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## **Ireland's got the TV factor**

### **X Factor named as Ireland's favourite reality TV programme**

It has been the most talked about programme of the year and despite Irish hopeful Mary Byrne being voted off last night, it seems that we really cannot get enough of the X Factor. According to a new survey\* by UPC Ireland into Irish TV habits the X Factor is Ireland's all time favourite reality TV programme.

The talent show beat off stiff competition to nab the top spot with over one third of Irish people (35.1%) saying it was the best reality programme of all time. TV3's The Apprentice was ranked second with 20.2% while the granddaddy of reality TV Big Brother had to settle for third place with 9.6%.

The UPC survey reveals that almost two thirds (65.3%) of us are regularly watching X Factor on a Saturday night compared with a meagre 11.2% tuning in to watch former MP Ann Widemcombe take a turn around the dance floor on BBC's strictly Come Dancing.

So addicted are we as a nation to the X Factor that 14.3% of us claim to not go out on a Saturday night because we can't miss an episode. However, while we are TV obsessed nation, the majority of us don't let the X Factor come between us and a good night out with 31.6% of people polled saying they still go out but digitally record the show so they can watch it the next day.

Commenting on the findings, Simon Kelehan, Head of Television at UPC said:

"It is clear from the findings that big entertainment shows such as X Factor have now become unmissable television. However, it was heartening to see that we haven't given up socialising altogether with nearly a third of people series linking the show so they can catch up later. UPC currently offers its Digital + to customers from as little as €5 a month allowing you to record up

to 80 hours of your favourite programmes making it an ideal and cost effective Christmas present for all those TV addicts out there.”

For further information on UPC’s Digital + services visit [www.upc.ie](http://www.upc.ie)

**ENDS**

*\*survey carried out by UPC amongst 360 adults across Ireland (56% female, 44% male)*

### **About UPC**

UPC is the European division of Liberty Global, Inc., the world’s leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit [www.upc.ie](http://www.upc.ie)