

S4/C

ADRODDIAD
BLYNYDDOL
ANNUAL
REPORT
2008

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DARLLEDU 1990
BROADCASTING
ACT 1990

24 MEHEFIN 2009
24 JUNE 2009

CYFLWYNIR
ADRODDIAD
BLYNYDDOL S4C
I'R SENEDD YN SGÎL
PARAGRAFF 13(1)
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ADRODDIAD BLYNYDDOL ANNUAL REPORT

Adroddiad Blynnyddol

06/	Cyflwyniad y Cadeirydd
12/	Aelodau Awdurdod S4C
16/	Strwythur Trefniadol
18/	Rôl Awdurdod S4C
20/	Adroddiad y Prif Weithredwr
28/	Y Gwasanaeth Rhagleni
50/	Gwasanaethau Ychwanegol
56/	Cyfathrebu
58/	Hyfforddiant a Datblygu
64/	Cynllun Corfforaethol 2008
68/	Targedau a Chanlyniadau Gwasanaeth 2008
72/	Cydymffurfiaeth Rhagleni
74/	Dyfarniadau Ofcom 2008
80/	Dyfarniadau Awdurdod S4C 2008
86/	Ymchwil
98/	Gwobrau 2008
104/	Datganiad Ariannol
108/	Adroddiad yr Awdurdod
130/	Datganiad i Aelodau'r Awdurdod gan yr Archwiliwr Annibynnol
134/	Cyfrif Elw a Cholled Cyfun
136/	Mantolen Gyfun
138/	Mantolen S4C
140/	Datganiad o Lif Arian Cyfun
142/	Datganiad Cyfanswm yr Enillion a Cholledion Cydnabyddedig
144/	Nodiadau i'r Cyfrifon

CONTENTS CYNNWYS

Adroddiad Blynnyddol

06/	Introduction by the Chairman
12/	Members of the S4C Authority
16/	Organisational Structure
18/	The Role of the S4C Authority
20/	Chief Executive's Report
28/	The Programme Service
50/	Additional Services
56/	Communications
58/	Training and Development
64/	Corporate Plan 2008
68/	Service Targets and Results 2008
72/	Programme Compliance
74/	Ofcom Adjudications 2008
80/	S4C Authority Adjudications 2008
86/	Research
98/	Awards 2008
104/	Statement of Accounts
108/	Report of the Authority
130/	Report to the Members of the Authority by the Independent Auditors
134/	Consolidated Profit and Loss Account
136/	Consolidated Balance Sheet
138/	S4C Balance Sheet
140/	Consolidated Cash Flow Statement
142/	Statement of Total Recognised Gains and Losses
144/	Notes to the Accounts

CYFLWYNIAID Y CADEIRYDD INTRODUCTION BY THE CHAIRMAN

**John Walter
Jones**

Un peth sy'n sicr am y flwyddyn aeth heibio—bu darlledu dan y chwyddwydr. Go brin bod yna neb na dreuliodd amser yn edrych ar y diwydiant, o Ofcom i Bwylgor Dethol Materion Cymreig San Steffan, o Brydain Ddigidol i Bwylgor Cymunedau a Diwylliant ac Is-Bwylgor Darlledu'r Cynulliad a llu o unigolion gyda phrofriad o'r diwydiant. Ia, chwilot a weledigaeth am y dyfodol, dyfodol y mae S4C yn gymaint rhan ohono. Da i ddim i fanylu ar gyfraniad S4C i'r holl holi a stilio, dim ond dweud ein bod wedi ceisio bod yn wreiddiol greadigol. Y cyfan dw i am ddweud ydi nad yw syniadaeth a chyfraniad S4C i'r drafodaeth yn gygythiad i gynnwys craidd Cymraeg y Sianel. Dyna yw priod waith S4C. Dyna fydd priod waith y Sianel. Ond gan nad yw darlledu yn sefyll yn ei unfan, mae dyletswydd ar S4C i edrych ar amrediad ei gweithgareddau i weld beth sy'n bosib o ran gwella'i gwasanaeth i'r gynulleidfa.

Roedd lansio **Cyw** fis Mehefin 2008 yn arwydd clir o flaengaredd S4C. Mewn maes allweddol lle mae darllewyr erail yn cilio, fe fentrodd S4C. Yn amlwg, mae'r blaengaredd hwn wedi ennyn gwerthfawrogiad. Proffodd **Cyw** nad oes angen bod yn blwyfol er mwyn bod yn driw i egwyddorion sylfaenol y Sianel. Bellach, mae galw am i ni gyfrannu tu hwnt i Gymru, nid ar draul dim ond ar sail blaengaredd y weledigaeth a phrofriad y gweithredu o ran darlledu gwasanaeth cyhoeddus.

Nid llinell derfyn yw'r iaith Gymraeg i S4C, ond cyfle i ehangu gorwelion, ac o wneud, sicrhau'r ddarpariaeth Gymraeg drwy gyfrannu at ecoleg darlledu yn ei gyfanwydd.

Heb os, mae canfyddiad sawl un o S4C yn ystod y flwyddyn wedi newid. Mae disgwyliadau wedi newid a'r sialens fawr i'r dyfodol yw gwreddu'r disgwyliadau a hynny mewn cyfnod o newid yn y byd darlledu yn yr hinsawdd ariannol sydd ohoni. Dyw'r dyfodol ddim yn mynd i fod yn rhwydd ac all neb osgoi yr angen i newid ac addasu.

NID LLINELL DERFYN YW'R IAITH GYMRAEG I S4C, OND CYFLE I EHANGU GORWELION THE WELSH LANGUAGE IS NOT A BOUNDARY FOR S4C, BUT AN OPPORTUNITY TO WIDEN HORIZONS

**John Walter
Jones**

Broadcasting has been under the spotlight over the past year in a way seldom previously experienced by the industry. The broadcasting regulator, Ofcom, Westminster's Welsh Affairs Select Committee, Digital Britain, the Welsh Assembly's Communities and Culture Committee and Broadcasting Sub-committee along with other stakeholder groups and individuals have all been putting broadcasting into sharp focus. They've been seeking a vision for the future—a future of which S4C is an integral part. In its contribution to all this questioning and probing, S4C has sought to be original and creative. S4C's thinking and contribution to the discussion is not a threat to the Channel's core Welsh content. This is S4C's primary remit and it will remain S4C's primary remit. But because broadcasting doesn't stand still, S4C has a duty to look at its range of activities and see what is possible in order to improve its service to the audience.

The launch of **Cyw**, S4C's service for the youngest children in June 2008, was a firm indication of S4C's innovation in a key area where other broadcasters are retreating. This innovation has clearly been appreciated. **Cyw** has proved that there's no need to be parochial in order to be true to the Channel's fundamental principles. There is a call for us to contribute beyond Wales, not at the expense of our core business but based on the originality of the vision and our experience of public service broadcasting.

The Welsh language is not a boundary for S4C, but an opportunity to widen horizons, and in doing so, secure our Welsh language provision by contributing to the ecology of broadcasting in its totality.

Many people's perception of S4C has undoubtedly changed during the year. Expectations have changed and the big challenge for the future is to realise those expectations, in a period of change in the broadcasting world in this current financial climate. The future will not be easy and nobody can avoid the need to change and adapt.

CYFLWYNIAD
Y CADEIRYDD
INTRODUCTION
BY THE CHAIRMAN



Cyflwyniad
y Cadeirydd
(parhad)

O fis Awst 2009 fe fydd S4C yn addasu i'r newid i ddigidol. Newid technegol ar un ystyr. Dw i'n mawr obeithio y bydd y gynulleidfa graidd yn driw i ni, ac y daw eraill atom i fwynhau. Dyw'r craidd ddim yn gyfyngedig i siaradwyr Cymraeg ac mae ein gwasanaeth is-deitlo, sain ddisgrifio ac arwyddo, ein gwefannau a'n gwasanaethau i ddysgwyr, yn arwydd fod y drws ar agor led y pen i bawb ac yn gyfle i bawb glosio at S4C. Mae'r llu o wobrau ddaeth i ran rhagleni amrywiol yn ystod 2008 yn tystio i greadigrwydd amlachrog y sector gynhyrchu sydd yn greiddiol allweddol i'r Sianel. Ffrwyth eu dyfeisgarwch nhw sydd yn ymddangos ar y sgrîn, ar-lein, yn ein dylunio a'n hyrwyddo. Maent i'w llonygarch.

Braf meddwl bod S4C yn fod i feithrin a datblygu talent. Buddsoddodd S4C dros dri chan mil o bunnau yn 2008 er mwyn datblygu sgiliau a meithrin talent, a thrwy ein cyd-weithio â'r cwmniau cynhyrchu a sefydliadau megis Skillset Cymru a Cyfle, llwyddwyd i gyfrannu at ddatblygiad diwydiant yma yng Nghymru sydd yn gallu ymfalchio yn ei lwyddiant.

Dros chwarter canrif a mwy mae S4C wedi elwa o dalentau unigryw amlachrog unigolion arbennig. Dau felly a fu farw yn ystod y flwyddyn oedd Dafydd Huw Williams a T. Llew Jones. Deil eu cyfraniadau yn rhan annatod o dwf a datblygiad yr iaith a'r diwylliant darlledu.

Wedi chwe mlynedd daeth cyfnod Carys Howell felaelod o'r Awdurdod i ben ym mis Rhagfyr. Bu Carys yn aelod gwerthfawrogiad o gefnogaeth a'i chyfraniad. Nid ystrydeb yw nodi fy ngwerthfawrogiad o gefnogaeth a theyrngarwch gweddill aelodau'r Awdurdod—mae unfrydedd eu gweledigaeth a'u barn i sicrhau y gorau i ddarlledu cyhoeddus yn yr iaith Gymraeg yn gysur mawr. Yr hyn sy'n gwneud yr oll yn bosib yw gwaith aelodau staff brwdrydig S4C ac arweiniad grymus y Prif Weithredwr. Dyw addasu i gyfnod o newid ddim yn hawdd. Ond dyna fu'n digwydd yn ystod y flwyddyn aeth heibio – a mawr yw ein diolch fel Awdurdod i bawb fu'n rhan o'r newidiadau.

Introduction
by the
Chairman
(continued)

From August 2009 S4C will be adapting to the digital switchover. A technical change, in one sense. I very much hope that the core audience will remain faithful to us, and that others will join us to enjoy. The core is not limited to Welsh speakers and our subtitling services, audio description and signing, our websites and services for learners are a sign that the door is wide open to everybody and there are opportunities for everyone to get closer to S4C. The host of awards won by various programmes during 2008 are a testament to the creativity of the production sector which is of critical importance to the Channel. It is the fruits of their ingenuity which appear on screen, online, in our design and promotion. They are to be congratulated.

It's good to think that S4C is a means of nurturing and developing talent. S4C invested over three hundred thousand pounds in 2008 in order to develop skills and nurture talent, and through our collaboration with the production companies and organisations such as Skillset Cymru and Cyfle, we succeeded in contributing to the development of an industry here in Wales which can take pride in its success.

For over a quarter of a century S4C has benefited from the unique talents of special individuals. Two such individuals who passed away during 2008 were Dafydd Huw Williams and T. Llew Jones. Their contributions remain an integral part of the growth and development of the language of broadcasting.

Carys Howell's time as a member of the Authority came to an end in December after a period of six years. Carys was a valuable member of the Authority and her contribution is appreciated. It's not a cliché to note my appreciation of the support and loyalty of the other members of the Authority—the unanimity of their vision and opinion to ensure the best for Welsh language public service broadcasting is a great comfort. What makes it all possible is the work of S4C's enthusiastic members of staff and the strong leadership of the Chief Executive. Adapting to a period of change is not easy. But that is what's been happening during the past year – and we are extremely grateful as an Authority to everyone who has played a part in the changes.

AELODAU AWDURDOD S4C

MEMBERS OF THE S4C AUTHORITY

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

John Walter Jones OBE
Cadeirydd
01/04/2006–
31/03/2010

Cyn was siŵl yn y Swyddfa Gymreig yw John, ac am yn agos i 25 mlynedd, bu ei brif gyfrifoldebau yn ymwnedd 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 Mudiad Ysgolion Meithrin. Mae'n aelod annibynnol o Ffowrwm Rhanddeiliaid Athrofa Prifysgol Cymru Caerdydd. Fe'i hurddwyd gyda'r Wisg Wen yn Eisteddfod Casnewydd 2004. Mae hefyd yn Gymrawd er Anrhyydedd Prifysgol Bangor. Cyn ei benodi yn Gadeirydd bu'n aelod o'r Awdurdod ers 01/09/2004.

Bill Davies
16/07/2007–
15/07/2011

Mae gan Bill dros 39 mlynedd o brofiad ym maes rheolaeth personel ac adnoddau dynol yng Nghymru. Ef oedd Cyfarwyddwr Personel Cyngor Gwynedd am dros 10 mlynedd, ac ar hyn o bryd ef yw Rheolwr Personel Gyrfa Cymru Gogledd Orllewin. Gweithiodd i Awdurdod Dŵr Cymru fel Rheolwr Personel dros Ogledd Cymru a chyn hynny roedd yn Swyddog Cysylltiadau Gweithwyr yng Ngwaith Dur Port Talbot. Mae Bill yn Aelod Lleyg yn Gynrychiolydd Cyflwynwyr ar y Gwasanaeth Tribiwnlys Cyflwynwyr, ac yn Asesyd Annibynnol i Gynulliad Cenedlaethol Cymru. Mae'n Aelod Siartredig o'r Sefydliad Siartredig Personel a Datblygiad. Roedd yn Gyfarwyddwr Anweithredol o Theatr Gwynedd ym Mangor nes i'r theatr gau ym mis Hydref 2008. Bill yw Cadeirydd Pwyllgor Personel a Chydubyddiaeth Awdurdod S4C.

Eira Davies
01/11/2001–
31/10/2009

Mae gan Eira flynyddoedd o brofiad eang ac amrywiol ym myd darlledu, addysg a busnes. Treuliodd ei gyrra gynnar fel athrawes a darlithydd cyn ymuno â'r cyfryngau fel cyfarwyddwr Champion FM a Radio'r Gwyliau, rhan o grŵp radio annibynnol gogledd Cymru, Marcher Sound. Bu'n aelod o Gomisiwn Richard fu'n gwerthuso pwerau Cynulliad Cenedlaethol Cymru, ac mae'n aelod o Fwrdd Corfforaethol Coleg Llandrillo. Eira yw Cadeirydd Pwyllgor Cynwys Awdurdod S4C.

Cenwyn Edwards
16/07/2007–
15/07/2011

Mae Cenwyn wedi dal nifer o swyddi uwch yn HTV gan gynnwys Rheolwr Rhaglenni Ffeithiol, Rheolwr Cynrychiadau Gogledd Cymru a Phennaeth Materion Cyfoes. Dechreuodd ei yrfa fel gohebydd newyddion a newyddiadurwr gweledyddol. Ar ôl 20 mlynedd yn HTV symudodd i S4C fel Pennaeth Cyd-gynhyrchu a Golygydd Comisiyny Ffeithiol gyda chyfrifoldeb gweithredol dros S4C2 a materion gweledyddol. Yn fwy diweddar bu'n Gyfarwyddwr Teledu gyda Grŵp cwmniau Tinopolis ac arweiniodd ddatblygiad strategol y cwmni, gan ymgorffori cynhyrchu teledu, gweithgaredau rhyngweithiol a chyfryngau newydd. Ar hyn o bryd mae'n gweithredu fel Ymgynghorydd Cyfryngau ar gyd-gynrychiadau rhngwladol. Mae Cenwyn yn aelod o Bwyllgorau Archwilio a Rheoli Risg a Personel a Chydubyddiaeth Awdurdod S4C.

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

John Walter Jones OBE
Chair
01/04/2006–
31/03/2010

John previously worked as a civil servant in the Welsh Office and for nearly 25 years his main responsibilities related to 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 Viewers' Panel on digital switchover. He actively supports the Welsh nursery movement, Mudiad Ysgolion Meithrin. He is an independent member of the University of Wales Institute Cardiff Stakeholder Forum. He was admitted as a member of the Gorsedd at the 2004 Newport Eisteddfod. He is also a Fellow of Bangor University. Before his appointment as Chair, John was a member of the Authority from 01/09/2004.

Bill Davies
16/07/2007–
15/07/2011

Bill has over 39 years experience of personnel and human resources management in Wales. He was Director of Personnel at Gwynedd County Council for over ten years, and is currently Personnel Manager at Careers Wales North West. Previously, Bill worked for the Welsh Water Authority as Divisional Personnel Manager for North Wales, and before that, he was an Employee Relations Officer at the British Steel Corporation in Port Talbot. Bill is a Lay Member as an Employer Representative at the Employment Tribunals Service and an Independent Assessor for the Welsh Assembly Government. He is a Chartered Member of the Chartered Institute of Personnel and Development. He was a Non-Executive Director of Theatre Gwynedd in Bangor until the theatre closed in October 2008. Bill is Chair of the S4C Authority Personnel and Remuneration Committee.

Eira Davies
01/11/2001–
31/10/2009

Eira has worked in both the public and private sectors and has wide experience in broadcasting, education and business. She spent her early career as a teacher and lecturer before moving to broadcasting where she became a director of Champion FM and Coast FM, part of the north Wales independent radio group, Marcher Sound. She was a member of the Richard Commission which consulted on the powers of the National Assembly for Wales and is currently a member of the Corporation Board of Llandrillo College. Eira is Chair of the S4C Authority Content Committee.

Cenwyn Edwards
16/07/2007–
15/07/2011

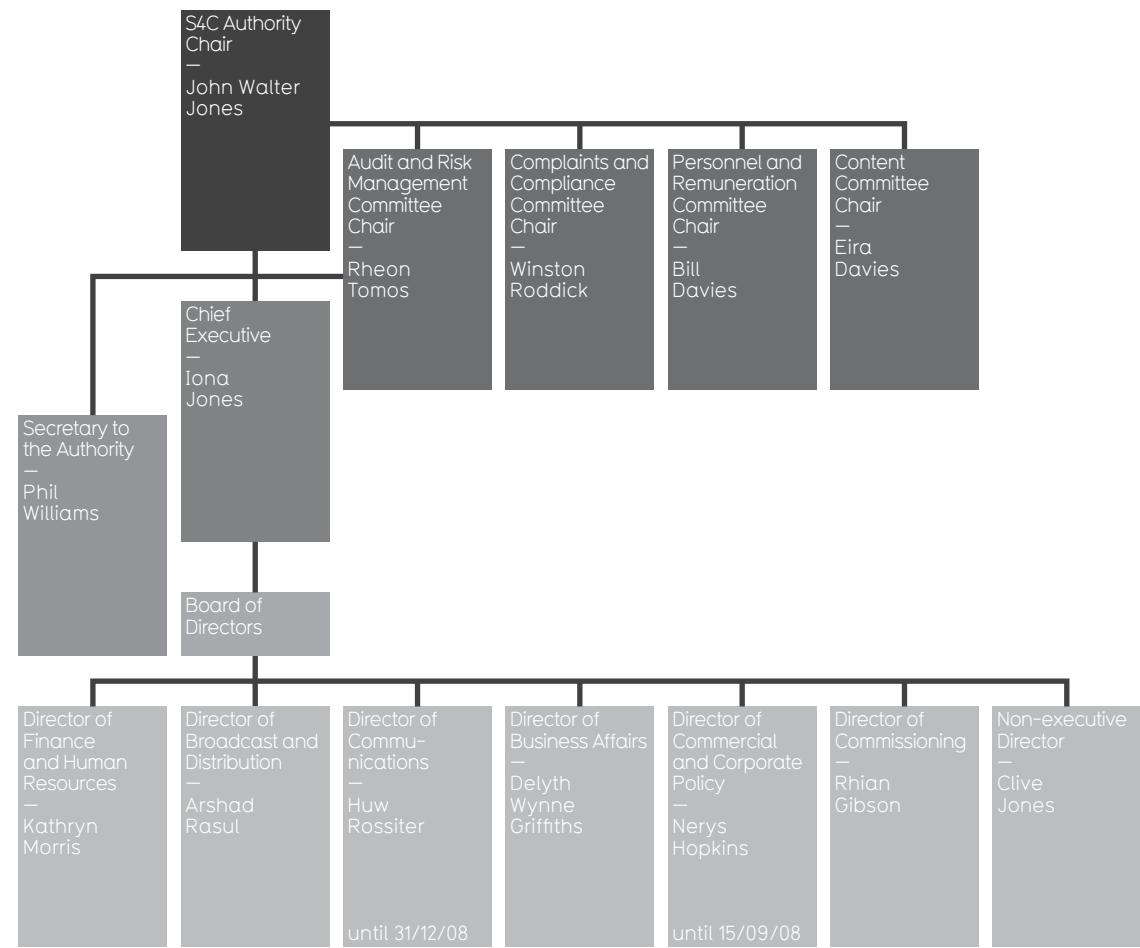
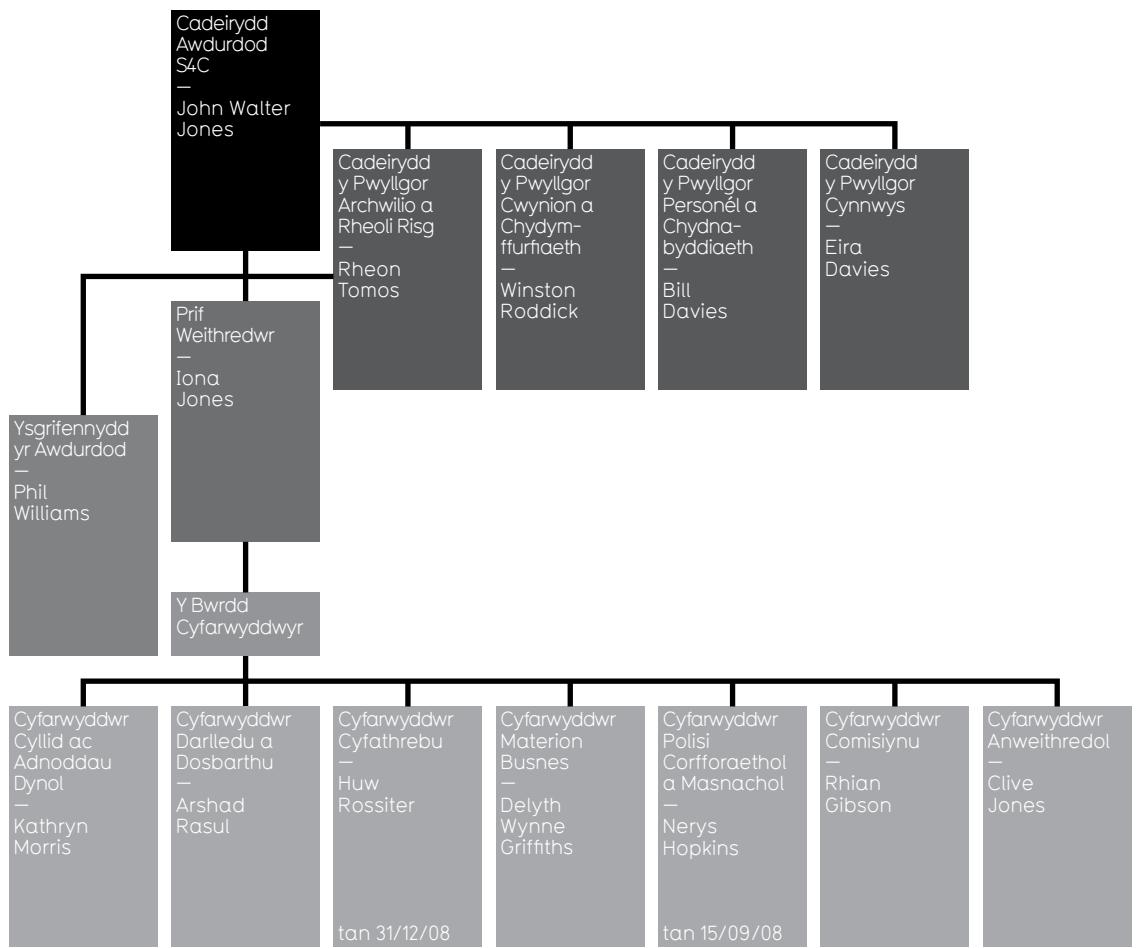
Cenwyn has held several senior roles in HTV including Controller of Factual Programmes, Controller North Wales Production and Head of Current Affairs. He started his career as a news reporter and political journalist. After more than 20 years at HTV, he moved to S4C where he was Head of Co-Production and Commissioning Editor Factual with executive responsibility for S4C2 and political affairs. More recently, he was Director of Television at Tinopolis Group of companies where he led the company's strategic development, incorporating television production, interactivity and new media. He now acts as a Media Consultant on international co-productions. Cenwyn is a member of the S4C Authority Audit and Risk Management Committee and the Personnel and Remuneration Committee.

Aelodau Awdurdod S4C (parhad)	Carys Howell 01/01/2003– 31/12/2008	Mae Carys yn ymgynghorydd cysylltiadau cyhoeddus a marchnata wedi'i lleoli yng Nghaerdydd. 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 gweithiodd ym myd teledu a radio yng Nghymru, Llundain a Dwyrain Anglia. Roedd Carys yn aelod o Bwylgorau Cwynion a Chydymffurfiaeth a Chynnwys Awdurdod S4C.
	Syr Roger Jones OBE 24/11/2003– 23/11/2011	Mae Syr Roger wedi sefydlu sawl busnes uwch-dechnoleg, gan gynnwys Penn Pharmaceuticals yn Nhredegar. Bu'n Gadeirydd Awdurdod Datblygu Cymru tan 31 Mawrth, 2006 a chyn hynny bu'n Llywodraethwr dros Gymru i'r BBC ac yn Gadeirydd Plant Mewn Angen. Mae'n Gadeirydd Bwrdd yr Ymddiriedolaeth Genedlaethol yng Nghymru, Cyfarwyddwr Buddsoddywr Mewn Pobl yng Nghymru ac mae'n Llywydd ar yr YMCA yng Nghymru. Mae hefyd yn cadeirio nifer o elusennau yng Nghymru sy'n ymneud ag iechyd, dirywad cymdeithasol a threftadaeth. Mae'n Gadeirydd y Cyngor ac yn Dairprwy Is Ganghellor Prifysgol Abertawe, ac yn Gadeirydd Sefydliad Coleg Crist, Aberhonddu. Mae Syr Roger yn aelod o Bwylgorau Personel a Chydabyddiaeth ac Archwilio a Rheoli Risg Awdurdod S4C.
	Dr Chris Llewelyn 01/11/01– 31/10/2009	Mae Chris yn Gyfarwyddwr Dysgu Gydol Oes, Hamdden a Chyfathrebu gyda Chymdeithas Llywodraeth 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, ac am gyfnod bu'n gweithio yn Sefydliad y Brifysgol Ewropeaidd yn Florence, Yr Eidal. Mae'n awdur nifer o gyhoeddiadau ym maes polisi cyhoeddus. Mae Chris yn aelod o Bwylgorau Cwynion a Chydymffurfiaeth a Chynnwys Awdurdod S4C.
	Winston Roddick CB QC 01/09/2004– 31/08/2012	Mae Winston yn gweithio fel bargyfreithiwr, ac fe'i penodwyd yn Gwnsler y Frenhines yn 1986. Mae ar hyn o bryd yn Arweinydd Cylchdaith Cymru a Chaer. Cafodd ei benodi yn Gwnsler Cyffredinol, Cynulliad Cenedlaethol Cymru yn 1998 am gyfnod o bum mlynedd a chafodd ei anrhodeddu fel Cymrawd Urdd y Baddon (CB) ac fel aelod o'r Orsedd yn 2004. Mae'n Gymrawd ac Is-Lwydd, Prifysgol Aberystwyth. Bu'n aelod o'r Comisiwn Teledu Annibynnol (ITC) am gyfnod cyn ei benodi i'r Cynulliad. Winston yw Cadeirydd Pwyllgor Cwynion a Chydymffurfiaeth Awdurdod S4C.
Rheon Tomos 20/11/2006– 19/11/2010		Mae gan Rheon gefndir ym myd cyfrifeg a rheolaeth ariannol gyda chymwysterau CPFA. Mae ganddo brofiad ariannol yn y sector gyhoeddus a phrifat ac mae wedi bod yn gysylltiedig am flynyddoedd gyda nifer o fyrrdau a phwylgorau archwilio, gan gynnwys cyfnod tra'n gweithio fel Cyfarwyddwr i gwmni Deloitte & Touche LLP. Yn 2005 sefydlodd gwmni ymgynghori ar gyfer nifer craidd o gwsmeriaid ar reolaeth ariannol ac aseiniadau trefn lywodraethol. Ar hyn o bryd mae'n Gadeirydd CIPFA yn Ne Cymru ac yn aelod o Gyngor Rhanbarthol y Sefydliad. Mae'n Drysorydd Urdd Gobaith Cymru. Rheon yw Cadeirydd Pwyllgor Archwilio a Rheoli Risg Awdurdod S4C.

Members of the S4C Authority (continued)	Carys Howell 01/01/2003– 31/12/2008	Carys is a communications and marketing consultant based in Cardiff. Previously, she worked for the National Trust in Wales in marketing and public relations, based in Llandudno and Cardiff. After graduating she joined the BBC where she worked in television and radio in Wales, London and East Anglia. Carys was a member of the S4C Authority Complaints and Compliance Committee and the Content Committee.
	Sir Roger Jones OBE 24/11/2003– 23/11/2011	Sir Roger has established several high-technology businesses including Penn Pharmaceuticals in Tredegar. He was previously the Chair of the Welsh Development Agency until 31 March 2006 and was formerly the BBC National Governor for Wales and Chair of Children in Need. He chairs the National Trust's Committee for Wales and is President of the YMCA in Wales. He also chairs numerous Welsh charities in the fields of health, social disadvantage and heritage. He chairs the Council and is Pro Chancellor of Swansea University and is currently Chairman of the Christ College Foundation, Brecon. Sir Roger is a member of the S4C Authority Personnel and Remuneration Committee and the Audit and Risk Management Committee.
	Dr Chris Llewelyn 01/11/01– 31/10/2009	Chris is Director of Lifelong Learning, Leisure and Communications 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 S4C Authority Complaints and Compliance Committee and the Content Committee.
	Winston Roddick CB QC 01/09/2004– 31/08/2012	Winston is a practicing barrister and was appointed Queen's Counsel in 1986. He is currently Leader of the Wales and Chester Circuit. He was appointed Counsel General to 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 admitted as a member of the Gorsedd of the National Eisteddfod in 2004. He is a Fellow and Vice-President of Aberystwyth University. He was a member of the Independent Television Commission (ITC) for a period prior to his appointment to the National Assembly. He is Chair of the S4C Authority Complaints and Compliance Committee.
Rheon Tomos 20/11/2006– 19/11/2010		Rheon has a background in Accounting and Financial Management and is CPFA qualified. Rheon has both public and private sector financial experience and has been associated over many years with a range of boards and audit committees, including a period whilst working as a Director for Deloitte & Touche LLP. In 2005 he set up his own consultancy working for a number of core clients on financial management, efficiency agenda developments and governance assignments. He is currently Chair of CIPFA in South Wales and sits on the Institute's Regional Council. He is also Treasurer of Urdd Gobaith Cymru (Wales League of Youth). Rheon is Chair of the S4C Authority Audit and Risk Management Committee.

STRWYTHUR TREFNIADOL

ORGANISATIONAL STRUCTURE



RÔL AWDURDOD S4C

THE ROLE OF THE S4C AUTHORITY

Mae Awdurdod S4C yn gorff annibynnol sy'n gyfrifol am ddarparu gwasanaethau rhagleni teledu Cymraeg. Mae'r Awdurdod yn atebol am allawn S4C a rheolaeth gywir S4C. Caiff ei ddyletswyddau statudol eu neilltu iddo gan Ddeddf Cyfathrebiadau 2003 a Deddfau Darledu 1990 a 1996. Mae'r dyletswyddau hyn yn cynnwys paratoi Adroddiad a Chyfrifon Blynnyddol. Mae rolau allweddol yr Awdurdod yn cynnwys y canlynol:

goruchwyliau, cymeradwyo a chraffu rheolaeth gywir S4C;	sicrhau bod S4C yn darparu teledu S4C;	gweithredu fel corff cyhoeddus; gwasanaethau teledu S4C;	gweithredu fel rheolydd yngylch materion penodol.
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Cyfrifoldeb y Prif Weithredwr, swyddogion a staff S4C yw rheoli a chynnal S4C o ddydd i ddydd. Mae'r cyfrifoldeb hwn yn cynnwys darparu gwasanaethau teledu S4C. Nid yw'r Awdurdod yn ymwneud ag unrhyw benderfyniadau a wneir o ddydd i ddydd. Yn benodol, nid yw'n ymwneud ag unrhyw benderfyniadau comisynu neu benderfyniadau golygyddol. Mae'r arfer sefydledig hwn yn cynnal annibyniaeth yr Awdurdod, gan sicrhau ei fod yn cael ei gadw hyd braich o benderfyniadau a wneir gan y swyddogion, yn enwedig yngylch cynnwys rhagleni.

Ar hyn o bryd, mae S4C yn darparu tri phrif wasanaeth teledu.

Analog

Ar analog, cylch gwaith gwasanaeth cyhoeddus S4C yw darparu ystod eang o ragleni amrywiol ac o ansawdd uchel, mewn gwasanaeth lle mae cyfran sylweddol o'r rhagleni yn cynnwys rhagleni Cymraeg, ac mae'r rhagleni a ddarledir rhwng 18.00 a 22.00 bob dydd yn ystod yr wythnos yn rhagleni Cymraeg yn bennaf, ac mae'r rhagleni nad ydynt yn rhagleni Cymraeg fel arfer yn rhagleni sy'n cael eu darledu, sydd wedi cael eu darledu neu a fydd yn cael eu darledu ar Channel 4.

(Bydd hyn yn parhau nes bydd y gwasanaeth analog yn cael ei ddifodd yn 2009/2010).

S4C digidol

S4C digidol yw'n prif sianel deledu ddigidol. Y cylch gwaith gwasanaeth cyhoeddus presennol yw darparu ystod eang o ragleni amrywiol ac o ansawdd uchel mewn gwasanaeth lle mae cyfran sylweddol o'r rhagleni yn rhagleni Cymraeg. (Yn ddarostyngedig i orchymyn i'w wneud gan yr Ysgrifennydd Gwladol o dan adran 204(8) Deddf Cyfathrebiadau 2003, disgwyllir mai hwn fydd y prif wasanaeth pan fydd y gwasanaeth analog yn cael ei ddifodd yn 2009/2010 yn dilyn y newid i ddigidol).

S4C2

S4C2 yw'r gwasanaeth digidol a ddarperir gan S4C2 Cyf., is-gwmni i S4C, dan drwydded gan Ofcom. Ar hyn o bryd, mae'r drwydded yn caniatáu i S4C2 ddarledu rhagleni ffeithiol o/am Gynulliad Cenedlaethol Cymru ar y dyddiau ac ar yr amserau pan fo'r Cynulliad yn eistedd, ac i ddarledu rhagleni amrywiol o natur gwasanaeth cyhoeddus—gan gynnwys darlediadau o rai o brif ddigwyddiadau a gwyliau Cymru.

The S4C Authority is an independent body which is responsible for the provision of Welsh language television programme services. The Authority is accountable for S4C's output and the proper management of S4C. Its statutory duties are placed upon it by the Communications Act 2003 and the Broadcasting Acts of 1990 and 1996. These duties include the preparation of an Annual Report and Accounts. The key roles of the Authority include the following:

to oversee, approve and scrutinise the proper management of S4C;	to ensure that S4C provides S4C's television services;	to operate as a public body;	to act as a regulator on certain matters.
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It is the responsibility of S4C's Chief Executive, officers and staff to manage and maintain S4C on a day-to-day basis. This responsibility includes the provision of S4C's television 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 long established practice maintains the independence of the Authority and ensures that it remains at arm's length from decisions made by the executive, especially in relation to programme content.

S4C currently provides three main television services.

Analogue

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 18.00 and 22.00 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

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. (Subject to an order to be made by the Secretary of State under section 204(8) of the Communications Act 2003 it is expected that this will become the main service when the analogue service is switched off in 2009/2010 following digital switchover).

S4C2

S4C2 is the digital service provided by S4C2 Cyf., 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' main festivals and events.

ADRODDIAD Y PRIF WEITHREDWR CHIEF EXECUTIVE'S REPORT

BYDDWN YN CYRRAEDD CARREG
FILLTIR BWYSIG LLE BYDD ENW
S4C YN DYNODI GWASANAETH
CYFLAWN YN YR IAITH GYMRAEG
WE WILL REACH AN IMPORTANT
MILESTONE WHERE THE S4C NAME
WILL DENOTE A FULL SERVICE IN
THE WELSH LANGUAGE

Iona
Jones

Dyma'r Adroddiad Blynnyddol olaf i'w gyflwyno cyn i Gymru ac S4C ddechrau ar y trosglwyddiad i ddigidol. O fewn y misoedd nesaf byddwn yn cyrraedd carreg filttir bwysig wrth i wylwyr ddechrau mudo i fyd lle bydd enw S4C yn dynodi gwasanaeth cyflawn yn yr iaith Gymraeg.

Rydym wedi creu gwasanaeth o safon uchel mewn amrywiaeth o feysydd er mwyn gwneud yn fawr o'r cyfle i ddarparu cynnwys Cymraeg o fore gwyn tan nos. Mae yna werthfawrogiad cynyddol o'r hyn sydd ar gael i'w wyllo. Gyda dyfodiad gwasanaeth **Cyw** ym mis Mehefin 2008 fe roddwyd hwb sylwedol i amserlen y bore ac fe danlinellwyd cyfraniad S4C i ddarlledu gwasanaeth cyhoeddus i blant. Mae gan S4C uchelgais i fanteisio ymhellach ar ein rhagoriaeth yn y maes hwn.

Yn gyfleoedd â'r gwasanaeth teledu rydym wedi gweld cynnydd flwyddyn-ar-flwyddyn o 181% yn nifer y sesiynau gwylio ar wefan S4C gyda'r cyfanswm dros 1.6 miliwn am y flwyddyn. Mae'r darlun cyfansawdd o berfformiad ar deledu a'r defnydd o gynnwys ar y we yn galonogol ac yn cadarnhau perthnasedd darpariaeth S4C i gynulleidfaeodd o bob math ac ar bob llwyfan.

Iona
Jones

This Annual Report is the last to be presented before Wales and S4C begin the process of digital switchover. Within the next months we will reach an important milestone as viewers begin to migrate to a world where the S4C name will denote a full service in the Welsh language.

We have created a high quality service in a range of genres in order to make the most of the opportunity to provide Welsh content from morning until night. There is increasing appreciation of that which is available to view. With the advent of **Cyw** in June 2008 the morning schedule was given a significant boost and S4C's contribution to public service broadcasting for children was underlined. S4C has ambitions to further capitalise on our excellence in this genre.

Alongside the television service we have seen a year-on-year increase of 181% in the number of viewing sessions on S4C's website to a total of 1.6m for the year. The overall picture of performance on television and use of content on the web is encouraging and confirms the relevance of S4C's offering to audiences of all kinds and on all platforms.

ADRODDIAD Y PRIF WEITHREDWR CHIEF EXECUTIVE'S REPORT



**Adroddiad
Y Prif
Weithredwr
(parhad)**

Yn unol â'r amcan strategol o adnabod llwyfannau dosbarthu newydd, aed ati ar y cyd â Channel 4 i geisio am ofod i ddarledu S4C mewn Manylter Uwch ar deledu digidol daearol. Bu'r cais yn llwyddiant a bydd S4C MU ar gael yng Nghymru y flwyddyn nesaf. Yn ystod 2008, fe wnaed buddsoddiad masnachol yng nghwmni INUK sy'n arbenigo mewn Teledu drwy Brotocol y Rhyngrywd. Mae'r cwmni bellach wedi ei brynu gan Move Networks, gan gadarnhau ein gallu i fentro'n llwyddiannus ym maes cyfryngau digidol.

Fel eraill, mae'r dirywiad economaidd wedi effeithio ar S4C. Yn benodol, mae gwerth y gronfa lle buddsoddyd arian masnachol gan S4C wedi dirywio'n sylweddol. Y nod yw adfer ei werth cyn i unrhyw ddefnydd o'r arian gael ei ystyried.

Ers 1996 mae grant S4C wedi ei gysylltu â'r Mynegai Prisiau Manwerthu. Mae'r grant wedi amrywio o flwyddyn i flwyddyn yn unol â'r Mynegai ar gyfer y mis Tachwedd blaenorol. Gan fod y Mynegai wedi gostwng i 0% ac yn is, rydym yn wynebu sefyllfa lle y gallai'r gronfa gyhoeddus aros yn ei hunfan neu ostwng yn y blynnyddoedd nesaf. Mae proses adolygu a chynllunio manwl yn digwydd. O ystyried bod gorbenion yn is na 4.5% o'n holl wariant a lefelau staffio ar y lefel isaf ers 12 mlynedd, mi fydd y sefyllfa ariannol yn effeithio'n uniongyrchol ar y gyllideb sydd ar gael ar gyfer comisiynu cynnwys. O'r heriadau niferus sydd wedi wynebu S4C a'n partneriaid yn y sector annibynnol, y tebygrwydd yw mai'r her ariannol fydd y fwyaf eto.

**Chief
Executive's
Report
(continued)**

In line with our strategic aim of identifying new distribution platforms, we worked with Channel 4 to apply for capacity to broadcast S4C in High Definition on digital terrestrial television. The bid was successful and S4C HD will be available in Wales next year. During 2008, a commercial investment was made in INUK, a company specialising in Internet Protocol Television. The company has since been acquired by Move Networks, confirming our ability to enter successfully into the digital media field.

As with others, the economic downturn has affected S4C. In particular, there has been a significant decline in the value of the fund in which S4C invested commercial monies. The aim is to restore its value before any consideration is given to making use of the money.

Since 1996 S4C's grant has been linked to the Retail Prices Index. The grant has varied from year to year in line with the Index for the previous November. As RPI has fallen to 0% and lower, we face a situation where the public fund could be static or reduced over the next few years. A process of review and detailed planning is underway. Given that our overheads are less than 4.5% of total expenditure and staff levels are at their lowest for 12 years, the financial situation will have a direct impact on the budget available for commissioning content. Of the many challenges which have faced S4C and our partners in the independent sector, the likelihood is that the financial challenge will be the biggest yet.

LLUNIAU
BOB DYDD
PICTURE
DIARY



Y GWASANAETH RHAGLENNI THE PROGRAMME SERVICE

Cyflwyniad

Yn 2008 cymeradwyodd Awdurdod S4C Ddatganiad Polisi Rhagleni S4C ar gyfer y flwyddyn, ynghyd â'r Adolygiad o Ddatganiad Polisi Rhagleni 2007. Mae gan yr Awdurdod dyletswydd statudol i gymeradwyo'r datganiadau hyn. Gellir gweld y Datganiad a'r Adolygiad ar s4c.co.uk

Fe barhaodd Strategaeth Rhagleni S4C i gyflawni'r welledigaeth a ragoriaeth greadigol yn ystod 2008. Cafwyd dystiolaeth o hyn mewn cynnydd blwyddyn-ar-flwyddyn o 7% yn ffigurau gwyllo S4C yn ystod yr oriau brig yn 2008. Mae'r Awdurdod yn falch o nodi mai'r rhain yw ffigurau uchaf y Sianel yn ystod yr oriau brig ers 2002.

Ym mis Hydref, lansiwyd Strategaeth Cynnwys S4C. Mae'r Strategaeth hon yn adeiladu ar seiliau Strategaeth Rhagoriaeth Greadigol 2004 ac fe'i lluniwyd yn benodol ar gyfer y cyfnod sy'n pontio dechrau a diwedd y broses o newid i ddigidol.

Gwasanaethau i Blant

Roedd 2008 yn flwyddyn bwysig i S4C gyda lansio **Cyw**, y gwasanaeth newydd i blant oed meithrin. Ar 23 Mehefin, ymestynwyd darpariaeth feithrin S4C o un awr y dydd i chwe awr a hanner, pum diwrnod yr wythnos.

Cyflwynwyd nifer o gyfresi a chymeriadau newydd sbon yn ystod y flwyddyn gan gynnwys cyfres arobrynn ABC (Boomerang) sy'n cyflwyno plant i'r wyddor. Darlledwyd ail gyfres o'r animeiddiad poblogaidd **Holi Hana** (Calon), a enillodd wobrau Bafta Cymru a'r Wyl Cyfryngau Celtaidd yn 2008 am y rhaglen orau wedi'i hanimeiddio. Darlledwyd hefyd ail gyfres o **Meeses**, sef y cydgyrhyrchiad cyntaf yn y DU rhwng Al Jazeera, S4C a chwmni cynhyrchu **Meeses**, Cynhyrchiadau Ceidiog. Dyma hefyd oedd y rhaglen feithrin gyntaf i'w chynhyrchu mewn Manyloder Uwch ar gyfer S4C.

Un o elfennau canolog gwasanaeth **Cyw** oedd lansio gwefan ddwyieithog, gynhwysfawr sy'n cynnig ystod eang o weithgareddau difyr i blant oed meithrin a'u rhieni. Erbyn diwedd yr haf, roedd 22 o is-safleoedd yn ymwned â byd **Cyw** wedi'u lansio. Enillodd **Cyw** hefyd Wobr BAFTA Cymru yn y categori Cyfryngau Newydd: Ffilm neu Deledu.

Cyflwynwyd **Ffit 100%** (Cwmni Da) i hyrwyddo diddordeb a chyfranogiad ymhliith plant hŷn mewn amrywiaeth o chwaraeon. Roedd **Concro'r Cwm** (P.O.P.1.) yn her i dîm a oedd yn profi sgiliau cyfathrebu cyfranogwyr. Darlledwyd hefyd **Stamina** (Avanti) a **Chwa!** (Boomerang), rhagleni'n canolbwytio ar chwaraeon eithafol. Yn y cwis chwaraeon, **Pen Campau** (SMS), cafodd ysgolion o bob cwr o Gymru'r cyfle i brofi eu gwybodaeth am chwaraeon.

Roedd **Y Garej** (Fflic) yn gyfres arbenigol newydd sbon gyda ffocws ar geir a dyfeisiau. Nod y gyfres oedd rhoi'r cyfle i blant adolygu a defnyddio'r offer diweddgaraf. Bu ail gyfres **Atom** (Cwmni Da) a **Sioe Wyllt** (Aden) yn astudio byd gwyddoniaeth a natur. Roedd **Herio'r Ddraig** (Calon) yn rhaglen llawn sialensiau a darlledwyd hefyd gyfres newydd o **Stwfio** (Fflic), **Y Fet a Fi** (P.O.P.1.), **Popty** (Avanti) a **Hip neu Sgip** (Fflic).

Cafodd **Mosgito** (BBC Cymru), rhaglen gylchgrawn mewn stiwdio sy'n rhoi'r cyfle i wylwyr gyfrannu'n rheolaidd at y pynciau dan sylw, naill ai yn y stiwdio, ar leoliad neu drwy'r we, ei darlledu ddwywaith yr wythnos.

Er mwyn cryfhau'r ddarpariaeth i blant hŷn rhwng 18.00 a 19.00, newidiwyd patrwm darlledu **Uned 5** (Antena). Caiff y rhaglen ei darlledu bellach nos Fercher a nos Wener.

Introduction

In 2008 the S4C Authority approved S4C's Statement of Programme Policy for the year, together with the Review of the Statement of Programme Policy for 2007. The Authority has a statutory duty to approve these statements. The Statement and the Review can be found at s4c.co.uk

S4C's Programme Strategy continued to deliver the vision of creative excellence during 2008. This was evidenced by a year-on-year increase of 7% in S4C's viewing figures during peak hours in 2008. The Authority is pleased to note that these are the Channel's highest figures during peak hours since 2002.

In October, S4C's Content Strategy was launched. This Strategy builds on the 2004 Creative Excellence Strategy and was formed specifically for the period that bridges the beginning and the end of the digital switchover process.

Services for Children

2008 was a landmark year for S4C with the launch of **Cyw**, the new service for pre-school children. On June 23, S4C's nursery provision was extended from one hour a day to six and a half hours, five days a week.

A number of brand new series and characters were introduced during the year including the award-winning **ABC** (Boomerang) which introduces children to the alphabet. A second series of the popular animation **Holi Hana** (Calon), which won Bafta Cymru and Celtic Media Festival Awards in 2008 for the best animated programme, was screened. A second series of **Meeses** was also broadcast. This was the first UK co-production between Al Jazeera, S4C and the **Meeses**' production company, Cynhyrchiadau Ceidiog, and the first S4C nursery programme to be produced in High Definition.

An integral element of the **Cyw** service was the launch of a comprehensive, bilingual website which offers a wide range of entertaining activities for pre-school children and their parents. By the end of the summer 22 macro-sites exploring **Cyw**'s world had been launched. **Cyw** also won a BAFTA Cymru Award in the category of New Media: Film or Television.

Ffit 100% (Cwmni Da) was introduced to promote interest and participation in a range of sports amongst older children. **Concro'r Cwm** (P.O.P.1.) was a team-based challenge which tested competitors' communications skills. **Stamina** (Avanti) and **Chwa!** (Boomerang), programmes focusing on extreme sports, were also broadcast. In the sports quiz, **Pen Campau** (SMS), schools from all over Wales had the opportunity to test their sports knowledge.

Y Garej (Fflic) was a brand new specialist series focusing on cars and gadgets. The series aimed to provide children with the opportunity to review and use the latest equipment. A second series of **Atom** (Cwmni Da) and **Sioe Wyllt** (Aden) looked at the world of science and nature. **Herio'r Ddraig** (Calon) was a programme full of challenges and new series of **Stwfio** (Fflic), **Y Fet a Fi** (P.O.P.1.), **Popty** (Avanti) and **Hip neu Sgip** (Fflic) were also broadcast.

Mosgito (BBC Cymru), a studio-based magazine programme which gave viewers the opportunity to contribute regularly to topics being discussed, either in the studio, on location or via the web, was broadcast twice a week.

In order to strengthen the provision for older children between 18.00 and 19.00 changes were introduced to the transmission pattern of **Uned 5** (Antena). The programme is now screened on Wednesday and Friday evenings.

Digwyddiadau Roedd 2008 yn flwyddyn bwysig arall i ddarlledu digwyddiadau ar S4C. Cadarnhaodd gwaith ymchwil fod pobl yn ystyried mai S4C yw'r brif sianel ar gyfer digwyddiadau yng Nghymru. Mae digwyddiadau'n ffordd bwysig o ddenu gwylwyr at y Sianel.

Eleni eto rhoddwyd sylw cynhwysfawr i **Sioe Frenhinol Cymru** (Boomerang/ITV Cymru) ar y teledu ac ar y we. Darlledwyd rhagleni amrywiol o'r **Ffair Aeaf** yn ystod y dydd ac yn yr oriau brig.

Darlledwyd 110 awr o **Eisteddfod Genedlaethol yr Urdd** (Hanner: Hanner) yn Sir Conwy. Roedd deunydd helaeth a chynhwysfawr hefyd ar gael ar y we, gan gynnwys canlyniadau rheolaidd o'r rhagbrofion a chystadlaethau'r llwyfan. Llwyddodd rhagleni byw ac uchafbwyntiau o **Eisteddfod Genedlaethol Caerdydd a'r Cylch** (BBC Cymru) i gyflawni 5% o gynnydd mewn cyrhaeddiad gan wylwyr unigol, o 404,000 yn 2007 i 424,000 yn 2008. Unwaith eto, **Eisteddfod Gerddorol Ryngwladol Llangollen** (Rondo) oedd un o ddigwyddiadau cerddorol pwysicaf yr haf ar S4C.

Darlledwyd tair rhaglen o **Wyl Jazz Aberhonddu** (Indus). Cyfrannodd y rhain yn helaeth at ystod eang o ragleni cerddoriaeth S4C. Cynhalwyd nawfed **Gŵyl y Faenol** (BBC Cymru) ym mis Awst gyda Bryn Terfel a llu o westeon. Ni lwyddodd rhagleni'r wyl i ddenu'r un ffigurau gwyltio â blynnyddoedd blaenorol.

Ym mis Tachwedd, darlledwyd dros wyth awr o gystadlaethau o'r **Wyl Gerdd Dant** (Avanti) o Theatr y Paifilwn yn y Rhyl. Darlledwyd hefyd rifyn arbennig o'r gystadleuaeth farffoniaeth **Talwrn y Beirdd** (Avanti) o Gastell Rhuthun yn rhan o'r sylw i'r wyl.

Darlledwyd cystadleuaeth **Cân i Gymru** (Avanti) eto yn 2008. Gwnaethpwyd gwaith pellach i foderneiddio fformat y gystadleuaeth, a gwelwyd cynnydd parhaus yn y ffigurau ers 2006.

Events

2008 was another important year for events coverage on S4C. Research confirmed that S4C is regarded as the main channel for events in Wales. Events are an important means of attracting viewers to the Channel.

This year again comprehensive coverage of the Royal Welsh Agricultural Show, **Sioe Frenhinol Cymru** (Boomerang/ITV Cymru) was broadcast, both on television and on the web. Additional programmes from the Winter Fair, **Y Ffair Aeaf**, were broadcast during the day and in peak hours.

110 hours were broadcast from the Sir Conwy Urdd National Eisteddfod in **Eisteddfod Genedlaethol yr Urdd** (Hanner: Hanner). Extensive and comprehensive footage was also made available on the web, including regular updates and results from the preliminary rounds and stage competitions. Live programmes and highlights from the Cardiff and District National Eisteddfod in **Eisteddfod Genedlaethol Caerdydd a'r Cylch** (BBC Cymru) delivered an increase in reach of 5% by individual viewers from 404,000 in 2007 to 424,000 in 2008. Once again, **Eisteddfod Gerddorol Ryngwladol Llangollen**, the Llangollen International Musical Eisteddfod (Rondo) was one of the landmark musical events of the summer on S4C.

Three programmes were broadcast from Brecon Jazz, **Gŵyl Jazz Aberhonddu** (Indus). These contributed greatly towards the broad range of music programmes on S4C. The ninth **Gŵyl y Faenol** (BBC Cymru) festival was held in August with Bryn Terfel and a host of guests. Programmes from the festival didn't succeed in attracting the same number of viewing figures as in previous years.

In November, over eight hours of competitions were broadcast from the **Gŵyl Cerdd Dant** music festival (Avanti) from the Pavilion Theatre in Rhyl. A special edition of poetry competition **Talwrn y Beirdd** (Avanti) from Rhuthin Castle was also broadcast as part of the festival coverage.

The **Cân i Gymru**, Song for Wales (Avanti) competition was broadcast again in 2008. Further work was done to modernise the competition's format, and figures showed a continuous increase since 2006.

Chwaraeon

Roedd llwyddiant tîm rygbi Cymru wrth ennill teitl y Gamp Lawn ym Mhencampwriaeth y Chwe Gwlad yn uchafbwynt mawr ar y sgrîn. Rhoddwyd sylw helaeth iddo gan Y Clwb Rygbi (BBC Cymru) a darlledwyd y cyngerdd dathlu, **Cyngerdd Grand Slam** (WRU/Avanti).

Yn unol â'r Cyflun Rhagleni a gytunwyd gan S4C a'r BBC o dan y Bartheriaeth Strategol, bu BBC Cymru yn rhoi sylw i gystadlaethau Cynghrair Magners, Uwchgynghrair y Principality a Chwpan Konica Minolta. Cyfrannodd y rhagleni hyn yn sylweddol at gyrraedd S4C gyda 36 o ragleni'n cyrraedd mwy na chan mil o wylwyr. (Mae'r hawlau yn perthyn ar y cyd i S4C a'r BBC).

Ym mis Medi 2008, cyflwynwyd trac sain Saesneg drwy'r botwm coch ar gyfer gemau lle bo hawlau'n caniatáu, i ychwanegu at apêl a hygyrchedd S4C i bobl ddi-Gymraeg.

Yn ystod haf 2008, sicrhodd S4C hawlau i Bencampwriaeth IRB Ieuenciad y Byd a dangoswyd uchafbwyntiau taith y tîm cenedlaethol i Dde Affrica hefyd yn ystod y cyfnod hwn.

Yn y byd pêl-droed, sicrhodd S4C yr hawlau i Uwchgynghrair Cymru y Principality, Cwpan Cymru ynghyd ag uchafbwyntiau o gemau cartref Cymru. O ganlyniad, datblygwyd brand llwyddiannus **Sgorio** (Rondo) i amlinellu'r holl ymdriniaeth â phêl-droed.

Cyn Cwpan Ryder 2010 sydd i'w gynnwl yng Ngwesty'r Celtic Manor ger Casnewydd, lansiwyd cyfres newydd, **Golfio** (Indus) a oedd yn cyfuno chwarae cystadleuol a hamdden, ar lefel ryngwladol a lleol.

Yn ogystal, rhoddwyd sylw i **Marathon Eryri** (Cwmni Da), **Ras yr Wyddfa** (Cwmni Da) a **Pencampwriaeth Treialon Cŵn Defaid y Byd** (Telesgôp) yn rhan o strategaeth S4C i adlewyrchu amrywiaeth o ddigwyddiadau chwaraeon yng Nghymru.

Ni chafodd y gyfres rasio harnes **Rasus** (Apollo) na rasio pwnt-i-bwynt yn **Rasus ar Garlam** (Boomerang) yr un llwyddiant â blynyddoedd blaenorol o ran ffigurau gwyllo ac ymateb cynulleidfa.

Roedd **Raliô** (P.O.P.1.) yn dangos arwy Pencampwriaeth Raliô'r Byd ac fe'i darlledwyd bob nos o Rali GB Cymru.

Sports

The success of Wales' rugby team in winning the Grand Slam title in the Six Nations Championship was a major on-screen highlight. Extensive coverage was provided by Y Clwb Rygbi (BBC Cymru) and the celebration concert was broadcast in **Cyngerdd Gland Slam** (WRU/Avanti).

In accordance with the Programme Plan agreed between S4C and the BBC under the Strategic Partnership, BBC Cymru provided coverage of the Magners League, the Principality Premiership and the Konica Minolta Cup competitions. These programmes contributed significantly to S4C's reach, with 36 programmes achieving a reach of over a hundred thousand viewers. (Rights for the competitions are held jointly by S4C and the BBC).

In September 2008, an English sound track was introduced via the red button for games where rights permitted, to enhance the appeal and accessibility of S4C to non-Welsh Speakers.

During the summer of 2008, S4C secured rights to the IRB Junior World Championship and highlights of the national team's tour to South Africa were also shown during this period.

In football, S4C secured the rights to the Principality Welsh Premier League and the Welsh Cup, together with highlights from Wales' home games. As a result, the successful **Sgorio** (Rondo) brand was developed to encompass all football coverage.

In advance of the 2010 Ryder Cup to be held at the Celtic Manor Resort near Newport, a new series, **Golfio** (Indus) which combined both competitive and recreational play, on an international and local level, was launched.

In addition, the Snowdonia Marathon, **Marathon Eryri** (Cwmni Da), the Snowdon Race, **Ras yr Wyddfa** (Cwmni Da) and the World Championship Sheep Dog Trials, **Pencampwriaeth Treialon Cŵn Defaid y Byd** (Telesgôp) were covered as part of S4C's strategy to reflect a variety of sporting events in Wales.

Harness racing series **Rasus** (Apollo) and point-to-point racing in **Rasus ar Garlam** (Boomerang) did not enjoy the same success as in previous years in terms of viewing figures and audience response.

Raliô, (P.O.P.1.) with coverage of the World Rallying Championship, was broadcast each evening from Wales Rally GB.

**Newyddion
a Materion
Cyfoes**

Mae rhaglen **Newyddion** (BBC Cymru) bob nos a'r bwletinau **Newyddion** yn rhan o'r Bartneriaeth Strategol rhwng S4C a'r BBC. Darlledwyd dros 230 awr o raglenni newyddion yn ystod yr oriau iaith Gymraeg, gyda mwy na 175 o oriau yn ystod yr oriau brig. Er mwyn sicrhau lluosogwrwydd llais yn ein darpariaeth materion cyfoes, comisiynwyd dros 60 awr o raglenni o amrywiaeth o gynhyrchwyr.

Teithiodd **Pawb a'i Farn** (BBC Cymru) i nifer o ardaloedd yng Nghymru ac i Lerpwl i nodi blwyddyn y ddinas yn Brifddinas Diwylliant Ewrop. Rhoddyd y cyfle i'r cyhoedd gyfrannu at drafodaeth fywiog wythnosol yng nghwmni Dewi Llwyd. Bu **Taro 9** (BBC Cymru) yn canolbwyntio ar bynciau fel y dirwasgiad a cherddoriaeth gyfoes. O'r Senedd yng Nghaerdydd, bu cyflwynwyr **CF99** (BBC Cymru) yn herio ac yn cyfweld â gwleidyddion a gwestion eraill. Yn ogystal, darparodd y BBC raglen newyddion i blant, **Ffeil** a chrynodeb newyddion wythnosol i ddysgwyr, **Yr Wythnos**.

Cynhyrchodd tîm **Y Byd ar Bedwar** (ITV Cymru) 22 o rifynnau gan ganolbwytio ar faterion cyfoes yng Nghymru ac yn rhywgladol. Yn ogystal â'r raglenni arferol yn benodol i S4C digidol, darparodd tîm **Hacio** (ITV Cymru) bedair raglen hanner awr i'r gwasanaeth analog. Mewn rhaglen arbennig ar Etholiad America, teithiodd Dewi Llwyd ar draws yr Unol Daleithiau, o Cardiff yng Nghalifornia i Bangor yn Maine (BBC Cymru).

Ffeithiol

Roedd thema amgylcheddol 'werdd' yn perthyn i lawer o raglenni S4C yn ystod 2008.

Natur Cymru (Aden) gydag Iolo Williams oedd y gyntaf a'r mwyaf llwyddiannus o ran cynulleidfa. Roedd gwefan ddeniadol ac arloesol yn cefnogi'r gyfres. Rhaglen ymgrychu â synnwyr digrifwch oedd **Popeth yn Wyrdd** (Cwmni Da). Roedd **Yr Afon** (Greenbay) yn gydgyrhychiad Manylder Uwch rhywgladol yn dilyn chwech o brif afonydd y byd. Daeth y prosiect 'gwyrrad' i ben gyda **Dyfroedd Dyfnion**, raglen ddogfen BBC Cymru ar ddyfodol y blaned. Bu rhifyn arbennig o **Pawb a'i Farn** (BBC Cymru) hefyd yn trafod y cwestiynau caled a godwyd yn y tymor o raglenni 'gwyrrad'.

Yn ogystal â raglenni dydd Llun i ddydd iau, estynnwyd cyfres gylchgrawn **Wedi 7** (Tinopolis) yn ystod 2008 a chyflwynwyd pennod bellach bob nos Wener. Parhaodd ei chwaer-raglen, **Wedi 3** (Tinopolis), i apelio at gynulleidfaedd ledled Cymru, gyda chynnydd o 33% yn ei chynulleidfa ers 2007. Mae'r raglenni hefyd wedi datblygu eu darpariaeth o ogledd Cymru.

Parhaodd **O'r Galon** i fod yn uchelfan ffeithiol gan ddenu cynulleidfa i amrywiaeth o bynciau gan gynnwys gordewdra a chanser y fron. Bu cyfres **Wynebau Newydd** hefyd yn ymdrin â phynciau pwerus, gan gynnwys Dringo i'r Eitha' (Cwmni Da), proffil seicolegol arobryn o'r dringwr ifanc disglaer Ioan Doyle. Ysgogodd un bennod o **O Flaen dy Lygaid** (BBC Cymru) ddadl ar y pwnc 'Ai Celt ydw i?'. Ymhlið raglenni dogfen unigol eraill oedd **Poncho Mamgu** (Trac Record), **Jennie** (Cambrensis), **Teulu T Glynn** (Aden) a **Lawrence o Arabia** (Alfresco). Ar ddiwedd y flwyddyn, darlledwyd **Lleisiau'r Rhyfel Mawr** (Cwmni Da), cyfres bedair rhan yn nodi 90 mlynedd ers y Cadoediad ym 1918.

Roedd **Y Groes** (Element) yn gasgliad o ffilmiau byrion a ddar�ledwyd dros y Pasg, yn ogystal â rhaglen ddogfen unigol a aeth ar drywydd hanes y groes mewn celf. Cydgynhyrchiad oedd **Côd Cristnogaeth** (Tile) aeth ati i egluro tarddiad ac ystyr symbolau Cristnogol. Yn ystod y cyfnod yn nesâu at y Nadolig, darlledwyd **Taith y Tad Deiniol** (Pixel), siwrnai a ddilynodd lwybr ysbyryol yr Eglwys Unionged.

Mae ymdrin â Chymru wledig yn rhan hanfodol o ddarpariaeth S4C a pharhaodd **Cefn Gwlad** (ITV Cymru) ymhlið raglenni mwyaf poblogaidd S4C. Cynyddodd cynulleidfa **Fermio** (Telesgôp) 18% yn 2008 o gymharu â 2007.

**News and
Current
Affairs**

The nightly **Newyddion** (BBC Cymru) news programme and **Newyddion** bulletins form part of the Strategic Partnership between S4C and the BBC. Over 230 hours of news programming were broadcast during Welsh language hours, with over 175 hours during peak hours. In order to ensure a plurality of voices in our current affairs provision, over 60 hours of programming were commissioned from a variety of producers.

Pawb a'i Farn (BBC Cymru) travelled to different areas of Wales and to Liverpool to mark the city's year as European Capital of Culture. Members of the public contributed to the week's topical discussion hosted by Dewi Llwyd. **Taro 9** (BBC Cymru) focused on a range of subjects, from the recession to contemporary music. From the Senedd in Cardiff, **CF99** (BBC Cymru) interviewed and challenged politicians and other guests. In addition, the BBC provided children's news programme **Ffeil** and a weekly news round-up for learners, **Yr Wythnos**.

The **Y Byd ar Bedwar** (ITV Cymru) team produced 22 editions concentrating on Welsh and international current affairs. In addition to the usual programmes specific to S4C digidol, the **Hacio** (ITV Cymru) team provided four half-hour programmes for the analogue service. In a special programme on the American Election, Dewi Llwyd travelled across the States, from Cardiff in California to Bangor in Maine (BBC Cymru).

Factual

There was a 'green' environmental theme to many of S4C's programmes during 2008.

Natur Cymru (Aden) with Iolo Williams was the first and most successful in terms of audience. An attractive and innovative website supported the series. **Popeth yn Wyrdd** (Cwmni Da) was a campaigning programme with a sense of humour. **Yr Afon** (Greenbay) was an international High Definition co-production following six of the world's major rivers. The 'green' project came to an end with **Dyfroedd Dyfnion**, a documentary by BBC Cymru on the future of the planet. A special episode of **Pawb a'i Farn** (BBC Cymru) also discussed the tough questions raised in the 'green' season of programmes.

In addition to the Monday to Thursday programmes, magazine series **Wedi 7** (Tinopolis) was extended during 2008 and a further episode was introduced on Friday evenings. Its sister programme, **Wedi 3** (Tinopolis) continued to appeal to audiences across Wales, with an increase of 33% in its audience since 2007. The programmes have also developed their provision from north Wales.

O'r Galon continued to be a factual landmark attracting an audience to a variety of subjects including obesity and breast cancer. The **Wynebau Newydd** series also dealt with hard-hitting subjects, including the award-winning **Dringo i'r Eitha'** (Cwmni Da), a psychological profile of the bright young climber Ioan Doyle. One episode of **O Flaen dy Lygaid** (BBC Cymru) sparked a debate on the subject 'Am I a Celt?'. Other one-off documentaries broadcast included **Poncho Mam-gu** (Trac Record), **Jennie** (Cambrensis), **Teulu T Glynn** (Aden) and **Lawrence o Arabia** (Alfresco). At the end of the year **Lleisiau'r Rhyfel Mawr**, (Cwmni Da) a four-part series marking the 90th anniversary of the Armistice in 1918 was broadcast.

Y Groes (Element) was a collection of short films broadcast over the Easter period, as well as a one-off documentary which followed the history of the cross in art. **Côd Cristnogaeth** (Tile) was a co-production which set about explaining the origin and meaning of Christian symbols. During the period leading up to Christmas **Taith y Tad Deiniol** (Pixel), a journey that followed the spiritual path of the Orthodox Church, was broadcast.

Coverage of rural Wales is an essential part of S4C's provision and **Cefn Gwlad** (ITV Cymru) continued to be one of S4C's most popular programmes. The audience for **Fermio** (Telesgôp) increased by 18% in 2008 compared to 2007.

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Cerddoriaeth a Diwylliant Ar gyfer ail gyfres cystadleuaeth corau rygbi **Codi Canu** (Alfresco), daeth pumed cŵr o'r gogledd i ymuno â chorau'r Scarlets, y Gweilch, y Dreigiau a'r Gleision, a'r cŵr hwnnw, Cŵr y Gogledd, a enillodd y gystadleuaeth yn y pen draw. Cynyddodd y ffigurau gwyliau 31% ers cyfres 2007. Roedd y wefan hefyd yn rhan annodol o'r gystadleuaeth. Roedd yn cynnwys adnoddau canu ac yn fod i gystadleuwr ryngweithio.

Bu Dechrau Canu Dechrau Canmol (Avanti) yn ymweld â nifer o wahanol leoliadau a pharhaodd y cyfuniad o ganu cynulleidfaol a pherfformiadau unigol o safon eithriadol gan Rebecca Evans, Elin Manahan Thomas a Katherine Jenkins a'u tebyg. Darlledwyd hefyd raglen arbennig am emynau William Williams, Pantycelyn. Roedd ffigurau gwyliau'r gyfres yn gyson uchel.

Eleni, cynhaliwyd cystadleuaeth **Ysgoloriaeth Bryn Terfel** (Hanner:Hanner) yn y Stiwt, Rhosllannerchrugog. Yn wahanol i flynyddoedd blaenorol, darlledwyd dwy raglen hanner awr yn cyfuno tri pherfformiwr ym mhob pennod. Gwnaeth hyn hefyd gynyddu'r ffigurau gwyliau.

Carolau o Langollen (Rondo) yw un o ragleni cerddorol mwyaf poblogaidd S4C yn ystod y Nadolig bob blwyddyn. Darlledwyd dwy gyngerdd o'r Eisteddfod Genedlaethol yng Nghaerdydd dros y Nadolig, sef **Cyngerdd yr C Ffactor** (BBC Cymru) a **Cyngerdd Grav - Yma o hyd** (BBC Cymru), teyrned i'r arwr cenedlaethol, Ray Gravell. Ar Noswyl y Nadolig, darlledwyd Cyngerdd Gala arbennig o Ganolfan y Mileniwm yng Nghaerdydd i ddathlu deunawfed pen-blwydd ysgol berfformio Glanaethwy yn **Ysgol Glanaethwy yn 18 oed** (Rondo). Denodd pob cyngerdd gynulleidfa sylwedol ac eang.

Er mwyn cryfhau'r amrywiaeth o ragleni cerddoriaeth, darlledwyd perfformiad o gynhyrchiad Opera Cenedlaethol Cymru o **Falstaff** (Rondo) o Ganolfan y Mileniwm yn ystod y Pasg. Bu Bryn Terfel yn serennu yn y brif rôl a Rhys Meirion yn chwarae rhan Fenton. Cafodd y cynhyrchiad gymeradwyaeth genedlaethol a rhyngwladol.

Croesawodd raglen gelfyddydau S4C, **Y Sioe Gelf** (Cwmni Da), Lisa Gwilym yn gyflwynydd newydd yn 2008. O'r rhagleni arbennig yn canolbwytio ar bynciau unigol a ddarlledwyd yn rhan o'r gyfres, y bennod a fu'n olrhain hanes y paentiad eiconig, **Salem**, a ddathlodd ei ganmlwyddiant yn 2008, oedd y mwyaf poblogaidd.

Er mwyn ymestyn sylw'r Sianel i'r bandiau a'r perfformwyr mwyaf poblogaidd ym myd cerddoriaeth gyfoes Gymraeg, o fandiau gwerin i fandiau roc a phop, cyflwynwyd cyfres newydd sbon o'r enw **Nodyn** (Boomerang) i'r amserlen. Cyflwynwyd y rhaglen gan y gantores, Elin Fflur. Mae gan **Nodyn** fformat mwy poblogaidd a chynhwysol na chyfres **Bandit** (Boomerang), yr oedd ei ffigurau gwyliau wedi gostwng dros yr ychydig flynyddoedd diwethaf.

Music and Culture

For the second series of rugby choir competition **Codi Canu** (Alfresco), the Scarlets, Ospreys, Dragons and Blues choirs were joined by a fifth choir from the north, and that choir, Cŵr y Gogledd, went on to win the competition. Viewing figures increased by 31% from the 2007 series. The website was also an integral part of the competition. It included singing resources and was a means for competitors to interact.

Dechrau Canu Dechrau Canmol (Avanti) visited a number of different locations and continued the combination of congregational singing with individual performances of an exceptional standard from the likes of Rebecca Evans, Elin Manahan Thomas and Katherine Jenkins. A special programme about the hymns of William Williams, Pantycelyn was also broadcast. Viewing figures for the series were consistently high.

This year, Bryn Terfel's scholarship competition, **Ysgoloriaeth Bryn Terfel** (Hanner:Hanner) was held in the Stiwt, Rhosllannerchrugog. In a change from previous years, two half-hour programmes were broadcast combining three performers in each episode. This served to increase viewing figures.

Carolau o Langollen (Rondo) is one of S4C's most popular musical programmes during the Christmas period every year. Two concerts from the National Eisteddfod in Cardiff were broadcast over Christmas, **Cyngerdd yr C Ffactor** (BBC Cymru) and **Cyngerdd Grav - Yma o hyd** (BBC Cymru), a tribute to the national hero, Ray Gravell. On Christmas Eve, a special Gala Concert from the Millennium Centre in Cardiff was broadcast to celebrate the eighteenth birthday of Ysgol Glanaethwy school of performing arts in **Ysgol Glanaethwy yn 18 oed** (Rondo). All four concerts attracted a substantial and wide audience.

In order to enhance the variety of music programmes, a performance of Welsh National Opera's production of **Falstaff** (Rondo), from the Millennium Centre was broadcast during Easter. Bryn Terfel starred in the lead role, with Rhys Meirion playing the part of Fenton. The production was acclaimed both nationally and internationally.

S4C arts programme, **Y Sioe Gelf** (Cwmni Da), welcomed Lisa Gwilym as a new presenter in 2008. The episode tracing the history of the iconic painting **Salem**, which celebrated its centenary in 2008, proved the most popular of the special programmes in the series.

In order to extend the Channel's coverage of the most popular bands and performers on the Welsh contemporary music scene, from folk to rock and pop bands, a brand new series entitled **Nodyn** (Boomerang) was introduced to the schedule. The programme was presented by the singer Elin Fflur. **Nodyn** has a more popular and inclusive format than the **Bandit** (Boomerang) series, whose viewing figures had decreased over the last few years.

Ffuglen

Ym mis Ionawr, daeth **Teulu** (Boomerang) i'r sgrîn, sef cyfres ddrama newydd sbon. Roedd y saga deuluol, wedi ei lleoli yn nhref glan-y-môr hardd Aberaeron, yn gosod gwirthdar o yn y cartref, cyfrinachau a chenfigen yn erbyn cefndir meddygfa brysur.

Daeth cyfres gyntaf drama gignoeth **Y Pris** (Fiction Factory) gan yr awdur Tim Price i ben ar ddechrau'r flwyddyn. Nid oedd y gyfres at ddant pawb, ond roedd yn ddrama heriol ac unigryw a werthfawrogwyd gan oedolion ifanc.

Daeth stori preswylwyr Maes Menai i ben ar ôl sawl blwyddyn lwyddiannus ar ôl darlledu wytihad gyfres a chyfres olaf **Tipyn o Stad** (Cwmni Da).

Darllledwyd trydedd gyfres **Caerdydd** (Fiction Factory), drama sy'n portreadu bywyd yn y brifddinas. Denodd y gyfres ddiweddaraf 55% yn fwy o wylwyr na'r gyfres gyntaf yn 2006.

Un o uchafbwyntiau hirddisgwylledig y flwyddyn oedd trydedd gyfres a chyfres olaf drama boblogaidd Siwan Jones **Con Passionate** (Apollo), sydd wedi ennill gwobr deledu ryngwladol y Rose D'Or.

Nod 2 Dŷ a Ni (Boomerang), cyfres ddrama gyfoes yn canolbwyntio ar deulu estynedig yng nghymoedd de Cymru, oedd apelio at bobl ifanc a phreswylwyr yr ardal honno. Ni lwyddodd y gyfres i gyflawni'r nod yn llawn.

Pobol y Cwm (BBC Cymru) yw un o gonglfeini dyddiol ein gwasanaeth rhagleni a hyd. Ymddangosodd y gyfres yn gyson ymhliith y rhagleni a wylwyd fwyaf. O ran gerthfawrogiad y gynulleidfa, mae'n sgorio'n well na phob rhaglen debyg arall yn Saesneg.

Pan holwyd plant a phobl ifanc am y gyfres ddrama **Rownd a Rownd** (Rondo), roedd yr ymateb yn gadarnhaol. Roeddent yn credu bod y straeon yn gyfoes, yr actio o safon uchel a bod y sioe'nadlewyrchu bywyd bob dydd gyda chymysgedd o gymeriadau hen ac ifanc.

Nod dramâu unigol a ddarllewyd yn ystod 2008 oedd darparu llwyfan i ddatblygu doniau newydd ac annog menter yn y gwahanol ddisgyblaethau sydd eu hangen i gynhyrchu drama deledu. Ymhliith y dramâu unigol hyn oedd **SOS Galw Gari Tryfan, Arwyr, Y Rhwyd, Omlet a Rhestr Nadolig Wil** (Boomerang).

Daeth rhagleni dros y Nadolig a'r Flwyddyn Newydd â 2008 i ben yn lwyddiannus. Gwnaeth ffilmiau fel **Martha, Jac a Sianco** (Boomerang) a **Nadolig Plentyn yng Nghymru** (Cwmni Da/Brave New World), yn seiliedig ar stori enwog Dylan Thomas, A Child's Christmas in Wales, yn ogystal â rhagleni cerddorol o'r safon uchaf, gyfrannu at gynnnydd yn nifer y gwylwyr dros y cyfnod yn ogystal â phrofffil iau o'i gymharu â 2007.

Fiction

In January, brand new drama series **Teulu** (Boomerang) reached the screen. The family saga, set in the picturesque harbour town of Aberaeron, saw domestic conflict, secrets and jealousy set against the backdrop of a busy doctor's surgery.

The first series of the gritty drama **Y Pris** (Fiction Factory) by author Tim Price came to an end at the beginning of the year. The series was not to everyone's taste, but it was a challenging and unique drama appreciated by young adults.

The story of the residents of Maes Menai came to an end after several successful years following the broadcast of the eighth and final series of **Tipyn o Stad** (Cwmni Da).

A third series of **Caerdydd** (Fiction Factory), a drama about life in the capital city was broadcast. The latest series attracted 55% more viewers than the first series in 2006.

One of the long-awaited highlights of the year was the third and final series of Siwan Jones' popular drama **Con Passionate** (Apollo), which has won the Rose D'Or international television prize.

2 Dŷ a Ni (Boomerang), a contemporary drama series focusing on an extended family in the south Wales valleys aimed to appeal to young people and inhabitants of that area. The series did not succeed in achieving all these aims.

Pobol y Cwm (BBC Cymru) continues to be a daily cornerstone of our programme service. The series appeared consistently among the most-viewed programmes. In terms of audience appreciation it rates above all other similar programmes in English.

When children and young people were interviewed about the drama series **Rownd a Rownd** (Rondo), the response was positive. They believed the storylines to be contemporary, the acting of a high standard and that the show reflected day-to-day life with a mix of characters, young and old.

The aim of single dramas broadcast during 2008 was to provide a stage to develop new talent and encourage innovation within the different disciplines needed to produce a television drama. These single dramas included **SOS Galw Gari Tryfan, Arwyr, Y Rhwyd, Omlet a Rhestr Nadolig Wil** (Boomerang).

Programmes over the Christmas and New Year brought the year to a successful end. Films such as **Martha, Jac a Sianco** (Boomerang) and **Nadolig Plentyn yng Nghymru** (Cwmni Da/Brave New World), based on Dylan Thomas' classic story, A Child's Christmas in Wales, as well as musical programmes of the highest standard contributed to an increase in viewers over the period as well as a younger profile in comparison to 2007.

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2 DŶ A NI



CASA DUDLEY



**Adloniant ac
Adloniant Ffeithiol**

Mewn ymdrech i ddatblygu'r gyfres sefydledig, **Noson Lawen** (Cwmni Da), aeth y sioe i forio ar gwch pleser y Balmoral ac fe'i darlledwyd o dan y teitl **Hwylia'r Noson Lawen** (Cwmni Da). Mae'n deg dweud nad oedd yr arbrawf yn gwbl lwyddiannus. Darlledwyd rhagleni unigol arbennig o'r **Noson Lawen** hefyd, o Wyl Tyrfe Tawe, Abertawe ac o chwarel Llechwedd ym Mlaenau Ffestiniog.

Darparodd cyfres o **Noson Chis a Meinir** (Cwmni Da) lwyfan i rai o artistiaid cerddorol poblogaidd Cymru.

Ym maes comedi, darlledwyd dwy gyfres newydd, **Sioe PC Leslie Wynne** (Boomerang) ac **Ista'n Bwl** (Rondo). Mae PC Leslie Wynne yn gymeriad a ddyfeisiwyd, a berfformiwyd ac a ysgrifennwyd gan y comedïwr Tudur Owen. Roedd **Ista'n Bwl** yn ddrama gomedi mewn tafarn leol rywle yng ngogledd Cymru. Cafodd y rhaglen ei recordio a'i darledu ar yr un diwrnod er mwyn caniatáu i'r cymeriadau ymateb i ddigwyddiadau'r dydd yn eu ffordd unigryw eu hunain. Mae ymchwil cynulleidfa wedi dangos bod pobl ifanc yn arbennig yn dymuno gweld mwy o ddeunydd dychanol yn gwthio'r ffiniau ar S4C.

Yn dilyn poblogrwydd **Jonathan** (Avanti), a ddarlledwyd cyn gemau rygbi rhwngwladol, datblygyd **Bwrw'r Bar** (Avanti), sioe gwis ddiddan ar gyfer Jonathan Davies, Eleri Siôn, Rowland Phillips a Nigel Owens.

Roedd **0 ond 1** (Alfresco) yn sioe gwis â fformat gwreiddiol a oedd yn caniatáu i bobl gystadlu am wyliau. Crëwyd y fformat o ganlyniad i gytundebau datblygu S4C.

Mae **Casa Dudley** (Rondo) yn gystadleuaeth rhwng cyw gogyddion, a lleolwyd y drydedd gyfres yn Sbaen. Mae'r wefan gynhwysfawr sy'n rhan o'r gyfres ymhlið rhai mwyaf poblogaidd S4C.

Mae'r gyfres **Lle Aeth Pawb?** (Cwmni Da) yn ail-greu ffotograffau o'r gorffennol drwy ddod ag unigolion at ei gilydd mewn ffordd ddifyr ac weithiau emosiynol. Ar ôl llwyddiant **Mastermind Cymru**, darlledwyd fersiwn i blant **Mastermind Plant Cymru** (BBC Cymru) yn ystod yr oriau brig ar nos Sul.

Parhaodd y cyfresi ffordd o fyw, **Cwpwrdd Dillad** (Fflic), **04 Wal** (Fflic) a'r **Tŷ Cymreig** (Fflic) yn 2008. Er mwyn datblygu ail gyfres **Y Tŷ Cymreig**, penderfynwyd canolbwytio ar dai sy'n nodwediadol o hen dair sir ar ddeg Cymru.

Roedd **Byw yn yr Ardd** (Cwmni Da) a **Cwm Glo Cwm Gwyrdd** (Greenbay) yn ddwy gyfres newydd yn y genre adloniant a ffurfiodd ran o'r flwyddyn 'werdd'. Roedd 81% o aelodau Panel Ymateb S4C yn credu bod **Byw yn yr Ardd** yn rhaglen hamddenol a chyfoes, ac roedd y mwyafrif yn dymuno gweld cyfres arall. Yn **Cwm Glo Cwm Gwyrdd** caoedd pobl ifanc a'u teuluoedd o gymoedd Rhondda, Cynon a Thaf eu herio i fyw bywydau mwy llesol i'r amgylchedd.

Dau o uchafbwyntiau adloniant yr amserlen Nadolig oedd **Rhydian** (Avanti), rhaglen ddogfen am y seren X Factor, Rhydian Roberts, ac **Y 7 Magnifico a Matthew Rhys** (Boomerang), a ddilynodd grŵp o sêr wrth iddynt ddysgu sgiliau cowboi yn Arizona.

**Entertainment
and Factual
Entertainment**

In an attempt to develop the established series, **Noson Lawen** (Cwmni Da) the show took to the seas on the Balmoral pleasure boat and was broadcast under the title **Hwylia'r Noson Lawen** (Cwmni Da). It is fair to say that the experiment was not a total success. One-off **Noson Lawen** specials were also broadcast from the Tyrf Tawe Festival, Swansea and from the Llechwedd quarry in Blaenau Ffestiniog.

A series of **Noson Chis a Meinir** (Cwmni Da) provided a platform for some of Wales' popular musical artists.

In the field of comedy, two new series, **Sioe PC Leslie Wynne** (Boomerang) and **Ista'n Bwl** (Rondo) were broadcast. PC Leslie Wynne is a character devised, performed and written by the comedian Tudur Owen. **Ista'n Bwl** was a comedy drama situated in a local public house somewhere in north Wales. The programme was recorded and broadcast on the same day in order to allow the characters to react to the day's events in their own unique way. Audience research has shown that young people in particular wish to see more satirical material pushing the boundaries on S4C.

Following the popularity of **Jonathan** (Avanti), broadcast before international rugby games, **Bwrw'r Bar** (Avanti), an entertaining quiz show was developed for Jonathan Davies, Eleri Siôn, Rowland Phillips and Nigel Owens.

0 ond 1 (Alfresco) was a quiz show with an original format which allowed contestants to compete for holidays. The format was a result of S4C's development contracts.

Casa Dudley (Rondo) is a competition between budding chefs, and the third series was held in Spain. The comprehensive website which is part of the series is one of S4C's most popular.

Lle Aeth Pawb? (Cwmni Da) re-creates photos from the past by reuniting individuals in an entertaining and sometimes emotional format. Following the success of **Mastermind Cymru**, a children's version, **Mastermind Plant Cymru** (BBC Cymru) was broadcast during peak hours on Sunday evenings.

The lifestyle series, **Cwpwrdd Dillad** (Fflic), **04 Wal** (Fflic) and **Y Tŷ Cymreig** (Fflic) continued in 2008. In order to develop the second series of **Y Tŷ Cymreig**, it was decided to focus on houses characteristic of the old thirteen counties of Wales.

Byw yn yr Ardd (Cwmni Da) and **Cwm Glo Cwm Gwyrdd** (Greenbay) were both new series in the entertainment genre that formed part of S4C's 'green' year. 81% of the members of S4C's Response Panel believed **Byw yn yr Ardd** to be a leisurely and contemporary programme and the majority wished to see another series. In **Cwm Glo Cwm Gwyrdd** young people and their families from the Rhondda, Cynon and Taff valleys were challenged to lead greener lives.

Two of the entertainment highlights of the Christmas schedule were **Rhydian** (Avanti), a documentary about the X Factor star, Rhydian Roberts, and **Y 7 Magnifico a Matthew Rhys** (Boomerang), which saw a group of celebrities learn cowboy skills in Arizona.

Y Tywydd

Yn dilyn proses dendro, cafodd darpariaeth gwasanaeth y Tywydd ei hallanol i ITV Cymru. 2008 oedd ei blwyddyn lawn gyntaf wrth y llyw.

**s4c.co.uk a
gwasanaeth Clic**

Ym mis Medi, lansiwyd S4/Clic, gwasanaeth gwyllo ar-lein y Sianel, gan ddatblygu ymhellach y gwasanaeth gwyllo eto a gyflwynwyd gyntaf yn 2006. Gwelodd y gwasanaeth gynnydd blwyddyn-ar-blwyddyn o 181% yn y sesiynau gwyllo ar-lein yn ystod 2008.

Ym mis Rhagfyr, daeth **Pobol y Cwm** yn rhan o wasanaeth Clic o dan y Cytundeb Partneriaeth Strategol â'r BBC.

Cafodd y gwasanaeth Tywydd ar-lein ei ail-lansio hefyd, gan ddefnyddio'r dechnoleg ddiweddaraf i gadw'r rhagolygon yn gyfoes a sicrhau'r safonau gwasanaeth uchaf.

Dysgwyr

Roedd s4c.co.uk/dysgwyr yn darparu adnoddau gwerthfawr i ddysgwyr yn Gymraeg ac yn Saesneg. Roedd y rhain yn cynnwys gwybodaeth gefndir ac erthyglau am raglenni, cyfweliadau ag enwogion, gweithgareddau iaith a gweithgareddau sain a fideo sy'n cynnwys testun (script) wedi'i gysylltu â chlipiau fideo. Cafodd y gwasanaeth ei adolygu a'i aildendro yn 2008 i baratoi i lansio gwasanaeth o'r newydd ar gyfer 2009. Amcangyfrifir bod 15,363 o ddefnyddwyr yr wythnos wedi ymweld â safle'r dysgwyr ar gyfartaledd, sef cyfartaledd wythnosol cyfan o 186 awr (ffynhonnell: Acen).

The Weather

Following a tender process, the provision of the weather service was outsourced to ITV Cymru. 2008 was their first full year at the helm.

**s4c.co.uk and
the Clic Service**

In September, S4/Clic, the Channel's online viewing service was launched, a development of the watch again service first introduced in 2006. The service saw a year-on-year increase of 181% in the online viewing sessions during 2008.

In December, **Pobol y Cwm** became part of the Clic service as part of the Strategic Partnership Agreement with the BBC.

The online weather service was also re-launched, using the latest technology to keep forecasts up to date and ensuring the highest standards of service.

Learners

The s4c.co.uk/learners website provided valuable resources for Welsh learners in English and Welsh. These included background information and articles on programmes, celebrity interviews, language activities and audio and video activities which include text (script) linked to video clips. The service was reviewed and retendered in 2008 in preparation to launch an enhanced service for 2009. It is estimated that on average 15,363 users per week visited the learners' site, for a weekly total average of 186 hours (source: Acen).

LLUNIAU BOB DYDD PICTURE DIARY

LLEISIAU'R RHYFEL MAWR

NATUR CYMRU

Y 7 MAGNIFICO A MATTHEW RHYS



GWASANAETHAU YCHWANELEGOL ADDITIONAL SERVICES

Gwasanaethau Mynediad

Mae gwasanaethau ychwanegol ar gael i gyd-fynd â gwasanaeth rhaglenni S4C. Maent yn fod i gryfhau ac ymestyn apêl y rhaglenni. Mae'r gwasanaethau hyn wedi'u teilwra ar gyfer y dall, byddar a thrwm eu clyw yn siaradwyr Cymraeg, yn ddi-Gymraeg neu'n ddysgwyr. Mae'r gwasanaethau'n cynnwys isdeitlau, traciau sain ddisgrifio, rhaglenni wedi eu harwyddo, sylwebaeth ychwanegol trwy'r botwm coch, gwasanaethau gwefan a'r gwasanaeth testun ar y sgrin, Sbectel.

Isdeitlau

Mae isdeitlau Saesneg ar gael i'r rhai nad ydynt yn siarad Cymraeg, cartrefi â gwylwyr cymysg eu hiaith, a phobl fyddar a thrwm eu clyw. Maent ar gael ar Teletextun ar y gwasanaeth analog ac maent ar gael yn hawdd ar y llwyfannau digidol. Mae S4C hefyd wedi sicrhau bod isdeitlau yn y ddwy iaith ar gael ar lwyfan Sky drwy wasanaeth y botwm coch, sy'n cynnig dim ond un ffrwd is-deitlo fel arfer.

Yn 2008, isdeitlwyd 86.2% o'r gwasanaeth digidol o'i gymharu â tharged Ofcom o 73% ar gyfer y flwyddyn. Darlledwyd llawer o raglenni gydag isdeitlau agored (isdeitlau a welir gan yr holl wylwyr) adeg ailddarlediad, ac yn eu plith oedd dramâu poblogaidd ac amrywiaeth o raglenni eraill.

Ar y gwasanaeth analog isdeitlwyd 1852 o oriau Cymraeg o'u cymharu â 1675 o oriau yn 2007.

Mae isdeitlau Cymraeg yn addas ar gyfer dysgwyr, y rhai sy'n ansicr o'u Cymraeg a siaradwyr Cymraeg byddar a thrwm eu clyw. Darparwyd isdeitlau Cymraeg ar 520 awr o raglenni gwreiddiol yn 2008 gan gyrraedd targed Awdurdod S4C.

Roedd isdeitlau ar gyfer pobl fyddar a thrwm eu clyw a ddarparwyd gan Channel 4 ar gael ar y rhaglenni hynny pan gawsant eu darlleu ar S4C.

Arwyddo

Darlledwyd nifer o raglenni oedd yn cynnwys BSL (Iaith Arwyddo Prydain) oedd yn addas i wylwyr byddar ar S4C digidol, ar ddydd Sadwrn gan amlaf. Yn 2008, darparwyd arwyddo ar 3.13% o raglenni yn erbyn targed Ofcom o 3%.

Access Services

Additional services are available to supplement the S4C programme service, which serve to enhance and extend the appeal of the programmes. These services are tailored for blind, deaf and hard of hearing Welsh speakers, non-Welsh speakers or Welsh learners. These services include subtitles, audio description soundtracks, signed programmes, additional commentary via the red button, website services and the on-screen text service, Sbectel.

Subtitles

English-language subtitles are available for non-Welsh speakers, homes with mixed-language viewers, and deaf and hard of hearing people. They are available on Teletext 888 on the analogue service, and are easily available on digital platforms. S4C has also ensured that subtitles in both languages are available on the Sky platform through the red button service where normally only one subtitled stream is available.

In 2008, 86.2% of the digital service carried subtitles against an Ofcom target of 73% for the year. Many programmes were broadcast with open subtitles (subtitles seen by all viewers) on the second transmission and included popular dramas and a variety of other genres.

On the analogue service 1852 Welsh language hours were subtitled compared to 1675 hours in 2007.

Welsh language subtitles are suitable for Welsh learners, those uncertain of their Welsh, and deaf and hard of hearing Welsh speakers. 520 hours of original programmes carried Welsh subtitles in 2008 reaching the S4C Authority target.

Subtitles for the deaf and hard of hearing provided by Channel 4 were made available on those programmes when transmitted on S4C.

Singing

A number of programmes signed in BSL (British Sign Language) suitable for deaf viewers were made available to view on S4C digidol, mostly during Saturdays. In 2008, 3.13% were signed against the Ofcom target of 3%.

**Sain
Ddisgrifiad**

Mae gwasanaeth Disgrifiadau Sain yn Gymraeg ar gael ar S4C digidol. Mae'r gwasanaeth disgrifiadau sain yn cynorthwyo pobl ddall a phobl â nam ar eu golwg drwy ddarparu trac sain ychwanegol sy'n cael ei gymysgu gyda'r un gwreiddiol, gan ddisgrifiad golygfeydd neu weithredu yn y rhaglen pan fo'n briodol.

Roedd y gwasanaeth hwn ar gael ar gyfer ystod o raglenni yn 2008, gan ddarparu disgrifiadau sain ar gyfer 10.85% o'r oriau o'i gymharu â tharged Ofcom o 10%.

Dyfeisgarwch

Defnyddiwyd gwasanaeth botwm coch S4C i ddarparu profiad ehangach a gwell i'r gwylwr, ar gyfer digwyddiadau megis Eisteddfod Genedlaethol yr Urdd, Sioe Frenhinol Cymru ac Eisteddfod Genedlaethol Cymru, lle y darparwyd ffrydau video ychwanegol o'r digwyddiadau yr oedd modd eu gwyllo.

Mae bwletinau a rhaglen reolaidd **Ffermio** wedi cynnwys gwasanaethau ychwanegol sy'n addas i'w chynulleidfa graidd ac i bobl sydd â diddordeb mewn materion gwledig. Roedd sylwebaeth Saesneg ar gael ar gyfer rhai gemau rygbi (lle mae hawliau yn caniatâu) yn ystod 2008 ar lwyfan Sky, drwy ddefnyddio'r gwasanaeth botwm coch.

Yn ogystal, darparwyd y gwasanaeth teletestun, Sbectel, gan ddarparu gwybodaeth werthfawr am raglenni a gwasanaethau ar y gwasanaeth analog, gyda gwasanaeth estynedig ar gael ar ddigidol ar Freeview ac ar lwyfan Sky.

**Audio
Description**

An Audio Description service in Welsh is also available on S4C digidol. The audio description service assists the blind and visually impaired, by providing an additional soundtrack which is mixed with the original, providing scene and action descriptions when appropriate within the programme.

This service was available for a range of programmes in 2008 with 10.85% of the service audio described against the Ofcom target of 10%.

Innovation

The S4C red button service was used to provide an enhanced experience for the viewer mainly for events such as the Urdd National Eisteddfod, the Royal Welsh Show and the National Eisteddfod of Wales, where additional video streams from the events were made available to view.

The regular farming programme and bulletins, **Ffermio** have included additional services via the red button which are suitable for its core audience and those interested in rural affairs. English language commentary was made available on certain rugby matches (where rights permit) during 2008 on the Sky platform using the red button.

The teletext service Sbectel also provided programme and service information on the analogue service, with an enhanced text service available on digital on Freeview and Sky.

LLUNIAU BOB DYDD PICTURE DIARY

RYAN A RONNIE



MATTHEW RHYS



Ffotograffiaeth
Photography Stuart
Pettican

CYFATHREBU COMMUNICATIONS

Dynodwyd a chynhaliwyd pum ymgyrch allweddol yn 2008 er mwyn sicrhau'r effaith fwyaf posibl ar gynulleidfa oedd a'r gwerth gorau am arian. Diben yr ymgyrchoedd oedd hyrwyddo gwasanaethau plant S4C, y gwasanaeth gwylio ar-lein ar ei newydd wedd, Clic, y flwyddyn 'werdd', cyfres bêl-droed **Sgorio** a ailfrandiwyd, a'r amserlen ar gyfer y Nadolig.

Bu presenoldeb S4C mewn digwyddiadau diwylliannol pwysig megis Eisteddfod Genedlaethol yr Urdd, y Sioe Frenhinol ac Eisteddfod Genedlaethol Cymru yn sylweddol. Roedd y gweithgareddau yn canolbwntio ar godi ymwybyddiaeth o'r gwasanaeth newydd i blant, **Cyw**. Ar ôl lansio'r gwasanaeth yn Eisteddfod yr Urdd yn Sir Conwy, trefnwyd taith o gwmpas ysgolion cynradd ledled Cymru. Roedd gwaith hysbusebu ar y sgrîn a gwaith print yn sail i'r ymgyrch gyfan ar draws Cymru, ynghyd ag ymgyrch bostio uniongyrchol trwy gyfrwng meithrinfeidd ac ysgolion cynradd, gan dargedu rhieni plant dan 5 oed. Cadarnhaodd y gwaith ymchwil a gynhaliwyd ar ôl yr ymgyrch, fod yr ymgyrch wedi llwyddo i greu proffil uchel, gydag 87% o rieni plant 3 oed neu iau sy'n siaradwyr Cymraeg, yn ymwybodol o'r gwasanaeth.

Gwelwyd y gweithgareddau marchnata uniongyrchol ar gyfer plant a phobl ifanc yn parhau. Cynhaliwyd sioe ar gyfer plant oed meithrin, a seiliwyd ar gyfres boblogaidd **Pentre Bach**, mewn nifer o neuaddau pentref a chanolfannau hamdden. Gwnaethwyd hyn mewn partneriaeth â TWF, cynllun Bwrdd yr Iaith Gymraeg er mwyn annog pobl i drosglwyddo'r Gymraeg yn y cartref. Gwelwyd taith Nadolig flynyddol S4C, 'Sioe Cyw a'i ffriodau', yn ymweld â 12 theatr ar draws Cymru, ac fe'i mynchywyd gan filoedd o blant.

Roedd yr amrywiaeth dulliau cyfathrebu yn 2008 yn cynnwys mwy o bwyslais ar ymgyrchu dros y we, a defnyddiwyd gwefannau rhwydweithio cymdeithasol er mwyn hyrwyddo cynnwys S4C ymhlið cynulleidfa oedd ieuenciad.

Darparwyd gwasanaeth cyfryngau cynhwysfawr a oedd yn cynnwys erthyglau golygyddol, amserleni rhagleni a gwybodaeth ar gyfer canllawiau rhagleni electronig. Dosbarthwyd Sgrîn, cylchgrawn chwarterol S4C, i dros 37,000 o gartrefi yng Nghymru ac yng ngweddill y DU.

Enillodd S4C ddwy wobr aur Promax UK, sef y gwobrau mwyaf yn y DU ym maes marchnata a hyrwyddo gwasanaethau teledu. Llwyddodd fflim hyrwyddo 'Y Platfform', a gynhyrchwyd ar gyfer S4C gan JM Creative, i ennill y categori Chwaraeon Gorau am ymgyrch a oedd yn hyrwyddo darllediadau o bencampwriaeth rygbi y Chwe Gwlad 2008. Yn ogystal, enillodd S4C a JM Creative y categori Dylunio Sain Gorau am ymgyrch ar y sgrîn a oedd yn hyrwyddo'r gyfres **Codi Canu**, her gorawl lle y bu corau o bob un o'r rhanbarthau rygbi ac o ogledd Cymru yn cystadlu er mwyn adfywio'r arfer o ganu yn y terasau.

Fel rhan o'i raglen atebolwydd cyhoeddus, aeth Awdurdod S4C ati i gynnal tri chyfarfod cyhoeddus, gan roi'r cyfle i wylwyr leisio'u barn am y Sianel. Cynhaliwyd y rhain yng Nghaerffili, yn Llanrwst ac yn Lerpwl. Roedd y cyfarfod olaf hwn yn rhan o raglen datbliadau Lerpwl yn Ddinas Diwylliant Ewropeaidd 2008, a gwelwyd nifer dda o'r Diaspora Cymraeg a dysgwyr yn mynchu.

Derbyniodd Gwifren Gwylwyr S4C (0870 6004141), sydd ar gael trwy gydol y flwyddyn er mwyn ateb ymholaiddau gwylwyr, dros 10,000 o alwadau ffôn, llythyrau, negeseuon ffacs a negeseuon e-bost.

In 2008 five key campaigns were identified and executed to ensure the highest possible impact with audiences and to obtain best value for money. The campaigns were to promote S4C's children's services, the new online catch up service, Clic, the 'green' year, the rebranded football series **Sgorio** and the Christmas schedule.

S4C had a significant presence at major cultural events such as the Urdd National Eisteddfod, the Royal Welsh Show and the National Eisteddfod of Wales. The activities were firmly focused on raising awareness of the new children's service **Cyw**. The launch of the service at the Urdd Eisteddfod in Sir Conwy was followed by a tour of primary schools throughout Wales. The whole campaign was underpinned by advertising on screen and in print across Wales and a direct mail campaign via nurseries and primary schools targeting parents of children under the age of 5. Post campaign research confirmed the campaign succeeded in creating a high profile, with 87% of Welsh speaking parents of children aged 3 or under being aware of the service.

Marketing activities aimed at children and young people continued. Numerous village halls and leisure centres played host to the pre-school children's show based on the popular series **Pentre Bach**. The tour was organised in partnership with TWF, the Welsh Language Board's project to encourage the transfer of Welsh in the home. S4C's annual Christmas tour, 'Sioe Cyw a'i ffriodau', visited 12 theatres across Wales, and was attended by thousands of children.

2008 saw a greater emphasis on web-based campaigning with social networking sites used to promote S4C content to youth audiences.

During 2008 a comprehensive media service was provided including editorial features, TV listings and information for electronic programme guides. Sgrîn, S4C's quarterly magazine, was distributed to over 37,000 households in Wales and the rest of the UK.

S4C won two gold Promax UK Awards, the UK's biggest television promotion and marketing awards. The promotional film, 'The Platform,' produced for S4C by JM Creative won the Best Sport category for a campaign promoting its coverage of the 2008 Six Nations rugby tournament. S4C and JM Creative also won the Best Sound Design category for an on-screen campaign promoting choral challenge series **Codi Canu** which saw choirs from each of the rugby regions and from north Wales compete to revive singing on the terraces.

As part of its public accountability programme, the S4C Authority held three public meetings giving viewers the opportunity to air their views about the Channel. These were held in Caerphilly, Llanrwst and in Liverpool. This latter meeting was part of the programme celebrating Liverpool as the European City of Culture 2008 and was well attended by the Welsh Diaspora and learners.

The S4C Viewers' Hotline (0870 6004141), which is available throughout the year to answer viewers' enquiries, received more than 10,000 telephone calls, letters, fax messages and emails.

HYFFORDDIANT A DATBLYGU

TRAINING AND DEVELOPMENT

Mae sgiliau lefel uwch yn hanfodol ar gyfer gweithredu Strategaeth Cynnwys S4C. Mae S4C yn cyflawni rôl bwysig wrth hyrwyddo datblygiad sgiliau ac mae hyfforddiant a datblygu hanfodol yn flaenoriaeth strategol i S4C uwchlaw gofynion Deddf Cyfathrebiadau 2003.

Mae S4C yn cydweithio'n agos gyda Skillset, y cyngor sgiliau sector ar gyfer y diwydiant clyweledol, ac mae Prif Weithredwr S4C yn un o Gyfarwyddwyr Skillset. Gwelwyd S4C yn cyfrannu at waith Skillset yn ystod 2008 fel aelod o Banel Skillset Cymru a'r Cyngor Sgiliau Teledu/Grŵp Strategaeth Sgiliau Teledu. Yn ogystal, mae'r Prif Weithredwr yn un o Lywodaethwyr yr Ysgol Ffilm a Theledu Genedlaethol (NFTS).

Mae S4C yn un o bartion memorandwm o ddealltwriaeth gydag Ofcom, Skillset, Pact, TAC a darlledwyr eraill, sy'n amlinellu'r fframwaith cyd-reoleiddio ar gyfer monitro gweithgarwch hyfforddi. Cyflwynir data i'r Rheoleiddiwr Sgiliau a Hyfforddiant Darlledu (BTSR) bob blwyddyn. Fel rhan o'r broses hon yn 2008, daeth archwiliad gan PriceWaterhouseCoopers a gynhalwyd ar ran y BTSR, i'r casgliad bod "gan S4C gynnig hyfforddiant a datblygu cadarn, sy'n cael ei gynorthwyo gan waith parhaus i wella'r ddarpariaeth".

Lansiwyd Fframwaith Hyfforddiant newydd Skillset Cymru ym mis Ionawr 2008, gan sicrhau dull gweithredu mwy strategol tuag at ddatblygiad sgiliau ar gyfer y sector yng Nghymru. Mae S4C wedi parhau gyda'i pholisi o ofyn i bob cwmmi cynhyrchu i gyflwyno cyllun hyfforddi fel un o amodau dyfarnu comisiwn iddynt.

Mae Bwrdd Cyfarwyddwyr S4C yn parhau i fod yn uniongyrchol gyfrifol am nodi blaenoriaethau hyfforddiant a datblygu sy'n gysylltiedig gydag amcanion busnes S4C ac am asesu effaith y ddarpariaeth hyfforddiant ar effeithlonwyd busnes. Mae Polisi Hyfforddiant a Datblygu S4C yn sicrhau bod penderfyniadau sy'n ymneud â hyfforddiant a datblygu yn cael eu gwneud mewn ffodd deg a chyson, ac yn cynnig cyfleoedd i bob aelod o staff.

Yn ystod 2008, adolygydd y system werthuso gyda'r bwriad o gyflwyno safonau newydd a fyddai'n cynnig gwell dealltwriaeth o'r talentau angenrheidiol sydd ynghlwm â phob swydd o fewn S4C.

Mae polisiau cyflogaeth S4C ar gael i staff ar y mewnrwyd a lle'n berthnasol ar y Wefan Gynhyrchu.

Unwaith eto, bu S4C yn cymryd rhan yn y Diwrnod Sgiliau Cenedlaethol, gan gynnig gweithdai yn hyrwyddo sgiliau newydd ymhliith y staff. Mae S4C wedi ymneud â'r elusen Arts and Business Cymru ers dros ddeng mlynedd ac yn ystod 2008, bu pedwar aelod arall o staff yn ymneud â Rhagleni Datblygiad Proffesiynol amrywiol, gan gynnig cyngor ac arweiniad i sefydliadau celfyddydol. Yn ogystal, bu staff yn mynchu cyrsiau galwedigaethol ym maes cyllid, y gyfraith, cysylltiadau cyhoeddus ac adnoddau dynol.

High level skills are vital for the delivery of the S4C Content Strategy. S4C plays an important role in promoting skills development, and vital training and development is a strategic priority for S4C over and above the requirements of the Communications Act 2003.

S4C works closely with Skillset as the sector skills council for the audiovisual industry and S4C's Chief Executive is a Director of Skillset. S4C contributed to Skillset's work in 2008 as members of the Skillset Cymru Panel and the TV Skills Strategy Group/TV Skills Council. The Chief Executive is also a Governor of the National Film and Television School (NFTS).

S4C is also party to the memorandum of understanding with Ofcom, Skillset, Pact, TAC and other broadcasters outlining the co-regulatory framework for monitoring training activity. Data is submitted on an annual basis to the Broadcasting Training and Skills Regulator (BTSR). As part of this process in 2008 an audit by PriceWaterhouseCoopers on behalf of the BTSR concluded that "S4C has a strong training and development offering supported by continuous work to enhance provision".

The new Skillset Cymru Training Framework was launched in January 2008, ensuring a more strategic approach to skills development for the sector in Wales. S4C continued with its policy of requiring all production companies to present a training plan as a condition of awarding a commission.

The S4C Board of Directors continues to take direct responsibility for identifying training and development priorities linked to S4C's business objectives and assessing the impact of training provision on business efficiency. The S4C Training and Development Policy ensures that decisions relating to training and development are made fairly and consistently and equality of opportunity is provided for all staff.

During 2008 the appraisal system was reviewed with the intention of introducing new standards which would provide a better understanding of the required skills attached to each post within S4C.

S4C's employment policies are available to staff on the intranet and where relevant on the Production Website.

S4C again participated in the National Skills Day offering workshops promoting new skills to staff. S4C has been engaged with the charity Arts and Business for over ten years and during 2008 a further four members of staff were involved with various Professional Development Programmes offering advice and guidance to arts organisations. Staff also attended vocational courses in the fields of finance, legal, public relations and human resources.

**Buddsoddwyr
mewn Pobl**

Mae S4C wedi parhau i weithredu'r egwyddorion a ymgorfforir yn ei statws fel Buddsoddwr mewn Pobl. Mae S4C wedi cynnal ei chydnabyddiaeth yn dilyn yr asesiad 3 blynedd a gynhalwyd ym mis Mehefin 2006.

**Ysgolor-
iaethau S4C**

Mae S4C yn cynnig ysgoloriaethau er mwyn cynorthwyo datblygiad talent ac er mwyn cryfhau'r cynnwys a gomisiynir ganddi.

Am yr ail flwyddyn, dyfarnwyd yr ysgoloriaethau athletau a gynigir mewn partneriaeth gyda Welsh Athletics Ltd, i Lianne Clarke, Non Stanford, David Guest a Brigid Eades. Mae'r ysgoloriaeth yn cyfrannu at gostau hyfforddi er mwyn meithrin eu sgiliau ar y trac a'r cae.

Yn dilyn llwyddiant Ysgoloriaethau Golff blaenorol, cyhoeddodd S4C a Datblygu Golff yng Nghymru ysgoloriaethau newydd er mwyn helpu dau chwaraewr ifanc i feithrin eu talent a'u sgiliau. Bydd y wobr ariannol yn cynorthwyo Ross McLister ac Amy Boulden i dalu am hyfforddiant, offer a chostau cystadlu, a byddant yn mynch y dosbarthiadau meistr arbennig hefyd a gynigir gan chwaraewyr golff proffesiynol blaenllaw o Gymru.

Mae S4C wedi bod yn gweithio gyda Choleg Cerdd a Drama Brenhinol Cymru ers nifer o flynyddoedd, gan gynnig Ysgoloriaeth Syr Geraint Evans i berfformwyr. Yn ystod blwyddyn academaidd 2008/2009, dyfarnwyd ysgoloriaethau i Hannah Robbins, Jorge Navaro-Colorado a Chloe Maloney.

Dyfarnwyd ysgoloriaeth newyddiaduraeth T Glynne Davies S4C i Cemlyn Davies a Steffan Powell, a fydd yn eu cynorthwyo i ddilyn cwrs MA yn y Ganolfan Astudiaethau Newyddiaduraeth yng Nghaerdydd. Yn ogystal, dyfarnodd S4C ysgoloriaeth sain ôl-gynhyrchu i Owen Powell a oedd yn astudio yn NFTS.

Nawdd

Mae'r Awdurdod yn mynnu bod unrhyw nawdd yn gysylltiedig â gweithgareddau craidd S4C.

Rhoddyd cymorth i'r canlynol yn ystod 2008:

Bardd Plant Cymru	Gŵyl Ffilmiau Myfyrwyr Ffresh	BAFTA Cymru	Promax UK
Yr Wyl Cyfryngau Celtaidd	Y Gymdeithas Deledu Frenhinol	Cynhadledd Cyfrwng	Pen-blwydd Cyfle yn 21 oed
Gŵyl Ffilm Latino Caerdydd	'Things are heating up' –cynhadledd newid yr hinsawdd	Sheffield Media & Exhibition –Cynhadledd Cyfryngau Plant Showcomotion	Gŵyl Ffilm Ryngwladol Cymru Ddu

Yn ogystal, mae'n partneriaeth gydag Eisteddfod Genedlaethol yr Urdd yn fwy na chytundeb darlledu, ac mae'n cynnwys cyfleoedd nawdd.

Mewn partneriaeth gydag C2 Radio Cymru, Bwrdd yr Iaith Gymraeg a'r rhaglen gerddoriaeth i bobl ifanc **Bandit**, perfformiodd bandiau Cymraeg mewn 20 ysgol gan gyrraedd oddeutu 8,000 o bobl ifanc yn y grŵp oedran 14-18 mlwydd oed.

**Investors In
People**

S4C continued to implement the principles enshrined in its status as an Investor In People. S4C has maintained its recognition following the 3 year assessment held in June 2006.

**S4C
Scholarships**

S4C offers scholarships in order to support the development of talent and strengthen the content it commissions.

The athletics scholarships offered in partnership with Welsh Athletics Ltd were awarded for a second year to Lianne Clarke, Non Stanford, David Guest and Brigid Eades. The scholarship contributes towards the coaching costs for developing their skills on track and field.

Following the success of previous Golf Scholarships, S4C and Golf Development Wales announced new scholarships to help two young players to develop their talent and skills. The financial award will support Ross McLister and Amy Boulden with coaching, equipment and competition costs, and they will also attend special master classes with leading golf professionals in Wales.

S4C has worked with the Royal Welsh College of Music and Drama over a number of years, offering the Sir Geraint Evans Scholarship to performers. In the academic year 2008/2009, scholarships were awarded to Hannah Robbins, Jorge Navaro-Colorado and Chloe Maloney.

Cemlyn Davies and Steffan Powell were awarded S4C's T Glynne Davies journalism scholarship, enabling them to pursue an MA course at the Centre for Journalism Studies in Cardiff. S4C also awarded a post production audio scholarship to Owen Powell studying at the NFTS.

Sponsorship

The Authority requires that sponsorship is connected to S4C's core activities.

The following received support in 2008:

Wales Children's Poet	Ffresh Student Film Festival	BAFTA Cymru	Promax UK
Celtic Media Festival	Royal Television Society	Cyfrwng media conference	21st Anniversary of Cyfle
Cardiff Latino Film Festival	'Things are heating up' –climate change conference	Sheffield Media & Exhibition –Showcomotion Children's Media Conference	International Black Welsh Film Festival

Our partnership with the Urdd National Eisteddfod is more than a broadcasting contract, and includes sponsorship opportunities.

In partnership with Radio Cymru's C2, the Welsh Language Board and youth music programme **Bandit**, Welsh language bands performed in 20 schools reaching around 8,000 young people in the 14-18 age group.

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NODYN



OMLET



BYW YN YR ARDD

CYNLLUN CORFFORAETHOL 2008 CORPORATE PLAN 2008

Mae Awdurdod S4C yn cymeradwyo Cynllun Corfforaethol sy'n cynnwys amcanion craidd S4C ac yn adnabod targedau penodol ar gyfer y flwyddyn. Gydol y flwyddyn, cyflawnodd S4C ei dyletswydd statudol i sicrhau bod ei chyfrifoldebau darlledu cyhoeddus dros ei gwasanaethau yn cael eu bodloni. Mae manylion y gwasanaethau i'w gweld o dan Rôl yr Awdurdod. Gellir gweld manylion llawn am y Cynllun Corfforaethol ac Adroddiad Monitro 2008 ar ein gwefan sef s4c.co.uk.

Targedau Ofcom Cytunwyd ar dargedau blynnyddol gydag Ofcom ar gyfer 2008. Darparwyd adroddiadau misol i Ofcom yngylch y targedau hynny. Gwelir manylion y targedau a'r canlyniadau a gyflawnwyd yn nhâl Targedau a Chanlyniadau Gwasanaeth—2008.

Polisiau Yn ystod 2008 aeth S4C ati i weithredu, cyflwyno neu ddiweddarur'r polisiau canlynol:

- | | | |
|---|---------------------------------|--------------------------------|
| i — Polisi Masnachu Teg | ii — Polisi Cydraddoldeb Hiliol | iii — Datganiad Polisi Caffael |
| iv — Polisi Amddiffyn Plant a Phobl Bregus Eraill | v — Polisi Cynllun Anabledd | |

Mae'r Awdurdod yn fodlon y gweithredir y polisiau'n briodol.

Mae polisiau S4C ar gael i staff ar y fewnrwyd ac mae'r rhai perthnasol ar gael ar y Wefan Gynhyrchu.

Côd Ymarfer a Thelerau Masnachu Mae S4C yn gweithredu proses gomisiyu yn unol â Deddf Gyfathrebiadau 2003, y Côd Ymarfer (a gymeradwywyd gan Ofcom) a'r Telerau Masnachu y cytunwyd arnynt gyda TAC. Roedd y gwaith o adaseinio rhai hawliau mewn rhaglenni a gomisynwyd gan S4C yn ystod y cyfnod rhwng 1982 a 2003 yn parhau yn ystod y flwyddyn.

Gweith-drefnau a Pholisiau AD Fel rhan o'r broses werthuso yn 2008, adolygydd a diweddarwyd disgrifiadau swydd. Bu hyn yn fodd i'n galluogi i sicrhau bod staff yn meddu ar y sgiliau a'r wybodaeth angenrheidiol ar gyfer eu swyddi. Yn ogystal, bu'r broses o gymorth i S4C, yn ystod y broses reciriwtio, i sicrhau bod hysbysebion swyddi yn adlewyrchu'r sgiliau a'r galluoedd angenrheidiol yn fanwl.

Mae S4C yn rhoi cryn werth ar gynnal amgylchedd iach i'w staff ac mae wedi ymrwymo i ddiogelu eu hiechyd, eu diogelwch a'u lles. Yn 2008, dosbarthwyd holiadur cyfrinachol i bob aelod o staff er mwyn sicrhau bod S4C yn bodloni anghenion ei chyflodeion.

Mae polisiau S4C ar gael i staff ar y fewnrwyd ac mae'r rhai perthnasol ar gael ar y Wefan Gynhyrchu yn ogystal.

The S4C Authority approves a Corporate Plan which includes S4C's core objectives and identifies specific targets for the year. Throughout the year, S4C fulfilled its statutory duty to ensure that the public broadcasting responsibilities for its services were fulfilled. Details of the services appear under the Role of the Authority. Full details of the Corporate Plan and the 2008 Monitoring Report are available on our website, s4c.co.uk.

Ofcom's Targets

Annual targets were agreed with Ofcom for 2008 and monthly reports were provided to Ofcom on those targets. Details of the targets and the results achieved can be found in the table Service Targets and Results—2008.

Policies

During 2008 the following policies were either implemented, introduced or updated by S4C:

- | | | |
|--|--------------------------------|------------------------------------|
| i — Fair Trading Policy | ii — Race Equality Policy | iii — Procurement Policy Statement |
| iv — Policy for the Protection of Children and Other Vulnerable People | v — Disability Equality Scheme | |

The Authority is satisfied that the policies are applied appropriately.

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

Code of Practice and Terms of Trade

S4C commissions content in accordance with the Communications Act 2003, the S4C Procurement Policy, the Code of Practice (approved by Ofcom) and the Terms of Trade agreed with TAC. The process of reassigning some of the rights in programmes commissioned by S4C in the period from 1982 to 2003 continued during the year.

HR Policies and Procedures

As part of the appraisal process in 2008, job descriptions were reviewed and updated. This enabled us to ensure that staff had the required skills and knowledge for their posts. The process also assisted S4C, during the recruitment process, to ensure that job advertisements accurately reflected the required skills and abilities.

S4C places a high value on maintaining a healthy environment for its staff and is committed to protecting their health, safety and wellbeing. In 2008 a confidential questionnaire was sent to all staff in order to ensure that S4C was meeting the needs of its employees.

S4C's policies are available to staff on the intranet and are also made available on the Production Website where relevant.

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TARGEDAU A CHANLYNIADAU GWASANAETH 2008

SERVICE TARGETS AND RESULTS 2008

Rhaglenni Programmes	Targed Target	Canlyniad Result
Amser darlledu a roddwyd i gynyrciadau o'r sector annibynnol		
Broadcasting time allocated to productions from the independent sector	25%	89%
Rhaglenni gwreiddiol* Original programmes*	90%	100%
Rhaglenni gwreiddiol (holl oriau) Original programmes (all hours)	80%	98%
Rhaglenni Materion Cyfoes (holl oriau) Current Affairs Programmes (all hours)	60 a.y.f. 60 h.p.a.	81 awr 81 hours
Rhaglenni Materion Cyfoes* Current Affairs Programmes*	30 a.y.f. 30 h.p.a.	63 awr 63 hours
Newyddion (holl oriau) News (all hours)	200 a.y.f. 200 h.p.a.	238 awr 238 hours
Newyddion* News*	150 a.y.f. 150 h.p.a.	184 awr 184 hours
Un rhaglen newyddion ddyddiol yn ystod yr oriau brig* One daily news programme during peak hours*	1 rhaglen y dydd 1 programme per day	1 rhaglen y dydd 1 programme per day
Isdeitlo Subtitling	73%	86.2%
Sain Ddisgrifio Audio Description	10%	10.85%
Arwyddo Signing	3%	3.13%

* Lle mae oriau brig yn cael eu diffinio fel 18.00 i 22.30
* Peak hours are defined as 18.00 to 22.30

a.y.f.—awr y flwyddyn
h.p.a.—hours per annum

TARGEDAU CORFFORAETHOL

CORPORATE TARGETS

Rhaglenni Programmes	Targed Target	Canlyniad Result
Nifer yr oriau o raglenni Cymraeg yn gydamserol ar wasanaethau S4C ac S4C digidol	48 awr 29 munud	Number of hours of Welsh language programmes simulcast on S4C and S4C digidol
35 awr yr wythnos 35 hours per week	48 hours 29 minutes	
Cyfartaledd o 10 awr o raglenni bob wythnos gydag isdeitlau Cymraeg ar analog a digidol	10 awr yr wythnos 10 hours per week	Average of 10 hours of programming per week on analogue and digital with Welsh subtitles
Nifer yr oriau o raglenni plant gwreiddiol yn ystod y flwyddyn	140 awr y flwyddyn 140 hours per annum	Number of hours of original children's programmes per annum
Neilltu £78m i gyllideb comisiynu Allocating £78m to the commissioning budget	282 awr 30 munud 282 hours per annum	Wedi'i gyflawni Achieved

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NADOLIG PLENTYN YNG NGHYMRU

CON PASSIONATE



CYDYMFFURFIAETH RHAGLENNI PROGRAMME COMPLIANCE

Cwynion

Fel corff sy'n goruchwyllo gwaith S4C, mae Awdurdod S4C yn gyfrifol am bennu'r fframwaith ar gyfer ymdrin â chwynion. Mae hefyd yn gweithredu fel y safonwr olaf yn S4C o ran cwynion.

Bydd pob cwyn y bydd angen ymateb iddi ac sy'n cael ei gwneud cyn pen 90 diwrnod o ddyddiad y rhaglen berthnasol, yn cael ymateb cyn pen 5 diwrnod gan Wifren Gwylwyr S4C fel arfer, a fydd yn cadarnhau bod y gŵyn wedi cyrraedd a chan nodi pryd y gallant ddisgwyli cael ateb.

Os gwneir cwyn daifrifol, gall Ysgrifennydd yr Awdurdod enwebu unigolyn yn S4C i ymateb i'r gwyn cyn pen 15 diwrnod. Yn dilyn yr ymateb hwn, os bydd y cwynwr yn dymuno mynd â'r gŵyn gam ymhellach, gall ysgrifennu at yr Ysgrifennydd yn y lle cyntaf, yna at Bwyllgor Cwynion a Chydymffurfaeth yr Awdurdod. Gellir gweld copi o bolisi S4C ar gyfer delio â chwynion ar wefan S4C.

Cydymffurfaeth Rhaglenni

Mae Deddf Cyfathrebiadau 2003 yn rhoi dyletswydd statudol ar Awdurdod S4C i sicrhau bod ei gwasanaethau teledu cyhoeddus yn cydymffurfio â darpariaethau'r Ddeddf a gofynion rheoleiddio eraill. Mae'r rhain yn cynnwys darpariaethau yn Nedd Darlledu 1990 a Chôd Darlledu Ofcom. Yn ogystal, mae Awdurdod S4C wedi mabwysiadu canllawiau mewn perthynas â defnyddio'r iaith Gymraeg mewn rhaglenni.

Gellir cyfeirio cwynion am gydymffurfaeth rhaglenni sy'n ymneud â gwasanaethau S4C naill ai at S4C neu at Ofcom. Os na fydd cwynion a wneir i S4C yn cael eu datrys ar lefel weithredol cân eu cyfeirio am benderfyniad at Ysgrifennydd yr Awdurdod ac wedyn at Bwyllgor Cwynion a Chydymffurfaeth yr Awdurdod.

Mae S4C yn gweithredu gweithdrefn gydymffurfaeth fewnol i sicrhau bod ei gwasanaethau cyhoeddus yn cydymffurfio â'r côdau a'r canllawiau perthnasol. Yn arbennig, caiff rola'u'r swyddogion a'r Awdurdod eu rhannu cyn ac ar ôl darlledu ac mae'r Awdurdod yn gweithredu system fonitro ôl-ddarlledu.

Yn ystod 2008 bu'r tîm monitro (sy'n hollol annibynnol o swyddogion S4C ac Awdurdod S4C) yn adolygu'r cynnyrch Cymraeg ar wasanaeth analog S4C ac S4C digidol a rhaglenni Channel 4 a gafodd eu hailamseru ar y gwasanaeth analog. Mae corff ar wahân, y Grŵp Cydymffurfaeth, yn cyfarfod bob mis i draffod ac adolygu casgliadau'r tîm monitro.

Cyflwynodd cadeirydd annibynnol y Grŵp Cydymffurfaeth adroddiadau misol i'r Awdurdod, gan nodi'r prif faterion a drafodwyd gan y Grŵp a pherfformiad y gwasanaethau mewn perthynas â chydymffurfaeth rheoleiddiol.

Yn ogystal, yn ystod 2008 cyflwynodd y tîm monitro adroddiad i'r Awdurdod mewn perthynas â phortreadu pobl anabl yng ngwasanaethau teledu cyhoeddus S4C.

Yn dilyn ei drafodaethau, mae'r Grŵp Cydymffurfaeth yn cyfeirio materol materol perthnasol a drafodwyd gan y Grŵp at yr Awdurdod. Yn ystod 2008 ni nododd y Grŵp unrhyw faterion a oedd yn ddigon materol berthnasol i'w cyfeirio at yr Awdurdod.

Complaints

As an independent body overseeing the work of S4C the S4C Authority is responsible for setting the framework for handling complaints. It also operates as the final arbiter within S4C in relation to complaints.

All complaints that require a response and that are received within 90 days of the relevant programme will receive a response within 5 days, normally from S4C's Viewers Hotline, to confirm that the complaint has been received and indicating when to expect an answer.

In the event of a serious complaint the Secretary to the Authority can nominate an individual within S4C to respond within 15 days. Following this response, if the complainant wishes to take the complaint further they can write in the first instance to the Secretary and then the Complaints and Compliance Committee of the Authority. A copy of S4C's complaints handling policy can be found on S4C's website.

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 provisions of the Act and other regulatory requirements. These include provisions contained within the Broadcasting Act 1990 and the Ofcom Broadcasting Code. In addition, the S4C Authority has adopted guidelines in relation to the use of the Welsh language within programmes.

Programme compliance complaints in relation to S4C's services may be referred to either S4C or to Ofcom. If complaints received by S4C are not resolved at an executive level they are referred for determination to the Secretary to the Authority and thereafter to the Authority's Complaints and Compliance Committee.

S4C operates an internal compliance procedure to ensure that its public services comply with the relevant codes and guidelines. In particular the roles of the executive and the Authority are split pre and post transmission and the Authority operates a post-broadcast monitoring system.

During 2008 the monitoring team (which is wholly independent of the S4C executive and the S4C Authority), reviewed the Welsh language output on S4C's analogue service and S4C digidol and Channel 4 programmes which were rescheduled on the analogue service. A separate body, the Compliance Group, meets monthly to discuss and review the conclusions of the monitoring team.

The independent chair of the Compliance Group presented monthly reports to the Authority, noting the main issues which were discussed by the Group and the services' performance in relation to regulatory compliance.

In addition, during 2008 the monitoring team prepared a report for the Authority relating to the portrayal of disabled people in S4C's public television services.

Following its discussions, the Compliance Group refers material issues discussed by the Group to the Authority. During 2008 the Group did not identify any issues which were of sufficient materiality to be referred to the Authority.

DYFARNIADAU OFCOM 2008

OFCOM ADJUDICATIONS 2008

Yn ystod y flwyddyn, bu Ofcom yn ystyried ac yn dyfarnu yngylch cwyn mewn perthynas ag un rhaglen. Y rhaglen oedd pennod o **Newyddion** a gynhyrchwyd gan BBC Cymru ac a ddarllledwyd gan S4C ar wasanaethau S4C analog ac S4C digidol. Ni wnaeth Ofcom gynnal y gŵyn.

Bu Ofcom hefyd yn cynnal proses Penderfyniad Priodol mewn perthynas ag un gŵyn arall. Pennod o'r **Byd Ar Bedwar** oedd y rhaglen, a gynhyrchwyd gan ITV Cymru ac a ddarllledwyd gan S4C ar wasanaethau S4C analog ac S4C digidol. Cafodd y gŵyn ei datrys drwy fodd penderfyniad priodol.

Cwyn	Rhaglen	Newyddion
	Darllledwyd ar	9 Gorffennaf 2007 am 19.30
	Cwmni Cynhyrchu	BBC Cymru
Pwnc		Roedd y bennod hon o'r Newyddion yn cynnwys adroddiad yngylch cynnydd gwaith adeiladu lein beipiau nwy hylifedig naturiol (LNG) a rhai o'r protestiadau yn ei gylch.

Roedd y gŵyn a wnaethpwyd gan Meirion Bowen i Ofcom (a ddygwyd ar ei ran gan Jan Frayne) yn honni y cafodd Mr Bowen ei drin yn annheg yn y rhaglen fel y'i darllledwyd gan fod:

- i — Y cyfweliad â Mr Bowen a oedd yn rhan o'r adroddiad ar y lein beipiau LNG wedi'i olygu'n annheg. Cwynodd Mr Bowen fod y cyfweliad wedi hepgo sawl sylw cymwys a wnaeth yn ystod y cyfweliad. Roedd hyn yn awgrymu'n annheg fod Mr Bowen yn 'nimby' (h.y. â barnau 'nid yn fy ngardd gefn i') heb ddarlledu'r eglurhad yr oedd wedi'i roi yn y cyfweliad sef ei fod yn credu nad oedd unrhyw dystiolaeth i brofi bod y lein beipiau LNG yn ddiogel; a
- ii — Bod yr adroddiad wedi hepgo yn annheg dystiolaeth a roddodd Mr Bowen am y difrod a achoswyd gan waith adeiladu'r lein beipiau.

Ymatebodd S4C i'r gŵyn gan nodi nad oedd yn ystyried bod y cyfweliad â Mr Bowen wedi'i olygu'n annheg. Dadleuodd S4C nad oedd unrhyw sail i honni bod yr adroddiad yn rhoi'r argraff annheg mai nimby oedd Mr Bowen. Ni fyddai amheuaeth o gwbl gan wylwyr fod Mr Bowen yn credu bod y lein beipiau LNG yn beryglus ac mai diogelwch, nid bod yn nimby, a'i cymhellodd i brotestio. Nododd S4C hefyd ei bod yn credu bod y rhan o'r cyfweliad a ddarllledwyd yn adlewyrchu barn Mr Bowen yn deg fod honiadau LNG fod y lein beipiau'n ddiogel yn ddi-sail.

During the year, Ofcom considered and adjudicated upon a complaint relating to one programme. The programme was an episode of **Newyddion** produced by BBC Cymru and broadcast by S4C on the S4C analogue and S4C digidol services. Ofcom did not uphold the complaint.

During the year, Ofcom also conducted an appropriate resolution process in relation to one other complaint. The programme was an episode of **Y Byd Ar Bedwar** produced by ITV Cymru and broadcast by S4C on the S4C analogue and S4C digidol services. The complaint was resolved by means of appropriate resolution.

Complaint	Programme	Newyddion
	Broadcast on	9 July 2007 at 19.30
	Production Company	BBC Cymru
Subject		This episode of Newyddion included a report concerning the progress of the construction of a liquid natural gas pipeline and some of the protests surrounding it.

The complaint made by Meirion Bowen to Ofcom (brought on his behalf by Jan Frayne) alleged that Mr Bowen had been treated unfairly in the programme as broadcast in that:

- i — The interview with Mr Bowen which formed part of the report on the LNG pipeline was unfairly edited. Mr Bowen complained that it omitted several pertinent comments he made during the interview. This unfairly suggested that Mr Bowen was a 'nimby' (i.e. holding 'not in my back yard' views) without broadcasting the explanation, which he had given in the interview, that he believed that there was no evidence to prove that LNG's pipeline was safe; and
- ii — The report unfairly omitted evidence about the devastation caused by the construction of the pipeline which had been supplied by Mr Bowen.

S4C responded to the complaint noting that it did not consider that the interview with Mr Bowen was unfairly edited and made him look as if he was a nimby. S4C argued that there were no grounds to claim that the report gave the unfair impression that Mr Bowen was a nimby. Viewers were left in no doubt that Mr Bowen believed that the LNG pipeline was dangerous and that his motivation for protesting was safety not 'nimbyism'. It added that in its view the section of the interview which was broadcast fairly reflected Mr Bowen's opinion that LNG's claims that the pipeline was safe were unfounded.

Dyfarniad

Ystyriwyd y gŵyn gan Grŵp Tegwch Gweithredol Ofcom. Canfu Ofcom fel a ganlyn:

Yn gyntaf, ystyriodd Ofcom gŵyn Mr Bowen fod ei gyfweliad, a oedd yn rhan o'r adroddiad am y lein beipiau LNG, wedi'i olygu'n annheg gan ei fod yn hepgor sawl sylw cymwys a wnaeth yn ystod y cyfweliad ac yn awgrymu'n annheg mai nimby ydoedd.

Wrth ystyried y pen cwyn hwn, bu Ofcom yn ystyried Arfer 7.6 a 7.9 o Gôd Darledu Ofcom. Ym marn Ofcom, roedd yr adroddiad yn cynrychioli'n deg bryderon Mr Bowen sef ei fod yn egluro ei farn fod adeiladu'r lein beipiau yn codi cwestiynau difrifol am ei diogelwch. Ym marn Ofcom, gallai gwylwyr fod yn bendant mai diogelwch oedd yn cymhell Mr Bowen ac nid bod yn nimby.

Canfu Ofcom felly nad oedd cynhyrchwyr y rhaglen wedi golygu cyfraniad Mr Bowen mewn modd annheg.

Yn ail, ystyriodd Ofcom gŵyn Mr Bowen fod yr adroddiad wedi hepgor tystiolaeth am y difrod a achoswyd gan adeiladu'r lein beipiau a ddarparwyd gan Mr Bowen. Wrth ystyried y pen cwyn hwn, bu Ofcom yn ystyried eto Arfer 7.6 a 7.9 fel y nodwyd uchod.

Ystyriodd Ofcom a oedd y rhaglen wedi hepgor deunydd a ddarparwyd gan Mr Bowen a arweiniodd at annhegwch iddo ef. Ystyriodd Ofcom nad oedd hepgor cyfraniad ychwanegol Mr Bowen yn y man hwn wedi arwain at annhegwch iddo ef.

Cyhoeddwyd dyfarniad terfynol Ofcom ar 9 Mehefin 2008.

Adjudication

The complaint was considered by Ofcom's Executive Fairness Group. Ofcom found as follows:

Ofcom first considered Mr Bowen's complaint that his interview, which formed part of the report on the LNG pipeline, was unfairly edited in that it omitted several pertinent comments he made during the interview and unfairly suggested that he was a nimby.

In considering this head of complaint Ofcom took into account Practice 7.6 and 7.9 of the Ofcom Broadcasting Code. In Ofcom's view, the report gave a fair representation of Mr Bowen's concerns in that it made clear his view that the construction of the pipeline raised serious questions over its safety. In Ofcom's opinion, viewers could be left in no doubt that Mr Bowen's motivation was safety and not 'nimbyism'.

Ofcom therefore found that the programme makers' editing of Mr Bowen's contribution did not result in unfairness.

Secondly, Ofcom considered Mr Bowen's complaint that the report omitted evidence about the devastation caused by the construction of the pipeline which had been supplied by Mr Bowen. In considering this head of complaint, Ofcom again took into account Practice 7.6 and 7.9 as noted above.

Ofcom considered whether the programme had omitted material produced by Mr Bowen which resulted in unfairness to him. Ofcom considered that the omission of Mr Bowen's extra input in this area did not result in unfairness to him.

Ofcom's final adjudication was published on 9 June 2008.

Cwyn	Rhaglen	Y Byd Ar Bedwar
Darlledwyd ar	26 Chwefror 2008 am 20.25	
Cwmni Cynhyrchu	ITV Cymru	
Pwnc	Roedd y bennod hon o'r Byd Ar Bedwar yn gysylltiedig â honiadau o fwlio yn y gweithle. Cafodd dwy enghraifft o'r fath ymddygiad eu cynnwys yn y rhaglen, un ohonynt yn sefydliad Cymorth i Fenywod Cymru.	

Derbyniodd Ofcom un gŵyn yn gysylltiedig â'r rhaglen a ddarlledwyd gan S4C; foddy bynnag, roedd y cwynwr eisoes wedi cwyno i S4C. Roedd S4C wedi ymateb i'r cwynwr ac roedd hawl gan y cwynwr i ofyn am adolygiad o ymateb S4C gan Ysgrifennydd yr Awdurdod. Dewisodd y cwynwr beidio â gofyn am y fath adolygiad, ond yn hytrach dewisodd gyflwyno cŵyn newydd i Ofcom. Penderfynodd Ofcom i ystyried y gŵyn a gwahodd S4C a'r cwynwr i geisio datrys y mater drwy foddy gweithdrefn Ofcom ar gyfer Penderfyniad Priodol. Cyflwynodd S4C gynnig penderfyniad priodol a dderbynwyd gan y cwynwr.

Yn ystod y rhaglen, ymchwiliwyd i honiadau gan gyn-aelodau o staff Cymorth i Fenywod Cymru y cawsant eu bwlio yn ystod cyfnod Elen Pierce yn gyfarwyddwr y sefydliad.

Cwynodd Ms Pierce i S4C ac wedyn i Ofcom fod y rhaglen wedi'i thrin mewn modd annheg.

Dyfarniad	Ar ôl ystyried y gŵyn, ynghyd â thystiolaeth gan y cwmni cynhyrchu, derbyniodd S4C fod Elen Pierce wedi'i thrin yn annheg yn ystod y rhaglen, yn benodol:
Nad oedd y rhaglen wedi egluro statws rhai cyfranwyr yn gywir;	Nad oedd y rhaglen wedi cyfleo safbwyt swyddogol yr undeb Unite yn gywir; ac

Ymddiheurodd S4C i Elen Pierce yn unol â gweithdrefn Penderfyniad Priodol Ofcom a darlledwyd ymddiheuriad ar 24 Chwefror 2009.

Complaint	Programme	Y Byd Ar Bedwar
Broadcast on	26 February 2008 at 20.25	
Production Company	ITV Cymru	
Subject	This episode of Y Byd Ar Bedwar related to allegations of bullying in the workplace. Two examples of such behaviour were included in the programme, one of which was within the Welsh Women's Aid organisation.	

One complaint was received by Ofcom relating to the programme broadcast by S4C, however the complainant had already complained to S4C. S4C had responded to the complaint and the complainant was entitled to request a review of S4C's response by the Secretary to the Authority. The complainant chose not to request such a review, but instead chose to submit a new complaint to Ofcom. Ofcom subsequently decided to entertain the complaint and invited S4C and the complainant to try and resolve the matter by way of Ofcom's procedure for Appropriate Resolution. S4C submitted an appropriate resolution proposal which was accepted by the complainant.

During the programme, investigations were made into allegations by former members of staff of Welsh Women's Aid that they had been bullied during Elen Pierce's time as director of the organisation.

Ms Pierce complained to S4C and subsequently to Ofcom that she was treated unfairly by the programme.

Adjudication	After considering the complaint, together with evidence from the production company, S4C accepted that Elen Pierce was treated unfairly during the programme, specifically:
That the programme did not accurately explain the status of certain contributors;	That the programme failed to convey United the Union's official position correctly; and
That the programme did not represent both sides of some issues satisfactorily.	
	S4C apologised to Elen Pierce in accordance with Ofcom's Appropriate Resolution procedure and an apology caption was broadcast on 24 February 2009.

DYFARNIADAU AWDURDOD S4C 2008

S4C AUTHORITY ADJUDICATIONS 2008

Cwyn	Rhaglen	Datganoli
	Darlledwyd ar	25 Medi 2007 am 21.00
Cwmni	Ffilimiau'r	
Cynhyrchu	Bont	
Pwnc	Cyflwynodd y rhaglen farn am darddiad y setliad datganoli a oedd wedi ei gynnwys yn Nedd Cymru 1978.	

Yn dilyn y darllediad, cwynodd yr Arglwydd Morris QC o Aberafan i S4C nad oedd wedi cael y cyfle i ymateb i'r thesis a gyflwynwyd yn y rhaglen. Yr Arglwydd Morris oedd Ysgrifennydd Gwladol Cymru adeg refferendwm datganoli 1979 ac yn ystod taith Ddeddf Cymru 1978 drwy'r Senedd. Darlledwyd cyfweliad gyda'r Arglwydd Morris yn y rhaglen; fodd bynnag, cwynodd yr Arglwydd Morris nad oedd y rhaglen fel y'i darlledwyd wedi rho'i'r cyfle iddo ymateb i'r thesis a gyflwynwyd yn ystod y rhaglen yn ymwneud â tharddiad Ddeddf Cymru 1978.

Yn dilyn ystyried y gŵyn, ynghyd â thystiolaeth gan y cwmni cynhyrchu a'r awdur, derbyniodd S4C fod yr Arglwydd Morris wedi'i drin yn annheg yn ystod y rhaglen, yn benodol:

Nad oedd y rhaglen yn cynnwys enghreifftiau digonol o safwyntiau gwahanol yn ymwneud â phrif thesis y rhaglen, yn groes i ofynion Rheol 5.9 y Côd Darlledu;

Nad oedd y rhaglen wedi rhoi cyfle addas ac amserol i'r Arglwydd Morris ymateb i'r thesis yn y rhaglen yn ymwneud â tharddiad y setliad datganoli, yn groes i ofynion Rheol 7.11 y Côd Darlledu.

Ar ôl ystyried y gŵyn, derbyniodd S4C fod yr elfennau hyn o'r rhaglen yn annheg i'r Arglwydd Morris. Darlledwyd ymddiheuriad i'r Arglwydd Morris ar 12 Mai 2009.

Complaint	Programme	Datganoli
	Broadcast on	25 September 2007 at 21.00
Production Company	Ffilimiau'r	Bont
Subject	The programme presented an authored view of the origins of the devolution settlement contained within the Wales Act 1978.	

Following the broadcast of the programme Lord Morris QC of Aberavon complained to S4C that he was not given the opportunity to respond to the thesis put forward in the programme. Lord Morris was the Secretary of State for Wales at the time of the 1979 devolution referendum and also during the passage of the Wales Act 1978 through Parliament. An interview with Lord Morris was broadcast within the programme; however Lord Morris complained that the interview as broadcast did not give him the opportunity to respond to the thesis put forward during the programme relating to the origins of the Wales Act 1978.

After considering the complaint, together with evidence from the production company and the author, S4C accepted that Lord Morris was treated unfairly during the programme, specifically:

That the programme did not contain sufficient examples of alternative viewpoints relating to the programme's main thesis, contrary to the requirements of Rule 5.9 of the Broadcasting Code;

The programme did not give Lord Morris an appropriate and timely opportunity to respond to the thesis cited in the programme relating to the origin of the devolution settlement, contrary to the requirements of Rule 7.11 of the Broadcasting Code;

Following consideration of the complaint, S4C accepted that these elements of the programme were unfair to Lord Morris. An on-screen apology to Lord Morris was broadcast on 12 May 2009.

Cwyn	Rhaglen	Iii-Haa
Darllewyd ar	Ionawr—Mawrth 2008	
Cwmni Cynhyrchu	Apollo	
Pwnc	Roedd cyfres Iii-Haa yn gyfres i blant yn dilyn grŵp o blant wrth iddynt adysgu sut i farchogaeth. Darllewyd y gyfres gan S4C ar S4C analog ac S4C digidol. Yn ystod deg pennod, bu'r rhaglen yn dilyn y plant wrth iddynt fyw mewn canolfan farchogaeth a dysgu amrywiaeth eang o sgitiau mewn perthynas â marchogaeth a gofalu am geffylau.	

Derbyniodd S4C gŵyn ynghylch cyfres Iii-Haa. Cwynodd y cwynwr y byddai rhai technegau a ddefnyddiwyd i addysgu'r plant yn achosi poen i'r ceffylau. Ar ôl ystyried y gŵyn, ymatebodd S4C gan egluro'r rhagofalon a roddwyd ar waith gan yr hyfforddwr a'r ganolfan farchogaeth a nododd na roddwyd y ceffylau na'r myfyrwyr mewn unrhyw berygl nac anghysur ar unrhyw adeg wrth gynhyrchu'r gyfres.

Cwynodd y cwynwr wedyn i Ysgrifennydd yr Awdurdod ynghylch y technegau addysgu a ddangoswyd yn y rhaglen fel y'i darllewyd a'r dioddefaint gallai'r technegau eu achosi i'r ceffylau. Ymchwiliodd yr Ysgrifennydd i'r gŵyn ac ymateb S4C a chanfu fod S4C wedi ymchwilio'n drwyadl i'r gŵyn. Canfu'r Ysgrifennydd hefyd fod cynhyrchwyr y rhaglen wedi nodi bod lles y ceffylau'n hollbwysig iddynt wrth ffilmio'r gyfres a bod materion ynghylch lles y ceffylau'n cael eu trafod yn rheolaidd wrth baratoi a ffilmio'r gyfres.

Cwyn	Rhaglen	Y Byd Ar Bedwar
Darllewyd ar	1 Gorffennaf 2008 am 20.25	
Cwmni Cynhyrchu	ITV Cymru	
Pwnc	Roedd y bennod hon o gyfres Y Byd Ar Bedwar yn canolbwytio ar faterion mewn cysylltiad ag ymddygiad gwrtgomerydeithasol ymhlið pobl ifanc ym Penygroes, Gwynedd.	

Derbyniodd S4C ddwy gŵyn yn ymwneud â'r rhaglen, un gan Heddlu Gogledd Cymru a'r llall gan y Cyngropydd Dyfed Edwards, Arweinydd Cyngor Gwynedd.

Cwynodd Heddlu Gogledd Cymru fod y rhaglen yn cynnwys sawl anghywirdeb ffeithiol; fod y rhaglen fel y'i darllewyd wedi methu cynnwys sawl cyfraniad cadarnhaol a wnaethpwyd gan swyddogion Heddlu Gogledd Cymru i gynhyrchwyr y rhaglen, a bod cynhyrchwyr y rhaglen wedi annog pobl ifanc i gamymddwyn tra'u bod yn cael eu ffilmio.

Cwynodd y Cyngropydd Dyfed Edwards fod y rhaglen fel y'i darllewyd yn portreadu pobl ifanc ym Penygroes mewn modd negyddol ac nad oedd y darlun a gyflwynwyd yn y rhaglen yn ddarlun gytbwys o gymuned Penygroes. Nododd y Cyngropydd Edwards hefyd ei bryder ei fod yn credu bod cynhyrchwyr y rhaglen wedi annog pobl ifanc i gamymddwyn tra'u bod yn cael eu ffilmio.

Ar ôl ystyried y gŵyn, ymatebodd S4C i Heddlu Gogledd Cymru a'r Cyngropydd Edwards gan nodi nad oedd yn credu bod y rhaglen wedi bwriadu portreadu pobl ifanc ym Penygroes mewn modd negyddol, na bod cynhyrchwyr y rhaglen ddim wedi annog pobl ifanc i gamymddwyn tra'u bod yn cael eu ffilmio, a hefyd bod y rhaglen wedi rhoi darlun gytbwys o gymuned Penygroes.

Complaint	Programme	Iii-Haa
Broadcast on	January—March 2008	
Production Company	Apollo	
Subject	The Iii-Haa series was a children's series following a group of children as they learnt to ride horses. The series was broadcast by S4C on S4C analogue and S4C digidol. Over the course of ten episodes the programme followed the children as they lived in an equestrian centre and learnt a wide range of skills relating to riding and caring for horses.	

S4C received a complaint regarding the Iii-Haa series. The complainant complained that certain techniques used to teach the children would cause pain and distress to the horses. Following consideration of the complaint, S4C responded, explaining the precautions that had been put in place by the instructors and the equestrian centre and noted that at no time during the production of the series were the horses or students put in any danger or discomfort.

The complainant subsequently complained to the Secretary of the Authority regarding the teaching techniques shown in the programme as broadcast and the suffering that the techniques could cause to the horses. The Secretary subsequently investigated the complaint and S4C's response and found that the complaint had been investigated thoroughly by S4C. The Secretary also found that the programme's producers had stated that the welfare of the horses was of paramount importance to them during the filming of the series and that matters relating to the horses' welfare were discussed regularly during the preparation and filming of the series.

Complaint	Programme	Y Byd Ar Bedwar
Broadcast on	1 July 2008 at 20.25	
Production Company	ITV Cymru	
Subject	This episode of the Y Byd Ar Bedwar series concentrated on issues relating to anti-social behaviour amongst young people in Penygroes, Gwynedd.	

S4C received two complaints relating to the programme, one from North Wales Police and another from Councillor Dyfed Edwards, Leader of Gwynedd Council.

North Wales Police complained that the programme contained several factual inaccuracies; that the programme as broadcast failed to include several positive contributions made by officers of North Wales Police to the programme's producers and that the programme's producers had encouraged young people to misbehave whilst being filmed.

Councillor Dyfed Edwards complained that the programme as broadcast portrayed young people in Penygroes in a negative manner and that the picture presented in the programme was not a balanced view of the Penygroes community. Councillor Edwards also noted his concern that he believed the programme's producers had encouraged young people to misbehave whilst being filmed.

Following consideration of the complaints, S4C responded to North Wales Police and Councillor Edwards stating that it did not believe that there was an intention by the programme to portray young people in Penygroes in a negative manner, nor had the programme makers encouraged young people to misbehave whilst being filmed, and also that the programme had given a balanced view of the Penygroes community.

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MARTHA, JAC A SIANCO

YMCHWIL RESEARCH

Mae gan yr Awdurdod ddyletswydd statudol i wneud trefniadau i ganfod y farn gyhoeddus yngylch rhaglenni a ddarledir ar S4C, effeithiau rhaglenni o'r fath ar agweddau neu ymddygiad gwylwyr a'r mathau o raglenni y byddai'r cyhoedd yn dymuno'u gweld yn cael eu darledu ar ein gwasanaethau. Mae'r Awdurdod yn rhoi ystyriaeth lawn i'r gwaith ymchwil annibynnol hwn yn frisol.

Mesur y Gynulleidfa

Mae S4C yn tanysgrifio i BARB (Broadcasters' Audience Research Board), sy'n gyfrifol am ddarparu ffygryau yngylch cynulleidfaedd teledu ar draws y Deyrnas Unedig. Yng Nghymru, mae gan S4C baner ychwanegol o 200 o gartrefi er mwyn dadansoddi patrymau gwyllo siaradwyr Cymraeg ac er mwyn asesu amrywiadau rhanbarthol mewn lefelau gwyllo, gan roi cyfanswm o 540 o gartrefi ar baner S4C.

Ymateb y Gynulleidfa

Cynhaliwyd Panel Ymateb Cynulleidfa S4C gan Ipsos Mori yn 2008. Roedd y gwasanaeth hwn yn rhoi adborth rheolaidd am raglenni a materion eraill, ynghyd â Mynegeion Gwerthfawrogi misol. Mae'r fethodoleg yn gyfuniad o gyswilt ar-lein a thrwy'r post.

Defnyddir Mynegeion Gwerthfawrogi i gymharu perfformiad rhaglenni gyda perfformiad sianelau eraill. Mae Mynegai Gwerthfawrogi yn sgôr allan o 100 gan gyfeirio at y mwynhad o wyllo'r raglen. Sgôr MG cyfartalog yw 75. Ar draws 2008, o blith 19 genre (gan gael samplau gan dros 25 o bobl), roedd MG Siaradwyr Cymraeg o raglenni Cymraeg S4C:

yn uwch na'r cyfartaledd
ar gyfer pob sianel mewn
wyth genre (Operâu
Sebon, Adloniant
Ysgafn: Digwyddiadau
Arbennig, Ceddoriaeth:
Cyfoes, Rhaglenni
Newyddion, Rhaglenni
Celfyddydol, Materion
Cyfoes: Cymdeithasol a
Gwleidyddol, Rhaglenni
Dogfen Natur a
Rhaglenni Plant).

yr un fath â'r cyfartaledd
ar gyfer pob sianel mewn
chwe genre (Rhaglenni
Dogfen Cyffredinol,
Ceddoriaeth Glasurol,
Rhaglenni Crefyddol,
Rhaglenni Chwaraeon,
Rhaglenni Amser
Hamdden a Hobiau
a Materion Cyfoes:
Materion Defnyddwyr).

yn is na'r cyfartaledd
mewn pump genre
(Cyfres Ddrama, Drama
Unigol, Rhaglenni
Teuluol, Rhaglenni Cwis
ac Adloniant Ysgafn:
Comediâu eraill).

O'r genres lle'r oedd gan S4C MG yn is, mewn un o'r rhain (Cyfres Ddrama) llwyddodd S4C i sicrhau MG uchel o 78.

Dadansoddi Agweddau

Cynhaliwyd trafodaethau grŵp ymhlið aelodau "Panel Barn y Bobl" S4C, a gynhaliwyd gan Ymchwil Marchnad Marcus Evans, 4 gwaith yn ystod y flwyddyn ac fe'u gwelwyd yn parhau i ddarparu ffodd ddefnyddiol o fonitro'r ymatebion i wahanol elfennau o ymgyrchoedd marchnata a rhaglenni.

Yn 2008, defnyddiwyd y gwasanaeth i gynnal ymchwil datblygiadol o'r wefan gwyllo S4/Clic a arweiniodd at newidiadau cyn ei lansio ym mis Medi 2008. Cynhaliwyd ymchwil cyn darledu ar gyfres newydd yn yr Hydref ac yna yn hwyrach yn y flwyddyn cynhaliwyd ymchwil datblygiadol ar gyfres hir-rediad, yn darparu adborth manwl ar bob elfen.

The Authority has a statutory duty to make arrangements for ascertaining the state of public opinion concerning programmes broadcast on S4C, the effects of such programmes on the attitudes or behaviour of viewers and the types of programmes that the public would like to be broadcast on our services. The Authority gives full consideration to this independent research on a monthly basis.

Audience Measurement

S4C is a subscriber to BARB (Broadcasters' Audience Research Board), which is responsible for the provision of television audience figures across the United Kingdom. Within Wales, S4C has a boost panel of 200 homes in order to analyse the viewing patterns of Welsh speakers and to assess regional variations in viewing levels, making a total S4C panel of 540 homes.

Audience Reaction

S4C's Audience Reaction Panel was conducted by Ipsos Mori in 2008. This service provided regular feedback on programmes and other issues, together with monthly Appreciation Indices. The methodology is a combination of online and postal contact.

Appreciation Indices are used to compare programme performance with that of other channels. An Appreciation Index is a score out of 100 indicating programme enjoyment. An average AI score is 75. Across 2008, out of 19 genres (receiving samples of over 25 people) Welsh Speakers' AIs of S4C's Welsh language programmes were:

higher than the average
of all channels in
eight genres (Soaps,
Light Entertainment:
Special Events, Music:
Contemporary, News
Programmes, Arts
Programmes, Current
Affairs: Social and
Political, Nature
Documentaries and
Children's Programmes).

equal to the average
of all channels in six genres
(General Documentaries,
Drama Series, Individual
Dramas, Family
Programmes, Sports
Programmes, Hobbies
and Leisure Programmes
and Current Affairs:
Consumer Affairs).

lower than the average
in five genres (Drama
Series, Individual
Dramas, Family
Programmes, Quiz
Programmes and Light
Entertainment: Other
Comedy).

Of the genres where S4C had lower AI's, in one of these (Drama Series) S4C achieved a high AI of 78.

Attitudinal analysis

Group discussions among S4C's "People's Opinion Panel", conducted by Marcus Evans Research, were held 4 times during the year and continued to provide a useful means of monitoring the responses to different elements of programming and marketing campaigns.

In 2008, the service was used to conduct developmental research on the S4/Clic content viewing website, which led to changes prior to its launch in September 2008. Pre-transmission research work was conducted on a new series in the autumn, and later on in the year developmental research work was carried out on a long-running series, providing detailed feedback on all elements.

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EICONAU
ICONS



**Ymchwil
Delwedd**

Yn ystod tri ymarfer ymchwil ar wahân, holwyd 1,000 o bobl (800 o siaradwyr Cymraeg a 200 nad oeddent yn gallu siarad Cymraeg) gan y cwmni ymchwil SPA am eu hagweddau tuag at ystod o sianelau teledu ac ynghylch agweddu penodol ar S4C. Mae hyn wedi ein galluogi i gynnal gweithgarwch olrhain yn y tymor hir ynghylch nifer o bynciau allweddol dros y blynnyddoedd.

Mae'r Sianel yn cael ei gweld gan siaradwyr Cymraeg a rhai nad oeddent yn gallu siarad Cymraeg fel y sianel orau sy'n "dangos rhagleni am fy ardal i o Gymru" ac yn dangos cryfderau uwch na sianelau eraill o ran digwyddiadau wedi'u lleoli yng Nghymru, chwaraeon, cerddoriaeth a rhagleni dogfen sy'n berthnasol i bobl Cymru, tra hefyd yn adlewyrchu bywyd gwledig a modern yng Nghymru.

Mae yno dystiolaeth hefyd bod gwasanaeth **Cyw** (a lansiwyd ym Mehefin 2008) wedi gwella canfyddiad S4C o'i hymrwymiad i ragleni plant.

Segmentiad

Yn 2008, cafodd S4C ganlyniadau astudiaeth segmentiad ansoddol o siaradwyr Cymraeg gan GfK NOP. Mae hwn yn ychwanegol i'r gwaith blaenorol, a bydd yn cael ei ddefnyddio wrth barhau i ymchwilio i anghenion newidiol cynulleidfaedd S4C.

**Gweithio gydag
Ysgolion a
Phobl Ifanc**

Bu'n Swyddog Ymchwil Ysgolion yn ymweld â chwe ysgol gynradd a chwe ysgol uwchradd yn ystod y flwyddyn i asesu ymateb plant o bob oedran i amrywiaeth o'n gwasanaethau i blant.

Ar ddechrau 2008, cynhaliwyd gwaith ymchwil gyda phlant rhwng 4 a 12 mlwydd oed ac hefyd gyda grwpiau o rieni, i ofyn eu barn ynghylch dolenni rhagleni, cyflwynwyr a gwefannau **Planed Plant Bach** a **Planed Plant**. Yn gyffredinol, dangosodd yr ymchwil yr angen i ymestyn oriau rhagleni plant yn y Gymraeg, a'r angen i godi ymwybyddiaeth ynglyn â chynnwys.

Yn ystod y flwyddyn, holwyd plant rhwng 8 a 15 oed eu barn ynghylch ystod eang o gyfresi plant.

Yn y gwanwyn, mewn cydweithrediad rhwng S4C ac Ymchwil Marcus Evans, gofynnwyd i bobl ifanc am yr amrywiaeth o ragleni a gwefannau oedd ar gael iddynt. Roeddent yn credu bod yna ddiffyg rhagleni ar gyfer yr oedran penodol hwn ar S4C.

**Gwylio
Amlblatfform**

Yn ystod 2008, cynhaliodd S4C waith datblygiadol i edrych ar werthuso amlblatfformau a sut i fesur y gwylio sydd yn cael ei wneud ar gynnwys ar-lein yn effeithiol sydd yn gydnaws â gwerthuso teledu, a gobeithiwn ddatblygu'r gwaith yma ymhellach yn ystod 2009.

**Gwasanaethau
Mynediad**

Ym mis Rhagfyr 2008, lawnsiodd S4C arolwg ar-lein, oedd yn arholi barn ar Wasanaethau Mynediad S4C. Parhaodd hyn tan fis Chwefror 2009.

**Image
Tracking**

Over three separate waves of research, 1,000 people (800 Welsh speakers and 200 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.

The Channel is seen very clearly among Welsh speaking viewers and Non-Welsh speakers alike as the best channel for "showing programmes about my area of Wales," and with clear strengths above other channels in the areas of Wales-based events, sports, music, and documentaries relevant to the people of Wales, while also managing to reflect rural and modern Wales.

There is also evidence that the **Cyw** service (launched in June 2008) has enhanced the perception of S4C's commitment to children's programming.

Segmentation

In 2008 S4C received the results of the qualitative stage of our segmentation study of Welsh speakers from GfK NOP. This is an addition to previous work, and will be used to continue investigating the changing needs of S4C's audiences.

**Working with
Schools and
Young People**

Our Schools Research Officer visited six primary schools and six secondary schools during the year to assess the response of children of all ages to a variety of our children's services.

At the beginning of 2008, research was conducted with children between 4 and 12 years old and groups of parents to ask their opinions about the style of programme links, presenters and websites for **Planed Plant Bach** and **Planed Plant**. In general, the research indicated a call for extended hours of children's programmes in the Welsh language, and a need to raise awareness regarding content.

During the year, children aged between 8 and 15 years old were asked their opinions about a wide range of children's series.

In the spring, in a joint project between Marcus Evans Research and S4C, young people and teenagers were asked about the various programmes and websites available to them. There is a perceived lack of sufficient programmes made specifically for this age group on S4C.

**Multiplatform
Viewing**

During 2008, S4C carried out developmental work to look at multiplatform currencies and how to measure the viewing of online content effectively in a way compatible with TV currencies, and we hope to develop this work further during 2009.

**Access
Services**

In December 2008 S4C initiated an online survey examining opinions regarding S4C's Access Services. This continued into February 2009.

LLUNIAU
BOB DYDD
PICTURE
DIARY



SGORIO

**30 RHAGLEN
UCHAF S4C YN
2008: RHAGLENNI
CYMRAEG***

**S4C TOP 30
PROGRAMMES
FOR 2008:
WELSH LANGUAGE
PROGRAMMES***

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrraeddiaid Miloedd Reach in Thousands
01	Y Clwb Rygbi Gweilch v Scarlets Ospreys v Scarlets	27.12.08	356
02	Rygbi: Pencampwriaeth Ieuenctid y Byd Cymru v Seland Newydd Wales v New Zealand	18.06.08	245
03	Pêl-droed Rhwngwladol Gwlad yr Iâ v Cymru Iceland v Wales	28.05.08	242
04	Grand Slam '08— Dathliad y Pencampwyr Celebrations	29.05.08/01.06.08/ 02.06.08	236
05	Pêl-droed Rhwngwladol Lwcsembwrg v Cymru Luxembourg v Wales	26.03.08	214
06	Y Clwb Rygbi Caerdydd v Castell-Nedd Cardiff v Neath	20.04.08	170
07	Natur Cymru	17.03.08/19.03.08/ 22.03.08/23.03.08	160
08	Codi Canu	02.02.08/03.02.08/04.02.08	156
09	Cyngerdd Yr Urdd—Noson Ola'r Prom	24.05.08/30.05.08	153
10	Rhydian	25.12.08/28.12.08	151
11	Yr Afon	03.11.08/05.11.08/ 08.11.08/09.11.08	138
12	Llangollen 08	10.07.08/12.07.08	136
=	Y Clwb Rygbi Castell-Nedd v Abertawe Neath v Swansea	26.01.08	136
14	Falstaff	21.03.08/23.03.08/27.03.08	134
15	Y Clwb Rygbi Rhwngwladol Cymru v Ffraint Wales v France	15.03.08	133

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrraeddiaid Miloedd Reach in Thousands
16	Jonathan	01.02.08	132
17	Teulu	10.02.08/14.02.08	126
18	Rygbi Rhwngwladol De Africa v Cymru S Africa v Wales	07.06.08	125
=	Rygbi—Y Gêm Agored	23.05.08/25.05.08	125
20	Cerys Nôl Adre	11.03.08/13.03.08/ 15.03.08/16.03.08	122
=	Eisteddfod Genedlaethol Caerdydd a'r Cylch	06.08.08	122
22	Cefn Gwlad—Penllyn	01.09.08/07.09.08	120
23	Katherine Jenkins—Yn Fyw o Langollen	06.01.08/12.01.08	117
=	Pobol y Cwm (Gwe/Sul/Llun) (Fri/Sun/Mon)	26.12.08/28.12.08/29.12.08	117
25	Carolau o Langollen	18.12.08/20.12.08/24.12.08	116
=	Cyngerdd Grav Yma O Hyd	27.12.08/02.01.09	116
27	Y Tŷ Cymreig	06.02.08/08.02.09/09.02.08/ 10.02.08/11.02.08	115
=	Noson Lawen	02.02.08	115
=	Caerdydd	06.04.08/10.04.08	115
30	Eisteddfod Genedlaethol Caerdydd a'r Cylch	09.08.08	114

* Ymddangosiad Unigol Uchaf

* Highest Single Occurrence

Ffynhonnell: BARB, Ardal DU
Source: BARB, UK Area

Cyfartaledd y 30 uchaf = 152,000
Top 30 Average = 152,000

**30 RHAGLEN
UCHAF S4C YN
2008: RHAGLENNI
SAESNEG***

**S4C TOP 30
PROGRAMMES
FOR 2008: ENGLISH
LANGUAGE
PROGRAMMES***

Safle Position	Rhaglen Programme	Dyddiad Date	Cyfartaledd Miloedd Average Thousands
01	Film: The Day After Tomorrow (2004)	22.03.08	76
02	Paul O'Grady	17.12.08	52
=	Deal Or No Deal	09.02.08	52
=	Film: Underworld Evolution (2006)	06.12.08	52
05	Film: Fantastic Four (2005)	06.01.08	50
06	The Simpsons	02.06.08	48
07	Big Brother	26.08.08/27.08.08	45
08	Countdown	08.12.08	42
09	Film: Walk The Line (2005)	25.05.08	41
10	The Girl With Two Faces	16.09.08	39
=	Film: Cheaper By The Dozen (2003)	07.12.08	39
12	Alive	09.02.08	37
=	World Cup Skiing	10.02.08	37
14	Film: Mean Girls (2004)	26.05.08	36
15	Richard And Judy	01.02.08	35
=	The 9/11 Hotel	10.09.08	35
17	Channel 4 Racing	14.03.08	33
=	Cutting Edge	10.04.08	33
=	Film: The Core (2003)	04.10.08	33
=	Film: Gladiator (2000)	12.01.08	33
21	I Am The Elephant Man	07.04.08	31
22	Grand Designs	05.03.08	30
=	Relocation, Relocation	24.01.08	30
=	Dangerous Jobs For Girls	21.08.08	30
25	Film: Independence Day (1996)	01.11.08	29
=	Supernanny	21.10.08	29
=	The Sex Education Show	16.09.08	29
=	Peter Kay's Britain's Got The Pop Factor	17.10.08	29
=	Time Team Special	08.03.08	29
=	8 Out Of 10 Cats	13.11.08	29
=	Hollyoaks	16.03.08	29
=	Gordon Ramsay's F Word	02.07.08	29

* Ymddangosiad Unigol Uchaf
* Highest Single Occurrence

Ffynhonnell: BARB, Ardal DU
Source: BARB, UK Area

Cyfartaledd y 30 uchaf = 38,000
Top 30 Average = 38,000

**YMCHWIL
RESEARCH**

Cyfran a Chyrhaeddiad Share and Reach	2008	2007
Cyfran: Holl Wylwyr, Holl Oriau Share: All Viewers, All Hours	2.7%	3.0%
Cyrhaeddiad Wythnosol: Holl Wylwyr, Holl Oriau Weekly Reach: All Viewers, All Hours	26%	29%
	665,000	731,000
Cyrhaeddiad Wythnosol: Holl Wylwyr, Oriau Cymraeg Weekly Reach: All Viewers, Welsh Hours	20%	20%
	504,000	511,000
Miloedd: Holl Wylwyr, Oriau Brig Thousands: All Viewers, Peak Hours	32,000	30,000
Cyfran: Holl Wylwyr, Oriau Brig Share: All Viewers, Peak Hours	3.3%	3.2%
Ffynhonnell: BARB Source: BARB		

GWOBRAU 2008 AWARDS 2008

Enillwyr BAFTA Cymru 2008	Y Ddrama Orau/Gyfresol Orau ar gyfer Teledu	Calon Gaeth (Greenbay)
	Rhaglen/Drama Ddogfen Orau	Grav-Ray o'r Mynydd (BBC Cymru)
	Adloniant Ysgafn Orau	Mawr: Sioe PC Leslie Wynne (Alfresco)
	Rhaglen Ieuengtid Orau	Rownd a Rownd (Rondo)
	Animeiddio Gorau	Holi Hana (Calon)
	Cyfryngau Newydd Gorau	Planed Plant Bach (Cube Interactive)
	Golygydd Gorau	Rasus ar Garlam (Apollo)
	Criw Byw/OB Gorau	Angladd Ray Gravell (BBC Cymru)
	Trac Sain Gerddorol Wreiddiol Orau	John Hardy/Rove Love— Y Pris (Fiction Factory)
	Cyfarwyddwr Gorau	Nia Dryhurst—Fel Arall (Greenbay)
	Actor Gorau	Rhodri Evan— Cowbois ac Injans (Rondo)
Enillwyr Yr Wyl Cyfryngau Celtaidd 2008	Rhaglen Ffeithiol Orau	O'r Galon: Martin Thomas (Fflic)
	Portread Chwaraeon	Wynebau Newydd: Merch y Gadair Ddur (Nant)
	Categori Addysg	Rygb 100% (Cwmni Da)
	Animeiddio	Holi Hana (Calon)
Gwobrau Promax UK 2008	Chwaraeon Gorau	Gwobr Aur— Y Platform (S4C/JM Creative)
	Defnydd Orau o Ddylunio Sain noddwyd gan West One Music	Gwobr Aur— Codi Canu (S4C/JM Creative)
Gŵyl Ffilm Graz, Awstria 2008	Gwobr Aur Camera Alpine	Wynebau Newydd: Dringo i'r Eitha (Cwmni Da)
Gwobrau Design Week 2008	Prif wobr am ffilm fer arbennig sy'n hyrwyddo gwasanaethau is-deitlo dwyieithog a fideo-ar-alw.	
Gŵyl Hysbysebu Rhngwladol Cannes Lions 2008	Categori Dylunio a Graffeg Darlleu	Gwobr Arian— Gwrthrychau yn symud i gyfeiliant llais

BAFTA Cymru Winners 2008	Best Drama/Drama Serial for Television	Calon Gaeth (Greenbay)
	Best Documentary/Factual Doc	Grav-Ray o'r Mynydd (BBC Cymru)
	Best Light Entertainment	Mawr: Sioe PC Leslie Wynne (Alfresco)
	Best Youth Programme	Rownd a Rownd (Rondo)
	Best Animation	Holi Hana (Calon)
	Best New Media Award	Planed Plant Bach (Cube Interactive)
	Best Editor	Rasus ar Garlam (Apollo)
	Best Live Coverage/OB Team	Angladd Ray Gravell (BBC Cymru)
	Best Original Music Soundtrack	John Hardy/Rove Love— Y Pris (Fiction Factory)
	Best Director	Nia Dryhurst—Fel Arall (Greenbay)
	Best Actor	Rhodri Evan— Cowbois ac Injans (Rondo)
Celtic Media Festival Winners 2008	Factual Documentary	O'r Galon: Martin Thomas (Fflic)
	Sport Profile	Wynebau Newydd: Merch y Gadair Ddur (Nant)
	Education Category	Rygb 100% (Cwmni Da)
	Animation	Holi Hana (Calon)
Promax UK Awards 2008	Best Sports	Gold Award— The Platform (S4C/JM Creative)
	Best Use of Sound Design sponsored by West One Music	Gold Award— Codi Canu (S4C/JM Creative)
Graz Film Festival, Austria 2008	Camera Alpine Gold Award	Wynebau Newydd: Dringo i'r Eitha (Cwmni Da)
Design Week Awards 2008	Major prize for an innovative on-screen campaign promoting bilingual subtitling and video-on-demand service.	
2008 Cannes Lions International Advertising Festival	Broadcast Design and Graphics Category	Silver Prize— Voice Reactive Idents

ENWEBIADAU YN YSTOD 2008

NOMINATIONS DURING 2008

Gwobrau Grierson Drama Ddogfen Orau Man Geni'r IRA (Cwmni Da)

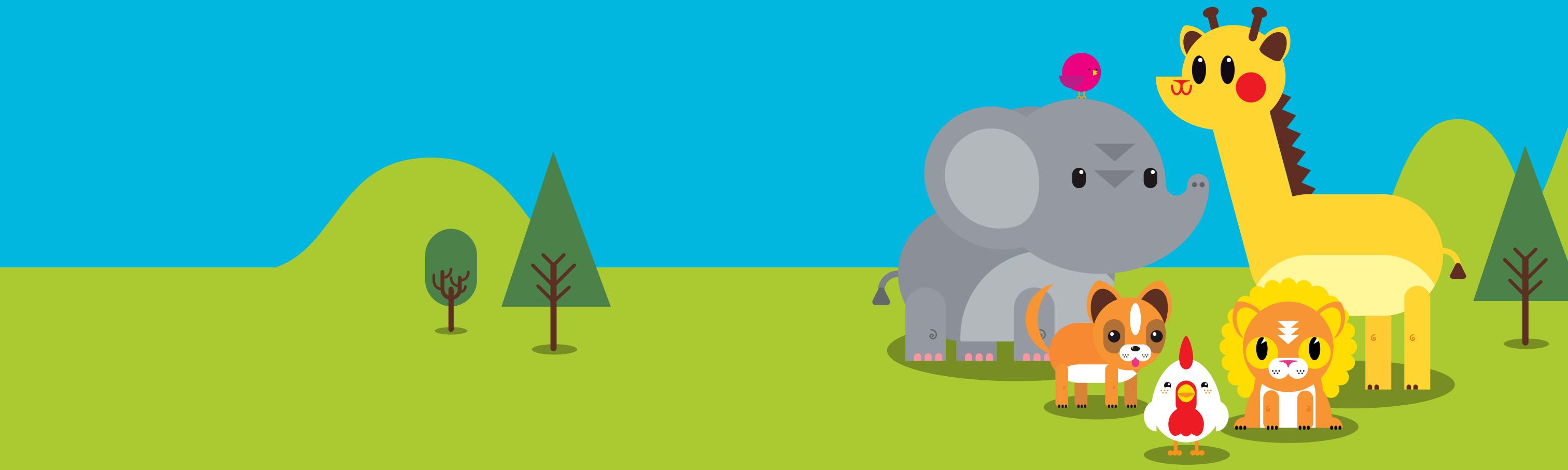
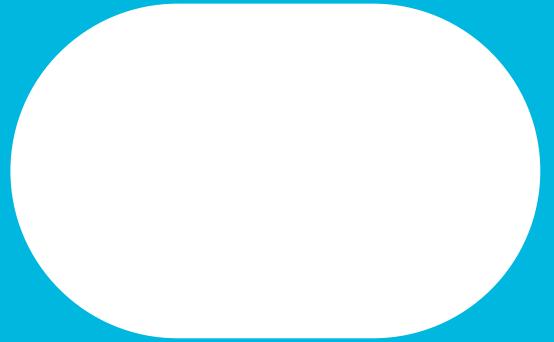
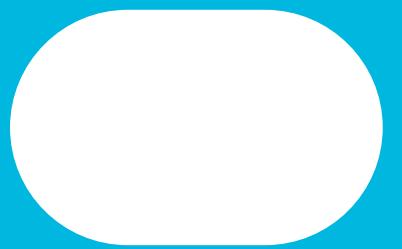
Prix Europa Ffuglen Teledu Y Pris (Fiction Factory)

Gwobrau
Teyrnged
Cartoon
Forum
2008 Enwebwyd yn y categori
Darlleddwr y Flwyddyn

Grierson Awards Best Drama Doc Man Geni'r IRA (Cwmni Da)

Prix Europa TV Fiction Y Pris (Fiction Factory)

2008 Cartoon
Forum
Cartoon
Tribute
Awards Nominated for Broadcaster
of the Year

LLUNIAU
BOB DYDD
PICTURE
DIARY

DATGANIAD
ARIANNOL
STATEMENT
OF ACCOUNTS

DEDDF
DARLLEDU 1990
BROADCASTING
ACT 1990

CYFLWYNIR
DATGANIAD
ARIANNOL S4C I'R
SENEDD YN SGIL
PARAGRAFF 13(2)
I ATODLEN 6
DEDDF DARLLEDU
1990 (C.42)

THE STATEMENT
OF ACCOUNTS FOR
S4C IS PRESENTED
TO PARLIAMENT
PURSUANT TO
PARAGRAPH 13(2)
TO SCHEDULE
6 OF THE
BROADCASTING
ACT 1990 (C.42)

**ADRODDIAD YR
 AWDURDOD AM
 Y FLWYDDYN
 A DERFYNODD
 31 RHAGFYR 2008
 REPORT OF
 THE AUTHORITY
 FOR THE YEAR ENDED
 31 DECEMBER 2008**

Rhagair

Cyflwynir Datganiad Ariannol yr Awdurdod am y flwyddyn a derfynodd 31 Rhagfyr 2008 yn unol ag Atodlen 1(1) (b) y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol i'r Awdurdod ym mis Mai 2007.

**Prif
 Weithgareddau**

Mae S4C yn gweithredu o dan Adrannau 203 hyd 207 (cynwysiedig) ac Atodlen 12 Ddeddf Cyfathrebiadau 2003. Mae Adran 204 yn darparu bod yr Awdurdod yn gweithredu i ddarparu gwasanaethau rhaglenni teledu o safon uchel gyda'r bwriad iddynt fod ar gael yn gyfan gwbl neu yn bennaf i'r cyhoedd yng Nghymru. Wrth gyflawni'r gweithgaredd, rhaid i'r Awdurdod barhau i ddarparu'r gwasanaeth darlleu teledu analog a adnabyddir fel Sianel Pedwar Cymru neu S4C (sydd yn bennaf yn darlleu rhaglenni Cymraeg ar y Bedwaredd Sianel yng Nghymru ac sydd yn darlleu rhaglenni Saesneg Channel 4 [yn gyfamserol neu wedi eu hailamserlennu] pan nad ydyw yn darlleu yn Gymraeg) ac y gall barhau i ddarlleu'r gwasanaeth digidol a adnabyddir fel S4C digidol. Mae'r Awdurdod hefyd yn parhau i ddarparu S4C2, sydd yn wasanaeth digidol, trwy gwmni S4C, sef S4C2 Cyf, dan y darpariaethau trawsnewidiol sydd ym mharagraff 27 (3) Atodlen 18 Ddeddf Cyfathrebiadau 2003.

**Strwythur
 Grŵp**

Mae is-baragraffau (2) a (3) Paragraff 1 Atodlen 6 Ddeddf Darlleu 1990 (fel yr addaswyd gan Adran 206 (6) Ddeddf Cyfathrebiadau 2003) yn caniatáu i'r Awdurdod, i'r graddau ei bod yn ymddangos iddynt yn atodol neu'n arweiniol i'w gweithgaredd i wneud hynny, gymryd rhan mewn gweithgareddau, yn cynnwys gweithgareddau masnachol, trwy gwmniau S4C gan ddefnyddio cylld masnachol yn unig. Yn ogystal, mae'r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Ddeddf Cyfathrebiadau 2003 yn caniatáu i'r Awdurdod barhau i gymryd rhan mewn gweithgareddau, yn cynnwys gweithgareddau masnachol, yr oeddent yn eu gwneud yn syth cyn dechreuad Adran 206, naill ai ei hunan neu trwy gwmni S4C. O fewn y Datganiad Ariannol cyfun hwn, cyfeirir at Gronfa'r Gwasanaeth Cyhoeddus fel S4C ac at gyfanswm y gwasanaeth cyhoeddus a gweithgareddau masnachol fel yr Awdurdod. Cyfeirir at yr asedau nad ydynt yng Nghronfa'r Gwasanaeth Cyhoeddus fel y Gronfa Cyffredinol.

Foreword

The Statement of Accounts of the Authority for the year ended 31 December 2008 is presented in accordance with Schedule 1(1) (b) of the Accounts Direction issued by the Secretary of State to the Authority in May 2007.

**Principal
 Activities**

S4C operates under Sections 203 to 207 (inclusive) and Schedule 12 of the Communications Act 2003. Section 204 provides that the Authority shall have the function of providing television programme services of high quality with a view to their being available for reception wholly or mainly by members of the public in Wales. In carrying out that function, the Authority must continue to provide the analogue television broadcast service known as Sianel Pedwar Cymru or S4C (which broadcasts mainly Welsh language programmes on the Fourth Channel in Wales and broadcasts Channel 4 English language programmes [simultaneously or rescheduled] when not transmitting in Welsh) and may continue to broadcast the service provided in digital form known as S4C digidol. The Authority also continues to provide S4C2, which is a digital service, through an S4C company, S4C2 Cyf., under the transitional provisions contained in paragraph 27 (3) of Schedule 18 to the Communications Act 2003.

**Group
 Structure**

Sub-paragraphs (2) and (3) of Paragraph 1 of Schedule 6 to the Broadcasting Act 1990 (as amended by Section 206 (6) of the Communications Act 2003) entitles the Authority, to the extent that it appears to them incidental or conducive to the carrying out of their functions to do so, to carry out activities, including commercial activities, through S4C companies using commercial revenues only. Likewise, the transitional provisions contained in paragraph 27 of Schedule 18 to the Communications Act 2003 permit the Authority to continue carrying on any activities, including commercial activities, which were being carried on immediately before the commencement of Section 206, either itself or through an S4C company. Within this consolidated Statement of Accounts, the Public Service Fund is referred to as S4C and the total of both public service and commercial activities is referred to as the Authority. The assets of the Authority that are not comprised in the Public Service Fund are referred to as the General Fund.

Cyllid

Yn unol ag Adran 61 Deddf Darledu 1990 (fel y dirprwyd gan Adran 80 Deddf Darledu 1996 a diweddarwyd gan Adran 207 (7) Deddf Cyfathrebiadau 2003), mae'r Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon yn darparu cyllid i S4C i'w galluogi i weithredu. Y swm a dderbynir yw'r swm penodedig o'i gynyddu gan y canran priodol. Golyga'r 'swm penodedig' y swm a dalwyd gan yr Ysgrifennydd Gwladol i S4C ym 1997 yn unol ag Adran 61 Deddf Darledu 1990. Mae'r 'canran priodol' mewn cysylltiad ag unrhyw flwyddyn yn golygu canran y cynnydd rhwng y mynegai pris manwerthu am fis Tachwedd 1996 a'r mynegai pris manwerthu am y mis Tachwedd cyn y flwyddyn berthnasol. Rhaid cadw'r arian hwn yng Nghronfa'r Gwasanaeth Cyhoeddus a rhaid ei adefnyddio'n unig i gyflawni gwasanaethau cyhoeddus yr Awdurdod. Ni chaniateir cymorthdal o Gronfa'r Gwasanaeth Cyhoeddus ar gyfer gweithgareddau masnachol.

Aelodau'r Awdurdod

Rhestrir aelodau'r Awdurdod a wasanaethodd yn ystod y flwyddyn ar ddiwedd yr adroddiad. Ni fu gan neb o'r aelodau fudd mewn cytundebau gydag S4C. Rhoddir gwybodaeth sy'n cyfateb i'r gofynion datgelu ar gyfer cydnabyddiaeth i gyfarwyddwyr dan y Cyfarwyddyd Cyfrifon mewn perthynas â chydubyddiaeth i'r aelodau yn nodyn 4 i'r Datganiad Ariannol.

Incwm Cronfa'r gwasanaeth cyhoeddus a throsiant y Gronfa gyffredinol

Roedd y cyfanswm a dderbyniwyd oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon (ADDCC) yn ystod y flwyddyn yn £98.440m (2007 - £94.395m). Defnyddiwyd yr incwm hwn i gyllido costau comisiunu a phrynu rhaglenni Cymraeg, costau darledu S4C, gwariant ar asedau sefydlog a gorbenion. Mae balans yr incwm, ar ôl cymryd i ystyriaeth gwariant ar ddarledu rhaglenni a chostau gweithredu a gweinyddu, fellyn yn cynrychioli'r prif fodd o gyllido asedau net S4C ac yn cael ei drin fel incwm gohiriedig yng Nghronfa'r Gwasanaeth Cyhoeddus. Crêwyd trosiant y Gronfa Gyffredinol gan werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandio, cyhoeddi a gweithgareddau buddsoddi. Yn 2008, roedd y cyfanswm yn £4.071m (2007 - £5.509m). Rhoddir manylion pellach yn nodyn 2 i'r Datganiad Ariannol.

Gwariant

Mae'r costau a roddwyd yn erbyn y cyfrif elw a cholled yn ystod y flwyddyn yn cynnwys £100.560m (2007 - £94.123m) ar gyfer costau'r gwasanaeth rhaglenni a chostau darledu a dosbarthu, £2.931m am gostau uniongyrchol eraill (2007 - £3.772m) a £5.889m (2007 - £4.576m) ar gyfer costau gweithredu a gweinyddu. Roedd costau'r rhaglenni a ddarlleddwyd yn cynnwys £79.078m (2007 - £73.200m) ar gyfer costau rhaglenni a gomisiynwyd neu a brynwyd gan gyflenwyr rhaglenni. Cyfeiria costau darledu a dosbarthu at gostau trosglwyddion a llinellau cyfathrebu a ddarperir gan contractwyr. Roedd y gweddl yn gostau uniongyrchol comisiunu a chyflwyno rhaglenni, costau rhedeg gwasanaeth teletestun ac is-deitlo S4C ynghyd â chostau darledu perthnasol eraill y gwasanaeth darledu megis costau marchnata a chostau ymchwil cynulleida.

Mae costau uniongyrchol eraill yn cynnwys rhaniad elw yn daladwy i drydydd partiōn yn deillio o werthiant rhaglenni, comisiwn asiantaeth a chostau darledu yn ymwnheid â hysysebion a chostau cludo yn ymwnheid â S4C 2 ar lwyfannau digidol, daearol a lloeren. Ceir manylion pellach am gostau gweithredu a gweinyddu yr Awdurdod yn nodyn 3 i'r Datganiad Ariannol.

Polisi talu

Mae'n bolisi gan yr Awdurdod i gytuno ar amodau a thelerau addas ar gyfer ei drafodion â chyflenwyr, ac yn amodol ar eu cydymffurriad, gwneir taliadau yn unol â'r telerau hyn. Yn arferol yn 2008, talwyd 87% (2007 - 89%) o gyflenwyr cyn pen 30 diwrnod.

Funding

Under Section 61 of the Broadcasting Act 1990 (as substituted by Section 80 of the Broadcasting Act 1996 and subsequently amended by Section 207 (7) of the Communications Act 2003), the Secretary of State for Culture, Media and Sport provides S4C with funds in order to carry out its activities. The amount received is the prescribed amount as increased by the appropriate percentage. The 'prescribed amount' means the amount paid by the Secretary of State to S4C in 1997 in accordance with Section 61 of the Broadcasting Act 1990. The 'appropriate percentage' in relation to any year means the percentage increase between the retail price index for November 1996 and the retail price index for the month of November preceding the relevant year. This funding must be held in the Public Service Fund and be applied only for the purposes of providing the Authority's public services. No subsidy is permitted from the Public Service Fund for commercial activities.

Authority Members

The members of the Authority who served during the year are listed at the end of the report. None of the members had an interest in contracts with S4C. Information as required under the Accounts Direction is given in respect of the members' remuneration in note 4 to the Statement of Accounts.

Public service fund income and General fund turnover

Amounts receivable from the Department for Culture, Media and Sport (DCMS) during the year totalled £98.440m (2007 - £94.395m). This income was used to finance the cost of commissioning and acquiring Welsh language programmes, the transmission costs of S4C, expenditure on fixed assets and overheads. The balance of this income, after the cost of programme transmission and operational and administrative expenses, therefore represents the principal means of financing the net assets of S4C and is treated as deferred income in the Public Service Fund. General Fund turnover was generated by sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and investment activities. It totalled £4.071m in 2008 (2007 - £5.509m). Further details are given in note 2 to the Statement of Accounts.

Expenditure

Costs charged to the profit and loss account during the year include £100.560m (2007 - £94.123m) for the cost of the programme service and transmission and distribution costs, £2.931m for other direct costs (2007 - £3.772m) and £5.889m (2007 - £4.576m) for operational and administrative expenses. The costs of programmes transmitted included £79.078m (2007 - £73.200m) in respect of the cost of programmes commissioned or acquired from programme suppliers. Transmission and distribution costs are incurred in respect of transmitters and communication lines provided by contractors. The balance comprised the direct costs of programme commissioning and presentation, the operational costs of access services provided by S4C and other related costs of the programme service such as marketing costs and audience research.

Other direct costs include third party co-production funding advances, profit participation due to third parties in respect of programme sales, agency commission and playout costs relating to advertisements and carriage costs relating to S4C on the digital, terrestrial and satellite platforms. Further details of the operational and administrative costs of the Authority are given in note 3 to the Statement of Accounts.

Payment policy

It is the Authority's policy to agree appropriate terms and conditions for its transactions with suppliers, and subject to their compliance, to make payments in accordance with these terms. Typically in 2008, 87% (2007 - 89%) of supplier balances were paid within 30 days.

Oriau a ddarlleddwyd a chyfartaledd cost yr awr Yn ystod y flwyddyn darlededd S4C gyfanswm o 11,032 awr o raglenni (2007 – 10,445 awr), yn cynrychioli cyfartaledd o 212.1 awr yr wythnos (2007 – 200.9 awr). Mae dadansoddiad o'r oriau hyn rhwng rhaglenni Cymraeg a'u costau perthnasol a rhaglenni Saesneg fel a ganlyn:

	Oriau	2008 Cost yr awr £	Oriau	2007 Cost yr awr £
Cymraeg				
Raglenni a gomisiynwyd Cynrychiadau annibynnol BBC	1,355 21	52,748 65,998	1,236 71	52,078 38,960
	1,376	52,950	1,307	51,365
Raglenni a brynwyd Ailddarlediadau Cynrychiadau annibynnol BBC	83	11,747	126	10,405
	2,978 259	1,000 8,748	2,320 265	1,172 7,682
	4,696	16,839	4,018	18,218
BBC—Oriau Statudol	630	—	626	—
	5,326		4,644	
Cyfartaledd yr wythnos		102.4		89.3
Cafodd S4C yr oriau statudol a ddarparwyd gan y BBC, a oedd yn cynnwys rhai ailddarlediadau, dan Adran 58 (1) Deddf Darlledu 1990 (fel yr addaswyd gan Adran 29 Deddf Darlledu 1996) a thalwyd amdanyst gan y BBC o incwm y drwydded. Mae cynrychiadau annibynnol yn cynnwys rhaglenni a gomisiynwyd oddi wrth ITV Cymru.				
Darlededd S4C 1,248 awr (2007 – 1,169 awr) o raglenni Cymraeg yn yr oriau brig rhwng 6.30 p.m. a 10.00 p.m. sydd yn rhoi cyfartaledd yr wythnos o 24.0 awr (2007 – 22.5 awr).				
Saesneg				
Raglenni gwreiddiol Ailddarlediadau	3,416 2,290		3,523 2,278	
	5,706		5,801	
Cyfartaledd yr wythnos		109.7		111.6

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

Hours transmitted and average cost per hour The total hours of programmes transmitted by S4C during the year amounted to 11,032 (2007 – 10,445), representing an average per week of 212.1 hours (2007 – 200.9 hours). An analysis of these hours between Welsh language programmes and their related costs and English language programmes is as follows:

	Hours	2008 Cost per hour £	Hours	2007 Cost per hour £
Welsh				
Commissioned programmes				
Independent production				
BBC	1,355 21	52,748 65,998	1,236 71	52,078 38,960
	1,376	52,950	1,307	51,365
Acquired programmes				
Repeats				
Independent production				
BBC	2,978 259	1,000 8,748	2,320 265	1,172 7,682
	4,696	16,839	4,018	18,218
BBC—Statutory hours				
	630	—	626	—
	5,326		4,644	
Average per week		102.4		89.3
The statutory hours supplied by the BBC, which included an element of repeat programmes, were provided to S4C under Section 58 (1) of the Broadcasting Act 1990 (as amended by Section 29 of the Broadcasting Act 1996) and were funded out of the BBC's licence revenue. Independent production includes programmes commissioned from ITV.				
1,248 hours (2007 – 1,169 hours) of Welsh language programmes were transmitted in the peak hours between 6.30 p.m. and 10.00 p.m. with a weekly average of 24.0 hours (2007 – 22.5 hours).				
English				
Original programming				
Repeats				
	2008 Hours		2007 Hours	
English				
Original programming				
Repeats				
	2008 Hours		2007 Hours	
Average per week		109.7		111.6
S4C has the right to transmit English language programmes provided by Channel 4 free of charge in accordance with Section 58 (2) of the Broadcasting Act 1990.				

Rhagleni a ddarlledwyd yn ôl categori

Rhagleni a gomisiynwyd

	2008		2007	
	Oriau	Cost yr awr £	Oriau	Cost yr awr £
Drama	94	208,545	84	193,923
Ffeithiol Cyffredinol	471	34,659	471	32,148
Materion Cyfoes	83	31,802	64	37,064
Cerdd Ysgafn/Adloniant	113	75,250	98	68,606
Plant	315	36,811	198	53,141
Cerddoriaeth a Chelfyddydau	104	35,245	120	39,449
Chwaraeon	165	55,405	247	41,802
Crefydd	31	44,727	25	41,078
Cyfanswm	1,376	52,950	1,307	51,365

BBC a Channel 4

	2008		2007	
	BBC Oriau	C4 Oriau	BBC Oriau	C4 Oriau
Drama	97	758	107	691
Newyddion	171	122	174	124
Materion Cyfoes a Ffeithiol	59	853	80	1,054
Adloniant Ysgafn	16	1,088	19	1,034
Pobl Ifanc a Phlant	65	24	40	-
Cerddoriaeth a Chelfyddydau	101	13	104	19
Addysg	9	19	21	59
Chwaraeon	111	520	80	521
Crefydd	1	19	1	21
	630	3,416	626	3,523

Transmitted programmes by category

Commissioned programmes

	2008		2007	
	Hours	Cost per hour £	Hours	Cost per hour £
Drama	94	208,545	84	193,923
General Factual	471	34,659	471	32,148
Current Affairs	83	31,802	64	37,064
Light Music/Entertainment	113	75,250	98	68,606
Children	315	36,811	198	53,141
Music and Arts	104	35,245	120	39,449
Sport	165	55,405	247	41,802
Religion	31	44,727	25	41,078
Total	1,376	52,950	1,307	51,365

BBC and Channel 4

	2008		2007	
	BBC Hours	C4 Hours	BBC Hours	C4 Hours
Drama	97	758	107	691
News	171	122	174	124
Current Affairs and Factual	59	853	80	1,054
Light Entertainment	16	1,088	19	1,034
Youth and Children	65	24	40	-
Music and Arts	101	13	104	19
Education	9	19	21	59
Sport	111	520	80	521
Religion	1	19	1	21
	630	3,416	626	3,523

Ymgyfraniad ac ymgynghoriad	Mae S4C yn trosglwyddo gwybodaeth i'w haelodau staff ac yn ymgynghori â nhw mewn nifer o ffyrdd, sydd yn adlewyrchu egwyddorion y wobr Buddsoddwyr mewn Pobl:			
Aelodau Staff	1	2	3	4
	trwy gyfarfodydd a gynhelir yn rheolaidd lle lledaenir gwybodaeth gan aelodau'r Tîm Gweithredol a lle caiff aelodau staff gyfle i fynegi eu barn;	trwy gyfarfodydd gydag aelodau staff lle mae'r Prif Weithredwr yn adrodd ar sut y mae pethau yn mynd yn eu blaen a chynlluniau i'r dyfodol. Anogir aelodau staff i ofyn cwestiynau;	trwy ledaenu system ebost a mewnrwyd o fewn y cwmni;	trwy gydfargeinio arferol gyda BECTU (yn achos gweithwyr technegol). Mae S4C hefyd yn cydnabod Equity (yn achos cyflwynwyr) a'r NUJ (yn achos staff Swyddfa'r Wasg).
Polisi cyflogi	Mae'r Awdurdod yn gyflogwr cyfreithiol. Nid yw'n caniatáu gwahaniaethu ar sail rhyw, hil, llŵ, anabledd, cefndir ethnig neu gefndir economaidd cymdeithasol, oedran, sefyllfa deuluol, statws priodasol, gweithwyr rhan neu lawn amser, crefydd, gweledyddiaeth, tueddfryd rhywiol, defnydd o iaith neu unrhyw wahaniaeth amherthnasol arall ac mae'n ymrododedig i ystyried amrywiaethau mewn modd positif. Defnyddir egwyddorion cystadleuaeth deg ac agored ac mae penodiadau yn ddibynnol ar deiliyngdod.			
Rheolaeth Gorfforaethol	Mae'r Awdurdod yn ymrwymo i ddefnyddio'r egwyddorion rheolaeth corfforaethol uchaf sy'n gymesur â'i faint.			
Cydymfurhaeth	Mae'r Awdurdod wedi cydymffurfio drwy'r flwyddyn â darpariaethau'r Côd sydd wedi eu gosod yn Adran 1 y Côd Cyfunol cyn belled ag y maent yn gymwys i'r Awdurdod.			
Defnyddio Egwyddorion	Mae'r Awdurdod wedi defnyddio'r egwyddorion rheolaeth dda a gynhwysir yn y Côd Cyfunol.			
Yr Awdurdod	Fel awdurdod darlledu annibynnol, mae gan yr Awdurdod gyfrifoldeb llawn dros sicrhau bod swyddogaethau statudol S4C, mewn amglychedd gwasanaeth cyhoeddus a masnachol, yn cael eu cyflawni'n unol â pholisiau'r Awdurdod a gofynion Deddfau Darlleu 1990 a 1996 a Deddf Cyfathrebiadau 2003.			
	Mae'r Awdurdod yn cynnwys y Cadeirydd ac wyth aelod, i gyd yn cael eu penodi gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon ar ôl ymgynghori â Llywodraeth Cynulliad Cymru. Mae ganddynt brofiad a gwybodaeth helaeth ac maent yn annibynnol o'r Tîm Gweithredol, ac o unrhyw berthynas fusnes neu berthynas arall a allai ymyrryd ag ymarfer eu barn annibynnol. Mae'r strwythur hwn yn sicrhau na all y broses o wneud penderfyniadau gan yr aelodau gael ei rheoli gan unigolyn neu grŵp bychan. Cynhwysir manylion bywgraffyddol am aelodau'r Awdurdod yn yr Adroddiad Blynnyddol.			

Employee involvement and consultation	There are a number of ways in which S4C informs and consults with its employees, which reflects the principles of the Investors in People award:			
	1	2	3	4
	through regular meetings where information is disseminated by members of the Executive Team and employees have an opportunity to ask questions;	through meetings with employees where the Chief Executive reports on progress and future plans and members of staff are encouraged to air views;	through use of the company-wide e-mail and intranet systems;	through normal collective bargaining with BECTU (for technical employees). S4C also recognises Equity (for continuity announcers) and the NUJ (for Press Office staff).
Employment policy	The Authority is an equal opportunities employer. It does not tolerate discrimination on the grounds of gender, race, colour, disability, ethnic or socio-economic background, age, family circumstances, marital status, part time or full time workers, religion, political persuasion, sexual orientation, use of language or other irrelevant distinction and is committed to work with diversity in a positive way. The principles of fair and open competition will apply and appointments will be made on merit.			
Corporate Governance	The Authority is committed to applying the highest principles of corporate governance commensurate with its size.			
Compliance	The Authority has complied throughout the year with the Code provisions set out in Section 1 of the Combined Code so far as they are applicable to the Authority.			
Application of Principles	The Authority has applied the principles of good governance contained in the Combined Code.			
The Authority	As an independent broadcasting authority, the Authority has full responsibility for ensuring that, in a public service and commercial environment, the statutory functions of S4C are discharged in accordance with the Authority's policies and the requirements of the Broadcasting Acts 1990 and 1996 and the Communications Act 2003.			
	The Authority comprises the Chair and eight members, all of whom are appointed by the Secretary of State for Culture, Media and Sport following consultation with the Welsh Assembly Government. They bring a breadth of experience and knowledge and are independent of the Executive Team and of any business or other relationship which could interfere with the exercise of their independent judgement. This structure ensures that the members' decision making cannot be dominated by an individual or small group. The biographical details of the Authority members are included in the Annual Report.			

Mae'r Awdurdod yn cyfarfod yn ffurfiol trwy gydol y flwyddyn, a hynny'n fisol fel arfer ac mae ganddo ystod o faterion sydd wedi eu neilltuo iddo am benderfyniad ynghyd â rhaglen waith llawn i'w galluogi i adolygu perfformiad S4C ac i gymryd penderfyniadau strategol ar adegau priodol o fewn y cyfnod cynllunio corfforaethol. Ym mhob un o gyfarfod yd yr Awdurdod fel arfer bydd y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod, y Cyfarwyddwr Comisiyny a'r Cyfarwyddwr Cyllid ac Adnoddau Dynol yn bresennol. Bydd y Tîm Gweithredol yn rhoi i aelodau'r Awdurdod wybodaeth briodol ac amserol ac mae rhyddid i'r aelodau ofyn am unrhyw wybodaeth bellach y credant ei bod yn angenrheidiol. Gall yr aelodau i gyd ofyn am gyngor gan Ysgrifennydd yr Awdurdod a gweithwyr proffesiynol annibynnol ar draul S4C. Darperir hyfforddiant ar gyfer aelodau newydd yn ôl yr angen. Ceir cofrestr yn nodi diddordebau'r aelodau ar Wefan S4C, s4c.co.uk. Gellir gweld copïau yn swyddfeydd S4C yng Nghaerdydd a Chaernarfon. Mae'r Awdurdod wedi sefydlu'r pwylgorau canlynol i'w helpu i gyflawni ei ddyletswyddau:

**Pwyllgor
Archwilio a
Rheoli Risg**

**Pwyllgor
Personel a
Chydnabyddiaeth**

**Pwyllgor
Cwynion
Chydnabyddiaeth**

**Pwyllgor
Cynnwys**

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

**Y Prif
Weithredwr
a'r Tîm
Gweithredol**

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

Mae'r Prif Weithredwr wedi ei phenodi gan yr Adran dros Daiwylliant, Cyfryngau a Chwaraeon yn swyddog cyfrifo ar gyfer ariannu statudol S4C a hi felly sy'n gyfrifol am sicrhau defnydd iawn o'r arian a delir i S4C gan yr Ysgrifennydd Gwladol.

**Pwyllgor
Cyllideb**

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

The Authority meets formally throughout the year, normally monthly and has a schedule of matters specifically reserved to it for decision, and a full work programme to enable it to monitor the performance of S4C and take strategic decisions at appropriate points in the corporate planning cycle. All meetings of the Authority are usually attended by the Chief Executive, the Secretary to the Authority, the Director of Commissioning and the Director of Finance and Human Resources. The Executive Team supplies the Authority members with appropriate and timely information and the members are free to seek any further information they consider necessary. All members have access to advice from the Secretary to the Authority and independent professionals at the expense of S4C. Training is available for new members as necessary. A register stating the members' interests appears on S4C's website, s4c.co.uk. Copies are available for inspection at the offices of S4C in Cardiff and Caernarfon. The Authority has established the following committees to help it in the discharge of its responsibilities:

**Audit and Risk
Management
Committee**

**Personnel and
Remuneration
Committee**

**Complaints
Committee**

**Content
Committee**

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

**The Chief
Executive
and the
Executive
Team**

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

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

**Budget
Committee**

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

Cydnabyddiaeth	<p>Caiff cydnabyddiaeth a chyfnod apwyntiad y Cadeirydd ac aelodau'r Awdurdod eu penu ym mhob achos gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon.</p> <p>Penderfynir cydnabyddiaeth y Prif Weithredwr a'r Ysgrifennydd i'r Awdurdod gan yr Awdurdod. Mae cydnabyddiaeth y Tîm Gweithredol yn cael ei benderfynu gan y Prif Weithredwr o fewn fframwaith a gytunwyd gan Bwyllgor Personel a Chydnabyddiaeth yr Awdurdod. Yn ystod y flwyddyn aelodaeth y Pwyllgor Personel a Chydnabyddiaeth oedd Bill Davies (Cadeirydd), Roger Jones, John Walter Jones ac Cenwyn Edwards, sydd i gyd yn aelodau anweithredol annibynnol.</p> <p>Caiff cyflogau aelodau staff eraill eu penu gan y Prif Weithredwr a'r Tîm Gweithredol o fewn y gyllideb flynyddol sy'n cael ei chymeradwyo gan yr Awdurdod. Bydd Panel Cyflogau, sy'n cynnwys y Cyfarwyddwr Cyliid ac Adnoddau Dynol, y Cyfarwyddwr Materion Busnes a'r Pennaeth Adnoddau Dynol yn adolygu cyflogau'r rhai nad ydynt yn aelodau o'r Tîm Gweithredol ac yn argymhell codiadau i unigolion yn ôl haediant neu gyfraddau'r farchnad. Caiff cyflogau aelodau staff sydd yn gweithio i is-ymgymeriadau S4C eu penu gan Bwyllgor Cydnabyddiaeth S4C Masnachol a'u cymeradwyo gan Fwrdd S4C Masnachol Cyf gyda Phrif Weithredwr S4C, y Cyfarwyddwr Cyliid ac Adnoddau Dynol ac aelod anweithredol o'r cwmni hwnnw yn aelodau ohono.</p> <p>Caiff codiadau cyffredinol yng nghyflwynau aelodau staff i gyd eu penu gan yr Awdurdod ar argymhelliaid y Prif Weithredwr a'r Tîm Gweithredol. Ar 1 Ionawr 2008, cymeradwyodd yr Awdurdod godiad cyffredinol o 4.3% yng nghyflwynau pob aelod o staff.</p>	Remuneration	<p>The remuneration and term of appointment of the Chair and the members of the Authority is determined in each case by the Secretary of State for Culture, Media and Sport.</p> <p>The remuneration of the Chief Executive and the Secretary to the Authority is determined by the Authority. The remuneration of the Executive Team is determined by the Chief Executive within a framework agreed by the Personnel and Remuneration Committee of the Authority. Members of the Personnel and Remuneration Committee during the year were Bill Davies (Chair), Roger Jones, John Walter Jones and Cenwyn Edwards. All are independent non-executive members.</p> <p>The salaries of other members of staff are determined by the Chief Executive and the Executive Team within the annual budget approved by the Authority. A Salaries Panel, comprising the Director of Finance and Human Resources, the Director of Business Affairs and the Head of Human Resources reviews non-Management salaries, and recommends merit or market rate increases for individuals. The salaries of members of staff employed in the work of the subsidiary undertakings of S4C are determined by the Remuneration Committee of S4C Masnachol and approved by the Board of S4C Masnachol Cyf, on which the S4C Chief Executive, the Director of Finance and Human Resources and a non-executive director of that company sit.</p> <p>General salary increases for all members of staff are determined by the Authority on the recommendation of the Chief Executive and the Executive Team. On 1 January 2008, the Authority approved a general salary increase of 4.3% for all members of staff.</p>
Atebolwydd ac Archwilio	<p>Mae'r Awdurdod yn cyflwyno asesiad cytbwys o sefyllfa a rhagolygon S4C yn yr wybodaeth y mae'n ofynol iddo ei chyflwyno yn ôl gofynion statudol.</p> <p>Aelodau'r Pwyllgor Archwilio a Rheoli Risg yn ystod y flwyddyn oedd Rheon Tomos (Cadeirydd), Cenwyn Edwards a Roger Jones, sydd i gyd yn aelodau anweithredol annibynnol.</p> <p>Mae cylch gwaith y Pwyllgor yn cynnwys cadw golwg ar gwmpas a chanlyniadau'r archwiliadau allanol a mewnol a'u heffeithiolrwydd o ran cost.</p> <p>Bydd y Pwyllgor yn sicrhau annibyniaeth yr archwiliwyr mewnol ac yn arolygu annibyniaeth a gwrthrychedd yr archwiliwyr allanol. Mae hyn yn cynnwys arolygu natur a graddfa gwasanaethau an-archwiliol a ddarperir gan yr archwiliwyr allanol i'r Awdurdod, gan geisio sicrhau cydbwysedd o ran gwrthrychedd a gwerth am arian.</p> <p>Bydd Cadeirydd yr Awdurdod, y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod a'r Cyfarwyddwr Cyliid ac Adnoddau Dynol yn bresennol yng nghyfarfodydd y Pwyllgor Archwilio a Rheoli Risg fel arfer. Gall aelodau eraill o'r Awdurdod hefyd fynychu'r cyfarfodydd hyn.</p>	Accountability and Audit	<p>The Authority presents a balanced assessment of S4C's position and prospects in the information required to be presented by statutory requirements.</p> <p>Members of the Audit and Risk Management Committee of the Authority during the year comprised Rheon Tomos (Chair), Cenwyn Edwards and Roger Jones. All are independent non-executive members.</p> <p>The terms of reference of the Committee include keeping under review the scope and results of both the internal and external audits and their cost effectiveness.</p> <p>The Committee ensures the independence of the internal auditors and reviews the independence and objectivity of the external auditors. This includes reviewing the nature and extent of non-audit services supplied by the external auditors to the Authority, seeking to balance objectivity and value for money.</p> <p>The Chair of the Authority, the Chief Executive, the Secretary to the Authority and the Director of Finance and Human Resources normally attend meetings of the Audit and Risk Management Committee. Other Authority members may also attend these meetings.</p>

**Rheolaeth
Fewnol**

Yr Awdurdod sy'n gyfrifol yn y pen draw am gynnal system gadarn o reolaeth fewnol i ddiogelu asedau S4C ac adolygu'i heffeithiolwydd. Bwriedir system o'r fath i reoli yn hytrach na dileu'r perygl o fethiant i gyflawni amcanion busnes. Mae cyfyngiadau cynhenid mewn unrhyw system reoli, a chan hynny dim ond sicrwydd rhesymol ac nid sicrwydd llwyr y gall hyd yn oed y systemau mwyaf effeithiol ei ddarparu yn erbyn camddatganiad neu golled sylwedol.

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

Elfennau allweddol y system reolaeth fewnol yw:

Amgylchedd rheoli

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

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

Trefnweithiau rheolaeth

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

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

**Internal
Control**

The Authority is responsible for maintaining a sound system of internal control to safeguard the assets of S4C and for reviewing its effectiveness. Such a system is designed to manage, but not eliminate the risk of failure to achieve business objectives. There are inherent limitations in any control system and accordingly even the most effective systems can provide only reasonable and not absolute assurance against material misstatement or loss.

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

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

Control Environment

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

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

Control Procedures

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

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

Y Broses Fonitro

Mae'r Pwyllgor Archwilio a Rheoli Risg yn derbyn ac yn ystyried adroddiadau ar y system o reolaeth ariannol fewnol oddi wrth y rheolwyr a'r swyddogaeth archwiliad mewnol.

Mae'r Awdurdod yn cadarnhau iddo gynnal adolygiad o effeithiolrwydd system rheolaeth fewnol S4C ar gyfer y flwyddyn ariannol a hyd at ddyddiad yr adroddiad hwn, yn unol â'r arweiniad a nodir yn Rheolaeth Fewnol; Arweiniad i Gyfarwyddwyr ar y Côd Cyfun (arweiniad Turnbull).

Yn benodol, mae wedi arolygu'r prosesau newydd sydd wedi'u sefydlu ar gyfer adnabod a gwerthuso'r risgiau sylweddol sy'n effeithio ar y busnes ac wedi cytuno protocol ar gyfer monitro'r polisiau a'r drefn a ddefnyddir i reoli'r risgiau hyn yn y dyfodol. Mae hyn wedi'i atgyfnherthu drwy fabwysiadu dulliau sydd yn arwain staff yn eu hymddygiad busnes, gan gynnwys y Trefnweithiau Rheolaeth Fewnol a'r llawlyfr staff, a gymeradwywyd gan yr Awdurdod, sy'n darparu arweiniad ymarferol i'r holl staff. Mae hefyd bolisiau grŵp a threfn cyflogedigion ar gyfer adrodd ar a datrys unrhyw weithgareddau twyllodrus a amheur.

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

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

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

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

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

yr ymateb i'r risgiau sylweddol a ddynodwyd gan y rheolwyr ac eraill;

y gwaith monitro ar yr adroddiadau a dderbyniwyd gan y rheolwyr;

y gofal am amgylchedd rheoli sy'n anelu at gadw rheolaeth briodol ar risg;

y gweithdrefnau adrodd blynyddol.

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

Monitoring Process

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

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

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

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

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

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

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

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

the response to the significant risks which have been identified by management and others;

the maintenance of a control environment directed towards the proper management of risk;

the monitoring of the reports from management;

the annual reporting procedures.

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

Busnes Byw

Ar ôl cynnal ymholiadau, ac o ran y darpariaethau cyllido yn Adran 61 Deddf Darledu 1990 (fel y dirprwyd gan Adran 80 Deddf Darledu 1996 a diweddarwyd gan Adran 207 (7) Deddf Cyfathrebiadau 2003), mae gan yr Awdurdod ddisgwyliadau rhesymol fod gan S4C adnoddau digonol i ddal ati i weithredu hyd y gellir rhagweld. Am y rheswm hwnnw, mae'n parhau i baratoi Datganiad Ariannol ar sail bod yn fusnes byw.

**Datganiad
Cyfrifoldebau
—Paratoi
Datganiadau
Cyllidol**

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

b At hynny, mae'n ofynnol i gyfarwyddwyr:

fabwysiadu polisiau cyfrifon addas a'u defnyddio'n gyson;	lunio arfarniadau a gwneud amcangyfrifon yn rhesymol ac yn ddoeth;	gydymffurfio â safonau cyfrifo sy'n gymwys;	barato'i'r datganiadau ariannol ar sail busnes sy'n fyw oni bai ei bod yn anaddas i gymryd bod y cwmni am barhau mewn busnes.
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c Mae cyfarwyddwyr
hefyd yn gyfrifol am:

sicrhau bod cofnodion cyfrifo digonol yn cael eu cadw i ddiogelu asedau'r cwmni;	gymryd camau rhesymol i atal ac i ddarganfod twyll ac unrhyw afreoleidd-dra arall;	nid oes unrhyw wybodaeth berthnasol nad yw archwiliwyr y grŵp yn ymwybodol;	mae'r cyfarwyddwyr wedi cymryd pob cam y dylent fod wedi ei gymryd er mwyn gwneud eu hunain yn ymwybodol o unrhyw wybodaeth archwiliadol berthnasol ac i sefydlu fod yr archwiliwyr yn ymwybodol o'r wybodaeth yna.
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Going Concern

After making enquiries and having regard to the funding provisions contained in Section 61 of the Broadcasting Act 1990 (as substituted by Section 80 of the Broadcasting Act 1996 and subsequently amended by Section 207 (7) of the Communications Act 2003), the Authority has a reasonable expectation that S4C has adequate resources to continue in operational existence for the foreseeable future. For this reason, it continues to adopt the going concern basis in preparing the Statement of Accounts.

**Statement of
Responsibilities
—Preparation
of Financial
Statements**

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

b In addition, directors are required:

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

ensure that adequate steps to prevent and detect fraud and other irregularities;	take reasonable steps to prevent and detect fraud and other irregularities;	there is no relevant audit information of which the group's auditors are unaware; and	the directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.
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In so far as the directors are aware:

Mae'r cyfarwyddwyr yn gyfrifol am gynhaliaeth a chywirdeb yr wybodaeth gorfforaethol ac ariannol sydd wedi ei chynnwys ar wefan y cwmni. Gall deddfwriaeth y Deyrnas Gyfunol sydd yn rheoli paratoi a dosbarthu datganiadau ariannol fod yn wahanol i ddeddfwriaeth mewn awdurdodaethau eraill.

Yn achos S4C, mae'r cyfrifoldeb am baratoi Datganiad Ariannol yn disgyn ar yr Awdurdod fel corff statudol o dan Ddeddf Darlledu 1990 Atodlen 6 paragraffau 12 a 13 (fel yr addaswyd gan Adran 81 Deddf Darlledu 1996, Deddf Cwmnïau 1989 (Cymhwyster ar gyfer Apwyntiad i fod yn Archwiliwr Cwmni) (Diwygiadau Canlyniadol) Rheoliadau 1991 a pharagraff 71 rhan 1 Atodlen 15 Deddf Cyfathrebiadau 2003).

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

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

Archwiliwr Mae Grant Thornton UK LLP, sydd yn cynnig eu hunain fel archwiliwr yn unol ag Adran 56 (3) a pharagraffau 12 (2) a (3) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd), wedi mynegi eu parodrwydd i barhau yn y swydd. Ceir eu hadroddiad ar y Datganiad Ariannol a Rheolaeth Gorfforaethol ar dudalennau 130 i 133.

Ar orchymyn
yr Awdurdod

Iona Jones
Prif Weithredwr
24 Mehefin 2009

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In the case of S4C, responsibility for the preparation of a Statement of Accounts is placed on the Authority as a statutory body by the Broadcasting Act 1990 Schedule 6 paragraphs 12 and 13 (as amended by Section 81 of the Broadcasting Act 1996, the Companies Act 1989 (Eligibility for Appointment as Company Auditor) (Consequential Amendments) Regulations 1991 and paragraph 71 part 1 of Schedule 15 to the Communications Act 2003).

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

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

Auditors

Grant Thornton UK LLP, who offer themselves for reappointment in accordance with Section 56 (3) and paragraphs 12 (2) and (3) of Schedule 6 to the Broadcasting Act 1990 (as amended), have expressed their willingness to continue in office. Their report on the Statement of Accounts and Corporate Governance is given on pages 130 to 133.

By order of
the Authority

Iona Jones
Chief Executive
24 June 2009

DATGANIAD I AELODAU'R
AWDURDOD GAN YR
ARCHWILWYR ANNIBYNNOL A
BENODWYD DANADRAN 56 (3)
A PHARAGRAFFAU 12 (2) A (3)
ATODLEN 6 DEDDF DARLLEDU
1990 FEL YR ADDASWYD
REPORT TO THE MEMBERS
OF THE AUTHORITY BY THE
INDEPENDENT AUDITORS
APPOINTED UNDER SECTION
56 (3) AND PARAGRAPHS 12 (2)
AND (3) OF SCHEDULE 6
TO THE BROADCASTING ACT
1990 AS AMENDED

Rydym wedi archwilio'r Datganiad Ariannol am y flwyddyn a derfynodd 31 Rhagfyr 2008 sy'n cynnwys y prif bolisiau cyfrifo, y cyfrif elw a cholled cyfun, y fantolen gyfun, mantolen S4C, y datganiad llif arian cyfun, y datganiad cyfanswm yr enillion a cholledion cydnabyddedig cyfun a nodiadau 1 i 23. Mae'r Datganiad Ariannol wedi'i baratoi yn ôl y polisiau cyfrifo a nodir ynnydo.

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

Cyfrifoldebau perthnasol aelodau'r Awdurdod a'r Archwiliwr
Cyflwynir cyfrifoldebau aelodau'r Awdurdod am barato'i'r Adroddiad Blynnyddol a'r Datganiad Ariannol yn unol â Chyfraith y Deyrnas Unedig a Safonau Cyfrifo (Arferion Cyfrifo sy'n dderbyniol yn gyffredinol yn y Deyrnas Unedig) yn y datganiad o gyfrifoldebau aelodau'r Awdurdod.

Ein cyfrifoldeb yw archwilio'r Datganiad Ariannol yn unol â gofynion perthnasol cyfreithiol a rheoleiddiol a Safonau Archwilio Rhyngwladol (y DU ac Iwerddon).

Cyflwynwn i chi ein barn a yw'r Datganiad Ariannol yn rhoi darlun gwir a theg ac a ydyw wedi'i barato'n briodol yn unol â Deddf Darlledu 1990 (fel yr addaswyd) a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gytriton. Cyflwynwn adroddiad i chi hefyd os nad yw Adroddiad yr Awdurdod, yn ein barn ni, yn gyson â'r Datganiad Ariannol.

Yn ogystal, adroddwn i chi a ydym o'r farn bod yr Awdurdod wedi cadw cofnodion cyfrifo priodol, os nad ydym wedi derbyn yr holl wybodaeth a phob eglurhad sydd ei eisai arnom ar gyfer ein harchwiliad, neu os na ddatgelwyd gwybodaeth a bennir gan y gyfraith ynglŷn â chydnbabyddiaeth a thrafodian eraill aelodau'r Awdurdod.

We have audited the Statement of Accounts for the year ended 31 December 2008 which comprise the principal accounting policies, the consolidated profit and loss account, the consolidated balance sheet, the S4C balance sheet, the consolidated cash flow statement, the consolidated statement of total recognised gains and losses and notes 1 to 23. The Statement of Accounts has been prepared under the accounting policies set out therein.

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

Respective responsibilities of Authority members and auditors
The Authority members' responsibilities for preparing the Annual Report and the Statement of Accounts in accordance with United Kingdom law and accounting standards (United Kingdom Generally Accepted Accounting Practice) are set out in the statement of Authority members' responsibilities.

Our responsibility is to audit the Statement of Accounts in accordance with relevant legal and regulatory requirements and International Standards on Auditing (UK and Ireland).

We report to you our opinion as to whether the Statement of Accounts gives a true and fair view and are properly prepared in accordance with the Broadcasting Act 1990 (as amended) and the Secretary of State's Accounts Direction. We also report to you whether in our opinion, the information given in the Report of the Authority is not consistent with the Statement of Accounts.

In addition we report to you if, in our opinion, the Authority has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Authority members' remuneration and other transactions is not disclosed.

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

Byddwn yn darllen gwybodaeth arall a roi yn yr Adroddiad Blynnyddol ac yn ystyried a yw'n gyson â'r Datganiad Ariannol sydd wedi'i archwilio. Mae'r wybodaeth arall h0n dim ond yn cynnwys Adroddiad y Prif Weithredwr, Datganiad y Cadeirydd a'r Datganiad Rheolaeth Corfforaethol. Ystyriwn yr oblygiadau i'n hadroddiad os byddwn yn ymwybodol o unrhyw gamaddatganiadau amlwg neu anghysonderau o bwys ô'r Datganiad Ariannol. Nid yw ein cyfrifoldebau yn ymestyn i unrhyw wybodaeth arall.

Sail ein barn

Cynhalwyd ein harchwiliad yn unol â Safonau Archwilio Rhyngwladol (y DU ac Iwerddon) a gyhoeddwyd gan y Bwrdd Arferion Archwilio. Mae archwiliad yn cynnwys ymchwilio, ar sail prawf, i'r dystiolaeth sy'n berthnasol i'r symau a'r datgeliadau yn y Datganiad Ariannol. Mae hefyd yn cynnwys asesiad o'r amcangyfrifon a'r arfarniadau arwyddocaol a wnaethpwyd gan yr Awdurdod wrth barato'i'r Datganiad Ariannol, ac o addaswyd y polisiau cyfrifo ar gyfer amgylchiadau'r Awdurdod ac S4C, a'u bod wedi'u defnyddio'n gyson a'u datgelu'n ddigonol.

Cynlluniwyd a pherfformiwyd ein harchwiliad gyda'r nod o gael yr holl wybodaeth a phob eglurhad yr ystyriem yn angenrheidiol i roi i ni dystiolaeth ddigonol i fod yn rhesymol o sicr fod y Datganiad Ariannol yn rhydd o gamddatganiad sylweddol, boed drwy dwyll neu afreoleidd-dra neu gamgymeriad arall. Wrth lunio'n barn, yr oeddem hefyd yn arfarnu digonolrwydd cyffredinol y ffordd y cyflwynwyd yr wybodaeth yn y Datganiad Ariannol.

Barn

Yn ein barn ni: mae'r Datganiad Ariannol yn rhoi darlun gwir a theg yn unol ag Arferion Cyfrifo sy'n dderbyniol yn gyffredinol yn y Deyrnas Unedig, o sefyllfa'r Awdurdod ac S4C ar 31 Rhagfyr 2008 ac o ganlyniad yr Awdurdod am y flwyddyn a derfynodd ar y dyddiad hwnnw;

mae'r Datganiad Ariannol wedi ei barato'i'n briodol yn unol â Deddf Darledu 1990 (fel yr addaswyd) a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gyfrifon; ac mae'r wybodaeth a roddwyd yn yr Adroddiad Blynnyddol yn gyson â'r Datganiad Ariannol.

Grant Thornton UK LLP

Archwiliwr Cofrestredig
Cyfrifyddion Siartredig
Caerdydd

24 Mehefin 2009

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

We read other information contained in the Annual Report, and consider whether it is consistent with the audited Statement of Accounts. This other information comprises only the Chief Executive's Report, the Chairman's Statement and the Corporate Governance Statement. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the Statement of Accounts. Our responsibilities do not extend to any other information.

Basis of opinion

We conducted our audit in accordance with International Standards on Auditing (UK and Ireland) issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the Statement of Accounts. It also includes an assessment of the significant estimates and judgments made by the Authority members in the preparation of the Statement of Accounts, and of whether the accounting policies are appropriate to the Authority's and S4C's circumstances, consistently applied and adequately disclosed.

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

Opinion

In our opinion: the Statement of Accounts give a true and fair view, in accordance with United Kingdom Generally Accepted Accounting Practice, of the state of the Authority and S4C's affairs as at 31 December 2008 and of the result for the Authority for the year then ended;

the Statement of Accounts has been properly prepared in accordance with the Broadcasting Act 1990 (as amended) and the Secretary of State's Accounts Direction; and the information given in the Annual Report is consistent with the Statement of Accounts.

Grant Thornton UK LLP

Registered Auditors
Chartered Accountants
Cardiff

24 June 2009

**CYFRIF ELW A CHOLLED
CYFUN AM Y FLWYDDYN
A DERFYNODD
31 RHAGFYR 2008
CONSOLIDATED PROFIT
AND LOSS ACCOUNT
FOR THE YEAR ENDED
31 DECEMBER 2008**

	Nodyn	2008 £000	2007 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus a Throsiant y Gronfa Gyffredinol	2	102,690	100,059
Trosiant yr Awdurdod		102,690	100,059
Costau'r gwasanaeth rhaglenni		(93,556)	(88,393)
Costau darlleu a dosbarthu		(7,004)	(5,730)
Costau uniongyrchol eraill		(2,931)	(3,772)
(Colled)/elw gros		(801)	2,164
Costau gweithredu a gweinyddu	3	(5,889)	(4,576)
Colled gweithredol	3	(6,690)	(2,412)
Eitem eithriadol	2a	-	2,706
		(6,690)	294
Llog net	5	1,299	883
(Colled)/elw ar weithgareddau cyffredin cyn trethiant		(5,391)	1,177
Trethiant ar (golled)/elw ar weithgareddau cyffredin	6	8,500	-
Elw ar ôl trethiant		3,109	1,177
Trosglwyddiad o/(i) Gronfa'r Gwasanaeth Cyhoeddus	14	2,021	(920)
Cadwyd yn y Gronfa Gyffredinol	14	5,130	257

Mae'r nodiadau ar dudalennau 144 i 177
yn ffurio rhan o'r Datganiad Ariannol.

	Note	2008 £000	2007 £000
Public Service Fund Income and General Fund Turnover	2	102,690	100,059
Turnover of the Authority		102,690	100,059
Cost of programme service		(93,556)	(88,393)
Transmission and distribution costs		(7,004)	(5,730)
Other direct costs		(2,931)	(3,772)
Gross (loss)/profit		(801)	2,164
Operational and administrative expenses	3	(5,889)	(4,576)
Operating loss	3	(6,690)	(2,412)
Exceptional item	2a	-	2,706
		(6,690)	294
Net interest	5	1,299	883
(Loss)/profit on ordinary activities before taxation		(5,391)	1,177
Taxation on (loss)/profit on ordinary activities	6	8,500	-
Profit after taxation		3,109	1,177
Transfer from/(to) the Public Service Fund	14	2,021	(920)
Retained in the General Fund	14	5,130	257

The notes on pages 144 to 177 form
part of the Statement of Accounts.

**MANTOLEN GYFUNK
AR 31 RHAGFYR 2008
CONSOLIDATED
BALANCE SHEET AT
31 DECEMBER 2008**

	Nodyn	£000	2008 £000	£000	2007 £000
Asedau Sefydlog					
Asedau diriaethol	8	7,482		7,222	
Buddsoddiadau	9	-		-	
		7,482		7,222	
Asedau Cyfredol					
Stoc	10	22,636		24,208	
Dyledwyr	11	5,399		5,672	
Buddsoddiadau	12	27,385		30,237	
Arian yn y banc ac mewn llaw		8,712		6,837	
		64,132		66,954	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(14,224)		(11,840)	
Asedau Cyfredol Net		49,908		55,114	
Ased Pensiwn	21	300		-	
Cyfanswm Asedau llai Rhwymedigaethau		57,690		62,336	
Cronfeydd					
Cronfa'r Gwasanaeth Cyhoeddus	14	31,782		35,703	
Cronfa Gyffredinol	14	25,908		26,633	
Cyfanswm Cronfeydd		57,690		62,336	

Cymeradwywyd y Datganiad Ariannol
gan yr Awdurdod ar 24 Mehefin 2009.

Cadeirydd John Walter
 Jones

Prif Iona
Weithredwr Jones

Mae'r nodiadau ar dudalennau 144 i 177
yn ffurfio rhan o'r Datganiad Ariannol.

	Note	£000	2008 £000	£000	2007 £000
Fixed Assets					
Tangible assets	8	7,482		7,222	
Investments	9	-		-	
		7,482		7,222	
Current Assets					
Stock	10	22,636		24,208	
Debtors	11	5,399		5,672	
Investments	12	27,385		30,237	
Cash at bank and in hand		8,712		6,837	
		64,132		66,954	
Creditors: amounts falling due within one year	13	(14,224)		(11,840)	
Net Current Assets		49,908		55,114	
Pension Asset	21	300		-	
Total Assets less Liabilities		57,690		62,336	
Reserves					
Public Service Fund	14	31,782		35,703	
General Fund	14	25,908		26,633	
Total Reserves		57,690		62,336	

The Statement of Accounts was approved
by the Authority on 24 June 2009.

Chair John Walter
 Jones

Chief Iona
Executive Jones

The notes on pages 144 to 177 form
part of the Statement of Accounts.

**MANTOLEN S4C
AR 31 RHAGFYR 2008
S4C BALANCE SHEET
AT 31 DECEMBER 2008**

	Nodyn	£000	2008 £000	£000	2007 £000
Asedau Sefydlog					
Asedau diriaethol	8	7,482		7,222	
Buddsoddiadau	9	-		-	
		7,482		7,222	
Asedau Cyfredol					
Stoc	10	22,636		24,208	
Dyledwyr	11	9,318		12,882	
Arian yn y banc ac mewn llaw		4,563		1,272	
		36,517		38,362	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(12,517)		(9,881)	
Asedau Cyfredol Net		24,000		28,481	
Ased Pensiwn	21	300		-	
Cyfanswm Asedau llai Rhwymedigaethau		31,782		35,703	
Cronfeydd					
Cronfa'r Gwasanaeth Cyhoeddus	14	31,782		35,703	
Cronfa Gyffredinol	14	-		-	
Cyfanswm Cronfeydd		31,782		35,703	

Cymeradwywyd y Datganiad Ariannol
gan yr Awdurdod ar 24 Mehefin 2009.

Cadeirydd John Walter
 Jones

Prif
Weithredwr Iona
 Jones

Mae'r nodiadau ar dudalenau 144 i 177
yn ffurfio rhan o'r Datganiad Ariannol.

	Note	£000	2008 £000	£000	2007 £000
Fixed Assets					
Tangible assets	8	7,482		7,222	
Investments	9	-		-	
		7,482		7,222	
Current Assets					
Stock	10	22,636		24,208	
Debtors	11	9,318		12,882	
Cash at bank and in hand		4,563		1,272	
		36,517		38,362	
Creditors: amounts falling due within one year	13	(12,517)		(9,881)	
Net Current Assets		24,000		28,481	
Pension Asset	21	300		-	
Total Assets less Liabilities		31,782		35,703	
Reserves					
Public Service Fund	14	31,782		35,703	
General Fund	14	-		-	
Total Reserves		31,782		35,703	

The Statement of Accounts was approved
by the Authority on 24 June 2009.

Chair John Walter
 Jones

Chief
Executive Iona
 Jones

The notes on pages 144 to 177 form
part of the Statement of Accounts.

**DATGANIAD O LIF
ARIAN CYFUN AM Y
FLWYDDYN A DERFYNODD
31 RHAGFYR 2008
CONSOLIDATED CASH
FLOW STATEMENT
FOR THE YEAR ENDED
31 DECEMBER 2008**

	Nodyn	2008 £000	2007 £000
Allanlif net ariannol o weithgareddau gweithredol	15	(1,043)	(26,512)
Enillion ar fuddsoddiadau a chostau benthyciadau Llog a dderbyniwyd		1,299	876
Mewnlif net ariannol o enillion ar fuddsoddiadau a chostau benthyciadau		1,299	876
Trethiant		8,500	-
Pryniant cyfalafol a buddsoddiadau ariannol			
Pryniant asedau sefydlog diriaethol		(890)	(296)
Gwerthiant asedau sefydlog diriaethol (Pryniant)/gwerthiant buddsoddiaid		9	-
(Allanlif)/mewnlif net ariannol o bryniant cyfalafol a buddsoddiadau ariannol		(6,000)	3,000
(Allanlif)/mewnlif net ariannol o bryniant cyfalafol a buddsoddiadau ariannol		(6,881)	2,704
Cynnydd/(lleihad) mewn arian	16	1,875	(22,932)

Mae'r nodiadau ar dudalenau 144 i 177
yn ffurfio rhan o'r Datganiad Ariannol.

	Note	2008 £000	2007 £000
Net cash outflow from operating activities	15	(1,043)	(26,512)
Returns on investments and servicing of finance			
Interest received		1,299	876
Net cash inflow from returns on investments and servicing of finance		1,299	876
Taxation		8,500	-
Capital expenditure and financial investments			
Purchase of tangible fixed assets		(890)	(296)
Sale of tangible fixed assets		9	-
(Acquisition)/sale of investment		(6,000)	3,000
Net cash (outflow)/inflow from capital expenditure and financial investment		(6,881)	2,704
Increase/(decrease) in cash	16	1,875	(22,932)

The notes on pages 144 to 177 form
part of the Statement of Accounts.

**PRIF DDATGANIAD ARALL
—DATGANIAD CYFANSWM
YR ENILLION A CHOLLEDION
CYDNABYDDEDIG (STRGL)
OTHER PRIMARY STATEMENT
—STATEMENT OF TOTAL
RECOGNISED GAINS AND
LOSSES (STRGL)**

	2008 £000	2007 £000
Elw ar weithgareddau cyffredin ar ôl trethiant	3,109	1,177
Trosglwyddiad o/(i'r) Gronfa Gwasanaeth Cyhoeddus	2,021	(920)
Newid yng ngwerth marchnadol y buddsoddiad asedau cyfredol	(5,889)	(796)
(Colledion)/enillion actiwaraid ar asedau a rhwymedigaethau'r cynllun pensiwn	(1,900)	1,200
Cyfanswm y (colledion) ac enillion cydnabyddedig yn ystod y flwyddyn	(2,659)	661

Mae'r nodiadau ar dudalennau 144 i 177
yn ffurio rhan o'r Datganiad Ariannol.

	2008 £000	2007 £000
Profit on ordinary activities after taxation	3,109	1,177
Transfer from/(to) the Public Service Fund	2,021	(920)
Change in market value of current asset investment	(5,889)	(796)
Actuarial (loss)/gain on the pension scheme assets and liabilities	(1,900)	1,200
Total recognised (losses) and gains for the year	(2,659)	661

The notes on pages 144 to 177 form
part of the Statement of Accounts.

NODIADAU I'R CYFRIFON AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2008

NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2008

1	Polisiau Cyfrifo	Gwelir isod brif bolisiau cyfrifo'r Awdurdod.				
a	Sail parato'i'r Datganiad Ariannol	Paratowyd y Datganiad Ariannol o dan y confensiwn costau hanesyddol addasedig ac yn unol â pharagraff 12 (1) Atodlen 6 Ddedf Darlledu 1990 (fel yr addaswyd), y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol a safonau cyfrifo perthnasol. Ceir copi o'r Cyfarwyddyd Cyfrifon o Swyddfa'r Wasg yn S4C.				
b	Sail cyfuno	Mae'r Datganiad Ariannol cyfun yn ymgorffori rhai S4C a'i his-yngymheriadau (gweler nodyn 9) a luniwyd hyd at 31 Rhagfyr 2008. Caiff elw neu golledion ar drafodion grŵp eu dileu'n llawn. Pan gaiff is-gwmni ei brynu, caiff holl asedau a rhwymedigaethau'r is-gwmni sy'n bodoli ar ddyddiad e'i brynu eu cofnodi yn ôl eu gwerthoedd teg gan adlewyrchu eu cyflwr ar y dyddiad hwnnw.				
c	Incwm	<table border="0"> <tr> <td>i</td> <td>Cynhwysir incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon yn y cyfrif elw a cholled pan y'i derbynir.</td> <td>ii</td> <td>Mae incwm arall, sydd yn cynnwys incwm o werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandio, cyhoeddi, a gweithgareddau buddsoddi yn cael ei gydnabod yn y cyfrif elw a cholled ar sail gronol.</td> </tr> </table>	i	Cynhwysir incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon yn y cyfrif elw a cholled pan y'i derbynir.	ii	Mae incwm arall, sydd yn cynnwys incwm o werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandio, cyhoeddi, a gweithgareddau buddsoddi yn cael ei gydnabod yn y cyfrif elw a cholled ar sail gronol.
i	Cynhwysir incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon yn y cyfrif elw a cholled pan y'i derbynir.	ii	Mae incwm arall, sydd yn cynnwys incwm o werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandio, cyhoeddi, a gweithgareddau buddsoddi yn cael ei gydnabod yn y cyfrif elw a cholled ar sail gronol.			
ch	Costau rhaglenni	Caiff costau rhaglenni'r gwasanaeth cyhoeddus sydd wedi'u comisiynu eu dileu'n llwyr ar y darllediad cyntaf neu pan ddaw yn glir na fydd darllediad.				
d	Stoc rhaglenni a stoc arall	Mae costau uniongyrchol a gyfyd wrth gomisiynu neu brynu rhaglenni i'r gwasanaeth cyhoeddus sydd heb eu darlledu yn ymddangos fel stoc, ar ôl darparu ar gyfer gwariant ar ddeunydd nad yw'n debygol o gael ei ddarlledu. Am gyfres o raglenni, mae'r dosraniad stoc rhwng rhaglenni a orffenwyd ond heb eu darlledu a rhaglenni ar ganol eu cynhyrchu wedi ei seilio ar gyfanswm y gost hyd yn hyn ynghyd â chost gytundebol pob pennod a gwblhawyd. Diffinnir cost uniongyrchol fel taliadau a wnaed neu sy'n ddyledus i gwmniau cynhyrchu neu gyflenwyr rhaglenni.				
dd	Incwm a dderbyniwyd cyn y gwariant perthynol	Oherwydd y polisiau uchod, derbyniwyd incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon cyn cynnwys yr holl gostau yn y cyfrif elw a cholled. Ar ddyddiad y fantolen, trosglwyddir unrhyw incwm a dderbynir ymlaen llaw i Gronfa'r Gwasanaeth Cyhoeddus. Pan mae costau perthynol yn codi, trosglwyddir symiau cyfatebol o incwm perthnasol o Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled. Mae'r cyfrif elw a cholled felly yn cynnwys trosglwyddiad net i Gronfa'r Gwasanaeth Cyhoeddus, neu oddi wrtho, yn adlewyrchu'r trosglwyddiadau hyn.				
e	Budd-soddiadau	Cyfrifir buddsoddiadau yn ôl yr hyn a dalwyd amdanyst llai unrhyw symiau sydd wedi'u dileu.				

1	Accounting policies	The principal accounting policies of the Authority are set out below.				
a	Basis of preparation of Statement of Accounts	The Statement of Accounts has been prepared under the modified historical cost convention and in compliance with paragraph 12 (1) of Schedule 6 to the Broadcasting Act 1990 (as amended), the Accounts Direction issued by the Secretary of State and applicable accounting standards. A copy of the Accounts Direction can be obtained from S4C's Press Office.				
b	Basis of consolidation	The consolidated Statement of Accounts incorporate those of S4C and of its subsidiary undertakings (see note 9) drawn up to 31 December 2008. Profits or losses on intra - group transactions are eliminated in full. On acquisition of a subsidiary, all of the subsidiary's assets and liabilities which exist at the date of acquisition are recorded at their fair values reflecting their condition at that date.				
c	Income	<table border="0"> <tr> <td>i</td> <td>Income from the Department for Culture, Media and Sport is credited to the profit and loss account when it is received.</td> <td>ii</td> <td>Other income, which includes income from sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and investment activities, is recognised in the profit and loss account on an accruals basis.</td> </tr> </table>	i	Income from the Department for Culture, Media and Sport is credited to the profit and loss account when it is received.	ii	Other income, which includes income from sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and investment activities, is recognised in the profit and loss account on an accruals basis.
i	Income from the Department for Culture, Media and Sport is credited to the profit and loss account when it is received.	ii	Other income, which includes income from sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and investment activities, is recognised in the profit and loss account on an accruals basis.			
d	Cost of programmes	The cost of commissioned public service programmes is wholly written off on first transmission or as soon as it becomes apparent that no transmission will result.				
e	Programme and other stocks	Direct costs incurred in the commissioning or purchase of public service programmes as yet untransmitted are carried forward as stock, after providing for expenditure on material which is unlikely to be transmitted. For a series of programmes, the allocation of stock between programmes completed but not yet transmitted and programmes in the course of production is based on total costs to date and the contractual cost per completed episode.				
		Direct cost is defined as payments made or due to production companies or programme suppliers.				
f	Income received in advance of related expenditure	As a result of the above policies, income from the Department for Culture, Media and Sport is received in advance of all costs being charged to the profit and loss account. At the balance sheet date, any income received in advance is transferred to the Public Service Fund. As the related costs are charged, there is a corresponding transfer of the relevant income from the Public Service Fund to the profit and loss account. The profit and loss account therefore contains a net transfer to or from the Public Service Fund comprising these transfers.				
g	Investments	Investments are included at cost less amounts written off.				

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

Offer a chyfarpar 20%
Adeladau rhyddfraint dros 40 mlynedd

Caiff gwelliannau i adeiladau ar brydles fer eu dileu'n gyfartal dros gyfnod y brydles. Ni ddibrir tir rhyddfraint.

ff Cyfraniadau pensiwn **Cynllun budd diffiniedig** Mae'r costau pensiwn a godir ar y cyfrif elw a cholled wedi'u seilio ar y dulliau a damcaniaethau actiwaraid sydd â'r amcan o wasgaru costau pensiwn disgwylidig dros fywydau gwasanaethol y gweithwyr sydd yn y cynllun, er mwyn sicrhau bod y gost pensiwn rheolaidd yn cynrychioli canran sylwedol llyfn o'r gyflogres bensiynadwy gyfredol a'r dyfodol disgwylidig. Gwastateir amrywiaethau o'r gost reolaidd dros weddill cyfartaledd bywydau gwasanaethol gweithwyr cyfredol y cynllun.

Cynllun cyfraniadau diffiniedig Mae'r costau pensiwn a godir ar y cyfrif elw a cholled yn cynrychioli swm y cyfraniadau sy'n daladwy i'r cynllun ar gyfer y cyfnod cyfrifo.

g Asedau wedi eu prydlesu Caiff rhenti sydd yn daladwy o dan brydlesi gweithredol eu cynnwys yn gyfartal dros gyfnod y brydles drwy'r cyfrif elw a cholled.

ng Trethiant Paratowyd y Datganiad Ariannol ar y sail na chodir unrhyw dreth ar symiau a dderbynia S4C oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon. Codir treth gorfforaeth ar elw sy'n cael ei gynhyrchu gan is-ymgymriadau.

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

i Budd-soddiadau asedau cyfredol Caiff buddsoddiadau asedau cyfredol eu cofnodi yn ôl yr hyn a dalwyd amdanyst i ddechrau, yna caint eu hailbrisio yn unol â'u gwerth ar y farchnad agored ar ddiwedol pob blwyddyn. Caiff unrhyw elw neu golled heb ei wireddu sy'n codi o ganlyniad i'r buddsoddiadau, ei gydnabod yn uniongyrchol mewn ecwiti, trwy gyfrwng datganiad cyfanswm yr enillion a cholledion cydnabyddedig

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

Plant and equipment 20%
Freehold buildings over 40 years

Improvements to short leasehold buildings are amortised on a straight line basis over the remaining period of the lease. Freehold land is not depreciated.

i Pension contributions **Defined benefit scheme** The pension costs charged against the profit and loss account are based on the actuarial methods and assumptions designed to spread the anticipated pension costs over the service lives of the employees in the scheme, so as to ensure that the regular pension cost represents a substantially level percentage of the current and expected future pensionable payroll. Variations from regular cost are spread over the average remaining service lives of current employees in the scheme.

Defined contribution scheme The pension costs charged to the profit and loss account represent the amount of the contributions payable to the scheme in respect of the accounting period.

j Leased assets Operating lease rentals are charged to the profit and loss account on a straight line basis over the lease term.

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

Profits generated by subsidiary undertakings are subject to corporation tax.

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

m Current asset investments Current asset investments are initially recorded at cost and are revalued to their open market value at each year end. Any unrealised gain or loss arising on the investments shall be recognised directly in equity, through the statements of total recognised gains and losses.

Gwybodaeth Rannol –dosbarthau busnes 2 Derbynir incwm Cronfa'r Gwasanaeth Cyhoeddus er mwyn i'r Awdurdod gyflawni ei gyfrifoldebau gwasanaeth cyhoeddus (o fewn ystyr Adran 207 Deddf Cyfathrebiadau 2003). Mae trosiant y Gronfa Gyffredinol yn cynrychioli'r incwm a grëwyd gan weithgareddau masnachol a gweithgareddau nad ydynt yn rhan o'r gwasanaeth cyhoeddus fel y cantiateir o dan Adran 206 Deddf Cyfathrebiadau 2003 a'r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Deddf Cyfathrebiadau 2003.

Incwm Cronfa'r Gwasanaeth Cyhoeddus a throsiant y Gronfa Gyffredinol

	2008 £000	2007 £000	2008 £000	2007 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus				
Incwm a dderbyniwyd oddi wrth ADdCCh	98,440 179	94,395 155		
Trosiant y Gronfa Gyffredinol	98,619	94,550		
Gwerthiant rhaglenni a hysbysebu Cyhoeddi a marsiandïo	3,893 178	5,078 431		
	4,071	5,509		
Trosiant y grŵp	102,690	100,059		

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

	2008 £000	2007 £000	2008 £000	2007 £000
Y Deyrnas Unedig	3,935	4,824		
Gweddill Ewrop	134	419		
Unol Daleithiau America	2	132		
Gweddill y Byd	-	134		
	4,071	5,509		

2 Segmental information –classes of business

Public Service Fund income is received in order that the Authority may fulfil its public service responsibilities (within the meaning of Section 207 of the Communications Act 2003). General Fund turnover represents the income generated from commercial and other non-public service activities as permitted under Section 206 of the Communications Act 2003 and the transitional provisions contained in paragraph 27 of Schedule 18 to the Communications Act 2003.

Public Service Fund income and General Fund turnover

	2008 £000	2007 £000	2008 £000	2007 £000
Public Service Fund income				
Income received from the DCMS	98,440 179	94,395 155		
Other income			98,619	94,550
General Fund turnover				
Programme and airtime sales	3,893 178	5,078 431		
Publishing and merchandising			4,071	5,509
Group turnover			102,690	100,059
An analysis of General Fund turnover by geographical market is given below:				
United Kingdom	3,935	4,824		
The rest of Europe	134	419		
United States of America	2	132		
Rest of the World	-	134		
	4,071	5,509		

Colled gweithredol

	2008	2007	2008	2007
	£000	£000	£000	£000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	(6,548)	(2,885)		
	(6,548)	(2,885)		

Cronfa Gyffredinol
 Gwerthiant rhagleni a hysbysebu
 Cyhoeddi a marsiandio
 Gweithgareddau eraill

	985	1,388		
	121	140		
	(1,248)	(1,055)		
	(142)	473		

(6,690) (2,412)

Asedau net

	2008	2007	2008	2007
	£000	£000	£000	£000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	31,782	35,703		
	31,782	35,703		

Cronfa Gyffredinol
 Gwerthiant rhagleni a hysbysebu
 Cyhoeddi a marsiandio
 Datblygu rhagleni
 Gweinyddiaeth
 Gweithgareddau eraill

	2,617	5,498		
	321	466		
	-	(35)		
	1	1		
	22,969	20,703		

25,908 26,633

57,690 62,336

Operating loss

	2008	2007	2008	2007
	£000	£000	£000	£000
Public Service Fund				
Public Service Fund activities	(6,548)	(2,885)		
	(6,548)	(2,885)		

General Fund
 Programme and airtime sales
 Publishing and merchandising
 Other activities

	985	1,388		
	121	140		
	(1,248)	(1,055)		

(142) 473

(6,690) (2,412)

Net assets

	2008	2007	2008	2007
	£000	£000	£000	£000
Public Service Fund				
Public Service Fund activities	31,782	35,703		
	31,782	35,703		

General Fund
 Programme and airtime sales
 Publishing and merchandising
 Programme development
 Administration
 Other trading activities

	2,617	5,498		
	321	466		
	-	(35)		
	1	1		
	22,969	20,703		

25,908 26,633

57,690 62,336

2a Eitem Eithriadol

Cydnabwyd ar ôl elw gweithredol:	2008 £000	2007 £000
Derbyniadau wrth werthu hawliau rhaglenni	-	3,000
Cost gwerthu hawliau rhaglenni	-	(294)
Derbyniadau net wrth werthu hawliau rhaglenni	-	2,706

3 Colled Gweithredol

Nodir y colled gweithredol ar ôl:	2008 £000	2007 £000
Cost y gwasanaeth rhaglenni		
Dibrisiant ac amorteiddio	289	188
Costau staffio	6,467	6,473
Taliadau prydlesi gweithredol	55	62
Teithio a chynhaliaeth	152	160
Costau gweithredu a gweinyddu		
Costau staffio	1,280	1,553
Dibrisiant	320	419
Taliadau i'r archwilwyr:		
Gwasanaethau archwilio	52	49
Gwasanaethau eraill	73	37
Costau gweinyddu eraill	4,086	2,440
Taliadau prydlesi gweithredol:		
Tir ac adeiladau	13	7
Arall	25	22
Teithio a chynhaliaeth	40	49
	5,889	4,576

Mae costau gweinyddu eraill yn cynnwys costau moderneiddio swyddfeydd S4C.

Mae'r dadansoddiad o gostau gweithredu a gweinyddu fel a ganlyn:

	2008 £000	2007 £000
Costau Cronfa'r Gwasanaeth Cyhoeddus	5,664	4,247
Costau'r Gronfa Gyffredinol	225	329
	5,889	4,576

2a Exceptional Item

Recognised below operating loss:	2008 £000	2007 £000
Proceeds from sale of programme rights	-	3,000
Cost of sale of programme rights	-	(294)
Net proceeds from sale of programme rights	-	2,706

3 Operating Loss

Operating loss is stated after:	2008 £000	2007 £000
Cost of programme service		
Depreciation and amortisation	289	188
Staff costs	6,467	6,473
Operating lease costs	55	62
Travel and subsistence	152	160
Operational and administrative expenses		
Staff costs	1,280	1,553
Depreciation	320	419
Auditors' remuneration:		
Audit services	52	49
Other services	73	37
Other administrative expenses	4,086	2,440
Operating lease costs:		
Land and buildings	13	7
Other	25	22
Travel and subsistence	40	49
	5,889	4,576

Included in other administrative expenses are the costs of the modernisation of S4C's offices.

The operational and administrative expenses can be analysed as follows:

	2008 £000	2007 £000
Public Service Fund expenses	5,664	4,247
General Fund expenses	225	329
	5,889	4,576

4 Aelodau a Swyddogion Cyflogedig

Mae cyfanswm cydnabyddiaeth swyddogion cyflogedig yn ystod y flwyddyn yn cynnwys:	2008 £000	2007 £000
Cyflogau gros	6,305	6,504
Cyfraniadau YC y cyflogwr	658	678
Cyfraniadau pensiwn y cyflogwr	784	703
	7,747	7,885

Yn ystod y flwyddyn cyflogwyd ar gyfartaledd 154 o swyddogion cyflogedig (2007 - 168) yn y meysydd canlynol:

	2008		2007	
	Rhif Dynion	Rhif Menywod	Rhif Dynion	Rhif Menywod
Comisiynu	6	10	10	15
Darlledu a Dosbarthu	40	31	44	32
Cyfathrebu	10	11	7	12
Cyllid, Gweinyddiaeth, Adnoddau Dynol	4	13	4	14
Materion Busnes	1	12	1	11
Corfforaethol a Pholisi Masnachol	4	10	5	11
Masnachol	1	1	1	1
	66	88	72	96

Cyfanswm teithio a chynhaliaeth a dalwyd i swyddogion cyflogedig yn ystod 2008 oedd £178,418 (2007 - £189,741).

Cydnabyddiaeth yr aelodau

Roedd cyfanswm cydnabyddiaeth aelodau'r Awdurdod am y flwyddyn fel a ganlyn:

	2008 £000	2007 £000
Cyfanswm y taliadau	129	118
	129	118

4 Members and Employees

Total employee remuneration during the year comprised:	2008 £000	2007 £000
Gross salaries	6,305	6,504
Employer's NI contributions	658	678
Employer's pension contributions	784	703
	7,747	7,885

The average number of employees during the year was 154 (2007 - 168) employed as follows:

	2008 Number Male	2008 Number Female	2007 Number Male	2007 Number Female
Commissioning	6	10	10	15
Broadcast and Distribution	40	31	44	32
Communications	10	11	7	12
Finance, Administration, Human Resources	4	13	4	14
Business Affairs	1	12	1	11
Corporate and Commercial Policy	4	10	5	11
Commercial	1	1	1	1
	66	88	72	96

Total travel and subsistence reimbursed to employees during 2008 was £178,418 (2007 - £189,741).

Members' remuneration

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

	2008 £000	2007 £000
Total remuneration	129	118
	129	118

Cydnabyddiaeth yr aelodau (parhad)

Dangosir taliadau i aelodau'r Awdurdod am y flwyddyn isod:

	Cyfanswm 2008 £	Cyfanswm 2007 £
Bill Davies	9,580	4,295
Eira Davies	9,580	9,355
Cenwyn Edwards	9,580	4,295
Carys Howell	9,580	9,355
John Walter Jones	51,988	50,758
Roger Jones	9,580	9,355
Chris Llewelyn	9,580	9,355
Winston Roddick	9,580	9,355
Rheon Tomos	9,580	9,355
Enid Thomas	-	2,328

Ymddeolodd Enid Thomas ym mis Mawrth 2007.

Ymunodd Bill Davies a Cenwyn Edwards â'r Awdurdod ym mis Gorffennaf 2007.

Cyfanswm teithio a chynhaliaeth a dalwyd i aelodau'r Awdurdod yn ystod 2008 oedd £13,569 (2007 - £19,045).

Dangosir taliadau i aelodau'r Tîm Gweithredol yn ystod y flwyddyn isod:

	Tâl gros £000	Budd- iannau £000	Cyfanswm 2008 £000	Cyfanswm 2007 £000
Rhian Gibson	90	6	96	83
Delyth Wynne Griffiths	69	7	76	71
Nerys Hopkins	18	6	24	55
Iona Jones	*146	10	156	149
Kathryn Morris	83	6	89	85
Arshad Rasul	100	8	108	104
Huw Rossiter	93	7	100	91
Clive Jones (anweithredol)	25	-	25	19

* yn cynnwys bonws o £13,316 (2007 - £12,767)

Ymddiswyddodd Nerys Hopkins ym mis Medi 2008.

Dangosir manylion hawliau o dan gynllun budd diffiniedig a chyfraniadau i gynllun cyfraniadau diffiniedig ar gyfer aelodau'r Tîm Gweithredol yn ystod y flwyddyn isod.

	Cynllun cyfraniadau diffiniedig Cyfraniadau S4C		Cynllun budd diffiniedig Gwerthoedd				
	2008 £000	2007 £000	Pensiwn Cronedig ar 31/12/08	Cynnydd yn y pensiwn cronedig yn y flwyddyn	Gwerth trosglwyddo ar 31/12/08	Gwerth trosglwyddo ar 31/12/07	Cynnydd yn y gwerth trosglwyddo llai' cyfraniadau'r aelodau yn y flwyddyn
Rhian Gibson	9	3	-	-	-	-	-
Delyth Wynne Griffiths	-	-	25	2	312	220	88
Nerys Hopkins	1	5	-	-	-	-	-
Iona Jones	13	13	-	-	-	-	-
Kathryn Morris	-	-	37	3	651	480	167
Arshad Rasul	10	10	-	-	-	-	-
Huw Rossiter	9	9	-	-	-	-	-
Clive Jones (anweithredol)	-	-	-	-	-	-	-

Members' Remuneration (cont.)

The remuneration of the Authority members during the year is shown below:

	Total 2008 £	Total 2007 £
Bill Davies	9,580	4,295
Eira Davies	9,580	9,355
Cenwyn Edwards	9,580	4,295
Carys Howell	9,580	9,355
John Walter Jones	51,988	50,758
Roger Jones	9,580	9,355
Chris Llewelyn	9,580	9,355
Winston Roddick	9,580	9,355
Rheon Tomos	9,580	9,355
Enid Thomas	-	2,328

Enid Thomas retired in March 2007.

Bill Davies and Cenwyn Evans joined the Authority in July 2007.

Total travel and subsistence reimbursed to the Authority members during 2008 was £13,569 (2007 - £19,045).

The remuneration of the Executive Team during the year is shown below:

	Gross pay £000	Benefits in kind £000	Total 2008 £000	Total 2007 £000
Rhian Gibson	90	6	96	83
Delyth Wynne Griffiths	69	7	76	71
Nerys Hopkins	18	6	24	55
Iona Jones	*146	10	156	149
Kathryn Morris	83	6	89	85
Arshad Rasul	100	8	108	104
Huw Rossiter	93	7	100	91
Clive Jones (non-executive)	25	-	25	19

* includes bonus of £13,316 (2007 - £12,767)

Nerys Hopkins resigned in September 2008.

Details of defined benefit entitlements and contributions to defined contribution schemes for the Executive Team during the year are shown below.

	Defined contribution scheme S4C contributions			Defined benefit scheme Annual values			Defined benefit scheme Transfer values		
	2008	2007	Accrued Pension at 31/12/08	Increase in accrued pension over year	Transfer value at 31/12/08	Transfer value at 31/12/07	Increase in transfer value less members contribution over year		
	£000	£000	£000	£000	£000	£000	£000		
Rhian Gibson	9	3	-	-	-	-	-		
Delyth Wynne Griffiths	-	-	25	2	312	220	88		
Nerys Hopkins	1	5	-	-	-	-	-		
Iona Jones	13	13	-	-	-	-	-		
Kathryn Morris	-	-	37	3	651	480	167		
Arshad Rasul	10	10	-	-	-	-	-		
Huw Rossiter	9	9	-	-	-	-	-		
Clive Jones (non-executive)	-	-	-	-	-	-	-		

5 Llog Net

	2008 £000	2007 £000
Llog a dderbynir ar adnau tymor byr llog treth	536 763	883 -
	1,299	883

5 Net Interest

	2008 £000	2007 £000
Interest receivable short term deposits tax interest	536 763	883 -
	1,299	883

6 Trethiant

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

	2008 £000	2007 £000
Treth gorfforaeth y Deyrnas Unedig ar 28.5% Cymwysiadau i'r tâl trethiant am y cyfnodau blaenorol	-	-
Credyd trethiant cyfredol am y cyfnod	(8,500)	-
	2008 £000	2007 £000
(Colled)/elw ar weithgareddau cyffredin cyn trethiant	(5,391)	1,177
(Colled)/elw ar weithgareddau cyffredin wedi'i lloosi â'r gyfradd treth safonol yn y DU o 28.5% Effeithiau:	(1,536)	353
Costau na ellir eu tynnu at ddibenion treth Lwfansau cyfalafol am y cyfnod yn fwy na ddibrisiant Newidiadau amseru eraill Trosglwyddo i incwm gohiriedig	44 (1) 917 576	37 4 (118) (276)
Cymwysiadau i'r tâl trethiant am y cyfnodau blaenorol	(8,500)	-
Credyd trethiant cyfredol am y cyfnod	(8,500)	-

7 Colled sy'n berthnasol i S4C Mae'r Awdurdod wedi mabwysiadu adran 230 Ddeddf Cwmniâu 1985 ac nid yw wedi cynnwys cyfrif elw a cholled S4C yn y Datganiad Ariannol hwn. Mae colled S4C am y flwyddyn yn £8.146m (2007 - £1.365m). Ceir gwybodaeth bellach yn nodyn 14.

6 Taxation

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

	2008 £000	2007 £000
United Kingdom corporation tax at 28.5% Adjustment to taxation charge in respect of previous periods	-	-
Current tax credit for the period	(8,500)	-
	2008 £000	2007 £000
(Loss)/profit on ordinary activities before taxation	(5,391)	1,177
(Loss)/profit on ordinary activities multiplied by standard rate of tax in the UK of 28.5%	(1,536)	353
Effects of:		
Expenses not deductible for tax purposes	44	37
Capital allowances for period in excess of depreciation	(1)	4
Other timing differences	917	(118)
Transfer to deferred income	576	(276)
Adjustments to tax charge in respect of previous periods	(8,500)	-
Current tax credit for period	(8,500)	-

7 Loss attributable to S4C The Authority has adopted section 230 of the Companies Act 1985 and has not included S4C's profit and loss account in this Statement of Accounts. S4C's loss for the year is £8.146m (2007 - £1.365m). Further information is given in note 14.

**8 Asedau Sefydlog Diriaethol/
Yr Awdurdod a S4C**

	Cyfanswm	Rhyddfaint	Tir ac Adeladau	Prydles Fer	Offer a Chyfarpar
	£000	£000	£000	£000	£000
Cost					
Ar 1 Ionawr 2008	17,939	9,165	209	8,565	
Ychwanegiadau	890	-	-	890	
Gwerthiannau	(949)	-	-	(949)	
Ar 31 Rhagfyr 2008	17,880	9,165	209	8,506	
Dibrisiant					
Ar 1 Ionawr 2008	10,717	2,842	209	7,666	
Cost am y flwyddyn	609	197	-	412	
Gwerthiannau	(928)	-	-	(928)	
Ar 31 Rhagfyr 2008	10,398	3,039	209	7,150	
Gwerth llyfr net					
Ar 31 Rhagfyr 2008	7,482	6,126	-	1,356	
Ar 31 Rhagfyr 2007	7,222	6,323	-	899	

**Tir ac
Adeladau**

Paflawn S4C ar faes y Sioe Amaethyddol Frenhinol yn Llanelwedd yw'r eiddo dan brydles fer.

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

**Asedau a
ddibrisiwyd
yn llawn**

Ar 31 Rhagfyr 2008, mae asedau sefydlog yn cynnwys asedau a gosiodd £6,144,665 (2007 - £6,673,849) a ddibrisiwyd yn llawn ond a gâi eu defnyddio o hyd.

Mae'r Awdurdod wedi ystyried gwerth yr asedau sefydlog diriaethol heb mewn ffaith eu hâlbrisio. Mae'r Awdurdod yn fodlon nad yw cyfanswm gwerth yr asedau yma ar yr amser hwn yn sylweddol wahanol na'r cyfanswm a fynegwyd ar gyfer yr asedau yn y Datganiad Ariannol.

**8 Tangible Fixed Assets/
The Authority and S4C**

	Total	Land & Buildings Freehold	Short Leasehold	Plant & Equipment
	£000	£000	£000	£000
Cost				
At 1 January 2008	17,939	9,165	209	8,565
Additions	890	-	-	890
Disposals	(949)	-	-	(949)
At 31 December 2008	17,880	9,165	209	8,506
Depreciation				
At 1 January 2008	10,717	2,842	209	7,666
Charge for year	609	197	-	412
Disposals	(928)	-	-	(928)
At 31 December 2008	10,398	3,039	209	7,150
Net book amount				
At 31 December 2008	7,482	6,126	-	1,356
At 31 December 2007	7,222	6,323	-	899

**Land and
buildings**

The short leasehold building is S4C's pavilion at the Royal Welsh Showground, Llanelwedd.

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

**Fully
depreciated
assets**

At 31 December 2008, fixed assets includes assets at a cost of £6,144,665 (2007 - £6,673,849) which were fully depreciated but still in use.

The Authority has considered the value of tangible fixed assets without actually revaluing them. The Authority is satisfied that the aggregate value of those assets at the time was not significantly different than the aggregate amount at which they are stated in the Statement of Accounts.

9 Buddsoddiadau Asedau Sefydlog

Mae cyfanswm buddsoddiadau asedau sefydlog yn cynnwys:	Yr Awdurdod 2008 £	Yr Awdurdod 2007 £	S4C 2008 £	S4C 2007 £
Buddsoddiadau asedau sefydlog eraill	-	-	3	3
	-	-	3	3

Buddsoddiadau asedau sefydlog eraill	Cyfranddaliadau mewn ymgymeriadau grŵp	Shares in group undertakings
S4C	£	£
Cost a gwerth llyfr net ar 1 Ionawr 2008	3	3
Ychwanegiadau	-	-
Cost a gwerth llyfr net ar 31 Rhagfyr 2008	3	3

Ar 31 Rhagfyr 2008, roedd yr Awdurdod yn dal 20% neu fwy o ecwiti'r canlynol:

	Gwlad ymgorffori	Dosbarth y cyfranddaliad a ddalwyd	Gan y prif ymgymeriad	Canran a ddalwyd	Gan yr Awdurdod	Natur y busnes
S4C Masnachol Cyf	Cymru a Lloegr	Cyffredin	100%	100%	Cwmni buddsoddi a darparu gwasanaethau rheoli i is-gwmniâu masnachol	
S4C Digital Media Ltd	Cymru a Lloegr	Cyffredin	100%	100%	Cwmni dal	
S4C Rhyngwladol Cyf	Cymru a Lloegr	Cyffredin	-	100%	Gwerthu gofod hysbysebu a rhagleni	
S4C2 Cyf	Cymru a Lloegr	Cyffredin	100%	100%	Darlledu digidol a darparu gwasanaethau darlledu digidol	

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

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

9 Fixed Asset Investments

Total fixed asset investments comprise:	Authority 2008 £	Authority 2007 £	S4C 2008 £	S4C 2007 £
Other fixed asset investments	-	-	3	3
	-	-	3	3

Other fixed asset investments	S4C	Shares in group undertakings
		£
Cost and net book amount at 1 January 2008	3	
Additions	-	
Cost and net book amount at 31 December 2008	3	

At 31 December 2008 the Authority held 20% or more of the equity of the following:

	Country of incorporation	Class of share capital held	Proportion held By parent undertaking	By the Authority	Nature of business
S4C Masnachol Cyf	Wales & England	Ordinary	100%	100%	Investment company and provision of management services to commercial subsidiaries
S4C Digital Media Ltd	Wales & England	Ordinary	100%	100%	Holding Company
S4C Rhyngwladol Cyf	Wales & England	Ordinary	-	100%	Selling of airtime and programmes
S4C2 Cyf	Wales & England	Ordinary	100%	100%	Digital broadcasting and provision of digital broadcasting services

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

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

10 Stoc

Mae'r stoc rhaglenni heb eu darlledu a stoc arall fel a ganlyn:	Yr Awdurdod				S4C	
	2008 £000	2007 £000	2008 £000	2007 £000	S4C	2008 £000
Rhaglenni ar ganol eu cynhyrchu	7,343	9,424	7,343	9,424		
Rhaglenni a orffenwyd ond heb eu darlledu	15,293	14,784	15,293	14,784		
	22,636	24,208	22,636	24,208		

10 Stock

Stock of untransmitted programmes and other stock comprise the following:	Authority		S4C	
	2008 £000	2007 £000	2008 £000	2007 £000
Programmes in course of production	7,343	9,424	7,343	9,424
Programmes completed but not yet transmitted	15,293	14,784	15,293	14,784
	22,636	24,208	22,636	24,208

11 Dyledwyr

Dyledwyr masnachol Benthyciadau i swyddogion Taliadau nawdd cymdeithasol a threthi eraill TAW Blaendaliadau ac incwm cronedig	Yr Awdurdod				S4C	
	2008 £000	2007 £000	2008 £000	2007 £000	S4C	2008 £000
556	566	5,214	9,170			
5	4	5	4			
18	17	18	17			
2,430	2,534	2,408	2,451			
2,390	2,551	1,673	1,240			
	5,399	5,672	9,318	12,882		

Mae'r benthyciadau i swyddogion yn cwmpasu'r Cynllun Cyfrifiadur Cartref a'r Cynllun Beicio i'r Gwaith.

12 Buddsoddiadau Asedau Cyfredol

Buddsoddiad mewn rhaglenni-hawliau dosbarthu Cronfa fuddsoddi	Yr Awdurdod				S4C	
	2008 £000	2007 £000	2008 £000	2007 £000	S4C	2008 £000
370	333	-	-			
27,015	29,904	-	-			
	27,385	30,237	-	-		

Ni wnaeth yr Awdurdod brynu neu gwerthu unrhyw hawliau rhaglenni yn ystod y flwyddyn. Cafodd £5,300 o'r hawliau a ddaliwyd eu hamorteiddio yn ystod y flwyddyn. Ni wnaeth yr Awdurdod unrhyw ragdaliadau ar gytundebau cydgynrychiadau yn gydnabyddiaeth am hawliau dosbarthu yn ystod y flwyddyn. Gwelwyd yr Awdurdod yn adennill gwerth £30,310 o'r buddsoddiad yn ystod y flwyddyn, ac yn darparu £dim yn erbyn adennill y balans.

Cronfa Buddsoddi

Cronfa fuddsoddi at 1 Ionawr 2008 Newid yn werth masnachol y buddsoddiad Alldyniad o'r gronfa fuddsoddi Ychwanegiadau yn y flwyddyn (nodyn 23)	Yr Awdurdod				S4C	
	2008 £000	2007 £000	2008 £000	2007 £000	S4C	2008 £000
29,904	30,700	-	-			
(5,889)	(796)	-	-			
(3,000)	-	-	-			
6,000	-	-	-			
	27,015	29,904	-	-		

Yr ychwanegiad yn ystod y flwyddyn oedd ar gyfer caffael daliad o 24.85% yn INUK Networks Limited, cwmni sydd wedi'i ymgorffori yng Nghymru a Lloegr.

11 Debtors

Trade debtors Loans to employees Social security and other taxes VAT Prepayments and accrued income	Authority		S4C	
	2008 £000	2007 £000	2008 £000	2007 £000
556	566	5,214	9,170	
5	4	5	4	
18	17	18	17	
2,430	2,534	2,408	2,451	
2,390	2,551	1,673	1,240	
	5,399	5,672	9,318	12,882

The loans to employees consist of the Home Computer Initiative and the Cycle to Work Scheme.

12 Current Asset Investments

Investment in programmes—distribution rights Investment fund	Authority		S4C	
	2008 £000	2007 £000	2008 £000	2007 £000
370	333	-	-	
27,015	29,904	-	-	
	27,385	30,237	-	-

The Authority did not dispose of any programme rights during the year. The Authority did not acquire or dispose of any programme rights in the year. £5,300 of the rights held were amortised in the year. The Authority did not make any advances on co-production agreements in consideration for distributing rights during the year. The Authority recovered £30,310 of the investment in the year, and provided £nil against the recoverability of the balance.

Investment Fund

Investment fund at 1 January 2008 Change in market value of investment Withdrawal from investment fund Additions in the year (note 23)	Authority		S4C	
	2008 £000	2007 £000	2008 £000	2007 £000
29,904	30,700	-	-	
(5,889)	(796)	-	-	
(3,000)	-	-	-	
6,000	-	-	-	
	27,015	29,904	-	-

The addition in the year related to the acquisition of a 24.85% holding in INUK Networks Limited, a company incorporated in Wales and England.

13 Credydwyr: Symiau i'w talu o fewn blwyddyn

	Yr Awdurdod		S4C	
	2008 £000	2007 £000	2008 £000	2007 £000
Credydwyr masnachol	2,171	1,179	1,787	1,003
Credydwyr rhaglenni	3,871	3,403	3,871	3,403
Taliadau nawdd cymdeithasol a threthi eraill	8	1	8	1
TAW	66	-	-	-
Credydwyr eraill	710	974	-	-
Symiau cronedig	7,398	6,283	6,851	5,474
	14,224	11,840	12,517	9,881

13 Creditors: Amounts falling due within one year

	Authority		S4C	
	2008 £000	2007 £000	2008 £000	2007 £000
Trade creditors	2,171	1,179	1,787	1,003
Programme creditors	3,871	3,403	3,871	3,403
Social security and other taxes	8	1	8	1
VAT	66	-	-	-
Other creditors	710	974	-	-
Accruals	7,398	6,283	6,851	5,474
	14,224	11,840	12,517	9,881

14 Cronfeydd yr Awdurdod

	Cronfa'r Gwasanaeth			Cronfa Gyffredinol		
	Cyhoeddus		Eraill	Gyfanswm		
	Pensiwn FRS 17	Asedau Sefydlog		£000	£000	
Ar 1 Ionawr 2008	-	7,222	24,208	4,273	26,633	62,336
Gweddi ll y Gronfa Gyffredinol am y flwyddyn	-	-	-	-	3,500	3,500
Trosglwyddiad Cronfa'r Gwasanaeth	300	260	(1,572)	(7,134)	-	(8,146)
Cyhoeddus i'r cyfrif elw a cholled	-	-	-	4,225	(4,225)	-
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	300	260	(1,572)	(7,134)	-	(8,146)
Ar 31 Rhagfyr 2008	300	7,482	22,636	1,364	25,908	57,690

14 Authority Reserves

	Public Service Fund				General Fund	
	FRS 17		Fixed Assets	Stock	Other	Total
	Pension £000	£000	£000	£000	£000	£000
At 1 January 2008	-	7,222	24,208	4,273	26,633	62,336
General Fund surplus for the year	-	-	-	-	3,500	3,500
Public Service Fund transfer to profit and loss account	300	260	(1,572)	(7,134)	-	(8,146)
Transfer to Public Service Fund	-	-	-	4,225	(4,225)	-
At 31 December 2008	300	7,482	22,636	1,364	25,908	57,690

14b Cronfeydd S4C

	Cronfa'r Gwasanaeth			Cronfa Gyffredinol		
	Cyhoeddus		Eraill	Gyfanswm		
	Pensiwn FRS 17	Asedau Sefydlog		£000	£000	
Ar 1 Ionawr 2008	-	7,222	24,208	4,273	-	35,703
Gweddi ll y Gronfa Gyffredinol am y flwyddyn	-	-	-	-	4,225	4,225
Trosglwyddiad Cronfa'r Gwasanaeth	300	260	(1,572)	(7,134)	-	(8,146)
Cyhoeddus i'r cyfrif elw a cholled	-	-	-	4,225	(4,225)	-
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	300	260	(1,572)	(7,134)	-	(8,146)
Ar 31 Rhagfyr 2008	300	7,482	22,636	1,364	-	31,782

14b S4C Reserves

	Public Service Fund				General Fund	
	FRS 17		Fixed Assets	Stock	Other	Total
	Pension £000	£000	£000	£000	£000	£000
At 1 January 2008	-	7,222	24,208	4,273	-	35,703
General Fund surplus for the year	-	-	-	-	4,225	4,225
Public Service Fund transfer to profit and loss account	300	260	(1,572)	(7,134)	-	(8,146)
Transfer to Public Service Fund	-	-	-	4,225	(4,225)	-
At 31 December 2008	300	7,482	22,636	1,364	-	31,782

Trosglwyddwyd cyfanswm o £2.021m o'r Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled yn 2008 (2007 - £0.920m). Mae hyn yn cynnwys trosglwyddiad o'r Gronfa Gyffredinol o £4.225m (2007 - £3,485m), trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus o £8.146m (2007 - £1.365m) fel y dangoir uchod a'r £1.9m enillion actwaraidd (2007 - £1.2m).

In total £2.021m has been transferred to the profit and loss account from the Public Service Fund in 2008 (2007 - £0.920m). This comprises the £4.225m (2007 - £3,485m) transfer from the General Fund, the £8.146m (2007 - £1.365m) Public Service Fund transfer set out above and the actuarial loss of £1.9m (2007 - gain of £1.2m).

15 Allanlif net ariannol o weithgareddau gweithredol

	2008 £000	2007 £000
Colled gweithredol	(6,690)	(2,412)
Colled o werthu asedau sefydlog	13	10
Dibrisiant ac amorteiddio	609	607
Lleihad/(cynnydd) mewn stoc	1,572	(948)
Lleihad mewn dyledwyr	273	5,971
Cynnydd mewn credydwyr	217	925
Lleihad/(cynnydd) mewn buddsoddiadau	2,963	(30,665)
Allanlif net ariannol o weithgareddau gweithredol	(1,043)	(26,512)

16 Cysoniad y llif arian net â'r symudiad mewn cronfeydd net

	2008 £000	2007 £000
Cynnydd/(Lleihad) arian yn ystod y flwyddyn	1,875	(22,932)
Newidiadau i gronfeydd o ganlyniad i lifariannu	1,875	(22,932)
Cronfeydd net ar 1 Ionawr 2008	6,837	29,769
Cronfeydd net ar 31 Rhagfyr 2008	8,712	6,837

17 Dadansoddiad o'r newidiadau mewn cronfeydd net

	Ar 01/01/08 £000	Llifarian 2008 £000	Ar 31/12/08 £000
Arian mewn llaw ac yn y banc	6,837	1,875	8,712

18 Ymrwymiadau Prydlesi Gweithredol

	2008 £000	2007 £000
Tir ac Adeiladau		
Cyfnod y brydles yn dirwyn i ben:		
2009	28	-
2010–2013	-	-
	28	-
Prydlesi gweithredol eraill		
Cyfnod y brydles yn dirwyn i ben:		
2009	24	12
2010–2013	33	53
	57	65

15 Net cash outflow from operating activities

	2008 £000	2007 £000
Operating loss	(6,690)	(2,412)
Loss on sale of fixed assets	13	10
Depreciation and amortisation	609	607
Decrease/(increase) in stock	1,572	(948)
Decrease in debtors	273	5,971
Increase in creditors	217	925
Decrease/(increase) in investments	2,963	(30,665)
Net cash outflow from operating activities	(1,043)	(26,512)

16 Reconciliation of net cash flow to movement in net funds

	2008 £000	2007 £000
Increase/(decrease) in cash in the year	1,875	(22,932)
Change in funds resulting from cashflows	1,875	(22,932)
Net funds at 1 January 2008	6,837	29,769
Net funds at 31 December 2008	8,712	6,837

17 Analysis of changes in net funds

	At 01/01/08 £000	Cashflow 2008 £000	At 31/12/08 £000
Cash in hand and at bank	6,837	1,875	8,712

18 Operating Lease Commitments

	2008 £000	2007 £000
Land and Buildings		
Lease period expiring:		
2009	28	-
2010–2013	-	-
	28	-
Other operating leases		
Lease period expiring:		
2009	24	12
2010–2013	33	53
	57	65

19	Ymrwymiadau Cyfalafol—yr Awdurdod ac S4C	Nid oedd gan yr Awdurdod ac S4C unrhyw ymrwymiadau cyfalafol ar 31 Rhagfyr 2008 nac ar 31 Rhagfyr 2007.
20	Ymrwymiadau Rhagleni—yr Awdurdod ac S4C	Ar 31 Rhagfyr 2008, yr oedd yr Awdurdod ac S4C wedi ymrwymo'n gytundebol i wario'r symiau a ganlyn ar ragleni:
		2008 £000

Ymrwymiadau rhagleni

2007
£000

16,177

13,164

21 Cynllun Pensiwn

Cynllun cyfraniadau diffiniedig Mae'r Awdurdod yn gweithredu cynllun pensiwn cyfraniadau diffiniedig er budd gweithwyr. Mae asedau'r cynllun yn cael eu gweinyddu gan ymddiriedolwyr mewn cronfeydd unigol sy'n annibynnol o rai'r Awdurdod.

Cafwyd tâl pensiwn o £399,241 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2008 yn seiliedig ar gyfraniad y cwmni o 10% o gyflogau pensiynedig (2007 - £403,530).

Cynllun budd diffiniedig Mae'r Awdurdod yn gweithredu cynllun budd diffiniedig, sydd yn rhan o Gynllun Pensiwn Staff Ofcom (CTA gynt), i bob aelod o staff cymwys. Mae asedau'r cynllun yn cael eu gweinyddu gan ymddiriedolwyr mewn cronfa sy'n annibynnol o rai'r Awdurdod.

Cafwyd tâl pensiwn o £385,201 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2008 (2007 - £299,926).

Cododd cyfraniad y cyflogwr i 33.4% ar 1 Ionawr 2008 tra oedd cyfraniad yr aelodau yn 5.5% trwy'r flwyddyn.

Seilir costau a rhwymedigaethau'r cynllun ar brisiad actiwaraid. Cynhalwyd y prisiad actiwaraid llawn diweddaraf ar 31 Rhagfyr 2006 gan actwari annibynnol cymwys.

Y prif ragdybiaethau a ddefnyddiwyd gan yr actwari oedd:

	2008	2007	2006
Chwyddiant	3.0%	3.4%	3.0%
Cyfradd disgownt rhwymedigaethau'r cynllun	6.4%	5.7%	5.1%
Cyfradd cynnydd mewn pensiynau cysylltiedig yn llawn a'r mynegai pris manwerthu	3.0%	3.4%	3.0%
Cyfradd cynnydd mewn pensiynau sydd â mynegai pris cyfyng	2.8%	3.3%	3.0%
Cyfradd cynnydd mewn cyflogau o 2008 ymlaen	3.5%	3.9%	4.5%

Ar sail y rhagdybiaethau a ddefnyddiwyd ar gyfer disgwyliadau einioes, disgwyli'r bensiynwr sydd yn awr yn 60 fyw am 26.4 blwyddyn bellach (2007 - 26.2 blwyddyn). Darparir lwfans ar gyfer gwelliannau yn y dyfodol parthed disgwyliadau einioes.

19	Capital Commitments —Authority and S4C	The Authority and S4C had no capital commitments at either 31 December 2008 or 31 December 2007.
20	Programme Commitments — Authority and S4C	At 31 December 2008, the Authority and S4C had the following contractual commitments for expenditure on programmes:
		2008 £000

Programme commitments

2007
£000

16,177

13,164

21 Pension Scheme

Defined contribution scheme The Authority operates a defined contribution pension scheme for the benefit of employees. The assets of the scheme are administered by trustees in individual funds independent of those of the Authority.

The pension charge for the year ended 31 December 2008 amounted to £399,241 arising from the company contribution rate of 10% of pensionable salaries (2007 - £403,530).

Defined benefit scheme assets The Authority operates a defined benefit scheme, which is part of the Ofcom (former ITC) Staff Pension plan, for all qualifying employees. The assets of the scheme are administered by trustees in a fund independent from those of the Authority.

The pension charge of the year ended 31 December 2008 amounted to £385,201 (2007 - £299,926).

The employer's contribution rate was increased to 33.4% on 1 January 2008 with the members' contribution remaining at 5.5% throughout the year.

Costs and liabilities of the scheme are based on actuarial valuations. The latest full actuarial valuation was carried out at 31 December 2006, by a qualified independent actuary.

The main assumptions used by the actuary were:

	2008	2007	2006
Price inflation	3.0%	3.4%	3.0%
Discount rate for scheme liabilities	6.4%	5.7%	5.1%
Rate of increase in fully retail price index linked pensions	3.0%	3.4%	3.0%
Rate of increase in pensions with limited price indexation	2.8%	3.3%	3.0%
Rate on increase in salaries from 2008	3.5%	3.9%	4.5%

On the basis of the assumptions used for life expectancy, a male pensioner currently aged 60 would be expected to live for a further 26.4 years (2007 - 26.2 years). Allowance is made for future improvements in life expectancy.

Mae'r cyfanswm sy'n gynwysiedig yn y fantolen yn codi o oblygiadau'r Awdurdod mewn perthynas â'r cynllun fel a ganlyn:

	2008	Cyfradd enillion %	Gwerth £	2007	Cyfradd enillion %	Gwerth £	2006	Cyfradd enillion %	Gwerth £
Buddsoddiadau ecwiti	7.3%	10,900,000		7.3%	10,900,000		7.5%	10,700,000	
Bondiau Llywodraeth	3.3%	700,000		4.1%	9,000,000		4.3%	8,700,000	
Blwydd-daliadau yswiriedig	6.4%	6,400,000		-	-		-	-	
Eraill	1.7%	-		4.1%	300,000		5.2%	400,000	
	2008			2007					
Cyfanswm gwerth marchnadol yr asedau	18,000,000			20,200,000					
Gwerth presennol rhwymedigaethau'r cynllun	(17,700,000)			(20,200,000)					
Ased pensiwn net	300,000			-					

Yn unol ag FRS 17, dangosir y cynllun ar y fantolen ar 31 Rhagfyr 2008 fel ased net o £0.3m (2007 - £nil).

Mae'r symiau a gydnabuwyd yn y cyfrif elw a cholloedd fel y canlynol:

	2008	£	2007	£
Cost gwasanaeth presennol	300,000		400,000	
Enillion disgwyliedig ar asedau'r cynllun pensiwn	(1,200,000)		(1,100,000)	
Llog ar rhwymedigaethau'r cynllun pensiwn	1,200,000		1,100,000	

	2008	£	2007	£
Cyfanswm costau gweithredol	300,000		400,000	

Cynhwysir y symiau a godwyd neu a gredydwyd yn y cyfrif elw a cholloedd yn incwm a thaliadau gweithredol ac o fewn llog a daladwy.

Mae newidiadau i werth presennol oblygiadau'r budd diffiniedig fel y canlynol:

	2008	£	2007	£
Oblygiadau agoriadol y budd diffiniedig	20,200,000		21,100,000	
Cost gwasanaeth presennol	300,000		400,000	
Llog ar rhwymedigaethau'r cynllun pensiwn	1,200,000		1,100,000	
Budion a dalwyd	(400,000)		(500,000)	
Cyfraniadau gan aelodau'r cynllun	100,000		100,000	
Enillion actiwaraid ar rhwymedigaethau	(3,700,000)		(2,000,000)	

	2008	£	2007	£
Oblygiadau terfynol y budd diffiniedig	17,700,000		20,200,000	

The amount included in the balance sheet arising from the Authority's obligations in respect of the plan is as follows:

	Rate of Return%	2008	Value £	2007	Value £	2006	Value £
Equity Investments	7.1%	10,900,000		7.3%	10,900,000	7.5%	10,700,000
Government bonds	3.3%	700,000		4.1%	9,000,000	4.3%	8,700,000
Insured annuities	6.4%	6,400,000		-	-	-	-
Other	1.7%	-		4.1%	300,000	5.2%	400,000
		2008	£	2007	£		
Total market value of assets		18,000,000		20,200,000			
Present value of scheme liabilities		(17,700,000)		(20,200,000)			
Net pension asset		300,000		-			

Under FRS17, the scheme is represented on the balance sheet at 31 December 2008 as a net asset of £0.3m (2007 - £nil).

The amounts recognised in the profit and loss account are as follows:

	2008	£	2007	£
Current service cost	300,000		400,000	
Expected return on pension scheme assets	(1,200,000)		(1,100,000)	
Interest on pension scheme liabilities	1,200,000		1,100,000	

Total operating charges

300,000

400,000

The amounts charged or credited to the profit and loss account were included in the operating income and charges and within interest payable.

Changes in the present value of the defined benefit obligation are as follows:

	2008	£	2007	£
Opening defined benefit obligations	20,200,000		21,100,000	
Current service cost	300,000		400,000	
Interest on pension scheme liabilities	1,200,000		1,100,000	
Benefits paid	(400,000)		(500,000)	
Contributions by plan members	100,000		100,000	
Actuarial gains on liabilities	(3,700,000)		(2,000,000)	

Closing defined benefit obligations

17,700,000

20,200,000

Mae newidiadau i werth farchnad asedau'r cynllun fel y canlynol:

	2008 £	2007 £
Gwerth farchnad asedau'r cynllun ar ddechrau'r cyfnod	20,200,000	19,800,000
Enillion disgwylledig asedau'r cynllun	1,200,000	1,100,000
Cyfraniadau'r cyflogwr	2,500,000	500,000
Cyfraniadau'r cyflogedig	100,000	100,000
Buddion a dalwyd	(400,000)	(500,000)
Colled actiwaidd ar asedau	(5,600,000)	(800,000)
 Gwerth farchnad asedau'r cynllun ar ddiwedd y cyfnod	 18,000,000	 20,200,000

**Prif gategorïau buddsoddiadau asedau'r cynllun,
fel % o gyfanswm asedau'r cynllun:**

	31 Rhagfyr 2008	31 Rhagfyr 2007
Buddsoddiadau ecwiti	61%	54%
Bondiau Llywodraeth	4%	45%
Arian	0%	1%
Blwydd-daliadau yswiriedig	35%	0%

Gwir enillion asedau'r cynllun:

	31 Rhagfyr 2008 £	31 Rhagfyr 2007 £
Enillion disgwylledig asedau'r cynllun	1,200,000	1,100,000
Colledion actiwaidd ar asedau	(5,600,000)	(800,000)
 Gwir (colledion)/enillion ar asedau'r cynllun	 (4,400,000)	 300,000

Colled o £1.9m (2007 – enillion o £1.2m) yw'r cyfanswm a gydnabuwyd yn y datganiad cyfanswm enillion a chollecion cydnabyddedig (STRGL) ar gyfer 2008.

Colled o £0.4m yw'r swm cronedig gydnabuwyd yn y STRGL ar 31 Rhagfyr 2008.

Changes in the market value of the scheme assets are as follows:

	2008 £	2007 £
Market value of scheme assets at start of period	20,200,000	19,800,000
Expected return on scheme assets	1,200,000	1,100,000
Contributions by employer	2,500,000	500,000
Contributions by employees	100,000	100,000
Benefits paid	(400,000)	(500,000)
Actuarial losses on liabilities	(5,600,000)	(800,000)
 Market value of scheme assets at end of period	 18,000,000	 20,200,000

Changes in the market value of the scheme assets are as follows:

	31 December 2008	31 December 2007
Equities	61%	54%
Government bonds	4%	45%
Cash	0%	1%
Insured Annuities	35%	0%

Actual return on scheme assets:

	31 December 2008 £	31 December 2007 £
Expected return on scheme assets	1,200,000	1,100,000
Actuarial (losses)/gains on liabilities	(5,600,000)	(800,000)
 Actual (losses)/return on scheme assets	 (4,400,000)	 300,000

The amount recognised in the statement of total recognised gains and losses (STRGL) for 2008 is a loss of £1.9m (2007 – gain of £1.2m).

The cumulative amount recognised within the STRGL as at 31 December 2008 is a loss of £0.4m.

Dadansoddiad hanesyddol gwerthoedd asedau, rhwymedigaethau'r cynllun,
 cyfanswm y diffyg a phrofiad enillion a cholledion:

	2008 £	2007 £	2006 £	2005 £	2004 £
Gwerth farchnad asedau'r cynllun	18,000,000	20,200,000	19,800,000	18,100,000	15,400,000
Rhwymedigaethau'r cynllun	17,700,000	20,200,000	21,100,000	20,000,000	16,700,000
Gweddill/(Diffyg) yn y cynllun	300,000	-	(1,300,000)	(1,900,000)	(1,300,000)
Profiad (colledion)/enillion ar asedau'r cynllun	(5,600,000)	(800,000)	600,000	1,700,000	1,600,000
Canran o asedau'r cynllun	(31%)	(4%)	3%	9%	10%
Profiad colledion ar rhwymedigaethau'r cynllun	0	0	(500,000)	(100,000)	(100,000)
Canran gwerth presennol rhwymedigaethau'r cynllun	0%	0%	(2%)	(1%)	(1%)

- 22 Rhwymedigaethau
Amodol—yr Awdurdod
ac S4C** Ar 31 Rhagfyr 2008, nid oedd
rhwymedigaethau amodol (2007—£dim).
- 23 Digwyddiad wedi'r
fantolen** Ar 22 Ebrill 2009, cyfnewidodd yr Awdurdod ei
holl cyfranddaliadau yn INUK Networks Limited am
gyfranddaliadau yn Move networks Inc, cwmni sydd
wedi'i sefydlu yn Utah, Unol Daleithiau America.
Doedd dim elw na cholled wrth wneud hyn.

Historical analysis of asset values, scheme liabilities,
 overall deficit and experience gains and losses:

	2008 £	2007 £	2006 £	2005 £	2004 £
Market value of scheme assets	18,000,000	20,200,000	19,800,000	18,100,000	15,400,000
Scheme liabilities	17,700,000	20,200,000	21,100,000	20,000,000	16,700,000
Surplus/(deficit) in scheme	300,000	-	(1,300,000)	(1,900,000)	(1,300,000)
Experience (losses)/gains on scheme assets	(5,600,000)	(800,000)	600,000	1,700,000	1,600,000
Percentage of plan assets	(31%)	(4%)	3%	9%	10%
Experience losses on scheme liabilities	0	0	(500,000)	(100,000)	(100,000)
Percentage of the present value of the plan liabilities	0%	0%	(2%)	(1%)	(1%)

**22 Contingent liabilities
—Authority and S4C** At 31 December 2008, there were
no contingent liabilities (2007—£nil).

**23 Post balance
sheet event** On 22 April 2009, the Authority disposed of its entire
shareholding in INUK Networks Limited in exchange
for shares in Move Networks Inc, a company based
in Utah, United States of America. This transaction
did not generate a profit or loss.

AELODAU'R AWDURDOD MEMBERS OF THE AUTHORITY

John Walter Jones

Cadeirydd
Chair

Bill Davies

Eira Davies

Cenwyn Edwards

Carys Howell

Syr Roger Jones

Chris Llewelyn

Winston Roddick

Rheon Tomos

Phil Williams

Ysgrifennydd yr Awdurdod
Secretary to the Authority

TÎM GWEITHREDOL EXECUTIVE TEAM

Iona Jones

Prif Weithredwr
Chief Executive

Rhian Gibson

Cyfarwyddwr Comisiynu
Director of Commissioning

Delyth Wynne Griffiths

Cyfarwyddwr Materion Busnes
Director of Business Affairs

Nerys Hopkins

Cyfarwyddwr Polisi
Corfforaethol a Masnachol
Director of Commercial
and Corporate Policy

Tan 15/09/08
Until 15/09/08

Clive Jones

Aelod Anweithredol
Non-Executive Member

Kathryn Morris

Cyfarwyddwr Cyllid
ac Adnoddau Dynol
Drector of Finance
and Human Resources

Arshad Rasul

Cyfarwyddwr Darlledu
a Dosbarthu
Director of Broadcast
and Distribution

Huw Rossiter

Cyfarwyddwr Cyfathrebu
Director of Communications

Tan 31/12/08
Until 31/12/08

GOLGYDDION CYNNWYS CONTENT EDITORS

Meirion Davies

Pennaeth Cynnwys
Head of Content

Gaynor Davies

Golygydd Cynnwys Adloniant
Content Editor Entertainment

Bethan Eames

Golygydd Cynnwys Ffuglen
Content Editor Fiction

Siân Eirian

Pennaeth Gwasanaethau Plant
Head of Children's Services

Lowri Gwilym

Golygydd Cynnwys Ffeithiol
a Chyd-gynrychiadau
Content Editor Factual
and Co-productions

Rob Nicholls

Golygydd Cynnwys Diwylliant
Content Editor Culture

Geraint Rowlands

Golygydd Cynnwys Chwaraeon
Content Editor Sport

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