

## **Introduction**

S4C welcomes the opportunity to respond to Ofcom's consultation on a measurement framework for media plurality published on 11th March 2014.

S4C is the only Welsh language television channel in the world and alongside the BBC, ITV, Channel 4 and Five, it is one of the five public service broadcasters in the UK with a duty to fulfil programme and service requirements, set out, in the case of S4C, in statute and where relevant, by agreement with Ofcom. The S4C Authority has a duty to ensure that the S4C service provides a broad range of high-quality and diverse programming, providing information, education and entertainment, available wholly or mainly for reception by members of the public in Wales. This includes ensuring that the S4C service includes news and current affairs programmes, dealing with national and international matters, in accordance with the annual targets agreed with Ofcom.

Since 2010, significant changes have occurred to S4C's funding arrangements. Around 90% of S4C's funding now comes from the licence fee, with approximately 8% coming from the UK Government. A new relationship between the S4C Authority and the BBC Trust is now in place. The Operating Agreement that enshrines the provisions of this new and unique relationship ensures S4C's operational and editorial independence whilst at the same time ensuring appropriate accountability to the BBC Trust for use of Licence Fee money.

### **Question 7: Do you agree with our approach to measuring plurality in the UK nations? If not, how could plurality in the nations be better measured?:**

#### Measuring Plurality in the UK Nations

As a PSB serving the whole of Wales, S4C's service aims to fully reflect the life of the nation and its communities. S4C's aim is to deliver content and media services in the Welsh language that provide entertainment, information and inspiration, that place S4C at the centre of the everyday lives of the people of Wales and make a progressive and key contribution to Wales and the Welsh language. Viewers expect S4C to provide a comprehensive public service, offering the full range of programme genres, including news and current affairs, documentaries, drama, entertainment, sport, education and children's programmes. S4C plays a vital role therefore in ensuring media plurality in Wales.

Wales is a bilingual nation. We have a plurality of voice as a nation - from fluent Welsh speakers to learners, to those who aspire to learn and to non-speakers who also enjoy S4C's content with access services. Any approach to measuring plurality in Wales ought to take the Welsh language and the range of cross-media content and services offered in Welsh, into consideration.