Ireland: TG4

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Ireland (Éire)

Northern Ireland:- 1.8 million.

Republic of Ireland:- 4.6 million.
Republic of Ireland TV

- RTE1  (English language, state-owned)
- RTE2  (English language, state-owned)
- TV3/3e  (English language, privately owned)
- TG4  (60% in the Irish language, state-owned)
- [UTV Ireland. New. Related to former UK ITV]
“Can you speak Irish?”
(census: aged 3 and older)

- **YES ....** 2 in every 5 people.
- **DAILY OR WEEKLY ....** 2 in every 80 people.
Irish TV households

90% of Irish home ALSO receive British television....

BBC

ITV

Channel 4

SKY

e tc.
Biggest Irish audiences

RTE 1
RTE2
TV3

..... Irish-made programmes mainly about Irish affairs, from news to entertainment, get the best audiences.
ceathair = cuatro = four = 4
• 2% of the total Irish TV audience
• 8th most popular channel.
TG4 says, "This is a very creditable performance in what is one of Europe’s most competitive national television markets, with a very high percentage of homes subscribing to satellite, cable or IP platforms that make available scores of TV channels and players that offer a wide choice of content."
TG4 programmes in Irish

- About 60% of its programmes are in the Irish language.
- Almost all carry English subtitles automatically.
Financing of Irish TV

- Every home pays annual TV licence of €160.00 (certain people on social welfare excepted).
- All TV channels carry some advertising (9 minutes maximum per hour on state-owned, 12 on TV3).
- Some sponsorship of programmes is permitted.
Financing of RTE
(2 TV channels, 3+ radio, orchestras)

- Gets 80% of every licence fee.... €180m. in 2014.
- Selling advertising space .... €150m. in 2014.
- Sponsorship .... €7m. in 2014.
- Some programme sales etc.
Financing of TG4

- State grant … € 32.24m. in 2014.
- “Hour per day” from RTE € 6.5m. annual value.
- Selling advertising space …. € 2.0m. in 2014.
TG4 share of finance

TG4 receives about €40m in public monies

= 20% of the total public monies spent directly on radio and television services in the Republic of Ireland.

= €20 in every €100.
TG4 share of finance

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= 20% of the total public monies spent directly on radio and television services in the Republic of Ireland.

= €20 in every €100 of public monies for broadcasters.

This is where…..

2 in every 100 viewers watching TG4 on average.

20 in every 100 viewers watching RTE1 on average.

8 in every 100 viewers watching RTE2 on average.
TV3 share of audience

11 in every 100 viewers watching TV3 on average.

2 in every 100 viewers watching TG4 on average.

20 in every 100 viewers watching RTE1 on average.

8 in every 100 viewers watching RTE2 on average.
ALL Irish DTT channels

41 viewers in every 100 watching four Irish channels on average at any particular time.
Best single British channel

41 in every 100 watching Irish channels on average at any particular time.

FRAGMENTATION

Most popular British channel in Republic of Ireland:-

BBC1  4 in every 100 Irish viewers on average

(TG4  2 in every 100 Irish viewers on average)
TG4 reach
• TG4 employs directly a core staff of 80 people.

• It invests over €20m annually in original Irish programming that is commissioned from the independent production sector in Ireland.

• Its board of governors is appointed by the Government of Ireland every five years.
TG4 and technology

- DTT
- Cable and SKY platforms.
- Streamed on internet website.
- iPlayer.
- Apps for weather and for language learning.
Objective of TG4?

- to increase the number of people watching programmes in the Irish language, or
- to increase the number of people speaking Irish or
- to provide an alternative service in the Irish language regardless of how many people watch it or speak Irish, or
- all of the above?
Public opinion and TG4

People like it more than they watch it!
Thank you.

(\textit{Go raibh maith agat})

Gracias.