



RTÉ's 2024 Performance Commitments

Laying the foundations for delivering RTÉ's New Direction strategy 2025-2029

Introduction

Each year RTÉ prepares an Annual Statement of Performance Commitments ('commitments'), in accordance with its objects, its strategy (see below)¹. RTÉ also reports 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 2024 were submitted to Coimisiún na Meán in May 2024, and this publication makes them available on RTÉ.ie.

A new approach for 2024

RTÉ's commitments followed a new approach for 2024 and were restructured to align with the five goals of our RTÉ Statement of Strategy 2025-2029.² This approach positioned 2024's activities as a pre-cursor to, and foundation for, delivery of RTÉ's new strategy. The primary driver behind restructuring our 2024 Commitments is alignment of internal focus with our new strategic direction and in parallel, this would also provide for alignment in considerations of RTÉ's performance under upcoming and future reviews. 2024's commitments should therefore be read in conjunction with our strategy, where the context and detail under each of our five goals is set out i.e. the objectives, rationale, initiatives, milestones, and metrics.

Taking account of 2023

Following an exceptionally difficult year, arising from an extended period of reputational challenge, we also took the opportunity to streamline our previous set of commitment metrics and reset the level of ambition for RTÉ's brand health to rebuild and grow from 2023 levels. This was based on a pragmatic assessment of the organisation's position at the time of setting commitments. It is notable, that notwithstanding the negative impacts on public perception of the organisation's corporate reputation, sentiment in 2023 did not translate to a diminution in engagement with RTÉ's services and content. RTÉ's journalism provided in depth coverage and analysis of the relevant issues, with due standards of impartiality and objectivity which was widely acknowledged, by the public and stakeholders.

¹ [RTÉ's Public Service Statement](#)

² [RTÉ's Strategy 2025-2029](#)

2024's Commitments are structured under five goals:

Goal 1: Engage audiences with high-quality impactful content

Goal 2: Provide excellent streaming products and services

Goal 3: Diversify production and support sectoral development across Ireland

Goal 4: Ensure robust financial management performance

Goal 5: Build a sustainable, trusted and responsible organisation

Goal 1: Engage audiences with high-quality impactful content

This goal will be advanced through the following initiatives:

- A new video content strategy addressing audiences’ streaming preferences
- A new audio content strategy showcasing new stories and voices
- Enhanced independent news and current affairs for digital audiences
- An expanded schedule of live cultural performances and public events

Commitment		Target Measure	2024 Target
1	Engage audiences with high-quality impactful content	a) Grow public perception that RTÉ is relevant to people in Ireland today (% agree)	63%
		b) Maintain RTÉ television share (adults 15+, all day)	27%
		c) Maintain RTÉ radio share (adults 15+, all day)	30%
		d) Grow public perception that RTÉ <i>provides trusted N&CA</i> (% agree)	70%
		e) Grow public perception that RTÉ <i>provides a comprehensive service for Irish speakers</i> (% agree)	60%
		f) Meet the ‘365 provision’ to TG4 as per S120 requirements of the Act	Deliver on the rolled over five-year protocol agreement

Goal 2: Provide excellent streaming products and services

This goal will be advanced through the following initiatives:

- Quality digital products offering an enhanced and personalised experience
- Developing RTÉ Player as a competitive destination for streaming video content
- Launching new ways to listen and inform with the RTÉ Audio and News Apps
- Providing access to an expanded and digitised RTÉ Archives

Commitment		Target Measure	2024 Target
2	Provide excellent streaming products and services	a) Grow public perception that RTÉ has high quality content and services (% agree)	58%
		b) Maintain average weekly reach for all RTÉ services at or above 90% among (18+)	≥90%
		c) Grow visits to RTÉ’s portfolio of digital products, over longer-term	705m
		d) Monitor and report on Time Spent with RTÉ (adults aged 15+ & 15-34)	Report
		e) Grow public perception that RTÉ programmes and services are easily accessible on a range of devices	68%

Goal 3: Diversify production and employment across Ireland

This goal will be advanced through the following initiatives:

- Increased commissioning to increase diversity of content and origin
- Investment in a new production facility in Cork
- Re-balance of employment from Dublin to the network of RTÉ centres

Commitment		Target Measures	2024 Target
3	Diversify production and employment across Ireland	a) Increase investment in the Independent Production Sector subject to public funding increases and meet statutory spending requirements (s116 of the Act)	€ 47.3m
		b) Maintain the increased viewer-perception <i>RTÉ delivers high quality Irish drama</i>	65%
		c) Report on female faces and voices on air	Report

Goal 4: Ensure robust financial management and performance

This goal will be advanced through the following initiatives:

- Transparent reporting and performance within a sustainable financial model
- Control and reduce operating costs and drive efficiencies
- Commercial success with a focus on growing digital commercial revenues
- Development of the capital plan for Donnybrook facilities and infrastructure

Commitment		Target Measures	2024 Target
4	Ensure robust financial management and performance	a) Meet annual budget	Achieve agreed outturn
		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
		d) Total content and distribution spend as a % of Operating Costs	80%
		e) PROCs* as % of Total Operating Costs *Personnel related operating costs	Meet PROC target

Goal 5: Build a sustainable, trusted and responsible organisation

This goal will be advanced through the following initiatives:

- A re-skilled smaller and more agile workforce
- Foster a positive working environment
- Embedding good practice on diversity and inclusion
- Operate to a best-in-class governance framework

Commitment		Target Measures	2024 Target
5	Build a sustainable, trusted and responsible organisation	a) Grow public perception that RTÉ is <i>valuable to Irish society</i> (% agree)	77%
		b) Grow public perception that RTÉ is <i>trustworthy</i> (% agree)	52%