



# COMHAR

Aighneacht don Choimisiún um  
Thodhchaí na Meán in Éirinn



Márta 2021



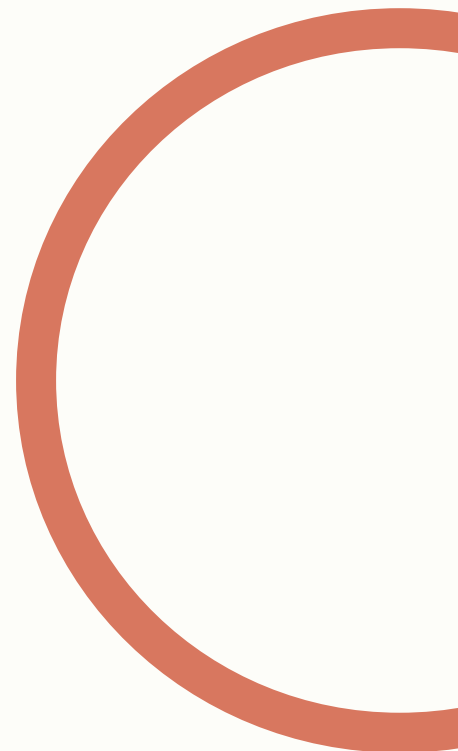
The Commission's work is taking place against the backdrop of global upheaval in politics and communications. While 'alternative facts' and 'fake news' are seen as recent threats to public discourse and informed debate, they have been a constant feature in the presentation and portrayal of events since human communication began.

What is new is the speed of spread and global reach of these phenomena. The regulation and funding of public service media in a small open democracy like Ireland must take account of this rapidly changing environment while acknowledging the limited capacity of national regulation and funding to counter the influence of global communications conglomerates and unregulated internet entities.

This submission was made following consultation with the online news service Tuairisc.ie and Tuairisc.ie fully supports its recommendations, in particular those measures designed to deal with the inadequate funding of Irish language print-based media.

The principal points to be considered from *Comhar's* perspective are:

- Well-funded and transparently regulated publicly owned media services are an essential element in democratic society
- The Irish language is a vital and uniquely Irish part of that media landscape
- Clear public service criteria including wide popular reach to be under regular review and NOT based on market failure arguments
- Not all public service media content is originated or carried by the publicly owned media services
- The funding base for public service media content should be expanded:
  - o The tv licence fee to be replaced by an annual house-hold single charge to cover any electronic devices capable of receiving content
  - o Such a charge to be made on all institutions (public and private) where this content is consumed on a sliding incremental scale; pubs, hotels etc.
  - o A levy expressed as a percentage of Irish turnover to be raised on all television content carriers; cable, satellite and terrestrial
  - o A levy on British-based tv channels selling opt-out advertising in the Irish market
  - o A levy on nationally regulated telcos offering streaming of television content
- o A 'Netflix' type levy to be imposed on internationally based platforms that offer streaming and other services based on a percentage of Irish turnover
- Irish print-based media – especially Irish language print-based media - and other Irish regulated media services should have access to a percentage of the funding accruing from these charges based on clearly defined public service criteria and full transparency
- The new Media Regulator to be aligned to the Data Protection Commissioner to effect greater invigilation of internet-based services



## Comhar

*Comhar* was founded in 1942 and since then has been the primary periodical in the Irish language offering its readers creative writing by the best of writers and poets, incisive journalism and commentary on current affairs at a national and international level and also literary criticism surveying Irish language and Scottish Gaelic literature. It is available monthly in print or on-line.

In addition *Comhar* is also engaged with the following projects on an ongoing basis:

- LeabhairCOMHAR, a publishing house which offers between five and seven new titles per year in various genres.
- COMHARTaighde, the only peer-reviewed on-line academic e-journal dealing with contemporary Irish language literature and related matters.
- COMHARÓg, an annual publication targeting Transition Year students and featuring writing from that group
- PORTRÁIDÍ NA SCRÍBHNEOIRÍ GAEILGE, an initiative developed with Foras na Gaeilge that published a substantial compendium of contemporary writers in Irish with individual photographic portraits and details of their writings. It is now also an active and expanding data-base.
- CLÓ, a new in-print currently being developed with the assistance of academic staff from Universities where Irish is taught. This aims to be a vehicle for publishing monographs and specialist studies in Irish language and literature.

*Comhar* has a full-time staff of two.

## Tuairisc.ie

Tuairisc.ie, the national Irish language on-line news service, is based in the Conamara Gaeltacht and was founded in October 2014. Since then, nearly 1.7 million unique users have paid more than 5.6 million visits to the site, accounting for over 13.3 million pageviews.

It is evident that Tuairisc.ie regarded as an excellent and trusted service by its readers. Although Tuairisc.ie was funded to produce a digital newspaper once a week, for the last six years it has provided a daily news service for Irish speakers in Ireland and abroad.

In order to remain relevant in a constantly changing arena, Tuairisc.ie will require significant additional resources in the years ahead to maintain its high standards and to further develop its service.

Tuairisc.ie has four full-time employees.

## Irish language media

Irish monks began writing marginalia in their own language in Latin manuscripts fifteen hundred years ago, making Irish the oldest and most enduring vernacular European language with a written tradition. The language of the majority of people in Ireland up until the immediate post-Famine period, Irish is now the daily means of communication of barely 2% of the population of the Republic. Since the foundation of the state, one hundred years ago, it has been recognised policy that state-sponsored interventions are necessary to give support to the shrinking Gaeltacht and to incentivise younger people to maintain the living language. The majority of Irish people believe it is important to maintain Irish as a spoken and written language.

Media initiatives to off-set language decline have included the establishment of RTÉ Raidió na Gaeltachta in 1972 and the introduction of TG4 in 1996. State support for these services is close to €60 million per annum. The state has also given financial support to various print-based media of which *Comhar* is the most enduring example. But such funding is significantly poorer than that provided to the two media outlets above. Since 2014, the State has provided €500,000 per annum to fund print-based/written media. In excess of €800,000 per annum was available before that date. Current state funding for *Comhar's* core activity of the monthly journal has been reduced in 2021 by 33% by Foras na Gaeilge. (The two other print-based media Tuairisc.ie and NÓS.ie are available online only.) *Comhar*, Tuairisc.ie and NÓS.ie believe the current funding model is wholly inadequate. It is an obstacle to the development of services of great importance to Irish speakers at home and abroad and undermines the viability of language itself. A language lives through speaking and writing.

*Comhar* shares the view of the majority of Irish people that properly resourced and funded public owned media services are vital to a healthy democracy, enhanced artistic activity and a distinctive sense of Irishness in a globalised media environment. While criticism is levelled at RTÉ as exercising undue dominance in the Irish media environment, such criticism is primarily based on commercial competitors desire for increased advertising revenue. It ignores the international ownership and correspondingly greater resources of all RTÉ's television competitors. Where revenues from commercial advertising fell sharply on foot of the

## 'It is an obstacle to the development of services of great importance to Irish speakers'

banking crisis, they are unlikely to recover fully due to the disruption of on-line advertising and the relentless growth of huge platform operators such as Google, Facebook etc. Seeking an advertising-free RTÉ/TG4 ignores the consequent requirement to, at the very least, double the public funding available to them to maintain output at current seriously weakened levels. Mixed funding is likely to remain as essential a part of the Irish approach as it has been since the earliest days of broadcasting.

*Comhar* believes the Irish language is a defining characteristic of public service media in Ireland. Its endangered status as a minority language means specific and generous support for it must form an irreducible element of media commitments into the future. The new regulatory landscape should embrace a review of the definition of Public Service Media in the Broadcasting Act (2009). Vital to the health of Public Service Media will be an understanding and commitment to inclusion in future definitions of broadly popular programming across all genres and rejection of reductionist 'market failure' arguments. RTÉ's requirements with regard to the Irish language must be expanded in a properly funded future. TG4's over-reliance on English language acquisitions must be addressed through enhanced funding and a possible obligation to carry much more European-sourced content.

*Comhar* recognises that many local radio services and a national one such as Newstalk broadcast many programmes of a public service in their schedules. Their commitment to Irish language programming is fitful at best and the new regulatory regime should investigate increased Irish language content provision in return for greater access to public funding.

Irish-owned print-based media (including on-line services) should have access to an enhanced public service fund on a similar basis to underpin investigative journalism, long-form writing and creative outlets for new writers. This applies to Irish language print-based media to an even greater extent.

## Recommendations

The public funding base for Public Service Media should be radically expanded to take account of the increasingly international origin of both content and methods of carriage. Other countries in Europe have designated levies on international services and on platform providers. Australia has shown a possible way forward in addressing the wholly distortive effect of the mega-monopolies, Google, Facebook etc.

An annual charge equivalent to the current tv licence fee (adjusted for inflation; the last increase was in 2008) should be collected by the Revenue Commissioners from each household where any electronic device is capable of receiving content. This charge, adjusted on an incremental scale, should be made on all public and private institutions where content is consumed. (Hotels, public houses, public lobbies etc.).

All carriers of television services (satellite, cable, digital terrestrial) should pay an annual levy based on a small percentage of their turn-over in the Irish market.

In excess of fifty British-based and regulated television services sell opt-out advertising into the Irish television market. An annual charge should be raised against their income from the Irish market or simply as a precondition for access to the Irish television market.

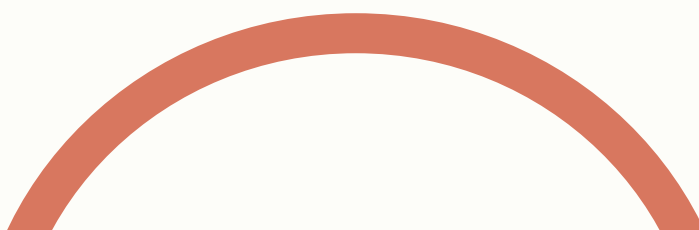
All Irish regulated telcos offering streaming of television content should pay an annual levy for this activity possibly based on a model for calculating revenue thus derived. Or again simply as an annual flat charge to be adjusted for inflation.

Internationally based streaming services such as Netflix, Apple TV and Disney Plus etc. should be subject to an annual charge based on their turnover in the Irish market. This model has already been adopted in a number of European territories where funds so derived are directed at domestic film production. A similar commitment to long-form drama for television or theatrical release could form part of the specified usage of the newly augmented PSM fund at the discretion of the Regulator. As countries follow Australia's engagement with internet giants, Ireland should prepare for similar engagement.

Significant consideration and planning should be given to how best the new Media Regulator may be aligned with the Data Protection Commissioner to allow for greater vigilance and stricter regulation of internet-based services.

It is possible through increased efficiency in collection of such a charge and the expansion of additional charges to include the services specified above to increase the funding base for a PSM fund by 50%. RTÉ and TG4 should have access to increased funding on the basis of measurable commitments including particularly Irish language content.

It is of critical importance that Irish language print-based media have access to ring-fenced portion of an increased PSM fund. These media are intrinsically a public service and a vital part of any strategy to ensure that the Irish language survives.



## Aighneacht don Choimisiún um Thodhchaí na Meán in Éirinn

Tá a gcuid oibre ar siúl ag an gCoimisiún tráth a bhfuil cúrsaí polaitíochta agus cumarsáide ina gcóir thuathail ar fud an domhain. Cé go bhféachtar ar 'fhíricí malartacha' agus 'an bhréagnuacht' mar bhagairt nua don dioscúrsa poiblí agus don phlé atá bunaithe ar eolas, bhí na rudaí seo ina gcuid den chur i láthair agus den chur síos a dhéantar ar eachtraí an duine ó thosaíomar i mbun cumarsáide le chéile den chéad uair.

An rud atá nua faoi na nithe seo ná a sciobtha is a scaiptear ar fud na cruinne anois iad. Maidir le rialú agus maoiniú na meán seirbhíse poiblí i dtír bheag dhaonlathach oscailte amháil Éire, caithfear an t-athrú tapa atá ag teacht ar chúinsí na meáin a chur san áireamh.

Caithfear a aithint chomh maith go bhfuil teorainn leis an méid gur féidir leis an rialú agus an maoiniú náisiúnta a dhéanamh chun cur i gcoinne thionchar na n-ollchomhlachtaí domhanda agus dreamanna réamhrialaithe ar líne.

Cuireadh an aighneacht seo i dtoll a chéile i ndiaidh dul i gcomhairle leis an tseirbhís nuachta ar líne Tuairisc.ie agus aontaíonn Tuairisc.ie go hiomlán leis na moltaí ann, go háirithe na beartais a bhfuil sé mar chuspóir acu dul i ngleic leis an maoiniú easnamhach atá ar fáil do na meáin chlóbhunaithe.

Is iad na príomhphointí ar mhaith le *Comhar* iad a chur san áireamh:

- Is cuid riachtanach de shochaí dhaonlathach iad na meáin seirbhíse poiblí atá maoinithe mar is ceart agus rialaithe go trédhearcach.
- Is cuid riachtanach í an Ghaeilge de shaol na meán agus tá baint ar leith aici le hÉirinn.
- Seachas glacadh i gcónaí faoi argóintí i dtaobh céard is teip sa mhargadh ann, ba chóir athbhreithniú rialta a dhéanamh ar na critéir a bhaineann leis na meáin seirbhíse poiblí, na critéir a bhaineann le héileamh an phobail ar na meáin sin san áireamh.
- Ní hiad na meáin atá faoi úinéireacht phoiblí amháin a chruthaíonn agus a scaipeann ábhar na meán seirbhíse poiblí
- Ba cheart cur leis an mbonn atá faoi mhaoiniú na meán seirbhíse poiblí

- o Ba cheart muirear teaghlaigh bliantúil a thabhairt isteach in áit an cheadúnais teilifíse, muirear a ghearrfar as aon ghléas leictreonach a mbíonn ábhar ar fáil air
- o Ghearrfaí an muirear ar gach aon institiúid (poiblí agus príobháideach) a bhaineann leas as an ábhar seo agus dhéanfaí le scála aistritheach íocaíochta; tithe tábhairne, óstáin srl
- o Ba cheart tobhach a ghearradh ar gach comhlacht a chuireann ábhar ar fáil, bíodh sé le córas cábla, trastíre nó satailíte, bunaithe ar chéatadán dá láimhdeachas in Éirinn.
- o Ba cheart tobhach a ghearradh ar aon chainéal teilifíse atá lonnaithe sa Bhreatain agus a bhfuil fáil air in Éirinn agus a bhíonn ag díol fógraí atá dírithe ar mhargadh na Éireann
- o Ba cheart tobhach a ghearradh ar sheirbhísí teileachumarsáide, a chuireann ábhar teilifíse ar fáil, agus a thagann faoi scáth na rialacha náisiúnta.
- o Ba cheart tobhach de chineál 'Netflix' a ghearradh ar ardáin idirnáisiúnta a chuireann seirbhísí sruthaithe agus eile ar fáil. Bheadh an tobhach bunaithe ar a láimhdeachais in Éirinn.
- Ba cheart go mbeadh teacht ag na meáin chlóite in Éirinn – na meáin chlóite Ghaeilge san áireamh – agus ag seirbhísí eile meáin atá á rialú in Éirinn, ar chéatadán den teacht isteach ó na táillí seo. Bheadh an íocaíocht déanta ar bhonn lántrédhearcach agus bheadh sí bunaithe ar chritéir seirbhíse poiblí shoiléire.
- Bheadh an Rialtóir Meán nua nasctha leis an gCoimisinéir Cosanta Sonraí chun feitheoireacht níos fearr a dhéanamh ar sheirbhísí ar líne.

## Comhar

Bunaíodh *Comhar* in 1942 agus tá sé ina phríomh-irisleabhar sa Ghaeilge ó shin i leith. Cuireann *Comhar* ar fáil dá léitheoirí scoth na scríbhneoireachta cruthaithí ó scoth na scríbhneoirí agus na bhfilí chomh maith le hiriseoireacht agus tráchttaireacht ghéarchúiseach faoi chúrsaí reatha náisiúnta agus idirnáisiúnta. Déantar léirmheastóireacht chomh maith ar litríocht na Gaeilge agus Ghaeilge na hAlban. Bíonn leagan clóite de *Comhar* ar fáil gach mí agus bíonn sé ar fáil ar líne chomh maith.

Ina theannta sin, bíonn *Comhar* ag plé go leanúnach leis na tograí eile seo:

- LeabhairCOMHAR, teach foilsitheoireachta a fhoilsíonn idir cúig agus seacht leabhair nua i seánraí éagsúla gach bliain
- COMHARTaighde, an t-aon ríomh-irisleabhar acadúil piarmheasta ar líne do litríocht chomhaimseartha na Gaeilge agus nithe atá gaolmhar léi.
- COMHARÓg, foilseachán bliantúil atá dírithe ar dhaltaí idirbhliana agus ar shaothar na ndaltaí sin
- PORTRÁIDÍ NA SCRÍBHNEOIRÍ GAEILGE, togra a bunaíodh i gcomhar le Foras na Gaeilge chun cnuasach mór a chur ar fáil ina mbeadh portráidí i bhfoirm grianghraf ann de scríbhneoirí comhaimseartha na Gaeilge chomh maith le heolas faoina saothar. Bunachar beo ar líne anois é freisin agus táthar ag cur leis i gcónaí.
- CLÓ, Imprionta nua atá á fhorbairt faoi láthair le cabhair lucht léinn ó ollscoileanna ina mbíonn an Ghaeilge á múineadh. Tá sé i gceist go bhfoilseoidh CLÓ monagraif agus leabhair eile a dhéanfaidh sainstaidéar ar ghnéithe de litríocht na Gaeilge.

Beirt atá fostaithe go lánaimseartha ag *Comhar*.

## Tuairisc.ie

Bunaíodh Tuairisc.ie, seirbhís nuachta náisiúnta na Gaeilge ar líne, i nGaeltacht Chonamara i mí Dheireadh Fómhair 2014.

Ó shin i leith thug beagnach 1.7 milliún úsáideoir uathúil breis agus 5.6 milliún cuairt ar an suíomh agus d'amharc na daoine sin ar os cionn 13.3 milliún leathanach.

Is ríléir go mbraitheann an pobal gur seirbhís den scoth í gur féidir leo brath uirthi agus muinín a bheith acu aisti.

Cé nár cuireadh maoiniú ar fáil do Tuairisc.ie ó thús ach chun nuachtán digiteach a fhoilsiú uair sa tseachtain, tá seirbhís nuachta curtha ar fáil aige gach lá gan teip do phobal na Gaeilge in Éirinn agus thar lear le sé bliana anuas.

Beidh acmhainní breise suntasacha ag teastáil ó Tuairisc.ie sna blianta amach romhainn chun ardchaighdeán na seirbhíse a chosaint agus chun í a fhorbairt le go bhfanfaidh sí ábhartha i réimse a bhíonn ag athrú de shíor.

Ceathrar atá fostaithe go lánaimseartha ag Tuairisc.ie.



## Na meáin Ghaeilge

Tá an Ghaeilge á scríobh ó thosaigh manaigh na hÉireann ag breacadh nótaí ina dteanga féin ar imeall a lámhscríbhinní Laidine 1,500 ó shin, rud a fhágann gurb í an Ghaeilge an teanga bheo is sine san Eoraip a bhfuil traidisiún scríbhneoireachta aici.

An Ghaeilge a bhí ag formhór de mhuintir na hÉireann go dtí go gairid i ndiaidh an Ghorta Mhóir, ach ní labhraíonn mar phríomhtheanga gach lá anois í ach thart ar 2% de dhaonra na Poblachta. Ó bunaíodh an Stáit 100 bliain ó shin, aithníodh go raibh gá le tacaíocht stáit chun cosaint a thabhairt don Ghaeltacht atá ag dul i léig agus chun spreagadh a thabhairt do dhaoine óga an Ghaeilge a choinneáil beo. Creideann móramh de mhuintir na hÉireann go bhfuil sé tábhachtach an Ghaeilge a choimeád beo mar theanga labhartha agus scríofa.

Ar na beartais sna meáin a bhunaigh an Stát chun cur in aghaidh mheath na teanga tá RTÉ Raidió na Gaeltachta, a bunaíodh i 1972, agus TG4 a bunaíodh i 1996. Gar do €60 milliún sa bhliain a chuirtear ar fáil don dá chraoltóir seo.

Tá tacaíocht tugtha chomh maith ag an Stát d'fhoilseacháin chlóite éagsúla, arb é *Comhar* an ceann is buaine díobh. Ach is lú go mór agus go sonrach an tacaíocht sin ná mar atá ar fáil don dá mheán thuasluaite.

Ó 2014 i leith cuireann an Stát €500,000 sa bhliain ar fáil trí Fhoras na Gaeilge do na meáin scríofa/chlóbhunaithe Ghaeilge. Breis is €800,000 sa bhliain a bhí ar fáil don earnáil suas go dtí 2010.

Tá ciorrú 33% déanta ag Foras na Gaeilge in 2021 ar an maoiniú a fhaigheann *Comhar* dá phríomhchúram – foilsiú na hirise míosúla. Ar líne amháin atá an dá mheán clóbhunaithe Gaeilge eile Tuairisc.ie agus NÓS.ie.

Creideann *Comhar*, Tuairisc.ie agus NÓS.ie, go bhfuil an soláthar maoinithe atá ann faoi láthair easnamhach amach is amach. Is bac é seo ar fhorbairt seirbhísí atá ríthábhachtach do phobal na Gaeilge in Éirinn agus thar lear agus d'inmharthanacht na teanga féin. Beatha teanga í a labhairt agus a scríobh.

Tá *Comhar* ar aon intinn le formhór an phobail in Éirinn go bhfuil gá le hacmhainní agus maoiniú mar is ceart a chur ar fáil do na meáin seirbhíse poiblí

## ‘Is bac é seo ar fhorbairt seirbhísí atá ríthábhachtach do phobal na Gaeilge’

le go mbeidh daonlathas láidir againn, le borradh a chur faoi na healaíona agus le léargas a thabhairt ar shainiúlacht an Éireannachais tráth a bhfuil domhandú déanta ar na meáin.

Déantar cáineadh ar RTÉ faoin iomarca smachta a bheith acu i saol na meán in Éirinn, ach an fonn a bhíonn ar iomaitheoirí tráchtála tuilleadh ioncain fógraíochta is mó is cúis leis an gcáineadh sin.

Déantar neamhaird sa cháineadh céanna ar an scéala gur faoi úinéireacht idirnáisiúnta atá céilí comhraic RTÉ i saol na teilifís agus go bhfuil i bhfad níos mó acmhainní acu dá bharr.

Tháinig laghdú mór ar ioncam fógraíochta de dheasca na géarchéime baincéireachta agus ní dócha go mbeidh an t-ioncam sin chomh láidir is a bhí arís mar gheall ar an athrú ó bhonn atá curtha ar chúrsaí ag an bhfógraíocht ar líne agus fás gan staonadh lucht na n-ardán mór amhail Google, Facebook srl.

Más RTÉ/TG4 saor ón bhfógraíocht atá uainn, chaithfí, ar a laghad, a dhá oiread de mhaoiniú poiblí a chur ar fáil dóibh le go mbeidís ábalta an tseirbhís chéanna a chur ar fáil, seirbhís atá lagaithe go mór faoi láthair.

Tá an maoiniú measctha ina dhlúthchuid de chur chuige na hÉireann ó thús na craoltóireachta agus is dócha go bhfanfaidh an scéal mar atá.

Creideann *Comhar* go bhfuil an Ghaeilge ar cheann de na rudaí is sainiúla faoi na meáin seirbhíse poiblí in Éirinn. Fágann staid leochaileach na Gaeilge mar mhionteanga go mbeidh gá le tacaíocht fhial ar leith a thabhairt di tríd na meáin feasta. Mar chuid de na socruithe rialála nua ba chóir athbhreithniú a dhéanamh ar an sainmhíniú a dhéantar ar na Meáin Seirbhíse Poiblí san Acht Craolacháin (2009). Más áil linn go mbeadh rath ar na Meáin Seirbhíse Poiblí tá sé rí-thábhachtach go léireofaí tuiscint in aon sainmhíniú nua don ghá atá le réimse leathan clár i seánraí éagsúla agus go ndiúltofaí d'argóintí réaduchtacha gurb é ‘an



margadh' an t-aon slat tomhais maidir le cad is 'rath' nó 'teip' ann.

Ba chóir cur leis na dualgais atá ar RTÉ i dtaobh na Gaeilge nuair a bheidh maoiniú mar is ceart ar fáil. Bíonn TG4 ag brath ar chlár Bhéarla a mbítear á gceannach isteach agus caithfear dul i ngleic leis sin trí mhaoiniú breise a chur ar fáil agus, b'fhéidir, trí iachall a chur air i bhfad níos mó ábhar ó mhór-roinn na hEorpa a chraoladh.

Aithníonn *Comhar* go gcrailtar roinnt clár seirbhíse poiblí ar na seirbhísí raidió áitiúla agus ar sheirbhísí náisiúnta amhail Newstalk. Ach bíonn cur chuige na stáisiún seo maidir le hábhar Gaeilge easnamhach go maith an lá is fearr a bhíonn siad agus ba chóir go bhféachadh an córas nua rialála le tabhairt orthu níos mó clár Gaeilge a chraoladh más mian leo sciar níos mó den mhaoiniú poiblí a fháil.

Ar an dul céanna, ba chóir go mbeadh sciar den chiste breise do na meáin seirbhíse poiblí ag na meáin chlóbhunaithe atá faoi úinéireacht Éireannach (seirbhísí ar líne san áireamh). D'úsáidfí an maoiniú breise sin le bonn a chur faoin iriseoireacht iniúchta agus fhadfhoirme agus le deiseanna cruthaitheacha a thabhairt do scríbhneoirí nua. Is tábhachtaí fós é seo i gcás na meán clóbhunaithe i nGaeilge.

## Moltaí

Ba cheart cur go mór le líon na meán a n-áirítear mar Mheáin Seirbhíse Poiblí ó tharla gur ag dul i dtreise atá an ghné idirnáisiúnta de chruthú agus seachadadh an ábhair. Tá tobhaigh ar leith ag tíortha eile san Eoraip do sheirbhísí agus ardáin idirnáisiúnta.

Déirigh leis an Astráil teacht ar bhealach chun cinn amháin maidir le conas dul i ngleic leis an tslí a gcuireann na hollmhonaplachtaí ar nós Google agus Facebook cúrsaí as a riocht.

Ba cheart do na Coimisinéirí Ioncaim muirear a ghearradh uair sa bhliain ar gach teaghlach a bhfuil gléas leictreonach acu a mbíonn teacht ar ábhar air. B'ionann an muirear nua seo agus costas an cheadúnais teilifíse faoi láthair ach an boilsciú a bheith curtha san áireamh (níor tháinig aon athrú ar chostas an cheadúnais ó 2008).

Ghearrfaí an muirear seo, ar scála incriminteach, ar gach aon institiúid, idir phoiblí agus phríobháideach, a bhaineann leas as an ábhar seo (óstáin, tithe tábhairne, forhallaí poiblí srl.)

Aon dream a sholáthraíonn seirbhísí teilifíse (seirbhísí trastíre digiteacha, satailíte nó cábla), ba chóir tobhach bliantúil a ghearradh orthu bunaithe ar chéatadán beag den láimhdeachas a bhíonn acu i margadh na hÉireann.

Bíonn os cionn 50 comhlacht atá lonnaithe agus á rialú sa Bhreatain ag díol fógraí atá dírithe ar mhargadh na hÉireann. Ba chóir táille bhliantúil a fháil uathu as an ioncam a dhéanann siad i margadh na hÉireann nó díreach mar réamhchoinníoll le cead isteach a fháil i margadh teilifíse na hÉireann.

Aon seirbhísí teileachumarsáide a mbíonn ábhar teilifíse á sruthú acu, agus a thagann faoi rialacha na hÉireann, ba cheart tobhach bliantúil a ghearradh ar a n-ioncam mar atá molta sa mhúnla thuas. Nó d'fhéadfaí an rogha eile a dhéanamh arís sa chás seo agus buntáille a chuirfeadh an boilsciú san áireamh a ghearradh orthu gach bliain.

Ba cheart tobhach bliantúil a ghearradh ar sheirbhísí sruthaithe amhail Netflix, Apple TV agus Disney Plus bunaithe ar an láimhdeachas a bhíonn acu i margadh na hÉireann.

Tá an múnla seo in úsáid in áiteanna áirithe san Eoraip cheana agus caitear an maoiniú a fhaightear ar léiriú scannán dúchasach.

De réir mar a shocródh an Rialtóir d'fhéadfaí cuid den mhaoiniú breise sa chiste do na meáin seirbhíse poiblí a chur ar leataobh d'fhad-dhrámaí don teilifís nó do na pictiúrlanna.

Agus sampla na hAstráile á leanúint cheana ag tíortha chun dul i ngleic leis na fathaigh idirlín, ba cheart d'Éirinn a bheith ag ullmhú chun an rud céanna a dhéanamh.

Ba chóir go leor marana agus pleanála a dhéanamh i dtaca le conas is fearr nasc a dhéanamh idir an Rialtóir Meán nua agus an Coimisinéir Cosanta Sonraí chun faireachán níos fearr a dhéanamh ar sheirbhísí ar líne agus rialacha níos déine a chur i bhfeidhm orthu.

Má dhéantar táillí a bhailiú ar bhealaí níos éifeachtaí agus má ghearrtar táillí breise ar na seirbhísí atá luaite thuas, is féidir ardú 50% a chur ar an gciste atá ar fáil do na meáin seirbhíse poiblí.

Ba chóir go mbeadh teacht ag RTÉ agus TG4 ar an maoiniú breise má éiríonn leo dualgais intomhaiste a chomhlíonadh, go háirithe dualgais maidir le hábhar a chur ar fáil i nGaeilge.

Is den riachtanas é go mbeadh teacht ag na meáin chlóbhunaithe Ghaeilge ar sciar imfhálaithe den chiste méadaithe. Is cuid dhílis de sheirbhís phoiblí iad agus is cuid riachtanach iad d'aon straitéis chun an Ghaeilge a thabhairt slán.