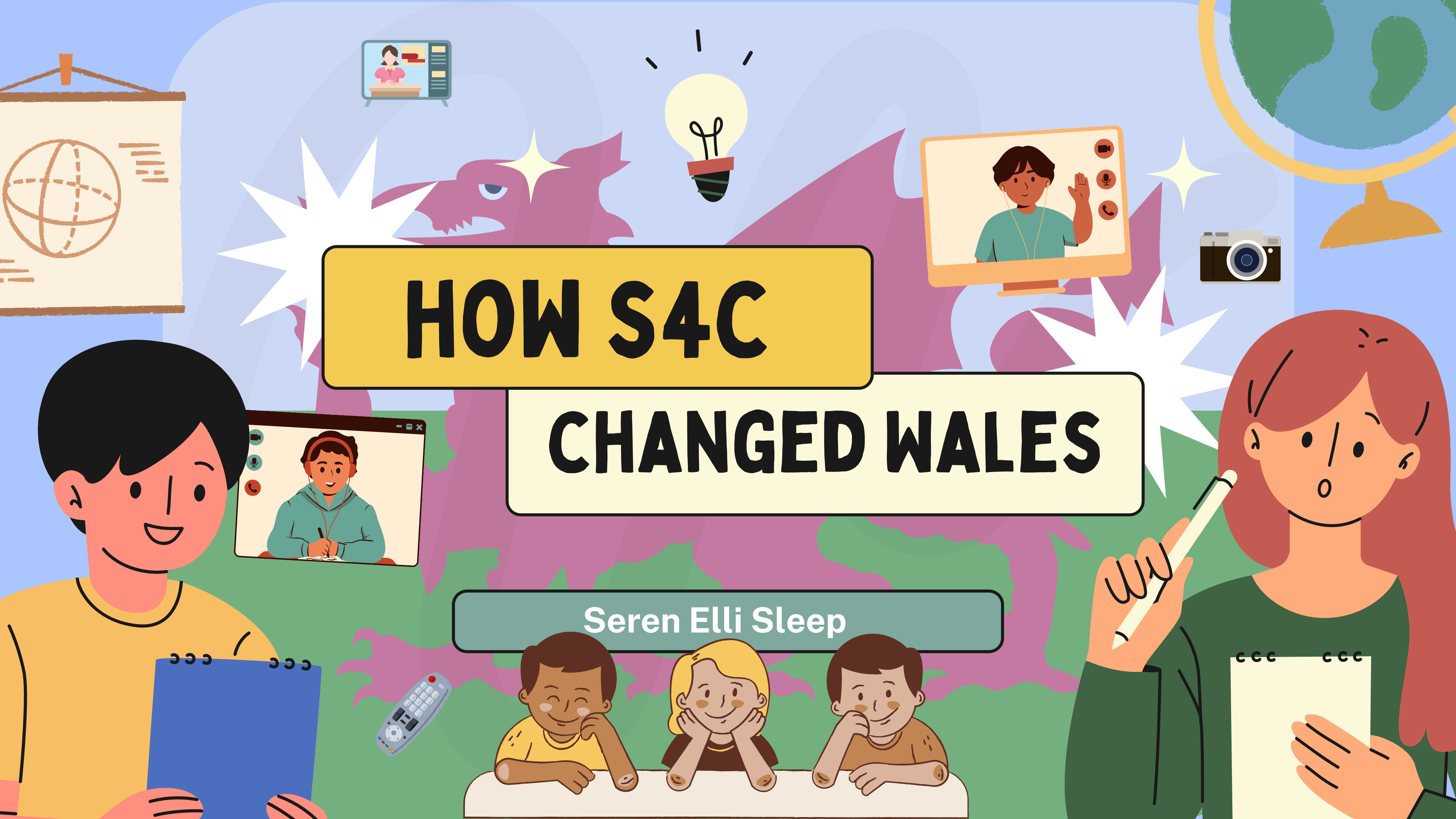
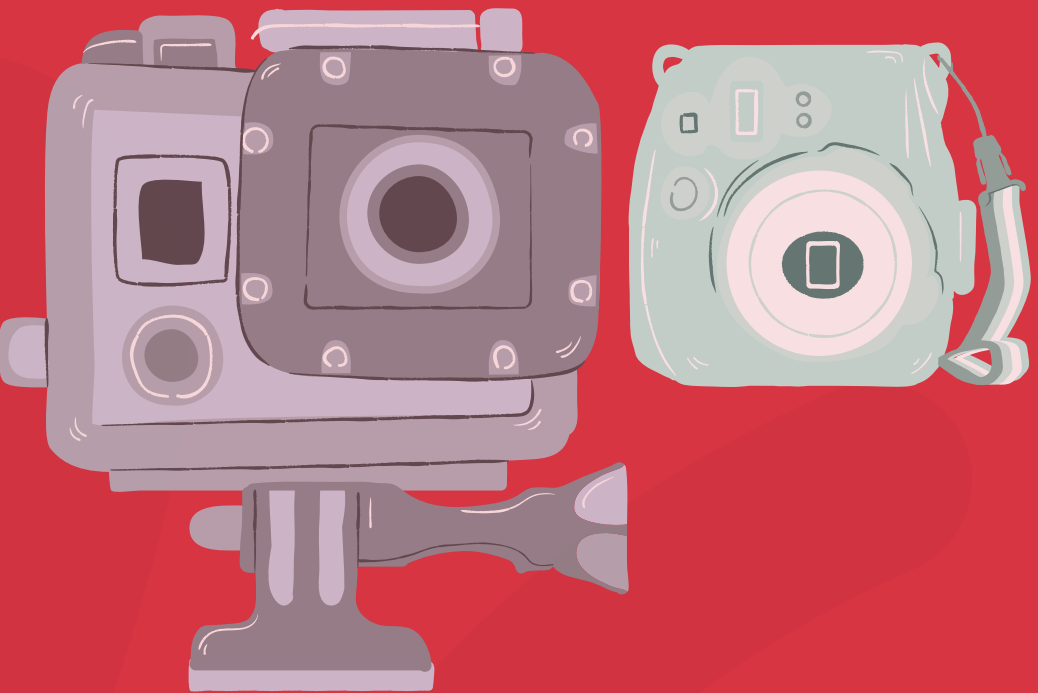




HOW S4C

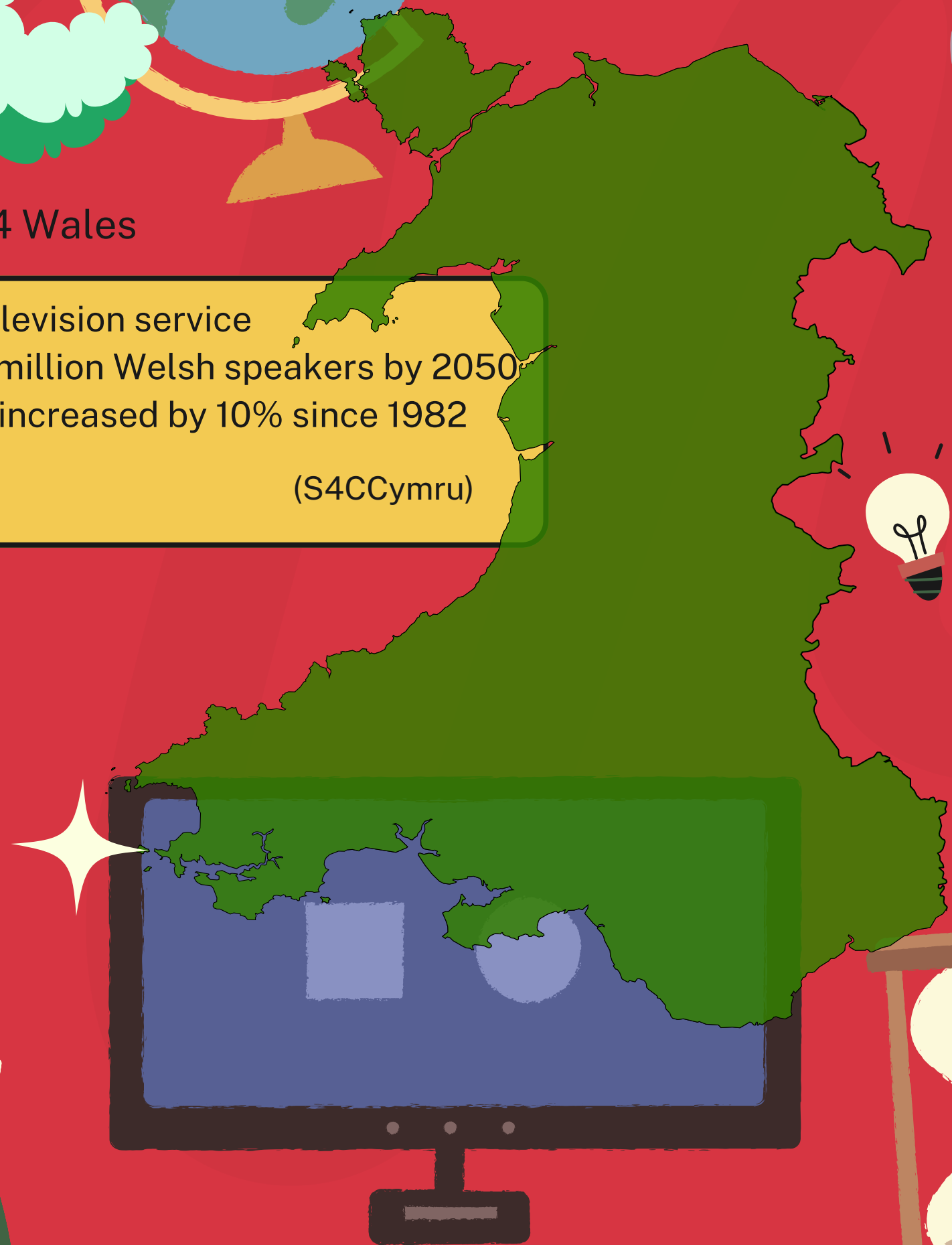
CHANGED WALES

Seren Elli Sleep

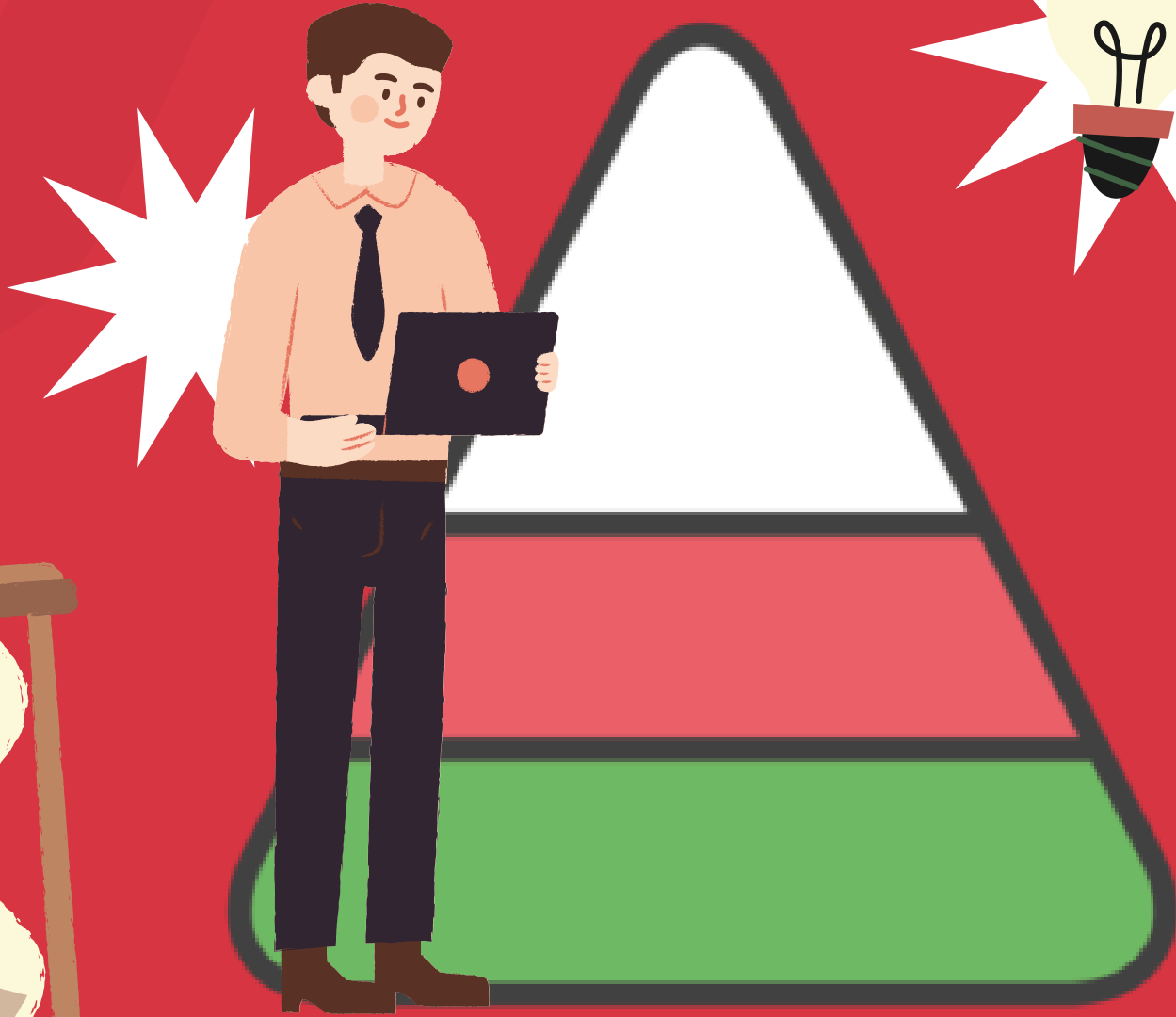


Sianel 4 Cymru/Channel 4 Wales

The only Welsh language television service
Supports efforts to reach 1 million Welsh speakers by 2050
Number of Welsh speakers increased by 10% since 1982
(S4CCymru)



Secreteray of State for Wales Alun Cairns: “S4C
undeniably makes an enormous contribution towards
the creative industries in Wales, and crucially, to
promoting the Welsh language and our culture around
the world.” (Welsh Government, 2018)



WHAT'S AVAILABLE ON S4C?

S4C / Clic



Newyddion S4C

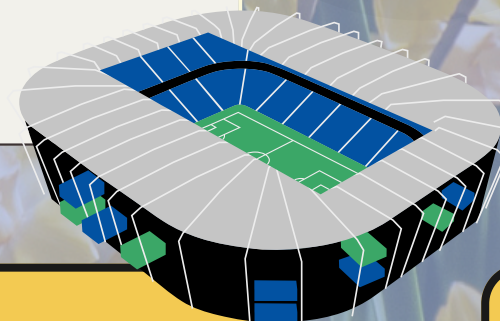


POBOL
Y CWM

Cyw



S4C Sports



Soaps



Background

S4C Started broadcasting at 18:00 on Monday 1 November 1982. There were 22 hours per week of Welsh language programmes, alongside a number of English programmes via Channel 4; compared with over 115 hours per week of only Welsh language programmes at present (S4C Cymru).

During the 1970's: Push for a fourth national television channel in the UK. Language activists in Wales had campaigned for a Welsh television service, following the BBC Radio Cymru station.
1979: Conservatives won the general election, William Whitelaw (Home Secretary) decided against a Welsh language fourth channel.
As an attempt to fight back; many refused to pay TV Licence Fee, risking prosecution.
Others protested by attacking television transmitters in Welsh-speaking areas (Wikipedia).



17 September 1980: Gwynfor Evans (former Plaid Cymru president) hunger strike threat.

Margaret Thatcher (Prime Minister) agreed to a U-turn over fears of inflaming nationalism (BBC News).

WALES4CYMRU

S4C AND EDUCATION

In 2020 S4C and the Welsh Government announced 80 hours of educational programmes (HWB/BBC Bitesize)

- Shwshaswyn
- Dwylo'r Enfys
- Amser Maith Maith yn ôl
- Cynefin
- DRYCH

There are also programmes at A, AS, and GCSE suitable

- Martha Jac and Shanco
- Y Gwyll

(S4CCymru)

Range of early years programmes
All programmes can be watched with subtitles
Welsh versions of popular English shows
Provides coverage on Welsh history/culture
Often showed in schools



money talks S4C

90% licence fee (S4C authority and BBC Trust)
8% UK Government (DCMS)
2% commercial income (advertising sales)
(S4C, 2022).

Supports 1 in 7 creative industry jobs in Wales
£1 licence fee for S4C = £1.53 economic output in Wales (£1.77 UK)
(S4C, 2024).

Currently S4C has an income of just over £83m

Canolfan S4C Yr Egin



1,900 Jobs
and £136m

GENERATED BY S4C



VIEWING FIGURES 2024

TOP 3 WELSH PROGRAMMES

NO	PROGRAMME TITLE	THOUSANDS OF VIEWERS
1	CLEDDAU	116
2	SGORIO RHYNGWLADOL (GWLAD YR IA V CYMRU)	99
3	POBOL Y CWM (THURS&SUN)	35

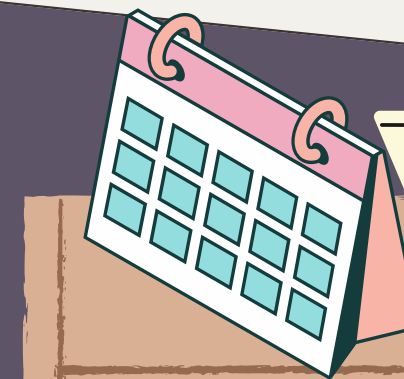
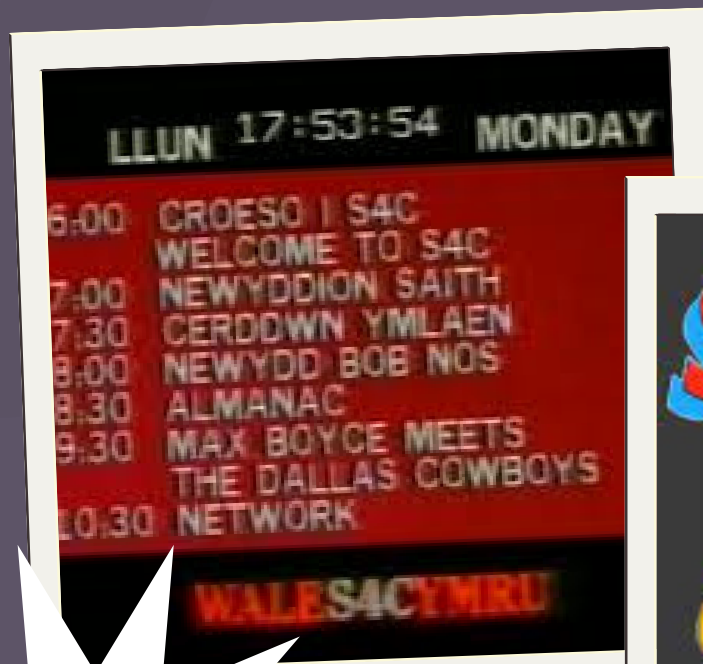
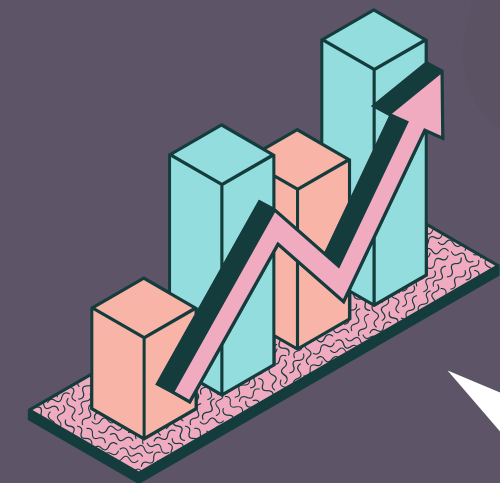
(S4CCymru2024)

Annual reach: 1,713,000 viewers (5% increase)
9% increase in number of Welsh speaking weekly viewers
31% increase in number of hours watched on demand (S4C 2024)

Increase in viewers aged 16-44 (S4C 2023)

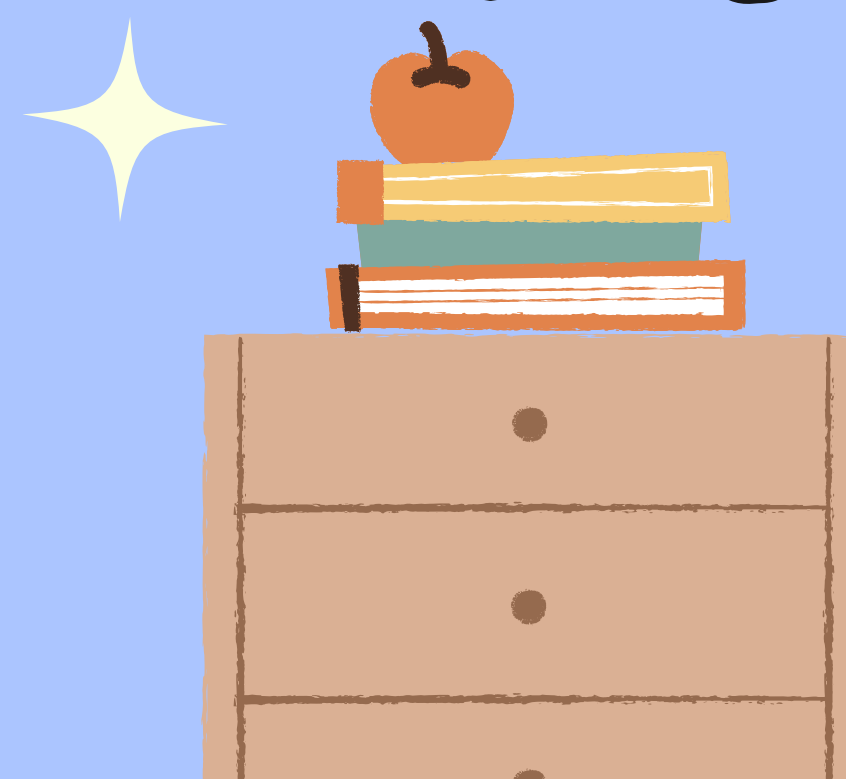


conclusion





THANK YOU



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