

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



Content that responds to audience needs is at the core of everything RTÉ does. This is based on an ambition to:

- Captivate Irish audiences with the highest quality and most compelling programmes
- Explore and celebrate the ever-changing experience, diversity and complexity of modern life in Ireland
- Interrogate the issues that affect and concern us all right now

To achieve this, RTÉ has identified content priorities, where it will:

- Tell Ireland's story across all genres
- Offer a more varied content mix
- Host regular cross-RTÉ events
- Come live more often from around the country

These priorities are underpinned by the principles that:

- Creativity and innovation should underpin all content creation
- Content should be relevant to all audiences
- RTÉ must focus on reconnecting with younger audiences
- Peak-time content will be protected where content choices are required

The 'One RTÉ' structure will improve how RTÉ can best serve audience needs. The plans that follow reflect RTÉ's new consolidated genre pillars. These are:

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

Arts and culture

RTÉ has a central role to play in discovering and enabling creativity and cultural expression in Ireland, and embracing the uniqueness and diversity of Irish life. RTÉ will discover, nurture, champion, explain and celebrate creativity in all its forms and will renew and re-imagine its approach to arts and culture.

To achieve this, RTÉ will:

- Appoint its first Group Head of Arts and Culture
- Showcase arts and culture across all platforms
- Expand and deepen its creative partnerships
- Provide major cross-platform events that promote arts and culture
- Support the wider creative community

Children and young people

RTÉ seeks to explore and reflect the exciting and changing world in which children and teenagers are growing up. It will see through their eyes and their experiences from birth up to 18 years. RTÉ recognises that children's media consumption patterns are changing dramatically. It will ensure its content for this diverse and growing group is available where children wish to access it.

RTÉ will:

- Provide an innovative and varied mix of children's content
- Support domestic animation
- Enhance understanding of children to provide content where and how they consume it

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