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CRAOLACHÁIN  
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BROADCASTING  
AUTHORITY  
OF IRELAND

**Broadcasting Authority of Ireland**

BAI Licensing Plan 2015

## BAI Licensing Plan 2015

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 March 2012, 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 the remainder of 2015.

This licensing plan comprises six sound broadcasting services which are a mix of community / special interest and commercial contracts. The services are detailed in the table hereunder.

Service Type	Franchise Area	Target Audience
Community	Kilkenny City & its Environs	Local community
Community	Lucan & its Environs	Local community
Community	Claremorris & its Environs	Local community
Special Interest (Speech)	Dublin City	Local community
Commercial – News/Speech	Quasi-National	All Adults 25+
Special Interest Music-driven (Alternative Rock)	Dublin City & County	15-34 year olds