



ADRODDIAD BLYNYDDOL  
ANNUAL REPORT 2001

**S4C** 

## CYNNWYS

Cyflwyniad Cyffredinol	1
Aelodau Awdurdod S4C	2
Cyflwyniad y Cadeirydd	4
Strwythur Trefniadol S4C	7
Adroddiad y Prif Weithredwr	8
Dangosyddion Perfformiad Allweddol	20
Gwasanaeth Rhaglenni Cymraeg	22
Gwasanaethau Ychwanegol	38
Yr Adran Beirianeg a Thechnoleg	40
Ymwneud â'n Gwylwyr	42
Cydymffurfiaeth Darlledu	48
Gweithgareddau Masnachol	50
Hyfforddiant ac Adnoddau Dynol	52
Ymchwil	56
Ysgoloriaethau	61
Gwobrau	62
Rhaglenni a Ddarlledwyd yn 2001	64

## CONTENTS

General Introduction	1
S4C Authority Members	2
Chair's Introduction	5
S4C's Organisational Structure	7
Chief Executive's Report	9
Key Performance Indicators	20
Welsh Language Programme Service	23
Additional Services	39
Engineering and Technology	41
Relating to our Viewers	43
Broadcast Compliance	49
Commercial Activities	51
Training and Human Resources	53
Research	57
Scholarships	61
Awards	63
Programmes Broadcast in 2001	64

## ADRODDIAD BLYNYDDOL S4C 2001

Mae'r adroddiad hwn yn disgrifio prif weithgareddau a chyflawniadau S4C yn ystod y flwyddyn 2001. Mae'n cynrychioli elfen bwysig o ymrwymiad S4C i fod yn agored â'i gwylwyr ac i fod yn atebol am y cyllid cyhoeddus a dderbynia i gynorthwyo'r gwasanaethau teledu Cymraeg.

Corfforaeth statudol yw S4C sy'n gweithredu o fewn fframwaith cyfreithiol a sefydlwyd gan Ddeddfau Darlledu 1990 ac 1996. Ei nod sylfaenol yw darlledu amrywiaeth eang o raglenni teledu Cymraeg o safon uchel. Mae'r gwasanaeth teledu'n cael ei oruchwylio gan Awdurdod S4C, sy'n cynnwys aelodau a benodwyd gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon yn dilyn ymgynghoriad â Chynulliad Cenedlaethol Cymru. Mae'r Awdurdod yn pennu amcanion strategol a blaenoriaethau cyffredinol S4C. Mae hefyd yn cytuno ar gyllideb a'i harolygu a sicrhau bod systemau ariannol a rheoli priodol yn cael eu gweithredu'n effeithiol. Mae'r Awdurdod yn dirprwyo cyfrifoldeb am reolaeth S4C o ddydd i ddydd i'r Prif Weithredwr a'i dîm rheoli. Cyfrifoldeb yr Awdurdod hefyd yw sicrhau bod cynnyrch S4C yn cydymffurfio â'r codau darlledu perthnasol.

Mae'r adroddiad blynyddol yn disgrifio'r cynnydd a gyflawnwyd yn erbyn yr amcanion a nodau a gyhoeddwyd gan Awdurdod S4C yn ei gynllun corfforaethol ar ddechrau cyfnod yr adroddiad. Mae'n cynnwys sylwebaeth ar y gwasanaeth rhaglenni sy'n adlewyrchu amcan craidd yr Awdurdod o gynhyrchu gwasanaeth teledu amrywiol iawn o'r safon uchaf. Mae'n cynnwys crynodeb o ddangosyddion perfformiad rhifiadol allweddol sy'n ymwneud â'r gwasanaeth rhaglenni. Mae hefyd yn disgrifio nodweddion allweddol y gwasanaethau sy'n gweithredu i ategu rhaglenni. Mae'r adroddiad yn tynnu sylw at rôl bwysig cyfleusterau technegol a pheirianyddol S4C ac yn egluro rhai o'r mentrau a luniwyd i farchnata rhaglenni S4C mor effeithiol â phosib. Mae hefyd yn disgrifio'r cyfraniad a wneir gan weithgareddau masnachol, gan gynnwys gwerthu rhaglenni. Pwysleisia'r adroddiad y pwysigrwydd a roddir i hyfforddiant a datblygiad staff o fewn S4C a thrwy'r diwydiant clyweled yng Nghymru'n gyffredinol. Mae copïau o'r adroddiad hwn yn cael eu gosod gerbron y Senedd yn unol â gofynion Deddf Darlledu 1990. Mae copïau hefyd yn cael eu rhoi yn llyfrgell Cynulliad Cenedlaethol Cymru. Cyhoeddwyd fersiwn electronig o'r adroddiad hwn ar wefan S4C. Cyhoeddir cyfrifon S4C mewn dogfen ar wahân i gyd-fynd â'r adroddiad hwn.

## S4C ANNUAL REPORT 2001

This report describes S4C's main activities and achievements during 2001. It represents an important element of S4C's commitment towards openness with its viewers, and accountability in respect of the public funds it receives to support its Welsh-language television services.

S4C is a statutory corporation which operates within a legal framework established by the Broadcasting Acts 1990 and 1996. Its primary aim is to broadcast a wide range of high-quality Welsh-language television programmes. The television service is overseen by the S4C Authority, the members of which are appointed by the Secretary of State for Culture, Media and Sport following consultation with the National Assembly for Wales. The Authority determines S4C's strategic aims and broad priorities. It also agrees and oversees the budget and ensures that appropriate financial and management systems are in place and working effectively. The Authority delegates responsibility for the day-to-day running of S4C to the Chief Executive and his management team. The Authority is also responsible for ensuring that S4C's output complies with the relevant broadcasting codes.

The annual report describes the progress achieved against the aims and objectives published by the S4C Authority in its corporate plan at the beginning of the reporting period. The report includes a commentary on the programme service which reflects the Authority's core aim of producing a wide-ranging television service of the highest quality. It contains a summary of key numerical performance indicators relating to the programme service. It also describes the key features of the services that act in support of programmes. The report highlights the important role played by S4C's technical and engineering facilities and explains some of the initiatives that have been taken to market S4C's programmes as effectively as possible. It also describes the contribution made by commercial activities including programme sales. The report also makes clear the overriding importance placed on training and staff development both within S4C and more generally throughout the audio visual industry in Wales. Copies of this report are being laid before Parliament in line with the requirements of the 1990 Broadcasting Act. Copies are also being placed in the library of the National Assembly for Wales. An electronic version of this report has been published on S4C's website. S4C's accounts are published in a separate document which accompanies this report.

## AELODAU'R AWDURDOD

### ELAN CLOSS STEPHENS

#### Cadeirydd

Mae Elan Closs Stephens yn Athro Cyfathrebu a'r Diwydiannau Creadigol yn Adran Theatr, Ffilm a Theledu Prifysgol Cymru Aberystwyth, lle mae wedi bod yn aelod o staff ers 1975. Ganwyd Elan yn Nhalysarn yn Nyffryn Nantlle. Graddiodd o Goleg Somerville, Rhydychen, lle bu'n Ysgolor Agored mewn Saesneg, a hi oedd y ferch gyntaf i lywyddu ar Gyndeithas Dafydd ap Gwilym. Fe wasanaethodd fel aelod o gyrff darlledu Cymreig cyn cael ei phenodi o dan y drefn hysbysu agored fel Cadeirydd S4C. Bu'n aelod o Fwrdd yr Iaith Gymraeg o 1988 ac yn Is-Gadeirydd y Bwrdd statudol o 1993 tan 1998. Mae'n aelod o Lys, Cyngor a Pwyllgor Polisi ac Adnoddau y Llyfrgell Genedlaethol ac o'r Sefydliad Ffilm Prydeinig. Mae'n Is-Lywydd Lleoliadau o Safon, sydd yn dod o hyd i lefydd profiad gwaith o safon uchel ar gyfer Cymry ifainc, ac yn aelod o Fwrdd Chwarae Teg sydd yn ceisio datblygu strwythurau gyrfa a chefnogaeth ar gyfer menywod.



### JANET A LEWIS-JONES

Mae Janet Lewis-Jones yn ymgynghorydd annibynnol. Mae hi hefyd yn Is-lywydd Bwrdd Prydeinig Dosrannu Ffilmiau, yn Gyfarwyddwr Anweithredol i British Waterways, yn Gomisiynydd Gwasanaethau Post ac yn aelod o Ymddiriedolaeth Sefydliad Baring, Ymddiriedolaeth Carnegie yn y Deyrnas Unedig, a Sefydliad yr Heddlu. Ar ôl ennill ei chymhwyster fel bargyfreithwr, ymunodd â'r gwasanaeth sifil yn 1974 gan weithio yn y Swyddfa Gartref a Swyddfa'r Cabinet. Ym 1983 fe'i gwnaed yn Brif Ysgrifennydd Preifat i Arglwydd Lywydd y Cyngor ac Arweinydd Tŷ'r Arglwyddi. Bu'n gweithio yn y diwydiant dŵr rhwng 1986 ac 1990. Daeth yn aelod o Awdurdod S4C yn 1992.



### CEFIN CAMPBELL

Cefin Campbell yw Prif Weithredwr Mentrau Iaith Myrddin a Chadeirydd Mentrau Iaith Cymru. Bu'n Gyfarwyddwr Menter Cwm Gwendraeth - y fenter iaith gyntaf i'w sefydlu yng Nghymru - yn Diwtor/Drefnydd Cymraeg i Oedolion yng Ngholeg Prifysgol Cymru Abertawe, ac yn Ddarlithydd Iaith a Llenyddiaeth Gymraeg yn Adran Addysg i Oedolion, Prifysgol Cymru Caerdydd. Mae ganddo brofiad o ddarlledu a chyflwyno rhaglenni i ddysgwyr a rhaglenni adloniant ysgafn. Ganwyd ef yng Nglanamau yn Nyffryn Aman a graddiodd yn y Gymraeg ym Mhrifysgol Cymru Abertawe, lle cwblhaodd Radd Feistr mewn Cymdeithaseg Iaith. Mae'n aelod o Fwrdd Llywodraethol Coleg Sir Gâr ac yn un o Gyfarwyddwyr y cylchgrawn Barn. Daeth yn aelod o'r Awdurdod yn 1998 ac ef sydd yn cadeirio Pwyllgor Apêl S4C.



### NIC PARRY

Mae Nic Parry, cyfreithwr sy'n arbenigo mewn Cyfraith Drosedd a Chyfraith Teulu, yn bartner yng nghwmni Llewellyn-Jones yng ngogledd Cymru. Mae hefyd yn Gofiadur yn eistedd yn Llys y Goron ar Gylchdaith Cymru a Chaer. Mae'n ddarlledwr adnabyddus ers dros ugain mlynedd, ac yn gyn-olygydd papur bro *Papur Fama*. Ef yw Cadeirydd Llywodraethwyr Ysgol Glanrafon, Yr Wyddgrug. Mae Nic yn awdur, a bu'n gynhyrchydd drama hir fuddugol yn yr Eisteddfod Genedlaethol ar dri achlysur. Mae'n Flaenor yng Nghapel Gellifor yn Nyffryn Clwyd ac yn aelod o Banel Artistig newydd Theatr Gwynedd. Graddiodd yn y Gyfraith ym Mhrifysgol Cymru, Aberystwyth. Daeth yn aelod o Awdurdod S4C ym 1998. Mae'n cadeirio'r Pwyllgor Cwynion ac mae'n aelod o'r Pwyllgor Archwilio.



## MEMBERS OF THE AUTHORITY

### ELAN CLOSS STEPHENS

#### Chair

Elan Closs Stephens is Professor of Communications and Creative Industries in the Department of Theatre, Film and Television at University of Wales Aberystwyth, where she has been a member of staff since 1975. Elan was born in Talysarn in the Nantlle Valley and was an Open Scholar in English at Somerville College, Oxford, and the first woman to chair the Dafydd ap Gwilym Society. She served as a member of Welsh broadcasting bodies before being appointed in open competition to the Chair of S4C. She was a member of the Welsh Language Board from 1988 and Vice Chair of the Board from 1993 until 1998. She is a member of the Court, Council and Policy & Resources Committee of the National Library of Wales and the Education Committee of the British Film Institute. She is a Vice President of Quality Placement, which finds high-quality work experience for young people from Wales, and a member of the Board of Chwarae Teg, which seeks to develop career structures and support for women.

### JANET A LEWIS-JONES

Janet Lewis-Jones is an independent consultant. She is also a Vice President of the British Board of Film Classification, a non-executive director of British Waterways, a Postal Services Commissioner and a trustee of the Baring Foundation Trust, the Carnegie UK Trust, and the Police Foundation. Having qualified as a barrister, she joined the Civil Service in 1974 and worked in the Home Office and Cabinet Office, becoming Principal Private Secretary to the Lord President of the Council and Leader of the House of Lords. She worked in the water industry from 1986 to 1990. She became a member of the S4C Authority in 1992.

### CEFIN CAMPBELL

Cefin Campbell is Chief Executive of Mentrau Iaith Myrddin and Chair of Mentrau Iaith Cymru. He was formerly Director of Menter Cwm Gwendraeth - the first community language initiative established in Wales - a Tutor/Organiser of Welsh for Adults at University of Wales Swansea, and Lecturer in Welsh Language and Literature in the Adult and Continuing Education Department at University of Wales Cardiff. He is an experienced broadcaster and has presented light entertainment programmes and programmes for Welsh learners. Born in Glanamau in the Amman Valley, Cefin graduated in Welsh at Swansea, where he also completed a Masters degree in Sociolinguistics. He is a member of the Governing Body of Coleg Sir Gâr/Carmarthenshire College and the Board of Directors of Barn, a Welsh-language current affairs journal. He became a member of the Authority in 1998 and is Chair of S4C's Appeal Committee.

### NIC PARRY

Nic Parry, a solicitor specialising in Criminal and Family Law, is a partner in north Wales solicitors' firm, Llewellyn-Jones and Co. He is also a Crown Court Recorder on the Wales and Chester Circuit. He is a well-known broadcaster of over 20 years' standing, and is a former editor of community newspaper *Papur Fama*. Nic is Chair of Governors of Ysgol Glanrafon, Mold, and has three times produced the winning plays at the Royal National Eisteddfod. He is a deacon at Gellifor Chapel in Dyffryn Clwyd and a member of Theatr Gwynedd's new Artistic Panel. He graduated in Law from University of Wales Aberystwyth. He became a member of the S4C Authority in 1998. He chairs the Complaints Committee and is a member of the Audit Committee.

## ENID H ROWLANDS

Mae gan Enid Rowlands gefndir mewn hyfforddiant a datblygiad strwythurol ac economaidd yng Nghymru a Lloegr ac mae ganddi gwmni ymgynghoraeth rheoli ei hun. Bu'n Brif Weithredwr TEC Gogledd Cymru ac yn Rheolwr Gyfarwyddwr y Bwrdd Datblygu yng ngogledd Cymru. Fe'i penodwyd yn 2000 yn Gadeirydd y Cyngor Addysg a Hyfforddiant newydd i Gymru - ELWa - a chyn hynny roedd yn Gadeirydd Awdurdod Iechyd Gogledd Cymru. Am nifer o flynyddoedd bu'n aelod o Gyngor Darlledu Cymru ac yn Aelod o Fwrdd Cyngor Cymru Ymddiriedolaeth y Tywysog. Mae hefyd yn aelod o Fwrdd Ymgynghorol BT. Ymunodd ag Awdurdod S4C ar 1 Ebrill 1999 ac mae'n cadeirio'r Pwyllgor Personél a Chydnabyddiaeth.



## ENID H ROWLANDS

Enid Rowlands, who has a background in training and organisational and economic development within England and Wales, runs her own management consultancy company. She has held posts as Chief Executive of the North West Wales Training and Enterprise Council and as Managing Director of the Welsh Development Agency in north Wales. In 2000, she was appointed Chair of the National Council for Education and Training in Wales – ELWa - while formerly she chaired the North Wales Health Authority. She was, for a number of years, a member of the Broadcasting Council for Wales and a Board Member of the Prince's Trust Council for Wales. She is also a member of BT's Advisory Group for Wales. She joined the S4C Authority on 1 April 1999 and chairs the Personnel and Remuneration Committee.

## HUW R WYNNE-GRIFFITH

Mae Huw Wynne-Griffith yn actwari ymgynghorol ac yn uwch bartner mewn cwmni cenedlaethol. Mae'n aelod gweithgar o'r proffesiwn actwari ac mae'n gwasanaethu ar nifer o bwllgorau a chyrff sy'n gysylltiedig â'r proffesiwn a phensiynau galwedigaethol yn gyffredinol. Mae'n gwasanaethu ar Gyngor Prifysgol Cymru, Aberystwyth, a chafodd ei benodi yn Is-Lywydd Prifysgol Cymru, Aberystwyth yn 1998. Astudiodd yn Aberystwyth lle enillodd Radd Feistr mewn ystadegaeth. Daeth yn actwari yn 1973. Ymunodd ag Awdurdod S4C ar 1 Ebrill 1999. Mae'n cadeirio'r Pwyllgor Archwilio ac mae'n aelod o'r Pwyllgor Personél a Chydnabyddiaeth.



## HUW R WYNNE-GRIFFITH

Huw Wynne-Griffith is a consulting actuary and is the senior partner of a national firm. He is an active member of the actuarial profession and serves on a number of committees and bodies related to the profession and to the occupational pensions movement in general. He serves on the Council of University of Wales Aberystwyth, and was appointed Vice President of University of Wales Aberystwyth in 1998. He studied at Aberystwyth, gaining an MSc in statistics, qualifying as an actuary in 1973. He joined the S4C Authority on 1 April 1999. He chairs the Audit Committee and is a member of the Personnel and Remuneration Committee.

## DR CHRIS LLEWELYN

Mae Dr Chris Llewelyn yn Bennaeth Addysg, Hyfforddiant a Materion Diwylliannol gyda Chymdeithas Lywodraeth Leol Cymru. Cyn hynny bu'n Bennaeth Ymchwil a Pholisi Defnyddwyr gyda Chyngor Defnyddwyr Cymru. Mae hefyd wedi gweithio yn Nhŷ'r Cyffredin yn San Steffan. Cafodd ei eni a'i fagu yng Nglanam, Dyffryn Aman, ac mae'n dal i fyw yno. Astudiodd ym Mhrifysgol Caerlŷr a Phrifysgol Cymru Abertawe, lle bu'n dysgu ac ymchwilio ym maes gwleidyddiaeth ryngwladol. Bu hefyd yn Sefydliad y Brifysgol Ewropeaidd yn Fflorens, yr Eidal, am gyfnod. Mae'n awdur nifer o gyhoeddiadau yn y maes polisi cyhoeddus. Daeth yn Aelod o Awdurdod S4C yn 2001.



## DR CHRIS LLEWELYN

Dr Chris Llewelyn is Head of Education, Training and Cultural Affairs at the Welsh Local Government Association. He was previously Head of Research and Consumer Policy at the Welsh Consumer Council. He has also worked at the House of Commons, Westminster. Born and bred in Glanam in the Amman Valley, Chris continues to live in the area. He studied at Leicester University and University of Wales Swansea where he also taught and researched in the field of international politics. He was also at the European University Institute in Florence, Italy, for a time. He is the author of a number of publications in the field of public policy. He became a member of the S4C Authority in 2001.

## EIRA DAVIES

Mae Eira Davies yn rheolwr gyfarwyddwr a sefydlydd cwmni cyhoeddi Infonet. Mae ganddi brofiad eang ym myd darlledu, addysg a busnes. Treuliodd dros ddeuddeg mlynedd yn gweithio gyda chwmni radio annibynnol Sain y Gororau lle bu'n gyfarwyddwr Champion FM a Radio'r Glannau, dwy orsaf radio yng ngogledd Cymru. Wedi graddio yn y Gymraeg o Brifysgol Cymru Aberystwyth, treuliodd ran helaeth o'i gyrfa gynnar fel athrawes, tiwtor a darlithydd cyn ymuno â'r byd darlledu. Mae'n aelod o Fwrdd Corfforaethol Coleg Llandrillo. Daeth yn aelod o Awdurdod S4C yn 2001.



## EIRA DAVIES

Eira Davies is Managing Director and founder of publishing company Infonet. She has diverse experience in broadcasting, education and business. She was previously Director of Champion FM and Marcher Coast, two radio stations in north Wales which form part of the Marcher Radio Group, a company Eira worked with for twelve years. A graduate of University of Wales Aberystwyth, she has a strong background in education, and has worked as a Welsh teacher, tutor and lecturer. She is a member of the Corporation Board of Llandrillo College. She became a member of the S4C Authority in 2001.

## CYFLWYNIAD Y CADEIRYDD

Yn ystod blwyddyn pan dreuliodd S4C, ynghyd â phob darlledwr arall, lawer o amser yn cynllunio a pharatoi ar gyfer y dyfodol digidol ac ar gyfer newidiadau rheoleiddio, mae rhychwant ein gweithgareddau yn ystod 2001 yn brawf o faint a phwysigrwydd y gwasanaeth teledu yr ydym eisoes yn ei ddarparu. Gan mai S4C yw'r unig sianel sy'n cynnig darpariaeth yn arbennig ar gyfer gwylwyr yn Gymraeg, mae'n briodol nodi bod yna lwyddiannau i'w gweld ym mhob agwedd o'r gwasanaeth rhaglenni. Roedd yr ymateb a gawsom i'r rhaglen **Ffermio** yn ystod argyfwng Clwy'r Traed a'r Genau yn enghraifft fyw – os annymunol – o ba mor rymus yw'r gefnogaeth y gall teledu ei roi i'r cymunedau gwledig hynny sy'n rhan mor bwysig o'n cynulleidfa draddodiadol. Fe fydd yr hawliau i ddangos gemau rygbi clybiau Cymru, a enillwyd ar y cyd â'r BBC, yn un o'r ffyrdd pwysig a fydd gennym i barhau i ddenu cynulleidfaoedd newydd. Mae gwerthiant ein rhaglenni yn parhau i fod yn faen prawf rhyngwladol ar gyfer y rhagoriaeth greadigol yr ydym yn anelu at'i'n barhaus ac mae'n werth ail adrodd fod 15 miliwn o wylwyr yn yr Unol Daleithiau wedi gwyllo ein ffilm animeiddiedig **Gŵr y Gwyrthiau**. Roedd ennill 17 o wobrau BAFTA Cymru yn sgîl arlwy 2001 yn brawf pellach o lwyddiant i gyrraedd yr uchelfannau creadigol yn gyson. Hoffem ddiolch i bawb, o fewn S4C a'r cwmnïau gyflenwodd ddeunydd i ni, am eu cyfraniad yn ystod y cyfnod hwn.

Mae S4C yn ymwybodol iawn fod yr effaith a gaiff ein gwasanaethau yn ymestyn y tu hwnt i'r lluniau sy'n ymddangos ar y sgrîn. Rhoddodd arolwg Pwyllgor Diwylliant y Cynulliad Cenedlaethol o'r iaith Gymraeg gyfle i amlygu'r swyddogaeth bwerau sydd gan deledu wrth gefnogi polisïau y Llywodraeth tuag at yr iaith Gymraeg. Mae'r swyddogaeth hon i'w gweld yn amlwg iawn mewn perthynas â byd addysg. Yr hyn sy'n cael ei gymryd yn ganiataol weithiau yw'r ystod eang o gyfleoedd y mae teledu yn ei gynnig i bobl ymwneud â mynegiant artistig a diwylliannol trwy gyfrwng yr iaith Gymraeg. Mae'n rhaid i ni barhau â'r nod o ddarparu mwy o gyfleoedd fyth yn y dyfodol.

Mae S4C hefyd yn chwarae rhan bwysig iawn wrth gefnogi'r rhai hynny sydd â diddordeb mewn dysgu Cymraeg. Trwy ddefnyddio isdeitlau, bydd S4C yn parhau i wneud yr hyn sydd o fewn ei gallu i ddatblygu gwasanaeth sy'n wirioneddol gynhwysol, sy'n adlewyrchu'r gymuned ehangach yng Nghymru ac sydd, oherwydd ei fod yn wasanaeth unigryw ac o safon uchel, o ddiddordeb i bawb. Mae'n hynod galonogol fod cynifer a 30% o'r rhai sy'n mwynhau rhaglenni S4C yn Gymry di-Gymraeg. Heb wanhausu'r gwasanaeth rydym yn ei ddarparu ar gyfer Cymry Cymraeg, fe fydd S4C yn parhau i ddarparu mynedfa unigryw ar gyfer pawb sydd â diddordeb yn yr hyn sydd gan yr iaith a'r diwylliant Cymraeg i'w cynnig.

Fe ddisgrifiwyd maint y budd economaidd y mae Cymru yn ei gael yn sgîl buddsoddiad S4C mewn rhaglenni yn adroddiad Uned Ymchwil Economi Cymru y llynedd. Rydym yn gwario dros 95% o'n cyllid rhaglenni yng Nghymru ac mae'r adroddiad yn awgrymu fod S4C, rhwng pob dim, yn gyfrifol am bron i 2,000 o swyddi. Mae yna fudd pellach yn deillio o'n polisi o gomisiynu rhaglenni gan gynhyrchwyr annibynnol, sef fod y swyddi hyn yn cael eu lleoli ledled Cymru, gyda nifer sylweddol yn yr ardaloedd traddodiadol Gymraeg a'r rheini sy'n derbyn cyllid Amcan Un.

Uwchlaw pob dim, fodd bynnag, y mae'r cyfraniad unigryw y mae S4C yn ei wneud i'r amrywiaeth sydd ar gael i wylwyr yng Nghymru ac, yn wir, ym mhob cwr o'r DG. Mae ein cyfraniad ni yn seiliedig ar gysyniadau traddodiadol gwasanaeth cyhoeddus o ansawdd ac ar ymrwymiad llwyr, fwy neu lai, i gynhyrchu rhaglenni yn ein gwlad ein hunain. Rwy'n awyddus i wneud popeth posibl i sicrhau nad yw'r cyfraniad hwn yn cael ei anghofio na'i danbriso oherwydd ei fod yn digwydd bod mewn iaith ar wahân i'r Saesneg.

Bydd ein gallu i barhau i ddarparu'r buddiannau ehangach hyn yn dibynnu ar ein rhaglenni. Yn ystod y flwyddyn a aeth heibio bu'n galonogol gweld ein polisi o roi mwy o bwyslais ar ddrama yn dechrau dwyn ffrwyth. Fel mae'r ffigurau mewn rhan arall o'r adroddiad hwn yn dangos, roedd dramâu cyfoes fel **Arachnid** a **Fondue, Rhyw a Deinosors** yn llwyddiannau poblogaidd yn ogystal â beirniadol. Roedd yna gefnogaeth yr un mor galonogol ar gyfer ystod eang o'n rhaglenni mwyaf poblogaidd. Fe fydd asesu llwyddiant y gwasanaeth bob amser yn golygu mwy nag ystadegau yn unig, ond mae'r rhain yn parhau yn ffyn mesur pwysig. I ni, fel i'r rhan fwyaf o'r byd darlledu, bu eleni'n gymysgedd o lwyddiannau ac anawsterau. Ni fu'n bosibl i'n cynulleidfa fwynhau'r Sioe Amaethyddol Frenhinol nac Eisteddfod yr Urdd mewn blwyddyn llawn argyfwng anarferol. Mae syrffio'r we a chwarae gemau yn cystadlu am sylw ein cynulleidfa iau. Mae pob sianel ddaearol mewn sefyllfa fregus wrth i'r gynulleidfa ymuno â'r byd gwasanaethau tanysgrifio a'r rhai digidol di-dâl ac mae S4C hefyd wedi cael llai o lwyddiant cyson ar draws y bwrdd. Mae'r Awdurdod yn ymwybodol iawn y bydd yn rhaid i ni ymdrechu yn galetach fyth i ddal sylw'r gwylwyr yn y dyfodol yn y byd ffyrnig o gystadleuol sydd ohoni heddiw. Arweiniodd ein trafodaethau gyda'r tîm rheoli ni at ddau gasgliad: Yn gyntaf, rhaid i gydweithio gyda'n cyflenwyr rhaglenni a datblygu talent fod yn agweddau amlycach fyth o'n gwaith. Mae'r broses gomisiynu wrth galon y fenter greadigol y mae S4C yn ymwneud â hi. Yn y dyfodol rhaid i ni weithio tuag at ragoriaeth greadigol uwch eto, heb aberthu tegwch na rheolaeth dynn dros gostau rhaglenni. Roedd penodi Meirion Davies yn Bennaeth Datblygu Talent S4C yn gam pwysig ymlaen i ni wrth sicrhau fod y dalent sydd ar gael yn cael ei meithrin mor ofalus â phosibl. Rhaid i ni hefyd ddadansoddi yr hyn mae ein gwylwyr yn ei ddweud hyd yn oed yn fwy gofalus a sicrhau fod hyn yn cael ei adlewyrchu'n llawn yn yr anghenion rhaglenni ar gyfer y rownd gomisiynu nesaf.

Yn ail, os ydym am gystadlu'n llwyddiannus rhaid inni hefyd neilltuo adnoddau ychwanegol ar gyfer rhaglenni. Ar adeg pan fo costau darlledu yn codi'n gynt na chwyddiant, canlyniad ceisio cadw cyllid S4C ynghlwm wrth fynegai prisiau manwerthu yw erydu yn raddol ein gallu i gystadlu mewn amgylchedd ddarlledu sy'n fwyfwy cystadleuol. Rydym, o ganlyniad, wedi gofyn am fwy o gyllid craidd i gyfateb â'r gost ychwanegol sy'n gysylltiedig â darlledu digidol. Rydym hefyd wedi gofyn am gyllid 2% yn uwch na chwyddiant am gyfnod cyfyngedig er mwyn ein dwyn yn nes – er ar lefel mwy cymhedrol – at y math o gynnydd ar gyfer digidol y mae pob darlledwr gwasanaeth cyhoeddus arall eisoes wedi ei dderbyn. Bydd ymateb y llywodraeth i'n cais ariannu yn cael effaith hollbwysig ar ein gallu i gystadlu'n llwyddiannus dros y blynyddoedd i ddod.

Mae ambell i hen gyfaill wedi ein gadael yn ystod y flwyddyn. Collodd Cymru un o brif wladweinyddion yr ugeinfed ganrif pan hunodd yr Arglwydd Cledwyn. Roedd ei lwyddiannau yn niferus, ond byddwn yn cofio'n arbennig y rhan allweddol a chwaraeodd wrth sicrhau sefydlu S4C ugain mlynedd yn ôl. Hoffem ddiolch hefyd i Janice Rowlands a Peter Davies a orffennodd eu cyfnod gyda'r Awdurdod. Roedd yn bleser gennym groesawu Eira Davies a Dr Chris Llewelyn yn eu lle. Roedd David Meredith bob amser yn gyfrifol am bresenoldeb unigryw o gynnes a chroesawgar ar achlysuron cyhoeddus S4C ac yn ein cyfarfodydd cyhoeddus. Dymunwn yn dda iddo ar ei ymdeoliad.

Rydym yn edrych ymlaen at y newidiadau deddfwriaethol sydd o'n blaenau yn y flwyddyn i ddod. Bydd S4C yn gweithio'n adeiladol gyda'r rheoleiddiwr cyfathrebu newydd i sicrhau fod unrhyw drefniadau newydd yn cymryd ystyriaeth lawn o anghenion a diddordebau gwylwyr sy'n siarad Cymraeg. Ni fydd unrhyw newid yn ein statws fel yr unig sianel Gymraeg ac ni fydd, felly, unrhyw ostyngiad yn y disgwyliadau ohonom. Byddwn yn barod i ysgwyddo'r cyfrifoldebau hyn a bydd sicrhau y gwerth ychwanegol uchaf posibl o'n buddsoddiad mewn rhaglenni yn parhau i fod yn bolisi gennym. Ni ddaw llwyddiant ond trwy ganolbwyntio'n gyntaf ac yn flaenaf ar ein cyfrifoldeb craidd o ddarparu gwasanaeth teledu o safon uchel sy'n cyflwyno gwybodaeth, addysg a diddanwch.

## THE CHAIR'S INTRODUCTION

During a year when S4C, along with every other broadcaster, has spent a lot of time planning and preparing for the digital and regulatory future, the breadth of our activities during 2001 serves as a reminder of the scale and importance of the television service we already provide. Since S4C remains the only channel catering specifically for Welsh-speaking viewers it is fitting that there are achievements of note right across the programme service. The response to our farming programme **Ffermio** during the Foot and Mouth crisis was a vivid – if unwelcome – illustration of the powerful role television can play in supporting those rural communities that continue to be an important part of our traditional audience. The rights to Welsh club rugby coverage, secured jointly with the BBC, will be one of the important means by which we can continue to attract new audiences, including those that enjoy our programmes via subtitles. Our programme sales continue to provide an international benchmark for the creative excellence to which we aspire. It bears repeating that 15 million viewers in the United States watched our animated feature **The Miracle Maker** when it was broadcast on ABC at Easter. The 17 BAFTA Cymru awards won for programmes broadcast in 2001 provide further evidence of consistent creative achievement. Our thanks go to all those, both within S4C and the companies that supply us, who have contributed during this period.

S4C is acutely aware that the impact of our services extends beyond the pictures that appear on screen. The review of the Welsh language conducted by the National Assembly's Culture Committee, for example, provided an opportunity to underline the very powerful role that television plays in support of the Government's Welsh language policies. This role is well understood in relation to education. What is sometimes taken for granted is the importance of the wide range of opportunities that television provides for people to be engaged in artistic and cultural expression through the medium of Welsh. Our aim must be to provide still greater opportunities in future.

S4C also plays an important role in supporting those interested in learning Welsh. Through the use of subtitles, S4C will continue to do what it can to develop a truly inclusive service that reflects the broader community in Wales and which, because it consists of distinctive programmes of high quality, is of interest to all. It is hugely encouraging that some 30% of those who enjoy S4C's programmes are non-Welsh speakers. Without diluting the service we provide to Welsh speakers, S4C will continue to provide a unique point of access for all those interested in what the Welsh language and culture have to offer.

The scale of the economic benefits which Wales derives from S4C's investment in programmes was described in last year's report from the Wales Economy Research Unit. We spend more than 95% of our programme budget in Wales and the report suggested that altogether S4C is responsible for some 2000 jobs. Our policy of commissioning programmes from independent producers has a further benefit, in that these jobs are located throughout Wales, with a particular focus on the traditional Welsh-speaking areas and those in receipt of Objective One funding.

Above all, however, is the unique contribution S4C makes to the diversity available to viewers in Wales and indeed throughout the UK. Ours is a contribution based on traditional public service concepts of quality and on a well nigh total commitment to indigenous programme production. I am concerned to do all that I can to ensure that this contribution is neither overlooked nor undervalued just because it happens to be in a language other than English.

Our ability to go on providing these wider benefits will be dependent upon our programmes. During the past year it has been encouraging to see our policy of placing a greater emphasis on drama beginning to bear fruit. As the figures published elsewhere in this report indicate, contemporary dramas like **Arachnid** and **Fondue, Rhyw a Deinosors** were a popular as well as a critical success. There were similarly encouraging levels of support for all our more popular programmes. Measuring the success of the service will always be more than a matter of statistics, but these remain important indicators. For us, as for much of broadcasting, this year has been a mixture of success and difficulties. Our general audience missed watching the Royal Welsh Agricultural Show and the Urdd Eisteddfod in a year of extraordinary crises. Internet surfing and game-playing vies for the younger audience's attention. All terrestrial channels are vulnerable as the audience enters the world of subscription and free digital services and S4C too has been less consistently successful across the board. The Authority is fully aware that we must strive even harder to catch the viewer's attention in future in these aggressively competitive times. Our discussion with the management team led us to two conclusions.

First, working with our programme suppliers and developing talent must become a still more prominent aspect of our work. The commissioning process lies at the very core of the creative enterprise in which S4C is engaged. In future we must strive for even greater creative excellence, without sacrificing fairness or firm control on programme costs. The appointment of Meirion Davies as S4C's Head of Talent Development is an important new step towards ensuring that the talent which is at our disposal is nurtured as carefully as possible. We must also analyse what our viewers say about the service even more closely and ensure that this is reflected fully in the programme requirements for the next commissioning round.

Secondly, if we are going to compete successfully we also need to be able to devote additional resources to programmes. At a time when broadcasting costs are increasing faster than the rate of inflation, the effect of tying S4C's funding to the retail prices index has been to gradually erode our ability to compete in an increasingly competitive broadcasting environment. We have, therefore, requested a boost in our core funding to cover the additional costs associated with digital transmission. We have also asked for a limited period of funding at 2% above inflation to bring us more closely into line, albeit at a far more modest level, with the sorts of digital dividend that every other public service broadcaster has already received. The Government's response to our funding request will have a crucial bearing on our ability to compete successfully over the years to come.

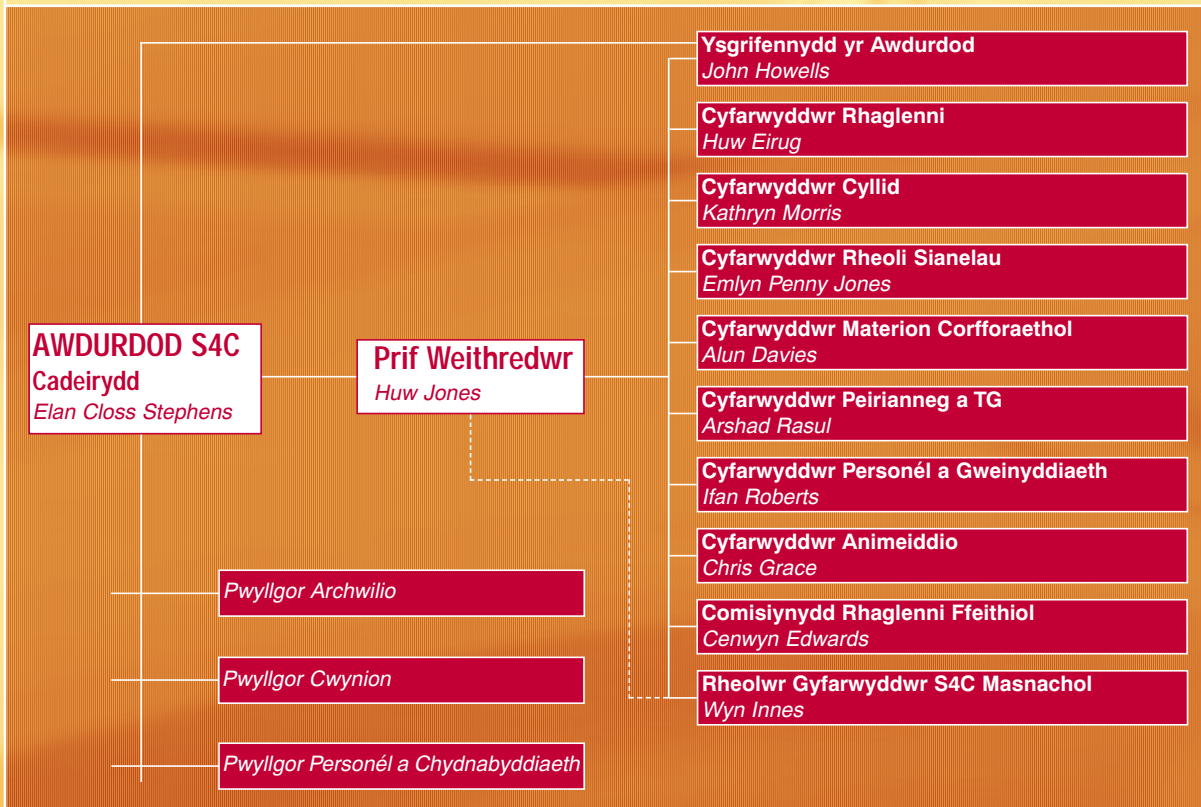
Some old friends have left us during the course of the year. Lord Cledwyn's death robbed Wales of one of its great statesmen during the twentieth century. His achievements were many, but we will remember in particular the part he played in securing the establishment of S4C twenty years ago. Our thanks also go to Janice Rowlands and Peter Davies who came to the end of their periods of appointment on the Authority. We were pleased to welcome Eira Davies and Dr Chris Llewelyn in their place. David Meredith was a uniquely warm and welcoming presence at S4C public occasions and at our public meetings. We wish him well in his retirement.

We look forward to the legislative changes that the coming year will bring. S4C will work constructively with the new communications regulator to ensure that any new arrangements take full account of the needs and interests of Welsh-speaking viewers. There will be no change to our status as the only Welsh channel and there will be no reduction, therefore, in the expectations placed upon us. We will readily shoulder these responsibilities and it will continue to be our policy to secure the maximum possible added value from our investment in programmes. We will only succeed if we concentrate first and foremost on our core responsibility of delivering a high-quality television service that informs, educates and entertains.



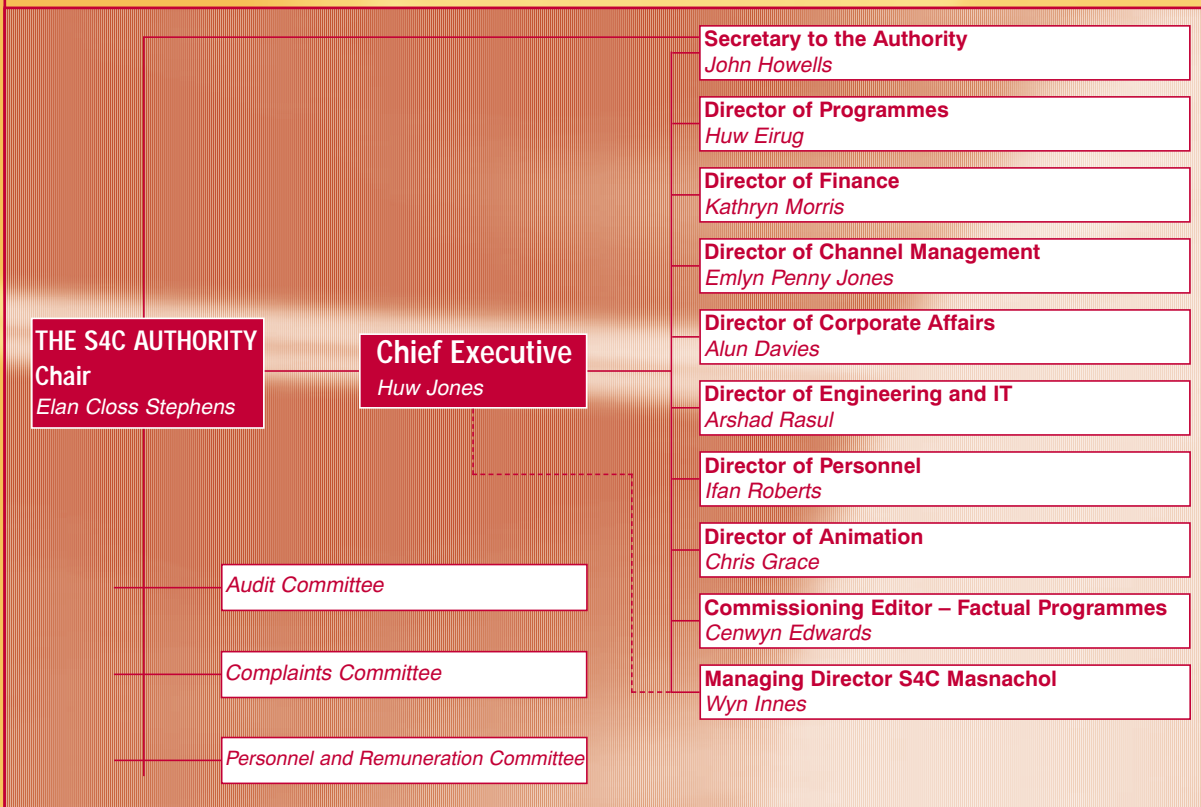
Elan Closs Stephens, Chair

## STRWYTHUR TREFNIADOL S4C



## Y TÎM RHEOLI

## S4C'S ORGANISATIONAL STRUCTURE



## THE MANAGEMENT TEAM



## ADRODDIAD Y PRIF WEITHREDWR

### Digwyddiadau allanol

Roedd 2001 yn flwyddyn gythryblus ac anarferol mewn sawl ffordd. O Glwy'r Traed a'r Genau i drychineb Medi'r 11eg, cafodd digwyddiadau allanol annisgwyl effaith bell-gyrhaeddol ar fywydau unigolion a sefydliadau yng Nghymru a thrywy'r byd, a ninnau yn eu plith.

Roedd ymddangosiad Clwy'r Traed a'r Genau yn ergyd galed dros ben i'r Gymru wledig, lle gwelir y defnydd mwyaf dwys o'r iaith Gymraeg. Yn yr argyfwng hwn, roedd ein gallu i ddarparu sylw sylweddol o fewn ein rhaglenni **Newyddion** i'r datblygiadau diweddaraf, yn ogystal â rhaglenni arbennig niferus wrth i'r amgylchiadau newid, yn fodd i ategu perthynas agos iawn S4C â'r gymuned wledig ac amaethyddol. S4C yw'r unig sianel ym Mhrydain sy'n parhau i ddarparu rhaglen ffermio wythnosol, a hynny yn yr oriau brig. Pleser oedd derbyn ar ddiwedd y flwyddyn wobwr arbennig gan Undeb Amaethwyr Cymru, yn gyflwynedig gan Carwyn Jones, Gweinidog Amaeth y Cynulliad Cenedlaethol, i nodi cyfraniad S4C i'r byd amaethyddol Cymreig dros nifer o flynyddoedd.

Roedd Medi'r 11eg ar y llaw arall yn amlygu un o'n gwendidau, sef yr anallu – er gwaethaf proffesiynoldeb ac ymrwymiad Adran Newyddion BBC Cymru - i droi bob amser at wasanaeth newyddion byw pan mae stori fawr yn torri, ac hefyd y duedd sydd yna dan amgylchiadau o'r fath i wylwyr droi am gyfnod sylweddol at y prif sianelau Prydeinig a'r gwasanaethau newyddion di-dor.

### Teledu a Chyfathrebu

Roedd yna hefyd newidiadau cythryblus ar y gorwel ym myd teledu yn gyffredinol. Mae'r cyhoeddusrwydd a roddwyd yn ddiweddar i broblemau ariannol ITV Digital, ntl a Telewest, yn ogystal â chwmni enfawr Kirch yn yr Almaen, wedi amlygu'r ffaith mai ffordd droellog yw'r un sy'n arwain at y dyfodol digidol aml-sianellog. Nid yw'n ymddangos mor anochel erbyn hyn chwaith y bydd y teledu a'r cyfrifiadur yn ymblethu yn un dechnoleg yn y cartref. Tra bo sianelau newydd, sy'n anelu at gynulleidfaeoedd penodol, wedi ffynnu, mae'r gynulleidfa wedi dangos ei hun yn araf i droi ei chefn yn llwyr ar y prif sianelau traddodiadol. Diddorol er hynny yw nodi fod strategaeth y BBC ar gyfer cadw ei chynulleidfa yn y dyfodol yn seiliedig ar gyfuniad o geisio sicrhau prif sianel boblogaidd ac eang ei hapêl tra ar yr un pryd yn cystadlu am gynulleidfaeoedd penodol ym meysydd ieuencid, plant, y celfyddydau a newyddion, trwy sianelau digidol newydd. Mae'r dadleuon cyhoeddus ynglŷn â sut mae sicrhau cydbwysedd rhwng teledu cyhoeddus a theledu masnachol ym Mhrydain, ynghyd â chydbwysedd rhwng poblogeiddio a sicrhau amrywiaeth, yn rhai sy'n dal yn fyw iawn ac yn rhoi cefndir i'n hymdrechion ninnau i ddiffinio'r ffordd orau o ddarparu ar gyfer anghenion ein gwylwyr, yn yr amgylchfyd newydd hwn.

Cyhoeddwyd y Papur Gwyn ar Gyfathrebu a pharhaodd y drafodaeth am gynnwys deddfwriaeth a all, dros gyfnod o amser, arwain at newidiadau sylfaenol ym maes darlledu a chyfathrebu yng Nghymru, fel mewn rhannau eraill o'r Deyrnas Unedig. Yng Nghymru, daeth yr iaith Gymraeg unwaith eto yn bwnc cyhoeddus llosg wrth i bryder cynyddol am ddyfodol y cymunedau Cymraeg, ac ymgyrchoedd i ddod o hyd i ddulliau i'w diogelu, arwain at wrthdaro geiriol amlwg a mynych.



### Rhaglenni Cymraeg

Fe effeithiodd Clwy'r Traed a'r Genau yn ddifrifol arnom mewn ffordd arall sef trwy rwystro dau o'n prif ddigwyddiadau cenedlaethol, Eisteddfod yr Urdd a'r Sioe Amaethyddol Frenhinol, rhag digwydd. Gan fod y ddau ddigwyddiad yn elfennau canolog o'n harlwy yn nhymor yr haf, ac yn un o'r ffyrdd mwyaf amlwg lle mae perthynas S4C â'i gwylwyr yn cael ei chadarnhau, roedd hyn yn ergyd fawr. Er i ni gollir arlwy o'r Sioe yn llwyr, llwyddwyd i gydweithio'n agos gydag Urdd Gobaith Cymru i sicrhau gŵyl gystadleuol ar y teledu, yn seiliedig ar gystadleuwyr llwyddiannus y gorfennol, am ddau ddiwrnod ac o ddwy ganolfan, y naill yn y de a'r llall yn y gogledd. Roedd yr arbrawf hwn o ran technoleg a ffurf yn bur llwyddiannus ac rydym yn ystyried a oes modd ehangu'r math hwn o gydweithio rhyngom a chyrrff sy'n gweithio yn y cymunedau, megis yr Urdd. Creodd y Clwy anawsterau lu i nifer o gyfresi rheolaidd, gan gynnwys **Twrio**, **Cefn Gwlad** a **Noson Lawen**, sy'n dibynnu llawer ar deithio ar hyd a lled Cymru. Roedd ein hamserlen, o'r herwydd, o bryd i'w gilydd yn gorfod troi at syniadau wrth gefn.

Er hynny, roedd yna nifer o lwyddiannau disglair. Mae darlledwyr cyhoeddus ar draws Ewrop yn poeni ynglŷn â'u gallu i gadw mewn cysylltiad â chynulleidfa iau. Gwnaed ymdrech fwiadol ym myd drama i gyflwyno tair cyfres wahanol ac ifanc eu natur a phob un yn wahanol i'w gilydd. Roedd **Amdani**, **Fondue**, **Rhyw a Deinosors** ac **Arachnid** yn ymestyn o'r cyfoes hwyliog i'r swrreal i'r arallfydol a chafwyd ymateb cryf iawn i'r tair cyfres gan gynnwys, yn ôl y disgwyl, ymateb negyddol gan wylwyr fyddai'n dymuno arlwy fwy traddodiadol. Roedd y tair yn profi mewn ffordd galonogol iawn ei bod yn bosibl i'r iaith Gymraeg fod yn gyfrwng cwbl gyfoes ar gyfer deunydd deniadol i gynulleidfa iau yn ogystal ag i'r rhai sydd dros eu hanner cant. Y dasg yn awr yw parhau i gyflawni'r addewid hwn yn ddigon cyson fel ag i gadw mewn cysylltiad rheolaidd gyda'r gynulleidfa yma - heb wrth gwrs amddifadu eraill o'r arlwy sydd yn eu plesio hwy.

Cawsom hefyd o leiaf ddwy ffilm y gallem ymfalchio yn fawr ynddynt. Ers ei rhyddhau yn y sinemâu, mae **Oed yr Addewid** wedi ennill lluo o wobrau mewn gwyliau ffilm ar draws Ewrop a'r byd, gan gynnwys y brif wobwr am ffilm deledu ym mhrif ŵyl deledu Ffrainc. Yn yr un ŵyl enillodd Stewart Jones y wobwr am yr actor gorau. Cafwyd llwyddiant yn BAFTA Prydain a gwyliau rhyngwladol i ffilmiau animeiddiedig y gyfresi **Chwedlau'r Byd wedi eu Hanimeiddio**. Ffilm arall a swynodd filoedd wrth ei darlledu dros y Nadolig oedd **Eldra**, ffilm dyner a hyfryd am blectyn o sipsi yn y tridegau. Dros y Pasg, darlledwyd y ffilm animeiddiedig o fywyd Crist, **Gŵr y Gwyrthiau** am y tro cyntaf yng Nghymru,

## CHIEF EXECUTIVE'S REPORT 2001

### External Events

2001 was in many ways a troubled and unusual year. From the Foot and Mouth epidemic to the tragedy of September 11th, unexpected external events had a far-reaching effect on the lives of individuals and organisations within Wales and throughout the world, including ourselves.

The appearance of Foot and Mouth disease was the latest in a series of heavy blows to strike rural Wales, where the language is used most intensively. During this crisis, our ability to give substantial coverage to the latest developments within our daily news programmes, **Newyddion**, as well as a number of special programmes as circumstances changed, was a means of confirming the very close relationship between S4C and the rural and agricultural community. S4C is the only channel in the UK which continues to provide a weekly farming programme in peak-viewing hours. It was a pleasure at the end of the year to receive a special award from the Farmers' Union of Wales, presented by Carwyn Jones, the Agriculture Minister of the National Assembly for Wales, to note S4C's contribution to Welsh agricultural life over a number of years.

September 11th on the other hand highlighted one of our weaknesses, namely our inability – in spite of the professionalism and dedication of BBC Wales's News Department – to turn instantaneously to a live news service when a big story breaks, together with the tendency in such circumstances for viewers to turn for extensive periods to the main British channels and to continuous news services.

### Television and Communication

There were also unsettling changes on the horizon in the world of television in general. The publicity given recently to the financial problems of ITV Digital, ntl and Telewest, and also to those of the Kirch conglomerate in Germany, has highlighted the fact that the road leading to the multi-channel digital future has many twists and turns. Neither by now does it appear as inevitable as it once did that television and the computer will converge in the home as a single technology. Whilst some new channels aimed at specific audiences have flourished, viewers have been reluctant to turn their backs entirely on the main traditional channels. It is interesting, nevertheless, to note that the BBC's strategy for retaining its audience for the future is based on a combination of seeking to ensure a popular main channel of broad appeal and simultaneously competing for niche audiences in youth, children's, arts and news programmes through the means of new digital channels. The public debate as to how to ensure a balance between public and commercial television in the UK, and a balance between popular appeal and diversity, remains very lively and provides a background to our own attempts to define the best way of fulfilling our viewers' needs in this new environment.

The Government's White Paper on Communications was published and discussion continued regarding the content of legislation which can, over a period of time, lead to fundamental changes in broadcasting and communication in Wales, as in other parts of the UK. In Wales, the Welsh language once again became a topic of debate as heightened concerns about the future of Welsh-speaking communities, and campaigns which sought to find ways of preserving them, led to high profile and frequent verbal conflict.

### Welsh programmes

The Foot and Mouth epidemic had a serious impact on us in another way, by preventing two of our main national festivals, the Urdd Eisteddfod and the Royal Welsh Show, from taking place. Since the two events are central components of our summer schedule, and one of the most obvious ways in which S4C's relationship with its viewers is confirmed, this was a major blow. Although we lost programming from the show altogether, we managed to work closely with Urdd Gobaith Cymru to ensure a competitive festival on television, based on successful competitors of the past, for two days and from two centres, one in north Wales and the other in the south. This experiment in terms of technology and format met with considerable success and we are considering whether there are ways of extending this type of co-operation between ourselves and organisations working in the communities of Wales, such as the Urdd. Foot and Mouth created many difficulties for a number of regular series, including **Twrio**, **Cefn Gwlad** and **Noson Lawen**, which depend a great deal on visiting different parts of Wales. Our schedule on occasion, therefore, had to turn to ideas held in reserve.

Even so, there were a number of striking successes. Public service broadcasters across Europe worry about their ability to keep in contact with younger audiences. A conscious attempt was made in drama to present three fresh, young series, each different in its own way. **Amdani**, **Fondue**, **Rhyw a Deinosors** and **Arachnid** ranged from the amusing and contemporary to the surreal and to the supernatural and a strong response was given to all three. As expected, this did include a negative response from viewers who would have preferred more traditional offerings. The three series showed in a very heartening way that it is possible for the Welsh language to be a wholly contemporary medium for material which is attractive to younger audiences as well as to those who have passed fifty. The challenge now is to continue to fulfil this promise with sufficient consistency to enable us to keep in regular contact with this audience – without of course depriving others of content which appeals to them.

We also had at least two films in which we could take great pride. Since its cinema release, **Oed yr Addewid/Do not go Gentle** has won a series of awards in film festivals across Europe and the world, including the main award for a television film in France's premier television festival. At the same festival, Stewart Jones won the prize for the best actor. There was success at the BAFTA UK awards and at international festivals for the animated films from the **Animated Tales of the World** series. Another film which charmed many thousands when it was broadcast over Christmas was **Eldra**, a warm and tender film about a gypsy girl's childhood in north Wales in the 1930s. Over Easter, the animated film portraying the life of Christ, **Gŵr y Gwyrthiau/The Miracle Maker** was broadcast for the first time in Wales with the English version being broadcast during the same period on BBC 1 across the UK and on ABC in the USA.

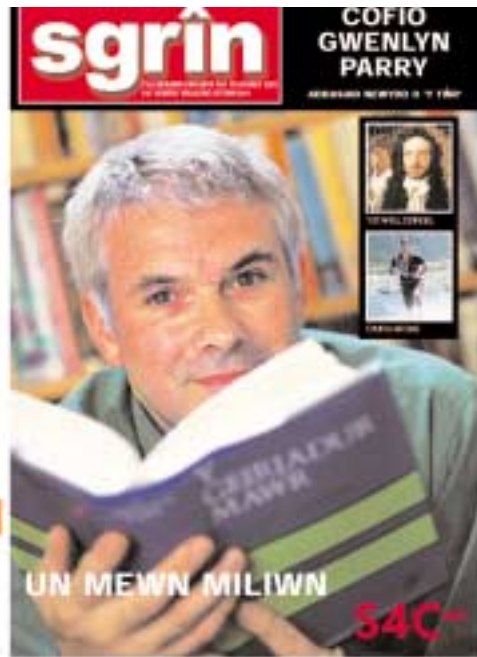
gyda'r fersiwn Saesneg yn cael ei ddarlledu yn ystod yr un cyfnod ar BBC1 ledled Prydain ac ar ABC yn Yr Unol Daleithiau. Cafwyd Etholiad Cyffredinol wrth gwrs ym mis Mehefin ac unwaith yn rhagor gallwn ymfalchïo yn safon a gwrthrychedd y sylwebaeth ar draws nifer fawr o raglenni a chyflenwyr, ond yn arbennig felly yn y gwasanaeth a gafwyd ar noson yr etholiad gan dîm BBC Cymru.

Mae cyflwyno'r iaith i'r rhai sydd am ei dysgu yn cynnig her a phosibiliadau cynhyrfus. Mae yna le wedi bod i raglenni ar gyfer dysgwyr ar wasanaeth S4C o'r cychwyn, ond eleni llwyddwyd mewn ffordd arbennig gydag ymgyrch ar y cyd gyda phapur newydd y *Western Mail* o dan y teitl **Welsh in a Week**. Tra'n cyflwyno rhywfaint o'r iaith, roedd y rhaglenni yn canolbwyntio ar ddangos llwyddiant unigolion o gefndiroedd amrywiol iawn i feistrolï digon o'r iaith i gyflawni tasg ddefnyddiol a pherthnasol mewn amser byr. Anfonodd bron i 5,000 o wylwyr gais am dderbyn y pecyn a oedd yn cefnogi'r rhaglen a'r gobaith yw y bydd pob un o'r rhain wedi mynd ati i ddod o hyd i gwrs dysgu Cymraeg priodol yn eu hardal, neu ar dâp.

Daeth ein cytundeb pedair blynedd gydag Undeb Rygbi Cymru i ben ond llwyddwyd i sicrhau y bydd rygbi clybiau Cymru yn parhau ar S4C trwy brynu'r hawliau, ar y cyd gyda BBC Cymru, am gyfnod o bum mlynedd arall. Hanfod y trefniant yw y bydd yna gêm fyw ar S4C bron bob nos Sadwrn ar hyd y tymor gan gynnwys cyfnod Cwpan Heineken. Mae'r cynhyrchu dychmygus a'r sylwebaeth safonol, yn ogystal (gobeithio) â chwarae o safon uchel, yn sicrhau bod yr elfen hon o arlwy'r sianel yn denu dilyniant gan gynulleidfa eang, yn arbennig felly yn ne a gorllewin Cymru. Cafwyd cryn feirniadaeth gan ddilynwyr clybiau pêl-droed Cymru yn sgîl y penderfyniad i ddirwyn y rhaglen **Gôl** i ben, gyda rhai yn cwyno fod rygbi yn cael gormod o sylw gan ddarlledwyr Cymreig ar draul pêl-droed. Cymerwyd camau i geisio taro gwell cydbwysedd trwy gyflwyno uchafbwyntiau o gemau Cynghrair Pêl-droed Cymru yn ystod y rhaglen **Y Clwb** ar brynhawn dydd Sul o ddechrau'r flwyddyn newydd ymlaen.

Plesiwyl llawer gan gyngherddau cerddorol amrywiol o bwys yn ystod y flwyddyn gan gynnwys **Cyngerdd y Ffermwyr, Ar Noson Fel Hon** a **Gala Operatig Bryn Terfel** o'r Faenol.

Cymerwyd y penderfyniad anodd ond angenrheidiol i beidio â darlledu'r gyfres ddiweddaraf o **Pam Fi Duw?** tra bo materion sydd bellach yn derbyn ystyriaeth Comisiynydd Plant Cymru ac sy'n ymwneud ag awdur/gyfarwyddwr y gyfres, John Owen, yn destun trafodaeth gyhoeddus.



## Channel 4

Mae ein cyfrifoldeb i sicrhau fod cymaint â phosibl o raglenni Channel 4 yn cael eu gweld ar S4C yn dal i godi cwestiynau diddorol. Rydym yn gwneud ein gorau i gyflwyno'r cyfan o'r gemau criced byw, er fod hynny ar brydiau yn torri ar draws ein harlwy arferol. Er cymaint y diddordeb mewn criced mewn rhai cylchoedd, rhaid sicrhau nad yw ein cyfrifoldeb craidd i ddarparu gwasanaeth cynhwysfawr Cymraeg yn cael ei danseilio, er enghraifft, pan fydd gemau yn gor-redeg. Problem ddyrys arall oedd honno a gododd yn sgîl symud **Richard & Judy** o ITV i Channel 4. Yn hytrach na disodli ein rhaglenni plant penderfynwyd darlledu **Richard & Judy** ddiwrnod ar ôl y darllediad gwreiddiol hyd at ddiwedd y flwyddyn. Yn y flwyddyn newydd, roedd yn bosibl i ni gyflawni ein bwriad o ehangu'r oriau plant Cymraeg o hanner awr i awr ac ar yr un pryd gyflwyno **Richard & Judy** yn yr awr rhwng 5.00 a 6.00 yh. Yn anffodus, roedd hyn yn golygu fod yn rhaid symud **Countdown** i amser cynharach yn y prynhawn, lle mae o bryd i'w gilydd yn gwrthdaro ag arlwy rasio ceffylau Channel 4. Nid yw hyn wedi bod wrth fodd dilynwyr **Countdown** sy'n selog iawn dros y rhaglen, ond mae yn amlygu'r broblem amhosibl yn y bôn o geisio cyflwyno dau wasanaeth ar un sianel. Ochr gadarnhaol y geiniog yw fod S4C yn cynnig cyfle amgen i weld rhai o raglenni mwyaf poblogaidd Channel 4, megis **Brookside**, ar amser gwahanol i'r darllediad gwreiddiol.

There was of course a General Election in June and once again we can take pride in the quality and objectivity of our coverage across a large number of programmes and producers, but particularly so in the service provided on election night by the BBC Wales team.

Presenting the language to those who wish to learn it offers both a challenge and exciting possibilities. There has been room for programmes for learners on S4C's service more or less from the outset, but this year we have had particular success with the joint campaign with the *Western Mail* entitled **Welsh in a Week**. While offering some language tuition, the programmes concentrate on showing the success of individuals from different walks of life in achieving sufficient command of the language to carry out a useful and relevant task in a short time. Nearly 5,000 viewers sent in for the programme support pack and the hope is that every one of these went on to find an appropriate Welsh-language course in their own areas or on tape.

Our four-year contract with the Welsh Rugby Union came to an end but we managed to ensure that Welsh club rugby will continue on S4C by acquiring the rights, in partnership with BBC Wales, for a further five years. The essence of the arrangement is that there will be a live match on S4C nearly every Saturday night throughout the season, including the period given over to the Heineken European Cup. Inventive production and high-quality commentary, as well (hopefully) as high-quality rugby, ensure that this element of the channel's output attracts a wide following, particularly so in south and west Wales. The decision to bring **Gôl** to an end attracted considerable criticism from followers of League of Wales football clubs, with some complaints that rugby was given too much attention by Welsh broadcasters at the expense of football. Steps were taken to strike a better balance by introducing highlights from the League of Wales during **Y Clwb** on Sunday afternoons from the beginning of the year onwards.

Many viewers enjoyed the large-scale and varied musical events broadcast during the year, including the **Farmers' Concert**, **Ar Noson Fel Hon** and **Bryn Terfel's Operatic Gala** from the Faenol.

The difficult but necessary decision not to broadcast the latest series of **Pam Fi Duw?** was taken while matters which are by now under consideration by the Children's Commissioner of Wales and which relate to the author/director of the series, John Owen, were the subject of public interest.



## Channel 4

Our duty of ensuring that as much as possible of Channel 4's output is seen on S4C continues to raise interesting issues. We do our best to present all the live cricket matches, although that at times cuts across our usual output. However great the interest in cricket in some quarters, we must ensure our core duty of providing a comprehensive Welsh-language service is not undermined when, for example, games over-run. Another complex problem was raised following **Richard & Judy's** move from ITV to Channel 4. Rather than moving our children's programmes we decided to broadcast **Richard & Judy**, as live, a day after the original broadcast up to the end of the year. In the new year it was possible for us to fulfil our intention of expanding Welsh-language children's programming from half an hour to an hour and at the same time to broadcast **Richard & Judy** during the hour between 5.00 – 6.00 pm. Unfortunately, this meant moving **Countdown** to an earlier slot in the afternoon, where it occasionally clashes with Channel 4's horse racing output. This has displeased **Countdown's** fans, who are extremely loyal to the programme, but it has highlighted the fundamentally impossible task of broadcasting two services on one channel. The upside is that S4C offers an alternative viewing time for some of Channel 4's most popular programmes, such as **Brookside**, which goes out at a different time from the original broadcast.

## Teledu Digidol

Mae teledu digidol, er gwaethaf tranc ITV Digital, yn parhau i ymestyn ei bresenoldeb yng nghartrefi Cymru. Erbyn hyn mae 41% o gartrefi Cymru yn derbyn teledu digidol, y mwyafrif llethol ohonynt trwy gyfrwng lloeren. Mae rhai o'r ceinciau hir dymor ar S4C Digidol yn ennill eu lle ym mhatriau gwyllo'r cartrefi digidol ac mae yna werthfawrogiad cryf o du siaradwyr Cymraeg sy'n byw yn Lloegr a'r Alban. Eto i gyd, bu'n rhaid cymryd rhai penderfyniadau anodd yn ystod y broses gomisiynu ddiweddaraf a oedd yn golygu dod â rhai cyfresi eraill i ben, neu eu cwtdogi. Mae hyn oll yn rhan o'r broses barhaol o geisio taro'r cydbwysedd cywir rhwng yr uchelgais i ehangu'r arlwy a'r amrywiaeth ar deledu digidol ac ar y llaw arall sicrhau fod adnoddau priodol ar gyfer rhaglenni oriau brig sy'n wynebu cystadleuaeth fwyfwy egniol o gyfeiriad y prif sianelau Saesneg.

## Comisiynu Rhaglenni'r Dyfodol

Un o brif elfennau gwaith y flwyddyn oedd y broses o gomisiynu rhaglenni newydd ar gyfer 2002-2003. Digwyddodd hyn yn ystod y chwe mis o Ionawr tan ddiwedd Gorffennaf. Derbyniwyd dros 1,300 o gynigion rhaglenni gan 63 o gyflenwyr.

Nid yw'r broses gomisiynu hon heb ei beirniaid. I rai cyflenwyr, mae'n ymddangos ei bod yn golygu llawer iawn o waith manwl o ran paratoi cynigion ac os nad yw'r cynigion hynny yn cael eu derbyn, ymddengys fod y gwaith yn wastraff. O safbwynt S4C, mae yna beth pryder fod ymrwymiadau i raglenni tros gyfnod o ddwy flynedd yn hytrach na fesul rhaglen neu fesul cyfres, yn golygu diffyg hyblygrwydd i ymateb i syniadau ac amgylchiadau newydd. Y prif fanteision, fel o'r blaen, yw ei bod yn system sy'n caniatáu cystadleuaeth agored a hollol gyfartal, bod y cwmnïau sy'n llwyddiannus yn derbyn sicrwydd gwaith sydd yn caniatáu cyflogaeth a hyfforddiant hir dymor, a bod y broses o becynnu rhaglenni yn sicrhau arbedion ariannol sy'n werth tua £7 miliwn yn y flwyddyn.

Un o bryderon S4C a'r cynhyrchwyr fel ei gilydd fodd bynnag, yw fod y broses drafod a negydu hir yn golygu torri ar y gwaith naturiol o ddatblygu syniadau a chyfresi ar gyfer y cyfnod canlynol. Yn ystod 2002 rydym wedi dechrau ar adolygiad o'n proses gomisiynu, gan dderbyn a thrafod sylwadau gan y cynhyrchwyr annibynnol. Rydym hefyd wedi penodi un o'n Comisiynwyr Rhaglenni mwyaf profiadol yn Bennaeth Datblygu Talent gyda'r bwriad o sicrhau fod S4C ei hun yn chwarae rhan fwy blaengar, law yn llaw gyda'n cyflenwyr, i sicrhau'r ffrwd o dalent a syniadau newydd a fydd yn angenrheidiol os am ddyfodol llwyddiannus, yn ogystal â sicrhau ffyrdd o ddatblygu gyrfaoedd a thalentau'r rheiny sydd eisoes yn gweithio yn y diwydiant. Byddwn hefyd yn trafod gyda BBC Cymru ddulliau o sicrhau fod y cyfraniad rhaglenni pwysig a wneir gan y Gorfforaeth i arlwy'r sianel yn taro'r cydbwysedd gorau posibl rhwng anghenion rhesymol S4C a'r cyllid a'r drefniadaeth fewnol sydd ar gael i BBC Cymru.



## Hyfforddiant

Fe fydd hyfforddiant ar draws y diwydiant teledu yng Nghymru yn derbyn hwb sylweddol yn sgîl sefydlu Skillset Cymru a fydd yn ceisio sicrhau fod y diwydiant teledu Cymreig yn ei holl agweddau yn cydweithio i ddiffinio anghenion hyfforddiant y dyfodol ac yn cyfleu'r casgliadau i'r cyrff sy'n gyfrifol am ariannu a chynllunio hyfforddiant galwedigaethol yng Nghymru. Bydd ymrwymiad ariannol S4C i Cyfle, y corff blaengar sy'n gyfrifol am ddarparu hyfforddiant a sicrhau cyfleoedd mynediad yn y sector llawrydd yng Nghymru, yn parhau.

## Digital Television

In spite of the demise of ITV Digital, digital television continues to expand its presence in Welsh homes. By now 41% of Welsh homes receive digital television, the vast majority through satellite. Some of S4C Digidol's long-running strands have won a place in the viewing patterns of digital homes and there is strong appreciation from Welsh speakers living in England and Scotland. Some difficult decisions, however, had to be taken during the latest commissioning process and these meant bringing other series to an end, or cutting them back. This is all part of the continuing process of trying to strike the right balance between the ambition of expanding the service that we offer, and its diversity, through digital television, and on the other hand ensuring that appropriate resources are available for peak hours programming which face ever more energetic competition from the main English-language programmes.

## Commissioning Programmes for the Future

One of the main elements of the year's work was the process of commissioning new programmes for 2002-2003. This took place during the six months between January and July. More than 1,300 programme proposals were received from 63 different suppliers.

This commissioning process is not without its critics. To some suppliers, it appears that a great deal of detailed work is needed to prepare proposals and if those proposals are not accepted, it appears that the work has been in vain. From S4C's point of view, there is some concern that programme commitments made over a two-year period rather than by individual programme or series, mean a certain lack of flexibility in responding to new ideas and circumstances. The main advantages, as before, are that the system permits open and fair competition, gives the successful companies a level of security which allows long-term employment and training to take place, and that the process of bundling programmes ensures financial savings worth about £7 million a year.

S4C and the producers, however, share a concern that the long process of discussion and negotiation cuts across the normal practices of developing ideas and series for the following period. During 2002 we have started to review our commissioning process, taking account of and discussing the comments of the independent producers. We have also appointed one of our most experienced Commissioning Editors to be Head of Talent Development with the intention of ensuring that S4C itself plays a more proactive role, hand in hand with our suppliers, in ensuring the flow of new talent and ideas which will be necessary if we are to have a successful future, as well as ensuring ways of developing the careers and talents of those already working in the industry. We will also be discussing with BBC Wales means of ensuring that the important programme contribution made by them to the channel's output strikes the best possible balance between S4C's reasonable requirements and the funding and internal processes available to BBC Wales.



## Training

Training across the television industry in Wales will receive a substantial boost following the establishment of Skillset Cymru, which will seek to ensure that the Welsh television industry in all its aspects co-operates to define future training requirements and presents its conclusions to the bodies responsible for funding and planning vocational training in Wales. S4C will continue its financial commitment to Cyfle, the forward-looking organisation responsible for providing training and ensuring entry opportunities in the freelance sector in Wales.

## Ein Gwylwyr

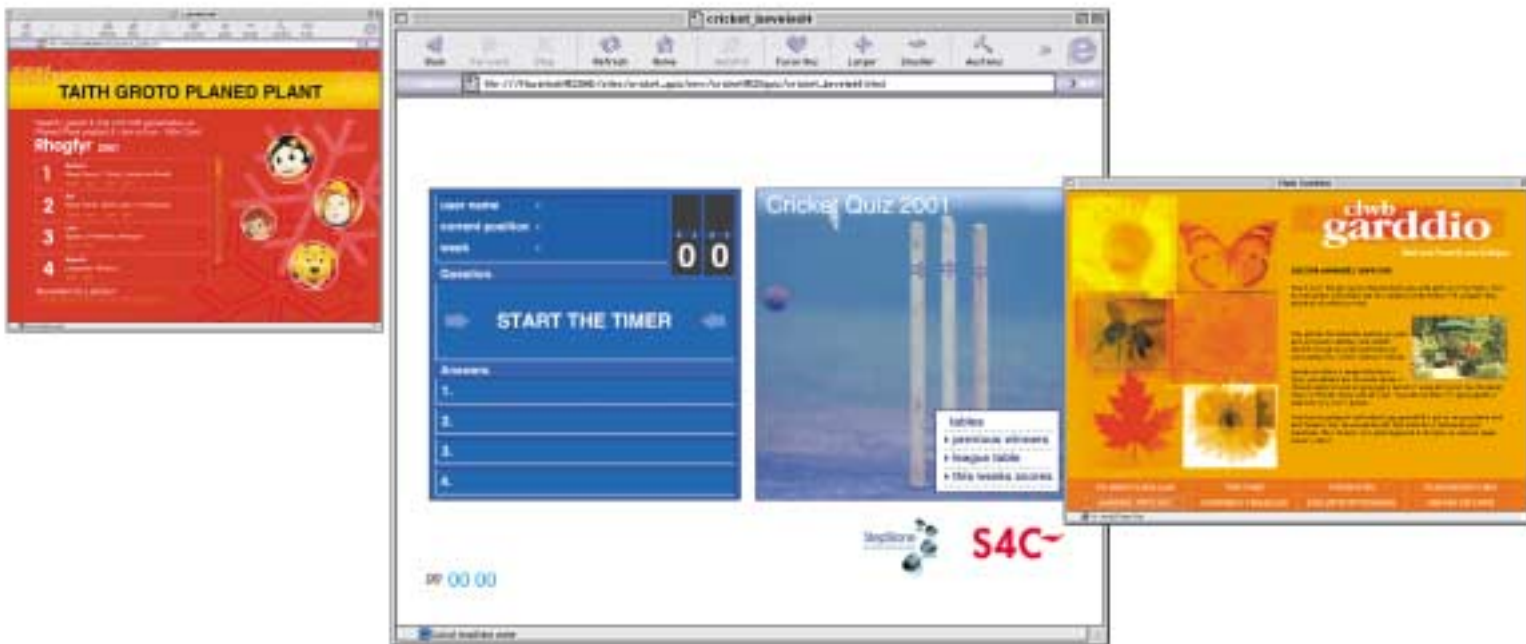
Wrth ystyried gofynion y dyfodol, rhaid nodi a deall ymateb gwylwyr i'r arlwy a gynigir iddynt. Mae sawl ffordd o wneud hyn, gan gynnwys mesur ffigyrau gwyllo yn ôl y pen, cyfrannau gwyllo ymysg siaradwyr Cymraeg a'r di-Gymraeg ac hefyd i ba raddau y mae'r gwylwyr yn gwerthfawrogi'r sianel a'i rhaglenni. Ar gyfartaledd, roedd 711,000 o bobl yng Nghymru yn troi at ryw ran o arlwy Cymraeg S4C bob wythnos yn ystod y flwyddyn, gan godi mewn rhai wythnosau i 900,000. Mae hyn yn ffigwr trawiadol iawn gan ddangos, mae'n amlwg, fod canfyddiad o werth y sianel yn ymestyn tu hwnt i'r 500,000 o unigolion a ystyrir yn arferol eu bod yn siaradwyr Cymraeg. Er hyn, bu gostyngiad yng nghanran gwyllo'r Cymry Cymraeg i raglenni Cymraeg yn yr oriau brig o 15.3% i 13.8%. Roedd y gyfran wyllo ymysg Cymry Cymraeg y Gogledd yn parhau'n siomedig. Mae nifer o gomisiynau rhaglenni newydd 2002/2003 yn anelu at gyflwyno arlwy a fydd yn denu diddordeb gwylwyr yn y Gogledd.

Mae'r gwaith o geisio sicrhau ein bod yn adnabod gwir ofynion ein gwylwyr ac yn darparu ar eu cyfer, yn parhau ar ffurf prosiectau ymchwil penodol yn ogystal â thrwy fesur ffigyrau gwyllo rhaglenni unigol a thrwy wrando a thrafod.

Yn dilyn ymchwil ansoddol a meintiol NOP yn 1998 a 1999 comisiynwyd cwmni BLINC i ymgymryd â rhan nesa'r prosiect - sef ymestyn gwybodaeth S4C am ffyrdd o fyw a meddylfryd pobl Cymru.

Dadansoddodd ymchwil NOP yn 1999 siaradwyr Cymraeg yn bum gwahanol 'gategori' – yn ôl eu hagweddau tuag at yr iaith Gymraeg a'u hagweddau at Gymreictod. Yn 2001 fe ail-gyfunwyd grwpiau cyfatebol er mwyn dod i'w hadnabod yn well.

Prif gasgliadau'r ymchwil oedd bod pobl Cymru'n disgwyl i S4C wireddu nifer o wahanol ofynion a'u bod yn disgwyl llawn cymaint, os nad mwy, oddi wrth un sianel Gymraeg a Chymreig ag y maent oddi wrth y sianelau Seisnig. Disgwylir i S4C adlewyrchu chwaeth a ffordd o feddwl pob math o berson. Tanlinellwyd pwysigrwydd rhaglenni Cymreig unigryw ond pwysleisiwyd hefyd nad oedd yn rhaid i Gymreictod fod yn gyfystyr â bod yn fewnblyg. Mae disgwyl i S4C gael agwedd ryngwladol tra hefyd yn adlewyrchu'r lleol yn drwyadl. Roedd rhai o'r farn nad oedd S4C yn adlewyrchu 'eu Cymru hwy' yn ddigon llawn ac yn ddigon cyson, er yn cydnabod anhawster gwneud hynny i bawb. Mae'r ymchwil yn codi cwestiynau anodd ynglŷn â'r blaenoriaethau y dylai'r sianel eu mabwysiadu yn y dyfodol, o ystyried amrywiaeth eang y disgwyliadau a'r cyfyngiadau ariannol. Bydd yr ymchwil yn cael ei rhannu gyda chyflenwyr rhaglenni'r Sianel gyda'r bwriad o sbarduno ymateb creadigol i'r her hon.



Un o elfennau mwyaf trawiadol yr ymchwil oedd y gwerthfawrogiad uchel sydd yna i fodolaeth y sianel gan Gymry Cymraeg a'r Di-Gymraeg o bob cefndir. Roedd y fath werthfawrogiad i unrhyw sianel yn anghyffredin o uchel ym marn y cwmni ymchwil ac yn rhoi sail gadarn i'r gwaith y bwriadwn ei wneud wrth barhau i geisio darparu rhaglenni ar gyfer pob sector gwahanol o'r gynulleidfa.

Ategwyd y gwerthfawrogiad a fynegwyd yn yr ymchwil gan yr ymateb gwerthfawrogol a gafwyd i raglenni unigol yn ystod y flwyddyn.

Mae ein pedwar cyfarfod cyhoeddus blynyddol a gwasanaeth Gwifren Gwylwyr S4C hefyd yn cynnig modd ymarferol i wylwyr gyflwyno eu barn a chael atebion am gwestiynau sydd o ddiddordeb iddynt.

## Our Viewers

In considering future requirements, it is necessary to note and understand viewers' responses to the service and the programmes which they are offered. There are many ways of doing this, including measuring the numbers of those watching, assessing viewing share amongst Welsh speakers and non-Welsh speakers and also the extent of viewers' appreciation of the channel and its programmes. On average 711,000 people in Wales turned to some part of S4C's Welsh-language output every week during the year, rising in some weeks to 900,000. This is a very striking figure showing, plainly, that a perception of the channel's value extends beyond the 500,000 individuals normally considered to be Welsh speakers. Nevertheless, there was a reduction in the share of Welsh speakers viewing Welsh-language programmes during peak hours from 15.3% to 13.8%. The viewing share amongst Welsh speakers in north Wales continued to be disappointing. A number of new programmes commissioned for 2002/2003 aim at presenting a service which will attract greater interest from viewers in north Wales.

We will continue with our work of identifying our viewers' requirements and provide for them, in the form of specific research projects as well as through measuring viewing figures of individual programmes and through listening and discussing.

Following the qualitative and quantitative NOP research in 1998 and 1999, BLINC was commissioned to undertake the next stage of the project – which sought to extend S4C's understanding of Welsh people's attitudes and lifestyles. The 1999 NOP research divided Welsh speakers into five different categories according to their attitudes towards the Welsh language and Welshness. In 2001 focus groups which corresponded to these categories were re-established to try and get to know them better.

The main conclusions of the research were that the people of Wales expect S4C to fulfil a number of different requirements and that they expect as much, if not more, from a single Welsh-language channel as they do from the wide range of English-language channels. S4C is expected to reflect the tastes and ways of thinking of every kind of viewer. The importance of programmes which are uniquely Welsh was underlined but it was also emphasised that Welshness didn't mean being inward-looking. There is an expectation that S4C will have an outward-looking and international approach while also intensively reflecting the local. Some believed that S4C did not reflect "their Wales" fully and frequently enough, although acknowledging the difficulty of doing so for everyone. The research raises difficult questions about the priorities the channel should adopt in the future, considering the level of the expectations and the financial constraints. The research will be shared with the channel's programme suppliers with the intention of generating a creative response to this challenge.



One of the most striking features of the research was the high level of appreciation for the channel among Welsh speakers and non-Welsh speakers of every background. In the opinion of the independent research organisation, such appreciation was unusually high for any channel. This gives us a solid foundation for the work that needs to be done as we continue to provide programmes for every sector of the audience.

The appreciation expressed in the research was reiterated by the strong appreciation shown for individual programmes during the year.

The four public meetings held during the year, together with the S4C Viewers' Hotline service, provide viewers with further practical means of giving their opinion and receiving answers to questions which are of interest to them.



## Marchnata

Mae sicrhau fod gan ein gwylwyr wybodaeth am raglenni sy'n debygol o fod o ddi-ddordeb iddynt yn rhan annatod o'n gwaith. Trefnwyd nifer o ymgyrchoedd i hyrwyddo rhaglenni penodol yn ogystal â rhai a oedd â'r bwriad mwy cyffredinol o sicrhau perthynas S4C gyda gwylwyr yn eu cymunedau. Mae rhai o'r ymgyrchoedd hyn yn ddigwyddiadau diwylliannol ynddyn nhw eu hunain. Enghraifft arbennig o un o'r rhain eleni oedd Taith Groto ar draws Cymru. Denwyd 6,593 o blant i un o'r ychydig gyfleoedd a oedd ar gael i sgwrsio â Siôn Corn yn y Gymraeg. Roedd gweithgareddau Pabell S4C yn yr Eisteddfod Genedlaethol yn Ninbych yn sicrhau arlwy ddfyfr i blant bach a mawr o fore tan nos yng nghwmni cymeriadau a chyflwynwyr **Planed Plant**. Ymunodd 150 o blant â chriw **Hotel Eddie** ar fordaith o Gei Newydd; cefnogwyd gweithgareddau Bardd Plant Cymru a chynhyrchwyd llyfr arbennig o farddoniaeth i blant gan un o'n cyflwynwyr. Dathlwyd pen-blwydd un o raglenni mwyaf hirhoedlog a phoblogaidd y sianel, **Dechrau Canu Dechrau Canmol**, yn ddeugain oed gyda gwylwyr yn bwrw pleidlais dros eu hoff emynau.

## Cyfraniad ychwanegol

Gweithredwyd rhaglen o nawdd gwerth £73,000 i roi cymorth i weithgareddau cyrff sydd ag amcanion cyfochrog â rhai S4C, o Opera Canolbarth Cymru i Wyl Deledu Ryngwladol Caeredin a Chlybiau Ffermwr Ifanc Cymru. Roedd hyn ar ben y £155,000 a gyfrannwyd i gefnogi Cerddorfa Genedlaethol Cymru y BBC.

Er nad oedd S4C yn rhoi cefnogaeth ariannol uniongyrchol iddi, roedd Gŵyl Ysgolion Shakespeare yn elwa o ryddhau Chris Grace, ein Cyfarwyddwr Animeiddio, am ran sylweddol o'i amser i weinyddu'r ŵyl ryfeddol o lwyddiannus hon. Fe berfformir sgrïptiau talfyredig dramâu Shakespeare gan blant ysgol mewn theatrau proffesiynol gyda chymorth hyfforddwr proffesiynol. Crëwyd y sgrïptiau hyn yn wreiddiol ar gyfer ein cyfres deledu animeiddiedig.

Galluogwyd unarddeg o fyfyrwr ifanc i ddilyn cyrsiau ôl-raddedig yn y celfyddydau mynegiannol drwy ysgoloriaethau amrywiol sy'n cael eu cynnig gan S4C.



## Cynulliad Cenedlaethol Cymru

Er nad yw darlledu yn bwnc datganoledig, mae cyfraniad S4C i weithgareddau diwylliannol, ieithyddol ac economaidd yng Nghymru yn cael ei gydnabod gan y Cynulliad Cenedlaethol a'i bwyllgorau. Yn ystod y flwyddyn cyflwynwyd tystiolaeth i Bwyllgor Diwylliant y Cynulliad mewn perthynas â'i Arolwg ar yr Iaith Gymraeg ac fel rhan o'r broses o ymateb i'n Papur Gwyn ar Gyfathrebu.

## Gwasanaethau ychwanegol

Un o'r cwestiynau anodd i ddarllidwyr yw penderfynu i ba raddau i ymestyn eu gweithgareddau i feysydd cysylltiol y cyfryngau newydd, yn arbennig felly y we. Yn ystod y flwyddyn, mae'r Uned Ryngweithiol fechan (3 pherson) o fewn S4C wedi parhau i ddatblygu gwefannau a gweithgareddau rhyngweithiol mewn perthynas â rhai rhaglenni penodol, yn arbennig y rheiny sy'n berthnasol i blant a phobl ifanc. Mae sicrhau presenoldeb y Gymraeg yn y cyfryngau newydd yn dasg fawr ac mae S4C wedi cymryd camau i wneud yn siwr fod ein gweithgareddau'n gwneud cyfraniad yn y maes hwn mewn partneriaeth â chyfrff eraill cyhoeddus a masnachol. Yn ystod 2002 byddwn yn dyblu ein gwariant ar ddatblygu gwefannau sy'n gysylltiedig â'n rhaglenni ac yn diwygio arddull ein gwefan.

Cyflwynwyd syniad newydd yn ystod oriau'r Coleg Digidol ar S4C Digidol trwy gychwyn darlledu slot parhaol o raglenni sy'n dysgu Cymraeg i oedolion dan y teitl **Welsh@11**. Mae'r slot yn gwneud defnydd dwys o'r cyfoeth o raglenni dysgu Cymraeg i oedolion a wnaed gan S4C dros gyfnod o amser ac sy'n adnodd ychwanegol sylweddol i'r rhai sy'n dysgu'r iaith. Byddwn yn adolygu natur yr arlwy a gyflwynir yn ystod oriau'r bore, trwy gydweithrediad â'r Coleg Digidol, yn llawnach yn ystod 2002.

## Marketing

Ensuring that our viewers are given information about programmes which are likely to be of interest to them is an integral part of our work. A number of campaigns to promote individual programmes and series were arranged as well as others which had the more general intention of confirming S4C's relationship with viewers in their communities. Some of these campaigns are cultural events in themselves. A particular example of one of these was the Father Christmas Grotto roadshow across Wales. 6,593 children came along to one of the few opportunities they were offered of speaking to Father Christmas in Welsh. The S4C stand at the National Eisteddfod in Denbigh ensured there were attractions for older and younger children from morning to evening in the company of the characters and presenters of **Planed Plant**. 150 children joined **Hotel Eddie** on a sea trip from New Quay; the activities of the Welsh Children's Laureate were supported and a special volume of poetry for children was produced by one of our presenters. One of the longest running and most popular of the channel's programmes, **Dechrau Canu Dechrau Canmol** celebrated its 40th Birthday with viewers casting their votes for their favourite hymns.

## S4C's additional contribution

A programme of sponsorship of £73,000 provided support for the activities of organisations which have parallel objectives to those of S4C, from Mid Wales Opera to the Edinburgh Television Festival and the Young Farmers Clubs of Wales. This was over and above £155,000 contributed to supporting the BBC National Orchestra of Wales.

Although S4C was not a direct financial contributor, the Shakespeare Schools Festival profited from the release of Chris Grace, our Director of Animation, for a substantial period to administer this amazingly successful festival, which uses shortened scripts of Shakespeare's plays in performances by school children in professional theatres with the support of professional trainers. These scripts were originally created for our animated television series.

Eleven young students received support through a range of scholarships offered by S4C which enabled them to follow post-graduate courses in the expressive arts.



## National Assembly for Wales

Although broadcasting is not a devolved subject, S4C's contribution to the cultural, linguistic and economic life of Wales is recognised by the National Assembly and its committees. During the year, evidence was presented to the Assembly's Culture Committee during its review of the Welsh language and as part of the process of responding to the White Paper on Communications.

## Additional Services

One of the difficult questions for broadcasters is to decide to what extent to extend their activities to related new media, particularly the internet. During the year, the small Interactive Unit within S4C (3 people) has continued to develop interactive websites and activities connected to some specific programmes, particularly those which are relevant to children and young people. Ensuring the presence of the Welsh language in the new media is a major task and S4C has taken steps to ensure that our activities make a contribution in this field in partnership with other public and commercial bodies. During 2002, we will be doubling our spending on website development related to our programming, as well as refreshing our own website.

During the Wales Digital College hours on S4C Digidol a new idea was that of starting a permanent slot for programmes offering Welsh-language tuition for adults under the title **Welsh@11**. This slot makes intensive use of the rich archive of 'teaching Welsh' programmes which has been created by S4C over a period of time and which represents a substantial asset for those learning the language. We will be reviewing the nature of the programme offering during the morning hours, in co-operation with the Digital College, more fully in 2002.

## Cyllid a Gweithgareddau Masnachol

Am yr ail flwyddyn yn olynol, bu'n rhaid gwario mwy na refeniw'r flwyddyn i gyfarfod â gofynion y gwasanaeth. Mae gweithgareddau masnachol, gan gynnwys hysbysebion yn bennaf, yn parhau i roi ychwanegiad pwysig i'r arian craidd a dderbynnir oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon. Er hynny, gyda'r cynnydd yn y cyllid cyhoeddus yn gyfyngedig i raddfa chwyddiant, a gwariant fel ym mhob rhan o'r diwydiant darlledu yn cynyddu ar raddfa gyflymach na hynny, dim ond trwy ddefnyddio arian wrth gefn y bu'n bosibl cynnal y gweithgareddau sy'n cael eu disgrifio yn yr adroddiad hwn. Erbyn diwedd 2002 byddwn wedi defnyddio'r cyfan o'r arian a glustnodwyd mewn blynyddoedd blaenorol ar gyfer datblygu digidol ac o hynny ymlaen byddwn yn edrych am doriadau yn ein gweithgareddau oni bai y bydd cyllid ychwanegol ar gael. Yn y cyswllt hwn, bydd canlyniadau'r trafodaethau a gynhaliwyd yn ystod y misoedd a'r wythnosau diwethaf gyda swyddogion a gweinidogion yr Adran yn hollbwysig i ni.

## Gweinyddiaeth

Roedd y canran o'n hincwm a wariwyd ar gostau gweinyddu yn 10.4%, ychydig yn uwch na'n targed o 10%, ond dim ond oherwydd argymhelliad ein harchwilwyr y dylem ddarparu yn awr ar gyfer costau fydd yn disgyn arnom yn 2004 pan y daw lês 25 mlynedd ar ein hadeilad blaenorol i ben. Mae hyn yn ddarpariaeth ddoeth, ond unigryw.

Arhosodd y nifer a gyflogwyd gennym yn ystod y flwyddyn bron yn union yr un fath. Clustnodwyd cyllid yn 2002 ar gyfer cynyddu'r nifer o gomisiynwyr rhaglenni cynorthwyol yn ogystal â'n galluogi i ariannu swydd y Pennaeth Datblygu Talent – hyn oll er mwyn cyflawni'r amcan o gynyddu'r gwaith a wneir mewn perthynas â datblygu syniadau a thalent ar gyfer y dyfodol.

Fel ymhob rhan o'r diwydiant teledu masnachol, gwelwyd gostyngiad yn yr incwm a dderbynnir o werthu hysbysebion tra roedd gwerthiant rhaglenni yn y farchnad ryngwladol yn weddol wastad. Daethpwyd i gytundeb pwysig gyda chwmni Gullane i ddatblygu cymeriad **Sam Tân** yn rhyngwladol. Gall hwn fod yn gam pwysig ymlaen yn y broses o sefydlu S4C fel partner creadigol effeithiol ym maes rhaglenni plant. Parhawyd i fuddsoddi allan o'n hincwm masnachol yn y gyd-fenter SDN, sy'n rheoli plethiad digidol daearol ar draws y Deyrnas Unedig. Mae'r penderfyniad a wnaed yn Ebrill 2002 i ddirwyn i ben ag ITV Digital wedi golygu adolygiad llwyr o deledu digidol daearol gan bob corff sy'n ymwneud ag ef, gan gynnwys SDN. Roedd SDN yn bartner 50/50 gydag ITV Digital yn ITV Select. Bu'n rhaid diddymu'r wasanaeth hwnnw a chymryd camau i ddirwyn y bartneriaeth i ben. Mae SDN wedi gwneud cais am y trwyddedau plethiad sy'n cael eu hail hysbysebu gan gynnig y fantais o fod yn ddarparwr llwyfan niwtral ar gyfer gwasanaethau all gynnwys sianelau teledu di-dâl a rhaid talu. Fe ddisgwylir i'r Comisiwn Teledu Annibynnol (ITC) gyhoeddi ei benderfyniad yn gynnar yng Ngorffennaf. Trosglwyddyd gwarged o £2.922m o weithgareddau masnachol yn ystod y flwyddyn, £250,000 yn fwy na'r targed.



## Y Dyfodol

Un o hanfodion y cyfnod sydd o'n blaenau yw sicrhau dealltwriaeth lawn o anghenion gwylwyr amrywiol iawn eu cefndir a'u defnydd o wasanaeth teledu cyfrwng Cymraeg. Yn wir, mae hyn yn perthyn yn agos iawn i gwestiwn pwysigrwydd yr iaith Gymraeg ei hun ym mywyd pob dydd Cymru a'i phobl. Rydym am i gynifer o bobl Cymru â phosibl deimlo perthynas agos gyda'r Sianel a'i gwasanaethau a rhaid i ninnau sicrhau ar bob adeg ein bod yn deall ac yn gwerthfawrogi anghenion, barn a gobeithion ein gwylwyr. Rhaid dyfnhau a chryfhau ein perthynas gyda phob gwylwr unigol os am gystadlu yn llwyddiannus yn y dyfodol gyda'r ystod eang o ddarpariaeth adloniadol sydd ar gael ar draws sawl cyfrwng.

Ar ddechrau'r flwyddyn newydd fe wnaethom ehangu ein darpariaeth ar gyfer plant a chyflwynasom amserlen newydd fin nos. Rydym yn cynnig mwy nag un cyfle yn ystod yr wythnos i weld nifer o'n rhaglenni poblogaidd yn y gobaith o sicrhau cyrhaeddiad ehangach ymysg y gwylwyr i'r rhaglenni hyn. Byddwn yn ystyried yn ofalus ymateb y gwylwyr i'r amserlen newydd, i raglenni unigol ac i gwestiynau mwy eang wrth ddiffinio ein hanghenion rhaglenni ar gyfer y dyfodol. Ar yr un pryd byddwn yn cwblhau adolygiad o'r broses gomisiynu er mwyn sicrhau fod pob elfen yn y gadwyn gynhyrchu a datblygu yn cyfrannu yn y ffordd fwyaf effeithiol at lwyddiant tymor hir y gwasanaeth.

## Gwerthfawrogiad

Ga'i ddiolch i bob un o'n cyflenwyr, yn gwmnïau, yn dalentau perfformio, yn awduron a thechnegwyr am eu cyfraniad allweddol i lwyddiant y Sianel yn ystod y flwyddyn, yn ogystal ag i BBC Cymru am ei hymrwymiad hithau i'r gwaith o ddarparu gwasanaeth teledu Cymraeg safonol a chynhwysfawr. Diolch i holl staff S4C am eu hymroddiad a'u gwaith cydwybodol ac i aelodau'r Awdurdod am eu gofal dros fuddiannau'r cyhoedd, eu cyngor, eu cerydd a'u cefnogaeth.

## Finance and Commercial Activities

For the second year running, it was necessary to spend more than our revenue for the year, in order to meet the programme service needs. Commercial activities, advertising primarily, continue to provide a substantial addition to the core funding received from the Department for Culture, Media and Sport (DCMS). Nevertheless, with the increase in public funding being confined to RPI, and expenditure as in every part of the broadcasting industry rising faster than this, it was only by using reserves that it was possible to support the activities described in this report. By the end of 2002 we will have used all the funding earmarked in previous years for digital development and from then on we will be looking to scale back our activities unless additional funding can be found. In this context, the results of discussions held during recent weeks and months with officials and ministers at the DCMS are all important to us.

## Administration

The percentage of income spent on administration costs was, at 10.4%, slightly above our target of 10% but only because of our auditors' recommendation that we provide now for expenditure which will arise in 2004 when a 25 year lease on our previous headquarters comes to an end, with attendant costs. This is a prudent, but unique, provision. Our staff numbers remained almost exactly the same as in the previous year. In 2002, resources have been allocated to allow us to increase the number of assistant commissioning editors as well as to enable us to fund the position of Head of Talent Development. This is in order to enable us to fulfil the objective of increasing our participation in the development of ideas and talent for the future.

As in every part of the commercial television sector, we saw a reduction in the income received from selling advertising while programme sales in the international market held up well. An important agreement was reached with Gullane to develop **Fireman Sam** internationally. This is an important step forward in the process of establishing S4C as an effective creative partner in the field of children's programming. We continued to invest out of commercial revenues in the SDN joint venture, which controls a digital terrestrial multiplex across the UK. The decision in April 2002 to wind up ITV Digital has resulted in a reappraisal of digital terrestrial television by all the organisations involved, including SDN. ITV Select (in which SDN was a 50/50 partner with ITV Digital) has ceased transmission and is being wound up. SDN has applied for the licences formerly held by ITV Digital, offering the advantage of being a neutral platform provider for services which could include both free-to-air and pay tv channels. The Independent Television Commission (ITC) is expected to announce its decision early in July. A surplus of £2.922m was transferred during the year from commercial activities to the public fund. This was £250,000 more than targeted.



## The Future

One of the key elements of the period ahead of us is to ensure a full understanding of the needs and expectations of a very wide range of viewers and of the use they make of a television service in the Welsh language. Indeed, this relates very closely to the question of the importance of the Welsh language itself in the everyday lives of Wales and its people. We want the people of Wales to feel as close a relationship as possible with S4C and its services and we must ensure on every occasion that we understand and appreciate our viewers' needs, opinions and aspirations. We must deepen and strengthen our relationship with each individual viewer if we are to compete successfully in the future with the wide range of entertainment opportunities which are available across many media.

At the beginning of the new year we expanded our provision for children and introduced a new early evening schedule. We offer more than one opportunity during the week to see a number of popular programmes in the hope that this will increase viewers' reach to these programmes. We will consider carefully our viewers' response to the new schedule and individual programmes and to broader questions, as we define programme requirements for the future. At the same time we will complete a review of our commissioning process to ensure that every element of the production and development chain contributes in the most effective way to the long-term success of the service.

## Appreciation

May I thank every one of our suppliers - production companies, performing talents, writers and technicians – for their key contributions to the Channel's success during the year as well as BBC Wales for its commitment to the work of providing a high-quality and comprehensive Welsh-language television service. I thank all of S4C's staff for their dedication and conscientious work and I thank the members of the S4C Authority for their care for the public interest, for their advice, their criticism and their support.

Huw Jones, Chief Executive

## GWASANAETH RHAGLENNI CYMRAEG

### Drama

Ein hamcan yw cynnig cyfres ddrama estynedig (tri chwarter awr neu awr o hyd) bob nos Sul ynghyd ag o leiaf un, os nad dwy, gyfres hanner awr yn ystod corff yr wythnos, yn ogystal ag 'opera sebon'.

Llwyddwyd eleni i gyflwyno arlwy oedd yn cyfuno'r newydd a'r traddodiadol, y dwys a'r ysgafn – gan gynnwys cyfresi newydd sbon ynghyd â nifer o gyfresi a oedd yn dychwelyd. Cyfres ffug wyddonol oedd **Arachnid** (Elidir) gyda chryfderau mawr o ran gwaith cyfrifiadurol gwreiddiol, cyfarwyddo llawn dychymyg a stori gymhleth ddifyr. Roedd yn braf edrych ar ddrama 'sci-fi' Gymraeg a oedd yn argyhoeddi. Cymhlethodau bod yn wraig ifanc â dyheadau cyfoes tra'n byw yng nghefn gwlad yn wraig i weinidog, oedd canolbwynt y gyfres ddychmygus **Fondue, Rhyw a Deinosors** (HTV). Denodd ymateb a oedd yn pegynnu'r gynulleidfa gyda llawer yn ei mwynhau yn arw iawn tra oedd eraill yn wrthwynebus i'w chynnwys a'i harddull. Cafwyd cyfres ardderchog o **Amdani** (Nant) - sy'n seiliedig ar helyntion fîm rygbi merched - a ddenodd ymateb gwerthfawrogol dros ben. Dwy gyfres arall boblogaidd a ddychwelodd oedd **lechydd Da** (Bracon), a oresgynnodd newidiadau gorfodol yn y cast sylfaenol yn llwyddiannus, a **Talcen Caled** (Nant) sy'n llwyddo i gynnwys cryn dipyn o hiwmor er gwaethaf y cefndir teuluol a chymdeithasol tywyll. Cyfres yn seiliedig ar nofel Marion Eames am y Crynwyr ym Meirionnydd yn yr ail ganrif ar bymtheg oedd **Y Stafell Ddirgel** (Lliffon/HTV). Denodd ymateb ffatriol gan wylwyr yn enwedig wrth i'r gyfres fynd yn ei blaen, er efallai nad oedd y gyfres drwyddi draw mor llwyddiannus â dramâu cyfnod eraill o'r un stabl. Roedd **Pam Fi Duw?** (HTV) yn parhau yn boblogaidd tu hwnt gyda chynulleidfa iau ac fe brofodd y wefan a'r clwb oedd yn gysylltiedig â'r rhaglen yn boblogaidd iawn. Magodd **Porc Peis Bach** (Cambrensis) ddilyniant teyrngar gyda pherfformiad y prif actor Trystan Roberts yn denu canmoliaeth uchel. Roedd **Ponteifi** (Opus) yn ymdrech lew i gyflwyno yr anoddaf o raglenni, sef cyfres gomedi. Mae rhywfaint o ffordd i fynd cyn y gellir ei hawlio'n llwyddiant diamheuol – er cystal safon yr actio. Mae'r gyfres i blant hŷn **Rownd a Rownd** (Nant) ag iddi apêl deuluol gyffredinol gyda storïau gafaelgar ac actio o safon uchel. Angor y gwasanaeth o hyd yw **Pobol y Cwm** (BBC). Daeth rhifyn nosweithiol o **Emmerdale** i ddenu rhai gwylwyr ymaith a chafwyd cydweithio adeiladol gyda BBC Cymru i asesu ymateb gwylwyr er mwyn sicrhau llwyddiant parhaol y gyfres hollbwysig hon. Daeth **Pengelli** (Nant) i ben yn ei blas fel **Mae Gen i Gariad** (Nant), tra methodd **Yr Asembli** (Al Fresco) a sefydlu ei hun fel comedi gyfres wirioneddol foddhaol.



### Ffilmiau a Dramâu Unigol

Darlledwyd pum ffilm neu ddrama unigol yn ystod y flwyddyn yn amlygu cryn amrywiaeth arddull a thestun. Roedd **Oed yr Addewid** (Nant), ffilm gan Emlyn Williams, yn trafod salwch Alzheimer gyda sensitifrwydd a hiwmor. Cafwyd perfformiadau cofiadwy gan Stewart Jones ac Arwel Gruffudd. Ffilm deuluol ar gyfer y Nadolig oedd **Eldra** (Teliesyn), hanes merch ifanc o sipsi a'i theulu mewn ardal chwarelyddol. Cafwyd perfformiadau hyfryd, yn enwedig gan y seren ifanc Iona Wyn Jones, gyda chyfarwyddo sensitif a sgrïpt syml a choeth. Addasiad newydd o ddrama lwyfan i gofnodi deng mlynedd ers marwolaeth Gwenlyn Parry oedd **Y Tŵr** (BBC). Roedd ei llwyddiant yn dibynnu yn helaeth ar allu'r actorion Huw Garmon a Betsan Llwyd i gyfleu llencyndod, canol oed a henaint.

Cafwyd actio cryf gan Lisa Palfrey ac Aneirin Hughes a golygfeydd cefndir trawiadol Sir Benfro yn **Byw yn Dy Groen** (Boda) ond roedd arafwch y driniaeth a'r pwnc mewnbylg yn gweddu llai i deledu nag i'r sinema efallai. Cyn-löwr yn ceisio dod i delerau â diweithdra gyda'i deulu yn ganolbwynt gwrthdaro oedd pwnc **Y Delyn** (Opus). Ymgais oedd hon at gomedi ddu nad oedd yn gwbl llwyddiannus. Gellid hefyd fod wedi cyfyngu mwy ar y defnydd o'r Saesneg.

## WELSH LANGUAGE PROGRAMME SERVICE

### Drama

Our aim, to the utmost of our ability, is to offer an extended drama series (of forty five minutes/one hour's duration) every Sunday evening as well as one, if not two, 30 minute series during the week, in addition to a 'soap opera'.

This year we succeeded in presenting a selection of programmes which combined the modern and the traditional, the intense and the light-hearted, including brand new series as well as a number of series that returned to the screen. **Arachnid** (Elidir) was a science fiction series with a strong emphasis on original computer-generated work, imaginative directing and a complex and interesting storyline. It was a pleasure to watch such a convincing 'sci-fi' drama in Welsh. At the heart of the imaginative series **Fondue, Rhyw a Deinosors** (HTV) lay the challenges facing a young woman with modern aspirations living in a rural area as a minister of religion's wife. It engendered a response that polarised the audience, many enjoying it thoroughly while others objected to its content and style. **Amdani** (Nant), based on the trials and tribulations of a women's rugby team, was excellent. It offered a strong combination of dramatic tension and humour and was very much appreciated. Two other popular series which returned to the screen were **Iechyd Da** (Bracan) which successfully overcame unavoidable changes within the cast and **Talcen Caled** (Nant) which managed to include quite a bit of humour to counter the brooding background of both family and community. **Y Stafell Ddirgel** (Llifon/HTV) was a period drama series based on the novel by Marion Eames about the Quakers in Meirionnydd during the seventeenth century. It attracted a favourable response from viewers, especially as the series developed, although it was not perhaps as successful as other period dramas of the same nature. **Pam Fi Duw?** (HTV), and the web site and club linked to the programme, remained very popular with the younger audience. **Porc Peis Bach** (Cambrensis) built up a loyal following and lead actor Trystan Roberts was highly praised. **Ponteifi** (Opus) was a good attempt at presenting the most difficult of programmes, the comedy series. Despite the high standard of the acting, it still has quite a way to go before it can be deemed to be a resounding success. **Rownd a Rownd** (Nant), the series for older children, has a general family appeal and contains gripping stories and acting of a high standard. The mainstay of the service remains **Pobol y Cwm** (BBC). A nightly airing of **Emmerdale** meant that some viewers were lost but constructive co-operation has taken place with BBC Cymru to assess viewers' response in order to ensure the enduring success of this very important series.

Both **Pengelli** (Nant) and **Mae Gen i Gariad** (Nant) went out on a high note while **Yr Asembli** (Al Fresco) failed to establish itself as a truly satisfactory comedy series.



### Films and Individual Dramas

Five films or individual dramas, featuring a wide variety of style and subjects, were broadcast during the year. **Oed yr Addewid/Do Not Go Gentle** (Nant), a film by Emlyn Williams, looked at the subject of Alzheimer's disease with both sensitivity and humour. Stewart Jones and Arwel Gruffudd both gave memorable performances. **Eldra** (Teliesyn) was a family film for Christmas which related the story of a young gipsy girl and her family living in a quarry community in north Wales. It included heart-warming performances, especially by the young star Iona Wyn Jones, and it was directed in a sensitive manner, with a simple, stylish script. **Y Tŵr** (BBC) was a new adaptation of Gwenlyn Parry's stage play, broadcast to mark the tenth anniversary of the playwright's death. Its success depended to a large degree on the skill of actors Huw Garmon and Betsan Llwyd in conveying adolescence, middle age and old age.

**Byw yn dy Groen/Cross-Current** (Boda) featured strong performances by Lisa Palfrey and Aneirin Hughes and spectacular background views of Pembrokeshire, but the slow pace and introverted subject were perhaps more suitable for cinema than television. **Y Delyn** (Opus) portrayed a former miner trying to come to terms with unemployment. This attempt at black comedy was not wholly successful. It would have been possible also to limit the use of English to a greater extent.

## Rhaglenni Nodwedd

Cyfes wych a ddenodd wylwyr o bob oed a chefnidir oedd **Byd Pws** (Nant). Mae Dewi Pws yn gyflwynydd doniol ac unigryw gyda'i ddfuantrwydd yn ennill ffydd y rhai y mae yn eu cyfarfod ar ei deithiau ar draws y byd, yn ogystal â theyrngarwch gwylwyr. Mae arddull weledol **Dudley** (Opus), yn ardderchog, gyda'r cogydd poblogaidd yn cyfuno sgwrsio hamddenol gyda choginio hawdd ei efelychu. Profodd **04 Wal** (Fflic) yn gyfes boblogaidd a safonol wrth fusnesa mewn cartrefi diddorol ac mae'r **Clwb Garddio** (Cenad) yn denu dilynwyr selog. Mynegwyd peth pryder am arddull a chynnwys y gyfes wyliau **Pacio** (HTV) a chytunwyd ar nifer o newidiadau ar gyfer y dyfodol. Efallai nad oedd yr eitemau yn **Pobol y Glannau** (HTV) yn llifo lawn mor llyfn â dŵr yr arfordiroedd yr ymwelwyd â hwy.

## Cyfresi Hwyr

Mae yna alw cynyddol i ni ddarparu rhaglenni ar gyfer cynulleidfa ifanc yn hwyrach gyda'r nos. Nos lau am 10.30 neu 11.00 yw'r amser sy'n cael ei ffafrio gennym ar gyfer y math yma o gyflwyniad ar hyn o bryd. Mae'r slot yma yn rhoi cyfle i ddatblygu themâu ac arddull a fyddai'n anghymeradwy o bosib gan gynulleidfa oriau brig ond sy'n estyn ffiniau y diwylliant Cymraeg o safbwynt cynulleidfa ifanc â diddordebau cyfoes a rhyngwladol.

Dilyn blwyddyn ym mywyd yr 'entrepreneur' Rhys Mwyn oedd **Er Mwyn Roc a Rôl** (Nant) gan adlewyrchu'r sîn roc Cymraeg mewn ffordd ddifyr. Gwelwyd gwellhad sylweddol yn ffigurau gwyllo **Slaymaker** (Cardinal) o symud y rhaglen i'r slot newydd. Cyfes yw hon sy'n adolygu ffilmiau a gemau fideo gyda hiwmor a brwdfrydedd. Roedd **Procar Poeth** (Concordia) yn datgelu'r gwirionedd am fywydau pobl ifanc ar wyliau tramor tra bo **Fideomondo** (Al Fresco) yn edrych ar y difyr a'r abswrdd. Roedd **Bicini** (Boomerang) yn dangos gwahanol wyliau a digwyddiadau yng Nghymru, Prydain ac Ewrop dros fisoedd yr haf. Cylchgrawn ieuencid o'r gogledd oedd **Hipstar** (Bont) ond efallai fod prinder profiad i'w weld yn y cynhyrchu.



## Adloniant

Mae wedi profi'n anodd dod o hyd i raglen adloniant gref ar gyfer nos Sadwrn ac eithrio'r hen ffefryn **Noson Lawen** (Tonfedd/Eryri). Fel yn y gorffennol, mae'r gyfes hon yn ddibynnol ar barhau i ddarganfod talentau proffesiynol ac amatur sy'n apelio at y gynulleidfa draddodiadol. Gydag argyfwng y Clwy bu'n rhaid addasu rhywfaint ar **Twrio** (Pedol) ond llwyddwyd i gynnig amrywiaeth o leoliadau a chreiriau diddorol. Mae **Ma' Ifan 'Ma** (Tonfedd/Eryri) yn parhau i apelio yn fawr at gynulleidfa graidd y gorllewin tra bo llwyddiant **Ar y Bocs** (Al Fresco) yn dibynnu ar ddod o hyd i unigolion dawrus i gystadlu.

Mae rhaglenni sy'n tynnu ar archif y gwahanol ddarlledwyr yn profi'n boblogaidd ar sawl sianel y dyddiau hyn. Roedd yna awyrgylch braf i **Dyddiau Difyr y Diwifr** (Apollo) wrth i Caryl Parry Jones ein harwain drwy hanes cynnar radio Cymraeg ac roedd **Hoelen yn yr Archif** (HTV) yn neidio yn ddifyr o flwyddyn i flwyddyn dan ofal Aled Samuel. Efallai fod y ddwy raglen yma yn enghreifftiau o rai lle mae'r teitl yn rhy astrus i egluro'n syml beth yw eu cynnwys. Siomedig oedd y rhaglen nos Galan **Blwyddyn Newydd Dda** (Avanti) gydag elfennau anhrefnus ac amrywiaeth rhy eang.

Llwyddiant annisgwyl efallai oedd **Penwythnos Gethin a Brenda** (Apollo) a gomisiynwyd fel pennod unigol o'r gyfes **Llwyth o Docs** (Apollo). Cafwyd perfformiadau cofiadwy gan Emyr Wyn a Nia Caron fel y prif gymeriadau. Roedd yna raen hefyd ar **Llwyth o Docs** a geisiodd arbrofi ym maes anodd comedi pytiog. Yn naturiol roedd rhai cymeriadau yn cydio yn well na'i gilydd. Gellid gwneud yr un sylw a rhoi'r un ganmoliaeth i **Lolipop 'Steddfod** (Boomerang), sioe sgetsus arall yn dibynnu'n llwyr ar nodweddion unigryw diwylliant yr Eisteddfod Genedlaethol.

Ffarwelwyd â nifer o gyfresi ym maes adloniant gan gynnwys rhai fel y **Brodyr Bach** (Al Fresco) a **Cerdyn Post** (Al Fresco) sydd wedi llwyddo yn eu hamcanion - gyda'r naill yn dal aelodau o'r cyhoedd mewn sefyllfa oedd sy'n profi eu hamynedd a'u hiwmor, a'r llall yn gyfes gwis fywiog - ond sydd wedi cyrraedd diwedd ei hoes naturiol. Roedd eraill yn ymdrechu'n galed i ddod o hyd i fformiwlâu neu sefyllfa oedd yn creu diddanwch ond er cystal yr ymdrech mewn sawl achos, profodd yn anodd denu gwylwyr yn wyneb cystadleuaeth ffyrnig. Mae hwn yn faes lle bydd angen sylw a manylder mawr gan bawb sy'n ymwneud ag ef os am lwyddo yn ystod y blynyddoedd nesaf.

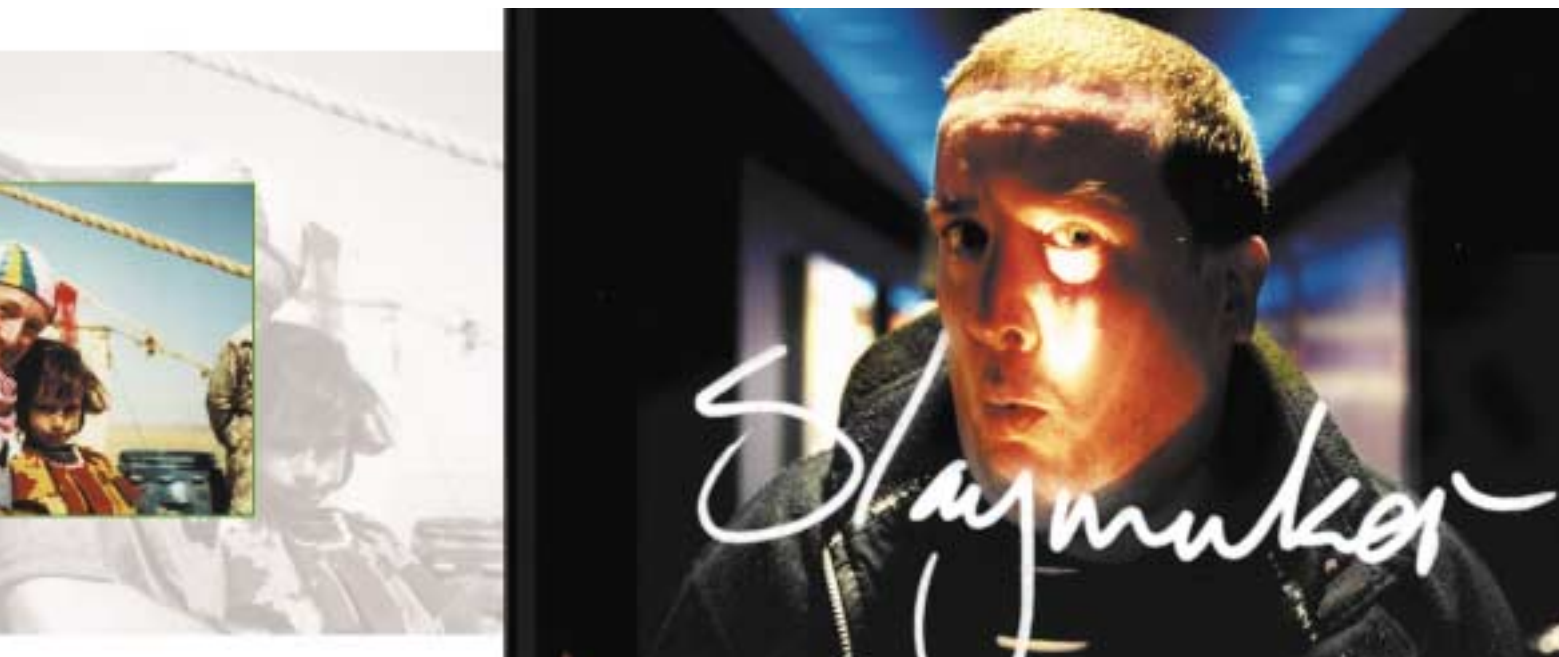
## Feature Programmes

**Byd Pws** (Nant) was an excellent series that attracted a following from all ages and backgrounds. Dewi Pws is a presenter who is both humorous and unique and his sincerity gains the trust of those he meets on his travels, as well as the viewers at home. The visual style featured in **Dudley** (Opus) is excellent, with the star of the show combining relaxed chat with cooking that can be easily copied at home. **04 Wal** (Fflic), which takes a peek at interesting homes, has proved to be a popular series of a high standard, while **Clwb Garddio** (Cenad) attracts a faithful following. Some concern has been expressed about the style and content of holiday series **Pacio** (HTV) and a number of changes have been agreed upon for the future. The items featured on **Pobol y Glannau** (HTV) did not perhaps flow quite as smoothly as was hoped.

## Late Series

There is an increasing demand upon us to provide programmes for a younger audience later in the evening. The time currently favoured is 10.30-11.00pm on a Thursday night. This slot gives us an opportunity to develop themes and styles perhaps not favoured by peak hour audiences, but which extend the boundaries of Welsh culture from the point of view of young audiences who have modern, international interests.

**Er Mwyn Roc a Rôl** (Nant) featured a year in the life of entrepreneur Rhys Mwyn and reflected the Welsh rock scene in an interesting way. There was a substantial improvement in the viewing figures for **Slaymaker** (Cardinal) after the programme was moved to its new slot. This is a series that reviews films and video games with wit and enthusiasm. **Procar Poeth** (Concordia) gave us a glimpse of what young people really get up to on their holidays overseas while **Fideomondo** (Al Fresco) looked at the interesting and the absurd. **Bicini** (Boomerang) featured various festivals and events in Wales, Britain and Europe during the summer months. **Hipstar** (Bont) was a north Wales-based magazine programme for youngsters, but perhaps lack of experience was evident in the production.



## Entertainment

It has been difficult to find a strong entertainment programme for Saturday evenings; the old favourite **Noson Lawen** (Tonfedd/Eryri) being the exception. As in the past, this series is dependent on continuing to discover professional and amateur talents that appeal to the traditional audience. In the wake of the Foot and Mouth outbreak, adjustments had to be made to **Twrio** (Pedol) but a variety of interesting locations and antiques were featured nevertheless. **Ma' Ifan 'Ma** (Tonfedd/Eryri) still appeals very much to the core audience in the west while the success of **Ar y Bocs** (Al Fresco) depends on securing talented individuals to compete.

Programmes which draw on archive material from the various broadcasters are proving to be popular on a number of channels these days. Caryl Parry Jones led us through the early days of Welsh radio in **Dyddiau Difyr y Diwifr** (Apollo), while **Hoelen yn yr Archif** (HTV) sped from one year to the next under the guidance of Aled Samuel. These two programmes were examples, perhaps, of where the title was too ambiguous to simply explain the contents. The New Year's Eve programme **Blwyddyn Newydd Dda** (Avanti) was disappointing with disorganised elements and too wide a variety of items.

**Penwythnos Gethin a Brenda** (Apollo), commissioned as an individual episode from the series **Llwyth o Docs** (Apollo), was an unexpected success. Emyr Wyn and Nia Caron both gave memorable performances in the lead roles. **Llwyth o Docs** was also of a high standard and tried to experiment in the difficult field of broken comedy. Naturally, some characters were more successful than others. The same observation can be made of **Lolipop 'Steddfod** (Boomerang), another sketch show which depended solely on the unique features of the National Eisteddfod's culture.

We bade farewell to a number of series in the field of entertainment including **Brodyr Bach** (Al Fresco) and **Cerdyn Post** (Al Fresco) which both succeeded in their aims - the former catching out members of the public in situations which tested their patience and humour, and the latter, a lively quiz series - but which had come to the end of their natural lives. Others tried hard to find formulas or situations which were entertaining but despite a sterling effort in a number of instances, it was difficult to attract viewers in the face of stiff competition. This is a field that will require attention and detailed study by everyone involved if it is to succeed during the next few years.



## Rhaglenni Ffeithiol

Cynigiodd y gyfres **Ffermio** (Telesgôp) wasanaeth cynhwysfawr a gwerthfawr i'r byd amaeth yng Nghymru yn ystod argyfwng Clwy'r Traed a'r Genau. Cynyddwyd y darllediadau i ddwy waith yr wythnos yn ystod y cyfnod mwyaf argyfyngus. Denwyd cynulleidfa arbennig o fawr yn ystod wythnosau cynnar y clwy' gan fod y rhaglen yn ffynhonnell wybodaeth bwysig i amaethwyr pan oedd cael gwybodaeth yn anodd a phrin. Cafwyd cyfweiliadau amserol gyda Rhodri Morgan a Carwyn Jones, Gweinidog Amaeth y Cynulliad Cenedlaethol.

Profodd rhaglenni unigryw Dai Jones **Cefn Gwlad** (HTV) unwaith eto yn boblogaidd er gwaethaf cystadleuaeth ffyrnig ar sianelau eraill. Bu'n rhaid osgoi llawer fferm oherwydd y clwy' gan ganolbwyntio felly ar unigolion o gefndiroedd mwy amrywiol. Recordiwyd nifer o raglenni yng Ngwladfa Patagonia oherwydd cyfyngiadau saethu yng Nghymru a chafwyd rhaglenni llwyddiannus a difyr.

Dyma flwyddyn olaf darlledu'r gyfres nosweithiol **Heno** (Agenda) a fu ar y sgrîn ers deng mlynedd gan ennill lle arbennig yng nghanonnau carfan bwysig o'n gwylwyr. Bu'r ymgyrch i godi arian ar gyfer apêl S4C, sef Sefydliad Prydeinig y Galon, yn arbennig o lwyddiannus. Rhaid diolch yn arbennig i Ena Thomas a Roy Noble am eu cyfraniad hir a phwysig i S4C trwy gyfrwng y rhaglen. Parhaodd **Y Sioe Gelf** (Cwmni Da) i adlewyrchu gweithgareddau a digwyddiadau ym myd y celfyddydau yng Nghymru. Mae safon y rhaglenni'n gyson uchel ac yn diwallu anghenion gwylwyr sydd â diddordeb yn y maes. Mae'r rhaglen **Croma** (Cwmni Da) ar y gwasanaeth digidol yn cynnig cyfle i dreiddio'n ddyfnach i'r celfyddydau.

Cryfder **Ysbyty Gwynedd** (Cardinal) yw'r cymeriadau diddorol sydd yn gweithio yn yr ysbyty yn ogystal, wrth gwrs, â'r diddordeb yn nhriniaeth y cleifion. Dilynodd **Pobol y Pyjamas** (Apollo) hynt a helynt gweithwyr ffatri pyjamas yn y Bala. Roedd y gyfres yn ddarlun effeithiol a difyr o fywyd a gwaith bob dydd mewn tref Gymraeg. Un o gyfresi "pry ar y wal" mwyaf llwyddiannus y sianel oedd **Ocsiwniar** (Solo), cyfres yn dilyn cymeriadau ffraeth cwmni Evans Brothers o Lanybydder wrth werthu anifeiliaid, tai a chelfi. Roedd **Ydi Coleg yn Grêt?** (Ci Diog) yn llai llwyddiannus fel dilyniant "pry ar y wal" gan fod y cymeriadau efallai'n rhy ifanc i fedru dadlennu eu hunain mewn ffordd ddifyr i'r gwylwyr. Efallai fod apêl **Teulu'r Tymbl** (Telesgôp) yn rhy gyfyngedig i drigolion yr ardal ei hun.



Yng nghanol y clwy' roedd hi'n braf gweld rhywfaint o gyfoeth cefn gwlad wrth i lolo Williams dywys ei westeion hyd lwybrau Cymru yn **Crwydro** (Telesgôp). Mae gan lolo ddawn naturiol fel cyflwynydd a chyfathrebwr. Anwastad ei safon oedd **Gwaed Ar Eu Dwylo** (Telegraffiti) oedd yn ymdrin â llofruddiaethau yng Nghymru. Cafwyd problemau wrth i unigolion dynnu eu caniatâd i saethu yn ôl. Syniad diddorol oedd **Adar Drycin** (Ffilmiau Tawe i'r BBC) a oedd yn ymwneud ag adar brith o Gymru. Roedd ambell raglen fel yr un ar H M Stanley yn taro deuddeg tra bod y portread o George Thomas yn cael ei hystyried yn anghyflawn gan rai. Roedd **Fodca Maffia Moskva** (Apollo) yn syniad ffres gyda Gwenllian Jones yn cyflwyno Rwsia heddiw, ddeng mlynedd wedi cwmp comiwnyddiaeth, mewn ffordd ifanc a bywiog. Roedd **Lle Neis i Blant** (Hon) yn gyfraniad pwysig i'r drafodaeth ar effaith mewnffudo o Loegr ar gymdeithas Gymraeg y Gymru wledig. Roedd gan y cynhyrchydd reolaeth sensitif ac effeithiol dros y cynnwys anodd hwn ac fe drawodd sawl tant gyda'r gwylwyr. Oherwydd y clwy' ymwelodd y **Sioe Fach** (Telesgôp) â sioeau dros y ffyn yn Lloegr ond llwyddwyd i gael llawer o siaradwyr Cymraeg i gyfrannu. Daeth y gyfres cwrs **Talk About Welsh** i ben a newidiwyd y pwyslais yn ein rhaglenni dysgu Cymraeg gyda **Welsh in a Week** (Fflic). Cafwyd ymateb cadarnhaol iawn i'r gyfres hon sy'n dilyn ymdrechion unigolion i feistrolï digon o'r iaith i gyflawni tasgau pwrpasol yn gyflym. Mae'r cyflwynydd Nia Parry yn defnyddio hiwmor a chynhesrwydd ac yn sefydlu perthynas effeithiol gyda'i disgyblion. Roedd **Dysgwyr y Flwyddyn** (HTV) yn dilyn fformat helpa drysor o amgylch tref yr Eisteddfod mewn ffordd hwyliog a difyr.

## Factual programmes

The series **Ffermio** (Telesgôp) provided a comprehensive and valuable service to the agricultural community in Wales during the Foot and Mouth crisis, and broadcasts were increased to twice a week during the most critical period. A particularly large audience tuned in to the programme during the early weeks of the outbreak as it provided an important source of information for farmers when information was scarce and hard to come by. Timely interviews with Rhodri Morgan and Carwyn Jones, the National Assembly's Agriculture Minister, were featured in the programme.

Once again, Dai Jones' unique series **Cefn Gwlad** (HTV) proved popular despite stiff competition from other channels. A number of farms had to be avoided due to the outbreak and consequently the focus was on individuals from a wide variety of backgrounds. A number of programmes were recorded in Patagonia because of filming restrictions in Wales and this resulted in successful and interesting programmes.

This was the final year in which nightly series **Heno** (Agenda) was broadcast. It had been screened for the past ten years and had won a special place in the hearts of an important sector of our viewers. Their efforts to raise money for S4C's charity of the year, The British Heart Foundation, were especially successful. Special thanks must be extended to Ena Thomas and Roy Noble who, through their involvement in the programme, made a lengthy and important contribution to S4C. **Y Sioe Gelf** (Cwmni Da) continued to reflect activities and events in the field of the arts in Wales. The standard of the programmes is consistently high and meets the needs of those viewers who are interested in the field. On the digital service, **Croma** (Cwmni Da) provides an opportunity to look at the arts in greater detail.

The strength of **Ysbyty Gwynedd** (Cardinal) lies in the interesting characters that work in the hospital as well as in the treatment of the patients. **Pobol y Pyjamas** (Apollo) looked at the trials and tribulations of workers at a pyjama factory in Bala. The series was an effective and interesting portrait of everyday life and work in a Welsh town. One of the most successful "fly on the wall" series last year was **Ocsiwiniar** (Solo) which followed the humorous characters at the Evans Brothers company, Llanybydder, as they sold animals, houses and furniture. **Ydi Coleg yn Grêt?** (Ci Diog) was less successful as a "fly on the wall" follow up, as the characters featured were maybe too young to be able to project themselves in an interesting way to viewers. The appeal of **Teulu'r Tymbl** (Telesgôp) might have been too confined to those living in the area itself.



In the midst of the Foot and Mouth crisis it was good to see something of the richness of the countryside as Iolo Williams guided his guests along Wales' pathways in **Crwydro** (Telesgôp). Iolo has a natural talent as a presenter and communicator. **Gwaed Ar Eu Dwylo** (Telegraffiti), which dealt with murders in Wales, was of an uneven standard. Problems arose as individuals withdrew their permission to film. **Adar Drycin** (Ffilmiau Tawe for the BBC), which looked at some of Wales' more colourful characters, was an interesting concept. Some programmes, such as the one on H M Stanley hit the nail on the head, while some viewers considered the portrait of George Thomas incomplete. **Fodca Maffia Moskva** (Apollo) was a fresh concept with Gwenllian Jones presenting the Moscow of today, ten years after the fall of Communism, in a refreshing and lively manner. **Lle Neis i Blant** (Hon) was an important contribution to the discussion on the effect of inward migration from England on a Welsh community in rural Wales. The producer managed this difficult subject sensitively and effectively and it struck a number of chords with viewers. Due to the Foot and Mouth crisis **Y Sioe Fach** (Telesgôp) visited shows across the border in England but succeeded in securing contributions from several Welsh speakers. The course-based series **Talk About Welsh** drew to a close and there was a change of emphasis in our programmes on learning Welsh with **Welsh in a Week** (Fflic). There has been a very positive response to this series, which follows individuals' efforts to master enough of the language to accomplish specific tasks quickly. The presenter, Nia Parry, uses humour and warmth to establish an effective rapport with those taking part. **Dysgwyr y Flwyddyn** (HTV) was based on the format of a treasure hunt around the Eisteddfod town and was presented in a lively and interesting manner.

## Dogfennau Unigol

Darllledwyd bron i dri deg o raglenni dogfen unigol yn ystod y flwyddyn gan gynnwys nifer a oedd yn gyd-gynrychiadau gyda darllledwyr tramor. Fel arfer, mae cynhyrchwyr rhaglenni dogfen yn ymdaflu i'w pwnc gyda brwdfrydedd a steil anghyffredin ac roedd hyn yn wir eleni eto. Mae'n rhyfeddol pa mor llwyddiannus ydynt yn dod o hyd i bynciau diddorol y gellir eu cyflwyno yn effeithiol trwy gyfrwng y Gymraeg a chodi cywreinrwydd mewn testunau cwbl annisgwyl. Yn aml mae'r pynciau a gyflwynir yn denu sylw papurau newydd sydd wrth gwrs yn gymorth i ddenu cynulleidfia i raglenni a fyddai fel arall yn anodd ei hyrwyddo gan nad ydynt yn rhan o gyfres sefydlog. Cyflwynwyd llawer o'r rhaglenni hyn am 9.00 o'r gloch ar nos Sadwrn er, mewn byd delfrydol, y byddai'n braf medru cynnig cyfle ychwanegol i'w dangos ganol wythnos. Dyma wrth gwrs un o'r manteision sydd ar gael i wylwyr teledu digidol.

Dyma rai o'r uchafbwyntiau: **R S Thomas** (Bont) – rhaglen arbennig i goffáu cyfraniad y bardd enwog. Ar deledu digidol, cyflwynwyd noson gyfan ar ei fywyd a'i waith, cofnod amhrisiadwy i unrhyw un sy'n astudio ei gerddi. Cofnodwyd deng mlwyddiant marwolaeth y dramodydd Gwenlyn Parry yn **Cofio Gwenlyn** (Cambrensis) a **Gwenlyn** (BBC). Dathlwyd cysylltiad Cymru a Siapan yn **Moshi Moshi Cymru** (Apollo), gan edrych ar y Siapaneaiaid hynny sy'n byw ac wedi gwirioni ar Gymru, tra edrychodd **Lot o'r Loteri** (Apollo) ar y Cymry hynny sydd wedi llwyddo i ennill arian mawr. Holodd **Cymru a'r Natsïaid** (Teliesyn) a fu cydweithrediad rhwng rhai Cymry â'r Natsïaid ac adroddodd **Y Daith Olaf** (HTV) hanes y Cymro, Edgar Evans, ar daith drychinebus Capten Scott i Begwn y De, gan gyfleu erchylltra'r hanes yn llwyddiannus iawn. Yr un driniaeth ddrama ddogfennol oedd i **Gwir Arwr y Titanic** (HTV) a gyflwynwyd gan yr actor Ioan Gruffudd. Yn **Ivor Emmanuel** (Al Fresco) holodd Ray Gravel y 'crooner' o 'Gwlad y Gân' yn gelfydd a diddorol iawn. Dyma un o raglenni mwyaf annisgwyl a gorau cyfnod y Nadolig gyda detholiad difyr iawn o archif yn cyfoethogi'r profiad gwyllo ymhellach. Un o raglenni eraill poblogaidd y Nadolig oedd **Dim ond Ti a Mi (a Roy)** (Telegraffiti) – hanes diweddar y ddeuawd Tony ac Aloma, sydd ynghyd â gŵr Aloma, Roy, yn rhedeg gwesty yn Blackpool. Yn **Pêl-droed y Celt** (Concordia), cyd-gynhyrchiad gyda darllledwyr o'r gwledydd Celtaidd eraill, asiwyd sylwadau ffans â'r sêr go iawn wrth olrhain dylanwad chwaraewyr y gwledydd Celtaidd ar ddatblygiad pêl-droed. Cyd-gynhyrchiad diddorol arall oedd **America'r Celtiaid** (Telesgôp). Roedd gogwydd gwyddonol cryf i **Y Bilsen Chwerw** (Amanda Rees) a oedd yn olrhain datblygiad yr aspirin, i **Tystiolaeth Y Meirw** (Cynrychiadau John Gwyn/ZDF) a **Tocyn i'r Sêr** (Wild Dreams), cyd-gynhyrchiad bywiog gyda Discovery USA ar y syniad o greu teithiau preifat i'r gofod.



## Newyddion a Materion Cyfoes

Mae'r gwasanaeth **Newyddion** (BBC) a ddarperir am 6 a 7.30 yr hwyr wedi llwyddo i gyflwyno'n awdurdodol brif straeon Cymru, Prydain a'r byd, gyda wynebau newydd derbyniol yn parhau i gymryd eu lleu ymhlith y tîm craidd. Roedd y bwletinau nosweithiol estynedig adeg Clwy'r Traed a'r Genau ac yn dilyn trychineb Medi'r 11eg o'r safon uchaf. Ein hunig bryder yw yr anallu presennol i droi at wasaneth newyddion byw Cymraeg ar unrhyw awr o'r dydd, os bydd stori fawr yn torri.

Yn ystod wythnosau rhagarweiniol yr Etholiad Cyffredinol cafwyd tair rhaglen drafodaeth yn arddull **Pawb a'i Farn** (BBC) wedi eu llywio gan Dewi Llwyd. Cafwyd hefyd rifyn gwerthfawr o'r rhaglen ddigidol **Hacio**, wedi ei hanelu at bobl ifanc, a ddangoswyd ar y gwasanaeth analog. Dwy noson cyn y bleidlais bu rhifyn arbennig o'r **Byd ar Bedwar** (HTV) yn bwrw golwg ar ymgyrchoedd y pleidiau a chafwyd rhaglenni 10 munud gan Adran Newyddion y BBC bob nos rhwng 11.00pm a 12.00am. Ar **Noson yr Etholiad** (BBC) llwyddodd Dewi Llwyd a Vaughan Roderick i'n llywio ni drwy gymhlethdodau'r canlyniadau mewn ffordd ddifyr ac effro, tan 5.30 y bore. Mae'r rhaglenni hyn yn cymharu'n ffaithiol â'r gwasanaeth ar unrhyw sianel arall.

Mae rhaglenni gorau **Y Byd ar Bedwar** (HTV) wedi bod yn ffres ac wedi cyflwyno pynciau diddorol er bod tuedd i rai rhifynnau chwilio am y trawiadol tymor byr. Mynegwyd peth pryder a oes digon o le o fewn ein harlwy analog i driniaeth estynedig a manwl o bynciau'r dydd. Mae'r berthynas gyda'r rhaglen ddigidol **Du a Gwyn** (HTV) yn rhoi cyfle i barhau trafodaeth ar y noson ganlynol. Cafwyd amrywiaeth o bynciau yn **Taro Naw** (BBC) gan gynnwys trafodaeth stiwdio yn dilyn cyflafan Efrog Newydd, ac ymdriniaeth o'r argyfwng amaethyddol. Mae modd newid cynnwys y rhaglen hon yn ôl digwyddiadau'r dydd, fel a wnaed yn dilyn ymosodiad America ar Afghanistan. Llywiodd Dewi Llwyd yn raenus y gyfres **Pawb a'i Farn** (BBC) lle rhodd cyfle i ffigurau gwleidyddol amlwg ac aelodau'r cyhoedd i wyntyllu pynciau'r dydd a phob Sul mae'r un cyflwynydd yn **Manifesto** (BBC) yn cael y cyfle i holi gwleidyddion blaenllaw San Steffan a Chaerdydd. Eto llwyfan pwysig gyda holi sylweddol.

## Individual Documentaries

Almost thirty individual documentary programmes, including a number of co-productions with overseas broadcasters, were shown during the year. Documentary programme producers usually immerse themselves in the subject with enthusiasm and style and this year was no exception. Producers are continually successful in finding interesting subjects which can be presented effectively through the medium of Welsh as well as arousing our curiosity in subjects that are totally unexpected. The subjects presented often attract the attention of the press, which helps attract audiences to programmes that would be difficult to promote otherwise as they are not part of an established series. Many of these programmes were presented at 9.00pm on a Saturday evening although, in a perfect world, it would be good to be able to have a further opportunity to show them mid week. This, of course, is one of the advantages available to viewers of digital TV.

These are some of the highlights: **R S Thomas** (Bont) - a special programme commemorating the life of the famous poet. On digital television, a whole evening was dedicated to his life and works, a priceless record for anyone studying his poems. The tenth anniversary of the death of playwright Gwenlyn Parry was recorded in **Cofio Gwenlyn** (Cambrensis) and **Gwenlyn** (BBC). Wales' links with Japan were celebrated in **Moshi Moshi Cymru** (Apollo) which looked at the lives of those Japanese people who live in Wales and are enthralled by the country. **Lot o'r Loteri** (Apollo) looked at those people from Wales who have won large amounts of money. **Cymru a'r Natsiaid** (Teliesyn) asked whether some Welsh people collaborated with the Nazis and **Y Daith Olaf** (HTV) conveyed very effectively the tale of Welshman, Edgar Evans, who took part in Captain Scott's catastrophic journey to the South Pole. **Gwir Arwr y Titanic** (HTV), presented by the actor Ioan Gruffudd, was also a drama documentary. In **Ivor Emmanuel** (Al Fresco), Ray Gravell interviewed the crooner from the 'Land of Song' in a very effective and interesting manner. This was one of the best programmes of the Christmas period featuring an interesting selection of archive material which served to further enrich the viewing experience. Another popular programme over Christmas was **Dim ond Ti a Mi (a Roy)** (Telegraffiti) - the recent history of popular singing duo Tony and Aloma, who, with Aloma's husband, run a hotel in Blackpool. **Pêl-droed y Celt** (Concordia) was a co-production with broadcasters from other Celtic countries. Fans and stars of the game were interviewed side by side as the series traced the influence of players from Celtic countries on the development of football. Another interesting co-production was **America'r Celtiaid/Celtic America** (Telesgôp). There was a strong scientific element to **Y Bilsen Chwerw** (Amanda Rees), which traced the development of aspirin, **Tystiolaeth y Meirw** (Cynyrchiadau John Gwyn/ZDF) and **Tocyn i'r Sêr** (Wild Dreams), a lively co-production with Discovery USA, based on the concept of arranging private trips into space.



## Current Affairs

During the weeks leading up to the General Election three discussion programmes in the style of **Pawb a'i Farn** (BBC), fronted by Dewi Llwyd, were broadcast. Additionally, a special edition of digital youth news programme **Hacio** (HTV) was shown on the analogue service. Two evenings before election night a special edition of **Y Byd ar Bedwar** (HTV) looked at the parties' campaigns, while the BBC's News Department produced 10-minute programmes every evening between 11.00pm and 12.00am. On **Noson yr Etholiad** (BBC) Dewi Llwyd and Vaughan Roderick succeeded in guiding us through the complexities of the results in an interesting and lively manner, throughout the night until 5.30am. These programmes compare favourably with the service provided on any other channel.

The best programmes in **Y Byd ar Bedwar** (HTV) have been refreshing and challenging, although there is a tendency for some programmes to focus on short-term sensationalism. Some concern has been expressed that there is not enough room within the analogue provision for extensive and detailed discussion of current affairs. The link with digital programme **Du a Gwyn** (HTV) enables a discussion to be continued the following evening. **Taro Naw** (BBC) featured a variety of subjects including a studio discussion in the wake of the New York disaster as well as a discussion on the farming crisis. It is possible to change the content of this programme depending on the events of the day, as happened when America attacked Afghanistan. As usual **Pawb a'i Farn** (BBC), where prominent political figures and members of the public are given the opportunity to discuss topics of the day, was expertly fronted by Dewi Llwyd. The same presenter has the opportunity to interview prominent politicians from Westminster and Cardiff every Sunday in **Manifesto** (BBC), which provides another important platform for interviews of substance.

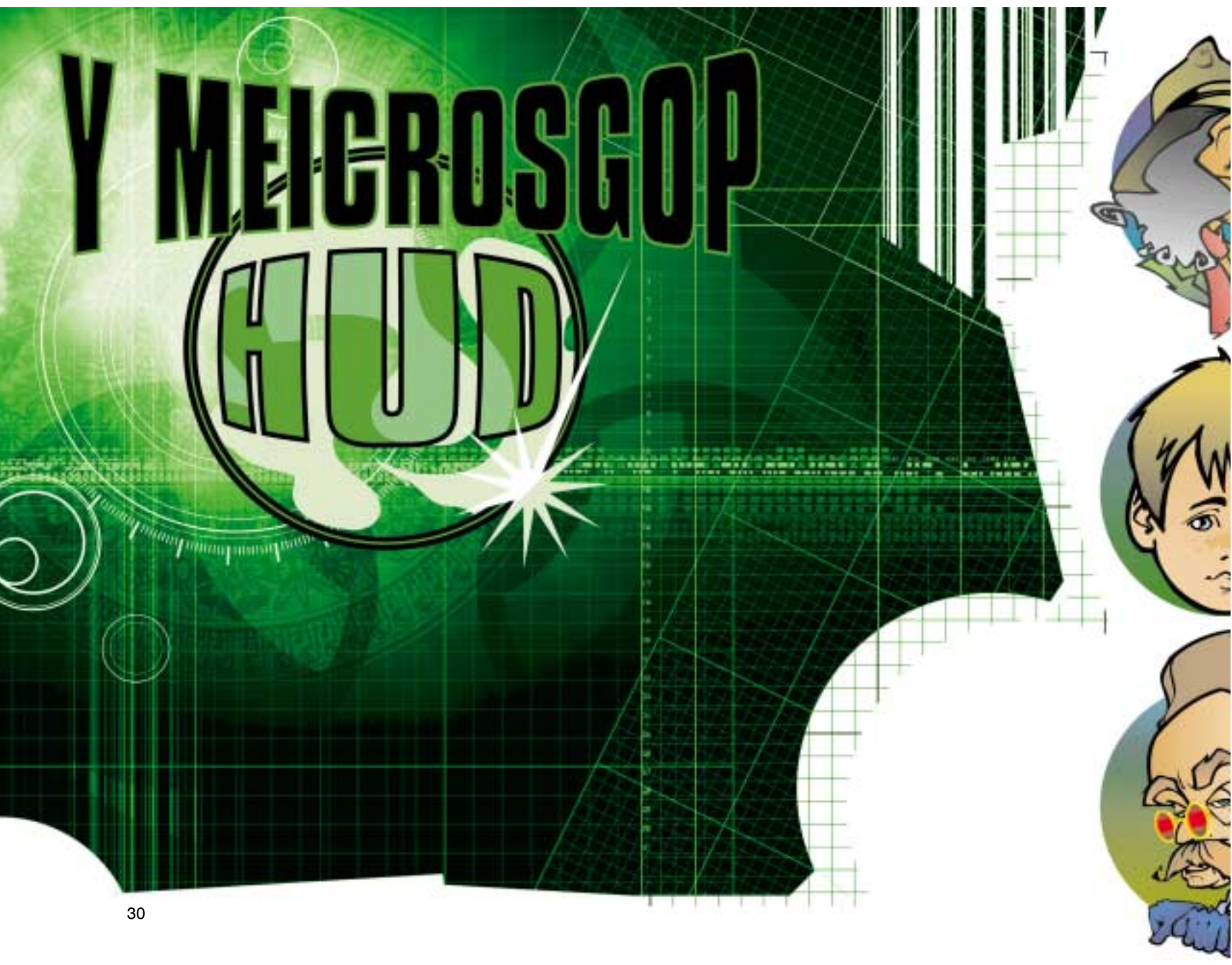
## Plant

Daeth y profiadol a'r arbrofol ynghyd i greu ystod eang o raglenni newydd ar gyfer y plant ieuengaf eleni. Bu profiad Olwen Rees yn gaffaeliad i'r gyfres hwyllog **Pei Pwmpen** (Apollo/Tricorne), ychwanegodd cynlluniau cain yr arlunydd Cefyn Burgess olwg unigryw i'r gyfres **Seren Fôr** (Cwmni Da) a animeiddwyd gan gwmni Griffilms, a bu cyfle i blant yngweithio â'r cymeriad animeiddiedig newydd **Bibi** (Griffilms) ar y sgrîn a thrwy gyfrwng gwefan arbennig. Denodd y gyfres **Rhacsyn a'r Goeden Hud** (Fflic) ysgrifenwyr a phypedwyr newydd ynghyd â doniau cyfansoddi arbennig Siôn Williams, ac yn y gyfres **Saith** (Apollo) dechreuwyd ar y gwaith o ddilyn rhai o'n cynulleidfa ieuengaf yn eu bywydau bob dydd.

Mae'r nifer o enwebiadau a gwobrau a ddaeth i rai o'r rhaglenni ar gyfer plant hŷn eleni yn brawf o'r dyfeisgarwch creadigol sydd wedi datblygu yn y maes hwn. Enillodd **Mari** (Ann Fôn) wobr Prix Danube ac enwebwyd cyfanswm o chwe rhaglen ar gyfer gwobrau BAFTA Plant y Deyrnas Unedig. Llwyddodd **13'30" o Enwogrwydd** (Fflic) i roi cyfrwng i greadigrwydd plant wrth ymweld ag ysgolion ledled Cymru, a dathlodd **Uned 5** (Antena) ei 700fed rhaglen. Mae'r berthynas gyda Chyngor Llyfrau Cymru yn cryfhau wrth lawnsio ar y cyd gynllun cyffrous NOFEL-T i greu nofel i'r ardegau dan arweiniad yr awdures Bethan Gwanas. Mae darlledu seremoni wobrwyo Tir na-Nog yn parhau a braf oedd gweld cyfrol Bardd Plant Cymru 2000, (Myrddin ap Dafydd) **Jam Coch a Phwdin Reis**, yn ennill gwobr eleni.

Ym maes drama i blant, roedd aeddfedrydd y perfformiadau a'r sgrïptiau yn y chweched gyfres o **Rownd a Rownd** (Nant) yn amlwg wrth iddi ymdrin â phynciau perthnasol i'w chynulleidfa darged. Crëwyd cymeriadau comedi newydd yn y gyfres **Labordy 54321** (Cwmni Da), aethom i fyd bach y meicrobau trwy gyfrwng effeithiau arbennig y gyfres **Y Meicrosgop Hud** (Elidir) a chafwyd hwyl dychmygus yng nghwmni pypedau unigryw **Cawl Potsh** (Apollo).

Bu tîm cyflwyno **Planed Plant** yn weithgar drwy'r flwyddyn ar y sgrîn wrth ehangu'r ddarpariaeth o raglenni ar gyfer plant yn ystod gwyliau ysgol, ac wrth gymryd rhan mewn gweithgareddau cyhoeddus fel y Daith Haf a sioeau yn yr Eisteddfod Genedlaethol. Cyhoeddwyd llyfr o gerddi un ohonynt, Elen Pencwm, **Cerddi Call a Cherddi Gwirion** ar ddiwedd y flwyddyn. Cyhoeddwyd hefyd nofel gan Daniel Glyn, awdur y gyfres **Hotel Eddie** (Apollo).



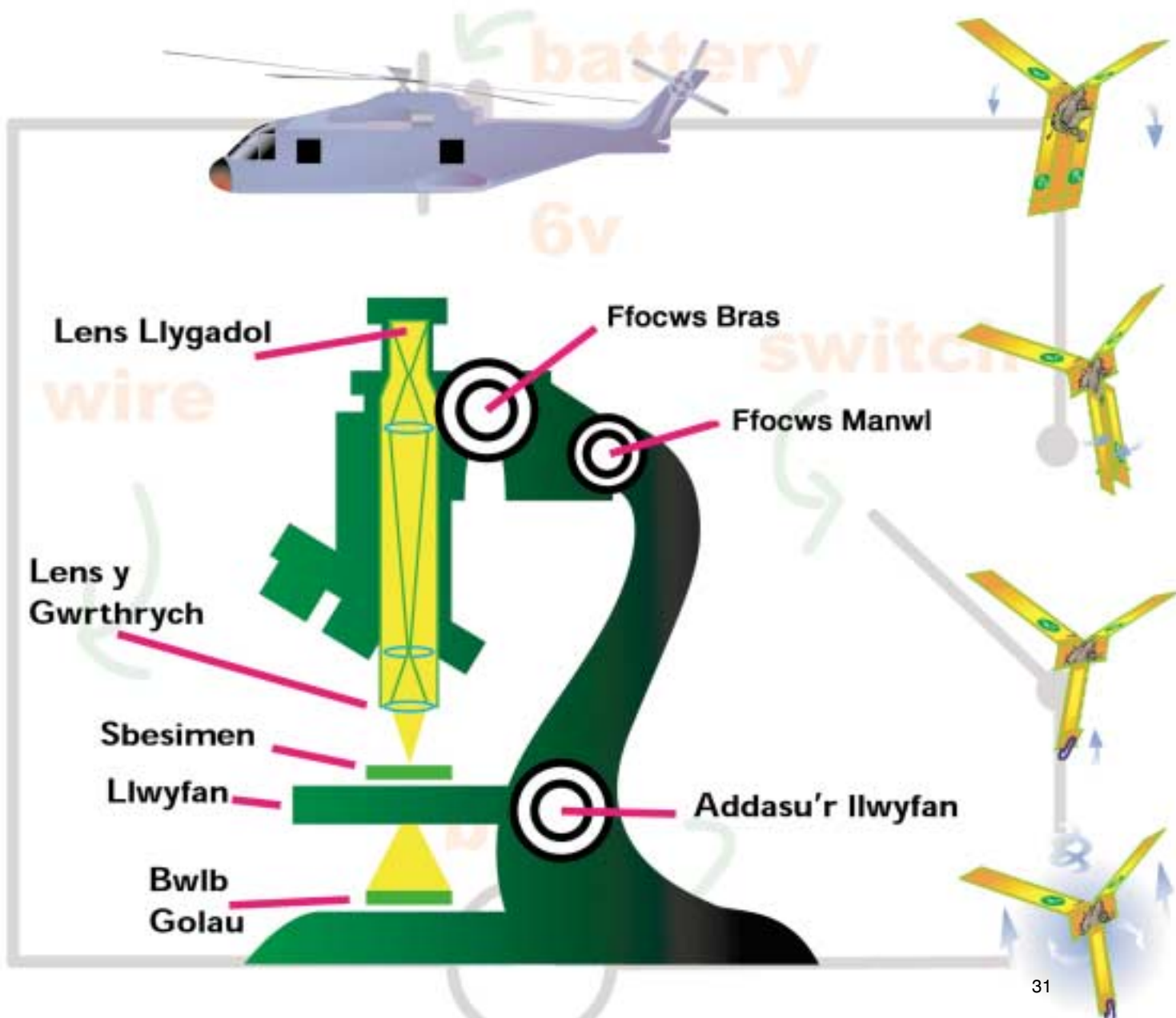
## Children

A winning combination of the experienced and the experimental gave rise to a wide range of new programmes for S4C's youngest viewers this year. Olwen Rees' experience was an asset for the jolly series **Pei Pwmpen** (Apollo/Tricorne), while artist Cefyn Burgess' artistic designs gave a unique look on screen to new animation series **Seren Fôr** (Cwmni Da), animated by Griffilms. Children had an opportunity to interact on screen, and via a special website, with new animated character, **Bibi** (Griffilms), while **Rhacsyn a'r Goeden Hud** (Fflic) attracted new writers and puppeteers as well as the special composing skills of Siôn Williams. The series **Saith** (Apollo) began its task of following some of our younger viewers during their everyday lives.

The number of nominations and awards won by some of our programmes for older children this year is proof of the creative inventiveness that has developed within this field. **Mari** (Ann Fôn) won the Prix Danube Award, while six programmes were nominated for the BAFTA UK Children's Awards. **13'30" o Enwogrwydd** (Fflic) visited schools all over Wales, giving pupils a chance to display their creative skills. **Uned 5** celebrated its 700th programme. The relationship with the Welsh Books Council was strengthened with the launch of an exciting joint project, NOFEL-T, with its aim of producing a new novel for teenagers under the guidance of author Bethan Gwanas. The televising of the Tir na-Nog awards continues, and it was good to see the Welsh Children's Laureate 2000 volume, **Jam Coch a Phwddin Reis**, by Myrddin ap Dafydd, win an award this year.

Turning to children's drama, the maturity of the performances and scripts in the sixth series of **Rownd a Rownd** (Nant) was evident as it dealt with subjects relevant to its target audience. New comedy characters were created in the series **Labordy 54321** (Cwmni Da). We entered the world of the microbe by means of special effects in the series **Y Meicrosgop Hud** (Elidir) and were entertained by the inventive and unique puppets of **Cawl Potsh** (Apollo).

Planed Plant's presentation team has been busy throughout the year, on screen and off screen, expanding the number of children's programmes shown during the school holidays, and taking part in public events such as the summer roadshow and S4C's shows at the National Eisteddfod. A book of poems by one of its presenters, Elen Pencwm, **Cerddi Call a Cherddi Gwirion**, was published at the end of the year. A novel by Daniel Glyn, author of the series **Hotel Eddie** (Apollo), was also published.



## Chwaraeon

Mae **Sgorio** (Nant) bellach wedi dathlu ei phum canfed rhifyn ac yn parhau i ddarparu detholiad safon uchel o bêl-droed gorau'r cyfandir bob wythnos. Mae'r cyflwynydd newydd Morgan Jones yn llenwi'r bwch i'r dim. Sicrhawyd ar y cyd gyda'r BBC yr hawliau i ddarlledu rygbi clybiau Cymru am bum mlynedd arall. Nodwn gyda diolch waith Cwmni 10 wrth ddarparu **Y Clwb Rygbi** i ni dros gyfnod o bedair blynedd tra'n croesawu'r berthynas newydd gyda BBC Cymru, a enillodd y cytundeb i gynhyrchu'r gyfres newydd yn dilyn proses dendro. S4C oedd yr unig ddarlledwr daearol i ddarlledu **Taith y Llewod i Awstralia** (BBC). Darlledwyd y gemau fel pe baent yn fyw am 6.00 o'r gloch bob nos Sadwrn gydag awr o raglen am 8.00 o'r gloch ganol wythnos. Cafwyd cyfres ddifyr iawn ar gampau eithafol ar draws y byd yn **Cymru ar Ras** (Dream Team). Ymhob rhaglen, cafwyd cyfuniad o olygfeydd gwych a'r profiad o rannu'r her gydag aelodau'r tîm Cymreig. Mae **Rasus** (Pedol) a **Rasus Portmarnock** (Pedol) yn parhau i ddenu cynulleidfa wahanol atom yn ystod yr haf.

Rydym yn parhau i chwilio am gyfleoedd i gyflwyno chwaraeon o safon uchel pan ddaw hawliau ar gael o bryd i'w gilydd. Roedd **Rygbi 7 Bob Ochr** (Cwmni 10) yn seiliedig ar ornest dau ddiwrnod yng Nghasnewydd a Stadiwm y Mileniwm. Dau dîm sydd â llawer iawn o ddilynwyr Cymreig yw **Manchester United a Celtic** (Nant). Braff felly oedd medru darlledu'r gêm gyfeillgar rhwng y ddau bencampwr a ddaeth a'r tymor pêl-droed i ben. Canolbwyntio ar y dyn yn y canol wnaeth **Reffaris** (Tonfedd/Eryri) gan roi sylw arbennig i ddyfarnwyr cynghrair arfordir y gogledd a chynghrair Ceredigion.

## Crefydd

Darlledwyd amrywiaeth eang o oedfaon yn **Dechrau Canu Dechrau Canmol** (Elidir) gyda Huw Llywelyn Davies wedi ymsefydlu'n gadarn fel cyflwynydd y gyfres. Cafwyd croeso mawr i **Llwybrau Paul** (Avanti) lle bu John Ogwen yn dilyn ôl troed y sant gan ail fyw ei brofiadau ac ymateb i'r amgylchiadau cyfoes ar yr un pryd. Mae ein **Oedfa Nadolig** (Elidir) yn rhoi blas mwy defosynol i arlwy S4C na'r rhelyw o wasanaethau teledu ac yn diwallu angen pwysig ar gyfer carfan sylweddol o wylwyr. Yng nghyd-destun crefydd, rhaid nodi hefyd y ffilm gwbl unigryw **Gŵr y Gwyrthiau** (Cartŵn Cymru) (gweler Animeiddio).



## Cerddoriaeth

Rydym yn sylweddoli pa mor werthfawr i'n gwylwyr yw digwyddiadau cerddorol unigol o safon uchel. Mae hyn yn wir pa fath bynnag o gerddoriaeth sydd dan sylw. Yn ystod corff y flwyddyn, braff yw medru nodi nifer sylweddol o ddigwyddiadau cerddorol cofiadwy. Yn eu plith roedd **Gala Operatig Bryn Terfel** (Avanti), **Tân y Ddraig II** (Avanti) – ail fyw dyddiau disglair roc Cymraeg y saithdegau yn y Faenol gydag Edward H Dafis ac eraill; **Daw fe Ddaw** (BBC) – cyngerdd arbennig gan Dafydd Iwan yn Eisteddfod Llanelli a **Chyngerdd y Ffermwyr** (Opus) – cyngerdd mawreddog yn Llangollen i gynorthwyo'r diwydiant amaethyddol. Seiliwyd **Adiemus Byw** (Opus) ar gyngerdd o waith cerddorol gwreiddiol Karl Jenkins ar gyfer y gyfres **Y Celtiaid**. Cafwyd darlun unigryw o ddiwylliant cerddorol tanddaearol Cymraeg, yn ogystal â darlun Ewropeaidd ehangach yn **Crymi** (Ankst) oedd yn dilyn hanes cwmni recordiau Cymraeg dros gyfnod o flwyddyn. Dilyniant blwyddyn, y tro hwn o fywyd y grŵp Big Leaves, a gafwyd yn **Dydd ar ôl Dydd** (Boomerang) - rhaglen safonol yn llawn cerddoriaeth dda. Darllediad awyr agored gyda phump o gantoresau gorau Cymru oedd **Divas** (Al Fresco) tra bod y tenor Cymreig Dennis O'Neill a chorws a cherddorfa Opera Cenedlaethol Cymru yn amlwg yn **Viva Verdi** (Opus). Dathliad cynhesol a dyrchafol o gamp fawr Cwmni Theatr Maldwyn, wrth iddynt ddathlu ugain mlynedd o weithgarwch, a gafwyd yn **Ar Noson fel Hon** (Tonfedd/Eryri). Mae'n bosibl mai cyngerdd eleni oedd yr orau eto o **Garolau o Langollen** (Opus) - mae'r gystadleuaeth ysgrifennu carol yn cryfhau bob blwyddyn. Gwerthfawrogiad mawr gan gynulleidfa cymharol fach a gafwyd i **Crwytyn Bach y Simne** (Al Fresco) – cynhyrchiad o opera Benjamin Britten. Cafwyd perfformiadau arbennig gan Gwyn Hughes Jones a Gail Pearson yn **Sanctiaid Nos** (Opus) ar drothwy'r Nadolig a dehongliad o ddawnsio gwerin mewn arddulliau cyfoes oedd sylfaen **Cam Ymlaen** (Elidir). Golygodd Clwy'r Traed a'r Genau nad oedd cynulleidfa fyw yn bresennol yn **Cân i Gymru** (Apollo) eleni. Eto i gyd cafwyd rhaglen safonol, uchelgeisiol.

O ran cyfresi, rydym yn falch fod **Sesiwn Hwyr** (Avanti) wedi rhoi cyfle i wylwyr a gwranddo ar gerddoriaeth gyfoes gorau Cymru tra oedd **4trac** (Boomerang) yn rhoi llwyfan i grwpiau ifanc a newydd. Cafodd pencampwyr y canu gwlad **John ac Alun** (Tonfedd/Eryri) eu cyfresi eu hunain ac yn **Yma Mae 'Nghân** (Tonfedd/Eryri) mentrodd Dafydd Iwan dros fôr lwerydd gan weu hanes ymfudwyr o Gymru i'r America a Phatagonia gyda chyfresi o ganeuon o'r cyfnod a chaneuon newydd gwreiddiol. Cyfuniad egniol a llwyddiannus.

Amrywiaeth o gerddoriaeth glasurol gyda Cherddorfa Genedlaethol y BBC, gyda chyflwyniad awdurdodol gan Huw Edwards, a gafwyd yn **Straeon Cerdd** (BBC). Canu gwerin oedd pwnc **Yn Ein Dwylo** (Elidir). Yr oedd yn y rhaglen yma ddeunydd crai diddorol ond bu'n anodd agor y pwnc allan i gynulleidfa eang.

## Sport

**Sgorio** (Nant) has celebrated its 500th edition and continues to provide viewers with a high-quality package of Europe's best footballing highlights each week. New presenter Morgan Jones has already made his mark. Together with the BBC, the rights to broadcast Welsh club rugby for another five years have been secured. We note with thanks the work of TV company Cwmni 10 which produced **Y Clwb Rygbi** for us over a period of four years while welcoming the new relationship with BBC Wales, which won the contract to produce the new series following a tendering process. S4C was the only terrestrial broadcaster to screen the Lions' Tour of Australia, **Taith y Llewod i Awstralia** (BBC). The matches were screened as live at 6.00pm every Saturday evening with an hour-long programme broadcast mid week. An entertaining series on extreme sports across the world was offered by **Cymru ar Ras** (Dream Team). Each programme combined fantastic scenery with the experience of sharing the agonies and ecstasies of the Welsh team. **Rasus** (Pedol) and **Rasus Portmanock** (Pedol) continue to attract a different audience during the summer months.

We continue to search for new opportunities to present high-quality sports programmes as the rights become available. **Rygbi 7 Bob Ochr** (Cwmni 10) was based on a two-day contest held at Newport and the Millennium Stadium. Two footballing teams, Manchester United and Celtic, have many supporters in Wales. It was therefore especially satisfying that we were able to broadcast the friendly match between these two champions, **Manchester United a Celtic** (Nant), which brought the football season to a close. **Reffaris** (Tonfedd/Eryri) concentrated on the men in the middle with special attention paid to referees on the north Wales coast and Ceredigion.

## Religion

A wide range of religious services were broadcast on **Dechrau Canu Dechrau Canmol** (Elidir) with Huw Llywelyn Davies firmly established as a suitable presenter for the series. **Llwybrau Paul** (Avanti) was warmly received, with John Ogwen following in the footsteps of the saint, reliving his experiences, while at the same time responding to the modern-day environment. Our special Christmas service, **Oedfa Nadolig** (Elidir) offered a more devout flavour to the S4C output than other services and fulfilled an important need for a substantial number of viewers. Also on the theme of religion the unique film **Gŵr y Gwyrthiau/The Miracle Maker** (Cartŵn Cymru) was premiered (see Animation).



## Music

One-off high-quality musical events are highly appreciated by our viewers, and it is good to note a significant number of memorable musical events held during the year. Among them were **Bryn Terfel's Operatic Gala** (Avanti), and **Tân y Ddraig II** (Avanti), which relived the golden days of 1970s Welsh rock music with Edward H Dafis and others. **Daw fe Ddaw** (BBC) – a special Dafydd Iwan concert in the Llanelli Eisteddfod - and **Cyngerdd y Ffermwyr** (Opus) – a grand concert held in support of the agricultural industry, were among the other highlights. **Adiemus Byw** (Opus) was based on a concert of an original musical work composed by Karl Jenkins for **The Celts/Y Celtiaid** series. **Crymi** (Ankst), which followed a Welsh record label over a period of a year, painted a unique picture of the underground Welsh-language music scene as well as a wider European perspective. **Dydd ar ôl Dydd** (Boomerang) – a quality programme full of good music – followed the group Big Leaves over a period of a year. **Divas** (Al Fresco), featured five of Wales' top divas in an outside broadcast production, while Welsh tenor Dennis O'Neill and the chorus and orchestra of the Welsh National Opera performed in **Viva Verdi** (Opus). **Ar Noson fel Hon** (Tonfedd/Eryri) was a warm and uplifting celebration of the great achievements of Cwmni Theatr Maldwyn as they celebrated twenty years of activity. This year's **Carolau o Langollen** (Opus) was arguably the best concert yet since the event began – the carol-writing competition goes from strength to strength every year. A relatively small audience expressed great appreciation for **Crwtyn Bach y Simne** (Al Fresco) – a production of Benjamin Britten's opera, The Little Sweep. Gwyn Hughes Jones and Gail Pearson gave excellent performances in **Sanctaid Nos** (Opus) on Christmas Eve and **Cam Ymlaen** (Elidir) presented a modern-day interpretation of folk dancing. The Foot and Mouth crisis meant there was no live audience at the Song For Wales competition - **Cân i Gymru** (Apollo) – this year. Despite this, the programme was ambitious and of a high standard.

As far as other series are concerned, we are pleased that **Sesiwn Hwyr** (Avanti) has given people the chance to watch and listen to the best of modern music in Wales while **4trac** (Boomerang) offers a stage for young and new bands. The popular country music duo **John ac Alun** (Tonfedd/Eryri) had their own series and in **Yma Mae Nghân** (Tonfedd/Eryri) Dafydd Iwan crossed the Atlantic weaving the story of the emigrants who left Wales for America and Patagonia with a series of songs from that period as well as original new songs. It was a vigorous and successful combination.

In **Straeon Cerdd** (BBC) Huw Edwards introduced a variety of classical music with the BBC National Orchestra and presented an authoritative introduction to the pieces. Folk music was the focus for **Yn Ein Dwylo** (Elidir). This programme contained interesting core material but it was difficult to open the subject up to a wider audience.



## Animeiddio

Dros y Pasg fe ddangoswyd **Gŵr y Gwyrthiau** (Cartŵn Cymru), y ffilm animeiddiedig hir ar fywyd yr Iesu, a welwyd mewn sinemâu ar draws y byd yn 1999 a 2000, ddwywaith ar S4C a chafwyd darllediad o'r fersiwn Saesneg yn yr un cyfnod ar BBC 1. Fe'i gwelwyd unwaith yn rhagor ar S4C dros y Nadolig. Dylid nodi hefyd fod sianel ABC yn yr Unol Daleithiau wedi ei dangos am yr eildro. Mae hon yn glasur o ffilm a gallwn ymfalchïo ynddi fel gwaith celf o safon uchel dros ben yn ogystal â bod yn gyflwyniad gafaalgar a gofalus o'r stori a geir yn Efengyl Luc. Mae lleisiau sêr megis Ioan Gruffudd yn y fersiwn Cymraeg a Ralph Fiennes yn y fersiwn Saesneg yn ychwanegu llawer at lwyddiant y cyfanwaith.

Darlledwyd yr ail gyfres o ffilmiau o wahanol wledydd ar draws y byd, **Chwedlau'r Byd Wedi eu Hanimeiddio** (Amrywiol). Mae'r ffilmiau o'r gyfres gyntaf wedi ennill nifer sylweddol o wobrau mewn gwyliau ar draws y byd, gan gynnwys Gŵyl Ryngwladol Banff a BAFTA yn Llundain. Gwelir y gyfres mewn cant o wledydd ac mewn chwe iaith ar hugain.

Mae S4C ar ei phen ei hun ymhlith darlledwyr ym Mhrydain wrth gomisiynu, am y drydedd flwyddyn, gyfres **Byrion Byr** (Amrywiol). Cynhyrwyd tri deg o ffilmiau animeiddiedig rhwng 45 eiliad a 6 munud o hyd yn ystod y flwyddyn mewn partneriaeth gyda Chyngor Celfyddydau Cymru a Sgrîn. Mae'r ffilmiau yma yn rhoi cyfle i animeiddwyr yng Nghymru ddatblygu eu crefft ac mae'r safon yn gwella bob blwyddyn.

Parhaodd y gwaith cynhyrchu ar **Y Mabinogi** (Cartŵn Cymru). Mae'r ffilm bwysig hon yn dod â chwedlau'r Mabinogi yn fyw a bwriedir ei chyflwyno yn y sinema ym mis Tachwedd 2002 i gyd-fynd â phen-blwydd S4C yn 20 oed.



## Animation

Although **Gŵr y Gwyrthiau** (Cartŵn Cymru), the feature length animated film on the life of Christ, was seen on cinema screens throughout the world during 1999 and 2000, in accordance with our theatrical policy, it was not premiered on the small screen until this year. Over the Easter holidays it was broadcast twice by S4C and the English-language version, **The Miracle Maker**, was also shown over the same period by BBC 1. It was repeated over the Christmas period on S4C. It should also be noted that it was shown on the ABC network in the USA as well, for the second time. This is a classic film in which we can take great pride. As well as being an artistic work of great note, it is also a gripping and carefully crafted retelling of the story as told in Luke's Gospel. The voices of stars such as Ioan Gruffudd in the Welsh version and Ralph Fiennes in the English version add greatly to the film's success.

The second series of films from various countries around the world – **Animated Tales of the World** (Various) – was also shown. Films from the first series have won a number of awards in festivals all over the world, including the Banff International Festival and a BAFTA in London. The series has been shown in over a hundred countries and translated into 26 different languages.

S4C is unique among UK broadcasters in commissioning the **Byrion Byr/Short Shorts** (Various) series, for the third year running. Thirty animated films, ranging in length from 45 seconds to 6 minutes, were produced during the year in partnership with the Welsh Arts Council and Sgrŷn. These films offer animators in Wales a chance to hone their skills with standards improving year on year.

Production work on **Y Mabinogi/Otherworld** (Cartŵn Cymru) continued. This major feature film brings the tales of the Mabinogi to life and is destined for cinema release in November 2002, when S4C celebrates its 20th anniversary.



## Gwyliau a Digwyddiadau

Siom enbyd oedd y ffaith i drefnwyr Eisteddfod yr Urdd a'r Sioe Amaethyddol Frenhinol orfod canslo'r ddau ddigwyddiad oherwydd Clwy'r Traed a'r Genau. Mewn cydweithrediad agos gydag Urdd Gobaith Cymru aethpwyd ati i drefnu **Gŵyl yr Urdd** (Opus/Antena) a rhaid canmol pawb a fu'n ymwneud â'r gwaith wrth ymateb i'r her o sefydlu gŵyl newydd ar gyfer y teledu, mewn dwy ganolfan wahanol, o fewn ychydig wythnosau. Sylfaen y trefniant oedd gwahodd enillwyr y gorffennol diweddar i gystadlu o flaen cynulleidfa. Daliwyd awyrgylch **Eisteddfod Gydwladol Llangollen** (Opus) i'r dim gan daro cydbwysedd effeithiol rhwng cyflwyno gwybodaeth a chyflwyno adloniant, rhwng rhoi dimensiwn Cymreig ac adlewyrchu natur ryngwladol yr ŵyl. Dyma'r tro cyntaf i Nia Roberts gyflwyno oddi yno gan wneud ei gwaith gyda'r graen arferol, gan gynnwys cynnal cyfweiliadau yn Ffrangeg ac Eidaleg.

Cafwyd gwasanaeth cynhwysfawr yn **Eisteddfod Genedlaethol Sir Ddinbych a'r Cyffiniau** (BBC) ar draws y gwasanaeth analog a digidol. Un pryder yw fod gwylwyr teledu analog yn teimlo nad ydynt yn cael cymaint o'r cystadlu byw ag yr arferent ei gael – un o sgîl effeithiau, mae'n ymddangos, cynnal seremonïau ar ddiwedd y dydd.

Cafwyd rhaglen o uchafbwyntiau **Sioe Aef Llanelwedd** (Telesgôp) ynghyd â rhifyn arbennig o **Ffermio** ac am yr ail flwyddyn yn olynol darlledwyd cystadlu'r nos o'r **Ŵyl Gerdd Dant** (Tonfedd/Eryri) mwy neu lai ar ei hyd, a hynny'n gelfydd a diymdrech.



## Digidol

Mae'r darllediadau byw o'r gwahanol wyliau ar S4C Digidol bellach wedi ennill eu plwyf er fod yna lai o wyliau cenedlaethol eleni. Roedd Alwyn Humphreys yn feistr ar y gwaith o lywio'n hamddenol yn ystod cystadlu Eisteddfod Llangollen a'r Eisteddfod Genedlaethol a chafodd Hywel Gwynfryn flas ar wneud yr un gwaith yn yr Ŵyl Gerdd Dant.

Mae **P'nawn Da** (Agenda) yn datblygu'n fan cyfarfod deniadol rheolaidd, ac mae **Croma** (Cwmni Da) yn rhoi llwyfan i drafodaeth sylweddol ar y celfyddydau bob nos Wener. Mae **Bandit** (Boomerang) yn ennill parch ymysg y to iau gydag Ian Cottrell yn creu enw iddo'i hun fel awdurdod ar ganu Cymraeg. Cafwyd ambell i sgŵp ryngwladol yn ogystal â bod yn driw i'r sîn Gymraeg. Mae **Du a Gwyn** (HTV) yn cynnal trafodaeth estynedig ar bynciau llosg y dydd tra bo **Hacio** (HTV) yn rhoi cyfle i griw o newyddiadurwyr ifanc gymryd golwg wahanol ar bethau. Mae yna werthfawrogiad hefyd i safon y chwarae yn **Le Rygbi** (Agenda) lle ceir holl uchafbwyntiau pencampwriaeth rygbi Ffrainc.

Mae'r cyfleoedd ychwanegol sydd yna i fwynhau yr arlwy cyfoethog i blant, drwy'r oriau estynedig ar ddigidol, hefyd yn cael eu gwerthfawrogi.

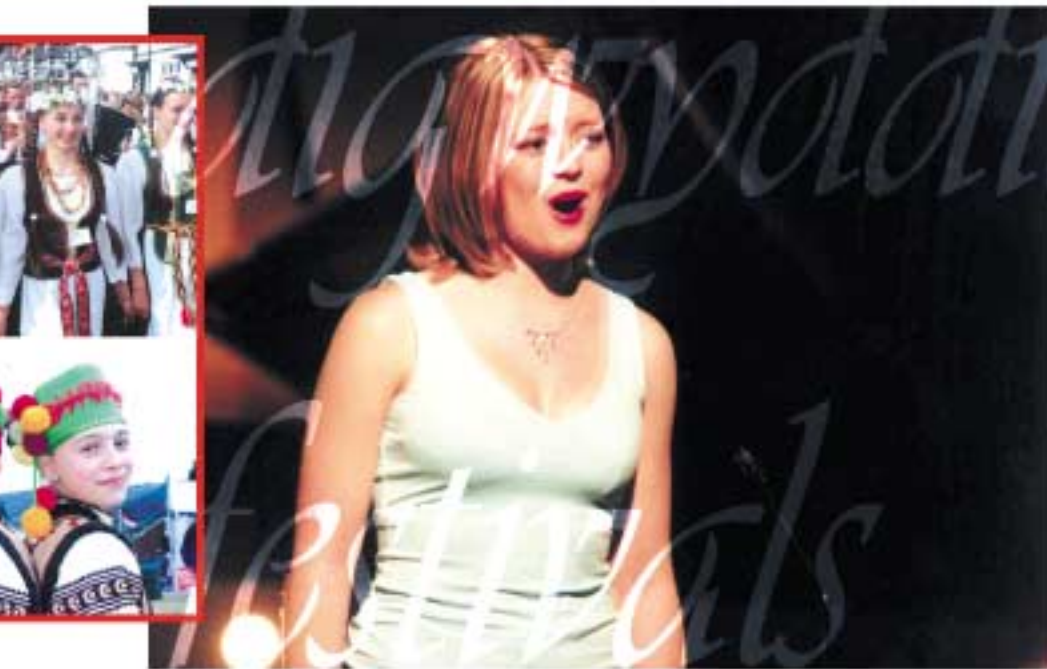
Wrth adolygu blaenoriaethau'r holl wasanaeth, yng ngoleuni'r cyllid sydd ar gael, penderfynwyd dod â rhai cyfresi digidol i ben. Bu **Cwmni Hon** (Hon) wrthi'n ddiwyd am dros dair blynedd yn ceisio sefydlu lle i gylchgrawn canol dydd i fenywod ym mhob rhan o Gymru, tra oedd **Byd Natur** (Telesgôp) yn darparu chwarter awr dyddiol o newyddion am fyfyr natur a'r amgylchfyd.

## Festivals and Events

The cancellation of both the Urdd National Eisteddfod and the Royal Welsh Agricultural Show as a result of the Foot and Mouth crisis was a great disappointment. In close co-operation with Urdd Gobaith Cymru (Welsh League of Youth), a celebration entitled **Gŵyl yr Urdd** (Opus/Antena) was organised. Those involved in staging a new festival for television, to be broadcast from two separate venues, in a matter of weeks deserve high praise indeed. Past winners from the last five years in a limited number of competitions were invited to compete against each other in front of a studio audience. The unique atmosphere of **Eisteddfod Gydwladol Llangollen** (Opus) was expertly brought to the screen, striking an effective balance between conveying information and providing entertainment, giving the event a Welsh dimension, while capturing its quintessentially international flavour. It was the first time for Nia Roberts to front our coverage of this event, and she fulfilled the task with great panache, conducting interviews in French and Italian along the way.

A comprehensive service was provided from **Eisteddfod Genedlaethol Sir Ddinbych a'r Cyffiniau** (BBC) on both the analogue and digital services. Viewers restricted to the analogue service were left with the false impression that they received less coverage of the stage events than before – this, it seems, is due to moving the main ceremonies to the end of each day's schedule.

A programme of highlights from **Sioe Aef Llanelwedd** (Telesgôp) was shown, alongside a **Ffermio** special and for the second year running, the evening session of the **Gŵyl Gerdd Dant** (Tonfedd/Eryri) was successfully shown in its entirety.



## Digital

Live transmissions from a number of festivals have now become an established part of S4C's digital service although fewer national festivals were held during the year because of Foot and Mouth. Presenter Alwyn Humphreys is highly adept at providing all-day commentary for both the Llangollen International Festival and the National Eisteddfod coverage and Hywel Gwynfryn relished the task of providing similar commentary for the Cerdd Dant Festival.

**P'nawn Da** (Agenda) has developed into a popular weekday daytime programme and **Croma** (Cwmni Da) offers a forum for in-depth discussion of the arts every Friday evening. **Bandit** (Boomerang) has a genuine following with Ian Cottrell now recognised as an authority on Welsh rock and pop music. The programme enjoyed one or two international scoops as well as offering a true reflection of the Welsh music scene. **Du a Gwyn** (HTV) provides a detailed discussion of topical issues and **Hacio** (HTV) offers a platform for young broadcast journalists to look at a range of issues. There is genuine appreciation of the standard of rugby in **Le Rygbi** (Agenda), which provides regular highlights of the French rugby championship. The additional programming for children provided by the extended hours on S4C's digital service is also much appreciated by viewers. In assessing the priorities for the whole digital service in the light of the budget available, it was decided that some series would have to come to an end. **Cwmni Hon** (Hon) worked hard for three years to establish a lunchtime magazine strand for women all over Wales, while **Byd Natur** (Telesgôp) provided an enlightening weekday 15-minute nature programme.

## GWASANAETHAU YCHWANEGOL

### Y Rhyngwrwyd a Rhyngweithio

Gwelwyd cynnydd yn y nifer o safleoedd rhaglenni ar wefan S4C yn ystod 2001. Ymhlith yr uchafbwyntiau ym maes Plant roedd lansio safle **Sam Tân, Y Meicrosgop Hud a Bibi**. Rhoddwyd croeso gan ddilynwyr y bêl gron i safle **Sgorio** a lansiwyd ym mis Awst a bu'r Gystadleuaeth Chwaraeon (Criced a Rygbi) yn llwyddiannus gydag ymateb da a gwobrau gwerth chweil.

Chwaraeodd safle **Ffermio** rôl bwysig yn sgîl trafferthion Clwy'r Traed a'r Genau trwy ychwanegu at yr wybodaeth ddiweddaraf a oedd ar gael i amaethwyr, ac ychwanegwyd at apêl y safle yn ystod y flwyddyn. Cyflwynwyd safle difyr i gyd-fynd â'r ddrama **Arachnid**, a rhoddwyd sylw i'r ffilmiau **Solomon a Gaenor, Oed yr Addewid** ac eraill. Bu cyfle i arbrofi yn ystod y flwyddyn, gyda gwe-ddarllediadau am y tro cyntaf o wyl yr Urdd a Llangollen yn llwyddo i ehangu'r cyfleoedd i weld S4C o'r tu hwnt i Gymru. Cafwyd ymateb gan wylwyr mor bell i ffwrdd â Phatagonia a Chanada. Cafwyd cyfle i ryngweithio ar sawl prosiect drwy gysylltu â'r Siop Siarad.

### Gwasanaethau Isdeitlo

Darllidir nifer helaeth o'n rhaglenni gydag isdeitlau Saesneg er mwyn ehangu eu hapêl i'r di-Gymraeg ac aelwydydd ieithyddol cymysg, yn ogystal â galluogi'r byddar a'r trwm eu clyw i fwynhau'r gwasanaeth. Mae'r gwasanaeth yma ar gael ar dudalen 888 ar Teletestun gyda dulliau ychwanegol o'i dderbyn ar raglenni cydamserol ar ddigidol. Isdeitlwyd 77.1% o'r oriau rhaglenni Cymraeg yn ystod 2001, yn sylweddol uwch na'r targed o 70%. Mae hyn yn cyfateb i 1448 o oriau dros y flwyddyn o'i gymharu â 1430 o oriau yn y flwyddyn 2000. Darlledwyd rhai rhaglenni gydag isdeitlau agored, yn arbennig ail ddarllediadau a rhaglenni omnibws o ddramâu poblogaidd fel **Pobol y Cwm, Rownd a Rownd, Amdani a Iechyd Da**.

Ar gyfer dysgwyr Cymraeg, darlledwyd 523 o oriau o raglenni gydag isdeitlau mewn Cymraeg wedi ei symleiddio ar dudalen Teletestun rhif 889. Cyrhaeddwyd y targed o 10 awr yr wythnos o oriau Cymraeg.

Trefnir fod yr isdeitlau ar gyfer y byddar a'r trwm eu clyw a ddarperir gan Channel 4 hefyd ar gael pan ddarllidir neu ail-ddarllidir y rhaglenni hyn ar S4C. Darlledwyd 6532 o'r oriau hyn yn ystod 2001 i gymharu â 4194 yn y flwyddyn 2000.

Estynnwyd yr arbrawf o baratoi disgrifiad sain ar gyfer rhaglenni penodol ar ein gwasanaeth digidol. Bydd y gwasanaeth yma o gymorth i'r deillion a'r rhannol ddall unwaith y bydd y dechnoleg ar gael i fwy o'r gynulleidfa.

### Sbectel

Sbectel yw cylchgrawn teletestun S4C sydd ar dudalennau teletestun 300-399 y sianel. Mae'n cynnwys amrywiaeth helaeth o dudalennau, sy'n cael eu diweddarau'n gyson.



## ADDITIONAL SERVICES

### The Internet and Interactivity

2001 saw an increase in the number of programme sites on the S4C website. Among the highlights in the field of Children's Programming was the launch of new websites for **Fireman Sam**, **Y Meicrosgop Hud** and **Bibi**. Football fans gave a warm welcome to the **Sgorio** website launched in August, while the Sports Competition (Cricket and Rugby) proved popular with an excellent response and worthwhile prizes.

The **Ffermio** website played an important role during the Foot and Mouth crisis, adding considerably to the information available to farmers and others in the industry, and this site was added to during the year. An interesting site was introduced to accompany drama **Arachnid**, and attention was given to the films **Solomon a Gaenor**, **Oed yr Addewid/Do Not Go Gentle** and others. There was an opportunity to experiment during the year with webcasts for the first time from the Urdd Festival and Llangollen International Eisteddfod increasing the opportunities to view S4C from outside Wales, and responses were received from as far afield as Patagonia and Canada. There were opportunities to interact on a number of projects by contacting the Chat Room.

### Subtitling services

A large number of our programmes are broadcast with English subtitles in order both to extend their appeal to non-Welsh speaking and bilingual homes, and enable deaf and hard of hearing viewers to enjoy the service. This service is available on page 888 of Teletext with additional means of receiving it on simultaneous broadcasts on Digital. 77.1% of Welsh-language programmes were subtitled in 2001, considerably more than the target of 70%. This corresponds to 1448 hours over the year, compared with 1430 hours in 2000. Some programmes were broadcast with open subtitles, in particular repeats and omnibus editions of popular dramas like **Pobol y Cwm**, **Rownd a Rownd**, **Amdani** and **Iechyd Da**.

For Welsh learners, 523 hours of programmes with subtitles in simplified Welsh were broadcast on page 889 of Teletext. The target of 10 hours a week of Welsh hours was reached.

Subtitles for the deaf and hard of hearing provided by Channel 4 are also available when these programmes are broadcast or repeated on S4C. 6532 of these hours were broadcast during 2001, compared with 4194 in 2000.

The experiment of preparing sound descriptions for specific programmes on our Digital service was extended. This service will be of benefit to the blind and partially sighted once the technology is available to more of the audience.

### Sbectel

Sbectel is S4C's Teletext magazine which is available on pages 300-399 of the channel. It contains a huge variety of pages, which are updated regularly.

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## YR ADRAN BEIRIANNEG A THECHNOLEG

Fe barhaodd yr Adran Beirianeg a Thechnoleg i gefnogi'r sefydliad yn ei brif rôl o gomisiynu rhaglenni a throsglwyddo'r gwasanaethau. Llwyddwyd i wireddu ein hamcanion adrannol am y flwyddyn bron yn llwyr, gan sicrhau trosglwyddiad a dosbarthiad di-dor ein gwasanaethau rhaglenni. Yn ogystal â gwarantu trosglwyddiad analog S4C a throsglwyddiad S4C Digidol ac S4C 2 ar lwyfannau daearol, cebl a lloeren ddigidol, darparwyd gwasanaethau rheoli a throsglwyddiad i'r Einstein Channel yn ystod y flwyddyn, ar sylfaen fasnachol lled braich.

Datblygwyd meddalwedd rheoli darlledu'r sianel ymhellach i wella amseru'r trosglwyddo. Profodd hyn yn fuddiol iawn i gyflymu'r gwaith o brosesu mewn amgylchfyd aml-sianellog ac yn arbennig wrth ymdopi â digwyddiadau chwaraeon byw, sy'n gallu bod yn arbennig o anodd.

Mae gwelliannau i systemau caledwedd a meddalwedd yr Adran Gyllid wedi cynyddu effeithlonrwydd, cyflymder a dulliau gweithredu'r Adran, gan ddiogelu dyfodol yr agwedd hollbwysig hon ar weithgaredd y sefydliad. Gyda'r defnydd cynyddol o'r we yn y gwaith, mae diogelu rhag bygythiadau i'n gweithgaredd yn bwnc o bwys cynyddol. I'r perwyl hwn, rydym wedi sefydlu meddalwedd a chaledwedd caerog newydd i'n systemau cyfrifiadurol, i leihau unrhyw fygythiad, er ei bod yn amhosibl dileu'r peryglon yn llwyr.

Er mwyn hybu sgiliau technegol yng Nghymru, rydym wedi gweithio gyda'r prifysgolion Cymreig i greu lle ar gyfer un myfyriwr cwrs carlam o fewn yr adran am flwyddyn. Tystiolaeth bellach o'n hymrwymiad i feithrin cronfa o sgiliau o fewn y diwydiant yw creu swydd lawn amser dan hyfforddiant yn yr Adran Graffeg.



## ENGINEERING AND TECHNOLOGY DEPARTMENT

The Engineering & Technology Department continued to support the organisation in its prime role of commissioning programmes and transmission of the services.

We are able to report on near full achievement of the departmental objective of ensuring uninterrupted transmission and distribution of the programme services. In addition to ensuring analogue transmission of S4C, and digital transmission on the terrestrial, satellite and cable platforms of S4C Digital and S4C 2, channel management and transmission services were provided during the year for a third party, the Einstein Channel, on an arm's length commercial basis.

The station's broadcast management software has been further developed to improve the transmission scheduling operation. This has created benefits in the speed of processing in a multi-channel environment and especially in coping with live sporting events which can be particularly onerous.

Upgrades to the Finance Department's hardware and software systems has improved efficiency, speed and functionality whilst future proofing this vital area of the organisation's activity. With the increasing use of the internet and web for our business, the security threat to our operation is an ever important issue. To this end we have implemented new firewall hardware and software to ensure that any risks, whilst impossible to eliminate entirely, are minimised.

In order to promote technical skills in Wales we have worked with the Welsh universities and created a placement for an Electronic Engineering sandwich course student within the department for the year. Our commitment to growing the industry skills base is further evidenced by the creation of a full-time trainee post in the Graphics Department.



## YMWNEUD Â'N GWYLLWYR

Mae S4C yn naturiol yn dymuno i bawb yng Nghymru deimlo perthynas â'r gwasanaethau mae'n eu cynnig. Rhaid i'r berthynas â'r gwyliwr unigol fod yn gadarn ac yn ddyfnach byth yn y dyfodol os yw'r gwasanaethau am gystadlu yn llwyddiannus yn yr oes aml sianellog.

Mae gwerthfawrogi a deall y pethau hynny sy'n bwysig i'n gwylwyr, a bod yn rhan o fywyd cymunedau Cymru, yn thema ganolog yng ngwaith yr adrannau yn S4C sydd yn ymwneud â materion corfforaethol, marchnata a'r wasg.

### Nosweithiau Gwylwyr

Cynhaliwyd nosweithiau ar gyfer gwylwyr yn y Rhyl, Y Drenewydd, Castell-nedd a Phorthmadog, gyda'r bwriad o roi cyfle i gymaint o bobl a phosibl holi'r Cadeirydd, Y Prif Weithredwr a'r Cyfarwyddwr Rhaglenni ar wahanol agweddau ar waith S4C. Gwnawn ymgais i adlewyrchu blaenoriaethau a natur yr ardaloedd hyn yn ffurf y cyflwyniadau, ac mae'r materion a godwyd gan y cyhoedd yn amrywio o ddyfodol darlledu, triniaeth o chwaraeon a chynnwys cyfresi drama i bolisi iaith y Sianel. Unwaith eto cynhaliodd y Cadeirydd sesiwn holi ac ateb fywiog yn Siop Siarad S4C ar y we.

### Materion Corfforaethol

Mae S4C yn awyddus i chwarae ei rhan yn llawn yn y drafodaeth ynglŷn â dyfodol darlledu yn y Deyrnas Unedig ac rydym wedi cyflwyno ein hymateb i Bapur Gwyn y Llywodraeth ar ddyfodol cyfathrebu ac wedi derbyn gwahoddiadau amrywiol eraill i gyfrannu at y drafodaeth gyhoeddus.

Fel darlledwr cyhoeddus, mae S4C yn cydnabod bod ganddi gyfrifoldeb arbennig i sicrhau ei bod yn ymatebol ac yn dryloyw. Rydym wedi trefnu cyflwyniadau ynglŷn â'n gwaith a'n dulliau gweithredu i wleidyddion a phleidiau yng Nghaerdydd a San Steffan. Rydym wedi cyflwyno i Gynulliad Cenedlaethol Cymru, naill ai yn ysgrifenedig neu ar lafar, dystiolaeth ynglŷn â chyfraniad S4C i'r economi yng Nghymru yn ogystal â chyfrannu sylwadau ar adolygiad y Cynulliad ar yr iaith Gymraeg a'r adolygiadau polisi ar gyfer y celfyddydau a diwylliant yng Nghymru.



### Gwifren Gwylwyr S4C

Gwifren Gwylwyr S4C yw'r ffordd hawsaf a mwyaf uniongyrchol o gysylltu ag S4C. Mae rhywun ar gael i dderbyn galwadau drwy'r flwyddyn o 9.00 yb tan 10.00 yh gyda gwasanaeth neges ffôn dros nos.

Yn ystod 2001 deliodd y wifren â chyfanswm o 13,859 o alwadau, llythyrau, negeseuon ffacs ac e-byst. Roedd y cyfartaledd wythnosol o 267 ychydig yn is na'r 279 a dderbyniwyd yn 2000. Fodd bynnag, roedd yna newid yn natur y pynciau oedd yn derbyn sylw'r gwylwyr. Mae ymholiadau ynglŷn â theledu digidol, oedd wedi cynyddu yn fawr dros y tair blynedd flaenorol, yn parhau i gynyddu ond ar raddfa lai. Mae natur yr ymholiadau ynglŷn â theledu digidol hefyd wedi newid wrth i wylwyr ymgyswrtu â'r gwahanol wasanaethau sydd ar gael ar deledu analog a digidol gan adlewyrchu, o bosibl, gynulleidfa ddigidol fwy aeddfed yng Nghymru.

Cynyddodd nifer yr ymholiadau a dderbynnir yn yr iaith Gymraeg o 33% i 38%. Yn unol â phatrwm y llynedd, parhaodd nifer y llythyrau i ostwng – i lawr 4% o gymharu â 2001, gyda chyfathrebu trwy gyfrwng e-bost yn tyfu yn ei boblogrwydd.

## RELATING TO OUR VIEWERS

S4C naturally wants everyone in Wales to feel involved in the services it offers. Our relationship with each viewer needs to be deeper and stronger in the future in order to compete successfully in the multi-channel age. Appreciating and understanding those things which are important to our viewers, and being part of the community in Wales is a central theme of the work of those departments within S4C which deal with corporate affairs, marketing and the press.

### Viewers' Evenings

Viewers' evenings took place in Rhyl, Newtown, Neath and Porthmadog with the intention of offering as many people as possible the opportunity of questioning the Chair, the Chief Executive and the Director of Programmes on different aspects of S4C's work. We attempted to reflect the characteristics and priorities of each area in the form of our presentations. The issues raised by the public varied from the future of broadcasting, the nature of our sports coverage and the content of drama series to the Channel's language policy. Once again, the Chair took part in a live question and answer event in S4C's own internet Chat Room.

### Corporate Affairs

S4C is keen to play a full part in the discussions about the future of broadcasting in the UK. We have responded to the Government's White Paper on "The Future of Communications" and have accepted a number of other invitations to contribute to the public debate.

As a public service broadcaster, S4C recognises that it has a particular responsibility to ensure transparency and accountability. We have offered regular briefings on our role, remit and structures to politicians and parties in both Cardiff and Westminster. We have presented evidence to the National Assembly for Wales, either in writing or orally, on S4C's contribution to the Welsh economy as well as contributing comments on the Assembly's review of the Welsh language and its policy reviews in respect of the arts and culture in Wales.



### S4C Viewers' Hotline

The S4C Viewers' Hotline is the easiest and most straightforward way of contacting S4C. It is staffed throughout the year from 9.00am to 10.00pm with an answer phone service overnight.

During 2001 the hotline dealt with a total of 13,859 calls, letters, faxes and e-mails. The weekly average of 267 was slightly fewer than the 279 received in 2000. However the nature of the issues dealt with is continuing to change. Enquiries about digital television, which had grown rapidly over the past three years, are now growing at a gentler rate. The nature of enquiries on digital television has also changed with viewers becoming more used to the different services available on analogue and digital, reflecting, perhaps, a more mature digital audience in Wales.

The number of inquiries in Welsh increased from 33% to 38%, while, repeating last year's pattern, letters continued to decline, down 4% again in 2001, with e-mail continuing to grow in popularity.

## Marchnata a'r Wasg

Mae swyddogaethau marchnata a chyfathrebu â'r wasg yn elfennau hanfodol o'r ffordd rydym yn siarad â'n gwylwyr ac yn eu cymell i ymwneud â'n rhaglenni a'n gwasanaethau. Ein blaenoriaeth yw sicrhau cyrhaeddiad eang i wahanol raglenni a mathau o raglenni a thrwy hynny sicrhau fod y cyhoedd yn derbyn y gwerth mwyaf posibl o'n gwasanaethau. Ar yr un pryd ceisiwn adlewyrchu amrywiaeth Cymru trwy sicrhau fod ein rhaglenni yn cael eu lansio mewn lleoliadau priodol ar draws y wlad. Eleni, roedd y lleoliadau hyn yn ymestyn o Amgueddfa'r Crynwy yn Nolgellau, lle lanswyd y ddrama gyfnod **Y Stafell Ddirgel**, i'r Dafarn Sinc yn Sir Benfro, lleoliad lawns **Cefn Gwlad: Preseli**. Yn ystod y flwyddyn cynhaliwyd pum lawns ar draws Cymru gyda nifer sylweddol o aelodau'r cyhoedd yn mynychu ac yn gwerthfawrogi.

## Drama

Mae drama yn un o flaenoriaethau S4C ac un o'r amcanion sylfaenol eleni oedd helpu i ddenu cynulleidfaoedd newydd ar gyfer drama gyffrous newydd gan gynnwys **Arachnid** a **Fondue, Rhyw a Deinasors**. Defnyddiwyd posteri, bysiau, taflenni a hysbysiau llawn cynnwrf ar y sgrîn i gyfleu hanfod y cynrychiadau hyn mewn ffyrdd trawiadol. Ar yr un pryd parhaodd y gwaith o sicrhau fod adnabyddiaeth a phoblogrwydd ffefrynnau tymor hir fel **Pobol y Cwm** yn cael eu cynnal. Cynhaliwyd ymgyrch yn yr Hydref gyda llinellau stori newydd yn rhoi cyfle i ddenu sylw sylweddol yn y wasg.

## Chwaraeon

Dyma flaenoriaeth uchel arall. Hyrwyddwyd **Y Clwb Rygbi** ar y sgrîn ac yn y wasg. Lanswyd cwis rygbi ar wefan S4C a chynhaliwyd cystadlaethau a ddenodd filoedd o gynigion mewn cydweithrediad â'r *Welsh Daily Mirror* a'r *South Wales Echo* er mwyn hyrwyddo gemau Cymru yn erbyn yr Eidal a gemau Cwpan y Principality. Yn ogystal â sylw wythnosol i'r **Clwb Rygbi**, cynhaliwyd ymgyrchoedd sylweddol gan gynnwys hysbysebu ar y radio i helpu i hyrwyddo **Taith y Llewod**, **Taith Siapan** a chyfres **Saith Bob Ochr y Byd**.

Cynhaliwyd cwis criced ar y we drwy'r haf a chwis ychwanegol i gyd-fynd â chyfres newydd **Sgorio** yn yr Hydref.



## Plant

Mae marchnata rhaglenni plant S4C yn rhoi cyfle hefyd i hyrwyddo'r iaith Gymraeg ymysg y gynulleidfa ifanc, er enghraifft trwy gyfrwng sioeau llwyfan yn yr Eisteddfod Genedlaethol, a'r Daith Haf. Am y tro cyntaf yn 2001 lanswyd Taith Groto Planed Plant ar draws Cymru a brofodd yn boblogaidd tu hwnt gyda 6,593 o blant a rhieni yn ymweld â Siôn Corn.

Diolch i nawdd a dderbyniwyd gan Western Power Distribution a'r Gymdeithas Brydeinig er Hyrwyddo Gwyddoniaeth, trefnwyd sioe wyddoniaeth i ddathlu Blwyddyn Genedlaethol Gwyddoniaeth, yn gysylltiedig â dwy gyfres newydd, **Y Meicrosgop Hud** a **Labordy 54321**. Ymwelwyd ag ysgolion ar draws Cymru.

Lanswyd nofel gyntaf Daniel Glyn, **Hotel Eddie a'r Dirgelwch o'r Môr**, yng nghwmni 150 o blant ysgol ar fordaith o Gei Newydd, a chefnogwyd gweithgareddau Bardd Plant Cymru Meirion McIntyre Huws trwy gynhyrchu a dosbarthu posteri i ysgolion, a chyhoeddi llyfr barddoniaeth **Rhedeg Ras dan Awyr Las**. Cynhyrchodd cyflwynydd **Planed Plant** Elen Pencwm lyfr o farddoniaeth a ddosbarthwyd yn ystod y Daith Groto.

Yn gyfangwbl yn 2001 ymwelwyd â thros 30 o leoliadau, gan drefnu sioeau a ddenodd gynulleidfaoedd o ddegau o filoedd, gan roi cyfle i wylwyr ifanc gyfarfod â'u harwyr wyneb yn wyneb.

## Dysgu'r Iaith Gymraeg

Ymhlith uchafbwyntiau'r flwyddyn roedd ymgyrch hyrwyddo'r gyfres **Welsh in a Week**. Cafwyd cefnogaeth y *Western Mail*, a gynhaliodd Wythnos y Dysgwyr, cyfres o erthyglau yn tynnu sylw at y Gymraeg, yn ystod yr wythnos yn arwain at ddechrau'r gyfres. Fel rhan o'r ymgyrch, cynhyrchwyd pecynnau gwybodaeth arbennig, gyda chymorth Acen a Bwrdd yr Iaith, ymhlith eraill. Bu'r ymateb i'r pecynnau yn syfrdanol ac fe ddanfonwyd yn agos at 5,000 ohonynt at bobl oedd wedi mynegi diddordeb mewn dysgu'r Gymraeg.

## Dechrau Canu Dechrau Canmol

Dathlodd un o raglenni mwyaf poblogaidd y sianel, **Dechrau Canu Dechrau Canmol**, ei phen-blwydd yn 40 oed yn 2001. Daeth nifer o gyn-gyflwynwyr, cyfranwyr ac aelodau o dimoedd cynhyrchu'r gyfres at ei gilydd yn yr Eglwys Norwyeg, Bae Caerdydd, ar gyfer yr achlysur. Cynhaliwyd ymgyrch drwy'r wasg i ddarganfod hoff emyn y gyfres, gyda gwylwyr yn dewis emyn Lewis Valentine, Dros Gymru'n Gwlad, fel eu hoff emyn erioed.

## Marketing and Press

For S4C, the marketing and press functions are a vital part of the way in which we talk to and involve viewers in our programming and services. Our priority is to ensure the maximum possible value by generating a widespread reach for different programmes and genres. At the same time we try to reflect Wales' diversity by ensuring our programmes are launched in appropriate locations across the country, from the Quakers' Museum in Dolgellau, where period drama **Y Stafell Ddirgel** was launched, to the Tafarn Sinc in Pembrokeshire, the location of the **Cefn Gwlad: Preseli** launch. In total throughout 2001 we held five individual programme launches across Wales, involving hundreds of people.

## Drama

Drama is a priority for S4C, and a key objective during 2001 was to help create new audiences for exciting new drama including **Arachnid** and **Fondue, Rhyw a Deinasors**. From billboards to buses and from leaflets to action-packed promos we sought to communicate the essence of the productions in eye-catching and exciting ways. At the same time, work continued to maintain the profile of long-established favourites such as **Pobol y Cwm**. The autumn saw a renewed focus on the daily soap with gripping storylines providing the ideal springboard for a campaign which made a real impact in the press.

## Sport

Sport was once again prioritised, and **Y Clwb Rygbi** was promoted both on screen and in the press. A rugby quiz was launched on S4C's website, while competitions attracting thousands of entries were held in conjunction with the *Welsh Daily Mirror* and *South Wales Echo* to promote Wales v Italy and the Principality Cup. In addition to **Y Clwb Rygbi's** normal provision, major campaigns, involving radio advertising, helped promote the **Lions' Tour**, the **Japan Tour** and the **World Seven a Side Series**.

A website cricket quiz was held throughout the summer, and a further quiz coinciding with the new series of **Sgorio**, was held in the autumn.



## Children

Marketing S4C's children's programming also gives us an opportunity to promote the Welsh language among a young audience, for example via stage shows at the National Eisteddfod, and the Summer Tour, which visited Parti Ponty, Sesiwn Fawr Dolgellau and Bryn Terfel's Faenol Festival. For the first time in 2001, we launched a Planed Plant Grotto tour of Wales which proved highly popular, attracting 6,593 visitors.

Thanks to sponsorship from Western Power Distribution and the British Association for the Advancement of Science, a science show celebrating National Science Year, linked with two new series on Planed Plant, **Y Meicrosgop Hud** and **Labordy 54321**, took to the road, visiting schools across Wales.

Another highlight was the launch of Daniel Glyn's first novel, **Hotel Eddie a'r Dirgelwch o'r Môr**, in the company of 150 school children from the Ceredigion area on a sea voyage from New Quay.

The activities of Meirion McIntyre Huws, Welsh Children's Laureate, were supported by producing and distributing posters to schools and publishing a book of poetry **Rhedeg Ras dan Awyr Las**. **Planed Plant** presenter Elen Pencwm produced a book of special poetry for children which was distributed via the Grotto Tour.

In all, in 2001 we visited over 30 locations, staging shows that attracted audiences of tens of thousands, giving younger viewers the opportunity to meet their heroes face to face.

## Learning the language

Among the highlights of the year was a campaign to promote Welsh learners' series **Welsh in a Week**. The *Western Mail* gave its full support to the campaign, and held a Welsh Learners' Week, a series of articles and features highlighting different aspects of the language, in the week leading up to the beginning of the series. As part of the campaign special information packs were produced with the assistance of Acen and the Welsh Language Board, among others. The response to the packs was phenomenal and close to 5,000 were sent to people who had expressed an interest in learning Welsh.

## Dechrau Canu Dechrau Canmol

One of the channel's most popular programmes, **Dechrau Canu Dechrau Canmol**, celebrated its fortieth anniversary in 2001. It was delightful to see so many of the former presenters, contributors and members of the series' production teams congregate in the Norwegian Church, Cardiff Bay, for the occasion. As part of the celebrations, a press campaign was held to find the series' favourite hymn, with viewers choosing Lewis Valentine's *Dros Gymru'n Gwlad*, as their all-time favourite.

## Sgrin

Ein cylchgrawn poblogaidd ar gyfer y gwylwyr yw *Sgrin*. Mae'n cael ei ddsbarthu yn chwarterol ac mae'n ymdrin â rhaglenni a digwyddiadau sydd ar fin digwydd. Mae ynddo hefyd gyfweiliadau â phersonoliaethau mwyaf poblogaidd S4C. Mae'n cael ei ddsbarthu i hyd at 37,000 o gartrefi bob chwarter sy'n golygu mai dyma'r cylchgrawn Cymraeg uchaf ei gylchrediad.

## Cadw mewn cysylltiad

Yn ystod y flwyddyn cyflawnwyd gofynion Deddf Ddarlledu 1990 trwy gyflenwi pecyn gwybodaeth am yr amserlen wythnosol i'r wasg dair wythnos cyn y cyfnod darlledu. Parhawyd i noddï tudalennau teledu *Y Cymro*, cylchgrawn teledu y *Daily Post* ar ddydd Sadwrn, a chylchgrawn Sadwrn y *Western Mail* (ar y cyd gydag HTV). Fel rhan o'r nawdd gyda'r *Western Mail*, sicrhawyd gofod hyrwyddo wythnosol yng nghyfes papurau'r Celtic yn y de ddwyrain. Bu'r atodiadau wythnosol yn gyfrwng effeithiol i sicrhau sylw cyson i'r gwasanaeth rhaglenni trwy gydol y flwyddyn, o gofio mai prin iawn yw'r cyfle i gael sylw i raglenni Cymraeg yn y papurau a gyhoeddir yn Lloegr ond sy'n uchel eu cylchrediad yng Nghymru hefyd.

## Gwobrau Marchnata

Cafwyd llwyddiant rhyngwladol yng nghynhadledd Promax ym Miami, wrth i S4C gipio tair gwobr arian am waith hyrwyddo rhaglenni Chwaraeon a Phlant a delwedd gorfforaethol y Sianel.



## Sgrin

*Sgrin* is our popular viewers' magazine. It is distributed quarterly and covers up and coming programmes and events. It also features interviews with S4C's most popular personalities. Distributed to 37,000 homes every quarter, it has the largest circulation of any Welsh language publication.

## Keeping in touch

During the year, the requirements of the 1990 Broadcasting Act were fulfilled via the provision of a programme information pack/weekly schedule, supplied to the press, three weeks before the broadcasting date. Sponsorship of *Y Cymro*, the *Daily Post's* weekend TV supplement *TV Wales*, and the *Western Mail's Saturday Magazine* (in partnership with HTV) continued. As part of the *Western Mail* sponsorship, coverage was guaranteed in the Celtic Press series in south east Wales. The weekly supplements were an effective way of ensuring regular, all year round coverage to the programme service.

## Marketing Awards

S4C found international success at the Promax Conference in Miami, winning three silver prizes for its work in promoting Sport and Children's programmes, and the channel's corporate image.



awards

## ADRODDIAD GAN REOLWR GYFARWYDDWR S4C MASNACHOL

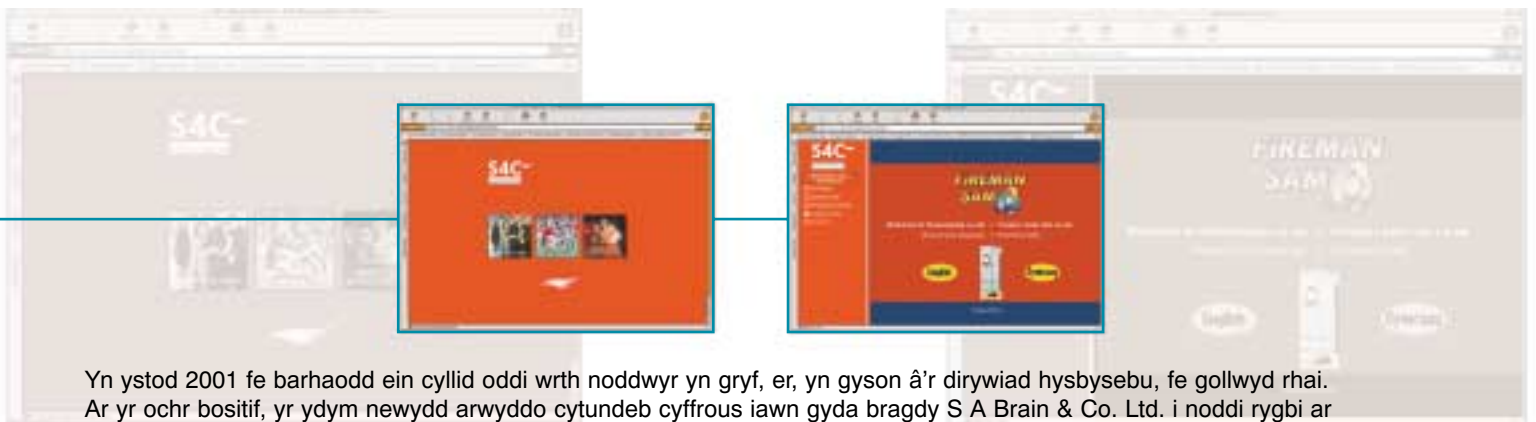
O safbwynt masnachol roedd 2001 yn flwyddyn gymysg i ni fel cwmni. Gwnaeth y farchnad dot.com alluogi tyfiant digyffelyb i'r farchnad hysbysebu yn ystod 2000, ond yn 2001 golygodd gwasgfa yn y farchnad hon ein bod o dan bwysau drwy gydol y flwyddyn. Gwaethgodd y sefyllfa o ganlyniad i ddiwyddiadau trychinebus Medi'r 11eg.

Serch y dirywiad yma, mae agweddau eraill ar y busnes wedi parhau i lwyddo, gan gynyddu cyfanswm y trosiant busnes i £20.1m, o gymharu â £18.7m yn 2000.

Mae bron pob prif hysbysebwr yn parhau i gefnogi S4C ar y sgrîn, ac un yn unig o'r 50 prif hysbysebwr, o ran gwariant, ym Mhrydain nad sy'n defnyddio S4C. Yn y farchnad leol, fodd bynnag, cawsom flwyddyn gythryblus. Dinistriwyd rhan gyntaf y flwyddyn gan Glwy'r Traed a'r Genau, a wnaeth effeithio ar lawer o'n hysbysebwr yng nghefn gwlad Cymru. Sut bynnag, yn ystod yr ail hanner fe ddaeth yr hysbysebwr yma yn ôl ac o ganlyniad gwelwyd gostyngiad o 1% yn unig i'w gymharu â llynedd.

Mae'r nifer o hysbysebwr sy'n hysbysebu yn y Gymraeg wedi cynyddu yn ystod y flwyddyn, 40 o'i gymharu â tharged o 35 (27 yn 2000). Yr ydym yn credu ei fod yn ddatganiad pwysig gan ein hysbysebwr bod defnyddio'r Gymraeg i dargedu darpar gwsmeriaid yn gwneud synnwyr masnachol. Dengys ymchwil bod ein gwylwyr yn ffafrio hyn, a'n bwriad yn 2002 yw annog mwy o hysbysebwr i wneud hyn.

Mae'r Sianel Feithrin a'n prif gwmni masnachol sef S4C Rhyngwladol cyf. wedi trosi £12.84m, o'i gymharu â £12.75m yn 2000. Mae'r cynnydd yma er gwaetha'r wasgfa hysbysebu, ac mae'n adlewyrchu'r cynnydd mewn gwerthiant gan ein hadran gwerthiant rhaglenni rhyngwladol a chan y Sianel Feithrin cyf. o flwyddyn i flwyddyn.



Yn ystod 2001 fe barhaodd ein cyllid oddi wrth noddwyr yn gryf, er, yn gyson â'r dirywiad hysbysebu, fe gollwyd rhai. Ar yr ochr bositif, yr ydym newydd arwyddo cytundeb cyffrous iawn gyda bragdy S A Brain & Co. Ltd. i noddi rygbi ar S4C, ac yr ydym yn edrych ymlaen at berthynas hir a ffrwythlon gyda'r cwmni.

Ym maes gwerthiant rhyngwladol a chyd-gynrychiadau, yr oedd 2001 yn flwyddyn lwyddiannus iawn, lle adeiladwyd ar ein henw da ym meysydd animeiddio a rhaglenni ffeithiol. Yn ystod 2001 fe wnaethom farchnata 23 awr o raglenni newydd i'r farchnad rhyngwladol, gan weithredu fel cynrychiolwyr ar gyfer cyfres **Animated Classics**.

Yn y categori animeiddio plant, marchnatwyd 15 awr newydd eleni, sy'n cynnwys **Nadolig yn y Caribi** (1x30') a ddarlledwyd ddydd Nadolig ar ITV a S4C. Rhaglenni newydd eraill yw **Tecwyn y Tractor** (39x15'), **Bibi Bêl** (13x10') a **Bryn Seren** (13x10').

Yn Rhagfyr 2001, cyhoeddwyd datblygiad newydd cyffrous i S4C Rhyngwladol, sef arwyddo cytundeb gyda Gullane ccc i fuddsoddi mewn cyfres newydd o **Sam Tân**. Mae'r cytundeb yn golygu fod Gullane a S4C nawr yn cyd-reoli'r ecwiti yn y cymeriadau. Bydd y gyfres animeiddio enwocaf mae Cymru wedi ei hallforio yn cael ei hadfywio o ganlyniad i'r cytundeb yma, ac fe fydd Sam a'i ffrindiau yn dod yn wynebau cyfarwydd i hyd yn oed fwy o blant ledled y byd. Rhaid cydnabod ein dyled i'r penderfyniadau dewr a wnaed rhwng 1985 ac 1996 i fuddsoddi yn Sam, a osododd seiliau mor gadarn. Carwn, felly, ddiolch i'r tri a gychwynnodd y cymeriad a'r cysyniad, David Gingell, David Jones a Rob Lee.

Yn 2001 fe lansiodd 5 awr o ddogfennau ffeithiol. Roedd y rhain yn cynnwys **Hedfan yr Iwerydd**, cyd-gynhyrchiad gyda "La Cinquieme" o Ffrainc, ac **Ar Drywydd y Greal Sanctaidd**. Yn ystod y flwyddyn parhau fu'r buddsoddi i brosiectau newydd, a fydd yn barod i'r marchnadoedd yn 2002 a 2003. Ar ddiwedd y flwyddyn roedd dros 100 awr o gyd-gynrychiadau mewn datblygiad a fydd yn ein galluogi i ehangu yn y maes yma.

Cafodd ein cwmni rheoli sianelau flwyddyn gymysgld, oherwydd y problemau masnachol sydd yn wynebu sianelau sy'n lansio o'r newydd. Mae ein trosiant yn y maes yma wedi cynyddu o £0.58m yn 2000 i £1.1m. Serch hynny, collwyd un o'n cwsmeriaid, Einstein Channel, ar ddechrau 2002, ac felly y mae sialens fawr o'n blaenau i ddatblygu a hyrwyddo yr agwedd hon o'r fusnes.

Fe gyfrannodd SDN £6.3m o drosiant i'r grŵp yn 2001 yn erbyn £5.4m yn 2000. Mae'r penderfyniad a wnaed yn Ebrill 2002 i ddirwyn i ben ag ITV Digital wedi golygu adolygiad llwyr o deledu digidol daearol gan bob corff sy'n ymwneud ag ef, gan gynnwys SDN. Roedd SDN yn bartner 50/50 gydag ITV Digital yn ITV Select. Bu'n rhaid diddymu'r gwasanaeth hwnnw a chymryd camau i ddirwyn y bartneriaeth i ben. Mae SDN wedi gwneud cais am y trwyddedau plethiad sy'n cael eu hail hysbysebu gan gynnig y fantais o fod yn ddarparwr llwyfan niwtral ar gyfer gwasanaethau all gynnwys sianelau teledu di-dâl a rhaid talu.

Yn 2001, trosglwyddodd ymdrechion masnachol y swm o £2.922m i S4C, o'i gymharu â'n targed o £2.672m. Y mae 2002 yn argoeli i fod yn flwyddyn anodd i ni ym mhob ffordd, yn arbennig os bydd y gostyngiad mewn hysbysebu yn parhau. Serch hynny yr ydym yn disgwyl trosglwyddo £3.47m i S4C yn ystod y flwyddyn. Er y bydd hi'n anodd i gynnal tyfiant yn ystod y cyfnod anodd hwn, ein nod yw i barhau i ymchwilio a gwneud y mwyaf o botensial masnachol pob agwedd ar weithgaredd teledu sydd yn agored i ni.

## A REPORT FROM THE MANAGING DIRECTOR OF S4C MASNACHOL

2001 was a mixed year for S4C's commercial arm. The slump in the dot.com market that enabled unprecedented growth in the advertising market during 2000 meant that throughout the year we were under pressure in this, our core activity. The situation worsened in the fourth quarter due to the tragic events of September 11.

Despite this downturn, elsewhere our business continued to flourish, resulting in an increased turnover throughout the group of £20.1m, compared with £18.7m in 2000.

Almost all major advertisers continued to support S4C on screen, with only one of the UK's top fifty advertisers by spend not using S4C. In the local market, however, we had a turbulent year. The first half was devastated by the Foot and Mouth crisis, which affected many of our advertisers in rural Wales. Nonetheless, the second half of the year saw these advertisers return, which resulted in us being only 1% down year on year in this category.

The number of advertisers using the Welsh language increased during the year to 40, against our target of 35 (27 in 2000). We see it as a very important statement by advertisers that advertising in Welsh to prospective customers makes sound commercial sense. Research indicates our viewers prefer this, and it is our intention to encourage more advertisers to do the same in 2002.

During 2001 our sponsorship revenue continued to be strong, although, as with the advertising downturn, we did suffer some losses. On the positive side, we signed a very exciting deal with brewer S A Brain and Co. Ltd. to sponsor rugby on S4C, and we look forward to a long and fruitful relationship with the company.

S4C Rhyngwladol cyf, our main trading company, and The Nursery Channel turned over £12.84m, compared with £12.75m in 2000. This slight increase is despite the advertising slump indicated above, and demonstrates the increased sales generated by the international programme sales division, and programme production through The Nursery Channel Ltd year on year.



In the field of international programme sales and co-production we had a successful year in 2001 which again built on our reputation as a major player in the fields of animation and factual programming. In 2001 we marketed 23 hours of new programming to the international market, and also represented a third party series, **Animated Classics**.

In the Children's animation genre we marketed 15 new hours this year which included **A Caribbean Christmas**, a Christmas day special for ITV and S4C. Other new programmes included **Tecwyn y Tractor** (39x15'), **Bibi Ball** (13x10') and **Star Hill Ponies II** (13x10').

In December 2001 we announced a major new development for S4C International in a deal with Gullane plc to invest in and create a new series of **Fireman Sam**. The deal means that Gullane and S4C International now jointly manage the equity of the character. Wales' most famous animated export will be given an exciting new lease of life by this commitment to a new series, and is set to become an even more familiar face to children around the globe. The future for Sam can only be this bright because of the brave decisions made in the past to invest in Sam between 1985 and 1996. My thanks therefore are extended to the three originators of the character and of the concepts, David Gingell, David Jones and Rob Lee.

Five hours of factual documentaries were launched in 2001. These included **Highways in the Sky**, co-produced with La Cinquieme of France, and **In Pursuit of the Holy Grail**. During the year we continued to invest in the development of substantial new projects which will be ready for the markets in 2002 and 2003. At the end of the year we had over 100 hours of factual programming in various stages of development which will allow for our expansion in this area to continue.

Our channel management company had a varied year, largely due to the continuing commercial difficulties experienced in launching new channels. Our own turnover in this field increased to £1.1m from £0.58m in 2000. However, we lost one of our clients, Einstein Channel, early in 2002, and consequently there is a challenging future ahead to grow and develop this aspect of the business.

SDN contributed £6.3m of turnover to the group in 2001, against £5.4m in 2000. The decision in April 2002 to wind up ITV Digital has resulted in a reappraisal of digital terrestrial television by all the organisations involved, including SDN. ITV Select (in which SDN was a 50/50 partner with ITV Digital) has ceased transmission and is being wound up. SDN has applied for the licences formerly held by ITV Digital, offering the advantage of being a neutral platform provider for services which could include both free-to-air and pay tv channels.

In 2001, commercial activities transferred £2.922m to S4C against a budgeted return of £2.672m. 2002 promises to be a very difficult year for us on all fronts, particularly as the advertising downturn continues. However, we budget to transfer £3.47m to S4C during the year. While maintaining growth will be difficult in the current climate, our objective is to continue to investigate and maximise the commercial potential of every aspect of television-related activity open to us.



## CYDYMFFURFIAETH DARLLEDU A CHWYNION

Mae'n gyfrifoldeb ar Awdurdod S4C, fel corff rheoleiddio'r sianel, i sicrhau bod y gwasanaethau rhaglenni yn cydymffurfio â'r codau rheoleiddio perthnasol a gofynion statudol eraill a osodir gan y Deddfau Darlledu. Ymhellach i'r dyletswydd yma, mae'r Awdurdod yn cyhoeddi canllawiau ei hun ar gyfer cyflenwyr rhaglenni ar weithredu codau'r Comisiwn Teledu Annibynnol (ITC). Mae'r canllawiau yn mynd tu hwnt i godau'r ITC mewn perthynas â rhai agweddau arbennig o'r gwasanaeth rhaglenni, megis polisi iaith, sydd yn benodol i S4C.

Mae'r drefn reoleiddio fewnol sy'n cael ei gweithredu gan brif swyddogion rhaglenni gyda chefnogaeth gyfreithiol, yn cael ei hatgyfnerthu gan wasanaeth arolygu allanol. Mae'r gwasanaeth monitro yn cael ei ddarparu gan Sefydliad Thomson ar y cyd â'r Adran Astudiaethau Theatr, Ffilm a Theledu ym Mhrifysgol Cymru Aberystwyth. O dan delerau'r trefniant hwn, mae holl arlwy Cymraeg S4C ar ei gwasanaeth analog yn cael ei arolygu gan dîm monitro sydd hefyd yn arolygu gwasanaeth digidol S4C. Mae'r tîm hefyd yn ystyried agweddau cydymffurfiaeth sy'n codi o ail amseru rhaglenni Channel 4 ar S4C. Mae adroddiadau misol y tîm yn cael eu hystyried gan Grŵp Cydymffurfiaeth S4C, sydd â chadeirydd annibynnol, ac sy'n cynnwys cynrychiolwyr o'r grŵp monitro, yn ogystal â phrif staff perthnasol S4C.

Mae Cadeirydd y Grŵp Cydymffurfiaeth yn cyflwyno adroddiadau i Awdurdod S4C bob mis ar berfformiad y gwasanaeth rhaglenni yng nghyd-destun materion rheoleiddio. Mae'r adroddiadau yn ystyried materion ar gydbwysedd gwleidyddol, chwaeth a gwedduster, trais, defnydd iaith ac unrhyw faterion perthnasol eraill.

Yn ogystal, yn ystod 2001 paratowyd adroddiadau arbennig ar gyfer ystyriaeth yr Awdurdod ar y sylw a roddwyd i gynadleddau'r pleidiau gwleidyddol ac Etholiad Cyffredinol San Steffan. Yn y ddau achos roedd yr Awdurdod yn fodlon bod y darlledu wedi bod yn ddiuedd, cytbwys a theg.

Mae'r materion mwyaf difrifol sy'n deillio o'r gweithgareddau arolygu yn cael eu cyfeirio at yr Awdurdod. Cyhoeddir penderfyniadau'r Awdurdod ar achosion o dramgwyddo difrifol yn yr Adroddiad Blynyddol. Tra cyfeiriwyd chwe achos yn ystod 2001, penderfynodd yr Awdurdod nad oedd unrhyw un ohonynt yn cyfiawnhau bod camau pellach yn cael eu cymryd.

Mae hawl gan y cyhoedd i gwyno'n uniongyrchol at Awdurdod S4C ynglŷn â materion cydymffurfiaeth. Yn ystod 2001, dim ond un gŵyn o'r fath a gyfeiriwyd at Bwyllgor Cwynion yr Awdurdod. Daeth y gŵyn oddi wrth Gyngor Sir Caerfyrddin parthed y bennod o'r gyfres materion cyfoes **Y Byd ar Bedwar** a ddarledwyd ar 5 Mehefin 2000. Byrdwn cwyn y Cyngor oedd nad oedd y rhaglen dan sylw yn gytbwys nac yn ddiuedd. Teimlodd y Cyngor hefyd fod y modd yr oedd gwneuthurwyr y rhaglen wedi 'rhuthro' at Arweinydd y Cyngor i geisio cael cyfweliad wedi bod yn annerbyniol. Yn ei gasgliadau, a gafodd eu cymeradwyo gan yr Awdurdod llawn, dywedodd y Pwyllgor ei fod yn fodlon fod y rhaglen dan sylw yn bwnc o ddiddordeb cyhoeddus oedd yn haeddu cael ei drafod ar y pryd ac iddi fod yn deg â Chyngor Sir Caerfyrddin. Penderfynodd y Pwyllgor hefyd bod ymgais gwneuthurwyr y rhaglen i geisio cyfweliad gydag Arweinydd y Cyngor yn cwrdd â gofynion y côd rhaglenni. Penderfynodd yr Awdurdod, felly, i beidio â chymryd camau pellach yn y mater hwn.

Mae'r Comisiwn Safonau Darlledu hefyd ag awdurdod dros y rhaglenni a ddarledir ar S4C. Yn ystod 2001, fe ddedfrydodd y Comisiwn ar gwynion mewn perthynas â'r canlynol:

**Yn Erbyn y Wal** a ddarledwyd ar 30 Tachwedd 2000 – Chwaeth a gwedduster – Nid oedd y gŵyn yn ddilys

**Taro Naw** a ddarledwyd 9 Hydref 2000 – Triniaeth Annheg - Dilys yn rhannol

**Brass Eye Special** a ddarledwyd ar 26 Gorffennaf 2001 – Chwaeth a Gwedduster; Trosedd; Camdrin plant – Dilys yn rhannol

## BROADCAST COMPLIANCE AND COMPLAINTS

As the regulatory body for S4C, it is the responsibility of the S4C Authority to ensure that the programme services comply with the relevant regulatory codes and other statutory requirements as specified by the Broadcasting Acts. In furtherance of this duty, the Authority publishes its own guidelines for programme suppliers on implementing the Independent Television Commission (ITC) programme codes. The guidance goes beyond the ITC codes in relation to certain aspects of the programme services, such as language policy, that are specific to S4C.

S4C's internal regulatory procedures for ensuring compliance with the programme codes, which are implemented by S4C's commissioning team with legal support, are reinforced by an external monitoring service. The monitoring service is provided by the Thomson Foundation and the Department of Theatre, Film and Television Studies at the University of Wales Aberystwyth. Under the terms of this arrangement, a monitoring team reviews all S4C's Welsh-language output on analogue, and monitors S4C's digital service. It also considers the compliance aspects of rescheduling Channel 4 programmes on S4C. The team's monthly reports are considered by S4C's Compliance Group which has an independent chair and which consists of representatives of the monitoring group, along with the relevant senior staff of S4C.

The Compliance Group's chairman reports to the S4C Authority every month on the programme service's performance in respect of compliance with the guidelines. Reports cover matters of political balance, taste and decency, violence, the use of language, unjust or unfair treatment in programmes, and any other relevant issues.

Additionally, during 2001, special reports for consideration by the Authority were prepared on S4C's coverage of the party political conferences and the Westminster General Election. In both cases, the Authority was satisfied that coverage had been impartial, balanced and fair.

The most serious matters arising from the monitoring process are referred to the S4C Authority. The Authority's decisions relating to instances of serious breaches of S4C guidelines are published in the Annual Report. Six cases were referred during 2001 but the Authority decided that none warranted any further action.

Members of the public have the right to complain directly to the S4C Authority about matters of compliance. During 2001, only one such complaint was referred to the Authority's Complaints Committee. This was a complaint from Carmarthenshire County Council concerning an edition of the current affairs series **Y Byd ar Bedwar** broadcast on 5 June 2000. The main thrust of the Council's complaint was that the programme in question was neither balanced nor impartial. The Council also felt that the manner in which the programme makers had rushed at the leader of the Council to seek an interview had been unacceptable. In its findings, subsequently endorsed by the full Authority, the Committee said it was satisfied that the programme concerned a topic of public interest that deserved to be discussed at the time. The Committee also decided that the programme makers' attempt to seek an interview with the Leader of the Council met the requirements of the programme code. The Authority decided, therefore, to take no further steps in this matter.

Programmes broadcast on S4C also come under the jurisdiction of the Broadcasting Standards Commission. During 2001, the Commission adjudicated on complaints in relation to the following:

**Yn Erbyn y Wal** broadcast on 30 November 2000 – Taste and Decency – Not upheld

**Taro Naw** broadcast on 9 October 2000 – Unfair Treatment - Upheld in part

**Brass Eye Special** broadcast on 26 July 2001 – Taste & Decency; Crime; Abuse of Children – Upheld in Part

## ADNODDAU DYNOL

### Nod Siarter

Cafodd ein cais i adnewyddu'n Nod Siarter, gwobr sy'n cael ei dyfarnu am ragoriaeth mewn gwasanaeth cyhoeddus, ei gymeradwyo am dair blynedd arall. Dywed adroddiad yr Aseswyr bod S4C yn parhau i ddarparu gwasanaeth eithriadol o uchel i gwsmeriaid ac iddynt weld mor frwd a balch yr oedd staff S4C wrth drafod yr holl bethau a gyflawnwyd ac a gafodd eu gwella ers dyfarnu'r wobwr yn y lle cyntaf, yn 1998.

### Polisiau cyflogaeth

Ym Medi, fis cyn dyddiad gorfodol gweithredu'r Ddeddfwriaeth Pensiwn Budd-ddeiliad, cynigiodd S4C ddarpariaeth pensiwn i rai rhwng 18 – 25 oed ar ffurf "cynllun amgen penodedig" (sef y cynllun Pensiwn Personol Grŵp cyfredol drwy Clerical & Medical). Dyfarnwyd codiad cyflog cyffredinol o 2.5% ym mis Gorffennaf gydag isafswm o £400. Derbyniwyd a chaniatawyd cais oddi wrth BECTU yn gofyn am gael eu cydnabod fel yr undeb i gynrychioli rhai o staff yr Adran Gyfrifiadurol a'r Gegin. Drwy BECTU y mae "Cytundeb Tŷ" ar ran rhai o swyddi'r Adran Dechnegol a'r Adran Gyflwyno'n cael ei adolygu.

Mis Mai oedd mis olaf David Meredith ar ein llyfrau fel aelod llawn o'r gweithlu cyn ymddeol. Ar ôl dechrau ym maes cysylltiadau cyhoeddus gyda'r Bwrdd Croeso, treuliodd dalp helaeth o'i yrfa yn hyrwyddo achos HTV. Yna bu'n gweithredu ar ei liwt ei hunan cyn ymuno â S4C yn 1993. Talodd y diwydiant eu teyrngedau i'r "bonwr o ddoctor sbinio" am ei lafur; gwnaed ef yn Gymrawd cyntaf BAFTA Cymru ym mis Rhagfyr a bu'n destun rhaglen deyrnged ar S4C dan y teitl **Y Dyn Rwber**. Ei olynydd fel Pennaeth y Wasg yw Hannah Thomas, a ddaeth atom o Cadw.

Daeth cwmwl gofid dros aelwyd Dylan Morus, Rheolwr Isdeitlo S4C, yn yr Hydref, pan gafodd Dylan driniaeth frys yn Ysbyty'r Mynydd Bychan, a hynny ar drothwy genedigaeth ei blentyn cyntaf ef a'i briod Nia. Cafodd fyw i weld a threulio'r Nadolig a'r Calan yng nghwmni ei ferch fach, Grug Elain, ond trist yw cofnodi iddo'n gadael yn Ysbyty'r Felindre, Caerdydd, ar Ionawr 10fed, 2002, yn 38 mlwydd oed.

Cydyndeimlwn â Nia, Grug Elain a'r teulu oll yn eu colled.

Ymhlith y teyrngedau ddyfynnwyd yn angladd Dylan Morus yn Llanuwchllyn, lle treuliodd ei lencyndod, oedd yr englyn hwn o eiddo'r Prifardd Elwyn Edwards:

*Rhodawn i bridd wenau bro - oherwydd  
Dyl Mor sy'n yr amdo;  
Dyl annwyl ein hwyl oedd o,  
a Dylan ein cyd-wylo.*

A tribute to Dylan Morus by the poet Elwyn Edwards

### Adeiladau/Strategaeth eiddo

Gwnaed gwelliannau i systemau awyru dwy adran lle bu cynnydd yn niferoedd y staff a'r offer technegol, ac ail-garpedwyd llawr isaf y bloc technegol. Yn dilyn ail-strwythuro adrannau, mae nifer o swyddfeydd a staff wedi eu hail-leoli. Amharwyd ar ein darllediadau am ychydig a difrodwyd offer gan dân yn un o oleuadau nenfwd y bloc technegol ym mis Mawrth. Fe'i diffoddwyd mewn dim ac ni chafodd neb anaf. Fodd bynnag, bu'n rhybudd amserol o'r angen am ofal parhaol a thanlinellodd ein hymdrechion i godi ymwybyddiaeth o ddiogelwch ac iechyd ymhlith y gweithlu. Yn dilyn argymhelliad y Pwyllgor Archwilio y dylid enwebu Swyddog Iechyd a Diogelwch, cytunodd Arshad Rasul, Cyfarwyddwr Peirianeg a TG S4C, i ymgymryd â'r cyfrifoldeb.

### Yr amgylchedd

Newidiwyd un o'r prif gwmnïau sy'n ail-gylchu ar ein rhan. Yn dilyn arolwg a chyngor cwmni rheolaeth ynni, rydym wedi newid cyflenwyr ein trydan, y llinellau telefon i'r adeilad a'n telefonau symudol. Mae arolwg pellach ar waith i geisio arbedion ar ein systemau awyru. Mae cyfleusterau cynnal cyfarfodydd fideo rhwng Caerdydd a'n swyddfa yng Nghaernarfon hefyd wedi eu gwella.

## HUMAN RESOURCES

### Charter Mark

Our application to renew our Charter Mark, an award given for excellence in public services, was granted for a further three years. The Assessors' report states that S4C continues to provide a service of exceptional standard to customers and that they had witnessed S4C staff's pride and enthusiasm in discussing all that has been achieved and improved since the accolade was first awarded in 1998.

### Employment Policies

In September, a month before the date for compulsory implementation of the Stakeholder Pension Legislation, S4C proposed pension provision for 18-25 year olds in the form of a "prescribed alternative scheme" (namely Clerical & Medical's current Group Personal Pension plan). A general salary increase of 2.5% was awarded in July with a minimum of £400. A recognition request from BECTU was received and granted asking to be acknowledged as the union representing certain IT and Kitchen staff. A review of the House Agreement for certain posts in the Technical and Presentation Departments has also been under discussion with BECTU.

May was David Meredith's last month on our pay-roll, prior to his retirement. Having started in the field of public relations with the Wales Tourist Board, he spent the lion's share of his career as standard bearer for HTV. He then worked on a freelance basis before joining S4C in 1993. The industry paid tribute to the genial maestro of spin doctoring, awarding him the first ever BAFTA Cymru Fellowship in December. S4C also profiled him in a one-off special, **Y Dyn Rwber** (The Rubber Man). His successor as Head of Press is Hannah Thomas, who joined us from Cadw.

Tragically, the autumn saw dark clouds gathering over S4C's Subtitling Manager, Dylan Morus. On the eve of the birth of his and wife Nia's first child, Dylan underwent emergency surgery in the University of Wales Hospital, Cardiff. He lived long enough to celebrate his daughter, Grug Elain's first Christmas, but died at Cardiff's Velindre Hospital on January 10th 2002, aged 38. His funeral was held in Llanuwchllyn, where he had spent his youth. An area rich in traditional Welsh culture, several poets offered poignant eulogies in his memory.

We offer our condolences to Nia, Grug Elain and all the family in their loss.



### Buildings/Property Strategy

Improvements were made to the air conditioning in two departments which had seen an increase in staff numbers and technical equipment. The ground floor of the technical block was also recarpeted. Following the restructuring of certain departments, several offices and staff members have been relocated. Our next aim is to re-vamp the facilities by which goods, parcels and post are delivered to the building. In March, our transmissions were disrupted for a while and equipment was damaged by fire in one of the overhead lights. It was quickly extinguished and no-one was hurt. It was, however, a timely reminder of the need for continuous vigilance and served to underline our efforts to raise awareness of health and safety issues among the workforce. Following the Audit Committee's recommendation that a Health and Safety Officer be appointed, Arshad Rasul, S4C's Director of Engineering and IT, agreed to undertake the responsibility.

### The Environment

One of the main contractors responsible for re-cycling on our behalf was replaced. Following a review and advice from an energy management company, we've also changed our electricity, telephone line and mobile 'phone suppliers. A further review is underway to seek savings on our air conditioning system. The video conferencing facilities between Cardiff and Caernarfon have also been improved.

## Cynllun Iaith S4C

Darperir adroddiad yn flynyddol i Fwrdd yr Iaith Gymraeg ar ein perfformiad dan y Ddeddf Iaith. Derbyniwyd un gŵyn oddi wrth ddarlennydd papur dyddiol am hysbyseb uniaith Saesneg gyda logo S4C ymhlith noddwyr yr achlysur. Eglurwyd i'r llythyrwr nad oedd ei gŵyn wedi ei chyfeirio at y sefydliad cywir gan mai ein hunig gysylltiad oedd bod un o raglenni S4C yn darlledu portreadau o'r cystadleuwyr. Mae Gwifren Gwylwyr S4C yn derbyn a delio gyda'r mwyafrif llethol o sylwadau, ymholiadau a chwynion a ddaw i sylw S4C. Cyflwynwyd trefn i gofnodi ymholiad neu gŵyn am "iaith cyfathrebu ag aelodau'r cyhoedd". Ni dderbyniwyd yr un gŵyn drwy'r broses hon oedd yn berthnasol i'n gweithrediad o'r Cynllun Iaith.

## Hyfforddiant

Dyfarnodd TEC De Ddwyrain Cymru wobwr am "ymarfer rhagorol" i S4C ar sail ein hymdrechion ar gyfer y wobwr Buddsoddwyr Mewn Pobl a ddyfarnwyd y flwyddyn flaenorol. Yn dilyn y gwerthusiadau a'r cynlluniau adrannol, darparwyd Cynllun Hyfforddiant Corfforaethol am 2001.

Roedd y cynllun yn sicrhau ystod eang o gyrsiau hyfforddi ar gyfer staff S4C, gan gynnwys sgiliau rheoli a chyfathrebu safonol, cyrsiau technegol penodol i'r diwydiant a chyrtsiau technegol a chyfrifiadurol cyffredinol. Bu hyfforddi priodol hefyd ym meysydd cyllid, hawlfraint, cysylltiadau cyhoeddus, cymorth cyntaf, iechyd a diogelwch ac asesu risg. Bu 16 aelod o staff yn mynychu gwersi Cymraeg yn wythnosol, a chefnogwyd 12 oedd yn dilyn cyrsiau proffesiynol allanol. Ar ôl 10 mlynedd fel ein Swyddog Hyfforddi, ymadawodd Nia Gwynn am swydd yn Nulyn ac fe'i holynwyd gan Carys Lewis Morgan.

Rhan bwysig iawn o strategaeth S4C yw ceisio sicrhau darpariaeth hyfforddiant eang a chymwys, yn ogystal â chyfleoedd i ddod i mewn i'r diwydiant yn y sector annibynnol sy'n cyflenwi ein rhaglenni.

Parhawyd i roi cefnogaeth sylweddol i Cyfle, y corff sy'n darparu hyfforddiant yn y sector llawrydd, mewn cydweithrediad ag aelodau TAC ac undeb BECTU. Roedd gwerth cefnogaeth S4C eleni dros £300,000. Cafodd 10 o newydd ddyfodiad ifainc fantais ar gyrsiau blwyddyn Cyfle sy'n cynnig amrywiaeth o hyfforddiant cyffredinol, hyfforddiant penodol a lleoliad gwaith tra'n cynnig cynhaliaeth sylfaenol gwerth £7,500 y flwyddyn i bob un. Yn ogystal, elwodd 160 o bobl ar gyrsiau byrion a oedd ar gael i'r diwydiant yng Nghymru yn gyffredinol mewn meysydd sy'n cynnwys technoleg, cynhyrchu, iechyd a diogelwch a busnes.

Mae'n un o amodau derbyn comisiwn gan S4C fod y cwmni naill ai'n cyfrannu'n ariannol at gynlluniau hyfforddi Cyfle neu'n darparu ei gynllun hyfforddi ei hun, sy'n cael ei gytuno a'i fonitro gan S4C. Mae'r cydweithio agos hyn gyda'r sector cynhyrchu yn sicrhau lefel uchel o ymroddiad i hyfforddi yn y diwydiant teledu yng Nghymru.

Bu'r Prif Weithredwr yn gweithredu fel aelod o'r Audio Visual Industries Training Group (AVITG) a gyhoeddodd adroddiad ar anghenion hyfforddi y diwydiannau clyweledol ym Mhrydain gydag argymhellion penodol ynglŷn â'r ffordd ymlaen. Roedd y rhain yn cynnwys argymhellion penodol mewn perthynas â Chymru ac mae S4C wedi ymrwymo i chwarae ei rhan yn llawn yn y broses o sicrhau gweithredu'r argymhellion hyn.

## CYFRANIADAU YCHWANEGOL

### Nawdd

Gweithredwyd rhaglen o nawdd gwerth £73,230 i roi cymorth i weithgareddau cyrff sydd ag amcanion cyfochrog â rhai S4C. O Glybiau Ffermwr Ifanc a Choleg Cerdd a Drama Cymru, i British Screen, y Guardian International Television Festival, ac Opera Canolbarth Cymru, fe elwodd nifer o gyrff o'n cefnogaeth. Roedd hyn ar ben y £155,000 a gyfrannwyd i gefnogi Cerddorfa Genedlaethol Cymru y BBC.

### Elusen

Sefydliad Prydeinig y Galon oedd elusen S4C am 2001. Er gwaethaf problemau gweinyddol a threfniannol ar gychwyn yr ymgyrch, gyda chefnogaeth S4C, codwyd degau o filoedd o bunnoedd i'r elusen, a chyfrannodd y cyhoeddusrwydd at ei broffeil yn ystod y flwyddyn. Bu peth trafferth trefnu gweithgareddau oherwydd argyfwng Clwy'r Traed a'r Genau a symudwyd wythnos yr apêl o fis Mehefin i fis Medi. 2001 oedd blwyddyn olaf **Heno** fel conglfaen yr apêl a rhaid canmol ymroddiad staff cwmni Agenda dros y blynyddoedd wrth gynnal brwdfrydedd a rhoi pob cymorth i'r elusennau gwahanol.

### Gŵyl Ysgolion Shakespeare

Rhyddhawyd Chris Grace, ein Cyfarwyddwr Animeiddio, am ran sylweddol o'i amser i weinyddu'r ŵyl lwyddiannus hon. Perfformiwyd sgriptiau talfyredig dramâu Shakespeare – a grëwyd yn wreiddiol ar gyfer cyfres deledu animeiddiedig S4C - gan blant ysgol 11-15 oed. Llwyfannwyd y cynyrchiadau mewn theatrau proffesiynol gyda chymorth hyfforddwyr o'r Royal Shakespeare Company Workshop. Gyda chefnogaeth Cynulliad Cenedlaethol Cymru, fe gynhelir gŵyl ddwyieithog mewn 11 lleoliad ledled Cymru yn yr Hydref. Gobeithir y bydd y prosiect yn arwain at sefydlu gŵyl ledled Prydain mewn blynyddoedd i ddod.

### Hyrwyddo'r Diwydiant a Thalent yng Nghymru

Yn ystod y flwyddyn cyhoeddwyd mai yng Nghymru y cynhelir Ffair Gyd-gynhyrchu Cynllun **Media**'r Gymuned Ewropeaidd ar gyfer animeiddio ym mis Medi 2002. Enw'r ffair hon yw Cartoon ac fe'i chynhelir ym Mhlas y Faenol, Caernarfon. Disgwylir tua wyth gant o ddarlledwyr, animeiddwyr, arianwyr, cynhyrchwyr a'r wasg o bob rhan o Ewrop i ymgynnull. Mae'r Cynulliad Cenedlaethol wedi ymuno ag S4C, S4C Rhyngwladol, Cyngor Sir Gwynedd ac Awdurdod Datblygu Cymru i gefnogi'r digwyddiad. Y gobaith yw y bydd cefnogaeth uniongyrchol S4C i animeiddwyr o Gymru a'u prosiectau yn y ffair hon yn fodd i sicrhau llwyddiant rhyngwladol sylweddol.

## S4C's Language Policy

A report is prepared annually for the Welsh Language Board regarding our performance in respect of the Welsh Language Act. One complaint was received from a reader of a daily newspaper regarding a monoglot English advertisement including S4C's logo among a list of an event's sponsors. It was explained to the correspondent that his complaint had not been addressed to the appropriate body, since our only involvement was to broadcast profiles of the competitors taking part. We also drew the correspondent's attention to the monoglot Welsh advertisements which had also appeared to publicise the same event. S4C's Viewers' Hotline deals with the vast majority of comments, enquiries and complaints received. New procedures were introduced to more easily identify any comment or complaint regarding the language used to communicate with members of the public. No complaints were actually identified as a result of this procedure in respect of our implementation of the Language Plan.

## Training

S4C won an award for "best practice" from South East Wales TEC in recognition of our endeavours in relation to the Investors in People prize we were awarded the previous year. Following appraisals and departmental plans, a Corporate Training Plan for 2001 was formulated.

The plan ensured the availability of a wide range of training courses for S4C employees, including management and communications skills, specific technical courses relating to the industry and general technical and computer courses. Appropriate training was also offered in the fields of finance, copyright, public relations, first aid, health and safety and risk assessment. Sixteen members of staff attended weekly Welsh lessons and 12 who followed professional courses externally were supported. After 10 years as Training Officer, Nia Gwynn left for a new post in Dublin and she was replaced by Carys Lewis Morgan.

An important aspect of S4C's strategy is to ensure wide-ranging and appropriate training provision, and to provide footholds into the industry within the independent sector which supplies our programmes.

We continued our substantial support to Cyfle, the body which provides training within the freelance sector, in association with TAC and BECTU members. The value of S4C's support this year exceeded £300,000. Ten newcomers benefited from Cyfle's year-long courses, which offer general training, specific training and work placements to individuals whilst offering basic support worth £7,500 a year to each one. As well as this, 160 people attended shorter courses which were provided for the benefit of the industry in Wales generally, on aspects ranging from technology and production to health and safety and business.

One of the conditions incumbent upon any company accepting an S4C commission is to contribute financially to Cyfle's training schemes or provide its own training scheme which will be agreed and monitored by S4C. This degree of close co-operation with the independent sector secures a high level of commitment to training within the TV industry in Wales.

The Chief Executive served as a member of the Audio Visual Industries Training Group (AVITG) which published a report on the training needs of the audio-visual industries in Britain, with specific recommendations regarding the way ahead. These included proposals specifically geared towards Wales, and S4C is committed to playing its part fully in ensuring the implementation of these proposals.

## ADDITIONAL CONTRIBUTIONS

### Sponsorship

A sponsorship programme worth £73,230, giving support to the activities of organisations whose aims coincide with S4C's, was operated. From Young Farmers Clubs and the Welsh College of Music and Drama, to British Screen, the Guardian International Television Festival, and Mid Wales Opera, a number of organisations have benefited from our support. This was in addition to the £155,000 contributed to the BBC National Orchestra of Wales.

### Charity

The British Heart Foundation was S4C's charity for 2001. Despite administrative and organisational problems at the beginning of the campaign, with S4C's support, tens of thousands of pounds were raised for the charity, while the additional publicity contributed to its profile during the year. Some difficulties were experienced in organising events because of the Foot and Mouth crisis and the appeal week was moved from June to September. 2001 was **Heno's** last year as the bedrock of the appeal and praise must go to the dedication of the staff at Agenda, who over the years have given enthusiastic support to a number of charities.

### Shakespeare Schools Festival

Chris Grace, S4C's Director of Animation, was released for a significant part of his time to administer this exceptionally successful festival. Abbreviated scripts of Shakespeare's plays – created originally for S4C's animated television series – were performed by school children aged 11-15. The productions were staged in professional theatres with the assistance of trainers at the Royal Shakespeare Company Workshop. With support from the National Assembly for Wales, a bilingual festival will be held in 11 locations the length and breadth of Wales in the autumn of 2002. It is hoped that this project will lead to the expansion of the festival throughout the UK in years to come.

### Promoting the Industry and Talent in Wales

During the year it was announced that the European Community's **Media** Co-production Fair for animation would be held in Wales in September 2002. The festival is known as Cartoon and it will be held in Plas Faenol, Caernarfon. Some eight hundred broadcasters, animators, financiers, producers and press are expected to attend from all parts of Europe. The National Assembly for Wales has joined S4C, S4C International, Gwynedd County Council and the Welsh Development Agency to support the event. The hope is that S4C's direct support of animators in Wales and their projects in this festival will be a means of ensuring significant international success.

Tabl 1

## DANGOSYDDION PERFFORMIAD ALLWEDDOL GWASANAETH RHAGLENNI 2000

	Targed	Canlyniad
Nifer yr oriau o raglenni Cymraeg ar analog bob wythnos	32	36.75
Nifer yr oriau o raglenni Cymraeg bob wythnos ar S4C Digidol	84	84
Canran o'r oriau brig (6.30pm i 9.30pm) sy'n cynnwys rhaglenni Cymraeg	80%	93.25%
Nifer o oriau o raglenni drama gwreiddiol y flwyddyn	100	100
Nifer o oriau rhaglenni gwreiddiol ar gyfer plant yn ystod y flwyddyn	110	120
Rhaglenni newyddion yn ystod yr oriau brig yn ystod yr wythnos (munudau) ar benwythnosau	40 15	40 15
Canran o isdeitlau Saesneg ar raglenni Cymraeg	70%	75%
Canran o'r boblogaeth yn gallu derbyn y gwasanaeth analog	98%	98%
Canran o raglenni Cymraeg wedi eu cynhyrchu yng Ngymru	95%	98.6%
Darlledu rhaglenni mwyaf poblogaidd Channel 4:		
(i) o fewn 7 diwrnod	80%	84%
(ii) o fewn 14 diwrnod	90%	90%
<i>Cyhoeddwyd rhestr lawn o ddangosyddion perfformiad ar wefan S4C</i>		

Table 1

## KEY PERFORMANCE INDICATORS PROGRAMME SERVICE 2000

	Target	Achieved
Number of hours per week of Welsh-language programmes on analogue	32	36.75
Number of hours per week of Welsh-language programmes on S4C Digital	84	84
Percentage of peak hours (6.30pm to 9.30pm) devoted to Welsh-language programmes	80%	93.25%
Number of hours of original drama per annum	100	100
Number of hours of original children's programmes per annum	110	120
News programmes in peak hours during week (minutes) on weekends	40 15	40 15
Percentage of English-language subtitles on Welsh-language programmes	70%	75%
Percentage of population of Wales able to receive analogue service	98%	98%
Percentage of Welsh-language programme output produced in Wales	95%	98.6%
Broadcasting Channel 4's most popular programmes:		
(i) within 7 days	80%	84%
(ii) within 14 days	90%	90%
<i>A full list of performance indicators is published on S4C's website</i>		

<b>Y Gwasanaeth Rhaglenni: Cyfran a Chyrhaeddiad</b> <b>The Programme Service: Share and Reach</b>		
<b>Cyfran / Share</b>	<b>2000</b>	<b>2001</b>
Siaradwyr Cymraeg, holl oriau <i>Welsh speakers, all hours</i>	13.5%	11.9%
Siaradwyr Cymraeg, oriau brig Cymraeg <i>Welsh speakers, peak Welsh hours</i>	15.3%	13.8%
Holl wylwyr, holl oriau <i>All viewers, all hours</i>	7.7%	6.3%
Siaradwyr Cymraeg, oriau brig Cymraeg: Gogledd Cymru <i>Welsh speakers, peak Welsh hours: North Wales</i>	12.5%	10.9%
Siaradwyr Cymraeg, oriau brig Cymraeg: Gorllewin Cymru <i>Welsh speakers, peak Welsh hours: West Wales</i>	19.6%	19.1%
Siaradwyr Cymraeg, oriau brig Cymraeg: De Cymru <i>Welsh speakers, peak Welsh hours: South Wales</i>	11.7%	7.6%
<b>Cyrhaeddiad Wythnosol / Weekly Reach</b>		
	<b>2000</b>	<b>2001</b>
Siaradwyr Cymraeg, holl oriau <i>Welsh speakers, all hours</i>	75%	69%
Holl wylwyr, holl oriau <i>All viewers, all hours</i>	58%	51%
Siaradwyr Cymraeg, holl oriau: Gogledd Cymru <i>Welsh speakers, all hours: North Wales</i>	77%	71%
Siaradwyr Cymraeg, holl oriau: Gorllewin Cymru <i>Welsh speakers, all hours: West Wales</i>	80%	75%
Siaradwyr Cymraeg, holl oriau: De Cymru <i>Welsh speakers, all hours: South Wales</i>	65%	53%



## Ysgoloriaethau S4C/S4C Scholarships

1. Bethan Williams	Diploma Actio, Douglas Webber, Llundain <i>Diploma in Acting, Douglas Webber, London</i>	Caernarfon
2. Alun Saunders	Diploma Ôl-raddedig Actio, Coleg Cerdd a Drama Cymru <i>Post-graduate Diploma in Acting, Welsh College of Music and Drama</i>	Castell Nedd Neath
3. Deian Siôn Rowlands	Astudiaethau Offerynnol Uwch, Mmus-AIS, Guildhall (Telynor) <i>Senior Instrumental Studies, Mmus-AIS, Guildhall (Harpist)</i>	Caerffili Caerphilly
4. Elin Wyn Lewis	Diploma Uwch Mewn Perfformio, Coleg Cerdd a Drama Cymru <i>Senior Diploma in Performance, Welsh College of Music and Drama</i>	Rhydaman Ammanford
5. Rhian Medi Green	Diploma Ôl-raddedig mewn Actio, Coleg Cerdd a Drama Cymru <i>Post-graduate Diploma in Acting, Welsh College of Music and Drama</i>	Caernarfon
6. Lowri Elen Jones	MA Ffilm a Theledu, Prifysgol Warwick <i>MA Film and Television, Warwick University</i>	Aberteifi Cardigan
7. Anna Bell	Diploma Astudiaethau Dawns Cyfunol, Canolfan Laban, Llundain <i>Diploma in Communal Dance Studies, Laban Centre, London</i>	Bow Street
8. Samantha Cole	Diploma Uwch mewn Perfformio, Coleg Cerdd a Drama Cymru <i>Senior Diploma in Performance, Welsh College of Music and Drama</i>	Abertawe Swansea
9. Mirain Haf Roberts	Cwrs Ôl-raddedig mewn Theatr Gerddorol, Yr Academi Frenhinol <i>Post-graduate Course in Music Theatre, Royal Academy of Music</i>	Bangor
10. Peter Alex Beckett	Cwrs Actio, RADA (ail flwyddyn) <i>Acting Course, RADA (second year)</i>	Rhydaman Ammanford
11. Andrew Mathews-Owen	Diploma Ôl-raddedig mewn Perfformio, Yr Academi Frenhinol (pianydd) (ail flwyddyn) <i>Post-graduate Diploma in Performance, Royal Academy (pianist) (second year)</i>	Castell Nedd Neath
<p>Ysgoloriaeth Goffa T Glynne Davies (dyfernir hon drwy Brifysgol Cymru Caerdydd) <i>The T Glynne Davies Memorial Scholarship (awarded via University of Wales Cardiff)</i> Owain Evans, Aberystwyth</p> <p>Ysgoloriaeth MA/Diploma Mewn Cynhyrchu Cyfryngol, Bangor (eto drwy'r brifysgol) <i>MA Scholarship/Diploma in Media Production, Bangor (awarded via university)</i> Mali Parry Jones, Morfa Nefyn, Pwllheli Sara Eysyllt Jones, Pentyrch, Caerdydd/Cardiff</p> <p>Mae S4C hefyd yn cefnogi myfyrwyr ar gyrsiau MA yng Ngoleg y Drindod, Caerfyrddin ac ar gyrsiau Ysgol Ffilm Ryngwladol Casnewydd, ac yn ariannu Ysgoloriaeth Syr Geraint Evans yng Ngholeg Cerdd a Drama Cymru. <i>S4C also supports students on MA courses at Trinity College, Carmarthen and on courses at the Newport School of International Film, and funds the Sir Geraint Evans Scholarship at the Welsh College of Music and Drama.</i></p>		

## YMCHWIL

### Mesur Cynulleidfa

Mae S4C yn tanysgrifio i BARB (Broadcasters' Audience Research Board), sy'n gyfrifol am ddarparu ffigurau cynulleidfaoedd teledu ar draws gwledydd Prydain. O fewn Cymru, mae gan S4C banel atodol er mwyn gallu dadansoddi patrymau gwyllo siaradwyr Cymraeg ac asesu gwahaniaethau rhanbarthol o ran lefelau gwyllo. Nodir y casgliadau yn gryno ar dudalen 60.

### Ymateb Cynulleidfa

Caiff Panel Ymateb Cynulleidfa S4C ei redeg gan NOP. Mae 1,500 o bobl ar y panel sy'n darparu adborth rheolaidd i S4C ar faterion yn ymwneud â rhaglenni a mesur misol o lefelau gwerthfawrogiad. Deisyfwyd ymateb y panel i rychwant o bynciau, gan gynnwys argyfwng Clwy'r Traed a'r Genau, ein rhaglenni sy'n adlewyrchu bywyd go iawn a defnydd ein hymatebwyr o gyfrifiaduron ac e-byst. Daethpwyd o hyd i ymatebwyr hefyd ar gyfer ystod eang o raglenni unigol.

Defnyddiwyd mesurau gwerthfawrogiad i gymharu perfformiad rhaglenni S4C gyda rhaglenni sianelau eraill. Mae mesuriad gwerthfawrogiad yn golygu rhoi sgôr allan o gant i raglenni yn seiliedig ar lefel mwynhad. Yn ystod y flwyddyn, o un ar bymtheg o *genre*-au rhaglenni, roedd rhaglenni Cymraeg S4C yn cael eu gwerthfawrogi'n fwy na rhaglenni sianelau eraill mewn tri chategori (Adloniant Ysgafn [Digwyddiad Arbennig], Adloniant Teuluol a Rhaglenni Hamdden). Mewn un categori ar ddeg (Materion Cyfoes [Gwleidyddol], Rhaglenni Crefyddol, Cyfresi Drama, Rhaglenni Newyddion, Dogfennau, Dogfennau Natur, Adloniant Ysgafn [Amrywiol/Cerddoriaeth Canol y Ffordd], Adloniant Ysgafn [Comedi Cyffredinol], Rhaglenni Chwaraeon, Comedi Sefyllfa a Sioeau Cwis) barnwyd fod rhaglenni S4C cystal â rhaglenni darlledwyr eraill yn ystod yr un cyfnod. Ystyriwyd eu bod nhw o safon is mewn dau gategori (Operâu Sebon a Materion Cyfoes [Buddiannau Defnyddwyr]).

### Ymchwil Mewn Ysgolion

Gweithiodd Swyddog Ymchwil Ysgolion S4C mewn chwe ysgol gynradd a chwe ysgol uwchradd ar hyd y flwyddyn, gan fesur ymateb plant o bob oedran i rychwant eang o raglenni cyfredol. Cafwyd hefyd brosiectau arbennig yn holi am gyflwynwyr rhaglenni a rhaglenni animeiddio a rhagbrofwyd dwy gyfres ddrama newydd i'r ardeggau. Cofnodwyd dyddiaduron gwyllo a ffordd o fyw i greu darlun go fanwl o ymddygiad plant dros gyfnod y Nadolig.

### Prosiectau Ymchwil

Gydol y flwyddyn, fe ddefnyddiwyd prosiectau ymchwil i fwydo gwybodaeth i'r rhai oedd yn cymryd penderfyniadau ym mhob maes, gan gynnwys datblygu a chynhyrchu rhaglenni, amserlennu a marchnata.

Cynhaliwyd prosiectau arbennig i asesu barn gwylwyr am **Pobol y Cwm**, rhaglen beilot sioe gwis, a chyflwynwyr.

Yn ystod 2001, cyd-gyllidodd S4C astudiaeth ethnograffig gyda'r Brifysgol Agored yng Nghymru, yn edrych ar y defnydd o'r cyfryngau yn y cartref. Bydd y canlyniadau ar gael yn 2002.

Ar y cyd gyda'r Sefydliad Cenedlaethol Brenhinol dros y Byddar (RNIB), cefnogodd S4C brosiect i asesu'r galw am isdeitlau Cymraeg i'r byddar a'r trwm eu clyw.

Cafodd y fformat ar gyfer **Wedi 6**, y rhaglen gylchgrawn ar gyfer amserlen newydd Ionawr 2002, ei rhagbrofi mewn dau gam gwahanol yn ystod yr Hydref a chafodd nifer ledled Cymru gyfle i ddweud eu dweud am bob elfen o'r rhaglen.

Cynhaliwyd gwaith gwerthuso helaeth gan yr Adran Farchnata i ddylanwadu ar steil a thôn ymgyrchoedd marchnata ac i asesu eu heffeithlonrwydd.

Fel rhan o broses barhaus i ddeall dymuniadau gwylwyr, cafodd astudiaeth ansoddol ar raddfa eang ei chynnal ymhlith rhai 14-40 oed yn 1998. Dilynwyd hyn gan astudiaeth fesurol yn 1999 ac yn 2001 cynhaliwyd rhagor o waith ansoddol gan BLINC. Amcan y tri phrosiect oedd rhoi gwell amcan i S4C o agweddau siaradwyr Cymraeg o wahanol lefelau o ruglder tuag at eu hunaniaeth, eu defnydd o amser hamdden a'r iaith Gymraeg. Roedd prosiect NOP yn 1999 yn disgrifio a diffinio pum categori y gellid dosbarthu gwylwyr iddynt, yn seiliedig ar hunaniaeth ac iaith. Yna ceisiodd yr ymchwil wneud y rhain yn berthnasol i ddewisiadau'r gwylwyr.

Ceisiodd prosiect 2001 gasglu fwy byth o wybodaeth ynglŷn ag agweddau gwylwyr tuag at yr iaith Gymraeg a rhaglenni S4C. Dyma'r canlyniadau'n fras:

Mae pobl Cymru yn disgwyl i S4C gyflawni nifer o ofynion gwahanol ac maen nhw'n disgwyl cymaint, os nad mwy, o un sianel Gymraeg ei hiaith ag a geir gan sianelau Saesneg. Disgwylir i S4C adlewyrchu chwaeth a ffordd o feddwl yr holl siaradwyr Cymraeg, gan gydnabod fod gwahaniaethau dirfawr rhwng unigolion ynglŷn â sut y maen nhw'n gweld eu hunaniaeth Gymreig. Pwysleisiodd yr ymchwil bwysigrwydd rhaglenni unigryw Gymreig, ond roedd ffrwd gref o feddwl hefyd o'r farn na ddylai adlewyrchu Cymreictod fod yn gyfystyr â mewnblygrwydd. Cafodd **Byd Pws** ei grybwyll yn aml fel enghraifft o raglen unigryw Gymreig nad oedd hyd yn oed wedi ei lleoli yng Nghymru. Roedd gwylwyr am weld eu cymunedau a'r ffordd Gymreig o fyw (boed yn draddodiadol neu'n gyfoes) yn cael eu portreadu ar y sgrin, ond roedden nhw hefyd am i S4C edrych tua'r byd mawr a chyfleu agwedd ryngwladol.

Ar sawl achlysur, cododd peth lle i ofidio nad oedd gwylwyr yn ymwybodol o amrywiaeth y gwasanaeth ar hyn o bryd. Tanlinellodd hyn y fagl sydd ynghlwm wrth geisio bod yn "bopeth i bawb" a'r perygl, o'r herwydd, o ymddangos fel petaen ni ddim yn targedu neb yn benodol. Yr ateb gan nifer o'r rheiny a ymatebodd oedd datblygu ail sianel – un ddigidol, o bosibl – gyda llais a delwedd iau.

## RESEARCH

### Audience Measurement

S4C is a subscriber to BARB (Broadcasters' Audience Research Board), which is responsible for the provision of television audience figures across the United Kingdom. Within Wales, S4C has a boost panel in order to analyse the viewing patterns of Welsh speakers, and to assess regional variations in viewing levels. The summaries are noted on page 60.

### Audience Reaction

S4C's Audience Reaction Panel of 1,500 respondents, run by NOP, supplied S4C with regular feedback on programming issues and monthly appreciation indices. Reactions were sought on a range of subjects including coverage of the Foot and Mouth crisis, our real-life programmes and respondents' use of computers and e-mail. Responses were also obtained in respect of a wide range of individual programmes.

Appreciation indices were used to compare the performance of programmes on S4C with those on other channels. An appreciation index is a score out of 100 indicating programme enjoyment. During the year, across sixteen programme genres S4C's Welsh-language programmes were more highly appreciated by Welsh speakers than those of other channels in three categories (Light Entertainment [Special Events], Family Entertainment and Leisure Programmes). In eleven categories (Current Affairs [Political], Religious Programmes, Drama Series, News Programmes, Documentaries, Nature Documentaries, Light Entertainment [Variety/Middle of the Road Music], Light Entertainment [General Comedy], Sports Programmes, Situation Comedies, and Quiz Programmes), S4C's programmes were considered equal to those of other channels broadcast during the same period. In two categories (Soaps and Current Affairs: Consumer Affairs), they were rated lower.

### Research in Schools

S4C's Schools Research Officer worked in six primary and six secondary schools over the year, gauging the reaction of children of all ages to a wide range of current programmes. There were also projects asking about programme presenters and animation programmes, and pre-tests of two new drama series for teenagers. Viewing and lifestyle diaries were recorded to establish the behaviour of children over the Christmas viewing period.

### Research Projects

Research projects throughout the year were used to inform decision making across all areas, including programme development and production, scheduling and marketing.

Specific projects were carried out to assess viewers' opinions regarding **Pobol Y Cwm**, a pilot version of a quiz programme, and programme presenters.

During 2001 S4C was a partner in co-funding an ethnographic study with the Open University in Wales, looking at media usage in the home environment. The results will be available in 2002.

S4C was a joint partner with the RNID in a project to assess the demand for Welsh-language subtitling for deaf and hard of hearing people.

The format for **Wedi 6**, the magazine programme for 2002's new January schedule, was piloted in two stages in the autumn, and respondents across Wales gave their opinions on all programme elements.

Marketing evaluation work was used widely by the Marketing Department to influence the style and tone of marketing campaigns, and to assess their effectiveness.

As part of a continuing process aimed at understanding viewers' needs, a large-scale qualitative study among 14-40 year olds was conducted in 1998. A follow-up quantitative study was carried out in 1999, and during 2001 further qualitative work was carried out by BLINC. All three projects sought to give S4C a greater insight into the attitudes of Welsh speakers of different levels of fluency towards their sense of identity, use of leisure time and the Welsh language. The 1999 NOP project described and quantified five broad categories within which viewers might be classified, according to statements made about identity and language. The research then sought to relate these to viewing preferences.

The 2001 project sought to elicit further information regarding viewers' attitudes to the Welsh language and to S4C programmes. The broad conclusions were as follows:

The people of Wales expect S4C to fulfil a number of different requirements and they expect just as much, if not more, from a single Welsh language channel as they do from English-language channels. S4C is expected to reflect the tastes and ways of thinking of all Welsh speakers, recognising that there are considerable differences between the ways individuals conceive of their Welsh identity. The importance of unique and distinctive Welsh programmes was emphasised in the research, but there was also a strong current of thought that reflecting Welshness should not be equated with introspection. **Byd Pws** was cited frequently as an example of a uniquely Welsh programme, though not located in Wales. Viewers wished to see their communities and the Welsh way of life (traditional and modern) portrayed on screen but they also wished S4C to look outwards with an international attitude.

There was some room for concern that in many instances viewers were not aware of the current diversity of the service. This underlined the difficulties of successfully seeking to be 'all things to all people' and the consequent danger of not appearing to be clearly targeted at any particular group. The solution for some respondents was to develop a second channel – possibly digital – with a consistently younger image and voice.

## 30 Rhaglen Uchaf S4C yn 2001: Rhaglenni Cymraeg \* S4C Top 30 2001: Welsh Language Programmes \*

1.	<b>Pobol y Cwm (Gwen/Sul) (Fri/Sun)</b>	09 & 11.03.01	253,000
2.	<b>Pobol y Cwm (Maw/Sul) (Tues/Sun)</b>	01 & 06.05.01	249,000
3.	<b>Pobol y Cwm (Mer/Sul) (Wed/Sun)</b>	14 & 18.02.01	230,000
4.	<b>Pobol y Cwm (Iau/Sul) (Thurs/Sun)</b>	08 & 11.03.01	223,000
5.	<b>Pobol y Cwm (Llun/Sul) (Mon/Sun)</b>	12 & 18.03.01	214,000
6.	<b>Y Clwb Rygbi Y Gêm: Casnewydd v Castell Nedd</b> Y Clwb Rygbi Y Gêm: Newport v Neath	13.05.01	162,000
7.	<b>Y Clwb Rygbi Y Gêm: Cymru v Y Barbariaid</b> Y Clwb Rygbi Y Gêm: Wales v Barbarians	20.05.01	161,000
8.	<b>Y Clwb Rygbi: Cymru v Rwmania</b> Y Clwb Rygbi: Wales v Romania	19.09.01	154,000
9.	<b>Y Clwb Rygbi: Cymru A v Lloegr A</b> Y Clwb Rygbi: Wales A v England A	02.02.01	134,000
10.	<b>Arachnid (Sul/Maw) (Sun/Tues)</b>	04. & 06.02.01	129,000
11.	<b>Pam Fi Duw? (Iau/Sul) (Thurs/Sun)</b>	01 & 04.02.01	122,000
12.	<b>Y Clwb Rygbi Y Gêm: Caerdydd v Abertawe</b> Y Clwb Rygbi Y Gêm: Cardiff v Swansea	31.03.01	118,000
13.	<b>Ffermio</b>	28.02.01	116,000
14.	<b>Y Clwb Rygbi: Cymru A v Yr Ariannin</b> Y Clwb Rygbi: Wales A v Argentina	06.11.01	115,000
15.	<b>Taith y Llewod 2001: ACT Brumbies v Y Llewod</b> Taith y Llewod 2001: ACT Brumbies v Lions	03.07.01	113,000
	<b>Taith y Llewod 2001: Awstralia v Y Llewod</b> Taith y Llewod 2001: Australia v Lions	30.06.01	113,000
17.	<b>Rownd a Rownd (Mer/Sul) (Wed/Sun)</b>	31.01.01 & 04.02.01	112,000
	<b>Newyddion 9:40pm (Sul) (Sun)</b>	08.04.01	112,000
19	<b>Iechyd Da (Sul/Maw) (Sun/Tues)</b>	01 & 03.07.01	108,000
20	<b>Gŵr y Gwyrthiau (Sul/Llun) (Sun/Mon)</b>	08 & 16.04.01	106,000
21	<b>Cefn Gwlad</b>	09.03.01	105,000
22	<b>Y Clwb Rygbi: Cymru A v Tonga</b> Y Clwb Rygbi: Wales A v Tonga	13.11.01	101,000
23	<b>Amdani (Sul/Maw) (Sun/Tues)</b>	21 & 23.09.01	100,000
24	<b>Newyddion/Chwaraeon</b>	24.02.01	98,000
25	<b>Heno</b>	01.05.01	97,000
=	<b>Y Clwb Rygbi Y Gêm: Castell Nedd v Casnewydd</b> Y Clwb Rygbi Y Gêm: Neath v Newport	15.9.01	97,000
27	<b>Am Y Gorau</b>	03.03.01	94,000
28	<b>Fondue, Rhyw a Deinosors (Sul/Maw) (Sun/Tues)</b>	06 & 08.05.01	92,000
29	<b>Pwy 'di Pwy?</b>	03.03.01	88,000
30	<b>Newyddion 7:30pm</b>	06.03.01	87,000
	<b>Cyfarfaledd y 30 uchaf Top 30 average</b>	<b>133,000</b>	

\* Ymddangosiad Unigol Uchaf  
\* Single Highest Occurrence

## 30 Rhaglen Uchaf S4C yn 2001: Rhaglenni Saesneg \*

### S4C Top 30 2001: English Language Programmes \*

<b>1. Brookside (Gwen/Sul) (Fri/Sun)</b>	02 & 04.02.01	287,000
<b>2. Brookside (Maw/Sul) (Tues/Sun)</b>	30.01.01 & 04.02.01	275,000
<b>3. Brookside (Mer/Sad) (Wed/Sat)</b>	30.05.01 & 02.06.01	252,000
<b>4. Big Brother</b>	04.07.01	218,000
<b>5. Celebrity Big Brother</b>	09.03.01	167,000
<b>6. Sex Tips for Girls</b>	09.08.01	142,000
<b>7. Rising Damp</b>	24.04.01	130,000
<b>8. Great Estates</b>	09.03.01	128,000
<b>9. Father Ted</b>	08.02.01	127,000
= Eurotrash	28.06.01	127,000
<b>11. So Graham Norton</b>	06.04.01	126,000
= Cutting Edge	01.05.01	126,000
<b>13. Friends</b>	03.03.01	125,000
<b>14. Frasier</b>	06.04.01	123,000
<b>15. Enter the Dragon</b>	02.02.01	122,000
= Fifteen To One	09.03.01	122,000
<b>17. Sex : The Annabel Chong Story</b>	20.02.01	119,000
<b>18. Grand Designs</b>	20.03.01	118,000
= Countdown	27.07.01	118,000
<b>20. Sex and the City</b>	28.02.01	106,000
= Hollyoaks (Gwen/Sul) (Fri/Sun)	25 & 27.05.01	106,000
<b>22. The Best of Borat</b>	13.03.01	103,000
<b>23. Ally McBeal</b>	24.10.01	102,000
<b>24. Hollyoaks (Iau/Sul) (Thurs/Sun)</b>	24 & 27.05.01	101,000
<b>25. E.R.</b>	28.02.01	100,000
= Blagging Britain	09.08.01	100,000
<b>27. WWF Heat</b>	03.03.01	99,000
<b>28. Heroes of Comedy</b>	09.01.01	98,000
<b>29. Banzai</b>	21.06.01	97,000
= I Wish I'd Thought Of That	09.03.01	97,000
<b>Cyfartaledd y 30 uchaf Average Top 30</b>	<b>135,000</b>	

\* Ymddangosiad Unigol Uchaf  
\* Single Highest Occurrence

## **GWOBRAU 2001**

### **CHWEDLAU'R BYD WEDI EU HANIMEIDDIO**

#### **Tair Chwaer**

Ffilm Orau i Blant, Gŵyl Ffilm Tarusa – Moscow

#### **Y Goron a'r Deyrnwialen**

Gwobr Silver Knight Gŵyl Ffilm Ryngwladol Golden Knight, Tambov, Rwsia.

#### **Amy'r Babi Drwg**

Animeiddiad Gorau, Gŵyl Ffilm Sain Kilda, Melbourne

#### **Y Brenin Creulon**

Gwobr UNICEF yng Ngŵyl Ffilm Annecy

#### **Dyn Gwyrdd Gwybodaeth**

Gwobr Ffilm Fer Jim Poole, The Cameo Cinema

#### **Y Meistr a'r Saer**

DIVERCINE, Nawfed Gŵyl Ffilm Ryngwladol Sinema i Blant Ffilm America Lladin Orau  
Ffilm Animeiddiedig Orau  
Gwobr UNESCO  
Gwobr y Rheithgor Plant

#### **Modryb Teigr**

Enwebiadau ar gyfer Gwobrau Pulcinella, Teledu Rhyngwladol, Cystadleuaeth Cartwns 2001 ar gyfer Cymeriad Gorau'r Flwyddyn, Rhaglen Orau'r Flwyddyn a'r Ffilm Fer Orau.  
Gwobr Rheithgor Myfyrwyr Banff Rockie 2001, Rhaglen Animeiddiedig Orau.  
Gwobr ar gyfer rhaglen deledu neu fideo yn y SICAF TV & Video Films.  
Gwobrau Ffilm a Theledu Plant BAFTA - prif wobwr yn y Categori Animeiddio

#### **Nadolig yn y Caribi**

Ail wobwr Categori Animeiddio Gŵyl Ffilm Havana

#### **Y Brwsh Paent Hud**

Gwobr ar gyfer rhaglen deledu neu fideo orau yn y SICAF TV & Video Films.

### **GŴYL FFILM DOUARNENEZ**

#### **Oed yr Addewid**

Gwobr Ewrop

### **GŴYL FFILM A THELEDU GELTAIDD TRURO 2001**

#### **Solomon a Gaenor**

Ysbryd yr Ŵyl

Pen Tenny

Cyfres ddrama

Bicini

Pobl ifanc

### **PRIX DANUBE**

#### **Mari**

Dogfen orau ar gyfer Plant

Y Goeden a'r Afalau Aur

Animeiddiad Gorau.

### **GŴYL FFILM RYNGWLADOL CYMRU 2001**

#### **Eldra**

Gwobr Cynulleidfa Filmfour

### **BAFTA CYMRU 2000**

Solomon a Gaenor Y Ffilm Orau; Camera Gorau (drama); Dylunio Gorau; Gwisg Orau

#### **Y Celtiaid**

Gwobr Gwyn Alf Williams am y Rhaglen Ddogfen/Drama Ddogfen Orau; Camera Gorau (ffeithiol); Cerddoriaeth Wreiddiol Orau

Mari Y Rhaglen Blant Orau

Côd Enw Corgi Y Rhaglen Animeiddio Orau; Newydd Ddyfodiad Gorau

Boomerang TV Y Rhaglen Cyfryngau Newydd Orau

Llangollen 2000 Y Cyfarwyddwr Goleuo Gorau

Yr Aduniad Y Coluro Gorau

Eisteddfod Yr Urdd Bro Conwy Y Criw Byw Gorau

Siân Phillips Y Wobr Arbennig

### **BAFTA CYMRU 2001**

Eldra Cyfarwyddwr Ffotograffiaeth Gorau (drama); Dylunio Gorau; Gwisgoedd Gorau; Cerddoriaeth Wreiddiol Orau; Drama Orau

Oed yr Addewid Actor Gorau; Ffilm Orau; Sgriptiwr Gorau

Y Tŵr Actores Orau

Fondue, Rhyw a Deinosors Cyfres Ddrama Orau; Cyfarwyddwr Gorau

Y Stafell Ddirgel Colur Gorau

Fodka, Maffia, Moskva Rhaglen Ieuenctid Orau

Cawl Potsh Rhaglen Blant Orau

Welsh in a Week Rhaglen Addysgol Orau

Camgymeriad Gwych Rhaglen Gerddoriaeth Orau

Sanctaidd Nos Goleuo Gorau (nid camera)

## AWARDS 2001

### ANIMATED TALES OF THE WORLD

#### Three Sisters

Best Film for Children, Tarusa Film Festival – Moscow

#### The Crown And Sceptre

The Silver Knight Award at the Golden Knight International Film Festival, Tambov, Russia.

#### Bad Baby Amy

Best Animation, St Kilda Film Festival Melbourne

#### The Tyrant And The Child

UNICEF prize at Annecy Animation Film Festival.

#### The Green Man Of Knowledge

The Cameo Cinema Jim Poole Short Film Award

#### Chief And Carpenter

DIVERCINE, the 9th International Festival of Cinema for Children  
Best Latin American Film,  
Best Animated Film,  
The UNESCO Prize,  
The Children's Jury Prize

#### Aunt Tiger

Nominated for the Pulcinella Awards, International TV  
Cartoons Competition 2001 for Best Character of the Year,  
Best Programme of the Year, and Best Short Film.  
The Student Jury for Best Animation Programme at Banff Rockie  
2001.  
Award for best TV special or Video special in SICAF TV & Video  
Films.  
BAFTA Children's Film and Television Awards - Best Animation

#### Caribbean Christmas

Coral for second prize Animation Category International Film  
Festival of Havana

#### Magic Paintbrush

Award for best TV special or Video special in SICAF TV & Video  
Films.

### DOUARNENEZ FILM FESTIVAL

#### Do Not Go Gentle

Europe Prize

### CELTIC FILM AND TELEVISION FESTIVAL TRURO 2001

Solomon And Gaenor  
Spirit of the Festival  
Pen Tenny  
Drama Series  
Bicini  
Young People

### PRIX DANUBE

#### Mari

Best Documentary for Children  
The Tree With The Golden Apples  
Best Animation

### INTERNATIONAL FILM FESTIVAL OF WALES 2001

#### Eldra

Filmfour Audience Award

### BAFTA WALES 2000

Solomon and Gaenor Best Film; Best Camera (drama); Best Design; Best  
Costume

The Celts Gwyn Alf Williams Award for Best Documentary/Drama  
Documentary; Best Camera (factual); Best Original Score

Mari Best Children's Programme

Code Name Corgi Best Animated Programme; Best Newcomers

Boomerang TV Best New Media Programme

Llangollen 2000 Best Lighting Director

Yr Aduniad Best Make-up

Eisteddfod Yr Urdd Bro Conwy Best Outside Broadcast

Siân Phillips Special Award

### BAFTA WALES 2001

Eldra Best Director of Photography (drama); Best Design; Best Costume;  
Best Original Music; Best Drama

Do Not Go Gentle Best Actor; Best Film; Best Screenwriter

Y Tŵr Best Actress

Fondue, Rhyw a Deinosors Best Drama Series/Serial; Best Director  
(drama)

Y Stafell Ddirgel Best Make-up

Fodka, Maffia, Moskva Best Youth Programme

Cawl Potsh Best Children's Programme

Welsh in a Week Best Educational Programme

Camgymeriad Gwych Best Music Programme

Sanctaidd Nos Best Lighting (not camera)

RHAGLENNI GWREIDDOL A DDARLLEDWYD YN 2001/ORIGINAL PROGRAMMING BROADCAST IN 2001

Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Wythnosau darlledu Broadcast weeks	Analog a digidol Analogue & digital oriau / hours	Digidol yn unig Digital only oriau / hours
Agenda	FFEITHIOL / FACTUAL Heno	242	Amryw/ Various	w. 1 - 52	194.75	3.00
Agenda	P'nawn Da	240	105	w. 1 - 51		420.00
Al Fresco	Ivor Emmanuel	1	60	w. 52	1.00	-
Apollo	Bryn y Maen	8	30	w. 15 - 23 x 22	4.00	-
Apollo	Lot o Loteri	1	45	w. 23	0.75	-
Apollo	Fodca, Maffia a Moskva	5	30	w. 33 - 37	2.50	-
Apollo	Moshi Moshi Cymru	1	40	w. 21	0.67	-
Apollo	Dilyn y Sêr	1	50	w. 9	0.83	-
Apollo	Pobol y Pyjamas	8	30	w. 11 - 19 x 16	4.00	-
Apollo	Stompio	1	35	w. 21	0.58	-
BBC	Newyddion (18:00)*	243	Amryw/ Various	w. 1 - 52	40.84	-
	Newyddion (19:30)	258	Amryw/ Various	w. 1 - 52	128.92	-
	Newyddion (Sad/Sat)	52	Amryw/ Various	w. 1 - 52	15.17	-
	Newyddion (Sul/Sun)	56	Amryw/ Various	w. 1 - 52	12.83	-
BBC	Etholiad 2001*	9	Amryw/ Various	w. 21 - 23, 37	9.75	-
BBC	Dyddiadur y Clwy*	1	30	w. 30	0.50	-
BBC	Cynhadledd y Blaid Geidwladol*	1	120	w. 10	2.00	-
BBC	Pawb a'i Farn*	7	60	w. 19 - 30	7.00	-
BBC	Taro Naw*	14	30	w. 12 - 20	7.00	-
		2	40		1.33	-
BBC	O Flaen dy Lygaid*	6	60	w. 8 - 15	6.00	-
BBC	Cynhadledd y Blaid Lafur*	1	120	w. 9	2.00	-
BBC	Cynhadledd Plaid Cymru*	1	120	w. 38	2.00	-
		1	60	w. 11	1.00	-
BBC	Cynhadledd y Democratiaid Rhydfrydol*	1	120	w.12	2.00	-
BBC	Is Etholiad Dwyrain Abertawe*	1	45	w. 39	0.75	-
BBC	Ysgol Gymraeg y Fro*	1	55	w. 36	0.92	-
BBC	Y Plwyf*	2	60	w. 40 - 41	2.00	-
BBC	Maniffesto*	36	Amryw/ Various	w. 3 - 29, w. 38 - 50	29.92	-
BBC	Gwlad y Llygad Hud*	1	60	w. 16	1.00	-
BBC	Adar Drycin*	6	30	w. 24 - 30	3.00	-
Ffilmiau'r Bont	Pobl Cymru	47	30	w. 18 - 41 x 32 33		23.50
Ffilmiau'r Bont	Steddod y Ddwyrain	1	30	w. 51		-
Ffilmiau'r Bont	Ivor Novello	1	30	w. 38	0.50	-
Ffilmiau'r Bont	Portreadau	7	30	w. 1 ymlaen/onwards	3.50	-
Cambrensis	Gwenlyn Parry	1	60	w. 44	1.00	-
Cambrensis	Corff Pwy	1	10	w. 30		0.17
Cardinal	Ysbyty Gwynedd	9	30	w. 2 - 10	4.50	-
Cenad	Y Shed	12	30	w. 35 - 46		6.00
Cenad	Clwb Garddio	14	30	w. 19 - 34 x 22 32	7.00	-
Ci Diog	Sgwadnewyddu	8	30	w. 39 - 46	4.00	-
Ci Diog	Ydi Coleg yn Gret	8	30	w. 38 - 45	4.00	-
Concordia	Pel-droed y Celt	8	30	w. 23 - 31 x 27	4.00	-
Cwmni Da	Croma	40	60	w. 6-26 x 15 16 19 23-32 3		40.00
Cwmni Da	Y Sioe Gelf	26	30	w. 1 - 17 & 41 - 50 x 15 44	12.50	-
Cwmni Da	Dala'r Slac yn Dynn	1	30	w. 50	0.50	-
Cynh. John Gwyn	Tystiolaeth y Meirw	2	60	w. 42 - 43	2.00	-
Elidir	Pererin Hedd	1	30	w. 40	0.50	-
HTV	Y Byd ar Bedwar	22	30	w. 2 - 11 / 24 - 31/ 47 - 5	11.00	-
HTV	Cefn Gwlad	20	30	w. 1, 4, 6-8, 10 - 11, 40 - 51	10.00	-
		2	60	w. 2-3	2.00	-
HTV	Cefn Gwlad y Preseli	4	60	w. 27 29 - 31	4.00	-
HTV	Cefn Gwlad Nadolig	1	60	w. 52	1.00	-
HTV	Cefn Gwlad Sioe	1	60	w. 29	1.00	-
HTV	Dysgwr y Flwyddyn	1	30	w. 33	0.50	-
HTV	Pacio	10	30	w. 1 - 10	5.00	-
HTV	Gwir Arwr y Titanic	1	30	w. 52 b	0.50	-
HTV	Y Daith Olaf	1	30	w. 36	0.50	-



Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Wythnosau darlledu Broadcast weeks	Analog a digidol Analogue & digital oriau / hours	Digidol yn unig Digital only oriau / hours
HTV	Hacio	39	60	w. 2-14 x 9, 17-51		39.00
HTV	Du a Gwyn	40	60	w. 2-14 x 13, 17-51		40.00
HTV	Cledwyn	2	60	w. 9-10	2.00	-
HTV	Pobol y Glannau	8	30	w. 42 - 49	4.00	-
HTV	Hacio (Etho/Elec)	1	60	w. 22	1.00	-
HTV	Byd ar Bedwar (Etho/ Elec)	1	60	w. 23	1.00	-
HTV/Wild Dream	Byd ar Bedwar (Nos Da Llundain)	1	60	w. 40	1.00	-
Ffilmiau'r Nant	Byd Pws	6	30	w. 1 - 6	3.00	-
Ffilmiau'r Nant	Dr Price a'r Seicatryddion	1	30	w. 30	0.50	-
Opus	Yr Iaith Fain	1	60	w. 51	1.00	-
Principal Films	Y Bilsen Chwerw	1	60	w. 4	1.00	-
Teledu Seiont	Clasuron Hel Straeon	49	30	w. 1 - 49		24.50
Solo	Yr Ocsiwniar	9	30	w. 18 - 29 x 22 27	4.50	-
STE	Prydain Wyllt	7	30	w. 30 31	1.00	-
Telegraffitti	Derwyddon - Byd y Shaman	1	60	w. 46	1.00	-
Telegraffitti	Gwaed ar eu Dwylo	6	30	w. 10 - 16 x 13	3.00	-
Telegraffitti	Wil Betws a'i Fyd	1	30	w. 26	0.50	-
Telegraffitti	Madam Wen, Morwyn Ddu	1	30	w. 37	0.50	-
Telegraffitti	Dim ond Ti a Fi (a Roy)	1	30	w. 51	0.50	-
Telesgop	Byd Natur	212	15	w. 1 - 52		53.00
		33	30			16.50
Telesgop	Teulu'r Tymbl	8	30	w. 20 - 28 x 27	4.00	-
Telesgop	Lysh	27	30	w. 2 - 30 x 16-17		13.50
Telesgop	Crwydro	6	30	w. 12 - 17	3.00	-
Telesgop	America'r Celtiaid	3	60	w. 5 - 7	3.00	-
Telesgop	Canrif Nobel	3	15	w. 50 - 52		3.25
Telesgop	Sioe Aeaf Llanelwedd	3	Amryw/ Various	w. 49	0.50	4.5
Telesgop	Ffermio	44	30	w. 1 - 21 w. 37 - 50 x 45	22.00	-
Teliesyn	Cymru a'r Natsiaid, Rebel Fel Fi, Cynddeiriogi, Yr Artist, yr Ysgolhaig a'r Sipsiwn Cawr y Glo Carreg	5	30	w. 16 17 25 26 28	2.50	-
Teliesyn	Ar Drywydd y Greal Sanctaidd	1	50	w. 51	0.83	-
Tonfedd/Eryri	Randolph Turpin a Sugar Ray	1	60	w. 26	1.00	-
Tonfedd/Eryri	Reffaris	1	45	w. 23	0.75	-
Wild Dream Films	Tocyn i'r Sêr	1	60	w. 1	1.00	-
Wild Dream Films	Delweddau'r Dyfodol	1	60		1.00	-
Cwmni Hon	Cwmni Hon	232	30	w. 1 - 52		116.00
Cwmni Hon	Lle Neis I Blant	4	30	w. 39 - 42	2.00	-
Cwmni Hon	Ar ei Hol Hi	4	30	w. 36 - 39	2.00	-

CYFANSWM YR ORIAU / TOTAL HOURS

634.10 802.92

ADDYSG/EDUCATION

BBC	Melin Mari*	10	15	w. 3 - 13	2.50	-
BBC	Rhifau Rhyfeddol*	10	15	w. 3 - 13	2.50	-
BBC	Jyst y Job*	2	30	w. 47 - 48	1.00	-
BBC	Bitesize Cymraeg*	5	30	w. 3 - 6	2.50	-
BBC	Bitesize Mathemateg*	4	30	w. 7 - 11	2.00	-
BBC	Clic Clic*	4	30	w. 3 - 6	2.00	-
BBC	Llythrennedd yn yr Ysgol*	1	30	w. 7	0.50	-
BBC	Gwirioni'ch Pen*	4	30	w. 47 - 48, 9 - 10	2.00	-
BBC	Addysg Gyrfaoedd*	5	15	w. 38 - 42	1.25	-
BBC	Gwyddoniaeth Cyfnod Allweddol*	10	15	w. 38 - 48	2.50	-
BBC	Yr Allwedd Hud*	5	15	w. 44 - 48	1.25	-
BBC	Taro Nodyn*	2	30	w. 12,13	1.00	-
BBC	Eritrea*	3	30	w. 11 - 13	1.50	-
Fflic	Welsh in a Week	9	30	w. 40 - 49 x 46	4.50	-
HTV	Talkabout Welsh	9	30	w. 3-11	4.50	-

Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Wythnosau darlledu Broadcast weeks	Analog a digidol Analogue & digital oriau / hours	Digidol yn unig Digital only oriau / hours
CYFANSWM YR ORIAU/TOTAL HOURS						31.50
DRAMA						
BBC	Pobol y Cwm**	260	25	w. 1 - 52	108.33	-
		1	30	w. 52	0.50	-
BBC	Y Tŵr*	1	100	w. 44	1.67	-
Boda	Byw yn dy Groen	1	95	w. 52	1.58	-
Bracan	Iechyd Da	9	40	w. 23 - 31	6.00	-
Bracan	Dramâu Digidol/ Digital Dramas: Nadolig Llawen, Diwedd y Byd					
	Yr Hen Blant	3		w. 40 41 52	1.75	2.00
Cambrensis	Porc Peis Bach	8	30	w. 15 - 23 x 22	4.00	-
Elidir	Arachnid	6	60	w. 1 - 6	6.00	-
HTV	Fondue, Rhyw a Deinasors	6	60	w. 16 - 21	6.00	-
HTV	Y Stafell Ddirgel	6	60	w. 46 - 51	6.00	-
Ffilmiau'r Nant	Amdani	6	55	w. 37 - 42	5.50	-
Ffilmiau'r Nant	Pengelli	7	30	w. 1 - 7	3.50	-
Ffilmiau'r Nant	Mae Gen i Gariad	8	30	w. 18 - 26 x 20	4.00	-
Ffilmiau'r Nant	Oed yr Addewid	1	90	w. 15	1.67	-
Ffilmiau'r Nant	Talcen Caled	6	60	w. 7 - 12	6.00	-
Opus	Y Delyn	1	80	w. 45	1.33	-
Opus	Dramâu Digidol/ Digital Drama, Tridiau ym Mai, Mefus ar y Mur, Traeth Coch, Bronnau, Meddwi, Caru	5	30	w. 38 - 43 x		2.50
Teliesyn	Eldra	1	100	w. 52	1.67	
Rhaglenni a brynwyd ar gyfer digidol/ Acquired programmes for digital - La Kine, Attorneys at Law ayyb/etc		30	60	w.6 - 17, 24 - 42 x32		43.00
CYFANSWM YR ORIAU/TOTAL HOURS						169.84
CHWARAEON/SPORTS						47.50
Dream Team	Cymru ar Ras	6	60	w. 37 - 42	6.00	-
Cwmni 10	Y Clwb Rygbi	42	Amryw/ Various	w. 1 - 20 x 5 7 9 11 12 14	36.33	13.75
Cwmni 10	Pencampwriaeth Rygbi 7 bob ochr y Byd Rugby 7's	12	Amryw/ Various	2001	5.67	14.75
Cwmni 10	Gemau'r Gwyddel	19	55	w. 21 - 40 x 39		17.42
		2	90	w. 42 43		3.00
Cwmni 10	Cymru yn erbyn Y Barbariaid/ Wales v Barbarians	1	125		2.08	
BBC	Taith y Llewod	10	Amryw/ Various	w. 24 - 27	13.75	-
BBC	Y Clwb Rygbi**	19	120	w. 33/40, 42/44, 48 - 52	38.00	-
		1	140	w. 52	2.33	-
BBC	Y Clwb**	18	60	w. 33/40, 42/44, 48 - 52	18.00	-
BBC	Cwpan Heineken Cup/ Tarian Parker Pen Shield1		140	w.12	2.33	-
BBC	Pêl-droed Rhyngwladol 7 International Football*	7	Amryw/ Various	w. 12, 13, 22, 23, 35, 36 40,	21.33	-
BBC	Rygbi Rhyngwladol**	11	Amryw/ Various	w. 5, 7,11, 14, 41, 44, 47	16.25	-
BBC	International Rugby**	3				
BBC	Gol	18	45	w. 1 - 18	13.50	-
Ffilmiau'r Nant	Sgorio	43	60	w. 2 - 27 x 20, w. 35 - 52	43.00	-
		1	135	w. 20	2.25	-
Pedol	Rasus	10	60	w. 27 - 36	10.00	-
		1	45	w. 34	0.75	-

Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Wythnosau darlledu Broadcast weeks	Analog a digidol Analogue & digital oriau / hours	Digidol yn unig Digital only oriau / hours
Agenda	Le Rygbi	23	55	w. 1 2 7 9 11 13 16-24 x 21		21.08
CYFANSWM YR ORIAU/TOTAL HOURS					233.58	70.00
DIGWYDDIADAU/EVENTS						
Antenna	Gŵyl yr Urdd	11	Amryw/ Various	w. 21	18.75	-
BBC	Eisteddfod Genedlaethol**	22	Amryw/ Various	w. 32	23.42	61.25
CYFANSWM YR ORIAU/TOTAL HOURS					42.17	61.25
CREFYDD/RELIGION						
Avanti	Llwybrau Paul	6	30	w. 39 - 45 x 40	3.00	-
Elidir	Dechrau Canu, Dechrau Canmol	44	30	w. 1-30 xc 24 15 37 - 52	22.00	-
Elidir	Hanfod	37	60	w. 1 - 30 x 17 19 20 22 39		37.00
Elidir	Oedfa Nadolig	1	30	w. 52	0.50	-
Elidir	Oedfa'r Pasg	1	30	w. 15	0.50	-
CYFANSWM YR ORIAU/TOTAL HOURS					26.00	37.00
ADLONIAINT YSGAFN/LIGHT ENTERTAINMENT						
Al Fresco	Ar y Bocs	9	30	w. 43 - 50 1	4.00	-
Al Fresco	Brodyr Bach	10	30	w. 41 - 49 1	5.00	-
Al Fresco	Brodyr Bach (Dolig)	1	60	w. 52	1.00	-
Al Fresco	Cerdyn Post	12	30	w. 38 - 50 x 45 46	5.50	-
Al Fresco	Yr Asembli	8	30	w. 29 - 36	4.00	-
Ankstmusic	Crymi	1	60	w. 4	1.00	-
Antenna	Sadwrn ar y Stryd	12	30	w. 37 - 50 x 43 45	6.00	-
Antenna	Dudley	11	30	w. 2 - 14 x 9 13	5.50	-
		1	60		1.00	-
Antenna	Pwy Di Pwy	12	30	w. 1 - 12	6.00	-
Antenna	Y Sioe Anghyffredin	6	30	w. 13 - 18	3.00	-
Apollo	Llwyth o Docs	9	30	w. 24 - 31 48	4.50	-
Avanti	Trafferth Mewn Tafarn	6	30	w. 47 - 1	2.50	-
Avanti	Y Sesiwn Fawr	3	Amryw/ Various	w. 31 w. 29	1.00	- 9.50
BBC	Camp am Ganu*	6	30	w. 20 - 25	3.00	-
Boda	Camgymeriad Gwych	1	90	w. 18	1.50	-
		1	60	w. 17	1.00	-
Ffilmiau'r Bont	Hipstar	8	30	w. 5 - 12	4.00	-
Cardinal	Y Sgrin Fawr	28	30	w. 1 - 21 x 4		10.00
Cardinal	Fflach yn 20 oed	1	45	w. 35	0.75	-
Concordia	Procar Poeth	6	30	w. 11 - 16	3.00	-
Elidir	Cam Ymlaen	1	60	w. 31	1.00	-
Fflic	04 Wal	8	30	w. 11 - 18	4.00	-
HTV	Hoelen yn yr Archif	9	30	w. 39 - 47	4.50	-
HTV	Pam Fi Duw?	12	30	w. 1 - 13 x 9	6.00	-
Ffilmiau'r Nant	Lan y Lotus, Lawr yr Afon	1	60	w. 50	1.00	-
Ffilmiau'r Nant	Er Mwyn Roc a Rôl	6	30	w. 26 - 31	3.00	-
Opus	Am y Gorau	7	60	w. 4 - 9 30	7.00	-
Opus	Ponteifi	6	30	w. 8 - 13	3.00	-
Opus	Ar Noson Fel Hon	1	60	w. 52	1.00	-
Pedol	Twrio	8	60	w. 14 - 21	8.00	-
Pedol	O Flaen ei Amser (Iorwerth Peate)	1	90	w. 43	1.50	-
Pedol	Dyddiau Difyr y Diwifr	4	30	w. 33 - 36	2.00	-
Telesgop	Sioe Fach	7	30	w. 33 - 39	3.50	-
Tonfedd/Eryri	Hwyl y Noson Lawen	6	30	w. 17 - 22	3.00	-
Tonfedd/Eryri	Ma Ifan Ma	6	30	w. 10 - 15	3.00	-
Tonfedd/Eryri	Traed Moch	1	30	w. 52	0.50	-
Zeitgeist/Prospect	Clipsen	6	30	w. 37 - 42	3.00	-
Zeitgeist/Prospect	Gwenudd e'n sefyll lan	1	60	w. 53	1.00	-
Amrywiol/Various	Byrion Byr/Short Shorts			drwy'r flwyddyn/ throughout the year	0.75	-
CYFANSWM YR ORIAU/TOTAL HOURS					120.00	19.50
CERDD GLASUROL / CLASSICAL MUSIC						
Al Fresco	Divas	1	90	w. 12	1.50	-
Al Fresco	Calon Lan	1	60	w. 35	1.00	-
Al Fresco	Crwtyn Bach y Simne	1	55	w. 51	0.92	-

Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Wythnosau darlledu Broadcast weeks	Analog a digidol Analogue & digital oriau / hours	Digidol yn unig Digital only oriau / hours
Avanti	Oratorio Dewi Sant	1	75	w. 15	1.25	-
Avanti	Gala Operatig y Faenol	1	65	w. 52	1.08	-
BBC	Atgof o'r Sêr*	1	60	w. 43	1.00	-
BBC	Gwyl Lorient*	1	60	w. 34	1.00	-
BBC	Straeon Cerdd*	4	60	w. 47 - 51	4.00	-
BBC	John ac Alun	1	60	w. 52	1.00	-
Opus	Adiemus Byw	1	60	w. 19	1.00	-
Opus	Carolau Llangollen	1	60	w. 51	1.00	-
Opus	Eisteddfod Llangollen	13	Amryw/ Various	w. 27	0.50 3.42	-
Opus	Cyngerdd Llangollen - Angela Gbiorghiu	1	60	w. 28	1.00	-
Opus	Cystadleuaeth Offerynol1	1	170	w. 27	2.83	-
Opus	Llangollen - Cyngerdd y Ffermwyr	1	60	w. 27	1.00	-
Opus	Sanctaidd Nos	1	60	w. 52	1.00	-
Opus	Viva Verdi	1	60	w. 52	1.00	-
Tonfedd/Eryri	Gŵyl Cerdd Dant	2	500	w. 45	5.67	2.67
CYFANSWM YR ORIAU/TOTAL HOURS					31.17	38.17
CERDD YSGAFN/LIGHT MUSIC						
Apollo	Cân i Gymru	1	105	w. 9	1.75	-
Apollo	Tony ac Aloma	1	100	w. 52	000	-
Avanti	Sesiwn Hwyr	8	60	w. 43 - 50	8.00	-
Avanti	Blwyddyn Newydd Dda	1	60	w. 52b	1.00	-
Avanti	Tân y Ddraig	1	75	w. 35	1.25	-
Avanti	Tân y Ddraig - estynedig/extended	1	150	w. 52/ w. 1	000	-
Elidir	Yn ein Dwylo	6	30	w. 36 - 41	3.00	-
Tonfedd/Eryri	John ac Alun	6	30	w. 17 - 23 x 22	3.00	-
Tonfedd/Eryri	Noson Lawen	14	60	w. 38 - 52 x 43 45	13.00	-
		3	60	w. 1 - 3	3.00	-
Tonfedd/Eryri	Yma Mae Nghân	6	30	w. 45 - 50	3.00	-
CYFANSWM YR ORIAU/TOTAL HOURS					37.00	-
PLANT/CHILDREN						
Antenna	Uned 5	176	Amryw/ Various	w. 1 - 52	58.50	37.50
Antenna	Rownd a Rownd	1	30		0.50	-
Apollo	Saith	13	15	w. 36 - 48 52-53	3.25	-
Apollo	Pei Pwmpen	25	15	w. 1 - 29 x 21 21 28	6.25	-
Apollo	Cawl Potsh	7	30	w. 7-12 52	3.50	-
Apollo	Y Rhaglen Wirion Na	7	30	w. 14 -19 48 - 52	3.50	-
		8	15		2.00	-
Apollo	Tecwyn y Tractor	26	15	w. 1-13 40-52	6.25	-
Apollo	Trystan	1	15	w. 1	0.25	-
Apollo	Dog/Doc, Drama EBU	8	15	w. 31-35 37-38	1.25	0.50
Atsain	Drama EBU	4	15	w. 18 - 20, 31 - 35	2.00	-
Atsain	Dog/Doc EBU	7	15	w. 24 - 29	1.75	-
Atsain	Criw Babalw	39	5	w.		2.50
Atsain	Y Consuriwr	14	25	w.	5.83	-
Avanti	Celf a Chleff	7	15	w. 51	0.25	-
BBC	Ffeil*	80	15	w. 1 - 20, 23 - 27, 36 - 51	20.00	-
		1	25	w. 52	0.42	-
BBC	Teletubbies*	4	30	w. 23 - 26	2.00	-
Cwmni Da	Sali Sws	13	10	w. 51	0.83	-
Cwmni Da	Labordy 54321	8	15	w. 42 - 47	1.50	-
Cwmni Da	Ari Awyren	50	10	w. 1 - 13 27 29 31 - 43 x 3	4.50	-
Cwmni Da	Caio	65	5	w. 17 27 - 43 x 30 33	1.33	1.67
Cwmni Da	Voltron	26	30	w. 15 16 28 30 32 31 33 35	7.00	3.50
Cwmni Da	Wali Wags	4	15	w. 51 - 53	1.00	-
Cwmni Da	Stori Fach	13	5	w.	0.58	0.50
Elidir	Meicrosgop Hud	6	30	w. 52 - 53	3.00	-
Elidir	Marinogion	7	25	w. 42 - 48	2.92	-
Fflic	13.30 Munud o Enwogrwydd	7	15	w. 23 - 29 52 x 28	1.75	-
Fflic	Rhacsyn a'r Goeden Hud	26	15	w. 1 - 26	6.50	-
Griffilms	Bibi Bêl	13	5	w. 30-35 38 40-43 46 49	1.08	-
HTV	Cic	9	25	w. 36 - 43 52	3.75	-
		1	60		1.00	-
Ffilmiau'r Nant	Rownd a Rownd	36	15	w. 1 - 18	9.00	-
Ffilmiau'r Nant	Drama EBU -					

Cwmni Cynhyrchu Production Company	Cynhyrchiad Production	Rhaglen/Programme Nifer No.	Hyd Duration	Wythnosau darlledu Broadcast weeks	Analog a digidol Analogue & digital oriau / hours	Digidol yn unig Digital only oriau / hours
	Pen Llanw	1	15	w. 1	0.25	-
RAL	Nadolig y Caribî	1	30	w. 52	0.50	-
Salem	Hanesion Hyll	13	30	w. 1 - 6 21 23 - 26 31 - 32	6.50	-
Sianco	Cnafon Coed	26	30	wyt 44 - 47 51-52	6.50	-
Sianco	Na Dderyn	13	5	w. 27 - 39 x 32 46	0.17	0.92
Sianco	Mot a Tom	4	10		0.67	-
Sianco	Twm	42	5		1.58	1.92
Sianco	Sionyn	12	5	w. 14 - 25		1.00
Siriol	Sali Mali	11	5	w. 1 - 11	0.92	-
Telegop	Gwib	6	5	w.	0.08	0.42
Ugh Cyf	O Na Martin	1	5	w. 52	0.08	-
Amrywiol/Various	Chwedlau Plant	12	15	w.	2.25	0.75
CYFANSWM YR ORIAU/TOTAL HOURS					183.24	51.17
POBOL IFANC/YOUTH						
Al Fresco	Fideomondo	6	30	w. 19 - 25 x 23	3.00	-
Boomerang	Dydd ar ôl Dydd	1	60	w. 3	1.00	-
Boomerang	Bandit	120	60	w. 1 - 52		120.00
Boomerang	4 Trac	9	30	w. 36 - 44	4.50	-
Boomerang	Lollipop	8	30	w. 32	1.00	-
Boomerang	Bicini	8	30	w. 28 - 31 33 - 36	4.00	-
Cardinal	Slaymaker	8	30	w. 1-3 5-9	4.00	-
CYFANSWM YR ORIAU/TOTAL HOURS					17.50	120.00

\* Oriau a ddarperir i S4C o dan y Ddeddf Darlledu/hours supplied to S4C under the Broadcasting Act

\*\* Yn cynnwys oriau a ddarperir i S4C dan y Ddeddf Darlledu/includes hours supplied to S4C under the Broadcasting Act



PARC TŶ GLAS  
LLANISIEN/LLANISHEN  
CAERDYDD/CARDIFF  
CF14 5DU  
FFÔN/TEL 029 2074 7444  
FFACS/FAX 029 2075 4444  
MINICOM 029 2074 1212  
E-BOST/E-MAIL [s4c@s4c.co.uk](mailto:s4c@s4c.co.uk)  
Y WE/WEB <http://www.s4c.co.uk>  
GWIFREN GWYLLWYR/  
VIEWERS' HOTLINE 0870 600 4141 2001

**S4C** 



**DATGANIAD ARIANNOL**  
**STATEMENT OF ACCOUNTS 2001**





## ADRODDIAD YR AWDURDOD

AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2001

### RHAGAIR

Cyflwynir Datganiad Ariannol Awdurdod Sianel Pedwar Cymru (yr Awdurdod) am y flwyddyn a derfynodd 31 Rhagfyr 2001 yn unol ag Atodlen 1(1)(b) y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol i'r Awdurdod ym mis Tachwedd 1998.

### PRIF WEITHGAREDDAU

Mae S4C yn gweithredu o dan Adrannau 56 a 57 Deddf Ddarlledu 1990 fel a addaswyd gan Ddeddf Ddarlledu 1996. Y prif amcan yw darparu amrywiaeth eang o raglenni o safon uchel i'w darlledu ar y Bedwaredd Sianel yng Nghymru, gan gynnwys darparu rhaglenni Cymraeg i'w darlledu yn ystod yr oriau brig. Pan nad ydyw yn darlledu yn Gymraeg, darlledir rhaglenni Saesneg Channel 4 naill ai yn gyfamserol neu wedi eu hail-amseru. Mae S4C hefyd yn defnyddio'i phwerau o dan Ddeddf 1996 i ddarlledu S4C Digidol ac S4C2, sydd hefyd yn wasanaeth digidol.

### STRWYTHUR GRWP

Mae Adran 84 Deddf Ddarlledu 1996 yn caniatáu i'r Awdurdod gymryd rhan mewn gweithgareddau masnachol gan ddefnyddio cyllid masnachol yn unig. O fewn y datganiad ariannol cyfun hwn, cyfeirir at Gronfa'r Gwasanaeth Cyhoeddus fel S4C ac at gyfanswm y gwasanaeth cyhoeddus a gweithgareddau masnachol fel yr Awdurdod.

### CYLLID

Yn unol ag Adran 80 Deddf Ddarlledu 1996, mae'r Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon yn darparu cyllid i S4C i'w galluogi i weithredu. Y swm a dderbynnir yw'r swm penodedig o'i gynyddu gan y canran priodol. Golyga'r 'swm penodedig' y swm a dalwyd gan yr Ysgrifennydd Gwladol i S4C ym 1997 yn unol ag Adran 61 Deddf Ddarlledu 1990. Mae'r 'canran priodol' mewn cysylltiad ag unrhyw flwyddyn yn golygu canran y cynnydd rhwng y mynegai pris am fis Tachwedd 1996 a'r mynegai pris am y mis Tachwedd cyn y flwyddyn berthnasol. Rhaid cadw'r arian hwn yng Nghronfa'r Gwasanaeth Cyhoeddus a rhaid ei ddefnyddio'n unig i gyflawni'r cylch gwaith o dan Adran 57 Deddf Ddarlledu 1990. Ni chaniateir cymhorthdal o Gronfa'r Gwasanaeth Cyhoeddus ar gyfer gweithgareddau masnachol.

### AELODAU'R AWDURDOD

Rhestrir aelodau'r Awdurdod a wasanaethodd yn ystod y flwyddyn ar ddiwedd yr adroddiad.

Ni fu gan neb o'r aelodau fudd mewn cytundebau gydag S4C. Rhoddir gwybodaeth sy'n cyfateb i'r gofynion datgelu ar gyfer

## REPORT OF THE AUTHORITY

FOR THE YEAR ENDED 31 DECEMBER 2001

### FOREWORD

The Statement of Accounts of the Welsh Fourth Channel Authority (the Authority) for the year ended 31 December 2001 is presented in accordance with Schedule 1(1)(b) of the Accounts Direction issued by the Secretary of State to the Authority in November 1998.

### PRINCIPAL ACTIVITIES

S4C operates under Sections 56 and 57 of the Broadcasting Act 1990, as amended by the Broadcasting Act 1996. Its primary purpose is to provide a wide range of high quality programmes for broadcast on the Fourth Channel in Wales, including the provision of Welsh language programmes for broadcast during peak viewing hours. When not transmitting in Welsh, S4C broadcasts Channel 4 English language programmes simultaneously or rescheduled. S4C also uses its powers under the 1996 Act to broadcast S4C Digital and S4C2, which is also a digital service.

### GROUP STRUCTURE

Section 84 of the Broadcasting Act 1996 permits the Authority to partake in commercial activities using commercial revenues only. Within this consolidated statement of accounts, the Public Service Fund is referred to as S4C and the total of both public service and commercial activities is referred to as the Authority.

### FUNDING

Under Section 80 of the Broadcasting Act 1996, the Secretary of State for Culture, Media and Sport provides S4C with funds in order to carry out its activities. The amount received is the prescribed amount as increased by the appropriate percentage. The 'prescribed amount' means the amount paid by the Secretary of State to S4C in 1997 in accordance with Section 61 of the Broadcasting Act 1990. The 'appropriate percentage' in relation to any year means the percentage increase between the retail price index for November 1996 and the retail price index for the month of November preceding the relevant year. This funding must be held in the Public Service Fund and be applied only for the purposes of fulfilling the remit under Section 57 of the Broadcasting Act 1990. No subsidy is permitted from the Public Service Fund for commercial activities.

### AUTHORITY MEMBERS

The members of the Authority who served during the year are listed at the end of the report.

None of the members had an interest in contracts with S4C. Information equivalent to the disclosure requirements for

cydnabyddiaeth i gyfarwyddwyr dan Atodlen 6 Deddf Gwmnïau 1985 mewn perthynas â chydabyddiaeth i'r aelodau yn nodyn 4 i'r datganiad ariannol.

### **INCWM CRONFA'R GWASANAETH CYHOEDDUS A THROSIANT Y GRONFA GYFFREDINOL**

Roedd y cyfanswm a dderbyniwyd oddi wrth yr Adran Diwylliant, Cyfryngau a Chwaraeon (ADCC) yn ystod y flwyddyn yn £80.745m (2000 - £78.218m). Defnyddiwyd yr incwm hwn i gyllido costau comisiynu a phrynu rhaglenni Cymraeg, costau darlledu S4C, gwariant ar asedion sefydlog a gorbennion. Mae balans yr incwm am y flwyddyn, ar ôl cymryd i ystyriaeth gwariant ar ddarlledu rhaglenni a chostau gweithredu a gweinyddu, felly yn cynrychioli'r prif fodd o gyllido asedion net S4C ac yn cael ei drin fel incwm gohiredig yng Nghronfa'r Gwasanaeth Cyhoeddus.

Crëwyd trosiant y Gronfa Gyffredinol gan werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiantio, cyhoeddi a phrydlesu gofod plethiad digidol. Yn 2001, roedd cyfanswm trosiant yn £19.895m (2000 - £18.725m). Rhoddir manylion pellach yn nodyn 2 i'r datganiad ariannol.

### **GWARIANT**

Roedd y costau a roddwyd yn erbyn y cyfrif elw a cholled yn ystod y flwyddyn yn cynnwys £82.734m (2000 - £79.132m) ar gyfer costau'r gwasanaeth darlledu, £4.321m am gostau uniongyrchol eraill (2000 - £3.598m) a £10.074m (2000 - £9.333m) ar gyfer costau gweithredu a gweinyddu.

Roedd costau'r rhaglenni a ddarlledwyd yn cynnwys £67.874m (2000 - £63.923m) ar gyfer costau rhaglenni a gomisiynwyd neu a brynwyd gan gyflenwyr rhaglenni. Cyfeiria costau darlledu a dosbarthu at gostau trosglwyddydion a llinellau cyfathrebu a ddarperir gan gontractwyr. Roedd y gweddill yn gostau uniongyrchol comisiynu a chyflwyno rhaglenni, costau rhedeg gwasanaeth teletestun ac is-deitlo S4C ynghyd â chostau darlledu perthnasol eraill y gwasanaeth darlledu.

Ceir manylion pellach am gostau gweithredu a gweinyddu S4C yn nodyn 3 i'r datganiad ariannol.

### **POLISI TALU**

Mae'n bolisi gan yr Awdurdod gytuno ar amodau a thelerau addas ar gyfer ei drafodion â chyflenwyr, ac yn amodol ar gydymffurfiaid, gwneir taliadau yn unol â'r telerau hyn. Yn arferol ym 2001, talwyd 89% (2000 - 87%) o gyflenwyr cyn pen 30 diwrnod.

directors' remuneration under Schedule 6 to the Companies Act 1985 is given in respect of the members' remuneration in note 4 to the statement of accounts.

### **PUBLIC SERVICE FUND INCOME AND GENERAL FUND TURNOVER**

Amounts receivable from the Department for Culture, Media and Sport (DCMS) during the year totalled £80.745m (2000 - £78.218m). This income was used to finance the cost of commissioning and acquiring Welsh language programmes, the transmission costs of S4C, expenditure on fixed assets and overheads. The balance of this income, after the cost of programme transmission and operational and administrative expenses, therefore represents the principal means of financing the net assets of S4C and is treated as deferred income in the Public Service Fund.

General Fund turnover was generated by sales of airtime, rights in television programmes, sponsorship, merchandising, publishing and leasing of digital multiplex capacity. It totalled £19.895m in 2001 (2000 - £18.725m). Further details are given in note 2 to the statement of accounts.

### **EXPENDITURE**

Costs charged to the profit and loss account during the year include £82.734m (2000 - £79.132m) for costs of the programme service, £4.321m for other direct costs (2000 - £3.598m) and £10.074m (2000 - £9.333m) for operational costs and administrative expenses.

The costs of programmes transmitted included £67.874m (2000 - £63.923m) in respect of the cost of programmes commissioned or acquired from programme suppliers. Transmission and distribution costs are incurred in respect of transmitters and communication lines provided by contractors. The balance comprised the direct costs of programme commissioning and presentation, the operational costs of the teletext and subtitling service of S4C and other related costs of the programme service.

Further details of the operational and administrative costs of S4C are given in note 3 to the statement of accounts.

### **PAYMENT POLICY**

It is the Authority's policy to agree appropriate terms and conditions for its transactions with suppliers, and subject to their compliance, to make payments in accordance with these terms. Typically in 2001, 89% (2000 - 87%) of supplier balances were paid within 30 days.

**ORIAU A DDARLLEDWYD A CHYFARTALEDD COST YR AWR**

Yn ystod y flwyddyn darlledodd S4C gyfanswm o 11,052 awr o raglenni (2000 - 10,214 awr), yn cynrychioli cyfartaledd o 212.5 awr yr wythnos o raglenni (2000 - 196.4 awr). Mae dadansoddiad o'r oriau hyn rhwng rhaglenni Cymraeg â'u costau perthnasol a rhaglenni Saesneg fel a ganlyn:-

	2001		2000	
	Oriau	Cost yr awr £	Oriau	Cost yr awr £
<b>Cymraeg</b>				
Rhaglenni a gomisiynwyd	2,072	29,009	2,182	27,093
Rhaglenni a brynwyd	186	4,927	220	3,282
Ailddarllediadau	1,728	1,974	1,524	2,680
	<b>3,986</b>	<b>16,165</b>	3,926	16,282
BBC	532	-	533	-
	<b>4,518</b>		4,459	
(Cyfartaledd yr wythnos)	<b>(86.9)</b>		(85.8)	
Ffilm hir wedi'i hanimeiddio	1.5	2,292,661	0	-

Cafodd S4C y rhaglenni Cymraeg a ddarparwyd gan y BBC, a oedd yn cynnwys rhai ailddarllediadau, dan Adran 58(1) Deddf Ddarlledu 1990 a thalwyd amdanynt gan y BBC o incwm y drwydded. Rhaglenni a brynwyd yw y rheiny a gafwyd dan drwydded i'w darlledu ar wasanaethau S4C.

Darlledodd S4C 1,091.0 awr (2000 - 1,129.8 awr) o raglenni Cymraeg yn yr oriau brig rhwng 6.30 p.m. a 10.00 p.m. sydd yn rhoi cyfartaledd yr wythnos o 21.0 awr (2000 - 21.7 awr).

	2001 Oriau	2000 Oriau
<b>Saesneg</b>		
Rhaglenni gwreiddiol	4,713	4,543
Ailddarllediadau	1,819	1,212
	<b>6,532</b>	5,755
(Cyfartaledd yr wythnos)	<b>(125.6)</b>	(110.7)

Mae gan S4C yr hawl i ddarlledu rhaglenni Saesneg Channel 4 yn rhad ac am ddim yn ôl Adran 58(2) Deddf Ddarlledu 1990.

**HOURS TRANSMITTED AND AVERAGE COST PER HOUR**

The total hours of programmes transmitted by S4C during the year amounted to 11,052 (2000 - 10,214), representing an average per week of 212.5 hours (2000 - 196.4 hours). An analysis of these hours between Welsh language programmes and their related costs and English language programmes is as follows:-

	2001		2000	
	Hours	Cost per hour £	Hours	Cost per hour £
<b>Welsh</b>				
Commissioned programmes	2,072	29,009	2,182	27,093
Acquired programmes	186	4,927	220	3,282
Repeats	1,728	1,974	1,524	2,680
	<b>3,986</b>	<b>16,165</b>	3,926	16,282
BBC	532	-	533	-
	<b>4,518</b>		4,459	
(Average per week)	<b>(86.9)</b>		(85.8)	
Animated feature film	1.5	2,292,661	0	-

The Welsh language programmes supplied by the BBC, which included an element of repeat programmes, were provided to S4C under Section 58(1) of the Broadcasting Act 1990 and were funded out of the BBC's licence revenue. Acquired programmes are those purchased under licence for transmission on S4C services.

1,091.0 hours (2000 - 1,129.8 hours) of Welsh language programmes were transmitted in the peak hours between 6.30 p.m. and 10.00 p.m. with a weekly average of 21.0 hours (2000 - 21.7 hours).

	2001 Hours	2000 Hours
<b>English</b>		
Original programming	4,713	4,543
Repeats	1,819	1,212
	<b>6,532</b>	5,755
(Average per week)	<b>(125.6)</b>	(110.7)

S4C has the right to transmit English language programmes provided by Channel 4 free of charge in accordance with Section 58(2) of the Broadcasting Act 1990.

## RHAGLENNI A DDARLLEDWYD YN ÔL CATEGORI

## Rhaglenni a gomisiynwyd

	2001		2000	
	Oriau	Cyfartaledd Cost yr awr £	Oriau	Cyfartaledd Cost yr awr £
Drama analog	71		73	
digidol	5		11	
	<b>76</b>	<b>164,220</b>	84	157,225
Newyddion a Materion Cyfoes analog	358		342	
digidol	730		776	
	<b>1,088</b>	<b>13,316</b>	<b>1,118</b>	12,498
Adloniant Ysgafn analog	117		103	
digidol	20		18	
	<b>137</b>	<b>65,144</b>	121	65,360
Pobl Ifainc a Phlant analog	149		174	
digidol	159		192	
	<b>308</b>	<b>34,528</b>	366	30,380
Cerddoriaeth a Chelfyddydau analog	81		69	
digidol	99		126	
	<b>180</b>	<b>26,124</b>	195	21,060
Addysg analog	9	50,761	8	57,504
Chwaraeon analog	170		173	
digidol	41		44	
	<b>211</b>	<b>35,817</b>	217	34,555
Crefydd analog	26		27	
digidol	37		46	
	<b>63</b>	<b>13,700</b>	73	11,567
Cyfanswm analog	981		969	
digidol	1,091		1,213	
	<b>2,072</b>		2,182	

Yr oriau digidol a ddangosir ar wahân uchod yw'r oriau hynny a gomisiynwyd ar gyfer y gwasanaeth digidol yn ychwanegol at ddarllediad cyfamserol y gwasanaeth analog.

## TRANSMITTED PROGRAMMES BY CATEGORY

## Commissioned programmes

	2001		2000	
	Hours	Average Cost per hour £	Hours	Average Cost per hour £
Drama analogue	71		73	
digital	5		11	
	<b>76</b>	<b>164,220</b>	84	157,225
News and Current Affairs analogue	358		342	
digital	730		776	
	<b>1,088</b>	<b>13,316</b>	<b>1,118</b>	12,498
Light Entertainment analogue	117		103	
digital	20		18	
	<b>137</b>	<b>65,144</b>	121	65,360
Youth and Children analogue	149		174	
digital	159		192	
	<b>308</b>	<b>34,528</b>	366	30,380
Music and Arts analogue	81		69	
digital	99		126	
	<b>180</b>	<b>26,124</b>	195	21,060
Education analogue	9	50,761	8	57,504
Sport analogue	170		173	
digital	41		44	
	<b>211</b>	<b>35,817</b>	217	34,555
Religion analogue	26		27	
digital	37		46	
	<b>63</b>	<b>13,700</b>	73	11,567
Total analogue	981		969	
digital	1,091		1,213	
	<b>2,072</b>		2,182	

The digital hours shown separately above are those hours commissioned for the digital service in addition to the simultaneous transmission of the analogue service.

**BBC a Channel 4**

	2001		2000	
	BBC Oriau	C4 Oriau	BBC Oriau	C4 Oriau
Drama	116	1,181	108	982
Newyddion a Materion Cyfoes	268	142	263	203
Adloniant Ysgafn	10	1,633	15	1,732
Pobl Ifainc a Phlant	26	115	30	349
Cerddoriaeth a Chelfyddydau	35	417	37	221
Addysg	28	260	27	332
Chwaraeon	49	939	53	700
Crefydd	-	26	-	24
	<b>532</b>	<b>4,713</b>	<b>533</b>	<b>4,543</b>

**YMGYFRANIAD AC YMGYNGHORIAD STAFF**

Mae S4C yn trosglwyddo gwybodaeth i'w staff ac yn ymgynghori â nhw mewn nifer o ffyrdd:

- 1) trwy system o briffio timoedd sydd yn rhoi gwybodaeth i staff ar faterion corfforaethol cyfredol;
- 2) trwy gyfarfodydd adran a gynhelir yn rheolaidd lle lledaenir gwybodaeth gan aelodau'r Tîm Rheoli a lle caiff staff gyfle i fynegi eu barn;
- 3) trwy gyfarfodydd staff rheolaidd pryd mae'r Prif Weithredwr yn adrodd ar sut y mae pethau yn mynd yn eu blaen a chynlluniau i'r dyfodol. Anogir pob aelod o'r staff i ofyn cwestiynau;
- 4) trwy ledaenu system e-bost a mewnrhwyd o fewn y cwmni;
- 5) trwy fargeinio arferol gyda BECTU (yn achos staff technegol). Mae S4C hefyd yn cydnabod Equity (yn achos cyflwynwyr) a'r NUJ (yn achos staff Swyddfa'r Wasg).

**POLISI CYFLOGI**

Mae'r Awdurdod yn gyflogwr cyfle cyfartal. Nid yw'n gwahaniaethu ar sail hiliogaeth, rhyw, crefydd, anfantais gorfforol, tueddiadau rhywiol na statws priodasol yn ei pholisiau cyflogi a recriwtio. Ystyrir pobl anabl, yn gofrestredig ai peidio, ar gyfer pob swydd a rhoddir pob cyfle cyfartal iddynt wrth ystyried hyfforddiant, datblygiad gyrfa a dyrchafiadau.

**RHEOLAETH GORFFORAETHOL**

Mae'r Awdurdod wedi ymrwymo i ddefnyddio'r egwyddorion rheolaeth corfforaethol uchaf sy'n gymesur â'i faint.

**BBC and Channel 4**

	2001		2000	
	BBC Hours	C4 Hours	BBC Hours	C4 Hours
Drama	116	1,181	108	982
News and Current Affairs	268	142	263	203
Light Entertainment	10	1,633	15	1,732
Youth and Children	26	115	30	349
Music and Arts	35	417	37	221
Education	28	260	27	332
Sport	49	939	53	700
Religion	-	26	-	24
	<b>532</b>	<b>4,713</b>	<b>533</b>	<b>4,543</b>

**EMPLOYEE INVOLVEMENT AND CONSULTATION**

There are a number of ways in which S4C informs and consults with its employees:

- 1) through a team briefing system which informs staff of current corporate issues;
- 2) through regular departmental meetings where information is disseminated by members of the Management Team and staff have an opportunity to air views;
- 3) through regular staff meetings where the Chief Executive reports on progress and future plans and all staff are encouraged to ask questions;
- 4) through use of the company-wide e-mail and intranet systems;
- 5) through normal collective bargaining with BECTU (for technical staff). S4C also recognises Equity (for continuity announcers) and the NUJ (for Press Office staff).

**EMPLOYMENT POLICY**

The Authority is an equal opportunities employer. It does not discriminate on the grounds of race, sex, religion, physical handicap, sexual orientation or marital status in its recruitment and employment policies. Disabled people, whether registered as such or not, are fully and fairly considered for all vacancies and are given equal opportunities with other staff in relation to training, career development and promotion.

**CORPORATE GOVERNANCE**

The Authority is committed to applying the highest principles of corporate governance commensurate with its size.

**CYDYMFFURFIAETH**

Mae'r Awdurdod wedi cydymffurfio drwy'r flwyddyn a darpariaethau'r Côd sydd wedi eu gosod allan yn Adran 1 o'r Côd Cyfunol cyn belled ag y maent yn gymwys i'r Awdurdod.

**DEFNYDDIO EGWYDDORION**

Mae'r Awdurdod wedi defnyddio'r egwyddorion rheolaeth dda a gynhwysir yn y Côd Cyfunol.

**Yr Awdurdod**

Fel awdurdod darlledu annibynnol a'r prif gorff rheoleiddio ar gyfer gwasanaethau teledu S4C, mae gan Awdurdod S4C gyfrifoldeb llawn dros sicrhau bod swyddogaethau statudol S4C, mewn gwasanaeth cyhoeddus ac amgylchedd masnachol, yn cael eu cyflawni'n unol â pholisïau'r Awdurdod a gofynion Deddfau Darlledu 1990 a 1996.

Mae'r Awdurdod yn cynnwys y Cadeirydd a saith aelod, i gyd yn cael eu penodi gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon, ar ôl ymgynghori â Chynulliad Cenedlaethol Cymru. Mae ganddynt brofiad a gwybodaeth helaeth ac maent yn annibynnol o'r Tîm Rheoli, ac o unrhyw berthynas fusnes neu berthynas arall a allai ymyrryd ag ymarfer eu barn annibynnol. Mae'r strwythur hyn yn sicrhau na all y broses o wneud penderfyniadau gan yr aelodau gael ei rheoli gan unigolyn neu grŵp bychan. Cadeirydd yr Awdurdod yw Elan Closs Stephens ac arweinir y Tîm Rheoli gan Huw Jones, y Prif Weithredwr. Cynhwysir manylion bywgraffyddol am aelodau'r Awdurdod yn yr Adroddiad Blyneddol, sy'n ddogfen ar wahân.

Mae'r Awdurdod yn cyfarfod yn ffurfiol trwy gydol y flwyddyn, a hynny'n fisol fel arfer ac mae ganddo ystod o faterion sydd wedi eu neilltuo iddo am benderfyniad ynghyd â rhaglen waith llawn i'w galluogi i adolygu perfformiad S4C ac i gymryd penderfyniadau strategol ar adegau addas o fewn y cyfnod cynllunio corfforaethol. Ym mhob un o gyfarfodydd yr Awdurdod fel arfer bydd y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod, y Cyfarwyddwr Rhaglenni, y Cyfarwyddwr Cyllid, y Cyfarwyddwr Materion Corfforaethol a Rheolwr Gyfarwyddwr S4C Masnachol yn bresennol. Bydd y Tîm Rheoli yn rhoi i aelodau'r Awdurdod wybodaeth briodol ac amserol ac mae rhyddid i'r aelodau ofyn am unrhyw wybodaeth bellach y credant ei bod yn angenrheidiol. Gall yr aelodau i gyd ofyn am gyngor gan Ysgrifennydd yr Awdurdod a gweithwyr proffesiynol annibynnol ar draul S4C. Darperir hyfforddiant ar gyfer aelodau newydd yn ôl yr angen.

Ceir cofrestr yn nodi diddordebau'r aelodau ar Wefan S4C, [www.s4c.co.uk](http://www.s4c.co.uk).

**COMPLIANCE**

The Authority has complied throughout the year with the Code provisions set out in Section 1 of the Combined Code so far as they are applicable to the Authority.

**APPLICATION OF PRINCIPLES**

The Authority has applied the principles of good governance contained in the Combined Code.

**The Authority**

As an independent broadcasting authority and the principal regulatory body in respect of the S4C television services, the S4C Authority has full responsibility for ensuring that, in a public service and commercial environment, the statutory functions of S4C are discharged in accordance with the Authority's policies and the requirements of the Broadcasting Acts 1990 and 1996.

The Authority comprises the Chair and seven members, all of whom are appointed by the Secretary of State for Culture, Media and Sport following consultation with the National Assembly for Wales. They bring a breadth of experience and knowledge and are independent of the Management Team and of any business or other relationship which could interfere with the exercise of their independent judgement. This structure ensures that the members' decision making cannot be dominated by an individual or small group. The Chair of the Authority is Elan Closs Stephens and the Management Team is led by Huw Jones, the Chief Executive. The biographical details of the Authority members are included in the Annual Report, which is a separate document.

The Authority meets formally throughout the year, normally monthly and has a schedule of matters specifically reserved to it for decision, and a full work programme to enable it to monitor the performance of S4C and take strategic decisions at appropriate points in the corporate planning cycle. All meetings of the Authority are usually attended by the Chief Executive, the Secretary to the Authority, the Director of Programmes, the Director of Finance, the Director of Corporate Affairs and the Managing Director of S4C Masnachol. The Management Team supplies the Authority members with appropriate and timely information and the members are free to seek any further information they consider necessary. All members have access to advice from the Secretary to the Authority and independent professionals at the expense of S4C. Training is available for new members as necessary.

A register stating the members interests appears on S4C's website, [www.s4c.co.uk](http://www.s4c.co.uk).

Mae'r Awdurdod wedi sefydlu'r pwyllgorau canlynol i'w helpu i gyflawni ei ddyletswyddau:

- *Pwyllgor Archwilio a Rheoli Risg*
- *Pwyllgor Personél a Chydnabyddiaeth*
- *Pwyllgor Cwynion*

Cyhoeddir bwletin o'i drafodaethau a'i benderfyniadau yn dilyn pob cyfarfod a chynhelir cyfarfodydd cyhoeddus yn aml mewn gwahanol rannau o Gymru.

### **Y Prif Weithredwr a'r Tim Rheoli**

Gydag arolygon cyfnodol ac yn unol â chyfrifoldeb cyffredinol yr Awdurdod, mae'r cyfrifoldeb dros ffurfio a gweithredu polisi manwl, yn unol â chylch gwaith a pholisi rhaglenni S4C ac am gynnal busnes S4C, wedi ei ddirprwyo i'r Prif Weithredwr a thrwyddo ef i'r Tim Rheoli. Y Prif Weithredwr a'r Tim Rheoli sy'n gyfrifol am sicrhau bod busnes S4C yn cael ei gynnal yn unol â pholisïau a threfniadau gweithredu sydd wedi eu cymeradwyo gan yr Awdurdod.

Mae'r Prif Weithredwr wedi ei benodi gan yr Adran Diwylliant, Cyfryngau a Chwaraeon yn swyddog cyfrifo ar gyfer ariannu statudol S4C ac ef felly sy'n gyfrifol am sicrhau iawn ddefnydd o'r arian a delir i S4C gan yr Ysgrifennydd Gwladol.

### **Pwyllgor Cyllideb**

Mae'r Pwyllgor Cyllideb yn cynnwys y Prif Weithredwr a'r Tim Rheoli. Diben y Pwyllgor Cyllideb yw trafod yn fanwl gyllideb ddrafft flynyddol S4C ac argymhell drafft terfynol y gyllideb i'r Awdurdod ei gymeradwyo. Caiff cyllideb S4C ar gyfer pob blwyddyn ariannol (ac unrhyw ddiwygiadau wedyn) ei chymeradwyo gan yr Awdurdod.

### **Cyflogau**

Caiff cydnabyddiaeth y Cadeirydd ac aelodau'r Awdurdod ei phennu ym mhob achos gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon.

Penderfynir cyflogau'r Prif Weithredwr a'r Ysgrifennydd i'r Awdurdod gan yr Awdurdod. Mae cyflogau'r Tim Rheoli yn cael eu penderfynu gan y Prif Weithredwr o fewn fframwaith a gytnwyd gan Bwyllgor Personél a Chydnabyddiaeth yr Awdurdod.

Caiff codiadau cyffredinol yng nghyflogau'r staff i gyd eu pennu gan yr Awdurdod ar argymhelliad y Prif Weithredwr a'r

The Authority has established the following committees to help it in the discharge of its responsibilities:

- *Audit and Risk Management Committee*
- *Personnel and Remuneration Committee*
- *Complaints Committee*

It publishes a bulletin of its discussions and decisions following each of its meetings and holds frequent open public meetings in different parts of Wales.

### **The Chief Executive and the Management Team**

Subject to periodic review and to the overall responsibility of the Authority, responsibility for the formulation and operation of detailed policy, in accordance with the S4C remit and programme policy and for the conduct of the affairs of S4C, has been delegated to the Chief Executive and through him to the Management Team. The Chief Executive and the Management Team are responsible for ensuring that the affairs of S4C are conducted in accordance with policies and operating procedures approved by the Authority.

The Chief Executive has been appointed by the Department for Culture, Media and Sport as the accounting officer in respect of the statutory funding of S4C and, as such, is the person responsible for the proper use of funds paid to S4C by the Secretary of State.

### **Budget Committee**

The Budget Committee comprises the Chief Executive and the Management Team. Its purpose is to discuss in detail the draft annual budget of S4C and to recommend a final draft budget to the Authority for approval. The budget of S4C for each financial year (and any subsequent amendments) is approved by the Authority.

### **Salaries**

The remuneration and term of appointment of the Chair and the members of the Authority is determined in each case by the Secretary of State for Culture, Media and Sport.

The salaries of the Chief Executive and the Secretary to the Authority are determined by the Authority. The salaries of the Management Team are determined by the Chief Executive within a framework agreed by the Personnel and Remuneration Committee of the Authority.

General salary increases for all staff are determined by the Authority on the recommendation of the Chief Executive and



Tim Rheoli. Ar 1 Gorffennaf 2001, cymeradwyodd yr Awdurdod godiad cyffredinol o 2.5% yng nghyflogau pob un o'r staff.

Caiff cyflogau aelodau eraill y staff eu pennu gan y Prif Weithredwr a'r Tim Rheoli o fewn y gyllideb flynyddol sy'n cael ei chymeradwyo gan yr Awdurdod. Bydd Panel Cyflogau, sy'n cynnwys y Cyfarwyddwr Personél a Gweinyddiaeth, yr Ysgrifennydd i'r Awdurdod a'r Cyfarwyddwr Cyllid yn adolygu cyflogau y rhai nad ydynt yn aelodau o'r Tim Rheoli ac yn argymhell codiadau i unigolion yn ôl haeddiant neu gyfraddau'r farchnad. Caiff cyflogau staff sydd yn gweithio i is-ymgymeriadau S4C eu pennu gan Bwyllgor Cydnabyddiaeth S4C Masnachol a'u cymeradwyo gan Fyrddau S4C Masnachol Cyf ac S4C Digital Media Ltd, gyda Phrif Weithredwr S4C, y Cyfarwyddwr Cyllid ac aelod an-weithredol o'r cwmnïoedd hynny yn aelodau ohono.

#### **Atebolrwydd ac archwilio**

Mae'r Awdurdod yn cyflwyno asesiad cytbwys a dealladwy o sefyllfa a rhagolygon S4C yn yr wybodaeth y mae'n ofynnol iddo ei gyflwyno yn ôl gofynion statudol.

Mae'r Pwyllgor Archwilio a Rheoli Risg yn is-bwyllgor i'r Awdurdod ac yn ystod y flwyddyn yr aelodaeth oedd Huw Wynne-Griffith (Cadeirydd), Janet Lewis-Jones a Nic Parry, sydd i gyd yn aelodau an-weithredol annibynnol, yn ogystal ag Elan Closs Stephens sy'n Gadeirydd yr Awdurdod ac yn aelod an-weithredol.

Mae cylch gwaith y Pwyllgor yn cynnwys cadw golwg ar gwmpas a chanlyniadau'r archwiliadau allanol a mewnol a'u heffeithiolrwydd o ran cost.

Bydd y Pwyllgor yn sicrhau annibyniaeth yr archwilwyr mewnol ac yn arolygu annibyniaeth a gwrthrychedd yr archwilwyr allanol. Mae hynny'n cynnwys arolygu natur a graddfa gwasanaethau an-archwiliol a ddarperir gan yr archwilwyr allanol i'r Awdurdod, gan geisio sicrhau cydbwysedd o ran gwrthrychedd a gwerth am arian.

Bydd y Prif Weithredwr, yr Ysgrifennydd i'r Awdurdod a'r Cyfarwyddwr Cyllid yn bresennol yng nghyfarfodydd y Pwyllgor Archwilio a Rheoli Risg fel arfer. Gall aelodau eraill o'r Awdurdod hefyd fynychu'r cyfarfodydd hyn.

the Management Team. On 1 July 2001, the Authority approved a general salary increase of 2.5% for all staff.

The salaries of other members of staff are determined by the Chief Executive and the Management Team within the annual budget approved by the Authority. A Salaries Panel, comprising the Director of Personnel and Administration, the Secretary to the Authority and the Director of Finance reviews non-Management salaries, and recommends merit or market rate increases for individuals. The salaries of staff employed in the work of the subsidiary undertakings of S4C are determined by the Remuneration Committee of S4C Masnachol and approved by the Boards of S4C Masnachol Cyf and S4C Digital Media Ltd, on which the S4C Chief Executive, the Director of Finance and a non-executive director of those companies sit.

#### **Accountability and audit**

The Authority presents a balanced and understandable assessment of S4C's position and prospects in the information required to be presented by statutory requirements.

The Audit and Risk Management Committee is a sub-committee of the Authority and during the year comprised Huw Wynne-Griffith (Chair), Janet A Lewis-Jones and Nic Parry, all of whom are independent non-executive members, and Elan Closs Stephens who is the Chair of the Authority and a non-executive member.

The terms of reference of the Committee include keeping under review the scope and results of both the internal and external audits and their cost effectiveness.

The Committee ensures the independence of the internal auditors and reviews the independence and objectivity of the external auditors. This includes reviewing the nature and extent of non-audit services supplied by the external auditors to the Authority, seeking to balance objectivity and value for money.

The Chief Executive, the Secretary to the Authority and the Director of Finance normally attend meetings of the Audit and Risk Management Committee. Other Authority members may also attend these meetings.

## RHEOLAETH FEWNOL

Yr Awdurdod sy'n gyfrifol yn y pen draw am reolaeth fewnol y grŵp ac am arolygu effeithiolrwydd. Fodd bynnag, bwriedir system o'r fath i reoli yn hytrach na dileu'r perygl o fethiant i gyflawni amcanion busnes, ac ni all ddarparu ond sicrwydd rhesymol ac nid sicrwydd llwyr yn erbyn camddatganiad neu golled sylweddol.

Yn sgîl cyhoeddi arweiniad i gyfarwyddwyr ar reolaeth fewnol, Rheolaeth Fewnol; Arweiniad i Gyfarwyddwyr ar y Côd Cyfun (arweiniad Turnbull), mae'r Awdurdod yn cadarnhau bod yna broses ar y gweill ar gyfer adnabod, gwerthuso a rheoli'r risgiau sylweddol a wynebwr gan y grŵp, a fu yn ei lle ar gyfer y flwyddyn dan sylw a hyd at ddyddiad cymeradwyo'r datganiad ariannol, a bod y broses hon yn cael ei harolygu'n gyson gan yr Awdurdod a'i bod yn cydymffurfio â'r arweiniad.

Mae'r Awdurdod wedi arolygu effeithiolrwydd y system reolaeth fewnol. Yn enwedig, mae wedi arolygu a diweddarau'r broses ar gyfer adnabod a gwerthuso'r risgiau sylweddol sy'n effeithio ar y busnes, y polisiau a'r drefn a ddefnyddir i reoli'r risgiau hyn. Mae hyn wedi'i atgyfnerthu drwy fabwysiadu dulliau sydd yn arwain staff yn eu ymddygiad busnes, yn cynnwys y Llawlyfr Dulliau Rheolaeth Fewnol a'r llawlyfr staff, a gymeradwywyd gan yr Awdurdod, sy'n darparu arweiniad ymarferol i'r holl staff. Mae hefyd bolisiau grŵp a threfn cyflogaion ar gyfer adrodd ar a datrys amheuaeth am weithgareddau twyllodrus.

Mae'r Tim Rheoli yn gyfrifol am adnabod a gwerthuso'r risgiau sylweddol sy'n berthnasol i'w meysydd busnes, ynghyd â chynllunio a gweithredu rheolaeth fewnol briodol. Asesir y risgiau hyn ar sail barhaus a gallant fod yn gysylltiedig ag amrywiaeth a ffynonellau mewnol ac allanol gan gynnwys toriadau mewn goruchwyliaeth, amhariaeth ar y systemau gwybodaeth, cystadleuaeth, trychinebau naturiol a gofynion rheoleiddio.

Cynhaliwyd swyddogaeth archwilio mewnol drwy gydol y flwyddyn i ddarparu sicrwydd i'r Awdurdod ynglŷn â gweithrediad a dilysrwydd y system reolaeth fewnol. Mae gweithrediadau cywiro arfaethedig yn cael eu monitro'n annibynnol i sicrhau bod y gwaith yn cael ei gwblhau wahan i'w cwblhau mewn da bryd gan y Pwyllgor Archwilio a Rheoli Risg. Mae archwilwyr mewnol yn arolygu'n annibynnol y broses reoli a weithredir gan y rheolwyr gan adrodd i'r swyddog cyfrifo a'r Pwyllgor Archwilio a Rheoli Risg. Mae'r Pwyllgor Archwilio a Rheoli Risg yn arolygu'r drefn sicrwydd, gan wneud yn siŵr bod cymysgfa briodol o dechnegau'n cael eu defnyddio i gael y lefel sicrwydd y gofynnir amdani gan yr Awdurdod. Mae'r Pwyllgor Archwilio a Rheoli Risg yn cyflwyno'i gasgliadau i'r Awdurdod.

## INTERNAL CONTROL

The Authority is ultimately responsible for the group's system of internal control and for reviewing its effectiveness. However, such a system is designed to manage rather than eliminate the risk of failure to achieve business objectives, and can provide only reasonable and not absolute assurance against material misstatement or loss.

Following publication of guidance for directors on internal control, Internal Control; Guidance for Directors on the Combined Code (the Turnbull guidance), the Authority confirm that there is an ongoing process for identifying, evaluating and managing the significant risks faced by the group, that has been in place for the year under review and up to the date of approval of the statement of accounts, and that this process is regularly reviewed by the Authority and accords with the guidance.

The Authority has reviewed the effectiveness of the system of internal control. In particular, it has reviewed and updated the process for identifying and evaluating the significant risks affecting the business and the policies and procedures by which these risks are managed. This has been reinforced by the adoption of various procedures which guide staff on their business conduct, including the Internal Control Procedures Manual and the staff handbook, approved by the Authority, which provide practical guidance for all staff. There are also supporting group policies and employee procedures for the reporting and resolution of suspected fraudulent activities.

The Management Team are responsible for the identification and evaluation of significant risks applicable to their areas of business, together with the design and operation of suitable internal controls. These risks are assessed on a continuous basis and may be associated with a variety of internal or external sources including control breakdowns, disruption in information systems, competition, natural catastrophe and regulatory requirements.

An internal audit function has been maintained throughout the year to provide assurance to the Authority as to the operation and validity of the system of internal control. Planned corrective actions are independently monitored for timely completion by the Audit and Risk Management Committee. Internal auditors independently review the control process implemented by management and report to the accounting officer and the Audit and Risk Management Committee. The Audit and Risk Management Committee reviews the assurance procedures, ensuring that an appropriate mix of techniques is used to obtain the level of assurance required by the Authority. The Audit and Risk Management Committee presents its findings to the Authority.

Mae'r Prif Weithredwr hefyd yn adrodd i'r Awdurdod ar ran y Tîm Rheoli ar newidiadau sylweddol yn y busnes a'r amgylchedd allanol sy'n effeithio risgiau sylweddol. Mae'r Cyfarwyddwr Cyllid yn cyflwyno gwybodaeth fisol i'r Awdurdod sy'n cynnwys y prif arwyddion ynglŷn â pherfformiad a risg. Pan nodir lle y gellid gwella'r system, mae'r Awdurdod yn ystyried yr argymhellion a wneud gan y Tîm Rheoli a'r Pwyllgor Archwilio a Rheoli Risg.

Mae'r Pwyllgor Archwilio a Rheoli Risg yn arolygu'r broses rheoli risg ac yn ystyried:

yr awdurdod, adnoddau a chydlynid pawb sydd ynghlwm wrth y gwaith o ddynodi, asesu a rheoli risgiau sylweddol a wynebir gan yr Awdurdod;

yr ymateb i'r risgiau sylweddol a ddynodwyd gan y rheolwyr ac eraill;

y gwaith monitro ar yr adroddiadau a dderbyniwyd gan y rheolwyr;

y gofal am amgylchedd rheoli sy'n anelu at gadw rheolaeth briodol ar risg;

y gweithdrefnau adrodd blynyddol.

Mae'r Pwyllgor Archwilio a Rheoli Risg hefyd yn cadw cysylltiad â'r holl newidiadau a wnaed i'r system ac yn cadw golwg ar agweddau y mae angen eu gwella. Cyflwyna adroddiadau ar y cyfryw bethau i'r Awdurdod.

Elfennau allweddol y system reolaeth fewnol yw:

*Amgylchedd rheoli* - mae'r Awdurdod, yn gweithredu drwy'r Pwyllgor Archwilio a Rheoli Risg, wedi rhoi strwythur trefniadol ar waith sy'n diffinio cyfrifoldebau dros reolaeth ariannol fewnol yn glir. Mae disgrifiad o'r systemau rheolaeth allweddol yn y Llawlyfr Dulliau Rheolaeth Fewnol.

*Adroddiadau ariannol* - mae system adroddiadau rheolaeth gynhwysfawr sy'n cynnwys paratoi cyllidebau blynyddol gan bob canolfan cost. Caiff y cyllidebau hyn wedyn eu cadarnhau gan yr Awdurdod fel rhan o'r gyllideb gyffredinol am y flwyddyn. Caiff canlyniadau'r canolfannau cost eu hadrodd yn fisol a'u cymharu gyda'r gyllideb. Archwilir amrywiadau sylweddol o'r gyllideb fel sy'n briodol. Paratoir rhagolygon o ymrwymadau yn rheolaidd drwy gydol y flwyddyn.

*Ansawdd ac uniondeb personél* - mae staff profiadol sydd â chymwysterau addas yn gyfrifol am swyddogaethau busnes pwysig. Sefydlwyd system gwerthuso flynyddol i alluogi monitro safonau perfformiad unigol.

The Chief Executive also reports to the Authority on behalf of the Management Team on significant changes in the business and the external environment which affect significant risks. The Director of Finance provides the Authority with monthly financial information which includes key performance and risk indicators. Where areas for improvement in the system are identified, the Authority considers the recommendations made by the Management Team and the Audit and Risk Management Committee.

The Audit and Risk Management Committee reviews the risk management and control process and considers :

the authority, resources and co-ordination of those involved in the identification, assessment and management of significant risks faced by the Authority;

the response to the significant risks which have been identified by management and others;

the monitoring of the reports from management;

the maintenance of a control environment directed towards the proper management of risk;

the annual reporting procedures.

Additionally, the Audit and Risk Management Committee keeps abreast of all changes made to the system and follows up on areas which require improvement. It reports such matters to the Authority.

The key features of the system of internal financial control are as follows:

*Control environment* - the Authority, acting through the Audit and Risk Management Committee, has put in place an organisational structure with clearly defined responsibilities for internal financial control. The key systems of control are documented in the Internal Control Procedures Manual.

*Financial reporting* - there is a comprehensive management reporting system which involves the preparation of annual budgets by all cost centres. These budgets are then approved by the Authority as part of the overall budget for the year. The results of the cost centres are reported monthly and compared to the budget. Significant variances from budget are investigated as appropriate. Forecasts of commitments are prepared regularly throughout the year.

*Quality and integrity of personnel* - experienced and suitably qualified staff take responsibility for important business functions. An annual appraisal system has been established to allow monitoring of individual standards of performance.

*Rheolaeth weithredol* - mae pob canolfan cost yn cynnal rheolaeth ariannol a threfnweithiau cymwys i'w hamgylchedd busnes ei hunan sy'n cydymffurfio gyda'r safonau a'r canllawiau a gymeradwywyd gan yr Awdurdod.

*Monitro* - mae'r Pwyllgor Archwilio a Rheoli Risg yn derbyn ac yn ystyried adroddiadau ar y system o reolaeth ariannol fewnol oddi wrth y rheolwyr a'r swyddogaeth archwiliad mewnol.

### Busnes Byw

Ar ôl cynnal ymholiadau, ac o ran y darpariaethau cyllido yn Adran 80 Deddf Ddarlledu 1996, mae gan yr Awdurdod ddisgwyliadau rhesymol fod gan S4C adnoddau digonol i ddal ati i weithredu hyd y gellir rhagweld. Am y rheswm hwnnw, mae'n parhau i baratoi datganiad ariannol ar sail bod yn fusnes byw.

### DATGANIAD CYFRIFOLDEBAU - PARATOI DATGANIADAU CYLLIDOL

- (a) Mae'n ofyniad hanfodol o dan gyfraith cwmnïau'r Deyrnas Unedig i gyfarwyddwyr i sicrhau bod datganiadau cyllidol am bob blwyddyn ariannol yn cael eu paratoi gan roi golwg gwir a theg o sefyllfa eu cwmni ar ddiwedd y flwyddyn ariannol ac o'r elw neu golled am y cyfnod hwnnw.
- (b) At hynny, mae'n ofynnol i gyfarwyddwyr:
- fabwysiadu polisiau cyfrifon a'u defnyddio'n gyson
- lunio arfarniadau a gwneud amcangyfrifon yn rhesymol ac yn ddoeth
- gydymffurfio â safonau cyfrifo sy'n gymwys
- baratoi'r datganiadau cyllidol ar sail busnes sy'n fyw onibai ei bod yn anaddas i gymryd bod y cwmni am barhau mewn busnes.
- (c) Mae cyfarwyddwyr hefyd yn gyfrifol am:
- sicrhau bod cofnodion cyfrifo digonol yn cael eu cadw
- ddiogelu asedion y cwmni
- gymryd camau rhesymol i atal ac i ddarganfod twyll ac unrhyw afreoleidd-dra arall

*Operating controls* - each cost centre maintains financial controls and procedures appropriate to its own business environment conforming to the overall standards and guidelines approved by the Authority.

*Monitoring* - the Audit and Risk Management Committee receives and considers reports on the system of internal financial control from management and the internal audit function.

### Going Concern

After making enquiries and having regard to the funding provisions contained in Section 80 of the Broadcasting Act 1996, the Authority has a reasonable expectation that S4C has adequate resources to continue in operational existence for the foreseeable future. For this reason, it continues to adopt the going concern basis in preparing the statement of accounts.

### STATEMENT OF RESPONSIBILITIES - PREPARATION OF FINANCIAL STATEMENTS

- (a) There is an overriding requirement under United Kingdom company law for directors to ensure that financial statements are prepared for each financial year which give a true and fair view of the state of affairs of their company as at the end of the financial year and of the profit or loss for that period.
- (b) In addition, directors are required:
- to adopt appropriate accounting policies and apply them consistently
- to make judgements and estimates reasonably and prudently
- to comply with applicable accounting standards
- to prepare the financial statements on a going concern basis unless it is inappropriate to assume that the company will continue in business.
- (c) It is the responsibility of directors to:
- ensure that adequate accounting records are maintained
- safeguard the assets of the company
- take reasonable steps to prevent and detect fraud and other irregularities.

Yn achos S4C, mae'r cyfrifoldeb am baratoi datganiad ariannol yn disgyn ar yr Awdurdod fel corff statudol o dan Ddeddf Ddarlledu 1990 Atodlen 6 paragraffau 12 a 13.

Mae'r Prif Weithredwr, yn rhinwedd ei swyddogaeth yn swyddog cyllido, yn gyfrifol am sicrhau bod y datganiad ariannol yn cael eu baratoi, ac am weithredu'r camau rheoli.

Mae'r Awdurdod yn cadarnhau bod datganiad ariannol S4C yn cydymffurfio â'r holl ofynion uchod. Mae'r Awdurdod yn ystyried ei fod yn cyflawni ei gyfrifoldebau ym mhob un o'r agweddau uchod.

#### **ARCHWILWYR**

Mae Grant Thornton, sydd yn cynnig eu hunain fel Archwilwyr yn unol ag Adran 56(3) a pharagraffau 12(2) a (3) o Atodlen 6 Deddf Ddarlledu 1990, wedi mynegi eu parodrwydd i barhau yn y swydd. Ceir eu hadroddiad ar y datganiad ariannol a Rheolaeth Gorfforaethol ar dudalennau 13 ac 14.

Ar orchymyn yr Awdurdod

**Huw Jones**  
*Prif Weithredwr*  
26 Mehefin 2002

In the case of S4C, the responsibility for the preparation of a statement of accounts is placed on the Authority as a statutory body by the Broadcasting Act 1990 Schedule 6 paragraphs 12 and 13.

The Chief Executive, as accounting officer, has responsibility for ensuring that the statement of accounts is prepared and for the implementation of controls.

The Authority confirms that S4C's statement of accounts complies with all appropriate requirements. The Authority considers that it is discharging its responsibilities in all the above respects.

#### **AUDITORS**

Grant Thornton, who offer themselves for reappointment as Auditors in accordance with Section 56(3) and paragraphs 12(2) and (3) of Schedule 6 to the Broadcasting Act 1990, have expressed their willingness to continue in office. Their report on the statement of accounts and Corporate Governance is given on pages 13 and 14.

By order of the Authority

**Huw Jones**  
*Chief Executive*  
26 June 2002

**DATGANIAD I AELODAU'R AWDURDOD  
GAN YR ARCHWILWYR ANNIBYNNOL.  
A BENODWYD DAN ADRAN 56 (3) A  
PHARAGRAFFAU 12 (2) A (3)  
O ATODLEN 6 DEDDF DDARLLEDU 1990**

Yr ydym wedi archwilio'r datganiad ariannol am y flwyddyn a derfynodd 31 Rhagfyr 2001, sydd yn cynnwys y cyfrif elw a cholled cyfun, y fantolen gyfun, mantolen S4C, y datganiad o lif arian cyfun a nodiadau 1 i 23 i'r cyfrifon. Mae'r datganiadau cyllidol wedi eu paratoi yn ôl polisiau'r cyfrifon a nodir yno.

**Cyfrifoldebau perthnasol aelodau'r Awdurdod a'r archwilwyr**

Mae aelodau'r Awdurdod yn gyfrifol am baratoi'r Adroddiad Blynyddol yn cynnwys y datganiad ariannol fel y disgrifiwyd ar dudalen 12 yn unol â chyfraith berthnasol y Deyrnas Unedig a safonau cyfrifo. Mae ein cyfrifoldeb ni fel archwilwyr annibynnol wedi ei osod yn statudol yn y Deyrnas Unedig, gan y Bwrdd Arferion Archwilio a gan gyfarwyddyd ethogol ein proffesiwn.

Cyflwynwn i chi ein barn a yw'r datganiad ariannol yn rhoi darlun gwir a theg, ac a ydyw wedi ei baratoi'n briodol yn unol â Deddf Darlledu 1990 a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gyfrifon. Cyflwynwn adroddiad i chi hefyd os nad yw'r adroddiad ar dudalennau 1 i 12, yn ein barn ni, yn gyson â'r datganiad ariannol, os nad yw'r Awdurdod wedi cadw cofnodion cyfrifo priodol, os nad ydym wedi cael yr holl wybodaeth a phob eglurhad sydd eisiau arnom ar gyfer ein harchwiliad, neu os yw'r wybodaeth a bennir gan y gyfraith ynglŷn â chydabyddiaeth yr aelodau a'u trafodion gyda'r grŵp wedi eu datgelu.

Yr ydym yn arolygu a yw'r datganiad ar dudalen 9 yn adlewyrchu cydymffurfiant yr Awdurdod â saith darpariaeth y Côd Cyfunol, a chyflwynwn adroddiad i chi os nad yw. Nid yw'n ofynnol i ni ystyried a yw datganiadau'r Awdurdod ar reolaeth fewnol yn cynnwys pob risg a rheolaeth, na i lunio barn am effeithiolrwydd trefniadau rheolaeth corfforaethol yr Awdurdod na'i ddulliau risg a rheoli.

Byddwn yn darllen gwybodaeth arall a roir yn yr Adroddiad Blynyddol, gan gynnwys y datganiad rheolaeth corfforaethol, ac ystyriwn a yw'n gyson â'r datganiad ariannol sydd wedi archwilio. Ystyriwn yr oblygiadau i'n hadroddiad os byddwn yn ymwybodol o unrhyw gam-ddatganiadau amlwg neu anghysonderau o bwys ô'r datganiad ariannol.

**Sail ein barn**

Cynhaliwyd ein harchwiliad yn unol â Safonau Archwilio a gyhoeddwyd gan y Bwrdd Arferion Archwilio. Mae archwiliad yn cynnwys ymchwilio, fel prawf, i'r dystiolaeth sy'n berthnasol i'r symiau a'r dadleniadau yn y datganiad ariannol. Mae hefyd yn cynnwys asesiad o'r amcangyfrifon arwyddocaol a'r arfarniadau wrth baratoi'r datganiad ariannol ac o addasrwydd

**REPORT TO THE MEMBERS OF THE AUTHORITY  
BY THE INDEPENDENT AUDITORS APPOINTED  
UNDER SECTION 56 (3) AND PARAGRAPHS 12  
(2) AND (3) OF SCHEDULE 6 TO THE  
BROADCASTING ACT 1990**

We have audited the statement of accounts for the year ended 31 December 2001, which comprise the consolidated profit and loss account, the consolidated balance sheet, the S4C balance sheet, the consolidated cashflow statement and notes 1 to 23 to the accounts. These financial statements have been prepared under the accounting policies set out therein.

**Respective responsibilities of Authority members and auditors**

The Authority members are responsible for preparing the Annual Report, including as described on page 12, the statement of accounts in accordance with applicable United Kingdom law and accounting standards. Our responsibilities, as independent auditors, are established in the United Kingdom by statute, the Auditing Practices Board, and by our profession's ethical guidance.

We report to you our opinion as to whether the statement of accounts gives a true and fair view and is properly prepared in accordance with the Broadcasting Act 1990 and the Secretary of State's Accounts Direction. We also report to you if, in our opinion the report on pages 1 to 12 is not consistent with the statement of accounts, if the Authority has not kept proper accounting records, if we have not received all the information and explanations we require for our audit, or if information specified by law regarding Authority members' remuneration and transactions with the group is not disclosed.

We review whether the statement on page 9 reflects the Authority's compliance with the seven provisions of the Combined Code and we report if it does not. We are not required to consider whether the Authority's statements on internal control cover all risks and controls, or form an opinion on the effectiveness of the Authority's corporate governance procedures or its risk and control procedures.

We read the other information given in the Annual Report, including the corporate governance statement, and consider whether it is consistent with the audited statement of accounts. We consider the implications for our report if we become aware of any apparent misstatements or material inconsistencies with the statement of accounts.

**Basis of opinion**

We conducted our audit in accordance with Auditing Standards issued by the Auditing Practices Board. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the statement of accounts. It also includes an assessment of the significant estimates and judgements made in the preparation of the statement of accounts, and of whether the accounting policies are

polisiau'r cyfrifon ar gyfer amgylchiadau S4C, a'u bod wedi eu defnyddio'n gyson a'u datgelu'n ddigonol.

Cynlluniwyd a chyflawnwyd ein harchwiliad gyda'r nod o gael yr holl wybodaeth a phob eglurhad yr ystyriem eu bod yn angenrheidiol i roi i ni dystiolaeth ddigonol i fod yn rhesymol o sicr fod y datganiad ariannol yn rhydd o unrhyw gam-adrodd sylweddol, boed drwy dwyll neu afreoleidd-dra neu gamgymeriad arall. Wrth lunio'n barn, yr oeddem hefyd yn arfarnu digonolrwydd cyffredinol y ffordd y cafodd yr wybodaeth ei chyflwyno yn y datganiad ariannol.

### **Barn**

Yn ein barn ni, fe rydd y datganiad ariannol olwg gwir a theg o sefyllfa'r Awdurdod ac S4C ar 31 Rhagfyr 2001 ac o ganlyniad yr Awdurdod am y flwyddyn a derfynodd ar y dyddiad hwnnw, ac mae wedi ei baratoi'n briodol yn unol â Deddf Ddarlledu 1990 a Chyfarwyddyd yr Ysgrifennydd Gwladol.

### **Grant Thornton**

Archwilwyr Cofrestredig  
Cyfrifyddion Siartredig  
Caerdydd  
*26 Mehefin 2002*

appropriate to S4C's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the statement of accounts is free from material misstatement, whether caused by fraud or other irregularity or error. In forming our opinion, we also evaluated the overall adequacy of the presentation of information in the statement of accounts.

### **Opinion**

In our opinion, the statement of accounts give a true and fair view of the state of affairs of the Authority and S4C at 31 December 2001 and of the result for the Authority for the year then ended and have been properly prepared in accordance with the Broadcasting Act 1990 and the Secretary of State's Accounts Direction.

### **Grant Thornton**

Registered Auditors  
Chartered Accountants  
Cardiff  
*26 June 2002*

## CYFRIF ELW A CHOLLED CYFUN

AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2001

	Nodyn	2001 £000	2000 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus a Throsiant y Gronfa Gyffredinol	2	100,743	97,041
Llai: cyfran o drosiant cydfenter		(6,224)	(5,400)
		<u>94,519</u>	<u>91,641</u>
Costau'r gwasanaeth rhaglenni		(75,672)	(72,369)
Costau darlledu a dosbarthu		(7,062)	(6,763)
Costau uniongyrchol eraill		(4,321)	(3,598)
		<u>7,464</u>	<u>8,911</u>
Elw grôs		7,464	8,911
Costau gweithredu a gweinyddu		(10,074)	(9,333)
		<u>(2,610)</u>	<u>(422)</u>
Colled gweithredol	3	(2,610)	(422)
Cyfran o gollodion gweithredol cydfenter		(1,693)	(3,170)
		<u>(4,303)</u>	<u>(3,592)</u>
Llog net	5	708	637
Cyfran o log net cydfenter	5	(616)	(503)
		<u>(4,211)</u>	<u>(3,458)</u>
Colled ar weithgareddau cyffredin cyn trethiant		(4,211)	(3,458)
		<u>(392)</u>	<u>(491)</u>
Trethiant ar golled ar weithgareddau cyffredin	6	(392)	(491)
		<u>(4,603)</u>	<u>(3,949)</u>
Colled ar ôl treth		(4,603)	(3,949)
		<u>5,879</u>	<u>(2,437)</u>
Trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus	14	5,879	(2,437)
		<u>1,276</u>	<u>(1,512)</u>
Cadwyd yn y Gronfa Gyffredinol	14	1,276	(1,512)

Nid oes enillion na cholledion a gymerwyd yn y flwyddyn heblaw y rhai a nodwyd uchod.

Mae'r nodiadau ar dudalennau 19 i 39 yn ffurfio rhan o'r datganiad ariannol.

## CONSOLIDATED PROFIT AND LOSS ACCOUNT

FOR THE YEAR ENDED 31 DECEMBER 2001

	Note	2001 £000	2000 £000
Public Service Fund Income and General Fund Turnover	2	100,743	97,041
Less: share of joint venture's turnover		(6,224)	(5,400)
		<u>94,519</u>	<u>91,641</u>
Cost of programme service		(75,672)	(72,369)
Transmission and distribution costs		(7,062)	(6,763)
Other direct costs		(4,321)	(3,598)
		<u>7,464</u>	<u>8,911</u>
Gross profit		7,464	8,911
Operational and administrative expenses		(10,074)	(9,333)
		<u>(2,610)</u>	<u>(422)</u>
Operating loss	3	(2,610)	(422)
Share of operating losses of joint venture		(1,693)	(3,170)
		<u>(4,303)</u>	<u>(3,592)</u>
Net interest	5	708	637
Share of net interest of joint venture	5	(616)	(503)
		<u>(4,211)</u>	<u>(3,458)</u>
Loss on ordinary activities before taxation		(4,211)	(3,458)
		<u>(392)</u>	<u>(491)</u>
Tax on loss on ordinary activities	6	(392)	(491)
		<u>(4,603)</u>	<u>(3,949)</u>
Loss after tax		(4,603)	(3,949)
		<u>5,879</u>	<u>2,437</u>
Transfer from the Public Service Fund	14	5,879	2,437
		<u>1,276</u>	<u>(1,512)</u>
Retained in the General Fund	14	1,276	(1,512)

There are no recognised gains or losses for the year other than those noted above.

The notes on pages 19 to 39 form part of the statement of accounts.



## MANTOLEN GYFUN

AR 31 RHAGFYR 2001

Nodyn	2001		2000	
	£000	£000	£000	£000
<b>ASEDION SEFYDLOG</b>				
Asedion diriaethol	8	9,726	10,239	
Buddsoddiad	9			
Cydfenter				
Cyfran o asedion grôs		6,885	4,066	
Cyfran o rwymedigaethau grôs		(16,431)	(11,588)	
		<b>(9,546)</b>	<b>(7,522)</b>	
		<b>180</b>	<b>2,717</b>	
<b>ASEDION CYFREDOL</b>				
Stoc	10	27,818	32,486	
Dyledwyr	11	11,068	9,398	
Buddsoddiadau	12	562	385	
Arian yn y banc ac mewn llaw		6,187	2,915	
		<b>45,635</b>	<b>45,184</b>	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(15,473)	(12,956)	
<b>ASEDION CYFREDOL NET</b>		<b>30,162</b>	<b>32,228</b>	
<b>CYFANSWM ASEIDION LLAI RHWYMEDIGAETHAU CYFREDOL</b>		<b>30,342</b>	<b>34,945</b>	
<b>CRONFEYDD</b>				
Cronfa'r Gwasanaeth Cyhoeddus	14	33,972	39,851	
Cronfa Gyffredinol	14	(3,630)	(4,906)	
<b>CYFANSWM CRONFEYDD</b>		<b>30,342</b>	<b>34,945</b>	

Cymeradwywyd y datganiad ariannol gan yr Awdurdod ar 26 Mehefin 2002.

Elan Closs Stephens  
*Cadeirydd*

Huw Jones  
*Prif Weithredwr*

Mae'r nodiadau ar dudalennau 19 i 39 yn ffurfio rhan o'r datganiad ariannol.

## CONSOLIDATED BALANCE SHEET

AT 31 DECEMBER 2001

Note	2001		2000	
	£000	£000	£000	£000
<b>FIXED ASSETS</b>				
Tangible assets	8	9,726	10,239	
Investment	9			
Joint venture				
Share of gross assets		6,885	4,066	
Share of gross liabilities		(16,431)	(11,588)	
		<b>(9,546)</b>	<b>(7,522)</b>	
		<b>180</b>	<b>2,717</b>	
<b>CURRENT ASSETS</b>				
Stock	10	27,818	32,486	
Debtors	11	11,068	9,398	
Investments	12	562	385	
Cash at bank and in hand		6,187	2,915	
		<b>45,635</b>	<b>45,184</b>	
Creditors: amounts falling due within one year	13	(15,473)	(12,956)	
<b>NET CURRENT ASSETS</b>		<b>30,162</b>	<b>32,228</b>	
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>		<b>30,342</b>	<b>34,945</b>	
<b>RESERVES</b>				
Public Service Fund	14	33,972	39,851	
General Fund	14	(3,630)	(4,906)	
<b>TOTAL RESERVES</b>		<b>30,342</b>	<b>34,945</b>	

The statement of accounts was approved by the Authority on 26 June 2002.

Elan Closs Stephens  
*Chair*

Huw Jones  
*Chief Executive*

The notes on pages 19 to 39 form part of the statement of accounts.

## MANTOLEN S4C

AR 31 RHAGFYR 2001

Nodyn	2001		2000	
	£000	£000	£000	£000
<b>ASEDION SEFYDLOG</b>				
Asedion diriaethol	8	<b>9,689</b>	10,239	
Buddsoddiadau	9	-	-	
		<b>9,689</b>	10,239	
<b>ASEDION CYFREDOL</b>				
Stoc	10	<b>27,268</b>	31,898	
Dyledwyr	11	<b>8,358</b>	5,644	
Arian yn y banc ac mewn llaw		<b>81</b>	105	
		<b>35,707</b>	37,647	
Credydwyr: symiau i'w talu o fewn blwyddyn	13	<b>(11,424)</b>	(8,035)	
<b>ASEDION CYFREDOL NET</b>				
		<b>24,283</b>	29,612	
<b>CYFANSWM ASEIDION LLAI RHWYMEDIGAETHAU CYFREDOL</b>				
		<b>33,972</b>	39,851	
<b>CRONFEYDD</b>				
Cronfa'r Gwasanaeth Cyhoeddus	14	<b>33,972</b>	39,851	
Cronfa Gyffredinol	14	-	-	
<b>CYFANSWM CRONFEYDD</b>				
		<b>33,972</b>	39,851	

Cymeradwywyd y datganiad ariannol gan yr Awdurdod ar 26 Mehefin 2002.

Elan Closs Stephens  
*Cadeirydd*

Huw Jones  
*Prif Weithredwr*

Mae'r nodiadau ar dudalennau 19 i 39 yn ffurfio rhan o'r datganiad ariannol.

## S4C BALANCE SHEET

AT 31 DECEMBER 2001

Note	2001		2000	
	£000	£000	£000	£000
<b>FIXED ASSETS</b>				
Tangible assets	8	<b>9,689</b>	10,239	
Investments	9	-	-	
		<b>9,689</b>	10,239	
<b>CURRENT ASSETS</b>				
Stock	10	<b>27,268</b>	31,898	
Debtors	11	<b>8,358</b>	5,644	
Cash at bank and in hand		<b>81</b>	105	
		<b>35,707</b>	37,647	
Creditors: amounts falling due within one year	13	<b>(11,424)</b>	(8,035)	
<b>NET CURRENT ASSETS</b>				
		<b>24,283</b>	29,612	
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>				
		<b>33,972</b>	39,851	
<b>RESERVES</b>				
Public Service Fund	14	<b>33,972</b>	39,851	
General Fund	14	-	-	
<b>TOTAL RESERVES</b>				
		<b>33,972</b>	39,851	

The statement of accounts was approved by the Authority on 26 June 2002.

Elan Closs Stephens  
*Chair*

Huw Jones  
*Chief Executive*

The notes on pages 19 to 39 form part of the statement of accounts.

## DATGANIAD O LIF ARIAN CYFUN

AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2001

		2001	2000
	Nodyn	£000	£000
Mewnlif ariannol/(allanlif) net o weithgareddau gweithredol	15	<b>3,406</b>	(578)
Enillion ar fuddsoddiadau a chostau benthyciadau			
Llog a dderbyniwyd		<b>742</b>	487
Llog a dalwyd		<b>(34)</b>	(97)
		<hr/>	<hr/>
Mewnlif net o enillion ar fuddsoddiadau a chostau benthyciadau		<b>708</b>	390
		<hr/>	<hr/>
Trethiant		-	(781)
		<hr/>	<hr/>
Pryniant cyfalafol a gweithgareddau buddsoddiadol			
Pryniant asedion sefydlog diriaethol		<b>(706)</b>	(708)
Gwerthiant asedion sefydlog diriaethol		<b>22</b>	29
Pryniant buddsoddiad		<b>(158)</b>	(378)
		<hr/>	<hr/>
Allanlif net o bryniant cyfalafol a gweithgareddau buddsoddiadol		<b>(842)</b>	(1,057)
		<hr/>	<hr/>
Cynnydd/(lleihad) mewn arian	16	<b>3,272</b>	(2,026)
		<hr/>	<hr/>

Mae'r nodiadau ar dudalennau 19 i 39 yn ffurfio rhan o'r datganiad ariannol.

## CONSOLIDATED CASH FLOW STATEMENT

FOR THE YEAR ENDED 31 DECEMBER 2001

		2001	2000
	Note	£000	£000
Net cash inflow/(outflow) from operating activities	15	<b>3,406</b>	(578)
Returns on investments and servicing of finance			
Interest received		<b>742</b>	487
Interest paid		<b>(34)</b>	(97)
		<hr/>	<hr/>
Net cash inflow from returns on investments and servicing of finance		<b>708</b>	390
		<hr/>	<hr/>
Taxation		-	(781)
		<hr/>	<hr/>
Capital expenditure and financial investments			
Purchase of tangible fixed assets		<b>(706)</b>	(708)
Sale of tangible fixed assets		<b>22</b>	29
Purchase of investment		<b>(158)</b>	(378)
		<hr/>	<hr/>
Net cash outflow from capital expenditure and financial investment		<b>(842)</b>	(1,057)
		<hr/>	<hr/>
Increase/(decrease) in cash	16	<b>3,272</b>	(2,026)
		<hr/>	<hr/>

The notes on pages 19 to 39 form part of the statement of accounts.

## NODIADAU I'R CYFRIFON

AM Y FLWYDDYN A DERFYNODD 31 RHAGFYR 2001

### 1. POLISIŴAU'R CYFRIFON

Gwelir isod brif bolisiau cyfrifo'r Awdurdod. Maent wedi parhau'n ddigyfnewid ers y flwyddyn flaenorol.

#### (a) Seiliau paratoi'r datganiad ariannol

Paratowyd y datganiad ariannol o dan y confensiwn costau hanesyddol addasedig, ac yn unol â pharagraff 12(1) o Atodlen 6 Deddf Ddarlledu 1990, y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol a safonau cyfrifyddol perthnasol. Ceir copi o'r Cyfarwyddyd Cyfrifon o Swyddfa'r Wasg S4C.

#### (b) Sail cyfuno

Mae'r datganiad ariannol cyfun yn ymgorffori rhai S4C a'i his-ymgymeriadau (gweler nodyn 9) a luniwyd tan 31 Rhagfyr 2001. Caiff elw neu golledion ar drafodion rhwng grwpiau eu dileu'n llawn. Pan gaiff is-gwmni ei brynu, caiff holl asedion a rhwymedigaethau'r is-gwmni sy'n bodoli ar ddyddiad ei brynu eu cofnodi yn ôl eu gwerthoedd teg gan adlewyrchu eu cyflwr ar y dyddiad hwnnw.

#### (c) Mentrau ar y cyd

Caiff endidau y mae gan y grŵp ddiddordeb ynddynt dros gyfnod hir, ac sy'n cael eu rheoli ar y cyd gan y grŵp a phartion eraill, eu trin fel mentrau ar y cyd. Caiff cyfran y grŵp o'r elw heb golledion, ac enillion a cholledion cydnabyddedig eraill y mentrau ar y cyd, eu cynnwys yng nghyfrif elw a cholled y grŵp ac yn ei ddatganiad enillion a cholledion cydnabyddedig, yn y drefn honno.

Mae mantolen y grŵp yn cynnwys y buddsoddiad yn y fenter ar y cyd fel cyfran y grŵp o asedion net neu rywmedigaethau net.

Mae mantolen y cwmni'n dangos y buddsoddiad yn y fenter ar y cyd yn ôl y gost.

#### (ch) Incwm

- (i) Cynhwysir incwm o'r Adran Diwylliant, Cyfryngau a Chwaraeon yn y cyfrif elw a cholled pan y'i derbynnir.
- (ii) Mae incwm arall, sydd yn cynnwys incwm o werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiantiaeth a chyhoeddi, yn cael ei gydnabod yn y cyfrif elw a cholled ar sail gronol.

## NOTES TO THE ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2001

### 1. ACCOUNTING POLICIES

The principal accounting policies of the Authority are set out below. The policies have remained unchanged from the previous year.

#### (a) Basis of preparation of statement of accounts

The statement of accounts have been prepared under the modified historical cost convention and in compliance with paragraph 12 (1) of Schedule 6 to the Broadcasting Act 1990, the Accounts Direction issued by the Secretary of State and applicable accounting standards. A copy of the Accounts Direction can be obtained from S4C's Press Office.

#### (b) Basis of consolidation

The consolidated statement of accounts incorporate those of S4C and of its subsidiary undertakings (see note 9) drawn up to 31 December 2001. Profits or losses on intra-group transactions are eliminated in full. On acquisition of a subsidiary, all of the subsidiary's assets and liabilities which exist at the date of acquisition are recorded at their fair values reflecting their condition at that date.

#### (c) Joint ventures

Entities in which the group holds an interest on a long-term basis, and which are jointly controlled by the group and other parties, are treated as joint ventures. The group's share of the profits less losses and other recognised gains and losses of the joint venture are included in the group profit and loss account and statement of recognised gains and losses, respectively.

The group balance sheet includes the investment in the joint venture as the group's share of net assets or net liabilities.

The company balance sheet shows the investment in the joint venture at cost.

#### (d) Income

- (i) Income from the Department for Culture, Media and Sport is credited to the profit and loss account when it is received.
- (ii) Other income, which includes income from sales of airtime, rights in television programmes, sponsorship, merchandising and publishing, is recognised in the profit and loss account on an accruals basis.

**(d) Costau rhaglenni**

Caiff costau rhaglenni'r gwasanaeth cyhoeddus sydd wedi'u comisiynu eu dileu'n llwyr ar y darllediad cyntaf neu pan ddaw yn glir na fydd darllediad.

**(dd) Stoc rhaglenni a stoc arall**

Mae costau uniongyrchol a gyfyd wrth gomisiynu neu brynu rhaglenni i'r gwasanaeth cyhoeddus sydd heb eu darlledu yn ymddangos fel stoc, ar ôl darparu ar gyfer gwariant ar ddeunydd nad yw'n debygol o gael ei ddarlledu.

Diffinir cost uniongyrchol fel taliadau a wnaed neu sy'n ddyledus i gwmnïau cynhyrchu neu gyflenwyr rhaglenni.

Nodir stoc arall naill ai yn ôl eu cost neu eu gwerth net pe'u gwerthid, pa un bynnag yw'r isaf.

**(e) Incwm a dderbyniwyd cyn y gwariant perthynol**

Oherwydd y polisiâu hyn, derbyniwyd incwm o'r Adran Diwylliant, Cyfryngau a Chwaraeon cyn cynnwys yr holl gostau yn y cyfrif elw a cholled. Ar ddyddiad y fantolen, trosglwyddir unrhyw incwm a dderbynnir ymlaen llaw i Gronfa'r Gwasanaeth Cyhoeddus. Pan mae costau perthynol yn codi, trosglwyddir symiau cyfatebol o incwm perthnasol o Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled. Mae'r cyfrif elw a cholled felly yn cynnwys trosglwyddiad net i Gronfa'r Gwasanaeth Cyhoeddus, neu oddi wrtho, yn adlewyrchu y trosglwyddiadau hyn.

**(f) Buddsoddiadau**

Cyfrifir buddsoddiadau yn ôl yr hyn a dalwyd am danyntillai unrhyw symiau sydd wedi'u dileu.

**(ff) Asedion sefydlog diriaethol**

Cyfrifir asedion sefydlog diriaethol yn ôl yr hyn a dalwyd amdanynt ynghyd ag unrhyw gostau prynu perthnasol, llai dibrisiant. Caiff dibrisiant ei gyfrif er mwyn dileu cost yr ased sefydlog diriaethol llai gweddill ei werth yn gyfartal dros y cyfnod yr amcangyfrifir y caiff ei ddefnyddio. Mae'r prif gyfraddau a ddefnyddir i'r diben hwn fel a ganlyn:

Offer	20%
Adeiladau rhyddfrait	dros 40 mlynedd

Caiff gwelliannau i adeiladau ar brydles byr eu dileu'n gyfartal dros gyfnod y brydles. Ni ddibrisir tir rhyddfrait.

**(e) Cost of programmes**

The cost of commissioned public service programmes is wholly written off on first transmission or as soon as it becomes apparent that no transmission will result.

**(f) Programme and other stocks**

Direct costs incurred in the commissioning or purchase of public service programmes as yet untransmitted are carried forward as stock, after providing for expenditure on material which is unlikely to be transmitted.

Direct cost is defined as payments made or due to production companies or programme suppliers.

Other stocks are stated at the lower of cost and net realisable value.

**(g) Income received in advance of related expenditure**

As a result of the above policies, income from the Department for Culture, Media and Sport is received in advance of all costs being charged to the profit and loss account. At the balance sheet date, any income received in advance is transferred to the Public Service Fund. As the related costs are charged, there is a corresponding transfer of the relevant income from the Public Service Fund to the profit and loss account. The profit and loss account therefore contains a net transfer to or from the Public Service Fund comprising these transfers.

**(h) Investments**

Investments are included at cost less amounts written off.

**(i) Tangible fixed assets**

Tangible fixed assets are stated at cost, together with any incidental expenses of acquisition, less depreciation. Depreciation is calculated so as to write off the cost of the asset less its residual value on a straight line basis over its estimated useful life. The principal annual rates used for this purpose are as follows:

Plant and equipment	20%
Freehold buildings	over 40 years

Improvements to short leasehold buildings are amortised on a straight line basis over the remaining period of the lease. Freehold land is not depreciated.

**(g) Cyfraniadau pensiwn**

Cynllun budd diffiniedig  
Cynhwysir costau pensiwn yn y cyfrif elw a cholled fel y gwasgarir cost ddisgwyliedig y pensiynau dros fywyd gweithio'r swyddogion cyflogedig sydd yn y cynllun. Mae hyn yn sicrhau fod y gost pensiwn arferol yn cynrychioli canran cyfartal o'r cyflogau pensiynol cyfredol a'r cyflogau pensiynol a ddisgwyilir yn y dyfodol.

Cynllun aml-gyflogydd yw'r cynllun sydd â chronfa gyfunedig lle na all yr Awdurdod adnabod ei gyfran o asedau a rhwymedigaethau. Fel y cyfryw y mae'r Awdurdod wedi'i esemptio o amodau manwl FRS 17 mewn perthynas â chynlluniau budd-daliadau diffiniedig.

Cynllun cyfraniadau diffiniedig  
Mae'r costau pensiwn a godir ar y cyfrif elw a cholled yn cynrychioli swm y cyfraniadau sy'n daladwy i'r cynllun ar gyfer y cyfnod cyfrifo.

**(ng) Asedion wedi eu prydlesu**

Caiff rhenti sydd yn daladwy o dan brydlesu gweithredol eu dileu yn gyfartal dros gyfnod y brydles drwy'r cyfrif elw a cholled.

**(h) Gwerthu ac adlesu**

Mae S4C wedi ymrwmo i weithrediad gwerthu ac adlesu er mwyn elwa o'r lwfansau treth a roddir ar Ffilmiau Cymwys Prydeinig. Swm a sylwedd y gweithrediad hwn yw bod rhaglenni'n cael eu gwerthu i bartneriaeth sy'n talu pris y prynu i gyfrif banc Escrow yn enw S4C a'r cynrychiadau perthnasol. Bydd S4C yn adlesu'r rhaglenni hyn ar unwaith gyda thaliadau lesu'n ddyledus dros gyfnod o 15 mlynedd. Cwrddir â thaliadau'r brydles gan arian y cyfrif Escrow, ynghyd â'r llog sy'n cael ei gredydu i'r arian yma yn ystod y cyfnod 15 mlynedd. Yr unig rwymedigaeth a all godi i S4C fyddai pe bai'r annhebyg yn digwydd a bod y banc yn mynd yn fethdalus. Nid oes gan S4C unrhyw hawl i ddim o'r arian a ddelir yn y cyfrif Escrow. Oherwydd strwythur y brydles, mae S4C yn derbyn budd-dal sydd yn ganran o bris y gwerthu.

Yn seiliedig ar y darpariaethau a gynhwysir o fewn i Safon 5 Adroddiadau Cyllidol mewn perthynas ag asedau wedi'u diogoleiddio, ni chydnyddir balans yr Escrow a'r brydles gyllidol gysylltiedig oddi mewn i'r fantolen. Mae'r budd-dal wedi'i gydnabod eleni'n seiliedig ar y ffaith nad oes unrhyw rwymedigaeth na risg ar y gweill. Argymhellir y driniaeth hon yn nehongliad SIC27 IASC (cyhoeddwyd 20 Rhagfyr 2000)

**(j) Pension contributions**

Defined benefit scheme  
Pension costs are charged to the profit and loss account so as to spread the anticipated cost of pensions over the working lives of the employees in the scheme. This ensures that the regular pension cost represents a substantially level percentage of the current and expected future pensionable payroll.

The scheme is a multi-employer scheme with a combined fund of which the Authority is unable to identify its share of assets and liabilities. As such the Authority is exempt from the detailed provisions of FRS 17 relating to defined benefit schemes.

Defined contribution scheme  
The pension costs charged to the profit and loss account represent the amount of the contributions payable to the scheme in respect of the accounting period.

**(k) Leased assets**

Operating lease rentals are charged to the profit and loss account on a straight line basis over the lease term.

**(l) Sale and leaseback**

S4C has entered into sale and leaseback transactions in order to benefit from the tax allowances given on British Qualifying Films. The substance of this transaction is that programmes are sold to a partnership who pay the purchase price into an Escrow bank account in the name of S4C and the relevant productions. S4C immediately leases back these programmes with lease payments due over a 15 year period. The lease payments are satisfied by the Escrow account monies, plus the interest credited on these monies during the 15 year period. S4C's only liability would arise in the unlikely event that the bank became insolvent. S4C are not entitled to any of the monies held in the Escrow account. Due to the structuring of the lease, S4C receives into their main account a benefit which is an agreed percentage of the sale price.

Based upon the provisions contained within Financial Reporting Standard 5 in relation to securitised assets, the Escrow balance and related finance lease are not recognised within the balance sheet. The benefit has been recognised in this year based upon the fact that there is no ongoing liability or risk. This treatment is recommended in IASC Interpretation SIC 27 (issued 20 December 2000).

**(i) Trethiant**

Paratowyd y datganiad ariannol ar y sail na chodir unrhyw dreth ar symiau a dderbynia S4C oddi wrth yr Adran Diwylliant, Cyfryngau a Chwaraeon.

Codir treth gorfforaeth ar elw sy'n cael ei gynhyrchu gan is-ymgymeriadau.

**(l) Arian tramor**

Cynhwysir asedion a rhwymedigaethau mewn arian tramor yn ôl y gyfradd gyfnewid ar ddyddiad y fantolen. Cynhwysir trafodion yn ôl y gyfradd gyfnewid ar y dyddiad mae'n digwydd. Mae gwahaniaethau cyfnewid sy'n codi o werthiannau tramor a chyfnewid arian yn cael eu dangos yn y cyfrif elw a cholled.

**(m) Taxation**

The statement of accounts is prepared on the basis that taxation is not levied in relation to amounts received by S4C from the Department for Culture, Media and Sport.

Profits generated by subsidiary undertakings are subject to corporation tax.

**(n) Foreign currencies**

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at the balance sheet date. Transactions are translated at the rate ruling at the date of the transaction. Exchange differences arising on translation and transactions in foreign currencies are dealt with through the profit and loss account.

**2. GWYBODAETH RANNOL**

**DOSBARTHAU O FUSNES**

Derbyniwyd incwm Cronfa'r Gwasanaeth Cyhoeddus i gyflawni cyfrifoldebau'r gwasanaeth cyhoeddus fel amlinellwyd yn Adrannau 56 a 57 Deddf Ddarlledu 1990.

Mae trosiant y Gronfa Gyffredinol yn cynrychioli'r incwm a grëwyd gan weithgareddau masnachol a gweithgareddau nad ydynt yn rhan o'r gwasanaeth cyhoeddus fel a ganiatwyd o dan Adran 84(3)(4) Deddf Ddarlledu 1996.

**Incwm Cronfa'r Gwasanaeth Cyhoeddus a throsiant y Gronfa Gyffredinol**

	2001 £000	2000 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus		
Incwm a dderbyniwyd oddi wrth ADCCCh	<b>80,745</b>	78,218
Incwm arall	<b>103</b>	98
	<b>80,848</b>	78,316
Trosiant y Gronfa Gyffredinol		
Gwerthiant rhaglenni a hysbysebu	<b>11,976</b>	12,190
Cyhoeddi a marsiantio	<b>591</b>	583
Ymelwa ar ofod plethiad	<b>1,104</b>	552
	<b>13,671</b>	13,325
Trosiant y grŵp	<b>94,519</b>	91,641
Cyfran o drosiant cydfenter		
Lesiant gofod plethiad	<b>6,224</b>	5,400
	<b>6,224</b>	5,400
	<b>100,743</b>	97,041

**2. SEGMENTAL INFORMATION**

**CLASSES OF BUSINESS**

Public Service Fund income relates to income received in respect of the Authority's public service remit as set out in Sections 56 and 57 of the Broadcasting Act 1990.

General Fund turnover represents the income generated from commercial and other non-public service activities as permitted under Section 84(3)(4) of the Broadcasting Act 1996.

**Public Service Fund income and General Fund turnover**

	2001 £000	2000 £000
Public Service Fund income		
Income received from the DCMS	<b>80,745</b>	78,218
Other income	<b>103</b>	98
	<b>80,848</b>	78,316
General Fund turnover		
Programme and airtime sales	<b>11,976</b>	12,190
Publishing and merchandising	<b>591</b>	583
Multiplex exploitation	<b>1,104</b>	552
	<b>13,671</b>	13,325
Group turnover	<b>94,519</b>	91,641
Share of joint venture turnover		
Leasing of multiplex capacity	<b>6,224</b>	5,400
	<b>6,224</b>	5,400
	<b>100,743</b>	97,041

Ceir isod ddadansoddiad o drosiant y Gronfa Gyffredinol yn ôl marchnad ddaearyddol:

	<b>2001</b>	2000
	<b>£000</b>	£000
Y Deyrnas Unedig	<b>12,931</b>	12,322
Gwledydd eraill Ewrop	<b>311</b>	437
Unol Daleithiau America	<b>105</b>	311
Gweddill y Byd	<b>324</b>	255
	<b>13,671</b>	13,325
<b>Elw/(colled) gweithredol</b>		
	<b>2001</b>	2000
	<b>£000</b>	£000
Cronfa'r Gwasanaeth Cyhoeddus		
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	<b>(9,115)</b>	(7,307)
	<b>(9,115)</b>	(7,307)
Cronfa Gyffredinol		
Gwerthiant rhaglenni a hysbysebu	<b>6,577</b>	7,292
Cyhoeddi a marsiantio	<b>(22)</b>	(52)
Datblygu rhaglenni	<b>28</b>	260
Gweinyddiaeth	<b>(263)</b>	(403)
Ymelwa ar ofod plethiad	<b>185</b>	(212)
	<b>6,505</b>	6,885
	<b>(2,610)</b>	(422)

An analysis of General Fund turnover by geographical market is given below:

	<b>2001</b>	2000
	<b>£000</b>	£000
United Kingdom	<b>12,931</b>	12,322
Europe (excluding UK)	<b>311</b>	437
United States of America	<b>105</b>	311
Rest of the World	<b>324</b>	255
	<b>13,671</b>	13,325
<b>Operating profit/(loss)</b>		
	<b>2001</b>	2000
	<b>£000</b>	£000
Public Service Fund		
Public Service Fund activities	<b>(9,115)</b>	(7,307)
	<b>(9,115)</b>	(7,307)
General Fund		
Programme and airtime sales	<b>6,577</b>	7,292
Publishing and merchandising	<b>(22)</b>	(52)
Programme development	<b>28</b>	260
Administration	<b>(263)</b>	(403)
Multiplex exploitation	<b>185</b>	(212)
	<b>6,505</b>	6,885
	<b>(2,610)</b>	(422)



Asedion net	2001 £000	2000 £000
Cronfa'r Gwasanaeth Cyhoeddus		
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	<b>33,972</b>	39,851
	<b>33,972</b>	39,851
Cronfa Gyffredinol		
Gwerthiant rhaglenni a hysbysebu	<b>5,759</b>	3,702
Cyhoeddi a marsiantio	<b>1,383</b>	261
Datblygu rhaglenni	<b>(133)</b>	(162)
Gweinyddiaeth	<b>108</b>	316
Gweithredu plethiad digidol	<b>(10,747)</b>	(9,023)
	<b>(3,630)</b>	(4,906)
	<b>30,342</b>	34,945

### 3. ELW GWEITHREDOL

Nodir y golled weithredol ar ôl:

	2001 £000	2000 £000
Cost y gwasanaeth rhaglenni		
Dibrisiant ac amorteiddio	<b>692</b>	864
Costau staffio	<b>4,318</b>	4,231
Taliadau prydles gweithredol	<b>60</b>	56
Teithio a chynhaliaeth	<b>134</b>	129
Costau gweithredu a gweinyddu		
Costau staffio	<b>3,160</b>	3,133
Dibrisiant	<b>520</b>	503
Taliadau i'r archwilwyr:		
Gwasanaethau archwilio	<b>32</b>	30
Gwasanaethau eraill	<b>123</b>	72
Costau gweinyddu eraill	<b>5,628</b>	5,352
Taliadau prydles gweithredol:		
Tir ac adeiladau	<b>13</b>	13
Arall	<b>56</b>	61
Darpariaeth ar gyfer taliadau prydles	<b>370</b>	-
Teithio a chynhaliaeth	<b>172</b>	169
	<b>10,074</b>	9,333

Net assets	2001 £000	2000 £000
Public Service Fund		
Public Service Fund activities	<b>33,972</b>	39,851
	<b>33,972</b>	39,851
General Fund		
Programme and airtime sales	<b>5,759</b>	3,702
Publishing and merchandising	<b>1,383</b>	261
Programme development	<b>(133)</b>	(162)
Administration	<b>108</b>	316
Digital multiplex operation	<b>(10,747)</b>	(9,023)
	<b>(3,630)</b>	(4,906)
	<b>30,342</b>	34,945

### 3. OPERATING LOSS

Operating loss is stated after:

	2001 £000	2000 £000
Cost of programme service		
Depreciation and amortisation	<b>692</b>	864
Staff costs	<b>4,318</b>	4,231
Operating lease costs	<b>60</b>	56
Travel and subsistence	<b>134</b>	129
Operational and administrative expenses		
Staff costs	<b>3,160</b>	3,133
Depreciation	<b>520</b>	503
Auditors' remuneration:		
Audit services	<b>32</b>	30
Other services	<b>123</b>	72
Other administrative expenses	<b>5,628</b>	5,352
Operating lease costs:		
Land and buildings	<b>13</b>	13
Other	<b>56</b>	61
Provision for lease payments	<b>370</b>	-
Travel and subsistence	<b>172</b>	169
	<b>10,074</b>	9,333

Mae dadansoddiad o gostau gweithredu a gweinyddu fel a ganlyn:

	<b>2001</b>	2000
	<b>£000</b>	£000
Costau Cronfa'r Gwasanaeth Cyhoeddus	<b>8,277</b>	7,659
Costau'r Gronfa Gyffredinol	<b>1,797</b>	1,674
	<b>10,074</b>	9,333

**4. AELODAU A SWYDDOGION CYFLOGEDIG**

Mae cyfanswm o gostau staffio yn ystod y flwyddyn yn cynnwys:

	<b>2001</b>	2000
	<b>£000</b>	£000
Cyflogau grôs	<b>5,999</b>	5,799
Cyfraniadau YC y cyflogwr	<b>594</b>	590
Cyfraniadau pensiwn y cyflogwr	<b>573</b>	541
	<b>7,166</b>	6,930

Roedd y cyflogau a dderbyniodd y swyddogion sy'n ennill dros £40,000 o fewn y symiau canlynol:

	<b>2001</b>	2000
	<b>Rhif</b>	Rhif
£40,000 - £44,999	<b>11</b>	14
£45,000 - £49,999	<b>9</b>	8
£50,000 - £54,999	<b>4</b>	7
£55,000 - £59,999	<b>7</b>	3
£60,000 - £64,999	<b>1</b>	-
£65,000 - £69,999	<b>2</b>	2
£70,000 - £74,999	-	1
£75,000 - £79,999	-	-
£80,000 - £84,999	-	-
£85,000 - £89,999	<b>1</b>	-
£90,000 - £94,999	-	1
	<b>35</b>	36

The operational and administrative expenses can be analysed as follows:

	<b>2001</b>	2000
	<b>£000</b>	£000
Public Service Fund expenses	<b>8,277</b>	7,659
General Fund expenses	<b>1,797</b>	1,674
	<b>10,074</b>	9,333

**4. MEMBERS AND EMPLOYEES**

Total employee remuneration during the year comprised:

	<b>2001</b>	2000
	<b>£000</b>	£000
Gross salaries	<b>5,999</b>	5,799
Employer's NI contributions	<b>594</b>	590
Employer's pension contributions	<b>573</b>	541
	<b>7,166</b>	6,930

The remuneration of employees earning in excess of £40,000 in the year falls within the following bands:

	<b>2001</b>	2000
	<b>Number</b>	Number
£40,000 - £44,999	<b>11</b>	14
£45,000 - £49,999	<b>9</b>	8
£50,000 - £54,999	<b>4</b>	7
£55,000 - £59,999	<b>7</b>	3
£60,000 - £64,999	<b>1</b>	-
£65,000 - £69,999	<b>2</b>	2
£70,000 - £74,999	-	1
£75,000 - £79,999	-	-
£80,000 - £84,999	-	-
£85,000 - £89,999	<b>1</b>	-
£90,000 - £94,999	-	1
	<b>35</b>	36

Roedd cyflog y Prif Weithredwr, gan gynnwys buddiannau trethadwy a chyfraniad pensiwn sylfaenol o 13.8% (2000 - 13.8%) yn ogystal â chyfraniad o 15.86% (2000 - 15.86%) am flynyddoedd ychwanegol fel a ganlyn:

	2001 £	2000 £
Y Prif Weithredwr		
Cyflog grôs	104,591	101,651
Buddiannau trethadwy	7,661	7,697
Cyfraniadau pensiwn	27,829	27,139
	<u>140,081</u>	<u>136,487</u>

Yn ystod y flwyddyn cyflogwyd ar gyfartaledd 201 o swyddogion (2000 - 200) yn y meysydd canlynol:

	2001		2000	
	Rhif	Rhif	Rhif	Rhif
	Dynion Menywod		Dynion Menywod	
Comisiynu a Chyflwyno Rhaglenni	31	40	28	42
Cyllid a Gweinyddiaeth	12	28	11	33
Marchnata, Gwasg a Chyhoeddusrwydd	9	15	7	15
Peirianeg a Thechnoleg	31	16	31	14
Masnachol	7	12	8	11
	<u>90</u>	<u>111</u>	<u>85</u>	<u>115</u>

Cyfanswm teithio a chynhaliaeth a dalwyd i swyddogion cyflogedig yn ystod 2001 oedd £219,415 (2000 - £273,613).

#### Taliadau i'r aelodau

Roedd y taliadau i aelodau'r Awdurdod am y flwyddyn fel a ganlyn:

	2001 £000	2000 £000
Cyfanswm y taliadau	101	106
Buddiannau trethadwy	10	10
Cyfraniadau pensiwn	6	3
	<u>117</u>	<u>119</u>

The Chief Executive's total remuneration includes taxable benefits, a basic 13.8% (2000 - 13.8%) pension contribution together with a 15.86% (2000 - 15.86%) contribution for added years and was as follows:

	2001 £	2000 £
The Chief Executive		
Gross salary	104,591	101,651
Taxable benefits	7,661	7,697
Pension contributions	27,829	27,139
	<u>140,081</u>	<u>136,487</u>

The average number of employees during the year was 201 (2000 - 200) employed as follows:

	2001		2000	
	Number Male	Number Female	Number Male	Number Female
Programme Commissioning and Presentation	31	40	28	42
Finance and Administration	12	28	11	33
Marketing, Press and Publicity	9	15	7	15
Engineering and Technology	31	16	31	14
Commercial	7	12	8	11
	<u>90</u>	<u>111</u>	<u>85</u>	<u>115</u>

Total travel and subsistence reimbursed to employees during 2001 was £219,415 (2000 - £273,613).

#### Members' remuneration

The remuneration of the Authority members for the year was as follows:

	2001 £000	2000 £000
Total remuneration	101	106
Taxable benefits	10	10
Pension contributions	6	3
	<u>117</u>	<u>119</u>

Mae manylion taliadau i'r Cadeirydd (gan gynnwys taliadau mewn eiddo a chyfraniadau pensiwn) fel a ganlyn:

	2001	2000
Y Cadeirydd	£	£
Cyflog grôs	<b>44,628</b>	42,980
Buddiannau trethadwy	<b>10,349</b>	10,139
Cyfraniadau pensiwn	<b>5,631</b>	3,105
	<b>60,608</b>	56,224

Bu'r taliadau i'r aelodau eraill o fewn y symiau canlynol:

	2001	2000
£5,000 - £9,999	<b>Janet A Lewis-Jones</b>	Janet A Lewis-Jones
	<b>Janice Rowlands</b>	Janice Rowlands
	<b>Peter Davies</b>	Peter Davies
	<b>Nic Parry</b>	Nic Parry
	<b>Cefin Campbell</b>	Cefin Campbell
	<b>Enid Rowlands</b>	Enid Rowlands
	<b>Huw Wynne-Griffith</b>	Huw Wynne-Griffith
	<b>Eira Davies</b>	
	<b>Chris Llewellyn</b>	

Cyfanswm teithio a chynhaliath a dalwyd i aelodau'r Awdurdod yn ystod 2001 oedd £18,761 (2000 - £24,981).

5. LLOG NET

	2001	2000
	£000	£000
Llog a dderbynnir		
- ar adnau tymor-byr	<b>742</b>	734
Llog a delir		
- benthyciad	<b>(34)</b>	(97)
Cyfran o log yn daladwy gan gydfenter	<b>(634)</b>	(527)
Cyfran o log a dderbynnir gan gydfenter	<b>18</b>	24
	<b>92</b>	134

Details of the remuneration of the Chair (including benefits in kind and pension contributions) were as follows:

	2001	2000
The Chair	£	£
Gross salary	<b>44,628</b>	42,980
Taxable benefits	<b>10,349</b>	10,139
Pension contributions	<b>5,631</b>	3,105
	<b>60,608</b>	56,224

The remuneration of the other members was within the following bands:

	2001	2000
£5,000 - £9,999	<b>Janet A Lewis-Jones</b>	Janet A Lewis-Jones
	<b>Janice Rowlands</b>	Janice Rowlands
	<b>Peter Davies</b>	Peter Davies
	<b>Nic Parry</b>	Nic Parry
	<b>Cefin Campbell</b>	Cefin Campbell
	<b>Enid Rowlands</b>	Enid Rowlands
	<b>Huw Wynne-Griffith</b>	Huw Wynne-Griffith
	<b>Eira Davies</b>	
	<b>Chris Llewellyn</b>	

Total travel and subsistence reimbursed to the Authority members during 2001 was £18,761 (2000 - £24,981).

5. NET INTEREST

	2001	2000
	£000	£000
Interest receivable		
- short term deposits	<b>742</b>	734
Interest payable		
- loan facility	<b>(34)</b>	(97)
Share of interest payable by joint venture	<b>(634)</b>	(527)
Share of interest receivable by joint venture	<b>18</b>	24
	<b>92</b>	134

**6. TRETHIANT**

Paratowyd y datganiad ariannol ar y sail na chodir unrhyw dreth ar symiau a dderbynia S4C oddi wrth yr Adran Diwylliant, Cyfryngau a Chwaraeon.

	<b>2001</b>	2000
	<b>£000</b>	£000
Treth gorfforaeth y Deyrnas Unedig ar 30%	<b>632</b>	-
Rhyddhad grŵp consortiwm	<b>300</b>	791
	<b>932</b>	791
Cymwysiadau ar gyfer y flwyddyn flaenorol		
Rhyddhad grŵp consortiwm	<b>(414)</b>	(78)
Treth gorfforaeth	-	23
Cyfran o drethiant y cydfenter	<b>(126)</b>	(245)
	<b>392</b>	491

O dan gytundeb cyfranddalwyr dyddiedig 18 Mai 1998, mae gan bob un o'r Cyfranddalwyr yn y Cydfenter hawl i ofyn am uchafswm eu cyfran o golledion y cwmni consortiwm sydd ar gael, a bod y cyfryw golledion i'w talu ar gyfradd sy'n gyfartal â chyfradd safonol Treth Gorfforaeth y DU. Yn dilyn hyn, cytunwyd ar gyfer y flynyddoedd a ddaeth i ben 31 Rhagfyr 2000 a 31 Rhagfyr 2001, mai'r gyfradd ar gyfer talu am y colledion mewn perthynas â'r flwyddyn honno fyddai 15% sy'n cynrychioli gostyngiad 50% oddi ar gyfradd Treth Gorfforaeth y DU.

**7. COLLED AR ÔL TRETH**

Mae'r Awdurdod wedi adlewyrchu adran 230 o Ddeddf Cwmnïau 1985 ac nid yw wedi cynnwys cyfrif elw a cholled S4C yn y datganiad ariannol hwn. Mae colled S4C am y flwyddyn yn £8.801m (2000 - £6.996m). Ceir gwybodaeth bellach yn nodyn 14.

**6. TAXATION**

The statement of accounts is prepared on the basis that taxation is not levied in relation to amounts received by S4C from the Department for Culture, Media and Sport.

	<b>2001</b>	2000
	<b>£000</b>	£000
United Kingdom corporation tax at 30%	<b>632</b>	-
Consortium group relief	<b>300</b>	791
	<b>932</b>	791
Adjustments in respect of prior year		
Consortium group relief	<b>(414)</b>	(78)
Corporation tax	-	23
Share of tax charge of joint venture	<b>(126)</b>	(245)
	<b>392</b>	491

Under a shareholders' agreement dated 18 May 1998, each of the shareholders in the joint venture is entitled to claim their maximum share of the available losses of the consortium company, and such losses are to be paid for at a rate equivalent to the standard rate of UK Corporation Tax. The shareholders subsequently agreed that for the years ended 31 December 2000 and 31 December 2001, the rate at which the losses would be paid for in respect of that year would be 15%, representing a 50% discount on the standard rate of UK Corporation Tax.

**7. LOSS AFTER TAX**

The Authority has reflected section 230 of the Companies Act 1985 and has not included S4C's profit and loss account in this statement of accounts. S4C's loss for the year is £8.801m (2000 - £6.996m). Further information is given in note 14.

**8. ASEDION SEFYDLOG DIRIAETHOL****Yr Awdurdod ac S4C**

	Cyfanswm	Tir ac Adeiladau Rhyddfrait	Prydles Fer	Offer a Chyfarpar
	£000	£000	£000	£000
<b>Cost</b>				
Ar 1 Ionawr 2001	19,166	9,032	209	9,925
Ychwanegiadau	706	148	-	558
Gwerthiannau	(388)	-	-	(388)
<b>Ar 31 Rhagfyr 2001</b>	<b>19,484</b>	<b>9,180</b>	<b>209</b>	<b>10,095</b>
<b>Dibrisiant</b>				
Ar 1 Ionawr 2001	8,927	1,484	124	7,319
Cost am y flwyddyn	1,212	194	8	1,010
Gwerthiannau	(381)	-	-	(381)
<b>Ar 31 Rhagfyr 2001</b>	<b>9,758</b>	<b>1,678</b>	<b>132</b>	<b>7,948</b>
<b>Gwerth llyfr net</b>				
Ar 31 Rhagfyr 2001	9,726	7,502	77	2,147
Ar 31 Rhagfyr 2000	10,239	7,548	85	2,606
<b>S4C</b>				
	Cyfanswm	Tir ac Adeiladau Rhyddfrait	Prydles Fer	Offer a Chyfarpar
	£000	£000	£000	£000
<b>Cost</b>				
Ar 1 Ionawr 2001	19,166	9,032	209	9,925
Ychwanegiadau	661	128	-	533
Gwerthiannau	(388)	-	-	(388)
<b>Ar 31 Rhagfyr 2001</b>	<b>19,439</b>	<b>9,160</b>	<b>209</b>	<b>10,070</b>
<b>Dibrisiant</b>				
Ar 1 Ionawr 2001	8,927	1,484	124	7,319
Cost am y flwyddyn	1,204	190	8	1,006
Gwerthiannau	(381)	-	-	(381)
<b>Ar 31 Rhagfyr 2001</b>	<b>9,750</b>	<b>1,674</b>	<b>132</b>	<b>7,944</b>
<b>Gwerth llyfr net</b>				
Ar 31 Rhagfyr 2001	9,689	7,486	77	2,126
Ar 31 Rhagfyr 2000	10,239	7,548	85	2,606

**8. TANGIBLE FIXED ASSETS****The Authority and S4C**

	Total	Land & Buildings Freehold	Buildings Short Leasehold	Plant & Equipment
	£000	£000	£000	£000
<b>Cost</b>				
At 1 January 2001	19,166	9,032	209	9,925
Additions	706	148	-	558
Disposals	(388)	-	-	(388)
<b>At 31 December 2001</b>	<b>19,484</b>	<b>9,180</b>	<b>209</b>	<b>10,095</b>
<b>Depreciation</b>				
At 1 January 2001	8,927	1,484	124	7,319
Charge for year	1,212	194	8	1,010
Disposals	(381)	-	-	(381)
<b>At 31 December 2001</b>	<b>9,758</b>	<b>1,678</b>	<b>132</b>	<b>7,948</b>
<b>Net book amount</b>				
At 31 December 2001	9,726	7,502	77	2,147
At 31 December 2000	10,239	7,548	85	2,606
<b>S4C</b>				
	Total	Land & Buildings Freehold	Buildings Short Leasehold	Plant & Equipment
	£000	£000	£000	£000
<b>Cost</b>				
At 1 January 2001	19,166	9,032	209	9,925
Additions	661	128	-	533
Disposals	(388)	-	-	(388)
<b>At 31 December 2001</b>	<b>19,439</b>	<b>9,160</b>	<b>209</b>	<b>10,070</b>
<b>Depreciation</b>				
At 1 January 2001	8,927	1,484	124	7,319
Charge for year	1,204	190	8	1,006
Disposals	(381)	-	-	(381)
<b>At 31 December 2001</b>	<b>9,750</b>	<b>1,674</b>	<b>132</b>	<b>7,944</b>
<b>Net book amount</b>				
At 31 December 2001	9,689	7,486	77	2,126
At 31 December 2000	10,239	7,548	85	2,606

**Tir ac Adeiladau**

Pafiliwn S4C ar faes y Sioe Amaethyddol Frenhinol yn Llanelwedd yw'r eiddo dan brydlesi byr. Dilëwyd holl gostau gwelliannau i'r adeilad pryddles fer yng Nghlôs Sophia gan nad yw S4C yn gwneud defnydd o'r bryddles mwyach.

Mae eiddo dan ryddfrait yn ymwneud â phencadlys S4C ym Mharc Tŷ Glas a Lambourne Crescent, Llanisien. Mae gwerth £1,791,257 o dir rhyddfrait wedi ei gynnwys o dan y pennawd tir ac adeiladau rhyddfrait. Nid yw hwn wedi ei ddibrisio.

**Asedion a ddibrisiwyd yn llawn**

Ar 31 Rhagfyr 2001, mae asedion sefydlog yn cynnwys asedion a gostiodd £5,377,285 (2000 - £4,083,171) a ddibrisiwyd yn llawn ond a gâi eu defnyddio o hyd.

Mae'r Awdurdod wedi ystyried gwerth yr asedion sefydlog diriaethol heb mewn ffaith eu hailbrisio. Mae'r Awdurdod yn fodlon nad yw cyfanswm gwerth yr asedion yma ar yr amser hyn yn llai na'r cyfanswm a fynegwyd ar gyfer yr asedion yn y datganiad ariannol.

**9. BUDDSODDIADAU SEFYDLOG**

Mae cyfanswm buddsoddiadau sefydlog yn cynnwys:

	Awdurdod		S4C	
	2001 £	2000 £	2001 £	2000 £
Diddorded mewn cydfenter	(9,546,395)	(7,522,450)	-	-
Buddsoddiadau sefydlog eraill	-	-	3	3
	<u>(9,546,395)</u>	<u>(7,522,450)</u>	<u>3</u>	<u>3</u>

**Land and buildings**

Short leasehold buildings is the cost of S4C's pavilion at the Royal Welsh Showground, Llanelwedd. The cost of improvements on S4C's short leasehold property at Sophia Close has been wholly written off as S4C no longer utilises the lease.

Freehold property relates to S4C's headquarters at Parc Tŷ Glas and Lambourne Crescent, Llanishen. Included in freehold land and buildings is freehold land of £1,791,257 which has not been depreciated.

**Fully depreciated assets**

At 31 December 2001, fixed assets includes assets at a cost of £5,377,285 (2000 - £4,083,171) which were fully depreciated but still in use.

The Authority has considered the value of tangible fixed assets without actually revaluing them. The Authority is satisfied that the aggregate value of those assets at the time was not significantly different than the aggregate amount at which they are stated in the statement of accounts.

**9. FIXED ASSET INVESTMENTS**

Total fixed asset investments comprise:

	Authority		S4C	
	2001 £	2000 £	2001 £	2000 £
Interest in joint venture	(9,546,395)	(7,522,450)	-	-
Other fixed asset investments	-	-	3	3
	<u>(9,546,395)</u>	<u>(7,522,450)</u>	<u>3</u>	<u>3</u>

**Diddordeb mewn cydfenter**

Ar 31 Rhagfyr 2001 roedd diddordeb gan yr Awdurdod yn y cydfenter canlynol:

Cydfenter	Gwlad ymgorffori	Dosbarth y cyfranddaliad a ddaliwyd	Canran a ddaliwyd		Natur y busnes
			Gan y prif ymgymeriad	Gan yr Awdurdod	
SDN Limited	Cymru a Lloegr	Cyffredin	Dim	33.3%	Gweith-redwr plethiad digidol

Yn ychwanegol mae SDN Limited yn dal partneriaeth 50% yn ITV Select.

	Cyfran rhwymedigaethau net £
Cyfran o golled y gydfenter ar 1 Ionawr 2001	(7,522,450)
Cyfran o golled y gydfenter am y flwyddyn	(2,182,278)
Cyhoeddi cyfalaf cyfranddaliadau	<u>158,333</u>
Gwerth llyfr net ar 31 Rhagfyr 2001	<u>(9,546,395)</u>

Roedd cyfran yr Awdurdod o asedion a rhwymedigaethau SDN ar 31 Rhagfyr 2001 fel a ganlyn:

	2001 £
Aседion sefydlog	27,267
Aседion cyfredol	6,857,302
Rhwymedigaethau cyfredol	(881,180)
Rhwymedigaethau tymor hir	<u>(15,549,784)</u>
Cyfanswm asedion llai rhwymedigaethau	<u>(9,546,395)</u>

**Buddsoddiadau sefydlog eraill**

S4C	Cyfranddaliadau mewn ymgymeriadau grŵp £
Cost a gwerth llyfr net ar 1 Ionawr 2001	3
Ychwanegiadau	-
Cost a gwerth llyfr net ar 31 Rhagfyr 2001	<u>3</u>

**Interest in joint venture**

At 31 December 2001 the Authority had an interest in the following joint venture:

Joint venture	Country of incorporation	Class of share capital held	Proportion held		Nature of business
			By parent undertaking	By the Authority	
SDN Limited	Wales and England	Ordinary	Nil	33.3%	Digital multiplex operator

In addition SDN Limited holds a 50% partnership in ITV Select.

	Share of net liabilities £
Share of loss of joint venture At 1 January 2001	(7,522,450)
Share of loss of joint venture for year	(2,182,278)
Issue of share capital	<u>158,333</u>
Net book amount at 31 December 2001	<u>(9,546,395)</u>

The Authority's share of the assets and liabilities of SDN at 31 December 2001 were as follows:

	2001 £
Fixed assets	27,267
Current assets	6,857,302
Current liabilities	(881,180)
Long term liabilities	<u>(15,549,784)</u>
Total assets less liabilities	<u>(9,546,395)</u>

**Other fixed asset investments**

S4C	Shares in group undertakings £
Cost and net book amount at 1 January 2001	3
Additions	-
Cost and net book amount at 31 December 2001	<u>3</u>



Ar 31 Rhagfyr 2001 roedd yr Awdurdod yn dal 20% neu fwy o ecwiti'r canlynol:

	Gwlad ymgorffori	Dosbarth y cyfranddaliad a ddaliwyd	Canran a ddaliwyd		Natur y busnes
			Gan y prif yngymeriad	Gan yr Awdurdod	
S4C Masnachol Cyf	Cymru a Lloegr	Cyffredin	100%	100%	Cwmni buddsoddi a darparu gwasanaethau rheoli i isgwmniau masnachol
S4C Digital Media Ltd	Cymru a Lloegr	Cyffredin	100%	100%	Cwmni dal
S4C Rhyngwladol Cyf	Cymru a Lloegr	Cyffredin	-	100%	Gwerthu gofod hysbysebu a rhaglenni
The Nursery Channel Ltd	Cymru a Lloegr	Cyffredin	-	100%	Gwasanaethau darlledu a datblygu rhaglenni
S4C2 Cyf	Cymru a Lloegr	Cyffredin	100%	100%	Darlledu digidol a darparu gwasanaethau darlledu digidol
Digital Text Ltd	Cymru a Lloegr	Cyffredin	-	100%	Segur

Mae'r is-ymgymeriadau i gyd wedi eu cyfuno nawr yn y datganiad ariannol. Maent i gyd yn is-ymgymeriadau yn rhinwedd cyfranddaliadau o 100%.

Mae gan yr Adran Diwylliant, Cyfryngau a Chwaraeon hawl mynediad llawn i ddatganiadau cyllidol holl is-ymgymeriadau yr Awdurdod sydd mewn bodolaeth nawr neu a grëir yn y dyfodol.

10. STOC

Mae'r stoc rhaglenni heb eu darlledu a stoc arall fel a ganlyn:

	Yr Awdurdod		S4C	
	2001 £000	2000 £000	2001 £000	2000 £000
Rhaglenni ar ganol eu cynhyrchu	11,745	21,630	11,856	21,630
Rhaglenni a orffennwyd ond heb eu darlledu	15,412	10,268	15,412	10,268
Stoc arall	661	588	-	-
	<b>27,818</b>	<b>32,486</b>	<b>27,268</b>	<b>31,898</b>

At 31 December 2001 the Authority held 20% or more of the equity of the following:

	Country of incorporation	Class of share capital held	Proportion held		Nature of business
			By parent undertaking	By the Authority	
S4C Masnachol Cyf	Wales and England	Ordinary	100%	100%	Investment company and provision of management services to commercial subsidiaries
S4C Digital Media Ltd	Wales and England	Ordinary	100%	100%	Holding company
S4C Rhyngwladol Cyf	Wales and England	Ordinary	-	100%	Selling of airtime and programmes
The Nursery Channel Ltd	Wales and England	Ordinary	-	100%	Broadcast services and programme development
S4C2 Cyf	Wales and England	Ordinary	100%	100%	Digital broadcasting and provision of digital broadcasting services
Digital Text Ltd	Wales and England	Ordinary	-	100%	Dormant

All of the subsidiary undertakings have been consolidated in the statement of accounts. All are wholly owned subsidiary undertakings.

The Department for Culture, Media and Sport has a full right of access to the financial statements of all the Authority's subsidiary undertakings in existence now, or set up in the future.

10. STOCK

Stock of untransmitted programmes and other stock comprise the following:

	Authority		S4C	
	2001 £000	2000 £000	2001 £000	2000 £000
Programmes in course of production	11,745	21,630	11,856	21,630
Programmes completed but not yet transmitted	15,412	10,268	15,412	10,268
Other stock	661	588	-	-
	<b>27,818</b>	<b>32,486</b>	<b>27,268</b>	<b>31,898</b>

## 11. DYLEDWYR

	Yr Awdurdod		S4C	
	2001	2000	2001	2000
	£000	£000	£000	£000
Dyledwyr masnachol	2,863	3,511	1,177	1,393
Symiau sydd i'w talu gan ymgymeriadau grŵp yr Awdurdod	-	-	4,044	2,137
Symiau sydd i'w talu gan y gydfenter (nodyn 23)	4,607	3,510	-	-
Benthyciadau i swyddogion	3	8	3	8
TAW	2,370	1,201	2,370	1,091
Dyledwyr eraill	27	45	27	-
Blaendaliadau ac incwm cronedig	1,198	1,123	737	1,015
	<b>11,068</b>	<b>9,398</b>	<b>8,358</b>	<b>5,644</b>

Bydd symiau sy'n ddyledus drwy gyd-fenter yn dod i law ar ôl mwy nag un flwyddyn.

## 12. BUDDSODDIADAU ASEDION CYFREDOL

	Yr Awdurdod		S4C	
	2001	2000	2001	2000
	£000	£000	£000	£000
Buddsoddiad mewn rhaglenni - hawliau dosbarthu	562	385	-	-

Bu i'r Awdurdod fuddsoddi mewn hawliau rhaglenni a dosbarthu yn y flwyddyn hyd at werth £432,099. Yn ystod y flwyddyn amorteiddiwyd £255,300 gan yr Awdurdod ar hawliau rhaglenni a dosbarthu.

Yn gynt, bu'r ffigur cymharol ar gyfer hawliau dosbarthu yn gynnwys iedig yn dyledwyr.

## 11. DEBTORS

	Authority		S4C	
	2001	2000	2001	2000
	£000	£000	£000	£000
Trade debtors	2,863	3,511	1,177	1,393
Amounts owed by Authority group undertakings	-	-	4,044	2,137
Amounts owed by joint venture (note 23)	4,607	3,510	-	-
Loans to employees	3	8	3	8
VAT	2,370	1,201	2,370	1,091
Other debtors	27	45	27	-
Prepayments and accrued income	1,198	1,123	737	1,015
	<b>11,068</b>	<b>9,398</b>	<b>8,358</b>	<b>5,644</b>

Amounts owed by the joint venture are due after more than one year.

## 12. CURRENT ASSET INVESTMENTS

	Authority		S4C	
	2001	2000	2001	2000
	£000	£000	£000	£000
Investment in programmes - distribution rights	562	385	-	-

The Authority invested in programme and distribution rights in the year to the value of £432,099. During the year the Authority amortised £255,300 of programme and distribution rights.

The comparative figure for distribution rights had previously been included in debtors.

**13. CREDYDWYR: SYMIAU I'W TALU O FEWN BLWYDDYN**

	Yr Awdurdod		S4C	
	2001	2000	2001	2000
	£000	£000	£000	£000
Credydwyр masnachol	1,220	464	1,071	386
Credydwyр rhaglenni	5,264	6,813	5,264	6,813
Symiau yn daladwy i gydfenter	377	-	-	-
Treth gorfforaeth	932	791	-	-
Taliadau nawdd cymdeithasol a threthi eraill	31	214	31	214
TAW	287	439	-	-
Credydwyр eraill	888	526	370	-
Symiau cronedig	6,474	3,709	4,688	622
	<b>15,473</b>	<b>12,956</b>	<b>11,424</b>	<b>8,035</b>

**14. CRONFEYDD YR AWDURDOD**

	Cronfa'r Gwasanaeth			Cronfa Gyffredinol	
	Asedion Sefydlog	Cyhoeddus Stoc	Erail	Cyfanswm	
	£000	£000	£000	£000	£000
Ar 1 Ionawr 2001	10,239	31,898	(2,286)	(4,906)	34,945
Gweddill y Gronfa Gyffredinol am y flwyddyn	-	-	-	4,198	4,198
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	(550)	(4,630)	(3,621)	-	(8,801)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	2,922	(2,922)	-
Ar 31 Rhagfyr 2001	<b>9,689</b>	<b>27,268</b>	<b>(2,985)</b>	<b>(3,630)</b>	<b>30,342</b>

**13. CREDITORS: AMOUNTS FALLING DUE WITHIN ONE YEAR**

	Authority		S4C	
	2001	2000	2001	2000
	£000	£000	£000	£000
Trade creditors	1,220	464	1,071	386
Programme creditors	5,264	6,813	5,264	6,813
Amounts owed to joint venture	377	-	-	-
Corporation tax	932	791	-	-
Social security and other taxes	31	214	31	214
VAT	287	439	-	-
Other creditors	888	526	370	-
Accruals	6,474	3,709	4,688	622
	<b>15,473</b>	<b>12,956</b>	<b>11,424</b>	<b>8,035</b>

**14. AUTHORITY RESERVES**

	Public Service Fund			General Fund	
	Fixed Assets	Stock	Other		Total
	£000	£000	£000	£000	£000
At 1 January 2001	10,239	31,898	(2,286)	(4,906)	34,945
General Fund surplus for the year	-	-	-	4,198	4,198
Public Service Fund transfer to profit and loss account	(550)	(4,630)	(3,621)	-	(8,801)
Transfer to Public Service Fund	-	-	2,922	(2,922)	-
At 31 December 2001	<b>9,689</b>	<b>27,268</b>	<b>(2,985)</b>	<b>(3,630)</b>	<b>30,342</b>

**CRONFEYDD S4C**

	Cronfa'r Gwasanaeth Cyhoeddus			Cronfa Gyffredinol Cyfanswm	
	Asedion Sefydlog £000	Stoc £000	Eraill £000	£000	£000
Ar 1 Ionawr 2001	10,239	31,898	(2,286)	-	39,851
Gweddill y Gronfa Gyffredinol am y flwyddyn	-	-	-	2,922	2,922
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a chollod	(550)	(4,630)	(3,621)	-	(8,801)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	2,922	(2,922)	-
Ar 31 Rhagfyr 2001	<b>9,689</b>	<b>27,268</b>	<b>(2,985)</b>	-	<b>33,972</b>

Trosglwyddwyd cyfanswm o £5.879m o Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled yn 2001 (2000 - £2.437m). Mae hyn yn cynnwys trosglwyddiad o'r Gronfa Gyffredinol o £2.922m (2000 - £4.559m) a'r trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus o £8.801m (2000 - £6.996m) fel a osodwyd uchod.

**15. MEWNLIFF/(ALLANLIF) ARIANNOL NET O WEITHGAREDDAU GWEITHREDOL**

	2001 £000	2000 £000
Colled weithredol	<b>(2,610)</b>	(422)
Dibrisiant ac amorteiddio	<b>1,212</b>	1,367
Elw ar werthiant asedion sefydlog diriaethol	<b>(16)</b>	(22)
Lleihad/(cynnydd) mewn stoc	<b>4,668</b>	(2,828)
Cynnydd mewn dyledwyr	<b>(1,670)</b>	(1,527)
Cynnydd mewn buddsoddiadau	<b>(177)</b>	-
Cynnydd mewn credydwyr	<b>1,999</b>	2,854
Mewnliff/(allanlif) ariannol net o weithgareddau gweithredol	<b>3,406</b>	(578)

**S4C RESERVES**

	Public Service Fund			General Fund	
	Fixed Assets £000	Stock £000	Other £000	£000	Total £000
At 1 January 2001	10,239	31,898	(2,286)	-	39,851
General Fund surplus for the year	-	-	-	2,922	2,922
Public Service Fund transfer to profit and loss account	(550)	(4,630)	(3,621)	-	(8,801)
Transfer to Public Service Fund	-	-	2,922	(2,922)	-
At 31 December 2001	<b>9,689</b>	<b>27,268</b>	<b>(2,985)</b>	-	<b>33,972</b>

In total £5.879m has been transferred to the profit and loss account from the Public Service Fund in 2001 (2000 - £2.437m). This comprises the £2.922m (2000 - £4.559m) transfer from the General Fund and the £8.801m (2000 - £6.996m) Public Service Fund transfer set out above.

**15. NET CASH INFLOW/(OUTFLOW) FROM OPERATING ACTIVITIES**

	2001 £000	2000 £000
Operating loss	<b>(2,610)</b>	(422)
Depreciation and amortisation	<b>1,212</b>	1,367
Profit on sale of tangible fixed assets	<b>(16)</b>	(22)
Decrease/(increase) in stock	<b>4,668</b>	(2,828)
Increase in debtors	<b>(1,670)</b>	(1,527)
Increase in investments	<b>(177)</b>	-
Increase in creditors	<b>1,999</b>	2,854
Net cash inflow/(outflow) from operating activities	<b>3,406</b>	(578)

**16. CYSONIAD O'R LLIF ARIAN NET I'R SYMUDIAD MEWN CRONFEYDD NET**

	<b>2001</b>	2000
	<b>£000</b>	£000
Cynnydd arian yn ystod y flwyddyn	<b>3,272</b>	(2,026)
Newidiadau i gronfeydd o ganlyniad i lifariannu	<b>3,272</b>	(2,026)
Cronfeydd net ar 1 Ionawr 2001	<b>2,915</b>	4,941
Cronfeydd net ar 31 Rhagfyr 2001	<b>6,187</b>	2,915

**17. DADANSODDIAD O'R NEWIDIADAU MEWN CRONFEYDD NET**

	Ar 01/01/01	Llifarian 2001	Ar 31/12/01
	£000	£000	£000
Arian mewn llaw ac yn y banc	2,915	3,272	6,187

**18. YMRWYMIADAU PRYDLESI GWEITHREDOL**

Mae gan yr Awdurdod yr ymrwymadau canlynol dan brydlesi gweithredol yn daladwy yn ystod y flwyddyn ariannol hyd at 31 Rhagfyr 2002:

	<b>2001</b>	2000
	<b>£000</b>	£000
<b>Tir ac Adeiladau</b>		
Cyfnod y brydles yn dirwyn i ben:		
2003 - 2006	<b>116</b>	116
ar ôl 2006	<b>6</b>	6
	<b>122</b>	122
<b>Prydlesi gweithredol eraill</b>		
Cyfnod y brydles yn dirwyn i ben:		
2002	<b>27</b>	10
2003 - 2006	<b>58</b>	76
	<b>85</b>	86

**16. RECONCILIATION OF NET CASH FLOW TO MOVEMENT IN NET DEBT**

	<b>2001</b>	2000
	<b>£000</b>	£000
Increase in cash in the year	<b>3,272</b>	(2,026)
Change in funds resulting from cashflows	<b>3,272</b>	(2,026)
Net funds at 1 January 2001	<b>2,915</b>	4,941
Net funds at 31 December 2001	<b>6,187</b>	2,915

**17. ANALYSIS OF CHANGES IN NET DEBT**

	At 01/01/01	Cashflow 2001	At 31/12/01
	£000	£000	£000
Cash in hand and at bank	2,915	3,272	6,187

**18. OPERATING LEASE COMMITMENTS**

The Authority has the following commitments under operating leases which are due during the next financial year to 31 December 2002:

	<b>2001</b>	2000
	<b>£000</b>	£000
<b>Land and Buildings</b>		
Lease period expiring:		
2003 - 2006	<b>116</b>	116
beyond 2006	<b>6</b>	6
	<b>122</b>	122
<b>Other operating leases</b>		
Lease period expiring:		
2002	<b>27</b>	10
2003 - 2006	<b>58</b>	76
	<b>85</b>	86

**19. YMRWYMIADAU CYFALAF – YR AWDURDOD AC S4C**

Ar 31 Rhagfyr 2001, yr oedd yr Awdurdod wedi ymrwymo'n gytundebol i wario'r symiau a ganlyn ar gyfalaf:

	<b>2001</b>	2000
	<b>£000</b>	£000
Cyfalaf cyfranddaliadau ecwiti – SDN Limited	<b>400</b>	400
Stoc benthyca – SDN Limited	<b>4,700</b>	3,900
	<u><b>5,100</b></u>	<u>4,300</u>

Nid oedd gan S4C unrhyw ymrwymadau cyfalaf ar 31 Rhagfyr 2001 nac ar 31 Rhagfyr 2000.

**20. YMRWYMIADAU RHAGLENNI – YR AWDURDOD AC S4C**

Ar 31 Rhagfyr 2001, yr oedd S4C wedi ymrwymo'n gytundebol i wario'r symiau a ganlyn ar raglenni:

	<b>31/12/01</b>	31/12/00
	<b>£000</b>	£000
Ymrwymadau rhaglenni	<b>24,372</b>	18,021
	<u><b>24,372</b></u>	<u>18,021</u>

**19. CAPITAL COMMITMENTS – AUTHORITY AND S4C**

At 31 December 2001, the Authority had the following contractual commitments for capital related expenditure:

	<b>2001</b>	2000
	<b>£000</b>	£000
Equity share capital – SDN Limited	<b>400</b>	400
Loan stock – SDN Limited	<b>4,700</b>	3,900
	<u><b>5,100</b></u>	<u>4,300</u>

S4C had no capital commitments at either 31 December 2001 or 31 December 2000.

**20. PROGRAMME COMMITMENTS – AUTHORITY AND S4C**

At 31 December 2001, S4C had the following contractual commitments for expenditure on programmes:

	<b>31/12/01</b>	31/12/00
	<b>£000</b>	£000
Programme commitments	<b>24,372</b>	18,021
	<u><b>24,372</b></u>	<u>18,021</u>

**21. CYNLLUN PENSIWN****Cynllun budd diffiniedig**

Mae S4C yn gyflogwr sydd yn perthyn i Gynllun Pensiwn Staff yr CTA sydd yn gynllun budd diffiniedig a weinyddir gan yr CTA. Cynhelir yr asedion mewn cronfa ar wahân a weinyddir gan ymddiriedolwyr.

Cafwyd tâl pensiwn o £223,990 ar gyfer y flwyddyn yn diwedd 31 Rhagfyr 2001 yn seiliedig ar gyfraniad y cwmni o 13.8% o gyflogau pensiyndig.

Mae hawl swyddog cyflogedig i bensiwn wedi ei seilio ar drigeinfed ran o'i gyflog terfynol am bob blwyddyn lawn o wasanaeth perthnasol hyd at uchafswm o 40 mlynedd o wasanaeth.

Pennir y cyfraniadau gyda chyngror actiwari cymwys ar sail prisiad bob tair blynedd, gan ddefnyddio dulliau 'budd cronnus' ac 'uned'. Cynhaliwyd y prisiad diweddaraf ar 1 Ionawr 2001. Y rhagdybiaethau sy'n cael yr effaith fwyaf arwyddocaol ar ganlyniadau'r prisiad hwn yw'r rhai sy'n ymwneud â chyfradd enillion ar y buddsoddiadau a chyfraddau cynnydd mewn cyflogau a phensiynau. Rhagdybiwyd y byddai enillion ar fuddsoddiadau yn 7% y flwyddyn, ac y byddai cyflogau yn codi 5% y flwyddyn ar gyfartaledd. Dangosodd yr prisiad bod £11.9m yn weddill yn y Cynllun, a bod gwerth actiwaraidd ei asedion yn cynrychioli 109% o'r buddiannau a grynhowyd i'r aelodau.

Roedd gwerth marchnad asedion y Cynllun, ar 1 Ionawr 2001 yn £195.7m.

Mae'r cyfraddau cyfrannau wedi parhau'r un fath drwy'r flwyddyn gyda chyfraniad cyflogwr o 13.8% a chyfraniad aelodau'n 5.5%. Ar 1 Ionawr 2002, cododd cyfraniad y cyflogwr i 18.9%.

**Cynllun cyfraniadau diffiniedig**

Mae S4C yn gweithredu cynllun pensiwn cyfraniadau diffiniedig er budd gweithwyr. Mae asedion y cynllun yn cael eu gweinyddu gan ymddiriedolwyr mewn cronfeydd unigol sy'n annibynnol o rai S4C.

Cafwyd tâl pensiwn o £348,594 ar gyfer y flwyddyn yn diwedd 31 Rhagfyr 2001 yn seiliedig ar gyfraniad y cwmni o 10% o gyflogau pensiyndig.

**21. PENSION SCHEME****Defined benefit scheme**

The Authority is a participating employer of the ITC Staff Pension Plan which is a defined benefit pension scheme operated by the ITC, the assets of which are held in separate trustee administered funds of which the Authority is unable to determine its share of the underlying assets and liabilities.

The pension charge for the year ended 31 December 2001 amounted to £223,990 arising from the company contribution rate of 13.8% of pensionable salaries.

The calculation of pension entitlement is based on one-sixtieth of final pensionable salary for each full year of reckonable service, the maximum reckonable service being 40 years.

The contributions are determined in accordance with the advice of a qualified actuary on the basis of a triennial valuation using market value and the 'projected unit' method. The most recent valuation was at 1 January 2001. The assumptions which have the most significant effect on the results of this valuation are those relating to the yield on investments and the rates of increase in salaries and pensions. It was assumed that the yield on the fund would be 7% per annum and that salary increases would average 5% per annum. The valuation showed that the Plan had a surplus of £11.9m, and that the actuarial value of its assets represented 109% of the benefits that had accrued to members.

The market value of the Plan's assets as at 1 January 2001 was £195.7m.

The contribution rates have remained the same throughout the year with the employer's contribution at 13.8% and the members' contribution at 5.5%. On 1 January 2002, the employer's contribution increased to 18.9%.

**Defined contribution scheme**

The Authority operates a defined contribution pension scheme for the benefit of employees. The assets of the scheme are administered by trustees in individual funds independent of those of the Authority.

The pension charge for the year ended 31 December 2001 amounted to £348,594 arising from the company contribution rate of 10% of pensionable salaries.

**22. RHWYMEDIGAETHAU AMODOL –  
YR AWDURDOD AC S4C**

Ar 31 Rhagfyr 2001, doedd dim rhwymedigaethau amodol (2000 - £dim).

**23. TRAFODION PARTION CYSYLLTIEDIG**

	<b>2001</b>	2000
	<b>£000</b>	£000
Benthyciad warrantedig	<b>3,614</b>	2,820
Benthyciad diwarant	<b>306</b>	306
Llog	<b>687</b>	384
	<hr/>	<hr/>
Symiau sydd i'w talu gan y gydfenter	<b>4,607</b>	3,510
	<hr/>	<hr/>

Mae'r falansau uchod yn cyfeirio at SDN Limited.

Mae pob falans â phartion cysylltiedig eraill wedi ei ddileu wrth gyfuno.

**22. CONTINGENT LIABILITIES –  
AUTHORITY AND S4C**

At 31 December 2001, there were no contingent liabilities (2000 - £nil).

**23. RELATED PARTY TRANSACTIONS**

	<b>2001</b>	2000
	<b>£000</b>	£000
Secured loan	<b>3,614</b>	2,820
Unsecured loan	<b>306</b>	306
Interest	<b>687</b>	384
	<hr/>	<hr/>
Amounts owed by joint venture	<b>4,607</b>	3,510
	<hr/>	<hr/>

All the above balances relate to SDN Limited.

All other balances with related parties have been eliminated on consolidation.





## **AELODAU AWDURDOD S4C**

Elan Coss Stephens	<i>Cadeirydd</i>
Janet A Lewis-Jones	
Janice Rowlands	<i>(Ymdeolodd 31 Mai 2001)</i>
Peter Davies	<i>(Ymdeolodd 31 Mai 2001)</i>
Nic Parry	
Cefin Campbell	
Enid Rowlands	
Huw Wynne-Griffith	
Dr Chris Llewelyn	<i>(Penodwyd 1 Tachwedd 2001)</i>
Eira Davies	<i>(Penodwyd 1 Tachwedd 2001)</i>

## **AELODAU'R TÎM RHEOLI**

Huw Jones	<i>Prif Weithredwr</i>
Huw Eirug	<i>Cyfarwyddwr Rhaglenni</i>
John Howells	<i>Ysgrifennydd i'r Awdurdod</i>
Kathryn Morris	<i>Cyfarwyddwr Cyllid</i>
Wyn Innes	<i>Rheolwr Gyfarwyddwr S4C Masnachol</i>
Cenwyn Edwards	<i>Comisiynydd – Ffeithiol</i>
Chris Grace	<i>Cyfarwyddwr Animeiddio</i>
Alun Davies	<i>Cyfarwyddwr Materion Corfforaethol</i>
Emlyn Penny Jones	<i>Cyfarwyddwr Rheoli Sianelau</i>
Arshad Rasul	<i>Cyfarwyddwr Peirianyddol a Thechnoleg</i>
Ifan Roberts	<i>Cyfarwyddwr Personél a Gweinyddiaeth</i>

## **COMISIYNWYR**

Huw Chiswell	<i>Comisiynydd Adloniant Ysgafn</i>
Angharad Jones	<i>Comisiynydd Drama</i>
Gareth Davies	<i>Ymgynghorydd Chwaraeon</i>
Dr Richard Elfyn Jones	<i>Ymgynghorydd Cerdd</i>
Meirion Davies	<i>Pennaeth Datblygu Talent</i>

## **MEMBERS OF THE S4C AUTHORITY**

Elan Coss Stephens	<i>Chair</i>
Janet A Lewis-Jones	
Janice Rowlands	<i>(Retired 31 May 2001)</i>
Peter Davies	<i>(Retired 31 May 2001)</i>
Nic Parry	
Cefin Campbell	
Enid Rowlands	
Huw Wynne-Griffith	
Dr Chris Llewelyn	<i>(Appointed 1 November 2001)</i>
Eira Davies	<i>(Appointed 1 November 2001)</i>

## **MEMBERS OF THE MANAGEMENT TEAM**

Huw Jones	<i>Chief Executive</i>
Huw Eirug	<i>Director of Programmes</i>
John Howells	<i>Secretary to the Authority</i>
Kathryn Morris	<i>Director of Finance</i>
Wyn Innes	<i>Managing Director S4C Masnachol</i>
Cenwyn Edwards	<i>Commissioning Editor Factual</i>
Chris Grace	<i>Director of Animation</i>
Alun Davies	<i>Director of Corporate Affairs</i>
Emlyn Penny Jones	<i>Director of Channel Management</i>
Arshad Rasul	<i>Director of Engineering and Technology</i>
Ifan Roberts	<i>Director of Personnel and Administration</i>

## **COMMISSIONING EDITORS**

Huw Chiswell	<i>Commissioning Editor Light Entertainment</i>
Angharad Jones	<i>Commissioning Editor Drama</i>
Gareth Davies	<i>Sports Consultant</i>
Dr Richard Elfyn Jones	<i>Music Consultant</i>
Meirion Davies	<i>Head of Talent Development</i>

PARC TŶ GLAS  
LLANISIEN/LLANISHEN  
CAERDYDD/CARDIFF  
CF14 5DU  
FFÔN/TEL 029 2074 7444  
FFACS/FAX 029 2075 4444  
MINICOM 029 2074 1212  
E-BOST/E-MAIL [s4c@s4c.co.uk](mailto:s4c@s4c.co.uk)  
Y WE/WEB <http://www.s4c.co.uk>  
GWIFREN GWYLLWYR/  
VIEWERS' HOTLINE 0870 600 4141 2001

**S4C** 