

Overview of Results for 2024

Section 10A

(Advertising by
Public Bodies)



The Official Languages
(Amendment) Act 2021

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KEY TAKEAWAYS 2024

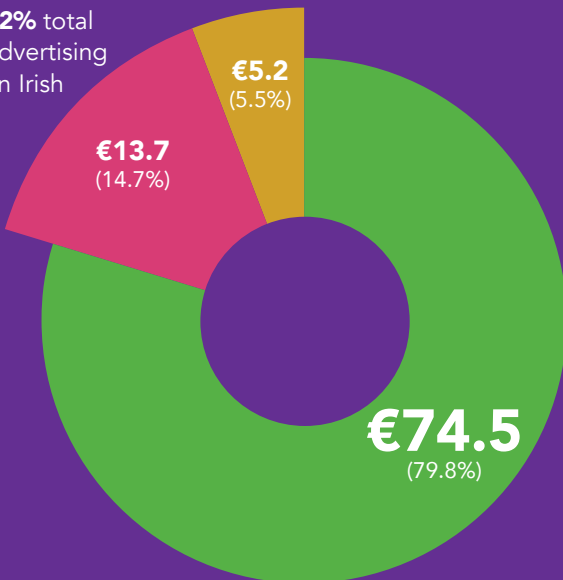
Increase from €10.4m to €13.7m in spending on advertising in Irish with English-Language media



€19m in total was spent on advertising in Irish in 2024



20.2% total for advertising in Irish



Expenditure on Advertising in English

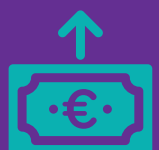
Expenditure on Advertising in Irish (excluding Irish-Language Media)

Expenditure on Advertising in Irish-Language Media

€5.2m spent in total on Irish-Language Media in 2024, an increase of €1.4m from 2023

+37%

€4.7m increase in total spending on Irish-language advertising in 2024 compared to 2023



KEY FINDINGS FOR 2024

397



Submissions from 397 prescribed public bodies concerning their advertising activities for 2024 are included in this report.

98%



The report captures more than 98% of the total expenditure by all prescribed public bodies under the Official Languages Act with respect to advertising in 2024.

From a sectoral perspective, advertising in the Irish language by the aggregate of 397 audited public bodies in 2024 reached the statutory thresholds set out in section 10A.



20.2%



Public bodies spent €19m on Irish-language advertising equating to a compliance level of 20.2%, which is a marked increase on 15% in 2023.

34%



The €19m spent on Irish-language advertising across all media also equates to a 34% increase on the total sum of €14.2m spent for 2023.

€5.2m



Public bodies spent €5.2m on Irish-language advertising on Irish-language media in 2024, equating to a compliance level of 5.5% for the respective 5% statutory threshold regarding spending on Irish-language media.

37%

The €5.2m spent by public bodies on Irish-language media in 2024 equates to a 37% increase in spending viz-a-viz the 2023 figure of €3.8m.



+€3.3m



Of the total €19m spent on Irish-language advertising on all media, €13.7m was spent on Irish-language advertising on English-language media in 2024, representing a €3.3m, or 31%, increase from 2023 for this segment.

€93.4m



The public bodies that come under the scope of this report spent a total of €93.4m on advertising (in English and in Irish) in 2024.

Individual public bodies continue to undergo compliance checks to guarantee that they will fulfil the obligations outlined in section 10A.



1. EXECUTIVE SUMMARY

Context

The Official Languages Act 2003, as amended in 2021, aims to strengthen the language rights of the Irish-speaking community by improving the provision of public services in Irish. This legislation underscores the state's commitment to promoting the use of Irish in public life, in particular in the day-to-day interactions that the Irish-speaking community has with public bodies.

In addition to enhancing the direct provision of public services in Irish, the language rights legislation aims to increase the use of Irish in the wider public sphere. Section 10A (Advertising by Public Bodies) is a significant legislative provision to this end. Advertising is a prominent element of all media, shaping our ideas and perceptions through channels such as television, radio, social media, and newspapers. Advertising serves as a valuable source of information and entertainment, enriching the diverse experiences of our daily lives. The placement of advertising in Irish across various media plays a vital role in increasing the language's visibility within the public sphere. This heightened visibility can significantly contribute to the ongoing promotion of Irish, supporting its vibrancy and encouraging more frequent use in daily life.

This Report

This report highlights the key findings of the audit conducted by Oifig an Choimisinéara Teanga (OCT) on the compliance of 397 public bodies with Section 10A for 2024. The results for 2024 reveal a significant rise in Irish-language advertising compared to 2023, demonstrating our commitment to preserving and promoting our heritage. The audit captured 98% of all advertising conducted by public bodies in Ireland for 2024.

The Legislative Obligation

Section 10A. (Advertising by Public Bodies) of the Official Languages Act 2003, as amended, imposes a statutory obligation on public bodies to place a significant share of their advertising in Irish.

Section 10A. prescribes that public bodies must ensure that:

- at least 20% of all their advertising annually is done through the medium of Irish and
- at least 5% of their annual advertising budget is spent on advertising on the Irish language media

More than 500 public bodies come under the scope of the Official Language Act 2003 as amended.

2. COMPLIANCE MONITORING PROCESS

The Universe

Over 500 public bodies are prescribed under the Official Languages Act 2003, as amended. The monitoring of prescribed public bodies is an ongoing, long-term process that consumes considerable resources. The prescribed public bodies include large organisations that provide extensive public services, such as government departments, local authorities, and educational institutions. Many public bodies use advertising to inform the public of the services they are mandated to deliver on behalf of the state. A smaller cohort of public bodies has a noteworthy commercial portfolio, as a result of the national utility or financial services that they provide to the public. As a result, these public bodies have the highest proportional spend on advertising to inform and attract the public to their services. Some public bodies have no public-facing functions; therefore, they do not need to advertise in the public sphere.

Compliance Measurement Model

The media and measurement criteria outlined in Table 2 below constitute the compliance measurement model implemented by OCT for section 10A. This model was developed following extensive consultations with various sector stakeholders, including public bodies and advertising representation organisations. As such, the compliance measurement model is designed to resonate with the current practices of both public bodies and the advertising sector. In 2024, we undertook careful amendments to the model to strengthen the compliance measurement process, thereby supporting public bodies in the effective collection of compliance data in alignment with their organisational practices.

Table 1

Measurement of 20%	Measurement	Description
Media	Definition	Details
Video on Demand (VOD)	1 in 5 copy rotation OR % of impressions created	Impressions are created when ads or other forms of digital media render on a user's screen
Out Of Home (OOH)	% of sites used in a year	% of total number of poster sites booked for a campaign
Audio	1 in 5 copy rotation OR % of impressions created	Digital audio by percentage of total impressions created
Print – press/ magazine	1 in 5 copy rotation OR % of circulation (Where ABC not available)	Audit Bureau Circulation tracks circulation of major titles.
Social media	1 in 5 copy rotation OR % of impressions created	Impressions are created when ads or other forms of digital media render on a user's screen
Cinema	1 in 5 copy rotation OR % of admissions	% of admissions into the cinema or cinema visits
Radio	1 in 5 copy rotation OR % listenership OR % of Total annual Ratings	% of total average listenership (the number of people who listen to a given radio station)
Digital Display advertising	1 in 5 copy rotation OR % of impressions created	Impressions are created when ads or other forms of digital media render on a user's screen
Television	1 in 5 copy rotation OR % of total TVRs	TV Rating Points (Nielsen Ad Intel)

Public bodies were required to provide information about their spending, media used, and specific advertising campaigns conducted during 2024. This information enabled OCT to compare the advertising activities of these public bodies with reliable data on expenditures and media usage. Additionally, OCT requested creative materials, such as promotional content from campaigns across various media, from public bodies with higher advertising expenditures.

Public bodies were required to submit data on their advertising activities for the 2024 calendar year, using the metrics outlined in the compliance measurement model.

Audit Scope

This report presents the findings of an audit conducted on the advertising activities conducted by 397 public bodies for the year 2024. Public bodies self-reported on their advertising activities through an

online portal that incorporated the aforementioned compliance measurement model. OCT has cross-checked the data provided by the public bodies with advertising data from Nielsen Ad Intel to ensure data quality accuracy. This audit has captured 98% of the advertising activities undertaken by public bodies throughout 2024.

Categorisation of Public Bodies

Public bodies were categorised into three distinct groups based on their advertising expenditure thresholds, as detailed in Table 2 below. This classification serves two primary purposes: first, it allows comparisons between public bodies with similar advertising budgets, and second, it facilitates the exploration of compliance trends. Table 2 also indicates the number of public bodies that fall within the spending thresholds set out for each category.

Table 2

Category	Expenditure on Advertising	Number of Public Bodies
Category A	≥ €750,000	25
Category B	€250,000 - €749,000	46
Category C	< €250,000	326
Total		397

3. TRENDS AND INSIGHTS

The Advertising Sector in Ireland

In 2024, the total estimated expenditure on advertising across both private and public sectors in Ireland is set to reach €1.5 billion. Public sector advertising reported to OCT for this year amounts to €93.4m, which constitutes a solid 6.2% of all advertising spend. Despite growth in the advertising sector overall, public bodies' spending on advertising decreased by 4% in 2024 compared to 2023, from €97.3 to €93.4. This decrease can be attributed to the end of COVID-19-related advertising campaigns by some public bodies.

Core, the marketing communication company, reported that the media market in Ireland experienced a notable growth of 7.7%, reaching €1,590.0 million in 2024. Core primarily attributes this trend to advancements in online media, particularly in the areas of video, social media, and digital audio. Additionally, Out-of-Home (OOH) media has successfully exceeded pre-pandemic levels, while live sports have played a significant role in boosting TV revenue. Radio has shown consistent growth in line with previous years, although print media continues to face challenges.

Key Findings and Trends

A. Overall Ad-Spend by Public Bodies

Chart A illustrates the expenditure carried out by public bodies on advertising through the medium of English and Irish for 2024.

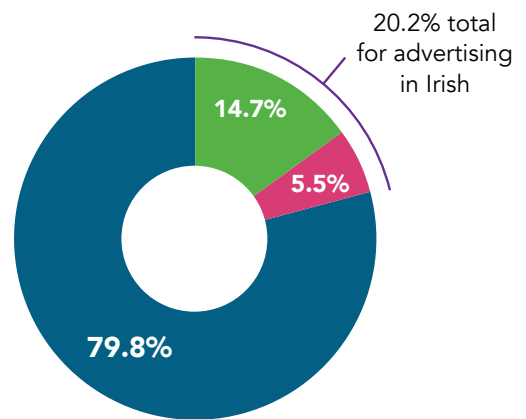
The results reported by public bodies indicate that:

- public bodies spent a total of almost €93.4m on advertising in 2024
- public bodies reported spending €19m on advertising in Irish on all media (English & Irish)
 - of which €5.2m was spent on advertising on Irish-language media
 - and €13.7m was spent on Irish-language advertising on English-language media
- public bodies spent €74.5 million on English-language advertising on various media in 2024.

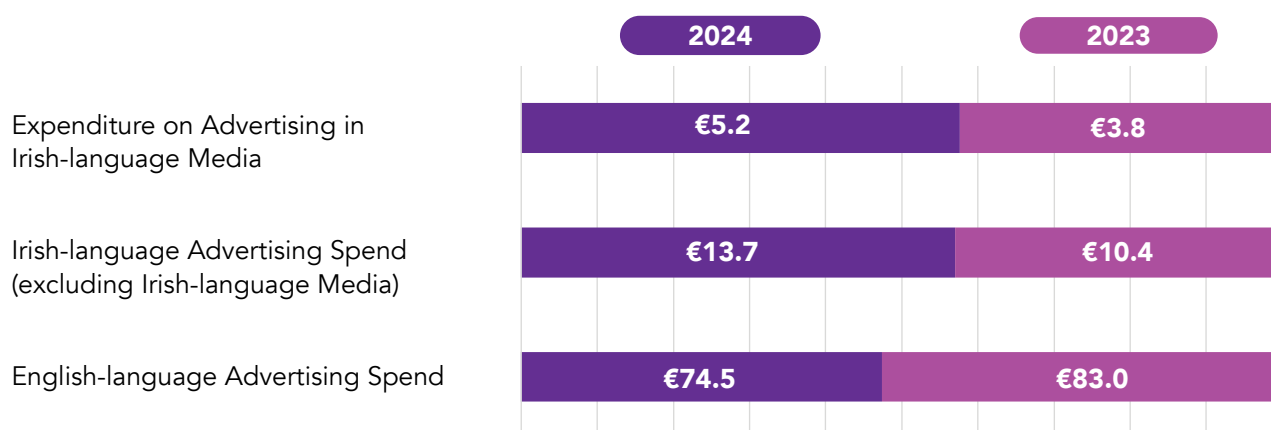
Chart A

Expenditure by Public Bodies on Advertising through the Medium of English and Irish for 2024

	Expenditure	Percentage
Expenditure on Advertising in English	€74.5m	79.8%
Expenditure on Advertising in Irish (excluding Irish-Language Media)	€13.7m	14.7%
Expenditure on Advertising in Irish-Language Media	€5.2m	5.5%



Overall Ad-Spend by Public Bodies 2024 vs 2023



Despite this, total public body spending on advertising has decreased (5%) from €97m to €93.4m.

Accordingly, OCT views the increase in expenditure on Irish-language advertising very positively.

The new legislative provision came into effect after a short lead-in time, making 2023 results very positive. It is important to acknowledge the efforts made by many public bodies in their commitment to complying with the legislation. It is significant that almost €19m was spent on Irish-language advertising in 2024, which accounted for more than 20% of the total advertising output from public bodies.

B. Compliance to Statutory Thresholds

Section 10A. (Advertising by Public Bodies) of the Official Languages Act 2003, as amended, imposes a statutory obligation on public bodies to place a significant share of their advertising in Irish.

Section 10A. prescribes that public bodies must ensure that:

- at least 20% of all their advertising annually is done through the medium of Irish and

- at least 5% of their annual advertising budget is spent on advertising on the Irish-language media

The compliance levels observed across the 397 audited public bodies in meeting both of the statutory thresholds set out in section 10A reflect progress.

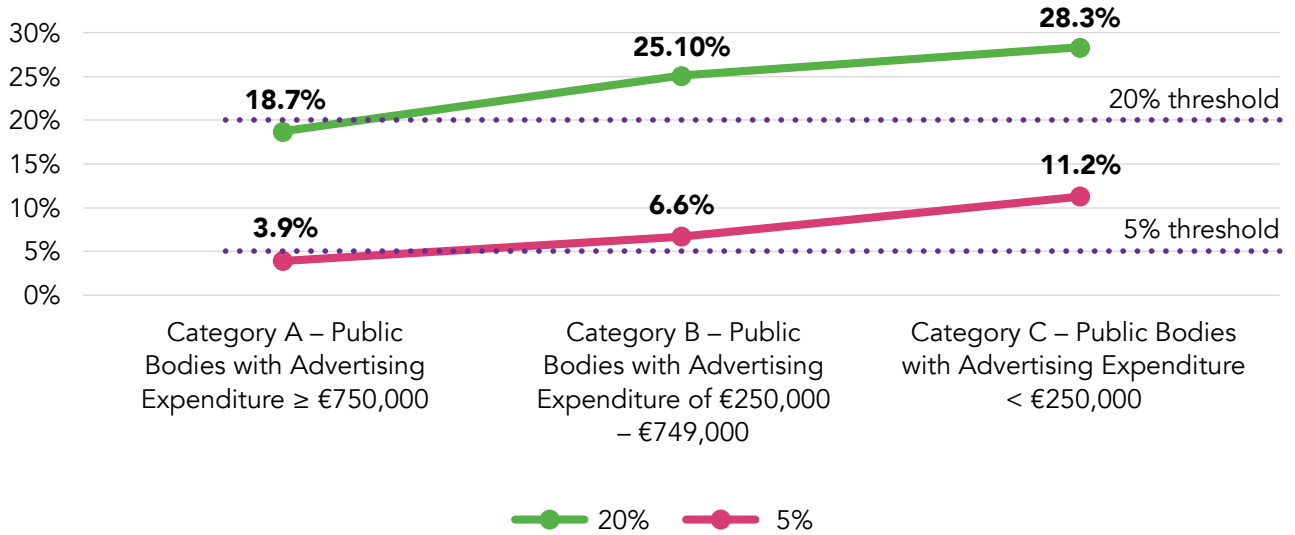
The results reported by public bodies for 2024 reflect overall compliance of 20.4% and 5.4% for the respective 20% and 5% statutory thresholds set out in section 10A. These results represent a significant uptick compared with 2023 data, which indicated that public bodies achieved 11% of the 20% of advertising output in the Irish language and 4% of the 5% of spend on Irish-language media for 2024 compared to 3% of the 5% for 2023.

Chart B shows the compliance levels reached across public bodies according to category (A, B, C – levels of expenditure) with respect to the 5% and 20% thresholds. Chart C also shows how compliance levels for 2024 and 2023 compare according to public body category.

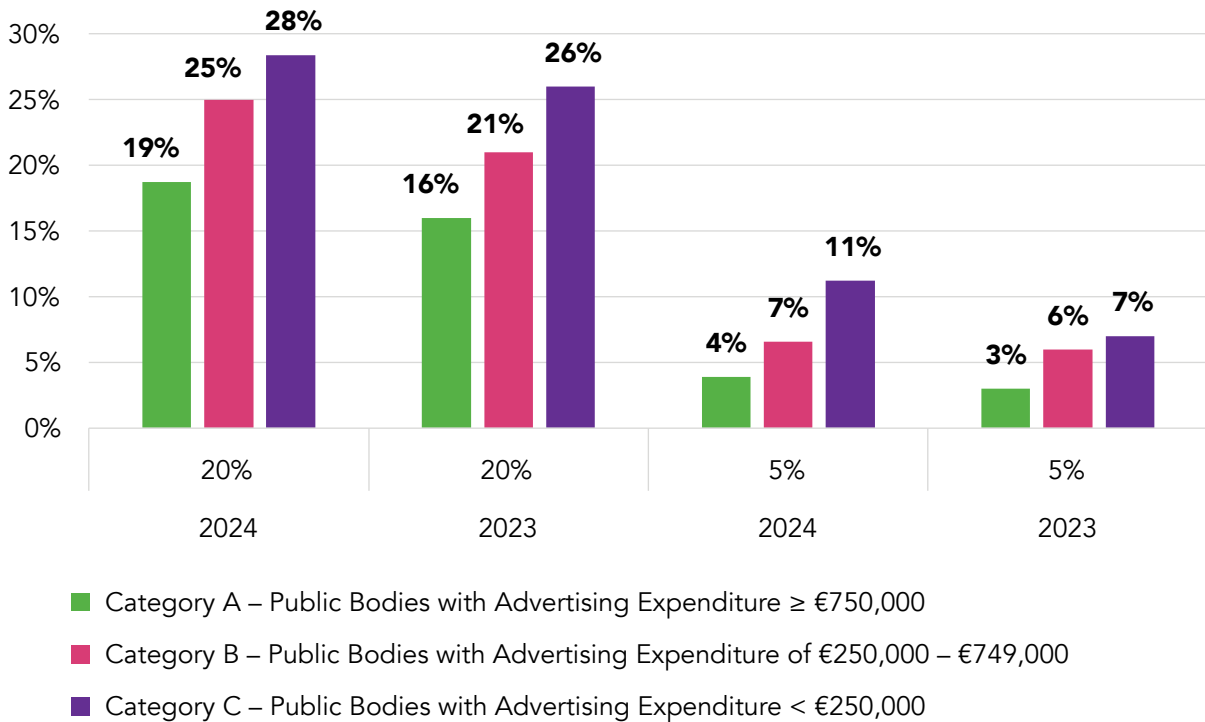
Chart B

Compliance Levels by Public Body Categories (5% and 20% Irish-language advertising provision thresholds)

Compliance Levels by Public Body Category



2024 vs 2023



Key Observations

- The results achieved in 2024 are a vast improvement on 2023 figures, namely: 18.6% was achieved in the 20% provision compared to 16% in 2023.
- The data in Chart B above indicates that **Category A public bodies** (with advertising spending \geq €750,000), on average, did not meet the required statutory threshold for either the 5% (advertising on Irish-language media) or 20% (Irish-language advertising on all media) provisions.
- 4% was achieved by Public Bodies in 2024 for the 5% statutory threshold as against 3% in 2023.
- **Category B public bodies** (advertising expenditure €250,000 - €749,000) performed better than Category A public bodies, as they were compliant with both thresholds; the average advertising percentage among public bodies in this category is as follows:
 - 25% against the 20% statutory threshold,
 - 6.6% against the 5% statutory threshold.
 - This represents an increased spend of €0.34m on Irish-language media in 2024.
- The overall average results for **Category C public bodies** (with advertising spend $<$ €250,000) were the most positive, however, with results indicating:
 - 29% against the 20% statutory threshold,
 - 11% against the 5% statutory threshold.
- This represents an increased spend of €0.74m on Irish-language media in 2024.

C. Breakdown of Ad-Spend by Public Body Category

Chart C

Total Advertising Spend by Public Bodies (2024) (English & Irish-language Advertising)

Expenditure on Advertising in Irish and English in the Public Sector (2024)

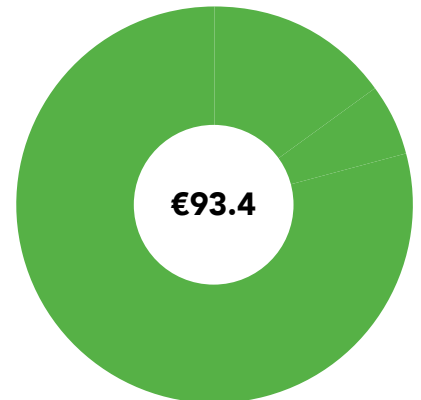


Chart D

Expenditure by Public Bodies on Advertising through the Medium of English and Irish for 2024

	Expenditure	Percentage
English-Language Advertising Spend	€74.5m	79.8%
Irish-Language Advertising Spend (excluding Irish-Language Media)	€13.7m	14.7%
Advertising Spend on Irish-Language Media	€5.2m	5.5%

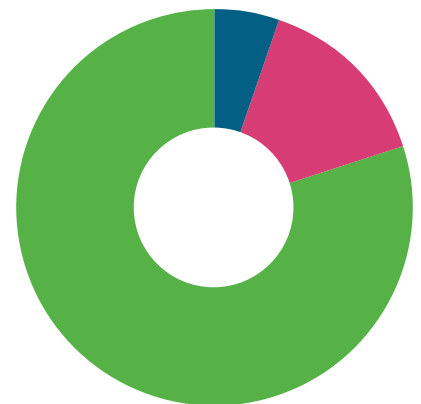


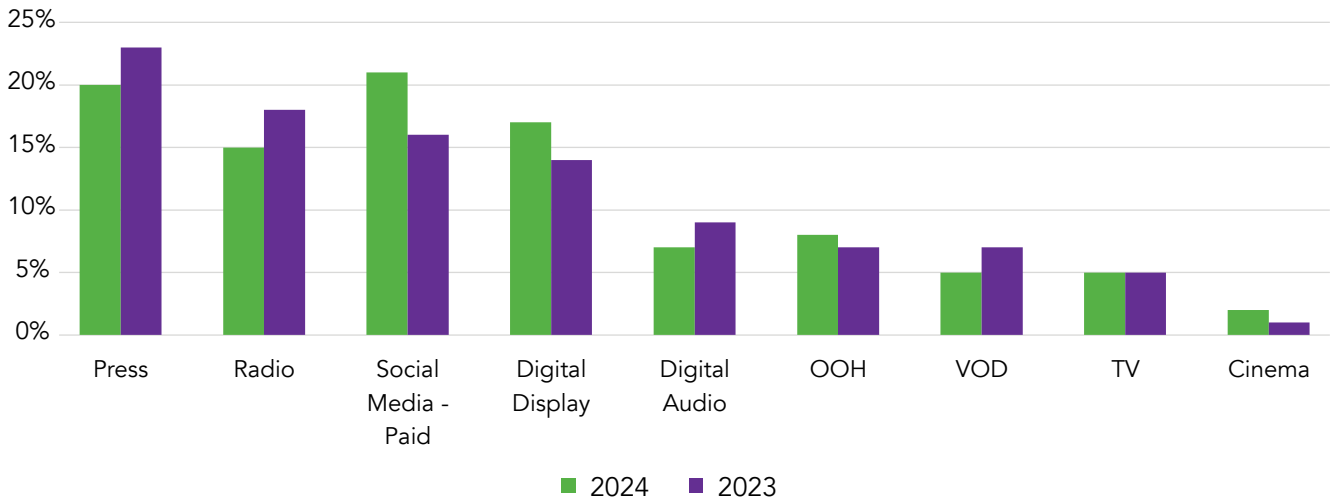
Chart E

Media used by Public Bodies (Irish-Language Advertising for 20% & 5% Provisions)

	2024
Social Media	21%
Press	20%
Digital Display	17%
Radio	15%
Outdoor Advertising	8%
Digital Audio	7%
Video on Demand	5%
Television	5%
Cinema	2%



2024 vs 2023

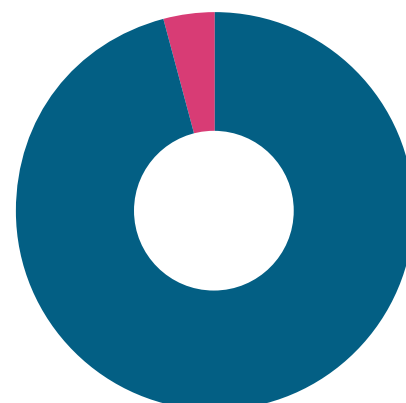


Notably, the comparison between media use in 2024 and 2023 reflects the trend of advertising migrating to digital platforms, e.g., a 5% increase in the use of social media.

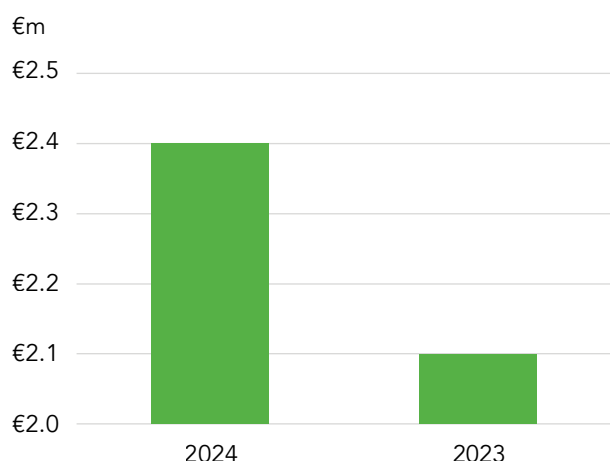
Chart F

Advertising Spend by Category A Public Bodies (5% Provision) (Proportion of Advertising Spend on Irish-Language Media)

	2024	2023
Total Expenditure	€61m	€71.60m
Expenditure: Advertising in English Media	€59m	€69.50m
Expenditure: Advertising in Irish-Language Media	€2.4m	€2.10m
% Expenditure on Irish-Language Media	4%	3%



Expenditure: Advertising in Irish-Language Media (Category A)



% Expenditure on Irish-Language Media (Category A)

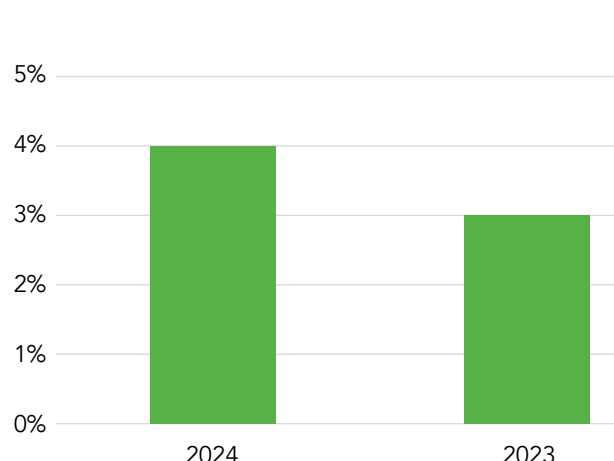
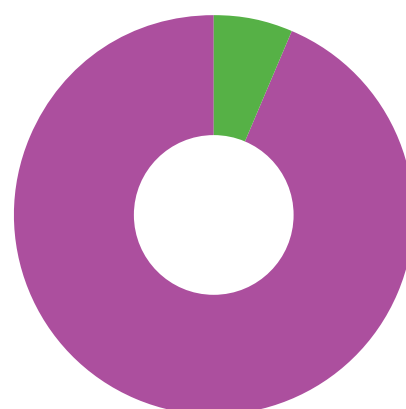


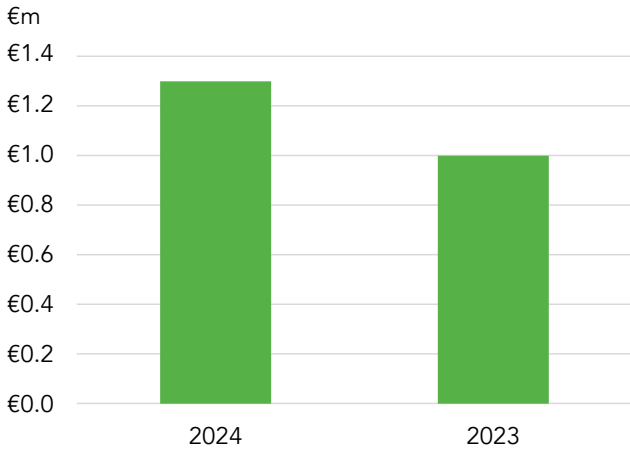
Chart G

Advertising Spend by Category B Public Bodies (5% Provision) (Proportion of Advertising Spend on Irish-Language Media)

	2024	2023
Total Expenditure	€20m	€14.90m
Expenditure: Expenditure on Advertising in Irish-Language Media	€18.7m	€13.90m
Expenditure: Expenditure on Advertising in Irish-Language Media	€1.3m	€1.00m
% Expenditure on Irish-Language Media	6.6%	6%



Expenditure: Advertising in Irish-Language Media (Category B)



% Expenditure on Irish-Language Media (Category B)

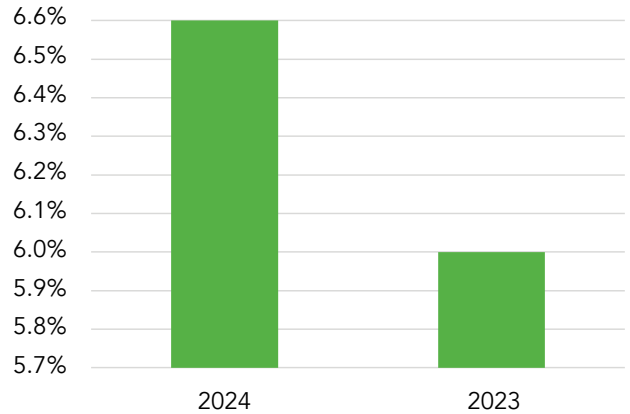
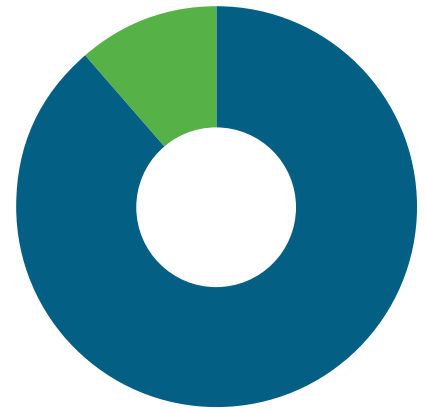


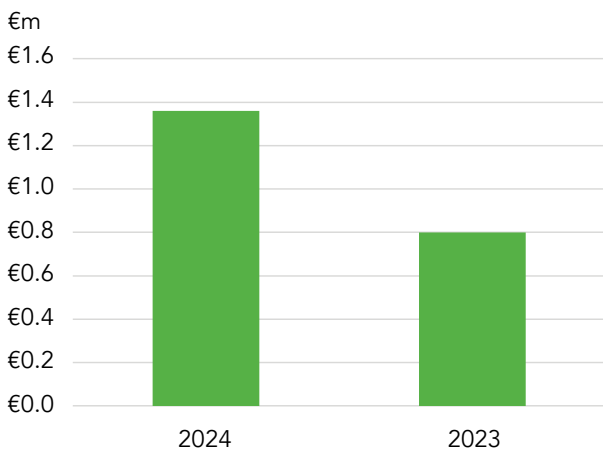
Chart H

Advertising Spend by Category C Public Bodies

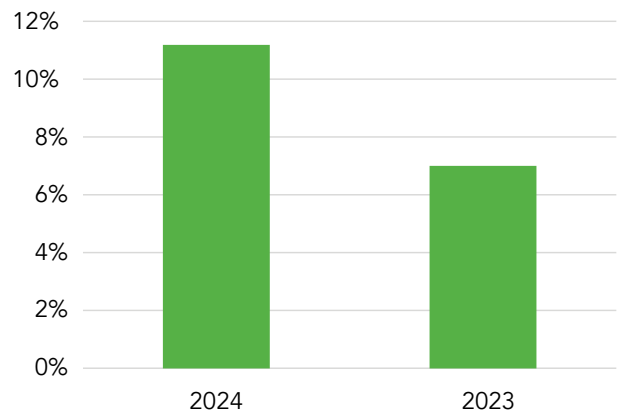
	2024	2023
Total Expenditure	€12.2m	€10.70m
Expenditure: Advertising in English Media	€10.8m	€9.90m
Expenditure: Advertising in Irish-Language Media	€1.51m	€0.80m
% Expenditure on Irish-Language Media	11.2%	7%



Expenditure: Advertising in Irish-Language Media (Category C)



% Expenditure on Irish-Language Media (Category C)



4. FURTHER IMPORTANT CONSIDERATIONS

Section 10A. Broader implications for promoting Irish-language rights and usage

The media profoundly shapes our everyday lives, influencing our thoughts, emotions, and perceptions of the world around us. The media, a rich tapestry of platforms and channels, shares information with the public, including newspapers, magazines, social media, radio, television, and the internet. It influences every facet of our lives, serving as an essential source of news, information, entertainment, education, and social connection. Advertising thrives across all the diverse media we encounter daily, guiding our choices and imagination.

In a relatively short timeframe, Section 10A has significantly increased the visibility of Irish across the various media platforms, which is instrumental in promoting the language's vibrancy and everyday use. The growth of advertising in the Irish language strengthens the language rights of the Irish-speaking community. Strengthening language rights must also reflect the diverse needs and interests of the Irish-speaking community, and the increase in advertising in Irish across various media platforms is an important step to that end.

Language Standards in Irish-Language Advertising

In preparation for Section 10A coming into force, OCT issued advisory notes to all public bodies on its implementation, emphasising the importance of giving both official languages equal esteem by using them to a high standard. Considering the frequency of advertising under section 10A and the volume of advertisements involved, it is worth noting that the number of complaints received by OCT in relation to this remains relatively low.

Nevertheless, OCT continuously monitors the extent to which public bodies comply with Section 10A, including ensuring that advertisements use accurate written and spoken Irish. There have been instances where the poor standard of Irish in some ads, whether in writing or pronunciation, is worrying. The various stakeholders involved in the creation and release of Irish-language advertising must take responsibility for their roles in the quality assurance process, ensuring that Irish-language advertising is of a high standard. Submitting inaccurate advertising material to a broadcaster for broadcast is a waste of resources.

Accuracy in Irish-language advertising content is essential, reflecting a commitment to linguistic excellence and being free from syntactic, grammatical, and spelling errors, while embracing the pronunciation, cadence, and rhythm of the Irish language in both video and audio formats. This commitment is crucial, mainly since Irish-language advertisements can often stem from translations of original English messages. By prioritising accuracy, we safeguard the integrity of the Irish language, ensuring that syntax and pronunciation inspire native speakers and learners alike. Native speakers, representing a vital link in our culture, are more likely to engage with content that respects our language. Therefore, in our pursuit of excellence, we not only honour the Irish language but also inspire future generations to celebrate and cherish it.

Irish-language media Inventory

Developments in the Irish-Language Media Sector

Section 10A obliges public bodies to spend at least 5% of their annual advertising budget on Irish-language media. Section 10A.(2)(b) prescribes that for a medium to qualify as 'Irish-language media' for the provision of the Act, 50% or more of the eligible Irish media content must be in Irish.

To assist public bodies in their preparations for the implementation, the Office published a non-exhaustive list that came under the scope of the definition prescribed in section 10A.(2)(b). Several other criteria were considered necessary by OCT for considering eligibility for the 'Irish medium' inventory:

- Editorial structure of the media/service
- Corporate structure of the media/service
- Content/genres of the media/service, for example: News/Current Affairs, Entertainment, Sport, Travel, etc.
- Circulation information, user data, media/service audience research list
- Topical nature of content – e.g., overdependence on static content

The following non-exhaustive list in Table 3, which is subject to change, for the purpose of Section 10A.(2)(b) has been provided by OCT to public bodies.

Table 3

Media	Provider(s)
Television Services:	TG4
Radio Services:	RTÉ Raidió na Gaeltachta, Raidió na Life, Raidió Rí Rá
Press	Comhar; Feasta; Seachtain; An Timire; An Páipéar*; ExtraG Gach Seachtain*; Scéal*
Out of Home	OOH Gaeilge*
Video on Demand	TG4, i.e., Bloc.ie & Molscéal.ie Meoneile.ie; Tuairisc.ie, i.e., "Ar Fhaitíos Gur Chaill Tú É"
Audio on Demand	Seachtain, i.e., Podchraoladh Seachtain*; How To Gael*; Tuairisc.ie, i.e., "An Pod Gaeilge"* & "An Pod Spórt"* & "Paiste Cainte le Helen"*
Digital Platforms/ Displays	Tuairisc.ie; Nós.ie; Liathroidi.ie*; Lasair.ie*, ExtraG.ie*, An Páipéar.ie*,
Social Media	N/A
Cinemas	N/A

*Media platforms established since commencement of Section 10A in October 2022

Among the challenges communicated to OCT by some public bodies in achieving compliance in the first year of the 2023 audit was the lack of Irish-language media inventory. This lack, in effect, equated to available shelf space from which public bodies could purchase advertising space. However, new media platforms have emerged since the enactment of Section 10A, primarily operating online. This development has resulted in a significant increase in visibility for the Irish language across diverse media channels and has significantly enhanced the availability of Irish-language advertising inventory. The positive impact of this provision shines through in its vital role in promoting the Irish language and uplifting public service delivery for the Irish-speaking community. Notably, RTÉ Raidió na Gaeltachta's decision in early 2024 to accept commercial advertising has significantly expanded the Irish-language media inventory available to public bodies.

Compliance Monitoring

OCT is actively monitoring compliance by public bodies with section 10A. The increase in compliance levels in 2024 compared to 2023 regarding Section 10A. is both significant and encouraging. OCT remains committed to ensuring that all public bodies fully understand and meet their obligations under this regulation. OCT reported a 55% increase in cases (593) for public bodies in 2024, up from 381 cases in 2023, in which advice was given to public bodies on their obligations under the Official Languages Act, 2003, as amended—a significant proportion of those advisory cases related to section 10A. The advice provided has undoubtedly been instrumental in driving improvements in Section 10A compliance for 2024.

OCT will continue its consultation campaign to assist public bodies in their compliance with Section 10A.



An Coimisinéir Teanga

Spléachadh ar
Thorthaí 2024

Alt 10A

(Fógraíocht ag
Comhlachtaí Poiblí)



Acht na dTeangacha
Oifigiúla (Leasú), 2021

OIFIG AN CHOIMISINÉARA TEANGA
Samhain 2025

CLÁR NA NÁBHAR

1. ACHOIMRE FEIDHMIÚCHÁIN	4
2. AN PRÓISEAS MONATÓIREACHTA GÉILLIÚLACHTA	5
3. TREOCHTAÍ AGUS LÉARGAIS	7
4. DÍOLA SUNTAIS TÁBHACHTACHA EILE	14

TORTHAÍ ARDLEIBHÉIL 2024

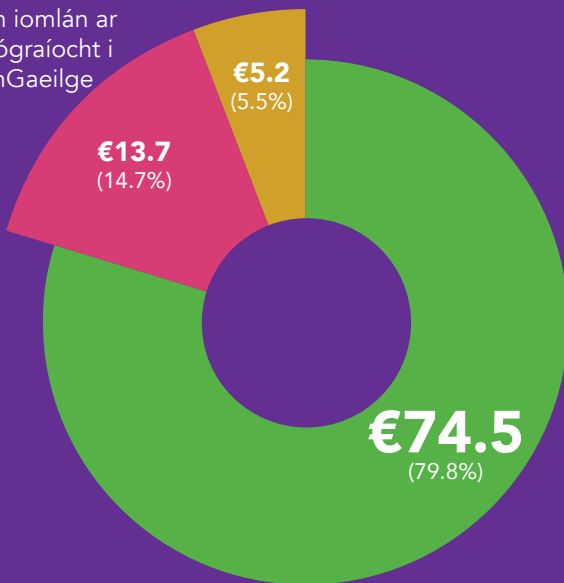
Caiteachas ar fhógraíocht i nGaeilge ar na meáin Bhéarla méadaithe ó €10.4m go €13.7m



€19m san iomlán caite ar fhógraíocht i nGaeilge in 2024



Caiteachas **20.2%** san iomlán ar fhógraíocht i nGaeilge



Caiteachas ar Fhógraíocht i mBéarla

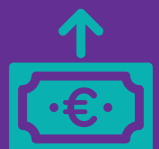
Caiteachas ar Fhógraíocht i nGaeilge (gan na Meáin Ghaeilge san áireamh)

Caiteachas ar Fhógraíocht ar na Meáin Ghaeilge

€5.2m caite ina iomláine ar na meáin Ghaeilge in 2024, ardú €1.4m ó 2023

+37%

Meadú €4.7m ar chaiteachas san iomlán ar fhógraíocht i nGaeilge in 2024 le hais 2023



PRÍOMHTHORTHAÍ DO 2024

397



Cuimsíonn an tuarascáil iniúchta seo aighneachtaí ó 397 comhlacht poiblí forordaithe maidir lena ngníomhaíochtaí fógraíochta do 2024

98%

Cuimsíonn an t-iniúchadh 98% den chaiteachas iomlán a rinne comhlachtaí poiblí forordaithe faoi Acht na dTeangacha Oifigiúla i ndáil le fógraíocht in 2024.



Ó dhearcadh eanála de, bhain an fhógraíocht i nGaeilge a rinne an 397 comhlacht poiblí san iomlán a ndearnadh iniúchadh orthu in 2024 na tairseacha reachtúla a leagtar síos in alt 10A amach.



20.2%



Chaith comhlachtaí poiblí €19m ar fhógraíocht i nGaeilge arb ionann é sin agus leibhéal géilliúlachta 20.2%, ar méadú suntasach ar an 15% in 2023 é.

34%



An €19m a caitheadh ar fhógraíocht i nGaeilge ar fud na meán uile, is ionann é agus méadú 34% ar an tsuim iomlán €14.2m a caitheadh in 2023.

€5.2m

Chaith comhlachtaí poiblí €5.2m ar fhógraíocht i nGaeilge, ar na meáin Ghaeilge in 2024, arb ionann é sin agus leibhéal géilliúlachta 5.5% don tairseach reachtúil 5% maidir le caiteachas ar na meáin Ghaeilge.



37%

Is ionann an €5.2m a chaith comhlachtaí poiblí ar na meáin Ghaeilge in 2024 agus méadú 37% ar an gcaiteachas i comparáid le figiúr 2023, eadhon €3.8m.



+€3.3m



As an €19m san iomlán a caitheadh ar fhógraíocht i nGaeilge ar na meáin uile, caitheadh €13.7m ar fhógraíocht i nGaeilge ar na meáin Bhéarla in 2024, ar méadú €3.3m ar 2023 é sin, rud a léiríonn méadú 31% sa mhír seo.

€93.4m



Chaith na comhlachtaí poiblí a chuimsítear sa tuarascáil seo €93.4 san iomlán ar fhógraíocht sa bhliain 2024.

Cinntíonn seiceálacha géilliúlachta ar chomhlachtaí poiblí aonair go gcomhlíonfaidh gach comhlacht poiblí na dualgais a leagtar amach in alt 10A i gcónaí.



1. ACHOIMRE FEIDHMIÚCHÁIN

Comhthéacs

Is é mar aidhm Acht na dTeangacha Oifigiúla, 2003 arna leasú in 2021, cearta teanga phobal na Gaeilge a neartú ach feabhas a chur ar sholáthar seirbhísí poiblí i nGaeilge. Leagann an reachtaíocht seo béim ar ghealltanas an stáit úsáid na Gaeilge a chur chun cinn sa saol poiblí, go háirithe sa chaidreamh a bhíonn ag pobal na Gaeilge le comhlachtaí poiblí gach lá.

Chomh maith le feabhas a chur ar sholáthar díreach seirbhísí poiblí i nGaeilge, is aidhm leis an reachtaíocht um chearta teanga úsáid na Gaeilge a mhéadú sa réimse poiblí níos leithne. Is foráil shuntasach reachtaíochta chuige sin é Alt 10A (Fógraíocht ag Comhlachtaí Poiblí). Is gné shuntasach de na meáin uile í an fhógraíocht, rud a mhúnlaíonn ár smaointe agus ár dtuairimí ar chainéil dhifriúla, cuir i gcás teilifís, raidió, na meáin shóisialta agus nuachtáin. Is foinse luachmhar faisnéise agus siamsaíochta í an fhógraíocht, rud a shaibhríonn eispéiris iomadúla ár saoil laethúil. Tá ról ríthábhachtach ag fógraíocht i nGaeilge ar fud na meán éagsúil chun infheictheacht na teanga a mhéadú sa réimse poiblí. Is féidir leis an infheictheacht mhéadaithe sin cur go mór le cur chun cinn leanúnach na Gaeilge, rud a thacaíonn lena beocht agus lena bisiúlacht agus a spreagann a húsáid níos minice sa saol trí chéile.

An Tuarascáil seo

Leagann an tuarascáil seo béim ar phríomhthorthaí an iniúchta a rinne Oifig an Choimisinéara Teanga (OCT), ar a ghéilliúla a bhí 397 comhlacht poiblí d'Alt 10A in 2024. Léiríonn torthaí 2024 méadú suntasach ar fhógraíocht i nGaeilge i gcomparáid le 2023, rud a léiríonn a mheáite atáimid ar ár n-oidhreacht a chaomhnú agus a chur chun cinn. Chuimsigh an t-iniúchadh 98% den fhógraíocht uile a rinne comhlachtaí poiblí in Éirinn in 2024.

An Dualgas Reachtúil

Leagann Alt 10A. (Fógraíocht ag Comhlachtaí Poiblí) d'Acht na dTeangacha Oifigiúla, 2003 arna leasú, dualgas reachtúil ar chomhlachtaí poiblí cuid shuntasach dá bhfógraíocht a dhéanamh i nGaeilge.

Forordaítear in Alt 10A go gcaithfidh comhlachtaí poiblí a chinntiú:

- gur i nGaeilge a bheidh 20 faoin gcéad ar a laghad d'aon fhógraíocht a dhéanann siad in aon bhliain, agus
- go ndéanfaidh siad 5 faoin gcéad ar a laghad d'aon airgead a chaitheann siad ar fhógraíocht in aon bhliain a úsáid chun fógraíocht a chur amach i nGaeilge ar na meáin Ghaeilge

Tagann breis is 500 comhlacht poiblí faoi raon feidhme Acht na dTeangacha Oifigiúla 2003 arna leasú.

2. AN PRÓISEAS MONATÓIREACHTA GÉILLIÚLACHTA

An Chruinne

Tá breis is 500 comhlacht poiblí forordaithe faoi Acht na dTeangacha Oifigiúla 2003, arna leasú. Is próiseas leanúnach, fadtéarmach é monatóireacht a dhéanamh ar chomhlachtaí poiblí forordaithe, próiseas a ídionn acmhainn. I measc na gcomhlachtaí poiblí forordaithe tá eagraíochtaí móra a sholáthraíonn seirbhísí fairsinge poiblí, amhail ranna rialtais, údaráis áitiúla agus institiúidí oideachais. Úsáideann go leor comhlachtaí poiblí fógraíocht chun an pobal a chur ar an eolas faoi na seirbhísí a bhfuil sainordú acu a sheachadadh thar ceann an stáit. Tá punann tráchtála suntasach ag cohórt níos lú comhlachtaí poiblí, mar thoradh ar na seirbhísí fónais nó airgeadais náisiúnta a sholáthraíonn siad don phobal. Dá réir sin, is iad na comhlachtaí poiblí sin a chaitheann an céatadán is airde ar fhógraíocht chun an pobal a chur ar an eolas agus a mhealladh. Ós rud é nach bhfuil aon fheidhm pobaldírithé ag roinnt comhlachtaí poiblí, ní gá dóibh fógraíocht a dhéanamh sa réimse poiblí.

An tSamhail Tomhais Géilliúlachta

Is éard atá sna meáin agus sna critéir tomhais a leagtar amach i dTábla 2 thíos an tsamhail tomhais géilliúlachta a chuir OCT i bhfeidhm d'alt 10A. Forbraíodh an tsamhail sin tar éis comhairliúcháin nach beag le geallsealbhóirí éagsúla san earnáil, ina measc comhlachtaí poiblí agus eagraíochtaí ionadaíocha fógraíochta. Dá bhrí sin, leagadh amach an tsamhail tomhais géilliúlachta ionas go mbeadh sí ag teacht le cleachtais reatha na gcomhlachtaí poiblí agus na hearnála fógraíochta araon. In 2024, rinneamar leasuithe cúramacha ar an tsamhail chun an próiseas tomhais géilliúlachta a dhaingniú, rud a thacaíonn le comhlachtaí poiblí i mbailiú éifeachtach sonraí géilliúlachta i gcomhréir lena gcleachtais eagraíochtúla.

Tábla 1

Tomhas 20%	Tomhas	Cur Síos
Meán	Sainmhíniú	Mionsonraí
Físeán ar Éileamh (VOD)	Rothlú cóipe 1 as 5 NÓ % de na himprisin a cruthaíodh	Cruthaítear imprisean nuair a thaispeántar fógraí nó cineálacha eile meán digiteach ar scáileán úsáideora
Lasmuigh den Bhaile (OOH)	% na suíomhanna a úsáidtear i mbliain	% an líon iomlán suíomhanna póstaer a chuirtear in áirithe le haghaidh feachtais
Fuaim	Rothlú cóipe 1 as 5 NÓ % de na himprisin a cruthaíodh	Fuaim dhigiteach de réir % líon iomlán na n-imprisean a cruthaíodh
Cló – preas/iris	Rothlú cóipe 1 as 5 NÓ % den chúrsaíocht (i gcás nach bhfuil ABC ar fáil)	Rianaíonn Audit Bureau Circulation cúrsaíocht na mórtheideal
Na Meáin Shóisialta	Rothlú cóipe 1 as 5 NÓ % de na himprisin a cruthaíodh	Cruthaítear imprisean nuair a thaispeántar fógraí nó cineálacha eile meán digiteach ar scáileán úsáideora
Pictiúrlann	Rothlú cóipe 1 as 5 NÓ % de na ceadanna isteach	% de na ceadanna isteach sa phictiúrlann nó cuairteanna ar phictiúrlanna
Raidió	Rothlú cóipe 1 as 5 NÓ % den lucht éisteachta NÓ % de na Rátálacha bliantúla iomlána	% den mheánlucht éisteachta san iomlán (líon na ndaoine a éistean le stáisiún raidió ar leith)
Fógraíocht Digití Taispeána	Rothlú cóipe 1 as 5 NÓ % de na himprisin a cruthaíodh	Cruthaítear imprisean nuair a thaispeántar fógraí nó cineálacha eile meán digiteach ar scáileán úsáideora
Teilifís	Rothlú cóipe 1 as 5 NÓ % de TVR san iomlán	Pointí Rátála Teilifíse (Nielsen Ad Intel)

Bhí sé de dhualgas ar chomhlachtaí poiblí faisnéis a sholáthar faoina gcaiteachas, faoi na meán a d'úsáid siad, agus faoi fheachtais fógraíochta sonracha a sheol siad le linn 2024. Chuir an fhaisnéis sin ar chumas OCT gníomhaíochtaí fógraíochta na gcomhlachtaí poiblí sin a chur i gcomparáid le sonraí iontaofa ar chaiteachas agus ar úsáid na meán. Ina theannta sin, lorg OCT ábhair chruthaitheacha, amhail ábhar bolscaireachta ó fheachtais ar fud na meán éagsúil, ó chomhlachtaí poiblí ag a raibh caiteachas fógraíochta ní b'airde.

Éilíodh ar chomhlachtaí poiblí sonraí a chur isteach maidir lena ngníomhaíochtaí fógraíochta don bhliain féilire 2024, agus úsáid á baint acu as na méadrachtaí a leagtar amach sa tsamhail tomhais géilliúlachta.

Raon Feidhme an Iniúchta

Cuireann an tuarascáil seo torthaí iniúchta i láthair a rinneadh ar ghníomhaíochtaí fógraíochta 397 comhlacht poiblí sa bhliain 2024. Rinne comhlachtaí

poiblí féintuairisciú ar a ngníomhaíochtaí fógraíochta ar thairseach ar líne a chuimsigh an tsamhail tomhais géilliúlachta dár tagraíodh roimhe seo. Tá OCT tar éis na sonraí a sholáthair na comhlachtaí poiblí a chros-seiceáil le sonraí fógraíochta Nielsen Ad Intel chun cruinneas cáilíochta sonraí a chinntiú. Chuimsigh an t-iniúchadh 98% de ghníomhaíochtaí fógraíochta comhlachtaí poiblí i rith 2024.

Catagóiriú na gComhlachtaí Poiblí

Rinneadh comhlachtaí poiblí a chatagóiriú ina dtrí ghrúpa ar leith bunaithe ar a dtairseach caiteachais ar fhógraíocht, mar a mhionsonraítear i dTábla 2 thíos. Tá dhá phríomhchuspóir leis an rangú sin: ar an gcéad dul síos, is féidir comparáidí a dhéanamh idir comhlachtaí poiblí a bhfuil buiséid fógraíochta den chineál céanna acu, agus ar an dara dul síos, éascaíonn sé iniúchadh ar threochtaí géilliúlachta. Léiríonn Tábla 2 freisin líon na gcomhlachtaí poiblí atá sa chatagóir áirithe de réir tairseach caiteachais.

Tábla 2

Catagóir	Caiteachas ar Fhógraíocht	Líon Comhlachtaí Poiblí
Catagóir A	≥ €750,000	25
Catagóir B	€250,000 - €749,000	46
Catagóir C	< €250,000	326
Iomlán		397

3. TREOCHTAÍ AGUS LÉARGAIS

An Earnáil Fógraíochta in Éirinn

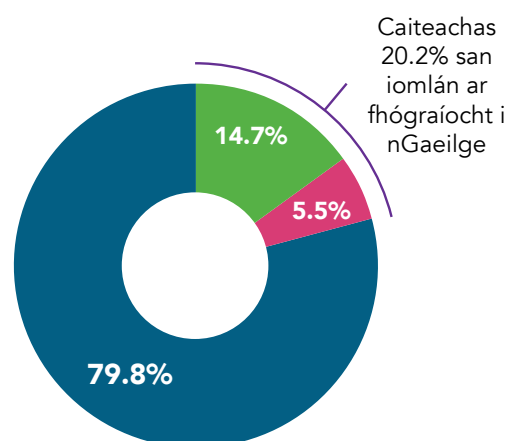
Meastar go mbainfidh an caiteachas iomlán ar fhógraíocht ar fud na n-earnálacha príobháideacha agus poiblí in Éirinn €1.5 billiún amach in 2024. Is ionann fógraíocht san earnáil phoiblí a tuairiscíodh do OCT don bhliain sin agus €93.4m, arb ionann é agus 6.2% den chaiteachas iomlán ar fhógraíocht. In ainneoin gur tháinig fás ar earnáil na fógraíochta trí chéile, tháinig laghdú 4% ar chaiteachas na gcomhlachtaí poiblí ar fhógraíocht in 2024 i gcomparáid le 2023, ó €97.3 go €93.4. Ba é ba bhun leis an laghdú sin deireadh a theacht le feachtais fógraíochta a bhain le COVID-19 a rinne comhlachtaí poiblí áirithe roimhe sin.

Thuiriscigh an chuideachta cumarsáide margaíochta Core gur tháinig fás suntasach 7.7% ar mhargadh na meán in Éirinn, arbh fhiú €1,590.0 milliún in 2024 é. Is é is cúis leis an treocht sin, de réir Core, dul chun cinn sna meáin ar líne, go háirithe i réimsí na Físe, na Meán Sóisialta, agus na Fuaimne Digití. Ina theannta sin, tá na meáin lasmuigh den bhaile (OOH) tar éis leibhéil réamh-phaindeime a shárú, agus tá spórt beo tar éis cuidiú go mór le hioncam teilifíse a mhéadú. Tá fás comhsheasmhach i gcomhréir le blianta roimhe seo le feiceáil i margaíocht raidió, agus tá dúshlán na meán clóite á thabhairt i gcónaí.

Cairt A

Caiteachas Comhlachtaí Poiblí ar Fhógraíocht i mBéarla agus i nGaeilge 2024

	Caiteachas	Céatadán
Caiteachas ar Fhógraíocht i mBéarla	€74.5m	79.8%
Caiteachas ar Fhógraíocht i nGaeilge (seachas na Meáin Ghaeilge)	€13.7m	14.7%
Caiteachas ar Fhógraíocht ar na Meáin Ghaeilge	€5.2m	5.5%



Príomhthorthaí agus Treochtaí

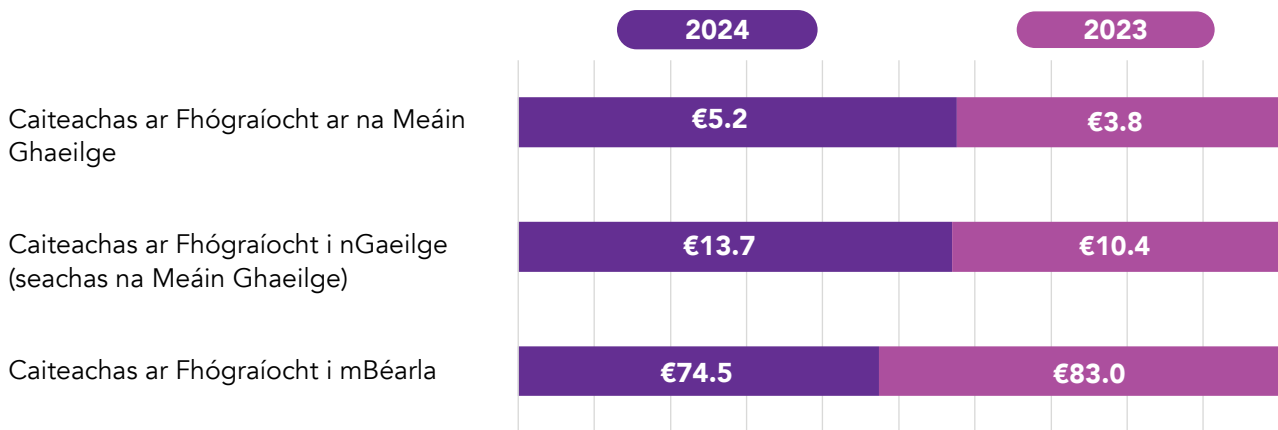
A. Caiteachas Comhlachtaí Poiblí ar Fhógraíocht tríd is tríd

Léiríonn Cairt A caiteachas comhlachtaí poiblí ar fhógraíocht i mBéarla agus i nGaeilge in 2024.

Léiríonn na torthaí a thuiriscigh comhlachtaí poiblí na díola spéise seo a leanas:

- chaith comhlachtaí poiblí €93.4m san iomlán ar fhógraíocht in 2024
- thuiriscigh comhlachtaí poiblí gur chaith siad um €19m ar fhógraíocht i nGaeilge ar gach meán (Béarla & Gaeilge)
 - ar caitheadh €5.2m de sin ar fhógraíocht sna meáin Ghaeilge
 - agus ar caitheadh €13.7m de ar fhógraíocht i nGaeilge ar na meáin Bhéarla
- chaith comhlachtaí poiblí €74.5m ar fhógraíocht i mBéarla ar mheáin dhifriúla in 2024.

Caiteachas Comhlachtaí Poiblí ar Fhógraíocht 2024 vs 2023



Ina ainneoin sin, tá laghdú (5%) ó €97m go €93.4m tar éis teacht ar chaiteachas comhlachtaí poiblí san iomlán ar fhógraíocht.

Is díol suntais é an méadú a tháinig ar an gcaiteachas ar fhógraíocht i nGaeilge, dár réir.

Measadh go raibh torthaí 2023 an-dearfach sa mhéid is gur tháinig an fhoráil reachtaíochta nua i bhfeidhm gan mórán de dheis ullmhúcháin chuici. Tá sé tábhachtach aitheantas a thabhairt don obair mhór a rinne go leor comhlachtaí poiblí agus iad meáite ar an reachtaíocht a chomhlíonadh. Mar a luadh roimhe seo, is díol suntais é gur caitheadh beagnach €19m ar fhógraíocht i nGaeilge in 2024, arbh ionann é sin agus breis is 20% den aschur fógraíochta tríd is tríd ó chomhlachtaí poiblí.

B. Géilliúlacht do Thairseacha Reachtúla

Leagann Alt 10A. (Fógraíocht ag Comhlachtaí Poiblí) d’Acht na dTeangacha Oifigiúla, 2003 arna leasú, dualgas reachtúil ar chomhlachtaí poiblí cuid shuntasach dá bhfógraíocht a dhéanamh i nGaeilge.

Forordaítear in Alt 10A go gcaithfidh comhlachtaí poiblí a chinntiú:

- gur i nGaeilge a bheidh 20 faoin gcéad ar a laghad d’aon fhógraíocht a dhéanann siad in aon bhliain, agus

- go ndéanfaidh siad 5 faoin gcéad ar a laghad d’aon airgead a chaitheann siad ar fhógraíocht in aon bhliain a úsáid chun fógraíocht a chur amach i nGaeilge ar na meáin Ghaeilge

Léiríonn na leibhéil ghéilliúlachta i measc na 397 comhlacht poiblí a ndearnadh iniúchadh orthu i ndáil leis an dá thairseach reachtúla a leagtar amach in alt 10A dul chun cinn.

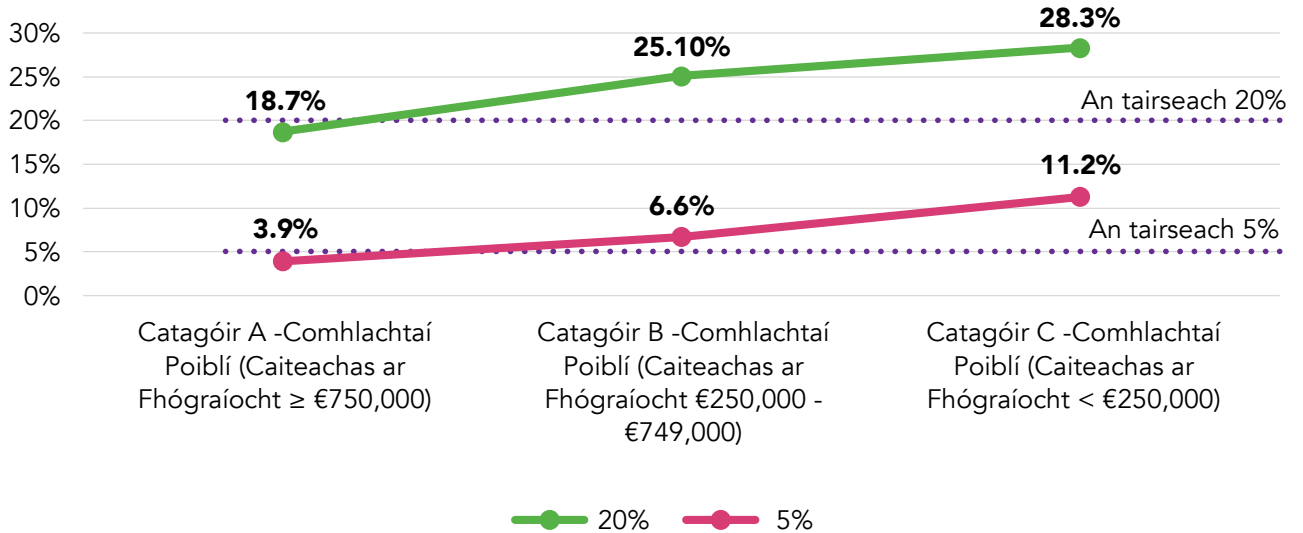
Léiríonn na torthaí a thairseach comhlachtaí poiblí do 2024 géilleadh 20.4% agus 5.4% tríd is tríd do na tairseacha reachtúla 20% agus 5% faoi seach a leagtar amach in alt 10A. Is ionann na torthaí seo agus méadú suntasach i gcomparáid le sonraí 2023, rud a léirigh an tráth sin gur bhain comhlachtaí poiblí 11% den 20% d’aschur fógraíochta i nGaeilge agus 4% den 5% den chaiteachas ar na meáin Ghaeilge amach do 2024 i gcomparáid le 3% den 5% do 2023.

Léiríonn Cairt B na leibhéil ghéilliúlachta a baineadh amach i measc comhlachtaí poiblí de réir catagóire (A,B,C – leibhéil chaiteachais) i ndáil leis na tairseacha 5% agus 20%. Léiríonn Cairt C an chaoi a ndéantar comparáid idir leibhéil ghéilliúlachta do 2024 agus 2023 de réir chatagóir an chomhlachta poiblí.

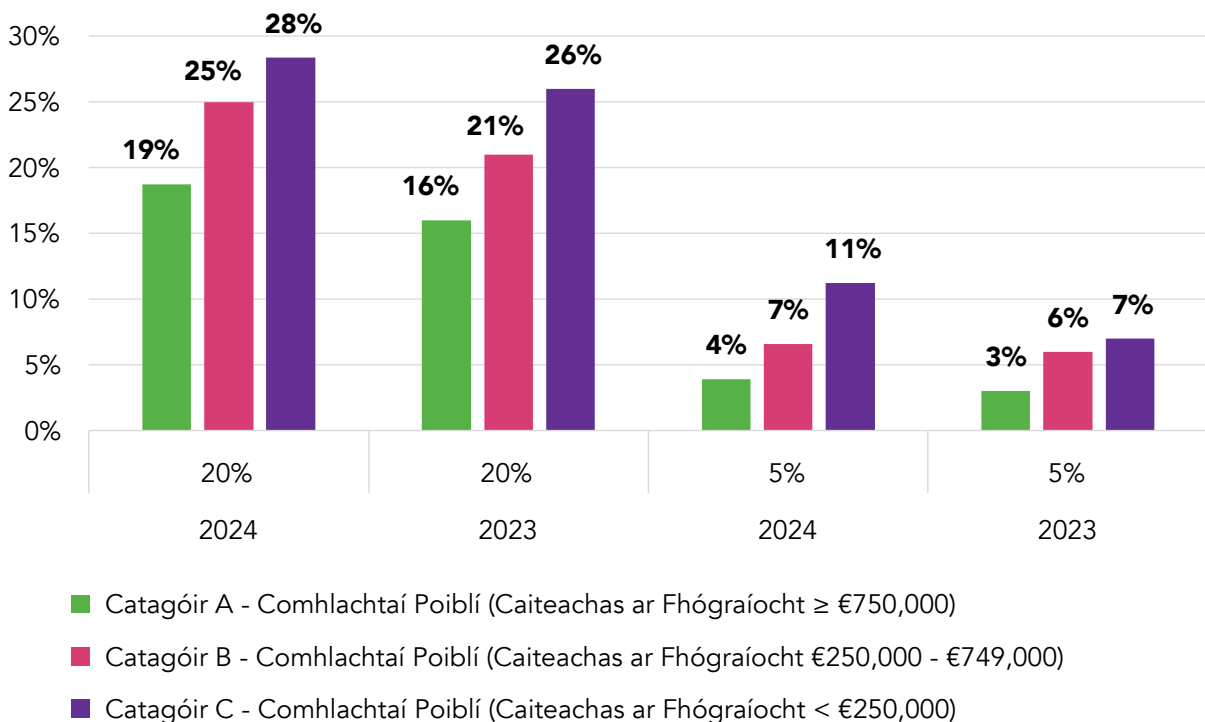
Cairt B

Leibhéil Ghéilliúlachta de réir Catagóirí Comhlachta Phoiblí (tairseacha forálacha fógraíochta i nGaeilge 5% agus 20%)

Leibhéil Ghéilliúlachta Chatagóirí an Chomhlachta Phoiblí



2024 vs 2023



Príomhdhíola Suntas

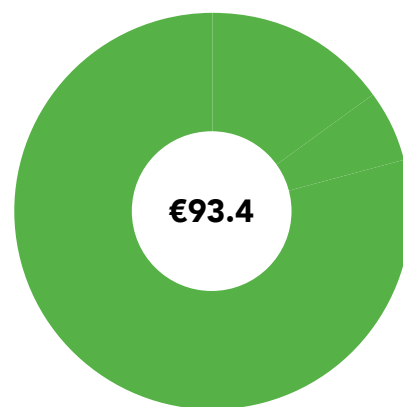
- Is feabhas nach beag iad na torthaí a baineadh amach in 2024 i gcomparáid le 2023, eadhon: baineadh 18.6% amach in 2024 i gcás na forála 20% i gcomparáid le 16% in 2023
- Léiríonn na sonraí i gCairt B thuas nár bhain **comhlachtaí poiblí Chatagóir A** (caiteachas ar fógraíocht \geq €750,000), ar an meán, an tairiseach reachtúil amach i gcás na forála 5% (fógraíocht ar na meáin Ghaeilge) agus na forála 20% (fógraíocht i nGaeilge ar na meáin uile).
 - I gcás Chomhlachtaí Poiblí Chatagóir A, baineadh 4% amach in 2024 i gcás na forála 5% i gcomparáid le 3% in 2023.
- Is fearr a chruthaigh **comhlachtaí poiblí Chatagóir B** (caiteachas ar fhógraíocht) €250,000 - €749,000) ná comhlachtaí poiblí Chatagóir A ach a raibh siad géilliúil don dá thairseach; seo a leanas an meánchéatadán fógraíochta i measc chomhlachtaí poiblí na catagóire seo:
 - 25% i gcomparáid leis an tairseach reachtúil 20%,
 - 6.6% i gcomparáid leis an tairseach reachtúil 5%.
- Seo cothrom le méadú €0.34m a chaitheamh ar na meáin Ghaeilge.
- Ba iad na torthaí i measc **comhlachtaí poiblí Catagóir C** (le Caiteachas Fógraíochta < €250,000) tríd is tríd na torthaí ba dhearfaí, áfach, eadhon:
 - 29% i gcomparáid leis an tairseach reachtúil 20%,
 - 11% i gcomparáid leis an tairseach reachtúil 5%.
 - Seo cothrom le méadú €0.74m a chaitheamh ar na meáin Ghaeilge.

C. Miondealú ar Chaiteachas ar Fhógraíocht de réir Chatagóir na gComhlachtaí Poiblí

Cairt C

Caiteachas Comhlachtaí Poiblí ar Fhógraíocht san Iomlán (2023) (Fógraíocht i mBéarla agus i nGaeilge)

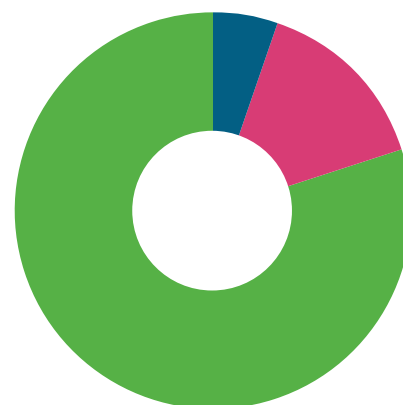
Caiteachas ar Fhógraíocht as Gaeilge agus as Béarla san Earnáil Phoiblí (2023)



Cairt D

Caiteachas ar Fhógraíocht i mBéarla agus i nGaeilge

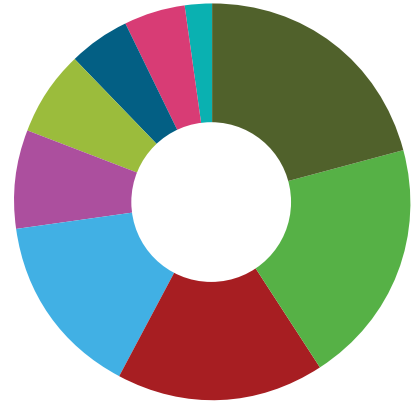
	Caiteachas	Céatadán
Caiteachas ar Fhógraíocht i mBéarla	€74.5m	79.8%
Caiteachas ar Fhógraíocht i nGaeilge (gan na Meáin Ghaeilge san áireamh)	€13.7m	14.7%
Caiteachas ar Fhógraíocht ar na Meáin Ghaeilge	€5.2m	5.5%



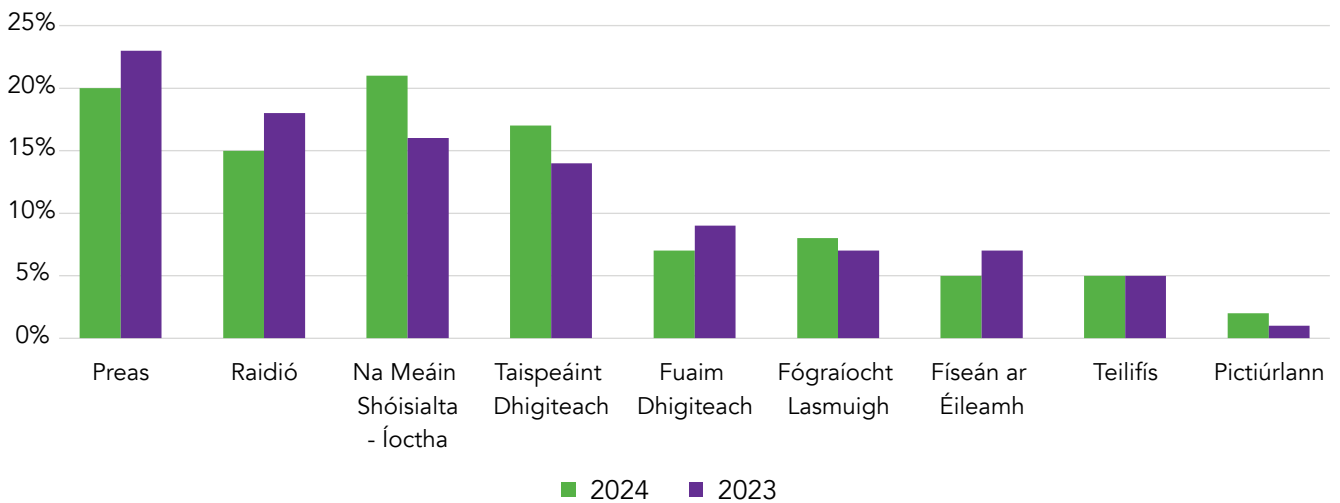
Cairt E

Meáin a úsáideann Comhlachtaí Poiblí (Fógraíocht i nGaeilge - Forálacha 20% & 5%)

	2024
Na Meáin Shóisialta	21%
Preas	20%
Taispeáint Dhigiteach	17%
Raidió	15%
Fógraíocht Lasmuigh	8%
Fuaim Dhigiteach	7%
Físeán ar Éileamh	5%
Teilifís	5%
Pictiúrlann	2%



2024 vs 2023

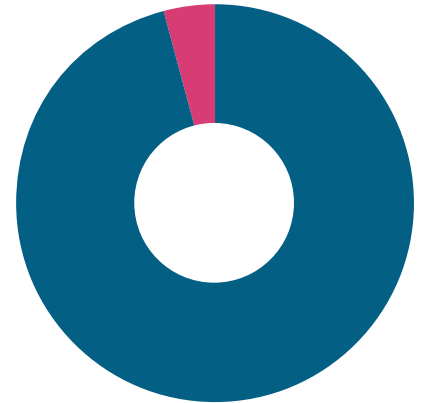


Is díol suntais é go léiríonn an chomparáid idir úsáid na meán in 2024 agus 2023 an treocht atá ann maidir le fógraíocht a aistriú chuig ardáin dhigiteacha, i.e. méadú 5% ar úsáid na meán sóisialta.

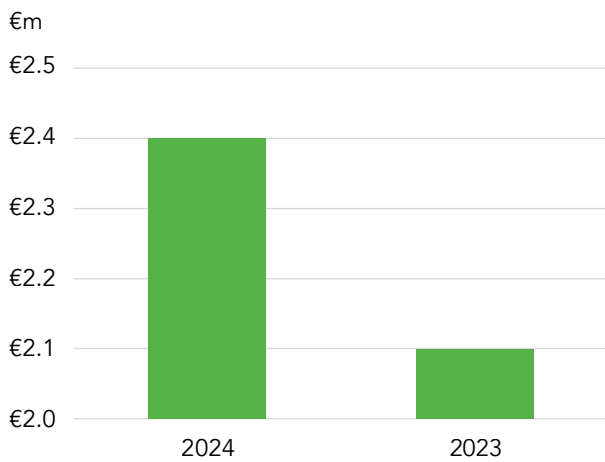
Cairt F

Caiteachas Chomhlachtaí Poiblí Chatagóir A ar Fhógraíocht

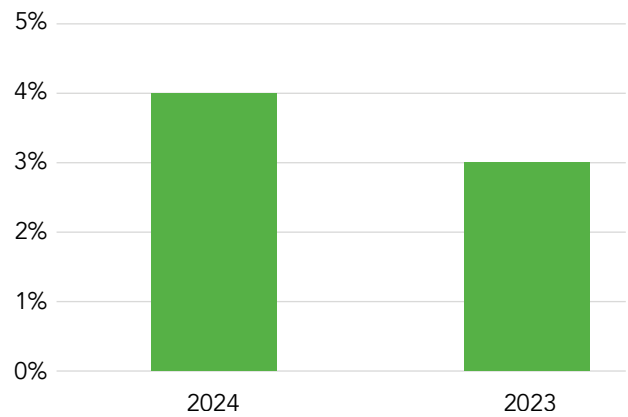
	2024	2023
Caiteachas Iomlán	€61m	€71.60m
Caiteachas: Fógraíocht ar na Meáin Bhéarla	€59m	€69.50m
Caiteachas: Fógraíocht ar na Meáin Ghaeilge	€2.4m	€2.10m
% Caiteachais ar na Meáin Ghaeilge	4%	3%



Caiteachas: Fógraíocht ar na Meáin Ghaeilge (Catagóir A)



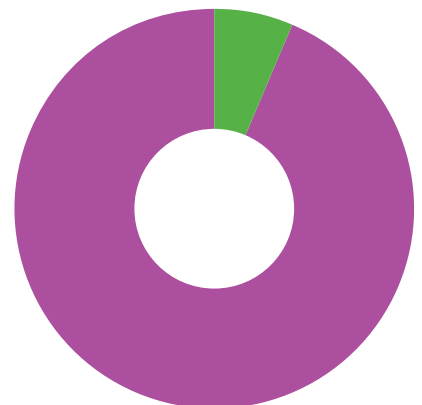
% Caiteachais ar na Meáin Ghaeilge (Catagóir A)



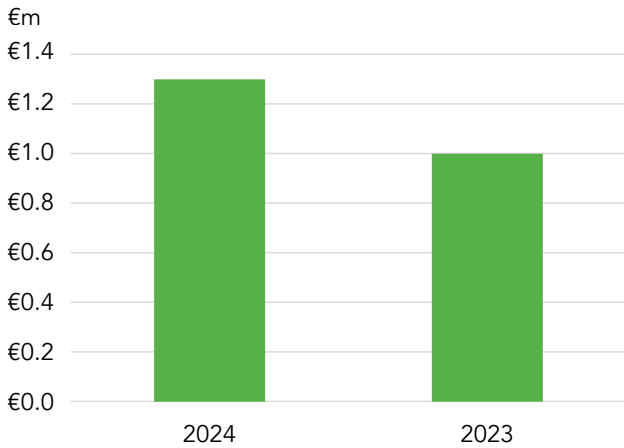
Cairt G

Caiteachas Chomhlachtaí Poiblí Chatagóir B ar Fhógraíocht

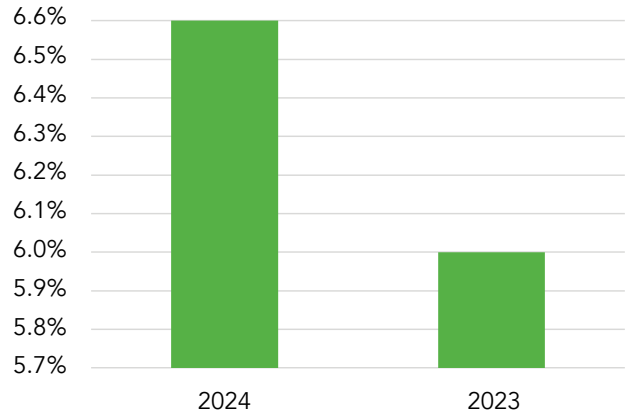
	2024	2023
Caiteachas Iomlán	€20m	€14.90m
Caiteachas: Fógraíocht ar na Meáin Bhéarla	€18.7m	€13.90m
Caiteachas: Fógraíocht ar na Meáin Ghaeilge	€1.3m	€0.96m
% Caiteachais ar na Meáin Ghaeilge	6.6%	6%



Caiteachas: Fógraíocht ar na Meáin Ghaeilge (Catagóir B)



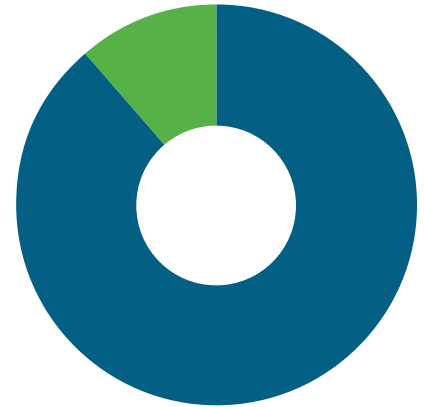
% Caiteachais ar na Meáin Ghaeilge (Catagóir B)



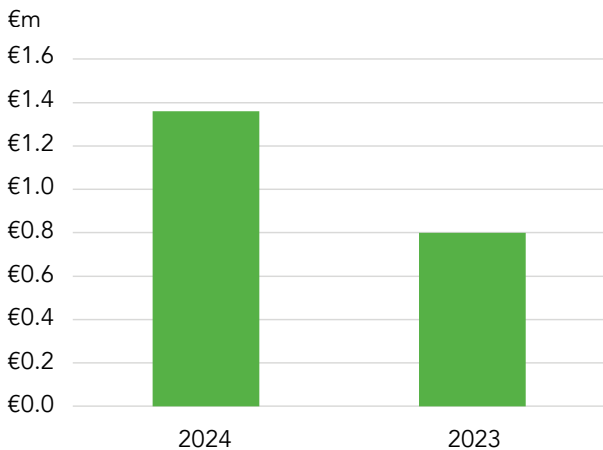
Cairt H

Caiteachas Chomhlachtaí Poiblí Catagóir C ar Fhógraíocht

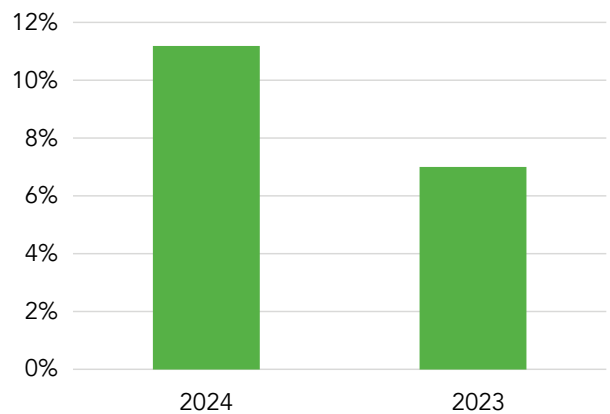
	2024	2023
Caiteachas Iomlán	€12.2m	€10.70m
Caiteachas: Fógraíocht ar na Meáin Bhéarla	€10.8m	€9.90m
Caiteachas: Fógraíocht ar na Meáin Ghaeilge	€1.51m	€0.80m
% Caiteachais ar na Meáin Ghaeilge	11.2%	7%



Caiteachas: Fógraíocht ar na Meáin Ghaeilge (Catagóir C)



% Caiteachais ar na Meáin Ghaeilge (Catagóir C)



4. DÍOLA SUNTAIS TÁBHACHTACHA EILE

Tionchar níos Leithne Alt 10A ar Chur Chun Cinn na Gaeilge

Téann na meáin i gcion go mór ar ár saol gach lá, agus téann siad i bhfeidhm ar an gcaoi a smaoinimid, a mbraithimid agus ar ár ndearcadh ar an saol mór. Roinneann na meáin, gona n-iliomad ardán agus cainéal, lena n-áirítear nuachtáin, irisí, na meáin shóisialta, raidió, teilifís agus an t-idirlíon, faisnéis leis an bpobal. Téann siad i gcion ar gach gné dár saol, agus iad ina bhfoinsí riachtanacha nuachta, faisnéise, siamsaíochta, oideachais agus ina naisc thábhachtacha shóisialta. Feictear agus cloistear an fhógraíocht go rábach sna meáin dhifriúla uile a thagann os ár gcomhair gach lá, rud a mhúnlaíonn á roghanna agus ár samhlaíocht.

I dtréimhse réasúnta gearr, tá alt 10A tar éis infheictheacht na Gaeilge ar fud ardáin dhifriúla na meán a mhéadú, rud atá ríthábhachtach chun bisiúlacht agus úsáid laethúil na teanga a chothú. Neartaíonn fás na fógraíochta i nGaeilge cearta teanga phobal na Gaeilge. Ní mór riachtanais agus leasanna éagsúla phobal na Gaeilge a áireamh ar chearta teanga a neartú, agus is céim thábhachtach chuige sin an méadú ar fhógraíocht i nGaeilge ar ardáin éagsúla na meán.

Caighdeáin Teanga san Fhógraíocht i nGaeilge

Sular tháinig Alt 10A i bhfeidhm, d'éisigh OCT nótaí comhairleacha chuig gach comhlacht poiblí maidir le cur i bhfeidhm an ailt, comhairle inar leagadh béim ar an tábhacht a bhaineann le caitheamh leis an dá theanga oifigiúla go comhionann ó thaobh caighdeáin de. I bhfianaise mhinicíocht na fógraíochta faoi alt 10A agus líon na bhfógraí atá i gceist, is díol suntais é a laghad gearán a fhaigheann OCT ina leith i gcomparáid le feidhmiú forálacha eile.

Mar sin féin, déanann OCT monatóireacht leanúnach ar a mhéad a chomhlíonann comhlachtaí poiblí Alt 10A, lena n-áirítear a chinntiú go mbíonn an Ghaeilge, idir labhairt agus chlóg, cruinn i bhfógraí. Tugadh cásanna faoi deara inarbh ábhar imní é drochchaighdeán na Gaeilge i bhfógraí, cé acu ó bhéal nó i scríbhinn. Caithfidh na páirtithe leasmhara i gcruthú agus i bhfoilsíú na fógraíochta i nGaeilge freagracht a ghlacadh as a ról sa phróiseas dearbhaithe cáilíochta, agus a chinntiú go bhfuil an fhógraíocht i nGaeilge ar ardchaighdeán. Is cur amú acmhainní é ábhar fógraíochta atá míchruinn a chur faoi bhráid craoltóra lena chraoladh.

Is den mhórtábhacht é go mbeadh ábhar fógraíochta i nGaeilge cruinn agus ceart, agus go léireodh sé a mheáite atáthar ar ardchaighdeán teanga atá saor ó earráidí comhréire, gramadaí agus litrithe agus i gcás ábhar fise agus fuaime go dtugtar aird d'fhoghraíocht, d'áiceann agus do rithim shainiúil na Gaeilge. Is tábhachtaí fós é seo nuair a chuirtear san áireamh gur aistriúcháin ar leaganacha Béarla d'fhógraí is mó a d'fhéadfadh a bheith sna fógraí Gaeilge. Ach aird a thabhairt ar an gcruinneas, cosnaímid féiniúlacht na Gaeilge agus déanaimid deimhin de go spreagfaidh an chomhréir agus an fhoghraíocht idir chainteoirí dúchais agus foghlaimeoirí. Is mó an seans go dtabharfaidh cainteoirí dúchais, ar chuid ríthábhachtach dár gcultúr iad, aird ar ábhar a léiríonn meas ar ár dteanga. Dá bhrí sin, agus an barr feabhais ina thosaíocht againn, ní hamháin go dtugaimid a ceart don teanga ach spreagaimid glúnta atá le teacht chun í a cheiliúradh agus a chothú.

Fardal na Meán Gaeilge

Forbairtí in Earnáil na Meán Gaeilge

Ceanglaítear le halt 10A go gcaithfidh comhlachtaí poiblí 5% ar a laghad dá mbuiséad fógraíochta gach bliain ar na meáin Ghaeilge. Foráiltear le halt 10A.(2)(b) gur gá 50% nó níos mó den ábhar ar mheán a bheith i nGaeilge chun an meán sin a áireamh ina meán Gaeilge.

D'fhonn cabhrú le comhlachtaí poiblí agus iad ag ullmhú do theacht i bhfeidhm na forála, d'fhoilsigh an Oifig liosta, nár liosta críochnaitheach é, de mheáin Ghaeilge a bhí ag teacht leis an sainmhíniú a fhoráiltear in alt 10A.(2)(b). Mheas OCT roinnt critéar eile a bheith riachtanach chun incháilitheacht d'fhardal na 'meán Gaeilge' a mheas, eadhon:

- Struchtúr eagarthóireachta na meán/na seirbhíse
- Struchtúr corparáideach na meán/na seirbhíse
- Ábhar/seánraí na meán/na seirbhíse, mar shampla: Nuacht/Cúrsaí Reatha, Siamsaíocht, Spórt, Taisteal, srl.
- Faisnéis faoi chúrsaíocht, sonraí úsáideoirí, liosta taighde lucht féachana/éisteachta na meán/seirbhíse
- Cineál an ábhair – e.g. róspleáchas ar ábhar statach

Chuir OCT an liosta, nach liosta críochnaitheach é, seo a leanas i dTábla 3, atá faoi réir a athraithe, chun críoch Alt 10A.(2)(b) ar fáil do chomhlachtaí poiblí.

Tábla 3

Meán	Soláthraí(-raithe)
Seirbhísí Teilifíse:	TG4
Seirbhísí Raidió:	RTÉ Raidió na Gaeltachta, Raidió na Life, Raidió Rí Rá
Preas	Comhar; Feasta; Seachtain; An Timire; An Páipéar*; ExtraG Gach Seachtain*; Scéal*
Lasmuigh den Bhaile	OOH Gaeilge*
Físeán ar Éileamh	TG4, i.e. Bloc.ie & Molscéal.ie Meoneile.ie; Tuairisc.ie, i.e. "Ar Fhaitíos Gur Chaill Tú É"
Fuaim ar Éileamh	Seachtain, i.e. Podchraoladh Seachtain*; How To Gael*; Tuairisc.ie, i.e. "An Pod Gaeilge"*; "An Pod Spórt"* & "Paiste Cainte le Helen"*
Ardáin/Taispeáintí Digiteacha	Tuairisc.ie; Nós.ie; Liathroidi.ie*; Lasair.ie*, ExtraG.ie*, An Páipéar.ie*,
Meáin Shóisialta	N/B
Pictiúrlanna	N/B

*Ardáin meán a bunaíodh ó thosach feidhme Alt 10A i mí Dheireadh Fómhair 2022

I measc na ndúshlán a chuir roinnt comhlachtaí poiblí in iúl do OCT maidir le géilliúlacht a bhaint amach sa chéad bhliain iniúchta (2023) bhí easpa fardail ó thaobh meán Gaeilge de. Ba é a bhí san easpa sin, i ndáiríre, an spás seilfe a bhí ar fáil ar a bhféadfad comhlachtaí poiblí spás fógraíochta a cheannach. Mar sin féin, tá ardáin nua meán tar éis a theacht chun cinn ó achtaíodh Alt 10A, ar ardáin ar líne den chuid is mó iad. Is é toradh na forbartha sin méadú suntasach ar infheictheacht na Gaeilge ar fud chainéil éagsúla na meán agus feabhas suntasach ar an bhfáil atá ar fhardail na fógraíochta Gaeilge. Is riléir tionchar dearfach na forála seo i dtaca le cur chun cinn na Gaeilge, ar feidhm ríthábhachtach í, agus le cur le seirbhísí poiblí a sheachadadh ar phobal na Gaeilge. Díol suntais is ea an cinneadh a rinne RTÉ Raidió na Gaeltacht i dtosach 2024 glacadh le fógraíocht tráchtála, rud a chuir le fardal na meán Gaeilge atá ar fáil do chomhlachtaí poiblí.

Faire ar Ghéilliúlacht

Tá OCT ag faire go gníomhach ar a mhéad atá comhlachtaí poiblí géilliúil d'alt 10A. Is díol suntais agus dóchais é an méadú a tháinig ar leibhéal ghéilliúlachta d'alt 10A in 2024 i gcomparáid le 2023. Tá OCT meáite i gcónaí ar a chinntiú go dtuigeann gach comhlacht poiblí go hiomlán a n-oibleagáidí faoin rialachán seo agus go gcomhlíonann siad na hoibleagáidí sin. Thuairiscigh OCT méadú 55% ar chásanna (593) in 2024, ar mhéadú ar 381 cás in 2023 é, inar tugadh comhairle do chomhlachtaí poiblí maidir lena n-oibleagáidí faoi Acht na dTeangacha Oifigiúla, 2003 arna leasú; ba le halt 10A a bhain cuid shuntasach de na cásanna comhairle sin. Níl amhras ach go raibh an chomhairle a cuireadh ar fáil ríthábhachtach chun feabhsuithe ar an ngéilliúlacht d'Alt 10A a bhaint amach in 2024.

Leanfaidh OCT den fheachtas comhairliúcháin d'fhonn cuidiú le comhlachtaí poiblí maidir lena ngéilliúlacht d'Alt 10A.

Diagram A
Cornerstones of the National Plan

The key objective of the National Plan is to set out a clear pathway for increasing the number, and improving the standard, of public services in Irish.

The Irish Language Services Advisory Committee, which was established by the Minister for the Gaeltacht in June 2022, plays a vital role in the development of the Plan and the oversight of its implementation. The Government launched the first National Plan in October 2024.

New Language Standards

- The new Language Standards system will set out additional public services that public bodies will be obliged to provide in Irish.
- The Language Standards will also set out the level of proficiency in Irish that staff providing the services must have.
- Language Standards are prescribed by the Minister for the Gaeltacht.



20% Irish-Language Proficient Recruits

- Public bodies must ensure that one in every five staff members recruited between May 2022 – December 2030 are proficient in Irish.
- A systemic national strategy is essential to effectively coordinate and measure progress regarding the 20% provision.

New National Plan

National Infrastructure

- The current national infrastructure for delivering public services in Irish needs considerable improvement.
- Establishing regional campus hubs in the Gaeltacht and throughout the national language planning infrastructure must be considered to improve access to essential public services in Irish. Such hubs would help to concentrate public services in Irish, the number of public sector staff with competency in Irish delivering those services, while also responding to the increased demand for public services in Irish from the language community.



Irish-medium University Education Strategy

- There is an urgent need to develop a new national Irish-medium university education strategy to dramatically increase the number of graduates proficient in Irish that will be available to the public sector.



Workforce Planning

- Workforce planning that incorporates staff with proficiency in Irish must be embedded in the organisational planning of public bodies.
- The national workforce planning model, which is currently being implemented by public bodies under the guidance of the Department of Public Expenditure, NDP Delivery and Reform, should be used to this end.

Léaráid A Crainn Taca an Phlean Náisiúnta

Is é príomhchuspóir an Phlean Náisiúnta conair shoiléir a leagan amach chun líon agus caighdeán seirbhísí poiblí i nGaeilge, a mhéadú agus a fheabhsú.

Tá ról ríthábhachtach ag an gCoiste Comhairleach um Sheirbhísí Gaeilge, a bhunaigh an tAire Gaeltachta i mí an Mheithimh 2022, i bhforbairt an Phlean agus maoirsiú a dhéanamh ar a chur i bhfeidhm. Sheol an Rialtas an chéad Phlean Náisiúnta i Mí Dheireadh Fómhair 2024.

Caighdeáin Teanga Nua

- Is é córas nua na gCaighdeáin Teanga a leagfaidh amach cé na seirbhísí poiblí nua a chaithfidh comhlachtaí poiblí a sholáthar i nGaeilge.
- Leagfaidh na Caighdeáin Teanga amach freisin an leibhéal inniúlachta sa Ghaeilge a chaithfidh a bheith ag an bhfoireann a bheidh ag soláthar na seirbhíse thar ceann an chomhlachta phoiblí.
- Aire na Gaeltachta a leagfaidh síos na Caighdeáin Teanga nua a bhfuil ar chomhlachtaí poiblí cloí leo.



20% d'Earcaigh inniúil sa Ghaeilge

- Tá dualgas ar chomhlachtaí poiblí a chinntiú go mbeidh inniúlacht sa Ghaeilge ag duine as gach cúigear ball foirne a earcaíonn siad idir Bealtaine 2022 – Nollaig 2030.
- Teastaíonn cur chuige córasach náisiúnta le comhordú agus tomhais a dhéanamh ar chur chun cinn na forála 20%.

An Plean Náisiúnta



Bonneagar Náisiúnta

- Ní mór an bonneagar náisiúnta do sheachadadh seirbhísí poiblí i nGaeilge a fheabhsú go mór.
- Caithfear breithniú a dhéanamh ar mhoil campais réigiúnacha a bhunú sa Ghaeltacht agus ar fud an bhonneagair náisiúnta pleanála teanga chun feabhas a chur ar rochtain ar chroíseirbhísí poiblí i nGaeilge. Chabhródh moil den sórt sin le dlús seirbhísí poiblí i nGaeilge a threisiú, dlús na foirne le Gaeilge san earnáil phoiblí a threisiú, agus ag an am céanna freastal ar éileamh méadaithe ar sheirbhísí poiblí i nGaeilge ó phobal na teanga.



Pleanáil Fórsa Saothair le Gaeilge

- Caithfear pleanáil don fhórsa saothair atá inniúil sa Ghaeilge a neadú i bpleanáil eagraíochtúil na gcomhlachtaí poiblí.
- Ba chóir an tsamhail phleanála d'fhórsa saothair náisiúnta atá á feidhmiú cheana ag comhlachtaí poiblí faoi threoir na Roinne Caiteachais Phoiblí, Sheachadadh PFN agus Athchóirithe a fheidhmiú chun na críche seo.

Straitéis Ollscolaíochta Ghaeilge

- Tá géar-riachtanas ann straitéis náisiúnta nua don Ollscolaíocht Ghaeilge a fhorbairt d'fhonn méadú as cuimse a chur ar líon na gcéimithe le Gaeilge a bheidh ar fáil don tseirbhís phoiblí.