



Statement of Performance Commitments 2026

Presented to the Department of
Culture, Communications & Sport
and Coimisiún na Meán



Introduction & Context for 2026

Summary of TG4's Strategy 2023 - 2027

TG4's Vision: Through first-class funding scale and an enhanced focus on young people and on Irish independent creativity, TG4 will continue to engage audiences of all ages and lay the foundations for sustaining Irish-speaking communities and for successfully internationalising our industry in the regions. Through "TG4 Gach Ait / TG4 Everywhere" and a brand synonymous with strong, creative Irish media, we will ensure Irish language public service content remains important and prominent in a modern Ireland.

- 1 Children's Services:** Enrich our services for children, strengthening their engagement with TG4 and the Irish language.
- 2 Younger Audiences:** Provide bolder, more exciting content for 15 to 34 year olds and put younger audiences centre-stage on TG4's social and online platforms.
- 3 Educational Resources:** Build an ambitious portfolio of educational resources which open up a new era of learning Irish and learning through Irish, supporting growth of the Irish.
- 4 Nuacht & Current Affairs:** Reimagine news and current affairs under the TG4 brand, seeing TG4 emerge as a multi-platform provider of distinctive news coverage and investigative current affairs programming.
- 5 Irish Arts, Culture & Heritage and Sport:** Expand TG4 as a platform to champion Irish arts, culture & heritage and sport.
- 6 Irish Language Film & Drama:** Build the scale of Irish language film and TV drama production in Ireland's regions.
- 7 Invest in Production Sector :** Champion the success of Irish production sector talent and enterprise.
- 8 Sustainable & Inclusive TG4:** Build a sustainable and inclusive TG4.



ASPC Metrics & Targets for 2026

Audience Growth

Metric	2026 Target
National TV audience share (TAM Ireland).	2.4%
National TV audience reach (TAM Ireland).	3.7m
Cross-media reach with Irish language (all) / Gaeltacht audiences (average weekly) (Fios Físe).	65% / 70%
Cross-platform use of TG4 content (views and minutes) ¹ .	9.5m Views and 130m Minutes
Number of Linear minutes watched.	4,800m ²
Social Media (all platforms): Video Views and Impressions.	102.3m Views and 300m Impressions
Hours of platform neutral content (new hours).	50+ Hours
TG4 international reach: number of international VoD video views.	1.91m

Younger Audiences

Metric	2026 Target
TG4 cross-media reach with Irish language audiences (15-34 year olds) (Fios Físe).	48%
TG4 linear broadcast reach with younger audiences (15-34 year olds) (TAM Ireland).	721k
Irish language children's audience reach and engagement: - Irish language children's audience average weekly reach with Cúla4 (Fios Físe). - Cúla4 video views.	75% Reach 1.48m Video Views
Educational Resources Impact: - Post-primary or primary school teachers use of TG4 content including Foghlaim TG4³. - Engagement with Foghlaim TG4: number of site events.	55% (Primary) 667,800 Site Events
Engagement with Bloc: Number of impressions.	6.64m

1. Includes TG4 Player, long-form YouTube and Third-Party Players.

2. 2025 Target and 2025 Actual include Number of Linear and Player minutes watched. The target for 2026 is Linear Minutes only as the Player Minutes are included in "Cross-platform use of TG4 Content". All numbers exclude TG4+1 and Cúla4.

3. Independent RedC survey (2023) was based on online survey of primary school teachers in ROI and NI with sample drawn from the Dept. of Education database and TG4. The data was weighted on region, gender and Irish / English teaching to be - representative of primary school teachers in Ireland. Independent Opinions survey (2025) of post-primary schools - survey weighting was applied by gender and region. Opinions was unable to isolate specifically by those who are Irish teachers with available - Department of Education statistics in either the ROI or Northern Ireland (NI). As natural fallout in ROI was broadly in line with Department of Education statistics for post-primary schools generally, no weighting was applied. In addition, no weighting was applied in NI as there was no known universe.

Irish Language & Gaeltacht

Metric	2026 Target
Work with stakeholders to progress development of a metric to report on the impact of our support for the Irish language.	To be progressed
TG4 is recognised as an important service for supporting and promoting the Irish language, culture and the arts through film and programming and its brand (% agree, all audiences, IPSOS B&A).	90%
TG4 is recognised for serving Irish speaking and Gaeltacht communities well and for keeping audiences well informed (Irish language audiences, Fios Físe).	87%

Regional Creative & Gaeltacht Economies

Metric	2026 Target
Spend with creative companies in the regions.	As agreed in TG4 budget
Share of TG4 spend with companies in the Gaeltacht.	As agreed in TG4 budget
Screen sector perception that TG4 champions Irish and regional screen production talent and enterprise (sector survey - % of companies / stakeholders which agree).	90%

Innovation

Metric	2026 Target
TG4 Innovation Unit and Strategy in place.	Innovation Unit in place Q2 2026 (following internal restructuring). Strategy in place Q4 2026.
Number of project funding applications.	2

Funding & Public Value

Metric	2026 Target
Commercial income.	€6.08m
Meet annual budgets.	No overspend on budgets
Share of public funding invested in Irish language content.	As agreed in TG4 budget
Share of public funding spent with the independent production sector (including Training & Development).	As agreed in TG4 budget
Share of spend with the independent production sector which creates Irish independent production company intellectual property (IP).	As agreed in TG4 budget
Public perception that there is a clear need and role for TG4 in media in Ireland (% agree, IPSOS).	90%
Public perception that TG4 provides high quality content and services (% agree, IPSOS).	85%

Environment, Social & Governance (ESG)

Metric	2026 Target
TG4 is recognised as being essential to the ongoing sustainability of the Irish language, Gaeltacht communities and Gaeltacht ethos and identity (% agree. IPSOS B&A).	90%
Environmental Sustainability & Sustainable Production: - Energy efficiency and CO2 reduction targets. - Target sustainable production practices.	Deliver 2026 targets
Sustainability of our people: Employee Satisfaction (employee satisfaction survey – % satisfied).	85%
TG4 is recognised for diversity and alternative viewpoints (% agree, IPSOS B&A survey).	70%
Update of TG4's GESG Strategy & DEI Plan to ensure alignment with Coimisiún na Meán's GEDI Strategy.	Achieved by Q3 2026
Public perception that TG4 is trustworthy (% agree, IPSOS B&A survey).	73%
TG4 Governance Index (% out of 100).	100%