



## A HYBRID IRISH LANGUAGE RADIO SERVICE FOR 15-34 AGE GROUP

### Phase 2 Qualitative Research Study – November 2022

Conducted by **Bricolage** on behalf of: **Broadcasting Authority of Ireland, Foras na Gaeilge** and **Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media**



An Roinn Turasóireachta, Cultúir,  
Ealaíon, Gaeltachta, Spóirt agus Meán  
Department of Tourism, Culture,  
Arts, Gaeltacht, Sport and Media

# Bricolage

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# ***1. Project Context***

# The Mission:

**Provide an in-depth and actionable understanding of Irish-speaking youth listeners, their content preferences and audio listening habits - *in the context of considering the development of a new Irish language radio station***



*This research uncovers the white-spaces and opportunities relating to a new hybrid radio station with an emphasis on Irish language conversation.*

# The Methodology

## AUDIO CATEGORY AUDIT



Audit of current offerings in the audio content space, as well as relevant examples from the wider sphere of content.

## FUTURE-FOCUSED INTERVIEWS WITH 6 EXPERTS



Experts with a range of specialities, including television, radio, social media and content creation.

## ETHNOGRAPHIC DEEP DIVE WITH YOUNG IRISH LISTENERS + FOLLOW UP INTERVIEWS



Ethnographic tasks via online platform as well as follow up interviews with platform participants.

# Key Topics and Questions for this Research:

**GOAL: A rich understanding of 18–34\* cohort and their full media consumption to uncover gaps and emerging opportunity spaces for a new radio service + audio platform**

## Explore what content young people are listening to and engaging with:

- **Overall media:** The content and brands they engage with across media – *both in any language and as Gaeilge*
- **Audio / radio content specifically:** Current consumption of audio content; Appeal of different types of audio content – what draws them in? What would they love to see in the future – for both personal / social consumption?

## Explore what works well and less well with current offerings:

- **Audit of current Irish-language radio offerings:** Raidió Rí-Rá, Raidió na Gaeltachta and Raidió na Life. What elements of the brand and content offer appeal vs. less so? What elements of these stations engage a youth audience?

## Explore the emerging opportunity spaces for a new youth focused radio service / audio platform:

- **Learnings for new platform:** What can be built on from current audio content available
- **Gaps and opportunity spaces for a new platform:** What's missing in the youth focused audio space? What spaces can a youth focused audio platform as Gaeilge own? What would be engaging non-music audio content as Gaeilge?

*Note: It was decided collectively to focus on a sample aged 18–34, rather than 15–34, due to requirement for parental consent amongst younger age bracket*

## The Six Experts Engaged With:



**ALED JONES**

**Founder of Y Pod – Welsh language podcast hub. Previously BBC digital products (Radio Cymru, BBC Sounds)**



**CIAN GRIFFIN**

**Irish influencer. Content creator. Social media personality.**



**CAOIMHE NÍ CHATHAIL**

**Host of BBC Two's 'Croí na Ceiste'. YouTuber. TG4 presenter.**



**DONAL DINEEN**

**Irish DJ, radio + TV presenter, photographer + filmmaker. Presenter of 'Make Me an Island' podcast.**



**LORETTA NÍ GHABHÁIN**

**Founder + director of Lorg Media. Digital creator + social media consultant.**



**SIÚN NÍ DHUINN**

**Presenter of 'Beo ar Éigean' podcast. Co-founder of bilingual online website, 'As an Nua'. Content creator.**

# The Irish Language Audio Listeners We Heard From:

6 of the 19 Irish Language Audio Listeners who participated in this research:



ÁINE



BRIAN



JACK



CIAN



LEAH



ÉADAOIN

**19 AUDIO LISTENERS, BASED IN BOTH GAELTACHT + NON-GAELTACHT AREAS**

**A MIX OF NATIVE IRISH SPEAKERS + NON-NATIVE BUT FLUENT IRISH SPEAKERS**

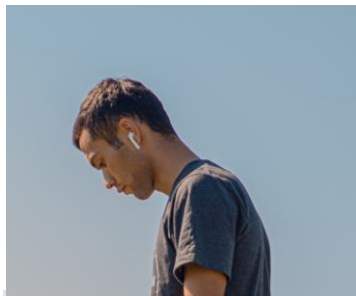
**ALL GEN Z OR YOUNGER MILLENNIALS – AGED 18–34** (*Note: sample weighted at the younger end of age bracket*)

**A MIX OF AVID RADIO LISTENERS, MODERATE RADIO LISTENERS + PODCAST-FIRST LISTENERS**

**ALL ENGAGING WEEKLY WITH IRISH LANGUAGE AUDIO CONTENT – INCLUDING COVERAGE OF RAIDIÓ NA GAELTACHTA, RAIDIÓ RÍ-RÁ AND RAIDIÓ NA LIFE,**

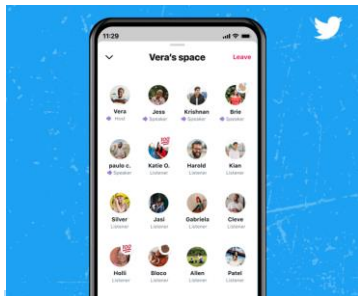
## ***2. The Wider Context***

# Audio is rising! Five dimensions to take note of:



**AUDIO IS AN  
IMPORTANT PILLAR OF  
THE NEW MEDIA  
ECOSYSTEM**

*Audio is becoming a key channel.* As the lines blur and cross pollination occurs, new media ecosystems are formed spanning original podcasts, brand-curated playlists, and audiobooks, along with live, programmed and user-generated video.



**ENTER THE ERA OF  
AUDIO BASED SOCIAL  
MEDIA & HYBRID  
CONTENT**

In recent years we have seen growth in this area - with apps like [Clubhouse](#) and [Twitter Spaces](#) bringing in a new audio focused social media era where the content is voice centric and temporary rooms are set up for people to have live conversations.



**THE SMART AUDIO  
HOME TECH  
GENERATION**

Smart speaker adoption has taken off in the US. [100 million US people are now estimated to own at least 1 smart speaker.](#) Those that own a smart speaker were more likely to have multiple devices across their home as the trend enters the mainstream.



**PODCAST  
COMMUNITIES GROW  
FROM NICHE  
BEGINNINGS**

Podcasts allow creators to talk about any topic, attracting new, younger + more diverse audiences to topics of niche interests. [Some of the fastest growing niche topics](#) include: Wrestling, Stand Up Comedy, Earth Sciences, After Shows for TV & Film, Animation & Manga.



**GEN-Z ARE FLOCKING  
TO AUDIO CONTENT AS  
A PERSONAL  
DEVELOPMENT TOOL**

Podcasts are seen as a source of both inspiration and self development. [62% of 18- to 24-year-olds said they turn to podcasts to get answers to personal questions](#) before talking to their families or friends. While [one in five people](#) who live in inner UK cities say a podcast has inspired them to change careers.

***AND WITHIN THIS CONTEXT, IRISH  
LANGUAGE AUDIO CONTENT IS FIRMLY IN  
DEMAND***

# Why is Irish Language Audio content in demand?

RTÉ BEO AR ÉIGEAN



**QUALITY  
CONTENT  
IS IN  
DEMAND**

*Content today is held to high standards as the means of production have been democratised.*

*The production of professional content is called for in an era of amateur producers that self promotes online.*

*Well spoken Irish is sought after alongside contemporary topics.*



**THERE'S A  
RISING TIDE OF  
CULTURAL  
COOL  
SURROUNDING  
THE IRISH  
LANGUAGE &  
LACK OF  
CONTENT**

*Groups like Kneecap have raised the bar when it comes to cultural energy surrounding the Irish language.*

*Pivotal to the proliferation of the language is credible opportunities to speak Irish outside of a school setting.*

*Social media is now the biggest hub for facilitating this growing connection.*



**THERE'S ENERGY  
BEHIND A  
REFRAMING OF  
IRISH FROM  
BURDEN TO  
OWNERSHIP**

*Amongst the younger generation, there has been a reframing of the Irish language from a burden (let's keep this alive), to this is ours to enjoy (meaning a sense of ownership & momentum).*

*There is a growing appetite to have a more present set of Irish language media options that stand shoulder to shoulder with English counterparts.*

# Why is Irish Language Audio content in demand?

## - *Verbatim Quotes*

### Audio Listeners

*"Irish is trendy now. You used to be mocked for being a cainteoir at home. Like, you see it in music; the Fontaines D.C. have a song. They see Irish is trendy so they banged an Irish title in there and people love it"*

**- Rút, Mainstream Native Irish Speaker**

*"Irish content is definitely more trendy than it would have been a few years ago. It all comes back to things online and through media becoming more popular. There's a lot more people sharing content"*

**- Colm, Mainstream Native Irish Speaker**

*"It's just easier to surround yourself with Irish today - Múinteoir Meg or Gaylgeoirí. There's lots of podcasters in Irish out there today - Gael Gals - BLOC"*

**- Helena, Passionate Native Irish Speaker**

### Experts

*"It's also noticeable in terms of how people feel about Irish culture and Irish music. There's been more than just revival, it's been really like a revolution. We're taking ownership of things. There is a pride there"*

**- Donal Dineen, Radio Presenter**

*"Whether it's audio or visual, we have a weird thing in this country where we have a weird affection for content that comes out in Irish. Whereas if it came out on RTÉ in English, people wouldn't like it"*

**- Siun Ní Dhuinn, Beo ar Éigean Host**

*"Irish language content was so niche back then, but now it's so popular - there's Twitch, YouTube, podcasts and Instagram. You also have influencer culture and they're influencing people to speak Irish"*

**- Caoimhe Ní Chathail, BBC/RTÉ Presenter**

## What we'll look at in this deck is:

**>> WHAT content are Young People currently engaging with, more widely and in Irish Language Audio content specifically?**

**>> WHAT content would they like to see in the future in terms of Irish Language Audio?**

**>> And HOW might this content be packaged or delivered? Including what would this feel like if it were a new Radio Station?**

**And surfacing opportunity spaces across these themes**

### ***3. The Content Landscape***

# Everything is now Content

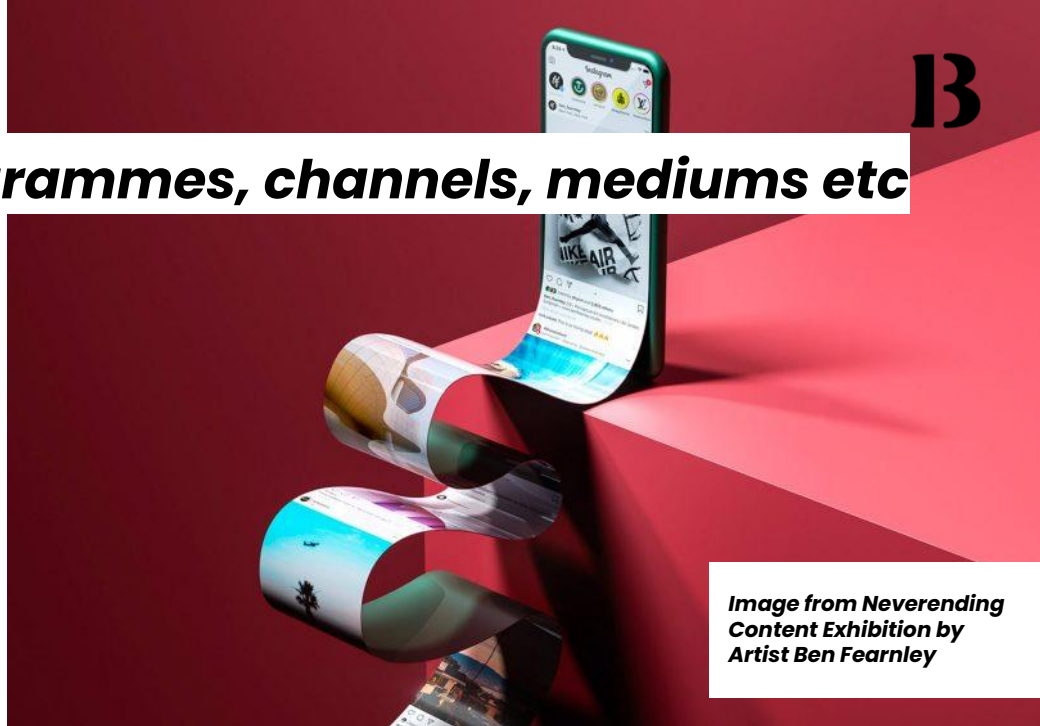
- ***Rather than separate programmes, channels, mediums etc***

Whereas media traditionally came from a handful of broadcasters, we live in a time when anyone can be a content creator.

And what were previously divided categories - **TV, Radio, Social Media, Literature** - have become much more blended.

**Gen Z in particular (aged 26 and under) are the first generation of digital natives** (i.e. they've always been online), so this blurring is natural to them.

**And content truly is king, as we see that in the lives of our respondents.** It's an elemental feature of the environments they live in.



*Image from Neverending Content Exhibition by Artist Ben Fearnley*

*"These days, there's different ways of making content available to people. So that ease of access that people have, to be able to listen to one after the other; they're completely different to how it was. It's the same with TV shows where you discover something, and pretty much immediately you can watch everything. That has completely changed people's approach to how they consume things"*

**- Donal Dineen, Radio Presenter**

# Dominant content consumption for age 18-34 = Non-Linear (*i.e. on demand + not live*)

Non linear content is accessed by diverse platforms and technologies and consumed on-demand.

As such, it's tailored to individual needs – schedule, time, device, location, mood etc.

## Streaming Services:

Netflix, Amazon and Disney+ mentioned frequently across respondents.

RTÉ, TG4 player also used to catch up on favourite shows that have been missed.

## Social Media:

TikTok, Instagram, BeReal and to a lesser extent, Facebook, widely accessed on a frequent basis throughout the day.

Finely tuned personalised feeds of bitesize content feature across our respondents diaries – the vast majority in English.

## A EXAMPLE CONTENT DAY-IN-THE-LIFE:

- "I like listening to upbeat music to set me up for the day and start my day on a positive note. I'm currently loving **Sondre Bjelland's** cover of Everybody's Changing by Keane on **Spotify**"

- "Once I reached work, I turned on **Raidió na Gaeltachta**. I wasn't entirely tuned in for the full day, but it is still **nice to have Gaeilge in the background of the workplace** and secures our place as an áit oibre Gaelach"

- "**TikTok** is also a nice way to **tune out** and really take a break on my lunch as the **content is tailored to me**"

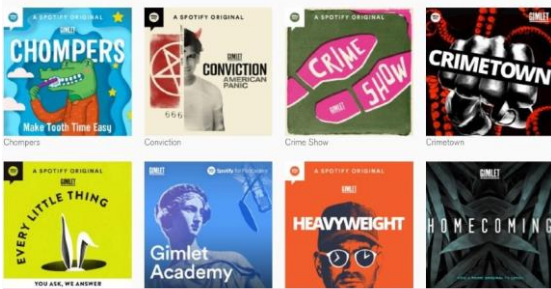
- "I find that **TikTok** is very good for keeping audiences in the loop with **current affairs and celebrity drama**"

- "I watched **Molly-Mae's pregnancy announcement** video – a very exciting watch indeed!! I find **YouTube** really **captures my interests a lot better than live TV** as there are so many options available"

–Áine

In this frame, new content discovery is a constant

# Like magpies, this age group find content 'leads' almost everywhere



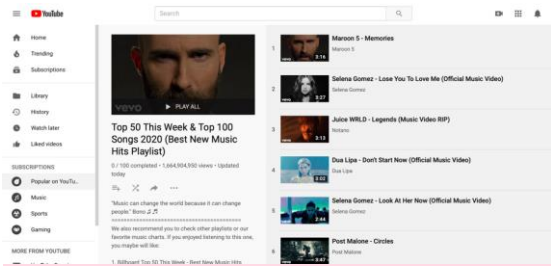
SPOTIFY ADVERTISEMENTS



CELEBRITY INSTAGRAM ACCOUNTS



FRIENDS AND FAMILY



YOUTUBE / SPOTIFY PLAYLISTS



FESTIVALS



MOVIES AND TELEVISION

# For our respondents, the content that engages them is increasingly wide + eclectic - *and this has only grown since Covid*

**Millennials and Gen Z prioritize self expression and are increasingly fluid when it comes to norms** around attitudes, politics, and gender / sexuality.

**Media content 'tastes' are also impacted here.** Across our respondents, there's a huge appetite for broad and diverse content from a widening media ecosystem.

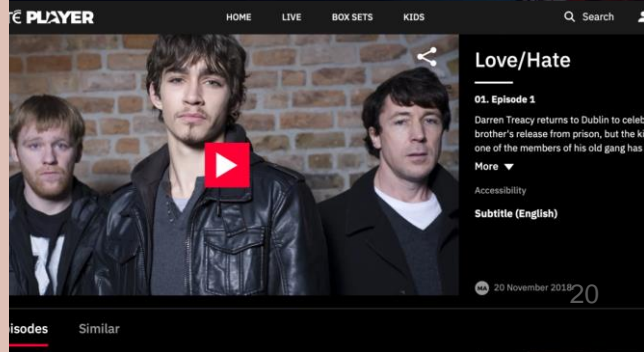
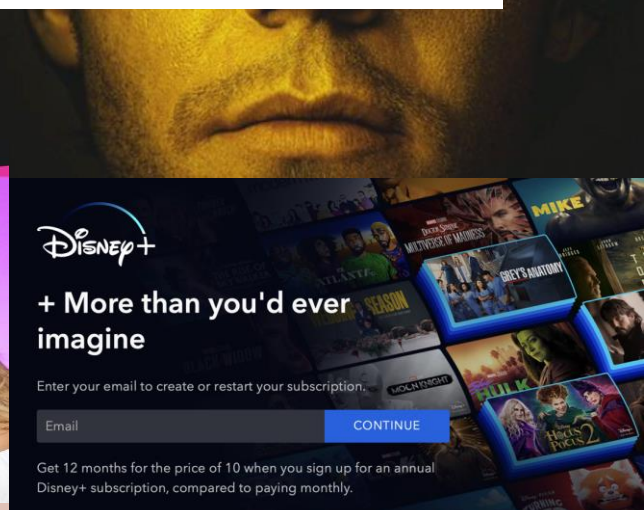
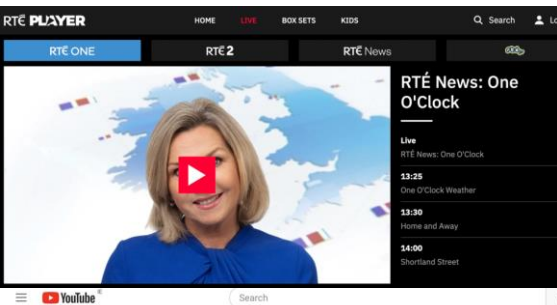
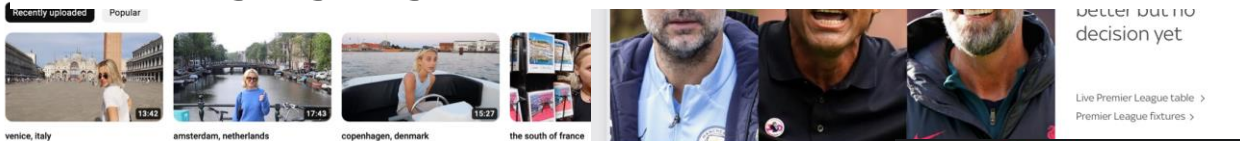
**The internet plays a pronounced role here providing access to anything and everything.** And with the massive increase in media consumption during Covid 19, more time alone at home facilitated a deepening of niche interests.

"Today I listened to some Reels about various topics through Facebook and Instagram. They have a broad range of topics, and the feed is sort of randomly selected. **I skip ones I'm not interested in and listen to the ones I like.** Plus, they aren't very long which is great"  
- Seán's Media Diary



**In a time when taste fluidity signifies self expression, going deep and wide with content is the norm.**

# Here's a flavour of some of the content our respondents are engaging with currently >>



## ***4. Content-Consuming Personas***

# Irish Language content features on a daily basis for all our respondents

Irish language content is a daily part of our respondents' media ecosystem.

- All tune into the mainstay broadcasters (TG4, RnaG) for flagship news and current affair shows - often live.
- Many engage with radio, often for background listening. Podcasts such as Beo ar Éigean and Bladhaire, and streaming services (e.g. TG4 player, RTÉ player) are popular though respondents say they would like to see a wider variety of content and genres.
- They highlight that non-linear social media Irish language content is harder to come by e.g. in the form of Instagram Reels and TikTok videos.

## WHAT THEY'RE TUNING IN TO:

### TV

TG4 Nuacht  
GAA Beo  
Ros na Rún

### PODCASTS

Beo ar Éigean  
Bladhaire  
Gaeilge Bhriste

### AUDIO

Na Seansálaithe - R Rí-Rá  
Bladhaire - RnaG  
Cartlann Bhóthar na Léinsi  
- RnaG  
Gaelgals  
Barrscéalta - RnaG

### SOCIAL MEDIA ACCOUNTS

BLOC TG4  
Múinteoir Jane  
Ciara Ní É  
Hugh Carr  
Séaghan Ó Súilleabháin  
Gaylgeoirí

The Irish Language media ecosystem is tethered currently to more traditional broadcasters  
= linked to national slant (vs. international) and serious (vs. lighthearted) content

# Three Personas that help to characterise respondents' relationship with Irish Language Audio content:

**The  
Passionate  
Native  
Speaker**

**The  
Mainstream  
Native  
Speaker**

**The  
Earnest  
Learner**

**Note:** Differences have been emphasised for the purposes of analysis - not everyone engaged with fits exactly into one persona

# PERSONA #1: The Passionate Native Speaker

*Actively invested in the future of the Irish language*

## Motivated to:

Use content as a vehicle to maintain a connection with their birth language, with their communities, families, and homes (NB: *They are more likely to have moved away from their place of birth, and looking to stay connected*); Support Irish language media, and through it, the future of the Irish language.

## Current Irish Language Content Habits:

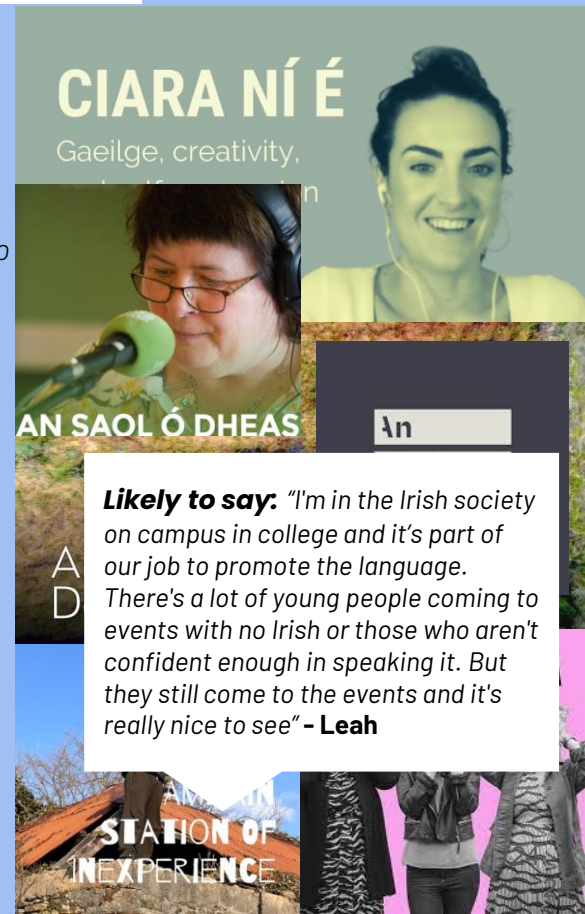
Traditional Irish culture and heritage; Irish language as a topic itself. Will also explore newer cultural expressions through Irish (e.g. Kneecap, Ciara Ní É, The Gloaming) as long as Irish is of high quality.

## Content Needs:

Open to a wide variety of content in Irish. If the Irish is high quality, they are willing to compromise on content (this is a result of the range of other emotional drivers behind their decisions to consume Irish language content).

## Language Needs:

Highly discerning when it comes to the quality of the Irish language they consume. Ideally want to listen to Irish spoken by native speakers, although they are willing to be flexible if the standard is high.



CIARA NÍ É

Gaeilge, creativity,

AN SAOL Ó DHEAS

An

**Likely to say:** "I'm in the Irish society on campus in college and it's part of our job to promote the language. There's a lot of young people coming to events with no Irish or those who aren't confident enough in speaking it. But they still come to the events and it's really nice to see" - Leah

STATION OF  
INEXPERIENCE

## PERSONA #2: The Mainstream Native Speaker

*A strong connection to spoken Irish in daily life but who are not activists in the area*

### Motivated to:

Engage with Irish language content in so far as it is a normal and useful part of their day to day lives. As with the Irish language, their engagement is typically more passive - taken for granted as a natural part of their environment (NB: they are more likely to live in / near their place of birth).

### Current Irish Language Content Habits:

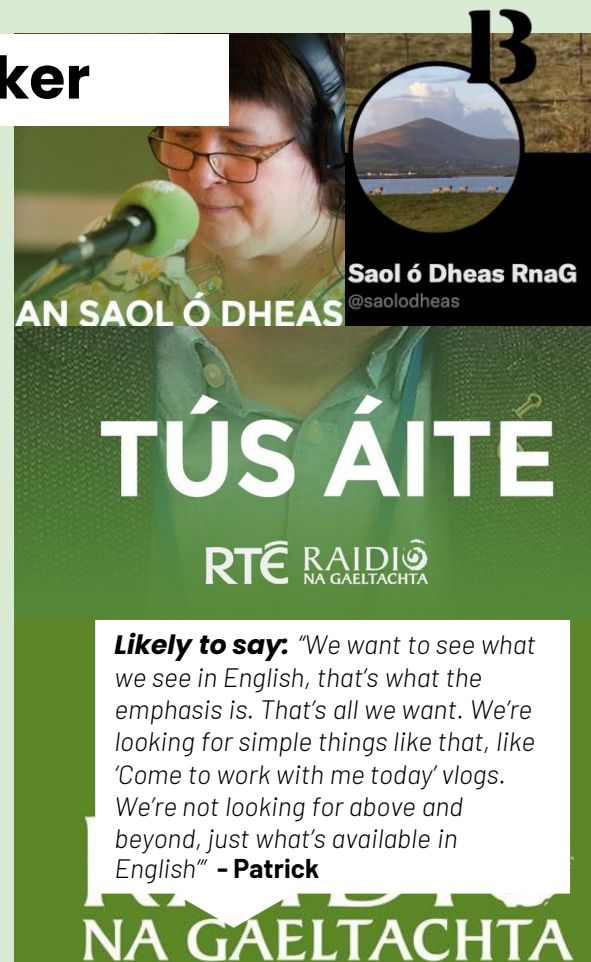
Local news and local interest stories; GAA. *Note: they are more exploratory than this in their content consumption more widely in the domain of English language content.*

### Content Needs:

Less likely to compromise on quality of content in order to consume it in Irish. Of the personas, the most discerning content wise; they seek the quality and variety of content that is freely available to them in English. They want good content for good content's sake.

### Language Needs:

High quality Irish is necessary to keep them engaged with any Irish language content. Ideally want to listen to Irish spoken by native speakers, although they are willing to be flexible if the standard is high.



**Likely to say:** "We want to see what we see in English, that's what the emphasis is. That's all we want. We're looking for simple things like that, like 'Come to work with me today' vlogs. We're not looking for above and beyond, just what's available in English" - Patrick

## PERSONA #3: The Earnest Learner

*Non-native speakers who are passionate about improving their Irish language skills + interested in promoting the wider use of Irish*

### Motivated to:

Improve their language skills - they are partially using Irish language content as a means of self improvement; support Irish language media and the future of the language; use Irish language content to connect with and be part of a wider community of Irish language speakers.

### Current Irish Language Content Habits:

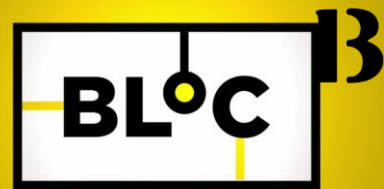
Typically more drawn to more modern expressions of Irish language culture (e.g. Beo ar Éigean, Múinteoir Meg, Ciara Ní É). Versus the other personas are less likely to (live) tune into the main Irish language broadcasters (Raidió na Gaeltachta or TG4).

### Content Needs:

Less discerning when it comes to Irish language content given the various drivers behind their consumption. Open to a wide variety of content in Irish - using a different yardstick to evaluate Irish language content versus English content.

### Language Needs:

High quality Irish is important to them as they use content as a vehicle to improve their language. However, they sometimes find native speakers' dialects difficult to understand and are the most open to Irish spoken by non natives.



RTÉ **BEO** **AR ÉIGEAN**

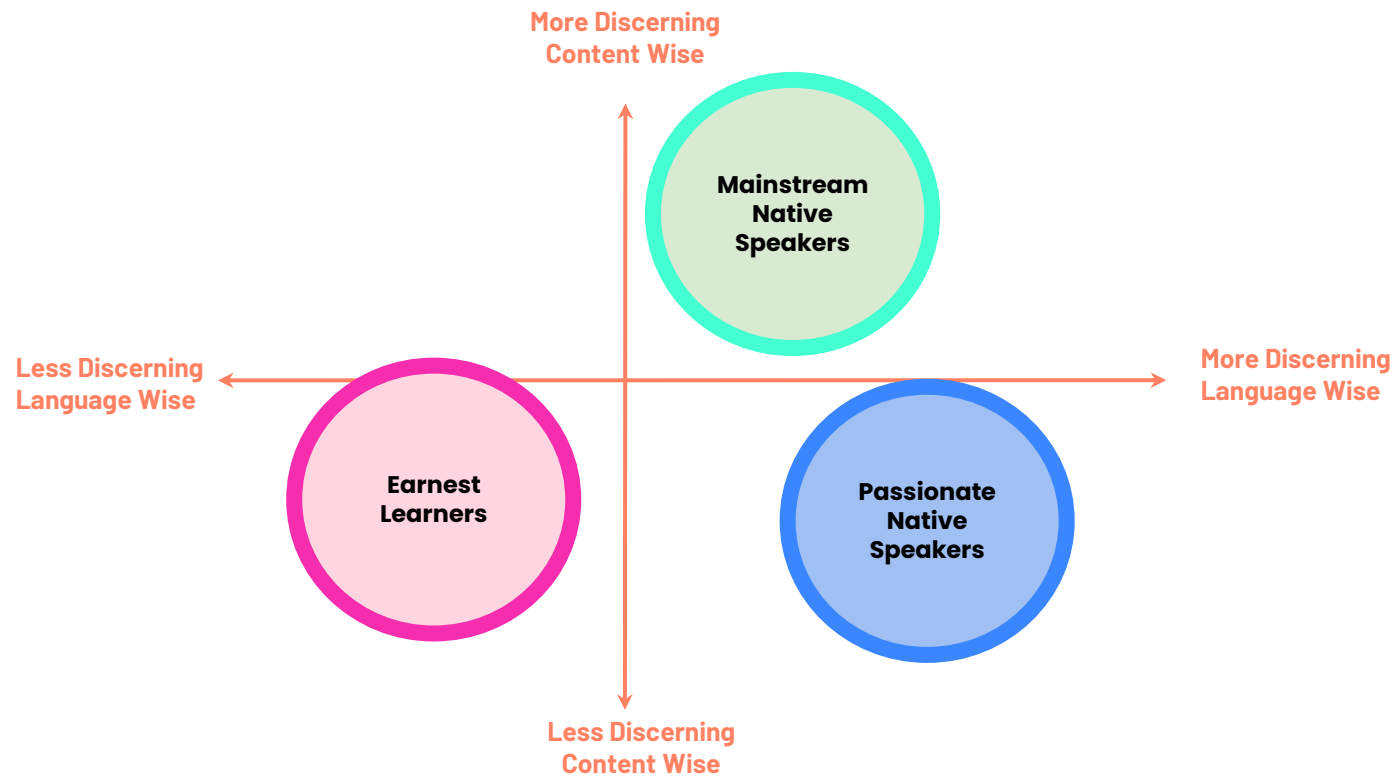


**Likely to say:** "I listen to Irish language content just to support it"  
- Áine

**Likely to say:** "Is fearr liom podcraoladh Gaeilge toisc gur mothaíom go bhfuil mé ag cur le mo chuid Gaeilge agus gur fiú" - Éadaoin

RTÉ **RAIDÍO**   
NA GAELTACHTA

# Their discerning content and language needs make Mainstream Native Speakers the hardest to please



## There's some division between audio content that engages Learners vs. for Native Speakers

*"The learners will always say they need more content, which is interesting. But that is something that comes up a lot - not all content is created for learners and some learners can feel that makes the language exclusive. It's really hard because, of course, it's exclusive because it's not for you. You know, there has to be some content that's not for learners. We've had that a few times people listening to Beo Ar Éigean and say just that 'you're talking too fast' or, you know, 'I don't like that content'. 'That content is too hard for me'. And we're like, 'we're not here to help you learn Irish'. We're happy if you learn Irish from us. However, we weren't built as a learning platform" -*

***Siún Ní Dhuinn, Beo ar Éigean Host***

**ONE WAY TO ADDRESS THE PERSONAS IS  
LOOK TO PROGRAMME A VARIED AUDIO  
SCHEDULE...**

**BUT, MEETING THE NEEDS OF MAINSTREAM  
NATIVE LISTENERS – THE LEAST WELL SERVED  
CURRENTLY + HARDEST TO PLEASE – SHOULD ALSO  
DRAW IN OTHER LISTENERS...**

## ***5. Irish Language Audio + Radio Content Consumption***

## Two key types of Audio Content = Radio + Podcasts

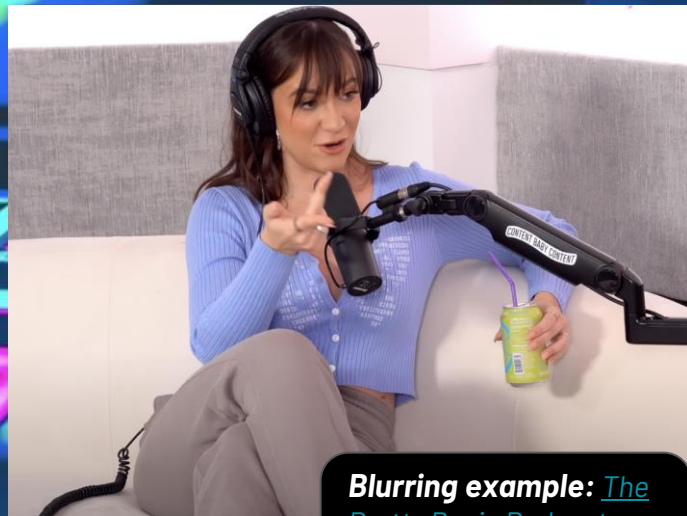
- *But it's a wider and increasingly blurred sphere*

### KEY CONTENT TYPES:

- Radio
- Podcasts

### OTHER AUDIO CONTENT TYPES:

- Music
- Social Media
- **YouTube / Video** - including of Podcasts / Radio shows
- **Audiobooks** - two of our sample were fans / listeners



**Blurring example:** [The Pretty Basic Podcast](#) lives in both video and audio formats

# And these different content types involve different forms of listening:

**RADIO**  
**for ENTERTAINMENT**  
**>> More Passive + Social**

**Primarily a backdrop to daily life** - lots of in car + background listening, including listening with others

**But with some, more dynamic engagement with 'live' radio**

**PODCASTS**  
**for IMMERSION**  
**>> More Active + Personal**

**Primarily a 'lean in' occasion** - where people actively listen

**More of an expression of personal taste and interests** and on occasion more about learning

In a 2022 report by Spotify, 80% of Gen Z said that audio allows them to explore different sides of their personality.

**Additional Sources:** Oxford/Reuters (2019), iHeartMedia (2022)

**These FORMS have different implications in terms of supporting the Irish language amongst younger cohorts:**  
**E.g. Sense of connection + normalisation (Radio) vs. Engaged + viral listening (Podcasts)**

# And these different content types involve different forms of listening: **Verbatim Quotes**

## RADIO for ENTERTAINMENT >> **More Passive + Social**

*"Once I reached work I turned on Raidió na Gaeltachta. As I had a few meetings today this was definitely more passive listening and I wasn't entirely tuned in for the full day, but it is still nice to have Gaeilge in the background"*

- **Áine, Non-Native Fluent Irish Speaker**

*"I listened to the News on RnaG around lunchtime as it was already on in the kitchen"*

- **Colm, Mainstream Native Irish Speaker**

*"D'éistíos le nuacht a haon ar raidió na gaeltachta inniu sa mhótar. D'éistíos leis mara go bhfuil suim agam i gcúrsaí reatha agus i scéalta an lae. Is maith liom éisteacht leis an raidió sa mhótar toisc é a bheith praicticiúil"*

- **Liam, Native Irish Speaker**

## PODCASTS for IMMERSION >> **More Active + Personal**

*"I like listening to podcasts rather than the radio because there is no ads and I'm in control of the content"*

- **Philip O'Callaghan, Non-Native Irish Speaker**

*"Most people my age would connect Bluetooth in the car and play podcasts or music on Spotify rather than the radio"*

- **Leah, Passionate Native Irish Speaker**

*"I'm not the biggest radio person but I listen to a few podcasts - a lot of my friends listen to podcasts. I listen to it when I'm out on a walk"*

- **Rút, Mainstream Native Irish Speaker**

RADIO >>



PODCAST

# Barrscéalta

RTÉ Raidió na Gaeltachta

FOLLOW

## All Episodes



- Áine Ní Churráin atá i gCill Airne do Oireachtas na Gaeilge.

Ag cur síos ar mar atá lucht an Oireachtais ag fáil ar aghaidh agus eolas faoi chomórtaisí

RTÉ RAIDÍO

Stáisiún Cláracha Podchraoltaí Cuardaigh



## Eachtraigh Dom

AR AN AER • LUAN AGUS MÁIRT / MON & TUES 14:05 - 15:00

48:01



55:00

Scaip

Cuir Téacs Chugainn  
51953 • 80689 ó Thuaisceart  
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Lean muid  
f t

Sceideal < Tue 15 Nov >

DÍREACH THART 14:00

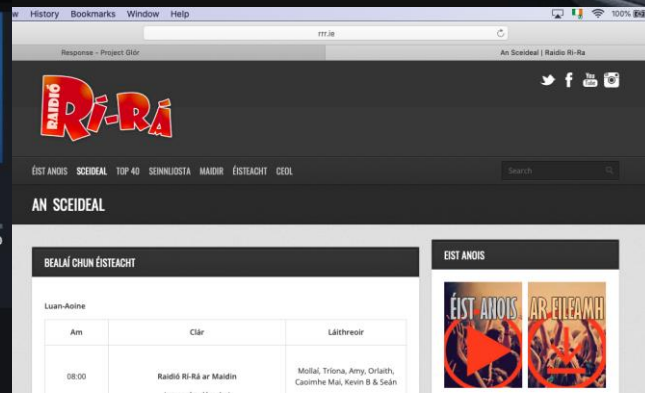


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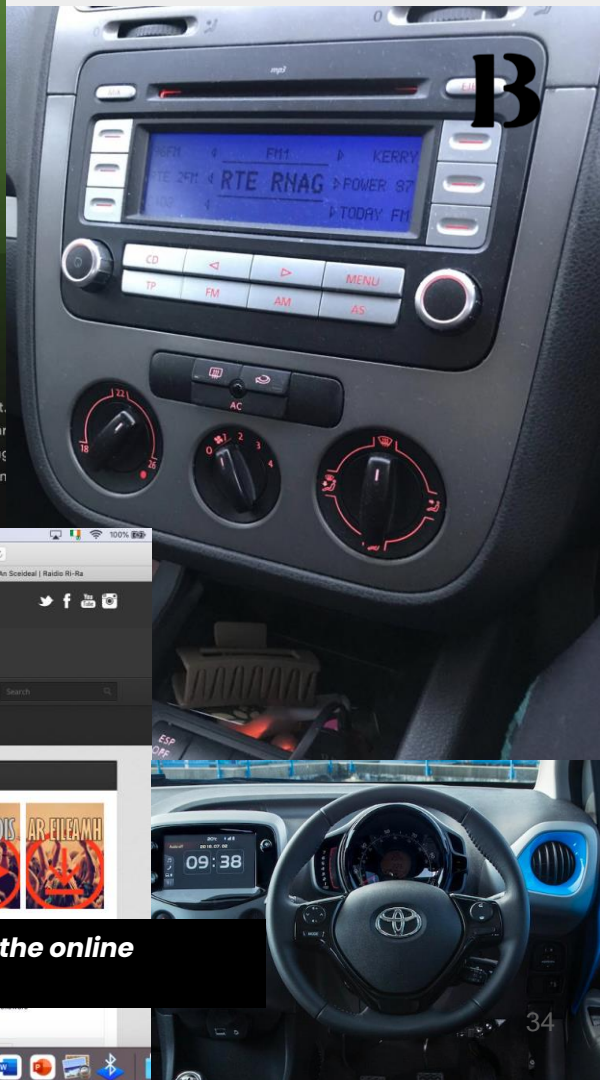
AR AN AER 14:05

## About

Clár iris an Tuaiscirt,  
ar gach cinéal ábhar  
na nGall sa bhaile ag  
maith le scéalta as n  
... see more



Images shared by participants on the online platform



# Raidió na Gaeltachta: *Part of the fabric of daily life for native speakers*

## DOING WELL:

Irish seen to be particularly **polished** - for **native speakers particularly**, this is important

**Competes / stands up to large English language radio stations** - including seasoned, sometimes high profile presenters

**A number of highly rated shows mentioned again and again** across respondents: **Bladhaire, An Taobh Tuathail, Saol Ó Dheas** etc.

## WHERE THERE'S LESS APPEAL:

Seen to be aimed at more **mature audiences** - overall feels very **focused on culture and heritage which doesn't appeal to everyone**. Seen to **lack youth content** and felt that certain topics are felt to be **'taboo'**.

Alongside being aimed at older audiences, for some non-native speakers it **feels like it caters to the Gaeltacht population only**. The **accent can be hard to understand**.

**A watch-out:** Holds **affection / nostalgia** amongst native speakers but with exception of content highlights, **risks not driving true youth engagement**



*"Is é 'An Taobh Tuathail' le Cian Ó Cíobháin an clár raidió is fearr sa tír. S'é an t-aon chlár amháin ceoil ar an raidió go feidir liom éisteacht marb blonn an ceol a phiocann sé amach thar barr ar fad. Táim ag éisteacht leis ó bhíonn 16 nó mar sin. Is é an bua is mó a bhaineann le Raidió na Gaeltachta ná go bhfuil saibhreas ceart teangan ann agus ní bhíonn rudaí áiféiseacha á phlé acu" - Rút, Mainstream Native Irish Speaker*

# Raidió na Gaeltachta: Verbatim Quotes



B

"I really enjoy Áine Ní Bhreisleáin's work, particularly on Bladhaire, as the show is aimed towards the younger generation. Generally RnaG could make use of more content for young adults and discussing more relevant topics i.e. pop culture. This kind of content is available elsewhere, however not to the same highly produced and well-delivered standard" - **Áine, Earnest Learner**

"Is é RnaG an stáisiún is fearr liom. Tá mórán cláracha suimiúla ar fáil le cainteoirí dúchasacha agus le Gaelainn d'ardchaighdeán le clos. Is maith liom An Saol Ó Dheas, Togha agus Rogha agus Nuacht an Deiscirt toisc gur cláracha áitiúla iad i gCorca Dhuibhne. Tá láithreoirí iontacha ag rnaG le scileanna proifisiúnta eagarthóireachta, cumarsáide agus taighde. Ba mhaith liom níos mó cláracha a chlos dírithe ar dhaoine óga, cláracha go ndéantar cumarsáid le ógánaigh timpeall na tíre mar shampla. Is iad na láithreoirí is fearr liom ná Helen Ní Shé agus Pádraig Ó Sé. Bainim taitneamh as Togha agus Rogha gach Sathairn go háirithe an rogha ceoil agus na duaiseanna a bhronntar má sheolann tú teachtaireacht isteach" - **Liam, Native Irish Speaker**

"Sílim go bhfuil RnG dírithe ag seanóirí na Gaeltachta. Ní éistim le ceol trad. Sílim go bhfuil blas na léiritheoirí an laidir agus uaireanta ní thuigim iad" - **Éadaoin, Non-Native Irish Speaker**

"RnaG is in a different realm to others. It's more comparable to Newstalk; it's more serious" - **EXPERT**

"RnaG are brilliant at current affairs but the light stuff just isn't there. We need some lighter Irish content" - **EXPERT**

# Raidió Rí-Rá: Known for youth content but lacking some credibility across native speakers

## DOING WELL:

Across respondents is known and appreciated for **catering to younger audiences**

For non-native speakers esp, it has a level of accessibility - with some tuning in to both **improve their Irish, and tune into lighthearted content** and modern music

A number of shows that hold **appeal to both learners and native speakers: including Seal le Seán**

## WHERE THERE'S LESS APPEAL:

**A strength for some, but seen as music focused** - and some seeking more conversation / other content

### Limited live content

**Some native speakers feel some Irish language is less polished** - which as seen earlier can put some off listening

Though known to be for young people, **social media presence expected to be stronger than it is**

*Note: Not all participants are aware of more recent scheduling changes and therefore feedback was shared based on prior perceptions + experiences, vs more recent experiences*



# Raidió Rí-Rá: *Verbatim* Quotes



*"I enjoyed the focus on younger audiences and music which was trending. I enjoyed the conversation shows which spoke to Irish speakers from around the country. The radio channel plays good music but I would prefer to hear more native speakers on the shows, the Irish sometimes can be very basic. I enjoyed the show 'Seal le Seán' the most due to the interesting conversations with guest speakers"*

**- Liam, Native Irish Speaker**

*"Although I am currently a listener to Raidió Rí-Rá, I would not sing my praises about the station. What draws me to Raidió Rí-Rá is the Irish language itself. I think the station could promote itself better for young people. A huge push on social media would benefit the station hugely. This is where young people get most of the audio content they listen to from. Instagram Reels and TikToks would be a huge influence here"*

**- Jack, Non-Native Irish Speaker**

*"I think they could include a bit more live content as a lot of their shows are pre-recorded, although I understand this is not always possible due to a lot of their broadcasters being students. My favourite slot on Rí-Rá is Seal le Seán by Seán Ó Dubhchon, a good friend of mine"*

**- Áine, Earnest Learner**

*"With Radió Rí-Rá, I think it's just the closest thing to Gen Z as possible... but I'd say it's produced by Millennials for Gen Z"*

**- EXPERT**

*"I think people feel Radió Rí-Rá is Dublin centric. It has to be accessible everywhere"*

**- EXPERT**

# Raidió na Life: A *Dublin* station seen to be aimed at non-native speakers

## DOING WELL:

Across respondents is known to **cater to younger audiences**

**Mo Cheol Thú** mentioned numerous times as a highlight...

Some respondents say that it feels **particularly creative**

## WHERE THERE'S LESS APPEAL:

As might be anticipated, limited awareness outside of Dublin - **lacks visibility / brand recognition**

As with Raidió Rí-Rá, **some native speakers feel Irish language spoken is less polished and therefore would turn them away**

**Note: Feedback is shared here noting that this is a community run / volunteer staffed Radio Station - only that has limited awareness outside of Dublin - so again some elements based more on perceptions vs. direct experiences**



## Raidió na Life: Verbatim Quotes



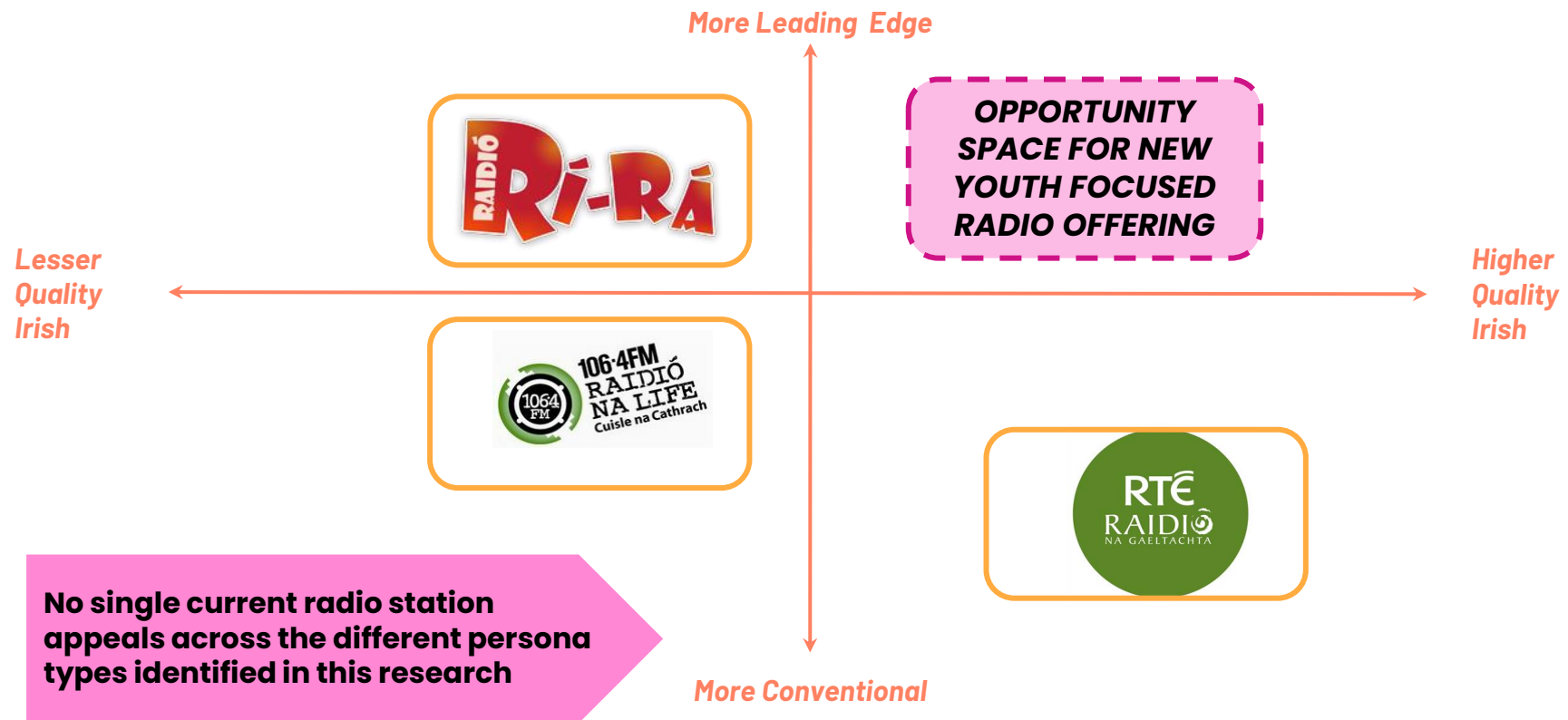
*"I don't listen to it too often, but some of the programs are very good, like Emma Ní Chearúil and Sinéad Ní Scolaigh. I think it's a bit more creative than Raidió Rí-Rá, which is good. However, the station has the same problem as Raidió Rí-Rá regarding the Irish language and the lack of accurate Irish on some of the programmes. Again, there is no charge on anyone in particular for this, but proper funding needs to be made available. Do the right thing and do it right, as the saying goes. Doing things carelessly or disorganised is no good"* - **Helena, Passionate Native Irish Speaker**

*"Ní bhíonn mórán suime agam bheith ag éisteacht le leithéidí Raidió Rí-Rá agus Raidió na Life mar is Béarla Bhláth Cliath a bhíonn acu go minic agus bhfearr liom féin Ghaelainn Chorca Dhuibhne"* - **Rút, Mainstream Native Irish Speaker**

*"I am a big fan of Seán Ó Dubhchon's show 'Mo Cheol Thú' on Raidió na Life as I think it's a great idea and I love hearing other people's tastes in music. I tend to listen to these via Soundcloud rather than the actual station however, and I don't listen to anything else on Raidió na Life. I can't say I have any perception of the station"* - **Áine, Earnest Learner**

*"Radio na Life is really cool. Like, it's really niche. Some of the stuff that they put on, you wouldn't hear anywhere else, like a jazz morning on a Sunday morning. However, I don't really think they're out in front of the public like they should be if you know what I mean"* - **EXPERT**

# Based on Perceptions of Current Radio Provision, there's Space for a New Irish Language Radio Offering



# NOTE: Some concerns were raised for the future of radio, particularly by experts

*"One of the most depressing things getting close to commercial radio is from 1997 to 2011 you witnessed the arc of its demise"*

- **Donal Dineen, Radio Presenter**

*"Not many people listen to live radio under the age of 25 I'd say"*

- **Cian Griffin, Social Media Personality**

*"If you go down the radio route there would be stakeholders involved who would want the sports, the news and the travel - those are costly"*

- **Aled Jones, Creator of 'Y Pod'**

*"Photography went from being something that was a niche thing where some people did it to what everybody does all the time.... and then radio has gone the opposite direction where it was a thing that absolutely everybody connected with. And now it's something that has become, again, almost like a niche choice, you know"*

- **Donal Dineen, Radio Presenter**

*"I really don't think much 18 to 25 year olds are listening to radio"*

- **Siún Ní Dhuinn, Beo ar Éigean Host**

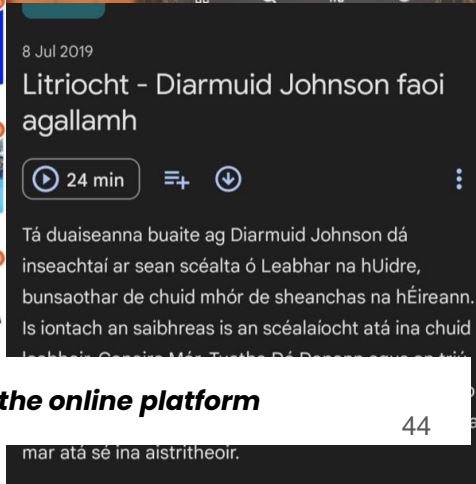
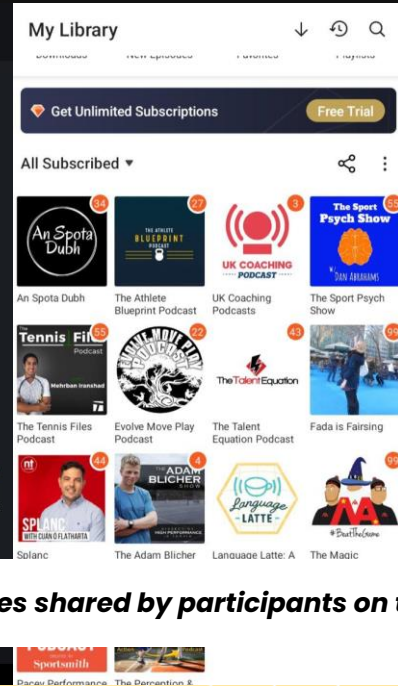
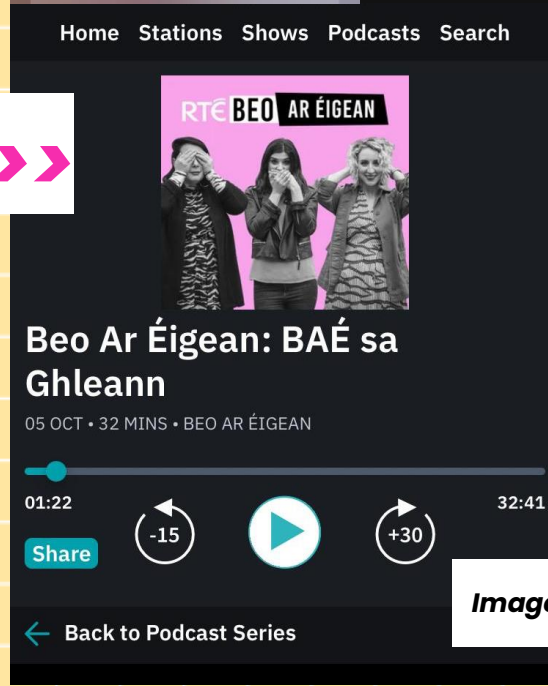
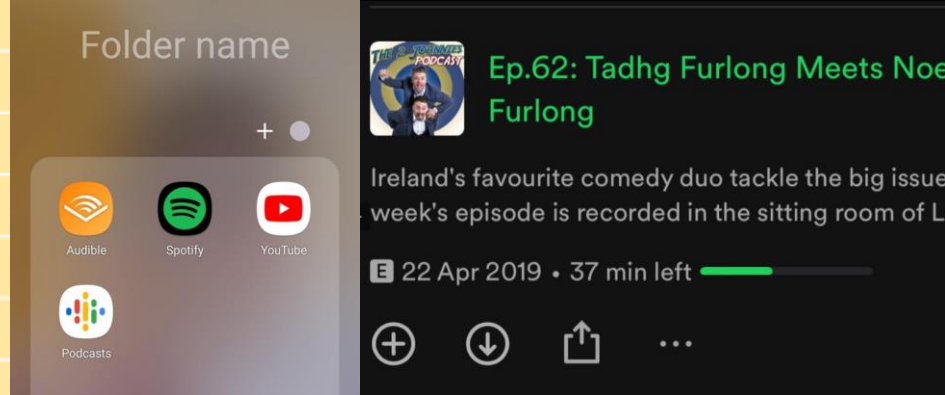
*"Most people my age would connect Bluetooth in the car and play Spotify rather than the radio"*

- **Leah, Passionate Native Irish Speaker**

**But for Irish Language Radio in particular, the communities that it can nurture and support, especially through live content, can be a real strength**

**And this doesn't diminish the appetite that there is for Irish Language Audio content – whether it's housed under a radio station, or a different entity**

# PODCASTS >>



Images shared by participants on the online platform

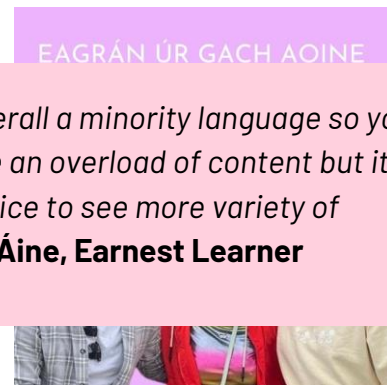
# There's some standout Irish Language Podcasts that are frequently mentioned... but people want to see more!

Outside of radio, most respondents are accessing Irish language podcasts.

The range of podcasts is seen to be limited and it takes some research to find them (and it's also the case for Irish language music - not easily searchable)

Popular podcasts include: **Beo ar Éigean, Bladhaire, An Taobh Tuathail, Na Gaelgals, Splanc, Na Seansálaithe and Gaeilge Bhriste.**

Across the sample, there's a big appetite for a wider range and variety of podcasts in Irish.



"Irish is overall a minority language so you'll never have an overload of content but it would be nice to see more variety of content" - **Áine, Earnest Learner**

# Y Pod: An example from Wales of how improving podcast access supported content growth

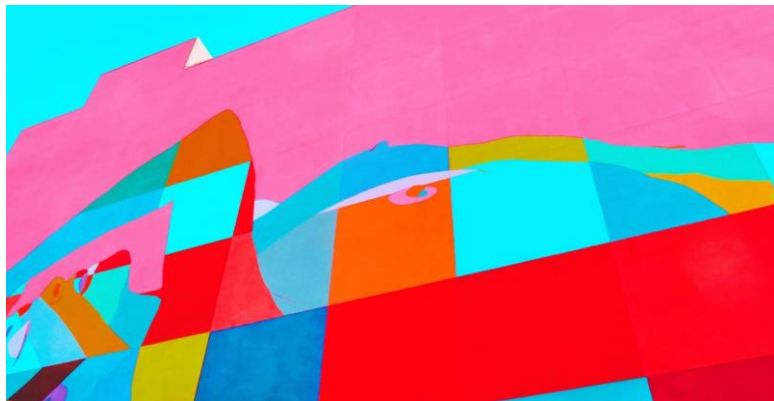
## Y Pod = A content hub for Welsh language podcasts

- Set up in response to the fact it was hard to browse for podcasts in Welsh
- When it was set-up in 2018, there were 38 Welsh language podcasts. By the end of 2020, there were more than 130
- Having a searchable, promoted hub - Y Pod - has been a key driver of this growth

"So I think by giving people a platform and by telling people that things exist, those podcasts and their listening numbers go up. This platform is where you discover them... That's the idea with Y Pod; making the content discoverable and browsable" - Aled Jones, Welsh Language Content Creator

"I think Y Pod has set an example for something that can work and I think giving podcasts one platform where they can exist is really, really useful" - Aled Jones, Welsh Language Content Creator

# Overall, across both Radio and Podcasts, listeners are hungry for MORE Irish Language Audio Content



- That feels like it's for them
- And that draws them in

# The Next Sections

## = Opportunities X Irish Language Audio Content

**WHAT  
CONTENT  
LISTENERS  
WANT TO  
HEAR?**

*Primarily from  
audio listener  
input, plus experts*

**WHERE  
MIGHT FUTURE  
AUDIO  
CONTENT LIVE?**

*From listener and  
expert input*

**HOW  
CAN  
ENGAGING  
CONTENT CAN  
BE DELIVERED?**

*Primarily from  
expert input*

## *Irish Language Audio Content Opportunities:*

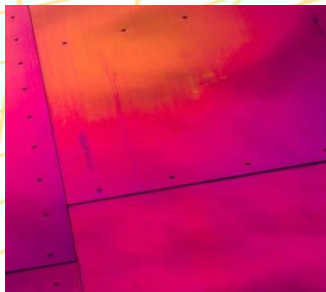
WHAT  
CONTENT DO  
LISTENERS  
WANT TO  
HEAR?



## **FIVE CONTENT OPPORTUNITY THEMES**

- Emerging from across both Listeners and Experts***

**#1. BE  
BRAVE**



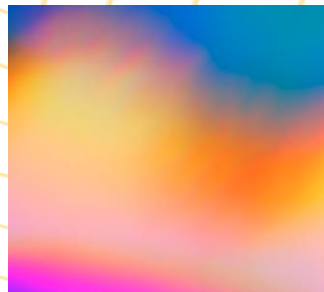
**#2. LOOK  
OUTWARDS**



**#3. MAKE  
IT ECLECTIC**



**#4.  
LIGHTEN UP**



**#5.  
DELIVER ON  
TREND**



**First and foremost, these themes are about content types, but they're also about content tone and delivery**

## Opportunity themes: Connect with youth audiences, but also flip criticisms raised of currently available Irish Language Content

**#1. BE  
BRAVE**

**vs. avoiding  
what's taboo**

**#2. LOOK  
OUTWARDS**

**vs. only-  
Ireland  
focused**

**#3. MAKE  
IT ECLECTIC**

**vs. rule-bound**

**#4.  
LIGHTEN UP**

**vs. serious +  
tethered to  
traditional  
broadcast  
models**

**#5.  
DELIVER ON  
TREND**

**vs. looking  
backwards**

# #1. BE BRAVE

**To engage and remain relevant with a younger target audience, Irish Language audio content will need to tackle real and often challenging issues in society, with a sense of freedom.**

*"It would be great to see topics such as sexual health / LGBT issues / societal issues / just a bit of craic tailored towards people in their twenties as a lot of this is not covered on Raidió na Gaeltachta as it is seen as taboo"*

**- Áine, Earnest Learner**

## **CONTENT THEMES INCLUDING:**

- >> Mental Health + Wellbeing**
- >> Climate Change**
- >> Relationships + Sexuality**
- >> Identity, Gender, LGBT + Race**
- >> Irish focused issues such as the Housing Crisis**

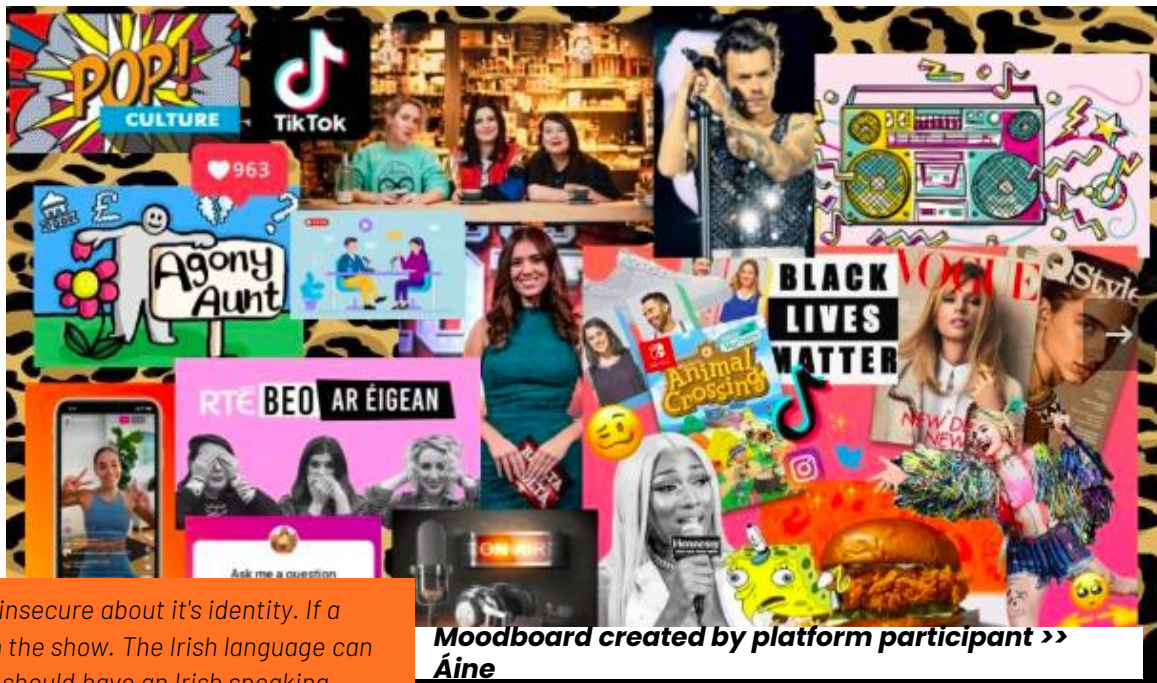
# #1. BE BRAVE

- Chat Shows were a key content form suggestion from Audio Listeners

An Irish Language chat show was the top choice of 'content they'd like to see' for a number of Audio Listener participants.

The show that people anticipated would tackle challenging issues such as mental health and race. It would also have a strong social media presence, that helps to draw in interest and awareness.

But seen as key to the tone of this type of show would be a lighthearted approach, that feels like it's listening in to friends in conversation.



Moodboard created by platform participant >>  
Áine

"My vision of an Irish language radio station is one which isn't insecure about it's identity. If a topic required the support of English speakers, allow them on the show. The Irish language can survive next to the English language... Of course, most topics should have an Irish speaking guest but for some it is just not possible and not allowing any English would narrow the topics of conversation hugely" - Jack, Non-Native Irish Speaker

# #1. BE BRAVE

## – Existing Content Examples

### KNEECAP | BAND | IRELAND



*"Kneecap are doing their own thing. What can I even say about them? They're super smart and worldly. Two steps ahead of every journalist ever. Working class lads who are making waves politically and musically and artistically. They're not afraid to speak their minds and I think that resonates with people"*

– Siún Ní Dhuinn, Beo ar Éigean  
Host

### MY DAD WROTE A PORNO | PODCAST | UK



According to commissioning editor for BBC Sounds podcasts, My Dad Wrote a Porno, "wouldn't have been commissioned anywhere in the past" because it is "too outlandish". "The (podcast) format's intimacy is the reason why podcasts about 'sex, relationships and erotic imaginations' have done so well....It's a perfect place to have uncomfortable conversations."

### SIARAD SECS | PODCAST | WALES



Welsh language podcast about sex and sexuality. The second series features interviews with individuals who share their experiences of sex work, glamour modelling, pansexuality, being a drag queen and more.

# #1. BE BRAVE

## – Why Content Bravery is Important // Verbatim Quotes

### Audio Listeners

"The reason why I would like to see more on the topic of **mental health** is because **after the pandemic I feel as though more people are suffering** and especially those with social anxiety. **BLOC TG4 did a few short clips with students who suffered from mental health.** I believe they get a great snapshot of student life with the different guests they have" – **Leah, Passionate Native Irish Speaker**

### Experts

"I think what you have with Irish as well is a chance to **break through on things that have never been spoken about**" – **Siún Ní Dhuinn, Beo ar Éigean Host**

"Just from seeing the kind of subject matter on TikTok, Gen Z care about **sustainability, ethical business, equality**; they're all really, really big sub themes that permeate everything I see about **Gen Z**. So is comedy, The comedy is, I think, is really important" – **Cian Griffin, Social Media Personality**

"Topics like **social life and festivals, and LGBT and social media trends and viral videos and social issues, and alcohol and drugs.** They're all really not there in Irish language radio"  
– **Loretta Ní Ghabháin, Director of Lorg Media**

"Do trending topics as a segment on the show like **mental health or have a LGBTQ+ panel.** I find it important that these topics are being talked about in Irish. This is a living language and **we can and should have these discussions in Irish.** There's an added **pride** in that for me" – **Caoimhe Ní Chathail, BBC Two Presenter**

## #2. LOOK OUTWARDS

**There's an appetite to see Irish Language content address contemporary topics and global issues of relevance. *Note: there's a strong learning dimension to this theme.***

"Slite chun muid a spreagadh le bheith páirteach sa pholaitíocht. Muid a spreagadh chun dul i ngleic le athrú aeráide, cogaidh, imirice, bithéagsúlacht. D'féadfaimis réiteach a fháil ar na fadhbanna seo agus muid i dteagmháil dá chéile. Bhí Le Ceangal ar fheabhas ar youtube agus ba bhreá liom ceann a chloisteáil ar an raidió. Cúrsaí grá, oibre srl"

**- Colm Ó, Non-Native Irish Speaker**

### **CONTENT THEMES INCLUDING:**

- >> Current Affairs (rather than hard news)**
- >> Sustainability**
- >> Politics**
- >> Social Issues**
- >> Entrepreneurship**

## #2. LOOK OUTWARDS

- Current Topics + Current Affairs were highlighted

The appeal of 'looking outwards' is indicative of the globalised world our respondents now live in, where for them, the shooting of a young woman in Tehran can have as much significance as a shooting in Dublin.

The demand for outward looking content is currently met via English speaking sources (e.g. The Joe Rogan Experience; The Guardian; Al Jazeera).

Respondents want to see Irish Language coverage of international current affairs as well as events (e.g. protests, sports and music), and a reflection of the topics that resonate with, and that confront young people globally.



Moodboard created by platform participant >> Seán

*"I wasn't listening to podcasts or radio about four years ago but my interest in the world around me has grown since then"*

- Patrick, Mainstream Native Irish Speaker

## #2. LOOK OUTWARDS

### – Why Looking Outwards Engages? // Verbatim Quotes

#### Audio Listeners

*"We should look to **other minority languages** to know what they're up to, like the Basque Country, **and see do they have meme pages**. I'm always curious to know what those Welsh people are doing!" – Helena, Passionate Native Irish Speaker*

*"Is maith liom léamh – **Féachaim ar an Irish Times ar an idirlín chun scéalta an domhain a léamh**" – Liam, Native Irish Speaker*

*"Don nuacht idirnáisiúnta, bainim leas as suíomhanna **The Guardian agus AlJazeera**. Tá síntiús agam do Chomhar agus don New Yorker" – Helena, Passionate Native Irish Speaker*

#### Experts

*"There's like the obvious links with like, the **Basque Country, Palestine, like those political things**, they really flow for us because, again, a similar situation where **a group feel marginalised**" – Siún Ní Dhuinn, Beo ar Éigean Host*

*"I just think that there's a **crossover there between social conscience and caring about culture and caring about the environment** that kind of goes hand in hand" – Siún Ní Dhuinn, Beo ar Éigean Host*

*"If we think of **Gen Z and how they are pushing the boundaries more by bringing new topics to the table**, then that's the kind of **gap you could push out**" – Cian Griffin, Social Media Personality*

## #3. MAKE IT ECLECTIC

**There's a demand to see eclectic content that loosens the reins around strict genre definitions. This includes allowing for a mash up of different types, whether that's of personalities, music types or spheres of life. It also mirrors the collaborations going on in wider culture.**

*"Ba mhaith liom a fheiceal clár cocaireachta, clár tuairisc scannan, club leabhar as Gaeilge. Faoi láthair éistim le podcraoladh beo ar éigin agus uaireanta éiríonn leadrán orm toisc go mbíonn siad a labhairt faoi faic, tá orm a bheith sa iúmar ceart. Uaireanta taistíonn rud eigin le níos mó foghlaim nó substance uaim"*

**- Éadaoin, Non-Native Irish Speaker**

### **CONTENT THEMES INCLUDING:**

- >> Chat Show**
- >> Arts**
- >> Music**
- >> Collaborations / Special Events**

## #3. MAKE IT ECLECTIC

- Arts + Music were also highlighted as a engaging content theme

A number of respondents suggested they would like to see more music, film, art and literature reviews happening in Irish.

A show like this could also introduce new music and interview guests. They noted here that allowing English content to be discussed though the medium of Irish would be important.



Moodboard created by platform participant >> Sara

"I would commission either a podcast that discusses books...I would love it to focus on modern fiction, sci-fi, fantasy, YA and NA novels and series. I think that it would be a cool radio show with a possibility for guest hosts. It would be brilliant if the content could be downloaded / accessible on demand, and it would be easy to start with series already translated to Irish like Harry Potter. I think one easy way to spread the word about such a thing would be to reach out to college societies, for example at UCC, I would reach out to the Irish society, the Harry Potter society, the Sci-Fi society and the English society. This would spread awareness to so many young adults"

- Sara, Native Irish Speaker

## #3. MAKE IT ECLECTIC

### - Contemporary takes on Irish Culture appealed as a theme

A number of **Passionate Native Speakers** and **Earnest Learners** expressed an interest in **content** that **shines a light on both traditional Irish culture and newer forms of Irish culture.**

*"Tharraingeoinn ar an gcáil ata bainte amach ag leithéidí Blindboy agus Manchán Magan le déanaí agus chuirfinn clár le chéile bunaithe ar gnéithe suimiúla de litríocht, stair, cultúr, traidisiún agus béaloideas na hÉireann. Bhí an leagan amach a bhíodh ag Motherfoclóir an-mhaith, go mbeadh painéal rialta ann de dhaoine a phléifeadh ábhair dhifriúla gach seachtain (m.sh an Táin seachtain amháin, Peig an chéad seachtain eile). Bheadh aionna speisialta ann uaireanta - agallaimh le léachtóirí, saineolaithe, béaloideasóirí agus daoine spéisiúla eile"*

- **Helena, Passionate Native Irish Speaker**

Anything around the Pagan calendar and this kind of Celtic revival thing; people are really interested in 'What is Samhain? What is Bealtaine?' Or 'How do we celebrate these things now?', and people are going 'Oh, actually, what was it really like in Ireland before the Church was here?' And, 'Do these things still resonate with us?'"

- **Siún Ní Dhuinn, Beo ar Éigean Host**



## #3. MAKE IT ECLECTIC

### – Why Eclectic Appeals // Verbatim Quotes

#### Audio Listeners

**Eclectic Music:** “Ba bhreá liom go mbeadh idir sean-nós agus **ceol nua-aimseartha le clos ar an stáisiún so**. Cuirim féin suim mhór sa Jazz agus sa Hip-Hop, mar sin bheadh sé go breá dá mbeadh **ceoltóirí ar nós Kneecap agus ceoltóirí níos lú cosúil le Súil Amháin le clos air**. Cé go bhfuil sé go maith cúrsaí traidisiúnta a phlé, tá sé tábhachtach go mbeadh ábhar bainteach le déagóirí air” – Brian, Non-Native Irish Speaker

**Speaker**  
“Ba mhaith liom **léirmheasanna a chlos mar gheall ar scannáin agus leabhair atá go mór i mbéal an phobail i láthair na huaire** – tá siad seo le clos go fairsing ar na meáin bhéarla. Bheadh sé go deas tuairimí dhaoine eile a chlos ar na meáin i láthair na huaire **trí mheán na Gaelainne**” – Liam, Native Irish Speaker

“An Taobh Tuathail presenter Cian’s Irish is beautiful and **he’s paying new techno tracks you’ve never heard of before**. You’re there for the **craic, the entertainment, the music and the good vibes**, not just because his Irish is good” – Rút, Mainstream Native Irish Speaker

**Cookery / Film Reviews / Book Clubs:** “Ba mhaith liom a fheiceal **clár cocaireachta, clár tuairisc scannan, club leabhar as Gaeilge**. Faoi láthair éistim le podcraoladh beo ar éigin agus uaireanta **éiríonn leadrán orm toisc go mbíonn siad a labhairt faoi faic**, tá orm a bheith sa iúmar ceart. **Uaireanta taistíonn rud eigin le níos mó foghlaim nó substance uaim**” – Éadaoin, Non-Native Irish Speaker

#### Experts

“The stuff that does well is **new and interesting voices**. There’s an interesting guy and he was the chairperson actually of the Board of Raidió na Life; he **lived in Germany** for years as a classical musician, and he came back, and he’s in the RTÉ Concert Orchestra actually, but he also went and **moved from Dublin to Inis Meain** last year, and he spent a year in Inis Meain. He was running the Co Op which **runs the whole island**; So oftentimes **people who are interested in Irish have a broader sense of the world**” – Siún Ní Dhuinn, Beo ar Éigean Host

## #4. LIGHTEN UP

**What about the craic? There's a clear desire for Irish Language content that is fun and light hearted. Respondents feel that what's available currently is often serious and lacking the energy and life that young people crave.**

*"I'd like to see craic and entertainment with simple stuff that doesn't revolve around the Leaving Cert. Like the Two Johnnies, funny stories & only a bit of fun (in Irish language content) because it is normalising the use of the language again. Making it less formal attracts the listeners instead of scaring them away with big words & talking about the most boring stuff out there"*

**- Patrick, Mainstream Native Irish Speaker**

### **CONTENT THEMES INCLUDING:**

- >> Comedy**
- >> Current Events**
- >> Any topic approached in a lighthearted, informal manner**

## #4. LIGHTEN UP

- Comedy content specifically is requested, but it's also about tone

**Listeners want to see Irish language associated with lighthearted and fun content** - a departure from what they say is the seriousness of the Leaving Cert, and wider Irish Language content on offer.

**Skits by The Two Johnnies were frequently mentioned** - something respondents say would work really well in Irish. In terms of tone, a number of respondents say hosts like Hector Ó hEochagáin and Dara O'Brian (on Mock the Week) handle both serious and more light content in a skillful fashion.



Comedy



The genre would be



Lighthearted



Promoting through social media

Aim: Entice young people to use the Irish language more with fun topics and a bit of craic

**GAEILGE ABÚ!**

Mental Health



Two young hosts would suit the show and the audience best. Having experiences things such as college recently enough the could connect with the audience better

One hour show on spotify with fun segments such as weekly quizzes and highlights of the week as well as more serious discussion on important topics



**Moodboard created by platform participant >> Leah**

*"I believe the most important aim for language audio content should be to promote Irish in a fun, easy and comfortable way. The language should be enticing to young people and this can only be done if it is promoted in a way that young people don't see it as a burden but as an asset"*

- Leah, Passionate Native Irish Speaker

## #4. LIGHTEN UP

### – Existing Content Examples



*"There is a nice mix of funny stories, wholesome stories and life lesson-y bits on Doireann Garrihy's podcast"*  
**- Éadoin, Non-Native Irish Speaker**



*"A lot of Blindboy is about Irish culture; if you were to do it, it would do well in Irish"* - **Helena, Passionate Native Irish Speaker**



*"Dá mbeadh na 'skits' cosúil le seo ó 'The 2 Johnnies' ar fáil i nGaeilge bheadh sé chomh taitneamhach do lucht éisteachta"* - **Cian, Non-Native Irish Speaker**



*'My Therapist Ghosted Me' (podcast) & Beo ar Éigean aren't the same but they both have a sense of freedom"* - **Siún, Beo ar Éigean Host**

## #4. LIGHTEN UP

### – Why Lightening Up is Sought After // Verbatim Quotes

#### Audio Listeners

“Some more **light hearted conversations between people tends to work well**. Like a group of **people having a bit of a laugh** while talking about upcoming matches for example” – **Phillip, Non-Native Irish Speaker**

“Ireland is **BURSTING with creatives** and what's blooming in the past year alone is exciting. If you got the **right people with the right ideas**, I really believe it could work” – **Aisling, Non-Native Irish Speaker**

“I feel like with Irish content, it's not as lighthearted as things out there in English” – **Áine, Earnest Learner**

#### Experts

“From listening to people talk about it, Beo ar Éigeann **is a success because it's not about the Irish language – It's just in Irish**. And it's fun. And it's never going to be a big weighty subject. It's light, it's entertainment I think a lot of the stuff in Irish, the entertainment element, isn't there for a lot of things as Gaeilge” – **Siun Ní Dhuinn, Beo ar Éigean Host**

“I think the secret sauce is feeling like you're sitting in **with friends literally just catching up and having a glass**. The best podcasts or radio shows feel like **you're the other friend**” – **Cian Griffin, Social Media Personality**

“But we don't do comedy. Because it's a small community. **We're kind of afraid of what the other person will think**. And 'oh geez, you see your one' – there's a lot of that going on. And we still have to **break through the glass ceiling a lot**” – **Loretta Ní Ghabháin, Director of Lorg Media**

## #5. DELIVER ON TREND

**There's a demand for 'popular' content, that's less frequently seen in Irish language content. There is an appeal in seeing the Irish language associated with genres it is not typically associated with.**

*"Daoine óga a mhealladh chun éisteacht leo.  
Díriú isteach ar na suimeanna atá acu  
seachas ábhair oideachasúil / nuachta.  
Taighde a dhéanamh faoi suimeanna  
dhaoine óga, cad atá ag trending faoi láthair  
etc. Cláir éagsúla a chur ar fáil atá as an  
ngnáth - cláracha nach bhfuil ar fáil as  
Gaelainn ach atá go forleathan as béarla"*  
- **Liam, Native Irish Speaker**

### **CONTENT THEMES INCLUDING:**

- >> Sports**
- >> Cooking**
- >> True Crime**
- >> Technology**
- >> Fashion + Style**

## #5. DELIVER ON TREND

- **'New' Sports were in demand, amongst males in particular**

Many of the male respondents were keen to have access to more sports outside of GAA in Irish - e.g. NFL, NBA, F1, Golf.

This type of show would have potential for heavy audience engagement through the use of prediction, competitions and giveaways. A strong social media presence is also key here.



"For the presenter I would want someone informative, and funny, GuruGriff from TikTok is a great example with both his informative content as well as funny content such as his 'bozo of the week' segment. I would also want the host to be quite controversially opinionated when it comes to sport - I think this would add to the prediction part and would increase the engagement of listeners. I also like the idea if the podcast being live when certain sports events are on, this way listeners can hear the live reaction and opinions of the hosts and would lead to great engagement from listeners"

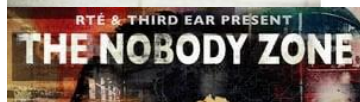
- Colm, Mainstream Native Irish Speaker

## #5. DELIVER ON TREND

- True Crime was flagged as a popular content type

The true crime podcast genre is well covered in English. However, respondents note that such content is not available in Irish - and those that are into it would like to see it.

RTÉ's true crime podcast, **The Nobody Zone**, is offered in Irish. It is hosted by Sinéad Ní Uallacháin and is benchmark for what can be done in the scope of a trendy Irish language true crime podcast.



**Scissor Sisters murder: A look back on one of the most gruesome and brutal cases in Ireland**

The podcast would analyse the evidence in some of Ireland's most well known crimes



**Wife killer Joe O'Reilly was moved jails after inmates warned he would be 'cut up' for 's\*\*t stirring'**

Sources said he had wanted a move to the progression unit at Mountjoy or back to Arbour Hill, where he used to be housed.



Witness accounts, local stories and people

work  
exper

**Moodboard created by platform participant >> Jack**

known killers behind bars.

*"My true crime podcast would delve into some of Ireland's most well known criminals. Crimes that shocked the nation would be analysed as Gaeilge while people give their accounts of events both through English and Irish (where applicable). Each podcast would focus on one crime with larger detail crimes possibly being split into two parts. The main aim of this audio content piece would be to revisit some of Ireland's shocking crimes through the lens of an investigating team. The theme and topic is to draw in an audience which I think isn't usually associated with Irish language audio content"*

- Jack, Non-Native Irish Speaker

## *Irish Language Audio Content Opportunities:*

**WHERE  
MIGHT FUTURE  
AUDIO  
CONTENT LIVE?**



# Aligned with appetite for youth focused Audio, range of possibilities for content 'homes' hold appeal

**A new youth focused Irish Language radio station has broad appeal, ...though a content hub seen to feel more modern**

## New National Radio Station

- For many, an Irish language radio station targeting young people is exciting
- For some though, radio is an outdated mode of audio broadcast
- In order to cut through (especially with Passionate and Mainstream Native speakers), language and content quality would be paramount

## Hyper Local Radio Stations

- Strong appeal for notion of an incubator for young talent
- Being led by young people means a true understanding of their content needs - and that would be exciting
- 'Hyperlocal' aspect has less cut through - sense that a national offer would be more effective

## Content Hub

- Generates a lot of excitement - in their minds, a basic feature of any audio content platform
- All in one place / on demand = modern and in sync with their habits and lifestyles
- Say it would attract new listeners to Irish language content
- In order to reach potential, would need to curate / produce with new and exciting content

## Funding Programme

- A lot of excitement around the idea of proper funding for new, world class Irish language audio content
- Some say that standalone podcasts can be hard to come across. In which case, this would need to go hand in hand with a hub for Irish language content

# If 'the Answer' is a new National Radio Station...

## An opportunity to capitalise on distinct features of live

A common theme was the distinct benefits related to live content, and live radio in particular.

In a time when so much content is consumed individually, live radio creates a sense of communal listening.

The energy and spontaneity of live feels distinct and respondents believe it has potential in the Irish language youth radio space.

*"I'd love to have live shows available because that's where the craic happens"* – **Patrick, Mainstream Native Irish Speaker**

## Content + language excellence is required

The high quality of production and standard of Irish that RnaG offers is the is a good indicator of what respondents expect from a new national youth-focused radio station.

For most, Irish language audio content is competing with English language – and there's a desire that this challenge is taken on. As we saw from the personas, there's a level of discernment both in relation to type of Irish and quality of content.

*"You'd have to have something almost to rival the English content, to give them that Irish alternative option, + for people to decide which one they like better"* – **Colm, Mainstream Native Irish Speaker**

## It'd provide a defined space for a strong Irish Language youth media brand

Compared with standalone podcasts or other audio content, a radio station has particular potential to develop a strong brand that can hold numerous personalities, presenters and shows.

There is a clear space in the Irish language youth community for a strong and vocal media brand that speaks to them on their level and in their language.

*"There is a huge gap for Irish language content that discusses the things that young people actually talk about"* – **Áine, Earnest Leaner**

## *Irish Language Audio Content Opportunities:*

**HOW  
CAN ENGAGING  
CONTENT BE  
DELIVERED?**



# Delivery of Content >> Five Opportunity Principles

THINGS TO DO:

CREATE BLENDED  
OFFER FOR NON-  
LINEAR LISTENERS

ENSURE  
PRODUCTION  
QUALITY IS HIGH

SHARE AND GROW  
WITH SOCIAL

THINK ABOUT A  
BALANCE OF  
TALENT

CREATE A HUB /  
LIBRARY OF  
CONTENT

## >> Create A Blended Offer For Non-Linear Listeners

### WHAT:

Across the study we have heard of the importance of offering an experience / community that exists 24/7 - with on demand access. While live radio can be an excellent pillar to that, podcasts and socially shareable clips are seen to be leading ways to achieve this.

### HOW:

Consider podcast-first launches, just like **Beo ar Éigean** did, and then transition into a radio show - think digital first.

### WHY:

The podcast format allows for more experimentation until you land final products that have legs for a community to form around them.



Beo ar Éigean started as a podcast before finding a home on RTÉ

## >> Create A Blended Offer for Non-Linear Listeners

### EXPERT INPUTS

#### **CREATE A MEDIA MIX / CHANNEL HOME WITH LIVE RADIO AS A CENTRAL PILLAR AND PODCAST TO SUPPORT:**

*"Now is really a media mix, and no one can survive without the other. I think it's harder than it was because we could just set up radio stations in the past and just broadcast there and that was it. But now, because media has gone so noisy and the world has gone so mad and because we all have this phone in our hand constantly 24/7. We need to grab them there to let them know about this new radio station, if that's what this will be. I'd be very inclined to have a podcast of some description running along with the radio station"* - **Loretta Ní Ghabháin, Director of Lorg**

**Media**

## >> Think About A Balance of Talent

### WHAT:

There's a tension currently in Audio Content whereby 'Influencers' are seen to be driving listening figures. Some listeners (and experts) resist this, whilst other listeners embrace it.

### HOW:

This is likely to continue to evolve but it is key to ensure presenters and hosts are thoughtfully chosen - balancing talent (or potential) with ability to draw in an audience. There's also an angle that to feel truly Gen Z, then they should be involved in content production.

### WHY:

To feel Gen Z + social media connected, talent choices should align with current trends.



While there are some wildly successful influencer podcasts, experts warn that the constant reliance on influencers can become disheartening within the industry.

## >> Think About A Balance of Talent

### EXPERT INPUTS

**SHOWCASE NEW VOICES:** *"Influencers sometimes just don't translate. A lot of people who are influencers are just like really skinny and really good looking. So I'm like, 'Oh, great, more of that'. Whereas what we need is to see new voices and new people and new perspectives on things"* - **Siún Ní Dhuinn, Beo ar Éigean Host**

**BEWARE OF CELEB OVERLOAD:** *"I watched Made in Chelsea and now you have these families of podcasts: Jamie Laing's podcast, Spencer and Vogue, Vogue and Joanne. Podcasts were not necessarily what they were famous for and now it's a bit disheartening. Even 2FM, they gave the breakfast slot to a rugby player! Shows are going to people that played rugby once, or were on a reality TV show"* - **Caoimhe Ní Chathail, BBC Two Presenter**

# >> Ensure Production Quality is High

## WHAT:

Highly quality production and content is needed to stand toe to toe with other content, including with English language content. Listener expectations have risen in this area.

## HOW:

Media and broadcast training. Further professionalisation of the Irish Language audio space.

## WHY:

Irish language content comes under scrutiny from all angles vs. English. Listeners expect high quality broadcasting.



## >> Ensure Production Quality is High

### EXPERT INPUTS

**QUALITY BAKED IN:** "Production value for Irish language content is so important. It's not a school project anymore. It needs to be produced to the same standard of content as the English language. Honestly this is as basic as the sound quality. You don't want sounds in the background or a muffled mic. People are more savvy to content production - you can record on an iPhone and it can be good quality. It happens regularly; there's funding to make something in Irish but if it's not high quality, that doesn't help anyone really. There needs to be a sense of purpose in creation - listeners are going to appreciate that in the long run" - **Caoimhe Ní Chathail, BBC Two Presenter**

**QUALITY EXPECTATIONS ARE GROWING:** "So the kind of quality threshold has built or increased, as people have listened to more. I think people aren't prepared to listen to bad podcasts, and people aren't prepared to kind of put stuff out there that that's not of good quality anymore. So I think that quality kind of builds more and more out there and the more experienced people get as well. So yeah, there's that quality pressure, but I think it's just giving people a chance to do things" - **Aled Jones, Founder of Y Pod**

## >> Share + Grow with Social

### WHAT:

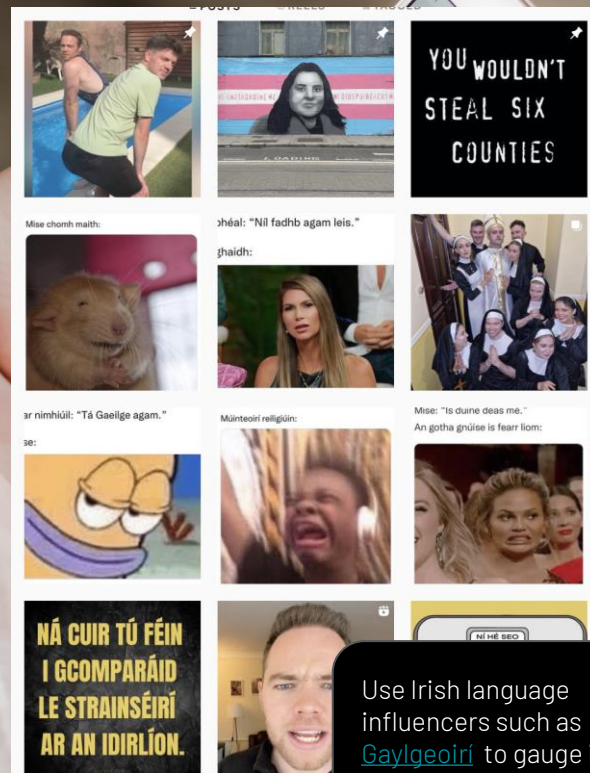
Start where youth attention is - on social media. Any new offering will need to gain attention on pre-existing social channels in order to gain traction with youth listeners.

### HOW:

Start seeding ideas on social and create a strong social media presence on TikTok, Instagram and Twitter. Strive to create short-form shareable audio content & video clips.

### WHY:

Strong social media presence is not something linked with Irish language radio stations currently and would hugely impact brand awareness, and ultimately credibility amongst young people.



Use Irish language influencers such as [Gaylgeoiri](#) to gauge interest for new shows

## >> Share + Grow with Social

### EXPERT INPUTS

**THINK DIGITAL FIRST:** *"People are used to having the content they want at any time, at their fingertips - social media should be ingrained into everything you're doing" - **Cian Griffin, Social Media Personality***

**SOW SEEDS ON SOCIAL:** *"I think it's really, really important for this age group that we're looking at, from 15 to 34, that it's really built in from the beginning; that you get a TikTok up. It starts way before the TV or the radio station going live that; there has to be something happening somewhere else. We often build brands up like that. We start a noise or something happening somewhere else on a different platform before we merge them over to what we're actually trying to sell" - **Loretta Ní Ghabháin, Director of Lorg Media***

# >> Create a Content Hub

## WHAT:

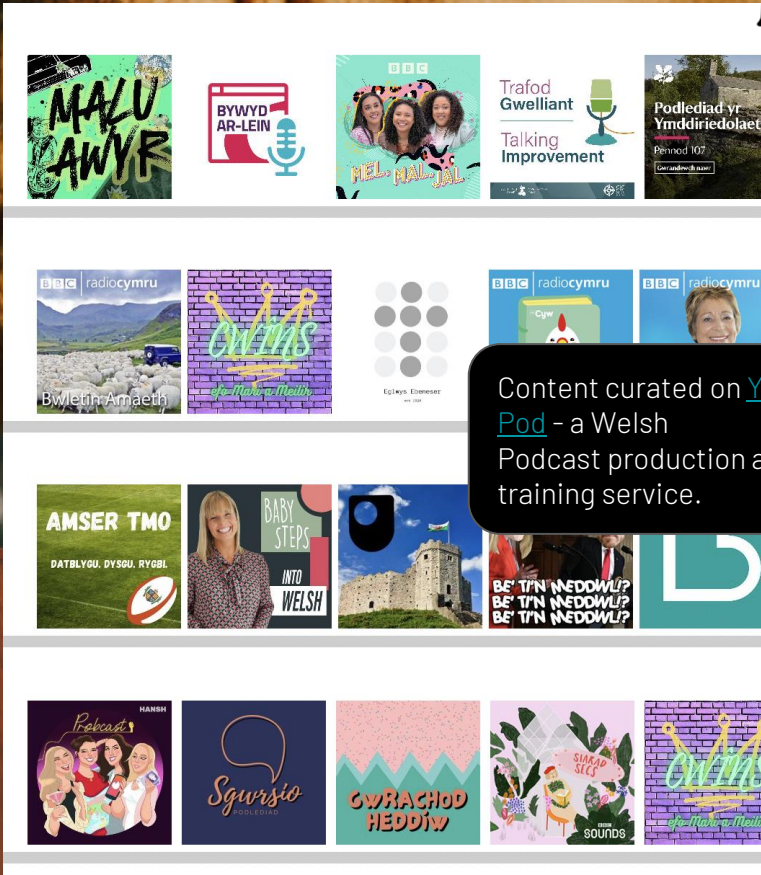
Access to content, finding it in the first place can be as important as what the content is itself. It also lengthens content's shelf life as people engage with previously made content.

## HOW:

Make content available in a searchable 'library' format. Y Pod is a Welsh example that fostered podcast accessibility.

## WHY:

Create a central point for the dissemination of new Irish content - helps to build an audience as well as gather further data on the type of content that performs well and where there may be content gaps.



## >> Create a Content Hub

### EXPERT INPUTS

**CURATE FOR EASE OF DISCOVERY:** *"The idea was to create something, basically a database with all the podcasts in Welsh that people could just come and discover Welsh language podcasts. Since making the content discoverable and browsable the figure of listenership has grown month on month. You don't have to listen from here but this is where to come to discover" - Aled Jones, Founder of Y Pod*

## ***9. SUMMARY + RECOMMENDATIONS***

# THE CONTENT LANDSCAPE

## KEY TAKEAWAYS

*The wider content landscape has shifted with greater emphasis on clippable, shareable content.*

*Our target audience of 15-34 year-olds are non-linear and increasingly digital-only content consumers.*

*Audio has also been on the rise and the wider context points to a growing demand for audio content as the lines blur further between channels.*

*Irish language audio offerings at present are firstly seen to be not abundant enough, and secondly (highlights aside) lacking in some appeal in comparison to English content. There's seen especially to be a lack in contemporary topics and fun in the Irish language audio space.*

*Of the Irish language radio stations currently available - each occupy a distinct space in the eyes of respondents, divided by quality of Irish and leading edge vs. conventional subject matter. There's seen to be a gap for a youth focused and high quality Irish offering.*

*Overall respondents are hungry for MORE Irish Language Audio Content... that feels aimed at them + draws them in.*

## THE LISTENERS

*Three content-consuming personas were uncovered*

**The  
Passionate  
Native  
Speaker**

Native speakers that have a **passion for and are actively invested in the future of the Irish language.**

**The  
Mainstream  
Native  
Speaker**

Native speakers that have a **strong connection to spoken Irish in daily life but who are not activists in the area.**

**The  
Earnest  
Learner**

Non-native speakers who are **passionate about improving their Irish language skills**, and who are interested in promoting the wider use of Irish.

**While all three personas have unique needs, motivations and content consumption habits – the Mainstream Native Speakers are the hardest to please.**

**Either develop a varied content programme that engages different personas, take on the challenge of appealing to Mainstream Native Speakers, that in turn should in turn draw in the other two listener personas.**

# THE CONTENT

*Five content themes emerged across both listeners & experts*

**#1. BE  
BRAVE**

Talk about topics  
that matter

**#2. LOOK  
OUTWARDS**

Despite the  
language, speak  
on things  
beyond Ireland

**#3. MAKE  
IT ECLECTIC**

Reduce any  
preconceived  
category limits

**#4.  
LIGHTEN UP**

Bring the craic  
front and centre  
+ have some fun

**#5.  
DELIVER ON  
TREND**

Bring pop culture  
and lifestyle  
conversations to  
the Irish-  
speaking realm

# DELIVERING THE AUDIO CONTENT

*Five principles emerged from the discussions with Experts*

## PRINCIPLES TO START BUILDING

**Create  
blended  
offer - cater  
to the non-  
linears**

Create live +  
podcast worlds

**Think about  
a balance of  
talent**

Seek Gen-Z  
talent +  
influencers

**Ensure  
production  
quality is  
high**

Invest in quality  
+ training

**Share and  
grow with  
social**

Get active on  
TikTok +  
Instagram

**Create a  
content hub**

Be a 'library' as  
well as a content  
producer

**With each of these principles in place, this ultimately should contribute to building + nurturing the community of Irish speakers drawn in by a contemporary offering, connected by social, that creates content that's accessible in various forms.**

# THE VISION: Community should be the overall goal for a new youth focused radio station, or audio platform

**This is not just a Radio Station or Audio Platform  
– this is a Brand and Community for Irish Language Speaking Gen Z**

**An umbrella brand that connects with a Gen Z audience, 'holding space' for their interests, concerns, topics, styles and aesthetics**

**Community building around and outside of the audio content, including social media presence / interactions, in-person events and cross Gaeltacht networks**

**Overall, an engaging pillar of support that produces long-term, vibrant connections to the Irish language**

*"I would try to create live events through the podcast and the audience building. Like's Cians show ( An Taobh Tuathail) does with music" – Rút, Mainstream Native Speaker*

**NOTE:** This builds on the fact that 'Community' and 'Connection' are seen to be one of the main benefits of speaking Irish today. Particularly the case for Passionates and Learners – something to aspire to for Mainstreams

# THE OPTIONS: But mindful of levels of investment, there's also quicker wins to be had...

## Quicker Win

## Longer Term Goal

### ACCESS POINT

*As highlighted by the Welsh Y Pod example, bringing minority language audio content together, in a searchable format can facilitate the growth of more content being produced.*

*Audio content can be brilliant, but a key need is to connect people to this content.*

### CONTENT UPDATE

*As we heard, there's a large appetite generally for MORE Irish language content that engages this age group.*

*Consider support / revamp of existing services to more closely meet the content needs of Mainstream Native Speakers - with trickle down appeal for Passionate Natives and Earnest Learners.*

### TALENT SUPPORT

*Support and update the ecosystem around Irish language audio content.*

*This might include a hub of Irish speaking talent that can be given guidance to grow into audio-producing talent. [Emma Chamberlain](#) is the Gen Z relatable benchmark in the English language domain - how can Irish language equivalents be supported?*

### COMMUNITY VISION

*For long term efforts, the mission should be seen as an effort in community building rather than producing audio content in isolation - as outlined on the previous slide.*

# Go raibh maith agat.

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