

Clearance Committee

RTÉ is a public service broadcaster, and the Broadcasting Act 2009 sets out RTÉ's statutory role and obligations. The decision as to whether to accept or reject an advertisement is a discretion that is within the preserve of RTÉ subject to the provisions of the relevant Codes. In this regard, all advertisements are subject to approval by the Copy Clearance Committee of RTÉ. This relates to the carriage of advertising and commercial messages on RTÉ channels and properties.

In the workings of this Committee, RTÉ seeks to exercise its discretion as to what advertisements it can accept in a timely, reasonable and consistent manner. The RTÉ Clearance Committee includes a diverse group of representatives across the organisation with the role of ensuring all advertising copy adheres to the regulatory and internal policies for commercial communications.

We abide by the Broadcasting Authority of Ireland General Commercial Communication Code and uphold the rulings and guidelines of the Association of Advertisers in Ireland Code of Standards for Advertising and Marketing Communications in Ireland which set out what is and is not acceptable in terms of commercial communications.

Within this, RTÉ also derives its own guidelines and policies to ensure adherence to commercial communications within the appropriateness of RTÉ's media services and its association with its audience. RTÉ aims to protect its audience and reserves the right whether to accept copy.

We have well established systems and processes to make consistent decisions on the challenge of checking content, deciding if it is acceptable and putting restrictions on it where necessary. Our role is to protect reputations and our audience where we can apply our skills to any area where it is important that content is acceptable under a set of rules.

RTÉ reserves the right to update and amend guidelines from time to time.