

2019 Performance Commitments

Renewing RTÉ for the next generation

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, Climate Action and Environment) 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 (ASPC), 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 ASPC 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*¹ 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.*

2019'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 second year of its new strategy. 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.

¹ <https://www.rte.ie/strategy/>

RTÉ sees its contribution to Irish society and support for Ireland's democracy as integral to everything it does. It has been shown that strong public service media can enhance the functioning of societies. RTÉ has set a clear vision for the period of its strategy on how it will have a positive impact on Irish society. Therefore, another enhancement in 2019 has been introducing the Intended Public Impacts of each commitment.

Audience

Deliver content relevant to all Irish audiences, serving everyone, everywhere.

Commitment		Intended Public Impacts	Target Measure	2019 Target
1.	Put the audience at the centre of decision making	Audience needs are central to the delivery of PSM in Ireland.	a) Maintain public perception that RTÉ <i>is relevant to people in Ireland today</i>	80%
		Irish people feel ownership and connection with their PSM.	b) Maintain public perception that RTÉ <i>has high quality content and services</i>	75%

Commitment		Intended Public Impacts	Target Measure	2019 Target
2.	Be where the audience is – provide universal access, optimise linear, and adopt digital first	The media needs of all segments of Irish society are fulfilled.	a) Maintain average weekly reach for all RTÉ services at or above 90% (18+)	90%
		Young people are engaged by Irish content and services.	b) Maintain average weekly reach for all RTÉ services at or above 90% (18-34)	90%
			c) Grow RTÉ's average weekly reach via mobile and online	55%
		Innovation in media production will engage digital natives with Irish content.	d) Maintain RTÉ television share (adults 15+, all day)	24-26%
			e) Maintain RTÉ radio share (adults 15+, all day)	30%
		People will have easy and immediate access to Irish content on their device of choice.	f) Develop a new metric of Time Spent with RTÉ and report on adults 15+ and adults aged 15-34	Report
			g) Maintain public perception that RTÉ programmes and services are easily accessible on a range of devices	70%

Content

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

Commitment		Intended Public Impacts	Target Measure	219 Target
3.	Provide trusted, challenging and engaging content	<p>In the era of fake news, Irish people have a trusted news source.</p> <p>The powerful in Irish society are held to account, wrongdoing and bad practice in Irish institutions is exposed.</p> <p>Education in Ireland is enriched through the inclusion of different perspectives and ways of learning.</p>	a) Maintain public perception that RTÉ provides trusted N&CA	80%
			b) Maintain public perception that RTÉ generates national debate / political discourse	Narrative
			c) Maintain public perception that RTÉ keeps me well informed	80%

Commitment		Intended Public Impacts	Target Measure	2019 Target
4.	Champion Irish culture	Public discourse is stimulated and a mirror is held up to contemporary Irish society.	a) Maintain public perception that RTÉ is an important part of Irish life	80%
		Irish people will benefit from the rich audio-visual heritage delivered through a state-of-the-art PSM archive.	b) Maintain public perception that RTÉ enables me to connect with national events	80%
		Pride in our national identity is strengthened through engagement with the cultural and sporting experiences that bind us as a nation.	c) Maintain public perception that RTÉ devotes the right amount of time to children's programmes	50%
		Irish children will see their experiences and hear their own voices on screen, on radio and online.	d) Maintain RTÉjr weekly reach among 4-7s	13%
		The Irish language will grow in prominence and become an integral part of the Irish media landscape.	e) Maintain public perception that RTÉ provides a comprehensive service for Irish speakers	60%
			f) Maintain RTÉ RnaG weekly reach among adults 15+	3%

Commitment		Intended Public Impacts	Target Measure	2019 Target
5. Celebrate diversity and cultivate Irish talent	<p>People from every part of Irish society see their experiences represented in their PSM organisation and feel included.</p> <p>There is a heightened awareness of the diversity of Irish society and enhanced social cohesion.</p> <p>Ireland has a consistently creative and innovative PSM.</p> <p>The creative economy in Ireland experiences growth and is strengthened and developed.</p> <p>Ireland's existing and emerging creative talents are showcased and celebrated.</p> <p>Compelling Irish stories are told in a universal and powerful way.</p> <p>Access to the arts will be broadened and democratized enhancing public appreciation for our distinctive culture and heritage.</p>	a) Grow public perception that RTÉ reflects current Irish society	80%	
		b) Grow public perception that RTÉ has a range of new faces and voices on air	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) Increase investment in the Independent Production Sector subject to public funding increases and meet statutory spending requirements(s116 of the Act)	€ 39.7m	
		f) Grow public perception that RTÉ One is good for Irish drama	70%	
		g) Maintain public satisfaction with the quality of culture and arts on RTÉ	67%	
		h) Maintain public perception that RTÉ provides a broad range of orchestral music	56%	

RTÉ Performance Commitments with Measures (Year 2)

Sustainability

Protect the future of Public Service Media through a sustainable RTÉ

Commitment		Intended Public Impacts	Target Measure	2019 Target
6.	Protect the future of PSM	The future of PSM in Ireland is protected and is sustainable.	a) Meet annual budget	Achieve agreed budget out-turn
		It is run effectively and efficiently.	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
		It is supported by RTÉ commercial activities.	d) Total content and distribution spend as a % of Operating Costs	80%
		It is open, accountable and transparent.	e) PROCs* as % of Total Operating Costs *Personnel Related Operating Costs	Meet PROC target
			f) Maintain public perception that RTÉ <i>is valuable to Irish society</i>	85%
		PSM legitimacy is strengthened and protected in Ireland.	g) Maintain public perception that RTÉ <i>is trustworthy</i>	75%