



An Irish media landscape that reflects and shapes who we are.

## BAI MISSION \_

The Mission is divided into three distinct elements:

- ► To regulate, foster and support broadcasting in the public interest.
- ► To promote a plurality of voices, viewpoints, outlets and sources in Irish media.
- ► To foster diverse and culturally relevant quality content for Irish audiences.

### **BAI VALUES**



These are the core values that underpin the BAI's operation and are the bedrock of its organisational culture. We are:

**Fair** – in our processes, procedures, and decisions.

**Independent** – operating as an impartial regulator.

**Expert** – by informing ourselves though engagement, research and a commitment to professional learning.

**Accountable** – in our decisions, our governance, and our resources.

# CHAIRPERSON'S STATEMENT

Strategy, the seventeenth century Japanese samurai Miyamoto Musashi once said, involves seeing distant things as if they are close and taking a distanced view of close things. In an uncertain media landscape where the only constant is continuous change, such a multiple perspective may be a tall order but, if we are to respond effectively to the challenges looming on the horizon, nothing less will do.

The BAI has an important strategic as well as a regulatory function. Hence the launch of this strategic statement, our third since the establishment of the BAI in 2009 and the first by the new Authority appointed in 2014/2015. It has been informed by a comprehensive review of the effectiveness of the previous strategy, an extensive consultation with stakeholders and an in-depth assessment of the current context.

That context includes changing patterns of media consumption,

technological change, increased competition, particularly from abroad, and diminishing advertising revenue. We believe that such challenges offer opportunities which, if grasped, will ensure that the Irish audio-visual sector prospers over the coming years. To this end, we have produced a concise strategy statement which clearly identifies where the BAI will focus its efforts over the next three years.

Our starting point is the conviction that plurality and diversity are the sine qua non of a healthy democracy. The BAI's vision is for an Irish media landscape that reflects and shapes who we are. The phrase 'who we are' is intended to affirm our distinctive linguistic and cultural heritage while embracing all the diverse and multiple strands which go to make up Irish identity or identities in a global world.

The BAI's objectives for 2017-19 are organised under five strategic themes: Promoting Diversity and Plurality; Achieving Excellence and Accountability; Communicating and Influencing; Empowering Audiences; and Enhancing Innovation and

Sectoral Sustainability. The inclusion of the latter theme reflects our acknowledgement of the pressing challenges in this area. The statement identifies the outcomes expected by 2019 in relation to each objective. The outcomes include an increase in the production and availability of Irish content, particularly in the Irish language and the development of sustainable funding models for the audio-visual sector. These objectives are ambitious but we believe they are achievable with the input and support of all our stakeholders.

The BAI is committed to ensuring that Irish audiences have access to a range of quality content and views which are linguistically and culturally relevant. Achieving our vision will require a co-ordinated and co-operative effort in which the BAI is committed to playing its part.



## BAI Strategy Statement 2017-2019



## **₱ STRATEGIC OBJECTIVES**

- · Facilitate a mix of voices, opinions and sources of news and current affairs in audio-visual media which enhances democratic debate and active citizenship in Ireland.
- Increase the production and availability of culturally relevant audio-visual content for Irish audiences.
- Foster a media landscape that is representative of, and accessible to, the diversity of Irish society.
- Foster and promote quality programming in the Irish Language.

**P** STRATEGIC

audio-visual sector

Ensure an increased

activities

to support the

achievement of

visual sector.

focus on creativity and

innovation across all BAI

Work with stakeholders

greater sustainability

for the Irish audio-

Encourage creativity and

innovation as distinctive features of the Irish

### **☑** OUTCOMES BY 2019

- The mix of voices, opinions and sources of news and current affairs content available for audiences remains strong.
- The range and sources of quality culturally relevant audio-visual content, including in the Irish language, available to audiences has increased.
- Irish audio-visual media is more diverse in terms of its content and those involved in its production.

### **₱** STRATEGIC OBJECTIVES

- Regulate to achieve a responsible and accountable broadcasting sector.
- Show leadership in sustainable development by modelling and promoting high standards of environmental, social and governance practice.
- Promote an innovative working environment that motivates, challenges and develops the BAI.

### **☑** OUTCOMES BY 2019

- BAI is a trusted regulator by all stakeholders.
- The BAI and the broadcasting sector are recognised as models of good governance and corporate responsibility.
- The BAI has a leadership and performance culture.

**Promoting Diversity & Plurality** 

**Enhancing** 

Innovation

& Sectoral

Sustainability

**Achieving Excellence & Accountability** 

## VISION

An Irish media landscape that reflects and shapes who we are

## **MISSION**

- Regulate, foster and support broadcasting
- · Promote a plurality of voices, viewpoints, outlets and sources in Irish media
- To foster diverse and culturally relevant quality content for Irish audiences

# **VALUES**

• Fair

- Independent
- Expert

## **OBJECTIVES** debate and

Communicating

Promote public inform policy to facilitate a vibrant, dynamic media landscape.

**₱** STRATEGIC

& Influencing Accountable

## **OUTCOMES BY 2019**

- · Creativity and innovation are recognised hallmarks of the Irish audio-visual sector and BAI activities.
- · Sustainable funding models are developed for the Irish audio-visual sector.

**Empowering Audiences** 

## **☑** OUTCOMES BY 2019

BAI is viewed by stakeholders as an informative, authoritative and influential voice on media matters.

## **P** STRATEGIC OBJECTIVES

• Develop the understanding, engagement and participation of the public in an evolving media landscape.

## **OUTCOMES BY 2019**

- Audiences in Ireland are more connected to, and engaged with, audio-visual content.
- Audiences in Ireland are supported to develop a greater understanding of, and participation in, the production and dissemination of audio-visual content.