



Irish Audio Drama – What Next?

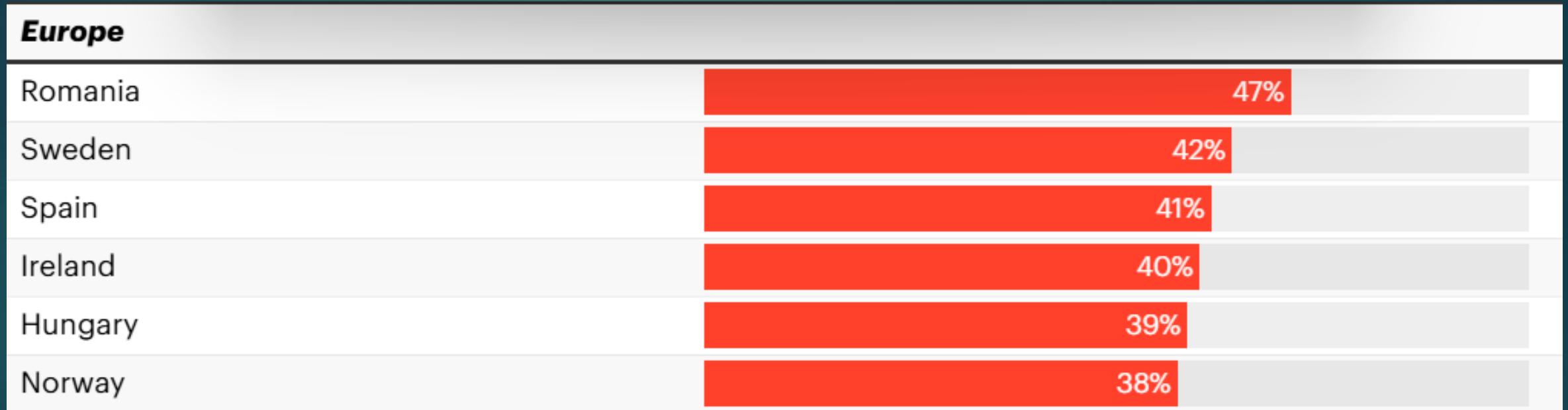
HUGH HICK – AUDIO DRAMA PRODUCER

HUGH.HICK@RTE.IE

INSTA - @HUGHHICK

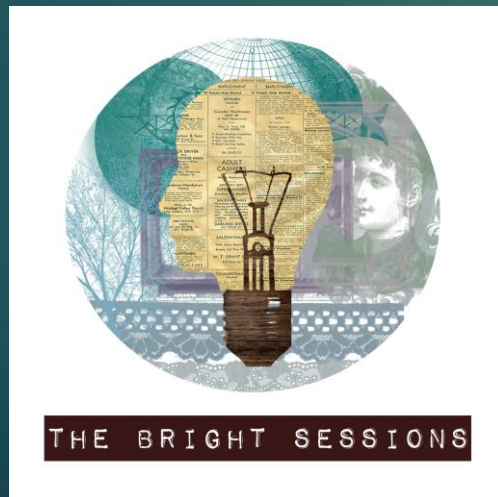
Podcast Listenership 2025

% of population that listens to one or more hours of podcasting per week.

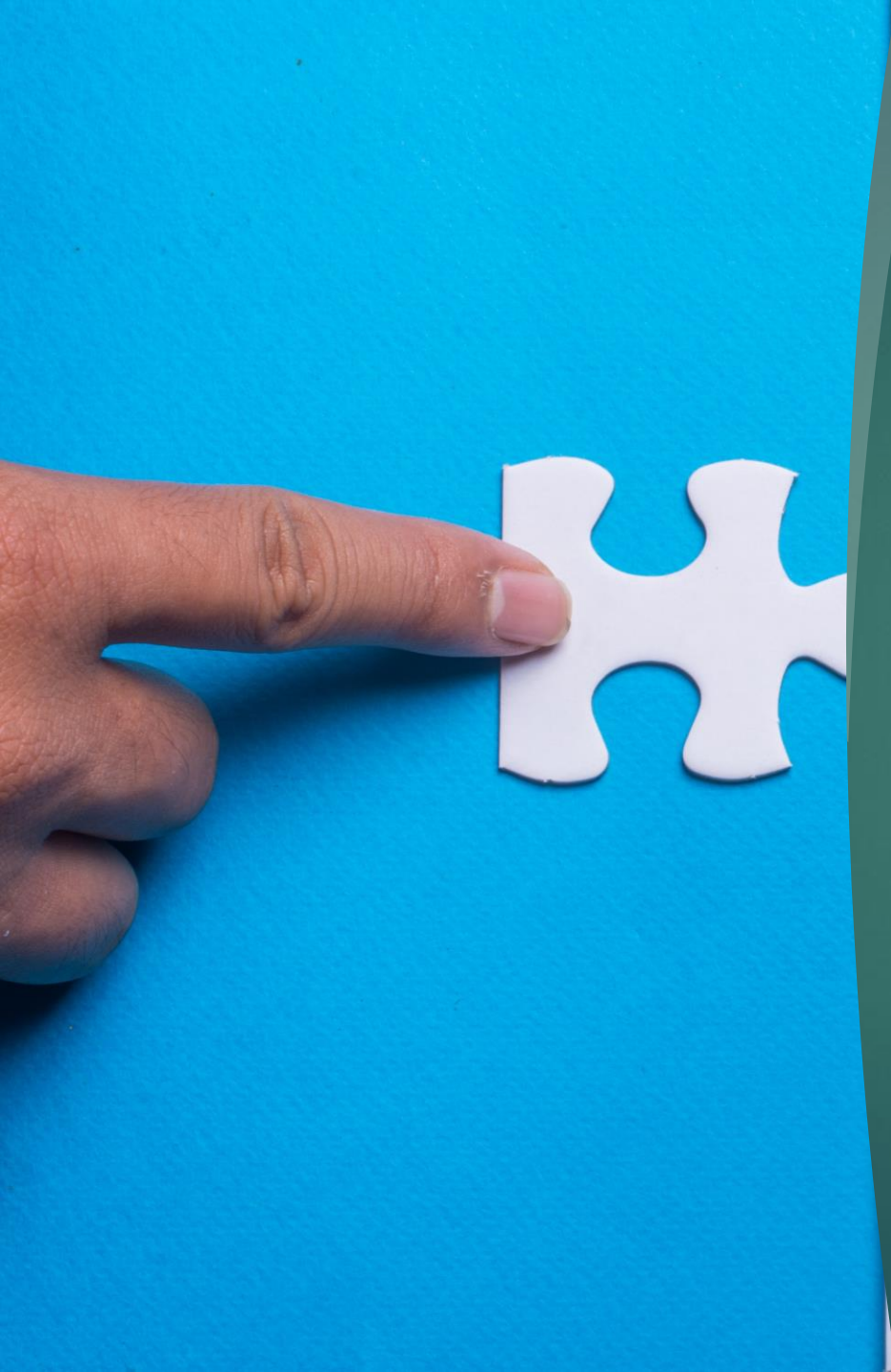


Source – YouGov Global Profiles, April 21st 2025

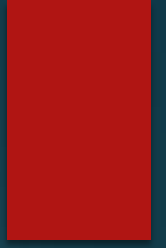
Recent Success Stories



Audio Drama is an opportunity –
not a compromise



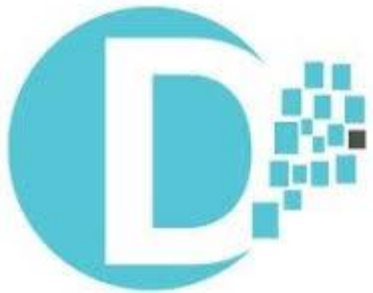
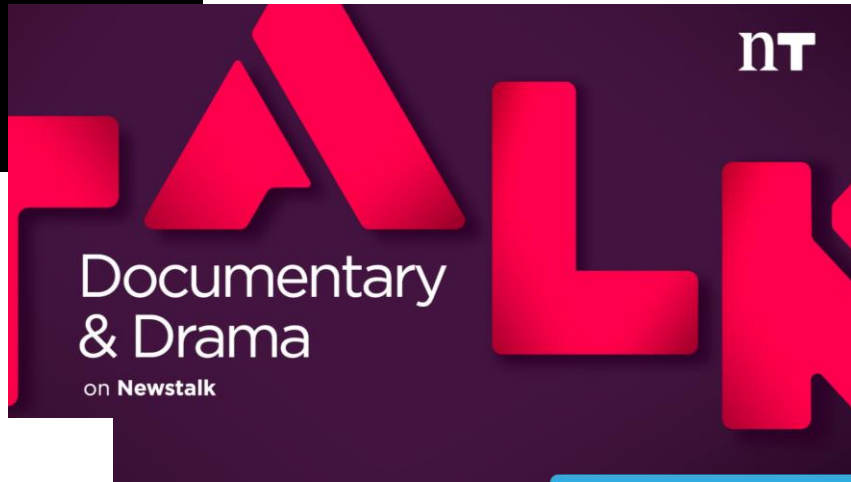
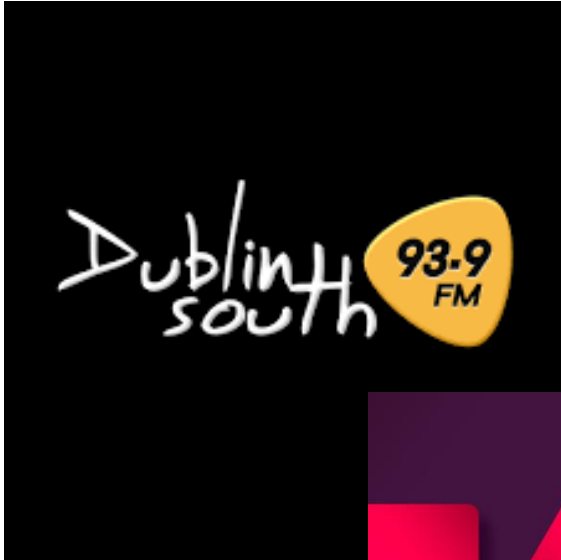
Compromise
#1 – A Square
Peg In A
Round Hole




RTÉ Drama On One

- **Approx 40 minute dramas**
- **Creatively conservative**
- **Little script development**
- **Few new dramas produced each year**





Other Radio Stations



Opportunity #1 – All The World's A Stage



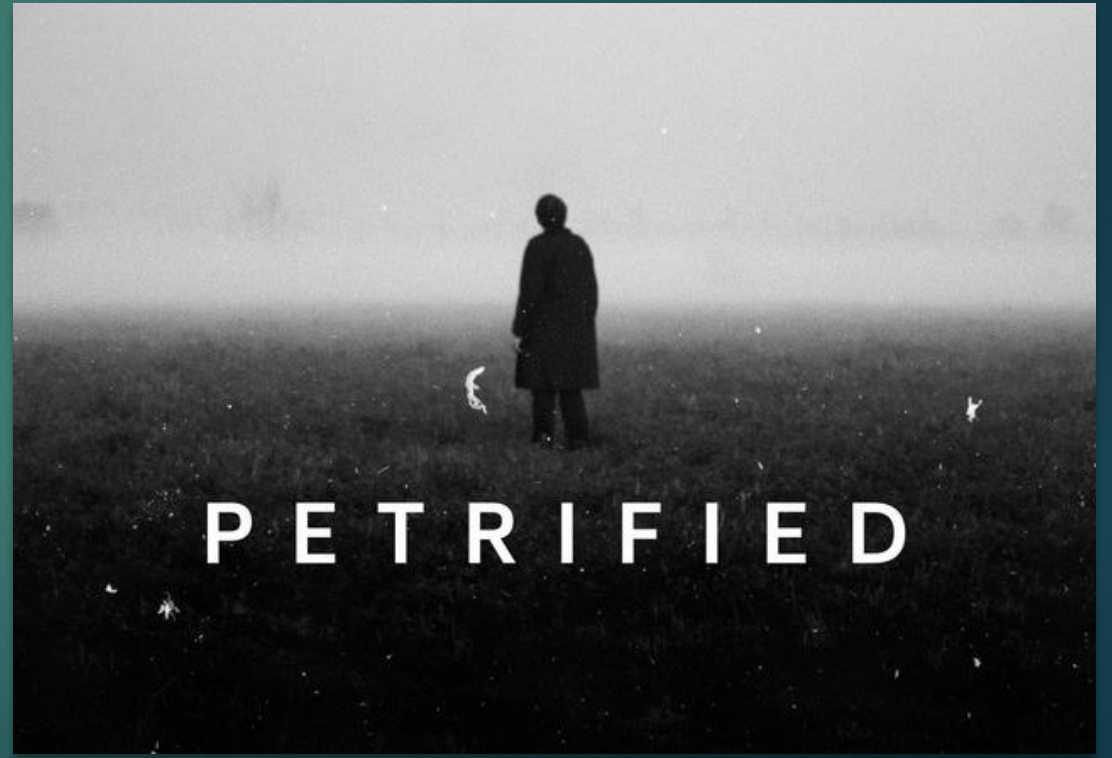
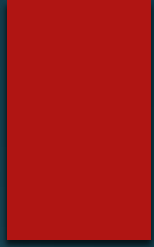
CelticMedia
Festival

Radio Drama

WINNER

Crossing The Red Line

Hugh Hick Productions
RTÉ Radio 1 Extra



Compromise #2 –
My Least favourite
phrase



‘Hey there, I’ve written a play that I think would make a great radio drama!’



Opportunity #1 – Every Day's A School Day



Oliver
Emmanuel

The BBC logo, consisting of the letters 'B', 'B', and 'C' each inside a white square, is positioned at the top center of the image. The background is a dense thicket of bare, dark tree branches against a grey, overcast sky. A red vertical bar is visible on the right edge of the frame.

B B C

SHARD

4



Compromise #3 – The 'F' Word

Sound & Vision

- ▶ - Only fund for Audio Drama in Ireland
- ▶ - Requires support of a broadcaster
- ▶ - Programmes must be 'ready for production'



 Coimisiún
na Meán

Sound & Vision Scheme

€8.6 million in funding awarded to
broadcasters & independent producers

 Coimisiún
na Meán



arts
council
S chomhairle
ealaíon

funding
the arts

(...But not Audio Drama)



MAKING

waves

(AND AUDIO DRAMAS)

WE'RE LOOKING FOR YOU!



Opportunity
#3 – The ‘C’
Word





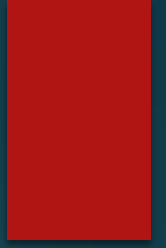
RTÉ
KIDS



Anansi's Web



Breaking through
the compromises
to reach the
opportunity





Modernise



Re-imagine our
approach to
funding

A close-up photograph of a person's hands holding a string of dark prayer beads. To the right, a small, weathered Buddha statue is visible, also adorned with prayer beads. The background is dark and out of focus, showing a person's legs in blue pants. The overall mood is contemplative and spiritual.

Create the culture
you want to see



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opportunity, not a
compromise



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