

Adroddiad Blynnyddol  
Datganiad Ariannol  
2009

CYFLWYNIR ADRODDIAD  
BLYNYDDOL A DATGANIAD  
ARIANNOL S4C I'R SENEDD  
YN SGÂL PARAGRAFFAU 13(1)  
A 13(2) I ATODLEN 6 DEDDF  
DARLLEDU 1990 (C.42)

Annual Report  
Statement of Accounts  
2009

THE ANNUAL REPORT AND  
STATEMENT OF ACCOUNTS FOR S4C  
ARE PRESENTED TO PARLIAMENT  
PURSUANT TO PARAGRAPHS 13(1)  
AND 13(2) TO SCHEDULE 6 OF THE  
BROADCASTING ACT 1990 (C.42)



# CYNNWYS

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## CYFLWYNIAD Y CADEIRYDD

## INTRODUCTION BY THE CHAIRMAN

[John Walter Jones](#)



Mae'r oes ddigidol wedi gwawrio ac yn achos S4C penllanw cyfnod o flynyddoedd o gynllunio oedd diwedd Mawrth 2010. Ers 2004 mae strategaeth S4C wedi ei chyfeirio'n benodol at ddyfodiad digidol. Nid newid technolegol yn unig sydd wedi cymryd lle, ond newid sylfaenol yn niwyg a chynnwys y Sianel. Mae Strategaeth Cynnwys S4C wedi bod yn esblygu dros gyfnod, gyda'i phwyslais ar safon a rhagoriaeth. A dyna fydd y nod i'r dyfodol - rhagleni o safon ar sianel fydd am y tro cyntaf ers ei sefydlu yn gwbl Gymraeg.

Ond nid proses unochrog oedd y gwaith paratoi. Da ni wedi manteisio ar gyfnod y newid i sicrhau drwy gyfrwng nosweithiau gwylwyr ac ar y sgrin bod ein cynulleidfa yn barod. Ac yn wir, mae gallu'r gwylwyr i newid wedi bod yn galondid. Mewn nosweithiau gwylwyr yn Llangefni, Caerfyrddin, Yr Wyddgrug Machynlleth ac Abertyleri daeth cynulleidfa oedd niferus ynghyd i drafod rhagleni a'r newidiadau technolegol. Roedd dygymod â'r dechnoleg yn ail natur i'r gynulleidfa, ac roedd gwerthfawrogiad o ymgais S4C i rannu'r wybodaeth a'u cynorthwyo yn y broses o newid. O ran barn ar ragleni, yn amlwg roedd nifer fawr wedi bod yn meddwl ymlaen llaw ac wedi paratoi sylwadau treiddgar. Mae cynulleidfa S4C yn meddwl am yr arlwya ac nid rhywbeth mympwyol yw eu barn. Mae hyn yn tanlinellu pwysigrwydd cyfathrebu efo'r gynulleidfa ac nid ystrydeb yw dweud mai'r gwylwyr sy'n bwysig. Yma er lles y gwylwyr mae S4C a rhaid sicrhau gofod cyson i'w barn. Ymgais i ledaenu ffiniau cyfathrebu oedd lansio gwasanaeth gwybodaeth ar-lein Caban ar wefan S4C ddechrau 2010 ac mae'r gwasanaeth yn prysur ennill ei blwyf.

Er mai sianel Gymraeg ei hiaith yw S4C bellach nid sianel ar gyfer y Gymraeg eu hiaith yn unig yw hi. Cawn dystiolaeth gyson o'r gwerth atodol mae dysgwyr yn ei gael o gyfeiriad S4C. O'r gwasanaeth is-deitlo i'n safleoedd gwe rydym yn sicrhau fod mynediad a mwynhâd ar gael i bawb.

Dw i am sicrhau nad oes neb yn teimlo mai sefydliad ynysig yw S4C. Mae gennym fel Awdurdod ddyletswydd i wrando ac i gadw cysylltiad, a byddwn yn manteisio ar bob cyfreith i wneud hyn. Partneriaeth unigryw yw S4C, yn cwmpasu y darlledwr cyhoeddus, y darparwyr rhagleni a'r gynulleidfa. Rydym angen ein gilydd, ac ar ran yr Awdurdod pwysleisiaf ein hawyd i gadw mewn cysylltiad. Pawb a'i farn, heb os, ac i bob barn ei llafar.

Bu'r diwydiant craffu ar ddarlledu mor brysur ag erioed yn ystod 2009 a chafwyd sawl adroddiad ar agweddau penodol a chyfrannodd S4C yn unol â'i swyddogaethau. Y diweddaraf ddaeth i law yngnghynt eleni oedd Adroddiad yr Athro Ian Hargreaves sy'n cwmpasu'r Diwydiannau Creadigol

ynghymru. Mater o falchder i ni oedd y gydnabyddiaeth i'r arweiniad rydym eisoes wedi ei roi yn ddiwylliannol, yn economaidd ac i hyfforddiant a sgiliau. Mae'r 'cyfrwng' yn bwysig ac yn chwarae rhan dylanwadol yn ein bywydau, ond ambell dro, falle bod tuedd i or-bwysleisio'r pwysigrwydd. Fe'm hatgoffwyd o hyn ar ddiwedd noson gwylwyr fyrlymus yn Llangefni pan ddywedwyd fod pethau pwysicach mewn bywyd na theledu. Oes yn wir! Byddwn gymesur. Partneriaeth graidd S4C gyda'r gynulleidfa sy'n bwysig, ei diwallu mewn sawl dull a modd yw ein nod amgen, ac yn yr oes ddigidol bydd y sialens hon yn dwyshâu fel rhan o'r broses o atebolrwydd.

Gorfu i S4C graffu ar wariant yn fwy na'r arfer yn ystod y flwyddyn a aeth heibio i sicrhau effeithlonrwydd a chanolbwytio ar wariant rhagleni. Mae hyn yn gwbl angenrheidiol ac mae'r atebolrwydd am wariant arian cyhoeddus yn ddisgyblaeth ganolog i bawb sy'n ymgymryd ag unrhyw brosiect ar neu oddi ar y sgrin yn enw S4C. Mae realiti'r sefyllfa economaidd bresennol yn effeithio ar S4C fel ar bawb arall. Bu'n rhaid i'r staff ymgymryd â dewisiadau gwariant anodd yn ystod y flwyddyn ac maent i'w canmol am eu dyenwch yn wynebu heriau cyson.

Fel arfer, diolchaf i'm cyd aelodau am eu cefnogaeth. Daeth Dyfrig Jones i'n plith fis Ebrill 2009 ac ymunodd Glenda Jones a John Davies ym mis Ebrill 2010. Gadawodd Eira Davies a Chris Llewelyn wedi dau dymor ar yr Awdurdod. Diolch i'r ddau am ddiwrnod da o waith a chroeso i Dyfrig, Glenda a John. Y swyddogion sydd yn ysgwyddo'r gwaith o redeg y Sianel o ddydd i ddydd. Mae eu hymrwymiad yn ddi-gwestiwn, ac arweiniad y Prif Weithredwr yn greiddiol. Diolch i bob un ohonynt. Bu'n flwyddyn o newidiadau anodd ond angenrheidiol, ac anodd i unrhyw gyfundrefn yw gweithio mewn cyfnod o'r fath. Mae'r Awdurdod yn cydnabod hyn ac am gofnodi ei gwerthfawrogiad o ymroddiad pob aelod o staff.

Prin fod angen ychwanegu dim at enwau Robin Jones, Angharad Jones, Hywel Teifi Edwards, Dic Jones, Peter Elias Jones ac Elen Rhys. Colledion enfawr i ddarlledu yng Nghymru. Y llais cyntaf ar S4C, y person ysbrydoledig creadigol, yr angerddol, y dewin geiriau, crewr eiconau teledu Cymraeg eu hiaith ac un a ddefnyddiodd S4C i'r eitha'i agor drysau'r iaith i filoedd - diolch am eu cyfraniad.

Y ffordd orau o gydnabod eu cyfraniad nhw, a chyfraniad pawb arall yw sicrhau fod gwaith amlochrog S4C yn parhau mewn cyfnod anodd a chyfnewidiol. Rhaid bachu ar bob cyfreith i addasu yn gyson.

The digital age has dawned and for S4C the end of March 2010 was the culmination of several years of planning. Since 2004, S4C has directed its strategy towards the digital switchover. The Channel has not only changed technologically, there have been fundamental changes in its format and content. S4C's Content Strategy has been evolving, with an emphasis on quality and excellence. And that will be the aim for the future – a high standard of programmes on a Welsh language channel for the first time in its history.

But the preparatory work was not a one-sided process. We have capitalised on this period of change to ensure that our audience is ready, through viewers' evenings and on-screen information for the switchover. The adaptability of viewers has been encouraging. In viewers' evenings in Llangefni, Carmarthen, Mold, Machynlleth and Abertillery large audiences came together to discuss programmes and technological changes. Dealing with the technology came as second nature to the audience, and an appreciation of S4C's effort to disseminate information and support them with the switchover process was evident. With regards to opinion on programmes, many in the audience had obviously been thinking beforehand and had prepared thorough comments. S4C's audience obviously thinks about the provision and its views are not arbitrary. This underlines the importance of communicating with the audience, and saying that viewers are important is not just a cliché. S4C exists for the benefit of its viewers and must ensure a regular platform for them to express their views. The launch of our online information service Caban early in 2010 was an attempt at pushing the boundaries of communication and the service is becoming increasingly established.

Although S4C is now a Welsh language channel, it is not a channel for Welsh speakers only. There is constant evidence of S4C's added value for learners. From subtitles to our websites, we ensure access and enjoyment for all.

I want to make sure that nobody feels that S4C is an inaccessible organisation. As an Authority, we have a duty to listen and to keep in contact, and we will take advantage of every opportunity to do this. S4C is a unique partnership, encompassing the public service broadcaster, programme providers and the audience. We need each other, and on behalf of the Authority I must emphasise our desire to keep in touch. As the Welsh proverb says, everybody has a view and views are to be expressed.

Scrutiny of broadcasting was as busy as ever in 2009 with several reports published on particular aspects, with S4C contributing as required. The latest that came to hand earlier this year was Professor Ian Hargreaves' Report on the Creative Industries in Wales and it

is a source of much pride to us that there is recognition in the Report of the leading role that S4C plays culturally, economically and in the development of skills and training. The 'medium' is important and plays an influential role in our lives, but from time to time, perhaps there is a tendency to overemphasise its importance. I was reminded of this at the end of a lively viewers' evening in Llangefni when somebody said that there are more important things in life than television. Indeed! Let us be commensurate. It is S4C's core partnership with its audience that is important. Fostering this link is our aim, and in the digital age this challenge will grow as part of the process of accountability.

It was necessary for S4C to scrutinise its spending more than usual during the year to ensure efficiency and focus on programme costs. This is completely necessary and the discipline of accountability for spending public money is central to all those who undertake any project in the name of S4C, on- or off-screen. The reality of the current economic climate affects S4C like everybody else. Staff had to take difficult decisions on spending during the year, and must be praised for their tireless work in the face of constant challenges.

As usual, I wish to thank my fellow members for their support. Dyfrig Jones joined us in April 2009 and Glenda Jones and John Davies joined in April 2010. Eira Davies and Chris Llewelyn left after two terms on the Authority. I wish to thank both of them for their contribution and welcome Dyfrig, Glenda and John. The day to day work of running the Channel is undertaken by the officers. Their commitment is unfaltering and the leadership of the Chief Executive of critical importance. I express my gratitude to each one of them. It has been a year of difficult but necessary changes, and it is difficult for any organisation to work through such a period. The Authority recognises this, and wishes to express its appreciation of the dedication of all members of staff.

The names of Robin Jones, Angharad Jones, Hywel Teifi Edwards, Dic Jones, Peter Elias Jones and Elen Rhys need no explanation. A huge loss for Welsh broadcasting. Our first voice on S4C, an inspired and creative individual, a passionate orator and a master of words, the creator of Welsh speaking TV icons and one who maximised the potential of S4C in her efforts to open the doors of the Welsh Language to thousands – we thank them for their contribution.

The best way to recognise their contribution, and the contribution of everybody else, is to ensure that the multifaceted work of S4C continues in changing and challenging times. We must grasp every opportunity and adapt continually.

# AELODAU AWDURDOD S4C

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 – 31.03.2014

Cyn was sifil 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 cyngori ar y newid o deledu analog i ddigidol. Mae'n weithgar gyda Mudiad Ysgolion Meithrin, ac mae'n aelod o Bwylgor Cyllid a Staffio Canolog y mudiad. Mae hefyd yn cefnogi gwaith codi arian Apêl Arch Noah, sy'n gweithio ar ran Ysbyty Plant Cymru. Mae'n aelod annibynnol Fforwm Rhanddeiliaid Athrofa Prifysgol Cymru Caerdydd. Fe'i hurddwyd gyda'r Wisg Wen yn Eisteddfod Casnewydd 2004. Mae hefyd yn Gymrawd er Anrhydedd 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 40 mlynedd o brofiad ym maes rheolaeth personol ac adnoddau dynol yng Nghymru. Ef oedd Cyfarwyddwr Personol Cyngor Gwynedd am dros 10 mlynedd, ac ar hyn o bryd ef yw Rheolwr Personol Gyfra Cymru Gogledd Orllewin. Gweithiodd i Awdurdod Dŵr Cymru fel Rheolwr Personol dros Ogledd Cymru a chyn hynny roedd yn Swyddog Cysylltadau Gweithwyr yng Ngwaith Dur Port Talbot. Mae Bill yn Aelod Lleyg yn Gynrychiolydd Cyflogwyr ar y Gwasanaeth Tribiwnlys Cyflogaeth, ac yn Asesyd Annibynnol i Gynulliad Cenedlaethol Cymru. Mae'n gadeirydd Panel Personol Urdd Gobaith Cymru, ac yn Aelod Siartredig o'r Sefydliad Siartredig Personol a Datblygiad. Mae hefyd yn gyfarwyddwr Bryn Llifon, Cartref y Bedyddwyr yn y Gogledd. Bill yw Cadeirydd Pwyllgor Personol a Chydubyddiaeth Awdurdod S4C ac mae'n aelod o'r Pwyllgor Cwynion a Chydymffurfiaeth.

## EIRA DAVIES

01.11.2001 – 31.03.2010

Mae gan Eira flynyddoedd o brofiad eang ac amrywiol ym myd darlledu, addysg a busnes. Treuliodd ei gyrrfa gynnar fel athrawes a darlithydd cyn ymuno â'r cyfryngau fel cyfarwyddwr Champion FM a Radio'r Glannau, 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. Hyd at 31/03/10 Eira oedd Cadeirydd Pwyllgor Cynnwys Awdurdod S4C.

## JOHN DAVIES

01.04.2010 - 31.03.2014

Y Cynghorydd John Davies yw Arweinydd Cyngor Sir Benfro. Cyn hynny roedd yn aelod o gabinet y Cyngor gyda chyfrifoldebau dros Blant, Addysg a'r Iaith Gymraeg mewn cyfnod o newid mawr yn y Sector Addysg Gynradd yn Sir Benfro. Mae hefyd yn gyn gyfarwyddwr bwrdd arholi CBAC a Chyngor Llyfrau Cymru. Am naw mlynedd ef oedd y llais gwledig ar Gyngor Defnyddwyr Trydan ac yna daeth yn aelod o Golwg ar Ynni Cymru. Yn ogystal mae John yn gyn Ddirprwy Lywydd Cymdeithas Llywodraeth Leol Cymru a gwasanaethodd am nifer o flynyddoedd fel ei llefarydd dros Addysg a Dysgu Gydol Oes. Ers 2008 ef yw Arweinydd Cymdeithas Llywodraeth Leol Cymru. Rhwng 2004 a 2008 roedd yn aelod o banol cynghori gweinidogaethol Llywodraeth y Cynulliad dros Safonau Ysgolion a Gweliannau a tan 2008 fe gynrychiolodd Cymru ar y Corff Cyflogwyr Cenedlaethol ar gyfer Athrawon Ysgol. Mae'n aelod o Awdurdod Heddlu Dyfed Powys. Mae John yn aelod o Bwylgor Cynnwys a Phwyllgor Archwilio a Rheoli Risg Awdurdod S4C.

# MEMBERS OF THE S4C AUTHORITY

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 – 31.03.2014

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 Department of Culture, Media and Sport Viewers' Panel on digital switchover. He actively supports the Welsh nursery movement, Mudiad Ysgolion Meithrin, and is a member of its Central Finance and Staffing Committee. He also supports the fund-raising work of the Noah's Ark Appeal, working for the Children's Hospital for Wales. 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 an Honourary 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 40 years experience of personnel and human resources management in Wales. He was Director of Personnel at Gwynedd 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 Chair of Urdd Gobaith Cymru's Personnel Panel and a Chartered Member of the Chartered Institute of Personnel and Development. He is also a director of Bryn Llifon, the North Wales Baptist Home. Bill is Chair of the S4C Authority Personnel and Remuneration Committee and a member of the Complaints and Compliance Committee.

## EIRA DAVIES

01.11.2001 – 31.03.2010

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 was Chair of the S4C Authority Content Committee until 31/03/10.

## JOHN DAVIES

01.04.2010 - 31.03.2014

Councillor John Davies is currently the Leader of Pembrokeshire County Council. He was a member of the Authority's previous Cabinet with responsibility for Children, Education and the Welsh Language during a time of great change in the Primary Education Sector in Pembrokeshire. He is a former director of the WJEC examination board and Welsh Books Council. For nine years he was the rural voice on the Electricity Consumer Council and subsequently became a member of Energywatch Wales. John is also a former Deputy Presiding Officer of the Welsh Local Government Association for which he was spokesman for Education and Lifelong Learning for many years. Since 2004 and 2008 he was a member of the Welsh Assembly Government ministerial advisory panel for School Standards and Improvement and until 2008 represented Wales on the National Employers Organisation for School Teachers. He is a member of Dyfed – Powys Police Authority. John is a member of the S4C Authority Content Committee and the Audit and Risk Management Committee.

**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 gwleidyddol. Ar ôl 20 mlynedd yn HTV symudodd i S4C fel Pennaeth Cyd-gynhyrchu a Golygydd Comisiynu Ffeithiol gyda chyfrifoldeb gweithredol dros S4C2 a materion gwleidyddol. Yn fwy diweddar bu'n Gyfarwyddwr Teledu gyda grŵp cwmniau Tinopolis ac arweiniodd ddathlygiad strategol y cwmni, gan ymgorffori cynhyrchu teledu, gweithgareddau rhyngweithiol a chyfryngau newydd. Ar hyn o bryd mae'n gweithredu fel Ymgynghorydd Cyfryngau ar gyd-gynrychiadau rhyngwladol. Mae Cenwyn yn Gadeirydd Pwyllgor Cynnwys ac yn aelod o Bwyllgor Personél a Chydubyddiaeth Awdurdod S4C.

**DYFRIG JONES****20.04.2009 – 19.04.2013**

Mae Dyfrig Jones yn darlithio yn yr Ysgol Astudiaethau Creadigol a'r Cyfryngau ym Mhrifysgol Bangor, yn arbenigo mewn Ymarfer a Theori'r Cyfryngau. Mae ei ddiddordebau ymchwil yn cynnwys ffilmiau a rhaglenni dogfen, theori cynhyrchu, polisi'r cyfryngau a chomics. O fis Tachwedd 2006 i Fawrth 2009 ef oedd golygydd cylchgrawn Barn, a chyn hynny bu'n gweithio fel cynhyrchydd-gyfarwyddwr gyda Ffilmiau'r Bont, wedi ei leoli yng Nghaernarfon. Mae hefyd yn gynghorydd Plaid Cymru yn cynrychioli ward Gerlan ar Gyngor Gwynedd. Mae Dyfrig yn aelod o Bwyllgorau Cynnwys ac Archwilio a Rheoli Risg Awdurdod S4C.

**DR GLENDA JONES****01.04.2010 - 31.03.2014**

Wedi graddio mewn llenyddiaeth Gymraeg yng Ngholeg Prifysgol Cymru Aberystwyth fe barhaodd Glenda ei hastudiaethau drwy astudio Cymraeg Canol yn Aberystwyth, a oedd yn cynnwys cyfnod o amser yng Ngholeg St Ioan yng Nghaergrawnt, cyn derbyn ei doethuriaeth yn 1990 o Goleg Prifysgol Cymru Aberystwyth. Wedi gweithio ym myd darlleu am dros 20 o flynyddoedd fe dreuliodd Glenda 15 mlynedd yn gweithio i'r BBC yng Nghaerdydd yn yr Adran Cynhyrchu Teledu - 10 mlynedd fel Uwch Gynhyrchydd i'r Gorfforaeth gan weithio yn y diwedd fel Prif Gynorthwydd i Gyfarwyddwr BBC Cymru. Yn 2000 fe fentrodd i weithio ar liwt ei hun ym maes cyfryngau a chyfathrebu a gweithiodd ar nifer o brosiectau rheoli a chynhyrchu. Bu Glenda yn aelod o Bwyllgor Rheoli BAFTA Cymru (2000-2006), gan gadeirio'r Pwyllgor (2003-2005). Glenda yw Cadeirydd ymddiriedolwyr Cronfa Goffa Ryan Davies. Yn ystod y pum mlynedd ddiwethaf mae Glenda wedi cynyddu ei gwaith yn y maes hyfforddi a hyrwyddo ar gyfer cleientiaid yn y sector breifat a chyhoeddus ac yn ddiweddar fe gymhwysodd fel arolygydd lleyg Estyn. Mae Glenda yn aelod o Bwyllgor Cynnwys a Phwyllgor Cwynion a Chydymffurfiaeth 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 Nhredegarn. 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 ac mae'n Llywydd ar yr YMCA yng Nghymru. Mae hefyd yn cadeirio nifer o elusennau yng Nghymru sy'n ymwneud ag iechyd, dirywiad cymdeithasol a threftadaeth. Mae'n Gadeirydd y Cyngor ac yn Ddirprwy Is Ganghellor Prifysgol Abertawe, ac yn Gadeirydd Sefydliad Coleg Crist, Aberhonddu. Mae Syr Roger yn aelod o Bwyllgorau Personél a Chydubyddiaeth ac Archwilio a Rheoli Risg Awdurdod S4C.

**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 the Chair of the S4C Authority Content committee and a member of the Personnel and Remuneration Committee.

**DYFRIG JONES****20.04.2009 – 19.04.2013**

Dyfrig Jones lectures at the School of Creative Studies and Media at Bangor University, specialising in Media Practice and Theory. His research interests include films and documentaries, production theory, media policy and comics. From November 2006 to March 2009 he was the editor of Barn magazine, and previous to this he worked as a producer-director for Ffilmiau'r Bont, based in Caernarfon. He is also a Plaid Cymru councillor representing Gerlan ward on Gwynedd Council. Dyfrig is a member of the S4C Authority Content Committee and Audit and risk Management Committee.

**DR GLENDA JONES****01.04.2010 - 31.03.2014**

A graduate of Welsh literature from University College Wales Aberystwyth, Glenda went on to read Medieval Welsh at Aberystwyth, including a period at St John's College Cambridge, before gaining her PhD in 1990 from the University College Wales Aberystwyth. Having worked in broadcasting for over 20 years Glenda spent 15 years working for the BBC in Cardiff in the Television Production Department - 10 years as a Senior Producer for the Corporation and working ultimately as Chief Assistant to Controller Wales. In 2000 she ventured into the freelance media and communications market and worked on a variety of management and production projects. Glenda was a member of BAFTA Cymru's Management Committee (2000-2006), chairing that Committee (2003-2005). Glenda is currently Chair of the trustees of the Ryan Davies Memorial Fund. Over the past 5 years Glenda has spent an increasing amount of her time working in the field of training and facilitation for both public and private sector clients and has recently qualified as an Estyn lay inspector. Glenda is a Member of the S4C Authority Content Committee and the Complaints and Compliance 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 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****01.11.2001 – 31.03.2010**

Mae Chris yn Gyfarwyddwr Dysgu Gydol Oes, Hamdden a Gwybodaeth 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. Hyd at 31/03/10 roedd Chris yn aelod o Bwyllgorau 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 anrhydeddu 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 phreifat ac wedi bod yn gysylltiedig am flynyddoedd gyda nifer o fyrrdau a phwyllgorau 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, datblygiadau ym maes effeithiolrwydd 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.

**DR CHRIS LLEWELYN****01.11.2001 – 31.03.2010**

Chris is Director of Lifelong Learning, Leisure and Information 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 was a member of the S4C Authority Complaints and Compliance Committee and the Content Committee until 31/03/10.

**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 ordained 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 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 the 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.

Yn ystod y flwyddyn, hawlioedd Aelodau'r Awdurdod a'r Bwrdd Cyfarwyddwyr y treuliau canlynol wrth gyflawni eu dyletswyddau.

**TREULIAU AELODAU'R  
AWDURDOD**

	Teithio	Cynhaliaeth	Lletygarwch	
Bill Davies	£1,123	£212	-	£1,335
Eira Davies	£1,598	£811	-	£2,409
Cenwyn Edwards	£3,248	£2,157	-	£5,405
Dyfrig Jones	£470	£378	-	£848
John Walter Jones	£1,405	£630	-	£2,035
Syr Roger Jones	-	-	-	-
Dr Chris Llewelyn	-	£68	-	£68
Winston Roddick CB QC	-	-	-	-
Rheon Tomos	£59	-	-	£59
Cyfanswm	£7,903	£4,256	-	£12,159
			£12,159	

**TREULIAU AELODAU'R  
BWRDD CYFARWYDDWYR**

	Teithio	Cynhaliaeth	Lletygarwch	
Rhian Gibson	£1,445	£684	£125	£2,254
Delyth Wynne Griffiths	£1,498	£299	-	£1,797
Iona Jones	£2,207	£681	£14	£2,902
Garffild Lloyd Lewis	£3,151	£6,832	£342	£10,325
Elin Morris	£685	£18	-	£703
Kathryn Morris	£827	£111	-	£938
Arshad Rasul	£5,771	£1,029	£21	£6,821
Clive Jones (aelod anweithredol)	£1,043	-	-	£1,043
Cyfanswm	£16,627	£9,654	£502	£26,783

During the year, the Authority Members and the Board of Directors incurred the following expenses in the performance of their duties.

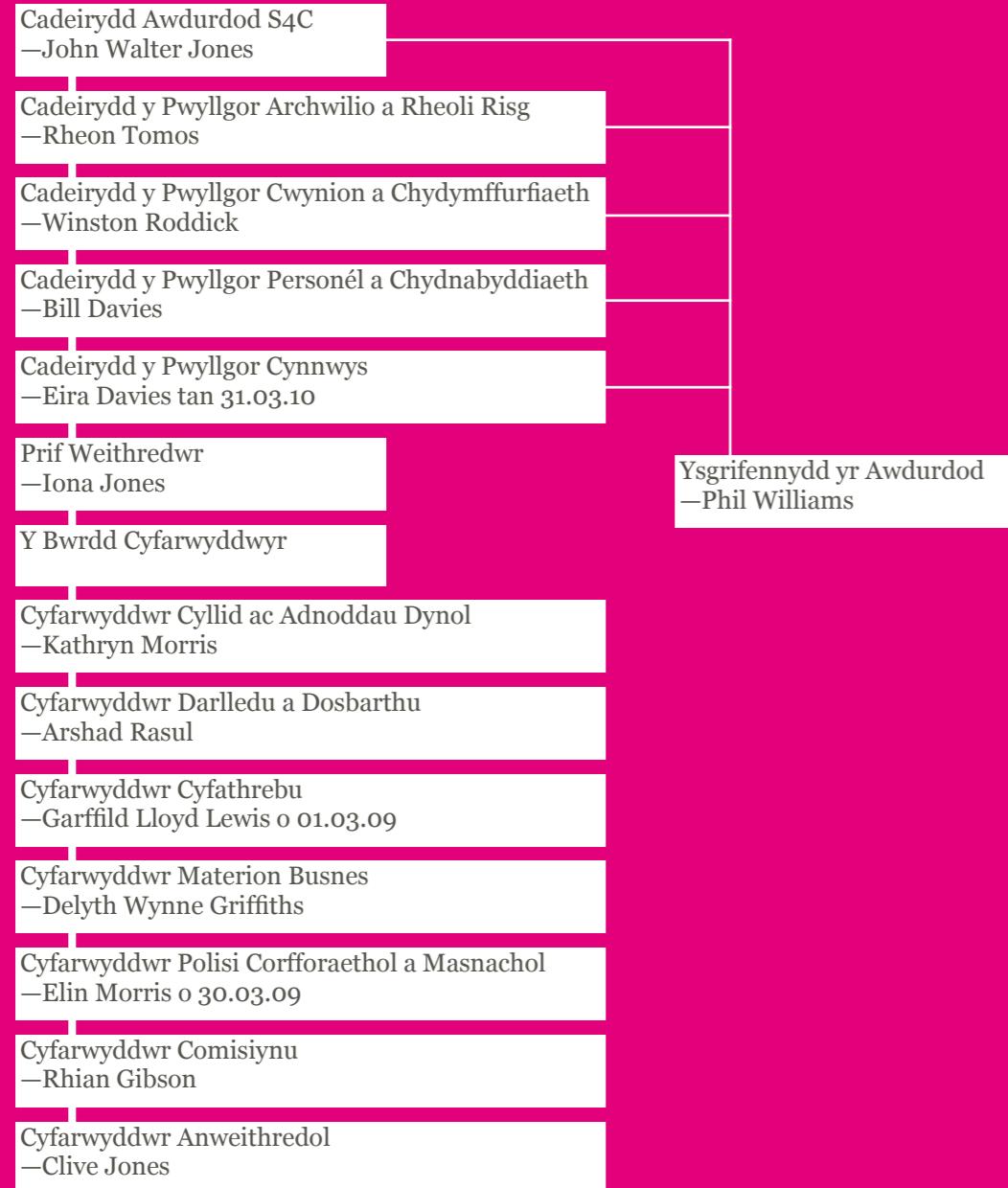
**AUTHORITY MEMBERS'  
EXPENSES**

	Travel	Subsistence	Hospitality	
Bill Davies	£1,123	£212	-	£1,335
Eira Davies	£1,598	£811	-	£2,409
Cenwyn Edwards	£3,248	£2,157	-	£5,405
Dyfrig Jones	£470	£378	-	£848
John Walter Jones	£1,405	£630	-	£2,035
Sir Roger Jones	-	-	-	-
Dr Chris Llewelyn	-	£68	-	£68
Winston Roddick CB QC	-	-	-	-
Rheon Tomos	£59	-	-	£59
Total	£7,903	£4,256	-	£12,159
			£12,159	

**BOARD OF DIRECTORS  
MEMBERS' EXPENSES**

	Travel	Subsistence	Hospitality	
Rhian Gibson	£1,445	£684	£125	£2,254
Delyth Wynne Griffiths	£1,498	£299	-	£1,797
Iona Jones	£2,207	£681	£14	£2,902
Garffild Lloyd Lewis	£3,151	£6,832	£342	£10,325
Elin Morris	£685	£18	-	£703
Kathryn Morris	£827	£111	-	£938
Arshad Rasul	£5,771	£1,029	£21	£6,821
Clive Jones (non-executive member)	£1,043	-	-	£1,043
Total	£16,627	£9,654	£502	£26,783

# STRWYTHUR TREFNIADOL



# ORGANISATIONAL STRUCTURE



# RÔL YR AWDURDOD

Corff annibynnol yw Awdurdod S4C sy'n gyfrifol am ddarparu gwasanaethau rhagleni teledu Cymraeg. Mae'r Awdurdod yn atebol am allbwn S4C a rheolaeth gwir S4C. Caiff ei ddyletswyddau statudol eu neilltuo iddo gan Ddeddf Cyfathrebiadau 2003 a Deddfau Darlledu 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 gwir S4C;
- sicrhau bod S4C yn darparu gwasanaethau teledu S4C;
- gweithredu fel corff cyhoeddus; a
- gweithredu fel rheolydd yngylch materion penodol.

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 ymneud ag unrhyw benderfyniadau a wneir o ddydd i ddydd. Yn benodol, nid yw'n ymneud ag unrhyw benderfyniadau comisiynu 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.

Yn ystod 2009, roedd yr Awdurdod yn darparu tri gwasanaeth teledu, S4C analog, S4C digidol ac S4C2.

Ar 9 Medi 2009, cychwynnwyd ar y broses o drosglwyddo i ddigidol yng Nghymru, ac erbyn diwedd mis Mawrth 2010, roedd y broses wedi'i chwblhau. O ganlyniad i drosglwyddo i ddigidol, mae S4C digidol ar gael ar bob trosglwyddydd daearol digidol ledled Cymru.

S4C digidol yw ein 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 ystod 2009, gosodwyd Gorchymyn gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y

Cyfryngau a Chwaraeon o dan adrann 204 (8) Deddf Cyfathrebiadau 2003 i alluogi'r Awdurdod i roi'r gorau i ddarparu gwasanaeth analog S4C. Wedi i'r Ysgrifennydd Gwladol osod y Gorchymyn, daeth S4C digidol yn brif wasanaeth wedi i'r gwasanaeth analog ddod i ben yn sgil trosglwyddo i ddigidol.

Ar analog, cylch gwaith gwasanaeth cyhoeddus S4C oedd darparu ystod eang o ragleni amrywiol ac o ansawdd uchel, mewn gwasanaeth lle roedd cyfran sylweddol o'r rhagleni'n cynnwys rhagleni Cymraeg, ac roedd y rhagleni a ddarlleddwyd rhwng 18.00 a 22.00 bob dydd yn ystod yr wythnos yn rhagleni Cymraeg yn bennaf, ac roedd y rhagleni nad oedd ynt yn rhagleni Cymraeg fel arfer yn rhagleni a ddarlleddid, a ddarlleddwyd eisoes neu a oedd i'w darlledu ar Channel 4.

S4C2 yw'r gwasanaeth digidol a ddarperir gan S4C2 Cyf., is-gwmni i'r Awdurdod, dan drwydded gan Ofcom. Ar hyn o bryd, mae'r drwydded yn caniatáu i S4C2 ddarlledu rhagleni ffeithiol o/am Gynulliad Cenedlaethol Cymru ar y dyddiau ac ar yr amserau pan fo'r Cynulliad yn eistedd, a darlledu rhagleni amrywiol o natur gwasanaeth cyhoeddus – gan gynnwys darllediadau o rai o brif ddigwyddiadau a gwyliau Cymru. Yn ystod 2009, penderfynodd y BBC roi'r gorau i ddarparu'r rhagleni o'r Cynulliad a ddarlleddid ar S4C2. Yn dilyn y penderfyniad hwn, bu'r Awdurdod yn ystyried dyfodol gwasanaetha S4C2, ac ym mis Mawrth 2010, cyhoeddodd y caiff trafodaethau'r Cynulliad eu darlledu ar brif sianel S4C.

Mae S4C Clirlun yn wasanaeth Manylder Uwch a ddarledir yn gydamserol â'r rhagleni ar S4C digidol. Ym mis Rhagfyr 2008, dyfarnodd Ofcom ofod ar Blethiad B i'r Awdurdod, ar lwyfan Freeview HD yng Nghymru, i ddarparu fersiwn cydamserol Manylder Uwch o wasanaeth S4C digidol. Lansiwyd y gwasanaeth Manylder Uwch, sy'n dwyn yr enw S4C Clirlun, ym mis Ebrill 2010 o grwpiau trosglwyddydion Blaenplwyf a Gwenfô yn y lle cyntaf. Mae disgwyli i'r gwasanaeth fod ar gael ym mhob rhan o'r wlad erbyn diwedd 2010.

# THE ROLE OF THE AUTHORITY

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; and
- to act as a regulator on certain matters.

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.

During 2009, the Authority provided three television services, S4C analogue, S4C digidol and S4C2.

On 9 September 2009, the process of digital switchover commenced in Wales, and by the end of March 2010, the process had been completed. As a result of digital switchover, S4C digidol became available on all digital terrestrial transmitters throughout Wales.

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 consist of programmes in Welsh. During 2009, the Secretary of State for Culture, Media and Sport laid an Order under section 204 (8) of the Communications Act 2003 to

enable the Authority to cease provision of the S4C analogue service. Following the laying of the Order by the Secretary of State, S4C digidol became the main service following the cessation of the analogue service as a result of digital switchover.

On analogue, S4C's public service remit was 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 consisted mainly of programmes in Welsh, and, the programmes that were not in Welsh were normally programmes which were being, had been, or were to be broadcast on Channel 4.

S4C2 is the digital service provided by S4C2 Cyf., a subsidiary company of the Authority, under licence from Ofcom. The licence currently allows S4C2 to broadcast factual programmes from/about the National Assembly for Wales on the days and at the times when the Assembly is in session, and to broadcast various programmes of a public service nature – including broadcasts of some of Wales's main festivals and events. During 2009 the BBC decided to cease provision of the National Assembly coverage which was broadcast on S4C2. Following this decision, the Authority subsequently considered the future of the S4C2 service, and in March 2010 announced that proceedings from the Assembly will be broadcast on S4C's main channel.

S4C Clirlun is a High Definition simulcast service of the programming carried on S4C digidol. In December 2008, Ofcom awarded the Authority capacity on Multiplex B, on the Freeview HD platform in Wales, to provide a High Definition simulcast version of the S4C digidol service. The High Definition service, known as S4C Clirlun, launched in April 2010 initially from the Blaenplwyf and Wenföe transmitter groups. The national rollout of the service is scheduled for completion by the end of 2010.

# ADRODDIAD Y PRIF WEITHREDWR

# CHIEF EXECUTIVE'S REPORT

[Iona Jones](#)



Mae S4C bellach yn sianel gyflawn Gymraeg yn gwasanaethu'r genedl ddigidol gyntaf yn y Deyrnas Unedig. Golyga hyn ddiwedd ein perthynas gyda rhaglenni Channel 4. Rydym am gofnodi ein diolch i swyddogion y sianel am eu cydweithrediad parod gydol y berthynas dros y 28 mlynedd.

Gosodwyd targed o gynnal lefelau gwyliau yn ystod y cyfnod newid i ddigidol o Fedi 2009 hyd at Fawrth 2010. Rydym wedi llwyddo i gyflawni hynny yn benodol yn yr oriau brig lle mae ystod, amrywiaeth a safon y gwasanaeth ar ei fwyaf amlwg. Mae gwasanaeth S4C yn adlewyrchu dawn, dychymyg a chreadigrwydd nifer helaeth o bobl sy'n cyfrannu at gyflawni ein dyletswydd statudol o ddarparu ystod eang o raglenni amrywiol o safon uchel ar deledu.

Mae'r modd yr ydym yn cyflawni'r ddyletswydd statudol yn cael ei arwain gan y Strategaeth Cynnwys ac yn cael ei amlinellu yn flynyddol yn y Cynllun Corfforaethol a'r Datganiad Polisi Rhaglenni. Mae ein gweithdrefnau busnes gan gynnwys y dulliau comisiynu a'r polisiau caffaol a thendro ar gael i'w harchwilio'n gyhoeddus. Mae Polisi Masnachu Teg Awdurdod S4C, y Cod Ymarfer a'r Telerau Masnach yn rheoli ein gweithredu. Mae angen i ni hefyd fod yn ddigon hyblyg er mwyn adlewyrchu anghenion y gynulleidfa a'r defnydd o gyfryngau newydd er mwyn parhau'n berthnasol.

Yn ystod 2009 fe ddarllewyd nifer o raglenni oedd wedi eu teilwra i wasanaethu cymunedau Cymru wrth iddyn nhw brofi'r newid i ddigidol. Roedd llwyddiant yr ymwneud cymunedol hyn o ran cynnwys a gweithgarwch yn y fan a'r lle yn brawf o'r agosatrwydd rhwng S4C a'i chynulleidfa. Rydym wedi ymrwymo i roi mwy o bwys ar ymwneud cymunedol yn ein gweithgareddau. Mae ein hymrwymiad newydd i amrywiaeth, cyfle cyfartal a thriniaeth deg hefyd yn ymgais i adlewyrchu yn gywir natur y boblogaeth yng Nghymru ac i sicrhau bod S4C a'r gwasanaeth yn gynrychioliadol.

Mae ffurf y gwasanaeth teledu yn fwyfwy amlwg gyda'r ymrwymiad parhaus i blant oed meithrin yn y boreau, i blant rhwng 7 a 13 yn y prynhawn ac ar y penwythnosau, ystod o raglenni o safon uchel weddill yr amserlen a darllediadau o drafodion ein Cynulliad Cenedlaethol ar dair noson yr wythnos. Mae ein defnydd o ailddarllediadau wedi bod yn fater o gonsyrn i nifer ac mae targed wedi ei osod i ostwng y nifer. Rydym yn gobeithio cyflymu'r broses o leihau ein dibyniaeth ar ailddarllediadau ac yn anelu at weithredu unrhyw newidiadau yn y misoedd nesaf.

Rydym hefyd yn cydnabod pwysigrwydd sicrhau lle i S4C a'r Gymraeg ar lwyfannau newydd ac yn falch o ddyfodiad S4C Clirlun ar lwyfan Freeview HD. Rydym hefyd yn anelu at ddarparu cynnwys Cymraeg dychmygus ar lwyfannau newydd sy'n gyson â'r defnydd cynyddol a wneir o wasanaethau ar-lein a symudol.

Mae S4C yn cydnabod y galw am gynyddu lefel atebolrwydd a thyrolywder swyddogion cyhoeddus ac am y tro cyntaf yn cynnwys yn yr Adroddiad Blynnyddol hwn wybodaeth am gostau teithio, cynhaliaeth a lletygarwch sydd wedi eu hawlio gan y Cadeirydd, Aelodau'r Awdurdod, y Prif Weithredwr a'r Bwrdd Cyfarwyddwyr.

Bu gwaith adolygu gydol y flwyddyn ar gynllunio cyllidebol y pum mlynedd nesaf. Am y tro cyntaf erioed ni fu codiad tâl nac unrhyw newid i amodau swyddogion a staff S4C ar gyfer 2010. Penderfynwyd hefyd gostwng ymhellach niferoedd staff S4C drwy wahodd ceisiadau am ddiswyddiadau gwirfoddol neu ymddeoliad cynnar yn y lle cyntaf. Mae'r broses ddiswyddo hon yn parhau. Ar ben hynny, cyflawnwyd lefel gorbenion o 3.6% o gyfanswm gwariant yn erbyn targed o 4.5%. Fe lwyddwyd i gynnal cyfanswm lefel ein gwariant ar gynnwys ond bu gostyngiad yn nifer yr oriau ddarllewyd ym maes drama lle mae cost yr awr ar ei uchaf.

Er bod perfformiad S4C Masnachol wedi sefydlogi flwyddyn ar flwyddyn, mae'r sefyllfa economaidd yn parhau'n ansefydlog ac nid oes modd gwneud unrhyw ymrwymiadau pendant.

Yn olaf, mae'r rhagolygon ar gyfer y blynnyddoedd nesaf yn mynd i brofi'n her i wasanaethau cyhoeddus, i ddarlledu gwasanaeth cyhoeddus, i S4C ac i'r iaith Gymraeg. Wrth i ni wynebu'r heriadau mae ein golygon ar sicrhau bod ein gwasanaethau yn berthnasol, ein bod yn deall ac yn ymatebol i anghenion cynulleidfaedd Cymru ac yn arddangos ein dealtwriaeth o'r hyn sydd yn ddisgwylidig gan gorff sy'n cael ei ariannu'n gyhoeddus.

S4C is now an entirely Welsh-language channel serving the first digital nation in the United Kingdom. This means that we no longer broadcast Channel 4 programmes. We would like to thank the channel's management and staff for their close co-operation over the last 28 years.

A viewing figures target was set for the digital switchover period between September 2009 and March 2010. We have succeeded in achieving these targets, specifically in peak time, where the range, diversity and quality of the service are most evident. The S4C service reflects the talent, imagination and creativity of many people who contribute towards fulfilling our statutory duty of providing a wide range of diverse and high-quality programmes on television.

S4C's Content Strategy, outlined annually in the Corporate Plan and Programme Policy Statement, underpins the way in which we fulfil this statutory duty. Our business practices, including commissioning, procurement and tendering processes, are available for public scrutiny. The S4C Authority's Fair Trading Policy, Code of Practice and Terms of Trade dictate the way in which we operate. We also need to be flexible enough to reflect viewers' needs and the use of new media in order to remain relevant.

During 2009, S4C broadcast a number of programmes tailored to serve Welsh communities as they experienced digital switchover. The success of our community engagement, both in terms of programme content and local participation, reflects S4C's close relationship with its audience. We are committed to placing greater emphasis on community involvement within our activities. Our new commitment to diversity, equal opportunities and fairness also strives to reflect the true nature of Wales' population and to ensure that S4C and its services are truly representative.

The programme service has taken a distinct shape with our commitment to pre-school children's programming in the mornings, a service for 7 to 13 year olds in the afternoons and on weekends, a range of high-quality programmes in the rest of the schedule and broadcasts of the proceedings of the National Assembly of Wales three nights a week. Our use of repeats has been a cause of concern for a number of viewers and a target has been set to reduce the number of repeated programmes. We hope to speed up the process of reducing our dependence on repeats and implement changes in the coming months.

We also recognise the importance of ensuring that S4C and the Welsh language are available on new platforms and are pleased with the launch of S4C Clirlun on Freeview HD. We are also aiming to provide imaginative Welsh-language content on new platforms in response to the increasing use of online and mobile services.

S4C recognises the demand for an increase in the accountability and transparency of public servants and for the first time in this Annual Report we include details of travel, subsistence and hospitality costs claimed by the S4C Chairman, Authority Members, the Chief Executive and Board of Directors.

Budgetary planning for the next five years was reviewed throughout the year. For the first time ever, there were no pay rises or changes in employment terms for S4C staff for 2010. It was also decided to further decrease the number of S4C staff by inviting in the first instance applications for voluntary redundancy or early retirement. This redundancy process is on-going. In addition, the overhead figure achieved was 3.6% of total expenditure against a target of 4.5%. The total level of expenditure on programme content was maintained but there was a decrease in the number of hours of drama broadcast where the cost per hour of programming is at its highest.

Although S4C Masnachol's performance stabilised year on year, the economic situation remains unstable and it is not possible to make definite commitments.

Finally, the prospects for the next few years are set to be challenging for public services, public service broadcasting, S4C and the Welsh language. As we face these challenges, we aim to ensure that our services remain relevant, that we understand and are responsive to the needs of audiences in Wales and demonstrate our understanding of what is expected of a publicly-funded body.

# Y GWASANAETH RHAGLENNI

## CYFLWYNIAD

Dyma Adolygiad Awdurdod S4C o berfformiad gwasanaethau cyhoeddus S4C yn erbyn Datganiad Polisi Rhagleni 2009. Paratowyd yr Adolygiad hwn yn unol â gofynion paragraff 4(1)(b) o Atodiad 2 Deddf Gyfathrebiadau 2003. Mae'r Adolygiad yn seiliedig ar amcanion Datganiad Polisi Rhagleni S4C 2009.

Roedd 2009 yn flwyddyn allweddol ym myd darlleu yng Nghymru wrth i'r newid i ddigidol ddechrau. Wrth i deledu analog gael ei ddifftodd mewn un ardal ar ôl y llall rhoddyd sylw arbennig yr amserlen i'r ardaloedd yn eu tro. Cyflwynwyd ymgyrch **Crwydro Cymru** ar y sgrîn ac oddi ar y sgrîn i dynnu sylw at y rhagleni hyn. O dan faner **Crwydro Cymru** roedd cyfres newydd sbon **Bro** (Telesgop) a **Cofio** (ITV Cymru), rhagleni unigol a chyfres o ddigwyddiadau newydd oedd yn ehangu nifer y digwyddiadau o bwys Cymreig sydd i'w gweld ar y Sianel. Yn ogystal â'r prif ddigwyddiadau megis yr Eisteddfodau a'r Sioe Frenhinol darllewyd rhagor o ragleni o ddigwyddiadau llai i gyd-fynd â'r trosglwyddiad i ddigidol.

Trefnwyd Strategaeth Gyfathrebu bellgyrhaeddol ac aml lwyfan i gynorthwyo gyda'r newid i ddigidol. Nod ymgyrch Ymlaen â'r Sioe oedd codi ymwybyddiaeth am y newid i ddigidol ac i berswadio gwylwyr nad oedd newid yn anodd.

Parhawyd â'r gwaith o ddatblygu ein hadnoddau ar-lein er mwyn cynyddu gwerth a'r defnydd o gynnwys S4C. Yn 2009 roedd 1.7 miliwn o sesiyniau gwyltio wedi eu cofnodi ar S4/Clic, yn ogystal â chynnydd yn y defnydd o'r wefan gyda 56% yn fwy o ymweliadau.

Mae Strategaeth Cynnwys S4C yn cydnabod yr angen i ostwng y defnydd o'r un rhagleni o fewn cyfnodau penodol ac yn nodi y byddwn yn edrych i daro'r cydbwysedd rhwng sicrhau effaith a chyrhaeddiad rhagleni unigol trwy eu hail-ddarlledu. Yn unol â'r uchod a'r hyn a nodir yn Natganiad Polisi Rhagleni 2009, cafodd 15% yn llai o ragleni gwreiddiol eu hail-ddarlledu yn ystod yr oriau brig yn 2009 o'i gymharu â'r flwyddyn flaenorol.

## DIGWYDDIADAU A THELEDU ACHLYSUR

Dros yr haf fe wylodd dros fliwn o bobl ein darpariaeth o ddigwyddiadau bach a mawr ledled Cymru. Cafodd y ddarpariaeth ei hymestyn ymhellach yn 2009 pan lansiwyd cyfres **Digwyddiadau '09** (Telesgop a Rondo Media). Cafodd y ddarpariaeth ei rhoi ar ffurf tendr mewn ymateb i ymchwil cynulleidfa oedd yn croesawu gweld rhagor o ddigwyddiadau Cymreig ar S4C. Cafodd y digwyddiadau ychwanegol hyn eu dewis yn ofalus i gyd-fynd â'r ardaloedd oedd yn trosglwyddo i ddigidol yn eu tro. Roedd y digwyddiadau hefyd yn cyd-blethu â'r ymgyrch ganolog Ymlaen â'r Sioe ac o dan faner **Crwydro Cymru**. Ymhlieth y digwyddiadau newydd gafodd sylw yn 2009 oedd **Gŵyl Pontardawe** (Telesgop a Rondo Media), **Gŵyl Gerdd Ryngwladol Gogledd Cymru** (Telesgop a Rondo Media), **Sioe Sir Benfro** (Telesgop a Rondo Media), **Gŵyl Fwyd Conwy a Ffair Nadolig Sain Ffagan** (Telesgop a Rondo Media).

Unwaith eto roedd darpariaeth eang ac aml lwyfan o'r **Sioe Fawr** (Boomerang). Darllewyd pump awr a hanner bob dydd ar ddigidol ac analog. Roedd y dewis hefyd ar gael i wyllo wyth awr yn ddi-dor ar S4C2 o ddigwyddiadau'r prif gylch a'r ail gylch. Roedd modd hefyd i wyllo'n fwy ar y we mewn nifer o wledydd trwy'r byd. Er mwyn parhau i geisio gostwng nifer yr ailddarlediadau yn yr oriau brig, yn dilyn y sioe fe gomisiynwyd pump rhaglen wreiddiol yn ymneud â'r digwyddiad i'w darlledu wedi hynny yn wythnosol. Am y tro cyntaf ers rhai blynnyddoedd yn 2009 darllewyd uchafbwyntiau **Eisteddfod y Ffermwyr Ifanc** (Telesgop a Rondo Media) o Venue Cymru yn Llandudno. Fe ehangu hefyd ar y gwasanaeth o'r Ffair Aear. Darllewyd nifer helaeth o ragleni amrywiol o Eisteddfod yr Urdd Bae Caerdydd 2009. Dilynwyd patrwm darlleu yn debyg i'r blynnyddoedd diwethaf, ond roedd y rhaglen foreol yn gydamserol yn hytrach nag ar ddigidol yn unig, roedd **Sedd yn y Pafiliwn** yn cael ei ddarlledu ar S4C2. Llwyfannwyd cyngerdd agoriadol **Cyngerdd yr Urdd - Bryn Terfel ac Enillwyr Yr Ysgoloriaeth** (Hanner : Hanner) ar y nos Sul gyntaf. Darparwyd deunydd helaeth

# THE PROGRAMME SERVICE

## INTRODUCTION

This is the S4C Authority's Review of the performance of S4C's public services against the 2009 Statement of Programme Policy. This review has been prepared in accordance with the requirements of paragraph 4(1)(b) of Schedule 2 to the Communications Act 2003. The review is based on the aims set out in S4C's 2009 Statement of Programme Policy.

2009 was a key year for broadcasting in Wales with the beginning of the digital switchover. As analogue television was switched off in one area after another, the schedule devoted special coverage to each area. The **Crwydro Cymru** campaign was introduced both on and off screen to raise awareness of these programmes. Under the **Crwydro Cymru** umbrella, there were brand new series, **Bro** (Telesgop) and **Cofio** (ITV Cymru), individual programmes, and a range of new events which extended the number of important Welsh events shown on the Channel. As well as the main events such as the Eisteddfodau and the Royal Welsh, special programmes from other events were broadcast to correspond with the digital switchover.

An award-winning and multi-platform Communications Strategy was organised to assist with the switch to digital. The aim of the Ymlaen â'r Sioe (On with the Show) campaign was to raise awareness of the switch to digital, and to persuade viewers that the change was not difficult.

The development of our online resources continued, increasing the value and use of S4C content. In 2009, 1.7 million viewing sessions were recorded on S4C/Clic, as well as an increase in the use of the website with 56% more visits.

The S4C Content Strategy acknowledges the need to reduce the use of the same programmes within specific periods and notes that we will look to strike a balance between ensuring the impact and reach of individual programmes by repeating them. In accordance with the above and the Statement of Programme Policy 2009, 15% less of original programmes were repeated during peak hours in 2009 compared with the previous year.

## EVENTS AND SPECIAL EVENTS TELEVISION

Over the summer more than a million people watched our provision from large and small events across Wales. The provision was further extended in 2009 with the launch of the series **Digwyddiadau '09** (Telesgop & Rondo Media). The provision was delivered through a tendering process in response to audience research which indicated that more Welsh events would be welcomed on S4C. These additional events were carefully selected to correspond to areas which were transferring to digital at the time. The events also tied in with the central campaign, Ymlaen â'r Sioe, under the **Crwydro Cymru** banner. Amongst the new events covered in 2009 were the **Gŵyl Pontardawe** (Telesgop & Rondo Media), **Gŵyl Gerdd Ryngwladol Gogledd Cymru** (Telesgop & Rondo Media), **Sioe Sir Benfro** (Telesgop & Rondo Media), **Gŵyl Fwyd Conwy** (Telesgop & Rondo Media), and **Ffair Nadolig Sain Ffagan** (Telesgop & Rondo Media).

Once again there was extensive and multi platform provision from the **Sioe Fawr** (Boomerang). Five and a half hours were broadcast each day on digital and analogue. There was also an option available to watch eight continuous hours from the main ring and the second ring on S4C2. It was also possible to watch live provision via the web in a number of countries worldwide. In a continuous effort to reduce the number of repeats during peak hours, five original programmes were commissioned about the event after the show, to be broadcast weekly at a later date. For the first time in many years, in 2009 highlights from **Eisteddfod y Ffermwyr Ifanc** (Telesgop & Rondo Media) were broadcast from Venue Cymru in Llandudno. The service from the Winter Fair was also extended. A substantial number of various programmes were broadcast from the Urdd Eisteddfod 2009 in Cardiff Bay. A similar pattern of broadcasting was used as in previous years, but the morning programme was simulcast rather than on digital only, and **Sedd yn y Pafiliwn** was broadcast on S4C2. The opening concert, **Cyngerdd yr Urdd - Bryn Terfel ac Enillwyr Yr Ysgoloriaeth**

a chynhwysfawr ar y we, gyda gwybodaeth a chanlyniadau'r rhagbrofion a'r cystadlaethau yn ymddangos yn gyson. Roedd modd gwylia'r cystadlu yn fyw ar fandllydan, ac yn dilyn arbrawf llwyddiannus llynedd darparwyd gwasanaeth tecstio canlyniadau unwaith eto.

Cafwyd oriau estynedig hefyd o ddarlledu dyddiol o Eisteddfod Genedlaethol Meirion a'r Cyffiniau ar S4C analog a digidol ac ar S4C2, ynghyd â rhaglenni uchafbwyntiau gyda'r nos. Profodd y **Cyngerdd Agoriadol** (BBC Cymru) a'r **Gymnfa Ganu** (BBC Cymru) yn boblogaidd fel arfer. Recordiwyd dau gyngerdd ar gyfer eu darlledu yn ddiweddarach yn y flwyddyn. Mae **Eisteddfod Gydwladol Gerddorol Llangollen** (Rondo Media) yn ogystal â'r **Cyngerdd Gala** (Rondo Media) yn parhau yn eu hapêl a'u poblogrwydd i wylwyr y Sianel. Darlledwyd dros wth ynglŷn â'r cystadlu o'r **Wyl Cerdd Dant** (Avanti) a gynhalwyd yn Theatr Glanyrafon, Casnewydd ynghyd â rhaglen uchafbwyntiau a rhaglen arbennig o **Dalwrn y Beirdd** (Avanti). Cafodd tair rhaglen amrywiol eu darlledu o Wyl Wakestock ym Mhen Llŷn. Daeth cystadleuaeth **Cân i Gymru** (Avanti) o Venue Cymru, Llandudno ar nos Sul, 1 Mawrth. Fe berchnogodd S4C y penwythnos yn Llandudno trwy hefyd gynnal **Cyngerdd Rhydian** (Avanti) a **Dechrau Canu Dechrau Canmol** (Avanti) arbennig ar emynau Elfed o'r un ganolfan.

#### CHWARAEON

Yn 2009 unwaith eto roedd chwaraeon yn flaenllaw yn ein hamserlen gyda nifer o gemau ac achlysuron chwaraeon, gan gryfhau ymhellach sefyllfa S4C fel cartref naturiol digwyddiadau mawr Cymreig.

Bu'r **Clwb Rygbi** (BBC Cymru) yn cynnig gwasanaeth byw, ecsigliwsif a chynhwysfawr o gemau Cynghrair Magners, Uwch Gynghrair Principality a Chwpan Swalec. Fel rhan o'r Cynllun Rhaglenni dan y Bartneriaeth Strategol gyda'r BBC, roedd BBC Cymru hefyd yn gyfrifol am ddarparu gwasanaeth byw o gemau Pencampwriaeth y Chwe Gwlad a Gemau Rhyngwladol yr Hydref. Sicrhawyd hawliau i daith Cymru i Ogled America ar y cyd gyda BBC Cymru ac fel un o'r rhaglenni byw dangoswyd gêm Cymru yn erbyn yr Unol Daleithiau yn Chicago yn ecsigliwsif ar y Sianel. Ehangwyd ar ein darpariaeth rygbi byw ac ecsigliwsif wrth i ni sicrhau'r hawl i ddangos gemau o gystadleuaeth Eingl-Gymreig Cwpan LV. Roedd rhaglenni uchafbwyntiau ecsigliwsif o gystadlaethau Cwpan Heineken a Chyfres Saith Bob Ochr hefyd yn chwarae rhan bwysig o'n harlwy rygbi cynhwysfawr. Llwyddwyd i ddangos uchafbwyntiau o dîm Cymru yn cael eu coroni yn Bencampwyr Byd Rygbi Saith Bob Ochr yn ogystal ag uchafbwyntiau hefyd o un o brif ddigwyddiadau'r byd rygbi yn 2009 sef Taith y Llewod i Dde Affrica.

Elfen ychwanegol o'n rhaglenni rygbi oedd ein portreadau o dda o gewri'r gêm yng Nghymru, Shane Williams a Carwyn James. Cafwyd portread gonest a naturiol o Chwaraewr y Byd 2008 yn y rhaglen **Shane** (Indus). Roedd drama ddogfen **Carwyn** (Greenbay Media) wedi ei seilio ar ddyddiau olaf y dyn amryddawn ac amlochrog.

Gêm fyw ac ecsigliwsif oedd uchafbwynt ein darpariaeth bêl-droed yn ystod y flwyddyn wrth i ni ddarlledu'r gêm ryngwladol rhwng Liechtenstein a Chymru. Roedd cyfresi **Sgorio Cymru** (Rondo Media) a **Sgorio** (Rondo Media) yn cynnig y gorau o feysydd pêl-droed Cymru, Yr Eidal a Sbaen yn ogystal ag uchafbwyntiau ecsigliwsif o gemau cartref Cymru.

Cafodd y gyfres **Ralio +** (POP1) ei diwygio yn 2009 gyda mwy o bwyslais yn cael ei rhoi ar gystadlaethau lleol yn ogystal â phrif bencampwriaethau'r byd ralio. Aed ati hefyd i adfer yr elfen fwy lleol i'r gyfres trotian **Rasus** (Apollo). Wrth i Gymru a Phrydain baratoi yn eiddgar ar gyfer dau o brif ddigwyddiadau'r byd chwaraeon yn 2010 a 2012 sef y Cwpan Ryder yng Nghannewydd a'r Gemau Olympaidd yn Llundain, fe ymestynnwyd ein harlwy golff ac athletau. Bu'r gyfres **Golflio** (Indus) yng nghwmni Jonathan Davies, Dewi 'Pws' Morris a Llinos Lee yn dangos y gorau o golff y byd tra hefyd yn cynnig sgyrsiau gyda rhai o olffwyr Cymru ar rai o'n cyrsiau gorau. Darlledwyd tair rhaglen o'r gyfres hir dymor **Ras i Lundain 2012** (Boomerang) a oedd yn canolbwytio ar baratoadau athletwyr ifanc Cymru sy'n gobeithio ac yn breuddwydio am gystadlu yn y Gemau Olympaidd yn 2012. Roedd y gyfres hefyd yn edrych ar y paratoadau diwylliannol a'r gwaith amatur yn ogystal â'r prif redwyr.

Roedd **Hanner Marathon Caerdydd** (Dream Team TV) yn ychwanegiad pwysig i'n harlwy ac unwaith eto rhoddwyd sylw i **Marathon Eryri** (Cwmni Da) a **Ras yr Wyddfa** (Cwmni Da) gyda'r tair rhaglen yn portreadu rhedwyr lleol.

(Hanner : Hanner), was staged on the first Sunday evening. Extensive and comprehensive material was available on the web, with information and results from the preliminaries and competitions appearing regularly. It was possible to watch the competitions live on broadband and following a successful experiment last year, a text service was again provided for the results.

There were also extended hours of daily broadcasting from Eisteddfod Genedlaethol Meirion a'r Cyffiniau on S4C analogue and digital and on S4C2, as well as highlights programmes in the evening. The **Cyngerdd Agoriadol** (BBC Wales) and the **Gymnfa Ganu** (BBC Wales) proved to be popular as usual. Two concerts were recorded for broadcasting later in the year. **Eisteddfod Gydwladol Gerddorol Llangollen** (Rondo Media) as well as the **Cyngerdd Gala** (Rondo Media) remain appealing and popular with the Channel's viewers. Over eight hours of competitions were broadcast from the **Wyl Cerdd Dant** (Avanti), which was held in the Riverside Theatre, Newport, as well as a highlights programme and a special edition of **Talwrn y Beirdd** (Avanti). Three different programmes were broadcast from the Wakestock festival on the Llŷn Peninsula. The **Cân i Gymru** (Avanti) competition came from Venue Cymru, Llandudno, on Sunday night 1 March. S4C took ownership of the weekend in Llandudno by holding a concert, **Cyngerdd Rhydian** (Avanti) and a special edition of **Dechrau Canu Dechrau Canmol** (Avanti) featuring Elfed's hymns in the same centre as well.

#### SPORTS

Once again in 2009, sports were prominent in our schedule with the number of games and sporting occasions reinforcing the position of S4C as the natural home for major Welsh events.

The **Clwb Rygbi** (BBC Wales) offered a live, exclusive, and comprehensive service, broadcasting games from the Magners League, the Principality Welsh Premier League, and the Swalec Cup. As part of the Programme scheme under the Strategic Partnership with the BBC, BBC Wales were also responsible for providing a live service for the Six Nations Championship and the Autumn Internationals. Rights to the Wales tour to North America were secured jointly with BBC Wales, and as one of the live programmes the game between Wales and the United States in Chicago was shown exclusively on the Channel. Our live rugby provision was expanded when we secured the rights to show games from the Anglo Welsh LV Cup. Exclusive highlights programmes from the Heineken Cup and World Series Seven-A-Side competitions

also played an important part in our comprehensive rugby schedule. We broadcast highlights of the Wales team being crowned as World Seven-a-side Rugby Champions as well as highlights from one of the main rugby events in 2009, namely the Lions Tour to South Africa.

An additional component of our rugby programming was the portrayal of two giants of the Welsh game, Shane Williams and Carwyn James. The programme **Shane** (Indus) gave an honest and natural portrayal of the 2008 Player of the World. The drama documentary **Carwyn** (Greenbay Media) was based on the final days of this versatile and multifaceted man.

The highlight of our football provision during the year was our exclusive live broadcast of the international game between Liechtenstein and Wales. The two series **Sgorio Cymru** (Rondo Media) and **Sgorio** (Rondo Media) offered the best football from Wales, Italy and Spain as well as exclusive highlights of Wales's home games.

The series **Ralio +** (POP1) was revised in 2009 with more emphasis being placed on local competitions as an addition to the main championships in the rallying world. We also set about reviving the local element in the trotting series, **Rasus** (Apollo). As Wales and Britain prepare eagerly for two of the main events of the sporting world in 2010 and 2012, namely the Ryder Cup in Newport and the Olympic Games in London, our schedule of golf and athletics was extended. The **Golflio** (Indus) series with Jonathan Davies, Dewi 'Pws' Morris and Llinos Lee showed the best of the world's golf as well as conversations with some of Wales' golfers on some of our best courses. Three programmes were broadcast from the long-term series **Ras i Lundain 2012** (Boomerang) which focussed on the preparations of Wales' young athletes who hope and dream about competing in the 2012 Olympic Games. The series also looked at the cultural and amateur preparations as well as the main runners. **Hanner Marathon Caerdydd** (Dream Team TV) was an important addition to our schedule, and once again we covered the **Marathon Eryri** (Cwmni Da) and **Ras yr Wyddfa** (Cwmni Da) with these three programmes featuring local runners.

## NEWYDDION A MATERION CYFOES

Cafodd y gwasanaeth **Newyddion** (BBC Cymru) sy'n rhan o'r Cyllun Rhaglenni a gytunwyd o dan y Bartneriaeth Strategol gyda'r BBC ei ymestyn yn 2009. Ychwanegwyd pedwar bwletin dyddiol i'r ddarpariaeth yn ogystal â'r brif raglen a ddarledir am 19.30. Darlledwyd dros 260 o raglenni **Newyddion** yn ystod yr oriau Cymraeg a dros 180 awr yn yr oriau brig. Mae'r ddau ffigwr yn uwch na'r targedau a gytunir gydag Ofcom. Darlledwyd dros ddwywaith yr hyn sy'n ofynnol gan Ofcom o raglenni materion cyfoes yn yr oriau brig unwaith eto yn 2009. Daeth y rhain o fwyl nag un ffynhonnell gynhyrchu er mwyn sicrhau plwraliaeth.

Cafodd **Hacio** (ITV Cymru), y gyfres materion cyfoes i bobl ifanc ei newid yn gyfres gylchgrawn hanner awr o hyd sy'n rhan o'r brif amserlen. Yn ogystal â rhaglenni oedd yn cynnwys newyddiaduraeth ymchwiliadol bu'r gyfres yn ymweld â nifer o ddigwyddiadau'r haf fel Y Sioe a'r Eisteddfod Genedlaethol. Cynhyrchedd tîm **Y Byd ar Bedwar** (ITV Cymru) cyfres o raglenni amrywiol ar bynciau Cymreig a rhyngwladol. Eto fel rhan o'r Cynllun Rhaglenni bu i'r BBC ddarparu cyfresi **Taro 9, Pawb a'i Farn, Ffeil, Yr Wythnos ac CF99**.

## Y TYWYDD

Darparwyd y gwasanaeth tywydd gan ITV Cymru, gyda bwletinau amrywiol yn ddyddiol. Cafwyd nifer o ddarlediadau allanol hefyd, gan gynnwys bwletinau o'r Sioe Amaethyddol, yr Eisteddfod Genedlaethol, o gopa'r Wyddfa ar ddiwrnod agoriad Hafod Eryri ac o Ynys Llanddwyn ar ddiwrnod Santes Dwynwen. Cyflwynwyd datblygiadau i wasanaeth y tywydd ar wefan S4C i gynnwys bwletinau rheolaidd, mapiau rhagolygon pum diwrnod, cyfleoedd i'r gwylwyr anfon lluniau a gwasanaeth rhagolygon drwy e-bost.

## PLANT

Mae **Cyw** (Boomerang a Sgiwiff) wedi hen ennill ei blwyf. A hithau'n flwyddyn ers ei sefydlu cynhaliwyd ymchwil manwl ar y ddarpariaeth a chafwyd ymateb positif i'r rhaglenni, cymeriadau, cyflwynwyr a'r teithiau a hynny gan ein gwylwyr ifanc, rhieni ac athrawon.

Parhawyd i ddatblygu'r cyfresi sy'n cyd-fynd â chyfnod sylfaen Llywodraeth y Cynulliad. Ym maes llythrennedd a rhifedd cafwyd dwy gyfres. Roedd **123** (Boomerang) yn cyflwyno rhifau un i ddeg ar ffurf siâp, llun a stori. Anelwyd y gyfres yn bennaf at blant sy'n profi rhifedd am y tro cyntaf gan bwysleisio fod rhifau a rhifydddeg yn sbort. Mae **ABC** (Boomerang) yn cyflwyno llythrennedd i blant mewn ffordd ddeniadol a hwylig gan eu

hargymhell i ryngweithio gyda'r cyflwynydd. Enillodd y gyfres hon wobr RTS am y rhaglen feithrin orau ym Mhrydain. Ar gyfer tymor yr Hydref, fel rhan o strategaeth i sicrhau fod cymeriadau newydd sbon yn cael eu cyflwyno i'r arwy, comisiynwyd drama feithrin o'r enw **Cei Bach** (Sianco). Drwy'r gyfres dangoswyd i blant mewn ffordd syml iawn beth yw hanfod ysbryd cymunedol. Cafwyd cyfres newydd o **Meees** (Ceidiog) ar y cyd gydag Al Jazeera. Mae gwefan **Cyw** yn profi'n llwyddiant ysgubol ymhlið ein gwylwyr; tystiolaeth o hyn yw bod hyd at 1.8 miliwn wedi ymweld â'r safle yn ystod y flwyddyn. Cafodd wobr y Wefan Orau yn yr Wyd Gyfringau Celtaidd.

Ar ddechrau 2009 ymunodd dau gyflwynydd newydd â **Planed Plant** (Boomerang), Lois Cernyw a Tudur Phillips ac roedd y gwasanaeth yn cynnig hen fferfrynnau yn ogystal â'r newydd. Roedd **Atom** (Cwmni Da) yn adeiladu ar egni'r ddwy gyfres flaenorol. Rhwygo gwyddoniaeth allan o grafangau clinigol yr ystafell ddosbarth, a'i rhoi mewn lleoliadau annisgwyll, er mwyn gwneud gwyddoniaeth yn rhywbeth byw, bywiog a difyr yw'r bwriad. Mae'n dangos pa mor berthnasol yw gwyddoniaeth i fywyd pawb bob dydd. Cyfres realiti ym myd y ddawns oedd **Dawnstätig** (Apollo) a chyfres gomedi newydd i'r amserlen wythnosol oedd **Jac Russell** (Apollo).

Roedd criw **Gobldigwyrd** (Calon) yn ceisio ymateb yn bositif i broblemau'r amgylchfyd ac mae **Garej** (Ffllic) yn rhoi cyfle i bobl ifanc adolygu teclynnau mwyaf cyfredol y farchnad. O safwynt yr arwy ym myd chwaraeon roedd sawl cyfres: **Stamina** (Avanti), **Ffit 100%** (Cwmni Da) a **Sgorio Bach** (Rondo Media). Roedd **Gemau Ysgolion Prydain** (Boomerang) yn gyfres o bedair rhaglen oedd yn dangos uchafbwyntiau o'r Gemau a gynhalwyd yng Nghaerdydd, Abertawe a Chasnewydd yn ystod wythnos gyntaf Medi. Adlewyrchwyd saith lleoliad a deg camp wahanol. Darparwyd newyddion dyddiol **Planed Plant** gan dîm **Ffeil**.

Daeth newid i raglen gylchgrawn **Uned 5** (Antena) ym mis Medi pan gafodd ei symud o ddydd Mercher a Gwener i brynhawn Sul rhwng 12.30 a 14.30. Symudodd y gyfres gylchgrawn **Mosgito** (BBC Cymru) ei hamser hefyd i fod yn rhan o amserlen **Planed Plant**.

## NEWS AND CURRENT AFFAIRS

The **Newyddion** service, which is part of the Programming Scheme agreed under the Strategic Partnership with the BBC, was extended in 2009. Four daily bulletins were added to the provision to supplement the main programme which is broadcast at 19.30. Over 260 editions of **Newyddion** (BBC Wales) were broadcast during the Welsh language hours and over 180 hours during peak times. Both figures are higher than the agreed Ofcom targets. Once again in 2009, over twice as many current affairs programmes were broadcast during peak hours than required by Ofcom. These were from more than one production source in order to ensure plurality.

**Hacio** (ITV Wales), the current affairs series for young people, was changed to become a half-hour magazine series as part of the main schedule. As well as programmes which included investigative journalism, the series visited a number of summer events such as the Show and the National Eisteddfod. The **Byd ar Bedwar** (ITV Wales) team produced a series of diverse programmes on Welsh and international subjects. Again as part of the Programming Scheme the BBC provided the series **Taro 9, Pawb a'i Farn, Ffeil, Yr Wythnos** and **CF99**.

## THE WEATHER

The weather service was provided by ITV Wales, with various bulletins daily. There were also a number of outside broadcasts, including bulletins from the Royal Welsh, the National Eisteddfod, from the summit of Snowdon on the opening day of Hafod Eryri and from Ynys Llanddwyn on St Dwynwen's Day. Changes to the weather service were introduced on the S4C website to include regular bulletins, five day forecast maps, opportunities for viewers to send in pictures and a forecast service via e-mail.

## CHILDREN

**Cyw** (Boomerang & Sgiwiff) is now well established and a firm favourite with Wales' young children. With a year having passed since it began, detailed research has been carried out on the provision and a positive response to the programmes, characters, presenters and tours was received from our young viewers, parents and teachers.

We have continued to develop the series which match the Assembly Government's foundation phase. In the area of literacy and numeracy there were two series. **123** (Boomerang) introduced the numbers one to ten in the form of shapes, pictures, and stories. The series was aimed primarily at children who are experiencing numeracy for the first time, emphasising that numbers and arithmetic

are fun. **ABC** (Boomerang) introduces literacy to children in an attractive and fun way, encouraging them to interact with the presenter. This series won the RTS prize for the best nursery programme in Britain. For the Autumn term, as part of the strategy to ensure that brand-new characters would be introduced to the schedule, a nursery drama was commissioned, called **Cei Bach** (Sianco). Through the series children were shown the essence of community spirit in a very simple way. There was a new series of **Meees** (Ceidiog) co-produced with Al Jazeera. The **Cyw** website is proving to be a sweeping success with its viewers; the evidence of this is that up to 1.8 million have visited the site during the year. It won the prize for the Best Website in the Celtic Media Festival.

At the start of 2009 two new presenters joined **Planed Plant** (Boomerang), Lois Cernyw and Tudur Phillips and the service offered new series of established programmes as well as new offerings. **Atom** (Cwmni Da) built on the energy of the two previous series. The aim is to tear science out of the clinical grasp of the classroom, and set it in unexpected locations, in order to breathe life into science by making it lively and interesting. It shows how relevant science is to everyone's everyday life. **Dawnstätig** (Apollo) is a reality series set in the world of dance and **Jac Russell** (Apollo) is a new comedy series in the weekly schedule. The **Gobldigwyrd** (Calon) team try to respond positively to environmental problems and **Garej** (Ffllic) gives young people an opportunity to review some of the most common devices on the market. In terms of the sporting provision there were a number of series: **Stamina** (Avanti), **Ffit 100%** (Cwmni Da) and **Sgorio Bach** (Rondo Media). **Gemau Ysgolion Prydain** (Boomerang) was a series of four programmes which showed highlights of the British Schools' Games which were held in Cardiff, Swansea and Newport during the first week of September. It covered seven locations and ten different sports. The daily news on **Planed Plant** was provided by the **Ffeil** team.

There was a change to the magazine programme, **Uned 5** (Antena), when it moved from Wednesday and Friday to Sunday afternoon between 12.30 and 14.30. The magazine series, **Mosgito** (BBC Wales), also changed its time to be part of the **Planed Plant** schedule.

## FFEITHIOL, DIWYLLIANT A CHERDDORIAETH

Roedd **Cymru Hywel Williams** (Fiction Factory) yn gyfres o draethodau ar Gymru dros yr hanner can mlynedd diwethaf. Roedd yr hanesydd a'r awdur Hywel Williams yn dilyn themâu megis Crefydd, yr Economi a Diwylliant. Ysgogodd y gyfres gryn drafod, gwahoddwyd ymateb gan y gynulleidfa, a daeth y gyfres i ben gyda thrafodaeth stiwdio dan arweiniad Angharad Mair oedd yn cynnwys cyfraniadau gan arbenigwyr a sawl un a gysylltodd i ymateb i'r rhagleni dogfen. Cafodd pwyntiau gwreiddiol a gwahanol eu codi am genedl y Cymry a dangoswyd fersiwn estynedig o'r drafodaeth ar wefan S4C.

Yn yr Hydref darlledwyd nifer o raglenni dogfen swmpus ar nos Sul. Nododd **Y Royal Charter** (Cwmni Da) 150 mlynedd ers llongddrylliad gwaethaf hanes Cymru. Denodd **Dwy Wraig Lloyd George** (Tinopolis) gryn sylw yn y wasg. Ffion Hague oedd yr awdur a'r cyflwynydd. Cafwyd ymateb positif iawn ar y Wifren, ac yn y wasg, i **Blodyn Haul** (Ffllic) oedd yn adrodd hanes y cyflwynydd Heulwen Haf wrth iddi wynebu triniaeth am ganser. Darlledwyd **Wal Berlin** (Cwmni Da) i nodi ugain mlwyddiant dymchwel y Wal. Dechreuodd cyfres **O'r Galon** 2009 yn Afganistan, yn Camp Bastion gyda chriw o nyrsys Cymraeg oedd yn gwasanaethu yno gyda'r Fyddin Diriogaethol. Bu'r rhaglen **Dad a Fi** (Fiction Factory) yn dilyn salwch dyn drwy lygaid ei ferch. Enillodd dogfen arall yn y gyfres, **Canfod Hedd** (Cwmni Da) un o'r Gwobrwyon Un Byd mewn seremoni yn Llundain ym mis Mehefin, gyda stori gweithiwr elusen yn dychwelyd i Bwlheli ar ôl chwarter canrif yn Affrica, ynghyd â'i wraig o Kenya a'u plant. Ymhlieth dogfennau **Wynebau Newydd** roedd **Cymro yn yr Abaty** (Presentable) am y cerddor a'r offeiriad Deiniol Morgan, a **Stori Allison John** (POP1) sef hanes menyw ifanc sydd wedi derbyn sawl trawsblaniad ac yn astudio meddygaeth ei hunan. Aeth **Y Cymro a'r Catwalk** (Tinopolis) tu ôl i'r llnnen yn Wythnos Ffasiwn Llundain gyda'r cynllunydd ffasiwn Elliott Frieze, a seicoleg dwyieithrwydd oedd testun **Dawn Dwy Iaith** (Cynhyrchiadau Aden) am Dr. Enlli Thomas. Criw o Gymry yn dysgu sgiliau ffilm yn Affrica oedd dan sylw yn y ddogfen **Malawi, Difaru Dim** (Cwmni Da). Roedd **Trip yr Ysgol Gymraeg** (ITV Cymru) yn ddathliad o 70 mlynedd o ysgolion Cymraeg, ar ffurf taith bws criw o ddisgyblion chweched dosbarth gyda Nicky Robinson, y chwaraewr rygbi o Gaerdydd sydd yn ffrwyth y drefn addysg Gymraeg.

Parhawyd i ddarlledu cyd-gynhyrchiadau uchelgeisiol lle mae'r mewnbwn Cymreig yn amlwg. Cafwyd derbyniad da i **Iolo yn Rwsia** (Telesgop), cyfres bywyd gwylt a ffilmiwyd ar

Fanylder Uwch. Yn **Angell yn India** (Cwmni Da) cofnodwyd twf anferth economi'r India, a'r newidiadau cymdeithasol yno. Mae gan y gyflwynwraig Beth Angell hanes teuluol yn yr India, oedd yn rhoi dimensiwn dyfnach i'w hargraffiadau o'r wlad. Mae nifer o'n cyfresi ffeithiol hirdymor yn parhau'n rhan allweddol o'r arwy. Ymhlieth penodau mwyaf poblogaidd **Cefn Gwlad** (ITV Cymru) oedd **Merlod Coed Coch** a dwy raglen ffilmwyd ar Fynydd Epynt. Cafodd hyd cyfres **Ffermio** (Telesgop) ei hymestyn dros gyfnod yr haf wrth i'r **Bwletin Ffermio** (Telesgop) drosglwyddo o ddigidol i wefan ffermio.tv. Mae cyfresi **Wedi 3 a Wedi 7** (Tinopolis) yn parhau i roi sylw dyddiol a nosweithiol i straeon a phobl o bob rhan o Gymru.

Yn rhan o'n strategaeth ar gyfer cyfnod y trosglwyddiad i ddigidol o dan ymbarél **Crwydro Cymru** cychwynnodd cyfres newydd sbon **Cofio**. Yn y gyfres stiwdio hon mae Heledd Cynwal yn holi un gwestai wythnosol am eu dewis o'r archifau teledu ac am eu hatgofion. Ymhlieth y gwesteion cyntaf roedd Gareth Edwards, Caryl Parry Jones, John Ogwen, Dic Jones a Siân Lloyd. Cyfres newydd sbon arall ar nos Sul oedd **Y Daith**. Mae hon yn gyfres grefyddol ei naws ar ffurf ddogfennol unigol am bererindodau. Cafwyd cychwyn addawol gyda thestunau amrywiol megis **Mari Jones a'i Beibl** (Unigryw), **O Gapel Salem i'r Deml Aur** (Rondo Media), **Ynys Enlli** (Cwmni Da) a **Jason Mohammad** (Cwmni Da). Yn ystod y gyfres rhoddwyd sylw i wahanol grefyddau a theithiau ysbrydol.

Dychwelodd cyfres **O Flaen dy Lygaid** (BBC Cymru) gyda stori taith **Llewod 1974**. Testun **Adre** oedd ymwelliad â theulu ffermio a ymfudodd i Ganada ddeng mlynedd yn ôl. Cyfres ffeithiol newydd arall oedd **Popeth ar Ffilm** (Cwmni Da). Wrth ymweld ag amryw o ardaloedd, o Rydaman i Frynsiencyn, bu'r cyflwynydd Ifor ap Glyn yn dangos ffilm archif i bob cymuned ac yn tynnau pobl leol mewn i'r broses o greu ffilm newydd. Dangoswyd y ffilmiau yn yr ardaloedd cyn eu dangos ar S4C ac ar wefan S4C. Roedd **Antur Waunfawr** (Cwmni Da) yn gyfres dair rhan am y ganolfan unigryw ar gyfer pobl ag anableddau dysgu, wrth iddi ddathlu ei chwarter canrif. Wedi rhediad hir daeth cyfres gelfyddydol y **Sioe Gelf** (Cwmni Da) i ben yn 2009. Mae gwasanaeth diwylliant newydd ac estynedig wedi cael ei lansio yn 2010.

Cafwyd cyfuniad o raglenni yn cynnwys canu cynulleidfaol a pherfformiadau o safon uchel yn **Dechrau Canu Dechrau Canmol**. Darlledwyd cynhyrchiad newydd Opera Cenedlaethol Cymru o gampwaith Verdi, **Otello** (Rondo Media) ym mis Chwefror

## FACTUAL, CULTURE AND MUSIC

**Cymru Hywel Williams** (Fiction Factory) was a series of essays on Wales over the last half-century. The historian and author Hywel Williams focussed on themes such as Religion, the Economy and Culture. The series provoked a great deal of discussion, the audience were invited to respond, and the series ended with a studio discussion led by Angharad Mair which included contributions from experts and from a number of people who contacted us in response to the documentary programmes. New and original points about the Welsh nation were aired, and an extended version of the discussion was shown on the S4C website.

In the autumn a number of substantial documentary programmes were broadcast on Sunday evenings. **Y Royal Charter** (Cwmni Da) marked 150 years since the worst shipwreck in the history of Wales. **Dwy Wraig Lloyd George** (Tinopolis), written and presented by Ffion Hague, attracted much press attention. **Blodyn Haul** (Ffllic), which told the story of the presenter Heulwen Haf as she faced treatment for cancer, had a very positive response on the Viewers' Hotline and in the press. **Wal Berlin** (Cwmni Da) was broadcast to mark the 20th anniversary of the fall of the Wall. The 2009 series of **O'r Galon** started in Afghanistan in Camp Bastion with a group of Welsh-speaking nurses who were serving there with the Territorial Army. The programme **Dad a Fi** (Fiction Factory) followed the illness of a man through the eyes of his daughter. Another documentary in the series, **Canfod Hedd** (Cwmni Da), which won a One World Prize in a ceremony in London in June, told the story of a charity worker returning to Pwllheli after a quarter of a century in Africa, together with his Kenyan wife and their children. Amongst the documentaries in **Wynebau Newydd** was the programme **Cymro yn yr Abaty** (Presentable) about the musician and priest Deiniol Morgan, and the programme **Stori Allison John** (POP1) which was the story of a young woman who had received several transplants and who is now studying medicine. **Y Cymro a'r Catwalk** (Tinopolis) went behind the scenes at London Fashion Week with the fashion designer Elliott Frieze, and the psychology of bilingualism was the subject of **Dawn Dwy Iaith** (Cynhyrchiadau Aden) about Dr. Enlli Thomas. The documentary **Malawi, Difaru Dim** (Cwmni Da) covered a group of Welsh people teaching film skills in Africa. **Trip yr Ysgol Gymraeg** (ITV Wales) was a celebration of 70 years of Welsh medium schools, by means of a bus trip taken by a group of sixth form pupils and Nicky Robinson, the Cardiff-born rugby player, himself a product of the Welsh medium education system.

We continued to broadcast ambitious co-productions with obvious Welsh input. **Iolo yn Rwsia** (Telesgop), a wildlife series filmed in High Definition, was warmly received. **Angell yn India** (Cwmni Da) covered the amazing economic growth and social changes in India. Her family's history in India brought a deeper dimension to presenter Beth Angell's impressions of the country. A number of our long-term factual series continue as a key part of the schedule. Amongst the most popular episodes of **Cefn Gwlad** (ITV Wales) were **Merlod Coed Coch** and two programmes filmed on the Epynt Mountain. The **Ffermio** (Telesgop) series was extended over the summer period as the **Bwletin Ffermio** (Telesgop) transferred from digital to the website ffermio.tv. The series **Wedi 3** and **Wedi 7** (Tinopolis) continue to cover stories and people from all parts of Wales every day and every evening.

As part of our strategy for the transition to digital under the umbrella of **Crwydro Cymru**, a brand-new series started, namely **Cofio**. In this studio series, Heledd Cynwal asks one guest each week for his or her choice from the television archives and for his or her memories. Her first guests included Gareth Edwards, Caryl Parry Jones, John Ogwen, Dic Jones and Siân Lloyd. **Y Daith** was a brand-new series on Sunday evening. This is a series of a religious nature in documentary format about pilgrimages. There was a promising start with diverse subjects such as **Mari Jones a'i Beibl** (Unigryw), **O Gapel Salem i'r Deml Aur** (Rondo Media), **Ynys Enlli** (Cwmni Da) and **Jason Mohammad** (Cwmni Da). During the series different religions and spiritual journeys were covered.

The **O Flaen dy Lygaid** (BBC Wales) series returned with **Llewod 1974**, the story of the Lions' tour in 1974. The subject of **Adre** was a visit to a farming family who migrated to Canada ten years ago. Another new factual series was **Popeth ar Ffilm** (Cwmni Da). By visiting a range of areas from Ammanford to Brynsiencyn, the presenter Ifor ap Glyn showed archive films in each community, and drew local people into the process of creating a new film. The films were shown in the individual areas before being broadcast on S4C and on the S4C website. **Antur Waunfawr** (Cwmni Da) was a three-part series about the unique centre for people with learning disabilities, as it celebrated its quarter-century. After a long run, the arts series **Sioe Gelf** (Cwmni Da) came to an end in 2009. A new and extended culture service has been launched in 2010.

gyda'r tenor byd enwog Dennis O'Neill yn perfformio'r brif ran. Roedd **Cyngerdd Dathlu Karl Jenkins** (Rondo Media) o Ganolfan Y Mileniwm, Caerdydd yn dathlu pen-blwydd y cyfansoddwr yn 65. Roedd y noson hefyd yn rhan o'r digwyddiadau i nodi pum mlynedd yn hanes y Ganolfan a deng mlynedd ers sefydlu'r Cynulliad Cenedlaethol.

Roedd dogfennau arbennig hefyd yn rhan o'r arlw y gerddorol. Roedd **Llŷr yn Carnegie** (Rondo Media) yn dilyn y pianydd disgair Llŷr Williams wrth iddo baratoi ar gyfer ei ymddangosiad cyntaf yn Neuadd enwog Carnegie, Efrog Newydd. Dogfen yn cynnwys perfformiadau cerddorol gan y soprano Elin Manahan Thomas i gofnodi daucanmlwyddiant ers marwolaeth y cyfansoddwr Haydn yn 1809 oedd **Papa Haydn** (POP1). Dychwelodd y mezzo-soprano Gymreig Katherine Jenkins i'w hardal enedigol ar gyfer cyngerdd arbennig o Neuadd y Brangwyn yn Abertawe o'r enw **Katherine Jenkins o'r Brangwyn** (Avanti). Recordiwyd cyngerdd ecsgliwsif arall i S4C gyda'r canwr hynod boblogaidd o Bontsenni, Rhydian Roberts, **Cyngerdd Rhydian** yn Venue Cymru Llandudno. Denodd y ddau berfformiad ffigyrâu cyrhaeddiaid uchel iawn. Darlledwyd amrywiaeth pellach o gyngherddau yn rheolaidd trwy'r flwyddyn yn ogystal. Ymhliith cyfresi cerddorol 2009 oedd **Shân Cothi** (Presentable).

#### **FFUGLEN, ADLONIANT AC ADLONIANT FFEITHIOL**

Yn y gwanwyn, ar ôl mawr ddisgwyl, fe ddarledwyd ail gyfres **Teulu** (Boomerang), saga deuluol wedi ei lleoli yn Aberaeron gan Meic Povey a Branwen Cennard. Bydd y drydedd gyfres yn darlledu yn 2010 ac mae pedwaredd gyfres wedi ei chomisiynu eisoes. Darlledwyd y bedwaredd gyfres o **Gaerdydd** (Fiction Factory) a'r ail gyfres o **Y Pris** (Fiction Factory) oedd yn rhoi llais cryf i weledigaeth awdur unigol. Ym mis Ebrill dychwelodd ail gyfres **2 Dŷ a Ni** (Boomerang) yn dilyn hynt a helynt, y dwys a'r doniol ym mywydau aelodau teulu estynedig a'u plant maeth yn y cymoedd. Oherwydd ymateb y gynulleidfa i'r gyfres gyntaf a natur y themâu, cafodd ei darlledu am 21.00 ar nos Wener. Daeth y gyfres ddrama newydd, **Blodau** (Cwmni Da) oedd wedi ei lleoli yn Llandudno i ben ym mis Rhagfyr. Roedd y gyfres yn llawn wynebu ffres a newydd ond ni chafodd yr effaith angenrheidiol a disgwyliedig ar y gynulleidfa na'r amserlen. Parhaodd **Pobol y Cwm** (BBC Cymru) a **Rownd a Rownd** (Rondo Media) yn gonglfeini i'r amserlen ddrama yn 2009.

Cafwyd amrywiaeth yn arlw y drama'r Sianel dros y Nadolig a'r Flwyddyn Newydd. Drama gomedi 90 munud o hyd oedd **Ar y Tracs** (Tidy Productions/Greenbay) a grëwyd gan

Ruth Jones a'i hysgrifennu ar y cyd gan Ruth Jones a Catrin Dafydd. Roedd yn canolbwytio ar fywydau criw trêb sy'n gweithio ar y lein rhwng Abertawe a Llundain. Roedd y defnydd o iaith yn sylfaen i'r sefyllfa wrth i'r Gymraeg a'r Saesneg gydorwedd yn y gweithle gan adlewyrchu lefelau rhuglder a dwyieithrwydd bywyd unigolion. Drama fawr y Nadolig oedd **Ryan a Ronnie** (Boomerang) gan Meic Povey. Roedd yn seiliedig ar ddiwrnod olaf y bartneriaeth adloniant enwog wrth iddynt gynnal perfformiad yng Nghwlwb y Double Diamond.

Dros gyfnod y Pasg fe ddarledwyd y ffilm unigol **Cymru Fach** (Boomerang) gan Wil Garn. Addasiad Wil o'i ddrاما lwyfan i Script Cymru oedd y ffilm ac roedd yn rhan o'r cyllun i roi cyfle i dalent newydd tu ôl ac o flaen y camera.

Roedd yn flwyddyn gyffrous a phrysur ym myd adloniant ysgafn a ffeithiol. Dychwelodd nifer o gyfresi poblogaidd a chyflwynwyd rhai cwbl newydd. Un o lwyddiannau'r flwyddyn yn y maes oedd y gyfres **Bro**. Cafodd cysyniad y rhaglen ei gynnig ar ffurf tendr i gyd-fynd â'r broses o drosglwyddo i ddigidol ac o dan faner **Crwydro Cymru**. Roedd y ddau gyflwynydd poblogaidd Iolo Williams a Shân Cothi yn ymwel ag yn dod i adnabod sawl bro yng Nghymru o ran y bobl a'i thirwedd. Roedd ardaloedd a'u pobl hefyd yn rhan bwysig o'r gyfres **Noson Lawen** (Cwmni Da) a ddychwelodd ar ei newydd wedd.

Cyfres sgwrsio hwylig gyda'r comedïwr Tudur Owen oedd **Tudur Owen o'r Doc** (Boomerang). Yma roedd cyfraniad y gynulleidfa'r un mor bwysig â chyfraniad y ddau westai ar y sofa. Llwyddwyd i ddenu amrywiaeth eang o westeion yn ogystal â chyfraniadau dirybudd gan y gynulleidfa yn Galeri, Caernarfon. Roedd **Bwrw'r Bar** (Avanti) gyda Jonathan Davies yn diddanu cyn gemau rygbi rhwngwladol. Cawsom ymweliadau rheolaidd am ddeufis olaf y flwyddyn at griw tafarn ac un ymweliad arbennig â thŷ gwely a brecwast teulu'r plision Lesley Wynne yn **PC Leslie Wynne - Cyffwrdd â'r Sêr** (Boomerang). Adeiladwyd ar boblogrwydd y rhaglen arddio **Byw Yn Yr Ardd** (Cwmni Da) drwy gael rhagor o raglenni a'u darlledu dros dri chyfnod fyddai yn cyffwrdd â thymhorau'r gwanwyn, haf a'r hydref. Cyfresi a ddaeth i ben yn 2009 oedd **Y Dref Gymreig** (Ffllic), **Cwpwrdd Dillad** (Boomerang) a **Tigh Dudley** (Rondo Media). Roedd yr ymateb i'r cwis **Cwis Meddiant** (Presentable) yn siomedig. Y gobaith oedd oherwydd poblogrwydd rygbi ar ein Sianel y byddai hynny yn trosglwyddo i gwis yn ymwned â'r maes ond ni thaniodd ddychymyg y gwylwyr. Ond yn yr un maes

We had a combination of programmes including congregational singing and performances of a very high standard in **Dechrau Canu Dechrau Canmol**. A new production by the Welsh National Opera of Verdi's masterpiece, **Otello** (Rondo Media), was broadcast in February with the world-famous tenor Dennis O'Neill in the title role. **Cyngerdd Dathlu Karl Jenkins** (Rondo Media) from the Millennium Centre in Cardiff celebrated the 65th birthday of the composer. The evening was also part of the events to mark five years in the history of the Centre and 10 years since the establishment of the National Assembly.

Special documentaries were also part of the musical agenda. **Llŷr yn Carnegie** (Rondo Media) followed the brilliant pianist Llŷr Williams as he prepared for his first appearance in the famous Carnegie Hall in New York. **Papa Haydn** (POP1) was a documentary including musical performances by the soprano Elin Manahan Thomas to mark the bicentenary of the death of the composer Haydn in 1809. The Welsh mezzo-soprano Katherine Jenkins returned to her home area for a special concert from the Brangwyn Hall in Swansea called **Katherine Jenkins o'r Brangwyn** (Avanti). Another exclusive concert **Cyngerdd Rhydian** was recorded for S4C with the highly popular singer from Sennybridge, Rhydian Roberts, in Venue Cymru, Llandudno. The two performances attracted very high reach figures. A further variety of concerts was also broadcast regularly throughout the year. Among the musical series in 2009 was **Shân Cothi**. This was a new series of music and chat with the popular singer Shân Cothi.

#### **FICTION, ENTERTAINMENT AND FACTUAL ENTERTAINMENT**

In the spring, after a long wait, the second series of **Teulu** (Boomerang), the family saga by Meic Povey and Branwen Cennard set in Aberaeron was broadcast. The third series will be broadcast in 2010, and the fourth series has already been commissioned. The fourth series of **Caerdydd** (Fiction Factory) and the second series of **Y Pris** (Fiction Factory) were broadcast, which gave a strong voice to the vision of an individual author. In April the second series of **2 Dŷ a Ni** (Boomerang) returned, following the trials and tribulations and highs and lows of members of an extended family and their adoptive children in the valleys. Due to the audience's response to the first series, and the nature of its themes, it was broadcast at 21.00 on Friday nights. The new drama series, **Blodau** (Cwmni Da), which was set in Llandudno came to an end in December. The series was full of new and fresh faces, but did not have the necessary and expected

impact on the audience or the schedule. **Pobol y Cwm** (BBC Cymru) and **Rownd a Rownd** (Rondo Media) continued as cornerstones of the drama schedule in 2009.

The Channel's drama provision over Christmas and the New Year contained great variety. **Ar y Tracs** (Tidy Productions/Greenbay) was a 90-minute comedy drama created by Ruth Jones and jointly written by Ruth Jones and Catrin Dafydd. It focussed on the lives of a train crew working on the Swansea to London line. The use of language was fundamental to the situation as Welsh and English were used together in the workplace, reflecting the different levels of fluency and bilingualism in the lives of individuals. The major drama for Christmas was **Ryan a Ronnie** (Boomerang) by Meic Povey. It was based on the final day of the famous entertainment partnership of Ryan Davies and Ronnie Williams as they gave a performance in the Double Diamond Club.

Over the Easter period, the film **Cymru Fach** (Boomerang) by Wil Garn was broadcast. The film was Wil's adaptation of his stage play for Script Cymru as part of a scheme to give opportunities to new talent behind and in front of the camera.

It was an exciting and busy year in the world of light and factual entertainment. A number of popular series returned, and some completely new ones were introduced. One of the successes in the field was the series **Bro**. The concept for this programme was proposed in a tender as part of the switch to digital under the branding of **Crwydro Cymru**. The two popular presenters, Iolo Williams and Shân Cothi, visited and got to know a number of areas in Wales, looking at both the people and the landscape. Areas and their people were also an important part of the **Noson Lawen** (Cwmni Da) series which returned in its new format.

**Tudur Owen o'r Doc** (Boomerang) was a light-hearted chat show with the comedian Tudur Owen. In this programme, audience participation was as important as that of the two guests on the sofa. It succeeded in attracting a wide range of guests as well as spontaneous contributions from the audience in Galeri, Caernarfon. **Bwrw'r Bar** (Avanti), with Jonathan Davies, provided entertainment before international rugby games. We had regular visits for the last two months of the year to the pub team, and a special visit to the policeman Lesley Wynne's bed and breakfast in **PC Leslie Wynne - Cyffwrdd â'r Sêr** (Boomerang). We built on the popularity of the gardening programme **Byw Yn Yr Ardd** (Cwmni Da) by having more programmes which were broadcast over three periods which

roedd symlyrwydd rheolau, cystadleuwyr o bob cwr a phob galwedigaeth yn ceisio ennill gwobr ariannol a gwyliau yn ein cwis **o ond1** (Boomerang) yn fwy apelgar i'r gynulleidfa. Darlledwyd cyfres arall o **Mastermind Plant Cymru** (BBC Cymru) a rhifyn arbennig gyda phobl enwog o **Mastermind** (BBC Cymru) dros y Nadolig. Oherwydd gostyngiad yn ffifyrau gwylio'r rhaglen **Bandit** (Boomerang) penderfynwyd cadw'r brand yma ar gyfer perfformiadau a digwyddiadau arbennig fyddai'n adlewyrchu'r sîn roc Gymraeg a darlledwyd cyfres newydd sbon **Gofod** (Boomerang) yn yr Hydref ar gyfer pobl ifanc sydd yn rhoi sylw i bob mathau o straeon a cherddoriaeth.

Cyfres newydd sbon gafodd gryn sylw cyn ei darllediad cyntaf oedd **Fferm Ffactor** (Cwmni Da). Roedd deg o ffermwyr, yn ddynion a merched o bob rhan o Gymru, yn cystadlu ac yn wynebu sawl her am deitl ffermwyr gorau **Fferm Ffactor**. Mae'r gyfres yma wedi bod yn destun trafod ar sawl llwyfan ac mae ail gyfres ar y gweill. Cyfres unigryw ac a welodd gymuned gyfan yn tynnau gyda'i gilydd oedd **Seren Bethlehem** (Boomerang). Roedd y gyfres yn dilyn pobl ardal, Bethlehem, Llandeilo a Llangadog yn derbyn her gan y cyflwynnydd lleol Heledd Cynwal i greu sioe Nadolig aidd i gael ei darlledu ar S4C Noswyl y Nadolig. Fe fu noson y perfformiad yn un llwyddiannus iawn yn yr ardal gyda 600 yn ymgynnull yn y sied yn Llandeilo i wylio'r sioe.

Cyflwynwyd **Awr Aur** i'r amserlen ym mis Medi. Rhwng 18.00 a 19.00 roedd cyfle i bobl wylio rhagleni o'r archif megis **Y Brodyr Bach, Shotolau, Hel Straeon a Gwyn a'i Fyd**.

#### [GWEFAN S4C.CO.UK](#) [A GWASANAETH CLIC](#)

Yn ystod 2009, cynyddodd ffifyrau defnydd gwefan S4C bob mis o fis Ionawr tan fis Rhagfyr. Clic a **Cyw** oedd y cychfaennau mwyaf poblogaidd ar wahân i hafan S4C ei hun.

Ymunodd dros 30 o wefannau rhagleni newydd â theulu gwefannau S4C yn ystod 2009. Daeth gwefan arloesol **Cei Bach** ar **Cyw** â thechnoleg 3-D i'r wefan am y tro cyntaf, a bu cynydd sylweddol yn ffifyrau defnydd gwefan **Cyw** rhwng mis Hydref a mis Rhagfyr. Enillodd gwefanaeth ar-lein **Cyw** Wobr Kieran Hegarty am Ryngweithio yng Ngŵyl Cyfryngau Celtaidd 2009.

Lansiwyd gwefan newydd i ddysgwyr ym mis Ionawr 2009. Cafodd hon ei hyrwyddo mewn cyfres o nosweithiau dysgwyr o gwmpas Cymru oedd yn tynnau sylw at gyfresi a gwefanaethau'r wefan ar y cyd.

Bu S4C yn bresennol yn holl brif ddigwyddiadau diwylliannol ac amaethyddol Cymru drwy gydol y flwyddyn. Adlewyrchwyd ein presenoldeb ar-lein, gyda ffrwd darlledu byw o Eisteddfod yr Urdd, y Sioe, yr Eisteddfod Genedlaethol ac Eisteddfod Ryngwladol Llangollen. Roedd gwefan ymbarél **Crwydro Cymru** yn gartref i newyddion, fideos ychwanegol a chanlyniadau o ystod eang o sioeau a lleoliadau ar gyfer cyfresi **Digwyddiadau 09, Bro** ac eraill.

Tyfodd y ddarpariaeth chwaraeon ar-lein hefyd, gyda hawliau gwelife a dangosiadau ar Clic ar gyfer cyngahrir Magners, Cwpan Heineken a Chwpan LV, yn ogystal â gemau cyngahrir Principality.

#### [DYSGWYR](#)

O ddechrau'r flwyddyn cafwyd gwasanaeth cynhwysfawr ar-lein i ddysgwyr Cymraeg ar wefan S4C. Mae dysguars4c.co.uk dan ofal yr arbenigwyr dysgu Cymraeg, Acen. Y mae'r gwasanaeth dwyieithog yn gymwys ar gyfer dysgwyr o bob lefel, gan gynnig gwybodaeth a chymorth ychwanegol sy'n atgyfnerthu ein gwasanaeth rhagleni. Mae'r wefan yn rhoi sylw arbennig i dair rhaglen newydd yr wythnos drwy'r flwyddyn. Ymyst y rhagleni dewiswyd er mwyn cynnig y gwasanaeth ychwanegol hwn yn 2009 oedd **Caerdydd, Byw yn yr Ardd, Y Dref Gymreig a Golffio**.

Cynhalwyd cyfres o seminarau ryngweithiol dwy awr o hyd i ddysgwyr y Gymraeg ledled Cymru er mwyn cyflwyno gwasanaethau ac adnoddau ar-lein pwrrpasol S4C iddynt. Cafodd y cyfarfodydd eu cynnal yn Aberaeron, Llanrwst, Y Drenewydd, Cwmbrân a Llandudno. Roedd nifer helaeth o ddysgwyr yn bresennol yn y sesiynau ymarferol hyn.

covered the spring, summer and autumn seasons. Series which came to an end in 2009 were **Y Dref Gymreig** (Ffllic), **Cwpwrdd Dillad** (Boomerang) and **Tigh Dudley** (Rondo Media). The response to the quiz, **Cwis Meddiant** (Presentable), was disappointing. It was hoped that the popularity of rugby on our Channel could have been transferred to a rugby-related quiz, but it did not fire the imagination of the viewers. In the same field, however, with the simplicity of its rules and its competitors from all areas and all occupations vying for holidays and financial prizes, our quiz **o ond1** (Boomerang) had greater audience appeal. Another series of **Mastermind Plant Cymru** (BBC Cymru) was broadcast, and a special celebrity edition of **Mastermind** was shown over Christmas. Because of the fall in the viewing figures for **Bandit** (Boomerang), it was decided to keep this brand for special performances and events which would reflect the Welsh language rock scene, and a brand-new series of **Gofod** (Boomerang) was broadcast in the autumn for young people covering all sorts of stories and music.

A brand-new series which received considerable attention before its first broadcast was **Fferm Ffactor** (Cwmni Da). Ten farmers competed, both men and women in all parts of Wales, and faced a number of challenges for the title of **Fferm Ffactor**'s best farmer. This series has been the subject of discussion on a number of platforms, and a second series is in hand. **Seren Bethlehem** (Boomerang) was a unique series which saw a whole community pulling together. The series followed the residents of Bethlehem, Llandeilo and Llangadog who accepted a challenge from local presenter Heledd Cynwal to create a Christmas show to be broadcast on S4C on Christmas Eve. The evening of the performance was very successful in the area with 600 gathering together in the shed in Llandeilo to watch the show.

**Awr Aur** was introduced to the schedule in September. Between 18.00 and 19.00 there was an opportunity to watch programmes from the archives, such as **Y Brodyr Bach, Shotolau, Hel Straeon** and **Gwyn a'i Fyd**.

#### [S4C.CO.UK WEBSITE, AND THE CLIC SERVICE](#)

During 2009, the usage figures for the S4C website increased every month from January to December. Clic and **Cyw** were the most popular destinations apart from the S4C homepage.

Over 30 new programme websites joined the S4C website family during 2009. The pioneering website **Cei Bach** on **Cyw** brought 3-D technology to the website for the first

time, and there was a substantial increase in the usage figures for the **Cyw** website between October and December. The **Cyw** online service won the Kieran Hegarty Prize for Interactivity in the Celtic Media Festival 2009.

A new website for learners was launched in January 2009. This was promoted in a series of learners' evenings around Wales, which drew attention to both the programmes and the website services.

S4C had a presence in all of the main cultural and agricultural events in Wales throughout the year. Our presence was reflected online, with a live broadcast stream from the Urdd Eisteddfod, the Royal Welsh, the National Eisteddfod and the Llangollen International Eisteddfod. The umbrella website, **Crwydro Cymru**, is a hub for news, additional videos, and results from a wide range of shows and locations for series such as **Digwyddiadau 09**, and **Bro**.

The online sports provision has grown as well, with web streaming rights and appearances on Clic for the Magners League, the Heineken Cup and the LV Cup, as well as the Principality league games.

#### [LEARNERS](#)

From the beginning of the year there has been a comprehensive online service for Welsh learners on the S4C website. dysguars4c.co.uk is managed by the Welsh for adults experts, Acen. The bilingual service is appropriate for learners at every level, offering information and additional support which reinforces our programme services. The website draws particular attention to three new programmes a week throughout the year. Amongst the programmes which were chosen in order to offer this additional service in 2009 were **Caerdydd, Byw yn yr Ardd, Y Dref Gymreig** and **Golffio**.

A series of two hour interactive seminars was held for Welsh learners across Wales in order to introduce them to the bespoke services and online resources of S4C. The meetings were held in Aberaeron, Llanrwst, Newtown, Cwmbrân and Llandudno. A substantial number of learners attended these practical sessions.

# GWASANAETHAU YCHWANEGOL

## GWASANAETHAU MYNEDIAD

Ochr yn ochr â'r gwasanaeth rhaglenni, mae gwasanaethau ychwanegol ar gael sy'n ymestyn apêl y rhaglenni ac maent yn adnodd defnyddiol i wylwyr sydd ag anghenion penodol. Mae'r gwasanaeth digidol yn cynnig rhagor o gyfleoedd ar gyfer gwasanaethau ychwanegol na'r hyn oedd yn bosibl ar analog. Mae'r gwasanaethau hyn wedi'u teilwra yn bennaf ar gyfer pobl ddall, byddar a thrwm eu clyw, siaradwyr Cymraeg, rhai nad ydnt yn siarad Cymraeg a dysgwyr y Gymraeg ac i wylwyr eraill ar adegau. Mae'r gwasanaeth yn cynnwys isdeitlau Cymraeg a Saesneg, traciau sain ddisgrifio, rhaglenni wedi'u harwyddo, gwasanaethau ychwanegol i ddysgwyr y Gymraeg a chymorth i gyd-fynd â rhaglenni.

## ISDEITLAU

Ehangwyd y gwasanaeth isdeitlo Saesneg yn ystod y flwyddyn, gyda 90.6% o'r oriau Cymraeg ar S4C digidol wedi'u hisdeitlo, yn erbyn targed Ofcom o 75%. Roedd rhai yn isdeitlau agored (BIST), yn bennaf ar ailddarlediadau naratif o raglenni megis y cyfresi drama **Teulu, Blodau**, ac omnibws **Pobol y Cwm**. Ar y gwasanaeth analog, isdeitlwyd 2299 awr o raglenni Cymraeg, i gymharu â 1852 awr yn 2008.

Sicrhawyd bod isdeitlau ar gyfer pobl fyddar a thrwm eu clyw a baratowyd ar gyfer rhaglenni Channel 4 ar gael pan fyddai'r rhaglenni hyn yn cael eu darlledu ar S4C. Hefyd, paratowyd deg awr yr wythnos o isdeitlau Cymraeg ar gyfer pobl fyddar a thrwm eu clyw sy'n siarad Cymraeg neu sy'n dysgu'r Gymraeg, gan gyrraedd y targed o 530 awr mewn blwyddyn. Roedd yr isdeitlau Cymraeg a Saesneg hefyd ar gael ar Clic, y gwasanaeth ar-alw ar wefan S4C s4c.co.uk

## SAIN DDISGRIFIO

Mae Sain Ddisgrifio ar gael i bobl ddall a rhannol ddall ar S4C digidol. Mae'n cynnwys sylwebaeth lafar sy'n llenwi'r bylchau yn y rhaglen gyda disgrifiadau ychwanegol sy'n gwella mwynhad y gwylwyr. Darparwyd Sain Ddisgrifio ar 11.96% o wasanaeth S4C digidol, yn erbyn Targed Ofcom o 10%.

## ARWYDDO

Darlledwyd rhai rhaglenni gyda Gwasanaeth Iaith Arwyddo mewn BSL (Iaith Arwyddo Prydain), gyda'r dehonglydd yn ymddangos ar ochr dde'r sgrîn i wylwyr byddar. Dangoswyd y rhaglenni hyn yn bennaf ar ddydd Sadwrn ar S4C digidol, gyda ffigwr o 4.19% am y flwyddyn yn erbyn targed Ofcom o 4%.

## GWASANAETH SBECTEL

O ganlyniad i gyfngiadau ar y platform daearol digidol, ac er mwyn adlewyrchu'r defnydd cynyddol a wneir o'r we, daeth Sbectel, y gwasanaeth gwybodaeth teletestun, i ben ar S4C digidol ar 09.09.2009. Parhaodd Sbectel ar wasanaeth analog S4C hyd at ddiwedd mis Rhagfyr 2009.

## GWASANAETH I DDYSGWYR Y GYMRAEG

Cafwyd datblygiadau cyffrous yn y gwasanaeth i Ddysgwyr y Gymraeg ar s4c.co.uk/dysgwyr ers dechrau'r flwyddyn, gan roi pwyslais penodol ar dair rhaglen newydd bob wythnos. Roedd y rhaglenni y canolbwytiedig arnynt yn cynnwys **Teulu, Byw yn yr Ardd, Y Dref Gymreig a Golffio**. Strwythurwyd y gwasanaeth ar gyfer lefelau gwahanol o gyrhaeddiad ac mae deunydd addas ar gael i bob lefel, gan gynnwys gwybodaeth gefndirol, clip a script, sioeau sleidiau a gemau.

Hefyd, cynhaliwyd sawl cyfarfod gyda dysgwyr y Gymraeg i hyrwyddo'r gwasanaeth, mewn amryw leoliadau, gan gynnwys Glan y Fferi, Bangor, y Drenewydd, Cwmbrân a Llanrwst.

## GWASANAETH CYMORTH RHAGLENNI

Roedd gwasanaeth cymorth rhaglenni ar gael ar wefan S4C. Roedd y tudalennau cymorth ar y we yn cynnwys deunydd defnyddiol a pherthnasol ar amrywiaeth o bynciau a oedd yn gysylltiedig â'r gwasanaeth rhaglenni. Hefyd, ar rai achlysuron, cynigwyd llinellau cymorth ar y ffôn, a gwasanaeth deialu a gwrando. Yn ystod y flwyddyn, roedd y pynciau a ystyriwyd yn cynnwys canser, bwlio, profedigaeth ac iselder. Darparwyd y gwasanaeth gan Gwmni Pawb ar s4c.co.uk/cymorth

# ADDITIONAL SERVICES

## ACCESS SERVICES

Alongside the programme service, additional services are made available which extend the appeal of the programmes and serve as a useful resource for viewers with specific requirements. The digital service provides more opportunities for additional services than was possible on analogue. These services are mainly designed for use by people who are blind, deaf and hard of hearing, Welsh speaking, non-Welsh speaking or Welsh learners and at times other viewers. The service includes English and Welsh subtitles, audio description tracks, BSL signed programmes, additional services for Welsh learners and programme support.

## SUBTITLES

The English subtitling service was expanded during the year with 90.6% of Welsh hours on S4C digidol subtitled against an Ofcom target of 75%. Some were open subtitles (BIST or Burnt-In) mainly on narrative repeats of programmes such as the drama series **Teulu, Blodau**, and the **Pobol y Cwm** omnibus. On the analogue service 2299 Welsh language hours were subtitled compared to 1852 hours in 2008.

Subtitles for the hard of hearing prepared for Channel 4 programmes were made available when these programmes were broadcast on S4C. Ten hours per week of Welsh language subtitles were also prepared for Welsh speaking deaf and hard of hearing people and Welsh language learners, reaching the target of 530 hours for the year. English and Welsh subtitles were also made available on Clic, the on demand service on the S4C website s4c.co.uk

## AUDIO DESCRIPTION

Audio Description was made available for blind and partially sighted people on S4C digidol. Audio description consists of a verbal commentary that provides additional descriptions enhancing the viewers' enjoyment. Audio Description was provided on 11.96% of the S4C digidol service against an Ofcom Target of 10%.

## SIGNING

Some programmes were transmitted with a Sign Language Service in BSL (British Sign Language) with the interpreter appearing on the right-hand side of the screen for deaf viewers. These programmes were mainly shown on Saturdays on S4C digidol, with a figure of 4.19% for the year against an Ofcom target of 4%.

## SBECTEL SERVICE

As a result of constraints on the capacity on the digital terrestrial platform, and to reflect the increased use of the web, Sbectel, the teletext information service, ceased on S4C digidol on 09.09.2009. Sbectel on S4C's analogue service continued until the end of December 2009.

## WELSH LEARNERS' SERVICE

There were exciting developments to the Welsh Learners' service on s4c.co.uk/learners from the beginning of the year, with particular emphasis given to three new programmes every week. Amongst the programmes featured were **Teulu, Byw yn yr Ardd, Y Dref Gymreig** and **Golffio**. The service was structured for different levels of attainment with suitable material available for all levels including background information, clip and script, slide shows and games.

Several meetings were also held with Welsh learners around Wales to promote the service and amongst the locations visited were Ferryside, Bangor, Newtown, Cwmbran and Llanrwst.

## PROGRAMME SUPPORT SERVICE

The programme support service was made available on the S4C website. The web support pages included useful and relevant material on a variety of subjects which were linked to the programme service. Additionally, on some occasions support lines were offered on the telephone and a dial and listen service. During the year the subjects featured included cancer, bullying, bereavement and depression. The service was provided by Cwmni Pawb on s4c.co.uk/cymorth

# CYFATHREBU

Yn 2009, Trosglwyddo i Ddigidol oedd yr ymgyrch allweddol i S4C o ran Cyfathrebu. Cynlluniwyd yr ymgyrch i sicrhau bod y gynulleidfa graidd yn aros gyda ni drwy gyfnod a fyddai'n golygu bod S4C yn y pen draw yn sianel ddigidol uniaith Gymraeg.

Yn dilyn proses gaffael a thendro sefydledig S4C, dyfarnwyd y contract i JM Creative a Working Word Public Relations, ynghyd â chwmni rheoli digwyddiadau Cazbah, i ddatblygu ymgyrch amlgyfrwng yn seiliedig yn y gymuned. Dyluniwyd thema syrcas 'Ymlaen â'r Sioe' i hysbysu gwylwyr ac i atgyfnerthu'r neges nad yw deall y newid i ddigidol ac ail-diwnio mor anodd â hynny, o gymharu â dysgu sgiliau syrcas newydd.

Ymddangosodd rhai o gyflwynwyr mwyaf adnabyddus S4C ar y sgrîn ac mewn sioeau teithiol a digwyddiadau ar y stryd i hyrwyddo'r ymgyrch a dosbarthu taflenni, gwybodaeth a chyngor. Amserwyd y digwyddiadau hyn i gyd-fynd ag amserlen y trosglwyddo mewn gwahanol rannau o Gymru, ac ategwyd hyn gan fenter eang yn y wasg.

Llwyddodd yr ymgyrch i gipio'r wobr arian yng Ngwobrau Promax 2009, digwyddiad marchnata a hyrwyddo teledu mwyaf blaenllaw y DU.

Bu Gwifren Gwylwyr S4C (0870 600 4141), llinell gymorth y Sianel, yn chwarae'r ôl allweddol o ran cynnal y cyswllt rhwng S4C a'r gwylwyr yn ystod y cyfnod pwysig hwn. Derbyniodd staff Gwifren, gyda chymorth tîm Cyfathrebu S4C, fwy na 5,000 o alwadau oddi wrth wylwyr a oedd yn hol'n benodol am gymorth a chyngor ynghylch ail-diwnio. Yn ystod 2009, derbyniodd y wifren 10,415 o ymholaethau ynghylch rhagleni a'r gwasanaeth, a hynny drwy alwadau ffôn, e-bost, post a ffacs.

Yn rhan o'i raglen atebolrwydd cyhoeddus, cynhaliodd Awdurdod S4C dri chyfarfod cyhoeddus mewn ardaloedd trosglwyddo allweddol i fesur ymateb gwylwyr i'r newid o analog i ddigidol ac i roi'r cyfle i wylwyr i fynegi barn ar raglenni a gwasanaethau.

Lleolwyd yr Ymgyrch Trosglwyddo i Ddigidol yn bennaf yn y cymunedau y byddai'r newidiadau'n effeithio arnynt, ac roedd gan nifer o raglenni a chyfresi yn 2009 gysylltiad cryf ag ardaloedd lleol.

Datblygwyd brand **Crwydro Cymru** i adlewyrchu diwylliant, tirwedd a phobl Cymru a bu cyfresi newydd megis **Bro**, **Cofio** a **Digwyddiadau 09** yn boblogaidd dros ben. Bu S4C yn bresennol mewn sawl digwyddiad lleol, ac fel arfer roedd ganddi bresenoldeb sylweddol mewn digwyddiadau cenedlaethol megis yr Eisteddfod Genedlaethol, Eisteddfod yr Urdd a Sioe Frenhinol Cymru.

Drwy gydweithio â phartneriaid allanol, llwyddodd S4C i fynd â rhai o'n gweithgareddau marchnata i blant ar daith. Bu'r Sianel yn cydweithio â Bwrdd yr Iaith Gymraeg a Mudiad Ysgolion Meithrin ar sioeau ar gyfer plant meithrin a chynradd. Mewn ymwelliadau eraill ag ysgolion, hyrwyddwyd **Stwffio**, cyfres goginio i bobl ifanc, **Garej**, cyfres ynglŷn â theclynnau a moduro, a **Sgorio**, rhaglen bêl-droed wythnosol S4C. Uchafbwynt y flwyddyn oedd taith theatr Nadolig **Cyw**. Daeth cyfanswm o bron i 20,000 o blant a phobl ifanc i'r amryw ddigwyddiadau hyn.

# COMMUNICATIONS

In 2009 the key Communications campaign for S4C was Digital Switchover. The campaign was planned to ensure that the core audience remained with us throughout a period which would eventually see S4C become an entirely Welsh language digital channel.

Following S4C's well established procurement and tendering process, JM Creative and Working Word Public Relations together with events management company Cazbah were awarded the contract to develop a multimedia and community based campaign. A circus theme 'On with the Show' was designed to inform viewers and to reinforce the message that compared to learning new circus skills, understanding the change to digital and retuning was not all that difficult.

Some of S4C's most well-known presenters appeared on screen and in roadshows and street events, promoting the campaign and handing out leaflets, information and advice. These events were timed to coincide with the switchover timetable in different parts of Wales throughout the year, and were backed up with a wide ranging press initiative.

The campaign won a silver award at the 2009 Promax Awards, the UK's premier marketing and television promotion event.

S4C's Viewers' Hotline, (0870 600 4141) played a key role in maintaining the link between S4C and viewers during this crucial period. Hotline staff, backed up by S4C's Communications team dealt with more than 5,000 calls from viewers asking specifically for help and advice with retuning. During 2009, the Hotline dealt with 10,415 programme and service related queries by phone, e-mail, post and fax messages.

As part of its public accountability programme, the S4C Authority held three public meetings in key switchover areas to gauge viewers' response and reaction to the change from analogue to digital and to provide viewers with the opportunity to comment on programmes and services.

The Digital Switchover Campaign was based in the communities affected by the changes, and many programmes and series during 2009 had strong links with local areas.

The **Crwydro Cymru** brand was developed to reflect and promote Wales' culture, landscape and its people and new series such as **Bro**, **Cofio** and **Digwyddiadau 09** proved to be extremely popular. S4C was present at several local events, and as usual had a significant presence at national events such as the National Eisteddfod, the Urdd Eisteddfod and the Royal Welsh Show.

Working with external partners enabled S4C to take some of our marketing activities for children and young people on the road. The Channel worked with the Welsh Language Board and Mudiad Ysgolion Meithrin on shows for pre-school and primary school children. Other visits to schools promoted **Stwffio** a cookery series for young people, **Garej** a series featuring gadgets and motoring, and **Sgorio**, S4C's weekly football show. The highlight of the year was the **Cyw** Christmas theatre tour. Overall, almost 20,000 children and young people attended these various events.

Rhoddodd ein strategaeth gymunedol gyfle i hyrwyddo gwasanaethau S4C i ddysgwyr y Gymraeg. Cynhaliwyd nosweithiau i ddysgwyr mewn pentrefi a threfi ledled Cymru, a'r nod oedd hyrwyddo cyfresi a rhaglenni penodol a thynnau sylw at wasanaeth ar-lein helaeth S4C a ddarperir gan Acen, ar [s4c.co.uk/dysgwyr](http://s4c.co.uk/dysgwyr)

Roedd ymgyrchoedd eraill yn fwy penodol, ac yn canolbwytio ar raglenni unigol megis **Cân i Gymru a Rhydian** a chyfresi megis **Fferm Ffactor a Seren Bethlehem**, ill dwy â'u gwreiddiau yn ddwfn yn eu cymunedau, gan gynnig cyfleoedd i gynnal gweithgareddau marchnata wedi'u hanelu at sicrhau'r effaith fwyaf posibl ar gynulleidfa oedd.

Cafwyd ymgysylltiad helaeth â gwasanaeth y wasg a'r cyfryngau yn 2009, gan ddarparu datganiadau ac erthyglau i'r wasg, gwybodaeth ar gyfer amserlenni a chanllawiau rhaglenni electronig, a chynnal digwyddiadau i'r wasg yng ngogledd a de Cymru er mwyn lansio ein hamserlenni ar gyfer yr Hydref a'r Nadolig. Dosbarthwyr Sgrîn, cylchgrawn chwarterol S4C i fwy na 37,000 o gartrefi, ac am y tro cyntaf erioed paratowyd fersiwn clywedol o Sgrîn, a oedd ar gael i bobl ddall a rhannol ddall drwy Gymdeithas y Deillion Gogledd Cymru. Gellir gwrandio arno ar-lein yma: [s4c.co.uk/sgrin](http://s4c.co.uk/sgrin)

Bu gwasanaethau ar-lein S4C yn parhau i ddarparu gwasanaeth cynhwysfawr gyda mwy byth o bwyslais ar ddefnyddio safleoedd cyfryngau cymdeithasol i dargedu cynulleidfa oedd penodol. Ym maes y cyfryngau newydd, mae S4C yn aelod o Rwydwaith Llythrennedd yn y Cyfryngau Cymru a nod y gwaith yn ystod 2009 oedd gwella cynhwysiant, llythrennedd y cyfryngau digidol a sgiliau byw digidol. Rydym wedi cynnal cyfres o sesiynau rhyngweithiol i ddysgwyr ledled Cymru; lluniwyd gwefannau sy'n gysylltiedig â gwasanaethau plant a phobl ifanc a oedd yn cynnwys lawrlwythiadau, gwybodaeth a gemau a gwnaed ymchwil i ganfod anghenion penodol y bobl anabl sy'n defnyddio gwasanaethau mynediad ac ar-lein S4C.

Our community strategy provided an opportunity to promote S4C's services for Welsh learners. Learners' evenings were held in villages and towns throughout Wales, with the aim of promoting specific series and programmes and drawing attention to S4C's extensive online service for learners provided by Acen, at [s4c.co.uk/dysgwyr](http://s4c.co.uk/dysgwyr)

Other more specific campaigns were centred on individual programmes such as **Cân i Gymru** and **Rhydian** and series such as **Fferm Ffactor** and **Seren Bethlehem**, both of which were firmly rooted in their communities and offered opportunities for marketing activities aimed at ensuring the highest possible impact with audiences.

Engagement with the press and media service was extensive in 2009, providing press releases and articles, information for listings and electronic programme guides, and holding press launches in north and south Wales for our Autumn and Christmas schedules. Sgrîn, S4C's quarterly magazine, was distributed to over 37,000 households and for the first time ever an audio version of Sgrîn was prepared and made available to blind and partially sighted people through the NWSB (North Wales Society for the Blind). It can also be heard online at: [s4c.co.uk/sgrin](http://s4c.co.uk/sgrin)

S4C's online services continued to provide a comprehensive service with ever more emphasis on the use of social media sites to target specific audiences. In the field of new media, S4C is a member of the Wales Media Literacy Network and work during 2009 was aimed at improving inclusion, digital media literacy and enhancing digital life skills. We have held a series of interactive sessions for learners across Wales; created websites associated with children and young people's services which include downloads, information and games and conducted research to identify specific needs of disabled users of S4C's access and online services.

# HYFFORDDIANT A DATBLYGU

Mae sgiliau lefel uchel yn hanfodol er mwyn cyflawni Strategaeth Cynnwys S4C. Mae S4C yn chwarae'r rôl bwysig wrth hyrwyddo datblygu sgiliau, ac mae hyfforddiant a datblygu yn flaenoriaeth strategol i S4C yn ychwanegol at ofynion Deddf Cyfathrebiadau 2003.

Mae S4C yn cydweithio'n agos â Skillset, y cnygor sgiliau sector ar gyfer y diwydiant clyweledol, ac mae Prif Weithredwr S4C yn Gyfarwyddwr Skillset. Cyfrannodd S4C at waith Skillset yn 2009 drwy fod yn aelodau o Banel Skillset Cymru a'r Cyngor Sgiliau Teledu. Mae'r Prif Weithredwr hefyd yn un o Lywodraethwyr yr Ysgol Ffilm a Theledu Genedlaethol (NFTS).

Mae Fframwaith Hyfforddiant Skillset Cymru yn sicrhau bod y diwydiant yng Nghymru yn cydweithio gan ddefnyddio dull mwy strategol o ddatblygu sgiliau. Parhaodd S4C â'i pholisi ei bod yn ofynnol i bob cwmni cynhyrchu gyflwyno cynllun hyfforddiant yn amod o ddyfarnu comisiwn.

## **HYFFORDDIANT A DATBLYGU SGILIAU YN S4C**

Mae Bwrdd Cyfarwyddwyr S4C yn cymryd cyfrifoldeb uniongyrchol am adnabod blaenoriaethau hyfforddiant a datblygu ar gyfer staff, gan sicrhau eu bod yn cyd-fynd ag amcanion busnes S4C ac asesu effaith yr hyfforddiant a ddarperir ar effeithlonrwydd busnes.

Daeth y fframwaith newydd ar gyfer datblygu staff yn S4C yn weithredol yn 2009. Mae'r broses yn sicrhau bod gan aelodau staff well dealltwriaeth o'r sgiliau sy'n ofynnol ar gyfer pob swydd o fewn S4C ac y caiff cyfleoedd eu nodi er mwyn datblygu'r sgiliau hynny ac adeiladu arnynt.

Adnewyddwyd Polisi Hyfforddiant a Datblygu S4C yn 2009, gan sicrhau y caiff penderfyniadau ynglŷn â hyfforddiant a datblygu eu gwneud yn deg a chyson ac y rhoddir cyfle cyfartal i'r holl staff.

Darparwyd amrywiaeth eang o seminarau a hyfforddiant mewnol ac allanol i

gyflogion yn ystod y flwyddyn. Roedd y ddarpariaeth yn ymestyn ar draws pedwar prif faes blaenorïaeth; rheoli ac arwain, sgiliau masnachol ac entrepreneuriaeth, cyfathrebu a chyfryngau newydd, gan gynnwys cyrsiau i ddysgu neu wella sgiliau yn y Gymraeg. Hefyd, bu staff yn mynchu cyrsiau galwedigaethol ym meysydd cylid, y gyfraith, cysylltiadau cyhoeddus ac adnoddau dynol.

Unwaith yn rhagor, bu S4C yn cymryd rhan yn y Diwrnod Sgiliau Cenedlaethol, gan gynnig gweithdai i hyrwyddo sgiliau newydd i staff. Defnyddiwyd dulliau amrywiol hefyd, megis dysgu cyfunol (gan gynnwys pecynnau, mentora a hyfforddiant wedi'u teilwra) a thechnolegau'r rhyngrwyd, er mwyn cynnig hyfforddiant a datblygu sy'n addas ac sydd o'r ansawdd uchaf i staff. Bu S4C yn ymwneud â'r elusen Celfyddydau a Busnes ers dros 10 mlynedd ac yn ystod 2009, bu pedwar aelod arall o staff yn ymwneud â Rhagleni Datblygiad Proffesiynol amrywiol, gan gynnig cnygor ac arweiniad i sefydliadau celfyddydol.

Mae S4C yn rhan o femorandwm o ddealltwriaeth gydag Ofcom, Skillset, Pact, TAC a darlledwyr eraill sy'n amlinellu fframwaith cydroleiddiol i fonitro gweithgarwch hyfforddi. Cyflwynir data yn flynyddol i'r Rheoleiddiwr Sgiliau a Hyfforddiant Darlledu (BTSR).

Yn 2008, cynhaliodd BTSR archwiliad o drefniadau hyfforddiant a datblygu S4C ac roedd yr ymateb yn ganmoliaethus, gan gydnabod y gwaith a'r cynnydd a wnaed o ran cydlynwyr gweithgarwch i gyd-fynd â'r anghenion busnes. Mewn adroddiad ar ran BTSR, daeth PriceWaterhouseCoopers i'r casgliad bod "gan S4C ddarpariaeth gadarn o ran hyfforddiant a datblygu, sy'n cael ei chryfhau gan waith parhaus i wella'r ddarpariaeth". Yn y cyd-destun hwn, penderfynodd S4C yn erbyn cadw achrediad Buddsoddwyr Mewn Pobl pan ddaeth yn gyfnod ailasesu ym mis Mehefin 2009.

# TRAINING & DEVELOPMENT

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

S4C works closely with Skillset, 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 2009 as members of the Skillset Cymru Panel and the TV Skills Council. The Chief Executive is also a Governor of the National Film and Television School (NFTS).

The Skillset Cymru Training Framework ensures that the industry in Wales works together with a more strategic approach to skills development. S4C continued with its policy of requiring all production companies to present a training plan as a condition of awarding a commission.

## **TRAINING AND DEVELOPING SKILLS AT S4C**

The S4C Board of Directors takes direct responsibility for identifying training and development priorities for staff, linking them to S4C's business objectives and assessing the impact of training provision on business efficiency.

The new framework for staff development at S4C became operational in 2009. The process ensures that staff members have a better understanding of the required skills attached to each post within S4C and that opportunities are identified for developing and building on those skills.

The S4C Training and Development Policy was renewed in 2009, ensuring that decisions relating to training and development are made fairly and consistently and equality of opportunity is provided for all staff.

A broad range of seminars and internal and external training provision was made available to employees during the year. The provision

extended across four main priority areas; management and leadership, commercial and entrepreneurial skills, communications and new media and included courses to learn or improve Welsh. Staff also attended vocational courses in the fields of finance, legal, public relations and human resources.

S4C again participated in the National Skills Day offering workshops promoting new skills to staff. Diverse ways such as blended learning (including tailored packages, mentoring and coaching) and internet technologies were also used so as to offer the best quality and appropriate delivery of training and development to staff. S4C has been engaged with the charity Arts and Business for over ten years and during 2009 a further four members of staff were involved with various Professional Development Programmes offering advice and guidance to arts organisations.

S4C is party to the memorandum of understanding with Ofcom, Skillset, Pact, TAC and other broadcasters outlining a co-regulatory framework for monitoring training activity. Data is submitted on an annual basis to the Broadcasting Training and Skills Regulator (BTSR).

In 2008 BTSR conducted an audit of S4C's training and development arrangements and the response was complimentary, recognising the work and progress made in co-ordinating the activities to business needs. A report by PriceWaterhouseCoopers on behalf of BTSR concluded that "S4C has a strong training and development offering supported by continuous work to enhance provision". In this context S4C decided against maintaining the Investors in People accreditation when the assessment became due in June 2009.

**YSGOLORIAETHAU S4C**

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

Bu S4C yn cydweithio â Choleg Brenhinol Cerdd a Drama Cymru ers nifer o flynyddoedd, gan gynnig Ysgoloriaeth Syr Geraint Evans i berfformwyr. Yn y flwyddyn academaidd 2009/2010, dyfarnwyd ysgoloriaethau i Ting Wang, Catherine O'Carroll a Reisha Adam.

Dyfarnwyd ysgoloriaeth newyddiaduraeth T Glynne Davies i Elliw Mai Hughes, a fydd yn ei galluogi i ddilyn cwrs MA yng Nghanolfan Astudiaethau Newyddiaduraeth, Prifysgol Caerdydd. Hefyd, dyfarnodd S4C ysgoloriaeth ail flwyddyn i Owen Powell sy'n astudio ôl-gynhyrchu sain yn yr Ysgol Ffilm a Theledu Genedlaethol.

Cynigir yr ysgoloriaethau athletau mewn partneriaeth â Welsh Athletics Ltd, ac fe'u dyfarnwyd i Lianne Clarke, Brett Morse, Dewi Rhys Griffiths a David Guest. Mae'r ysgoloriaeth yn cyfrannu at gostau hyfforddi ar gyfer datblygu eu sgiliau ar y trac a'r maes yn unol â'u cynllun hyfforddi a oruchwylir gan Gymdeithas Athletau Cymru.

Yn dilyn llwyddiant yr Ysgoloriaethau Golff blaenorol, cyhoeddwyd ysgoloriaethau newydd gan S4C a Datblygu Golff Cymru i helpu chwaraewyr ifanc i ddatblygu eu talentau a'u sgiliau. Caiff Gemma Bradbury a Rhys Pugh eu cynorthwyo i gwrdd â chostau hyfforddi, offer a chystadlu.

# CYNLLUN CORFORAETHOL 2009

**CYNLLUN CORFORAETHOL 2009**

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 2009 ar ein gwefan sef [s4c.co.uk](http://s4c.co.uk).

Cytunwyd ar dargedau blynnyddol gydag Ofcom ar gyfer 2009. Darparwyd adroddiadau misol i Ofcom ynghylch y targedau hynny. Gwelir manylion y targedau a'r canlyniadau a gyflawnwyd yn nhabl Targedau a Chanlyniadau Gwasanaeth—2009.

**NAWDD**

Mae'r Awdurdod yn mynnu bod unrhyw nawdd yn gysylltiedig â gweithgareddau craidd S4C. Rhoddwyd cymorth i'r canlynol yn ystod 2009:

- Bardd Plant Cymru
- Seminar Fforwm Cyfryngau San Steffan:Dyfodol Gwasanaeth Darlledu Cyhoeddus yng Nganhedloedd y DU a'r Rhanbarthau.
- Pencampwriaeth Agored y Menywod – Cwpan Ryder Cymru
- Gŵyl Ffilmiau Myfyrwyr Ffresh
- Cynhadledd Cyfrwng
- Yr Wyl Cyfryngau Celtaidd
- Ciwdod / Bwrdd yr Iaith Gymraeg

**S4C SCHOLARSHIPS**

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

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 2009/2010, scholarships were awarded to Ting Wang, Catherine O'Carroll and Reisha Adam.

Elliw Mai Hughes was awarded S4C's T Glynne Davies journalism scholarship, enabling her to pursue an MA course at the Centre for Journalism Studies, Cardiff University. S4C also awarded a second year scholarship to Owen Powell studying audio post production at the NFTS.

The athletics scholarships offered in partnership with Welsh Athletics Ltd were awarded to Lianne Clarke, Brett Morse, Dewi Rhys Griffiths and David Guest. The scholarship contributes towards the coaching costs for developing their skills on track and field in accordance with their training plan overseen by the Welsh Athletics Association.

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. Gemma Bradbury and Rhys Pugh will support with meeting coaching, equipment and competition costs.

# CORPORATE PLAN 2009

**CORPORATE PLAN 2009**

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 2009 Monitoring Report are available on our website, [s4c.co.uk](http://s4c.co.uk).

Annual targets were agreed with Ofcom for 2009 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—2009.

**SPONSORSHIP**

The Authority requires that sponsorship is connected to S4C's core activities. The following received support in 2009:

- Wales' Children's Poet Laureate
- The Westminster Media Forum Keynote Seminar: "The Future for Public Service Broadcasting in the UK Nations & Regions"
- Welsh Ladies Tournament - Ryder Cup Wales
- Ffresh Student Film Festival
- Cyfrwng media conference
- Celtic Media Festival
- Ciwdod / Welsh Language Board

**CODE OF PRACTICE AND TERMS OF TRADE**

S4C operates a commissioning process in accordance with the Communications Act 2003, the Code of Practice (approved by Ofcom) and the Terms of Trade agreed with TAC. The Terms of Trade will be renewed in 2010 in line with the principles outlined in the Code of Practice.

# TARGEDAU A CHANLYNIADAU GWASANAETH 2009

Rhagleni	Targed	Canlyniad
Amser darlleu a roddwyd i gynyrchiadau o'r sector annibynnol	25%	89%
Rhagleni gwreiddiol (oriau brig)*	90%	100%
Rhagleni gwreiddiol (holl oriau)	80%	99%
Rhagleni Materion Cyfoes (holl oriau)	60 awr y flwyddyn	82 awr 30 munud
Rhagleni Materion Cyfoes (oriau brig)*	30 awr y flwyddyn	76 awr 32 munud
Newyddion (holl oriau)	200 awr y flwyddyn	265 awr 45 munud
Newyddion (oriau brig)*	150 awr y flwyddyn	181 awr
Un rhaglen newyddion ddyddiol yn ystod yr oriau brig* (ac eithrio Mawrth 1 oherwydd rhaglen canlyniadau <b>Cân i Gymru</b> , Medi 5, 12, 19, 26 oherwydd gemau rygbi nos Sadurn a Rhagfyr 2 oherwydd ffilm).	1 rhaglen y dydd	1 rhaglen
Nifer yr oriau o ragleni Cymraeg yn gydamserol ar wasanaethau S4C ac ar S4C digidol	35 awr yr wythnos	57 awr
Nifer yr oriau o ragleni plant gwreiddiol yn ystod y flwyddyn	140 awr y flwyddyn	289 awr
Cyfartaledd o 10 awr o ragleni bob wythnos gydag isdeitlau Cymraeg ar analog a digidol	10 awr yr wythnos	Wedi'i gyflawni
Isdeitlo	75%	90.06%
Disgrifiad Sain	10%	11.96%
Arwyddo	4%	4.19%
Isdeitlo (targedau Ofcom)	75%	90.06%
Disgrifiad Sain	10%	11.96%
Arwyddo	4%	4.19%

\* Lle mae oriau brig yn cael eu diffinio fel 18.00 i 22.30

# SERVICE TARGETS AND RESULTS 2009

Programmes	Target	Result
Broadcasting time allocated to productions from the independent sector	25%	89%
Original programmes (peak hours)*	90%	100%
Original programmes (all hours)	80%	99%
Current Affairs programmes (all hours)	60 hours per annum	82 hours 30 minutes
Current Affairs programmes (peak hours)*	30 hours per annum	76 hours 32 minutes
News (all hours)	200 hours per annum	265 hours 45 minutes
News (peak hours)*	150 hours per annum	181 hours
One daily news programme during peak hours* (except for March 1 due to <b>Cân i Gymru</b> results programme, September 5, 12, 19, 26 due to rugby games on Saturday night and December 2 due to a film).	1 programme per day	1 programme
Number of hours of Welsh language programmes simulcast on S4C and S4C digital	35 hour per week	57 hours
Number of hours of original children's programmes per annum	140 hours per annum	289 hours
Average of 10 hours of programming per week on analogue and digital with Welsh subtitles	10 hours per week	Achieved
Subtitling	75%	90.06%
Audio Description	10%	11.96%
Signing	4%	4.19%
Subtitling (Ofcom targets)	75%	90.06%
Audio Description	10%	11.96%
Signing	4%	4.19%

\* Peak hours are defined as 18.00 to 22.30

# YMRWYMIAD S4C I AMRYWIAETH

## Y CYD-DESTUN

Cred S4C, yn ddarlleddwr cyhoeddus, fod ganddi ran i'w chwarae o safbwyt hyrwyddo amrywiaeth, cyfle cyfartal a thriniaeth deg. Mae hyn yn berthnasol ymhob agwedd o fusnes S4C, yn gyflogwr neu'n gomisiynydd cynnwys, ac ym mhob cyfathrebiad.

Ystyri'r amrywiaeth yn draddodiadol fel y ffactorau neu'r nodweddion sy'n cael eu gwarchod dan ddeddfwriaeth gwahaniaethu, megis hil, rhyw, anabledd neu gred. Mae S4C yn croesawu amrywiaeth mewn cyd-destun ehangach, gan werthfawrogi a chlodfori'r ystod o nodweddion a phrofiadau, arddulliau cyfathrebu, ieithoedd, cefndiroedd addysgol, gyrfaoedd neu brofiadau bywyd sydd gan unigolion.

Mae S4C yn cydnabod ac yn parchu amrywiaeth, a sut y gall hyn effeithio ar werthoedd ac ethos y gweithle. Mae S4C yn annog diwylliant lle caiff yr holl staff eu gwerthfawrogi a'u parchu. Mae gan bob unigolyn dalentau unigryw, ac mae S4C yn hybu datblygiad sgiliau er mwyn cynyddu cyfraniad pob unigolyn i'r eithaf.

Mae S4C yn cydnabod y cyfraniad a wneir gan nifer o sefydliadau o ran codi ymwybyddiaeth o amrywiaeth ym myd darlledu, a rhannu arfer da mewn materion sy'n ymwneud â chyflogaeth a chynhyrchu. Mae S4C yn cefnogi'r egwyddor o ddogfennu a chyhoeddi ymrwymiad i amrywiaeth.

Trwy gyhoeddi'r ymrwymiad hwn, mae S4C yn bwriadu cwrdd â disgwyliadau ei staff, ei gwylwyr, ei chyflenwyr a'r awdurdodau rheoleiddio, gan hyrwyddo a chodi ymwybyddiaeth o amrywiaeth yn ein holl wasanaethau. Mae S4C yn gwbl ymrwymedig i adeiladu ar ei gwaith hyd yma a rhoi ar waith y camau gweithredu a'r addunedau sy'n gysylltiedig â'r ymrwymiad hwn, ac i wneud gwaith pellach i hyrwyddo ac integreiddio amrywiaeth yn ei holl weithgareddau.

## YMRWYMIAD S4C

Mae S4C yn ymrwymedig i'r canlynol:-

## RHEOLWYR S4C

Bydd S4C yn cyhoeddi cynllun gweithredu blynnyddol mewn perthynas ag amrywiaeth. Bydd S4C yn meithrin diwylliant sy'n golygu bod cydymffurfio â'r ymrwymiad hwn a'i hyrwyddo'n cael eu hystyried yn rhan annatod o waith S4C, yr ymlynir wrth yr ymrwymiad ar bob adeg ac y caiff ei gymhwys o mewn ffordd deg a chyson. Yn ystod blwyddyn gyntaf yr ymrwymiad, bydd Grŵp Gweithredu ar Amrywiaeth yn ymgymryd â'r dasg o'i roi ar waith.

Bydd S4C yn sicrhau hyfforddiant ar gyfer pob aelod o staff fel eu bod yn llwyr ymwybodol o'r egwyddorion yn yr ymrwymiad hwn a'u bod yn eu deall ac yn eu derbyn yn llawn.

Bydd S4C yn cynnwys cyfrifoldeb penodol am amrywiaeth mewn disgrifiadau swydd a bydd y llwyddiant yn hyn o beth yn cael ei ystyried a'i werthuso.

## O RAN S4C FEL CYFLOGWR

Bydd S4C yn hybu cyfle cyfartal ym mhob agwedd o'i gweithgarwch ym maes cyflogaeth, gan gynnwys reciwtio, cyfleoedd hyfforddi, dyrchafiad, budd-daliadau, cyfleusterau cymdeithasol, amodau gwaith, ac wrth reoli a datblygu staff.

Bydd S4C yn creu amgylchedd gwaith cynhwysol, a pharchus, sy'n hybu cysylltiadau da ymhliid yr holl staff.

Bydd S4C yn monitro ac yn dileu unrhyw wahaniaethu anghyfreithlon.

## AR GYFER RHAGLENNI A CHYNNWYS S4C

Bydd S4C yn gweithio gyda chynhyrchwyr i hyrwyddo delwedd gadarnhaol o amrywiaeth ar y sgrîn ar draws ystod mor eang â phosib o raglenni a chynnwys S4C.

Bydd S4C yn sicrhau bod y cynnwys y mae'n ei gomisiynu'n rhoi adlewyrchiad gwell o'r gymuned a'r gwylwyr y mae'n eu gwasanaethu.

Bydd S4C yn gweithio gyda'i phartneriaid yn y sector cynhyrchu er mwyn sicrhau bod eu gweithgareddau hwy eu hunain, yn gynhyrchwyr cynnwys a chyflwynwyr, yn gyson

# S4C'S COMMITMENT TO DIVERSITY

## THE CONTEXT

S4C believes that, as a public service broadcaster, it has a role to play in promoting diversity, equality of opportunity and fair treatment. This applies across the full scope of S4C's business as an employer or as a commissioner of content, and in all communications.

Diversity has traditionally been regarded as characteristics or factors protected under discrimination legislation, such as race, gender, disability or beliefs. S4C embraces diversity in a broader context, valuing and celebrating the range of individuals' characteristics and experiences, communication styles, language, educational backgrounds, career or life experiences.

S4C recognises and respects diversity, and how this can affect the values and ethos of the workplace. S4C encourages a culture where all employees are valued and respected. All individuals have distinct talents, and S4C promotes the development of skills so as to optimise each individual's contribution.

S4C recognises the contribution made by various organisations in raising awareness about diversity in broadcasting, and sharing good practice in employment and production matters. S4C supports the principle of documenting and publishing commitments to diversity.

In publishing this commitment, S4C intends to meet the expectations of its employees, viewers, suppliers and the regulatory authorities, promoting and raising awareness of diversity across our services. S4C is firmly committed to building on its work to date and implementing the actions and promises associated with this commitment, and to further promote and integrate diversity in all its activities.

## S4C's COMMITMENT

S4C is committed to the following:-

## S4C's MANAGEMENT

S4C will publish an annual action plan in relation to diversity. S4C will foster a culture in which conforming with and promoting this commitment is regarded as integral to the work of S4C, that it is adhered to at all times and applied fairly and consistently. In the first year of the commitment a Diversity Implementation Group will be charged with the delivery of its operation.

S4C will ensure training for all members of staff so that they are fully aware of and understand and embrace the principles outlined in this commitment.

S4C will include specific responsibility for diversity in job descriptions and its success will be considered and evaluated.

## IN RESPECT OF S4C AS AN EMPLOYER

S4C will promote equality of opportunity across the full scope of employment activity, including recruitment, training opportunities, promotion, benefits, social facilities, working conditions, and in the management and development of staff.

S4C will create an inclusive, respectful working environment that promotes good relations amongst all staff.

S4C will monitor and eliminate any unlawful discrimination.

## FOR S4C PROGRAMMES AND CONTENT

S4C will work with producers to promote a positive image of diversity on screen across as wide a range as possible of S4C's programmes and content.

S4C will ensure that the content it commissions better reflects the community and viewers that it serves. S4C will work with its partners in the production sector so as to ensure that their own activities, both as content producers and as employers, are consistent with S4C's commitment.

ag ymrwymiad S4C. Bydd S4C yn sierhau bod y sector yn mabwysiadu canllawiau arfer da, a bod holl wybodaeth ar gael ar safle cynhyrchu S4C ([s4c.co.uk/cynhyrchu](http://s4c.co.uk/cynhyrchu)).

#### GWYLWYR A DEFNYDDWYR S4C

Bydd S4C yn sierhau bod ei hymrwymiad i ddarparu gwasanaethau mynediad ([s4c.co.uk/e\\_access.shtml](http://s4c.co.uk/e_access.shtml)) a chymorth mewn perthynas â'i rhagleni a'i chynnwys yn dal i gael ei gyflawni. Mae hyn yn ymestyn i'r gwasanaeth Gwifren Gwylwyr, gwasanaethau dysgwyr Cymraeg ([s4c.co.uk/dysgwyr](http://s4c.co.uk/dysgwyr)), deunydd cymorth mewn perthynas â rhagleni ([s4c.co.uk/cymorth](http://s4c.co.uk/cymorth)) a gwybodaeth ar gyfer ei gwylwyr a'i defnyddwyr.

Bydd S4C yn codi ymwybyddiaeth o'r pwysigrwydd a roddir i amrywiaeth yn holl weithgareddau S4C.

Bydd S4C yn cynnal ymgyrch gadarnhaol i godi ymwybyddiaeth o amrywiaeth yn ei rhagleni a'i chynnwys ar y sgrîn ac oddi arni.

Bydd S4C yn ymgynghori â gwylwyr a defnyddwyr i sierhau bod y gwasanaethau'n adlewyrchu ac yn addasu at eu gofynion, a bydd yn defnyddio'r casgliadau i lywio cynlluniau gweithredu yn y dyfodol. Bydd S4C yn parhau i weithio gyda sefydliadau sy'n bartneriaid a rhoi cymorth iddynt sierhau a hyrwyddo amrywiaeth.

#### ADOLYGU AC ATEBOLRWYDD

Bydd S4C yn monitro pob agwedd ar yr ymrwymiad hwn er mwyn sierhau ei fod yn cwrdd ag anghenion a gofynion S4C, a'i fod yn parhau i fod yn berthnasol. Bydd S4C yn cymryd camau gweithredu i fynd i'r afael ag unrhyw faterion sy'n deillio o'r ymrwymiad hwn.

Bydd y Bwrdd Cyfarwyddwyr yn adolygu'r ymrwymiad yn flynyddol, gan bwysio a mesur effaith gweithgareddau S4C mewn perthynas â'r cynllun gweithredu.

Bydd S4C yn adrodd wrth Ofcom ar ei threfniadau i hybu, mewn perthynas â chyflogaeth, amrywiaeth a chyfle cyfartal i bawb.

Cyhoeddir yr ymrwymiad hwn yn unol â Chynllun Iaith Gymraeg S4C. Cyhoeddir y ddogfen hon hefyd yn unol â chanllawiau ar arfer da a hygyrchedd wrth gyfathrebu.

Dylai unrhyw sylwadau neu gwestiynau ynghylch yr ymrwymiad hwn, neu'r broses o'i weithredu, gael eu cyfeirio yn y lle cyntaf at S4C yn [amrywiaeth@s4c.co.uk](mailto:amrywiaeth@s4c.co.uk)

#### POLISIAU A GWEITHDREFNAU

Nod S4C yw mabwysiadau polisiau ac arferion a fydd yn cynyddu galluoedd, sgiliau a phrofriad ei holl staff i'r eithaf. Mae'n annog amgylchedd lle y caiff y gweithlu eu gwerthfawrogi a lle maent oll yn cyfrannu at nod S4C, sef darparu gwasanaeth rhagleni amrywiol ac uchel ei ansawdd.

Mae S4C yn ymrwymedig i hyrwyddo a chynnwys cyfle cyfartal yn rhan o bob agwedd ar ei busnes ac yn cydnabod manteision denu, cadw ac ysgogi gweithlu amrywiol.

Cynrychiolwyd S4C ar Grŵp Cynllunio Cyfle Cyfartal BTSR a fu'n gweithio mewn partneriaeth â darlledwyr i lunio fframwaith ar gyfer hunanwerthuso ac adrodd ar gynnydd mewn perthynas â hyrwyddo cydraddoldeb mewn cyflogaeth o ran hil, rhyw ac anabledd.

Mae S4C hefyd yn parhau i fod yn aelod o Rwydwaith Anabledd y Diwydiannau Darlledu a Chreadigol (BCIDN) a Fforwm y Cyflogwyr ar Anabledd.

Mae S4C yn rhoi gwerth uchel i gynnal amgylchedd iach i'w staff ac mae'n ymrwymedig i warchod eu hiechyd, eu diogelwch a'u lles. Anfonir holiadur cyfrinachol at bob aelod o staff yn flynyddol er mwyn sierhau bod S4C yn diwallu anghenion ei chyflogeion.

Yn ystod 2009, cafodd y polisiau canlynol naili ai eu gweithredu, eu cyflwyno neu'u diweddu gan S4C:

- Datganiad Polisi Caffael
- Polisi Amrywiaeth a Chydraddoldeb
- Cynllun Cydraddoldeb Anabledd a Chynllun Gweithredu
- Polisi ar gyfer Amddiffyn Plant a Phobl Fregus
- Polisi Diswyddiadau
- Polisi Gliniaduron
- Polisi Ffonau Symudol
- Polisi Teithio, Cynhaliaeth a Lletygarwch

Yn ogystal, cyflwynwyd Cod Ymddygiad i staff gan y Bwrdd Cyfarwyddwyr.

Mae'r Awdurdod wedi'i fodloni y caiff y polisiau eu cymhwys o'n briodol. Mae polisiau S4C ar gael i staff ar y fewnrywyd yn ogystal ag ar y Wefan Gynhyrchu os yw hynny'n berthnasol.

Unwaith eto, enillodd S4C Wobr Rhagoriaeth mewn Gwasanaethau Cwsmeriaid yn 2009. Mae'r wobr yn gydnabyddiaeth bwysig o ansawdd ein gwasanaethau i gwsmeriaid.

S4C will ensure that the sector adopts good practice guidelines, and that all information is made available on the S4C production website ([s4c.co.uk/production](http://s4c.co.uk/production)).

#### S4C VIEWERS AND USERS

S4C will ensure that its commitment to providing access ([s4c.co.uk/e\\_access.shtml](http://s4c.co.uk/e_access.shtml)) and support services in relation to its programmes and content is maintained. This extends to the Viewers' Hotline service, Welsh learners services ([s4c.co.uk/learners](http://s4c.co.uk/learners)), programme support material ([s4c.co.uk/cymorth](http://s4c.co.uk/cymorth)) and information for its viewers and users.

S4C will raise awareness about the importance attributed to diversity throughout S4C's activities.

S4C will conduct a positive campaign to raise awareness of diversity in its programmes and content, both on and off screen.

S4C will consult with viewers and users to ensure that services reflect and adapt to their requirements, and use the conclusions to inform future action plans. S4C will continue to work with and support partner organisations in ensuring and promoting diversity.

#### REVIEW AND ACCOUNTABILITY

S4C will monitor all aspects of this commitment so as to ensure that it meets S4C's needs and requirements, and remains relevant. S4C will take action to address any issues stemming from the operation of this commitment.

The Board of Directors will review the commitment annually, measuring the impact of S4C's activities against the action plan.

S4C will report to Ofcom on its arrangements for promoting, in relation to employment, diversity and equality of opportunities for all.

This commitment is published in accordance with the S4C Welsh Language Scheme. This document is also published in accordance with communication good practice and accessibility guidelines.

Any comments or questions relating to this commitment, or its operation, should be directed in the first place to S4C on [diversity@s4c.co.uk](mailto:diversity@s4c.co.uk)

#### POLICIES AND PROCEDURES

S4C aims to adopt policies and practices that will maximise the abilities, skills and experience of all its staff. It encourages a culture where all employees are valued and contribute to the mission to provide a high quality and varied programme service.

S4C is committed to promoting and integrating equality of opportunity within all aspects of its business and recognises the benefits of attracting, retaining and motivating a diverse workforce.

S4C was represented on the BTSR Equal Opportunities Planning Group which has been working in partnership with broadcasters to design a framework for self-evaluating and reporting on progress in promoting equality in employment across race, gender and disability. S4C has also continued to be a member of the BCIDN and the Employers Forum on Disability.

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

During 2009 the following policies were either implemented, introduced or updated by S4C:

- Procurement Policy Statement
- Diversity and Equality Policy
- Disability Equality Scheme and Action Plan
- Policy for the Protection of Children and Other Vulnerable People
- Redundancy Policy
- Laptop Policy
- Mobile Phone Policy
- Travel, Subsistence and Hospitality Policy

The Board of Directors also introduced a Code of Conduct for staff.

The Authority is satisfied that the policies are applied appropriately. S4C's policies are available to staff on the intranet and, where relevant, are also available on the Production Website.

S4C once again won the prestigious Customer Service Excellence Award in 2009. The award is an important recognition of the quality of our services to customers.

# CYDYMFFURFIAETH RHAGLENNI

## **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 ddisgwyl cael ateb.

Os gwneir cwyn ddifrifol, gall Ysgrifennydd yr Awdurdod enwebu unigolyn yn S4C i ymateb i'r gŵyn 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 Chydymffurfiaeth yr Awdurdod. Gellir gweld copi o bolisi S4C ar gyfer delio â chwynion ar wefan S4C.

## **CYDYMFFURFIAETH 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 rhagleni.

Gellir cyfeirio cwynion am gydymffurfiaeth rhagleni 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 caint eu cyfeirio am benderfyniad at Ysgrifennydd yr Awdurdod ac wedyn at Bwyllgor Cwynion a Chydymffurfiaeth yr Awdurdod.

Mae S4C yn gweithredu gweithdrefn gydymffurfiaeth fewnol i sicrhau bod ei gwasanaethau cyhoeddus yn cydymffurfio â'r côdau a'r canllawiau perthnasol. Yn arbennig, caiff rolau'r swyddogion a'r Awdurdod eu rhannu cyn ac ar ôl darledu ac mae'r

Awdurdod yn gweithredu system fonitro ôl-ddarlledu.

Yn ystod 2009 bu'r tîm monitro (sy'n holol annibynnol o swyddogion S4C ac Awdurdod S4C) yn adolygu'r cynnyrch Cymraeg ar wasanaeth analog S4C ac S4C digidol a rhagleni Channel 4 a gafodd eu hailamseru ar y gwasanaeth analog. Mae corff ar wahân, y Grŵp Cydymffurfiaeth, yn cyfarfod bob mis i drafod ac adolygu casgliadau'r tîm monitro.

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

Yn ogystal, yn ystod 2009 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 Cydymffurfiaeth yn cyfeirio materion materol perthnasol a drafodwyd gan y Grŵp at yr Awdurdod. Yn ystod 2009 ni nododd y Grŵp unrhyw faterion a oedd yn ddigon materol perthnasol i'w cyfeirio at yr Awdurdod.

## **DYFARNIADAU OFCOM 2009**

Yn ystod y flwyddyn, ni ddyfarnodd Ofcom ar unrhyw raglen a ddarllewyd gan S4C yn ystod 2009.

## **DYFARNIADAU AWDURDOD S4C 2009**

Yn ystod y flwyddyn ni chafodd unrhyw gwynion yn ymneud â rhagleni a ddarllewyd yn ystod 2009, ac a ddeliwyd gan S4C yn ôl y Weithdrefn Ymdrin â Chwynion, eu cyfeirio at Awdurdod S4C i'w dyfarnu.

# PROGRAMME COMPLIANCE

## **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 2009 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 2009 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 2009 the Group did not identify any issues which were of sufficient materiality to be referred to the Authority.

## **OFCOM ADJUDICATIONS 2009**

During the year, Ofcom did not adjudicate on any programmes broadcast by S4C during 2009.

## **S4C AUTHORITY ADJUDICATIONS 2009**

During the year, no complaints relating to programmes broadcast during 2009 and dealt with by S4C under the Complaints Handling Procedure were referred to the S4C Authority for adjudication.

# YMCHWIL

Mae gan yr Awdurdod ddyletswydd statudol i wneud trefniadau i ganfod y farn gyhoeddus ynghylch 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 eu gweld yn cael eu darlledu ar ein gwasanaethau. Mae'r Awdurdod yn rhoi ystyriaeth lawn i'r gwaith ymchwil annibynnol hwn yn fisol. Mae'r Awdurdod hefyd yn derbyn cyflwyniadau chwarterol.

## MESUR Y GYNULLEIDFA

Mae S4C yn tanysgrifio i BARB (Broadcasters' Audience Research Board), sy'n gyfrifol am ddarparu ffigurau ynghylch cynulleidfa oedd teledu ledled y Deyrnas Unedig. Yng Nghymru, mae gan S4C banel ychwanegol o 200 o gartrefi er mwyn dadansoddi patrymau gwyliau siaradwyr Cymraeg ac er mwyn asesu amrywiadau rhanbarthol mewn lefelau gwyliau, gan roi cyfanswm o 540 o gartrefi ar banel S4C yn 2009.

## YMATEB Y GYNULLEIDFA

Cynhalwyd Panel Ymateb Cynulleidfa S4C gan TNS yn 2009 (ar draws un wythnos bob mis). Roedd y gwasanaeth hwn yn rhoi adborth rheolaidd am raglenni a materion eraill, ynghyd â Mynegeion Gwerthfawrogi misol. Mae'r fethodeleg yn gyfuniad o gyswilt ar-lein a thrwy'r post.

Defnyddir Mynegeion Gwerthfawrogi (MG) i gymharu perfformiad rhaglenni gyda pherfformiad sianelau eraill. Mae Mynegai Gwerthfawrogi yn sgôr allan o 100 gan gyfeirio at y mwynhad o wyliau'r rhaglen.

Yr MG cyfartalog ar draws 2009 oedd 77 (pob rhaglen / pob sianel), a llwyddodd S4C i gael MG cyfartalog o 81 am ei rhaglenni Cymraeg. Ymysg siaradwyr Cymraeg, y ffigurau cyfatebol oedd 78 (pob rhaglen / pob sianel), ac 82 ar gyfer rhaglenni Cymraeg S4C.

## GWYLIO AMLBLATFFORM

Drwy Baner Ymateb Cynulleidfa TNS, cawsom ddata 12 wythnos (un bob mis) ar arferion gwyliau S4C fesul platform, gan ein galluogi i amcangyfrif arferion gwyliau ar-lein.

# RESEARCH

Mae Multistream ac Unique Media yn rhoi i ni fesur manwl gywir o'r cyfanswm o sesiynau gwyliau cynnwys S4C ar-lein, a nodir ar dudalen 63.

## YMCHWIL RHAGLENNI A PHROSES TROSGLWYDDO I DDIGIDOL

Cynhalwyd grwpiau trafod ymhliith aelodau "Panel Barn y Bobl" S4C, a gynhalwyd gan YouGov ledled Cymru yn ystod y flwyddyn.

Yn hanner cyntaf 2009, defnyddiwyd y gwasanaeth i wneud ymchwil ar **Pobol y Cwm** mewn partneriaeth â BBC Cymru, ac yn ail hanner y flwyddyn defnyddiwyd y gwasanaeth i ddadansoddi'r broses o drosglwyddo i ddigidol fesul ardal, gan adrodd yn ôl yn syth y diwrnod canlynol er mwyn galluogi newidiadau i strategaethau cyfathrebu. Gweithiodd y broses ddeinamig hon yn dda a chaiff ei mabwysiadu ar brosiectau yn y dyfodol.

## YMCHWIL DELWEDD

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

Roedd y Sianel yn parhau i arwain y farchnad o ran dangos "sut beth yw byw yng Nghymru" ac am y sylw gorau i ddigwyddiadau yng Nghymru, yn ogystal â bod ymhell ar y blaen o gymharu â sianelau eraill o ran "dangos rhaglenni am fy ardal i o Gymru" (gwelir hyn ymhliith siaradwyr Cymraeg a rhai nad ydynt yn siarad Cymraeg). Gwelwyd cryfderau uwch na sianeli eraill mewn rhaglenni ym meysydd Chwaraeon, Cerdoriaeth, Rhaglenni Plant, Rhaglenni Ffermio a Ansawdd a Rhaglenni Dogfen sy'n berthnasol i bobl Cymru.

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 behaviours 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. The Authority also receives quarterly presentations.

## 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 in 2009.

## AUDIENCE REACTION

S4C's Audience Reaction Panel was conducted by TNS in 2009 (across one week each month). 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 (AI) are used to compare programme performance with that of other channels. An Appreciation Index is a score out of 100 indicating programme enjoyment.

The average AI across 2009 was 77 (all programmes/all channels), whereas S4C achieved an average AI of 81 for its Welsh language programmes. Among Welsh speakers, the corresponding figures were 78 (all programmes/all channels), and 82 for S4C's Welsh language programmes.

## MULTIPLATFORM VIEWING

The TNS Audience Reaction Panel also provided us with 12 weeks of data (one each month) on viewing S4C content by platform, enabling estimates of online viewing.

Multistream and Unique Media provide us with precise measurement of total viewing sessions to S4C content online, noted on page 63.

## PROGRAMME RESEARCH AND THE DIGITAL SWITCHOVER PROCESS

Group discussions among S4C's "People's Opinion Panel", conducted by YouGov, were held throughout Wales during the year.

In the first half of 2009, the service was used to conduct research on **Pobol y Cwm** in partnership with BBC Wales, and in the latter part of the year the service was used to analyse the digital switchover process by area, with immediate next-day reporting back to enable changes to be made to communication strategies. This dynamic process worked well and will be adopted for future projects.

## 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 continued to be the market leader in terms of showing "what it's like to live in Wales" and for having the best coverage of events in Wales, as well as being far ahead of other channels in "showing programmes about my area of Wales" (this is seen among both Welsh speakers and non Welsh speakers). There were programming strengths above other channels in Sports, Music, Children's Programming, Quality Farming Programmes and Documentaries relevant to the people of Wales.

**GWEITHIO GYDAG YSGOLION****A PHOBL IFANC**

Bu ein 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 2009, gofynnwyd i blant rhwng 11 a 15 oed am eu barn ar ddwy gyfres.

Yn y gwanwyn, gwnaed ymchwil gyda phlant rhwng 4 a 6 oed, rhieni plant dan 6 oed, ac athrawon plant ifanc i holi'u barn am **Cyw**. Yn gyffredinol, roedd yr ymateb tuag at y gwasanaeth yn gadarnhaol tu hwnt.

Yn ystod y flwyddyn, anfonwyd holiaduron at blant i asesu'u hymateb i deithiau ysgol hyrwyddol ar bedair cyfres. Cafwyd ymateb cadarnhaol i'r teithiau hyrwyddol, a nododd canran uchel o ddisgyblion y byddant yn parhau i wyllo ac yn dweud wrth eu ffrindiau am y gyfres.

Yn ystod mis Mehefin a mis Rhagfyr 2009, gwnaed gwaith ymchwil cyffredinol ymhliith plant rhwng 9 a 13 oed ynglŷn â phynclau megis eu harferion gwylio teledu, eu defnydd o wefannau, marchnata rhaglenni ac ymateb i rai cysyniadau rhaglenni.

**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 2009, children aged between 11 and 15 years old were asked their opinions about two series.

In the spring, research was conducted with children between 4 and 6 years old, parents of children under 6 years of age, and teachers of young children to ask their opinions about **Cyw**. In general, the reaction was overwhelmingly positive towards the service.

During the year, questionnaires were sent to children to gauge their reactions to school promotional tours on four series. There was a positive reaction to the promotional tours with a high percentage of pupils stating they would continue to watch and that they would tell their friends about the series.

During June and December 2009, general research was conducted among children aged between 9 and 13 years old about topics such as their TV viewing habits, use of websites, marketing programmes and reactions to some programme concepts.

**30 RHAGLEN UCHAF S4C YN YSTOD W1 - W53 2009: RHAGLENNI CYMRAEG \***  
**S4C TOP 30 PROGRAMMES FOR W1 - W53 2009: WELSH LANGUAGE PROGRAMMES \***

Safle	Rhaglen	Dyddiad	Cyrhaeddiad Miloedd
Position	Programme	Date	Reach in Thousands
1	Y CLWB RYGBI (Gweilch v Gleision) (Ospreys v Blues)	01.01.10	427
2	Y CLWB RYGBI RHYNGWLADOL (UDA v Cymru) (USA v Wales)	06.06.09	301
3	KATHERINE JENKINS O'R BRANGWYN	01.11.09/07.11.09	237
4	Y CLWB RYGBI (Gleision v Australia) (Blues v Australia)	24.11.09	212
5	RYGBI (Dreigiau v Sale) (Dragons v Sale)	06.11.09	183
6	RYGBI/LLEWOD 09	06.06.09/07.06.09	170
=	SGORIO Liechtenstein V Cymru	14.10.09	170
8	Y CLWB RYGBI (Llanelli v Abertawe) (Llanelli v Swansea)	02.01.10	161
9	EISTEDDFOD GENEDLAETHOL CYMRU (Uchafbwyntiau'r wythnos) (Week's highlights)	09.08.09/11.08.09/ 15.08.09	159
10	EISTEDDFOD GENEDLAETHOL CYMRU (dydd) (day)	01.08.09	157
11	EISTEDDFOD GENEDLAETHOL CYMRU (Cyngerdd agoriadol) (Opening concert)	31.07.09/01.08.09	155
12	CYNGERDD SÊR Y STEDDFOD	25.12.09/29.12.09	152
13	EISTEDDFOD GENEDLAETHOL CYMRU (Noson o gystadlu) (Evening of competition)	07.08.09	146
14	GALA MUDIAD Y FFERMWYR IFANC	29.08.09/04.09.09	144
15	LLANGOLLEN 09 - Côr y Byd	11.07.09/12.07.09	143
=	CEFN GWLAD	29.12.08/02.01.09/ 04.01.09	143
17	SIOE SIR BENFRO: DIGWYDDIADAU 09	20.08.09/21.08.09/ 22.08.09/23.08.09/ 25.08.09	135
18	ISTA'N BWL	04.12.09/05.12.09	133
19	CYNGERDD RHYDIAN	07.05.09/10.05.09	131
20	CÔR CYMRU 2009	07.03.09/13.03.09	125
21	SHANE	03.02.09 /04.02.09/ 07.02.09	123
22	EISTEDDFOD GENEDLAETHOL CYMRU (Uchafbwyntiau'r dydd) (Day's highlights)	03.08.09	122
23	Y CLWB RYGBI (Sgarlets v Barbariaid) (Scarlets v Barbarians)	31.01.09	120
24	CYNGERDD GALA LLANGOLLEN 09	12.07.09/18.07.09	118
=	LLANGOLLEN 09 (dydd) (day)	11.07.09	118
26	BRO	19.08.09/23.08.09/ 25.08.09	116
27	IOLO YN RWSIA	27.04.09/29.04.09/ 03.05.09	115
=	BERYL, CHERYL A MERYL	01.01.09/03.01.09	115
29	Y CLWB RYGBI RHYNGWLADOL (Cymru v Samoa) (Wales v Samoa)	13.11.09	114
30	RHYDIAN	07.05.09/09.05.09	113

\* ymddangosiad unigol uchaf Cyfartaledd y 30 uchaf = 159

\* highest single occurrence Top 30 Average = 159

Ffynhonnell: BARB, ardal DU

Source: BARB, UK area

**30 RHAGLEN UCHAF S4C YN YSTOD W1 - W53 2009: RHAGLENNI SAESNEG \***  
**S4C TOP 30 PROGRAMMES FOR W1 - W53 2009: ENGLISH LANGUAGE PROGRAMMES \***

Safle	Rhaglen	Dyddiad	Cyrhaeddiad Miloedd
Position	Programme	Date	Reach in Thousands
1	FILM: NIGHT AT THE MUSEUM (2006)	06.06.09	47
2	FILM: BIG MOMMA'S HOUSE 2 (2006)	01.05.09	33
3	WOGAN'S PERFECT RECALL	16.02.09	31
4	GRAND DESIGNS	25.02.09	30
=	PAUL O'GRADY	17.04.09	30
=	DEAL OR NO DEAL	28.12.09	30
7	CELEBRITY BIG BROTHER	16.01.09 & 17.01.09	29
8	FILM: WEDDING CRASHERS (2005)	10.04.09	28
9	COUNTDOWN	26.07.09/04.09.09	27
=	FILM: CHEAPER BY THE DOZEN 2 (2005)	24.01.09	27
=	FILM: MISSION IMPOSSIBLE III (2006)	15.02.09	27
12	RELOCATION, RELOCATION	25.02.09	26
=	FILM: 28 DAYS LATER (2002)	27.02.09	26
14	FRASIER	03.11.09	25
=	VOLVO OCEAN RACE 2008	10.05.09	25
=	DEAL OR NO DEAL: CHRISTMAS SPECIAL	31.12.09	25
17	FILM: THE GREATEST STORY EVER TOLD (1965)	13.04.09	24
18	COME DINE WITH ME	14.01.09	22
=	HOLLYOAKS	28.06.09	22
20	CUTTING EDGE	12.02.09/19.02.09	21
=	ICE AGE 3: T4 MOVIE SPECIAL	18.07.09	21
=	KATY PERRY'S 20 GIRLS YOU DON'T WANNA MESS WITH	26.04.09	21
=	CHANNEL 4 RACING	01.01.09	21
24	WILL FERRELL: YOU'RE WELCOME AMERICA	15.08.09	20
=	VERA DRAKE	22.02.09	20
=	EMBARRASSING BODIES	17.06.09	20
27	SHAMELESS	03.03.09	19
28	A PLACE BY THE SEA	31.08.09	19
=	FILM: GHOSTBUSTERS (1984)	26.04.09	19
=	FILM: WITNESS (1984)	13.02.09	19

\* ymddangosiad unigol uchaf Cyfartaledd y 30 Uchaf = 25

\* highest single occurrence Top 30 Average = 25

Ffynhonnell: BARB, Ardal DU

Source: BARB, UK area

# YMCHWIL

## CYMRU WALES

	2009	2008
Cyfran: Holl Wylwyr, Holl Oriau Share: All Viewers, All Hours	2.1%	2.7%
Cyrhaeddiad Wythnosol: Holl Wylwyr, Holl Oriau Weekly Reach: All Viewers, All Hours	21%	26%
	549,000	665,000
Cyrhaeddiad Wythnosol: Holl Wylwyr, Oriau Cymraeg Weekly Reach: All Viewers, Welsh Hours	17%	20%
	449,000	504,000
Miloedd: Holl Wylwyr, Oriau Brig Thousands: All Viewers, Peak Hours	30,000	32,000
Cyfran: Holl Wylwyr, Oriau Brig Share: All Viewers, Peak Hours	3.0%	3.3%
Ffynhonnell: BARB a RSMB Source: BARB and RSMB		

# RESEARCH

## TU ALLAN I GYMRU OUTSIDE WALES

	2009	2008
Cyrhaeddiad Wythnosol: Holl Wylwyr, Holl Oriau Weekly Reach: All Viewers, All Hours	103,000	95,000
Cyrhaeddiad Wythnosol: Holl Wylwyr, Oriau Cymraeg Weekly Reach: All Viewers, Welsh Hours	102,000	86,000
Miloedd: Holl Wylwyr, Oriau Brig Thousands: All Viewers, Peak Hours	2,000	2,000
Ffynhonnell: BARB a RSMB Source: BARB and RSMB		
Cyfanswm Sesynau Gwylio Rhaglenni Total Viewing Sessions of Programmes	1,089,114	
Ffynhonnell: Multi Stream a Unique Media Source: Multi Stream and Unique Media		

# GWOBRAU AC ENWEBIADAU 2009

Enillodd S4C lu o wobrwyon mewn gwyliau cenedlaethol a rhyngwladol yn ystod 2009.

## BAFTA CYMRU

Enillodd **Martha, Jac a Sianco**, ffilm bwerus S4C am etifeddiaeth a thorcalon teuluol, chwech o wobrau yn seremoni Bafta Cymru 2009, gan gynnwys yr Actor Gorau ar gyfer Ifan Huw Dafydd a'r Actores Orau ar gyfer Sharon Morgan.

Roedd y gwobrau hyn ymhliith cyfanswm o 17 a enillwyd gan S4C ar gyfer amrywiaeth eang o gynyrchiadau.

Enillodd Martha, Jac a Sianco categoriâu'r Cyfarwyddwr Ffotograffiaeth Gorau: Drama, Y Cynllunio Gorau, Y Coluro Gorau a'r Trac Sain Gerddorol Wreiddiol Orau. Daeth **Con Passionate** i'r brig yng nghategori'r Gyfres Ddrama Orau ar gyfer Teledu.

Enillodd **Lleisiau'r Rhyfel Mawr** Wobr Gwyn Alf Williams, sy'n cael ei rhoi i raglen neu gyfres o raglenni sy'n cyfrannu fwyaf at ddealltwriaeth a gwerthfawrogiad o hanes Cymru.

Cipiodd S4C y gwobrau am Yr Animeiddio Gorau ar gyfer **Nadolig Plentyn yng Nghymru**, Y Rhaglen Blant Orau ar gyfer **Holi Hana** a'r Adloniant Gorau ar gyfer **Y 7 Magnifico a Mathew Rhys**, a ddilynodd criw o sér wrth iddynt ddysgu sgiliau cowboy yn yr Unol Daleithiau. **Uned 5** enillodd y wobr am y Rhaglen Ieuanciad Orau.

Fe lwyddodd nifer o raglenni ffeithiol S4C hefyd. Enillodd rhifyn o'r gyfres ddogfen **Yr Afon** oedd yn canolbwytio ar Afon Yangtze y wobr am y Camera Gorau: Heblaw Drama. Daeth **America 08: Dewi Llwyd ar Daith** i'r brig yng nghategori'r Newyddion a Materion Cyfoes Gorau.

Enillodd **Grand Slam 08 - Dathliad y Pencampwyr** wobr Y Cyfarwyddwr Goleuo Gorau: Heblaw Drama a llwyddodd **Lle Aeth Pawb?** i ennill y wobr am y Dylunio Graffeg Gorau.

Daeth Elifantod, ffilm animeiddio fer gan Sally Pearce, a enillodd ysgoloriaeth S4C i astudio yn yr Ysgol Ffilm a Theledu Genedlaethol, i'r brig yn y categori Ffilm Fer Orau.

## YR WYL GELTAIDD

Enillodd S4C bum gwobr yng Ngŵyl Cyfryngau Celtaidd 2009 yng Nghaernarfon. Daeth y ddrada am deulu o gangsters o orllewin Cymru **Y Pris** i'r brig yn y categori Drama a chipiodd y ffilm **Wynebau Newydd: Dringo i'r Eitha'** am y dringwr ifanc, Ioan Doyle, wobr Ysbyryd yr Wyl. Llwyddodd y rhaglen bwerus am Ioan hefyd yng Ngŵyl Ffilmiau Mynyddia Tegernsee yn Yr Almaen drwy ennill y brif wobr yng nghategori 'Profiad Mynydd.'

Enillodd rhaglen yng nghyfres **Y Byd ar Bedwar** am bâr ifanc o Gaerdydd sy'n gaeth i heroin y wobr am y Materion Cyfoes gorau a chyflwynwyd Gwobr Kieran Hegarty am Ryngweithio i wefan S4C **Cyw**, sy'n rhan o wasanaeth cynhwysfawr S4C ar gyfer y plant lleiaf. Enillodd Cyfarwyddiaeth Cyfathrebu S4C wobr am ei hymgrych hyrwyddo ar gyfer gêm Lloegr v Cymru ym Mhencampwriaeth y Chwe Gwlad 2008.

## LLWYDDIANNAU ERAILL

Bu **Holi Hana**'n llwyddiannus hefyd yng Ngwobrau Broadcast 2009 drwy ennill categori'r Rhaglen Blant Orau. Cafodd rhaglen feithrin arall yng ngwasanaeth S4C **Cyw**, ABC lwyddiant yng Ngwobrau'r Gymdeithas Deledu Frenhinol (RTS) gan ennill yn y categori Plant.

Cipiodd y ffilm **Rhestr Nadolig Wil** am fachgen wyth oed gyda dychymyg bywiog wobr y categori Drama yng Ngwobrau Bafta Plant Prydain. Enillodd **O'r Galon: Canfod Hedd**, portread teulu o Kenya wrth iddynt ymgartrefu yng ngogledd Cymru, y wobr Cyfryngau Lleol yn Seremoni Gwobrau Cyfryngau Un Byd - One World Media Awards.

Enillodd S4C un o'r prif wobrau hefyd yn Promax 2009, gwobrau diwydiant marchnata a hyrwyddo teledu'r Deyrnas Unedig. Cipiwyd y wobr arian yng nghategori Ymgrych y Wasg/Cysylltiadau Cyhoeddus Gorau am ymgrych gyfathrebu Ymlaen â'r Sioe, i hyrwyddo'r newid i ddigidol yng Nghymru.

Yn ogystal, enwebwyd nifer fawr o raglenni S4C i restr fer gwyliau ffilm a theledu yng Nghymru, Prydain ac ar draws y byd.

# AWARDS AND NOMINATIONS 2009

S4C won a whole host of awards in national and international festivals during 2009.

## BAFTA CYMRU

S4C won an impressive 17 awards at the 2009 Bafta Cymru ceremony, including six awards for its powerful film **Martha, Jac a Sianco**, which dealt with family inheritance and heartbreak.

The film won the Best Actor award for Ifan Huw Dafydd and Best Actress award for Sharon Morgan. It also won the Best Director of Photography: Drama, Best Design, Best Make-Up and Best Original Music Soundtrack categories. **Con Passionate**, which followed the trials and tribulations of a male voice choir and its female music director, won the Best Drama Series/Serial for Television award.

**Lleisiau'r Rhyfel Mawr**, a documentary series recounting the first-hand experiences of those who fought in the First World War, won the Gwyn Alf Williams Award, which is given to a programme or series which contributes most to the understanding and appreciation of the history of Wales.

S4C scooped the award for Best Animation for **Nadolig Plentyn yng Nghymru**, based on Dylan Thomas' classic, A Child's Christmas in Wales. S4C's children's animation **Holi Hana** won the Best Children's Programme category, while **Uned 5** won the Best Youth Programme award. **Y 7 Magnifico a Mathew Rhys**, which followed a group of celebrities as they learnt cowboy skills on an Arizona ranch, won the Best Entertainment category.

A number of S4C factual programmes were also successful. An episode in the **Yr Afon** documentary series focusing on the river Yangtze won the Best Camera: Not Drama category. **America 08: Dewi Llwyd ar Daith**, which looked at the US presidential elections, won the Best News and Current Affairs category.

**Grand Slam 08 - Dathliad y Pencampwyr** concert won the Best Lighting Director: Not Camera award, while **Lle Aeth Pawb?** won the Best Graphic Design category.

Elephants, an animation short by Sally Pearce, who won an S4C scholarship to study at the National Film and Television School, won the Best Short Film category.

## CELTIC MEDIA FESTIVAL

S4C won five awards at the 2009 Celtic Media Festival held in Caernarfon.

The S4C drama about a family of gangsters from West Wales, **Y Pris** won the Drama category and a striking S4C documentary **Wynebau Newydd: Dringo i'r Eitha'**, about the brilliant young rock climber, Ioan Doyle, won the Spirit of the Festival award. The film about Ioan also received a major award at the Tegernsee International Mountain Film Festival in Germany, winning the Mountain Experience category.

Another S4C programme in the **Y Byd ar Bedwar** series won the Current Affairs category. **Y Byd ar Bedwar: Heroin** is a powerful portrayal of a Cardiff couple addicted to heroin. The Kieran Hegarty Award for Interactivity was awarded to S4C's website, **Cyw**, which accompanies S4C's comprehensive service for young viewers. S4C also won an award at the festival for its on-screen promotional campaign for the 2008 Six Nations' Championship: England v Wales.

## OTHER SUCCESSES

**Holi Hana** was also successful at the 2009 Broadcast Awards winning the Best Children's Programme category. Another of S4C's pre-school programmes in its **Cyw** service, **ABC** won the Children's Programme category at the Royal Television Society Awards.

The Christmas film **Rhestr Nadolig Wil** about an eight year old boy and his vivid imagination won the Drama category at the BAFTA UK Children's Awards. A programme in the S4C observational documentary series **O'r Galon** won the Local Media prize at the One World Media Awards. **O'r Galon: Canfod Hedd** follows a family from Kenya as they make their new home in north Wales.

S4C also won a top award at the UK's biggest television promotion and marketing event Promax 2009. The Channel won a silver award in the Best Press/Public Relations Campaign category with On with the Show, its communications campaign promoting digital switchover in Wales.

In addition, a large number of S4C programmes received nominations to the short list of film and television festivals in Wales, in Britain and further afield.

# LLUNIAU BOB DYDD

# PHOTO GALLERY

[Ymlaen â'r sioe](#)



[Fferm Ffactor](#)



[Ryan a Ronnie](#)



Ar y Tracs



Tudur Owen o'r Doc



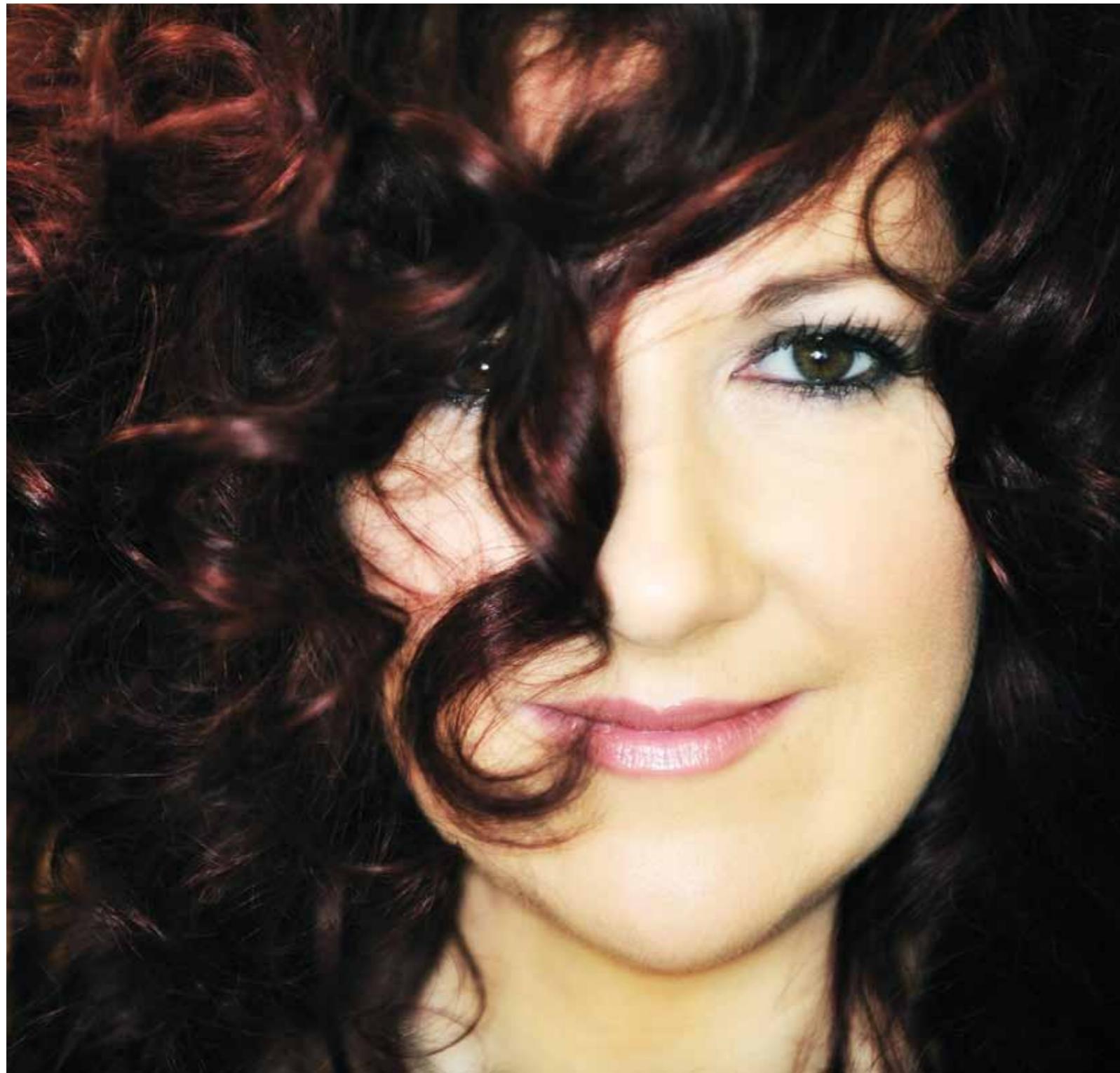
Gofod



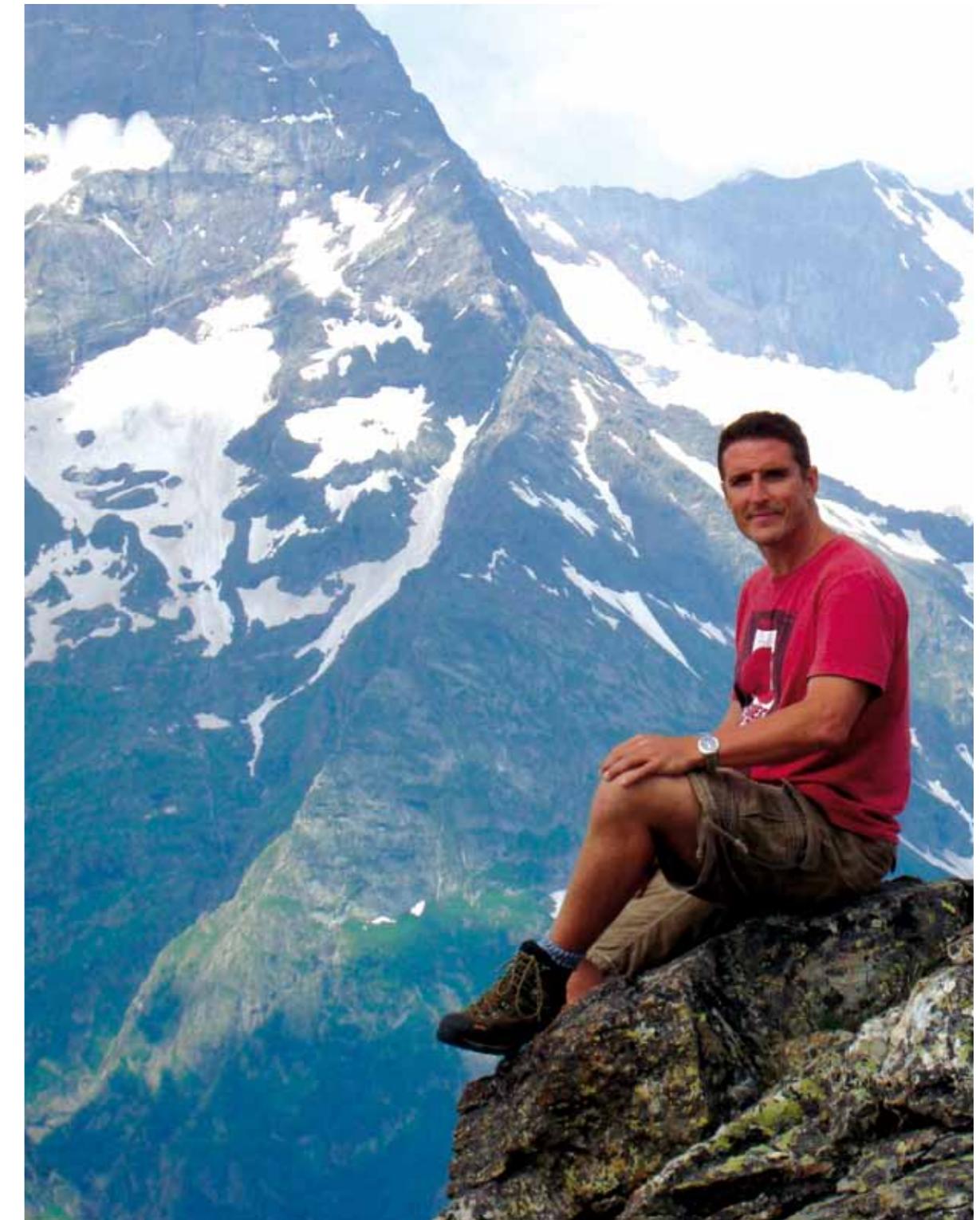
[Rygbri / Llewod og](#)



Shân Cothi



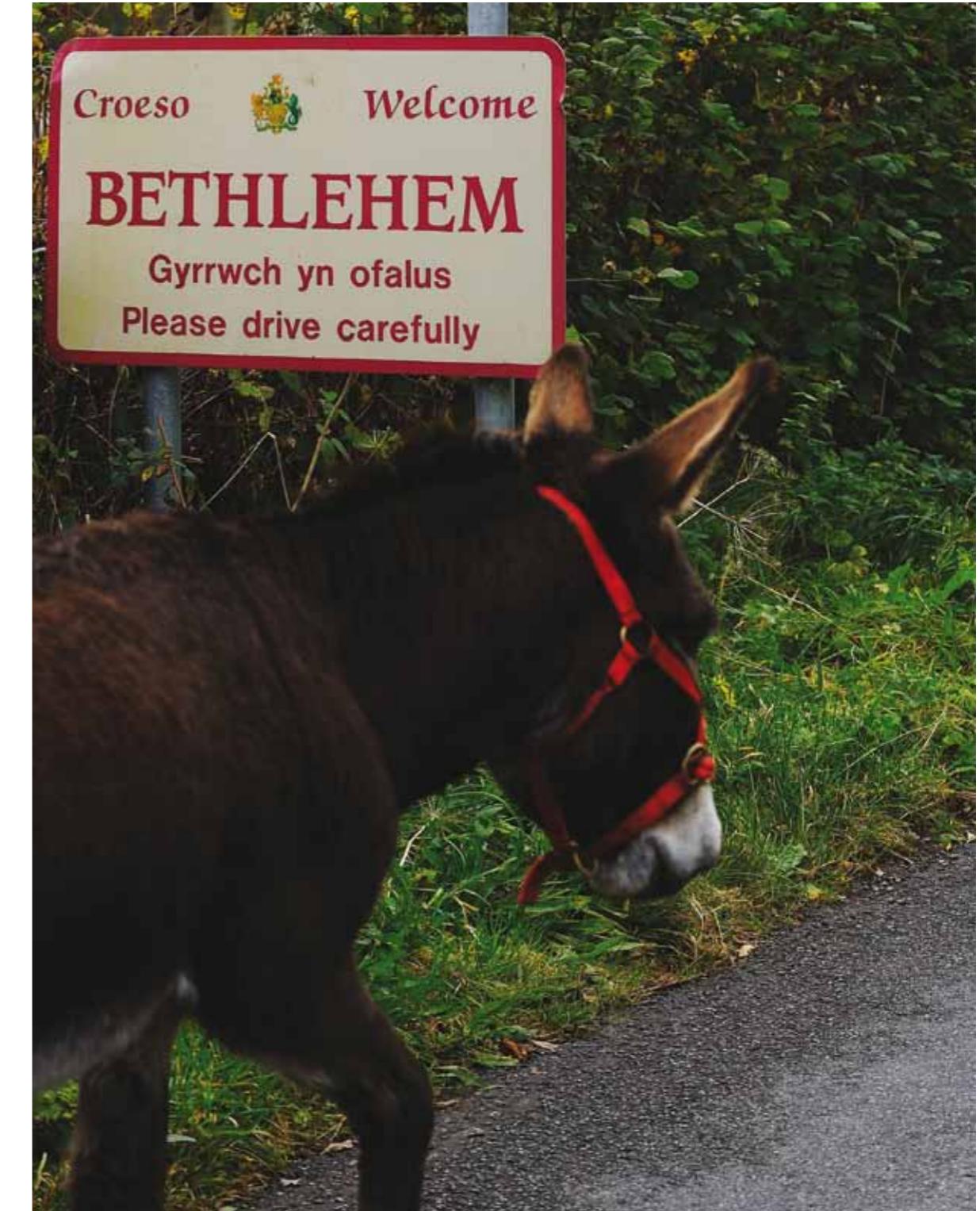
Iolo yn Rwsia



[Cei Bach](#)



[Seren Bethlehem](#)



Byw yn yr Ardd



# DATGANIAD ARIANNOL 2009

# STATEMENT OF ACCOUNTS 2009

DEDDF  
DARLLEDU 1990

BROADCASTING  
ACT 1990

CYFLWYNIR  
DATGANIAD  
ARIANNOL S4C  
I'R SENEDD YN SGÎL  
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 2009

# REPORT OF THE AUTHORITY FOR THE YEAR ENDED 31 DECEMBER 2009

## RHAGAIR

Cyflwynir Datganiad Ariannol yr Awdurdod am y flwyddyn a derfynodd 31 Rhagfyr 2009 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 Deddf 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 ddarlledu'r gwasanaeth digidol a adnabyddir fel S4C digidol ac y gall barhau i ddarparu'r gwasanaeth darlledu teledu analog a adnabyddir fel Sianel Pedwar Cymru neu S4C (sydd yn bennaf yn darlledu rhaglenni Cymraeg ar y Bedwaredd Sianel yng Nghymru ac sydd yn darlledu rhaglenni Saesneg Channel 4 [yn gyfamserol neu wedi eu hailamserlennu] pan nad ydyw yn darlledu yn Gymraeg). 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 Deddf Cyfathrebiadau 2003.

## STRWYTHUR GRŴP

Mae is-baragraffau (2) a (3) Paragraff 1 Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd gan Adran 206 (6) Deddf 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 cyllid masnachol yn unig. Yn ogystal, mae'r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Deddf 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 dechreuaad 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 Gyffredinol.

## FOREWORD

The Statement of Accounts of the Authority for the year ended 31 December 2009 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 broadcast the service provided in digital form known as S4C digital and may 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). 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 Darlledu 1990 (fel y dirprwywyd gan Adran 80 Deddf Darlledu 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 Darlledu 1990. Mae'r 'canran priodol' mewn cysylltiad ag unrhyw flwyddyn yn golygu canran y cynnydd rhwng y mynegai pris am fis Tachwedd 1996 a'r mynegai pris manwerthu am y mis Tachwedd cyn y flwyddyn berthnasol. Rhaid cadw'r arian hwn yng Nghronfa'r Gwasanaeth Cyhoeddus a rhaid ei ddefnyddio'n unig i gyflawni gwasanaethau cyhoeddus yr Awdurdod. Ni chaniateir cymhorthdal o Gronfa'r Gwasanaeth Cyhoeddus ar gyfer gweithgareddau masnachol.

## AELODAU'R AWDURDOD

Rhestriraelodau'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 chydnabyddiaeth 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 (ADDCCCh) yn ystod y flwyddyn yn £101.369m (2008 - £98.440m). Defnyddiwyd yr incwm hwn i gyllido costau comisiynu a phrynu rhaglenni Cymraeg, costau darlledu S4C, gwariant ar asedau sefydlog a gorbenion. Mae balans yr incwm, ar ôl cymryd i ystyriaeth gwariant ar ddarlleu rhaglenni a chostau gweithredu a gweinyddu, felly yn cynrychioli'r prif fodd o gyllido asedau net S4C ac yn cael ei drin fel incwm gohiriedig yng Nghronfa'r Gwasanaeth Cyhoeddus. Crëwyd trosiant y Gronfa Gyffredinol gan werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandïo, cyhoeddi a gweithgareddau buddsoddi. Yn 2009, roedd y cyfanswm yn £3.475m (2008 - £4.071m). 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 £104.663m (2008 - £100.560m) ar gyfer costau'r gwasanaeth rhaglenni a chostau darlledu a dosbarthu, £2.220m am gostau uniongyrchol eraill (2008 - £2.931m) a £3.786m (2008 - £5.889m) ar gyfer costau gweithredu a gweinyddu. Roedd costau'r rhaglenni a ddarlleddwyd yn cynnwys £82.265m (2008 - £79.078m) ar gyfer costau rhaglenni a gomisiynwyd neu a brynwyd gan gyflenwyr rhaglenni. Cyfeiria costau darlledu a dosbarthu at gostau trosglwyddydion a llinellau cyfathrebu a ddarperir gan contractwyr. Roedd y gweddill yn gostau uniongyrchol comisiynu a chyflwyno rhaglenni, costau rhedeg gwasanaeth teletestun ac is-deitlo S4C ynghyd â chostau darlledu perthnasol eraill y gwasanaeth darlledu megis costau marchnata a chostau ymchwil cynulleidfa.

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

## POLISI TALU

Mae'n bolisi gan yr Awdurdod i gytuno ar amodau a thelerau addas ar gyfer ei drafodion â chyflenwyr, ac yn amodol ar eu cydymffurfriad, gwneir taliadau yn unol â'r telerau hyn. Yn arferol ym 2009, talwyd 89% (2008 - 87%) 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 £101.369m (2008 - £98.440m). 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 £3.475m in 2009 (2008 - £4.071m). 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 £104.663m (2008 - £100.560m) for the cost of the programme service and transmission and distribution costs, £2.220m for other direct costs (2008 - £2.931m) and £3.786m (2008 - £5.889m) for operational and administrative expenses. The costs of programmes transmitted included £82.265m (2008 - £79.078m) 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 S4C2 on the digital, terrestrial and satellite platforms. Further details of the operational and administrative costs of the Authority are given in note 3 to the Statement of Accounts.

## PAYMENT POLICY

It is the Authority's policy to agree appropriate terms and conditions for its transactions with suppliers, and subject to their compliance, to make payments in accordance with these terms. Typically in 2009, 89% (2008 - 87%) of supplier balances were paid within 30 days.

### ORIAU A DDARLLEDWYD A CHYFARTALEDD COST YR AWR

Yn ystod y flwyddyn darlledodd S4C gyfanswm o 10,863 awr o raglenni (2008 – 11,032 awr), yn cynrychioli cyfartaledd o 208.9 awr yr wythnos (2008 – 212.1 awr). Mae dadansoddiad o'r oriau hyn rhwng rhaglenni Cymraeg a'u costau perthnasol a rhaglenni Saesneg fel a ganlyn:

	Oriau	2009 Cost yr awr £	Oriau	2008 Cost yr awr £
<b>Cymraeg</b>				
Rhaglenni a gomisiynwyd				
Cynyrfiadau annibynnol	1,432	52,418	1,355	52,748
BBC	13	89,463	21	65,998
	1,445	52,752	1,376	52,950
Rhaglenni a brynwyd				
Ailddarlleidiadau	58	21,735	83	11,747
Cynyrfiadau annibynnol	3,290	754	2,978	1,000
BBC	231	9,946	259	8,748
	5,024	16,374	4,696	16,839
<b>BBC - Oriau Statudol</b>	<b>672</b>	<b>-</b>	<b>630</b>	<b>-</b>
	<b>5.696</b>		<b>5.326</b>	
<b>Cyfartaledd yr wythnos</b>	<b>109.5</b>		<b>102.4</b>	

Cafodd S4C yr oriau statudol a ddarparwyd gan y BBC, a oedd yn cynnwys rhai ailddarlleidiadau, dan Adran 58 (1) Deddf Darlledu 1990 (fel yr addaswyd gan Adran 29 Deddf Darlledu 1996) a thalwyd amdanynt gan y BBC o incwm y drwydded. Mae cynyrfiadau annibynnol yn cynnwys rhaglenni a gomisiynwyd oddi wrth ITV.

Darlledodd S4C 1,268 awr (2008 – 1,248 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 24.4 awr (2008 – 24.0 awr).

	2009 Oriau	2008 Oriau
<b>Saesneg</b>		
Rhaglenni gwreiddiol	3,125	3,416
Ailddarlleidiadau	2,042	2,290
	5,167	5,709
<b>Cyfartaledd yr wythnos</b>	<b>99.4</b>	<b>109.7</b>

Yn ystod 2009 roedd 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 10,863 (2008 – 11,032), representing an average per week of 208.9 hours (2008 – 212.1 hours). An analysis of these hours between Welsh language programmes and their related costs and English language programmes is as follows:

	Hours	2009 Cost per hour £	Hours	2008 Cost per hour £
<b>Welsh</b>				
Commissioned programmes				
Independent production	1,432	52,418	1,355	52,748
BBC	13	89,463	21	65,998
	1,445	52,752	1,376	52,950
Acquired programmes				
Repeats	58	21,735	83	11,747
Independent production	3,290	754	2,978	1,000
BBC	231	9,946	259	8,748
	5,024	16,374	4,696	16,839
<b>BBC - Statutory hours</b>	<b>672</b>	<b>-</b>	<b>630</b>	<b>-</b>
	<b>5.696</b>		<b>5.326</b>	
<b>Average per week</b>		<b>109.5</b>		<b>102.4</b>

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.

1,268 hours (2008 – 1,248 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 24.4 hours (2008 – 24.0 hours).

	2009 Hours	2008 Hours
<b>English</b>		
Original programming	3,125	3,416
Repeats	2,042	2,290
	5,167	5,706
<b>Average per week</b>	<b>99.4</b>	<b>109.7</b>

During 2009 S4C had the right to transmit English language programmes provided by Channel 4 free of charge in accordance with Section 58 (2) of the Broadcasting Act 1990.

**RHAGLENNI A DDARLLEDWYD  
YN ÔL CATEGORI**

Rhaglenni a gomisiynwyd

	Oriau	2009 Cost yr awr £	Oriau	2008 Cost yr awr £
Drama	81	207,174	94	208,545
Ffeithiol Cyffredinol	517	36,863	471	34,659
Materion Cyfoes	76	35,245	83	31,802
Cerdd Ysgafn/Adloniant	117	75,434	113	75,250
Plant	331	37,421	315	36,811
Cerddoriaeth a Chelfyddydau	128	38,788	104	35,245
Chwaraeon	168	60,709	165	55,405
Crefydd	27	49,345	31	44,727
Cyfanswm	1,445	52,752	1,376	52,950

BBC a Channel 4

	BBC Oriau	2009 C4 Oriau	BBC Oriau	2008 C4 Oriau
Drama	97	816	97	758
Newyddion	191	101	171	122
Materion Cyfoes a Ffeithiol	61	962	59	853
Adloniant Ysgafn	17	811	16	1,088
Pobl Ifanc a Phlant	69	37	65	24
Cerddoriaeth a Chelfyddydau	109	12	101	13
Addysg	5	-	9	19
Chwaraeon	122	370	111	520
Crefydd	1	16	1	19
	672	3,125	630	3,416

**TRANSMITTED PROGRAMMES  
BY CATEGORY**

Commissioned programmes

	Hours	2009 Cost per hour £	Hours	2008 Cost per hour £
Drama	81	207,174	94	208,545
General Factual	517	36,863	471	34,659
Current Affairs	76	35,245	83	31,802
Light Music / Entertainment	117	75,434	113	75,250
Children	331	37,421	315	36,811
Music and Arts	128	38,788	104	35,245
Sport	168	60,709	165	55,405
Religion	27	49,345	31	44,727
Total	1,445	52,752	1,376	52,950

BBC and Channel 4

	BBC Hours	2009 C4 Hours	BBC Hours	2008 C4 Hours
Drama	97	816	97	758
News	191	101	171	122
Current Affairs and Factual	61	962	59	853
Light Entertainment	17	811	16	1,088
Youth and Children	69	37	65	24
Music and Arts	109	12	101	13
Education	5	-	9	19
Sport	122	370	111	520
Religion	1	16	1	19
	672	3,125	630	3,416

## YMGYFRANIAD AC YMGYNGHORIAD

### AELODAU STAFF

Mae S4C yn trosglwyddo gwybodaeth i'w haelodau staff ac yn ymgynghori â nhw mewn nifer o ffyrdd:

- 1) trwy gyfarfodydd a gynhelir yn rheolaidd lle lledaenir gwybodaeth gan aelodau'r Tîm Gweithredol a lle caiff aelodau staff gyfle i fynegi eu barn;
- 2) 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;
- 3) trwy ledaenu system ebost a mewnrwyd o fewn y cwmni;
- 4) 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 cyfle cyfartal. Nid yw'n caniatáu gwahaniaethu ar sail rhyw, hil, lliw, anabledd, cefndir ethnig neu gefndir economaidd cymdeithasol, oedran, sefyllfa deuluol, statws priodasol, gweithwyr rhan neu lawn amser, crefydd, gwleidyddiaeth, tueddfryd rhywiol, defnydd o iaith neu unrhyw wahaniaeth amherthnasol arall ac mae'n ymroddedig i ystyried amrywiaethau mewn modd positif. Defnyddir egwyddorion cystadleuaeth deg ac agored ac mae penodiadau yn ddibynnol ar deilyngodol.

### RHEOLAETH GORFFORAETHOL

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

### CYDYMFFURFIAETH

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 amgylchedd 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.

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 gyfarfodydd yr Awdurdod fel arfer bydd y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod, y Cyfarwyddwr Comisiynu 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 copiâu yn swyddfeydd S4C yng Nghaerdydd a Chaernarfon. Mae'r Awdurdod wedi sefydlu'r pwylgorau canlynol i'w helpu i gyflawni ei ddyletswyddau:

- Pwyllgor Archwilio a Rheoli Risg
- Pwyllgor Personel a Chydabyddiaeth
- Pwyllgor Cwynion a Chydymffufiaeth
- 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.

### EMPLOYEE INVOLVEMENT AND CONSULTATION

There are a number of ways in which S4C informs and consults with its employees:

- 1) through regular meetings where information is disseminated by members of the Executive Team and employees have an opportunity to air views;
  - 2) through meetings with employees where the Chief Executive reports on progress and future plans and members of staff are encouraged to ask questions;
  - 3) through use of the company-wide e-mail and intranet systems;
  - 4) 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.

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 and Compliance 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.

### **Y PRIF WEITHREDWR A'R TÍM GWEITHREDOL**

Gydag arolygon cyfnodol ac yn unol â chyfrifoldeb cyffredinol yr Awdurdod, mae'r cyfrifoldeb dros ffurfluo 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 Tím Gweithredol. Y Prif Weithredwr a'r Tím Gweithredol sy'n gyfrifol am sicrhau bod busnes S4C yn cael ei gynnal yn unol â pholisiau a threfniadau gweithredu sydd wedi eu cymeradwyo gan yr Awdurdod.

Mae'r Prif Weithredwr wedi ei phenodi gan yr Adran dros Ddiwylliant, 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 Tím Gweithredol. Diben y Pwyllgor Cyllideb yw trafod yn fanwl gyllideb blynnyddol drafft 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.

### **CYDNABYDDIAETH**

Caiff cydnabyddiaeth a chyfnod apwyntiad y Cadeirydd ac aelodau'r Awdurdod eu pennu ym mhob achos gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon.

Penderfynir cydnabyddiaeth y Prif Weithredwr a'r Ysgrifennydd i'r Awdurdod gan yr Awdurdod. Mae cydnabyddiaeth y Tím Gweithredol yn cael ei benderfynu gan y Prif Weithredwr o fewn fframwaith a gytunwyd gan Bwyllgor Personél a Chydnbabyddiaeth yr Awdurdod. Yn ystod y flwyddyn aelodaeth y Pwyllgor Personél a Chydnbabyddiaeth oedd Bill Davies (Cadeirydd), Syr Roger Jones, a Cenwyn Edwards.

Caiff cyflogau aelodau staff eraill eu pennu gan y Prif Weithredwr a'r Tím Gweithredol o fewn y gyllideb flynyddol sy'n cael ei chymeradwyo gan yr Awdurdod.

Caiff codiadau cyffredinol yng nghyflogau aelodau staff i gyd eu pennu gan yr Awdurdod ar argymhelliaid y Prif Weithredwr a'r Tím Gweithredol. Ar 1 Ionawr 2009, cymeradwyodd yr Awdurdod godiad cyffredinol o 3% yng nghyflogau pob un o aelodau staff.

### **ATEBOLRWYDD AC ARCHWILIO**

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

Aelodau'r Pwyllgor Archwilio a Rheoli Risg yn ystod y flwyddyn oedd Rheon Tomos (Cadeirydd), Cenwyn Edwards a Syr Roger Jones, sydd i gyd yn aelodau anweithredol annibynnol.

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

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

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

### **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.

### **REMUNERATION**

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

The 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), Sir Roger Jones and Cenwyn Edwards.

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.

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 2009, the Authority approved a general salary increase of 3% for all members of staff.

### **ACCOUNTABILITY AND AUDIT**

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

Members of the Audit and Risk Management Committee of the Authority during the year comprised Rheon Tomos (Chair), Cenwyn Edwards and Sir Roger Jones. All are independent non-executive members.

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

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

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

## 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 heffeithiolrwydd. 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 sgil cyhoeddi arweiniad i gyfarwyddwyr ar reolaeth fewnol, Rheolaeth Fewnol; Arweiniad i Gyfarwyddwyr ar y Cód Cyfun (arweiniad Turnbull), mae'r Awdurdod yn cadarnhau bod yna broses barhaus ar gyfer adnabod, gwerthuso a rheoli'r risgiau sylwedol a wynebir gan y grŵp, sydd wedi bod yn ei lle ar gyfer y flwyddyn dan sylw a hyd at ddyddiad cymeradwy y 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 cylidebau blynnyddol gan bob canolfan cost. Caiff y cylidebau hyn eu cadarnhau wedyn gan yr Awdurdod fel rhan o'r gyllideb gyffredinol am y flwyddyn. Caiff canlyniadau'r canolfannau cost eu hadrodd yn chwarterol a'u cymharu â'r gyllideb. Archwili'r amrywiadau sylwedol o'r gyllideb fel sy'n briodol. Parato'r rhagolygon o ymrwymiadau yn rheolaidd drwy gydol 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.

### 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 mewnlol.

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 Cód Cyfun (arweiniad Turnbull).

Yn benodol, mae wedi arolygu'r prosesau newydd sydd wedi'u sefydlu ar gyfer adnabod a gwerthuso'r risgiau sylwedol 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 sylwedol sy'n berthnasol i'w meysydd busnes, ynghyd â chynllunio a gweithredu rheolaeth fewnol briodol. Asesir y risgiau hyn ar sail barhaus a gallant fod yn gysylltiedig ag amrywiaeth o ffynonellau mewnlol ac allanol gan gynnwys toriadau mewn goruchwyliaeth, amhariad ar y systemau gwybodaeth, cystadleuaeth, trychinebau naturiol a gofynion rheoleiddio.

Cynhalwyd swyddogaeth archwilio mewnlol drwy gydol y flwyddyn i ddarparu sicrwydd i'r Awdurdod ynglŷn â gweithrediad a dilysrwydd y system rheolaeth fewnol. Mae gweithrediadau cywiro arfaethedig yn cael eu monitro'n annibynnol gan y Pwyllgor Archwilio a Rheoli Risg i sicrhau bod y gwaith yn cael ei gwblhau mewn da bryd. Mae archwiliwr mewnlol 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 sierwydd, gan wneud yn siŵr bod cymysgfa briodol o dechnegau'n cael eu defnyddio i gael y lefel sicrwydd y gofynnir amdani gan yr Awdurdod. Mae'r Pwyllgor Archwilio a Rheoli Risg yn cyflwyno'i gasgliadau i'r Awdurdod.

## INTERNAL CONTROL

The Authority is ultimately 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 quarterly 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.

### 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 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.

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 risgau 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 chydlyniant pawb sydd ynghlwm wrth y gwaith o ddynodi, asesu a rheoli risgau sylweddol a wynebir gan yr Awdurdod;
- yr ymateb i'r risgau sylweddol a ddynodwyd gan y rheolwyr ac eraill;
- y gwaith monitro ar yr adroddiadau a dderbyniwyd gan y rheolwyr;
- y gofal am amgylchedd rheoli sy'n anelu at gadw rheolaeth briodol ar risg;
- y gweithdrefnau adrodd blynnyddol.

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

#### **BUSNES BYW**

Ar ôl cynnal ymholiadau, ac o ran y darpariaethau cyllido yn Adran 61 Deddf Darlledu 1990 (fel y dirprwywyd gan Adran 80 Deddf Darlledu 1996 a diweddarwyd gan Adran 207 (7) Deddf Cyfathrebiadau 2003), mae gan yr Awdurdod ddisgwyladau 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 cwmnïau'r Deyrnas Unedig i gyfarwyddwyr sicrhau bod datganiadau ariannol am bob blwyddyn ariannol yn cael eu paratoi gan roi darlun gwir a theg o sefyllfa eu cwmni ar ddiwedd y flwyddyn ariannol ac o'r elw neu golled am y cyfnod hwnnw.
- (b) At hynny, mae'n ofynnol i gyfarwyddwyr:  
fabwysiadu polisiau cyfrifon addas a'u defnyddio'n gyson;  
lunio 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.
- (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.

Cyn belled â bod y cyfarwyddwyr yn ymwybodol:

nid oes unrhyw wybodaeth berthnasol nad yw archwiliwyr y grŵp yn ymwybodol ohonno; ac 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.

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.

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 monitoring of the reports from management;
- the maintenance of a control environment directed towards the proper management of risk;
- the annual reporting procedures.

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

#### **GOING CONCERN**

After making enquiries and having regard to the funding provisions contained in Section 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.
- (c) It is the responsibility of directors to:  
ensure that adequate accounting records are maintained to safeguard the assets of the company;  
take reasonable steps to prevent and detect fraud and other irregularities.

In so far as the directors are aware:

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.

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.

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 Cwmniäu 1989 (Cymhwyster ar gyfer Apwyntiad i fod yn Archwilwyr 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 agweddaau uchod.

#### **ARCHWILWYR**

Mae Grant Thornton UK LLP, sydd yn cynnig eu hunain fel archwilwyr 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 104 i 105.

Ar orchymyn yr Awdurdod  
 Iona Jones  
 Prif Weithredwr  
 7 Gorffennaf 2010

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 104 to 105.

By order of the Authority  
 Iona Jones  
 Chief Executive  
 7 July 2010

# ADRODDIAD YR ARCHWILWYR ANNIBYNNOL I AELODAU AWDURDOD S4C

Rydym wedi archwilio Datganiad Ariannol S4C ar gyfer y flwyddyn a ddaeth i ben ar 31 Rhagfyr 2009, sy'n cynnwys y cyfrif elw a cholled cyfun, y mantolen gyfun, mantolen S4C, y datganiad o lifarian cyfun, y datganiad cyfanswm yr enillion a cholledion cydnabyddedig a'r nodiadau cysylltiedig. Y fframwaith adrodd ariannol a weithredwyd wrth eu paratoi yw'r gyfraith berthnasol a Safonau Cyfrifo'r Deyrnas Unedig (Arfer Cyfrifyddu a Dderbynir yn Gyffredinol yn y Deyrnas Unedig).

Caiff yr adroddiad hwn ei gyflwyno i aelodau'r Awdurdod yn unig, fel corff, yn unol â pharagraff 13 (2) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd). Cynhalwyd ein gwaith archwilio er mwyn i ni allu datgan i aelodau'r Awdurdod ynghylch y materion hynny y mae gofyn i ni ddatgan yn eu cylch mewn adroddiad archwilwyr, ac nid am unrhyw ddiben arall. I'r graddau llawn 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, ar gyfer yr adroddiad hwn, neu am y safbwytiau a ffurfiwyd gennym.

## CYFRIFOLDEBAU PRIODOL AELODAU'R AWDURDOD A'R ARCHWILWYR

Fel yr esbonnir yn llawn yn y Datganiad Cyfrifoldebau ar dudalennau 100 i 103, mae aelodau'r Awdurdod yn gyfrifol am baratoi'r Datganiad Ariannol ac am deimlo'n fodlon eu bod yn cynnig darlun cywir a theg. Ein cyfrifoldeb ni yw archwilio'r Datganiad Ariannol yn unol â chyfraith berthnasol a'r Safonau Rhyngwladol ynghylch Archwilio (DU ac Iwerddon).

## CWMPAS YR ARCHWILIAD O'R DATGANIADAU ARIANNOL

Darparir disgrifiad o gwmpas archwiliad datganiadau ariannol ar wefan APB sef [www.frc.org.uk/apb/scope/UKNP](http://www.frc.org.uk/apb/scope/UKNP).

## BARN AM Y DATGANIAD ARIANNOL

Yn ein barn ni, mae'r Datganiad Ariannol:

- yn cynnig darlun cywir a theg o sefyllfa'r Awdurdod a S4C ar 31 Rhagfyr 2009 ac o ganlyniad yr Awdurdod ar gyfer y flwyddyn a ddaeth i ben ar yr adeg honno;
- wedi cael ei baratoi'n gywir yn unol ag Arfer Cyfrifyddu a Dderbynir yn Gyffredinol yn y Deyrnas Unedig; ac
- wedi cael ei baratoi yn unol â gofynion Deddf Darlledu 1990 (fel yr addaswyd) a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gyfrifon.

## BARN AM FATER ARALL A RAGNODIR GAN

### DDEDDF DARLLEDU 1990 (FEL YR ADDASWYD)

Yn ein barn ni, mae'r wybodaeth a nodir yn yr Adroddiad Blynnyddol ar gyfer y flwyddyn ariannol y caiff y Datganiadau Ariannol eu paratoi ar ei chyfer, yn cyd-fynd gyda'r Datganiad Ariannol.

## MATERION Y MAE GOFYN I NI ADRODD YN EU CYLCH DRWY EITHRIAD

Nid oes gennym unrhyw beth i'w adrodd ynghylch y materion canlynol, lle y mae Deddf Darlledu 1990 (fel yr addaswyd) yn mynnu ein bod yn adrodd i chi os yw'r canlynol wedi digwydd yn ein barn ni:

- nid oes cofnodion cyfrifyddu digonol wedi cael eu cadw, neu ni chafwyd ffurflenni sy'n ddigonol ar gyfer ein harchwiliad gan ganghennau nad ydym wedi ymweld â nhw; neu
- nid yw Datganiad Ariannol yr Awdurdod yn cyd-fynd gyda'r ffurflenni a'r cofnodion cyfrifyddu; neu
- nid yw datgeliadau penodol ynghylch tâl aelodau a nodir gan y gyfraith wedi cael eu gwneud; neu
- nid ydym wedi cael yr holl wybodaeth a'r esboniadau y mae angen i ni eu cael ar gyfer ein harchwiliad.

J. Geraint Davies

Archwiliwr Statudol Uwch  
dros ac ar ran Grant Thornton UK LLP  
Archwiliwr Statudol, Cyfrifwyr Siartredig  
CAERDYDD  
7 Gorffennaf 2010

# INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF THE S4C AUTHORITY

We have audited the Statement of Accounts of S4C for the year ended 31 December 2009 which comprises the consolidated profit and loss account, the consolidated and S4C balance sheets, the consolidated cashflow statement, the statement of total recognised gains and losses and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

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

As explained more fully in the Statement of Responsibilities set out on pages 100 to 103, the Authority members are responsible for the preparation of the Statement of Accounts and for being satisfied that it gives a true and fair view. Our responsibility is to audit the Statement of Accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland).

## SCOPE OF THE AUDIT OF THE STATEMENT OF ACCOUNTS

A description of the scope of an audit of a Statement of Accounts is provided on the APB's website at [www.frc.org.uk/apb/scope/UKNP](http://www.frc.org.uk/apb/scope/UKNP).

## OPINION ON THE STATEMENT OF ACCOUNTS

In our opinion the Statement of Accounts:

- gives a true and fair view of the state of the Authority's and S4C's affairs as at 31 December 2009 and of the Authority's result for the year then ended;
- has been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- has been prepared in accordance with the requirements of the Broadcasting Act 1990 (as amended) and the Secretary of State's Account Direction.

## OPINION ON OTHER MATTER PRESCRIBED

### BY THE BROADCASTING ACT 1990 (AS AMENDED)

In our opinion the information given in the Annual Report for the financial year for which the Statement of Accounts is prepared is consistent with the Statement of Accounts.

## MATTERS ON WHICH WE ARE REQUIRED TO REPORT BY EXCEPTION

We have nothing to report in respect of the following matters where the Broadcasting Act 1990 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the Statement of Accounts of the Authority is not in agreement with the accounting records and returns; or
- certain disclosures of members' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

J. Geraint Davies

Senior Statutory Auditor  
for and on behalf of Grant Thornton UK LLP  
Statutory Auditor, Chartered Accountants  
CARDIFF  
7 July 2010

**CYFRIF ELW A  
CHOLLED CYFUN  
AM Y FLWYDDYN  
A DERFYNODD  
31 RHAGFYR  
2009**

**CONSOLIDATED  
PROFIT AND LOSS  
ACCOUNT FOR  
THE YEAR ENDED  
31 DECEMBER  
2009**

	Nodyn	2009 £'000	2008 £'000
Incwm Cronfa'r Gwasanaeth Cyhoeddus a Throsiant y Gronfa Gyffredinol	2	104,947	102,690
Trosiant yr Awdurdod		104,947	102,690
Costau'r gwasanaeth rhaglenni		(97,299)	(93,556)
Costau darlledu a dosbarthu		(7,364)	(7,004)
Costau uniongyrchol eraill		(2,220)	(2,931)
Colled gros		(1,936)	(801)
Costau gweithredu a gweinyddu	3	(3,786)	(5,889)
Colled gweithredol	3	(5,722)	(6,690)
Llog net	5	179	1,299
Colled ar weithgareddau cyffredin cyn trethiant		(5,543)	(5,391)
Trethiant ar golled ar weithgareddau cyffredin	6	-	8,500
(Colled)/Elw ar ôl trethiant		(5,543)	3,109
Trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus	14	2,783	2,021
Cadwyd yn y Gronfa Gyffredinol	14	(2,760)	5,130

Mae'r nodiadau ar dudalennau 116 i 145 yn ffurfio rhan o'r Datganiad Ariannol.

	Note	2009 £'000	2008 £'000
Public Service Fund Income and General Fund Turnover	2	104,947	102,690
Turnover of the Authority		104,947	102,690
Cost of programme service		(97,299)	(93,556)
Transmission and distribution costs		(7,364)	(7,004)
Other direct costs		(2,220)	(2,931)
Gross loss		(1,936)	(801)
Operational and administrative expenses	3	(3,786)	(5,889)
Operating loss	3	(5,722)	(6,690)
Net interest	5	179	1,299
Loss on ordinary activities before taxation		(5,543)	(5,391)
Taxation on loss on ordinary activities	6	-	8,500
(Loss)/profit after taxation		(5,543)	3,109
Transfer from the Public Service Fund	14	2,783	2,021
Retained in the General Fund	14	(2,760)	5,130

The notes on pages 116 to 145 form part of the Statement of Accounts.

# MANTOLEN GYFUN AR 31 RHAGFYR 2009

	Nodyn	2009 £000	2009 £000	2008 £000	2008 £000
<b>Asedau Sefydlog</b>					
Asedau diriaethol	8	7,244		7,482	
Buddsoddiadau	9	6,000		-	
		<b>13,244</b>		<b>7,482</b>	
<b>Asedau Cyfredol</b>					
Stoc	10	16,829		22,636	
Dyledwyr	11	2,168		5,399	
Buddsoddiadau	12	26,653		27,385	
Arian yn y banc ac mewn llaw		6,380		8,712	
		<b>52,030</b>		<b>64,132</b>	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(9,706)		(14,224)	
<b>Asedau Cyfredol Net</b>		<b>42,324</b>		<b>49,908</b>	
Ased Pensiwn	21	100		300	
<b>Cyfanswm Asedau llai Rhwymedigaethau</b>		<b>55,668</b>		<b>57,690</b>	
<b>Cronfeydd</b>					
Cronfa'r Gwasanaeth Cyhoeddus	14	27,399		31,782	
Cronfa Gyffredinol	14	28,269		25,908	
<b>Cyfanswm Cronfeydd</b>		<b>55,668</b>		<b>57,690</b>	
Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 7 Gorffennaf 2010.					

**John Walter Jones**  
Cadeirydd

**Iona Jones**  
Prif Weithredwr

Mae'r nodiadau ar dudalennau 116 i 145 yn ffurfio rhan o'r Datganiad Ariannol.

# CONSOLIDATED BALANCE SHEET AT 31 DECEMBER 2009

	Note	2009 £000	2009 £000	2008 £000	2008 £000
<b>Fixed Assets</b>					
Tangible assets	8	7,244		7,482	
Investments	9	6,000		-	
		<b>13,244</b>		<b>7,482</b>	
<b>Current Assets</b>					
Stock	10	16,829		22,636	
Debtors	11	2,168		5,399	
Investments	12	26,653		27,385	
Cash at bank and in hand		6,380		8,712	
		<b>52,030</b>		<b>64,132</b>	
Creditors: amounts falling due within one year	13	(9,706)		(14,224)	
<b>Net Current Assets</b>		<b>42,324</b>		<b>49,908</b>	
Pension Asset	21	100		300	
<b>Total Assets less Liabilities</b>		<b>55,668</b>		<b>57,690</b>	
<b>Reserves</b>					
Public Service Fund	14	27,399		31,782	
General Fund	14	28,269		25,908	
<b>Total Reserves</b>		<b>55,668</b>		<b>57,690</b>	

The Statement of Accounts was approved by the Authority on 7 July 2010.

**John Walter Jones**  
Chair

**Iona Jones**  
Chief Executive

The notes on pages 116 to 145 form part of the Statement of Accounts.

# MANTOLEN S4C AR 31 RHAGFYR 2009

	Nodyn	2009 £000	2009 £000	2008 £000	2008 £000
<b>Asedau Sefyddlog</b>					
Asedau diriaethol	8	7,244		7,482	
<u>Buddsoddiadau</u>	9	-		-	
		7,244		7,482	
<b>Asedau Cyfredol</b>					
Stoc	10	16,829		22,636	
Dyledwyr	11	7,126		9,318	
<u>Arian yn y banc ac mewn llaw</u>		4,426		4,563	
		28,381		36,517	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(8,326)		(12,517)	
<u>Asedau Cyfredol Net</u>		20,055		24,000	
<u>Ased Pensiwn</u>	21	100		300	
<u>Cyfanswm Asedau llai Rhwymedigaethau</u>		27,399		31,782	
<b>Cronfeydd</b>					
Cronfa'r Gwasanaeth Cyhoeddus	14	27,399		31,782	
<u>Cronfa Gyffredinol</u>	14	-		-	
<u>Cyfanswm Cronfeydd</u>		27,399		31,782	
<b>Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 7 Gorffennaf 2010.</b>					

**John Walter Jones**  
Cadeirydd

**Iona Jones**  
Prif Weithredwr

Mae'r nodiadau ar dudalennau 116 i 145 yn ffurfio rhan o'r Datganiad Ariannol.

# S4C BALANCE SHEET AT 31 DECEMBER 2009

	Note	2009 £000	2009 £000	2008 £000	2008 £000
<b>Fixed Assets</b>					
Tangible assets	8	7,244		7,482	
<u>Investments</u>	9	-		-	
		7,244		7,482	
<b>Current Assets</b>					
Stock	10	16,829		22,636	
Debtors	11	7,126		9,318	
<u>Cash at bank and in hand</u>		4,426		4,563	
		28,381		36,517	
Creditors: amounts falling due within one year	13	(8,326)		(12,517)	
<u>Net Current Assets</u>		20,055		24,000	
<u>Pension Asset</u>	21	100		300	
<u>Total Assets less Liabilities</u>		27,399		31,782	
<b>Reserves</b>					
Public Service Fund	14	27,399		31,782	
<u>General Fund</u>	14	-		-	
<u>Total Reserves</u>		27,399		31,782	

The Statement of Accounts was approved by the Authority on 7 July 2010.

**John Walter Jones**  
Chair

**Iona Jones**  
Chief Executive

The notes on pages 116 to 145 form part of the Statement of Accounts.

**DATGANIAD LLIF  
ARIAN CYFUN  
AM Y FLWYDDYN  
A DERFYNODD  
31 RHAGFYR  
2009**

**CONSOLIDATED  
CASH FLOW  
STATEMENT FOR  
THE YEAR ENDED  
31 DECEMBER  
2009**

	Nodyn	2009 £000	2008 £000
<u>Allanlif net ariannol o weithgareddau gweithredol</u>	15	(2,175)	(1,043)
Enillion ar fuddsoddiadau a chostau benthyciadau Llog a dderbyniwyd		179	1,299
Mewnlif net ariannol o enillion ar fuddsoddiadau a chostau benthyciadau		179	1,299
Trethiant	-	8,500	
Pryniant cyfalafol a buddsoddiadau ariannol			
Pryniant asedau sefydlog diriaethol	(338)	(890)	
Gwerthiant asedau sefydlog diriaethol	2	9	
Pryniant buddsoddiad	-	(6,000)	
Allanlif net ariannol o bryniant cyfalafol a buddsoddiadau ariannol	(336)	(6,881)	
(Lleihad)/cynnydd mewn arian	16	(2,332)	1,875

Mae'r nodiadau ar dudalennau 116 i 145 yn ffurfio rhan o'r Datganiad Ariannol.

	Note	2009 £000	2008 £000
<u>Net cash outflow from operating activities</u>	15	(2,175)	(1,043)
Returns on investments and servicing of finance Interest received		179	1,299
Net cash inflow from returns on investments and servicing of finance		179	1,299
Taxation		-	8,500
Capital expenditure and financial investments			
Purchase of tangible fixed assets	(338)	(890)	
Sale of tangible fixed assets	2	9	
Acquisition of investment	-	(6,000)	
Net cash outflow from capital expenditure and financial investment	(336)	(6,881)	
(Decrease)/increase in cash	16	(2,332)	1,875

The notes on pages 116 to 145 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)

	2009 £000	2008 £000
(Colled)/elw ar weithgareddau cyffredin ar ôl trethiant Trosglwyddiad o Gronfa Gwasanaeth Cyhoeddus	(5,543)	3,109
Newid yng ngwerth marchnadol y buddsoddiad asedau cyfredol	2,783	2,021
Colledion actiwaraid ar asedau a rhwymedigaethau'r cynllun pensiwn	5,122	(5,889)
Cyfanswm yr enillion/(cholledion) cydnabyddedig yn ystod y flwyddyn	(1,600)	(1,900)
	762	(2,659)

Mae'r nodiadau ar dudalennau 116 i 145  
yn ffurfio rhan o'r Datganiad Ariannol.

	2009 £000	2008 £000
(Loss)/profit on ordinary activities after taxation	(5,543)	3,109
Transfer from the Public Service Fund	2,783	2,021
Change in market value of current asset investment	5,122	(5,889)
Actuarial loss on the pension scheme assets and liabilities	(1,600)	(1,900)
Total recognised gains/(losses) for the year	762	(2,659)

The notes on pages 116 to 145 form  
part of the Statement of Accounts.

# NODIADAU I'R CYFRIFON AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2009

## 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 Deddf 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-ymgymeriadau (gweler nodyn 9) a luniwyd hyd at 31 Rhagfyr 2009. 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 ei brynu eu cofnodi yn ôl eu gwerthoedd teg gan adlewyrchu eu cyflwr ar y dyddiad hwnnw.

### (C) INCWM

(i) Cynhwysir incwm o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon yn y cyfrif elw a cholloed 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 cholloed ar sail gronnol.

### (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 orffennwyd 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 cholloed. 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 cholloed. Mae'r cyfrif elw a cholloed felly yn cynnwys trosglwyddiad net i Gronfa'r Gwasanaeth Cyhoeddus, neu oddi wrtho, yn adlewyrchu'r trosglwyddiadau hyn.

### (E) BUDDSODDIADAU

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

# NOTES TO THE ACCOUNTS FOR THE YEAR ENDED 31 DECEMBER 2009

## 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 2009. 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

(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 amdanynt ynghyd 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%  
Adeiladau rhyddfraint dros 40 mlynedd

Caiff gwelliannau i adeiladau ar brydles fer eu dileu'n gyfartal dros gyfnod y brydles. Ni ddibrisir 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 disgwyliedig 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 disgwyliedig. 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-ymgymriedau.

#### (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) BUDDSODDIADAU ASEDAU CYFREDOL

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

#### 2. GWYBODAETH RANNOL - DOSBARTHU BUSNES

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.

#### (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.

#### 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.

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

	2009 £000	2008 £000	2009 £000	2008 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus				
Incwm a dderbyniwyd oddi wrth ADDCCh	101,369	98,440		
Incwm arall	103	179		
	101,472	98,619		
Trosiant y Gronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	3,159	3,893		
Cyhoeddi a marsiandio	316	178		
	3,475	4,071		
Trosiant y grŵp	104,947	102,690		
Ceir isod ddadansoddiad o drosiant y Gronfa Gyffredinol yn ôl marchnad ddaearyddol:				
	2009 £000	2008 £000	2009 £000	2008 £000
Y Deyrnas Unedig	3,049	3,935		
Gweddill Ewrop	318	134		
Unol Daleithiau America	108	2		
	3,475	4,071		
<b>COLLED GWEITHREDOL</b>				
	2009 £000	2008 £000	2009 £000	2008 £000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	(5,926)	(6,548)		
	(5,926)	(6,548)		
Cronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	1,013	985		
Cyhoeddi a marsiandio	112	121		
Gweithgareddau eraill	(921)	(1,248)		
	204	(142)		
	(5,722)	(6,690)		
<b>ASEDAU NET</b>				
	2009 £000	2008 £000	2009 £000	2008 £000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	27,399	31,782		
	27,399	31,782		
Cronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	966	2,617		
Cyhoeddi a marsiandio	107	321		
Gweinyddiaeth	1	1		
Gweithgareddau eraill	27,195	22,969		
	28,269	25,908		
	55,668	57,690		

### Public Service Fund income and General Fund turnover

	2009 £000	2008 £000	2009 £000	2008 £000
Public Service Fund income				
Income received from the DCMS	101,369	98,440		
Other income	103	179		
	101,472	98,619		
General Fund turnover				
Programme and airtime sales	3,159	3,893		
Publishing and merchandising	316	178		
	3,475	4,071		
Group turnover	104,947	102,690		
An analysis of General Fund turnover by geographical market is given below:				
	2009 £000	2008 £000	2009 £000	2008 £000
United Kingdom	3,049	3,935		
The rest of Europe	318	134		
United States of America	108	2		
	3,475	4,071		
<b>OPERATING LOSS</b>				
	2009 £000	2008 £000	2009 £000	2008 £000
Public Service Fund				
Public Service Fund activities	(5,926)	(6,548)		
	(5,926)	(6,548)		
General Fund				
Programme and airtime sales	1,013	985		
Publishing and merchandising	112	121		
Other activities	(921)	(1,248)		
	204	(142)		
	(5,722)	(6,690)		
<b>NET ASSETS</b>				
	2009 £000	2008 £000	2009 £000	2008 £000
Public Service Fund				
Public Service Fund activities	27,399	31,782		
	27,399	31,782		
General Fund				
Programme and airtime sales	966	2,617		
Publishing and merchandising	107	321		
Administration	1	1		
Other trading activities	27,195	22,969		
	28,269	25,908		
	55,668	57,690		

### 3. COLLED GWEITHREDOL

Nodir y colled gweithredol ar ôl:

	2009 £000	2008 £000
Cost y gwasanaeth rhaglenni		
Dibrisiant ac amorteiddio	331	289
Costau staffio	6,891	6,467
Taliadau prydlesi gweithredol	51	55
Teithio a chynhaliaeth	106	152
Costau gweithredu a gweinyddu		
Costau staffio	1,288	1,280
Dibrisiant	329	320
Taliadau i'r archwiliwr:		
Gwasanaethau archwilio	57	52
Gwasanaethau eraill	1	73
Costau gweinyddu eraill	2,022	4,086
Taliadau prydlesi gweithredol:		
Tir ac adeiladau	32	13
Aral	22	25
Teithio a chynhaliaeth	35	40
	3,786	5,889

2008 - Mae costau gweinyddu eraill yn cynnwys costau moderneiddio swyddfeydd S4C.

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

	2009 £000	2008 £000
Costau Cronfa'r Gwasanaeth Cyhoeddus	3,613	5,664
Costau'r Gronfa Gyffredinol	173	225
	3,786	5,889

### 3. OPERATING LOSS

Operating loss is stated after:

	2009 £000	2008 £000
Cost of programme service		
Depreciation and amortisation	331	289
Staff costs	6,891	6,467
Operating lease costs	51	55
Travel and subsistence	106	152
Operational and administrative expenses		
Staff costs	1,288	1,280
Depreciation	329	320
Auditors' remuneration:		
Audit services	57	52
Other services	1	73
Other administrative expenses	2,022	4,086
Operating lease costs:		
Land and buildings	32	13
Other	22	25
Travel and subsistence	35	40
	3,786	5,889

2008 – included in other administration expenses are the costs of the modernisation of S4C's offices.

The operational and administrative expenses can be analysed as follows:

	2009 £000	2008 £000
Public Service Fund expenses	3,613	5,664
General Fund expenses	173	225
	3,786	5,889

#### 4. AELODAU A SWYDDOGION CYFLOGEDIG

Mae cyfanswm cydnabyddiaeth swyddogion cyflogedig yn ystod y flwyddyn yn cynnwys:

	2009 £000	2008 £000
Cyflogau gros	6,652	6,305
Cyfraniadau YC y cyflogwr	701	658
Cyfraniadau pensiwn y cyflogwr	826	784
	<b>8,179</b>	<b>7,747</b>

Yn ystod y flwyddyn cyflogwyd ar gyfartaledd 156 o swyddogion cyflogedig (2008 - 154) yn y meysydd canlynol:

	Rhif Dynion	2009 Menywod	Rhif Dynion	2008 Menywod
Comisiynu	6	10	6	10
Darlledu a Dosbarthu	44	30	40	31
Cyfathrebu	10	12	10	11
Cyllid, Gweinyddiaeth, Adnoddau Dynol	4	14	4	13
Materion Busnes	1	10	1	12
Corfforaethol a Pholisi Masnachol	4	11	4	10
Masnachol	-	-	1	1
	<b>69</b>	<b>87</b>	<b>66</b>	<b>88</b>

Cyfanswm teithio a chynhaliaeth a dalwyd i swyddogion cyflogedig yn ystod 2009 oedd £128,206 (2008 - £178,418).

#### CYDNABYDDIAETH YR AELODAU

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

	2009 £000	2008 £000
Cyfanswm y taliadau	127	129
	<b>127</b>	<b>129</b>

#### 4. MEMBERS AND EMPLOYEES

Total employee remuneration during the year comprised:

	2009 £000	2008 £000
Gross salaries	6,652	6,305
Employer's NI contributions	701	658
Employer's pension contributions	826	784
	<b>8,179</b>	<b>7,747</b>

The average number of employees during the year was 156 (2008 - 154) employed as follows:

	Number Male	2009 Number Female	Number Male	2008 Number Female
Commissioning	6	10	6	10
Broadcast and Distribution	44	30	40	31
Communications	10	12	10	11
Finance, Administration, Human Resources	4	14	4	13
Business Affairs	1	10	1	12
Corporate and Commercial Policy	4	11	4	10
Commercial	-	-	1	1
	<b>69</b>	<b>87</b>	<b>66</b>	<b>88</b>

Total travel and subsistence reimbursed to employees during 2009 was £128,206 (2008 - £178,418).

#### MEMBERS' REMUNERATION

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

	2009 £000	2008 £000
Total remuneration	127	129
	<b>127</b>	<b>129</b>

### CYDNABYDDIAETH YR AELODAU (PARHAD)

Dangosir taliadau iaelodau'r Awdurdod am y flwyddyn isod:

	Cyfanswm 2009 £	Cyfanswm 2008 £
Bill Davies	9,650	9,580
Eira Davies	9,650	9,580
Cenwyn Edwards	9,650	9,580
Dyfrig Jones	6,731	-
John Walter Jones	52,370	51,988
Roger Jones	9,650	9,580
Chris Llewelyn	9,650	9,580
Winston Roddick	9,650	9,580
Rheon Tomos	9,650	9,580
Carys Howell	-	9,580

Penodwyd Dyfrig Jones ym mis Ebrill 2009  
 Ymddeolodd Carys Howell ym mis Rhagfyr 2008

Cyfanswm teithio a chynhaliaeth a dalwyd iaelodau'r Awdurdod yn ystod 2009 oedd £13,011 (2008 - £13,569).

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

	Tâl gros £000	Buddiannau £000	Cyfanswm 2009 £000	Cyfanswm 2008 £000
Rhian Gibson	96	6	102	96
Delyth Wynne Griffiths	71	8	79	76
Iona Jones	*151	10	161	156
Garffild Lloyd Lewis	69	2	71	-
Elin Morris	69	-	69	-
Kathryn Morris	86	6	92	89
Arshad Rasul	103	7	110	108
Huw Rossiter	46	2	48	100
Clive Jones (Anweithredol)	25	-	25	25
Nerys Hopkins	-	-	-	24

\* yn cynnwys bonws o £dim (2008 - £13,316)

Penodwyd Garffild Lloyd Lewis ym mis Mawrth 2009

Penodwyd Elin Morris ym mis Ebrill 2009

Ymddiswyddodd Huw Rossiter ym mis Mawrth 2009

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 ar y dudalen nesaf.

### MEMBERS' REMUNERATION (CONT.)

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

	Total 2009 £	Total 2008 £
Bill Davies	9,650	9,580
Eira Davies	9,650	9,580
Cenwyn Edwards	9,650	9,580
Dyfrig Jones	6,731	-
John Walter Jones	52,370	51,988
Roger Jones	9,650	9,580
Chris Llewelyn	9,650	9,580
Winston Roddick	9,650	9,580
Rheon Tomos	9,650	9,580
Carys Howell	-	9,580

Dyfrig Jones was appointed in April 2009  
 Carys Howell retired in December 2008

Total travel and subsistence reimbursed to the Authority members during 2009 was £13,011 (2008 - £13,569).

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

	Gross pay £000	Benefits in kind £000	Total 2009 £000	Total 2008 £000
Rhian Gibson	96	6	102	96
Delyth Wynne Griffiths	71	8	79	76
Iona Jones	*151	10	161	156
Garffild Lloyd Lewis	69	2	71	-
Elin Morris	69	-	69	-
Kathryn Morris	86	6	92	89
Arshad Rasul	103	7	110	108
Huw Rossiter	46	2	48	100
Clive Jones (non-executive)	25	-	25	25
Nerys Hopkins	-	-	-	24

\* includes bonus of £nil (2008 - £13,316)

Garffild Lloyd Lewis was appointed in March 2009

Elin Morris was appointed in April 2009

Huw Rossiter resigned in March 2009

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 on the next page.

	Cynllun cyfraniadau diffiniedig		Cynllun budd diffiniedig		Pensiwn Cronedig ar 31/12/09	Cynnydd yn y pensiwn cronedig yn Y flwyddyn	Gwerth trosglwyddo ar 31/12/09	Gwerth trosglwyddo ar 31/12/08	Cynnydd yn y gwerth trosglwyddo llai' cyfraniadau'r aelodau yn y flwyddyn
	Cyfraniadau S4C		Gwerhoedd blynnyddol						
	2009	2008	£000	£000	£000	£000	£000	£000	£000
Rhian Gibson	9	9	-	-	-	-	-	-	-
Delyth Wynne Griffiths	-	-	27	2	349	312	33		
Iona Jones	15	13	-	-	-	-	-		
Garffild Lloyd Lewis	6	-	-	-	-	-	-		
Elin Morris	7	-	-	-	-	-	-		
Kathryn Morris	-	-	40	3	732	651	76		
Arshad Rasul	10	10	-	-	-	-	-		
Huw Rossiter	-	9	-	-	-	-	-		
Nerys Hopkins	-	1	-	-	-	-	-		

##### 5. LLOG NET

	2009 £000	2008 £000
Llog a dderbynir		
- ar adnau tymor byr	79	536
- Incwm cyllido net parthed y cynllun	100	-
- llog treth	-	763
	179	1,299

##### 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.

	2009 £000	2008 £000
Treth gorfforaeth y Deyrnas Unedig ar 28%	-	-
Cymwysiadau i'r tâl trethiant am y cyfnodau blaenorol	-	(8,500)
Tâl trethiant cyfredol am y cyfnod	-	(8,500)
	2009 £000	2008 £000
Colled ar weithgareddau cyffredin cyn trethiant	(5,543)	(5,391)
Colled ar weithgareddau cyffredin wedi'i lloosi â'r gyfradd treth safonol yn y DU o 28%	(1,552)	(1,536)
Effeithiau:		
Costau na ellir eu tynnu at ddibenion treth	31	44
Lwfansau cyfalafol am y cyfnod yn fwy na ddibrasant	-	(1)
Newidiadau amseru eraill	742	917
Trosglwyddo i incwm gohiriedig	779	576
Cymwysiadau i'r tâl trethiant am y cyfnodau blaenorol	-	(8,500)
Tâl trethiant cyfredol am y cyfnod	-	(8,500)

	Defined contribution scheme S4C contributions		Defined benefit scheme Annual Transfer values		
	2009	2008	Accured Pension at 31/12/09	Increase in accrued pension over year	
	£000	£000	£000	Transfer value at 31/12/08	Increase in transfer value less members contribution over year
Rhian Gibson	9	9	-	-	-
Delyth Wynne Griffiths	-	-	27	2	349
Iona Jones	15	13	-	-	-
Garffild Lloyd Lewis	6	-	-	-	-
Elin Morris	7	-	-	-	-
Kathryn Morris	-	-	40	3	732
Arshad Rasul	10	10	-	-	-
Huw Rossiter	-	9	-	-	-
Nerys Hopkins	-	1	-	-	-

##### 5. NET INTEREST

	2009 £000	2008 £000
Interest receivable		
-short term deposits	79	536
-Net finance income relating to defined benefit scheme	100	-
-tax interest	-	763
	179	1,299

##### 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.

	2009 £000	2008 £000
United Kingdom corporation tax at 28%	-	-
Adjustment to taxation charge in respect of previous periods	-	(8,500)
Current taxation for the period	-	(8,500)
	2009 £000	2008 £000
Loss on ordinary activities before taxation	(5,543)	(5,391)
Loss on ordinary activities multiplied by standard rate of tax in the UK of 28%	(1,552)	(1,536)
Effects of:		
Expenses not deductible for tax purposes	31	44
Capital allowances for period in excess of depreciation	-	(1)
Other timing differences	742	917
Transfer from deferred income	779	576
Adjustments to tax charge in respect of previous periods	-	(8,500)
Current tax credit for period	-	(8,500)

## 7. COLLED SYN BERTHNASOL I S4C

Mae'r Awdurdod wedi mabwysiadau 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 £7.383m (2008 - £8.146m). Ceir gwybodaeth bellach yn nodyn 14.

## 8. ASEDAU SEFYDLOG DIRIAETHOL YR AWDURDOD A S4C

	Cyfanswm	Tir ac Adeiladau	Offer a	
	£000	Rhyddfaint	Prydles	Chyfarpar
Cost				
Ar 1 Ionawr 2009	17,880	9,165	209	8,506
Ychwanegiadau	427	-	-	427
Gwerthiannau	(345)	-	-	(345)
<u>Ar 31 Rhagfyr 2009</u>	<u>17,962</u>	<u>9,165</u>	<u>209</u>	<u>8,588</u>
Dibrisiant				
Ar 1 Ionawr 2009	10,398	3,039	209	7,150
Cost am y flwyddyn	660	197	-	463
Gwerthiannau	(340)	-	-	(340)
<u>Ar 31 Rhagfyr 2009</u>	<u>10,718</u>	<u>3,236</u>	<u>209</u>	<u>7,273</u>
Gwerth llyfr net				
<u>Ar 31 Rhagfyr 2009</u>	<u>7,244</u>	<u>5,929</u>	<u>-</u>	<u>1,315</u>
<u>Ar 31 Rhagfyr 2008</u>	<u>7,482</u>	<u>6,126</u>	<u>-</u>	<u>1,356</u>

### TIR AC ADEILADAU

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

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

### ASEDAU A DDIBRISIWYD YN LLAWN

Ar 31 Rhagfyr 2009, mae asedau sefydlog yn cynnwys asedau a gostiodd £6,369,466 (2008 - £6,144,665) 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 hailbrisio. 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.

## 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 £7.383m (2008 - £8.146m). Further information is given in note 14.

## 8. TANGIBLE FIXED ASSETS THE AUTHORITY AND S4C

	Total	Land & Buildings	Plant & Equipment
	£000	Freehold	Short Leasehold
Cost			
At 1 January 2009	17,880	9,165	209
Additions	427	-	427
Disposals	(345)	-	(345)
<u>At 31 December 2009</u>	<u>17,962</u>	<u>9,165</u>	<u>209</u>
Depreciation			
At 1 January 2009	10,398	3,039	209
Charge for year	660	197	463
Disposals	(340)	-	(340)
<u>At 31 December 2009</u>	<u>10,718</u>	<u>3,236</u>	<u>209</u>
Net book amount			
<u>At 31 December 2009</u>	<u>7,244</u>	<u>5,929</u>	<u>-</u>
<u>At 31 December 2008</u>	<u>7,482</u>	<u>6,126</u>	<u>-</u>

### 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 Lambourne Crescent, Llanishen. Included in freehold land and buildings is freehold land of £1,791,257 which has not been depreciated.

### FULLY DEPRECIATED ASSETS

At 31 December 2009, fixed assets includes assets at a cost of £6,369,466 (2008 - £6,144,665) 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 buddsodiadau asedau sefydlog yn cynnwys:

	Yr Awdurdod		S4C	
	2009	2008	2009	2008
	£	£	£	£
Buddsodiadau asedau sefydlog	-	-	3	3
Trosglwyddiad o fuddsodiad asedau cyfredol (nodyn 12)	6,000,000	-	-	-
	6,000,000	-	3	3

Buddsodiadau asedau sefydlog

S4C Cyfranddaliadau mewn  
ymgymeriadau grŵp  
£

Cost a gwerth llyfr net ar 1 Ionawr 2009  
Ychwanegiadau

Cost a gwerth llyfr net ar 31 Rhagfyr 2009

Ar 31 Rhagfyr 2009, roedd yr Awdurdod yn dal 20% neu fwy o ecwiti'r canlynol:

Gwlad ymgorfiori	Dosbarth y cyfranddaliad a ddaliwyd	Gan y prif ymgymriad	Canran a ddaliwyd	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 bodolaeth nawr neu a grëir yn y dyfodol.

## 10. STOC

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

	Yr Awdurdod		S4C	
	2009	2008	2009	2008
	£000	£000	£000	£000
Rhagleni ar ganol eu cynhyrchu	3,849	7,343	3,849	7,343
Rhagleni a orffenwyd ond eto i'w darlledu	12,980	15,293	12,980	15,293
	16,829	22,636	16,829	22,636

## 9. FIXED ASSET INVESTMENTS

Total fixed asset investments comprise:

	Authority		S4C	
	2009	2008	2009	2008
	£	£	£	£
Fixed asset investments	-	-	3	3
Transfer from current asset investment (note 12)	6,000,000	-	-	-
	6,000,000	-	3	3

Fixed asset investments

S4C Shares in group undertakings £

Cost and net book amount at 1 January 2009  
Additions

Cost and net book amount at 31 December 2009

At 31 December 2009 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 & provision of management services to commercial subsidiaries
S4C Digital Media Ltd	Wales and England	Ordinary	100%	100%	Holding company
S4C Rhyngwladol Cyf	Wales and England	Ordinary	-	100%	Selling of airtime and programmes
S4C2 Cyf	Wales and 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. STOCK

Stock of untransmitted programmes and other stock comprise the following:

	Authority		S4C	
	2009	2008	2009	2008
	£000	£000	£000	£000
Programmes in course of production	3,849	7,343	3,849	7,343
Programmes completed but not yet transmitted	12,980	15,293	12,980	15,293
	16,829	22,636	16,829	22,636

### 11. DYLEDWYR

	Yr Awdurdod		S4C	
	2009 £000	2008 £000	2009 £000	2008 £000
Dyledwyr masnachol	379	556	5,653	5,214
Benthyciadau i swyddogion	7	5	7	5
Taliadau nawdd				
cymdeithasol a threthi eraill	26	18	26	18
TAW	988	2,430	980	2,408
Blaendaliadau ac				
incwm cronedig	768	2,390	460	1,673
	<b>2,168</b>	<b>5,399</b>	<b>7,126</b>	<b>9,318</b>

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

### 12. BUDDSODDIADAU ASEDAU CYFREDOL

	Yr Awdurdod		S4C	
	2009 £000	2008 £000	2009 £000	2008 £000
Buddsoddiad mewn rhagleni –				
hawliau dosbarthu	516	370	-	-
Cronfa fuddsoddi	26,137	27,015	-	-
	<b>26,653</b>	<b>27,385</b>	<b>-</b>	<b>-</b>

Ni wnaeth y cwmni brynu na gwerthu unrhyw hawliau rhagleni yn ystod y flwyddyn. Cafodd £5,300 o'r hawliau a ddaliwyd eu hamorteiddio yn ystod y flwyddyn. Gwnaeth y cwmni flaendaliadau o £150,000 ar gyntdebau cyd-gynhyrchu fel cydnabyddiaeth am hawliau dosbarthu yn ystod y flwyddyn. Adferodd y cwmni £13,845 o'r buddsoddiad yn ystod y flwyddyn a gostyngwyd y ddarpariaeth yn erbyn y balans adferadwy gan £15,742.

Cronfa fuddsoddi:

	Yr Awdurdod		S4C	
	2009 £000	2008 £000	2009 £000	2008 £000
Cronfa fuddsoddi at 1 Ionawr	27,015	29,904	-	-
Newid yn werth masnachol y buddsoddiad	5,122	(5,889)	-	-
Alldyniad o'r gronfa fuddsoddi	-	(3,000)	-	-
Ychwanegiadau yn y flwyddyn	-	6,000	-	-
Trosglwyddiad i fuddsoddiad asedau sefydlog	(6,000)	-	-	-
	<b>26,137</b>	<b>27,015</b>	<b>-</b>	<b>-</b>

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. Trosglwyddwyd y cyfranddaliadau i fuddsoddiadau asedau sefydlog (nodyn 9).

### 11. DEBTORS

	Authority		S4C	
	2009 £000	2008 £000	2009 £000	2008 £000
Trade debtors	379	556	5,653	5,214
Loans to employees	7	5	7	5
Social security and other taxes	26	18	26	18
VAT	988	2,430	980	2,408
Prepayments and accrued income	768	2,390	460	1,673
	<b>2,168</b>	<b>5,399</b>	<b>7,126</b>	<b>9,318</b>

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

### 12. CURRENT ASSET INVESTMENTS

	Authority		S4C	
	2009 £000	2008 £000	2009 £000	2008 £000
Investment in programmes – distribution rights	516	370	-	-
Investment fund	26,137	27,015	-	-
	<b>26,653</b>	<b>27,385</b>	<b>-</b>	<b>-</b>

The company did not acquire or dispose of any programme rights in the year. £5,300 of the rights held were amortised in the year. The company made advances of £150,000 on co-production agreements in consideration for distributing rights during the year. The company recovered £13,845 of the investment in the year, and reduced the provision against the recoverability of the balance by £15,742.

Investment fund:

	Authority		S4C	
	2009 £000	2008 £000	2009 £000	2008 £000
Investment fund at 1 January	27,015	29,904	-	-
Change in market value of investment	5,122	(5,889)	-	-
Withdrawal from investment fund	-	(3,000)	-	-
Additions in the year	-	6,000	-	-
Transfer to fixed asset investments	(6,000)	-	-	-
	<b>26,137</b>	<b>27,015</b>	<b>-</b>	<b>-</b>

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. This shareholding has been transferred to fixed asset investments (note 9).

### 13. CREDYDWYR: SYMIAU IW TALU O FEWN BLWYDDYN

	Yr Awdurdod		S4C	
	2009 £000	2008 £000	2009 £000	2008 £000
Credydwyr masnachol	512	2,171	471	1,787
Credydwyr rhaglenni	1,748	3,871	1,748	3,871
Taliadau nawdd cymdeithasol a threthi eraill	-	8	-	8
TAW	1	66	-	-
Credydwyr eraill	737	710	-	-
Symiau cronedig	6,708	7,398	6,107	6,851
	9,706	14,224	8,326	12,517

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

	Authority		S4C	
	2009 £000	2008 £000	2009 £000	2008 £000
Trade creditors	512	2,171	471	1,787
Programme creditors	1,748	3,871	1,748	3,871
Social security and other taxes	-	8	-	8
VAT	1	66	-	-
Other creditors	737	710	-	-
Accruals	6,708	7,398	6,107	6,851
	9,706	14,224	8,326	12,517

### 14. CRONFEYDD YR AWDURDOD

	Cronfa'r Gwasanaeth				Cronfa Gyffredinol	
	Cyhoeddus				Cyfanswm	Cyfanswm
	Pensiwn FRS 17	Asedau Sefydlog	Stoc	Eraill		
Ar 1 Ionawr 2009	300	7,482	22,636	1,364	25,908	57,690
Gweddl y Gronfa Gyffredinol am y flwyddyn	-	-	-	-	5,361	5,361
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	(200)	(238)	(5,807)	(1,138)	-	(7,383)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	-	3,000	(3,000)	-
Ar 31 Rhagfyr 2009	100	7,244	16,829	3,226	28,269	55,668

### 14. AUTHORITY RESERVES

	Public Service Fund				General Fund	
	Fund		Stock	Other	General Fund	Total
	FRS 17 Pension £000	Fixed Assets £000				
At 1 January 2009	300	7,482	22,636	1,364	25,908	57,690
General Fund surplus for the year	-	-	-	-	5,361	5,361
Public Service Fund transfer to profit and loss account	(200)	(238)	(5,807)	(1,138)	-	(7,383)
Transfer to Public Service Fund	-	-	-	3,000	(3,000)	-
At 31 December 2009	100	7,244	16,829	3,226	28,269	55,668

### CRONFEYDD S4C

	Cronfa'r Gwasanaeth				Cronfa Gyffredinol	
	Cyhoeddus				Cyfanswm	Cyfanswm
	Pensiwn FRS 17	Asedau Sefydlog	Stoc	Eraill		
Ar 1 Ionawr 2009	300	7,482	22,636	1,364	-	31,782
Gweddl y Gronfa Gyffredinol am y flwyddyn	-	-	-	-	3,000	3,000
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	(200)	(238)	(5,807)	(1,138)	-	(7,383)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	-	3,000	(3,000)	-
Ar 31 Rhagfyr 2009	100	7,244	16,829	3,226	-	27,399

### S4C RESERVES

	Public Service Fund				General Fund	
	Fund		Stock	Other	General Fund	Total
	FRS 17 Pension £000	Fixed Assets £000				
At 1 January 2009	300	7,482	22,636	1,364	-	31,782
General Fund surplus for the year	-	-	-	-	3,000	3,000
Public Service Fund transfer to profit and loss account	(200)	(238)	(5,807)	(1,138)	-	(7,383)
Transfer to Public Service Fund	-	-	-	3,000	(3,000)	-
At 31 December 2009	100	7,244	16,829	3,226	-	27,399

Trosglwyddwyd cyfanswm o £2.783m o'r Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled yn 2009 (2008 - £2.021m). Mae hyn yn cynnwys trosglwyddiad o'r Gronfa Gyffredinol o £3.000m (2008 - £4.225m), trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus o £7.383m (2008 - £8.146m) fel y dangosir uchod a'r £1.600m colledion actwaraidd (2008 - £1.900m).

In total £2.783m has been transferred to the profit and loss account from the Public Service Fund in 2009 (2008 - £2.021m). This comprises the £3.000m (2008 - £4.225m) transfer from the General Fund, the £7.383m (2008 - £8.146m) Public Service Fund transfer set out above and the actuarial loss of £1.600m (2008 - £1.900m).

### 15. MEWNLIF NET ARIANNOL O WEITHGAREDDAU GWEITHREDOL

	2009 £000	2008 £000
Colled gweithredol	(5,722)	(6,690)
Colled o werthu asedau sefydlog	3	13
Dibrisiant ac amorteiddio	660	609
Lleihad mewn stoc	5,807	1,572
Lleihad mewn dyledwyr	3,231	273
(Lleihad)/cynnydd mewn credydwyr	(6,008)	217
(Cynnydd)/lleihad mewn buddsoddiadau	(146)	2,963
Allanlif net ariannol o weithgareddau gweithredol	(2,175)	(1,043)

### 16. CYSONIAD Y LLIF ARIAN NET Â'R SYMUDIAD MEWN CRONFEYDD NET

	2009 £000	2008 £000
(Lleihad)/cynnydd arian yn ystod y flwyddyn	(2,332)	1,875
Newidiadau i gronfeydd o ganlyniad i lifariannu	(2,332)	1,875
Cronfeydd net ar 1 Ionawr 2009	8,712	6,837
Cronfeydd net ar 31 Rhagfyr 2009	6,380	8,712

### 17. DADANSODDIAD O'R NEWIDIADAU MEWN CRONFEYDD NET

	Ar 01/01/09 £000	Llifarian 2009 £000	Ar 31/12/09 £000
Arian mewn llaw ac yn y banc	8,712	(2,332)	6,380

### 18. YMRWYMIADAU PRYDLESI GWEITHREDOL

Mae gan yr Awdurdod yr ymrwymiadau canlynol dan brydlesi gweithredol yn daladwy yn ystod y flwyddyn ariannol hyd at 31 Rhagfyr 2010:

	2009 £000	2008 £000
Tir ac Adeiladau		
Cyfnod y brydles yn dirwyn i ben:		
2010	8	28
2011 - 2014	24	-
	32	28
Prydlesi gweithredol eraill		
Cyfnod y brydles yn dirwyn i ben:		
2010	11	24
2011 - 2014	56	33
	67	57

### 19. YMRWYMIADAU CYFALAFOL – YR AWDURDOD AC S4C

Nid oedd gan yr Awdurdod ac S4C unrhyw ymrwymiadau cyfalafol ar 31 Rhagfyr 2009 nac ar 31 Rhagfyr 2008.

### 20. YMRWYMIADAU RHAGLENNI – YR AWDURDOD AC S4C

Ar 31 Rhagfyr 2009, yr oedd yr Awdurdod ac S4C wedi ymrwymo'n gytundebol i wario'r symiau a ganlyn ar ragleni:

	2009 £000	2008 £000
Ymrwymiadau rhagleni	9,205	16,177

### 15. NET CASH INFLOW FROM OPERATING ACTIVITIES

	2009 £000	2008 £000
Operating loss	(5,722)	(6,690)
Loss on sale of fixed assets	3	13
Depreciation and amortisation	660	609
Decrease in stock	5,807	1,572
Decrease in debtors	3,231	273
(Decrease)/increase in creditors	(6,008)	217
(Increase)/decrease in investments	(146)	2,963
Net cash outflow from operating activities	(2,175)	(1,043)

### 16. RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET FUNDS

	2009 £000	2008 £000
(Decrease)/increase in cash in the year	(2,332)	1,875
Change in funds resulting from cashflows	(2,332)	1,875
Net funds at 1 January 2009	8,712	6,837
Net funds at 31 December 2009	6,380	8,712

### 17. ANALYSIS OF CHANGES IN NET FUNDS

	At 01/01/09 £000	Cashflow 2009 £000	At 31/12/09 £000
Cash in hand and at bank	8,712	(2,332)	6,380

### 18. OPERATING LEASE COMMITMENTS

The Authority has the following commitments under operating leases which are due during the financial year to 31 December 2010:

	2009 £000	2008 £000
Land and Buildings		
Lease period expiring:		
2010	8	28
2011 - 2014	24	-
	32	28
Other operating leases		
Lease period expiring:		
2010	11	24
2011 - 2014	56	33
	67	57

### 19. CAPITAL COMMITMENTS – AUTHORITY AND S4C

The Authority and S4C had no capital commitments at either 31 December 2009 or 31 December 2008.

### 20. PROGRAMME COMMITMENTS – AUTHORITY AND S4C

At 31 December 2009, the Authority and S4C had the following contractual commitments for expenditure on programmes:

	2009 £000	2008 £000
Programme commitments	9,205	16,177

## 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 £433,544 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2009 yn seiliedig ar gyfraniad y cwmni o 10% o gyflogau pensiynedig (2008 - £399,241).

### 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 £392,095 ar gyfer y flwyddyn yn diweddu 31 Rhagfyr 2009 (2008 - £385,201).

Cododd cyfraniad y cyflogwr i 33.4% ar 01 Ionawr 2008 tra oedd cyfraniad yr aelodau yn 5.5% trwy'r flwyddyn.

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

### Y prif ragdybiaethau a ddefnyddiwyd gan yr actwari oedd:

	2009	2008	2007
Chwyddiant	3.6%	3.0%	3.4%
Cyfradd disgownt rhwymedigaethau'r cynllun	5.6%	6.4%	5.7%
Cyfradd cynnydd mewn pensiynau cysylltiedig yn llawn a'r mynegai pris manwerthu	3.6%	3.0%	3.4%
Cyfradd cynnydd mewn pensiynau sydd â mynegai pris cyfyng	3.5%	2.8%	3.3%
Cyfradd cynnydd mewn cyflogau am y flwyddyn ganlynol	4.1%	3.5%	3.9%

Ar sail y rhagdybiaethau a ddefnyddiwyd ar gyfer disgwyliadau einioes, disgylir i bensiynwr sydd yn awr yn 60 fyw am 27.1 blwyddyn bellach (2008 – 26.4 blwyddyn). Darparir lwfans ar gyfer gwelliannau yn y dyfodol parteth disgwyliadau einioes.

### Asedau'r cynllun a'r cyfradd enillion tymor hir disgwyliedig yw:

	2009			2008		
	Cyfradd enillion	Gwerth £	Cyfradd enillion	Gwerth £	Cyfradd enillion	Gwerth £
Buddsoddiadau ecwiti	7.6%	13,800,000	7.1%	10,900,000	7.3%	10,900,000
Bondiau Llywodraeth	-	-	3.3%	700,000	4.1%	9,000,000
Blwydd-daliadau yswiriedig	5.2%	8,280,000	6.4%	6,400,000	-	-
Arian	1.8%	920,000	1.7%	-	4.1%	300,000
	2009 £	2008 £				
Cyfanswm gwerth marchnadol yr asedau	23,000,000	18,000,000				
Gwerth presennol rhwymedigaethau'r cynllun	(22,900,000)	(17,700,000)				
Ased pensiwn net	100,000	300,000				

Yn unol ag FRS 17, dangosir y cynllun ar y fantolen ar 31 Rhagfyr 2009 fel ased net o £0.1m (2008 - £0.3m).

## 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 2009 amounted to £433,544 arising from the company contribution rate of 10% of pensionable salaries (2008 - £399,241).

### Defined benefit scheme

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 2009 amounted to £392,095 (2008 - £385,201).

The employer's contribution rate was increased to 33.4% on 01 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:

	2009	2008	2007
Price inflation	3.6%	3.0%	3.4%
Discount rate for scheme liabilities	5.6%	6.4%	5.7%
Rate of increase in fully RPI-linked pensions	3.6%	3.0%	3.4%
Rate of increase in pensions with limited price indexation	3.5%	2.8%	3.3%
Rate of increase in salaries for forthcoming year	4.1%	3.5%	3.9%

On the basis of the assumptions used for life expectancy, a male pensioner currently aged 60 would be expected to live for a further 27.1 years (2008 – 26.4 years). Allowance is made for future improvements in life expectancy.

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

	2009			2008		
	Rate of Return	Value £	Rate of return	Value £	Rate of return	Value £
Equities	7.6%	13,800,000	7.1%	10,900,000	7.3%	10,900,000
Government bonds	-	-	3.3%	700,000	4.1%	9,000,000
Insured annuities	5.2%	8,280,000	6.4%	6,400,000	-	-
Cash	1.8%	920,000	1.7%	-	4.1%	300,000
	2009 £	2008 £				
Total market value of assets	23,000,000	18,000,000				
Present value of scheme liabilities	(22,900,000)	(17,700,000)				
Net pension asset	100,000	300,000				

Under FRS17, the scheme is represented on the balance sheet at 31 December 2009 as a net asset of £0.1m (2008 - £0.3m).

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

	2009 £	2008 £
Cost gwasanaeth presennol	200,000	300,000
Enillion disgwyliedig ar asedau'r cynllun pensiwn	(1,200,000)	(1,200,000)
Llog ar rwymedigaethau'r cynllun pensiwn	<u>1,100,000</u>	<u>1,200,000</u>
Cyfanswm costau gweithredol	100,000	300,000

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:

	2009 £	2008 £
Oblygiadau agoriadol y budd diffiniedig	17,700,000	20,200,000
Cost gwasanaeth presennol	200,000	300,000
Llog ar rhwymedigaethau'r cynllun pensiwn	1,100,000	1,200,000
Buddion a dalwyd	(800,000)	(400,000)
Cyfraniadau gan aelodau'r cynllun	100,000	100,000
Colledion/(enillion) actiwaraid ar rwymedigaethau	<u>4,600,000</u>	<u>(3,700,000)</u>
Oblygiadau terfynol y budd diffiniedig	<u>22,900,000</u>	<u>17,700,000</u>

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

	2009 £	2008 £
Gwerth farchnad asedau'r cynllun ar ddechrau'r cyfnod	18,000,000	20,200,000
Enillion disgwyliedig asedau'r cynllun	1,200,000	1,200,000
Cyfraniadau'r cyflogwr	1,500,000	2,500,000
Cyfraniadau'r cyflogedig	100,000	100,000
Buddion a dalwyd	(800,000)	(400,000)
Enillion/(colled) actiwaraid ar asedau	<u>3,000,000</u>	<u>(5,600,000)</u>
Gwerth farchnad asedau'r cynllun ar ddiwedd y cyfnod	<u>23,000,000</u>	<u>18,000,000</u>

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

	31 Rhagfyr 2009	31 Rhagfyr 2008
Buddsoddiadau ecwiti	60%	61%
Buddsoddiadau gilt	0%	4%
Arian	4%	0%
Blwydd-daliadau yswiriedig	36%	35%

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

	2009 £	2008 £
Current service cost	200,000	300,000
Expected return on pension scheme assets	(1,200,000)	(1,200,000)
Interest on pension scheme liabilities	<u>1,100,000</u>	<u>1,200,000</u>
Total operating charges	<u>100,000</u>	<u>300,000</u>

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:

	2009 £	2008 £
Opening defined benefit obligations	17,700,000	20,200,000
Current service cost	200,000	300,000
Interest on pension scheme liabilities	1,100,000	1,200,000
Benefits paid	(800,000)	(400,000)
Contributions by plan members	100,000	100,000
Actuarial losses/(gains) on liabilities	<u>4,600,000</u>	<u>(3,700,000)</u>
Closing defined benefit obligations	<u>22,900,000</u>	<u>17,700,000</u>

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

	2009 £	2008 £
Market value of scheme assets at start of period	18,000,000	20,200,000
Expected return on scheme assets	1,200,000	1,200,000
Contributions by employer	1,500,000	2,500,000
Contributions by employees	100,000	100,000
Benefits paid	(800,000)	(400,000)
Actuarial gains/(losses) on assets	<u>3,000,000</u>	<u>(5,600,000)</u>
Market value of scheme assets at end of period	<u>23,000,000</u>	<u>18,000,000</u>

The major categories of investments of plan assets, as a % of total plan assets:

	31 December 2009	31 December 2008
Equities	60%	61%
Gilt investments	0%	4%
Cash	4%	0%
Insured Annuities	36%	35%

**Gwir enillion asedau'r cynllun:**

	31 Rhagfyr 2009 £	31 Rhagfyr 2008 £
Enillion disgwyliedig asedau'r cynllun	1,200,000	1,200,000
Enillion/(colledion) actiwaraidd ar asedau	3,000,000	(5,600,000)
<b>Gwir enillion/(colled) ar asedau'r cynllun</b>	<b>4,200,000</b>	<b>(4,400,000)</b>

Colled o £1.6m (2008 – £1.9m) yw'r cyfanswm a gydnabuwyd yn y datganiad cyfanswm enillion a cholledion cydnabyddedig (STRGL) ar gyfer 2009.

Colled o £2.0m yw'r swm cronedig gydnabuwyd yn y STRGL ar 31 Rhagfyr 2009.

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

	2009 £	2008 £	2007 £	2006 £	2005 £
Gwerth farchnad asedau'r cynllun	23,000,000	18,000,000	20,200,000	19,800,000	18,100,000
Rhwymedigaethau'r cynllun	22,900,000	17,700,000	20,200,000	21,100,000	20,000,000
Gweddill/(diffyg) yn y cynllun	100,000	300,000	-	(1,300,000)	(1,900,000)
Profiad enillion/(colledion) ar asedau'r cynllun	3,000,000	(5,600,000)	(800,000)	600,000	1,700,000
Canran o asedau'r cynllun	13%	(31%)	(4%)	3%	9%
Profiad enillion/(colledion) arrwymedigaethau'r cynllun	700,000	0	0	(500,000)	(100,000)
Canran gwerth presennol rhwymedigaethau'r cynllun	3%	0%	0%	(2%)	(1%)

**22. RHWYMEDIGAETHAU AMODOL - YR AWDURDOD AC S4C**

Ar 31 Rhagfyr 2009, nid oedd rhwymedigaethau amodol (2008 - £dim).

**Actual return on scheme assets:**

	31 December 2009 £	31 December 2008 £
Expected return on scheme assets	1,200,000	1,200,000
Actuarial gain/(losses) on assets	3,000,000	(5,600,000)
<b>Actual gain/(loss) on scheme assets</b>	<b>4,200,000</b>	<b>(4,400,000)</b>

The amount recognised in the statement of total recognised gains and losses (STRGL) for 2009 is a loss of £1.6m (2008 – £1.9m).

The cumulative amount recognised within the STRGL as at 31 December 2009 is a loss of £2.0m.

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

	2009 £	2008 £	2007 £	2006 £	2005 £
Market value of scheme assets	23,000,000	18,000,000	20,200,000	19,800,000	18,100,000
Scheme liabilities	22,900,000	17,700,000	20,200,000	21,100,000	20,000,000
Surplus/(deficit) in scheme	100,000	300,000	-	(1,300,000)	(1,900,000)
Experience gains/(losses) on scheme assets	3,000,000	(5,600,000)	(800,000)	600,000	1,700,000
Percentage of plan assets	13%	(31%)	(4%)	3%	9%
Experience (losses)/gains on scheme liabilities	700,000	-	-	(500,000)	(100,000)
Percentage of the present value of the plan liabilities	3%	0%	0%	(2%)	(1%)

**22. CONTINGENT LIABILITIES – AUTHORITY AND S4C**

At 31 December 2009, there were no contingent liabilities (2008 - £nil).

# AELODAU'R AWDURDOD MEMBERS OF THE AUTHORITY

<u>John Walter Jones</u>
Cadeirydd
Chair
<u>Bill Davies</u>
<u>John Davies</u>
<u>Cenwyn Edwards</u>
<u>Dyfrig Jones</u>
<u>Syr Roger Jones</u>
<u>Glenda Jones</u>
<u>Winston Roddick CB QC</u>
<u>Rheon Tomos</u>
<u>Phil Williams</u>
Ysgrifennydd yr Awdurdod
Secretary to the Authority

# TÎM GWEITHREDOL EXECUTIVE TEAM

<u>Iona Jones</u> Prif Weithredwr Chief Executive
<u>Kathryn Morris</u> Cyfarwyddwr Cyllid ac Adnoddau Dynol Director of Finance and Human Resources
<u>Arshad Rasul</u> Cyfarwyddwr Darlledu a Dosbarthu Director of Broadcast and Distribution
<u>Garffild Lloyd Lewis</u> Cyfarwyddwr Cyfathrebu Director of Communications o 01/03/09 from 01/03/09
<u>Delyth Wynne Griffiths</u> Cyfarwyddwr Materion Busnes Director of Business Affairs
<u>Elin Morris</u> Cyfarwyddwr Polisi Corfforaethol a Masnachol Director of Corporate and Commercial Policy o 30/03/09 from 30/03/09
<u>Rhian Gibson</u> Cyfarwyddwr Comisiynu Director of Commissioning
<u>Clive Jones</u> Cyfarwyddwr Anweithredol Non-executive Director
<u>Meirion Davies</u> Pennaeth Cynnwys Head of Content
<u>Gaynor Davies</u> Golygydd Cynnwys Adloniant Content Editor Entertainment
<u>Bethan Eames</u> Golygydd Cynnwys Ffuglen Content Editor Fiction
<u>Siân Eirian</u> Pennaeth Gwasanaethau Plant Head of Children's Services
<u>Tweli Griffiths</u> Golygydd Cynnwys Gwleidyddol a Materion Cyfoes Content Editor Political and Current Affairs
<u>Lowri Gwilym</u> Golygydd Cynnwys Ffeithiol a Chyd-gynrychiadau Content Editor Factual and Co-productions
<u>Rob Nicholls</u> Golygydd Cynnwys Diwylliant Content Editor Culture
<u>Medwyn Parri</u> Pennaeth Digwyddiadau a Theledu Achlysur Head of Events and Event Television
<u>Geraint Rowlands</u> Golygydd Cynnwys Chwaraeon Content Editor Sport

# GOLYGYDDION CYNNWYS CONTENT EDITORS

# S4C

## CYSWLLT

# S4C

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