
Content Policy Statement 2012

1. Foreword

2012 is a significant and exciting year for S4C. In November, the Channel will celebrate 30 years of broadcasting. We will also be launching a new schedule on March 1st based on the principles of S4C's new strategy - S4C's Vision 2012 and Beyond.

The period from the beginning of 2012 throws up a number of challenges. The Channel will receive reduced funding as it moves into a full digital and multi-platform period. S4C has to respond to such challenges with confidence and innovation, providing a service that is relevant to the lives of our viewers and users.

S4C is a distinctive and unique Welsh language public service broadcaster. We will provide a wide range of content and a service that will appeal to Wales and its people by responding to the needs and expectations of our audience in a fun and entertaining way.

We will provide content that is original, innovative and appealing. At times we will provide content that is bold and contemporary; as a result we will have to push boundaries and take risks.

The originality of the content and a strong narrative are key to our programmes and the language used should be appropriate and clear. The service will reflect the diverse lives and communities in Wales and beyond, **by** stimulating and promoting an understanding of our world. We will offer programmes that reflect and strengthen our identity and culture as part of a service that is distinctive and confident.

Our content will educate, inform and entertain and will represent different opinions. We will provide 'must watch' programmes that will bring audiences together to discuss and share experiences. Our content will encourage response and discussion.

S4C believes that a full provision of programmes and services for children is a key part of the Channel's contribution as a public service broadcaster.

A public service broadcaster also has a responsibility and a contribution to make to ensure that content is available on different digital platforms. This broadens choice and increases the impact of our services. We will ensure that our content will be widely available by providing inclusive services that offer opportunities for everyone to watch our programmes and benefit from our content. In 2012, S4C will become closer to the heart of the nation.

Independent producers and the BBC provide the majority of S4C's content. This creative partnership between S4C and the producers is vitally important as we commission and plan content. This relationship will concentrate on working collaboratively, holding regular dialogue, sharing information and ensuring that the best content of the highest standard will be seen on the screen.

We will measure success and the effectiveness of our content according to the five following criteria:

- a) Audience Measurement.
- b) Standard of the content.
- c) Audience Appreciation.
- d) Value for money.
- e) Broader impact effect, including culturally and economically.

S4C will face 2012 with confidence - despite the fact that there is less funding available. We will ensure that we provide a service that is relevant, appealing and of the highest possible standard, with original and new well produced content funded appropriately.

It's a significant and important year.

2. 2012 Schedule

There are three different periods within the Channel's broadcast schedule in 2012. On March 1st we will be launching S4C's new schedule in response to the challenge facing the Channel following the reduction in its funding. Between January 1st and then the present schedule will be operational. Our research indicates that fewer people are available to watch television during the summer months. It's a period when the viewing patterns of a number of viewers change due to holidays and daylight hours. From the week following the National Eisteddfod until the beginning of September we will, therefore, be making extensive use of our archive and broadcasting less original content. During this period the main cornerstones of the schedule will continue to provide original and contemporary content.

Throughout the year we will broadcast from 7.00 until late.

Cyw, the service for nursery children, will be broadcast in the morning. This service will be extended to some of the afternoon hours once the new schedule commences at the beginning of March.

As well as broadcasting content for children and young people, it's important that we are also able to offer a service for the rest of the available audience during daytime hours. We will therefore continue to broadcast original programmes, programmes from the archive and repeats during the afternoon up until March. Following this period, we will launch a new afternoon service that will appeal to the available audience. The afternoon service will open and close with news and weather bulletins.

In the new schedule **Cyw** will be extended and broadcast between 15.00 and 17.30 to enable children who have attended nursery or school to watch the programmes.

From March onwards, **Stwnsh**, the service for older children between the ages of 7 and 12, will be broadcast from 17.30 to 18.30 and until 18.00 on Fridays.

Most people watch television during the peak hours, between 18.00 and 22.00 and it's therefore appropriate that we will invest most of our content budget in programmes broadcast during this period. We will respond to the busy lives of viewers, by providing more half hour long programmes in the schedule during peak hours. There's a possibility that we will broadcast longer programmes if there are strong editorial reasons for doing so.

From Monday to Thursday evenings, **Newyddion (News)**, **Tywydd (Weather)**, soap operas and magazine programmes will be consistent cornerstones during the peak hours. We will broadcast Current Affairs programmes during peak hours in response to the wishes of our viewers and targets set by Ofcom.

18.30 is an opportunity to attract a young audience and we are therefore extending the **Rownd a Rownd** series to broadcast twice weekly throughout the year with an hour long omnibus on Friday evening - with open subtitles.

19.00 - 20.00 is an extremely important hour of broadcasting in the schedule and we will, therefore, from March onwards launch a new magazine programme and a new news service. These two programmes will reflect the main news stories of the day as well as subjects for discussion and lifestyle interests of contemporary Wales.

A new strand, **Calon**, will be established and broadcast weekday evenings at 19.55, which will be a series of short films portraying various elements of life in Wales. We intend to establish a website to accompany the series which will give our viewers an opportunity to create and display their own content. This project will also give opportunities and offer a stage to new talent.

Our main soap opera, **Pobol y Cwm**, will be aired at 20.00 throughout the year, with an omnibus edition on Sunday afternoons with open subtitles.

We will broadcast original content with occasional repeats of programmes of interest to our audience between 20.25 and 22.00. It is vitally important that we are able to offer a wide variety of programmes and series that will entertain, educate and inform. There will be a balance within the schedule to appeal to new

and present audiences. We will offer a diverse mix of programmes across all genres within these hours, giving the whole family opportunities to watch content that will stimulate discussion. At 21.00 there will an opportunity to broadcast content that will be challenging and edgy.

We will broadcast news bulletins throughout the schedule so that we can provide a comprehensive news service and from March the service will open and close our broadcasting - the exception being the hours aimed at children.

At 22.00 from March onwards we will give viewers another opportunity to watch the evening magazine programme and that evening's episode of **Pobol y Cwm** with open subtitles.

There will be a weekend tone to Thursday and Friday evenings, especially from March onwards. During the late evening on Thursdays we will offer a variety of content that will appeal to the young audience. The schedule will change on Friday evenings from March with the launch of a new show that will provide entertaining and contemporary content in two parts one at 19.00 and the second part at 20.25.

Clwb Cyw and **Stwnsh** will be broadcast on Saturday mornings will broadcast between 07.00 and 09.30. Our access services ensure that the Channel's content is available to all members of society. The repeat hours with signing are, therefore, vitally important to create content that everyone can understand and enjoy. This service will be available during weekend afternoons.

Our live sport broadcasts are extremely popular and can appeal to a different audience and attract a high number of viewers. This is vitally important when attracting commercial advertisements and generating income for the Channel. Our rugby and football provision, therefore, is prominent within the weekend schedule. This includes live football matches on Saturday afternoons and live rugby matches on Saturday evenings. To maximise **the impact** of our rights, we will be willing from time to time to offer high profile matches at other times during peak viewing or on Sunday afternoons. Our website also gives us opportunities to take advantage of our rights.

We foresee that the majority of our live rugby provision will end by 21.00 on Saturday evenings. Although there is fierce competition for family viewers on other channels on Saturday evenings, S4C has a duty to fulfil the needs of this audience through the medium of Welsh. We will, therefore, place emphasis on family entertainment with a broad appeal at 21.00 on Saturday evenings.

Clwb Cyw will be the first programme on Sunday mornings, broadcasting between 07.00 and 09.30.

For commercial reasons, we will repeat our Saturday evening rugby programmes on Sunday mornings.

Access services will feature prominently during our hours of broadcasting on Sundays.

The Channel has a valuable archive of programmes that form part of the curriculum of many educational bodies encompassing all ages. By maximising the use of this resource we can offer a valuable service to the audience and we will, therefore, offer an educational service on Sunday afternoons.

S4C is a valuable resource for Welsh learners. Our present online services will remain as they are until March. After this, our services for learners will be extended to include an hour of specific content on Sunday afternoons.

The cornerstones of S4C on Sunday evenings will be drama, religion, culture and factual series. We will strive to ensure as many original drama series as possible at 21.00 on Sunday evenings. In the new schedule, Sunday evening programmes will close with a new series evaluating the previous week's programmes and previewing future output.

The Channel will be celebrating 30 years of broadcasting during the first week of November 2012. We will be offering a variety of appealing content at various times during this week to mark the event.

3 Content

Events

Our audience has clearly identified S4C as the home of events with a Welsh interest. We will strengthen our commitment in this field by broadcasting more of Wales's major events for viewers of all ages. Our broadcasts from the National Eisteddfod, Urdd Eisteddfod, Llangollen International Eisteddfod and the Royal Welsh will steer our schedule when these events take place. We will ensure best value for money from our investment by offering this valuable and extended service.

Additional content will also be broadcast from less prominent events in Wales. Our content will reflect the diversity and cross-section of interests that form an integral part of modern Welsh society.

Culture, Music and Religion

We must ensure that we're able to reflect and strengthen our national identity, especially through our cultural programmes. It's vital that there is a series portraying the main cultural activities in Wales. We're also considering stand-alone or additional content to ensure that we reflect the whole creative buzz of the nation. S4C has an important part to play in the Welsh music scene and we intend to offer a variety of musical content for our audience.

Religion will continue to be reflected on S4C. Our content will reflect the different aspects of traditional Welsh religion as well as portraying a diverse mix of religious and philosophical subjects.

Factual and Current Affairs

Our factual content will be contemporary and reflect all aspects of modern Welsh society. We cannot ignore the importance and the popularity of history, nature and science programmes in this genre. It's vital that our factual content is appealing, entertaining, educates and informs our audience. The content should add to the viewers' understanding of current and past affairs in Wales and beyond. We will follow the same principles in Current Affairs content, ensuring plurality across the service. We will achieve the targets agreed with Ofcom in this area.

According to our research, the viewers appreciate S4C's rural content and it's important that we continue to reflect this way of life across this service.

Entertainment

There will be an increasing emphasis on family entertainment, especially on Saturday evenings. It's also important that we can offer entertainment that's more challenging and edgy especially when considering the audience younger than 45 years old. Such content will be broadcast on Thursday and Friday evenings. Our audience has stated that they want to see more content that will make them laugh.

Comedy

The audience has reiterated time and time again that there is not enough comedy on S4C. Development work in this genre will be a priority. We envisage that investing in individuals rather than in company structures is the first step. The availability of diverse digital platforms and opportunities offer us more scope to experiment in this field.

Children and Young People

Our commitment to provide content for children and young people within the schedule is ongoing. We have redefined the content age brackets for **Cyw** as being suitable for children up to 6 years old and the **Stwnsh** service for children between the ages of 7 and 12. We acknowledge that young people who are older than 12 will want the freedom to choose their own media content. Our aim is to fulfil these expectations with specific content and appeal across all the Channel's services.

Sport

Sport is particularly important to our viewers, including the non-Welsh speakers and the occasional viewers. It broadens the appeal of the Channel and strengthens its commercial reach. We will continue to make the best use of our sporting rights. By obtaining the rights to broadcast through the medium of Welsh, it must be noted that S4C can offer a valuable service to sports viewers across Britain, especially when the main rights belong to a subscription-based broadcaster. Priority will be given to live programmes in this genre that could lead to changes to the schedule.

Drama

Drama is extremely important to the viewers. **Pobol y Cwm** and **Rownd a Rownd** will be consistent cornerstones in our schedule throughout the year. We're confident in our ability to compete for drama audiences on Sunday nights, as this is the time that our viewers have stated they would prefer to see original drama series broadcast. We will, therefore, broadcast a variety of individual drama series on Sunday evenings. We will consider repeating our main drama series as well as dramas and series from the archives during summer months. We will also explore innovative and more cost effective ways of creating drama content.

Education

There is potential to match the Channel's extensive archive to education schemes and the curriculum. We can make best use of this valuable resource by creating partnerships with universities and educational establishments and bodies across all ages.

Initially, we don't foresee that we will commission original content; we will aim to adapt and make effective and purposeful use of the archive. The establishments will be able to contribute material as part of the partnership, which will either be supplementary or created specifically to reinforce the content that will be shown on every platform. We envisage that the provision will target individuals of all ages to support the principle of Lifelong Learning.

Welsh Learners

Welsh learners are an important part of our audience. We will put more emphasis on offering a better service for those who are learning Welsh. Our intention is not to duplicate or recreate the work already undertaken by the Mentrau Iaith and the Welsh Learners' Centres who provide professional and comprehensive material for learners. What we are able to offer is appropriate material for the target audience through the power of our content.

Our multi-platform content will be purposely tailored and will offer entertainment and inspiration to the development of the individual learner. Through forming partnerships in the field of Welsh learning, it will be possible to create a clear pathway for learners which over time will mean that they will be able to enjoy S4C's content in its entirety.

There is considerable potential for the channel to extend its reach by embracing those learning Welsh for the first time. We will have to ensure that we promote the rest of the schedule and the resources available to learners in a clear and understandable way. We envisage some use of the English language during this specific broadcasting period to help the least fluent and non-Welsh speakers to enjoy the Channel's content and to raise awareness of the 889 subtitling service.

Language

It's crucial that the Welsh language used on S4C's content is clear, correct and easy to understand. The linguistic expectations and requirements of our audience vary considerably across the variety of content on the Channel. This enables our producers to plan and modify the language of the production in response to the needs of the target audience. It's important that we take a leading role and respond to the evolution of the language. We will collaborate closely with national bodies in this field ensuring that our producers are aware of the trends and developments of the language. This will assist us to ensure that we create content that is relevant to the audience.

Diversity

As a public service broadcaster, it's important that S4C reflects and promotes diversity, equal opportunities and fair play. This is integral to S4C's business as an employer and as content commissioner.

S4C will ask producers to make sure that the content commissioned reflects the community and the viewers.

We will raise awareness and promote diversity in its entirety within our content and services including subtitling, signing and audio description.

We will continue to repeat a number of our popular programmes with open subtitles. Our services will comply with Ofcom targets, S4C Authority targets and targets outlined in the Communications Act.

We will try to offer an optional English language audio track during our events and sports provision where possible and appropriate. This kind of service is a way of extending the reach and commercial impact of the content whilst attracting new viewers to the Channel. This gives us opportunities to promote the rest of our content to a new audience. The funding for this provision will continue to be sourced commercially.

Repeats

We will try to strike a balance between ensuring the impact and reach of individual programmes through repeats, but we will also try to ensure that this will not impair on the enjoyment of the Channel's regular viewers.

Whenever there is a lack of original and appealing content available in any genre, we will endeavour to make the best use of our archive material.

The catch-up Clic service will, of course, give web users the opportunity to watch the majority of our programmes after they have been broadcast. Many of our audience now take advantage of the latest recording technology.

Local, Online, Real Time and On Demand

It's vitally important that S4C's services have an effective presence across the digital platforms. We will develop and extend the provision on these platforms during 2012 whilst taking on board some of the recommendations in the New Media Forum's report.

In S4C's Vision 2012 and Beyond we state that we are eager to develop the idea of creating a platform and a home as well as a community for Welsh language content worldwide. This platform would also be home to local content and be at the heart of the Channel's desire to connect with communities, giving a wider platform to local activity.

Online provision is a core element of S4C and Clic's On-Demand and Real Time is an integral part of our service.

4. Services

We will continue with our regular qualitative and quantitative research with our viewers and evaluate the conclusions when planning the schedule. We will also establish and maintain Panel y Bobol (People's Panel), which is a panel that will voice its views on our content and will include regular viewers as well as those who have a tendency not to watch the Channel at the present time. As well as this we will make it as easy as possible for our viewers to contact us. The viewers' hotline, Gwifren Gwylwyr, will be available to receive comments and enquiries. We will also consider other ways of obtaining and listening to the views of our viewers. It's vital that we respond to the needs of our users.

The Channel and the independent production sector face a huge challenge in the present economic climate. In a creative partnership with our producers we will realise our ambition to work in resourceful and creative ways in order to offer to the highest standard of service.

We are committed to ensure that at least 95% of the hours directly commissioned by S4C during 2012 will be produced by independent companies.

We will implement a commissioning process as outlined in the document, S4C's Vision 2012 and Beyond, under the heading 'Delivery Plan'. This will be achieved in the form of Commissioning Windows, but in order to be flexible and be able to respond to events and to changes in the needs of our viewers, we also reserve our right to commission outside these Commissioning Windows. Where there is a need, we will continue with our open tendering policy as a means of ensuring fair competition.

As well as programmes commissioned directly by S4C, at least 10 hours of programmes broadcast during the week are provided by the BBC as a statutory obligation and within the framework of the Strategic Partnership Agreement. The current agreement is operational until 2013.

In 2012 S4C's services will be available on DTT and Cable in Wales and on broadband and satellite throughout the United Kingdom.

S4C will consistently review and seek opportunities to offer our services on other platforms in the United Kingdom and beyond.

S4C's Clic will continue to be a valuable service for our audience by enabling our viewers to watch content on-demand and in real time online.

S4C believes in the requirement to promote diversity, equal opportunities and fair play. We will continue to raise awareness of all aspects of diversity within our content and services, including subtitling and signing. We will continue to repeat a number of our most popular programmes with open subtitles.

Our services will conform with Ofcom targets, S4C Authority targets and those outlined in the Communications Act. We will broadcast at least 90% of original programmes during peak hours. Between January and March we hope to strike a balance between ensuring impact and the reach of individual programmes by showing them again, but we will strive to ensure that this will not impair on the regular viewers' enjoyment. From March there will be fewer opportunities to repeat programmes within the main schedule and we will therefore place more emphasis on the Clic service. We will consider broadcasting our most popular programmes again during the repeat period in August.

2012 is a distinctive year which S4C faces with confidence. By listening to our audience on a regular basis and through a creative partnership with our producers and content providers we are certain that we can fulfil our aspirations and duties and deliver our valuable service cost effectively and to a high standard to our users.