

TV Viewing Habits - Ireland - September 2016

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“Despite traditional TV viewing habits remaining strong, TV viewing has become more fragmented. Broadcasters will need to embrace multi-device viewers and develop viewing profiles of consumers who are accessing content in different ways. This will help broadcasters to attract viewers by delivering the right content, on the right platform and device to the right audience.”

– **James Wilson, Research Analyst**

This report looks at the following areas:

- **How are Irish consumers watching TV?**
- **How have Irish consumers' TV viewing habits changed?**
- **Too much TV?**

Despite the growth in on-demand and online streaming services, traditional viewing habits remain strong in Ireland. A large portion of Irish consumers still prefer to watch live TV through a TV set and turn to on-demand platforms after flicking through linear TV channels.

That said, Irish consumers are watching more TV on demand compared to 12 months ago and show a preference for doing so compared to live viewing. As such, broadcasters will be challenged as to how they can reach an increasingly fragmented audience that is watching TV in different locations, using different formats and through multiple devices.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The implications

The Market – What You Need to Know

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