



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND

A Tale of Two Soaps



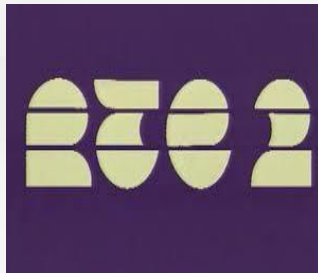
1989





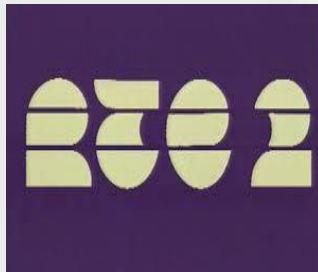
1989

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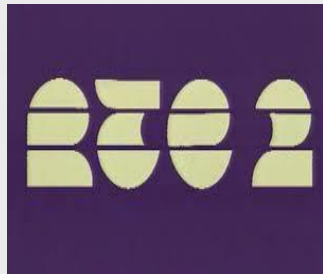


1989





1989



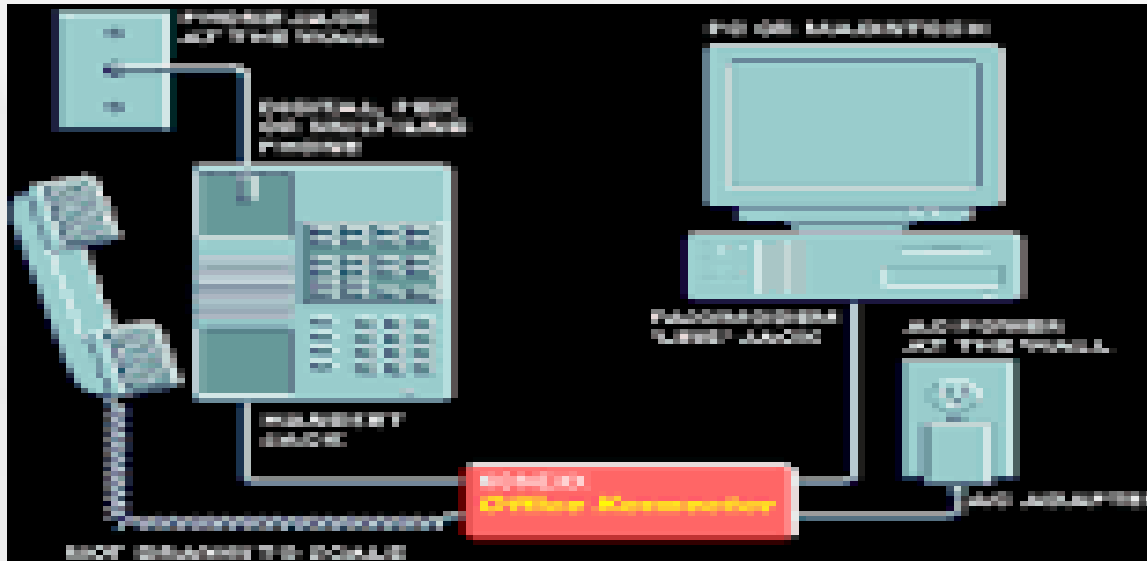


1989

- The Television Without Frontiers Directive
 - Free movement of television services
 - 50% EU Content
 - 10% Independent production
- Some Challenge for Irish PSB channels who had circa 90% audience share
- Bigger issue demand for more home produced content
- Limited accountability for PSB



1989 -2015





2015

|





2015





2015





2015

IT ALL KICKS OFF TONIGHT...

#RedRock

RED ROCK

Tonight marks the beginning of a major advertising campaign for Red Rock on TVG, as we countdown to the launch of Ireland's newest soap in January.

Our brand new, full-length TV ad premieres tonight, at 7:45pm, followed on Monday by the launch of a heavy weight national outdoor campaign.

Red Rock... there's nothing sleepy about this seaside town.

Tune in tonight at 7:45pm to find out what!

We entertain

The advertisement features a group of ten cast members from the TV show 'Red Rock' standing against a blue, cloudy sky background. The title 'RED ROCK' is prominently displayed in large, bold letters, with 'RED' in red and 'ROCK' in white. The TVG logo is in the bottom right corner.



2015

- Biggest investment in Irish content by TV3 €4m+
- Response to loss of rights for key ITV Content
- €2.2m provided by state sources (BAI and Tax Incentive)
- Over 100 people employed & training for new talent
- 84 episodes in year 1 & commissioned for Year 2
- Strong audience performance built on strong brand



Conclusions for BAI

Ensuring high quality indigenous content for Irish audiences requires flexible holistic approach

- Content Requirements –important but not sufficient
- Codes and Rules
- Funding – Direct and Indirect
- Engagement on broader policy context e.g. cultural policy and copyright reform



2015





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