

TV

TV market

As predicted RTÉ revenue increased for the month of June on the back of the World Cup. This was mainly driven by the beers and soft drink category. June revenue finished up 10% for the month leaving their revenue position flat YOY for the first 6 months of 2010.

RTÉ impacts performed extremely well this month with MC M15-34 viewing up 51%, MC A15-34 up 25% and MC HW+CH up 33%. Elsewhere, impacts were up single digits for the majority of audiences on TV3 while the satellite channels continue to struggle. Big Brother made its final debut on E4 but viewing is much lower than predicted with MC A15-34 impacts down 26%. Living started to make a recovery in June with MC A15-34 impacts up 45% and W15-34 up 76%

This year's World Cup figures are on average 7% higher for M15-34 than 2006 World Cup. Ratings are varied by games but to date the highest rating game for this audience was England vs. USA on June 12th. Coming into the quarter finals in July impacts should continue to perform well for the month. RTÉ are predicting revenue to be strong for the month of July also and have released short term pricing for all categories booked late in the month.

TV3 and Setanta to benefit from rule changes

The Broadcasting Authority of Ireland (BAI) looks set to increase the amount of advertising permitted on the three Irish commercial TV stations, TV3, Setanta and City Channel.



The BAI has published draft broadcasting rules which could be implemented by the end of August. The draft BAI rules on advertising propose to revise the maximum amount of advertising permitted per hour from the current maximum of ten minutes up to a maximum of twelve minutes per hour. In addition, the maximum amount of advertising permitted per day would increase from 15% of daily broadcasting time up to 20%.

TAM Ireland launch new research system

TAM Ireland announced details of the new television audience measurement system, to be introduced from September 1st of this year.

In addition to an expanded panel of homes, a key feature of the new system will be its capacity to measure Time Shifted Viewing (TSV) for the first time ever, making Ireland among the earliest

countries to measure such trends in viewing behaviour.

Speaking at the launch of the new system at Dublin's Aviva Stadium, Aidan Dunne, Chairman, TAM Ireland, said, "This is a new era in TV audience research, which will now be funded jointly by all of the broadcasters in Ireland and the major advertising agencies."

Prior to this, the system was underwritten by broadcasters only, originally RTÉ who were then joined in the late 1990's by TV3 and TG4. As well as the major advertising agencies, they have now been joined by Channel 4, UTV, Setanta, Sky, Viacom and Living TV.

The actual measurement will be conducted by Nielsen TV audience measurement, who were re-appointed following a tendering process which attracted submissions from all of the leading TV research companies in the world. "Television audience measurement is unique in that every single minute of viewing by every member of the household (aged four years and over), and their guests, is measured. The data is collected every night and made available to agencies, advertisers and programmers the next day. No other medium subjects itself to such intensive scrutiny or accountability," said Mr Dunne.

Digital & Radio

Update to Yahoo! Mail

Irish Yahoo! Mail users can now integrate with Facebook, Twitter and Flickr to enable them to view their updates from any of these sites via Yahoo! Mail. Users can have their Facebook and Twitter personal applications showing the latest feeds and updates in their mail without leaving Yahoo!



They have also appointed an Irish content editor who is optimising the module on a daily basis to highlight relevant Irish stories from a number of sources including the Irish Times. The top articles on this module are driving between 5,000 and 20,000 clicks per day. This content will enhance the Irish behavioural targeting product as well as resulting in more Irish users browsing further into and staying for longer on the Yahoo.ie site.

Facebook prepares to launch localised ad vehicle



Facebook is on the verge of launching location-based software that will enable users to receive personalised information and advertising based on their current surroundings.

Mark Zuckerberg, founder and chief executive of Facebook said: "Almost any product is better when it is based around personalisation, and the internet is becoming more personalised and personalisable."

Asked about the new app, he added "knowing where a person is, and being able to personalise to what's around them and who's around them, is a really important and valuable thing. "It's a really important area, but it's also a very sensitive one, so we want to make sure we get it right. We're working on it. We're pretty close, we're happy with what we're getting to."

98FM is going back to its roots



The "FM" in 98FM's branding has returned after a two year absence because it "just works", according to chief executive Chris Doyle. The Dublin station unveiled a brand refresh, which returned the traditional radio acronym to its name, having dropped it in 2008 to become Dublin's 98. Doyle said that market research showed strong brand awareness behind the 98FM name, with most people still using it to refer to the station anyway. He also said that the motivation for losing the letters in 2008 was no longer as strong. "There was a lot of talk about DAB (Digital Audio Broadcasting) around that time,

and the thinking was to move away from FM, but DAB's really stalled in the last while," he said. "We've spoken to a lot of people and it just felt right to bring it back."

However, while reclaiming its FM roots, the station is still spreading to other platforms. Its existing iPhone app, which streams the station live, is being updated soon, with an app for other phone types arriving shortly afterwards. Twitter and Facebook will also be used more, with the station's presence on these networks being promoted on air and online. The new look is a shift from the polished purple imagery used for the past two years. The station now sports red as its main colour, with the logo having a more handwritten look.

To support the rebrand, the station will be rolling out a "relatively significant" marketing investment in television, print and outdoor ads in the weeks ahead. There will also be a new fleet of branded vehicles on the capital's streets, with Fiat 500s replacing the station's existing SUVs. Doyle said the ad push was important, not just to promote 98FM, but also to inspire confidence in companies that might be looking to advertise on the station. "I think it would be cheeky of me to ask people to advertise on 98FM if the radio station didn't support or market itself," he said.

Outdoor, Cinema & Press

Visualise Digital launch convenience store network

The digital network will target the convenience store market and will consist of two 19" Amscreen digital screens placed behind the counter, right at the point of purchase in 100 convenience stores.



Included in the network are a number of Spar, Centra, Londis, Mace and Bus Stop convenience stores. 75% of the initial screens will be Dublin based with the remaining screens in Galway, Cork and Limerick.

3D floor graphics

Ambient media continues to launch new and innovative products to reach consumers at point of sale. Visualise have recently launched 3D floor graphics and these are available in all Tesco stores in Republic of Ireland. A special production process is applied to the graphic to give it a 3D effect as shoppers walk along the aisle.

Upcoming cinema releases

July is nearly upon us, typically one of the busiest months of the year for cinema admissions. Despite the sunny weather, the coming month generally draws in the crowds in their hundreds of thousands and this July looks set to continue the trend with the release of some of 2010's biggest blockbusters.



The month kicks off drawing family audiences in with the release of *Shrek Forever After* quickly followed by *Toy Story 3* just three weeks later.

Ad bookings are still being taken for *The Twilight Saga's Eclipse*, guaranteed to reach female audiences in their masses.



Mid-month Christopher Nolan's sci-fi action thriller *Inception* releases to satisfy the appetites of the more discerning, male movie goer, while the action-junkies will be kept on the edge of their seats with the release of *The A-Team* at the end of the month. Catherine Zeta Jones is set to take care of the female audience with her

return to the big screen in the romantic comedy *The Rebound*. With so much top quality movie product on offer, July looks set to storm the 2010 box office.

NNI angered by BAI proposal



The National Newspapers of Ireland (NNI) has expressed outrage at the draft proposal made by the Broadcasting Authority of Ireland (BAI) to increase the amount of advertising allowed on independent commercial television in Ireland.

A spokesperson for the NNI said the nature of the Irish advertising market means that any changes to the rules governing broadcast media will have an immediate knock-on effect on other media but particularly print.

At a time when all media are struggling to generate advertising revenue, the NNI is "extremely concerned" that the BAI is seeking to move to the very limit of what is permitted - not required - under the directive.

The NNI intends to make a formal submission on the matter to the BAI.