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## **Programme Policy Statement 2009**

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1. We have a duty to provide, on analogue television -  
A broad range of high quality and diverse programming, in which a substantial proportion of the programmes consist of programmes in Welsh. During peak hours, (between 18.30 and 22.00) the majority of programmes will consist of programmes in Welsh. Programmes that are not in Welsh are normally programmes broadcast on Channel 4.
2. We have a duty to provide, on digital –  
A broad range of high quality and diverse programmes, mostly in Welsh.
3. In 2009, our statutory duty to provide public services will be implemented in accordance with S4C's Content Strategy, published in October 2009, which builds on the Creative Excellence Strategy 2004.
4. The Content Strategy has been specifically created for the bridging period between the beginning and end of digital switchover. By the end of this key period, S4C's audience will be digital viewers and S4C will be a standalone Welsh channel. Our hope is to maintain their loyalty throughout this complicated period of change. We aren't underestimating the challenge that's facing the Channel and its partners in this task. We also recognise the additional challenge facing us and our suppliers in relation to the current fluctuating economic climate.
5. The Strategy emphasises that S4C's fundamental aim in the digital age is to ensure that the Channel offers a diverse service of a high standard. The content must be innovative, original and attractive. We will achieve this through our partnership with the independent sector and the Strategic Partnership with the BBC. Our communication plans will reflect the priorities of the Content Strategy.
6. We will broadcast at least 35 hours of Welsh language programming every week simultaneously on S4C and S4C Digidol.
7. We will allocate at least £78 million for content on our services. The increase reflects the significance and importance of 2009 to S4C as the switchover process takes place.
8. In addition to the statutory duty to ensure that no less than 25% of all original broadcasting hours are produced by independent companies, we will continue to ensure that at least 95% of all hours commissioned directly by S4C in 2009 are produced by independent companies.
9. We will continue to operate a rolling commissioning process in order to encourage creativity throughout the year, and will continue with our open tendering process as a way to ensure competitive working. We will set a specific aim for our programmes. We will consider the programme's ability to attract a substantial or suitable audience, to extend the Channel's reach or to achieve one of the main characteristics of public service broadcasting, which may sometimes attract a smaller number of viewers.
10. If we identify a specific need in the schedule, we will carry out a tendering process in order to meet this need.
11. We commit to ensure that our relationship with our producers is open and effective. S4C's relationship with the independent production sector is defined within the context of the Code of Practice, the Terms of Trade based on the principles of fair trading, the Corporate Plan and the Content Strategy.
12. The S4C Viewer's Hotline (Gwifren Gwylwyr) will be available all year round from at least 09.00 until 22.00 to receive viewers' comments and enquiries on 0870 6004141 or [gwifren@s4c.co.uk](mailto:gwifren@s4c.co.uk) or minicom 029 2074 1212.

## **Digital Switchover**

13. The priority in 2009 is to sustain our audience as the digital switchover takes place. The Creative Excellence Strategy 2004 has prepared the Channel and has laid the foundation for this key period.
14. Digital switchover commences in 2009 and will be completed early in 2010. The process will commence in Swansea and the West in August. Anglesey and North Wales will switchover from the autumn onwards. As analogue television is switched off area by area, we will pay special attention in the schedule to each of these areas in their turn as they switch to a digital only world. Our intention is to help them adapt and introduce them to the whole offering on S4C Digidol.
15. We will commission specific programmes to retain and guide people to the Channel as the analogue switchoff progresses. This choice of programmes has been influenced by the aspirations of our audience as a result of our regular and comprehensive research. Our viewers consider S4C to be the home of events of Welsh interest. We will continue to prioritise our provision from the National Eisteddfod, the Urdd Eisteddfod, the Llangollen International Musical Eisteddfod, the Royal Agricultural Show, Sports, Festivals and various Musical Performances. But we will also increase the coverage and expand the variety of the Welsh events covered by the Channel, by ensuring a worthy and suitable platform for them on S4C. As more and more people take advantage of technological advancements to watch programmes as and when they wish, broadcasts of events like these create important communal viewing highlights. We will continue to offer opportunities to watch and enjoy different aspects of the events thus encouraging further innovation so as to provide viewers with enjoyment and choice.
16. The viewers have also noted the value of S4C in representing life in Modern and Rural Wales, particularly the landscape and its history. More programmes in 2009 will reflect this demand. More original programmes will be commissioned for peak hours, which will lead to a reduction in the number of repeats during these important hours.
17. A strong and effective communications and marketing campaign will support the process of digital switchover.

## **Innovation and Accessibility**

18. Television will be the main focus of our activities for some time – but there will be an increasing role for other platforms to maximise the impact and reach of our content.
19. The majority of the programmes broadcast by S4C will be available on broadband simultaneously with the television broadcast, and on demand following the television broadcast on S4/Clic. **Clic**, the online viewing service, enables viewers to enjoy the majority of S4C's programmes online for 35 days following the initial television broadcast. English and Welsh subtitles are usually available by pressing the 'owl' icon, and text will indicate whether programmes may be viewed online worldwide.
20. There will be a variety of bilingual websites to complement the content of our programmes. These will contain additional information about the programmes, listings and all the supplementary services. We will continue to place an emphasis on developing the usability of the sites for disabled people in accordance with best practice.

21. Learners are an exceptionally important part of our audience. We will re-launch our service for learners in order to increase the value and appeal of S4C for them. We will develop the online service we provide for learners in order to ensure that it reaches its full potential. The website uses technology to aid and encourage learners to develop their skills by providing context and additional information relating to S4C's programmes. Through marketing campaigns we will raise awareness of this important resource amongst those learning to speak Welsh and non-Welsh speakers.
22. Our access services coupled with technological advancements enable us to be more accessible than ever thus providing more people with the opportunity to watch S4C's programmes. Through the medium of the red button we will provide an English audio track to certain parts of our provision.
23. As part of S4C's commitment to promote access to the Channel for viewers in Wales and throughout the United Kingdom we will operate the target for subtitling 100% of Welsh language programmes by the end of 2009. This target for English subtitles goes beyond Ofcom's requirements, but will be subject to rights.

#### **S4C's Programme and Content Service**

24. S4C is a public service broadcaster, and our provision must meet the requirements that are a necessary part of fulfilling this function. We will endeavour to provide the appropriate variety of programmes and content that is expected of a public service broadcaster, offering the best value and enjoyment to the Welsh audience. In order to maintain and develop our services we must produce innovative, original and unique programmes.
25. We will place further emphasis on identifying the purposes and features of individual commissions. By doing this, we will consider audience targets in terms of numbers, audience demographics or a specific public broadcasting purpose.
26. As the analogue service is switched off in Wales area by area, and once S4C Digidol is a stand-alone Welsh language channel without the need to show English programmes, the daily schedule will focus on four parts of the day - morning, afternoon, peak hours and late evening. There will usually be a consistent pattern for weekdays, with the peak hours being the main priority. There will be a regular News and Weather service.

#### **Events and Event Television**

27. S4C is the home of events of Welsh interest. We will offer comprehensive and extended services from the Meirion and District National Eisteddfod of Wales, the Urdd Eisteddfod in Cardiff Bay and the Llangollen International Musical Eisteddfod. We will provide coverage of the Royal Welsh Agricultural Show and the Royal Welsh Agricultural Society Winter Fair, as well as the Gŵyl Cerdd Dant Festival, the Faenol Festival and other Music Festivals. We will also provide brand new programmes from other Festivals and Events on the Channel. We will celebrate the **Cân i Gymru** competition which will be held in Llandudno this year. We will develop ideas in order to create multi-platform occasions of certain events or programmes. This provision will generate interactive, communal and entertaining viewing experiences.

## News and Current Affairs

28. As a public service broadcaster we will educate and give information to the audience increasing their understanding of Wales and the world through news programmes, information and by analysing current events and ideas. S4C will work to meet the needs of the audience as a whole by offering news and current affairs programming within the channel's schedule, with prominence during the peak hours.
29. In accordance with the Programme Plan agreed with the BBC under the Strategic Partnership, the main nightly **Newyddion** programme will continue to be broadcast during peak hours with extended bulletins on weekends to meet the news targets set by Ofcom (200 hours during Welsh language hours with 150 hours during peak hours). We will continue to discuss the provision from the Assembly sessions on S4C2 with our partners.
30. We will commit to broadcast 30 hours of current affairs programmes during the peak hours (60 hours over total number of hours). In order to promote plurality and include different editorial viewpoints within the schedule, we will continue to procure our current affairs and factual journalistic content from more than one supplier. These programmes will also place an emphasis on thorough journalism, breaking stories and providing information and context in an interesting way to the Welsh audience. In 2009, ITV Cymru will produce **Y Byd ar Bedwar** and **Hacio. Hacio**, the journalism based series for young people, will be developed to be a series of half hour programmes. We will also continue to develop the new comprehensive Welsh services online on ITV Local/S4C with ITV Cymru [www.itvlocal.com/cymru](http://www.itvlocal.com/cymru) which will meet the requirements of the less traditional and younger viewers. The BBC will provide **Taro 9, Pawb a'i Farn** and **CF99**.

## Factual, Cultural and Music

31. As part of our public service broadcasting duties, we will reflect and strengthen cultural identity as well as raise awareness of other cultures and viewpoints. We will undertake to provide information and inspire interest in history, culture, music, the arts and other subjects.
32. We will look at the recent history of Wales through the eyes of political observer and columnist Hywel Williams, and we will give the viewers an opportunity to respond to his ideas and theories. We will look at the social historic background of Wales by using old films to take a fresh look at the communities where they were originally filmed. We will commemorate the shipwreck of the **Royal Charter**, one hundred and fifty years after the disaster off the coast of Anglesey, Ffion Hague will provide an insight into the women in Lloyd George's life in **Merched Lloyd George**, and through co-productions we will look at the history of the Romans in **Y Rhufeiniaid** and at the interesting and bloody history of the sword in **Y Cleddyf**.
33. Ambitious international co-productions where the Welsh input is prominent are an effective way for us to strengthen our factual provision. This will be done as Iolo Williams heads to Russia in **Iolo yn Rwsia**, to give his unique take on that expansive country's wildlife. And in **Angell yn India**, Beth Angell will offer a contemporary context to the colourful complexities of that country.
34. S4C has succeeded to establish itself as the main provider of rural programming, and content within this field will play a prominent part in the schedule. There will be new series of **Cefn Gwlad** and **Ffermio**.

35. The popular daily magazine programme **Wedi 7** will continue to be shown from Monday to Friday, and sister programme **Wedi 3** will entertain the afternoon viewers. New series of **O'r Galon** and **Wynbau Newydd** will offer a variety of programmes on a range of subjects. There will be an opportunity to get to know some of the prominent faces in Wales, in their midst, the politician **Ann Clwyd**, and the Archdruid **Dic Jones**. In the programme **Trip yr Ysgol Gymraeg**, we will take a look at the growth of Welsh language Education.
36. We will continue to ensure a diverse range of programmes which will include congregational singing and performances of a high standard in **Dechrau Canu Dechrau Canmol**. In accordance with the emphasis on arts programmes within the schedule, the **Sioe Gelf** series and other special programmes under the same brand will be broadcast during peak hours.
37. We will also continue to note the importance of music in the schedule. We will broadcast special concerts and our commitment to Welsh National Opera will be demonstrated on screen in **Otello**. Several Welsh singers will be performing the main parts in Verdi's masterpiece, including Dennis O'Neill, and it will be conducted by Carlo Rizzi. The documentary **Otello - Tu ôl i'r Llenni** will also follow the opera's history, the production and the rehearsals. There will be a new series of the choral competition **Côr Cymru**. The competition will be held in Aberystwyth with a panel of international choral adjudicators. Previous winners include Côr Glanaethwy, Ysgol Gerdd Ceredigion and Serendipity, led by Tim Rhys-Evans. And following Tim's success last year in another choral competition, Last Choir Standing, we will be following a year in the life of **Tim Rhys-Evans**. There will be a series of performances by Llŷr Williams from New York in **Llŷr yn Carnegie**. The soprano, actress and presenter **Shan Cothi** will be given her own series where she will invite the best from the musical world of Wales and beyond to join her.
38. The popular music programme **Nodyn**, with Elin Fflur, will be returning and changes will be introduced to the contemporary music programme **Bandit**. We will also feature **Wakestock** and other musical festivals in Wales.

## Sport

39. Rugby and football are our main sports. We will use and secure rights to broadcast games live and exclusive in order to provide the Channel with opportunities to attract significant audiences as well as new viewers and those who aren't as familiar with our programmes. **Y Clwb Rygbi** will continue to cover Welsh International games, the Magners League, the Principality League and the Swalec Cup. We will show highlights from **Cwpan Heineken**, and where rights permit we will provide English commentary through the red button. We will continue to develop our football provision on the domestic, European and international fields under the **Sgorio** brand.
40. As the Ryder Cup competition in Wales approaches, we will increase coverage of golf through our series **Golffio**. We will develop and change our coverage of rallying by including more local Welsh racing competitions. More prominence will be given to local stories relating to trotting and personalities from the sport will be included in the **Rasus** series.
41. **Râs yr Wyddfa** and **Marathon Eryri** will contribute towards our Strategy of covering important events in Wales. As the preparations for the London Olympic Games in 2012 progress, we will embark on the olympic journey on S4C by following some of the hopeful stars of the future in **Y Daith Olympaidd**. And following his very successful year last year, we will be giving special attention to the Welsh rugby team's winger **Shane Williams** in a documentary. There will also be a new series of **Chwa!** following extreme sports of every kind.

## **Fiction, Entertainment and Factual Entertainment**

42. In January a new series of the popular drama **Teulu** will reach the screen. There will also be a new series of **Caerdydd** and **Y Pris**. Following our research and the audience response to the first series of **2 Dŷ a Ni**, changes will be introduced to the second series and it will be scheduled differently. During the autumn, there will be a brand new series **Blodau**. The drama is set in a town in North Wales and focuses on the personal stories of a florist's customers. Continuing as the cornerstones of the drama schedule are **Pobol y Cwm** and **Rownd a Rownd**. We will also continue with the second part of our series of diverse one-off dramas. One of the highlights of Christmas 2009 will be the film **Ryan a Ronnie**.
43. Following the success of his series **PC Leslie Wynne**, the multitalented comedian Tudur Owen will be given a brand new series entitled **Tudur Owen o'r Doc**. The programme will be filmed at Galeri in Caernarfon and will include special guests from the world of entertainment as well as plenty of fun with the audience. There will also be another series of the satirical comedy drama **Ista'nbw!**.
44. Gethin Jones will be presenting a brand new quiz combining speedy general knowledge questions with the rules of rugby. Rugby teams from every corner of Wales will be competing in **Cwis Meddiant**. The fun loving and boisterous crew of **Bwrw'r Bar** will also be dishing up plenty of entertainment during the rugby internationals and in the **o ond 1** quiz, there will be another opportunity to win interesting holidays. We will offer variations on the traditional 'noson lawen'.
45. Following the success of **Y Tŷ Cymreig** last year, when Aled Samuel and Dr Greg Stevenson visited notable houses in the former thirteen counties of Wales, the twosome and their companion Minti will be travelling to thirteen towns in the old counties in the series **Y Dref Gymreig**. In a slightly different series of **o4 Wal**, Aled Samuel will this time be travelling to look at the architecture of some of Wales and the world's most notable hotels. There will be an opportunity for budding chefs to compete yet again this year in the latest version of **Casa Dudley**.
46. We will extend the **Byw yn yr Ardd** series due to its popularity and wide appeal. There will also be an opportunity to recreate photos from the past in a new series of **Lle'r Aeth Pawb**.

## **Children**

47. **Cyw**, our new service for nursery children was successfully launched in June of last year. We will continue to strengthen and develop the programmes in order to maintain this special provision. Following the unequivocal success of **Pentref Bach**, we will introduce a new drama series entitled **Cei Bach**. This drama will offer an exciting look at life in a small seaside village in North Wales by introducing the children to a host of new characters. In addition to a second series of **ABC**, which portrays the alphabet in an interesting and fun way, a new series **123** will introduce numbers to children by using pictures, stories and songs. There will be new series of the old favourites **Mees** and **Sam Tân** as well as a brand new co-production with Five and GMS from Scotland called **Igam Ogam**, which follows the adventures of a little girl of the same name who lives in a cave as she discovers the world around her. There will also be an opportunity to see more of **Heini**, **Igi Tigi Bip a Bop**, **Yn yr Ardd** and **Gorsaf Hud**. **Twm Tisian** is a new comedy series. The programmes show a character attempting, failing and then succeeding to do all kinds of simple activities that young children have to learn.

48. In accordance with the steps that have already been taken and statements made in the S4C Authority Consultation – Serving Children in the Digital Future – we will develop our services for older children in 2009. We will ensure exciting, original and diverse content for them. Two new presenters, Tudur Phillips and Lois Cernyw, will join the **Planed Plant** presenting team. **Gobyldigwyrdd** is a new energetic programme which continues S4C's Green Year objectives from last year. Every week a new team of children will transform a neglected area into a haven for nature. In the new comedy series **Jac Russell**, a cynical dog will join a family for a day bringing on laughter, fun and jokes. New series of **Stwffio**, **Y Garej**, **Atom**, **Y Fet a Fi**, **Ffit 100%** and **Dawnstastig** will also be broadcast. There will also be plenty of fun to be had in **Twrw'n y Tŷ**, as the **Popty** programme leaves the studio and visits the viewers in their homes.
49. Twice a week the lively and fun presenters of the **Uned 5** team will continue to be an important part of the provision for older children. The BBC will continue to provide the daily news programme, **Ffeil** as well as the magazine programme **Mosgito**. There will also be lively competition in the sports quiz **Pencampau**.

#### **Additional information**

50. We will operate in accordance with our aim of ensuring that our programmes will be produced in high definition by 2012.
51. We will commence the process of revising our Language Guidelines in order to ensure that they are sufficiently progressive and suitable to meet the linguistic and social changes in Wales.
52. At least 90% of the material broadcast by us will be original programming during peak hours and 80% over the total number of Welsh language hours on S4C.
53. We will look to strike a balance between ensuring the impact and reach of individual programmes by repeating them, but we will try to ensure that this will not be to the detriment of the enjoyment of regular viewers. In a typical week less than 15% of the programmes broadcast during peak hours will be repeats.
54. Our Welsh subtitling service has been designed to be useful, convenient and suitable for the hard of hearing who speak Welsh, those learning Welsh, and those less confident speaking Welsh. Where rights permit we will offer English subtitles on all our programmes. We will meet the subtitling targets set by Ofcom on S4C and S4C2.
55. We will continue to broadcast a number of repeats of our most popular programmes with open subtitles (including repeats of **Pobol y Cwm**). Subtitles for the deaf and hard of hearing provided by Channel 4 will be available when these programmes are broadcast or repeated on S4C.
56. On some programmes on S4C Digidol an audio-description service will be available, providing additional descriptions in Welsh, including oral commentary to fill the silences where there isn't any dialogue, to enable visually impaired viewers to enjoy the programme independently. The commentary will include descriptions of the plot as it unfolds, as well as visual descriptions of body language, costumes and scenes (in accordance with the targets set by Ofcom).
57. We will provide a signing service on some programmes on S4C Digidol on one side of the screen in order to interpret the programme in British Sign Language. The service is provided for deaf viewers, and the presenter will convey the programme in a style which is appropriate for an audience who mostly live in Wales, or who have access to S4C through Sky in the United Kingdom.

58. We will continue to implement our equal opportunities policy and to ensure that ethnic minorities and the disabled are represented on screen.
59. We discuss with relevant groups to ensure the usability and suitability of all our access services.
60. We will continue to conduct qualitative and quantitative research to assess opinion and consider the results and implications when planning our services and in the annual review of the Content Strategy.
61. We will provide information about our services and receive comments or complaints from our viewers on our Viewers Website and in public meetings. We will provide the Sbcetel service.
62. We will produce Sgrîn, a quarterly magazine which provides information about our programmes.
63. We will ensure that S4C is broadcast on analogue in Wales in accordance with the digital switchover programme, and that S4C Digidol will be available on cable, DTT and satellite, and on satellite throughout the UK.
64. Once again the S4C Appeal will relate to the Content Strategy. This year, we will focus on campaigns relating to children. We will create partnerships that will assist children across Wales, and will offer support through our programmes and on-screen personalities.

### **Training**

65. S4C will continue to cooperate to ensure suitable arrangements and contribute towards improving the skill levels internally and in the production sector. We will contribute towards the skills framework and the work of Skillset. We will continue to invest in training for the industry in Wales.
66. S4C will continue to offer assistance in the form of bursaries and scholarships in accordance with our strategic priorities. During 2009, we will offer a scholarship and master-class for two young golfers; develop young athletes in partnership with the Welsh Athletics Association and offer two students a scholarship at the Cardiff School of Journalism. We will also form a development and feedback partnership with a group of Welsh students studying this course. We will offer a scholarship to a student at the National Film and Television School (NFTS), and contribute towards the Sir Geraint Evans scholarship.