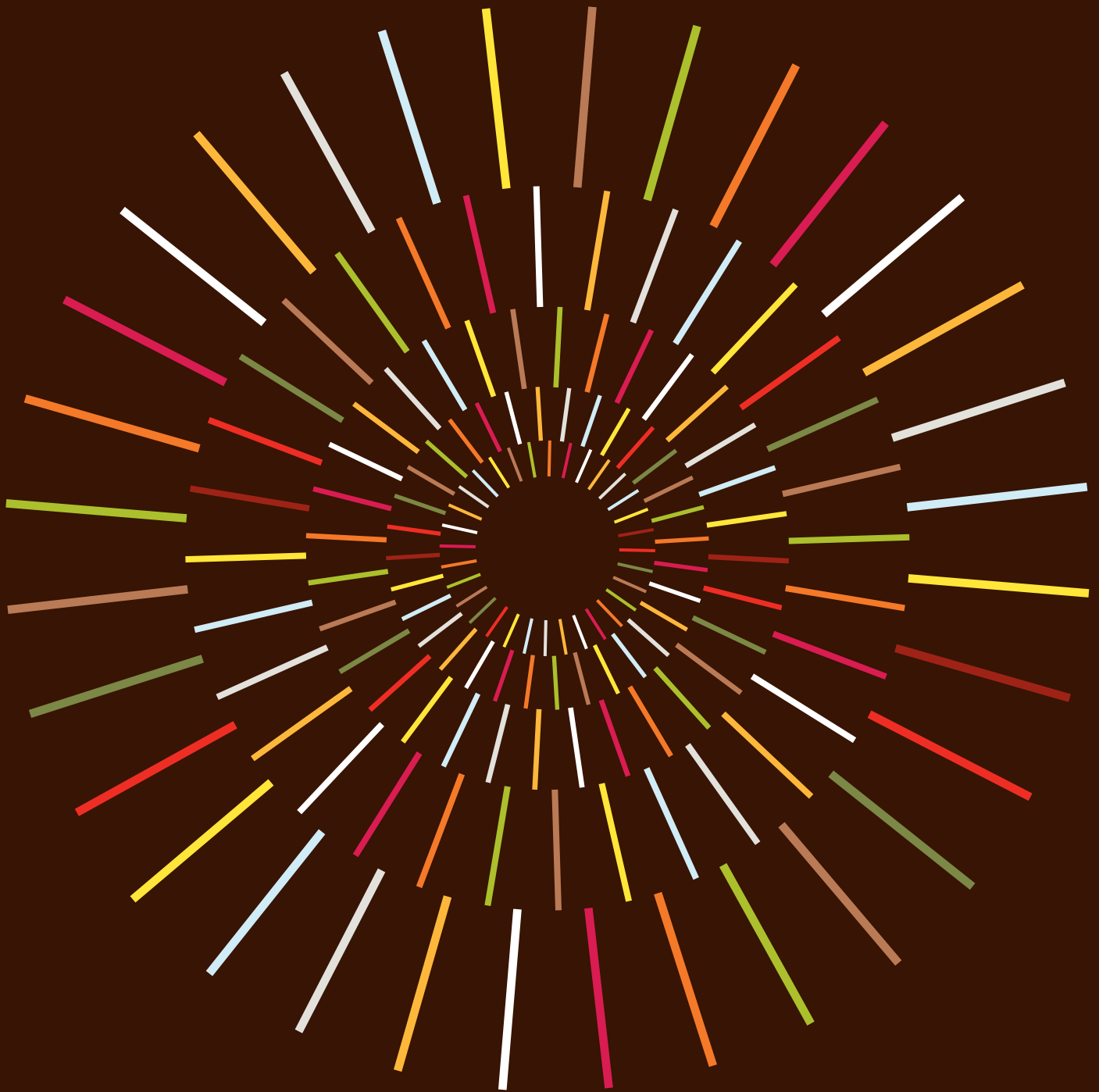




Coimisiún  
na Meán



Work Programme  
2025

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We are pleased to present our 2025 Work Programme. Since our establishment in March 2023, our organisation has grown significantly and carried out a huge amount of work across media development, broadcasting and on-demand regulation, and online safety. We now have just over 200 staff and expect to grow further over 2025. During this period of significant growth, we have also consciously taken time as colleagues and as an organisation to reflect on our Mission, Vision and Values. These underpin all of our work and are set out in the Three-Year Strategy which accompanies this Work Programme.

This Work Programme is based on our six Strategic Outcomes. For each Outcome, we have listed the priority projects that will help us progress towards achieving that Outcome. These priority projects are important, discrete pieces of work, most of which involve cross-functional teams. We intend to commence or progress work on these projects this year, although we know that some of them will turn into multi-year projects. Alongside these priority projects, we will continue our large body of business-as-usual (BAU) work. Given the dynamic nature of the media landscape and our internal structure and approach to project work, many of the projects contribute towards multiple Strategic Outcomes, as does much of our BAU work. Each project is listed once under a single Strategic Outcome, but we have indicated in the table where it will also support delivery of other Outcomes.

The Outcomes we have chosen involve long-term, societal-level change. They are complemented by a set of delivery tools and enablers that will allow us to make meaningful progress towards the Outcomes. These delivery tools and enablers, and the priority actions we will carry out underneath them, are also set out in this Work Programme.



# Strategic Outcomes and Priority Projects

## 1. Irish culture and media: A media landscape that is sustainable, pluralistic and participative, and that reflects and shapes who we are as a society

The Media Landscape teams within Coimisiún na Meán undertake a range of important BAU activities which are aimed at both developing the Irish media sector, such as delivering the Sound & Vision Schemes, and regulating the sector, including through our licencing, compliance monitoring and enforcement work. A key focus for 2025 will be ensuring that we consider broadcasting and video-on-demand complaints in line with statutory timelines.

We will continue several important projects, including developing pilot Gender, Equality, Diversity and Inclusion (GEDI) Standards for specified funding schemes and EDI monitoring, considering the feasibility of a youth-focused Irish language radio station, delivering the albert sustainability calculator and carrying out community media research, all aligned with our new Strategy.

Through Sound & Vision funding rounds, we will continue to support and promote the availability and accessibility of new, culturally significant audio and audiovisual content for Irish audiences, including in the Irish language, for broadcast across national, regional, local and community broadcasting services. We will also continue to support and foster creativity and greater sustainability within the broadcasting and independent production sectors and actively contribute to gender, equality, diversity and inclusion, ensuring that voices from diverse backgrounds, including women and minority groups, are represented and supported within the industry.

We will undertake a public consultation when developing the next iteration of Sound & Vision and any new funding initiatives. We will engage actively with the Minister and Department, and Screen Ireland, on any actions arising from the submission of the European Works Levy Report.

We will deliver a new five-year review and three-year look ahead for the Public Service Broadcasters (RTE and TG4) as part of the current cycle, alongside annual reviews of performance and public funding, while also working towards implementation of the new sustainable funding model in line with the recently published draft heads of the Broadcasting Amendment Bill. We will work with the Department on developing and implementing new legislation to transpose the EU Media Freedom Act. We will also continue to implement the recommendations of the Future of Media Commission (FOMC) as they relate to our work.



## Strategic Outcomes and Priority Projects (continued)

In addition, we will commence or significantly progress the following priority projects in 2025 to support the delivery of our Strategic Outcomes:

Priority projects	1. Irish culture and media - Our Strategic Outcomes					
	Irish culture and media	Children	Democracy	Trust	Diversity and inclusion	Public safety
We will develop a medium-term action plan for achieving our Strategic Outcome for Irish culture and media.	•	•	•		•	
We will develop a new Public Service Media Framework (encompassing our new oversight role).	•	•	•	•	•	•
We will revise our Media Plurality Policy, taking account of sectoral developments and online media.	•		•		•	
We will prepare a new Broadcasting Services Strategy, taking account of sectoral transformation.	•	•	•	•	•	
We will develop, review and continuously improve: the Sound & Vision and Ancillary Measures Funding Schemes (including the development of Sound & Vision Five) and the Journalism Funding Scheme (including Local Democracy and Court Reporting).	•	•	•	•	•	
Subject to Ministerial approval, we will develop: the Digital Transformation Funding Scheme and the News Reporting & Current Affairs Funding Schemes.	•		•	•		
We will progress our review of Irish Language Services and Content across the media.	•	•			•	
We will continue to revise and restate Media Codes and Rules for Broadcasting and Video-on-demand.	•		•	•	•	
We will design a robust Compliance Framework and develop a Programme of Implementation Work for Broadcasting & Video-on-demand, including new accessibility requirements.	•	•		•	•	

## Strategic Outcomes and Priority Projects (continued)

### 2. Children: A media landscape that upholds the rights, wellbeing and development of children and their safe engagement with content

Promoting the rights and best interests of children and young people is at the heart of a wide range of work at Coimisiún na Meán. Children are active as both creators and consumers in the media landscape, and it is very important that their rights are upheld in this landscape. Our work relating to broadcasting will ensure that children as an audience enjoy the benefits, including the social and cultural benefits, of their engagement with content. Our Sectoral Learning & Development Programme and our Sponsorship Scheme will continue to provide opportunities for young people to explore working in the media industry.

Through our implementation and supervision of the Online Safety Framework, we will ensure that platforms uphold their obligations to keep children safe online. Further protections for children under the Online Safety Code come into effect in July including restricting harmful content such as cyberbullying, promotion of self-harm or suicide and promotion of eating or feeding disorders, dangerous challenges and detailed provisions in relation to age assurance and parental controls.

We will continue our involvement in some of the European Commission's open investigations under the Digital Services Act (DSA) which are looking at issues relevant to children. Coimisiún na Meán sits as the vice-chair of a working group developing guidelines on protecting children under the DSA.

We will continue to develop and engage with our Youth Advisory Committee, ensuring that we understand and give appropriate consideration to the interests of children and young people in all our work. Our media literacy work will continue to engage, educate and empower children and young people so that they can access and understand media content across a range of services. Our Contact Centre will continue to provide advice and support to children and young people as well as their parents/guardians, when needed. We will also continue to engage with the Safer Internet Centre, Data Protection Commission and the Department of Health on matters relating to children and young people.

In addition to this ongoing work, we will commence or significantly progress the following priority projects in 2025 to support the delivery of our Strategic Outcomes:

Priority projects	2. Children - Our Strategic Outcomes					
	Irish culture and media	Children	Democracy	Trust	Diversity and inclusion	Public safety
We will develop a medium-term action plan to achieve the desired Outcomes in respect of Children.	●	●	●		●	
We will pilot a programme to provide support for children at imminent risk of harm from online content, as a precursor to consideration of a wider individual complaints mechanism.		●		●	●	●
We will deliver the EU Kids Online Survey.	●	●	●		●	
We will develop educational materials relating to Online Safety for schools.		●		●	●	●
We will cooperate with the Data Protection Commission on a range of matters, including in relation to children.		●				

## Strategic Outcomes and Priority Projects (continued)

### 3. Democracy: A media landscape that supports democracy and democratic values, underpins civic discourse, and reduces the impact of disinformation

There are many different aspects to our work supporting democracy, as was evident from our work during the General, Local and European elections in 2024. Our focus on elections and information integrity will continue in 2025 through the development of some of our priority projects.

Following the changes to the broadcast moratorium for election coverage, we will review the impact of our new approach and the Critical Election Period. We will continue to build our relationship with An Coimisiún Toghcháin to ensure that our work is mutually reinforcing and that we use our respective regulatory powers in the most effective way to deliver good outcomes for citizens.

We will work with the government and other stakeholders on the finalisation and implementation of the National Counter Disinformation Strategy. We expect that the implementation of the European Media Freedom Act will also impact our work under this Outcome.

Through our work on broadcasting and media literacy, we will promote the value of high-quality, independent journalism, and our journalism schemes will support the production of high-quality, relevant news for Irish audiences. We will undertake a media plurality review and update our policy to support a pluralistic media landscape. Through our broadcast and on-demand licensing, registration and complaints handling, we will uphold fairness, accuracy and impartiality.

Our work will also aim to ensure that people are not disincentivised from entering or continuing in political life by online abuse they receive. We plan to share the results of research we have conducted into candidates' experiences of online abuse during last year's elections. We will continue to participate in the implementation group established following the report of the Task Force on Safe Participation in Political Life.

In addition to this programme of work, we intend to start or continue work on the following priority projects related to this Outcome:

Priority projects	3. Democracy - Our Strategic Outcomes					
	Irish culture and media	Children	Democracy	Trust	Diversity and inclusion	Public safety
We will develop a medium-term action plan for achieving our Strategic Outcome for Democracy.	●	●	●		●	●
We will develop and implement an Electoral Integrity Strategy across all media sources.			●	●		●
We will conduct research on election and democracy processes.			●	●	●	●
We will develop and implement a framework addressing information integrity across all media sources.	●	●	●		●	●
We will prepare for the Irish presidential election, including research and ongoing development of suitable resources and tools.			●	●		

## Strategic Outcomes and Priority Projects (continued)

### 4. Trust: A media landscape that consumers can trust, and where they are protected from exploitation and fraud

In order for people to use new technologies and types of services across the media landscape, it is essential that they have trust in them, and that they know what they can do if they feel that they have been let down, including by false or misleading advertising. It is also important for people to have access to high-quality, trusted sources of news and information. Our research work with Reuters will inform our views by benchmarking attitudes towards news and current affairs in media across different population groups.

In the area of online safety, we have a wide-ranging set of programmatic work supporting people's trust in the online world, including ongoing work to categorise and prioritise the services we regulate, and reflecting

this in the supervision cycle. We will evolve our Incident Response Framework, including defining tailored responses for incidents of differing severity. Our thematic compliance reviews will also continue. This work ensures that people can exercise their rights under the Online Safety Framework. We will continue to accept and consider applications for Trusted Flogger and Out-of-Court Dispute Settlement body status from qualifying organisations.

In addition, we will commence or continue the following priority projects relating to Trust:

Priority projects	4. Trust - Our Strategic Outcomes					
	Irish culture and media	Children	Democracy	Trust	Diversity and inclusion	Public safety
We will develop a medium-term action plan to achieve the desired outcomes in respect of Trust.				●		
We will engage on commercial communications and EU Political Advertising Regulations.			●	●		
We will pilot a programme for structured engagement with civil society on systemic issues related to online safety, including platforms' compliance with their regulatory obligations (as a precursor to consideration of a nominated bodies scheme).		●	●	●	●	●
We will facilitate Ireland's participation in the Digital News Report research undertaken by the Reuters Institute at the University of Oxford.	●		●	●	●	

## Strategic Outcomes and Priority Projects (continued)

### 5. Diversity and inclusion: A media landscape that promotes the values of justice, equality, diversity and inclusion

When people go online or tune into a broadcaster, it is important that they see and hear themselves and their society reflected in the media. In 2025, we will build on our Gender, Equality, Diversity and Inclusion (GEDI) Strategy for the audio and audiovisual media sector, including through the development of pilot GEDI standards for specified funding schemes and our GEDI Forum. We will progress our equality, diversity and inclusion monitoring of Public Service Media & Public Service Content Providers. We will continue to work on proposals for maximising all-island collaboration between Public Service Media and Public Service Content Providers.

Our Sectoral Learning and Development programme and Sponsorship scheme will continue, providing opportunities to boost equality, diversity and inclusion across the media landscape. Our Sound & Vision funding scheme will also continue to actively foster and support a diversity of sources and voices, both in content, programme-making and creative.

5. Diversity and inclusion - Our Strategic Outcomes						
Priority projects	Irish culture and media	Children	Democracy	Trust	Diversity and inclusion	Public safety
We will develop a medium-term action plan to achieve the desired Outcomes in respect of Diversity and inclusion.	●	●	●		●	
We will deepen our understanding of online hate through research and engaging with external stakeholders, including civil society organisations, academics, and other regulators.				●	●	●
We will develop and publish guidance on identifying and reporting illegal hate speech online.				●	●	●
We will develop and roll out educational materials relating to online hate.				●	●	●



## Strategic Outcomes and Priority Projects (continued)

### 6. Public safety: A media landscape that strengthens public health and safety

The media landscape plays an important role in shaping and reflecting societal attitudes. While it is important to uphold the fundamental right to freedom of expression, certain types of illegal content could seriously damage or undermine public health or public safety.

Through our ongoing platform supervision activity and broadcast licensing and complaints handling, we will seek to minimise people's exposure to terrorist content online, as well as other types of illegal content that could undermine public health or safety. Under the Terrorist Content Online Regulation, we will continue to designate hosting service providers (HSPs) where necessary, and oversee the implementation of appropriate measures by designated HSPs. Our Incident Response Framework will also allow us to categorise and respond to events appropriately, working with other stakeholders as required.

We will continue our collaboration with An Garda Síochána, and other agencies and non-governmental organisations to work towards a whole of society response to risks to public health and public safety. We will continue to engage with the Department of Health and the HSE, including on matters relating to the advertising of medicines, alcohol, and high-fat, salt and sugar (HFSS) foods.

In addition to this work, we will commence or continue the following priority project this year:

6. Public safety - Our Strategic Outcomes						
Priority projects	Irish culture and media	Children	Democracy	Trust	Diversity and inclusion	Public safety
We will develop a medium-term action plan to achieve the desired Outcomes in respect of Public safety and public health.			●			●

# Delivery Tools and Enablers

To support the realisation of our vision, we make use of six delivery tools. These delivery tools are cross-cutting supports that help us deliver each of our six Outcomes and work across all of our divisions and thematic work areas. These tools are:

- Holding regulated entities to account
- Playing a leading role in the European regulatory framework
- Empowering and supporting the public
- Supporting and developing the Irish media sector
- Collaborating and cooperating for impact
- Research and future focus

A particular focus in 2025 will be to take our place at the forefront of European and global regulatory efforts in the digital and media sectors. We will build on our international collaboration to continue our leading and cooperative role in the implementation and development of the European regulatory framework including through leadership positions in all the networks of which we are members, notably the European Board for Digital Services, the European Board for Media Services and the Global Online Safety Regulators Network.

We will also deepen our collaboration with key national stakeholders, including progressing strategic cooperation agreements with key partners such as an Coimisiún Toghcháin and An Garda Síochána. We will collaborate with other regulators, including the Data Protection Commission including working to raise awareness of our respective roles and where people should turn to for support. We will continue to collaborate closely with the other members of the Digital Regulators Group.

Our Research team will also develop and deliver a range of research projects to support our priority projects and BAU work across our divisions, as part of our commitment to being a proportionate and evidence-based regulator. The team will also continue its work on vetted researcher access to data under the DSA.

Priority projects	Irish culture and media	Children	Democracy	Trust	Diversity and inclusion	Public safety
<p>We will continue our Compliance Framework Development across:</p> <ul style="list-style-type: none"> <li>• Supervision</li> <li>• Regulatory Operations</li> <li>• Investigations</li> <li>• Complaints</li> </ul>	•	•	•	•	•	•

**Delivery enablers**

We also use five delivery enablers to ensure that we can deliver on our work. These enablers ensure that we have an agile, effective and well-managed organisation that makes economic and efficient use of resources and adheres to high standards of corporate governance. These enablers encompass the parts of the organisation that work to have the right talent and technology in place to progress towards our Outcomes, and ensure that we maximise the impact of our work by effectively communicating it to different audiences. They allow us to deliver on our commitment to demonstrate high standards of governance through transparent decision-making, robust systems, accountability and compliance with relevant legislative requirements.

The five enablers are:

- Leadership and governance
- People and organisation
- Processes, systems and data
- Communications
- Sustainability

These delivery enablers are crucial to supporting the Coimisiún na Meán team in delivering on our strategy and this Work Programme. They are underpinned by the work of our Corporate Services, Communications and User Support and ICT and Data Divisions. Much of this work is the BAU activity of ensuring that we support and develop our talented and diverse staff, ensure high standards of corporate and data governance and engage effectively with our different audiences. In addition, we will progress the following priority projects for 2025:

Priority projects	Irish culture and media	Children	Democracy	Trust	Diversity and inclusion	Public safety
We will finalise and implement our first People Strategy.	●	●	●	●	●	●
We will prepare our 2026 Levy.	●	●	●	●	●	●
We will procure and implement new Finance Systems.	●	●	●	●	●	●
We will prepare for the implementation of additional regulatory responsibilities brought about by the European Media Freedom Act.	●	●	●	●	●	●
We will develop our Communications Strategy.	●	●	●	●	●	●
We will develop practical advice for people who contact us.	●	●	●	●	●	●
We will deliver a general awareness campaign on the Online Safety Framework.	●	●	●	●	●	●
We will develop our Data Strategy.	●	●	●	●	●	●



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