

## CYNNWYS CONTENTS

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Prif orchwyl Awdurdod S4C yn ystod 2003 oedd goruchwylia'r broses o adolygiad mewnl a gyhoeddwyd gennym ym mis Gorffennaf. Fe esurodd ein hadolygiad pa mor effeithiol yw S4C wrth weithredu pob agwedd ar ei busnes. Roeddem hefyd yn awyddus i ddefnyddio'r cyfle i adnabod y materion strategol allweddol a fydd yn hanfodol i'n galluogi ni i weithredu ein gweledigaeth o wasanaeth teledu Cymraeg wedi ei moderneiddio sy'n addas ar gyfer yr unfed ganrif ar hugain. Fe gynhyrchodd yr adolygiad hefyd dystiolaeth sylweddol a gyflwynwyd i'r adolygiad annibynnol o S4C a gyhoeddwyd gan yr Ysgrifennydd Gwladol ym mis Mawrth 2004.

Fe ategodd adolygiad yr Awdurdod ein hymroddiad i fanteisio ar y cyfle a gynigwyd gan ddiffoedd analog i ddatblygu gwasanaeth cynhwysfawr Cymraeg ar S4C digidol. Boed trwy safon ein rhaglenni neu'r gwasanaeth isdeitlau, rydym eisiau i'n rhaglenni apelio i'r gynulleidfa ehangaf bosibl yng Nghymru ac yn gynyddol, yng ngweddill y DU. Mae'n rhaid i S4C fod yn wasanaeth i bawb sy'n medru'r iaith – neu sydd â diddordeb yn y Gymraeg – beth bynnag yw lefel eu rhuglder. Mae'n rhaid i ni fod yn effro i'r newidiadau a awgrymwyd gan ganlyniadau'r Cyfrifiad diweddaraf ac mae'n rhaid i S4C ddarparu mynediad rhwydd i'r rheiny, yn hen ac yn ieuanc, sydd eisiau dysgu'r iaith. Fodd bynnag, dylid peidio â drysu ein hamcanion ni gyda'r rheiny sydd yn gyfrifol am gomisiynu allbwn Saesneg ar gyfer gwylwyr yng Nghymru.

Fe ddangosodd ein hadolygiad yn glir bod yn rhaid cryfhau gwasanaeth rhaglenni S4C mewn nifer o ffyrdd pwysig os ydym i gystadlu yn llwyddiannus yn yr amgylchedd digidol-yn-unig. Bydd angen pwyslais cryfach fyth ar ansawdd a rhaglenni sy'n cynnig uchafbwyntiau yn yr amserlen. Yn achos S4C, gall hyn fod yn ffilm, digwyddiad cerddorol neu'n ddarlleddiad chwaraeon egsgliwsif. Mae'r amrywiaeth hwn yn adlewyrchu pwysigrwydd cynnal ystod a dewis ar draws y gwasanaeth. Bydd yn rhaid i S4C hefyd ffeindio ffyrdd newydd o ymwneud â'i gwylwyr. Fe bwysleisiom bwysigrwydd datblygu ystod eangach o bartneriaethau creadigol. Rydym hefyd eisiau gweld mwy o gyfleoedd i ryngweithio a gwasanaeth amgenach i blant.

Fe ddaeth yr adolygiad i'r casgliad, hefyd, na fydd S4C yn gallu cyflawni ei huchelgais am wasanaeth Cymraeg diwygiedig ar gyfer yr unfed ganrif ar hugain oni bai ein bod ni hefyd yn gallu moderneiddio ein partneriaeth ganolog gyda'r BBC. Ein nod, felly, drwy'r broses adolygu siarter, yw i ddyfnhau a chryfhau'r berthynas hon er budd gwylwyr yng Nghymru. Mae'r BBC, ar hyd y blynnyddoedd, wedi bod wrth galon yr hyn mae S4C wedi gallu ei gyflawni. Boed mewn berthynas â newyddion a materion cyfoes neu chwaraeon, neu ddrrama, rydym eisiau adeiladu berthynas fwy pwerus fyth ar gyfer y dyfodol.

Fe gyflwynwyd ein casgliadau i gyd, ynghyd â thystiolaeth a gynhyrchwyd ar ba mor effeithiol yw S4C wrth weithredu ei busnes, i adolygiad yr Adran Ddiwylliant, Cyfryngau a Chwaraeon a gynhaliwyd gan Roger Laughton. Mae adolygiad allanol gan ffigwr mor flaenllaw o fewn y diwydiant yn cynnig y cyfle o gymeradwyaeth annibynnol o'r blaenoriaethau strategol a nodwyd gan yr Awdurdod. Rydym hefyd yn disgwyl i'r adolygiad ddylanwadu ar ein cyfraniad i adolygiad Siarter Frenhinol y BBC. Bydd hefyd yn gallu cyfrannu at y rhan honno o adolygiad darlledu cyhoeddus Ofcom sy'n ymdrin â darlledu trwy gyfrwng y Gymraeg.

Wrth i ni ddisgwyl am gyhoeddi'r adolygiad mae Adroddiad Blynnyddol 2003 yn darparu tystiolaeth bellach o'r amgylchedd ddarlledu gynyddol gystadleul y mae S4C yn rhan ohoni. Mae'n galonogol bod bron 800,000 o bobl yn troi at raglenni Cymraeg S4C bob wythnos ond mae'r Awdurdod yn parhau yn bryderus ynghylch effeithiau hir-dymor y newidiadau sy'n gysylltiedig â diffodd analog. Mae mwy na hanner o gartrefi Cymreig bellach yn gallu gwylgio teledu aml-sianelog, gan gynnwys Channel 4. Mae'r dystiolaeth a gyflwynir yn yr adroddiad hwn yn dangos dirywiad cyflymach na'r disgwyl yn y nifer o wylwyr sy'n gwylgio rhaglenni Channel 4 ar S4C. Mae goblygiadau hyn i'r Sianel wedi ffurio rhan o'r broses adolygu ac maent ymhliith prif sialensau'r dyfodol.

Yn erbyn y cefndir hwn bydd yr Awdurdod, yn ystod y misoedd nesaf, yn cyhoeddi strategaeth newydd S4C ar gyfer y gwasanaeth rhaglenni ac ar gyfer gweithrediadau mwy cyffredinol y Sianel. Bydd yr Awdurdod hefyd yn ystyried ei rôl ei hun a'r ffordd yr ydym yn goruchwylia'r gwasanaeth rhaglenni. Mae'n rhaid i ni gymryd i ystyriaeth y newidiadau sydd wedi dod yn sgil gyflwyniad Ofcom. Byddwn hefyd eisiau ystyried casgliadau adolygiad Roger Laughton. Ein prif sialens, fodd bynnag, yw sicrhau bod S4C yn gallu parhau i wneud yr un cyfraniad pellgyrhaeddol i fywyd cyhoeddus Cymreig yn yr oes ddigidol aml-gyfrwng ac y mae wedi gwneud hyd yma yn yr amgylchedd deledu analog sy'n gyfarwydd i ni gyd.

Gyda thristwch mawr rydym yn nodi marwolaeth Janice Rowlands yn ddiweddar. Roedd Janice, a oedd yn aelod o'r Awdurdod rhwng 1996 a 2001, yn gefnogwr brwd o'r iaith Gymraeg ac o fuddiannau ein gwylwyr ac roedd yn ffynhonnell ddi-flino o gyngor a chefnogaeth yn ystod ei chyfnod ar yr Awdurdod. Gyda marwolaeth yr Arglwydd Geraint o Bonterwyd fe gollodd Cymru ffigwr wleidyddol o bwys, ac fe gollodd S4C ffrind pwysig. Byddwn yn gweld eisiau'r hiwmor byrlymus a'r brwd frydedd gwybodus di-ball y cynigiodd Cefin Campbell a Nic Parry i'n gwaith, ar ôl i'w cyfnod ar yr Awdurdod ddod i ben. Rydym yn diolch iddynt am eu cyfraniad ac rydym yn falch i groesawu unigolion mor brofiadol â Dafydd Wigley a Roger Jones fel aelodau newydd Awdurdod S4C.

## CHAIR'S INTRODUCTION

The main item of business for the S4C Authority during 2003 was overseeing the process of internal review which we announced in July. Our review probed the efficiency with which S4C conducts all aspects of its business. We were also anxious to use the opportunity to draw out the key strategic issues which will be crucial in enabling us to deliver on our vision of a modernised Welsh language television service fit for the twenty-first century. The review also generated a considerable body of evidence which we were able to feed into the independent review of S4C announced by the Secretary of State in March 2004.

The Authority's review reaffirmed our commitment towards harnessing the opportunity provided by analogue switch-off to develop a comprehensive Welsh language service on S4C digidol. Whether through the quality of our programmes or because we provide subtitles we want our programmes to appeal to as wide as possible an audience in Wales and increasingly in the rest of the UK. S4C must be a service for all those who speak Welsh – or who have an interest in the language - whatever their degree of fluency. We must remain very much alive to the changes indicated in the latest Census results and S4C must continue to provide a ready means of access to those, young and old, who want to learn the language. However, our remit should not be confused with those who are charged with commissioning English language content specifically directed at viewers in Wales.

Our review made it clear that S4C's programme service will need to be strengthened in a number of important respects if we are to compete successfully in a digital-only environment. There will need to be a still greater emphasis on quality and landmark programming. In S4C's case, this might be a film, a musical event or even exclusive sporting coverage. This variety reflects the importance of maintaining range and choice across the service. S4C will also need to find new ways to engage with its viewers. We emphasised the importance of developing a wider range of creative partnerships. We also want to see greater opportunities for interactivity and an improved service for children.

The review also concluded that S4C will not achieve our ambition for a modernised Welsh language service fit for the twenty-first century unless we can also modernise our central partnership with the BBC. Our aim, through the charter review process, must be to deepen and strengthen this relationship for the benefit of viewers in Wales. The BBC has always been at the heart of that which S4C has been able to achieve. Whether in relation to news and current affairs or sport, or drama, we want to build a still more powerful partnership for the future.

All our conclusions, along with evidence generated on the efficiency with which S4C conducts its operations were fed into the Department for Culture, Media and Sport review conducted by Roger Laughton. An external review by such a prominent industry figure offers the prospect of an independent validation of the strategic priorities identified by the Authority. We expect the review to influence our contribution to the BBC's Charter review. It will also be able to feed into that aspect of Ofcom's review of public service broadcasting which considers Welsh language broadcasting.

Whilst we await the review's publication, this Annual Report provides further evidence of the increasingly competitive broadcasting environment within which S4C operates. We can be encouraged that almost 800,000 people are tuning into S4C's Welsh language programmes every week but the Authority remains concerned about the long-term effects of the changes associated with analogue switch-off. More than half of Welsh households now have access to multi-channel television including Channel 4.

The evidence presented in this report shows a faster decline than we anticipated in the number of viewers watching Channel 4 programmes on S4C. The implications of this for the Channel have formed part of the review process and are among the central issues we face moving forward.

It is against this background that the Authority will, in the coming months, publish S4C's new strategy for the programme service and for S4C's operations more generally. The Authority will also be considering its own rôle and the manner in which we oversee the programme service. We need to take account of the changes that have followed the introduction of Ofcom. We will also want to consider the conclusions of Roger Laughton's review. Our central challenge will, however, remain that of ensuring that S4C can continue to make the wide-ranging contribution to Welsh public life in the non-linear digital age that it has to date in the far more familiar television environment to which we have all become accustomed.

It is with enormous regret that we mark the death over recent weeks of Janice Rowlands, who was a member of the Authority between 1996 and 2001. Janice was a passionate supporter of the Welsh language and of the interests of our viewers, and an unstinting source of advice and support during her period on the Authority. Wales has also lost one of its senior political figures following the death of Lord Geraint of Ponterwyd, who was also an important friend of S4C. We will miss the unfailing good humour and knowledgeable enthusiasm which both Cefin Campbell and Nic Parry brought to our work, now that their period as members of the Authority has come to an end. We thank them for their contribution and are pleased to welcome such experienced individuals as Dafydd Wigley and Roger Jones as new members of the S4C Authority.



A handwritten signature in cursive script, reading "Elan Closs Stephens".

Elan Closs Stephens  
CADEIRYDD CHAIR

**ELAN CLOSS STEPHENS  
CADEIRYDD CHAIR**

Mae Elan Closs Stephens yn Athro ar Gyfathrebu a'r Diwydiannau Creadigol yn Adran Theatr, Ffilm a Theledu Prifysgol Cymru Aberystwyth. Ganwyd Elan yn Nhalsarn yn Nyffryn Nantlle. Graddiodd o Goleg Somerville, Rhydychen, lle bu'n Ysgolor Agored mewn Saesneg, a hi oedd y fersch gyntaf i lywyddu ar Gymdeithas Dafydd ap Gwilym. Fe wasanaethodd fel aelod o gyrrf darledu Cymreig cyn cael ei phenodi o dan y drefn hysbysebu agored yn Gadeirydd S4C. Bu'n aelod ac yn Is-Gadeirydd o Fwrdd yr Iaith Gymraeg. Mae'n aelod o Gyngor y Llyfrgell Genedlaethol, yn Llywodraethwr y Sefydliad Ffilm Prydeinig, ac yn un o Lywodraethwyr Prifysgol Morgannwg. Mae hefyd yn Gadeirydd Chwarae Teg. Derbyniodd CBE yn Anrhydeddau'r Frenhines yn 2001.

Elan Closs Stephens is Professor of Communications and Creative Industries in the Department of Theatre, Film and Television at the University of Wales Aberystwyth. Born in Talysarn in the Nantlle Valley, Elan was an Open Scholar in English at Somerville College, Oxford, and the first woman to Chair the Dafydd ap Gwilym Society. She served as a member of Welsh broadcasting bodies before being appointed in open competition to the Chair of S4C. A former member and Vice Chair of the Welsh Language Board, she is a member of the Council of the National Library of Wales, a Governor of the British Film Institute and a Governor of the University of Glamorgan. She is also Chair of Chwarae Teg. In 2001 she was awarded a CBE in the Queen's Birthday Honours.

**CEFIN CAMPBELL**

Cefin Campbell yw Prif Weithredwr Menteriau Iaith Myrddin. Bu'n Gyfarwyddwr Menter Cwm Gwendaeth, y fenter iaith gyntaf i'w sefydlu yng Nghymru, yn Diwtor/Drefnydd Cymraeg i Oedolion ym Mhrifysgol Cymru Abertawe ac yn Ddarlithydd iaith a Llenyddiaeth Gymraeg yn Adran Addysg i Oedolion, Prifysgol Cymru Caerdydd. Mae ganddo brofiad o ddarlledd a chyflwyno rhagleni i ddylgwyr ac ym maes adloniant ysgafn. Ganwyd ef yng Nglanaman yn Nyffryn Aman a graddiodd yn y Gymraeg ym Mhrifysgol Cymru Abertawe lle cwblhaodd Radd Feistr mewn Cymdeithaseg laith. Mae'n aelod o Bwyllgor laith ELWa, Bwrdd Dysgu drwy Gyfrwng y Gymraeg Prifysgol Cymru, yn gynaelod o Fwrdd Llywodraethol Coleg Sir Gâr ac yn un o Gyfarwyddwyr y cylchgrawn Barn. Daeth yn aelod o'r Awdurdod ym 1998 a bu'n gadeirydd Pwyllgor Apel Elusennol S4C.

Cefin Campbell is Chief Executive of Menteriau Iaith Myrddin. He was formerly Director of Menter Cwm Gwendaeth, the first community language initiative established in Wales, a Tutor/Organiser of Welsh for Adults at the University of Wales Swansea, and Lecturer in Welsh Language and Literature in the Adult Education Department at the University of Wales Cardiff. Cefin has experience of broadcasting, having presented programmes for Welsh learners and in the field of light entertainment. He was born in Glanaman in the Amman Valley and graduated in Welsh from Swansea where he completed a Masters degree in Sociolinguistics. He is a member of ELWa's Bilingual Committee, the University of Wales Board for Welsh Medium Teaching, a former member of the Governing Body of Coleg Sir Gâr/Carmarthenshire College and is one of the Directors of Barn, the Welsh language current affairs journal. He became a member of the Authority in 1998 and chaired S4C's Charity Appeal Committee.

**NIC PARRY**

Mae Nic Parry, cyfreithiwr sy'n arbenigo mewn Cyfraith Drosedd a Chyfraith Teul, yn bartner yng nghwmni Llewellyn-Jones a'i Gwmni yng ngogledd Cymru. Mae hefyd yn Gofiadur yn eistedd yn Llys y Goron ar Gylchdaith Cymru a Chaer. Mae'n ddarlleddwr adnabyddus ers dros ugain mlynedd, yn awdur, a bu'n gynhyrhydd drama hir fuddugol yn yr Eisteddfod Genedlaethol ar dri achlysur. Mae'n flaenor yng Nghapel Gellifor yn Nyffryn Clwyd, yn Llywodraethwr Ysgol Brynhyfryd Rhuthun ac yn Gadeirydd Bwrdd newydd Cwmni Theatr Llwyfan Gogledd Cymru. Graddiodd yn y Gyfraith o Brifysgol Cymru Aberystwyth. Daeth yn aelod o Awdurdod S4C ym 1998. Bu'n cadeirio'r Pwyllgor Cwynion ac yn aelod o'r Pwyllgor Archwilio a Rheoli Risg.

Nic Parry, a solicitor specialising in Criminal and Family Law, is a partner in north Wales solicitors' firm, Llewellyn-Jones and Co. He is also a Crown Court Recorder on the Wales and Chester Circuit. A well-known broadcaster of over 20 years' standing, he is an author and has produced the winning play at the National Eisteddfod of Wales on three occasions. He is a deacon of Gellifor Chapel, Dyffryn Clwyd, a School Governor of Ysgol Brynhyfryd, Rhuthun, and is Chair of the 'Theatr Llwyfan Gogledd Cymru' theatre company. A graduate in Law from the University of Wales Aberystwyth, he became a member of the S4C Authority in 1998. He chaired the Complaints Committee and was a member of the Audit and Risk Management Committee.

**EIRA DAVIES**

Mae gan Eira Davies brofiad eang ym myd darledu, addysg a busnes ac ar hyn o bryd mae'n rheoli cwmni cyhoeddi ar y we. Treuliodd dros ddeuddeng mlynedd yn gweithio gyda chwmni radio annibynnol Sain y Gororau lle bu'n gyfarwyddwr Champion FM a Radio'r Gwylau, dwy or saf radio yng Ngogledd Cymru. Wedi graddio yn y Gymraeg o Brifysgol Cymru Aberystwyth, treuliodd ei gyrra gynnari fel atrawes, tiwtor a darlithydd cyn ymuno â'r byd darlleddu. Bu'n aelod o Gomisiwn Richard oedd yn ymgynghori ar bŵerau Cynulliad Cenedlaethol Cymru ac mae'n aelod o Fwrdd Corfforaethol Coleg Llandrillo. Ymunodd ag Awdurdod S4C yn 2001.

Eira Davies has diverse experience in broadcasting, education and business and at present manages a web publishing company. She spent over twelve years working with the independent radio company Marcher Radio Group as director of Champion FM and Marcher Coast, two radio stations in north Wales. A Welsh graduate of University of Wales Abersytwyth, her early career, before turning to broadcasting, was as a teacher, tutor and lecturer. She was a member of the Richard Commission, which consulted on the powers of the National Assembly for Wales. She is also a member of the Corporation Board of Llandrillo College. She joined the S4C Authority in 2001.

**DR CHRIS LLEWELYN**

Mae Dr Chris Llewelyn yn Bennaeth Addysg, Hyfforddiant a Materion Diwylliannol gyda Chymdeithas Llywodraeth Leol Cymru. Cyn hynny bu'n Bennaeth Ymchwil a Pholisi Defnyddwyr gyda Chyngor Defnyddwyr Cymru. Mae hefyd wedi gweithio yn Nhî'r Cyffredin yn San Steffan. Cafodd ei eni a'i fagu yng Nglanaman, Dyffryn Aman, ac mae'n dal i fy nyo. Astudiodd ym Mhrifysgol Caerlŷr a Phrifysgol Cymru Abertawe, lle bu'n dysgu ac ymchwilio ym maes gwleidyddiaeth ryngwladol. Bu hefyd yn Sefydliad y Brifysgol Ewropeaidd yn Florence, yr Eidal, am gyfnod. Mae'n awdur ar nifer o gyhoeddiadau ym maes polisi cyhoeddus. Daeth yn Aelod o Awdurdod S4C yn 2001.

Dr Chris Llewelyn is Head of Education, Training and Cultural Affairs at the Welsh Local Government Association. He was previously Head of Research and Consumer Policy at the Welsh Consumer Council. He has also worked at the House of Commons, Westminster. He was born and bred in Glanaman in the Amman Valley and continues to live there. He studied at Leicester University and University of Wales Swansea, where he also taught and researched in the field of international politics. He was also at the European University Institute in Florence, Italy, for a time. He is the author of a number of publications in the field of public policy and became a member of the S4C Authority in 2001.

**DAFYDD WIGLEY**

Bu Dafydd Wigley yn Aelod Seneddol dros Gaernarfon am 27 mlynedd. Ef oedd arweinydd yr wrthblaid yn y Cynulliad Cenedlaethol cyntaf ym 1999 a bu hefyd yn Gadeirydd Pwyllgor Archwilio y Cynulliad. Mae'n gyn-Bennaeth Cylid a Gweinnyddiaeth gyda chwmni Hoover ym Merthyr Tydfil. Mae'n Ddirprwy Ganghellor Prifysgol Cymru; Cadeirydd Bwrdd Ysgol Fusnes a Datblygu Rhanbarthol, Prifysgol Cymru Bangor; ac yn Aelod o'r Cyfrin Gyngor. Daeth yn Aelod o Awdurdod S4C yn 2003 ac mae'n cadeirio'r Pwyllgor Archwilio a Rheoli Risg.

Dafydd Wigley was a Member of Parliament for Caernarfon for 27 years. He was leader of the opposition in the first National Assembly in 1999 and was also Chairman of the Assembly's Audit Committee. A former Head of Finance and Administration with the Hoover company in Merthyr Tydfil, he is a Pro-Chancellor of the University of Wales; Chairman of the Business and Regional Development School Board at University of Wales Bangor; and a Privy Counsellor. He became a Member of the S4C Authority in 2003 and chairs the Audit and Risk Management Committee.

## CARYS HOWELL

Mae Carys Howell yn ymgynghorydd cysylltiadau cyhoeddus a marchnata wedi'i lleoli yng Nghaerdydd. Mae hefyd yn aelod o fwrdd y Bwrdd Croeso, Common Purpose Caerdydd a Marchnata Celfyddydau Caerdydd. Cyn hynny gweithiodd i'r Ymddiriedolaeth Genedlaethol yng Nghymru ym meysydd marchnata a chysylltiadau cyhoeddus, yn Llandudno a Chaerdydd. Ganwyd a magwyd Carys yng ngogledd Cymru a graddiodd yn y Gyfraith o Brifysgol Cymru Aberystwyth. Yna ymunodd â'r BBC lle bu'n ymchwilydd, yn ohebydd ac yn gynhyrchydd yn y byd teledu a radio yng Nghymru, Llundain ac East Anglia. Daeth yn Aelod o'r Awdurdod yn 2003 ac mae'n aelod o Bwyllgor Apêl Elusennol S4C.

Carys Howell is a communications and marketing consultant based in Cardiff. She is also a member of the board of the Wales Tourist Board, Common Purpose Cardiff and Cardiff Arts Marketing. Previously, she worked for the National Trust in Wales in marketing and public relations, based in Llandudno and Cardiff. Carys was born and brought up in north Wales and graduated in Law from University of Wales Aberystwyth. She then joined the BBC, where she worked as a researcher, reporter and producer in television and radio in Wales and in London and East Anglia. She became a member of the Authority in 2003 and is a member of the S4C Charity Appeal Committee.

## ROGER JONES

Mae Roger Jones yn wîr busnes sydd wedi sefydlu sawl busnes uwch-dechnoleg, gan gynnwys Penn Pharmaceuticals yn Nhredegar. Wedi ei fagu ym Mro Dyfrdwy mae ei ddiddordeb cynnar ym myd cadwraeth, natur a physgota yn parhau. Ar hyn o bryd mae'n Gadeirydd Awdurdod Datblygu Cymru (WDA), a chyn hynny bu'n Llywodraethwr dros Gymru i'r BBC ac yn Gadeirydd i Blant Mewn Angen. Mae'n Llywydd ar yr YMCA yng Nghymru ac mae'n ymwneud â sawl elusen yng Nghymru sy'n ymdrin â meysydd dirywiad cymdeithasol a threftadaeth. Mae'n gyn-gyfarwyddwr sawl prifysgol yng Nghymru ac ar hyn o bryd mae'n Gadeirydd Sefydliad Coleg Crist. Daeth yn Aelod o Awdurdod S4C yn 2003.

Roger Jones is a businessman who has established several high-technology businesses including Penn Pharmaceuticals in Tredegar. Brought up in the Dee Valley, he maintains his early interest in fishing and conservation. At present he is Chairman of the Welsh Development Agency. He was formerly the BBC National Governor for Wales and Chair of Children in Need. He is President of the YMCA in Wales and is involved with many Welsh charities in the areas of health, social disadvantage and heritage. He is a former director of several universities in Wales and is currently Chairman of the Christ College Foundation. He became a member of the Authority in 2003.

## ENID H ROWLANDS

Mae gan Enid Rowlands gefndir mewn hyfforddiant, datblygiad cyfundrefnau a datblygiad economaidd. Mae'n Gadeirydd ar Ganolfan Cyngor Amgylchedd Cyf ac yn Gyfarwyddwr ar Ymgynghoriaeth Taro Cyf. Yn flaenorol bu'n Brif Weithredwr TEC Gogledd Orllewin Cymru ac yn Rheolwr Gyfarwyddwr y Bwrdd Datblygu yng Ngogledd Cymru. Gwasanaethodd fel Cadeirydd Awdurdod Iechyd Gogledd Cymru a Chyngor Cenedlaethol Addysg a Hyfforddiant Cymru. Bu hefyd yn aelod o Gyngor Darlledu Cymru a Bwrdd Ymgynghorol Cymru BT. Ymunodd ag Awdurdod S4C ym 1999 ac mae'n cadeirio'r Pwyllgor Personel a Chydnewyddiaeth.

Enid Rowlands has a background in training and organisational and economic development. She is Chair of the Environmental Advice Centre Ltd and Director of Taro Consultancy Ltd. She was formerly Chief Executive of the North West Wales TEC and Managing Director of the Welsh Development Agency in North Wales. She has served as Chair of the North Wales Health Authority and the National Council for Education and Training for Wales. She has also been a member of the BBC's Broadcasting Council for Wales and BT's Advisory Committee for Wales. She joined the S4C Authority in 1999 and chairs the Personnel and Remuneration Committee.

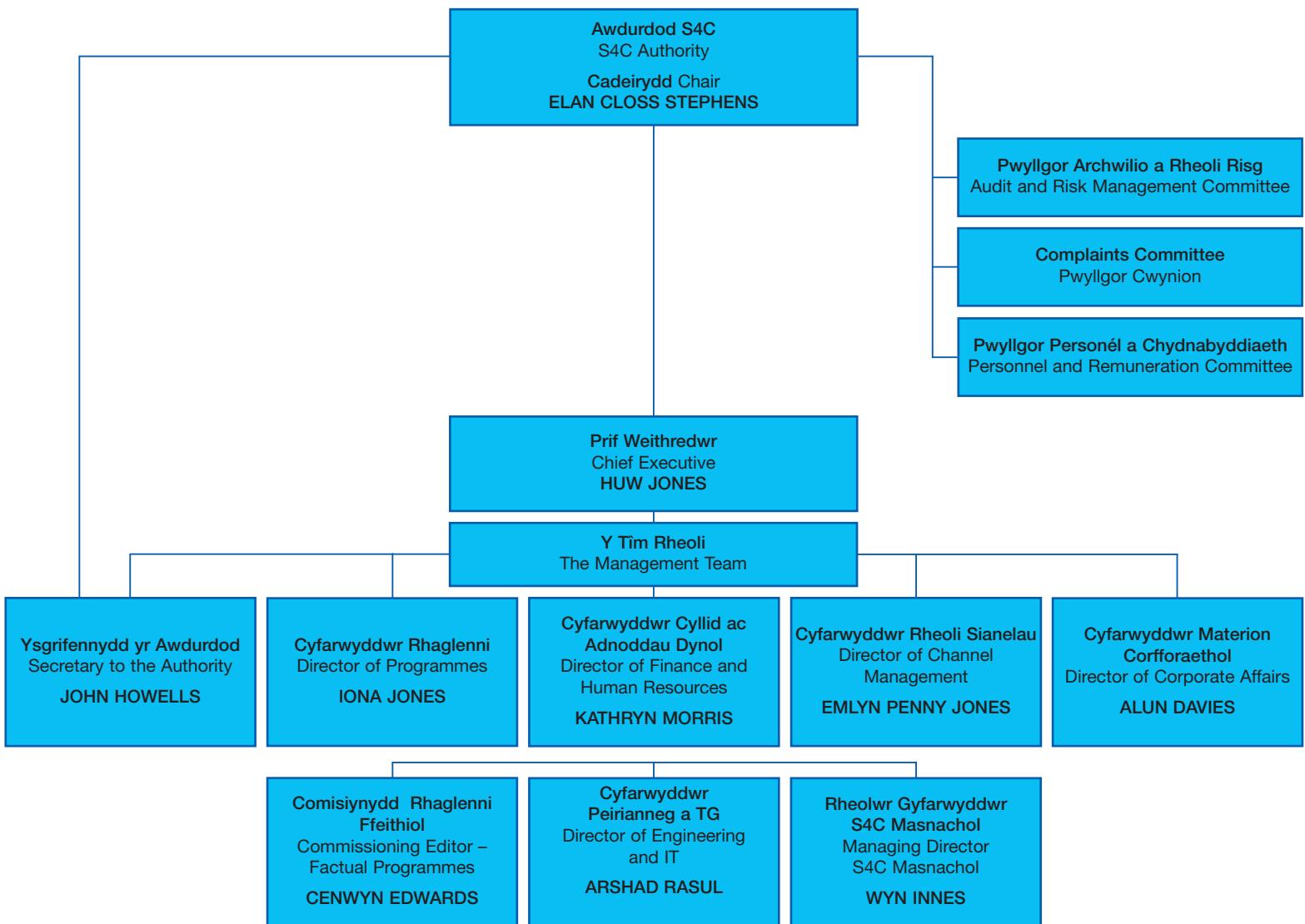


O'R CHWITH I'R DDE FROM LEFT TO RIGHT:

CARYS HOWELL, DR CHRIS LLEWELYN, ROGER JONES, ELAN CLOSS STEPHENS,  
DAFYDD WIGLEY, NIC PARRY, ENID H ROWLANDS, CEFIN CAMPBELL, EIRA DAVIES.



## STRWYTHUR TREFNIADOL S4C S4C'S ORGANISATIONAL STRUCTURE



## Y DYFODOL DIGIDOL

Ym mis Medi 2003, cyhoeddodd yr Ysgrifennydd Gwladol, Tessa Jowell, benderfyniad y Llywodraeth y byddai teledu analog yn cael ei ddiiffodd. Er nad oes dyddiad wedi ei bennu eto, mae'r sicrwydd yma yn rhoi cyfeiriad pendant i gynlluniau S4C, fel pob darlledwr arall. Nid ychwanegiad diddorol ond ymylol bellach yw S4C digidol, ond ein dyfodol. Ni ellir mwyach edrych arno fel arbrawf. Mae eisoes ar gael gan 70% o wylwyr yng Nghymru. Wedi'r diffodd, y gwasanaeth neu wasanaethau digidol fydd S4C.

Un o amcanion y misoedd diwethaf felly, ac un sydd ag iddo flaenoriaeth uchel yn ystod y cyfnod nesaf, yw diffinio beth yn union fydd natur yr arwy digidol hwnnw. Mae'r darlun o'r amgylchfyd digidol yn dod yn gliriach – cannoedd o sianelau gwahanol, ond gyda gwylwyr yn dethol rhyw wyth neu naw at eu defnydd personol rheolaidd, gyda'r prif sianelau daearol yn dal yn bwysig, yn enwedig yn yr oriau brig. Mae rhyngeithio – y defnydd o'r botwm coch – yn dechrau dod yn beth arferol ar rai sianelau, yn enwedig i wylwyr iau. Er gwaethaf pob cystadleuaeth – o du gemau fideo, y we, y DVD ac ati – mae teledu yn yr oes ddigidol yn dal yn brif lwyfan adloniant ym Mhrydain. Pedair awr y dydd, ar gyfartaledd, yw'r amser a dreuliwn yn ei wyllo.

Gyda dyfodiad yr amrywiaeth newydd, mae gwylwyr yn fwy dewisol. Cânt fwy o siawns i ddilyn eu diddordebau personol. Mae ymchwil yr ITC yn dangos mai'r duedd yw i ddilynwyr operâu sebon wyllo mwy o operâu sebon, a gwylwyr chwaraeon i wyllo mwy o chwaraeon, gan dorri nôl ar amrywiaeth eu gwyllo – gyda llai, o ganlyniad, yn gwyllo rhaglenni am y celfyddydau, crefydd neu newyddion.

## YMATEB GWYLWYR

I ryw raddau, mae hyn yn effeithio'n uniongyrchol ar S4C. Er bod cyfanswm y bobl sy'n troi at raglenni Cymraeg y Sianel ryw ben bob wythnos yn dal yn eithaf cyson – oddeutu 700,000 yr wythnos yng Nghymru a rhyw 100,000 ar ben hynny y tu allan – mae S4C yn ennill llai o gyfanswm y gwyllo. Mae'r gyfran o holl wyllo yng Nghymru yn awr yn 4.3%, o'i gymharu â 5.2% y llynedd. O blith y Cymry Cymraeg rhyw 40% sy'n gwyllo rhaglenni Cymraeg y Sianel yn wythnosol. Diddorol nodi fod ffigurau a gyhoeddir wrth fesur gwrando radio yn awgrymu mai canran nid anhebyg sy'n troi at ein chwaer wasanaeth, BBC Radio Cymru. Er nad yw'n dilyn mai'r un bobl yw'r rhain, mae yna awgrym diddorol yma o bwysigrwydd dyddiol yr iaith – a gwasanaethau trwy gyfrwng y Gymraeg – i gnewylllyn sy'n cynrychioli ychydig yn llai na hanner y rhai sy'n medru siarad yr iaith. Wrth gwrs, mae yna gynnydd wedi bod yn nifer y rhai sy'n ei siarad, yn bennaf yn sgîl llwyddiant polisiau addysg dwyieithog, ond mae'r ffigurau yma a gwaith ymchwil pellach yn cadarnhau hefyd fod cryn waith eto i'w wneud cyn y gallir dweud fod trwch y 'Cymry newydd' hyn, ac hefyd y Cymry Cymraeg sy'n byw mewn cartrefi iaith gymysg, yn troi at wasanaethau Cymraeg yn rheolaidd. Ar y llaw arall, mae'r defnydd cyson o S4C gan nifer sylweddol o wylwyr di-Gymraeg yn dystiolaeth i allu rhai rhaglenni Cymraeg – cerddoriaeth a chwaraeon, ond hefyd dramâu, dogfennau a rhaglenni nodwedd trwy gyfrwng isdeitlau – i ddenu gwylwyr o gylchoedd ehangach. Mae'r gwerthfawrogiad cryf iawn a geir gan wylwyr Cymraeg eu hiaith o'r tu allan i Gymru hefyd yn fynegiant pwysig o werth.

## BLAENORIAETHAU

Mae'r ffactorau hyn oll yn arwain at y cwestiynau miniog rydym yn eu gofyn i ni'n hunain wrth wynebu'r oes ddigidol-yn-unig sydd, efallai, ond rhyw bum mlynedd i ffwrdd. Cwestiynau ynglŷn â blaenoriaethau, ac ynglŷn â disgwyliadau gwylwyr – beth mae angen rhoi mwy o bwyslais arno a lle fydd yna dorri nôl, os na fydd cyllid ychwanegol ar gael?



DAL: YMA/NAWR

Un o'r casgliadau clir yw fod yn rhaid i gynnwys y gwasanaeth digidol fod crystal bob tamaid â chynnwys y gwasanaeth analog. Wedi'r cyfan, os ydych chi'n gwyllo S4C ar set deleu digidol, neu trwy loeren, S4C digidol ydych chi'n ei weld, ac mae pob elfen o'r gwasanaeth hwnnw yn cyfleo neges. Rydym wedi cychwyn ar y gwaith o roi'r un sglein ar y gwasanaeth digidol drwyddo draw ag sydd ar y gwasanaeth analog ar ei orau. Dim bylchau rhwng rhaglenni, dim gormod o ail-ddangos yr un pytiau hyrwyddo ac, yn fwy na dim, ceisio sicrhau nad oes canfyddiad o safon eilradd i raglenni sydd ar ddigidol yn unig. Roedd hi'n iawn i arbrofi ar ddigidol yn y blynnyddoedd cynnar, i weld beth y gallid ei wneud am arian bach, ac i roi cyfle i dalent newydd. Bellach, rhaid bod yn glir pa wersi sy' wedi eu dysgu a beth yw goblygiadau hynny i'r dyfodol. Rhaid ar yr un pryd sicrhau fod safon y gwasanaeth yn yr oriau brig yn cael ei gynnwl a'i godi'n uwch eto, i gyfarfod â'r her gystadleuol gynyddol. Gyda hyn mewn golwg, mae nifer yr oriau o raglenni newydd a gomisiynwyd ar gyfer y gwasanaeth digidol wedi gostwng – o 841 i 724 y flwyddyn. Fe fydd gostyngiad pellach yn 2004 a'r tebygrwydd, gyda'r rhagolygon ariannol presennol, yw y gwelwn ostyngiad pellach eto yn 2005 a thu hwnt. Ar yr un pryd gwelwyd y gwariant ar raglenni newydd yn codi o £34,710 i £35,702 yr awr, gyda'r gwariant ar ddrama yn codi o £161,387 yr awr i £181,347 ac ar adloniant o £49,086 i £63,991, ond gyda llai o oriau ym mhob un o'r ddau faes.

## THE DIGITAL FUTURE

In September 2003, the Secretary of State, Tessa Jowell, announced the Government's decision that analogue television would be switched off. Although no date has yet been named, this certainty provides a definite direction for S4C's planning, as for all other broadcasters. S4C digidol is no longer an interesting but marginal add-on. It is our future. It cannot continue to be looked at as an experiment. It is already available to 70% of viewers in Wales. After switch-off, the digital service or services will be S4C.

One of our objectives in recent months therefore, and one which will have a high priority during the coming period, is to define what exactly will be the nature of that digital provision. The nature of the digital environment is becoming clearer – hundreds of different channels, but with viewers selecting some eight or nine for their regular personal use, with terrestrial channels remaining important, particularly in peak hours. Interactivity – use of the red button – is starting to become an everyday feature of some channels, particularly for young viewers. In spite of all competition – from video games, the internet, DVDs etc. – television in the digital age remains the main platform for entertainment in the UK. On average, we spend four hours a day watching it.

With the arrival of greater choice, viewers become more selective. They have more opportunities to follow their personal interests. ITC research has shown that the tendency is for soap opera viewers to watch more soap operas and for sports viewers to watch more sport, cutting back on the diversity of their viewing – with fewer people, as a result, watching programmes about the arts, religion or news.

## VIEWERS' RESPONSE

To some extent, this affects S4C directly. Although the total number of people turning to the Channel's Welsh-language programmes at some point every week has remained fairly constant – around 700,000 a week in Wales and some 100,000 on top of that outside the country – S4C gets a

reduced proportion of the total amount of television viewed. S4C's share of all viewing in Wales is now 4.3%, compared with 5.2% last year. Amongst Welsh speakers, some 40% view Welsh-language programmes on the Channel every week. It is interesting to note that audience measurement figures for radio suggest that a not dissimilar proportion turn to our sister service, BBC Radio Cymru. Although it does not follow that these are the same individuals, there is an interesting indicator here of the daily importance of the language – and of services through the medium of Welsh – to a core audience who represent slightly less than half those who have an ability to speak the language. Of course, there has been an increase in the number of those speaking Welsh, primarily because of the success of bilingual education policies, but these figures and further research confirm that a good deal of work is needed again before it can be said that most of these 'new Welsh speakers', and also the Welsh speakers who live in mixed-language homes, use Welsh-language services regularly. On the other hand, the regular use of S4C by substantial numbers of non-Welsh speaking viewers is testimony to the ability of some programmes in the Welsh language – music and sport, but also drama, documentaries and factual programmes, through the medium of subtitles – to attract viewers from wider circles. The very strong appreciation received from Welsh speakers living outside Wales is also an important indicator of value.

## PRIORITIES

These factors have all contributed to the sharp questions we are setting ourselves as we face the digital-only age which may be only five years or so away. Questions about priorities and about viewers' expectations – where is there a need for greater emphasis and where will there be a cutting back, if no additional funding is available?

One of the clear conclusions is that the digital service must be every bit as good as the analogue service in terms of its content. After all, if you watch S4C on a digital television set, or via satellite, it is S4C digidol that you see, and every element of that service conveys a message. We have started on the work of ensuring that the digital service in all its aspects has the same polish as the analogue service at its best. No gaps between programmes, no excessive repetition of trails and, more than anything, trying to ensure that there is no perception of substandard quality for the programmes which appear on digital only. It was right to experiment on digital in the early years, to see what could be achieved with little money, and to give an opportunity to new talent. Now, we must be clear what lessons have been learnt and what are their implications for the future. At the same time we must ensure that the quality in peak hours is sustained and raised even higher, in order to meet the ever-increasing competitive challenge. Already, with this in mind, the number of hours of new programmes commissioned for the digital service has reduced – from 841 to 724 per annum. There will be a further reduction in 2004 and the likelihood, based on current financial projections, is that we will see a further reduction in 2005 and beyond. At the same time there has been an increase in the expenditure on new programmes from £34,710 to £35,702 per hour, with spending on drama increasing from £161,387 to £181,347 per hour and on entertainment from £49,086 to £63,991, but with fewer hours in each of these two genres.



## ANIMEIDDIO

Un o'r meysydd lle y bu eisoes ad-drefnu sylfaenol, sy'n nodweddu'r canolbwntio clir yma, yw maes lle y mae S4C wedi ennill lle disglaireiddi hun dros gyfnod o ugain mlynedd, sef animeiddio. O SuperTed i Sam Tân, o Shakespeare i Gŵr y Gwyrthiau, o Chaucer ac Operavox i Chwedlau'r Byd wedi eu Hanimeiddio, mae S4C wedi ennill bri, gwobrau ac enw da i Gymru a'i hanimeiddwyr ar bum cyfandir. Mae'r diolch am hyn i athrylith y cyn-Gyfarwyddwr Animeiddio, Chris Grace. Ond roedd yn bolisi costus. Mae cost hanner awr o animeiddio yn ddrud iawn o'i gymharu â'r rhelyw o raglenni S4C. Penderfynwyd felly na ellid parhau i ddarparu cyllideb benodol ar gyfer animeiddio na chynnal adran benodol i'w ddarparu. Ond ni fydd S4C yn troi ei chefn ar animeiddio. Lle mae rhaglenni animeiddiedig yn medru cyfrannu'n uniongyrchol at brif amcanion y gwasanaeth rhaglenni, byddwn yn parhau i fod yn fuddsoddwr blaenllaw. Y prif faes lle rydym yn rhagweld gweithredu parhaus yw animeiddio ar gyfer plant bach – gan fod gennym angen rhaglenni sy'n wreiddiol i ni yn ogystal â rhai wedi'u dybio o ieithoedd eraill – ac y mae arian wedi ei glustnodi ar gyfer hyn.



POBOL Y CWM

## Y TÎM RHAGLENNI A'R CYNHYRCHWYR

Mae yna hefyd dim newydd sbon yn yr Adran Raglenni. Mae ein diolch i Huw Eirug, ein cyn-Gyfarwyddwr Rhaglenni, yn fawr a'n dynuniadau da yn ddiidwyd wrth iddo ddychwelyd i'r sector annibynnol. Daeth Iona Jones i lenwi'r swydd ym mis Medi ac mae ei golwg hi yn glir ar y sialensau newydd ry'n ni'n eu disgrifio uchod. Mae camau breision wedi eu cymryd i gryfhau ein perthynas gyda'n cynhyrchwyr annibynnol, yn dilyn ymgynghoriad allanol a gomisiynais oedd yn dangos fod lle i wella. Mewn dogfen o'r enw 'Ymwneud â'n Cynhyrchwyr', a gyhoeddwyd gennym yng nghyfarfod blynyddol TAC ym mis Awst, rydym wedi ymrwymo i egwyddorion a chanllawiau manwl yn ein dulliau gweithredu mewn perthynas â'r sector yma, sy'n hollbwysig os ydym am sicrhau disgleirdeb creadigol ar y sgrîn yn y blynyddoedd i ddod. Rydym wedi sefydlu grŵp 'Monitro'r Berthynas' ar y cyd â TAC, a fydd yn rhoi cyfle i gadw llygad cyson ar y berthynas rhwng y Sianel a'i chyflenwyr – perthynas sy'n gorfol sicrhau ar y naill law, degwch ac amodau cynhyrchiol i waith y cwmnïau, ac, ar y llaw arall, werth am arian a sicrwydd o wario cyhoeddus priodol, ar ran y darlleddwr.

Mae Iona bellach wedi adolygu holl strwythur ei hadran, wedi ail-ddiffinio cyfrifoldebau a dulliau gweithredu, ac erbyn hyn hefyd, wedi penodi tîm sydd, er yn cynnwys nifer o unigolion oedd eisoes yn aelodau o'r adran, i bob pwrrpas yn dim newydd sbon. Mae yna hyder amlwg yn yr adran, yn S4C drwyddi draw ac, rwy'n teimlo, ymhlieth ein cynhyrchwyr, fod y dyfodol ar gyfer ein gwaith creadigol yn gynhyrfus ac yn llawn addewid.

## PERTHYNAS NEWYDD

Wrth sôn am ein perthynas â'r sector annibynnol rhaid wrth gwrs nodi'r newid sylfaenol sydd wedi digwydd yn sgîl penderfyniad polisi'r Llywodraeth i gryfhau braich y sector yn ei thrafodaethau gyda darlledwyr, er mwyn ceisio creu cwmnïau annibynnol sydd â'r gallu i dyfu ac ennill cyfran uwch o farchnadoedd mwy eang. Rhaid i ddarlleddwyr yn awr gynnig prynu hawliau darlleddu penodol (ar ffur trwydded pum mlynedd) yn hytrach na mynnu'r holl hawliau mewn cynhyrchiad, gan ganiatáu i'r cwmnïau annibynnol chwilio am fanteision economaidd pellach oddi wrth y cynhyrchiad neu'r syniad, mewn meysydd eraill. Mae S4C a TAC yn cydweithio ar fanylion Côd Ymarfer S4C, sydd i'w gymeradwyo gan Ofcom, ac ar y Telerau Masnach sy'n gweithredu egwyddorion y Côd hwn, a braf yw medru adrodd fod y gwaith hwn, sydd hefyd yn golygu cryn newid yn y berthynas rhwng cwmnïau unigol a gwahanol adrannau o fewn S4C, yn mynd yn ei flaen mewn awyrgylch adeiladol. Wrth i Awdurdod Datblygu Cymru gynnal arolwg cydamserol o'i ddulliau gweithredu mewn perthynas â datblygu'r diwydiannau creadigol yng Nghymru, gobeithiwn y bydd pwysigrwydd economaidd, yn ogystal â chreadigol a diwylliannol, y gwaith y mae cynhyrchwyr annibynnol yn ei wneud yn sgîl comisiynau S4C, yn cael ei gydnabod.

## BBC

Perthynas bwysig arall i S4C yw ei pherthynas gyda'r BBC. Mae'r berthynas yn seiliedig ar ymrwymiad y BBC pan sefydlwyd S4C i ddarparu 10 awr o raglenni Cymraeg yr wythnos – ymrwymiad a gafodd ei gadarnhau yn statudol. Mae rhaglenni'r BBC, nawr fel yn y gorffennol, yn chwarae rhan ganolog yng ngwasanaeth S4C. Dros y blynnyddoedd diwethaf, mae swyddogion BBC Cymru ac S4C wedi gweithio'n galed i geisio sicrhau bod gofynion gwasanaeth S4C yn cyd-redeg â strategaeth rhaglenni ac amcanion y BBC. Yn ogystal, mae yna gytundebau sy'n sicrhau fod S4C yn gallu ychwanegu at wariant y BBC i ymestyn hyd cyfresi megis Pobol y Cwm a'r Clwb Rygbi. Yn 2003, talodd S4C £4.4m i BBC Cymru am estyniadau o Pobol y Cwm a'r Clwb Rygbi. Mae S4C a'r BBC hefyd yn rhannu cost flynyddol y cytundeb am hawliau rygbi yng Nghymru. Dyma bartneriaeth ar waith rhwng dau ddarlleddwr cyhoeddus i gynnig gwasanaeth mor gyfoethog ac ystyrlon â phosib i wylwyr yn y meysydd yma. Gydag adolygiad Siarter y BBC, daw cyfle i adolygu'r berthynas o'r newydd, a gobaith S4C yw y gellir cymryd y cyfle hwn i ail-edrych ar faint a natur cyfraniad y BBC i'r gwasanaeth teledu Cymraeg. Roedd deg awr yr wythnos yn briodol yn 1982, ond tybed ai dyna'r mesur priodol pan fo cymaint arall wedi newid yn y cyfamser, yn enwedig y cynnydd a fu mewn gwasanaethau Saesneg o bob math? Gyda'n gilydd, gobeithio y gallwn gyd-weithio i gyflawni disgwyliadau gwylwyr teledu Cymraeg yn well fyfth.

## ADNODDAU ARIANNOL

Yr incwm rydym yn bennaf ddibynnol arno i gyflawni ein gwaith yw'r cyllid blynyddol a dderbyniwn gan y DCMS. Eleni cynyddodd hwn o £81.468m i £83.634m, yn unol â chwyddiant mis Tachwedd 2002, sef 2.6%.

## ANIMATION

One of the areas where there has already been a fundamental reorganisation, and which characterises this clear focus, is a field in which S4C has won a distinguished place for itself over a 20-year period, namely animation. From *SuperTed* to *Fireman Sam*, from Shakespeare to *The Miracle Maker*, from Chaucer and *Operavox* to *The Animated Tales of the World*, S4C has won renown, awards and a high reputation for Wales and its animators on five continents. The thanks for this is due to the genius of the former Director of Animation, Chris Grace. But it has been an expensive policy. Half an hour of animation costs a great deal, compared with most of S4C's programmes. It was decided therefore that it was not possible to continue providing a dedicated budget for animation nor to sustain a specific department for its provision. But S4C will not be turning its back on animation. Where animated programmes can contribute directly to the primary objectives of the programme service, we will continue to be a prominent investor. The main field where we foresee continuing activity in animation is in programmes for young children – since we need programmes which are original to us as well as those dubbed from other languages – and funding has been earmarked for this.

## THE PROGRAMME TEAM AND PRODUCERS

There is also a brand new team in the Programme Department. We are sincerely grateful to Huw Eirug, our outgoing Director of Programmes, and we wish him well as he returns to the independent sector. Iona Jones took up the post in September and she has a clear view of the new challenges described above. Great strides have been taken to strengthen our relationship with the independent producers, following an external consultation which I commissioned which showed there was room for improvement. In a document entitled 'Our Relationship with our Producers', which was presented at TAC's annual general meeting in August, we have committed ourselves to detailed principles and guidelines in respect of our ways of working with this sector. These are all important if we are to ensure creative excellence on screen in the years to come. We have established a joint 'Relationship Monitoring Group' with TAC. This will enable us to keep a constant eye on the relationship between the Channel and its suppliers – a relationship which must ensure, on the one hand, fair play and productive conditions for the companies' work, and, on the other, value for money and assurance of appropriate use of public funds, on the part of the broadcaster.

Iona has now reviewed the whole structure of her department, has redefined responsibilities and methods of operation and by now, also, has appointed her team which, although it includes a number of individuals who are already members of the department, to all intents and purposes is brand new. There is an obvious confidence in the department, throughout S4C and, I believe, amongst our producers, that the future for our creative work is an exciting one, full of promise.

## A NEW RELATIONSHIP

In referring to our relationship with the independent sector, we must of course note the fundamental change which has happened as a result of the Government's policy decision to strengthen the arm of the sector in its discussions with broadcasters, in order to try and create independent companies with the potential to win a greater share of wider markets. Broadcasters must now offer to purchase specific broadcasting rights (in the form of five-year licences) rather than insisting on acquiring all rights in a production, thus allowing independent producers to exploit the production or the idea in other markets. S4C and TAC are working together on the details of S4C's Code of Practice, which is to be approved by Ofcom, and on the Terms of Trade which implement the principles of this Code. It is good to be able to report that this work, which calls for a considerable change in

the relationship between individual companies and different departments within S4C, is proceeding in a constructive atmosphere. As the Welsh Development Agency conducts a contemporaneous review of its activities in relation to developing the creative industries in Wales, we hope that the economic, as well as the creative and cultural importance of the work which independent producers do in consequence of S4C commissions, is recognised.

RYGBI RUGBY



## BBC

Another important relationship for S4C is that with the BBC. This relationship is based on the commitment made by the BBC when S4C was established, to provide 10 hours of Welsh-language programmes per week – a commitment then confirmed by statute. The BBC programmes, now as in the past, play a central role in the S4C service. In recent years, BBC Wales and S4C staff have worked hard to try and ensure that S4C's programme service needs run parallel with the BBC's programme strategy and objectives. Furthermore, there are agreements in place which ensure that S4C is able to supplement BBC spending so that series such as *Pobol y Cwm* and *Y Clwb Rygbi* can be extended. In 2003, S4C paid BBC Wales £4.4m for extensions of *Pobol y Cwm* and *Y Clwb Rygbi*. S4C and the BBC also share the annual cost of the contract for WRU rugby rights. Here we have an operational partnership between two public service broadcasters which seeks to offer as rich and meaningful a service as possible to viewers in these genres. With the review of the BBC's Charter comes an opportunity to review the relationship afresh, and S4C's hope is that this opportunity will be grasped in order to look again at the size and nature of the BBC's contribution to the Welsh-language television service. Ten hours a week was appropriate in 1982, but is that the most appropriate measure when so much has changed in the meantime, particularly the increase which has taken place in English-language services of all kinds? Together, I hope we can co-operate to fulfil the expectations of Welsh-speaking viewers even more effectively.

## FINANCIAL RESOURCES

The income on which we depend primarily in order to fulfil our function is, of course, the annual funding we receive from the DCMS. This year, this increased from £81.468m to £83.634m, in line with the increase in RPI for November 2002, namely 2.6%.

Each year, we supplement our public funding with income which is derived from commercial activities. This year £4.608m was transferred, compared with a target of £3.782m. This was primarily the result of a substantial improvement in the outlook for our investment in SDN, the company which operates a digital terrestrial multiplex across the UK. In the course of 2003, SDN succeeded in transforming its prospects by effective implementation of an internal reorganisation and by signing commercial contracts to provide carriage on its capacity for commercial channels of different kinds. As a result, since February 2004, the company has been in profit and, since April, it has been repaying shareholders' loans, including those of S4C. The final funding requirements for 2003 were reduced, enabling S4C Masnachol to transfer more money to the public fund than had been planned. Nevertheless, the income generated through selling advertising on S4C has reduced, as the increasing effects of the arrival of digital television have taken hold, including the ability this gives viewers in Wales to see Channel 4 programmes on that channel, rather than on S4C. In the years to come, the likelihood is that income from advertising will continue to reduce,



At ein cyllid cyhoeddus, ychwanegwn bob blwyddyn arian a ddaw yn sgil gweithgareddau masnachol. Eleni trosglwyddwyd £4.608m o'i gymharu â tharged o £3.782m. Mae hyn o ganlyniad, yn bennaf, i welliant sylfaenol yn y rhagolygon ar gyfer ein buddsoddiad yn SDN, y cwmni sy'n dal plethiad digidol daearol ar draws y Deyrnas Gyfunol. Wrth i 2003 fynd yn ei blaen, llwyddodd SDN i sicrhau trawsnewid llwyr wrth ad-drefnu'n effeithiol ac wrth arwyddo cytundebau masnachol i osod y gofod y mae'n ei reoli i sianelau masnachol o wahanol fathau. O ganlyniad, ers mis Chwefror 2004 mae'r cwmni'n gwneud elw ac, ers mis Ebrill, mae'n ad-dalu'r benthyciadau a wnaed gan y cyfranddalwyr, gan gynnwys S4C. Lleihawyd y gofynion buddsoddi terfynol yn 2003, a galluogodd hyn S4C Masnachol i drosglwyddo mwy o arian nag a ragdybiwyd i'r Gronfa Gyhoeddus. Er hynny, lleihau wnaeth yr incwm ddaeth o werthu hysbysebion ar S4C, wrth i ni weld effaith gynyddol dyfodiad teledu digidol, gan gynnwys y gallu y mae hyn yn ei roi i wylwyr yng Nghymru i weld rhagleni Channel 4 ar y sianel honno, yn hytrach nag ar S4C. Yn y blynnyddoedd sy'n dod, y tebygrwydd yw y bydd incwm o hysbysebion yn parhau i ostwng, gyda'r ffrwd ariannol newydd o SDN i raddau yn llenwi'r bwlc - ond nid yn llawn.

## GWEINYDDIAETH

Pan fo incwm yn gostwng, rhaid rheoli gwariant yn dyn. Yr amcan wrth gwrs yw ceisio sicrhau fod cymaint â phosibl o'r adnoddau ariannol sydd ar gael yn mynd i'r gwasanaeth ei hun, a thuag at gomisiynu rhagleni yn arbennig. Gyda hynny, da yw medru adrodd fod ein costau gweinyddol yn ddim ond 4.6% o gyfanswm gwariant y gwasanaeth cyhoeddus, sy'n cymharu â ffigyrâu o 15% ar gyfer y BBC yn ei gyfanrwydd a 6.1% ar gyfer Channel 4.

## UCHELGAIS CREADIGOL

Mae'r Adroddiad Rhagleni yn rhoi gorolwg dros y cynnrych a gyflwynwyd yn ystod y flwyddyn. Yn naturiol, prif swyddogaeth sianel deledu yw darparu gwasanaeth sydd ar gael bob dydd o'r flwyddyn, yn cynnig adloniant, gwybodaeth ac addysg, i raddau amrywiol, o ddydd i ddydd. Ond weithiau daw ambell i uchafbwynt sy'n gwneud mwy na chynnig ffordd ddifyr o ddiddanu yn y cartref – mae'n ddigwyddiad, mae'n brofiad, mae'n ganlyniad uchelgais aruchel a phenderfyniad di-droi-nôl. Cafwyd o leiaf ddua o'r rhain – oddi ar y sgrîn – yn 2003, sef dwy ffilm 'fawr'. Rwy'n eu crybwyl yma oherwydd ein crêd fod cyflwyno uchafbwyntiau cofiadwy, fydd â bywyd y tu hwnt i'r sgrîn fach, yn rhan o'n dyletswydd fel corff cenedlaethol ac fel darlleddwr cyhoeddus. Yn gyntaf, **Y Mabinogi**. Dyma benllanw uchelgais y polisi animeiddio dros gyfnod hir, sef yr awydd i gyflwyno ein pencampwaith llenyddol canoloesol ni'r Cymry i'r byd trwy'r cyfrwng cyfoes a rhyngwladol hwn. Yn ail, ar raddfa ariannol lai, ond yn gyfuwch o ran uchelgais – **Dal: Yma/Nawr** - gweledigaeth y cyfarwyddwr talentog, Marc Evans, o gywaith fyddai'n cyfleo cyfoeth a grym barddoniaeth Gymraeg o'r seithfed ganrif hyd heddiw. Mae'n brofiad sinematig bythgoediadwy, fe fydd ar ein sgrîn ni yn 2005 (ac wedi hynny sawl gwaith mae'n siŵr), a diolch i bartneriaeth hapus gydag ACCAC, mae wedi ei gyflwyno ar DVD i bob disgybl yng Nghymru sy'n astudio'r Gymraeg ar gyfer TGAU a lefel A, i'w hysbrydoli.

Eleni mae camau breision wedi eu cymryd i sicrhau bod y tân creadigol sy'n arwain at eni gweithiau fel hyn yn dal i losgi'n gryf yn y blynnyddoedd tyngedfennol sydd i ddod gan ysgogi brwd frydedd ymhliith cynhyrchwyr a gwylwyr, ym mhob maes.

Diolch i holl staff S4C, i'n cynhyrchwyr a'n cyfranwyr oll, ac i'n partneriaid yn y BBC a chyrrf cyhoeddus, gwirfoddol a masnachol eraill. Mae'r gwaith o greu gwasanaeth y dyfodol eisoedd ar y gweill, a'i lwyddiant yn dibynnu arnoch chi oll.

with the new funding stream from SDN partially filling the gap – but not entirely.

## ADMINISTRATION

When income reduces, costs must be held firmly under control. The intention of course is to try and ensure that as great a proportion as possible of the financial resources available is spent on the service itself, and on commissioning programmes in particular. It is therefore good to be able to report that our administrative costs were only 4.6% of the total expenditure of the public service, which compares with figures of 15% for the BBC overall and 6.1% for Channel 4.

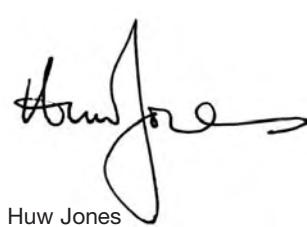
## CREATIVE AMBITION

The programme report provides an overview of the productions broadcast during the course of the year. Naturally, the main function of the television channel is to provide a service which is available every day of the year, offering entertainment, information and education, to differing degrees, from day to day. Sometimes, however, an occasional high-point is achieved which does more than offer an entertaining way of providing pleasure in the home – it is an event, it is an experience, it is the result of high ambition and unwavering determination. At least two of these – off screen – were seen in 2003, namely two major Welsh films. I mention them here because of our belief that offering memorable landmark programming, which will have a life beyond the small screen, is part of our responsibility as a national organisation and as a public broadcaster. Firstly, **Y Mabinogi/Otherworld**. This was the high-water mark of the long-term ambition of our animation policy, namely the wish to present our own Welsh medieval literary epic to the world through this modern international medium. Secondly, on a smaller financial scale, but aiming equally high in its ambition – **Dal: Yma/Nawr**, the concept of the talented director, Marc Evans, of a visual anthology which would convey the richness and power of Welsh-language poetry from the seventh century to this day. It is a wholly memorable cinematic experience; it will be on our screens in 2005 (and many times after that I'm sure), and thanks to a happy partnership with ACCAC (the Welsh Curriculum Authority), it has been made available on DVD for the inspiration of every student in Wales studying Welsh for GCSE and A-Level.

Great strides have been taken this year to ensure that the creative fire which gives birth to work such as this continues to burn brightly in the critical years ahead, inspiring enthusiasm in producers and viewers, in every field.

My thanks go to all of S4C's staff, to all our producers and contributors, and to our partners in the BBC and other public, voluntary and commercial bodies. The work of creating the service of the future is already in hand, and its success depends on all of you.



  
Huw Jones  
PRIF WEITHREDWR  
CHIEF EXECUTIVE

# WAWFFACTOR



## GWASANAETH RHAGLENNI

Mae Awdurdod S4C wedi cymeradwyo'r amcanion canlynol ar gyfer ei wasanaeth rhaglenni:

Amcan craidd S4C yw cyflwyno gwasanaeth teledu Cymraeg cynhwysfawr ac o safon uchel sy'n adlewyrchu a chyfoethogi bywyd Cymru. Ymdrechwn bob dydd i ddarparu ystod eang o raglenni sydd yn berthnasol ac yn ddeniadol i bobl o bob oed a chylch diddordeb o bob cwr o Gymru. Er mwyn gwireddu'r nod hwn mae Cynllun Corfforaethol S4C yn nodi'r amcanion isod:

- Sicrhau fod yna uchafbwyntiau niferus sy'n cynnig profiadau diwylliannol, cofiadwy ac arbennig.
- Sicrhau gwasanaeth o safon uchel o'r digwyddiadau a'r datblygiadau diwylliannol, gwleidyddol a chwaraeon pwysicaf yng Nghymru a thu hwnt.
- Cyflwyno ystod o raglenni gwreiddiol i blant.
- Sicrhau ystod o gyd-gynrychiadau mewn meysydd lle mae gennym arbenigedd rhwngwladol cydnabyddedig h.y. animeiddio, rhaglenni plant a raglenni dogfen.
- Comisiynu mewn ffordd sy'n hyrwyddo rhagoriaeth greadigol.
- Harneisio'r gofod sydd ar gael ar S4C digidol i wella'r gwasanaeth ar gyfer siaradwyr Cymraeg yn unol â phatrymau defnydd cyfoes.
- Gweithio mewn partneriaeth gyda'r BBC i ddarparu'r gwasanaeth gorau posibl i wylwyr Cymraeg.
- Casglu gwybodaeth reolaidd am batrymau gwyliau a meithrin perthynas agored, agos, ffrwythlon ac atebol gyda'n gwylwyr fel ein bod yn deall eu hanghenion a'u dynuniadau, a'n bod yn rhoi ystyriaeth iddynt wrth ddarparu gwasanaethau.
- Hyrwyddo ein rhaglenni a'n gwasanaethau yn frwd frydig a chyda dychymyg fel bod gwylwyr a defnyddwyr yn cael y budd mwyaf ohonynt.
- Gwneud ein rhaglenni yn hygrych a deniadol i ddysgwyr Cymraeg ac i bobl nad ydynt yn siarad Cymraeg.
- Darlleu ar ein gwasanaeth analog gyfran mor uchel â phosib o raglenni mwyaf poblogaidd Channel 4, gan adlewyrchu amrywiaeth y ddarpariaeth a geir ar y sianel honno.

Mae'r adroddiad sy'n dilyn yn disgrifio'r arlw y o raglenni sydd wedi eu darlleu yn ystod y flwyddyn er mwyn cyflawni'r amcanion hyn.

## FFEITHIAU, GWYBODAETH A MATERION CYFOES

Sylfaen yr adran hon yw'r gwasanaeth newyddion cynhwysfawr o Gymru a'r byd a ddarlledir bob dydd o'r wythnos, a gynhyrchir gan BBC Cymru. Cafwyd rhaglen materion cyfoes - **Taro Naw** (BBC) ac **Y Byd ar Bedwar** (HTV) - bron ym mhob wythnos o'r flwyddyn a hynny yn yr oriau brig. Uchafbwynt y flwyddyn oedd adroddiad Tweli Griffiths o Iraq ar ymwelliad llysgennad arbennig y Prif Weinidog, Ann Clwyd AS, â'r wlad. Ar y Suliau dadansoddiwyd materion gwleidyddol o'r Cynulliad, San Steffan ac Ewrop yn **Manifesto** (BBC). Yn ogystal, cafodd y cyhoedd gyfle i holi gwleidyddion a phobl amlwg am bynciau llosg y dydd yn **Pawb a'i Farn** (BBC).

Ar ddigidol cafwyd trafodaethau ar faterion cyfoes yn **Du a Gwyn** (HTV) tra bod **Hacio** (HTV) yn cymryd golwg ar faterion y dydd o safbwyt pobl ifanc. Yn ystod dyddiau cynnar y rhyfel yn Iraq darllewdwyd bwletinau newyddion ychwanegol ar S4C digidol.

Blwyddyn tipyn tawelach fu hi i griw **Ffermio** (Telesgôp) ar ôl argyfwng Clwy'r Traed a'r Genau.

## PROGRAMME SERVICE

The S4C Authority has approved the following objectives for its programme service:

S4C's core aim is to provide a comprehensive, high-quality Welsh language television service that reflects and enriches the life of Wales. We undertake each day to provide a wide range of programmes which, taken as a whole, are relevant and attractive to all ages and interests in every part of Wales. In order to achieve this aim S4C's Corporate Plan notes the following objectives.

- Ensure that there are numerous high points which provide memorable and exceptional cultural experiences.
- Provide high-quality coverage of the most important cultural, sporting and political events in Wales and beyond.
- Present a range of original programmes for children.
- Secure a range of co-productions in programme areas where we possess internationally acknowledged expertise i.e. animation, children's programmes and documentaries.
- Commission programmes in a manner which maximises opportunities for creating excellence.
- Harness the greater capacity on S4C digidol to enhance the service made available to Welsh speakers in line with contemporary patterns of usage.
- Work in partnership with the BBC to provide the best possible service for Welsh speaking viewers.
- Collect regular information on viewing patterns and foster an open, close, fruitful and accountable relationship with viewers so that we understand their needs and wishes, and take account of them in the provision of services.
- Promote our programmes and services energetically and imaginatively in order that viewers and users get the maximum benefit from them.
- Make our programmes attractive and accessible to Welsh learners and to those who do not speak Welsh.
- Broadcast on our analogue service as high a proportion as possible of Channel 4's most popular programmes, while reflecting the variety available on that channel.

The report that follows describes the programmes broadcast during the year in order to achieve these aims.

## FACTUAL, INFORMATION AND CURRENT AFFAIRS

Central to this section is the comprehensive news service from Wales and the world broadcast each day of the week and produced by BBC Cymru Wales. A current affairs programme – **Taro Naw** (BBC) and **Y Byd ar Bedwar** (HTV) – was broadcast in virtually every week of the year and in peak viewing hours. Among the highlights of the year was Tweli Griffiths' report from Iraq on the Prime Minister's special envoy, Ann Clwyd MP's visit to the country. On Sundays, political developments and issues in the Assembly, Westminster and Europe were analysed on **Manifesto** (BBC). On top of this, the public were able to question politicians and other prominent people on the burning issues of the day on **Pawb a'i Farn** (BBC).

On the digital service, current affairs were discussed on **Du a Gwyn** (HTV), while **Hacio** (HTV) looked at contemporary issues from a youth perspective. During the early stages of the Iraq War S4C digidol carried additional news bulletins.

The **Ffermio** (Telesgôp) team had a quieter year following the Foot and Mouth Disease crisis.

## ETHOLIAD

Cafwyd rhaglenni arbennig gan uned Pawb a'i Farn (BBC) ac Y Byd ar Bedwar (HTV) yn arwain at etholiadau'r Cynulliad. Bu adroddiadau cyson ar y rhaglenni Newyddion (BBC) ac ar noson y canlyniadau cadeiriwyd y rhaglen arbennig mor ddeheuig ag erioed gan Dewi Llwyd.

## HANES

Bu rhaglenni hanes yr un mor boblogaidd eleni. Uchafbwynt y ddarpariaeth oedd y gyfres ar hanes Cymdeithas yr Iaith Gymraeg I'r Gad (Ffilmiau'r Bont) a gyflwynwyd yn awdurdodol gan yr Athro Merfyn Jones. Yr Athro Jones, hefyd, a gyflwynodd raglen arbennig, **Everest - Y Cyswllt Cymreig** (Ffilmiau'r Bont), i nodi hanner canmlwyddiant dringo mynydd ucha'r byd, ac ail gyfres **Llafur Gwlad** (Ffilmiau'r Bont), a ddangosodd unwaith eto amrywiaeth a phwysigrwydd diwydiant ardaloedd gwledig Cymru. Y rhaglen olaf i gael ei darlleu ar S4C a gynhyrchwyd gan gwmni Teliesyn, cyn iddyn nhw beidio â bod, oedd **Ffoi Hitler**, rhaglen am grŵi o blant Iddewig a gafodd loches yn Llanwrtyd adeg yr Ail Ryfel Byd.

Am y tro cyntaf ers y digwyddiad ddeugain mlynedd yn ôl, adroddwyd hanes **Terfysgwr Tryweryn** (Cambrensis) o safbwynt y terfysgwr a'r heddlu. Siaradodd y ddwy ochr yn onest am y naili a'r llall ac am y digwyddiadau a arweiniodd at garcharu rhai o'r terfysgwr.

Hanes o fath gwahanol oedd yn cael ei gofio yn **Taith i Uffern: Stori Edgar Christian** (Cwmni Da), stori am fachgen o Glynnog Fawr yn Arfon a fu farw wrth geisio tramwyo anialdir oer gogledd Canada. Yn **David Thompson: Dilynwyr y Sêr** (Antena Doc), cafwyd hanes y Cymro David Thompson, y cyntaf i fabio gwlad enfawr Canada. Roedd y ddwy raglen hon yn gyd-gynyrchiau gydag Alliance Atlantis yng Nghanada a History UK ym Mhrydain.

Cyd-gynyrchiad arall oedd yn adlewyrchu hen hanes oedd **Yn Ôl i'r Dyfodol** (Wild Dream Films). Dyma gyfres gyda safonau cynhyrchu uchel a gyflwynwyd gan Dafydd Du oedd yn dangos fod gwreiddiau rhai dyfeisiadau modern yn yr hen fyd. Cyd-gynyrchwyd y gyfres hon gydag A & E Networks (Arts & Entertainment) UDA a France Cinq.

## DOGFEN

Unwaith eto fe lwyddwyd i gael hyd i nifer eang o bynciau amrywiol i'w cyflwyno mewn rhaglenni dogfen. O bosib mai uchafbwynt y flwyddyn oedd **Brad yn y Bae** (P.O.P.1) lle ail grëwyd y diwrnod tyngedfennol yn hanes y Cynulliad pan ymddiswyddodd Alun Michael o'i swydd fel Prif Weinidog cyntaf y corff newydd. Yn ddiau 'roedd cyfraniad cyfarwyddwr ffilm fel Ed Thomas ac awdur profiadol fel Siôn Eirian yn allweddol i lwyddiant y ddogfen.

Dogfen arall a ddenodd dipyn o sylw oedd **Y Ffynhonnau** (Green Bay) a seiliwyd ar gerdd arobryn Rhydwen Williams. Defnyddiwyd y gerdd fel alegori am y newidiadau sydd wedi digwydd ym myd diwydiannol a diwylliannol Cwm Rhondda. Tipyn gwahanol oedd **Y Daith i Ganol y Ddaeear** (Solo) oedd yn gyd-gynyrchiad gyda Discovery Networks UDA. Yn y rhaglen hon archwiliwyd yr hyn sy'n digwydd yng nghrombil y ddaear a'n diffyg dealltwriaeth ni o beth sy'n digwydd o dan ein traed o'i gymharu â'r datblygiadau yn y gofod. Dogfennau mwyaf dirdynnol y flwyddyn oedd **Pete, y Ci a'r Gadair Olwyn** (Cwmni Da) a **Helen** (Sianco), y naill yn adrodd hanes Peter Read, a dorrodd ei gefn mewn damwain, a'i ymdrechion i fyw bywyd i'r eithaf, a'r llall yn portreadu newyddiadurwraig sy'n byw gyda Pharlys yr Ymennydd.

Yn **Dwy Ysgol, Dau Fyd** (Elidir) gwrthgyferbynwyd bywyd plant yn Llannefydd wledig gyda'r rheiny sy'n byw ym maestrefi Caerdydd. Dogfen gelyfddydol fwyaf trawiadol y llynedd oedd **Trwy Lygaid Thomas Jones** (Cwmni Da) sef dehongliad Dylan Huws o waith yr artist chwyldroadol o Aberhonddu. Cynigiodd **O Flaen Dy Lygaid** (BBC) gasgliad amrywiol ac uchelgeisiol o straeon gafaelgar ynglŷn â bywyd bob dydd gyda graen. Rhaglen am gawr llenyddol, sef Goronwy Owen, oedd **O Fôn i Virginia** (Teleg).

## CYFRESI NODWEDD

Mae'r rhaglenni yma yn asgwrn cefn i amserlen y sianel. Bu newid sylfaenol yn nhrefn y rhaglenni ar ddechrau'r noson y llynedd ac o ganlyniad crëwyd rhaglen newydd **Wedi 7** (Tinopolis) i lenwi'r bwlc a adawyd ar ôl symud **Pobol y Cwm** (BBC). Mae'r rhaglen hon dipyn cryfach na'i rhagflaenydd Wedi 6, yn bennaf oherwydd ei bod yn llenwi



## ELECTION

During the lead-up to the Assembly elections special programmes were produced by the Pawb a'i Farn (BBC) and Y Byd ar Bedwar (HTV) units. Regular reports featured on Newyddion (BBC) and on election night, Dewi Llwyd chaired a special results programme with his usual expertise.

## HISTORY

History programmes proved popular again this year. At the forefront of S4C's output was I'r Gad (Ffilmiau'r Bont), a series on the history of Cymdeithas yr Iaith Gymraeg (The Welsh Language Society), presented with authority by Prof. Merfyn Jones. Prof. Jones also presented Everest – Y Cyswllt Cymreig (Ffilmiau'r Bont), a special programme commemorating the fiftieth anniversary of man's ascent of the world's highest mountain, and the second series of Llafur Gwlad (Ffilmiau'r Bont), which yet again highlighted the diversity and importance of industry in rural Wales. The last programme to be produced by Teliesyn, before it was wound up, was Ffoi Hitler, which chronicled the history of a group of Jewish children who found refuge in Llanwrtyd Wells during the Second World War.

For the first time since the events of forty years ago, the story of the attempt to sabotage the flooding of Tryweryn in Terfysgwr Tryweryn (Cambrensis) was told from the perspective of both the saboteurs and the police. Both sides spoke honestly of each other and recalled the events which led to some being imprisoned as terrorists.

From a different age and on a different continent, Taith i Uffern: Stori Edgar Christian/Edgar Christian (Cwmni Da) recalled a very different aspect of history. It told the story of Edgar Christian, a native of Clynnog Fawr in Arfon, who died as he travelled over the vast and icy territories of northern Canada. David Thompson, another Welshman with a claim to a place in Canadian history, was the subject of David Thompson: Dilynwr y Sêr/David Thompson (Antena Doc). He was the first to ever map this enormous country. Both these programmes were co-produced with Alliance Atlantis in Canada and History UK in Britain.

Another co-production which reflected on by-gone days was Yn Ôl i'r Dyfodol/Ancient Discoveries (Wild Dream Films). This series, which boasted high production values and was introduced by Dafydd Du, showed how the origins of some modern devices can be traced to the ancient world. This series was co-produced with A & E Networks (Arts & Entertainment) US and France Cinq.



Y FFYNHONNAU

## DOCUMENTARY

Once again, a wide range of topics were covered by documentary programme-makers. The highlight of the year, possibly, was Brad yn y Bae (P.O.P.1) which recreated the fateful day in the history of the National Assembly for Wales when Alun Michael resigned as First Minister. The contributions of film director Ed Thomas and experienced screenwriter Siôn Eirian were undoubtedly vital to the documentary's success.

Another documentary to attract considerable attention was Y Ffynhonnau (Green Bay), based on Rhydwen Williams' prize-winning poem. The poem was used as an allegory for the industrial and cultural changes which have taken place in the Rhondda Valley. Y Daith i Ganol y Ddaear/Journey to the Centre of the Earth (Solo) took us somewhere else entirely. This co-production with Discovery Networks US examined what happens at the earth's core and challenged people's lack of understanding of what goes on beneath our own feet in comparison with our exploration of space. Two of the year's most poignant documentaries were Pete, y Ci a'r Gadair Olwyn (Cwmni Da) and Helen (Sianco), the former, a profile of Peter Read, who broke his back in an accident and who has fought back to live life to the full, and the latter, a portrayal of a young journalist with Cerebral Palsy.

Dwy Ysgol, Dau Fyd (Elidir) contrasted the lives of children brought up in rural Denbighshire with those living in suburban Cardiff. The year's most striking arts documentary was Trwy Lygaid Thomas Jones (Cwmni Da), Dylan Huws' interpretation of the work of the ground-breaking artist from Brecon. O Flaen Dy Lygaid (BBC) offered a varied and ambitious collection of human-interest stories treated with style and polish. Literary giant Goronwy Owen was the subject of O Fôn i Virginia (Teleg).

## FEATURES

These series are the backbone of the channel's schedule. Fundamental changes were made to early evening programmes last year, resulting in the creation of a new programme, Wedi 7 (Tinopolis), to fill the gap left by moving Pobol y Cwm (BBC). This programme is considerably stronger than its predecessor, Wedi 6, mostly due to the fact that it occupies a full half hour slot. Under the stewardship of Angharad Mair, the series went from strength to strength last year. S4C digidol's Pnawn Da (Tinopolis) proved that there is a strong appeal to this type of Welsh language magazine programme during the daytime. Cefn Gwlad (HTV) remains as popular as ever and last summer's series from the Berwyn mountains was particularly appealing.



slot hanner awr gyfan. Dan lywyddiaeth Angharad Mair fe aeth y gyfres o nerth i nerth yn ystod y flwyddyn. Profodd **Pnawn Da** (Tinopolis) ar S4C digidol bod apêl y math yma o raglen gylchgrawn Gymraeg yn ystod y dydd yn gryf. Mae **Cefn Gwlad** (HTV) mor boblogaidd ag erioed, ac roedd y gyfres haf o ardal y Berwyn yn arbennig o afaelgar.

Yn ystod 2003 cafwyd cyflwynydd newydd i'r **Sioe Gelf** (Cwmni Da). Mae aeddfedrwydd cynyddol Luned Emr a'r tîm cynhyrchu wedi sicrhau cyfres llawn egni sy'n cynnig golwg awdurdodol ar fyd y celfyddydau yng Nghymru a thu hwnt. Ar S4C digidol rhoddodd **Croma** (Cwmni Da) Iwyfan i drafodaethau eang ar wahanol agweddau ar fyd y celfyddydau. Er mai problemau cefn gwlad oedd cefndir y gyfres **Ni, Tipis a Nhw** (Boomerang) roedd triniaeth Brychan Llŷr o'r tensiynau sy'na rhwng tad a mab wrth geisio datrys problemau amaethu yn yr 21ain ganrif fel chwa o awyr iach.

Golwg tipyn mwy traddodiadol ar yr un broblem ond gyda llawer o hiwmor oedd **Yr Ocsiwniar** (Solo) oedd yn canolbwytio y tro yma ar weithgaredd cwmni Morgan Evans ar Ynys Môn. Cafwyd cip digon ysgafn ar broblemau Cymru wledig yn **Crïw'r Cyngor** (BBC). Dwy gyfres fu'n teithio Cymru oedd **Igamogi** (Nant) a **Penwythnos Pws** (Nant) gyda'r ail efallai'n fwy cyfoes ei nawr na'r cyntaf. Rhaglen unigol ddifyr oedd **Be Wnaeth Brynle Nesa?** (Chwarel) sef portread o Brynle Williams, y protestiwr tanwydd sydd bellach yn aelod o'r Cynulliad.

Mae Portreadau o unigolion yn dal i fod yn boblogaidd ac yn ystod y llynedd cafwyd tipyn o amrywiaeth. Cafwyd rhagleni am Syr Goronwy Daniel (Bont), Syr T H Parry-Williams (Elidir), Norah Isaac (Bont), yr addysgwr blaenllaw Dr J A Davies yn Atgofion Jim (Apollo Pedol), a'r cemegydd Syr John Meurig Thomas (Apollo Pedol). Bu nifer o Gymry adnabyddus hefyd yn gyd-deithwyr i lolo Williams ar **Crwydro** (Telesgôp) a chafwyd cipolwg ar fywyd bob dydd gwersyll yr Urdd Glan-llyn yn y gyfres **Glan Llyn** (Cardinal). Er bod elfennau difyr yn y gyfres, y farn gyffredinol oedd na lwyddwyd i ddal hwyl go-iawn y gwersyll yn y rhagleni. Ar y llaw arall roedd **Cwmni Drwg** (Teleg) yn taro'r nod wrth olrhain hanes dihirod o bob rhan o'r wlad.

### CYFRESI NODWEDD YSGAFN

Lwyddodd y gyfres adloniant ffeithiol **Twrio** (Apollo Pedol) i blesio'r gynulleidfa darged ar nos Sadwrn er bod yna bryderon ynglŷn â diwyg ac arddull y rhaglen – hyn yn aml oherwydd cyfyngadera'u lleoliadau amrywiol. Mi ddenodd **Yma Mae 'Nghân** (Tonfedd Eryri) ffigurau da wrth ddilyn Dafydd Iwan ar ei ymweliad â Mormoniaid Dinas Y Llyn Halen - gan gadarnhau poblogrwydd Dafydd Iwan ymystg carfan sylweddol o'r gynulleidfa.

Mi darodd y sioe archif **Unwaith Eto** (HTV) dant gydag ambell raglen ond yr ymdeimlad ar draws ystod y gyfres oedd un o sioe ddarniog braidd. Mae hyn i raddau yn naturiol i raglen sy'n cyflwyno pytiau o gynnrych archifol ond wedi'r gyfres hon a'i

rhagflaenydd – **Hoelen Yn Yr Archif** – teimlwyd fod angen rhoi gorffwys i lyfrgell HTV am y tro.

Dangosodd y ddwy gyfres, **Dudley** (Opus) a **04 Wal** (Fflic) eu bod yn mynd o nerth i nerth. Dangosodd **Dudley** sglein a gwerhoedd cynhyrchu uchel yn y gyfres a'r ddwy raglen arbennig o Umbria a Jamaica ac fe barhaodd **04 Wal** i'n rhyfeddu wrth arddangos dewis trawiadol o gartrefi Cymreig yn ogystal ag ambell sbec dramor. Gwelwyd perfformiad cadarn gan y ddwy gyfres. Cafwyd sawl uchafbwynt gwerth eu cofnodi yn **Y Clwb Garddio** (Cenad), yn eu plith ymweliad Gerallt Pennant a Maldwyn Thomas â gardd Helen Dillon yn Nulyn, a chystadleuaeth Gardd y Flwyddyn. Bu tîm **Pacio** (HTV) yn gweithio'n galed i sicrhau amrywiaeth eang o leoliadau a gwyliau gwahanol yn ystod y gyfres eleni.

### DIGWYDDIADAU

Roedd darllediadau S4C o brif wyliau Cymru yn rhan ganolog o arwy'r Sianel, gyda'r darllediadau estynedig ar ddigidol yn cynnig gwasanaeth byw unigryw i'n gwylwyr. Dyna'r drefn gydag **Eisteddfod yr Urdd** (Teledu Opus), **Eisteddfod Gerddorol Gydwladol Llangollen** (Teledu Opus), yr **Eisteddfod Genedlaethol** (BBC), yr **Wyl Gerdd Dant** (Tonfedd Eryri) a **Sesiwn Fawr Dolgellau**

**DUDLEY**

(Avanti). Felly hefyd gyda'r **Sioe Fawr** (Telesgôp i'r BBC) a'r **Ffair Aeaf** (Telesgôp).

Defnyddiwyd y gwasanaeth digidol yn effeithiol hefyd wrth ddarlledu **Côr Cymru 2003** (Teledu Opus), cystadleuaeth newydd a grëwyd gan S4C ac a gynhalwyd yng Nghanolfan y Celfyddydau, Aberystwyth yn Chwefror a Mawrth. Cafodd gwylwyr y gwasanaeth digidol wyliau pob eiliad o'r cystadlu yn y rowndiau cynderfynol, tra bod gwylwyr analog wedi gweld uchafbwyntiau cynhwysfawr o'r rowndiau hynny, yn ogystal â'r rownd derfynol ei hun yn fyw yn ei chyfarwydd. Llongyfarchiadau calonnog i Ysgol Gerdd Ceredigion a'u harweinydd Islwyn Evans am ennill y teitl **Côr Cymru 2003** a £7,000 yn wobr. Yn dilyn llwyddiant y gystadleuaeth gyntaf hon mae'r trefniadau ar gyfer **Côr Cymru 2005** eisoes ar y gweill.

Digwyddiad cofiadwy arall a lwyfanwyd gan S4C oedd **Cyngerdd Cofio Joseph Parry** (Avanti), cyngerdd awyr agored o Barc Cyfarthfa, Merthyr Tudful yn talu teyrnged i'r cyfansoddwr a fu farw union gan mlynedd ynghynt. Braf oedd rhoi llwyfan i'r unawdwyr Rebecca Evans, Timothy Richards a Jason Howard ac i gorau meibion lleol Dowlais a Phendyrus a Cherddorfa Siambra Genedlaethol Cymru, dan arweiniad Alwyn Humphreys.



**CEFН GWLAD**



2003 saw a new presenter join **Y Sioe Gelf** (Cwmni Da) and Luned Emrys and the team's ever-developing maturity has ensured a vibrant series which provides an authoritative look at the arts scene in Wales and beyond. **Croma** (Cwmni Da) on S4C digidol provided opportunities for wide-ranging discussions on various aspects of the arts' world. Although rural problems provided the backdrop to **Ni, Tipis a Nhw** (Boomerang), Brychan Llŷr's treatment of the tensions which exist between father and son in trying to solve the problems of farming in the 21st century proved to be a breath of fresh air. **Yr Ocsïnwïar** (Solo) offered a much more traditional and more humorous view of the same problems by concentrating this time on the work of the Morgan Evans firm of auctioneers on Anglesey. Another light-hearted look at the problems of rural Wales was to be had in **Criw'r Cyngor** (BBC). **Igamogi** (Nant) and **Penwythnos Pws** (Nant) both took us on travels through Wales, with the later possibly in a more contemporary vein than the former. **Be Wnaeth Brynle Nesa?** (Chwarel) was an interesting one-off programme, profiling fuel protester Brynle Williams, who is now an AM.

**Portreadau** also profiles individuals and continues to be popular. Last year, another interesting variety of people were featured: Syr Goronwy Daniel (Bont), Syr T H Parry-Williams (Elidir), Norah Isaac (Bont), leading educationalist Dr J A Davies in Atgofion Jim (Apollo Pedol) and chemist Syr John Meurig Thomas (Apollo Pedol). Several well-known personalities also joined Iolo Williams for **Crwydro** (Apollo Pedol) while **Glan Llyn** (Cardinal) looked at life in the Urdd youth camp near Bala. Although there were interesting elements to this series, the consensus is that it failed to convey the real buzz of Glan-llyn. On the other hand, **Cwmni Drwg** (Teleg) succeeded in capturing the essence of criminals throughout Wales.

## LIGHT FEATURES

The factual entertainment series **Twrio** (Apollo Pedol) continued to please its target audience on a Saturday evening, despite some concerns regarding its look and style – this often dictated by the limited resources available at the live venues. **Yma Mae 'Nghân** (Tonfodd Eryri) attracted good viewing figures as it followed Dafydd Iwan on a visit to the Mormons of Salt Lake City – thus confirming Dafydd Iwan's popularity with a substantial section of the audience. Some editions of the TV archive series **Unwaith Eto** (HTV) hit the right note, but all in all the shows seemed disjointed. To a certain degree this is inevitable with a series based on archive material but after this series and its predecessor, **Hoelen yn yr Archif**, it was felt that HTV's library should be given a break for a while.

Both **Dudley** (Opus) and **04 Wal** (Fflic) went from strength to strength. **Dudley** exuded panache and high production values in its 2003 series and the two specials from Umbria and Jamaica, while **04 Wal** continued to surprise us with a startling variety of Welsh homes, be they located in Wales or, occasionally, abroad. Both series performed strongly. **Y Clwb Garddio** (Cenad) provided several horticultural highlights worthy of note, among them, Gerallt Pennant and Maldwyn Thomas' visit to Helen Dillon's Dublin garden and the annual Garden of the Year competition. The **Pacio** (HTV) team worked hard to secure a plethora of varied places and holidays with a difference for this year's series.



## EVENTS

S4C's coverage of Wales' main festivals was central to the Channel's output, with the extended digital broadcasts offering viewers a unique live service. This was the norm for **Eisteddfod yr Urdd** (Teledu Opus), Llangollen's International Music Eisteddfod in **Eisteddfod Gerddorol Gydwladol Llangollen** (Teledu Opus), the **Eisteddfod Genedlaethol** coverage (BBC), the **Gŵyl Gerdd Dant** festival (Tonfodd Eryri) and folk music event **Sesiwn Fawr Dolgellau** (Avanti). The same service was on offer from the Royal Welsh Show in the **Y Sioe Fawr** (Telesgôp for the BBC) and the Winter Fair in **Ffair Aleaf** (Telesgôp).

The digital service was also used effectively with the broadcast of S4C's new choral competition **Côr Cymru 2003** (Teledu Opus), held at Aberystwyth Arts Centre during February and March. Digital viewers were able to follow the competition throughout its preliminary rounds, while the analogue service provided comprehensive highlights of these rounds plus the final round live in its entirety. Our warmest congratulations go to Ysgol Gerdd Ceredigion (the Ceredigion School of Music) and its conductor Islwyn Evans on winning the **Côr Cymru 2003** title and the prize of £7,000. Following the success of this competition, plans for **Côr Cymru 2005** are already well underway.

**Cyngerdd Cofio Joseph Parry** (Avanti) was another memorable event staged by S4C. This open air concert from Cyfarthfa Park in Merthyr Tydfil commemorated the centenary of the composer's death and it was gratifying to see soloists Rebecca Evans, Timothy Richards and Jason Howard take to the stage alongside local male voice choirs from Dowlais and Pendyrus and the Welsh National Chamber Orchestra, conducted by Alwyn Humphreys.

S4C was at the Faenol Festival again this year where an operatic feast was provided by Bryn Terfel, Jose Carreras and the young singer, Hayley Westenra in **Gala Operatig Gŵyl y Faenol** (Avanti). As well as a programme of **Tân y Ddraig IV** (Avanti) highlights, Mynediad am Ddim's performance was showcased in a one-off special at Christmas (Avanti). Similar programmes showcasing the performances of Bryn Fôn and Celt are yet to be scheduled.



## SHÂN COTHI

Roedd S4C yng Ngwyl y Faenol eto eleni, a chafwyd gwledd o gerddoriaeth operatig gan Bryn Terfel, José Carreras a'r gantores ifanc Hayley Westenra yn **Gala Operatig Gwyl y Faenol** (Avanti). Yn ogystal â rhaglen uchafbwyntiau **Tân y Ddraig IV** (Avanti) darlledwyd rhaglen arbennig o berfformiad Mynediad am Ddim o'r wyl dros gyfnod y Nadolig (Avanti). Mae rhaglenni tebyg gan Bryn Fôn a Celt i'w darlledu eto.

Darlledwyd cyngherddau o bafiliwn yr Eisteddfod Genedlaethol gydag **Offeren yn C a Stabat Mater** (BBC) o Eisteddfod Tyddewi a Shân Cothi a Meibion Meifod o Eisteddfod Maldwyn a'r Cyfiniau (BBC). Er crystal y gall perfformiadau o Iwyfan yr Eisteddfod fod, nid yw natur a diwyg y llwyfan mawr yn cyd-orwedd yn gyfforddus ag anghenion professynol y cyngerdd teledol cyfoes, yn enwedig o'u darlledu rai misoedd ar ôl y digwyddiad.

Darlledwyd **Ysgoloriaeth Bryn Terfel Urdd Gobaith Cymru** (Teledu Opus) yn fyw am y tro cyntaf, gan aros gyda'r gystadleuaeth i'r diwedd un pan gyhoeddwyd fod Aled Pedrick yn fuddugol. Ac fel rhan o arlwy'r Nadolig darlledwyd **Carolau o Langollen** (Teledu Opus), cyngerdd carolau blynnyddol y Daily Post, sydd yn un o raglenni mwyaf poblogaidd yr wyl. Rhaglen llawn Jonesiaid oedd hi eleni, gyda'r cantoresau Nerys Jones a Heather Jones a'r offerynnwr taro Dewi Ellis Jones ymhlih y perfformwyr ynghyd ag enillwyr cystadleuaeth **Côr Cymru 2003**, Ysgol Gerdd Ceredigion.

## CHWARAEON

Deil Chwaraeon i chwarae rhan allweddol yn amserlen S4C. Uchafbwynt 2003 oedd darpariaeth S4C o bencampwriaeth **Cwpan Rygbi'r Byd** (SMS) yn Awstralia. Yn gynwysedig yn y ddarpariaeth roedd darllediadau byw o bob gêm oedd yn cynnwys tîm o'r un grŵp â Chymru, gêmau allweddol eraill, fel y gêm agoriadol a phob gêm o'r rownd go-gyn-derfynol ymlaen, hyd at, a chan gynnwys, y ffeinal cyffrous pan gipiodd Lloegr y Cwpan o afael Awstralia yn yr amser ychwanegol. Cafwyd hefyd rhaglenni o uchafbwyntiau a thrafodaeth yn gynnar fin nos trwy gydol y Bencampwriaeth.

Ym maes chwaraeon byw ar S4C, **Y Clwb Rygbi** (BBC) sy'n dal ar flaen y gad, gan lenwi cyfran helaeth o amserlen min nos cynnar y Sianel ar nosau Sadwrn. Roedd gêmau'r Gynghrair Geltaidd, yr Uwch Gynghrair a Chwpan y Parker Pen i'w gweld yn 2003, ond ym mis Tachwedd, fe sicrhaoedd Sky Sports yr hawliau i'r gêmau Ewropeaidd. O ganlyniad, rhoddodd S4C fwy o sylw i Uwch Gynghrair Cymru. Mae rygbi byw yn parhau i ddenu cynulleidfaedd sylweddol i S4C, gan gynnwys llawer nad ydynt yn wylwyr rheolaidd ac sy'n dod o gartrefi di-Gymraeg.

O ganlyniad i drafodaethau cytundebol, dangoswyd y gêm gyfeillgar rhwng Cymru a Lloegr cyn Cwpan y Byd o Stadiwm y Mileniwm yn fyw ar S4C a Sky Sports. Mae'r BBC yn cynhyrchu a darparu darllediadau byw i S4C o gêmau rhwngwladol Cymru, gefn-gefn â'i darpariaeth yn Saesneg. Ar S4C digidol dros fisoeedd y gaeaf cafwyd blas rheolaidd ar rygbi rhwngwladol gyda Phencampwriaeth Rygbi Ffrainc yn **Le Rygbi** (Tinopolis) a'r gorau o gyfres saith-bob-ochr IRB Grand Prix (Cwmni 10) o bedwar ban byd.

Parhaodd **Y Clwb** (BBC) yn ei slot amser cinio dydd Sul ond yn anffodus, er safonau cynhyrchu uchel ac arddull gyflwyno slic y rhaglen, nid yw'n derbyn y ffifyrau gwyllo y mae'n haeddu. Ym maes pêl-droed, mae **Sgorio** (Nant) yn dal yn llewyrchus gyda'i gymsgedd cyfoethog o gyffro cyfandirol - cyffro sydd wedi denu sylw o'r newydd i bêl-droed Sbaen gyda throsglwyddiad David Beckham i glwb Real Madrid. Roedd cyfle i wylwyr S4C i ddilyn ffawd tîm Cymru yn **Y Clwb Pêl-droed Ryngwladol** (BBC) wrth iddyn nhw geisio am le ym Mhencampwriaeth Ewrop ym Mhortiwigal yn haf 2004.

Parhau i ddenu cefnogwyr mae **Rasus** (Apollo Pedol) hefyd. Ehanguod y gyfres ei hapêl yn yr haf trwy gynyddu ac amrywio'r lleoliadau yr ymwelir â nhw, tra'n dal i gadw'r cyswllt agos a fagwyd dros y blynnyddoedd gyda Thir Prins. Darlledwyd **Rasio Antur Prydain** (Dreamteam), cyfres chwe rhaglen, ar S4C digidol dros gyfnod y Nadolig.

## CERDDORIAETH

Yn ogystal â'r rhaglenni cerddorol a grybwyllyd yn yr adran Digwyddiadau uchod, darlledwyd nifer o ddogfennau amrywiol a phoblogaidd. Cafwyd portreadau o'r tenor **Stuart Burrows** (Avanti), y telynoresau **Catrin Finch - Telynores y Twysog** (Teledu Opus) a **Nansi Richards - Telynores Maldwyn** (Ffilmiau'r Bont) a rhaglen yn edrych ar hanes cystadleuaeth **Y Rhuban Glas - Gwobr Goffa David Ellis** (BBC).

Mae'n bosib mai uchafbwynt cerddorol y flwyddyn oedd perfformiad arbennig **Meseia Handel** (Tonfedd Eryri) o Eglwys Gadeiriol Llanelwy gyda Bryn Terfel, Shân Cothi, Eirian James, Rhys Meirion a thri o gorau cymysg gorau'r gogledd (Côr Rhuthun a'r Cylch, Cantorion Sirenian a Chôr Eifionydd) i gyfeilant Sinfonia Cymru dan arweiniad Gareth Jones. Mae perthynas S4C gyda chwmni Opera Cenedlaethol Cymru yn parhau a gwelwyd dwy o'u hoperâu – **Tosca a Salome** (Teledu Opus) – ar y Sianel eleni gyda'r tenor Gwyn Hughes Jones yn cyflwyno.

Prynant oedd y rhaglen **Tri Tenor yn Tsieina**, ac er gwaethaf perfformiadau da gan Pavarotti, Carreras a Domingo, roedd golwg y rhaglen braidd yn siomedig.



CATRIN FINCH - TELYNORES Y TWYSOG

The concerts recorded at the National Eisteddfod pavilion screened on S4C in 2003 were *Offeren yn C* and *Stabat Mater* (BBC) from the 2002 National Eisteddfod at St David's and *Shân Cothi a Meibion Meifod* (BBC) from the stage of the 2003 National Eisteddfod at Meifod. Wonderful though the performances given on the Eisteddfod stage can be, the scale and nature of the Eisteddfod stage do not easily gel with the professional needs of a contemporary televised concert, especially when broadcast several months after the event.

**Ysgoloriaeth Bryn Terfel Urdd Gobaith Cymru** (Teledu Opus) was televised live for the first time and coverage continued until the very end when Aled Pedrick was declared winner of this prestigious scholarship. Christmas schedules included

BBC also produces and provides 'back-to-back' live coverage with their English language output of the Wales International matches. On S4C digidol there was a regular flavour of international rugby throughout the winter months with French Championship rugby in *Le Rygbi* (Tinopolis) and coverage of the IRB Grand Prix sevens series from around the world (Cwmni 10).

**Y Clwb** (BBC) continued in its Sunday lunchtime slot. Its excellent production values and slick presentation are unfortunately not matched by its viewing figures.

In the world of football **Sgorio** (Nant) continues to flourish with its rich mix of continental action, with the added interest in Spanish football due to David Beckham's high-profile transfer



SGORIO

**Carolau o Langollen** (Teledu Opus), the Daily Post's annual carol concert and one of the Channel's most popular Yuletide programmes. This year's celebration had a distinctly "Jones" flavour, with singers Nerys Jones and Heather Jones and percussionist Dewi Ellis Jones among the performers who joined the winning choir of *Côr Cymru 2003*, Ysgol Gerdd Ceredigion.

## SPORT

Sport continues to play an integral role in S4C's programming schedule. The highlight of 2003 was S4C's coverage of the **Rugby World Cup** from Australia (SMS). Coverage included live transmission of all pool matches involving the teams in the Welsh group, other key matches such as the opening game, and all the games from the quarter-final stages up to and including the exciting final which saw England claim the trophy in extra time against Australia. Highlights and preview programmes were also scheduled in the early evenings throughout the tournament.

**Y Clwb Rygbi** (BBC) continues to be the flagship of live sport on S4C, occupying the early Saturday evening slot and featuring Celtic League, Premier League and Parker Pen Cup matches. However Sky Sports secured the rights to the European games in November, which resulted in S4C switching its attention to the domestic Premier League coverage. Live rugby continues to attract significant audiences to the Channel, including many who are not regular viewers of S4C and who are from non-Welsh speaking homes.

Due to contractual issues the pre-World Cup friendly match between Wales and England at the Millennium Stadium was shown live on both S4C and Sky Sports.

to Real Madrid. **Y Clwb Pêl-droed Rhyngwladol** (BBC) provided S4C viewers with the opportunity of following Wales' progress in trying to qualify for the European Championships in Portugal in the summer of 2004.

**Rasus** (Apollo Pedol) continued to attract supporters of harness racing. It broadened its appeal in the summer through increasing and varying the venues for the meetings, while still maintaining its long-standing relationship with Tir Prince in north Wales. **Rasio Antur Prydain** (Dream Team), a series of six programmes, was broadcast on S4C digidol over the Christmas period.

## MUSIC

As well as the musical presentations already mentioned in the Events section, a number of varied and popular documentaries and profiles were also broadcast. **Stuart Burrows** (Avanti) was profiled, in addition to harpists **Catrin Finch - Telynnores y Tywysog** (Teledu Opus) and **Nansi Richards - Telynnores Maldwyn** (Ffilmiau'r Bont). **Y Rhuban Glas - Gwobr Goffa** David Ellis (BBC) traced the history of the National Eisteddfod's Blue Riband Prize.

The musical highlight of the year, quite possibly, was the special performance of Handel's *Messiah* from St Asaph Cathedral, *Meseia* (Tonfedd Eryri). The performance featured Bryn Terfel, Shân Cothi, Eirian James, Rhys Meirion and three of north Wales' best choirs (*Côr Rhuthun a'r Cylch*, *The Sirenian Singers* and *Côr Eifionydd*) accompanied by Sinfonia Cymru conducted by Gareth Jones.

S4C's relationship with Welsh National Opera continues and this year saw two of their productions – **Tosca** and **Salome**



TRIONGL

Darllewyd hefyd berfformiad o Wythfed Symffoni Mahler (BBC) o Neuadd Dewi Sant, Caerdydd gyda Cherddorau a Chorws Cenedlaethol Gymreig y BBC yn ganolog i'r cynhyrchiad.

Daeth Y Bws Gwlad (Tonfodd Eryri) i derfyn ei daith ar ôl dwy gyfres roddodd Iwyfan da i berfformwyr canu gwlad. I'r pegwn arall, gwelwyd cychwyn cyfres newydd sbon o'r enw **WawFactor** (Al Fresco), cyfres dalent a lwyddodd i achosi cryn drafod wrth geisio cynulleidfa newydd i'r Sianel. Ymateb oedd hon i'r cais am raglenni dyrchafol ac mi roedd y ffeinal yn sicr yn achlysur yn yr amserlen. Felly hefyd wythnos **Cân i Gymru** (Apollo), wrth i'r brif raglen ddilyn wythnos o raglenni rhagorweiniol a chyfle i'r gynulleidfa ryngweithio â'r Sianel tra'n dewis yr wyth ar gyfer Iwyfan y rownd derfynol ar Ddydd Gŵyl Dewi. Mae **Sesiwn Fawr Dolgellau** (Avanti) yn gyfle i adlewyrchu'r byd canu gwerin.

#### ADLONIANT

Cyfres a wnaeth farc oedd ail gyfres **cariad@iaith** (Ffllic). Ystyrid hon fel ein fersiwn unigryw ni'n hunain o sioe realaeth ond fod iddi bwrvpas penodol. Dewiswyd cyfranwyr iau a mwy bywiog nag oedd i'r gyfres gyntaf, strategaeth a dalodd ar ei chanfed wrth i'r treeon trwstan ddenu sylw'r wasg a'r gwylwyr. Roedd y patrwm darlledu cyson yn rhoi ffresni i'r amserlen.

Nia (Apollo Pedol) oedd ar flaen y gad o ran y sioeau sgwrs. Daeth Nia Roberts bellach yn gartrefol iawn fel holwraig ond yn naturiol roedd cryfder pob rhaglen yn amrywio yn unol â'r dewis o westeion. **Diolch o Galon** (Tonfodd Eryri) oedd y gyfres arall yn y categori hwn ac edrychwyd ar y gyfres fel cyfle i gymwynaswyr ac arwyr lleol gael llwyfan. Lwyddodd yn hynny o beth gyda chyfraniadau gwirioneddol emosiol ar brydiau ond mynegwyd siom ynglŷn â'r arddull a'r edrychiad. Gall fod dyfodol i'r cysyniad o fabwysiadu dull cynhyrchu gwahanol.

Cafwyd cyfres arall o **Noson Lawen** (Tonfodd Eryri) a brofodd i fod mor boblogaidd ag arfer wrth gynnal y gymsgedd draddodiadol o ganu a hiwmor.

#### COMEDI

Ym maes comedi, gwelwyd cyfres arall o **Da Di Dil De** (Tonfodd Eryri). Mae'r digrifwr Dilwyn Pierce yn cynyddu yn ei boblogrwydd a'i ddoniau fel digrifwr teledu ac yn dod yn fwy slic gyda phob cyfres. Gwnaeth Ifan Gruffydd hefyd gadarnhau ei brofiad a'i boblogrwydd yn ei sioeau unigol.

Darllewyd cyfres newydd o **9 Tan 9** (Tonfodd Eryri) a nodwyd cynydd yn ei pherfformiad yn ogystal ag ymateb

iddi ar lawr gwlad. Mae rhai o ddywediadau'r cymeriadau bellach i'w clywed mewn ysgol a thafarn. Amrywiol o ran cynnwys a safon oedd y gyfres o ffilmiau byron **Deg Munud Dwli** (Tonfodd Eryri) ond mi wnaeth ambell un ragori, yn benodol fformat pennod **Y Ffarmwr Ffowc** a ddatblygwyd yn gyfres ar wahân y flwyddyn ganlynol. Lwyddwyd hefyd, yn ôl y briad, i ddatblygu a thynnu sylw at nifer o unigolion ifanc ac addawol trwy gyfrwng y gyfres.

Cafwyd cyfres werthfawr o **Lollipop** (Boomerang) wrth i'r criw aeddfedu a magu profiad yn dilyn y cyfresi blaenorol. Er na throdd cynulleidfa oedd sylweddol ati, mi roedd yn amlwg fod gennym fformat gomedi modern, gyffrous yn yr amserlen.

Darllewyd dwy raglen amrwd a garw o **Dyddiadur Dews** (Cwmni Wes Glei) yn arbennig ar gyfer wythnos Sioe Frenhinol Cymru. Denod lawer iawn o sylw gan bolareiddio barn - i rai, sarhad o gynnrych ac i eraill, y peth mwyaf herfeiddiol a doniol erioed. Roedd y dull o gynhyrchu yn sicrhau'r gwreiddioldeb gyda dawn Rhys ap Hywel a'r criw yn dod â darn o waith amserol a hynod ddigrif i'r sgrîn.

Dathlwyd Dydd Gŵyl Dewi gyda rhifyn arbennig o'r comediantimeiddiedig **CNEX** (Cwmni Da) a ddenodd ymateb da o bob cwr gan symblyu comisiynu cyfres gyfan ar gyfer 2004.

#### DRAMA

Ar y cyfan, blwyddyn o gyfresi poblogaidd yn dychwelyd oedd 2003 - o **Amdani** (Ffilmiau'r Nant) a **Tipyn o Stad** (Tonfodd Eryri) yng Ngwynedd i **Iechyd Da** (Bracan) yn y Rhondda; o'r hen Sir Gaernarfon a phentref Llanllewyn y 60au yn **Porc Peis Bach** (Cambrensis), i Sir y Fflint y Bedwaredd Ganrif ar Bymtheg yn **Treflan** (Al Fresco). Dyma gyfresi amrywiol ac eang eu naws, lleoliad ac apêl. Daeth dwy gyfres gofiadwy i ben eu taith yn 2003: **Fondue, Rhyw a Deinosors** (Cwmni Fondue), gyrrhaeddodd benllanwgyda marwolaeth y gweinidog Tudur Noel; a **Pen Tenny** (HTV), y gyfres gignoeth o Bwlheli, gynigiodd lygedyn o obaith i'r prif gymeriadau ar ddiweddu eu taith ddirdynnol. Rhaid nodi'r actio grymus ym mhob un o'r cyfresi hyn, yn ogystal â safon uchel y cyfarwyddo a'r tîmau technegol - y rhain i gyd yn gwreddu scriptiau crefftus gan awduron profiadol gyda'u lleisiau unigryw eu hunain.

Yn ogystal â'r cyfresi hyn, darllewyd y droleg ddrama **Triongl** (Fiction Factory), thrilyr seicolegol wedi ei lleoli yng Nghaerdydd, greodd gryn argraff nid yn unig am ei chynnwys, ond am ei steil a'i hedrychiad trawiadol.



## FFARMWR FFOWC

(Teledu Opus) – screened by the Channel, introduced by tenor Gwyn Hughes Jones.

**Tri Tenor yn Tsieina** was an acquisition and despite performances by Pavarotti, Carreras and Domingo the overall look of the programme was disappointing.

A performance of Mahler's Eighth Symphony featuring the BBC National Orchestra and Chorus of Wales was broadcast from St David's Hall, Cardiff in **Mahler** (BBC).

**Y Bws Gwlad** (Tonfedd Eryri) reached the end of the road after two series starring stalwarts of the Country and Western scene. At the other end of the music spectrum, 2003 saw the start of a brand new series entitled **WawFFactor** (Al Fresco), a search for new talent which generated much discussion as the Channel aimed to attract new audiences. The series was a response to the call for a star-making show and there is no denying that the final was an event in the schedule. The same is true of the week-long Song for Wales **Cân i Gymru** (Apollo) competition. Following a week of preliminary rounds during which viewers could interact with the Channel by voting for their favourites songs, the live final consisting of eight songs was held on St David's Day. Folk music came to the fore with extensive coverage of **Sesiwn Fawr Dolgellau** (Avanti).

## ENTERTAINMENT

**Cariad@iaith** (Ffllic) is a series which really made its mark. This is our own unique take on reality TV with a very specific purpose. Those chosen to participate this time were younger and livelier than in the first series – a strategy which paid off as their antics and mishaps grabbed the attention of both press and viewers. Its regular coverage enlivened the schedule.

**Nia** (Apollo Pedol) leads the way among chat shows. Nia Roberts is now very much at home as an interviewer, although the strength of each individual show was naturally governed by the choice of guests. **Diolch o Galon** (Tonfedd Eryri) was the other series in this category; a chance to honour Good Samaritans and local heroes. It certainly succeeded in that respect, with truly moving items at times, but it was felt that the style and look of the show let it down somewhat. The concept may still be viable using a different production approach.

Another series of **Noson Lawen** (Tonfedd Eryri) proved as popular as ever, maintaining its traditional mix of music and mirth.

## COMEDY

2003 saw a new series of **Da Di Dil De** (Tonfedd Eryri). Comedian Dilwyn Pierce has grown in popularity, boosted his skills and become slicker with each series. Ifan Gruffydd also consolidated his experience and popularity with his stand-alone shows.

**9 Tan 9** (Tonfedd Eryri) also returned for a new series, achieved a greater response among viewers and improved its performance in the schedule. Catchphrases originated by some of the characters can now be heard in pubs and school yards across the country.

The series of short films **Deg Munud DwI** (Tonfedd Eryri) varied enormously in both content and standard, with some clearly better than others. The format for the episode **Ffarmwr Ffowc** was developed into a stand-alone series the following year. As intended, the series succeeded in developing and spotlighting certain promising young talents.

Another series of **Lollipop** (Boomerang) proved worthwhile as the team matured and gained experience from the previous series. Although significant audiences didn't tune in, it was apparent that we had an exciting, contemporary comedy format in our schedule.

Coarse and unsophisticated, **Dyddiadur Dews** (Cwmni Wes Glei) were two programmes screened specifically to coincide with the Royal Welsh Show. They stimulated much response and managed to polarise opinion – to some, they were insulting and to others, the most outrageous and hilarious shows ever seen. Their originality was assured by the style of production and the talents of Rhys ap Hywel and the team brought a timely and highly comedic piece of work to our screens.

St David's Day was celebrated with a special edition of the animated comedy **CNEX** (Cwmni Da). It received a warm response from all and sundry and resulted in the commission of a series for 2004.

## DRAMA

2003 was mainly a year of popular series retuning to the screen – from **Amdani** (Ffilmiau'r Nant) and **Tipyn o Stad** (Tonfedd Eryri) in Gwynedd to **Iechyd Da** (Bracan) in the Rhondda; from the old Caernarfonshire and the village of Llanllewyn in the '60s in **Porc Peis Bach** (Cambrensis) to nineteenth century Flintshire in **Treflan** (Al Fresco). These series all varied in nuance, location and appeal. Two memorable series came to an end in 2003: the death of minister Tudur Noel brought **Fondue, Rhyw a Deinosors** (Cwmni Fondue) to a close and a speck of light at the end of the tunnel offered a glimmer of hope for the main characters of **Pen Tennyn** (HTV) as they approached the end of their heart-wrenching journey. Along with the powerful acting which characterised these series, it must also be noted that the directing and technical skills exemplified in them were all of high standard - working together to realise crafted scripts by experienced writers with their own unique voices.

Other drama seen during the year included the trilogy **Triongl** (Fiction Factory). This psychological thriller set in Cardiff created quite an impression, not only for its content, but also its stunning style and look. S4C ventured to unfamiliar territory with the 13-part horror and supernatural series for young people, **Jara** (HTV). Despite a vigorous marketing campaign the series' performance was disappointing, but the programme reached that elusive young target audience.



Mentrwyd i gyfeiriad anghyffredin i S4C gyda'r gyfres ddrama 13 rhan i bobl ifanc, **Jara** (HTV), oedd yn ymneud â'r arsydus a'r gorwch naturiol. Siomedig oedd perfformiad y gyfres er gwaethaf ymgrych farchnata rymus ond mi lwyddodd y rhaglen daro'r gynulleidfa darged ifanc, ddihangol honno.

O ran ffilmiau, darlleddyd y ffilm chwerw-felys **Siôn a Siân** (Opus) ar ddiwrnod Nadolig, addasiad o'r ddrama Iwyfan gan Gareth F Williams, wedi ei chyfarwyddo'n ddeheuig gan Tim Lyn. Lanswyd a theithiwyd ffilm newydd gynhyr fus Marc Evans, **Dal:Yma/Nawr** (Fiction Factory) o gwmpas y sinemâu yng Nghymru. Dyma ddehongliad gweledol cwbl unigryw o farddoniaeth Gymraeg o ganu Aneirin hyd at heddiw a fydd o werth diwylliannol ac addysgiadol am flynyddoedd i ddod. Argraffwyd DVD o **Dal:Yma/Nawr** hefyd, ar y cyd gydag ACCAC a Tinopolis, ac fe'i dosbarthwyd drwy ysgolion a cholegau yng Nghymru.

Ni ddylid anghofio chwaith am ffilm fer, cyllideb isel a ddarlleddyd gennym adeg Eisteddfod Genedlaethol Meifod, **Moses Pantybrwyn** (Opus). Dyma ganlyniad gweithdai actio yn yr ardal dan ofalaeth Euros Lyn ac Eryl Huw Phillips, oedd yn rhoi cyfle i'r gymuned arbennig honno gael dweud ac actio yn ei stori hi ei hun.

Mae **Pobol y Cwm** (BBC) yn parhau yn ganolog i'r gwasanaeth. Dros y Nadolig fe ail amserlenwyd yr opera sebon i roi cysondeb i'r gyfres. Mae bellach yn cael ei darlledu am 8 yr hwyr o nos Lun i nos Wener.

#### PLANT A PHANT BACH

Un o brif amcanion 2003 oedd estyn a chryfhau oriau ychwanegol o ddarlledu i blant, yn ddarlleidiadau cydamserol a digidol. Ar ddigidol ychwanegwyd hanner awr y dydd o ddarlleidiadau meithrin a tua 3 awr yr wythnos i blant. Aethwyd ati hefyd i baratoi gwasanaeth wedi ei becynnau i ddarlleidiadau digidol ar brynhawn Sadwrn.

O'r Pasg ymlaen, gwnaed ymdrech o ddifri i gynnig gwasanaeth cyson yn y bore adeg gwyliau, gan ddarlledu awr o raglenni meithrin ac 1-2 awr o raglenni plant. Rhaglenni byw oedd y rhain yn bennaf a chafwyd ymateb da a brwd frydig i'r elfennau rhwng weithiol yn y sioeau hyn gan ddangos bod yna gynulleidfa ar gael ac yn awyddus i'n gwyliau ben bore.

Parhaodd **Uned 5** (Antena) i ddarlledu'n wythnosol ac eleni ychwanegwyd gwledd o raglenni ar ffurf sialensau i'r cyflwynwyr. Dyma rai o uchaffwyntiau'r flwyddyn – o her Lisa Gwilym i yrur yn nhwrrnament rasio 'The John Cooper Mini Challenge' i anturiaethau Lowri Morgan wrth iddi blymio i'r dyfnderedd i weld y Titanic, un o 80 o bobl yn



unig ledled y byd sydd wedi gwneud hynny.

Aeth y gyfres sebon boblogaidd i blant **Rownd a Rownd** (Nant) o nerth i nerth a chomisiynwyd penodau ychwanegol ar gyfer 2004. Llwyddodd y gyfres 13:30 o **Enwogrwydd** (Fllic) i ddangos doniau difyr a phersonoliaethau lliwgar plant Cymru ar daith drwy'r wlad tra parhaodd y sioe Noc Noc (Apollo) i ddiddanu plant a'u teuluoedd ar hyd a lled y wlad. Roedd ymwelliad i'r Lapdir ar gyfer sioe Nadolig yn ffordd ddefrydol o ddod â'r gyfres egniol hon i ben.

Un o uchaffwyntiau rhaglenni meithrin y flwyddyn oedd y gyfres **Ribidirês** (Cwmni Da). Wedi sioeau llwyddiannus ledled Cymru gyda Twf ac yn Eisteddfodau'r Urdd a'r Genedlaethol, mae'r cymeriadau Now a Nia bellach yn rhan bwysig o dîm 'ar sgrîn' **Planed Plant Bach**.

Mis Hydref a Thachwedd, aeth y gyfres bop **Popty** (Avanti) ar daith. Perfformiodd rhai o'n bandiau pop gorau ni o flaen 20,000 o blant. Yn ogystal â chynyddu ymwybyddiaeth o ganu pop Cymraeg, fe ddenodd gynulleidfa oedd da i'n darpariaeth plant ni yn y cyfnod hwn. Roedd hi hefyd yn gyflwyniad da i gyfres newydd a ddechreuodd ar ddiwrnod Nadolig.

Gydag ymadawiad Elen 'Pencwm' Hughes, fe ymunodd Elaine Edwards o Lanuwchlyn â thîm cyflwyno **Planed Plant**.

Yn ogystal â darlledu cyfresi animeiddio gwreiddiol megis **Sam Tân** (Siriol) mae nifer o gwmniau megis Atsain, P.O.P.1, Cwmni Da a Sianco wedi cyfleoedd cartwnau wedi eu dybio i ni. Un o uchaffwyntiau y 'genre' yma oedd **Dennis a Dannedd** gan Sianco.

#### IEUENCTID

O ran darpariaeth benodol ar gyfer y to iau, gwelwyd nifer o gyfresi hwyrrol. Daeth Gary Slaymaker â'i ddoniolwch ac arbenigedd i'w gyfres ef ei hun, **Slaymaker** (Cardinal) gan draethu'n ffaeth gyda chryn hygrededd. Roedd yr un peth yn wir am y cyflwynydd ifanc Huw Stephens wrth iddo gyflwyno'i adolygiad o'r sîn roc yn **Sioe Fideo Huw Stephens** (Boomerang). Yr ochr arall i'r geiniog gerddorol oedd **Y Sesiwon Hwyr** (Avanti), y sioe ddi-ffwdan a gyflwynodd y gorau o gerddoriaeth gyfoes Gymraeg o'r Ffatri Bop dros bum cyfres. Cafwyd cyfleoedd pellach i fwynhau a thrin a thrafod y sîn roc a phop Cymraeg ar raglen gerddorol reolaidd S4C digidol **Bandit** (Boomerang).

Darlleddyd rhaglen arbennoig yn edrych ar flwyddyn ym mywyd y gantores Cerys Matthews, **Cerys** (P.O.P.1). Mi ddenodd y gyfres gylchgrawn **Fideomondo** (Al Fresco) gynulleidfa sylweddol yn berthnasol i'w slot a gwelwyd datblygiad yng ngalluodd cyflwyno Gwenno Saunders.

Arbrofwyd gyda chyfres gylchgrawn ag iddi apêl ifanc ar nosweithiau Gwenno Saunders ac mi ddatblygodd **Popcorn** (P.O.P.1) i fod yn gyfres ddiggon hwylus, er effalai mai sioe hwyrrol oedd hon yn ei hanian. Ar y llaw arall ac yn ogystal â denu gwyllwyr, mi llwyddodd y gyfres **Bang! Bang!** **Bangkok!** (Apollo) i ddenu edmygedd, rhyfeddod a dicter yr un pryd. Daeth y rhaglen yn wyllo poblogaidd i gynulleidfa nad yw'n un arferol i S4C, ond roedd sawl un o'r farn fod y rhaglen wedi croesi ffin yr hyn sy'n briodol ei ddangos.

Y flwyddyn hon oedd yr eildro i ni roi sylw i ddigwyddiad Eisteddfod y Ffermwyr Ifanc. Er nad at ddant pawb, mi gyflwynodd **Yr Eisteddfod** Arall (Telesgôp) gipolwg difyr ar weithgareddau carfan bwysig ym mywyd diwylliannol Cymru gyda gwerthfawrogiad uchel o du'r mudiad ei hun a chynrychiolwyr barn o orllewin Cymru yn arbennig.



#### SLAYMAKER

On the film front, bitter-sweet *Siôn a Siân* (Opus) was shown on Christmas Day, adapted from the stage play by Gareth F Williams and skillfully directed by Tim Lyn. Marc Evans' exciting new film *Dal: Yma/Nawr* (Fiction Factory) was launched and toured Welsh cinemas. This unique visual interpretation of Welsh poetry from Aneirin to our own time will be a valued cultural and educational resource for years to come. A DVD of *Dal: Yma/Nawr* was also produced, jointly with ACCAC and Tinopolis, and distributed to schools and colleges throughout Wales.

A short, low-budget film shown at the time of the National Eisteddfod at Meifod, *Moses Pantybrwyn* (Opus), stemmed from acting workshops held in the area by Euros Lyn and Eryl Huw Phillips and gave that particular community the chance to tell and enact its own story.

*Pobol y Cwm* (BBC) remains central to the service. Over Christmas the soap opera regained a regular daily slot and now screens at 8.00pm Monday – Friday.

#### CHILDREN AND PRE-SCHOOL CHILDREN

One of our main aims in 2003 was to expand and strengthen extra hours of broadcasting for children, both simulcast output on analogue/digital and that available on digital only.

An additional half hour of pre-school provision was broadcast daily on S4C digidol and around 3 hours per week for older children. A package of child orientated programming was also presented digitally on Saturday afternoons.

From Easter onwards, a sustained effort was made to provide a service in the morning during school holidays, scheduling an hour of pre-school programming and 1 – 2 hours of children's programmes. These were predominantly live shows and the response to the interactive elements was enthusiastic, proving that there is an eager audience available early in the morning.

*Uned 5* (Antena) continued to broadcast on a weekly basis and this year saw a wealth of extra programmes derived from

challenges set to the presenters at the end of 2002. These proved to be among the year's highlights – from Lisa Gwilym's challenge to drive in The John Cooper Mini Challenge race to Lowri Morgan's deep-sea adventure down to the wreck of Titanic. Lowri is now one of only 80 people worldwide to dive to the wreck.

The popular soap opera for children *Rownd a Rownd (Nant)* went from strength to strength and additional episodes were commissioned for 2004.

In 13'30 o *Enwogrwydd* (Ffllic) the spotlight was on children's entertaining talents and colourful personalities while *Noc Noc* (Apollo) continued to entertain children and their families the length and breadth of Wales. A visit to Lapland for its Christmas show was an ideal end for this energetic series.

One of the highlights of the year's pre-school provision was the series *Ribidirés* (Cwmni Da). After successful shows throughout Wales with TWF and at the Urdd and National Eisteddfodau, characters Now and Nia have become an important part of *Planed Plant Bach*'s on-screen team.

During October and November, the pop series *Popty* (Avanti) toured Wales. Some of our best bands performed in front of 20,000 children. As well as increasing their familiarity with the Welsh pop scene, the tour enhanced the profile of S4C's children's provision during this time. It also served as a great introduction to the brand new series which started Christmas Day.

With the departure of Elen 'Pencwm' Hughes, Elain Edwards from Llanuwchllyn joined *Planed Plant*'s presentation team.

As well as original animation series such as *Sam Tân* (Siroil), several companies, including Atsain, P.O.P.1., Cwmni Da and Sianco, have provided us with dubbed cartoons.

One of the highlights of this genre was *Dennis a Dannedd* from Sianco.

#### YOUTH

Programming specifically geared towards a younger audience saw many late-night series in 2003. Gary Slaymaker brought his humour and expertise to bear on his own series, *Slaymaker* (Cardinal), pontificating with much wit and credibility. Much the same could be said of young presenter Huw Stephens as he presented his own show *Sioe Fideo* *Huw Stephens* (Boomerang). The other side of the musical coin was showcased in *Y Sesiwn Hwyr* (Avanti), the no-frills show which presented the best of contemporary Welsh music from the Pop Factory over five series. Additional opportunities to enjoy and discuss the Welsh rock and pop scene were provided by S4C digidol's regular music offering *Bandit* (Boomerang).

A special programme looking at a year in the life of singer Cerys Matthews, *Cerys* (P.O.P.1.) was also broadcast. Magazine programme *Fideomondo* (Al Fresco) attracted a substantial audience relevant to its slot and Gwenno Saunders' skills as presenter were seen to have sharpened. We experimented with a magazine programme with youth appeal early on Friday evenings and *Popcorn* (P.O.P.1) developed into an entertaining series, although in essence this was probably a late-night show. As well as attracting an audience, *Bang! Bang! Bangkok!* (Apollo) managed to attract admiration, shock and anger – all at once! Although the series became popular viewing for an audience not normally drawn to S4C, many were of the opinion that the programmes went beyond that which is acceptable on television.

For the second consecutive year, we gave air-time to the Young Farmers' Eisteddfod. Although not to everyone's taste, *Yr Eisteddfod Arall* (Telesgôp) offered an entertaining insight into the activities of this important faction within Welsh life and was highly appreciated by the movement itself and opinion makers in west Wales in particular.



CARIAD@IAITH

## CREFYDD

Sylfaen y gwasanaeth fel ag erioed oedd **Dechrau Canu Dechrau Cannol** (Elidir). Er bod y gyfres yn dal i apelio mae angen gwella delwedd y rhaglen a recordio mwy o gymanfaoedd arbennig ledled Cymru. Ar ddigidol fe ddatblygodd Hanfod (Elidir) i fod yn fforwm trafod i bynciau cymdeithasol a chrefyddol y dydd dan gadeiryddiaeth newydd Mererid Hopwood, y bardd cadeiriol.

Un o'r digwyddiadau mwyaf trawiadol y llynedd oedd gweld merched a bechgyn ifanc o gefndir ethnig dwyreiniol yn esbonio mewn Cymraeg graenus sylfaen eu ffydd, boed hynny yn Islam, Sikhiaeth, Iddeiliaeth, Hindwaeth neu'r Ba'hai. Fe wnaeth cyfres **Crefydd y Cymry** (Cwmni Hon) dipyn o argraff.

Yn ddi-os uchafbwyt rhaglenni crefyddol S4C y llynedd oedd cyfres **Pwy Ysgrifennodd y Testament Newydd?** (Opus). Dan arweinyddiaeth fedrus Guto Harri fe grëwyd rhaglenni sylweddol swmpus ond difyr ar un o destunau sylfaenol y gred Grisnogol.

## ANIMEIDDIO

Bu 2003 yn flwyddyn brysur i gwmni Siriol sy'n cynhyrchu cyfres newydd sbon o **Sam Tân** ar y cyd i S4C, S4C Rhngwladol a chwmni HIT. Darlledwyd y penodau cyntaf o'r gyfres newydd ar S4C yn Ionawr 2004. Bydd y gyfres hefyd yn cael ei darlledu yn Saesneg ar CBBC yn Ionawr 2005.

Cwblhawyd cyfres olaf **Chwedlau'r Byd wedi eu Hanimeiddio**, cyd-gynhyrchiad mwyaf y byd.

## DYSGWYR

Cyrhaeddodd y sioe arloesol **Welsh in a Week** (Ffllic) ei thrydedd gyfres ym mis Medi. Yn gynharach yn y flwyddyn darlledwyd rhifyn arbennig yn dilyn trosleisydd y gyfres, Rupert Moon, wrth iddo ddysgu dweud ei addewidion priodas yn y Gymraeg ar gyfer ei briodas â'r actores Debbie Jones ar Ddydd Gwyl Dewi.

Mae'r tiwtor Nia Parry yn parhau i fod yn ganolog i'r gyfres, a bellach mae wedi ei hen sefydlu ei hun fel wyneb Dysgwyr y Sianel; mae hi hefyd yn amlwg yn **cariad@iaith** (Ffllic) a **Dysgwr y Flwyddyn** (HTV), sy'n portreadu'r pedwar gorau yn y gystadleuaeth a drefnir gan yr Eisteddfod Genedlaethol. Tra bod **Welsh in a Week** yn ceisio denu dysgwyr o'r newydd at yr iaith, mae **Yr Wythnos** (BBC) yn cynorthwyo'r rheiny sydd â thiptyn mwy o afael ar yr iaith drwy gyflwyno newyddion yr wythnos yn benodol ar gyfer dysgwyr.

## YSGOLION

Mae S4C yn darlledu, o fewn y 10 awr statudol o raglenni a ddaw o law BBC Cymru, ystod o raglenni i'r w defnyddio yn ysgolion Cymru. Mae'r rhaglenni hyn yn cefnogi'r Cwricwlwm Cenedlaethol gyda blaenoriaethau yn cael eu cytuno gyda chynrychiolwyr byd addysg. Ceir pecynnau cefnogi i lawer o'r rhain gan Adran Addysg BBC Cymru.

Ymhliith y rhaglenni ysgolion a ddarlledwyd yn 2003 roedd **Bobinogi**, cyfres newydd sbon ar gyfer y blynyddoedd cynnar sy'n cyflwyno plant bach i'r cysyniadau fydd yn rhan o'r cwricwlwm sylfaen newydd a gyflwynir yn ystod flwyddyn nesaf.

I gyflwyno agweddau o'r Cwricwlwm Cymreig, cynhyrchiwyd **Yr Ail Ryfel Byd Yng Nghymru**, a ddefnyddiodd archif a



## PWY YSGRIFENNODD Y TESTAMENT NEWYDD? WHO WROTE THE NEW TESTAMENT?

### RELIGION

As ever, **Dechrau Canu Dechrau Canmol** (Elidir) remained a cornerstone of the service. However, despite its continued popularity, it is felt that the series needs an image make-over with more specialist hymn-singing festivals recorded all over Wales. On S4C digidol, **Hanfod** (Elidir) has developed into a forum discussing the social and religious issues of the day hosted by new presenter, Chaired Bard Mererid Hopwood.

One of the most striking events of last year was seeing young men and women of Eastern ethnicity explaining the essence of their faith in fluent Welsh, be that faith Islam, Sikhism, Judaism, Hinduism or the Ba'hai. The series **Crefydd y Cymry** (Cwmni Hon) made quite an impression.

Undoubtedly the highlight of religious broadcasting on S4C last year was the series **Pwy Ysgrifennodd y Testament Newydd?/Who Wrote the New Testament?** (Opus). Skillfully presented by Guto Harri, substantial and entertaining programmes of some authority were created on the Christian faith's most fundamental texts.

### ANIMATION

2003 proved to be a busy year for Siriol, the company producing a brand new series of **Sam Tân/Fireman Sam** for S4C, S4C International and HIT. The first episodes of the new series hit S4C screens in January 2004. CBBC will broadcast the series in January 2005.

The last series of **Chwedlau'r Byd Wedi Eu Hanimeiddio/The Animated Tales of the World**, the world's largest co-production, has been completed.

### LEARNERS

The innovative show **Welsh in a Week** (Ffllic) reached its third series in September. A special edition had been screened earlier in the year as the series narrator Rupert Moon learned to say his wedding vows in Welsh for his marriage to actress Debbie Jones on St David's Day. Presenter Nia Parry continues central to the series' success and has by now established herself as the face of Learners on S4C; she is also to be seen on **cariad@iaith** (Ffllic) and **Dysgwr y Flwyddyn** (HTV), which profiles the four finalists in the National Eisteddfod competition. Alongside **Welsh in a Week**, which tries to provide encouragement to people new to learning the language, **Yr Wythnos** (BBC) helps those who are already fairly proficient by summarising the week's news in language specifically adapted for learners.

### SCHOOLS

Within the statutory 10 hours per week of programmes provided by the BBC, S4C broadcasts a range of programmes for use in Welsh schools. These programmes support the National Curriculum with priorities agreed with educational experts. Support packs are often available to accompany many of these series from BBC Wales' Education Department. Among the school programmes broadcast in 2003 was **Bobinogi**, a brand new series aimed at the early years which introduces young children to the concepts which will form part of the new core curriculum to be introduced next year.

To introduce aspects of the Welsh Curriculum, **Yr Ail Ryfel Byd** was produced, using archive and oral evidence to portray what life was like for children in Wales during the Second World War. **Y Planedau** offered an excellent resource for science Key Stage 2 and 3. An important part of the schools' output is **Bitesize TGAU**, which supports students as they prepare to sit their GCSE examinations in subjects such as Maths, Welsh, Welsh Second Language, Physics, Chemistry and Biology. The BBC annually produce a series on training teachers in new and innovative aspects of education. In 2003, two new topics were introduced within the **Anelu am Ragoriaeth** strand, **Llythrenedd** (Literacy) and **Rhifedd** (Numeracy).



CHWEDLAU'R BYD WEDI EU HANIMEIDDIO ANIMATED TALES OF THE WORLD

thystiolaeth ar lafar i bortreadu bywydau plant yng Nghymru yn ystod y cyfnod cythryblus hwn. Roedd **Y Planedau** yn cynnig adnodd heb ei ail ar gyfer gwyddoniaeth Cyfnod Allweddol 2 a 3. Rhan bwysig o'r cynnrych ar gyfer ysgolion yw'r gyfres boblogaidd **TGAU** sydd yn cefnogi myfyrwyr wrth iddynt sefyll arholiadau TGAU mewn pynciau megis Mathemateg, Cymraeg, Cymraeg Ail Iaith, Ffiseg, Cemeg a Bywydeg. Yn flynyddol mae'r BBC yn cynhyrchu cyfres ar gyfer hyfforddi athrawon mewn agweddu addysgu newydd ac arloesol. Yn 2003 cyflwynwyd dau bwnc newydd o fewn y strand **Anelu at Ragoriaeth**, sef **Llythrenedd a Rhifedd**.

#### CHANNEL 4

Er bod y twf yn nheledu digidol yn parhau – ar ddiwedd 2003 dangosodd Panel BARB S4C bod 57% o gartrefi Cymru bellach yn ddigidol - mae canran sylweddol o wylwyr yn dal i dderbyn teledu analog yn unig. Am y rheswm hwnnw, felly, mae o hyd yn ddyletswydd ar S4C i ddarlledu'r goreuon o raglenni Channel 4.

Ymhliith uchaibwyntiau'r raglenni hynny yn 2003 roedd *Big Brother, How Clean is Your House? Location, Location, Location a Wife Swap*. Penderfynwyd amserlennu'r raglenni hynny yn fwy strategol gan becynnau raglenni Cymraeg a Saesneg tebyg at ei gilydd.

O ganlyniad i'r rhyfel yn Irac darllewyd nifer helaeth o raglenni newyddion Channel 4 ar S4C.

Yn ystod 2003 fe ddaeth yr opera sebon *Brookside* i ben yn ogystal â'r gyfres gwis boblogaidd *Fifteen to One* a'r raglen gylchgrawn foreol *RI:SE*.

Fe berodd amserlennu'r criced rai problemau eleni. Penderfynwyd peidio â darlledu dwy gêm o gystadleuaeth C&G yn eu cyfarwydd er mwyn osgoi tarfu ar ddarlleidiadau o'r Eisteddfod a gêm rygbi ryngwladol.

Darllewyd sawl raglen ddadleuol hefyd, yn eu plith *Derren Brown Plays Russian Roulette Live*.

#### S4C2

Trwy gydol tymor y Cynulliad darllewyd holl weithgareddau'r siambr yn fyw ar S4C2. Yn ogystal â hynny darllewyd trafodaethau bron pob pwylgor naill ai yn fyw neu yn hwyrach yn ôl y galw. Mae'r gwasanaeth ar gael yn ddwyieithog tra bod y sesiynau llawn hefyd yn cael eu hisdeitlo yn Saesneg. Ar ben hynny mae *Cwestiynau i'r Prif Weinidog* yn cael eu hailanddu yn wythnosol wedi eu harwyddo ar gyfer y byddar – gwasanaeth unigryw yn Ewrop. Ar derfyn pob dydd mae BBC Cymru, sef darparwyr y raglenni, yn crynhoi gweithgaredd y diwrnod.

#### ELUSEN

I gyd fynd ag apêl elusennol S4C ar gyfer 2003 er budd Tŷ Hafan a Thŷ Gobaith cynhyrchwyd dogfen ysgubol **Hafan Gobaith** gan HTV yn dehongli'r gwaith a wneir yn yr ysbytai arbenigol hyn i leihau poen plant ifanc. Yn ystod wythnos yr apêl cafwyd nifer o eitemau ar **Uned 5** ac **Wedi 7**, ynghyd â rhifynnau arbennig o **Crwydro a Dechrau Canu Dechrau Canmol** a dyddiadur arbennig o'r daith gerdded a arweiniwyd gan Iolo Williams o safle Tŷ Gobaith ger Conwy i Dŷ Hafan ym Mro Morgannwg.



ELUSEN 2003 CHARITY

## CHANNEL 4

Despite the continued expansion of digital television – at the end of 2003 S4C's BARB panel showed that 57% of Welsh homes are now digital – a substantial number of viewers still only receive analogue TV. For that reason, S4C still has a duty to broadcast the best of Channel 4's programmes.

Highlights from their output in 2003 included *Big Brother*, *How Clean Is Your House?*, *Location, Location, Location* and *Wife Swap*. It was decided to schedule these programmes more strategically, packaging similar Welsh and English programmes together.

The Iraq War resulted in substantial number of Channel 4's News bulletins being broadcast on S4C.

2003 saw the demise of the soap opera *Brookside*, popular quiz show *Fifteen to One* and morning magazine *RI:SE*.

Scheduling Channel 4's extensive cricket coverage caused some problems this year. In order to avoid disruption to our coverage of the Eisteddfod and an international rugby match, it was decided not to give uninterrupted coverage to two games in the C&G competition.

Several controversial shows were also shown, including *Derren Brown Plays Russian Roulette Live*.

## S4C2

Whenever the Assembly was sitting, events in the chamber were broadcast live on S4C2. Additionally, virtually all committee meetings were broadcast, either live or later, as required. The service is available bilingually and the main sessions also carry English subtitles. **The First Minister's Question Time** is repeated weekly, signed for the deaf – a service unique in Europe. At the end of each day, programme provider BBC Cymru Wales summarises the day's activities.

## CHARITY

To coincide with S4C's charity appeal for 2003 in aid of Tŷ Hafan and Tŷ Gobaith, HTV produced a stunning documentary, **Hafan Gobaith**, interpreting the work done by these specialist hospitals to reduce the suffering of the young. During the appeal week, **Uned 5** and **Wedi 7** ran several items and there were special editions of **Crwydro** and **Dechrau Canu Dechrau Canmol** and a special diary of the walk led by Iolo Williams from the Tŷ Gobaith site near Conwy to Tŷ Hafan in the Vale of Glamorgan.



**S4C - Dudley**

**04WAL. ynagos**

**Wawffactor**

**Pacio**

ENGHREIFFTIAU O WEFANAU S4C  
EXAMPLES OF S4C WEBSITES

## GWASANAETHAU YCHWANEGOL

### Y RHYNGRWYD A RHYNGWEITHIO

Gwelwyd sawl uchafbwynt ar wefan S4C yn ystod 2003 gyda nifer sylweddol o raglenni a digwyddiadau yn cael sylw. Sefydlwyd catalog defnyddiol o safleoedd i gyd-fynd â phortffolio o raglenni poblogaidd S4C. 'Roedd safle Planed Plant yn boblogaidd iawn a gwelwyd nifer o gyfleoedd amrywiol i blant wneud defnydd o'r safle gyda gemau a digwyddiadau. Profodd safleoedd rhaglenni hamdden megis **Dudley, 04 Wal, a Pacio** yn boblogaidd, yn ogystal â safleoedd mwy arbenigol megis **Y Mabinogi a Dechrau Canu Dechrau Canmol** a safle ar gyfer dysgwyr Cymraeg.

Bu cyfleoedd amrywiol i gymryd rhan mewn cystadlaethau ar y we ac, ar adegau, ail gyfle i weld rhannau o raglenni, megis y caneuon unigol oddi ar **Cân i Gymru a WawFFactor**. Defnyddiwyd y safle i roi cyhoedduswrwydd i amrywiol wasanaethau S4C, gan gynnwys yr amserlen rhaglenni a nifer o ddfigwyddiadau, yn eu plith y Daith Haf, Wythnos y Dysgwyr ac Apêl S4C.

Cafodd y gwasanaeth tywydd ar wefan S4C ei ehangu er mwyn diddori'r plant yn yr Eisteddfod Genedlaethol trwy eu gwahodd i ddefnyddio offer i greu mapiau eu hunain. Yn ychwanegol i hyn cafwyd gwe-ddarlleidiadau o Eisteddfod yr Urdd ac Eisteddfod Gydwladol Llangollen.

### GWASANAETHAU ISDEITLO

Defnyddiwn isdeitlau Saesneg er mwyn ehangu apêl ein rhaglenni ar gyfer y di-Gymraeg, aelwydydd ieithyddol cymysg a'r byddai a'r trwm eu clyw. Heb y gwasanaeth hwn ni fyddai'r cynulleidfaeodd hynny yn medru gwerthfawrogi a mwynhau ein harlwy rhaglenni. Mae'r gwasanaeth i'w dderbyn ar dudalen 888 ar Teletextun a thrwy ddulliau eraill hefyd ar raglenni cydamserol ar S4C digidol. Yn ystod 2003 fe isdeitlwyd 74.1% o'r holl oriau Cymraeg, ychydig yn is na'r targed am y flwyddyn, sef 76%. Mae hyn yn cyfateb i 1452 o oriau isdeitlau Saesneg ar y gwasanaeth analog dros y flwyddyn. Isdeitlwyd 1487.5 o oriau cyfatebol yn 2002.

Dar�ledwyd nifer o raglenni gydag isdeitlau agored, fel arfer yn ail ddarlleidiadau o ddramâu poblogaidd megis **Amdani, Treflan, Pobol y Cwm a Rownd a Rownd** yn ogystal â rhaglenni eraill.

Fe ddar�ledwyd nifer o raglenni gydag isdeitlau Cymraeg hefyd, gyda'r gwasanaeth yn wreiddiol wedi'i anelu at ddysgwyr Cymraeg, ond wedi'i addasu ers Mehefin 2003 i apelio at gynulleidfa ehangach, gan gynnwys dysgwyr, y rhai sy'n ansicr o'u Cymraeg a'r Cymry Cymraeg byddar a thrwm eu clyw. Cyrhaeddwyd y targed o 10 awr yr wythnos ac isdeitlwyd 490 awr o raglenni gwreiddiol yn 2003.

Trefnwyd fod yr isdeitlau ar gyfer y byddar a'r trwm eu clyw a ddarperir gan Channel 4 ar gael pan ddar�ledwyd y rhaglenni hynny ar S4C. Roedd disgrifiad sain ar gael ar rai rhaglenni penodol ar wasanaeth S4C digidol oedd o gymorth i'r deillion a'r rhannol ddail. Gobeithir y bydd mwy yn medru manteisio ar y gwasanaeth hwn pan fydd y dechnoleg ar gael yn rhesymol ac yn ehangach. Cyrhaeddwyd y targedau priodol ar gyfer y gwasanaeth hwn, a hefyd fe ddar�ledwyd rhaglen wedi'i harwyddo mewn BSL (British Sign Language) am hanner awr yr wythnos ar S4C digidol drwy'r flwyddyn.

### SBECTEL

Sbectel yw cylchgrawn Teletestun S4C sydd ar gael ar dudalennau Teletestun 400-499 ar y Sianel. Ceir amrywiaeth helaeth o dudalennau sy'n cael eu diweddar u'n gyson er mwyn sicrhau bod gwylwyr yn derbyn y wybodaeth ddiweddaraf am gynnwys y Sianel.

## ADDITIONAL SERVICES

### THE INTERNET AND INTERACTIVITY

There were several highlights on S4C's website during 2003, with a substantial number of programmes and events promoted. A useful catalogue of sites was established to complement S4C's portfolio of popular programmes. The **Planed Plant** site proved very popular, with children given various opportunities to interact via games and other diversions. Websites affiliated to lifestyle shows, such as **Dudley, 04 Wal and Pacio**, proved popular as well as ones for more specialist programmes such as **Y Mabinogi** and **Dechrau Canu Dechrau Canmol** and the Channel's site for Welsh learners.

There were various opportunities to take part in competitions on the web in addition to, at times, a second opportunity to view elements of some programmes such as the individual performances on **Cân i Gymru** and **WawFFactor**. The website was used to promote S4C's varied services, including programme schedules and events such as the Summer Roadshow, Welsh Learning Week and the S4C Appeal.

The weather service on S4C's website was extended during the National Eisteddfod to enable children to use the facilities to create their own maps. In addition, there were webcasts from the Urdd Eisteddfod and the Llangollen International Eisteddfod.

### SUBTITLING SERVICES

English subtitles are provided to enhance the appeal of our programmes to those who do not speak Welsh, homes where both languages are spoken, and the deaf and hard of hearing. Without this service these audiences would be unable to appreciate and enjoy our output. The service is accessed via page 888 on Teletext and also by varied means on simulcast broadcasts on S4C digidol. In 2003 74.1% of all Welsh hours were subtitled, slightly less than our target for the year, 76%. This is the equivalent of 1452 hours subtitled in English on the analogue service over the year. 1487.5 such hours were subtitled in 2002.

Many programmes were broadcast with open subtitles. Most of these were narrative repeats of popular drama series such as **Amdani, Treflan, Pobol y Cwm** and **Rownd a Rownd**.

Welsh language subtitles were also provided on many programmes. Originally aimed at Welsh learners, this service was adapted in June 2003 to appeal to a wider audience, including learners, those uncertain of their Welsh, and deaf and hard of hearing Welsh speakers. The target of providing this service for 10 hours per week was met and 490 hours of original programming was subtitled in 2003.

It was arranged that the subtitles provided by Channel 4 for the deaf and hard of hearing were available when those programmes were broadcast on S4C. An audio description accompanied some specific programmes on S4C digidol, to aid the blind and partially sighted. It is hoped that more will be able to benefit from this service when the technology is more widely available and at a more reasonable cost. The target set for this service was reached and a weekly half-hour programme signed in BSL (British Sign Language) was broadcast on S4C digidol throughout the year.

### SBECTEL

Sbectel is S4C's Teletext magazine, available on Teletext pages 400-499 on the Channel. It offers a wide range of pages constantly updated to ensure that viewers receive the latest information about S4C.



PRIF YSTAFELL REOLI S4C digidol  
MASTER CONTROL ROOM S4C digidol

## PEIRIANNEG A THECHNOLEG

Yr Adran Beirianeg a Thechnoleg sy'n gyfrifol am y cyleusterau sydd eu hangen i gynnal y swyddogaeth ddarlledu, yr adnoddau TG corforaethol, gweinyddiad a gwasanaethau'r adeiladau ac lechyd a Diogelwch.

Gwelodd 2003 welliannau pellach i adnoddau sianel ddigidol S4C, sy'nadlewyrchu'r pwysigrwydd cynyddol a fydd i S4C digidol dros y blynnyddoedd sydd i ddod. Mae'r drefn fewnol sy'n trosglwyddo hysbysebion ar y gwasanaeth analog yn awr wedi ei ymestyn yn llwyddiannus i S4C digidol hefyd.

Ymgymrywd hefyd â rhaglen sylweddol o adnewyddu ardal ddarlledu wreiddiol S4C a'r offer cludo signalau. Mae'r buddsoddiad hwn yn sicrhau y gallwn barhau i ddarparu gwasanaeth analog dibynadwy hyd at y diwrnod y caiff darlediadau analog eu diffodd.

Mae'r gofod ar gyfer graffeg, a'r adnoddau sydd ar gael yno, wedi cael eu hymestyn i ysgwyddo'r baich ychwanegol a ddaeth o du adrannau Rhaglenni, Marchnata, y Wasg a Chorfforaethol.

Cyrhaeddwyd ail gam y drefn isdeitlau newydd, sydd bellach yn darparu adnoddau ar gyfer isdeitlo mewn dwy iaith yn gyfochrog ar S4C digidol. Mae hyn yn galluogi S4C i barhau i gwrrd â'r targedau isdeitlo, sy'n cynyddu drwy'r amser, o fewn ei hadnoddau staffio presennol.

Parhaodd yr adran TG i ddatblygu BSM (Broadcast Station Management) a chafodd gwaith sylweddol ei wneud i greu prosesau ar gyfer cynhyrchu adroddiadau electronig i Ofcom. Rhoddyd ail gam yr adnewyddiad i strwythur rhwydwaith mewnol TG ar waith yn llwyddiannus. Mae hyn yn gwella'r ystwythder ac yn cynyddu'r ystod tonfeddi i gyfrifiadur pawb. Diweddarwyd y drefn e-bost a gwellwyd y mesurau diogelwch i ymateb i'r ffaith fod y dull hwn o gyfathrebu ar gynnydd drwy'r amser a bod y perygl o feirwsau ar gynnydd hefyd o'r herwydd.

Parhaodd ein hymrwymiad i hyfforddiant a darparwyd swyddi hyfforddi mewn graffeg a pheirianneg.

Mae adran gweinyddiad a gwasanaethau'r adeiladau wedi ail wampio'r maes parcio a'r ardal o gwmpas swyddfeydd S4C yng Nghaerdydd yn ddifawr. Cwblhawyd peth gwaith adeiladu yn fewnol a diweddarwyd yr arwyddion ledled y safle. Gwnaed gwelliannau i'r system awyru hefyd yn ystod y flwyddyn, yn ôl y galw.

## ENGINEERING AND TECHNOLOGY

The Engineering and Technology Department is responsible for the technical facilities required to support the broadcast function, the corporate IT facilities, administration and house services and Health and Safety.

2003 saw further improvements to S4C's digital channel facilities, reflecting the increased importance S4C digidol will assume over the coming years. The in-house system transmitting commercials on the analogue service has now been successfully extended to S4C digidol too.

A major replacement programme was also completed to the signal routing equipment and the original S4C transmission areas. This investment will ensure we can continue to deliver a reliable analogue service through to analogue switch-off.

The graphics area and its facilities have been extended to cope with the increased demand from the Programming, Marketing, Press and Corporate departments.

The new subtitles system has been rolled out to the second stage and now provides facilities for separate dual language subtitles on S4C digidol. This enables S4C to continue to meet the ever-increasing subtitle targets within existing staff resources.

The IT section continued to develop BSM (Broadcast Station Management) and considerable work has been done in creating processes to generate electronic reporting to Ofcom. Phase two of the internal IT network structure upgrade has been successfully implemented. This improves resilience and increases bandwidth to the desktop. E-mail servers have been upgraded and security measures improved to take account of the increasing use of this form of communication and the increased risk of viruses.

Our commitment to training continued with training posts provided in graphics and engineering.

The administration and house services section has undertaken considerable refurbishment works to the car park and external areas of S4C's Cardiff office. A certain amount of internal building works was completed and new signage placed throughout the site. Essential air-conditioning improvements and upgrades were also undertaken as necessary during the year.



TAITH POPTY TOUR

## YMWNEUD Â'N GWYLWYR

Mae cyfathrebu yn effeithiol gyda'n hamryw gynulleidfa oedd, mewn gwahanol ffyrdd creadigol, yn un o swyddogaethau craidd S4C ac yn ystod 2003 cynhalwyd ystod eang o ymgyrchoedd a digwyddiadau.

### NOSWEITHIAU GWYLWYR

Yn ystod 2003 cynhalwyd nosweithiau gwylwyr yn Adran Astudiaethau Theatr, Ffilm a Theledu Prifysgol Cymru Aberystwyth, canolfan Tinopolis yn Llanelli, pabell S4C ar faes yr Eisteddfod Genedlaethol ym Meifod ac yn swyddfeydd Cyngor Sir Casnewydd. Yn y cyfarfodydd hyn cafodd y cyhoedd y cyfle i holi Cadeirydd, Prif Weithredwr, a Chyfarwyddwr Rhaglenni S4C yn uniongyrchol am wahanol agweddu ar waith y Sianel.

Ar ben hynny, cynhalwyd Fforwm Ar-lein gyda Chadeirydd S4C.

### GWIFREN GWYLWYR

Mae Gwifren Gwylwyr S4C, sy'n darparu gwasanaeth gwybodaeth hollbwysig, ar gael yn ddyddiol gydol y flwyddyn i ymateb i ymholaiddau. Yn ystod 2003 derbyniwyd cyfanswm o 13,518 o alwadau ffôn, llythyrau, negeseuon ffacs a negeseuon e-bost, cynnydd ar y flwyddyn flaenorol.

### CYNRCHIADAU NEWYDD

Cynhalwyd lansiadau yn y Gorllewin a'r Gogledd ar gyfer Pobol Porthgain a Meseia Handel. Canolbwytiedd ar chwaraeon hefyd gyda lansiadau i dynnu sylw at y Cynghrair Celtaidd newydd a phencampwriaeth **Cwpan Rygbi'r Byd**.

Dangoswyd ffilm Nadolig S4C, **Siôn a Siân**, yng Ngŵyl Sgrîn Caerdydd a chynhalwyd dangosiad cyntaf ffilm arloesol Marc Evans, **Dai: Yma/Nawr** yn yr Eisteddfod Genedlaethol ym Meifod.

### HYRWYDDO Y TU HWNT I GYMRU

Er mwyn hybu arwy S4C i'r gynulleidfa y tu allan i Gymru, cynhalwyd lansiad rhaglenni'r hydref ar y cyd â SWS yn Llundain. Cynhalwyd dangosiad o **Y Mabinogi** yng nghanolfan Bafta yn Llundain. Mae gwaith ar y gweill i dargedu cynulleidfa oedd diddordeb arbennig - e.e. y rheiny sydd â diddordeb arbennig mewn cerddoriaeth a chwaraeon - y tu allan i Gymru.

### WYTHNOS DYSGU CYMRAEG

Roedd yr ymgyrch Wythnos Dysgu Cymraeg, ymgyrch sy'n cyd-fynd â rhaglenni dysgwyr y Sianel, **Welsh in a Week a cariad@iaith**, yn llwyddiant eto eleni, gyda bron i 4,000 yn cysylltu gyda ni am becynnau dysgu arbennig. Yn ystod yr wythnos aeth Nia Parry, cyflwynydd y ddwy gyfres, ar daith o amgylch Cymru gan roi gwersi Cymraeg cychwynnol i staff gwahanol gwmniau a chyrrf.

### PLANED PLANT A PLANED PLANT BACH

Cynhalwyd nifer o deithiau o amgylch Cymru yn hyrwyddo ein harlwy i blant, gan gynnwys taith ar y cyd â mudiad TWF ar ddechrau'r flwyddyn, taith haf i bedwar lleoliad, ein taith Groto Nadolig arferol, ac am y tro cyntaf, taith yn hyrwyddo canu pop, dan faner **Popty**, a drefnwyd ar y cyd gyda Bwrdd yr Iaith Gymraeg. Ymwelodd y daith hon â thros 100 o ysgolion, gan gyrraedd bron i 20,000 o blant.

### CYHOEDDIADAU

Fe barhaodd S4C i gefnogi atodiadau a thudalennau teledu y *Western Mail*, *Daily Post* a'r *Cymro*. Cynhyrchwyd cylchgrawn *ecstra!* S4C ar gyfer pobl ifanc yn fisol a *Sgrîn* yn chwarterol. Fe barhaodd S4C i gefnogi cylchgrawn *Wcw* i blant bach a *Cip* i blant oed cynradd. Yn ystod y flwyddyn darparwyd llif rheolaidd o straeon a phortreadau difyr i bapurau yng Nghymru a thu hwnt.

## RELATING TO OUR VIEWERS

Communicating effectively with our various audiences, in different creative ways, is one of S4C's core functions and during 2003 a wide range of campaigns and events were held.

### VIEWERS' EVENINGS

During 2003 viewers' evenings were held in the Department of Theatre, Film and Television Studies at University of Wales Aberystwyth, the Tinopolis TV centre in Llanelli, S4C's stand on the National Eisteddfod field at Meifod and in Newport County Council's offices. At these meetings members of the public had the opportunity to question S4C's Chair, Chief Executive and Director of Programmes directly on different aspects of S4C's work.

Additionally, an On-line Forum was held with S4C's Chair.

### VIEWERS' HOTLINE

The S4C Viewers' Hotline, which provides an all-important information service, is available daily throughout the year to answer viewers' queries. During 2003 a total of 13,518 phone calls, letters, fax messages and e-mails were received, an increase on the previous year.

### NEW PRODUCTIONS

Launches were held in West and North Wales for **Pobol Porthgain** and **Handel's Meseia**. Sport was also the focus of attention with launches held to promote the new Celtic League and the **Rugby World Cup** championship.

S4C's Christmas film, **Siôn a Siân** was screened at the Cardiff Screen Festival and Marc Evans' stirring film **Dai: Yma/Nawr** was premiered at the National Eisteddfod in Meifod.

### PROMOTION OUTSIDE WALES

In order to promote S4C's Welsh-language output to audiences outside Wales, the Channel's autumn programme launch was held jointly with SWS (Social, Welsh and Sexy) in London. A screening of **Y Mabinogi/Otherworld** was held in Bafta's centre in London. Work is underway to target specific audiences outside Wales e.g. those with a special interest in music and sport.

### WELSH LEARNING WEEK

The Welsh Learning Week campaign, which coincides with the Channel's programmes about Welsh learners, **Welsh in a Week** and **cariad@iaith**, was a success again this year, with almost 4,000 people contacting us for learner information packs. During the week, Nia Parry, who presents both series, went on a tour around Wales giving Welsh taster lessons to staff at different companies and organisations.

### PLANED PLANT AND PLANED PLANT BACH

A number of tours were held across Wales promoting S4C's children's programming, including a tour organised jointly with TWF, the organisation responsible for promoting linguistic transfer within the family, a summer tour to four locations and our annual Grotto Christmas tour. For the first time, a pop music tour, under the **Popty** brand, was held, organised jointly by S4C and the Welsh Language Board. This tour visited over 100 schools, reaching almost 20,000 children.

### PUBLICATIONS

S4C continued to support TV supplements and pages in *The Western Mail*, *Daily Post* and *Y Cymro*. S4C's magazine for young people, *ecstra!*, was published monthly and viewers' magazine *Sgrîn* quarterly. S4C supported the magazine *Wcw* for young children and *Cip* for primary school-age children. During the year a steady supply of stories and entertaining profiles were drip fed to newspapers and publications in Wales and further afield.

Mae'n gyfrifoldeb ar Awdurdod S4C, fel corff rheoleiddio'r Sianel, i sicrhau bod y gwasanaeth rhaglenni yn cydymffurfio â'r codau rheoleiddio perthnasol a gofynion statudol eraill a osodir gan y Ddeddfau Darlleddu. Yn ychwanegol i'r dyletswydd yma, mae'r Awdurdod yn cyhoeddi canllawiau ei hun ar gyfer cyflenwyr rhaglenni ar weithredu codau'r Comisiwn Teledu Annibynnol (ITC), codau sydd, erbyn hyn, yn gyfrifoldeb i'r rheoleiddiwr cyfathrebu newydd, Ofcom. Mae'r canllawiau yn mynd tu hwnt i'r codau canolog mewn perthynas â rhai agweddau arbennig o'r gwasanaeth rhaglenni, megis polisi iaith, sydd yn benodol i S4C.

Mae'r drefn reoleiddio fewnol sy'n cael ei gweithredu gan uwch swyddogion rhaglenni gyda chefnogaeth gyfreithiol, yn cael ei hatgyfnerthu gan wasanaeth arolygu allanol. Mae'r gwasanaeth monitro yn cael ei ddarparu gan Sefydliad Thomson ar y cyd â'r Adran Astudiaethau Theatr, Ffilm a Theledu ym Mhrifysgol Cymru Aberystwyth. O dan delerau'r trefniant hwn, mae holl arlwy Cymraeg S4C ar ei gwasanaeth analog yn cael ei arolygu gan dim monitro sydd hefyd yn arolygu gwasanaeth digidol S4C. Mae'r tîm hefyd yn ystyried agweddau cydymffurfiaeth all godi o ail amseru rhaglenni Channel 4 ar S4C. Mae adroddiadau misol y tîm yn cael eu hystyried gan Grŵp Cydymffurfiaeth S4C, sydd â chadeirydd annibynnol, ac sy'n cynnwys cynrchiolwyr o'r uned fonitro, yn ogystal â phrif staff perthnasol S4C.

Mae Cadeirydd annibynnol y Grŵp Cydymffurfiaeth yn cyflwyno adroddiadau i Awdurdod S4C bob mis ar berfformiad y gwasanaeth rhaglenni yng nghyd-destun materion rheoleiddio. Mae'r adroddiadau yn ystyried materion ar gydbwysedd gwleidyddol, chwaeth a gwedduster, trais, defnydd iaith ac unrhyw faterion eraill mae'r Grŵp yn credu y dylid eu hystyried gan y corff rheoleiddio.

Yn ogystal yn ystod 2003, paratowyd adroddiadau ar ddwy agwedd arbennig i'r gwasanaeth rhaglenni ar gyfer ystyriaeth yr Awdurdod. Ar sail adroddiad ar y sylw a roddwyd i'r gwahanol bleidiau yn ystod Etholiad Cynulliad Cenedlaethol Cymru yn 2003, daeth yr Awdurdod i'r casgliad bod y darlledu wedi bod yn ddiduedd, cytbwys a theg. Hefyd, derbyniwyd adroddiad ar y sylw mae gwahanol leoliadau a rhambarthau yng Nghymru yn eu cael o fewn rhaglenni Cymraeg S4C. Er bod yna rai ardaloedd o fewn y gwahanol ranbarthau yn ymddangos yn gyson ac eraill heb gael fawr o sylw, roedd yr Awdurdod yn falch o weld nad oedd unrhyw ardal wedi'i hanwybyddu'n llwyr. Roedd hefyd yn falch bod yna gydbwysedd cyffredinol rhwng y sylw a gafodd y De, y Canolbarth, a'r Gogledd.

Mae'r materion mwyaf difrifol sy'n deillio o'r gweithgareddau arolygu yn cael eu cyfeirio at yr Awdurdod. Mae penderfyniadau'r Awdurdod ar achosion o dramgyddo difrifol yn cael eu cyhoeddi yn yr Adroddiad Blynnyddol hwn. Yn ystod 2003, ystyriodd yr Awdurdod yr isod:

### UNED 5 – GWOBRYWY'R GOREUON A DDARLLEDWYD AR 3 IONAWR 2003

Ystyriwyd mater yn ymwneud â'r defnydd o Saesneg yn y rhaglen hon ar gyfer plant. Roedd yna nifer o achlysuron lle'r oedd cyflwynwyr y rhaglen yn siarad yn uniongyrchol â'r gwylwyr yn y Saesneg cyn cyflwyno'r gwobrau yn Saesneg

i'r buddugol. Penderfynodd yr Awdurdod bod y modd y defnyddiwyd Saesneg o fewn y rhaglen yn holol annerbyniol. Roedd y cwmni cynhyrchu wedi llwyddo i gydymffurfio â gofynion ieithyddol y canllawiau cydymffurfiaeth yn y gorffennol wrth gynhyrchu rhaglen debyg ac nid oedd yna unrhyw esgus am yr hyn a ddigwyddodd yn y rhaglen hon.

### Y GYFRES BANG! BANG! BANGKOK!

Ystyriwyd nifer o elfennau chwaeth a gwedduster yn ymwneud â'r gyfres **Bang! Bang! Bangkok!**. Penderfynodd yr Awdurdod nad oedd hi'n ddymuniad i ddatgan fel mater o bolisi na ddylai S4C ddarlledu rhaglenni o'r natur hyn. Roedd y math yma o raglen yn codi cwestiynau pwysig i ddarlleddwr cyhoeddus yn ogystal ag i'r tîm cynhyrchu, ond roedd yr Awdurdod yn argyhoeddedig ei bod hi'n rhan o ddyletswydd S4C i dargedu cynulleidfa ifanc a bod y pynciau a'r sefyllfaeodd y rhoddwyd sylw iddynt yn y gyfres yn debyg o fod o ddiddordeb i'r gwylwyr hyn. Er hynny, roedd yna gwestiynau wedi codi ynglŷn â rhai agweddau a welwyd yn y rhaglenni, er enghraifft, ffyrnigrwydd yr ymladd, un o'merched mewn pwllnofio wedi meddwsi, cyffuriau, ac ati. Derbyniwyd sicrwydd y swyddogion bod y cwmni cynhyrchu wedi cydymffurfio â gofynion cyfreithiol iechyd a diogelwch.

### P'NAWN DA A DDARLLEDWYD AR 5 MAI 2003

Ystyriwyd eitem yn ystod y rhaglen fyw hon pan ddarllenodd gwestai'r gerdd 'Barbeciw Drws Nesa'. Penderfynodd yr Awdurdod fod yr eitem wedi tramgyddo'r canllawiau cydymffurfiaeth. Roedd cynnwys y gerdd yn cynrychioli stereoteipio o'r math gwaethaf, roedd yn dilorni pobl ddu ac nid oedd yn dderbyniol. Er bod y cwmni cynhyrchu eisoes wedi ymddiheuro am y digwyddiad, teimlwyd yn gryw ei fod yn rhan o gyfrifoldeb golygyddol y cwmni i drefnu nad oedd y math hwn o gynnwys yn cyrraedd y sgrîn. Roedd yr Awdurdod yn disgwyl felly i'r cwmni cynhyrchu sicrhau bod yna drefn reolaeth olygyddol yn cael ei rhoi mewn lle i sicrhau na fyddai achlysur tebyg yn codi eto yn y dyfodol.

Mae hawl gan y cyhoedd i gwyno'n uniongyrchol at Awdurdod S4C ynglŷn â materion cydymffurfiaeth. Ni chyflwynwyd unrhyw gwynion gerbron yr Awdurdod yn ystod 2003.

Hyd at ddiwedd Rhagfyr 2003, roedd y Comisiwn Safonau Darlledu hefyd yn archwilio cwynion sy'n deillio o raglenni a ddarlledir ar S4C. Yn ystod 2003, fe ddedfrydodd y Comisiwn ar gwynion mewn perthynas â'r canlynol:

- **Planed Plant** – 'Chydig o Ddrygioni - a ddarlleddwyd ar 23 Gorffennaf 2002 – Safonau (deunydd anaddas i blant) – Cwyn wedi'i datrys.
- **The Ultimate Chart** a ddarlleddwyd ar 30 Tachwedd 2002 – Iaith Anweddus – Gwrthodwyd y gwyn.
- **More Sex Tips for Girls** a ddarlleddwyd ar 3 Rhagfyr 2002 – Chwaeth a Gwedduster – Gwrthodwyd y gwyn.
- **Y Byd ar Bedwar** a ddarlleddwyd ar 26 Chwefror 2003 – Triniaeth Annheg – Gwrthodwyd y gwyn.

O Ionawr 2004 ymlaen trosglwyddwyd cyfrifoldebau'r Comisiwn i archwilio cwynion sy'n ymwneud â'r codau darlledu i Ofcom.

## BROADCASTING COMPLIANCE AND COMPLAINTS

As the regulatory body for S4C, it is the responsibility of the S4C Authority to ensure that the programme service complies with the relevant regulatory codes and other statutory requirements as specified by the Broadcasting Acts. In furtherance of this duty, the Authority publishes its own guidelines for programme suppliers on implementing the Independent Television Commission (ITC) programme codes, codes which are by now the responsibility of the new regulatory body Ofcom. The guidelines go beyond the central codes in certain aspects of the programme service, such as language policy, which are specific to S4C.

S4C's internal regulatory procedures for ensuring compliance with the programme codes, which are implemented by S4C's commissioning team with legal support, are reinforced by an external monitoring service. The monitoring service is provided by the Thomson Foundation and the Department of Theatre, Film and Television Studies at the University of Wales Aberystwyth. Under the terms of this arrangement, a monitoring team reviews all S4C's Welsh-language output on analogue as well as S4C's digital service. It also considers the compliance aspects of rescheduling Channel 4's programmes on S4C. The team's monthly reports are considered by S4C's Compliance Group which has an independent chair and which consists of representatives of the monitoring group, along with relevant senior staff at S4C.

The Compliance Group's independent Chair reports to the S4C Authority every month on the programme service's performance in respect of compliance with the guidelines. Reports cover matters of political balance, taste and decency, violence, the use of language, unjust or unfair treatment in programmes and any other issue the Group believes should be considered by the regulatory body.

During 2003, reports were also compiled for the Authority's consideration on two specific aspects of the programme service. On the basis of a report on the coverage given to the various parties during the National Assembly for Wales Election campaign in 2003, the Authority concluded that the coverage had been unbiased, balanced and fair. The other report received looked at the attention paid to various locations and regions in Wales within S4C's Welsh-language output. Although certain areas within the various regions featured regularly, while others received little attention, the Authority was pleased to note that no region was totally ignored. It was also pleased with the general balance achieved in reflecting South, Mid and North Wales.

The most serious issues arising from the monitoring activities are passed on to the Authority and the Authority's ruling in cases of serious breaches is published in this Annual Report.

During 2003, the Authority considered the following:

### UNED 5 – GWOBRYWY'R GOREUON

#### BROADCAST 3 JANUARY 2003

Consideration was given to the use of English in this children's programme. On several occasions, the programme presenters spoke directly to viewers in English prior to presenting a prize in English to a winner. The Authority ruled that the way in which the English language had been used in the programme

was wholly unacceptable. In producing a similar programme in the past, the production company had succeeded in abiding by the linguistic requirements of the compliance guidelines and there was, therefore, no excuse for what happened in this programme.

### THE SERIES BANG! BANG! BANGKOK!

Several issues of taste and decency were discussed in the context of *Bang! Bang! Bangkok!*. The Authority decided it did not wish to make a declaration of policy stating that S4C should not broadcast programmes of this nature. This kind of programme raised important questions for a public service broadcaster as well as the production team, but the Authority was convinced that targeting a young audience was part of S4C's responsibility and that the situations and topics featured in this series were of interest to those viewers. Nonetheless, questions were raised regarding some aspects of the programmes, for example the ferocity of the fighting, one of the girls inebriated in a swimming pool, drug taking etc. The assurances given by executives that the production company had complied with statutory health and safety regulations were accepted.

### P'NAWN DA BROADCAST 5 MAY 2003

The item under consideration in this programme was the reading of a poem, 'Barbeciw Drws Nesaf', by one of the guests. The Authority ruled that the item had transgressed compliance guidelines. The poem constituted stereotyping of the worst order; it ridiculed black people and was not acceptable. Although the production company had already apologised for the incident, it was strongly felt that ensuring this kind of material did not reach the screen formed part of the company's editorial responsibility. Therefore, the Authority expected the production company to ensure that an editorial control structure was established to guard against a similar incident ever happening again.

The public has a right to complain directly to the S4C Authority regarding matters of compliance. No such complaint was presented to the Authority during 2003.

Until the end of December 2003, the Broadcasting Standards Commission also investigated complaints derived from programmes broadcast by S4C. During 2003, the Commission ruled on complaints relating to the following:

- **Planed Plant** – 'Chydig o Ddrygioni – broadcast 23 July 2002 – Standards (material inappropriate for children) – Complaint resolved.
- **The Ultimate Chart** broadcast 30 November 2002 – Foul Language – Complaint rejected.
- **More Sex Tips for Girls** broadcast 3 December 2002 – Taste and Decency – Complaint rejected.
- **Y Byd ar Bedwar** broadcast 26 February 2003 – Unfair treatment – Complaint rejected.

As from January 2004, the Commission's responsibility to investigate complaints relating to broadcasting codes has been transferred to Ofcom.

## S4C MASNACHOL

S4C Masnachol yw is-gwmni masnachol S4C. Trwy S4C Rhyngwladol, mae'n gyfrifol am greu incwm ychwanegol i'r darlleddwr trwy hysbysebion, nawdd, cyd-gynyrchiadau a gwerthiant rhaglenni. Trwy ei is-gwmni S4C2 Cyf., mae'n cynnig gwasanaeth rheoli sianelau i gyrrf allanol ac mae'n berchen ar draean o gwmni SDN, drwy ei is-gwmni S4C Digital Media Ltd.

Ar yr wyneb bu 2003 yn flwyddyn lwyddiannus i S4C Masnachol. Mae pethau ar i fyny i SDN ac fe gynyddodd ein trosglwyddiad i'r gronfa gyhoeddus o £2,572,407 yn 2002 i £4,608,000 yn 2003.

### SDN

Mae SDN yn dal trwydded i ddarparu gwasanaethau ar un o'r chwe phlethiad teledu digidol daearol, ar draws y Deyrnas Gyfunol. Yn ystod 2003 llwyddwyd i sicrhau cytundebau hir dymor gyda BBC Radio 1 – 4, Turner Classic Movies, Disney Daytime, Bid-up.TV, Teletext Holidays ac EMAP Radio. Fe weddnewidiodd y cytundebau hyn sefyllfa'r cwmni ac ym mis Chwefror 2004 gallai'r cyfarwyddwyr gyhoeddi fod y cwmni bellach yn gwneud elw, a bod y cyfnod o fuddsoddi gan y cyfranddalwyr wedi dod i ben. Yn ystod y flwyddyn hon bydd y cwmni'n cychwyn ad-daliadau yn ôl i'r perchnogion, gan gynnwys S4C.

Fe fydd 2004 eto yn flwyddyn bwysig i SDN oherwydd y mae nifer o ddatganiadau ar fin cael eu gwneud gan Ofcom a'r Llywodraeth ynglŷn â phryd, lle ac ar sawl trosglwyddydd y bydd y signal analog yn cael ei ddifffodd. Fe fydd hyn i gyd yn effeithio ar SDN, ond yn awr mae'r cwmni yn sefydlog ac yn gallu chwarae rhan flaenllaw yn y penderfyniadau a'r strategaeth sydd i ddod.

## S4C RHYNGWLADOL

Yn y prif gwmni, S4C Rhyngwladol Cyf., cafwyd blwyddyn o ganlyniadau amrywiol. Gwelwyd gostyngiad yn ein hincwm hysbysebu o £8.9m yn 2002 i £7.5m yn 2003, gan adlewyrchu gostyngiad mewn cyfrannau gwyllo yn sgil cystadleuaeth gynyddol.

Bu gostyngiad bychan yn ein hincwm nawdd gan gwsmeriaid Prydeinig yn ystod y flwyddyn. Llwyddwyd i ddenu incwm cymedrol oddi wrth y farchnad leol sy'n adlewyrchu yr atyniad i fusnesau lleol noddi ein rhaglenni.

Y mae gallu S4C Rhyngwladol i werthu rhaglenni'r Sianel oddi cartref yn llwyddiannus. Yn ystod y flwyddyn lansiwyd 20 awr o gyd-gynyrchiadau newydd ar y farchnad ryngwladol. Yn eu plith roedd rhaglenni dogfen megis **Pwy Ysgrifennodd y Testament Newydd?** (Opus), Aur (Tinopolis), Yn Ôl i'r Dyfodol (Wild Dream Films) a Nefoedd ar y Ddaear (Tile Films).

Yn ystod y flwyddyn fe gydgynhyrchwyd rhaglenni gyda darlleddwyr o bob cwr o'r byd. Mae nifer fawr o brif ddarlleddwyr a chwmniau cynhyrchu yn gysylltiedig â'r cynyrchiadau hyn gan gynnwys Discovery Channel, Arts & Entertainment Networks, History Television yn yr Unol Daleithiau, France 5, ZDF yn yr Almaen, RTE a TG4 yn Iwerddon ac ABC Awstralia. Gwerthwyd rhaglenni gan S4C Rhyngwladol i dros 80 o wledydd o gwmpas y byd.

Nid trostant a gwerthiant yw'r unig beth mae'r llwyddiant hyn yn ei ddwyn i Gymru. Mae'r *kudos* a'r enw da mae partneriaethau o'r fath yn eu llwytho ar Gymru, ein cynhyrchwyr annibynol ac ar S4C yn werthfawr tu hwnt, a'r nod yn y tymor hir yw adeiladu ar y seiliau hyn. Mae'r esiampl o S4C Rhyngwladol a Hit Entertainment plc. yn cydgynhyrchu pumed gyfres **Sam Tân** yn un sy'n cynrychioli yn union yr hyn yr ydym am ei wneud yn y maes hwn.



PWY YSGRIFENNODD Y TESTAMENT NEWYDD?  
WHO WROTE THE NEW TESTAMENT?

## S4C2 CYF.

S4C2 Cyf. yw'r endid cyfreithiol sy'n sicrhau'r defnydd masnachol gorau o unrhyw ofod sbâr ar y llwyfannau digidol. Fe fu TV You yn gwsmer i ni drwy gydol y flwyddyn, er y bydd y cytundeb hwn yn dod i ben ym mis Gorffennaf 2004. Byddwn yn chwilio am ddarlleddwr arall i gymryd ei le.

Rhagolygon cymysg sydd yna felly i S4C Masnachol yn 2004. Mae ein hincwm hysbysebu yn debyg o leihau eto ac mae'r farchnad rheoli sianelau yn mynd i fod yn fwy cystadleuol. Ar y llaw arall, y gobaith yw y byddwn yn llwyddo i sicrhau a gwerthu mwy o oriau cydgynhyrchu ac y bydd SDN yn cynhyrchu elw digonol i ganiatâu ad-daliadau i'r perchnogion am y tro cyntaf.

Wyn Innes  
RHEOLWR GYFARWYDDWYR

## S4C MASNACHOL

S4C Masnachol is S4C's commercial subsidiary. Via S4C International, it is responsible for generating additional income for the broadcaster through advertisements, sponsorship, co-productions and programme sales. Through its subsidiary S4C2 Ltd., it offers a channel management service to external bodies and owns one third of SDN through its subsidiary company S4C Digital Media Ltd.

On the face of it, 2003 was a successful year for S4C Masnachol. SDN is buoyant and we transferred £4,608,000 to the public fund in 2003 compared with £2,572,407 in 2002.

### SDN

SDN is licensed to provide services on one of the six terrestrial digital television multiplexes across the UK. During 2003, long-term contracts were secured with BBC Radio 1 – 4, Turner Classic Movies, Disney Daytime, Bid-up.TV, Teletext Holidays and EMAP Radio. These contracts transformed the company and in February 2004 the directors announced that the company was in profit and that the period of investment by shareholders was at an end. During the current year, the company will begin to repay its owners, including S4C.

2004 will again be an important year for SDN, as a number of announcements are expected shortly from Ofcom and the Government regarding analogue switch-off – when it is proposed to begin, where it will start and how many transmitters will initially be involved. All this will affect SDN, but the company is now stable and capable of playing a prominent part in the impending decisions and strategies.

### S4C INTERNATIONAL

It was a year of mixed fortunes for the main company, S4C International Ltd. Advertising revenue fell from £8.9m in 2002 to £7.5m in 2003, reflecting the drop in viewing share created by increased competition.

Although sponsorship revenue from UK customers fell slightly during the year, the company succeeded in attracting a reasonable income from the local market, which reflects the fact that sponsoring our programmes is seen as an attractive proposition by local businesses.

S4C International's capacity for overseas sales continues to be successful. During the year, 20 hours of new

co-productions were launched on the international market. Amongst these were documentaries such as *Who Wrote the New Testament?* (Opus), *Gold* (Tinopolis), *Ancient Discoveries* (Wild Dream Films) and *Heaven on Earth* (Tile Films).

Programmes were co-produced with broadcasters from all over the world during the year. Many leading broadcasters and production companies were involved in these productions, including Discovery Channel, Arts & Entertainment Networks, History Television in the US, France 5, ZDF in Germany, RTE and TG4 in Ireland and ABC Australia. S4C International sold programmes to over 80 countries worldwide.

This success represents more than just turnover and sales for Wales. The kudos and reputation such partnerships generate for Wales, our independent producers and S4C are invaluable and our aim is to build on these firm foundations. The co-production between S4C International and Hit Entertainment plc. of a fifth series of *Fireman Sam* epitomises what we hope to achieve in this field.

### S4C2 LTD.

S4C2 Ltd. is the legal entity which ensures the best commercial use of any spare capacity on the digital platforms. TV You was a customer throughout the year, although this contract ends in July 2004. Another broadcaster will be sought to take its place.

S4C Masnachol faces another difficult year in 2004. Advertising revenue is likely to decrease further and the channel management market will become increasingly competitive. On the other hand, our hope is to secure and sell more hours of co-production and see SDN generate enough revenue to enable the owners to receive repayments for the first time.



Wyn Innes  
MANAGING DIRECTOR



ROYAL ACADEMY  
OF MUSIC

DIEU ET

MON DROIT

YORK GATE  
*Collections*



## ADNODDAU DYNOL

### STAFFIO

Ffarweliwyd â dau aelod o'r Tim Rheoli yn ystod y flwyddyn. Ymadawodd Chris Grace, Cyfarwyddwr Animeiddio S4C, ar ôl 22 mlynedd o wasanaeth disglaire. Rhoddodd Huw Eirug y gorau i'w swydd fel Cyfarwyddwr Rhagleni ar ôl wyth mlynedd gyda'r Sianel, chwech ohonynt yn y swydd honno a'r cyfnod cyn hynny fel Comisiynydd Adloniant Ysgafn. Penodwyd Iona Jones yn Gyfarwyddwr Rhagleni ac ymunodd hi â'r Sianel ar 1 Medi. Dychwelodd i S4C ar ôl tair blynedd gyda HTV lle bu'n gweithio fel Cyfarwyddwr Materion Corfforaethol.

### HYFFORDDIANT

Mae S4C yn ymfalchi yn y pwyslais sy'n cael ei roi ar hyfforddi a datblygu ei staff a llwyddwyd i adennill gwobr Buddsoddwyr Mewn Pobl yn 2003. Ymhlieth y ddarpariaeth ar gyfer Cyllun Hyfforddiant 2003 roedd cyfres o gyrsiau i reolwyr ar bynciau megis rheoli perfformiad, rheoli prosiect, annog sgiliau arwain, negydu a marchnata yn ogystal â chyrsiau mwy cyffredinol megis cymryd cofnodion a hybu sgiliau cyfrifiadurol. Bu 19 aelod o staff yn mynychu gwersi Cymraeg yn wythnosol a chefnogwyd 8 o staff i ennill dystysgrifau proffesiynol mewn colegau lleol.

### YSGOLORIAETHAU

Hysbysebwyd Ysgoloriaethau S4C gyda'r bwriad o hybu dawn, creadigrwydd a thalent yng Nghymru. Ehangwyd y rhwyd y tro hwn. Yn ogystal â chynnig nawdd i fyfyrwyr ôl-raddedig oedd yn gobeithio cyfrannu i'r diwydiant, rhoddwyd y cyfle i rai oedd eisoes yn gweithio o fewn y diwydiant i fynychu cyrsiau, dilyn cyfnodau datblygu a chael eu mentora. Yr enillwyr oedd:

- Caryl Hughes o Aberdaron. Cantores Opera yw Caryl sydd yn bwriadu mynychu'r Academi Gerdd Frenhinol yn Llundain.
- Daniel Hughes o Wrecsam, clarinettydd a fydd yn mynychu'r Coleg Cerdd Frenhinol yn Llundain.
- Gwyddno Dafydd, sydd i dderbyn profiad gwaith a mynychu cyrsiau ym maes cynhyrchu rhagleni dogfen.

Enillodd Ruth Woodward o Abertawe Wobr T Glynne Davies, tra bydd Sarah Lynne Childs o Fachynlleth yn dilyn MA Diploma mewn Cynhyrchu ym Mhrifysgol Bangor.

### POLISIAU NEWYDD

Daeth deddf newydd i rym ar 1 Rhagfyr 2003 yn gwahardd gyrrwr rhag dal a defnyddio ffôn symudol wrth yruru. Hysbyswyd staff S4C o'r ddeddfwriaeth newydd.

## HUMAN RESOURCES

### STAFFING

We bade farewell to two members of the Management Team during the year. Chris Grace, S4C's Director of Animation, left after 22 years of glittering service. Huw Eirug left the Channel after eight years, six of those as Director of Programmes and the period prior to that as Commissioning Editor Light Entertainment. Iona Jones joined the Channel on September 1 as the new Director of Programmes, returning to S4C after three years with HTV, where she was Director of Corporate Affairs.

### TRAINING

S4C is proud of the emphasis placed on training and staff development and in 2003 the Channel succeeded in re-gaining an Investors in People award. Seminars for managers on topics such as performance, project management, leadership skills, negotiating and marketing were among the training schemes provided in 2003, alongside other, more general courses, such as minute taking and computer skills. Nineteen members of staff attended weekly Welsh classes and eight employees gained professional qualifications from local colleges.

### SCHOLARSHIPS

S4C's Scholarships were advertised with the aim of promoting talent and creativity in Wales. This time, the net was cast even wider. As well as offering financial aid to post-graduate students hoping to contribute to the industry, those already working in the media were also given a chance to attend courses, further their career development and benefit from mentoring. The winners were:

- Caryl Hughes from Aberdaron. Caryl is an opera singer who intends to study at the Royal Academy of Music in London.
- Daniel Hughes, a clarinettist from Wrexham, will attend the Royal College of Music in London.
- Gwyddno Dafydd will gain work experience and attend appropriate courses related to documentary making.

Ruth Woodward from Swansea won the T Glynne Davies prize and Sarah Lynne Childs will study for an MA Diploma in Production at Bangor University.

### NEW POLICIES

A new law came into being on 1 December 2003 banning drivers from holding a mobile telephone while driving. All staff members were informed of this legislation.



ELUSEN 2003 CHARITY WALK

## CYFRANIADAU YCHWANEGOL

Mae Cynllun Corfforaethol S4C yn nodi'r amcan cysylltiol o "weithio gydag eraill er mwyn hyrwyddo creadigrwydd disglaire a datblygu a chryfhau'r diwydiant cyfathrebol yng Nghymru."

### NAWDD

Gweithredwyd rhaglen nawdd gwerth £91,000 i roi cymorth i weithgareddau nifer o gyrrf sydd ag amcanion cyfochrog â rhai S4C. Ymysg y mudiadau a dderbyniodd gymorth roedd:

**GWYL SGRÎN CAERDYDD**

**GWYL DELEDU CAEREDIN Y GUARDIAN**

**RTS - CAMBRIDGE**

**GWOBRAU CYMRAES Y FLWYDDYN**

**URDD GOBAITH CYMRU**

**FFRESH**

**SGRÎN**

**GWYL FFILM POBL DDU CYMRU**

**CHWARAE TEG**

**SKILLSET**

Cyfrannwyd hefyd £100,000 i Gerddorfa Genedlaethol Cymru y BBC

### ANIMEIDDIO

Cefnogwyd Cartoon Forum Masters a Chynllun Byrion/Byrion Byr, ar y cyd â Sgrîn. Mae'r cynllun yn cynnig cyfle i animeiddwyr gynhyrchu ffilmiau rhwng 30 eiliad a 5 munud o hyd. Dangoswyd y ffilmiau yng Ngwyl Sgrîn Caerdydd. Hefyd yn ystod yr wyl fe gynhalwyd noson arbennig i ddathlu un mlynedd ar hugain o'r diwydiant animeiddio yng Nghymru ac i dalu teyrnged i Chris Grace, Cyfarwyddwr Animeiddio'r Sianel, ar ei ymddeoliad.

Yn ystod 2003 fe gynhaliodd S4C brosiect peilot animeiddio chweched dosbarth mewn partneriaeth â Cyfle gyda chefnogaeth ariannol ELWA mewn deg o ysgolion ledled Cymru.

### ACEN

Mae Acen yn cynorthwyo S4C i adnabod anghenion dysgwyr. Mae Acen yn llunio deunydd wrth gefn ac yn hyrwyddo rhaglenni drwy'r we ac mewn print. Mae'r corff hefyd yn rhoi cyngor arbenigol i gwmniau annibynnol sy'n darparu rhaglenni ar gyfer dysgwyr.

### CYFLE

Mae S4C yn cefnogi datblygu talent a sgiliau o fewn y cyfryngau trwy gyfrannu at waith corff hyfforddi y diwydiant teledu yng Nghymru, Cyfle.

### URDD

Yn ystod Eisteddfod Genedlaethol yr Urdd Tawe, Nedd ac Afan 2003, yn rhinwedd ei rôl fel partner teledu'r digwyddiad, fe gytunodd S4C bod aelod o Adran y Wasg y Sianel yn cynorthwyo trefnwyr yr Eisteddfod i hyrwyddo'r holl gystadlaethau, cynherddau a sioeau i'r wasg a'r cyfryngau.

### ELUSENNAU

Yn 2003 y ddwy hosbis i blant yng Nghymru, Tŷ Hafan a Thŷ Gobaith, oedd ffocws Apêl Elusennol S4C ac yn ystod y flwyddyn cynhalwyd ystod o weithgareddau codi arian. Arweiniodd Iolo Williams daith gerdded nodedig, o safle Tŷ Gobaith ger Conwy i Dŷ Hafan yn Sili, Bro Morgannwg, a recordiwyd fersiwn arbennig gyda llu o sêr, yn eu plith Bryn Terfel a Shân Cothi, o'r gân Hafan Gobaith. Darlledwyd wythnos o raglenni arbennig yn ystod mis Mehefin ac ar ddiwedd y flwyddyn llwyddwyd i godi dros £155,000 ar gyfer y ddwy elusen.

## ADDITIONAL CONTRIBUTIONS

S4C's Corporate Plan states the related aim of "working with others to promote creative excellence and to develop and strengthen the communications industry in Wales."

### SPONSORSHIP

A sponsorship programme worth £91,000 was implemented, which gave support to the activities of a number of organisations with similar aims to those of S4C. The following organisations were among those to receive support:

**CARDIFF SCREEN FESTIVAL**

**THE GUARDIAN EDINBURGH TV FESTIVAL**

**RTS – CAMBRIDGE**

**WELSH WOMAN OF THE YEAR AWARDS**

**URDD GOBAITH CYMRU**

**FFRESH**

**SGRÎN**

**BLACK WELSH FILM FESTIVAL**

**CHWARAE TEG**

**SKILLSET**

A contribution of £100,000 was made to the BBC National Orchestra of Wales.

### ANIMATION

S4C, alongside Sgrîn, supported the Cartoon Forum Masters and the Shorts/Short Shorts scheme. This scheme offered animators the opportunity to produce films between 30 seconds and five minutes in length. The films were screened during the Cardiff Screen Festival. Additionally, during the festival, a special evening was held to celebrate 21 years of the animation industry in Wales and to pay tribute to Chris Grace, the Channel's Director of Animation, on his retirement.

During 2003 S4C held a sixth form pilot animation project in partnership with Cyfle, with financial support from ELWA, in ten schools across Wales.

### ACEN

Acen assists S4C in recognising the needs of Welsh learners. Acen prepares background material and promotes programmes via the web and print. It also gives specialist advice to independent companies which provide programmes for learners.

### CYFLE

S4C supports talent and skills development within the media by contributing to the work of the TV industry's training body in Wales, Cyfle.

### URDD

During the 2003 Tawe, Neath and Afan National Urdd Eisteddfod, in its capacity as television partner to the event, S4C agreed that a member of the Channel's Press Office assist Eisteddfod organisers with the promotion of the week-long series of competitions, concerts and shows to the press and media.

### CHARITIES

In 2003 the two hospices for children in Wales, Tŷ Hafan and Tŷ Gobaith, were the focus of S4C's Charity Appeal and during the year a range of fund-raising activities were held. Presenter Iolo Williams led an epic sponsored walk from the Tŷ Gobaith site near Conwy to Tŷ Hafan in Sully, the Vale of Glamorgan, and a special version of the charity song Hafan Gobaith was recorded with a host of stars including Bryn Terfel and Shân Cothi. A week of special programmes was broadcast during June and at the end of the year more than £155,000 had been raised for the charities.

## MESUR CYNULLEIDFA

Mae S4C yn tanyssgrifio i BARB (Broadcasters' Audience Research Board), sy'n gyfrifol am ddarparu ffigyrâu cynulleidfa oedd teledu dros y Deyrnas Unedig. O fewn Cymru, mae gan S4C banel ychwanegol o 200 o gartrefi er mwyn dadansoddi patrymau gwyliau siaradwyr Cymraeg ac i asesu'r gwahaniaethau rhanbarthol mewn lefelau gwyliau, sy'n creu cyfanswm o 540 o gartrefi ar banel S4C. Arolygir hyn ar ran S4C gan RSMB. Cyflwynwyd panel newydd sbon yn Ionawr 2002 a bu trafodaethau trwy gydol 2002 ynghylch diliwrwydd y data am siaradwyr Cymraeg.

Parhaodd y trafodaethau gyda BARB a'i is-gontractwyr ynglŷn â phanel ychwanegol S4C trwy gydol 2003, gyda'r bwriad o ddatrys y materion hyn. Yn dilyn cyflwyno cwestiwn Arolwg Sefydliad newydd ym mis Ionawr 2003, mae panel S4C o fis Rhagfyr 2003 ymlaen wedi ei bwysoli er mwyn adlewyrchu'n fwy cywir y data gorau sydd ar gael ar yr iaith a siaredir ar yr aelwyd.

## YMATEB CYNULLEIDFA

Fe barhaodd Panel Ymateb Cynulleidfa S4C, sy'n cynnwys 1,500 o ymatebwyr ac sy'n cael ei redeg gan NOP, i roi adborth rheolaidd i ni ar raglenni, ynghyd â Mynegai Gwerthfawrogiad misol. Ymhlið y pynciau dan sylw yn 2003 roedd isdeitlau, sioeau talent, amserlenni rhaglenni a nifer o gwestiynau am raglenni penodol. Gwahoddwyd ymatebwyr i ddatgan pa raglenni yn benodol ar unrhyw sianel a greodd argraff arnynt (cadarnhaol neu negyddol) a bu'r sylwadau hyn yn hynod ddefnyddiol.

Defnyddir Mynegai Gwerthfawrogiad i gymharu perfformiad rhaglenni S4C gyda pherfformiad rhaglenni sianelau eraill. Sgôr allan o 100 yw'r Mynegai Gwerthfawrogiad a Bennwyd i ddangos lefel mwynhad y gynulleidfa o raglenni. Sgôr Gwerthfawrogiad ar gyfartaledd yw 75. Yn ystod y flwyddyn, mewn wyth allan o 18 o fathau o raglenni, roedd rhaglenni Cymraeg S4C yn cael eu gwerthfawrogi'n fwy na rhaglenni sianelau eraill gan siaradwyr Cymraeg. Mewn tri categori, ystyriwyd bod rhaglenni S4C gystal â rhaglenni'r holl sianelau eraill, tra mewn saith categori roedd rhaglenni S4C ar raddfa is. Fodd bynnag, yn y categoriâu is hyn roedd Sgôr Gwerthfawrogiad S4C yn 75 neu'n uwch ac roedd rhai o'r gwahaniaethau yn fach iawn.

## DADANSODDI AGWEDDAU

Cynhaliwyd cyfres o grwpiau trafod bum gwaith yn ystod y flwyddyn i roi adborth i ni ar ystod eang o raglenni, yn ogystal ag amserlenni a materion eraill megis effeithiolrwydd marchnata. Roedd hefyd yn ffordd werthfawr o fonitro ymatebion gwahanol garfanau o'n gwylwyr a ddynodwyd gan ddadansoddi agweddu mewn blynnyddoedd blaenorol. Mae'r paneli yn cynnig dull parhaus o ganfod barn y gynulleidfa ac o ddeall beth sy'n well ganddynt o ran rhaglenni. Yn hytrach na gor-lywio'r drafodaeth, mae ymatebwyr yn y grwpiau yn rhydd i wneud sylwadau am bynciau o'u dewis yn ystod y sesiynau, dull sy'n galluogi S4C i weld pa bynciau sydd fwyaf pwysig ym marn y gwylwyr.

Mewn prosiect ar wahân, profwyd dau fformat adloniant newydd yn ystod y flwyddyn, ac mae'r ymchwil a gynhyrchwyd yn ei sgil wedi cynnig adborth gwerthfawr ar holl elfennau'r rhaglenni. Cynhaliwyd prosiect ar ddarlledu rygbi tua diwedd y flwyddyn. Canolbwytiodd ar farn y gynulleidfa am raglenni **Cwpan Rygbi'r Byd** S4C yn benodol, yn ogystal â rhoi adborth i ni ar raglenni rygbi arferol y Sianel.

## TRACIO DELWEDD

Teirgwaith y flwyddyn, fe ofynnir i 1,000 o bobl gan y cwmni ymchwil annibynnol SPA, i nodi i ba raddau y maent yn cytuno neu'n anghytuno gyda chyfres o ddatganiadau am wahanol sianelau teledu. Mae'r datganiadau, sy'n ceisio mesur newidiadau mewn canfyddiad gwylwyr o swyddogaethau sianelau, yn aros yr un peth bob tro. Yr hyn sydd o ddiddordeb, felly, yw graddfa'r newid mewn ymateb i S4C dros amser, ynghyd ag unrhyw newidiadau yn y canfyddiadau o sianelau eraill dros gyfnodau tebyg.

Fe barhaodd yr ymateb i S4C yn bositif iawn o ran ei hapêl ganfyddiadol ymhlið siaradwyr Cymraeg, ac o safbwyt ei phwysigrwydd i'r iaith Gymraeg. Gwelwyd cynnydd hefyd yn y canfyddiad fod y sianel wedi gwella. Dros y flwyddyn cafwyd cynnydd yn y canran o siaradwyr Cymraeg a gytnai fod y Sianel yn "dueddol o ddangos rhaglenni ar amser cyfleus i fi" a bod y Sianel yn cynrychioli Cymru ac yn "dangos rhaglenni am fy ardal i o Gymru."

## GWEITHIO GYDAG YSGOLION

Yn ystod y flwyddyn ymwebdd ein Swyddog Ymchwil Ysgolion â chwe ysgol gynradd a chwe ysgol uwchradd er mwyn asesu ymateb plant o bob oedran i ystod eang o bynciau trafod. Profwyd tair rhaglen beilot mewn prosiectau ar wahân, a chynhaliwyd ymchwil gynhwysfawr i un rhaglen blant reolaidd. Tua diwedd y flwyddyn, cynhaliwyd prosiect ar amserlenni ar y penwythnos ac ar arferion byw plant, yn ogystal â phrosiect arall ar effeithiolrwydd taith hyrwyddo gerddoriaeth bop a gynhaliwyd ar y cyd rhwng S4C a Bwrdd yr Iaith Gymraeg.

## DYSGWYR

Ymchwiliwyd i agweddau dysgwyr yr iaith eto eleni trwy holi'r rheiny a dderbyniodd becyn gwybodaeth **Welsh in a Week** am eu rhesymau dros ddysgu'r Gymraeg a'u hymateb i'r rhaglen. Fe ysbrydolodd y gyfres, a'r pecyn gwybodaeth, nifer ohonynt i gymryd y camau cyntaf i ddysgu'r iaith, neu eu gwneud yn fwy hyderus wrth siarad yr iaith. Roedd hefyd lefel uchel o werthfawrogiad o ddefnyddioldeb rhaglenni S4C yn gyffredinol wrth ddysgu'r Gymraeg, a galw am fwy o raglenni ar gyfer dysgwyr ar y Sianel.

## AUDIENCE MEASUREMENT

S4C is a subscriber to BARB (Broadcasters' Audience Research Board), which is responsible for the provision of television audience figures across the United Kingdom. Within Wales, S4C has a boost panel of 200 homes in order to analyse the viewing patterns of Welsh speakers and to assess regional variations in viewing levels, making a total S4C panel of 540 homes. This is overseen for S4C by RSMB. A brand new panel was introduced in January 2002, and discussions throughout 2002 centred on the validity of the data on Welsh speakers.

Discussions with BARB and its sub-contractors regarding S4C's boost panel continued during 2003 with a view to resolving these issues. Following the introduction of a new Establishment Survey question in January 2003, the S4C panel has from December 2003 been weighted so as to more accurately reflect the best available data on the language spoken at home.

## AUDIENCE REACTION

S4C's Audience Reaction Panel of 1,500 respondents, run by NOP, continued to supply us with regular feedback on programmes, together with monthly Appreciation Indices. Reactions were sought in 2003 about subtitles, talent shows, programme scheduling and to many questions on specific programmes. Respondents were also invited to state which programmes in particular on any channel made an impact (either positive or negative) on them, and these comments have proved very useful.

Appreciation Indices are used to compare programme performance with that of other channels. An Appreciation Index is a score out of 100 indicating programme enjoyment. An average AI score is 75. During the year, in eight out of eighteen programme genres, S4C's Welsh language programmes were more highly appreciated by Welsh speakers than those of all other channels. In three categories, S4C's programmes were considered equal to those of all channels while in seven categories, they were rated lower. In all of these lower categories, however, the S4C appreciation scores were 75 or higher, and some of the differences very small.

## ATTITUDINAL ANALYSIS

A Rolling Panel series of group discussions, conducted five times a year, continued to give us feedback on a wide range of programmes, as well as on scheduling and other issues such as the effectiveness of marketing. It also provided a valuable means of monitoring the responses from different segments of viewers identified by attitudinal research in previous years. The Panels offer a continuing method of ascertaining the audience's views and preferences in respect of the programme service. Rather than over-prescribing the areas of discussion, respondents in these groups are allowed to comment freely on issues of their choice during the course of the sessions, a method that allows S4C to see which issues are most pressing in viewers' eyes.

In a separate project, two new entertainment programme formats were tested during the year, and the research provided valuable feedback on all the programme elements. A project on rugby coverage was also conducted towards the end of the year. This looked at the audience's opinion on the Rugby World Cup coverage in particular, as well as giving us feedback on S4C's usual rugby coverage.

## IMAGE TRACKING

Three times a year, 1,000 people are asked by an independent research company, SPA, to note their degree of agreement or non-agreement with a series of statements about different television channels. The statements, which seek to measure changes in viewers' perceptions of channels' rôles, remain the same each time. Thus, the interest lies in the degree of change in response to S4C over time, in conjunction with any changes in perceptions of other channels over similar periods.

Response to S4C remained very positive in terms of its perceived appeal among Welsh speakers, and of its importance to the Welsh language. There was also an increase in the perception that there had been improvement in the Channel. Over the year, there was an increase in the percentage of Welsh speakers agreeing that the Channel "tends to show programmes at a convenient time for me" and that the Channel was both representative of Wales and "shows programmes about my area of Wales."

## WORKING WITH SCHOOLS

Our Schools Research Officer visited six primary and six secondary schools during the year in order to assess the response of children of all ages to a wide range of issues. Three pilot programmes were tested in separate projects, and a regular children's programme was also researched in depth. Towards the end of the year, a project on weekend scheduling and children's lifestyle habits was conducted, along with another project on the effectiveness of a promotional pop music tour which had been conducted jointly by the Welsh Language Board and S4C.

## LEARNERS OF WELSH

Attitudes of Welsh learners were investigated again this year by questioning those who had received the Welsh in a Week pack as to their reasons for learning Welsh and their response to the programme. The series, and the information pack, inspired many to take positive action about learning Welsh, or made them more confident about speaking the language. There was also high appreciation of the usefulness of S4C's programmes in general for learning Welsh, and a call for more programmes for Welsh learners on the Channel.



**TARGEDAU A CHYFLAWNIAID Y GWASANAETH RHAGLENNI 2003**  
**THE PROGRAMME SERVICE'S TARGETS AND ACHIEVEMENT 2003**

	<b>TARGED TARGET</b>	<b>CANLYNIAD RESULT</b>
Nifer yr oriau o raglenni Cymraeg ar analog bob wythnos Number of hours per week of Welsh language programmes on analogue	35	40
Nifer yr oriau o raglenni Cymraeg bob wythnos ar S4C digidol Number of hours per week of Welsh language programmes on S4C digidol	80	88
Nifer yr oriau o raglenni drama gwreiddiol yn ystod y flwyddyn Number of hours of original drama per annum	125	102
Nifer yr oriau o raglenni plant gwreiddiol yn ystod y flwyddyn Number of hours of original children's programmes per annum	140	162
Canran o isdeitlau Saesneg o'r holl oriau Cymraeg Percentage of English language subtitles on all Welsh hours	76%	74.1%
Canran o boblogaeth Cymru sy'n gallu derbyn y gwasanaeth analog Percentage of population of Wales able to receive analogue service	98%	98%
Darlledu rhaglenni mwyaf poblogaidd Channel 4 Broadcasting Channel 4's most popular programmes - o fewn 7 diwrnod - within 7 days - o fewn 14 diwrnod - within 14 days	70% 80%	63% 88%
Cyhoeddir rhestr lawn o ddangosyddion perfformiad ar wefan S4C A full list of performance indicators is published on S4C's website		

**Y GWASANAETH RHAGLENNI: CYFRAN A CHYRHAEDDIAD 2003**  
**THE PROGRAMME SERVICE: REACH AND SHARE 2003**

	<b>2003</b>	<b>2002</b>
Cyfran Holl Wylwyr Holl Oriau (%) Share of All Viewers All Hours (%)	4.3%	5.2%
Cyrhaeddiad Wythnosol Holl Wylwyr Holl Oriau (%) Weekly Reach All Viewers All Hours (%)	44%	48%
Cyrhaeddiad Wythnosol Holl Wylwyr Holl Oriau (000) Weekly Reach All Viewers All Hours (000)	1,141,000	1,216,000
Cyrhaeddiad Wythnosol Holl Wylwyr Oriau Cymraeg (%) Weekly Reach All Viewers Welsh Hours (%)	27%	29%
Cyrhaeddiad Wythnosol Holl Wylwyr Oriau Cymraeg (000) Weekly Reach All Viewers Welsh Hours (000)	685,000	728,000

**30 RHAGLEN UCHAF S4C YN 2003: RHAGLENNI CYMRAEG \***  
**S4C TOP PROGRAMMES IN 2003: WELSH LANGUAGE PROGRAMMES\***

SAFLE	RHAGLEN	DYDDIAD	MILOEDD
POSITION	PROGRAMME	DATE	THOUSANDS
1	Pobol y Cwm (Iau/Gwe/Sul) (Thurs/Fri/Sun)	9 & 10 & 12.01.03	176
2	Pobol y Cwm (Gwe/Sul/Llun) (Fri/Sun/Mon)	26 & 28 & 29.12.03	156
3	Pobol y Cwm (Maw/Mer/Sul) (Tues/Wed/Sun)	14 & 15 & 19.01.03	144
4	Pobol y Cwm (Mer/Iau/Su) (Wed/Thurs/Sun)	8 & 9 & 12.01.03	142
5	Pobol y Cwm (Llun/Maw/Sul) (Mon/Tues/Sun)	13 & 14 & 19.01.03	137
6	Y Clwb Rygbi Rhyngwladol: Cymru v Lloegr Y Clwb Rygbi Rhyngwladol: Wales v England	23.08.03	136
7	Y Clwb Rygbi: Caerdydd v Llanelli Y Clwb Rygbi: Cardiff v Llanelli	19.04.03	131
8	Y Clwb Rygbi: Castell Nedd v Caerdydd Y Clwb Rygbi: Neath v Cardiff	4.01.03	122
9	Y Clwb Rygbi: Llanelli v Caerdydd Y Clwb Rygbi: Llanelli v Cardiff	4.02.03	114
10	Y Clwb Rygbi: Pontypridd v Connacht	18.01.03	113
11	Cwpan Rygbi'r Byd: Cymru v Tonga Cwpan Rygbi'r Byd: Wales v Tonga	19.10.03	108
12	Cefn Gwlad (Llun/Iau/Sul) (Mon/Thurs/Sun)	6 & 9 & 12.01.03	103
13	Y Clwb Rygbi: Sgarlets Llanelli v Dreigiau Gwent Y Clwb Rygbi: Llanelli Scarlets v Gwent Dragons	20.09.03	100
14	Cân Hafan Gobaith (Maw/Iau/Sad/Sul) (Tues/Thurs/Sat/Sun)	24 & 26 & 28 & 29.06.03	95
15	Amdani (Sul/Maw) (Sun/Tues)	5 & 7.01.03	94
16	Carolau o Langollen (Iau/Maw/Mer) (Thurs/Tues/Wed)	18 & 23 & 24.12.03	87
17	Penwythnos Pws (Iau/Sad) (Thurs/Sat)	9 & 11.01.03	85
18	Ma' Ifan 'Ma (Gwe/Llun) (Fri/Mon)	26 & 29.12.03	81
19	I'r Gad (Iau/Sad) (Thurs/Sat)	9 & 11.01.03	80
=	Stuart Burrows (Iau/Sad/Sul) (Thurs/Sat/Sun)	6 & 8 & 9.02.03	80
21	Rownd a Rownd (Llun/Sul) (Mon/Sun)	3 & 9.03.03	78
=	Rownd a Rownd (Mer/Sul) (Wed/Sun)	5 & 9.03.03	78
23	Catrin Finch - Telynores y Tywysog (Iau/Sad/Sul) (Thurs/Sat/Sun)	19 & 21 & 22.06.03	77
24	Dechrau Canu Dechrau Canmol (Sul/Llun) (Sun/Mon)	12 & 13.01.03	76
=	Dudley (Mer/Gwe) (Wed/Fri)	17 & 19.12.03	76
26	Riverdance: Y Sioe (Llun/Iau/Sul) (Mon/Thurs/Sun)	31.12.02 & 2 & 5.01.03	75
=	Nansi – Telynores Maldwyn (Iau/Sad) (Thurs/Sat)	31.07.03 & 2.08.03	75
28	Cymanfa Ganu Eisteddfod Genedlaethol Cymru	10.08.03	74
29	Penawdau Newyddion (Llun) (Mon)	6.01.03	73
30	Côr Cymru (Sul/Sad) (Sun/Sat)	2 & 8.03.03	70
		Cyfartaledd 30 Uchaf	101,000
		Top 30 Average	101,000

\* Ymddangosiad Unigol Uchaf

\* Single Highest Occurrence

**30 RHAGLEN UCHAF S4C YN 2003: RHAGLENNI SAESNEG\***  
**S4C TOP 30 PROGRAMMES IN 2003: ENGLISH PROGRAMMES\***

SAFLE	RHAGLEN	DYDDIAD	MILOEDD
POSITION	PROGRAMME	DATE	THOUSANDS
1	Big Brother	30.06.03 / 3.07.03 / 17.07.03	114
=	How Clean Is Your House	30.06.03	114
3	Location, Location, Location Revisited	18.08.03	111
4	Location, Location, Location	13.05.03	105
5	Wife Swap	28.10.03 / 4.11.03	98
6	Other People's Houses	13.08.03	97
7	V Graham Norton	23.07.03	94
8	Brookside	5.02.03	92
=	Selling Houses	10.06.03	92
10	Patriot Games	14.06.03	88
11	Sex And The City	15.08.03	86
12	The Quick And The Dead	26.07.03	83
=	Property Ladder	21.01.03 / 11.02.03	83
14	Relocation, Relocation	18.03.03	78
=	Bo Selecta! : The Christmas Single	21.11.03	78
16	Eurotrash	24.01.03	76
17	ER	16.05.03	74
18	As Good As It Gets	26.01.03	73
=	Grand Designs	07.03.03	73
20	Countdown	21.11.03	71
=	Forrest Gump	06.09.03	71
=	Duel At Diablo	18.05.03	71
23	Sleepers	16.02.03	69
=	Pitch Black	4.10.03	69
25	Make Me A Man	31.01.03	66
26	Robbie : Live at Knebworth	2.08.03	65
27	The Devil's Own	8.02.03	64
=	Smack The Pony Christmas Specials	3.01.03	64
29	Teachers	8.08.03	63
=	The Osbournes	5.12.03	63
=	Breakdown	12.01.03	63
=	Ali G In Da USA	11.04.03	63
		Cyfartaledd y 30 uchaf	82,000
		Top 30 Average	82,000

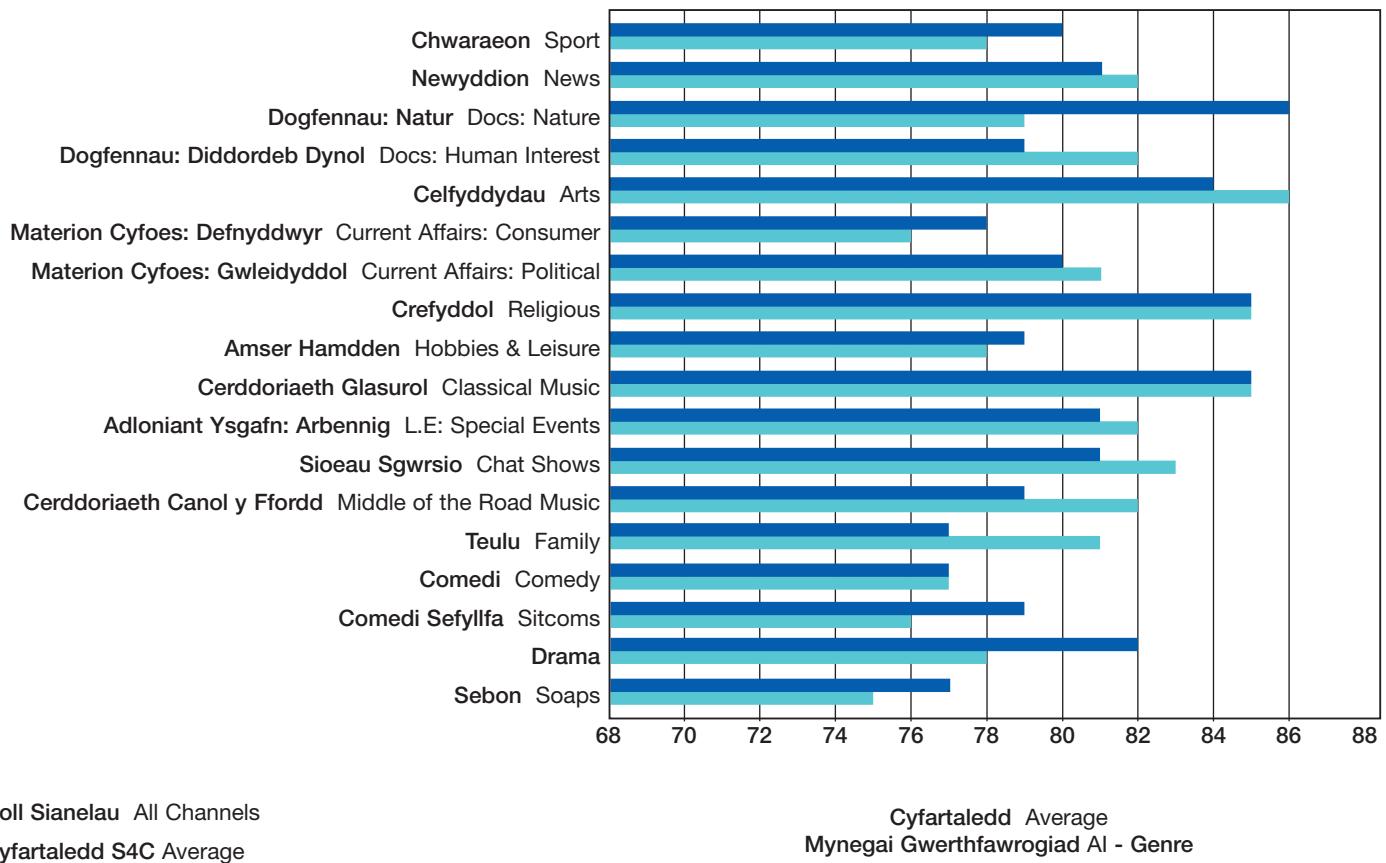
\* Ymddangosiad Unigol Uchaf

\* Single Highest Occurrence



CRIW PLANED PLANT THE PLANED PLANT GANG

**CYFARTALEDD MYNEGAI GWERTHFAWROGIAD S4C**  
**FESUL GENRE V HOLL SIANELAU**  
**S4C'S APPRECIATION INDEX AVERAGE**  
**BY GENRES V ALL CHANNELS**  
**2003**



Sail: Siaradwyr Cymraeg/Rhagleni Cymraeg, samplau dros 25. Ffynhonell: NOP  
 Base: Welsh Speakers/Welsh Language Programmes, samples over 25. Source: NOP



## GWOBRAU 2003

### ELDRA

Moondance Film Festival, California  
Ffilm Hir Orau (Spirit of Moondance Award)

Gŵyl Ffilm Wurzburg  
Gwobr y Gynulleidfa

### CNEX

Y Rhaglen Adloniant Orau, Gŵyl Ffilm a Theledu  
Geltaidd 2003

### DAL: YMA/NAWR

Gwobr Ysbryd yr Wylyl, Gŵyl Ffilm a Theledu Geltaidd 2003

### LLORIAU

Y Rhaglen Animeiddio Orau, Gŵyl Ffilm a Theledu Geltaidd  
2003

## BAFTA CYMRU 2003

**Dal: Yma/Nawr** Y Camera Gorau – Heblaw Drama,  
Y Golygydd Gorau, Y Rhaglen Ddogfen/Ddrama Ddogfen  
Orau

**Lloriau** Yr Animeiddio Gorau

**Meseia** Y Cyfarwyddwr Goleuo Gorau - Dim Camera

**Cerys** Y Rhaglen Ieuenciad Orau

**Treflan** Y Coluro Gorau

**Triongl** Y Cynllunio Gorau, Y Cyfarwyddwr Ffotograffiaeth  
Gorau – Drama

**Eisteddfod yr Urdd 2003** Y Graffeg/Teitlau Gorau

**Pwy Ysgrifennodd y Testament Newydd?** Y Trac Sain  
Gerddorol Wreiddiol Orau

**Trwy Lygaid Thomas Jones** Y Rhaglen Addysgiadol Orau

**Siôn a Siân** Yr Awdur Gorau ar gyfer y Sgrîn, Y Ffilm Orau

**Moses Pantybwyn** Y Ddrama Orau ar gyfer Teledu

**Ar Wahân** Y Ffilm Fer Orau

**CNEX** Yr Adloniant Ysgafn Gorau

Matthew Gravelle ar gyfer **Tapiau:** Y Newydd Ddyfodiad  
Gorau

Ryland Teifi ar gyfer **Fondue, Rhyw a Deinosors:**  
Yr Actor Gorau

## 2003 AWARDS

### ELDRA

Moondance Film Festival, California  
Best Feature Film (Spirit of Moondance Award)

Wurzburg Film Festival  
Audience Award

### CNEX

Best Entertainment Programme, Celtic Film and Television  
Festival 2003

### DAL: YMA/NAWR

Spirit of the Festival Award, Celtic Film and Television Festival  
2003

### LLORIAU/THE UNSWEPT FLOOR

Best Animation, Celtic Film and Television Festival 2003

## BAFTA CYMRU 2003

**Dal: Yma/Nawr** Best Camera – Not Drama, Best Editor,  
Best Documentary/Drama Documentary

**Lloriau/The Unswept Floor** Best Animation

**Meseia** Best Lighting Director – Not Camera

**Cerys** Best Youth Programme

**Treflan** Best Make-up

**Triongl** Best Design, Best Director of Photography – Drama

**Eisteddfod yr Urdd 2003** Best Graphics/Titles

**Pwy Ysgrifennodd y Testament Newydd?** Best Original Music  
Soundtrack

**Trwy Lygaid Thomas Jones** Best Educational Programme

**Siôn a Siân** Best Screenwriter, Best Film

**Moses Pantybwyn** Best Drama for Television

**Ar Wahân/The Separation** Best Short Film

**CNEX** Best Light Entertainment

Matthew Gravelle for **Tapiau:** Best Newcomer

Ryland Teifi for **Fondue, Rhyw a Deinosors:** Best Actor

Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Raglen/Programme Nifer No.	Hyd Duration	Manylion darlledu Broadcast details	Analog a digidol Analogue and digital oriau / hours	Digidol yn unig Digital only oriau / hours
FFEITHIOL / FACTUAL						
Antena	David Thompson: Dilynwr y Sêr	1	60	w. 39	1.00	
Apollo Pedol	Atgofion Jim	1	30	w. 52	0.50	
BBC	Agoriad y Cynulliad *	1	35	w. 23	0.58	
BBC	Cynhadledd Plaid Cymru *	1	180	w. 11 38	3.00	
BBC	Cynhadledd y Blaidd Geidwladol *	1	60	w. 10	1.00	
BBC	Cynhadledd y Blaidd Lafur *	1	60	w. 9	1.00	
BBC	Cynhadledd y Democraidd Rhyddfrydol *	1	60	w. 12	1.00	
BBC	Etholiad y Cynulliad *	1	445	w. 18	7.42	
		1	15	w. 18	0.25	
BBC	Manifesto *	20	30	w. 1 9 - 29 38 - 43		
		2	35	47 - 50 w. 45 - 46	10.00	
		12	60	w. 4 - 17	1.17	
BBC	Newyddion *			11,055 w. 1 - 52	12.00	
BBC	Pawb a'i Farn *	10	60	w. 16 - 18 44 - 50	184.25	
BBC	Taro Naw *	15	30	w. 11 - 13 16 17	10.00	
BBC				19 - 21 38 - 44	7.50	
BBC	Yr Wythnos *	41	30	w. 2 - 29 37 - 51	20.50	
BBC	Rhydderch Hael *	1	60	w. 34	1.00	
BBC	Trysor o Gymeriad Charles Williams *	1	60	w. 18	1.00	
BBC	Bois y Bac *	1	30	w. 31	0.50	
BBC	Criw'r Cyngor *	6	30	w. 25 - 29 31	3.00	
BBC	Eric Jones a'i Draed ar y Ddaear *	1	65	w. 20	1.08	
BBC	O Flaen dy Lygaid *	6	60	w. 11 - 15 27	6.00	
Boomerang	Ni Tipis a Nhw	6	30	w. 37 - 41	3.00	
Cambrensis	Terfysgwyd Tryweryn	1	60	w. 28	1.00	
Cardinal	Glan Llyn	6	30	w. 23 - 28	3.00	
Cenad	Clwb Garddio	20	30	w. 16 - 38 ex 18 22	32 10.00	
Chwarel	Beth Wnaeth Brynle Nesa?	1	30	w. 35	0.50	
Cwmni Da	Croma	40	55	w. 7 - 47		36.67
Cwmni Da	Taith i Uffern: Stori Edgar Christian	1	60	w. 36	1.00	
Cwmni Da	Pete, Y Ci a'r Gadair Olwyn	1	30	w. 50	0.50	
Cwmni Da	C'mon Cymru: Taith y Cefnogwyr	1	60	w. 42	1.00	
Cwmni Da	Rhuthro i Rhyd Ddu	1	30	w. 37	0.50	
Cwmni Da	Y Sioe Gelf	26	30	w. 1 - 20 ex 6 9 28	13.00	
				32 47 - 52		
Elidir	Dwy Ysgol... Dau Fyd?	1	60	w. 36	1.00	
Elidir	Portread T.H. Parry-Williams	1	65	w. 52	1.08	
Ffilmiau'r Bont	I'r Gad! Hanes Cymdeithas yr Iaith Gymraeg 1963 - 2003	4	60	w. 2 - 5	4.00	
Ffilmiau'r Bont	Dau Ddисgo ac Angladd	1	30	w. 47	0.50	
Ffilmiau'r Bont	Everest - Y Cyswllt Cymreig	1	60	w. 21	1.00	
Ffilmiau'r Bont	Norah Isaac	1	40	w. 52	0.67	
Ffilmiau'r Bont	Portreadau	5	30	w. 36 - 40	2.50	
		1	60	w. 1	1.00	
Ffilmiau'r Bont	Llafur Gwlad	4	60	w. 40 - 43	4.00	
Ffilmiau'r Bont	Syr Goronwy	1	30	w. 44	0.50	
Green Bay Media	Y Ffynhonnau	1	60	w. 19	1.00	
HTV	Cefn Gwlad	17	30	w. 1 - 11 46 - 52	8.50	
		3	60	w. 18 29 52	3.00	
HTV	Cefn Gwlad y Berwyn	4	60	w. 24 - 27	4.00	
HTV	Du a Gwyn	36	45	w. 4 - 31		27.00
HTV	Dysgwyr y Flwyddyn	1	30	w. 33	0.50	
HTV	Hacio	36	30	w. 4 - 12 15 - 17		
				19 - 21 23 - 26		
				28 - 30 38 - 51	1.00	17.00
HTV	Hafan Gobaith	1	60	w. 26	1.00	
HTV	Hoelen yn yr Archif	6	30	w. 33 - 38	3.00	
HTV	Pacio	12	30	w. 2 - 15 ex 6 9	6.00	
HTV	Y Byd ar Bedwar	22	30	w. 2 - 30 ex 24		
				45 - 51 ex 47	11.00	
Ffilmiau'r Nant	Penwythnos Pws	6	30	w. 2 - 7	3.00	
Ffilmiau'r Nant	Ffordd Lydan i'r E-fro	1	60	w. 7	1.00	
Ffilmiau'r Nant	Igamogi	6	30	w. 10 - 15	3.00	
Ffilmiau'r Nant	Pws Mewn Pishys	1	30	w. 52	0.50	
S4C	Cân Hafan Gobaith	1	30	w. 26	0.50	
Sianco	Helen	1	30	w. 51	0.50	
Solo	Y Daith i Ganol y Ddaear	2	60	w. 37 - 38	2.00	
Solo	Yr Ocsïwniar	9	30	w. 36 - 45 ex 42	4.50	
Teledu Opus	Brad yn y Bae?	1	60	w. 9	1.00	

\* Oriau a ddarperir i S4C o dan y Ddeddf Darlledu / denotes hours supplied to S4C under the Broadcasting Act

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Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Manylion darlledu Broadcast details	Analog a digidol Analogue and digital oriau / hours	Digidol yn unig Digital only oriau / hours
Teledu Opus	Pwy Ysgrifennodd Y Testament Newydd?	3	60	w. 45 - 47	3.00	
Teleg	Cwmni Drwg	6	30	w. 2 - 8 ex 7	3.00	
Teleg	O Fôn i Virginia	1	60	w. 19	1.00	
Telesgôp	Gwylt	6	30	w. 1 - 6	3.00	
Telesgôp	Byd Natur	18	30	w. 1 - 9 11 16		9.00
Telesgôp	Crwydro	7	30	w. 15 - 20	3.50	
Telesgôp	Y Pla Gwyn	1	60	w. 23	1.00	
Telesgôp	Ffermio	25	30	w. 2 - 16 ex 9 39 - 48	12.50	
Telesgôp	Pobol Porthgain	6	30	w. 12 - 17	3.00	
Teliesyn	Ffoi Hitler	1	60	w. 8	1.00	
Tinopolis	Apêl Hafan Gobaith	1	55	w. 26	0.92	
Tinopolis	Dros Gymru	4	10	w. 52	0.67	
		1	5	w. 52	0.08	
Tinopolis	Dyddiadur Taith Hafan Gobaith	1	60	w. 31	1.00	
Tinopolis	P'nawn Da	231	105	w. 1 - 52		404.25
Tinopolis	Wedi 7	191	30	w. 1 - 52	95.50	
Wild Dream	Yn Ôl i'r Dyfodol	3	60	w. 33 - 35	3.00	

CYFANSWM YR ORIAU FFEITHIOL / TOTAL FACTUAL HOURS 510.67 493.92

DRAMA					
Al Fresco	Treflan	5	60	w. 48 - 52	5.00
BBC	Pobol y Cwm **	261	25	w. 1 - 52	108.83
Bracan	Iechyd Da	9	45	w. 10 - 18	6.75
Cambrensis	Porc Peis Bach	8	30	w. 23 - 31 ex 30	4.00
Filmiau Fondue	Fondue Rhyw a Deinosors	6	60	w. 37 - 42	6.00
Fiction Factory	Triongl	3	45	w. 21 - 23	2.25
HTV	Pen Tennyn	8	30	w. 36 - 43	4.00
Filmiau'r Nant	Amdani	8	50	w. 1 - 8	6.67
Teledu Opus	Siôn a Siân	1	90	w. 52	1.50
Teledu Opus	Moses Pantybrwyn	1	15	w. 37	0.25
Tonfedd Eryri	Tipyn o Stad	24	30	w. 10 - 30 32	12.00

CYFANSWM YR ORIAU DRAMA / TOTAL DRAMA HOURS 157.25 -

CHWARAEON / SPORTS					
Apollo Pedol	Rasus	10	60	w. 27 - 36	10.00
Apollo Pedol	Rasus Tregaron	1	45	w. 34	0.75
BBC	Y Clwb Rygbi **	23	120	w. 1 4-6 11 14 - 21 24-25 36-40 48 52	46.00
		6	125	w. 2 3 9 15 49-50	12.50
		2	150	w. 18 34	5.00
BBC	Y Clwb **	21	60	w. 1 - 6 9 11 14 - 21 36 - 40 48	21.00
BBC	Y Clwb - Pêl-Droed Ryngwladol / International Football *	9		w. 7 13 22 34 36 37 41 46 47	21.08
BBC	Y Clwb - Rygbi Rhwngwladol / International Rugby *	8		w. 7 - 12 13 33 35	19.33
Cwmni 10	Pencampwriaeth 7 bob ochr yr IRB / IRB 7s	8	55	w. 4 8 9 11 13 16 23 24	
Dream Team	Cymru ar Ras	2	60	w. 23 - 24	2.00
Dream Team	Pencampwriaeth Rasio Antur Prydain	4	25	w. 52	1.67
Filmiau'r Nant	Sgorio	41	60	w. 2 - 22 25 26 36 - 52	41.00
Filmiau'r Nant	Sgorio: Y Ffendir v Serbia a Montenegro	1	150	w. 23	2.50
Filmiau'r Nant	Sgorio: Y Ffendir v Yr Eidal	1	140	w. 24	2.33
Sports Media Services	Cwpan Rygbi'r Byd / Rugby World Cup	32		w. 41 - 47	56.50
		20	30 / 60	w. 41 - 47	18.00
Tinopolis	Le Rygbi	17	55	w. 5 - 7 10 12 15 8 - 21 23 24 2 - 44 49 52	15.58

CYFANSWM YR ORIAU CHWARAEON / TOTAL SPORTS HOURS 258.00 49.42

\* Oriau a ddarperir i S4C o dan y Ddeddf Darlledu / denotes hours supplied to S4C under the Broadcasting Act

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Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Manylion darlledu Broadcast details	Analog a digidol Anologue and digital oriau / hours	Digidol yn unig Digital only oriau / hours
<b>CREFYDD / RELIGION</b>						
Cwmni Hon	Crefydd y Cymry	6	30	w. 25 - 30	3.00	
Eldir	Hanfod	40	55	w. 2 - 5 7 - 11 13 - 26 28 - 30 38 - 51		36.67
Eldir	Dechrau Canu Dechrau Canmol	41	30	w. 1 - 28 ex 6 7 9 6 37 - 52	20.50	
Eldir	Oedfa'r Pasg a Nadolig yn Nantgwrtheyrn	2	30	w. 16 51	1.00	
CYFANSWM YR ORIAU CREFYDD / TOTAL HOURS RELIGION					24.50	36.67
<b>ADDYSG / EDUCATION</b>						
BBC	Bobinogi *	10	15	w. 39 - 42 45 - 49	2.50	
BBC	Anelu at Ragoriaeth *	2	30	w. 12 - 13	1.00	
Ffllic	Welsh in a Week	15	30	w. 12 37 - 51	7.50	
CYFANSWM YR ORIAU ADDYSG / TOTAL HOURS EDUCATION					11.00	0.00
<b>ADLONIANT YSGAFN / LIGHT ENTERTAINMENT</b>						
Al Fresco	Ar y Bocs	7	30 / 45	w. 44 - 50	4.00	
		1	85	w. 51	1.42	
Al Fresco	Fideomondo	6	30	w. 46 - 51	3.00	
Apollo Pedol	BangBangBangkok!	8	30	w. 10 - 17	4.00	
Apollo Pedol	Nia	8	60	w. 9 - 16	8.00	
Apollo Pedol	Nia Nadolig	1	60	w. 52	1.00	
Apollo Pedol	Twrio	6	60	w. 45 - 51 ex 46	6.00	
Avanti	Sesiwn Fawr Dolgellau		650	w. 29	1.50	9.33
BBC	Ar dy Feic *	6	30	w. 13 - 17 19	3.00	
BBC	Y Babell Len	5	55	w. 32		4.58
Cwmni Da	CNEX	1	20	w. 9	0.33	
		1	15	w. 52	0.25	
Ffllic	04 Wal	12	30	w. 10 - 16 ex 14 45 - 51 ex 47	6.00	
Ffllic	cariad@iaith	9	30	w. 38 - 40	4.50	
HTV	Jara	12	30	w. 2 - 13	6.00	
P.O.P.I	Cerys	1	60	w. 52	1.00	
Teledu Opus	Dudley	12	30	w. 16 - 22 ex 17 45 - 51 ex 47	6.00	
Teledu Opus	Dudley a Bev yn Jamaica	1	60	w. 29	1.00	
Teledu Opus	Dudley yn Umbria	1	60	w. 52	1.00	
Telesgôp	Yr Eisteddfod Arall	1	60	w. 50	1.00	
Tinopolis	Popcorn	48	30	w. 1 - 52	24.00	
Tonfedd Eryri	Da Di Dil De	6	30	w. 11 - 15 17	3.00	
Tonfedd Eryri	Diolch o Galon	8	45	w. 33 - 42 ex 36 41	6.00	
Tonfedd Eryri	Deg Mundu Dwl	1	10	w. 17	0.17	
Tonfedd Eryri	Hwyl y Noson Lawen	6	30	w. 18 - 20 42 - 44	3.00	
Tonfedd Eryri	Ma' Ifan Ma	1	50 / 60	w. 16 52	1.83	
Tonfedd Eryri	9 tan 9	8	30	w. 46 - 52	4.00	
Tonfedd Eryri	Noson Lawen	14	60	w. 2 - 8 10 ex 6 46 - 52 ex 51	14.00	
Tonfedd Eryri	Y Set	8	30	w. 2 - 10 ex 9	4.00	
Tonfedd Eryri	Y Bws Gwlad	6	30	w. 37 - 43 ex 41	3.00	
Tonfedd Eryri	Yma Mae 'Nghân	1	60	w. 19	1.00	
Tonfedd Eryri	Dafydd Iwan a Chyfeillion	1	70	w. 52	1.17	
Wes Glei	Dyddiadur Dews	2	30	w. 30	1.00	
CYFANSWM YR ORIAU ADLONIANT YSGAFN / TOTAL HOURS LIGHT ENTERTAINMENT					125.17	13.91
<b>CERDD GLASUROL / CLASSICAL MUSIC</b>						
Avanti	Cyngerdd Cofio Joseph Parry	1	60	w. 7	1.00	
Avanti	Gala Operatig Gŵyl y Faenol	1	65	w. 35	1.08	
Avanti	Stuart Burrows	1	60	w. 6	1.00	
BBC	Mahler *	1	95	w. 33	1.58	
BBC	Offeren yn C - Beethoven	1	60	w. 16	1.00	
BBC	Stabat Mater *	1	75	w. 30	1.25	
BBC	Y Rhuban Glas - Gwobr Goffa David Ellis *	1	60	w. 10	1.00	
Ffilmiau'r Bont	Nansi - Telynores Maldwyn	1	60	w. 31	1.00	
Teledu Opus	Tri Tenor yn Tsieina	1	90	w. 20	1.50	
Teledu Opus	Carolau o Langollen	1	60	w. 51	1.00	

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\*\* Yn cynnwys oriau a ddarperir i S4C o dan y Ddeddf Darlledu / includes hours supplied to S4C under the Broadcasting Act

Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Manylion darlledu Broadcast details	Analog a digidol Anologue and digital oriau / hours	Digidol yn unig Digital only oriau / hours
Teledu Opus	Catrin Finch - Telynores y Tywysog	1	75	w. 25	1.25	
Teledu Opus	Côr Cymru 2003	8		w. 6 22	5.67	7.00
Teledu Opus	Opera - Tosca	1	120	w. 27	2.00	
Teledu Opus	Opera - Salome	1	120	w. 45	2.00	
Teledu Opus	Ysgoloriaeth Bryn Terfel	1	160	w. 26	2.67	
Tonfedd Eryri	Gŵyl Cerdd Dant Aberystwyth a'r Cylch		470	w. 44	3.25	4.58
Tonfedd Eryri	Meseia	1	120	w. 52	2.00	
CYFANSWM YR ORIAU CERDD GLASUROL / TOTAL HOURS CLASSICAL MUSIC					30.25	11.58
CERDD YSGAFN / LIGHT MUSIC						
Avanti	Tân y Ddraig (2002)	1	110	w. 1	1.83	
Avanti	Tân y Ddraig (2003)	1	90	w. 35	1.50	
Avanti	Mynediad am Ddim	1	40	w. 52	0.67	
Avanti	Blwyddyn Newydd Dda	1	60	w. 52	1.00	
Apollo	Cân i Gymru	1	100	w. 9	1.67	
Apollo	Cân i Gymru	4	30	w. 9	2.00	
Teledu Opus	Eisteddfod Gydwladol Llangollen	5		w. 28	4.25	30.57
CYFANSWM YR ORIAU CERDD YSGAFN / TOTAL HOURS LIGHT MUSIC					12.92	30.57
PLANT / CHILDREN						
Action Time	Pot Mêl	41	30	w. 1 - 20 23 - 26 28 29 37 - 52 ex 46	20.50	
Al Fresco	Stori Fawr Tai Bach	1	10	w. 37	0.17	
Antena	P.A.W.	6	25	w. 37 - 42	2.50	
Antena	Milltir Sgwâr / Be Di'r Gem	7	5	w. 30 - 35 52	0.58	
Antena	Uned 5	53		w. 1 - 29 37 - 52 17 44 - 47	42.33	
Apollo	Cawl Potsh	7	25	w. 44 - 50	2.92	
Apollo	Chwedlau'r Byd	1	15	w. 52	0.25	
Apollo	Hotel Eddie	13	30	w. 2 - 7 44 - 49 52	6.50	
Apollo	Laswyn	14	15	w. 44 - 52	3.50	
Apollo	Ioan Matthew a Rhodri	2	30	w. 17 18	1.00	
Apollo	Noc Noc	10	45	w. 22 - 29 51 52	7.50	
Apollo	Pyls	1	30	w. 17	0.50	
Apollo	Tecwyn y Tractor	5	15	w. 1 - 4 7	1.25	
Apollo	Y Rhaglen Wirion Na	14	30	w. 15 - 20 37 - 44	7.00	
		1	60	w. 52	1.00	
Atsain	Caleb	26	5	w. 2 - 21 23 - 28	2.17	
Atsain	Gad dy Hen Bechode	1	5	w. 52	0.08	
Atsain	Medabots	3	25	w. 52	1.25	
Atsain	Troeon Tristan	26	15	w. 16 - 21 23 36 38 - 51	6.50	
Atsain	Tŷ Gwenno	7	30	w. 2 - 8	3.50	
Avanti	Popty	10	30	w. 2 - 8 10 11	5.00	
		1	45	w. 52	0.75	
Avanti	Popty Bach	8	15	w. 26 - 29 36 - 39	2.00	
BBC	Ffeil *	203	5	w. 2 - 29 36 - 51	16.92	
Cwmni Da	Ribidires	26	15	w. 10 - 20 38 - 52	6.50	
Cwmni Da	Ari Awyren	1	10	w. 52	0.17	
Cwmni Da	Binca	13	5	w. 2 - 7 9 - 14	1.08	
Cwmni Da	Caio	13	5	w. 12 - 15 17 - 18 20 - 21 23 - 27	1.08	
Cwmni Da	Craig ac Eifion	3	5	w. 52	0.25	
Cwmni Da	Wali Wags	1	10	w. 33	0.17	
Ffilmiau Broaduraid	SuperTed a Sam Tân yn Milan	1	5	w. 46	0.08	
Ffilmiau'r Nant	Rownd a Rownd	42	30	w. 2 - 22	21.00	
Ffilmiau'r Nant	Sgorio Bach	39	10	w. 2 - 8 10 - 21 23 - 26 36 - 49	6.50	
Ffilmiau'r Nant	Xtra	26	30	w. 41 - 52 b	13.00	
Flic	13.30 munud o Enwogrwydd	7	15	w. 45 - 51	1.75	
HTV	Dosh	1	25	w. 17	0.42	
P.O.P.I	Mali O	2	25	w. 1 17	0.83	
S4C	Lincs Planed Plant	5	15	w. 18 - 21 23	1.25	
Sain	Dic a Dei a Delyth	11	10	w. 42 - 52	1.83	
Sianco	Byd Bach Bedwyr	26	15	w. 22 31 - 34 37 - 51	6.25	0.25
Sianco	Dennis a Dannedd	16	30	w. 38 - 44 48 - 51	8.00	

\* Oriau a ddarperir i S4C o dan y Ddeddf Darlledu / denotes hours supplied to S4C under the Broadcasting Act

\*\* Yn cynnwys oriau a ddarperir i S4C o dan y Ddeddf Darlledu / includes hours supplied to S4C under the Broadcasting Act

Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Manylion darlledu Broadcast details	Analog a digidol Analogue and digital oriau / hours	Digidol yn unig Digital only oriau / hours
Sianco	Mas Draw	12	15	w. 10 - 15 23 - 28	3.00	
Sianco	Mas Draw - Arwyn yn LA	1	15	w. 51	0.25	
Sianco	Merfyn	1	35	w. 52	0.00	0.58
Sianco	Mr Men	64	5	w. 1 - 52	0.08	5.25
Sianco	Sgiliau Mas Draw	12	5	w. 16 - 21	1.00	
Sianco	Twm	19	5	w. 15 16 19 24-26 29 37-51	1.58	
Siriol	Sali Mali	10	5	w. 37 - 39 40 - 52	0.83	
CYFANSWM YR ORIAU PLANT / TOTAL HOURS CHILDRENS					212.58	6.08
POBOL IFANC / YOUTH						
Avanti	Y Sesiwn Hwyr	8	60	w. 38 - 45	8.00	
Boomerang	Lollipop	5	30	w. 18 - 22	2.50	
Boomerang	Sioe Fideo Huw Stephens	9	30	w. 14 - 22	4.50	
Boomerang	Bandit	79	55	w. 1 - 52		72.42
Cardinal	Slaymaker	22	30	w. 2 - 9 46 - 51	11.00	
CYFANSWM YR ORIAU POBL IFANC / TOTAL HOURS YOUTH					26.00	72.42
DIGWYDDIADAU / EVENTS						
BBC	Shân Cothi a Meibion Meifod	1	60	w. 52	1.00	
BBC	Eisteddfod Genedlaethol					
	Cymru Maldwyn a'r Gororau **			w. 32 - 33	30.92	50.67
BBC	Y Sioe Fawr *	5	60	w. 30	5.00	
Teledu Opus	Eisteddfod yr Urdd - Tawe, Nedd ac Afan 2003	23		w. 22	22.50	
Teledu Opus	Goreuon yr Urdd 2003	2	60	w. 23 - 24	2.00	31.67
Telesgôp	Sioe Fawr Llanelwedd 2003 - Digidol	8		w. 30		25.00
Telesgôp	Y Ffair Aearf	7		w. 49	1.00	9.00
CYFANSWM YR ORIAU DIGWYDDIADAU / TOTAL HOURS EVENTS					62.42	116.34

\* Oriau a ddarperir i S4C o dan y Ddeddf Darlledu / denotes hours supplied to S4C under the Broadcasting Act

\*\* Yn cynnwys oriau a ddarperir i S4C o dan y Ddeddf Darlledu / includes hours supplied to S4C under the Broadcasting Act

# ADRODDIAD YR AWDURDOD

AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2003

# REPORT OF THE AUTHORITY

FOR THE YEAR ENDED 31 DECEMBER 2003

## RHAGAIR

Cyflwynir Datganiad Ariannol Awdurdod Sianel Pedwar Cymru (yr Awdurdod) am y flwyddyn a derfynodd 31 Rhagfyr 2003 yn unol ag Atodlen 1(1)(b) y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol i'r Awdurdod ym mis Tachwedd 1998.

## PRIF WEITHGAREDDAU

Mae S4C yn gweithredu o dan Adrannau 56 a 57 Deddf Ddarlledu 1990 fel a addaswyd gan Ddeddf Ddarlledu 1996. Y prif amcan yw darparu amrywiaeth eang o raglenni o safon uchel i'w darlledu ar y Bedwaredd Sianel yng Nghymru, gan gynnwys darparu rhaglenni Cymraeg i'w darlledu yn ystod yr oriau brig. Pan nad ydyw yn darlledu yn Gymraeg, darledir rhaglenni Saesneg Channel 4 naill ai yn gyfamserol neu wedi eu hail-amseru. Mae S4C hefyd yn defnyddio'i phwerau o dan Ddeddf 1996 i ddarlledu S4C Digidol ac S4C2, sydd hefyd yn wasanaeth digidol.

## STRWYTHUR GRWP

Mae Adran 84 Deddf Ddarlledu 1996 yn caniatáu i'r Awdurdod gymryd rhan mewn gweithgareddau masnachol gan ddefnyddio cyllid masnachol yn unig. O fewn y Datganiad Ariannol cyfun hwn, cyfeirir at Gronfa'r Gwasanaeth Cyhoeddus fel S4C ac at gyfanswm y gwasanaeth cyhoeddus a gweithgareddau masnachol fel yr Awdurdod.

## CYLLID

Yn unol ag Adran 80 Deddf Ddarlledu 1996, mae'r Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon yn darparu cyllid i S4C i'w galluogi i weithredu. Y swm a dderbynir yw'r swm penodedig o'i gynyddu gan y canran priodol. Golyga'r 'swm penodedig' y swm a dalwyd gan yr Ysgrifennydd Gwladol i S4C ym 1997 yn unol ag Adran 61 Deddf Ddarlledu 1990. Mae'r 'canran priodol' mewn cysylltiad ag unrhyw flwyddyn yn golygu canran y cynnydd rhwng y mynegai pris am fis Tachwedd 1996 a'r mynegai pris am y mis Tachwedd cyn y flwyddyn berthnasol. Rhaid cadw'r arian hwn yng Nghronfa'r Gwasanaeth Cyhoeddus a rhaid ei ddefnyddio'n unig i gyflawni'r cylch gwaith o dan Adran 57 Deddf Ddarlledu 1990. Ni chaniateir cymhorthdal o Gronfa'r Gwasanaeth Cyhoeddus ar gyfer gweithgareddau masnachol.

## AELODAU'R AWDURDOD

Rhestir aeolau'r Awdurdod a wasanaethodd yn ystod y flwyddyn ar ddiwedd yr adroddiad. Ni fu gan neb o'r aeolau fudd mewn cytundebau gydag S4C. Rhoddir gwybodaeth sy'n

## FOREWORD

The Statement of Accounts of the Welsh Fourth Channel Authority (the Authority) for the year ended 31 December 2003 is presented in accordance with Schedule 1(1)(b) of the Accounts Direction issued by the Secretary of State to the Authority in November 1998.

## PRINCIPAL ACTIVITIES

S4C operates under Sections 56 and 57 of the Broadcasting Act 1990, as amended by the Broadcasting Act 1996. Its primary purpose is to provide a wide range of high quality programmes for broadcast on the Fourth Channel in Wales, including the provision of Welsh language programmes for broadcast during peak viewing hours. When not transmitting in Welsh, S4C broadcasts Channel 4 English language programmes simultaneously or rescheduled. S4C also uses its powers under the 1996 Act to broadcast S4C Digital and S4C2, which is also a digital service.

## GROUP STRUCTURE

Section 84 of the Broadcasting Act 1996 permits the Authority to partake in commercial activities using commercial revenues only. Within this consolidated Statement of Accounts, the Public Service Fund is referred to as S4C and the total of both public service and commercial activities is referred to as the Authority.

## FUNDING

Under Section 80 of the Broadcasting Act 1996, the Secretary of State for Culture, Media and Sport provides S4C with funds in order to carry out its activities. The amount received is the prescribed amount as increased by the appropriate percentage. The 'prescribed amount' means the amount paid by the Secretary of State to S4C in 1997 in accordance with Section 61 of the Broadcasting Act 1990. The 'appropriate percentage' in relation to any year means the percentage increase between the retail price index for November 1996 and the retail price index for the month of November preceding the relevant year. This funding must be held in the Public Service Fund and be applied only for the purposes of fulfilling the remit under Section 57 of the Broadcasting Act 1990. No subsidy is permitted from the Public Service Fund for commercial activities.

## AUTHORITY MEMBERS

The members of the Authority who served during the year are listed at the end of the report. None of the members had an interest in contracts with S4C. Information as required under

cyfateb i'r gofynion datgelu ar gyfer cydnabyddiaeth i gyfarwyddwyr dan y cyfarwyddyd cyfrifon mewn perthynas â chydubyddiaeth i'r aelodau yn nodyn 4 i'r Datganiad Ariannol.

## INCWM CRONFAR GWASANAETH CYHOEDDUS A THROSIANT Y GRONFA GYFFREDINOL

Roedd y cyfanswm a dderbyniwyd oddi wrth yr Adran Diwylliant, Cyfryngau a Chwaraeon (ADCCh) yn ystod y flwyddyn yn £83.634m (2002 - £81.468m). Defnyddiwyd yr incwm hwn i gyllido costau comisiynu a phrynu rhaglenni Cymraeg, costau darlleu S4C, gwariant ar asedion sefydlog a gorbenion. Mae balans yr incwm am y flwyddyn, ar ôl cymryd i ystyriaeth gwariant ar ddarlleu rhaglenni a chostau gweithredu a gweinyddu, felly yn cynrychioli'r prif fodd o gyllido asedion net S4C ac yn cael ei drin fel incwm gohiriedig yng Nghronfa'r Gwasanaeth Cyhoeddus.

Créwyd trosiant y Gronfa Gyffredinol gan werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandio, cyhoeddi a phrydlesu gofod plethiad digidol. Yn 2003, roedd cyfanswm trosiant yn £13.348m (2002 - £18.215m). Rhoddir manylion pellach yn nodyn 2 i'r Datganiad Ariannol.

## GWARIANT

Roedd y costau a roddwyd yn erbyn y cyfrif elw a cholled yn ystod y flwyddyn yn cynnwys £81.298m (2002 - £84.699m) ar gyfer costau'r gwasanaeth rhaglenni a chostau darlleu a dosbarthu, £3.994m am gostau uniongyrchol eraill (2002 - £6.159m) a £5.390m (2002 - £6.066m) ar gyfer costau gweithredu a gweinyddu.

Roedd costau'r rhaglenni a ddarlleddyd yn cynnwys £63.577m (2002 - £65.643m) ar gyfer costau rhaglenni a gomisiynwyd neu a brynwyd gan gyflenwyr rhaglenni. Cyfeiria costau darlleu a dosbarthu at gostau trosglwyddydion a llinellau cyfathrebu a ddarperir gan gontactwyr. Roedd y gweddill yn gostau uniongyrchol comisiynu a chyflwyno rhaglenni, costau rhedeg gwasanaeth teletestun ac is-deitlo S4C ynghyd â chostau darlleu perthnasol eraill y gwasanaeth darlleu megis costau marchnata a chostau ymchwil cynulleidfa. Mae costau uniongyrchol eraill yn cynnwys blaendaliadau trydydd parti ar gyfer cydgynhyrchiadau, rhaniad elw yn daladwy i drydydd parti yn deillio o werthiant rhaglenni, costau comisiwn asiantaeth a chostau darlleu yn ymwneud â hysbysebion a chostau cludo yn ymwneud â S4C 2 ar lwyfannau digidol, daearol a lloeren. Ceir manylion pellach am gostau gweithredu a gweinyddu yr Awdurdod yn nodyn 3 i'r Datganiad Ariannol.

## POLISI TALU

Mae'n bolisi gan yr Awdurdod gytuno ar amodau a thelerau addas ar gyfer ei drafodion â chyflenwyr, ac yn amodol ar gydymffurfiad, gwneir taliadau yn unol â'r telerau hyn. Yn arferol ym 2003, talwyd 86% (2002 – 83%) o gyflenwyr cyn pen 30 diwrnod.

the accounts direction is given in respect of the members' remuneration in note 4 to the Statement of Accounts.

## PUBLIC SERVICE FUND INCOME AND GENERAL FUND TURNOVER

Amounts receivable from the Department for Culture, Media and Sport (DCMS) during the year totalled £83.634m (2002 - £81.468m). This income was used to finance the cost of commissioning and acquiring Welsh language programmes, the transmission costs of S4C, expenditure on fixed assets and overheads. The balance of this income, after the cost of programme transmission and operational and administrative expenses, therefore represents the principal means of financing the net assets of S4C and is treated as deferred income in the Public Service Fund.

General Fund turnover was generated by sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and leasing of digital multiplex capacity. It totalled £13.348m in 2003 (2002 - £18.215m). Further details are given in note 2 to the Statement of Accounts.

## EXPENDITURE

Costs charged to the profit and loss account during the year include £81.298m (2002 - £84.699m) for the cost of the programme service and transmission and distribution costs, £3.994m for other direct costs (2002 - £6.159m) and £5.390m (2002 - £6.066m) for operational and administrative expenses. The costs of programmes transmitted included £63.577m (2002 - £65.643m) in respect of the cost of programmes commissioned or acquired from programme suppliers. Transmission and distribution costs are incurred in respect of transmitters and communication lines provided by contractors. The balance comprised the direct costs of programme commissioning and presentation, the operational costs of the teletext and subtitling service of S4C and other related costs of the programme service such as marketing costs and audience research. Other direct costs include third party co-production funding advances, profit participation due to third parties in respect of programme sales, agency commission and playout costs relating to advertisements and carriage costs relating to S4C2 on the digital, terrestrial and satellite platforms. Further details of the operational and administrative costs of the Authority are given in note 3 to the Statement of Accounts.

## PAYMENT POLICY

It is the Authority's policy to agree appropriate terms and conditions for its transactions with suppliers, and subject to their compliance, to make payments in accordance with these terms. Typically in 2003, 86% (2002 – 83%) of supplier balances were paid within 30 days.

## ORIAU A DDARLLEDWYD A CHYFARTALEDD COST YR AWR

Yn ystod y flwyddyn darlleddodd S4C gyfanswm o 10,929 awr o raglenni (2002 – 10,572 awr), yn cynrychioli cyfartaledd o 210.2 awr yr wythnos o raglenni (2002 – 203.3 awr). Mae dadansoddiad o'r oriau hyn rhwng rhaglenni Cymraeg â'u costau perthnasol a rhaglenni Saesneg fel a ganlyn:-

	2003		2002	
	Oriau	Cost yr awr £	Oriau	Cost yr awr £
<b>Cymraeg</b>				
Rhaglenni a gomisiynwyd	1,604	35,702	1,712	34,710
Rhaglenni a brynwyd	162	7,342	102	9,255
Ailddarlediadau	2,173	2,357	2,005	2,631
	<hr/>	<hr/>	<hr/>	<hr/>
	3,939	16,141	3,819	17,189
BBC	515	-	517	-
	<hr/>	<hr/>	<hr/>	<hr/>
	4,454		4,336	
(Cyfartaledd yr wythnos)	(85.7)		(83.4)	
	<hr/>	<hr/>	<hr/>	<hr/>

Cafodd S4C y rhaglenni Cymraeg a ddarparwyd gan y BBC, a oedd yn cynnwys rhai ailldarlediadau, dan Adran 58(1) Deddf Ddarledu 1990 a thalwyd amdanynt gan y BBC o incwm y drwydded. Rhaglenni a brynwyd yw y rheiny a gafwyd dan drwydded i'w darlledu ar wasanaethau S4C.

Darlleddodd S4C 1,140 awr (2002 - 1,076 awr) o raglenni Cymraeg yn yr oriau brig rhwng 6.30 p.m. a 10.00 p.m. sydd yn rhoi cyfartaledd yr wythnos o 21.9 awr (2002 – 20.7 awr).

	2003	2002
	Oriau	Oriau
<b>Saesneg</b>		
Rhaglenni gwreiddiol	4,730	4,562
Ailddarlediadau	1,745	1,674
	<hr/>	<hr/>
	6,475	6,236
(Cyfartaledd yr wythnos)	(124.5)	(119.9)
	<hr/>	<hr/>

Mae gan S4C yr hawl i ddarlledu rhaglenni Saesneg Channel 4 yn rhad ac am ddim yn ôl Adran 58(2) Deddf Ddarledu 1990.

## HOURS TRANSMITTED AND AVERAGE COST PER HOUR

The total hours of programmes transmitted by S4C during the year amounted to 10,929 (2002 – 10,572), representing an average per week of 210.2 hours (2002 – 203.3 hours). An analysis of these hours between Welsh language programmes and their related costs and English language programmes is as follows:-

	2003		2002	
	Hours	Cost per hour £	Hours	Cost per hour £
<b>Welsh</b>				
Commissioned programmes	1,604	35,702	1,712	34,710
Acquired programmes	162	7,342	102	9,255
Repeats	2,173	2,357	2,005	2,631
	<hr/>	<hr/>	<hr/>	<hr/>
	3,939	16,141	3,819	17,189
BBC	515	-	517	-
	<hr/>	<hr/>	<hr/>	<hr/>
	4,454		4,336	
(Average per week)	(85.7)		(83.4)	
	<hr/>	<hr/>	<hr/>	<hr/>

The Welsh language programmes supplied by the BBC, which included an element of repeat programmes, were provided to S4C under Section 58(1) of the Broadcasting Act 1990 and were funded out of the BBC's licence revenue. Acquired programmes are those purchased under licence for transmission on S4C services.

1,140 hours (2002 - 1,076 hours) of Welsh language programmes were transmitted in the peak hours between 6.30 p.m. and 10.00 p.m. with a weekly average of 21.9 hours (2002 – 20.7 hours).

	2003	2002
	Hours	Hours
<b>English</b>		
Original programming	4,730	4,562
Repeats	1,745	1,674
	<hr/>	<hr/>
	6,475	6,236
(Average per week)	(124.5)	(119.9)
	<hr/>	<hr/>

S4C has the right to transmit English language programmes provided by Channel 4 free of charge in accordance with Section 58(2) of the Broadcasting Act 1990.

## RHAGLENNI A DDARLLEDWYD YN ÔL CATEGORI

## Rhagleni a gomisiynwyd

	2003		2002	
	Oriau	Cyfartaledd Cost yr awr £	Oriau	Cyfartaledd Cost yr awr £
Drama analog digidol	61 0		77 2	
	61	181,347	79	161,387
Ffeithiol analog digidol	237 412		261 551	
	649	20,120	812	17,344
Adloniant Ysgafn analog digidol	121 15		116 25	
	136	63,991	141	49,086
Pobl Ifainc a Phlant analog digidol	164 72		177 81	
	236	50,790	258	56,372
Cerdoriaeth a Chelfyddydau analog digidol	63 159		63 94	
	222	18,590	157	20,881
Addysg analog	8	43,992	11	46,712
Chwaraeon analog digidol	201 29		143 44	
	230	30,832	187	34,275
Crefydd analog digidol	25 37		23 44	
	62	14,326	67	13,802
Cyfanswm analog digidol	880 724		871 841	
	1,604		1,712	

Yr oriau digidol a ddangosir ar wahân uchod yw'r oriau hynny a gomisiynwyd ar gyfer y gwasanaeth digidol yn ychwanegol at ddarlllediad cyfamserol y gwasanaeth analog.

## TRANSMITTED PROGRAMMES BY CATEGORY

## Commissioned programmes

	2003		2002	
	Hours	Average Cost per hour £	Hours	Average Cost per hour £
Drama analogue digital	61 0		77 2	
	61	181,347	79	161,387
Factual analogue digital	237 412		261 551	
	649	20,120	812	17,344
Light Entertainment analogue digital	121 15		116 25	
	136	63,991	141	49,086
Youth and Children analogue digital	164 72		177 81	
	236	50,790	258	56,372
Music and Arts analogue digital	63 159		63 94	
	222	18,590	157	20,881
Education analogue	8	43,992	11	46,712
Sport analogue digital	201 29		143 44	
	230	30,832	187	34,275
Religion analogue digital	25 37		23 44	
	62	14,326	67	13,802
Total analogue digital	880 724		871 841	
	1,604		1,712	

The digital hours shown separately above are those hours commissioned for the digital service in addition to the simultaneous transmission of the analogue service.

**BBC a Channel 4**

	2003		2002	
	BBC Oriau	C4 Oriau	BBC Oriau	C4 Oriau
Drama	96	907	96	977
Newyddion	184	122	183	-
Materion Cyfoes a Ffeithiol	89	87	97	503
Adloniant Ysgafn	3	2,121	-	1,502
Pobl Ifainc a Phlant	17	100	23	94
Cerddoriaeth a Chelfyddydau	40	230	32	245
Addysg	29	171	32	205
Chwaraeon	57	968	54	1,006
Crefydd	-	24	-	30
	<b>515</b>	<b>4,730</b>	<b>517</b>	<b>4,562</b>

**BBC and Channel 4**

	2003		2002	
	BBC Hours	C4 Hours	BBC Hours	C4 Hours
Drama	96	907	96	977
News	184	122	183	-
Current Affairs and Factual	89	87	97	503
Light Entertainment	3	2,121	-	1,502
Youth and Children	17	100	23	94
Music and Arts	40	230	32	245
Education	29	171	32	205
Sport	57	968	54	1,006
Religion	-	24	-	30
	<b>515</b>	<b>4,730</b>	<b>517</b>	<b>4,562</b>

**YMGYFRANIAD AC YMGYNGHORIAD STAFF**

Mae S4C yn trosglwyddo gwybodaeth i'w staff ac yn ymgynghori â nhw mewn nifer o ffyrdd, sydd yn adlewyrchu egwyddorion y wobr Buddsoddwyr mewn Pobl:

- 1) trwy system o briffio timoedd sydd yn rhoi gwybodaeth i staff ar faterion corfforaethol cyfredol;
- 2) trwy gyfarfodydd adran a gynhelir yn rheolaidd lle lledaenir gwybodaeth gan aelodau'r Tîm Rheoli a lle caiff staff gyfle i fynegi eu barn;
- 3) trwy gyfarfodydd staff rheolaidd pryd mae'r Prif Weithredwr yn adrodd ar sut y mae pethau yn mynd yn eu blaen a chynlluniau i'r dyfodol. Anogir pob aelod o'r staff i ofyn cwestiynau;
- 4) trwy ledaenu system e-bost a mewnrhwyd o fewn y cwmni;
- 5) trwy fargeinio arferol gyda BECTU (yn achos staff technegol). Mae S4C hefyd yn cydnabod Equity (yn achos cyflwynwyr) a'r NUJ (yn achos staff Swyddfa'r Wasg).

**POLISI CYFLOGI**

Mae'r Awdurdod yn gyflogwr cyfle cyfartal. Nid yw'n gwahaniaethu ar sail hiliogaeth, rhyw, crefydd, anfantais gorfforol, tueddiadau rhywiol na statws priodasol yn ei pholisiau cyflogi a reciwtio. Ystyrrir pobl anabl, yn gofrestredig ai peidio, ar gyfer pobl swydd a rhoddir pobl cyfle cyfartal iddynt wrth ystyried hyfforddiant, datblygiad gyrrfa a dyrchafiadau.

**EMPLOYEE INVOLVEMENT AND CONSULTATION**

There are a number of ways in which S4C informs and consults with its employees, which reflects the principles of the Investors in People award:

- 1) through a team briefing system which informs staff of current corporate issues;
- 2) through regular departmental meetings where information is disseminated by members of the Management Team and staff have an opportunity to air views;
- 3) through regular staff meetings where the Chief Executive reports on progress and future plans and all staff are encouraged to ask questions;
- 4) through use of the company-wide e-mail and intranet systems;
- 5) through normal collective bargaining with BECTU (for technical staff). S4C also recognises Equity (for continuity announcers) and the NUJ (for Press Office staff).

**EMPLOYMENT POLICY**

The Authority is an equal opportunities employer. It does not discriminate on the grounds of race, sex, religion, physical handicap, sexual orientation or marital status in its recruitment and employment policies. Disabled people, whether registered as such or not, are fully and fairly considered for all vacancies and are given equal opportunities with other staff in relation to training, career development and promotion.

## RHEOLAETH GORFFORAETHOL

Mae'r Awdurdod wedi ymrwymo i ddefnyddio'r egwyddorion rheolaeth corfforaethol uchaf sy'n gymesur â'i faint.

## CYDYMFFURFIAETH

Mae'r Awdurdod wedi cydymffurfio drwy'r flwyddyn a darpariaethau'r Côd sydd wedi eu gosod yn Adran 1 o'r Côd Cyfunol cyn belled ag y maent yn gymwys i'r Awdurdod.

## DEFNYDDIO EGWYDDORION

Mae'r Awdurdod wedi defnyddio'r egwyddorion rheolaeth dda a gynhwysir yn y Côd Cyfunol.

### Yr Awdurdod

Fel awdurdod darlleu annibynnol a'r prif gorff rheoleiddio ar gyfer gwasanaethau teledu S4C, mae gan Awdurdod S4C gyfrifoldeb llawn dros sicrhau bod swyddogaethau statudol S4C, mewn gwlasanaeth cyhoeddus ac amgylchedd masnachol, yn cael eu cyflawni'n unol â pholisiau'r Awdurdod a gofynion Deddfau Darlledu 1990 a 1996.

Mae'r Awdurdod yn cynnwys y Cadeirydd ag wyth aelod, i gyd yn cael eu penodi gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon, ar ôl ymgynghori â Chynulliad Cenedlaethol Cymru. Mae ganddynt brofiad a gwybodaeth helaeth ac maent yn annibynnol o'r Tîm Rheoli, ac o unrhyw berthynas fusnes neu berthynas arall a allai ymyrryd ag ymarfer eu barn annibynnol. Mae'r strwythur hyn yn sicrhau na all y broses o wneud penderfyniadau gan yr aelodau gael ei rheoli gan unigolyn neu grŵp bychan. Cadeirydd yr Awdurdod yw Elan Closs Stephens ac arweinir y Tîm Rheoli gan Huw Jones, y Prif Weithredwr. Cynhwysir manylion bywgraffyddol am aelodau'r Awdurdod yn yr Adroddiad Blynnyddol, sydd yn cydfynd â'r ddogfen hon.

Mae'r Awdurdod yn cyfarfod yn ffurfiol trwy gydol y flwyddyn, a hynný'n fisol fel arfer ac mae ganddo ystod o faterion sydd wedi eu neilltuo iddo am benderfyniad ynghyd â rhaglen waith llawn i'w galluogi i adolygu perfformiad S4C ac i gymryd penderfyniadau strategol ar adegau addas o fewn y cyfnod cynllunio corfforaethol. Ym mhob un o gyfarfodydd yr Awdurdod fel arfer bydd y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod, y Cyfarwyddwr Rhaglenni, y Cyfarwyddwr Cyllid ac Adnoddau Dynol, y Cyfarwyddwr Materion Corfforaethol a Rheolwr Gyfarwyddwr S4C Masnachol yn bresennol. Bydd y Tîm Rheoli yn rhoi i aelodau'r Awdurdod wybodaeth briodol ac amserol ac mae rhyddid i'r aelodau ofyn am unrhyw wybodaeth bellach y credant ei bod yn angenrheidiol. Gall yr aelodau i gyd

## CORPORATE GOVERNANCE

The Authority is committed to applying the highest principles of corporate governance commensurate with its size.

## COMPLIANCE

The Authority has complied throughout the year with the Code provisions set out in Section 1 of the Combined Code so far as they are applicable to the Authority.

## APPLICATION OF PRINCIPLES

The Authority has applied the principles of good governance contained in the Combined Code.

### The Authority

As an independent broadcasting authority and the principal regulatory body in respect of the S4C television services, the S4C Authority has full responsibility for ensuring that, in a public service and commercial environment, the statutory functions of S4C are discharged in accordance with the Authority's policies and the requirements of the Broadcasting Acts 1990 and 1996.

The Authority comprises the Chair and eight members, all of whom are appointed by the Secretary of State for Culture, Media and Sport following consultation with the National Assembly for Wales. They bring a breadth of experience and knowledge and are independent of the Management Team and of any business or other relationship which could interfere with the exercise of their independent judgement. This structure ensures that the members' decision making cannot be dominated by an individual or small group. The Chair of the Authority is Elan Closs Stephens and the Management Team is led by Huw Jones, the Chief Executive. The biographical details of the Authority members are included in the Annual Report, which accompanies this document.

The Authority meets formally throughout the year, normally monthly and has a schedule of matters specifically reserved to it for decision, and a full work programme to enable it to monitor the performance of S4C and take strategic decisions at appropriate points in the corporate planning cycle. All meetings of the Authority are usually attended by the Chief Executive, the Secretary to the Authority, the Director of Programmes, the Director of Finance and Human Resources, the Director of Corporate Affairs and the Managing Director of S4C Masnachol. The Management Team supplies the Authority members with appropriate and timely information and the members are free to seek any further information they consider necessary. All members have access to advice

ofyn am gyngor gan Ysgrifennydd yr Awdurdod a gweithwyr proffesiynol annibynnol ar draul S4C. Darperir hyfforddiant ar gyfer aelodau newydd yn ôl yr angen. Ceir cofrestr yn nodi diddordebau'r aelodau ar Wefan S4C, [www.s4c.co.uk](http://www.s4c.co.uk). Gellir gweld copiâu yn swyddfeydd S4C yng Nghaerdydd a Chaernarfon.

Mae'r Awdurdod wedi sefydlu'r pwylgorau canlynol i'w helpu i gyflawni ei ddyletswyddau:

- *Pwyllgor Archwilio a Rheoli Risg*
- *Pwyllgor Personel a Chydabyddiaeth*
- *Pwyllgor Cwymion*

Cyhoeddir bwletin o'i drafodaethau a'i benderfyniadau yn dilyn pob cyfarfod a chynhelir cyfarfodydd cyhoeddus yn aml mewn gwahanol rannau o Gymru.

#### **Y Prif Weithredwr a'r Tîm Rheoli**

Gydag arolygon cyfnodol ac yn unol â chyfrifoldeb cyffredinol yr Awdurdod, mae'r cyfrifoldeb dros ffurfio a gweithredu polisi manwl, yn unol â chylch gwaith a pholisi rhaglenni S4C a chynnal busnes S4C, wedi ei ddirprwyo i'r Prif Weithredwr a thrwyddo ef i'r Tîm Rheoli. Y Prif Weithredwr a'r Tîm Rheoli sy'n gyfrifol am sicrhau bod busnes S4C yn cael ei gynnal yn unol â pholisiau a threfniadau gweithredu sydd wedi eu cymeradwyo gan yr Awdurdod.

Mae'r Prif Weithredwr wedi ei benodi gan yr Adran Diwylliant, Cyfryngau a Chwaraeon yn swyddog cyfrifo ar gyfer ariannu statudol S4C ac ef felly sy'n gyfrifol am sicrhau iawn ddefnydd o'r arian a delir i S4C gan yr Ysgrifennydd Gwladol.

#### **Pwyllgor Cyllideb**

Mae'r Pwyllgor Cyllideb yn cynnwys y Prif Weithredwr a'r Tîm Rheoli. Diben y Pwyllgor Cyllideb yw trafod yn fanwl gyllideb ddrafft flynyddol S4C ac argymhell draft terfynol y gyllideb i'r Awdurdod ei gymeradwyo. Caiff cyllideb S4C ar gyfer pob blwyddyn ariannol (ac unrhyw ddiwygiadau wedyn) ei chymeradwyo gan yr Awdurdod.

#### **Cyflogau**

Caiff cydnabyddiaeth y Cadeirydd ac aelodau'r Awdurdod ei phennu ym mhob achos gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon.

Penderfynir cyflogau'r Prif Weithredwr a'r Ysgrifennydd i'r Awdurdod gan yr Awdurdod. Mae cyflogau'r Tîm Rheoli yn cael eu penderfynu gan y Prif Weithredwr o fewn fframwaith a gytunwyd gan Bwyllgor Personel a Chydabyddiaeth yr Awdurdod.

from the Secretary to the Authority and independent professionals at the expense of S4C. Training is available for new members as necessary. A register stating the members interests appears on S4C's website, [www.s4c.co.uk](http://www.s4c.co.uk). Copies are available for inspection at the offices of S4C in Cardiff and Caernarfon.

The Authority has established the following committees to help it in the discharge of its responsibilities:

- *Audit and Risk Management Committee*
- *Personnel and Remuneration Committee*
- *Complaints Committee*

It publishes a bulletin of its discussions and decisions following each of its meetings and holds frequent open public meetings in different parts of Wales.

#### **The Chief Executive and the Management Team**

Subject to periodic review and to the overall responsibility of the Authority, responsibility for the formulation and operation of detailed policy, in accordance with the S4C remit and programme policy and the conduct of the affairs of S4C, has been delegated to the Chief Executive and through him to the Management Team. The Chief Executive and the Management Team are responsible for ensuring that the affairs of S4C are conducted in accordance with policies and operating procedures approved by the Authority.

The Chief Executive has been appointed by the Department for Culture, Media and Sport as the accounting officer in respect of the statutory funding of S4C and, as such, is the person responsible for the proper use of funds paid to S4C by the Secretary of State.

#### **Budget Committee**

The Budget Committee comprises the Chief Executive and the Management Team. Its purpose is to discuss in detail the draft annual budget of S4C and to recommend a final draft budget to the Authority for approval. The budget of S4C for each financial year (and any subsequent amendments) is approved by the Authority.

#### **Salaries**

The remuneration and term of appointment of the Chair and the members of the Authority is determined in each case by the Secretary of State for Culture, Media and Sport.

The salaries of the Chief Executive and the Secretary to the Authority are determined by the Authority. The salaries of the Management Team are determined by the Chief Executive within a framework agreed by the Personnel and Remuneration Committee of the Authority.

Caiff codiadau cyffredinol yng nghyflogau'r staff i gyd eu penu gan yr Awdurdod ar argymhelliaid y Prif Weithredwr a'r Tîm Rheoli. Ar 1 Ionawr 2003, cymeradwyodd yr Awdurdod godiad cyffredinol o 2.6% yng nghyflogau pob un o'r staff.

Caiff cyflogau aelodau eraill y staff eu penu gan y Prif Weithredwr a'r Tîm Rheoli o fewn y gyllideb flynyddol sy'n cael ei chymeradwyo gan yr Awdurdod. Bydd Panel Cyflogau, sy'n cynnwys yr Ysgrifennydd i'r Awdurdod, y Cyfarwyddwr Cyllid ac Adnoddau Dynol a'r Pennaeth Adnoddau Dynol yn adolygu cyflogau y rhai nad ydynt yn aelodau o'r Tîm Rheoli ac yn argymhell codiadau i unigolion yn ôl haeddiant neu gyfraddau'r farchnad. Caiff cyflogau staff sydd yn gweithio i is-ymgynneriadau S4C eu penu gan Bwyllgor Cydnabyddiaeth S4C Masnachol a'u cymeradwyo gan Fyrddau S4C Masnachol Cyf ac S4C Digital Media Ltd, gyda Phrif Weithredwr S4C, y Cyfarwyddwr Cyllid ac Adnoddau Dynol ac aelod an-weithredol o'r cwmnïoedd hynny yn aelodau ohono.

#### Atebolwydd ac archwilio

Mae'r Awdurdod yn cyflwyno asesiad cytbwys o sefyllfa a rhagolygon S4C yn yr wybodaeth y mae'n ofynnol iddo ei gyflwyno yn ôl gofynion statudol.

Mae'r Pwyllgor Archwilio a Rheoli Risg yn is-bwyllgor i'r Awdurdod ac yn ystod y flwyddyn yr aelodaeth oedd Huw Wynne-Griffith (Cadeirydd) ymddeolodd 30 Medi, Dafydd Wigley (Cadeirydd) penodwyd 24 Tachwedd, Nic Parry a Chris Llewelyn, sydd i gyd yn aelodau an-weithredol annibynnol.

Mae cylch gwaith y Pwyllgor yn cynnwys cadw golwg ar gwmpas a chanlyniadau'r archwiliadau allanol a mewnol a'u heffeithiolrwydd o ran cost.

Bydd y Pwyllgor yn sicrhau annibyniaeth yr archwilwyr mewnol ac yn arolygu annibyniaeth a gwrthrychedd yr archwilwyr allanol. Mae hynny'n cynnwys arolygu natur a graddfa gwasanaethau an-archwiliol a ddarperir gan yr archwilwyr allanol i'r Awdurdod, gan geisio sicrhau cydbwyssedd o ran gwrthrychedd a gwerth am arian.

Bydd Cadeirydd yr Awdurdod, y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod a'r Cyfarwyddwr Cyllid ac Adnoddau Dynol yn bresennol yng nghyfarfodydd y Pwyllgor Archwilio a Rheoli Risg fel arfer. Gall aelodau eraill o'r Awdurdod hefyd fynychu'r cyfarfodydd hyn.

#### RHEOLAETH FEWNOL

Yr Awdurdod sy'n gyfrifol yn y pen draw am gynnal system gadarn o reolaeth fewnol i ddiogelu asedion S4C ac adolygu'i

General salary increases for all staff are determined by the Authority on the recommendation of the Chief Executive and the Management Team. On 1 January 2003, the Authority approved a general salary increase of 2.6% for all staff. The salaries of other members of staff are determined by the Chief Executive and the Management Team within the annual budget approved by the Authority. A Salaries Panel, comprising the Secretary to the Authority, the Director of Finance and Human Resources and the Head of Human Resources reviews non-Management salaries, and recommends merit or market rate increases for individuals. The salaries of staff employed in the work of the subsidiary undertakings of S4C are determined by the Renumeration Committee of S4C Masnachol and approved by the Boards of S4C Masnachol Cyf and S4C Digital Media Ltd, on which the S4C Chief Executive, the Director of Finance and Human Resources and a non-executive director of those companies sit.

#### Accountability and audit

The Authority presents a balanced assessment of S4C's position and prospects in the information required to be presented by statutory requirements.

The Audit and Risk Management Committee is a sub-committee of the Authority and during the year comprised Huw Wynne-Griffith (Chair) retired 30 September, Dafydd Wigley (Chair) appointed 24 November, Nic Parry and Chris Llewelyn, all of whom are independent non-executive members.

The terms of reference of the Committee include keeping under review the scope and results of both the internal and external audits and their cost effectiveness.

The Committee ensures the independence of the internal auditors and reviews the independence and objectivity of the external auditors. This includes reviewing the nature and extent of non-audit services supplied by the external auditors to the Authority, seeking to balance objectivity and value for money.

The Chair of the Authority, the Chief Executive, the Secretary to the Authority and the Director of Finance and Human Resources normally attend meetings of the Audit and Risk Management Committee. Other Authority members may also attend these meetings.

#### INTERNAL CONTROL

The Authority is responsible for maintaining a sound system of internal control to safeguard the assets of S4C and for

effeithiolrwydd. Bwriedir system o'r fath i reoli yn hytrach na dileu'r perygl o fethiant i gyflawni amcanion busnes. Mae cyfyngiadau cynhenid mewn unrhyw system reoli, a chan hynny dim ond sicrwydd rhesymol ac nid sicrwydd llwyr y gall hyd yn oed y systemau mwyaf effeithiol ei ddarparu yn erbyn camddatganiad neu golled sylweddol.

Yn sgîl cyhoeddi arweiniad i gyfarwyddwyr ar reolaeth fewnol, *Rheolaeth Fewnol; Arweiniad i Gyfarwyddwyr ar y Côd Cyfun (arweiniad Turnbull)*, mae'r Awdurdod yn cadarnhau bod yna broses barhaus ar gyfer adnabod, gwerthuso a rheoli'r risgiau sylweddol a wynebir gan y grŵp, sydd wedi bod yn ei lle ar gyfer y flwyddyn dan sylw a hyd at ddyddiad cymeradwyo'r Datganiad Ariannol, a bod y broses hon yn cael ei harolygu'n gyson gan yr Awdurdod a'i bod yn cydymffurfio â'r arweiniad.

Elfennau allweddol y system reolaeth fewnol yw:

*Amgylchedd rheoli* - mae'r Awdurdod, yn gweithredu drwy'r Pwyllgor Archwilio a Rheoli Risg, wedi rhoi strwythur trefniadol ar waith sy'n diffinio cyfrifoldebau clir dros reolaeth ariannol fewnol.

Mae yna system adroddiadau rheolaeth gynhwysfawr sy'n cynnwys paratoi cyllidebau blynnyddol gan bob canolfan cost. Caiff y cyllidebau hyn wedyn eu cadarnhau gan yr Awdurdod fel rhan o'r gyllideb gyffredinol am y flwyddyn. Caiff canlyniadau'r canolfannau cost eu hadrodd yn fisol a'u cymharu gyda'r gyllideb. Archwili'r amrywiadau sylweddol o'r gyllideb fel sy'n briodol. Paratoir rhagolygon o ymrwymiadau yn rheolaidd drwy gydol y flwyddyn.

*Trefnweithiau rheolaeth* – mae'r trefnweithiau ar gyfer gweithrediadau wedi'u dogfennu yn y Llawlyfr Trefnweithiau Rheolaeth Fewnol. Mae goblygiadau newidiadau yn y gyfraith a rheoliadau'n cael eu hystyried yn y trefnweithiau hyn.

Mae pob canolfan cost yn cynnal rheolaeth ariannol a threfnweithiau cymwys i'w hamgylchedd busnes ei hunan sy'n cydymffurfio gyda'r safonau a'r canllawiau a gymeradwywyd gan yr Awdurdod.

*Y broses monitro* - mae'r Pwyllgor Archwilio a Rheoli Risg yn derbyn ac yn ystyried adroddiadau ar y system o reolaeth ariannol fewnol oddi wrth y rheolwyr a'r swyddogaeth archwiliad mewnwol.

Mae'r Awdurdod yn cadarnhau ei fod wedi cynnal adolygiad o effeithiolrwydd system rheolaeth fewnol S4C ar gyfer y flwyddyn ariannol a hyd at ddyddiad yr adroddiad hwn, yn unol â'r arweiniad a nodir yn y *Arweiniad Rheolaeth Fewnol ar gyfer Cyfarwyddwyr ar y Côd Cyfun (arweiniad Turnbull)*.

reviewing its effectiveness. Such a system is designed to manage, but not eliminate the risk of failure to achieve business objectives. There are inherent limitations in any control system and accordingly even the most effective systems can provide only reasonable and not absolute assurance against material misstatement or loss.

Following publication of guidance for directors on internal control, *Internal Control; Guidance for Directors on the Combined Code (the Turnbull guidance)*, the Authority confirm that there is an ongoing process for identifying, evaluating and managing the significant risks faced by the group, that has been in place for the year under review and up to the date of approval of the Statement of Accounts, and that this process is regularly reviewed by the Authority and accords with the guidance.

The key features of the system of internal control are as follows:

*Control environment* - the Authority, acting through the Audit and Risk Management Committee, has put in place an organisational structure with clearly defined responsibilities for internal control.

There is a comprehensive management reporting system which involves the preparation of annual budgets by all cost centres. These budgets are then approved by the Authority as part of the overall budget for the year. The results of the cost centres are reported monthly and compared to the budget. Significant variances from budget are investigated as appropriate. Forecasts of commitments are prepared regularly throughout the year.

*Control procedures* – operational procedures are documented in the Internal Control Procedures Manual. The implications of changes in law and regulations are taken into account within these procedures.

Each cost centre maintains financial controls and procedures appropriate to its own business environment conforming to the overall standards and guidelines approved by the Authority.

*Monitoring process* - the Audit and Risk Management Committee receives and considers reports on the system of internal financial control from management and the internal audit function.

The Authority confirms that it has conducted a review of the effectiveness of the system of internal controls of S4C for the financial year and up to the date of this report in accordance with the guidance set out in *Internal Control Guidance for Directors on the Combined Code (the Turnbull guidance)*.

Yn bennodol, mae wedi arolygu a diweddar u'r broses ar gyfer adnabod a gwerthuso'r risgiau sylweddol sy'n effeithio ar y busnes, y polisiau a'r drefn a ddefnyddir i reoli'r risgiau hyn. Mae hyn wedi'i atgyfnerthu drwy fabwysiadu dulliau sydd yn arwain staff yn eu hymddygiad busnes, yn cynnwys y Llawlyfr Dulliau Rheolaeth Fewnol a'r llawlyfr staff, a gymeradwywyd gan yr Awdurdod, sy'n darparu arweiniad ymarferol i'r holl staff. Mae hefyd bolisiau grŵp a threfn cyflogion ar gyfer adrodd ar a datrys unrhyw weithgareddau twyllodrus a amheur.

Mae'r Tim Rheoli yn gyfrifol am adnabod a gwerthuso'r risgiau sylweddol sy'n berthnasol i'w meysydd busnes, ynghyd â chynllunio a gweithredu rheolaeth fewnol briodol. Asesir y risgiau hyn ar sail barhaus a gallant fod yn gysylltiedig ag amrywiaeth a ffynonellau mewnol ac allanol gan gynnwys toriadau mewn goruchwyliaeth, amhariaeth ar y systemau gwybodaeth, cystadleuaeth, trychinebau naturiol a gofynion rheoleiddio.

Cynhalwyd swyddogaeth archwilio mewnol drwy gydol y flwyddyn i ddarparu sicrwydd i'r Awdurdod ynglŷn â gweithrediad a dilysrwydd y system reolaeth fewnol. Mae gweithrediadau cywiro arfaethedig yn cael eu monitro'n annibynnol gan y Pwyllgor Archwilio a Rheoli Risg i sicrhau bod y gwaith yn cael ei gwblhau mewn da bryd. Mae archwiliwr mewnol yn arolygu'n annibynnol y broses reoli a weithredir gan y rheolwyr gan adrodd i'r swyddog cyfrifo a'r Pwyllgor Archwilio a Rheoli Risg. Mae'r Pwyllgor Archwilio a Rheoli Risg yn arolygu'r drefn sicrwydd, gan wneud yn siŵr bod cymysgfa briodol o dechnegau'n cael eu defnyddio i gael y lefel sicrwydd y gofynnir amdan gan yr Awdurdod. Mae'r Pwyllgor Archwilio a Rheoli Risg yn cyflwyno'i gasgliadau i'r Awdurdod.

Mae'r Prif Weithredwr hefyd yn adrodd i'r Awdurdod ar ran y Tim Rheoli ar newidiadau sylweddol yn y busnes a'r amgylchedd allanol sy'n effeithio risgiau sylweddol. Mae'r Cyfarwyddwr Cyllid ac Adnoddau Dynol yn cyflwyno gwybodaeth fisol i'r Awdurdod sy'n cynnwys y prif arwyddion ynglŷn â pherfformiad a risg. Pan nodir lle y gellid gwella'r system, mae'r Awdurdod yn ystyried yr argymhellion a wnaethwyd gan y Tim Rheoli a'r Pwyllgor Archwilio a Rheoli Risg.

Mae'r Pwyllgor Archwilio a Rheoli Risg yn arolygu'r broses rheoli risg ac yn ystyried:

yr awdurdod, adnoddau a chydlyniant pawb sydd ynghlwm wrth y gwaith o ddynodi, asesu a rheoli risgiau sylweddol a wynebir gan yr Awdurdod;

In particular, it has reviewed and updated the process for identifying and evaluating the significant risks affecting the business and the policies and procedures by which these risks are managed. This has been reinforced by the adoption of various procedures which guide staff on their business conduct, including the Internal Control Procedures Manual and the staff handbook, approved by the Authority, which provide practical guidance for all staff. There are also supporting group policies and employee procedures for the reporting and resolution of suspected fraudulent activities.

The Management Team are responsible for the identification and evaluation of significant risks applicable to their areas of business, together with the design and operation of suitable internal controls. These risks are assessed on a continuous basis and may be associated with a variety of internal or external sources including control breakdowns, disruption in information systems, competition, natural catastrophe and regulatory requirements.

An internal audit function has been maintained throughout the year to provide assurance to the Authority as to the operation and validity of the system of internal control. Planned corrective actions are independently monitored by the Audit and Risk Management Committee for timely completion. Internal auditors independently review the control process implemented by management and report to the accounting officer and the Audit and Risk Management Committee. The Audit and Risk Management Committee reviews the assurance procedures, ensuring that an appropriate mix of techniques is used to obtain the level of assurance required by the Authority. The Audit and Risk Management Committee presents its findings to the Authority.

The Chief Executive also reports to the Authority on behalf of the Management Team on significant changes in the business and the external environment which affect significant risks. The Director of Finance and Human Resources provides the Authority with monthly financial information which includes key performance and risk indicators. Where areas for improvement in the system are identified, the Authority considers the recommendations made by the Management Team and the Audit and Risk Management Committee.

The Audit and Risk Management Committee reviews the risk management and control process and considers :

the authority, resources and co-ordination of those involved in the identification, assessment and management of significant risks faced by the Authority;

yr ymateb i'r risgau sylweddol a ddynodwyd gan y rheolwyr ac eraill;  
y gwaith monitro ar yr adroddiadau a dderbyniwyd gan y rheolwyr;  
y gofal am amgylchedd rheoli sy'n anelu at gadw rheolaeth briodol ar risg;  
y gweithdrefnau adrodd blynnyddol.

Mae'r Pwyllgor Archwilio a Rheoli Risg hefyd yn cadw cysylltiad â'r holl newidiadau a wnaed i'r system ac yn cadw golwg ar agweddau y mae angen eu gwella. Cyflwyna adroddiadau ar y cyfryw bethau i'r Awdurdod.

#### **Busnes Byw**

Ar ôl cynnal ymholiadau, ac o ran y darpariaethau cyllido yn Adran 80 Deddf Ddarlledu 1996, mae gan yr Awdurdod ddisgwyliadau rhesymol fod gan S4C adnoddau digonol i ddal ati i weithredu hyd y gellir rhagweld. Am y rheswm hwnnw, mae'n parhau i baratoi Datganiad Ariannol ar sail bod yn fusnes byw.

#### **DATGANIAD CYFRIFOLDEBAU - PARATOI DATGANIADAU CYLLIDOL**

(a) Mae'n ofyniad hanfodol o dan gyfraith cwmniâu'r Deyrnas Unedig i gyfarwyddwyr i sicrhau bod datganiadau cyllidol am bob blwyddyn ariannol yn cael eu paratoi gan roi golwg gwir a theg o sefyllfa eu cwmni ar ddiwedd y flwyddyn ariannol ac o'r elw neu golled am y cyfnod hwnnw.

(b) At hynny, mae'n ofynnol i gyfarwyddwyr:

fabwysiadu polisiau cyfrifon addas a'u defnyddio'n gyson;  
lunio arfaniadau a gwneud amcangyfrifon yn rhesymol ac yn ddoeth;  
gydymffurffio â safonau cyfrifo sy'n gymwys;  
baratoi'r datganiadau cyllidol ar sail busnes sy'n fyw onibai ei bod yn anaddas i gymryd bod y cwmni am barhau mewn busnes.

the response to the significant risks which have been identified by management and others;  
the monitoring of the reports from management;  
the maintenance of a control environment directed towards the proper management of risk;  
the annual reporting procedures.

Additionally, the Audit and Risk Management Committee keeps abreast of all changes made to the system and follows up on areas which require improvement. It reports such matters to the Authority.

#### **Going Concern**

After making enquiries and having regard to the funding provisions contained in Section 80 of the Broadcasting Act 1996, the Authority has a reasonable expectation that S4C has adequate resources to continue in operational existence for the foreseeable future. For this reason, it continues to adopt the going concern basis in preparing the Statement of Accounts.

#### **STATEMENT OF RESPONSIBILITIES - PREPARATION OF FINANCIAL STATEMENTS**

(a) There is an overriding requirement under United Kingdom company law for directors to ensure that financial statements are prepared for each financial year which give a true and fair view of the state of affairs of their company as at the end of the financial year and of the profit or loss for that period.

(b) In addition, directors are required:

to adopt appropriate accounting policies and apply them consistently;  
to make judgements and estimates reasonably and prudently;  
to comply with applicable accounting standards;  
to prepare the financial statements on a going concern basis unless it is inappropriate to assume that the company will continue in business.

(c) Mae cyfarwyddwyr hefyd yn gyfrifol am:

sicrhau bod cofnodion cyfrifo digonol yn cael eu cadw i ddiogelu asedion y cwmn;  
gymryd camau rhesymol i atal ac i ddarganfod twyll ac unrhyw afreoleidd-dra arall.

Yn achos S4C, mae'r cyfrifoldeb am baratoi Datganiad Ariannol yn disgyn ar yr Awdurdod fel corff statudol o dan Ddeddf Ddarlleu 1990 Atodlen 6 paragraffau 12 a 13.

Mae'r Prif Weithredwr, yn rhinwedd ei swyddogaeth yn swyddog cylliido, yn gyfrifol am sicrhau bod y Datganiad Ariannol yn cael eu baratoi, ac am weithredu'r camau rheoli.

Mae'r Awdurdod yn cadarnhau bod Datganiad Ariannol S4C yn cydymffurfio â'r holl ofynion uchod. Mae'r Awdurdod yn ystyried ei fod yn cyflawni ei gyfrifoldebau ym mhob un o'r agweddau uchod.

#### ARCHWILWYR

Mae Grant Thornton, sydd yn cynnig eu hunain fel Archwilwyr yn unol ag Adran 56 (3) a pharagraffau 12(2) a (3) o Atodlen 6 Deddf Ddarlleu 1990. Ar 1 Gorffennaf 2004, fe fydd partneriaeth Grant Thornton yn newid i fod yn Bartneriaeth Atebol Cyfynedig o'r enw Grant Thornton UK LLP. Yn unol a pharagraff 12(2) o Atolen 6 Deddf Ddarlleu 1990, y mae'r cyfarwyddwyr yn bwriadu cytuno i ehangu'r awyntiad i Grant Thornton UK LLP wedi 1 Gorffennaf 2004. Ceir eu hadroddiad ar y Datganiad Ariannol a Rheolaeth Gorfforaethol ar dudalennau 13 ac 14.

Ar orchymyn yr Awdurdod

**Huw Jones**  
*Prif Weithredwr*  
28 Mehefin 2004

(c) It is the responsibility of directors to:

ensure that adequate accounting records are maintained to safeguard the assets of the company;  
take reasonable steps to prevent and detect fraud and other irregularities.

In the case of S4C, the responsibility for the preparation of a Statement of Accounts is placed on the Authority as a statutory body by the Broadcasting Act 1990 Schedule 6 paragraphs 12 and 13.

The Chief Executive, as accounting officer, has responsibility for ensuring that the Statement of Accounts is prepared and for the implementation of controls.

The Authority confirms that S4C's Statement of Accounts complies with all appropriate requirements. The Authority considers that it is discharging its responsibilities in all the above respects.

#### AUDITORS

Grant Thornton offer themselves for reappointment in accordance with Section 56 (3) and paragraphs 12(2) and (3) of Schedule 6 to the Broadcasting Act 1990. On 1 July 2004, the Grant Thornton partnership will convert to a limited liability partnership called Grant Thornton UK LLP. Under paragraph 12(2) of Schedule 6 to the Broadcasting Act 1990, the directors intend to consent to extend the audit appointment to Grant Thornton UK LLP from 1 July 2004. Their report on the Statement of Accounts and Corporate Governance is given on pages 13 and 14.

By order of the Authority

**Huw Jones**  
*Chief Executive*  
28 June 2004

## **DATGANIAD I AELODAU'R AWDURDOD GAN YR ARCHWILWYR ANNIBYNNOL A BENODWYD DANADRAN 56 (3) A PHARAGRAFFAU 12 (2) A (3) O ATODLEN 6 DEDDF DDARLLEDU 1990**

Yr ydym wedi archwilio'r Datganiad Ariannol am y flwyddyn a derfynodd 31 Rhagfyr 2003, sydd yn cynnwys y cyfrif elw a cholled cyfun, y fantolen gyfun, mantolen S4C, y datganiad o lif arian cyfun a nodiadau 1 i 24 i'r cyfrifon. Mae'r datganiadau cyltidol wedi eu paratoi yn ôl polisiau'r cyfrifon a nodir yno.

Mae'r adroddiad hwn yn cael ei baratoi ar gyfer aelodau'r Awdurdod yn unig, fel corff, yn unol â pharagraff 13(2) Atodlen 6 Deddf Ddarlledu 1990. Mae ein gwaith archwilio wedi'i wneud fel bod modd i ni ddatgan wrth aelodau'r Awdurdod y materion hynny y mae'n ofynnol i ni eu datgan wrthynt mewn adroddiad archwilwyr ac nid at unrhyw ddiben arall. I'r graddau mwyaf a ganiateir gan y gyfraith, nid ydym yn derbyn nac yn cymryd cyfrifoldeb i unrhyw un ac eithrio'r Awdurdod ac aelodau'r Awdurdod fel corff, am ein gwaith archwilio, am yr adroddiad hwn, nag am y barnau a luniwyd gennym.

### **Cyfrifoldebau perthnasol aelodau'r Awdurdod a'r archwilwyr**

Aelodau'r Awdurdod sy'n gyfrifol am baratoi'r Adroddiad Blynnyddol a'r Datganiad Ariannol yn unol â chyfraith y Deyrnas Unedig a safonau cyfrifo. Ein cyfrifoldeb yw archwilio'r Datganiad Ariannol yn unol â gofynion perthnasol cyfreithiol a rheoleiddiol a safonau archwilio'r Deyrnas Unedig.

Cyflwynwn i chi ein barn a yw'r Datganiad Ariannol yn rhoi darlun gwir a theg, ac a ydyw wedi ei baratoi'n briodol yn unol â Deddf Darlledu 1990 a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gyfrifon. Cyflwynwn adroddiad i chi hefyd os nad yw'r Adroddiad yr Awdurdod, yn ein barn ni, yn gyson â'r Datganiad Ariannol, os nad yw'r Awdurdod wedi cadw cofnodion cyfrifo priodol, os nad ydym wedi cael yr holl wybodaeth a phob eglurhad sydd eisiau arnom ar gyfer ein harchwiliad, neu os yw'r wybodaeth a bennir gan y gyfraith ynglŷn â chydubyddiaeth yr Aelodau a'u trafodion gyda'r grŵp wedi eu datgelu.

Yr ydym yn arolygu a yw'r datganiad ar Reolaeth Gorfforaethol yn adlewyrchu cydymffurfiant yr Awdurdod â saith darpariaeth y Côd Cyfunol, a chyflwynwn adroddiad i chi os nad yw. Nid yw'n ofynnol i ni ystyried a yw datganiadau'r Awdurdod ar reolaeth fewnol yn cynnwys pob risg a rheolaeth, na i lunio barn am effeithiolwydd trefniadau rheolaeth corfforaethol yr Awdurdod na'i ddulliau risg a rheoli.

## **REPORT TO THE MEMBERS OF THE AUTHORITY BY THE INDEPENDENT AUDITORS APPOINTED UNDER SECTION 56 (3) AND PARAGRAPHS 12 (2) AND (3) OF SCHEDULE 6 TO THE BROADCASTING ACT 1990**

We have audited the Statement of Accounts for the year ended 31 December 2003, which comprise the consolidated profit and loss account, the consolidated balance sheet, the S4C balance sheet, the consolidated cashflow statement and notes 1 to 24 to the accounts. These financial statements have been prepared under the accounting policies set out therein.

This report is made solely to the members of the Authority, as a body, in accordance with paragraph 13(2) of Schedule 6 to the Broadcasting Act 1990. Our audit work has been undertaken so that we might state to the members of the Authority those matters we are required to state to them in an auditors' report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Authority and the members of the Authority as a body, for our audit work, for this report, or for the opinions we have formed.

### **Respective responsibilities of Authority members and auditors**

The Authority members are responsible for preparing the Annual Report and the Statement of Accounts in accordance with United Kingdom law and accounting standards. Our responsibility is to audit the Statement of Accounts in accordance with relevant legal and regulatory requirements and United Kingdom auditing standards.

We report to you our opinion as to whether the Statement of Accounts gives a true and fair view and is properly prepared in accordance with the Broadcasting Act 1990 and the Secretary of State's Accounts Direction. We also report to you if, in our opinion the Report of the Authority is not consistent with the Statement of Accounts, if the Authority has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Authority members' remuneration and transactions with the group is not disclosed.

We review whether the statement on Corporate Governance reflects the Authority's compliance with the seven provisions of the Combined Code and we report if it does not. We are not required to consider whether the Authority's statements on internal control cover all risks and controls, or form an opinion on the effectiveness of the Authority's corporate governance procedures or its risk and control procedures.

Byddwn yn darllen gwybodaeth arall a roir yn yr Adroddiad Blynnyddol, gan gynnwys y datganiad rheolaeth corfforaethol, ac ystyriwn a yw'n gyson â'r Datganiad Ariannol sydd wedi archwilio. Ystyriwn yr oblygiadau i'n hadroddiad os byddwn yn ymwybodol o unrhyw gam-ddatganiadau amlwg neu anghysonderau o bwys ô'r Datganiad Ariannol.

### Sail ein barn

Cynhaliwyd ein harchwiliad yn unol â safonau archwilio'r Deyrnas Unedig a gyhoeddwyd gan y Bwrdd Arferion Archwilio. Mae archwiliad yn cynnwys ymchwilio, fel prawf, i'r dystiolaeth sy'n berthnasol i'r symiau a'r dadleniadau yn y Datganiad Ariannol. Mae hefyd yn cynnwys asesiad o'r amcangyfrifon arwyddocaol a'r arfarniadau wrth baratoi'r Datganiad Ariannol, ac o addasrwydd polisiau'r cyfrifon ar gyfer amgylchiadau'r Awdurdod, a'u bod wedi eu defnyddio'n gyson a'u datgelu'n ddigonol.

Cynlluniwyd a chyflawnwyd ein harchwiliad gyda'r nod o gael yr holl wybodaeth a phob eglurhad yr ystyriem eu bod yn angenreidiol i roi i ni dystiolaeth ddigonol i fod yn rhesymol o sicr fod y Datganiad Ariannol yn rhydd o unrhyw gam-adrodd sylweddol, boed drwy dwyll neu afreoleidd-dra neu gamgymeriad arall. Wrth lunio'n barn, yr oeddem hefyd yn arfarnu digonolrwydd cyffredinol y ffordd y cafodd yr wybodaeth ei chyflwyno yn y Datganiad Ariannol.

### Barn

Yn ein barn ni, fe rydd y Datganiad Ariannol olwg gwir a theg o sefyllfa'r Awdurdod ac S4C ar 31 Rhagfyr 2003 ac o ganlyniad yr Awdurdod am y flwyddyn a derfynodd ar y dyddiad hwnnw, ac mae wedi ei baratoi'n briodol yn unol â Deddf Ddarlledu 1990 a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gyfrifon.

### Grant Thornton

*Archwilwyr Cofrestredig*

*Cyfrifyddion Siartredig*

*Caerdydd*

*28 Mehefin 2004*

1. Cyfrifoldeb y cyfarwyddwyr yw cynnal a sicrhau cywirdeb gwefan S4C: nid yw'r materion hyn wedi eu cymryd i ystyriaeth gan yr archwilwyr fel rhan o'u gwaith ac nid yw'r archwilwyr felly yn cymryd cyfrifoldeb am unrhyw newidiadau a all fod wedi eu gwneud i'r Datganiad Ariannol ers iddo gael ei gyhoeddi'n wreiddiol ar y wefan.
2. Gall deddfwriaeth y Deyrnas Unedig parthed paratoi a chyhoeddi'r Datganiad Ariannol fod yn wahanol i'r ddeddfwriaeth mewn tiriogaethau deddfwriaethol eraill.

We read the other information given in the Annual Report, including the corporate governance statement, and consider whether it is consistent with the audited Statement of Accounts. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the Statement of Accounts.

### Basis of opinion

We conducted our audit in accordance with United Kingdom auditing standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the Statement of Accounts. It also includes an assessment of the significant estimates and judgements made in the preparation of the Statement of Accounts, and of whether the accounting policies are appropriate to the Authority's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the Statement of Accounts is free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion, we also evaluated the overall adequacy of the presentation of information in the Statement of Accounts.

### Opinion

In our opinion, the Statement of Accounts gives a true and fair view of the state of affairs of the Authority and S4C at 31 December 2003 and of the result for the Authority for the year then ended and have been properly prepared in accordance with the Broadcasting Act 1990 and the Secretary of State's Accounts Direction.

### Grant Thornton

*Registered Auditors*

*Chartered Accountants*

*Cardiff*

*28 June 2004*

1. The maintenance and integrity of the S4C website is the responsibility of the directors: the work carried out by the auditors does not involve consideration of these matters and, accordingly, the auditors accept no responsibility for any changes that may have occurred to the Statement of Accounts since it was initially presented on the website.
2. Legislation in the United Kingdom governing the preparation and dissemination of the Statement of Accounts may differ from legislation in other jurisdictions.

# CYFRIF ELW A CHOLLED CYFUN

AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2003

# CONSOLIDATED PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2003

	Nodyn	2003 £000	2002 £000		Note	2003 £000	2002 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus a Throsiant y Gronfa Gyffredinol	2	97,121	99,896	Public Service Fund Income and General Fund Turnover	2	97,121	99,896
Llai: cyfran o drosiant y gydfenter		(2,608)	(3,903)	Less: share of joint venture's turnover		(2,608)	(3,903)
Trosiant yr Awdurdod		94,513	95,993	Turnover of the Authority		94,513	95,993
Costau'r gwasanaeth rhaglenni		(74,736)	(77,339)	Cost of programme service		(74,736)	(77,339)
Costau darlledu a dosbarthu		(6,562)	(7,360)	Transmission and distribution costs		(6,562)	(7,360)
Costau uniongyrchol eraill		(3,994)	(6,159)	Other direct costs		(3,994)	(6,159)
Elw grôs		9,221	5,135	Gross profit		9,221	5,135
Costau gweithredu a gweinyddu	3	(5,390)	(6,066)	Operational and administrative expenses	3	(5,390)	(6,066)
Elw/(colled) gweithredol	3	3,831	(931)	Operating profit/(loss)	3	3,831	(931)
Cyfran o golledion gweithredol cydfenter		(1,170)	(2,069)	Share of operating losses of joint venture		(1,170)	(2,069)
		2,661	(3,000)			2,661	(3,000)
Llog net	5	131	715	Net interest	5	131	715
Cyfran o log net gydfenter	5	395	(474)	Share of net interest of joint venture	5	395	(474)
Elw/(colled) ar weithgareddau cyffredin cyn trethiant		3,187	(2,759)	Profit/(loss) on ordinary activities before taxation		3,187	(2,759)
Trethiant ar elw/(colled) ar weithgareddau cyffredin	6	55	(517)	Taxation on profit/(loss) on ordinary activities	6	55	(517)
Elw/(colled) ar ôl trethiant		3,242	(3,276)	Profit/(loss) after taxation		3,242	(3,276)
Trosglwyddiad (i)/o Gronfa'r Gwasanaeth Cyhoeddus	15	(4,338)	3,214	Transfer (to)/from the Public Service Fund	15	(4,338)	3,214
Cadwyd yn y Gronfa Gyffredinol	15	(1,096)	(62)	Retained in the General Fund	15	(1,096)	(62)

Nid oes enillion na cholledion a gymerwyd yn y flwyddyn heblaw y rhai a nodwyd uchod.

Mae'r nodiadau ar dudalennau 19 i 40 yn ffurfio rhan o'r Datganiad Ariannol.

There are no recognised gains or losses for the year other than those noted above.

The notes on pages 19 to 40 form part of the Statement of Accounts.

# MANTOLEN GYFUN

AR 31 RHAGFyr 2003

# CONSOLIDATED BALANCE SHEET

AT 31 DECEMBER 2003

	Nodyn	2003 £000	2002 £000		Note	2003 £000	2002 £000
		2003 £000	2002 £000			2003 £000	2002 £000
<b>ASEDION SEFYDLOG</b>							
Asedion diriaethol	8	8,536	9,143			8,536	9,143
Buddsoddiad	9	-	-			-	-
		<u>8,536</u>	<u>9,143</u>			<u>8,536</u>	<u>9,143</u>
<b>ASEDION CYFREDOL</b>							
Stoc	10	31,267	30,504			31,267	30,504
Dyledwyr	11	16,160	13,535			16,160	13,535
Buddsodiadau	12	538	486			538	486
Arian yn y banc ac mewn llaw		885	446			885	446
		<u>48,850</u>	<u>44,971</u>			<u>48,850</u>	<u>44,971</u>
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(14,239)	(15,361)			(14,239)	(15,361)
		<u>—</u>	<u>—</u>			<u>—</u>	<u>—</u>
<b>ASEDION CYFREDOL NET</b>		<b>34,611</b>	<b>29,610</b>			<b>34,611</b>	<b>29,610</b>
<b>DARPARIAETHAU AR GYFER YMRWYMIADAU</b>							
	14	(12,840)	(11,688)			(12,840)	(11,688)
		<u>—</u>	<u>—</u>			<u>—</u>	<u>—</u>
<b>CYFANSWM ASEDION LLAI RHWYMEDIGAETHAU</b>		<b>30,307</b>	<b>27,065</b>			<b>30,307</b>	<b>27,065</b>
<b>CRONFEYDD</b>							
Cronfa'r Gwasanaeth Cyhoeddus	15	35,645	31,307			35,645	31,307
Cronfa Gyffredinol	15	(5,338)	(4,242)			(5,338)	(4,242)
		<u>—</u>	<u>—</u>			<u>—</u>	<u>—</u>
<b>CYFANSWM CRONFEYDD</b>		<b>30,307</b>	<b>27,065</b>			<b>30,307</b>	<b>27,065</b>

Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar  
28 Mehefin 2004.

The Statement of Accounts was approved by the Authority on  
28 June 2004.

Elan Closs Stephens  
*Cadeirydd*

Elan Closs Stephens  
*Chair*

Huw Jones  
*Prif Weithredwr*

Huw Jones  
*Chief Executive*

Mae'r nodiadau ar dudalennau 19 i 40 yn ffurfio rhan o'r  
Datganiad Ariannol.

The notes on pages 19 to 40 form part of the  
Statement of Accounts.

## MANTOLEN S4C

AR 31 RHAGFYR 2003

## S4C BALANCE SHEET

AT 31 DECEMBER 2003

	Nodyn	2003 £000	2002 £000	Note	2003 £000	2002 £000
<b>ASEDION SEFYDLOG</b>						
Asedion diriaethol	8	8,518	9,116		8,518	9,116
Buddsoddiadau	9	-	-		-	-
		<u>8,518</u>	<u>9,116</u>		<u>8,518</u>	<u>9,116</u>
<b>ASEDION CYFREDOL</b>						
Stoc	10	31,095	29,976		31,095	29,976
Dyledwyr	11	5,827	3,935		5,827	3,935
Arian yn y banc ac mewn llaw		23	49		23	49
		<u>36,945</u>	<u>33,960</u>		<u>36,945</u>	<u>33,960</u>
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(9,818)	(11,769)		(9,818)	(11,769)
		<u>(9,818)</u>	<u>(11,769)</u>		<u>(9,818)</u>	<u>(11,769)</u>
<b>ASEDION CYFREDOL NET</b>						
		<u>27,127</u>	<u>22,191</u>		<u>27,127</u>	<u>22,191</u>
<b>CYFANSWM ASEDIOD LLAI RHWYMEDIGAETHAU CYFREDOL</b>						
		<u>35,645</u>	<u>31,307</u>		<u>35,645</u>	<u>31,307</u>
<b>CRONFEYDD</b>						
Cronfa'r Gwasanaeth Cyhoeddus	15	35,645	31,307		35,645	31,307
Cronfa Gyffredinol	15	-	-		-	-
		<u>35,645</u>	<u>31,307</u>		<u>35,645</u>	<u>31,307</u>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>						
		<u>35,645</u>	<u>31,307</u>		<u>35,645</u>	<u>31,307</u>
<b>RESERVES</b>						
Public Service Fund	15				35,645	31,307
General Fund	15				-	-
					<u>35,645</u>	<u>31,307</u>
<b>TOTAL RESERVES</b>						
					<u>35,645</u>	<u>31,307</u>

Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 28 Mehefin 2004.

The Statement of Accounts was approved by the Authority on 28 June 2004.

Elan Closs Stephens  
*Cadeirydd*

Elan Closs Stephens  
*Chair*

Huw Jones  
*Prif Weithredwr*

Huw Jones  
*Chief Executive*

Mae'r nodiadau ar dudalennau 19 i 40 yn ffurfio rhan o'r Datganiad Ariannol.

The notes on pages 19 to 40 form part of the Statement of Accounts.

## DATGANIAD O LIF ARIAN CYFUN

AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2003

## CONSOLIDATED CASH FLOW STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2003

	2003 Nodyn £000	2002 £000		2003 Note £000	2002 £000
Allanlif net ariannol o weithgareddau gweithredol	16 (702)	(4,465)	Net cash outflow from operating activities	16 (702)	(4,465)
Enillion ar fuddsoddiadau a chostau benthyciadau			Returns on investments and servicing of finance		
Llog a dderbyniwyd	675	753	Interest received	675	753
Llog a dalwyd	(149)	(38)	Interest paid	(149)	(38)
Mewnlif net ariannol o enillion ar fuddsoddiadau a chostau benthyciadau	526	715	Net cash inflow from returns on investments and servicing of finance	526	715
Trethiant	(131)	(1,201)	Taxation	(131)	(1,201)
Pryniant cyfalafol a buddsoddiadau ariannol			Capital expenditure and financial investments		
Pryniant asedion sefydlog diriaethol	(445)	(612)	Purchase of tangible fixed assets	(445)	(612)
Gwerthiant asedion sefydlog diriaethol	9	1	Sale of tangible fixed assets	9	1
Pryniant buddsoddiad mewn cydfenter	(18)	(254)	Purchase of investment in joint venture	(18)	(254)
Gwerthiant buddsoddiadau asedion cyfredol	-	75	Sale of current asset investments	-	75
Allanlif net ariannol o bryniant cyfalafol a buddsoddiadau ariannol	(454)	(790)	Net cash outflow from capital expenditure and financial investment	(454)	(790)
Ariannu	1,200	-	Financing	1,200	-
Cynnydd/(lleihad) mewn arian	17 439	(5,741)	Increase/(decrease) in cash	17 439	(5,741)

Mae'r nodiadau ar dudalennau 19 i 40 yn ffurfio rhan o'r  
Datganiad Ariannol.

The notes on pages 19 to 40 form part of the Statement  
of Accounts.

## 1. POLISIAU'R CYFRIFON

Gwelir isod brif bolisiau cyfrifo'r Awdurdod. Maent wedi parhau'n ddigfnewid ers y flwyddyn flaenorol.

### (a) Sail paratoi'r datganiad ariannol

Paratowyd y Datganiad Ariannol o dan y confensiwn costau hanesyddol addasedig, ac yn unol â pharagraff 12(1) o Atodlen 6 Deddf Ddarlledu 1990, y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol a safonau cyfrifyddol perthnasol. Ceir copi o'r Cyfarwyddyd Cyfrifon o Swyddfa'r Wasg yn S4C.

### (b) Sail cyfuno

Mae'r Datganiad Ariannol cyfun yn ymgorffori rhai S4C a'i his-ymgymeriadau (gweler nodyn 9) a luniwyd tan 31 Rhagfyr 2003. Caiff elw neu golledion ar drafodion rhwng grwpiau eu dileu'n llawn. Pan gaiff is-gwmni ei brynu, caiff holl asedion a rhwymedigaethau'r is-gwmni sy'n bodoli ar ddyddiad ei brynu eu cofnodi yn ôl eu gwerthoedd teg gan adlewyrchu eu cyflwr ar y dyddiad hwnnw.

### (c) Mentrau ar y cyd

Caiff endidau y mae gan y grŵp ddiddordeb ynddynt dros gyfnod hir, ac sy'n cael eu rheoli ar y cyd gan y grŵp a phartïon eraill, eu trin fel mentrau ar y cyd. Caiff cyfran y grŵp o'r elw heb golledion, ac enillion a cholledion cydnabyddedig eraill y mentrau ar y cyd, eu cynnwys yng nghyfrif elw a cholled y grŵp ac yn ei ddatganiad enillion a cholledion cydnabyddedig, yn y drefn honno.

Mae mantolen y grŵp yn cynnwys y buddsoddiad yn y fenter ar y cyd fel cyfran y grŵp o asedion net neu rwymedigaethau net.

### (ch) Incwm

- (i) Cynhwysir incwm o'r Adran Diwylliant, Cyfryngau a Chwaraeon yn y cyfrif elw a cholled pan y'i derbynir.
- (ii) Mae incwm arall, sydd yn cynnwys incwm o werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandïaeth a chyhoeddi, yn cael ei gydnabod yn y cyfrif elw a cholled ar sail gronol.

## 1. ACCOUNTING POLICIES

The principal accounting policies of the Authority are set out below. The policies have remained unchanged from the previous year.

### (a) Basis of preparation of Statement of Accounts

The Statement of Accounts have been prepared under the modified historical cost convention and in compliance with paragraph 12 (1) of Schedule 6 to the Broadcasting Act 1990, the Accounts Direction issued by the Secretary of State and applicable accounting standards. A copy of the Accounts Direction can be obtained from S4C's Press Office.

### (b) Basis of consolidation

The consolidated Statement of Accounts incorporate those of S4C and of its subsidiary undertakings (see note 9) drawn up to 31 December 2003. Profits or losses on intra-group transactions are eliminated in full. On acquisition of a subsidiary, all of the subsidiary's assets and liabilities which exist at the date of acquisition are recorded at their fair values reflecting their condition at that date.

### (c) Joint ventures

Entities in which the group holds an interest on a long-term basis, and which are jointly controlled by the group and other parties, are treated as joint ventures. The group's share of the profits less losses and other recognised gains and losses of the joint venture are included in the group profit and loss account and statement of recognised gains and losses, respectively.

The group balance sheet includes the investment in the joint venture as the group's share of net assets or net liabilities.

### (d) Income

- (i) Income from the Department for Culture, Media and Sport is credited to the profit and loss account when it is received.
- (ii) Other income, which includes income from sales of airtime, rights in television programmes, sponsorship, merchandising and publishing, is recognised in the profit and loss account on an accruals basis.

## (d) Costau rhaglenni

Caiff costau rhaglenni'r gwasanaeth cyhoeddus sydd wedi'u comisiynu eu dileu'n llwyr ar y darllediad cyntaf neu pan ddaw yn glir na fydd darllediad.

## (dd) Stoc rhaglenni a stoc arall

Mae costau uniongyrchol a gyfyd wrth gomisiynu neu brynu rhaglenni i'r gwasanaeth cyhoeddus sydd heb eu darlledu yn ymddangos fel stoc, ar ôl darparu ar gyfer gwariant ar ddeunydd nad yw'n debygol o gael ei ddarlleddu. Am gyfres o raglenni, mae'r drosraniad stoc rhwng rhaglenni a orffennwyd ond heb eu darlledu a rhaglenni ar ganol eu cynhyrchu wedi ei seilio ar gyfanswm y gost hyd yn hyn ynghyd â chost cytundebol pob pennod a gwblhawyd.

Diffinir cost uniongyrchol fel taliadau a wnaed neu sy'n ddyledus i gwmnïau cynhyrchu neu gyflenwyr rhaglenni.

Nodir stoc arall naill ai yn ôl eu cost neu eu gwerth net pe'u gwerthid, pa un bynnag yw'r isaf.

## (e) Incwm a dderbynwyd cyn y gwariant perthynol

Oherwydd y polisiau uchod, derbynwyd incwm o'r Adran Diwylliant, Cyfryngau a Chwaraeon cyn cynnwys yr holl costau yn y cyfrif elw a cholled. Ar ddyddiad y fantolen, trosglwyddir unrhyw incwm a dderbynir ymlaen llaw i Gronfa'r Gwasanaeth Cyhoeddus. Pan mae costau perthynol yn codi, trosglwyddir symiau cyfatebol o incwm perthnasol o Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled. Mae'r cyfrif elw a cholled felly yn cynnwys trosglwyddiad net i Gronfa'r Gwasanaeth Cyhoeddus, neu oddi wrtho, yn adlewyrchu y trosglwyddiadau hyn.

## (f) Buddsoddiadau

Cyfrifir buddsoddiadau yn ôl yr hyn a dalwyd amdanyst llai unrhyw symiau sydd wedi'u dileu.

## (ff) Asedion sefydlog diriaethol

Cyfrifir asedion sefydlog diriaethol yn ôl yr hyn a dalwyd amdanyst ynghyd ag unrhyw costau prynu perthnasol, llai dibrisiant. Caiff dibrisiant ei gyfrif er mwyn dileu cost yr ased sefydlog diriaethol llai gweddill ei werth yn gyfartal dros y cyfnod yr amcangyfrifir y caiff ei ddefnyddio. Mae'r prif gyfraddau a ddefnyddir i'r diben hwn fel a ganlyn:

Offer a chyfarpar	20%
Adeiladau rhyddfraint	dros 40 mlynedd

## (e) Cost of programmes

The cost of commissioned public service programmes is wholly written off on first transmission or as soon as it becomes apparent that no transmission will result.

## (f) Programme and other stocks

Direct costs incurred in the commissioning or purchase of public service programmes as yet untransmitted are carried forward as stock, after providing for expenditure on material which is unlikely to be transmitted. For a series of programmes, the allocation of stock between programmes completed but not yet transmitted and programmes in the course of production is based on total costs to date and the contractual cost per completed episode.

Direct cost is defined as payments made or due to production companies or programme suppliers.

Other stocks are stated at the lower of cost and net realisable value.

## (g) Income received in advance of related expenditure

As a result of the above policies, income from the Department for Culture, Media and Sport is received in advance of all costs being charged to the profit and loss account. At the balance sheet date, any income received in advance is transferred to the Public Service Fund. As the related costs are charged, there is a corresponding transfer of the relevant income from the Public Service Fund to the profit and loss account. The profit and loss account therefore contains a net transfer to or from the Public Service Fund comprising these transfers.

## (h) Investments

Investments are included at cost less amounts written off.

## (i) Tangible fixed assets

Tangible fixed assets are stated at cost, together with any incidental expenses of acquisition, less depreciation. Depreciation is calculated so as to write off the cost of the asset less its residual value on a straight line basis over its estimated useful life. The principal annual rates used for this purpose are as follows:

Plant and equipment	20%
Freehold buildings	over 40 years

	Caiff gwelliannau i adeiladau ar brydles byr eu dileu'n gyfartal dros gyfnod y brydles. Ni ddibrisir tir rhyddfraint.	Improvements to short leasehold buildings are amortised on a straight line basis over the remaining period of the lease. Freehold land is not depreciated.
(g) Cyfraniadau pensiwn	<b>Cynllun budd diffiniedig</b> Mae'r Awdurdod yn cyfrannu i gynllun budd ddiffiniedig ond ni all adnabod ei gyfran o'r asedion a'r rhwymedigaethau sylfaenol. Mae'r costau pensiwn a godir ar y cyfrif elw a cholled yn cynrychioli swm y cyfraniadau sy'n daladwy i'r cynllun ar gyfer y cyfnod cyfrif. Dengys gwarged y cynllun yn nodyn 22.  Cynllun aml-gyflogyd yw'r cynllun sydd â chronfa gyfunedig lle na all yr Awdurdod adnabod ei gyfran o asedau a rhwymedigaethau. Fel y cyfryw y mae'r Awdurdod wedi'i esemptio o amodau manwl FRS 17 mewn perthynas â chynlluniau budd-daliadau diffiniedig.	<b>(j) Pension contributions</b> <b>Defined benefit scheme</b> The Authority participates in a defined benefit scheme but is unable to identify its share of the underlying assets and liabilities. The pension cost charged to the profit and loss are the contributions payable in respect of the accounting period. The surplus in the scheme is disclosed in note 22.  The scheme is a multi-employer scheme with a combined fund of which the Authority is unable to identify its share of assets and liabilities. As such the Authority is exempt from the detailed provisions of FRS 17 relating to defined benefit schemes.
	<b>Cynllun cyfraniadau diffiniedig</b> Mae'r costau pensiwn a godir ar y cyfrif elw a cholled yn cynrychioli swm y cyfraniadau sy'n daladwy i'r cynllun ar gyfer y cyfnod cyfrifo.	<b>Defined contribution scheme</b> The pension costs charged to the profit and loss account represent the amount of the contributions payable to the scheme in respect of the accounting period.
(ng) Asedion wedi eu prydlesi	Caiff rhenti sydd yn daladwy o dan brydlesi gweithredol eu dileu yn gyfartal dros gyfnod y brydles drwy'r cyfrif elw a cholled.	<b>(k) Leased assets</b> Operating lease rentals are charged to the profit and loss account on a straight line basis over the lease term.
(h) Gwerthu ac adlesu	Mae S4C wedi ymrwymo i weithrediad gwerthu ac adlesu er mwyn elwa o'r lwfansau treth a roddir ar Ffilmiau Cymwys Prydeinig. Swm a sylwedd y gweithrediad hwn yw bod rhaglenni'n cael eu gwerthu i bartneriaeth sy'n talu pris y prynu i gyfrif banc Escrow yn enw S4C a'r cynrychiadau perthnasol. Bydd S4C yn adlesu'r rhaglenni hyn ar unwaith gyda thaliadau lesu'n ddyledus dros gyfnod o 15 mlynedd. Cwrddir â thaliadau'r brydles gan arian y cyfrif Escrow, ynghyd â'r llog sy'n cael ei gredydu i'r arian yma yn ystod y cyfnod 15 mlynedd. Yr unig rwymedigaeth a all godi i S4C fyddai pe bai'r annhebyg yn digwydd a bod y banc yn mynd yn fethdalus. Nid oes gan S4C unrhyw hawl i ddim o'r arian a ddelir yn y cyfrif Escrow. Oherwydd strwythur y brydles, mae S4C yn derbyn budd-dal sydd yn ganran o bris y gwerthu.	<b>(l) Sale and leaseback</b> S4C has entered into sale and leaseback transactions in order to benefit from the tax allowances given on British Qualifying Films. The substance of this transaction is that programmes are sold to a partnership who pay the purchase price into an Escrow bank account in the name of S4C and the relevant productions. S4C immediately leases back these programmes with lease payments due over a 15 year period. The lease payments are satisfied by the Escrow account monies, plus the interest credited on these monies during the 15 year period. S4C's only liability would arise in the unlikely event that the bank became insolvent. S4C are not entitled to any of the monies held in the Escrow account. Due to the structuring of the lease, S4C receives a benefit which is a percentage of the sale price.
	Yn seiliedig ar y darpariaethau a gynhwysir o fewn i Safon Adroddiadau Cyllidol 5 mewn perthynas ag asedau wedi'u diogeleiddio, ni chydabyddir balans yr Escrow a'r brydles gyllidol gysylltiedig oddi mewn i'r fantolen. Mae'r budd-dal	Based upon the provisions contained within Financial Reporting Standard 5 in relation to securitised assets, the Escrow balance and related finance lease are not recognised within the balance sheet. The benefit has been

wedi'i gydnabod eleni'n seiliedig ar y ffaith nad oes unrhyw rwymedigaeth na risg ar y gweill. Argymhellir y driniaeth hon yn nehongliad SIC 27 IASC (cyhoeddwyd 20 Rhagfyr 2000)

**(i) Trethiant**

Paratowyd y Datganiad Ariannol ar y sail na chodir unrhyw dreth ar symiau a dderbynia S4C oddi wrth yr Adran Diwylliant, Cyfryngau a Chwaraeon.

Codir treth gorfforaeth ar elw sy'n cael ei gynhyrchu gan is-ymgymeriadau.

**(l) Arian tramor**

Cynhwysir asedion a rhwymedigaethau mewn arian tramor yn ôl y gyfradd gyfnewid ar ddyddiad y fantolen. Cynhwysir trafodion yn ôl y gyfradd gyfnewid ar y dyddiad mae'n digwydd. Mae gwahaniaethau cyfnewid sy'n codi o werthiannau tramor a chyfnewid arian yn cael eu dangos yn y cyfrif elw a cholled.

**2. GWYBODAETH RANNOL  
DOSBARTHAU O FUSNES**

Derbyniwyd incwm Cronfa'r Gwasanaeth Cyhoeddus i gyflawni cyfrifoldebau'r gwasanaeth cyhoeddus fel a amlinellwyd yn Adrannau 56 a 57 Deddf Ddarlledu 1990.

Mae trosiant y Gronfa Gyffredinol yn cynrychioli'r incwm a grëwyd gan weithgareddau masnachol a gweithgareddau nad ydynt yn rhan o'r gwasanaeth cyhoeddus fel a ganiatawyd o dan Adran 84(3)(4) Deddf Ddarlledu 1996.

recognised in this year based upon the fact that there is no ongoing liability or risk. This treatment is recommended in IASC Interpretation SIC 27 (issued 20 December 2000).

**(m) Taxation**

The Statement of Accounts is prepared on the basis that taxation is not levied in relation to amounts received by S4C from the Department for Culture, Media and Sport.

Profits generated by subsidiary undertakings are subject to corporation tax.

**(n) Foreign currencies**

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the balance sheet date. Transactions are translated at the rate ruling at the date of the transaction. Exchange differences arising on translation and transactions in foreign currencies are dealt with through the profit and loss account.

**2. SEGMENTAL INFORMATION  
CLASSES OF BUSINESS**

Public Service Fund income relates to income received in respect of the Authority's public service remit as set out in Sections 56 and 57 of the Broadcasting Act 1990.

General Fund turnover represents the income generated from commercial and other non-public service activities as permitted under Section 84(3)(4) of the Broadcasting Act 1996.

**Incwm Cronfa'r Gwasanaeth Cyhoeddus a throsiant y Gronfa Gyffredinol**

	2003 £000	2002 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus		
Incwm a dderbyniwyd oddi wrth ADCCh	83,634	81,468
Incwm arall	139	213
	<hr/> 83,773	<hr/> 81,681
Trosiant y Gronfa Gyffredinol		
Gwerthiant rhaglenni a hysbysebu	9,581	12,957
Cyhoeddi a marsiandio	289	488
Ymelwa ar ofod plethiad	870	867
	<hr/> 10,740	<hr/> 14,312
Trosiant y grŵp	<hr/> 94,513	<hr/> 95,993
Cyfran o drosiant cydfenter		
Lesiant gofod plethiad	2,608	3,903
	<hr/> 2,608	<hr/> 3,903
	<hr/> 97,121	<hr/> 99,896

Ceir isod ddadansoddiad o drosiant y Gronfa Gyffredinol yn ôl marchnad ddaearyddol:

	2003 £000	2002 £000
Y Deyrnas Unedig	9,665	13,113
Gweddill Ewrop	378	1,017
Unol Daleithiau America	295	16
Gweddill y Byd	402	166
	<hr/> 10,740	<hr/> 14,312

**Public Service Fund income and General Fund turnover**

	2003 £000	2002 £000
Public Service Fund income		
Income received from the DCMS	83,634	81,468
Other income	139	213
	<hr/> 83,773	<hr/> 81,681
General Fund turnover		
Programme and airtime sales	9,581	12,957
Publishing and merchandising	289	488
Multiplex exploitation	870	867
	<hr/> 10,740	<hr/> 14,312
Group turnover	<hr/> 94,513	<hr/> 95,993
Share of joint venture turnover		
Leasing of multiplex capacity	2,608	3,903
	<hr/> 2,608	<hr/> 3,903
	<hr/> 97,121	<hr/> 99,896

An analysis of General Fund turnover by geographical market is given below:

	2003 £000	2002 £000
United Kingdom	9,665	13,113
The rest of Europe	378	1,017
United States of America	295	16
Rest of the World	402	166
	<hr/> 10,740	<hr/> 14,312

## Elw/(colled) gweithredol

	2003 £000	2002 £000
Cronfa'r Gwasanaeth Cyhoeddus		
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	(405)	(6,159)
	<u>(405)</u>	<u>(6,159)</u>
Cronfa Gyffredinol		
Gwerthiant rhaglenni a hysbysebu	4,539	5,553
Cyhoeddi a marsiandio	(132)	(35)
Ymelwa ar ofod plethiad	(171)	(290)
	<u>4,236</u>	<u>5,228</u>
	<u>3,831</u>	<u>(931)</u>

## Asedion net

	2003 £000	2002 £000
Cronfa'r Gwasanaeth Cyhoeddus		
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	35,645	31,307
	<u>35,645</u>	<u>31,307</u>
Cronfa Gyffredinol		
Gwerthiant rhaglenni a hysbysebu	9,099	9,125
Cyhoeddi a marsiandio	309	362
Datblygu rhaglenni	(26)	( 74)
Gweinyddiaeth	103	300
Gweithredu plethiad digidol	(14,823)	(13,955)
	<u>(5,338)</u>	<u>(4,242)</u>
	<u>30,307</u>	<u>27,065</u>

## Operating profit/(loss)

	2003 £000	2002 £000
Public Service Fund		
Public Service Fund activities	(405)	(6,159)
	<u>(405)</u>	<u>(6,159)</u>
General Fund		
Programme and airtime sales	4,539	5,553
Publishing and merchandising	(132)	(35)
Multiplex exploitation	(171)	(290)
	<u>4,236</u>	<u>5,228</u>
	<u>3,831</u>	<u>(931)</u>

## Net assets

	2003 £000	2002 £000
Public Service Fund		
Public Service Fund activities	35,645	31,307
	<u>35,645</u>	<u>31,307</u>
General Fund		
Programme and airtime sales	9,099	9,125
Publishing and merchandising	309	362
Programme development	(26)	( 74)
Administration	103	300
Digital multiplex operation	(14,823)	(13,955)
	<u>(5,338)</u>	<u>(4,242)</u>
	<u>30,307</u>	<u>27,065</u>

**3. ELW/(COLLED) GWEITHREDOL**

Nodir y elw/(colled) gweithredol ar ôl:

	2003 £000	2002 £000
Cost y gwasanaeth rhaglenni		
Dibrisiant ac amorteiddio	557	633
Costau staffio	5,793	5,526
Taliadau prydlesi gweithredol	66	61
Teithio a chynhaliaeth	181	181
	<hr/>	<hr/>
Costau gweithredu a gweinyddu		
Costau staffio	2,364	2,436
Dibrisiant	489	558
Taliadau i'r archwilwyr:		
Gwasanaethau archwilio	40	32
Gwasanaethau eraill	50	57
Costau gweinyddu eraill	2,293	2,777
Taliadau prydlesi gweithredol:		
Tir ac adeiladau	13	13
Arall	45	54
Teithio a chynhaliaeth	96	139
	<hr/>	<hr/>
	5,390	6,066
	<hr/>	<hr/>

Mae dadansoddiad o gostau gweithredu a gweinyddu fel a ganlyn:

	2003 £000	2002 £000
Costau Cronfa'r Gwasanaeth Cyhoeddus	3,886	4,205
Costau'r Gronfa Gyffredinol	1,504	1,861
	<hr/>	<hr/>
	5,390	6,066
	<hr/>	<hr/>

**3. OPERATING PROFIT/(LOSS)**

Operating profit/(loss) is stated after:

	2003 £000	2002 £000
Cost of programme service		
Depreciation and amortisation	557	633
Staff costs	5,793	5,526
Operating lease costs	66	61
Travel and subsistence	181	181
	<hr/>	<hr/>
Operational and administrative expenses		
Staff costs	2,364	2,436
Depreciation	489	558
Auditors' remuneration:		
Audit services	40	32
Other services	50	57
Other administrative expenses	2,293	2,777
Operating lease costs:		
Land and buildings	13	13
Other	45	54
Travel and subsistence	96	139
	<hr/>	<hr/>
	5,390	6,066
	<hr/>	<hr/>

The operational and administrative expenses can be analysed as follows:

	2003 £000	2002 £000
Public Service Fund expenses	3,886	4,205
General Fund expenses	1,504	1,861
	<hr/>	<hr/>
	5,390	6,066
	<hr/>	<hr/>

#### 4. AELODAU A SWYDDOGION CYFLOGEDIG

Mae cyfanswm o gostau staffio yn ystod y flwyddyn yn cynnwys:

	2003 £000	2002 £000
Cyflogau grôs	6,473	6,295
Cyfraniadau YC y cyflogwr	674	614
Cyfraniadau pensiwn y cyflogwr	727	715
	<hr/>	<hr/>
	7,874	7,624

Roedd y cyflogau a dderbyniodd y swyddogion sy'n ennill dros £40,000 o fewn y symiau canlynol:

	2003 Rhif	2002 Rhif
£40,000 - £49,999	30	31
£50,000 - £59,999	11	9
£60,000 - £69,999	8	5
£70,000 - £79,999	-	3
£80,000 - £89,999	1	-
£90,000 - £99,999	-	1
	<hr/>	<hr/>
	50	49

Mae'r taliadau i rai o'r swyddogion o fewn y symiau uchod yn cynnwys goramser neu taliadau o dan gynllun cymeradwyedig bonws wedi'i seilio ar berfformiad.

Mae cyflog y Prif Weithredwr yn cynnwys buddiannau trethadwy, cyfraniad pensiwn sylfaenol y cyflogwr o 18.9% (2002-18.9%) yn ogystal â chyfraniad o 15.6% (2002-15.6%) am flynyddoedd ychwanegol. Mae'r Prif Weithredwr yn aelod o gynllun pensiwn staff Ofcom ac o dan y cynllun o'r 1 Ionawr 2002 cododd cyfraniad y cyflogwr mewn cytundeb a chyngor actiwari cymwys ar sail y priant diweddaraf.

#### 4. MEMBERS AND EMPLOYEES

Total employee remuneration during the year comprised:

	2003 £000	2002 £000
Gross salaries	6,473	6,295
Employer's NI contributions	674	614
Employer's pension contributions	727	715
	<hr/>	<hr/>
	7,874	7,624

The remuneration of employees earning in excess of £40,000 in the year falls within the following bands:

	2003 Number	2002 Number
£40,000 - £49,999	30	31
£50,000 - £59,999	11	9
£60,000 - £69,999	8	5
£70,000 - £79,999	-	3
£80,000 - £89,999	1	-
£90,000 - £99,999	-	1
	<hr/>	<hr/>
	50	49

The remuneration of some employees in the above bands includes overtime or payments made under an approved bonus scheme based on performance.

The Chief Executive's total remuneration includes taxable benefits, a basic 18.9% (2002 – 18.9%) employers pension contribution together with a 15.6% (2002 – 15.6%) contribution for added years. The Chief Executive is a member of the Ofcom staff pension plan and under that plan on 1 January 2002 the employers' contribution increased in accordance with the advice of a qualified actuary on the basis of the most recent valuation.

	2003 £	2002 £
Y Prif Weithredwr		
Cyflog grôs	109,722	106,412
Buddiannau trethadwy	8,729	7,858
Cyfraniadau pensiwn	34,256	33,830
	<hr/>	<hr/>
	152,707	148,100
	<hr/>	<hr/>

Yn ystod y flwyddyn cyflogwyd ar gyfartaledd 205 o swyddogion (2002 - 204) yn y meysydd canlynol:

	2003		2002	
	Rhif Dynion	Rhif Menywod	Rhif Dynion	Rhif Menywod
Comisiynu a Chyflwyno Rhaglenni	29	43	29	41
Peirianeg a Thechnoleg	34	18	35	17
Marchnata, Chyhoeddusrwydd ac Ymchwil	9	22	8	21
Cyllid, Gweinyddiaeth, Adnoddau Dynol ac Arlwydeth	12	22	12	23
Masnachol	6	10	8	10
	<hr/>	<hr/>	<hr/>	<hr/>
	90	115	92	112
	<hr/>	<hr/>	<hr/>	<hr/>

Cyfanswm teithio a chynhaliaeth a dalwyd i swyddogion cyflogedig yn ystod 2003 oedd £267,496 (2002 £295,933).

#### Taliadau i'r aelodau

Roedd y taliadau i aelodau'r Awdurdod am y flwyddyn fel a ganlyn:

	2003 £000	2002 £000
Cyfanswm y taliadau	107	110
Buddiannau trethadwy	5	7
Cyfraniadau pensiwn	4	4
	<hr/>	<hr/>
	116	121
	<hr/>	<hr/>

	2003 £	2002 £
The Chief Executive		
Gross salary	109,722	106,412
Taxable benefits	8,729	7,858
Pension contributions	34,256	33,830
	<hr/>	<hr/>
	152,707	148,100
	<hr/>	<hr/>

The average number of employees during the year was 205 (2002 - 204) employed as follows:

	Number Male	Number Female	Number Male	Number Female
	2003	2002	2003	2002
Programme Commissioning and Presentation	29	43	29	41
Engineering and Technology	34	18	35	17
Marketing, Publicity and Research	9	22	8	21
Finance, Administration, Human Resources and Catering	12	22	12	23
Commercial	6	10	8	10
	<hr/>	<hr/>	<hr/>	<hr/>
	90	115	92	112
	<hr/>	<hr/>	<hr/>	<hr/>

Total travel and subsistence reimbursed to employees during 2003 was £267,496 (2002 - £295,933).

#### Members' remuneration

The remuneration of the Authority members for the year was as follows:

	2003 £000	2002 £000
Total remuneration	107	110
Taxable benefits	5	7
Pension contributions	4	4
	<hr/>	<hr/>
	116	121
	<hr/>	<hr/>

Mae manylion taliadau i'r Cadeirydd (gan gynnwys budd-daliadau heb fod yn ariannol a chyfraniadau pensiwn) fel a ganlyn:

	2003	2002
	£	£
Y Cadeirydd		
Cyflog grôs	<b>46,592</b>	46,563
Buddiannau trethadwy	<b>4,703</b>	7,199
Cyfraniadau pensiwn	<b>3,654</b>	3,576
	<b>54,949</b>	57,338

Bu'r taliadau i'r aelodau eraill am y flwyddyn o fewn y symiau canlynol:

	2003	2002
£0-£4,999	Dafydd Wigley	-
	Roger Jones	-
£5,000 - £9,999	Nic Parry	Nic Parry
	Cefin Campbell	Cefin Campbell
	Enid Rowlands	Enid Rowlands
	Huw Wynne-Griffith	Huw Wynne-Griffith
	Eira Davies	Eira Davies
	Chris Llewellyn	Chris Llewellyn
	Carys Howell	-

Cyfanswm teithio a chynhaliaeth a dalwyd i aelodau'r Awdurdod yn ystod 2003 oedd £9,619 (2002 - £23,959).

## 5. LLOG NET

	2003	2002
	£000	£000
Llog a dderbynir		
- ar adnau tymor-byr	280	753
Llog a delir		
- benthyciad	<b>(149)</b>	(38)
	<b>131</b>	715
Cyfran o log yn daladwy gan gydfenter	-	(487)
Cyfran o log a dderbynir o gydfenter	<b>395</b>	13
	<b>526</b>	241

Details of the remuneration of the Chair (including benefits in kind and pension contributions) were as follows:

	2003	2002
	£	£
The Chair		
Gross salary	<b>46,592</b>	46,563
Taxable benefits	<b>4,703</b>	7,199
Pension contributions	<b>3,654</b>	3,576
	<b>54,949</b>	57,338

The remuneration for the year of the other members was within the following bands:

	2003	2002
£0-£4,999	Dafydd Wigley	-
	Roger Jones	-
£5,000 - £9,999	Nic Parry	Nic Parry
	Cefin Campbell	Cefin Campbell
	Enid Rowlands	Enid Rowlands
	Huw Wynne-Griffith	Huw Wynne-Griffith
	Eira Davies	Eira Davies
	Chris Llewellyn	Chris Llewellyn
	Carys Howell	-

Total travel and subsistence reimbursed to the Authority members during 2003 was £9,619 (2002 - £23,959).

## 5. NET INTEREST

	2003	2002
	£000	£000
Interest receivable		
- short term deposits	<b>280</b>	753
Interest payable		
- loan facility	<b>(149)</b>	(38)
	<b>131</b>	715
Share of interest payable by joint venture	-	(487)
Share of interest receivable from joint venture	<b>395</b>	13
	<b>526</b>	241

## 6. TRETHIANT

Paratowyd y Datganiad Ariannol ar y sail na chodir unrhyw drethiant ar symiau a dderbynia S4C oddi wrth yr Adran Diwylliant, Cyfryngau a Chwaraeon.

	2003 £000	2002 £000
Treth gorfforaeth y Deyrnas Unedig ar 30%	-	548
Rhyddhad grŵp consortiwm	-	188
	<hr/>	<hr/>
	-	736
Cymwysiadau ar gyfer blwyddyn flaenorol		
Rhyddhad grŵp consortiwm	274	142
Treth gorfforaeth	(329)	(213)
Cyfran o drethiant y cydfenter	-	(148)
	<hr/>	<hr/>
	(55)	517
	<hr/>	<hr/>

O dan gytundeb cyfranddalwyr dyddiedig 18 Mai 1998, mae gan bob un o'r cyfranddalwyr yn y cydfenter hawl i ofyn am uchafswm eu cyfran o golledion y cwmni consortiwm sydd ar gael, a bod y cyfryw golledion i'w talu ar gyfradd sy'n gyfartal â chyfradd safonol Treth Gorfforaeth y DU. Yn dilyn hyn, cytunwyd y byddai disgownt yn cael ei roi ar raddfa safonol y dreth gorfforaethol ar gyfer y blynnyddoedd yn gorffen 31 Rhagfyr 2000 hyd 31 Rhagfyr 2002. Talwyd am golledion ar raddfa o 15% a 26% am y flwyddyn orffenodd 31 Rhagfyr 2002.

	2003 £000	2002 £000
Elw/(colled) ar weithgareddau cyffredin cyn trethiant	3,187	(2,759)
	<hr/>	<hr/>
Elw/(colled) ar weithgareddau cyffredin wedi'i lluosi â'r gyfradd treth safonol yn y DU o 30%	956	(828)
Effeithiau:		
Eitemau (a ellir)/na ellir eu tynnu at ddibenion treth	(104)	416
Dibrisiaint anghymwys	4	1
Newid yn y gyfradd treth gorfforaeth	-	(5)
Trosglwyddo (i)/o incwm gohiriedig	(1,301)	964
Rhyddhad Grŵp	445	187
Addasiadau i'r tâl trethiant am y cyfnodau blaenorol	(55)	(218)
	<hr/>	<hr/>
Tâl trethiant cyfredol am y cyfnod	(55)	517
	<hr/>	<hr/>

## 6. TAXATION

The Statement of Accounts is prepared on the basis that taxation is not levied in relation to amounts received by S4C from the Department for Culture, Media and Sport.

	2003 £000	2002 £000
United Kingdom corporation tax at 30%	-	548
Consortium group relief	-	188
	<hr/>	<hr/>
	-	736
Adjustments in respect of prior year		
Consortium group relief	274	142
Corporation tax	(329)	(213)
Share of taxation charge of joint venture	-	(148)
	<hr/>	<hr/>
	(55)	517
	<hr/>	<hr/>

Under a shareholders' agreement dated 18 May 1998, each of the shareholders in the joint venture is entitled to claim their maximum share of the available losses of the consortium company, and such losses are to be paid for at a rate equivalent to the standard rate of UK Corporation Tax. The shareholders subsequently agreed that for the years ended 31 December 2000 to 31 December 2002, discounts on the standard rate of corporation tax would be given. Losses were paid for at the rate of 15% and 26% for the year ended 31 December 2002.

	2003 £000	2002 £000
Profit/(loss) on ordinary activities before taxation	3,187	(2,759)
	<hr/>	<hr/>
Profit/(loss) on ordinary activities multiplied by standard rate of tax in the UK of 30%	956	(828)
Effects of:		
Items (allowable)/not deductible for tax purposes	(104)	416
Non-qualifying depreciation	4	1
Change in corporation tax rate	-	(5)
Transfer (to)/from deferred income	(1,301)	964
Group Relief	445	187
Adjustments to taxation charge in respect of previous periods	(55)	(218)
	<hr/>	<hr/>
Current taxation for the period	(55)	517
	<hr/>	<hr/>

## 7. COLLED AR ÔL TRETHIANT

Mae'r Awdurdod wedi adlewyrchu adran 230 o Ddeddf Cwmniau 1985 ac nid yw wedi cynnwys cyfrif elw a cholled S4C yn y Datganiad Ariannol hwn. Mae colled S4C am y flwyddyn yn £0.27m (2002 - £5.787m). Ceir gwybodaeth bellach yn nodyn 15.

## 8. ASEDITION SEFYDLOG DIRIAETHOL

### Yr Awdurdod

	Cyfanswm	Tir ac Adeiladau Rhyddfaint	Prydles Fer	Offer a Chyfarpar	
	£000	£000	£000	£000	
<b>Cost</b>					
Ar 1 Ionawr 2003	19,975	9,185	209	10,581	
Ychwanegiadau	445	-	-	445	
Gwerthiannau	(228)	-	-	(228)	
<b>Ar 31 Rhagfyr 2003</b>	<b>20,192</b>	<b>9,185</b>	<b>209</b>	<b>10,798</b>	
<b>Dibrisiant</b>					
Ar 1 Ionawr 2003	10,832	1,906	142	8,784	
Cost am y flwyddyn	1,046	194	8	844	
Gwerthiannau	(222)	-	-	(222)	
<b>Ar 31 Rhagfyr 2003</b>	<b>11,656</b>	<b>2,100</b>	<b>150</b>	<b>9,406</b>	
<b>Gwerth llyfr net</b>					
<b>Ar 31 Rhagfyr 2003</b>	<b>8,536</b>	<b>7,085</b>	<b>59</b>	<b>1,392</b>	
<b>Ar 31 Rhagfyr 2002</b>	<b>9,143</b>	<b>7,279</b>	<b>67</b>	<b>1,797</b>	

## 7. LOSS AFTER TAXATION

The Authority has reflected section 230 of the Companies Act 1985 and has not included S4C's profit and loss account in this Statement of Accounts. S4C's loss for the year is £0.27m (2002 - £5.787m). Further information is given in note 15.

## 8. TANGIBLE FIXED ASSETS

### The Authority

	Total	Land & Buildings Freehold	Short Leasehold	Plant & Equipment
	£000	£000	£000	£000
<b>Cost</b>				
At 1 January 2003	19,975	9,185	209	10,581
Additions	445	-	-	445
Disposals	(228)	-	-	(228)
<b>At 31 December 2003</b>	<b>20,192</b>	<b>9,185</b>	<b>209</b>	<b>10,798</b>
<b>Depreciation</b>				
At 1 January 2003	10,832	1,906	142	8,784
Charge for year	1,046	194	8	844
Disposals	(222)	-	-	(222)
<b>At 31 December 2003</b>	<b>11,656</b>	<b>2,100</b>	<b>150</b>	<b>9,406</b>
<b>Net book amount</b>				
<b>At 31 December 2003</b>	<b>8,536</b>	<b>7,085</b>	<b>59</b>	<b>1,392</b>
<b>At 31 December 2002</b>	<b>9,143</b>	<b>7,279</b>	<b>67</b>	<b>1,797</b>

**S4C**

	Tir ac Adeiladau				Offer a
	Cyfanswm	Rhyddfraint	Prydles	Fer	Chyfarpar
	£000	£000	£000	£000	£000
<b>Cost</b>					
Ar 1 Ionawr 2003	19,928	9,165	209		10,554
Ychwanegiadau	442	-	-		442
Gwerthiannau	(228)	-	-		(228)
<b>Ar 31 Rhagfyr 2003</b>	<b>20,142</b>	<b>9,165</b>	<b>209</b>		<b>10,768</b>
<b>Dibrariant</b>					
Ar 1 Ionawr 2003	10,812	1,896	142		8,774
Cost am y flwyddyn	1,034	190	8		836
Gwerthiannau	(222)	-	-		(222)
<b>Ar 31 Rhagfyr 2003</b>	<b>11,624</b>	<b>2,086</b>	<b>150</b>		<b>9,388</b>
<b>Gwerth llyfr net</b>					
<b>Ar 31 Rhagfyr 2003</b>	<b>8,518</b>	<b>7,079</b>	<b>59</b>		<b>1,380</b>
<b>Ar 31 Rhagfyr 2002</b>	<b>9,116</b>	<b>7,269</b>	<b>67</b>		<b>1,780</b>

**Tir ac Adeiladau**

Pafiliwn S4C ar faes y Sioe Amaethyddol Frenhinol yn Llanelwedd yw'r eiddo dan brydles fer. Dilewyd holl gostau gwelliannau i'r adeilad prydles fer yng Nghlôs Sophia gan nad yw S4C yn gwneud defnydd o'r brydles mwyach.

Mae eiddo dan ryddfraint yn ymwneud â phencadlys S4C ym Mharc Tŷ Glas a Lambourne Crescent, Llanisien. Mae gwerth £1,791,257 o dir rhyddfraint wedi ei gynnwys o dan y pennawd tir ac adeiladau rhyddfraint. Nid yw hwn wedi ei ddibrisio.

**Asedion a ddibrisiwyd yn llawn**

Ar 31 Rhagfyr 2003, mae asedion sefydlog yn cynnwys asedion a gostiodd £8,079,152 (2002 - £5,827,141) a ddibrisiwyd yn llawn ond a gâi eu defnyddio o hyd.

Mae'r Awdurdod wedi ystyried gwerth yr asedion sefydlog diriaethol heb mewn ffaith eu hailbrisio. Mae'r Awdurdod

**S4C**

	Land & Buildings		Plant & Equipment	
	Total	Freehold	Short Leasehold	
	£000	£000	£000	£000
<b>Cost</b>				
At 1 January 2003	19,928	9,165	209	10,554
Additions	442	-	-	442
Disposals	(228)	-	-	(228)
<b>At 31 December 2003</b>	<b>20,142</b>	<b>9,165</b>	<b>209</b>	<b>10,768</b>
<b>Depreciation</b>				
At 1 January 2003	10,812	1,896	142	8,774
Charge for year	1,034	190	8	836
Disposals	(222)	-	-	(222)
<b>At 31 December 2003</b>	<b>11,624</b>	<b>2,086</b>	<b>150</b>	<b>9,388</b>
<b>Net book amount</b>				
<b>At 31 December 2003</b>	<b>8,518</b>	<b>7,079</b>	<b>59</b>	<b>1,380</b>
<b>At 31 December 2002</b>	<b>9,116</b>	<b>7,269</b>	<b>67</b>	<b>1,780</b>

**Land and buildings**

The short leasehold building is S4C's pavilion at the Royal Welsh Showground, Llanelwedd. The cost of improvements on S4C's short leasehold property at Sophia Close has been wholly written off as S4C no longer utilises the lease.

Freehold property relates to S4C's headquarters at Parc Tŷ Glas and Lambourne Crescent, Llanishen. Included in freehold land and buildings is freehold land of £1,791,257 which has not been depreciated.

**Fully depreciated assets**

At 31 December 2003, fixed assets includes assets at a cost of £8,079,152 (2002 - £5,827,141) which were fully depreciated but still in use.

The Authority has considered the value of tangible fixed assets without actually revaluing them. The Authority is

yn fodlon nad yw cyfanswm gwerth yr asedion yma ar yr amser hyn yn sylweddol wahanol na'r cyfanswm a fynegwyd ar gyfer yr asedion yn y Datganiad Ariannol.

## 9. BUDDSODDIADAU SEFYDLOG

Mae cyfanswm buddsoddiadau sefydlog yn cynnwys:

	Awdurdod		S4C	
	2003	2002	2003	2002
	£	£	£	£
Diddordeb mewn cydfenter (gweler nodyn 14)	-	-	-	-
Buddsoddiadau sefydlog eraill	-	-	3	3
	—	—	—	—
	-	-	3	3
	—	—	—	—

### Diddordeb mewn cydfenter

Ar 31 Rhagfyr 2003 roedd diddordeb gan yr Awdurdod yn y cydfenter canlynol:

Cydfenter	Canran a ddaliwyd				
	Gwlad ymgorffori	Dosbarth y cyfrandaliad a ddaliwyd	Gan y prif ymgymriad	Gan yr Awdurdod	Natur y busnes
SDN Limited Lloegr	Cymru a Cyffredin Dim	33.474%	Gweithredwr plethiad digidol		

Roedd cyfran yr Awdurdod o asedion a rhwymedigaethau SDN ar 31 Rhagfyr 2003 fel a ganlyn:

	2003
	£
A sedion sefydlog	15,608
A sedion cyfredol	215,325
Rhwymedigaethau cyfredol	(745,987)
Rhwymedigaethau tymor hir	(12,324,811)
Cyfanswm asedion llai rhwymedigaethau	(12,839,865)
Buddsoddiadau sefydlog eraill	—

### S4C

	Cyfranddaliadau mewn ymgymriadau grŵp
	£
Cost a gwerth llyfr net ar 1 Ionawr 2003	3
Ychwanegiadau	—
Cost a gwerth llyfr net ar 31 Rhagfyr 2003	3

satisfied that the aggregate value of those assets at the time was not significantly different than the aggregate amount at which they are stated in the Statement of Accounts.

## 9. FIXED ASSET INVESTMENTS

Total fixed asset investments comprise:

	Authority		S4C	
	2003	2002	2003	2002
	£	£	£	£
Interest in joint venture (see note 14)	-	-	-	-
Other fixed asset investments	-	-	3	3
	—	—	—	—
	-	-	3	3
	—	—	—	—

### Interest in joint venture

At 31 December 2003 the Authority had an interest in the following joint venture:

Joint venture	Country of incorporation	Class of share capital held	Proportion held		
			By parent undertaking	By the Authority	Nature of business
SDN Limited	Wales and England	Ordinary	Nil	33.474%	Digital multiplex operator

The Authority's share of the assets and liabilities of SDN at 31 December 2003 were as follows:

	2003
	£
Fixed assets	15,608
Current assets	215,325
Current liabilities	(745,987)
Long term liabilities	(12,324,811)
Total assets less liabilities	(12,839,865)

### Other fixed asset investments

### S4C

	Shares in group undertakings
	£
Cost and net book amount at 1 January 2003	3
Additions	—
Cost and net book amount at 31 December 2003	3

Ar 31 Rhagfyr 2003, roedd yr Awdurdod yn dal 20% neu fwy o ecwiti'r i canlynol:

	<i>Gwlad ymgorffori</i>	<i>Dosbarth y cyfranddaliad a ddaliwyd</i>	<i>Canran a ddaliwyd</i>	<i>Gan y prif yngymeriad</i>	<i>Gan yr Awdurdod</i>	<i>Natur y busnes</i>
S4C Masnachol Cyf	Cymru a Lloegr	Cyffredin	100%	100%	Cwmni buddsoddi a darparu gwasanaethau rheoli i isgwmliau masnachol	
S4C Digital Media Ltd	Cymru a Lloegr	Cyffredin	100%	100%	Cwmni dal	
S4C Rhwngwladol Cyf	Cymru a Lloegr	Cyffredin	-	100%	Gwerthu gofod hysbysebu a rhaglenni	
The Nursery Channel Ltd	Cymru a Lloegr	Cyffredin	-	100%	Gwasanaethau darlledu a datblygu rhaglenni	
S4C2 Cyf	Cymru a Lloegr	Cyffredin	100%	100%	Darlledu digidol a darparu gwasanaethau darlledu digidol	

Mae'r is-yngymeriadau i gyd wedi eu cyfuno yn y Datganiad Ariannol. Maent i gyd yn is-yngymeriadau yn rhinwedd cyfranddaliadau o 100%.

Mae gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon hawl mynediad llawn i ddatganiadau cyllidol holl is-yngymeriadau yr Awdurdod sydd mewn bodolaeth nawr neu a grëir yn y dyfodol.

## 10. STOC

Mae'r stoc rhaglenni heb eu darlledu a stoc arall fel a ganlyn:

	<i>Yr Awdurdod</i>		<i>S4C</i>	
	<i>2003</i>	<i>2002</i>	<i>2003</i>	<i>2002</i>
	<i>£000</i>	<i>£000</i>	<i>£000</i>	<i>£000</i>
Rhaglenni ar ganol eu cynhyrchu	9,260	12,440	9,260	12,440
Rhaglenni a orffenwyd ond heb eu darlledu	21,835	17,536	21,835	17,536
Stoc arall	172	528	-	-
	<b>31,267</b>	<b>30,504</b>	<b>31,095</b>	<b>29,976</b>

At 31 December 2003 the Authority held 20% or more of the equity of the following:

				<i>Proportion held</i>			
				<i>Country of incorporation</i>	<i>Class of share capital held</i>	<i>Proportion held</i>	<i>Nature of business</i>
S4C Masnachol Cyf	Cymru a Lloegr	Cyffredin	100%	Wales and England	Ordinary	100%	Investment company and provision of management services to commercial subsidiaries
S4C Digital Media Ltd	Cymru a Lloegr	Cyffredin	100%	Wales and England	Ordinary	100%	Holding company
S4C Rhwngwladol Cyf	Cymru a Lloegr	Cyffredin	-	Wales and England	Ordinary	-	Selling of airtime and programmes
The Nursery Channel Ltd	Cymru a Lloegr	Cyffredin	-	Wales and England	Ordinary	-	Broadcast services and programme development
S4C2 Cyf	Cymru a Lloegr	Cyffredin	100%	Wales and England	Ordinary	100%	Digital broadcasting and provision of digital broadcasting services

All of the subsidiary undertakings have been consolidated in the Statement of Accounts. All are wholly owned subsidiary undertakings.

The Secretary of State for Culture, Media and Sport has a full right of access to the financial statements of all the Authority's subsidiary undertakings in existence now, or set up in the future

## 10. STOCK

Stock of untransmitted programmes and other stock comprise the following:

	<i>Authority</i>		<i>S4C</i>	
	<i>2003</i>	<i>2002</i>	<i>2003</i>	<i>2002</i>
	<i>£000</i>	<i>£000</i>	<i>£000</i>	<i>£000</i>
Programmes in course of production	9,260	12,440	9,260	12,440
Programmes completed but not yet transmitted	21,835	17,536	21,835	17,536
Other stock	172	528	-	-
	<b>31,267</b>	<b>30,504</b>	<b>31,095</b>	<b>29,976</b>

## 11. DYLEDWYR

	Yr Awdurdod		S4C			Authority		S4C	
	2003	2002	2003	2002		2003	2002	2003	2002
	£000	£000	£000	£000		£000	£000	£000	£000
Dyledwyr masnachol	1,958	2,761	1,407	1,236	Trade debtors	1,958	2,761	1,407	1,236
Symiau sydd i'w talu gan ymgynheriadau grŵp yr Awdurdod	-	-	2,376	231	Amounts owed by Authority group undertakings	-	-	2,376	231
Symiau sydd i'w talu gan y gydfenter (nodyn 24)	11,258	8,052	-	-	Amounts owed by joint venture (note 24)	11,258	8,052	-	-
Benthyciadau i swyddogion	-	2	-	2	Loans to employees	-	2	-	2
TAW	1,719	1,098	1,719	1,098	VAT	1,719	1,098	1,719	1,098
Dyledwyr eraill	32	34	32	34	Other debtors	32	34	32	34
Blaendaliadau ac incwm cronedig	1,193	1,588	293	1,334	Prepayments and accrued income	1,193	1,588	293	1,334
	<b>16,160</b>	<b>13,535</b>	<b>5,827</b>	<b>3,935</b>		<b>16,160</b>	<b>13,535</b>	<b>5,827</b>	<b>3,935</b>

Bydd £9.352m sy'n ddyledus drwy gyd-fenter yn dod i law ar ôl mwy nag un flwyddyn.

## 12. BUDDSODDIADAU ASEDITION CYFREDOL

	Yr Awdurdod		S4C			Authority		S4C	
	2003	2002	2003	2002		2003	2002	2003	2002
	£000	£000	£000	£000		£000	£000	£000	£000
Buddsoddiad mewn rhagleni – hawliau dosbarthu	538	486	-	-	Investment in programmes – distribution rights	538	486	-	-

Ni fuddsoddodd yr Awdurdod mewn unrhyw hawliau rhagleni yn ystod y flwyddyn ac ni waredwyd dim ychwaith. Cafodd £23,734 o'r cyfryw hawliau eu hamorteiddio.

Gwnaeth yr Awdurdod flaendaliadau gwerth hyd at £376,000 ar gytundebau cydgynhyrchu yn ystod y flwyddyn mewn parthed hawliau dosbarthu. Adenillodd yr Awdurdod £122,477 o'r buddsoddiadau yn ystod y flwyddyn ac amorteiddiwyd £178,000.

## 11. DEBTORS

Trade debtors	1,958	2,761	1,407	1,236
Amounts owed by Authority group undertakings	-	-	2,376	231
Amounts owed by joint venture (note 24)	11,258	8,052	-	-
Loans to employees	-	2	-	2
VAT	1,719	1,098	1,719	1,098
Other debtors	32	34	32	34
Prepayments and accrued income	1,193	1,588	293	1,334
	<b>16,160</b>	<b>13,535</b>	<b>5,827</b>	<b>3,935</b>

Amounts owed by the joint venture of £9.352m are due after more than one year.

## 12. CURRENT ASSET INVESTMENTS

	Yr Awdurdod		S4C			Authority		S4C	
	2003	2002	2003	2002		2003	2002	2003	2002
	£000	£000	£000	£000		£000	£000	£000	£000
Investment in programmes – distribution rights	538	486	-	-				-	-

The Authority did not invest or dispose of any programme rights in the year. £23,734 of these rights were amortised in the year.

The Authority made advances on co-production agreements in consideration for distribution rights to the value of £376,000 during the year. The Authority recovered £122,477 and amortised £178,000 of the investments in the year.

**13. CREDYDWYR: SYMIAU I'W TALU O FEWN  
BLWYDDYN**

	Yr Awdurdod		S4C		
	2003	2002	2003	2002	
	£000	£000	£000	£000	
Credydwyr masnachol	2,641	2,095	2,400	1,829	
Credydwyr rhaglenni	2,196	5,096	2,196	5,096	
Symiau yn daladwy i gydfenter	462	218	-	-	
Treth gorfforaeth	125	555	-	-	
Taliadau nawdd cymdeithasol a threthi eraill	230	232	230	232	
TAW	56	167	-	-	
Credydwyr eraill	463	838	-	370	
Benthyciad	1,200	-	-	-	
Symiau cronedig	6,866	6,160	4,992	4,242	
	<b>14,239</b>	<b>15,361</b>	<b>9,818</b>	<b>11,769</b>	

**13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	Authority		S4C		
	2003	2002	2003	2002	
	£000	£000	£000	£000	
Trade creditors	2,641	2,095	2,400	1,829	
Programme creditors	2,196	5,096	2,196	5,096	
Amounts owed to joint venture	462	218	-	-	
Corporation tax	125	555	-	-	
Social security and other taxes	230	232	230	232	
VAT	56	167	-	-	
Other creditors	463	838	-	370	
Loan	1,200	-	-	-	
Accruals	6,866	6,160	4,992	4,242	
	<b>14,239</b>	<b>15,361</b>	<b>9,818</b>	<b>11,769</b>	

**14. DARPARIAETHAU AR GYFER YMRWYMIADAU**

	Cyfran rhwymedigaethau net £000
Cyfran o golled y gydfenter	
Ar 1 Ionawr 2003	(11,688)
Cyfran o golled y gydfenter am y flwyddyn	(1,170)
Dyroddiad cyfalaf cyfranddaliadau	18
Gwerth llyfr net ar 31 Rhagfyr 2003	(12,840)

**14. PROVISIONS FOR LIABILITIES**

	Share of net liabilities £000
Share of loss of joint venture	
At 1 January 2003	(11,688)
Share of loss of joint venture for year	(1,170)
Issue of share capital	18
Net book amount at 31 December 2003	(12,840)

## 15. CRONFEYDD YR AWDURDOD

	Cronfa'r Gwasanaeth			Cronfa	
	Cyhoeddus	Stoc	Eraill	Gyffredinol	Cyfanswm
Asedion Sefydlog	£000	£000	£000	£000	£000
Ar 1 Ionawr 2003	9,116	29,976	(7,785)	(4,242)	27,065
Gweddl y Gronfa Gyffredinol am y flwyddyn	-	-	-	3,512	3,512
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	(598)	1,119	(791)	-	(270)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	4,608	(4,608)	-
Ar 31 Rhagfyr 2003	8,518	31,095	(3,968)	(5,338)	30,307

## CRONFEYDD S4C

	Cronfa'r Gwasanaeth			Cronfa	
	Cyhoeddus	Stoc	Eraill	Gyffredinol	Cyfanswm
Asedion Sefydlog	£000	£000	£000	£000	£000
Ar 1 Ionawr 2003	9,116	29,976	(7,785)	-	31,307
Trosglwyddiad y Gronfa Gyffredinol am y flwyddyn	-	-	-	4,608	4,608
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	(598)	1,119	(791)	-	(270)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	4,608	(4,608)	-
Ar 31 Rhagfyr 2003	8,518	31,095	(3,968)	-	35,645

## 15. AUTHORITY RESERVES

	Public Service Fund			General Fund	
	Fixed Assets	Stock	Other	£000	£000
At 1 January 2003	9,116	29,976	(7,785)	(4,242)	27,065
General Fund surplus for the year	-	-	-	3,512	3,512
Public Service Fund transfer to profit and loss account	(598)	1,119	(791)	-	(270)
Transfer to Public Service Fund	-	-	4,608	(4,608)	-
At 31 December 2003	8,518	31,095	(3,968)	(5,338)	30,307

## S4C RESERVES

	Public Service Fund			General Fund	
	Fixed Assets	Stock	Other	£000	£000
At 1 January 2003	9,116	29,976	(7,785)	-	31,307
General Fund transfer for the year	-	-	-	4,608	4,608
Public Service Fund transfer to profit and loss account	(598)	1,119	(791)	-	(270)
Transfer to Public Service Fund	-	-	4,608	(4,608)	-
At 31 December 2003	8,518	31,095	(3,968)	-	35,645

Trosglwyddwyd cyfanswm o £4.338m o Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled yn 2003 (2002 - £3.214m). Mae hyn yn cynnwys trosglwyddiad o'r Gronfa Gyffredinol o £4.608m (2002 - £2.572m) a'r trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus o £0.27m (2002 - £5.787m) fel a osodwyd uchod.

**16. ALLANLIF NET ARIANNOL WEITHGAREDDAU GWEITHREDOL**

	2003 £000	2002 £000
Elw/(colled) weithredol	3,831	(931)
Dibrisiant ac amorteiddio	1,046	1,191
(Elw)/colled ar werthiant asedion sefydlog diriaethol	(2)	4
Cynnydd mewn stoc	(761)	(2,686)
Cynnydd mewn dyledwyr	(2,627)	(2,467)
(Lleihad)/cynnydd mewn credydwyr	(2,137)	424
Cynnydd mewn buddsoddiadau	(52)	-
Allanlif net ariannol o weithgareddau gweithredol	<u>(702)</u>	<u>(4,465)</u>

**17. CYSONIAD O'R LLIF ARIAN NET I'R SYMUDIAD MEWNN CRONFEYDD NET**

	2003 £000	2002 £000
Cynnydd/(lleihad) mewn arian yn ystod y flwyddyn	<u>439</u>	<u>(5,741)</u>
Newidiadau i gronfeydd o ganlyniad i lifariannu	<u>439</u>	<u>(5,741)</u>
Cronfeydd net ar 1 Ionawr 2003	<u>446</u>	<u>6,187</u>
Cronfeydd net ar 31 Rhagfyr 2003	<u>885</u>	<u>466</u>

In total £4.338m has been transferred to the profit and loss account from the Public Service Fund in 2003 (2002 - £3.214m). This comprises the £4.608m (2002 - £2.572m) transfer from the General Fund and the £0.27m (2002 - £5.787m) Public Service Fund transfer set out above.

**16. NET CASH OUTFLOW FROM OPERATING ACTIVITIES**

	2003 £000	2002 £000
Operating profit/(loss)	3,831	(931)
Depreciation and amortisation	1,046	1,191
(Profit)/loss on sale of tangible fixed assets	(2)	4
Increase in stock	(761)	(2,686)
Increase in debtors	(2,627)	(2,467)
(Decrease)/increase in creditors	(2,137)	424
Increase in investments	(52)	-
Net cash outflow from operating activities	<u>(702)</u>	<u>(4,465)</u>

**17. RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS**

	2003 £000	2002 £000
Increase/(decrease) in cash in the year	<u>439</u>	<u>(5,741)</u>
Change in funds resulting from cashflows	<u>439</u>	<u>(5,741)</u>
Net funds at 1 January 2003	<u>446</u>	<u>6,187</u>
Net funds at 31 December 2003	<u>885</u>	<u>466</u>

**18. DADANSODDIAD O'R NEWIDIADAU MEWN CRONFEYDD NET**

	Ar 01/01/03 £000	Llifarian 2003 £000	Ar 31/12/03 £000
Arian mewn llaw ac yn y banc	446	439	885

**18. ANALYSIS OF CHANGES IN NET FUNDS**

	At 01/01/03 £000	Cashflow 2003 £000	At 31/12/03 £000
Cash in hand and at bank	446	439	885

**19. YMRWYMIADAU PRYDLESI GWEITHREDOL**

Mae gan yr Awdurdod yr ymrwymiadau canlynol dan brydlesi gweithredol yn daladwy yn ystod y flwyddyn ariannol hyd at 31 Rhagfyr 2004:

	2003 £000	2002 £000
<b>Tir ac Adeiladau</b>		
Cyfnod y brydles yn dirwyn i ben:		
2005 - 2008	12	122
	12	122
<b>Prydlesi gweithredol eraill</b>		
Cyfnod y brydles yn dirwyn i ben:		
2004	13	15
2005 - 2008	63	71
	76	86

**19. OPERATING LEASE COMMITMENTS**

The Authority has the following commitments under operating leases which are due during the financial year to 31 December 2004:

	2003 £000	2002 £000
<b>Land and Buildings</b>		
Lease period expiring:		
2005 - 2008	12	122
	12	122
<b>Other operating leases</b>		
Lease period expiring:		
2004	13	15
2005 - 2008	63	71
	76	86

**20. YMRWYMIADAU CYFALAF – YR AWDURDOD AC S4C**

Ar 31 Rhagfyr 2003, yr oedd yr Awdurdod ac S4C wedi ymrwymo'n gytundebol i wario'r symiau cyfalaf a ganlyn:

	2003 £000	2002 £000
Cyfalaf cyfranddaliadau ecwiti – SDN Limited	-	18
Stoc benthyca – SDN Limited	-	2,810
	-	2,828

Nid oedd gan S4C unrhyw ymrwymiadau cyfalaf ar 31 Rhagfyr 2003 nac ar 31 Rhagfyr 2002.

**20. CAPITAL COMMITMENTS – AUTHORITY AND S4C**

At 31 December 2003, the Authority and S4C had the following contractual commitments for capital related expenditure:

	2003 £000	2002 £000
Equity share capital – SDN Limited	-	18
Loan stock – SDN Limited	-	2,810
	-	2,828

S4C had no capital commitments at either 31 December 2003 or 31 December 2002.

## 21. YMRWYMIADAU RHAGLENNI – YR AWDURDOD AC S4C

Ar 31 Rhagfyr 2003, yr oedd yr Awdurdod ac S4C wedi ymrwymo'n gytundebol i wario'r symiau a ganlyn ar raglenni:

	2003 £000	2002 £000
Ymrwymiadau rhaglenni	<b>22,957</b>	33,705

## 21. PROGRAMME COMMITMENTS – AUTHORITY AND S4C

At 31 December 2003, the Authority and S4C had the following contractual commitments for expenditure on programmes:

	2003 £000	2002 £000
Programme commitments	<b>22,957</b>	33,705

## 22. CYNLLUN PENSIWN

### Cynllun budd diffiniedig

Mae S4C yn gyflogwr sydd yn perthyn i Gynllun Pensiwn Staff Ofcom (CTA gynt) sydd yn gynllun budd diffiniedig. Cynhelir yr asedion mewn cronfa ar wahân a weinyddir gan ymddiriedolwyr, ond ni all yr Awdurdod adnabod ei gyfran o'r asedion a'r rhwymedigaethau sylfaenol.

Cafwyd tâl pensiwn o £302,037 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2003 yn seiliedig ar gyfraniad y cwmni o 18.9% o gyflogau pensiynedig.

Mae hawl swyddog cyflogedig i bensiwn wedi ei seilio ar drigeinfed ran o'i gyflog terfynol am bob blwyddyn lawn o wasanaeth pensiynedig hyd at uchafswm o 40 mlynedd o wasanaeth.

Pennir cyfraniadau pob cyflogwr gyda chyngor actiwari cymwys ar sail prisiaid bob tair blynedd, gan ddefnyddio dulliau gwerth masnachol ac 'uned a ragwelir'. Cynhalwyd y prisiaid diweddaraf ar 1 Ionawr 2001. Y rhagdybiaethau sy'n cael yr effaith fwyaf arwyddocaol ar ganlyniadau'r prisiaid hwn yw'r rhai sy'n ymwnneud â chyfradd enillion ar y buddsoddiadau a chyfraddau cynnydd mewn cyflogau a phensiynau. Rhagdybiwyd y byddai enillion ar fuddsoddiadau yn 7% y flwyddyn, ac y byddai cyflogau yn codi 5% y flwyddyn ar gyfartaledd. Dangosodd y prisiaid bod £11.9m yn weddill yn y Cynllun, a bod gwerth actiwaraidd ei asedion yn cynrychioli 109% o'r buddiannau a grynhowyd i'r aelodau.

Roedd gwerth marchnad asedion y Cynllun, ar 1 Ionawr 2001 yn £195.7m.

Mae'r cyfraddau cyfrannu wedi parhau'r un fath drwy'r flwyddyn gyda chyfraniad cyflogwr o 18.9% a chyfraniad aelodau'n 5.5%.

## 22. PENSION SCHEME

### Defined benefit scheme

The Authority is a participating employer of the Ofcom (former ITC) Staff Pension Plan which is a defined benefit pension scheme, the assets of which are held in separate trustee administered funds of which the Authority is unable to determine its share of the underlying assets and liabilities.

The pension charge for the year ended 31 December 2003 amounted to £302,037 arising from the company contribution rate of 18.9% of pensionable salaries.

The calculation of pension entitlement is based on one-sixtieth of final pensionable salary for each full year of pensionable service, the maximum reckonable service being 40 years.

The contributions made by each employer are determined in accordance with the advice of a qualified actuary on the basis of a triennial valuation using market value and the 'projected unit' method. The most recent valuation was at 1 January 2001. The assumptions which have the most significant effect on the results of this valuation are those relating to the yield on investments and the rates of increase in salaries and pensions. It was assumed that the yield on the fund would be 7% per annum and that salary increases would average 5% per annum. The valuation showed that the Plan had a surplus of £11.9m, and that the actuarial value of its assets represented 109% of the benefits that had accrued to members.

The market value of the Plan's assets as at 1 January 2001 was £195.7m.

The contribution rates have remained the same throughout the year with the employer's contribution at 18.9% and the members' contribution at 5.5%.

**Cynllun cyfraniadau diffiniedig**

Mae Awdurdod yn gweithredu cynllun pensiwn cyfraniadau diffiniedig er budd gweithwyr. Mae asedion y cynllun yn cael eu gweinyddu gan ymddiredolwyr mewn cronfeydd unigol sy'n annibynnol o rai yr Awdurdod.

Cafwyd tâl pensiwn o £420,357 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2003 yn seiliedig ar gyfraniad y cwmni o 10% o gyflogau pensiynedig.

**23. RHWYMEDIGAETHAU AMODOL –  
YR AWDURDOD AC S4C**

Ar 31 Rhagfyr 2003, doedd dim rhwymedigaethau amodol (2002 - £dim).

**24. TRAFODION PARTION CYSYLLTIEDIG**

	2003	2002
	£000	£000
Benthyciad warantedig	9,588	6,778
Benthyciad diwarant	306	306
Llog	1,364	968
Symiau sydd i'w talu gan y gydfenter i'r Awdurdod	 <b>11,258</b>	 <b>8,052</b>
	<hr/>	<hr/>

Mae'r falansau uchod yn cyfeirio at SDN Limited.

Mae pob falansau a phartïon cysylltiedig eraill wedi ei ddileu wrth gyfuno.

**Defined contribution scheme**

The Authority operates a defined contribution pension scheme for the benefit of employees. The assets of the scheme are administered by trustees in individual funds independent of those of the Authority.

The pension charge for the year ended 31 December 2003 amounted to £420,357 arising from the company contribution rate of 10% of pensionable salaries.

**23. CONTINGENT LIABILITIES –  
AUTHORITY AND S4C**

At 31 December 2003, there were no contingent liabilities (2002 - £nil).

**24. RELATED PARTY TRANSACTIONS**

	2003	2002
	£000	£000
Secured loan	9,588	6,778
Unsecured loan	306	306
Interest	1,364	968
Amounts owed by joint venture to the Authority	 <b>11,258</b>	 <b>8,052</b>
	<hr/>	<hr/>

All the above balances relate to SDN Limited.

All other balances with related parties have been eliminated on consolidation.