



# Statement of Performance Commitments 2024

*26<sup>th</sup> February 2024*

*Final Draft*

# Executive Summary

## Introduction to the 2024 ASPC

As Ireland's national Irish language Public Service Media (PSM) organisation, TG4 is required by the Broadcasting Act 2009 to prepare an Annual Statement of Performance Commitments (ASPC) in accordance with its objects, strategy and public service statement. This report presents TG4's ASPC for 2024. The appendices present TG4's operating and capital budgets for 2024 along with other key operating metrics including our Irish language broadcast hours.

## The Strategic Context for 2024

### TG4 in 2023

We begin 2024 in a strong position. Our audience share and engagement has gone from strength to strength, with continued growth over the past four years and 2023 marking the highest national audience share for TG4 since 2009. We are recognised by 8 in 10 adults in Ireland as being the most positive measure to promote the Irish language and 9 in 10 adults believe there is a clear need and role for TG4 in broadcasting in Ireland<sup>1</sup>.

In 2023, 3.67m people or 81% of the population<sup>2</sup>, tuned in to TG4 at some stage during the year. Our audience share increased to 2.1%, up from 1.96% in 2022 (over 7% increase in average all day viewing share). Primetime viewing also grew, reaching 2.24%, an increase of 4.2% on 2022. Both figures reflect four consecutive years of growth. TG4 continued to hold its place as the 7th most-watched television channel in Ireland.

We delivered solid growth in TG4 digital media viewing during 2023. TG4 Player video views increased almost 6% to 5.186m and 76.1m minutes were watched on the TG4 Player in 2023. Our social media video views, while they did not experience the exceptional traffic which was experienced in 2022 due to two videos which went viral in the previous year (which generated over 66m video views between the two), nevertheless experienced strong growth (20%) in terms of the "core traffic" to TG4 social content and platforms, achieving 77.7m social media video views in 2023. *Molscéal*, TG4's platform which provides Irish language community-based stories from

Gaeltacht regions, performed strongly, growing 19.2% to 3.1m video views in 2023 (on top of 10% growth in 2022). *Bloc* video views (TG4's social media channel for 18-34 year olds) increased from 3m in 2022 to 4.48m in 2023 - a 49% increase in use of the platform amongst younger audiences, a highly competitive and difficult demographic to target. There were also 1.205m international video views of TG4 content in 2023 - a growth of almost 29% on 2022.

TG4's cross-media reach with Irish language audiences is also strong. We reached 65% of all Irish language adult audiences weekly during the year, 70% of Gaeltacht-based Irish language adult audiences and 69% of daily Irish speakers, across all linear and digital platforms including TV, smart devices, mobile, online etc. Our reach with all Irish language audiences reflects a slight decline from 66% in 2023 but it should be highlighted that our Fios Físe Irish language measurement panel comprises a mix of people who speak Irish either on a daily basis or a weekly basis only and that with changes to the composition of the panel year-to-year, this reduction may not be unexpected. However, while TG4's role in promoting the Irish language and culture to a wider audience is clearly effective, we want to support all Irish language and Gaeltacht audiences even better and grow TG4's reach with this important audience cohort. We address this in our Strategy 2023 - 2027 which focuses on having independent editorial control of TG4 Nuacht and current affairs services. It also focuses on investing in: bolder and more exciting content for younger audiences; Irish language film & drama; and, Irish sport, arts and culture programming and content. These are fundamental areas for engaging and expanding TG4's reach with core Irish language and Gaeltacht audiences and more investment in these areas is a priority now, and in the coming years.

TG4 also launched two new services in 2023, *Cúla4* and *TG4+1*. *Cúla4*, the first ever dedicated Irish language children's channel was launched in September 2023. It is aimed at children up to 12 years of age and provides an entertaining daily point of contact with the Irish language. It airs for 14 hours daily, is available on Saorview, Virgin Media, Sky and eir and is supported online via the Player and *Cúla4* App. The free-to-air channel includes entertainment, drama and a children's news service (which runs Tuesday to Friday at 1.30pm so schools can tune in from their classrooms). *Cúla4* provides a valuable source of educational Irish language content and makes learning fun, with the educational zone running from 9am every day.

The establishment of a dedicated children's Irish language channel is of historic significance. The English language is omnipresent in media globally and, if Irish is to

<sup>1</sup> IPSOS Omnipoll, November 2023.

<sup>2</sup> Universe of TV households and individuals aged 4 years and older (4.514m).

continue as a community language, TG4's services for children must be prominent, dynamic and attractive. We thank the Government for its support in providing this new service which is off to very promising start, with strong engagement with children's audiences.

Cúla4 and TG4 content has proven to be a key Irish language resource for primary schools nationwide. Independent research, carried out by RedC<sup>3</sup> in 2023 shows that 52% of primary school teachers, equivalent to 12,270 mainstream primary school teachers across the country, with an estimated audience of 280,000 primary school students, regularly use the TG4 or Cúla4 Player in the classroom<sup>4</sup>. This reflects an increase of 18% in use by all primary school teachers since 2020 and is a significant increase in use of TG4 resources within primary schools. The research also shows that 92% of teachers in Irish-speaking primary schools regularly use the TG4 or Cúla4 Player in the classroom.

The TG4+1 channel (also launched in September 2023) broadcasts on the same 24-hour Saorview multiplex as *Cúla4*, at no additional cost (from 20.00 every day when *Cúla4* finishes for the night). TG4+1 carries a one hour, time-delayed rerun of the main TG4 channel's programming and complements our portfolio of services.

2023 was also the year in which TG4 went to the Oscars with Cine4 production, *An Cailín Ciúin*, making history as the first Irish-language feature film to be nominated in the Best International Feature Film category. *An Cailín Ciúin* is the most successful Irish-language film at the box-office recorded to date and all our Cine4 films have been critically acclaimed nationally and internationally, at film festivals and award ceremonies around the world.

### Helping to Sustain the Irish Language

It is heartening to see findings from Census 2022 showing an increase of 6% (since Census 2016) in the number of people who can speak Irish. Ireland's population has grown to 5.149m, with net migration contributing significantly to this growth and non-Irish citizens now accounting for 12% of our population. Almost 15% of Irish residents speak a language other than English or Irish at home. Despite this, the number of Irish speakers increased 6% between 2016 and 2022 to 1,873,997, representing 40.4% of the population, up from 39.8% in 2016<sup>5</sup>. Of these, 42% say they speak Irish either well or

very well. A particularly welcome finding is Irish language ability amongst young people. 63% of young people between the age of 15 and 19 who spoke Irish reported that they spoke it either well or very well.

The slight decline in daily Irish language speakers outside the education system is of concern however. Census 2022 results show a drop of 1.6% in the number of daily speakers in Ireland, compared to 2016. However, the decline is significantly less than the decline of 11% in 2016 and potentially indicates that it may now be stabilising.

The fall in the number of daily Irish language speakers in the Gaeltacht is also of concern and while there was an increase in the number of daily Irish speakers in ten of the 26 Language Planning Areas, just over 20,000 people living in Gaeltacht areas speak Irish daily, 325 fewer people than in 2016 (a decline of 2%). In contrast, there was a 2% increase in the number of people in Gaeltacht areas who speak Irish weekly, potentially reflecting a shift to a lesser frequency of speaking Irish for some.

It is clear that the Irish language is under pressure as a daily language, in some Gaeltacht areas. As Ireland's national Irish language Public Service Media (PSM) organisation, TG4 can work with Irish language bodies, state organisations and our Gaeltacht communities to address these challenges. We want the Irish language to be strengthened and the number of people who speak the language daily, to increase.

Language science shows us that language shift can be countered. All of the accredited sociolinguistic research confirms that transmission of Irish as a living language within the family domain and between generations is critically important. A supportive framework and opportunities in which Irish can be passed on in a natural way within households and communities are fundamental. Impactful Language Planning strategies must be deployed encompassing Language Corpus Planning, Language Acquisition Planning and Language Status Planning. TG4 has an important role in all three of these. Irish language media is a core element in the combat against language shift and the maintenance of linguistic diversity (along with language-based arts, Irish language education and Irish medium education, which are other critical areas).

<sup>3</sup> RedC Research, November 2023.

<sup>4</sup> RedC Research, November 2023. Numbers are based on Department of Education Statistical Bulletin 2022 - 23,596 primary school mainstream class teaching teachers in the ROI with an average class size of 22.8.

<sup>5</sup> Population aged 3 years and over. Summary Results Census 2022. CSO May 2023.

## ***Coimisiún na Meán Review of Irish Language Media Services.***

While TG4 can demonstrate many successes in bestowal of status on the Irish language and in helping to mainstream the concept of bilingualism with majority language speakers since TG4 was established almost three decades ago, we must do more. We must do more to help sustain daily use of the Irish language. We must do more to provide even better services for our core Irish language and Gaeltacht audiences. Other minority languages in other countries have made greater progress because their minority language strategies, including those for media, have been pursued with far greater vitality and far more investment.

TG4 welcomed the findings and recommendations of the Future of Media Commission. The intrinsic value of Public Service Content is recognised as “critical public infrastructure”, i.e., a merit good which delivers valued benefits to society and the democratic system. Public Service Media makes vital contributions to: informing, educating and entertaining the Irish public; reflecting identity and diversity across Irish society; promoting Irish culture, sport and language, among other benefits. Overall, PSM represents our culture, promotes our languages, shapes and supports our creative industries.

In this context, 2024 will be a critical year for TG4 and for Irish language media and we look forward to engaging with Coimisiún na Meán on the review of Irish language media services. We hope that this review will recognise that more investment in Irish language media and in increased scale in the Irish language media production sector, is necessary and that it will be both productive and beneficial for Irish society and our economy.

### ***Independent Editorial Control of Nuacht TG4***

An important aspect of serving Irish language and Gaeltacht audiences better is to provide trusted news and information, as the first and primary source of news for habitual Irish speakers. Independent research<sup>6</sup> shows that Irish language audiences want TG4 to provide more comprehensive news services with a distinct editorial perspective and to invest in more investigative journalism and in creating a news agenda.

TG4, as a Public Service Media brand, must have a distinctive, independent Nuacht service and deliver a range of news outputs to provide plurality, diversity, and new perspectives. Our strategy is to transform our news services to provide: a branded multi-platform news service; digital news on-demand and prominence on social media; a children’s news service; and, investigative current affairs. We aim to have full editorial, structural and funding independence over our news and current affairs under the *Nuacht TG4* brand and to develop and nurture Irish language journalism and collaborate with other media bodies and schemes to achieve this aim. Of vital importance is that we ensure public trust in these news services and heighten trust in TG4 as a Public Service Media organisation overall.

The Future of Media Commission recommended that TG4 should have independent editorial control over our news services to allow for greater plurality in news coverage and allow us to provide an enhanced service to audiences. This recommendation aligns fully with our vision for TG4’s news and current affairs services. A review of the financial and operational implications of this is to be completed by Coimisiún na Meán and we look forward to engaging with them in relation to Nuacht TG4, during 2024.

### ***Investing in Enterprise & Talent in Ireland’s Regional Creative Industries***

TG4 is at the heart of Ireland’s creative sector, in particular the Irish language screen production and related creative sectors in the regions. Our role in this regard is widely recognised by industry and other stakeholders and is acknowledged in the Future of Media Commission report.

Through our Publisher-Broadcaster model, TG4 is the largest investor in independent production in the regions and our audience success relies heavily on the Irish independent production sector’s original programming and content. Over the duration of our strategy, we will invest more funding in commissioning new content from the sector and in talent development schemes - our aim is to more than double our spend by 2027 (compared to 2022 spend of over €31m). We will create new work and protect and grow jobs. We will continue to be a significant platform for the generation of new Irish talent and of independent Irish intellectual property in the screen production

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<sup>6</sup> National University of Ireland Galway (NUIG), 2021.

sector in the regions. In 2024, we aim to spend €29.2m<sup>7</sup> with the Irish independent production sector, of which €27m<sup>8</sup> will be in the regions.

### **TG4 Strategy 2023-2027**

The next five years and beyond, will be challenging and disruptive for media. The global landscape is evolving rapidly and continuously, with digital technology, social media and connected devices transforming audience behaviour and content consumption. Audiences are fragmenting with the growth of the streaming industry, online video, gaming and social media. Social media is used by younger generations as a one-stop-shop for content, social connection, news and information, and competes head-on with broadcast and streaming content. An undesirable outcome has been the spread of misinformation and disinformation through social media and other platforms. This is a major risk to public confidence in news and information services.

Economically, the media sector also faces critical challenges. These include a shift in advertising revenues away from media businesses towards the technology and content providers dominating the digital advertising market. They also include some level of decline in consumer willingness to pay for content in an environment where it is available online either free or at a lower cost. There is also a growing shift away from broadcast television services towards streaming / VOD service providers. In Ireland, Public Service Media income has also been impacted by recent issues, with a fall in public willingness to pay the television licence fee. All of these challenges clearly highlight the critical need to find new ways to engage with, and deliver value for, audiences and also the vital role which trust plays in the future sustainability of Public Service Media.

The challenges facing media services in Ireland are increased for TG4, by virtue of being an Irish language content provider in a global, predominantly English language media market. Highly-resourced global streaming and media services in Ireland have resulted in a growth of highly-resourced English-language content. TG4 must address these challenges and continue to innovate to grow our services and connections with audiences, particularly the next generation.

TG4's Statement of Strategy for 2023 - 2027 presents our vision and strategy to address these and other challenges. While TG4 plays a critical role in promoting the Irish language and culture to a wider audience, our strategy is fundamentally about building a public sphere for the Irish-speaking community, creating national status for the

language and mainstreaming the language within the national sphere. We aim to invest in strengthening our services for our core Irish language and Gaeltacht audiences, and to help sustain daily use of the Irish language. Fundamental to successful delivery of TG4's new strategy is an increase in our funding.

### **TG4 Funding**

European Broadcasting Union (EBU) research<sup>9</sup> shows Ireland is one of three countries in larger western European markets in which Public Service Media is underfunded relative to their respective economies, with Ireland ranking in the bottom third of all EBU markets. The Future of Media Commission has recommended that the Government introduce a new public funding model from 2024, moving from TV licence fee and Exchequer funding to a system based entirely on Exchequer funding derived from general tax revenue. It also recommended that TG4 should receive targeted public investment to enable us to accomplish our public service objectives.

TG4 thanks the Government for strengthening our funding over the last four budgets. We still lag far behind other European minority language broadcasters in terms of funding and scale however. S4C in Wales is the closest equivalent to TG4 and its overall budget is twice that of TG4.

TG4's strategy is based around a significant uplift in our public funding. We want to see a more balanced Public Service Media ecosystem in Ireland. By 2027, the final year of our strategy, we are targeting €93.66m in public funding for TG4. This would only be equivalent to 48% of what RTÉ received in licence fee income alone, in 2021. It is small relative to what RTÉ receives every year. It will nonetheless help to address the funding balance in Ireland's Public Service Media ecosystem and reflect greater equity in the funding model for Public Service Media in Ireland. This funding level is also vital for developing the quality and status of TG4's brand to a European level benchmark, which has been proven to impact on language shift within minority language communities.

TG4's Statement of Strategy 2023-2027 provides the foundation for TG4's ASPC 2024. We sought a public funding increase of €10.6m for 2024 in our strategy and we received a public funding increase of €4.8m, just over 45% of what we needed to deliver our strategy for the year ahead. With insufficient funding to deliver all our plans as presented in our strategy, we have had to scale back some of our plans for the year.

<sup>7</sup> Excluding sports and music rights. €38.6m including sports and music rights.

<sup>8</sup> Excluding sports and music rights.

<sup>9</sup> Funding of Public Service Media (Media Intelligence Service, EBU, April 2023).

Our aim is however, to focus on priority actions for our core Irish language and Gaeltacht audience and ensure we deliver best value-for-money for our audiences in 2024 and beyond.

### **ESG - Environmental, Social & Governance**

Globally, climate change and other threats to our environmental sustainability are major societal and industry disruptors and the most urgent issues of our time. Added to these are geopolitical crises (such as the continued war in Ukraine, the Israel Palestine conflict, the forthcoming US elections, the legacy of the pandemic etc.) all of which have a deep impact on economies and societies throughout the world. They have resulted in energy and food shortages, disruption to supply chains, inflation, mass immigration and financial difficulties for economies, businesses and individuals alike. Further extreme climate events, social unrest, and supply chain shortages could have much wider and more severe impacts on global economies in the near future.

TG4 will continue to prioritise sustainability in our plans for 2024, as reflected in our ESG commitment. In 2023, we developed TG4's ESG Strategy which addresses sustainability, not just from an environmental, energy and "green production" perspective but also from a perspective of sustainability of: the Irish Language; Irish-Speaking & Gaeltacht Communities; Irish Culture & Arts; and, TG4 staff. Our ESG Strategy also addresses Diversity, Equity & Inclusion (DEI) and Governance & Trust. It is aligned with Coimisiún na Meán's Sustainability Roadmap for the Irish Broadcasting sector<sup>10</sup> and we have adopted the Climate Action Framework and are part of the Sustainable Energy Authority of Ireland (SEAI) reporting system. During 2023, TG4 continued to invest in sustainable operations and environmental sustainability initiatives including investments to make our energy usage more efficient and to reduce / eliminate waste. We continued to work with Irish independent production companies to support their completion of Carbon Action Plans and to achieve albert Certification. In 2024, we will continue to prioritise these actions.

Strong governance is fundamental to TG4 success and we will always ensure that TG4 has high quality stewardship and is a "trusted" organisation. Given the recent public debate in respect of governance in RTÉ, TG4's ASPC for 2024 includes a new Governance metric. We have developed a composite metric ("Governance Index") which measures good practice in relation to transparency, financial accountability, regulatory compliance and internal controls. This new metric is in addition to the

metric on TG4 trustworthiness which we introduced in our 2023 ASPC. We believe that both metrics will clearly reflect the high governance standards in TG4.

### **Revision of TG4's Commitments & Targets for 2024**

Our ASPC continues to evolve based on the Annual Review of Funding for Public Service Broadcasters. The latest review is of 2022, undertaken by Communications Chambers in 2023. TG4 acknowledges the requirement for our commitments and targets to remain as consistent as possible from year-to-year, to support comparison. We have taken on-board the feedback that there was some small overlap in our perception metrics (with an opportunity to refine them slightly) in addition to the need to include measurement of our new services Cúla4 and TG4+1 (refer to Appendix 1 for an overview of changes made to our ASPC targets). As before, TG4's targets for 2024 are based on 2023 performance and consideration of stretch targets in the context of industry/sector developments.

### **TG4 Priorities for 2024**

- ***Deliver high-quality, unique and entertaining Irish content in key genres to grow our cross-platform audience and in particular, our engagement with our core Irish language and Gaeltacht audience. We will:***
  - Grow national television audience share to 2.2% (almost 5% growth on 2023) and reinstate TG4 as the 6<sup>th</sup> most watched channel in Ireland.
  - Increase TG4's cross-media reach with core Irish language audiences from 65% to 70% average weekly reach and at least maintain cross-media average weekly reach with Gaeltacht audiences at 70% or above.
- ***Invest in our digital services to grow audience engagement, particularly with our Player and social media platforms. We will:***
  - Continue to invest in our Player and all digital services to grow engagement with audiences across all platforms.
  - Grow TG4 digital viewing and audience engagement on 2023 performance, across all platforms.
- ***Continue to provide engaging content for children and younger audiences to grow our reach and share with this important audience. We will:***

<sup>10</sup> [BAI-Sustainability-Roadmap-ENG-FINAL-WEB.pdf](#)

- Increase our investment in content and services for audiences in the 15-34 demographic across all platforms including social media.
- Further develop our content and services for online and social platforms. We will increase our investment in short-form content by 16.7%, spending €1,050,000 on non-linear content directly<sup>11</sup>.
- Invest €5.5m in children's content for our *Cúla4* children's services<sup>12</sup>.
- Focus on growth of *Cúla4* and continue to develop the channel offering and grow awareness of *Cúla4* with three distinct target audiences - children aged up to 12 years of age, parents and teachers.
- **Continue to build our educational resources portfolio. We will:**
  - Grow the number of primary school teachers and students using TG4/Cúla4 Player content - to 55% of all primary school teachers and >90% of teachers in Irish-speaking primary schools regularly using the TG4/Cúla4 Player in the classroom in 2024.
  - Create greater awareness of *TG4 Foghlaim* including continued work on TG4 outreach to schools and educational stakeholders.
  - Develop partnerships with language course providers to build courses and content for adult learners. E.g. National University of Ireland Maynooth.
- **Do more for Gaeltacht and Irish speaking communities. We will:**
  - Engage with Coimisiún na Meán and RTÉ to achieve a complete transfer of editorial control of *Nuacht TG4* from RTÉ to TG4.
  - Continue to develop and promote our children's Irish language services including the children's news service.
  - Expand our portfolio of curriculum-based Irish educational resources for use in primary and post-primary schools.
  - Progress TG4's partnerships to support the development of the Irish language and Irish-speaking and Gaeltacht communities.
  - Increase our investment in regional independent production (€27m in 2024, a 6.3% increase on target 2023 spend). More spend with the sector creates more employment which helps to keep young Irish speaking talent in Irish-speaking and Gaeltacht communities in the regions.
- Continue to support Irish language arts, culture and sport through our content, our Irish language feature film scheme, *Cine4*, and through our support for sport, music and cultural events including independent film festivals, cultural gatherings and exhibitions etc.
- **Increase our commissioning spend with Irish independent production companies and our investment in Ireland's regional creative economy. We will:**
  - Spend €37.85m on creative services in Ireland (€32.7m in the regions), growing our contribution to economic output<sup>13</sup>.
  - Invest €29.2m with the Irish independent production sector (including €27m with regional independent production companies<sup>14</sup>), a 7% increase on 2023 target spend with the sector (excluding sports and music rights).
  - Invest 69% of TG4's public current funding<sup>15</sup> in content from the independent production sector.
- **Invest in developing industry talent and in providing opportunities for Irish talent to reach audiences both at home and internationally. We will:**
  - Include a development component in our 2024 commissioning rounds to help build Irish language writing, directing and production skills in the independent production sector.
  - Deliver industry internships, running the fourth year of Scéim Oiliúna in partnership with Údarás na Gaeltachta (10-12 new entrants to complete one year placements with independent production companies).
  - Deliver nine TG4 internships for a one year placement in TG4 focusing on building marketing and technology skillsets.

In 2024, TG4's content commitments will incur expenditure of €45.7m<sup>16</sup> (7.3% increase on the 2023 target). This is 83% of TG4's public funding for the year<sup>17</sup>. Every year, TG4 ensures that the maximum amount possible is spent on Irish language content and in 2024, 80% of TG4's public funding<sup>18</sup> will be spent on Irish language content. TG4's priorities, commitments and targets for 2024 are summarised overleaf and described thereafter.

<sup>11</sup> Excludes staff production costs and costs included in broadcast programming which is delivered on non-linear platforms.

<sup>12</sup> Including €367,000 of children's production staff costs in 2024.

<sup>13</sup> Excluding spend on sports and music rights and spend outside Ireland.

<sup>14</sup> Includes €1.4m spend with creative companies in Northern Ireland but excludes spend with production companies in Dublin and Wicklow and spend on sports and music rights.

<sup>15</sup> Current funding plus €2.8m in capital funding for programming.

<sup>16</sup> Including €4.3m of production staff costs in 2024.

<sup>17</sup> Current funding plus €2.8m in capital funding for programming.

<sup>18</sup> Current funding €2.8m capital funding for programming. Spend includes €4.3m of production staff costs.

### 1. Audience Growth

Continue to grow TG4's cross-platform viewing and audience.



### 2. Younger Audiences

Invest in children's services and content for audiences in the 15-34 demographic, to strengthen younger audience engagement with TG4 and the Irish language.



### 3. Irish-language Communities & Gaeltacht

Serve Irish-speaking and Gaeltacht communities even better



### 4. Regional Creative Economy

Support growth in Ireland's regional creative economy by investing in content and talent development.



TG4 Priorities & Commitments for 2024

### 5. Internationalisation of TG4's Creative Cultural Footprint

Deepen TG4's global cultural and linguistic footprint.



### 7. Environment, Social & Governance

Deliver public value through TG4's societal impact and through our sustainability and diversity goals.



### 6. Funding & Scale

Ensure TG4 is adequately funded for growth and that we deliver value from our public funding.



Priorities		Metrics	2024 Target
	Audience Growth	National TV audience share.	2.2%
		Position in Top 10 most watched channels in Ireland.	6 <sup>th</sup>
		Cross-media reach with Irish language audiences (average weekly).	70%
		Number of cross-platform video views of TG4 content of which: <ul style="list-style-type: none"> <li>TG4 Player Video Views</li> <li>Social Media Video Views</li> </ul>	85.6m: 5.6m Player 80m Social Media (core traffic only <sup>19</sup> )
		Number of Linear & Player minutes watched: <ul style="list-style-type: none"> <li>Linear broadcast.</li> <li>TG4 Player</li> </ul>	4,662m: 4,580m 82m
		Social Media engagement rate.	5.3%
		Public perception that there is a clear need and role for TG4 in broadcasting in Ireland (% agree).	90%
		Public perception that TG4 provides high quality content and services (% agree).	83%
	Younger Audiences	TG4 cross-media reach with Irish language audiences (15-34 year olds).	48%
		Irish language children's audience reach and engagement: <ul style="list-style-type: none"> <li>Irish language children's audience average weekly reach - Cúla4 channel (Fios Físe data).</li> <li>Irish language children's audience average weekly reach - Cúla4 Player / App (Fios Físe).</li> <li>Cúla4 video views (Brightcove).</li> <li>Cúla4 YouTube video views.</li> <li>Cúla4 App downloads.</li> <li>Cúla4 website events.</li> </ul>	85% average weekly reach - Cúla4 channel 45% average weekly reach - Cúla4 Player / App 697k Cúla4 video views 272.6k Cúla4 YouTube video views 11.4k Cúla4 App downloads 1.7m Cúla4 website events
		Share of all primary school teachers regularly using TG4 Player / Cúla4 Player content.	55%
		Engagement with Bloc: <ul style="list-style-type: none"> <li>No. of video views &amp; % increase.</li> <li>Engagement rate.</li> </ul>	4.5m video views (c.43% increase on 2023 target). 5.3% engagement rate
		Engagement with TG4 Foghlaim: number of site events & % increase on 2023.	345,000 site events
	Irish Language Communities & Gaeltacht	TG4 is recognised as an important service for supporting and promoting the Irish language (% agree, all audiences, IPSOS MRBI).	90%
		TG4 is recognised as an important service for supporting and promoting Irish language culture and arts through Cine4 and its other programming and content (% agree, all audiences, IPSOS MRBI).	85%
		TG4 is recognised for serving Irish speaking and Gaeltacht communities well (Irish language audiences, Fios Físe data).	>90%
		TG4 is recognised as a service for keeping me well informed (Irish language audiences, Fios Físe data).	>80%
	Regional Creative Economy	Spend with creative companies in the regions.	€31.3m, 5% growth on 2023 target <sup>20</sup>
		Public funding invested in content from the independent production sector: % of Public Funding.	69%
		Investment in training & development initiatives.	€550,000 investment
		Screen sector perception that TG4 champions Irish and regional screen production talent and enterprise (sector survey - % of companies / stakeholders which agree).	90%

<sup>19</sup> Excludes "viral" social media content, i.e. any piece of content which achieves >5m video views.

<sup>20</sup> Excludes €1.4m spend with creative companies in Northern Ireland, spend with creative companies in Dublin and Wicklow, spend on sports and music rights and spend on creative services outside Ireland.

Priorities		Metrics	2024 Target
	<b>Internationalisation of TG4's Creative Cultural Footprint</b>	Investment in Cine4 and international co-productions / projects: <ul style="list-style-type: none"> <li>Value of Cine4 investment and % increase on prior year.</li> <li>Number of international co-productions / projects supported.</li> </ul>	€660,000 (35% increase on 2023 target) 3 co-productions
		TG4 international reach: <ul style="list-style-type: none"> <li>Number of VOD video views.</li> <li>% increase in VOD video views.</li> </ul>	10% growth on 2023 actuals - 1.32m international video views (VOD & Lives)
		As a custodian of Irish language broadcasting legacy, continue to develop TG4's Irish Language Digital Archive.	Deliver 2024 Digital Archive Activities
		Collaborate on Digital Language Equality Strategy & Actions for the Irish language.	Deliver aims
	<b>Funding &amp; Scale</b>	Commercial income.	€5.82m - 2.3% growth on 2023 target
		Meet annual budgets	No overspend on budgets
		Share of public funding invested in Irish language content.	80% <sup>21</sup>
		Share of public funding spent with the independent production sector.	69% <sup>22</sup>
Share of spend with the independent production sector which creates Irish independent production company intellectual property.	95%		
	<b>Environmental, Social &amp; Governance (ESG)</b>	Sustainability of the Irish Language and of Irish-Speaking and Gaeltacht Communities: TG4 is recognised as being essential to the ongoing sustainability of the Irish language, of Gaeltacht communities and of Gaeltacht ethos and identity. (% agree. IPSOS MRBI).	90%
		Environmental Sustainability & Sustainable Production: <ul style="list-style-type: none"> <li>Deliver TG4's 2024 energy efficiency and CO2 reduction targets.</li> <li>Deliver target sustainable production practices for 2024.</li> </ul>	Deliver 2024 targets
		Sustainability of our people: Employee Satisfaction (employee satisfaction survey- % satisfied).	80% - 85%
		DEI: TG4 is recognised for diversity and alternative viewpoints (% agree, IPSOS MRBI survey).	70%
		Governance & Trust: Public perception that TG4 is trustworthy (% agree, IPSOS MRBI survey).	70%
		TG4 Governance Index (% out of 100).	100%

<sup>21</sup> Current funding plus €2.8m capital funding for programming. Spend on Irish language content includes Screen Ireland development and commissioning funding.

<sup>22</sup> As above.