



An Roinn Turasóireachta, Cultúir,  
Ealaíon, Gaeltachta, Spóirt agus Meán  
Department of Tourism, Culture,  
Arts, Gaelacht, Sport and Media

# Future of Media Commission Report

## Implementation Strategy & Action Plan



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## CHAPTER 1: OVERVIEW

### INTRODUCTION

The Programme for Government, Our Shared Future, in recognition of the importance of a sustainable Irish media sector, and in recognition of the seismic shifts currently being experienced by the media sector in Ireland and across the world, mandated the establishment of the Future of Media Commission. It was tasked with addressing how media should serve Irish society, assessing how well the current system meets these goals and considering what changes ought to be made to support print, broadcast, and online media in a platform agnostic fashion. The Commission was particularly tasked with making recommendations in relation to RTE.

The Commission's deliberations were informed by extensive engagement and consultation with the general public, industry stakeholders, experts and policy-makers. The Commission's report presents a detailed analysis and assessment of Ireland's media system, with a focus on the economic and technological challenges and opportunities facing the sector.

The Commission has made 50 recommendations that, in aggregate, constitute a strategic agenda for transforming Ireland's media sector. The overarching objective of this strategic agenda is to ensure that Ireland continues to have a pluralistic, independent media that provides high-quality public service content, essential to social cohesion and a healthy democracy.

### BACKGROUND

The Commission adopted a number of working definitions to distinguish the different categories of media throughout their Report. The key definitions were Public Service Media (PSM), Public Service Content (PSC) and Public Service Content Providers (PSCPs):

PSM are publicly owned, publicly funded media organisations that primarily provide public service content that is free at the point of consumption.

PSC is media content (digital, print or broadcast) that has a distinct public value, is produced to clearly-defined professional and ethical standards, is an important public source of truthful and accurate information and diverse opinions.

PSCPs are non-publicly owned media organisations across the print, online and broadcasting sectors that provide PSC to their audiences

The Commission's work began with a public consultation that received over 800 submissions and 6 online thematic dialogues in which dozens of experts and over 1,000 members of the public participated. The Commission also engaged with a number of experts and key stakeholders, and conducted research and a survey of the public opinion. The Commission submitted its report to Government in September 2021.

The Commission concluded that Ireland's media sector has an enduring value and importance to members of the public, to wider society and to democracy. It rates highly in terms of international benchmarks, has delivered well on its public service aims and is broadly valued and trusted by the public. Media makes a vital contribution by informing, educating and entertaining the public; by reflecting identity and diversity across Irish society; by promoting Irish culture, sport and language; and by holding those in power to account.

A key element of the Commission's report is that the media is recognised as a "merit good" for society and our democracy and that public service media/content should be recognised as critical public infrastructure.

The Commission highlighted that the coming decade will be highly disruptive for Ireland's media system. There are both exciting opportunities for, and serious threats and risks to, Ireland's media system. Technological

advances and changing consumer behaviour challenge media to develop new business models and new ways to engage with audiences. The spread of misinformation and disinformation through social media and other technology platforms risks undermining public confidence in news and information.

The Commission explored the long-term economic challenges faced by media in Ireland, including a decisive shift in advertising revenues away from traditional media towards the technology giants that dominate digital advertising, compounded in the case of print media by declining circulation revenues. In the case of public service media, the sustainability of TV Licence fees as a source of public funding was also considered.

It was the conclusion of the Commission that the survival of today's media organisations, and the evolution of new ones, hinges on the capacity to adapt to the competitive landscape and meet the changing needs of audiences. Government, regulators, and media organisations need a more strategic, collaborative response to investment, digital transformation, business model evolution, skills development, and diversity for the sector.

The Commission noted that the traditional model of PSM is evolving to recognise and incorporate the greater agency that citizens and consumers expect, as co-creators and stakeholders in the media system. This demands that PSM show greater ambition in engaging with audiences, and greater levels of transparency and public accountability.

One of the greatest challenges facing media, which the Commission highlighted, is to ensure that they are appropriately diverse, accessible, inclusive and representative of contemporary Ireland. There is a need for greater diversity of representation, including for groups that are currently underrepresented and marginalized, in programming, commissioning and production of news and current affairs, arts and culture, sport, Irish language and entertainment.

The Commission underlined that the media sector operates in an uneven regulatory environment. While some media are subject to regulation, many online players remain largely outside systems of media governance. There is a need for strategic action by Government, regulators, technology companies, academia and public media to combat the impact of misinformation on Irish society and democracy and to rebalance the relationship between traditional media and "Big Tech". Ireland has the potential to become a hub for innovation in online safety.

The Commission approached their remit by addressing a range of themes, and the broad thrust of the Commission's consideration of each theme and the resultant recommendations it has made to Government, are summarised below. The full text of the Commission's report is available [here](#).

#### GOVERNMENT CONSIDERATION AND ACCEPTANCE:

The Government, having considered the report and its conclusions, accepted, in principle, 49 of the 50 recommendations at its meeting on 12 July 2022. In order to progress the implementation, Government also approved the establishment of an interdepartmental group to assess how best to implement the Commission's recommendations, and to oversee the actions necessary to achieve desired outcomes of the Commission's recommendations.

The Government also agreed to an alternative approach to the Commission's recommendation in respect of a future public funding model for media underpinned by Exchequer funding. Government mandated the establishment of a Technical Working Group to instead consider the detailed design of a reformed and enhanced TV licence system as a basis for future funding of the sector. That work is ongoing and will be brought to Government in the coming period.

## IMPLEMENTATION GROUP

The members of the Implementation Group are senior officials representing Government Departments and agencies with a role in the implementation process. In addition, a Stakeholder Consultative Group with representatives of the media industry and relevant sectors will be established. The suggested membership of this Group is set out in the Future of Media Commission Report (pg. 256).

The Implementation Group is chaired by the Department of Tourism, Culture, Arts, Gaeltacht, Sport & Media - further membership of the group is drawn from representatives from the following Departments:

- Department of Finance
- Department of Public Expenditure & Reform
- Department of Justice
- Department of the Taoiseach
- Department of Enterprise, Trade & Employment
- The Broadcasting Authority of Ireland / Coimisiún na Meán

Membership of the Group may be varied and additional Departments or bodies may be included as appropriate in future.

The Group's functions include, but not be limited to:

- Agreeing an Implementation Plan and, taking account of the Commission's recommendations, the most appropriate timeframe for implementation;
- Identifying the legislative changes required to underpin implementation;
- Identifying other relevant Government policies, strategies, action plans or planned legislation which may need to take account of recommendations / may be used to progress implementation;
- Considering the most appropriate structure and format for further engagement with sectoral stakeholders; and
- Overseeing implementation and make periodic reports through the Digital Senior Officials Group to the Cabinet Committee on Economic Recovery and Investment.

The Group has been convened for an initial 2-year period, subject to review.

The Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media will bring progress reports from the Group to Government, commencing with the submission of this Strategy in January 2023.

## TIMELINES

The Commission has set out in its report a range of target deadlines for the implementation of its recommendations over an initial two-year time period.

Given the lapse of time since the Commission concluded its considerations and developed the recommendations, it has been necessary to vary the suggested timeframes for each individual recommendation.

Consideration of deadlines for implementation must also take account of Government's decision to reform and enhance the TV licence fee (as opposed to accepting the Commission's recommendation on direct Exchequer funding); the Online Safety and Media Regulation Act and subsequent establishment of Coimisiún na Meán; and potential timeframe for the preparation of any required legislative amendments.

## ESTABLISHMENT OF COIMISIÚN NA MEÁN

A cornerstone of the Commission's report and recommendations is the establishment of a new body with a regulatory and developmental function in respect of the media.

The Online Safety and Media Regulation Act provides for the establishment of such a new media regulator, Coimisiún na Meán. An Coimisiún will provide the regulatory and developmental framework to implement the Commission's report, and two of the initial three Commissioner roles will play a significant role in delivering on the Government's implementation of the Future of Media Commission Report – the Broadcasting Commissioner and the Media Development Commissioner.

## CHAPTER 2: THE SOCIETAL VALUE AND IMPACT OF MEDIA

The corresponding Chapter of the Commission’s Report addresses the societal value and impact of media.

### RECOMMENDATION 2-1 VALUING PUBLIC SERVICE CONTENT AS CRITICAL PUBLIC INFRASTRUCTURE

The intrinsic value of Public Service Content should be recognised as a “merit good” that delivers valued benefits to society and the democratic system, and, as such, represents critical public infrastructure.

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#### POSITION/RESPONSE:

It is recognised that Public Service Media (PSM), and the content which it delivers, are valued by the Irish public. PSM and public service content are vital to the proper functioning of our democracy and society in general – enabling discourse and debate, providing reliable information, highlighting matters of significant national and international importance, and providing access to events and activities of significant cultural and societal importance.

While the recommendation was intrinsically linked with the recommendation to move to fully-exchequer funded model for PSM, the Implementation Group will examine what mechanisms may be available to recognise PSM and content as critical public infrastructure, including potentially through legislative provisions.

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#### ACTIONS:

- Implementation Group to consider how PSM and content can be recognised as critical public infrastructure
- To consider the potential impact of any such designation of content on the public service objects of RTÉ and TG4, and the potential implications for funding schemes
- To consider if legislative amendments are appropriate to give effect to this recommendation

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#### LEAD RESPONSIBILITY & TIMELINE

Lead Department: **TCAGSM** – Supported by: **Implementation Group**

Timescale: Review of Part 7 of the Broadcasting Act to take place by Q2 2023. Implementation Group to consider outcome of review and non-legislative options. If legislative amendments are required, General Scheme to be progressed by Q4 2024

### RECOMMENDATION 2-2 ADDRESSING ENVIRONMENTAL SUSTAINABILITY

- The BAI/Media Commission should identify ways to further incentivise the promotion of sustainability in broadcast, print and online media, including through:
- relaunching the Broadcasting Sustainability Network as a Media Sustainability Network, opening it to an expanded membership across all parts of the media sector;
- adapting the Sustainability Roadmap for the Irish Broadcasting Sector for use by the wider media sector, including its guidelines for “Green Programming”;
- introducing appropriate baseline environmental sustainability standards as eligibility criteria within the new Media Fund;



- Routinely reporting on the environmental sustainability performance of PSM and PSCP, including a focus both on internal sustainability improvements and measuring the public impact of sustainability programming / content.

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#### POSITION/RESPONSE:

The media sector has a key role to play in supporting national efforts to develop more sustainable approaches to all aspects of the economy and society – providing a space for informed debate; supporting learning and education; and highlighting positive action. This role of the media is reflected in Government’s Climate Action Plan 2021, which committed to supporting the development of content to support climate action.

Furthermore, in July 2022 NewERA published a Framework for the Commercial Semi-State Sector to address climate action objectives.

The BAI has published (in 2020) a Sustainability Roadmap which sets a vision for a more sustainable sector, and supports the Sustainability Network to foster best practice, support the sector to improve its sustainability performance, and support positive action across society. Screen Ireland, the BAI, TG4, RTÉ, Virgin Media Television, and Screen Producers Ireland currently collectively fund the licence for the UK-based *Albert* carbon calculator and sustainable production certification toolkit, which enables and requires TV and film productions to measure their carbon impact and take active steps to reduce it. The current arrangement will be in place until mid-2023, after which certification by an Irish body will be required.

As recommended by the Commission, it is agreed that ways to further incentivise the promotion of sustainability in the wider media sector should be examined. This includes not only enhancing the role the media can play in supporting and championing sustainability throughout our society, but in adopting more sustainable approaches to programme and content production, transmission etc. and becoming more sustainable organisations in themselves.

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#### ACTIONS:

- BAI/Coimisiún na Meán will open the Broadcasting Sustainability Network to a wider membership or develop sector specific networks
- BAI/Coimisiún na Meán will examine the existing Sustainability Roadmap and, in consultation with the expanded or additional Networks, adapt for use by the wider media sector and prepare the drafting and publication of a revised Roadmap
- Appropriate sustainability standards/criteria will be introduced in the development of the criteria for proposed Media Fund schemes criteria;
- BAI/Coimisiún na Meán in conjunction with different sectoral stakeholders (print/ online / Audio-visual) will develop appropriate metrics and baseline data to enable reporting on sustainability performance of the sector, application of funding criteria or application of the sustainability roadmap.
- D/TCAGSM will continue to liaise with RTÉ and TG4 on the delivery of agreed climate-change measures (having regard to the Framework for the Commercial Semi-State Sector to address climate action objectives, as developed by NewERA)
- An Coimisiún, following its establishment, will liaise with other partners, such as Fís Éireann, on the establishment of a permanent certification process for systems used by content productions to measure environmental impacts (such as application of the Albert carbon calculator toolkit).

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#### LEAD RESPONSIBILITY & TIMELINE

**BAI/Coimisiún na Meán** will lead on actions.

Timeline for completion: Review of Albert Calculator certification arrangements to be completed by **Q2 2023**.

## RECOMMENDATION 2-3 EDI MONITORING, DATA AND RESEARCH

PSM should have a statutory obligation, by 2024, to gather and publish diversity data.

PSCP's should also gather data and be incentivised to do so through conditionality of public funding for organisations and projects from 2022.

All measures taken to further EDI should be subject to ongoing auditing and monitoring. The Media Commission should play a coordination role in data gathering through a strategic research unit. This unit would regularly audit what diversity is in an Irish context so as to ensure our understanding and measuring of diversity reflects the demographics of Ireland as it changes over time.

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### POSITION/RESPONSE:

The media plays a key role in shaping public opinion and culture and therefore has an obligation to ensure that it is representative and inclusive – both in the content it produces, but also within the sector itself.

The strategy will seek to implement EDI monitoring, data and research, to ensure all PSM's and PSCP's play a role and are accountable for implementing same. Coimisiún na Meán will be responsible for co-ordinating these activities.

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### ACTIONS:

- TCAGSM to engage with Coimisiún na Meán on the establishment of a strategic research unit and the appropriate resourcing of same
- Coimisiún na Meán to develop data standards metrics to be aligned with the National Equality Data Strategy, to ensure to collection and publication of consistent and comparable baseline EDI data by PSMs and PSCPs
- Coimisiún na Meán will conduct an analysis of the options for implementation (in consultation with stakeholders) including voluntary publication of available data (and taking account of proposed EDI Strategy as set out in Recommendation 2.4)
- TCAGSM to consider whether legislative amendments to the Broadcasting Act are appropriate in order that PSMs gather and publish EDI data
- Coimisiún na Meán will review funding scheme criteria with a view to the potential inclusion of appropriate standards/criteria to ensure the collection of consistent and comparable EDI data
- Coimisiún na Meán will monitor EDI data across PSMs and PSCPs.

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### LEAD RESPONSIBILITY & TIMELINE

Lead: **Coimisiún na Meán** to lead on policy analysis and stakeholder consultation with **TCAGSM**. **Coimisiún na Meán**: data standards and metrics to ensure the collection and publication of consistent and comparable EDI data. **TCAGSM** to consider if legislative amendments are appropriate for PSMs and PSCPs to gather and publish EDI data.

Timeline for completion: Voluntary publication of available data to align with EDI Strategy due in **Q4 2023** (if appropriate, statutory basis for publication will be subject to bringing forward amending legislation)

#### RECOMMENDATION 2-4 EDI STANDARDS

Diversity standards should be developed by the Media Commission by Q1 2024, with organisations in receipt of public funding required to meet these standards.

The proposed strategic research unit within the Media Commission, in collaboration with stakeholders, should coordinate the development and implementation of EDI tools and measures by Q4 2023.

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#### POSITION/RESPONSE:

The Government is committed to supporting progress on equality right across our society. In relation to the improvement of diversity standards across the media sector, our broadcasting regulator, the BAI, is undertaking a review of the existing Gender Action Plan. This review will inform the development of an Equality, Diversity and Inclusion Strategy by Coimisiún na Meán to drive progress in this area.

Consideration will need to be given to the most appropriate mechanism for the delivery of this action, whether through primary legislation to enable Coimisiún na Meán to put in place binding regulatory obligations or through a voluntary initiative. The development of the criteria for funding schemes recommended by the Report will address EDI standards as appropriate.

Note: Implementation of this recommendation will also address proposed actions as part of the Government's National Action Plan Against Racism

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#### ACTIONS:

- As a first step, the BAI will publish their review of Gender Action Plan in Quarter 1 2023. This review will inform the development of an EDI Strategy by Coimisiún na Meán
- Coimisiún na Meán will conduct an analysis of the options for implementation (in consultation with stakeholders)
- Coimisiún na Meán to consider the most appropriate framework for implementing standards and how adherence can be monitored and reported on.
- Following Coimisiún na Meán's analysis, TCAGSM will consider if any legislative change is required

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#### LEAD RESPONSIBILITY & TIMELINE

Lead: **Coimisiún na Meán** to lead on policy analysis and stakeholder consultation with **TCAGSM**. Consideration of the most appropriate framework for implementing standards and how adherence can be monitored and reported on (**Coimisiún na Meán**).

Timeline: BAI will publish the review of the Gender Action Plan in Q1 2023. Coimisiún na Meán will develop EDI Strategy by **Q4 2023**

#### RECOMMENDATION 2-5 DIVERSITY BOARDS AND LEADERSHIP

From 2022, media organisations should establish Diversity boards that advise producers on and assist in the co-creation of content.

EDI should be mainstreamed across media organisations. While responsibility should be distributed across the organisation, accountability should lie at senior executive level.

From 2022, larger PSM and PSCP organisations such as RTÉ, TG4, and Virgin Media TV should have a Diversity lead at senior executive level, who is tasked and resourced to create a strategic plan that delivers a diversity remit across the organisation. This should also be mirrored with a representative from a minority community on

their board. Ideally all leadership positions should have some form of reporting on EDI progress in their work areas.

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#### POSITION/RESPONSE:

It is important that EDI should be mainstreamed within the sector (as with all other sectors of the economy and society) and that achievement of strategies and actions need to be properly monitored and reported on by PSMs and PSCPs. However, this action will require further consideration in terms of the most appropriate approach for implementation, given the independence of the media, and taking account of the actions and/or strategies which media bodies may already have in place.

Note: Implementation of this recommendation will also address proposed actions as part of the Government's National Action Plan Against Racism

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#### ACTIONS:

- Coimisiún na Meán will carry out consultation via the Stakeholder Consultation Group to examine the feasibility of diversity boards across the sector, and will research current status of diversity strategies etc. within the media sector
- Coimisiún na Meán will engage with RTÉ and TG4 regarding the recommendation on senior management responsibility for EDI within each respective organisation and make recommendations as to further action which might be considered by the PSMs

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#### LEAD RESPONSIBILITY & TIMELINE

Lead: **Coimisiún na Meán** to carry out stakeholder consultation. **Coimisiún na Meán** to engage with RTÉ & TG4 regarding the recommended senior management responsibility for EDI.

Timeline: for completion by **Q3 2024**

#### RECOMMENDATION 2-6 DIVERSITY EDUCATION, TRAINING AND EMPLOYMENT

The BAI/Media Commission should establish a forum with educational institutes, stakeholders with lived experience of exclusion and media employers to identify how to create a diverse talent pipeline and identify skills gaps.

The Media Commission and the Department of Further and Higher Education should liaise with the media sector on building apprenticeship and internship pathways. These should be paid so as to ensure that a broad cross section of society can apply and equitably participate.

PSM should ensure that writers and producers have received adequate training in how to engage with diversity content from 2024.

BAI/Media Commission should develop a code of practice that outlines that media organisations must engage with civil society and community groups when reporting on or developing storylines relating to minorities.

Key Public Service Content such as public health information should be subtitled and made available in languages that reflect the population of Ireland, including, for example, Plain English, Polish, Lithuanian, Portuguese and Chinese. This recognises the need to reach communities who do not use English or Irish as their first language.

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#### POSITION/RESPONSE:

The long-term sustainability of the sector requires, inter alia, that it is viewed as an attractive career opportunity. It is also vital that both the content produced and those who produce it are fully representative of our society. The range of career entry points will be examined and consideration given to how the sector can become more accessible, and how training opportunities can address skills and talents required within the sector. Utilising existing networks and strategies, the Implementation Group will work with the sector and education/training agencies to address identified barriers and skills gaps.

It is also vital to ensure that content produced is both representative of society and appeals to the broadest audience possible, while at the same time content of niche and specialist interest continues to be produced. It is also important to ensure that content dealing with EDI are properly informed.

Coimisiún na Meán will develop networks to ensure that appropriate training is in place to support the sector, building on the work that has been already been undertaken through the various networks supported by BAI Sectoral Learning and Development funding, the Screen Skills Ireland Steering Group, BAI funding partnerships with Screen Ireland, and other avenues

Note: Implementation of this recommendation will also address proposed actions as part of the Government's National Action Plan Against Racism

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#### ACTIONS:

- Coimisiún na Meán to work with sectoral stakeholders and civil society/NGOs to develop guidelines in relation to reporting on or developing storylines relating to minorities, and to develop and deliver appropriate monitoring mechanisms
- Coimisiún na Meán to work with sectoral stakeholders to consider development of appropriate EDI training framework
- Coimisiún na Meán to examine (in conjunction with PSM and relevant Departments/public bodies) the provision of key content for those with first languages other than Irish or English
- Coimisiún na Meán, in conjunction with DFHERIS and relevant stakeholders, to carry out the following tasks:
  - Identify and map the current pathways to a career in the media sector. This would include reviewing the various pathways to careers in areas such as journalism, production, creative roles etc.
  - Examine current status of relevant higher and further education strategies for each career strand and identify existing barriers/accessibility issues (e.g. Action Plan for Apprenticeship)
  - Explore potential for new training or career pathway opportunities through further and higher education
  - Explore ways to ensure that new and existing career pathways are accessible to a broad cross section of society (e.g. through the provision of appropriate financial supports to disadvantaged persons)

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#### LEAD RESPONSIBILITY & TIMESCALE:

**BAI / Coimisiún na Meán** to lead and **TCAGSM** to engage with Department of Further and Higher Education to identify resources to deliver this action.

Timeline: for completion by **Q4 2024**

## RECOMMENDATION 2-7 ACCESSIBILITY

The Media Commission should include Disabled voices within its enrolment. It must also engage and partner with Disability Organisations, and stakeholders with lived experience of exclusion and accessibility. This will scaffold a transformative approach within Ireland's media landscape and will permit an equitable opportunity to fulfil the Online Safety and Media Regulations Bill's objective to serve the needs of the people of the island of Ireland, specifically the accessibility of services to people with disabilities.

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### POSITION/RESPONSE:

Government is committed to ensuring the media sector is supported to become fully representative of our society, and that media content is as accessible as possible. The Online Safety and Media Regulation Act requires Coimisiún na Meán to make rules providing for the accessibility of audiovisual media services for persons with disabilities applying to both broadcasting and video-on-demand services. Coimisiún na Meán will engage with relevant stakeholders in the preparation of those access rules.

The Online Safety and Media Regulation Act gives Coimisiún na Meán the power to establish advisory committees for specific purposes. Accordingly, consideration should be given to establishing a committee composed of persons with disabilities and disability representative groups to advise it on the accessibility of media services to persons with disabilities, the levels of participation of persons with disabilities in media services, and the representation of persons with disabilities on and by media services.

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### ACTIONS:

- Coimisiún na Meán will engage as appropriate with stakeholders with a view to partnering with disability representative groups to ensure inclusive and accessible content is provided by PSM.
- Coimisiún na Meán will make revised rules providing for the accessibility of audiovisual media services for persons with disabilities
- Coimisiún na Meán will consider establishing an advisory committee composed of persons with disabilities and disability representative groups
- This recommendation can also be actioned through steps taken to address wider EDI targets.

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### LEAD RESPONSIBILITY & TIMELINE

Lead: **Coimisiún na Meán**

Timeline: for completion by **Q2 2024**

## CHAPTER 3: FUNDING OF PUBLIC SERVICE MEDIA

The corresponding section of the FOMC Report analyses funding models of Public Service Media in Ireland and makes recommendations about how the funding models could be changed.

### RECOMMENDATION 5-1 NEW PUBLIC FUNDING MODEL FOR PUBLIC SERVICE MEDIA

The Commission recommends that:

- From 2024, the source of public funding for PSM should change from the current system of TV Licence Fee combined with general Exchequer funds to a system based entirely on general Exchequer funds;
- The TV Licence be phased out in 2024;
- From 2024, Exchequer funding for PSM should be derived from non-hypothecated tax revenue, with an appropriate adjustment in taxation to meet this cost;
- The new funding model should incorporate a number of design features and safeguards to ensure stability and predictability of funding; protect the editorial independence of funding recipients; ensure transparency and value for money for the taxpayer; and maintain and strengthen the public service function of media in Ireland;
- To ensure the stability and predictability of funding, awards should be provided from the Central Fund on a multi-annual basis, based on detailed costed proposals by the Media Commission, operating independently from government and media stakeholders. The Commission recommends that the Implementation Group prepare a recommendation regarding the multi-annual allocation period following further examination of the issues. The Commission recommends a minimum funding period of at least three years, with consideration be given to the merits of a longer period;
- To safeguard the editorial independence of funding recipients, the approval process should require the Minister to provide a clearly-presented rationale in the event of any rejection of funding proposals (for further details see chapter 8);
- To ensure transparency and value for money, PSM should be required to publish a value for money report as part of their annual report, setting out their performance against value for money and efficiency criteria established by the Media Commission;
- The Media Commission should publish, on an annual basis, a report setting out quantitative and qualitative measures of PSM performance and its social and economic contribution.
- PSM and PSCPs, in conjunction with the Media Commission, should develop and implement a strategy to raise public awareness and enhance the “social contract” between the public and media, including by routinely crediting and communicating the role and contribution of Exchequer funding using a common brand identity;
- The Implementation group, in conjunction with PSM and PSCPs, should implement a public communications campaign to explain the new funding model, highlighting its key merits including improved sustainability, progressivity and equitability, while mitigating any potential negative impact on TV Licence fees in the period prior to the commencement of the new funding model.

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#### POSITION/RESPONSE:

The Government has decided that in order to maintain a direct link between media and the public they serve, and to minimise the risk of actual or perceived political interference in media independence, that the TV licence will be maintained but overhauled. Work has commenced on setting out the legislative and administrative changes required to ensure the TV licence system is more equitable, relevant and sustainable. The reform of the TV licence will aim to align with changing viewing habits, tackle evasion, streamline the collection and payment regime, and thereby provide a more sustainable level of funding for the sector. The

new funding arrangements will be accompanied by increased transparency, accountability and oversight, with an expanded role for Coimisiún na Meán and NewERA.

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#### ACTIONS:

- A Technical Working Group has been established by Government, to examine the options for the necessary reform and enhancement required of the current TV licence system to properly provide for the funding requirements of public service media in Ireland.
- The group is examining a range of issues including liability to pay; the data sets and database required to underpin any reformed system; the most appropriate collection and enforcement systems; and a timeframe for implementation.
- Current reporting frameworks will be examined to ensure that PSMs are providing the required transparency on the use of public funding and that any necessary legislative changes will be put in place.

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#### LEAD RESPONSIBILITY & TIMELINE

Lead: **TCAGSM** – supported by **Technical Working Group**

Timeline: TWG to report on progress to Government in **Q1 2023**. TV licence reform to be implemented by **Q3 2024**

#### RECOMMENDATION 5-2 INTERIM FUNDING ARRANGEMENTS FOR THE 2021-2023 PERIOD

The Commission recommends that the overall level of public funding, deriving from TV Licence Fee receipts and Exchequer funding, should amount to €274.6m, €287.7m, €292.7m in the years 2021, 2022 and 2023 respectively.

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#### POSITION/RESPONSE:

The Commission proposed that during the interim period of 2021-2023 – pending the introduction of a new funding model - that RTÉ, TG4 and the Broadcasting Fund receive additional investment. It is necessary to review the required funding levels taking into account any changes in the financial position and economic climate since the Commission first considered funding needs. This will be done in the context of the Estimates and Budgetary process.

As a transitional step, €15 million is being made available in 2022 to address the Commission's recommendation on funding for RTE, while also recognising the increasing number of free TV licences awarded to recipients of DSP Household Benefits packages.

Additional funding of €1.129m will also be provided to the BAI for the Broadcasting Fund which supports the Sound & Vision and archiving schemes. As per of the measures announced in Budget 2023, the Government has also provided an allocation of €6m for the proposed new Media Fund, with a priority being given to the establishment of the Commission's recommended Courts Reporting and Local Democracy schemes.

An additional €7.3 million has been allocated to TG4 in 2023, enabling them progress their post-COVID strategy (which aims to increase engagement with younger audiences, serve Irish-speaking communities better, and support regional creative companies), and delivering on the government's continued commitment to its 20-Year Strategy for the Irish Language 2010-2030 and associated 5-Year Action Plan.



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## ACTIONS:

- The imperative now is to devise, agree and implement a non-Exchequer sustainable funding base for RTE and public service broadcasting generally
- Unless, and until this primary objective is successfully delivered, Government may have to again consider interim funding requirements.
- Pending decisions on the reform of the TV licence system, the potential funding requirements of RTÉ and TG4 will be reviewed
- Pending decisions on the reform of the TV licence system, the Government may have to again consider funding for the new Media Fund
- The issue of free TV licences awarded to recipients of DSP Household Benefits packages will also need consideration by the relevant Departments.

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## LEAD RESPONSIBILITY & TIMELINE

Lead: **TCAGSM** in conjunction with **DPER and DSP** (as part of the annual estimates and budgetary process)

Timeline: Subject to the timeline for devising, agreeing and implementing a sustainable funding base for public service media.

### RECOMMENDATION 5-3 INCREASING ACCOUNTABILITY AND TRANSPARENCY

For 2024 onwards, the BAI/Media Commission should be assigned an enhanced statutory role in setting funding levels for PSM. Furthermore, the BAI/Media Commission's internal capabilities should be enhanced as appropriate in respect of this fulfilling this responsibility.

From 2022 onwards, the Government should designate RTÉ and TG4 as bodies under section 19 of the National Treasury Management Agency (Amendment) Act 2014, thereby affording both media organisations the full benefit of the oversight, advisory and strategic planning capabilities of the NTMA, NewEra and National Development Finance Agency. Furthermore, the Government should make appropriate legislative amendments, if necessary, to ensure that the oversight and advisory functions of the NTMA and associated bodies do not encroach on the editorial independence of RTÉ and TG4.

In coming to its determination of funding requirements for RTÉ and TG4, the BAI/Media Commission should consult as a matter of routine with a range of stakeholders, including NewEra.

From 2022, in consultation with the BAI/Media Commission, RTÉ and TG4 should enhance their analysis and reporting of value for money, with a view to demonstrating and effectively communicating the efficiency in their use of resources.

From 2022, in consultation with the BAI/Media Commission, RTÉ and TG4 should enhance their analysis and reporting of performance outputs, including the publication of data on per-hour costs and audience yield, as well as consumption patterns, audience engagement and public opinion.

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## POSITION/RESPONSE:

As outlined above, Government has not accepted the Commission's recommendation to move to a fully Exchequer funded model for PSM. However, it is agreed that the overall framework for accountability and financial oversight should be considered in light of the establishment of the Coimisiún na Meán, and the advisory services provided by NewERA to the relevant Ministers.

On designation of RTÉ and TG4 under the National Treasury Management Agency (Amendment) Act 2014 ("NTMA Act 2014"), the terms of reference in place between NewERA and DTCAGSM in relation to RTÉ would need to be reviewed with procedures or a protocol developed. The protocol would also need to be expanded

to cover NewERA’s advisory services relating to TG4. This protocol could include procedures to be followed in respect of future board appointments to the two entities.

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**ACTIONS:**

- Commence the process of designating RTÉ and TG4 under the NTMA Act 2014. TCAGSM to engage with DPER and DoF on designation.
- The oversight framework for PSMs will be strengthened– having particular regard to the independence of PSMs and Coimisiún na Meán statutory functions. (TCAGSM, CnaM and NewEra)
- DTCAGSM, Coimisiún na Meán and NewERA will engage with RTÉ and TG4 on the most appropriate framework for reporting on performance and financial outturns.
- Terms of reference between TCAGSM and NewERA regarding RTÉ to be reviewed with possible new protocol or procedures developed and expanded to cover advisory services relating to TG4

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**LEAD RESPONSIBILITY & TIMELINE:**

**Dep. of Finance** to lead on legislation designating RTÉ and TG4 as NewERA bodies.

**TCAGSM, Coimisiún na Meán** and **NewERA** to develop oversight frameworks for PSMs.

**TCAGSM, Coimisiún na Meán** and **NewERA** will engage with RTÉ and TG4 on the most appropriate framework for reporting on performance and financial outturns. **From Q3 2024** onwards, the **Coimisiún na Meán** to have enhanced role in setting funding levels for PSM.

Timelines: Frameworks to be developed by **Q4 2023**. Legislative amendments by **Q3 2024**.

#### RECOMMENDATION 5-4 AUDIENCE ENGAGEMENT

The Commission recommends that the BAI / Media Commission introduce a series of measures to strengthen the quality of PSM engagement with audiences. The Media Commission should publish an annual assessment of media’s engagement with audiences, including younger audiences, in consultation with diverse stakeholder representative groups and with reference to international examples of good practice. The Media Commission should also routinely conduct quantitative and qualitative research on public opinions towards, and audience experiences of, PSM.

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**POSITION/RESPONSE:**

At present, Section 96 of the Broadcasting Act 2009 provides that RTÉ and TG4 shall establish 15-person audience councils to represent the views of the general public with regard to public service broadcasting. As outlined in the legislation, both RTÉ and TG4 should endeavour to ensure the composition of audience councils are representative of the viewing and listening public, with particular reference to inclusion of Gaeltacht communities and persons with disabilities. Audience councils may require corporations to conduct or arrange surveys of younger or elderly viewers/listeners for the purpose of ascertaining their views or interests. Audience councils may hold public meetings and require corporations to broadcast one hour of programming material relating to the same. The councils are required to make an annual report available to the Minister for Tourism, Culture, Arts, Gaeltacht, Sport and Media and the Minister may request that the council make special reports during any year.

Similar research in this area was carried out the BAI as part of its PSB Audience Tracker Survey. The BAI undertook research initially each year for three years, but no discernible differences in the outcomes of the research arose. The BAI recommends, therefore, that research should not be required on an annual basis but could suggest that a three-year cycle at a minimum be considered.

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**ACTIONS:**

- Coimisiún na Meán will continue to engage with PSM to evaluate existing audience engagement structures and practices
- Coimisiún na Meán to commission further audience research on attitudes to PSM
- Coimisiún na Meán to engage with other stakeholders to determine what further measures might be appropriate to ensure that audience engagement properly reflects the diversity of Irish society and identify areas where “gaps” in service/content might exist

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead: **Coimisiún na Meán**

Timeline: for completion by **Q4 2023**

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**RECOMMENDATION 5-5 INTERIM FUNDING FOR RTÉ**

Following detailed scrutiny of RTÉ’s financial situation, the Commission recommends that, in advance of the introduction of a new public funding model in 2024, the Government should ensure RTÉ is funded, through a combination of TV Licence Fee revenues and Exchequer contributions, to the extent of €219 million in 2021, €213 million in 2022 and €214 million in 2023.

The Commission further recommends that RTÉ continue to adhere to its Revised Strategy 2020-2024, and be subject to ongoing monitoring and periodic reviews by NewERA to assess up-to-date trading information. If the outturn in respect of either commercial revenues or Licence Fee revenues turns out better than expected, then the Exchequer funding contribution should be reduced accordingly.

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**POSITION/RESPONSE:**

While Government has not accepted the overall recommendation to move to a model of direct Exchequer funding of PSM, it is accepted that the funding requirements of RTÉ need to be considered, particularly in light of the significant shifts that have occurred in the advertising market. Pending the introduction of a reformed TV licence system, the funding requirements of RTÉ will be considered as part of the annual Estimates and Budget processes.

As outlined in response to Recommendation 5.2, €15 million is being made available in 2022 to address the Commission’s recommendation on funding for RTE, while also recognising the increasing number of free TV licences awarded to recipients of DSP Household Benefits packages.

RTÉ will continue to implement its Revised Strategy 2020-2024, with regular reporting to DTCAGSM and NewERA.

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**ACTIONS:**

- Pending the reform of the TV licence system, the interim funding requirements of RTÉ will be considered as part of the annual Budget and Estimates process
- RTÉ to continue to report on the Revised Strategy 2020-2024 targets
- NewERA will continue to assist TCAGSM in the ongoing monitoring of RTÉ’s performance relative to its Revised Strategy 2020-2024, and beyond, as and when updated strategies are prepared by RTÉ.
- NewERA will, where requested prepare periodic reviews or provide financial and commercial advice to the relevant Ministers in respect of RTÉ’s current and forecast trading position / commercial activities.

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **TCAGSM** in conjunction with **DPER** (as part of the annual Budget and Estimates processes).

Timeline: Subject to consideration in **annual Budget and Estimates processes**.

#### RECOMMENDATION 5-6 FOCUS ON VALUE FOR MONEY AND EFFICIENCIES

The Commission recommends that RTÉ should continue to fully implement its Revised Strategy 2020-2024 to achieve targeted cost savings and commercial income growth, with regular reporting to the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media, and with advice and oversight by NewERA.

The Commission recommends that an independent process of benchmarking pay levels at RTÉ in comparison to other PSM within the EBU should be carried out by the Implementation Group.

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#### POSITION/RESPONSE:

The achievement of targeted savings and efficiencies by RTÉ, coupled with the maximising of commercial revenues, remains a key priority for RTÉ in developing a financially sustainable operating model. While ambitious targets have been set within RTÉ's Revised Strategy 2020-2024, the targeting of other long-term efficiencies must also be prioritised, with regular reporting to DTCAGSM and NewERA.

The determination of appropriate pay levels and structures within our public service broadcasters cannot be solely benchmarked against EBU partners, but must also consider the wider domestic labour market and other economic factors. In accordance with the independent status of both national broadcasters as underpinned in Section 98 of the Broadcasting Act 2009, the determination of pay is purely a matter for each PSB.

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#### ACTIONS:

- RTÉ will continue to implement the measures identified in its Revised Strategy 2020-2024 and report on progress as required.
- RTÉ will also prioritise the targeting other long-term efficiencies and report on progress to DTCAGSM and NewERA.
- PSMs shall ensure that an appropriate framework is in place for determining pay and grade structures
- RTÉ will complete its ongoing review of grade and pay structures, and adopt (as required and appropriate) a strategy to implement its findings
- The Implementation Group will consider the recommendation on benchmarking pay levels in RTE (including a review of overall pay-related costs)
- NewERA will continue to assist TCAGSM in the ongoing monitoring of RTÉ's performance relative to its Revised Strategy 2020-2024, and beyond, as and when updated strategies are prepared by RTÉ.
- In addition, NewERA will, where requested, prepare periodic reviews or provide financial and commercial advice to the relevant Ministers in respect of RTÉ's current and forecast trading position / commercial activities.

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#### LEAD RESPONSIBILITY & TIMELINE

Lead: **TCAGSM** – supported by: **NewERA, PSMs**

Timeline: **Q3 2024**

## RECOMMENDATION 5-7 RTÉ TO INVEST IN INNOVATION

By Q2 2023, RTÉ should develop a strategic capital asset management plan, in close consultation with NewERA, and present proposals to the Implementation Group in respect of the potential retention or disposal of assets, including studio facilities at its Montrose site, and 2RN.

RTÉ should continue to develop and invest in its digital strategy focused on personalisation technology, first-party data collection, content recommendation engines and user experiences based on a single sign-on for all PSM services.

RTÉ should phase out Long Wave transmission services in the short term. The Implementation Group should engage with RTÉ on identifying alternative ways of serving the needs of its long wave audience.

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### POSITION/RESPONSE:

Meeting the changing consumer needs is a key priority for PSMs, and RTÉ in particular. RTÉ continues to work on enhancements to the Player and are examining the introduction of “sign-in” to capture data and enhance the viewing experience.

Development of a capital asset management plan should form part of RTÉ’s development of a new 5-year strategy. Issues related to asset disposal are primarily a matter for the organisation itself (in accordance with for instance the Code of Practice for the Governance of State Bodies and under legislation), but will form part of the regular engagement with DTCAGSM and NewERA on governance and finances.

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### ACTIONS:

- RTÉ will be requested to present proposals in relation to its strategy for capital asset management having particular regard to the continued use of the proceeds of asset disposals for re-investment in technology and innovation.
- RTÉ will develop and roll-out appropriate changes to the Player in particular to ensure that it is responsive to viewers needs and preferences
- RTÉ will develop a proposal for the decommissioning of long-wave services, in consultation with DTCAGSM and DFA.
- NewERA will provide financial and commercial advice to the relevant Ministers in relation to any capital asset management plan developed by RTÉ. If requested, NewERA is prepared to engage with RTÉ as the plan is developed, particularly given their ongoing role in monitoring the Revised Strategy 2020-2024.

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### LEAD RESPONSIBILITY & TIMELINE

Lead: **RTÉ** to develop strategy for capital asset management, subject to review by **NewERA and TCAGSM**.

**RTÉ** develop and roll-out changes to Player.

**RTÉ** in consultation with **TCAGSM** and **DFA** to develop proposal to decommission long-wave services.

Timeline: for completion by **Q1 2024**

## RECOMMENDATION 5-8 DEVELOPING COMMERCIAL REVENUES

The Commission recommends that RTÉ revisit its approach to developing revenues from commercial activities in international markets related to its catalogue of IPRs. As part of its review it should consult with the NTMA regarding the possibility of leveraging strategic investment through the Ireland Strategic Investment Fund or other sources, which would allow it better exploit its IP with co-production partners. Furthermore, RTÉ should

engage with the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media in relation to its potential role in further developing Ireland's audiovisual sector.

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#### POSITION/RESPONSE:

RTÉ's funding will continue to be supported by a dual model of public funding through the (reformed) TV licence and commercial income. RTÉ are (and will remain to be) obliged to exploit commercial opportunities that may arise. While commercial decisions relating to both new acquisitions/commissions and the exploitation of back catalogues are primarily a matter for RTÉ, the Department and NewERA will continue to review proposals received from RTÉ.

As outlined above, RTÉ will be a designated body under the NTMA Act 2014 and as such NewERA shall provide financial and commercial advisory services to the relevant Ministers as required when reviewing the financial implications of investment opportunities reported by RTÉ.

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#### ACTIONS:

- RTÉ will be asked to examine opportunities to further commercially exploit back catalogues
- NewERA shall provide financial and commercial advisory services to the relevant Ministers as required when reviewing the financial implications of investment opportunities reported by RTÉ.
- NewERA will assist with facilitating any proposed engagement between RTÉ and the Ireland Strategic Investment Fund (ISIF) as required.

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#### LEAD RESPONSIBILITY & TIMELINE

Lead: **RTÉ**, investment opportunities to be explored by RTÉ, with NewERA providing advisory services to the relevant Ministers / Departments on the opportunities reported by RTÉ.

Timeline – **Q1 2024**

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#### RECOMMENDATION 5-9: RTÉ TO REDUCE DEFICIT FINANCING AND STABILISE EXPENDITURE

The Commission recommends that RTÉ should significantly reduce its reliance on deficit financing. NewERA should prepare recommendations in this regard.

The Commission further recommends that NewERA develop proposals for a mechanism to cap RTÉ's expenditure in such a way that temporary surges in revenue from commercial activity or other sources are restricted for stated strategic or specific purposes (e.g. debt amortisation, capital expenditure) rather than general expenditure.

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#### POSITION/RESPONSE:

Given that Government has decided not to adopt the direct Exchequer funding model proposed by the Commission, instead deciding to reform and enhance the existing TV licence model, it is unlikely that capping RTÉ's expenditure will be either feasible or appropriate. The planned reform of the TV licence system is intended to provide for a more sustainable funding model for Public Service Media.

However, NewERA will provide advice to the Minister and officials in relation to any strategy developed by RTÉ in this regard. Furthermore, as part of its ongoing monitoring function, NewERA will continue to liaise with RTÉ regarding its overall financial position, keeping DTCAGSM / DPER informed.

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**ACTIONS:**

- The proposed new oversight frameworks (see response to Recommendation 5.3) will enable an ongoing monitoring of PSM performance and financial outturns.

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead: **TCAGSM** – supported by: **CnM, NewERA, RTÉ**

Timeline: **Ongoing**

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**RECOMMENDATION 5-10: COLLABORATION WITH INDEPENDENT PRODUCTION SECTOR**

The funding level of RTÉ’s Independent Programme Account should be increased in the medium term (by 2027) to 25% of RTÉ’s public funding, and in the longer-term to a proportion to be recommended by the BAI/Media Commission following detailed assessment. Section 116 of the Broadcasting Act 2009 should be amended accordingly.

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**POSITION/RESPONSE:**

The development of quality, domestically produced content for Irish audiences remains a clear priority. The Government agrees that Coimisiún na Meán should consider the implications of the recommendation to increase RTÉ’s statutory minimum spend on independent production to 25%, the appropriate long term level of support for the independent production sector, and to report on the outcome including any necessary statutory amendments to Section 116 of the Broadcasting Act to TCAGSM.

The consideration of changes to the independent production account will necessarily take account of the overall funding of RTÉ, and in tandem with consideration of the recommendation to increase the level of funding available to the Sound & Vision scheme.

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**ACTIONS:**

- Coimisiún na Meán will examine the implications of increasing statutory minimum spend on independent productions and report on outcome including any necessary legislative amendments having regard to a wide range of matters, not least the broadcaster’s strategic objectives and plan, its current legal commitments and the level of funding available to support its statutory remit
- Any necessary legislative changes required will be brought forward for consideration in the context of wider legislative reform which may be required

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead: **Coimisiún na Meán**

Timeline: **Q1 2024**

## CHAPTER 4: SUPPORT FOR PUBLIC SERVICE CONTENT AND FOR THE WIDER MEDIA SECTOR

The corresponding section of the Future of Media Commission Report describes the current support mechanisms for the media sector. It also proposes how this support might be widened and improved.

### RECOMMENDATION 6-1: CONVERT THE BROADCASTING FUND INTO A MEDIA FUND

Broadcasting Fund to be replaced by a new Media Fund. Its scope will also be greatly enlarged with six new schemes added to the existing Sound and Vision and Archiving Schemes

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#### POSITION/RESPONSE:

The Broadcasting Fund has proven an effective tool in supporting the creation of content for Irish radio and television audiences. The conversion of the Broadcasting Fund into a wider Media Fund will allow for a broader range of supports for the media sector and funding will be made with 6 new schemes and will be open to print and online as well as broadcast media. This recommendation forms a key part of the transformational agenda for media in Ireland over the next ten years.

As an immediate step, €6 million is being made available in 2023 for the commencement of the Media Fund. The initial priorities for the Fund will be the development and roll out in 2023 of the Courts Reporting and Local Democracy Reporting schemes. This will be open to local, regional and national media on a platform-neutral basis.

The establishment of the Media Fund on an administrative basis is provided for in Section 7(5) of the Broadcasting Act 2009 (as substituted by Section 8 of Online Safety and Media Regulation Act).

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#### ACTIONS:

- TCAGSM will lead establishment of Media Fund on admin basis, including broad policy principles, Service Level Agreements with BAI/CnM, flow of Exchequer funds etc.
- Coimisiún na Meán will work with DTCAGSM on the development of the detailed design of the priority schemes for roll out in 2023
- Ongoing funding levels for the Media Fund will be considered in the context of both the reform of the TV licence system and the annual Budget and Estimates processes.

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **TCAGSM** – supported by: **Coimisiún na Meán**

Timeline: Establish the Media Fund on an administrative basis **from end 2023**, and on a statutory basis thereafter, subject to the passage of necessary legislation.



## RECOMMENDATION 6-2: ESTABLISH A LOCAL DEMOCRACY REPORTING SCHEME

Establish a Local Democracy Reporting Scheme from 2022

### POSITION/RESPONSE:

In recognition that assisting media at all levels is vital, one of the key recommendations within the report is to provide increased supports to the wider media sector – at local, regional and national levels. One of the dedicated community media supports is a Local Democracy Reporting Scheme Courts which will be prioritised by Coimisiún na Meán for rollout by 2023. The Local Democracy Reporting Scheme will ensure local media can keep the public informed on areas such as Regional Health Forums, Joint Policing Committees and Local Authorities - it will provide additional funding for Gaeltacht areas.

An allocation of €6 million is being made available to the Media Fund in 2023, which will enable the introduction of the Scheme.

### ACTIONS:

- TCAGSM will develop the broad parameters of the scheme
- Coimisiún na Meán will commence work on the new Local Democracy Reporting Scheme immediately for intended rollout in 2023. A Service Level Agreement is to be developed and entered into between TCAGSM and Coimisiún na Meán in this regard
- Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation
- Following detailed design of the scheme, Coimisiún na Meán/TCAGSM to seek State Aid approval  
Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation

### LEAD RESPONSIBILITY & TIMELINE:

Lead and partners: **TCAGSM** (drawing up broad parameters of the scheme) – Supported by **Coimisiún na Meán** (rollout of scheme)

Timeline: Detailed design of the Scheme to be completed by **end Q2 2023**

## RECOMMENDATION 6-3: ESTABLISH SUPPORTS FOR DIGITAL TRANSFORMATION

Develop an innovation and digital transformation strategy by Q4 2024

Design a targeted scheme for digital transformation in PSCPs by Q4 2024

### POSITION/RESPONSE:

The government agrees that digital transformation supports will need to be designed to ensure that it provides support to sustainable media organisations in need of help to innovate and transition to the digital information environment. To this end, a digital transformation strategy will be developed and a scheme for digital transformation will be developed having regard to funding levels.

### ACTIONS:

- Coimisiún na Meán to develop an innovation and digital transformation strategy

- TCAGSM will develop the broad parameters of the scheme
- Coimisiún na Meán to carry out detailed design of the scheme, including appropriate stakeholder consultation.
- Following detailed design of the scheme, Coimisiún na Meán/TCAGSM to seek State Aid approval  
Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation

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LEAD RESPONSIBILITY & TIMELINE:

Lead: **BAI / Coimisiún na Meán** to draw up parameters of scheme, **Implementation Group** to decide on rollout of scheme having regard to funding, **BAI/ Coimisiún na Meán** to rollout scheme and monitor impact.

Timeline: Develop an innovation and digital transformation strategy **by 2024**, design a targeted scheme for digital transformation in PSCPs and on a statutory basis thereafter, subject to the passage of necessary legislation.

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**RECOMMENDATION 6-4: ESTABLISH NEWS REPORTING SCHEMES**

Establish News Reporting Schemes by Q4 2022

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POSITION/RESPONSE:

The Government agrees that there is merit in supporting journalism reporting on matters of public interest which are less reported, or at risk of under provision. Such schemes should be contestable and platform neutral. Current examples of such public interest supported journalism as a template may be found such as the Global Ireland Media Challenge Fund and the Simon Cumbers Media Fund as operated by the Department of Foreign Affairs, which provides cross-platform contestable funding for journalism focused on developing countries, to facilitate Irish media engagement in significant geo-political events and to foster and broaden the Irish public's understanding of Ireland's role in the wider world.

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ACTIONS:

- TCAGSM will develop the broad parameters of the scheme
- Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation
- Following detailed design of the scheme, TCAGSM to seek State Aid approval
- Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation

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LEAD RESPONSIBILITY & TIMELINE:

Lead: **Coimisiún na Meán**

Timeline: Establish a News Reporting Scheme by **Q4, 2024**, and on a statutory basis thereafter, subject to the passage of necessary legislation.

## RECOMMENDATION 6-5: ESTABLISH COURTS REPORTING SCHEMES

Establish Courts Reporting Schemes by Q4 2022

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### POSITION/RESPONSE:

In recognition that assisting media at all levels is vital, one of the key recommendations within the report is to provide increased supports to the wider media sector – at local, regional and national levels. One of the dedicated community media supports is a courts Reporting Scheme which will be prioritised by Coimisiún na Meán for rollout by 2023. The Courts Reporting Scheme will enable improved reporting from local, regional and national courts, including coroner’s courts.

An allocation of €6 million is being made available to the Media Fund in 2023, which will enable the introduction of the Scheme.

The establishment of the Scheme on an administrative basis will be enabled by section 7(5) of the Broadcasting Act 2009 (as substituted by Section 8 of Online Safety and Media Regulation Act).

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### ACTIONS:

- TCAGSM will develop the broad parameters of the scheme
- Coimisiún na Meán will commence work on the new Courts Reporting Scheme immediately for intended rollout in 2023. A Service Level Agreement is to be developed and entered into between TCAGSM and Coimisiún na Meán in this regard.
- Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation
- Following detailed design of the scheme, TCAGSM to seek State Aid approval
- Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation
- The BAI will engage with key stakeholders such as the Courts Service of Ireland, print media, NUJ, etc - which will be a required to determine the scheme’s objectives, parameters, systems and mechanisms

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### LEAD RESPONSIBILITY & TIMELINE:

Lead: **TCAGSM** (to develop the broad parameters of scheme) – supported by: **Coimisiún na Meán** (to rollout Courts Reporting Scheme)

Timeline: Detailed design of the Scheme to be completed by end **Q2 2023**

## RECOMMENDATION 6-6: ESTABLISH A MEDIA ACCESS AND TRAINING SCHEME

Design a Media Access and Training Scheme Q2 2023

Review bursary provisions in the Online Safety and Media Regulation Bill by 2024

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### POSITION/RESPONSE:

The Implementation Group to liaise with the Department of Higher and Further Education regarding possible funding for the scheme. The Department of Higher and Further Education’s 2021-2023 Strategy announced overhaul the Apprenticeship system and to develop a new plan to increase apprenticeships to 10,000 every year. The engagement will focus on facilitating targeted training and access schemes for underrepresented

groups. Department Children, Equality, Disability, Integration and Youth announced a National Equality Data Strategy to improve the collection and dissemination of equality data – this equality data may assist in identifying underrepresented groups in media as well as in targeting bursaries, internships and diversity training.

Access, training and development for the media sector is provided through a range of initiatives – the BAI has worked closely with Skillnet Ireland, through a number of networks for the delivery of high-quality training and development initiatives; Screen Skills Ireland (SSI) has developed many programmes and platforms for providing access to the sector and is working closely with third level institutions to deliver accredited qualifications and shape career paths in the screen industries; Learning Waves provides high quality training for the Irish independent radio sector, including through access and youth employment schemes, such as the BAI-funded Journalism Graduate Programme.

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#### ACTIONS:

- In line with the actions proposed in response to Recommendation 2-6, Coimisiún na Meán, in conjunction with DFHERIS and relevant stakeholders, will first carry out the following tasks prior to the detailed design of a scheme:
  - Identify and map the current pathways to a career in the media sector. This would include reviewing the various pathways to careers in areas such as journalism, production, creative roles etc.
  - Examine current status of relevant higher and further education strategies for each career strand and identify existing barriers/accessibility issues (e.g. Action Plan for Apprenticeship)
  - Explore potential for new training or career pathway opportunities through further and higher education
  - Explore ways to ensure that new and existing career pathways are accessible to a broad cross section of society (e.g. through the provision of appropriate financial supports to disadvantaged persons)
- DTCAGSM to set out broad parameters of scheme
- Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation
  - Following detailed design of the scheme, Coimisiún na Meán/TCAGSM to seek State Aid approval, as appropriate
- Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation  
Coimisiún na Meán will undertake a review of bursary provisions within two years of the commencement of the scheme

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **Coimisiún na Meán** to lead development of scheme and will consult with **DFHERIS** and other relevant agencies.

**Coimisiún na Meán** to Review bursary provisions in the Online Safety and Media Regulation Act.

Timeline: Media Access Scheme: **Q4 2024**, subject to the passage of legislation enabling the establishment of a Media Fund on a statutory basis. Review bursary provisions in the Online Safety and Media Regulation Act **by 2024**.

## RECOMMENDATION 6-7: ESTABLISH A COMMUNITY MEDIA SCHEME

Conduct research on optimal support for Community Media by Q4 2023

Establish a Community Media Fund by 2024

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### POSITION/RESPONSE:

Community media plays an important role within the wider sector – providing tailored content to individual communities, acting as a key source of local information, and playing a role in maintaining community bonds.

At present, the BAI provides a number of financial supports for community media (including funding for their representative bodies). The Community Broadcasting Support Scheme (CBSS) has been in operation for over 20 years and offers community broadcasters funding to enable them to undertake and complete projects aimed at advancing the organisational development of their station, in order to best serve their communities. It is accepted that further research is required to enable the development of the optimal form of support for this sector.

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### ACTIONS:

- BAI/ Coimisiún na Meán to review its Community Broadcasting Support Scheme (CBSS) to advance this recommendation
- BAI/ Coimisiún na Meán will research on existing supports for community media, including public funding avenues (e.g., funding from Pobal or Solas)
- Coimisiún na Meán to carry out research on existing supports for Community Media and consider the optimal support mechanism
- DTCAGSM to set out broad parameters of scheme
- Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation
- Following detailed design of the scheme, TCAGSM to seek State Aid approval, as appropriate
- Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation

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### LEAD RESPONSIBILITY & TIMELINE:

Lead: **Coimisiún na Meán**

Timelines: Research on Community Media Fund by **Q2 2024**, Establishment of Community Media Fund on statutory basis, subject to the passage of legislation enabling the establishment of a Media Fund.

## RECOMMENDATION 6-8: FUNDING LEVEL FOR MEDIA FUND

The Commission recommends that a total of €30 million per annum be allocated to the Media Fund in 2022 and 2023, subject to all recommended schemes being operational. Of this overall allocation, €3 million per annum should be earmarked for the Local Democracy Fund, while there should be an increase of €2 million for the Sound and Vision Scheme, with the balance to be allocated across the Media Fund as determined by the Implementation Group and BAI/Media Commission.

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### POSITION/RESPONSE:

The overall level of funding recommended by the Commission for the new Media Fund was €30 million. Government has agreed that supporting a new Media Fund is necessary to supporting the wider sector, and

acknowledges that additional funding will be required (although the detail of this will be agreed in the context of annual budgetary negotiations). The allocation of overall funding will be primarily a matter for Coimisiún na Meán, in consultation with DTCAGSM, and emerging and changing needs within various parts of the sector.

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#### ACTIONS:

- Coimisiún na Meán and DTCAGSM to plan for new Media Fund schemes commencing at different times and gradually scale up (as set out in response to individual recommendations)
- Coimisiún na Meán, in consultation with DTCAGSM, to propose timescales for commencement of schemes and levels of funding between schemes, on the basis of available funds.  
Legislation to be enacted to put Schemes on a Statutory Basis.

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **BAI / Coimisiún na Meán** - Supported by: **Implementation Group, TCAGSM (legislative amendments)**

Timeline: Subject to the passage of necessary legislation.

#### RECOMMENDATION 6-9: IMPLEMENT THE COPYRIGHT DIRECTIVE, ASSESS ITS EFFECTIVENESS AND TAKE FURTHER ACTION IF NECESSARY

The Commission recommends that an assessment of the impact of the Copyright Directive should be carried out by the Department of Enterprise, Trade and Employment. The review should begin as soon as is practicable after the transposition of the Directive into Irish law, and should be concluded and published within 12 months of the transposition of the Directive.

The review should include an assessment of the actual and forecast economic benefits flowing to Irish publishers as a result of negotiated agreements; the views of publishers and platforms regarding the conduct of negotiations; the experience of individual publishers and collectives in regards to negotiations; the experience of local and national publishers; and the degree of transparency and consistency in agreements across qualifying media organisations. The review should also incorporate an assessment of the digital advertising market in Ireland.

If the review finds that the process has not resulted in a fair and adequate rebalancing between traditional news publishers and large online platforms, the Government should be prepared to move swiftly to take further steps to redress the imbalance, including the introduction of new copyright or competition law measures, as necessary.

The Commission notes the potential benefits that could accrue from a collective bargaining approach.

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#### POSITION/RESPONSE:

The Minister for Enterprise, Trade and Employment has transposed the Copyright Directive into Irish law by signing of the EU (Copyright and Related Rights in the Digital Single Market) Regulations 2021. Those Regulations came into force on 12 November 2021. As a result, the first element of the recommendation has, therefore, been given effect.

As of September 2022, only around half of all Member States have transposed the Copyright Directive. Accordingly, a meaningful assessment of the impact of the Directive will only be practicable after it is fully transposed and has had a period of time to take effect. Moreover, a proper assessment of the Directive must take account of all its provisions, not just some, as they are crafted as a balance and looking at just one or a few in isolation risks ignoring the effect of that balance.

Related to this recommendation, Article 30 of the Copyright Directive obliges the European Commission to review the Directive's implementation no sooner than June 2026. The Department of Enterprise, Trade and Employment will engage with the European Commission to ensure that the Commission's review takes account of the issues raised by the FOMC. Some issues mentioned by the FOMC may not form part of the European Commission's review. The Implementation Group will identify those issues and engage consultants to review them.

With respect to the specific recommendation for an assessment of digital advertising in Ireland, the forthcoming Digital Markets Act is expected to have an impact on digital advertising. The Digital Markets Act was published in the Official Journal of the EU on the 12<sup>th</sup> of October 2022, and is expected to take full effect in early 2024. Article 53 of the DMA obliges the European Commission to evaluate whether it is meeting its objectives within 3 years of it applying [a date in Q2 of 2023].

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#### ACTIONS:

- The Department of Enterprise, Trade and Employment (DETE) will use the Stakeholder Consultation Forum (see chapter 7) as a mechanism to engage with stakeholders on the operation of the Copyright Directive in practice and to seek views on potential for changes to the operation of the Irish legislation.
- DETE will engage with the European Commission once the Copyright Directive has been fully transposed with a view to ensuring that the Commission's forthcoming review of the Copyright Directive takes account of issues raised in the context of the stakeholder consultation.
- DETE will engage with the European Commission to ensure that the Commission's review of the Digital Markets Act evaluates the impact on the digital advertising market. Engagement to start in 2024, once DMA has taken full effect.

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **DETE**

Timeline: By the end of **Q3 of 2023**, DETE will undertake stakeholder consultation

#### RECOMMENDATION 6-10: EXAMINE INDIRECT TAX MEASURES TO SUPPORT PSCPS

Undertake a review of indirect supportive tax measures, by Q1 2023 (proposed 0% or reduced VAT rate for the print media sector).

Recommendations for indirect tax measures by Q4 2023

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#### POSITION/RESPONSE:

In making this recommendation, the Commission put forward a number of potential tax measures which merit consideration as a means to provide indirect supports to content providers:

- Applying a super-reduced or zero VAT rate to newspapers and digital publications, contingent on agreement at EU level in relation to amendments to the EU VAT Directive.
- Tax measures that facilitate transformation to reader revenue or membership models;
- Allowing eligible not-for-profit media organisations to qualify for charitable status under the Charities Act 2009, and support media organisations seeking to transition from a commercial to not-for-profit model;
- Tax exemptions for investment in not-for-profit media entities

As part of the overall Tax measures announced in Budget 2023, the Government has agreed to the application of a zero VAT rate for newspapers, in both printed and digital formats. The final details of the change in VAT rate will be brought forward as part of the Finance Act. The Government believes that this application of a zero VAT rate is a significant step in delivering on the recommendation of the Commission to provide indirect supports to the media sector, and as such additional tax measures/exemptions may not be warranted or required. Notwithstanding this, a further examination of the potential measures suggested by the Commission will be further considered by the Implementation Group.

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**ACTIONS:**

- Potential indirect measures as suggested by the Commission will be considered further by the Implementation Group together with the Stakeholder Group and further actions considered as necessary.
- TCAGSM in consultation with the Stakeholder Forum, will assess the potential for media organisation to transition to not-for-profit status.
- TCAGSM will engage bilaterally with the Department of Rural and Community Development (who have policy responsibility for the Charities Regulator) on the potential for designation of media organisations under the Charities Act;
- Department of Finance will consider whether scope exists for further measures to support transformation to reader revenue/subscription models (over and above the VAT measures already introduced).

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead(s): **Department of Finance** – supported by: **TCAGSM**

Timeline: Review of potential need for further indirect supportive tax measures, by **Q4 2023**

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**RECOMMENDATION 6-11: EXPLORE COLLABORATION OPPORTUNITIES FOR PSM CONTENT RE-USE**

Scoping exercise to establish potential for collaborative opportunities, and develop a proposal for collaboration and content re-use by Q3 2023.

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**POSITION/RESPONSE:**

At present (and in accordance with Section 120 of the Broadcasting Act, 2009) RTÉ provides broadcast content to TG4. The existing protocol between the two PSBs is due to expire and is being negotiated – the BAI believes that this could be used as a springboard to further this action. As recommended in the BAI’s submission to the FoMC, further collaboration between PSM, commercial and community broadcasters could be encouraged, particularly via the lens of the BAI’s Social Benefit Framework.

The Implementation group and PSMs will conduct scoping exercise regarding potential for collaboration between PSMs by developing a proposal for collaboration and content re-use.

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**ACTIONS:**

- Agree to develop a proposal for collaboration and content re-use with PSM as part of the Implementation Group process
- BAI/CnaM to examine its Social Benefit Framework to further collaboration between PSM, commercial and community broadcasters as a means to advance this recommendation



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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **Implementation Group** (in consultation with PSMs) to develop proposal for collaboration and content re-use. **BAI/CnaM** to examine its Social Benefit Framework.

Timeline: proposal for collaboration and content re-use by **Q2 2024**

#### RECOMMENDATION 6-12 INDEPENDENT OVERSIGHT OF ALL PUBLIC FUNDING STREAMS FOR JOURNALISM

Review other public funding streams for journalism with a view to the involvement or oversight by the BAI/Media Commission in the process by Q4 2023.

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#### POSITION/RESPONSE:

Given that it is now proposed to introduce a new Media Fund, and subsequently a range of platform-neutral funding schemes (as recommended by the Commission), the proposed review is warranted. Coimisiún na Meán will undertake such as review of other public funding streams for media, such as the Simon Cumbers Media Fund and the Global Ireland Media Challenge Fund as administered by the Department of Foreign Affairs, with a view to possible oversight by Coimisiún na Meán in order to avoid any real or apparent potential for diminution of media independence from Government.

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#### ACTIONS:

- Review to be conducted by Coimisiún na Meán in consultation with DTCAGSM
- Coimisiún na Meán to establish a working group with a view to liaising with any relevant public funding stream administrators to garner information on their current processes and procedures and to explore options for BAI/CnaM oversight or involvement
- Coimisiún na Meán research to be undertaken to establish the Media Fund could include this recommendation as part of a scoping exercise

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **Coimisiún na Meán** – Supported by: **TCAGSM**

Timeline: to complete review by **Q4 2023**

#### RECOMMENDATION 6-13: ALL-ISLAND MEDIA ECONOMY

Prepare a research proposal on developing the all-island media economy and maximising collaboration between PSM and PSCPs on an all-island basis.

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#### POSITION/RESPONSE:

The Government recognises need to support research on developing the all-island media economy and maximising collaboration between PSM and PSCPs on an all-island basis. This dovetails with the priorities of the Shared Island Initiative in the Department of Taoiseach, from which funding to conduct research will be explored. The Department of Enterprise, Trade and Employment will also be consulted with a view to resourcing such research. Funding is currently provided to support all-island broadcasting initiatives for the

promotion of the Irish language, while there is significant collaboration in co-productions between PSMs and PSCPs, such as NDNA's €1m to Screen NI which is disbursed to independent producers for Irish language content (scheme runs from '21-'23).

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**ACTIONS:**

- Coimisiún na Meán creation of proposal on how to maximise collaboration between PSM and PSCPs on all-island basis
- Investigate Interdepartmental funding resources from across Government that may be available to support research on all-island media economy (such as Shared Island initiative supports)
- Assess possible expansion of Irish language audio-visual content production funding

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead: **Coimisiún na Meán**

Timeline: to develop proposal by **Q1 2024**

## CHAPTER 5: IRISH LANGUAGE, CULTURE, THE CREATIVE ECONOMY AND SPORT

This corresponding section of the Future of Media Commission Report describes the current provision of Irish language broadcasting services in Ireland, as well as how sport and the wider creative economy is provided for. It also makes recommendations to improve this provision.

### RECOMMENDATION 7-1: EDITORIAL CONTROL FOR TG4 OVER ITS NEWS SERVICES

TG4 should have independent editorial control over its news services. This will allow for greater plurality in news coverage and allow TG4 to provide an enhanced service to its audiences.

#### POSITION/RESPONSE:

Government accepts that, notwithstanding the benefits of the current arrangements, the transfer of complete editorial control to TG4 is desirable and has potential to benefit both organisations. However, the financial and practical implications of the proposal will require further consideration and consultation. To give effect to this recommendation of TG4 having editorial control over its news services, The BAI / Coimisiún na Meán will monitor engagement between RTÉ and TG4 regarding TG4 editorial control of its news services, and the Commission will inform the Department of findings and challenges to achieving editorial independence.

In this regard, it should be noted that in accordance with Recommendation 7-2, a detailed review of the provision of Irish language services is to be undertaken.

#### ACTIONS:

TCAGSM and CnM (in consultation with RTÉ and TG4) will consider the financial and operational implications of the implementation of this recommendation.

#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **BAI / Coimisiún na Meán** – Supported by **TCAGSM**

Timelines: Consultation with RTÉ and TG4 to be completed by end **Q2 2023**. CnM to conduct Irish language review by **Q4 2024**.

### RECOMMENDATION 7-2: COMPREHENSIVE REVIEW OF THE PROVISION OF IRISH LANGUAGE SERVICES

The BAI/Media Commission should undertake a comprehensive review of the provision of Irish language services and content across the media system, with a focus on institutional structures and opportunities for innovation and collaboration. This review, to be concluded within 18 months, should include recommendations for improving the provision of Irish language services, with a focus on:

Institutional structures, including:

- The roles of TG4 and RTÉ
- a particular focus on Raidió na Gaeltachta, its role within the Gaeltacht regions and its access to commercial income
- The role of PSCPs.

- Opportunities for collaboration and partnerships between PSM and PSCP, particularly in regard to digital innovation and syndication.
- Strategies for youth engagement including education, youth programming and making better use of digital mediums such as podcasting and social media.
- Strategies for Irish language education, including for people who are learning the language or who are trying improve their proficiency in the language.

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**POSITION/RESPONSE:**

As per the programme for Government, “Our Shared Future”, the Government acknowledges the importance of the Irish language as the first language of the State, as a living language, and as vital component of the heritage of this island. We are determined to increase not only the visibility of our native language, but also its daily use in the community. The Department fully appreciates the important role that the media sector has to play in the continued promotion and development of our Irish language. Irish language services will also come under the Media Development Commissioner within Coimisiún na Meán.

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**ACTIONS:**

The BAI / Coimisiún na Meán will undertake to do the following:

- Conduct a comprehensive review of the provision of Irish language services
- Focus on roles of RTÉ, TG4, Raidió na Gaeltachta, PSCPs
- Investigate opportunities for collaboration, youth engagement and digital mediums. BAI to conduct ongoing research on this matter and to share further details with D/TCAGSM
- Develop strategies for Irish language education, including adult learners
- The Implementation Group will engage with stakeholders to consult on any proposal for further engagement through the media sector, and in developing Irish language provision.
- The Implementation Group will examine opportunities for enhancing the current support to promotion of the Irish language on an all island basis

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead: **BAI / Coimisiún na Meán**

Timeline: **Q3 2024**

**RECOMMENDATION 7-3: RTÉ SHOULD GIVE A GREATER PRIORITY TO THE IRISH LANGUAGE**

The Commission recommends that RTÉ give greater priority to the Irish language, in its general programming and on all platforms. Responsibility for all Irish Language Content should be the responsibility of a senior Executive.

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**POSITION/RESPONSE:**

This recommendation is in line with per the Programme for Government, “Our Shared Future”, which affirms Government’s determination to increase the visibility of the language. Commitment to increasing the production and availability of Irish language audio and audio-visual content for all Irish audiences, and fostering and promotion quality programming in the Irish language, with a particular focus on the provision of news and current affairs and content for youth audiences.

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**ACTIONS:**

- While RTÉ already have an executive with responsibility for the Irish language, the BAI /Coimisiún na Meán will clarify the responsibilities of this senior executive role and suggest if any further action is considered necessary (while recognising RTÉ's independence in the pursuit of its public service objects).
- RTE will engage with Coimisiún na Meán on the proposed review of Irish language services (Recommendation 7.2) and its implementation.

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead: **BAI / Coimisiún na Meán**

Timeline: as soon as is practical.

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**RECOMMENDATION 7-4 IMPLEMENT IRISH LANGUAGE PROVISIONS IN FUNDING SCHEMES**

BAI's allocation of 25% of Sound and Vision funding to Irish language content should, at a minimum, be maintained and the BAI/Media Commission should give consideration to increasing it further.

An Irish language provision similar to that contained in the Sound and Vision Scheme should be implemented in respect of any scheme introduced on foot of the proposed AVMSD content production levy.

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**POSITION/RESPONSE:**

Recognising the importance of provisioning additional funding Irish language content, a further €2m ring-fenced for Irish-language productions was secured by the Minister in December 2021 for disbursement in 2022 in addition to the mandated 25% in the Sound & Vision allocations. Giving effect to the recommendation, Coimisiún na Meán will assess the feasibility of increasing the 25% allocation.

The upcoming review of the Sound and Vision Scheme will examine the extent to which funding provided has contributed to an increase in the range, choice, quantity and quality of Irish language content for Irish audiences. The approach to, impact and aims of, the targeted round, including the Irish language round, will also form part of the review.

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**ACTIONS:**

- The BAI / Coimisiún na Meán to assess the feasibility of increasing the 25% of S&V funding for Irish language content as resources allow.
- Coimisiún na Meán to conduct research and make recommendations to the Minister in relation to the feasibility of the audio-visual content levy and fund.

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**LEAD RESPONSIBILITY & TIMELINE**

Lead: **BAI / Coimisiún na Meán**

Timeline: **Q4 2023.**

## RECOMMENDATION 7-5 REVIEW OF THE ARCHIVING SCHEME

The Commission recommends that the BAI/Media Commission undertake a review of the Archiving Scheme by Q4 2023 to consider archival needs and strategic partnership supports for small independent production companies holding substantial collections.

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### POSITION/RESPONSE:

Since the Commission developed this recommendation, a statutory review of the Archiving Scheme was commissioned by the Broadcasting Authority of Ireland (BAI), the results of which were presented to the BAI at its September 2022 Authority meeting, and subsequently submitted to the Minister for Tourism, Culture, Arts, Gaeltacht, Sports and Media.

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### ACTIONS:

- BAI review findings will be used to inform the drafting of a new scheme in Q2 2023, and, in consultation with stakeholders, the further development of strategic partnerships and collaborations will form part of the programme of work to devise any new scheme, including the further facilitation of smaller independent production companies
- TCAGSM will consider the results of the statutory review of the Archiving Scheme carried out the BAI and consult with BAI on next steps.

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### LEAD RESPONSIBILITY & TIMELINE:

Lead: **BAI /Coimisiún na Meán**

Timeline: Archiving scheme review already completed. Drafting of new scheme to take place in **Q2 of 2023**.

## RECOMMENDATION 7-6: ESTABLISH AUDIO-VISUAL CONTENT LEVY AND FUND

An audio-visual content levy and fund, as envisaged under the OSMRB and the AVSMD, should be established. Research on the design and administration of the levy and fund should be undertaken by the Media Commission in consultation with the Implementation Group.

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### POSITION/RESPONSE:

Research into the legislative implications of developing an audio-visual content level and accompanying fund is underway. On the appointment of the Media Development Commissioner within Coimisiún na Meán, the Commissioner will oversee research into the feasibility of audio-visual content levy and fund as envisioned by the Online Safety and Media Regulation Act.

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### ACTIONS:

- Coimisiún na Meán to conduct research and make recommendations to the Minister in relation to the feasibility of the audio-visual content levy and fund

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### LEAD RESPONSIBILITY & TIMELINE:

Lead: **Coimisiún na Meán**

Timeline: **Q3 2024**

#### RECOMMENDATION 7-7: AUDIO-VISUAL STRATEGY TO ESTABLISH IRELAND AS A KEY SOURCE OF ENTERTAINMENT CONTENT FOR THE INTERNATIONAL ON-DEMAND MARKET

The Audio-visual Action Plan Steering Group, with the Implementation Group, should examine if there is further potential to advance the internationalisation of Irish content.

The examination should include a focus on the role of PSM, in particular its role as a springboard for the creation of distinctive Irish content, and maximising opportunities for exploitation of IPRs in domestic and international markets.

RTÉ should position the promotion of Irish creativity at the heart of its activities, seek to build a wider global brand for Irish storytelling and content creation in key specialisms, and strive to be more effective in building and exploiting intellectual property rights in international and domestic markets.

The forthcoming Department of Finance review should consider extending section 481 supports and expanding eligibility to include broadcast media.

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#### POSITION/RESPONSE:

A cost-benefit analysis of Section 481 has already been completed by D/Finance, and as a result, an extension of Section 481 to end of 2028 was announced as part of the tax measures in Budget 2023.

The Audio-Visual Action Plan Steering Group will examine if there is a continued rationale for the exclusion of broadcasters from Section 481 supports. This will be examined in the context of current and future funding provision, and noting the proliferation of globalised streaming content services.

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#### ACTIONS:

- AV Action Plan Steering Group (Chaired by TCAGSM) will consider the broadcaster exclusion and make recommendations to the Department of Finance for consideration as part its ongoing review and management of the Section 481 relief
- AV Action Plan Steering Group will consider further measures in the context of assisting the internationalisation of Irish content

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead(s): **Audio-Visual Action Plan Steering Group**

Timeline: **Q4 2023.**

#### RECOMMENDATION 7-8: IMPROVE INVESTMENT IN INDEPENDENT PRODUCTION

PSM should ensure that a significant proportion of funds invested in external content production is from small independent producers (i.e. producers with annual revenues of less than €1.5 million) as well as large ones. The commissioning of content by PSM should be contingent on production companies being able to demonstrate that they operate suitable policies in relation to equality, diversity and inclusion.

The BAI/Media Commission should maintain oversight of terms of trade in commissioning transactions between PSM and independent producers with a view to maximising opportunities for ownership and proactive secondary exploitation of IPRs by independents, as appropriate, in partnership with PSM divisions, to the benefit of the Irish creative economy.

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POSITION/RESPONSE:

The Broadcasting Fund, and Sound & Vision in particular, plays a vital role in supporting the independent production sector. Over the past number of years, Government has increased, through additional Exchequer allocations, the funding available to S&V projects. As well as providing greater choice and increased quality programming, a key aim of increased funding will be to support the wider creative sector and independent producers in particular. It is agreed that future funding streams will include a range of criteria to ensure diversity and sustainability.

The BAI Guidance for a Code on Fair Trading Practice offers a principles-based approach to the development of a Code of Fair Trading Practice by PSMs. The aim of this Guidance is to ensure that the contribution of each party to the programme-making process is recognised. The key principle underpinning the Guidance is that, generally, an independent producer should own the rights in a programme which is commissioned from that producer unless those rights are explicitly acquired by a broadcaster or another party or parties. Other principles underpinning the Guidance include flexibility, certainty and transparency, respect for PSB objects, and understanding of commercial obligations and expectations. The Guidance is subject to reviews every four years. The last publication of the Guidance was in 2019, it is therefore anticipated that a review should be carried out in 2023.

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ACTIONS:

- Coimisiún na Meán will implement a review of existing funding Schemes with a view to assessing the impact on small independent production companies.
- Coimisiún na Meán will introduce appropriate criteria and reporting metrics to evaluate the impact of future funding schemes/rounds.
- BAI / CnM to undertake a review of existing Guidance for a Code on Fair Trading Practice

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LEAD RESPONSIBILITY & TIMELINE:

Lead: **Coimisiún na Meán**

Timeline: **Q4 2023**

**RECOMMENDATION 7-9: DEVELOP A STRATEGIC PLAN FOR SPORTS BROADCASTING AND PROMOTION**

PSM and PSCPs should work with Sport Ireland to develop a Strategic Plan for Sports Broadcasting and Promotion by Q1 2024, which looks beyond the traditional broadcast of big events on TV to the opportunity to showcase more sports across multiple formats and mediums, including OTT, and to promote coverage of sports that are in line with policies designed to encourage a more active population.

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POSITION/RESPONSE:

This recommendation is in line with existing policies in regard to sports, which were highlighted in the Government's National Sports Policy 2018-2027. The National Strategy's high-level goals include increased participation in sports and a reduction in sedentarism. A Strategic plan in-line with these goals will assist in creating a virtuous circle in the promotion of sports participation at both a community level and feeding through to elite-level performance. The Strategy highlights the potential positive cross-sectoral impact – from



positive ageing, to migrant integration – and any such Strategic Plan for broadcasting and promotion will complement and buttress these aims.

Sport Ireland places a key focus on the sustainable development of sport and visibility is of vital importance if we are to create a vibrant and inclusive sporting landscape. Engagement between Sport Ireland and the broadcasting sector on identifying priority areas and sports that would benefit from increased exposure will be vital.

The Sound and Vision Scheme has been utilised in the recent past to encourage innovative programming and content creation in specific genres (e.g. Irish language programming) or to address specific issues (e.g. climate change) and the scope for supporting the development of sports-focused programming will be considered.

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#### ACTIONS:

- BAI / Coimisiún na Meán will establish a Strategic Working Group in collaboration with Sport Ireland. Terms of reference for this group might include the identification of priority areas with regard to sports broadcasting, the challenges that arise (e.g., rights acquisition, funding) and the setting of an approach and timeline for achieving priorities
- Coimisiún na Meán and Sport Ireland will establish the priority areas/sports which would most benefit from increased visibility/exposure through broadcasting of events – taking account of the individual sports bodies own strategic priorities
- Consider potential to provide dedicated funding round
- Coimisiún na Meán will engage with PSMs via the Strategic Working Group on current sports programming and examine opportunities for enhanced and increased programming. A plan and timeline for the development of the Strategic Plan would be agreed via this mechanism
- Sport Ireland will support Coimisiún na Meán in the development of a strategic plan for sports broadcasting & promotion.
- The BAI may include the recommendation pertaining to PSM and sports programming into its upcoming 5-year review of public funding.

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **Coimisiún na Meán**

Timeline: Strategic Plan for Sports Broadcasting by **Q1 2024**

#### RECOMMENDATION 7-10: DIVERSITY AND INCLUSION STRATEGY FOR SPORTS REPORTING AND BROADCASTING

The Commission recommends that the BAI/Media Commission develops a strategy, in conjunction with media organisations, Sport Ireland and the Federation of Irish Sport to promote and enhance diversity and inclusion in sports reporting and broadcasting.

The BAI/Media Commission should also consider sport-related EDI standards or criteria in setting conditions to be met by media organisations in receipt of public funding.

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#### POSITION/RESPONSE:

Further consideration will be required to establish whether the implementation of this recommendation can be achieved as part of the implementation of Recommendations 2-3 and 2-4. For example, if a statutory

framework is put in place for An Coimisiún to implement regulatory codes on diversity, this recommendation could be implemented as part of a broader regulatory code. However, it is necessary to take account of ongoing actions within the sports sector to address EDI, as reporting and broadcasting of sport will always be reflective of the participation within individual sports (increased diversity in sport should lead to increased diversity in media coverage of sport).

Sport Ireland launched their Diversity & Inclusion Policy in October 2022, which identifies a number of strategic pillars which will guide the organisation in the implementation of the policy. Those Pillars are: Change, Communication, Access, Capacity & Leadership. Sport Ireland has sought to support the visibility of women's sport through the distribution of funding through a dedicated streaming fund. Sport Ireland will engage with Coimisiún na Meán having regard to the content of their Diversity & Inclusion Strategy.

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#### ACTIONS:

- Coimisiún na Meán and Sport Ireland to consult on the EDI measures within the National Sports Policy, and how these measures might impact broadcasting/reporting on sports in Ireland.
- Sport Ireland will advise and guide the BAI/ Coimisiún na Meán in this area, particularly in relation to learnings from the development of its own strategy.
- Sport Ireland will advise on the creation of pipelines to diversify those involved in broadcasting and promotion.

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead(s): **BAI / Coimisiún na Meán** (in collaboration with **PSMs, PSCPs, Sport Ireland** and **the Federation of Irish Sport**)

Timeline: **Q2 2024**.

#### RECOMMENDATION 7-11: EDUCATION AND TRAINING

The BAI/Media Commission should consult both Sport Ireland and the Federation of Irish Sport in developing the proposed Access and Training Scheme - as outlined in Recommendation 6-6.

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#### POSITION/RESPONSE:

In agreeing with this recommendation, the Department/Coimisiún na Meán will consult with Sport Ireland and Federation of Irish Sport in the development of the proposed Media Access and Training scheme.

Sport Ireland has developed significant experience in this regard, for example in the delivery of a training scheme for sport punditry specifically for women through its Women in Sport Programme. This in turn has increased the pool of talent available to both public and private broadcasters, the learnings from which will inform further actions in response to this recommendation.

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#### ACTIONS:

- BAI/CnM to establish formal consultation with Sport Ireland and the Federation of Irish Sport to solicit their input into the adaption process.
- Sport Ireland will collaborate with Coimisiún na Meán of the development and delivery of any training programme.

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LEAD RESPONSIBILITY & TIMELINE:

Lead: **BAI / Coimisiún na Meán** will lead in close collaboration with TCAGSM and Sport Ireland

Timeline: **Q2 2024.**

## CHAPTER 6: REGULATION AND GOVERNANCE

The corresponding section of the Future of Media Commission Report reviews the current legislation surrounding broadcasting, including the Broadcasting Act, the AVMSD, and defamation. It recommends changes to improve the regulation and governance of media.

### RECOMMENDATION 8-1: OBJECTS AND PRINCIPLES OF PSM

The Commission recommends that the statutory objects of PSM be reviewed and amended, by 2024, to ensure they are relevant to the expected future role of PSM. Specifically, the Commission recommends that:

The objects of PSM should be made platform neutral;

RTÉ and TG4 should be designated as “Public Service Media”, or some other appropriate designation, to ensure that all of their non-broadcast activities can be subject to regulatory control by the BAI/Media Commission, and to allow for greater collaboration between PSM and the independent sector;

Some provisions in the Broadcasting Act 2009 should remain including those which reflect enduring principles such as the upholding of democratic values and preserving Irish language and culture;

PSM objects should reference the need for PSM to represent and reflect the diversity of the people of Ireland;

The obligation on PSM to provide truthful and impartial news and information should be preserved, and should ensure PSM independence from political and commercial influence;

Consideration should be given to how best to express the protection of editorial independence in the PSM objects;

A review should be undertaken of the reference in the Broadcasting Act to RTÉ’s maintenance of non-broadcast non-linear audio-visual media services;

Consideration should be given to including a requirement to seek best value and prominence for redistributed content;

A review should be undertaken as to how PSM objects can fully reflect RTÉ’s role as a hub and collaborator in the wider media ecosystem;

A review should be undertaken of the reference in the objects to RTÉ operating community, local, or regional broadcasting public services free-to-air, and ensure that this reflects the reality of the services PSM provides;

The detailed prescription of how public service objects are to be delivered should be delegated to the regulator, who can adapt more frequently to changes in technology and other circumstances.

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### POSITION/RESPONSE:

It is recognised that Public Service Media, and the content which it delivers, are valued by the Irish public. PSM and content are vital to the proper functioning of our democracy and society in general – enabling discourse and debate, providing reliable information, highlighting matters of significant national and international importance, and providing access to events and activities of significant cultural and societal importance. In agreeing with this recommendation, the Department and Coimisiún na Meán will identify the legislative requirements required to give full effect to the review and amendment of the objects and principles of PSM, including reviews as mentioned within the recommendation.

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#### ACTIONS:

- The Broadcasting Legislation will be reviewed and policy recommendations for change will be brought forward with a view to developing amending legislation.

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **TCAGSM**, in consultation with **Coimisiún na Meán**

Timeline: **Q3 2024**

#### RECOMMENDATION 8-2: INDEPENDENCE AND FUNDING OF PSM

Establishment in legislation by 2024 of a system of independently assessed, recurring, 3 to 4-year (or longer) public funding package for PSM, with a stronger role for the BAI/Media Commission in determining PSM funding levels and accountability for expenditure.

The Commission proposes a model for funding recommendations which:

Includes consultation with relevant stakeholders.

Includes inbuilt consideration of factors such as existing levels of funding, PSM strategies and the state of the economy, public finances, and the wider media sector.

Ensures that any rejection of the regulator's recommendations by the Government is accompanied by clearly justified reasons for refusal. The ability of the Government or Oireachtas to initiate alternative recommendations should be restricted.

This process would involve the formal presentation of a funding proposal by Government to the Dáil, as recommended by the BAI/Media Commission, most likely in a resolution or Bill to authorise the multi-annual allocation of public monies on PSM and PSC from the Central Fund every three or four years, and the approval of that resolution or Bill by the Houses of the Oireachtas.

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#### POSITION/RESPONSE:

This recommendation is linked to move to Exchequer funded model which has not been accepted. It is recognised that additional funding will be required, the detail of which will be agreed in the context of the annual Estimates process and the outcome of the proposed Technical Group's work to reform the current model. The Government must consider the needs of the economy in the round and maintain its flexibility to respond to changing events and circumstances. However, Coimisiún na Meán will retain the current role of the BAI in assessing the funding requirements of PSMs in delivering on their public service objects, and providing such advice to the Minister.

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#### ACTIONS:

- Any additional interim funding will be agreed in the context of the annual Estimates process
- The Technical Group will make proposals for the reform of the TV licence fee
- Subject to the final decision on the funding model, consideration will be given as to the longer term role of Coimisiún na Meán in assessing and determining funding needs of PSMs.

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#### LEAD RESPONSIBILITY & TIMELINE:

*This recommendation is linked to move to Exchequer funded model which has not been accepted. However, the proposed new oversight frameworks (see response to Recommendation 5.3) will enable an ongoing monitoring of PSM performance and financial outturns.*

#### RECOMMENDATION 8-3 RESOURCING EFFECTIVE REGULATION AND DEVELOPMENT

The Media Commission should be given significant resources to meet the ambitions expressed in this report, of setting the media sector on a sustainable basis into the future, supporting the development of the media sector across all platforms, as well as the significant roles to be assigned by the OSMR Bill in regulating online safety in respect of platforms across the European Union.

The internal capacity of the BAI/Media Commission for research and evaluation should be developed through the establishment of an appropriately-resourced Strategic Research Unit with the in-house expertise to carry out economic, financial and social research and evaluation necessary to its tasks. The Unit should be established in time to undertake the funding assessment and allocation for PSM for the 2024 financial year.

RTÉ and TG4 should be designated as NewERA bodies from 2022.

The Broadcasting Act could be amended to allow the regulator carry out thematically-focused reviews as it sees necessary.

The BAI/Media Commission should commission and coordinate research of audience expectations and preferences to ensure that PSM is effectively serving the public's needs.

There should be an enhanced role for Audience Councils which reflects the definition of "the public" adopted by the Commission and which supports diversity, inclusivity and a more democratic engagement with wider public sphere issues.

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#### POSITION/RESPONSE:

The OSMR Act, together with the Broadcasting Act 2009 will set out the overall regulatory environment for PSMs. Any further legislative changes (to the Broadcasting Act) will be considered as part of the wider implementation process.

In agreeing with this recommendation, and recognising the importance of appropriate resourcing, Coimisiún na Meán will establish a Strategic Resource Unit to create an ability to conduct research in-house.

It is proposed to designate RTÉ and TG4 under the NTMA Act 2014.

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#### ACTIONS:

- Review of Broadcasting Act will be undertaken
- RTÉ and TG4 will be designated under the NTMA Act 2014.
- A review of the overall governance framework for PSMs (which includes DTCAGSM, BAI/Coimisiún na Meán and NewERA) will be undertaken and the most appropriate framework adopted.
- Review Audience Council structures to better measure public opinion

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: Review of Broadcasting Act (**TCAGSM**), NTMA Designation (**Dep. of Finance/DPER**), Review of Governance Framework (**TCAGSM/ Coimisiún na Meán**), Research Unit and Review Audience Councils (**BAI / Coimisiún na Meán**)

Timeline: Governance framework (**Q3 2024**); Designation under NTMA Act (**Q3 2024**); General Scheme of amending legislation (**Q4 2024**)

#### RECOMMENDATION 8-4: REGULATION OF THE INDEPENDENT SECTOR

The term of section 70 Contracts for independent TV should be extended to 10 years, in order to facilitate continuity and stable long-term investment.

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#### POSITION/RESPONSE:

Recognising the need to facilitate continuity and stable long-term investment, Coimisiún na Meán will review the duration of Section 70 contracts for independent TV taking into account their licencing obligations.

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#### ACTIONS:

- Coimisiún na Meán will review in line with their licencing obligations

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead: **Coimisiún na Meán**

Timeline: **Q1 2024**

#### RECOMMENDATION 8-5: CHANGES TO REGULATORY PROVISIONS FOR PSC FUNDING

Part 10 of the Broadcasting Act 2009 should be amended by 2024 to provide for a platform-neutral Media Fund to replace the Broadcasting Fund to allow for PSC and PSCPs to be supported and to allow for a broader range of content, including sport and news and current affairs to be funded. This includes broadening the objectives of schemes, as set out in section 155 to reflect platform neutrality and stating the objects of state funding for PSC.

The system for assessing the level of the Media Fund should be similar to that proposed above for PSM funding and should be done concurrently with that assessment by the BAI/Media Commission.

The Minister, Government and Oireachtas should have power to approve or reject, but not amend, the proposed funding level.

In the longer term, the design, implementation and evaluation of PSC funding should largely be a matter for the Media Commission.

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#### POSITION/RESPONSE:

Government has accepted that a new platform-neutral funding mechanism will provide a significantly enhanced support structure for the media sector. The OSMR Act will provide a statutory basis for the new fund and Coimisiún na Meán will be tasked with developing the range of support schemes recommended by the Commission. It is intended to maintain the current Sound and Vision and Archiving schemes, and as referred to previously Coimisiún na Meán will examine the scope for increasing the funding available under S&V. Government has agreed to the provision of €6m to the Media Fund in 2023, with priority being the design and roll-out of the Courts Reporting and Local Democracy Reporting schemes. Future funding needs to be assessed by Coimisiún na Meán.

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**ACTIONS:**

- Make necessary legislation changes to provide for the Media Fund on a statutory basis
- Coimisiún na Meán and TCAGSM to investigate the feasibility of allowing broader range of content to be funded, while having regard to EU state aid rules

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead(s): Legislative change (**TCAGSM**); Feasibility study (**Coimisiún na Meán**)

Timeline: BAI /CnM to investigate feasibility of broader range of content – over course of **2023**.

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**RECOMMENDATION 8-6 PROMINENCE-RELATED DATA**

The Commission endorses the provisions to be contained in the OSMR Bill transposing Article 7a of the Revised AVMSD whereby the Media Commission will be empowered to make rules requiring prominence for PSC. The rules will apply to services providing access to audiovisual media services. The Commission recommends that such rules be made as soon as possible by the Media Commission, upon its establishment.

The Implementation Group should examine whether data on the consumption of Irish-originated PSC on international SVOD platforms can and should be shared with Irish PSCPs.

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**POSITION/RESPONSE:**

As per the prominence provisions in the OSMR Act, Coimisiún na Meán will assume responsibility for the development of rules to improve prominence of PSC. DTCAGSM will lead on discussions on issues surrounding the sharing of data on the consumption of Irish originated PSC on international SVOD platforms.

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**ACTIONS:**

- The Online Safety and Media Regulation Act will provide the legislative underpinning for strengthening prominence of public service content
- Coimisiún na Meán will develop rules to improve prominence for PSC
- CnM will examine whether data on the consumption of- Irish-originated PSC on international SVOD platforms can and should be shared with Irish PSCPs

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead(s): **Coimisiún na Meán**

Timeline: **Q2 2024**.



## RECOMMENDATION: 8-7 DEFAMATION

The Commission strongly endorses the views of the Press Council on defamation legislation and calls for review of the law being undertaken by the Department of Justice to be expedited and amending legislation developed and published by the end of 2021.

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### POSITION/RESPONSE:

In March 2022, the Government approved publications of the Review of the Defamation Act 2009, and agreed to the preparation of new defamation legislation. This is in line with the Programme for Government commitment to review and reform of defamation laws.

The Review, in acknowledging the important role played by the media in our democracy by providing information and debate on matters of public interest, recommends clearer protection for responsible public interest journalism. The Review also recommends special measures with regard to online defamation.

The Department of Justice is progressing the development of the Bill, and the Implementation Group will continue to engage as the legislation is drafted.

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### ACTIONS:

- The Defamation (Amendment) Bill is included in the Government's Legislation Programme, and the Department of Justice is working toward publication of the General Scheme of the Bill in Q1 2023;
- The Department of Justice will remain in ongoing contact with the TCAGSM in relation to on-line defamation and with the Department of Enterprise and Employment in relation to the Digital Services Act.

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### LEAD RESPONSIBILITY & TIMELINE:

Lead: **Dep. of Justice**

Timeline: Following publication, the bill will be progressed through the Oireachtas in the normal manner.

## RECOMMENDATION 8-8 DISINFORMATION

The Commission recommends the development of a National Counter Disinformation Strategy to enhance the trust and protect the safety of Irish users of global content platforms. The Strategy should:

Coordinate national efforts to counter organised coordinated campaigns of manipulation of Irish internet users and ensure transparency about content moderation policies that impact Irish citizens;

Develop effective long-term monitoring of the application of the EU Code of Practice on Disinformation and the Digital Services Act in Ireland;

Be developed in consultation with all relevant Departments and agencies, the Irish EDMO Hub, industry stakeholders, news organisations, civil society groups and Irish fact-checkers and disinformation researchers. The Strategy should also incorporate a role for Irish citizens, potentially seeking oversight of decisions impacting Irish users of content platforms, or complaints filed by them;

Examine other examples of other international best practice;

Build relationships between platforms and academic researchers that facilitate access to data that would inform better interventions to prevent the spread of disinformation;

Identify measures to support innovation in fact-checking and disinformation research and provide support for innovation in areas critical to compliance with the new regulatory environment created by the Digital Services Act;

Review existing media literacy initiatives in Ireland, including an examination of potential for a more joined-up approach between relevant government departments and agencies on the development of media literacy initiatives. Pilot programmes for media literacy emerging from this review should be eligible for direct support under the Media Fund;

Acknowledge the important role that free, independent, high-quality journalism plays in countering disinformation, and align with efforts to protect the supply of public interest information at local and national level.

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#### POSITION/RESPONSE:

Recognising that media regulation is a complex area which needs a suite of measures to deal with harmful content, as well as illegal content. The National-Counter Disinformation Strategy will work in tandem with legislative, regulatory and policy measures to ensure the broadest possible regulation of this wide-ranging sector. The Strategy will seek to enhance trust and protect the safety of Irish users of global content platforms. In tandem with the National-Counter Disinformation Strategy, the Online Safety and Media Regulation Act will provide for the designation of an Online Safety Commissioner within Coimisiún na Meán, who will act as a powerful regulator to enforce accountability in the sector and enhance safety within the online space. The Act will also allow Coimisiún na Meán to continue the media literacy work of the Broadcasting Authority of Ireland by facilitating initiatives through Media Literacy Ireland.

The proposed Strategy will be developed by a working group with the intention of putting in place as many of the Commission's recommendations as is practicable. The Working Group will be formally established by and report to DTCAGSM. The secretariat to the working group will be provided by DTCAGSM.

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#### ACTIONS:

- Start of year 2023, the Working Group will be established by D/TCAGSM and a work programme agreed under agreed terms of reference.
- By end-Q2 2023, the Working Group will have identified the parameters for the strategy and produced papers on the main issues to be addressed, in line with the terms of reference.
- During Q2 2023, the Working Group will publish a draft strategy, commenced a public consultation process which would culminate in a facilitated consultation forum at the beginning of Q3.
- The draft strategy would be finalised by end Q3 2023 and ready for publication in Q4 2023 subject to relevant approval processes.
- January 2024 onwards: Implementation of the National Counter Disinformation Strategy.

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#### LEAD RESPONSIBILITY & TIMELINE:

Lead(s): **TCAGSM** will lead the development of the Strategy in consultation with the proposed **Working Group**.

Timeline: Publication of Strategy by **Q4 2023**

## RECOMMENDATION 8-9 PROVIDING A STATUTORY BASIS FOR THE MEDIA COMMISSION'S EXPANDED REMIT

Taking into consideration the important additional responsibilities proposed for the Media Commission, Government should provide a statutory basis for its expanded remit.

The Commission recommends that the Government provides a statutory basis for the Media Commission's expanded remit. The statutory objectives and functions of the Media Commission, as currently provided for in the General Scheme of the Online Safety and Media Regulation Bill, should be reviewed by the Implementation Group, following which appropriate legislative amendments should be introduced, by 2024, to enable the Media Commission to fulfil the expanded role envisaged for it by the Future of Media Commission. This sees the Media Commission as an independent regulator that also has a function to support the development of the media sector on a platform-neutral basis, including by facilitating and supporting innovation, digital transformation and evolution of media business models, and promoting a pluralistic, high-quality media that provides services to a diverse public in an inclusive and accessible way.

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### POSITION/RESPONSE:

The establishment of a new Media Commission is provided for in the Online Safety and Media Regulation Act. The new body - Coimisiún na Meán – will assume a range of new functions and obligations, whilst retaining the current statutory functions of the BAI.

The Implementation Group is satisfied that current provisions contained within the OSMR Act are sufficient to enable Coimisiún na Meán to take on the various recommended functions contained in the FOMC report (or as may be varied in accordance with this Implementation Strategy). As such the proposed review of the OSMR Act provisions recommended is not deemed necessary. However, the establishment of Coimisiún na Meán on an administrative basis and the early development of initiatives and supports recommended in the FOMC report will support the implementation of other recommendations.

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### ACTIONS:

- DTCAGSM and BAI to progress the establishment of Coimisiún na Meán on an administrative basis
- Implementation Group will consider any further legislative changes required (in the context of Coimisiún na Meán's statutory functions) as part of the overall implementation process.

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### LEAD RESPONSIBILITY & TIMELINE:

Lead: **TCAGSM**

Timeline: Coimisiún na Meán established on a legislative basis in **Q1 2023**

## CHAPTER 7: STAKEHOLDER CONSULTATION

This section of the Strategy and Action Plan outlines the stakeholder engagement element of the Implementation process.

As part of the Implementation process, a Stakeholder Forum will be established by **February 2023**. The Stakeholder Consultative Forum shall meet **3 times per annum**, upon which the Forum will be updated on the implementation process and views sought.

Further stakeholders in addition to the ones listed below may be considered as appropriate as the implementation process proceeds.

### STAKEHOLDER CONSULTATION GROUP FORMATION & ENGAGEMENT

Implementation of the far-reaching recommendations of the Commission will entail changes to legislation, regulation, and funding, and they will also require the coordination of various Departments, Agencies and external stakeholders. The Stakeholder Consultation Group is intended to keep all appropriate stakeholders informed of the implementation process.

The Future of Media Commission have recommended the following groups to be included in the Consultation Group:

RTÉ; Screen Producers Ireland; TG4; Irish Traveller Movement; Virgin Media; A TV Disability Sector representative, Independent Broadcasters of Ireland; European Digital Media Observatory - Regional Hub Dublin; CRAOL - Community Radio Ireland; Conradh na Gaeilge; National Union of Journalists; Press Council; NewsBrands Ireland; Sport Ireland; Local Ireland; Technology Ireland; Academia

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#### POSITION/RESPONSE:

The expertise and experience of a range of stakeholders will be an important element in implementation of the Commission's recommendations, and it is agreed that a Consultative Group as recommended by the Commission will be established.

This stakeholder consultation process will be an opportunity for the Implementation Group to consult on this Implementation Strategy, to invite views on the proposed actions and timelines, and to assist the Implementation Group and individual lead partners on future actions and measures.

As an initial step, the stakeholders listed below will be invited to a briefing session on this Implementation Strategy before year end. It is intended that targeted engagement will take place around different themes – but also taking action of the agreed timescale for action and implementation. For example, it is expected that there will need to be significant engagement surrounding the review of Irish language services which is now proposed. The process may also identify areas that require further consultation by the Implementation Group or individual lead partners.

In line with the Commission's suggested composition of the Group, the following organisations have been identified for inclusion in the Stakeholder Consultative Forum:

- RTÉ
- TG4
- Screen Producers Ireland

- Irish Traveller Movement
- Virgin Media
- National Disability Authority
- Independent Broadcasters of Ireland
- European Digital Media Observatory -
- Regional Hub Dublin
- CRAOL - Community Radio Ireland
- Conradh na Gaeilge
- National Union of Journalists
- Press Council
- NewsBrands Ireland
- Sport Ireland
- Local Ireland
- Free Media Ireland
- Technology Ireland

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**ACTIONS:**

- Invitations extended to stakeholders and formation of Consultation Group by February 2023 with first meeting to be held as soon as practicable thereafter
- It is intended that the Consultation Group will meet 3-4 times per year upon which members will be updated on the implementation process
- Consideration may be given to widening the Consultation Group as appropriate

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**LEAD RESPONSIBILITY & TIMELINE:**

Lead(s): **TCAGSM** in collaboration with **BAI / CnM** and **Implementation Group**

Timeline: First Meeting of Stakeholder Consultative Group by **Q1 2023**

APPENDIX 1: DETAILED ACTION PLAN

Rec. No.	Agreed actions	Lead and Partners	Timeline
<b>RECOMMENDATION 2-1 VALUING PUBLIC SERVICE CONTENT AS CRITICAL PUBLIC INFRASTRUCTURE</b>			
2-1	<ul style="list-style-type: none"> <li>Implementation Group to consider how PSM and content can be recognised as critical public infrastructure</li> <li>To consider the potential impact of any such designation of content on the public service objects of RTÉ and TG4, and the potential implications for funding schemes</li> <li>To consider if legislative amendments are appropriate to give effect to this recommendation</li> </ul>	Lead Department: <b>TCAGSM</b> – Supported by: <b>Implementation Group</b>	Timescale: Review of Part 7 of the Broadcasting Act to take place by <b>Q2 2023</b> .  If legislative amendments are required, General Scheme to be progressed by <b>Q4 2024</b>
<b>RECOMMENDATION 2-2 ADDRESSING ENVIRONMENTAL SUSTAINABILITY</b>			
2-2	<ul style="list-style-type: none"> <li>BAI/Coimisiún na Meán will open the Broadcasting Sustainability Network to a wider membership, or develop sector specific networks</li> <li>BAI/Coimisiún na Meán will examine the existing Sustainability Roadmap and, in consultation with the expanded or additional Networks, adapt for use by the wider media sector and prepare the drafting and publication of a revised Roadmap</li> <li>Appropriate sustainability standards/criteria will be introduced in the development of the criteria for proposed Media Fund schemes</li> <li>BAI/Coimisiún na Meán in conjunction with different sectoral stakeholders (print/ online / Audio-visual) will develop appropriate metrics and baseline data to enable reporting on sustainability performance of the sector, application of funding criteria or application of the sustainability roadmap.</li> <li>D/TCAGSM will continue to liaise with RTÉ and TG4 on the delivery of agreed climate-change measures (taking account of the Framework for the Commercial Semi-State Sector to address climate action objectives, as developed by NewERA)</li> <li>An Coimisiún, following its establishment, will liaise with other partners, such as Fís Éireann, on the establishment of a permanent certification process for systems used by content productions to measure environmental impacts (such as the Albert carbon calculator toolkit).</li> </ul>	Lead: <b>BAI/Coimisiún na Meán</b> will lead on actions.	Timeline: Review of Albert Calculator certification arrangements to be completed by <b>Q2 2023</b> .
<b>RECOMMENDATION 2-3 EDI MONITORING, DATA AND RESEARCH</b>			
2-3	<ul style="list-style-type: none"> <li>TCAGSM to engage with Coimisiún na Meán on the establishment of a strategic research unit and the appropriate resourcing of same</li> <li>Coimisiún na Meán to develop data standards metrics to be aligned with the National Equality Data Strategy,</li> </ul>	Lead: <b>Coimisiún na Meán</b> to lead on policy analysis and stakeholder	Timeline for completion: Voluntary publication of available data to

	<p>to ensure to collection and publication of consistent and comparable baseline EDI data by PSMs and PSCPs</p> <ul style="list-style-type: none"> <li>• Coimisiún na Meán will conduct an analysis of the options for implementation (in consultation with stakeholders) including voluntary publication of available data (and taking account of proposed EDI Strategy as set out in Recommendation 2.4)</li> <li>• TCAGSM to consider whether legislative amendments to the Broadcasting Act are appropriate in order that PSMs gather and publish EDI data</li> <li>• Coimisiún na Meán will review funding scheme criteria with a view to the potential inclusion of appropriate standards/criteria to ensure the collection of consistent and comparable EDI data</li> <li>• Coimisiún na Meán will monitor EDI data across PSMs and PSCPs.</li> </ul>	<p>consultation with <b>TCAGSM</b>.</p> <p><b>TCAGSM</b> to consider if legislative amendments are appropriate.</p> <p><b>Coimisiún na Meán</b> - data standards and metrics to ensure the collection and publication of consistent and comparable EDI data</p>	<p>align with EDI Strategy due in <b>Q4 2023</b> (if appropriate, statutory basis for publication will be subject to bringing forward amending legislation)</p>
<b>RECOMMENDATION 2-4 EDI STANDARDS</b>			
2-4	<ul style="list-style-type: none"> <li>• As a first step, the BAI will publish their review of Gender Action Plan in Quarter 1 2023. This review will inform the development of an EDI Strategy by Coimisiún na Meán</li> <li>• Coimisiún na Meán will conduct an analysis of the options for implementation (in consultation with stakeholders)</li> <li>• Coimisiún na Meán to consider the most appropriate framework for implementing standards and how adherence can be monitored and reported on.</li> <li>• Following Coimisiún na Meán’s analysis, TCAGSM will consider if any legislative change is required</li> </ul>	<p>Lead: <b>Coimisiún na Meán</b> to lead on policy analysis and stakeholder consultation with <b>TCAGSM</b>. Consideration of the most appropriate framework for implementing standards and how adherence can be monitored and reported on (<b>Coimisiún na Meán</b>)</p>	<p>Timeline: BAI will publish the review of the Gender Action Plan in <b>Q1 2023</b>. Coimisiún na Meán will develop EDI Strategy by <b>Q4 2023</b></p>
<b>RECOMMENDATION 2-5 DIVERSITY BOARDS AND LEADERSHIP</b>			
2-5	<ul style="list-style-type: none"> <li>• Coimisiún na Meán will carry out stakeholder consultation via the Stakeholder Consultation Group to examine the feasibility of diversity boards across the sector, and will research to examine current status of diversity strategies etc. within the media sector</li> <li>• Coimisiún na Meán will engage with RTÉ and TG4 regarding the recommendation on senior management responsibility for EDI within each respective organisation and make recommendations as to further action which might be considered by the PSMs</li> </ul>	<p>Lead: <b>Coimisiún na Meán</b> to carry out stakeholder consultation.</p> <p><b>Coimisiún na Meán</b> to engage with RTÉ &amp; TG4 regarding the recommended senior management responsibility for EDI (for discussion).</p>	<p>Timeline: For completion by <b>Q3 2024</b></p>

RECOMMENDATION 2-6 DIVERSITY EDUCATION, TRAINING AND EMPLOYMENT			
2-6	<ul style="list-style-type: none"> <li>• Coimisiún na Meán to work with sectoral stakeholders and civil society/NGOs to develop guidelines in relation to reporting on or developing storylines relating to minorities, and to develop and deliver appropriate monitoring mechanisms</li> <li>• Coimisiún na Meán to work with sectoral stakeholders to consider development of appropriate EDI training framework</li> <li>• Coimisiún na Meán to examine (in conjunction with PSM and relevant Departments/public bodies) the provision of key content for those with first languages other than Irish or English</li> <li>• Coimisiún na Meán, in conjunction with DFHERIS and relevant stakeholders, to carry out the following tasks: <ul style="list-style-type: none"> <li>• Identify and map the current pathways to a career in the media sector. This would include reviewing the various pathways to careers in areas such as journalism, production, creative roles etc.</li> <li>• Examine current status of relevant higher and further education strategies for each career strand and identify existing barriers/accessibility issues (e.g. Action Plan for Apprenticeship)</li> <li>• Explore potential for new training or career pathway opportunities through further and higher education</li> <li>• Explore ways to ensure that new and existing career pathways are accessible to a broad cross section of society (e.g. through the provision of appropriate financial supports to disadvantaged persons)</li> </ul> </li> </ul>	Lead: <b>BAI / Coimisiún na Meán</b> to lead and <b>TCAGSM</b> to engage with Department of Further and Higher Education to identify resources to deliver this action.	Timeline: For completion by <b>Q4 2024</b>
RECOMMENDATION 2-7 ACCESSIBILITY			
2-7	<ul style="list-style-type: none"> <li>• Coimisiún na Meán will engage as appropriate with stakeholders with a view to partnering with disability representative groups to ensure inclusive and accessible content is provided by PSM.</li> <li>• Coimisiún na Meán will make revised rules providing for the accessibility of audiovisual media services for persons with disabilities</li> <li>• Coimisiún na Meán will consider establishing an advisory committee composed of persons with disabilities and disability representative groups</li> <li>• This recommendation can also be actioned through steps taken to address wider EDI targets</li> </ul>	Lead: <b>Coimisiún na Meán</b>	Timeline: For completion by <b>Q2 2024</b>
RECOMMENDATION 5-1 NEW PUBLIC FUNDING MODEL FOR PUBLIC SERVICE MEDIA			
5-1	<ul style="list-style-type: none"> <li>• A Technical Working Group has been established by Government, to examine the options for the necessary reform and enhancement required of the current TV licence system to properly provide for the funding requirements of public service media in Ireland.</li> <li>• The group is examining a range of issues including liability to pay; the data sets and database required to underpin any reformed system; the most appropriate</li> </ul>	Lead: <b>TCAGSM</b> – supported by <b>Technical Working Group</b>	Timeline: TWG to report on progress to Government in <b>Q1 2023</b>



	<p>collection and enforcement systems; and a timeframe for implementation.</p> <ul style="list-style-type: none"> <li>• Current reporting frameworks will be examined to ensure that PSMs are providing the required transparency on the use of public funding and that any necessary legislative changes will be put in place.</li> </ul>		TV licence reform to be implemented by <b>Q3 2024</b>
<b>RECOMMENDATION 5-2 INTERIM FUNDING ARRANGEMENTS FOR THE 2021-2023 PERIOD</b>			
5-2	<ul style="list-style-type: none"> <li>• The imperative now is to devise, agree and implement a non-Exchequer sustainable funding base for RTE and public service broadcasting generally</li> <li>• Unless, and until this primary objective is successfully delivered, Government may have to again consider interim funding requirements.</li> <li>• Pending decisions on the reform of the TV licence system, the potential funding requirements of RTÉ and TG4 will be reviewed</li> <li>• Pending decisions on the reform of the TV licence system, the Government may have to again consider funding for the new Media Fund</li> <li>• The issue of free TV licences awarded to recipients of DSP Household Benefits packages will also need consideration by the relevant Departments.</li> </ul>	Lead: <b>TCAGSM</b> in conjunction with <b>DPER</b> (as part of the annual estimates and budgetary process)	Timeline: Subject to consideration of <b>annual Budget and Estimates processes</b> .
<b>RECOMMENDATION 5-3 INCREASING ACCOUNTABILITY AND TRANSPARENCY</b>			
5-3	<ul style="list-style-type: none"> <li>• Commence the process of designating RTÉ and TG4 under the NTMA Act 2014. TCAGSM to engage with DPER and DoF on designation.</li> <li>• The oversight framework for PSMs will be strengthened– having particular regard to the independence of PSMs and Coimisiún na Meán statutory functions. (TCAGSM, CnaM and NewEra)</li> <li>• DTCAGSM, Coimisiún na Meán and NewERA will engage with RTÉ and TG4 on the most appropriate framework for reporting on performance and financial outturns.</li> <li>• Terms of reference between TCAGSM and NewERA regarding RTÉ to be reviewed with possible new protocol or procedures developed and expanded to cover advisory services relating to TG4</li> </ul>	<p><b>Dep. of Finance</b> to lead on legislation designating RTÉ and TG4 as NewERA bodies.</p> <p><b>TCAGSM, Coimisiún na Meán</b> and <b>NewERA</b> to develop oversight frameworks for PSMs.</p> <p><b>TCAGSM, Coimisiún na Meán</b> and <b>NewERA</b> will engage with RTÉ and TG4 on the most appropriate framework for reporting on performance and financial outturns. <b>From Q3 2024</b> onwards, the <b>Coimisiún na Meán</b> to have enhanced role in setting funding levels for PSM.</p>	<p>Timelines: Frameworks to be developed by <b>Q4 2023</b>.</p> <p>Legislative amendments by <b>Q3 2024</b>.</p>

<b>RECOMMENDATION 5-4 AUDIENCE ENGAGEMENT</b>			
5-4	<ul style="list-style-type: none"> <li>• Coimisiún na Meán will continue to engage with PSM to evaluate existing audience engagement structures and practices</li> <li>• Coimisiún na Meán to commission further audience research on attitudes to PSM</li> <li>• Coimisiún na Meán to engage with other stakeholders to determine what further measures might be appropriate to ensure that audience engagement properly reflects the diversity of Irish society and identify areas where “gaps” in service/content might exist</li> </ul>	<b>Lead: Coimisiún na Meán</b>	Timeline: For completion by <b>Q4 2023</b>
<b>RECOMMENDATION 5-5 INTERIM FUNDING FOR RTÉ</b>			
5-5	<ul style="list-style-type: none"> <li>• Pending the reform of the TV licence system, the interim funding requirements of RTÉ will be considered as part of the annual Budget and Estimates process</li> <li>• RTÉ to continue to report on the Revised Strategy 2020-2024 targets</li> <li>• NewERA will continue to assist TCAGSM in the ongoing monitoring of RTÉ's performance relative to its Revised Strategy 2020-2024, and beyond, as and when updated strategies are prepared by RTÉ.</li> <li>• NewERA will, where requested prepare periodic reviews or provide financial and commercial advice to the relevant Ministers in respect of RTÉ's current and forecast trading position / commercial activities.</li> </ul>	<b>Lead: TCAGSM</b> in conjunction with <b>DPER</b> (as part of the annual Budget and Estimates processes).	Timeline: Subject to consideration <b>in annual Budget and Estimates processes.</b>
<b>RECOMMENDATION 5-6 FOCUS ON VALUE FOR MONEY AND EFFICIENCIES</b>			
5-6	<ul style="list-style-type: none"> <li>• RTÉ will continue to implement the measures identified in its Revised Strategy 2020-2024 and report on progress as required.</li> <li>• RTÉ will also prioritise the targeting other long-term efficiencies and report on progress to DTCAGSM and NewERA.</li> <li>• PSMs shall ensure that an appropriate framework is in place for determining pay and grade structures</li> <li>• RTÉ will complete its ongoing review of grade and pay structures, and adopt (as required and appropriate) a strategy to implement its findings</li> <li>• The Implementation Group will consider the recommendation on benchmarking pay levels in RTE (including a review of overall pay-related costs)</li> <li>• NewERA will continue to assist TCAGSM in the ongoing monitoring of RTÉ's performance relative to its Revised Strategy 2020-2024, and beyond, as and when updated strategies are prepared by RTÉ.</li> <li>• In addition, NewERA will, where requested, prepare periodic reviews or provide financial and commercial advice to the relevant Ministers in respect of RTÉ's current and forecast trading position / commercial activities.</li> </ul>	<b>Lead: TCAGSM – supported by: NewERA, PSMs, Implementation Group</b>	<b>Q3 2024</b>

RECOMMENDATION 5-7 RTÉ TO INVEST IN INNOVATION			
5-7	<ul style="list-style-type: none"> <li>• RTÉ will be requested to present proposals in relation to its strategy for capital asset management having particular regard to the continued use of the proceeds of asset disposals for re-investment in technology and innovation.</li> <li>• RTÉ will develop and roll-out appropriate changes to the Player in particular to ensure that it is responsive to viewers needs and preferences</li> <li>• RTÉ will develop a proposal for the decommissioning of long-wave services, in consultation with DTCAGSM and DFA.</li> <li>• NewERA will provide financial and commercial advice to the relevant Ministers in relation to any capital asset management plan developed by RTÉ. If requested, NewERA is prepared to engage with RTÉ as the plan is developed, particularly given their ongoing role in monitoring the Revised Strategy 2020-2024.</li> </ul>	<p>Lead: <b>RTÉ</b> to develop strategy for capital asset management, subject to review by <b>NewERA and TCAGSM</b>. RTÉ develop and roll-out changes to Player.</p> <p><b>RTÉ</b> in consultation with <b>TCAGSM</b> and <b>DFA</b> to develop proposal to decommission long-wave services.</p> <p>Timeline: for completion by <b>Q1 2024</b></p>	<p>Timeline: for completion by <b>Q1 2024</b></p>
RECOMMENDATION 5-8 DEVELOPING COMMERCIAL REVENUES			
5-8	<ul style="list-style-type: none"> <li>• RTÉ will be asked to examine opportunities to further commercially exploit back catalogues</li> <li>• NewERA shall provide financial and commercial advisory services to the relevant Ministers as required when reviewing the financial implications of investment opportunities reported by RTÉ.</li> <li>• NewERA will assist with facilitating any proposed engagement between RTÉ and the Ireland Strategic Investment Fund (ISIF) as required.</li> </ul>	<p>Lead: <b>RTÉ</b>, investment opportunities to be explored by <b>RTÉ</b>, with <b>NewERA</b> providing advisory services to the relevant Ministers / Departments on the opportunities reported by <b>RTÉ</b>.</p>	<p>Timeline: <b>Q1 2024</b></p>
RECOMMENDATION 5-9: RTÉ TO REDUCE DEFICIT FINANCING AND STABILISE EXPENDITURE			
5-9	<ul style="list-style-type: none"> <li>• The proposed new oversight frameworks (see response to Recommendation 5.3) will enable an ongoing monitoring of PSM performance and financial outturns</li> </ul>	<p>Lead: <b>TCAGSM</b> – supported by: <b>CnM, NewERA, RTÉ</b></p>	<p>Timeline: <b>Ongoing</b></p>
RECOMMENDATION 5-10: COLLABORATION WITH INDEPENDENT PRODUCTION SECTOR			
5-10	<ul style="list-style-type: none"> <li>• Coimisiún na Meán will examine the implications of increasing statutory minimum spend on independent productions and report on outcome including any necessary legislative amendments having regard to a wide range of matters, not least the broadcaster’s strategic objectives and plan, its current legal commitments and the level of funding available to support its statutory remit</li> <li>• Any necessary legislative changes required will be brought forward for consideration in the context of wider legislative reform which may be required</li> </ul>	<p>Lead: <b>Coimisiún na Meán</b></p>	<p>Timeline: <b>Q1 2024</b></p>

RECOMMENDATION 6-1: CONVERT THE BROADCASTING FUND INTO A MEDIA FUND			
6-1	<ul style="list-style-type: none"> <li>TCAGSM will lead establishment of Media Fund on admin basis, including broad policy principles, Service Level Agreements with BAI/CnM, flow of Exchequer funds etc.</li> <li>Coimisiún na Meán will work with DTCAGSM on the development of the detailed design of the priority schemes for roll out in 2023</li> <li>Ongoing funding levels for the Media Fund will be considered in the context of both the reform of the TV licence system and the annual Budget and Estimates processes.</li> </ul>	Lead: <b>TCAGSM</b> – supported by: <b>Coimisiún na Meán</b>	Timeline: Establish the Media Fund on an administrative basis from <b>end 2023</b> , and on a statutory basis thereafter, subject to the passage of necessary legislation
RECOMMENDATION 6-2: ESTABLISH A LOCAL DEMOCRACY REPORTING SCHEME			
6-2	<ul style="list-style-type: none"> <li>TCAGSM will develop the broad parameters of the scheme</li> <li>Coimisiún na Meán will commence work on the new Local Democracy Reporting Scheme immediately for intended rollout in 2023. A Service Level Agreement is to be developed and entered into between TCAGSM and Coimisiún na Men in this regard</li> <li>Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation</li> <li>Following detailed design of the scheme, Coimisiún na Meán/TCAGSM to seek State Aid approval</li> <li>Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation</li> </ul>	Lead and partners: <b>TCAGSM</b> (drawing up broad parameters of the scheme) – Supported by <b>Coimisiún na Meán</b> (rollout of scheme)	Timeline: Detailed design of the Scheme to be completed by <b>end Q2 2023</b>
RECOMMENDATION 6-3: ESTABLISH SUPPORTS FOR DIGITAL TRANSFORMATION			
6-3	<ul style="list-style-type: none"> <li>Coimisiún na Meán to develop an innovation and digital transformation strategy</li> <li>TCAGSM will develop the broad parameters of the scheme</li> <li>Coimisiún na Meán to carry out detailed design of the scheme, including appropriate stakeholder consultation.</li> <li>Following detailed design of the scheme, Coimisiún na Meán/TCAGSM to seek State Aid approval</li> <li>Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation</li> </ul>	Leads: <b>BAI / Coimisiún na Meán</b> to draw up parameters of scheme,  <b>Implementation Group</b> to decide on rollout of scheme having regard to funding,  <b>BAI/ Coimisiún na Meán</b> to rollout scheme and monitor impact.	Timeline: Develop an innovation and digital transformation strategy <b>by 2024</b> , design a targeted scheme for digital transformation in PSCPs and on a statutory basis thereafter, subject to the passage of necessary legislation.
RECOMMENDATION 6-4: ESTABLISH NEWS REPORTING SCHEMES			
6-4	<ul style="list-style-type: none"> <li>TCAGSM will develop the broad parameters of the scheme</li> <li>Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation</li> <li>Following detailed design of the scheme, TCAGSM to seek State Aid approval</li> </ul> <p>Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation</p>	Lead: <b>Coimisiún na Meán</b>	Timeline: Establish a News Reporting Scheme by <b>Q4, 2024</b> , and on a statutory basis thereafter, subject to the passage of

			necessary legislation.
<b>RECOMMENDATION 6-5: ESTABLISH COURTS REPORTING SCHEMES</b>			
6-5	<ul style="list-style-type: none"> <li>• TCAGSM will develop the broad parameters of the scheme</li> <li>• Coimisiún na Meán will commence work on the new Courts Reporting Scheme immediately for intended rollout in 2023. A Service Level Agreement is to be developed and entered into between TCAGSM and Coimisiún na Meán in this regard.</li> <li>• Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation</li> <li>• Following detailed design of the scheme, TCAGSM to seek State Aid approval</li> <li>• Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation</li> <li>• The BAI will engage with key stakeholders such as the Courts Service of Ireland, print media, NUJ, etc - which will be a required to determine the scheme's objectives, parameters, systems and mechanisms</li> </ul>	Lead: <b>TCAGSM</b> (to develop the broad parameters of scheme) – supported by: <b>Coimisiún na Meán</b> (to rollout Courts Reporting Scheme)	Timeline: Detailed design of the Scheme to be completed by end <b>Q2 2023</b>
<b>RECOMMENDATION 6-6: ESTABLISH A MEDIA ACCESS AND TRAINING SCHEME</b>			
6-6	<ul style="list-style-type: none"> <li>• In line with the actions proposed in response to Recommendation 2-6, Coimisiún na Meán, in conjunction with DFHERIS and relevant stakeholders, will first carry out the following tasks prior to the detailed design of a scheme: <ul style="list-style-type: none"> <li>• Identify and map the current pathways to a career in the media sector. This would include reviewing the various pathways to careers in areas such as journalism, production, creative roles etc.</li> <li>• Examine current status of relevant higher and further education strategies for each career strand and identify existing barriers/accessibility issues (e.g. Action Plan for Apprenticeship)</li> <li>• Explore potential for new training or career pathway opportunities through further and higher education</li> <li>• Explore ways to ensure that new and existing career pathways are accessible to a broad cross section of society (e.g. through the provision of appropriate financial supports to disadvantaged persons)</li> </ul> </li> <li>• DTCAGSM to set out broad parameters of scheme</li> <li>• Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation</li> <li>• Following detailed design of the scheme, Coimisiún na Meán/TCAGSM to seek State Aid approval, as appropriate</li> <li>• Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation</li> </ul>	Lead: <b>Coimisiún na Meán</b> to lead development of scheme and will consult with <b>DFHERIS</b> and other relevant agencies.  <b>Coimisiún na Meán</b> to Review bursary provisions in the Online Safety and Media Regulation Act by <b>2024</b> ,	Timeline: Media Access Scheme subject to the passage of legislation enabling the establishment of a Media Fund on a statutory basis.  Review bursary provisions in the Online Safety and Media Regulation Act by 2024.

	<ul style="list-style-type: none"> <li>Coimisiún na Meán will undertake a review of bursary provisions within two years of the commencement of the scheme</li> </ul>		
<b>RECOMMENDATION 6-7: ESTABLISH A COMMUNITY MEDIA SCHEME</b>			
6-7	<ul style="list-style-type: none"> <li>BAI to review its Community Broadcasting Support Scheme (CBSS) to advance this recommendation</li> <li>BAI will research on existing supports for community media, including public funding avenues (e.g., funding from Pobal or Solas</li> <li>Coimisiún na Meán to carry out research on existing supports for Community Media and consider the optimal support mechanism</li> <li>DTCAGSM to set out broad parameters of scheme</li> <li>Coimisiún na Meán to carry out detailed design of the scheme including appropriate stakeholder consultation</li> <li>Following detailed design of the scheme, TCAGSM to seek State Aid approval, as appropriate</li> <li>Coimisiún na Meán to implement scheme, monitor impact and undertake an evaluation</li> </ul>	Lead: <b>Coimisiún na Meán</b> to complete research on optimal support for Community Media and to establish the Community Media Fund	<p>Timelines: Research on Community Media Fund by <b>Q2 2024.</b></p> <p>Establishment of Community Media Fund on statutory basis, will be subject to the passage of legislation enabling the establishment of a Media Fund</p>
<b>RECOMMENDATION 6-8: FUNDING LEVEL FOR MEDIA FUND</b>			
6-8	<ul style="list-style-type: none"> <li>Coimisiún na Meán and DTCAGSM to plan for new Media Fund schemes commencing at different times and gradually scale up (as set out in response to individual recommendations)</li> <li>Coimisiún na Meán, in consultation with DTCAGSM, to propose timescales for commencement of schemes and levels of funding between schemes, on the basis of available funds.</li> <li>Legislation to be enacted to put Schemes on a Statutory Basis.</li> </ul>	Lead: <b>BAI / Coimisiún na Meán</b> - supported by: <b>Implementation Group, TCAGSM (legislative amendments)</b>	Timeline: Subject to the passage of necessary legislation
<b>RECOMMENDATION 6-9: IMPLEMENT THE COPYRIGHT DIRECTIVE, ASSESS ITS EFFECTIVENESS AND TAKE FURTHER ACTION IF NECESSARY</b>			
6-9	<ul style="list-style-type: none"> <li>The Department of Enterprise, Trade and Employment (DETE) will use the Stakeholder Consultation Forum (see chapter 7) as a mechanism to engage with stakeholders on the operation of the Copyright Directive in practice and to seek views on potential for changes to the operation of the Irish legislation.</li> <li>DETE will engage with the European Commission once the Copyright Directive has been fully transposed with a view to ensuring that the Commission's forthcoming review of the Copyright Directive takes account of issues raised in the context of the stakeholder consultation.</li> <li>DETE will engage with the European Commission to ensure that the Commission's review of the Digital Markets Act evaluates the impact on the digital advertising market. Engagement to start in 2024, once DMA has taken full effect</li> </ul>	<b>DETE</b>	By the end of <b>Q3 of 2023</b> , DETE will undertake stakeholder consultation
<b>RECOMMENDATION 6-10: EXAMINE INDIRECT TAX MEASURES TO SUPPORT PSCPS</b>			
6-10	<ul style="list-style-type: none"> <li>Potential indirect measures as suggested by the Commission will be considered further by the</li> </ul>	Lead(s): <b>Department of</b>	Timeline: Review of potential need

	<p>Implementation Group together with the Stakeholder Group and further actions considered as necessary.</p> <ul style="list-style-type: none"> <li>• TCAGSM in consultation with the Stakeholder Forum, will assess the potential for media organisation to transition to not-for-profit status.</li> <li>• TCAGSM will engage bilaterally with the Department of Rural and Community Development (who have policy responsibility for the Charities Regulator) on the potential for designation of media organisations under the Charities Act;</li> <li>• Department of Finance will consider whether scope exists for further measures to support transformation to reader revenue/subscription models (over and above the VAT measures already introduced).</li> </ul>	<p><b>Finance – supported by: TCAGSM</b></p>	<p>for further indirect supportive tax measures, by <b>Q4 2023</b></p>
<b>RECOMMENDATION 6-11: EXPLORE COLLABORATION OPPORTUNITIES FOR PSM CONTENT RE-USE</b>			
6-11	<ul style="list-style-type: none"> <li>• Agree to develop a proposal for collaboration and content re-use with PSM as part of the Implementation Group process</li> <li>• BAI to examine its Social Benefit Framework to further collaboration between PSM, commercial and community broadcasters as a means to advance this recommendation</li> </ul>	<p>Lead: <b>Implementation Group</b> (in consultation with PSMs) to develop proposal for collaboration and content re-use.</p> <p><b>BAI/CnaM</b> to examine its Social Benefit Framework.</p>	<p>Timeline: proposal for collaboration and content re-use by <b>Q2 2024</b></p>
<b>RECOMMENDATION 6-12 INDEPENDENT OVERSIGHT OF ALL PUBLIC FUNDING STREAMS FOR JOURNALISM</b>			
6-12	<ul style="list-style-type: none"> <li>• Review to be conducted by BAI / Coimisiún na Meán in consultation with DTCAGSM</li> <li>• BAI to establish a working group with a view to liaising with any relevant public funding stream administrators to garner information on their current processes and procedures and to explore options for BAI/CnaM oversight or involvement</li> <li>• BAI-led research to be undertaken to establish the Media Fund could include this recommendation as part of a scoping exercise</li> </ul>	<p>Lead: <b>Coimisiún na Meán – Supported by: TCAGSM</b></p>	<p>Timeline: to complete review by <b>Q4 2023</b></p>
<b>RECOMMENDATION 6-13: ALL-ISLAND MEDIA ECONOMY</b>			
6-13	<ul style="list-style-type: none"> <li>• Coimisiún na Meán creation of proposal on how to maximise collaboration between PSM and PSCPs on all-island basis</li> <li>• Investigate Interdepartmental funding resources from across Government that may be available to support research on all-island media economy (such as Shared Island initiative supports)</li> <li>• Assess possible expansion of Irish language audio-visual content production funding</li> </ul>	<p><b>Coimisiún na Meán</b></p>	<p>Timeline: to develop proposal by <b>Q1 2024</b></p>
<b>RECOMMENDATION 7-1: EDITORIAL CONTROL FOR TG4 OVER ITS NEWS SERVICES</b>			
7-1	<ul style="list-style-type: none"> <li>• TCAGSM and CnM (in consultation with RTÉ and TG4) will consider the financial and operational implications of a transfer of the services</li> </ul>	<p>Lead: <b>BAI / Coimisiún na Meán – Supported by: TCAGSM</b></p>	<p>Timeline: Consultation with <b>RTÉ and TG4</b> to be completed by end <b>Q2 2023</b>.</p>

			<b>CnM</b> to conduct Irish language review by <b>Q2 2024</b> .
<b>RECOMMENDATION 7-2: COMPREHENSIVE REVIEW OF THE PROVISION OF IRISH LANGUAGE SERVICES</b>			
7-2	<p><b>The BAI / Coimisiún na Meán</b> will undertake to do the following:</p> <ul style="list-style-type: none"> <li>• Conduct a comprehensive review of the provision of Irish language services</li> <li>• Focus on roles of RTÉ, TG4, Raidió na Gaeltachta, PSCPs</li> <li>• Investigate opportunities for collaboration, youth engagement and digital mediums. BAI to conduct ongoing research on this matter and to share further details with D/TCAGSM</li> <li>• Develop strategies for Irish language education, including adult learners</li> <li>• The Implementation Group will engage with stakeholders to consult on any proposal for further engagement through the media sector, and in developing Irish language provision.</li> <li>• The Implementation Group will examine opportunities for enhancing the current support to promotion of the Irish language on an all island basis</li> </ul>	Lead: <b>BAI / Coimisiún na Meán</b>	Timeline: <b>Q3 2024</b>
<b>RECOMMENDATION 7-3: RTÉ SHOULD GIVE A GREATER PRIORITY TO THE IRISH LANGUAGE</b>			
7-3	<ul style="list-style-type: none"> <li>• While RTÉ already have an executive with responsibility for the Irish language, the BAI /Coimisiún na Meán will clarify the responsibilities of this senior executive role and suggest if any further action is considered necessary.</li> <li>• RTE will engage with Coimisiún na Meán on the proposed review of Irish language services (Recommendation 7.2) and its implementation.</li> </ul>	Lead: <b>BAI / Coimisiún na Meán</b>	Timeline: As soon as is practical.
<b>RECOMMENDATION 7-4 IMPLEMENT IRISH LANGUAGE PROVISIONS IN FUNDING SCHEMES</b>			
7-4	<ul style="list-style-type: none"> <li>• The BAI / Coimisiún na Meán to assess the feasibility of increasing the 25% of S&amp;V funding for Irish language content as resources allow.</li> <li>• Coimisiún na Meán to conduct research and make recommendations to the Minister in relation to the feasibility of the audio-visual content levy and fund</li> </ul>	Lead: <b>BAI / Coimisiún na Meán</b>	Timeline: <b>Q4 2023</b>
<b>RECOMMENDATION 7-5 REVIEW OF THE ARCHIVING SCHEME</b>			
7-5	<ul style="list-style-type: none"> <li>• BAI review findings will be used to inform the drafting of a new scheme in Q2 2023, and, in consultation with stakeholders, the further development of strategic partnerships and collaborations will form part of the programme of work to devise any new scheme, including the further facilitation of smaller independent production companies</li> <li>• TCAGSM will consider the results of the statutory review of the Archiving Scheme carried out the BAI and consult with BAI on next steps.</li> </ul>	Lead: <b>BAI /Coimisiún na Meán</b>	Timeline: Archiving scheme review already completed. Drafting of new scheme to take place in <b>Q2 of 2023</b>



RECOMMENDATION 7-6: ESTABLISH AUDIO-VISUAL CONTENT LEVY AND FUND			
7-6	<ul style="list-style-type: none"> <li>Coimisiún na Meán to conduct research and make recommendations to the Minister in relation to the feasibility of the audio-visual content levy and fund</li> </ul>	Lead: <b>Coimisiún na Meán</b>	Timeline: <b>Q3 2024</b>
RECOMMENDATION 7-7: AUDIO-VISUAL STRATEGY TO ESTABLISH IRELAND AS A KEY SOURCE OF ENTERTAINMENT CONTENT FOR THE INTERNATIONAL ON-DEMAND MARKET			
7-7	<ul style="list-style-type: none"> <li>AV Action Plan Steering Group (Chaired by TCAGSM) will consider the broadcaster exclusion and make recommendations to the Department of Finance for consideration as part its ongoing review and management of the Section 481 relief</li> <li>AV Action Plan Steering Group will consider further measures in the context of assisting the internationalisation of Irish content</li> </ul>	Lead: <b>Audio-Visual Action Plan Steering Group</b>	Timeline: <b>Q4 2023</b>
RECOMMENDATION 7-8: IMPROVE INVESTMENT IN INDEPENDENT PRODUCTION			
7-8	<ul style="list-style-type: none"> <li>Coimisiún na Meán will implement a review of existing funding Schemes with a view to assessing the impact on small independent production companies.</li> <li>Coimisiún na Meán will introduce appropriate criteria and reporting metrics to evaluate the impact of future funding schemes/rounds.</li> <li>BAI / CnM to undertake a review of existing Guidance for a Code on Fair Trading Practice</li> </ul>	Lead: <b>Coimisiún na Meán</b>	Timeline: <b>Q4 2023</b>
RECOMMENDATION 7-9: DEVELOP A STRATEGIC PLAN FOR SPORTS BROADCASTING AND PROMOTION			
7-9	<ul style="list-style-type: none"> <li>BAI / Coimisiún na Meán will establish a Strategic Working Group in collaboration with Sports Ireland. Terms of reference for this group might include the identification of priority areas with regard to sports broadcasting, the challenges that arise (e.g., rights acquisition, funding) and the setting of an approach and timeline for achieving priorities</li> <li>Coimisiún na Meán and Sport Ireland will establish the priority areas/sports which would most benefit from increased visibility/exposure through broadcasting of events – taking account of the individual sports bodies own strategic priorities</li> <li>Consider potential to provide dedicated funding round</li> <li>Coimisiún na Meán will engage with PSMs via the Strategic Working Group on current sports programming and examine opportunities for enhanced and increased programming. A plan and timeline for the development of the Strategic Plan would be agreed via this mechanism</li> <li>Sport Ireland will support Coimisiún na Meán in the development of a strategic plan for sports broadcasting &amp; promotion.</li> <li>The BAI may include the recommendation pertaining to PSM and sports programming into its upcoming 5-year review of public funding.</li> </ul>	Lead: <b>Coimisiún na Meán</b>	Timeline: <b>Q1 2024</b>
RECOMMENDATION 7-10: DIVERSITY AND INCLUSION STRATEGY FOR SPORTS REPORTING AND BROADCASTING			
7-10	<ul style="list-style-type: none"> <li>Coimisiún na Meán and Sport Ireland to consult on the EDI measures within the National Sports Policy,</li> </ul>	Lead: <b>BAI / Coimisiún na Meán</b>	Timeline: <b>Q2 2024</b>

	<p>and how these measures might impact broadcasting/reporting on sports in Ireland.</p> <ul style="list-style-type: none"> <li>• Sport Ireland will advise and guide the BAI/ Coimisiún na Meán in this area, particularly in relation to learnings from the development of its own strategy.</li> <li>• Sport Ireland will advise on the creation of pipelines to diversify those involved in broadcasting and promotion.</li> </ul>	in collaboration with <b>PSMs, PSCPs, Sport Ireland and the Federation of Irish Sport</b>	
<b>RECOMMENDATION 7-11: EDUCATION AND TRAINING</b>			
7-11	<ul style="list-style-type: none"> <li>• BAI/CnM to establish formal consultation with SI and FIS to solicit their input into the adaption process.</li> <li>• Sport Ireland will collaborate with Coimisiún na Meán of the development and delivery of any training programme.</li> </ul>	Lead: <b>BAI / Coimisiún na Meán</b> will lead in close collaboration with <b>TCAGSM and Sport Ireland</b>	Timeline: <b>Q2 2024</b>
<b>RECOMMENDATION 8-1: OBJECTS AND PRINCIPLES OF PSM</b>			
8-1	<ul style="list-style-type: none"> <li>• The Broadcasting Legislation will be reviewed and policy recommendations for change will be brought forward with a view to developing amending legislation.</li> </ul>	Lead: <b>TCAGSM</b> , in consultation with <b>Coimisiún na Meán</b> and <b>Office of Attorney General</b> (legislative support)	Timeline: <b>Q3 2024</b>
<b>RECOMMENDATION 8-2: INDEPENDENCE AND FUNDING OF PSM</b>			
8-2	<ul style="list-style-type: none"> <li>• Additional interim funding will be agreed in the context of the annual Estimates process</li> <li>• The Technical Group will make proposals for the reform of the TV licence fee</li> <li>• Subject to the final decision on the funding model, consideration will be given as to the longer term role of Coimisiún na Meán in assessing and determining funding needs of PSMs.</li> </ul>	This recommendation is linked to move to Exchequer funded model which has not been accepted. However, the proposed new oversight frameworks (see response to Recommendation 5.3) will enable an ongoing monitoring of PSM performance and financial outturns.	N/A
<b>RECOMMENDATION 8-3 RESOURCING EFFECTIVE REGULATION AND DEVELOPMENT</b>			
8-3	<ul style="list-style-type: none"> <li>• Review of Broadcasting Act will be undertaken</li> <li>• RTÉ and TG4 will be designated under the NTMA Act 2014</li> <li>• A review of the overall governance framework for PSMs (which includes DTCAGSM, BAI/Coimisiún na Meán and NewERA) will be undertaken and the most appropriate framework adopted.</li> <li>• Review Audience Council structures to better measure public opinion</li> </ul>	Leads: Review of Broadcasting Act ( <b>TCAGSM</b> ), <b>NTMA Designation (Dep. of Finance/DPER)</b> , Review of Governance Framework ( <b>TCAGSM/ Coimisiún na Meán</b> ), Research Unit and Review Audience Councils ( <b>BAI / Coimisiún na Meán</b> )	Timeline: Governance framework ( <b>Q3 2024</b> ); Designation under NTMA Act ( <b>Q3 2024</b> ); General Scheme of amending legislation ( <b>Q4 2024</b> )

<b>RECOMMENDATION 8-4: REGULATION OF THE INDEPENDENT SECTOR</b>			
8-4	<ul style="list-style-type: none"> <li>Coimisiún na Meán will review in line with their licencing obligations</li> </ul>	Lead: <b>Coimisiún na Meán</b>	Timeline: <b>Q1 2024</b>
<b>RECOMMENDATION 8-5: CHANGES TO REGULATORY PROVISIONS FOR PSC FUNDING</b>			
8-5	<ul style="list-style-type: none"> <li>Make necessary legislation changes to provide for the Media Fund on a statutory basis</li> <li>Coimisiún na Meán and TCAGSM to investigate the feasibility of allowing broader range of content to be funded, while having regard to EU state aid rules</li> </ul>	Lead(s): Legislative change ( <b>TCAGSM</b> ), Feasibility study ( <b>Coimisiún na Meán</b> )	Timeline: <b>BAI /CnM</b> to investigate feasibility of broader range of content – <b>over course of 2023.</b>
<b>RECOMMENDATION 8-6 PROMINENCE-RELATED DATA</b>			
8-6	<ul style="list-style-type: none"> <li>The Online Safety and Media Regulation Act will provide the legislative underpinning for strengthening prominence of public service content</li> <li>Coimisiún na Meán will develop rules to improve prominence for PSC</li> <li>CnM will examine whether data on the consumption of Irish-originated PSC on international SVOD platforms can and should be shared with Irish PSCPs</li> </ul>	Lead: <b>Coimisiún na Meán</b>	Timeline: <b>Q2 2024</b>
<b>RECOMMENDATION: 8-7 DEFAMATION</b>			
8-7	<ul style="list-style-type: none"> <li>The Defamation (Amendment) Bill is included in the Government’s Legislation Programme, and the Department of Justice is working toward publication of the General Scheme of the Bill in Q1 2023;</li> <li>The Department of Justice will remain in ongoing contact with the TCAGSM in relation to on-line defamation and with the Department of Enterprise and Employment in relation to the Digital Services Act.</li> </ul>	Lead: <b>Dep. of Justice</b>	Timeline: Following publication, the bill will be progressed through the Oireachtas in the normal manner
<b>RECOMMENDATION 8-8 DISINFORMATION</b>			
8-8	<ul style="list-style-type: none"> <li>Start of 2023, the Working Group will be established by D/TCAGSM and a work programme agreed under agreed terms of reference.</li> <li>By end-Q2 2023, the Working Group will have identified the parameters for the strategy and produced papers on the main issues to be addressed, in line with the terms of reference.</li> <li>During Q2 2023, the Working Group will publish a draft strategy, commenced a public consultation process which would culminate in a facilitated consultation forum at the beginning of Q3.</li> <li>The draft strategy would be finalised by end Q3 2023 and ready for publication in Q4 2023 subject to relevant approval processes.</li> <li>January 2024 onwards: Implementation of the National Counter Disinformation Strategy</li> </ul>	Leads: <b>TCAGSM</b> will consult with the Institute for Future <b>Media &amp; Journalism (FuJo), the European Digital Media Observatory (EDMO)</b> on the development of the Strategy.  <b>TCAGSM</b> will lead the development of the Strategy in consultation with the proposed Working Group.	Timeline: Publication of Strategy by <b>Q4 2023</b>
<b>RECOMMENDATION 8-9 PROVIDING A STATUTORY BASIS FOR THE MEDIA COMMISSION’S EXPANDED REMIT</b>			
8-9	<ul style="list-style-type: none"> <li>DTCAGSM and BAI to progress the establishment of Coimisiún na Meán on an administrative basis</li> <li>Implementation Group will consider any further legislative changes required (in the context of</li> </ul>	Lead: <b>TCAGSM / BAI</b>	Timeline: Coimisiún na Meán established on a legislative basis in <b>Q1 2023</b>

	Coimisiún na Meán's statutory functions) as part of the overall implementation process.		
<b>STAKEHOLDER CONSULTATION GROUP FORMATION &amp; ENGAGEMENT</b>			
Ch. 7	<ul style="list-style-type: none"> <li>• Invitations extended to stakeholders and formation of Consultation Group by February 2023 with first meeting to be held as soon as practicable</li> <li>• It is intended that the Consultation Group will meet 3-4 times per year upon which members will be updated on the implementation process</li> <li>• Consideration may be given to widening the Consultation Group as appropriate</li> </ul>	Lead: <b>TCAGSM</b> in collaboration with <b>BAI / CnM</b> and <b>Implementation Group</b>	Timeline: First Meeting of Stakeholder Consultative Group by <b>Q1 2023</b>