

S4C MASNACHOL

S4C Masnachol yw is-gwmni masnachol S4C. Trwy S4C Rhynghladol, mae'n gyfrifol am greu incwm ychwanegol i'r darlledwr trwy hysbysebion, nawdd, cyd-gynrychiadau a gwerthiant rhaglenni. Trwy ei is-gwmni, S4C2 Cyf., mae'n cynnig gwasanaeth Rheoli Sianelau i gyrrf allanol ac mae'n berchen ar draean o gwmni SDN, drwy ei is-gwmni S4C Digital Media Ltd.

Fel y rhagwelais yn fy adroddiad y llynedd, digon anodd fu hi i S4C Masnachol yn ystod 2002. Parhaodd y dirywiad yn y farchnad hysbysebu, gyda digwyddiadau 11 Medi, 2001 yn taflu cysgod dros gwmniau masnachol.

Yn Ebrill 2002, penodwyd gweinyddydd dros ITV Digital ac yn diweddarach yn y flwyddyn penodwyd derbynydd dros y cwmni. Golygodd cwmp ITv Digital y daeth ITV Select, partneriaeth rhwng ITv Digital ac SDN, i ben a bu'n rhaid ail strwythuro SDN fel canlyniad.

Mae wedi bod yn bosibl i'r rhan yma o'r busnes barhau i dyfu oherwydd yr enw da masnachol sydd gennym o fewn y diwydiant ac oherwydd y partneriaethau tymor-hir yr ydym wedi eu meithrin yn ystod blynnyddoedd blaenorol.

Trosglwyddwyd gwarged masnachol o £2.6m i'r Gronfa Gyhoeddus, o'i gymharu â £2.9m yn 2001.

S4C RHYNGWLADOL

Er bod y flwyddyn wedi bod yn un anodd i'r diwydiant hysbysebu mae 27 o'r 30 prif hysbysebwr Prydeinig yn parhau i ddefnyddio S4C. Gwerthwyd mwy o hysbysebion nag erioed o'r blaen i gleientiaid yng Nghymru, gan gynnwys Leekes a Hufenta De Arfon, a gwellwyd cynnydd yn y nifer o fudiadau a hysbysebodd ar S4C yn y Gymraeg, o 40 yn 2001 i 47 yn 2002. Roedd hyn yn cynrychioli 159 o ymgyrchoedd unigol yn y Gymraeg, cynnydd mawr ar y flwyddyn flaenorol.

Llwyddwyd hefyd i ddenu nifer o noddwyr i raglenni'r sianel er i ni weld, ar y cyfan, ddirywiad yn y farchnad hon o ganlyniad i'r digwyddiadau uchod.

Lansiwyd 20 awr o raglenni newydd wedi eu cyd-gynhyrchu gyda darlledwyr o wledydd eraill, gan gynnwys **Byw Wedi'r Bedd** gyda Discovery Channel, UDA, **Doctoriaid Rhyfel**, gydag Alliance Atlantis a History Television, Canada, **Y Pompeii Cyntaf**, gyda Five a Discovery Europe ac **Yn ôl i'r Dyfodol** gyda A&E yn yr UDA. Mae'r cyd-gynrychiadau hyn yn adeiladu ar sylfaen gref o gyd-gynhyrchu a osodwyd yn y blynnyddoedd cynt. Yn ystod y flwyddyn darlledwyd cyfres **Yr Heliwr**, cyd-gynhyriad drama gyda Five, Barcud Derwen a Pearson.

Parhaodd y tîm sy'n gwerthu rhaglenni i fynychu marchnadoedd teledu megis Mip a Mipcom yn Cannes i hyrwyddo gwerthiant yn y farchnad ryngwladol gyda dros 400 o wahoddedigion yn mynychu dathliad pen-blwydd S4C Rhynghladol a gynhalwyd yn ystod ffair Mipcom gyda chefnogaeth werthfawr Awdurdod Datblygu Cymru, MasnachCymru Rhynghladol a Bwrdd Croeso Cymru.

Comisiynwyd cyfres newydd o 26 rhaglen o Sam Tân, sydd bellach yn cael ei gydreoli gan S4C Rhynghladol a HIT Plc. Rhoddwyd y comisiwn hwn allan i dendr ac fe'i henillwyd gan gwmni Siriol o Gaerdydd.

S4C Rhynghladol oedd prif noddwr Cartoon Forum 2002 a gynhalwyd ym Mhlas y Faenol ger Bangor. Denwyd dros 800 o gynrychiolwyr y diwydiant i weld cynrych animeiddio newydd Ewrop. Ystyriwyd y digwyddiad yn llwyddiant mawr a'r gobaith yw sicrhau cyllid ychwanegol o ffynonellau allanol ar gyfer cynrychiadau animeiddio newydd o Gymru.

SDN

Yn dilyn cau ITV Digital, ail hysbysebwyd eu trwyddedau plethiad digidol daearol, gyda Freeview yn eu hennill. Mae lansiad Freeview wedi bod yn hynod o lwyddiannus ac mae hyn yn rhoi sylfaen cwbl newydd i obeithion teledu digidol daearol. Ail-strwythurwyd SDN i gyfarfod â gofynion newydd y cwmni ac yn ogystal â darlledu S4C ac S4C2 yng Nghymru, ar draws Prydain mae SDN yn darlledu Five, QVC, Bid-up.TV, TV Travel Shop, nlli a BBC Radio 1, 2, 3 a 4. Yn yr Alban darlledir Tele G hefyd.

S4C2 CYF.

Yn ogystal â darlledu gweithgareddau Cynulliad Cenedlaethol Cymru drwy gydol y flwyddyn, mae S4C2 Cyf. yn parhau i is-brydlesu ei ofod cludiant sbâr



Wyn Innes
RHEOLWR GYFARWYDDWR, S4C MASNACHOL



HELIWR

S4C MASNACHOL

S4C MASNACHOL is S4C's commercial subsidiary. Via S4C International, it is responsible for generating additional income for the broadcaster through advertisements, sponsorship, co-productions and programme sales. Through its subsidiary, S4C2 Cyf., it offers a Channel Management service to external bodies and owns one third of SDN through its subsidiary company S4C Digital Media Ltd.

As I forecast in last year's report, 2002 proved a fairly difficult year for S4C MASNACHOL. The deterioration in the advertising market continued, with the events of 11 September 2001 casting a shadow over commercial companies.

In April 2002, ITV Digital went into administration and eventually into receivership later in the year. The collapse of ITV Digital meant that ITV Select, a partnership entered into between ITV Digital and SDN was also wound up with the effect that SDN had to be completely restructured.

It has been possible to continue to grow this part of our business as a result of the commercial reputation we have in the industry and due to the long-term partnership we have cultivated in previous years.

A commercial surplus of £2.6m was transferred to the Public Fund, compared with £2.9m in 2001

S4C INTERNATIONAL

Although the year has been a difficult one for the advertising industry, 27 of the 30 main British advertisers continue to use S4C. More advertisements than ever were sold to clients in Wales, including Leekes and South Caernarfon Creameries, and the number of organisations which advertised in Welsh on S4C increased from 40 in 2001 to 47 in 2002. This represented 159 individual campaigns in Welsh, an enormous increase on the previous year.

A number of sponsors for the channel's programmes were also attracted, although the overall market deteriorated as a result of the events outlined above.

Twenty hours of new programmes co-produced with broadcasters from other countries were launched, including **Legends of the Living Dead** with the Discovery Channel, USA, **War Surgeons** with Alliance Atlantis and History Television, Canada, **The First Pompeii** with Five and Discovery Europe, and **Ancient Discoveries** with A&E in the USA. During the year **A Mind to Kill**, a drama series co-production with Five, Barcud Derwen and Pearson, was broadcast.

The team responsible for selling programmes continued to attend television markets such as Mip and Mipcom in Cannes in order to promote sales on the international market. Over 400 invitees attended the S4C International anniversary celebration

held during the Mipcom fair, which was supported by the Welsh Development Agency, WalesTrade International and the Wales Tourist Board.

A new, 26-programme series of **Fireman Sam**, which is now jointly owned by S4C International and HIT Plc, was commissioned. The commission was put out to tender and was won by the Cardiff-based company, Siriol.

S4C International was the main sponsor of the Cartoon Forum 2002, held in Plas y Faenol near Bangor. Over 800 industry representatives were attracted to the festival to see Europe's newest animation products. The event was considered a great success and it is hoped that extra funding can be secured from external sources for new animation productions from Wales.

SDN

Following the closure of ITV Digital, its digital terrestrial multiplex licences were re-advertised and were won by Freeview. The Freeview launch has been particularly successful and this has given a wholly new foundation for the hopes of digital terrestrial television. SDN was re-structured to meet the company's new needs and, as well as broadcasting S4C and S4C2 in Wales, it also broadcasts Five, QVC, Bid-up.TV, TV Travel Shop, ntl and BBC Radio 1, 2, 3 and 4 throughout Britain. It also broadcasts Tele G in Scotland.

S4C2 CYF.

In addition to broadcasting the activities of the National Assembly for Wales throughout the year, S4C2 Cyf. continues to sublease its spare capacity.



Wyn Innes
MANAGING DIRECTOR, S4C MASNACHOL



NODDWYR Y TYWYDD, TWYSTIAETH CANOLBARTH CYMRU,
GYDA'R CYFLWYNWYR TYWYDD
MID WALES TOURISM, SPONSORS OF THE WEATHER, WITH THE
WEATHER PRESENTERS



DEDDF CYFLOGAETH

Yn sgîl y Ddeddf Cyflogaeth a ddaeth i rym ar 8 Gorffennaf 2002 dechreuwyd adolygu rhai o'n polisiau, megis ein polisiau mamolaeth, tadolaeth a gweithio'n hyblyg. Daeth y rheolau newydd i rym ym mis Ebrill 2003.

STAFFIO

Ffarweliwyd ag aelod o'r Tim Rheoli, Ifan Roberts, ar 6 Hydref wrth iddo gyrraedd ei ben-blwydd yn 60 oed. Ymunodd ag S4C ym 1987 a bu'n Gomisiynydd Rhaglenni am bum mlynedd. Fe'i penodwyd yn Gyfarwyddwr Personol a Gweinyddiaeth ym 1992.

HYFFORDDIANT

Yn dilyn y gwerthusiadau a'r cynlluniau adrannol, darparwyd Cynllun Hyfforddiant Corfforaethol ar gyfer 2002. Ymhlieth y ddarpariaeth am y flwyddyn roedd cwrs MA Datblygiad Proffesiynol ar y cyd gyda Phrifysgol Morgannwg, cwrs 'delio gyda chwsmeriaid a'r cyhoedd yn effeithiol', cyfres o gyrsiau hyfforddi cyflwynwyr, cyrsiau cyfieithu, cyfrifiadurol, ystadegaeth, cyfarwyddo camera sengl, marchnata a chysylltiadau cyhoeddus, rhyngweithio, cyllid, hawlfreintiau cyfreithiol, goleuo, peirianyddol, iechyd a diogelwch a chymorth cyntaf.

I'r rhai sy'n cymhwysyo eu hunain ar agweddu o lechyd a Diogelwch ar gyfer achlysuron a digwyddiadau allanol, defnyddiwyd dulliau rhyngweithiol a seminarau Cyfle ar Asesu Risg. Bu 21 aelod o staff yn mynychu gwersi Cymraeg yn wythnosol, a chefnogwyd 13 oedd yn dilyn cyrsiau proffesiynol allanol.

Yn dilyn cyhoeddi adroddiad Grŵp Hyfforddiant y Diwydiannau Clyw-weledol, 'Skills for Tomorrow's Media', addawodd S4C ddarparu gwefan dan y teitl 'Sut Galla'i Weithio i S4C?'. Lansiwyd y safle, sy'n cynnwys gwybodaeth am y diwydiant a'r math o swyddi sydd ar gael yn y cyfryngau, ym mis Ionawr 2003. Mae wedi ei hanelu'n bennaf at fyfyrwyr a disgylion ysgol 15–21 oed a'u hathrawon, gyda'r bwriad o ddenu pobl i weithio i S4C a'r cyfryngau yng Nghymru.

EMPLOYMENT LAW

As a result of the Employment Act which came into force on 8 July 2002, we began to review some of our policies, such as our maternity, paternity and flexible working policies. The new rules came into force in April 2003.

STAFFING

Ifan Roberts, a member of the Management Team, bade farewell on 6 October as he reached his 60th birthday. He joined S4C in 1987 and was a Programme Commissioner for five years. He was appointed Director of Personnel and Administration in 1992.

TRAINING

Following departmental evaluations and plans, a Corporate Training Plan was prepared for 2002. Among the provisions for the year was an MA course in Professional Development held jointly with the University of Glamorgan, a course on 'dealing effectively with customers and the public', a series of presenter training courses, and courses in translation, computers, statistics, single camera direction, marketing and public relations, interactivity, finance, legal copyrights, lighting, engineering, health and safety and first aid.

Interactive methods and Cyfle seminars on Risk Assessment were provided for those qualifying in aspects of Health and Safety for external occasions and events. Twenty-one members of staff attended weekly Welsh lessons and support was given to 13 members of staff who followed external professional courses.

Following publication of the Audio-Visual Industries' Training Group report, 'Skills for Tomorrow's Media', S4C promised to provide a website entitled 'How Can I Work for S4C?'. The site, which contains information on the industry and the types of jobs available in the media, was launched in January 2003. It is aimed mainly at students and school pupils aged 15–21 years and their teachers, and aims to attract people to work for S4C and the media in Wales.

CYFRANIADAU YCHWANEGOL

Mae Cynllun Corfforaethol S4C yn nodi'r amcan cysylltiol o "weithio gydag eraill er mwyn hyrwyddo creadigrwydd disglaир, a datblygu a chryfhau'r diwydiant cyfathrebol yng Nghymru."

NAWDD

Gweithredwyd rhaglen nawdd gwerth £87,700 i roi cymorth i weithgareddau nifer o gyrrf sydd ag amcanion cyfochrog â rhai S4C. Ymyst y mudiadau a dderbyniodd gymorth roedd:

BAFTA Cymru
Black Voluntary Sector
BSS
Cyngres Astudiaethau Celtaidd
Clybiau Ffermwyr Ifanc
Coleg Digidol Cymru
Gŵyl Ddrama Shakespeare
Gŵyl Ffilm Ryngwladol Cymru
Yr Wyl Bop
Opera Canolbarth Cymru
Canolfan Iaith Nant Gwrtheyrn
Sgilialith
Sgrîn Cymru / Wales
Gŵyl Deledu Caeredin y Guardian
Washington Gallery
Westminster Media Forum
Theatr Gwynedd
Ysgol Gerdd y Gaiman

Cyfrannwyd hefyd £160,000 i Gerddorfa Genedlaethol Cymru y BBC.

ANIMEIDDIO

Bu S4C yn allweddol yn y broses o ddenu dros 800 o ddarlleddwyr, arianwyr ac animeiddwyr i'r Cartoon Forum a gynhaliwyd yn y Faenol ger Bangor. Roedd yn gyfle arbennig i chwe chwmni o Gymru gyflwyno eu gwaith ar y llwyfan rhyngwladol hwn.

Cefnogwyd Cynllun Byrion Byr/Shorts ar y cyd â Sgrîn. Mae'r cynllun yn cynnig y cyfle i animeiddwyr gynhyrchu ffilmiau rhwng 30 eiliad a 5 munud o hyd. Dangoswyd gwaith 40 o animeiddwyr Cymreig – yn rhai profiadol a newydd – mewn dangosiad arbennig yng Nghaerdydd yng ngŵydd Gweinidog y Cynulliad Cenedlaethol dros Ddiwylliant, Chwaraeon a'r Iaith Gymraeg.

CYSTADLEUAETH SGRIPTIO FFLIM A DRAMA

Lansiwyd cystadleuaeth newydd i ddod o hyd i awduron ffilm a drama newydd.

Roedd gwobr ariannol yn cael ei chynnig ynghyd â chyfle i dro'i'r sgrift fuddugol yn ddrama deledu. Derbyniwyd 85 o sgriftiau, rhwng 10 munud a hanner awr o hyd ac roedd y beirniaid yn fodlon iawn â'r safon. Dyfarnwyd pedair prif wobr i Rhiannon Cousins, Tim Price, Nia Melville a Catrin Clarke. Derbyniodd Aled O Richards, Aled Price a Non Vaughan Williams ganoliaeth uchel.

ACEN

Mae gan S4C gytundebau â chwmni Acen i gynorthwyo'r sianel i adnabod anghenion dysgwyr, i roi cyngor arbenigol i gwmnïau annibynnol sy'n darparu rhaglenni ar gyfer dysgwyr, i lunio deunydd wrth gefn ac i hyrwyddo rhaglenni drwy'r we ac mewn print.

GŴYL YSGOLION SHAKESPEARE

Mae Cyfarwyddwr Animeiddio S4C wedi bod yn gweithredu fel Cyfarwyddwr rhan amser yr wyl arloesol hon. Mae sgriftiau dramâu talfyredig Shakespeare, a ddefnyddiwyd ar gyfer y gyfres deledu animeiddiedig, yn cael eu defnyddio fel sail i berfformiadau gan ddisgyblion ysgol sy'n cael y cyfle i berfformio mewn theatr broffesiynol. Mae eu hathrawon yn cael y fantais o gydweithio gyda chyfarwyddwyr proffesiynol y Royal Shakespeare Company. Eleni llwyfannodd 11 theatr ledled Cymru berfformiadau gan ddisgyblion o 100 ysgol yn y Gymraeg a'r Saesneg. Cefnogwyd yr wyl gan y Cynulliad Cenedlaethol, Cyngor Celfyddydau Cymru a'r Awdurdodau Addysg Lleol. Bu 3,000 o ddisgyblion yn cymryd rhan yn y perfformiadau.

ELUSENNAU

Yn 2002 penodwyd Shelter Cymru yn elusen swyddogol y sianel. Cynhaliwyd llu o ddigwyddiadau – gan gynnwys prosiect adeiladu Tŷ Unnos yn Amgueddfa Werin Cymru, Sain Ffagan - a darlledwyd wythnos o raglenni arbennig ym mis Mehefin yn ystod Wythnos Apêl S4C.

Cynhyrchwyd fideos hyrwyddo ar gyfer dau gorff arall, mudiad yr Ambiwlans Awyr a Chymdeithas y Dysgwyr (CYD).



TŶ UNNOS

ADDITIONAL CONTRIBUTIONS

S4C's Corporate Plan notes the related aim of "working with others to promote creative excellence and to develop and strengthen the communications industry in Wales."

SPONSORSHIP

A sponsorship programme worth £87,700 was operated, to give support to the activities of a number of organisations whose objectives coincide with those of S4C. Among the organisations which received support were:

BAFTA Wales
Black Voluntary Sector
BSS
Congress of Celtic Studies
Young Farmers' Clubs
Wales Digital College
Shakespeare Drama Festival
Wales International Film Festival
The Pop Festival
Mid Wales Opera
Nant Gwrtheyrn Language Centre
Sgiliaith
Sgrîn Cymru/Wales
The Guardian Edinburgh Television Festival
Washington Gallery
Theatr Gwynedd
Westminster Media Forum
Gaiman Music School

£160,000 was also donated to the BBC National Orchestra of Wales.

ANIMATION

S4C played a key part in attracting over 800 broadcasters, financiers and animators to the Cartoon Forum held in the Faenol near Bangor. It was an exceptional opportunity for six companies from Wales to present their work on an international stage.

Backing was given for a Shorts scheme run jointly with Sgrîn. The plan gives animators the opportunity to produce films of between 30 seconds and 5 minutes in length. Forty Welsh animators – both experienced and inexperienced – showcased their work in a special exhibition in Cardiff in the presence of the National Assembly's Minister for Culture, Sport and the Welsh Language.

FILM AND DRAMA SCRIPTING COMPETITION

A new competition was launched to discover new film and drama writers.



LWYR CYSTADLEUAETH SGRIPTIO FFILM A DRAMA S4C,
GYDA HUW JONES AC ANGHARAD JONES.
WINNERS OF THE S4C FILM AND DRAMA SCRIPTING COMPETITION,
WITH HUW JONES AND ANGHARAD JONES.

A cash prize was offered in addition to an opportunity for the winning script to be filmed as a television drama. Eighty-five scripts, between 10 minutes and half an hour in length, were received and the judges were very pleased with the standard. Four top awards were given to Rhianon Cousins, Tim Price, Nia Melville and Catrin Clarke. Aled O Richards, Aled Price and Non Vaughan Williams were highly commended.

ACEN

S4C contracts Acen to assist it in recognising the needs of learners, to provide specialist advice to independent production companies making programmes for learners, to prepare background information and promote programmes via the web and print.

SCHOOLS SHAKESPEARE FESTIVAL

S4C's Director of Animation acted as part-time Director of this pioneering festival. Abbreviated scripts of Shakespeare plays, used for the animated television series, are used as a basis for performances by school pupils, who are given the opportunity to perform in a professional theatre. Their teachers have the benefit of working with the Royal Shakespeare Company's professional directors. This year, 11 theatres throughout Wales staged Welsh and English performances using pupils from 100 schools. The Festival was backed by the National Assembly for Wales, the Welsh Arts Council and the Local Education Authorities. Three thousand pupils took part in the performances.

CHARITIES

During 2002, Shelter Cymru was appointed the channel's official charity. Many events were held – including a project to build a Tŷ Unnos, where two teams built a house in a day, in the Museum of Welsh Life, St. Fagans – and a week of special programmes were broadcast in June during S4C's Appeal Week.

Promotional videos were produced for two other bodies, the Air Ambulance organisation and the learners' organisation, Cymdeithas y Dysgwyr (CYD).

MESUR CYNULLEIDFA

Mae S4C yn tanystrifio i BARB (Broadcasters' Audience Research Board) sy'n darparu gwybodaeth am wylio teledu ar draws holl brif sianelau'r Deyrnas Unedig. Ym mis Ionawr 2002, yr un pryd ag y sefydloedd BARB banel mesur cynulleidfa teledu cenedlaethol newydd, fe gytundebodd S4C gyda RSMB i gynllunio panel atodol er mwyn dadansoddi patrymau gwyliau Cymry Cymraeg ac asesu amrywiadau rhanbarthol o ran lefelau gwyliau.

Dangosodd canlyniadau'r panel ddirywiad sydyn o wylio S4C ymhliith Cymry Cymraeg. Fe arweiniodd hyn at archwiliad o holl agweddu'r data gan gynnwys cyfansoddiad y panel. Ym mis Chwefror 2002 daethpwyd i'r casgliad bod problemau a gododd yn sgil sefydlu'r panel atodol newydd wedi arwain at ddifyg anghymesur a sylweddol ym maint sampl Cymry Cymraeg y panel. Yn sgil y diffyg hwn, fe ohiriwyd cyhoeddiadau cyson o'n ffigurau gwyliau rhaglenni tan fis Hydref 2002.

O ganlyniad, mae 30 Rhaglen Uchaf y flwyddyn, a data arall yn ymwneud â rhaglenni unigol, yn seiliedig ar y chwarter olaf. Fe ddangosir ffigurau cyffredinol sy'n llai agored i anwadalrwydd, megis cyrhaeddiad a chyfran y sianel yn ei chyfarwydd, ar gyfer y flwyddyn gron.

Mae pryderon yn parhau ynghylch mesur gwyliau Cymry Cymraeg, yn enwedig o gofio cymhlethdod cynyddol materion yn ymwneud â graddau rhuglder a defnydd o'r iaith yn y cartref. Roedd y cynydd trawiadol yn y niferoedd o Gymry Cymraeg aadlewyrchwyd yn arolwg sefydlu BARB ac yng Nghyfrifiad 2001 yn rhoi rhesymau cadarn dros gredu nad yw'r modelau sy'n bodoli yn ddigonol i gwmpasu cymhlethdodau defnydd y Gymraeg. Mae angen edrych arnynt o'r newydd os ydym i gael dealltwriaeth iawn o'r rôl y Gymraeg ym mywydau unigolion a'r gymdeithas yng Nghymru heddiw. Mae data sydd yn ceisio dosbarthu gwyliau aelodau Cymraeg eu hiaith y panel, yn hytrach na'r panel fel cyfarwydd, felly wedi'i hepgor am y tro.

YMATEB CYNULLEIDFA

Mae Panel Ymateb Cynulleidfa S4C, sy'n cynnwys 1,500 o ymatebwyr, yn cael ei redeg gan NOP, ac mae wedi parhau i roi adborth rheolaidd i ni ar raglenni, ynghyd â mynegai gwerthfawrogiad misol. Roedd y pynciau yr ymchwiliwyd iddynt yn 2002 yn cynnwys amserlennu rhaglenni, y defnydd a wneir o isdeitlau, cyfranogaeth mewn digwyddiadau Cymraeg, prynu nwyddau a deunyddiau Cymraeg yn ogystal ag ymateb i raglenni unigol.

Defnyddir Mynegai Gwerthfawrogiad i gymharu perfformiad rhaglenni â sianelau eraill. Sgôr allan o 100 yw mynegai gwerthfawrogiad sy'n dangos lefel mwynhad y gynulleidfa o raglenni. 75 yw cyfartaledd sgôr Al. Yn ystod y flwyddyn ar draws pedwar ar bymtheg o fathau o raglenni, roedd rhaglenni Cymraeg S4C yn cael eu gwerthfawrogi'n fwy gan siaradwyr Cymraeg na chyfartaledd rhaglenni holl sianelau mewn deg categori. Mewn dau categori, ystyriwyd bod rhaglenni S4C yn gyfartal â rhaglenni holl

sianelau, ac mewn saith categori, roedd ynt ar raddfa is. Mewn pedwar o'r categoriâu is hyn, fodd bynnag, (rhaglenni dogfen byd natur, comedïau sefyllfa, materion cyfoes a chyfresi drama), roedd sgorau gwerthfawrogiad uchel iawn, dim ond ychydig yn is na sgorau holl sianelau.

GWYLIO Y TU ALLAN I GYMRU

Cynhaliwyd arolwg ffôn i asesu lefelau gwyliau S4C Digidol y tu allan i Gymru, ac i edrych ar resymau'r gynulleidfa dros ddewis derbyn S4C a'u barn am y gwasanaeth. Cafodd deiliaid mil o gartrefi eu cyfweld. Roedd y canfyddiadau'n dangos lefel gwerthfawrogiad uchel iawn o'r gwasanaeth, a Chwaraeon, y Newyddion a Drama oedd y genres allweddol. Roedd gwylwyr yn gweld y sianel fel modd pwysig i'w galluogi i gadw mewn cysylltiad â'r iaith Gymraeg, ac â digwyddiadau yng Nghymru. Roedd tua 41% yn gwyliau gydag isdeitlau. Roedd y rhan fwyaf yn gwyliau'n gyson – 18% yn ddyddiol, a 52% ddwywaith neu deirgwaith yr wythnos. Roedd y lefelau gwyliau tybiedig yn gyson â'r rheiny a nodwyd gan ffigyrâu BARB a gynhyrchwyd ar ôl 18 Tachwedd 2002, sef y dyddiad pan ddaeth S4C Digidol ar gael yn awtomatig i wylwyr Sky ar draws y DU ar sianel 184 (yn hytrach na bod gwylwyr yn gorfol gwneud cais i'w dderbyn cyn hynny).

Ar gyfer y cyfnod tri mis cyntaf yr oedd ffigyrâu BARB ar gael (Rhagfyr 2002-Chwefror 2003) fe ddangosodd y ffigyrâu hynny y cyrhaeddiad wythnosol ar gyfartaledd canlynol ar gyfer S4C y tu allan i Gymru:

S4C analog a digidol (Rhaglenni Cymraeg a Saesneg)	229,000
S4C analog a digidol (Rhaglenni Cymraeg yn unig)	154,000
S4C Digidol	97,000

DADANSODDI AGWEDDOL

Rhododd ymchwil BLINC yn 2001 gipolygon gwerthfawr i agweddu siaradwyr Cymraeg tuag at yr iaith a chwestiynau eraill ym ymwneud â materion cymdeithasol a hunaniaeth. Roedd yr adolygiad strategaeth a gynhaliwyd eleni yn tynnu ar yr ymchwil hwn trwy roi pwyslais mawr newydd ar geisio denu nifer fawr o wylwyr Cymraeg sydd yr un mor gartrefol yn Gymraeg a Saesneg, sy'n wylwyr teledu brwd, yn enwedig o adloniant, cyfresi drama a rhaglenni dogfen poblogaidd, gwylwyr sydd yn y grwpiau oed iau yn bennaf ac nad ydynt ar hyn o bryd yn wylwyr brwd S4C.

Yn ystod y flwyddyn cynhaliwyd cyflwyniadau i gynhyrchwyr ar ymchwil BLINC a goblygiadau hynny ar gyfer datblygu a chomisiynu rhaglenni.

Sefydlwyd cyfres o grwpiau trafod, gyda'r nod o roi adborth i ni ar rychwant eang o raglenni, amserlennu, effeithiolrwydd marchnata ac ati, a dull o fonitro'r grŵp o wylwyr y cyfeiriwyd atynt uchod yn benodol. Mae'r Panel yn cynnig dull parhaus o ganfod dymuniadau'r gynulleidfa mewn perthynas â gwasanaeth S4C a'i hymateb i'r gwasanaeth a ddarperir. Ystyriwn fod yr arddull benagored hon yn gweithio'n dda, ac mae'n galluogi cyfranogwyr i gynnig mesur sylweddol o sylwadau anghyfyngedig yn hytrach na chyfyngu trafodaethau i bynciau penodol yn unig.

AUDIENCE MEASUREMENT

S4C is a subscriber to BARB (Broadcasters' Audience Research Board) which provides information on television viewing across all the main channels in the United Kingdom. In January 2002, coincidental with the establishment by BARB of a new national television audience measurement panel, S4C contracted with RSMB to design a boost panel in order to analyse the viewing patterns of Welsh speakers and to assess regional variations in viewing levels.

The results from the new panel showed a sudden decline in S4C viewing amongst Welsh speakers. This led to an investigation of all aspects of the data including the composition of the panel. In February 2002 it was concluded that problems incurred in establishing the new boost panel had led to a disproportionate and significant shortfall in the sample size of Welsh speakers on the panel. As a result of this shortfall in Welsh speakers we suspended our regular publication of programme viewing figures until October 2002.

As a result, the Top 30 Programmes for the year and other data relating to individual programmes, are based on the final quarter. General figures less susceptible to volatility, such as reach and share for the channel as a whole, are shown for the whole year.

There remain outstanding concerns about measuring viewing by Welsh speakers, particularly in view of the increasing complexity of issues relating to degrees of fluency and language use in the home. The striking increase in the numbers of Welsh speakers reflected both in the BARB establishment survey and in the 2001 Census provide firm reasons for believing that our existing models are no longer sufficient to encompass the complexity of Welsh language usage. They need to be revisited if we are to have a proper understanding of the role of the Welsh language in the lives of individuals and society in Wales today. Data which seeks to apportion viewing by Welsh speaking members of the panel, as distinct from the panel as a whole has, therefore, been omitted for the time being.

AUDIENCE REACTION

S4C's Audience Reaction Panel of 1,500 respondents, run by NOP, continued to supply us with regular feedback on programmes, together with monthly appreciation indices. Subjects investigated in 2002 included programme scheduling, subtitles usage, participation in Welsh language events, purchasing of Welsh-language goods and materials as well as reactions to individual programmes.

Appreciation Indices are used to compare programme performance with that of other channels. An appreciation index is a score out of 100 indicating programme enjoyment. An average AI score is 75. During the year across nineteen programme genres, S4C's Welsh language programmes were more highly appreciated by Welsh speakers than the average of those of all channels in ten categories. In two categories, S4C's programmes were considered equal to those of all channels while in seven categories, they were rated lower. In four of these lower categories, however, (natural history

documentaries, situation comedies, current affairs and drama series), there were very high appreciation scores, only marginally less than those of all channels.

VIEWING OUTSIDE WALES

A telephone survey was conducted to assess viewing levels of S4C Digital outside Wales, and to look at the audience's reasons for opting to receive S4C and their opinions of the service. Occupants of a thousand homes were interviewed. Findings showed a very high appreciation of the service, with Sport, News and Drama as key genres. Viewers saw the channel as an important means of enabling them to keep in touch with the Welsh language and with events in Wales. Around 41% viewed with subtitles. Most viewed regularly – 18% every day, and 52% two to three times a week. Estimated viewing levels were consistent with those indicated by BARB figures generated post 18 November 2002, the date at which S4C Digital became available automatically to Sky viewers across the UK on channel 184 (as opposed to viewers having to request it as previously).

During the first three-month period for which BARB figures are available (December 2002–February 2003) they indicated the following average weekly reach for S4C outside Wales:

S4C analogue and digital (Welsh and English programmes)	229,000
S4C analogue and digital (Welsh programmes only)	154,000
S4C Digital	97,000

ATTITUDINAL ANALYSIS

The BLINC research of 2001 provided valuable insights into attitudes of Welsh speakers to the language and other questions relating to social issues and identity. The strategy review conducted this year drew on this research by placing a major new emphasis on seeking to attract the large number of Welsh-speaking viewers who are equally at home in Welsh and English, are heavy viewers of television, particularly entertainment, drama series and popular documentaries, who are primarily in the younger age groups and currently not heavy viewers of S4C.

Presentations to producers on the Blinc research and its implications for programme development and commissioning were conducted during the year.

A 'Rolling Panel' series of group discussions was established, aimed at giving us feedback on a wide range of programmes, scheduling, marketing effectiveness etc., and a method of monitoring the group of viewers referred to above in particular. The Panel offers a continuing method of ascertaining the audience's wishes in respect of the S4C service and its response to the service provided. We consider that this open-ended style is working well, allowing participants a substantial measure of unmoderated comment rather than restricting discussions to certain subjects only.



GWEITHIO GYDAG YSGOLION

Ymwelodd ein Swyddog Ymchwil Ysgolion â chwe ysgol gynradd a chwe ysgol uwchradd yn ystod y flwyddyn er mwyn asesu ymateb plant o bob oed i rychwant eang o gwestiynau, gan gynnwys ymatebion manwl i'n rhaglenni drama i wylwyr yn eu harddegau a rhaglenni cylchgrawn plant.

Mewn partneriaeth â Bwrdd yr Iaith Gymraeg, cynhalwyd arolwg ansawdd ar raddfa eang i ymchwilio agweddu ymhilith plant yn eu harddegau tuag at yr iaith Gymraeg, y defnydd a wnânt ohoni mewn sefyllfaeodd gwahanol a'u hagweddu tuag at y cyfryngau Cymraeg.

Dangosodd yr arolwg hwn er bod llawer o blant yn eu harddegau'n teimlo balchder mawr eu bod yn siarad Cymraeg a'u bod yn gallu gweld buddion hynny, mae rhwymdeimlad o ddau feddwl hefyd, yn enwedig ymhilith rhai plant iau yn eu harddegau, tuag at y defnydd o'r iaith mewn amrywiaeth o sefyllfaeodd. Trosglwyddodd hyn i'w defnydd, er engraifft, o ffurflenni swyddogol Cymraeg a pheiriannau arian yn ogystal â'u defnydd o'r cyfryngau Cymraeg. I rai, roedd rheswm defnyddiol dros siarad Cymraeg (er mwyn cael swydd, er engraifft) llawn mor bwysig â rhesymau emosiynol. Roedd rhychwant eang o farnau a daeth hyder yn yr iaith i'r golwg fel mater allweddol.

Roedd arolwg arall yn ymchwilio i'r defnydd a wneir gan ysgolion cynradd cyfrwng Cymraeg o raglenni S4C ar gyfer plant oed cyn meithrin, **Planed Plant Bach**. Canfu'r arolwg hwn bod 83% o ysgolion a ymatebodd wedi gwneud defnydd o raglenni **Planed Plant Bach** yn eu dosbarthiadau, a chafwyd ymateb cadarnhaol iawn i'r rhaglenni a'r cyflwynwyr. Rhoddyd adborth gwerthfawr yn ymwneud â chynnwys rhaglenni a chysylltiadau â'r cwricwlwm ac amseru rhaglenni.

ISDEITLAU CYMRAEG

Gwnaethpwyd ymchwil pellach yn dilyn y prosiect ar y cyd y flwyddyn flaenorol gyda'r RNID, er mwyn mesur y galw am isdeitlau Cymraeg. Dangosodd yr arolwg, ym marn S4C, bod y galw am isdeitlau Cymraeg yn isel ymhilith pobl hollol fyddar, oherwydd diffyg rhuglder pobl fyddar yn yr iaith. Mae hyn i'w briodoli'n bennaf i bolisiau addysgol y gorffennol a'r ffaith bod pobl fyddar wedi gorfol cael eu haddysgu y tu allan i Gymru yn aml. Fodd bynnag, mae'n debygol y bydd cynnydd yn y galw yn y dyfodol yn enwedig gan wylwyr byddar a thrwm eu clyw sy'n rhugl yn y Gymraeg. Tafloedd yr arolwg oleuni defnyddiol hefyd ar y gefnogaeth gref a'r galw am isdeitlau Saesneg ar raglenni Cymraeg ac ar y cymhlethdodau sydd ynghlwm wrth ddarparu isdeitlau Cymraeg ar gyfer dysgwyr Cymraeg ar lefelau gwahanol yn ogystal â phobl fyddar a thrwm eu clyw. Mae S4C yn parhau i ystyried y modd gorau i fynd i'r afael â'r materion gan gofio bod adnoddau yn gyfng.

Archwiliwyd agweddu dysgwyr Cymraeg ymhellach drwy holi'r rheiny a oedd wedi derbyn y pecyn **Welsh in a Week** ynghylch eu rhesymau dros ddysgu Cymraeg a'u hymateb i'r rhaglen.

WORKING WITH SCHOOLS

Our Schools Research Officer visited six primary and six secondary schools during the year in order to assess the response of children of all ages to a wide range of questions, including detailed responses to our teenage drama and children's magazine programmes.

In partnership with the Welsh Language Board, a large scale qualitative survey was conducted on attitudes among teenagers to the Welsh language, their use of it in different situations and their attitudes to Welsh-language media.

This survey indicated that while many teenagers feel intensely proud of speaking Welsh and can see its benefits, there is also, particularly among some younger teenagers, a feeling of ambivalence towards use of the language in a variety of situations. This transferred to their usage of, for example, Welsh-language official forms and cash machines as well as to usage of Welsh-language media. For some, a utilitarian reason for speaking Welsh (such as in order to gain employment) carried as much importance as emotional reasons. There was a wide range of views and language confidence emerged as a key issue.

Another survey investigated the use made by Welsh-medium primary schools of S4C's programmes for pre-nursery age children, **Planed Plant Bach**. This survey found that 83% of schools that responded had made use of **Planed Plant Bach** programmes in their classroom, gaining a very positive response for both programmes and presenters. Valuable feedback relating to programme content and to links with the curriculum and programme timing was given.

WELSH-LANGUAGE SUBTITLES

Further research was carried out following the previous year's joint project with the RNID, aimed at gauging the demand for subtitling in the Welsh language. The survey indicated, in S4C's view, that demand for Welsh language subtitling among profoundly deaf people is low, due to lack of fluency in the language on the part of deaf people. This is mainly because of past educational policies and to deaf people often having been educated outside Wales. However, there is likely to be an increase in demand in the future particularly from hard-of-hearing people who are fluent in Welsh. The survey also threw useful light on the strong support and demand for English-language subtitles for Welsh programmes and on the complexities involved in providing Welsh-language subtitles intended simultaneously for Welsh learners at different levels and for the hard of hearing. S4C continues to consider how best to address the issues within resource constraints.

Attitudes of Welsh learners were further investigated by questioning those who had received the **Welsh in a Week** pack as to their reasons for learning Welsh and their response to the programme.

