Section 10A – Advertising by Public Bodies Official Languages (Amendment) Act, 2021.

Portal V2 for 2026 Metrics to be reported in Spring 2027

An Coimisinéir Teanga

# *1. 2026 Update to Compliance Portal*
## *15/01/2026*

# Introduction

It is now over three years since we issued advisory notes on 10A and two years since we launched the associated portal. In the intervening period we have had a lot of feedback from public bodies with regard to what works and what doesn't.

From Oifig an Choimisinéara Teanga's (OCT) perspective we also have two years of data, which has revealed certain trends.

# What's working well:

- The gathering of data on 5% spend is deemed to be straightforward.
- It has been suggested that the measurement metrics for 20% should be streamlined. In that regard, we will just have one reporting option for TV, OOH, Cinema, Press, Radio. We will continue to have two reporting options for digital media, in order as to facilitate 1 in 5 copy rotation.

# Then there are key issues that have been raised:

- A lot of newspaper circulation figures are out of date and few publications are audited
- Radio listenership figures have proven to be increasingly difficult to verify and indeed many smaller stations don't have reliable data available.
- Having reviewed two years of data, an issue for OCT is that some public bodies have very high figures for some media (well beyond 20%) while only spending a small amount of their total budget on the particular medium e.g. you could have all your cinema ads in Irish (100%) with a very small cinema budget. This in turn artificially distorts the cumulative results.

# Addressing the Issues in order to streamline the Compliance Portal in 2026:

- Issue #1: Press - Newspaper circulation figures are out of date and few publications are audited. From January 2026, you will only be obliged to provide the number of press insertions (ads) you placed in a year. Parity of Esteem rules apply. (See slide 10)
- Issue #2: Radio - Radio listenership figures have proven to be increasingly difficult to verify and indeed many smaller stations don't have reliable data available. From January 2026, you will only be obliged to provide the number of radio spots (ads), you placed in a year. Parity of Esteem rules apply. (See slide 10)

# Addressing the Issues in order to streamline the Compliance Portal in 2026:

- Issue #3 - Having reviewed two years of data an issue for Oifig an Choimisinéara Teanga is that some public bodies have very high figures for some media (well beyond 20%) while only spending a small amount of their total budget on the particular medium e.g. you could have all your cinema ads in Irish (100%) with a very small cinema budget. This in turn artificially distorts the cumulative results. To avoid such artificial distortions, we are introducing a spend weighting to the portal. This spend weighting mechanism will ensure that the final percentages are proportionate to the amount spent by media.

# Conclusion

In summary, please continue using the existing portal for reporting on 2025 metrics. This is a new portal that will go live on XXX and it will be used for 2026 metrics onwards. We are sending it out now so you are aware, in advance, of three significant changes:

- Number of press ads/insertions can be used, rather than circulation, from 2026 onwards. Parity of esteem applies (see advisory note slide 9)
- Number of radio ads/spots can be used, rather than listenership, from 2026 onwards. Parity of esteem applies.
- A budget weighting system is being introduced to make sure the final percentages reflect spend by media

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## 2. *Supplementary Advisory Note*

# Measurement Metrics (1)

| Measurement of 20% | Measurement | Description |
|---|---|---|
| **Media** | **Definition** | **Detail** |
| Print/Magazine Advertising | Number of press insertions (ads) in a given year. | Parity of esteem must be exercised whereby ads inserted in Irish language should be similar in size of the ad as those in English. In addition, Irish language press insertions (ads) should not be disproportionately weighted toward smaller circulation publications |
| Radio Advertising | Number of radio spots (ads) in a given year. | Parity of esteem must be exercised whereby ads in the Irish language should be of similar length as those in English. In addition, Irish language spots (ads) should not be disproportionately weighted toward lower listenership stations or lower listenership times of day |

# Measurement Metrics (2)

| Measurement of 20% | Measurement | Description |
|---|---|---|
| **Media** | **Definition** | **Detail** |
| Audio Advertising | Number of impressions (or 1 in 5) in a given year. | Parity of esteem must be exercised whereby ads in the Irish language should be of similar length as those in English. In addition, Irish language spots (ads) should not be disproportionately weighted toward lower listenership platforms |
| OOH - Out of Home/Outdoor Advertising | Total number of sites in a given year. For digital formats please convert to site equivalents. | Parity of esteem must be exercised whereby ads in the Irish language should be of similar size and on similar quality sites as those in English. |

# Measurement Metrics (3)

| Measurement of 20% | Measurement | Description |
|---|---|---|
| **Media** | **Definition** | **Detail** |
| Cinema | Number of admissions in a given year. | Parity of esteem must be exercised whereby ads inserted in Irish language should be a similar length as those in English. |
| TV | Number of TVR's in a given year. | Parity of esteem must be exercised whereby ads inserted in Irish language should be a similar length as those in English. |
| VOD – Video On Demand | Number of impressions (or 1 in 5) in a given year. | Parity of esteem must be exercised whereby ads in the Irish language should be of similar length as those in English. In addition, Irish language spots (ads) should not be disproportionately weighted toward lower viewership/reach platforms |

# Measurement Metrics (4)

| Measurement of 20% | Measurement | Description |
|---|---|---|
| **Media** | **Definition** | **Detail** |
| Digital Display | Total number of impressions (or 1 in 5) in a given year. | Parity of esteem must be exercised whereby ads inserted in Irish language should be similar in size of the ad as those in English. In addition, Irish language ads should not be disproportionately weighted toward lower viewership/reach platforms |
| Social Media | Total number of impressions (or 1 in 5) in a given year. | Parity of esteem must be exercised whereby ads in the Irish language should be of similar length or size as those in English. In addition, Irish language ads should not be disproportionately weighted toward lower viewership/reach platforms |

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# *3. Supplementary FAQ*

# FAQ

**In the portal why do Print and Radio have Irish and English broken out but Display and TV aren't?**

There are standard industry measurements (TVR's) that are acceptable for advertising on both Irish and English language TV stations. Similarly for Display, the standard industry measurement (impressions) are acceptable for all platforms.

However, when it comes to Print and Radio in the Irish market there aren't standard metrics available as many media owners don't have verified circulation or listenership figures i.e. the spend weighting needs to be introduced to make up for the lack of acceptable measurement metrics.

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# 4. Demonstration Video

# Demonstration Video for the new Portal

*Click HERE for to access the demonstration video of the new Portal*

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# *5. Metrics Tables from the Guidance Video for Portal V2*

# 5% Table Sample

# 3.A.1

Please complete the table below (5% Audit)

- **All numeric input cells are required - enter "0" where applicable**

| Channel | Total Ad Spend € | Ad Spend in Irish-Language Media € | Further Comments by Public Body |
|---|---|---|---|
| **Video on Demand** | 755116 | 0 | Enter text... |
| **Social Media** | 804258 | **N/A** | Enter text... |
| **Digital Audio** | 315927 | 2080 | Enter text... |
| **Digital Display** | 487882 | 91560 | Enter text... |
| **Irish Language Print** | 8649 | 8649 | Enter text... |
| **English Language Print** | 76261 | **N/A** | Enter text... |
| **Irish Language Radio** | 102580 | 102580 | Enter text... |
| **English Language Radio** | 2057478 | **N/A** | Enter text... |
| **Out of Home** | 245669 | 0 | Enter text... |
| **Television** | 1169410 | 41480 | Enter text... |
| **Cinema** | 0 | **N/A** | Enter text... |
| | | | |
| **Total Ad Spend €** | 6023230 | 246349 | |
| **Ad Spend in Irish Language Media as % of Total** | 4.09 | | |

# 20% Table Sample

# 3.A.2

## Please complete the table below (20% Audit)

- **For the first four rows you must choose the Measure (Impressions / 1 in 5 / Not applicable).**
- **If "1 in 5" is chosen*, you must enter "5" in the total column and "1" in the Irish column.**
- **All input cells are required - enter "0" where applicable**

*1 in 5 is only to be used where impressions are not available

| Channel | Measure | Total # | Irish # | English # | Irish Visibility % | % Spend | Spend Weighted Visibility % |
|---|---|---|---|---|---|---|---|
| **Video on Demand** | Impressions | 56053428 | 20104017 | 35949411 | 35.87 | 12.54 | 4.5 |
| **Social Media** | 1 in 5 | 5 | 1 | 4 | 20 | 13.35 | 2.67 |
| **Digital Audio** | Impressions | 19816194 | 8500461 | 11315733 | 42.9 | 5.25 | 2.25 |
| **Digital Display** | Impressions | 88369153 | 47017428 | 41351725 | 53.21 | 8.1 | 4.31 |
| **Irish Language Print** | **Insertions** | 20000 | 20000 | 0 | 100 | 0.14 | 0.14 |
| **English Language Print** | **Insertions** | 80000 | 10000 | 70000 | 12.5 | 1.27 | 0.16 |
| **Irish Language Radio** | **Spots** | 40000 | 40000 | 0 | 100 | 1.7 | 1.7 |
| **English Language Radio** | **Spots** | 200000 | 0 | 200000 | 0 | 34.16 | 0 |
| **Out of Home** | **Sites** | 12692 | 2888 | 9804 | 22.75 | 4.08 | 0.93 |
| **Television** | **TVRs** | 5565 | 1113 | 4452 | 20 | 19.41 | 3.88 |
| **Cinema** | **Admissions** | 0 | 0 | 0 | 0 | 0 | 0 |
| | | | | | **Totals:** | 100 | 20.54 |

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