



Present:	Huw Jones	(Chairman)
	John Davies	(Member of the Authority)
	Carol Bell	(Member of the Authority)
	Aled Eirug	(Member of the Authority)
	Guto Harri	(Member of the Authority)
	Marian Wyn Jones	(Member of the Authority)
	Elan Closs Stephens	(Member of the Authority)
	Siân Lewis	(Member of the Authority)
	Hugh Hesketh Evans	(Member of the Authority)
S4C staff:	Ian Jones	(Chief Executive)
	Dafydd Rhys	(Director of Content)
	Phil Williams	(Secretary to the Authority)
	Bethan C. Williams	(Assistant to the Secretary to the Authority)
	Carys Evans	(Head of Insight) (item 7)
	Huw Marshall	(Digital Manager) (item 5)
Apologies:	Elin Morris	(Director of Corporate and Commercial Policy)

1. **Welcome and Declaration of interest**

The Chairman welcomed all present to the meeting and asked for any member with an interest in the business of the meeting to declare their interest.

See the Register of Interests section of the S4C Authority website for general declarations.

2. **Minutes of meeting 385** (held on 12.03.15)

The minutes of meeting 385 were presented.

The Authority approved the minutes.

3. **Matters Arising**

SPA Future Thinking Image Tracking Report

Referring to the SPA report and Jon Priest's presentation to the Authority meeting in March, it was noted that there would be an opportunity to discuss the research findings during the discussion on the Content and Insight Report.

4. **Chairman's Report**

The Chairman presented his report and referred specifically to the following issues.

DCMS Chairs and Chief Executives meeting

[**Summary:** The Chairman noted that he had attended the above meeting.]

Reappointment of the Chairman

It was noted that the Secretary of State had announced the reappointment of the Chairman for a term of four years up to June 2019. HJ was congratulated on his reappointment.

5. **Chief Executive's Report**

The Chief Executive presented his report and referred specifically to the following matters.

Open Subtitles on iPlayer

It was reported that it is not possible to include subtitles on S4C's entire output on the iPlayer, but that any programmes broadcast with open subtitles on S4C (e.g. narrative repeats), will appear on the iPlayer with subtitles.

Spending Review

[**Summary:** Correspondence received from the Permanent Secretary of the DCMS on the Spending Review was discussed.]

Appendix 2a - Digital Strategy

Huw Marshall was welcomed to the meeting.

IHJ gave a presentation on the preparation of the draft Digital Strategy. He explained that the development of the strategy has been underway since the summer of 2014. The strategy responds to changes in technology that affect the viewing patterns of the audience in terms of fragmenting the viewing, viewing on new platforms and responding to different patterns and trends within the audience's different age groups.

The aim was to ensure that S4C is providing content that is relevant to different elements of the audience, on platforms that are familiar to them and to ensure that S4C communicates with the audience using modern methods which will allow them to personalise the experience of consuming and interacting with S4C's content and services.

[**Summary:** Members discussed the challenge of trying to attract young people to watch.]

It was noted that the use of data on audience viewing trends is core to the strategy, and that an internal data group has been created to develop plans to facilitate marketing and communication that is targeted at individual interests.

IHJ had been considering the staffing resources that would be needed to

implement the strategy and explained that he had assessed the skills already available within S4C. He was asked whether it would be possible to re-train existing members of staff, or should seeking staff with experience and skills be considered in order to implement the digital strategy. IHJ explained that he believed that it would be possible to train existing members of staff to develop the digital skills. He noted that he intends to create two new posts of SEO and social media manager, and coordinator of digital content.

[**Summary:** The commercial elements of the strategy were discussed.]

Presentation of the draft Digital Strategy by Huw Marshall

HM presented the draft Digital Strategy and referred specifically to the following matters.

He referred to the aim of targeting young people and age groups who do not regularly use S4C at present. The proposal is to use educational content, games, short form content, audience interaction and a personalised service for them. It was also intended to work in partnership with organisations and government departments in order to realise the potential of S4C's digital content.

He added that cooperating with the education community, including the government's education department, is extremely important and the intention was to ensure that S4C's content will be used in every classroom in Wales.

He referred to a number of examples of digital plans already under consideration, including creating specific weather bulletins for schools, that would integrate with the curriculum in the areas of geography, science and Welsh, and increasing the use of video on Facebook following the success of the **Dim Byd** clip which attracted over 60,000 viewing sessions in two weeks. Ensuring a suitable presence on new popular platforms for S4C's long form content, short form content and content made specifically for new platforms, such as Interlude and Grabio, are also central to the strategy.

IHJ noted that there is an overlap between the strategy and the review of marketing activities and that he will consider how to integrate the implementation of the strategy with any recommendations that emerge for developing the marketing activities.

[**Summary:** IHJ explained his ideas for commissioning the content.]

Henceforth the intention is to consider international rights at the start of the process of negotiating new projects.

CB was keen to ensure that information on relevant digital projects would be shared with the Commercial Board regularly and it was noted that officers would consider how to do this.

[**Summary:** There was a discussion on the commercial aspects of the strategy.]

The Chairman thanked IHJ and HM for the presentation and the Digital Strategy and thanked the Members for the discussion.

The direction of the digital strategy was welcomed and the Authority approved progressing to implement it without delay. The relationship with the strategy for

marketing would need to be understood. The Authority wanted an early opportunity to see which outputs would be targeted, and the means of measuring the contribution of the strategy to extend reach.

Identifying the Audience

The remit for the Identifying the Audience project was presented. The intention is to conduct focus groups among the many different audiences and it was noted that the emphasis should be on groups that include different levels of fluency and viewing levels amongst Welsh speakers.

BBC

[**Summary:** A commercial matter was discussed.]

IHJ noted that he had had a constructive meeting with James Purnell, the BBC's Director, Digital and Strategy, where they were able to discuss the partnership between S4C and the BBC and future challenges including the charter renewal process.

Relocation / Co-location

A verbal update was given to the Authority regarding the negotiations with the BBC on Co-location and with UWTSO on Relocation.

[**Summary:** A report was given on the schedule for developing the BBC Centre.]

Officers were asked whether the relocation project schedule has changed since the introduction of the original timetable. They explained that there had been a three week delay but that this continues to be within the original timetable.

JD noted that a meeting of the Relocation and Collocation Scrutiny Committee will be held in April, and that the Committee would like to receive more information about the project timeframes, the next steps and the kind of commitment that BBC Wales expects from S4C in May.

6. Programmes from the last month

[**Summary:** There was a discussion about the past month's programmes.]

7. Content and Insight Report - Q4 and the year 2014-15

[**Summary:** DRh and CE presented the report which included specific data for Q4 as well as details for the whole year. Amongst the items discussed in particular were on-line viewing and the performance of the service outside Wales.]

8. Viewers Hotline Report and Complaints and Compliance Report

[**Summary:** The Viewers Hotline report and the Complaints and Compliance Report were presented. It was noted that the Complaints and Compliance Committee are meeting following the Authority meeting.]

9. Report from the Content Committee meeting held on March 11

AE presented a report from the Content Committee meeting held on 11 March.

He explained that the committee had considered the assessment of the performance of BBC Wales programmes broadcast on S4C during 2014/15 and the programme plan for 2015/16. The assessment was being submitted to the Authority for its consideration and, if appropriate, its approval.

It was suggested that more information regarding the contribution of the iPlayer to the online use of S4C's content during the year should be included.

The Authority approved the review of the performance of BBC programmes broadcast on S4C under the Strategic Partnership during 2014-15 and the response to the Programmes Plan for 2015-16 prepared by the Content Committee, and also delegated authority to the Chairman and the Content Committee Chairman to make minor corrections and improvements before sending them to the BBC Trust.

10. **Update to the Programme Policy/Obituary Items**

An update to the Programme Policy/Obituary Items that had been discussed by the Content Committee was presented and it was explained that an update had been included following the recommendation of the Committee.

The Authority approved the revised policy.

11. **Report from the Personnel and Remuneration Committee Meeting held on March 12**

It was noted that the minutes of the Committee will be circulated to Members before the Authority meeting in May.

12. **Work Programme 2015-16**

The latest draft of the Work Programme 2015-16 was presented to Members for information.

13. **Any other business**

No other matters were discussed.

Date of next meeting: Thursday 14 May 2015 in Cardiff.