

today, tomorrow, together

RTÉ

Public Service Statement 2015

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THE BROADCASTING ACT 2009

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

Public Service Statement 2015

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 was submitted to the Minister on 9th July 2015.

Statement of Strategy 2015-2019

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 Broadcasting Act 2009, having regard to resources available to RTÉ. RTÉ's Statement of Strategy 2015-2019 was submitted to the Minister on 9th July 2015.

Annual Statement of Performance Commitments

RTÉ must, by end January every year, prepare an Annual Statement of Performance Commitments (ASPC). This statement must be aligned with RTÉ's objects, its Statement of Strategy and its Public Service Statement. The ASPC comprises the actions and activities that RTÉ will undertake in that year and associated performance indicators. RTÉ reports each year in its Annual Report on the fulfilment or otherwise of the commitments made in its Annual Statement of Performance Commitments. RTÉ has submitted an ASPC to the BAI each year since 2010.

INTRODUCTION: PUBLIC VALUE IN THE DIGITAL AGE

RTÉ is a not-for-profit national media organisation which exists to serve the Irish people and Irish communities abroad. RTÉ has a duty in law to be accurate, fair and impartial, and to remain independent from all state, political and commercial influences. RTÉ must 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. It must cater for both majority and minority interests and its programmes and services must be offered free-to-air to the whole community.

RTÉ today sits within a society, economy and media environment that is changing; and changing rapidly. Recent years have shaken public confidence in institutions and traditional authority. The range of media, entertainment and information services available to Irish audiences is now virtually limitless. Social media networks are empowering people and allowing them to communicate and connect in new ways. Business models which have for many years

underpinned the provision of quality media services are being challenged everywhere. Audiences are fragmenting and competition for audiences and revenue is more intense than ever. Forces of globalisation within media are exerting pressures on national and local cultures like never before.

While this fast changing environment is posing real challenges for media organisations, new technology and increasing connectivity also offers exciting opportunities to source and create new content and talent, engage in new ways with audiences and reach new markets.

At its best, public service media provides a compelling response to the challenges and opportunities of the digital era. It ensures society can have inclusive and open debates, that the marginalised are included and all are represented. It investigates and reports both fearlessly and with great care. It ensures in an age when it is so easy to find and access information and news, that there is a source that can be trusted. It helps sustain and support creativity, artistic and cultural

expression and can now seek to engage audiences around the world. It ensures that while all around us changes, there is a publicly owned space where we can all come together - celebrate together; experience and try to understand moments of crisis together; and discuss, debate, agree and disagree.

At the heart of a vibrant media market, public service media encourages higher quality and more creativity, more indigenous programming and local content production, more rigour and impartiality - this all costs money and reduces margins but makes for a better overall media environment.

The challenge for RTÉ is to ensure that it continues to serve the public good and lead the market, continues to invest in Irish talent and creativity and remains accessible to all, trusted and relevant to the everyday lives of people living in Ireland.



RTÉ'S PORTFOLIO OF SERVICES

RTÉ is required in law to be responsive to the interests and concerns of the whole community. In doing this, RTÉ must meet the needs of diverse audiences every day. RTÉ fulfils this remit by offering a comprehensive portfolio of services. The RTÉ portfolio is the set of services that is necessary and sufficient to meet RTÉ's public service obligations by serving a broad range of interests be they cultural, generational, regional or international.

Future RTÉ Services

During the lifetime of this Statement, RTÉ will continue to adjust its services and its portfolio and develop new services to reflect changing media consumption habits and ensure that audiences can benefit from advancements in digital technologies.

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Service	Description
RTÉ One	Will serve the wider population with high impact programmes, landmark drama, documentary, factual and entertainment programming, news and current affairs and bring the country together for key national events
RTÉ2	With innovation as its hallmark, RTÉ2 will provide distinctive and relevant programming for Irish young people through factual, entertainment, comedy, sports, documentary and acquired drama
RTÉjr	Will offer young children a diverse schedule of original Irish content and acquired programming
RTÉ Radio 1	Will remain the national flagship radio station through a mixed genre speech and music schedule for an adult audience
RTÉ 2fm	Will grow its audience of 20-44 year olds through innovative programming, excellent music scheduling and increased sport and comedy content
RTÉ lyric fm	Will provide a unique alternative listening choice for an audience of classical, world music and arts lovers
RTÉ Raidió na Gaeltachta	Will provide national Irish language service that connects listeners to a personalised, authentic Gaeltacht and Irish language world
Digital Radio	Will add to the diversity and choice of listening experiences available to Irish audiences and introduce them to the benefits of digital radio and DAB
RTÉ Radio Player	Will be Ireland's leading live and on-demand radio service, to provide wider choice, richer function and to become a pivotal element of future hybrid radio for our audiences
RTÉ.ie	Will deliver RTÉ content to both Irish and international audiences through a first-class user experience and multi-platform, multi-device availability
RTÉ Player	Will be the leading Irish on-demand television service, giving audiences choice and control to enjoy RTÉ programmes wherever and whenever they choose.
RTÉ News Now	Will be Ireland's leading 24-hour News and Current Affairs channel available on online, on mobile and on television
International Services	To enable the Irish abroad to connect with home, RTÉ will further develop its recently launched international services: RTÉ Player International and GAAGO (developed in partnership with the GAA)
Transmission Network	Will ensure the future of free-to-air television, by continuing to operate and develop Ireland's DTT service, SAORVIEW. 2RN (formerly RTÉNL) will also continue to provide a national analogue transmission network for FM radio.
RTÉ Archives	Will develop and open up RTÉ Archives
RTÉ Orchestras, Quartets and Choirs	Will offer Irish music lovers with the highest quality live music experiences and help new music lovers to find the RTÉ Orchestras and Choirs through great live and quality broadcast music
Other RTÉ Services	Will offer a number of other services; the RTÉ Guide, information services, Irish Radio Player (developed in partnership with the IBI), etc.

GUIDING PRINCIPLES

RTÉ is guided by certain principles. RTÉ will:

- Remain independent of any vested interest.
- Uphold and support the democratic values enshrined in the Constitution and serve the public interest.
- Enhance and develop its programming, content and services to provide for and be responsive to the changing needs, interests and concerns of the whole community on the island of Ireland.
- Offer audiences distinctive high quality programming and services and will aim to extend its public value through new and emerging digital communications technologies.
- Partner with and nurture Irish creative talent and Irish cultural expression and seek to inform a greater understanding of the wider world.
- Be accountable for all that it broadcasts, publishes and performs and will ensure value for money.

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ACTIVITIES

Every day and across all its services, RTÉ will continue to follow these principles by:

Remaining independent

- Providing high quality national and international news services that are accurate, impartial and objective
- Ensuring its treatment of current affairs and matters of public controversy, in addition to being impartial and objective, is fair to all interests
- Placing the audience's interests at the heart of our decision making
- Ensuring the integrity of our services and that editorial decision-making is not subject to undue influence from any commercial, political, religious, social or cultural interest.

Serving the public interest

- Providing comprehensive coverage and analysis of Irish and international politics and public affairs and contributing to an informed citizenship
- Creating opportunity for fair debate and discussion on the issues of the day, both global and local, across RTÉ services
- Recognising that many topics are complex, multilayered and interconnected and require adequate space for discussion and analysis
- Encouraging and enabling audience contributions to and feedback on RTÉ programmes
- Undertaking investigative reporting into matters of public interest
- Respecting the right to privacy of the individual and ensuring no unreasonable encroachment upon that privacy
- Respecting human dignity and upholding rightful freedom of expression.

Catering for the whole community

- Providing a wide range of programming and services that entertain, inform and educate
- Providing coverage of sporting, cultural and religious activities
- Creating shared experiences through our services that help bring the community together and foster a greater sense of citizenship, social solidarity and national identity

- Providing programming and services for majority and minority interests
- Being inclusive and reflecting the diversity that exists in Ireland
- Using technology to provide multi-platform services that are accessible to all
- Providing quality programming and services for and about children and young people living in Ireland
- Ensuring people with disabilities can access a range of RTÉ programmes and services.

Providing distinctive programming and services

- Maintaining a rigorous editorial process across all RTÉ services
- Encouraging innovation, experimentation and originality in programming
- Collaborating with the Irish independent production sector and other external partners
- Attracting and developing the most talented people to create content for Irish audiences
- Ensuring that licence fee payers can enjoy RTÉ content using the highest quality and most proven audio, video and on-demand technologies.
- Investing in our staff and technology to develop a highly creative, professional, multi-skilled workforce with the right skills and tools to meet the needs of audiences in the digital age.

Promoting cultural expression

- Taking a leadership role in the creative sector as Ireland's largest creative organisation
- Providing services in both Irish and English
- Ensuring RTÉ's programme schedule and services have a distinctively Irish perspective
- Providing space in RTÉ schedules for Irish and international cultural expression by creating and commissioning new work
- Providing programming of all kinds on global themes and increasing awareness of the cultures, values and traditions of Europe and the wider world
- Being a global platform for Irish cultural expression

- Maintaining a comprehensive, relevant and accessible archive of audio, video and printed materials
- Ensuring that RTÉ's Orchestras, Quartet and Choirs remain at the heart of musical life in Ireland.

Being accountable

- Being open in all our dealings with our audiences, our suppliers, our partners and our regulators.
- Publishing at the beginning of each year a detailed statement of performance commitments and reporting on these commitments in the RTÉ Annual Report and to the Broadcasting Authority of Ireland (BAI)
- Maintaining and publishing up to date editorial guidelines for RTÉ staff and independent programme makers
- Maintaining a complaints and right of reply service in line with Section 47, 48 and 49 of the Broadcasting Act 2009.
- Optimising appropriate commercial revenues in the licence fee payers' interests
- Managing RTÉ's finances prudently and maintaining best practices in relation to governance and reporting systems.



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