

Press Release

Ryan Tubridy favourite talk show host of 2009

Bill O’Herlihy favourite sports presenter

Ireland, 23 December 2009 - Ryan Tubridy celebrates an amazing year by being voted Ireland’s number one chat show host - according to an annual survey carried out by the Reputation Institute on behalf of Chorus ntl. In his first year as Late Late Show host Ryan is a clear TV favourite scoring double the votes of runners-up Podge & Rodge. With 34% of the overall poll, Ryan is clearly a hit with the girls, scoring over 40% of the female vote.

Broadcasting legend Bill O’Herlihy remains the nation’s favourite sports presenter, topping the survey for the second year running.

Simon Kelehan, head of TV for Chorus ntl said: “Hats off to Ryan, our survey shows the Irish public believe Ryan has taken to his new Late Late show role like a duck to water.”

Top three talk show hosts for 2009

Ranking by gender

Male		Female	
1. Ryan Tubridy	28.2%	1. Ryan Tubridy	40.4%
2. Podge & Rodge	22.3%	2. Podge & Rodge	13.5%
3. Miriam O’Callaghan	16.5%	3. Miriam O’Callaghan	12.5%

**full detail attached in information pack*

About the survey

The annual television survey on behalf of cable and media company UPC was carried out this year between October and December 2009. A total of 1056 respondents were asked for their opinions in Ireland. The survey was also carried out in Austria, Switzerland, Belgium, Poland, Hungary, the Czech Republic, Slovakia, Romania, Slovakia and Netherlands. Respondents in those countries were asked to indicate their favourite national sports presenters and pundits. A total of 10.804 respondents completed the survey.

The survey was coordinated by the Reputation Institute, which is one of the leading international market research agencies in the world. This is the sixth time that UPC has commissioned the annual television survey.