



### BAI VISION



An Irish media landscape that reflects and shapes who we are.

### BAI MISSION



The Mission is divided into three distinct elements:

- ▶ To regulate, foster and support broadcasting in the public interest.
- ▶ To promote a plurality of voices, viewpoints, outlets and sources in Irish media.
- ▶ To foster diverse and culturally relevant quality content for Irish audiences.

### BAI VALUES



These are the core values that underpin the BAI's operation and are the bedrock of its organisational culture. We are:

**Fair** – in our processes, procedures, and decisions.

**Independent** – operating as an impartial regulator.

**Expert** – by informing ourselves through engagement, research and a commitment to professional learning.

**Accountable** – in our decisions, our governance, and our resources.

### CHAIRPERSON'S STATEMENT

Strategy, the seventeenth century Japanese samurai Miyamoto Musashi once said, involves seeing distant things as if they are close and taking a distanced view of close things. In an uncertain media landscape where the only constant is continuous change, such a multiple perspective may be a tall order but, if we are to respond effectively to the challenges looming on the horizon, nothing less will do.

The BAI has an important strategic as well as a regulatory function. Hence the launch of this strategic statement, our third since the establishment of the BAI in 2009 and the first by the new Authority appointed in 2014/2015. It has been informed by a comprehensive review of the effectiveness of the previous strategy, an extensive consultation with stakeholders and an in-depth assessment of the current context.

That context includes changing patterns of media consumption,

technological change, increased competition, particularly from abroad, and diminishing advertising revenue. We believe that such challenges offer opportunities which, if grasped, will ensure that the Irish audio-visual sector prospers over the coming years. To this end, we have produced a concise strategy statement which clearly identifies where the BAI will focus its efforts over the next three years.

Our starting point is the conviction that plurality and diversity are the sine qua non of a healthy democracy. The BAI's vision is for an Irish media landscape that reflects and shapes who we are. The phrase 'who we are' is intended to affirm our distinctive linguistic and cultural heritage while embracing all the diverse and multiple strands which go to make up Irish identity or identities in a global world.

The BAI's objectives for 2017-19 are organised under five strategic themes: Promoting Diversity and Plurality; Achieving Excellence and Accountability; Communicating and Influencing; Empowering Audiences; and Enhancing Innovation and

Sectoral Sustainability. The inclusion of the latter theme reflects our acknowledgement of the pressing challenges in this area. The statement identifies the outcomes expected by 2019 in relation to each objective. The outcomes include an increase in the production and availability of Irish content, particularly in the Irish language and the development of sustainable funding models for the audio-visual sector. These objectives are ambitious but we believe they are achievable with the input and support of all our stakeholders.

The BAI is committed to ensuring that Irish audiences have access to a range of quality content and views which are linguistically and culturally relevant. Achieving our vision will require a co-ordinated and co-operative effort in which the BAI is committed to playing its part.

*Paula Sweet*

