An Coimisinéir Teanga



Overview of Results for 2025

Section 10A.

(Advertising by Public Bodies)

The Official Languages (Amendment) Act 2021

OIFIG AN CHOIMISINÉARA TEANGA

October 2026

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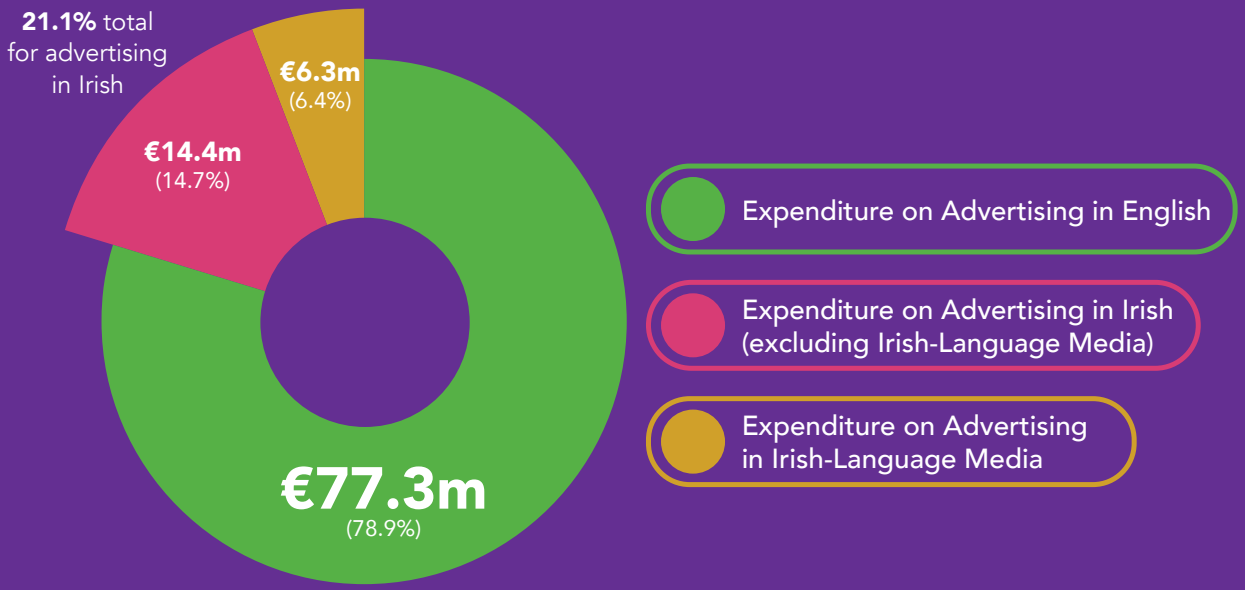
KEY TAKEAWAYS 2025

Increase from €13.7m to €14.4m in spending on advertising in Irish with English-Language media



€20.7m in total was spent on advertising in Irish in 2025

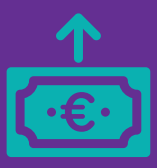




€6.3m spent in total on Irish-Language Media in 2025, an increase of €1m from 2024



€1.7m increase in total spending on Irish-language advertising in 2025 compared to 2024



KEY FINDINGS FOR 2025

401

Submissions from 401 prescribed public bodies reporting their advertising activities for 2025 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 2025.

From a sectoral perspective, advertising in the Irish language by the aggregate of 401 audited public bodies in 2025 exceeded the statutory thresholds set out in section 10A.

21.1%

Public bodies spent €20.7m on Irish-language advertising in 2025 equating to a compliance level of 21.1%, which is an increase on 20% in 2024.

9.5%

The €20.7m spent on Irish-language advertising across all media equates to a 9.5% increase on the total sum of €19m spent in 2024.

€6.3m

Public bodies spent €6.3m on Irish-language advertising on Irish-language media in 2025, equating to a compliance level of 6.4% in respect of the 5% statutory threshold.

21%

The €6.3m spent by public bodies on Irish-language media in 2025 equates to a 21% increase in spending viz-a-viz the 2024 figure of €5.2m.

+€0.7m

Of the total €20.7m spent on Irish-language advertising on all media, €14.4m was spent on Irish-language advertising on English-language media in 2025, representing a €0.7m, or 5.1%, increase from 2024.

€97.98m

Public bodies that come under the scope of this report spent a total of €97.98m on advertising in 2025.

Individual public bodies continue to undergo spot-checks to ensure they comply with 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. This heightened visibility of the language 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 401 public bodies with Section 10A. for 2025. The results for 2025 reveal a significant increase in Irish-language advertising compared to 2024 and 2023, demonstrating continued commitment to preserving and promoting our heritage. The audit captured more than 98% of all advertising conducted by public bodies in Ireland for 2025 when cross-referenced with Nielsen Ad Intel.

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 per cent of any advertising placed by the body in any year shall be in the Irish language, and
- at least 5 per cent of any money expended by the body on advertising in any year shall be used to place advertising in the Irish language through Irish language media.

More than 500 public bodies are prescribed under the Official Languages Act 2003 as amended.

Key Findings for 2025

- This audit report encompasses submissions from 401 prescribed public bodies concerning their advertising activities for 2025.
- The report captures more than 98% of the total expenditure by prescribed public bodies under the Official Languages Act with respect to advertising in 2025. A cross-check of expenditure data was conducted with Nielsen Ad Intel reporting data.
- From a sectoral perspective, advertising in the Irish language by the aggregate of 401 audited public bodies in 2025 exceeded the statutory thresholds set out in section 10A. The language legislation requires public bodies to undertake at least 20% of all advertising in the Irish language and to spend at least 5% of their annual advertising budget on Irish-language media.
- Public bodies spent a total of €20.7m on Irish-language advertising on all media (including the €6.3m on Irish-language media) in 2025. This €20.7m figure equates to a compliance level of 21.1% for the 20% statutory threshold. The 21.1% represents an increase from 20% in 2024 and a marked increase from the 15% figure for 2023.
- The €20.7m spent on Irish-language advertising across all media also equates to a 9.5% increase on the total sum of €19m spent in 2024.
- Public bodies spent €6.3m on Irish-language advertising on Irish-language media in 2025, equating to a compliance level of 6.4% for the 5% statutory threshold.
- The €6.3m spent by public bodies on Irish-language media in 2025 equates to a 21% increase in spending viz-a-viz the 2024 figure of €5.2m.
- Of the total €20.7m spent on Irish-language advertising on all media, €14.4m was spent on Irish-language advertising on English-language media in 2025, representing an increase of €0.7m or 5.1% in 2024.
- Public bodies that come under the scope of this report spent a total of €97.98m on advertising in 2025.
- Public bodies continue to undergo spot-checks to ensure they comply with section 10A.

2. COMPLIANCE MONITORING PROCESS

The Universe

There are more than 500 public bodies prescribed under the Official Languages Act 2003, as amended. The Department of Rural and Community Development and the Gaeltacht (DRCDG) maintains the schedule of prescribed bodies, which is currently under review. The monitoring of prescribed public bodies is an ongoing, long-term process that consumes considerable resources. The prescribed public bodies include a combination of small and large organisations that provide extensive public services, such as government departments, local authorities, healthcare 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 the public of, and attract them to their services. It is a statutory obligation, however, for all prescribed public bodies to make a submission irrespective of whether they advertise or not.

Compliance Measurement Model

The media and measurement criteria outlined in Table 1 below constitute the compliance measurement model implemented by OCT for section 10A. This model was developed following extensive consultation with various sector stakeholders, including public bodies and advertising representative organisations. As such, the compliance measurement model is designed to work in unison with current practices of both public bodies and the advertising sector. In 2024, we made 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.

In 2025, we undertook a significant rebuild of the compliance tool to be used from January 1st 2026. This weighted system will better reflect a combination of ad visibility and ad spend. The specific areas where public bodies had difficulty in compiling metrics – radio listenership and print readership in particular – have now been entirely negated in preference of accounting simple inputs to both media. We look forward to monitoring this year's data (2026) which will be submitted next Spring and reported on next Autumn. Table 1 below is what public bodies have used in compiling 2025 metrics.

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

Measurement of 20%	Measurement	Description
Media	**Definition**	**Details**
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 2025. This information enabled OCT to compare the advertising activities of these public bodies with reliable data on expenditure and media usage. Additionally, OCT requested examples of creative materials, such as promotional content from campaigns across various media, from all public bodies.

Public bodies were required to submit data on their advertising activities for the 2025 calendar year, using the metrics outlined in the compliance measurement model.

Table 2

Table 2 below demonstrates the alterations and changes in advice for use from January 2026

Measurement of 20%	Measurement	Description
Media	**Definition**	**Details**
Video on Demand (VOD)	Number of impressions 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 should not be disproportionately weighted toward lower viewership/reach platforms.
Out Of Home (OOH)	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.
Audio	Number of impressions 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 should not be disproportionately weighted toward lower listenership platforms.
Print – press/ magazine	Number of press insertions (press 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 should not be disproportionately weighted toward smaller circulation publications.

Measurement of 20%	Measurement	Description
Media	**Definition**	**Details**
Social media	Total number of impressions 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.
Cinema	Number of admissions in a given year.	Parity of esteem must be exercised whereby ads in the Irish language should be a similar length as those in English.
Radio	Number of radio spots 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 should not be disproportionately weighted toward lower listenership stations or lower listenership times of day.
Digital Display advertising	Total number of impressions in a given year.	Parity of esteem must be exercised whereby ads in the 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.
Television	Number of TVRs in a given year.	Parity of esteem must be exercised whereby ads in the Irish language should be a similar length as those in English.

Scope of Audit

This report presents the findings of an audit conducted on the advertising placed by 401 public bodies for the calendar year 2025. 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 and accuracy. This audit has captured more than 98% of the advertising activities undertaken by public bodies throughout 2025.

Categorisation of Public Bodies

Categorisation of public bodies by spend, has been extended from three distinct groups to five groups, based on their advertising expenditure thresholds, as detailed in Table 3 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 3 also indicates the number of public bodies that fall within the spending thresholds set out for each category. The added categories reflect advertising placed but not paid for (Cat D) as well as documenting those public bodies that declare no advertising activity whatsoever (Cat E).

Table 3

Category	Expenditure on Advertising	Number of Public Bodies
Category A	≥ €750,000	24
Category B	€250,000 - €749,000	46
Category C	≤ €250,000	177
Category D	€00 but advertise on own channels	16
Category E	Do not advertise	138
Total		**401**

Including Category E – 'Does not Advertise' – is important for segmenting public bodies that do not advertise. Ongoing monitoring of all public bodies for compliance with section 10A. continues.

The Public Bodies subject to section 10A. are prescribed in the First Schedule to the Official Languages Act 2003, as amended. Responsibility for prescribing Public Bodies under the Act, and for reviewing and amending the First Schedule, rests with the Minister for Rural and Community Development and the Gaeltacht. The Official Languages (Amendment) Act 2021 set out that the First Schedule would be reviewed by March 2025 and every two years afterwards. No amendments to the First Schedule have been published since 2020, and, as a result, the list of prescribed public bodies remains unchanged.

3. TRENDS AND INSIGHTS

The Advertising Sector in Ireland

In 2025 Onecore, the marketing communication company, estimated the total advertising expenditure at €1.65 billion, a 3.88% growth on 2024 spend of €1.5 billion. Public sector advertising reported to OCT for 2025 amounts to €97.98m, which constitutes 6% of all advertising spend. Although not in line with overall growth in the advertising sector, public bodies' spending on advertising increased by 4.9% in 2025 compared to €93.4m spent in 2024, and €97.3 spent in 2023. This decrease in '24 from '23 can be attributed to a tailing-off of COVID-19-related advertising campaigns by some public bodies, healthcare and local authorities in particular.

Key Findings and Trends

A. Overall Ad-Spend by Public Bodies

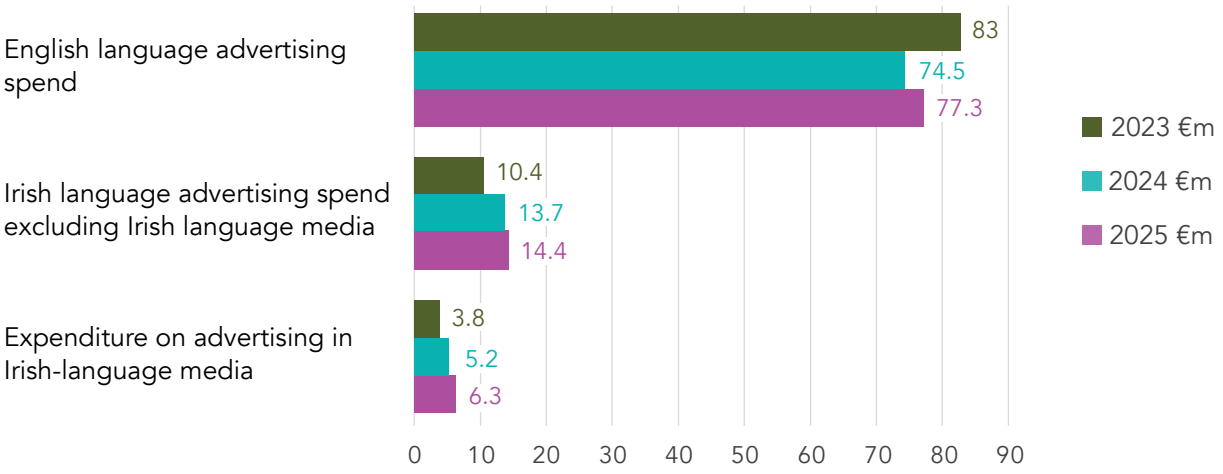
Chart A illustrates the expenditure carried out by public bodies on advertising through the medium of English and Irish for 2025.

The results reported by public bodies indicate that:

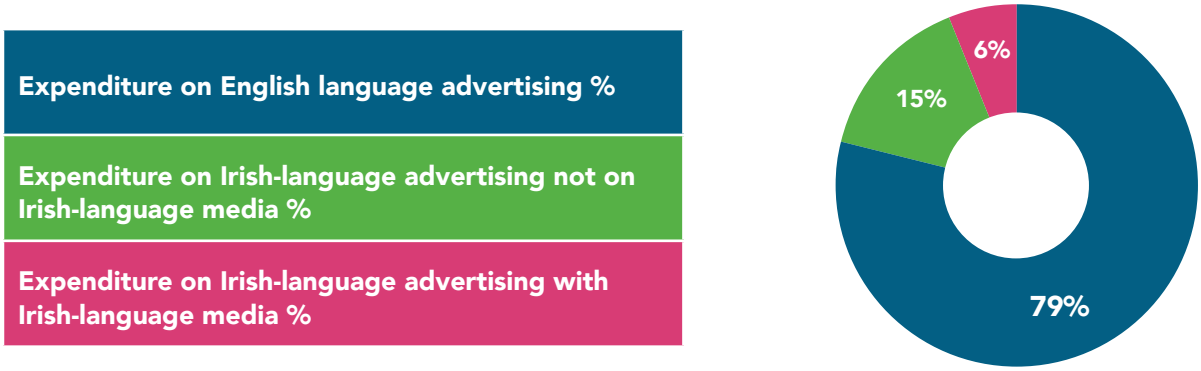
- public bodies spent a total of €98m on advertising in 2025
- public bodies reported spending €20.7m on advertising in Irish on all media (English & Irish)
  - of which €6.3m was spent on advertising on Irish-language media
  - and €14.4m was spent on Irish-language advertising on English-language media
- public bodies spent €77.3 million on English-language advertising on various media in 2025.

Chart A

Overall Ad-Spend by Public Bodies since 2023 €m



Public Bodies' Expenditure in % on Advertising through the Medium of English and Irish for 2025



Total public body spending on advertising has increased (5%) from €93.4m in 2024 to €98m in 2025.

Accordingly, OCT views the 19% increase in expenditure on Irish-language advertising in 2025 very positively (€5.2m - €6.3m).

Given that the new legislative provision came into effect after a relatively short lead-in time, OCT is heartened by the continued positive results emerging from the 2025 audit. Most Public Bodies have demonstrated their commitment to Section 10A. by taking the necessary steps to meet the 20% and 5% thresholds. It is significant that more than €20.7m was spent on Irish language advertising in 2025, which accounted for more than 21% 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 per cent of any advertising placed by the body in any year shall be in the Irish language, and
- at least 5 per cent of any money expended by the body on advertising in any year shall be used to place advertising in the Irish language through Irish language media.

The compliance levels observed across the 401 audited public bodies in exceeding both of the statutory thresholds set out in section 10A. reflect progress.

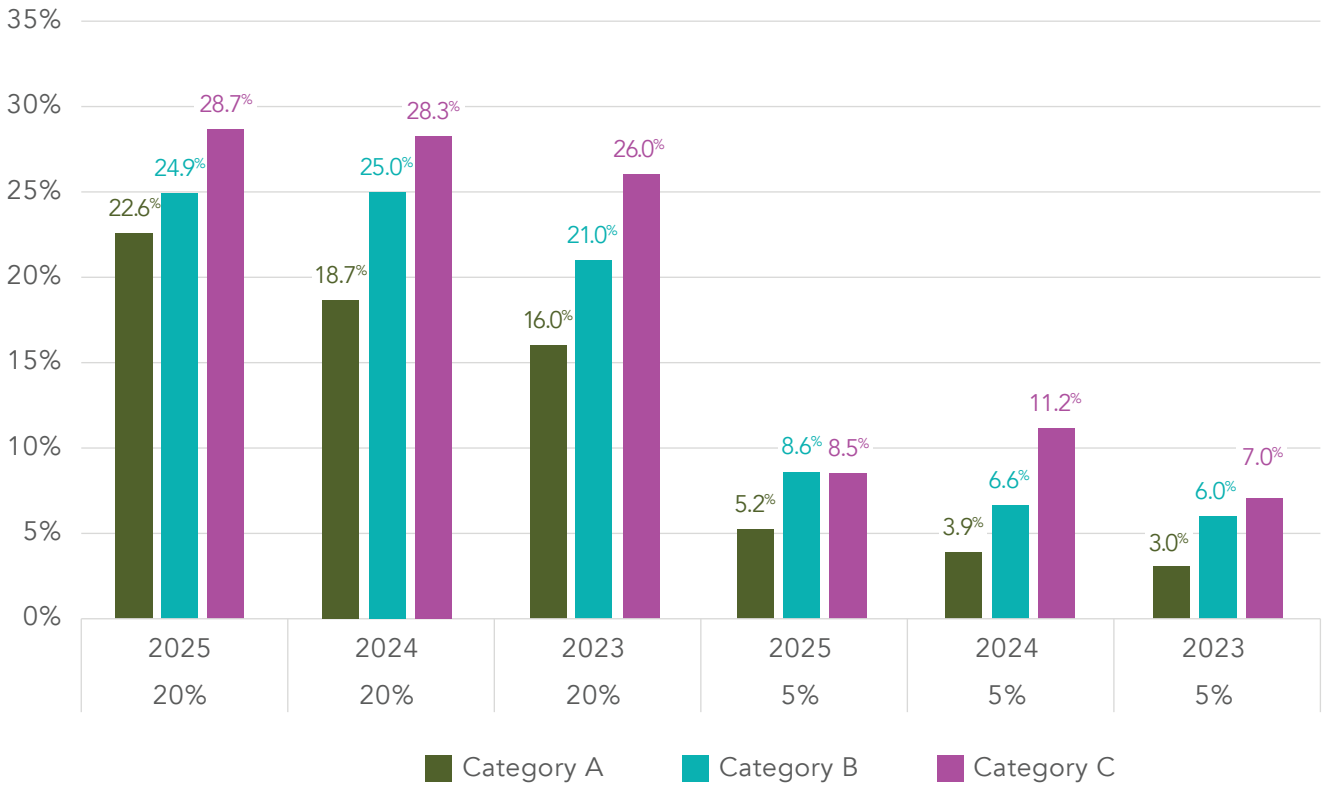
The results reported by public bodies for 2025 reflect overall compliance of 21.1% and 6.4% for the respective 20% and 5% statutory thresholds set out in section 10A. These results are consistent with 2024 data, which in turn indicated that public bodies achieved 20.2% of the 20% of advertising output in the Irish language and 5.5% of the 5% of spend on Irish-language media for 2024 compared to 15% of 20% and 4% 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 B also shows how compliance levels for 2025, 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)

2025, 2024 & 2023



Key Observations

- The data in Chart B above indicates that Category A Public Bodies (with advertising spending ≥ €750,000), on average, exceeded for the first time the required statutory threshold for both the 5% (advertising on Irish language media) and 20% (Irish language advertising on all media) provisions. The results achieved in 2025 are a marked improvement on 2024 and indeed 2023 figures.
- Again for the 5% statutory threshold, categories A – C exceeded the mark – by more than 3% in both Category B and Category C. This increase represents an additional expenditure of €0.35m for Irish language media.
- Category B public bodies (advertising expenditure €250,000 - €749,000) performed better than Category A public bodies, as they exceeded both thresholds significantly; the average advertising percentage among public bodies in this category is as follows:
  - 25% against the 20% statutory threshold,
  - 8.6% against the 5% statutory threshold.

  This represents an impressive increased spend of €0.5m on Irish language media in 2025, a 38.4% uptick.
- The overall average results for Category C bodies (with advertising spend ≤€250,000) were the most positive, however, with results indicating:
  - 28.7% against the 20% statutory threshold,
  - 8.54% against the 5% statutory threshold.

  This represents a spend of €1.13m on Irish language media in 2025.

C. Ad-Spend by Public Bodies

Chart C

Total Advertising Spend by Public Bodies (2025) (English & Irish Language Advertising)

Expenditure on Advertising in Irish and English in the Public Sector (2025)



Chart D

English and Irish Language Advertising Spend

	Spend	Percentage
English Language Advertising Spend	€77.3m	78.9%
Irish Language Advertising Spend (excluding Irish Language Media)	€14.4m	14.7%
Advertising Spend on Irish Language Media	€6.3m	6.4%

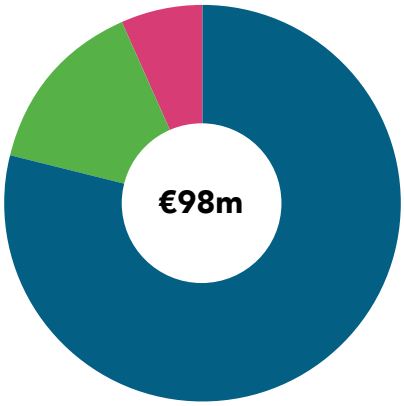


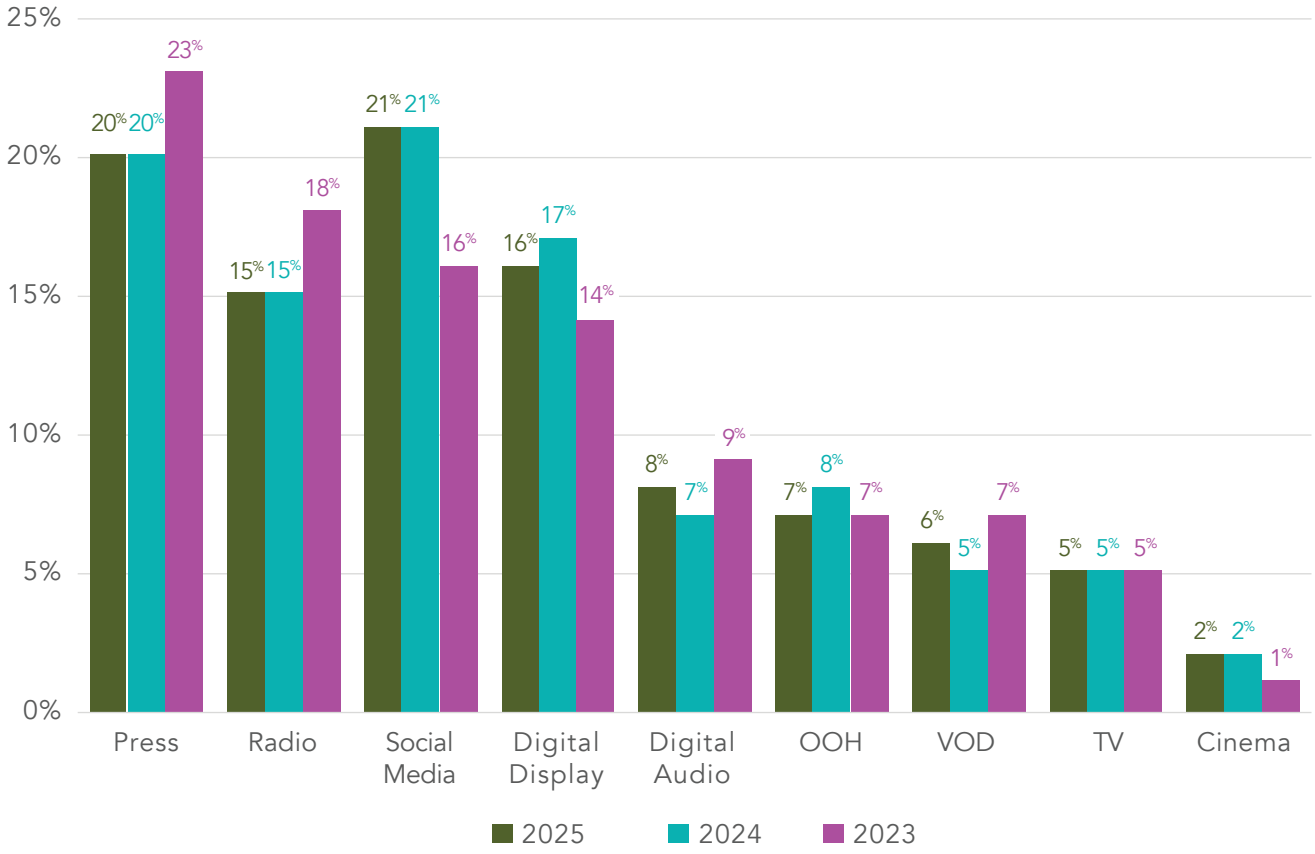
Chart E

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

	2025
Press	20%
Radio	15%
Social Media – Paid	21%
Digital Display	16%
Digital Audio	8%
Outdoor Advertising	7%
Video on Demand	6%
Television	5%
Cinema	2%



Media used by Public Bodies (Irish Language Advertising for 20% & 5% Provisions) 2025, 2024 & 2023



Notably, the comparison between media use in 2025, 2024 and 2023 reflects the trend of advertising migrating to digital platforms, e.g., a significant increase in the use of social media.

Chart F

Advertising Spend by Public Bodies (2025) (Categories A, B & C) 5% & 20% Provisions

Category	Expenditure on Advertising	Number of Public Bodies
Category A	≥ €750,000	24
Category B	€250,000 – €749,000	46
Category C	≤ €250,000	177

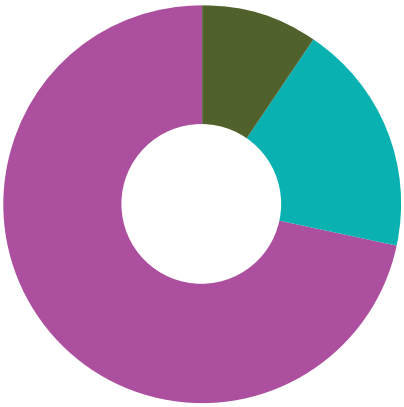
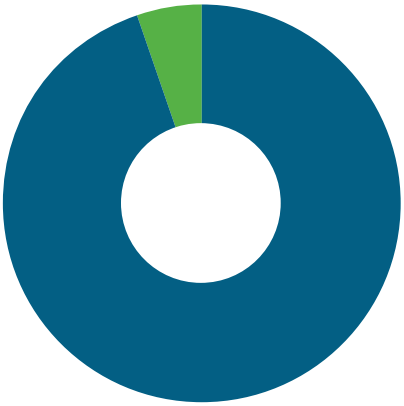


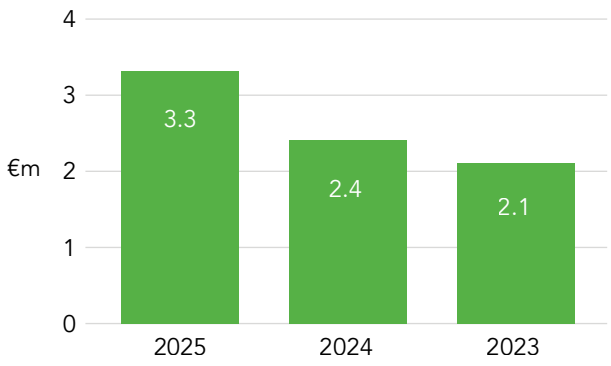
Chart G

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

	2025	2024	2023
Total Expenditure	€63.4m	€61m	€71.6m
Expenditure: Advertising in English Media	**€60.1m**	€59m	€69.5m
Expenditure: Advertising in Irish Language Media	**€3.3m**	€2.4m	€2.1m
% Expenditure on Irish Language Media	5.23%	4%	3%



Expenditure: Advertising in Irish Language Media (Category A)



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

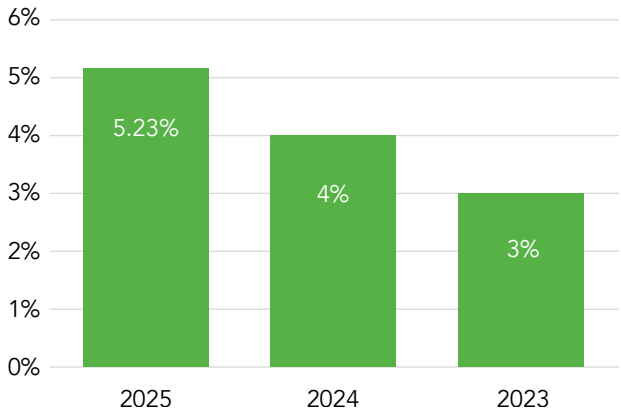
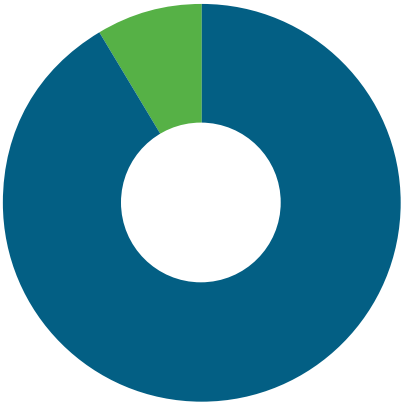


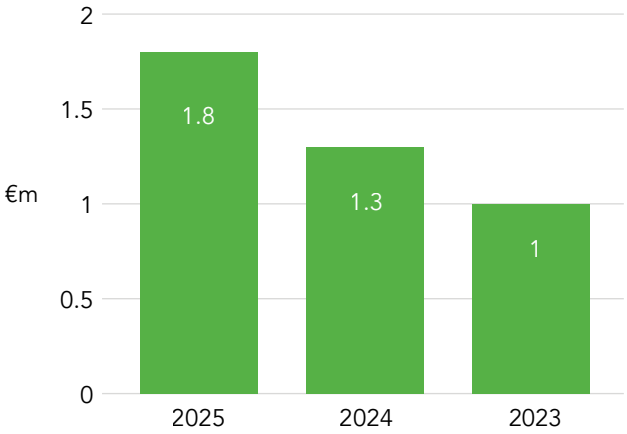
Chart H

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

	2025	2024	2023
Total Expenditure	€21.3m	€20m	€14.9m
Expenditure: Advertising in English Media	**€19.5m**	€18.7m	€13.9m
Expenditure: Advertising in Irish Language Media	**€1.8m**	€1.3m	€1m
% Expenditure on Irish Language Media	8.57%	6.5%	6%



Expenditure: Advertising in Irish Language Media (Category B)



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

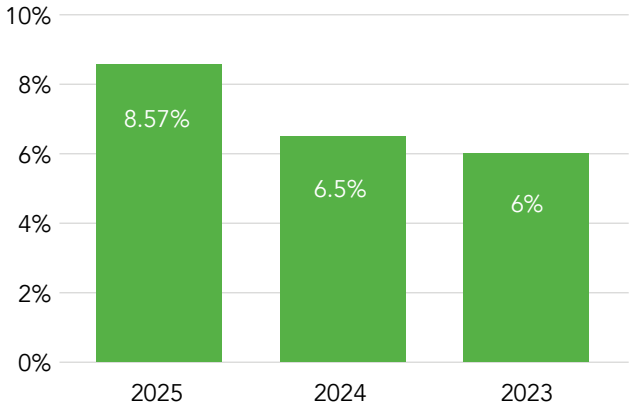
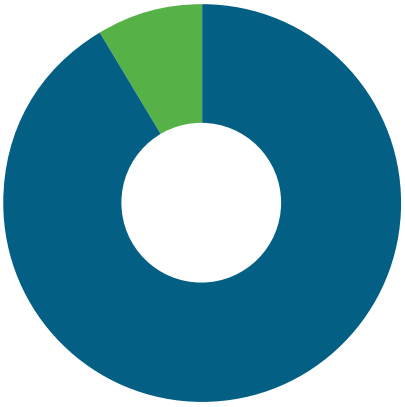


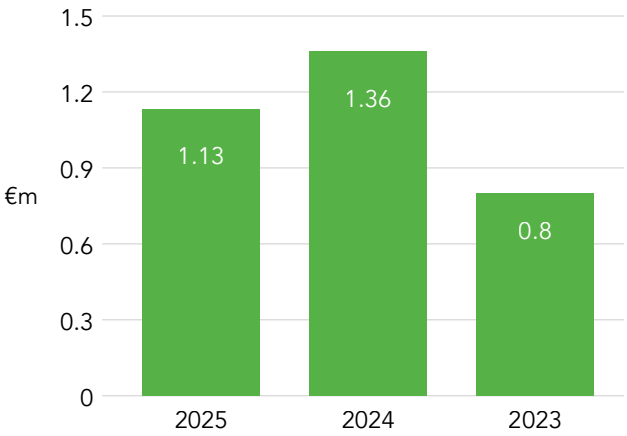
Chart I

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

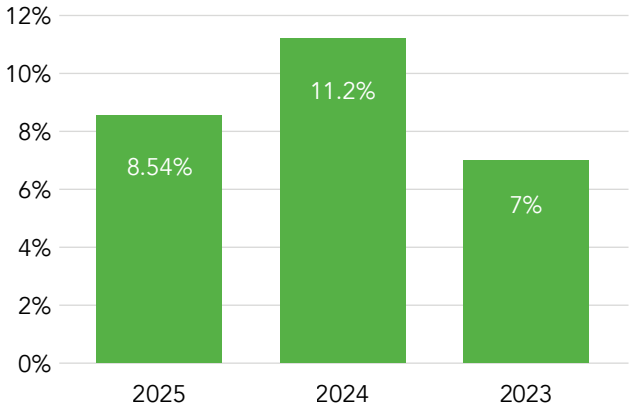
	2025	2024	2023
Total Expenditure	€13.6m	€12.2m	€10.7m
Expenditure: Advertising in English Media	**€12.1m**	€10.8m	€9.9m
Expenditure: Advertising in Irish Language Media	**€1.13m**	€1.36m	€0.8m
% Expenditure on Irish Language Media	8.54%	11.2%	7%



Expenditure: Advertising in Irish Language Media (Category C)



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



4. FURTHER CONSIDERATIONS

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

The media, a vast network of platforms and channels, share information with the public in many ways: through newspapers, magazines, social media, radio, television and the internet. They are an essential source of news, information, entertainment, education and social connection. Advertising is flourishing across the various media we encounter daily, shaping our choices and imagination. The language used across these platforms is therefore of significance.

A language thrives and remains relevant when it is present and utilised in modern media, gaining the visibility and exposure it needs to stay vibrant and alive. A language cannot thrive if it is confined to particular settings or is largely absent from the public spaces in which people conduct their daily lives. Its presence in mainstream media and advertising demonstrates that the language is not only part of our cultural heritage, but a living, contemporary language with a legitimate and valued place in modern society.

In a relatively short timeframe, Section 10A. has significantly increased the visibility of Irish across a range of platforms, helping to promote its vitality and everyday use. The growing presence of Irish in advertising supports its continued use and long-term sustainability as a living community language.

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 remains relatively low.

Nevertheless, OCT monitors compliance with Section 10A., including ensuring that advertisements use accurately written and spoken Irish. There have been instances where the poor standard of Irish in some ads, whether in writing or pronunciation, has fallen below that which should reasonably be expected of public bodies. Although public bodies may commission external service providers to support the development, production and dissemination of Irish-language advertising, accountability for the quality and correctness of the Irish used remains with the public body. Accordingly, public bodies should have appropriate quality-assured procedures in place to ensure that all advertising content is accurate, natural, contextually appropriate and of a high linguistic standard prior to publication or broadcast. Failure to do so may result in material having to be corrected or reproduced, leading to the unnecessary expenditure of public resources.

Accuracy in Irish-language advertising is essential, reflecting a commitment to linguistic excellence and ensuring that content is free from syntactic, grammatical, and spelling errors, with appropriate attention also given to pronunciation, cadence, and rhythm in spoken Irish language. This is particularly important where Irish-language advertisements are derived from translations of original English-language content. By prioritising linguistic accuracy and natural usage, public bodies help to safeguard the integrity of the Irish language and ensure that increased visibility is accompanied by a consistently high standard of language. Fluent Irish speakers, who represent a vital living link to the language, are more likely to engage positively with content that reflects and respects the norms of the language. In doing so, public bodies demonstrate respect for Irish-speaking communities while supporting the sustainability of Irish as a living community language.

The correct and natural use of Irish in advertising also contributes to the creation of a valuable repository of contemporary language usage for learners and new speakers. The advertising sector is actively tracking the proliferation of Irish language advertising and although early research demonstrates accessibility challenges, the sector's increasing engagement with and responsiveness to the legislative requirements is a welcome and positive development.

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. For the purposes of this requirement subsection 10A.(2)(b) prescribes that for a medium to qualify as 'Irish-language media' at least 50% of its eligible media content must be in Irish.

To assist public bodies in preparing for implementation, OCT published a non-exhaustive list of media considered to fall within the definition prescribed in section 10A.(2)(b). OCT considers

a number of criteria when assessing eligibility for inclusion in the Irish-language media 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 including any overdependence on static content

The following non-exhaustive list set out in Table 4 has been provided by OCT to public bodies for the purpose of Section 10A.(2)(b) and is subject to change.

Table 4

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

*Media platforms established since the 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 limited availability of Irish-language media inventory. This, in effect, restricted the available 'shelf space' from which public bodies could purchase advertising. However, new media platforms have emerged since the enactment of Section 10A., primarily operating online and in the printed media space. The availability of Cogar, a new dedicated Irish-language social media platform and community app, is a positive development that increases the visibility of the Irish language across social media.

Compliance Monitoring

OCT continues to monitor compliance by public bodies with section 10A. and has commenced an audit of a number of public bodies across the various categories. While the increase in compliance levels in 2025 compared with 2024 is both significant and encouraging, a number of public bodies have yet to meet their obligations under the provision.

By cross-referencing reported expenditure with data from an independent source (Nielsen Ad Intel), OCT is working to ensure that all public bodies fully understand and meet their obligations under this legislation. OCT also monitors the quality of advertising across all media platforms, and where complaints are received from the public, reviews the relevant advertising to assess whether the Irish used is of an appropriate standard.

OCT remains available to provide advice to public bodies on their obligations under the Official Languages Act, 2003, as amended, as it has done each year. The advice and guidance provided by OCT has supported public bodies in improving compliance with Section 10A. OCT will continue its engagement with public bodies to assist them in meeting their obligations under the provision of Section 10A.

Ní neart go cur le chéile.

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