



RTÉ's 2026 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. 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. In line with the incoming General Scheme of the Broadcasting (Amendment) Bill, RTÉ submitted a draft set of 2026 Commitments on the 31st January 2026, to Coimisiún na Meán (CnaM) for review. Following additional consultation and feedback, RTÉ submitted its finalised commitments on 31st March 2026 and this publication makes them available on rte.ie.

Our Commitments have been developed to provide clarity and transparency on RTÉ's key strategic objectives for 2026, the second year of our New Direction strategy. While the focus is on 2026, it also sets the basis for longer-term strategy delivery. In support of greater focus, transparency and in alignment with our stated value of Accountability, the commitments align to the organisation's explicit priorities for the year ahead, informed by the following key considerations:

New Direction Strategy¹: Priorities have been re-aligned to ensure all goals are progressed, albeit with some re-phasing. RTÉ's Leadership Team have endeavoured to strike a balance between early delivery of audience-facing content and digital objectives, and medium-term transformation that will ensure we are positioned to deliver for those audiences into the future. RTÉ's 2026 Budget has been designed to support these objectives.

Governance Reform: Reflecting our ongoing commitment to governance and cultural reforms, the integration of the recommendations of the Expert Advisory Committee recommendations published in May 2024, and RTÉ's own updated Governance Framework.

Cultural Change: The next phase of work on organisation culture; having refreshed the organisation's values last year (Courage, Accountability and Respect), and identified priority issues for action for the year ahead, RTÉ is committed to ensuring that these values are more widely amplified and understood, embedded at a systemic level, and that they are used as a means of shaping decisions and more aligned behaviour.

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 2026 metrics build on 2025's streamlined set with new metrics added to bring further alignment with our goals, and in response to feedback provided by Coimisiún na Meán.

¹ [Statement of Strategy 2025 - 2029](#)

Recap on RTÉ's New Direction Strategy 2025-2029

As articulated by RTÉ's Director General in his Opening Statement to the strategy, it is *"about ensuring the future and the relevance of a transformed RTÉ. It is about delivering a strong and independent public service, available to everyone; it is about creating a trusted organisation delivering for Irish audiences; it is about backing creative ambition and digital innovation; it is about supporting Irish culture and bringing people together; it is about reflecting all of the country and supporting the creative industry across the island"*.

Goal 1: Engage audiences with high-quality impactful content

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

Goal 2: Provide excellent streaming products and services

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

Goal 3: Diversify production and employment across Ireland

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

Goal 4: Ensure robust financial management and performance

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

Goal 5: Build a sustainable, trusted and responsible organisation

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

Strategic Priorities 2026 Overview

Impactful Content and Digital Experiences

- Celebrate RTÉ 100, a year-long centenary initiative marking 100 years of Public Service Media, and shared storytelling, in Ireland. Through curated content and events this marks the enduring breadth of the organisation's national and cultural contribution to the nation, as we ambitiously transform RTÉ for its second century.
- Deliver an audience-led video content strategy to grow streaming while sustaining linear, prioritising investment in high impact content. We intend to increase the hours of high impact scripted video content. 2026 will also see a new kids' strategy and our next Irish Language Plan 2026-2028.
- Enhance the personalisation of RTÉ Player, while further improving the user-interface and user experience. Key milestones include building the catalogue to 5,700 hrs, expanding offline downloads and a pilot for a new RTÉ Player channel ISL channel.
- Continue implementing the unified single audio strategy. Conclude the repositioning of RTÉ Radio 1 on the foundations of the new on-air weekday schedule, implement clear audience led strategy for 2fm targeting younger audiences, and develop clear strategies for lyric fm and RnaG to ensure their sustainability and growth into the future.
- Launch the new Audio App to deliver seamless access to all our existing services as well as an increased portfolio of digital content. This will deliver a better user-experience, content curation and the ability to give greater prominence / discoverability to content.
- Launch a full slate of original podcasts alongside the Audio App, with new titles across multiple genres rolled out throughout the year.
- Continue to expand RTÉ News & Current Affairs' digital reach launching the new News App, via social, podcasts, and RTÉ's Clarity strand. In 2026, Clarity will expand its use of video verification and metadata analysis to explain complex issues and strengthen trust.
- Deliver high impact investigations across the year that bring hidden truths to the surface and give a voice to those often unheard. These include documentaries, podcasts and multi-platform initiatives; a number of which may potentially be in collaboration with other news outlets.
- Launch staggered mandatory sign-in for RTÉ video and audio products, enabling insights data for content creators, commissioners and commercial teams.
- Continue the digitisation programme of RTÉ's archives and scope a future project to enhance public access to content from our archive through curated content and improved search facilities from 2027 onwards.

RTÉ's [press release](#) announcing its slate of original Irish programming for early 2026, provides a snapshot of the type of high impact content that will drive RTÉ's content strategy.

Transforming the Organisation

New Operating and Production Models

- Significantly increase investment in Ireland's independent production sector to 24% of RTÉ's public funding and launch Síol Funds: one for scripted and another for non-scripted video, while a significant portion of our podcast output will be commissioned.
- Undertake feasibility studies on *Fair City* and *The Late Late Show* moving to off-site production models.
- Progress the Cork Production Hub roadmap. From this hub, we will commission new content, stimulate activity to grow the creative economy locally and expand RTÉ's partnerships delivering impact for audiences. Further progress the planning for fit-for-purpose modern technology solutions for Donnybrook, to support future production models, new ways of working and ensure alignment with RTÉ's technical architecture.

HR and RTÉ's People

- Subject to formal approval, commence second round of RTÉ's Voluntary Exit Programme, which along with strategic role suppression, is intended to reduce headcount by up to 400 over the term of the strategy and people costs.
- Launch RTÉ's Career Framework, supported by clear communications and manager training, and concluding pay benchmarking to inform future remuneration policies and pay structures. A comprehensive skills audit will integrate with the Framework to identify gaps, align learning pathways with business needs and competence development and career opportunities.
- Progress the delivery of a new HR Information System (HRIS) to replace multiple stand-alone systems with one integrated solution which facilitates real time data for reporting and employee experience.

Foundational to the delivery of all RTÉ's five goals, and our 2026 strategic priorities are the planned Governance Reforms and Cultural Change.

Governance Reforms

Further to the appointment of the new Chief Risk and Compliance Officer at Leadership Team level (and the planned expansion of this function), the organisation will complete the final elements of the Expert Advisory Committee recommendations, and progress work on developing a more mature risk and compliance function and culture within the organisation. This will be supported by a greater focus on staff training and awareness building, as well as systemic reviews intended to ensure that RTÉ's governance, compliance and reporting systems are effective in managing its risk and compliance obligations. Plans are underway to improve overall systems of enterprise risk management, sustainability reporting, and assurance across the organisation. The enhancement of the Internal Audit function will also support greater standards of transparency and accountability in this regard.

Cultural Change

Phase I of this work completed in 2025 which included a cultural audit, recasting organisation values, an inaugural staff culture survey and the launch of a new Cultural Charter. Phase II involves making sure that the cultural values are adopted in a more integrated way across the organisation. Staff engagement will be key and the appointment of the new role of Staff Engagement Lead is intended to support improved dialogue at all levels within the organisation and improve workplace experience. As a priority, RTÉ has committed to supporting a range of initiatives informed by staff insights and suggestions across a number of priority areas to include Staff Engagement, Supporting Career Opportunity, Workplace Conditions, and Recognition and Reward.

2026 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 | 76% |
| b) Grow public perception that RTÉ keeps me well informed | 75% |
| c) Grow public perception that RTÉ is entertaining | 70% |
| d) Grow public perception that RTÉ provides a comprehensive service for Irish speakers | 70% |
| e) Meet '365 Provision' to TG4 as per S120 requirements of the Act | 365 hours |
| 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 (18-34) | 80% |
| c) Grow public perception that RTÉ has high quality content and services | 65% |
| d) Visits to RTÉ's portfolio of digital products | 900M |
| e) Grow public perception that RTÉ's programmes and services are easily accessible on a range of devices | 75% |
| Goal 3: Diversify production and employment across Ireland | |
| a) Increase spend with independent production sector | Achieve RTÉ Budget Target |
| b) Increase % commissions outside Dublin | TBC |
| c) Develop RTÉ employment metric for across Ireland (for 2027) | Develop |
| Goal 4: Ensure robust financial management and performance | |
| a) Meet annual budget Net Surplus Deficit | Achieve RTÉ Budget Target (applies to all Goal4 metrics) |
| b) Deliver portfolio of services within budgeted OP/EX | |
| c) Continue to grow digital traded revenues to maximise return for public service | |
| d) Continue digital and technology spend as % of Group Op Ex | |
| e) Personnel related operating costs (PROC) as a % of OP/EX | |
| 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 | 67% |
| c) Grow public perception that RTÉ is trustworthy: <i>(increase to 65% over the life of the strategy)</i> | 60% |
| d) Improve staff engagement and work culture <i>(2025 engagement, 2026 engagement or equivalent score)</i> | 55% |
| e) Implement the EAC Reform Recommendation <i>(Issued in April 2024)</i> | 90% |
| f) Reduce RTÉ's CO2 emissions by 51% by 2030 <i>(vs. 2016)</i> | -2% (vs. 2025 % reduction) |