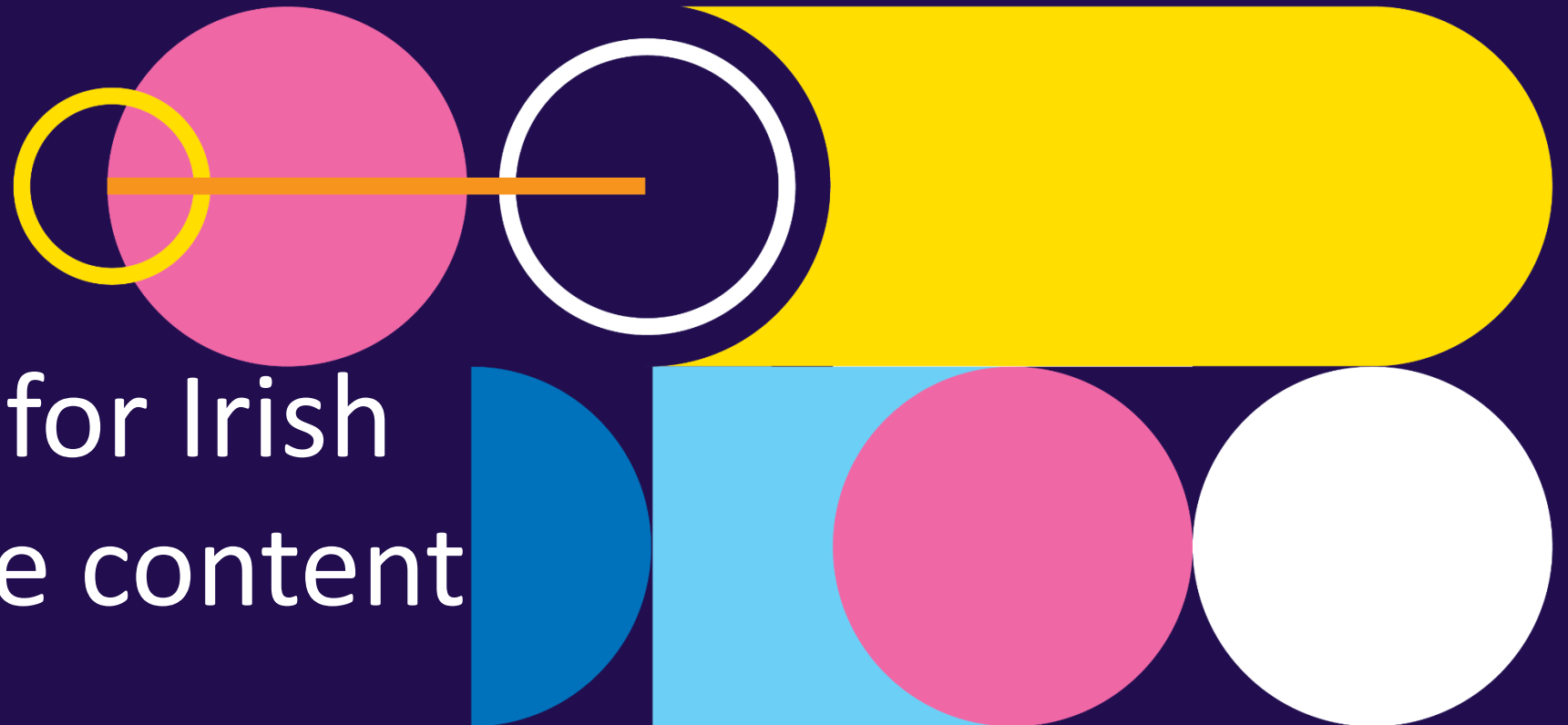


Sound & Vision Round 38

Funding for Irish
Language content

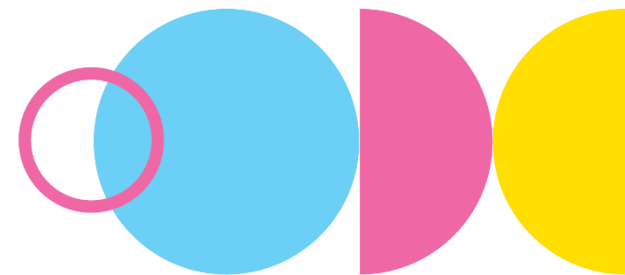


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Round 38 summary:

- ✓ Round 38 was an open round (open to Radio & Television and commercial/Public Service Broadcasters and Community Stations) with a fund of €5.5m to award.
- ✓ As part of Round 38 there was an additional funding stream of €1.4m specifically for projects that supported the live music industry.
- ✓ The BAI received 247 applications to the Round in total (both Radio & Television)
- ✓ 166 radio; 81 television
- ✓ Value of applications received:
 - ☐ €18.79m to the open round (€1.26m radio; €17.52m television)
 - ☐ €3.4m to the Live Music Sector Fund (€978k radio; €2.43m television)



Funding awarded Round 38

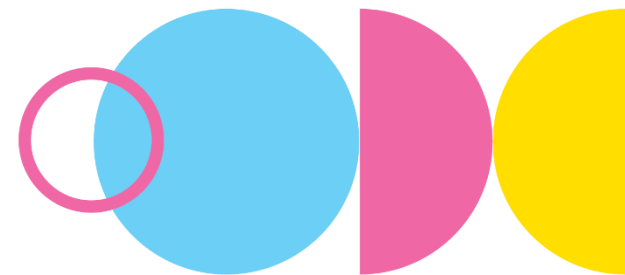
- ✓ 96 projects received funding from the open fund.
 - ☐ (74 radio value €666,976; 22 television value €5.22m)

- ✓ 8 projects received funding from the Live Music Industry fund.
 - ☐ (4 radio value €382k; 4 television value €1.02m)

- ✓ €7.2m awarded in total

Funding for Irish language/Bilingual content in the Sound & Vision Scheme generally:

- 20-25% of the available funding for each round of Sound & Vision is committed to Irish language/Bilingual projects.
- Under the conditions of the Sound & Vision scheme applicants must demonstrate that at least 30% of the programme will be in Irish for it to qualify as a Bilingual project.

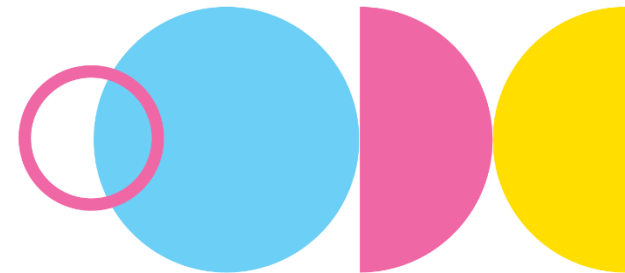


Funding for Irish language content in round 38

- ✓ The BAI received applications to value of €5.6m in respect of Irish language/Bilingual; projects in this round. This was approximately 25% of the total amount requested in the round.
- ✓ €1.8m was awarded to Irish language/Bilingual projects in round 38. This amounts to approximately 25%.
- ✓ This was approximately 33% of the total funding amount requested for Irish language/Bilingual projects. This was consistent with the overall level of funding awarded vs funding requested. (c.22m requested, c.7m awarded).
- ✓ There were 34 Irish language/Bilingual applications.
- ✓ There were 7 radio applications; 6 were successful. 5 received funding from the open fund, 1 from the live music sector fund. Total value €107k
- ✓ There were 27 television applications: 7 were successful. 6 from the open fund, 1 from the live music sector round. Total value value €1.73m



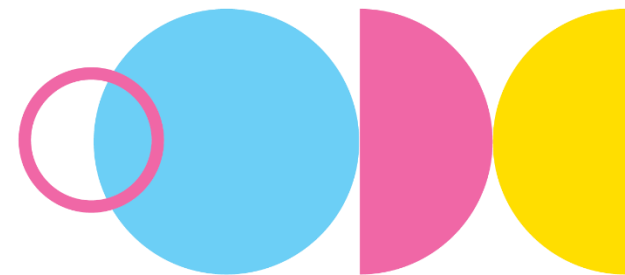
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- ✓ Approximately 33% of all television applications were for Irish language/Bilingual projects.
- ✓ Approximately 4.5% of all radio applications were for Irish language/Bilingual projects.
 - ✓ 22 television projects funded in total. 7/22 Irish language/Bilingual (c.33% of all television projects)
 - ✓ 74 radio projects funded in total. 6/74 Irish language/Bilingual (c. 9% of all radio projects)
- ✓ The formats that received funding were as follows:
 - 5 Documentary
 - 5 Entertainment
 - 2 Education
 - 1 Feature Film
- ✓ The genres that received funding were as follows:
 - 11 Arts/Culture
 - 2 Childrens
 - 11 Contemporary Society
 - 7 History/Heritage
 - 3 Science/Nature/Environment



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The channels where the funded programmes will be broadcast:

TG4

RTÉ One

RTÉ Jr.

RTÉ Raidió na Gaeltachta

Radio Corca Baiscinn

Connemara Community Radio

Beat FM

Dublin City FM

Round 40 Sound & Vision

round 40 of Sound & Vision will open officially on 24 June 2021.

All information will be available from the BAI website bai.ie from that date.

