

Quantitative impact of the regulation on TV advertising
markets in EU Member States, EEA countries, the new
Member States and a number of third party countries

Ireland – Report 3 (8/18)

Stages B and C

V.3.3.

June 2005

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I. About Channels in Ireland

1. Types of broadcast 2002 - 2003

TAB1a	Names	Status	Channel Type (content)	Maximum advertising minutes allowed per hour by law
Channels with a national coverage* *covering at least 80% of the national population	RTE 1	Public service	Mainstream	7,5
	RTE Network 2	Public service	Mainstream	7,5
	TG4	Commercial channel free to air		7,5
	TV3	Commercial channel free to air	Mainstream	9
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country				
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	BBC1	Public service	Mainstream	0
	BBC2	Public service	Mainstream	0
	Channel 4	Commercial channel free to air	Mainstream	
	E4	Commercial channel free to air	Entertainment (incl. Modern Music)	9
	Five	Pay TV (including adv breaks)	Mainstream	
	Sky News	Commercial channel free to air	Information / Business	9
	Sky One	Commercial channel free to air	Entertainment (incl. Modern Music)	9
	Sky Sports 1	Pay TV (including adv breaks)	Sports	9
	Sky Sports 2	Pay TV (including adv breaks)	Sports	9
	Sky Sports 3	Pay TV (including adv breaks)	Sports	
	UTV	Commercial channel free to air	Mainstream	
	International Channels (Worldwide models)	Bravo	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)
CNBC		Commercial channel free to air	Mainstream	
CNN		Pay TV (including adv breaks)	Information / Business	
Discovery		Pay TV (including adv breaks)		
Disney		Pay TV (including adv breaks)	Children	
Eurosport		Pay TV (including adv breaks)	Sports	
MTV		Commercial channel free to air	Entertainment (incl. Modern Music)	
National Geographic		Pay TV (including adv breaks)		
Nickelodeon		Commercial channel free to air	Children	
TNT		Pay TV (including adv breaks)	Children	
TV5	Pay TV (including adv breaks)	Mainstream		
Other Channels	Chorus Digital	Pay TV (including adv breaks)		
	Filmfour	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	
	NTL Digital	Pay TV (including adv breaks)		
	Sky Cinema	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	
	Sky Digital	Pay TV (including adv breaks)		
	Sky Moviemax	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	
	Sky Premier	Pay TV (including adv breaks)	Entertainment (incl. Modern Music)	

1. Types of broadcast 2002 - 2003

TAB1b	Names	Connection Mode	Main Transmission Mode	Comments transmission/ reception mode and/or programme type	
Channels with a national coverage* *covering at least 80% of the national population	RTE 1	Analogical	Terrestrial (Hertzian)	(Also Govt. funded, and has public service aspects)	
	RTE Network 2	Analogical	Terrestrial (Hertzian)	(Also Govt. funded, and broadcasts 68 Hours of Kids TV per week)	
	TG4	Analogical	Terrestrial (Hertzian)	Irish Language Channel (But broadcasts some English Speaking Programmes)	
	TV3	Analogical	Terrestrial (Hertzian)		
Local* Channels *By "local", we mean channels covering specific regions or provinces of the country					
Non-domestic Channels These channels may occasionally have "overlapping" audiences or can be TV stations officially located abroad (headquarters)	BBC1	Analogical	TV Cable		
	BBC2	Analogical	TV Cable		
	Channel 4	Analogical	TV Cable		
	E4	Analogical	TV Cable	Majority transmitted on Cable, some on digital	
	Five	Numerical / digital	Decoder		
	Sky News	Analogical	TV Cable	Majority transmitted on Cable, some on digital	
	Sky One	Analogical	TV Cable	Majority transmitted on Cable, some on digital	
	Sky Sports 1	Numerical / digital	Decoder		
	Sky Sports 2	Numerical / digital	Decoder		
	Sky Sports 3	Numerical / digital	Decoder		
	UTV	Analogical	TV Cable		
	International Channels (Worldwide models)	Bravo	Numerical / digital	Decoder	
		CNBC	Analogical	TV Cable	
CNN		Numerical / digital	Decoder		
Discovery		Analogical	TV Cable		
Disney		Numerical / digital	Decoder		
Eurosport		Analogical	Decoder		
MTV		Analogical	TV Cable		
National		Numerical / digital	Decoder		
Nickelodeon		Analogical	TV Cable		
TNT		Numerical / digital	Decoder		
TV5		Analogical	TV Cable		
Other Channels	Chorus Digital	Numerical / digital	Decoder		
	Filmfour	Numerical / digital	Decoder		
	NTL Digital	Numerical / digital	Decoder		
	Sky Cinema	Numerical / digital	Decoder		
	Sky Digital	Numerical / digital	Decoder		
	Sky Moviemax	Numerical / digital	Decoder		
	Sky Premier	Numerical / digital	Decoder		

Comment about broadcasters

- E4 was launched in June 2002.
- Sky Sports 1 & 2 were launched in October 2003.
- MTV & Nickelodeon (non-domestic channels) were launched in February 2004.
- Setanta Sports (domestic) was launched in August 2004.
- TV5 is no longer carried by NTL.
- At present, there is no other local station besides Chorus that runs on its cable and digital platforms. (Normally, no advertising space is sold on this station.)
- E4, Sky News, Sky One, Sky Sports 1 and Sky Sports 2 are allowed to sell an additional 3 minutes of teleshopping airtime. This additional time is not for spot advertising.

Comments about IDTV

- The audience's fragmentation is increasing as a result of the increased number of stations and the digital platform. The great number of channels (and greater competition) affect the audience and station revenue, but the daily reach has remained relatively level throughout the period covered and to date.
- The advertising and broadcast cluttering is due to the increased number of niche stations and a greater fragmentation, but iTV allows viewers to be more selective about their advertising consumption.
- Main station RTE is a public service broadcaster that is also supported by advertising revenue with no immediate IDTV plans.
- UK stations will be the first to introduce this to the Republic Of Ireland, IDTV will have to follow UK regulations on these stations. Sky Digital is set to introduce IDTV early 2005.

2. TV day parts definitions in Ireland:

- Definition of targets and day parts

TAB2a

	Main dayparts	Aged 15+	
		Average audience* TOTAL TV (rat%) Adults in 2002	Average audience* TOTAL TV (rat%) Adults in 2003
All Day (depending on daily programmes)	06h00-26h29	13,1	12,8
Daytime	06h00-17h59	7,7	7,9
Early Peak	18h00-20h59	31,7	30,7
Last Peak	21h00-23h29	34,9	33,2
Post Peak	23h30-26h29	6,0	5,8

Universes:

2.950.000

3.010.000

Sources

Nielsen Media Research

TAB2b

	Main dayparts	Aged 4-14	
		Average audience* TOTAL TV (rat%) Kids in 2002	Average audience* TOTAL TV (rat%) Kids in 2003
All Day (depending on daily programmes)	06h00-26h29	11,4	10,5
Daytime	06h00-17h59	11,3	10,2
Early Peak	18h00-20h59	24,9	23,5
Last Peak	21h00-23h29	19,2	18,2
Post Peak	23h30-26h29	2,2	2,1

Universes:

658.000

654.000

Sources

Nielsen Media Research

- Early peak + late peak = prime time

* Rating (%) is the audience variable which defines the average number or percentage of people (belonging to a particular target group, e.g. adults or kids) that watch a selection of channels (or television in general) during a specific time period - see methodological report.

3. Audience Share* - All Day

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3a

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	13,1	12,8	11,4	10,5
Channels with a national coverage	RTE 1	29,0	27,4	13,8	14,6
	RTE Network 2	12,1	10,7	22,9	21,6
	TG4	2,6	2,9	2,3	2,7
	TV3	12,7	13,4	9,3	10,5
Local Channels					
Non-domestic Channels	BBC1	8,0	7,6	5,1	4,3
	BBC2	4,2	4,5	3,3	3,2
	Channel 4	4,8	4,5	3,2	2,6
	E4	1,0	1,6	1,0	1,6
	Five	-	-	-	-
	Sky News	1,5	2,1	0,9	0,8
	Sky One	3,4	3,6	6,2	5,3
	Sky Sports 1	-	-	-	-
	Sky Sports 2	-	-	-	-
	Sky Sports 3	-	-	-	-
	UTV	8,4	7,7	5,4	4,7
International Channels (Worldwide models)	Bravo	-	-	-	-
	CNBC	-	-	-	-
	CNN	-	-	-	-
	Discovery	-	-	-	-
	Disney	-	-	-	-
	Eurosport	-	-	-	-
	MTV	-	-	-	-
	National Geographic	-	-	-	-
	Nickelodeon	-	-	-	-
	TNT	-	-	-	-
TV5	-	-	-	-	
Other Channels	Chorus Digital	-	-	-	-
	Filmfour	-	-	-	-
	NTL Digital	-	-	-	-
	Sky Cinema	-	-	-	-
	Sky Digital	-	-	-	-
	Sky Moviemax	-	-	-	-
	Sky Premier	-	-	-	-
TOTAL		87,7	86	73,4	71,9

- Comments:**

E4 was launched in June 2002. Sky Sports 1 & 2 were launched in October 2003. Irish viewers can see UK commercial channels, however, no data is available in relation to these channels.

Therefore the information provided is only for the stations that sell airtime directly to the Irish market. Shares of Sky Sports 1 and Sky Sports 2 are included in "Other".

3. Audience Share* - Prime Time

* If total TV gathers 100 ind., share of each channel in total TV audience

TAB3b

	Names	Aged 15+		Aged 4-14	
		2002	2003	2002	2003
Average Audience (Rat%) - see above	Total TV	33,5	32,0	22,0	20,2
Channels with a national coverage	RTE 1	34,6	33,2	20,4	21,6
	RTE Network 2	11,0	10,6	16,0	15,3
	TG4	2,6	2,7	2,4	2,7
	TV3	12,8	13,1	12,9	13,9
Local Channels					
Non-domestic Channels	BBC1	7,1	6,8	5,2	4,4
	BBC2	3,5	3,7	3,0	2,8
	Channel 4	4,2	4,0	4,0	3,1
	E4	0,8	1,3	0,9	1,5
	Five	-	-	-	-
	Sky News	1,0	1,3	0,8	0,7
	Sky One	3,2	3,4	8,1	6,9
	Sky Sports 1	-	-	-	-
	Sky Sports 2	-	-	-	-
	Sky Sports 3	-	-	-	-
	UTV	9,5	9,1	6,7	6,0
International Channels (Worldwide models)	Bravo	-	-	-	-
	CNBC	-	-	-	-
	CNN	-	-	-	-
	Discovery	-	-	-	-
	Disney	-	-	-	-
	Eurosport	-	-	-	-
	MTV	-	-	-	-
	National Geographic	-	-	-	-
	Nickelodeon	-	-	-	-
	TNT	-	-	-	-
TV5	-	-	-	-	
Other Channels	Chorus Digital	-	-	-	-
	Filmfour	-	-	-	-
	NTL Digital	-	-	-	-
	Sky Cinema	-	-	-	-
	Sky Digital	-	-	-	-
	Sky Moviemax	-	-	-	-
Sky Premier	-	-	-	-	
TOTAL		90,3	89,2	80,4	78,9

- Comments:**

E4 was launched in June 2002. Sky Sports 1 & 2 were launched in October 2003. Irish viewers can see UK commercial channels, however, no data is available in relation to these channels.

Therefore the information provided is only for the stations that sell airtime directly to the Irish market. Shares of Sky Sports 1 and Sky Sports 2 are included in "Other".



II. Advertising

4. Block* breakdown by duration % (yearly)
(based on nation-wide number of blocks) - ALL DAY

2002

2003

Comments: information on the duration
of blocks is not available

* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

4. Block* breakdown by duration % (yearly)
(based on nation-wide number of blocks) - PRIME TIME

2002

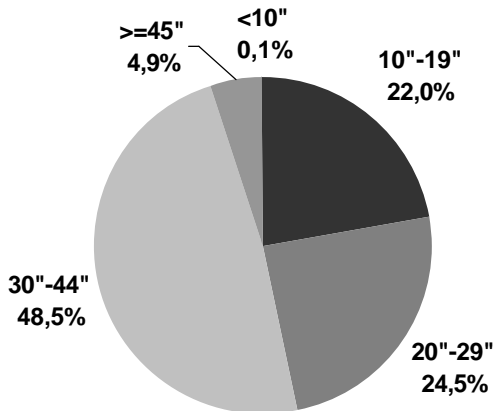
2003

Comments: information on the duration
of blocks is not available

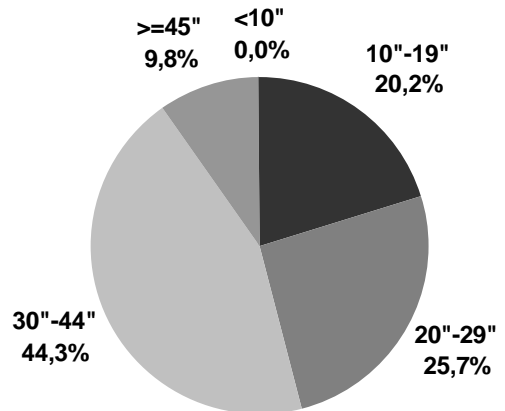
* Block: an advertising period including spots and separated from other parts of the programme by optical and/or acoustic means - see methodological report.

5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - ALL DAY

2002



2003



Average duration: number of seconds: **25,9**

Total number of spots broadcast: **1.044.025**

Average number of spots by channel in a day : **318**

Average duration: number of seconds: **25,8**

Total number of spots broadcast: **1.215.464**

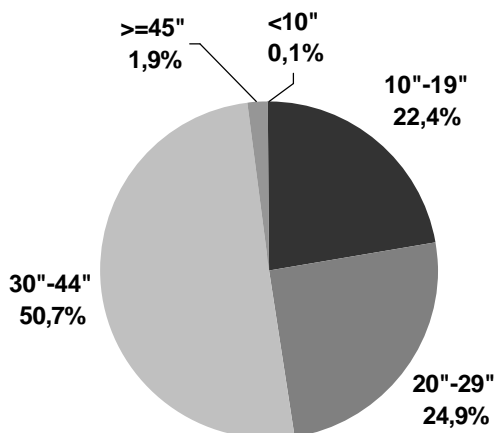
Average number of spots by channel in a day : **370**

9 channels covered: RTE 1, RTE Network 2, TV3, Sky One, Sky News, UTV, Channel 4, E4, TG4

Audience Share: 73,9% (All Day – 2003 – Target Adults 15+)

5. Proportion breakdown of spots per duration % (based on nation-wide number of spots broadcast) - PRIME TIME

2002

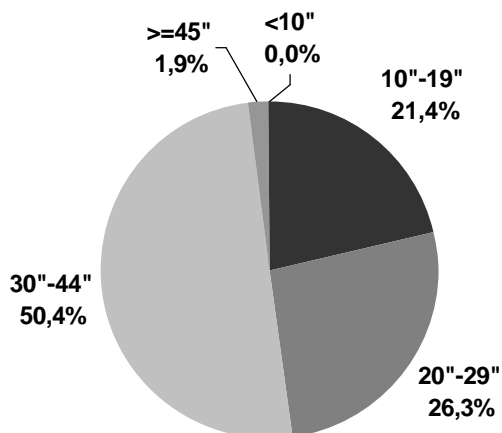


Average duration: number of seconds: **24,4**

Total number of spots broadcast: **356.180**

Average number of spots by channel in a day : **108**

2003



Average duration: number of seconds: **24,3**

Total number of spots broadcast: **407.826**

Average number of spots by channel in a day : **124**

9 channels covered: RTE 1, RTE Network 2, TV3, Sky One, Sky News, UTV, Channel 4, E4, TG4
Audience Share: 78,7% (Prime Time – 2003 – Target Adults 15+)

6. Advertising revenues - Top 5 TV stations

	gross income 2002 in (000) euros	
RTE 1	105.365 €	
TV3	45.800 €	
RTE Network 2	36.065 €	
Sky One	14.080 €	
TG4	2.350 €	% of tot TV in 2002
TOTAL	203.660 €	98%

	gross income 2003 in (000) euros	
RTE 1	101.490 €	
TV3	51.296 €	
RTE Network 2	33.830 €	
Sky One	16.350 €	
E4	2.400 €	% of tot TV in 2003
TOTAL	205.366 €	99%

Sources: RTE and Carat Ireland

- **Comments:**

- Only 7 commercial stations were operating in the Irish market across 2002 & 2003.
- Figures only relate to commercial spot and direct response advertising.

7. National Advertising Category: Definitions (1)

Advertising

- Advertising spots:
 - Traditional advertising slot, transmitted in a break separately from the channel's programme
 - Variable duration, multiples of 5 sec. No programme overlapping
- Advertising spots linked with sponsoring:
 - Spots tied to a sponsorship contract
 - Reinforcement of billboard spots with advertising spots
 - Same as advertising spots but with references to sponsored programmes
- Splitscreen
 - Simultaneous transmission of a programme and advertising (as a banner or a screen section)
- Public interest messages and charity appeals
 - Programme co-produced to provide specific information to a large target audience with no commercial purpose in return for payment
 - Example: political messages, public health campaigns
- Isolated spot
 - Advertising spot which appears alone in a traditional break clearly separated from the rest of the programme
- Insert or product placement:
 - Presence and/or demonstration of a product or service or trademark in a programme, when such presentation is intended to serve advertising
 - With/without financial contribution
- Verbal reference
 - As part of a programme, the host or a famous person names the product and the brand
 - Verbal, lasts a few seconds

7. National Advertising Category: Definitions (2)

Sponsoring

- Sponsoring (billboard spots):
 - Message during which the programme sponsor's name is mentioned
 - Usually shorter than 10 sec./ Short visual or sound quotation, before and/or after the programme
- Break bumper:
 - Type of billboard spot placed in a bumper or jingle
- Sponsored self-promotion spots (trailers):
 - Self-promotion message transmitted by the channel to inform the audience of a forthcoming programme and broadcast time; sponsored by an advertiser
- Infomercial / programming
 - Programme co-produced through a commercial partnership to provide specific information to a selected target audience
 - Example: a bank's new structure or financial possibilities
- Bartering
 - Programme (co)financed by an advertiser against advertising space
- Virtual advertising
 - Advertising messages usually without argumentation (single logos) inserted electronically in special programmes. Overlapping technique with the programme
- Injection / pop-ups
 - Brief inlay of a logo on a small part of the screen, for example during a sequence in slow motion or a crucial phase in a football match
- Scoreboards / chrono watches
 - Includes a billboard that appears in the scoreboards, for example during a sports broadcast

Teleshopping

- Direct Response TV spots (DRTV)
 - Spot prompts audience to call a number to obtain more information or to order a product. With phone number. Often considered as an advertising spot
- Teleshopping spots
 - Category of DRTV spots. Direct offers broadcast to public with a view to supply goods or services, including immovable property, rights and obligations, in return for payment

7. National Advertising Category: National Measurements

	Does this advertising category exist in Ireland ?	Is it used in Ireland ?
Advertising		
Advertising Spots	Yes	Yes
Advertising Spots linked with sponsoring	Yes	Yes
Splitscreen	No	No
Public Interest messages	Yes	Yes
Isolated Spot	Yes	Yes
Insert or Product Placement	No	No
Verbal reference	Yes	Yes
Sponsoring		
Sponsoring (Billboard Spots)	Yes	Yes
BreakBumper	Yes	Yes
Sponsored Self-Promotion Spots (trailers)	Yes	No
Infomercial / programming	Yes	Yes
Bartering	Yes	Yes
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
Teleshopping		
Direct Response TV Spots	Yes	Yes
Teleshopping Spots	No	No

Are they measured ? Please specify value definition modes...		
	... for audience ?	... for investment ?
Advertising		
Advertising Spots	Yes	No
Advertising Spots linked with sponsoring	No	No
Splitscreen	No	No
Public Interest messages	No	No
Isolated Spot	No	No
Insert or Product Placement	No	No
Verbal reference	No	No
Sponsoring		
Sponsoring (Billboard Spots)	No	No
BreakBumper	No	No
Sponsored Self-Promotion Spots (trailers)	No	No
Infomercial / programming	No	No
Bartering	No	No
Virtual Advertising	No	No
Injection / pop up's	No	No
Scoreboards / chronowatches	No	No
Teleshopping		
Direct Response TV Spots	No	No
Teleshopping Spots	No	No

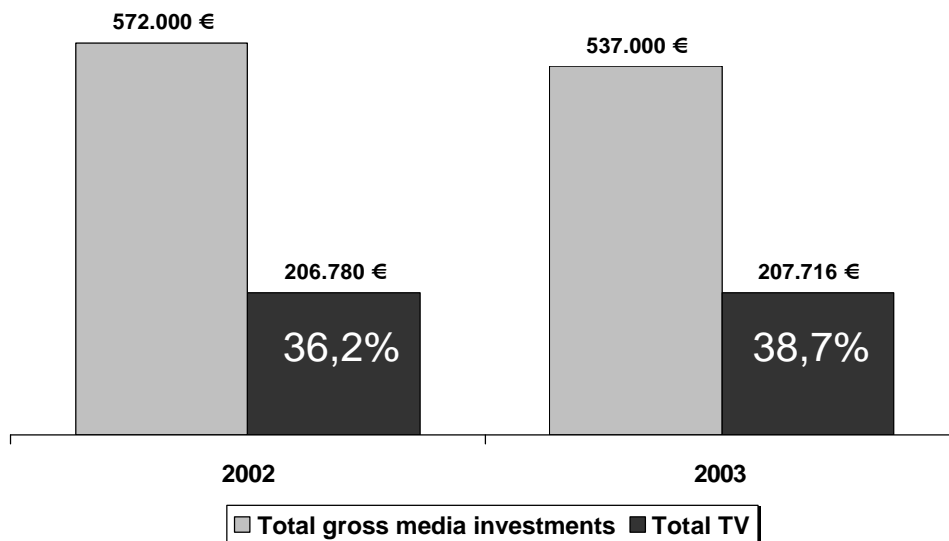
7. National Advertising Category: National Measurements

	Comments	Sources
Advertising		
Advertising Spots	Rating based system, set conversions across different second lengths Main form of TV advertising	Agency estimates
Advertising Spots linked with sponsoring	Only run by stations as their own promos for sponsored programmes	
Splitscreen		
Public Interest messages		
Isolated Spot	Sometimes a commercial spot run during sports programme	
Insert or Product Placement		
Verbal reference	Advertiser may not always be directly involved	
Sponsoring		
Sponsoring (Billboard Spots)		
BreakBumper	Used for Programme Sponsorship	
Sponsored Self-Promotion Spots (trailers)		
Infomercial / programming		
Bartering	Entered the market in 2004	
Virtual Advertising		
Injection / pop up's		
Scoreboards / chronowatches		
Teleshopping		
Direct Response TV Spots	Run as commercial spots	Agency estimates
Teleshopping Spots	On UK stations mainly, or late at night run as non-commercial airtime	

Do you know of other kind of TV advertising messages/action modes in Ireland?
No

8. Media Investments

Rate cards * - in 000 EURO



- Rate cards: based on official rates as applied by media sales houses (see methodological report).

Comments:

- TV investments are based on figures released by RTE and on Carat Ireland's estimates for the other stations. Spending across other media is supplied by IAPI's adspend system.

9. Yearly number of total minutes broadcast - Breakdown by channel

	All Day		Prime Time	
	2002	2003	2002	2003
E4	308.160	525.600	70.620	120.450
RTE 1	525.600	525.600	120.450	120.450
RTE Network 2	525.600	525.600	120.450	120.450
Sky News	525.600	525.600	120.450	120.450
Sky One	525.600	525.600	120.450	120.450
Sky Sports 1	-	132.480	-	30.360
Sky Sports 2	-	132.480	-	30.360
TG4	416.100	416.100	120.450	120.450
TV3	438.000	438.000	120.450	120.450
UTV	525.600	525.600	120.450	120.450
Channel 4	525.600	525.600	120.450	120.450
Total number of minutes	4.315.860	4.798.260	1.034.220	1.144.770
Average Number of hours / day	197	219	47	52
Maximum potential per year in nbr of minutes	525.600	525.600	120.450	120.450
Source :	AC Nielsen			

Comments:

- E4 was launched in June 2002.
- Sky Sports 1 & 2 were launched in October 2003.

10. Category of advertising by Channel - All day

TAB10a		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros	
		2002	2003	2002	2003
TOTAL	E4	50.585	123.870	-	-
	RTE 1	105.053	101.702	-	-
	RTE Network 2	89.772	89.719	-	-
	Sky News	125.815	121.384	-	-
	Sky One	174.270	177.817	-	-
	Sky Sports 1	-	34.608	-	-
	Sky Sports 2	-	33.623	-	-
	TG4	67.989	79.333	-	-
	TV3	164.389	166.926	-	-
	UTV	130.451	126.653	-	-
	Channel 4	143.266	144.711	-	-
TOTAL	1.051.590	1.200.346	-	-	
Advertising Spots :	E4	50.585	123.870	-	-
	RTE 1	103.259	99.561	-	-
	RTE Network 2	87.978	87.578	-	-
	Sky News	125.815	121.384	-	-
	Sky One	174.270	177.817	-	-
	Sky Sports 1	-	34.608	-	-
	Sky Sports 2	-	33.623	-	-
	TG4	67.131	78.457	-	-
	TV3	161.270	162.391	-	-
	UTV	130.451	126.653	-	-
	Channel 4	143.266	144.711	-	-
TOTAL	1.044.025	1.190.653	-	-	
Advertising Spots linked with sponsoring :	E4	0	0	-	-
	RTE 1	3.588	4.282	-	-
	RTE Network 2	-	-	-	-
	Sky News	0	0	-	-
	Sky One	0	0	-	-
	Sky Sports 1	-	0	-	-
	Sky Sports 2	-	0	-	-
	TG4	858	876	-	-
	TV3	3.119	4.535	-	-
	UTV	0	0	-	-
	Channel 4	0	0	-	-
TOTAL	7.565	9.693	-	-	
TOTAL Advertising :	E4	50.585	123.870	-	-
	RTE 1	105.053	101.702	-	-
	RTE Network 2	89.772	89.719	-	-
	Sky News	125.815	121.384	-	-
	Sky One	174.270	177.817	-	-
	Sky Sports 1	-	34.608	-	-
	Sky Sports 2	-	33.623	-	-
	TG4	67.989	79.333	-	-
	TV3	164.389	166.926	-	-
	UTV	130.451	126.653	-	-
	Channel 4	143.266	144.711	-	-
TOTAL	1.051.590	1.200.346	-	-	
TOTAL Sponsoring :	E4	-	-	-	-
	RTE 1	-	-	-	-
	RTE Network 2	-	-	-	-
	Sky News	-	-	-	-
	Sky One	-	-	-	-
	Sky Sports 1	-	-	-	-
	Sky Sports 2	-	-	-	-
	TG4	-	-	-	-
	TV3	-	-	-	-
	UTV	-	-	-	-
	Channel 4	-	-	-	-
TOTAL	-	-	-	-	
TOTAL Teleshopping Spots	E4	-	-	-	-
	RTE 1	-	-	-	-
	RTE Network 2	-	-	-	-
	Sky News	-	-	-	-
	Sky One	-	-	-	-
	Sky Sports 1	-	-	-	-
	Sky Sports 2	-	-	-	-
	TG4	-	-	-	-
	TV3	-	-	-	-
	UTV	-	-	-	-
	Channel 4	-	-	-	-
TOTAL	-	-	-	-	

Note that new adv. or sponsorship techniques are either nonexistent or not measured.

See chapter 7 on the availability of the figures and/or comments on value definition modes.

10. Comments on category of advertising by Channel

- **Comments:**
 - Information is only available on the number of insertions.
 - Information on other typologies is not measured and therefore not available.
 - Information on sponsoring spots is only available for the Irish operated stations.

10. Category of advertising by Channel - Prime Time

TAB10b		Nbr of insertions of every advertising category by channel in a year		Gross adv. Spendings per category in (000) Euros		
		2002	2003	2002	2003	
TOTAL	E4	25.785	52.170	-	-	
	RTE 1	36.356	34.705	-	-	
	RTE Network 2	35.125	36.027	-	-	
	Sky News	51.664	52.646	-	-	
	Sky One	40.940	39.092	-	-	
	Sky Sports 1	-	8.143	-	-	
	Sky Sports 2	-	8.404	-	-	
	TG4	35.260	36.825	-	-	
	TV3	50.324	50.895	-	-	
	UTV	40.847	41.016	-	-	
	Channel 4	39.879	40.239	-	-	
	TOTAL	356.180	400.162	-	-	
Advertising Spots :	E4	25.785	52.170	-	-	
	RTE 1	36.356	34.705	-	-	
	RTE Network 2	35.125	36.027	-	-	
	Sky News	51.664	52.646	-	-	
	Sky One	40.940	39.092	-	-	
	Sky Sports 1	-	8.143	-	-	
	Sky Sports 2	-	8.404	-	-	
	TG4	35.260	36.825	-	-	
	TV3	50.324	50.895	-	-	
	UTV	40.847	41.016	-	-	
	Channel 4	39.879	40.239	-	-	
	TOTAL	356.180	400.162	-	-	
Advertising Spots linked with sponsoring :	E4	-	-	-	-	
	RTE 1	-	-	-	-	
	RTE Network 2	-	-	-	-	
	Sky News	-	-	-	-	
	Sky One	-	-	-	-	
	Sky Sports 1	-	-	-	-	
	Sky Sports 2	-	-	-	-	
	TG4	-	-	-	-	
	TV3	-	-	-	-	
	UTV	-	-	-	-	
	Channel 4	-	-	-	-	
	TOTAL	-	-	-	-	
TOTAL Advertising :	E4	25.785	52.170	-	-	
	RTE 1	36.356	34.705	-	-	
	Sky One	40.940	39.092	-	-	
	Sky Sports 1	-	8.143	-	-	
	Sky Sports 2	-	8.404	-	-	
	TG4	35.260	36.825	-	-	
	TV3	50.324	50.895	-	-	
	UTV	40.847	41.016	-	-	
	Channel 4	39.879	40.239	-	-	
		TOTAL	356.180	400.162	-	-
	TOTAL Sponsoring :	E4	-	-	-	-
RTE 1		-	-	-	-	
RTE Network 2		-	-	-	-	
Sky News		-	-	-	-	
Sky One		-	-	-	-	
Sky Sports 1		-	-	-	-	
Sky Sports 2		-	-	-	-	
TG4		-	-	-	-	
TV3		-	-	-	-	
UTV		-	-	-	-	
Channel 4		-	-	-	-	
	TOTAL	-	-	-	-	
TOTAL Teleshopping Spots	E4	-	-	-	-	
	RTE 1	-	-	-	-	
	RTE Network 2	-	-	-	-	
	Sky News	-	-	-	-	
	Sky One	-	-	-	-	
	Sky Sports 1	-	-	-	-	
	Sky Sports 2	-	-	-	-	
	TG4	-	-	-	-	
	TV3	-	-	-	-	
	UTV	-	-	-	-	
	Channel 4	-	-	-	-	
	TOTAL	-	-	-	-	

Note that new adv. or sponsorship techniques are either nonexistent or not measured
See chapter 7 on the availability of figures and/or comments on value definition modes

10. Comments on category of advertising by Channel

- **Comments:**
 - Information is only available on the number of insertions.
 - Information on other typologies is not measured and therefore not available.
 - Information on sponsoring spots in peak time is not available.



III. Programmes

11. Duration - Breakdown of Programme types

Comments:

- AC Nielsen, which provides the TV information for the Irish market, does not receive correct genre information from broadcasters. Therefore information by type of programme is not available.

12. Typology of Programmes by Channel

Total adv. IN and BEFORE each type of programme

Comments:

- AC Nielsen, which provides the TV information for the Irish market, does not receive correct genre information from broadcasters. Therefore information by type of programme is not available.



IV. Specific products

13. Advertising for Specific Products by Channel

TAB13a ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL	E4	-	3.159	-	15,5%
	RTE 1	-	2.241	-	11,0%
	RTE Network 2	-	2.340	-	11,4%
	Sky News	-	1.952	-	9,6%
	Sky One	-	2.846	-	13,9%
	Sky Sports 1	-	1.924	-	9,4%
	Sky Sports 2	-	1.918	-	9,4%
	TG4	-	944	-	4,6%
	TV3	-	3.114	-	15,2%
	TOTAL	-	20.438	-	100,0%
PRODUCTS DEDICATED TO CHILDREN	E4	-	751	-	4,6%
	RTE 1	-	805	-	4,9%
	RTE Network 2	-	2.274	-	13,9%
	Sky News	-	3.767	-	23,0%
	Sky One	-	5.477	-	33,4%
	Sky Sports 1	-	0	-	0,0%
	Sky Sports 2	-	0	-	0,0%
	TG4	-	1.089	-	6,6%
	TV3	-	2.250	-	13,7%
	TOTAL	-	16.413	-	100,0%
Cleaning Products	E4	-	2.899	-	9,3%
	RTE 1	-	2.460	-	7,9%
	RTE Network 2	-	1.238	-	4,0%
	Sky News	-	4.469	-	14,4%
	Sky One	-	6.387	-	20,6%
	Sky Sports 1	-	834	-	2,7%
	Sky Sports 2	-	738	-	2,4%
	TG4	-	4.274	-	13,8%
	TV3	-	7.733	-	24,9%
	TOTAL	-	31.032	-	100,0%
Cosmetics / Personal Hygiene	E4	-	6.561	-	15,5%
	RTE 1	-	3.951	-	9,3%
	RTE Network 2	-	2.859	-	6,7%
	Sky News	-	4.795	-	11,3%
	Sky One	-	7.375	-	17,4%
	Sky Sports 1	-	1.782	-	4,2%
	Sky Sports 2	-	1.645	-	3,9%
	TG4	-	4.551	-	10,7%
	TV3	-	8.849	-	20,9%
	TOTAL	-	42.368	-	100,0%

Comments:

- ▶ Alcohol is not broken down into separate categories by AC Nielsen. No spirits advertised on Irish TV after June 2003.
- ▶ Figures on child-oriented advertising are rough estimates. The toys category is very fragmented throughout the leisure products classification, as are toy retailers.

13. Advertising for Specific Products by Channel

TAB13b ALL DAY		Sum of Broadcast adv. minutes for specific product by channel in a year (nbr of minutes)		Share of adv. Minutes by channel in a year (%)	
		2002	2003	2002	2003
Food (including drinks)	E4	-	10.932	-	14,4%
	RTE 1	-	9.332	-	12,3%
	RTE Network 2	-	10.537	-	13,9%
	Sky News	-	7.410	-	9,8%
	Sky One	-	19.041	-	25,2%
	Sky Sports 1	-	1.494	-	2,0%
	Sky Sports 2	-	1.356	-	1,8%
	TG4	-	6.412	-	8,5%
	TV3	-	9.169	-	12,1%
	TOTAL	-	75.683	-	100,0%
Non Prescription Medical Products	E4	-	2.190	-	12,1%
	RTE 1	-	1.897	-	10,5%
	RTE Network 2	-	1.224	-	6,8%
	Sky News	-	2.301	-	12,7%
	Sky One	-	3.405	-	18,8%
	Sky Sports 1	-	787	-	4,3%
	Sky Sports 2	-	799	-	4,4%
	TG4	-	2.002	-	11,1%
	TV3	-	3.495	-	19,3%
	TOTAL	-	18.100	-	100,0%
Tobacco	forbidden				

13. Advertising for Specific Products by Channel

TAB13c ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
ALCOHOL	E4	-	6.345	-	15,4%
	RTE 1	-	4.600	-	11,2%
	RTE Network 2	-	4.863	-	11,8%
	Sky News	-	3.841	-	9,3%
	Sky One	-	5.526	-	13,4%
	Sky Sports 1	-	3.865	-	9,4%
	Sky Sports 2	-	3.893	-	9,4%
	TG4	-	2.073	-	5,0%
	TV3	-	6.203	-	15,1%
	TOTAL	-	41.209	-	100,0%
PRODUCTS DEDICATED TO CHILDREN	E4	-	1.934	-	4,8%
	RTE 1	-	2.218	-	5,5%
	RTE Network 2	-	7.163	-	17,8%
	Sky News	-	5.858	-	14,6%
	Sky One	-	14.077	-	35,1%
	Sky Sports 1	-	0	-	0,0%
	Sky Sports 2	-	0	-	0,0%
	TG4	-	3.769	-	9,4%
	TV3	-	5.143	-	12,8%
	TOTAL	-	40.162	-	100,0%
Cleaning Products	E4	-	7.227	-	12,2%
	RTE 1	-	3.314	-	5,6%
	RTE Network 2	-	11.470	-	19,3%
	Sky News	-	5.920	-	10,0%
	Sky One	-	13.895	-	23,4%
	Sky Sports 1	-	1.803	-	3,0%
	Sky Sports 2	-	1.934	-	3,3%
	TG4	-	5.784	-	9,7%
	TV3	-	8.114	-	13,6%
	TOTAL	-	59.461	-	100,0%
Cosmetics / Personal Hygiene	E4	-	16.769	-	15,6%
	RTE 1	-	10.492	-	9,8%
	RTE Network 2	-	7.410	-	6,9%
	Sky News	-	11.867	-	11,1%
	Sky One	-	18.399	-	17,2%
	Sky Sports 1	-	4.589	-	4,3%
	Sky Sports 2	-	4.160	-	3,9%
	TG4	-	11.324	-	10,6%
	TV3	-	22.243	-	20,7%
	TOTAL	-	107.253	-	100,0%

Comments:

- ▶ Alcohol is not broken down into separate categories by AC Nielsen. No spirits advertised on Irish TV after June 2003.
- ▶ Figures on child-oriented advertising are rough estimates. The toys category is very fragmented throughout the leisure products classification, as are toy retailers.

13. Advertising for Specific Products by Channel

TAB13d ALL DAY		Nbr of adv. insertions for specific product by channel in a year		Share of adv. Insertions by channel in a year (%)	
		2002	2003	2002	2003
Food (including drinks)	E4	-	25.860	-	14,3%
	RTE 1	-	22.103	-	12,2%
	RTE Network 2	-	25.212	-	14,0%
	Sky News	-	17.931	-	9,9%
	Sky One	-	44.699	-	24,8%
	Sky Sports 1	-	3.684	-	2,0%
	Sky Sports 2	-	3.345	-	1,9%
	TG4	-	15.382	-	8,5%
	TV3	-	22.346	-	12,4%
	TOTAL	-	180.562	-	100,0%
Non Prescription Medical Products	E4	-	5.993	-	12,6%
	RTE 1	-	5.144	-	10,9%
	RTE Network 2	-	3.377	-	7,1%
	Sky News	-	5.868	-	12,4%
	Sky One	-	8.607	-	18,2%
	Sky Sports 1	-	2.146	-	4,5%
	Sky Sports 2	-	2.132	-	4,5%
	TG4	-	5.109	-	10,8%
	TV3	-	9.007	-	19,0%
TOTAL	-	47.383	-	100,0%	
Tobacco	forbidden				

13. Advertising for Specific Products by Channel

TAB13e ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
ALCOHOL	E4	-	467,83	-	3,5%
	RTE 1	-	5.073,05	-	37,5%
	RTE Network 2	-	2.827,32	-	20,9%
	Sky News	-	223,63	-	1,7%
	Sky One	-	915,82	-	6,8%
	Sky Sports 1	-	110,85	-	0,8%
	Sky Sports 2	-	23,96	-	0,2%
	TG4	-	408,78	-	3,0%
	TV3	-	3.468,19	-	25,7%
	TOTAL	-	13.519,42	-	100,0%
PRODUCTS DEDICATED TO CHILDREN	E4	-	407,62	-	5,4%
	RTE 1	-	467,47	-	6,2%
	RTE Network 2	-	1.509,70	-	20,2%
	Sky News	-	1.234,65	-	16,5%
	Sky One	-	2.966,92	-	39,6%
	Sky Sports 1	-	0,00	-	0,0%
	Sky Sports 2	-	0,00	-	0,0%
	TG4	-	794,37	-	10,6%
	TV3	-	108,40	-	1,4%
	TOTAL	-	7.489,13	-	100,0%
Cleaning Products	E4	-	448,94	-	3,4%
	RTE 1	-	3.559,92	-	27,0%
	RTE Network 2	-	3.870,97	-	29,4%
	Sky News	-	293,03	-	2,2%
	Sky One	-	1.544,11	-	11,7%
	Sky Sports 1	-	42,35	-	0,3%
	Sky Sports 2	-	10,16	-	0,1%
	TG4	-	420,88	-	3,2%
	TV3	-	2.976,19	-	22,6%
	TOTAL	-	13.166,55	-	100,0%
Cosmetics / Personal Hygiene	E4	-	993,51	-	3,4%
	RTE 1	-	9.586,30	-	32,8%
	RTE Network 2	-	3.752,09	-	12,9%
	Sky News	-	648,86	-	2,2%
	Sky One	-	2.500,59	-	8,6%
	Sky Sports 1	-	105,52	-	0,4%
	Sky Sports 2	-	21,78	-	0,1%
	TG4	-	1.400,59	-	4,8%
	TV3	-	10.182,30	-	34,9%
	TOTAL	-	29.191,53	-	100,0%

Comments:

- ▶ Alcohol is not broken down into separate categories by AC Nielsen. No spirits advertised on Irish TV after June 2003.
- ▶ Figures on child-oriented advertising are rough estimates. The toys category is very fragmented throughout the leisure products classification, as are toy retailers.

13. Advertising for Specific Products by Channel

TAB13f ALL DAY		Gross adv. spendings per specific product in (000) Euros		Gross adv. spendings shares (%)	
		2002	2003	2002	2003
Food (including drinks)	E4	-	1.491,83	-	2,9%
	RTE 1	-	21.291,51	-	40,9%
	RTE Network 2	-	10.372,97	-	19,9%
	Sky News	-	1.002,70	-	1,9%
	Sky One	-	5.125,81	-	9,8%
	Sky Sports 1	-	83,74	-	0,2%
	Sky Sports 2	-	16,22	-	0,0%
	TG4	-	1.794,06	-	3,4%
	TV3	-	10.875,80	-	20,9%
	TOTAL	-	52.054,64	-	100,0%
Non Prescription Medical Products	E4	-	371,75	-	2,6%
	RTE 1	-	5.278,73	-	37,5%
	RTE Network 2	-	1.779,60	-	12,6%
	Sky News	-	318,02	-	2,3%
	Sky One	-	1.283,31	-	9,1%
	Sky Sports 1	-	52,28	-	0,4%
	Sky Sports 2	-	13,31	-	0,1%
	TG4	-	651,28	-	4,6%
	TV3	-	4.336,57	-	30,8%
	TOTAL	-	14.084,85	-	100,0%
Tobacco	forbidden				

Comments about Specific Products

- ▶ AC Nielsen introduced a new system at the beginning of 2003 to categorise products. In doing this, they scrapped the old classifications. Therefore, no information is available on product categories for 2002, since product categories are significantly different from current category classifications. Data on spending are based on estimates by Carat Ireland.
- ▶ New proposals on children's advertising in the Republic Of Ireland are excessive and are currently being reviewed. Actually, most advertisers have their own marketing codes.