

Lèirsinn 2030

Lèirsinn airson nam
Meadhanan Gàidhlig
A Vision for Gaelic Media



Clàr-innse

Contents

- 3 Ro-ràdh
- 5 Lèirsinn freumhaichte nar dearbh-aithne
- 7 Ar lèirsinn
- 8 Na tha a' dèanamh MG ALBA sònraichte
- 9 Na trì slighean ro-innleachdail
 - A' ruigsinn a-mach
 - A' dèanamh fuaim
 - A' cur fàilte air an àm ri teachd
- 13 Ar gealladh

- 3 Introduction
- 5 A vision rooted in who we are
- 7 Our vision
- 8 What defines MG ALBA
- 9 The three strategic directions
 - Reaching out
 - Making noise
 - Embracing the future
- 13 Our commitment

Ro-ràdh

Introduction



Mìann na Mairidh-mara, MacTV, © MG ALBA photo by Jim Hope

Bha a' Ghàidhlig a-riamh a' ciallachadh barrachd air cànan a-mhàin. 'S e dìleab bheò a th' innte, dòigh air an t-saoghal fhaicinn, tuairisgeul a thoirt air, agus ciall a dhèanamh dheth a bhuineas chan ann a-mhàin dhaibhsan a bhios ga bruidhinn an-diugh, ach do gach ginealach a leanas. Chaidh MG ALBA a stèidheachadh gus frithealadh dhan an dìleab sin: gus dèanamh cinnteach gu bheil telebhisean Gàidhlig ri fhaighinn air feadh na h-Alba, agus gu bheil an roinn chruthachail, a tha ga bheathachadh, a' sior fhàs.

Ann an compàirteachas leis a' BhBC, tha sinn air BBC ALBA àrach gu bhith na seirbheis sònraichte agus luachmhor. Seirbheis a ruigeas luchd-labhairt agus luchd-ionnsachaidh na Gàidhlig, a bheir doimhneachd agus beairteas cultar na Gàidhlig gu uchd-amais ùr, agus a libhrigeas ùrlar airson sgeulachdan innse nach gabhadh aithris ann an àite sam bith eile. 'S e bunait a th' anns a' choileanadh sin, chan e mullach.

Gaelic has always been more than a language. It is a living inheritance, a way of seeing, naming and making sense of the world that belongs not only to those who speak it today, but to every generation that will follow. MG ALBA was established to serve that inheritance: to ensure that Gaelic television is made available across Scotland, and that the creative sector, which sustains it, continues to grow.

In partnership with the BBC, we have built BBC ALBA into a distinctive and valued service. One that reaches Gaelic speakers and learners, introduces new audiences to the depth and richness of Gaelic culture, and provides a platform for storytelling that could not exist anywhere else. That achievement is a foundation, not a ceiling.

Tha àrainneachd nam meadhanan anns a bheil sinn ag obair an-diugh a' coimhead gu math eadar-dhealaichte bhon tè san deach BBC ALBA a stèidheachadh an toiseach. Tha an luchd-amais sgapte. Tha ùrlaran ag iomadachadh. Tha eaconamas craoladh seirbheis phoblaich fo uallach leantainneach. Chan e duilgheadasan sealach a tha seo, tha iad a' riochdachadh ath-chumadh bunaiteach air mar a bhios daoine a' lorg, a' gabhail a-steach agus a' compàirteachadh ri susbaint. Feumaidh sinn freagairt leis an aon àrd-mhiann agus cruthachalachd a bhios na meadhanan Gàidhlig aig an ìre as fheàrr a' taisbeanadh.

'S e **Lèirsinn 2030** ar freagairt. Tha e a' dealbhadh slighe shoilleir airson nam bliadhnaichean ri teachd: ruighinn air luchd-amais nas fharsainghe agus nas òige, cruthachalachd na Gàidhlig a bhrosnachadh le misneachd, agus buidheann a thogail a tha uidheamaichte airson atharrachadh luath. Tha e ag iarraidh oirnn cumail dileas don adhbhar againn; sealladh Gàidhlig a thoirt air an t-saoghal againn, agus aig an aon àm a bhith dàna gu leòr airson ar sgeulachdan innse ann an dòighean ùra agus ann an àiteachan ùra.

Tha sinn moiteil às na chaidh a thogail. Tha sinn nas togarraiche fhathast mu na tha ri thighinn. Thèid àm ri teachd nam meadhanan Gàidhlig a chumadh le cruthachalachd, co-obrachadh agus creideamh domhainn ann an luach nam feartan a tha gan dèanamh nan seirbheis gun samhail. 'S e Lèirsinn 2030 ar dealas don àm ri teachd sin.

The media landscape we operate in today looks very different from the one in which BBC ALBA was launched. Audiences are fragmenting. Platforms are multiplying. The economics of public service broadcasting are under sustained pressure. These are not temporary disruptions, they represent a fundamental reshaping of how people find, consume and engage with content. We must respond with the same ambition and creativity that has defined Gaelic media at its best.

Lèirsinn 2030 is our response. It sets out a clear direction for the years ahead: to reach broader and younger audiences, to champion Gaelic creativity with confidence, and to build an organisation that is equipped for a rapid change. It asks us to hold true to our purpose; to bring a Gaelic perspective to the world we all share, while being bold enough to tell our stories in new ways and in new places.

We are proud of what has been built. We are more excited still about what comes next. The future of Gaelic media will be shaped by creativity, collaboration and a deep belief in the value of what makes it unique. Lèirsinn 2030 is our commitment to that future.



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Chief Executive



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Marion Sinclair
Comataidh Lèirsinn Chair

LÈIRSINN FREUMHAICHTE NAR DEARBH-AITHNE

A VISION ROOTED IN WHO WE ARE



Tha na meadhanan Gàidhlig aig crois-rathaid.

Tha atharrachadh mòr a' tachairt ann an roinn nam meadhanan san fharsaingeachd. Tha modailean stèidhichte de chraoladh, coimiseanadh agus sgaoileadh gan ath-chumadh le ùr-ghnàthachadh teicneòlach, atharrachadh ann an giùlan luchd-amais agus uallaichean eaconamach a tha a' sìor fhàs. Ged a tha na h-atharrachaidhean seo a' toirt dùbhlain dhuinn, tha iad cuideachd a' cruthachadh chothroman. Tha cothrom aig na meadhanan Gàidhlig ruighinn air luchd-amais taobh a-muigh nan crìochan traidiseanta, cruthan ùra de chompairteachadh a thogail, compairteachasan ùra a leasachadh agus cultar na Gàidhlig a nochdadh san t-saoghal ann an dòighean nach robh ri chreidsinn roimhe.

Tha **Lèirsinn 2030** a' mineachadh na slighe airson an ath chaibideil de na meadhanan Gàidhlig: àrd-mhiannach ann an cruthachalachd, misneachail ann an dearbh-aithne agus innleachdach san dòigh a thèid cultar na Gàidhlig a cho-roinn leis an t-saoghal. Tha MG ALBA ann gus frithealadh don Ghàidhlig agus na coimhearsnachdan a bhios ga bruidhinn, an fheadhainn aig a bheil ùidh innte agus an fheadhainn a tha dìreach air aithne a chur oirre airson a' chiad uair. Chan e craoladh subsaint Ghàidhlig an aon obair aig MG ALBA. Bidh sinn cuideachd a' cruthachadh nan suidheachaidhean anns am faod cànan is cultar na Gàidhlig soirbheachadh ann am beatha phoblach an latha an-diugh.

Gaelic media stands at a turning point.

The wider media sector is undergoing profound change. Established models of broadcasting, commissioning and distribution are being reshaped by technological innovation, changing audience behaviour and increasing economic pressure. While these shifts present challenges, they also create opportunities. Gaelic media has the chance to reach audiences beyond traditional boundaries, build new forms of participation, develop new partnerships and connect Gaelic culture in the world in ways that were previously unimaginable.

Lèirsinn 2030 sets out the direction for the next chapter of Gaelic media: ambitious in creativity, confident in identity and forward-looking in how Gaelic culture is shared with the world. MG ALBA exists to serve the Gaelic language and the communities that speak it, those who are interested in it and those discovering it for the first time. MG ALBA's role is not simply to broadcast Gaelic content. It is to help create the conditions in which Gaelic language and culture can thrive in modern public life.



Ar lèirsinn

Ro 2030, gheibhear na meadhanan Gàidhlig ann an àite sam bith a bhios an luchd-amais – bidh sinn **follaiseach, àrd-mhiannach** agus **fighte a-steach do bheatha làitheil**. Togaidh MG ALBA eag-shiostam mheadhanan Gàidhlig ùr-nodha a bhios:

- A' toirt taic do dh'fhàs cànan is cultair
- A' leigeil le luchd-cruthachaidh is coimhearsnachdan soirbheachadh
- A' ruighinn luchd-amais nas fharsainghe is nas òige
- A' dèanamh cinnteach gu bheil seachas na Gàidhlig beòthail, buntainneach agus a' tarraing aire na h-uile

'S e cànan beò a th' anns a' Ghàidhlig, agus bidh cànanan beò ag atharrachadh; bidh iad a' freagairt ri buaidhean ùra agus a' freumhachadh ann an àiteachan ris nach robh dùil. Thèid àm ri teachd nam meadhanan Gàidhlig a thogail tro chruthachalachd, compàirteachas, ionnsachadh agus innleachdas. Cumaidh sinn freumhan ann an cànan is cultar na Gàidhlig agus sinn a' gabhail ris na cothroman a chruthaicheas teicneòlasan ùra, ùrlaran ùra agus cruthan compàirteachaidh ùra.

Our vision

By 2030, Gaelic media will live wherever audiences live – we will be **visible, ambitious** and **woven into everyday life**. MG ALBA will build a modern Gaelic media ecosystem that:

- Supports language and cultural growth
- Enables creators and communities to flourish
- Reaches broader and younger audiences
- Ensures Gaelic storytelling remains vibrant, relevant and impossible to ignore

Gaelic is a living language, and living languages change; they absorb new influences and take root in unexpected places. The future of Gaelic media will be built through creativity, partnership, learning and innovation. We will remain rooted in Gaelic language and culture while embracing the opportunities created by new technologies, new platforms and new forms of participation.



Na tha a' dèanamh MG ALBA sònraichte?

Sgeulachdan nach urrainn ach a' Ghàidhlig innse

'S e ar prìomh adhbhar sgeulachdan aithris nach urrainn ach a' Ghàidhlig innse, agus tha ar dealas maireannach don chànan, don chultar agus do na coimhearsnachdan againn.

Ar dreuchd shònraichte

Tha sinn sònraichte leis gu bheil sinn a' cothromachadh dà dhleastanais chudromaich. Tha sinn ag innse sgeulachdan gun samhail, agus aig an aon àm a' dèanamh cinnteach gum faigh luchd-amais airson na Gàidhlig an aon leud, càileachd agus àrd-mhiann a shùileachar bho sheirbheis mheadhanan ùr-nodha sam bith. Cumaidh sinn ri ar n-adhbhar agus sinn fhathast àrd-mhiannach, buntainneach agus farpaiseach ann an àrainneachd mheadhanan nas fharsainghe.

Tha seo a' ciallachadh gum feum sinn roghainnean soilleir a dhèanamh mu far as motha a bhios buaidh aig MG ALBA. Chan urrainn dhuinn an aon sheirbheis a thoirt don h-uile seòrsa luchd-amais, gach ùrlar a leantainn gu co-ionnan no feuchainn ris a h-uile càil a dhèanamh aig an aon àm. An àite sin, cuiridh sinn fòcas air ar n-oidhirpean far as fheàrr a neartaicheas iad a' Ghàidhlig, a cultar agus a coimhearsnachdan.

What defines MG ALBA?

Stories only Gaelic can tell

Our underlying purpose is to tell stories that only Gaelic can tell and our enduring commitment is to our language, culture and communities.

Our distinctive role

Our distinctiveness lies in balancing two equally important responsibilities. We tell unique stories, while also ensuring audiences for Gaelic can enjoy the breadth, quality and ambition expected of any modern media service. We will keep our purpose while remaining ambitious, relevant and competitive within the wider media landscape.

This means making clear choices about where MG ALBA can have the greatest impact. We cannot serve every audience equally, pursue every platform equally or attempt to do everything simultaneously. Instead, we will focus our efforts where they most effectively strengthen Gaelic language, culture and communities.



NA TRÌ SLIGHEAN RO-INNLEACHDAIL

THE THREE STRATEGIC DIRECTIONS

Tha na slighean ro-innleachdail a leanas a' mìneachadh mar a dhèiligeas MG ALBA ri cothroman agus dùbhlain nam bliadhnaichean ri teachd. Còmhla, tha iad nam frèam-obrach airson prìomhachasadh, co-dhùnadh agus fòcas buidhne.

The following strategic directions set out how MG ALBA will respond to the opportunities and challenges of the years ahead. Together, they provide a framework for prioritisation, decision-making and organisational focus.

Còram, MacTV, © MG ALBA, photo by Dalibudh Martin



A' ruigsinn a-mach

Bidh MG ALBA a' fàs agus ag iomadachadh an luchd-amais airson nam meadhanan Gàidhlig le bhith a' cruthachadh dhòighean brioghmhor a-steach gu cultar na Gàidhlig aig gach ìre de bheatha.

Thig fàs bho bhith a' cur ar dearbh-aithne Ghàidhlig an cèill ann an dòigh mhisneachail, chruthachail agus ruigsinneach.

Coinnichidh sinn ri luchd-amais far a bheil iad, a' tuigsinn giùlan caochlaideach luchd-amais nas fheàrr, agus a' gabhail ri modh seanchais sònraichte gach ùrlar ann an dòigh a riochdaicheas compàirteachadh leis na meadhanan an-diugh. Cuiridh sinn fòcas sònraichte air luchd-amais nas òige, chan ann mar eacarsaich compàirteachaidh air leth, ach mar obair aig cridhe nam meadhanan Gàidhlig san àm ri teachd.

Bidh ionnsachadh fhathast na phàirt riatanach de dh'adhbhar poblach MG ALBA. Neartaichidh sinn ceangalan eadar ionnsachadh agus compàirteachadh, a' cuideachadh luchd-ionnsachaidh a dhol seachad air togail a' chànain gu compàirt nas doimhne ann an sgeulachdan Gàidhlig.

Reaching out

MG ALBA will grow and diversify the audience for Gaelic media by creating meaningful pathways into Gaelic culture at every stage of life.

Growth will come from expressing our Gaelic identity confidently, creatively and accessibly.

We will meet audiences where they already are, understanding changing audience behaviour more deeply, and embracing platform-native storytelling that reflects how we experience media today. Particular focus will be placed on younger audiences, not as a separate outreach exercise, but as central to the future of Gaelic media.

Learning will remain a vital part of MG ALBA's public purpose. We will strengthen pathways between learning and participation, helping learners move beyond language acquisition into wider engagement with Gaelic stories.



A' dèanamh fuaim

Bidh MG ALBA a' brosnachadh cruthachalachd na Gàidhlig le misneachd agus àrd-mhiann.

Neartaichidh sinn faicsinneachd na Gàidhlig agus a cultar ann an Alba agus gu h-eadar-nàiseanta, aig an aon àm a' toirt taic don eaconamaidh chruthachail a tha ga cumail suas.

Tha buaidh chultarail, shòisealta agus eaconamach aig na meadhanan Gàidhlig a thèid nas fhaide na craoladh. Cuiridh MG ALBA a' bhuaidh sin an cèill gu soilleir agus gu pròiseil, aig an aon àm a' toirt taic do leasachadh sgrìobhadairean, riochdairean, luchd-aithris, luchd-cruthachaidh didseatach agus tàlant ùr. Le bhith a' seilbheachd ann an cruthachalachd agus tàlant, cuidichidh MG ALBA le bhith a' dèanamh cinnteach gum bi seanchas na Gàidhlig a' soirbheachadh airson ghinealaichean ri teachd.

Mar a bhios roinn nam meadhanan a' sìor atharrachadh, bidh MG ALBA a' sireadh chothroman gus sgeulachdan Gàidhlig a neartachadh tro cho-obrachadh, a' dèanamh cinnteach gu bheil susbaint na Gàidhlig fhathast ri fhaicinn, luachmhor agus farpaiseach ann an àrainneachd a tha a' sìor fhàs iom-fhillte.

Chan urrainn dhuinn àm ri teachd nam meadhanan Gàidhlig a thogail leinn fhìn. Obraichidh sinn còmhla ri craoladairean, ùrlaran, ionadan foghlaim, buidhnean cultarail, luchd-cruthachaidh agus compàirtichean malairteach gus ruigsinneachd, buaidh agus seasmhachd nam meadhanan Gàidhlig a leudachadh.

Making noise

MG ALBA will champion Gaelic creativity with confidence and ambition.

We will strengthen the visibility of Gaelic language and culture within Scotland and internationally, while supporting the creative economy that sustains it.

Gaelic media has cultural, social and economic impact beyond broadcasting. MG ALBA will communicate that impact clearly and proudly while supporting the development of writers, producers, presenters, digital creators and emerging talent. By investing in creativity and talent, MG ALBA will help ensure Gaelic storytelling continues to thrive for future generations.

As the media sector continues to evolve, MG ALBA will seek opportunities to amplify Gaelic stories through collaboration, ensuring Gaelic content remains visible, valued and competitive within an increasingly complex landscape.

We cannot build the future of Gaelic media alone. We will work with broadcasters, platforms, educational institutions, cultural organisations, creators and commercial partners to extend the reach, impact and sustainability of Gaelic media.



A' cur fàilte air an àm ri teachd

Bidh MG ALBA na bhuidheann a bhios a' coimhead air adhart agus uidheamaichte airson àrainneachd nam meadhanan a tha ag atharrachadh gu luath.

Gabhaidh sinn ri innleachdas, neartaichidh sinn comas na buidhne agus cruthaichidh sinn an fhoghainteachd a tha a dhìth gus freagairt ri teicneòlasan ùra, giùlan luchd-amais agus cothroman cruthachail.

Thèid dèiligeadh ri ùrlaran didseatach chan ann a-mhàin mar sheanailean sgaoilidh, ach mar phrìomh àiteachan cultarail far am bi luchd-amais a' gabhail pàirt, coimhearsnachdan gan cruthachadh agus cànan ag atharrachadh.

Tha astar an atharrachaidh air feadh roinn nam meadhanan agus craoladh seirbheis phoblaich a' luathachadh. Cumaidh giùlan caochlaideach luchd-amais, teicneòlasan ùra, atharrachadh structaran gnìomhachais agus poileasaidh orra ag ath-chumadh na h-àrainneachd anns a bheil MG ALBA ag obair. Bidh sinn an-còmhnaidh sùbailte agus a' coimhead a-mach, a' freagairt ri atharrachadh agus sinn a' cumail ri ar n-adhbhar phoblach.

Brosnaichidh MG ALBA cultar innleachdais, a' cruthachadh cothroman airson beachdan, cruthan agus compàirteachasan ùra fheuchainn. Bidh compàirteachas aig cridhe ar dòigh-obrach, agus sinn cruthachail ann a bhith a' sgrùdadh nan cothroman malairteach a neartaicheas agus a bheir taic don adhbhar againn. Cha bhi a h-uile iomairt soirbheachail, ach bidh deòin fheuchainn, ionnsachadh gu sgiobalta agus atharrachadh riatanach airson soirbheachas san fhad-ùine.

Embracing the future

MG ALBA will be a forward-looking organisation equipped for a rapidly changing media landscape.

We will embrace innovation, strengthen organisational capability and create the resilience needed to respond to new technologies, audience behaviours and creative opportunities.

Digital platforms will be treated not simply as distribution channels, but as primary cultural spaces where audiences participate, communities form and language evolves.

The pace of change across the media sector and public service broadcasting is accelerating. Shifting audience behaviours, emerging technologies, evolving industry structures and policy will continue to reshape the environment in which MG ALBA operates. We will remain adaptable and outward-looking, responding to change while staying anchored in our public purpose.

MG ALBA will foster a culture of experimentation, creating opportunities to test new ideas, new formats and new partnerships. Partnership will be at the heart of the way we work, creatively and in exploring the commercial opportunities that strengthen and support our purpose. Not every initiative will succeed, but a willingness to try, learn quickly and adapt will be essential to long-term success.



AR GEALLADH OUR COMMITMENT



'S e aithris air ar slighe, àrd-mhiann agus adhbhar a th' ann an **Lèirsinn 2030**. 'S e stiùireadh a th' ann airson nam prìomhachasan a thaghas sinn, na co-dhùnaidhean a nì sinn agus an dòigh anns am bi sinn ag obair. Thèid soirbheachas MG ALBA a thomhas tron luach a chruthaicheas e airson na Gàidhlig agus a coimhearsnachdan, an tabhartas a nì e do bheatha chultarail na h-Alba, agus càileachd, ruigsinneachd agus buaidh na susbaint a bheir e gu buil. Thèid ar co-dhùnaidhean a stiùireadh leis an luchd-amais, ag èisteachd gu faiceallach riutha agus ri coimhearsnachdan, a' fiosrachadh coimiseanadh, sgaoileadh agus compàirteachadh le mothachadh. Tha sinn ag obair a dh'ionnsaigh àm ri teachd far am bi:

- Na meadhanan Gàidhlig a' ruighinn luchd-amais nas fharsainghe
- Daoine òga a' faicinn na Gàidhlig mar phàirt de bheatha an latha an-diugh
- Luchd-cruthachaidh agus coimhearsnachdan air an cumhachdachadh gus soirbheachadh
- Cànan is cultar na Gàidhlig follaiseach, misneachail agus ceangailte ris an t-saoghal mun cuairt oirnn

Cumaidh àrainneachd nam meadhanan ag atharrachadh. Bidh ùrlaran, teicneòlasan agus giùlan luchd-amais ag atharrachadh ann an dòighean nach urrainn dhuinn a ro-innse gu h-iomlan. Chan atharraich ar n-adhbhar. Leanaidh MG ALBA a' frithealadh ri cànan is cultar na Gàidhlig le àrd-mhiann, cruthachalachd agus misneachd.

Lèirsinn 2030 is a statement of direction, ambition and purpose. It is a guide for the priorities we choose, the decisions we make and the way that we operate. MG ALBA's success will be measured through the value it creates for Gaelic language and communities, the contribution it makes to Scottish cultural life, and the quality, reach and impact of the content it produces. We will be audience-led in our decision-making, listening carefully to audiences and communities, using insight to inform commissioning, distribution and engagement. We are working toward a future where:

- Gaelic media reaches broader audiences
- Younger people see Gaelic as part of modern life
- Creators and communities are empowered to thrive
- Gaelic language and culture is visible, confident and connected to the world around us

The media landscape will continue to evolve. Platforms, technologies and audience behaviours will change in ways we cannot fully predict. Our purpose will not change. MG ALBA will continue to serve Gaelic language and culture with ambition, creativity and confidence.

Lèirsinn 2030

