
18	Fair City	Wednesday	16-02-05	2003-2056	13.6	33
19	You're a Star: Charity special	Sunday	14-08-05	2126-2230	13.5	33
20	Lost	Monday	26-09-05	2102-2148	13.5	31

Similar programmes and timeframes occur when the tables of the 4-6 and 7-10 age brackets are considered. Again this indicates family, rather than individual, choice. The top programmes therefore fall into the 1830-2100 category with the exceptions of special or once off broadcasts such as The Late Late toy show and the Rose of Tralee.

Table 1.4.

Top programmes as viewed by children aged 11-14, 2005
(combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show (toy show)	Friday	02-12-05	21:35-23:58	35.9	100
2	World Cup qualifier	Wednesday	07-09-05	1900-2211	17.2	48
3	Lost	Monday	26-09-05	2153-2235	15.9	44
4	Eurovision Song Contest	Thursday	19-05-05	2000-2217	14.2	34
5	The Santa Clause	Saturday	10-12-05	1835-2012	14	39
6	Rose of Tralee	Tuesday	23-08-05	2134-2317	13.6	33
7	Pirates of the Caribbean	Sunday	25-12-05	1838-2047	13.5	38
8	Big Daddy	Wednesday	20-07-05	2135-2309	13.4	32
9	Getting even with Da	Saturday	26-11-05	1836-2026	13.3	37
10	Desperate Housewives	Tuesday	31-05-05	2101-2150	13.3	32
11	I'm a Celebrity Get me outta here	Wednesday	23-11-05	2100-2158	13.2	37
12	Showband	Sunday	02-01-05	2135-2236	13.2	32
13	Sunday Game Live (05)	Sunday	25-09-05	1454-1732	12.6	35
14	Eastenders	Friday	30-12-05	2000-2031	12.1	34
15	Champions League 2005	Tuesday	03-05-05	1928-2154	12	29
16	Little Britain	Wednesday	21-12-05	2100-2129	11.8	33
17	Toy Story 2	Saturday	24-12-05	1825-1958	11.7	33
18	You're a Star	Sunday	06-03-05	1831-1925	11.6	28
19	Spy Kids 2: The Island	Saturday	28-05-05	1837-2026	11.6	28
20	Pure Mule	Tuesday	11-10-05	2131-2230	11.4	32

Those in the 11-14 age category favored programmes starting after 1830. End of broadcasts varied between before 2100 and 2300.

Table 1.5.

Top programmes as viewed by children aged 15-17, 2005
(combined viewing figures for RTÉ1, RTÉ2, TV3 and TG4)

Rank	Programme name	Day	Date	Time	TVR	000s
1	Desperate Housewives	Tuesday	31-05-05	2156-2247	20.1	37
2	The Late Late Show (toy show)	Friday	02-12-05	2135-2358	19.4	33
3	World Cup qualifier	Wednesday	07-09-05	1900-2211	17.9	31
4	Lost	Monday	26-09-05	2153-2238	16.9	29
5	Rose of Tralee 2005	Monday	22-08-05	2133-2312	16.8	31
6	Man about Dog	Wednesday	26-10-05	2136-2309	16.7	29
7	Coronation Street	Monday	13-06-05	2028-2127	15.5	28
8	Eurovision Song Contest	Thursday	19-05-05	2000-2217	15.3	28
9	Road Trip	Wednesday	20-04-05	2135-2314	15.2	28
10	I'm a Celebrity Get me outta here	Sunday	20-11-05	2105-2230	14.7	25
11	X Factor results	Saturday	17-12-05	2111-2211	14.7	25
12	Eastenders	Monday	07-11-05	2000-2032	14.5	25
13	The Santa Clause	Saturday	10-12-05	1835-2012	13.9	24
14	Nothing to lose	Thursday	24-02-05	2133-2319	13.6	25
15	Down to earth	Thursday	01-09-05	2128-2300	13.5	23
16	Showband	Monday	03-01-05	2129-2225	13.4	25
17	You're a Star	Sunday	20-02-05	1830-1926	13	24
18	Jackass: The movie	Thursday	17-11-05	2132-2304	12.8	22
19	Little Britain	Wednesday	21-12-05	1838-2047	12.3	21
20	Pirates of the Caribbean	Sunday	25-12-05	1838-2047	12.3	21

Table 1.5 shows that young adults view television late in the evening predominantly. A substantial amount of viewing occurs after 2030 and concludes prior to 2330. The notable exception is special or once off broadcasts.

1.5. Top programmes watched by children (individual station)

Information observed above is broken down further to facilitate more in-depth consideration. Top programmes for each Irish television channel are considered by the breakdown of each age group.¹⁶ More specifically, attention now turns to considering

¹⁶ Top programme listings exclude the news and any programme less than 20 minutes.

- RTÉ1 top programmes for ages 4-17, 4-6, 7-10, 11-14, and 15-17
- RTÉ2 top programmes for ages 4-17, 4-6, 7-10, 11-14, and 15-17
- TV3 top programmes for ages 4-17, 4-6, 7-10, 11-14, and 15-17
- TG4 top programmes for ages 4-17, 4-6, 7-10, 11-14, and 15-17

Table 1.6.

Top programmes on RTÉ1 as viewed by children aged 4-17, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show (toy show)	Friday	02-12-05	21:35-23:58	37.4	312
2	The Santa Clause	Saturday	10-12-05	1835-2012	15.2	127
3	Pirates of the Caribbean	Sunday	25-12-05	1838-2047	14.2	118
4	You're a Star	Sunday	06-03-05	1831-1925	13.9	116
5	Rose of Tralee	Tuesday	23-08-05	2134-2317	13	109
6	Showband	Monday	03-01-05	2129-2225	12.2	102
7	Eurovision Song Contest	Saturday	21-05-05	2000-2325	11.9	100
8	Eastenders	Friday	30-12-05	2000-2031	10.8	91
9	How the Grinch stole Christmas	Saturday	03-12-05	1836-2020	10.8	90
10	Doctor Doolittle	Saturday	15-01-05	1837-2000	10.7	90
11	Getting even with Da	Saturday	26-11-05	1836-2026	10.7	89
12	Snow Dogs	Saturday	17-12-05	1835-2018	10.6	89
13	Mass (2005) John Paul II	Friday	08-04-05	0845-1154	10.4	87
14	Fair City	Wednesday	16-02-05	2003-2056	10.2	85
15	Winning Streak	Saturday	10-12-05	2018-2113	10.2	85
16	You're a Star	Sunday	20-11-05	1833-1929	10.1	85
17	You're a Star: Charity special	Sunday	14-08-05	2126-2230	10.1	85
18	Winning Streak	Saturday	31-12-05	2040-2128	10.1	85
19	Cats and Dogs	Saturday	10-09-05	1837-2001	10	84
20	Harry Potter	Saturday	26-12-05	1819-1953	9.8	82

Table 1.7.

Top programmes on RTÉ1 as viewed by children aged 4-6, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show (toy show)	Friday	02-12-05	21:35-23:58	26.9	43
2	Jumanji	Saturday	05-02-05	1833-2023	25.2	43
3	Winning Streak	Saturday	29-01-05	2021-2114	19.5	33
4	Richie Rich	Saturday	29-01-05	1837-2014	18.5	31
5	You're a Star	Sunday	06-03-05	1831-1925	18	31
6	Cats and Dogs	Saturday	10-09-05	1837-2001	17.1	27
7	The Santa Clause	Saturday	10-12-05	1835-2012	16.5	26
8	Stuart Little 2	Saturday	09-04-05	1835-1954	15.9	27
9	George of the Jungle	Saturday	29-10-05	1835-1959	15.7	25
10	How the Grinch stole Christmas	Saturday	03-12-05	1836-2020	15.1	24
11	Rose of Tralee	Tuesday	23-08-05	2002-2056	14.4	24
12	Napoleon	Saturday	19-11-05	1835-1957	13.7	22
13	The Lost World: Jurassic Park	Saturday	08-01-05	1837-2049	13.5	23
14	Flubber	Saturday	05-11-05	1834-2003	12.9	21
15	Eastenders	Tuesday	15-03-05	1928-2000	12.5	21
16	Antz	Saturday	12-03-05	1837-2001	12.4	21
17	Harry Potter	Monday	26-12-08	1819-1953	12.3	20
18	Snow Dogs	Saturday	17-12-05	1835-2018	12.1	19
19	Joe Somebody	Saturday	03-09-05	1841-2018	11.6	18
20	Jurassic Park	Saturday	27-08-05	1836-2044	11.4	19

Table 1.8.

Top programmes on RTÉ1 as viewed by children aged 7-10, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show (toy show)	Friday	02-12-05	21:35-23:58	60.5	137
2	Eurovision Song Context	Saturday	21-05-05	2000-2325	19.9	48
3	Pirates of the Caribbean	Sunday	25-12-05	1838-2047	19.5	44
4	Rose of Tralee	Tuesday	23-08-05	2134-2317	17.7	43
5	How the Grinch stole Christmas	Saturday	03-012-05	1836-2020	17.1	39
6	Winning Streak	Saturday	08-01-05	2055-2147	17	41
7	The Santa Clause	Saturday	10-12-05	1835-2012	16.9	38
8	Eastenders	Monday	07-03-05	1959-2031	16.6	40
9	Stuart Little 2	Saturday	09-04-05	1835-1954	15.8	38
10	The Parent Trap	Saturday	18-06-05	1835-2045	15.2	37
11	Doctor Doolittle	Saturday	15-01-05	1837-2000	15.2	36
12	You're a Star	Sunday	23-01-05	1831-1926	14.6	35
13	The Lost World: Jurassic Park	Saturday	08-01-05	1837-2049	14.4	34
14	George of the Jungle	Saturday	29-10-05	1835-1959	14.1	32
15	Fair City	Wednesday	16-02-05	2003-2056	13.6	33
16	You're a Star: Charity special	Sunday	14-08-05	2126-2230	13.5	33
17	Showband	Monday	03-01-05	2129-2225	13.3	32
18	Mass (2005) John Paul II	Friday	08-04-05	0845-1154	12.9	31
19	Cats and Dogs	Saturday	10-09-05	1837-2001	12.6	28
20	Winning Streak	Saturday	31-12-05	2040-2128	12.3	28

Table 1.9.

Top programmes on RTÉ1 as viewed by children aged 11-14, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show (toy show)	Friday	02-12-05	21:35-23:58	35.9	100
2	The Santa Clause	Saturday	10-12-05	1835-2012	14	39
3	Rose of Tralee	Tuesday	23-08-05	2134-2317	13.6	33
4	Pirates of the Caribbean	Sunday	25-12-05	1838-2047	13.5	38
5	Big Daddy	Wednesday	20-07-05	2135-2309	13.4	32
6	Getting even with Da	Saturday	26-11-05	1836-2026	13.3	37
7	Showband	Sunday	02-01-05	2135-2236	13.2	32
8	Eastenders	Friday	30-12-05	2000-2031	12.1	34
9	You're a Star	Sunday	06-03-05	1831-1925	11.6	28
10	Spy Kids 2: The Island	Saturday	28-05-05	1837-2026	11.6	28
11	Harry Potter	Monday	26-12-05	1819-1953	11.3	31
12	Snow Dogs	Saturday	17-12-05	1835-2018	11.2	31
13	Winning Streak	Saturday	26-11-05	2032-2124	11.1	31
14	Sister Act	Saturday	22-01-05	1836-2021	11	27
15	Gladiator	Monday	28-03-05	2131-2417	1019	26
16	Man about Dog	Wednesday	26-10-05	2136-2309	10.7	30
17	Fawlty Towers	Thursday	29-12-05	2029-2101	10.7	30
18	Terminator 3	Thursday	17-03-05	2127-2323	10.5	25
19	Just Married	Wednesday	21-12-05	2137-2316	10.4	29
20	Eurovision Song Contest	Saturday	21-05-05	2000-2325	10.2	25

Table 1.10.

Top programmes on RTÉ1 as viewed by children aged 15-17, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Late Late Show (toy show)	Friday	02-12-05	21:35-23:58	19.4	33
2	Rose of Tralee 2005	Monday	22-08-05	2133-2312	16.8	31
3	Man about Dog	Wednesday	26-10-05	2136-2309	16.7	29
4	Road Trip	Wednesday	20-04-05	2135-2314	15.2	28
5	Eastenders	Monday	07-11-05	2000-2032	14.5	25
6	The Santa Clause	Saturday	10-12-05	1835-2012	13.9	24
7	Showband	Monday	03-01-05	2129-2225	13.4	25
8	You're a Star	Sunday	20-02-05	1830-1926	13	24
9	Pirates of the Caribbean	Sunday	25-12-05	1838-2047	12.3	21
10	Just Married	Wednesday	21-12-05	2137-2316	12.3	21
11	8 Mile	Wednesday	01-06-05	2136-2335	12	22
12	Pretty Woman	Sunday	12-06-05	2118-2325	12	22
13	Fair City	Wednesday	02-03-05	2002-2031	12-22	
14	You're a Star: charity special	Sunday	14-08-05	2126-2230	11.6	21
15	You're a Star	Sunday	11-12-05	1832-1928	11.6	21
16	Out of sight	Tuesday	27-12-05	2226-2437	10.8	19
17	Tubridy Tonight	Saturday	29-10-05	2132-2241	10.7	18
18	Chicago	Sunday	25-12-05	2228-2410	10.5	18
19	Up for the Match	Saturday	24-09-05	2141-2309	10.5	18
20	Ice Age	Sunday	25-12-05	1619-1731	10.2	18

Table 1.11.

Top programmes on RTÉ2 as viewed by children aged 4-17, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Eurovision Song Contest	Thursday	19-05-05	2000-2217	16.9	100
2	World Cup qualifier	Wednesday	07-09-05	1900-2211	14.7	123
3	Lost	Monday	26-09-05	2153-2238	13	108
4	Toy Story 2	Saturday	24-12-05	1825-1958	10.2	85
5	Little Britain	Wednesday	21-12-05	2100-2129	9.4	7.9
6	Sunday Game Live	Sunday	11-09-05	1455-1729	9.4	79
7	Desperate Housewives	Tuesday	31-05-05	2101-2150	9	75
8	Six Nations Rugby	Sunday	27-02-05	1415-1726	8.6	72
9	Winning Streak	Saturday	12-11-05	2003-2100	805	71
10	Joey	Monday	03-01-05	2100-2130	803	69
11	Champions League	Wednesday	25-05-05	1900-2304	8	67
12	The Nutty Professor	Thursday	09-06-05	2136-2313	7.9	66
13	Scream 3	Thursday	03-11-05	2131-2254	7.7	65
14	Big Momma's House	Thursday	29-12-05	2134-2319	7.6	64
15	Smallville	Wednesday	29-06-05	1045-1127	7.3	61
16	Barbie as the Prince	Sunday	02-01-05	1107-1232	7.2	61
17	When good ghouls go bad	Monday	31-10-05	0909-1040	6.9	57
18	Pure Mule	Tuesday	11-10-05	2131-2230	6.8	57
19	Coyote Ugly	Tuesday	24-03-05	2130-2318	6.7	56
20	CSI Miami	Tuesday	13-12-05	2129-2240	6.7	56

Table 1.12.

Top programmes on RTÉ2 as viewed by children aged 4-6, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Barbie as the Prince	Sunday	02-01-05	1107-1232	18.9	32
2	Toy Story 2	Saturday	24-12-05	1825-1958	18	29
3	Eurovision Song Contest	Thursday	19-05-05	2000-2217	14.5	25
4	24	Friday	22-07-05	2136-2221	12.6	21
5	Barbie and the Pegasus	Thursday	29-12-05	1146-1311	12.1	19
6	The Prince of Egypt	Monday	03-01-05	1132-1310	11.8	20
7	Hi-5	Monday	28-03-05	1203-1232	11.5	20
8	The Road to El Dorado	Monday	06-06-05	0913-1042	11	19
9	Movie Toons: Groove	Friday	05-08-05	0847-0959	10.5	18
10	World Cup qualifier	Wednesday	07-09-05	1900-2211	10.4	16
11	Hi-5	Wednesday	06-07-05	1200-1229	10.3	18
12	Winning Streak	Saturday	12-11-05	2003-2100	10.1	16
13	Rugrats in Paris: The Movie	Tuesday	04-01-05	1213-1326	9.8	17
14	Movie Toons: Madelin	Thursday	18-08-05	0910-1022	9.7	17
15	Fanta Ghiro Quest for Kourum	Thursday	24-03-05	0912-1024	9.6	16
16	Heart of a Lioness	Tuesday	26-04-05	2001-2056	9.5	16
17	Smallville	Wednesday	06-07-05	1026-1108	9.4	16
18	Darby O’Gill and the Little People	Thursday	17-03-05	0845-1013	9.2	16
19	Barbie as Rapunzel	Thursday	06-01-05	1240-1403	9.2	16
20	Mickey’s House of Villains	Friday	25-03-05	0923-1029	9.2	16

Table 1.13.

Top programmes on RTÉ2 as viewed by children aged 7-10, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Eurovision Song Contest	Thursday	19-05-05	2000-2217	22.4	54
2	World Cup qualifier	Saturday	04-06-05	1901-2155	16.2	39
3	When good ghouls go bad	Monday	31-10-05	0909-1040	15.1	34
4	Lost	Monday	26-09-05	2102-2148	13.5	31
5	Winning Streak	Saturday	12.-11-05	2003-2100	12.9	29
6	Hi-5	Wednesday	17-08-05	1202-1231	11.6	28
7	Smallville	Wednesday	29-06-05	1045-1127	11.5	28
8	Recess: School's Out	Monday	02-05-05	1242-1403	10.3	25
9	Sunday Game Live	Sunday	07-08-05	1526-1724	10.2	24
10	The Nutty Professor	Thursday	09-06-05	2136-2313	10.1	24
11	Champions League	Wednesday	23-02-05	1930-2136	9.8	23
12	Six Nations Rugby	Sunday	27-02-05	1415-1726	9.7	23
13	Dolphin Mania	Tuesday	08-02-05	2007-2100	9.5	23
14	The Den	Thursday	17-03-05	1150-1219	9.4	23
15	The Cafe	Thursday	13-10-05	1900-1930	9	20
16	Recess Christmas: Miracle on 3 rd Street	Saturday	24-12-05	1302-1404	8.9	20
17	The Premiership 2005	Saturday	15-01-05	1931-2034	8.8	21
18	Halloweentown II: Kalabar's Revenge	Monday	31-10-05	1310-1429	8.7	20
19	Big Momma's House	Thursday	29-12-05	2134-2319	8.6	20
20	Father Ted	Wednesday	02-03-05	2101-2130	8.6	21

Table 1.14.

Top programmes on RTÉ2 as viewed by children aged 11-14, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	World Cup Qualifier	Wednesday	07-09-05	1900-2211	17.2	48
2	Lost	Monday	26-09-05	2153-2238	15.9	44
3	Eurovision Song Contest	Thursday	19-05-05	2000-2217	14.2	34
4	Desperate Housewives	Tuesday	31-05-05	2101-2150	13.3	32
5	Sunday Game Live	Sunday	25-09-05	1454-1732	12.6	35
6	Little Britain	Wednesday	21-12-05	2100-2129	11.8	33
7	Toy Story 2	Saturday	24-12-05	1825-1958	11.7	33
8	Pure Mule	Tuesday	11-10-05	2131-2230	11.4	32
9	Liar, Liar	Thursday	08-09-05	2130-2300	10.7	30
10	Six Nations Rugby	Sunday	27-02-05	1415-1726	10.3	25
11	CSI Miami	Tuesday	13-12-05	2129-2240	10.2	28
12	The Nutty Professor	Thursday	09-06-05	2136-2313	10	24
13	Big Momma's House	Thursday	29-12-05	2134-2319	9.8	27
14	Smallville	Wednesday	29-06-05	1045-1127	9.5	23
15	Scream 3	Thursday	03-11-05	2131-2254	9.4	26
16	Champions League	Wednesday	28-09-05	1930-2154	9.3	26
17	CSI New York	Wednesday	14-12-05	2135-2220	9	25
18	Scary Movie	Thursday	20-10-05	2129-2303	8.6	24
19	Coyote Ugly	Thursday	24-03-05	2130-2318	8.4	21
20	CSI	Friday	30-12-05	2242-2323	8.4	23

Table 1.15.

Top programmes on RTÉ2 as viewed by children aged 15-17, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Desperate Housewives	Tuesday	31-05-05	2156-2247	20	37
2	World Cup Qualifier	Wednesday	07-09-05	1900-2211	18	31
3	Lost	Monday	26-09-05	2153-2238	17	29
4	Eurovision Song Contest	Thursday	19-05-05	2000-2217	15	28
5	Nothing to lose	Thursday	24-02-05	2133-2319	14	25
6	Down to earth	Thursday	01-09-05	2128-2300	14	23
7	Jackass: The Movie	Thursday	17-11-05	2132-2304	13	22
8	Little Britain	Wednesday	21-12-05	2100-2129	13	22
9	Brokedown Palace	Thursday	21-04-05	2132-2320	12	22
10	Joey	Monday	03-01-05	2100-2130	12	22
11	The Bone Collector	Sunday	20-11-05	2102-2306	12	20
12	The Panel	Monday	17-10-05	2202-2250	11	19
13	The Replacements	Thursday	25-08-05	2308-2412	11	20
14	The 51 st State	Thursday	13-10-05	2127-2305	10	17
15	Champion's League	Wednesday	25-05-05	1900-2304	9.7	18
16	Remember the Titans	Thursday	23-06-05	2328-2405	9.6	18
17	International Rugby	Saturday	12-11-05	1400-1639	9.2	16
18	Scary Movie	Thursday	20-10-05	2129-2303	8.7	15
19	Pure Mule	Tuesday	11-10-05	2131-2230	8.7	15
20	Liar, Liar	Thursday	08-09-05	2130-2300	8.6	15

Table 1.16.

Top programmes on TV3 as viewed by children aged 4-17, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Coronation Street	Sunday	5-12-05	1959-2056	10.3	86
2	I'm a celebrity Get me outta here	Saturday	03-12-05	2108-2233	10	83
3	Champions League	Tuesday	03-05-05	1928-2154	9.4	79
4	X Factor Results show	Saturday	17-12-05	2111-2211	9.1	76
5	The X Factor	Saturday	03-12-05	2000-2104	8.3	69
6	Emmerdale	Thursday	24-11-05	1859-1956	8.1	68
7	Nanny 911	Thursday	01-12-05	2103-2159	7.8	65
8	Men in Black 2	Sunday	15-05-05	2100-2242	7.3	61
9	Big Daddy	Thursday	20-01-05	2001-2152	6.7	56
10	Maid in Manhattan	Sunday	11-12-05	2059-2302	6.2	51
11	Celebrity Love Island	Saturday	04-06-05	2227-2321	5.7	47
12	Sweetest Thing	Sunday	26-06-05	2100-2238	5.7	47
13	Teenagers from hell	Saturday	17-12-05	2010-2106	5.5	46
14	The Swan 2	Tuesday	22-03-05	2000-2056	5.3	44
15	Hell's Kitchen USA	Thursday	10-11-05	2058-2236	5.2	43
16	Judging Amy 5	Wednesday	02-03-05	1959-2055	5.1	43
17	The Animal: Film	Saturday	26-01-05	2218-2353	5	41
18	Ant and Dec's Saturday Night Takeout	Saturday	12-02-05	1859-2007	5	41
19	The Royal	Sunday	13-02-05	2000-2057	4.9	41
20	Ocean's Eleven	Sunday	06-02-05	2100-2318	4.9	41

Table 1.17.

Top programmes on TV3 as viewed by children aged 4-6, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	The Swan 2	Tuesday	22-03-05	2000-2056	9.9	17
2	Coronation Street	Sunday	25-12-05	1959-2056	9.8	16
3	Nanny 911	Thursday	10-11-05	2000-2054	9.1	15
4	The X Factor	Saturday	19-11-05	1859-2005	9.1	14
5	Hell's Kitchen	Monday	02-05-05	2101-2225	8.7	15
6	Judging Amy 4	Tuesday	05-07-05	1124-1217	8.6	15
7	All Saints	Friday	29-07-05	2002-2056	8.5	14
8	Heartbeat 14	Sunday	08-05-05	2000-2056	7.9	13
9	Emmerdale	Thursday	24-11-05	1859-1956	7.7	12
10	Judging Amy 6	Wednesday	28-12-05	2000-2055	7.3	12
11	Judging Amy 5	Wednesday	26-01-05	2001-2057	7.3	12
12	Footballers Wives 4	Thursday	21-04-05	2101-2201	7.2	12
13	I'm a celebrity- Get me outta here	Wednesday	30-11-05	2104-2229	6.8	11
14	Teenagers from hell	Saturday	17-12-05	2010-2106	6.7	11
15	Champions League	Tuesday	03-05-05	1928-2154	6.7	11
16	Hell's Kitchen	Thursday	10-11-05	2058-2236	6.6	10
17	Long Kiss Goodnight	Saturday	02-04-05	2147-2407	6.4	11
18	X Factor Results show	Saturday	17-12-05	2111-2211	6.1	10
19	All Saints	Thursday	05-05-05	200-2055	6	10
20	Ricki Lake 5	Tuesday	05-07-05	1255-1343	6	10

Table 1.18.

Top programmes on TV3 as viewed by children aged 7-10, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	I'm a celebrity Get me outta here	Friday	25-11-05	2101-2159	13.2	30
2	Coronation Street	Sunday	25-12-05	1959-2056	12.6	28
3	Nanny 911	Thursday	20-10-05	1959-2053	12.2	28
4	X Factor Results show	Saturday	17-12-05	2111-2211	10.9	25
5	The X Factor	Saturday	03-12-05	2000-2104	10.2	23
6	The Skulls	Friday	04-03-05	2059-2302	9.9	24
7	Jack Frost	Saturday	24-12-05	1959-2155	9.4	21
8	Emmerdale	Thursday	24-11-05	1859-1956	9	20
9	Champions League	Tuesday	03-05-05	1928-2154	8.1	19
10	Dude, Where's My Car	Saturday	05-11-05	2143-2316	8	18
11	Hell's Kitchen	Thursday	10-11-05	2058-2236	8	18
12	Judging Amy 5	Wednesday	16-03-05	2000-2055	7	17
13	Coronation Street	Monday	26-12-05	1829-1924	6.7	15
14	The Shield	Monday	31-10-05	2058-2154	6.5	15
15	The Animal: film	Saturday	26-11-05	2218-2353	6.4	15
16	Heartbeat	Sunday	27-11-05	2000-2100	6.4	14
17	The Block	Tuesday	04-10-05	2000-2054	6.4	14
18	The Shield	Monday	07-02-05	2101-2157	6.4	15
19	The Baby Dance: film	Wednesday	02-11-05	2059-2244	6.3	14
20	Men in Black 2	Sunday	15-05-05	2100-2242	6.3	15

Table 1.19.

Top programmes on TV3 as viewed by children aged 11-14, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	I'm a celebrity Get me outta here	Wednesday	23-11-05	2100-2158	13.2	37
2	Champions League	Tuesday	03-05-05	1928-2154	12	29
3	Nanny 911	Thursday	15-12-05	1959-2054	11	31
4	Maid in Manhattan	Sunday	11-12-05	2059-2302	9.7	27
5	Emmerdale	Thursday	24-11-05	1859-1956	9.2	26
6	The Royal	Sunday	13-02-05	2000-2057	9.2	22
7	Coronation Street	Monday	13-06-05	2028-2127	9	22
8	The X Factor	Saturday	03-10-05	2000-2104	8.9	25
9	Celebrity Love Island	Saturday	04-06-05	2227-2321	8.6	21
10	Sweetest thing	Sunday	26-06-05	2100-2238	8.1	20
11	30 Years of Emmerdale	Sunday	11-12-05	1958-2057	8	22
12	Big Daddy	Thursday	20-01-05	2001-2152	7.9	19
13	Judging Amy	Wednesday	14-12-05	1959-2054	7.6	21
14	Heartbeat	Sunday	18-12-05	1959-2057	7.6	21
15	The Swan	Tuesday	04-01-05	2001-2058	7.5	18
16	Analyse that	Sunday	18-12-05	2101-2253	7.1	20
17	Footballers Wives	Thursday	07-04-05	2100-2157	6.9	17
18	Men in Black	Sunday	15-05-05	2100-2242	6.8	17
19	Law and Order SVU	Monday	19-12-05	2200-2252	6.8	19
20	Kindergarten Cop	Thursday	13-01-05	1959-2208	6.8	16

Table 1.20.

Top programmes on TV3 as viewed by children aged 15-17, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Coronation Street	Monday	13-06-05	2028-2127	15.5	28
2	I'm a celebrity Get me outta here	Sunday	20-11-05	2105-2230	14.7	25
3	X Factor Results Show	Saturday	17-12-05	2111-2211	14.7	25
4	Men in Black 2	Sunday	15-05-05	2100-2242	12.1	22
5	Big Daddy	Thursday	20-01-05	2001-2152	11.5	21
6	Sweetest Thing	Sunday	26-06-05	2100-2238	11.1	20
7	Celebrity Love Island	Monday	13-06-05	2132-2229	11	20
8	Las Vegas	Wednesday	02-03-05	2100-2154	10.6	19
9	Champions League	Tuesday	03-05-05	1928-2154	10.4	19
10	Nanny 911	Thursday	27-10-05	2000-2053	9.9	17
11	The Patriot	Sunday	09-01-05	2100-2412	9.9	18
12	The X Factor	Saturday	05-11-05	1849-2005	9.8	17
13	Ocean's Eleven	Sunday	06-02-05	2100-2318	9.4	17
14	Footballers Wives	Thursday	14-04-05	2059-2155	9.2	17
15	Law and Order SVU	Monday	04-04-05	2158-2250	9.1	17
16	The Oprah Winfrey Show	Wednesday	30-03-05	1345-1436	8.9	16
17	Maid in Manhattan	Sunday	11-12-05	2059-2302	8.7	15
18	Ant and Dec's Saturday Night Take Away	Saturday	12-02-05	1859-2007	8.6	16
19	The Fast and the Furious	Sunday	14-08-05	2100-2305	8.5	16
20	Tru Calling	Saturday	29-01-05	1959-2056	8.2	15

Table 1.21.

Top programmes on TG4 as viewed by children aged 4-17, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Police Academy 5	Friday	30-12-05	1803-1858	4.8	40
2	The Good, the bad and the ugly	Friday	30-12-05	2032-2343	3.2	27
3	The OC 2	Saturday	19-02-05	1806-1855	3	25
4	The OC 3	Monday	26-12-05	2108-2156	3	25
5	One Tree Hill 2	Monday	07-11-05	2107-2154	2.9	24
6	All Access	Tuesday	27-12-05	1343-1426	2.7	23
7	GAA Beo	Friday	04-02-05	1948-2135	2.6	21
8	3 Ninjas	Sunday	25-12-05	1243-1419	2.5	21
9	Abba na 20 is fearr	Monday	26-12-05	1415-1531	2.4	20
10	Willy Wonka and the Chocolate Factory	Sunday	25-12-05	1515-1653	2.2	18
11	Gunfight at the OK Corral	Sunday	25-12-05	1900-2100	2.1	18
12	Hans Christian Anderson	Sunday	23-01-05	1432-1600	2.1	17
13	Pop 4 2005-2006	Sunday	25-12-05	1421-1513	2.1	17
14	The Fugitive	Saturday	31-12-05	2105-2325	2	17
15	Nip/tuck 2	Monday	24-01-05	2232-2323	2	17
16	For a few dollars more	Friday	03-06-05	2025-2248	2	17
17	Above the Law	Tuesday	11-01-05	2140-2328	2	17
18	The Five Man Army	Sunday	17-04-05	1131-1323	2	17
19	Peile na mBan 2005	Sunday	02-10-05	1457-1651	2	17
20	Gallimh le Sri Lanka	Saturday	24-12-05	1846-1942	2	17

Table 1.22.

Top programmes on TG4 as viewed by children aged 4-6, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Police Academy 5	Friday	30-12-05	1803-1858	9.2	15
2	Glor Tire	Friday	23-12-05	1947-2042	6.5	10
3	Pop 4 2005-2006	Sunday	25-12-05	1421-1513	6.4	10
4	Willy Wonka's Chocolate Factory	Sunday	25-12-05	1515-1653	5.8	9
5	3 Ninjas	Sunday	25-12-05	1243-1419	5.7	9
6	Brigadoon	Saturday	31-12-05	1202-1355	5.3	8
7	The OC 2	Saturday	19-02-05	1806-1855	5.2	9
8	The OC 3	Monday	18-07-05	1807-1855	5.1	9
9	Gunfight at the OK Corral	Sunday	25-12-05	1900-2100	5.1	8
10	Gaillimh le Sri Lanka	Saturday	24-12-05	1846-1942	5.1	8
11	Scooby Doo Where are you?	Sunday	23-01-05	1632-1739	5	9
12	One Tree Hill	Thursday	10-11-05	1756-1845	5	8
13	The Good, the bad and the ugly	Friday	30-12-05	2032-2343	4.8	8
14	King Solomon's Mines	Wednesday	06-07-05	1148-1337	4.8	8
15	Codename Kids	Thursday	07-04-05	1609-1650	4.8	8
16	The plot to kill Hitler	Saturday	12-11-05	1917-2059	4.6	7
17	Na Powderpuff Girls	Sunday	25-12-05	1126-1239	4.6	7
18	GAA Beo	Sunday	06-02-05	1415-1606	4.5	8
19	Survivor 8	Wednesday	30-03-05	1041-1128	4.5	8
20	Samurai Jack	Monday	25-04-05	1609-1651	4.5	8

Table 1.23.

Top programmes on TG4 as viewed by children aged 7-10, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Hans Christian Anderson	Sunday	23-01-05	1432-1600	5.4	13
2	The good, the bad and the ugly	Friday	30-12-05	2032-2343	5.3	12
3	All access	Tuesday	27-12-05	1343-1426	5	11
4	GAA Beo	Friday	04-02-05	1948-2135	4.9	12
5	Police Academy 5	Friday	30-12-05	1803-1858	4.8	11
6	The Neverending Story	Monday	31-10-05	1200-1341	3.9	9
7	Glor Tire	Friday	21-10-05	2003-2043	3.8	9
8	The five man army	Sunday	17-04-05	1131-1323	3.8	9
9	Gaillimh le Sri Lanka	Saturday	24-12-05	1846-1942	3.7	8
10	Sceal ar butte montana	Saturday	27-08-05	2108-2202	3.6	9
11	The plot to kill Hitler	Saturday	12-11-05	1917-2059	3.6	8
12	An Tobar	Saturday	29-01-05	2105-2200	3.6	9
13	The Fugitive	Saturday	21-12-05	2105-2335	3.5	8
14	Underdogs	Sunday	13-11-05	1659-1737	3.5	8
15	Fire Down Below	Tuesday	08-02-05	2141-2334	3.4	8
16	Ollchlar Ros na Rún	Sunday	30-10-05	2235-2325	3.4	8
17	Gunfight at the OK Corral	Sunday	25-12-05	1900-2100	3.3	7
18	Ardan 4	Saturday	19-03-05	2207-2303	3.3	8
19	Nip/Tuck 2	Monday	24-01-05	2232-2332	3.2	8
20	Treadaí na Chnoic	Saturday	19-03-05	2108-2202	3.1	7

Table 1.24.

Top programmes on TG4 as viewed by children aged 11-14, 2005

Rank	Programme Name	Day	Date	Time	TVR	000s
1	The OC 3	Monday	26-12-05	2108-2156	7.4	21
2	The OC 4	Tuesday	20-12-05	1756-1844	5.4	15
3	One Tree Hill 2	Monday	21-11-05	2105-2154	5.2	14
4	Abba na 20 is fearr	Monday	26-12-05	1415-1531	5.2	14
5	Above the law	Tuesday	11-01-05	2140-2328	4.7	11
6	GAA Beo	Sunday	24-04-05	1513-1711	4.5	11
7	Police Academy 5	Friday	30-12-05	1803-1858	4.48	12
8	Pop 4 an tsamhradh 2	Saturday	09-07-05	1710-1804	4	10
9	The OC	Saturday	21-05-05	1807-1857	4	10
10	Duel at Diablo	Friday	06-05-05	2129-2220	3.8	9
11	Hard to kill	Tuesday	18-01-05	2138-2321	3.4	8
12	Nip/tuck 2	Thursday	15-12-05	2108-2159	3.3	9
13	GAA 2—5 Iomaint faoi	Thursday	29-12-05	1532-1651	3.1	9
14	Survivor 9	Thursday	06-05-01	2304-2355	3.1	8
15	Wimbledon Suil Suir	Monday	27-06-05	1220-1256	3.1	8
16	Spies like us	Tuesday	08-11-05	2138-2327	3	8
17	Survivor 10	Friday	10-06-05	2158-2248	2.9	7
18	Tango and Cash	Tuesday	21-06-05	2138-2333	2.9	7
19	Rod Stewart Beo	Thursday	23-06-05	2159-2255	2.8	7
20	The Time Machine	Thursday	17-03-05	1720-1902	2.8	7

Table 1.25.

Top programmes on TG4 as viewed by children aged 15-17, 2005

Rank	Programme name	Day	Date	Time	TVR	000s
1	Pop 4 2004-2005	Sunday	17-04-05	1735-1828	6.1	11
2	Nip/tuck 2	Monday	14-03-05	2231-2321	5.8	11
3	The OC 2	Monday	09-05-05	2105-2154	5.4	10
4	Pop 4 2005-2006	Saturday	31-12-05	1635-1728	4.6	8
5	Cold Case 2	Monday	21-02-05	2328-2417	4.5	8
6	The OC	Monday	16-05-05	2108-2157	4.5	8
7	Without a trace 2	Thursday	27-01-05	2106-2155	4.4	8
8	One Tree Hill 2	Monday	05-12-05	2106-2155	4.4	7
9	Gremlins 2 The New Batch	Tuesday	30-08-05	2138-2332	4.1	8
10	All access	Tuesday	27-12-05	1343-1426	4.1	7
11	Wimbledon suil siar	Thursday	23-06-05	1159-1255	4.1	7
12	The good, the bad and the ugly	Friday	03-06-05	2331-2638	4	7
13	Assassins	Tuesday	01-03-05	2135-2358	3.9	7
14	Curly Sue	Tuesday	15-11-05	2138-2327	3.7	6
15	Police Academy 7	Saturday	31-12-05	1914-1951	3.5	6
16	Cula Pop	Tuesday	02-08-05	1724-1802	3.5	6
17	Abba na 20 is fearr	Saturday	24-12-05	2443-2600	3.5	6
18	Carnivale	Thursday	29-12-05	2547-2645	3.5	6
19	For a few dollars more	Friday	03-06-05	2025-2248	3.4	6
20	GAA Beo	Friday	04-02-05	1948-2135	3.3	6

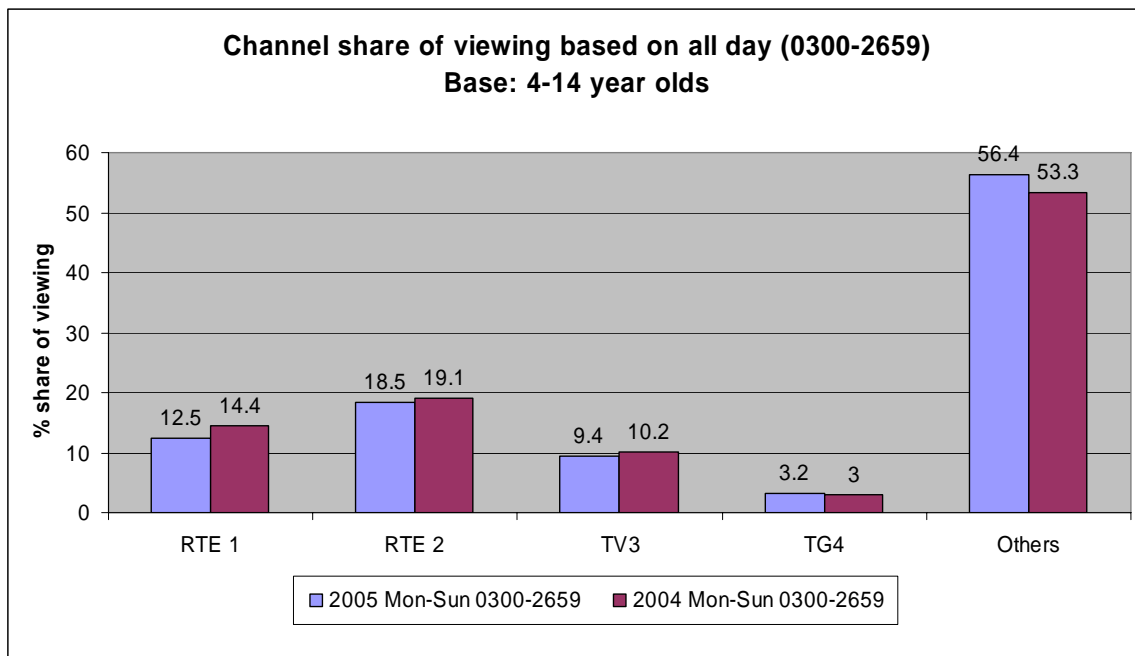
1.6. Child viewing patterns and Irish television stations

In addition to top programmes viewed, the BCI also considered what television channels children are watching. To do this, ‘share’ of viewing during 2005 was considered. Share of viewing means determining how much of the children’s viewing time did RTÉ1, RTÉ2, TV3 and TG4 attract individually.¹⁷

The following charts illustrate the overall performance in relation to the target audience; for example, children in the 4-14 age category and those in the 4-17 category. In so doing, individual programmes and/or commercials are not identified.

Chart 1.6

Channel share of viewing for 4-14 year olds, 2005

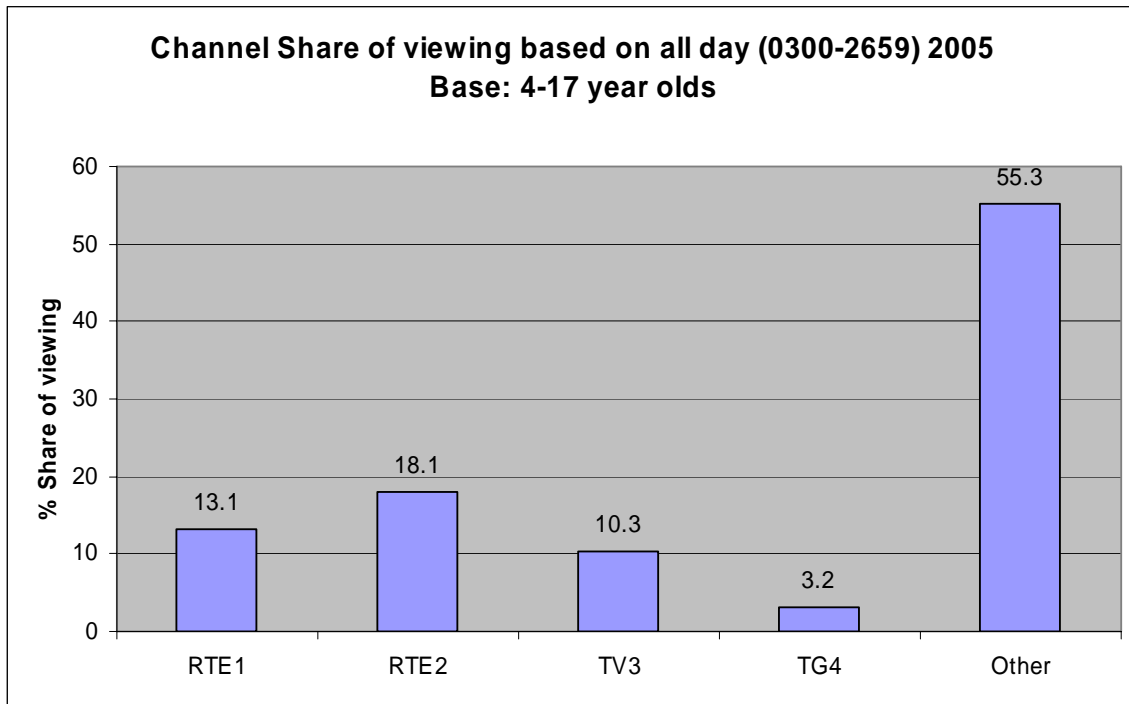


A slight decline is in evidence vis-à-vis the indigenous stations and a corresponding increase in the category ‘others’ over the year 2005. This continues a trend seen in 2001-2002 albeit the adjustments being marginal. A combined total for viewing the Irish stations in 2005 is 43.6%. Viewed against the percentage of those viewing ‘other’ stations, a significant preference for the four stations is still being exhibited.

¹⁷ More specifically, this refers to the percentage of the total number of people watching television who could have watched a particular programme. For example, a share of 22% for RTÉ1 means that of the total amount of people who were watching television at that time, 22% of them were watching RTÉ1.

Chart 1.7

Channel share of viewing for 4-17 year olds, 2005



Changes can be observed when information from 2002 and 2005 are compared. Decreases can be observed for all stations: RTÉ1 (-2.1%), RTÉ2 (-6.4%), TG4 (-1.2%), TV3 (-0.7%). There was a corresponding increase of viewing for channels in the 'others' category. While there has been a decline in levels attracted to Irish stations, it has not been overly significant with the combined Irish stations still attracting 43.6% in the 4-14 age bracket and 44.7% in the total category 4-17.¹⁸ Despite the proliferation of new channels available to child audiences coming from other States, one sees strong preferences still being expressed for home based channels. Broadening out the data for 2005 to include those in the 15-17 age bracket, the following results emerge. Again one sees strong preferences being exhibited for indigenous stations (44.7%) when viewed in the context of 'other' stations. These findings remain consistent with those of 2001-2002 with minor realignments having occurred.

1.7. Weekday viewing versus weekend viewing

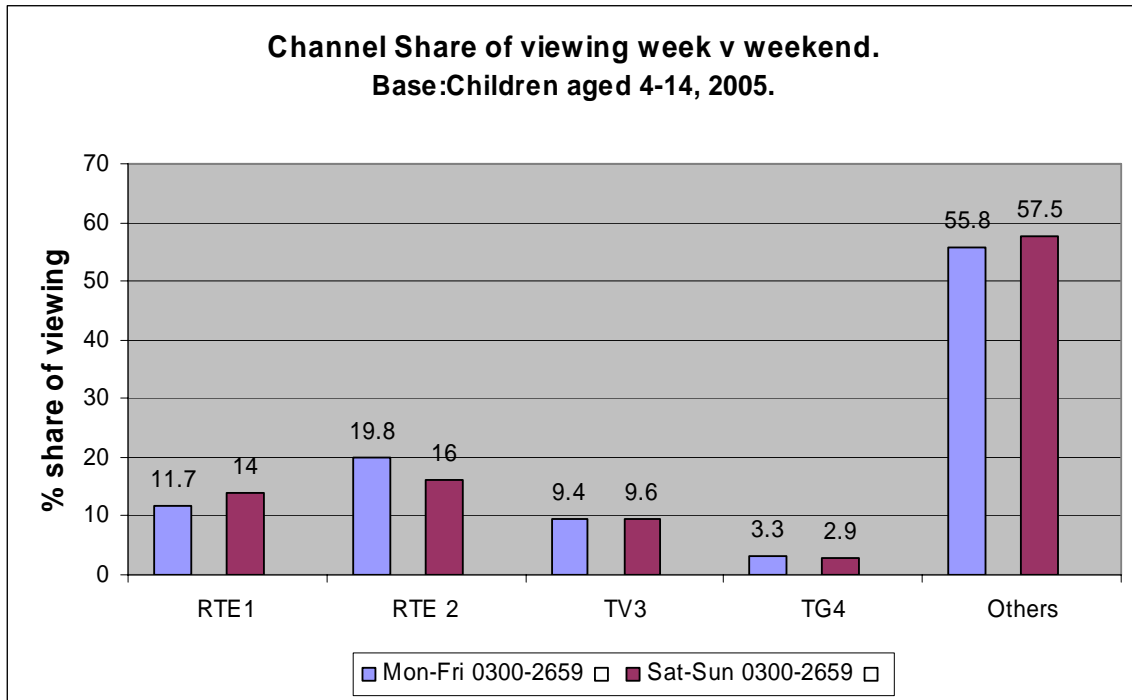
Children's viewing patterns are believed to change when weekdays and weekends are compared. This takes into account increasing levels of leisure time which become available on Saturday and Sunday. In 2002, it was observed that 'While [RTÉ2] has a higher percentage share of viewers from Monday to Friday, RTÉ1, TV3 and TG4 see their share increase at the weekend. The same trend is seen for both 4-14 and 4-17 year

¹⁸ In 2001, 51.8% was the combined total for the Irish stations compared to 48.2% for 'others.'

olds.¹⁹ Data was generated in this respect to see what changes, if any, do occur amongst Irish children and teenagers vis-à-vis weekday and weekend viewing.

Chart 1.8

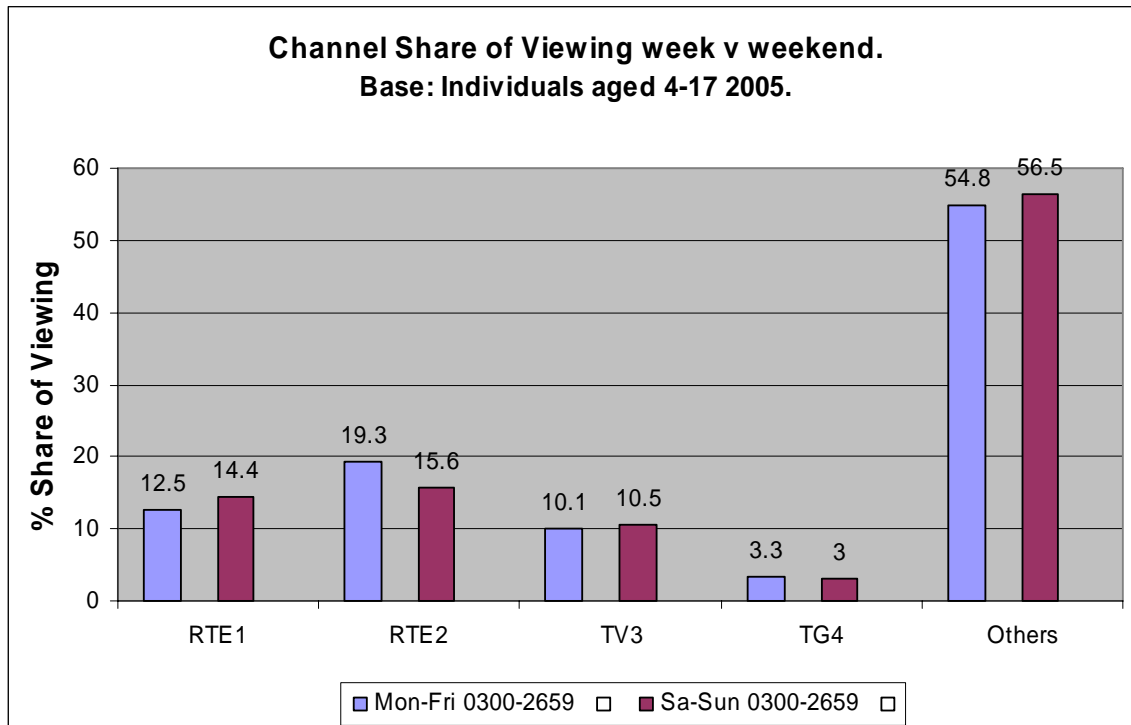
Channel Share of viewing for 4-14 year olds, 2005



¹⁹ BCI, 26.

Chart 1.9

Channel share of viewing for 4-17 year olds, weekend versus weekend, 2005



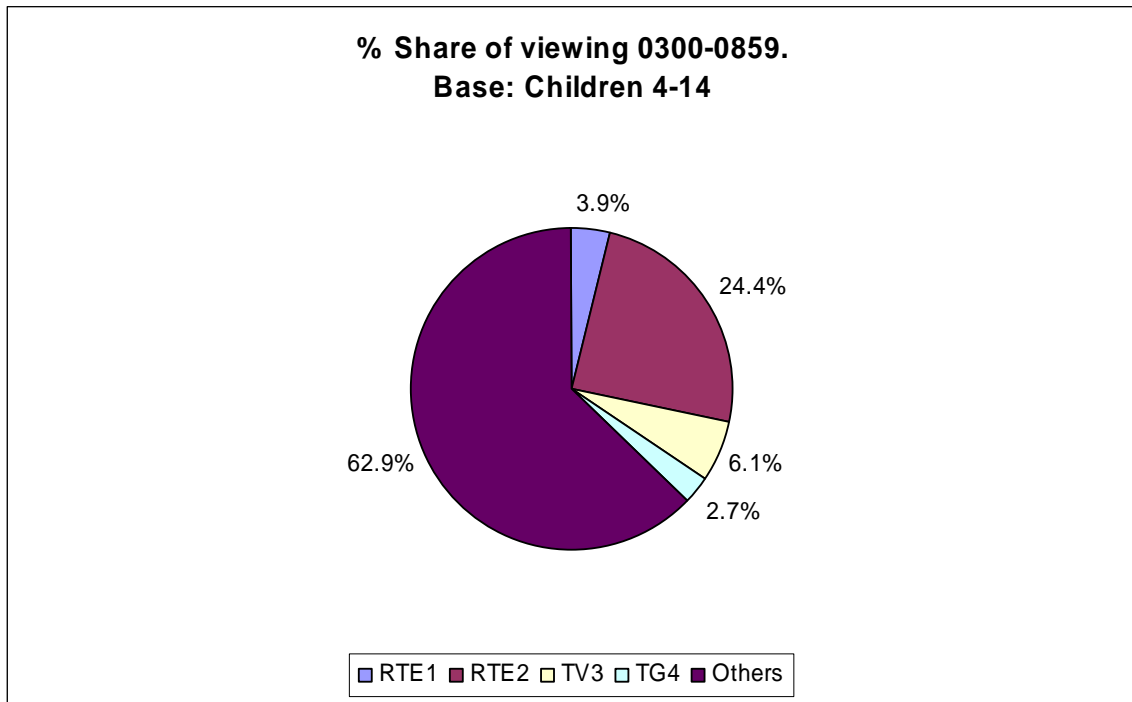
In figures obtained for 2005, similar patterns can be observed. Viewing for TG4, however, has changed slightly with more children in both the 4-14 and 4-17 categories tuning in during the week and less at the weekends. Similarly to 2002, viewing for stations in the 'other' category increased at weekends.

1.8. Viewing patterns by time of day

Having considered the overall share of viewing, it is possible to discern the times of day which attract the greatest percentage of children's viewing on each channel. The following diagrams will indicate, according to the time of day, the level to which each channel attracted child audiences in individual groupings.

Diagram 1.1²⁰

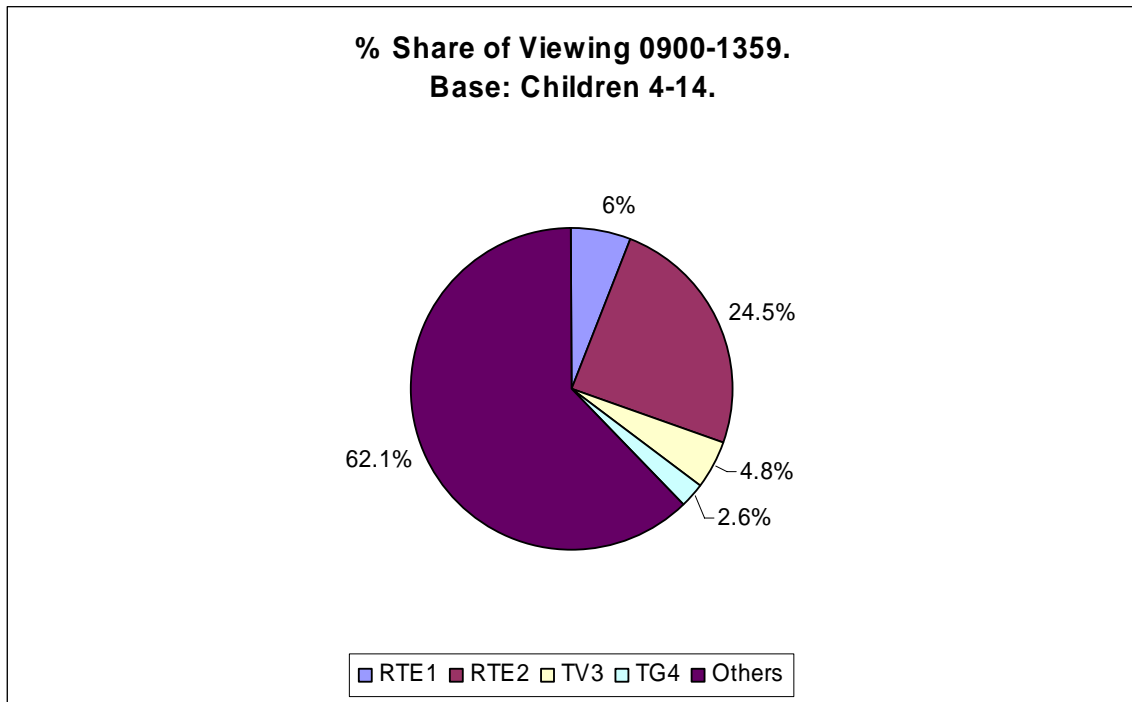
Share of viewing for children 4-14, 0300-0859



²⁰ Average sample: 293; Average universe: 656; TVR for total of stations: 1.2.

Diagram 1.2²¹

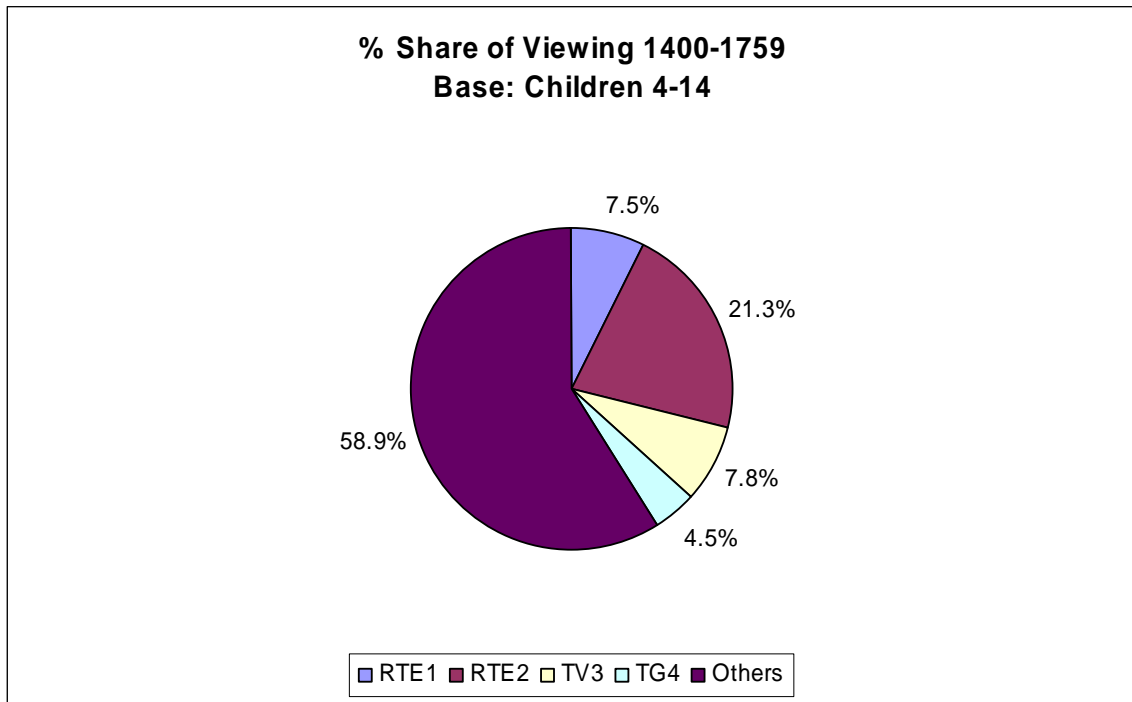
Share of viewing for children 4-14, 0900-1359



²¹ Average sample: 293; Average universe: 656; TVR for total of stations: 9.7.

Diagram 1.3²²

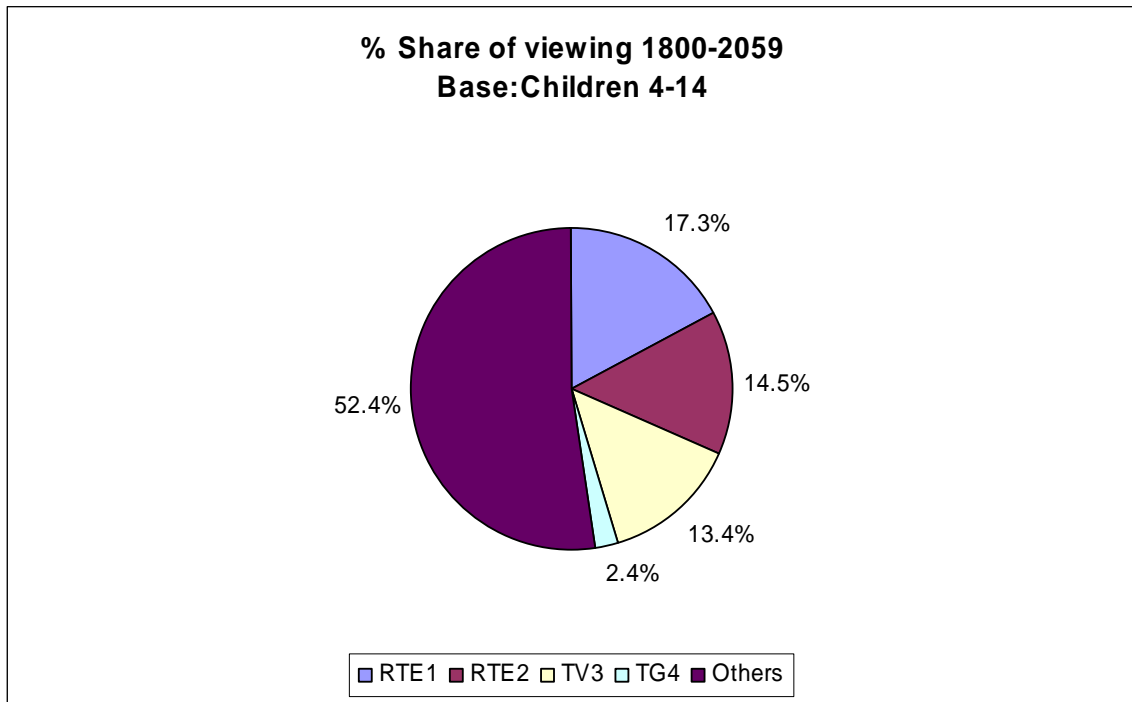
Share of viewing for children 4-14, 1400-1759



²² Average sample: 293; Average universe: 656; TVR for total of stations: 13.5

Diagram 1.4²³

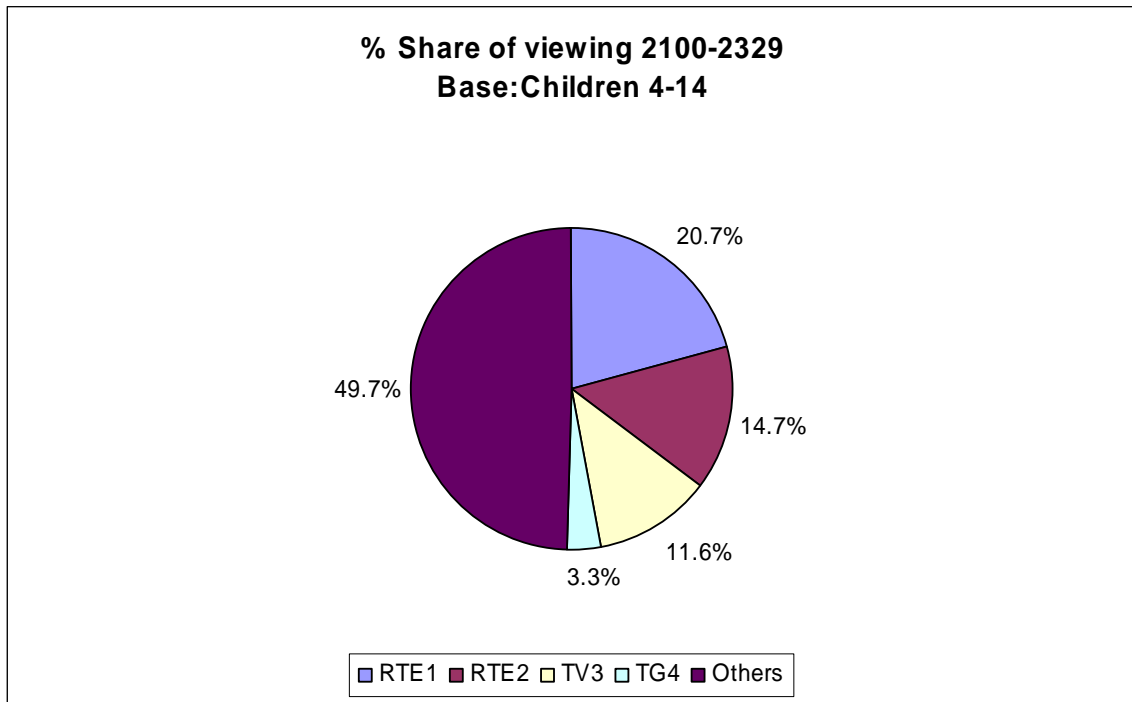
Share of viewing for children 4-14, 1800-2059



²³ Average sample: 293; Average universe: 656; TVR for total of stations: 22.

Diagram 1.5²⁴

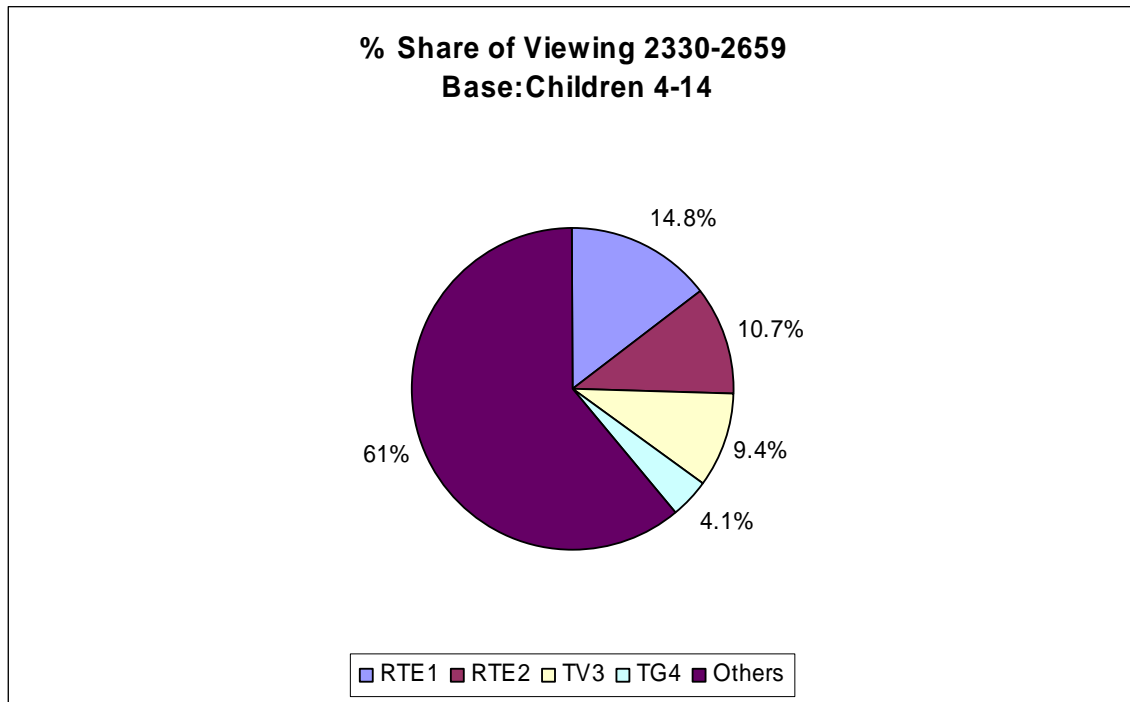
Share of viewing for children 4-14, 2100-2329



²⁴ Average sample: 293; Average universe: 656; TVR for total of stations: 16.2. It should be noted that figures in this chart relate to all children viewing during this time irrespective of how long they viewed for. TVR figures are calculated every minute and then averaged out over specific periods. In this instance, more detailed analysis reveals that of those watching after 2100, the number sets into decline after 2104.

Diagram 1.6²⁵

Share of viewing for children 4-14, 2300-2659



Considering all diagrams 1.1 to 1.6 collectively, the following can be said. Viewing preferences remain comparatively consistent throughout the day as the following table demonstrates:

Day Part	'Others'	RTE1, RTE2, TV3 and TG4
0300-0859	62.9	37.1
0900-1359	62.1	37.9
1400-1759	58.9	41.1
1800-2059	52.4	47.6
100-2329	49.7	50.3
2330-2669	61	39

Many children are attracted to watch the numerous stations which fall into the category of 'others'. This table shows, however, that strong preferences are still exhibited for the four indigenous channels. During the most favoured viewing times of 9am to 11pm, one sees preference for the 'others' decline with viewing in the 6-11pm slot split almost evenly between the two categories.

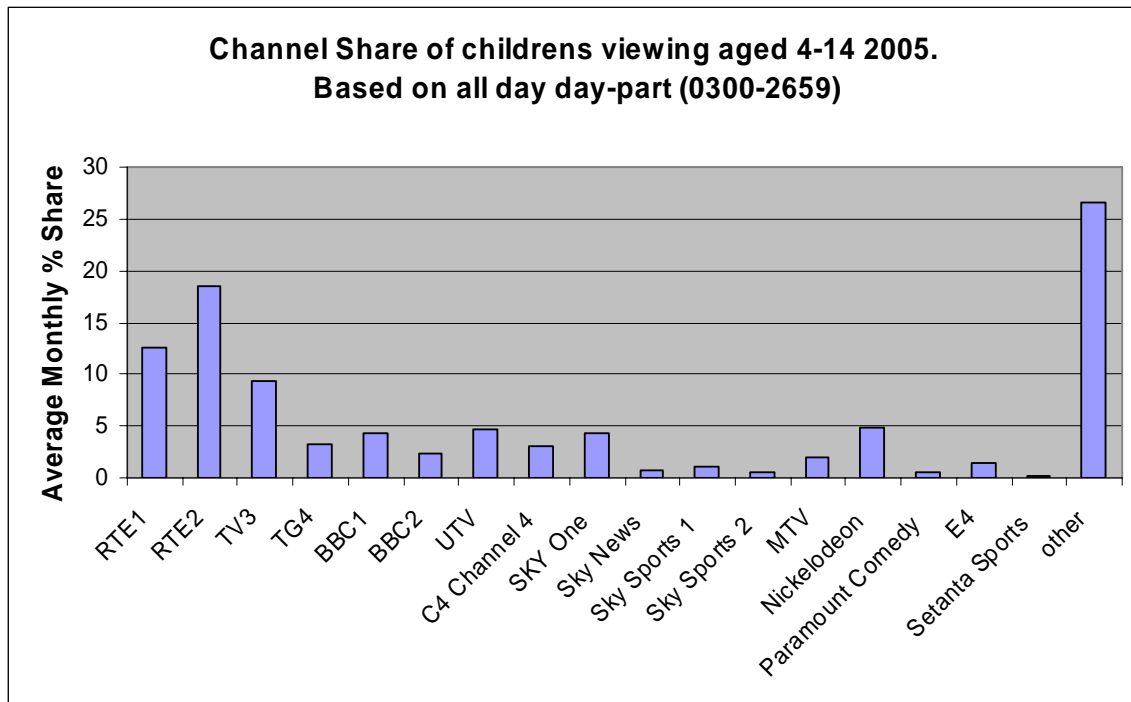
²⁵ Average sample: 293; Average universe: 656; TVR for total of stations: 3.2.

1.9. Other channels children are watching

Having considered the share of viewing for the four Irish stations, the following chart places these in the context of other channels watched. This approach was taken in the 2003 report and is duplicated here for comparative purposes. Initially, the BCI decided to include this data as there was much anecdotal evidence suggesting that children are increasingly watching non Irish channels and therefore the relevancy of introducing a code for advertising to children on indigenous channels was questioned. The BCI believed it was important to provide some factual information regarding this dimension.

Chart 1.9²⁶

Channel share of children's viewing, aged 4-14 in 2005,
0300-2659



Using the most recent data available, this chart demonstrates viewing by identified channels for 2005. While slight declines can be recorded for the Irish channels compared to the others, these are not significant. Information provided illustrates that, when viewed in this broader context, the three principal indigenous channels attract consistently more viewers than stations received from abroad.

²⁶ The chart is based on the average monthly percentage share for children aged 4-14 (0300-2659).

Concluding remarks

This report looked at viewing patterns for children living in Ireland during 2005. Essentially, it looked at those in the 4-17 category with sub-groups observed as appropriate. Priority was given to the indigenous Irish television stations – RTÉ1, RTÉ2, TV3 and TG4 – as these are directly affected by the *Children's Advertising Code*. Information was also provided on other stations viewed by children for comparative purposes.

The structure of this report closely followed the structure established in the 2003 report. At appropriate junctures, comparisons were made between data available in 2005 and data available in 2002.

The 2003 report concluded that, although children were indeed viewing channels received from outside the State, high levels were attracted to home based broadcasters. Although realignments in viewing patterns have occurred in the interim, similar findings have been discerned from data generated in 2005 where a significant number of child audiences are still consistently attracted to viewing the four indigenous channels.