

[IE] Ireland's Media Commission publishes revised Media Pluralism Policy

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*Sharon McLaughlin
Atlantic Technological University*

On 6 August 2026, Ireland's independent media regulator, (*Coimisiún na Meán*), published its revised Media Pluralism Policy. The Broadcasting Act 2009, as amended by the Online Safety and Media Regulation Act 2022, makes the Commission responsible for ensuring that broadcasting and audiovisual on-demand media services available in Ireland are open, inclusive, pluralistic, and serve the needs of the people of Ireland. The Policy recognises that media pluralism depends not only on the entities who own and control media, but also on the range of services available, the diversity of content provided, and the ability of audiences to access and engage with that content.

Beyond ensuring transparency and diversity in media ownership, the Policy also seeks to empower the public to make informed decisions about the media services and content they access, use, and create, to safeguard the independence of media services, and to ensure access to trusted and relevant information. The Policy emphasises the importance of regulating, developing, and supporting a media landscape capable of sustaining a wide range of media services and of reflecting the needs and interests of Ireland's diverse society.

Within the framework of the Policy, the Commission identifies a number of interrelated and overlapping priority outcomes relating to public service, journalism, choice, innovation, and inclusion.

Recognising the essential role that public service media play in upholding the rights of citizens and fulfilling a range of societal needs and interests, the Commission commits, in the implementation of the Policy, to engage in activities that will support public service media to maintain editorial independence, comply with regulatory standards and meet public service objectives, ensure public transparency and accountability, promote public participation, secure appropriate funding, and foster public trust and diversity.

In the context of editorial independence, compliance with regulatory standards, access to appropriate funding, and fostering public trust, the Commission makes a similar commitment in respect of news and current affairs providers. The Policy recognises the central importance of independent, impartial and trusted news and current affairs content facilitating informed debate on matters of public interest,

acknowledging the challenges posed by disinformation and misinformation and the additional pressures faced by regional and local services.

Recognising that availability does not guarantee access or understanding, the Policy also emphasises the importance of meaningful public access to, and engagement with, media services and content. To this end, the Commission commits to implementing measures that support users and audiences in understanding media ownership, distribution and influence, while fostering their ability to discover diverse sources of information and engage critically with the media services and content they access.

In relation to innovation, the Policy recognises the opportunities presented by new and emerging technologies for the design, delivery, and dissemination of media services and content. The Commission therefore commits, through the implementation of the Policy, to supporting media organisations in adopting and investing in technology, exploring innovative formats and distribution channels, developing skills and capabilities across the media and digital sectors, securing access to appropriate funding, strengthening existing partnerships, and fostering new collaborations.

The Policy emphasises the role of the media in promoting understanding, inclusion, and respect for diversity, further highlighting its role in representing, reflecting, and responding to the needs and interests of Ireland's diverse society. In implementing the Policy, the Commission commits to engage in activities that will support greater diversity in media ownership, ensure fair and respectful representation within media content, promote diversity in content creation and production, and enhance the accessibility of media services and content for people from a wide range of backgrounds and communities.

Coimisiún na Meán, Media Pluralism Policy (August 2026).

https://www.cnam.ie/app/uploads/2026/07/23227-CnaM-Media-Pluralism-Policy_ENG_FINAL_web.pdf

