



## S4C Review of Statement of Programme Policy 2008

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### Introduction

This is the S4C Authority's Review of the performance of S4C's public services against the Statement of Programme Policy 2008. This Review was prepared in accordance with the requirements outlined in paragraph 4(1) (b) of Annex 2 of the Communications Act 2003. The Review is based on the objectives set out in the Statement of Programme Policy 2008.

The Statement noted that S4C would continue to develop and invest in the provision for children in line with the results of the S4C Authority Consultation into services for children. This aim was fulfilled. 2008 was a historic year for S4C's Programmes and Content Service with the launch of **Cyw**, the new service for young children. Nursery provision was extended from one hour to six and a half hours per day, five days a week, and a number of brand new series and characters were introduced to the screen.

As mentioned in the Statement of Programme Policy, 2008 was designated a 'Green Year' by S4C and there were several highlights to this special season of programming, including **Natur Cymru**, **Yr Afon** and **Byw yn Ardd**.

There was an undertaking to use suitable distribution platforms with an emphasis on broadband to increase the value and usage of S4C content. In September, **S4/Clic** was launched – the Channel's online viewing service developed to improve the view-again service first introduced in 2006. As a result, there was a year-on-year increase of 182% in the online viewing sessions during 2008, in comparison with 2007.

A major landmark on the screen and in the field of sport in 2008 was the success of Wales' rugby team in winning the Grand Slam. The excitement and buzz surrounding this event was reflected in **Y Clwb Rygbi** and in the **Grand Slam Celebration Concert**.

The Christmas and New Year programmes brought the year to a successful conclusion. Programmes such as the films **Martha Jac a Sianco** and **Nadolig Plentyn yng Nghymru**, as well as musical programmes of the highest standard, contributed to an increase in viewers over the period as well as a younger profile in comparison to 2007. And in general, there was a year-on-year increase of 7% in S4C's viewing figures during peak hours in 2008. These are the Channel's highest figures during peak hours since 2002.

In November, S4C's Content Strategy was launched. This Strategy builds on the 2004 Creative Excellence Strategy and was formed specifically for the period bridging the beginning and end of the digital switchover process.

### Children

07.00 on Monday, June 23 was a major milestone in S4C's history as the new pre-school **Cyw** service began, following an extensive communications campaign. A comprehensive website was launched as part of the **Cyw** service. The website offers a wide range of bilingual activities for pre-school children and their parents. **Cyw** has been very warmly received. Our research shows that the majority of people are of the opinion that the service has met or exceeded their expectations.

Two brand new series, **Heini** and **Igi, Tigi, Bip a Bop** were introduced as a part of the first **Cyw** schedule. **Heini** is an entertaining and interactive series which encourages young children to eat healthily and keep fit. The **Igi, Tigi, Bip a Bop** programme focuses on music and singing, moving and dancing. And for the winter season, further programmes were introduced with content compatible with the Foundation Phase introduced by the Assembly

for nursery education in September of this year called Learning through Play. **ABC** introduces the letters of the alphabet, and **Yn yr Ardd** introduces the garden to pre-school children, drawing attention to environmental issues such as recycling and green living. **Gorsaf Hud** is an opportunity for children to have fun while using their imagination. There was a new series of the animation **Holi Hana**. This was the second series of this popular programme, which won a Bafta Cymru Award and Celtic Media Festival Award in 2008 for the Best Animated Programme. There was also a second series of **Meees**. This was the first co-production with JCC for Al Jazeera and the first S4C nursery programme to be produced in High Definition.

For older children **Ffit 100%** succeeded **Rygbï 100%**. This programme was developed with the aim of using different sports to spark children's interest and to encourage them to participate. The new series **Concro'r Cwm** featured a team of older children from North Wales challenging a team from South Wales, in open air contests which focus on their ability to communicate as a team. **Stamina** and **Chwa** are programmes which focus specifically on extreme sports, while schools from all over Wales have the opportunity to test their sporting knowledge in the quiz **Pen Campau**.

**Y Garej** is a brand new series focusing on gadgets. The aim is to provide children with the opportunity to review and use the latest equipment. There was a second series of the scientific show **Atom** and **Sioe Wylt**, which takes a look at the world of nature. **Herio'r Ddraig** was a programme full of challenges and there were new series of **Stwffio**, **Y Fet a Fi**, **Popty** and **Hip neu Sgip**. This year on **Hip neu Sgip**, a further emphasis was placed on discarding less and recycling more, in line with the Channel's Green Year.

**Mosgito** is a studio-based magazine programme broadcast every Tuesday and Thursday. In response to early research on the series, this programme has been developed over the year and as a result, has increased its appeal to the target age, covering subjects which are of interest to young people in an entertaining manner. Viewers contribute regularly to topics being discussed, either in the studio, on location or via the web.

Changes were introduced to the broadcasting pattern of **Uned 5** in order to strengthen the provision for older children between 18.00 and 19.00. It's now broadcast on Wednesday as well as Friday evenings. The Friday evening programme offers an entertaining start to the weekend with live bands and contemporary music. On Wednesday, the presenter and a number of young people discuss current affairs. The **Uned 5** team also provided special programmes that were aired over the Christmas period – **Mari ar y Carped Coch** and **Gwobrwyo'r Goreuon**.

## Events

Our research this year again shows that the audience believe there to be an extensive range of special events on S4C and that S4C is the main channel for events in Wales. In fact, our research shows that a substantial number of people who don't usually watch S4C make an effort to watch a special event on the Channel. Our service from the **Royal Welsh Agricultural Show** was again comprehensive, both on television and on the web. We provided a choice of viewing platforms in order to meet different needs. In addition to the usual programmes broadcast in the morning, the afternoon and in the evening on digital and analogue, events from the main circle could be seen on S4C2, as well as events from the second circle via the Red Button, where there was close co-operation with the Young Farmers' Clubs. A further emphasis was placed this year on the evening coverage from the **Winter Fair** with an hour-long programme broadcast on the Monday evening in order to reach the widest possible audience.

110 hours of various programming was broadcast from the **Urdd Eisteddfod, Sir Conwy**. Extensive and comprehensive footage was provided on the web, including regular updates and results from the preliminary and main competitions. The competitions could be viewed live on broadband and a free text service was provided for the results. Across the live programmes and highlights from the **Cardiff and District National Eisteddfod**, there was an increase of 5% in the number of viewers, from 404,000 in 2007 to 424,000 in 2008. Once again, the

**Llangollen International Musical Eisteddfod** was one of the main events and musical landmarks on S4C.

Three programmes were provided from the **Brecon Jazz Festival** which contributed greatly towards the variety within our music provision. The ninth **Faenol Festival** was held in August with Bryn Terfel and a host of guests. The programmes didn't succeed in attracting the same number of viewers as in previous years, and we are aware of the need to develop both the appeal and reach of the Festival for the future. Over eight hours of competitions were broadcast from the **Cerdd Dant Festival** from the Pavillion Theatre in Rhyl in November, as well as a special programme of **Talwrn y Beirdd** from Rhuthun Castle.

Certainly, one of the year's successes was the broadcast of one of Wales' major events, the **Grand Slam Celebration Concert** from the Millennium Stadium with various artists including the Stereophonics, Ruth Jones, Dafydd Iwan and Rhydian Roberts. The concert attracted an audience of 236,000 and was proof of our ability to be flexible and to respond quickly to an occasion of importance. Aled Myrddin and his song 'Atgofion' were successful in the **Cân i Gymru** competition held in the Afan Lido Centre, Port Talbot during the St David's Day period. Over the past three years efforts have been made to modernise the competition and raise standards. The number of viewers in 2008 was 68% higher than in 2006.

## **Sports**

2008 was a memorable year for sport in Wales, and through our various sporting programmes, this excitement was conveyed to the audience. Our coverage of live games and our provision from several important sporting events succeeded in strengthening our strategy of positioning S4C as the natural home of important events in Wales. Rugby and football are our main sports, and in September 2008 an English soundtrack was introduced via the red button on games where rights allowed to enable us to introduce S4C to new viewers and those who aren't as familiar with the Channel. A decision was made to extend the length of our broadcasts from the **Six Nations Championship** in order to allow further discussion and analysis after the game. This led to an increase in viewing and a higher reach. The same pattern was followed in our broadcasts of the Autumn Internationals. As part of the Programme Plan under the Strategic Partnership, BBC Cymru also provides our coverage of the **Magners League**, the **Principality Premiership** and the **Konica Minolta Cup** competitions. These games have contributed extensively to the reach of our programmes with 36 obtaining a reach of over a 100,000 people. During the summer of 2008, the rights were secured for the main rugby event in Wales during that period, the **IRB Junior World Championship**. There were high reach figures for the semi-final game between Wales and New Zealand, 245,000. Highlights of the national team's tour to South Africa were also shown during this period.

In terms of football, last year was a big year for S4C as the Channel secured the rights to the Principality Welsh Premier League, the Welsh Cup and highlights from Wales' home games. It was decided to build on the success of the **Sgorio** brand by extending it through all the football coverage. Two of Wales' away games – the friendlies against Iceland and Luxembourg were broadcast. Both succeeded in attracting a high reach figure of over 200,000.

As one of the world's biggest sporting events approaches, the 2010 Ryder Cup held on the Celtic Manor course near Newport, we set about developing and launching the Channel's golf provision. The series **Golffio** combines both competitive play and enjoyment, on an international and local level, led by the presenting team of Jonathan Davies, Dewi 'Pws' Morris and Llinos Lee. As the process of securing the rights for the PGA circuits was a lengthy one, we did not have an adequate window to hold an appropriate marketing campaign in order to secure a new and potential audience.

Notable events in north Wales that form part of our sports provision are **Marathon Eryri** (Eryri Marathon) and **Ras yr Wyddfa** (Snowdon Race). Despite the adverse weather conditions for the marathon, the production succeeded in reflecting and recreating the drama of the competition through exciting highlights and appealing items. Another World Championship that came to Wales this year was the **Sheep Dog Trials** in Bro Dinefwr. It was broadcast again as part of the strategy to reflect events in Wales. Our series of **Rasus** and **Rasus ar Garlam** did not enjoy the same success as in previous years in terms of viewing figures and audience response. It was also disappointing that bad weather led to losing the highlight of the racing season, **Rasus Tregaron**. In our provision of the World Rallying Championship in the **Ralio** series, we decided to create a highlight by showing nightly programmes from Rally GB Wales. This proved again that producing programmes on the main sporting events in Wales is very popular with the Channel's viewers. The **Ralio** series in 2009 will be adapted to reflect more local and Welsh content.

### News and Current Affairs

The nightly **Newyddion news** programme and the **Bwletinau Newyddion** bulletins are part of the Programme Plan agreed upon under the Strategic Partnership with the BBC. Over 230 hours of the **Newyddion** programme were broadcast during Welsh language hours and over 175 hours during peak hours. Both figures are higher than the targets set by Ofcom. Over twice the Ofcom required hours of current affairs coverage was also broadcast during peak hours. These were commissioned from more than one production source in order to ensure plurality. Again, as part of the Programme Plan, the BBC provided series of **Taro 9**, **Pawb a'i Farn**, **Ffeil**, **Yr Wythnos** and **CF99**.

**Pawb a'i Farn** journeyed to different parts of Wales and to Liverpool to invite the public to contribute to the week's discussion topics. **Taro 9** focused on subjects such as the Recession and Contemporary Music. And in a programme that was different to the usual, an in-depth discussion was held on the Language of the Children of Wales. From the Senedd in Cardiff, the **CF99** presenters interviewed and challenged politicians and other participants on political and current affairs.

Produced by ITV Cymru the **Y Byd ar Bedwar** team made 22 current affairs programmes on Welsh and international matters. In addition to the provision of stories from Wales, the series visited China and Zimbabwe. ITV Cymru is also responsible for producing **Hacio**. This year, in addition to the usual digital programmes, the **Hacio** team have also provided four half hour episodes for the analogue service. Among the subjects discussed were the local elections, the Assembly's green champions, the credit crunch and the US presidential campaign. In a special programme by BBC Cymru on the **American Election**, Dewi Llwyd journeyed across the United States of America, from Cardiff in California to Bangor in Maine to seek the opinions and aspirations of the American people before the historical Presidential Election.

### Factual

One of S4C's most important campaigns during 2008 was the Green campaign, with several series and elements within programmes from different genres focusing on environmental subjects. The marketing of these productions coincided with the broadcasting of short information films providing on-screen advice on recycling. **Natur Cymru** with Iolo Williams was the first and most successful in terms of audience. The series attracted an average of 88,000 viewers per episode over the total broadcasts. This was also the first factual series fully funded by the Channel to be produced in High Definition format. An attractive and innovative website went hand in hand with the series. **Popeth yn Wyrdd** was a campaigning programme with a sense of humour, where the popular format of **Popeth yn Gymraeg** was adapted to look at climate matters. This series also attracted interest from outside Wales. It was chosen as a programme to be discussed during the World Congress of Science and Factual Producers Conference in Florence as an example of a ground-breaking series in environmental programming, receiving a great deal of praise. **Yr Afon** was an international co-production. The Welsh version featured six different Welsh personalities following six of the world's major rivers. The press and viewer response was very positive.

The 'Green' project came to an end with **Dyfroedd Dyfnion**, a documentary by BBC Cymru on the future of the climate. A special episode of **Pawb a'i Farn** investigated the tough questions raised during the various series. The programmes that were part of the green year reached almost half a million viewers throughout 2008.

The **Wedi 7** magazine series was extended during 2008 and a further episode was introduced on Friday evenings in addition to the episodes from Monday to Thursday. The additional programme focuses mainly on the weekend events thus strengthening our commitment to events across Wales. Its sister programme, **Wedi 3** has already established itself in the afternoons, with an increase of 33% in viewing figures since 2007, appealing to audiences across Wales. The programmes have also strengthened their provision from north Wales. The teams from both series produced a programme for New Year's Eve, **Wedi 2008**, which looked back at 2008 by re-visiting the main events in Wales, with a panel of experts choosing the most significant event.

**O'r Galon** continues to be a factual landmark and attracts a popular audience to a variety of different subjects. The first episode was a personal essay by the actress and presenter Ffion Dafis. It looked at the possibility that she had inherited the breast cancer gene from her mother. The programme attracted 65,000 viewers for the first showing only. **Bwrw Bol** discussed the subject of obesity, another topical subject, which reached over 100,000 viewers. Programmes dealing with hard-hitting subjects were also part of the **Wynbau Newydd** series. **Dringo i'r Eitha**, a psychological profile of the bright young climber Ioan Doyle, was among these. One of the **O Flaen dy Lygaid** episodes sparked a debate on the subject 'Am I a Celt?' and among other one-off documentaries were **Poncho Mam-gu**, **Jennie**, **Teulu T Glynne** and **Lawrence o Arabia**. At the end of the year **Lleisiau'r Rhyfel Mawr** was broadcast, a four-part series marking the 90<sup>th</sup> anniversary of the Armistice in 1918. Many viewers contacted the S4C Viewers Hotline in praise of this series. **Y Groes** was a collection of short films broadcast over the Easter period, as well as a one-off documentary which followed the history of the cross in art. **Côd Cristnogaeth** was a co-production which set about explaining the origin and meaning of Christian symbols. During the period leading up to Christmas, **Taith y Tad Deiniol**, a journey that followed the spiritual path of the Orthodox Church, was broadcast.

Rural coverage is an essential part of S4C's provision and **Cefn Gwlad** continues to be one of our most popular programmes. The audience of the **Ffermio** programme increased by 18% in 2008 in comparison to 2007.

### **Music and Culture**

For the second series of **Codi Canu**, the four choirs from the first series were joined by a fifth choir from north Wales, and it was that choir, Côr y Gogledd, that went on to win the competition. The choirs were set a number of challenges for the second series, including the Scarlets and the Ospreys competing in the Cerdd Dant Festival, the Dragons and the Blues competing in the North Wales Choral Competition in Llandudno and Côr y Gogledd performing on stage at the 'Carols from Llangollen' concert. This was a special experience for most members of the choirs and a completely new experience for those who are non-Welsh speakers. The series had higher viewing figures, an increase of 31% from **Codi Canu 2007**. The website was also an integral part of the competition. It included singing resources and was a means for competitors to interact. **Dechrau Canu Dechrau Canmol** visited a number of different areas while continuing with the combination of congregational singing and individual performances of an exceptional standard from the likes of Rebecca Evans, Elin Manahan Thomas and Katherine Jenkins. A special programme on the hymns of William Williams, Pantycelyn was also broadcast. The viewing figures have been consistently high.

This year, **Ysgoloriaeth Bryn Terfel** was held in the Stiwt Theatre, Rhosllannerchrugog and in a change from previous years, instead of a series of short programmes focusing on individual performers, two half-hour programmes were broadcast combining three performers in each episode. This increased the number of viewers.

**Carolau o Langollen** is one of S4C's most popular musical programmes every year during the Christmas period. The 2008 artists included the international tenor Gwyn Hughes-Jones, the popular female singer Tara Bethan and the young singer Steffan Rhys-Hughes. They were joined by Rhuthun choir, Bois Ysgol Gerdd Ceredigion and Côr Cipio'r Cyfle from the Llanrwst area to create an evening of varied and appealing Christmas music. Two concerts held during the National Eisteddfod in Cardiff were broadcast over the Christmas period, **Cyngerdd yr C Ffactor** and **Cyngerdd Grav - Yma o hyd**, a tribute to the national hero, Ray Gravell.

On Christmas Eve, a special Gala Concert from the Millennium Centre in Cardiff was broadcast to celebrate the eighteenth birthday of Ysgol Glanaethwy in **Ysgol Glanaethwy yn 18 oed**. The concert featured performances by young, bright talents and a number of pieces that had become well-known on the Last Choir Standing competition. All four events attracted a substantial and wide audience.

In order to maintain a variety of music, a performance of Welsh National Opera's production of Verdi's **Falstaff** from the Millennium Centre was broadcast during Easter. Bryn Terfel performed the main part, with Rhys Meirion playing Fenton. The production was praised both nationally and internationally.

S4C's main arts programme, **Y Sioe Gelf**, had a new presenter in 2008, Lisa Gwilym. Lighter pieces were introduced to the series, including weekly items on brass bands from across Wales. Of the special programmes focusing on individual subjects that form part of the series, the most popular episode was one tracing the history of the iconic **Salem** picture as it celebrated its centenary. The programme also received considerable coverage in the Welsh press.

In order to extend the Channel's coverage of the more popular bands and performers of the Welsh contemporary music scene, from folk bands to rock and pop, a brand new series called **Nodyn** was introduced to the schedule. The programme is presented by the popular singer Elin Fflur. In the series, Elin travels the length and breadth of Wales to talk with artists and present live performances from a variety of locations. Steve Eaves, Frizbee, Bryn Fôn, 9Bach, Endaf Emlyn, Celt, Lleuwen Steffan, Geraint Lovgreen, Tebot Piws, Al Lewis, Gwibdaith Hen Frân and Huw Chiswell were among the artists who appeared in the series. The aim of **Nodyn** is to present contemporary music in a more leisurely, popular and inclusive format, as the viewing figures of the **Bandit** series have decreased over the last few years.

## **Fiction**

In January, brand new drama **Teulu**, started. The series follows the story of a wealthy family in Aberaeron, their secrets and conflicts. It succeeded in its aim of appealing to a wide audience with an aggregated viewing total of 67,000 for the first series. The first series of the gritty drama **Y Pris** came to an end at the beginning of the year. The drama embodied the imagination and unique voice of the Valleys author, Tim Price. The series was not to everyone's taste, but it was a challenging and unique drama. It generated excitement and discussion among the target audience of young adults, who were pleased to see a series of this kind on S4C. The eighth and final series of **Tipyn o Stad** brought the story of the residents of Maes Menai to an end after several successful years. A third series of **Caerdydd** was broadcast, a drama which portrays life in the capital city. The latest series attracted 55% more viewers than the first series in 2006. One of the long-awaited highlights of the year was the third and final series of the popular drama **Con Passionate**, which has won the Rose D'Or international prize. It offered an unique mixture of reality and fantasy that displayed the innovative and original nature of the author, Siwan Jones' work. Viewers were disappointed that this was the last series, but the author is currently developing another drama series for the Channel.

The aim of **2 Dŷ a Ni**, a contemporary drama series focusing on an extended family in the South Wales Valleys, was to appeal to young people and inhabitants of that area. It wasn't completely successful in achieving these aims, but it brought several new talents to the screen and the website was among the 20 most popular sites during the broadcast of the series.

**Pobol y Cwm** continues to be a daily cornerstone of our programme service. The series appears consistently among our most viewed programmes and in terms of audience appraisal it rates above all other similar programmes in English. When children and young people were interviewed about the drama series **Rownd a Rownd**, the response was positive. They believed the storylines to be contemporary, the acting of a high standard and that the show reflected day-to-day life with a mixture of characters, young and old.

The highlight of Christmas on S4C was Caryl Lewis' adaptation of her award-winning novel **Martha, Jac a Sianco**. There were powerful performances by Sharon Morgan, Ifan Huw Dafydd and Geraint Lewis in the main roles. The response to the film has been very positive with viewers contacting S4C in praise of the production. The author was an original and new voice to the Channel this year.

The aim of the individual dramas broadcast in 2008 was to provide a stage to develop new talent and encourage innovation within the different disciplines needed to produce a television drama. The various dramas included **SOS Galw Gari Tryfan, Arwyr, Y Rhwyd, Omlet, Beryl, Cheryl a Meryl** and **Rhestr Nadolig Wil**. Another highlight over the Christmas period was the new animated film of the Dylan Thomas' classic, A Child's Christmas in Wales, **Nadolig Plentyn yng Nghymru**, narrated by the actor Matthew Rhys. The different styles within the film reflected the mixture of reality, fantasy, and the richness of words and the humour of the story.

### **Entertainment and Factual Entertainment**

In accordance with the 2008 Programme Policy Statement, we endeavoured to increase the emphasis on entertainment by introducing new series and developing existing, popular series. Over the years, one of the most popular S4C series has been the **Noson Lawen** entertainment show, and this year, we set about developing the brand. In **Hwyllo'r Noson Lawen** the show journeyed on the Balmoral pleasure boat. It's fair to say the experiment was not a total success. One-off specials of **Noson Lawen** were also broadcast from the Tyrfé Tawe Festival, Swansea and from the Llechwedd quarry in Blaenau Ffestiniog. A series of **Noson Chis a Meinir** was commissioned to provide a platform for some of Wales' popular musical artists.

In the field of comedy, there were two new series, **Sioe PC Leslie Wynne** and **Ista'n Bwl**. PC Leslie Wynne is a character devised, authored and performed by the multi-talented comedian Tudur Owen. The series has won a firm following from the outset with an average of 65,000 viewers aggregated, and it is most popular with our viewers in north Wales. **Ista'n Bwl** is a comedy drama set in a village pub somewhere in north Wales. The programme is recorded and broadcast on the same day in order to allow the characters to react to the day's events in their own unique way. Our audience research had shown that young people in particular wanted to see more satirical material that pushes the boundaries on S4C.

Following the popularity of the **Jonathan** series broadcast before international rugby games, the entertainment quiz show **Bwrw'r Bar** was developed for Jonathan Davies, Eleri Siôn, Rowland Phillips and Nigel Owens. **o ond 1** is a quiz show that came about as a result of the development contracts. It has an original format which allows contestants to compete for holidays. The response of our research panel to this quiz was positive. They were pleased to see a quiz where the rules were easy to follow and which appealed to people of all ages.

**Casa Dudley** is a competition between budding chefs, and the third series took us to Spain. There were some changes to the format of previous years to enable the audience to get to know the contestants better and to offer more advice on cooking. The evening of the first broadcast was changed to a Wednesday, leading to an increase of 84% in the number of viewers compared to the previous year. The comprehensive website, which is part of the series, is one of our most popular.

A programme which has its roots in a website is **Lle Aeth Pawb**? The series re-creates photos from the past by reuniting the characters in an entertaining and sometimes emotional format. The series proved popular from the start and attracted an average of 66,000 viewers. Our research showed a very positive response, with viewers noting that they like the variety of stories and the fact that it's a unique, original and easy-to-follow programme. Following the success of **Mastermind Cymru**, a **Mastermind Plant Cymru** children's competition was broadcast during peak hours on Sunday evenings in 2008.

The lifestyle series **Cwprdd Dillad, o4 Wal** and **Y Tŷ Cymreig** continued in 2008. In order to freshen up the second series of **Y Tŷ Cymreig**, it was decided to focus on houses characteristic of the former thirteen counties of Wales. The presenter Aled Samuel, building expert Greg Stevenson and his companion Minti the dog led us from county to county introducing history in an interesting and entertaining way. The number of viewers peaked in the fifth programme, with 115,000 enjoying visiting houses in Denbighshire.

**Byw yn yr Ardd** and **Cwm Glo Cwm Gwyrdd** were both new series in the entertainment genre that formed part of the Channel's 'Green' provision. A new gardening programme has been much-anticipated on S4C, which put some extra pressure on the programme. The aim was both to offer a specialist gardening programme and create a fun and interesting series with the emphasis on people from every part of Wales, their gardens and green and organic gardening methods. Two presenters were chosen because of their interest in gardening. Bethan Gwanas is a familiar face but Russell Jones from Rhosgadfan was a new name. Both presenters, as well as the show itself, proved successful, with 81% of the members of our Response Panel believing it to be a leisurely and contemporary programme, and the majority wishing to see another series.

**Cwm Glo Cwm Gwyrdd** focused on young people from the Rhondda, Cynon and Taff Valleys. Four young people from the area, along with their families, attempted to live greener lives, led by Iolo Williams, as part of the 'Green' year.

Two of the entertainment highlights of the Christmas schedule were **Rhydian** and **Y 7 Magnifico a Matthew Rhys**. The '7 Magnifico' travelled to Arizona to experience life as a cowboy and the aim of the documentary on the X Factor star, Rhydian Roberts, was to appeal to a wide audience of viewers who perhaps aren't familiar with S4C's programmes. The broadcast of **Rhydian** reached 151,000 viewers, with 43,000 of those people who hadn't watched any other programme on S4C that week.

### **The Weather**

Following a tender process, the work of providing the **Tywydd** service was outsourced to ITV Wales, and this was their first full year at the helm. With new graphics to complement S4C's new brand, the team presents bulletins from the studio and from outside locations thus giving the service a more journalistic feel. This was supported by a new Weather website.

### **The s4c.co.uk website and the 'Clic' Service**

2008 was a year of developing and achieving goals in terms of the web. S4C uses this platform to ensure that Welsh language programmes reach the widest audience possible. The work started on improving our users' online experience by developing the homepage, introducing a new search engine and improving navigation of the website. In 2008, there was a year-on-year increase of 182% in the online viewing sessions compared to 2007.

The highlight of June was the launch of the new extended **Cyw web** service for pre-school children. To accompany the television programmes there was a new, colourful and exciting world for them to discover online. By the end of the summer there were 22 sub-websites for children to explore in the world of **Cyw**. **Cyw** won a BAFTA Cymru Award 2007 in the category of New Media: Film or Television.

The 'Gwyrdd' website was home to some of the most prominent series of 2008, including **Natur Cymru**, **Byw yn yr Ardd** and **Popeth yn Wyrdd. Yr Afon** was a highlight in the schedule, and a designated website was created to go hand in hand with the series.

The Chwaraeon, sport website was developed to reflect the importance of this genre to the schedule, with new websites for **Sgorio**, **Ralio**, **Golffio** and **Chwa!** as well as information about rugby, harness racing and sports programmes for children such as **Pen Campau** and **Stamina**.

As a key part of the Digwyddiadau Haf 08 events campaign, comprehensive and interactive websites were provided for the most important summer events in Wales, such as the Urdd Eisteddfod and the Royal Welsh Show. In addition to live web streaming on more than one channel, viewers were able to see results, verdicts and the highlights programmes of the day online.

The online **Tywydd** service was also re-launched, using the latest technology to keep the weather forecasts up to date and to ensure the highest standards of service.

In September 2008 the most important element of S4C's online development, S4/Clic, was launched. This is a reformed online viewing service building on the 'catch-up' provision first introduced in 2006. Most S4C programmes can now be viewed for 35 days, with a choice of English or Welsh subtitles, and an audio description service where available. A specific player was built over the summer and work was completed in time to conduct research with members of the public.

By the end of the year, monthly user figures showed that Clic was the most used section of the S4C website, excluding the Homepage. The number of visitors to S4C's website increased by 38% in November and 78% in December 2008 in comparison to the same months in 2007. In December, **Pobol y Cwm** became part of the 'Clic' service in co-operation with BBC Cymru.

### **Learners**

As stated in the S4C Content Strategy, learners are an important part of the Channel's audience. In 2008 work started to increase the value and appeal of S4C for learners by developing the online service and ensuring that it grows to its full potential. In 2008, following an open tender process, the work of developing this resource was awarded to Welsh language education and publishing company, Cwmni Acen in partnership with Cube Interactive.

### **Research**

During the year, a combination of BARB viewing figures, qualitative research with children and adults and appraisal data was used to assess the success of programmes. The results of this research also help S4C to create the Statement of Programme Policy in addition to assessing the performance of its programmes in this Review.

### **Viewer Information**

Information is provided to viewers via the S4C Viewers' Hotline, (phone: 0870 600 4141, on the web: <[http://www.s4c.co.uk/c\\_contact\\_form.shtml](http://www.s4c.co.uk/c_contact_form.shtml)>). The Hotline provides information about S4C services and programmes. It also deals with enquiries and complaints made by S4C viewers.

## Media Literacy

S4C believes that literacy in all forms of media is essential to enable people to become full citizens, playing their full part in a democratic and civil society. S4C has signed the UK Charter for Media Literacy. The Media Literacy Plan outlines how we fulfil the responsibilities we have accepted. S4C is a member of the Wales Media Literacy Network and once again in 2008 S4C hosted an open meeting in its pavilion at the National Eisteddfod in order to share best practice among educators and other relevant bodies. S4C has produced a bilingual public information leaflet, 'Pwyso'r Botwm,' (Push the Button) which outlines access services including audio description, signing and subtitling. An online questionnaire was placed on the website in order to receive viewer comments regarding S4C access services. On screen, a campaign was launched to promote the audio description service and a marketing campaign was also carried out for the online viewing service, **Clic**.

## Access Services

### Subtitling

English subtitles were provided to extend the appeal of programmes for non-Welsh speakers and the deaf and hard of hearing. English subtitles were provided for 86.2% of Welsh hours on digital during 2008, which was substantially higher than the Ofcom target of 73% for the year. Also, many programmes were broadcast with open subtitles, including the **Rownd a Rownd** omnibus, **Pobol y Cwm** and other popular dramas. In addition to subtitles for S4C programmes, there were subtitles available for the deaf and hard of hearing on Channel 4 programmes broadcast on S4C's analogue service. The target of 20 hours of Welsh subtitles per week was achieved on the analogue service and simultaneously on the digital service for Welsh speakers who are deaf and hard of hearing and those learning to speak Welsh. The subtitle streams are also available on the S4/Clic service on programmes available on demand.

### Audio description and Signing

An audio description is provided for the blind and partially sighted on many programmes on S4C digital. This service contains verbal commentary to fill in the gaps in the programme where there is no dialogue, in order to enhance the viewers' enjoyment. The audio description service was provided on 10.9% of programmes on S4C digital, against a target of 10% set by Ofcom for the year. Some programmes on S4C digital are shown with a BSL signer. These programmes are usually broadcast on Saturday with 3.1% of the service provided with open signing against a 3% target set by Ofcom in 2008. These programmes are also shown on Clic.

## S4C Appeal

In 2007 a decision was made to re-direct the appeal in order to ensure its relevance to the Channel's programme priorities. It was decided it should be a means to help clubs, societies, individuals and charities enhance the profile of their activities and to help them host their own events and raise money themselves. In 2008 it was decided to fund projects involved in 'green' matters. Specific schemes were supported, ranging from Ysgol Gynradd Llanbedr Pont Steffan's new wild garden to supporting Cynnal Cymru's stand at the National Eisteddfod with activities led by the **Planed Plant** and **Cyw** teams. It is fair to say that the number of applications for financial support was limited and S4C is in the process of considering ways of adapting its plans in 2009.

## **Tenders**

In accordance with S4C's Tendering Policy, a tendering process was held for the following services during the year:

### **Programme Content**

IRB Under 20s World Rugby Championship  
Producing S4C's coverage of the Welsh rugby team's tour to South Africa  
Producing Links for S4C's Nursery Provision  
S4C's Provision of Football  
S4C's Provision of Golf  
Heineken Cup  
Provision of Cân i Gymru

### **Others**

Learners

## **Training and Talent**

All members of S4C staff were provided with training in accordance with the company's strategic priorities. Suitable arrangements were made to raise the skills of the industry by investing in training through Cyfle and other training providers. The Skillset Cymru Training Framework is operational and the priorities for the sector are being discussed and agreed upon together, in order to ensure that the training provided is in accordance with the requirements of the sector as a whole.

### **Scholarships**

During the year the following were awarded S4C scholarships:

Owen Powell - audio post production, NFTS;  
Llyr Williams – special scholarship;  
Lianne Clarke, Brigid Eades, David Guest and Non Stanford – athletics;  
Ross McIister and Amy Boulden – golf;  
Cemlyn Davies and Steffan Powell – journalism scholarships.