

Statement of Performance Commitments 2025

25 February 2025

Private and Confidential



Introduction to the 2025 ASPC

As Ireland's national Irish language Public Service Media (PSM) organisation, TG4 is required by the Broadcasting Act 2009 to prepare an Annual Statement of Performance Commitments (ASPC) in accordance with its objects, strategy and public service statement. This report presents TG4's ASPC for 2025. The appendices present TG4's operating and capital budgets for 2025 along with other key operating metrics including our Irish language broadcast hours.

The Strategic Context for 2025

TG4 in 2024

In 2024, 3.73m people or over 80% of the population¹, tuned in to TG4 at some stage during the year. Our national television audience share increased to 2.2% in 2024 (almost 5% increase in average all day viewing share), our highest audience share since 2009. Primetime viewing also grew, reaching 2.4%, an increase of 7.1% on 2023. TG4 reached 68% of all Gaeltacht-based Irish language adult audiences in 2024 and 63% of all Irish language audiences across all linear and digital platforms including TV, smart devices, mobile, online etc., on an average weekly basis.²

TG4's digital audiences increased solidly in 2024. TG4 Player video views increased 24% to 6.435m up from 5.186m in 2023 (comparing favourably to the 6% growth in 2023)³. Success in 2024 was due to hit content such as CRÁ (TG4's new murder mystery which was released in its entirety to the Player), entertainment series such as Contractors and live sports including live GAA coverage. In 2024, 89m minutes were watched on the TG4 Player (a growth of 17% on the 76.1m minutes in 2023). Growth also continued on TG4's social media channels, with 80m video views across channels in 2024, an increase of 3% on 2023.

Cúla4, TG4's Irish language children's channel, celebrated its first year on air in 2024. It achieved an 18% increase in viewership on the Cúla4 Player and the Cúla4 website continued to attract a significant audience, with over 1.7m website views and an average engagement time of 20 minutes per engaged user. It demonstrated its value as a vital resource for supporting children in learning the Irish language. The Cúla4 channel had an overall reach of 68% in 2024⁴ and of those households, 81% watched the channel weekly. There were over 1m video views of Cúla4 during the year⁵. Cúla4 and TG4 resources continue to be a valuable resource for Irish language education. Independent research, carried out by RedC⁶ in 2023 for instance, showed that 52% of all primary school teachers across the country (with an estimated audience of 280,000 primary school students) regularly use the TG4 or Cúla4 Player in the classroom⁷. Likewise, our Foghlaim TG4 resources are used regularly by teachers and students in primary and post-primary environments. Foghlaim TG4 Site Events⁸ increased by 57% in 2024 to over 489k.

In 2024, TG4 continued to play a central role in driving the global resurgence of Irish-language cinema and its impact on international audiences. KNEECAP, the Irish language film that has taken the global stage by storm, is a testament to TG4's steadfast commitment to Irish language film and cinema. Commissioned and supported by TG4 from its inception, KNEECAP was Ireland's official submission for Best International feature at the 2025 Academy Awards and the band was shortlisted in the Best Original Song category. This recognition highlights that Irish-language films are not only resonating with audiences but that they can stand alongside the very best films in the world. This achievement comes just two years after An Cailín Ciúin made history as the first Irish-language film to be nominated at the Oscars for Best International Feature. KNEECAP has also been nominated in six categories at the 2025 BAFTA Film Awards and has secured 17 nominations in the 2025 Irish Film & Television Academy (IFTA) Awards. Other notable IFTA nominations for TG4 include CRÁ and Fréwaka each recognised for their outstanding contributions to Irish cinema. TG4 has secured 20 IFTA nominations in total.

In 2024, TG4 was recognised by almost 9 in 10 adults in Ireland as an important service for supporting and promoting the Irish language and 9 in 10 adults believe there is a clear need and role for TG4 in media in Ireland⁹.

1. Universe of TV households and individuals aged 4 years and older.

2. Fios Físe.

3. This excludes TG4 Player streams on third party Players as this data is not yet available.

4. Fios Físe. This relates to reach in households with children under the age of 12 years.

5. Player and YouTube only – excludes social media.

6. RedC Research, November 2023.

7. RedC Research, November 2023. Numbers are based on Department of Education Statistical Bulletin 2022 - 23,596 primary school mainstream class teaching teachers in the ROI with an average class size of 22.8.

8. A "Site Event" counts the user's interaction with a webpage. E.g., playing a video or downloading content from the webpage (rather than a page view which is the number of times a webpage is loaded).

9. IPSOS Omnipoll, November 2024.

In 2024, PSM across Europe faced increased pressure from ever-bigger competitors from other territories and other industries including technology and media conglomerates such as Netflix, Apple, Amazon, Walt Disney, Warner Bros, YouTube and Sky among many others. Competition for screen time grows even stronger, not just from commercial television services, but also from PSM's own services, streaming services and other media. Competition for audiences is increasing as these global technology and media companies spend billions on content and services such as SVOD, AVOD and FAST¹⁰ to grow audiences, subscriber and advertising revenues.

Audience behaviour, particularly young people's, continues to evolve with the proliferation of Smart TVs, Smart Speakers and other connected devices and as content options expand to include subscription and ad-funded video and television services, digital and social content etc. Social media platforms reach a huge proportion of the population, especially the younger age groups which can be difficult for PSM to engage with through traditional broadcast platforms.

As SVOD services continued to invest in content, service usage and consumer uptake also continued to grow, albeit at a lower rate than in recent years. SVOD service-providers faced more competition and challenges with getting consumers to pay more for digital goods and services. Nevertheless, Irish household access to SVOD services has grown significantly in the past four years and for the most part, continued in 2024, with all services increasing their share of households access. Irish household access to Netflix is 61%. Disney+ has grown steadily over the past four years and now stands at 21% of Irish households. Access to Amazon Prime is 21% (up from 19% at the end of 2023). Irish household access to Apple TV Plus is 6% and Now is 5%.

The share of Irish households with Smart TVs also increased. The share is now 74% (up from 72% at the end of 2023) and Smart TVs with connections to the Internet now stand at 69% (up from 67% in the prior year)¹¹. Internet enabled (or "Connected") TVs have allowed new entrants into the TV ecosystem, whose core offering is not television and film. Games companies, audio streaming services and social media platforms see Connected TVs as a major opportunity to grow audience reach and engagement and ultimately, revenues. A good example is YouTube, which is strengthening its place on Smart TVs and for the first time, has emerged as a major player in the Pay-TV market in the USA, becoming the

third largest provider of traditional subscription TV services.

There is also more viewing of social media on Connected TV sets. Because of this, platforms such as YouTube and TikTok are providing more long-form content that is closer to traditional TV content. Enders Analysis estimates that approximately 61% of viewing of YouTube content of videos could be considered TV-like. Social media companies are evolving the presentation of the content within their Connected TV apps to look more like the user interfaces of SVOD services¹².

All of this is creating more competition for broadcast TV. While a significant share of households continued to watch live broadcast television in 2024, because of the competition from SVOD and online services, daily live television viewing time is at its lowest. European PSM weekly reach was 55.1% in 2023, down 1.9 percentage points on the previous year and 7.2 percentage points on five years ago¹³. PSM youth weekly reach across Europe was 25.7% in 2023, down 3.2 percentage points on 2022 and 10.6 percentage points on five years ago. On average, Irish adults watched 2.5 hours of broadcast television every day in 2024¹⁴ but Ireland ranks as one of the lowest markets in the EBU for the average number of hours of live TV which are watched per day¹⁵.

With increasing adoption of new technologies and platforms, Smart TVs, streaming platforms and social media are converging, which is making the living room the new "central hub" for media. TG4 needs to be at the forefront of these changes, ensuring our content is easily accessible and findable on all platforms where audiences engage. TG4's digital strategy to capture attention away from the global SVOD platforms such as Netflix and YouTube will be fundamental to success in growing audience, particularly younger audiences, in the years ahead.

This will require TG4 to consider new ways to distribute our content; new content formats including platform-neutral content; new content, such as daily on-demand news programmes; partnering with other content providers as part of content distribution and aggregation strategies; technology to support TG4's digital strategy including advertising technologies etc. Fundamental to success will be TG4's investment in unique go-to content which continues to build engagement with Irish-speaking audiences and stands alongside the very best content in Europe and globally.

10. Subscription Video On Demand (SVOD), Advertising Video On Demand (AVOD) and Free Ad-supported TV (FAST).

11. Establishment Survey Trends, December 2024, Nielsen. All TV Households in Ireland.

12. Media Companies' Strategies in a Connected TV World (EBU, Nov. 2024).

13. Audience Trends Television (EBU, July 2024).

14. Consolidated viewing. TAM Ireland / Nielsen (2024).

15. Audience Trends – Television 2023 (EBU July 2023).

A key priority for TG4 is prominence and ubiquity of TG4 content in a connected TV and digital environment. The Online Safety and Media Regulation (OSMR) Act 2022 recognises the importance of having appropriate regulatory protection for PSM content. However, Article 40 of OSMR Act 2022 in relation to availability and prominence of public service programmes and services is not yet implemented and TG4 will continue to engage with Coimisiún na Meán to ensure that prominence provisions of the Act are delivered as envisaged.

TG4's social media strategy is also vital for two reasons. The first is the spread of misinformation and disinformation across social media and other platforms, which is considered to be a major risk to public confidence in news and information services. Channel 4's CEO Alex Mahon has called for a 'TrustMark' (a stamp of authenticity) and prominence for PSM news on social media platforms¹⁶.

The second is the importance of social media platforms and digital content for younger generations. For example, Generation Alpha (born 2010–2024) is growing up in a digital-first world. This generation is characterised as creative, emotionally aware and community-driven, but increasingly aware of the negative aspects of social media such as bullying and misinformation. It is recognised as being critical for PSM to establish connections through owned platforms, such as children's programming or interactive digital experiences. Building these relationships now, and maintaining their loyalty as they grow older, is key to ensuring that Generation Alpha (and indeed the future generation of Generation Beta (born 2025 onwards)) will view PSM as a brand worth supporting long-term.

For TG4 therefore, there are two critical challenges in the short-term: engaging younger generations meaningfully with our social and digital content; and, combatting misinformation.

More Irish Language Content

TG4 was heartened to see there is a demand for more Irish language content. In December 2024, Coimisiún na Meán published the results of an Irish Language in Media Survey¹⁷ (1,200 people from national and Gaeltacht audiences, aged 18+). The results show that approximately 90% of people living in the Gaeltacht and two thirds of those outside the Gaeltacht, would like to see more Irish language content on their TV screens. With the high demand for more Irish language content on all media platforms in Ireland, it suggests that more needs to be done to support speakers of Irish. The survey showed that news is the content most engaged with for Irish language audiences (81% in Gaeltacht and 63% outside) with a desire for more Irish language documentaries, local stories and news. The results also reported that 95% of Gaeltacht audiences watch TG4, with 89% engaging weekly. TG4's strategy and ASPC for 2025 shows growth in provision of even more engaging and unique Irish language content by TG4. It also continues to prioritise development, and independent editorial control, of our Nuacht TG4 services. All of this must be supported by more funding to enable TG4 to continue to grow our output across all relevant platforms on which our audiences engage. It is also critical to enable us to grow our audience reach with Irish-speaking and Gaeltacht audiences.

European Media Freedom Act (EMFA) - implementation in 2025

A key development in Ireland's media landscape is the implementation of the EMFA in 2025.

Article 3 of the EMFA which has had direct effect in Ireland since 8 November 2024 states: "Member States shall respect the right of recipients of media services to have access to a plurality of editorially independent media content and ensure that framework conditions are in place in line with this Regulation to safeguard that right, to the benefit of free and democratic discourse". The RTÉ Irish language news and Nuacht TG4 are provided by RTÉ. There is therefore no plurality "of editorially independent media content" available to recipients of Irish language news content as required by Article 3. Implementation of recommendation 7.1 of the Future of Media Commission report will support the implementation of Article 3 of the EMFA.

17. <https://www.cnam.ie/survey-results-show-high-demand-for-more-irish-language-content/>

16. <https://www.theguardian.com/media/2025/jan/30/channel-4-boss-calls-for-tv-industry-to-unite-against-profit-seeking-tech-titans#:~:text=Aside%20from%20creating%20%E2%80%9Cthumb%2Dstopping,on%20TV%3B%20and%20%E2%80%9Cregulation%20that>

Article 5(1) of the EMFA provides: Member States shall ensure that PSM providers are editorially and functionally independent and provide in an impartial manner a plurality of information and opinions to their audiences in accordance with the public service remit as defined at national level in line with Protocol No 29 (which refers to need for media pluralism). Implementation of Recommendation 7.1 of the Future of Media Commission to secure the editorial independence of Nuacht TG4 supports the implementation of Article 5(1) of the EMFA.

Article 5(3) of the EMFA provides: Member States shall ensure that funding procedures for public service media providers are based on transparent and objective criteria laid down in advance. Those funding procedures shall guarantee that public service media providers have adequate, sustainable and predictable financial resources corresponding to the fulfilment of and the capacity to develop within their public service remit. Those financial resources shall be such that the editorial independence of public service media providers is safeguarded.

The Media Pluralism Monitor (2023)¹⁸, which assesses the health of media ecosystems in Europe and highlights threats to media pluralism and media freedom, concluded for Ireland that “the current funding system undermines the capacity of the PSM to fulfil its core public service function to the detriment of the wider public sphere”. It recommended that the Irish government should implement the recommendation of the Future of Media Commission to replace the current Television Licence Fee-based system for funding the PSM with direct exchequer funding. Article 5 has direct effect in Ireland from 8th August 2025. A failure to ensure funding procedures that “shall guarantee that public service media providers have adequate, sustainable and predictable financial resources” will mean that the State is in breach of Article 5(3).

TG4 Funding

For 2024, TG4 sought a public funding increase of €10.6m in our strategy and we received a public funding increase of €4.8m, just over 45% of what we needed to deliver our strategy for the year ahead, bringing total funding to €57.13m. For 2025, total State funding is €60m (including €5.15m in capital), an increase of 5%. TG4 thanks the Government for strengthening our funding but we still lag behind other European minority language broadcasters in terms of funding and scale however, S4C in

Wales is the closest equivalent to TG4 and its overall budget is twice that of TG4. We will continue to make the case for more funding throughout 2025 and we look forward to working with Coimisiún na Meán on the Five-Year Review of Public Service Media during the year.

20-Year Strategy for the Irish Language 2010-2030

TG4 supports the Strategy for the Irish Language 2010-2030 and the Strategy’s Action Plan¹⁹ by creating value for Irish as a living language and by creating value for the economic and social fabric of the Gaeltacht. The Strategy is the State’s policy for the Irish Language and its objective is to ensure support is given for the preservation and development of the Irish language as a community and family language both inside and outside the Gaeltacht. Its aims include increasing the number of people who: speak Irish on a daily basis outside education to 250,000; speak Irish daily in the Gaeltacht; who use State services through Irish and who can access television, radio and print media through Irish. The Action Plan contains nine priority areas for the Strategy’s delivery: education; the Gaeltacht; early intervention; administration, services & community; media & technology; dictionaries; legislation & status; economic life; and cross-cutting initiatives. TG4’s Strategy and ASPC demonstrates clear support and delivers value in all of these areas, but in particular in five key areas as summarised in Figure 1 overleaf.

TG4’s Irish language public service media services help to strengthen audience engagement with the Irish language to help increase the use of Irish nationally and grow the visibility of the Irish language in Irish media and society. Through our *Cúla4* channel and digital resources, we are supporting Irish language transmission in the family and acquisition of the Irish language in the early years.

TG4 also helps to strengthen the economy and social fabric of the Gaeltacht. We are at the heart of the Irish language screen production sector. Through our Publisher-Broadcaster model, TG4 is the largest investor in independent production in the Gaeltacht and regions and our audience success relies heavily on the Irish independent production sector’s original programming and content. In 2025, we aim to spend €35.6m (vs. €29.2m in 2024) with the Irish independent production sector, of which €30.6m (vs. €27m in 2024) will be in the regions²⁰.

18. [Pluralism Monitor 2023 - CMPF \(eui.eu\)](#)

19. [Irish Language Action Plan 2018 – 2022](#)

20. All figures exclude sports and music rights.

TG4 is also helping to advance Irish language education through our work with key stakeholders (including An Chomhairle um Oideachas Gaeltachta agus Gaelscolaíochta (COGG)) to develop TG4's portfolio of Irish language education resources (Foghlaim TG4 Education Hub, Cúla4). We are growing the impact and use of TG4's Irish language educational resources at primary and post-primary school levels and we are supporting key education events. We also continue to invest in TG4's closed access digital archive for education, teaching, research or private study.

TG4 is also supporting the delivery of the Digital Plan for the Irish Language Speech & Technologies 2023-2027. For example, TG4 is working with ABAIR²¹ on voice control applications. We are also one of 70 partners in the ALT-EDIC²² consortium (awarded funding in 2024 from the European Commission). ALT-EDIC supports the aims of the Digital Plan for the Irish Language. TG4 is developing an Artificial Intelligence (AI) policy for use of AI in TG4 as well as supporting the Údarás na Gaeltachta-led initiative to integrate Irish language capabilities into Generative AI technologies, contributing to language equity for the Irish language in the digital age.

In 2025, TG4 will continue to prioritise activities which not only grow our audiences, but also create value for Irish as a living language and create value for the economic and social fabric of the Gaeltacht. In doing so, we will continue to support the Strategy for the Irish Language 2010-2030 and the Strategy's Action Plan.

In 2025, TG4 will work with Údarás na Gaeltachta to develop metric(s) to report on the impact of our support for the Irish language and language planning success. This will be critical in demonstrating the impact of TG4, not just as a public service media initiative, but as part of a broader Government policy to support the Irish language and culture and to support regional and rural development and social inclusion of minority language communities by supporting the Irish language and Irish-speaking communities and Gaeltacht.

Our priority in 2025 is to give more support to the areas that are not being as well supported at present TG4 recognises that we must do even more to help sustain daily use of the Irish language. We must do more to provide even better services for our core Irish language and Gaeltacht audiences. Other minority languages in other countries have made greater progress because their

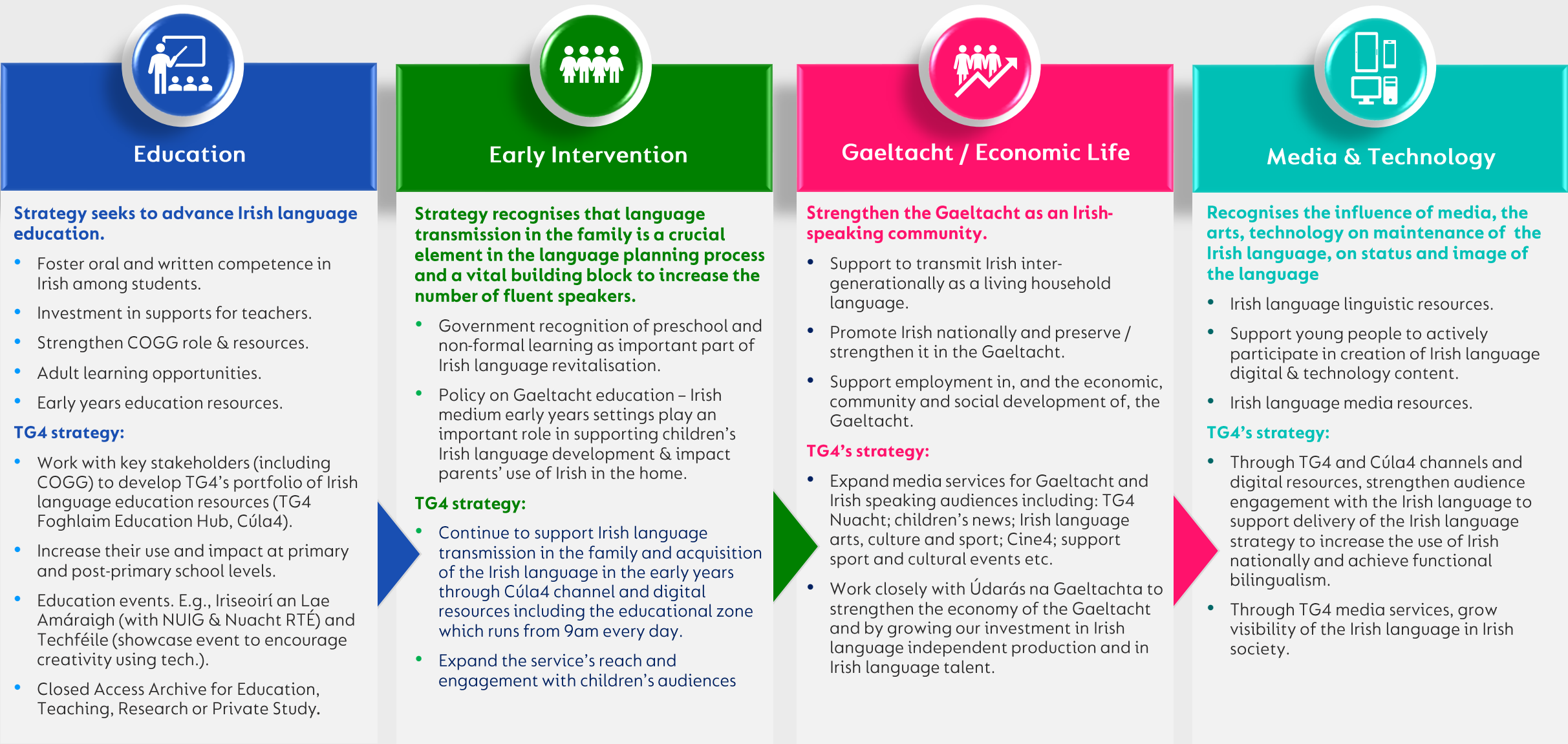
minority language strategies, including those for media, have been pursued with more investment.

Figure 1 overleaf shows how TG4's strategy and ASPC aligns with, and supports, the Government Strategy for the Irish Language 2010-2030 and the Strategy's Action Plan.

21. <https://www.tcd.ie/research/start/abair.php>

22. The Alliance for Language Technologies – European Digital Infrastructure Consortium.

Figure 1: TG4 Creates Value for Irish as a Living Language and for the Economic & Social Fabric of the Gaeltacht



- Grow TG4's cross-platform audience and in particular, with core Irish language and Gaeltacht audiences.
 - In 2025, this will include working with Coimisiún na Meán and RTÉ to achieve independent editorial control of Nuacht TG4 and advance our news and current affairs services.
- Grow digital audiences, particularly TG4 Player and social media.
 - In 2025, TG4 aims to invest more in digital-first / platform neutral content and sharpen our focus on platform neutral commissioning and on content genres specifically for younger audiences. We will also address our distribution strategy for digital growth and our data use to support this (analysis, personalisation, audience measurement etc.).
- Continue to support Irish language transmission in the family and acquisition of the Irish language in the early years.
 - In 2025, TG4 will increase our investment in *Cúla4*, to grow reach and engagement with Irish children's audiences.
- Grow TG4's reach and share with younger audiences and foster increased use of the Irish language among audiences in the 15-34 demographic.
 - In 2025, TG4 will work with stakeholders to further develop our portfolio of Irish language education resources and to increase their use in Irish schools. We will measure, for the first time, the use of our TG4 and Foghlaim TG4
 - educational resources in Irish post-primary schools across Ireland.
- Continue to strengthen the economy of the Gaeltacht and by growing our investment in Irish language independent production and talent:
 - We will increase our investment with the Irish independent production sector (€30.62m with regional independent production companies), a 22% increase on 2024 spend with the sector. More spend with the sector creates more employment which helps to keep young Irish speaking talent in Irish-speaking and Gaeltacht communities in the regions.
 - We will work with Údarás na Gaeltachta on development of Irish language talent. The importance of this cannot be understated, particularly as RTÉ is increasing its investment in independent production and can offer higher per-hour commissioning rates.
- As stated, we will work with Údarás na Gaeltachta to develop metric(s) to report on the impact of our support for the Irish language and language planning success. This will demonstrate the impact of TG4, not just as PSM, but as part of a broader Government policy to support the Irish language and culture and to support rural development and social inclusion of minority language communities by supporting the Irish language and Irish-speaking communities and Gaeltacht.
- We will work with Coimisiún na Meán to ensure TG4 has adequate, sustainable and predictable multiannual funding. Not only will this help support a thriving Irish language and culture for future generations, it will enable TG4 to engage in robust forward planning and align better to our strategy.

In 2025, TG4's content commitments will incur expenditure of €49.95m²⁴ (a 9% increase on 2024). This is 84% of TG4's public funding for the year.²⁵

²³. Includes €1.761m spend with creative companies in Northern Ireland but excludes spend with production companies in Dublin and Wicklow and spend on sports and music rights.

²⁴. Including €4.2m of production staff costs in 2025.

²⁵. Current funding plus €3.15m in capital funding for programming.

Every year, TG4 ensures that the maximum amount possible is spent on Irish language content and in 2025, 81% of TG4's public funding²⁶ will be spent on Irish language content. TG4's commitments for 2025 are summarised in Figure 2 overleaf, with the key targets presented in Table 1 and described thereafter.

Revision of TG4's Commitments & Targets for 2025

Our ASPC continues to evolve based on the Annual Review of Funding for Public Service Broadcasters. The latest review is of 2023, undertaken by Communications Chambers in 2024. TG4 acknowledges the requirement for our commitments and targets to remain as consistent as possible from year-to-year, to support comparison but also to reflect appropriate ambition and stretch. We have taken on-board the feedback and have continued to refine our metrics and targets. A description of how we have refined our commitments and targets for 2025 versus 2024, is set out in Appendix 1.

26. Current funding plus €3.15m capital funding for programming. Spend includes €4.2m of production staff costs

Figure 2: Summary of TG4's Commitments for 2025

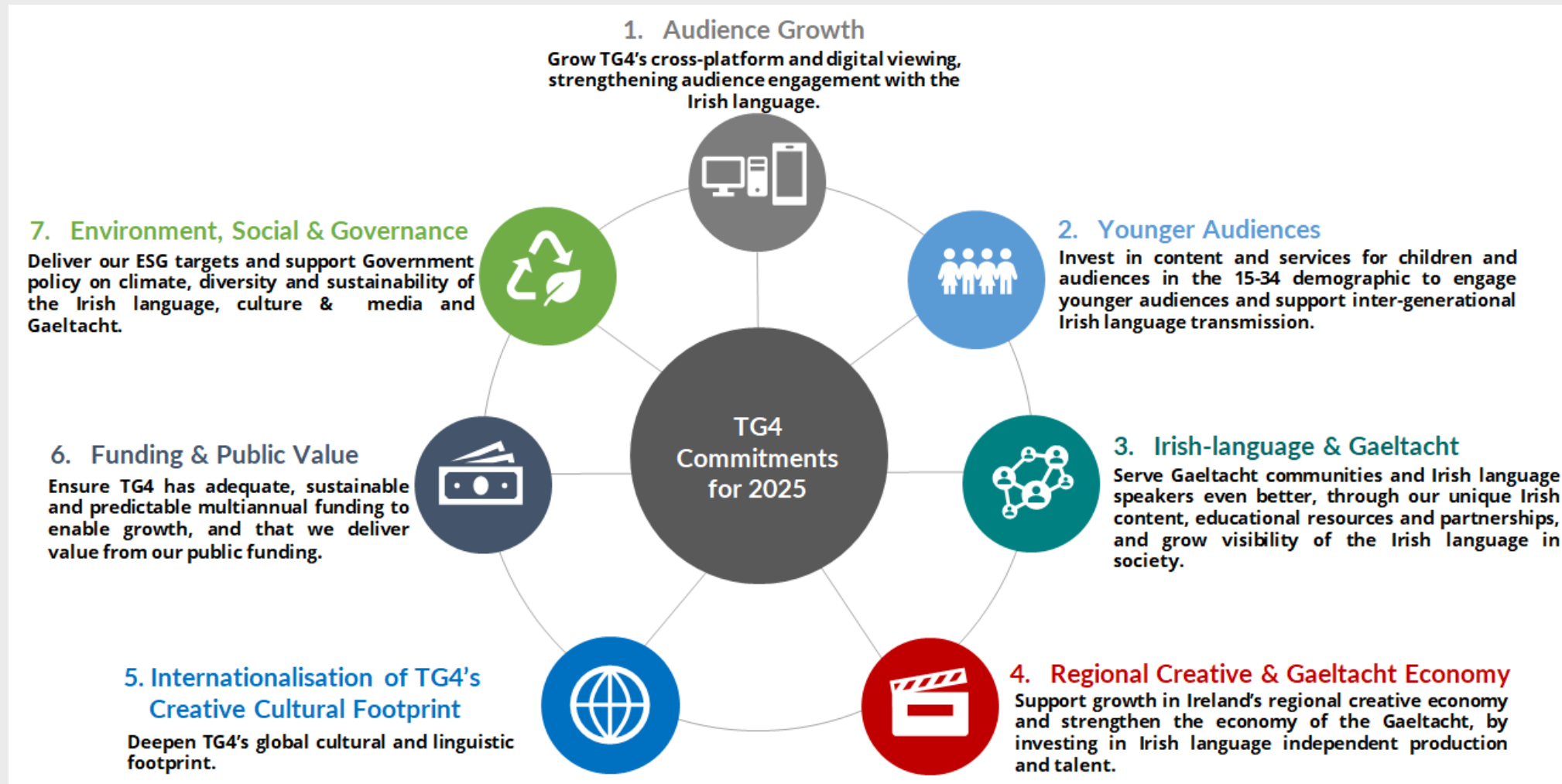


Table 1: Summary of TG4’s Metrics and Targets for 2025

Priorities	Metrics		2025 Target
	Audience Growth	National TV audience share.	2.3%
		Cross-media reach with Irish language audiences (average weekly).	70%
		Cross-platform use of TG4 content (views and minutes) ²⁷ .	7m Views and 95m Minutes
		Number of Linear & Player minutes watched.	5,100m
		Social Media (all platforms): Video Views and Impressions.	81m Views and 245m Impressions
		Hours of platform neutral content (new hours).	10+ hours
		Public perception that there is a clear need and role for TG4 in media in Ireland (% agree).	90%+
	Younger Audiences	TG4 cross-media reach with Irish language audiences (15-34 year olds)	48%
		Irish language children’s audience reach and engagement: <ul style="list-style-type: none">Irish language children’s audience average weekly reach with Cúla4 (Fios Físe).Cúla4 video views.	70% Reach 1.1m Video Views
		Engagement with Bloc: Impressions.	4.85m Impressions
		Social Media (all platforms): Video Views and Impressions.	81m Views and 245m Impressions

²⁷. Player and YouTube Longform and Third Party Players.

Priorities	Metrics		2025 Target
	Irish Language & Gaeltacht	Work with Údarás na Gaeltachta to develop a metric to report on impact of our support for the Irish language.	Metric and baseline to be developed
		TG4 is recognised as an important service for supporting and promoting the Irish language (% agree, all audiences, IPSOS B&A).	90%+
		TG4 is recognised as an important service for supporting and promoting Irish language culture and arts through Cine4 and its other programming and content (% agree, all audiences, IPSOS B&A).	85%+
		TG4 is recognised for serving Irish speaking and Gaeltacht communities well (Irish language audiences, Fios Físe).	90%+
		TG4 is recognised as a service for keeping me well informed (Irish language audiences, Fios Físe).	80%+
		Educational Resources Impact: <ul style="list-style-type: none"> Post-primary schools use of TG4 content including Foghlaim TG4 Engagement with Foghlaim TG4: number of site events. 	Use – to be measured and baselined Site Events – 550,000.
	Regional Creative & Gaeltacht Economy	Spend with creative companies in the regions.	€36.15m ²⁸
		Share of TG4 spend with companies in the Gaeltacht.	64%
		Screen sector perception that TG4 champions Irish and regional screen production talent and enterprise (sector survey - % of companies / stakeholders which agree).	80%

²⁸. Excludes spend with creative companies in Dublin and Wicklow, spend on sports and music rights and spend on creative services outside Ireland.

Priorities	Metrics		2025 Target
	Internationalisation of TG4's Creative Cultural Footprint	Number of Cine4 projects in development and production.	6
		TG4 international reach: number of international VoD video views.	1.4m
	Funding & Public Value	Commercial income.	€5.93m
		Meet annual budgets	No overspend on budgets
		Share of public funding invested in Irish language content.	81% ²⁹
		Share of public funding spent with the independent production sector (including Training & Development)	70.2% ³⁰
		Share of spend with the independent production sector which creates Irish independent production company intellectual property.	95%
	Environment, Social & Governance (ESG)	TG4 is recognised as being essential to the ongoing sustainability of the Irish language, Gaeltacht communities and Gaeltacht ethos and identity (% agree, IPSOS B&A).	90%
		Environmental Sustainability & Sustainable Production:	Deliver 2025 targets
		<ul style="list-style-type: none"> 2025 energy efficiency and CO2 reduction targets. Target sustainable production practices. 	
		Sustainability of our people: Employee Satisfaction (employee satisfaction survey- % satisfied).	85%+
		TG4 is recognised for diversity and alternative viewpoints (% agree, IPSOS B&A survey).	74%
		Public perception that TG4 is trustworthy (% agree, IPSOS B&A survey).	70%+
		TG4 Governance Index (% out of 100).	100%

²⁹ Current funding plus €3.15m capital funding for programming. Spend on Irish language content includes Screen Ireland development and commissioning funding.

³⁰ As above.