



S4C Authority Bulletin
Meeting 331 – 18 March 2010
S4C, Cardiff

This bulletin reports on the meeting of the Authority held on 18 March 2010.

1. Matters arising from minutes of meeting 330

The minutes of meeting 330 were approved.

2. Chairman's Report

JWJ presented his report.

The Chairman reminded the Members about the meeting with the Broadcasting Campaign's Committee Representatives which is to be held after the Authority's meeting.

3. Chief Executive's Report

IJ presented her report.

Latest Update for S4C

IJ presented a report regarding the work that the officials have been doing during the recent period following a comment about S4C, and viewing figures, in the Western Mail.

Facts

The Chief Executive presented a breakdown of programmes that were referred to in the WM:

- 90% of these were children's programmes;
- 70% were Cyw programmes;
- 5% were news headlines (total of 13 programmes); and
- 5% were repeats or narrative repeats (12 programmes).

There were not any prime time programmes in the list quoted in the WM. It was emphasised that BARB does not measure viewers under 4 years old, which is Cyw's target audience.

Commercial Strategy

IJ referred to the Commercial Strategy, whilst noting that a situation where there are no DVD's of programmes and other Welsh items available because of rights matters should not arise again.

High Definition

IJ explained that the Board of Directors have chosen a name for the high definition service, which is "S4C Clirlun".

4. Other Matters

The following matters were also discussed/noted:

- Director of Commissioning's Report
- The Content Committee Report
- A review of the performance of the BBC's programmes on S4C
- Commercial group's 5 year scheme
- Compliance and Complaints Report
- Research Report