## CONTENTS

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</tbody>
</table>
The Broadcasting Act 2009 (the Act) introduced three new reporting requirements on RTÉ, they are as follows:

RTÉ Public Service Statement 2015
Following a public consultation, RTÉ must prepare a public service statement setting out the principles to be observed and activities to be undertaken by RTÉ in order to fulfil its public service objects. The RTÉ Public Service Statement 2015, its second under the Act, was submitted to the Minister (of Communications, Energy and Natural Resources) on 9th July 2015 and is available on RTÉ.ie.

RTÉ Statement of Strategy 2015-2019
RTÉ must prepare and present to the Minister a statement of strategy. The statement of strategy sets out the strategy of the RTÉ Board for achieving its objects under the Act, having regard to resources available to RTÉ. RTÉ’s Statement of Strategy 2015-2019, its second under the Act, was submitted to the Minister on 9th July 2015 and is available on RTÉ.ie.

Annual Statement of Performance Commitments
RTÉ shall, each year, prepare an annual statement of performance commitments, in accordance with (a) its objects, (b) the Statement of Strategy, (c) the Public Service Statement and including the activities to which the corporation intends to commit in that financial year and associated performance indicators. RTÉ will report each year in its Annual Report on the fulfilment or otherwise of the commitments made in its Annual Statement of Performance Commitments (ASPC). In accordance with S102(3) of the Act, RTÉ’s ASPC 2017 was submitted to the Broadcasting Authority of Ireland (BAI) in April 2017, and this publication makes it available on RTÉ.ie.

RTÉ’s Commitments align with the RTÉ Strategy 2013-2017, prepared as part of the S124(8) 5-year review. These 2017 commitments demonstrate how RTÉ intends to fulfil Year 5 of that plan. RTÉ’s vision is to enrich Irish life; to inform, entertain and challenge; and to connect to the lives of all people living in Ireland. RTÉ seeks to achieve these goals through providing a diverse range of services, channels, programming and content for all of the people of Ireland. As the organisation strives to fulfil its public service remit it must contend with the tensions of securing public service goals while remaining dependent on a high level of commercial funding, and catering for popular interests, while serving minority cultures and interests.
1. RTÉ to provide a comprehensive portfolio of media services, which together reach across the spectrum of audience age groups to serve multiple needs

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ One</td>
<td>Modernise the RTÉ One schedule, broadening the appeal for family audiences and 35-54 year olds</td>
<td>Consolidate peak TVRs among 35-54s at &gt;6.7</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Consolidate adult 15+ peak time share at &gt;26%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Note: All RTÉ One targets refer to combined data for RTÉ One and RTÉ One +1</td>
</tr>
<tr>
<td>RTÉ2</td>
<td>Rebalance the schedule to target young people in Ireland</td>
<td>Grow peak TVRs among 15-34s at &gt;1.6</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grow 15-34s peak time share at &gt;7.7%</td>
</tr>
<tr>
<td>RTÉjr</td>
<td>Meet the needs of young children through a diverse schedule</td>
<td>Maintain weekly reach among 4-7s to &gt;16%</td>
</tr>
<tr>
<td>RTÉ Radio 1</td>
<td>Grow the 35-54 year old audience by adjusting the tone and genre mix</td>
<td>Maintain listened yesterday reach among 35-54s to &gt;24%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain increased adult 15+ peak 7-7 share at &gt;24%</td>
</tr>
<tr>
<td>RTÉ 2fm</td>
<td>Grow the audience by creating relevant content for 20-44s</td>
<td>Grow listened yesterday reach among 20-44s to &gt;15%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grow 20-44 year old peak 7-7 share to &gt;12%</td>
</tr>
<tr>
<td>RTÉ lyric fm</td>
<td>Achieve a wider, more diverse listenership by reaching out to listeners under 50</td>
<td>Maintain listened yesterday reach among 35-54s at &gt;4%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain adult 15+ peak 7-7 share at &gt;2%</td>
</tr>
<tr>
<td>RTÉ Raidió na Gaeltachta</td>
<td>Grow its audience by reaching out to new audiences outside of the Gaeltachtai and abroad</td>
<td>Maintain listened yesterday reach among 35-54s at &gt;1%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain increased weekly reach among Adults 15+ at &gt;3%</td>
</tr>
<tr>
<td>RTÉ.ie</td>
<td>Deliver quality RTÉ content to both Irish and international audiences</td>
<td>Grow RTÉ.ie average weekly reach to &gt;30%</td>
</tr>
<tr>
<td>RTÉ Player</td>
<td>Become the leading Irish on-demand television service</td>
<td>Grow RTÉ Player average weekly reach to &gt;28%</td>
</tr>
<tr>
<td>RTÉ News Now (RNN)</td>
<td>Evolve Ireland’s only multimedia news service to meet audience needs</td>
<td>Grow RNN’s television weekly reach among Adults 15+ to &gt;22%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grow number of unique browsers from the RTÉ news site and RNN mobile app to &gt;3.1m</td>
</tr>
<tr>
<td>RTÉ on Mobile and Online</td>
<td>Grow mobile and online consumption of RTÉ’s programming and content to both Irish and international audiences</td>
<td>Rebuild RTÉ’s average weekly reach via mobile and online to &gt;48%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain RTÉ’s average monthly streams via mobile and online to &gt;7m</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grow RTÉ average monthly Unique International Browsers to &gt;2.2m</td>
</tr>
<tr>
<td>RTÉ Aertel</td>
<td>Provide Ireland’s leading information service</td>
<td>Monitor RTÉ Aertel usage and maintain weekly reach at 15%</td>
</tr>
</tbody>
</table>
### AUDIENCE REACH AND IMPACT (CONTINUED)

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Archives</td>
<td>Develop and open up RTÉ Archives</td>
<td>Increase numbers ever using RTÉ Archives to &gt;22%</td>
</tr>
<tr>
<td>RTÉ Orchestras, Quartet &amp; Choirs</td>
<td>Offer Irish music lovers the highest quality live music experiences</td>
<td>Rebuild number of audience attendances to &gt;170,000</td>
</tr>
</tbody>
</table>

2. RTÉ aims to connect with the lives of Irish people, to be trusted by them and accountable to them

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
</table>
| RTÉ Overall | To connect with audiences through its full portfolio of services | Maintain average weekly reach for all RTÉ Services among:  
  - adults 18+ at >90%  
  - 18-34s at >90%  
  - 35-54s at >90%  
  - 55+ at >90% |
| RTÉ Overall | To be an important part of Irish life and maintain audience trust | Maintain public perception that RTÉ is an important part of Irish life at >80%  
Rebuild public perception that RTÉ is trustworthy at >85% |
| RTÉ Overall | To represent the diversity of the people of Ireland | Implement RTÉ Diversity Strategy and Action Plan |
3. RTÉ to reshape its Television media services so as to best meet the changing needs of audiences with compelling content

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ One</td>
<td>Modernise the RTÉ One schedule, broadening the appeal for family audiences and 35-54 year olds</td>
<td>Deliver genre mix within % range</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain audience perception of Quality at &gt;80</td>
</tr>
<tr>
<td>RTÉ2</td>
<td>Rebalance the schedule by increasing home produced content and innovate in programming and production targeted at young people in Ireland</td>
<td>Deliver schedule mix within % range</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain audience perception of Quality at &gt;80</td>
</tr>
</tbody>
</table>

4. RTÉ to reshape its Radio media services so as to best meet the changing needs of audiences with compelling content

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Radio 1</td>
<td>Widen the appeal of the station to 35-54s and remain the national flagship radio station through a mixed-genre speech-and-music schedule</td>
<td>Deliver diverse genre mix within % range</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain audience perception of Quality at &gt;80</td>
</tr>
<tr>
<td>RTÉ 2fm</td>
<td>Grow the target audience by creating relevant and targeted content. 2fm will refine its position in the Irish radio market as a key music and entertainment service</td>
<td>Deliver genre mix within % range</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain audience perception of Quality at &gt;80</td>
</tr>
<tr>
<td>RTÉ lyric fm</td>
<td>Provide a unique alternative listening choice for an audience of classical, world music and arts lovers and the station reflect the interests of listeners throughout the schedule</td>
<td>Deliver genre mix within % range</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain audience perception of Quality at &gt;80</td>
</tr>
<tr>
<td>RTÉ Raidió na Gaeltachta</td>
<td>Provide innovative content which will connect listeners to a personalised authentic Gaeltacht and Irish-language world</td>
<td>Deliver genre mix within % range</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain audience perception of Quality at &gt;80</td>
</tr>
</tbody>
</table>

5. RTÉ to develop its Digital media services so as to best meet the changing needs of audiences with compelling content

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Player</td>
<td>Become the leading Irish on-demand television service, giving audiences choice and control to enjoy RTÉ programmes wherever and whenever they choose</td>
<td>Maintain score for audience perception of Satisfaction with RTÉ Player at &gt;80%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Restore public perception that RTÉ Player offers a good range of content to &gt;46%</td>
</tr>
<tr>
<td>RTÉ.ie</td>
<td>Deliver RTÉ content to both Irish and international audiences through a first-class user-experience and multi-platform, multi-device availability</td>
<td>Grow score for audience perception of Satisfaction with RTÉ.ie to &gt;80%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Rebuild public perception that RTÉ.ie offers a good range of content to &gt;42%</td>
</tr>
</tbody>
</table>
RTÉ to reshape its Radio media services so as to best meet the changing needs of audiences with compelling content
RTÉ will continue to be a trusted and strong modern Irish source of domestic and global News & Current Affairs, providing news coverage that is relevant to all.
6. RTÉ to continue to be a trusted and strong modern Irish source of domestic and global News & Current Affairs, providing news coverage that is relevant to all, in both the English and Irish languages

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ News</td>
<td>Provide a trusted and strong modern Irish source of domestic and global N&amp;CA</td>
<td>Deliver N&amp;CA hours within % range on RTÉ One, RTÉ Radio 1 and RTÉ News Now</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Maintain public perception that RTÉ provides trusted N&amp;CA at &gt;80%</td>
</tr>
<tr>
<td>RTÉ News Now</td>
<td>Evolve Ireland’s only multimedia news service, RTÉ News Now, to meet audience needs, online, on mobile and on television</td>
<td>Deliver RTÉ News Now television schedule mix within % range</td>
</tr>
</tbody>
</table>

7. RTÉ will continue to offer quality Irish content for children that explores and reflects their world via a multi-media offering across radio, television, online and mobile

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Overall</td>
<td>Continue to offer quality Irish cross-platform content for children</td>
<td>Maintain public perception that RTÉ offers a broad range of content and services for children at &gt;50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>See also RTÉjr in Commitment 1</td>
</tr>
</tbody>
</table>

8. RTÉ strives to reach out to all Irish language speakers at home and abroad in its provision of Irish language programming and services

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Overall</td>
<td>Strive to reach out to all Irish language speakers at home and abroad</td>
<td>Maintain public perception that RTÉ provides a comprehensive service for Irish speakers at ≥50%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>See also RTÉ Raidió na Gaeltachta at Commitment 4</td>
</tr>
</tbody>
</table>
9. Continue to deliver the big national events that bring the country together - whether they be the big entertainment events, news and political events or the big sporting occasions

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Overall</td>
<td>Continue to deliver the big national events that bring the country together</td>
<td>Maintain public perception that RTÉ enables me to connect with national events at ≥80%</td>
</tr>
</tbody>
</table>

10. RTÉ will utilise digital technology to enhance the quality of its services and to make its content accessible to the widest possible audience

<table>
<thead>
<tr>
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<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Overall</td>
<td>Make RTÉ content accessible to the widest possible audience across different devices and platforms</td>
<td>Maintain public perception that RTÉ programmes and services are easily accessible on a range of devices at ≥80%</td>
</tr>
</tbody>
</table>

11. RTÉ aims to support and promote innovation and creativity both internally and among both the Independent Production sector and the wider creative community

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Overall</td>
<td>Support and promote innovation and creativity</td>
<td>Maintain public perception that RTÉ is a creative organisation at ≥60%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Broadcast five pilots on RTÉ Television</td>
</tr>
<tr>
<td>RTÉ Radio</td>
<td>Maintain a high proportion of first-run home-production on RTÉ Radio</td>
<td>Maintain ≥80% of RTÉ Radio’s FM output as first-run indigenous content</td>
</tr>
<tr>
<td>RTÉ Television</td>
<td>Ensure a high proportion of home-production during peak on RTÉ One</td>
<td>Maintain indigenous hours as ≥70% of total peaktime hours on RTÉ One</td>
</tr>
<tr>
<td>RTÉ Radio and Television</td>
<td>Support the Irish independent production sector through commissioning Radio and Television programmes</td>
<td>Meet statutory spend requirement</td>
</tr>
</tbody>
</table>

12. RTÉ aims to deliver ambitious and inclusive Arts and Culture content

<table>
<thead>
<tr>
<th>Service</th>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Overall</td>
<td>Support arts activities in Ireland</td>
<td>Maintain public perception that RTÉ supports arts activities in Ireland at ≥70%</td>
</tr>
</tbody>
</table>
RTÉ will develop its Digital media services to best meet the changing needs of audiences with compelling content.
RTÉ will continue to deliver the big national events that bring the country together.
### RTÉ's Commitments

#### 13. RTÉ is committed to meeting budgetary targets as set out in RTÉ's Interim Budget 2017

<table>
<thead>
<tr>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meet Interim Budget target for 2017</td>
<td>Achieve agreed budget out-turn for the year</td>
</tr>
</tbody>
</table>

#### 14. Deliver a value for money service by ensuring that best value is achieved in all areas of the business and by continuing to make best use of the Licence Fee income

<table>
<thead>
<tr>
<th>Key Measure/Initiative 2013-2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Deliver the RTÉ Portfolio of services within the operating cost target (based on income projections)</td>
<td>Operating Cost budget and achieve delivery of specified service targets</td>
</tr>
<tr>
<td>Ensure the public funding for each service is within the specified thresholds</td>
<td>Threshold ranges of Public Funding Utilisation for 2016</td>
</tr>
<tr>
<td>Maintain public perception score that RTÉ is good value for money</td>
<td>Maintain score at 56%</td>
</tr>
<tr>
<td>Achieve *PROC target for 2017 Budget - % of Total Operating Costs (before depreciation &amp; amortisation)</td>
<td>PROC Target</td>
</tr>
<tr>
<td>Maintain investment in staff learning and development to achieve strategic objectives</td>
<td>Maintain Learning and Development budget to within the best-practice range of 1-4% of PROC* costs</td>
</tr>
</tbody>
</table>

* *Personnel Related Operating Costs*

#### 15. Operate RTÉ's commercial activities efficiently to maximise the net return for RTÉ’s public service activities

<table>
<thead>
<tr>
<th>Key Measure/Initiative 2013-2017</th>
<th>2017 (Year 5) ASPC Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTÉ Commercial Division to achieve commercial revenue targets</td>
<td>Achieve Group Commercial Revenue targets</td>
</tr>
<tr>
<td>Benchmark commercial performance against relevant industry indices</td>
<td>Complete Report for 2017</td>
</tr>
</tbody>
</table>
OPEN, ACCOUNTABLE AND COLLABORATIVE

16. Implement the highest editorial standards, reviewing editorial guidelines in the context of legislation and codes of practice and minimising legal/regulatory corrective actions

<table>
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<tr>
<th>Key Measure/Initiative 2013-2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Ensure compliance with BAI editorial codes</td>
<td>Comply with Code of Programme Standards</td>
</tr>
<tr>
<td>Maintain public confidence in the impartiality and objectivity of key output such as News and Current Affairs and build audience trust</td>
<td>Comply with Code of Fairness, Impartiality and Objectivity in News &amp; Current Affairs</td>
</tr>
<tr>
<td>All BAI complaints dealt with within mandatory timeframes</td>
<td>Maintain Audience perceptions of “fairness and impartiality” of RTÉ News: Nine o’clock</td>
</tr>
<tr>
<td></td>
<td>Maintain Audience perceptions of “fairness and impartiality” of Morning Ireland</td>
</tr>
<tr>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

17. Demonstrate leadership in access services by exceeding minimum standards and providing new / innovative services where possible, to facilitate access to TV for those with sensory disabilities

<table>
<thead>
<tr>
<th>Key Measure/Initiative 2013-2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Ensure compliance with BAI access rules</td>
<td>Meet all BAI targets</td>
</tr>
</tbody>
</table>

18. Maintain the highest standards of corporate governance and business reporting, ensuring enhanced transparency and accountability

<table>
<thead>
<tr>
<th>Key Measure/Initiative 2013-2017</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Promote best-practice in Enterprise Risk Management (ERM)</td>
<td>RTÉ Executive to identify the key risks capable of impacting the delivery of RTÉ’s new 5-year strategic plan, as part of the ongoing risk management process.</td>
</tr>
<tr>
<td>Demonstrate active compliance with RTÉ’s Fair Trading Policy</td>
<td>Fair Trading Report included in the RTÉ Annual Report 2016</td>
</tr>
</tbody>
</table>