



ÚDARÁS  
CRAOLACHÁIN  
NA HÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

# 2017 THE YEAR IN REVIEW

## AN IRISH MEDIA LANDSCAPE THAT REFLECTS AND SHAPES WHO WE ARE

The new 2017-2019 BAI Strategy Statement was published in February 2017. In the Strategy document, the BAI captures the focus of its work within five overarching strategic themes and twelve associated high-level objectives which are directed towards the achievement of the BAI's strategic vision.

Some of the key activities undertaken by the BAI in delivering on these strategic objectives are outlined below:

### 1. Promoting Diversity and Plurality

#### SOUND AND VISION FUNDING 2017

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

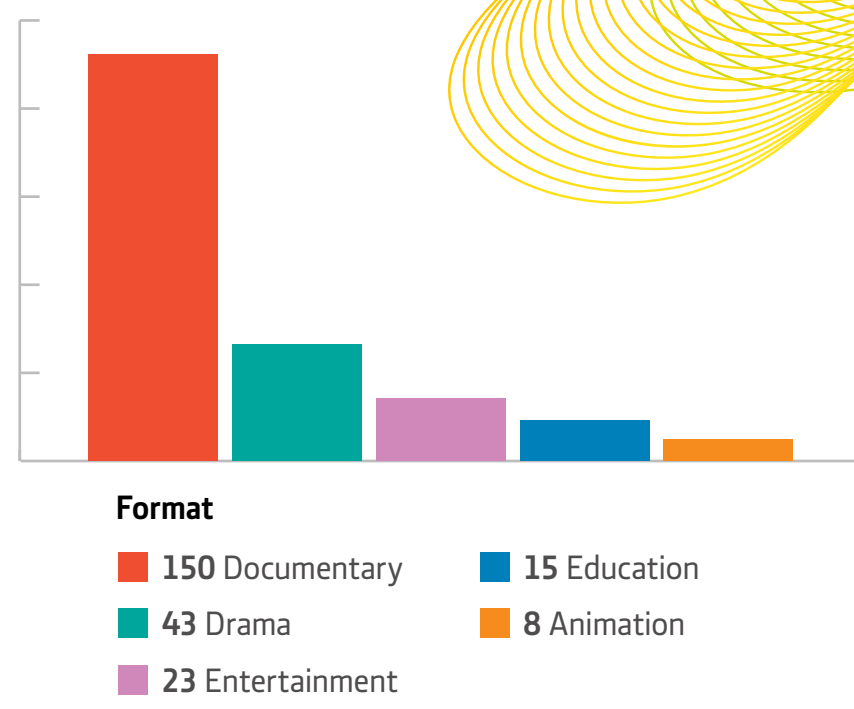
Since the launch of Sound & Vision 3 in early 2015, the BAI has allocated €38.2m to support 825 projects (204 TV and 621 Radio).

Funding requested in 2017: €39.7m for 440 projects

Total allocation for 2017: €11.274m to 239 projects

Total allocation on Irish and bi-lingual programming for 2017: €2.78m to 31 projects

#### FUNDING ALLOCATIONS



#### LICENSING

Licensing remains a key activity for the BAI with a number of commercial and community sound broadcasting contracts signed in 2017. The BAI also awards temporary radio contracts to groups/individuals to operate services for a short period of time. In 2017, the BAI licensed 25 such services:

#### TYPE OF TEMPORARY SERVICE



4 Pilot Community



1 Mental Health



7 Third Level/Secondary School



1 Religious Project



1 Christmas



2 Drive In Movies



9 Temporary Community

### 2. Communicating and Influencing

#### SOCIAL MEDIA

Over the last 12 months, videos uploaded to the BAI's Vimeo account have received 804 plays, and the most popular video featured The Times' (Ireland Edition) Richard Oakley commenting on the Reuters Institute Digital News Report for Ireland.

Our most popular organic Facebook post celebrated Community Radio Kilkenny City signing their new 10-year Community Radio licence with the BAI. The September post attracted a reach of 7,316.

On Twitter, our most popular tweet of the year highlighted a BAI funded documentary, The Irish Grand National, which aired on RTÉ over the Easter break. The organic post had 6,502 impressions.



223 TWEETS

4,542 FOLLOWERS (+ 538)



133 FACEBOOK POSTS

1,777 FACEBOOK LIKES (+ 386)

#### EVENTS

Over the year, the BAI held a number of events to support its activities, including the launch of several key BAI documents such as the BAI Strategy Statement 2017 – 2019, the new General Commercial Communications Code and the BAI funded section of the Reuters Institute Digital News Report. In addition, the BAI also supported a number of high profile screenings of Sound & Vision funded programmes during the year including:

## The Breadwinner Between Land and Sea Meetings with Ivor Poc na nGael Cardboard Gangsters

### 3. Empowering Audiences

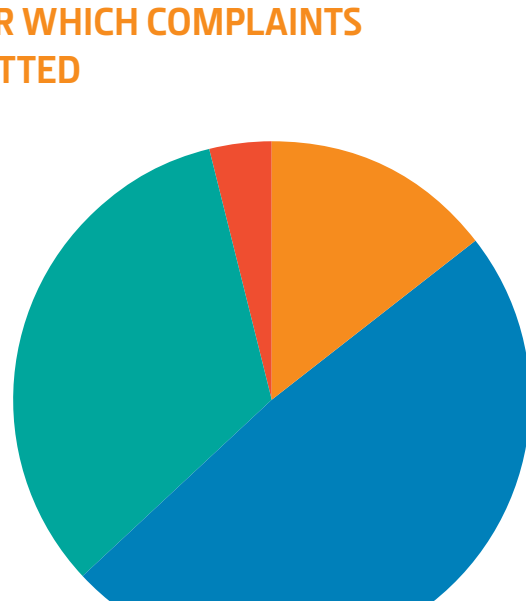
#### BROADCAST COMPLAINTS

In 2017, the BAI received 109 valid 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.

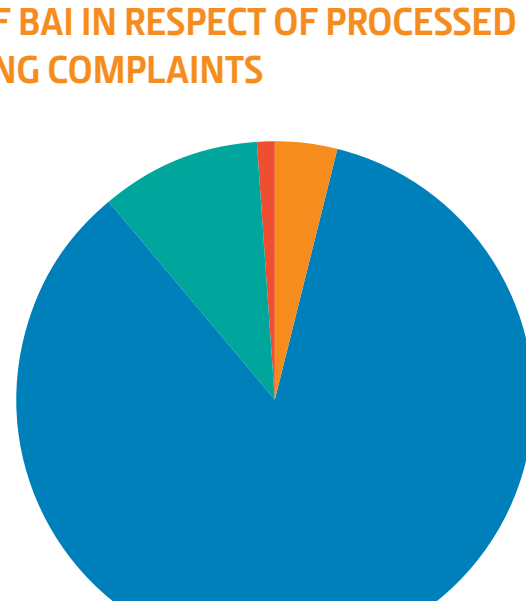
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#### CODES UNDER WHICH COMPLAINTS WERE SUBMITTED



#### DECISIONS OF BAI IN RESPECT OF PROCESSED BROADCASTING COMPLAINTS



### 4. Enhancing Innovation & Sectoral Sustainability

#### SPONSORSHIP AND SECTORAL LEARNING AND DEVELOPMENT

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

In 2017, the BAI allocated €495,180 to 15 training and development initiatives. This figure represents an increase of 17% on 2016 figures. 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), Women On Air, Galway Film Centre and the Community Television Association.

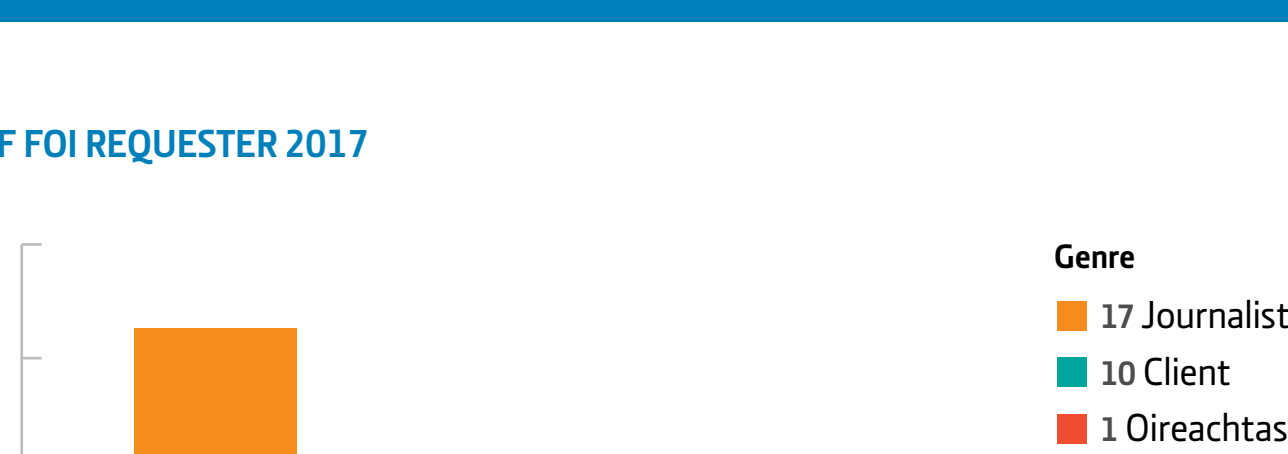
Funding of €142,700 was also allocated to 20 events and activities under the BAI's 2017 Sponsorship Scheme. Sponsorship funding recipients included the All-Ireland Radio Awards, the Celtic Media Festival, Choice Music Prize, the Fresh Film Festival, Sounds Alive and the National Student Media Awards.

### 5. Achieving Excellence & Accountability

#### FREEDOM OF INFORMATION

The BAI received 29 FOI requests during 2017. Of these requests, information was provided to 21 of the requesters either in full, partially or the data was already publicly available and was provided to the requester outside the FOI process. The remaining 8 requests were either withdrawn by the requester, had access refused or were transferred to another public body.

#### CATEGORY OF FOI REQUESTER 2017



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