

RTÉ's 2025 Performance Commitments

Delivering on 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 2025 were submitted to Coimisiún na Meán in February 2025, and this publication makes them available on RTÉ.ie.

RTÉ's 2025 commitments have been developed to provide clarity and transparency on RTÉ's key strategic objectives for 2025, as the first year of rolling out our New Direction strategy. While the focus is on 2025, it sets the basis for longer-term strategy delivery. RTÉ's strategic objectives have been re-aligned with the level of public funding available for 2025, and to ensure all goals are progressed, albeit with some phasing of timelines. RTÉ's Leadership Team have endeavoured to strike a balance between immediate audience-facing content and digital objectives, and the mid-term work that needs to be done to transform RTÉ's infrastructure and technology to ensure that we are able to deliver for those audiences into the future.

Changes to RTÉ's commitment metrics in 2025

We have developed a set of stretching and ambitious Key Performance Indicators (KPIs) that we will use to assess how well we are implementing our strategy. Our 2025 metrics build on 2024's transitional set, which were restructured to align with RTÉ's five strategic goals. A number of new metrics have been added to bring further alignment with our goals, and in response to feedback on 2024's metrics provided by Coimisiún na Meán.

Strategic priorities

RTÉ's strategic priorities have been re-aligned with the level of public funding available for 2025, and to ensure all goals are progressed, albeit with some phasing of timelines. RTÉ's Leadership Team have endeavoured to strike a balance between immediate audience-facing content and digital objectives, and the mid-term work that needs to be done to transform RTÉ's infrastructure and technology to ensure that we are able to deliver for those audiences into the future.

¹ [RTÉ's Public Service Statement](#)

2025's Commitments are structured under five goals delivered through a range of initiatives

Goal 1: Engage audiences with high-quality impactful content

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

Goal 2: Provide excellent streaming products and services

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

Goal 3: Diversify production and employment across Ireland

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

Goal 4: Ensure robust financial management and performance

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

Goal 5: Build a sustainable, trusted and responsible organisation

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

2025 Performance Commitments Metrics

Target Measure	Target
Goal 1: Engage Audiences with high-quality impactful content	
a) Grow public perception that RTÉ provides trusted N&CA	72%
b) Grow public perception that RTÉ keeps me well informed	72%
c) Grow public perception that RTÉ is entertaining	65%
d) Grow public perception that RTÉ provides a comprehensive service for Irish speakers	64%
e) Meet '365 Provision' to TG4 as per S120 requirements of the Act	Meet obligation
f) Monitor and report on time spent with RTÉ	Report
Goal 2: Provide excellent streaming products and services	
a) Weekly reach for all RTÉ services (18+)	90%
b) Weekly reach for all RTÉ services (18-44)	80%
c) Grow public perception that RTÉ has high quality content and services	64%
d) Visits to RTÉ's portfolio of digital products	750M
e) Grow public perception that RTÉ's programmes and services are easily accessible on a range of devices	70%
Goal 3: Diversify production and employment across Ireland	
a) Increase spend with independent production sector	€48.1 M
b) Develop metric for across Ireland	Develop
c) Report on female faces and voices	Report
Goal 4: Ensure robust financial management and performance	
a) Meet annual budget Net Surplus Deficit	Achieve agreed outturn
b) Deliver portfolio of services within budgeted OP/EX	Achieve operating costs and delivery of specified services
c) Generate commercial revenues to maximise return for public service	Achieve Group commercial revenue targets
d) Develop metric for investment in digital products and skills	Develop
e) Personnel related operating costs (PROC) as a % of OP/EX	Meet PROC target
Goal 5: Build a sustainable, trusted and responsible organisation	
a) Grow public perception that RTÉ is valuable to Irish society	77%
b) Grow public perception that RTÉ is valuable to me personally	63%
c) Grow public perception that RTÉ is trustworthy: <i>over life of strategy to 65%</i>	55%
d) Develop new metric(s) to track goal 5 progress	Develop