

# Fís Tar Éis Covid

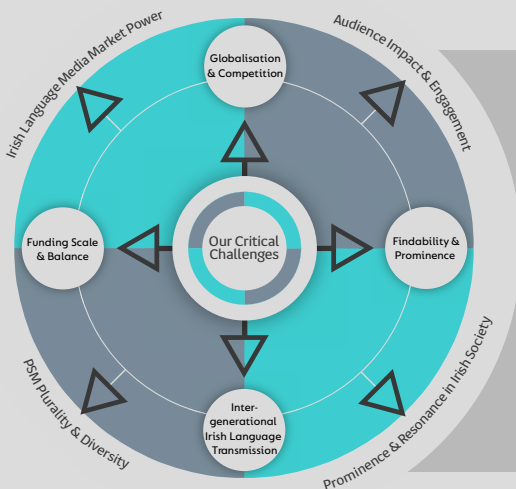


2021 is an important landmark for TG4 as we celebrate our **25th year on air**. It is also an important year for reimagining the future of Ireland's Public Service Media (PSM).

PSM plays an **essential role in society**, representing a nation's cultures, promoting its languages and supporting its creative industries. 25 years has seen the emergence of TG4 as a genuine force for **Irish language audio-visual innovation**.

We will continue in our efforts to reimagine the role of TG4 and status of the Irish language and the Gaeltacht in Irish society. TG4's unique purpose sets us apart and we are a **vital part of modern Ireland**.

## Irish Language Public Service Media



### Irish Language Public Service Media Faces Some of the Most Significant Challenges In Its History

- Growth of highly-resourced English-language media.
- Platforms which do not confer prominence to public service media.
- Young people growing up in a global, mainly English-language media environment.
- Major imbalance in PSM funding – TG4 total funding is just 18.4% of RTÉ licence fee income (2019).
- Deep impact of Covid-19 on Ireland's creative industries.

## TG4 Future Vision

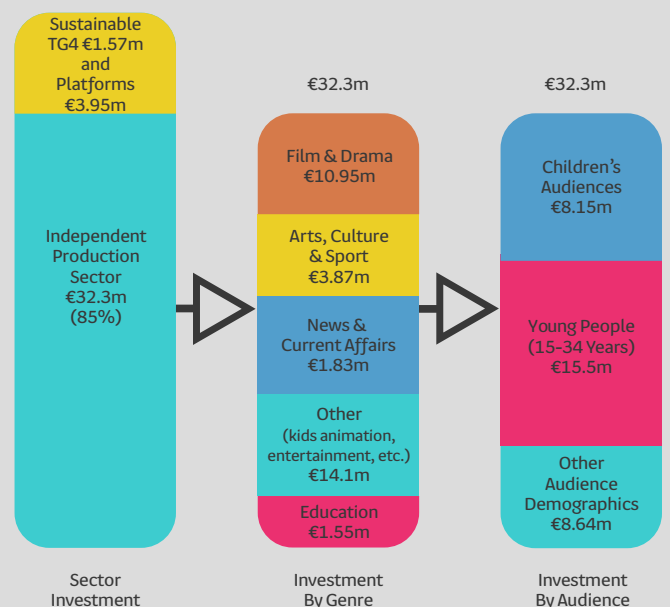
### TG4 Post-Covid Vision 2022-2025

***“Through first-class funding scale and an enhanced focus on Irish independent creativity, TG4 will continue to delight audiences. We will lay the foundations for sustaining Irish-speaking communities, for successfully internationalising our industry in the regions, and for ensuring Irish language public service content remains important in a modern Ireland”.***

We want to strengthen and deepen TG4's service to ensure Irish language voices and culture are reflected on our screens. Our post-Covid Vision would allow us to: increase our engagement with younger audiences; serve Gaeltacht & Irish-speaking communities better; and, support regional creative companies even further. Some of what will be delivered over the 4 years includes:

- **85%** of additional funding will be invested in the independent production sector - new content and talent.
- **Dedicated children's channel** & safe content space for children.
- **c.1,200 new hours** of original content for younger audiences (15-34 year olds).
- **Audio-visual education supports** for Irish - primary & secondary schools and adults.
- **Enhanced news & current affairs** services for Irish speakers & the Gaeltacht.
- **278 new hours** of original Irish language film and drama.
- TG4 Beo – **50 hours** of new multi-cultural live events.

### Allocation of Additional Funding: Increase in Spend by 2025 €37.8m



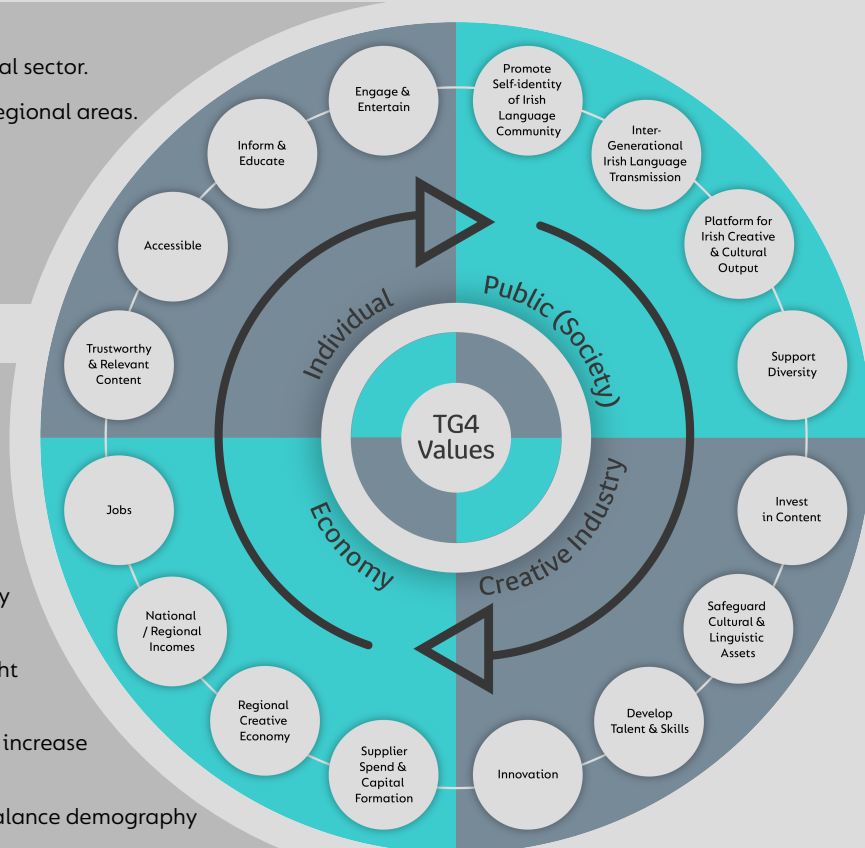
## TG4 Creating Value

TG4 creates significant value today:

- Sustains a minimum of **420 FTEs** in the audio-visual sector.
- Sources content from companies in Gaeltacht & regional areas.
- Plays a unique role in linguistic diversity.
- Delivers economic impact, particularly in Ireland's regions – every **€1 invested** by TG4 in creative industries is worth **>€2 to Ireland's economy**.

TG4's Vision Will Deliver Even More Value – Key Outcomes:

- **c.400-500** new independent production sector jobs - skilled technical and creative employment.
- **c.1,600 FTE** national jobs impact by 2025.
- Underpin growth in the regional creative economy as we emerge from the Covid-19 crisis.
- Retain talent and young Irish speakers in Gaeltacht and regional areas.
- Internationalisation of audio-visual companies & increase sector foreign direct investment.
- Grow young people's engagement with Irish - rebalance demography of Irish language media.
- Deliver audience growth and address gaps in content provision.



## Balanced PSM Ecosystem

To achieve TG4's Vision, this submission asks the Government to ensure Irish language public service media provision is adequately funded and that better funding balance is established in Ireland's PSM ecosystem.



- TG4 is seeking a public funding increase of €9m-10m per year over the next 4 years - an increase of €37.8m by 2025.
- An equivalent amount of the public funding allocated to RTÉ should be shared between Screen Ireland, TG4 and the BAI Sound & Vision Fund, as funders of public service content.
- TG4 public funding of €78.6m in 2025 will be equivalent to 40% of RTÉ's 2019 licence fee income. While small relative to what RTÉ receives every year, it will reflect greater equity in PSM funding and help reform the monolithic PSM ecosystem in Ireland.