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CRAOLACHÁIN
NA hÉIREANN | BROADCASTING
AUTHORITY
OF IRELAND

37th EPRA Meeting, Kraków, 2013

Public Service Media in a Connected
Environment

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BAI and Public Service Media

BAI has general and specific functions re PSM:

- Openness and plurality in broadcasting services
- High quality, diverse and culturally relevant content for Irish audiences
- Public funding of PSM and SIAs



Public Service Broadcasting in Ireland

Two public service broadcasters:

- RTÉ: radio, television and online
45%-55% of Funding from Commercial
Sources + Public Funding
- TG4: Irish language television – primarily
Public Funding



BAI Regulatory Activity re PSM

- Reviews performance against commitments annually
- Annual Reviews of public funding
- Conducts multi-annual, strategic reviews of public funding
- Undertakes Sectoral Impact Assessments of new linear and non-linear services
- Advises Minister re Public Value Tests



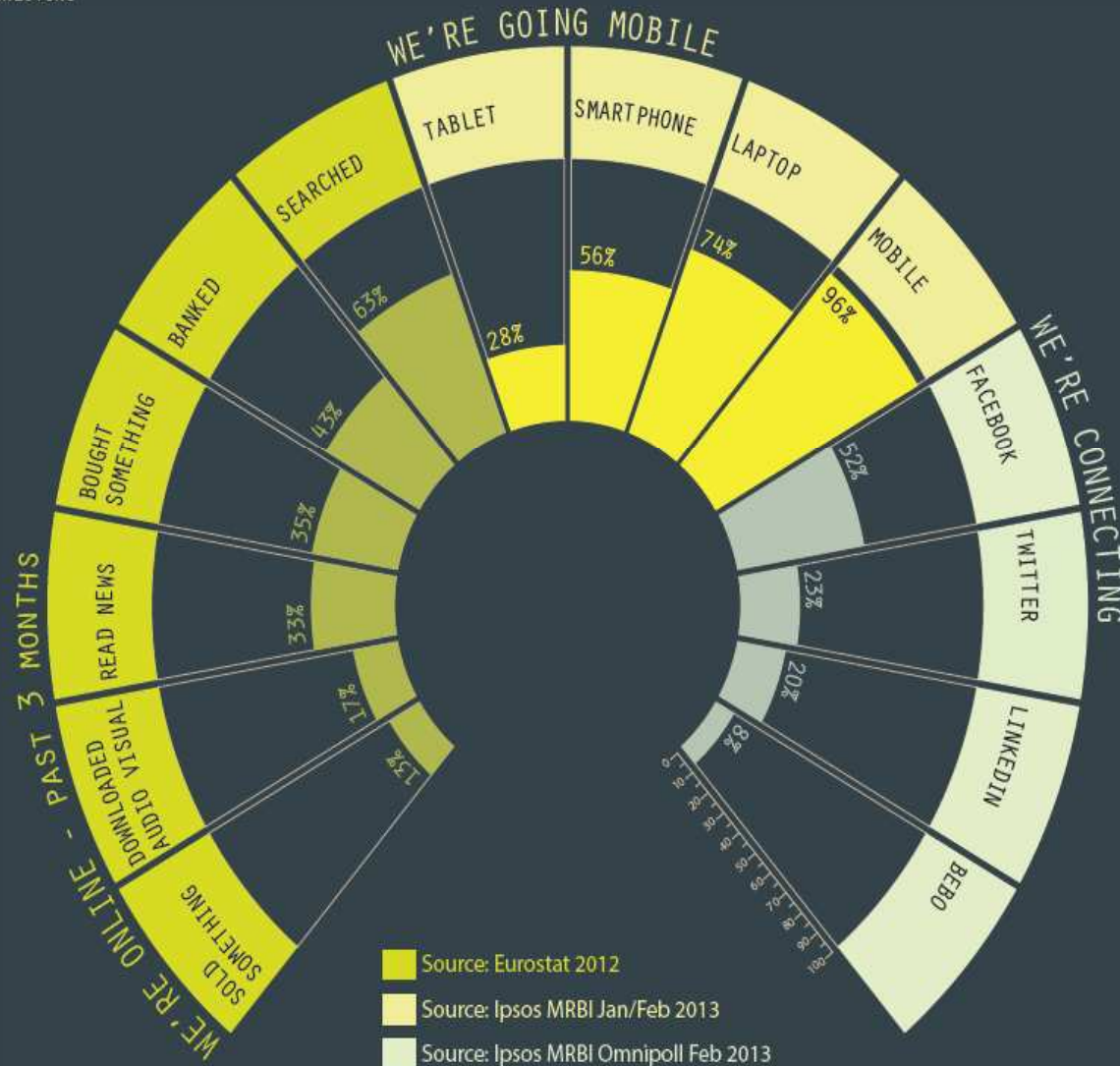
Media Landscape in Ireland

- Complex and Challenging
- Strong participation by non-Irish, English language broadcasters, largely UK
- UK broadcasters compete commercially but have no content obligations to Irish audiences
- Only one significant commercial Irish broadcaster



OUR DIGITAL WORLD

WE'RE ONLINE-GOING MOBILE-CONNECTING



- Source: Eurostat 2012
- Source: Ipsos MRBI Jan/Feb 2013
- Source: Ipsos MRBI Omnipoll Feb 2013



PSM in the Connected Environment

- Legislative framework facilitates PSM in extending range of new media activities
- Practical challenges, principally funding
- Presence in new media essential to ensuring continued prominence



Prominence Challenge

- In Ireland, Prominence is centrally concerned with continuing to facilitate a **high profile for, and consumption of,** Irish public service content and
- Supporting the production of public service content and means by which it can be made universally accessible and viewed by Irish audiences



General Challenges

- PSM remain focussed in providing distinctive, quality and relevant content for Irish audiences
- Need to harness adequate resources to facilitate development
- Balance independence and accountability of PSM
- PSM to remain accountable and transparent in the use of public funds



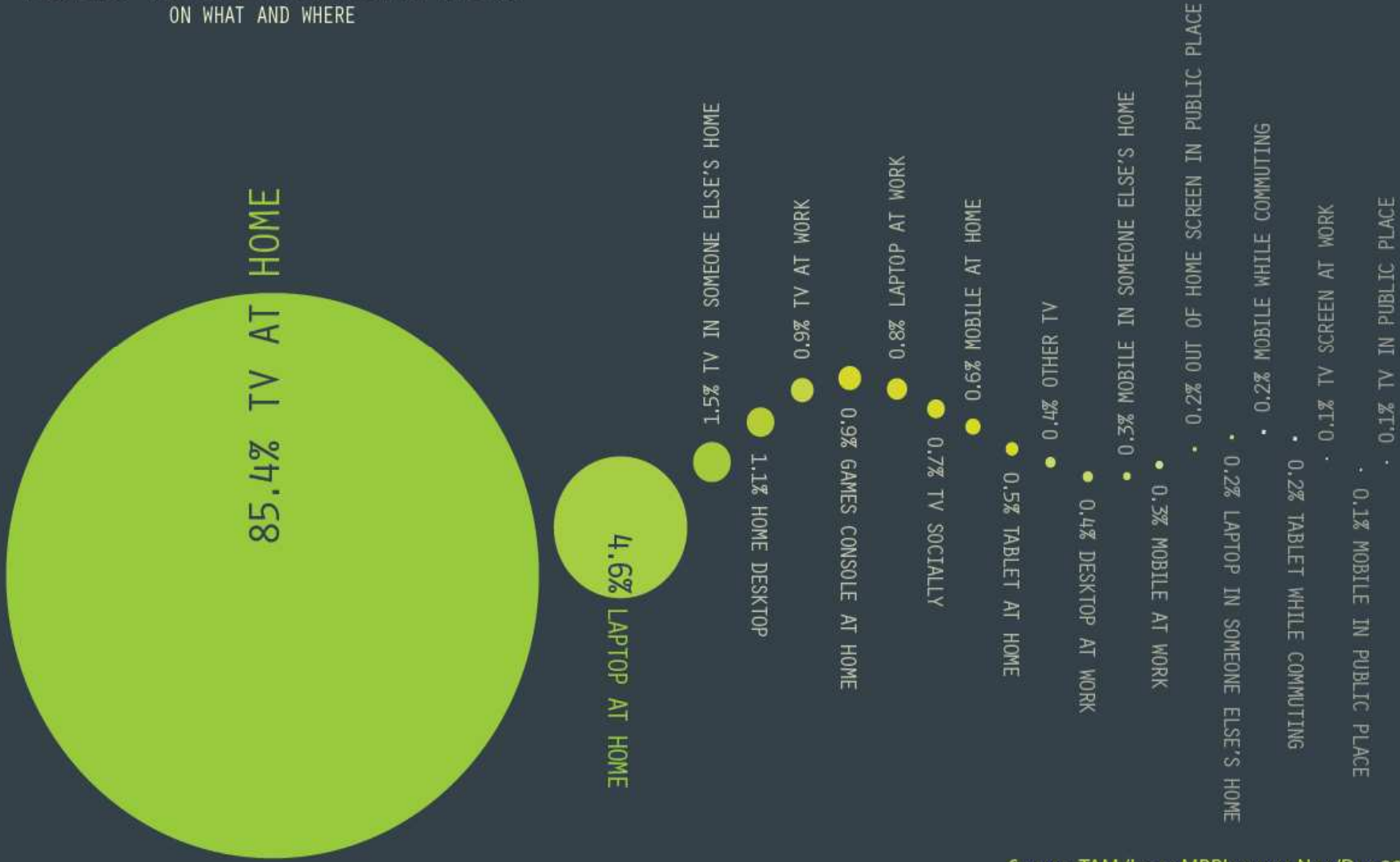
Challenges for dual-funded PSM

- Audience fragmentation and intensive competition from new media
- Fragmentation in traditional forms of revenue
- Requirement for greater public accountability in respect of funding, value for money and maximisation of commercial revenue
- Achieving balance in mix of traditional and new media services



AUDIO VISUAL CONSUMPTION

ON WHAT AND WHERE



Source: TAM (Ipsos MRBI survey Nov/Dec 2012)



BAI Multi-Annual Review of Public Funding

Key questions included:

- What is the role and purpose of public service broadcasting in the current and emerging environment?
- What patterns of content should characterise the schedules of PSM?
- What purposes are identified for the proper expenditure of public funding?



Expectations of Public Service Media

- Strong vision for digital content
- Active participation in regulatory agenda
- Continued accountability and transparency in use of public funds
- A degree of specificity in the benefits expected for audiences arising from increases in public funding
- A degree of realism
- Level of ambition in better delivering its public purpose



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Thank you!