

A group of five people, three men and two women, are standing on a purple carpeted staircase. They are dressed in professional attire. The background shows the architectural details of the staircase.

TV3 unveils its schedule for the Autumn season

MATTHEW LYNCH, ACCOUNT MANAGER 06 SEP 2017

TV3 rolled out the purple carpet at the National Concert Hall in Dublin last week for the launch of its new season of programming, on which it is spending at least €40 million.

The independent broadcaster made several major announcements across News, Current Affairs, Entertainment, Documentary, Drama and Sport. Leading the announcements, the station confirmed its biggest investment in entertainment to date with Ireland's Got Talent. Ireland's Got Talent will be presented by Lucy Kennedy, with pop maestro Louis Walsh, West End star Denise van Outen, comedian Jason Byrne and outspoken American TV personality Michelle Visage as the shows four judges.

Matt Cooper and Ivan Yates – drive time radio rivals – were also confirmed as the hosts of

The Tonight Show in the 11pm slot vacated by the retired Vincent Browne, as well as comedian Al Porter will soon be seen in his element playing the “Cilla” role in Blind Date, another of TV3’s big new entertainment offerings.

Investment in news and current affairs is another key pillar in a schedule that TV3 Group managing director Pat Kiely described as its most ambitious yet. From this week, a flashy, smart upgrade to its news set will go live.

Commenting on the New Season schedule, TV3 Group Director of Programming, Bill Malone said:

Today is about setting a new tone and a new level for TV3. We are raising the bar higher than ever before with our most ambitious plans yet, with very significant announcements across every genre: Sport, News and Current Affairs, Drama, Factual and Entertainment.

MediaCom Ireland’s Take

With the launch of the new autumn season, we’re glad to see the station being ambitious and taking risks in its new season line-up. Re-booting a classic TV show, launching Ireland’s Got Talent and new current affairs show to compete against the shadow of Vincent Browns greatness are all huge risks to undertake by TV3.

Definitely spicing things up on the Irish TV landscape, RTE must be a little worried as Ireland’s Got Talent is predicted be the station’s biggest earner as well as the biggest threat to RTE’s top rated show “Dancing with the Stars”.

Another positive element to take away is the amount of Irish home grown Irish talent that is appearing in the line-up. We’re a small island, flanked by two of the biggest media

producing countries in the world, America and the UK, so spill over of foreign content onto our screens is inevitable. Therefore, it is a breath of fresh air to see TV3 investing in Irish talent and home grown programmes.

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