[IE] BAI publishes new Strategy Statement

IRIS 2017-4:1/25

Ronan Ó Fathaigh
Institute for Information Law (IViR), University of Amsterdam

On 22 February 2017, the Broadcasting Authority of Ireland (BAI) published its new Strategy Statement 2017-2019. The publication sets out the BAI's strategic themes and objectives for the forthcoming period, and follows a statutory review of its previous strategy and a public consultation. The Statement sets out five strategic themes, namely: promoting diversity and plurality; achieving excellence and accountability; communicating and influencing; empowering audiences; and enhancing innovation and sectoral sustainability. Under each of these themes, the BAI has a set of objectives and outcomes to be delivered by 2019.

First, in relation to promoting diversity and plurality, the BAI aims to increase the production and availability of culturally relevant audiovisual content for Irish audiences, and ensure that Irish audiovisual media is more diverse in terms of its content and those involved in its production. Second, in order to achieve excellence and accountability, the BAI will regulate to achieve a responsible and accountable broadcasting sector, and ensure the BAI and the broadcasting sector are recognised as models of good governance and corporate responsibility. This will include implementing and reviewing a compliance action plan that supports robust compliance and governance practices by all licensed broadcasters and funding contractors.

Third, under its theme of communicating and influencing, the BAI states that it will develop, implement and review an annual communications action plan which informs and engages its stakeholders, especially the public, in a relevant and timely manner. Fourth, in order to empower audiences, the BAI will ensure that audiences in Ireland are supported to develop a greater understanding of, and participation in, the production and dissemination of audiovisual content.

Finally, to enhance innovation and sectoral sustainability, the BAI will ensure that sustainable funding models are developed for the Irish audiovisual sector. This will be achieved by working with stakeholders to support the achievement of greater sustainability for the Irish audiovisual sector.

This is the first Strategy Statement of the current board of the BAI.

Broadcasting Authority of Ireland, BAI Strategy Statement 2017-2019, 22 February 2017

http://www.bai.ie/en/download/131815/

© European Audiovisual Observatory (Council of Europe) 2026

Broadcasting Authority of Ireland, Broadcasting Authority launches three-year strategy statement, 22 February 2017

http://www.bai.ie/en/broadcasting-authority-launches-three-year-strategy-statement/

Broadcasting Authority of Ireland, Work Plan 2017-2019, 22 February 2017

http://www.bai.ie/en/download/131808/

© European Audiovisual Observatory (Council of Europe) 2026

© European Audiovisual Observatory (Council of Europe) 2026