

## **Statement of Programme Policy 2008**

1. We have a duty to provide on analogue -

A broad range of high quality and diverse programming, in which a substantial proportion of the programmes consist of programmes in Welsh. Programmes broadcast for viewing in peak hours (between 18.30 and 22:00) consist mainly of programmes in Welsh. Programmes that are not in Welsh are normally programmes which are being, have been or are to be broadcast on Channel 4.

2. We have a duty to provide on digital television -

A broad range of high quality and diverse programming in a service in which a substantial proportion of programmes consist of programmes in Welsh.

3. In 2008 our statutory duty to provide public services will be implemented according to S4C's Programme Strategy published in July 2004. The Strategy emphasizes the need to work with our partners in the independent sector to ensure excellence at all times. Through this partnership and the new Strategic Partnership with the BBC we will ensure landmark programming in the schedule together with a more sustainable pattern during the remaining broadcast hours. Our communication plans will reflect the priorities set out in the Programme Strategy.
4. We will broadcast at least 35 hours of Welsh language programming simultaneously on S4C and S4C Digidol.
5. We will allocate at least £70 million on content for our services.
6. Together with the statutory duty to ensure that no less than 25% of all original broadcasting hours are produced by independent companies, 95% of all hours commissioned by S4C in 2008 will be produced by independent companies. We will continue to promote creative excellence and competition through an open tender process.
7. We will ensure that our relationship with our producers is open and effective. The Code of Practice is to be updated in order to reflect the principles of the relationship with the producers. We will review the Terms of Trade during the year in order to ensure that the terms are consistent with the Code of Practice.
8. The S4C Viewer's Hotline (Gwifren Gwylwyr) will be available all year round at least from 09:00 until 22:00 to receive comments and queries from our audience on 0870 6004141 or [gwifren@s4c.co.uk](mailto:gwifren@s4c.co.uk) or minicom 029 2074 1212.

### **Innovation**

9. We will use suitable distribution platforms in order to increase the value and use of S4C content.

Most of the programmes broadcast by S4C will be available on broadband simultaneously with the television broadcast, and on demand following the television broadcast. A range of bilingual websites to complement our programme content, including additional programme material, schedules and all supplementary services, will be made available. We will make the best possible use of our content by offering additional opportunities via the red button. We will continue to develop our services for Welsh learners and in accordance with best practice we will also place a particular emphasis on developing the usability of the sites for the disabled.

10. We will review the development process in order to continue to respond to S4C's priorities and the constant evolution in the broadcasting world.
11. We are currently reviewing our content supply chain.

### **Highlights**

12. A range of programmes concerning the environment and climate will be broadcast during the year which complements S4C's corporate policy of achieving carbon neutral status and being more caring of the environment.
13. We will broadcast **Natur Cymru**, a definitive series on the wildlife of Wales presented by Iolo Williams. The programmes will celebrate our landscape and natural habitats showing them in a light not seen before in the Welsh context. The programmes will take us on a journey through striking scenery and habitats during the four seasons. The series looks at all types of wildlife from the familiar to more unusual species. To strengthen and extend the offer, a comprehensive website will be provided together with a programme following the making of the series.
14. In the field of factual programmes **Yr Afon** will follow the paths of some of the best known rivers in the world, from the Mississippi to the Nile, the Rhine to the Amazon. The presenters will have their own take on the stories surrounding the populated and remote areas the rivers flow through, showing the climatic and economic effects on the various countries together with the relationship between man and river.
15. Other programmes such as **Popeth yn Wyrdd** and the brand new gardening programme **Byw yn yr Ardd** will look at green and organic lifestyles. In **Cwm Glo Cwm Gwyrdd** young people from the south Wales valleys will consider how green are their valley communities.
16. As part of our commitment to music and our partnership with Welsh National Opera we will broadcast Verdi's **Falstaff** conducted by Carlo Rizzi with Bryn Terfel in the leading role.
17. Our drama output will include a third series of **Con Passionate** by Siwan Jones. The series which follows the lives and loves of a male choir and their female conductor has already won numerous awards including the Rose D'Or. We will also broadcast a TV film adaptation of the popular novel by Caryl Lewis, **Martha, Jac a Sianco**.
18. As holders of the terrestrial television rights for the Wales international and domestic football matches until 2012, starting in the 2008/9 season, we will broadcast exclusive highlights from all Wales home games including the qualifying rounds for the 2010 World Cup and the European Championships in 2012. We will also show live games and highlights of the Principality Welsh Premier League and the Welsh Cup, whilst also developing all our football output.

### **Children**

19. Subject to the outcome of the S4C Authority's Consultation to establish a channel for Children and Young People we will continue to develop and invest in all our services for children and young people.
20. Following the outsourcing of the provision of presentation links for **Planed Plant** and **Planed Plant Bach** we will continue to develop this provision paying special attention to the new websites already created.
21. We will continue to broadcast a minimum of 140 hours of original programmes for children and we will also continue our provision during school holidays.
22. We will continue to extend our provision for children by concentrating in 2008 on the 10-15 year old audience. Amongst new series for 2008 will be **Concro'r Cwm** which will challenge teams of competitors both physically and mentally. The new BBC Cymru magazine programme **Mosgito** will

also be extended and the news programme **Ffeil** will be broadcast throughout the year. For younger children we will be broadcasting a new history challenge series **Cracio'r Cod** and **Iii Haa**, a special competition for young equestrians. We will also invest further in our provision for teenagers through programmes such as **Uned 5**, **Pencampau** and an extreme sports series.

23. For nursery aged children a second series of **Holi Hana** will be broadcast. The series is a co-production between S4C, the production company Calon, Five and RDF from Germany. There will be a new series of **Cegin Twts** together with **ABC**, a series to help with reading skills. **Heini** will be a new dance and keep fit series for young children.

### **News and Current Affairs**

24. As a result of S4C's Strategic Partnership with the BBC will we continue to work together to develop interactivity for the news programme **Newyddion**. The main evening news programme and a short news bulletin will continue to be broadcast during peak hours with longer bulletins at the weekend thus meeting Ofcom's target for news programmes (200 hours during the Welsh hours with 150 during peak viewing).
25. We are also committed to broadcasting 30 hours of current affairs programmes during peak hours (60 hours of all hours) and in order to promote plurality we will ensure provision from more than one production source. In 2008 the BBC will produce **Pawb a'i Farn**, **CF99** and **Taro Naw** and ITV Wales will produce **Byd ar Bedwar** and **Hacio**. We will discuss the coverage of the Welsh Assembly on S4C2 with our partners in order to decide the best way to reflect and analyse events in the Senedd for our audience.

### **Range and Diversity**

26. Live broadcasts from national festivals and sporting events give a unique flavour to S4C and they are seen as an important way of attracting a wide audience to the channel. We will continue with our extended coverage of the Royal Welsh Agricultural Show, the National Eisteddfod and the Urdd National Eisteddfod, with supplementary services available through the red button on S4C2 as well as on the website. We will also continue to strengthen the coverage on television and through the website of the  1 Gerdd Dant festival and Llangollen International Eisteddfod.
27. As holders of the terrestrial television rights for the Wales domestic and international football matches until 2012 we will build our coverage of football by continuing to develop **Sgorio**. **This** follows the editorial development of the programme at the end of 2007. We will also maintain our reputation as a champion of rugby by broadcasting Welsh international and league games, and by developing interactive services through our Strategic Partnership with the BBC. We will broadcast stages of the World Rallying Championships in **Pencampwriaeth Ralio Prydain a'r Byd**, and harness racing in **Rasus**. We also intend to feature golf and develop programmes featuring Welsh competitors in the Olympic Games in Beijing.
28. In accordance with the Programme Strategy we will increase our commitment to entertainment by introducing new series and developing existing, popular series. We will present special editions of **Noson Lawen** from exciting locations and introduce a new Saturday evening popular music programme **Noson Chis a Meinir**. A new travel quiz programme, a direct result of our development process, will also reach the screen.
29. Also in this category, **PC Leslie Wynne**, one of the stars of **Mawr**, will host his own special show, and a brand new situation comedy located in north Wales will be broadcast.
30. As part of our rural provision we will continue to broadcast **Cefn Gwlad** and **Ffermio** together with special news bulletins and interactive and web-based services.
31. A brand new series combining gardening and sustainable, organic methods of growing produce will be broadcast. Dudley Newbury will travel to another European country in order to discover Wales' best

cooks in the third series of **Casa Dudley**. Aled Samuel and Nia Parry will continue to look at interesting homes and wardrobes and a further series of **Mastermind Cymru** will be broadcast.

32. In the field of drama in 2008 there will be a series of individual plays in which the voice of the dramatist will be clearly heard. A brand new series of **Teulu** located in Aberaeron will reach the screen in the spring. A new series aimed at young people located in Pontypridd, **2 Dŵ a Ni**, will follow an extended fostering family and the community in which they live. A special website will be available to accompany the series. We will also re-launch the **Rownd a Rownd** website to coincide with the return of this popular series. New series of **Y Pris**, **Caerdydd** and **Tipyn o Stad** will also return. The daily soap from the BBC, **Pobol y Cwm**, will be the backbone of the evening schedule from Monday to Friday.
33. In line with the Programme Strategy music will continue to be a key feature in the schedule and will include performances by Welsh National Opera, the tenor Rhys Meirion and broadcasts from Brecon Jazz. A second series of **Codi Canu** will also be broadcast. We will continue to invest and develop our contemporary music series **Bandit** and introduce a new music programme. The annual St David's Day competition **Cân i Gymru** will be held in March.
34. We will continue to develop **Dechrau Canu Dechrau Canmol** in its new format ensuring a diverse range of programmes which will include congregational singing, high quality individual performances and community singing from major events in Wales.
35. We will further develop the weather service **Tywydd** which has been outsourced and is now produced by ITV Wales. We will offer a special service on mobile phones and on the web. We will increase our investment in **Wedi 7** as the programme is broadcast nightly from the Autumn. **Wedi 3** will continue to cover stories from all corners of Wales together with interviews with interesting guests from the studio in Llanelli. In accordance with the emphasis placed on arts programmes in the Programme Strategy we will broadcast **Sioe Gelf** during peak hours together with other special arts programmes by the same production company. To note ninety years since the end of the First World War a special series, **Lleisiau'r Rhyfel Mawr**, will reflect on that troubled period.
36. We will broadcast at least 90% of original programmes during peak hours and 80% across Welsh language hours on S4C.
37. Our Welsh language subtitling service has been designed to be useful, convenient and suitable for first language deaf and hard of hearing viewers, Welsh learners and those who are unsure of their Welsh.
38. We will provide at least 10 hours per week (on average) of original Welsh language subtitles, mostly during peak hours on analogue (together with the simulcast programmes on digital).
39. We will continue to enhance the appeal of our programmes through English subtitles. We aim to provide 10 hours per week of Welsh language subtitles on 889 across all Welsh hours. We aim to provide English subtitles on at least 80% of all Welsh language hours on analogue. We will meet Ofcom's subtitling targets on S4C and S4C2.
40. We will continue to broadcast numerous repeats of our most popular programmes with open subtitles (including **Pobol y Cwm** repeats). We will ensure that subtitles for the deaf and hard of hearing provided by Channel 4 are available when those programmes are broadcast or repeated on S4C.
41. On certain programmes on S4C digidol an audio-description service giving additional descriptions in Welsh will be provided, including a commentary during the periods without dialogue in order to allow visually impaired people to enjoy the programme. The commentary will include descriptions of plot, visual expression, body language, dress and scenery (in accordance with Ofcom's targets).
42. On some S4C digidol programmes we will provide in-vision signing enabling the interpretation of the programmes in BSL sign language. The service will be provided for deaf viewers, and the presenter will convey the programme in a style suitable for the whole audience, most of whom live in Wales, or are able to receive S4C on Sky across the UK.

43. We will hold discussions with relevant groups to ensure the usefulness and suitability of all our access services.
44. On analogue we will repeat most of our dramas within 7 days with open subtitles, giving our viewers another chance to see the programmes on S4C digidol within the week. In order to ensure best value we will also offer viewers another chance to see other peak hours programmes from different genres. During a normal week no more than 15% of peak viewing analogue programmes will be repeated.
45. We will continue to carry out qualitative and quantitative research to assess opinion and will give due consideration to those results and their implications when planning our services and in the annual review of the Programme Strategy.
46. We will provide information on our services and receive comments or complaints from our viewers on our Viewers Website and in public meetings. We will carry S4C services.
47. We will produce Sgrîn, a quarterly magazine containing information about our programmes.

### **S4C Appeal**

48. Once again the S4C Appeal will tie-in with the priorities as outlined in the Programme Strategy, and will raise awareness of green campaigns to correspond with the season's programmes. We will create partnerships to assist people across Wales to raise awareness of 'green' activities in their communities and offer support through our programmes and on-screen personalities.

### **Training**

49. S4C will continue to work to ensure suitable arrangements are in place and will contribute towards raising skill levels both internally and in the production sector. We will contribute to the work of Skillset and play our part as the new skills framework becomes operational. We will continue to invest in training for the industry in Wales.
50. S4C will continue to offer assistance in the form of bursaries and scholarships consistent with our strategic priorities. During 2008 we will offer scholarships and master-classes to two young golfers, develop young athletes in partnership with the Welsh Athletics Association, offer a scholarship to a student at the Cardiff School of Journalism, and contribute towards the Sir Geraint Evans scholarship and a music development scheme.
51. We will continue to implement our equal opportunities policy and ensure that ethnic minorities and the disabled are represented on screen.
52. We will ensure that S4C is broadcast on analogue in Wales and that S4C digidol is available on cable, DTT and satellite in Wales and on satellite throughout the UK.