

AR STÒRAS GÀIDHLIG

Sgrùdadh-cùise: Media nan Eilean (mneTV)



Tha an rannsachadh o chionn ghoirid air luach na Gàidhlig mar so-mhaoin eaconamach is shòisealta, a' sealltainn dhuinn eisimpleirean air ciamar a bhios gnìomhachasan, iomairtean sòisealta, agus coimhearsnachdan a' cleachdadh Gàidhlig, agus de cho cudromach sa tha i ann an conaltradh, amasan sòisealta agus coimearsalta. Tha an sgrùdadh-cùise seo a' taisbeanadh ciamar a tha Media nan Eilean (mneTV), Glaschu a' cleachdadh Gaelic mar so-mhaoin.

'S e Media nan Eilean (mneTV) aon de na riochdairean de phrògraman Spòrs as motha ann an Alba agus 's iad an 15mh companaidhean riochdachaidh TBh neo-eisimeileach as motha taobh a-muigh Lunnainn, le còrr is 100 sreath phrògraman aca air a dhèanamh. Tha a' chompanaidh dìreach air 20 bliadhna a chomharrachadh taobh a-staigh raon riochdachaidh telebhisean neo-eisimeileach ann an Alba, oir chaidh a stèidheachadh ann an 1989. Le 25 luchd-obrach làn-ùine tha mneTV timcheall air an 70mh as motha san raon seo san RA, an 15mh as motha taobh a-muigh Lunnainn agus an dàrna companaidh dùthchasail ann an Alba.

Ged a tha mneTV ag obrachadh le craoladairean gu lèir na h-Alba, tha a' mhòr-chuid den obair aca an-dràsta ga dhèanamh airson BBC ALBA agus tha iad a' riochdachadh eadar caogad is seasgad Craolaidhean A-muigh ann an Spòrs, a' gabhail a-steach leithid Ball-coise bho Phrìomh Lìog na h-Alba, Ball-coise Bhoireannaich Eadar-nàiseanta, Rugbaidh aig ìre cluba, Lìog is Cupa na Ciad Roinn ann an Alba, agus Iomain. Tha a' chompanaidh cuideachd a' riochdachadh CLUBTV airson BBC ALBA – prògram iriseil TBh mìosail airson BBC ALBA a-mhàin, mu dheidhinn Clubaichean Ball-coise Celtic is Rangers, a' tighinn bho stiùdiothan aig STV.

Tha gnìomhan a' chompanaidh nan eisimpleir shoileir de ghnòthachas a tha a' cleachdadh na Gàidhlig mar so-mhaoin – tha an t-eòlas is fiosrachadh a th' aca mu shaoghal na Gàidhlig, còmhla ris an luchd-obrach is a' chrìùbha (le grunn dhiubh fileanta sa Ghàidhlig) a' ciallachadh gun urrainn dhaibh farpais a thaobh càileachd le gin de na companaidhean riochdachaidh ann an raon craolaidh is meadhanan Gàidhlig.

San raon chur-seachadan, tha mneTV a' riochdachadh Farpaisean Eadar-nàiseanta Chon-chaorach agus Fèisean Ciùil Dùthchasach, cho math ri streathan de phrògraman aithriseach agus prògraman innteanach is fiosrachail. Tha an obair riochdachaidh tarsainn air gach gnè phrògraman a' faighinn taic bho thrì aonadan camara agus ceithir seòmraichean gearraidh taobh a-staigh togalaich a' chompanaidh.

Airson eisimpleir air an seòrsa so-mhaoin a tha craoladh Gàidhlig a' riochdachadh ann an saoghal spòrs na h-Alba faodar coimhead air an mar a tha Rugbaidh pro-12 ga shealltainn air an TBh, agus cuideachd ball-coise na h-Alba. Tha, gun teagamh, rudan matha air tighinn às an seo ann an saoghal spòrs air sgàth 's mar a tha obair mneTV a' tighinn am follais air BBC ALBA. Tha luchd-leantainn spòrs air bruidhinn air an deagh bhuaidh a th' aig an fhoillseachadh seo air sgiobaidhean Rugbaidh leithid Warriors Ghlaschu – tha a-nis barrachd dhaoine a' frithealadh gheamannan na chleachd. Cuideachd, tha prògraman anns a bheil sgiobaidhean leithid Motherwell is Ross County a' nochdadh a' toirt cothrom do

bhailtean leithid Inbhir Pheofharain is eile a bhith air an TBh agus buannachd fhaighinn bho bhith air am faicinn gu nàiseanta agus tha seo ag àrdachadh an inbhe – uile mar thoradh air a bhith air an t-seanal Gàidhlig tro mneTV is eile.

Tha seo cuideachd, a rèir mneTV, a' toirt buaidh mhath air mar a tha a' Ghàidhlig air a faicinn leis a' mhòr-shluagh:

“mar bhuile bho bhith a' sealltainn spòrs a th' air iarraidh leis a' mhòr-shluagh, tha luach cultarail ann do dhaoine a bhith a' cluinntinn na Gàidhlig airson a' chiad uair, cha mhòr a' buntainn dhan chànan, agus a' faighinn eòlas air choireigin oirre”.

Tha suirbhidhean coitcheann de luchd-amhairc BBC ALBA a' sealltainn ged a tha luchd-labhairt na Gàidhlig a' cur luach mhòr air, tha feadhainn aig nach eil Gàidhlig cuideachd air tighinn air bòrd agus, mar sin, a' faighinn eòlas air a' chànan nach robh comasach dhaibh roimhe – agus chithear buil seo anns na figearan amhairc, a-nis gu cunbhalach os cionn 750,000 gach seachdain.

Air fhoillseachadh le Iomairt na Gàidhealtachd 's nan Eilean.

Airson an aithisg uile agus foillseachaidhean eile, thigear gu www.hie.co.uk/gaelic

Airson tuilleadh fiosrachaidh air Media nan Eilean (mneTV), thigear gu www.mnetv.tv

Iomairt na Gàidhealtachd 's nan Eilean,
Taigh Friseal, Sràid nam Manach,
Inbhir Nis, IV1 1BA, Alba

t. **+44 (0)1463 234171**
f. **+44 (0)1463 244469**
e. **info@hient.co.uk**

Although mneTV works with all Scottish broadcasters, the majority of its work currently is for BBC ALBA, and it produces between fifty and sixty Outside Broadcasts in Sport, to cover Scottish Premier League Football, International Women's Football, Club Rugby, Scottish First Division League and Cup Football, and Shinty. The company also produces CLUBTV for BBC ALBA – a monthly TV exclusive magazine show on Celtic and Rangers Football Clubs, presented from studios at STV.

The firm's activities are a clear example of a business using Gaelic as an asset – their experience and knowledge of the Gaelic world, together with their staff and crew (a notable number of whom are Gaelic speakers) means they can compete on quality terms with any other production company in the field of Gaelic broadcasting and media.

In entertainment, mneTV produces coverage of International Sheepdog Trials and Country Music Festivals, in addition to coverage of Production work across all genres is supported by three camera units and four edit suites within the company premises.

An example of the type of asset that Gaelic broadcasting in sport is to Scotland can be seen in relation to the present coverage of pro-12 Rugby in Scotland, and also the coverage of Scottish football. There is undoubtedly a knock-on impact in the world of sport due to the exposure on BBC ALBA of the work of mneTV. Sports commentators have remarked on the positive effect that this coverage is having on Rugby teams such as the Glasgow Warriors – now filling their stadiums to a greater extent than before. Likewise coverage of clubs such as Motherwell and Ross County allows to feature on TV and gain through national exposure and profile – as a result of the coverage on the Gaelic channel from mneTV and others.

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This, according to mneTV, also has a general knock-on effect in terms of how Gaelic is generally perceived by the public:

“By dint of covering mainstream sport, there is a cultural value in people for the first time hearing the language, being in touching distance of the language, and having some working knowledge of it”.

General surveys of viewers of BBC ALBA show that while Gaelic speakers appreciate it enormously non-Gaels have also been brought on board and therefore engage with the language in a way that was not the case previously – as can be evidenced through the viewing figures, now regularly above 750,000 per week.

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To view the full report and other related published materials visit www.hie.co.uk/gaelic

For more information on Media nan Eilean (mneTV) visit www.mnetv.tv

Highlands and Islands Enterprise,
Fraser House, Friar's Lane,
Inverness, IV1 1BA, Scotland

t. +44 (0)1463 234171
f. +44 (0)1463 24469
e. info@hie.co.uk

AR STÒRAS GÀIDHLIG

Case study: Media nan Eilean (mneTV)



The recent research into the economic and social value of Gaelic as an asset, highlights some key examples of how businesses, social enterprises and communities are using Gaelic, and its significance, in fulfilling their communication, commercial and social objectives. This case study demonstrates how Media nan Eilean (mneTV) use Gaelic as an asset.

Media nan Eilean (mneTV) is Scotland's biggest producer of sport programmes and are the 15th largest independent TV production company outside of London, with over 100 series names to their credit. The company has just celebrated its twentieth year of work within the Scottish independent television production sector, having been established in 1989. With a full-time staff of 25, mneTV is around the seventieth largest in the UK sector, the 15th largest outside of London, and the second largest indigenous company in Scotland.

