

# 2021 Performance Commitments

Renewing RTÉ for the next generation

# Introduction

RTÉ shall, each year, prepare an Annual Statement of Performance Commitments ('ASPC' or 'commitments'), in accordance with its objects, its *Statement of Strategy*<sup>1</sup>, its *Public Service Statement*<sup>2</sup>, 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 its commitments. In accordance with S102(3) of the Broadcasting Act 2009, RTÉ's commitments for 2021 were submitted to the Broadcasting Authority of Ireland (BAI) in April 2021, and this publication makes them available on RTÉ.ie.

During 2019 RTÉ prepared a substantial revision to its 2018-2022 strategy that had been submitted to both the BAI and Government in late 2017. In August 2019 RTÉ presented its *Revised Strategy 2020-2024* (revised strategy) to Government. RTÉ's Commitments align with its revised strategy. RTÉ's direction is encompassed in its 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.*

These commitments and related targets demonstrate how RTÉ intends to deliver on the second year of its revised strategy. As with 2020, Covid-19 which will have a bearing on how RTÉ might perform against the targets set. As the organisation strives to fulfil its public service remit via this revised 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> [RTÉ's Statement of Strategy](#)

<sup>2</sup> [RTÉ's Public Service Statement](#)

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 aims to have a positive impact on Irish society, alongside each commitment are its Intended Public Impacts.

2021's ASPCs 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

# Audience

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

Commitment		Intended Public Impacts	Target Measure	2021 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 is relevant to people in Ireland today	80%
		Irish people feel ownership and connection with their PSM.	b) Maintain public perception that RTÉ has high quality content and services	75%

Commitment		Intended Public Impacts	Target Measure	2021 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	57%
		Innovation in media production will engage digital natives with Irish content.	d) Maintain RTÉ television share (adults 15+, all day)	26%
			e) Maintain RTÉ radio share (adults 15+, all day)	30%
			f) Monitor and report on Time Spent with RTÉ (adults 15+ and adults aged 15-34)	Report
		People will have easy and immediate access to Irish content on their device of choice.	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	2021 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 and gets people talking	80%
			c) Maintain public perception that RTÉ keeps me well informed	80%

Commitment		Intended Public Impacts	Target Measure	2021 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 public perception that RTÉ provides a comprehensive service for Irish speakers	60%
		The Irish language will grow in prominence and become an integral part of the Irish media landscape.	e) Maintain RTÉ RnaG weekly reach among adults 15+	3%
			f) Meet the '365 provision' to TG4 as per S120 requirements of the Act	Deliver on the 2018-2022 protocol agreement



Commitment		Intended Public Impacts	Target Measure	2021 Target
5.	Celebrate diversity and cultivate Irish talent	People from every part of Irish society see their experiences represented in their PSM organisation and feel included.	a) Grow public perception that RTÉ reflects current Irish society	80%
		There is a heightened awareness of the diversity of Irish society and enhanced social cohesion.	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%
		Ireland has a consistently creative and innovative PSM.	d) Maintain high proportion of indigenous hours as a % of total peaktime hours on RTÉ One	75%
			The creative economy in Ireland experiences growth and is strengthened and developed.	e) Increase investment in the Independent Production Sector subject to public funding increases and meet statutory spending requirements (s116 of the Act)
		Ireland's existing and emerging creative talents are showcased and celebrated.	f) Grow public perception that RTÉ One is good for Irish drama	
		Compelling Irish stories are told in a universal and powerful way.	g) Maintain public satisfaction with the quality of culture and arts on RTÉ	67%

		Access to the arts will be broadened and democratized enhancing public appreciation for our distinctive culture and heritage.	h) Maintain public perception that RTÉ provides a broad range of orchestral music	Target revoked in 2021
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# Sustainability

Protect the future of Public Service Media  
through a sustainable RTÉ

Commitment		Intended Public Impacts	Target Measure	2021 Target
6.	Protect the future of PSM	The future of PSM in Ireland is protected and is sustainable.	a) Meet annual budget	Achieve agreed out-turn
		It is run effectively and efficiently.	b) Deliver RTÉ's portfolio of services within budgeted operating costs	Achieve operating costs 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 is valuable to Irish society	85%
		PSM legitimacy is strengthened and protected in Ireland.	g) Maintain public perception that RTÉ is trustworthy	75%