

4 October 2018

Consultation on The Regulation of Electronic Programme Guides

The Culture, Welsh Language and Communications Committee of the National Assembly for Wales published its report, [The Big Picture: The Committee's Initial Views on Broadcasting in Wales](#) in February 2017. As a result of the evidence received, the Committee concluded that in this multi-channel era, prominence on the Electronic Programme Guide (EPG) remains important for a broadcaster, indeed navigating the multiplicity of channels now available probably makes it even more important.

In its report, the Committee expressed concern that S4C does not currently have the prominence on EPGs, and on applications that are now pre-installed on many smart TVs, that its cultural and linguistic importance in Wales merits. It is our view that S4C's visibility on programme guides should be improved to reflect that importance. The Committee recommended in its report that Ofcom, along with the UK Government, should consider amending Ofcom's Code of Practice for EPG providers to ensure that S4C receives greater prominence in Wales on EPGs and smart TV applications. Therefore, we are pleased to note that the Ofcom proposals will seek to safeguard and improve S4C's visibility. Specifically, we support the proposals to maintain S4C's prominence on Wales-specific EPGs, and improve it on UK-wide EPGs which would enhance S4C's prominence on Virgin for example.

We believe it to be crucial that the principles of the Ofcom regulation of Public Service Broadcasters (PSB) prominence on linear TV are applied to online viewing too. We would also wish to see similar prominence protection on any future formats and for these proposals to ensure the prominence of other public service broadcasters across the UK.

I would be grateful if you could consider our comments as part of your consultation on 'The Regulation of Electronic Programme Guides'.

As the only Welsh language television broadcaster, the Committee is supportive of S4C's efforts to improve the prominence of its services, both within Wales and across the UK (in recent years 45% of S4C's viewers were outside of Wales). We also urge Ofcom to give due attention to S4C's contributions on this matter.

Yours sincerely,



Bethan Sayed.

Bethan Sayed AM
Chair

