



Coimisiún
na Meán

Consultation Document: Broadcasting Services Strategy

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This document contains consultations on:

1. The Broadcasting Services Strategy and related Regulatory Measures

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PART 1 – CONSULTATION PROCEDURE

1.1 Introduction

Coimisiún na Meán (“An Coimisiún”) is Ireland’s independent agency for developing and regulating a thriving, diverse, creative, safe, and trusted media landscape. It has statutory responsibilities across broadcasting, online safety, media plurality, media development, and audio and audiovisual media services.

The legislative framework under which An Coimisiún operates in regulating and supporting media and online services includes:

- the Broadcasting Act 2009 (“2009 Act”), providing for the establishment of An Coimisiún and granting it a range of functions and powers,
- the Audiovisual Media Services Directive (“AVMSD”), setting out a framework for the regulation of audiovisual media services,
- the Digital Services Act (“DSA”), to ensure a safe, predictable, and trustworthy online environment, and
- the European Media Freedom Act (“EMFA”), to safeguard media pluralism and editorial independence.

Under the 2009 Act, An Coimisiún is responsible for licensing and regulating independent broadcasting services (in addition to those provided by the public service media RTÉ & TG4) in Ireland.

An Coimisiún’s Strategy Statement 2025-2027 identifies the development of a sustainable, pluralistic, and participative media landscape as a key strategic outcome. Licensing broadcasters is a key mechanism by which An Coimisiún supports and promotes media pluralism, delivering on its strategic outcomes related to democracy, Irish culture and media, and diversity and inclusion.

1.2 Purpose of this Consultation

An Coimisiún is undertaking a review of its *Broadcasting Services Strategy* (“BSS”). The primary purpose of the BSS is to set out a clear direction on An Coimisiún’s approach to the licensing of broadcasting (both radio and television) services and inform its licensing plans over a multi-year period.

This consultation document outlines the findings of the review process to date and presents An Coimisiún’s preliminary views on a range of licensing policy proposals for consultation.

The current BSS was published in 2018. Since then, the media landscape has changed significantly. Audience behaviours have evolved; new technologies and distribution methods have emerged; broadcasters increasingly operate as multiplatform media providers; and competition from global digital services has intensified.

The purpose of this consultation is to seek views on the future direction of licensing and the related regulatory framework in Ireland. It builds on extensive audience research, market analysis, stakeholder engagement and technical assessments undertaken by An Coimisiún during 2025 and 2026.

The consultation seeks views on the following BSS proposals:

- BSS general principles;
- BSS objectives;
- Future radio licensing (FM and DAB+);
- Localness, regionality, and community value;
- Future television licensing (analogue, DTT and IPTV);
- Outcome-based regulation and multi-platform content;
- Artificial intelligence (“AI”) and emerging technologies; and
- Future regulatory framework.

Responses received will inform the revised BSS, which is expected to be published by the end of 2026.

1.3 About this Consultation

An Coimisiún invites submissions from members of the public, broadcasters, industry stakeholders, community media organisations, civil society groups, and public bodies.

This consultation document is divided into four parts:

- Part 1 explains the consultation procedure;
- [Part 2](#) explains the background to the consultation;
- [Part 3](#) sets out the context for the BSS; and
- [Part 4](#) sets out the BSS proposals and the consultation questions.

For ease of reference, [Part 4](#) of this document is organised under the consultation headings listed above. Each section sets out the relevant BSS proposals and includes questions on those proposals and related matters.

After considering the submissions received, An Coimisiún will publish a report on the consultation and use the findings to inform the development of the revised BSS.



1.4 How to Make a Submission

An Coimisiún invites you to submit your responses to the consultation questions by **12 noon on 9 November 2026**.

***Respondents are not required to answer all consultation questions.
You are welcome to respond only to those questions that are
relevant to your experience, expertise or interests.***

You can email your response to bss@cnam.ie, or submit a postal response to:

BSS Consultation,
Coimisiún na Meán,
1 Shelbourne Buildings,
Shelbourne Road,
Dublin 4,
D04 NP20.

If you have any queries regarding this consultation, please email bss@cnam.ie or phone (+353) (0)1 644 1200.

1.5 Publication of Submissions

An Coimisiún will publish a Response to Consultation: BSS Report which will include a summary of responses alongside the final BSS document. An Coimisiún may also publish individual submissions received in response to this consultation.

1.6 Personal Data

An Coimisiún shall comply with its obligations under the General Data Protection Regulation (“GDPR”), the Data Protection Act 2018, and any other applicable data privacy laws and regulations.

An Coimisiún is obligated and committed to protecting all submitted personal data. An Coimisiún has an appointed Data Protection Officer who is registered with the Data Protection Commission. You can find out more about how An Coimisiún processes personal information in An Coimisiún’s published policy at: [Data protection & privacy](#).

For this consultative process, An Coimisiún will collect your name, email address, and any other personal information included in your response. The name of the respondent to the Consultation and the response provided will be made publicly available. However, An Coimisiún will not make your contact details, such as your address, phone number, or email, publicly available.

The information collected will be used only for the purposes of this consultation and for no other purpose. Personal data will not be retained following the publication of the revised BSS.

1.7 Confidential Information

Respondents must clearly identify any confidential information in an annex to a written submission or as an attachment if submitting their submission online or by email. An Coimisiún will treat confidential information in line with its [Consultation Guidelines](#).

1.8 Freedom of Information

Information held by An Coimisiún is subject to its obligations under the law, including under the Freedom of Information Act 2014. An Coimisiún will consult you about information you mark as confidential before deciding on any Freedom of Information request received.

1.9 Next Steps

This consultation will be open for **six (6) weeks**. An Coimisiún invites interested parties to respond before the consultation closes and to answer any or all of the questions in [Part 4](#) of this document.

Once the consultation closes, we will consider the responses received and publish a Response to Consultation Report, summarising the responses and setting out An Coimisiún's final BSS Proposals.

This Report will explain whether any responses have changed our proposals set out in [Part 4](#) of this document.

The final BSS, as approved by An Coimisiún, aims to be published by the end of 2026. An Coimisiún also intends to publish, in 2027, a revised *Regulatory Measures* document to provide guidance on a range of regulatory measures that apply to licensed broadcasters and their services.



PART 2 – BACKGROUND TO THE CONSULTATION

2.1 Publication of BSS

The current BSS was published in 2018 following research, targeted and public consultation. One of the BSS's key aims is to facilitate the development of a responsible, vibrant, responsive, and sustainable independent broadcasting sector that will serve the needs of the people of the island of Ireland, taking into account the increasing cultural diversity of audiences. An Coimisiún also published a *Regulatory Measures* document detailing the regulatory practices to be implemented during licensing activities or to inform broadcasters' requests for contractual variations post-licensing, thereby enabling more responsive licensing practices and procedures.¹

Diversity in content, programming, information, education, and entertainment for viewers and listeners, as well as the provision of high-quality, innovative, and relevant content to Irish audiences, are central to this public purpose objective. Maintaining plurality of ownership, content, and viewpoints in broadcasting services is also considered essential.

Since the publication of the current BSS, the media ecosystem, market dynamics, the role and value of independent media, and audience preferences, interests, and needs have changed dramatically. The sector's growth and future potential must be considered against this backdrop. The revised BSS will reflect these changes, look forward, and enable An Coimisiún's vision for the sector and Irish audiences.

The nature of broadcasting itself has also changed significantly during this period. Licensed broadcasters increasingly operate as multiplatform media providers, delivering content across a range of distribution channels, including traditional broadcast platforms, streaming services, websites, podcasts, social media platforms, connected/smart television services, and video-on-demand ("VoD") environments.

As a result, audience engagement with media brands is becoming increasingly platform-neutral, requiring licensing and regulatory policy to consider the wider media ecosystem rather than individual technologies or distribution platforms in isolation.

At the same time, licensed broadcasters are operating in a substantially more competitive environment, competing directly with international streaming services, social media platforms, digital audio providers, and video-sharing services for audience attention, advertising expenditure, and content investment. These structural changes have implications for audience behaviour, revenue sustainability, market capacity, and future service development.

As such, the objectives of the BSS remain relevant and increasingly important, given the transformative role of independent media in the fast-evolving contemporary media ecosystem.

2.2 Review of BSS

In 2025, An Coimisiún commenced a review of its current BSS. The review comprised several consultation and research activities as follows:

¹ [Licensing-Regulatory-Measures.pdf](#)

2.2.1 Irish Language Youth Quasi-National Radio – a Feasibility Study

In 2025, An Coimisiún commissioned consultants, Oliver & Ohlbaum Associates Limited (“O&O”), to undertake a feasibility study examining options for establishing an Irish-language youth-focused radio service with a combined FM and digital offering. The study supports the objective contained in the Government’s 20-Year Strategy for the Irish Language 2010-2030 to *‘increase the number of people who use State services through the Irish language and can access television, radio and print media through the language.’*

The study was commissioned to provide the Minister for Culture, Communications and Sport with evidence-based analysis and recommendations on the feasibility of such a service. It examined audience demand, potential operating models, funding requirements, sectoral impacts, and the public value a new service targeted at younger Irish-speaking audiences could deliver.

The study found evidence of demand for additional Irish-language content in the media among younger audiences. A dedicated radio service could deliver public value by promoting the Irish language, enhancing media plurality and improving access to Irish-language content for younger people. It concluded, however, that such a service would not be commercially viable and would require substantial ongoing public funding depending on the scale and scope of the service, in addition to significant upfront establishment costs. The study notes that there could be potentially adverse impacts on existing Irish-language media services and therefore public value considerations would have to be balanced with sectoral and financial impacts carefully.

The study also noted the increasing shift towards digital consumption of media – especially by younger cohorts, but across all age groups. This generational shift and the emphasis on content and relevance for young people is a common finding across all of An Coimisiún’s research reports (the details of which are set out below). The vital importance of a strong digital offering of Irish-language media content is also highlighted in An Coimisiún’s commissioned *Comprehensive Review of Irish-Language Media Report*. This Review notes that “a central online multimedia hub would be particularly beneficial for the 15–34 age group”. An Coimisiún is committed, across the full range of its functions and activities, to deliver increased choice of, and access to, Irish-language media content for both youth audiences and other groups. This commitment will support the actions in its Irish Language Action Plan which will be published later in 2026.

Accordingly, while the establishment of an FM Irish language service is not included in the proposals contained within this consultation, the study’s findings form part of the broader evidence base informing An Coimisiún’s consideration of audience needs.

2.2.2 Focus Group and Youth Research

The cultural insights agency Bricolage was commissioned to conduct focus groups with people aged 18-34 across Ireland on their media consumption habits and perspectives on the Irish media landscape. This strand of research focused on the extent to which the current mix of multi-platform radio, television, and video-on-demand meets the needs of these younger audiences. Participants discussed how they discover, access, and engage with content across a range of services and platforms, including traditional broadcasting services, streaming services, video-sharing platforms, and social media. The research also explored perceptions of the value and relevance of Irish-produced and culturally resonant content, the role of trusted Irish news and information sources, and the factors influencing their content choices and viewing and listening behaviours.

In addition, An Coimisiún consulted with members of its Youth Advisory Committee on media consumption and content preferences. Committee members provided insights into how younger audiences navigate increasingly complex media environments and the importance they place on accessibility, authenticity, and representation in media content. Discussions also considered the role of

public interest content, news, and current affairs, as well as the extent to which existing media services reflect the interests and lived experiences of younger people in Ireland.

2.2.3 Audience Research

In addition to desk research on radio listenership, television viewing figures, and trends, RED C Research conducted a nationally representative study of media usage and audience attitudes, with qualitative responses focusing on both Public Service Media (“PSM”) and independent broadcasters. The research aimed to understand how audiences engage with different media formats, public service media and public service content providers, and the factors driving the shift from traditional broadcasting to digital and on-demand services.

The study examined patterns of media consumption across television, radio, streaming services, social media, and online platforms, providing insights into how audiences access and engage with content across an increasingly diverse media ecosystem. The research highlighted the growing importance of cross-platform consumption, with audiences frequently moving between broadcast, on-demand, and online services throughout the day and often engaging with content irrespective of how it is delivered.

The research explored audience perceptions of the distinct roles of PSM and independent broadcasters as public service content providers, including their contributions to trusted news and information, local and regional content, entertainment, cultural representation, and Irish identity. It also considered audience expectations regarding the accessibility, availability, and discoverability of Irish content in an increasingly competitive and multi-platform media environment, as well as attitudes towards the future development and sustainability of broadcasting and media services in Ireland.

In addition, the research identified significant differences in media behaviours across demographic groups. Younger audiences were generally more likely to consume audio and audiovisual content via streaming, social media, and on-demand services. In comparison, older audiences continued to show stronger engagement with traditional linear television and radio. However, the findings also indicated that broadcast and online services increasingly complement one another, with audiences using a mix of platforms and services to meet different information, entertainment, and cultural needs.

2.2.4 Market and Economic Analysis

An Coimisiún retained Indecon International Economic and Strategic Consultants (“Indecon”) to carry out a market analysis of the independent broadcasting sector to support the revised BSS. This included a review of market dynamics, sector performance, growth potential, and long-term sustainability. The report also included findings from a targeted sectoral survey.

The research examined the evolving economic and competitive environment within which independent broadcasters operate, including changes in audience consumption patterns, advertising markets, technological developments, and the increasing prominence of global digital platforms. Particular consideration was given to the pressures arising from audience fragmentation, the growth of streaming and on-demand services, and the shift of advertising expenditure towards online platforms. The analysis assessed the implications of these developments for broadcaster revenues, business models, and future investment capacity.

Indecon's analysis also explored independent broadcasters' contribution to media plurality, the provision of news and current affairs, the creation of local content, and the wider creative economy. The research considered differences across broadcasting services, recognising that broadcasters operate at varying scales and serve distinct national, regional, local, and community audiences, each facing unique commercial and operational challenges.

Findings from a sectoral survey, also undertaken, provided additional insight into broadcaster perspectives on regulatory requirements, future growth opportunities, rapid technological change, and the barriers affecting long-term sustainability.

In addition, the research examined the sector's capacity to adapt to ongoing changes in audience expectations and media consumption behaviours.

2.2.5 Call for Expressions of Interest

An Coimisiún, by public notice on 19 September 2025, invited expressions of interest from parties seeking to provide new commercial or community broadcasting radio services.² Twenty (20) submissions were received, and the information provided supports An Coimisiún's market and economic analysis of the sector and the potential for additional services.

The submissions provided valuable insights into the level and diversity of interest in new broadcasting services and highlighted a range of potential opportunities for future service development. Responses included proposals for new local, regional, and broader-coverage radio services; specialist and genre-led services; services targeting particular audience groups; and community-focused broadcasting initiatives.

Some submissions also identified opportunities to serve audiences through a combination of traditional broadcasting platforms and digital distribution channels, reflecting the increasingly multi-platform nature of media consumption and of broadcasters.

In addition to proposals for new services, respondents highlighted a range of issues concerning the sector's future structure and development. These included views on the availability and use of broadcasting spectrum, the potential role of emerging transmission technologies, opportunities for digital audio broadcasting, the future evolution of licensing frameworks, and the viability of new market entrants and specialist services. Several submissions also addressed the challenges and opportunities arising from changing audience behaviours, increasing competition for attention, and the need to ensure future broadcasting services remain sustainable and able to meet evolving audience needs.

The submissions have informed An Coimisiún's assessment of current market conditions, levels of unmet demand, future service opportunities, and potential barriers to market development. They also provide evidence of continued industry and community interest in innovation and growth, audience choice, content diversity, and establishing broadcasting services that complement Ireland's evolving media landscape.

2.2.6 Targeted Consultations

An Coimisiún undertook targeted stakeholder consultations with the commercial and community media sectors to delve deeper into regulatory issues highlighted during the review phase, to inform the operational details of the revised BSS, including licensing plans and regulatory arrangements.

These engagements provided stakeholders with an opportunity to share their perspectives on the challenges and opportunities facing the broadcasting sector in a rapidly evolving media environment. Discussions explored a range of topics, including audience and market developments, changing patterns of media consumption, the future role of traditional broadcasting platforms, opportunities presented by digital technologies, and the regulatory frameworks required to support sustainable broadcasting services.

² [Submissions of interest in new commercial sound broadcasting services - Coimisiún na Meán](#)

The consultations also examined issues relating to service provision, market entry, licensing approaches, spectrum use, competition, ownership, content provision, and the delivery of public value objectives. Stakeholders highlighted the need to balance innovation and audience choice with the long-term sustainability of existing services, while ensuring that regulatory frameworks remain proportionate, adaptable and responsive to technological and market change.

Particular attention was given to the future development of radio and audiovisual services in an increasingly multi-platform environment, including the relationship between traditional broadcasting, on-demand services and online platforms. The consultations also provided insight into the differing circumstances and requirements of national, regional, local, and community services, as well as the potential implications of future policy and regulatory decisions across the sector.

The evidence base for the BSS also includes findings from the Digital News Report Ireland 2026, published by An Coimisiún in partnership with the Reuters Institute for the Study of Journalism.³ The Report highlights changing news consumption habits, increasing news avoidance, declining levels of trust in news generally, and growing concerns regarding misinformation and the role of digital platforms, while also demonstrating continued high levels of trust in established news brands, including public service media and local radio news. These findings provide important context for considering media literacy, trusted news provision and the future sustainability of Irish media services.

The findings and outcomes of these activities have provided an up-to-date context for the BSS, as set out in [Part 3](#) below, and have further shaped the BSS proposals in [Part 4](#), which are the subject of this consultation. Collectively, the research and stakeholder engagement undertaken as part of the review have contributed to a broader understanding of audience needs, market conditions, technological developments, and the evolving role of broadcasting services within Ireland's media landscape.

The following reports are being published alongside this consultation document:

1. *Value of Independent Media*, Bricolage, September 2025
2. *Media Nation: Screens, Streams, and Airwaves*, RED C Research, November 2025
3. *Market Analysis of the Independent Broadcasting Sector*, Indecon International Economic and Strategic Consultants, March 2026.

³ [Digital News Report 2026.pdf](#)



PART 3 – CONTEXT FOR BSS

3.1 Legislative Context

Section 7 of the 2009 Act obliges An Coimisiún to ensure that:

- The democratic values enshrined in the Constitution are upheld;
- The interests of the public are protected;
- Broadcasting and audiovisual on-demand media services available in Ireland are open, inclusive, and pluralistic;
- Regulatory arrangements consider technological and societal change;
- High-quality, diverse, and innovative programmes are provided;
- There is diversity and transparency in the control of communications media operating in Ireland;
- Media literacy is promoted through research and education, and
- The regulatory environment sustains independent and impartial journalism.

The 2009 Act envisages three principal broadcasting sectors shaping the Irish broadcasting environment: public, commercial, and community. Each sector has characteristics unique to it under the 2009 Act, such as how it is owned and controlled; the means by which, and the persons to whom, it is accountable; the mechanisms by which it is funded; and the nature of the content provided.

The 2009 Act sets out specific objects for each public service broadcaster and defines the characteristics of community broadcasters. It also prescribes the types of broadcasting and content provision contracts that An Coimisiún can award.

One of the roles of An Coimisiún is to facilitate and support the continued provision of a range of television and radio services across public service, commercial and community broadcasting sectors, to realise the vision of the statute and to ensure the vitality of the mix and range of services available to Irish audiences.

The 2009 Act also prescribes the licensing processes and regulatory arrangements that apply to broadcasting services, including requirements relating to competitive licensing processes, programme commitments, ownership and control, news and current affairs provision, contractual compliance, and the regulation of local, community and commercial services.

While these arrangements have provided a robust framework for broadcasting regulation, they were largely developed for a predominantly linear broadcasting environment. Since then, the legislative framework has expanded to encompass a broader range of media and online services under the Online Safety and Media Regulation Act 2022 and related European legislation. This has created a more diverse regulatory landscape and raises questions about whether aspects of the current broadcasting licensing and regulatory framework remain appropriately proportionate, flexible, and responsive to evolving audience behaviours, technologies, and business models.

These include, for example, limits imposed on the ownership and control of broadcasting services; the application of derogations from the statutory 20% news and current affairs requirement; the amount of

advertising time available to certain broadcasters; requirements and restrictions contained in programming and advertising codes; requirements imposed on applicants during licensing processes and contract negotiations; and the manner in which services are subsequently regulated from a compliance perspective.

On 8 April 2025, the revised [General Scheme of the Broadcasting \(Amendment\) Bill](#) (“the Scheme”) was approved by the Government. The Scheme, among other things, seeks to establish a new statutory framework to support the provision of public service content across the wider broadcasting and media sector, while enhancing protections for Irish media consumers. It also gives domestic effect to Article 5 of the EMFA, which sets out measures to safeguard the independence of public service media providers.⁴

In addition, the Scheme introduces a modernised framework for the production, distribution, and archiving of public service content, ensuring such content can be delivered and made accessible through designated public service content providers.

By defining public service content and public service content providers, the Scheme extends these definitions to independent broadcasters. According to the Scheme, An Coimisiún would be tasked with reviewing the public service content available to Irish audiences and identifying any gaps in this provision. Funded public service content would be required to be made available to the public free of charge, to be accessible, insofar as it is practicable, to the people of the island of Ireland and to underserved audiences.

In setting out An Coimisiún’s vision for the sector, the BSS recognises these legislative developments and the increasingly transformative role and societal value of the broadcasting sector.

3.2 Audience and Market Context

The evidence gathered during the review points to the following key trends shaping the future of broadcasting in Ireland:

- audiences increasingly consume content across multiple platforms;
- discoverability of Irish audio content needs to be safeguarded;
- competition from international digital services continues to increase;
- trusted local and Irish content remains highly valued;
- there is a potential for digital radio distribution;
- sustainability is increasingly linked to innovation and digital transformation; and
- technological developments, including AI, present both opportunities and challenges.

The trends identified above are reflected across several interconnected policy areas. The following sections examine these issues in greater detail, including broadcaster sustainability, digital distribution, local and community media, television services, multiplatform delivery, and emerging technologies. Together, these findings have informed the proposals contained in [Part 4](#).

⁴ [European Commission - European Media Freedom Act](#)

3.2.1 Irish audience media consumption

- The visibility and discoverability of Irish content cannot be assumed in digital environments.
- Connected devices, search recommendations, and platform interfaces increasingly shape Irish media consumption.
- Younger audiences are moving more quickly towards digital and on-demand services, while traditional radio and television remain important for many audiences.
- Audiences increasingly engage with content across platforms rather than through traditional distinctions between radio, television, streaming, podcasts or social media.

Media consumption habits are increasingly diverging across audience groups. While traditional radio and television services continue to enjoy strong engagement amongst many audiences, particularly for news, sport, live events and local content, younger audiences increasingly discover and consume content through digital and on-demand services.

The review also highlighted the extent to which audiences increasingly engage with content rather than platforms. For many audiences, particularly younger audiences, distinctions between platforms and media, e.g. radio, television, streaming services, podcasts, social media, and video-sharing platforms, are becoming less meaningful. Audiences seek content that is relevant to them and increasingly discover it through recommendations, algorithms, social and peer sharing, and cross-platform promotion rather than through traditional broadcast schedules or channel loyalty. Broadcasters are operating in an interconnected media environment where content is consumed across multiple platforms and devices throughout the day.

3.2.2 Audiences' expectations of Irish media

- Audiences continue to expect media to inform, educate, entertain and connect them with their community and culture.
- Irish audiences compare domestic services with international media available on the same devices and platforms.
- Quality, user experience, variety and cross-platform availability are increasingly important expectations.
- Trusted, authentic and culturally resonant Irish content remains valued, especially by younger audiences.

Research undertaken as part of the BSS review indicates that, while media consumption habits have changed significantly, the underlying reasons for people's engagement with media remain remarkably consistent.⁵ Audiences continue to seek content that informs, educates, entertains, connects them with their communities and culture, reflects their lives and experiences, and provides trusted information and perspectives on the world around them.

Irish audiences do not consume media in an Irish-only bubble. The porous language border means that international services sit side by side with Irish broadcasters on the same devices and feeds. For many, they blend seamlessly, and the lines between Irish and international media are increasingly blurred.

⁵ Bricolage Focus Group Research, June 2025

This global exposure raises expectations for quality, user experience, and content variety, creating tougher competition for both PSM and independent Irish broadcasters. Content needs to work seamlessly across all these platforms, so audiences can listen, watch, or stream wherever they are and whenever they want.

Audiences of all ages value shared viewing experiences, such as live and culturally important events and national moments, to foster community and conversation. These can be used as unique selling points to maintain relevance in a fragmented media landscape. In this context, the availability and visibility of Irish-made, culturally resonant content are increasingly important, helping audiences see their lives, communities, culture, and identity reflected in the wider media environment.

The review found particular demand among younger audiences for content that feels authentic, relatable, representative of contemporary Irish experiences, and reflective of Irish culture, identity, and their life stage. During our focus group discussions, there was a strong resonance with high-quality Irish-produced programming such as *Normal People*, *The Traitors Ireland*, and *Love/Hate*.

Younger people are engaging with audio, including live radio, in different ways - on their smartphones and smart speakers, podcasts, social media clips, and 'listen back' of FM radio programmes. The challenge will remain connecting with young people from an early age. They are very open to exploring new services and brands and will stay with them if they offer relevant content and a strong user experience.

Most viewers and listeners do not clearly distinguish between PSM and non-PSM content when consuming media. They tend to focus on the programme, the presenters, and whether the content feels relevant, rather than who funds or regulates the service. As a result, independent broadcasters strongly influence how the public experiences Irish media overall. Their audiences look for the same trusted news, variety of content, and breadth of viewpoints as PSM audiences, and independent outlets generally achieve comparable ratings for quality, credibility, and satisfaction. Together, this mix of voices creates a broader, more varied media environment and helps ensure that national conversations reflect a range of perspectives rather than a single viewpoint.

Independent media meet core audience expectations and perform competitively. The implication is clear that independent media are not peripheral; they are essential stakeholders in informing the public, engaging audiences less connected to PSM, and delivering the trusted, high-quality content people expect from Irish broadcasting.

3.2.3 Radio and the future audio landscape

- Radio remains trusted and widely used in Ireland, with strong weekday and weekly reach.
- Younger audiences increasingly split listening across live radio, streaming, podcasts and on-demand audio.
- Digital audio revenue growth highlights the importance of diversified business models and digital distribution.
- Future radio policy will need to recognise multiplatform audio while protecting local character and public value.

Radio remains a widely used, trusted and robust medium in Ireland. It provides audiences with news, information, entertainment, sport, and culturally resonant content. At the same time, its free-to-air availability supports universal access and the communication of essential public information during

emergencies, weather events, or major incidents. A full list of broadcasters is available in [Appendix Three](#).

At the national level, the Irish radio sector now consists principally of seven terrestrial radio services: four provided by RTÉ and three independent services licensed by An Coimisiún. They offer a mix of speech (including news and special interest) and music-driven services, as well as Irish-language and classical music services.

Regional radio services primarily target youth audiences, while at the local level, the radio sector comprises a mix of music-led and broad-format music and speech services. There are currently 33 commercial radio services available on the FM band, including the following:

- 18 x Local broad-format services,
- 8 x Local music-driven services,
- 3 x Regional music-driven services targeting the 15-34 demographic,
- 1 x Multi-city music-driven service,
- 1 x Quasi-national news and speech service,
- 1 x Quasi-national broad format Christian and religious service,
- 1 x National broad-format service.

Community radio services are also available across the country, primarily targeting small geographical communities and communities of interest. The most important dimension of community radio services is local community involvement in all aspects of the service and the social benefits they provide. There are currently 16 community radio services targeting geographical communities across Ireland and four community-of-interest radio services.

An Coimisiún awards up to 30 temporary or special-event sound-broadcasting contracts each year, serving, for example, colleges/universities, festivals, student training, annual events, and pilot community services. A small number of hospitals and health facilities nationwide also hold institutional sound broadcasting contracts.

Although listening habits are changing, the latest Joint National Listenership Research (“JNLR”) conducted by Ipsos B&A indicates that 77.9% of adults listen to the radio on a typical weekday, and 89.4% listen at least once a week.⁶ Radio also continues to command the largest share of listening time within an increasingly diverse audio market.

The review nevertheless identified significant structural challenges. Younger audiences increasingly divide their listening across live radio, music streaming, podcasts, and other on-demand services, while advertising expenditure is fragmenting across these formats.

Traditional advertising recorded a marginal decline in 2025, whereas digital audio revenue generated by Irish radio operators increased by 11.5%.⁷ This points to the growing importance of digital audio and diversified revenue streams to the future sustainability of licensed radio services.

⁶ [JNLR Press Release 2026 – 2 Summary Results - Ipsos B&A](#)

⁷ Figures from Radiocentre Ireland: [Irish Radio Revenue Grows in 2025 as Digital Audio Surges](#)

Audience research also highlighted demand for greater choice, including niche and specialist services that address particular interests or underserved audiences. However, the costs of establishing and operating an FM service, combined with limited spectrum availability and uncertain commercial returns, pose substantial barriers to market entry.

Recent FM licensing activity attracted interest only from the incumbent service. In contrast, the 2025 call for expressions of interest produced stronger support for digital audio broadcasting (“DAB+”), changes to existing franchise areas, and other service models than for wholly new broad-format FM services. This suggests that future innovation and additionality may be more achievable through digital, specialist, or multiplatform services than through additional conventional FM licensing.

The location and technology through which audiences listen are also changing. In-home remains the principal listening environment, but in-car listening is the second most important setting, reaching 49% of adults on an average day, with live radio remaining the dominant in-car audio format. The European Electronic Communications Code (“EECC”) requires radios fitted to new cars sold in the European Union since December 2020 to be capable of receiving digital terrestrial radio, commonly known as DAB+. ⁸

The growing number of DAB+-enabled vehicles is therefore relevant when considering how free-to-air radio can remain prominent, easy to access, and resilient in the connected-car environment.

At the same time, internet-based distribution (“IP”) has enabled radio services to reach audiences beyond traditional transmission boundaries. Online streaming, mobile applications, smart speakers, podcasts, and connected-car interfaces allow radio services and their content to be accessed beyond their licensed FM coverage areas, including on an all-island and beyond basis, connecting with Ireland’s diaspora.

Radio broadcasters increasingly operate as multiplatform audio providers: the licensed service remains central to their identity and public value commitments, but audience reach and engagement now extend across multiple platforms and territories. Future licensing policy will therefore need to recognise this wider audio ecosystem while preserving local character, editorial accountability, and the distinct public value of licensed services.

The review also found that population growth, changing commuting patterns, and evolving audience behaviours may raise questions about whether existing FM licence areas still reflect the communities and audiences they were originally designed to serve. While the current licensing framework has supported local and regional broadcasting for many years, stakeholders have highlighted the need to consider how future licensing arrangements can continue to respond to demographic and societal change.

⁸ [European Electronic Communications Code \(EECC\)](#)

3.2.4 Understanding DAB+

- DAB+ is a free-to-air digital broadcasting technology capable of carrying a greater number of radio services than analogue FM while making more efficient use of spectrum.
- It has the potential to support greater audience choice, service diversity, innovation and spectrum efficiency.
- An Coimisiún is considering the potential role of DAB+ as a complementary platform to FM rather than a replacement for existing analogue radio services.
- The ongoing DAB+ trial has provided valuable evidence regarding audience demand, broadcaster participation, coverage, technical delivery and future licensing considerations.
- Any future DAB+ framework would require a phased and evidence-based approach informed by stakeholder engagement, market conditions and audience demand.

DAB+ is a digital radio technology that allows multiple services to be transmitted within a single multiplex, increasing the number and variety of services available to audiences while making more efficient use of broadcasting spectrum.

As noted in Section 3.2.3, radio continues to play an important role within Ireland's media landscape by providing trusted news and information, entertainment, cultural content and emergency communications. DAB+ can support these public policy objectives by expanding audience choice, facilitating service innovation, and enabling the introduction of new or specialist services.

International experience demonstrates that DAB+ can support a broader range of services than may be possible on FM, including Irish-language, community, youth-focused and specialist content aimed at underserved audiences. The technology may also give broadcasters opportunities to extend their reach, develop additional services and explore new business models.

Since April 2025, a DAB+ trial operating under ComReg's Test and Trial Scheme has provided practical evidence regarding broadcaster interest, audience engagement, technical performance and service diversity. The trial has facilitated the launch of a range of new digital services and demonstrated interest from both existing broadcasters and prospective market entrants.

The market analysis undertaken as part of the BSS review identified growing competition for audiences and advertising revenue from streaming and online audio services. In this context, DAB+ may offer opportunities to strengthen the long-term sustainability and competitiveness of terrestrial radio while maintaining the benefits of free-to-air broadcasting.

At the same time, the successful introduction of DAB+ would require careful consideration of audience demand, market sustainability, coverage requirements, transmission costs and regulatory arrangements. International experience suggests that implementation is most effective when supported by strategic planning, stakeholder collaboration and phased development.

Accordingly, An Coimisiún is exploring the potential future role of DAB+ within Ireland's broader audio ecosystem. It is not being considered as a replacement for FM broadcasting, but rather as a complementary platform that may support media plurality, innovation, audience choice and the long-term sustainability of radio services.

3.2.5 The importance of local media

- Local, regional, and community media remain important sources of trusted news, information, and civic connection.
- Independent broadcasters provide content that reflects the identities, interests, and concerns of the communities they serve.
- Local media contribute to media plurality, democratic participation, cultural expression, social inclusion, and community resilience.
- As audiences increasingly access content through digital and online platforms, locally produced content continues to play a distinctive role that national or global services cannot easily replicate.
- An Coimisiún's funding schemes support the provision of local information and public interest journalism. For example, the Local Democracy Reporting Scheme ("LDRS") supports public interest journalism and local media plurality across Ireland.

While audiences today have access to an unprecedented range of national and international media services, independent local, regional, and community broadcasters remain uniquely positioned to provide content that reflects the interests, identities, concerns, and experiences of the communities they serve.

The review highlighted the continuing importance of local, regional, and community media services within Ireland's media landscape. While audiences now have access to an expanding range of global content and digital services, services that provide local news, information, representation, and community connection still deliver significant public value. At local, regional, and national levels, radio stations continue to serve as trusted and familiar sources of information and companionship, providing audiences with content that reflects the cultural, social, and economic characteristics of their communities.

The research undertaken as part of the BSS review indicated that audiences continue to value local news, local information, and content that reflects Irish communities and lived experiences. Local broadcasters cover issues, events, and perspectives that may receive limited attention from national or international media providers. In doing so, they help ensure audiences have access to information directly relevant to their daily lives and communities.

The continued provision of local news and information is therefore an important consideration in future licensing decisions and regulatory arrangements. In considering future licensing opportunities and regulatory approaches, An Coimisiún will have regard to the contribution that services make to local news provision, community connectivity, democratic engagement, and media plurality.

In an increasingly fragmented, multi-platform media environment, local broadcasters continue to play an important role in fostering trust and accountability. By providing professionally produced local news and current affairs programming, they contribute to informed public debate and provide audiences with reliable sources of information at a time when concerns about misinformation and the reliability of online content remain prominent. Local news services also support public understanding of local government, public services and matters of community interest, helping to strengthen democratic engagement and active citizenship.

Local media also contribute to social cohesion, cultural expression and inclusion. By representing local communities, interests and identities, broadcasters provide a platform for diverse voices and perspectives that may otherwise be underrepresented. Community broadcasters, in particular, play an

important role in supporting participation, local creativity, minority interests and social inclusion, while strengthening connections between individuals, organisations, and communities.

The review also highlighted the importance of local broadcasters during emergencies, severe weather events and other situations requiring the rapid dissemination of information. The accessibility, familiarity, and resilience of free-to-air radio services mean they continue to provide an important public service function, particularly when audiences need timely, trusted local information.

3.2.6 Television and the future audiovisual landscape

- Television remains important, but audiences increasingly combine linear, on-demand, streaming, and social media viewing.
- Irish audiovisual services now compete with international platforms in a highly fragmented market.
- Streaming and internet-delivered services create opportunities for niche, specialist, and public value content.
- DTT (*Saorview*) continues to support free-to-air access, universality and resilience despite changing viewing habits.

Television services in Ireland include public service, commercial, and community stations, provided principally at a national level across a range of platforms, including terrestrial, satellite, cable, and IPTV.

RTÉ and TG4 provide public service broadcasting television channels. RTÉ's most popular services include RTÉ 1 and RTÉ 2. TG4 provides a national Irish-language television service across the island of Ireland.

Virgin Media Television is the only privately owned terrestrial alternative to the public service television broadcasters. It operates the free-to-air services Virgin Media One, Virgin Media One +1 and Virgin Media Two, and the subscription services Virgin Media Three and Virgin Media Four. RTÉ 1, RTÉ 2 and Virgin Media One achieve significant market share amongst Irish audiences. Irish households can also receive the Houses of the Oireachtas TV and a combination of UK and international channels (including BBC, Channel 4, Sky One and Sky News, U&Dave, Challenge TV, etc.), depending on the TV platform or service they use.

An Coimisiún facilitates an open process for content provision contracts for digital television services on cable, broadband/IP, and satellite systems. There are currently 37 such services, ranging from factual, lifestyle, and entertainment television services, including the Discovery Channels, Animal Planet, Quest, TLC, and Food Network, to sports services such as Setanta Sports, SiS World Racing, Premier Sports, and W Sport.

An Coimisiún manages the licensing process for community content television services. There are currently two services on air: DCTV (Dublin Community Television) and CCTv (Cork Community Television). Similar to community radio, community television services must serve the interests of, and provide a social benefit to, the community concerned, and must be owned and operated by members of that community.

As noted above, audience behaviours are changing rapidly, with viewers increasingly accessing content through a combination of linear television services, broadcaster video-on-demand ("BVoD") services, subscription video-on-demand ("SVoD") services, social media platforms, and connected/smart television devices.

Irish audiences now have access to a wide range of streaming and on-demand services from both international and domestic providers. These services compete to attract audiences through diverse catalogues of films, series and other audiovisual content. As such, the availability of distinctive Irish content remains an important consideration. While international streaming services have significantly expanded viewer choice, Irish audiences continue to value content that reflects Irish culture, identity, communities, language, sporting life and democratic discourse. Ensuring that such content remains available, discoverable and sustainable within an increasingly competitive and globalised media environment is therefore an important public policy objective. Irish-established video-on-demand ("VoD") media providers offer a range of content that captures many aspects of life in Ireland, including sport, Gaelic games, rugby, soccer, documentary films and film archives. Irish linear television providers also offer VoD services, enabling viewers to access previously broadcast programming, as well as content made available exclusively on demand. An Coimisiún maintains a register of VoD services, available [here](#).

An Coimisiún's funding schemes, such as Sound & Vision, Digital Transformation, Shared Island and Journalism, support public service content providers in delivering content that enhances coverage of Irish culture, heritage and experience.⁹

Technological developments and changing consumer preferences have accelerated the continued shift from traditional linear television services towards on-demand and streaming-based consumption of audiovisual content. The growth of Free Ad-supported Streaming Television ("FAST") services and other internet-delivered audiovisual services offers Irish broadcasters and content providers opportunities to reach audiences in new ways, particularly through niche and specialist services, thematic channels, and public value content.

As a result, media companies increasingly compete across multiple distribution channels, including linear television broadcasting and streaming services, in a dynamic media environment characterised by intense competition, technological development, and a wide range of content providers serving audiences in Ireland and across the EU. Commercially, media service providers view the streaming market as a key driver of future growth.

Research undertaken as part of the BSS review shows that Irish audiences value content that fosters community and conversation, with 44% saying events that bring the nation together are important for broadcasting. Even as on-demand content consumption grows, live television remains particularly important for news, current affairs, sport, and major national events.¹⁰

Ireland's DTT platform, *Saorview*, was established as part of the national transition from analogue to digital television broadcasting. It launched on a phased basis from 2010 and became Ireland's only free-to-air terrestrial television platform following the analogue switch-off in October 2012.

In parallel with the development of *Saorview*, the Broadcasting Authority of Ireland ("BAI") sought to facilitate the establishment of commercial DTT services through a multiplex licensing process undertaken in 2008. However, this process did not result in the launch of any commercial DTT multiplex services after the successful applicants withdrew from contract negotiations.

Since the establishment of DTT in Ireland, the audiovisual and communications sectors have changed significantly. Audiences increasingly access content through connected televisions, video-on-demand platforms, and other internet-enabled services, while broadcasters operate in an increasingly competitive, converged media environment.

⁹ [Shared Island Media Fund - Coimisiún na Meán](#)

¹⁰ RED C research "Media Nation: Screens, Streams, and Airwaves", November 2025

Notwithstanding these developments, An Coimisiún recognises the continuing importance of ensuring universal access to television services. DTT provides free-to-air access to television content without a subscription or broadband connection and continues to serve an important role in Ireland's broadcasting infrastructure.

DTT also provides an important layer of resilience within Ireland's media ecosystem. Unlike internet-delivered services, DTT can provide access to television services without reliance on broadband connectivity and may play an important role in ensuring the availability of public information during emergencies, major incidents, and matters of national importance.

3.2.7 Media Literacy

- Media literacy is increasingly important as audiences access content across a growing range of platforms, services, and devices.
- Media literacy supports audiences in understanding, evaluating and engaging with media content, services and technologies.
- Strong media literacy skills can help audiences navigate complex information environments, identify misinformation and disinformation, and make informed media choices.
- An Coimisiún has a statutory role in promoting media literacy and supports a range of initiatives designed to strengthen media literacy skills across Irish society.

As audiences increasingly consume content across broadcast, on-demand, social media, and online platforms, media literacy has become an important component of a healthy and resilient media environment. The ability to access, understand, critically evaluate and engage with media content is increasingly relevant in a landscape characterised by a growing volume of information, evolving technologies, and diverse content sources.

The research undertaken as part of the BSS review highlighted the importance of trusted news and information sources, as well as the increasing role that digital platforms, recommendation systems, and online services play in shaping content consumption. In this context, media literacy can help audiences navigate complex information environments, understand how media content is produced and distributed, identify misinformation and disinformation, and make informed decisions about the content and services they choose to access.

Recent findings from the Digital News Report Ireland 2026 further underline the importance of media literacy in a changing media environment.¹¹ While trust in news has generally declined, Irish audiences continue to trust established news providers, particularly RTÉ News and local radio news. At the same time, the report identified increasing levels of news avoidance, growing reliance on digital and social media platforms for news discovery among younger audiences, and heightened concern about misinformation and AI-generated content. These findings reinforce the importance of supporting media literacy skills that enable audiences to critically assess information and engage confidently with trusted sources of news and current affairs.

Under its statutory remit, An Coimisiún undertakes, encourages and supports research, initiatives and activities that promote media literacy. Through its Media Literacy Policy and its support for Media Literacy Ireland, An Coimisiún works with a broad range of stakeholders to promote media literacy development, encourage collaboration and support initiatives that help people build the skills and

¹¹ [Digital News Report 2026.pdf](#)

competencies required to participate effectively in contemporary media environments.¹² Media literacy is viewed as a lifelong learning process, requiring ongoing adaptation as media technologies, services and audience behaviours continue to evolve.

As broadcasting services increasingly operate within a broader digital ecosystem, media literacy will continue to play an important role in supporting audience trust, democratic participation, informed citizenship and engagement with Irish media and public service content.

3.2.8 Multiplatform Delivery & Outcome-based Regulation

- Audiences increasingly access content across multiple platforms, services, and devices rather than through a single broadcasting platform.
- Broadcasters are evolving into multi-platform media services, delivering content through broadcast, on-demand, online, social media, and audio platforms.
- Regulatory frameworks should remain focused on the public value outcomes delivered to audiences while allowing flexibility in how those outcomes are achieved.
- An outcome-based approach can support innovation, sustainability and audience engagement while continuing to protect plurality, diversity, trusted news, and local content.

The 2009 Act primarily provides for the licensing and regulation of broadcasting services delivered through specified platforms. Historically, regulatory objectives have been achieved through detailed commitments on programming, staffing, production, operations, news, current affairs, local programming, music policy, Irish-language content, specialist programming, and target audiences. These commitments remain central to ensuring plurality, diversity, local representation, and public value.

Broadcasters increasingly operate as multi-platform media providers. A radio service may now combine FM output with online streaming, listen back, smart speakers, podcasts, social media, video, websites, and mobile applications. Similarly, television broadcasters increasingly complement linear services with on-demand players, online video, clips, and social media content. In many cases, audience engagement extends beyond the licensed broadcast platform itself.

The research undertaken as part of the BSS review demonstrates that audiences increasingly engage with content in a platform-neutral manner. Rather than distinguishing between broadcast, on-demand, or online services, audiences increasingly focus on accessing content that is relevant, convenient, and available when and where they choose to consume it. Younger audiences, in particular, routinely move between live broadcasts, streaming services, social media, podcasts, video-sharing platforms, and on-demand services throughout the day. As a result, the public value traditionally associated with broadcasting is increasingly delivered across multiple platforms rather than solely through a licensed broadcast service.

This evolution presents both opportunities and challenges for broadcasters. Multi-platform delivery enables broadcasters to reach audiences beyond the traditional broadcast schedule, engage with harder-to-reach demographics, and distribute news, information, and cultural content through the platforms audiences increasingly use. At the same time, broadcasters face increasing competition for audience attention from global media providers and digital platforms, requiring greater flexibility and innovation in how they deliver content and fulfil public service and regulatory objectives.

¹² [Media literacy - Coimisiún na Meán](#)

In today's media landscape, broadcasters' news services continue to deliver news bulletins at scheduled times with on-the-ground local reporting. Still, they must also deliver content on digital platforms and social media, meet audience expectations for faster responses to breaking news, and engage with video explainers and long-form content such as podcasts. In response to this environment, over the past year, An Coimisiún has received requests from some broadcasters to change how news services are prepared and delivered.

Against this backdrop, An Coimisiún considers that future regulatory approaches should place increasing emphasis on the outcomes delivered to audiences, including trusted news and information, local and regional representation, cultural expression, plurality and diversity, rather than focusing exclusively on the specific platform through which content is distributed, while not compromising on editorial independence of services. This approach recognises the changing nature of broadcasters and media consumption while maintaining the public interest objectives that underpin broadcasting regulation.

3.2.9 Sustainability of Independent Irish Broadcasters

- The sustainability of independent broadcasters is central to delivering plurality, diversity, and public value.
- Trusted news, local information, cultural content, and public service programming depend on viable business models.
- Innovation through DAB+, DTT, streaming, and IP services must be balanced against audience demand and market realities.
- The consultation considers how existing and new services can contribute to diversity, innovation, and public value over the BSS period.
- An Coimisiún supports the sustainability, innovation and development of the sector through a range of funding schemes that support journalism, digital transformation and public service content.

The review identified that while plurality, diversity, and public value remain central policy objectives, the long-term sustainability of independent media services has become an increasingly important consideration. The sector's ability to continue providing trusted news, current affairs, local information, cultural content, and public service programming depends on sustainable business models that can adapt to significant technological and competitive change.

A further theme emerging from both the audience research and economic analysis is the need to balance innovation and growth opportunities with market realities. While technological developments, including DAB+, DTT, streaming, and other IP-based services, may create opportunities to enhance audience choice, diversity, and innovation, their future development must be considered alongside evidence of audience demand, market sustainability, spectrum availability, and the broader public interest.

The consultation, therefore, considers not only the future role of existing broadcasting services but also how new technologies and distribution platforms may contribute to achieving media plurality, diversity, innovation, and public value objectives over the lifetime of the revised BSS.

An Coimisiún also supports the sustainability and development of the wider media sector through a range of funding and support schemes designed to strengthen public service content, journalism and digital innovation. These include Sound and Vision schemes, as well as the Journalism Schemes,

comprising the Local Democracy Reporting Scheme, Courts Reporting Scheme, and News Reporting Scheme, which support the production of high-quality public interest journalism, local authority coverage, court reporting, and the provision of news content that may otherwise be underserved.¹³ The schemes aim to promote media plurality, support trusted and accessible journalism, and strengthen media organisations' capacity to provide public value content. They are available on a platform-neutral basis to eligible media organisations and help sustain the provision of local, regional and national public-interest content.

In addition, the Digital Transformation Scheme supports media organisations in adapting to the changing digital media environment by investing in technology, innovation, digital products, skills development, and organisational transformation.¹⁴ The scheme is intended to help public service content providers develop sustainable business models and strengthen their capacity to reach audiences through digital and multi-platform services. Together, these initiatives recognise that the long-term sustainability of Irish media requires not only strong content and audience engagement but also continued investment in innovation, digital capability, and future readiness.

The sector's sustainability is also being considered in the context of wider legislative reform. As outlined in Section 3.1, the Broadcasting (Amendment) Bill 2026 proposes a new public service content framework and the establishment of Ciste na Meán, which will support the production and distribution of public service content across a broader range of media organisations. The proposed framework would move beyond a broadcaster-centred approach and place greater emphasis on the availability of public service content to audiences, irrespective of platform. It would also require An Coimisiún to undertake periodic reviews of the availability of public service content and to identify any gaps in provision. These developments could influence how public service content is funded, commissioned, distributed, and assessed over the lifetime of the BSS. They will form an important part of the wider policy and legislative context within which the Strategy operates.

3.2.10 Understanding Artificial Intelligence in Broadcasting

- AI and emerging technologies are increasingly used in production, editing, translation, analytics, recommendations and administration.
- AI may create opportunities for broadcasters to improve efficiency, accessibility, sustainability and audience engagement.
- AI raises issues of transparency, editorial accountability, authenticity, intellectual property and audience trust.
- Human oversight and editorial responsibility remain important considerations in the use of AI within licensed broadcasting services.
- Broadcasters may require guidance and ongoing engagement on the responsible, ethical and trusted use of AI.

Artificial intelligence ("AI") and other emerging technologies are increasingly shaping the media landscape. Broadcasters and media organisations are exploring how AI can support content creation, distribution, audience engagement, accessibility and operational efficiency. While adoption levels vary across the sector, AI is expected to become an increasingly important feature of the audio and audiovisual media environment over the lifetime of this BSS.

¹³ [Support & funding - Coimisiún na Meán](#)

¹⁴ [Digital Transformation Scheme - Coimisiún na Meán](#)

Within the broadcasting sector, AI technologies can support a broad range of activities, including programme recommendation systems, content discovery, audience analytics, advertising services, automated transcription, translation and subtitling, metadata generation, content archiving, accessibility services and administrative workflows. Emerging technologies may also help broadcasters develop more personalised audience experiences, improve accessibility, support the development of Irish-language content, and streamline content production and distribution processes.

Broadcasters are operating in an environment characterised by increasing competition for audience attention, changing audience expectations and growing pressure on financial and operational resources. In this context, AI and related technologies may create opportunities for broadcasters of all sizes to improve productivity, enhance audience engagement and support innovation. These opportunities may be particularly relevant for smaller broadcasters seeking cost-effective ways to develop digital and multi-platform services while maintaining public value outputs.

AI may also affect how licensed broadcasting services are staffed, produced, presented and distributed. As these technologies evolve, questions may arise regarding the extent of human oversight required for licensed services, the role of AI-generated content and presenters, and how existing regulatory concepts such as editorial control, accountability and compliance should apply in increasingly automated environments. These issues are particularly relevant in broadcasting, where trust, editorial responsibility and compliance with statutory and contractual obligations remain fundamental characteristics of licensed services.

The review also highlighted the growing importance of AI-driven content discovery and recommendation systems. Audiences increasingly access content through digital interfaces, recommendation engines, search functions and platform-controlled environments. As AI becomes more integrated into these systems, it may influence how radio, television, and audiovisual content are discovered and consumed, and the extent to which Irish-produced, local, and public-value content remains visible and accessible in a highly competitive global media environment.

The European Union Artificial Intelligence Act (“AI Act”) entered into force in August 2024 and establishes a harmonised legal framework governing the development, deployment and use of AI systems across the European Union. The AI Act promotes the development of trustworthy, human-centric AI while protecting fundamental rights, democratic values, and public trust. As broadcasters increasingly incorporate AI tools into content production, audience engagement, recommendation systems, moderation, advertising, and business operations, regulated entities must understand and comply with their obligations under the AI Act and any other applicable legal frameworks.

For broadcasters and audiences, AI raises important questions regarding transparency, trust, authenticity and editorial responsibility. As trusted media providers, broadcasters have a particular responsibility to ensure that audiences can, where appropriate, distinguish between authentic and AI-generated content and that editorial decisions remain subject to meaningful human oversight. The growing use of synthetic media, AI-generated voices, virtual presenters and automated content creation tools further highlights the need to maintain clear accountability for content made available to audiences.

Stakeholder engagement undertaken as part of this review highlighted both the opportunities and challenges arising from AI and other emerging technologies. While these technologies may support greater efficiency, innovation, accessibility, and audience engagement, stakeholders also identified concerns about content authenticity, misinformation, intellectual property, workforce skills, media plurality, and audience trust. As technologies continue to evolve, ongoing engagement with the sector will be required to support innovation while maintaining the core values that underpin broadcasting regulation.

The AI Act introduces transparency obligations in certain circumstances where AI-generated content is made available to the public. However, licensed broadcasters may continue to retain editorial responsibility for content that has undergone human review or editorial control. The relationship between legal compliance, editorial accountability, and audience expectations of transparency is therefore an important consideration for the future development of broadcasting services.

Against this backdrop, An Coimisiún considers that the opportunities and challenges associated with AI and emerging technologies should be viewed in the context of the BSS's broader objectives. Rather than regulating specific technologies, the focus should remain on ensuring that future broadcasting services continue to deliver trusted news and information, reflect Irish communities and culture, support plurality and diversity, and serve audiences in ways that are transparent, accountable and trustworthy. As technology continues to evolve, An Coimisiún will continue to monitor developments and assess their implications for the future licensing and regulation of broadcasting services in Ireland.

3.2.11 Future Regulatory Framework

- The 2009 Act remains the statutory basis for broadcasting licensing, but parts of it reflect older market and technology conditions.
- The review identifies scope to modernise regulation within existing powers and through future legislative reform.
- Research has indicated stakeholders want regulation to reflect multiplatform content delivery better while preserving safeguards for trusted news, local commitments and plurality.
- The revised BSS aims to support proportionate, adaptable regulation that enables innovation and sustainability.

The 2009 Act provides the statutory basis for licensing and regulating broadcasting services, with many provisions reflecting market and technological conditions that existed when the legislation was originally enacted.

This review of the BSS has so far identified opportunities to modernise certain aspects of the regulatory framework within the powers currently available to An Coimisiún. These include examining how contractual commitments are defined and assessed, reviewing compliance and reporting arrangements to ensure they remain proportionate, and considering whether existing licensing practices adequately support innovation, audience engagement and new methods of content delivery.

Broadcasters emphasised that they increasingly operate as multiplatform media providers and that existing regulatory arrangements do not always reflect how content is commissioned, distributed, promoted and consumed. Many stakeholders indicated that licensing and compliance frameworks should evolve to recognise the growing importance of digital distribution, on-demand viewing and listening, podcasts, social media engagement, and other non-linear forms of content delivery. At the same time, stakeholders stressed the importance of maintaining appropriate safeguards regarding editorial standards, trusted news provision, local programming commitments, and media plurality.

Therefore, while the core objectives underpinning broadcasting regulation remain unchanged, namely plurality, diversity, public value, trusted information, local representation and cultural expression, legislative reform will be necessary to ensure regulation remains proportionate, adaptable, and responsive to changes in audience behaviour, technological developments, and market conditions.

The review also highlighted the importance of ensuring that any future regulatory changes support, rather than inhibit, innovation and sustainability within the independent media sector. Audiences

increasingly expect content to be available across multiple platforms and delivered through modern, user-friendly services. Future regulatory approaches should therefore balance public policy objectives with the need to enable broadcasters to compete effectively, reach audiences wherever they consume content, and develop new services that respond to evolving audience expectations.

The revised BSS will aim to reflect these market developments and evolving audience needs, look forward, and enable An Coimisiún's vision for the sector and Irish audiences.

The evidence gathered through the review suggests that, while audience behaviours, technologies, and markets continue to evolve, the underlying public interest objectives of broadcasting remain unchanged. Audiences continue to value trusted information, Irish content, local representation, plurality and accessibility. The proposals set out in [Part 4](#) seek to ensure that these objectives can continue to be achieved within an increasingly digital, multi-platform and competitive media landscape.

PART 4 – BSS Proposals

The BSS Proposals set out below for consultation are informed by the background to the consultation in [Part 2](#) and respond to the legislative, market, audience, and regulatory context set out in [Part 3](#).

4.1 General Principles

The BSS will be a future-focused, high-level statement of intent that provides clear direction on actions to achieve a streamlined, modern, and adaptive licensing and regulatory framework.

It will be evidence-led, informed by the findings of the research and consultation activities undertaken in 2025 and 2026. It will be positioned within the national and European legislative frameworks, the 2009 Act, AVMSD, and EMFA. It will be outcome-focused, supporting the achievement of An Coimisiún's strategic outcomes, particularly under the headings of democracy, Irish culture and media, and diversity and inclusion.

It will link to and support the objectives of An Coimisiún's related policies ([Ownership and Control](#), [Media Pluralism](#), and [Community Media](#)) and related activities (e.g., public service content review, media development, and research).

An Coimisiún has also published a [Regulatory Measures](#) document that sets out the measures underpinning the licensing and contractual compliance-related activities. These regulatory measures are mainly informed by the 2009 Act and also the objectives of the Broadcasting Services Strategy.

Actions proposed under the BSS Proposals include reviewing and revising these related policies and procedures. The pace of technological change, evolving audience behaviours, market developments, and potential legislative reform mean that the assumptions underpinning the revised BSS may require reassessment during its lifetime. While the BSS is intended to provide regulatory certainty and strategic direction, An Coimisiún also recognises the importance of ensuring that the BSS remains relevant and responsive to developments in the wider media environment. An Coimisiún is therefore interested in views on the most appropriate timeframes proposed below.



4.1 Proposals – General Principles

Acknowledging that the BSS will be operational over a period of ongoing structural change in audio and audiovisual consumption; accelerating technological advancements and the digitisation of media; financial pressure and consolidation within independent media; increased importance of, and requirement for, trusted news and local information; and legislative reform at both national and European levels, the BSS will be adaptive and adopt a phased approach, distinguishing between:

- ⇒ **Short-term [“ST”]** actions or initiatives are those that can be implemented within An Coimisiún's existing statutory powers and are expected to be progressed within **12 months** of the BSS's publication.
- ⇒ **Medium-term [“MT”]** actions are those that may require additional research, stakeholder engagement, pilots, feasibility studies, regulatory development, or consultation. They are expected to be progressed within **1-3 years** of the BSS's publication.
- ⇒ **Longer-term [“LT”]** actions may depend on broader market developments, technological change, Government policy decisions, legislative reform, or significant sectoral investment and are expected to be progressed within **3-5 years** of the publication of the BSS.

QUESTIONS – General Principles

- 4.1a Do you agree with the general principles outlined above?
- 4.1b Do you agree that the BSS should be high-level, with the operational details contained in An Coimisiún's annual licensing plans and *Regulatory Measures* document?
- 4.1c Do you agree that the BSS should set out An Coimisiún's licensing strategy for the next 5-year period, or should it be shorter/longer? Please explain your answer.
- 4.1d Do you agree that the BSS should commit to short-, medium-, and longer-term actions and initiatives as outlined above?

4.2 BSS Objectives

The challenge for the coming years is not simply to preserve the existing broadcasting landscape, but to create the conditions for a sustainable and diverse media sector to continue evolving, innovating, and meeting the needs of Irish audiences.

The BSS will recognise the role of independent broadcasters as providers of news, local information, cultural expression and public service content, supporting media plurality, and promoting trust in Irish media.

The BSS will also recognise that achieving plurality, diversity, and public value objectives increasingly depends on the long-term sustainability of the independent media sector. Licensing activity will seek to foster an innovative broadcasting sector that can adapt to changing audience behaviours and market conditions.

Sustainability should not be viewed solely in commercial terms but should also encompass media services' ability to continue delivering public value, supporting democratic participation, representing communities, promoting Irish culture and language, enhancing media literacy and maintaining audience trust. Future licensing and regulatory decisions will therefore seek to balance the objective of increasing audience choice and diversity with the need to support a viable and resilient broadcasting sector, with due regard to the broad range of An Coimisiún's activities, including its media development and funding initiatives.

4.2 Proposals – BSS Objectives

The BSS will therefore have several specific objectives as follows:

- a) To enhance diversity and plurality in broadcasting services, including plurality of ownership and content;
- b) To facilitate a diverse range of broadcasting services and multimedia content from broadcasters that best serve and respond to the entertainment, informational, and educational needs of Irish audiences, with particular regard to underserved audiences;
- c) To facilitate a mix of voices, viewpoints, opinions, and sources of news and current affairs in audiovisual media, which enhances democratic debate and active citizenship in Ireland;
- d) To support the longer-term sustainability of licensed services;
- e) To ensure the provision of real-time, live audio and audiovisual content at community, local, regional, and national levels;
- f) To foster a media landscape that is representative of, and accessible to, the diversity of Irish society;
- g) To foster and promote quality programming that promotes Irish culture, including in the Irish language;
- h) To provide a regulatory framework that acknowledges broadcasters' multiplatform media provision in response to evolving audience needs;
- i) To encourage creativity and innovation in content, delivery and distribution as distinctive features of the Irish audiovisual sector;
- j) To ensure the efficient use of spectrum;
- k) To protect editorial independence and freedom of expression;
- l) To support the continued provision and discoverability of trusted news and current affairs content;
- m) To ensure licensed services are seen as trusted sources of content;
- n) To support the discoverability, accessibility and prominence of Irish content and trusted media services across digital environments.

QUESTIONS – BSS Objectives

- 4.2a Do you agree with each of the above BSS objectives? Please explain your answer.
- 4.2b Should some objectives be prioritised over others? Please explain your answer.
- 4.2c Do you think other objectives should be added? Please explain your answer.
- 4.2d Do you agree with the licensing objective to serve the needs of underserved audiences when assessing future licensing opportunities? If so, which audiences or content areas should be prioritised?
- 4.2e How should An Coimisiún balance the objective of supporting innovation and new services with maintaining the longer-term sustainability of the sectors?



4.3 Future Radio Licensing (FM and DAB+)

Part 6 of the 2009 Act makes provision for the award of sound broadcasting (radio) contracts. An Coimisiún operates both proactive and reactive (open) licensing processes. We initiate licensing activities for analogue commercial and community radio services and set application deadlines. To do this, we devise and publish our licensing plans detailing the types of services that may be licensed and their franchise areas/communities. These plans provide for both the establishment and continuation of new and existing services, subject to spectrum availability.

An open or reactive process means that applications can be made at any time and do not have to be initiated by An Coimisiún through a public call for expressions of interest or an application for a specified contract and service. We can award broadcasting contracts for temporary (30-day) radio, 100-day pilot community radio, institutional radio and content provision contracts (digital) radio services.

4.3.1 Commercial Radio Licensing (FM)

Sections 65 – 67 of the 2009 Act provide the framework for inviting and assessing applications for commercial radio contracts within specified areas and/or targeting specific demographics or communities of interest within areas. These contracts are awarded for up to 10 years.

FM broadcasting continues to provide near-universal access to radio services and remains the principal terrestrial distribution platform for Irish audiences.

In line with its statutory duties and powers, An Coimisiún develops licensing plans for commercial sound broadcasting services and initiates the process through a public call for expressions of interest. An Coimisiún undertakes competitive licensing processes for all new contracts that may be advertised. The 2009 Act facilitates a fast-track licensing procedure in circumstances where the only expression of interest received for an existing service is from the incumbent holding the contract being advertised.¹⁵

Where An Coimisiún proposes to advertise a new sound broadcasting contract, it may:

- (a) conduct a study in an area or amongst a community of interest to ascertain the interests of that area or community in respect of the service proposed; or
- (b) conduct a study as to the sectoral impact of the additional service in the area.

Over the course of this BSS, licensing plans will be developed based on up-to-date market information, economic and environmental data, and ongoing audience needs and preferences.

4.3.2 Temporary Radio Licensing (FM)

Section 68 of the 2009 Act also enables An Coimisiún to award the following temporary sound broadcasting contracts:

- (a) a temporary radio service for up to 30 days in a 12-month period: these contracts are typically awarded to community groups commencing their first community service, educational, institutional, and/or student groups, and others for special events.
- (b) a temporary community radio service up to 100 days within 12 months: these contracts are awarded on a pilot basis to community groups in a particular franchise area who may be interested in establishing a full-time community radio service in the future.
- (c) an institutional sound broadcasting contract, typically awarded for up to 5 years.

¹⁵ Section 67 of the 2009 Act.

An Coimisiún facilitates an open application process for temporary and institutional sound broadcasting contracts.

An Coimisiún does not consider it appropriate for services provided under these short-term contracts (30-day or 100-day) to carry commercial advertising; they should be funded through sponsorship and other sources.

4.3.3 Community Radio Licensing (FM)

Section 64 provides for the award of contracts for not-for-profit radio services run by and for a community or community of interest in a specified area that provide social benefits to the community or community of interest. These contracts are typically awarded for 5- or 10-year periods.

An Coimisiún facilitates an open approach to licensing for community radio services. An Coimisiún has published [Guidelines for Aspirant Community Groups](#) who are operating as pilot community services. These explain the milestones to be achieved and the requirements to be met before entering into discussions with An Coimisiún about advertising a community sound broadcasting contract for a community in a specified area, or a community of interest under section 64 of the 2009 Act.

Community broadcasting services continue to make an important contribution to media plurality, community participation, social inclusion and local content production. An Coimisiún commits to supporting the continued development of the community radio sector and will work with the sector to develop sustainable funding models and the future licensing of such services.

4.3.4 Digital Radio Contracts

Section 71 of the 2009 Act allows applications for content provision contracts. Such contracts are typically awarded for 5 or 10 years, and An Coimisiún facilitates an open licensing process.

A content provision contract enables a contractor to provide programme material for transmission as a broadcasting service via an electronic communications network. This may include transmission via a digital audio broadcasting (DAB+) multiplex, a satellite network, a fixed or mobile terrestrial network, a cable television network, an internet protocol television (IPTV) network, or other electronic communication networks. Content provision contracts therefore provide a flexible, platform-neutral mechanism through which a range of audio and audiovisual services may be licensed and regulated.

In the context of DAB+, content-provision contracts have enabled new digital radio services to operate on trial multiplexes. Service providers wishing to participate in a DAB+ multiplex must hold either a section 71 content provision contract or an existing sound broadcasting contract that permits simulcast transmission on a multiplex. A content provision contract does not in itself confer any right of access to a multiplex or transmission platform, and service providers must separately enter into carriage arrangements with the relevant multiplex operator.

When assessing applications for content provision contracts, An Coimisiún considers a range of factors, including compliance with legislative requirements, the proposed programming and public value of the service, the experience and resources of the applicant, and the extent to which the proposal supports the objectives of the BSS, including plurality, diversity, innovation, sustainability and the promotion of Irish-language content.

4.3.5 Digital Audio Broadcasting (DAB+)

Section 133 of the 2009 Act empowers An Coimisiún to enter into contracts for the establishment, operation and maintenance of digital audio broadcasting multiplexes. To date, DAB+ services in Ireland

have operated through ComReg-authorised trials, and no permanent licensing framework has yet been established.

As outlined in Section 3.2.4, the current DAB+ trial has provided valuable evidence regarding audience demand, broadcaster participation, service diversity, coverage, and technical delivery. The trial has also demonstrated DAB+'s potential to support a broader range of services and greater audience choice within the Irish radio market.

An Coimisiún considers that DAB+ may offer opportunities to enhance plurality, innovation, spectrum efficiency, and the sustainability of terrestrial radio services. However, any future licensing framework would need to take account of audience demand, market viability, technical requirements, and the interests of existing and prospective broadcasters.

4.3.6 Discoverability and Prominence of Radio Services

While broadcast radio continues to enjoy strong audience engagement, particularly for trusted news, local information, entertainment and companionship, changing media consumption patterns create new challenges for the visibility and discoverability of Irish radio services. Audiences increasingly expect content to be available seamlessly across multiple devices and platforms, and younger audiences in particular are more likely to discover audio content through search, recommendations and social sharing than through traditional broadcast navigation.

Audience research undertaken as part of this review, together with findings from the Irish Audio Market Report, indicates growing adoption of smart speakers and increasing engagement with on-demand audio services (56%).¹⁶ In the Red C research, smart speaker ownership (55%) outnumbers traditional radio sets (51%) among those surveyed.¹⁷ Irish audiences are increasingly accessing radio services through digital interfaces alongside traditional broadcast reception. Smart speakers, connected vehicles, mobile applications, streaming aggregators, voice assistants, search functions and recommendation systems now play an increasingly important role in how listeners discover and access audio content

The review identified concerns among broadcasters that Irish radio services may become less visible and discoverable within platform-controlled environments as competition for audience attention increases. This is particularly relevant in connected vehicles, smart speakers, and other digital interfaces where technology providers, rather than broadcasters or audiences, may determine how audio content is presented, ranked, and recommended.

An Coimisiún considers that maintaining the accessibility, discoverability and prominence of Irish radio services, particularly those providing trusted news, local information, Irish cultural content and other forms of public value content, is an increasingly important consideration for the future development of Ireland's audio landscape.

4.3.7 Considerations

As identified during the review process, the broader audio market is becoming increasingly diverse, with audiences accessing a growing range of content through digital platforms, podcasts, music streaming services, and hybrid broadcast-IP environments. These developments raise important questions regarding the long-term sustainability of existing broadcast distribution arrangements, future

¹⁶ [Radio Centre Ireland - Irish Audio Report 2025 highlights near universal audio engagement and strong daily connection with radio](#)

¹⁷ Red C "Media Nations: Screens, Streams, and Airwaves", Nov 2025

investment requirements, spectrum use, and the appropriate balance between traditional terrestrial services and digital delivery platforms.

An Coimisiún is exploring the best use of the remaining FM spectrum, as well as the potential to establish a DAB+ licensing framework as a complementary pathway for certain new radio services.

An Coimisiún is interested in views on whether future FM radio should prioritise services that deliver clear additionality for Irish audiences, such as Irish-language services, youth-focused services, community services, niche formats, fill-in relays in areas of poor FM reception, or targeted geographic extensions where justified on a sustainable basis.

An Coimisiún wishes to gather views on the role DAB+ could play in Ireland's future audio ecosystem, how it might complement FM and online services, and what policy, regulatory, technical, and market conditions would need to be in place for any wider development to be justified. The questions also seek views not only on the merits of DAB+ itself, but also on the extent to which it could address the BSS objectives relating to plurality, innovation, audience choice, market entry, spectrum constraints, and the future sustainability of radio services.

4.3 Proposals – Future Radio Licensing

The following proposals are intended to support the future development of radio services throughout the BSS's lifetime.

- Proposal 1: An Coimisiún will advertise, manage, and renew existing contracts for all national, regional, and local commercial radio and community radio. [ST]
- Proposal 2: An Coimisiún will explore the potential for new commercial sound broadcasting services on the FM band targeting communities of interest and/or niche interests. [LT]
- Proposal 3: An Coimisiún will invite applications for new community radio contracts on the FM band in line with current procedures for aspirant community groups. [MT]
- Proposal 4: An Coimisiún will consult with stakeholders with a view to developing a DAB+ Roadmap identifying pre-licensing actions and potential licensing options. An Coimisiún will ensure that any licensing options identified can be implemented incrementally, aligned with spectrum efficiency, sustainability, and market and audience demand. [ST]
- Proposal 5: An Coimisiún will undertake annual media consumption research that will support licensing plans and support changes to its regulatory arrangements over the period of the BSS. [MT]
- Proposal 6: An Coimisiún will consider the extent to which regulatory requirements can be tiered/differ between services, having regard to matters such as nature, scale, audience reach, and distribution platform. [MT]
- Proposal 7: An Coimisiún will continue to streamline the application and contractual variation process for all radio contracts on the FM band and digital platforms (content provision contracts). [MT]
- Proposal 8: An Coimisiún will examine whether existing franchise areas continue to reflect current population, commuting, and audience patterns, informed by the findings of this consultation. [LT]



- **Proposal 9:** An Coimisiún will continue to monitor developments affecting the discoverability, accessibility and prominence of Irish radio/audio services across connected vehicles, smart speakers, streaming platforms and other digital audio environments. [ST]
- **Proposal 10:** An Coimisiún will consult with broadcasters, platform providers and other stakeholders to identify potential measures that could support the discoverability and accessibility of Irish radio services and public value audio content in digital environments. [MT]

QUESTIONS – Future Radio Licensing

- 4.3a Do you agree with the proposals above? Please explain your answer.
- 4.3b Do you agree with the proposal that FM spectrum should be reserved for the options outlined? If you disagree with this view, what types of new FM services, if any, should be considered and why?
- 4.3c Please identify new/additional communities of interest you believe FM radio services should serve?
- 4.3d Are there specific formats, genres, or service types currently not available, or insufficiently available, to Irish audiences that should be considered in future radio licensing processes (FM and/or DAB+)? Please explain your answer.
- 4.3e Do you believe that the existing FM radio stations should continue to be confined to the existing geographic (county/regional) boundaries where such services are accessible nationwide on other technologies/platforms? Please provide reasons for your answer.
- 4.3f Do you agree that temporary sound broadcasting services, including pilot community sound broadcasting services, should not carry advertising?
- 4.3g What public service content do you believe DAB+ could deliver that is not already or cannot be provided by the range of FM services? In particular, could DAB+ support niche or specialist services, or better serve underserved audiences? In this respect, should DAB+ prioritise national, regional, local or small-scale coverage? Please explain and provide reasons for your answers.
- 4.3h For services that operate on a DAB-only basis, should local/regional, cultural, news or other content commitments apply?
- 4.3i What factors, supports, measures, or incentives would be needed to make DAB+ attractive to existing broadcasters, potential new entrants, and audiences?
- 4.3j What measures, if any, should be taken by broadcasters, platform providers, policymakers or regulators to support the discoverability and accessibility of Irish radio services and public value audio content in digital environments?

4.4 Localness, Regionality, and Community Value

Local, regional, and community broadcasting services continue to play a distinctive and important role within Ireland's media landscape. Alongside other content and media, local and community radio services provide a relevant, timely, accurate and trusted source of local news and information and contribute to news plurality.

An Coimisiún considers local identity, purpose, local editorial decision-making, local journalism, and locally relevant content to be core strengths of the Irish radio sector and important public value outcomes that should be retained as licensing commitments, regardless of future changes to distribution platforms or operating models.

4.4 Proposals - Localness, Regionality, and Community Value

An Coimisiún considers the character of a service to be a radio station's core identity and purpose, including the target audience/community it serves, its specific format, and the programming commitments it must maintain over the contract period.

- **Proposal 1:** All broadcasting contracts for regional, local and community media will continue to require 'local character' commitments. An Coimisiún will require commitments in respect of local news, local information, community connection, and editorial autonomy and accountability for regional and local radio providers. [ST]

QUESTIONS – Localness, Regionality, and Community Value

- 4.4a Do you agree that radio services licensed as local services should be required to provide local news, sport and core information, such as traffic, travel information and weather? Please provide reasons for your answer.
- 4.4b How should An Coimisiún define 'localness' in both input (if any) and content output; what characteristics do you believe are most important to ensure the local or regional identity of a broadcasting service? How can An Coimisiún safeguard localness without requiring local input, such as on-the-ground journalists and staff?
- 4.4c What are your views on local and regional radio stations networking/simulcasting programming with other radio services serving other communities and areas? Would this reduce the extent to which services meet the needs of local and regional audiences? Would your view differ if networked programming were limited to off-peak hours, such as evenings or overnight?

4.5 Future Television Licensing

The services, content, and multiplexes that An Coimisiún may license are governed by Parts 6 and 8 of the 2009 Act. It sets out a range of broadcasting services, content provision and multiplex contracts that the Commission may enter into, as follows:

- Section 70 (the national Television Programme Service Contract) - Provides for the awarding of a national free-to-air TV service contract with cultural, democratic, and public interest programming requirements.
- Section 71 (Content Provision Contracts) - Section 71 content provision contracts apply to linear television and radio services delivered via third-party platforms, including satellite, cable, IPTV, and broadcast multiplexes (DTT and DAB+).
- Section 72 (Community Content Provision Contracts) - Allows community groups to supply programme content for broadcast where the objective is community benefit on a not-for-profit basis, with any remuneration limited to the recovery of reasonable costs.
- Section 131 (Multiplex Contracts) of the 2009 Act empowers An Coimisiún to contract multiplex operators to establish, operate, and maintain digital broadcasting multiplexes, including national multiplexes.

An Coimisiún initiates the licensing process for the free-to-air analogue commercial and community television services and set application deadlines. To do this, it devises and publishes licensing plans detailing the types of services that may be licensed and their franchise areas/communities.

An Coimisiún is statutorily obligated to endeavour to arrange for the establishment, maintenance and operation of three national television multiplexes. An Coimisiún has discharged these statutory duties by operating a multiplex licensing process in 2008, which proved unsuccessful because the applicants withdrew from commercial discussions. The barriers to entry were significant and remain so.

An Coimisiún considers it unlikely that market conditions will support the establishment of commercial DTT multiplex services during the BSS.¹⁸ The future provision of universal access may therefore require consideration of broader, platform-neutral approaches that focus on public policy outcomes, including accessibility, prominence, discoverability, resilience, and public value, rather than solely on specific transmission technologies.

As noted in [Part 3](#), the future television environment is likely to be characterised by hybrid models that combine broadcast and internet-based distribution. Viewers now increasingly access content through home-screen interfaces, app stores, search functions, and recommendation systems rather than through traditional channel-based navigation, such as an EPG (electronic programme guide). The challenge for broadcasters is increasingly one of discoverability, differentiation, and audience engagement rather than simply distribution.

Through television licensing, An Coimisiún will seek to support a diverse, sustainable, and accessible television sector that continues to deliver public service content to Irish audiences, regardless of the platform through which it is accessed. In the longer term, television policy must therefore consider not only how services are delivered but also how Irish content, trusted news, and public-value programming can remain visible and relevant to audiences in increasingly platform-led viewing environments.

4.5 Proposals – Future Television Licensing

- Proposal 1: An Coimisiún will facilitate an open TV licensing process for digital commercial and digital community television services (under content provision contracts). [ST]
- Proposal 2: An Coimisiún will facilitate a flexible approach to contract durations, contract renewals, and contractual variations for content provision contracts. [ST]
- Proposal 3: An Coimisiún will commit to undertaking a comprehensive review of DTT. This review will consider audience behaviour, technological developments, spectrum policy, distribution costs, market demand, developments in other European jurisdictions and the ongoing role of DTT in supporting universality, accessibility and resilience. [MT]
- Proposal 4: An Coimisiún will continue to monitor and research developments in this area, including relevant European and international policy initiatives, and will consult on the implications for audience access, plurality, prominence, discoverability, and public value content over the lifetime of this BSS. [LT]

QUESTIONS – Future Television Licensing

- 4.5a Do you agree with the proposals above? Please explain your answer.
- 4.5b What regulatory, technical, commercial, or other barriers, if any, affect the establishment or sustainability of television or video-on-demand services in Ireland?
- 4.5c Should An Coimisiún take a more proactive approach to television licensing, for example, by encouraging specific types of services? Please explain your answer.
- 4.5d Should content provision contracts include minimum requirements for Irish cultural content and public value content? If so, what types of requirements would be appropriate?
- 4.5e Do you agree that the current level of DTT/Saorview service provision should be maintained? Please explain your answer.

¹⁸ Under current EU regulatory arrangements, the sub-700 MHz UHF band (470-694 MHz), on which DTT operates, remains protected for broadcasting use until at least 2030.

4.6 Outcome-based Regulation and Multi-Platform Delivery

The terms of the broadcasting contracts and An Coimisiún's related policies, including the Ownership and Control Policy, Community Media Policy, and Regulatory Measures, provide flexibility to accommodate the evolution of radio services, provided that changes do not materially alter the licensed service.

The *Regulatory Measures* document details the Commission's approach to six regulatory measures as follows: (i) News and Current Affairs Requirement, (ii) Opt-out Programming, (iii) Opt-out Advertising, (iv) Programme Automation and Networking, (v) Sharing of non-Programme Functions, and (vi) Studio Location.

Within the parameters of the 2009 Act, An Coimisiún is exploring whether aspects of the licensing and compliance framework could place greater emphasis on outcomes rather than detailed inputs. This could allow for broader service commitments, greater operational flexibility, and a stronger focus on content value and audience impact, while maintaining accountability and transparency. For example, the 2009 Act permits derogations from the 20% news and current affairs that all FM radio stations must provide. Currently, An Coimisiún's *Regulatory Measures* enable music and youth stations to apply for such derogation, but local broad format stations cannot. This could be extended to other stations, provided An Coimisiún is satisfied that the derogation would benefit listeners of the service.¹⁹

This approach would not remove statutory obligations or reduce core public value requirements, nor would it involve regulation of a station's online content. Rather, it could give broadcasters more flexibility in how they deliver agreed outcomes, having regard to service type, audience needs, technological developments, and changing media consumption patterns. From a plurality perspective, the approach would aim to extend the reach of public service content provided by broadcasters.

An Coimisiún's view is that core content commitments made during licensing should remain anchored in the licensed linear broadcasting service and clearly identifiable to audiences. However, certain commitments could also be supplemented and demonstrated through multi-platform delivery balanced against regulatory certainty, transparency, consistency, and effective compliance oversight.

4.6 Proposals - Outcome-based Regulation and Multi-Platform Delivery

- Proposal 1: Informed by the outcomes of An Coimisiún's statutory review of public service content provision, An Coimisiún will reduce prescriptive input requirements to support outcome-based contractual commitments having regard, where appropriate, to the multi-platform provision of the broadcaster. [MT]
- Proposal 2: An Coimisiún will publish a revised *Regulatory Measures* document to give broadcasters more flexibility in how they deliver agreed outcomes, having regard to service type, audience needs, technological developments, and multi-media service provision. [MT]

QUESTIONS – Outcome-based Regulation and Multi-Platform Delivery

- 4.6a Do you agree with the proposals above? Please explain your answer.
- 4.6b Should An Coimisiún consider the potential for multi-platform obligations for broadcasters? What considerations should apply (e.g. radio service format, target audience, etc)

¹⁹ Section 46L(6) of the 2009 Act.



- 4.6c What would a fair and proportionate multi-platform assessment of Programme Policy Statement obligations look like, e.g. what evidence (content data, metrics, etc.) would be realistic for stations to provide to demonstrate implementation?
- 4.6d Specifically, in relation to the provision of news and current affairs: (i) should derogations apply to a broader range of services and/or be linked to innovative content proposals for other platforms? (ii) Should complete news and current affairs derogations be considered for music-driven and niche-type services, subject to alternative, innovative proposals?

4.7 Artificial Intelligence and Emerging Technologies

AI and emerging technologies will impact future licensing and regulatory approaches. In particular, future regulatory considerations may include how public value objectives are delivered in an increasingly AI-enabled media environment, how editorial accountability and audience trust are maintained, and how technology is used to support accessibility, plurality, innovation, and sustainability within the broadcasting sector.

Against this backdrop, An Coimisiún considers that the opportunities and challenges associated with AI and emerging technologies should be viewed in the context of the BSS's broader objectives. Rather than regulating specific technologies, the focus should remain on ensuring that future broadcasting services continue to deliver trusted news and information, reflect Irish communities and culture, support plurality and diversity, and serve audiences in ways that are transparent, accountable and responsive to changing expectations. As technology continues to evolve, An Coimisiún will monitor developments and consider their implications for the future regulation and licensing of broadcasting services in Ireland.

As part of this consultation, stakeholders are invited to consider how innovation can be encouraged while preserving the values of trust, transparency, editorial accountability and public value that underpin the Irish media landscape.

4.7 Proposals - Artificial Intelligence and Emerging Technologies

- Proposal 1: An Coimisiún will monitor developments in artificial intelligence and emerging technologies and assess their implications for broadcasting regulation, audience trust, media plurality and public value content. [ST]
- Proposal 2: An Coimisiún will support regulated entities in understanding their obligations under the AI Act and other applicable legal frameworks and will promote transparency, editorial accountability, human oversight, audience trust, and the responsible use of AI-generated and AI-assisted content within licensed services. [MT]

QUESTIONS – Artificial Intelligence and Emerging Technologies

- 4.7a Do you agree with the proposals above? Please explain your answer.
- 4.7b Do you believe An Coimisiún should set limits on the use of AI-generated presenters, voices, journalists, or programme contributors within licensed broadcasting services? If so, what limitations would be appropriate?
- 4.7c Should An Coimisiún require broadcasters to maintain formal AI governance policies governing the use of AI in editorial, production, compliance, audience-facing and other operational activities? If so, what should such policies address?
- 4.7d Should licensed broadcasting services be permitted to operate primarily using AI technologies provided that appropriate human oversight, editorial responsibility and regulatory accountability are maintained?

- 4.7e What opportunities do you believe AI presents for licensed broadcasters in areas such as accessibility, Irish-language content, audience engagement, efficiency or innovation?

4.8 Future Regulatory Framework

An Coimisiún is considering how the future regulatory framework can evolve to become more outcome-focused, platform-neutral, and proportionate, while continuing to safeguard core broadcasting policy objectives.

Looking to the future and the potential for legislative reform over the period of the BSS, An Coimisiún is seeking views on how aspects of the regulatory framework should evolve to better reflect the realities of multiplatform media, platform-neutral provision, digital distribution, and emerging broadcasting technologies.

4.8 Proposals - Future Regulatory Framework

- Proposal 1: An Coimisiún will identify and consult on specific measures that may modernise, streamline or future-proof the broadcasting regulatory framework, including any measures requiring legislative reform. [MT - LT]
- Proposal 2: An Coimisiún will continue to monitor developments relating to the discoverability and prominence of Irish content across digital and platform-controlled environments to inform future policy and/or rules. [MT]

QUESTIONS – Future Regulatory Framework

- 4.8a Do you agree with the proposals above? Please explain your answer.
- 4.8b Are there any other proposals, issues, or actions that An Coimisiún should consider as part of the revised Broadcasting Services Strategy?



Appendix One

Summary of Proposals

4.1 Proposals – General Principles

Acknowledging that the BSS will be operational over a period of ongoing structural change in audio and audiovisual consumption; accelerating technological advancements and the digitisation of media; financial pressure and consolidation within independent media; increased importance of, and requirement for, trusted news and local information; and legislative reform at both national and European levels, the BSS will be adaptive and adopt a phased approach, distinguishing between:

- ⇒ **Short-term [“ST”]** actions or initiatives are those that can be implemented within An Coimisiún's existing statutory powers and are expected to be progressed within **12 months** of the BSS's publication.
- ⇒ **Medium-term [“MT”]** actions are those that may require additional research, stakeholder engagement, pilots, feasibility studies, regulatory development, or consultation. They are expected to be progressed within **1-3 years** of the BSS's publication.
- ⇒ **Longer-term [“LT”]** actions may depend on broader market developments, technological change, Government policy decisions, legislative reform, or significant sectoral investment and are expected to be progressed within **3-5 years** of the publication of the BSS.

4.2 Proposals – BSS Objectives

The BSS will have several specific objectives as follows:

- a) To enhance diversity and plurality in broadcasting services, including plurality of ownership and content;
- b) To facilitate a diverse range of broadcasting services and multimedia content from broadcasters that best serve and respond to the entertainment, informational, and educational needs of Irish audiences, with particular regard to underserved audiences;
- c) To facilitate a mix of voices, viewpoints, opinions, and sources of news and current affairs in audiovisual media, which enhances democratic debate and active citizenship in Ireland;
- d) To support the longer-term sustainability of licensed services;
- e) To ensure the provision of real-time, live audio and audiovisual content at community, local, regional, and national levels;
- f) To foster a media landscape that is representative of, and accessible to, the diversity of Irish society;
- g) To foster and promote quality programming that promotes Irish culture, including in the Irish language;
- h) To provide a regulatory framework that acknowledges broadcasters' multiplatform media provision in response to evolving audience needs;
- i) To encourage creativity and innovation in content, delivery and distribution as distinctive features of the Irish audiovisual sector;



- j) To ensure the efficient use of spectrum;
- k) To protect editorial independence and freedom of expression;
- l) To support the continued provision and discoverability of trusted news and current affairs content;
- m) To ensure licensed services are seen as trusted sources of content;
- n) To support the discoverability, accessibility and prominence of Irish content and trusted media services across digital environments.

4.3 Proposals – Future Radio Licensing

The following proposals are intended to support the future development of radio services throughout the BSS's lifetime.

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- Proposal 2: An Coimisiún will explore the potential for new commercial sound broadcasting services on the FM band targeting communities of interest and/or niche interests. [LT]
- Proposal 3: An Coimisiún will invite applications for new community radio contracts on the FM band in line with current procedures for aspirant community groups. [MT]
- Proposal 4: An Coimisiún will consult with stakeholders with a view to developing a DAB+ Roadmap identifying pre-licensing actions and potential licensing options. An Coimisiún will ensure that any licensing options identified can be implemented incrementally, aligned with spectrum efficiency, sustainability, and market and audience demand. [ST]
- Proposal 5: An Coimisiún will undertake annual media consumption research that will support licensing plans and support changes to its regulatory arrangements over the period of the BSS. [MT]
- Proposal 6: An Coimisiún will consider the extent to which regulatory requirements can be tiered/differ between services, having regard to matters such as nature, scale, audience reach, and distribution platform. [MT]
- Proposal 7: An Coimisiún will continue to streamline the application and contractual variation process for all radio contracts on the FM band and digital platforms (content provision contracts). [MT]
- Proposal 8: An Coimisiún will examine whether existing franchise areas continue to reflect current population, commuting, and audience patterns, informed by the findings of this consultation. [LT]
- Proposal 9: An Coimisiún will continue to monitor developments affecting the discoverability, accessibility and prominence of Irish radio/audio services across connected vehicles, smart speakers, streaming platforms and other digital audio environments. [ST]
- Proposal 10: An Coimisiún will consult with broadcasters, platform providers and other stakeholders to identify potential measures that could support the discoverability and accessibility of Irish radio services and public value audio content in digital environments. [MT]



4.4 Proposals - Localness, Regionality, and Community Value

- Proposal 1: All broadcasting contracts for regional, local and community media will continue to require 'local character' commitments. An Coimisiún will require commitments in respect of local news, local information, community connection, and editorial autonomy and accountability for regional and local radio providers. [ST]

4.5 Proposals – Future Television Licensing

- Proposal 1: An Coimisiún will facilitate an open TV licensing process for digital commercial and digital community television services (under content provision contracts). [ST]
- Proposal 2: An Coimisiún will facilitate a flexible approach to contract durations, contract renewals, and contractual variations for content provision contracts. [ST]
- Proposal 3: An Coimisiún will commit to undertaking a comprehensive review of DTT. This review will consider audience behaviour, technological developments, spectrum policy, distribution costs, market demand, developments in other European jurisdictions and the ongoing role of DTT in supporting universality, accessibility and resilience. [MT]
- Proposal 4: An Coimisiún will continue to monitor and research developments in this area, including relevant European and international policy initiatives, and will consult on the implications for audience access, plurality, prominence, discoverability, and public value content over the lifetime of this BSS. [LT]

4.6 Proposals - Outcome-based Regulation and Multi-Platform Delivery

- Proposal 1: Informed by the outcomes of An Coimisiún's statutory review of public service content provision, An Coimisiún will reduce prescriptive input requirements to support outcome-based contractual commitments having regard, where appropriate, to the multi-platform provision of the broadcaster. [MT]
- Proposal 2: An Coimisiún will publish a revised Regulatory Measures document to give broadcasters more flexibility in how they deliver agreed outcomes, having regard to service type, audience needs, technological developments, and multi-media service provision. [MT]

4.7 Proposals - Artificial Intelligence and Emerging Technologies

- Proposal 1: An Coimisiún will monitor developments in artificial intelligence and emerging technologies and assess their implications for broadcasting regulation, audience trust, media plurality and public value content. [ST]
- Proposal 2: An Coimisiún will support regulated entities in understanding their obligations under the AI Act and other applicable legal frameworks and will promote transparency, editorial accountability, human oversight, audience trust, and the responsible use of AI-generated and AI-assisted content within licensed services. [MT]

4.8 Proposals - Future Regulatory Framework

- Proposal 1: An Coimisiún will identify and consult on specific measures that may modernise, streamline or future-proof the broadcasting regulatory framework, including any measures requiring legislative reform. [MT - LT]
- Proposal 2: An Coimisiún will continue to monitor developments relating to the discoverability and prominence of Irish content across digital and platform-controlled environments to inform future policy and/or rules. [MT]

Appendix Two

List of Consultation Questions

QUESTIONS – General Principles

- 4.1a Do you agree with the general principles outlined above?
- 4.1b Do you agree that the BSS should be high-level, with the operational details contained in An Coimisiún's annual licensing plans and *Regulatory Measures* document?
- 4.1c Do you agree that the BSS should set out An Coimisiún's licensing strategy for the next 5-year period, or should it be shorter/longer? Please explain your answer.
- 4.1d Do you agree that the BSS should commit to short-, medium-, and longer-term actions and initiatives as outlined above?

QUESTIONS – BSS Objectives

- 4.2a Do you agree with each of the above BSS objectives? Please explain your answer.
- 4.2b Should some objectives be prioritised over others? Please explain your answer.
- 4.2c Do you think other objectives should be added? Please explain your answer.
- 4.2d Do you agree with the licensing objective to serve the needs of underserved audiences when assessing future licensing opportunities? If so, which audiences or content areas should be prioritised?
- 4.2e How should An Coimisiún balance the objective of supporting innovation and new services with maintaining the longer-term sustainability of the sectors?

QUESTIONS – Future Radio Licensing

- 4.3a Do you agree with the proposals above? Please explain your answer.
- 4.3b Do you agree with the proposal that FM spectrum should be reserved for the options outlined? If you disagree with this view, what types of new FM services, if any, should be considered and why?
- 4.3c Please identify new/additional communities of interest you believe FM radio services should serve?
- 4.3d Are there specific formats, genres, or service types currently not available, or insufficiently available, to Irish audiences that should be considered in future radio licensing processes (FM and/or DAB+)? Please explain your answer.
- 4.3e Do you believe that the existing FM radio stations should continue to be confined to the existing geographic (county/regional) boundaries where such services are accessible nationwide on other technologies/platforms? Please provide reasons for your answer.
- 4.3f Do you agree that temporary sound broadcasting services, including pilot community sound broadcasting services, should not carry advertising?
- 4.3g What public service content do you believe DAB+ could deliver that is not already or cannot be provided by the range of FM services? In particular, could DAB+ support niche or specialist services, or better serve underserved audiences? In this respect, should DAB+ prioritise national, regional, local or small-scale coverage? Please explain and provide reasons for your answers.
- 4.3h For services that operate on a DAB-only basis, should local/regional, cultural, news or other content commitments apply?
- 4.3i What factors, supports, measures, or incentives would be needed to make DAB+ attractive to existing broadcasters, potential new entrants, and audiences?
- 4.3j What measures, if any, should be taken by broadcasters, platform providers, policymakers or regulators to support the discoverability and accessibility of Irish radio services and public value audio content in digital environments?

QUESTIONS – Future Television Licensing

- 4.5a Do you agree with the proposals above? Please explain your answer.
- 4.5b What regulatory, technical, commercial, or other barriers, if any, affect the establishment or sustainability of television or video-on-demand services in Ireland?
- 4.5c Should An Coimisiún take a more proactive approach to television licensing, for example, by encouraging specific types of services? Please explain your answer.
- 4.5d Should content provision contracts include minimum requirements for Irish cultural content and public value content? If so, what types of requirements would be appropriate?
- 4.5e Do you agree that the current level of DTT/Saorview service provision should be maintained? Please explain your answer.

QUESTIONS – Outcome-based Regulation and Multi-Platform Delivery

- 4.6a Do you agree with the proposals above? Please explain your answer.
- 4.6b Should An Coimisiún consider the potential for multi-platform obligations for broadcasters? What considerations should apply (e.g. radio service format, target audience, etc)
- 4.6c What would a fair and proportionate multi-platform assessment of Programme Policy Statement obligations look like, e.g. what evidence (content data, metrics, etc.) would be realistic for stations to provide to demonstrate implementation?
- 4.6d Specifically, in relation to the provision of news and current affairs: (i) should derogations apply to a broader range of services and/or be linked to innovative content proposals for other platforms? (ii) Should complete news and current affairs derogations be considered for music-driven and niche-type services, subject to alternative, innovative proposals?

QUESTIONS – Artificial Intelligence and Emerging Technologies

- 4.7a Do you agree with the proposals above? Please explain your answer.
- 4.7b Do you believe An Coimisiún should set limits on the use of AI-generated presenters, voices, journalists, or programme contributors within licensed broadcasting services? If so, what limitations would be appropriate?
- 4.7c Should An Coimisiún require broadcasters to maintain formal AI governance policies governing the use of AI in editorial, production, compliance, audience-facing and other operational activities? If so, what should such policies address?
- 4.7d Should licensed broadcasting services be permitted to operate primarily using AI technologies provided that appropriate human oversight, editorial responsibility and regulatory accountability are maintained?
- 4.7e What opportunities do you believe AI presents for licensed broadcasters in areas such as accessibility, Irish-language content, audience engagement, efficiency or innovation?

QUESTIONS – Future Regulatory Framework

- 4.8a Do you agree with the proposals above? Please explain your answer.
- 4.8b Are there any other proposals, issues, or actions that An Coimisiún should consider as part of the revised Broadcasting Services Strategy?

Appendix Three

List of licensed services

Commercial Radio Broadcasters

- Local broad-format services:
 - 1) C103
 - 2) Clare FM
 - 3) Galway Bay FM
 - 4) East Coast FM
 - 5) Highland Radio
 - 6) KCLR 96FM
 - 7) Kfm
 - 8) Live 95FM
 - 9) LMFM
 - 10) Mid West Radio
 - 11) Midlands 103
 - 12) Northern Sound
 - 13) Ocean FM
 - 14) Radio Kerry
 - 15) Shannonside
 - 16) South East Radio
 - 17) Tipp FM
 - 18) WLR FM
- Local music-driven services:
 - 1) 98FM
 - 2) Cork's 96FM
 - 3) Cork's Red FM
 - 4) FM104
 - 5) Q102
 - 6) Radio Nova
 - 7) SPIN 1038
 - 8) Sunshine 106.8
- Regional music-driven services targeting the 15-34 demographic:
 - 1) Beat
 - 2) iRadio
 - 3) SPIN South West
- Multi-city music-driven service:
 - 1) Classic Hits Radio
- Quasi-national news and speech service:
 - 1) Newstalk
- Quasi-national community of interest (Christian service):
 - 1) Spirit Radio



- National broad-format service:

- 1) Today FM

Community Radio Broadcasters

- 1) Athlone Community Radio
- 2) Claremorris Community Radio
- 3) Community Radio Castlebar
- 4) Community Radio Kilkenny City
- 5) Community Radio Youghal
- 6) Connemara Community Radio
- 7) Dublin City FM
- 8) Dublin South FM
- 9) Dundalk FM
- 10) Liffey Sound 96.4FM
- 11) Near FM
- 12) Phoenix FM
- 13) Raidió Corca Baiscinn
- 14) Ros FM
- 15) Scariff Bay Community Radio
- 16) Tipp Mid West Radio

Community of Interest Radio Broadcasters

- 1) Raidió na Life
- 2) Flirt FM
- 3) UCC 98.3FM
- 4) Life FM

Commercial Television Broadcasters

- 1) Virgin Media One
- 2) Virgin Media Two
- 3) Virgin Media Three
- 4) Virgin Media Four

Community Television Broadcasters

- 1) Dublin Community Television
- 2) Cork Community Television

Public Service Broadcasters

- 1) RTÉ 1
- 2) RTÉ 2
- 3) TG4
- 4) Houses of the Oireachtas TV
- 5) RTÉ Radio 1
- 6) RTÉ 2FM
- 7) RTÉ Radio na Gaeltachta
- 8) RTÉ Lyric FM



Appendix Four

List of related documentation

1. Current Broadcasting Services Strategy – [Broadcasting-Services-Strategy.pdf](#)
2. Regulatory Measures – [Licensing-Regulatory-Measures.pdf](#)
3. Call for Expressions of Interest (19/09/2025) – [Submissions of interest in new commercial sound broadcasting services](#)



Appendix Five

List of terminology

2009 Act	Broadcasting Act 2009
AI	Artificial Intelligence
AI Act	EU Artificial Intelligence Act (Regulation EU 2024/1689)
AI-Assisted Content	Content that has been created, edited, enhanced or otherwise developed with the assistance of AI systems, while remaining subject to human input, review or editorial control.
AI-Generated Content	Audio, visual or textual material created wholly or substantially through artificial intelligence systems.
AI Governance	The policies, procedures, controls and oversight arrangements used by an organisation to manage the deployment and use of artificial intelligence systems.
AI Presenter	A virtual or synthetic presenter generated in whole or in part using artificial intelligence technologies.
Algorithmic Recommendation System	A system that uses automated processes, including artificial intelligence, to recommend, promote or prioritise content to audiences.
Audience Trust	The confidence that audiences place in a media service, its content, and its editorial processes, including their belief that information is accurate, reliable, transparent, and produced in accordance with recognised journalistic and broadcasting standards.
AVMSD	Audio Visual Media Services Directive (2018/1808)
BAI	Broadcasting Authority of Ireland
BSS	Broadcasting Services Strategy
BVoD	Broadcast Video-on-Demand
Community of Interest	A group of people who share a common interest, characteristic, identity, language, belief, culture or experience and who may be served by a dedicated broadcasting service.
Community Radio	A not-for-profit broadcasting service operated by, and for, a community or community of interest that provides social benefit and opportunities for participation by members of that community.
ComReg	The Commission for Communications Regulation
Connected TV	A television set connected to the internet that can access streaming, on-demand and online audiovisual services.
Content Provision Contract	A contract awarded by An Coimisiún under section 71 of the Broadcasting Act 2009 to provide programme content for transmission via an electronic communications network.
DAB+	Digital Audio Broadcasting Plus. A digital terrestrial radio broadcasting technology capable of transmitting multiple radio services and associated data services within a single multiplex.
Deepfake	Synthetic audio, video or image content that realistically depicts a person, voice, event or situation that did not occur, or that materially alters authentic content in a manner that may mislead audiences regarding its authenticity.
Discoverability	The ability of audiences to find, access and engage with content across digital platforms, connected devices, search functions and recommendation systems.



DSA	EU Digital Services Act
DTT	Digital Terrestrial Television - Television services transmitted through terrestrial broadcasting infrastructure and received via an aerial rather than through satellite, cable or broadband networks.
DTT Multiplex	A digital terrestrial television transmission platform capable of carrying multiple television or audiovisual services within a single spectrum allocation.
Editorial Accountability	The responsibility of a broadcaster or service provider for the content it creates, commissions, curates, distributes or makes available to audiences.
Editorial Control	The exercise of effective control over the selection, organisation, presentation and publication of content, including responsibility for editorial decisions and compliance with applicable legal and regulatory requirements.
Editorial Responsibility	Responsibility for ensuring that content complies with legal, regulatory and editorial standards, irrespective of the tools or technologies used in its production or distribution.
EECC	The European Electronic Communications Code
Emergency Information	Information communicated to audiences during emergencies, severe weather events, public safety incidents, crises, or other situations requiring the timely dissemination of trusted and potentially life-saving information. This may include alerts, warnings, instructions, updates, and official public safety communications.
EMFA	European Media Freedom Act (EU) 2024/1083
FAST	Free Ad-Supported Streaming Television. A television service delivered via the internet and funded primarily through advertising rather than subscription.
Franchise Area	The geographic area specified by An Coimisiún for the provision of a licensed broadcasting service.
GDPR	General Data Protection Regulation (2016/679)
General Scheme	General Scheme of the Broadcasting (Amendment) Bill 2026
Human Oversight	Meaningful human involvement in the creation, review, approval, or monitoring of content or decisions produced with the assistance of automated systems or artificial intelligence.
Indecon	Indecon International Consultants
IP	Internet Protocol
IPTV	Television services delivered using internet protocol networks or broadband.
Licensing Plan	A plan published by Coimisiún na Meán which outlines proposed proactive radio and television licensing for a given period.
Local Character	The core identity and purpose of a licensed local or regional service, including its target audience, format, geographic focus and programming commitments.
JNLR	Joint National Listenership Research, carried out by Ipsos B&A
LDRS	Local Democracy Reporting Scheme, administered by Coimisiún na Meán
Media Plurality	The availability of a diversity of media services, ownership structures, viewpoints, content and sources of news and information.

Multiplatform Media Provision	The distribution of content across multiple platforms or services, including broadcast, streaming, websites, mobile applications, social media and connected devices.
Multiplex	A digital transmission platform capable of carrying multiple radio or television services within a single spectrum allocation.
O&O	Oliver & Ohlbaum consultants
Outcome-based Regulation	A regulatory approach that focuses on the public value and outcomes delivered by a service rather than prescribing how those outcomes must be achieved.
Platform-Neutral Regulation	A regulatory approach focused on outcomes and obligations rather than the technological platform used to deliver content.
Prominence	The degree to which content or media services are made visible or easily discoverable to audiences through user interfaces, electronic programme guides, search functions, recommendation systems or platform design.
PSM / PSB	Public Service Media / Public Service Broadcaster
Public Interest Programming	Content that contributes to democratic discourse, civic participation, informed citizenship, public accountability, cultural expression or community engagement.
Public Service Content	Content that contributes to the democratic, cultural, educational, linguistic or social needs of audiences and which serves a public purpose irrespective of the platform through which it is delivered.
Public Value	The societal, cultural, democratic, and informational benefits media services deliver to audiences and communities.
Public Value Content	Content that delivers societal, cultural, democratic, educational, linguistic, informational, or community benefits to audiences, including news and current affairs, local information, Irish cultural content, Irish-language content, educational programming, and other content that contributes to the public interest.
Recommendation System	A system that uses data, algorithms or artificial intelligence to recommend content to users.
Saorview	Ireland's national Digital Terrestrial Television (DTT) platform.
Spectrum	Radio frequencies used for wireless communications, including radio and television broadcasting services.
Synthetic Media	Audio, visual, audiovisual, or textual content that has been wholly or partially generated, manipulated, or altered using artificial intelligence or other automated technologies, including synthetic voices, virtual presenters, and deepfake content.
SVoD	Subscription Video-on-Demand
Synthetic Voice	A voice generated or replicated through artificial intelligence or other automated technologies.
Underserved Audience	An audience group whose needs, interests, perspectives or content preferences are not adequately met by existing media services.
VoD	Video-on-Demand

