Craoltóir-Foilsitheoir na hÉireann

2016 – Tuairiscí ón BAI ar TG4

- "A key question for policymakers and for BAI is <u>what role</u> TG4 is to play in the Irish broadcasting market…" (Indecon)
- "…an <u>increase in funding</u> is required if its audience share is not to continue on its downward trend." (Indecon)
- "…the focus should be on targeting to <u>maintain their market share</u>." (Indecon)
- "...the potential to improve in relation to <u>compelling and entertaining programming</u> that people simply want to watch." (B&A)

Plean 2018-22 don BAI

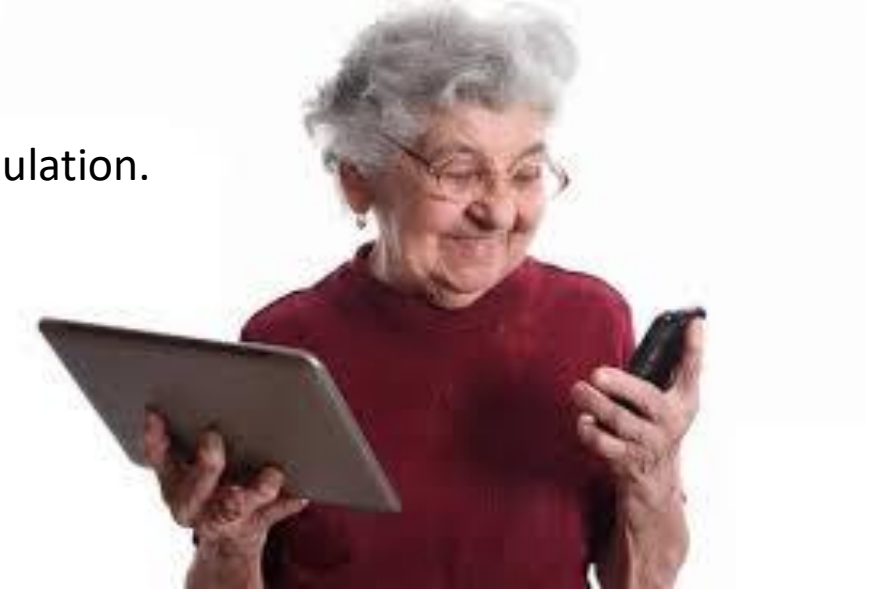
agus TG4

- **1994** - Teilifís na Gaeilge ag fostú
- **1994** - tús le **Amazon**
- **1996** - tús le **TnaG**
- **1997** - Steve Jobs ar ais in **Apple**
- **1998** - tús le **Google**
- **1999** - tús le **TG4**
- **2001** - tús leis an **iPod**
- **2004** - tús le **Facebook**
- **2005** - tús le **YouTube** (ceannaithe ag **Google** i 2006)

Ireland’s young people are highly connected… but its older population is becoming more connected too.

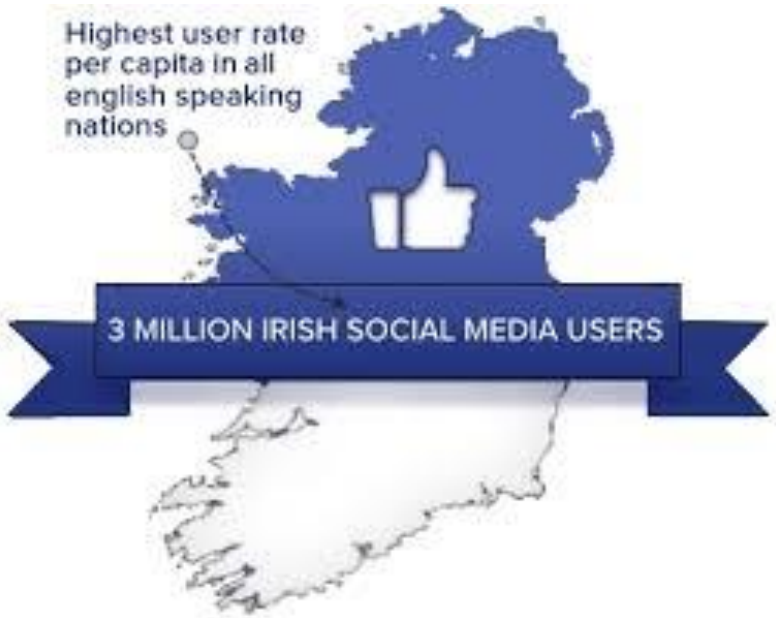
Connectivity profile of Ireland’s younger population:
There are **1.05m 18-34 year olds in Ireland today, 22%** of the population.
Each owns an average of 4.9 connected devices.
98% of them have a mobile device.
95% own a smart phone.
70% own a tablet.
77% use social media sites daily.
42% view video-on-demand (VOD) daily.
42% have Netflix access.

Connectivity profile of Ireland’s older population:
There are **638k 65+ year olds in Ireland today, 13.4%** of the population.
25% of them own a smart phone.
33% have a mobile device.
11% view VOD daily .
8% have Netflix access.



Source:
Ipsos MRBI, RTÉ, 2017
Images:
Irishtimes.com
Independent.ie

The use of social media has grown substantially.



There are an estimated 2.25m to 2.49m Facebook account holders in the Republic of Ireland.
64% of Irish social networking account holders have a Facebook account,
28% of social network account owners use Instagram and
29% use Twitter.
Facebook users using it daily (74%). 33% of Twitter users use it daily, 27% of Google+, 18% of LinkedIn and 56% of Instagram users are daily users.

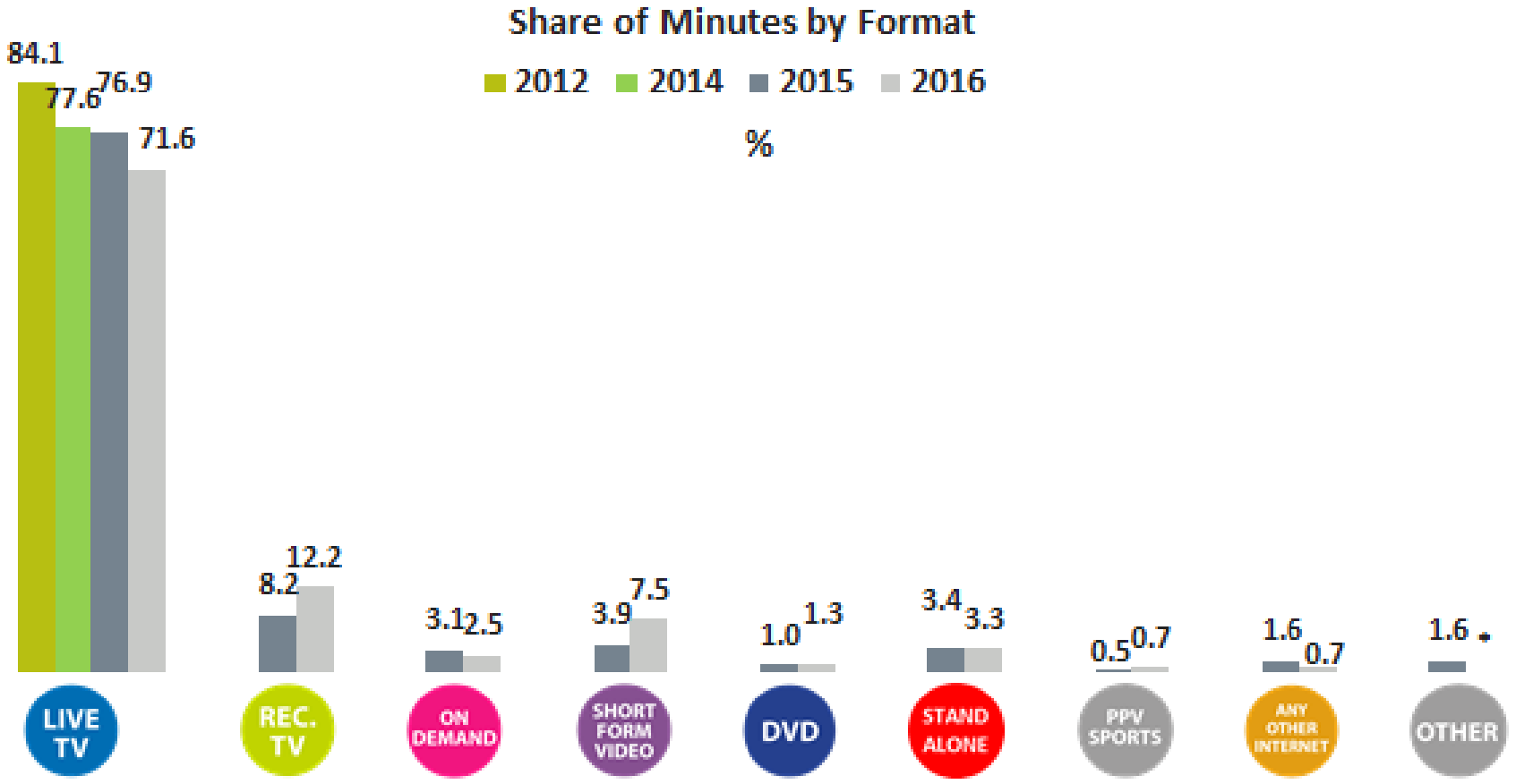
Almost half of Irish adults use social media every day with almost 80% of 15-34 year olds using it daily.

Social media is now the most used source for news among adults aged 18-34 years in Ireland.

64% of 18-24 year olds use Facebook for news.

Sources:
Ipsos MRBI, RTÉ, 2017
Statista and Social Bakers.
Ipsos MRBI Quarterly research, January 2017.
RTÉ.
Reuters Institute Digital News Report (Ireland) 2016.
Virgin Digital Media Insights Report 2016.
Images:
makeuseof.com
Facebookwebsalespromotion

Live TV Still Enjoys The Largest Format Share, However It Is Declining Steadily



Base: All Responses 15+

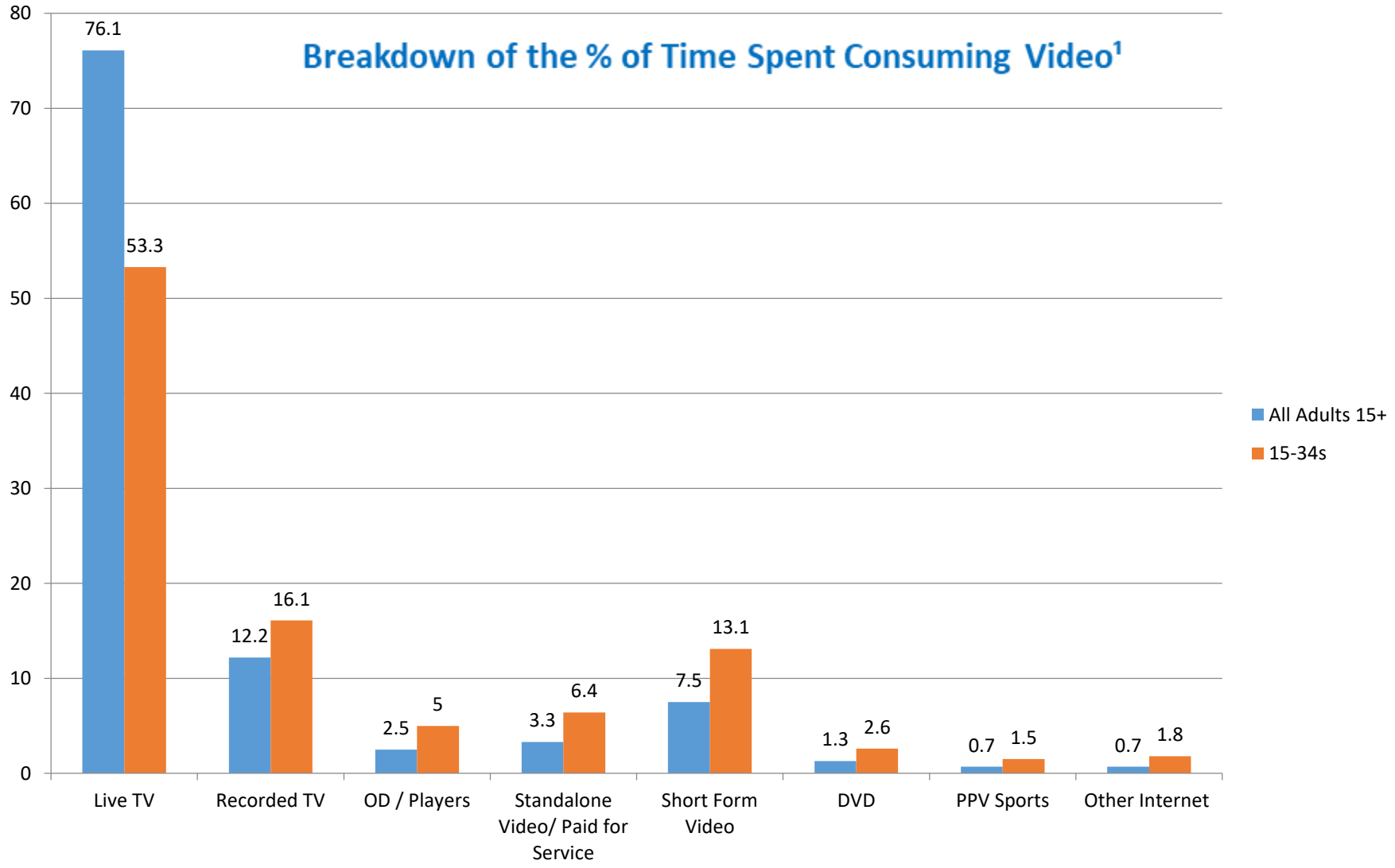
*=<0.5%

Ipsos MRBI GAME CHANGERS

Note: Change in questionnaire prevents comparability for non Live TV

© 2016 Ipsos MRBI 15-08024S/TAM Viewing Habits 2016

The Biggest Shift is to Short-form Video



1 Source: IPSOS / MRBI

THE 5 AGES OF VIEWING

12-17 year olds:
Live TV is 39% of their share of viewing down from 76% in 2012.
Their largest share of other formats is **short-form video**.

15-34 year olds:
Live TV is 53% of their share of viewing, down from 77% in 2012.
Their largest share of other formats is **Recorded TV and short-form video**.

35-54 year olds:
Live TV is 69% of their share of viewing, down from 84% in 2012.
Their largest share of other formats is **Recorded TV.**

55+ year olds:
Live TV is 91% of their share of viewing, down from 93% in 2012.
Their largest share of other formats is **Recorded TV.**

Children:
Other research[1] shows that under 14s spend an average of 122 minutes per day watching live TV and an average of 120 minutes on online video per day
(59% of 4-7 year olds view online video. 74% of 8-10 year olds view online video. 83% of 11-14 year olds view online video).

Sources: TG4, IPSOS / MRBI TAM Ireland Viewing Habits, 2016
(1) RTÉ

Images:
smh.com.au
Betanews.com

TG4 i 2016

- **92% -** Aimsiú le cainteoirí laethúla Gaeilge.
- **450k** ag breathnú ar TG4 gach lá.
- **6% - méadú** ar sciar TG4 den lucht féachana.
- **48% -** Aimsiú náisiúnta seachtainiúil sa bPoblacht.
- **7ú áite** i measc na gcainéal is mó féachana in Éirinn.
- **38.3% - méadú** ar na huaireanta d'ábhar TG4 ar bhreathnaigh daoine orthu ar Sheinnteoir TG4.

Straitéis lucht féachana 'Twin Pole'

Labhraím Gaeilge

Tá Gaeilge agam

I hate Irish!!

Cainteoirí gnáth-theanga

Distanced

Díograiseoírí na Gaeilge

Grá don teanga

'Grá' for the language

School ruined it for me

SAIBHRIÚ NA TEANGA

Sprioc Lucht Féachana

Painéal Fios Físe

SEALBHÚ NA TEANGA

Painéal TAM Nielsen

Sprioc Lucht Féachana

Twin Audience Poles

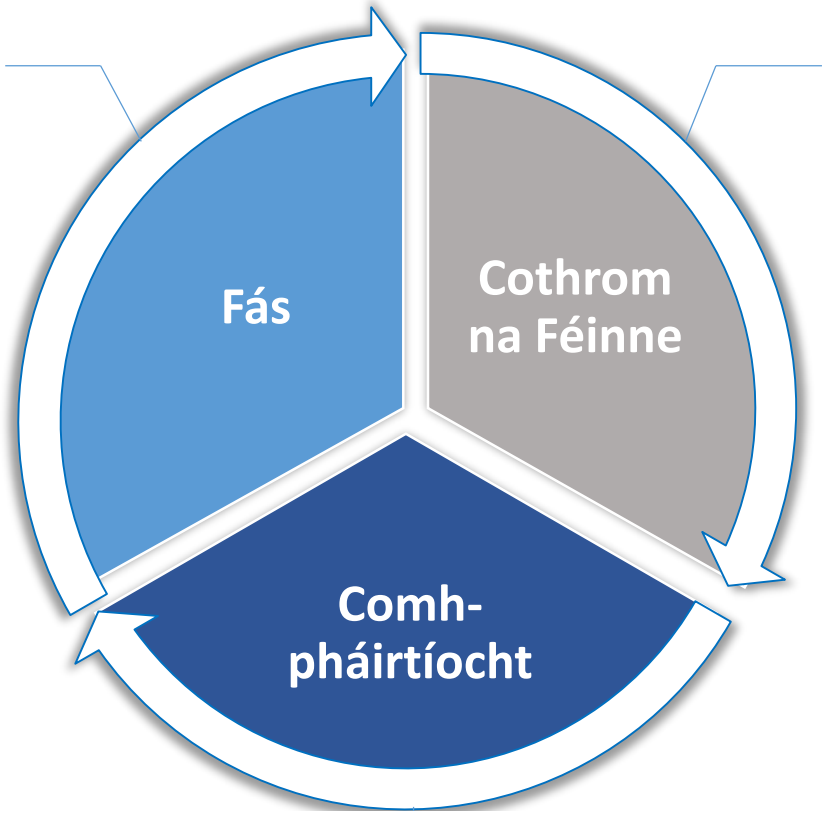
Nuacht/Cúrsaí Reatha
Dráma
Siamsaíocht
Faisnéis
(Croí lucht féachana - 200k)

Spórt náisiúnta
Ceol náisiúnta
Faisnéis náisiúnta
Béarla
(Lucht féachana náisiúnta – 4M +)

Straitéis TG4 2018-22 – Na bunphrionsabail

Fás

Méadú ar lucht féachana náisiúnta TG4.
Cur le eacnamaíocht chruthaitheach na hÉireann. agus cabhrú le hidirnáisiúntú na hearnála léirithe.
Cur le stádas agus le normalú na Gaeilge.



Cothrom na Féinne

Tacú le chainteoirí ghnáth-theanga Gaeilge agus a bpobail.
Tacú le comhionannas inscne agus ilchineálacht
Tacú le tallann nua

Comhpháirtíocht

Le acmhainní i bhfad níos lú ná an mhórchuid de na craoltóirí tá sé tábhachtach feidhmiú mar chomhpháirtí iontaofa leis an earnáil léirithe, RTÉ, BBC, BAI, IFB, NI Screen agus eagrais eile spóirt agus cultúir mar an LGFA, GAA agus an Comhaltas.

10 Bliana – Briste, Brúite, Athraithe

- **Meitheamh 2007** – tús an iPhone
- **Lúnasa 2007** – maoiniú reoite ag BNP Paribas sa margadh maoine
- **Feabhra 2008 -** Northern Rock Bank faoi úinéireacht stáit sa RA
- **Meán Fómhair 2008 -** Lehman Brothers Bank bancbhriste
- **Meán Fómhar 2008 –** Éirinn ag tarrtháil na mbancanna
- **Deireadh Fómhair 2008** – ceannáras idirnáisiúnta Facebook bunaithe i mBÁC
- **Aibreán 2010** – tús leis an iPad
- **Iúil 2011** – tús le Coderdojo i gCorcaigh
- **Eanáir 2012** – tús le fógraíocht ar Facebook
- **Nollaig 2016** – tús le Creative Ireland programme launches

Clár Éire Ildánach
Creative Ireland Programme
2017–2022

Culture in 19th Century Imperial Ireland
Going with the imperial flow

- **SPORT**
  1870s – Tennis and cricket the **principal sports** in Kilkenny and Tipperary. 1898 'This is essentially a cricketing village' – *(Gowran in Kilkenny, home of DJ Carey)*
- **LANGUAGE AND LITERATURE**
  English Education Act, India 1835. Concepts of **"useful learning", "the integrity of the empire"**. "Whether we look at the intrinsic value of our literature, or at the particular situation of this country, we shall see the strongest reason to think that, of all foreign tongues, the English tongue is that which would be the most useful to our native subjects." *Thomas Babington Macaulay.*
- **MUSIC**
  "Irish music abroad was more dynamic and innovative in these years than it was at home." *Dr Martin Dowling*

Culture and Media in Ireland – going against the flow

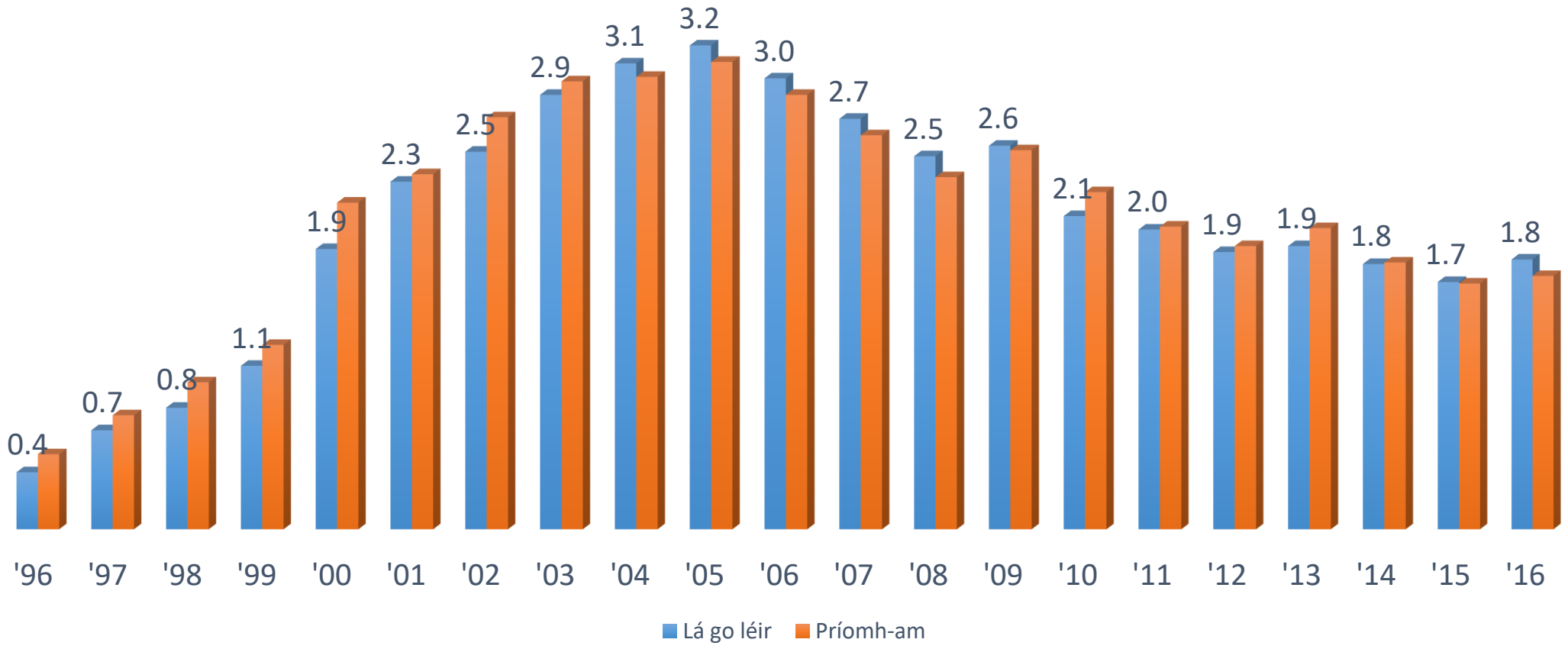
”…not as a protest against imitating what is best in the English people, for that would be absurd, but rather to show the folly of neglecting what is Irish, and hastening to adopt, pell-mell, and indiscriminately, everything that is English, simply because it is English.”

Dr Douglas Hyde

10 Bliana – Briste, Brúite, Athraithe

- **2008** ‘Crash’ eacnamaíochta.
- **TG4** – Fócas ar tháirgeadh, ar uaireanta de chláracha agus costas uaire in áit fócas lucht féachana. Production focus, not audience focus
- Fás ar ‘sole traders’ ag brath ar TG4
- €6M níos lú ná roimh an ‘crash’.
- **Deis** an fócas a chur ar ais ar lucht féachana le straitéis ‘twin-pole’
- **Deis** ‘restoration’ €6M a chur isteach san earnáil léirithe ach le beim ar an eacnamaíocht chruthaitheach.
- **Deis** cabhrú le léiritheoirí Gaeilge a bheith ag obair go hidirnáisiúnta.
- **Deis** le Bliain na Gaeilge 2018 agus comhoibriú le Conradh na Gaeilge, RTÉ agus Creative Ireland móiminteam a chur ar ais i normalú na Gaeilge.

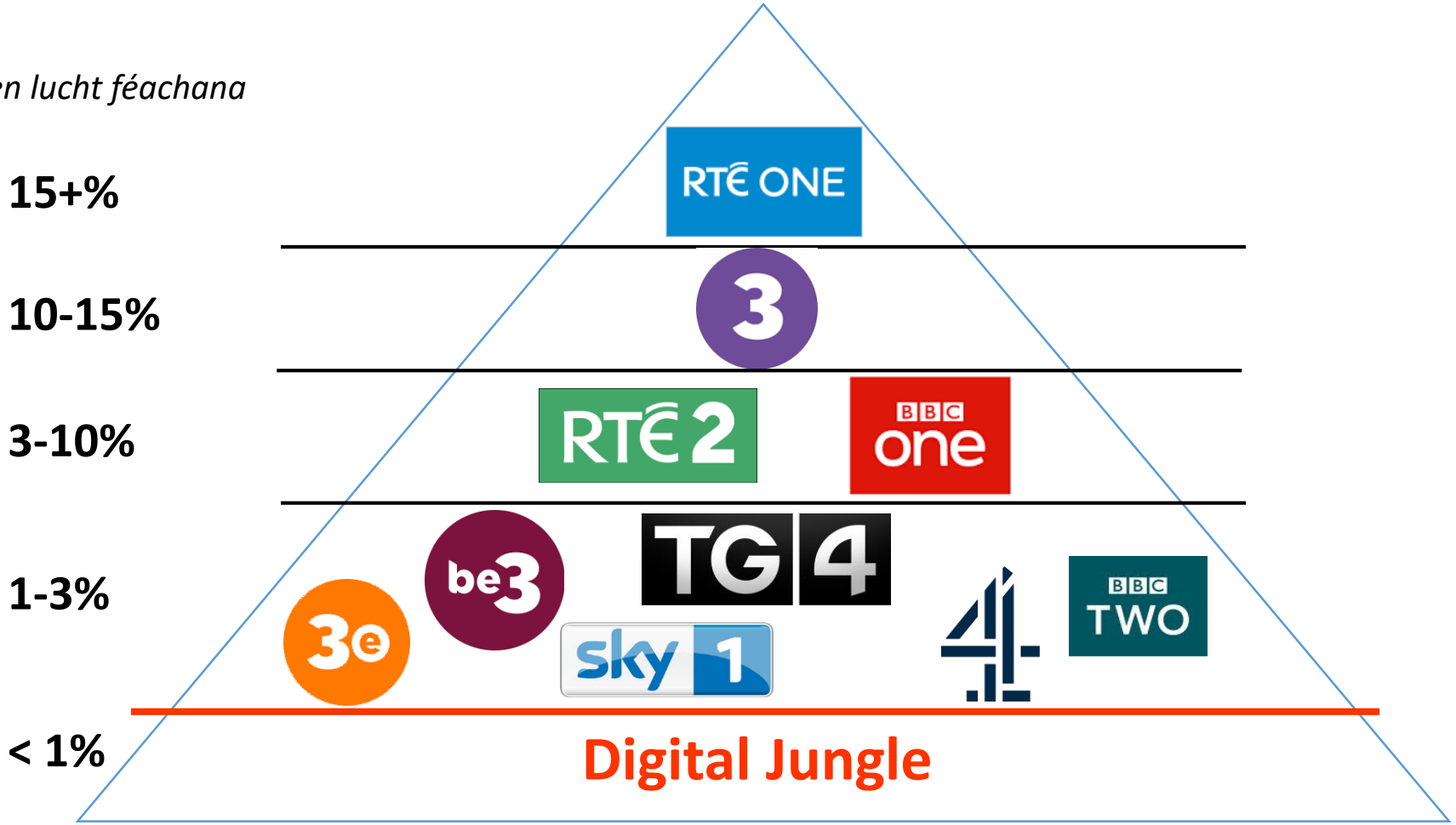
Ag cur stad le síor-thitim agus fás arís…



Príomh-am TG4 = 7pm go meán oíche ó 2000 ar aghaidh; 'Consolidated' ó 2011 ('Beo' roimhe sin)

… nó, faoi dheireadh, titim isteach sa Digital Jungle?

Sciar den lucht féachana



780+ cainéal teilifíse eile ar fáil do lucht féachana na hÉireann