

BAI Irish Language Data Collection Project

1. Introduction

The Irish Language Data Collection Project was initiated in order to deliver on a key objective of BAI's Irish Language Action Plan, which was launched in January 2019. The Plan itself is a deliverable under the BAI's strategic objective to '*foster a media landscape that is representative of, and accessible to, the diversity of Irish society*'. The Plan recognises the need to further the development of quality Irish language programming in the Irish audio-visual sector, and addresses five key areas as follows:

- Supporting, developing and promoting Irish Language programming and stations through Licensing and Broadcasting Fund initiatives;
- Fostering Irish language partnerships;
- Supporting Research;
- Collecting data;
- Enhancing accountability processes, including compliance monitoring and reporting.

With regard to the collection of data, the Plan sets out a commitment to build '*a comprehensive picture of Irish language programme provision within the broadcasting sector*.' While compliance monitoring can ascertain whether individual stations are delivering on their contractual commitments, including those commitments which relate to Irish Language programming, the BAI felt it opportune to carry out a data-gathering exercise across the TV and Radio sector as a whole, in order to gain a more complete picture of the range and type of Irish language programming that is currently available to Irish audiences. The Data Collection Project focuses on Irish and Bilingual programming only and therefore allows for a more in-depth analysis of programme content.

The BAI wrote to TV and Radio Broadcasters, including Public Service Providers, Commercial, Community and Temporary contractors, requesting recordings and data in relation to Irish-language and/or bilingual programming output which was broadcast on and between the following dates:

Monday 7 October - Sunday 13 October 2019

A list of all participating stations is provided in *Appendix 1* of this report. Stations were advised that data was being requested for information rather than compliance purposes, and that the data would inform a report compiled by the BAI in order to provide a comprehensive, up-to-date and accurate overview of the quantity, quality, broad range and variety of Irish language and bilingual output and provision within the broadcasting sector. Broadcasters are not named individually in the report but are referenced collectively by broadcaster type, i.e. public service, commercial, community, national, local, regional, etc. The report data should be of interest to the sector as a whole and provide useful information on successes, as well as challenges, to Irish-language programme provision. It is hoped that Irish-language programming data can be gathered in this manner on an annual basis to enable a year-on-year comparison and an analysis of trends.

It should be noted that there were quantitative and qualitative aspects to the Irish Language Data Collection Project. Stations gave details of each Irish or bilingual programme broadcast in the given week, providing the programme name along with additional data based on a drop-down list (e.g. genre, language level, target audience, duration, peak or off-peak broadcast, repeat or non-repeat programming.). A complete list of the Programme Data requested from Broadcasters, along with the relevant drop-down options, is provided in *Appendix 2*.

In the case of all non-Irish-Language broadcasters, programme recordings were also submitted in relation to the given week. These were crosschecked against spreadsheet data for verification purposes, to ensure that the programme content was reflective of the programme detail. In general, this was found to be the case.

2. Broadcasting Legislation

The Broadcasting Act 2009 (“2009 Act”) stipulates a number of requirements for broadcasters licensed within the State, both Independent Broadcasters (licensed by the BAI) and Public Service Broadcasters (licensed by the Government). It may be useful to have some background context on the requirements relating to Irish-language programming.

2(a) Independent Broadcasters:

In the case of Independent Broadcasters, the 2009 Act sets out statutory provisions in relation to the Irish language and Irish/bilingual programming for both television and radio contractors.

Section 66 (2) of the 2009 Act includes a requirement for the Contract Awards Committee, when awarding a sound broadcasting contract or a television programme service contract, to have regard to:

- the quantity, quality, range and type of programmes in the Irish language and the extent of programmes relating to Irish culture proposed to be provided (66 (2)(d)), and,
- the extent to which the applicant will create within the proposed broadcasting service new opportunities for talent in music, drama and entertainment and in particular in respect of Irish culture (66(2)(e)).

In addition, Section 66 (3) of the 2009 Act requires the Contract Awards Committee to have particular regard to the continuance and advancement of the Irish language as a spoken language, when awarding a sound broadcasting contract in a franchise area which includes a Gaeltacht area.

Section 70 (2) of the Broadcasting Act 2009 provides a requirement for the Authority to ensure that a television programme service contractor should, in its programming:

- be responsive to the interests and concerns of the whole community, be mindful of the need for understanding and peace within the whole island of Ireland, ensure that the programmes reflect the varied elements which make up the culture of the people of the whole island of Ireland, and have special regard for the elements which distinguish that culture and in particular for the Irish language, (70 (2)(a)).

There is also another category of radio and television contract under Section 71 (digital), but there are no requirements for Irish-language or bilingual programming under this section.

In general, a station’s Irish language commitments will depend on a range of factors, including:

- the nature of the service proposed.
- the commitments given in the application, and
- the audience to be served.

In relation to the above, the nature of the service is a particularly important factor for consideration, as a wide range of services are licensed by the BAI. These include commercial and community TV and Radio stations. The BAI licenses several commercial radio service types, including broad-format services, with a target audience of all adults aged 25+, regional youth services, targeting 15-34-year-olds, and specialist/niche services targeting certain genres of music.

The BAI does not set specific quotas for Irish language programming on its licensed services. Irish-language programming commitments are included in the application for an award of contract. When finalising these commitments with a successful applicant during contract negotiations, the BAI takes into account the requirements of the Broadcasting Act 2009, the type and format of the service and the audience it is intended to service so, for example a youth music format service would be expected to have lower speech and Irish-language content than a broad-format radio service. The commitments with respect to Irish-language programming, and other types of programming, are then set out in a Programme Policy Statement, which forms part of the broadcaster's contract with the BAI.

2(b) Public Service Broadcasters:

In the case of Public Service Broadcasters, the 2009 Act sets out statutory provisions in relation to Irish language/bilingual programming for PSBs.

Section 114 of the 2009 Act sets out the principle objects and associated powers of RTÉ, and stipulates that:

- RTÉ programmes should reflect the varied elements which make up the culture of the people of the whole island of Ireland, and have special regard for the elements which distinguish that culture and in particular for the Irish language (114 (2)(a)),
- RTÉ programme schedules should provide a comprehensive range of programmes in the Irish and English languages that reflect such cultural diversity and cater for the expectations of community members in general as well as those with special or minority interests (114 (3)(a)), and,
- RTÉ programme provision should include news and current affairs programmes in the Irish and English languages (114 (3)(b)).

In a similar fashion, Section 118 of the 2009 Act sets out the principle objects and associated powers of TG4, stipulating that:

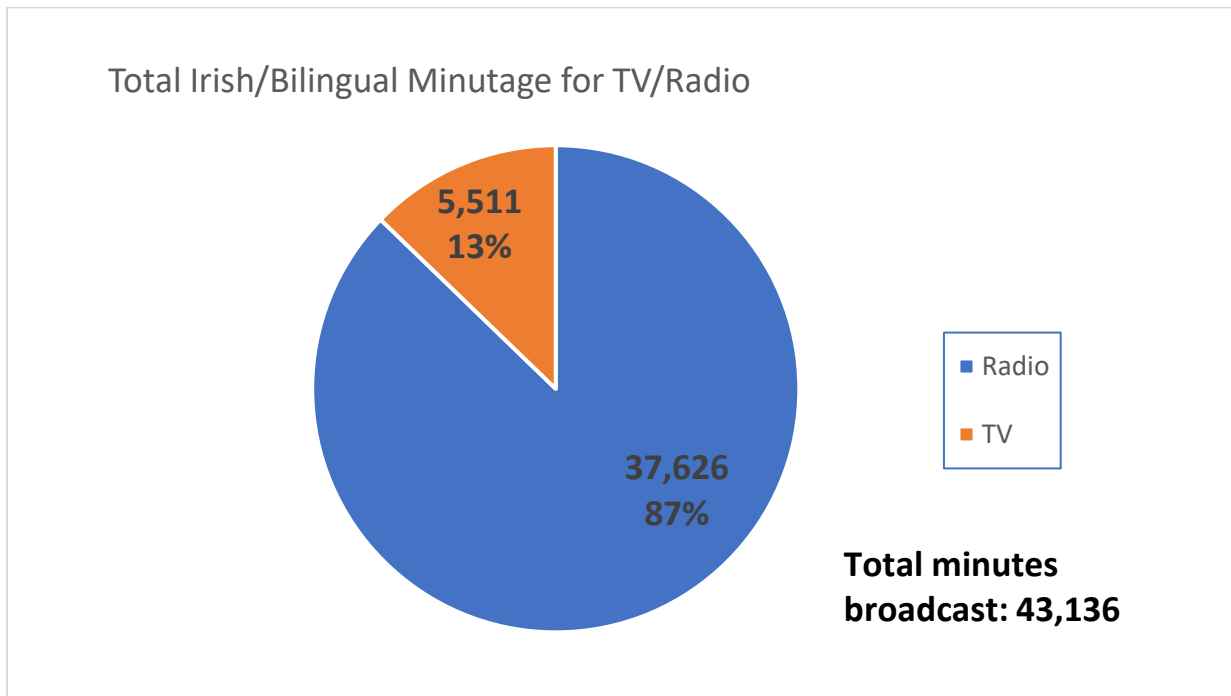
- programmes should be reflective of the diverse culture of the island of Ireland and have particular regard for the Gaeltachtaí (118 (2)(a)),
- TG4 should provide a comprehensive range of programmes, primarily in the Irish language, that are reflective of Irish culture and that cater to all Irish-language-interest age groups (118 (3)(a)), and,
- provide programmes, primarily in the Irish language, of news and current affairs.

While PSBs are responsible for the setting of their own objects with regard to Irish language programming commitments, the BAI reviews PSB objects on an annual basis, including Irish language commitments, and reports on PSB compliance in a review of the broadcasters' Annual Statement of Performance commitments ("ASPC").

3. Data Analysis

The following sections of the report provide detail on the collected data, which has been analysed in accordance with the categories of information requested of the Broadcasters. Charts and statistics are set out in Sections 3 and 4 and form the basis for further comment. This section sets out information based on analysis of the minutage of Irish /Bilingual programming. Section 4 sets out information based on the total number of Irish /Bilingual programmes. For clarity, 'Irish' refers to 100% Irish and 'bilingual' refers to English and Irish combined.

3.1 Total Irish/Bilingual Minutage (Radio & TV Services)



Total Minutage:

TV	5,511 ¹ minutes	13%
Radio	37,626 ² minutes	87%
Total	43,136 ³ minutes	100%

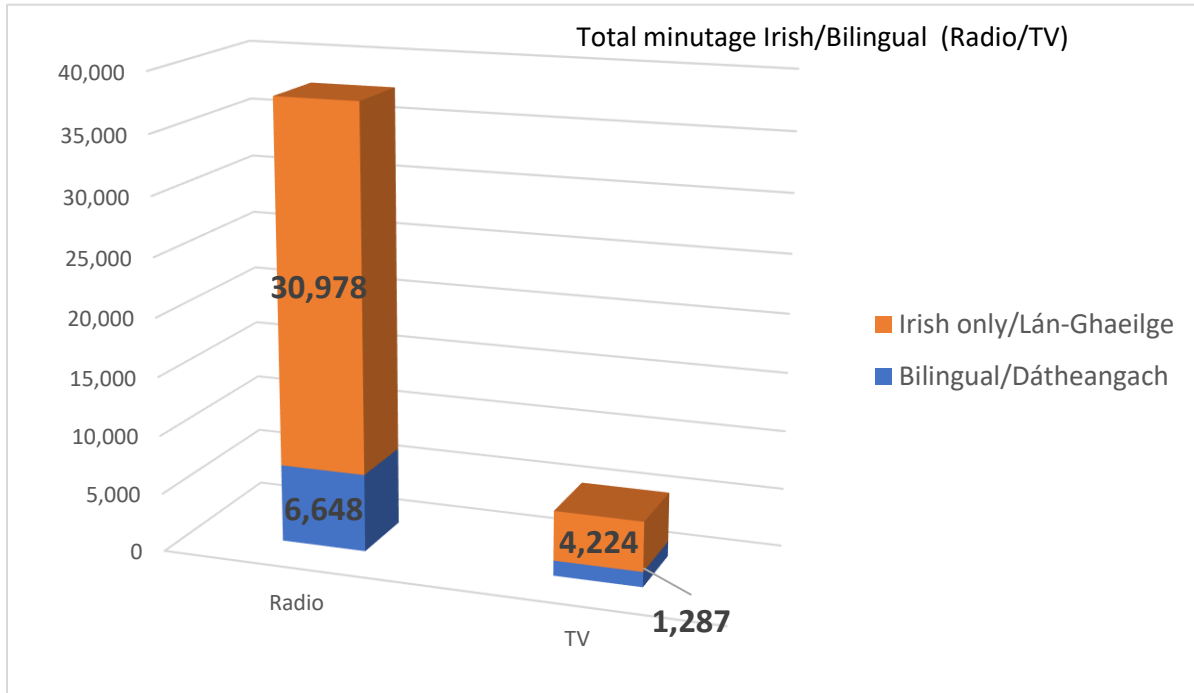
During the 7-day analysis period, a total of 43,136 minutes (718.93 hours) of Irish/Bilingual programming was broadcast. 87% of this programming was broadcast on Radio, with the remaining 13% comprising TV output. This averages out at 102.7 hours per day across all services.

¹ 5,510.58, rounded to the nearest minute.

² 37,625.50, rounded to the nearest minute.

³ 43,136.08, rounded to the nearest minute.

3.2 Minutage analysis: Irish vs. Bilingual programming (Radio/TV services)



Total minutage – Irish vs. Bilingual	Radio	TV	Grand Total
Irish/Lán-Ghaeilge	30,978	4,224	35,202
Bilingual/Dátheangach	6,648	1,287	7,935
Grand Total	37,626	5,511	43,136

Of the programming broadcast, 35,202 minutes (586.7 hours) or 82% of the total minutage was Irish, and 7,935 minutes (132.25 hours) or 18%, was Bilingual. The chart above shows the Irish/Bilingual minutage for Radio /TV. On Radio, the minutage split is 82% Irish vs. 18% Bilingual. On TV, the minutage split is 77% Irish vs. 23% Bilingual.

3.3 Analysis of Weekday vs. Weekend minutage (Radio/TV services)

Across all broadcast services (TV & Radio), a total of 29,920 minutes (498.66 hours or 69%) of all Irish /Bilingual programming was broadcast from Monday to Friday and a total of 13,216 minutes (220.26 hours or 31%) was broadcast at the weekend.

Total Irish/Bilingual minutage	Radio	TV	Grand Total
Weekday	26,171	3,749	29,920
Weekend	11,455	1,761	13,216
Grand Total	37,626	5,511	43,136

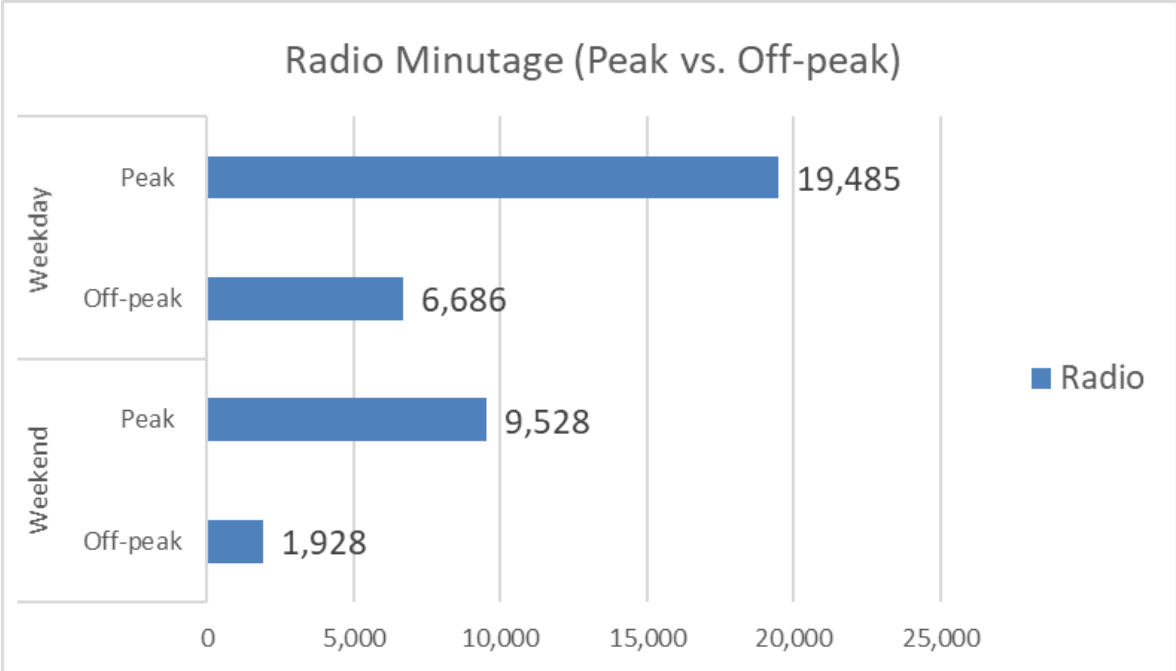
Peak vs. off peak comparisons

There are a number of ways of analyzing peak and off-peaking viewing/listening times for Radio and Television; it may be useful, therefore, to consider the figures from a range of perspectives, which are set out in **3.3a**, **3.3b** and **3.3c** below.

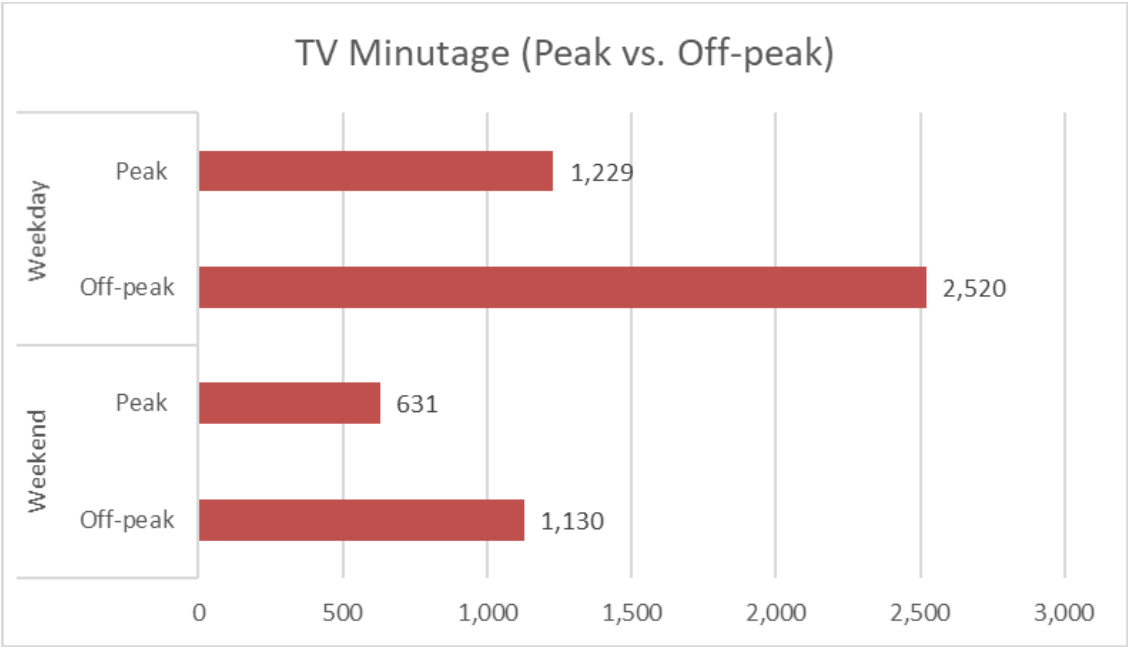
3.3a Radio/TV minutage based on Sound & Vision peak/off-peak categorisations

In the following representations, peak times for Irish/Bilingual programming are calculated on the following basis: Radio 7am-Midnight / TV 6pm-Midnight. These calculations are based on guidance information from BAI S&V 3 Guidelines (Section 3.7 Peak-Time Broadcast, Irish Language and long-form programmes), where peak-time broadcast hours for both Radio and TV extend up to midnight. Using these parameters across TV/Radio services combined, the minutage breakdown for Weekdays was 69% (peak) : 31% (off-peak). The breakdown for Weekends was 77% (peak) : 23% (off-peak). Minutage amounts are shown in the table and charts below.

TV/Radio minutage (S&V ranges)	Radio	TV	Grand Total
Weekday	26,171	3,749	29,920
Peak	19,485	1,229	20,714
Off-peak	6,686	2,520	9,206
Weekend	11,455	1,761	13,216
Peak	9,528	631	10,159
Off-peak	1,928	1,130	3,058
Grand Total	37,626	5,511	43,136

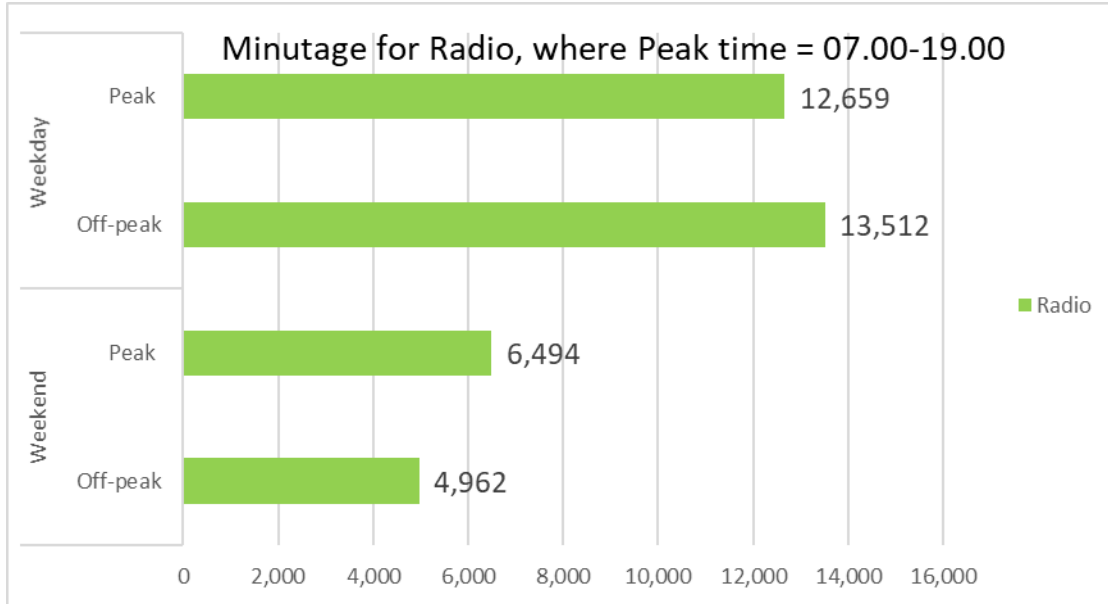


Across all radio services, a total of 26,171 minutes (436.18 hours) of Irish/Bilingual programming was broadcast from Monday to Friday and a total of 11,455 minutes (190.92 hours) was broadcast at the weekend. The breakdown for Weekdays was 74% (peak) : 26% (off-peak). The breakdown for Weekends was 83% (peak) : 17% (off-peak).



Across all TV services, a total of 3,749 minutes (62.48 hours) of Irish/Bilingual programming was broadcast from Monday to Friday and a total of 1,761 minutes (29.35 hours) was broadcast at the weekend. The breakdown for Weekdays was 33% (peak) : 67% (off-peak). The breakdown for Weekends was 36% (peak) : 64% (off-peak). The lower TV percentage is mainly due to the genres of programming being broadcast, a large proportion of which was Children’s programming.

3.3b Alternative view for Radio, where Peak Listening is categorised as 07.00-19.00



It may be useful, for comparative purposes, to view alternative data for Radio, where Peak Hours are based on the industry standard 7am-7pm peak time listening. Using the latter parameters, the Weekdays split is 48% (peak) : 52% (off-peak). The Weekend split is 57% (peak) : 43% (off-peak).

Using these alternative percentages, peak/off-peak minutage is quite equal for Weekdays, with Weekends providing stronger Peak minutage.

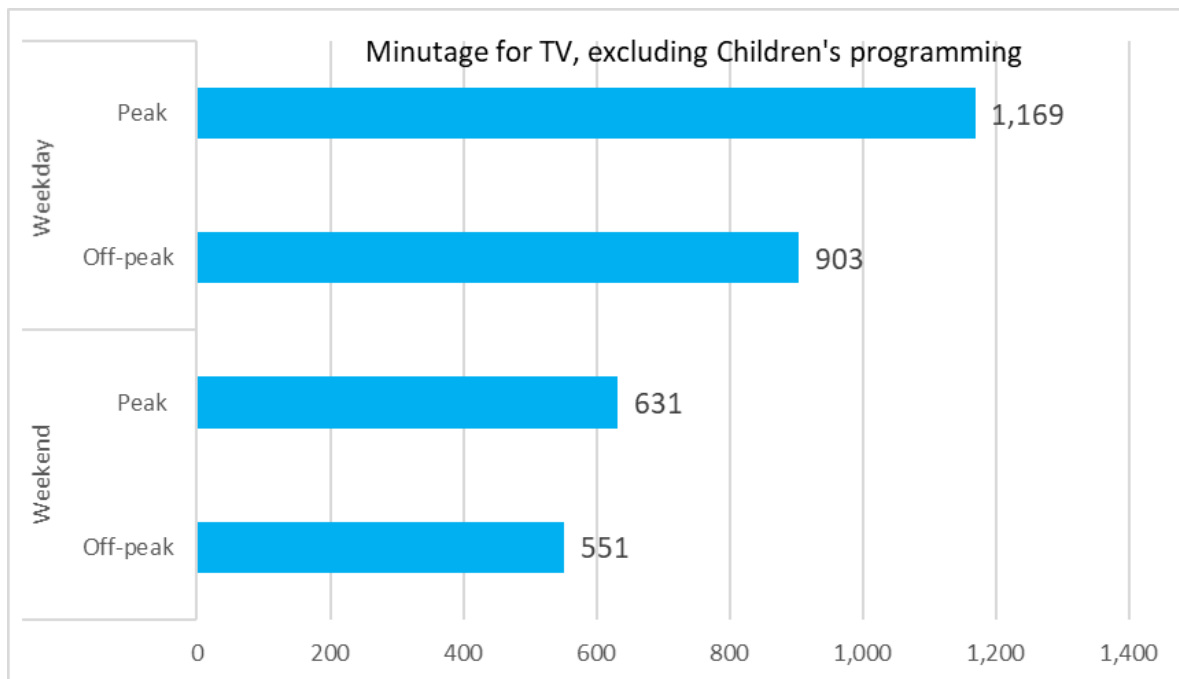
Radio minutage, where Peak hours are 0700-1900	Radio	Percentage
Weekday	26,171	
Peak	12,659	48%
Off-peak	13,512	52%
Weekend	11,455	
Peak	6,494	57%
Off-peak	4,962	43%
Grand Total	37,626	

3.3c Alternative view for TV, where Children’s programming is excluded

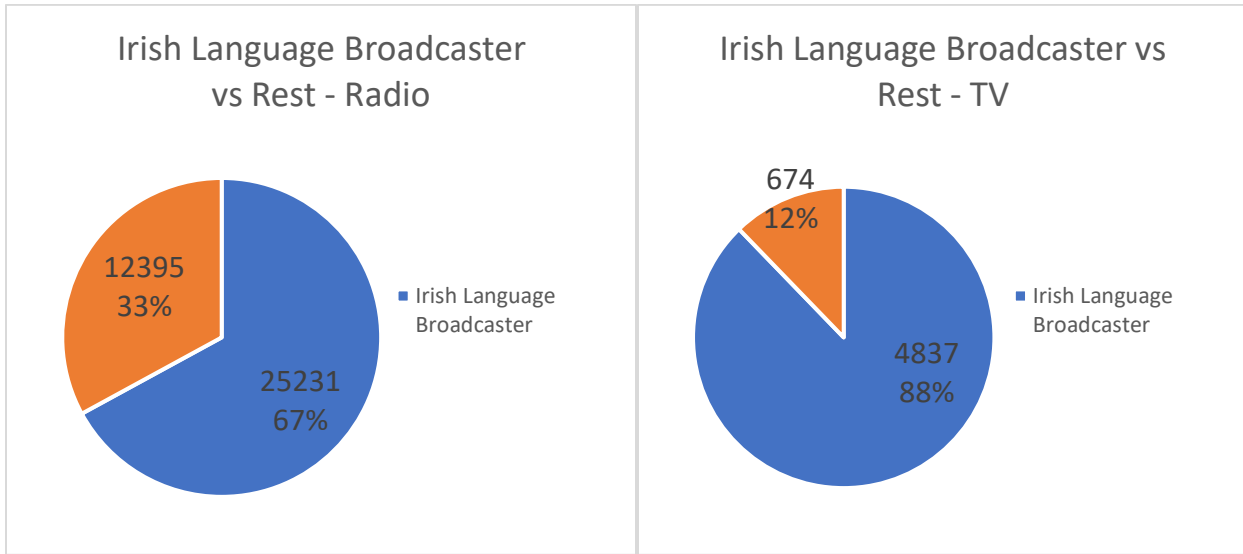
The industry standard measure for viewership figures on Irish television stations is based on prime-time programming aired in the evenings and targeting the All Adult, 15+ audience. However, there are programme genres in the Irish language broadcast throughout the day that are scheduled at a time that targets the viewers most likely to be watching at that time, such as Irish-language children’s programming that is broadcast during the morning schedule for example. In the following table and chart, the analysis of programming for Peak and Off-peak viewership purposes includes the Irish language broadcast hours aimed at the All Adult, 15+ audience only and excludes Irish language programming aimed at children.

TV minutage, excluding Children’s programming	TV	Percentage
Weekday	2,072	
Peak	1,169	56%
Off-peak	903	44%
Weekend	1,182	
Peak	631	53%
Off-peak	551	47%
Grand Total	3,255	

With the minutage corrected to reflect the general TV audience, it is now possible to see a more realistic peak vs. off-peak representation. In this instance, the Weekday split is 56% (peak): 44% (off-peak) and the Weekend split is 53% (peak): 47% (off-peak).



3.4 Minutage analysis: Irish Language Broadcaster vs. Rest (Radio/TV services)

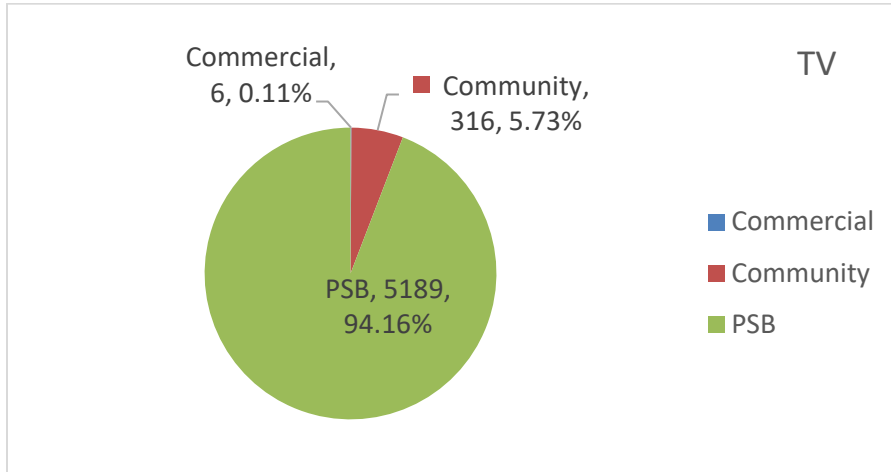


Total minutage	Radio	TV	Grand Total
Irish Language Broadcaster	25,231	4,837	30,068
Rest	12,395	674	13,069
Grand Total	37,626	5,511	43,136

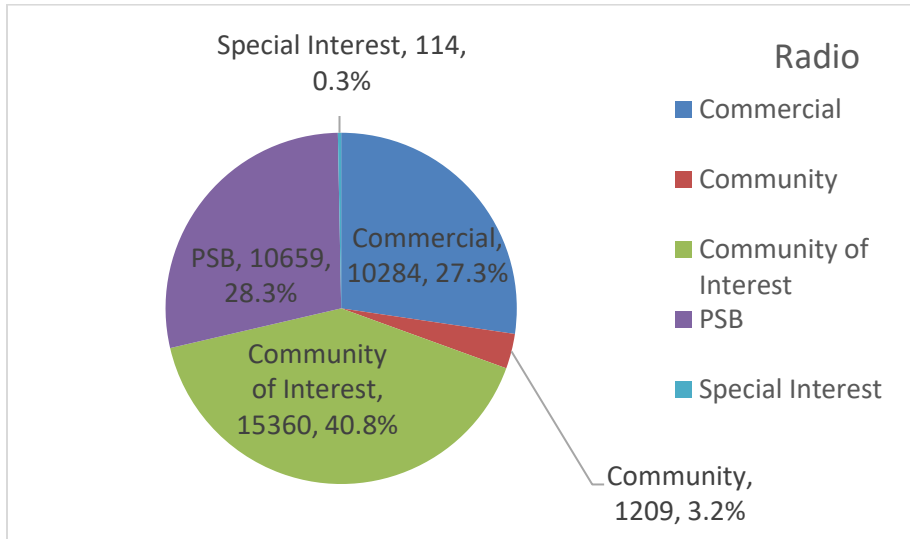
Across all broadcast services (TV & Radio), 70% of the total minutage was broadcast by Irish language stations. On radio services alone, 67% of the total minutage was broadcast by Irish language stations, while 88% of TV minutage was broadcast by Irish language stations. See **Section 3.8** for some more in-depth detail regarding Irish-language broadcasters.

3.5 Minutage analysis: Broadcaster Type (TV/Radio services)

TV MINUTAGE



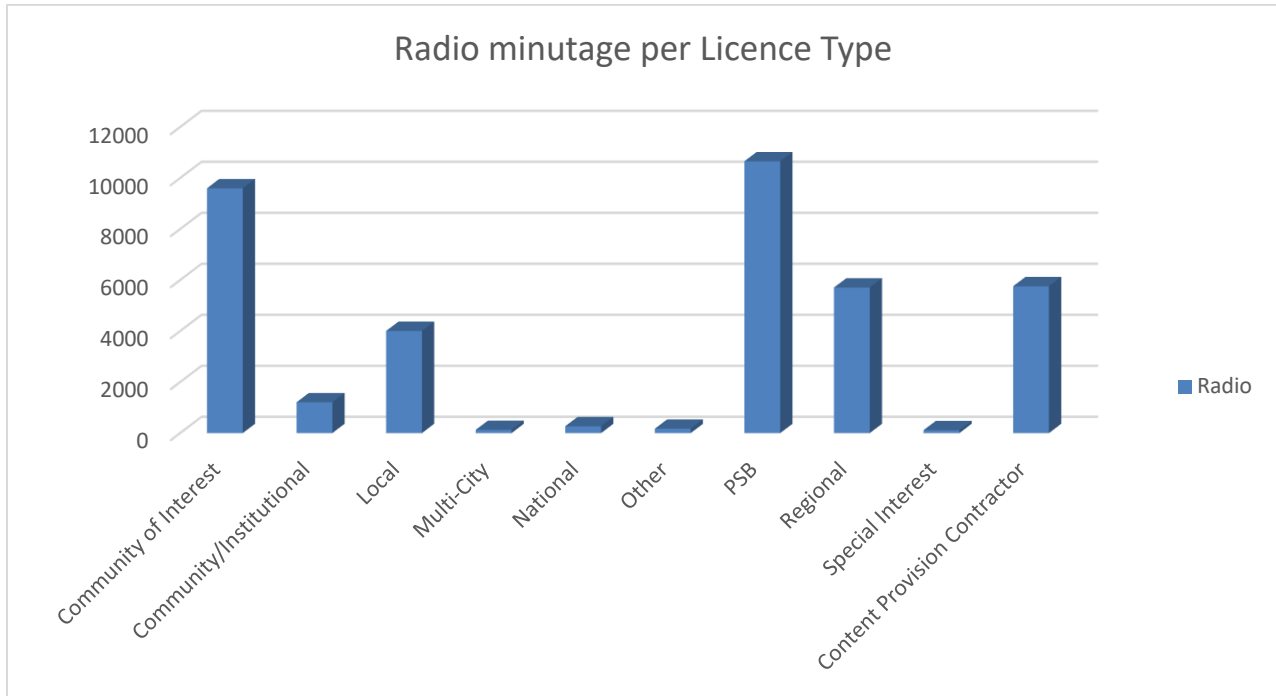
RADIO MINUTAGE



TV & Radio Minutage by Broadcaster type	Radio	TV	Grand Total
Commercial	10,284	6	10,290
Community	1,209	316	1,525
Community of Interest	15,360		15,360
PSB	10,659	5,189	15,848
Special Interest	114		114
Grand Total	37,626	5,511	43,136

Irish/Bilingual programming on Television was broadcast in the main by Public Service Broadcasters, while Irish/Bilingual programming on Radio originated from a wider range of broadcaster types, with the greatest Irish/bilingual offering originating from Community of Interest stations.

3.6 Radio minutage per Licence type



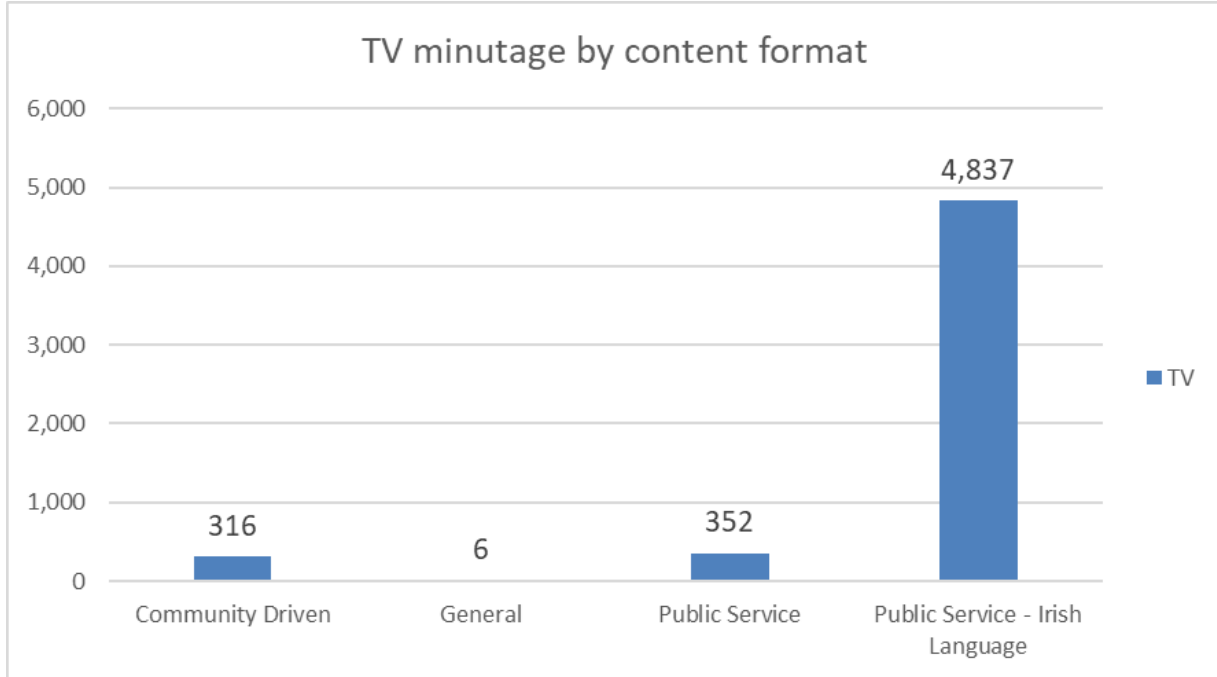
Radio Licence type	Radio	%
Community of Interest	9,600	26%
Community/Institutional	1,209	3%
Local	4,007	11%
Multi-City	126	0.3%
National	270	1%
Other	173	0.5%
PSB	10,659	28%
Regional	5,709	15%
Special Interest	114	0.3%
Content Provision Contractor	5,760	15%
Grand Total	37,626	100%

It may be useful to view a further breakdown of the radio minutage across radio licence types. In accordance with this table of figures, the greatest percentage of Irish/Bilingual minutage originates from Public Service Radio Stations, followed by Community of Interest stations and a Content Provision Contractor.⁴ Regional and Local services also provide sizable percentages of Irish/Bilingual programming.

⁴ Note: Community of interest and Content Provision Contract (CPC) minutage (combined) makes up the Larger Community of Interest figure of 15,360 minutes. The radio station holding a Content Provision Contract broadcasts to a Community of Interest audience, and from time to time has a temporary sound broadcasting contract also to broadcast on FM.

3.7 TV & Radio Minutage analysis by content format:

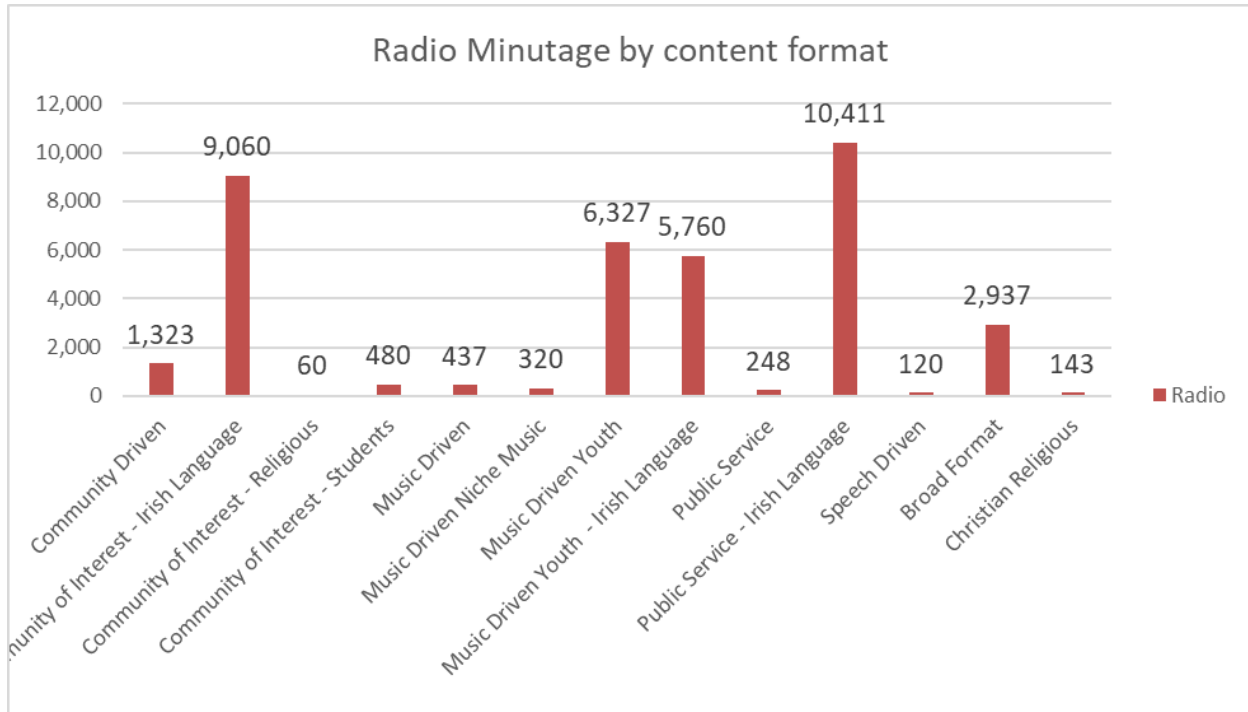
TV



Content Format	TV minutage	Total %
Community Driven	316	5.7%
General	6	0.1%
Public Service	352	6.4%
Public Service - Irish Language	4,837	87.8%
Grand Total	5,511	100%

Viewing TV Data by content format, it is evident (and not unexpected) that most of the Irish/Bilingual Programming (87.8%) was broadcast by the Irish Language Public Service broadcaster. Other PSB stations broadcast 6.4% of Irish/Bilingual content, followed by Community Driven content at 5.7%. It should be noted that Sports was not included as a Content Format in the overall analysis. While the BAI licenses a number of Irish-based sports channels, they are Section 71 contractors and are not subject to specific Irish language requirements as part of their contracts.

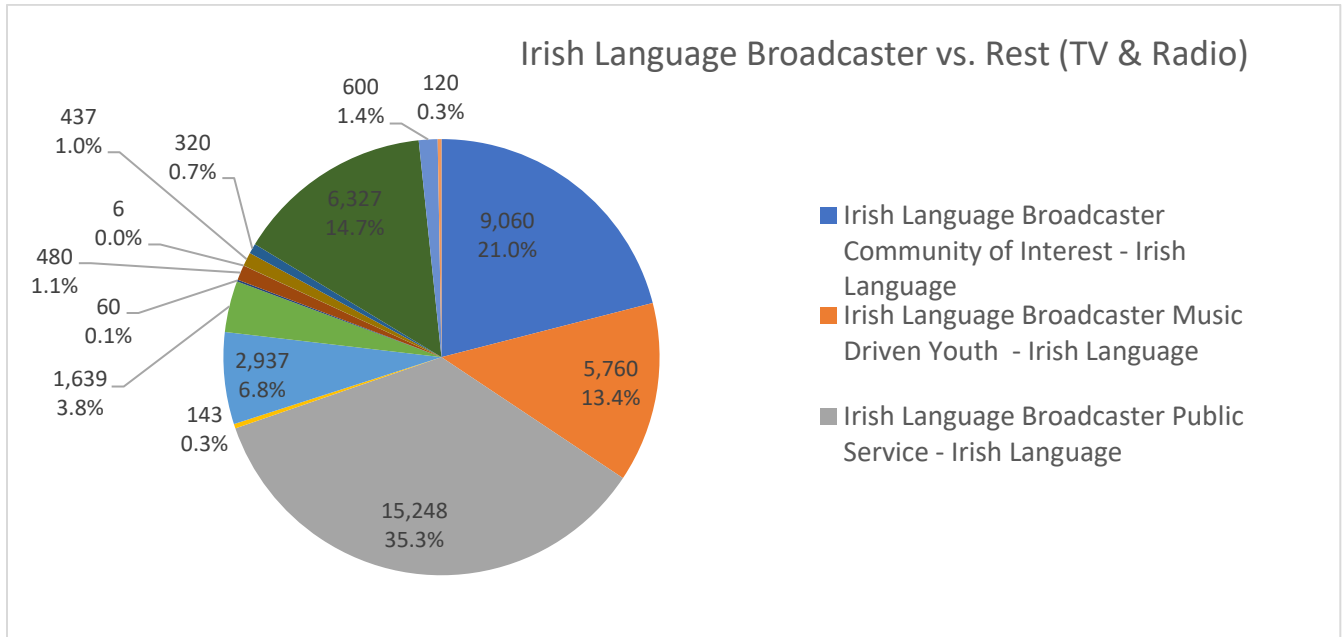
Radio



Content Format	Radio minutage	Total %
Community Driven	1,323	3.5%
Community of Interest - Irish Language	9,060	24.1%
Community of Interest - Religious	60	0.2%
Community of Interest - Students	480	1.3%
Music Driven	437	1.2%
Music Driven Niche Music	320	0.9%
Music Driven Youth	6,327	16.8%
Music Driven Youth - Irish Language	5,760	15.3%
Public Service	248	0.7%
Public Service - Irish Language	10,411	27.7%
Speech Driven	120	0.3%
Broad Format	2,937	7.8%
Christian Religious	143	0.4%
Grand Total	37,626	100%

Content format on Radio is wide-ranging, and includes Speech Driven and Music Driven Formats. The Broad Format of the local Radio stations is largely speech-driven, with a general ratio of 60% Speech : 40% Music content. Individually, the largest percentage of Irish/Bilingual Programming is Public Service provision (Irish Language). Collectively, however, Music-Driven Radio services broadcast a total of 12,844 minutes, or 34.2%, of all Irish/Bilingual programming. It should be noted that Music programmes in general contain a relatively small amount of speech content within the overall programme, with music tracks occupying much of the content.

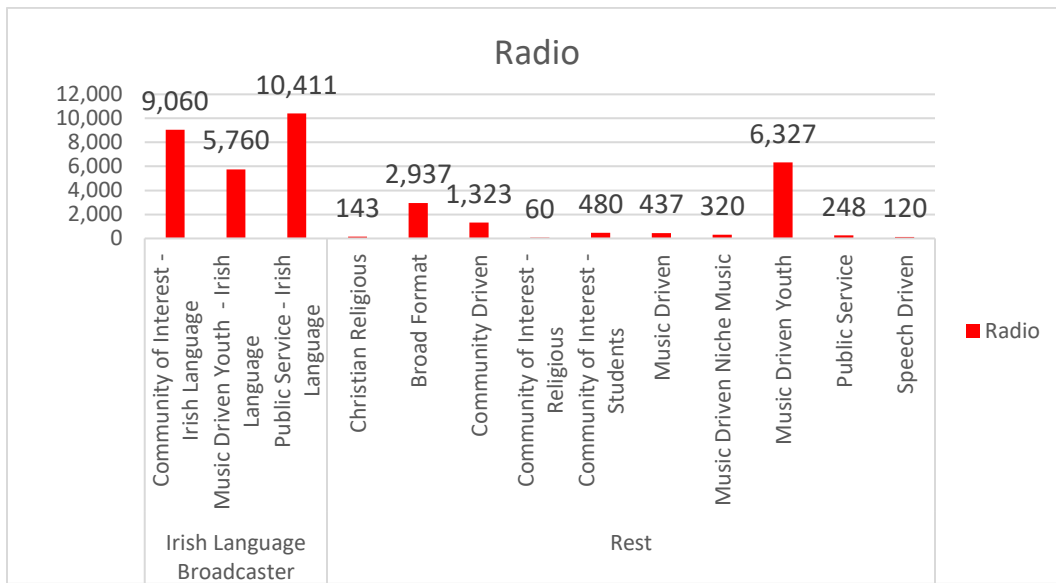
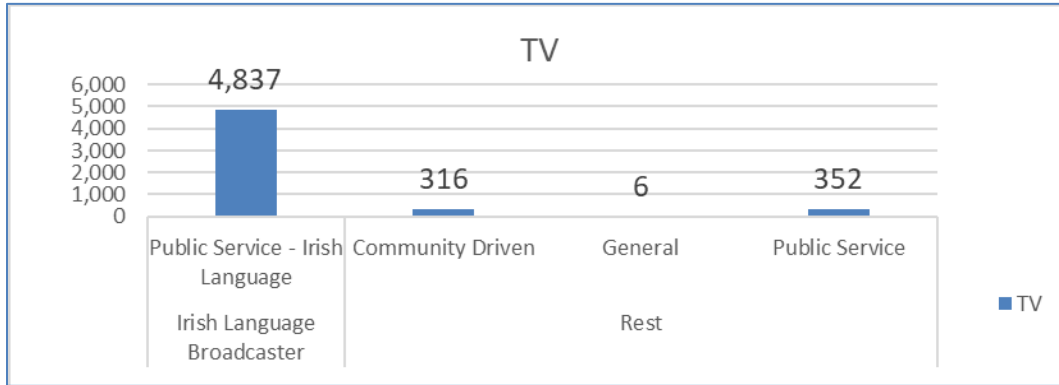
3.8 Radio/TV Content Format: Irish Language Broadcaster vs. Rest



Further detail on Irish Language Broadcasters is provided in the accompanying chart and table, which depicts content format across Radio & TV. Attention is drawn to the segments representing the Irish Language Broadcasters, where it is seen that 69.7% of Irish/Bilingual Programming originated from these broadcasters. The largest proportion (35.3%) was broadcast by Public Service Broadcasters (Irish Language), followed by Community of Interest (Irish Language) with 21%, and by Music Driven Youth (Irish Language) at 13.4%. Of the remaining broadcasters, the greater percentages come from Music Driven Youth (14.7%) and Broad Format (6.8%).

Broadcaster	Total Minutage	Total %
Irish Language Broadcaster	30,068	69.7%
Community of Interest - Irish Language	9,060	21.0%
Music Driven Youth - Irish Language	5,760	13.4%
Public Service - Irish Language	15,248	35.3%
Rest	13,069	30.3%
Christian Religious	143	0.3%
Broad Format	2,937	6.8%
Community Driven	1,639	3.8%
Community of Interest - Religious	60	0.1%
Community of Interest - Students	480	1.1%
General	6	0.01%
Music Driven	437	1.0%
Music Driven Niche Music	320	0.7%
Music Driven Youth	6,327	14.7%
Public Service	600	1.4%
Speech Driven	120	0.3%
Grand Total	43,136	100.0%

The below charts and table show the minutage detail separately for TV and Radio:

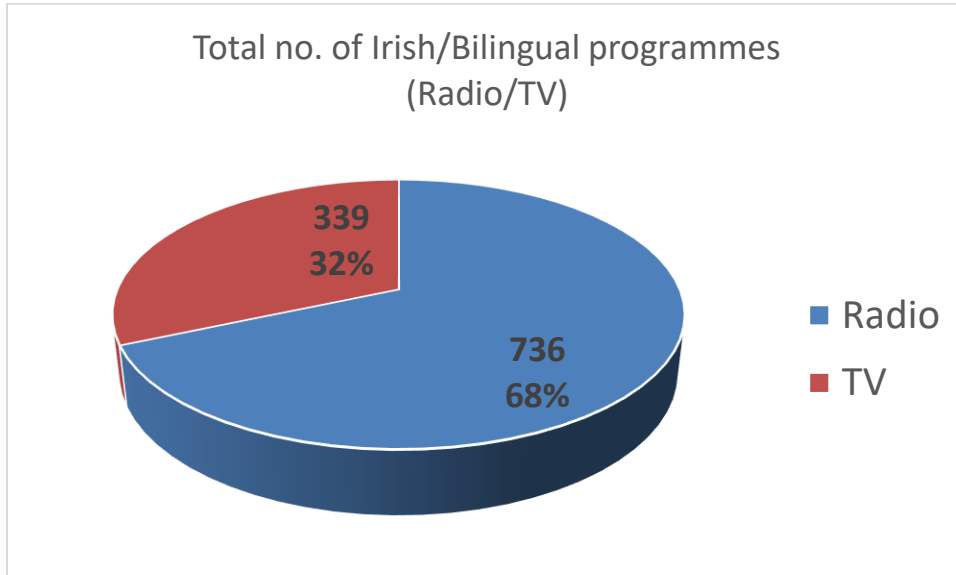


Broadcaster	Radio	TV	Grand Total
Irish Language Broadcaster	25,231	4,837	30,068
Community of Interest - Irish Language	9,060		9,060
Music Driven Youth - Irish Language	5,760		5,760
Public Service - Irish Language	10,411	4,837	15,248
Rest	12,395	674	13,069
Christian Religious	143		143
Broad Format	2,937		2,937
Community Driven	1,323	316	1,639
Community of Interest - Religious	60		60
Community of Interest - Students	480		480
General		6	6
Music Driven	437		437
Music Driven Niche Music	320		320
Music Driven Youth	6,327		6,327
Public Service	248	352	600
Speech Driven	120		120
Grand Total	37,626	5,511	43,136

Section 4

This section sets out information and analysis on the total number of Irish/Bilingual programmes.

4.1 Total no. of programmes: Irish/Bilingual (Radio & TV Services)



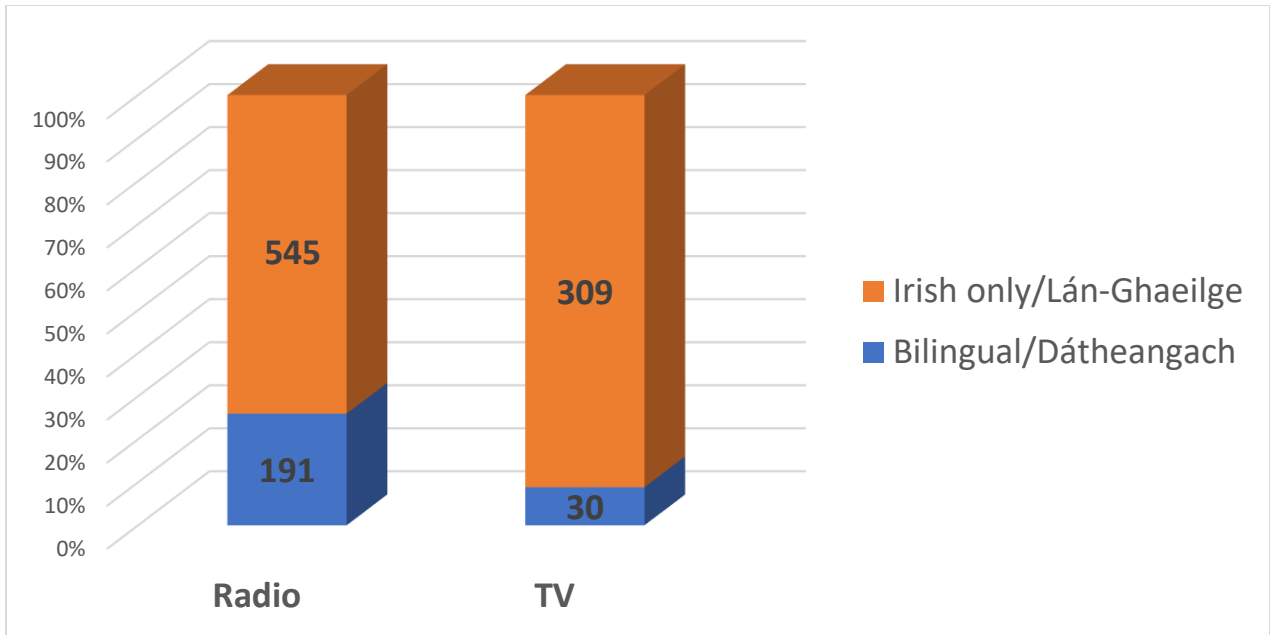
Total No. of Programmes	
Radio	736
TV	339
Grand Total	1,075

The total number of programmes broadcast across TV and Radio services as a whole was 1,075, with 736 (68%) broadcast on Radio and 339 (32%) broadcast on TV.

4.2 Total no. of programmes: Irish vs. Bilingual (Radio/TV services)

Of the 1,075 programmes broadcast, 854 (79%) were Irish, while 221 (21%) were Bilingual. Of the 736 Radio programmes, 545 (74%) were Irish, and 191 (26%) were Bilingual. Of the 339 TV programmes, 309 (91%) were Irish, and 30 (9%) were bilingual. Broadcasters self-reported this language categorisation; in the case of all non-Irish-language broadcasters, BAI staff cross-checked the material submitted in order to verify the categorisation. Irish-language broadcasters were not asked to submit programme recordings due to the large volume of material that would need to be submitted.

No. of programmes – Irish vs. Bilingual	Radio	TV	Grand Total
Bilingual/Dátheangach	191	30	221
Irish/Lán-Ghaeilge	545	309	854
Grand Total	736	339	1,075



4.3 Analysis of Weekday vs. Weekend programming (Radio/TV services)

Across all broadcast services (TV & Radio), a total of 793 Irish/Bilingual programmes (74%) were broadcast from Monday to Friday and a total of 282 programmes (26%) were broadcast at the weekend.

Total Irish/Bilingual programmes	Radio	TV	Grand Total
Weekday	542	251	793
Weekend	194	88	282
Grand Total	736	339	1,075

Peak vs. off-peak comparisons

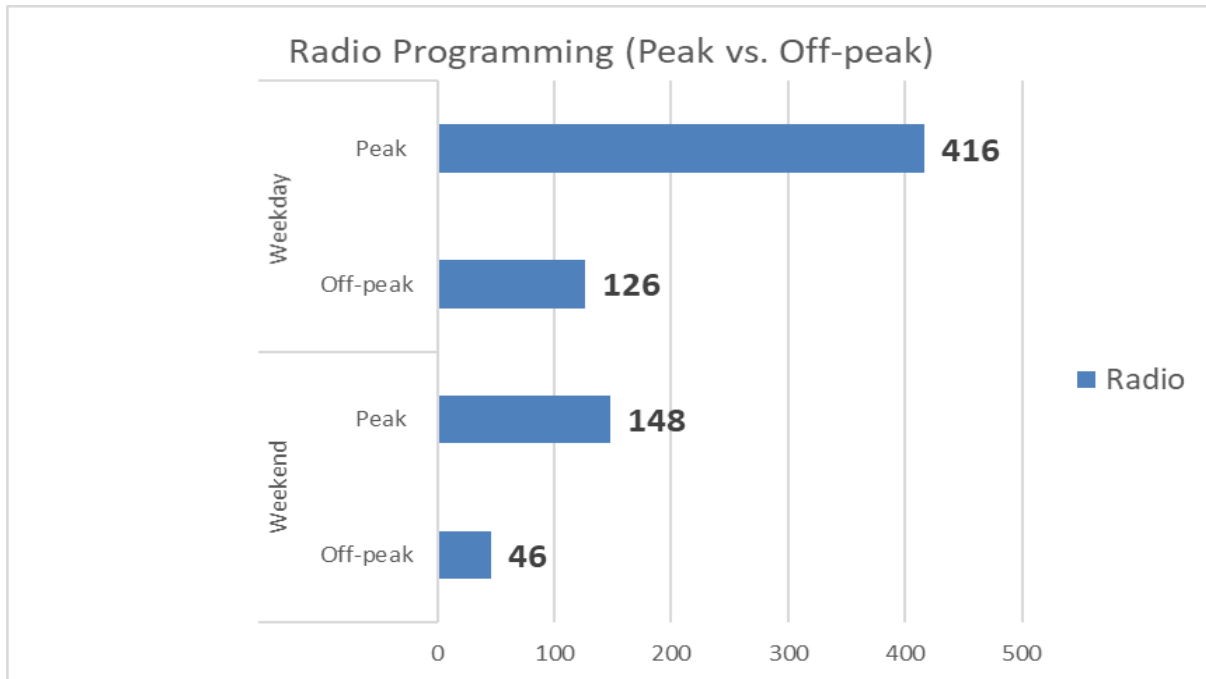
As already stated, there are a number of ways in which peak/off-peak figures can be analysed, and a range of perspectives should be considered (see **Sections 4.3a, 4.3b** and **4.3c** below).

4.3a Radio/TV programming based on Sound & Vision peak/off-peak categorisations

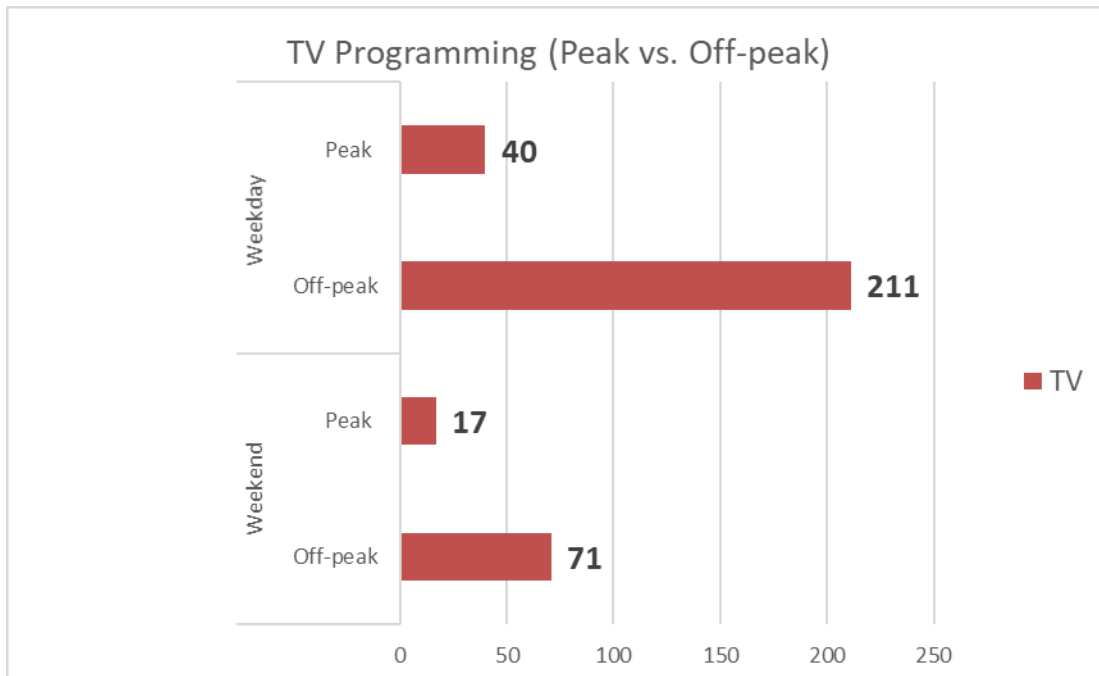
In the following representations, peak times for Irish/Bilingual programming are calculated on the following basis: Radio 7am-Midnight / TV 6pm-Midnight. These calculations are based on guidance information from BAI S&V 3 Guidelines (Section 3.7 Peak-Time Broadcast, Irish Language and long-form programmes), where peak-time broadcast hours for both Radio and Television extend up to midnight. Using these parameters across Radio/TV services combined, the breakdown for Weekdays was 58% (peak) : 42% (off-peak). The breakdown for Weekends was 59% (peak) : 41% (off-peak). Programme numbers are indicated in the table and charts below.

Total Irish/Bilingual programmes	Radio	TV	Grand Total
Weekday	542	251	793
Peak	416	40	456
Off-peak	126	211	337
Weekend	194	88	282
Peak	148	17	165
Off-peak	46	71	117
Grand Total	736	339	1,075

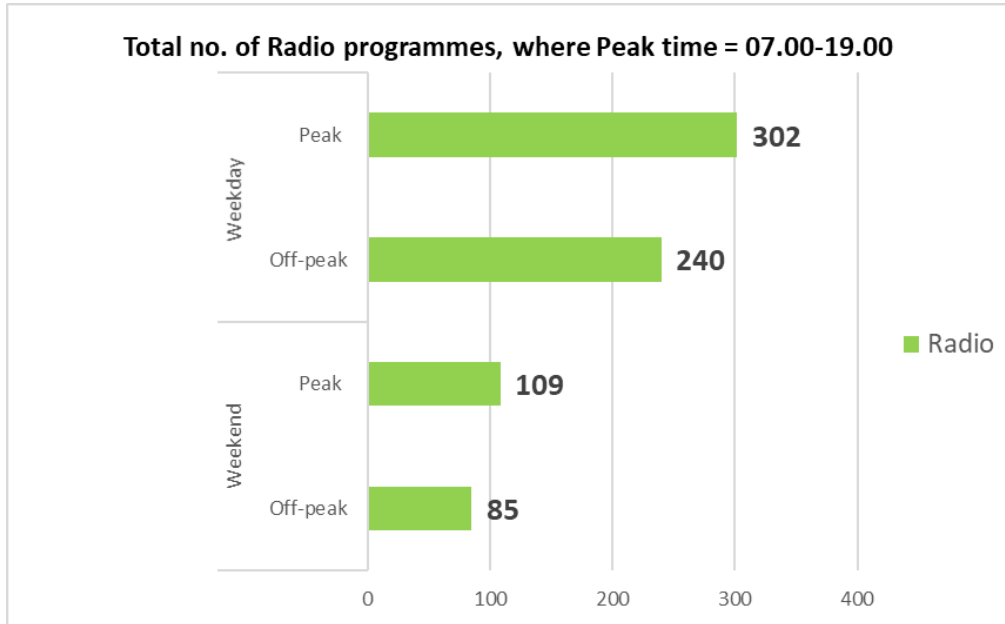
Across all radio services, a total of 542 Irish/Bilingual programmes were broadcast from Monday to Friday and a total of 194 programmes were broadcast at the weekend. The breakdown for Weekdays was 77% (peak) : 23% (off-peak). The breakdown for Weekends was 76% (peak) : 24% (off-peak).



Across all TV services, a total of 251 Irish/Bilingual programmes were broadcast from Monday to Friday and a total of 88 programmes were broadcast at the weekend. The breakdown for Weekdays was 16% (peak) : 84% (off-peak). The breakdown for Weekends was 19% (peak) : 81% (off-peak). As previously noted, the lower TV percentage is due to the large volume of Children’s programming.



4.3b Alternative view for Radio, where Peak Listening is categorised as 07.00-19.00



Again, it may be useful, for comparative purposes, to view alternative data for Radio, where Peak Hours are defined as 07.00-19.00. Using the latter parameters, Weekday figures indicate that 302 Irish/Bilingual programmes (56%) were broadcast during peak hours and 240 programmes (44%) were broadcast during off-peak hours. At the Weekend, 109 Irish/Bilingual programmes (56%) were broadcast during peak hours and 85 programmes (44%) were broadcast during off-peak hours.

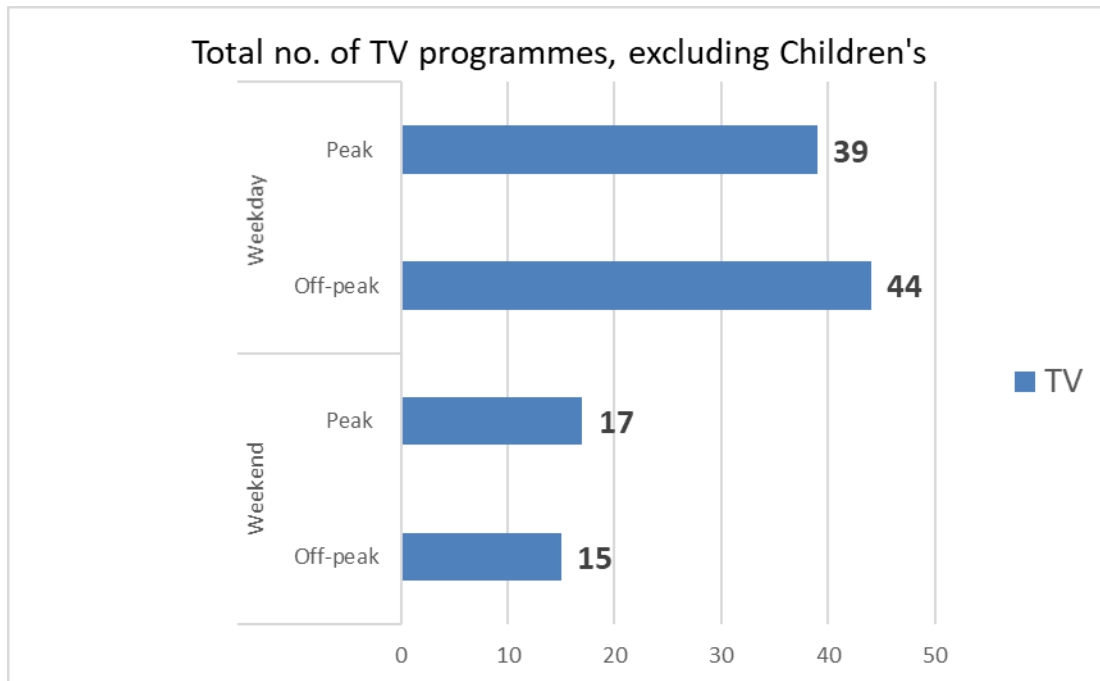
Using these alternative percentages as reference points, analysis indicates that a moderately greater amount of Irish/Bilingual programming is being broadcast during perceived peak listening times, both on Weekdays and at Weekends.

Where Peak hours are 0700-1900	No. of Radio Programmes	Percentage
Weekday	542	
Peak	302	56%
Off-peak	240	44%
Weekend	194	
Peak	109	56%
Off-peak	85	44%
Grand Total	736	

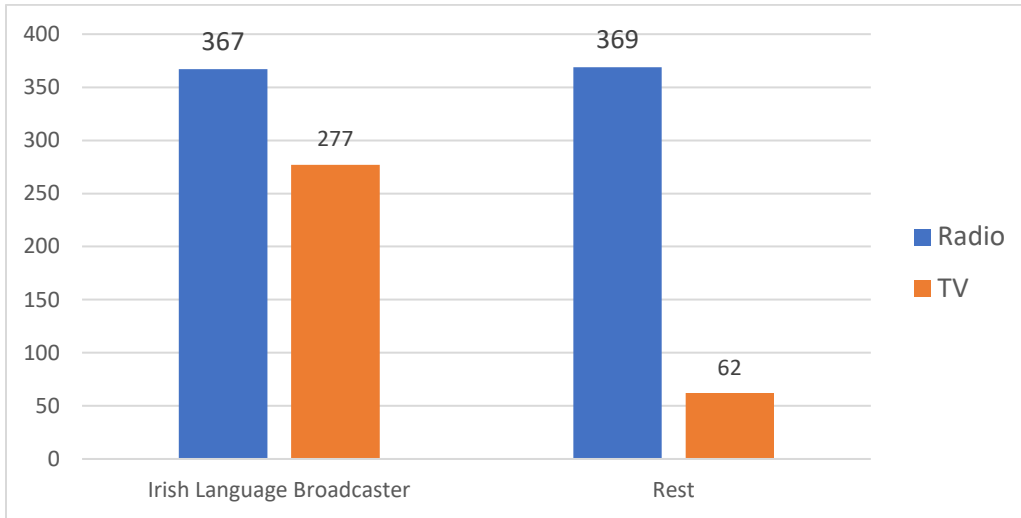
4.3c Alternative view for TV, where Children’s programming is excluded

Excluding Children’s programmes, a total of 115 Irish/Bilingual programmes were broadcast; 83 (or 72%) were broadcast from Monday to Friday and 32 (or 28%) were broadcast on Saturday/Sunday. There is a slightly lower peak-time percentage during weekdays (47%) but this is balanced at the weekend by a slightly higher percentage of 53%. As previously indicated, these programme figures, based on programmes pitched at an All Adult, 15+ audience, give a more realistic representation of peak/off-peak broadcasting for television.

TV, excluding Children’s programming	No. of TV programmes	Percentage
Weekday	83	
Peak	39	47%
Off-peak	44	53%
Weekend	32	
Peak	17	53%
Off-peak	15	47%
Grand Total	115	



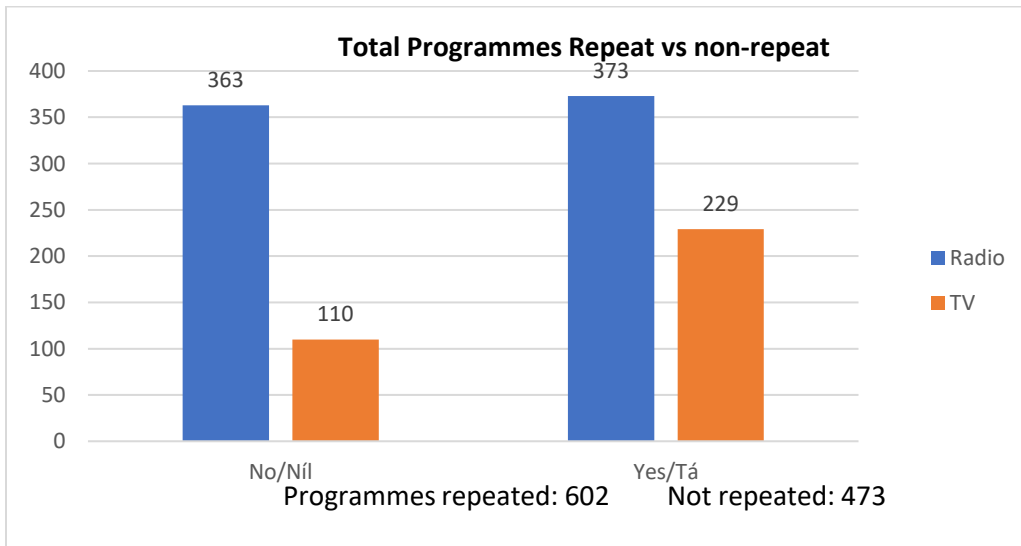
4.4 Total no. of programmes – Irish Language Broadcasters vs. Rest (TV/Radio)



Broadcaster	Radio	TV	Grand Total
Irish Language Broadcaster	367	277	644
Rest	369	62	431
Grand Total	736	339	1,075

On Radio services, there was an even split in programme production, with Irish Language Broadcasters producing 50% of all the programmes, and 50% being produced by the Rest of the broadcasters. On TV services, a far greater percentage of Irish/Bilingual programmes originated from Irish Language broadcasters, at 82%.

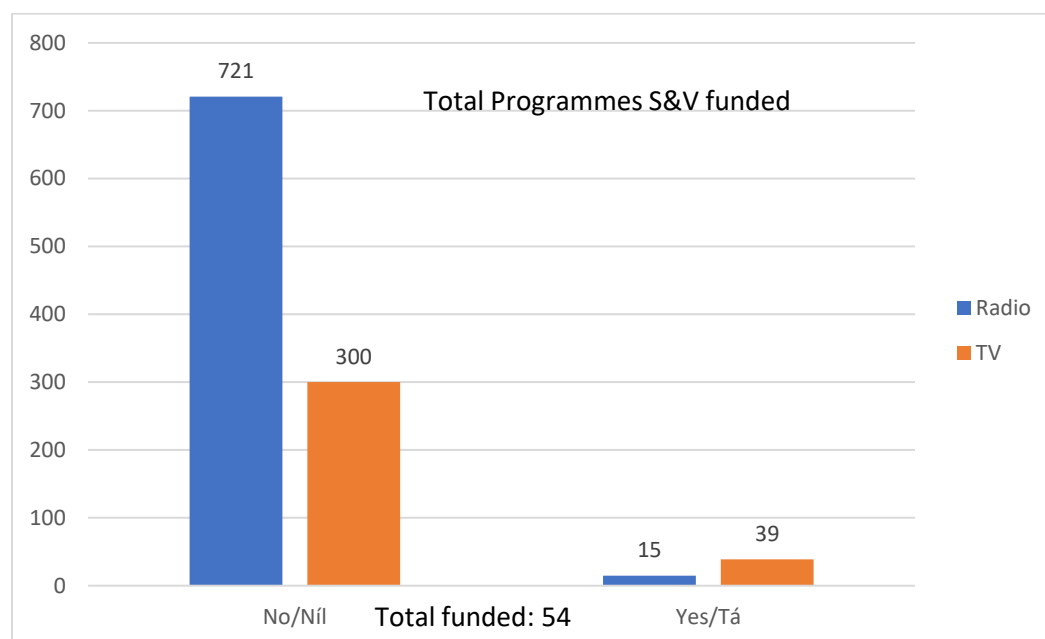
4.5 Total no. of programmes – Repeat vs. Non-Repeat (TV/Radio)



Repeat programme?	Radio	TV	Grand Total
No/Níl	363	110	473
Yes/Tá	373	229	602
Grand Total	736	339	1,075

There was a significant number of repeat programmes on both TV and Radio Services. Across TV/Radio services combined, 56% of Irish/Bilingual programmes were repeat broadcasts. On Radio services alone, 51% of programmes were repeat broadcasts. The proportion was higher on TV services, where 68% of programmes were repeat broadcasts.

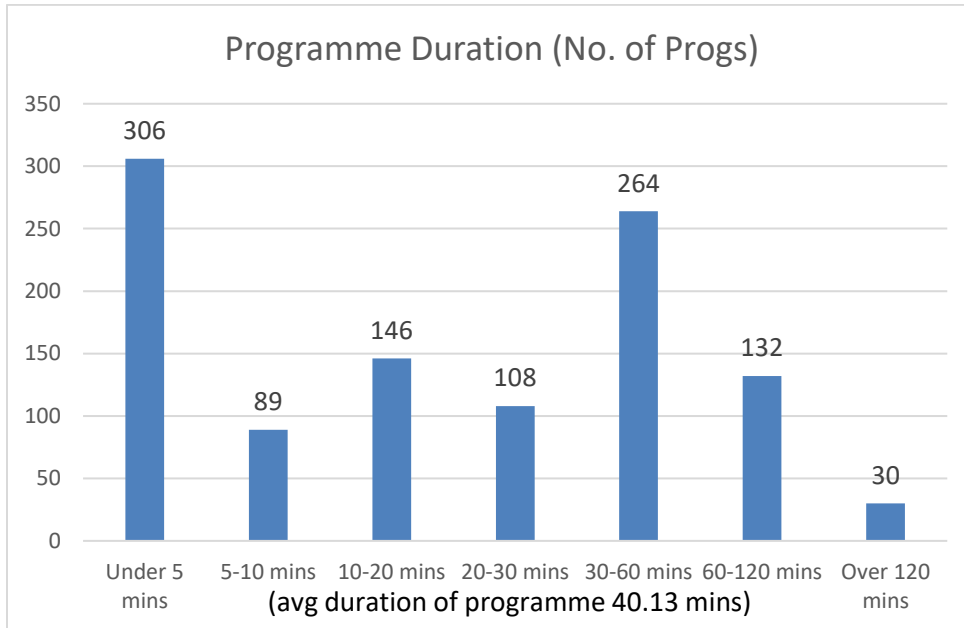
4.6 Total no. of BAI Sound & Vision-funded programmes (TV/Radio)



S&V-funded?	Radio	TV	Grand Total
No/Níl	721	300	1021
Yes/Tá	15	39	54
Grand Total	736	339	1,075

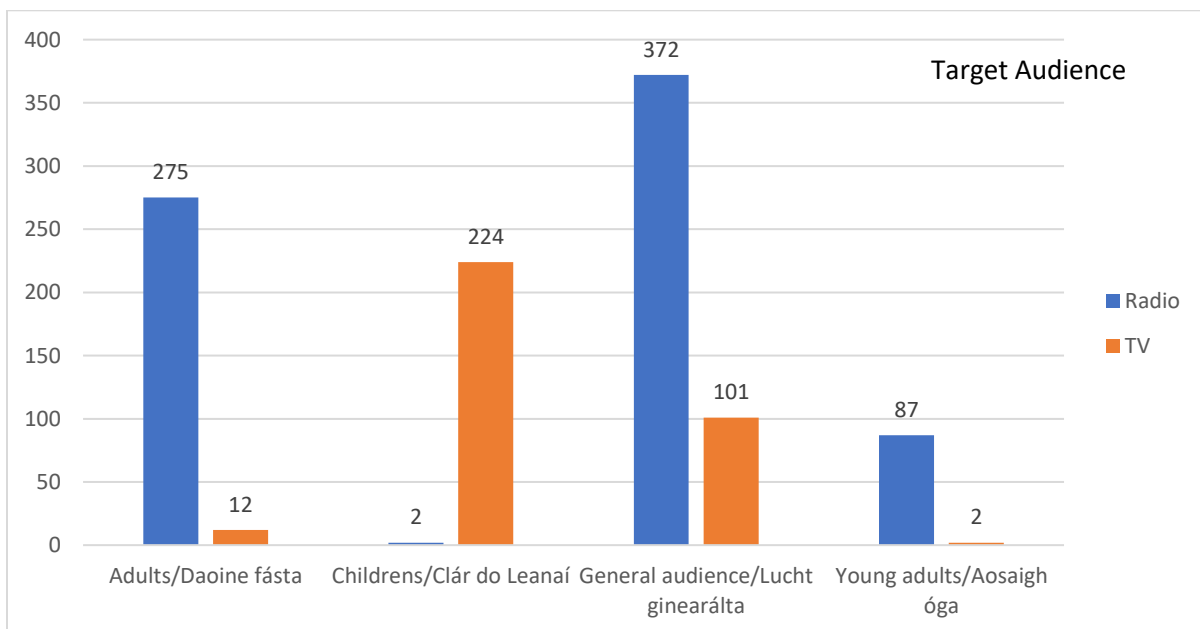
Of the 1,075 Irish/Bilingual programmes broadcast on TV/Radio services combined, 54 were categorised as S&V-funded. This is a combined percentage of 5%. On Radio services alone, 2% of programmes were S&V-funded. On TV Services alone, 12% of programmes were S&V-funded. Given that a minimum of 20%-25% of Sound & Vision funding is allocated to programming in the Irish Language, these percentages appear low, and it may be the case that funding is allocated to fewer, higher-value projects.

4.7 Programme duration



It is notable that, of the total 1075 Irish/Bilingual programmes broadcast, 306 (28%) were of a short duration (under 5 minutes in duration). Examples of Radio programmes of this length would be short form entertainment segments on Irish musicians, spiritual reflections, snippets of Irish history / culture and Irish phrases. Short form TV programmes include Nuacht bulletins, Irish language weather forecasts and cartoons. Across all programmes (TV/Radio) the average programme duration was just over 40 minutes. The average programme duration for TV was 16.3 minutes and for Radio was just over 51 minutes.

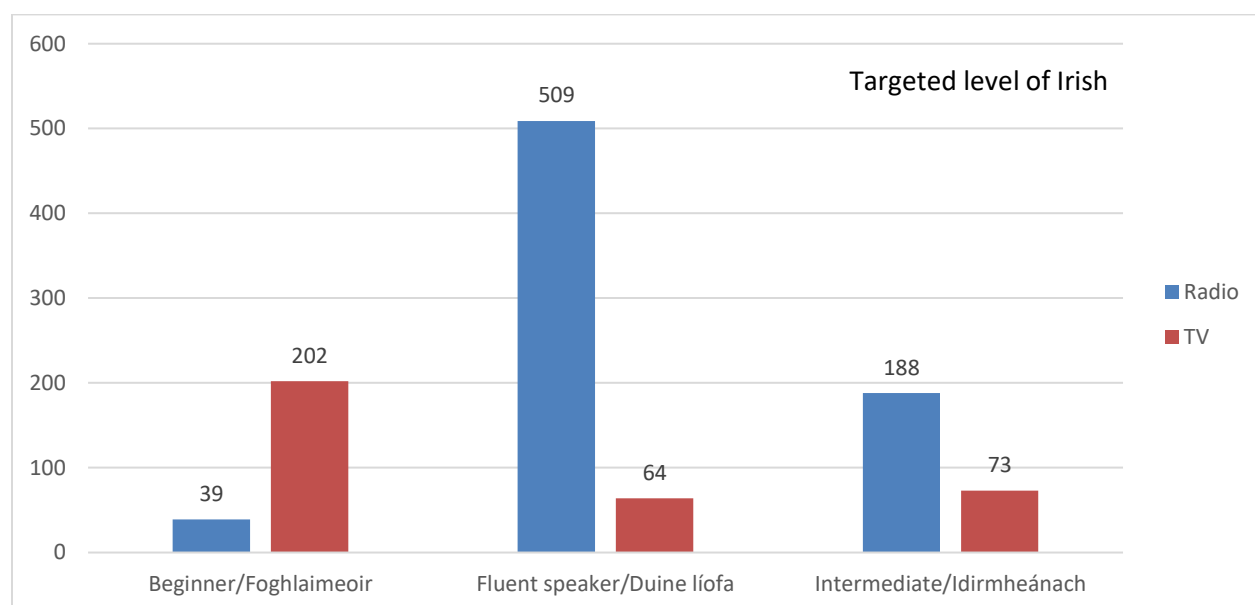
4.8 Target Audience of Programmes



Target audience of programme	Radio	TV	Grand Total
Adults/Daoine fásta	275	12	287
Children's/Clár do Leanaí	2	224	226
General audience/Lucht ginearálta	372	101	473
Young adults/Aosaigh óga	87	2	89
Grand Total	736	339	1,075

Irish/Bilingual programming on Radio, for the most part, was targeted at General audiences or Adults, with very little programming aimed at young children. Conversely, the largest target audience for TV Irish/Bilingual programming was young children, followed by General audiences and Adults.

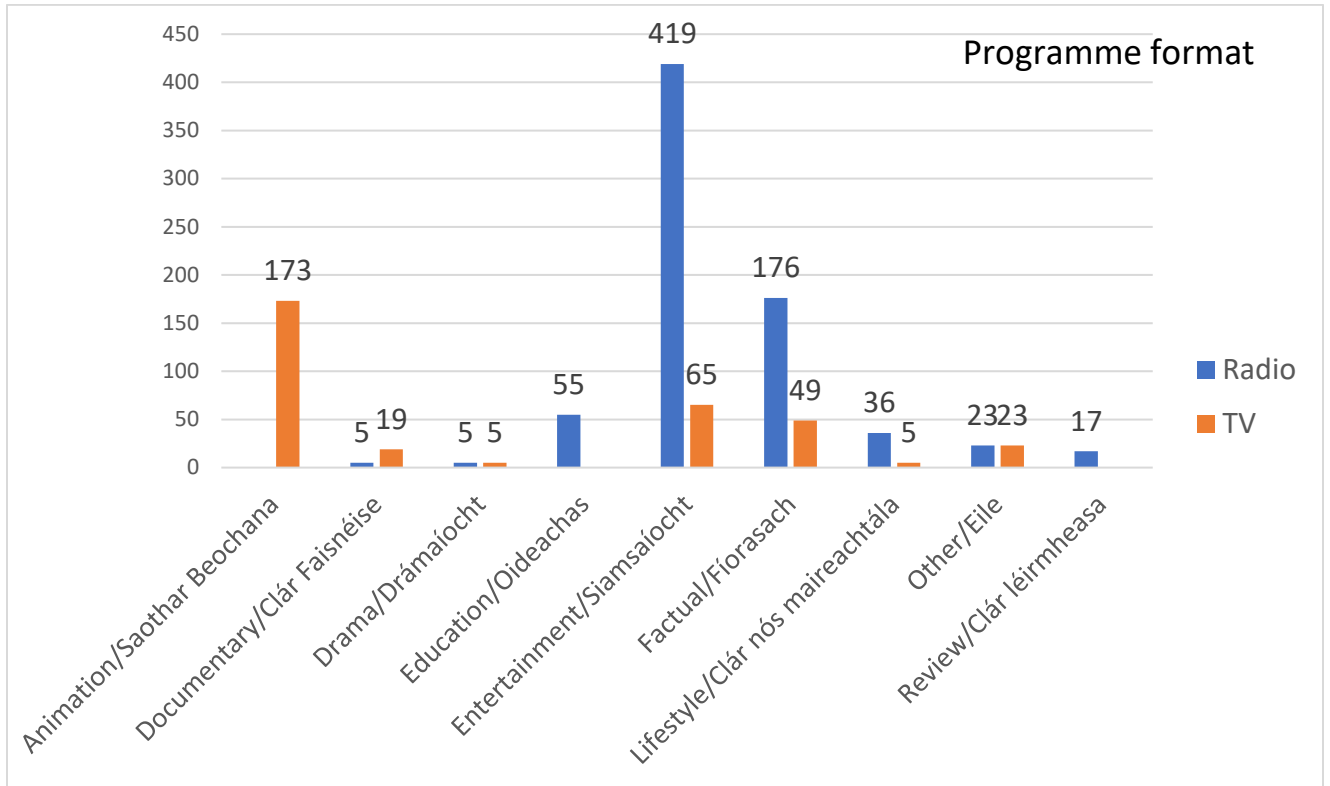
4.9 Targeted level of Irish in the programmes



Targeted level of Irish	Radio	TV	Grand Total
Beginner/Foghlaimoír	39	202	241
Fluent speaker/Duine líofa	509	64	573
Intermediate/Idirmheánach	188	73	261
Grand Total	736	339	1,075

For Irish/Bilingual programmes on Radio, the greatest target audience was Fluent Speakers, followed by Intermediate and Beginners, which perhaps reflects the tendency to gear programming towards Adults. TV programmes followed the opposite pattern; the greatest target audience for Irish/Bilingual programming was Beginners, followed by Intermediate and Fluent Speakers, which is reflective of the higher amount of programming aimed at Children and General audiences.

4.10 Analysis of Programme Format



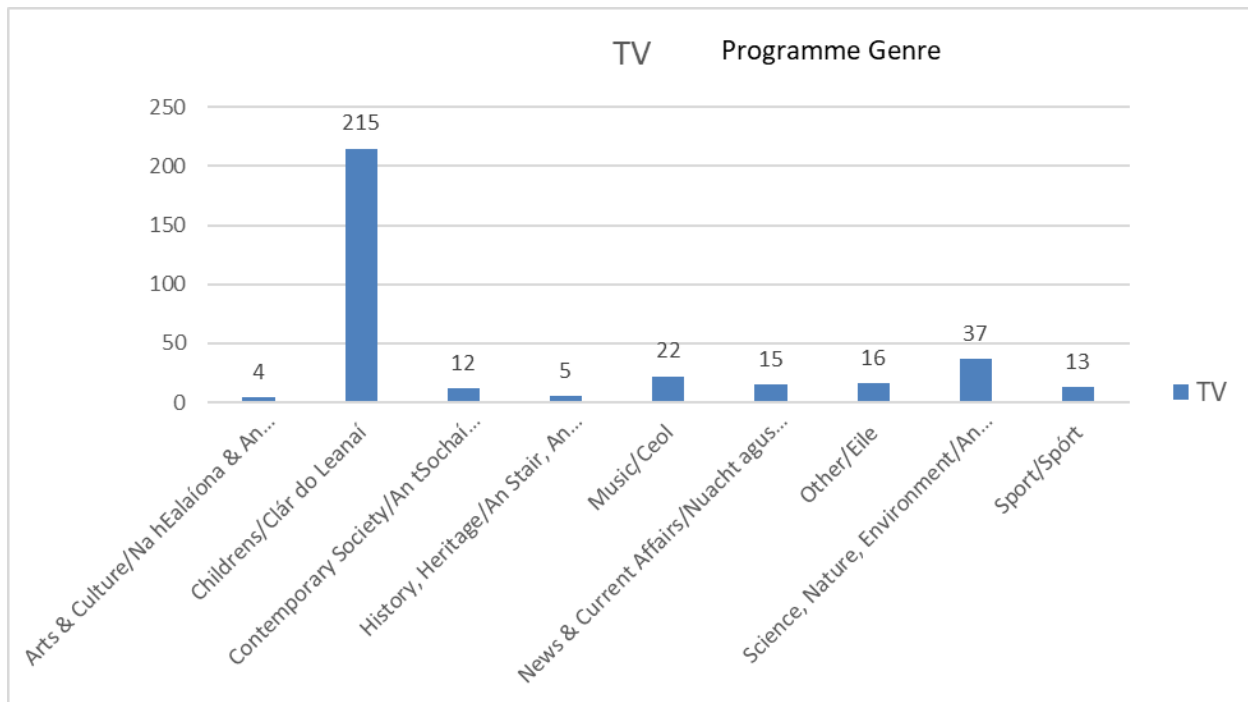
Programme Format	Radio	TV	Grand Total
Animation/Saothar Beochana		173	173
Documentary/Clár Faisnéise	5	19	24
Drama/Drámaíocht	5	5	10
Education/Oideachas	55		55
Entertainment/Siamsaíocht	419	65	484
Factual/Fíorasach	176	49	225
Lifestyle/Clár nós maireachtála	36	5	41
Other/Eile	23	23	46
Review/Clár léirmheasa	17		17
Grand Total	736	339	1,075

In Radio programming, the most popular programme format was Entertainment, at 57%, followed by Factual Programming (24%) and Education (7.5%). In TV programming, the most popular programme format was Animation, at 51%, followed by Entertainment (19%) and Factual Programming (14.5%).

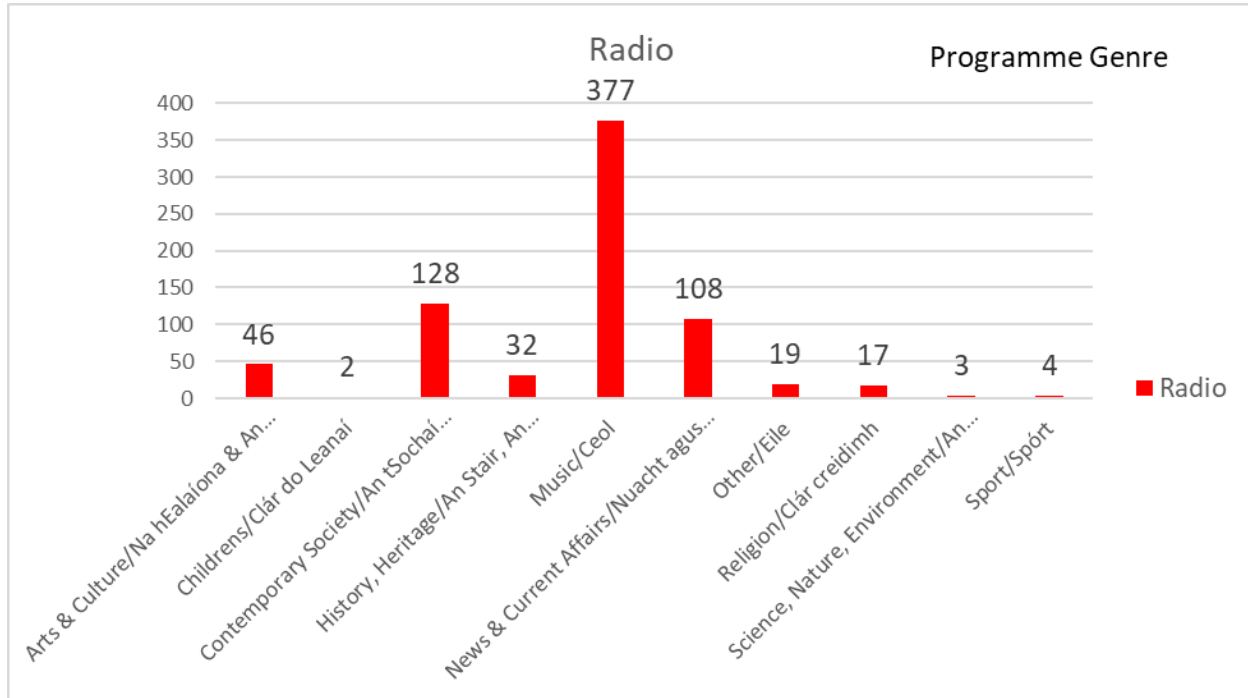
4.11 Analysis of Programme Genre

Programme Genre	Radio	TV	Grand Total
Arts & Culture/Na hEalaíona & An Cultúr	46	4	50
Children's/Clár do Leanaí	2	215	217
Contemporary Society/An tSochaí Chomhaimseartha	128	12	140
History, Heritage/An Stair, An Oidhreacht	32	5	37
Music/Ceol	377	22	399
News & Current Affairs/Nuacht agus Cúrsaí Reatha	108	15	123
Other/Eile	19	16	35
Religion/Clár creidimh	17		17
Science, Nature, Environment/An Eolaíocht, An Dúlra, An Timpeallacht	3	37	40
Sport/Spórt	4	13	17
Grand Total	736	339	1,075

The most popular TV genre was Children's, which constituted 63.4% of all Irish/Bilingual programmes. This was followed by Science, Nature & the Environment (10.9%) and Music (6.5%).



Regarding Radio programmes, the most popular genre by far was Music, at 51.2% of all Irish/Bilingual programmes. This was followed by Contemporary Society (17.4%) and News & Current Affairs (14.7%).



5. Compliance

Although Irish Language data collection was not conducted for Compliance purposes, it can be very positively noted that of the 60 participating services licensed by the BAI, 50 (83.3%) were performing at or above their Irish language commitments. Five stations (8.3%) were partially compliant with their commitments and a further five stations (8.3%) were not operating in compliance with their Irish language commitments and broadcast no Irish/Bilingual programming during the requested week. The BAI would note the challenges for volunteer led community stations in this regard, particularly where fluent / Irish speaking presenters are unable to attend on a given day or week. The BAI is always available to offer advice/support to community services where they are experiencing difficulties with programming. It is commendable that there was a very high level of compliance across commercial stations.

As previously mentioned, the spreadsheet also afforded broadcasters an opportunity to comment on Irish-language achievements carried out in addition to the required PPS contractual commitments. It is clear from these responses that many broadcasters are champions of the Irish language, from the everyday effort of the injection of 'cúpla focal' into English language programmes, to the provision of additional programming to celebrate the Irish language during Seachtain na Gaeilge. Sharing of programming is also in evidence, for example there are many instances of Raidió na Life offerings being rebroadcast on other stations.

With regard to compliance measurements for Public Service Broadcasters, the BAI monitors PSB objects by reviewing, on a yearly basis, the broadcasters' annual statement of performance commitments. TG4's Annual Statement of Performance Commitments (2019) was assessed by the Authority in relation to audience targets, programme content and the promotion and development of the Irish language and culture. The Authority was satisfied that the commitments were in line with TG4's statutory objects, its statement of strategy and Public Service Statement. RTÉ's Annual Statement of Performance Commitments (2019) included two specific targets relating to the broadcaster's performance in the Irish language. The first target (Target #4e) focused on the wider public perception of RTÉ as a provider of a comprehensive service for Irish speakers as whole. The second target (Target# 4f) centred on maintaining Raidió na Gaeltachta's weekly reach among adults. On review of RTE's Annual Statement of Performance Commitments, the Authority was satisfied that commitments were in line with the objectives of RTÉ's current Strategic Plan.

6. Conclusion

The BAI is grateful to broadcasters for their assistance in this Data Collection project. There was a high level of engagement from broadcasters, who collaborated with the request to submit Irish Language programme data and recordings and who co-operated with BAI staff conducting follow-up queries. In general, there was a significant amount of follow-up work required, with development outcomes for the BAI and for the broadcasters. From a BAI perspective, process evaluation has taken place, and improved processes will be in place for future data-gathering requests. From an industry perspective, some broadcasters are now more aware of shortfalls in the delivery of their Irish language programming commitments, and ought to identify ways to mitigate or avoid such instances in the future.

The Irish Language Data Collection Project is committed to building up data and to developing a knowledge base in relation to Irish/Bilingual programming being broadcast by the Irish TV/Radio sector, identifying opportunities as well as challenges. While acknowledging that much work has to be done to increase the amount of Irish language programming on offer, the project has also provided a very useful starting point, and a very good data source for further examination and analysis.

Appendix 1: List of all participating stations

TV/Radio	Content / Service Type	Station Name
TV	Public Service	RTÉ1
TV	Public Service	RTÉ2
TV	Public Service	TG4
TV	Public Service	RTÉ Jr
Radio	Public Service	RTÉ Radio 1
Radio	Public Service	RTÉ 2FM
Radio	Public Service	RTÉ Raidió na Gaeltachta
TV	General	Virgin Media 1
TV	General	Virgin Media 2
TV	General	Virgin Media 3
TV	Community-driven	Cork Community TV
TV	Community-driven	DCTV
Radio	Music-driven Youth	Raidió Rí-Rá
Radio	Music-driven	Classic Hits
Radio	Music-driven Local	98FM
Radio	Music-Driven Youth	Beat 102-103 FM
Radio	Broad Format	Clare FM
Radio	Music Driven	Cork's 96FM
Radio	Music Driven	C103
Radio	Music Driven Youth	Cork's Red FM
Radio	Music Driven	Dublin's Q102
Radio	Broad Format	East Coast FM
Radio	Music-driven Youth	FM104
Radio	Broad Format	Galway Bay FM
Radio	Broad Format	Highland Radio
Radio	Music-driven Youth	iRadio NEM
Radio	Music-driven Youth	iRadio NW
Radio	Broad Format	KCLR 96FM
Radio	Broad Format	KFM
Radio	Broad Format	Limerick's Live 95 FM
Radio	Broad Format	LMFM
Radio	Broad Format	Midlands 103
Radio	Broad Format	Midwest Radio
Radio	Speech-driven	Newstalk 106-108FM
Radio	Broad Format	Ocean FM
Radio	Broad Format	Radio Kerry
Radio	Music-driven Niche Music	Radio Nova
Radio	Broad Format	Shannonside/Northern Sound FM
Radio	Broad Format	South East Radio
Radio	Music-driven Youth	Spin 1038
Radio	Music-driven Youth	Spin South West
Radio	Christian Religious Service	Spirit Radio
Radio	Music-driven Niche Music	Sunshine106.8
Radio	Broad Format	Tipp FM
Radio	Music-driven	Today FM

Radio	Broad Format	WLR FM
Radio	Community-driven	Athlone Community Radio
Radio	Community-driven	Claremorris Community Radio
Radio	Community-driven	Community Radio Castlebar
Radio	Community-driven	Community Radio Kilkenny City
Radio	Community-driven	Community Radio Youghal
Radio	Community-driven	Connemara Community Radio
Radio	Community-driven	Dublin City FM
Radio	Community-driven	Dublin South FM
Radio	Community-driven	Dundalk FM
Radio	Community of Interest Students	Flirt FM
Radio	Community of Interest Religious	Life FM
Radio	Community-driven	Liffey Sound FM
Radio	Community-driven	NEAR FM
Radio	Community-driven	Phoenix FM
Radio	Community-driven	Raidió Corca Baiscinn
Radio	Community-driven	Raidió Na Life
Radio	Community-driven	Ros FM
Radio	Community-driven	Tipperary Mid West Community Radio
Radio	Community of Interest Students	UCC 98.3FM
Radio	Community-driven	West Limerick 102FM
Radio	Community of Interest Students	Wired FM

Appendix 2: Programme Data requested from Broadcasters

Broadcasters were asked to provide the following data for each Irish/Bilingual programme:

Programme Name/Ainm Cláir	Enter name of programme
Duration (minutes)/Fad (Noiméid)	Enter duration in minutes/partial minutes
Broadcast date/Dáta an Chraolta	Enter Date from 07/10/2019 to 13/10/2019
Start time/Am tosaigh	Enter Start Time
End time/Am deiridh	Enter End Time
Repeat/Athchraoladh	Select from: <ul style="list-style-type: none"> • Yes/Tá • No/Níl
Language/Teanga	Select from: <ul style="list-style-type: none"> • Irish only/Lán-Ghaeilge • Bilingual/Dátheangach
Target audience/Sprioclucht spéise	Select from: <ul style="list-style-type: none"> • Adults/Daoine fásta • Young adults/Aosaigh óga • Childrens/Clár do Leanáí • General audience/Lucht ginearálta
Level of Irish/Leibhéal Gaeilge	Select from: <ul style="list-style-type: none"> • Fluent speaker/Duine líofa • Intermediate/Idirmheánach • Beginner/Foghlaimoir
Programme Format/Formáid an Chláir	Select from: <ul style="list-style-type: none"> • Documentary/Clár Faisnéise • Factual/Fíorasach • Animation/Saothar Beochana • Education/Oideachas • Drama/Drámaíocht • Entertainment/Siamsaíocht • Lifestyle/Clár nós maireachtála • Review/Clár léirmheasa • Other/Eile
Programme Genre/Séanra an Chláir	Select from: <ul style="list-style-type: none"> • News & Current Affairs/Nuacht agus Cúrsaí Reatha • Sport/Spórt • Arts & Culture/Na hEalaíona & An Cultúr • Music/Ceol • Comedy/Coiméide • Childrens/Clár do Leanáí • Contemporary Society/An tSochaí Chomhaimseartha • History, Heritage/An Stair, An Oidhreacht • Science, Nature, Environment/An Eolaíocht, An Dúlra, An Timpeallacht • Adult or Media Literacy/Litearthacht Aosach nó Litearthacht ó thaobh na Meán

	<ul style="list-style-type: none"> • Religion/Clár creidimh • Other/Eile
S&V-funded?/Maoinithe ag F&F?	Select from: Yes/Tá No/Níl
Supplementary programming/ Clár breise, e.g. Seachtain na Gaeilge	Broadcasters were given the option to submit detail and recordings in relation to additional efforts to promote the Irish language during other dates in 2019. Comments were noted in relation to this. Specific programme data was not included in total minutage/total programmes.