

### 3. Output Commitments – RTÉ Television

RTÉ One's performance against specific peak-time commitments for indigenous content across a number of genres is tabled below.

Genre	RTÉ One – Peak Time									
	2002		2003		2004		2004		2005	
	Target	Actual	Target	Actual	Minimum Target	Forecast Actual	Minimum Target	Actual	Target	
Drama	110	110	129	131	110	113	115			
News/CA	521	527	531	527	530	548	530			
Ent/Music	215	213	222	224	200	224	210			
Factual	340	343	321	333	300	318	300			

RTÉ One is forecasting that it will deliver in full on its commitments for 2004 across all genres and will over-deliver by 63 hours. This implies that indigenous content represented on average [65%] of the schedule at peak times during the year.

Indicative programming commitments for 2005 are 5% higher than the forecasted outturn for 2004, with an increase envisaged across all genres.

RTÉ Two is forecasting that it will also exceed its commitments for 2004 across each of the genres.

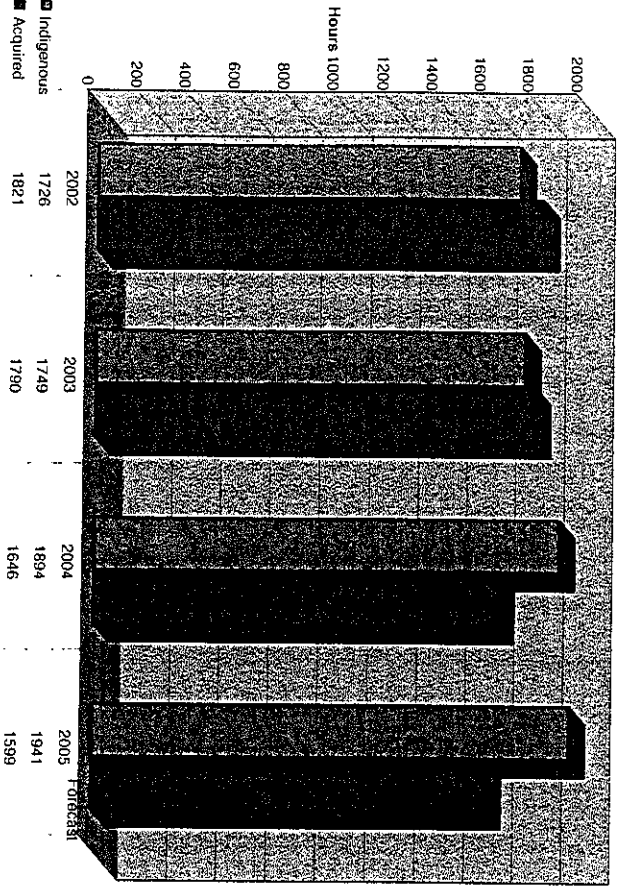
Genre	RTÉ Two – Peak Time									
	2002		2003		2004		2004		2005	
	Target	Actual	Target	Actual	Minimum Target	Forecast Actual	Minimum Target	Actual	Target	
Drama	37	34	33	61	40	53	40			
News/CA	65	65	73	70	73	8	70			
Ent/Music	95	112	95	127	90	87	85			
Factual	82	83	87	42	NO	55	55			

During 2004 RTÉ Television rebranded its second channel as RTÉ Two and are planning to roll-out a new programming policy. At its heart is a drive to increase home production in the schedule and to promote new talent. It also aims to better package what it already shows and will continue to take the lead in broadcasting sport events. RTÉ aims to only play Sport on RTÉ One when there are two closing live sports events. In addition, RTÉ Two content will not be repeated on RTÉ One or vice versa. Minimum commitments for 2005 are in line with 2004's, and while management intend to increase the level of indigenous content at peak times, they wish to retain significant flexibility to allow change during the year in response to audience reaction etc.

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In looking at the combined RTÉ One and Two schedules, indigenous content at peak times has increased from 48% on average in 2002 to 54% in 2004 and 55% projected for 2005. However, RTÉ One is by far the dominant broadcaster of indigenous content at peak times.

RTÉ One & RTÉ Two Peak Time (18:00 - 23:30)  
Years 2002 - 2005



Indigenous  
Acquired

In order to meet their indigenous content commitments, RTÉ has commissioned a significant amount of content via the IPU and acquisitions from the independent production sector, such that the overall spend in 2004 at just over €46million was some 37% higher than the spend in 2002 of just under €34million.

RTÉ television also made commitments for the schedule overall, across a number of genres.

Genre	2004	2004	2005
	Minimum	Forecast	Minimum
Target	600	650	650
Young Peoples	900	970	700
Sport*	1000	1040	900
News/CA	3200	3700	3700
Subtitling			

\* Note: Olympics and European Championships not in 2005

Again, they are forecasting that they will exceed all commitments in this regard.

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Sporting events were a prominent feature in Irish broadcasting for 2004, with RTÉ providing a wide range of coverage throughout the year.

Sport Type/Event	Min Hours 2004	2004		Total 2004
		Actual Jan – Sept	Est Oct – Dec	
Olympic Games	200	217		217
European Championships	75	72		72
FA Premier League Soccer Matches		46	35	81
GAA Championships				
Breaking Ball Sunday Sport GAA All-Stars		121 16 2	1	12 16 2
FAI Soccer		2		1
Int. Soccer		7		2
UEFA		17		7
Champions League		36	17	17
Int & Dom Rugby		54	17	53
Against the Head		6		71
Horse Racing		61	10	6
Motor Sports		90	19	71
Golf		27		109
Minority Sports		60		27
<b>Total</b>				<b>60</b>
				<b>825</b>

#### Qualitative Commitments

RTÉ provided us with significant material to demonstrate their performance against the more qualitative aspects of their content – originality, experimentation, risk in creativity, development of talent, high standards and quality.

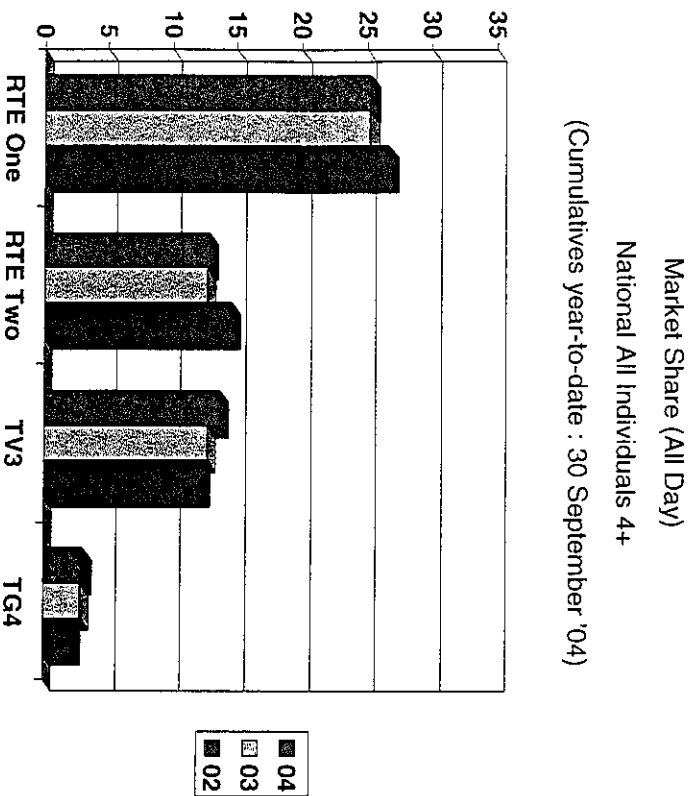
On the matrix overleaf, we have endeavoured to capture some of the key highlights of their performance under each heading above and across the different genres.

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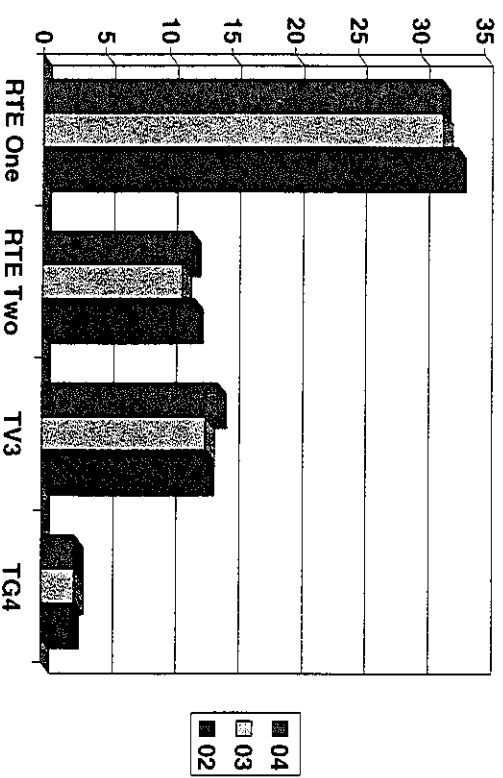
	Originality	Experimentation	Risks in Creativity	Maintain and develop on-air talent	Other New Talent	High Standards and Quality
<b>Drama</b>	Newly written original Irish Drama - The Clinic, Big Bow Wow, Foreign Exchange, Love is the Drug.	Big Bow Wow - first time using the latest digital recording technology (tapeless location sound recording)	Chosen - catered for niche audience. New writers/directors - Big Bow Wow, Love is the Drug, The Clinic. New young actors showcased.	Fair City - episodes increased to 4 times a week. The Clinic & Proof-2 <sup>nd</sup> series commissioned.	New talent- Scope presenters: Bethan Collins; Ray Shah & Regina Rowe; Mono trainee.	Awards received for drama series - Fair City; Proof; Ormagh; & The Clinic. Drama series are of highest (inter) national standards.
<b>Claraicha Gaelige, Multicultural, Education</b>	New Series - Meet the Family; Three 60; Festival of World Cultures; Scope. Scannail- original history series.	Turas Teanga- used young actors, new writers. RTE encouraged multi-skilling of staff - especially Leargas. High quality Scope website.	Scope- risks in visual & aural style, & production. Scannail- new format. Mono - broadcasted in primetime slot.	Scannail- on air team developed new programming skills.		What in the World; Three 60; & Meet the Family- good audience share & positive critical reaction.
<b>Factual (i) arts &amp; culture (ii) history (iii) docs</b>	ii. Secret Sights- new approach to history. iii. The Snip- witty approach to delicate subject.	i. Bloomsgday & Imagining Ulysses- imaginative & highly resourced. iii. Making Babies- modern DV camera technology. Legal Eagles- small camera technology.	i. Arts Lives- blended classic & fresh Irish production talent. ii. Screening 5 new history programmes. iii. Fine Gael: A family War- edgy story telling. Chain Reaction- new format		ii. Rob Vance presented his 1 <sup>st</sup> TV series. iii. Manchan Magan - presented his 1 <sup>st</sup> RTE series.	i. The View- increased viewers by 30%. Imagining Ulysses- selected for screening at festivals, won/selected for many awards.
<b>Entertainment</b>	New original shows - Des Bishop; Stew; Teletón/Celebrity 252; Dinner Party; Hanging with Hector etc ...	Des Bishop- social issues addressed through comedy. Celebrity 252- 1 <sup>st</sup> time for radio & television collaborated series	Des Bishop- new presenter/used real life scenarios. Stew- co-writers 1 <sup>st</sup> series together. Other Voices - performers new to television. Received critical acclaim for documentary on Páidí O'Shea and Westmeath Team	Ryan Tubridy & Dara O'Brian- developed through new programmes. Cast of Stew developed with 2 <sup>nd</sup> series.	Des Bishop; Stew Crew; Other Voices; Singers; Keith Barry; Amanda Brunker; Pal Short; Ryan Tubridy; Craig Doyle (new talent)	Des Bishop & Stew- positive reaction. Celebrity252- technical/creative feat. Other Voices- created future talent
<b>Regional</b>	Vets on Call-outdoor shooting style set new standards. Desperately Seeking Surgery-original shooting/editing style			Townlands-involved 3 new directors. Wild Trials-RTE personalities seen in new environment.		
<b>Daytime &amp; Lifestyle</b>	3 new programmes: Show Me the Money (finance); Afternoon Show; & the Big Bite.	The Big Bite & Afternoon elements. Show- more interactive Off the Rails-series of on the road makeovers.		Afternoon show. Off the Rails; Show Me the Money; House Hunters-developed presenters skills & created new talent.		Afternoon Show- early popularity. Prime Time Lifestyle series- improved on previous market share (c.35%)
<b>Sports</b>	Sunday Game- taken on the road, harnessed views of fans, used satellite for live games	Sunday Game- new graphics, live scoring satellite links, super slow motion camera Olympic Games-latest disk technology.	Olympic Games- 1 <sup>st</sup> time using disk technology	Developing current presenters- Piggott, O'Donoghue, Collins & Moloney. Testing for new talent	Olympics & Paralympics: New talent behind & in front of Camera.	Existing standards maintained. Euro 2004 & Football set new viewing records.

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The impact of the strengthening of the schedule is beginning to address the market share decline experienced in 2003. Given the development lead time required to get new content to a broadcasting stage, management are optimistic that the Autumn 2004 schedule, with 13 new Irish series across both channels, will have a further positive impact.



Market Share – Peak Time  
(Cumulatives year-to-date : 30 September '04)



RTÉ One experienced a slight further decline in peak time market share during 2004, with RTÉ Two making a slight recovery. TV3 has by now by-passed RTÉ Two at peak time and on an 'all-day' basis. A key driver of this would be access to some of Granada's content (Coronation Street, Emmerdale) which is broadcast at peak time and has a strong audience in Ireland.

### 3. Output Commitments – RTÉ Television

#### Summary – TV

RTÉ One is forecasting to exceed its commitment to broadcasting 1,140 hours of indigenous content during peak viewing time (6.00pm – 11.30pm). In all just over 1200 hours of indigenous programming, across a number of different genres, will be broadcast by the year end. This means that on average [65%] of peak-viewing content is now indigenous programming.

Audience share for RTÉ One is more or less in line with last year, and of the 25 programmes that generated the greatest audiences for RTÉ One, 21 were indigenous productions (in-house, IPU and Irish acquisitions). Indigenous content target for peak-viewing time in 2005, is currently projected to be some 5% up on 2004 output.

RTÉ Two is also forecasting that it will exceed its indigenous output commitments at peak-viewing time for 2004, but such commitments were significantly more modest at circa 193 hours. As part of the re-branding and re-positioning of RTÉ Two in recent months, its management's intention is to : increase home product on the channel; to offer real alternative choice in the schedule; to identify and develop new on-air talent specifically suited to RTÉ Two, and to give a new and more contemporary 'look and feel' to the channel. A strengthening of RTÉ Two's overall position and market share position during 2005 is a key priority for RTÉ Television. Initial commitments for indigenous content at peak-viewing time for 2005 at 197 are just marginally ahead of the 2004 commitment of 193. For RTÉ Two to deliver on its re-positioning strategy will require a significant up-lift in the funding/resourcing of the channel.

RTÉ Sports and News & Current Affairs, across both channels, have also delivered on their specific commitments for 2004

### 3. Output Commitments – RTÉ Radio

The four radio services – RTÉ Radio 1, RTÉ 2fm, RTÉ Lyric FM and RTÉ Raidió na Gaeltachta – broadcast close to 35,000 hours a year, which is almost entirely home-produced. As such, 2004 commitments were focussed on improving the range, diversity and quality standards of the services rather than adding new hours of broadcast. Specific priorities and commitments were set for each of the four channels, with all such commitments being delivered upon.

RTÉ Radio 1

Genre	2003 Actual	2004 Commitments	2004 RTE Forecast	2005 Min Target Hours
Social Documentaries	22½	26	26+	26
Regional	42	60	67	60
Young People (drama/comedy)	19	20	30	20
Music (new recording)	-	6	In production, to be broadcast in 2005	
News & Current Affairs	1265	1265	1265	1265
Irish Language (Irish writing series)	-	-	-	3

Radio 1 is forecasting that it will deliver on all of its output commitments for 2004, apart from the new music recording of 5 hours which is still in production and now due to be broadcast in 2005. Based on supplementary information provided, a number of very positive initiatives has been undertaken in order to identify and develop new on-air and off-air talent. During 2004 Radio 1 won a total of five awards.

Output Commitments for 2005 are in line with 2004, but management in Radio wish to make a number of enhancements vis-à-vis better research items, broader range of topics covered and an improved use of audio. There is an additional commitment to set-up a new investigative unit to support and strengthen the schedule.

RTÉ 2fm

Genre	2003 Actual	2004 Commitments	2004 RTE Forecast	2005 Min Target Hours
Student Access	9	29	27	19
Live Music	34	34	50	45 (note 1)
Regional	138	180	320	180
Sports	40	50	50	50
Alternative				
Music	160	400	400	400
News & Current Affairs	370	450	450	450

Note 1: Plus OB coverage of two Summer Music Festivals and 40 day-long studio band sessions recorded in-house.

2fm delivered well on its output commitments, apart from the new strand around student access programming involving transition year students, which was short by just two hours. However, regional broadcasts are above target and relate to specific regional shows and the Roadcaster.

The main difference in the 2005 commitments are around a reduction in the student access strand, but greater cover of live music events is envisaged.

### 3. Output Commitments – RTÉ Radio

RTÉ Lyric FM

Genre	2003 Actual	2004 Commitments	2004 RTE Forecast	2005 Min Target Hours
Education & Outreach (school visits)	30	40	41	40
Regional Music & Arts (Obs)	170	170	200	170
New Music : <ul style="list-style-type: none"> <li>• Commissions</li> <li>• Broadcast</li> </ul>	15 6 6 commission broadcasts	15 9	10 (113 mins) 10 (127 mins)	Maintain 2004 level
Speech Commissions			9+	9+
News & Current Affairs	80	80	133	133

Lyric FM are forecasting that they will deliver on their output commitments for '04 and are proposing 2005 output commitments in line with this year. A new commitment for 2005 is an objective to 'improve offers of Performing Groups and Irish material to the EBU'. The Annual PPI Radio Awards gave the station the 'National Station of the Year Award' to Lyric FM in 2002 and again in 2004.

RTÉ Raidió na Gaeltachta

Genre	2003 Actual	2004 Commitments	2004 RTE Forecast	2005 Min Target Hours
Drama	5.5	5.5	12	10
Factual	50	50	52	68
Young Peoples	20	20	30	30
Regional News & Current Affairs	60	60	105	120
	736	736	860	860

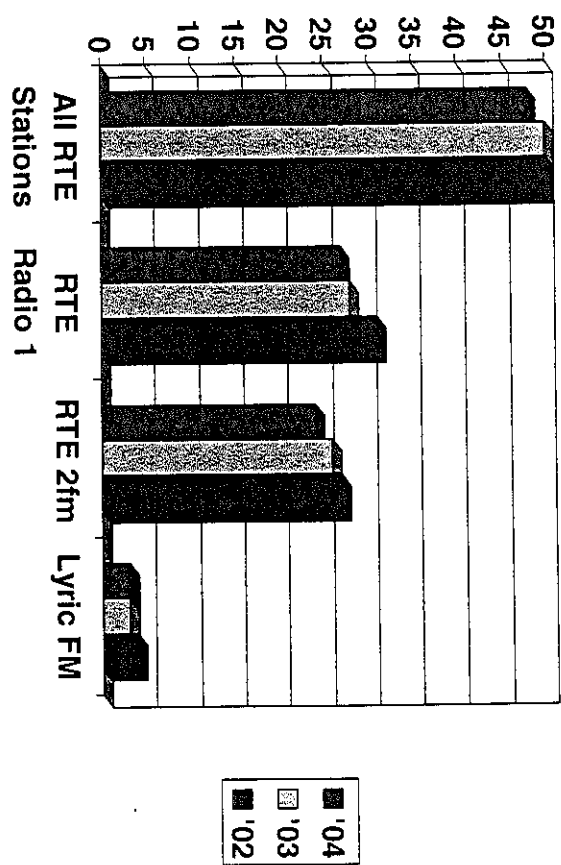
Raidió na Gaeltachta delivered in excess of its commitments across each of the genres, and are proposing 2005 commitments in line with the forecasted 2004 output.

RnaG has organised workshops in order to raise the standards of its documentary and feature productions.



### 3. Output Commitments - Radio

National Radio Reach Amongst Adults (Mon – Fri)  
(Year Endings 30 June ) JNLR



The Irish radio landscape has changed dramatically since 2001 with the launch of five additional radio services. Altogether, listeners in Ireland may choose between some fifty BCI licensed services in addition to the four RTÉ Radio channels. As a consequence of the proliferation of regional and special interest stations, competition for listeners is very intense. It is not surprising, therefore, that RTÉ Radio is experiencing a decline in its market share, and this is at a time when the size of the radio market is growing.

However, in terms of popular programming, the popularity of the RTÉ Radio schedule is reflected in the Top 10 most listened to nation radio programmes. In '01/'02 RTÉ Radio took the top 10 positions based on 'time-block reach'. In '03/'04 all are once again RTÉ Radio programmes.

In summary, RTÉ Radio delivered well against it's 2004 commitments and would appear to be making a concerted effort to deliver more diversified and differentiated schedules, this is requiring the organisation to identify and develop new talent and to build their in-house research and investigatory capability. While collectively the four stations hold 48% of the market, their ability to arrest the decline experienced in recent years will be very challenging given the intensity of the competition in the market place

### 3. Output Commitments - Publishing

*RTE Publishing committed to four different areas of development which are tabled below, together with progress made. RTE Publishing delivered against all of its commitments.*

RTE Commitments	Progress (as of end of September 04)	PwC Comment
<ul style="list-style-type: none"> <li>RTE Guide to publish supplement celebrating the European Year of Education through Sport</li> </ul>	<ul style="list-style-type: none"> <li>Special three-page feature 'Move your body, stretch your mind' on the European Year of Education through Sport published w/b 22 November</li> </ul>	Achieved
<ul style="list-style-type: none"> <li>RTE ePublishing to launch RTE.ie Health site on the web and on RTE Aertel</li> </ul>	<ul style="list-style-type: none"> <li>Launched 1 December 03, with average monthly traffic to date of approximately 21,000</li> </ul>	Achieved
<ul style="list-style-type: none"> <li>RTE ePublishing to provide coverage of the Local, European and Presidential elections</li> </ul>	<ul style="list-style-type: none"> <li>European Elections – full news and results service broken down by constituency and including all counts</li> <li>Local Elections – full news service. Final results only in Local Elections broken down by number of councillors per party elected</li> <li>Presidential election – not applicable</li> <li>Citizenship Referendum – full news and results services broken down by constituency</li> </ul>	Achieved
<ul style="list-style-type: none"> <li>RTE ePublishing to upgrade coverage of sports Irish interest (including Olympics) on the web and RTE Aertel</li> </ul>	<ul style="list-style-type: none"> <li>Olympics – complete news and results service for special Aertel &amp; Online sites covering all events from preliminary to final stages with particular emphasis on Irish athletes. This included profiles of each event, all Irish athletes and the history of the games.</li> <li>Eircom League – increased coverage during the season including previews, full results and reviews of all Eircom League and Cup games.</li> <li>GAA Championship – previews, reviews and full results of all games as well as team/injury news.</li> <li>Rugby – greatly increased coverage of rugby to include reviews and previews of All/Celtic League/Heineken Cup games as well as tables and team news</li> </ul> <p>Daily statistics are not available for individual section but during September 2004 the Sports website got 1,176,750 page impressions compared to 695,452 in September of 2003 an increase of just under 70%. During the Olympics in August the sports site reached over 2 million page impressions in addition to the 428,146 hits the dedicated Olympics site received.</p>	<p>Achieved</p> <p>Achieved</p> <p>Achieved</p>

### 3. Output Commitments - RTÉ Publishing (2005 Indicative Commitments – subject to budget)

RTÉ Publishing's 2005 commitments are summarised below

#### RTÉ Guide

- Include supplements celebrating events such as twelve monthly supplements for Cork 2005, European Capital of Culture.
- Publish a weekly Irish language column.

#### e-Publishing

- Publish comprehensive guidelines outlining RTÉ.ie's editorial and commercial policies on the Web.
- Make RTÉ broadcast content available for distribution on broadband platforms (computers and mobile phones).
- Grow the current RTÉ web audience by endeavouring to increase the average monthly page impressions by at least 20%.
- Launch new Web sites - RTÉ Shop and RTÉ Travel and to redevelop the RTÉ "About" section into a better quality point of access for the audience
- Maintain the analogue RTÉ Aertel teletext service as a popular and reliable 'one stop-shop' for general information services.

### 3. Output Commitments - RTÉ Performing Groups

The RTÉ Performing Groups committed to giving a total of 181 public performances with 136 in Dublin and 45 in the regions. By the end of September they had undertaken 132 performances with a forecast to complete another 62 before the year end, which if delivered will result in an additional 13 performances. In addition, 74 education-related performances/workshops were committed to, 54 delivered to date and another 34 scheduled before the year end.

#### Public Performances

	2004 COMMITMENTS		DUBLIN		REGIONS		PWC COMMENT		
	Dublin	Regions	Actual Jan-Sept	Estimate Oct-Dec	Total 2004	Actual Jan-Sept		Estimate Oct-Dec	Total 2004
RTÉ NSO	51	16	43	11	54	6	10	16	<ul style="list-style-type: none"> <li>132 or 72% of all programmes completed by end of September</li> <li>109 or 80% of Dublin events completed</li> <li>23 or 51% of regional events completed</li> </ul>
RTÉ CO	63	8	48	21	69	7	1	8	
RTÉ Vanburgh String Quartet	7	21	4	3	7	10	11	21	<ul style="list-style-type: none"> <li>62 planned for last quarter, which if delivered will exceed commitments by 13, with all the extra taking place in Dublin</li> </ul>
RTÉ Choirs	9	0	8	5	13	0	0	0	
Guest Ensembles	6	0	6	0	6	0	0	0	
<b>Total</b>	<b>136</b>	<b>45</b>	<b>109</b>	<b>40</b>	<b>149</b>	<b>23</b>	<b>22</b>	<b>45</b>	

#### Educational Activities

RTÉ Commitments 2004	Progress (as at end of Sept '04)	PWC Comment
To engage in 74 education - related performances and workshops and will also be involved in television, radio and commercial recordings	54 completed, with 34 planned for last quarter, which if delivered will exceed commitment by 11	Diverse programme of performances/workshops delivered

### 3. Output Commitments -RTÉ Performing Groups (2005 Indicative Commitments – subject to budget)

RTÉ Performing Groups are committing to deliver a similar level of performances in 2005, with specific details as follows:

	Dublin	Regions
RTE NSO	48	10
RTE CO	68	14
RTE Vanburgh String Quartet	7	21
RTE NSO & RTE Philharmonic Choir	8	
RTE Choirs	6	0
Guest Ensembles	3	0
<b>Total</b>	<b>140</b>	<b>45</b>
<b>EDUCATION ACTIVITIES</b>		
Education related performances and workshops		75

In addition the Performing Groups will also be involved in Television, Radio and Commercial Recordings.