



ÚDARÁS  
CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

**Broadcasting Authority of Ireland**

BAI Licensing Plan 2012-2013

## **BAI Licensing Plan 2012-2013**

The Broadcasting Authority of Ireland (BAI), as the body responsible for the regulation of broadcasting in Ireland, is required under the Broadcasting Act 2009 to prepare a strategy for the provision of broadcasting services in Ireland. Its current strategy – *BAI Broadcasting Services Strategy (March 2012)* – outlines the BAI's approach to the licensing of broadcasting services in the State (in addition to those provided by RTÉ and TG4) and outlines the BAI's vision for the optimum mix of services.

Pursuant to its statutory obligation to produce plans regarding the number, nature and scope of broadcasting contracts that it proposes to enter into (on the recommendation of the Contract Awards Committee), the BAI presents its licensing plan for the period 2012-2013. The BAI's Broadcasting Services Strategy and this Licensing Plan have been developed following public consultation undertaken in the spring of 2012.

This licensing plan comprises twenty-four (24) sound broadcasting services to be operated under 22 sound broadcasting contracts throughout the State. For ease of reference, the services are grouped into four geographical areas, as outlined below.

### **Munster**

1. Waterford City and County: *Broad-format, local radio service*
2. County Clare: *Broad-format, local service*
3. County Tipperary: *Broad-format, local radio service*
4. South East Region: – Waterford City and County, South Tipperary, Counties Wexford, Carlow, Kilkenny: *Regional, Music-driven service; Target Audience: 15-34 year olds*
5. Cork City and County: *Music-driven service; Target Audience: 15-34 year olds*
6. Cork City and County: Two services to be operated under a single contract, as follows:
  - (1) *Broad-format, local radio service*
  - (2) *Music-driven service; Target Audience: 25+*
7. County Kerry: *Broad-format, local radio service*

### **Connaught Ulster**

8. County Mayo: *Broad-format, local radio service*
9. Galway City and County: *Broad-format, local radio service*
10. Counties Cavan, Monaghan, Longford and Roscommon and South Leitrim: Two services to be operated under a single contract, as follows:
  - (1) Counties Cavan and Monaghan: *Broad-format, local radio service*
  - (2) Counties Longford and Roscommon and South Leitrim: *Broad-format local radio service*
11. North Donegal: *Broad-format, local radio service*
12. County Sligo, North Leitrim, South Donegal: *Broad-format, local radio service*

### **Leinster Excluding Dublin City and County**

13. Counties Laois, Offaly and Westmeath: *Broad-format, local radio service*
14. Counties Carlow and Kilkenny: *Broad-format, local radio service*
15. Counties Louth and Meath: *Broad-format, local radio service*
16. County Wexford: *Broad-format, local radio service*
17. County Wicklow: *Broad-format, local radio service*
18. County Kildare: *Broad-format, local radio service*

### Dublin City and County

19. Dublin City and County: *Music-driven service (1): Target Audience 15-34 year olds*
20. Dublin City and County: *Music driven service (2): Target Audience 25-44 year olds*
21. Dublin City and County: *Music-driven service (3) with a focus on new music: Target Audience: 15-34 years olds*
22. Dublin City and County: *Niche music-driven service that adds to diversity in the franchise area*

