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## 2019/20 Programmes Policy Statement

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### Content Strategy and prominent themes of the year

In 2019/20 we will continue to implement the main points of the three-year content strategy that was launched in 2017, giving priority to extending the appeal of the channel to different kinds of viewers whilst also protecting the standard and substance of our services to core viewers. Our main objective will be to commission relevant content which touches, excites and captures the imagination of our diverse audience across all platforms.

In the coming year, we will ensure that our long-established series continue to feel fresh and relevant and will also expand upon the success of the new series that have struck the right chord.

Again this year, the focus of our linear expenditure will be on peak hours with the intention to continue to innovate, vary and expand our package of daily programmes across various platforms including the social media. As a result of the logging-in scheme for S4CClic, this year we can collect and curate information about the nature of our audience and their viewing patterns through our player.

The aim of all this will be to ensure that the Welsh language is heard, shared and celebrated in the widest possible way, in all pieces of content and across all broadcast platforms and publications of S4C.

Individual content genres:

### News and Current Affairs

News and current affairs programmes which reflect the latest news - from local to national and international stories - will continue to be the cornerstone of the service. We see long-standing and well-known strands such as **Newyddion 9** and **Y Byd ar Bedwar** continuing and comparatively new series, slightly more challenging in nature such as **Y Byd yn ei Le** and **Ein Byd** returning after their successful launch in 18/19.

Our training partnership with ITV Wales will ensure that current affairs and digital news content is created for the 16-34 audience and there will be evolution and securing plurality and diversity in our digital news services will be a priority.

### Factual

During the year, factual programmes will continue to be central to our timetable - from magazine series to observational documentaries to factual, entertainment forms.

Series such as **Ffit Cymru** and **Gwesty Aduniad** will return for a second series and the factual strand **Drych** will continue with eight hours of new documentary programmes about modern Wales. Series such as **Cefn Gwlad**, **Ffermio** and **Cynefin**, which celebrate our unique landscape and culture will continue and rig series such as **Y Fets** a **Helo Syrjeri** will offer us a special snapshot of the life of ordinary Welsh people. Following the success of **Doctoriaid Yfory**, a new observational series will follow trainee nurses and more leisurely series such as **Ar Werth** will return for a second series. We will also launch a number of individual programmes and a brand-new history series.

In the off-peak hours, from Monday to Friday, the magazine programme **Prynhawn Da** will continue to broadcast live on the afternoons, and its sister-programme **Heno** doing the same thing during the early peak hours.

### Entertainment/Comedy

Entertainment and comedy is the genre that offers one of the best opportunities to attract the entire family to watch and laugh with each other. This year, there will be an opportunity to re-commission series that succeeded in 18/19 as well as to experiment with original talent and formats. One of S4C's most popular ever programmes namely **Priodas Pum Mil** will return, with the format evolving to create a new series too namely **Prosiect Pum Mil**. Programmes based on unique talent and characters such as Chris Roberts (**Bwyd Epic Chris**) and Elis James (**Cic Lan yr Archif**) will enjoy a second series.

In the later slots, we will continue to look for series that are more daring and which can push the boundaries and offer an opportunity to experiment with new voices and production talent.

## Music

Again this year, our music programmes will offer an opportunity to hear and celebrate a wide variety of Wales' best artists - young and old, traditional, classical and pop.

Brands such as **Cân i Gymru** and **Côr Cymru** will return and our live broadcasts from national festivals **Eisteddfod Yr Urdd**, **Yr Eisteddfod Genedlaethol**, **Llangollen** and the **Gŵyl Gerdd Dant** will continue. With a new set and treatment since last year, the old favourite **Noson Lawen** returns. There will also be room for individual programmes such as a documentary celebrating Sain's 50th anniversary.

Following a strong début last year, **Junior Eurovision** will return as an event that brings the nation together in following some of Wales' most talented young singers seeking the right to compete for their country on a world stage.

There is also a plan afoot to extend our provision of programmes that reflect the live scene in the music and culture of Wales.

## Sport

19/20 will be a big year for sport in Wales, and on S4C too. With the rights to broadcast the Wales football team in the Euro qualifiers and to follow the national Welsh rugby team in the World Cup, S4C will be the home of Welsh sport this year.

In the cycling world as well, the channel will be at the forefront, having secured broadcasting rights for the **Giro d'Italia** and the **Tour de France** again this year, so the viewers can follow the quest of giants such as Geraint Thomas to wear the yellow vest. Following the success of three live women's rugby matches in the 6 Nations championship in 2018/19, we will also try to expand our provision of women's sports in all possible fields. All this as well as our regular provision of football on **Sgorio** and local rugby on **Clwb Rygbi** which realises the important objective of securing a variety of new talent - in front of the cameras and behind, in the area of sports and television.

## Educational and Children

In the area of children's programmes, 19/20 will be a year to build upon the success of 18/19 when S4C succeeded in winning awards and gaining national recognition. Again this year, around 37% of all programmes broadcast on the main channel will be children's programmes.

Under the banner of Cyw, our content for younger children will continue with popular series such as **Deian a Loli**, **Shwshaswyn** and **Amser Maith Maith yn Ôl**. Under the **Stwnsh** brand, there will be a variety of entertainment content such as **Stwnsh Sadwrn**, **Prosiect Z** and the comedy series **Mabinogi-ogi** to entertain the older children and offer informal opportunities to learn. **Ymbarél** is an example of bold content dealing with various LGBT aspects for children aged 10-13.

Children are leading the changes in terms of viewing patterns, and it is certain that it is on on-line platforms that we will see an increase in the use of Cyw and Stwnsh content in the future. Plans are also afoot to target teenage children with new short form drama series and we are working with the Young Audiences Content Fund (YACF) on ambitious ideas for the audience aged 13-16 for which we are not currently providing.

Our provision for older learners will focus mainly on developing resources in collaboration with the National Welsh Learners' Centre. **Yr Wythnos**, our new news service for learners will continue on a Sunday morning, and popular, more entertaining series such as **Dan Do, Codi Pac** and **Adre** will appear in the main schedule. Another new development is the **S4CdysguCymraeg** stream on social media which offers short form content three times a week for learners of all levels, including entry level

### **Viewers aged 16-34**

Following the great success in 2018/19 in creating content that appeals to young people aged 16-34, we will continue to evolve and expand our services for this audience.

**Hansh**, our digital brand, will be the main home of the new provision which will include brand new comedy, factual, music and sport strands. As well as increasing expenditure on digital content, we will also increase the number and length of programmes, testing out longer content, 15 minutes long, as well as podcasts and scripted content.

The main objectives in the digital field are to increase the time people spend with Hansh by creating longer documentary and sound content and increase the engagement by creating more varied responsive content. We will also extend the reach of **Hansh** by creating a channel on S4C Clic that will be a homepage for the best content. It is also intended to evolve the music provision via a new strategy and funding combining on-line and television.

### **Drama**

Our soap operas, **Pobl y Cwm** and **Rownd a Rownd**, will continue to be cornerstones of important viewing whilst, after 9 o'clock, our successful international series – **Craith, Bang** and **Un Bore Mercher** - return for a second series.

As well as meeting the audience's desire for soaps, thrillers and detective series, there will also be an opportunity to enjoy more intense and human series such as **Pili Pala**, a bold medical drama, in four parts. As we take advantage of the opportunity to respond to the increasing trend of viewing on-demand, we will continue to evolve our provision of *box-sets* and extend the period during which dramas are available to watch on-line.

### **Religion**

With even more programmes, **Dechrau Canu Dechrau Canmol** will return in its new form with an opportunity for the audience to join in the singing as they celebrate the tradition, as well as to enjoy portrayals of spiritual individuals and diverse faiths of our modern multi-cultural, multi-faith country.

## Reflecting a variety of communities and cultures

S4C is, in its entirety, a service that serves a minority language community, and so it makes an important contribution towards the varied provision of public service broadcasting in the UK.

Within our service, from Hansh to the linear service, S4C is proud of ensuring an obvious diversity of all kinds and receives appreciation from its audience for this. During 2018/19, S4C announced its commitment to new diversity, including definite action to promote diversity within the S4C workforce and to work with the production sector to reflect Wales today, in all its diversity, on screen in our services. We will continue to implement this commitment and work with other organisations and bodies to ensure and encourage the Welsh language television industry to be inclusive and to represent Wales.

## Access services

Access services <sup>1</sup>	Targets
Subtitles	53.3%
Sign language	5%
Audio description	10%

## Repeats

As in recent years, we will continue to work within the limitations that exist in order to reduce the use of repeats where possible. However, we will look for opportunities to use repeats and archive material in ways which offer advantages to the audience and to the service where possible, and maintain a balance between the level of repeats and maintain the standards of original content. The archive content is also successful on S4C Clic as audiences enjoy the opportunity to watch old services in the form of box-sets.

## Input from the public

We will continue to engage proactively with the audience, as receiving feedback, comments and input is very valuable to S4C as a channel. Among the ways in which this will be done is the holding of public Viewers' Evenings which give S4C's unitary board and commissioning team the opportunity to discuss face to face with viewers, Gwifren Gwylwyr, our comprehensive audience service (phone, post and digital, 09:00-22:00, 7 days per week) and S4C's public engagement work on social media.

## Training

We will continue to work to ensure that S4C supports training and skills development within the sector in Wales and work with others to ensure the development of an overarching strategy. S4C held an industry dialogue jointly with the Coleg Cymraeg in May 2019 and the aim is to collaborate to implement some of the recommendations of the event in which the education and training sectors and the production companies came together. We are agreed that there is a demand for more production workers of all kinds, with the success of the industry in Wales being able to lead to staff shortages when a number of major productions are all filming at the same time.

A pilot scheme on training for the sector is being implemented in partnership with TAC (Independent Welsh Broadcasters) and a training partnership with ITV Wales affords the opportunity for two journalists to create current affairs and digital news content offering an important voice plurality - in the Welsh language. During 19/20, an innovative scheme, Factual Fast-Track Wales to develop factual senior producers will be run in partnership with BBC Cymru Wales and Channel 4. We continue to support the It's My Shout scheme which gives new talent the opportunity to work on two films in the Welsh language. We will also look for ways to

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<sup>1</sup> S4C is responsible for complying with targets set by Ofcom, and Ofcom is responsible for monitoring compliance.

encourage young people to come to work in the industry and to see the opportunities there are for careers and good jobs in the Welsh language.

S4C will welcome Welsh-medium apprentices to its new headquarters at the S4C Centre Yr Egin in Carmarthen during the year and will look at a wider offer to support skills and develop a diverse workforce that can reflect modern Wales.