

Serving Children in the Digital Future

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Company/Organisation Boomerang Group

Questions

1. Do you agree with our view that a dedicated service for Children will enhance the public service offering in the Welsh language for Children?

Yes. In the digital environment we believe it imperative that a constant Welsh language easily accessible presence for children is provided. This sort of provision would support bilingual education received in schools, but the service should never give the impression that its intention is supplementing formal education.

2. Do you believe that a third party provider would be willing to provide a Welsh language television service for Children of a similar nature to that outlined above on a commercial basis?

No. The market is not big enough to attract sponsors and advertisers. It can therefore only be provided as a service consisting of original Welsh programmes on a public service basis, funded through public investment.

3. Can you identify any other stakeholders we should be contacting not included at Annex A?

The Talent Unions (MU, Equity, Writers' Guild) and the copyright societies (PRS and MCPS)

4. Do you have any comments / what are your views about the proposed hours of broadcast and our target audiences?

The hours suggested are appropriate at the moment, but the competition for the attention of children could change rapidly, so the situation should be kept flexible. Consideration must be given constantly to the needs of children in the different age groups, bearing in mind that other channels are targeted specifically to specific age groups (CBBC and CBeebies; Nickelodeon and Nick Jnr; Disney and Playhouse Disney). The need to attract and support Welsh language learners should also be borne in mind, ensuring that content is clearly described during the day, for example. The content must be fresh and should not be diluted through producing too many programmes.

5. What would you consider to be the most important key characteristics for television services for Children provided by S4C?

A service that is clearly signposted in the children's sections of the EPGs on Sky, Freeview and Virgin.

Services that are branded clearly, attractively and cool.

Services that are varied, relevant, aspirational and encompass children's experiences.

6. Do you have any comments on the options set out at paragraph 4 and in particular the option 1 and 2? Do you have any other comments you would like us to consider on this issue?

If the decision is to establish a children's service, then it must be clear from the very

outset that this is their space. As different age groups have to share the space, sharing with the Assembly too would weaken the brand further. It should be possible to consider other ways of broadcasting assembly proceedings already available via the website on broadband.

7. Do you have any other comments you would like us to consider in relation to this Consultation on a new Welsh language television channel for Children?

It is crucial to ensure sufficient funding before starting on the journey. Ways should be sought to increase the value of the public investment through co-funding, co-producing and exploiting the content from the very beginning.