



ÚDARÁS
CRAOLACHÁIN
NA hÉIREANN

BROADCASTING
AUTHORITY
OF IRELAND

Broadcasting Authority of Ireland

BAI Commercial Radio Licensing Plan
2023

February 2023

BAI Licensing Plan 2023

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 *Broadcasting Services Strategy* 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 commercial radio licensing plan for 2023.

The services concerned are detailed in the table hereunder.

Franchise area	Service Type
Dublin City & County	Music-driven service targeting 15-34 year age group.
Counties Kilkenny and Carlow	Local broad-format service
County Kerry	Local broad-format service
South East Region - Waterford City & County, South Tipperary, Counties Carlow, Kilkenny and Wexford	Music-driven service for 15 - 34 age group.
North Donegal	Local broad-format service
Counties Laois, Offaly and Westmeath	Local broad-format service
Sligo/ North Leitrim/ South Donegal	Local broad-format service
Dublin City and County	Niche music-driven service – easy listening
Cork City and County	Local music-driven service targeting 25-44 age group
Cork City and County	Local broad-format service