

**Title:**

Dr

**Forename:**

Gearoid

**Surname:**

O Triombail

**Representing:**

Self

**Organisation (if applicable):**

**What additional details do you want to keep confidential?:**

No

**If you want part of your response kept confidential, which parts?:**

**Ofcom may publish a response summary:**

Yes

**I confirm that I have read the declaration:**

Yes

**Additional comments:**

I wish to submit my comments below in relation to the context of PSB, both television and community radio broadcasting, within in Northern Ireland and in particular to the use of the Irish language within the PSB system.

**Question 1: Do you agree with our assessment of the context in which the PSB system operates, and how the trends identified might affect the PSB system? In particular, do you agree with our analysis of the independent production sector:**

**Question 2: Have we identified the key differences in Northern Ireland, Scotland and Wales?:**

No - there needs to been a greater input and visible acceptance through Ofcom's own role in mainstreaming the use of Irish language throughout the television stations of the PSB system

as a whole in Northern Ireland. The Irish Language is one of only four recognised languages within the UK (English, Irish, Welsh and Scots Gaelic) that is further re-enforced by the European Charter for Minority and Lesser Used Languages which Westminster regularly reports on. Comparing the Irish Language and Ulster-Scots (afforded protection under Part II only of the Charter whereas Part III is afforded to the three regional languages above-mentioned) in every instance does not adequately assess the different linguistic needs in broadcasting.

**Question 3: Do you agree with our assessment that the PSB system remains strong overall?:**

**Question 4: Given the resources available, to what extent is the system meeting the needs of as wide a range of audiences as practicable?:**

**Question 5: Given the resources available, does the PSB system deliver the right balance of spend and output on programming specifically for audiences in Wales, Scotland and Northern Ireland and programmes reflecting those nations to a UK-wide audience?:**

**Question 6: Is declining investment affecting the quality of PSB and is it a cause for concern?:**

**Question 7: Do you agree with Ofcom's provisional findings in the Review of C4C's delivery of its media content duties?:**

**Question 8: To what extent do you agree with our assessment of the degree to which the non-PSB services play a role in helping to deliver the public service objectives? In doing so please set out your views on the delivery by the PSB portfolio channels, other non-PSB channels, on-demand and internet services and also radio services separately.:**

**Question 9: How likely are we to see steady evolution and have we identified all of the potential alternative scenarios and risks to the system?:**

**Question 10: How might incentives to invest change over time?:**

**Question 11: Have we identified all the relevant ways in which the PSB system might be maintained and strengthened?:**

Not in relation to ensuring adequate support for the facilitation of local community stations that can part or fully broadcast through the medium of the Irish language - existing example of Raidio Failte (broadcasting in Irish) as an award winning station must be strengthened and built upon as a means to support further satellite Irish language bases outside of the Belfast area

**Question 12: Does universal availability and the easy discoverability of PSB remain important and how might it be secured in future?:**

Yes

**Question 13: Should we explore the possibility of giving greater flexibility to PSB institutions in how they deliver public service content, including examining the scope (in some or all cases) for regulating by institution, not by channel?:**

This may be useful in mainstream the introduction and use of Irish in the television PSB institutions in particular

**Question 14: Do the current interventions in relation to the independent production sector need to change in light of industry developments?:**

There remains a greater need now so more then ever to further ringfence funding for the independent production sector of Irish Language programmes that has successfully flourished in Northern Ireland since the inception of the Irish Language Broadcast Fund - this is a limited fund which is due to expire shortly and retaining funding for this sector in its absence is a necessity

**Question 15: Have we identified the right options when considering potential new sources of funding, are there other sources of funding which should be considered, and which are most preferable?:**