

Reference ID: JOC12

JOC Letter Ref: JCM-1-1436 and JCM-1-1451

Query: Confirmation as to whether rebates have been made by RTÉ to Government or any State agencies as a result of any spend accrued

Response:

We have not given any rebates to semi-state bodies.

The advertising industry operates mostly on an agency basis, where advertising agencies represent multiple clients and negotiate on the clients' behalf at agency level. The agency receives a commission from the media outlet for placing the advertising and the media outlet invoices the advertising agency. As such, in this model, agencies may have to tender to provide services to their clients and these agreements would be between the agency and the client itself. RTÉ would not have visibility of these agreements. RTÉ would negotiate with agencies based on total volume of spend.