Un flwyddyn
One year

S4C
Adroddiad Blynyddol
Annual Report

2005

Deddf Darlledu 1990
Cyflwynir Adroddiad Blynyddol S4C
i'r Senedd yn sgil Paragraff 13(1)
i Atodlen 6 Deddf Darlledu
1990 (c.42)

Adroddiad Blynyddol S4C 2005

11 Gorffennaf 2006

Broadcasting Act 1990
The Annual Report for S4C is presented
to Parliament pursuant to Paragraph
13(1) to Schedule 6 of the Broadcasting
Act 1990 (c.42)

S4C Annual Report for 2005

11 July 2006

S4C

Un flwyddyn ac Un diwrnod

Eleni mae dwy elfen i'n Hadroddiad Blynyddol.

Mae 'Un flwyddyn' yn adlewyrchu cyfnod o newid ac esblygiad cyffrous yn hanes S4C.

Mae 'Un diwrnod' yn cynnig golwg ar yr hyn sy'n cynnal, cymell ac ysbrydoli staff S4C o ddydd i ddydd wrth iddynt edrych i'r dyfodol.

One year and One day

There are two elements to this year's Annual Report.

'One year' reflects on what has been a time of exciting change and evolution in the history of S4C.

'One day' provides an insight into what fuels, motivates and inspires S4C staff on a daily basis as they look to the future.

S4C Adroddiad Blynyddol Annual Report

2005

Cynnwys

04	Cyflwyniad y Cadeirydd
08	Aelodau Awdurdod S4C
12	Strwythur Trefniadol
14	Rôl yr Awdurdod
16	Adroddiad y Prif Weithredwr
20	Y Gwasanaeth Rhaglenni
26	Plant a Phobl Ifanc
28	Dysgwyr
30	Gwobrau
32	Gwasanaethau Ychwanegol
34	Materion Eraill
36	Gwybodaeth am y gwasanaeth
38	Peirianneg a Thechnoleg
40	Hyfforddiant
44	Nawdd
46	Polisïau
48	Cynllun Corfforaethol 2005
50	Adolygiadau
52	Cydymffurfiaeth Rhaglenni
56	Ymchwil

Contents

Introduction by the Chair
Members of the S4C Authority
Organisational Structure
The Role of the Authority
Chief Executive's Report
The Programme Service
Children and Young People
Learners
Awards
Additional Services
Other Matters
Information about the service
Engineering and Technology
Training
Sponsorship
Policies
Corporate Plan 2005
Reviews
Programme Compliance
Research

Tablau

58	Targedau a Chanlyniadau Gwasanaeth 2005
60	Gwerthfawrogiad o Raglenni
61	Cyfran a Chyrhaeddiad
62	30 Rhaglen Uchaf (Cymraeg a Saesneg)

Tables

Service Targets and Outcomes 2005
Appreciation of Programmes
Share and Reach
Top 30 Programmes (Welsh and English)

John Walter Jones

Cadeirydd
Chair

Cyflwyniad y Cadeirydd

John Walter Jones

Bu'r Athro Elan Closs Stephens yn Gadeirydd Awdurdod S4C am wyth mlynedd, ac yn aelod o'r Awdurdod am dair cyn hynny, gan gyflawni dros ddegawd o wasanaeth ymroddedig diflino i'r Sianel a'i swyddogaeth. Yn ystod y degawd nid gormodedd yw disgrifio'r newidiadau ym myd darlledu fel rhai chwyldroadol a nod amgen Elan oedd ceisio sicrhau nad oedd neb na dim, drwy air na gweithred, yn gwanhau sefyllfa S4C. Diolch i'w hymroddiad mae S4C heddiw yn sianel a all edrych i'r dyfodol gyda hyder, a manteisio i'r eithaf ar y newid i ddarlledu digidol o 2009 ymlaen. Mawr yw ein diolch i Elan ac i Huw Jones, a fu'n Brif Weithredwr S4C am 12 mlynedd. Mae'r chwe mis diwethaf felly wedi bod yn rhai tyngedfennol—23 mlynedd o brofiad yn cael ei drosglwyddo i ddwylo newydd, yn sicr yn fy achos i, ond yn achos Iona Jones, Prif Weithredwr newydd y Sianel, i ddwylo person profiadol iawn yn y byd darlledu. Mae ei gweledigaeth yn glir, mae'r nod a osododd yn Strategaeth Rhaglenni S4C i sicrhau rhaglenni 'adloniadol heb aberthu safon na sylwedd' yn un heriol ac angenrheidiol.

Tipyn o her! Ond eisoes o gydweithio creadigol bwriadus gyda phawb sy'n darparu rhaglenni mae S4C, yn groes i'r duedd, wedi dangos bod modd dal ein tir. Yn ystod 2005 bu cynnydd o dros 11% yng nghynulleidfa oriau brig y Sianel—mewn cyfnod pan welodd y rhelyw o ddarlledwyr ostyngiad yn eu cynulleidfaoedd.*

Dechreuodd S4C fel un o bedwar darlledwr yng Nghymru. Bellach mae oddeutu 400 o sianeli ar gael—pob un yn cystadlu am gynulleidfa. Heb os, mae gan S4C ei chynulleidfa graidd, ond all y Sianel ddim dibynnu ar ymlyniad diymwad y gynulleidfa yma. All y Sianel chwaith ddim llunio ei harlwy gyda dim ond y gynulleidfa yma mewn golwg. O osod efallai 'rhagoriaeth greadigol' yn nod, y gobaith yw y bydd y Sianel yn boddhau'r gynulleidfa sy'n bodoli ac yn meithrin gwylwyr newydd fydd yn edrych ar raglenni Cymraeg am eu bod yn rhaglenni o safon sy'n cymharu efo arlwy darlledwyr eraill mewn unrhyw iaith.

Mae'r cyfnod rhwng nawr a 2009, pan ddechreuir ar y gwaith o ddiffodd signalau teledu analog yng Nghymru, yn un hynod gyffrous. Nid 2009 yw dyddiad dechreuol yr oes ddigidol. Mae wedi gwawrio. Yma yng Nghymru mae teledu digidol yn fwy poblogaidd nag yng ngweddill Prydain, gydag amcangyfrif bod rhagor na 80% o gartrefi Cymru eisoes yn gallu derbyn gwasanaethau digidol. I S4C, mae'r newid i ddigidol o 2009 ymlaen yn rhywbeth llawer mwy na newid technolegol, mae'n sialens o ran ail ddiffinio'r gwasanaeth.

Mae gan Awdurdod S4C nifer o ddyletswyddau statudol mae'n ofynnol iddo eu cyflawni yn unol â gofynion Deddf Cyfathrebiadau 2003. Adroddir ar y rhain yng nghorff yr adroddiad. Cyfeiriais eisoes at yr angen i gadw mewn cysylltiad â'r gynulleidfa o ran datblygiad y gwasanaeth digidol. Mae hyn yn gydnaws â'n gorchwyl statudol a hoffwn yn fawr ddatblygu ein perthynas â'r gynulleidfa yn bellach.

Mae Gwifren Gwylwyr S4C yn llinell agored gyson i wylwyr fynegi barn, ac mae hyn yn digwydd. Sefydlwyd patrwm o gyfarfodydd cyhoeddus led led Cymru gyda gwahoddiad i bawb ddod i ddweud eu dweud—a daethant! Mae'r Awdurdod yn awyddus i ddatblygu'r berthynas yma ac rydw i yn edrych ymlaen at gyfarfod â chi yn ystod 2006, i glywed llais a chadw cysylltiad gyda sefydliadau a gwylwyr.

*Gweler nodyn esboniadol ar dudalen 56

Introduction by the Chair

John Walter Jones

Professor Elan Closs Stephens was Chair of the S4C Authority for eight years and was a member of the Authority for three years prior to that, giving over a decade of committed and unstinting service to the Channel. During that time it is no exaggeration to describe the changes that occurred in the field of broadcasting as revolutionary. Elan's aim was to try to ensure that nothing would weaken S4C's position. Thanks to her commitment S4C today is a channel that can look forward to the future with confidence and take full advantage of the changes in digital broadcasting from 2009 onwards. We are enormously grateful to Elan and to Huw Jones, who was S4C's Chief Executive for 12 years. The past six months, therefore, have been critical—23 years of experience have been transferred to new hands, certainly in my case, but not in the case of Iona Jones, the Channel's new Chief Executive, who is highly experienced in the field of broadcasting. Her vision is clear and the aim that she set out in the S4C Programme Strategy to ensure 'entertaining programmes without sacrificing quality or substance' is both challenging and essential.

Some task! But already through purposeful creative co-operation with all those who supply our programmes, S4C, contrary to the prevailing trend, has shown that there is a means of holding our ground. During 2005, there was an increase of more than 11% in the Channel's peak-hour viewing audience—at a time when other broadcasters saw a reduction in their audiences.*

S4C began as one of four broadcasters in Wales. There are now some 400 channels available—all of them competing for an audience. Without doubt, S4C has its core audience, but the Channel cannot rely on the unwavering loyalty of this audience. Nor can the Channel formulate its output with only this audience in mind. By setting 'creative excellence' as our aim we hope to satisfy the existing audience and foster new viewers who will watch Welsh language programmes because they are quality programmes which compare favourably with the output from other broadcasters in any language.

The period between now and 2009, when the work begins of switching off analogue television signals in Wales, is an extremely exciting one. 2009 is not the start date of the digital age. It has already dawned. Here in Wales digital television is already more popular than in the rest of Britain, and it is estimated that more than 80% of homes in Wales can already receive digital services. For S4C, the change to digital from 2009 onwards is something much more than a technical change; it is a challenge in terms of redefining the service.

The S4C Authority has a number of statutory duties which it must fulfil in accordance with the 2003 Communications Act. These are reported in the body of the report. I have referred to the need to keep in touch with the audience in terms of the development of the digital service. This is in line with our statutory obligations and I would like very much to further develop our relationship with the audience.

The S4C Viewers' Hotline is always open for viewers to express opinions, and they do. We established a pattern of public meetings across Wales, inviting people to express their opinion—and they did! The Authority is keen to develop this relationship and I am looking forward to meeting you during 2006, to hear your views and to maintain close contact with all those who have an interest in S4C and its future.

*See explanatory notes on page 57

Aelodau Awdurdod S4C

Mae Cadeirydd ac Aelodau Awdurdod S4C yn cael eu penodi gan y Gweinidog dros Ddiwylliant, y Cyfryngau a Chwaraeon.

Elan Closs Stephens CBE
Penodwyd yn Gadeirydd 01.04.98

Mae Elan yn Athro ar Gyfathrebu a'r Diwydiannau Creadigol yn Adran Theatr, Ffilm a Theledu Prifysgol Cymru Aberystwyth a'i phrif ddiddordeb academaidd yw maes polisi cyfryngol a Theatr Cymru. Bu'n aelod o gyrff darlledu Cymreig ac yn Is-Gadeirydd Bwrdd yr Iaith Gymraeg ac yn Gadeirydd Chwarae Teg. Mae'n aelod o Gyngor y Llyfrgell Genedlaethol ac yn Llywodraethwr y Sefydliad Ffilm Brydeinig a Phrifysgol Morgannwg. Bu'n aelod o Bwyllgorau Cwynion a Chydymffurfiaeth, Archwilio a Rheoli Risg, a Phersonél a Chydnabyddiaeth yr Awdurdod. (Daeth tymor Elan Closs Stephens i ben 31.03.06)

John Walter Jones OBE
Penodwyd yn Gadeirydd 01.04.06

Cyn was sifil yn y Swyddfa Gymreig yw John, ac am yn agos i 25 mlynedd, bu ei brif gyfrifoldebau yn ymwneud â'r iaith Gymraeg. Ef, ym 1988, gafodd y dasg o sefydlu Bwrdd yr Iaith Gymraeg, a hyd ei ymddeoliad yn 2004, bu'n Brif Weithredwr arno. Bu'n aelod o weithgor yr Adran dros Ddiwylliant, y Cyfryngau a Chwaraeon yn cynghori ar y newid o deledu analog i ddigidol. Mae'n weithgar gyda'r Mudiad Ysgolion Meithrin, Sgowtiaid Cymru ac Eisteddfod Genedlaethol Caerdydd 2008. Fe'i urddwyd gyda'r Wisg Wen yn Eisteddfod Genedlaethol Casnewydd 2004. Cyn ei benodi yn Gadeirydd bu'n aelod o'r Awdurdod ers 01.09.04. Mae John yn aelod o Bwyllgor Archwilio a Rheoli Risg yr Awdurdod.

Enid H Rowlands
Penodwyd 01.04.99

Mae gan Enid gefndir mewn hyfforddiant, datblygiad cyfundrefnau a datblygiad economaidd. Mae'n Gyfarwyddwr Ymgynghoriaeth Taro Cyf. Bu'n Brif Weithredwr TEC Gogledd Orllewin Cymru ac yn Rheolwr Gyfarwyddwr yr Awdurdod Datblygu yng ngogledd Cymru. Gwasanaethodd hefyd fel Cadeirydd Awdurdod Iechyd Gogledd Cymru a Chyngor Cenedlaethol Addysg a Hyfforddiant Cymru ac fel aelod o Gyngor Darlledu Cymru a Bwrdd Ymgynghorol Cymru BT. Mae'n cadeirio Pwyllgor Personél a Chydnabyddiaeth Awdurdod S4C.

Syr Roger Jones OBE
Penodwyd 24.11.03

Mae Syr Roger wedi sefydlu sawl busnes uwch-dechnoleg, gan gynnwys Penn Pharmaceuticals yn Nhredegar. Bu'n Gadeirydd Awdurdod Datblygu Cymru, a chyn hynny bu'n Llywodraethwr dros Gymru i'r BBC ac yn Gadeirydd i Blant Mewn Angen. Mae'n aelod o Fwrdd Yr Ymddiriedolaeth Genedlaethol yng Nghymru, Cyfarwyddwr Buddsoddwyr Mewn Pobl yng Nghymru ac mae'n Llywydd ar yr YMCA yng Nghymru. Mae hefyd yn cadeirio nifer o elusennau yng Nghymru sy'n ymwneud ag iechyd, dirywiad cymdeithasol a threftadaeth. Mae'n gyn-gyfarwyddwr sawl prifysgol yng Nghymru ac ar hyn o bryd mae'n Gadeirydd Sefydliad Coleg Crist, Aberhonddu. Mae Syr Roger yn aelod o Bwyllgor Personél a Chydnabyddiaeth Awdurdod S4C.

Carys Howell
Penodwyd 01.01.03

Mae Carys yn ymgynghorydd cysylltiadau cyhoeddus a marchnata wedi'i lleoli yng Nghaerdydd. Bu'n aelod o fwrdd Bwrdd Croeso Cymru. Cyn hynny gweithiodd i'r Ymddiriedolaeth Genedlaethol yng Nghymru ym meysydd marchnata a chysylltiadau cyhoeddus, yn Llandudno a Chaerdydd. Ar ôl graddio ymunodd â'r BBC lle bu'n ymchwilydd, yn ohebydd ac yn gynhyrchydd ym myd teledu a radio yng Nghymru, Llundain ac East Anglia. Mae'n aelod o Bwyllgor Apêl Elusennol S4C ac yn aelod o Bwyllgor Cwynion a Chydymffurfiaeth yr Awdurdod.

Members of the S4C Authority

The Chair and S4C Authority Members are appointed by the Secretary of State for Culture, Media and Sport.

Elan Closs Stephens CBE
Appointed Chair 01.04.98

Elan is Professor of Communications and Creative Industries in the Department of Theatre, Film and Television at the University of Wales Aberystwyth and her main academic interests are in the field of media policy and Welsh Theatre. She has served as a member of Welsh broadcasting bodies and was Vice Chair of the Welsh Language Board and Chair of Chwarae Teg. She is a member of the Council of the National Library of Wales and a Governor of the British Film Institute and the University of Glamorgan. She was a member of the Authority's Complaints and Compliance, Audit and Risk Management, and Personnel and Remuneration Committees. (Elan Closs Stephens' tenure came to an end on 31.03.06)

John Walter Jones OBE
Appointed Chair 01.04.06

John previously worked as a civil servant in the Welsh Office and for nearly 25 years his main responsibilities involved the Welsh language. In 1988 he had the task of establishing the Welsh Language Board and until his retirement in 2004 he was its Chief Executive. He was a member of the DCMS group advising on switchover from analogue to digital. He actively supports Mudiad Ysgolion Meithrin (Welsh Language Playgroups), the Welsh Scout movement and the 2008 Cardiff National Eisteddfod. He was ordained a member of the White Order of the Gorsedd at the 2004 National Eisteddfod at Newport. He has been a member of the Authority since 01.09.04. He is a member of the Authority's Audit and Risk Management Committee.

Enid H Rowlands
Appointed 01.04.99

Enid has a background in training and organisational and economic development. She is a Director of Taro Consultancy Ltd. She previously held posts as Chief Executive of the North West Wales Training and Enterprise Council and Managing Director of the Welsh Development Agency in North Wales. She also served as Chair of both the North Wales Health Authority and the National Council for Education and Training for Wales, as a member of the Broadcasting Council of Wales and BT's Advisory Committee for Wales. She is Chair of the S4C Authority's Personnel and Remuneration Committee.

Sir Roger Jones OBE
Appointed 24.11.03

Sir Roger has established several high-technology businesses, including Penn Pharmaceuticals in Tredegar. He was Chair of the Welsh Development Agency and was formerly the BBC National Governor for Wales and Chair of Children in Need. He is a member of the National Trust Board in Wales, a Director of Investors in People in Wales, and President of the YMCA in Wales. He also chairs numerous Welsh charities in the fields 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. Sir Roger is a member of the Personnel and Remuneration Committee.

Carys Howell
01.01.03

Carys is a communications and marketing consultant based in Cardiff. She has been a member of the board of the Wales Tourist Board. Previously, she worked for the National Trust in Wales in marketing and public relations, in Llandudno and Cardiff. After graduating she joined the BBC where she worked as a researcher, reporter and producer in television and radio in Wales, London and East Anglia. She is a member of the S4C Charity Appeals Committee and a member of the Authority's Complaints and Compliance Committee.

Aelodau Awdurdod S4C

Eira Davies
Penodwyd 01.11.01. Penodwyd am ail dymor hyd at 31.10.09

Mae Eira yn gweithio fel ymgynghorydd busnes a chysylltiadau cyhoeddus yn Wrecsam ar ôl blynyddoedd o brofiad eang ac amrywiol ym myd darlledu, addysg a busnes. Treuliodd dros ddeuddeng mlynedd gyda chwmni radio annibynnol Sain y Gororau fel cyfarwyddwr Champion FM a Radio'r Glannau, dwy orsaf radio yng ngogledd Cymru. Treuliodd ei gyrfa gynnar fel athrawes a darlithydd cyn ymuno â'r cyfryngau. Bu'n aelod o Gomisiwn Richard fu'n gwerthuso pwerau Cynulliad Cenedlaethol Cymru, ac mae'n aelod o Fwrdd Corfforaethol Coleg Llandrillo. Mae Eira yn aelod o Bwyllgor Archwilio a Rheoli Risg yr Awdurdod.

Winston Roddick QC
Penodwyd 01.09.04

Mae Winston yn gweithio fel Cwnsler y Frenhines yng Nghaerdydd a Llundain. Mae e hefyd yn Gofiadur, Llys y Goron, ac yn Gofiadur Anrhydeddus Caernarfon. Cafodd ei benodi yn Gwnsler Cyffredinol, Cynulliad Cenedlaethol Cymru ym 1998 am gyfnod o bum mlynedd a chafodd ei anrhydeddu fel Cymrawd Urdd y Baddon (CB) ac fel aelod o'r Orsedd yn 2004. Mae'n Gymrawd ac Is-Lywydd, Prifysgol Cymru, Aberystwyth. Bu'n aelod o'r Comisiwn Teledu Annibynnol (ITC) am gyfnod cyn ei benodi i'r Cynulliad. Mae'n cadeirio Pwyllgor Cwynion a Chydymffurfiaeth yr Awdurdod.

Dr Chris Llewellyn
Penodwyd 01.11.01. Penodwyd am ail dymor hyd at 31.10.09

Mae Chris yn Bennaeth Addysg, Hyfforddiant a Materion Diwylliannol gyda Chymdeithas Lywodraeth Leol Cymru. Cyn hynny bu'n Bennaeth Ymchwil a Pholisi Defnyddwyr gyda Chyngor Defnyddwyr Cymru. Mae hefyd wedi gweithio yn Nhŷ'r Cyffredin yn San Steffan. Bu'n dysgu ac ymchwilio ym maes gwleidyddiaeth ryngwladol ym Mhrifysgol Abertawe. Bu hefyd yn Sefydliad y Brifysgol Ewropeaidd yn Florence, Yr Eidal. Mae'n awdur nifer o gyhoeddiadau ym maes polisi cyhoeddus. Mae Chris yn aelod o Bwyllgorau Cwynion a Chydymffurfiaeth a Phersonél a Chydnabyddiaeth yr Awdurdod.

Dafydd Wigley
Penodwyd 24.11.03. Ymddiswyddodd fel aelod o'r Awdurdod 13.03.06

Bu Dafydd yn Aelod Seneddol dros Gaernarfon am 27 mlynedd. Ef oedd Arweinydd yr Wrthblaid yn y Cynulliad Cenedlaethol cyntaf ym 1999 a Chadeirydd Pwyllgor Archwilio'r Cynulliad. Mae'n Ddirprwy Ganghellor Prifysgol Cymru, Cadeirydd Bwrdd Ysgol Fusnes a Datblygu Rhanbarthol, Prifysgol Cymru Bangor ac yn aelod o'r Cyfrin Gyngor. Mae'n gyn-Bennaeth Cyllid a Gweinyddiaeth gyda chwmni Hoover ym Merthyr Tydfil. Bu'n cadeirio'r Pwyllgor Archwilio a Rheoli Risg.

Members of the S4C Authority

Eira Davies
Appointed 01.11.01. Appointed for a second term until 31.10.09

Following many years' experience in the fields of broadcasting, education and business, Eira now works as a business and public relations consultant in Wrexham. She spent over 12 years with the independent radio company, Marcher Sound, as director of Champion FM and Radio'r Glannau, two radio stations in north Wales. Eira spent the early part of her career as a teacher and lecturer before turning to broadcasting. She was a member of the Richard Commission which considered the powers of the National Assembly for Wales and is a member of the Corporation Board of Llandrillo College. Eira is a member of the Authority's Audit and Risk Management Committee.

Winston Roddick QC
Appointed 01.09.04

Winston practices as a Queen's Counsel in Cardiff and London. He is also a Crown Court Recorder and Honorary Recorder for Caernarfon. He was appointed Counsel General for the National Assembly for Wales in 1998 for a period of five years and was honoured as a Companion of the Order of the Bath (CB) and ordained a member of the Gorsedd of the National Eisteddfod in 2004. He is a Fellow and Vice-Chair of the University of Wales, Aberystwyth. He was a member of the Independent Television Commission for a period prior to his appointment to the National Assembly. He is Chair of the Authority's Complaints and Compliance Committee.

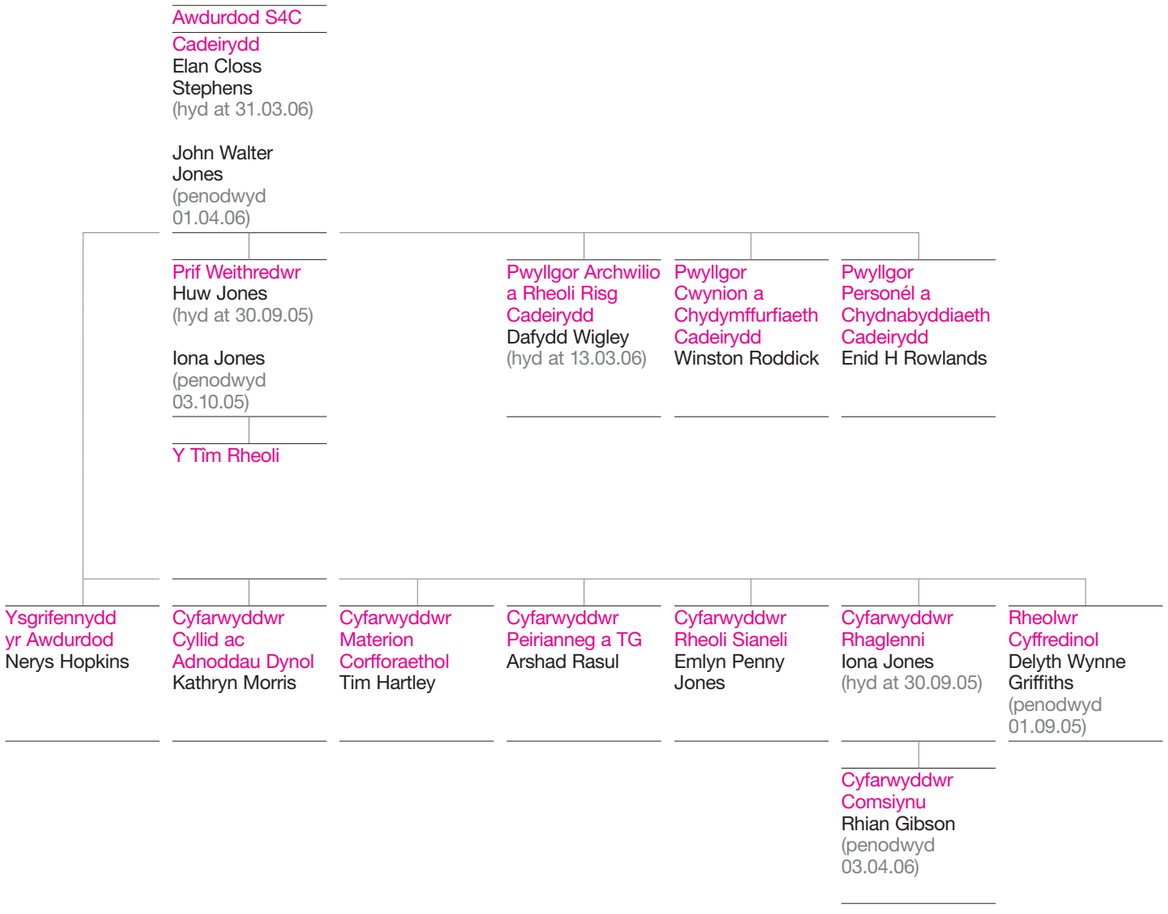
Dr Chris Llewellyn
Appointed 01.11.01. Appointed for a second term until 31.10.09

Chris 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. He taught and researched in the field of international politics at the University of Wales, Swansea and was for a time at the European University Institute in Florence, Italy. He is the author of a number of publications in the field of public policy. Chris is a member of the Authority's Complaints and Compliance Committee and its Personnel and Remuneration Committee.

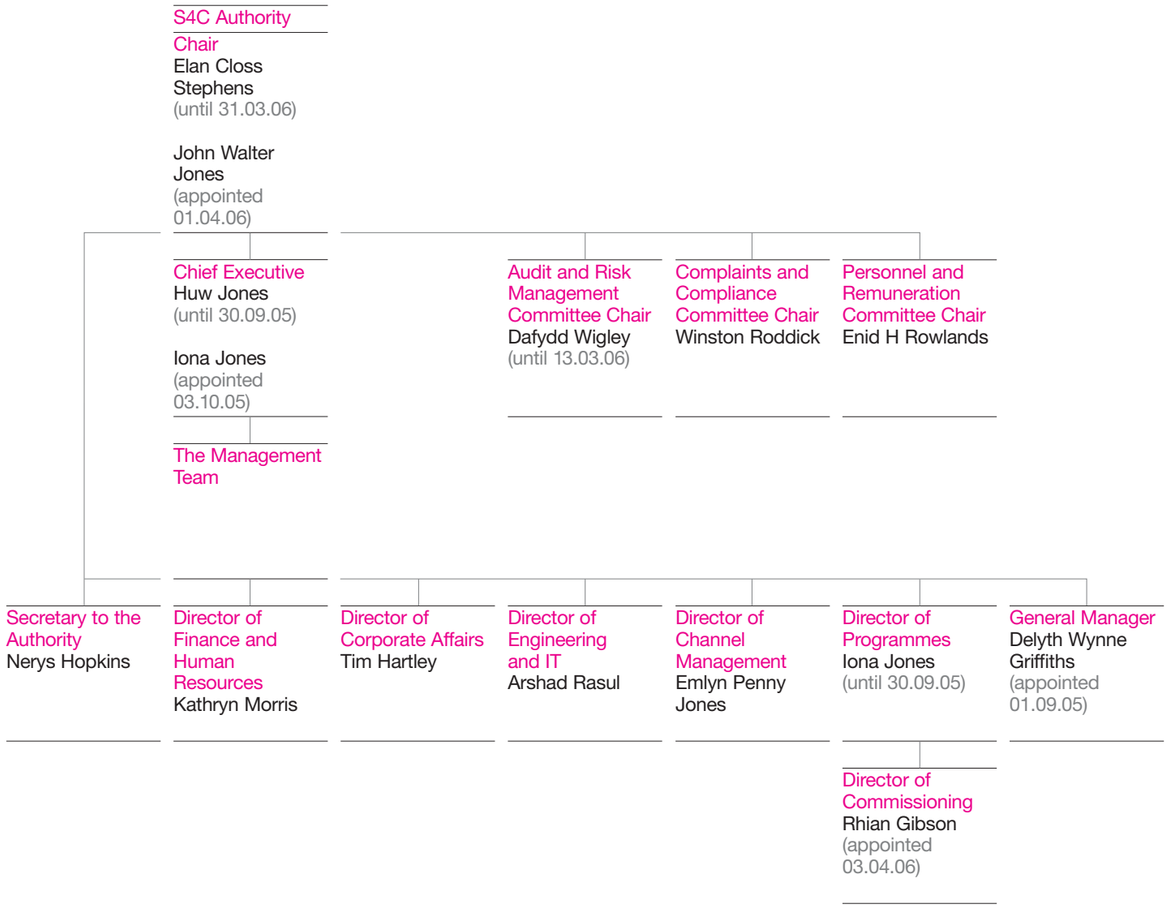
Dafydd Wigley
Appointed 24.11.03. He resigned as a member of the Authority on 13.03.06.

Dafydd was Member of Parliament for Caernarfon for 27 years. He was the Leader of the Opposition in the first National Assembly in 1999 and Chairman of the Assembly's Audit Committee. He is Pro-Chancellor of the University of Wales, Chairman of the Board of the Business and Regional Development School at University of Wales, Bangor and a Privy Counsellor. He is a former Head of Finance and Administration with Hoover in Merthyr Tydfil. He was Chair of the Authority's Audit and Risk Management Committee.

Strwythur Trefniadol



Organisational Structure



Rôl yr Awdurdod

Mae Deddf Cyfathrebiadau 2003 a Deddfau Darlledu 1990 ac 1996 yn gosod nifer o ddyletswyddau statudol ar Awdurdod S4C gan gynnwys paratoi Adroddiad Blynyddol a Datganiad Ariannol. Adroddir ar nifer o ddyletswyddau eraill yn y ddogfen hon. Mae gan yr Awdurdod bedwar prif ddyletswydd: (i) i oruchwylio a chymeradwyo'r strategaeth ar gyfer rheolaeth S4C, (ii) i sicrhau bod S4C yn darparu gwasanaethau S4C, (iii) i weithredu fel corff cyhoeddus, ac (iv) ar rai adegau, i weithredu fel rheoleiddiwr. Ceir mwy o fanylion ar rôl reoleiddio'r Awdurdod ar dudalen 52.

Cyfrifoldeb Prif Weithredwr, swyddogion a staff S4C yw rheoli a chynnal S4C, gan gynnwys rhedeg a darparu gwasanaethau S4C. Nid yw'r Awdurdod yn cymryd unrhyw ran mewn penderfyniadau o ddydd i ddydd ac yn arbennig nid yw ynghlwm wrth unrhyw benderfyniadau comisiynu na golygyddol. Mae hyn yn hanfodol er mwyn cynnal annibyniaeth yr Awdurdod a chadw hyd braich rhwng yr Awdurdod a chynnwys y rhaglenni.

Mae S4C ar hyn o bryd yn darpau tri phrif wasanaeth teledu.

Ar analog, cylch gorchwyl gwasanaeth cyhoeddus S4C yw darparu ystod eang o raglenni amrywiol o ansawdd uchel o fewn gwasanaeth sydd yn darlledu cyfran sylweddol o'i raglenni yn yr iaith Gymraeg, yn arbennig yn ystod yr oriau brig, rhwng 6.30pm a 10pm, ac fel arfer yn darlledu rhaglenni Channel 4 yng Nghymru ar yr adegau pan nad yw'n darlledu yn y Gymraeg. (Bydd hyn yn parhau hyd at ddiffodd analog yn 2009/2010).

S4C digidol yw ein prif sianel deledu ddigidol. Cylch gorchwyl y gwasanaeth cyhoeddus yw darparu ystod eang o raglenni amrywiol o ansawdd uchel o fewn gwasanaeth sydd yn darlledu cyfran sylweddol o'i raglenni yn yr iaith Gymraeg. (Dyma fydd y prif wasanaeth wedi diffodd analog yn 2009/2010).

S4C2 yw'r gwasanaeth digidol a ddarperir gan S4C2 Cyf, is-gwmni i S4C, o dan drwydded gan Ofcom. Mae'r drwydded yn caniatáu S4C2 i ddarlledu rhaglenni ffeithiol o/am Gynulliad Cenedlaethol Cymru ar y diwrnodau a'r adegau pan fydd y Cynulliad yn cyfarfod, ac i ddarlledu rhaglenni amrywiol o natur gwasanaeth cyhoeddus—gan gynnwys darllediadau o rai o brif wyliau a digwyddiadau Cymru.

The Role of the Authority

A number of statutory duties are placed on the S4C Authority by the 2003 Communications Act and the Broadcasting Acts of 1990 and 1996, including the preparation of an Annual Report and Accounts. We report on many of the duties in this document. The Authority is an independent body and has 4 main roles: (i) to oversee and approve the strategy for the management of S4C, (ii) to ensure that S4C provides S4C's television services, (iii) to operate as a public body, and (iv) on some matters to act as a regulator. Further details on the Authority's regulatory role can be found on page 53.

It is the responsibility of S4C's Chief Executive, officers and staff to manage and maintain S4C. This includes providing S4C services. The Authority does not participate in any day-to-day decisions. In particular, it is not involved in any commissioning or editorial decisions. This is essential in order to maintain the independence of the Authority and to keep it at arm's length from decisions, especially on programme content.

S4C currently provides three main television services.

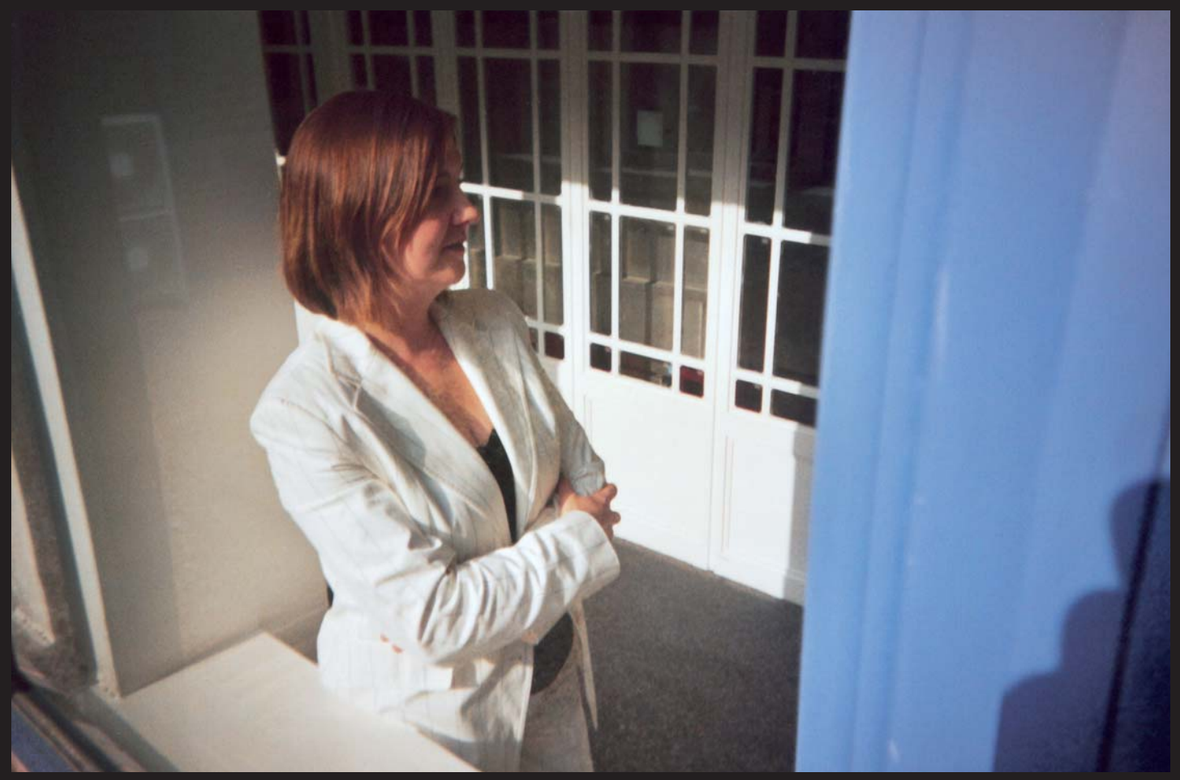
On analogue S4C's public service remit is the provision of a broad range of high quality and diverse programming, in a service in which a substantial proportion of the programmes consist of programmes in Welsh, and the programmes broadcast for viewing between 6.30pm and 10pm every day of the week consist mainly of programmes in Welsh, and, the programmes that are not in Welsh are normally programmes which are being, have been, or are to be broadcast on Channel 4. (This will continue until the analogue service is switched off in 2009/2010).

S4C digidol is our main digital television channel. The current public service remit is the provision of a broad range of high quality and diverse programming in a service in which a substantial proportion of the programmes consists of programmes in Welsh. (This will become the main service when the analogue service is switched off in 2009/2010).

S4C2 is the digital service provided by S4C2 Ltd, a subsidiary company of S4C, under licence from Ofcom. The licence currently allows S4C2 to broadcast factual programmes from/about the National Assembly for Wales on the days and at the times when the Assembly is in session, and to broadcast various programmes of a public service nature—including broadcasts of some of Wales's main festivals and events.

Iona Jones

Prif Weithredwr
Chief Executive



Adroddiad y Prif Weithredwr

Iona Jones

Ar un wedd adolygiad o flwyddyn yn unig o weithgarwch sydd yn y ddogfen hon. Fodd bynnag, fe ddylid ystyried y cynnwys yng nghyd-destun blynyddoedd o waith a dyfalbarhad nifer fawr o bobl sydd wedi cefnogi a chyfrannu at y gwasanaeth mewn amryfal ffyrdd. Cofnod felly o barhad yw'r Adroddiad Blynyddol.

Yn ddi-os roedd marwolaeth y Dr. Gwynfor Evans yn 2005 yn achlysur pwysig i nodi safiad gwleidyddol dros yr iaith a theledu Cymraeg ac i gydnabod gwreiddiau S4C. Fel Prif Weithredwr newydd rwyf innau yn adeiladu ar gyfraniadau nodedig tri rhagflaenydd. Rwy'n mawr obeithio y byddaf yn olynydd teilwng, yn enwedig i Huw Jones fu'n arwain y Sianel am ddeuddeng mlynedd.

Mae strwythur S4C Masnachol wedi newid yn dilyn Deddf Cyfathrebiadau 2003 a bellach mae'r holl weithgareddau wedi'u hallanoli. Cafodd y newidiadau effaith ar nifer o bobl fu'n aelodau staff S4C am flynyddoedd ac mae ein gwerthfawrogiad o'u cyfraniad yn fawr.

Tra'n talu gwrogaeth i'r hyn a fu, mae'n rhaid i ni beidio gadael i'r gorffennol ein llethu fel Sianel wrth i ni addasu ar gyfer y dyfodol. Rydym yn gweithredu mewn marchnad gwbwl wahanol i'r hyn oedd yn bodoli ar gychwyn S4C ac mae'r newid yn barhaus. Rydym yn delio â chyfryngau amrywiol ac yn ymrafael â thechnoleg newydd. Yn bwysicach na dim mae natur a disgwyliadau ein cynulleidfa yn cael eu trawsnewid am resymau ieithyddol, cymdeithasol a thechnolegol. Rhaid felly wrth atebion sydd yn addas ar gyfer y cyfnod ac sydd yn golygu ein bod yn tyfu, nid yn crebachu, fel gwasanaeth wrth i ni agosáu at amgylchfyd digidol yn unig.

Rydym eisoes wedi mabwysiadu Strategaeth Rhaglenni sydd wedi gosod rhagoriaeth fel nod. Golyga hyn bod ein disgwyliadau yn uwch ar gyfer pob agwedd o weithgarwch y Sianel ac yn berthnasol i staff S4C, ein cynhyrchwyr a chyflenwyr yn ddi-wahân. Mae ffrwyth y canolbwyntio ar safonau cynhyrchu wedi ymddangos ar y sgrîn yn 2005 ac mae yna arwyddion addawol yn ein hymchwil Mesur Cynulleidfa ein bod ar y trywydd iawn.

Rydym yn cyflawni ein dyletswyddau statudol ac yn ymdrechu i wireddu ein cynlluniau uchelgeisiol drwy gyfuniad o arian cyhoeddus a masnachol.

Tra bod ein sefyllfa ariannol yn ddylanwad mawr ar ein gallu i weithredu'n effeithiol, mae sicrhau cynnydd yn lefel sgiliau ein sector hefyd yn allweddol os am gyflawni rhagoriaeth a chreu diwydiant gwirioneddol gystadleuol. Mae gan hyfforddiant a chynlluniau datblygu talent rôl ganolog i'w chwarae.

Rydym wedi bod yn flaengar yn ein dealltwriaeth o'r newid yn y berthynas rhwng darlledwyr a chynhyrchwyr ac wedi cytuno ar Delerau Masnach sydd yn cydnabod pwysigrwydd y berthynas greadigol a diwydiannol sydd rhyngom. Fel rhan o'r Telerau newydd rydym yn gweithredu sustemau tendro, lle'n briodol, er mwyn annog trefniadaeth dryloyw a chystadleuol. Ymysg y tendrau agored yn 2005 gwahoddwyd ceisiadau gan gwmnïau cynhyrchu am arian datblygu er mwyn hybu dyfeisgarwch a chreu fframweithiau cynaliadwy. Cafodd pum cwmni gytundebau gwerth cyfanswm o dros £1 miliwn dros ddwy flynedd.

Mae'r Telerau newydd hefyd wedi creu fframwaith ar gyfer defnydd aml-gyfrwng o raglenni'r Sianel. Fe gafwyd cynllun peilot band llydan yn hydref 2005 ac rydym wedi ehangu'r ddarpariaeth yn sylweddol erbyn hyn gyda phwrpas deublyg o gynyddu argaeledd cynnwys Cymraeg ac o ddenu cynulleidfaoedd newydd i gynnyrch S4C yng Nghymru, y DU ac yn fyd eang. Mewn partneriaeth â chwmni Acen cyflwynwyd gwasanaeth ar lein newydd ar gyfer dysgwyr sydd yn amlygu potensial cyfuno cynnwys o safon gyda thechnoleg newydd er budd carfan bwysig o'r gynulleidfa.

Rydym hefyd yn cydweithio â'r BBC i sefydlu Partneriaeth Strategol newydd ar gyfer cyfraniad statudol y Gorfforaeth i S4C fydd yn gydnaws ag anghenion y cyfnod.

Mae cynlluniau'r Llywodraeth ar gyfer y trosglwyddiad i ddigidol yn gyfle ac yn her i S4C. Rydym yn chwarae ein rhan i sicrhau bod anghenion S4C a buddiannau ein cynulleidfa yn cael eu cynrychioli a'u cyfathrebu'n effeithiol.

Yn y cyfamser byddwn yn parhau i gryfhau ein harlwy ar deledu tra'n ehangu ein darpariaeth ar lwyfannau eraill er mwyn gwasanaethu ein gwylwyr presennol yn ogystal â denu cynulleidfaoedd ychwanegol, newydd i gynnwys Cymraeg.

Chief Executive's Report

Iona Jones

At first glance this document offers just a twelve-month account of S4C's activities. However, its contents should be considered within the context of many years' work and commitment by countless people who have supported and contributed to the Channel in different ways. This Annual Report then is a record of continuity.

The death of Dr Gwynfor Evans in 2005 was undoubtedly an important occasion for us to recognise S4C's roots and mark the political stand taken for the language and Welsh language TV. As S4C's new Chief Executive, I am building on the stellar contributions of three predecessors. I very much hope I will be a worthy successor, especially to Huw Jones, who led the Channel for twelve years.

The structure of S4C's commercial arm, S4C Masnachol, has changed following the 2003 Communications Act and all activities have now been outsourced. These changes affected a number of people who had been S4C staff members for many years and we greatly appreciate their contribution.

In paying homage to what has gone before, we must take care not to let the past inhibit us as a Channel as we adapt to the future. We operate in an entirely different and continually changing marketplace to that which existed at S4C's inception. We are dealing with varied media and getting to grips with new technology. More importantly, linguistic, sociological and technological developments are transforming the nature and expectations of our audience. We must therefore offer fitting answers for today that mean the service expands—and doesn't contract—as we approach the digital-only environment.

We have already adopted a Programme Strategy that makes excellence our primary objective. This means our expectations are higher for every aspect of the Channel's activities and are relevant to S4C employees, our producers and suppliers alike. The results of the renewed focus on production standards appeared on screen in 2005 and there are promising signs in our Audience Measurement research that we are on the right track.

We fulfil our statutory duties and strive to realise our ambitious plans via a combination of public and commercial monies.

While our financial situation is a major influence on our ability to operate effectively, I believe that securing an improvement in skill levels in our sector is also key if we are to achieve excellence and create a genuinely competitive industry. Training and talent development have a central role to play.

We have been innovative in our understanding of the changes in the relationship between broadcasters and producers and have agreed commercial Terms of Trade that recognise the importance of the creative and industrial relationship between us. As part of the new Terms we operate a tender process, where appropriate, in order to encourage transparency and contestibility. Among the 2005 open tenders, production companies were invited to apply for development money to encourage innovation and create sustainable frameworks. Five companies received contracts worth a total of more than £1 million over two years.

The new Terms also set in place a framework for multi-media use of the Channel's programmes. A broadband pilot project was undertaken in autumn 2005 and we have since greatly increased our provision with the twin aims of increasing the availability of Welsh-language content and of attracting new audiences to S4C's output in Wales, the UK and worldwide. In partnership with Acen, a new on-line service for learners has been introduced which demonstrates the potential of combining high quality content with new technology for the benefit of an important audience sector.

We are also working alongside the BBC to establish a new Strategic Partnership for the provision of the Corporation's statutory programme contribution to S4C that better reflects today's requirements.

The Government's plans for digital switchover present both an opportunity and a challenge to S4C. We are playing our part in ensuring S4C's needs and the interests of our viewers are effectively represented and communicated.

In the meantime, we will continue to strengthen our output on television while expanding our offering on other platforms. This will ensure we serve our existing viewers as well as attract additional, new audiences to Welsh-language content.

Y Gwasanaeth Rhaglenni

Yn unol â gofynion Deddf Cyfathrebiadau 2003 fe luniwyd Datganiad Polisi Rhaglenni yn 2005 ac fe gafwyd adolygiad o'r perfformiad yn 2006. Mae'r Datganiad a'r Adolygiad, sy'n cynnig manylion am ein gwasanaethau, i'w cael mewn un ddogfen sydd ar gael ar wefan S4C, s4c.co.uk.

2005 oedd blwyddyn gyflawn gyntaf Strategaeth Rhaglenni S4C. Roedd pwyslais cryf ar safon a chreadigrwydd a rhoddwyd sylw arbennig i'r uchelfannau, digwyddiadau byw a gwasanaeth plant wedi'i ailfywiogi, yn ogystal â chynnal sylfaen mewn newyddion a materion cyfoes.

Un o uchafbwyntiau'r gwasanaeth rhaglenni yn 2005 oedd **Con Passionate** (Apollo) a ysgrifennwyd gan yr awdures arobryn Siwan Jones. Cafodd y gyfres ddrama newydd, a ddilynodd helyntion côr meibion a'i arweinyddes, gryn ganmoliaeth, a denodd gynulleidfaoedd cryf.

Parhaodd yr uchelfannau drama gyda'r darllediad teledu cyntaf o ffilm bwerus Marc Evans, **Dal: Yma/Nawr** (Fiction Factory). Roedd y ffilm, sy'n olrhain y traddodiad barddol Cymraeg, yn enghraifft o ragoriaeth greadigol, gyda pherfformiadau gwefreiddiol o nifer o'n cerddi pwysicaf. Dosbarthwyd copi DVD i bob ysgol yng Nghymru.

Ym maes adloniant, llwyddodd y bardd a'r perfformiwr Ifor ap Glyn i gael cymunedau ledled Cymru i drefnu cyfres o ddigwyddiadau diwylliannol heb droi unwaith at y Saesneg yn **Popeth yn Gymraeg** (Cwmni Da), cyfres ddifyr, llawn gwreiddioldeb.

Yn unol â'r uchelgais i safleoli S4C fel cartref i gerddoriaeth Gymraeg a cherdd yng Nghymru, cynyddodd y pwyslais ar gerddoriaeth yn amserlen 2005. Roedd darllediad byw o **La traviata** (Opus TF), perfformiad cyntaf Opera Cenedlaethol Cymru yn ei gartref newydd, Canolfan Mileniwm Cymru, yn ddigwyddiad cofiadwy.

Tarodd berfformiad Bryn Terfel ac Andrea Bocelli y nodyn cywir yn **Gala Operatig Gŵyl y Faenol** (Gŵyl y Faenol/Faenol Enterprises Ltd), ynghyd â chyngerdd mawreddog Eisteddfod Genedlaethol yr Urdd Caerdydd a'r Fro, **Sain Cerdd a Sioe** (Opus TF).

Mae darllediadau helaeth S4C o wyliau cenedlaethol a digwyddiadau chwaraeon o bwys yn ein galluogi i gyrraedd cynulleidfaoedd ehangach yng Nghymru a thu hwnt.

Ar ddechrau'r flwyddyn roedd S4C yn falch i allu cynnig darllediad llawn o **Gyngerdd Cymorth Tsunami Caerdydd** (BBC Cymru) o Stadiwm y Mileniwm.

Mewn datblygiad newydd, cyffrous, cynigiwyd ailffrydiau cydamserol ar S4C2 a thrwy ein gwefan o **Eisteddfod yr Urdd** (Opus TF). Cynigiwyd darllediadau byw o'r **Eisteddfod Genedlaethol** (BBC Cymru), gyda mwy o gyngherddau. Yn **Sioe Amaethyddol Frenhinol Cymru** a'r **Ffair Aeaf** (Telesgôp) darlledwyd yn fyw o faes y sioe ar S4C digidol, gyda darllediadau byw ar wefan S4C hefyd.

Cadarnhawyd ein henw da fel darlledwr chwaraeon o bwys yn sgîl ehangu ein portffolio chwaraeon. S4C bellach yw'r unig ddarlledwr sy'n rhoi sylw i bob un o'r cystadlaethau y mae rhanbarthau rygbi Cymru yn chwarae ynddynt, o'r Cynghrair Celtaidd i'r Cwpan Heineken, yn ogystal â Phencampwriaeth y Chwe Gwlad a gemau rhyngwladol eraill.

S4C yw'r unig sianel ddaearol sy'n darlledu gemau rhyngwladol cartref tîm pêl-droed Cymru, ynghyd â darllediadau wythnosol o Uwch Gynghrair Vauxhall Masterfit Cymru a Chwpan Cymru. Cynigiodd S4C ddarllediadau o bêl-droed Ewropeaidd yn **Sgorio** (Nant). Hefyd, am y tro cyntaf, darlledodd S4C uchafbwyntiau o Bencampwriaeth Ralïo'r Byd a Rali Prydain. Roedd cyflwynwyr **Ralïo** (P.O.P.1.) Lowri Morgan ac Emyr Penlan, yn raenus ac mae diwyg gyfoes i'r rhaglen, ond mae'n bosib bod natur anghyson y bencampwriaeth ac, o ganlyniad, yr anghysondeb o ran amserlennu, wedi effeithio ar allu'r gyfres i feithrin cynulleidfa gyson.

The Programme Service

In accordance with the requirements of the 2003 Communications Act a Programme Policy Statement was drawn up in 2005 and a review of performance was undertaken in 2006. The Statement and the Review, which provide details of our services, are contained in one document, which can be found at s4c.co.uk.

2005 saw the first full year of S4C's Programme Strategy. There was a strong emphasis on quality and creativity and particular attention was paid to highlights, live events and a rejuvenated children's service, as well as maintaining a base in news and current affairs.

One of the highlights of the programme service in 2005 was **Con Passionate** (Apollo) written by the award-winning author Siwan Jones. The new drama series, which followed the trials and tribulations of a male voice choir and its conductress, was much acclaimed and attracted strong audiences.

The drama highlights continued with the television premiere of Marc Evans' powerful film, **Dal: Yma/Nawr** (Fiction Factory). The film, which charts the Welsh bardic tradition, is an example of creative excellence, with stirring performances of many of our most important poems. A DVD of the film was distributed to every school in Wales.

In the field of entertainment, the poet and performer Ifor ap Glyn succeeded in getting communities throughout Wales to organise a series of cultural events without once turning to English in **Popeth yn Gymraeg** (Cwmni Da); an entertaining series, full of originality.

To position S4C as the home of Welsh and classical music in Wales there was a greater emphasis on music in the 2005 schedule. The live broadcast of **La traviata** (Opus TF), Welsh National Opera's first performance in its new home, the Wales Millennium Centre, was a memorable event.

Bryn Terfel and Andrea Bocelli's performance in the operatic gala **Gala Operatig Gŵyl y Faenol** (Gŵyl y Faenol/Faenol Enterprises Ltd), struck the right note, as did the Cardiff and District Urdd National Eisteddfod's gala concert, **Sain Cerdd a Sioe** (Opus TF).

Numerous broadcasts by S4C of important national festivals and sporting events enable us to reach a wider audience in Wales and beyond.

At the start of the year S4C was pleased to be able to provide a full broadcast of the Cardiff Tsunami Relief Concert **Cyngerdd Cymorth Tsunami Caerdydd** (BBC Cymru) from the Millennium Stadium.

In a new, exciting development, simultaneous transmissions of the **Urdd Eisteddfod** (Opus TF) were provided on S4C2 and through our website. Live broadcasts from the **National Eisteddfod** (BBC Cymru) were provided, with more concerts. Live broadcasts were made from the Royal Welsh Agricultural Show in **Sioe Amaethyddol Frenhinol Cymru** and Winter Show in **Ffair Aeaf** (Telesgôp) on S4C digidol, with live broadcasts also made on S4C's website.

Our reputation as a broadcaster of sporting events was enhanced with the expansion of our sports portfolio. S4C is now the only broadcaster which covers all competitions in which the Welsh rugby regions participate, from the Celtic League to the Heineken Cup, as well as the Six Nations' Championship and other international matches.

S4C is the only terrestrial channel which broadcasts the Wales national football team's home international matches as well as weekly broadcasts from the Vauxhall Masterfit Premier Welsh League and the Welsh Cup. S4C also provided broadcasts of European football on **Sgorio** (Nant). Also, for the first time, S4C broadcast highlights of the World Rally Championship and the British Rally. The presenters of **Ralïo** (P.O.P.1.), Lowri Morgan and Emyr Penlan, were very polished and the programme had a contemporary feel, but it is possible that the unpredictable nature of the championship and consequently the inconsistency in terms of scheduling, affected the series' ability to foster a regular audience.

Y Gwasanaeth Rhaglenni

Dathlwyd pen-blwydd Ras Ryngwladol yr Wyddfa yn 30 oed gyda'r darllediad allanol byw mwyaf erioed ar S4C, **Ras yr Wyddfa** (Cwmni Da). Dilynodd y rhaglen bob cam o'r ras gyffrous, gyda sylwebaeth afaelgar gan y cyflwynwyr, Lowri Morgan a Gareth Roberts. Darlledwyd **Rasus Tregaron** (Pedol Apollo) yn fyw am y tro cyntaf ar ddigidol gydag oriau estynedig.

Ym maes ffuglen, darlledwyd y gyfres ddrama ddychanol newydd **A470** (ITV Cymru), gyda saith cyfres ddrama arall yn dychwelyd i'r sgrîn.

Dychwelodd **Rownd a Rownd** (Nant), y gyfres ddrama i bobl ifanc, gyda nifer o berfformiadau cryf. Cafwyd perfformiadau da yn **Tipyn o Stad** (Tonfedd Eryri), fodd bynnag, roedd yn rhy dywyll ar brydiau.

Roedd yr ail gyfres o **Emyn Roc a Rôl** (Tonfedd Eryri) yn boblogaidd gyda chynulleidfa deuluol, er i'r rhifyn Nadolig estynedig fethu â bodloni ein disgwyliadau. Adlewyrchodd **Darn o Dir** (Apollo) fywydau pobl ifanc mewn cymuned wledig yn llwyddiannus.

Daeth dwy gyfres a fu'n rhan o arlwy S4C ers blynyddoedd lawer i ben eu taith greadigol yn ystod y flwyddyn, sef **Amdani** (Nant), y gyfres am dîm rygbi merched, a'r rhaglen gomedi anarchaidd **Porc Peis Bach** (Cambrensis).

Yr opera sebon nosweithiol, **Pobol y Cwm** (BBC Cymru) oedd asgwrn cefn yr amserlen, gyda S4C yn ariannu chwech wythnos ychwanegol o raglenni dros yr haf, yn ogystal â'r rhifyn omnibws wythnosol. Cynhaliwyd perfformiad y gyfres, gyda straeon cryf, cymeriadau newydd a pherfformiadau pwerus.

Darlledwyd y ffilm **Mela** (Nant), darn telynegol gyda pherfformiadau canolog cryf a sgript sensitif.

Roedd sawl uchafbwynt ym maes ffeithiol. Llwyddodd y rhaglen ddrama ddogfen arloesol **Gêm y Ganrif** (Green Bay) i gyfleu, mewn ffordd gyfoes a chyffrous, gamp sydd wedi ei phlethu i fytholeg chwaraeon y Cymry, sef y fuddugoliaeth enwog dros y Crysau Duon ym 1905.

Roedd **Cymru Ddu** (Antena) yn gyfres ddogfen bwysig. Yn dilyn llwyddiant y gyfres a chyhoeddi'r llyfr a oedd yn cyd-fynd â hi, mae S4C yn partneru â Chanolfan Hanes a Chelfyddydau Butetown Caerdydd mewn cynllun addysgol pwysig am hanes pobl ddu yng Nghymru.

Darlledwyd dwy raglen awr o hyd, **Gwynfor: Yr Aelod dros Gymru?** (BBC Cymru), yn seiliedig ar gofiant Rhys Evans o'r gwleidydd Gwynfor Evans.

Darlledwyd tymor o raglenni yn nodi 60 mlynedd ers diwedd yr Ail Ryfel Byd, **Cofio 60**, gan gynnwys **Olion Rhyfel** (Nant), a oedd yn edrych ar y graith barhaus a adawyd gan y Rhyfel. Llwyddodd y rhaglenni i ddenu cynulleidfa â phroffil oedran iau o'i gymharu â chyfartaledd S4C ar gyfer yr un slot ac ar gyfer rhaglenni hanes yn gyffredinol.

Daeth **Codi Angor** (Fresh Catch), a oedd yn olrhain bywyd priodasol anarferol Siân Roderick a'i gŵr Ray Lein, â lleisiau ac wynebau newydd i S4C.

Cyflwynwyd nifer o gydgynyrchiadau rhyngwladol yn ystod y flwyddyn.

Darlledwyd **Duwiau Coll** (Tile Films), a archwiliodd grefyddau'r byd a gwareiddiadau hynafol. Roedd y gyfres yn drawiadol yn weledol ond efallai'n rhy academaidd o ran ei harddull i apelio at gynulleidfa ehangach. Roedd **Ar Doriad Gwawr** (Boomerang) yn ail-greu cyflwr encilwyr yn ystod y Rhyfel Mawr. Roedd y testun yn un digalon ond roedd hwn yn gynhyrchiad angerddol.

Stori gyffrous a gafaelgar oedd wrth galon **Yn y Pacrew—Taith Olaf y Karluk** (Cwmni Da). Roedd Iolo Williams yn gweddu fel cyflwynydd ac roedd yr ail-greu yn dda.

Roedd y sioe gelfyddydau oriau brig, **Sioe Gelf** (Cwmni Da) yn cynnig golwg gyfoes ar y celfyddydau yng Nghymru a thu hwnt mewn ffordd hygyrch. Estynnodd y gyfres ei ffiniau gyda deg rhaglen hanner awr unigol ar ystod o bynciau.

The Programme Service

The 30th anniversary of the Snowdon International Race was celebrated with the largest ever live outside broadcast on S4C, in **Ras yr Wyddfa** (Cwmni Da). The programme followed every step of the exciting race with a gripping commentary by presenters Lowri Morgan and Gareth Roberts. The horse-trotting programme **Rasus Tregaron** (Pedol Apollo) was broadcast live for the first time on digital with extended coverage.

In the field of fiction, the new satirical drama series **A470** (ITV Cymru) was broadcast with seven other drama series returning to the screen.

Rownd a Rownd (Nant), the drama series for young people, returned with a number of strong performances. Good performances were also given in **Tipyn o Stad** (Tonfedd Eryri); however, it was too dark at times.

The second series of **Emyn Roc a Rôl** (Tonfedd Eryri) was popular with family audiences, although the extended Christmas edition failed to live up to our expectations. **Darn o Dir** (Apollo) successfully portrayed the lives of young people in a rural community.

Two series which have been part of S4C's output for many years reached the end of their creative journey during the year, namely **Amdani** (Nant), the series about a women's rugby team, and the anarchic comedy, **Porc Peis Bach** (Cambrensis).

The nightly soap opera **Pobol y Cwm** (BBC Cymru) was the backbone of the programme schedule, with S4C funding an additional six weeks of programmes during the summer, as well as the weekly omnibus edition. The performance of the series was sustained with strong storylines, new characters and powerful performances.

Mela (Nant), a lyrical film with strong central performances and a sensitive script, was broadcast.

There were many highlights in the field of factual programmes. The innovative drama documentary **Gêm y Ganrif** (Green Bay) succeeded in conveying in a contemporary and exciting manner an achievement which has been woven into Welsh sporting mythology, namely the famous victory over the All Blacks in 1905.

Cymru Ddu (Antena) was an important documentary series. Following the success of the series and the book which accompanied it, S4C has formed a partnership with Butetown History and Arts Centre, Cardiff in an important educational scheme about the history of black people in Wales.

Two hour-long programmes, **Gwynfor: Yr Aelod dros Gymru?** (BBC Cymru), based on Rhys Evans's biography of the politician, Gwynfor Evans, were broadcast in 2005.

A season of programmes, **Cofio 60**, which commemorated 60 years since the end of the Second World War was broadcast, which included **Olion Rhyfel** (Nant), which examined the permanent scars left by the war. The programmes succeeded in attracting an audience with a younger age profile, as compared with S4C's average for the same slot and for history programmes in general.

Codi Angor (Fresh Catch), which traced the unusual married life of Siân Roderick and her husband Ray Lein, brought new faces and voices to S4C.

A number of international co-productions were introduced during the year.

Duwiau Coll/Lost Gods (Tile Films), which investigated world religions and ancient civilizations, was broadcast. The series was visually striking but perhaps too academic in style to appeal to a wider audience. Ar **Doriad Gwawr/Shot at Dawn** (Boomerang) re-created the experience of deserters during the Great War. The theme was a dark one but it was a passionate production.

There was a thrilling and gripping story at the heart of **Yn y Pacrew—Taith Olaf y Karluk/In the Pack Ice—the Karluk's Final Voyage** (Cwmni Da). Iolo Williams was well suited to the role of presenter and the reconstructions were well done.

The peak hours arts programme, **Sioe Gelf** (Cwmni Da), provided a contemporary look at the arts in Wales and beyond in an accessible manner. The series extended its brief with ten half-hour programmes on a range of topics.

Y Gwasanaeth Rhaglenni

Ail-lansiwyd y rhaglen gylchgrawn wythnosol, **Ffermio** (Telesgôp), gyda gwerthoedd cynhyrchu uwch, tîm cyflwyno newydd a brandio cyfoes. Cyflwynwyd bwletin newyddion a thywydd ddwywaith yr wythnos ar gyfer Cymru wledig ar S4C digidol, a sicrheir bod y bwletin ar gael ar ein gwefan.

Mae ein gwasanaethau newyddion, materion cyfoes a gwybodaeth ar S4C ac S4C2 wedi helpu llywio a chryfhau dealltwriaeth ein cynulleidfa o Gymru, Ewrop a'r byd. Manteisiodd S4C ar y rhwydwaith a'r ffynonellau sydd gan y BBC i ohebu yn lleol ac o fannau pell ac anghysbell yn ei darpariaeth newyddion.

Darlledwyd Darllediadau Pleidiau Gwleidyddol yn Gymraeg a Saesneg ac yn ystod blwyddyn Etholiad Cyffredinol 2005, cynigiodd S4C ddarllediadau etholiadol cynhwysfawr, gan gynnwys trafodaethau cyhoeddus a rhaglenni materion cyfoes yn targedu pobl ifanc. Roedd rhaglen noson yr etholiad o safon uchel (BBC Cymru).

Cyfrannodd y rhaglen newyddion i blant, **Ffeil**, y rhaglen ar gyfer dysgwyr, **Yr Wythnos,** a'r rhaglen wleidyddol, **Maniffesto,** (BBC Cymru) at ddarllediadau newyddion S4C.

Darparwyd darllediadau byw Cymraeg o nifer o ddigwyddiadau hanesyddol, gan gynnwys angladd Pab Ioan Pawl II, priodas Tywysog Cymru a Camilla Parker-Bowles a gwasanaeth angladdol Gwynfor Evans (BBC Cymru).

Darlledwyd dros 44 awr o raglenni materion cyfoes yn ystod yr oriau brig ac i hybu plwraliaeth, cynhyrchwyd rhaglenni o fwy nag un ffynhonnell. Darparodd y BBC **Taro Naw** a **Pawb a'i Farn**, a chynhyrchodd ITV Cymru **Y Byd ar Bedwar**. Roedd adroddiadau Tweli Griffiths yn **'Nôl i Ethiopia** (ITV Cymru) yn bwerus dros ben.

Ymddangosodd nifer o artistiaid amlycaf Cymru ar y Sianel, gyda'r gantores Katherine Jenkins, ymhlith sêr eraill, yn perfformio ar **Noson Lawen** (Tonfedd Eryri), cyfres a barhaodd yn boblogaidd, ar ei newydd wedd, gyda'n gwylwyr traddodiadol.

Aled Jones oedd prif seren tymor y Nadolig gyda rhaglen arbennig, llawn perfformiadau gwych, **Nadolig Aled** (Presentable Productions). Roedd y sioe siarad **Jonathan** (Avanti i BBC Cymru), a gyflwynir gan Jonathan Davies, hefyd yn llwyddiant.

Dangoswyd penodau o'r gyfres animeiddio ddychanol **CNEX** (Cwmni Da) i gyd-daro â digwyddiadau pwysig. Cynigiodd y sioe dalent, **WawFfactor** (Al Fresco), lwyfan pwysig i bobl ifanc â doniau canu disglair nad sydd efallai yn dilyn y llwybr eisteddfodol traddodiadol.

Cyflwynwyd **Cwpwrdd Dillad** (Fflic) i'r sgrîn gyda Nia Parry yn holi'n dda. Roedd ystod oedran a diddordebau'r gwesteion yn gwneud hon yn rhaglen a lwyddodd i gyrraedd gwylwyr mewn ffordd hygyrch.

Atgyfnerthwyd ein hymrwymiad i ddefnydio dulliau poblogaidd i wneud rhaglenni hanes yn fwy hygyrch gyda'r **Y Tŷ Cymreig** (Fflic), cyfres bensaernïol ddiddorol sy'n olrhain hanes cartrefi Cymreig mewn ffordd ddeniadol.

Cyflwynwyd gwasanaeth band llydan ar gyfer **Dudley** (Opus TF) a bydd darpariaeth band llydan y Sianel yn ehangu'n sylweddol yn ystod 2006.

S4C2

Trwy gydol tymor y Cynulliad, darlledwyd holl weithgareddau'r siambr yn fyw ar S4C2. Darlledwyd trafodaethau bron pob pwyllgor naill ai'n fyw neu'n hwyrach. Roedd y gwasanaeth ar gael yn ddwyieithog a chafodd y sesiynau llawn eu hisdeitlo yn Saesneg. Ailddarlledwyd Cwestiynau'r Prif Weinidog yn wythnosol wedi eu harwyddo ar gyfer y byddar—gwasanaeth unigryw yn Ewrop. Ar derfyn pob dydd paratowyd crynodeb o weithgareddau'r diwrnod gan BBC Cymru, darparwyr y rhaglenni.

Channel 4

Rydym wedi parhau i weithredu ein dyletswyddau i ddarlledu rhaglenni Channel 4 yn unol â gofynion y Ddeddf. Er bod Channel 4 yn gynyddol ar gael i wylwyr yng Nghymru wrth i bobl droi at deledu digidol, mae nifer o wylwyr yn dal i wylio rhaglenni Channel 4 ar wasanaeth analog S4C. Mae presenoldeb rhaglenni Cymraeg yn yr oriau brig ar y gwasanaeth hwn yn dal i boeni rhai gwylwyr.

The Programme Service

The weekly magazine programme, **Ffermio** (Telesgôp), was relaunched with higher production values, a new presenting team and contemporary branding. A news bulletin and weather report for rural Wales was introduced twice weekly on S4C digidol, and the bulletin was made available on our website.

Our news, current affairs and information services on S4C and S4C2 have helped strengthen our audience's understanding of Wales, Europe and the world. S4C took advantage of the BBC's networks and resources to report both locally, as well as from distant and remote parts of the world, in its news provision.

Party Political Broadcasts were broadcast in Welsh and English and during the 2005 General Election year S4C provided comprehensive election coverage, including public debates and current affairs programmes which targeted young people. The election night programme was of a high standard (BBC Cymru).

The children's news programme, **Ffeil**, the programme for Welsh learners, **Yr Wythnos,** and the political programme, **Maniffesto** (BBC Cymru), also contributed to S4C's news output.

A number of live Welsh-language broadcasts of historical events were provided, including the funeral of Pope John Paul II, the marriage of the Prince of Wales to Camilla Parker-Bowles and the funeral service of Gwynfor Evans (BBC Cymru).

During peak-viewing hours more than 44 hours of current affairs programmes were broadcast and to ensure plurality, programmes were produced from more than one source. The BBC provided **Taro Naw** and **Pawb a'i Farn**, and ITV Cymru produced **Y Byd ar Bedwar.** Tweli Griffiths's report in **'Nôl i Ethiopia** (Return to Ethiopia) (ITV Cymru) was extremely powerful.

Many of Wales' most prominent artistes appeared on the Channel, with the singer Katherine Jenkins just one of the stars who performed on **Noson Lawen** (Tonfedd Eryri), a series which remained popular in its new format with traditional viewers.

Aled Jones was the main star of the Christmas season with a special programme, **Nadolig Aled** (Presentable Productions) which was full of excellent performances. The chat show, **Jonathan** (Avanti for BBC Cymru), presented by Jonathan Davies, was also a success.

Episodes of the satirical animation series **CNEX** (Cwmni Da) were shown to coincide with important events. The talent show, **WawFfactor** (Al Fresco), provided an important platform for aspiring young singers who do not perhaps follow the traditional 'eisteddfod' route.

Cwpwrdd Dillad (Fflic) was a new programme with Nia Parry ably questioning guests on the contents of their wardrobes. The cross-section of ages and the range of guests' interests made this an easily accessible programme.

Our commitment to using popular methods to make history programmes more accessible was reinforced in **Y Tŷ Cymreig** (Fflic), an architectural series which traces the history of Welsh houses in an interesting way.

A broadband service was introduced for **Dudley** (Opus TF) and the Channel's broadband provision will be substantially expanded during 2006.

S4C2

Whenever the Assembly was sitting, all plenary sessions were broadcast live on S4C2. Almost all the committee meetings were broadcast live or at a later time. The service was available bilingually and the plenary sessions were subtitled in English. First Minister's Questions were repeated weekly with sign language for the deaf—a unique service in Europe. At the end of each day a summary of the day's activities was prepared by the BBC Cymru, the provider of the programmes.

Channel 4

We have continued to fulfil our obligation to broadcast Channel 4 programmes in accordance with the requirements of the Act. Although Channel 4 is increasingly available to viewers in Wales as people switch to digital television, many viewers still continue to watch Channel 4 programmes on S4C's analogue service. The presence of Welsh language programmes during peak viewing hours on this service continues to irritate some viewers.

Plant a Phobl Ifanc

Fel yr amlinellir yn ein Datganiad Polisi Rhaglenni rydym wedi rhoi amlygrwydd newydd i blant trwy ymestyn y ddarpariaeth yn ystod y gwyliau gan gynllunio ar gyfer gwasanaeth newydd. Mae S4C bellach yn darlledu rhaglenni plant yn ystod pob un o'r gwyliau ysgol a threfnwyd bod darpariaeth estynedig ar gael dros y Nadolig am y tro cyntaf yn 2005.

Parhaodd rhaglenni meithrin i fod yn rhan bwysig o'n hallbwn i blant ac ymhlith yr uchafbwyntiau roedd cyfres newydd am deulu o ddefaid cerddorol, **Meees** (Cynhyrchiadau Ceidiog). Dyblwyd ein buddsoddiad ar gyfer y grŵp oedran hwn i oddeutu £2m yn 2005.

Darlledwyd dros 180 awr o raglenni plant gwreiddiol yn 2005, ar draws y llwyfannau analog a digidol, gan ffurfio rhan o wasanaeth plant sy'n darlledu cyfartaledd o dair awr y dydd drwy'r flwyddyn. Mae'r cyfanswm hwn yn cynnwys cartwnau i blant a brynwyd, fel **Clwb Winx** (P.O.P.1.), **Peppa Pinc** (Cwmni Da) a **Hwre! Dyma Nodi** (Sain), y crëwyd fersiynau Cymraeg ohonynt.

O'r Pasg ymlaen, ymestynnwyd y sioe gylchgrawn, **Uned 5** (Antena) i'r oriau brig, gyda chyflwynwyr newydd, yn dilyn ymadawiad Gethin Jones i Blue Peter. Dangoswyd y gyfres lle trawsnewidir ystafelloedd gwely, **Hip neu Sgip?** (Fflic) mewn slot diweddarach i ddenu cynulleidfa deulu.

Ategir ein darpariaeth i blant gyda darllediadau o raglenni ysgol yn y bore, yn eu plith **Campyfan** (BBC Cymru).

O ran marchnata'r gwasanaeth i blant, cynhaliwyd nifer o deithiau arbennig yn ystod 2005, yn ogystal â sicrhau presenoldeb sylweddol yn yr Eisteddfod Genedlaethol, Eisteddfod yr Urdd a'r Sioe Frenhinol.

Ddechrau'r flwyddyn, rhoddodd Taith **Planed Plant Bach**, a drefnwyd ar y cyd â'r mudiad TWF, gyfle i wylwyr ifanc ledled Cymru gwrdd â'u hoff gymeriadau meithrin. Cynhaliwyd y daith haf eleni ar y cyd â BBC Radio Cymru, gan ymweld â naw o leoliadau trwy Gymru. Cynhaliwyd y Daith Groto gyda rhai o gymeriadau poblogaidd **Planed Plant Bach** yn ystod y cyfnod yn arwain at y Nadolig. Daeth rhagor na 4,500 o blant a mwy na 3,500 o oedolion i weld y sioe a ymwelodd ag 20 o leoliadau ledled Cymru.

Cynhyrchwyd y cylchgrawn misol i blant, *ecstra*, a chyfrannwyd yn helaeth at gylchgrawn yr Urdd, *Cip.*

Yn unol â'n polisi o ehangu ein darpariaeth i bobl ifanc buddsoddwyd yn y gyfres gerddoriaeth, **Bandit** (Boomerang), a ymwelodd â nifer o wyliau dros yr haf. Ehangwyd ar y gwasanaeth mae'r gyfres yn darparu gyda gwefan ddwyieithog newydd, bandit247.com. Mae'r wefan gyffrous yn cynnig gwasanaeth podledio a dyddiaduron blog difyr, tra bod modd i ffans cerddoriaeth Gymraeg chwarae fideos o'u hoff fandiau ar eu ffonau symudol. Yn yr hydref cynhaliwyd Taith **Bandit** mewn partneriaeth ag C2 BBC Radio Cymru a Bwrdd yr Iaith. Bu'r daith, a roddodd lwyfan i sêr byd canu poblogaidd Cymraeg, yn ymweld ag 20 o ysgolion dros gyfnod o fis ym mhob cwr o'r wlad.

Gweithio gydag Ysgolion a Phobl Ifanc

Ymwelodd ein Swyddog Ymchwil Ysgolion â chwe ysgol gynradd a chwe ysgol uwchradd yn ystod y flwyddyn er mwyn asesu ymateb plant o bob oedran tuag at elfennau amrywiol o'n gwasanaethau plant. Ymchwiliwyd rhaglen gylchgrawn plant **(Uned 5)** a fformat cwis newydd **(Wap)** a chyfres comedi **(O Na! Y Morgans)** mewn dyfnder. Wrth gynnal yr olaf, ymchwiliwyd i arferion gwylio cyffredinol plant 11—15 oed hefyd, a'u barn ynghylch rhaglenni comedi yn gyffredinol.

Cynhaliwyd prosiect yn edrych yn benodol ar ddefnydd a barn plant am safleoedd gwe operâu sebon ar deledu, er mwyn cynorthwyo gyda datblygu gwefan i gyfres ddrama plant **(Rownd a Rownd)**. Fe gynhaliom ni ymchwil hefyd ynghylch effeithiolrwydd ymgyrch farchnata ar gyfer **Rownd a Rownd**.

Y prif ganfyddiadau oedd bod angen marchnata rhaglenni unigol trwy bostio i'r gwyliwr unigol yn ogystal â thrwy ysgolion, tra bod gan sioeau teithiol gryn apêl hefyd.

Children and Young People

As outlined in our Programme Policy Statement we have given increased prominence to our children's service by extending the provision during school holidays, and planning for a new service. S4C now broadcasts children's programmes during every school holiday and in 2005, for the first time, there was extended provision over the Christmas period.

Nursery programmes continued to be an important part of our output for children and among the highlights was a new series about a family of musical sheep, **Meees** (Cynhyrchiadau Ceidiog). In 2005 our investment for this age group doubled to approximately £2m.

Over 180 hours of original children's programmes were broadcast on the analogue and digital platforms during 2005, which formed part of a children's service that broadcasts an average of three hours of children's programmes every day throughout the year. This total includes acquired children's cartoons, such as **Clwb Winx**/Winx Club (P.O.P.1.), **Peppa Pinc**/Peppa Pig (Cwmni Da) and **Hwre! Dyma Nodi**/Hooray! Here's Noddy (Sain), for which Welsh versions were created.

From Easter onwards, the magazine programme, **Uned 5** (Antena) was moved to peak viewing time, with new presenters, following the departure of Gethin Jones to Blue Peter. The series which features bedroom makeovers, **Hip neu Sgip?** (Fflic), was moved to a later slot to attract a family audience.

Our provision for children was complemented with broadcasts of programmes for schools in the morning, among them **Campyfan** (BBC Cymru).

In terms of marketing the children's service a number of special tours were held during 2005, as well as ensuring a significant presence in the National Eisteddfod, the Urdd National Eisteddfod and the Royal Welsh Show.

At the beginning of the year, the **Planed Plant Bach** tour, jointly organised with TWF, (the group which promotes raising children bilingually), gave young viewers across Wales the opportunity to meet their favourite nursery characters. This year's summer tour was jointly organised with BBC Radio Cymru, and visited nine locations throughout Wales.

During the period leading up to Christmas the 'Grotto Tour' took some of the popular characters from **Planed Plant Bach** to more than 4,500 children and 3,500 adults at 20 locations throughout Wales.

The monthly children's magazine, *ecstra,* was produced and extensive contributions were made to the Urdd magazine, *Cip*.

In accordance with our policy of extending our provision for young people, investment was made in the music series, **Bandit** (Boomerang), which visited many festivals during the summer. The service the series provides was extended with a new bilingual website, bandit247.com. This exciting website offers a podcasting service and entertaining blog diaries, while fans of Welsh music can play videos of their favourite bands on their mobile phones. In the autumn, a **Bandit** tour was held in partnership with C2 BBC Radio Cymru and the Welsh Language Board. The tour, which provided a platform for Welsh language pop singers, visited 20 schools in a month across the whole of Wales.

Working with Schools and Young People

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 various aspects of our children's service. In-depth research was conducted on a children's magazine programme **(Uned 5),** a new quiz format **(Wap),** and a comedy series **(O Na! Y Morgans)**. When conducting the latter, research was also conducted into the general viewing habits of 11—15 year old children, and their opinions about comedy programmes in general.

A project was undertaken to look specifically at children's use of, and opinions on, television soap opera websites, in order to assist with the development of a website for a children's drama series **(Rownd a Rownd)**. We also conducted research into the effectiveness of a marketing campaign for **Rownd a Rownd.**

The main findings were that to market individual programmes it is necessary to mail viewers individually as well as through schools and that touring shows also have considerable appeal.

Dysgwyr

Darlledwyd cyfres o bortreadau byrion yn arwain at raglen **Dysgwr y Flwyddyn** (ITV Cymru) ac yn ystod 2005, mewn datblygiad cyffrous, lansiwyd gwasanaeth rhyngweithiol cynhwysfawr sy'n galluogi dysgwyr ar bob lefel i fwynhau rhaglenni S4C ar dysguars4c.co.uk.

Crëwyd y gwasanaeth mewn cydweithrediad ag Acen, ac mae'n darparu cynnwys a gweithgareddau ar bum lefel. Ceir cyflwyniadau i actorion, cymeriadau a sefyllfaoedd, yn ogystal â chefndir i hanes a diwylliant Cymru a sgriptiau yn Saesneg a Chymraeg syml—y gellir eu darllen ochr-yn-ochr â chlipiau fideo o raglenni.

Mae'r wefan yn dynodi'r cymal cyntaf ym mholisi rhyngweithiol S4C sydd hefyd yn cynnwys defnydd 'botwm coch' teledu digidol o 2006 ymlaen.

Learners

A series of short portraits were broadcast leading up to the **Dysgwr y Flwyddyn/ Learner of the Year** programme (ITV Cymru) and during 2005, in an exciting development, a comprehensive interactive service, learnons4c.co.uk was launched, which enables Welsh learners at all levels to enjoy S4C's programmes.

The service was created in co-operation with Acen and it provides content and activities on five levels. There are introductions to actors, characters and situations, as well as a background to the history and culture of Wales and scripts in English and simplified Welsh which can be read alongside video clips of programmes.

The website is the first stage of S4C's interactive policy which also includes 'red button' use of digital television from 2006 onwards.

Gwobrau 2005

BAFTA Cymru 2005

Y Cyfryngau Newydd Gorau o fewn Ffilm neu Deledu
Meees
S4C

Rhaglen Ieuenctid Orau
Uned 5
Antena

Y Criw Byw/OB Gorau
Y Clwb Rygbi Cymru v Iwerddon
BBC Cymru Chwaraeon

Y Trac Sain Gerddorol Wreiddiol Orau
Codi Angor
Map

Y Materion Cyfoes Gorau
'Nôl i Ethiopia
ITV Cymru

Y Cyfarwyddwr Goleuo Gorau—Dim Camera
Nadolig Aled
Martin Kempton (Presentable Productions)

Yr Adloniant Ysgafn Gorau
Jonathan Grand Slam
Avanti

Y Rhaglen Nodwedd Orau
Popeth yn Gymraeg
Cwmni Da

Gwobr Gwyn Alf Williams
Gwynfor: Yr Aelod dros Gymru?
BBC Cymru

Y Sain Gorau
Gala Operatig Gŵyl y Faenol
IMG

Y Golygydd Gorau
Con Passionate
Wendy Richards (Apollo)

Y Newydd Ddyfodiad Gorau
Uned 5
Mari Lovgreen (Antena)

Y Ffilm Orau
Y Lleill
Crymi

Gŵyl Ffilm a Theledu Geltaidd 2005

Ysbryd yr Ŵyl
Gêm y Ganrif
Green Bay

Drama Orau
Con Passionate
Apollo

Gŵyl Ffilm Antur Jules Verne

Ffilm Orau
Yn y Pacrew—Taith Olaf y Karluk
Cwmni Da

Awards 2005

BAFTA Wales 2005

Best New Media TV or Film Related
Meees
S4C

Best Youth Programme
Uned 5
Antena

Best Live Coverage/OB Team
Y Clwb Rygbi Cymru v Iwerddon (Wales v Ireland)
BBC Wales Sport

Best Original Music Soundtrack
Codi Angor
Map

Best Current Affairs
'Nôl i Ethiopia
ITV Cymru

Best Lighting Director—Not Camera
Nadolig Aled
Martin Kempton (Presentable Productions)

Best Light Entertainment
Jonathan Grand Slam
Avanti

Best Feature Programme
Popeth yn Gymraeg
Cwmni Da

The Gwyn Alf Williams Award
Gwynfor: Yr Aelod dros Gymru?
BBC Cymru

Best Sound
Gala Operatig Gŵyl y Faenol
IMG

Best Editor
Con Passionate
Wendy Richards (Apollo)

Best Newcomer
Uned 5
Mari Lovgreen (Antena)

Best Film
Y Lleill
Crymi

Celtic Film and Television Festival 2005

Spirit of the Festival
Gêm y Ganrif
Green Bay

Best Drama
Con Passionate
Apollo

Jules Verne Adventure Film Festival

Best Film
Yn y Pacrew—Taith Olaf y Karluk
Cwmni Da

Gwasanaethau Ychwanegol

Y Rhyngrwyd a Rhyngweithio

Ar wefan S4C, s4c.co.uk, gwelwyd sawl enghraifft yn ystod y flwyddyn o safleoedd difyr oedd yn cyfoethogi arlwy rhaglenni'r Sianel. Rhoddwyd sylw arbennig i'r gwasanaeth rhaglenni, digwyddiadau, amserlenni, gwasanaethau atodol a gwybodaeth am elfennau corfforaethol, gan gynnwys Gwefan y Cynhyrchwyr.

Roedd nifer o gyfleoedd amrywiol i blant wneud defnydd o'r safle, gyda gemau a gweithgareddau, ac ar safle **Planed Plant Bach** rhoddwyd sylw arbennig i safleoedd megis **Sali Mali, Peppa Pinc, Y Meees** a **Bws Parti.** Ymhlith y cyfleoedd newydd i'r plant hŷn ar safle **Planed Plant** oedd safleoedd **Ofn!** a **WAP** ac ar **Popty** roedd cyfle i decstio'r rhaglen a'r negeseuon wedyn yn ymddangos ar y wefan ynghyd â chystadlaethau wythnosol. Roedd safle **Planed Plant** yn un o'r safleoedd mwyaf poblogaidd drwy gydol y flwyddyn, ac ym mis Tachwedd cyrhaeddwyd y ffigyrau uchaf erioed o ran poblogrwydd y safle.

Profodd safleoedd rhaglenni megis **Dudley, Cwpwrdd Dillad, Dechrau Canu Dechrau Canmol a Ffermio** hefyd yn boblogaidd iawn, yn cynnig ychwanegiadau amrywiol i'r rhaglenni. Ar safle **Dudley** roedd cyfle i wylio clipiau fideo o ryseitiau a chyfle i weld rhai rhaglenni yn llawn ar fand llydan.

I adlewyrchu'r amrywiaeth sydd i'w gael ar y Sianel lansiwyd safle newydd sbon ar gyfer **Rownd a Rownd** gyda chyfleoedd ar y we i ddal fyny gyda'r stori hyd yn hyn, cyfweliadau gyda'r cymeriadau, newyddion diweddaraf am y gyfres ynghyd â gemau a chwis. Ar safle **WawFfactor** roedd cyfle i wylwyr y gyfres ymuno yn yr ystafell sgwrsio ar ddiwedd pob rhaglen i rannu sylwadau am y cystadlu a'r cystadleuwyr gyda'r beirniaid.

Gwe ddarlledwyd rhai digwyddiadau hefyd, gan gynnwys **Eisteddfod yr Urdd** ac **Eisteddfod Gerddorol Ryngwladol Llangollen.** Bu cyfleoedd amrywiol i gymryd rhan mewn cystadlaethau ar y we, ac ar gyfer chwaraeon roedd cyfle i danysgrifio i e-bost chwaraeon gyda gwybodaeth am yr holl gemau pêl-droed a rygbi ar S4C.

Bu'r safle yn boblogaidd fel adnodd cyhoeddusrwydd i amrywiol wasanaethau S4C, gan gynnwys yr amserlen rhaglenni, safle'r tywydd a digwyddiadau megis y Daith Haf, Wythnos y Dysgwyr ac Apêl S4C.

Gwasanaethau Atodol

Trefnir bod gwasanaethau atodol ar gael i gyd-fynd â rhai o raglenni S4C. Drwy ddefnyddio isdeitlau, trac sain 'disgrifiad sain', rhaglenni wedi'u harwyddo, y wefan a Sbectel ehangir yr apêl i fwynhau arlwy'r Sianel ar gyfer y di-Gymraeg, dysgwyr Cymraeg, y deillion a'r byddar a'r trwm eu clyw.

Isdeitlau

Defnyddir gwasanaeth isdeitlau Saesneg ar gyfer y di-Gymraeg, aelwydydd ieithyddol cymysg ac i'r byddar a'r trwm eu clyw, a'r rhain ar gael drwy dudalen 888 ar Deletestun, a thrwy ddulliau ychwanegol hefyd ar ddigidol.

Yn ystod 2005 fe isdeitlwyd 78.5% o'r holl oriau Cymraeg, gyda'r targed am y flwyddyn yn 80%. Mae hyn yn cyfateb i 1424 o oriau o isdeitlau Saesneg dros y flwyddyn i gymharu â 1609 o oriau yn y flwyddyn 2004 ar y gwasanaeth analog. Ar ddigidol cyrhaeddwyd 66.7% am y flwyddyn, gyda'r targed yn 67%.

Cychwynnwyd hefyd ar ddefnyddio systemau adnabod llais ar gyfer isdeitlo byw, gyda datblygiadau rheolaidd yn digwydd yn y maes yma a thargedau i ddarparu isdeitlau yn gynt ac yn fwy sylweddol i'r gwylwyr ar raglenni byw.

Darlledwyd nifer ychwanegol o raglenni gydag isdeitlau agored (isdeitlau i'w gweld gan bawb), fel arfer yn ail ddarllediadau o ddramâu poblogaidd a rhaglenni eraill hefyd. Enghreifftiau amlwg o hyn oedd **Pobol y Cwm, Rownd a Rownd** a **Con Passionate.**

Fe isdeitlir nifer o raglenni gydag isdeitlau Cymraeg hefyd, gyda'r gwasanaeth wedi'i anelu at ddysgwyr Cymraeg, y rhai sy'n ansicr o'u Cymraeg a'r Cymry byddar a thrwm eu clyw. Cyrhaeddwyd y targed o 10 awr yr wythnos ac isdeitlwyd 520 awr o raglenni gwreiddiol yn 2005.

Trefnir fod isdeitlau ar gyfer y byddar a'r trwm eu clyw a ddarperir gan Channel 4 ar gael pan ddarlledwyd neu ailddarlledwyd y rhaglenni yma ar S4C.

Arwyddo

Darlledwyd rhai rhaglenni wedi'u harwyddo mewn BSL (British Sign Language) yn rheolaidd ar brynhawn Sadwrn. Mae'r gwasanaeth yma ar gyfer y byddar sy'n defnyddio BSL. Roedd y targed yn 1% o holl raglenni S4C digidol ar gyfer 2005 ac fe gyflawnwyd hyn ar 1.4% o'n rhaglenni.

Disgrifiad Sain

Paratowyd disgrifiad sain ar gyfer rhai rhaglenni penodol ar wasanaeth S4C digidol, sydd o gymorth i'r deillion a'r rhannol ddall. Cyrhaeddwyd ffigwr o 7.2% ar gyfer y gwasanaeth yma yn erbyn targed o 6%.

Additional Services

The Internet and Interactivity

On S4C's website, s4c.co.uk, there were a number of examples during the year of interesting websites that enhanced the Channel's programme output. Particular attention was paid to the programme service, events, schedules, additional services and information as well as maintaining the Producers' Website.

There were many opportunities for children to use the website, with games and activities, and on the **Planed Plant Bach** website **Sali Mali**, **Peppa Pinc**, **Y Meees** and **Bws Parti** were very much in evidence. New opportunities for older children on the **Planed Plant** website included sites such as **Ofn!** and **WAP,** and on **Popty** there was an opportunity to text the programme so that the messages would then appear on the website, along with the weekly competitions. The **Planed Plant** website was one of our most popular sites throughout the year and in November it reached the highest ever figures in terms of visits.

Sites for programmes such as **Dudley, Cwpwrdd Dillad, Dechrau Canu Dechrau Canmol** and **Ffermio** were also very popular and provided interesting additions to the programmes. On the **Dudley** site there was an opportunity to watch video clips of recipes and some programmes in full on broadband.

To reflect the variety of programmes on the Channel a new site was launched for **Rownd a Rownd** with opportunities to catch up with storylines, interviews with the characters, the latest news as well as games and a quiz. At the end of every episode of **WawFfactor** viewers had the opportunity to share their views about the competition in the website chatroom, and also discuss the competitors with the show's judging panel.

Some events were also webcast, including the Urdd Eisteddfod and the Llangollen International Musical Eisteddfod. There were various opportunities on the website to participate in competitions and for sports fans there was an opportunity to subscribe to a sports email which contains information about all football and rugby matches on S4C.

The site was heavily used by people wanting to find out more about S4C's services, including programme times, the weather and events such as the Summer Tour, Learners' Week and S4C's annual Appeal.

Supplementary Services

Supplementary services are available to accompany some of S4C's programmes. By using subtitles, audio description tracks, sign language, the website and Sbectel, enjoyment of the Channel's output is extended to non-Welsh speakers, Welsh learners, the blind and the deaf and hard of hearing.

Subtitles

An English-language subtitling service is available to non-Welsh speakers, mixed language homes and the deaf and hard of hearing. It can be accessed on Teletext page 888, and on the digital service.

During 2005, 78.5% of all Welsh hours were subtitled, against a target of 80%. This equates to 1424 hours of English subtitles throughout the year on the analogue service, compared with 1609 hours for 2004. On digital 66.7% of hours for the year were subtitled against a target of 67%.

We started using voice recognition systems for live subtitling in 2005. There were regular developments in this field during the year and targets were set to provide quicker and more comprehensive subtitles to viewers on live programmes.

Some programmes were also broadcast with open subtitles (subtitles seen by everyone), usually repeats of popular dramas and other programmes, for example **Pobol y Cwm, Rownd a Rownd** and **Con Passionate.**

A number of programmes were also subtitled in Welsh, with this service aimed at Welsh learners, those uncertain of their Welsh, and deaf and hard of hearing Welsh speakers. The target of 10 hours per week was reached and 520 hours of original programmes were subtitled in 2005.

Subtitles for the deaf and hard of hearing provided by Channel 4 were available on those programmes when they were broadcast or repeated on S4C.

Signing

Certain programmes signed in BSL (British Sign Language) were regularly broadcast on Saturday afternoons. This service is for the deaf who use BSL. The target for 2005 was 1% of all S4C digidol programmes. This was achieved on 1.4% of our programmes.

Audio Description

Audio description, which assists the blind and visually impaired, was provided for some specific programmes on the S4C digidol service. A figure of 7.2% was achieved for this service against a target of 6%.

Materion Eraill

Gweithgareddau Masnachol

Yn ystod y flwyddyn fe benderfynodd S4C i allanoli ei gweithgareddau masnachol. Erbyn hyn Greenfield Media (sydd wedi ei leoli yng Nghaerdydd), ITV ac Optimal Media sydd yn gyfrifol am werthiant hysbysebion a nawdd rhaglenni S4C.

Cyd fenter newydd rhwng Barcud Derwen Cyf. a Parthenon Entertainment Ltd. enillodd y tendr agored am gytundeb tair blynedd o hyd i redeg gweithgareddau gwerthiant rhaglenni a brocera cydgynyrchiadau S4C. Mae'r cwmni newydd yn gweithredu o dan frand S4C Rhyngwladol ac mae wedi ei leoli yng Nghaerdydd, gyda swyddogion gwerthiant yn Llundain, Munich a Washington.

Gweithio gyda Sefydliadau Eraill

Comisiynwyd cynllun ar y cyd yn 2005 rhwng S4C, BBC Cymru, Cyngor Celfyddydau Cymru a Bwrdd yr Iaith Gymraeg. Amcan y cynllun oedd archwilio sut y bydd siaradwyr Cymraeg yn gwneud dewisiadau ynghylch pa elfennau o'u bywydau y byddant yn eu byw trwy gyfrwng y Gymraeg, er mwyn deall y rhwystrau rhag cymryd rhan. Cynhaliwyd yr ymchwil gan Beaufort Research ac mae'r canlyniadau yn cynnwys segmentiad diddorol o siaradwyr Cymraeg y gellir ei ddefnyddio fel sail ar gyfer gwaith pellach yn y dyfodol rhwng y cyrff a'i comisiynodd. Cyhoeddir adroddiad cyhoeddus o gasgliadau'r ymchwil yn ystod 2006.

Other Matters

Commercial Activities

During the year, S4C decided to outsource its commercial activities. Greenfield Media (based in Cardiff), ITV and Optimal Media are now responsible for advertising sales and sponsorship of S4C programmes.

A new joint venture between Barcud Derwen Cyf. and Parthenon Entertainment Ltd. won the open tender for a three-year contract to run programme sales activities and to broker S4C co-productions. The new company operates under the S4C International brand and is located in Cardiff with sales executives located in London, Munich and Washington.

Working with Other Organisations

A joint scheme was commissioned in 2005 between S4C, BBC Cymru, the Arts Council for Wales and the Welsh Language Board. The aim was to examine how Welsh speakers choose which elements of their life to live through the medium of Welsh, in order to understand the obstacles to participation in the Welsh language. Beaufort Research undertook the survey and the results include an interesting segmentation of Welsh speakers which can be used as a basis for further work with the bodies which commissioned the survey. A public report of the findings will be published during 2006.

Gwybodaeth am y gwasanaeth

Mae S4C yn sicrhau bod gwybodaeth ar gael am ein gwasanaethau. Yn ystod 2005 cefnogwyd atodiadau a thudalennau teledu y *Western Mail, Daily Post* a'r *Cymro.* Yn ystod y flwyddyn hefyd darparwyd llif rheolaidd o straeon a phortreadau difyr i gyhoeddiadau a chyfryngau eraill yng Nghymru a thu hwnt.

Cynhyrchwyd cylchgrawn misol *ecstra* S4C, sy'n cael ei gylchredeg i 12,000 o blant 9—15 oed, yn ogystal â'r cylchgrawn teledu chwarterol, *Sgrîn*, sy'n cael ei ddosbarthu i oddeutu 40,000 o gartrefi a sefydliadau. Fe barhaodd S4C i gefnogi'r cylchgronau *Wcw* i blant bach a *Cip* i blant oed cynradd.

Amserlen

Mae S4C yn darparu gwybodaeth fanwl am amserlen S4C ac S4C digidol, sy'n cael ei dosbarthu i gyhoeddiadau ledled Prydain, o'r *Western Mail* i'r *Radio Times* a'r *Guardian*.

Llyw Rhaglenni Electronig (EPG)

Mae gwybodaeth gryno am gynnwys rhaglenni a'u hamser darlledu ar gael yn hwylus ar ddigidol mewn ffurf electronig.

Mae'r wybodaeth yn cael ei diweddaru bob dydd i sicrhau bod y manylion diweddaraf wastad ar gael i'r gwylwyr. Rydym hefyd wedi datblygu amserlen yn arbennig ar gyfer **Planed Plant** yn ddiweddar. Mae rhaglenni **Planed Plant** yn cael eu rhestru'n unigol yn hytrach nag o dan frand **Planed Plant** yn unig, tra bod rhaglenni **Planed Plant Bach** yn dal i ddod o dan y teitl cyfansawdd.

Sbectel

Sbectel yw gwasanaeth Teletestun S4C sydd ar dudalennau Teletestun 400—499 y Sianel. Ceir amrywiaeth helaeth o dudalennau, sy'n cael eu diweddaru'n gyson er mwyn sicrhau bod y gwyliwr yn derbyn y newyddion diweddaraf am gynnwys y Sianel. Yn eu plith ceir rhestrau o raglenni heddiw ac yfory, gwybodaeth am isdeitlau, gwybodaeth am raglenni S4C digidol, chwaraeon, newyddion, y tywydd, ryseitiau a llawer mwy.

Gwefan S4C

Mae'r wybodaeth am ein hamserlen, sydd ar gael ar ein sustem gyfrifiadurol fewnol, yn mynd yn syth allan ar wefan S4C. Mae amserlen saith niwrnod ar gael i'r gwylwyr.

Wrth i ni weithio tuag at ddiffodd signalau analog bydd sicrhau amlygrwydd i S4C ar yr EPG, ar wefannau ac mewn cyhoeddiadau eraill yn fwyfwy pwysig.

Information about the service

S4C wants to ensure that information about our services is made as widely available as possible. During 2005 we supported supplements and television pages in the *Western Mail*, *Daily Post* and *Y Cymro.* During the year a regular flow of interesting stories, profiles and interviews was provided to papers, magazines and websites in Wales and beyond.

S4C's monthly magazine *ecstra* is circulated to 12,000 9—15 year olds, in addition to *Sgrîn*, a quarterly magazine which is distributed to approximately 40,000 homes and organisations. S4C continued its support of the magazines *Wcw* for infants and *Cip* for children of primary school age.

Listings

S4C makes detailed information about S4C and S4C digidol programme listings available to publications throughout Britain, from the *Western Mail* to the *Radio Times* and *The Guardian.*

Electronic Programme Guide (EPG)

Concise information about the content of programmes and their screening times are easily available on digital in electronic format.

This information is updated daily to ensure that the latest details are always available for viewers. We have also recently developed listings specifically for **Planed Plant.** The programmes in this strand are listed individually rather than under the **Planed Plant** brand only, whilst **Planed Plant Bach** programmes continue to come under the umbrella title.

Sbectel

Sbectel is S4C's Teletext magazine, available on pages 400—499. It offers a wide variety of pages, which are regularly updated to ensure that viewers get the latest news about Channel content. They include listings for today and tomorrow's programmes, subtitling information about S4C digidol's programmes, sports, news, the weather, recipes and more.

S4C Website

The information about our programme schedule, which is available on our internal computer system, goes straight onto S4C's website. A seven-day programme schedule is available to viewers.

As we move towards digital switchover, ensuring prominence for S4C on the EPG, on websites and in other publications will become increasingly important for us.

Peirianneg a Thechnoleg

Mae gennym gyfrifoldeb statudol i sicrhau bod ein gwasanaethau cyhoeddus yn cael eu dosbarthu fesul pob rhwydwaith priodol ac ar gael i gymaint o'n cynulleidfa darged ag sy'n ymarferol. Yn 2005 parhawyd i ddarlledu S4C ar analog yng Nghymru ac S4C digidol ar deledu digidol daearol, lloeren a chebl digidol yng Nghymru, ac ar loeren ledled Prydain.

Yn ystod y flwyddyn buom yn ymdrin â'r cynllunio a'r trafod sy'n gysylltiedig â'r trosglwyddo i ddigidol. Mynegwyd pryderon penodol S4C mewn gweithgorau technegol gydol y flwyddyn ac hefyd wrth gyflwyno tystiolaeth i Bwyllgor Dethol y Llywodraeth ar drosglwyddiad i ddigidol ym mis Tachwedd 2005. Cynrychiolir S4C ar fwrdd Digital UK, y corff annibynnol a sefydlwyd gan y Llywodraeth er mwyn cwblhau'r trosglwyddo.

Rydym wedi cryfhau ein cyswllt lawr lwytho trwy loeren a bellach gall S4C dderbyn tri phorthiant trwy loeren ar yr un pryd yn uniongyrchol i'n canolfan ddarlledu heb orfod dibynnu ar gymorth allanol.

Er mwyn sicrhau cyswllt rhwng y gymuned gynhyrchu yng ngogledd Cymru ac S4C, rydym wedi gosod cylched rhwng gogledd a de Cymru. Edrychwyd o'r newydd ar gost rhai o'r cylchedau lleol eraill gan ailgytundebu ar sail cyfraddau mwy cost effeithiol. Dechreuwyd datblygu gwasanaethau rhyngweithiol a botwm coch ynghyd â phrosiectau digidol mewnol, gan gytundebu cwmnïau i ymgymryd â'r gwaith.

Dechreuodd S4C gyflenwi fideo ar alw ar y rhyngrwyd fel arbrawf o Hydref 2005 ymlaen a bellach cynigir ystod eang o raglenni ar fand llydan a'n gwefan. O ganlyniad i'r datblygiad yma a'r cynnydd yn y deunydd a anfonir ar ffurf electronig, bu mwy o ddefnydd fyth ar ein cyswllt rhyngrwyd, ac rydym felly wedi cynyddu ein hystod band Darparwr Gwasanaeth Rhyngrwyd (ISP). Mae hyn wedi arwain at well gwasanaeth i S4C, tra bod yr arbediadau post a wnaed wedi mwy na gwneud yn iawn am y costau ychwanegol.

Gwelwyd datblygu pellach ar ein sustem gyfrifiadurol fewnol, BSM, a'r rhwydwaith mewnol a'r llwybro, gan sicrhau bod Gigabit Ethernet ar gael i lawer o'r dyfeisiadau yn yr ardaloedd darlledu, ac fe alluogodd hyn i ddeunydd gael ei drosglwyddo mewn amser byr rhwng offer darlledu.

Engineering and Technology

We have a statutory responsibility to ensure that our public services are distributed by means of every appropriate network and made available to as much of our target audience as is practicable. In 2005, we continued to broadcast S4C on analogue in Wales and S4C digidol on digital terrestrial television, satellite and digital cable in Wales, and on satellite throughout Britain.

During the year we continued planning in preparation for the switchover to digital. S4C's specific concerns were expressed in technical working groups throughout the year and also in our evidence to the Government Select Committee on digital switchover in November 2005. S4C is represented on the Digital UK board, the independent body established by the Government to complete switchover.

We have strengthened our downloading link through satellite and S4C is now able to receive three feeds by satellite simultaneously directly into our broadcasting centre, without having to rely on external support.

In order to ensure a link between the production community in north Wales and S4C, we have laid a circuit between north and south Wales. The costs of some of the other local circuits were re-examined and were re-contracted at more cost-effective rates. The development of interactive red button services was begun, as were internal digital projects, by contracting companies to undertake the work.

S4C began supplying videos on demand on the internet as an experiment from October 2005 and now a range of programmes is offered on broadband and our website. As a result of this development and the increased amount of material which is sent by electronic format, more use than ever was made of our internet connection and we have therefore increased our Internet Service Provider (ISP) band range. This has led to a better service for S4C whilst the savings on postage have more than compensated for the additional costs.

Further developments were seen on our internal computer system, BSM, and the internal network and router system, ensuring that Gigabit Ethernet is available for many devices in the broadcasting areas. This enabled material to be transmitted in a short time between broadcasting equipment.

Hyfforddiant

Mae S4C yn ymfalchïo yn y pwyslais a roddir trwy'r flwyddyn ar hyfforddi a datblygu ei staff a'r ymrwymiad i hyfforddi a datblygu yn y sector annibynnol. Mae'r pwyslais hyn yn golygu bod gweithdrefnau eisoes mewn lle i gwrdd â gofynion hyfforddi'r Ddeddf Cyfathrebiadau.

Mae S4C wedi buddsoddi mewn hyfforddiant drwy'r corff hyfforddi ar gyfer y sector, Cyfle. Mae Cyfle yn cynnig hyfforddiant i bersonél o fewn cwmnïau cynhyrchu, gweithwyr llawrydd a newydd ddyfodwyr. Mae S4C yn sicrhau bod pob cwmni annibynnol sydd yn cynhyrchu rhaglenni ar ein cyfer yn cyfrannu at Cyfle, neu'n gweithredu cynllun hyfforddi mewnol.

Mae S4C hefyd wedi cefnogi sefydlu'r Academi Ffilm newydd yng Nghymru. Mae S4C yn cydweithio'n agos gyda Skillset ac mae Iona Jones, Prif Weithredwr S4C, wedi derbyn cadeiryddiaeth bwrdd Skillset Cymru. Mae S4C hefyd yn rhan o'r Pwyllgor Strategaeth Sgiliau Teledu (TV Skills Strategy Committee) sy'n cael ei gydlynu gan Skillset ar ran y diwydiant clyweledol.

Fe wnaeth S4C gydweithio gydag Ysgol Fusnes Prifysgol Caerdydd, ELWa a Skillset i greu'r Cynllun Arweinyddiaeth yn y Cyfryngau (Media Leadership Programme) ar gyfer arweinyddion busnes y sector gynhyrchu ac aml gyfryngol. Rhoddwyd nawdd i Ffair Cyfryngau Prifysgol Caerdydd a chafwyd stondin gan S4C yn rhan o'r Ffair.

Mae'r nawdd a'r ysgoloriaeth a gynigiwyd i'r National Film and Television School (NFTS) wedi sicrhau bod tri myfyriwr o Gymru—Edward Edwards, Jules Powell a Joanne Wright—wedi derbyn cymorth yn eu hastudiaethau ôl raddedig. Mae S4C yn gweithio gyda'r Coleg Cerdd a Drama er mwyn cynnig Ysgoloriaeth Syr Geraint Evans, ac mae hyn wedi sicrhau cymorth ariannol i dros 50 o berfformwyr ers 1992. Aeth yr ysgoloriaethau i Nicola Jayne Hughes, Catrin Aur Davies, Aine Brolly, Mae-Britt Eagnild a Breet Robinson yn y flwyddyn academaidd 2004/05.

Animeiddio

Parhaodd S4C i gefnogi'r cynllun Rhaglenni Byrion a roddodd gyfle i animeiddwyr gynhyrchu ffilmiau unigol rhwng munud a thair munud o hyd. Bu S4C ar y cyd gyda Sgrîn a Chyngor Celfyddydau Cymru'n rhan o'r bartneriaeth gyda Hewlett Packard i alluogi animeiddwyr drwy gynllun arbrofol SE3D i gynhyrchu ffilmiau byr gan ddefnyddio'r dechnoleg ddigidol ddiweddaraf er mwyn rendro animeiddio.

Ysgoloriaethau S4C

Gwobrwywyd bump o ysgoloriaethau yn 2005. Mae Manon Angharad Edwards o Bontypridd, Bethan Mai Morgan o Bontiets, Siân Melangell Dafydd o'r Bala, Aled Pedrick o Wauncaegurwen a Ffion Wyn Dafis o Gaerdydd am ddefnyddio'r ysgoloriaethau i barhau i ddatblygu eu doniau ym myd y theatr a theledu.

Nod yr ysgoloriaethau yw meithrin doniau a sgiliau'r dyfodol ac mae'r pump eisoes wedi dangos ymrwymiad mawr i'w meysydd. Y gobaith yw y byddant yn llwyddo yn y meysydd o'u dewis ac y bydd S4C yn elwa o hyn.

Sally Eluned Davies o Gilcain ger Yr Wyddgrug enillodd ysgoloriaeth newyddiadurol T Glynne Davies S4C. Mae Sally, sy'n gyn ddisgybl yn Ysgol Maes Garmon ac Ysgol Alun, yn fyfyrwraig yn y Ganolfan Astudiaethau Newyddiadurol yng Nghaerdydd, a bydd yr ysgoloriaeth yn ei chynorthwyo i ddilyn cwrs MA.

Training

S4C takes pride in the emphasis placed throughout the year on training and developing staff and the commitment to training and development in the independent sector. This emphasis means that there are already procedures in place to meet the training requirements of the Communications Act.

S4C has invested in training through Cyfle, the training body for the sector. Cyfle offers training for staff in production companies, freelancers and newcomers. S4C ensures that every independent company that produces programmes for us contributes to Cyfle or that it operates an internal training programme.

S4C has also supported the establishment of the new Film Academy in Wales. S4C is working closely with Skillset and Iona Jones, S4C's Chief Executive, has accepted the post of Chair of the Skillset Cymru board. S4C is also part of the TV Skills Strategy Committee which is co-ordinated by Skillset on behalf of the audiovisual industry.

S4C co-operated with the Cardiff Business School, ELWa and Skillset to create the Media Leadership Programme for business leaders in the production and multi-media sector. Sponsorship was provided for the Cardiff University Media Fair and S4C had a stand as part of the Fair.

The sponsorship and scholarship provided to the National Film and Television School (NFTS) has ensured that three students from Wales—Edward Edwards, Jules Powell and Joanne Wright—have received assistance for their post-graduate studies. S4C works with the Welsh College of Music and Drama to offer the Sir Geraint Evans Scholarship which has awarded financial support to more than fifty performers since 1992. In the academic year 2004/05, scholarships were awarded to Nicola Jayne Hughes, Catrin Aur Davies, Aine Brolly, Mae-Britt Eagnild and Breet Robinson.

Animation

S4C continued to support the Shorts scheme, which gave animators the opportunity to produce individual films of between one minute and three minutes' duration. Jointly with Sgrîn and the Arts Council of Wales, S4C formed part of the partnership with Hewlett Packard which enabled animators to produce short films through an experimental SE3D scheme using the latest digital technology in order to render animation.

S4C Scholarships

Five S4C scholarships were awarded in 2005. Manon Angharad Edwards of Pontypridd, Bethan Mai Morgan of Pontyates, Siân Melangell Dafydd of Bala, Aled Pedrick of Gwauncaegurwen and Ffion Wyn Dafis of Cardiff will use the scholarships to continue to develop their talents in the world of theatre and television.

The aim of the scholarships is to nurture future talent and skills and the five have already demonstrated great commitment. It is hoped these scholarships will help them succeed in their chosen fields and that S4C will also benefit from this.

Sally Eluned Davies of Cilcain near Mold won S4C's T Glynne Davies journalism scholarship. Sally, a former pupil of Ysgol Maes Garmon and Ysgol Alun, is a student at the Centre for Journalism Studies in Cardiff, and the scholarship will enable her to pursue an MA course.

Hyfforddiant

Hyfforddiant i staff

Mae S4C yn rhoi pwyslais ar hyfforddi a datblygu ei staff. Unwaith eto cynhaliwyd gwerthusiadau chwe misol i holl staff ac yn sgîl hynny darparwyd Cynllun Hyfforddiant Corfforaethol ar gyfer y flwyddyn. Nod Polisi Gwerthuso S4C yw:

- Adolygu perfformiad: derbyn amcanion clir, mesuradwy a chytunedig.
- Cytuno ar amcanion perfformiad ar gyfer y flwyddyn ganlynol.
- Adnabod materion sydd wedi effeithio ar berfformiad.
- Cytuno ar anghenion hyfforddiant a datblygiad.
- Sicrhau bod aelodau eraill o'r staff yn deall y cysylltiad rhwng eu cyfrifoldebau eu hunain ac amcanion yr adran a thrwy hynny amcanion corfforaethol S4C.

Ymhlith y ddarpariaeth yn 2005 roedd cyfres o gyrsiau i ddatblygu sgiliau rheoli ac arweinyddiath, a chyrsiau mewn sgiliau ysgafn e.e. cyfathrebu, negydu a chyflwyno cyhoeddus.

Yn ychwanegol at ein darpariaeth arferol o gyrsiau cyfrifiadurol rhoddwyd cyfle i aelodau staff gymryd rhan am y tro cyntaf yng nghynllun hyfforddi ECDL (Trwydded Yrru Gyfrifiadurol Ewropeaidd).

Mae staff S4C wedi cymryd rhan mewn cynlluniau a chyrsiau hyfforddi megis Busnes yn y Gymuned, cyrsiau Cyfle, cyrsiau sgriptio Tŷ Newydd a rhoi eu hamser fel athrawon ymweld ac fel aseswyr ar gyrsiau allanol. Noddwyd pum aelod o staff i ddilyn cyrsiau proffesiynol yn eu meysydd. Bu 12 aelod o staff yn mynychu gwersi Cymraeg yn wythnosol.

Nod Siartr

Bu S4C yn llwyddiannus unwaith eto yn ei chais i adennill y Nod Siartr (Chartermark), sef gwobr sy'n cael ei dyfarnu am ragoriaeth mewn gwasanaeth cyhoedus.

Buddsoddwyr Mewn Pobl (IIP)

Mae S4C hefyd wedi parhau i weithredu'r egwyddorion a ymgorfforwyd yn ei statws fel Buddsoddwr Mewn Pobl (IIP).

Training

Staff training

S4C places great emphasis on training and developing its own staff. Following the six-monthly appraisals of all staff a Corporate Training Scheme for the year was drawn up. The aim of S4C's Appraisal Policy is:

- To review performance: set clear, measurable and agreed objectives.
- To agree on performance objectives for the following year.
- To identify issues that have affected performance.
- To agree on training and development needs.
- To ensure that other members of staff understand the connection between their own responsibilities and the objectives of the department and thus, S4C's corporate objectives.

Among the provision in 2005 was a series of courses to develop management and leadership skills as well as courses in 'soft' skills, e.g. communication, negotiation and public presentation.

In addition to our usual provision of computer courses, for the first time, staff were given the opportunity to participate in the ECDL training scheme (European Computer Driving Licence).

S4C staff have participated in training schemes and courses such as Business in the Community, courses run by Cyfle and Tŷ Newydd script courses. They have also given of their time as visiting teachers and external course assessors. Five members of staff were sponsored to pursue professional courses in their own fields. Twelve members of staff attended weekly Welsh classes.

Chartermark

Once again S4C succeeded in retaining the Chartermark, which is awarded for excellence in public service.

Investors In People (IIP)

S4C has continued to implement the principles enshrined in its status as an Investor In People (IIP).

Yn 2005 gweithredwyd cynllun nawdd gan yr Awdurdod i roi cymorth i weithgareddau sydd ag amcanion cyfochrog ag S4C. Dywed canllawiau nawdd yr Awdurdod y dylai'r digwyddiad a noddir fod yn gysylltiedig â gweithgareddau craidd S4C, sef darlledu, neu'n cryfhau'r cysylltiad rhwng S4C a'r gwylwyr neu'r cysylltiad rhwng S4C a'r diwydiant teledu. Ymysg y mudiadau a dderbyniodd gymorth oedd:

- Gŵyl Ddrama Ffermwyr Ifanc
- Gŵyl Ffilm a Theledu Geltaidd
- Cynhadledd Astudiaethau Gwerin Celtaidd
- Gŵyl Ffilm Pobl Ddu Cymru
- Cwmni Drama Bara Caws—Porc Peis Bach
- Cynhadledd y Voice of the Listener and Viewer
- Media Guardian Edinburgh International TV Festival
- BAFTA Cymru
- Y Gymdeithas Deledu Frenhinol
- Cynhadledd BSAC ar y Diwydiannau Creadigol
- Darlithoedd Ffwrwm
- Sefydliad Materion Cymreig—Darlith yr Eisteddfod Genedlaethol
- Cynhadledd Blant Showcomotion
- Gŵyl Compass Point
- Gwobrau Promax

Elusen

Fel darlledwr mae S4C mewn sefyllfa unigryw i gynnig cymorth i fudiadau elusennol. Yn dilyn trychineb y Tsunami penderfynwyd cefnogi apêl arbennig ar gyfer 2005, sef prosiectau penodol dan adain Oxfam Cymru a Chymorth Tsunami Cymru. Ail recordiwyd cân Edward H Dafis 'Dewch at Eich Gilydd' ar ddechrau'r flwyddyn gan artistiaid amrywiol. Recordiwyd rhaglen arbennig yn dilyn y broses o greu'r recordiad, ac aeth y CD ar werth ar Fawrth 1af.

Ym mis Mehefin cafwyd wythnos apêl yn ôl ein harfer, ac aeth Dudley ar daith o gwmpas theatrau Cymru, gyda sioe arbennig i nodi 10 mlynedd o gyfresi, ond hefyd i godi ymwybyddiaeth ac arian tuag at Apêl Asia/Affrica. Diolch i haelioni gwylwyr, staff S4C a chefnogwyr eraill codwyd £75,000 tuag at yr apêl yn 2005.

In 2005 the Authority operated a sponsorship programme to support activities whose aims were similar to those of S4C. The Authority's sponsorship guidelines state that the event which is sponsored should be connected to S4C's core activities, namely broadcasting, or it should strengthen the link between S4C and viewers or the link between S4C and the television industry. The following organisations were among those to receive support:

- Young Farmers' Drama Festival
- The Celtic Film and Television Festival
- The Celtic Folk Studies Conference
- The Black Welsh Film Festival
- Cwmni Drama Bara Caws—Porc Peis Bach
- The Voice of the Listener and Viewer Conference
- Media Guardian Edinburgh International TV Festival
- BAFTA Wales
- The Royal Television Society
- BSAC Conference on the Creative Industries
- Ffwrwm Lectures
- The Institute of Welsh Affairs—The National Eisteddfod Lecture
- Showcomotion Children's Conference
- Compass Point Festival
- Promax Awards

Charities

As a broadcaster S4C is in an unique position to provide support to charitable organisations. Following the Tsunami disaster it was decided to support a special appeal for 2005 in the form of specific projects under the aegis of Oxfam Cymru and Wales Tsunami Relief. The Edward H Dafis song, 'Dewch at Eich Gilydd,' was re-recorded at the beginning of the year by various artists. A special programme following the making of the record was recorded and the CD went on sale on March 1st.

In June we held our annual appeal week and TV chef Dudley embarked on a tour of Welsh theatres with a special show to commemorate 10 years of his series. This also raised awareness of, and money for, the Asia/Africa Appeal. Thanks to the generosity of S4C viewers, staff and other supporters £75,000 was raised towards the appeal in 2005.

Polisïau

Yn ystod 2005 fe weithredwyd, cyflwynwyd neu diweddarwyd y polisïau canlynol gan S4C:

- Polisi Gweithio'n Hyblyg
- Polisi Cwynion
- Polisi Amddiffyn Plant
- Polisi Hawliau Cyfartal
- Polisi Gwyrdd
- Polisi Iechyd a Diogelwch
- Polisi Risg
- Cynllun Iaith Gymraeg

Mae holl bolisïau S4C ar gael i staff ar y mewnrwyd ac mae'r rhai perthnasol hefyd ar gael ar Safle'r Cynhyrchwyr.

Côd Ymarfer a Thelerau Masnach

Yn unol â'r Ddeddf Cyfathrebiadau fe weithredwyd Côd Ymarfer (wedi'i gymeradwyo gan Ofcom) a'r Telerau Masnach gyda'r sector annibynnol. Hefyd yn 2005 cafwyd adolygiad o'r Côd a'r Telerau, ar y cyd â'r sector, a bellach cytunwyd ar drwydded safonol gyda'r cwmnïau ar gyfer eu gwasanaethau.

Policies

During 2005 the following policies were either implemented, introduced or updated by S4C:

- Flexible Working Policy
- Complaints Policy
- Child Protection Policy
- Equal Opportunities Policy
- Green Policy
- Health and Safety Policy
- Risk Policy
- Welsh Language Scheme

All of S4C's policies are available to staff on the intranet and those which are relevant are also available on the Producers' Website.

Code of Practice and Terms of Trade

In accordance with the Communications Act the Code of Practice (approved by Ofcom) and the Terms of Trade were implemented with the independent sector. Also in 2005 a review of the Code and the Terms was undertaken jointly with the sector and now a standard licence has been agreed with companies for their services.

Cynllun Corfforaethol 2005

Bob blwyddyn mae Awdurdod S4C yn cymeradwyo Cynllun Corfforaethol sy'n cynnwys ein hamcanion craidd a thargedau penodol ar gyfer y flwyddyn. Yn ystod 2005 fe fonitrodd yr Awdurdod y targedau yn chwarterol ac yn flynyddol. Drwy gydol y flwyddyn cyflawnodd S4C ei dyletswydd statudol i sicrhau bod y cyfrifoldebau darlledu cyhoeddus ar gyfer ein gwasanaethau yn cael eu cyflawni.

Yn ystod 2005 fe lwyddwyd i gyrraedd y rhan fwyaf o'r targedau a osodwyd yn y Cynllun Corfforaethol. Mae manylion llawn y Cynllun Corfforaethol ac Adroddiad Monitro 2005 ar gael ar ein gwefan, s4c.co.uk.

Targedau Ofcom

Cytunwyd ar dargedau blynyddol gydag Ofcom ar gyfer 2005. Adroddwyd yn fisol i Ofcom ar y targedau hynny ac ar ein strwythur ariannol, monitro hysbysebion a darllediadau ac ati. Yn ystod y flwyddyn rhoddwyd ar waith systemau i'n galluogi i adrodd i Ofcom ar y Côd Ymarfer a Thelerau Masnach.

Cyfathrebu

Bu cyfathrebu yn effeithiol gyda'n cynulleidfaoedd yn un o amcanion craidd S4C, ac yn ystod 2005 cynhaliwyd ystod eang o weithgareddau. Cynhaliwyd tri chyfarfod cyhoeddus gan yr Awdurdod yn Wrecsam, Pontlliw a Llangadfan.

Mae Gwifren Gwylwyr S4C ar gael drwy gydol y flwyddyn i ateb ymholiadau gwylwyr ar 0870 6004141. Yn ystod y flwyddyn derbyniwyd cyfanswm o 11,251 o alwadau ffôn, llythyrau, negeseuon ffacs ac e-bost.

Corporate Plan 2005

Each year the S4C Authority approves a Corporate Plan which includes our core objectives and specific targets for the year. During 2005 the targets were monitored every quarter and annually by the Authority. Throughout the year, S4C fulfilled its statutory duty to ensure that the public broadcasting responsibilities for our services were fulfilled.

Most of the targets set in the Corporate Plan were met during 2005. Full details of the Corporate Plan and the 2005 Monitoring Report are available on our website, s4c.co.uk.

Ofcom's targets

Annual targets were agreed with Ofcom for 2005. Monthly reports were provided to Ofcom on those targets and on our financial structure, monitoring of advertising and broadcasts etc. During the year systems were put in place to enable us to report to Ofcom on the Code of Practice and the Terms of Trade.

Communications

Effective communication with our audiences was one of our core objectives and during 2005 we held a wide range of activities. The Authority held three public meetings in Wrexham, Pontlliw and Llangadfan.

The S4C Viewers' Hotline (0870 6004141) is available throughout the year to answer viewers' enquiries. During the year a total of 11,251 telephone calls, letters, fax messages and emails were received.

Adolygiadau

Yn ystod y flwyddyn mae S4C wedi ymateb i nifer o adolygiadau ac ymgynghoriadau gan bwyllgorau seneddol, y Cynulliad ac Ofcom. Ymysg y rhain oedd adolygiad Ofcom o ddarlledu teledu gwasanaeth cyhoeddus. Mae'n dda gennym nodi bod strategaeth ddiwygiedig S4C, yn arbennig ein pwyslais ar ragoriaeth greadigol a'n rôl ehangach o fewn y diwydiannau creadigol, yn unol â'r amcanion polisi a nodwyd ar gyfer darlledu gwasanaeth cyhoeddus.

Ar ddiwedd y cyfnod yma hefyd cyflwynodd Ofcom ei chynigion ar gyfer y Cenhedloedd a'r Rhanbarthau. Roedd yna gydnabyddaeth yn yr adroddiad terfynol o gyfraniad S4C i wreiddio'r iaith a'r diwylliant Cymraeg ledled Cymru ac yn y gymuned Gymraeg y tu allan i Gymru.

Reviews

During the year S4C has responded to a number of reviews and consultations by parliamentary committees, the Assembly and Ofcom. Among these was the Ofcom review of public service television broadcasting. We are pleased to record that S4C's revised strategy, and in particular our emphasis on creative excellence and our wider role within the creative industries, is in accordance with the policy objectives noted for public service broadcasting.

At the end of this period Ofcom also presented its proposals for the Nations and Regions. The final report included an acknowledgement of S4C's contribution to embedding the Welsh language and Welsh culture throughout Wales and in the Welsh community beyond Wales.

Cydymffurfiaeth Rhaglenni

Mae Deddf Cyfathrebiadau 2003 yn gosod dyletswydd statudol ar Awdurdod S4C i sicrhau bod ei wasanaethau teledu cyhoeddus yn ufuddhau i ac yn cydymffurfio â safonau a gofynion rheoleiddio eraill y Ddeddf a gofynion perthnasol Deddf Darlledu 1996, gan gynnwys Côd Darlledu Ofcom. Yn ychwanegol, mae S4C wedi mabwysiadu canllawiau ar gyfer y defnydd o'r iaith Gymraeg o fewn rhaglenni a pharhawyd i weithredu'r canllawiau hyn yn 2005.

Gall cwynion ynglŷn â chydymffurfiaeth gwasanaethau S4C gael eu cyfeirio at S4C neu at Ofcom. Yn ystod 2005, mabwysiadodd S4C drefn newydd ar gyfer delio â chwynion. Mae cwynion nad ydynt yn cael eu datrys ar lefel weithredol yn cael eu cyfeirio at Is-Bwyllgor Cwynion a Chydymffurfiaeth yr Awdurdod ac, yn dilyn argymhelliad gan y Pwyllgor, at yr Awdurdod am ddyfarniad.

Ofcom yw'r corff sy'n rheoleiddio gwasanaethau S4C ac mae ganddo'r hawl i ddyfarnu ar gwynion a wneir ato ynglŷn â rhaglenni S4C, gan gynnwys cwynion am safonau mewn rhaglenni a chwynion yn ymwneud â thegwch a phreifatrwydd.

Mae S4C yn gweithredu trefn fewnol i sicrhau bod ei gwasanaethau cyhoeddus yn cydymffurfio â'r codau a chanllawiau perthnasol. Yn benodol, mae S4C yn gweithredu system fonitro ôl-ddarlledu.

Yn ystod 2005 bu tîm monitro, sydd yn gwbl annibynnol o swyddogion ac Awdurdod S4C, yn adolygu'r arlwy Gymraeg ar wasanaeth analog S4C a rhaglenni Channel 4 oedd wedi eu hailamserlennu ar y gwasanaeth analog, yn ogystal ag adolygu S4C digidol, yn unol â'r patrwm a gymeradwywyd gan yr Awdurdod. Mae corff ar wahân, y Grŵp Cydymffurfiaeth, yn cwrdd yn fisol i drafod ac adolygu casgliadau'r tîm monitro.

Cyflwynodd Cadeirydd annibynnol y Grŵp Cydymffurfiaeth adroddiadau misol i'r Awdurdod yn nodi'r prif faterion a drafodwyd gan y Grŵp a pherfformiad y gwasanaethau mewn perthynas â materion rheoleiddio. Cyflwynodd y tîm monitro adroddiadau achlysurol i'r Awdurdod ar agweddau penodol o'r gwasanaethau.

Cyfeiriwyd y materion mwyaf difrifol a drafodwyd gan y Grŵp Cydymffurfiaeth at yr Awdurdod:

Programme Compliance

The Communications Act 2003 places a statutory duty on the S4C Authority to ensure that its public television services conform to and comply with the Act's standards and other regulatory requirements and the relevant requirements of the Broadcasting Act 1996, including the Ofcom Broadcasting Code. In addition, the S4C Authority has adopted guidelines in relation to the use of the Welsh language within programmes and these guidelines remained in force in 2005.

Programme compliance complaints in relation to S4C's services may be referred to S4C or to Ofcom. During 2005 S4C adopted a new procedure for dealing with complaints. Complaints that are not resolved at an executive level are referred to the Authority's Complaints and Compliance Sub Committee and, following the Committee's recommendation, to the Authority for determination.

Ofcom is the body which regulates S4C's services and it has the right to adjudicate upon complaints which are made about S4C's programmes, including complaints about programme standards and complaints relating to fairness and privacy.

S4C operates an internal procedure to ensure that its public services comply with the relevant codes and guidelines. In particular S4C operates a post-broadcast monitoring system.

During 2005 the monitoring team, which is wholly independent of S4C's officers and the S4C Authority, reviewed the Welsh language output on S4C's analogue service and Channel 4 programmes which were rescheduled for the analogue service, as well as reviewing S4C digidol in accordance with the workplan approved by the Authority. A separate body, the Compliance Group, meets every month to discuss and review the conclusions of the monitoring team.

The independent Chair of the Compliance Group presents monthly reports to the Authority noting the main matters which were discussed by the Group and the services' performance in relation to regulatory matters. The monitoring team presents occasional reports to the Authority on specific aspects of the services.

The most serious issues discussed by the Compliance Group were referred to the Authority:

Cydymffurfiaeth Rhaglenni

Dyfarniadau 2005
Ystyriwyd pedair rhaglen yn 2005 a phenderfynwyd cyhoeddi'r dyfarniad mewn tri achos. Er bod y rhaglen arall wedi torri'r canllawiau perthnasol, cafodd y mater ei ddatrys wrth fodd yr Awdurdod.

P'nawn Da a ddarlledwyd ar 9 Rhagfyr 2004 am 15.00

Cwmni Cynhyrchu Tinopolis Cyf.

Testun Eitem yn cyfeirio at gwmni trefnu digwyddiadau o fewn rhaglen gylchgrawn.

Cwyn Amlygrwydd gormodol

Dyfarniad Roedd yr eitem, ac yn benodol y sylw a roddwyd i lenyddiaeth y cwmni digwyddiadau, yn torri'r canllawiau. Hysbyswyd y cwmni cynhyrchu o'r dyfarniad.

Porc Peis Bach a ailddarlledwyd ar 17 Mai 2005 am 18.30 ar S4C digidol

Testun Cyfres ddrama a ddarlledwyd yn wreiddiol yn 2002.

Cwyn Roedd yr Awdurdod wedi dyfarnu yn erbyn y bennod hon 'nôl ym Mis Mawrth 2002 gan fod y bennod yn cynnwys iaith yr oedd yr Awdurdod wedi'i dyfarnu'n annerbyniol.

Dyfarniad Bod S4C ei hun wedi torri'r canllawiau trwy ailddarlledu'r bennod hon a bod angen i S4C fabwysiadu system well o gofnodi rhaglenni oedd yn torri'r canllawiau er mwyn atal camgymeriadau fel hyn yn y dyfodol. Mae swyddogion S4C wedi sefydlu systemau mewnol er mwyn sicrhau na fydd hyn yn digwydd eto.

Tân y Ddraig V Uchafbwyntiau o berfformiad a ddarlledwyd ar 2 Gorffennaf 2005 am 20.45

Cwmni Cynhyrchu IMG (UK) Ltd.

Testun Rhaglen o uchafbwyntiau o berfformiad yng nghyngerdd Tân y Ddraig V yn ystod Gŵyl y Faenol 2004.

Cwyn Bod rhai caneuon yn hiliol, yn wrth-Seisnig, yn annog trais ac yn annerbyniol.

Dyfarniad Wedi rhoi ystyriaeth lawn i'r mater gwrthodwyd y gŵyn.

Derbyniwyd cwynion hefyd am y rhaglen **Nid Myfi yw Myfi Fy Hun** a ddarlledwyd ar 15 Chwefror 2005 (cwmni cynhyrchu: Antena Cyf.) gan Mr Tudur Hallam fod sawl agwedd o'r rhaglen yn annheg iddo. Ystyriwyd y gŵyn gan swyddogion S4C a darlledwyd ymddiheuriad i Mr Hallam ar 8 Mawrth 2005.

Materion ar Waith

Y Byd ar Bedwar a ddarlledwyd ar 18 Mai 2004 am 20.25

Cwmni Cynhyrchu ITV Cymru

Testun Rhaglen materion cyfoes.

Cwyn Triniaeth annheg. Mae Cyngor Sir Gwynedd wedi ysgrifennu at yr Awdurdod i gwyno fod Rheolwr Safonau Masnach y Cyngor ac Adran Safonau Masnach y Cyngor wedi'u trin yn annheg yn y rhaglen. Penderfynwyd nad oedd yn briodol i ystyried a dyfarnu ar gwynion y Cyngor hyd nes bo'r Cyngor yn cadarnhau na fyddai'n dwyn unrhyw achos cyfreithiol yn erbyn y cwmni cynhyrchu neu hyd nes bod unrhyw achosion cyfreithiol o'r fath wedi'u cwblhau. Hysbysodd y Cyngor S4C ym mis Rhagfyr 2005 na fyddai'n dwyn y fath achos cyfreithiol ac, yn dilyn argymhelliad gan y Pwyllgor Cwynion a Chydymffurfiaeth ym mis Chwefror 2006, penderfynodd yr Awdurdod i ailgychwyn y broses o ymdrin â'r gŵyn hon. Mae'r Awdurdod felly wedi gwahodd S4C i ddarparu ymateb ysgrifenedig i fanylion y gŵyn.

Ofcom
Yn ystod y flwyddyn ystyriodd Ofcom gwynion am ddwy o raglenni S4C ond gwrthodwyd y cwynion. Yn ogystal, fe'n hysbyswyd gan Ofcom bod Ofcom wedi datrys a gwrthod cwyn am hyrwyddiad ar S4C (ar gyfer y slot **Planed Plant**) heb orfod ymgynghori ag S4C. Mae Ofcom hefyd wedi derbyn cwynion am ddau rifyn o'r gyfres materion cyfoes **Y Byd Ar Bedwar**, sef y rhifyn a ddarlledwyd ar 1 Chwefror 2005 a'r rhifyn a ddarlledwyd ar 14 Mehefin 2005, ond ni ddaethpwyd i ddyfarniad ar y naill na'r llall cyn diwedd 2005.

Programme Compliance

2005 Adjudications
Four programmes were considered during 2005 and it was decided to publish the adjudication in three cases. Although the other programme breached the relevant guidelines, the matter was resolved to the satisfaction of the Authority.

P'nawn Da which was broadcast on 9 December 2004 at 15.00

Production Company Tinopolis Cyf.

Subject An item which referred to an events organising company in a magazine programme.

Complaint Undue prominence

Adjudication The item, and specifically the attention given to the events company's promotional literature, was in breach of the guidelines. The production company was informed of the adjudication.

Porc Peis Bach which was repeated on 17 May 2005 at 18.30 on S4C digidol

Subject A drama series first broadcast in 2002.

Complaint The Authority had adjudicated against this episode in March 2002 as it contained language which the Authority had considered to be unacceptable.

Adjudication That S4C itself was in breach of the guidelines by repeating this episode and that it was necessary for S4C to adopt a better system for recording programmes which had breached the guidelines in order to avoid such errors in future. S4C staff have established internal systems in order to ensure that there will be no recurrence.

Tân y Ddraig V Edited highlights of a performance which was broadcast on 2 July 2005 at 20.45

Production Company IMG (UK) Ltd.

Subject A programme consisting of highlights from a performance at the Tân y Ddraig V concert during the 2004 Faenol Festival.

Complaint That certain songs were racist, anti-English, encouraged violence and were unacceptable.

Adjudication After giving full consideration to the matter, the complaint was not upheld.

Complaints were also received about the programme **Nid Myfi yw Myfi Fy Hun** which was broadcast on 15 February 2005 (production company: Antena Cyf.) from Mr Tudur Hallam in that many aspects of the programme were unfair to him. S4C officers considered the complaint and an apology to Mr Hallam was broadcast on 8 March 2005.

Ongoing Matters

Y Byd ar Bedwar which was broadcast on 18 May 2004 at 20.25

Production Company ITV Cymru

Subject Current affairs programme.

Complaint Unfair treatment. Gwynedd County Council wrote to the Authority to complain that the Council's Trading Standards Manager and the Trading Standards Department were treated unfairly during the programme. It was decided that it would be inappropriate to consider and adjudicate on the complaints made by the Council until the Council confirmed that it would not be taking legal action against the production company or until such time as any such action had been concluded. The Council informed S4C in December 2005 that it would not be bringing legal proceedings and following a recommendation from the Complaints and Compliance Committee in February 2006, the Authority decided to recommence the process of dealing with this complaint. The Authority has therefore invited S4C to provide a written response to the details of the complaint.

Ofcom
During the year, Ofcom considered complaints about two S4C programmes but did not uphold either of them.
In addition we were informed by Ofcom that Ofcom had received and rejected a complaint about a promotion on S4C (for the **Planed Plant** slot) without having to consult S4C. Ofcom has also received complaints about two programmes in the current affairs series **Y Byd Ar Bedwar**, namely the edition which was broadcast on 1 February 2005 and the edition broadcast on 14 June 2005 but neither programme had been adjudicated upon before the end of 2005.

Mae gan yr Awdurdod ddyletswydd i wneud trefniadau ar gyfer canfod barn y cyhoedd ynghylch y rhaglenni a ddarlledir ar S4C, effeithiau rhaglenni o'r fath ar agweddau neu ymddygiad gwylwyr, a'r math o raglenni y byddai'r cyhoedd yn hoffi iddynt gael eu darlledu ar ein gwasanaethau.

Defnyddiwyd yr ymchwil yma er mwyn cynorthwyo'r Awdurdod i fesur perfformiad y gwasanaeth. Prif ganfyddiadau 2005 oedd bod cynnydd o dros 11% yn y ffigurau gwylio oriau brig, tuedd sy'n mynd yn erbyn y patrwm i'r rhan fwyaf o sianeli daearol eraill.

Fe ategir y ffigurau hyn gan ymchwil ansoddol bositif o'n gwasanaeth tracio delwedd a'r 'Panel Rolio' (Rolling Panel), sy'n awgrymu fod sectorau gwahanol o'r gynulleidfa yn gwylio mwy o'r Sianel nac yn y gorffennol, a bod pobl yn gweld gwellhad tymor-hir pendant yn rhaglenni'r Sianel.

Mesur Cynulleidfa

Mae S4C yn danysgrifiwr i BARB (Broadcasters' Audience Research Board), sy'n gyfrifol am ddarparu ffigurau cynulleidfaoedd teledu ledled y Deyrnas Unedig. O fewn Cymru, mae gan S4C elfen ychwanegol o 200 o gartrefi er mwyn dadansoddi patrymau gwylio siaradwyr Cymraeg ac asesu amrywiaethau rhanbarthol yn y lefelau gwylio, gan roi cyfanswm o 540 o gartrefi ar banel S4C.

Nodyn Esboniadol

O Dachwedd 1af 2005 hyd at 31ain o Ragfyr 2005 gosodwyd côd sianel newydd anghywir ar gyfer S4C fel rhan o system mesur gwylio BARB.

Arweiniodd hyn at dan gyfrifo data S4C o amcangyfrif o 6% yn ystod yr oriau brig a 3% dros holl oriau, gydol y cyfnod yma. Nid yw'r ffigurau gwylio yn yr adroddiad hwn yn cynnwys effeithiau y tan gyfrif yma.

Ymateb Cynulleidfa

Cynhaliwyd Panel Ymateb Cynulleidfa S4C gan gwmni Ipsos MORI yn 2005, a darparodd y gwasanaeth hwn adborth cyson ynghylch rhaglenni a materion eraill, ynghyd ag Indecsau Gwerthfawrogiad misol (AI). Mae'r fethodoleg a ddewiswyd yn gyfuniad o gyswllt ar-lein a thrwy'r post.

Defnyddir Indecsau Gwerthfawrogiad er mwyn cymharu perfformiad rhaglen gyda rhai sianeli eraill. Mae Indecs Gwerthfawrogiad yn defnyddio sgôr allan o 100 er mwyn dangos i ba raddau y cafodd y rhaglen ei mwynhau. Sgôr AI ar gyfartaledd yw 75.

Fe farnwyd gan Siaradwyr Cymraeg fod rhaglenni Cymraeg S4C yn uwch na'r cyfartaledd mewn 11 genre, yn gyfartal mewn 4 genre ac yn is mewn 5 genre. Ond mewn 2 allan o'r 5 hynny, cafodd S4C AI's uchel o 80, dim ond un pwynt yn is na'r cyfartaledd.

Dadansoddiad Agweddol

Cynhaliwyd grwpiau trafod 'Panel Rolio' bum gwaith yn ystod y flwyddyn a pharhaodd y rhain i ddarparu ffordd werthfawr o fonitro ymatebion o'r segmentau amrywiol o wylwyr a glustnodwyd gan ymchwil agweddol yn y blynyddoedd blaenorol.

Mae'r gwasanaeth hwn yn darparu ffordd bwysig o gadw mewn cysylltiad gyda'r gynulleidfa, gan alluogi S4C i holi cwestiynau am nifer o bynciau amrywiol.

Yn 2005, defnyddiwyd y gwasanaeth er mwyn edrych ar raglenni Drama, Ffeithiol ac Adloniant. Aseswyd ymgyrchoedd marchnata hefyd, ac archwiliwyd delwedd brand S4C. Holwyd ynghylch gwylio dros y penwythnos, a pharhaodd y gwasanaeth i weithredu fel baromedr defnyddiol ynghylch barn gyhoeddus.

Gwasanaeth Tracio Delwedd

Holwyd 1,000 o bobl (600 o Siaradwyr Cymraeg a 400 nad ydynt yn siarad Cymraeg) gan y cwmni ymchwil, SPA, am eu hagweddau tuag at ystod o sianeli teledu ac ynghylch agweddau penodol o S4C ar draws tair ton ymchwil ar wahân. Mae hyn wedi darparu i ni dracio hirdymor ar nifer o bynciau allweddol dros y blynyddoedd. Yn 2005 ymddangosodd S4C yn gryf fel y brif sianel ar gyfer Cymru, uwchben pob un arall. Fe ystyrir ei bod yn adlewyrchu cefn gwlad Cymru a bywyd Cymreig cyfoes. Yn nhermau genres, ystyriwyd bod gan S4C y rhaglenni cerddorol a'r ddarpariaeth orau o chwaraeon wedi eu seilio yng Nghymru, a'r rhaglenni dogfen mwyaf perthnasol i bobl Cymru.

The Authority has a duty to make arrangements for seeking the public's opinion on the programmes which are broadcast on S4C, the effects of such programmes on the attitude or the behaviour of viewers, and the types of programmes that the public would like to see broadcast on our services.

This research was used in order to assist the Authority to measure the performance of the service. The main findings for 2005 were that there was an increase of more than 11% in peak viewing figures, a trend which is contrary to that experienced by most of the other terrestrial channels.

These figures are endorsed by positive, qualitative research from our image tracking service and the 'Rolling Panel', which suggests that different segments of the audience watch more of the Channel than in the past and that people see a definite long-term improvement in the Channel's programmes.

Audience Measurement

S4C is a subscriber to BARB (Broadcasters' Audience Research Board), which is responsible for providing television audience figures throughout 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.

Explanatory Note

From November 1st 2005 to the 31st of December 2005 there was an incorrect application of a new S4C station code in the BARB viewing measurement system.

This resulted in S4C's data being under-reported by an estimated 6% in peak hours and 3% across all hours for this period. The viewing figures in this report do not take this under-reporting into account.

Audience Reaction

S4C's Audience Reaction Panel was conducted in 2005 by Ipsos MORI and this service provided us with regular feedback on programmes and other matters, together with monthly Appreciation Indices (AI's). The methodology selected is a combination of on-line and postal communication.

Appreciation Indices are used to compare programme performance with that of other channels. The Appreciation Index uses a score out of 100 to indicate programme enjoyment. An average AI score across all genres is 75.

Welsh speakers' appreciation of Welsh language programmes on S4C was higher than average in 11 genres, equal in 4 genres and lower in 5 genres. In two of the lower 5 genres S4C achieved high AI scores of 80, just one point below the average for these genres.

Attitudinal Analysis

'Rolling Panel' group discussions were conducted five times during the year and these continued to provide a valuable means of monitoring the responses from the various viewer segments identified by attitudinal research in previous years.

This service provides a valuable means of keeping in touch with the audience by enabling S4C to ask questions about many varied topics.

In 2005 the service was used to look at Drama, Factual and Entertainment programmes. Marketing campaigns were also assessed and research was conducted into the S4C brand image. Questions were asked about weekend viewing and the service continued to act as a useful barometer of public opinion.

Image Tracking Service

During three separate research exercises, 1,000 people (600 Welsh speakers and 400 non-Welsh speakers) were asked by the research company, SPA, about their attitudes to a range of television channels and about specific aspects of S4C. This has enabled us to undertake long-term tracking of a number of key topics over the years. In 2005 S4C strongly emerged as the main channel for Wales, ahead of all others. It is considered to reflect life in rural Wales and contemporary Welsh life. In terms of genres, it is considered that S4C has the best provision of Wales based sport and music programmes and has the documentary programmes which are most relevant to the people of Wales.

Targedau a Chanlyniadau Gwasanaeth—2005

Service Targets and Results—2005

Rhaglenni Programmes	Targed Target	Canlyniad Result
Amser darlledu a roddwyd i gynyrchiadau o'r sector annibynol Broadcasting time allocated to productions from the independent sector	25%	84%
Rhaglenni gwreiddiol (oriau brig 18.00 i 22.30)* Original programmes (peak hours 18.00—22.30)*	90%	99%
Rhaglenni gwreiddiol (holl oriau) Original programmes (all hours)	80%	97%
Nifer yr oriau o raglenni Cymraeg ar analog bob wythnos Number of hours per week of Welsh-language programmes on analogue	35 awr 35 hours	41 awr 6 munud 41 hours 6 minutes
Rhaglenni Materion Cyfoes (holl oriau) Current Affairs Programmes (all hours)	60 awr y flwyddyn 60 hours per annum	71 awr y flwyddyn 71 hours per annum
Rhaglenni Materion Cyfoes (oriau brig 18.00 i 22.30) Current Affairs Programmes (peak hours 18.00—22.30)	30 awr y flwyddyn 30 hours per annum	44 awr 30 munud y flwyddyn 44 hours 30 minutes per annum
Newyddion (holl oriau) News (all hours)	200 awr y flwyddyn 200 hours per annum	207 awr 50 munud y flwyddyn 207 hours 50 minutes per annum
Newyddion (oriau brig 18.00—22.30) News (peak hours 18.00—22.30)	150 awr y flwyddyn 150 hours per annum	166 awr 45 munud y flwyddyn 166 hours 45 minutes per annum

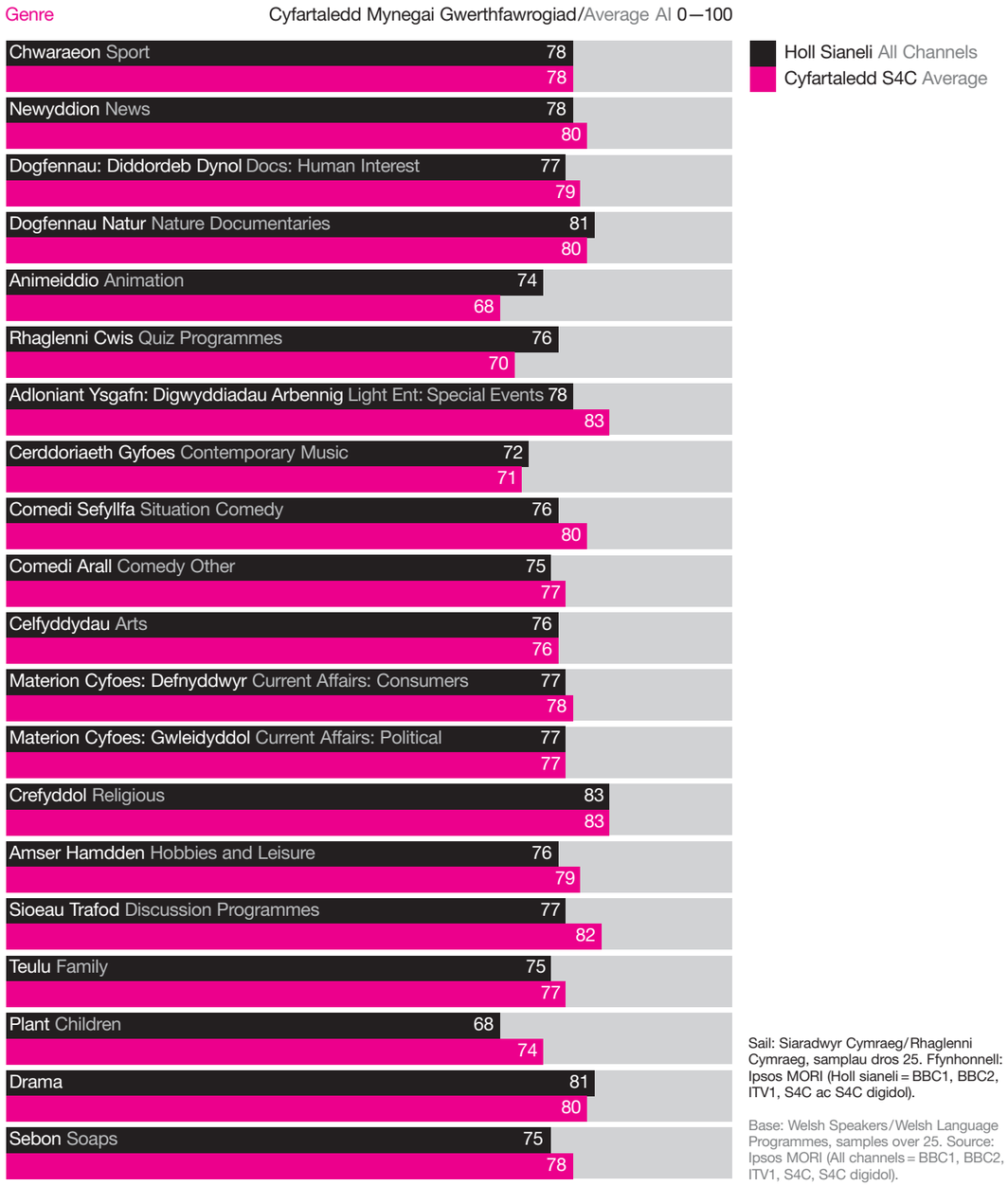
*Yn unol â diffiniad Ofcom o oriau brig
*In accordance with Ofcom's definition of peak hours

Rhaglenni Programmes	Targed Target	Canlyniad Result
Un rhaglen newyddion ddyddiol yn ystod yr oriau brig (18.00—22.30) One daily news programme during peak hours (18.00—22.30)	1 rhaglen 1 programme	1 rhaglen 1 programme
Nifer yr oriau o raglenni drama gwreiddiol Number of hours of original drama	114 awr y flwyddyn 114 hours per annum	120 awr 28 munud y flwyddyn 120 hours 28 minutes per annum
Nifer yr oriau o raglenni plant gwreiddiol* Number of hours of original children's programmes*	140 awr y flwyddyn 140 hours per annum	105 awr 10 munud y flwyddyn 105 hours 10 minutes per annum
Isdeitlo (Holl raglenni: S4C digidol) Subtitling (All programmes: S4C digidol)	67%	66.7%
Isdeitlau Saesneg ar oriau Cymraeg analog English subtitles on Welsh hours on analogue	80%	78.5%
Cyfartaledd o 10 awr o raglenni bob wythnos gydag isdeitlau Cymraeg ar analog a digidol Average of ten hours of programming per week on analogue and digital with Welsh subtitles	520 awr y flwyddyn 520 hours per annum	520 awr y flwyddyn 520 hours per annum
Disgrifiad Sain (S4C digidol) Audio Description (S4C digidol)	6%	7.2%
Arwyddo (S4C digidol) Signing (S4C digidol)	1%	1.4%

*O gynnwys cartwnau byddai'r cyfanswm yn 184 awr 2 funud
*Including cartoons increases this figure to 184 hours 2 minutes

Gwerthfawrogiad o Raglenni—Cyfartaledd AI S4C fesul genre v Holl Sianeli

Appreciation of Programmes—S4C's AI average by genre v All Channels



Sail: Siaradwyr Cymraeg/Rhaglenni Cymraeg, samplau dros 25. Ffynhonnell: Ipsos MORI (Holl sianeli = BBC1, BBC2, ITV1, S4C ac S4C digidol).

Base: Welsh Speakers/Welsh Language Programmes, samples over 25. Source: Ipsos MORI (All channels = BBC1, BBC2, ITV1, S4C, S4C digidol).

Cyfran a Chyrhaeddiad*

Share and Reach*

Cyfran a Chyrhaeddiad Share and Reach	2005	2004
Cyfran Holl Wylwyr Holl Oriau (%) Share of All Viewers All Hours (%)	3.7%	3.9%
Cyrhaeddiad Wythnosol Holl Wylwyr Holl Oriau (%) Weekly Reach All Viewers All Hours (%)	36%	41%
Cyrhaeddiad Wythnosol Holl Wylwyr Holl Oriau Weekly Reach All Viewers All Hours	919,000	1,040,000
Cyrhaeddiad Wythnosol Holl Wylwyr Oriau Cymraeg (%) Weekly Reach All Viewers Welsh Hours (%)	23%	25%
Cyrhaeddiad Wythnosol Holl Wylwyr Oriau Cymraeg Weekly Reach All Viewers Welsh Hours	596,000	636,000
Miloedd Holl Wylwyr Oriau Brig Thousands All Viewers Peak Hours	30,000	27,000
Cyfran Holl Wylwyr Oriau Brig Share of All Viewers Peak Hours	3.1%	2.8%

*Gweler nodyn esboniadol ar dudalen 56
*See explanatory note page 57

30 Rhaglen Uchaf 2005—Rhaglenni Cymraeg*

Top 30 Programmes in 2005—Welsh Language*

Safle Position	Rhaglen Programme	Dyddiad Date	Miloedd Thousands
1	Pobol y Cwm (Maw/Mer/Sul) (Tue/Wed/Sun)	22.03.05 & 23.03.05 & 27.03.05	165
2	Pobol y Cwm (Mer/Iau/Sul) (Wed/Thurs/Sun)	09.02.05 & 10.02.05 & 13.02.05	155
3	Pobol y Cwm (Gwe/Sul/Llun) (Fri/Sun/Mon)	18.03.05 & 20.03.05 & 21.03.05	151
4	Cyngerdd Cymorth Tsunami Caerdydd—Rhan 3	22.01.05	143
5	Pobol y Cwm (Iau/Gwe/Sul) (Thurs/Fri/Sun)	27.01.05 & 28.01.05 & 30.01.05	141
6	Pobol y Cwm (Llun/Maw/Sul) (Mon/Tue/Sun)	21.03.05 & 22.03.05 & 27.03.05	139
7	Rygbi: Y Llewod v Yr Ariannin—Yn Fyw	23.05.05	137
8	Y Clwb Rygbi (Gweilch v Caerfaddon) (Ospreys v Bath)	09.10.05	127
9	Y Clwb Rygbi (Gleision v Dreigiau) (Blues v Dragons)	27.12.05	125
10	Cefn Gwlad	07.11.05 & 08.11.05 & 13.11.05	123
11	Noson Lawen	31.12.05 & 02.01.06 & 06.01.06	111
12	Newyddion a Chwaraeon	22.01.05	110
13	Gala Operatig Gŵyl y Faenol	04.09.05 & 10.09.05	107
14	Dysgwr y Flwyddyn	30.07.05 & 31.07.05	105
15	Cymanfa Ganu Eisteddfod Genedlaethol Eryri a'r Cyffiniau	31.07.05	94
16 =	Carolau o Langollen Newyddion	15.12.05 & 20.12.05 22.01.05	93 93
18	Dechrau Canu Dechrau Canmol o Ŵyl y Faenol	11.09.05	92
19 =	Ar y Lein Y Tŷ Cymreig	22.11.05 & 26.11.05 & 27.11.05 05.01.05 & 09.01.05	91 91
21	Nadolig Aled	25.12.05 & 27.12.05 & 28.12.05	89
22	O Flaen dy Lygaid	31.05.05 & 04.06.05	87
23	Dechrau Canu Dechrau Canmol	13.11.05	84
24	04 Wal	14.12.05 & 16.12.05 & 18.12.05 & 20.12.05	83
25	Con Passionate	13.02.05 & 15.02.05	82
26 =	Alwyn Humphreys: Maestro Côr Orpheus Treforys Hel Achau	13.03.05 & 19.03.05 12.01.05 & 16.01.05	80 80
28	Y Clwb Rygbi (Gweilch v Wasps) (Ospreys v Wasps)	26.08.05	79
29	Amdani	20.03.05 & 22.03.05	77
30 =	Dudley Rownd a Rownd	28.04.05 & 29.04.05 & 30.04.05 & 01.05.05 05.01.05 & 07.01.05 & 09.01.05	74 74

Cyfartaledd y 30 uchaf=107,000
*Ymddangosiad Unigol Uchaf
(Gweler hefyd nodyn esboniadol ar dudalen 56)

Top 30 Average=107,000
*Single highest occurence
(See also explanatory note page 57)

30 Rhaglen Uchaf 2005—Rhaglenni Saesneg*

Top 30 Programmes in 2005—English Language*

Safle Position	Rhaglen Programme	Dyddiad Date	Miloedd Thousands
1	Test Cricket	12.09.05	126
2	The Simpsons	08.11.05	103
3	Property Ladder	02.05.05 & 06.05.05	92
4 =	Relocation, Relocation Big Brother	28.04.05 17.06.05	88 88
6	The Unseen Eric Morecambe	03.01.05	86
7	Celebrity Big Brother	09.01.05 & 10.01.05	76
8 =	Lost Peter Kay Live	18.08.05 21.01.05	72 72
10	Countdown	06.01.05	68
11	Location, Location, Location	02.02.05	63
12	Richard and Judy	05.01.05	62
13	The House of Obsessive Compulsives	15.08.05	61
14	Film: Vanilla Sky (2001)	16.04.05	60
15	Film: The Green Mile (1999)	30.01.05	59
16 = =	Derren Brown: Trick of the Mind Jamie's School Dinners Streets Ahead	22.04.05 09.03.05 27.07.05	58 58 58
19	Channel 4 Racing	09.09.05	56
20 =	News at Noon Film: Pitch Black (2000)	12.08.05 01.10.05	54 54
22 = =	Film: Shallow Hal (2002) Film: American Pie (1999) Ramsey's Kitchen Nightmares	12.02.05 05.02.05 24.05.05	53 53 53
25	Smallville	06.02.05	52
26 = =	Lord of the Rings: The Fellowship of the Ring Grand Designs Elizabeth I	30.04.05 27.04.05 29.09.05	50 50 50
29	Cutting Edge	06.07.05	49
30 = = = = =	Fallen Angel: The Real Charlotte Church Film: Full Monty (1997) Film: Very Annie Mary (1999) The Man who Predicted 9/11 Big Brother's Little Brother Film: Rush Hour 2 (2001)	13.01.05 07.05.05 13.02.05 08.09.05 02.06.05 08.01.05	48 48 48 48 48 48

Cyfartaledd y 30 uchaf=66,000
*Ymddangosiad Unigol Uchaf
(Gweler hefyd nodyn esboniadol ar dudalen 56)

Top 30 Average=66,000
*Single highest occurence
(See also explanatory note page 57)

S4C

Parc Tŷ Glas
Llanisien
Caerdydd
CF14 5DU

Ffôn
029 2074 7444
Ffacs
029 2075 4444

Minicom
029 2074 1212
Gwefan
s4c.co.uk
Ebost
s4c@s4c.co.uk

Gwifren Gwylwyr
0870 600 4141

Parc Tŷ Glas
Llanishen
Cardiff
CF14 5DU

Telephone
029 2074 7444
Facsimile
029 2075 4444

Minicom
029 2074 1212
Website
s4c.co.uk
Email
s4c@s4c.co.uk

Viewers' Hotline
0870 600 4141