



ÚDARÁS  
CRAOLACHÁIN  
NA HÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

# 2018 THE YEAR IN REVIEW

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

### 1. Promoting Diversity and Plurality

#### SOUND AND VISION FUNDING 2018

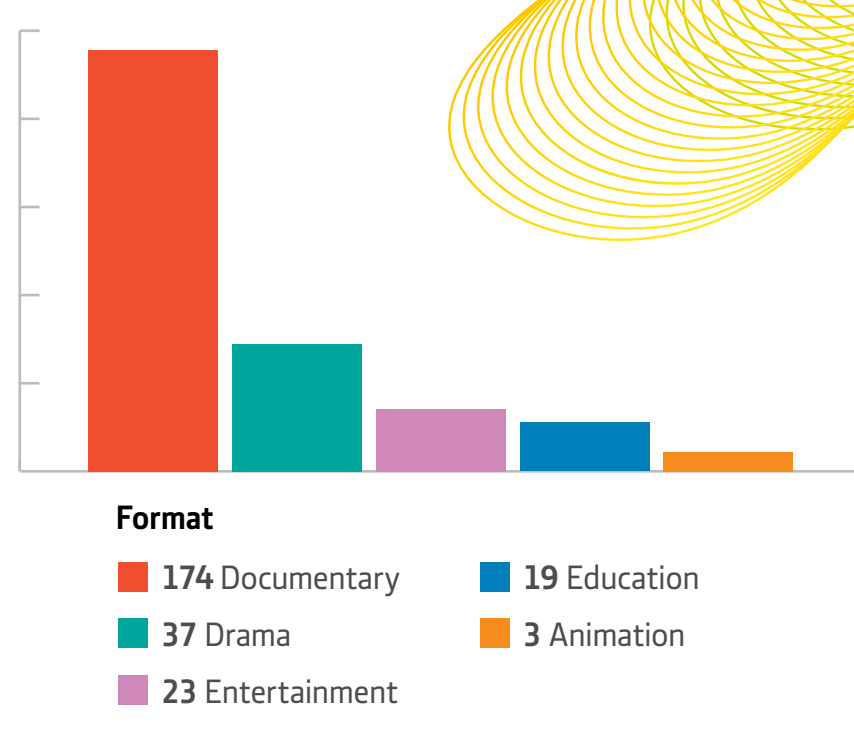
Sound & Vision 3 is a funding scheme supporting high quality television and radio programmes on the themes of Irish culture, heritage and experience and improving media literacy. The scheme is funded through 7% of the television licence fee.

Since the launch of Sound & Vision 3 in early 2015, the BAI has allocated just over €50.2m to support 1,081 projects (264 TV and 817 radio).

Funding requested in 2018: **€34.4m for 458 projects**

Total allocation for 2018: **€11.96m to 256 projects**

#### FUNDING ALLOCATIONS



#### LICENSING

Licensing remains a key activity for the BAI with a number of commercial and community sound broadcasting contracts signed in 2018. The BAI also awards temporary radio contracts to groups/individuals to operate services for a short period of time. In 2018, the BAI licensed **19** such services:

#### TYPE OF TEMPORARY SERVICE



### 2. Communicating and Influencing

#### SOCIAL MEDIA

Over the last 12 months, videos uploaded to the BAI's Vimeo account have received **1,175** plays, and the most popular video was an Irish Sign Language video about the Access Rules Review.

Its most popular organic Facebook post celebrated Raidió Corca Baiscinn signing its new 10-year Community Radio licence with the BAI. The September post attracted a reach of 3,412.

On Twitter, the most popular tweet of the year regarded the IMRO Hall of Fame ceremony in October. The organic post had 14.6K impressions.



**213** TWEETS  
**5,165** FOLLOWERS (+ 662)



**157** FACEBOOK POSTS  
**1,932** FACEBOOK LIKES (+ 155)

#### EVENTS

Over the year, the BAI held a number of events to support its activities, including the launch of several key BAI policy consultations, such as the revised Broadcasting Services Strategy and public consultations on its Ownership & Control and Plurality Policies. In 2018, the BAI also celebrated 30 years since the establishment of the IRTC, the predecessor of the BAI.

In addition, the BAI also supported a number of high profile screenings of Sound & Vision funded programmes during the year, including:

Ireland's Oceans The Irish Grand National – Chasing a Dream  
**Murdair Mhám Trasna**  
Poc na nGael The Meeting  
**Deoch an Dorais Building Ireland**  
Nancy Corrigan – Sky Blazer The Silver Branch

### 3. Empowering Audiences

#### BROADCAST COMPLAINTS

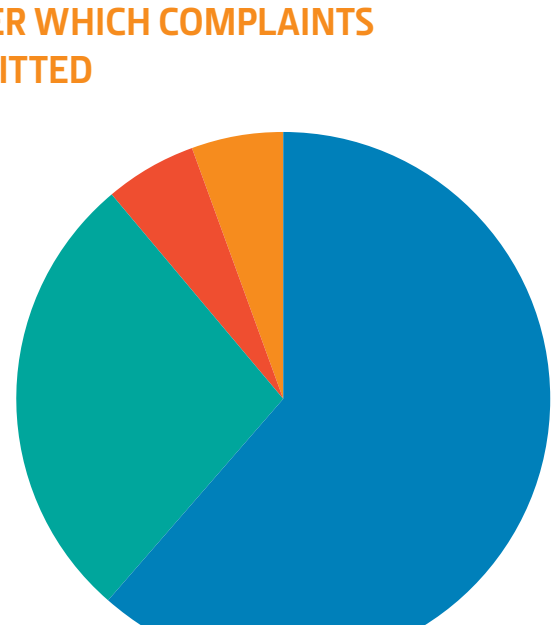
In 2018, the BAI received **73** complaints relating to programming and advertisements broadcast on Irish radio and television. The BAI generally receives complaints in instances where complainants are not satisfied with the response received from a broadcaster to a complaint, or where the broadcaster has not dealt with the complaint.

The vast majority of these 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.

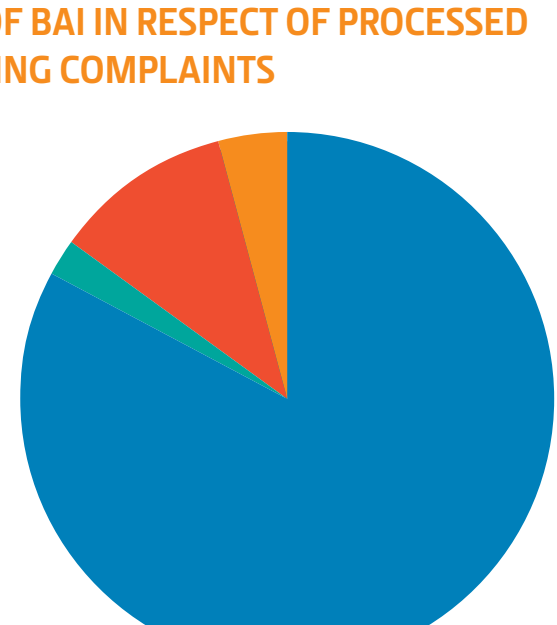
The figures indicate a high level of compliance by the sector in relation to broadcasting codes and rules.

**196** submissions were invalidated during the year.

#### 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 2018, the BAI allocated **€335,229** to **16** training and developments 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), Women in Film and Television, Screen Producers Ireland and the Community Television Association. Other Sectoral Learning and Development initiatives for 2018 included the Community and Temporary Broadcasting Support Schemes, and the Innovation Scheme.

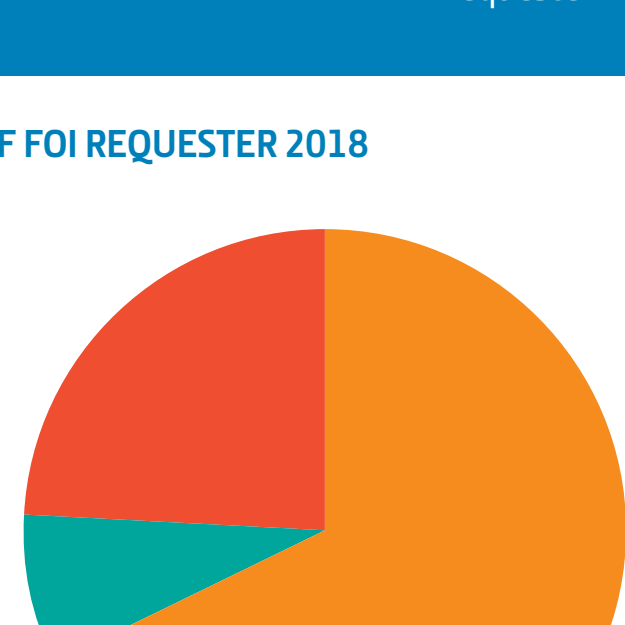
Funding of **€143,000** was also allocated to 20 events and activities under the BAI's 2018 Sponsorship Scheme. Sponsorship recipients included the Guth Gafa Documentary Film Festival, Oireachtas na Gaeilge, HearSay, and Access Cinema. Multi-annual funding became available for the first time in 2018, and was granted to four applicants.

### 5. Achieving Excellence & Accountability

#### FREEDOM OF INFORMATION

The BAI received 25 FOI requests during 2018. Of these requests, information was provided to 17 of the requesters either in full, partially or the data was already publicly available and was provided to the requester outside the FOI process. Two of the requests were refused at year end, while six of the requests were withdrawn by the requester.

#### CATEGORY OF FOI REQUESTER 2018



Genre  
17 Journalist  
2 Client  
6 Other

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