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CRAOLACHÁIN  
NA hÉIREANN

BROADCASTING  
AUTHORITY  
OF IRELAND

**Broadcasting Authority of Ireland**

BAI Radio Licensing Plan 2019

April 2019

## BAI Licensing Plan 2019

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 Strategy*, published 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 radio licensing plan for the remainder of 2019.

This plan comprises the undertaking of licensing processes for three commercial sound broadcasting services and one community sound broadcasting service. The services are detailed in the table hereunder.

Service Type	Franchise area	Target Audience
A music-based service for a general audience on the FM band	Dublin City & County	35-55 years
A classic rock music- based classic rock service on the FM band	Dublin City & County & Commuter Belt	25+ years
A Christian and religious service on AM & FM bands	Quasi-national	15+ years
Community service on the FM band	Athlone town and its Environs	Community of Athlone town and its environs