



Coimisiún  
na Meán

Plain  
English  
Approved by NALA



Strategy Statement  
2025 – 2027

Executive Summary

# Introduction

## Who we are

Coimisiún na Meán (Media Commission) is the agency for media development and broadcasting and online safety in Ireland. Our organisation was established in 2023 under amendments to the Broadcasting Act 2009 made by the Online Safety and Media Regulation Act 2022.

Coimisiún na Meán replaces the Broadcasting Authority of Ireland (BAI) and has taken over the BAI's role and functions since March 2023.

We are now delighted to publish our first Strategy Statement for 2025 to 2027. This Executive Summary provides an overview of the key elements in the Strategy Statement.

## What our Statement of Strategy covers

As well as introducing Coimisiún na Meán, our Strategy Statement gives an overview of:

- the media landscape we work in,
- the range of people and bodies we regulate and support, and
- our approach.

It also sets out our vision for the Irish media landscape and our mission – that is, what we do and why we do it. These elements are summarised below, together with the six strategic outcomes we will focus on to achieve our vision. You can read our full Statement of Strategy on our website, [www.cnam.ie](http://www.cnam.ie).

## What ‘media landscape’ covers

The media landscape refers to the ever-changing environment of mass communication. It encompasses various platforms like:

- television,
- radio, and
- digital media services.

Today’s media landscape includes new tools and technologies – for example, image editing tools, video and artificial intelligence (AI). These tools are available to everyone, resulting in content that is produced by a wide variety of participants with different skill levels, different opinions and different standards. In turn, this results in an increased variety of content that may be educational, informative and entertaining, but, on the other hand, content that may not always be lawful, trustworthy or safe.

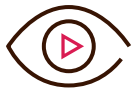
Our focus is on the entire media landscape. This includes the content that is produced and consumed, the people who produce and consume it and the channels where content is available.

## The people and bodies we regulate and support

We regulate broadcasters (such as RTÉ, TG4 and Virgin Media Television) and video-on-demand providers (such as Apple TV and Discovery +). We also regulate Intermediary Service Providers (ISPs) established in Ireland. These include, for example, ISPs that are categorised as “Very Large Online Platforms” or “Very Large Online Search Engines” such as TikTok, Facebook, Instagram, X, Google, Pinterest. We also regulate ISPs with fewer than 45 million users.

We support the development of high quality, accessible and inclusive content for audiences that reflects and shapes Irish society. We support the public, as content creators and consumers, in engaging with the media landscape, while protecting them from harm.

# Our vision, mission and values



## Vision

“Our vision is for a thriving, diverse, creative, safe and trusted media landscape.”



## Mission

“We aim to regulate, support and develop a media landscape that underpins fundamental rights and fosters an open, democratic and multicultural society.”



## Values

Our Strategy Statement also sets out the values that determine our culture and our day-to-day behaviours. Our values are included here, and there are more details about the value statements and associated behaviours in the full Strategy Statement.

- Trust
- Impact
- Courage
- Independence
- People focused
- Integrity

# Strategic outcomes

We have six strategic outcomes that we will work towards during the life-term of this plan. These are summarised below.

We want a media landscape that:

## Children

upholds the rights, wellbeing and development of children, and ensures their safe engagement with content;

## Democracy

supports democracy and democratic values, encourages public debate, and reduces the impact of fake news;

## Trust

consumers can trust, and where they are protected from exploitation and fraud;

## Irish culture and media

is sustainable and inclusive, and that reflects and shapes who we are as a society;

## Diversity and inclusion

promotes the values of justice, equality and diversity;

## Public safety

strengthens public health and safety.

We realise we can't achieve these outcomes on our own. We will need to work with fellow regulators to influence participants in the media landscape to bring about change. The regulators we work with in Ireland include:

- the Competition and Consumer Protection Commission,
- the Data Protection Commission, and
- the Commission for Communications Regulation.

We will also work with the European Commission and with regulators in other countries.

We do not expect these outcomes to be achieved in full over the period of this Strategy Statement, but we do expect substantial progress to be made towards them.



# Our approach to work

Below we set out how we will work to realise our vision and contribute to our strategic outcomes. We talk about tools we will use to deliver on these ('delivery tools'). We then set out the supports we need to put in place as an organisation to make this happen.

We have six delivery tools. They set out how we will work to support the achievement of our strategic outcomes. We also include sample actions (see bullet point list items) we are going to take. For full details please read the full Strategy Statement on our website, [www.cnam.ie](http://www.cnam.ie).

## Holding regulated entities to account

Using our regulatory powers, we will ensure that regulated entities comply with their regulatory obligations.

We will, for example:

- Review codes of practice and rules;
- Supervise and monitor compliance;
- Handle complaints, investigate and take enforcement action if necessary; and
- Provide support and guidance for regulated entities.

## Playing a leading role in the European regulatory framework

We will play a leading role across the EU as a strong, courageous, independent, action-oriented regulator.

We will, for example:

- Engage at EU level to implement and develop legislation; and
- Play a leading role in European regulatory networks.



## Empowering and supporting the public

Through advisory, awareness-raising and educational activities, we will support enhanced media literacy. We will empower people to make informed media choices.

We will, for example:

- Fund and promote media literacy initiatives;
- Advise and guide users on how to deal with harmful or illegal content;
- Put mechanisms in place to assist users where there is a risk of serious or widespread harm; and
- Consider complaints about alleged breaches by regulated bodies of their obligations.

## Supporting and developing the Irish media sector

We will set out a vision for the future of the Irish media sector, providing the support required to ensure that it remains a strong, sustainable and independent voice in and for Irish society.

We will, for example:

- Consult widely to develop a view on the future role of public service media and the wider media sector such as commercial and community broadcasting and On Demand services;
- Use our oversight role to ensure that public service media have appropriate metrics, targets and funding in place to meet changing needs;
- Promote transparency and diversity in media ownership and use our licensing powers to protect the public interest;
- Design, develop and put in place new initiatives and schemes that stimulate the provision of high-quality media content in English and Irish; and
- Work with stakeholders to ensure our strategy for Gender, Equality, Diversity and Inclusion (GEDI) is implemented.



## Collaborating and cooperating for impact

We will work with and through a range of national and international stakeholders to ensure that our collective efforts support and enhance the delivery of our target outcomes.

We will, for example:

- Work with other regulators and statutory bodies in Ireland and across the EU to ensure appropriate and timely action in addressing issues of concern;
- Develop and promote a network of bodies and vetted individuals to contribute to the outcomes of this strategy;
- Stay informed and identify opportunities for us to work with partners (such as public bodies and organisations); and
- Work through national and international forums to ensure clarity and coherence across the system.

## Research and future focus

We will monitor technology, content and other developments across the media landscape and provide research and insight to the public and policy makers to support informed decision making.

We will, for example:

- Conduct and commission research and analysis to improve our understanding of key issues and to inform our policies and development;
- Monitor emerging policy, research and technological developments, including those related to artificial intelligence, to inform our approach; and
- Pursue strategic partnerships at national and international levels to jointly conduct research and share research, ideas and solutions.

# How we run our organisation



We need to make sure our organisation operates effectively. This will enable us to work towards the outcomes in this strategy. This means we need to focus on five key areas. We call these ‘delivery enablers’ in our Strategy Statement, and some of the actions under each heading are included here:

## Leadership and governance

We will provide clear leadership and direction to our staff, our fellow regulators and those we regulate and support. We will make sure that we hold ourselves to the highest standards of governance and accountability.

## People and organisation

We will develop a progressive, safe and welcoming environment that attracts and retains our talented and diverse staff, and supports investment in their continued development and advancement.

## Processes, systems and data

We will invest in, build and operate robust and secure processes and systems. We will inform our approach using:

- best practice,
- data, and
- research.

We will operate to high regulatory and governance standards in our work and in delivering our Strategy.

## Communications

We will make sure our internal and external communications are clear and consistent.

## Sustainability

We will put sustainability at the heart of how we work and use our resources. We will support sustainable practice by those we regulate.

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Our Strategy Statement ends with an explanation of how we will monitor, assess and report on performance.

### Further information

If you would like further details, please read the full Strategy Statement on our website, [www.cnam.ie](http://www.cnam.ie).



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