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ON AIR

RTÉ

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RTÉ Annual Statement of Performance Commitments 2018

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## INTRODUCTION

The Broadcasting Act 2009 (the Act) introduced three reporting requirements on RTÉ, they are as follows:

### RTÉ Public Service Statement

Following a public consultation, RTÉ must prepare a public service statement setting out the principles to be observed and activities to be undertaken by RTÉ in order to fulfil its public service objects. The *RTÉ Public Service Statement 2015*, its second under the Act, was submitted to the Minister (of Communications, Energy and Natural Resources) on 9th July 2015 and is available on RTÉ.ie.

### RTÉ Statement of Strategy

RTÉ must prepare and present to the Minister a statement of strategy. The statement of strategy sets out the strategy of the RTÉ Board for achieving its objects under the Act, having regard to resources available to RTÉ. *RTÉ's Statement of Strategy 2015-2019*, its second under the Act, was submitted to the Minister on 9th July 2015 and is available on RTÉ.ie.

### Annual Statement of Performance Commitments

RTÉ shall, each year, prepare an annual statement of performance commitments (ASPO), in accordance with (a) its objects, (b) the *Statement of Strategy*, (c) the *Public Service Statement* and including the activities to which the corporation intends to commit in that financial year and associated performance indicators. RTÉ will report each year in its Annual Report on the fulfilment or otherwise of the commitments made in its *Annual Statement of Performance Commitments*. In accordance with S102(3) of the Act, RTÉ's ASPO 2018 was submitted to the Broadcasting Authority of Ireland (BAI) in June 2018, and this publication makes it available on RTÉ.ie.

RTÉ's Commitments align with its 2018-2022 strategy, prepared as RTÉ's submission to the second S124(8) 5-year review under the Act. This strategy, *Renewing RTÉ for the next generation*<sup>1</sup> provides a new direction for the organisation over the years ahead. This direction

is encompassed in RTÉ's new vision: *To champion Irish culture by, captivating audiences with trusted, engaging and challenging content, celebrating our country's rich diversity, and cultivating Ireland's talent.*

2018's Commitments set out six commitments under three headings or strategic objectives: Audience, Content, and Sustainability.

### Strategic objectives and commitments

Audience – Deliver content relevant to all Irish audiences, serving everyone, everywhere

1. Put the audience at the centre of decision making
2. Be where the audience is – provide universal access, optimise linear, and adopt digital first

Content – Captivate audiences through a more varied mix of quality content that tells Ireland's stories

3. Provide trusted, challenging and engaging content
4. Champion Irish culture
5. Celebrate diversity and cultivate Irish talent

Sustainability – Protect the future of public service media through a sustainable RTÉ

6. Protect the future of PSM through a sustainable

These commitments and related targets demonstrate how RTÉ intends to deliver on the first year of its new strategy. 2018 is a year of transition, where RTÉ begins the process of renewing itself and also when many of the foundations for transformation are laid. As the organisation strives to fulfil its public service remit via this new strategic direction it must continue to contend with the tensions of securing public service goals while remaining dependent on a high level of commercial funding, and catering for popular interests, while serving minority cultures and interests.

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<sup>1</sup> <https://www.rte.ie/strategy/>

## AUDIENCE:

DELIVER CONTENT RELEVANT TO ALL IRISH AUDIENCES,  
SERVING EVERYONE, EVERYWHERE

Commitment	Key Measures / Initiatives 2018-2022	2018 Target
<b>1 Put the audience at the centre of decision making</b>	a) Maintain public perception that RTÉ <i>is relevant to people in Ireland today</i>	>80%
	b) Maintain public perception that RTÉ <i>has high quality content and services</i>	>75%
<b>2 Be where the audience is – provide universal access, optimise linear, and adopt digital first</b>	a) Maintain average weekly reach for all RTÉ services at or above 90% among (18+) `	>90%
	b) % weekly reach RTÉ (18-34)	>90%
	c) % weekly reach RTÉ (35-54)	>90%
	d) % weekly reach RTÉ (55+)	>90%
	e) Maintain RTÉ television share (adults 15+, all day)	>26%
	f) Maintain RTÉ radio share (adults 15+, all day)	>30%
	g) Grow RTÉ's average weekly reach via mobile and online	>52%
	h) Grow RTÉ's average monthly streams via mobile and online	>8m
	i) Maintain public perception that RTÉ <i>programmes and services are easily accessible on a range of devices</i>	>70%



## CONTENT:

### CAPTIVATE AUDIENCES THROUGH A MORE VARIED MIX OF QUALITY CONTENT THAT TELLS IRELAND'S STORIES

Commitment	Key Measures / Initiatives 2018-2022	2018 Target
<b>3 Provide trusted, challenging and engaging content</b>	a) Maintain public perception that RTÉ <i>provides trusted N&amp;CA</i>	>80%
	b) Maintain public perception that RTÉ <i>generates national debate / political discourse</i>	Narrative
	c) Maintain public perception that RTÉ <i>keeps me well informed</i>	>80%
<b>4 Champion Irish culture</b>	a) Maintain public perception that RTÉ <i>is an important part of Irish life</i>	>80%
	b) Maintain public perception that RTÉ <i>enables me to connect with national events</i>	>80%
	c) Maintain public perception that RTÉ <i>devotes the right amount of time to children's programmes</i>	>50%
	d) Maintain RTÉjr weekly reach among 4-7s	>14%
	e) Maintain public perception that RTÉ <i>provides a comprehensive service for Irish speakers</i>	>55%
	f) Maintain RTÉ RnaG weekly reach among adults 15+	>3%
<b>5 Celebrate diversity and cultivate Irish talent</b>	a) Grow public perception that RTÉ <i>reflects current Irish society</i>	>80%
	b) Grow public perception that RTÉ <i>has a range of new faces and voices on air</i>	>62%
	c) Maintain high proportion of RTÉ Radio's FM output as first-run indigenous	>80%
	d) Maintain high proportion of indigenous hours as a % of total peaktime hours on RTÉ One	>75%
	e) Meet statutory spending requirements, fulfilling obligations under S.116 of the Broadcasting Act 2009, and increase spend subject to public funding increases	Meet statutory spend requirement
	f) Grow public perception that <i>RTÉ One is good for Irish drama</i>	>70%
	g) Maintain public satisfaction with the <i>quality of culture and arts on RTÉ</i> (% satisfied)	>66%
	h) Maintain public perception that RTÉ <i>provides a broad range of orchestral music</i>	>56%



RTÉ  
CHOICE  
MUSIC  
PRIZE

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## SUSTAINABILITY:

### PROTECT THE FUTURE OF PSM THROUGH A SUSTAINABLE RTÉ

Commitment	Key Measures / Initiatives 2018-2022	2018 Target
<b>6 Protect the future of PSM</b>	a) Meet annual budget	Achieve agreed budget out-turn
	b) Deliver RTÉ's portfolio of services within budgeted operating costs	Achieve operating cost budget and delivery of specified services
	c) Operate RTÉ's commercial activities efficiently to maximise the net return for RTÉ's public service activities	Achieve Group commercial revenue targets
	d) Maintain public perception that RTÉ <i>is good value for money</i>	>55%
	e) Maintain public perception that RTÉ <i>is valuable to Irish society</i>	>85%
	f) Maintain public perception that RTÉ <i>is trustworthy</i>	>75%



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