



NADIA TOPS THE RATINGS CHARTS

MODEL **Nadia Forde's** arrival in the I'm A Celebrity jungle achieved the highest ratings ever for Irish channel 3e.

Nadia's shrieking arrival into the Celebrity Slammer was watched by an average of 392,500 viewers and a 22.77 per cent share across the 90 minutes.

Profile

It was the highest rating series premiere of the show on 3e ever and up 15.7 per cent on last year's viewership.

The show also hit a ratings

■ Adam **LACEY**

high with a reach of 653,000 viewers.

The Irish model's profile in the UK has also soared as more than 10 million viewers tuned into the first episode of the series.

The show was the ratings winner of the night in the UK as the ITV reality show attracted an average audience of 10.07 million viewers at 9pm — with an added 240,000 on the ITV+1.