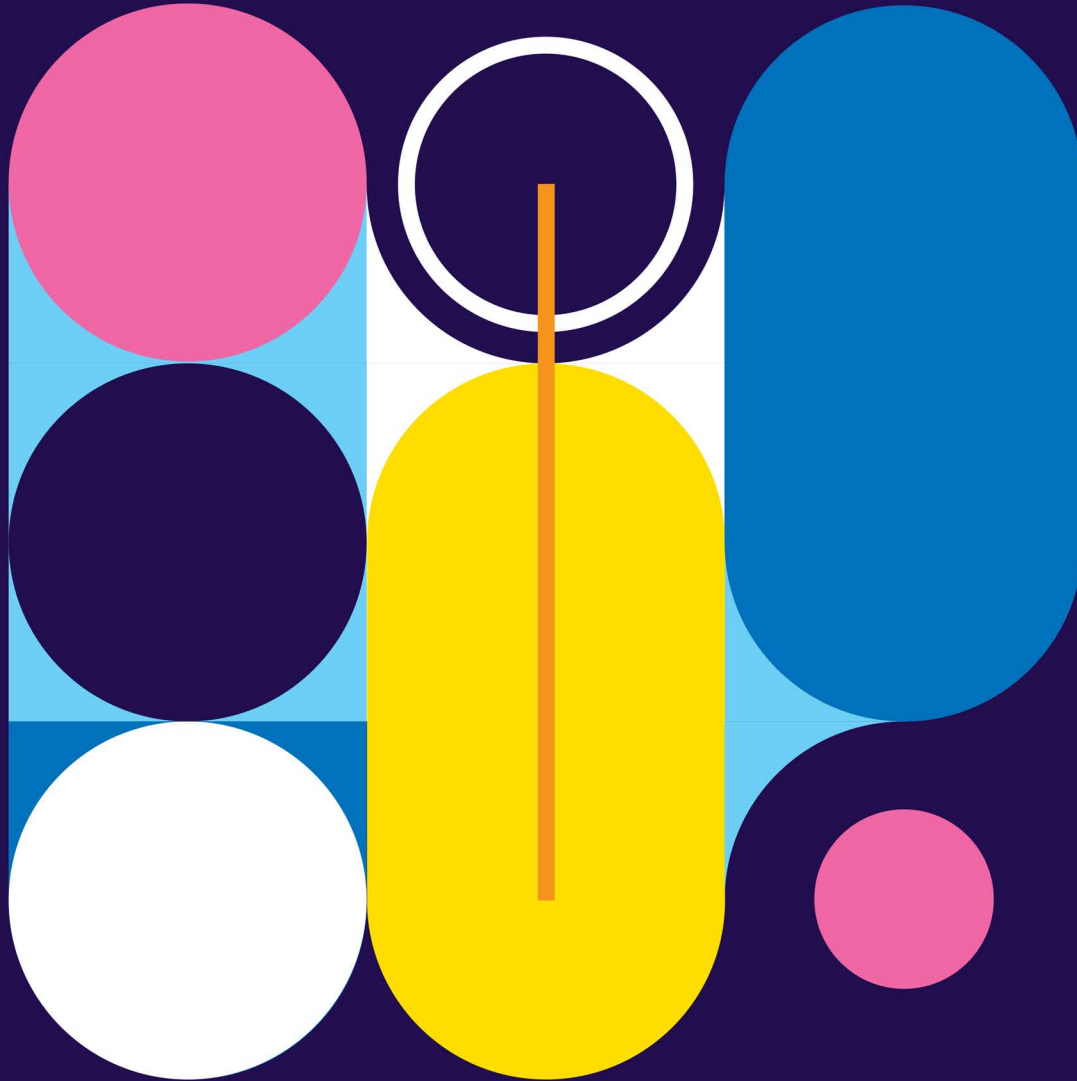




ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND



BAI Commercial Radio Licensing Plan 2022

May 2022

BAI Commercial Radio (FM) Licensing Plan 2022

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 Strategy¹, published in November 2018, 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 licensing activity to be commenced in 2022.

This licensing plan comprises the undertaking of the relicensing process for 11 local broad-format sound broadcasting services and 3 local music-driven sound broadcasting services as detailed in the table hereunder.

	Service Type	Franchise Area	Target Audience
1.	A sound broadcasting contract for one (1) Local Broad-Format Service	County Mayo	All Adults
2.	A sound broadcasting contract for one (1) Local Broad-Format Service	Galway City and County	All Adults
3.	A sound broadcasting contract for one (1) Local Broad-Format Service	Counties Louth and Meath	All Adults
4.	A sound broadcasting contract for one (1) Local Broad-Format Service	Waterford City and County	All Adults
5.	A sound broadcasting contract for one (1) Local Broad-Format Service	County Clare	All Adults
6.	A sound broadcasting contract for one (1) Local Broad-Format Service	County Wexford	All Adults
7.	A sound broadcasting contract for two (2) Local Broad-Format Services	Service 1: Counties Cavan and Monaghan Service 2: Counties Longford, Roscommon and South Leitrim	All Adults
8.	A sound broadcasting contract for one (1) Local Broad-Format Service	County Wicklow	All Adults
9.	A sound broadcasting contract for one (1) Local Music-Driven Service	Dublin City and County	15 – 34 age group
10.	A sound broadcasting contract for one (1) Local Music-Driven Service	Dublin City and County	25-44-year-olds
11.	A sound broadcasting contract for one (1) Local Broad-Format Service	County Tipperary	All Adults
12.	A sound broadcasting contract for one (1) Local Music-Driven Service	Cork City and County	15 – 34 age group
13.	A sound broadcasting contract for one (1) Local Broad-Format Service	County Kildare	All Adults

¹ <https://www.bai.ie/en/bai-publishes-revised-broadcasting-services-strategy/>