

Audience Connection - how, when and where

Drama and comedy

RTÉ drama tells powerful stories, showing courage for adventure and challenge in an age of fear and scepticism. RTÉ comedy reflects Irish society and its idiosyncrasies as well as contemporary culture. Through both genres, RTÉ will take creative risks, develop talent and support Irish creatives.

RTÉ will:

- Appoint a Group Head of Drama and Comedy
- Reflect Irish culture through increased drama
- Entertain audiences with increased Irish comedy
- Support Irish talent in these genres

Entertainment and music

RTÉ will create a more diverse mix of entertainment content that is enjoyable, unexpected, engaging, impactful and relevant to audiences' life experiences. It will be savvy, sharp-witted and available wherever audiences are. Entertainment programmes will also bring families and communities together for shared viewing experiences.

RTÉ will continue to play a key role in bringing new music performers and originators, as well as established talents, to the wider public. It will showcase Irish music and promote music discovery through live events and innovating new ways of curating music.

To achieve these aims, RTÉ will:

- Appoint a Group Head of Entertainment and Music
- Diversify to a more impactful entertainment mix
- Deepen audience engagement with music, especially Irish music

Factual

This diverse genre comprises documentaries; education, science and natural history; lifestyle and daytime television; and religious output.

RTÉ will appoint a Group Head of Factual to foster creative partnerships and deliver the highest levels of quality and creativity while contributing to a shift in tone on RTÉ's schedules by increasing lighter popular output and delivering more cross-RTÉ event-based strands.

Documentaries

Through great storytelling, RTÉ explores the ever-changing experience, diversity and complexity of modern life in Ireland and documents the people and places that make Ireland what it is today. RTÉ will:

- Continue to deliver both the high-impact television documentaries that get the nation talking and the critically acclaimed Documentary on One from RTÉ Radio 1
- Develop a more diverse range of presenter talent from the worlds of acting, drama and comedy, to provide a lighter tone for some documentaries

Education, science and natural history

RTÉ produces a range of education, science and natural history content with strong, non-linear appeal that is attractive to editorial and funding partners within and around the education sector.

RTÉ will:

- Continue to broaden the parameters of these genres, developing more cross-RTÉ, event-based initiatives
- Focus on adding greater value to the post-transmission legacy of this content and to stimulate and contribute to public policy, debate and education.

Lifestyle and daytime television

RTÉ focuses on consumer and human-interest themes that engage the audience with programmes that entertain, inform and resonate. RTÉ will:

- Partner with the independent sector to develop innovative formats that contribute to a change in tone and greater accessibility of RTÉ's television schedules
- Expand its daytime output, offering engaging content for audiences during the day

Religion

RTÉ provides a strong, cohesive, cross-platform offering of religious and faith-based programming. RTÉ will:

- Reflect the religious cultural life and diversity of Ireland through documentary, observational series and a range of other formats
- Continue to enable access to live worship, exploring new ways of providing this service

Irish language

RTÉ seeks to bring the Irish language into the heart of everything it does by:

- Integrating the Irish language naturally and seamlessly into all RTÉ's channels and services
- Creating quality content and telling great stories through the Irish language
- Fulfilling the needs of all Irish-language audiences, from learners to fluent speakers

RTÉ will:

- Become the home of innovation in Irish-language media
- Create a dynamic environment for Irish-language content creation, making the best use of the talent, skills and creativity of Irish-language capable staff
- Strengthen partnership arrangements with TG4⁸ that will enhance the Irish-language content provision by both organisations

News and current affairs

RTÉ News and Current Affairs aims to become a genuinely 'digital-first' news organisation. It will build on its traditional broadcast strengths of original storytelling, hosting national debate and reporting from all of the island of Ireland. RTÉ will translate those strengths for an audience who may not consume RTÉ's news and current affairs content on traditional platforms. RTÉ aims to expand the reach of news and current affairs services by creating digital-only content and targeting a younger audience, while maintaining existing audiences.

RTÉ will:

- Re-imagine its services by migrating some content away from linear broadcast to on-demand services
- Produce more non-linear content that will be available to audiences on-demand on RTÉ and through social media
- Maintain existing core news programmes and bulletins on television and radio
- Continue to hold those in authority to account and host the national conversation through its current affairs content

Sport

RTÉ Sport's mission is to bring national games, national teams and major events (both international and domestic) to audiences on all available platforms in an innovative, informative, entertaining and cost-effective way. RTÉ Sport will continue to strive to be the go-to media outlet for sporting events that bring the nation together. It will deliver and connect with audiences, regardless of the platforms they chose. RTÉ Sport will continue to provide quality, trusted sports programming and journalism, ensuring excellence and creativity.

RTÉ will:

- Bring the nation together through sporting events central to Irish culture
- Offer major sporting events of significant importance to Irish audiences
- Complement and embrace coverage beyond major sporting events
- Provide breadth and depth, notably through its daily output

Special events

RTÉ has always committed to delivering the highest possible quality coverage of shared moments of history. It is RTÉ's role to provide access to the audience and serve a shared public purpose. It represents a resource and policy commitment innate to PSM.

The Decade of Centenaries programme commenced in 2012 and initially focused on the many significant centenaries occurring over the period 2012-2016. The coming five years are equally important as we remember the 1918 election, the foundation of Dáil Éireann in 1919, the War of Independence, the foundation of the Irish state and the Civil War.

In addition, 2018 will see a referendum on the Eighth Amendment, a likely Papal Visit to Ireland and a possible presidential election. The first six months of 2019 will see the centenary of the first Dáil in January and then Brexit in March, when the UK formally leaves the European Union (EU). There will also be local and European elections in the early summer.

Content creation

RTÉ's content objectives can be summarised as follows:

- To develop richer and more diverse programming and content
- To drive creativity, learning and innovation – internally and across the media sector
- To find and develop new talent and new voices

RTÉ's programming is created in-house or commissioned from the independent production sector. It is developed and funded either wholly by RTÉ, or through co-funding or co-production partnership arrangements.

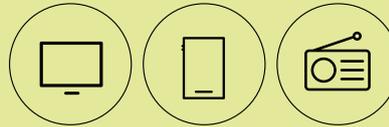
For in-house production, the new 'One RTÉ' structure will allow for greater collaboration, flexibility, creativity and innovation to deliver impactful public service content through multi-platform initiatives. The structure will also deliver efficiencies, most notably from the new single operations function, which will support and enhance creative workflows.

The Irish independent production sector is collectively RTÉ's largest creative partner. Over the course of this strategy, RTÉ wants to commission more and intends to spend at least 50% of the proceeds of public funding reform on independent commissions. This would represent a substantive increase in RTÉ's overall spend in the independent production sector.

⁸ TG4 is the Irish-language television channel of the Irish-language public service broadcaster Teilifís na Gaeilge

Connecting – how, when and where

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



RTÉ will evolve its services to meet changing audience needs and exploit new opportunities. These plans are underpinned by the principles that content and services are:

- Universally available to Irish audiences
- Available in a way that is convenient to audiences
- Branded and easy to find and navigate
- Delivered to the audience at the highest quality available

Services will be accessible on multiple devices and platforms to give people more choice of how, when and where they connect with and consume content.

RTÉ will require agility to launch new services and discontinue the way certain channels or genres are made available to audiences. The new Audience, Channels and Marketing division will play a pivotal role.

Television

RTÉ will optimise relationships with free- and pay-television platforms and networks to reach every home in Ireland and offer high-quality video and audio. RTÉ will ensure its channels and content are prioritised and findable in electronic programme guides (EPGs), and navigation and discovery algorithms, and that the fair share of value is attributed to RTÉ. As platform interfaces evolve, RTÉ will work with platforms to enhance the user experience and findability of its services.

Saorview is Ireland's largest television platform and is in 660,000 homes⁹, of which 191,000 have Saorview only. RTÉ has partnered with Freesat in the UK to develop a new connected product, Saorview Connect. It is designed to be connected to both an aerial (to receive the terrestrial channels) and to broadband (to access catch-up and on-demand content).

RTÉ will keep its other services and brands under review and aligned to audience needs and consumption patterns, the intent of RTÉ's content strategies and available resources.



Television

RTÉ One and
RTÉ One +1
RTÉ2
RTÉjr
RTÉ News Now
Oireachtas TV



Radio

RTÉ Radio 1
RTÉ 2fm
RTÉ lyric fm
RTÉ Raidió na
Gaeltachta
RTÉ digital radio



Connected platforms

RTÉ Player
RTÉ Player
International
RTÉ Radio Player
RTÉ.ie
GAAGO
RTÉ Aertel



Other ways of connecting

RTÉ Orchestras
and Choirs
RTÉ Archives

⁹ Source: TAM Ireland / Nielsen TAM -- Establishment Survey, July 2017

Radio

It is expected that FM will continue to be the primary means for consuming radio in Ireland. Further development of DAB+ in Ireland would require regulatory involvement and collaboration with the commercial sector.

Podcasts and streaming offer more convenience and RTÉ will continue to develop and distribute relevant audio content for audiences.

RTÉ's LW radio service in the UK will be phased out. Plans are underway for an RTÉ radio DAB station in the UK.

Connected platforms

As audience consumption increases on connected devices and via over-the-top (OTT) platforms, RTÉ will prioritise platforms that enable it to have a direct relationship with viewers, listeners and users and offer enhanced experiences.

RTÉ will continue to develop partnerships with Irish content owners to provide an unrivalled platform (e.g. RTÉ Player and GAAGO) for Irish content to reach a broad range of audiences, both in Ireland and abroad.

RTÉ recognises the importance of social and distributed media as a means to access news, discover content, and connect and engage with younger audiences. It will continue to work with social platforms on a mutually beneficial basis.

RTÉ Orchestras and Choirs

RTÉ will continue to be the leading provider of orchestral music in the country. RTÉ has commenced a review of its orchestral provision through broad consultation with relevant stakeholders. The review will make recommendations on ways to ensure the long-term vibrancy, quality and sustainability of RTÉ's orchestral output.

RTÉ Archives

RTÉ holds the country's oldest and largest archives of original audio and moving-image recordings, as well as the largest library of commercial music, a nationally significant photographic collection and an extensive repository of company records.

The archive grows approximately 7% a year and is a core business asset for RTÉ – 27% of all news content is sourced from RTÉ Archives, with 40,000 video archive clips incorporated in new programming each year.

However, the curtailed level of investment has resulted in a technical and physical infrastructure that lags far behind industry norms. Older collections of some 500,000 hours are not yet digitised. Obsolescence and decay of physical assets can make legacy formats unplayable. Without much-needed investment in digital infrastructure, archive material will be lost forever.

RTÉ will shortly commence an externally led review to include consultation with key external and internal stakeholders. It will assess international best practice, consider issues such as digitisation and documentation of the legacy archive and increasing archive access, potential partnerships, and future funding and governance options.

New ways to engage audiences

RTÉ will explore and experiment with new ways to develop, access and distribute content with broadcasters, networks, platform owners and technology companies. Emerging technologies (e.g. voice recognition and the Internet of Things) will lead to changes in how audiences access content. RTÉ will assess these emerging content distribution technologies and will adapt accordingly. This will require investment in content, rights and enhanced product features and experiences.

RTÉ will use greater personalisation, improved content recommendation and enhanced customisation to deliver an experience that is more relevant.