

21 April 2021

Dear

ATISN 15069 – S4C Figures

Information requested

Thank you for your request which I received on 15 April 2021. You asked for:

1. Information on the cost per viewer hour of the S4C output
2. Whether we can advise as to why the viewer numbers published suggest higher viewer numbers than the total number of Welsh speakers.

Our response

Following a search of our paper and electronic records, I have established that the information you require is not held by the Welsh Government.

Nevertheless we have established that information on the cost per hour of programmes commissioned by S4C is available in the S4C Annual Report and Statement of Accounts 201/19 (pages 80 and 81) –

- https://dlo6cycw1kmb.cloudfront.net/media/media_assets/s4c-adroddiad-blyn-2019-20.pdf

In relation to your request for information on why the viewer numbers published suggest higher viewer numbers than the total number of Welsh speakers, although we hold no recorded information on this point, we understand that this is due to the fact that people watch S4C outside of Wales and non-Welsh speakers enjoy the content as well.

For example, page 49 of the Annual Report 2019/20 linked above notes that 2% of S4C Clic sessions are from audiences from the rest of the UK and 29% from abroad. Page 94 of the report states 'Access services continue to provide an important means to enable S4C to expand its audience and its appeal. Subtitling in Welsh and English, together with signing, audio description and descriptive second-screen services enhance S4C's offering and make content available to those with particular needs as well as to a wider community of Welsh speakers, non-Welsh speakers and learners of all levels of fluency'.

Next steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at: Information Rights Unit, Welsh Government, Cathays Park, Cardiff, CF10 3NQ or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office,
Wycliffe House,
Water Lane,
Wilmslow,
Cheshire,
SK9 5AF

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely