



Spórt TG4 2026— Weekly ‘Vodcast’

1

2

3

4

5

Deadline date for proposals: 16:00, 22nd Decemeber 2025

Spórt TG4 proposes a weekly Irish-language vodcast running from late January to early August 2026 (22/01/26 – 06/08/26), covering the most important competitions in TG4’s sports calendar. Released on YouTube every Thursday at 8pm and supported by social media highlights, the series aims to strengthen TG4’s digital sports presence, attract younger viewers, and complement TG4’s extensive live rights portfolio.

This vodcast will promote Irish sport through an accessible, conversational format rooted in TG4’s values: authenticity, respect for athletes, balanced gender representation, and a commitment to Irish-language content.

Details:

Spórt TG4 – Weekly Vodcast (Vodcast = Podcast with video)

Period: January–August 2026 (22/01/26 – 06/08/26)

Duration: 40 minutes weekly

Platform: YouTube + Social Clips

Deadline: 22/12/2025

Value Proposition:

Digital-native audiences increasingly consume sports content through vodcasts and short-form online video. Spórt TG4’s YouTube analytics confirm this trend:

- **48% of viewers are aged 18–34**, the ideal vodcast demographic.
- **82.8% male / 17.2% female split**, demonstrating a major opportunity to grow female viewership through balanced sports coverage.

A weekly vodcast enables TG4 to expand its Irish-language sports brand, increase engagement around existing rights, and reach audiences who primarily consume sport online. This format supports TG4’s strategy to innovate digitally while reinforcing public-service commitments to Irish sport and the Irish language.

Content & Editorial Approach:

Core Coverage (Jan–Aug 2026)

- Allianz Leagues
- TG4 Ladies Football Championships
- College & Underage GAA
- URC Rugby
- Tour de France
- Women’s Premier Division Soccer
- Basketball, Horse Racing, Handball

TG4-covered competitions receive priority; national/international events involving Irish athletes are included; non-Irish competitions (e.g., English Premier League) are low priority unless relevant to Irish pathways.

Each episode includes a brief preview promoting upcoming TG4 fixtures.

Sample Recurring Weekly Segments:

1. **Match of the Week Breakdown** – Analysis supported by TG4 footage.
2. **Player Spotlight** – Featuring Irish athletes across codes.
3. **This Week in TG4 Sport** – Promoting upcoming live programming.
4. **County Conversation** – A rotating county/team-focused panel or interview.
5. **Clip of the Week** – A shareable highlight for social media.

These features create consistency, drive discoverability, and provide ready-made short-form assets.

Guests & Language Use:

- Priority for **current/ex-players, coaches, and management**, particularly from teams featured on TG4.

- Inclusion of **Irish-language journalists**.
- Guests may join via video link; hosts remain on-site.
- Presentation fully in **Irish**, with English guests permitted when necessary.
- **Full English subtitles** provided via YouTube’s caption system (1–2 day turnaround).

Format & Production Style:

- Informal, sports-themed studio environment (e.g., dressing room or club facility).
- High-quality audio/video; 4K not required.
- Integration of TG4 match footage and stills.
- Friendly tone: serious analysis, accessible delivery, no “lad banter,” respectful of athletes, opinionated but grounded.

Target Audience Insights:

Based on Spórt TG4 YouTube analytics (provided):

- Strongest cohort: **18–34-year-old males**, with meaningful potential for female audience growth.
- Secondary viewership among 35–54-year-olds who also consume YouTube regularly.

The vodcast aims to:

- Serve younger digital-native sports fans
- Expand female viewership via strong LGFA and women’s sport integration
- Support Irish learners via subtitles and YouTube’s playback-speed controls
- Grow TG4’s online footprint by aligning with modern sports-talk consumption habits

Staffing & Workflow:

Key Roles

- **Presenter(s):** One or two Irish-language sports anchors on location weekly. If two, male and female representation.
- **Producer:** Responsible for editorial planning, guest booking, and footage co-ordination.
- **Editor:** Crafts 40-min vodcast + short-form social clips.
- **Subtitling Team:** Provides English captions within 1–2 days.

Weekly Production Cycle

- **Fri–Mon:** Editorial planning, booking, footage sourcing
- **Tuesday:** Filming
- **Wednesday:** Edit, subtitles, QC, YouTube thumbnail + metadata
- **Thursday 8pm:** Publish on YouTube + release ‘best of’ clips

Visual Identity:

The vodcast will follow **Spórt TG4’s established visual brand**, including:

- TG4 sports colour palette, typography, lower thirds, and graphic stings
- Consistent thumbnail branding for recognisable YouTube presence
- Authentic sports environment for set design (club, gym, dressing room)

2026 Coverage Schedule (Jan–Aug):

January: Allianz Leagues build-up

February: Allianz Leagues, Lidl Leagues, URC Rugby

March: Allianz Leagues (football ends 29/03), Lidl Leagues, URC Rugby, Women’s Premier

Division Soccer

April: Allianz Hurling Leagues, Lidl Leagues end, URC Rugby, Women’s Premier Division Soccer, U20 Championships begin

May: U20s conclude, Minor Championships begin, URC Rugby

June: Minor Championships, URC ends (20/06), TG4 LGFA Championships begin

July: Minor Championships end, TG4 LGFA Championships, Tour de France

August: Galway Races, TG4 LGFA Finals (02/08)

(Other Racing, Handball, Basketball dates TBC.)

Additional Information for applicants

Proposals are to be sent to: shane.walsh@tg4.ie

Glacfar le hiarratas ar an mbonn go gcomhlíonfaidh iarrthóir na hoibleagáidí reachtúla iomchuí uile.

Níl dualgas ar TG4 glacadh leis an iarratas is ísle i bpraghas, ná le haon iarratas.

Beidh aon chonradh ag brath ar Dheimhniú Imréitigh Cánach a bheith agat ó na Coimisinéirí Ioncaim.

An tAcht um Shaoráil Faisnéise: Cuirtear iarrthóirí ar an eolas gur ceadmhach eolas a sholáthraítear a nochtadh don phobal faoin Acht um Shaoráil Faisnéise. Ba chóir d’iarrthóirí aird a tharraingt ar aon fhaisnéis íogair (más ann di) agus an chúis go bhfuil an fhaisnéis sin íogair a lua. Ní féidir glacadh leis nach mbeidh dualgas ar TG4 faisnéis a eisiúint, fiú más dóigh leis an iarrthóir gur faisnéis íogair í agus go bhfuil sin curtha in iúl do TG4.

Ní ann d’aon chineál ceangail – conradh ná aon chineál eile – go dtí go mbeidh conradh foirmiúil scríofa forghníofa ag nó thar ceann TG4.