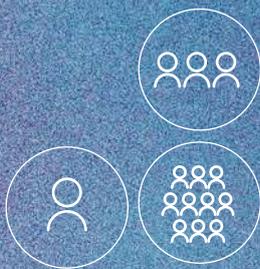




Audiences first



On-air diversity and inclusion
Younger audiences
Audiences in education
Life stage audience segments
Loyal audiences
Accessibility
RTE in the community
Audiences abroad

Connecting - how, when and where



Television platforms
Radio platforms
Connected platforms
New ways to engage
Performing groups
Archives

Quality content



Arts and culture
Children and young people
Drama and comedy
Entertainment and music
Factual
Irish language
News and current affairs
Sport
Special events

Enablers of RTÉ's strategy



Audience insights
Innovation and creativity
Creative partnerships
Operations, technology and data
Financial sustainability

Shifts in the media landscape have provided audiences with unprecedented content choices. Media consumption patterns have changed and will remain in flux for years. RTÉ must adapt to compete and will adjust its strategic direction to:

- Serve linear audiences while adopting digital first
- Know, engage with and better understand audiences
- Reflect Ireland's diversity on and off air
- Innovate with a new model for short-form content
- Expand and deepen its creative partnerships

To achieve this, RTÉ's strategy focuses on three key elements:

- Putting the audience first
- Making high-quality content
- Allowing audiences to connect with RTÉ content how, where and when they want

This strategy puts the audience first. RTÉ wishes to captivate audiences and celebrate our country's rich diversity. Knowing audiences in Ireland, reflecting them and engaging with them is crucial. RTÉ will focus on attracting younger audiences while retaining other traditionally loyal audiences.

Locally produced content needs to be protected to ensure that Ireland continues to have a vibrant creative sector that reflects Irish culture, stories and society. The content priorities embedded in this strategy are to offer greater variety and diversity, including long and short form, live and on-demand; and to increase partnerships with Ireland's creative sector.

RTÉ wants to give people more choice and control as to how, when and where they connect with and consume its content. RTÉ will evolve its range of services in line with audience needs and available resources to fulfil a two-pronged approach of serving linear audiences, while adopting digital first.

Delivering the strategy depends on several key enablers:

- Having a deep understanding of audiences in Ireland
- Driving creativity and innovation in content making
- Expanding partnerships with the independent sector
- Creating opportunities for staff and attracting new and diverse talent
- Improving operations and technology to become more efficient, collaborative and agile
- Increasing funding for public service media content

This strategy and RTÉ's financial sustainability are contingent on several financial assumptions. These include the successful implementation of the new 'One RTÉ' structure and an increase in public funding that includes reform of the television licence fee system.

Indicators of success

RTÉ will evaluate its progress in implementing its strategy through a range of indicators that demonstrate its impact on Irish society. These indicators will be continuously assessed, ensuring they evolve and change to meet RTÉ's requirements as it strives to satisfy audience needs and respond to the ever-changing media marketplace.