

Children's Advertising Code

**Research into children's viewing patterns in
Ireland.**

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1. Introduction

In outlining its approach to the development of the children's advertising code, the Broadcasting Commission of Ireland (BCI) identified the need to pursue quantitative research. Anecdotal evidence suggests that the arguments both for and against children's advertising can be oversimplified. In reviewing the information available, it became apparent that very little Irish data was being used in the public discussions about children's advertising, despite its availability through television audience measurement figures. The Commission believes that Irish data will be important in grounding consideration of the issues within the consultation process in an Irish context.

This research would provide information on children's viewing patterns in an Irish context. The reports that follow identify these viewing trends through the use of viewing data for RTE1, NET2, TV3 and TG4. (Source: Nielsen Media Research) This includes data on the average daily hours of viewing by children and the top rating programmes for children.

2. Methodology

The television and advertising industries in Ireland use Television Audience Measurement (TAM) data to evaluate the performance of programmes, commercials and stations. The BCI conducted this research using Nielsen Media Research software and data. 2002 data is used as the most recent full year available for analysis.

The tables are based on overall viewing throughout the whole day (0300-2659) and programmes are ranked according to their ratings. Where there are multiple episodes the highest rating episodes of programmes are given. Also provided is overall channel share of audience data. This gives an overview of how individual channels perform.

What do the figures measure?

This document is about children's advertising. The data available concerns programming around which the commercials are placed. By looking at the viewing patterns around programme data an overall picture is given regarding what are the most popular programmes watched by children. If we look at when children are watching television and what programmes they are watching, we can learn something about the likely type of advertising that they are being exposed to and this information will be useful for you in addressing the questions posed in this document.

Who did the research focus on?

In phase one the Commission defined a child as any person under 18 years of age. Therefore the research carried out looks at the viewing patterns of all persons under that age. Within the data provided by Nielsen a child is defined as being aged between 4 and 14 years, therefore to examine the viewing of individuals under 18, it was necessary in some cases, to use a different category within the software, namely individuals aged 4-17. Audience figures are not available for children under 4 years of age. All figures are based on a national universe.

The Commission has also recognised that there is a difference in the level of protection required by children of various ages for example the protection required by pre school children as opposed to those over fifteen. The report looks at different age categories. The categories used coincide with those used by the Nielsen software and are:

Children aged 4-14, 4-6, 7-10, 11-14 and individuals aged 15-17.

What stations did the research focus on?

The research looks at viewing trends though the use of viewing data for RTE 1, NET 2, TV3 and TG4. While the Commission recognises that there are additional stations available to the viewing audience, these stations individually do not fall under the remit of the children's advertising code. The children's advertising code will apply to stations licensed in this State. However, in order to give an overall picture of television viewing in Ireland this report also uses figures which are based on total television viewing, which is the viewing to all channels available in the Republic of Ireland.

Additional charts also included in this fuller report display the viewing to 'other' identified channels which are viewed in the Republic of Ireland homes and are included in total television viewing.

What questions did the research ask?

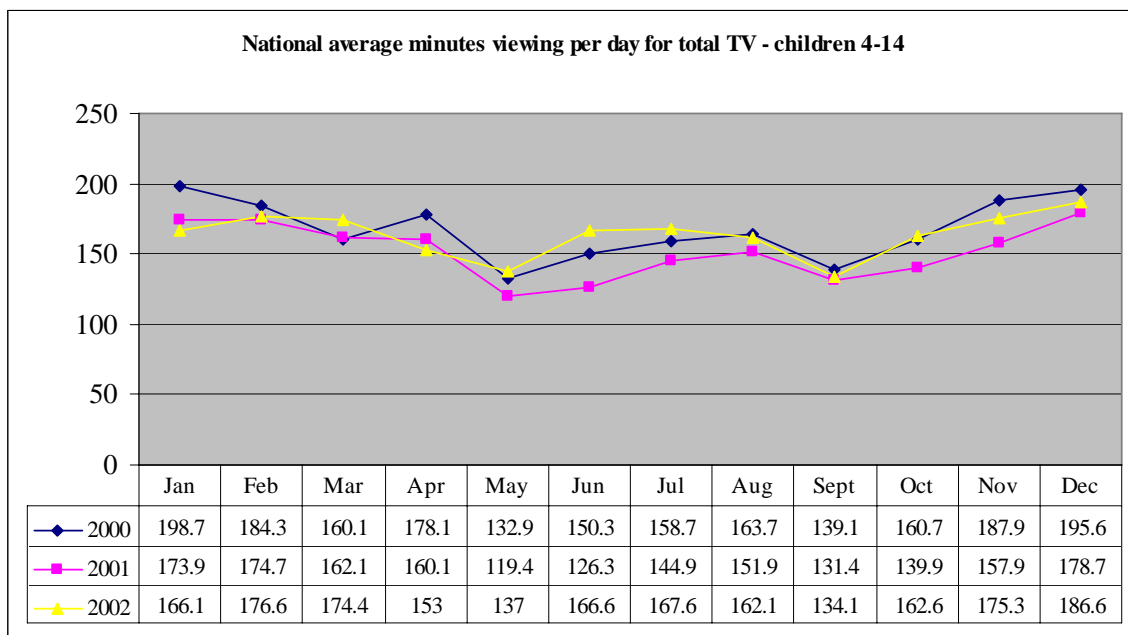
The research asks a number of questions of the audience data, these are:

- *How much television do children watch on average every day?*
- *Do children of different ages watch different amounts of television?*
- *Are there times of 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?*

Under each question we provide a short explanation of what is being asked and why we asked that question.

3. How much television do children watch on average every day?

The results are given showing the amount of time, in minutes, that children spend watching television per day. The chart below shows the average daily minutes viewed for total television by children on a monthly basis for the years 2000, 2001 and 2002. Three years are provided in order to allow you to compare viewing habits over time.



As you can see from the chart the amount of television that children watch per day varies across the year with more viewing in winter.

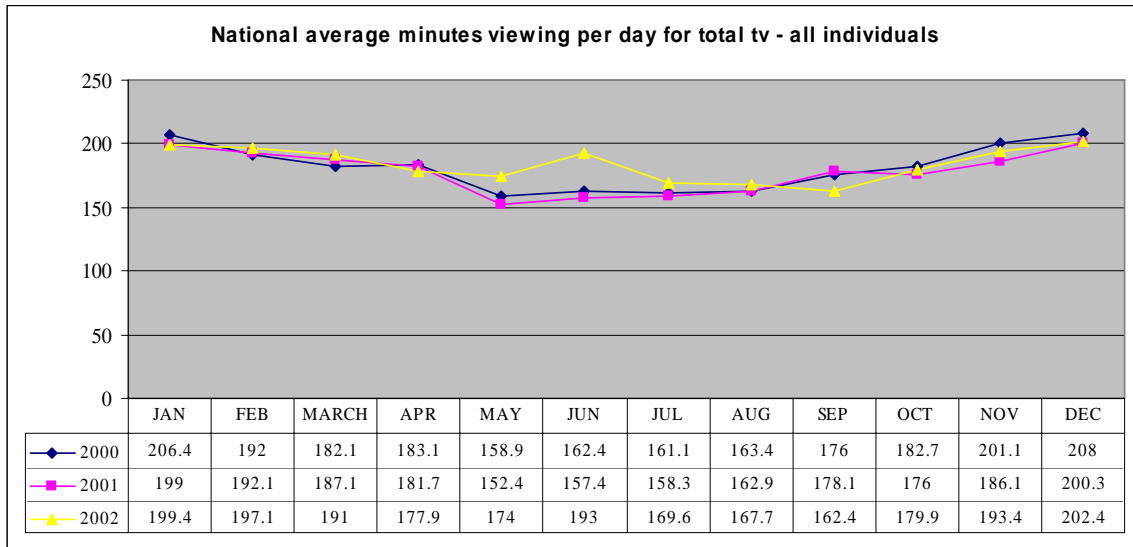
If we calculate the overall average of these figures for each year, we find that the average amount of viewing time per day in minutes has only changed marginally over the three years. These changes are:

2000	168 minutes (2.75 hours)
2001	152 minutes (2.5 hours)
2002	164 minutes (2.72 hours)

This chart shows that children watched on average over 2 and a half hours (161 minutes) of television per day over these three years.

How does this compare with the amount of television watched by all individuals?

In order to put this into context the research also shows how many minutes of television is watched by all individuals. This allows you to compare the difference between children and all individuals.



Again if we calculate the overall average for each year we find that the average amount of television watched by all individuals has also only changed marginally over this time;

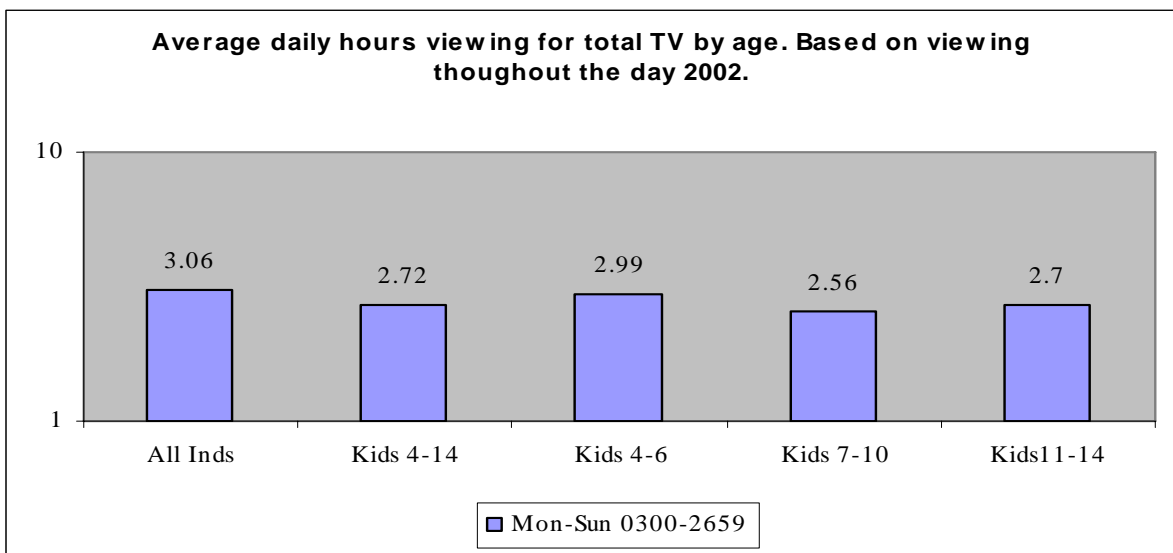
- 2000 181 minutes (3 hours)
- 2001 178 minutes (just under 3 hours)
- 2002 184 minutes (just over three hours)

The chart shows that all individuals watched on average 3 hours of television (181 minutes) of television per day over these three years.

4. Do children of different ages watch different amounts of television?

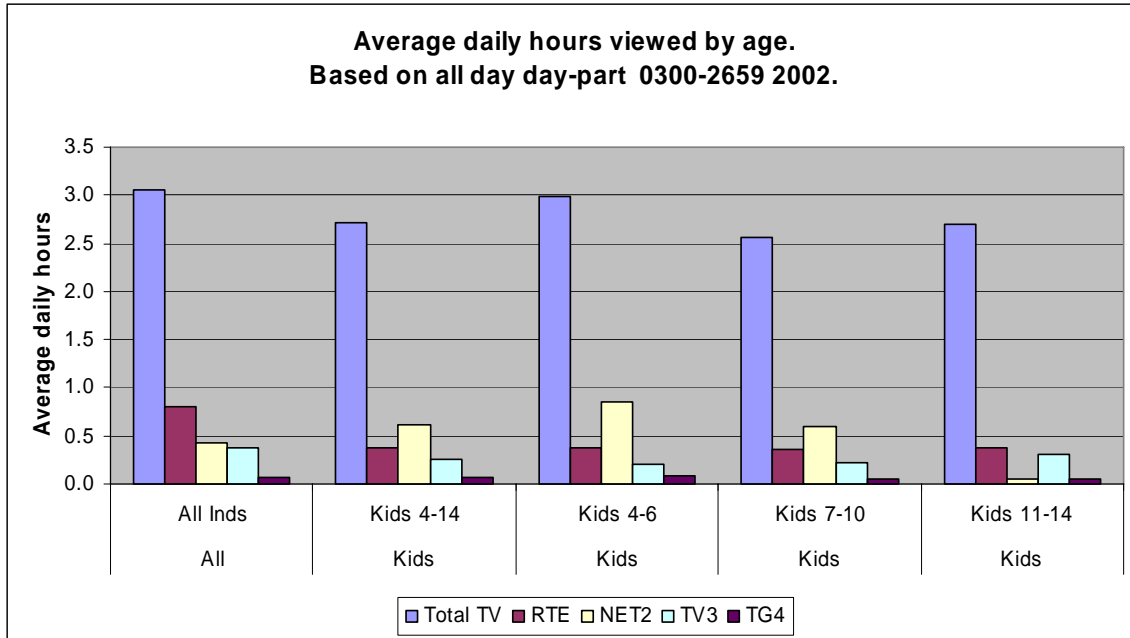
The research looks at the average amount of time per day that the following age groups watched television to identify if there is any significant difference. The age groups used are 4-14 year olds, 4-6 year olds, 7-10 year olds, and 11-14 year olds. Again in order to provide a context the results for all individuals is provided also.

The chart shows that there is consistency in the amount of time spent watching television by children of different age groups.



Children aged 4-6 watch on average three hours of television per day (2.99), children aged 7-10 watch 2.56 hours, while children 11-14 watch 2.7 hours. Again for comparison purposes, we see that all individuals on average watch just 3 hours (3.06) of television per day.

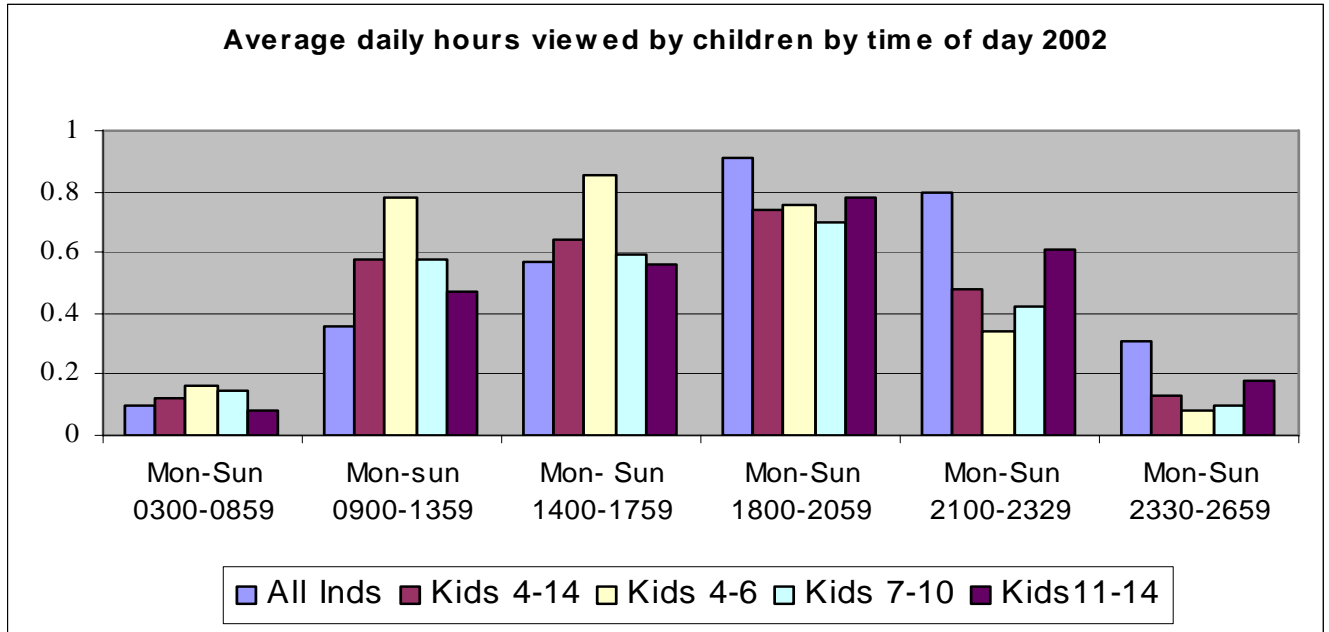
The table which follows also displays the average hours viewed per day by children, broken down by age but looks at that viewing according to the individual television stations - RTE1, NET2, TV3 and TG4.



5. Are there times of day when children are more likely to be watching television?

The research looks at the average hours viewed for total television according to the time of day for children. The chart below further breaks this viewing according to age, i.e. children aged 4-6 watch the most television in the early afternoon.

The chart shows that as children get older it is evident that they watch television later in the evenings.



6. What programmes are children watching?

The research shows the top twenty programmes ranked by rating watched by individuals aged 4-17 on the four Irish channels – RTE1, Net2, TV3 and TG4 during 2002. It then shows the top twenty programmes watched by children in four age categories, namely 4-6 year olds, 7-10 year olds, 11-14 year olds and 15-17 year olds.

This breakdown by age category is included for a number of reasons. Firstly because the Commission recognises that children differ in the levels of protection that they require. For this reason the Commission was interested to find out if children are watching different types of programmes according to their age. Secondly the Commission was felt that there would be an interest among the public to find out what type of programmes are being watched by different age groups.

A breakdown of the top twenty programmes watched by children on each of the four Irish channels is also provided.

The charts display top line information. This information shows the most popular programmes according to the ratings they achieved as viewed by children in 2002. The charts are based on overall viewing throughout the whole day and programmes are ranked according to their ratings.

Where there are multiple episodes of a programme, the highest rating episode of the programme is given.

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

Top programmes, ranked by rating viewed by individuals aged 4-17 2002.
RTE1, NET2, TV3 and TG4 combined viewing.

Rank	Programme	Chan	Day	Time	Date	TVR	000s
1	The Late Late Toy Show	RTE1	Fri	2135-2331	29-Nov-02	30.9	284
2	Popstars	RTE1	Sun	1833-1930	13-Jan-02	21.4	186
3	World Cup 2002 Spain v Ireland	NET2	Sun	1132-1534	16-Jun-02	21	189
4	The Rugrats Movie	RTE1	Sat	1835-1953	30-Mar-02	17.6	157
5	The Santa Clause	RTE1	Sat	1829-2014	07-Dec-02	16	149
6	Coronation Street	TV3	Tue	2059-2127	01-Jan-02	15.8	140
7	Friends	NET2	Mon	2028-2053	11-Feb-02	15.6	136
8	Winning Streak	RTE1	Sat	2045-2140	12-Jan-02	15	131
9	Hocus Pocus	RTE1	Sat	1826-2008	02-Nov-02	14.9	136
10	Mrs. Doubtfire	RTE1	Sat	1833-2039	12-Jan-02	14.8	129
11	Eastenders	RTE1	Wed	2106-2141	25-Dec-02	14.5	133
12	Father Ted	NET2	Mon	2058-2124	28-Jan-02	14.4	126
13	You're A Star	RTE1	Sun	1830-1927	01-Dec-02	13.8	127
14	The Simpsons	NET2	Thu	1831-1855	01-Aug-02	13.4	119
15	Home And Away	NET2	Wed	1833-1858	06-Nov-02	12.8	118
16	Jingle All The Way	RTE1	Sat	1827-1959	16-Nov-02	12.6	115
17	Fair City	RTE1	Fri	2044-2110	27-Dec-02	12.5	116
18	Sabrina Goes Down Under	NET2	Wed	1728-1858	02-Jan-02	12.4	110
19	Who Wants To Be A Millionaire	RTE1	Sun	2000-2055	24-Feb-02	12.3	109
20	Euro 2004 Qualifier	NET2	Sat	1529-1818	07-Sep-02	12.3	111

Top 20 programmes watched by children according to age for 2002.

Top programmes, ranked by rating, viewed by children aged 4-6 for 2002.

Rank	Programme	Chan	Day	Time	Date	TVR	000s
1	Jingle All The Way	RTE1	Sat	1827-1959	16-Nov-02	31.4	51
2	The Late Late Toy Show	RTE1	Fri	2135-2331	29-Nov-02	31.3	51
3	World Cup 2002 Spain v Irl.	NET2	Sun	1132-1534	16-Jun-02	30.2	49
4	Sheep In The City	NET2	Tue	0943-1004	27-Aug-02	29.6	48
5	The Rugrats Movie	RTE1	Sat	1835-1953	30-Mar-02	29.6	48
6	Hoze Houndz	NET2	Sat	1106-1127	23-Nov-02	29.4	48
7	Tiny Toons Adventure	NET2	Tue	0921-0941	27-Aug-02	27.6	44
8	Barney And Friends	NET2	Mon	1003-1027	18-Mar-02	26.6	43
9	The Santa Clause	RTE1	Sat	1829-2014	07-Dec-02	25.7	40
10	Powerpuff Girls	NET2	Sat	1040-1102	23-Nov-02	24	39
11	As Told By Ginger	NET2	Sat	1036-1057	12-Jan-02	23.5	38
12	Recess	NET2	Sun	0959-1020	24-Feb-02	23.3	37
13	The Simpsons	NET2	Fri	1803-1826	19-Jul-02	23.1	37
14	Fudge	NET2	Sat	1017-1036	23-Nov-02	23.1	37
15	Outriders	NET2	Sat	1131-1154	23-Nov-02	22.7	37
16	Rocket Power	NET2	Tue	0857-0919	27-Aug-02	22.5	36
17	Pokemon	NET2	Wed	1602-1624	27-Nov-02	22.5	37
18	Pig's Breakfast	NET2	Wed	1204-1226	28-Aug-02	22.5	36
19	Disney's Pepper Ann	NET2	Sat	0932-0953	23-Mar-02	22.3	36
20	Dennis The Menace	RTE1	Sat	1835-2009	02-Mar-02	22.1	36

Top programmes, ranked by rating, viewed by children aged 7-10 for 2002.

Rank	Programme	Chan	Day	Time	Date	TVR	000s
1	The Late Late Toy Show	RTE1	Fri	2135-2331	29-Nov-02	52.6	127
2	World Cup 2002	NET2	Sat	0706-0944	01-Jun-02	28.4	65
3	The Simpsons	NET2	Tue	1803-1826	17-Dec-02	25.7	62
4	The Rugrats Movie	RTE1	Sat	1835-1953	30-Mar-02	25.6	59
5	Popstars	RTE1	Sun	1833-1930	13-Jan-02	23.6	54
6	The Santa Clause	RTE1	Sat	1829-2014	07-Dec-02	23	57
7	Coronation Street	TV3	Wed	1929-1956	20-Nov-02	22.3	54
8	Eastenders	RTE1	Mon	1959-2028	01-Jul-02	20	46
9	Hocus Pocus	RTE1	Sat	1826-2008	02-Nov-02	19.5	47
10	Jack Frost	RTE1	Sat	1829-2017	30-Nov-02	19	46
11	Totally Spies	NET2	Wed	1634-1655	18-Dec-02	18.5	45
12	Simsala Grim	NET2	Thu	0835-0858	16-May-02	18.3	42
13	Winning Streak	RTE1	Sat	2027-2119	23-Nov-02	18.1	44
14	Fair City	RTE1	Thu	2002-2028	28-Feb-02	18	41
15	Dennis The Menace	RTE1	Sat	1835-2009	02-Mar-02	17.8	41
16	Mrs. Doubtfire	NET2	Tue	1715-1925	24-Dec-02	17.8	43
17	Disney's Pepper Ann	NET2	Sat	0934-0955	28-Sep-02	17.3	42
18	Who Wants To Be A Mil.	RTE1	Sun	2000-2055	24-Feb-02	17.1	39
19	Home And Away	NET2	Tue	1831-1855	19-Nov-02	17	41
20	You're A Star	RTE1	Sun	1830-1927	01-Dec-02	16.9	41

Top programmes, ranked by rating, viewed by children aged 11-14 for 2002.

Rank	Programme	Chan	Day	Time	Date	TVR	000s
1	The Late Late Toy Show	RTE1	Fri	2135-2331	29-Nov-02	31	82
2	World Cup 2002 Spain v Ireland	NET2	Sun	1132-1534	16-Jun-02	30.3	79
3	Popstars	RTE1	Sun	1833-1930	13-Jan-02	25	65
4	Father Ted	NET2	Mon	2058-2124	28-Jan-02	25	65
5	Friends	NET2	Mon	2029-2054	28-Jan-02	23.7	62
6	Coronation Street	TV3	Tue	2059-2127	01-Jan-02	22	62
7	Mrs. Doubtfire	RTE1	Sat	1833-2039	12-Jan-02	20.5	54
8	True Lies	RTE1	Mon	2127-2356	01-Apr-02	20.1	52
9	Winning Streak	RTE1	Sat	2045-2140	12-Jan-02	18.8	49
10	Home And Away	NET2	Mon	1831-1856	04-Feb-02	18.3	48
11	Eastenders	RTE1	Wed	2106-2141	25-Dec-02	18.2	48
12	Champions League 2002	TV3	Wed	1929-2145	11-Dec-02	17.7	47
13	The Simpsons	NET2	Thu	1834-1855	19-Sep-02	17.7	47
14	The Rugrats Movie	RTE1	Sat	1835-1953	30-Mar-02	17.7	46
15	Trigger Happy	NET2	Mon	2131-2152	21-Oct-02	17.6	47
16	Hocus Pocus	RTE1	Sat	1826-2008	02-Nov-02	17.5	46
17	The Waterboy	RTE1	Wed	2134-2307	09-Jan-02	17.1	45
18	The Rose Of Tralee World Cup 2002 Germany v	RTE1	Tue	2134-2328	27-Aug-02	16.6	43
19	Brazil	RTE1	Sun	1122-1425	30-Jun-02	16.6	43
20	Sabrina The Teenage	NET2	Wed	1856-1916	14-Aug-02	16.4	43

Top programmes, ranked by rating, viewed by individuals aged 15-17 2002.

Rank	Programme	Chan	Day	Time	Date	TVR	000s
1	Friends	NET2	Mon	2027-2052	25-Feb-02	25.8	58
2	World Cup 2002 Spain v Ireland	NET2	Sun	1132-1534	16-Jun-02	24.3	51
3	Popstars	RTE1	Sun	1831-1858	27-Jan-02	23	50
4	The Late Late Toy Show	RTE1	Fri	2135-2331	29-Nov-02	20.9	42
5	Eastenders	RTE1	Thu	1929-1957	28-Feb-02	20.5	46
6	You're A Star	RTE1	Sun	1830-1927	01-Dec-02	19	39
7	Father Ted	NET2	Mon	2058-2124	21-Jan-02	18.7	42
8	E.R.	RTE1	Sun	2124-2213	06-Jan-02	18	41
9	The Rock	RTE1	Wed	2133-2401	03-Apr-02	17.9	39
10	Scrubs	NET2	Mon	2101-2125	13-May-02	17.5	36
11	Coronation Street	TV3	Sun	1929-1956	06-Jan-02	17.3	39
12	Fair City	RTE1	Thu	2002-2028	28-Feb-02	17.1	39
13	Home And Away	NET2	Mon	1831-1855	21-Jan-02	16.8	38
14	Armageddon	RTE1	Wed	2134-2410	30-Jan-02	16.2	35
15	The Simpsons	NET2	Mon	1804-1825	01-Jul-02	15.8	33
16	Jackass	NET2	Mon	2239-2258	15-Apr-02	15.7	33
17	Die Hard 2	RTE1	Wed	2133-2333	13-Feb-02	15.1	32
18	A Time To Kill,	TV3	Sun	2059-2348	16-Jun-02	15	32
19	Euro 2004 Qualifier	NET2	Sat	1529-1818	07-Sep-02	14.9	30
20	The Jackal	RTE1	Fri	2123-2329	29-Mar-02	14.8	31

*(excludes guest viewing)

With the exception of The Late Late Toy show, which begins at 9.35pm, the majority of the top programmes watched by children aged 4-6 are on in the morning or early evening.

The top programmes watched by 7-10 year olds tend to be in the early evening, the vast majority of which are broadcast before 9pm.

The top programmes watched by children aged 11-14 are broadcast later in the evening, primarily between 6.30pm and 11pm while the top programmes watched by young people between 15 and 17 are watching primarily after 9pm.

7. Top 20 highest rating programmes for children according to age.

The research now looks more specifically at the viewing by children/individuals according to their ages on each station individually, namely RTE1, NET2, TV3 and TG4 for the full year 2002, as follows:

- **RTE1 Top programmes individuals aged 4-17, 4-6, 7-10, 11-14, 15-17**
- **NET2 Top programmes individuals aged 4-17, 4-6, 7-10, 11-14, 15-17**
- **TV3 Top programmes individuals aged 4-17, 4-6, 7-10, 11-14, 15-17**
- **TG4 Top programmes individuals aged 4-17, 4-6, 7-10, 11-14, 15-17**

Note: Top programme listing exclude the news and any programme less than 20 minutes.

Top rating programmes for children, as defined by the age breaks

RTE 1.

Top programmes on RTE1, ranked by rating, viewed by individuals aged 4-17 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	The Late Late Toy Show	Fri	2135-2331	29-Nov-02	30.9	284
2	Popstars	Sun	1833-1930	13-Jan-02	21.4	186
3	The Rugrats Movie	Sat	1835-1953	30-Mar-02	17.6	157
4	The Santa Clause	Sat	1829-2014	07-Dec-02	16	149
5	Winning Streak	Sat	2045-2140	12-Jan-02	15	131
6	Hocus Pocus	Sat	1826-2008	02-Nov-02	14.9	136
7	Mrs. Doubtfire	Sat	1833-2039	12-Jan-02	14.8	129
8	Eastenders	Wed	2106-2141	25-Dec-02	14.5	133
9	You're A Star	Sun	1830-1927	01-Dec-02	13.8	127
10	Jingle All The Way	Sat	1827-1959	16-Nov-02	12.6	115
11	Fair City	Fri	2044-2110	27-Dec-02	12.5	116
12	Who Wants To Be A Mil.	Sun	2000-2055	24-Feb-02	12.3	109
13	Jack Frost	Sat	1829-2017	30-Nov-02	12.2	112
14	George Of The Jungle	Sat	1837-2006	23-Mar-02	11.8	104
15	The Rose Of Tralee	Tue	2134-2328	27-Aug-02	11.7	105
16	Dennis The Menace	Sat	1835-2009	02-Mar-02	11.2	98
17	Babe	Sat	1830-1956	09-Mar-02	11	98
18	True Lies	Mon	2127-2356	01-Apr-02	11	97
19	The Rock	Wed	2133-2401	03-Apr-02	11	97
20	Doctor Dolittle	Sat	1832-1955	16-Feb-02	10.9	96

Top programmes on RTE1, ranked by rating, viewed by children aged 4-6 aged for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Jingle All The Way	Sat	1827-1959	16-Nov-02	31.4	51
2	The Late Late Toy Show	Fri	2135-2331	29-Nov-02	31.3	51
3	The Rugrats Movie	Sat	1835-1953	30-Mar-02	29.6	48
4	The Santa Clause	Sat	1829-2014	07-Dec-02	25.7	40
5	Dennis The Menace	Sat	1835-2009	02-Mar-02	22.1	36
6	Fair City	Wed	2000-2027	04-Dec-02	21.7	35
7	George Of The Jungle	Sat	1837-2006	23-Mar-02	21.6	35
8	Babe	Sat	1830-1956	09-Mar-02	21.1	34
9	Popstars	Sun	1833-1930	13-Jan-02	20.8	34
10	You're A Star	Sun	1829-1926	08-Dec-02	20.8	33
11	Winning Streak	Sat	2027-2119	23-Nov-02	20.7	34
12	Eastenders	Fri	1959-2027	20-Dec-02	20.3	33
13	Mrs. Doubtfire	Sat	1833-2039	12-Jan-02	19.8	32
14	Hocus Pocus	Sat	1826-2008	02-Nov-02	19	31
15	The Parent Trap	Sat	1827-2044	12-Oct-02	18.2	29
16	Jack Frost	Sat	1829-2017	30-Nov-02	17.9	29
17	I'll Be Home For Christmas	Sat	1829-2003	14-Dec-02	17.7	29
18	Hoze Houndz	Sat	1039-1100	22-Jun-02	17.6	28
19	Sabrina	Sat	0907-0929	08-Jun-02	17.5	28
20	Doctor Dolittle	Sat	1832-1955	16-Feb-02	17.2	28

Top programmes on RTE1, ranked by rating, viewed by children aged 7-10 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	The Late Late Toy Show	Fri	2135-2331	29-Nov-02	52.6	127
2	The Rugrats Movie	Sat	1835-1953	30-Mar-02	25.6	59
3	Popstars	Sun	1833-1930	13-Jan-02	23.6	54
4	The Santa Clause	Sat	1829-2014	07-Dec-02	23	57
5	Eastenders	Mon	1959-2028	01-Jul-02	20	46
6	Hocus Pocus	Sat	1826-2008	02-Nov-02	19.5	47
7	Jack Frost	Sat	1829-2017	30-Nov-02	19	46
8	Winning Streak	Sat	2027-2119	23-Nov-02	18.1	44
9	Fair City	Thu	2002-2028	28-Feb-02	18	41
10	Dennis The Menace	Sat	1835-2009	02-Mar-02	17.8	41
11	Who Wants To Be A Millionaire	Sun	2000-2055	24-Feb-02	17.1	39
12	You're A Star	Sun	1830-1927	01-Dec-02	16.9	41
13	Mouse Hunt	Sat	1831-2011	05-Oct-02	16	39
14	Ed	Sat	1834-2006	19-Jan-02	15.9	37
15	I'll Be Home For Christmas	Sat	1829-2003	14-Dec-02	15.6	38
16	The Rose Of Tralee	Tue	2134-2328	27-Aug-02	15.2	35
17	Jingle All The Way	Sat	1827-1959	16-Nov-02	15	36
18	Treasure Island	Sun	1958-2056	11-Aug-02	14.7	34
19	Fame And Fortune	Sat	2022-2106	24-Aug-02	14.6	34
20	Off The Rails	Wed	2031-2058	27-Nov-02	14.4	35

Top programmes on RTE1, ranked by rating, viewed by children aged 11-14 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	The Late Late Toy Show	Fri	2135-2331	29-Nov-02	31	82
2	Popstars	Sun	1833-1930	13-Jan-02	25	65
3	Mrs. Doubtfire	Sat	1833-2039	12-Jan-02	20.5	54
4	True Lies	Mon	2127-2356	01-Apr-02	20.1	52
5	Winning Streak	Sat	2045-2140	12-Jan-02	18.8	49
6	Eastenders	Wed	2106-2141	25-Dec-02	18.2	48
7	The Rugrats Movie	Sat	1835-1953	30-Mar-02	17.7	46
8	Hocus Pocus	Sat	1826-2008	02-Nov-02	17.5	46
9	The Waterboy	Wed	2134-2307	09-Jan-02	17.1	45
10	The Rose Of Tralee	Tue	2134-2328	27-Aug-02	16.6	43
11	World Cup 2002 Germany v Brazil	Sun	1122-1425	30-Jun-02	16.6	43
12	Fair City	Tue	1929-1955	01-Jan-02	15.6	44
13	New Year's Countdown	Tue	2316-2435	31-Dec-02	15.1	40
14	George Of The Jungle	Sat	1837-2006	23-Mar-02	15	39
15	Who Wants To Be A Millionaire	Wed	2032-2126	02-Jan-02	14.9	42
16	The Rock	Wed	2133-2401	03-Apr-02	14.7	38
17	Braveheart	Sat	2141-2456	28-Dec-02	14	37
18	The Jackal	Fri	2123-2329	29-Mar-02	13.7	36
19	Mighty Ducks	Sat	1836-2021	23-Feb-02	13.5	35
20	Entrapment	Wed	2135-2335	27-Mar-02	13.4	35

Top programmes on RTE1, ranked by rating, viewed by individuals aged 15-17 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Popstars	Sun	1831-1858	27-Jan-02	23	50
2	The Late Late Toy Show	Fri	2135-2331	29-Nov-02	20.9	42
3	Eastenders	Thu	1929-1957	28-Feb-02	20.5	46
4	You're A Star	Sun	1830-1927	01-Dec-02	19	39
5	E.R.	Sun	2124-2213	06-Jan-02	18	41
6	The Rock	Wed	2133-2401	03-Apr-02	17.9	39
7	Fair City	Thu	2002-2028	28-Feb-02	17.1	39
8	Armageddon	Wed	2134-2410	30-Jan-02	16.2	35
9	Die Hard 2	Wed	2133-2333	13-Feb-02	15.1	32
10	The Jackal	Fri	2123-2329	29-Mar-02	14.8	31
11	Treasure Island	Sun	1958-2056	11-Aug-02	14.5	27
12	Prime Time	Tue	2137-2248	14-May-02	14.5	31
13	Runaway Bride	Wed	2143-2333	25-Dec-02	13.9	28
14	Who Wants To Be A Millionaire	Sun	2000-2056	06-Jan-02	13.8	31
15	Notting Hill	Wed	2134-2345	06-Mar-02	13.4	29
16	The Sixth Sense	Wed	2132-2335	09-Oct-02	13.1	26
17	Seventh Heaven	Sun	1835-1925	02-Jun-02	13.1	28
18	The Waterboy	Wed	2134-2307	09-Jan-02	12.9	29
19	My Left Foot	Wed	2342-2520	25-Dec-02	12.9	26
20	Some Mother's Son	Sat	2137-2334	05-Jan-02	12.8	28

NET2.

Top programmes on NET2, ranked by rating, viewed by individuals aged 4-17 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	World Cup 2002	Sun	1132-1534	16-Jun-02	21	189
2	Friends	Mon	2028-2053	11-Feb-02	15.6	136
3	Father Ted	Mon	2058-2124	28-Jan-02	14.4	126
4	The Simpsons	Thu	1831-1855	01-Aug-02	13.4	119
5	Home And Away	Wed	1833-1858	06-Nov-02	12.8	118
6	Sabrina Goes Down Under	Wed	1728-1858	02-Jan-02	12.4	110
7	Euro 2004 Qualifier	Sat	1529-1818	07-Sep-02	12.3	111
8	Mrs. Doubtfire	Tue	1715-1925	24-Dec-02	12.2	113
9	International Rules	Sun	1431-1710	20-Oct-02	10.5	95
10	Scrubs	Mon	2058-2122	20-May-02	10.5	93
11	Winning Streak	Sat	1959-2056	09-Feb-02	9.7	85
12	International Soccer	Wed	1900-2144	17-Apr-02	9.5	84
13	Bachelor's Walk	Mon	2128-2210	18-Nov-02	9.4	86
14	Kenan And Kel	Fri	1706-1729	25-Jan-02	9.3	81
15	Tiny Toons Adventure	Tue	0921-0941	27-Aug-02	8.9	80
16	S Club 7 Go Wild	Sat	1217-1240	05-Oct-02	8.9	80
17	Uefa Cup	Thu	1945-2204	28-Nov-02	8.8	81
18	Sabrina The Teenage	Wed	1856-1916	14-Aug-02	8.7	78
19	Treasure Island Uncovered	Mon	2235-2302	22-Jul-02	8.6	77
20	My Parents Are Alien	Wed	1707-1728	06-Mar-02	8.5	75

Top programmes on NET2, ranked by rating, viewed by children aged 4- 6 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	World Cup 2002	Sun	1132-1534	16-Jun-02	30.2	49
2	Sheep In The City	Tue	0943-1004	27-Aug-02	29.6	48
3	Hoze Houndz	Sat	1106-1127	23-Nov-02	29.4	48
4	Tiny Toons Adventure	Tue	0921-0941	27-Aug-02	27.6	44
5	Barney And Friends	Mon	1003-1027	18-Mar-02	26.6	43
6	Powerpuff Girls	Sat	1040-1102	23-Nov-02	24	39
7	As Told By Ginger	Sat	1036-1057	12-Jan-02	23.5	38
8	Recess	Sun	0959-1020	24-Feb-02	23.3	37
9	The Simpsons	Fri	1803-1826	19-Jul-02	23.1	37
10	Fudge	Sat	1017-1036	23-Nov-02	23.1	37
11	Outriders	Sat	1131-1154	23-Nov-02	22.7	37
12	Rocket Power	Tue	0857-0919	27-Aug-02	22.5	36
13	Pokemon	Wed	1602-1624	27-Nov-02	22.5	37
14	Pig's Breakfast	Wed	1204-1226	28-Aug-02	22.5	36
15	Disney's Pepper Ann	Sat	0932-0953	23-Mar-02	22.3	36
16	John Callahan's Pels	Sat	1158-1219	23-Nov-02	22	36
17	Lloyd In Space	Sun	0950-1011	15-Dec-02	21.7	35
18	Cardcaptors	Sat	1101-1121	12-Jan-02	21.7	35
19	Buzz Lightyear Of St	Sun	0905-0925	22-Sep-02	21.2	34
20	Robin Hood	Thu	1604-1729	03-Jan-02	21.2	32

Top programmes on NET2, ranked by rating, viewed by children aged 7-10 for 2002.

NET2	Programme	Day	Time	Date	TVR	000s
1	World Cup 2002	Sat	0706-0944	01-Jun-02	28.4	65
2	The Simpsons	Tue	1803-1826	17-Dec-02	25.7	62
3	Totally Spies	Wed	1634-1655	18-Dec-02	18.5	45
4	Simsala Grim	Thu	0835-0858	16-May-02	18.3	42
5	Mrs. Doubtfire	Tue	1715-1925	24-Dec-02	17.8	43
6	Disney's Pepper Ann	Sat	0934-0955	28-Sep-02	17.3	42
7	Home And Away	Tue	1831-1855	19-Nov-02	17	41
8	So Little Time	Tue	1708-1728	22-Oct-02	16.9	41
9	Jackie Chan	Tue	1640-1700	27-Aug-02	16.3	38
10	Rocket Power	Fri	0854-0916	30-Aug-02	16.2	37
11	Big Kids	Wed	1704-1727	11-Dec-02	16.2	39
12	Sheep In The City	Tue	0948-1009	23-Jul-02	16.1	37
13	Pig's Breakfast	Wed	1204-1226	28-Aug-02	16	37
14	Sabrina	Sat	0909-0931	05-Oct-02	15.9	38
15	Euro 2004 Qualifier	Sat	1529-1818	07-Sep-02	15.7	38
16	Tiny Toons Adventure	Mon	1022-1042	23-Dec-02	15.5	37
17	S Club 7 Go Wild	Sat	1217-1240	05-Oct-02	15.3	37
18	Taz-Mania	Mon	1043-1102	23-Dec-02	15.3	37
19	Rescue Heroes	Wed	0834-0854	01-May-02	15.1	35
20	Cardcaptors	Thu	1542-1601	08-Aug-02	15	35

Top programmes on NET2, ranked by rating, viewed by children aged 11-14 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	World Cup 2002	Sun	1132-1534	16-Jun-02	30.3	79
2	Father Ted	Mon	2058-2124	28-Jan-02	25	65
3	Friends	Mon	2029-2054	28-Jan-02	23.7	62
4	Home And Away	Mon	1831-1856	04-Feb-02	18.3	48
5	The Simpsons	Thu	1834-1855	19-Sep-02	17.7	47
6	Trigger Happy	Mon	2131-2152	21-Oct-02	17.6	47
7	Sabrina The Teenage	Wed	1856-1916	14-Aug-02	16.4	43
8	Terminator 2: Judge Sabrina Goes Down	Thu	2130-2238	04-Apr-02	15.6	41
9	Under	Wed	1728-1858	02-Jan-02	15.3	43
10	Bachelor's Walk	Mon	2130-2214	16-Dec-02	15.1	40
11	Dastardly And Muttie	Wed	1459-1519	05-Jun-02	15	39
12	International Soccer	Wed	1900-2144	17-Apr-02	14.9	39
13	Mrs. Doubtfire	Tue	1715-1925	24-Dec-02	14.7	39
14	International Rules	Sun	1430-1713	13-Oct-02	14.1	37
15	Scrubs	Mon	2059-2122	11-Mar-02	13.7	36
16	Six Days Seven Night	Fri	2130-2318	17-May-02	13.3	35
17	The A-Team	Sat	1759-1850	02-Nov-02	13	34
18	Top 30 Hits	Sun	1301-1356	06-Oct-02	13	34
19	200 Cigarettes	Thu	2201-2254	08-Aug-02	12.9	34
20	Uefa Cup	Thu	1945-2204	28-Nov-02	12.8	34

Top programmes on NET2, ranked by rating, viewed by individuals aged 15-17 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Friends World Cup 2002 Spain v	Mon	2027-2052	25-Feb-02	25.8	58
2	Ireland	Sun	1132-1534	16-Jun-02	24.3	51
3	Father Ted	Mon	2058-2124	21-Jan-02	18.7	42
4	Scrubs	Mon	2101-2125	13-May-02	17.5	36
5	Home And Away	Mon	1831-1855	21-Jan-02	16.8	38
6	The Simpsons	Mon	1804-1825	01-Jul-02	15.8	33
7	Jackass	Mon	2239-2258	15-Apr-02	15.7	33
8	Euro 2004 Qualifier	Sat	1529-1818	07-Sep-02	14.9	30
9	Wanderlust	Mon	2200-2229	11-Mar-02	14.1	31
10	Popstars	Fri	1859-1927	08-Feb-02	13.9	31
11	Sunday Game Live	Sun	1330-1729	01-Sep-02	13.8	29
12	International Soccer	Wed	1735-2002	21-Aug-02	12.3	24
13	Sabrina The Teenage	Mon	1710-1730	18-Mar-02	12.2	26
14	Ally Mcbeal	Tue	2133-2220	05-Mar-02	11.8	26
15	Trigger Happy	Mon	2131-2152	23-Sep-02	11.7	24
16	Spy Hard	Sun	2103-2227	10-Feb-02	11	24
17	That 70's Show	Mon	1929-1949	19-Aug-02	10.9	21
18	Dawson's Creek	Wed	1900-1950	24-Apr-02	10.9	24
19	Fergus' Wedding	Mon	2127-2155	11-Mar-02	10.8	24
20	Undeclared	Mon	1901-1922	01-Jul-02	10.7	23

TG4.

Top programmes on TG4, ranked by rating, viewed by individuals aged 4 -17 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Lethal Weapon 2	Tue	2206-2412	13-Aug-02	3.6	32
2	Celtic v Rangers	Tue	1935-2217	05-Feb-02	3.6	32
3	National Lampoon's Senior Trip	Thu	2259-2434	29-Aug-02	3.2	29
4	Muppet Show	Mon	1826-1853	25-Nov-02	3.1	29
5	Time Squad	Thu	1703-1723	21-Nov-02	3.0	28
6	Na Saora Bád	Sat	2105-2202	25-May-02	2.9	26
7	Mortal Kombat	Tue	2205-2353	02-Jul-02	2.8	25
8	Justice League	Fri	1728-1747	15-Nov-02	2.8	26
9	Survivor 3	Thu	2106-2155	17-Jan-02	2.7	24
10	Kong	Sat	1537-1558	23-Feb-02	2.7	24
11	Cruinneas	Thu	1729-1754	21-Nov-02	2.7	24
12	GAA Beo	Sun	1415-1610	24-Mar-02	2.6	23
13	Mortal Kombat 2	Fri	2105-2238	06-Dec-02	2.5	24
14	Survivor 4	Thu	2107-2155	11-Apr-02	2.4	21
15	An Triúr agus Jerry	Sat	1509-1532	23-Feb-02	2.4	21
16	Pop TV	Sun	1758-1855	20-Oct-02	2.4	21
17	Space Jam	Thu	1724-1854	26-Dec-02	2.3	21
18	Guns Of The Timberland	Mon	2037-2211	26-Aug-02	2.3	21
19	Executive Decision	Tue	2206-2423	09-Apr-02	2.3	20
20	Cruinneas	Sat	1628-1650	23-Feb-02	2.2	19

Top programmes on TG4, ranked by rating, viewed by children aged 4 -6 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Justice League	Fri	1728-1747	15-Nov-02	11.7	19
2	Time Squad	Thu	1703-1723	21-Nov-02	10.9	18
3	Cruinneas	Thu	1729-1754	21-Nov-02	10.8	18
4	Muppet Show	Mon	1826-1853	25-Nov-02	10.8	17
5	Kong	Sat	1537-1558	23-Feb-02	10.2	16
6	Muca Béal Dorais	Sun	1605-1624	17-Nov-02	9.4	15
7	Samurai Jack	Mon	1736-1755	21-Oct-02	9.0	15
8	Hey There Its Yogi Bear	Sun	1131-1254	18-Aug-02	8.5	14
9	UBOS	Mon	1802-1823	21-Oct-02	8.3	13
10	An Triúr agus Jerry	Sat	1509-1532	23-Feb-02	7.9	13
11	Nua Bhia Gaelach	Sun	2022-2050	16-Jun-02	7.7	12
12	Monster Rancher	Sat	1602-1622	23-Feb-02	7.3	12
13	Seo Agaibh Mimi?	Sat	1451-1511	21-Dec-02	7.1	11
14	In A Heartbeat	Tue	1703-1723	05-Nov-02	7.0	11
15	Flipper agus Lopaka	Tue	1515-1538	19-Nov-02	6.8	11
16	Rugbaí Beo	Fri	1926-2121	06-Sep-02	6.7	11
17	Ceol Tíre ó Inis	Sat	2210-2238	20-Jul-02	6.5	11
18	Scooby Doo And The Witch's Ghost	Sun	1150-1255	22-Sep-02	6.5	11
19	DY2K	Sun	2030-2057	31-Mar-02	6.4	10
20	Ard San Aer	Sat	1058-1127	06-Jul-02	6.1	10

Top programmes on TG4, ranked by rating, viewed by children aged 7-10 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Kong	Wed	1725-1746	16-Jan-02	6.5	15
2	Scooby Doo On Zombie Island	Sun	1142-1254	08-Sep-02	6.1	15
3	Celtic v Rangers	Tue	1935-2217	05-Feb-02	5.7	13
4	Pop TV	Sun	1758-1855	20-Oct-02	5.5	13
5	Daffy Duck's Quackbusters	Sun	1141-1255	23-Jun-02	5.3	12
6	Pigs Next Door	Sun	1106-1126	16-Jun-02	5.0	12
7	Cruinneas	Tue	1731-1756	10-Dec-02	4.7	11
8	Muppet Show	Mon	1826-1853	25-Nov-02	4.7	11
9	In A Heartbeat	Tue	1707-1727	10-Dec-02	4.7	11
10	Mná na hÉireann	Wed	1931-1956	13-Mar-02	4.6	10
11	GAA Beo	Sun	1415-1610	24-Mar-02	4.5	10
12	China Wings	Wed	1656-1719	16-Jan-02	4.5	10
13	Eurofile	Sat	0854-0921	05-Oct-02	4.5	11
14	Art Ó Ruairc	Sun	1038-1102	16-Jun-02	4.5	10
15	World Sport Special	Sat	0924-0950	05-Oct-02	4.4	11
16	Aussie Rules 2002	Sat	0953-1045	05-Oct-02	4.4	11
17	Survivor 3	Thu	2106-2155	17-Jan-02	4.1	10
18	Monster Rancher	Wed	1603-1623	16-Jan-02	4.0	9
19	Seo Agaibh Mimi?	Fri	1706-1726	25-Oct-02	4.0	10
20	Ardán	Sat	2125-2233	06-Apr-02	4.0	9

Top programmes on TG4, ranked by rating, viewed by children aged 11-14 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Rianta	Fri	2330-2402	08-Nov-02	7.5	20
2	Rí Rá	Fri	2258-2326	08-Nov-02	6.8	18
3	Lethal Weapon 2	Tue	2206-2412	13-Aug-02	6.2	16
4	Olchlár Ros na Rún	Sun	2228-2321	01-Dec-02	5.3	14
5	Celtic v Rangers	Tue	1935-2217	05-Feb-02	5.1	13
6	National Lampoon's Senior Trip	Thu	2259-2434	29-Aug-02	5.0	13
7	Na Saora Bád	Sat	2105-2202	25-May-02	5.0	13
8	African Queen	Thu	2159-2250	29-Aug-02	4.7	12
9	Pop TV	Sun	1758-1854	13-Oct-02	4.5	12
10	The New Adventures Of Superman	Fri	1806-1853	15-Feb-02	4.4	11
11	Guns Of The Timberland	Mon	2037-2211	26-Aug-02	4.3	11
12	Dumb And Dumber	Tue	2203-2357	18-Jun-02	4.2	11
13	Cruinneas	Sat	1651-1713	23-Feb-02	4.2	11
14	The Matrix	Thu	2104-2330	26-Dec-02	4.1	11
15	Unforgiven	Mon	2107-2328	30-Dec-02	4.1	11
16	Mortal Kombat 2	Fri	2105-2238	06-Dec-02	3.9	10
17	El Condor	Mon	2036-2224	22-Jul-02	3.9	10
18	UBOS	Mon	1758-1819	30-Sep-02	3.9	10
19	The Perils Of Penelope Pitstop	Fri	1357-1416	27-Dec-02	3.8	10
20	Murderous Intent	Wed	2035-2210	08-May-02	3.8	10

Top programmes on TG4, ranked by rating, viewed by individuals aged 15 -17 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Lethal Weapon 2	Tue	2206-2412	13-Aug-02	6.0	12
2	Tabalúga	Wed	1533-1556	20-Feb-02	5.0	11
3	National Lampoon's Senior Trip	Thu	2259-2434	29-Aug-02	4.9	10
4	Some Mother's Son	Tue	2205-2403	17-Dec-02	4.6	10
5	Westward The Women	Sat	1152-1351	19-Oct-02	4.6	9
6	Poochini	Thu	1605-1627	11-Jul-02	4.6	9
7	Fantaise	Thu	1629-1652	11-Jul-02	4.3	9
8	Poltergeist	Tue	2205-2406	02-Apr-02	4.1	9
9	Someone She Knows	Wed	2106-2244	28-Aug-02	4.1	8
10	The Bodyguard	Tue	2207-2425	12-Feb-02	4.0	9
11	In My Sister's Shadow	Wed	2035-2211	24-Apr-02	4.0	9
12	Ros na Rún	Tue	2031-2057	12-Feb-02	4.0	9
13	GAA Beo	Sun	1415-1604	03-Mar-02	3.8	8
14	Mortal Kombat	Tue	2205-2353	02-Jul-02	3.7	7
15	Pop TV	Sun	1729-1825	03-Feb-02	3.7	8
16	An Showband Seó	Sun	2053-2120	07-Jul-02	3.7	8
17	Ard San Aer	Mon	2246-2315	01-Jul-02	3.6	8
18	GAA Beo	Sun	1451-1644	15-Sep-02	3.6	7
19	Cleamhnas	Wed	2329-2358	26-Jun-02	3.5	7
20	Cool Hand Luke	Tue	2205-2422	16-Jul-02	3.5	7
21	Pop TV	Sun	1758-1855	29-Sep-02	3.5	6
22	Dumb And Dumber	Tue	2203-2357	18-Jun-02	3.4	7

TV3 top programme information

Top programmes on TV3, ranked by rating, viewed by individuals aged 4 -17 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Coronation Street	Tue	2059-2127	01-Jan-02	15.8	140
2	Champions League 2002	Wed	1929-2145	11-Dec-02	10.3	95
3	Emmerdale	Thu	1900-1927	02-May-02	9	80
4	Heartbeat	Sun	2000-2058	15-Dec-02	7.4	69
5	Happy Gilmore	Sun	2130-2308	03-Feb-02	7.2	63
6	Sex And The City 4	Thu	2200-2232	11-Apr-02	6.8	60
7	A Time To Kill	Sun	2059-2348	16-Jun-02	6.7	60
8	Bloody Sunday	Sun	2132-2329	20-Jan-02	6.7	59
9	The Bone Collector	Sun	2100-2317	10-Nov-02	6.6	61
10	Malcolm In The Middle	Thu	1932-1955	13-Jun-02	6.5	58
11	Big Daddy	Sun	2100-2247	08-Sep-02	6.5	59
12	Stepmom	Sun	2059-2322	26-May-02	6.4	56
13	Da Ali G Show	Thu	2200-2232	10-Oct-02	6.3	57
14	Look Who's Talking Too	Sat	1806-1952	26-Jan-02	6.2	54
15	Coronation Street Special	Sun	1929-1955	28-Jul-02	6	54
16	Will & Grace Iii	Thu	2233-2257	17-Jan-02	5.9	51
17	Snake Eyes	Sun	2101-2252	27-Jan-02	5.8	50
18	My Best Friend's Wedding	Sun	2100-2303	01-Dec-02	5.8	53
19	2002 Grammy Awards	Fri	2001-2302	01-Mar-02	5.7	50
20	American Pie	Sun	2100-2248	23-Jun-02	5.7	50

Top programmes on TV3, ranked by rating, viewed by children aged 4 – 6 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Coronation Street	Fri	1929-1956	20-Dec-02	17.5	28
2	Emmerdale	Thu	1900-1928	05-Dec-02	15.4	25
3	Footballers' Wives	Fri	2059-2156	19-Jul-02	14.6	24
4	The Ellen Show	Sun	1901-1925	16-Jun-02	11.8	19
5	Family Affairs 5	Thu	1804-1828	05-Dec-02	11.8	19
6	Heartbeat	Sun	2000-2058	15-Dec-02	11.7	19
7	Just Shoot Me 6	Wed	1901-1924	04-Dec-02	11.5	19
8	Champions League 2002	Wed	1929-2143	27-Nov-02	10.7	17
9	David Cassidy Story,	Sun	1525-1656	16-Jun-02	10.4	17
10	Look Who's Talking T	Sat	1759-1921	09-Feb-02	10.4	17
11	Judge Judy - Series	Fri	1634-1657	19-Apr-02	10.2	16
12	Tony Danza Show	Fri	1603-1628	19-Jul-02	10.1	16
13	What About Joan - Li	Mon	2001-2025	02-Sep-02	10	16
14	Sunset Beach	Fri	1350-1437	19-Jul-02	9.7	16
15	Ricki Lake	Fri	1440-1528	19-Jul-02	9.7	16
16	Popcorn	Thu	1932-1957	05-Dec-02	9.5	15
17	Charmed	Fri	2001-2053	19-Jul-02	9.5	15
18	Malcolm In The Middle	Thu	1932-1955	03-Jan-02	9.1	14
19	Twice In A Lifetime	Sun	1801-1856	08-Sep-02	8.5	14
20	*The Shield	Mon	2208-2302	30-Dec-02	8.3	13

Top programmes on TV3, ranked by rating, viewed by children aged 7 -10 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Coronation Street	Wed	1929-1956	20-Nov-02	22.3	54
2	Emmerdale	Mon	1929-1957	18-Nov-02	12.3	30
3	Bad Girls 4	Mon	2059-2156	17-Jun-02	11.2	26
4	Family Affairs 4	Wed	1804-1827	23-Jan-02	10.4	24
5	Malcolm In The Middle	Thu	1932-1955	13-Jun-02	10.2	23
6	Coronation Street Special	Sun	1929-1955	28-Jul-02	9.7	22
7	An Audience With Kylie	Fri	1959-2058	20-Dec-02	9.6	23
8	Champions League 2002	Wed	1929-2145	11-Dec-02	9.4	23
9	Heartbeat	Sun	2000-2058	15-Dec-02	8.6	21
10	Judge Judy - Series	Mon	1701-1725	28-Oct-02	8.3	20
11	Just Shoot Me 6	Mon	2000-2024	11-Nov-02	8	19
12	Terror Inside, The	Wed	2100-2245	24-Jul-02	7.9	18
13	How Stella Got Her G	Sun	2059-2319	30-Jun-02	7.8	18
14	House Arrest	Mon	1959-2203	30-Dec-02	7.8	19
15	See No Evil, Hear No Evil	Fri	2000-2159	06-Dec-02	7.8	19
16	Grosse Point	Fri	2156-2220	17-May02	7.7	18
17	South Park 4	Fri	2155-2221	11-Jan-02	7.6	17
18	Law And Order SvU	Mon	2159-2251	17-Jun-02	7.5	17
19	A Touch Of Frost	Wed	2100-2228	20-Nov-02	7.4	18
20	All Saints	Fri	1440-1530	20-Dec-02	7.4	18

Top programmes on TV3, ranked by rating, viewed by individuals aged 11 -14 for 2002.

Rank	Programme	Day	Time	Date	TVR	000s
1	Coronation Street	Tue	2059-2127	01-Jan-02	22	62
2	Champions League 2002	Wed	1929-2145	11-Dec-02	17.7	47
3	Charmed	Fri	2001-2055	27-Sep-02	15.3	41
4	Da Ali G Show	Thu	2200-2232	10-Oct-02	15.1	40
5	Emmerdale	Mon	1859-1958	16-Dec-02	13.8	36
6	Happy Gilmore	Sun	2130-2308	03-Feb-02	12	31
7	Atomic Train	Wed	2059-2244	31-Jul-02	11.8	31
8	Malcolm In The Middle	Thu	1931-1955	26-Sep-02	11.3	30
9	Stand By Me	Sat	2106-2244	23-Feb-02	10.8	28
10	Mercury Rising	Sun	2130-2332	10-Mar-02	10.6	28
11	Bowfinger	Sun	2100-2254	24-Nov-02	10.6	28
12	Bone Collector The	Sun	2100-2317	10-Nov-02	10.4	28
13	Big Daddy	Sun	2100-2247	08-Sep-02	10.1	27
14	30 Years Of Emmerdale	Thu	1903-2002	26-Dec-02	9.9	26
15	Will & Grace	Thu	2229-2252	29-Aug-02	9.8	26
16	The Geena Davis Show	Sun	2000-2024	17-Feb-02	9.7	25
17	Haunted House	Wed	2203-2306	22-May-02	9.6	25
18	The Siege	Sun	2101-2320	08-Dec-02	9.5	25
19	Ruthless People	Tue	2059-2250	31-Dec-02	9.2	24
20	First Knight	Sun	2119-2349	31-Mar-02	9.1	24

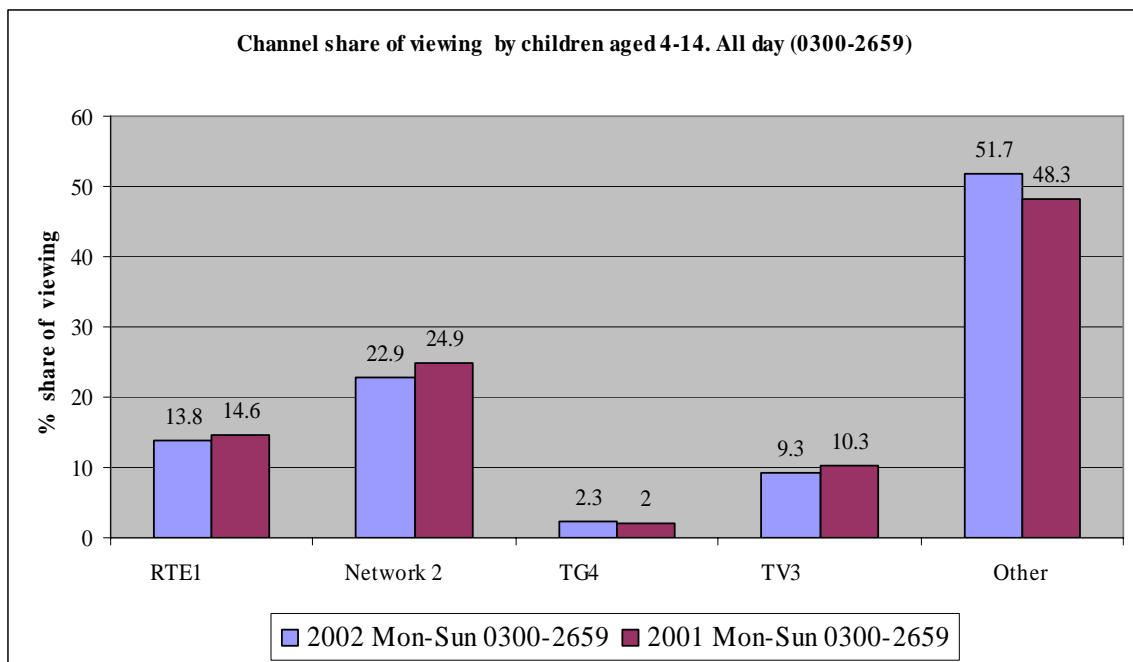
Top programmes on TV3, ranked by rating, viewed by individuals aged 15 -17 for 2002.

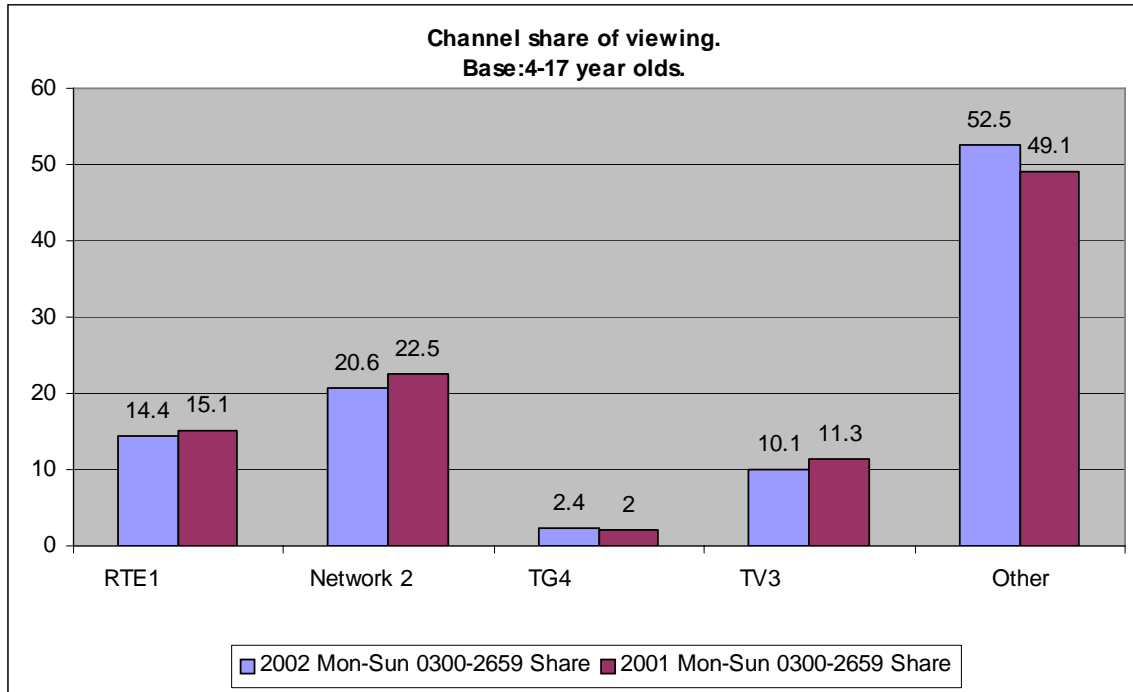
Rank	Programme	Day	Time	Date	TVR	000s
1	Coronation Street	Sun	1929-1956	06-Jan-02	17.3	39
2	A Time To Kill	Sun	2059-2348	16-Jun-02	15	32
3	Cruel Intentions	Sun	2122-2312	09-Jun-02	12.7	25
4	Emmerdale	Mon	1900-1925	28-Jan-02	12.3	28
5	Champions League 2002	Wed	1929-2143	27-Nov-02	12.1	24
6	Bloody Sunday	Sun	2132-2329	20-Jan-02	11.8	26
7	Enemy Of The State	Sun	2132-2401	17-Feb-02	11.8	25
8	Happy Gilmore	Sun	2130-2308	03-Feb-02	11.7	26
9	Sex And The City 4	Thu	2200-2232	11-Apr-02	11.6	24
10	Stepmom	Sun	2059-2322	26-May-02	11.6	25
11	Face Off	Sun	2134-2409	03-Mar-02	10.9	25
12	Judge Judy - Series	Fri	1635-1657	05-Jul-02	10.1	21
13	Snake Eyes	Sun	2101-2252	27-Jan-02	9.8	21
14	Cold Feet	Thu	2058-2157	11-Apr-02	9.4	20
15	Haunted House	Tue	2233-2304	21-May-02	9.3	20
16	Malcolm In The Middle	Thu	1932-1955	02-May-02	9.2	19
17	My Best Friend's Wedding	Sun	2100-2303	01-Dec-02	9.2	19
18	Pretty Woman	Sat	2059-2315	25-May-02	9.1	20
19	Will & Grace Iii	Thu	2231-2255	03-Jan-02	8.8	19
20	American Pie	Sun	2100-2248	23-Jun-02	8.8	18

8. Which of the Irish channels are children watching?

As well as looking at the most popular programmes, the Commission also looked at which channels children are watching. This is done by looking at the 'share' of viewing during 2002. Share of viewing means how much of the children's viewing time did RTE 1, Network 2, TV3 and TG4 attract individually as channels.

The charts that follow look at the overall performance of the station in relation to the target audience, in this case children aged 4-14 and individuals 4-17, and does not identify individual programmes or commercials.

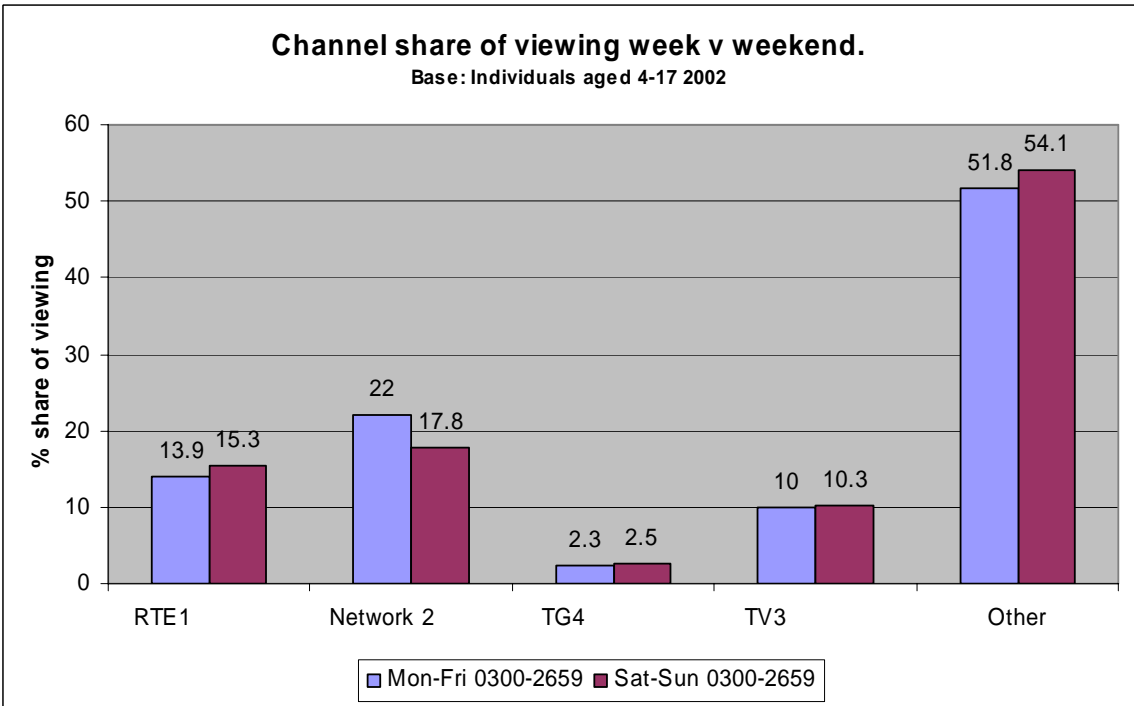
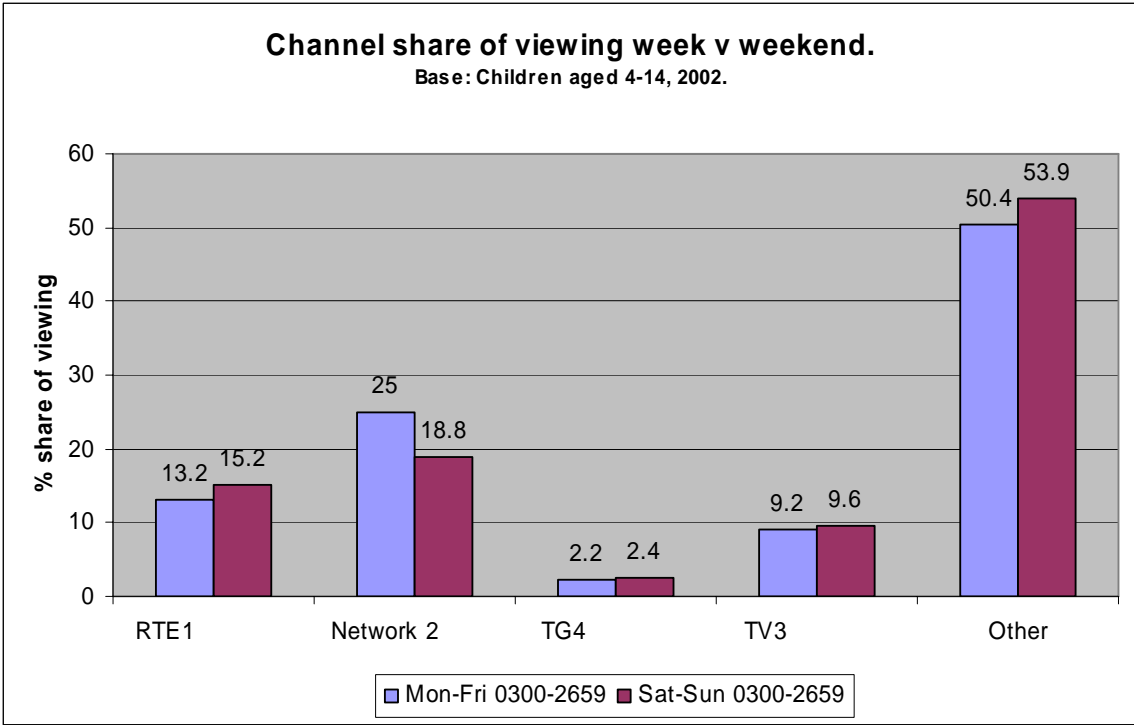




Note: The viewing to 'other channels' here is the sum of viewing to other channels which are available to viewers but are not individually identified in the research. The viewing to these channels is included in total TV viewing figures.

The chart shows that the Irish channels to which the code will apply, in total attract a significant share of children's viewing.

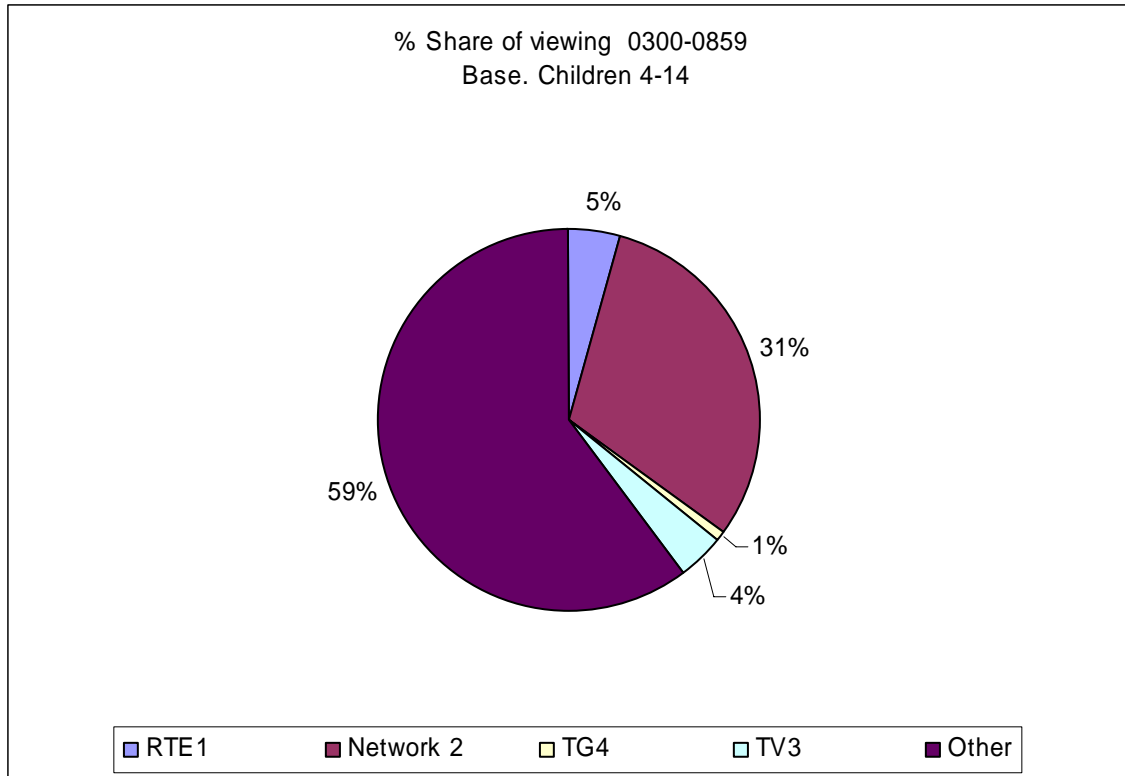
The share of viewing data can also be looked at to compare weekday viewing to weekend viewing for this audience. While NET2 has a higher % share of viewers from Monday to Friday, RTE1, TV3 and TG4 see their share increase at the weekend. The same trend is seen for both 4-14 and 4-17 year olds.



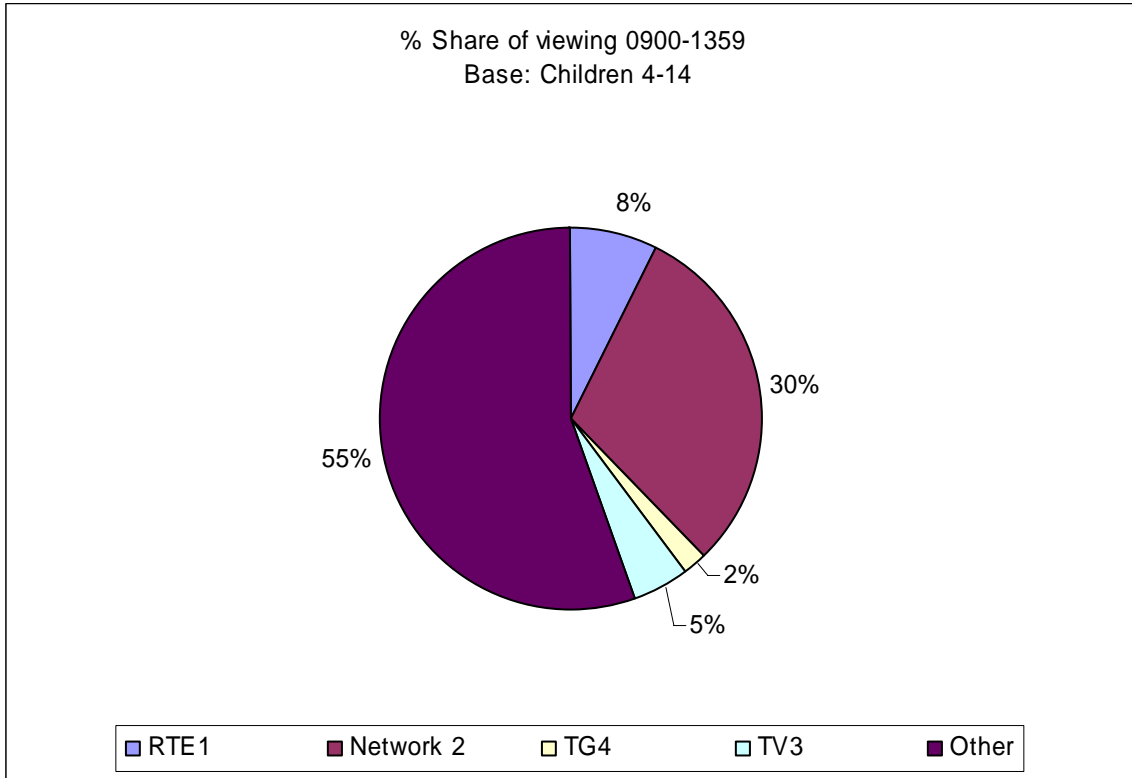
How do children's viewing change according to the time of day?

Having looked at the overall share of viewing, it is possible to further analyse the data to establish the times of day which attract the greater % share of children's viewing on each channel. The charts will indicate according to the time of day, which channels children were watching.

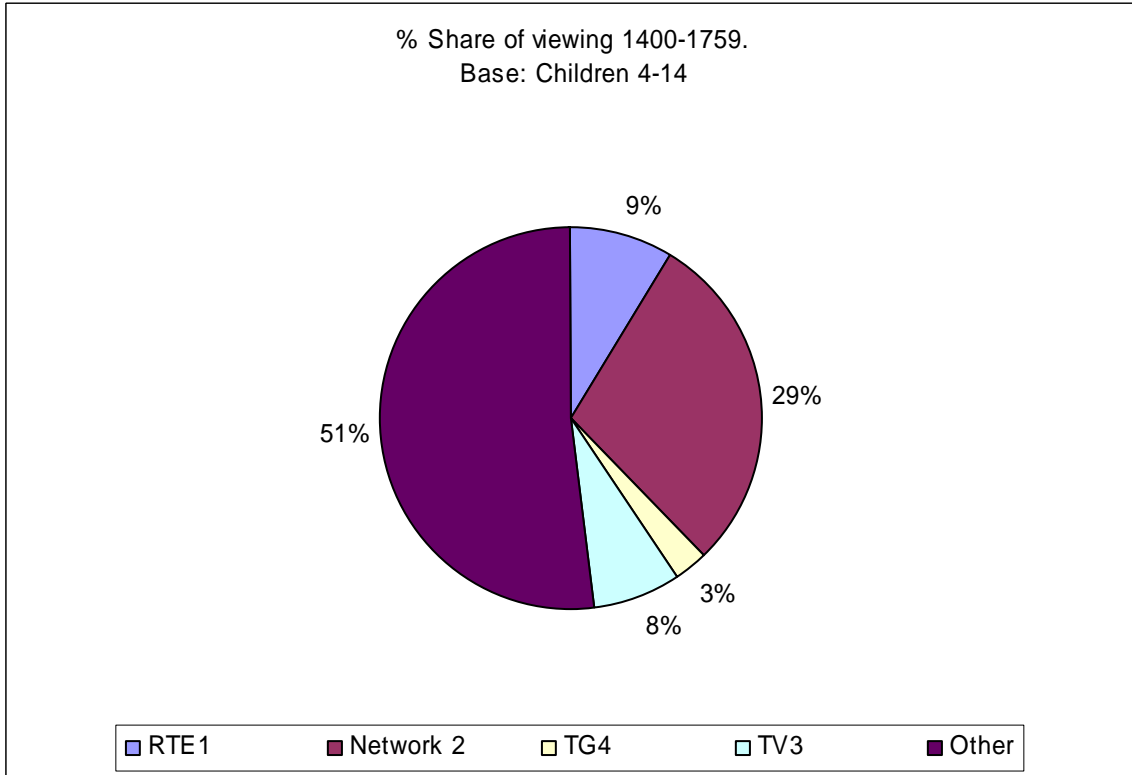
Share of children's viewing aged 4-14. – Early morning



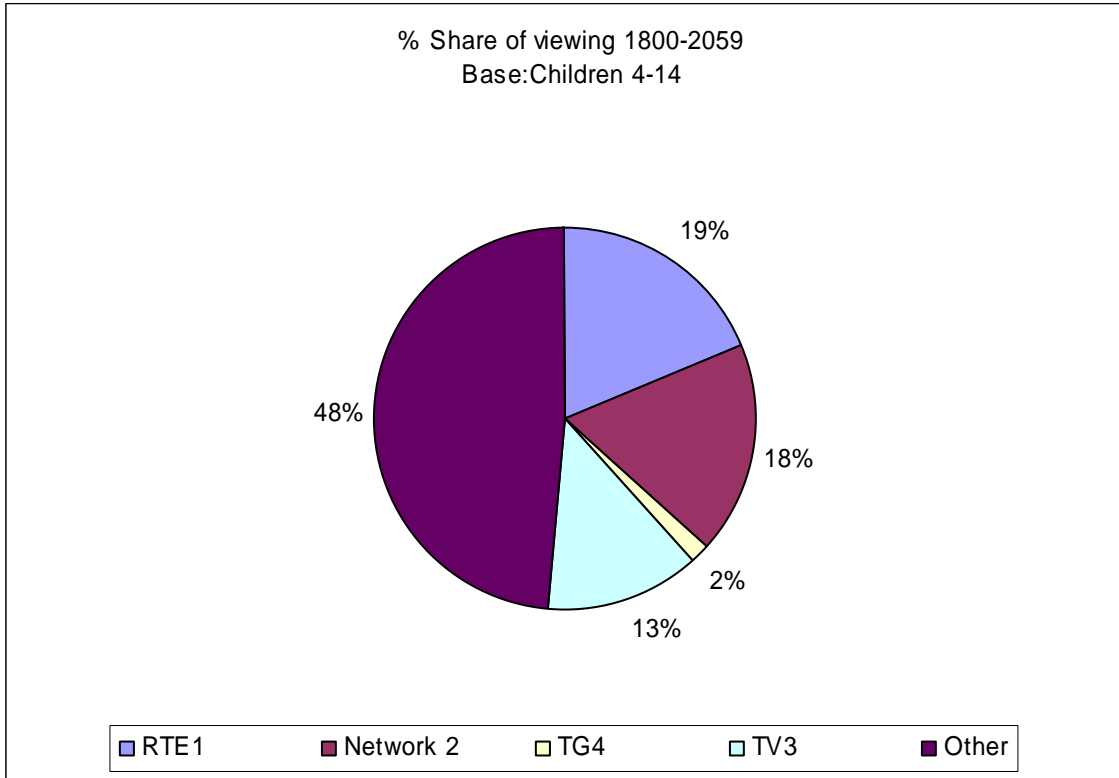
Share of children's viewing children aged 4-14 morning/early afternoon.



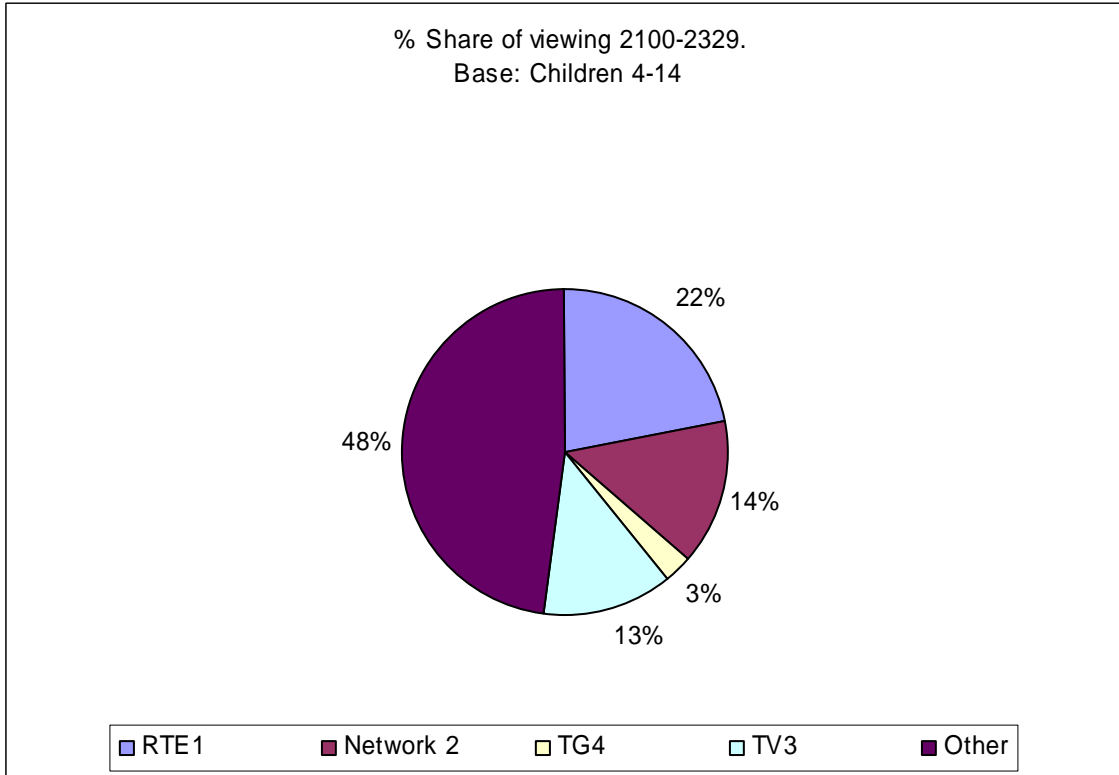
Share of children's viewing children aged 4-14 afternoon.



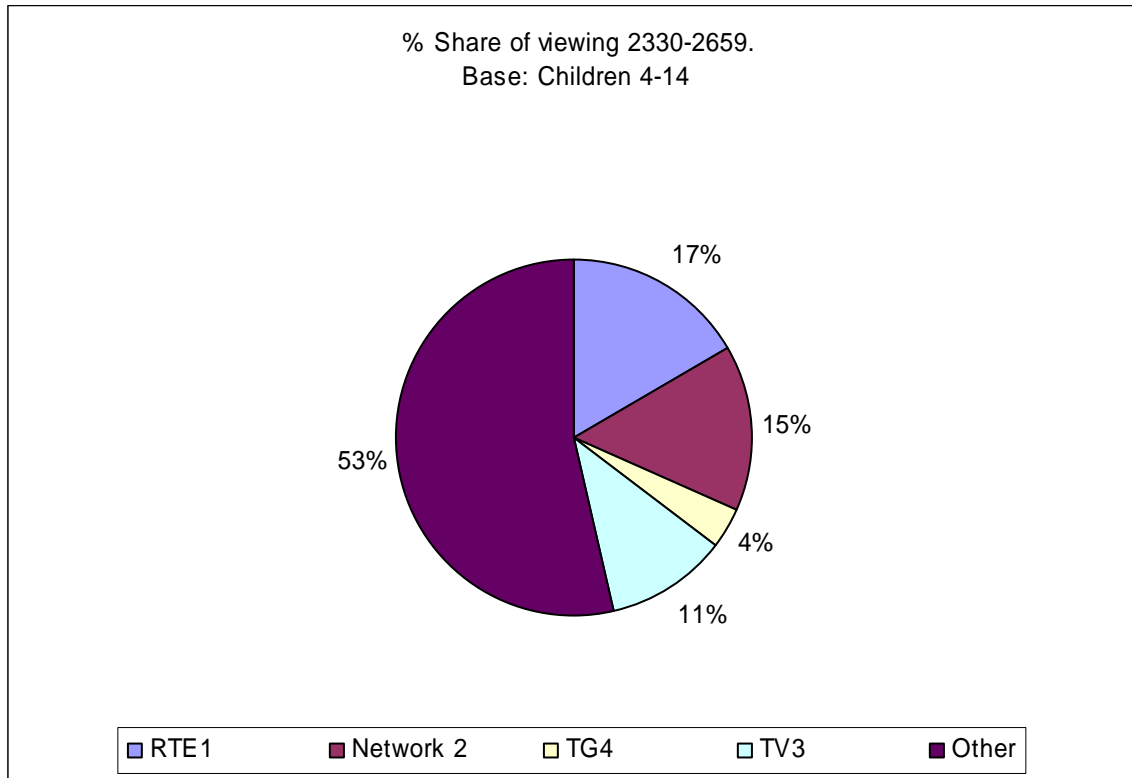
Share of children's viewing children aged 4-14 early peak.



Share of children's viewing children aged 4-14 late peak.



Share of children's viewing children aged 4-14 late night.

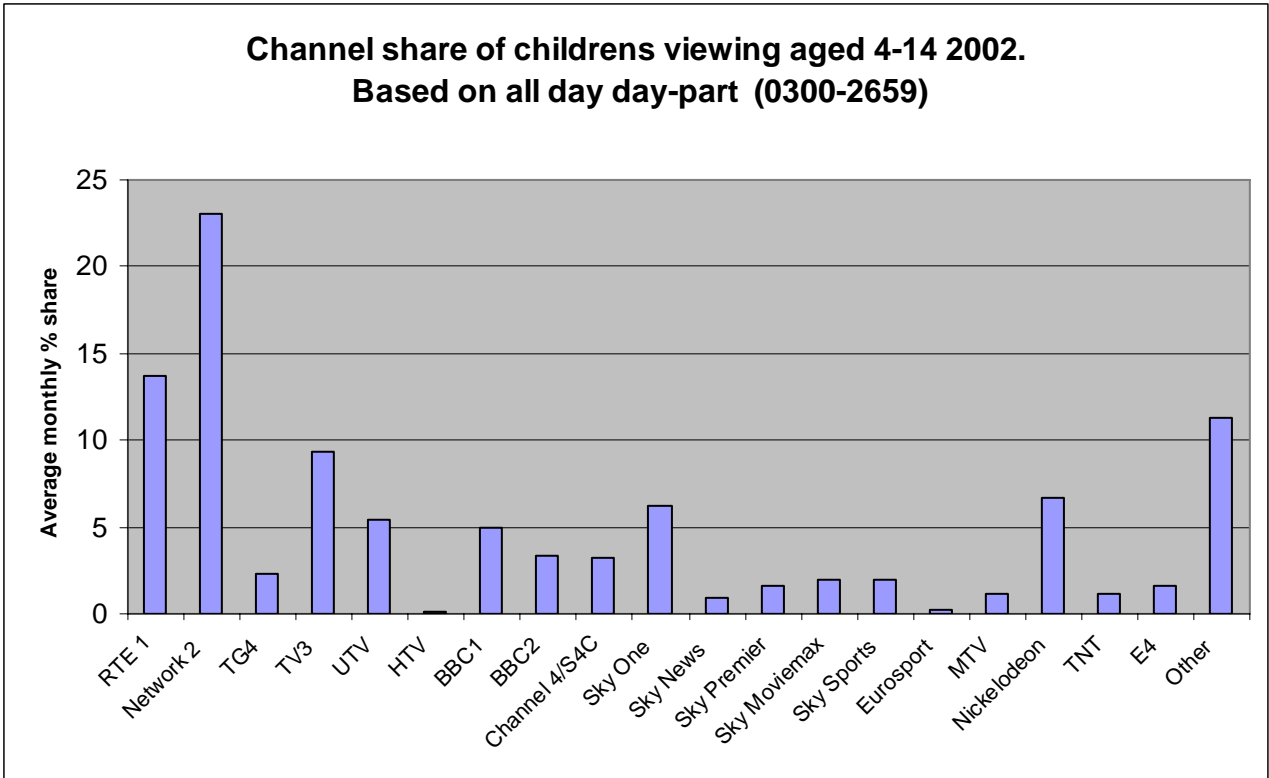


The research shows that even at 11.30pm onwards, children aged 4-14 are watching television programmes and commercials. This raises some issues regarding the balance of responsibility between parents and the television stations. This issue is addressed in the consultation document.

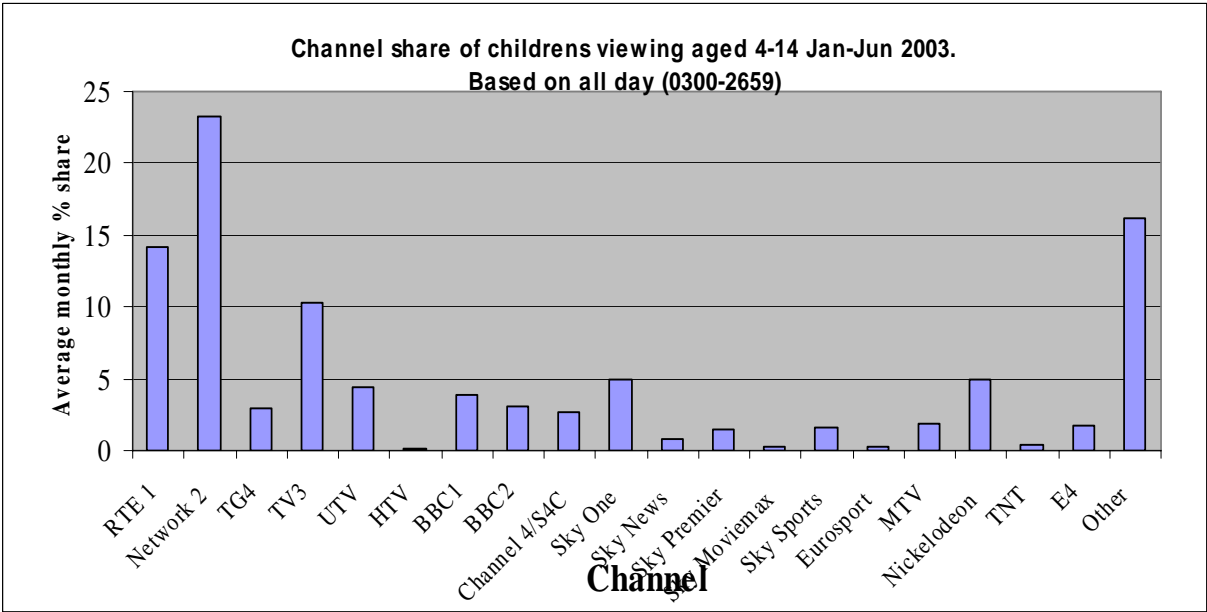
9. What other channels are children watching?

While the Children's advertising code will only apply to the Irish channels identified above, the research looks briefly at what other channels children are watching and how this compares with viewing of the Irish channels. The Commission 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 the children's advertising code was being questioned. The Commission felt it was important to provide some factual information regarding this.

Having looked at the share of viewing which the four indigenous Irish stations attract, the following graph shows these channels put into context against some of the additional channels available to the viewing audience i.e. children but which are not regulated by the children's advertising code. The chart is based on the average monthly % share for children aged 4-14. *Note E4 inclusion was from June 2002.



The chart above displayed viewing to identified channels using 2002 data as being the most recent available full year. The chart below displays the same channels for the period Jan-June 2003 and is provided for information based on 2003 data.



Terms and definitions

In reading the research there are a number of terms that are used. These terms are explained here.

TVR - television rating: A rating is 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.

Share: Share means the percentage of the available audience that is the percentage of the total number of people who were watching television, could have watched that programme. For example a share of 22% for RTE 1 means that of the total amount of people who were actually watching television at that time, 22% of them were watching RTE 1.

000' of viewers: This means the number in thousands of people who were watching. The rating is calculated from the 000's of viewers. For example if 449,000 individuals watched a programme that would equate to 12.5% all individuals (3,580,000).

Day-part: This means a particular time of day. Within the Nielsen audience research, the day is broken up into particular day-parts so that we can check how many people were watching at particular time's e.g. peak time Monday to Friday 1800-2329.

Programme rating: A programme rating is defined as 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.

Top programmes: This means programmes ranked according to their ratings. Top programme listings exclude the news and any programme of less than 20 minutes duration.

Universe: The total population of a particular audience category. NMR 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.

National universe: All Television homes in Ireland.

Terrestrial Television:

Television station received via a normal rooftop or indoor aerial.

Reporting day:

For reporting purposes the Nielsen reporting day runs for 24 hours from 3am. (0300-2659) Times beyond 24:59 are reported using a thirty hour clock. For example 01:00 is shown as 25:00; 02:59 is shown as 26:59 etc.