



S4C CO-PRODUCTION GUIDELINES – August 2016

During 2015 S4C undertook research in order to identify how to promote co-productions and international activities among companies which produce content for S4C.

There are clearly benefits from co-producing:-

- Attracting additional funds for S4C productions
- Commissioning a broader range of content than we would be able to commission ourselves
- Commissioning productions with higher budgets than if they were fully funded by S4C
- Ensuring high quality production values during a time of financial constraint
- Raising international awareness of S4C and Welsh content and talent
- Generating sales in order to secure future income streams
- Strengthening the production sector by facilitating access to international markets and the potential to earn additional revenues from programme sales.

S4C wishes to increase the number of co-productions and to strengthen the connection with other broadcasters – both overseas and in the UK. Our research indicated that the production sector would appreciate guidance and support from S4C in seeking co-production partners. We will therefore take steps to support the sector in order to promote co-production. The main elements will be:-

- earmarking a minimum sum of £500k from the content budget each year to contribute to the funding of co-productions.
- providing a letter of intent confirming the sum that S4C is prepared to invest in a project, subject to contract in order to help producers raise the balance of the funding. The letter of intent will be valid for a year.
- discussing distribution plans with the companies for each project in order to recommend a possible distributor or to facilitate introductions.
- introducing companies to contacts which our commissioners have with other broadcasters in markets etc.
- encouraging and supporting companies to develop their own international strategy where appropriate.

The emphasis in the first instance will be on factual and entertainment co-productions and co-developing formats.

We also plan to have one S4C drama series as a co-production every two years. The funding for this will be budgeted separately from the annual minimum sum of £500k.

The funding contribution will vary from production to production but it will be specifically used to fund the production of the programme.

We would look to support projects where at least half of the budget is raised from other sources.

Offering ideas for co-productions will be an integral part of the usual discussions with our commissioners and ideas can be offered at any time, but we will be looking specifically for



ideas 5/6 months before the main markets so that the company can go to the market with a letter of intent from S4C.

These guidelines will be operational immediately, with any co-funding being allocated from the budget of the year in which the programme is likely to be broadcast.

August 2016