

TG4 Annual Report 2006

Introduction

TG4 celebrated its tenth on-air birthday in 2006, a year of significant achievement for the channel across the main areas of its activities. An increased output of high quality and original Irish language content was commissioned, acquired and broadcast and the channel's viewing figures remain solid across all audience segments.

The profile of TG4 has never been higher or more positive, as evidenced by increased website traffic, regular positive media coverage, particularly around the period the birthday, through national and international awards and prizes and a very healthy commercial revenue stream.

There was also some success for the ongoing efforts to increase the base level of Exchequer funding for the channel and TG4 projects also succeeded in attracting support from the main external production funds operating in the television sector in Ireland.

National audience share for 2006 was a very creditable 3% with a strong year-end performance. As has been the norm over the past number of years, TG4 had 6% share of national audience on Christmas Day 2006, double its usual daily audience. The channel also had a very high weekly share for Christmas holiday period, the most competitive week in the television market. The channel's reach for this period was over one million viewers per day, with a weekly share of 4.4%.

Programming

The format and content of the mixed programme schedule on TG4 continues to attract audience via the various delivery platforms in Ireland and on Webcast overseas. In 2006 the language ratio in the programme schedule was Irish language/Children's 61% and English language 39%.

Tenth Anniversary

As the major component in the celebration of its tenth birthday in late October-early November 2006, the channel devised a special programme schedule to reflect its previous output and look forward with confidence to its second decade.

A selection of the channel's top programmes 1996-2006, a major new Irish language tv drama, additional programmes for children and the first-ever International Rules Test Matches in Ladies Football, Ireland v Australia, were among the highlights. There was also a one-hour special edition of *Ros na Rún*, the channel's flagship drama series and a stalwart of the programme schedule since the start.

There was also a birthday edition of the traditional music programme *Geantraí*, another lynchpin in the channel since the outset with a commemorative musical CD and DVD from the series also being issued by Gael Linn.

The issuing by An Post of a special commemorative TG4 stamp to mark the 10th Birthday, while not strictly an award or prize, was a unique and very welcome high profile public acknowledgement of the special regard in which the service is held throughout Ireland.

Awards and Prizes

The channel's programmes, presenters, marketing and Website continued to win major prizes and accolades at prestigious national and international festivals during the year. In all, more than 30 prizes were garnered by TG4 productions and presenters during 2006.

Among the more noteworthy were prizes from the Celtic Film and Television Festival (*Cúilín Dualach* – Best Animation), Oireachtas na Gaeilge (*Caitlín Maude* - Best Television Programme and Personality Awards for the channel's presenters, journalists and actors), a Golden Spider Award 2006 (best Broadband Application for www.tg4.tv), and numerous international awards for the short drama *Mac an Athar*.

The channel received a number of ICAD's and Shark Awards together with nominations at the Promax awards in Vienna reflecting the high standards of our creativity.

External funding sources

Given the very limited resources available to it, TG4 faces an ongoing challenge in identifying and commissioning an ongoing stream of original and attractive Irish language programming. Accordingly, the channel strives to maximise additional funding from the two main agencies in Ireland active in this area of activity.

In 2006, a large number of TG4-supported Irish language projects were successful in obtaining funding of €9.2m from the Broadcasting Commission of Ireland's *Sound and Vision* schemes. These projects spanned most of the main programme genres with the new 13 part Irish teenage drama series *Aifric* among the most high-profile – a €3m studio-based production shot in the Connemara Gaeltacht during the Summer of 2006 and broadcast in late 2006 to critical and audience acclaim.

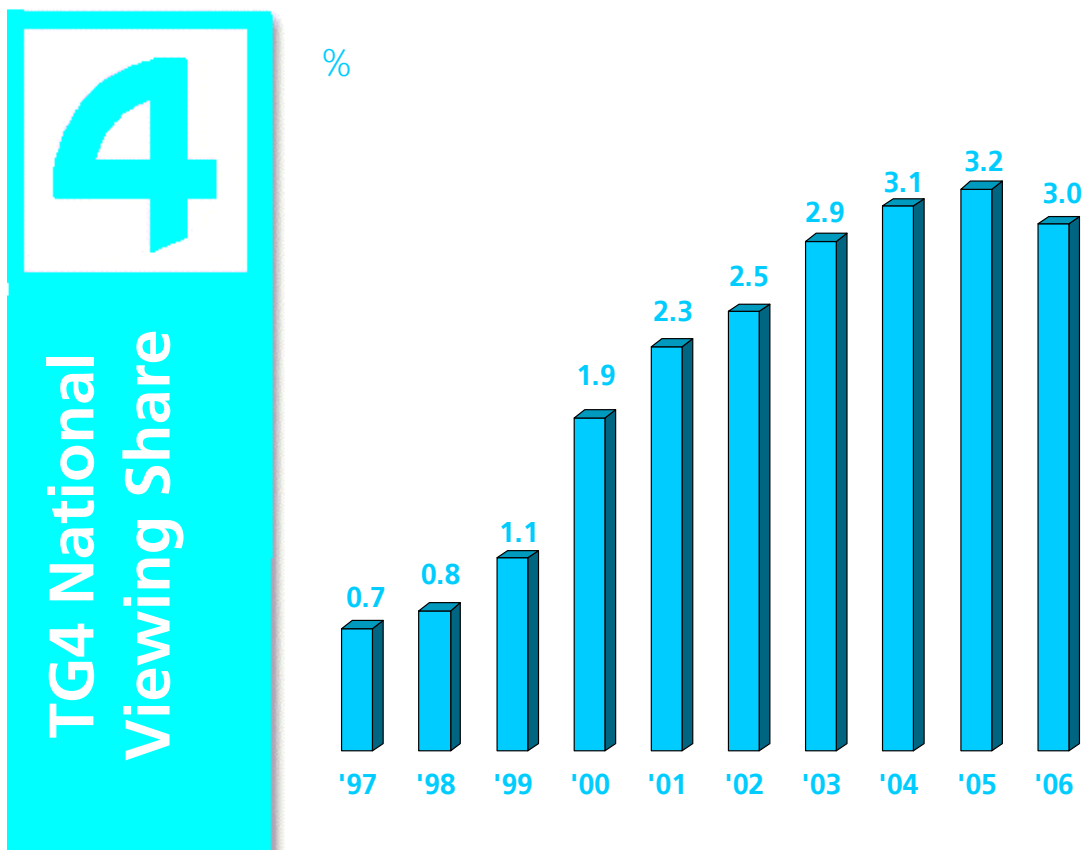
Other significant TG4 projects supported by *Sound and Vision* in 2006 included *An Fear Taca* and the eagerly-awaited television version of Máirtín Ó Cadhain's classic novel *Cré na Cille* to be broadcast in 2007.

The Northern Ireland Irish Language Broadcast Fund continued as a significant and strong supporter for TG4 projects during 2006. In all, TG4 supported projects received €5.6m support from the ILBF during 2006, most notably *Deis Roc*, *Adharca Fada*, *MPH* and *Ní Gaeilgeoir Mé*.

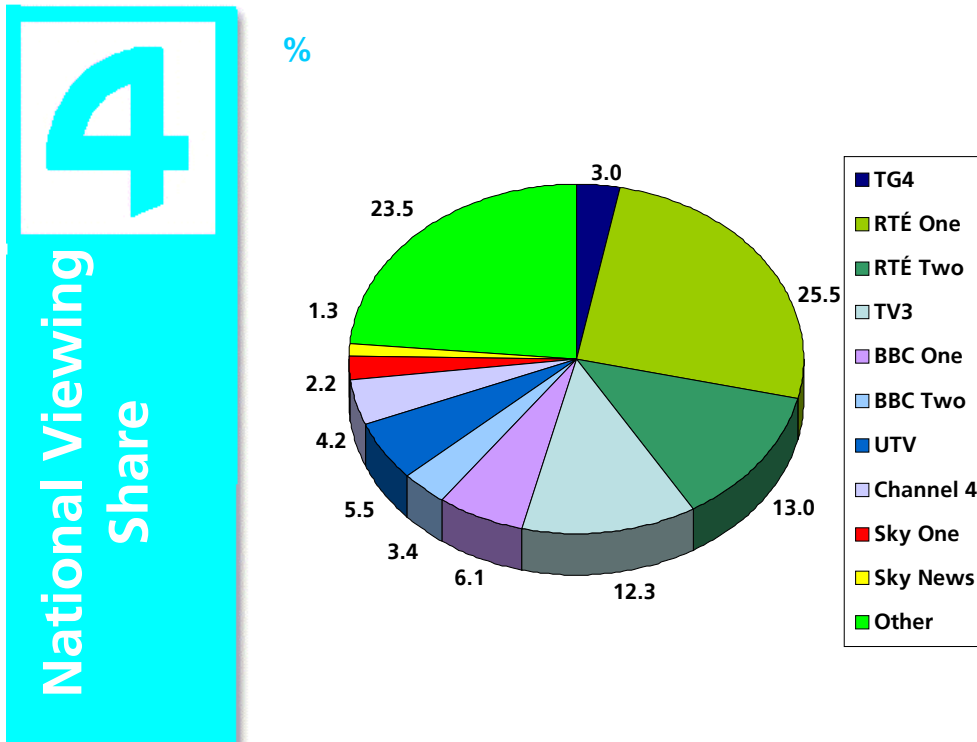
As many programme projects have a long lead-in time, many of those that have already received BCI or ILBF funding during 2006 will not air on TG4 until 2007

Television Viewing

TG4 was established on September 27th 1999, the station having been formed as Teilifís na Gaeilge in 1996. The time since then has for the most part seen a steady rise in viewing to the station. Annual national viewing share reached 3.2% in 2005, its highest figure to date, a huge increase on the share in the early days of TnaG. Although the final 2006 figure of 3% was slightly down on that 2005 figure it is nevertheless four and a half times the 1997 figure. This is a notable achievement when account is taken of the increase in multi-channel reception capability and competition in the last ten years. When TnaG went on air in late 1996 almost one third of all households could still only receive RTÉ and no-one in Ireland could receive more than 15 channels. Digital penetration in Ireland currently stands at 43%. Almost one million homes in Ireland now receive a minimum of 15 channels and over half of those receive a great deal more than that number.

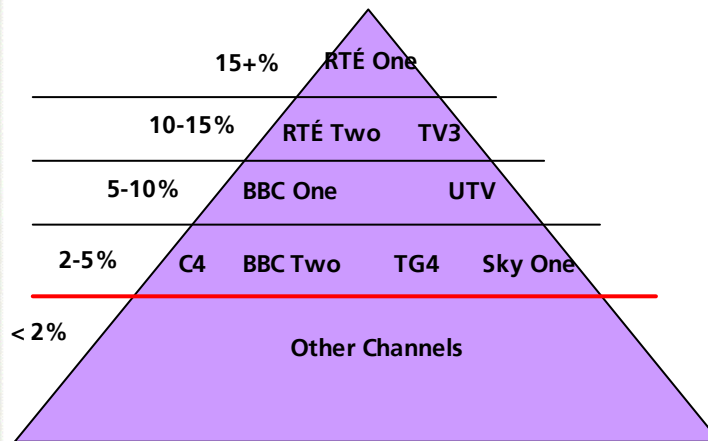


The following graph shows the share of overall viewing for the main channels in Ireland in 2006.



Viewing to indigenous Irish channels now stands at just over half of all viewing from Irish homes. Almost 30% of Irish viewing is spread between the various cable/satellite channels alone. This is how channels sit in terms of the television hierarchy in Ireland.

4 National Resonance



This graph shows the current channel groupings in the Irish television market. The recent trend is that with increased competition viewing to the major established Irish and UK terrestrial channels has been falling at the expense of the smaller digital channels. With 80% (and growing) of homes in Ireland currently able to receive multi channel, the external pressure on the Irish channels is immense

RTÉ may not be enjoying the domination of old but RTÉ One is still by far the strongest single channel in Ireland, with RTÉ Two and TV3 on the next level, closely competing for second place. The third level is made up of BBC One and UTV, both of which still gain a weekly share of over 5% in Ireland. The next level of the pyramid is made up of those channels who are not as big as those previously mentioned but are significant players in their own right. These channels consistently put distance between themselves and the very large number of smaller channels competing in the bottom section. TG4 is well placed in this fourth level along with BBC Two, Channel 4 and Sky One.

TG4's share of viewing in 1999 was 1.1%. This made it the 13th most watched channel in Ireland at that time behind not only the other Irish stations and the UK terrestrial channels but also behind Sky One, Sky News, Sky Sports 1, Nickelodeon and MTV. TG4 was in 8th place in 2006, ahead of Sky One, Sky News, Sky Sports 1, Nickelodeon and MTV. In fact there have been several occasions where TG4's weekly share was higher than that of BBC Two and Channel 4, the most recent week being at the time of TG4's 10th birthday in late October.

Live sport has always been a very important part of TG4's schedule, particularly live coverage of hurling and football. *GAA Beo* has made up a significant part of TG4's Top 20 programmes for the year going right back to 1999 and this year has been no different, *GAA Beo* accounting for 14 of the Top 20 programmes for the year. Live coverage of the Allianz Hurling League Final between Kilkenny and Limerick took first place with an average audience of 223,000 viewers, amounting to almost 30% of all people watching television in Ireland that afternoon, 10 times TG4's average share. In second place was live coverage of the AIB Club Football Final between Nemo Rangers of Cork and St. Gall's of Antrim, also gaining an audience of over 200,000 viewers on St. Patrick's Day. TG4 has made a new departure in the last couple of years by adding live coverage of *Eircom League Soccer*, *Wimbledon*, the *Tour de France*, *The World Road Race Cycling Championships* and the *Northern Ireland Snooker Trophy* to its existing live line up of *GAA* and horse racing, all of which have been very popular and successful in attracting new viewers to TG4.

The importance of top quality live sport to TG4 is very evident. However there is real strength in depth and the variety that is in TG4's schedule has continued to be very popular with viewers. Different programmes appeal to different audiences and a great variety of programmes made it into TG4's top listing for 2006. As previously indicated, sport was prominent by *GAA Beo* along with *Micheál O'Hehir*, the documentary about the legendary sports commentator which was TG4's most watched programme on Christmas Day.

Laochra Gael, the series looking back at the GAA stars of yesterday is also listed. There was drama in the shape of films (notably the Friday night *Westerns* and *Scannán na seachtaine* on Tuesdays), along with TG4's flagship soap *Ros na Rún* and the internationally acclaimed series *The O.C.*, *One Tree Hill*, *Cold Case*, *Without A Trace* and *Nip/Tuck*. The documentary series *Cogar*, *Na Déithe Caillte* and *Siar sna 80idí* were there along with lifestyle programming in the shape of *Paisean Faisean* and *Hector San Oz*.

Music, as ever, was a very important part of schedules on TG4 throughout the year. Traditional music has always been popular with TG4 viewers. *Geantraí* has been there right back to the early days of TnaG and was once again very successful last year along with *Steip* the national sean nós dancing competition and *Siar an Bóthar*. *Ceol na bhFánaithe* was a music documentary series that celebrates the culture and music of the traveling community and was TG4's most watched music series of the year. Country music was also popular with *Johnny Cash sa Phríosuín* attracting over 100,000 viewers on Christmas Day and the *Ceol Tíre* series doing well on a regular basis.

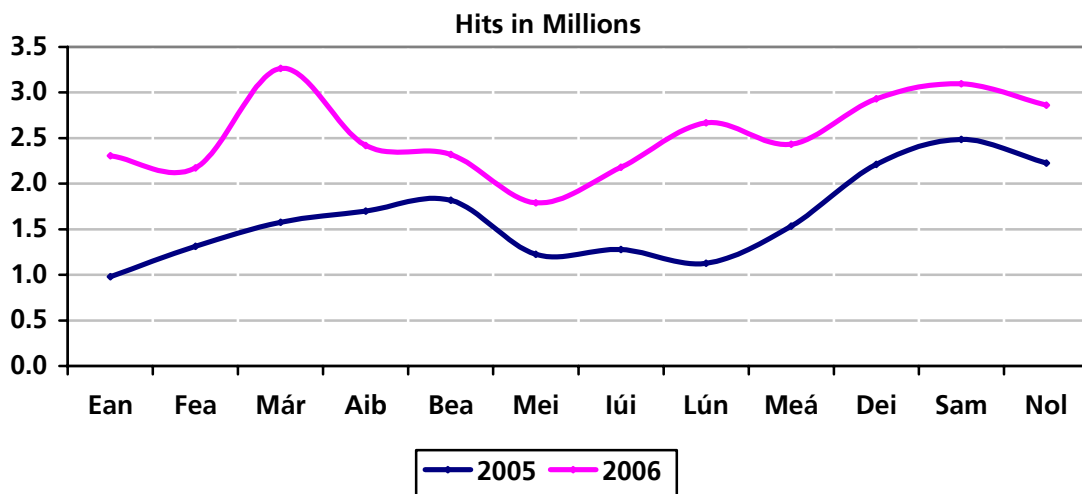
TG4 has continued to do particularly well in an area that is the most competitive of all, programming for kids and young adults. TG4 was the 6th most popular channel in Ireland in 2006 during the time that *Cúla4* was on the air and in Spring 2006 the pre-school element of *Cúla4* was second only to RTÉ Two with young children.

Cúla4 is TG4's service for kids. It first appeared on TnaG as *Cúlabúla* in 1997 and has been one of TG4's big success stories. *Cúla4* has consistently gained a higher share of viewing with its kids target than TG4 has across the whole schedule with all individuals. Many of the programmes that had been so popular within *Cúla4* in 2005; *Lizzie McGuire*, *Dora*, *SpongeBob SquarePants*, *Romeo*, *Scooby-Doo*, *Clifford*, and *Scéalta an Dragúin* were once again popular last year. 2006 also saw the first series of *Aifric* on *Cúla4*. *Aifric* is an original teen drama containing some of Ireland's best young actors and was *Cúla4*'s most popular programme in November and December.

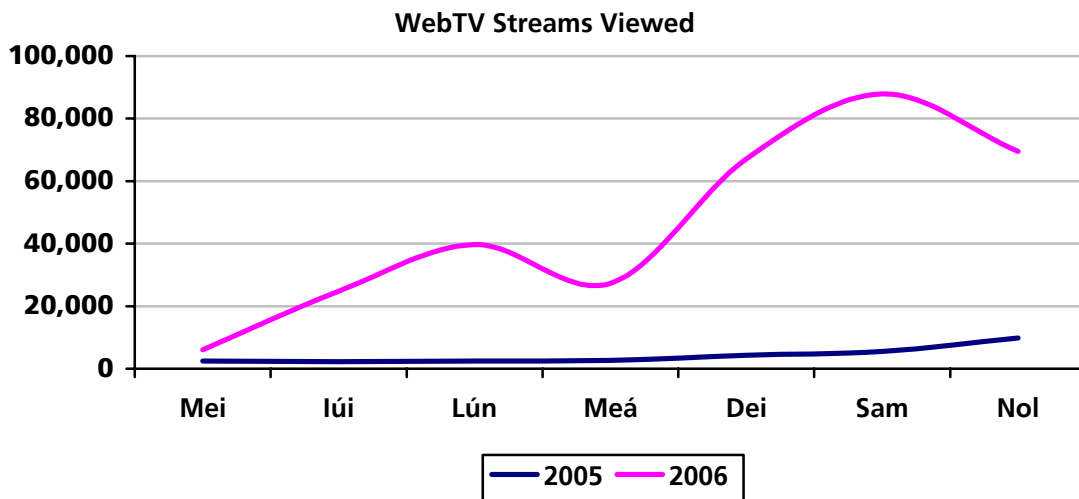
In late 2005 TG4 expanded its service for kids and young adults by introducing the *Síle* service directly after *Cúla4* on weekday afternoons, a block aimed at young adults and was instantly successful in gaining many viewers for TG4 in what is a particularly competitive audience and one that had not been an easy one for TG4 previously. Most popular shows within the *Síle* block in 2006 were *The O.C.*, *Pimp My Ride*, *One Tree Hill*, *What I Like About You*, *My Super Sweet 16*, *Instant Beauty Pageant*, *Réalt – Amharc* and *The Fabulous Life Of* ; in each of the 15-19, 20-24 and teen categories they regularly got share figures of over 10%, but on occasions have achieved share figures of 25% and more. Were TG4 able to achieve this with all individuals across the week it would be the top channel in Ireland. This puts into context how successful *Síle* has been for TG4 even though it has only just entered its second season.

Web Site

The TG4 website increased its popularity further in 2006. Annual traffic to www.tg4.ie has grown by over 63% in the last year to over 30 million hits. The website's success was recognised in 2006 when TG4 was presented with an Irish eGovernment Award.



The TG4 Live Broadband Television Service, launched in July has been an instant success. In its first month 24,000 streams were viewed. The monthly number of streams had already trebled by November 2006. This innovation is the first of its kind in Ireland and impressed to such a degree that www.tg4.tv captured the coveted Golden Spider Award for Best Broadband Application in 2006.



Financial Results

Income

The original 2006 current funding budget for TG4 was 28,415,552 based on funding plan for the year as follows:

- Grant-in-aid approval €24,632,000
- Net commercial income forecast €3,783,552

Grant-in aid was increased in the revised estimates by €4,000,000 to €28,632,000 giving a revised funding budget of €32,415,552.

This represents an increase in funding over 2005 levels of 19.28%

- Actual funding for the year amounted to €32,084,581.

Programme expenditure.

Direct expenditure on programmes (main and support schedules) was €23,662,270 in the year, an increase of €4m on 2005 and of €308k on 2006 budget.

Expenditure	Budget 2006	Actual 2006	Actual Outturn 2005	2005 Variances
Programmes				
Commissioned	15,817,667	15,469,833	13,492,191	347,834
Acquired/Dubbed/ Packaged	6,886,805	7,553,588	5,408,408	-666,783
Additional Programme costs	649,375	638,848	694,196	10,527
Total Programme costs	23,353,847	23,662,269	19,594,795	-308,422

Main schedule programming spend was €21.42m which equates to 75% of Exchequer funding and shows a 25% increase on 2005.

The following table outlines main schedule programme spend in 2006

Programme Type	€m
Commissioned programmes	
Adult schedule	14.61
Children's/Teens schedule	.86
Acquired/Dubbed	
Adult Schedule	.96
Children's/Teens schedule	4.13
Additional programme costs	
Subtitling	.22
Music rights, consultancy etc	.64
Total	21.42

Expenditure on support schedule

Genre	€m
Sport	.06
Entertainment	2.10
News/Current Affairs	.08
Total	2.24

Commissioned Programmes

The €15.47m spent on commissioning yielded 597 hours. The BCI Sound and Vision Scheme provided €9.25m to TG4 supported productions during 2006 and the ILBF production fund provided 5.6m to TG4 supported productions.

The following table shows expenditure and hours by genre for the last 2 years.

Commissioned programmes by Genre

Genre	2006		2005	
	€000	Hours	€000	Hours
Ros na Rún	3466	36	3,386	36
Documentaries	1,394	52	1,549	34
Cogar (half hour docs)	530	8	598	11
Sport	3,828	283	3,233	216
Drama	2,418	25	1,269	14
Music	1,378	63	931	80
Entertainment	1,391	60	1,454	37
Travel	267	4	153	5
Studio	438	66	487	64
Other	359		430	2
Total	15,469	597	13,490	499

Additional In-house productions

In addition TG4 acquired rights for (cost included above) and produced in-house 151 hours of Irish language sports programmes in 2006.

These programmes, listed below, contributed to the main summer schedule.

Event	Broadcast Hours
Wimbledon	90
Tour de France	54
Cycling World Championships	7
Total	151

Main schedule acquisitions	Hours dubbed
Adult Documentaries	76
Adult Entertainment	30
Teenagers Síle Block (ent./docs.)	36
Children	167

Airtime Revenue

Gross sales for 2006 (net of agency commissions) was €4,575,480

The target for 2006 was €4,500,000. The target was achieved and exceeded by €75,480.

This was an increase of 5% on 2005 when revenue was €4,347,166.

Sponsorship Revenue

€245,058 was generated from Sponsorship in 2006 with sponsorship for the Weather and Ros na Rún accounting for the bulk of this figure.

Operational

Staff and Staffing

The average full time equivalent number of staff charged to TG4 accounts in 2006 was 77 at a total cost, including pensions, of €4.49m.

There were two Social Partnership wage increases paid during the year which saw the completion of Sustaining Progress and the commencement of Towards 2016 agreements. These, along with the salary scale increment increase on 1st January brought about an average salary increase of 7% on 2005 rates.

	2006	2005
Number	77	78
Costs	€4.487m	€4.248m

Marketing

With an overall marketing budget of just over €1.4mi to include all activity from advertising to sponsorship to public relations, the majority of the budget was proportioned towards direct advertising. Following on from the 2005 strategy proposed and implemented by our advertising agency Publicis QMP, the aim was to entice new viewers and to move existing viewers up the spectrum from occasional to regular viewers.

As a result of meetings between the programming departments of TG4 and QMP, a plan was put forward outlining the programmes and strands to be promoted during the year. The plan included campaigns for Drama, Sport, Entertainment and children's programming.

The following is a brief synopsis of the advertising campaigns undertaken by TG4 during 2006.

Drama: A new and innovative strategy was put in place in this case whereby Irish and English language programmes were promoted side by side. Using three separate creative executions that included three of the Warner Brothers series and three of TG4's Irish language drama series, the campaign was a great success and achieved significant increase in audience numbers for all programmes. The media utilised included Television, Print, Outdoor, Online and Ambient and ran for a period of 6 weeks.

Sport: A wide ranging plan encompassing most of the sporting strands featured on TG4, the principal programme that featured was *GAA Beo* to include Ladies Football, whose main competition is also sponsored by TG4. The objective was to highlight the main dates in the GAA calendar relevant to TG4 and also to remind viewers of the return in autumn of the *GAA Beo* series. *Peil na mBan* was promoted during the week leading up to the All-Ireland Finals in Croke Park.

Other sport promoted to a lesser extent included Soccer, Tennis and the Tour de France. The emphasis in terms of media was placed on print targeting the sporting enthusiast by placing copy in the sport sections of the daily newspapers. Television was also used in the lead in to the *Peil na mBan* finals.

Hector san Oz: Having been almost two years since Hector last appeared on TG4 screens and in order to maximise his appeal to audiences, it was felt desirable to run a significant campaign to mark his return to TG4 in September. Using a mix of above and below the line activity, the campaign centred mainly on the fact that he was visiting Australia. Media used included Television and Print and the below the line activity involved visiting various third level campus with a mocked up Volkswagen van complete with a team of promotional staff dressed in Aussie style. They distributed postcards signed by Hector with details of the programme transmission times etc. We also launched the series with a street party in Dublin city centre attended by the Australian ambassador and various Australian characters. The series proved very popular with viewers throughout its duration from September to December.

TG4 10 mBliana: A unique campaign marking the 10th anniversary of TG4's opening, the advertising was introduced in the week leading up to the 31st of October. Print and Radio were the two main media utilised, with print copy reflecting 10 of the main programmes/brands associated with TG4 while radio was used for a celebratory advertisement run frequently on all national and local stations on the 31st of October TG4's Birthday. As with Hector, below the line activity was put in place also with key media clients receiving a bottle of TG4 wine and a box of chocolates while all national, regional and local newspapers and radio stations received a special *TG4 10 mBliana* Birthday cake.

Underdogs: In order to further capitalise on TG4's association with Ladies Football in addition to the general appeal of the *Underdogs* concept, a campaign was undertaken to highlight the beginning of the new series in October and the fact that it involved Ladies football. Television and Print were the two main media used. The creative was based on the idea of a young man desperate enough to dress as a woman so as to be included on the *Underdogs* panel. Online was also a feature of the campaign as was the use of promotional staff at the All Ireland Ladies Final in Croke Park. The campaign and series proved to be a great result with a substantial increase in viewers throughout its duration.

Sponsorship

TG4's sponsorship of Ladies Football continued to be the frontrunner within our sponsorship portfolio. The association which is in its seventh year continues to develop year on year. With an increase in coverage of the games leading up to and including the finals in Croke Park, the association as sponsor and broadcaster of the Sport is a unique relationship and adds considerably to the return achieved from such an alliance.

Other sponsorships undertaken during the year included the *Gradam Ceoil TG4* (Traditional Music Awards), Schools Film Competition and various sponsorships of Film, Music and Cultural events throughout the country all adding to TG4's presence and exposure in Ireland.

Branding

An important marketing vehicle for TG4, a number of branding initiatives were undertaken during the year. The issuing of a postal stamp to mark our anniversary in association with An Post, the release of a new set of television idents, together with a significant presence in Derry at Oireachtas na Gaeilge were the highlights of the branding year. A continuation of our branding at Croke Park reaffirmed the strong association we have with Gaelic games.

Capital

Total additions to fixed assets in the year amounted to €1.32m. Replacement of assets damaged or destroyed by lightning strike continued and a supplementary capital grant to the value of €390k was received from the Department of Communications, Marine and Natural Resources to allow us complete the project.

The balance of the insurance claim of €378k, most of which related to current costs, was received in May.

Capital grants received in the year amounted to €2.148m. In addition to the original vote allocation of €369k there were two supplementary grants, one of €390k as explained above and a second of €889k to support the cost of the presentation suite previously acquired.

The main capital projects for the year were;

16 x 9 conversion.

September 06 saw TG4 move from the conventional 4x3 screen aspect ratio for broadcasting to the more appealing 16 x 9 aspect ratio. This involved changes throughout the station from the way we commission programmes through acceptance viewing to actual broadcasting.

Landmark.

In March last Post TV went live with a new advertising sales system. This was a replacement for the existing software from Input Systems. The current system is now compatible with RTE, TV3 and Sky.

Channel Management System

During the Summer, TG4 replaced it own channel management system. This system is now provided by *MediaGenex* of Belgium and manages the scheduling, transmission reconciliation and library functions.

New Satellite Dish

In June of 06 TG4 installed a second 4.5metre steerable satellite dish. This is identical to existing dish from Scientific Atlanta and now enables TG4 to take material from different satellites at the same time.

Camera Chains

In August of 06 all of Studio 1's cameras and camera chains were replaced. The original JVC KY27 cameras were replaced with Grass Valley LDK 100s. These new camera are 16 x 9 switchable.

Glue Products

In November of 06 TG4 concluded the last phase of the lightning damage replacements. All of the original broadcast "Glue" equipment was replaced. All composite (analogue video) equipment was also replaced enabling much more accurate in house monitoring of pictures.

Accounts Server

A new accounts server and a new back-up accounts server were installed in November. The back-up server is in the Portacabin I.T. room and is part of TG4's disaster recovery plan. TG4 also upgraded its anti virus and anti spam server. The system is provided to TG4 from the Galway based company Copperfasten.

Sound Booth

A new sound booth and edit suite were constructed in the Editing portacabin this year. This new sound booth provided a commentary position for TG4's coverage of the Tour de France. TG4 also exclusively covered live snooker from Belfast.

Web TV

In 06 launch its WebTV site giving full access to the TG4 channel and also an enhanced archive facility. TG4 also launched the Web based shop providing access to station merchandising. The Station also launched to "microsite" to accompany the programmes *Aifric* and *Ní Gaeilgeoir Mé*.

Corporate

During 2006, TG4 continued to work closely with its host department and primary funder, the Department of Communications, Marine and Natural Resources, on a wide range of issues and topics. Regular meetings at all levels and a constant flow of information and data between the Department and TG4 informed the dialogue and informed the process which led to the Government decision in August 2006 that sets down 1 April 2007 as the establishment date of TG4 as an independent statutory entity.

Various implementation plans and preparatory measures were drafted and put in place during 2006 with the full cooperation of the Department and RTÉ. A Project Management Group, comprising representatives from the relevant Departments and broadcasters, has been overseeing the establishment process and met regularly during 2006.

TG4 continued to play a full part in the various sectoral bodies and representative groupings during 2006 – IBEC's Irish Audiovisual Federation (currently chaired by the TG4 representative), the Irish Film and Television Awards, the Celtic Film and Television Festival and the Broadcasters in Ireland Group. It also participated fully in all relevant conferences, symposia convened by regulators, educational bodies institutions and sectoral players, including a major day-long academic seminar specifically on TG4's first decade, held in November 2006, organised by the National University of Ireland, Galway and Dublin City University.

Two major Broadcasting Bills were published 2006, one in early Autumn and the other in mid December. TG4 participated fully in the wide-ranging discussion that followed publication and in the innovative e-consultation process initiated and undertaken for the Broadcasting Bill 2006 by the Joint Oireachtas Committee. Following publication of that Bill, TG4 drafted and submitted a substantial response on the Bill, on the major issues dealt with and on the various provisions it contained.

The Broadcasting (Amendment) Bill 2006 was published late in the year and contains a number of provisions that are of particular significance for TG4 in relation to forthcoming provisions to establish Digital Terrestrial Television networks in Ireland and participation in schemes to make Irish television content available to the Irish diaspora overseas.

Priorities 2007

2007 will present many challenges to TG4 and looks forward to April when the station will be established as an independent entity. The main goals and objectives for the coming year are;

- Planning, costing and developing strategies to ensure increased and augmented Irish language output and overall programme schedule
- Commission new high quality programmes
- Secure increased funding and work closely on joint ventures with Production Funds, particularly those of BCI and ILBF, other broadcasters and funding agencies
- Commit at least 70% of Exchequer funding to Irish language programmes.
- Agree and implement a television development scheme in partnership with Údarás na Gaeltachta and the production sector
- Revoice 200 hours of children's content into Irish.
- Prepare new channel idents
- Ongoing discussions with Department about the funding of the service and agree transmission fees for 2008
- Assisting the Department and other appropriate bodies as new broadcasting legislation is enacted.
- Agree and implement a Staff Training Programme

- Increase the channel's viewing share
- Implement the new independent status for the service from 1 April 2007, as identified and set down in the reports of the Project Management Group established by the Minister.
- Work closely with the new TG4 Board and Chair to be appointed by the Minister.
- Prioritise and achieve carriage for TG4 on all digital television platforms in Northern Ireland.
- Complete the new Channel Management IT System and develop the new Personnel and Finance Management IT Systems
- Manage the new Capital Programme
- Develop and install a modern and innovative electronic asset tagging and management system
- Build on the existing and ongoing huge increase of traffic on the TG4 Website and further develop the broadband-based Webcasting service.
- Implement further strategic developments in the marketing and publicity functions of the service
- Continue the close and effective relationships with key partners - the Department, RTÉ, the independent production sector, Irish language, cultural and sporting organizations throughout the island and the viewing public, at home and abroad.
- Convene regular staff meetings to ensure that all are kept up to date on key targets and objectives.