

Serving Children in the Digital Future

Name Eleri Griffiths
Company/Organisation Children in Wales

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. We would welcome a service dedicated to children and young people in Wales. We have anecdotal evidence that a number of children from Welsh speaking homes turn to English language programmes on children and young people's services.

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?

Yes. Children in Wales believes that very careful use must be made of advertising space in children's broadcast services. We understand that a voluntary code is already in place to restrict the kinds of advertisements shown during children's programmes. Plant yng Nghymru would like to see S4C taking a definite lead in ensuring the appropriateness of all adverts shown during those times. Guidelines including the following should be developed:

not to reinforce stereotypes about the roles of boys and girls;
not to advertise unhealthy food and drinks;
not to advertise toys over a particular value that would be unaffordable for poor families.

Children in Wales would welcome the opportunity to discuss this matter further with S4C.

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

Mentrau Iaith Cymru (The Language Initiatives)

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

We agree with the analysis provided by S4C of target audiences. It seems sensible that programmes for the youngest children should be broadcast between 0600 and 1500. However, there is a danger that in homes where all the children are under 5, families will still turn to English language channels until 7pm. Bearing in mind that many people are at work and therefore not at home between 8am-5pm, the youngest children could not watch Welsh language programmes while a parent/ guardian prepares supper (which we suspect would be a popular time to put children in front of the TV).

We welcome the decision to design programmes for older children and teenagers around their opinions and desires. Through effective marketing the problem of two different age groups sharing one broadcast space should be overcome. We also presume that totally

consistent time slots will help overcome this potential problem. So that older children, for example, will know that everything on channel x at 4pm is for them.

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

Sophisticated marketing and working with children and young people's movements and institutions. We would like to recognise S4C's success with this already, and we know that they have organised tours for Planed Plant Bach, working with community groups. It may be possible to arrange more gigs for young people as a way of marketing programmes to them, and consideration could be given to sponsoring events such as those held by Radio 1.

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?

Children in Wales is not currently able to answer this question without consulting with the Policy Council of Children in Wales and with its Trustees. This was not possible before the closing date for responses to this consultation.

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?

We welcome this development, and look forward to hear the results of the consultation.