

# Public perception of Public Service Broadcasting in Ireland

*Report by Mercury Insights, on behalf of the Broadcasting Authority of  
Ireland*

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## 1 Executive Summary

Behaviour & Attitudes (B&A) was appointed in February 2016 to undertake an annual tracker survey, over a three-year period 2016 – 2018, to provide statistical information on, and track over time, public opinion/perception of public service broadcasting (PSB) in Ireland in terms of public service value and importance.

This companion report provides a commentary on the space that public service broadcasting occupies in the Irish broadcasting landscape, highlighting the unique and, comparatively, distinctive role that PSB plays as well as some of the potential challenges that may lie ahead for PSB in Ireland and possible resulting concerns for the BAI as a regulator.

A full summary of the key findings from the research is included as an annex to this report.

At an overall level, the research indicates that Ireland's PSBs perform well in delivering broad, trusted, balanced coverage of what's happening in Ireland today by way of their mix of programming content, from News and Current Affairs to Sport and Arts & Culture, in both the English and Irish languages.

The B&A research focussed predominantly on RTÉ and TG4. However, for context, the survey also explored, via attitudinal statements, how the other national commercial Irish channels (Virgin Media group) and the most viewed UK free-to-air and commercial services in Ireland (BBC, Sky and Channel 4 services) compared in terms of the principal public service objects of the PSBs.

While some of the other national commercial Irish channels and the UK free-to-air and commercial services were perceived to meet a broad mix of other viewer needs linked to the PSB remit, (from quality children's programming to the use of technology to deliver content and, of course, in the delivery of more general entertainment), RTÉ consistently out-performed these channels with significantly higher scores in each of the six categories of positive attitudinal statements.

But competition for audiences is not limited to other TV channels. Smart technology brings personalisation and on-demand content together on TV-like devices, changing and challenging the way that audiences find and recognise PSB content.

One of the key requirements of PSB in Ireland is to cater for the expectations of the community generally, as well as members of the community with special or minority interests. This is becoming increasingly difficult to achieve in a congested and converged media environment with rapidly-evolving consumption habits across all audience groups.

Large commercial content providers and subscription video-on-demand services can produce high volumes of high-quality content with mass audience appeal, while on-demand content available on 'free' platforms such as YouTube provides easy and instant access to every kind of niche content imaginable.

Despite this squeeze, in Ireland there are still areas where PSBs stand out.

RTÉ's key public service broadcasting strengths relate to the categories of 'Representing diversity & alternative viewpoints', 'Informing our understanding of the world' and 'Trust & Liberty of expression'. TG4, meanwhile, is perceived to be performing particularly well with regard to reflecting Irish cultural identity, and at the same time representing diversity and alternative viewpoints.

While the long-term funding of PSB is a topic for debate across Europe, the model for contestable funding for quality, culturally-relevant content in Ireland (via the BAI's Sound and Vision scheme) does help to ensure that funding is available for the production of high-quality, sometimes niche, content which speaks to a common denominator across the Irish audience – our shared culture.

Overall, the results of the B&A survey are reassuring in showing that public service broadcasting continues to occupy a uniquely important place in the Irish broadcasting landscape and that the complementary services of RTÉ and TG4 do meet the broad range of PSB objectives.

## 2 Background

The Broadcasting Authority of Ireland (BAI) was established on October 1st, 2009 under the Broadcasting Act, 2009 (“2009 Act”), as the independent regulator for radio and television broadcasters in Ireland. Its functions include the licensing of commercial and community radio and television services, the making of broadcasting codes and rules, and the provision of funding for programming and archiving relating to Irish culture, heritage and experience.

The BAI also has a number of responsibilities in respect of RTÉ and TG4, Ireland’s public service broadcasters. These include matters relating to their public funding activities and an assessment of the extent to which they have fulfilled their statutory remit as set out in the 2009 Act. The BAI has an overarching duty to ensure that the needs of Irish viewers and listeners are served; and the public interest is at the heart of its policy deliberations and activities.

### 2.1 Ireland’s public service broadcasters

RTÉ and TG4 are the two national free-to-air public service broadcasters in Ireland and their services are required to be available, as far as is reasonably practicable, to the whole community of the island of Ireland. All services provided by these broadcasters are required to have the character of a public service.

RTÉ, which is part-funded by the licence fee and part-funded by commercial revenue, has a broad remit, with responsibility for the provision of radio and television services in both the English and Irish languages. Its television services are RTÉ One, RTÉ One HD, RTÉ One +1, RTÉ 2, RTÉ 2 HD, RTÉ 2 + 1, RTÉjr and RTÉ News Now. RTÉ operates four primary radio stations (RTÉ Radio 1, RTÉ 2fm, RTÉ lyric fm and RTÉ Raidió na Gaeltachta) with five additional digital radio services (RTÉ Radio 1 Extra, RTÉ Pulse, RTÉ Gold, RTÉ 2XM, and RTÉjr Radio). RTÉ, through 2rn, also manages the free-to-air digital terrestrial television service, Saorview.

RTÉ is required to be responsive to the interests and concerns of the whole community within the island of Ireland, and to have special regard for elements that distinguish that culture and, in particular, the Irish language.

TG4, which is funded mainly by the Irish Exchequer, with additional income from the sale of commercial air-time, has responsibility for the provision of a television service whose range of programming is primarily in the Irish language, reflecting the varied elements which make up the culture of the whole of the island of Ireland with special regard for elements that distinguish that culture and, in particular, the Gaeltacht (Irish-speaking) regions.

In addition to the above, related services provided by the broadcasters in support of their principal functions include websites and teletext services, maintaining choirs and other cultural performing groups, establishing and maintaining archives and libraries, and providing other services subject to the consent of the Minister for Communications, Climate Action and Environment.

The key aim of the statistical survey was to establish how well the public perceive the public service media to be delivering on their principal objects as set out in the 2009 Act.<sup>1</sup>

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<sup>1</sup> Full details of RTÉ’s objects, functions and statutory obligations are provided in sections 113 to 116 of the Act; full details of TG4’s objects, functions and statutory obligations are provided in sections 117 to 119 of the Act.

### **3 Comment: Challenges for the future of Public Service Broadcasting**

Across Europe, public service broadcasting continues to form the backbone of the public media sphere, with an expectation that it will stimulate “public debates and democratic discourse, cultural diversity, creativity, education, social solidarity and social welfare”<sup>2</sup>.

In this context, it is very reassuring that the results of the B&A research show that Public Service Broadcasting in Ireland is in relatively good health and retains broad and deep public support.

However, the traditional audience/broadcaster relationship has changed fundamentally in recent years. The current media environment is complex and congested and audiences are more fragmented than ever before - generating significant challenges for our society and the place of Public Service Broadcasting within it.

#### **3.1 PSB content and the changing media consumption habits of audiences**

Audiences now have access to a huge volume of content from a very broad range of sources, across many devices.

Some of these devices, such as Smart TVs, may operate very much like a ‘traditional’ TV. The B&A research indicated that between 2016 and 2018 the number of homes on the island of Ireland with a Smart TV rose from 25% to 41%. In the same timeframe the number of adults watching subscription on-demand services such as Netflix increased by 16 percentage points – from 35% in 2016 to 51% in 2018.

The B&A research shows that the majority of Irish adults watch online content at home. However, less than half of Irish adults (47%) agreed that RTÉ used new technology to broaden the availability of its programmes<sup>3</sup> and only two in ten (20%) felt that TG4 did so.

This should perhaps be an area for concern as it may indicate, at least from an audience perspective, that PSBs are not taking full advantage of technology to make it easy for audiences to find their content – or perhaps for the PSB content to find the audience. This comes into even sharper focus when considering the viewing habits of young people given that viewing online content at home is almost universal among 16-24 year olds (97%), with 25-34 year olds close behind at 93% and 35-49 years olds at 90%.

It could be argued that, in a media environment that prizes individualism and personalisation and in which the diverse needs of very fragmented audiences are being met by a wide range of personalised on-demand services, PSBs with their requirement to meet the needs of *all* audiences, while reflecting PSB values and objects, are at a distinct disadvantage in terms of making their content distinct enough to cut through.

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<sup>2</sup>[https://cdn.epra.org/attachments/files/3337/original/Plenary1\\_PSM\\_background\\_paper\\_final\\_public\\_version.pdf](https://cdn.epra.org/attachments/files/3337/original/Plenary1_PSM_background_paper_final_public_version.pdf)

<sup>3</sup> It should be noted that the fieldwork for this study was carried out before RTÉ launched the current RTÉ player <https://www.rte.ie/player/>

### **3.2 Support for funding**

Although not the main focus of the research, it is notable that support for the licence fee remains steady, but a significant minority do question licence fee funding. Despite the popularity of RTÉ, 27% of respondents to the B&A survey believed that it should not be supported by funding from the TV licence fee. In the case of TG4, the figure was 16%.

Even though TG4 scored lower than other channels for ‘programmes that I want to watch’, the majority of respondents to the B&A survey acknowledged the importance of public funding for TG4 which suggests that, even if people are not watching TG4, they still recognise and value TG4 content and feel it should be supported through public funding.

While the findings above may indicate an acknowledgement of the necessity of public funding for the delivery of public service broadcasting relating to recognisably culturally-relevant content; the same findings could also suggest weaker knowledge about the necessity of (or even rejection of/challenge to) public funding for the delivery of a more diverse portfolio of public service content.

Public funding connects those providing the services with those paying for them and allows the PSBs to be held to account for how the licence fee is spent. However, if research from the UK communications regulator, (Ofcom)<sup>4</sup>, can be used as an indicator, knowledge of how media, and in particular public service media (including PSB websites and players), is funded is far from universal, especially among younger audiences.

If the public does not understand how media are funded, and the potential consequences of different funding or business models on the content produced and/or disseminated by the different media platforms, it becomes more difficult to illustrate the relationship between public funding and impartiality, or social value. This increases the risk that the licence fee can be perceived as an unnecessary ‘doubling up’ or ‘double-taxing’ when PSB channels are carried as part of paid-for subscription bundle services.

The more the public is aware of the purpose and value of public service content – across all platforms, not just TV - and the essential role that the licence fee plays in supporting the production of that content, the better the chances are that the licence fee will be seen as providing public value, not just for the individual, but for society.

### **3.3 Declining trust in media**

The B&A data show that PSB in Ireland enjoys a relatively high level of trust, especially in relation to news. This echoes the findings from the Reuters Digital News Report Ireland 2018<sup>5</sup> which showed that Irish consumers are more trusting of ‘most news’ than the EU average (71% in Ireland vs 62% in Europe, with older consumers more trusting of news than younger consumers). The most trusted news brand in Ireland is RTÉ.

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<sup>4</sup> Ofcom. (2018): Adults’ Media Use and Attitudes Report  
[https://www.ofcom.org.uk/data/assets/pdf\\_file/0011/113222/Adults-Media-Use-and-Attitudes-Report-2018.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0011/113222/Adults-Media-Use-and-Attitudes-Report-2018.pdf)

<sup>5</sup>

[http://www.presscouncil.ie/fileupload/Reuters%20Institute%20Digital%20News%20Report%20\(Ireland\)%202018.pdf](http://www.presscouncil.ie/fileupload/Reuters%20Institute%20Digital%20News%20Report%20(Ireland)%202018.pdf)

However, this situation is not stable. As highlighted by the *LSE Truth, Trust and Technology Commission*<sup>6</sup> report on *Tackling the Information Crisis: A Policy Framework for Media System Resilience*<sup>7</sup>, there is a global trend of declining trust in traditional and/or trustworthy news sources. This loss of trust may be compounded by the apparent 'outsourcing' of decision-making when it comes to selecting verifiable content – as noted in the 2018 study led by Dr. Eugenia Siapera<sup>8</sup> where some respondents would say that they thought content was reliable because 'it was shared by a friend who is very knowledgeable on this topic'.

The Reuters Digital News Report Ireland 2018 also examined Irish consumers' level of concern about, and exposure to, disinformation and it showed that 57% of Irish consumers were concerned about disinformation. The results also showed that 61% are very or extremely concerned about political or commercial disinformation but only 17% had recalled seeing this kind of disinformation. When asked who should address disinformation, 76% believed that journalists and media companies should do more to address it.

### **3.4 A changing regulatory environment**

The 2018 EPRA paper *Public service and public interest content in the digital age: taking stock of stakeholders' views*<sup>9</sup> noted that Public Service Media across Europe are "operating in media landscapes characterised by increasing connectivity, individualisation of content, new consumption patterns, and greater global competition faced by historical national operators. These disruptive elements are impacting PSM's remit, missions and scope of activities and also raise many regulatory questions".

Research from Ofcom<sup>10</sup> on media regulation in the UK indicated that there is confusion about what content is regulated and, when it is regulated, how it is regulated.

The growing reach and influence of video-on-demand (VOD) platforms such as YouTube and subscription video-on-demand (SVOD) platforms such as Netflix have been recognised in the revised European Audiovisual Media Services Directive<sup>11</sup> (AVMSD) which now covers services such as YouTube, as well as audiovisual content shared on social media services such as Facebook.

The new Directive strengthens protections on video-on-demand services and extends the obligation to protect minors to video-sharing platforms as well as calling on video-sharing platforms to take appropriate measures to protect people from incitement to violence or hatred and from content constituting criminal offences.

The revised AVMS Directive entered into force in November 2018 and Member States have 21 months to transpose it into national legislation. While it is not yet clear how the implementation of the revised Directive will be managed in Ireland, once those structures have been established and the AVMSD has

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<sup>6</sup> <http://www.lse.ac.uk/media-and-communications/truth-trust-and-technology-commission> accessed 01/04/2019

<sup>7</sup> <http://www.lse.ac.uk/media-and-communications/assets/documents/research/T3-Report-Tackling-the-Information-Crisis-v6.pdf> accessed 01/04/2019

<sup>8</sup> Siapera E. (in print) Netflix and Bing? Exploring New Cultures of Media Consumption.

<sup>9</sup> [https://cdn.epra.org/attachments/files/3337/original/Plenary1\\_PSM\\_background\\_paper\\_final\\_public\\_version.pdf](https://cdn.epra.org/attachments/files/3337/original/Plenary1_PSM_background_paper_final_public_version.pdf)

<sup>10</sup> Ofcom. (2018): Adults' Media Use and Attitudes Report

[https://www.ofcom.org.uk/data/assets/pdf\\_file/0011/113222/Adults-Media-Use-and-Attitudes-Report-2018.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0011/113222/Adults-Media-Use-and-Attitudes-Report-2018.pdf)

<sup>11</sup> <https://ec.europa.eu/digital-single-market/en/revision-audiovisual-media-services-directive-avmsd>



been transposed, it is likely that the general public will need support in terms of understanding the rights of the audience and the responsibilities of the platforms under the new legislation.

## 4 Conclusion

There are strong signs that public service broadcasting in Ireland is performing well in terms of meeting the requirements laid out in the statutory objects of the public service broadcasters.

RTÉ enjoys a strong association with the remit, values and responsibilities of public service broadcasting, and the majority (85%) of Irish adults watch RTÉ at least weekly, with over half (57%) watching on a daily basis.

There is also good association with the remit, values and responsibilities of public service broadcasting for TG4, although viewing levels are not as good as RTÉ. Less than half of Irish adults (45%) watch TG4 at least weekly and one in three (30%) never watch it.

As part of the research, respondents were asked to rate their experience of public service broadcasting from RTÉ and TG4 on a ten-point scale, taking into consideration TV and radio as well as online and mobile content to produce a general measurement of public service broadcasting in Ireland. The overall PSB experience mean rating<sup>12</sup> for RTÉ was 6.9 out of 10 and TG4 scored 6.1 out of 10. These ratings were consistent over the three years from 2016 to 2018.

The mean ratings for both channels peaked in the 50+ age group (7.1 for RTÉ and 6.5 for TG4) and were lowest for the 25-34 age group (6.7 for RTÉ and 5.5 for TG4).

When looking in more granular detail at the responses relating to the attitudinal statements, it is clear that RTÉ performs extremely well on key indicators to do with trust and scores 7.9 out of 10 in relation to the attitudinal statement “First service in the event of a national emergency or disaster”.

However, RTÉ records relatively low ratings on new, engaging, provocative content that makes people stop and think.

TG4 scores well in relation to news, arts and culture coverage and providing a fresh view on Irish life, but lower scores are recorded for TG4 in relation to the provision of entertaining content that people want to watch.

Overall, there also appears to be a positive indication that public perception of public service broadcasting from both RTÉ and TG4 is improving. More people in the Republic of Ireland feel that the public service broadcasting experience has improved (49% RTÉ and 37% for TG4) rather than deteriorated (10% for RTÉ and 2% for TG4) in the last three years.

In 2018, 62% of all adults in Ireland indicated that they are satisfied with the RTÉ public service broadcasting experience, and 53% were satisfied with TG4 - representing a significant increase in satisfaction with TG4 since 2016 (36%).

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<sup>12</sup> It is worth noting that the overall rating is based on all of the services provided by each of the PSBs. As the two PSBs provide different sets of services (e.g. TG4 does not broadcast radio), it is not possible to make a direct comparison between the two PSBs for this question.

While PSBs in Ireland are currently in good health and occupy a unique place in the Irish broadcasting landscape, public service broadcasting across Europe is coming under increasing pressure, and Irish media are not immune to those pressures.

A potential key challenge to PSB in Ireland will be the 'findability' of PSB content.

Preliminary results from the 2018 *Netflix and Binge? Exploring New Cultures of Media Consumption*<sup>13</sup> study by Dr. Eugenia Siapera, School of Communications DCU found that audiences moved seamlessly between one medium and another, one news outlet and another, and would not distinguish between them. The study found that, on the whole, most respondents paid little attention to where the content originated from (in terms of brands) and generally used statements such as 'I saw it somewhere on the internet, don't remember where'.

Audiences have access to so much content, across so many devices, often highly personalised and on demand, that PSBs cannot depend on audiences, especially younger audiences, to come to a PSB platform. Similarly, PSBs must find ways of retaining their distinctiveness so that audiences will recognise and value PSB content wherever they find it.

A recent EPRA report suggests that, if PSBs want to attract and hold on to their young audiences, "they must produce offerings which correspond to the interests of this social group and disseminate them on the channels which are used by them"<sup>14</sup>.

In this context, therefore, it could be argued that both RTÉ and TG4 might benefit from better positioning themselves to more effectively reach a youth audience in an increasingly fragmented media environment.

Declining trust in media is a global concern. As noted in the 2019 Reuters Digital News Report<sup>15</sup>, while levels of trust in news in Ireland are relatively high by international standards with the highest trust among RTÉ consumers. However, continued discussion about the quality of news media and regulation of online political advertising has been an ongoing debate in Ireland which may have contributed to an overall decline of trust in news to 48% from 54% last year. While decline in trust in news in Ireland may not currently be a significant problem, it may be wise to consider what safeguards could be introduced to ensure that the current high levels of trust in Irish news, and especially PSB news, are maintained, drawing on the lessons emerging across Europe.

When the information that reaches people online is driven by business models based on algorithms which can favour and reward sensationalism and shareability over accuracy and reliability, PSBs must work hard to demonstrate PSB values and maintain the relatively high levels of trust that PSB still enjoys.

As argued by Noel Curran Director General of the EBU, the role of PSBs has never been more critical for society and for democracy giving the audience a voice and helping them make informed decisions – about their lives, their societies and their governments<sup>16</sup>.

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<sup>13</sup> Siapera E. (in print) *Netflix and Binge? Exploring New Cultures of Media Consumption*.

<sup>14</sup> P.8 Public service and public interest content in the digital age: taking stock of stakeholders' views [https://cdn.epra.org/attachments/files/3337/original/Plenary1\\_PSM\\_background\\_paper\\_final\\_public\\_version.pdf](https://cdn.epra.org/attachments/files/3337/original/Plenary1_PSM_background_paper_final_public_version.pdf)

<sup>15</sup> [https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2019-06/DNR\\_2019\\_FINAL\\_1.pdf](https://reutersinstitute.politics.ox.ac.uk/sites/default/files/2019-06/DNR_2019_FINAL_1.pdf) - accessed 20/6/2019  
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<sup>16</sup> <https://www.ebu.ch/news/2018/11/50-ways-to-make-it-better> Accessed 01/04/2019

His comments relate to the publication of the *50 Ways to make it better* report<sup>17</sup> from the EBU which highlights practical and concrete methods currently being employed by PSBs around the world to build engagement and trust.

Some of the projects highlighted are also designed to raise awareness of the cultural importance and uniqueness of PSB content, as well as the value for money that PSB licence fees represent – an approach which also might bear fruit in an Irish context as part of the balancing act of making PSB content attractive without risking its cultural distinctiveness and value.

Some of these projects also demonstrate the unique role the PSBs play as part of coordinated, cross-sector projects and initiatives. A role that was excellently demonstrated by both RTÉ and TG4 in March 2019 through their support for the “Be Media Smart”<sup>18</sup> campaign facilitated by Media Literacy Ireland<sup>19</sup>.

In summary, the B&A research indicates that PSB in Ireland delivers significant public benefit. Securing its future is therefore a major public policy issue. However, this is also likely to be a complex process, requiring a long-term, multi-faceted approach supported by a range of actors to ensure that PSB remains adequately funded, recognised and valued as a cornerstone of our social, cultural and democratic values, by Irish people from all walks of life.

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<sup>17</sup> <https://www.ebu.ch/publications/news-report-2018-50-ways-to-make-it-better> Accessed 01/04/2019

<sup>18</sup> <https://www.bemediasmart.ie/> accessed 3/12/2018

<sup>19</sup> <https://www.medialiteracyireland.ie> accessed 3/12/2018

## 5 Summary of Research

### (i) Research objectives

*Behaviour & Attitudes (B&A)* was appointed in February 2016 to undertake an annual tracker survey to provide statistical information on and track, over time, public opinion/perception of public service broadcasting in Ireland in terms of public service value and importance and, in particular, public opinion on how the public service broadcasters are delivering on their principal objects as set out in the 2009 Act.

The key aim of the statistical survey was to establish how well the public perceive the public service media (PSM) to be delivering their principal objects as set out in the 2009 Act.<sup>20</sup>

### (ii) Methodology

The PSB objects, as set out at *Appendix 2*, establish the key activities and responsibilities of both RTÉ and TG4. For example, each PSB is to establish, maintain and operate a national television broadcasting service, which shall have the character of a public service, be a free-to-air service and be made available, in so far as it is reasonably practicable, to the whole community on the island of Ireland. Specifically, with regard to programming, the services must provide *inter alia* a comprehensive range of programmes that reflect the cultural diversity of the whole of the island of Ireland including programmes that entertain, inform and educate as well as the coverage of news, current affairs, sporting, religious and cultural activities. RTÉ's programming (in the Irish and English languages) should cater for the expectations of the community generally as well as those communities with special or minority interests. TG4 must ensure that its programming caters for the expectations of all age groups in the community whose preferred spoken language is Irish or who have an interest in Irish.

These objects were transposed into attitudinal statements whose impacts could then be measured. In total, 33 statements were employed by B&A for this statistical survey. Respondents were asked to rate their experience of public service broadcasting from RTÉ and TG4 under these statements. The results of the survey, therefore, provide information about how, in the audiences' view, the PSB are performing in terms of delivering public service programmes and fulfilling their respective legislative objects.

To provide context for the results of the statistical survey and to understand the space in which the Irish PSB operate, respondents were also asked to consider the statements in respect of the national commercial Irish channels (TV3 group) and of the most viewed UK free-to-air and commercial services (BBC, Sky and Channel 4 services) in Ireland.

An in-home face-to-face *ad hoc* methodology was adopted for this survey. As both RTÉ and TG4 have statutory obligations for the whole island of Ireland, the survey was designed to deliver a representative sample of the adult population, aged 16 years+, in both the Republic of Ireland ("ROI") and Northern Ireland ("NI"). Quotas were set in terms of demographic variables such as age, gender, social class and region type (urban versus rural locations), with population variables such as Irish language proficiency falling out in their natural

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<sup>20</sup> Full details of all of RTÉ's objects, functions and statutory obligations are provided in sections 113 to 116 of the Act; full details of all of TG4's objects, functions and statutory obligations are provided in sections 117 to 119 of the Act.

proportions across the sample. Interviewing took place in March 2016 and again in March 2017, and during March and early April in 2018. Notable events in 2016 included the General Election and Easter Rising 1916 centenary commemorations which were considered major special events for each of the PSBs.

1,505 interviews were conducted in total for the survey: 1,203 in ROI; and 302 in NI. Accordingly, in some instances, findings are provided for the island of Ireland ("IOI"), the Republic of Ireland ("ROI") and Northern Ireland ("NI").

### **(iii) Public Service Broadcasting Attitudinal Statements Ratings**

Respondents to the survey were presented with a series of 33 attitudinal statements, designed to represent the principal public service broadcaster objects.

Examples of statements include *'Its programmes give me a sense of the different cultures within the island of Ireland today'* and *'It provides a wide range of Irish cultural programmes'*. Respondents were asked to rate their overall perception of public service broadcasting from both RTÉ and TG4 on a ten-point scale, where 10 was extremely satisfied with the delivery of the said statement and 1 was not satisfied at all. The statements were designed to incorporate all aspects of a PSB service, including its television, radio and online offerings, as appropriate.

For the purposes of analysis and the presentation of the results in this report, the 33 attitudinal statements described above have been grouped together under seven categories. The full list of statements as well as the category under which each statement is grouped is illustrated below. The following tables present the mean scores for how well the audience perceived each of the PSBs were delivering against each of the statements.

**Table 1: PSB Attitudinal Statements - ROI**

		RTÉ			TG4		
		2016	2017	2018	2016	2017	2018
Category	Statement	Mean 1/10	Mean 1/10	Mean 1/10	Mean 1/10	Mean 1/10	Mean 1/10
<b>Representing diversity and alternative viewpoints</b>	A sense of the different cultures	6.7	6.9	6.9	6.1	6.3	6.4
	Sense of the different viewpoints	6.9	7.1	7.1	5.9	6.0	5.9
<b>Reflecting Irish cultural identity</b>	Irish language programmes fresh view on Ireland	6.2	6.3	6.4	6.8	7.0	6.8
	English language programmes fresh view on Ireland	7.0	7.2	7.2	5.2	5.4	5.4
	It provides a wide range of Irish sporting programmes	n/a	7.2	7.1	n/a	6.8	6.8
	It provides a wide range of Irish cultural programmes	n/a	6.8	7.0	n/a	7.2	7.2
	It provides a wide range of Irish religious programmes	n/a	6.1	6.4	n/a	6.0	5.7
	Represents people not like me	5.7	5.8	5.6	5.8	5.9	5.8
	Irish language programmes reflect a range of interests	6.1	6.2	6.2	6.6	6.8	6.7
	Promote the arts in Ireland, in particular, Irish music and dance	6.9	6.7	7.0	7.2	7.4	7.4
<b>Informing our understanding of the world</b>	Quality programmes for children	6.4	6.7	6.6	5.6	5.8	5.9
	Quality programmes for adults	6.9	7.0	7.0	5.9	6.1	6.1
	Help me understand world today	6.8	7.1	7.2	5.3	5.5	5.4
	Covers news well in the Irish language	6.3	6.5	6.5	7.7	8.0	7.9
	First service in the event of a national emergency or disaster	7.5	7.8	7.9	4.4	4.8	4.4
	Programmes cover what's happening in Ireland today	7.3	7.4	7.4	6.2	6.4	6.1
	Highlight and explore matters of public importance	7.2	7.4	7.3	5.8	6.0	5.9

*Q.12 I would like to ask you to rate this series of values for both RTÉ and TG4 based on your experience?*

**Table 2 - PSB Attitudinal Statements**

Mean Scores		RTÉ			TG4		
		2016	2017	2018	2016	2017	2018
Category	Statement	Mean 1/10	Mean 1/10	Mean 1/10	Mean 1/10	Mean 1/10	Mean 1/10
<b>Trust and Liberty of expression</b>	Programmes offer a range of opinions and views	6.9	7.0	7.0	5.8	6.8	5.7
	I trust this channel	7.2	7.5	7.4	6.8	7.2	6.8
	Its news is trustworthy	7.6	7.7	7.6	7.0	7.3	7.0
	Presents political opinion in a fair and balanced manner	6.8	7.0	7.1	5.9	6.2	6.0
<b>Innovation, Creativity, Originality</b>	New ideas and different approaches	6.4	6.7	6.7	5.6	6.2	5.8
	Always something new or interesting	6.1	6.3	6.3	5.4	5.7	5.5
	Provides a wide range of new programmes	6.8	6.9	7.0	6.3	6.9	6.6
	New technology to broaden availability	6.7	7.1	7.1	6.0	6.5	6.3
<b>Engagement</b>	Programmes that I want to watch	6.5	6.8	6.7	4.9	5.5	5.1
	Often challenge how I see the world	6.2	6.7	6.6	5.3	5.6	5.4
	The service I turn on to be entertained	6.2	6.5	6.5	4.8	5.2	4.9
	I wouldn't miss the service if it was no longer available	5.0	4.9	4.9	5.9	5.6	6.2
	It provides well made, high quality programmes	6.9	7.1	7	6.1	6.0	6.2
	Programmes that make me stop and think	6.2	6.3	6.4	5.3	5.4	5.2
	Big national events sporting, cultural or political	7.3	7.4	7.4	5.9	6.3	6.0
<b>Support for funding (shouldn't be supported from licence fee)</b>	I don't think they should be supported by funding from the TV licence fee	5.3	5.0	4.9	5.2	4.9	4.6

*Q.12 I would like to ask you to rate this series of values for both RTÉ and TG4 based on your experience?*

As shown in Tables 1 and 2, at a broad level, PSB associations in the Republic of Ireland have stabilised or improved year-on-year for RTÉ, and have stabilized or dipped for TG4.



#### **(iv) Summary of PSB Attitudinal Statements Ratings for RTÉ**

In the case of RTÉ, increases were recorded across all positive statements in between 2016 and 2017 with an increase of 0.3 for the following 9 statements:

- Quality programmes for children (+0.3)
- Help me understand world today (+0.3)
- First service in the event of a national emergency or disaster (+0.3)
- I trust this channel (+0.3)
- New ideas and different approaches (+0.3)
- New technology to broaden availability (+0.3)
- Programmes that I want to watch (+0.3)
- Often challenge how I see the world (+0.3)
- The service I turn on to be entertained (+0.3)

Favourable audience opinion towards the broadcaster was also reflected in the reductions in mean ratings for the negative statements of '*I wouldn't miss the service if it was no longer available*'(-0.1) and '*I don't think they should be supported by funding from the TV licence fee*' (-0.3).

Between 2017 and 2018 the mean scores for 13 of the 31 positive statements stayed at the same level while there were increases in the mean scores for the following 9 of 31 positive statements:

- Irish language programmes fresh view on Ireland (+0.1)
- It provides a wide range of Irish cultural programmes (+0.2)
- It provides a wide range of Irish religious programmes (+0.3)
- Promote the arts in Ireland, in particular, Irish music and dance (+0.3)
- Help me understand world today (+0.1)
- First service in the event of a national emergency or disaster (+0.1)
- Presents political opinion in a fair and balanced manner (+0.1)
- Provides a wide range of new programmes (+0.1)
- Programmes that make me stop and think (+0.1)

Between 2017 and 2018 the mean scores declined for the following 9 of 31 positive statements for RTÉ:

- It provides a wide range of Irish sporting programmes (-0.1)
- Represents people like me (-0.2)
- Quality programmes for children (-0.1)
- Highlight and explore matters of public importance (-0.1)
- I trust this channel (-0.1)
- Its news is trustworthy (-0.1)
- Programmes that I want to watch (-0.1)
- Often challenge how I see the world (-0.1)
- It provides well-made, high quality programmes (-0.1)

In 2018 there was again a reduction in mean rating for the negative statement of '*I don't think they should be supported by funding from the TV licence fee*' (-0.1).

#### **(v) Summary of PSB Attitudinal Statements Ratings for TG4**

Between 2016 and 2017, audience ratings increased for TG4 across all statements with the exception of one statement '*I wouldn't miss the service if it was no longer available*' which remained unchanged. The highest shifts were recorded for the following statements:

- Covers news well in the Irish language (+0.3)
- First service in the event of a national emergency or disaster (+0.4)
- Programmes offer a range of opinions and views (+1.0)
- Its news is trustworthy (+0.3)
- Presents political opinion in a fair and balanced manner (+0.3)
- New ideas and different approaches (+0.6)
- Always something new or interesting (+0.3)
- Provides a wide range of new programmes (+0.6)
- New technology to broaden availability (+0.5)
- Programmes that I want to watch (+0.6)
- Often challenge how I see the world (+0.3)
- The service I turn on to be entertained (+0.4)
- Big national events sporting, cultural or political (+0.4)
- I wouldn't miss the service if it was no longer available (-0.3)
- I don't think they should be supported by funding from the TV licence fee (-0.3)

Between 2017 and 2018, audience ratings stayed at the same level for 5 of the 31 positive statements and increased for TG4 across 3 of the 31 positive attitudinal statements:

- A sense of different cultures (+0.1)
- Quality programmes for children (+0.1)
- It provides well-made, high quality programmes (+0.2)

Audience ratings declined for TG4 across the remaining 23 positive attitudinal statements. The following 10 positive statements recorded the greatest declines:

- First service in the event of a national emergency or disaster (-0.4)
- Programmes offer a range of opinions and views (-1.1)
- I trust this channel (-0.4)
- New ideas and different approaches (-0.4)
- Programmes that I want to watch (-0.4)

Although TG4 experienced an overall reduction in 2018 in the mean ratings for the majority of the positive statements, TG4 also recorded a decline in the mean rating of the negative statement of '*I don't think they should be supported by funding from the TV licence fee*' (-0.3). As a result, in 2018, it had a more favourable mean rating of 4.6 for this statement than RTÉ at 4.9.

**(vi) Summary of Public Service Broadcasting Attitudinal Statements, by category.**

As noted, the 33 statements were grouped under seven over-arching PSB categories for ease of interpretation of the findings. The following table summarises the PSB Attitudinal Statements Ratings under these categories with their annual mean ratings.

**Table 3: Summary of PSM Attitudinal Statements by category**

Mean Scores (1/10)	RTÉ						TG4					
	IOI			ROI			IOI			ROI		
	2016	2017	2018	2016	2017	2018	2016	2017	2018	2016	2017	2018
CATEGORY												
Representing diversity and alternative viewpoints	6.9	7.1	7.0	6.8	7.0	<b>7.0</b>	6.2	6.3	6.2	6.0	6.2	6.1
Reflecting Irish cultural identity	6.6	6.7	6.7	6.5	6.6	6.6	6.5	6.7	6.6	6.4	6.6	<b>6.5</b>
Informing our understanding of the world	7.0	7.2	7.0	6.9	7.1	<b>7.2</b>	6.0	6.2	5.9	5.8	6.1	5.9
Trust and Liberty of expression	7.2	7.4	7.2	7.1	7.3	<b>7.3</b>	6.5	6.7	6.4	6.4	6.5	<b>6.4</b>
Innovation, Creativity, Originality	6.6	6.9	6.8	6.5	6.7	6.8	6.0	6.3	6.1	5.8	6.1	6.1
Engagement	6.7	6.6	6.4	6.6	6.5	6.5	5.7	5.7	5.5	5.5	5.6	5.6
Support for funding (shouldn't be supported from licence fee)	5.5	5.1	4.8	5.3	5.0	4.9	5.3	4.9	4.6	5.2	4.8	4.6

Table 3 above illustrates that RTÉ is perceived to perform particularly well in relation to the PSB objects relating to: 'Representing diversity and alternative viewpoints', 'Informing our understanding of the world' and 'Trust and Liberty of expression'.

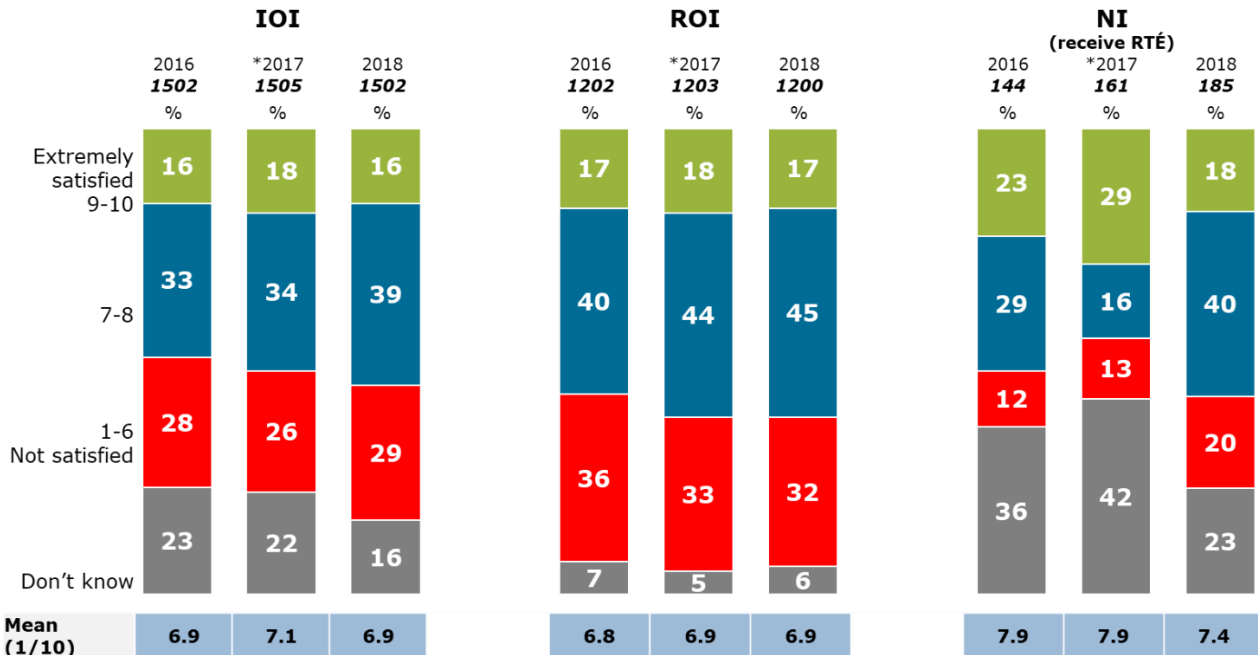
TG4's PSB strengths particularly relate to 'Reflecting Irish cultural identity' and 'Trust and Liberty of expression'.

**(vii) Public Service Broadcasting Experience rating**

Respondents were also asked to rate their overall experience of public service broadcasting from both RTÉ and TG4 on a ten point scale, where 10 was extremely satisfied and 1 was not satisfied at all. Again, the question was designed to incorporate all aspects of a PSB service, including its television, radio and online offering, as appropriate.

As illustrated in Figure 1 below, the overall PSB experience rating for RTÉ in the Republic of Ireland is 6.9 out of 10 which is on a par with that registered in previous years. The marginal decline in overall rating from 7.1 to 6.9 at an Island of Ireland (IOI) level is statistically insignificant.

**Figure 1 Overall rating of PSB Experience: RTÉ**



**\*Question slightly revised in 2017**

*Q.13a Thinking about RTÉ overall (i.e. its Television, Radio and Online/Mobile services), how would you rate your experience of public service broadcasting from RTÉ? Please answer on a 10 point scale, where 10 is Extremely Satisfied and 1 is Not Satisfied at all.*

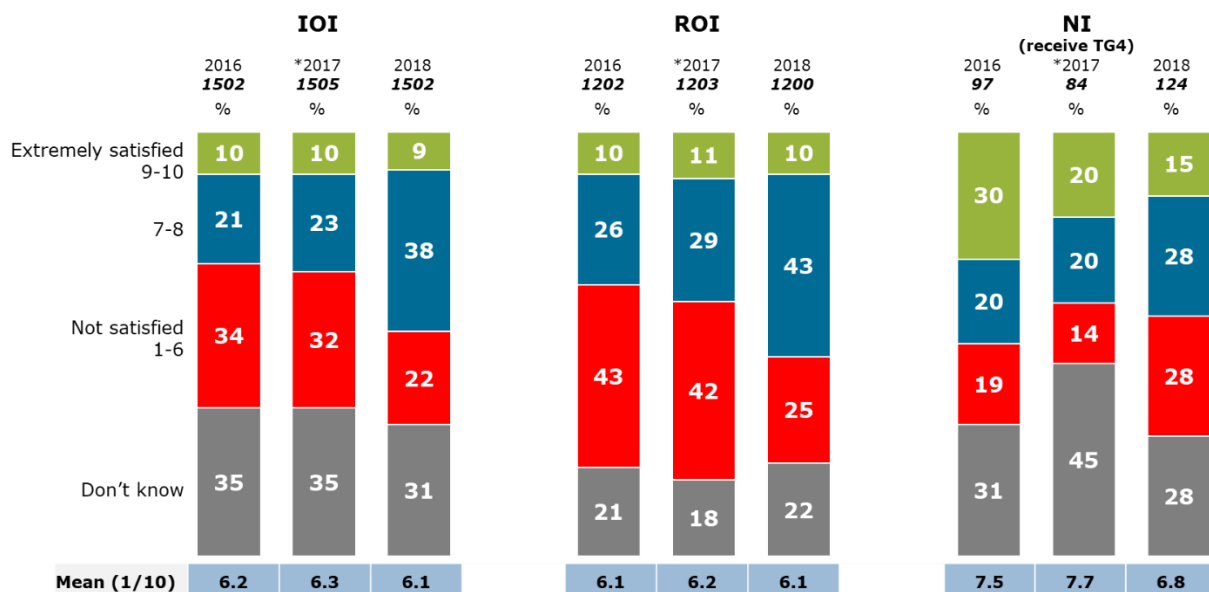
Compared to the the overall PSB experience rating for RTÉ (6.9), the following groups recorded a higher mean PSB rating for RTÉ: those aged 50-64 (7.1), 65+ years (7.2), ABC1s (7.0), farmers (7.1), daily viewers of RTÉ (7.4) and those living in urban areas (7.1). The lowest mean score (6.7) was in the 25-34 age group.

In 2018, 62% of all adults in the Republic of Ireland indicated that they are satisfied with the RTÉ public service broadcasting experience, 32% were not satisfied, and a further 6% uncertain.

While the results may indicate that viewership and listenership of RTÉ services may be advancing in terms of age, 5 in 10 of younger viewers (aged 34 or less) report being satisfied with their experience of public service broadcasting from RTÉ, compared to 6 in 10 of all respondents.

The overall PSB experience rating for TG4 in the Republic of Ireland is 6.1 and has essentially remained at the same level over the last three years, as shown in Figure 2 below.

**Figure 2 Overall rating of PSB Experience: TG4**



**\*Question slightly revised in 2017**

*Q.13b Thinking about TG4 overall (i.e. its Television, Radio and Online/Mobile services), how would you rate your experience of public service broadcasting from TG4? Please answer on a 10 point scale, where 10 is Extremely Satisfied and 1 is Not Satisfied at all.*

The mean ratings for TG4 peaked in the 50+ age group (6.5), daily viewers (7.7), Irish speakers (6.6) and farmers (6.8).

As with RTÉ the lowest mean scores recorded for TG4 were in the 25-34 age group. However, the difference was more marked for TG4 where the mean rating for the 25-34 age group was 5.5 vs 6.1 overall.

In 2018, 53% of all adults in the Republic of Ireland indicated that they are satisfied with the TG4 public service broadcasting experience, 25% were not satisfied, and a further 22% were uncertain. This represents a significant increase in satisfaction since 2016 (36%)

### **(viii) Irish Public Service Broadcasting Experience Ratings in relation to commercial broadcasters**

As noted, respondents were presented with a series of 33 statements aligned to the principal public service broadcaster objects. To provide context for the results of the statistical survey and to understand the space in which the Irish public service broadcasters operate, respondents were also asked to consider the statements in respect of the national commercial Irish channels (TV3 group) and the most viewed UK free-to-air and commercial services (BBC, Sky and Channel 4 services) in Ireland.

It should be noted that these broadcasters do not set out to, nor are required to, achieve the statutory public service aims as outlined in the legislation of the Republic of Ireland.

In the Republic of Ireland, the highest association for each of the statements was with either RTÉ or TG4. Table 4 below features the average percentage of all adults in the Republic of Ireland who recognise the PSB object statements in the output of the various TV services for RTÉ or TG4.

When viewed by category, RTÉ consistently received the highest overall scores in each of the six categories of positive statements and differentiated itself most strongly in the following categories:

- Representing diversity and alternative viewpoints (66%)
- Informing our understanding of the world (57%)
- Trust and Liberty of expression (62%)

RTÉ also received the highest scores for 28 of the 31 positive PSB object statements.

TG4's single greatest strength relates to 'reflecting Irish cultural identity and TG4 scored highest for the following 3 statements relating to Irish language programming:

- Its Irish language programmes give a fresh view on Ireland today (53% vs 28% for RTÉ)
- Its Irish language programmes reflect a range of interests for all age groups in my community (54% vs 26% for RTÉ)
- It covers news well in the Irish language (58% vs 35% for RTÉ)

One category can be viewed as a 'negative' category in that the single statement included in that category is about whether the television stations should NOT be supported by the licence fee. In 2018, 27% of respondents in the Republic of Ireland made an association between this statement and RTÉ. For this measurement TG4 received a more favourable 16%.

**Table 4 - Average percentage of all adults in the Republic of Ireland associating the PSB object statements with the output of the various TV services for RTÉ or TG4**

	RTÉ			TG4		
	2016	2017	2018	2016	2017	2018
	%	%	%	%	%	%
Representing diversity and alternative viewpoints	<b>59</b>	<b>62</b>	<b>66</b>	22	27	23
Reflecting Irish cultural identity	42	43	45	<b>33</b>	<b>38</b>	<b>36</b>
Informing our understanding of the world	<b>53</b>	<b>56</b>	<b>57</b>	18	22	20
Trust and Liberty of expression	<b>58</b>	<b>61</b>	<b>62</b>	13	18	16
Innovation, Creativity, Originality	44	46	50	15	19	18
Engagement	45	49	49	15	19	19
Support for funding (shouldn't be supported from licence fee)	27	26	27	15	16	16

*Q.11 Which of the following statements would you most associate with each of the following television stations?*

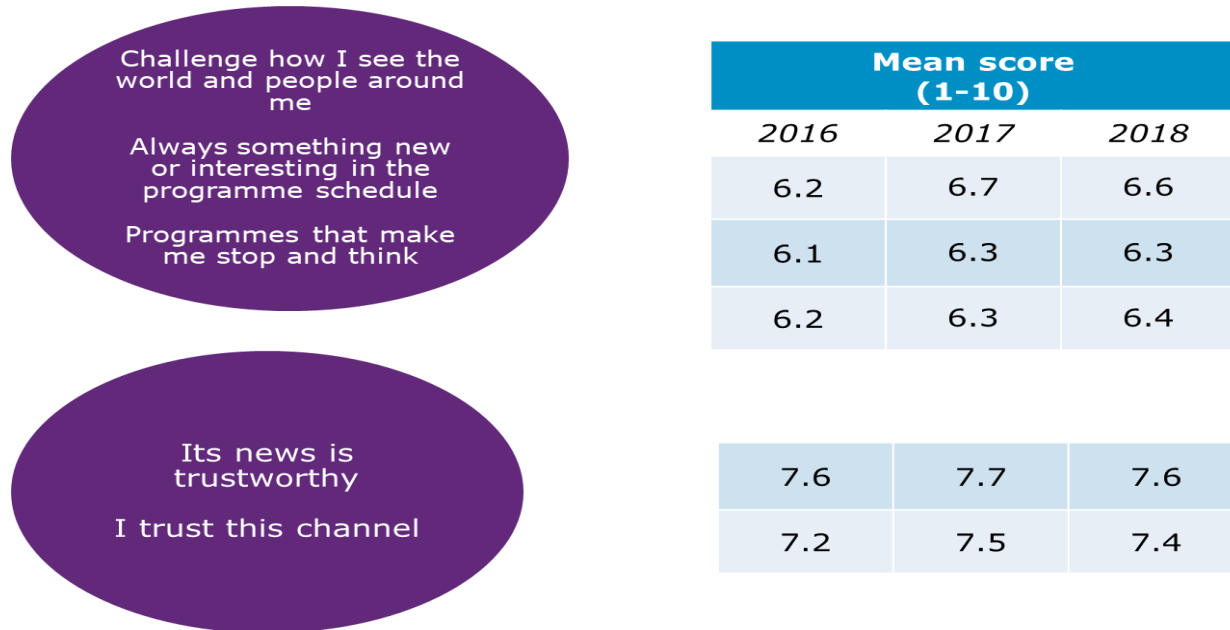
*Base: All ROI Adults – 1,200*

### **(ix) Drivers of Public Service Broadcasting Experience**

In order to better understand the key drivers behind the Public Service Broadcasting Experience for both RTÉ and TG4, 25 of the 33 attitudinal statements were re-categorised into two analytical groups.

As illustrated in Figure 3 below, RTÉ performs extremely well on key drivers to do with trust, but records relatively low ratings on new, engaging, provocative content that makes people stop and think.

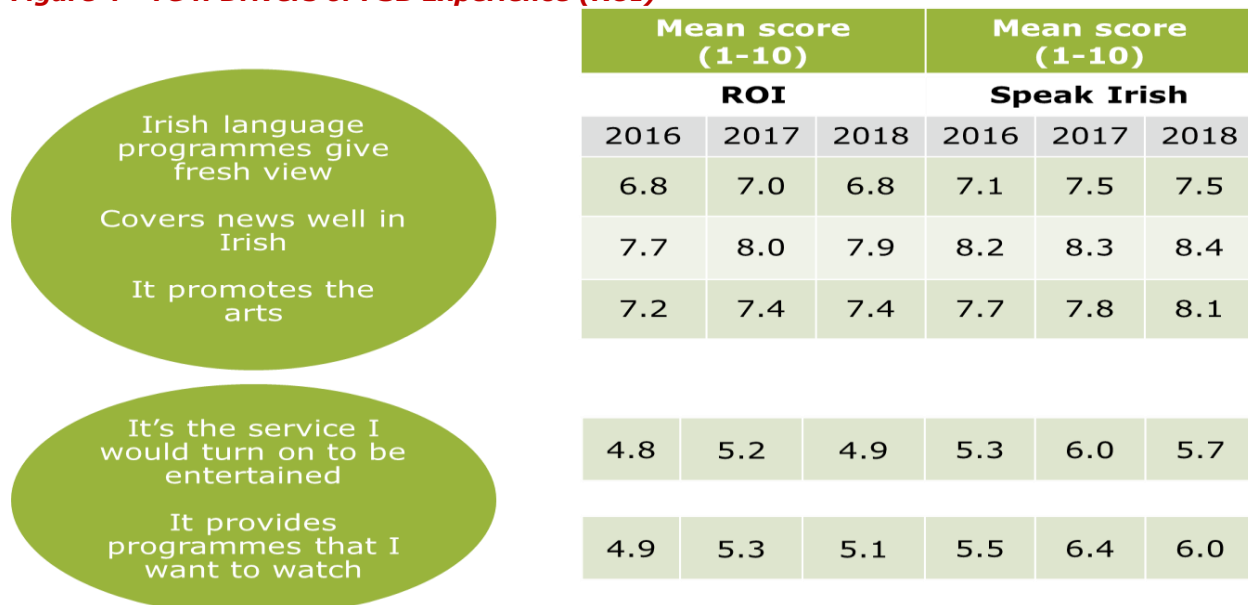
**Figure 3 - RTÉ: Drivers of PSB Experience (ROI)**



Base: All ROI Adults – 1,200

Figure 4 below shows that TG4 scores well in relation to news and arts coverage and providing a fresh view on Irish life. However, there has been a decline in the scores around the provision of entertaining content that people want to watch.

**Figure 4 - TG4: Drivers of PSB Experience (ROI)**



Base: All ROI Adults – 1,200



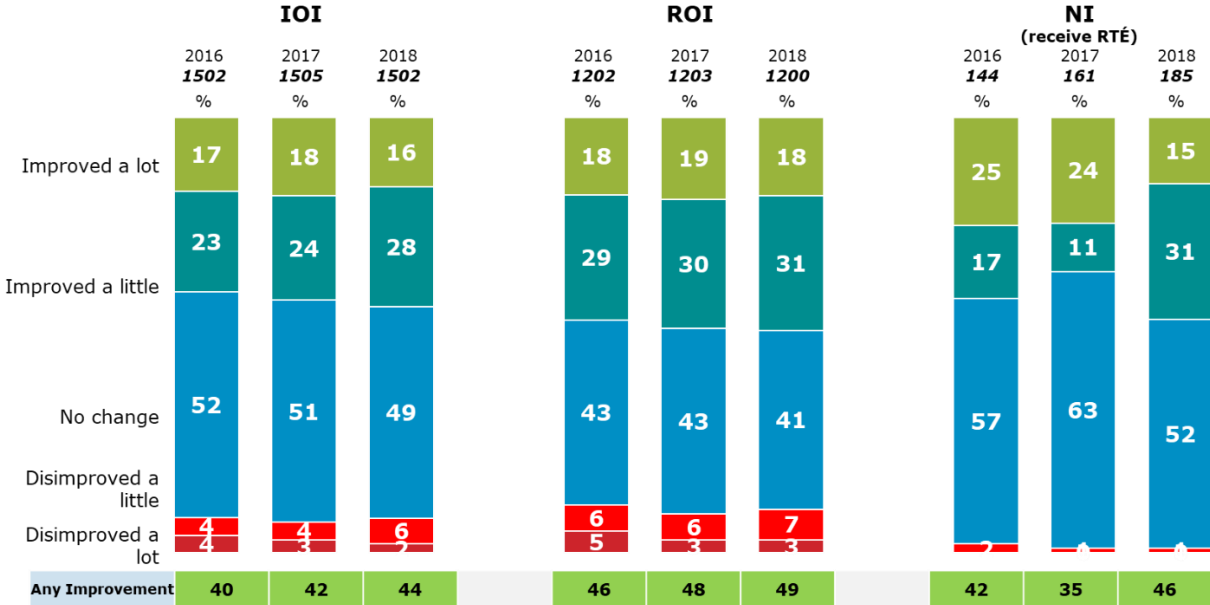
**(x) 3 Year Dynamic of Public Service Broadcasting Experience**

As part of the survey, respondents were also asked whether public service broadcasting from RTÉ and TG4 had improved, dis-improved or not changed over the past 2 years.

At an overall level, there appears to be a positive indication that public perception of public service broadcasting from both RTÉ and TG4 is improving.

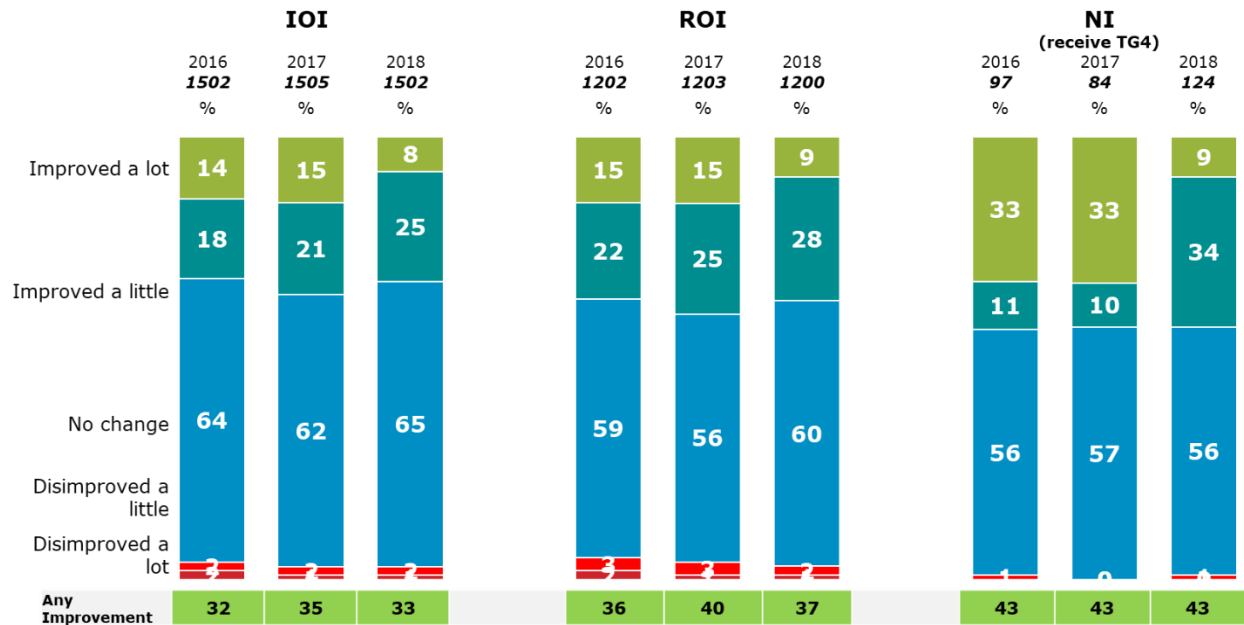
As illustrated in Figure 5 below, in the Republic of Ireland, significantly more individuals feel that the public service broadcasting experience from RTÉ has improved over the past three years (49%) than feel it has dis-improved (10%). Four in ten (41%) were of the view that it had not changed. This finding is consistent over the last three years.

**Figure 5 Past 3 Year Dynamic of PSB Experience: RTÉ**



*Q.14a From your experience, and taking everything into account, would you say that public service broadcasting from RTÉ has improved, dis-improved or not changed much over the past 2 years?  
Base: All IOI Adults – 1,502*

**Figure 6 Past 3 Year Dynamic of PSB Experience: TG4**



*Q.14b From your experience, and taking everything into account, would you say that public service broadcasting from TG4 has improved, disimproved or not changed much over the past 2 years?  
Base: All IOI Adults – 1,502*

As illustrated in Figure 6 above, a similar dynamic exists in relation to people’s perception of public service broadcasting from TG4. In 2018, significantly more individuals from the Republic of Ireland reported that the public service broadcasting experience from TG4 has improved (37%) than feel it has dis-improved (2%). Six in ten (60%) were of the view that it had not changed. This finding is consistent over the last three years.

The assessment of the TG4 public service broadcasting experience is more positive among Irish speakers in the Republic of Ireland (53% for Irish speakers vs 37% for all respondents).

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## Appendix 1 – PSB Objects

### 114.— (1) The objects of RTÉ are—

(a) to establish, maintain and operate a national television and sound broadcasting service which shall have the character of a public service, be a free-to-air service and be made available, in so far as it is reasonably practicable, to the whole community on the island of Ireland,

(b) to establish and maintain a website and teletext services in connection with the services of RTÉ under paragraphs (a), (c), (d), (e), (f), (g), (h) and (i),

(c) to establish and maintain orchestras, choirs and other cultural performing groups in connection with the services of RTÉ under paragraphs (a), (f), (g) and (h),

(d) to assist and co-operate with the relevant public bodies in preparation for, and execution of, the dissemination of relevant information to the public in the event of a major emergency,

(e) to establish and maintain archives and libraries containing materials relevant to the objects of RTÉ under this subsection,

(f) to establish, maintain and operate a television broadcasting service and a sound broadcasting service which shall have the character of a public service, which services shall be made available, in so far as RTÉ considers reasonably practicable, to Irish communities outside the island of Ireland,

(g) subject to the consent of the Minister, the Minister having consulted with the Authority, to establish, maintain and operate, in so far as it is reasonably practicable, community, local, or regional broadcasting services, which shall have the character of a public service, and be available free-to-air,

(h) subject to the consent of the Minister, the Minister having consulted with the Authority, to establish and maintain non-broadcast non-linear audio-visual media services, in so far as it is reasonably practicable, which shall have the character of a public broadcasting service (such consent not being required in respect of such services which are ancillary to a broadcasting service provided under paragraphs (a), (d), (f) and (g)),

(i) to establish, maintain, and operate one or more national multiplexes,

(j) so far as it is reasonably practicable, to exploit such commercial opportunities as may arise in pursuit of the objects outlined in paragraphs (a) to (i).

(2) In pursuit of the objects outlined in subsection (1), RTÉ shall—

(a) be responsive to the interests and concerns of the whole community, be mindful of the need for understanding and peace within the whole island of Ireland, ensure that the programmes reflect the varied elements which make up the culture of the people of the whole island of Ireland, and have special regard for the elements which distinguish that culture and in particular for the Irish language,

(b) uphold the democratic values enshrined in the Constitution, especially those relating to rightful liberty of expression, and

(c) have regard to the need for the formation of public awareness and understanding of the values and traditions of countries other than the State, including in particular those of other Member States.

(3) Without prejudice to the generality of subsection (1), RTÉ shall ensure that the programme schedules of the broadcasting services referred to in that subsection—

(a) provide a comprehensive range of programmes in the Irish and English languages that reflect the cultural diversity of the whole island of Ireland and include programmes that entertain, inform and educate, provide coverage of sporting, religious and cultural activities and cater for the expectations of the community generally as well as members of the community with special or minority interests and which, in every case, respect human dignity,

(b) provide programmes of news and current affairs in the Irish and English languages, including programmes that provide coverage of proceedings in the Houses of the Oireachtas and the European Parliament, and

(c) facilitate or assist contemporary cultural expression and encourage or promote innovation and experimentation in broadcasting.

(4) The principal express powers of RTÉ in pursuance of the objects outlined in subsection (1) are—

(a) to establish, maintain and operate broadcasting stations and to acquire, install and operate apparatus for wireless telegraphy,

(b) subject to any regulations under the Act of 1926, which are for the time being in force, to provide for the distribution by means of wired broadcast relay stations of programmes broadcast by RTÉ and such other programmes as RTÉ may decide,

(c) to originate programmes and procure programmes from any source,

(d) to make contracts, agreements and arrangements incidental or conducive to the objects of RTÉ,

(e) to acquire and make use of copyrights, patents, licences, privileges and concessions,

(f) to collect news and information and to subscribe to news services and such other services as may be conducive to the objects of RTÉ,

(g) to subscribe to such international associations, and to such educational, musical and dramatic bodies and such other bodies promoting entertainment or culture, as may be conducive to the objects of RTÉ,

(h) to organise, provide and subsidise concerts, entertainments, education and other activities in connection with a broadcasting service or for any purpose incidental to it and, in relation to any such concert or entertainment, to provide or procure accommodation and, if desired, to make charges for admission,

(i) to prepare, publish and distribute, with or without charge, such magazines, books, papers and other printed matter as may seem to RTÉ to be conducive or incidental to its objects,

(j) to arrange with other broadcasting organisations or authorities for the distribution, receipt, exchange and relay of programmes (whether live or recorded),

(k) to compile, publish and distribute, with or without charge, recorded aural and visual material,

(l) to provide programmes of news and current affairs in the Irish and English languages, including programmes that provide coverage of proceedings in the Houses of the Oireachtas and the European Parliament,

(m) to facilitate or assist contemporary cultural expression and encourage or promote innovation and experimentation in broadcasting,

(n) to invest in, originate or procure films,

(o) to establish and maintain websites,

(p) to establish and maintain an electronic communications network subject to any enactment or rule of law,

(q) to establish and maintain an " electronic communications service " meaning a service which consists wholly or mainly of the conveyance of signals on electronic communications networks, subject to the provisions of any enactment or rule of law,

(r) to make available the broadcasting services of RTÉ in so far as reasonably practicable by any and all means of transmission, relaying or distribution, whether by way of broadcast (which includes terrestrial sound and television broadcasting networks, cable networks or satellite networks), or by any form of electronic means (which includes fixed terrestrial networks, mobile terrestrial networks, including the Internet and other electronic communications networks) and whether now known or hereinafter invented on a linear or non-linear basis, and

(s) to invest any of its funds in any manner in which a trustee is empowered by law to invest trust funds.

(5) Nothing in this section shall be read as preventing RTÉ from including in the programme schedules programmes made outside the State.

(6) Nothing in this section shall be read as preventing RTÉ from providing broadcasting services which are of a special interest to only certain members of the community and which are made available on a subscription or pay-per-view basis under its exploitation of commercial opportunities object.

(7) RTÉ shall have all such powers as are necessary or incidental to the attainment of the objects specified in subsection (1), and which are not inconsistent with this Act.

(8) RTÉ shall endeavour to ensure that the programme schedules of the television broadcasting service and the sound broadcasting service established and maintained pursuant to subsection (1) (f) are, in so far as it is reasonably practicable, representative of the programme schedules of the national television and sound broadcasting services referred to in subsection (1) (a) and section 118 (1) (a).

**118.— (1) The objects of TG4 are—**

(a) to establish, maintain and operate a national television broadcasting service, which shall have the character of a public service, be a free-to-air service and be made available, in so far as it is reasonably practicable, to the whole community on the island of Ireland,

(b) to establish and maintain a website and teletext services in connection with the services of TG4 under paragraphs (a), (c), (d), (e), (f), (g) and (h),

(c) to establish and maintain choirs and other cultural performing groups in connection with the services of TG4 under paragraphs (a), (f), (g) and (h),

(d) to assist and co-operate with the relevant public bodies in preparation for, and execution of, the dissemination of relevant information to the public in the event of a major emergency,

(e) to establish and maintain archives and libraries containing materials relevant to the objects of TG4 under this subsection,

(f) to establish, maintain and operate, in so far as it is reasonably practicable, a television broadcasting service, which shall have the character of a public service, to be made available to Irish communities outside of the island of Ireland,

(g) subject to the consent of the Minister, the Minister having consulted with the Authority, to establish, maintain and operate in so far as it is reasonably practicable, community, local, or regional broadcasting services, which shall have the character of a public service, and be available free-to-air,

(h) subject to the consent of the Minister, the Minister having consulted with the Authority, to establish and maintain non-broadcast non-linear audio-visual media services, in so far as it is reasonably practicable, which shall have the character of a public broadcasting service (such consent not being required in respect of such services which are ancillary to a broadcasting service provided under paragraphs (a), (d), (f) and (g)),

(i) so far as it is reasonably practicable, to exploit such commercial opportunities as may arise in pursuit of the objects outlined in paragraphs (a) to (h).

(2) In pursuit of the objects outlined in subsection (1), TG4 shall—

(a) be responsive to the interests and concerns of the whole community, be mindful of the need for understanding and peace within the whole island of Ireland, ensure that the programmes reflect the varied elements which make up the culture of the people of the whole island of Ireland, and have special regard for the elements which distinguish that culture and in particular for the Gaeltachtaí,

(b) uphold the democratic values enshrined in the Constitution, especially those relating to rightful liberty of expression, and

(c) have regard to the need for the formation of public awareness and understanding of the values and traditions of countries other than the State, including in particular those of other Member States.

(3) Without prejudice to the generality of subsection (1), TG4 shall ensure that the programme schedules of the broadcasting services referred to in that subsection—

(a) provide a comprehensive range of programmes, primarily in the Irish language, that reflect the cultural diversity of the whole island of Ireland and include programmes that entertain, inform and educate, provide coverage of sporting, religious and cultural activities and cater for the expectations of those of all age groups in the community whose preferred spoken language is Irish or who otherwise have an interest in Irish,

(b) provide programmes, primarily in the Irish language, of news and current affairs,

(c) provide coverage of proceedings in the Houses of the Oireachtas and the European Parliament, and

(d) facilitate or assist contemporary cultural expression and encourage or promote innovation and experimentation in broadcasting.

(4) The principal express powers of TG4 in pursuance of the objects outlined in subsection (1) are—

(a) to establish, maintain and operate broadcasting stations and to acquire, install and operate apparatus for wireless telegraphy,

(b) subject to any regulations under the Act of 1926, which are for the time being in force, to provide for the distribution by means of wired broadcast relay stations of programmes broadcast by TG4 and such other programmes as TG4 may decide,

(c) to originate programmes and procure programmes from any source,

(d) to make contracts, agreements and arrangements incidental or conducive to the objects of TG4,

(e) to acquire and make use of copyrights, patents, licences, privileges and concessions,

(f) to collect news and information and to subscribe to news services and such other services as may be conducive to the objects of TG4,

(g) to subscribe to such international associations, and to such educational, musical and dramatic bodies and such other bodies promoting entertainment or culture, as may be conducive to the objects of TG4,

(h) to organise, provide and subsidise concerts, entertainments, education and other activities in connection with a broadcasting service or for any purpose incidental to it and, in relation to any such concert or entertainment, to provide or procure accommodation and, if desired, to make charges for admission,

(i) to prepare, publish and distribute, with or without charge, such magazines, books, papers and other printed matter as may seem to TG4 to be conducive or incidental to its objects,

(j) to arrange with other broadcasting organisations or authorities for the distribution, receipt, exchange and relay of programmes (whether live or recorded),



(k) to compile, publish and distribute, with or without charge, recorded aural and visual material,

(l) to provide programmes of news and current affairs in the Irish and English languages, including programmes that provide coverage of proceedings in the Houses of the Oireachtas and the European Parliament,

(m) to facilitate or assist contemporary cultural expression and encourage or promote innovation and experimentation in broadcasting,

(n) to invest in, originate or procure films,

(o) to establish and maintain websites,

(p) to establish and maintain an electronic communications network subject to any enactment or rule of law,

(q) to establish and maintain an " electronic communications service " meaning a service which consists wholly or mainly in the conveyance of signals on electronic communications networks, subject to the provisions of any enactment or rule of law,

(r) to make available the broadcasting services of TG4 in so far as reasonably practicable by any and all means of transmission, relaying or distribution, whether by way of broadcast (which includes terrestrial sound and television broadcasting networks, cable networks or satellite networks), or by any form of electronic means (which includes fixed terrestrial networks, mobile terrestrial networks, including the Internet and other electronic communications networks) and whether now known or hereinafter invented on a linear or non-linear basis, and

(s) to invest any of its funds in any manner in which a trustee is empowered by law to invest trust funds.

(5) TG4 may, for the purpose of complementing the programme material it broadcasts in the Irish language, acquire programme material in other languages; in acquiring such material, TG4 shall have regard to the need to maintain the distinctive character of the broadcasting service referred to in paragraph (a) of subsection (1) and to cater for the expectations of audiences who are not generally catered for by other broadcasting services.

(6) Nothing in this section is to be read as preventing TG4 from including in the programme schedules programmes made outside the State.

(7) Nothing in this section is to be read as preventing TG4 from providing broadcasting services which are of a special interest to only certain members of the community and which are made available on a subscription or pay-per-view basis under its exploitation of commercial opportunities object.

(8) TG4 shall have all such powers as are necessary or incidental to the attainment of the objects under subsection (1) and which are not inconsistent with this Act.

(9) Each amount paid to TG4 under section 123 (4) shall be used solely for the purposes of pursuing its public service objects.