



"Good morning members of the Joint Oireachtas Committee on Tourism, Culture, Arts, Sports and Media. I am here on behalf of Free Media Ireland, a representative organization established by the publishers of free newspapers in Ireland. Our goal is to promote the interests of our members and pursue joint advertising opportunities. Our members have a combined weekly circulation of 225,000 and an estimated readership of one million people.

At FMI, we believe in the power of free media as a means of informing and engaging the public. We are committed to producing high-quality journalism and providing exceptional customer service and support to our advertising clients. Our income is generated through advertising, similar to most commercial TV, radio and online media.

We believe that our business model, which provides free content to readers and generates income through advertising, is the future of print media. We believe that engaging content on matters of local importance is the reason why people read our newspapers. Our members employ professional journalists and editorial staff who operate to the highest standards to produce this content.

We are fully engaged with the Future of Media Commission and will actively participate as a stakeholder in the implementation phase. We believe that any State support should be directed at supporting journalism and that funding could support our members in both maintaining and strengthening our journalism capability to ensure strong and professional journalism continues at a local and regional level.

We are confident that our model will remain strong into the future and will continue to be the leading print media at a local level throughout the country. We look forward to discussing these points in further detail during our meeting with the Joint Oireachtas Committee today."