



**TG4 Statement of Performance
Commitments for 2016**

13th March 2016

Final

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Executive Summary

This document presents a summary of TG4's Annual Statement of Performance Commitments (ASPC) for 2016 in fulfillment of the requirements of the Broadcasting Act 2009. It sets-out TG4's target activities and deliverables for the 2016 year ahead. The ASPC is prepared in accordance with TG4's objects, Statement of Strategy and Public Service Statement.

TG4 continues to face significant challenges: there has been an increase in the number of international broadcasters as well as new Irish broadcasters with which TG4 must compete; online and mobile content platforms now hold a central place in all broadcasters' service portfolio and TG4 must operate a traditional linear broadcast service as well as on-demand, online and mobile services; audiences are more diverse than ever before with a broader range and variety of services required to meet their needs; and, competition rights for television programmes and major sporting events are increasing and TG4 faces diminishing purchasing power. In addition, TG4 holds the unique role of serving Irish language audiences, with this specific statutory role in the Irish broadcast market not required of any other broadcaster in Ireland.

In the face of these challenges, TG4 has also undergone reductions in its operating income - public funding has fallen significantly between 2009 and 2015 and along with a fall in commercial revenue, has resulted in a 20% reduction in funds available for operations in TG4. While TG4 has reduced costs in all areas of its operations, up to two years ago, it had not reduced the quality and range of award-winning content TG4 provides. However, for the first time in 2014 and 2015, lack of adequate financial resources required TG4 to reduce its hours of new Irish language programming and new Irish language programme commissions.

In 2016, TG4 will continue to face significant challenges in delivering on its strategic priorities. As such, TG4 appreciates the increase of €300,000 in current funding for 2016 (bringing current funding to €32.54m) and the special programme grant of €900,000 for Irish language 1916 commemorative programming as these amounts will greatly help TG4 in addressing these challenges. However, given the almost €6m reduction in TG4's current funding since 2009, there continues to be a gap between current funding levels and what is required for TG4 to deliver on its five-year strategy for 2013-2017. For 2016 for example, the gap is €6.2m between TG4's current and special programme grant funding levels of €33.44m and the funding requirement for the year which was set-down in TG4's strategy.

Nevertheless, due to the additional funding received for 2016, TG4 will be able to target an increase in its hours of new original Irish language content which is a positive development. Target new Irish language hours for 2016 are 1,710 compared to a target of 1,684 for 2015. Likewise, TG4 will be able to increase its expenditure on original Irish language programming which it commissions from the Irish language independent production sector in 2016. TG4 aims to commission a total of 724 hours from the sector which compares favourably to targets for 2015 and 2014.

This is a positive development for TG4 in the face of increasing competition for audiences and for advertising income. More original commissioned Irish language programming will help to ensure that TG4's schedule can better compete with new home produced English language content from RTÉ, TV3 and UTV Ireland. It will also aid in ensuring that TG4 continues to support the development of the Gaeltacht and regional areas by helping to sustain and grow jobs, drive innovation and growth.

It is also good news given that 2016 is a significant milestone year for TG4 as well as for Ireland. In 2016, TG4 will celebrate its 20th year of establishment as the national Irish language public service broadcaster. This coincides with the centenary of the 1916 Easter Rising and the Proclamation of

Independence. This important milestone will now be celebrated with new entertaining celebratory Irish language programming and content to commemorate both 1916 and TG4's 20th year of operation.

In addition, as part of TG4's commitments for 2016, it will focus on other key developments. For example, TG4 aims to deliver the first step in the creation of a *Learning Irish Resource* to support the development of Irish linguistic skills for children, young and adult learners. It also aims to extend TG4's High Definition and Player services to other platforms subject to satisfactory commercial arrangements.

In 2016, TG4's content commitments will incur an expenditure of €26.485m¹ of which €21.48m will be spent directly on Irish language content and services with the Irish language independent production sector here in Ireland. Irish language programming and content will represent almost 72%² of TG4's public funding³ in 2016 which is a significant investment.

For 2016, TG4's aim is to deliver 17 commitments in the five categories agreed with the BAI:

- (i) Audiences - Impact & Reach;
- (ii) Content - High Quality & Distinctive;
- (iii) Promotion & Development of the Irish Language & Culture;
- (iv) Transparency & Efficiency;
- (v) Trust & Good Governance.

The commitments are summarised over and are described in further detail (in addition to the metrics associated with each) in Section 3. The commitments are not presented in order of priority but rather, in the order of the five themes as agreed with the BAI.

¹ €24.685m plus €1.8m of TG4 production staff costs.

² €22.197m plus €1.8m of TG4 production staff costs = €23.997m.

³ €32.54m current funding plus €900k special programming grant = €33.44m.

(I) Audiences - Impact & Reach

1. Strengthen TG4's reach with all audiences through our broadcast, Player, web and mobile services.
2. Continue to focus on attracting greater levels of younger audiences to TG4 with high quality, entertaining Irish language content and services.
3. Maintain the level of sub-titling on TG4, to ensure accessibility for audiences with physical, sensory or intellectual disabilities.

(II) Content - High Quality & Distinctive

4. Continue to develop TG4's Irish language broadcast schedule to entertain and draw strong audience levels.
5. Deliver unique commemorative Irish language 1916 content to mark one of Ireland's most significant historical events, along with special programmes to celebrate 20 years of TG4 and comprehensive coverage of the General Election in 2016.
6. Further develop TG4's Player, online and mobile services to best meet changing audience needs.
7. Drive further innovation and creativity in TG4's content and services.
8. Continue the project to establish TG4's Digital Archive which will comprise the most extensive and significant bodies of digital Irish language audiovisual material ever created.

(III) Promotion & Development of the Irish Language & Culture

9. Extend TG4's High Definition and Player services to other platforms subject to satisfactory commercial arrangements.
10. Deliver the first step in the creation of a "Learning Irish Resource" to support the development of Irish linguistic skills for children, young and adult learners.
11. Continue to have a positive influence on the awareness and development of the Irish language and culture, reaching out to all those with an interest in these, both in Ireland and abroad.
12. Maintain our support for the implementation of the Government's 20 Year Strategy for the Irish Language (2010-2030).
13. Sustain TG4's investment in the Irish language independent production sector both North and South, making a strong contribution to jobs and earnings in the Irish economy..

(IV) Transparency & Efficiency

14. Continued efficiency and value-for-money, making the best use of our public funding.
15. Strive to maintain TG4's commercial revenues despite increased competition and less public funding.

(V) Trust & Good Governance

16. Maintain best-practice governance and reporting systems.
17. Deliver our public service and statutory requirements, complying with all relevant broadcasting codes and regulations and exceeding minimum standards wherever possible.