

20 July 2007

Mr John Walter Jones
Chair
S4C Authority
Parc Ty Glas
Llanisien
Cardiff
CF14 5DU

Dear Mr Jones

Proposed Channel for Children, S4C

ITV Wales is very supportive of S4C's proposal to provide a dedicated Welsh language channel for children, as it will foster a generation of viewers which will become naturally aware of cultural and artistic aspects peculiar to Welsh life. Many of the themes, issues and much of the entertainment provided by the proposed channel will develop a generation of viewers which will form a part, not only of S4C's core audience, but also that of ITV Wales.

As an experienced broadcaster, ITV acknowledges the value of providing a Welsh language service for children, replicating a common practice in a multi-channel environment. Placing the Welsh language service alongside similar channels on electronic channel guides would enable the audience to access the service naturally and easily as they search for children's programmes.

We, at ITV Wales, understand the opinions, desires and wishes of Welsh speaking teenagers, through our successful current affairs series for young people, 'Hacio', which ITV Wales has produced weekly for S4C over the past eight years. We intend to develop this provision with original and relevant programming of a high standard as part of our contribution to the proposed children's channel.

In this way, we believe that we can make a substantial contribution to realising the intention outlined in 3.4.1.6 to 'inform the children of Wales about the world around them through entertainment and through news programmes tailored to their requirements and from their unique perspective'. ITV Wales could provide this through current affairs and contemporary programming targeted specifically to older teenagers. We would also work with S4C to evaluate further programming needs based on the strengths of ITV Wales' production base, which currently produces documentaries, drama and current affairs for S4C.

S4C has outlined that the Children's Channel will be funded from existing funding arrangements, alongside commercial income. As a commercial broadcaster, we recognise that a channel of this sort, with a limited audience, cannot be commercially self-sustaining - advertising and sponsorship revenue would not be nearly enough to fund a channel of this sort. We would, however, be concerned if the Children's Channel placed additional pressure on other S4C programming, especially in the fields that we currently produce for S4C.

Since the Assembly was established, ITV Wales has worked closely with other broadcasters in Wales to establish a quality broadcast service of Assembly Proceedings over the past eight years. ITV recognises the importance of a continuation of Assembly broadcasting and is willing to work with all of Wales' broadcasters to establish a friendly solution to this, on the many available broadcast media.

Yours Faithfully

Elis Owen
Managing Director