

2016 THE YEAR IN REVIEW

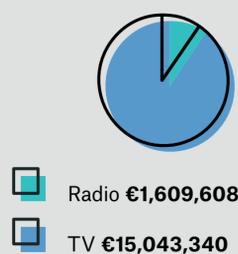
1 S&V FUNDING

Sound & Vision 3 is a funding scheme supporting high quality television and radio programmes on the themes of Irish culture, heritage and experience and improving media literacy. The scheme is funded through 7% of the television licence fee. Here's how the funding was allocated in 2016.

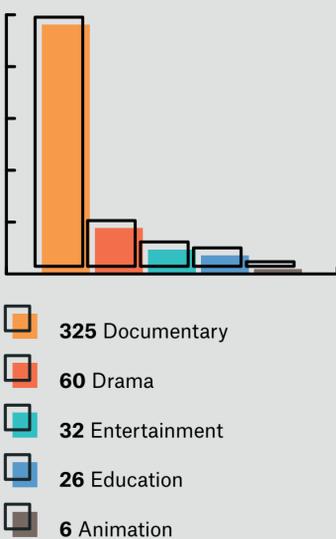
FUNDING REQUESTED IN 2016



ALLOCATION OF FUNDS



FORMAT ALLOCATION



2 LICENSING

Licensing has been a key area of activity for the BAI over the past year. The Authority's current licensing plans provide for the licensing of 19 community, community of interest, special interest and commercial radio services. By the end of the year, four contracts had been signed, the licensing process for a further six was nearing completion, with the processes for a remaining seven services underway. The BAI also awards temporary radio contracts to groups/individuals to operate services for a short period of time. In 2016, the BAI licensed 15 such services.

TEMPORARY LICENSES AWARDED IN 2016



1 Mental Health



1 Specialist Music



1 Religious Project



1 Temporary Community



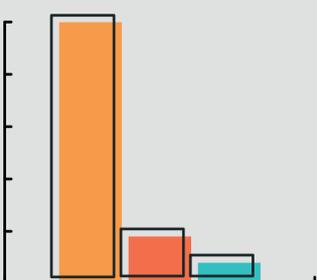
1 Art Project

3 BROADCAST COMPLAINTS

In 2016, the BAI received 133 complaints relating to programming and advertisements broadcast on Irish radio and television. The BAI generally receives complaints in instances where complainants are not satisfied with the response received from a broadcaster to a complaint, or where the broadcaster has not dealt with the complaint.

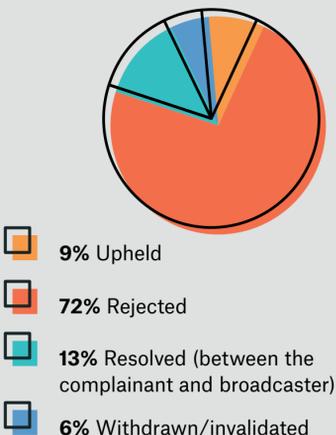
The vast majority of complaints related to issues regarding fairness, impartiality and objectivity in news and current affairs coverage. Other complaints related to standards in programming and standards in advertising/sponsorship.

CODES UNDER WHICH COMPLAINTS WERE SUBMITTED



DECISIONS OF BAI IN RESPECT OF PROCESSED BROADCASTING COMPLAINTS

The figures indicate a high level of compliance by the sector in relation to broadcasting codes and rules.



4 SPONSORSHIP & SECTORAL DEVELOPMENT

The BAI also supports the broadcasting and wider media sector through its Sectoral Learning and Development Programme and its Sponsorship Scheme.

In 2016, the BAI allocated €406,000 to 17 training and development initiatives. These included network funding for representative organisations such as CRAOL (the representative body for community radio), Learning Waves (the training organisation for commercial radio broadcasters), Screen Producers Ireland, Women On Air and the NUJ. Other Sectoral

Learning and Development initiatives for 2016 included the Media Research Funding Scheme and the Community Broadcasting Support Scheme.

€130,000 was also allocated to 22 events and activities under the BAI's Sponsorship Scheme in 2016. Sponsorship funding was awarded to a wide variety of programmes including the PPI Radio Awards, Seachtain na Gaeilge, Age & Opportunity, Gaze Film Festival, the Mary Raftery Journalism Fund and the Galway Film Fleadh.

5 SOCIAL MEDIA

Over the last 12 months, videos uploaded to the BAI's Vimeo account have received 1,015 plays, an increase of 88 per cent over the previous 12 months.

Our most popular Facebook post was for our Culture Night celebration in September where the BAI hosted a successful evening celebrating 100 years of radio in Ireland.

Our most popular tweet of the year concerned the PPI Radio Hall of Fame inductees.



284 TWEETS

4,004 FOLLOWERS (+394)



200 FACEBOOK POSTS

1,391 LIKES (+387)

6 TOWARDS 2017

The development of a new Strategy Statement for 2017-2019 was one of the key activities for the BAI this year. The development process involved a lot of engagement with BAI stakeholders and included a formal consultation on the draft Strategy Statement, and the holding of a Deliberative Forum with a representative sample of the public to gather their views on the proposals.

KEY OBJECTIVES 2017-2019

A – The Promotion of Diversity and Plurality

B – Empowering Audiences

C – Enhancing Innovation and Sectoral Sustainability

D – Achieving Excellence and Accountability

E – Communicating and Influencing

The BAI will be publishing its new Strategy Statement 2017-2019 early in the New Year.