



Irish viewers watched over  
**3.7 billion**  
hours of TV in 2021

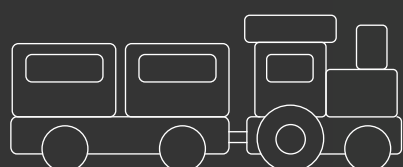


was home to  
**44 of the 50**  
most watched  
TV programmes in 2021



The average Irish adult in a  
TV home, watched TV for  
**2hrs 47mins**  
every day, almost **20hrs**  
a week in 2021

The Late Late  
Toy Show had  
**1.7m**  
**viewers**



& an impressive **€6.6m**  
raised for good causes



RTÉ Sport had  
**7 of the 10**  
most watched free-to-air  
sport programmes.

The All-Ireland Football Final  
on RTÉ2 was the 2nd most  
watched programme after the  
Late Late Toy Show overall

RTÉ Sport's coverage of  
**UEFA Euro 2020**  
also scored big  
with Irish fans with  
**2.5m streams**  
**941,000 viewers** for the final alone

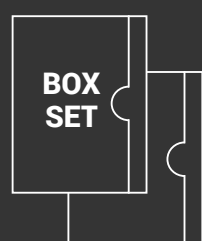


Crime Drama **KIN**  
was watched by  
**687,000 viewers\***  
on RTÉ One. The series  
had a phenomenal **2.5m**  
**streams** on RTÉ Player

**Hidden Assets** & **Smother**  
**531,000 viewers\*** & **481,000 viewers\***

\*Best TV episode

**Box sets**  
generated millions of streams  
on the RTÉ Player  
**Line Of Duty 2.5m &**  
**The Good Wife 1.1m**



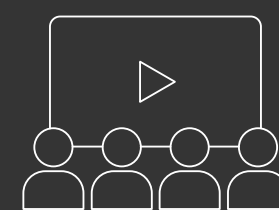
RTÉ Media Sales

# IRISH CONTENT ON RTÉ LEADS TOP 50 MOST WATCHED PROGRAMMES IN IRELAND



In 2021, Irish audiences spent  
twice as much time watching  
broadcaster content than any  
other form of content including  
content from international  
streaming services.

**Fair City**  
streamed over  
**3.3m** times on  
the RTÉ Player



**Home & Away**  
**4.9m**

**Eastenders**  
**3.5m**

Featuring  
among the Top 50  
programmes were:



**13. The  
Late Late Show**  
**695,000 - 8th Jan 2021**

**31. RTÉ  
Investigates**  
Stuck in the Rough  
**520,000 - 18th Jan 2021**

**17. Reeling in  
the Years -2010**  
**654,000 - 11th Apr 2021**

**34. Operation  
Transformation**  
**496,000 - 13th Jan 2021**

**19. Ireland's  
Fittest Family**  
**604,000 - 21st Feb 2021**

**36. Dr Cassidy's  
Casebook**  
**484,000 - 17th May  
2021**

**25. The Tommy  
Tiernan Show**  
**546,000 - 3rd Apr 2021**

**42. Prime Time**  
**456,000 - 7th Jan 2021**

**28. The Case I  
Can't Forget**  
**531,000 - 29th Nov 2021**

**48. Marian**  
**446,000 - 4th Jan 2021**

**30. Let the  
Rest of the  
World Go By**  
**524,000 - 11th Jan 2021**

**RTÉ Six One News**  
on 5th January with  
**798,000**  
**viewers**



Most watched news programme of the year  
on any channel

The broadcast of  
**Oprah with  
Meghan & Harry**  
was watched by



**837,000 viewers**  
on RTÉ2, making it the sixth most watched  
programme of the year, and generated over  
**269,000 streams** on the RTÉ Player

RTÉ Sport, Entertainment, News &  
Current Affairs, Drama, Factual  
programmes and documentaries  
among **most watched**

**7 of the Top 10** most watched TV  
programmes free-to-air sport

Irish Drama **11 of the Top 20** most  
watched programmes on RTÉ  
Player

Over **67 million** RTÉ Player  
streams and 48% increase in time  
spent viewing in 2021

RTÉ ONE | RTÉ 2 | PLAYER

Source: TAM Ireland / Nielsen and AT Internet. All Individuals, consolidated.