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CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND

Broadcasting Authority of Ireland

BAI Licensing Plan 2017

April 2017

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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 2017.

This plan comprises of the undertaking of licensing processes for three community sound broadcasting services and one community of interest sound broadcasting service. The services are detailed in the table hereunder.

Service Type	Franchise Area	Target Audience
Community	South West Clare - Loop Head peninsula west of Kilrush and Doonbeg	Local Community
Community	South West Tipperary - Tipperary & Cashel towns and environs	Local Community
Community of Interest	Cork City	Christian Community
Community	Youghal and its Environs	Local Community