

D Gwynfor Davies

I accept that children are an important group in terms of the development of the Welsh language and its future and that S4C plays an important role in developing the linguistic skills of children.

However, I would like to point out that there is increasing concern about the amount of television that children watch and that there may be restrictions in that respect in the future.

Secondly I may be able to suggest an answer to the problems outlined in your "options". Obviously the children's service does not lie comfortably with Assembly coverage. They do not complement each other, but I may have an answer.

I discussed my plans with Dafydd Iwan, Owen John Thomas and Rhodri Williams (OFCOM). Initially, they thought I was mad, until they listened to my plan. Without going into too much detail at the moment, I am sure that it would be possible to have a profitable 24 hr News service incorporating Assembly coverage.

We only have to look at services like CNN, France 24, Sky 24, Al Jazeera 24 etc, each having 8 x 30 second adverts per hour. Based on £1000 per advert this yields an income of £70,080,000. Or to achieve £3million, 70,080 adverts at £45 would be needed (a year of 8 ads per hour, that is). The news channel could be funded in this way, and a contribution made to the children's service. To work, costs would have to be kept to a minimum and a different visual style would need to be adopted. I have ideas on this too, which I think would be practicable. I would be pleased to discuss these ideas at any time. It strikes me as so simple, and surprising that nobody has considered this option already.

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