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CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

**Broadcasting Authority of Ireland**

BAI Licensing Plan 2016

August 2016

## BAI Licensing Plan 2016

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 *Broadcasting Services Strategy*, published 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 remainder of 2016.

This plan comprises of the undertaking of thirteen licensing processes for sound broadcasting services which are a mix of community / community of interest and commercial sound broadcasting contracts. The services are detailed in the table hereunder.

Service Type	Franchise Area	Target Audience
<b>Commercial (Broad-format)</b>	National	Adult audience with core 20 – 44 age bracket
<b>Commercial (Local Broad-format)</b>	Limerick City & County	All adults
<b>Commercial (Music-driven Youth)</b>	Regional South West <sup>1</sup>	18 – 34 year olds
<b>Community</b>	Tramore & its Environs	Local community
<b>Community</b>	North East Dublin Area	Local community
<b>Community</b>	Castlebar & its Environs	Local community
<b>Community</b>	Connemara & its Environs	Local community
<b>Community</b>	South Dublin Area	Local community
<b>Community</b>	Dublin 15 Area	Local community
<b>Community of Interest</b>	Dublin City	Irish Language community
<b>Community of Interest</b>	Galway City	Students
<b>Community of Interest</b>	Limerick City	Students
<b>Community of Interest</b>	Cork City	Students

<sup>1</sup> Counties Kerry, Limerick, Clare and North West Tipperary and South West Laois.