

S4/C Calon Cenedl
Heart of the Nation

Adroddiad Blynyddol
a Datganiad Ariannol
2012

Annual Report &
Statement of Accounts
2012



**Adroddiad Blynyddol
a Datganiad Ariannol
2012**

Cyflwynir Adroddiad Blynyddol a Datganiad Ariannol S4C i'r Senedd yn sgil paragraffau 13(1) a 13(2) i atodlen 6 Deddf Darlledu 1990

**Annual Report &
Statement of Accounts
2012**

The Annual Report and Statement of Accounts for S4C are presented to Parliament pursuant to paragraphs 13(1) and 13(2) to schedule 6 of the Broadcasting Act 1990

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Rhaid cydnabod hawlfraint S4C a nodi teitl y ddogfen.

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S4C yn 2012



81%

Dyweddodd 81% o arolwg o oedolion sy'n siarad Cymraeg eu bod wedi gwyllo S4C yn y mis cyn yr arolwg



£124.3 miliwn

Effaith economaidd S4C ar y diwydiannau creadigol yng Nghymru



5.3 miliwn

Nifer o bobl wylodd S4C drwy'r DU yn 2012



2.8 miliwn

Sesiynau gwyllo ar-lein



1.3 miliwn

Nifer o bobl sy'n tiwnio mewn i S4C ar gyfartaledd bob mis



1.2 miliwn

Nifer wylodd raglenni o ddigwyddiadau'r flwyddyn



576,000

Nifer y gwylwyr trwy'r DU yn ystod wythnos gyffredin



201,000

Ymweliadau â gwefan S4C bob mis



185,000

Nifer sy'n gwyllo gwasanaeth Cyw bob mis



130,000

Gwylwyr Pobol y Cwm – nifer y bobl sy'n tiwnio mewn i'r gyfres ar gyfartaledd bob wythnos yng Nghymru



£11,201

Cost yr awr Cynnwys S4C yn 2012 – gostyngiad o 31% ers 2009



2,003

Oriau o raglenni gwreiddiol a gomisiynwyd



£1.95

Mae pob £1 sy'n cael ei fuddsoddi gan S4C yn y diwydiannau creadigol yng Nghymru yn creu bron i £2

S4C in 2012

81%

of a survey of Welsh speaking adults said they viewed S4C in the month prior to the survey

£124.3 million

S4C's economic impact on the creative industries in Wales

5.3 million

Number of people who viewed S4C throughout the UK in 2012

2.8 million

Online viewing sessions

1.3 million

Number of people tuning in to S4C on average each month

1.2 million

Number who viewed programmes from the year's events

576,000

Number of viewers throughout the UK in an average week

201,000

Visits to the S4C website each month

185,000

Number who view the Cyw service each month

130,000

Viewers of Pobol y Cwm – average number of people tuning in to the series each week in Wales

£11,201

Cost per hour of S4C Content in 2012 – reduction of 31% since 2009

2,003

Hours of original programmes commissioned

£1.95

Every £1 invested by S4C in the creative industries in Wales produces almost £2

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Cyflwyniad Huw Jones Cadeirydd Awdurdod S4C



Roedd 2012 yn flwyddyn arall o newid yn hanes S4C ond y tro hwn yn un o sefydlogi'r cwch a pharatoi ar gyfer y dyfodol. Roedd hefyd yn gyfnod o adfywio, gydag S4C a'r gymuned o gwmnïau a phobl sy'n creu cynnwys ar ei chyfer yn dod at ei gilydd i wynebu'r her greadigol.

Ddiwedd Ionawr, roeddwn yn falch iawn o fedru croesawu Ian Jones i'w swydd fel Prif Weithredwr. Gyda'i brofiad eang o deledu ar draws gwledydd Prydain, ac yn rhyngwladol, mae penodiad Ian wedi rhoi hyder i bobl yn nyfodol S4C ac mae'r camau breision sydd wedi eu cymryd yn gyflym iawn o dan ei arweiniad wedi cadarnhau'r hyder hwn. Mae wedi gweithredu'n fuan i greu strwythur staffio mewnlol newydd ac mae'r penodiadau newydd o ran uwch swyddogion wedi cael croeso cyffredinol.

Cytundeb gydag Ymddiriedolaeth y BBC

Yn dilyn cyhoeddi'r cytundeb rhwng Awdurdod S4C, Ymddiriedolaeth y BBC a'r DCMS ym mis Hydref 2011 cafwyd trafodaethau estynedig gyda'r Ymddiriedolaeth ynglŷn â chynnwys y Cytundeb Gweithredol rhyngom. Mae hwn yn diffinio'n fwy manwl natur y berthynas a beth yw'r pwrpasau y bydd arian y drwydded yn cael ei ddefnyddio ar eu cyfer. Oherwydd bod yna gysondeb agos rhwng pwrpasau cyhoeddus y BBC a swyddogaeth S4C fel mae'n cael ei diffinio mewn cyfraith gwlad, a gyda llawer o ewyllys da ar y naill ochr a'r llall, mae'r Cytundeb wedi medru pontio'r anghenion hyn yn effeithiol. Mae'r Cytundeb hefyd yn ei gwneud yn glir fod annibyniaeth olgyddol a gweithredol S4C yn cael eu gwarchod, tra'n sicrhau atebolrwydd priodol i Ymddiriedolaeth y BBC am wariant arian Ffi'r Drwydded. Yn dilyn cyhoeddi'r Cytundeb Gweithredol drafft ym mis Awst, cynhaliwyd ymgynghoriad cyhoeddus ynglŷn â'i gynnwys. Roedd hyn yn gyfle gwirioneddol i gymryd sylw o rai materion oedd yn achosi pryder, a chyflwynwyd nifer o newidiadau i'r ddogfen derfynol yn sgil yr ymgynghoriad. Fe arwyddwyd y Cytundeb ym mis Ionawr 2013 mewn pryd ar gyfer y drefn ariannu newydd a ddaeth i rym ar y 1af o Ebrill 2013.

Un o ddarpariaethau'r cytundeb gwreiddiol oedd y byddai Ymddiriedolaeth y BBC dros Gymru yn ymuno ag Awdurdod S4C. Estynnwyd gwahoddiad i Elan Closs Stephens ymuno ar fyrder, yn hytrach na disgwyl tan Ebrill 2013, ac roedd yn bleser ei chroesawu i'w chyfarfod cyntaf ym mis Gorffennaf. Mae dyfnder profiad Elan o gyrrf goruchwylio'r byd darlledu yng Nghymru yn bur unigryw ac mae ei phresenoldeb yng nghyfarfodydd yr Awdurdod eisoes yn gaffaeliad mawr i'n trafodaethau ac yn help i sicrhau fod ein partneriaeth gyda'r BBC yn un adeiladol a chynhyrchiol. Rwy'n falch iawn hefyd o groesawu tri aelod newydd arall a ymunodd â'r Awdurdod yn ystod y flwyddyn, sef y Dr. Carol Bell, Aled Eirug a Marian Wyn Jones - ill tri gyda llu o brofiad ac ystod eang o sgiliau rhyngddynt.

Cyllid

Mae'r adroddiad ariannol eleni yn nodi'r gostyngiad sylweddol yn yr incwm a dderbyniwyd oddi wrth y DCMS, sef £83m o'i gymharu â £90m yn 2011. Yn 2010, roedd y swm roeddem yn ei dderbyn o dan ddarpariaeth y Ddeddf Gyfathrebu Flaenorol yn £101m. Yn 2011, llwyddwyd i ddefnyddio arbedion o gyllidebau'r blynyddoedd cynt er mwyn gwarchod y gwasanaeth rhag toriadau mawr sydyn, gan roi cyfle i swyddogion a chynhyrchwyr ad-drefnu, cyn y lleihad anoche i'r gyllideb cynnwys yn 2012. Mae'r Awdurdod wedi mynnu bod toriadau costau mewnlol S4C yr un mor llym â'r rhai sy'n wynebu'r cynhyrchwyr rhaglenni, ac fe fydd y targed yma'n cael ei gyflawni yn 2013, flwyddyn ynghynt na'r hyn a osodwyd. Mae niferoedd staff mewnlol S4C yn awr wedi disgyn i 126 o'i gymharu â 158 yn 2010 er, yn y tymor byr, mae yna gostau ail-strwythuro anoche wrth i staff gael eu digolledu am golli swyddi.

Wrth edrych ar gostau canolog eraill, daethpwyd i'r casgliad nad oedd modd parhau i dalu £1.5m y flwyddyn am sicrhau lle i'r gwasanaeth Clirlun ar Freeview. Rydym yn dal i obeithio y bydd modd cyflwyno gwasanaeth Manylder Uwch (HD) ar lwyfannau eraill maes o law.

Rydym hefyd yn awyddus i weld S4C yn datblygu ei ffynonellau incwm ychwanegol ei hun. Fydd rhain byth yn cymryd lle arian cyhoeddus, ond wrth greu trefniadaeth fasnachol effeithiol, sy'n adnabod cyfleoedd pan maen nhw'n codi – yn enwedig yn y meysydd digidol – gallwn obeitio yn y dyfodol weld cynnydd yn yr incwm a ddaw o'r ffynonellau hyn.

Mae'r cytundeb gydag Ymddiriedolaeth y BBC yn sicrhau y bydd yr arian a ddaw o ffi'r drwydded yn parhau tan o leiaf 2017, (gyda thoriad o 1% yn 2015-16 ac eto yn 2016-17) ac mae hyn yn rhoi elfen bwysig o sefydlogrwydd i ni. Roeddem yn falch dros ben o ddeall na fyddai cwtogi pellach yn 2015-16 ar yr elfen o'n cyllido a ddaw o'r Adran dros Ddiwylliant, y Cyfryngau a Chwaraeon. Rydym yn gwerthfawrogi'n fawr yr ymrwymiad parhaol i amcanion y gwasanaeth gan Lywodraeth y DU y mae'r penderfyniad hwn yn ei gynrychioli. Rydym yn ddiolchgar hefyd i'r unigolion, y sefydliadau a'r cynrychiolwyr seneddol niferus fu'n tystio i werth diwylliannol, cymdeithasol ac economaidd S4C.

Perfformiad y Gwasanaeth

Prif fesur gwyllo S4C yw cyrhaeddiad, sef faint o bobl sy'n defnyddio'r gwasanaeth mewn cyfnod penodol. Er y bu yna rywfaint o ostyngiad yn 2012 yn y rhan fwyaf o'r mesuriadau cyrhaeddiad, o'u cymharu â 2011, dros gyfnod o bedair blynedd mae'r mesur yma yn eithaf cyson, gan ddangos bod rhywle ar draws 450,000 o bobl yng Nghymru yn troi i mewn at y gwasanaeth, ar gyfartaledd, bob wythnos. O ystyried hefyd fod ffigyrau gwyllo ar draws y Deyrnas Gyfunol wedi cael eu heffeithio mewn gwahanol ffyrdd yn ystod 2012 gan ddigwyddiadau eithriadol y Gemau Olympaidd, y Gemau Paralympaidd a'r Jiwbilli, nid yw'n annisgwyl gweld rhain hefyd yn effeithio ar gyrhaeddiad S4C dros y cyfnod.

Lawn mor arwyddocaol yw'r ymateb calonogol a gafwyd i ystod eang o raglenni yn ystod y flwyddyn - fel sy'n cael ei drafod yn ein hasesiad mwy manwl o'r gwasanaeth yn nes ymlaen yn yr adroddiad hwn. Roedd hyn er gwaetha'r ffaith i nifer o'r newidiadau a

gyflwynwyd i'r amserlen ym mis Mawrth arwain at ymateb negyddol ymysg y gynulleidfa. Fe wrandawodd yr Awdurdod a'r swyddogion ar yr aorthor a gafwyd a llwyddwyd o fewn ychydig amser i gyflwyno newidiadau pellach i gynnwys rhaglenni ac i'r amserlen, gan ddenu ymateb cadarnhaol.

Gwrando ar y Gynulleidfa

Mae gwrando ar y gynulleidfa yn un o swyddogaethau craidd yr Awdurdod. Rydym yn parhau i gynnal pedwar cyfarfod cyhoeddus bob blwyddyn ac erbyn hyn mae'r fformat a ddefnyddir, sy'n rhoi llawer o bwyslais ar drafod gyda grwpiau bach o gwmpas byrddau, yn profi'n ddull effeithiol iawn o wrando ar farn a rhannu'r drafodaeth am flaenoriaethau. Mae'r Awdurdod hefyd yn derbyn ac yn ystyried adroddiadau cyson gan yr Adran Ymchwil a gan arbenigwyr allanol felly mae ymateb i'r gwasanaeth yn cael ei fesur yn feintiol ac yn ansoddol mewn sawl ffordd wahanol. Mae'n amlwg o'r adborth hwn, ac o'r gwahanol ddulliau o fesur gwerthfawrogiad, bod gwasanaeth unigryw S4C yn dal i gael ei weld yn chwarae rhan bwysig dros ben ym mywyd Cymru.

Mae'r adroddiad hwn yn ystyried perfformiad y gwasanaeth o dan nifer o benawdau - defnydd, gwerth am arian, gwerthfawrogiad ac effaith. Rhaid gosod y rhain, wrth gwrs, yng nghydestun sefyllfa gyffredinol yr iaith Gymraeg, a'i siaradwyr. Dangosodd ffigyrau Cyfrifiad 2011 ostyngiad rywfaint yn annisgwyl yn nifer crai y siaradwyr Cymraeg ac fe welwyd gostyngiad pellach yn y nifer o ardaloedd lle siaredir y Gymraeg gan dros 70% o'r boblogaeth. Eto i gyd, mae'r parhad yn nhw'r iaith ymysg pobl ifanc y De-ddwyrain, yn arbennig, yn un o wyrthiau'r oes fodern. Un o dasgau sylfaenol gwasanaeth cyfryngol fel S4C yw parhau i chwarae rhan allweddol ym mywyd y cartrefi a'r unigolion hynny lle mae'r Gymraeg yn iaith a siaredir bob dydd, tra'n gweithredu fel atyniad a chynhaliath i'r rheiny sy'n dod at yr iaith o gefndiroedd gwahanol. Mae'r adroddiad ansawdd yn nodi'r cyfraniad y mae gwahanol raglenni yn ei wneud i'r amcanion hyn.

Wrth gloi, hoffwn ddiolch i'r aelodau hynny o'r Awdurdod y daeth eu cyfnodau i ben, sef Cenyw Edwards, Bill Davies a Winston Roddick, y tri wedi chwarae rhan bwysig yng ngwaith yr Awdurdod ac hefyd fel cadeiryddion gwahanol bwyllgorau. Diolch hefyd i'r nifer sylweddol o staff S4C rydym wedi ffarwelio â nhw yn ystod y flwyddyn am eu gwaith a'u hymroddiad, rhai ohonynt dros gyfnod hir o flynyddoedd ac, wrth gwrs, i'r Prif Weithredwr a'i staff presennol sy'n ysgwyddo baich sy'n anoche yn drymach nag o'r blaen. Mae'r un peth yn wir am aelodau'r gweithlu o fewn y sector annibynnol a BBC Cymru. Yn y ddau cafwyd unwaith yn rhagor ymroddiad ac egni i'r dasg o ddarparu rhaglenni cofiadwy tra mae'r seiliau cyfansoddiadol newydd yn cael eu hadeiladu.

Chairman's Introduction Huw Jones



2012 was another year of change in the history of S4C, but this time it was about steadying the ship and preparing for the future. It was also a period of renewal, with S4C and the community of companies and people who create content for the Channel coming together to face the creative challenge.

At the end of January, I was delighted to welcome Ian Jones to his post as Chief Executive. With his broad-ranging experience of television across the United Kingdom and internationally, Ian's appointment has given people confidence in the future of S4C and the great strides forward that have been taken under his leadership have reinforced this confidence. He has acted swiftly to create a new internal staffing structure and the new senior officer appointments have been widely welcomed.

Agreement with the BBC Trust

Following the announcement of the agreement between the S4C Authority, the BBC Trust and DCMS in October 2011, extended discussions were held with the Trust on the content of the Operating Agreement between the Trust and ourselves. This defines in greater detail the nature of the relationship and the purposes for which licence fee funding will be used. Since there is close consistency between the BBC's public purposes and S4C's function as described in statute, and with a great deal of goodwill on both sides, the Agreement has been able to bridge these needs effectively. The Agreement also makes it clear that the editorial and operational independence of S4C are being safeguarded, whilst ensuring appropriate accountability to the BBC Trust for licence fee funding expenditure. After the publication of the draft Operating Agreement in August, its content was the subject of a public consultation. This provided a genuine opportunity to take note of some matters which gave cause for concern, and a number of amendments were included in the final document as a result of the consultation. The Agreement was signed in January 2013 in time for the new funding regime which came into effect on April 1st 2013.

One of the provisions of the original agreement was that the BBC Trustee for Wales would join the S4C Authority. Elan Closs Stephens was invited to join forthwith, rather than wait until April 2013, and it was a pleasure to welcome her to her first meeting in July. Elan's depth of experience of supervisory bodies within the broadcasting industry in Wales is quite unique and her attendance at Authority meetings is already a huge asset to our discussions and in ensuring that our partnership with the BBC is constructive and productive. I am also very pleased to welcome three other new members who joined the Authority during the year, namely Dr. Carol Bell, Aled Eirug and Marian Wyn Jones – bringing us, between them, a wealth of experience and a broad range of skills.

Funding

This year's financial report notes the significant reduction in the income received from DCMS, which is £83m compared to £90m in 2011. In 2010, the sum that we received under the provisions of the previous Communications Act was £101m. In 2011, we succeeded in using savings from previous year budgets to protect the service from sudden significant cutbacks, giving officers and producers the opportunity to reorganise, before an unavoidable reduction in the content budget in 2012. The Authority has insisted that the reductions in S4C's internal costs must be on the same scale as those facing programme producers, and this target will be met in 2013, a year earlier than prescribed. S4C's internal staff numbers have now fallen to 126 compared with 158 in 2010 although, in the short term, there are inevitable restructuring costs as staff are compensated for redundancies.

Looking at other central costs, it was concluded that we could not continue to pay £1.5m a year for providing the Clirlun HD service on Freeview. We still hope to be able to introduce a High Definition service on other platforms in due course.

We are also eager to see S4C develop its own additional sources of income. These will never replace public funding but, by putting in place an effective commercial arrangement, which identifies opportunities as they arise – particularly those in the digital arena – we can hope in future to see an increase in the income generated from these sources.

The agreement with the BBC Trust ensures that the money that comes from the licence fee will continue until at least 2017 (with a 1% cut in 2015-16 and again in 2016-17) and this gives us an important element of stability. We were extremely pleased to understand that there will be no further reduction in 2015-16 to the element of funding that comes from the Department for Culture, Media and Sport. We greatly appreciate the continuing commitment of the UK Government to the aims of S4C's service that is evidenced by this decision. We are also grateful to the numerous individuals, institutions and parliamentary representatives who bore witness to S4C's cultural, social and economic value.

Service Performance

S4C's main viewing measure is reach, defined as the number of people who use the service in a specific period. Although there was some reduction in 2012 in most of the measures of reach, compared with 2011, over a period of four years this measure is fairly constant, showing that somewhere in the region of 450,000 people in Wales turn in to the service, on average, every week. Given too that viewing figures across the United Kingdom were affected in different ways during 2012 by extraordinary events in the form of the Olympics, Paralympics and the Jubilee, it is not unexpected for these also to have impacted on S4C's reach over the period.

Of equal significance is the encouraging response received to a wide range of programmes during the year – as discussed in our more detailed assessment of the service later in this report. This was despite the fact that many of the changes introduced to the schedule in March gave rise to a negative response from viewers. The Authority and officers listened to the feedback received and further changes to programme content and to

the schedule were swiftly introduced, drawing a positive response.

Listening to the Audience

Listening to the audience is one of the Authority's core functions. We continue to hold four public meetings each year and the format that is now used, which places far more emphasis on round-table discussions with small groups, is proving to be a very effective method of listening to views and sharing the discussion about priorities. The Authority also receives and considers regular reports by the Research Department and by external experts; the response to the service is therefore measured quantitatively and qualitatively in many different ways. It is clear from this feedback, and from the different methods of measuring appreciation, that S4C's unique service is still seen as playing a very important part in Welsh life.

This report considers the performance of the service under many headings – usage, value for money, appreciation and impact. These should be viewed, of course, within the context of the general situation regarding the Welsh language, and its speakers. The 2011 Census figures showed a rather unexpected reduction in the raw numbers of Welsh speakers and a further reduction was seen in the number of geographical areas where Welsh is spoken by over 70% of the population. Yet, the continued growth of the language among young people in South East Wales, in particular, is one of the miracles of the modern age.

One of the fundamental tasks for a media service such as S4C is to continue to play a key role in the lives of those households and individuals where Welsh is an everyday spoken language, while serving as an attraction and support for those who are coming to the language from other backgrounds. The qualitative assessment notes the contribution of different programmes to these objectives.

In conclusion, I would like to thank those members of the Authority who reached the end of their terms, namely Cenyw Edwards, Bill Davies and Winston Roddick, all three of whom played an important part in the Authority's work and also as chairs of various committees. Thanks are due as well to the significant number of S4C staff with whom we parted company during the year for their work and dedication, some over a period of many years, and, of course to the Chief Executive and his current staff whose workload is undoubtedly heavier than in previous years. The same applies to the members of the workforce within the independent sector and BBC Cymru. In both we saw, once more, dedication and energy directed towards the task of providing memorable programmes while the new constitutional foundations are being laid.

Cyflwyniad Ian Jones Prif Weithredwr S4C



Feddylais i erioed yn 1982, pan oeddwn i'n gwyllo lansiad S4C y byddwn i 'nôl yma ddeng mlynedd ar hugain yn ddiweddarach fel Prif Weithredwr y sianel. Mae llawer wedi newid ers hynny, ond mae pwrpas S4C yr un fath. Roedd 2012 yn flwyddyn bwysig i S4C. Roedd yn flwyddyn o newid, o ailstrwythuro a chydweithio. Roedd hefyd yn garreg filltir bwysig yn hanes y sianel gan ddathlu deng mlynedd ar hugain o ddarlledu ar S4C ym mis Tachwedd.

Pan lansiwyd y sianel ar y 1af o Dachwedd 1982, daeth criw ohonom at ein gilydd o amgylch set deledu i wyllo Owen Edwards, cyfarwyddwr S4C yn croesawu pawb am y tro cyntaf “i Aelwyd S4C”. 30 mlynedd yn ddiweddarach, er bod y nod o “ddarparu gwasanaeth teledu o ansawdd uchel trwy gyfrwng y Gymraeg” yr un fath, mae'r cynnydd mewn sianelau a llwyfannau yn rhoi dewis a chystadleuaeth llawer ehangach. Bydd darparu cynnwys ar draws cynifer o blatfformau â phosibl yn yr amgylchfyd digidol, i'r gynulleidfa ehangaf posibl i'w gwyllo pryd bynnag a lle bynnag, yn hanfodol i lwyddiant S4C.

Ymunais ag S4C fel Prif Weithredwr ar ôl cyfnod heriol yn hanes y sianel. Roedd trafodaethau cyhoeddus pwysig am ddyfodol y sianel wedi bod yn anodd, ond roedd cefnogaeth a dycnwch nifer sylweddol o unigolion a sefydliadau wedi profi'n glir bod gwerthfawrogiad i S4C fel sefydliad cenedlaethol pwysig yn parhau. Dros y flwyddyn ddiwethaf, rwy'n gobeithio bod y pwyslais newydd ar weithio mewn partneriaeth gyda'r sector gynhyrchu annibynnol wedi atgyferthu'r gefnogaeth i'r sianel ac y bydd hyn yn ein galluogi ni i ddarparu gwasanaeth sy'n berthnasol i'n cynulleidfa yn y byd digidol y mae S4C yn rhan ohoni.

Mae gan S4C, fel yr unig sianel deledu Gymraeg yn y byd, ddyletsydd i ddarparu “rhywbeth i bawb”. Mae angen i ni gynnig darpariaeth ar gyfer siaradwyr Cymraeg rhugl a llai rhugl, dysgwyr a rheini sy'n dymuno dysgu ac estyn croeso iddynt gyda gwasanaethau megis isdeitlau a thrac sain Saesneg trwy gyfrwng y botwm coch. Mae S4C yn sianel gynhwysol. Yn ogystal ag estyn croeso, mae'n rhaid i ni sicrhau fod S4C yn darparu cynnwys gwreiddiol o safon uchel.

Swyddogaeth S4C

Yn ystod y flwyddyn adolygwyd gweledigaeth, swyddogaeth a gwerthoedd craidd S4C. Roedd staff S4C yn rhan o'r broses o ail-ddiffinio'r rhain er mwyn cynnig eglurder ac ysbrydoliaeth ar gyfer y blynyddoedd sydd i ddod. Mae'r Datganiad o Fwriad a'r gwerthoedd sydd yng ngefn yr Adroddiad Blynyddol yn sail ar gyfer adeiladu nod ac amcanion y dyfodol.

Mae'n fraint i gael arwain tîm creadigol S4C er mwyn datblygu cynnwys newydd a chyffrous ar gyfer ein cynulleidfa. Yn y sector gynhyrchu

annibynnol mae gennym gyfoeth o brofiad a thalent sydd eisiau creu cynnwys safon uchel yn yr iaith Gymraeg ar gyfer ein cynulleidfa. Wrth weithio gyda staff yma yn S4C ac yn y sector gynhyrchu annibynnol rwy'n teimlo'r un angerdd ac uchelgais ag oedd mor amlwg 'nôl yn 1982. Rwy'n gobeithio y gallwn fanteisio ar yr angerdd a'r creadigrwydd hyn, a deng mlynedd ar hugain yn ddiweddarach bod adfywiad creadigol ar y gweill yn S4C.

Er mai prif ddyletsydd S4C yw darparu gwasanaeth teledu, mae'n rhaid i hyn bellach, o fewn cyfryngau a thechnoleg digidol olygu creu cynnwys yn benodol ar gyfer platfformau amgenach na'r teledu ac yn ogystal ymwneud â chymunedau digidol sydd eisiau trafod a rhyngweithio gyda chynnwys S4C. Mae cylch gwaith S4C wedi ei nodi mewn deddf gwlad, ac er mwyn galluogi S4C i ddarparu rhagor o gynnwys digidol mae'n bosibl y bydd angen newid y darpariaethau hyn. Yn ystod y flwyddyn cafwyd trafodaethau gyda Llywodraeth y DU er mwyn diweddarau cylch gwaith gwasanaeth cyhoeddus a masnachol S4C i'n galluogi ni i wireddu'r uchelgais aml-platfform. Rwy'n falch o ddweud fod y trafodaethau positif hyn yn parhau.

Newidiadau i'r Amserlen

Yn gynnar yn 2012, lansiwyd amserlen newydd mewn ymateb i ostyngiad ariannu S4C. Bwriad yr amserlen oedd adlewyrchu amrywiaeth bywyd a chymunedau Cymru a thu hwnt a chreu rhaglenni oedd yn rhaid eu gosyllo ac oedd yn destun trafod. Daeth yn amlwg yn fuan nad oedd holl agweddau'r amserlen newydd at ddant y gynulleidfa. Fe wnaethom ymateb yn gyflym i adborth adeiladol gan addasu'r amserlen. Rwy'n falch i ddweud fod y newidiadau a wnaed wedi eu gwerthfawrogi gan y gynulleidfa a'r Awdurdod, oedd hefyd wedi mynegi pryderon am berfformiad yr amserlen newydd. Cynhaliwyd gwaith ymchwil yn ystod y flwyddyn a oedd yn dangos fod y gynulleidfa yn credu, er bod yna le i wella o hyd, bod yr amserlen ddiwygiedig yn ffres a newydd.

Gwrando ar y gynulleidfa

Mae gwrando ar ein cynulleidfa a'u rhoi yng nghanol popeth rydym ni'n ei wneud yn holl bwysig i lwyddiant y gwasanaeth. Cynhaliwyd nifer o nosweithiau gwylwyr yn ystod y flwyddyn. Eu pwrpas yw rhoi cyfle i'r gynulleidfa nid yn unig i dderbyn cyflwyniad am S4C ond hefyd i'r gynulleidfa gyfranogi yn y drafodaeth gyda thîm comisiynu S4C am yr hyn sy'n plesio ai peidio a beth sy'n gweithio a beth sydd ddim yn gweithio. Mae adborth o'r cyfarfodydd hyn wedi arwain at newidiadau. Roedd comisiynu prosiectau megis y cynllun ail-sgrîn i blant @TiFiaCyw yn ffrwyth uniongyrchol adborth a dderbyniwyd yn ystod cyfarfod gwylwyr.

Mesur perfformiad

Yn y byd teledu aml-lwyfan, dyw defnyddio un mesur perfformiad syml er mwyn asesu lwyddiant ddim yn ddigonol bellach. Mae lwyddiant heddiw yn cael ei ddehongli trwy gyfuniad o ffactorau gan gynnwys cyrhaeddiad y gwasanaeth, effaith economaidd, gwerthfawrogiad y gynulleidfa, ymddiriedaeth, darpariaeth lwyddiannus i ddysgwyr, rhaglenni plant, a chyfrannu at effaith positif ar ddiwylliant a'r iaith Gymraeg.

Dros y 30 mlynedd diwethaf mae effaith S4C ar yr iaith Gymraeg ac economi Cymru wedi bod yn enfawr. Mae ymchwil gan gwmni Arad Research Cyf yn dangos fod bob £1 sy'n

cael ei fuddsoddi gan S4C yn y diwydiannau creadigol yng Nghymru yn creu effaith economaidd cyfansawdd o £1.95 - bron i ddwbl y buddsoddiad gwreiddiol.

Mae'r naw mesur perfformiad a gyflwynir eto yn yr Adroddiad Blynyddol yn rhoi asesiad cynhwysfawr o berfformiad gwasanaeth S4C yn ystod 2012. Rwy'n gobeithio bod yr asesiad a'r wybodaeth a gyflwynir yn yr adroddiad yn profi fod gwasanaethau S4C, er gwaetha'r heriau a wynebwyd yn ystod 2012, yn parhau i gael eu gwerthfawrogi gan y gynulleidfa a'n bod ni wedi parhau i gynyddu effeithlonrwydd a gwerth am arian.

Effeithlonrwydd a Gwerth am Arian

Mae'r rhaid i effeithlonrwydd a gwerth am arian fod yn flaenoriaeth allweddol i S4C, yn enwedig, ond ddim yn unig mewn cyfnod o gynni ariannol. Mae'r Adroddiad Blynyddol yn dangos fod cost yr awr cynnwys a gomisiynir gan S4C wedi disgyn o ychydig dros £52,000 yn 2009 i £37,000 yr awr yn 2012 a bod cost yr awr holl ddarllediadau S4C wedi gostwng o ychydig dros £16,000 i ychydig dros £11,000 yn 2012. Mae'r rhain yn ostyngiadau sylweddol, a gostyngiadau y mae'r cwmnïau cynhyrchu annibynnol wedi gallu ei gwreiddu ar gyfer S4C. Bydd effeithlonrwydd a gwerth am arian yn parhau i gael ei sgrwintneiddio er mwyn ein galluogi ni i flaenoriaethu buddsoddi yn y sector gynhyrchu. Wedi dweud hynny, mae'r gwelliannau sylweddol bellach wedi eu canfod ac mae'n debygol y bydd unrhyw welliannau pellach ar raddfa wahanol.

Partneriaeth gyda'r BBC

Arweiniodd y cyhoeddiad yn Hydref 2010 am y bartneriaeth arfaethedig gyda'r BBC at drafodaethau am gydweithio, am gydweithio ar draws gwasanaethau, cynnwys a materion technegol. Mae'n bwysig hefyd i bwysleisio fod y berthynas newydd yn fwy na pherthynas ar gyfer ariannu, arbedion a thoriadau - mae datblygu syniadau creadigol cyffrous ar gyfer ein cynulleidfa oedd yn greiddiol iddo; mae cydweithio ar draws platfformau ar deledu, radio ac ar-lein yn bwysig hefyd er mwyn sicrhau ein bod ni, gyda'n gilydd, yn gwneud y defnydd gorau posibl o'n hadnoddau. Mae arwyddo'r Cytundeb Gweithredu rhwng Awdurdod S4C ac Ymddiriedolaeth y BBC sy'n cynnwys trefniadau ariannu ac atebolrwydd o Ebrill 2013 wedi creu seiliau cadarn ar gyfer cydweithio. Mae hefyd yn diogelu'r rhan fwyaf o ariannu S4C o Ymddiriedolaeth y BBC hyd Ebrill 2017. Mae'r tîm yma yn S4C yn edrych ymlaen at weithio'n agos gyda gweithrediaeth y BBC dros y blynyddoedd nesaf ac i greu nifer o brosiectau cyffrous gyda'n gilydd.

Rwy'n falch i ddweud fod y bartneriaeth rhwng S4C a gweithrediaeth y BBC yng Nghymru yn berthynas greadigol, ac rwy'n ffyddiog y byddwn yn gweld prosiectau newydd a chreadigol yn datblygu er budd cynulleidfa oedd y ddau ddarlledwr. Yn ogystal a'r prosiectau creadigol, rydym hefyd yn ystyried ffyrdd o gydweithio gyda'n gilydd er mwyn darganfod arbedion ariannol. Gallai cydweithio o'r fath yn y dyfodol gynnwys rhannu rhai swyddogaethau technegol, swyddogaethau gweinyddol ac o bosibl, fel rwyf wedi nodi o'r blaen, gyd-leoli rhan o weithgareddau S4C a'r BBC mewn canolfan greadigol newydd. Mae'r rhain oll yn ddyheadau ar gyfer y tymor hir.

Chief Executive's introduction Ian Jones



I never imagined in 1982, when I was watching the launch of S4C that I'd be back here thirty years later as the channel's Chief Executive. A lot has changed over thirty years, although S4C's raison d'être remains the same. 2012 was a notable year for S4C. It was a year of change, of restructuring and collaboration. It was also an important milestone in the channel's history as November heralded the 30th anniversary of broadcasting on S4C.

When the channel launched on the 1st November 1982, we congregated around a TV set to watch S4C's director, Owen Edwards welcome everyone for the first time to the home of S4C - “i Aelwyd S4C”. 30 years on, although the goal of “providing a high quality TV service through the medium of Welsh” is the same, the increase in channels and platforms means far more consumer choice and greater competition. In this evolving media landscape, the provision of content across as many platforms as possible, to the widest possible audience, to view whenever and wherever the audience might be is fundamental to S4C's future success.

I joined S4C as Chief Executive following a challenging time in the channel's history. Important public discussions about the future of S4C had been difficult at times, but the support and passion shown by a significant number of individuals and organisations demonstrated clearly that S4C is still an important and valued national institution. I hope that over the past year, an increased emphasis on working in partnership with the independent production sector has reinforced the support shown to the channel to enable us to deliver a service that is relevant to our audience and the new media landscape in which we operate.

As the only Welsh language channel in the world and a public service broadcaster, S4C has a duty to provide “something for everyone”. We need to engage with fluent and less fluent Welsh speakers, learners, those that aspire to learn and reach out via subtitles and an English language track on the red button to non-Welsh speakers. S4C is an inclusive channel. As well as reaching out to our audience, we need to ensure that S4C continues to provide high quality and original content.

S4C's mission

During the year we revisited S4C's Vision, Mission and Core values. S4C's staff took part in re-defining these to provide greater focus and clarity of vision and inspiration for the years ahead. The Mission Statement and values set out at the back of the Annual Report provide the foundations upon which future aims and objectives can be built.

It is a privilege to lead S4C's creative team in developing new and exciting content for our audience. In the independent production sector we have a wealth of experience and talent that wants to create high quality Welsh language

content for our audience. From working with staff here at S4C and in the independent production sector, I sense a similar passion and ambition to the pioneering spirit that was so evident back in 1982. I hope we can harness this passion and creativity and that thirty years on, we have embarked on a creative renewal for S4C.

Although our primary responsibility is to provide a television service, in today's media and technology environment, this must include providing content on relevant digital platforms, creating content specifically for platforms other than television and also engaging with digital communities that want to discuss and interact with S4C's content. S4C's current television remit is set out in legislation, and to enable S4C to provide further digital content may well require a change to these provisions. We commenced discussions with the UK Government during the year to update S4C's public service and commercial remit to enable us to achieve these multi platform aims. I'm pleased to say that these positive discussions are on going.

Changes to the Schedule

In early 2012, a new schedule was launched as a response to the reduction in funding. The schedule also sought to reflect the diversity of lives and communities in Wales and beyond and create “must see” and “talked about” programming. It soon became clear that not all aspects of the new schedule were well received. We reacted positively to constructive feedback and took steps to adapt the schedule. I'm pleased to say that the swift changes we made were appreciated by the audience and the S4C Authority, who had also raised concerns about the performance of the new schedule. We conducted research during the year that showed that the audience believes that although there was still some room for improvement, they felt that the revised schedule was fresh and new.

Listening to our audience

Listening to our audience and placing the audience at the centre of everything we do is integral to the success of the service. We organised numerous viewers' evenings during the year. These were designed to give our audience the opportunity not just to have a presentation about S4C but for the audience to engage and debate with S4C's commissioning team what they liked and disliked and what works and what doesn't. Feedback received during these meetings has led to changes. The commissioning of projects such as the children's second screen project @TiFiaCyw was the direct result of receiving feedback during a public meeting.

Performance measurement

It's no longer appropriate in today's multi-platform television environment, to use one simple performance measure to assess success. Success today is a combination of factors including audience reach, economic impact, audience appreciation, trust, a successful provision of content for learners, for children's programmes, and contributing to a positive impact on the Welsh language and culture.

Over the past 30 years S4C has had an enormous impact on the Welsh language and the economy in Wales. Research by Arad Consulting Cyf shows that every £1 invested by S4C in the creative industries in Wales generates a total economic impact of £1.95 – nearly double the original investment.

The nine performance measures set out in this Annual Report give a comprehensive assessment of the performance of S4C's service during 2012. I hope that the assessment and information set out in this report will demonstrate that despite the numerous challenges we faced in 2012, S4C's service continued to be appreciated by the audience and that we continued to improve efficiency and value for money.

Efficiency and Value For Money

Ensuring that S4C is run efficiently and provides value for money for the audience has to be a key priority for S4C, particularly, but not exclusively at a time of financial pressure. The Annual Report shows that the cost of S4C's commissioned content has reduced from over £52,000 in 2009 to £37,000 per hour in 2012 and the cost per hour of S4C's broadcasts has reduced from over £16,000 in 2009 to just over £11,000 in 2012. These are significant reductions, and reductions that the independent production companies have been able to deliver for S4C. Efficiency and value for money will continue to be scrutinised so that we can prioritise investment in the production sector. That said, the significant improvements have already taken place and it's likely that any further improvements will be of a different scale.

Partnership with the BBC

The announcement of the proposed new partnership with the BBC in October 2010, led to discussions of collaboration, co-operating across services, content and technical areas. It's important to emphasise that this new relationship is about more than funding, cost saving and cuts- it's about developing creative and exciting projects together for both our audiences; it's also about co-operating across platforms on TV, on Radio and on-line, to make sure that collectively, we make the best use of the resources we have at our mutual disposal. The signing of the Operating Agreement between the S4C Authority and BBC Trust for S4C's funding and accountability arrangements from April 2013 provides a solid basis for collaboration. It also secures the majority of S4C's funding from the BBC Trust until April 2017. The team at S4C look forward to working closely with the BBC executive over the next years and to creating many exciting projects together.

Cooperation and working in partnership was also a key element of our relationship with the BBC during the year. I'm pleased to say that the partnership between S4C and the BBC Executive in Wales is a creative relationship, and I'm confident that we'll see new and creative projects emerging that will benefit both our audiences. Together with the creative projects, we're also looking at ways of collaborating with each other to find financial efficiencies. Such cooperation could in future include sharing certain technical functions, other back office functions and possibly as I have mentioned before co-locating part of S4C and BBC's operations in a new creative centre. These are all long term aspirations.

Finance

Against the challenging financial backdrop, we have succeeded to date in protecting the hours broadcast and programme output on screen. This was done through significant changes to S4C's cost base and also the cost per hour of S4C's programming.

We were not however able to retain S4C's High Definition service Clirlun, which we had

Ariannu

Er gwaetha'r sefyllfa ariannol heriol, hyd yma rydym wedi llwyddo i warchod yr oriau darlledu a'r allbwn ar-sgrîn. Gwnaed hyn o ganlyniad i newidiadau sylweddol i gostau S4C ac yn ogystal cost yr awr rhaglenni S4C.

Doedd dim modd i ni barhau gyda Ciirlun, gwasanaeth manylder uchel S4C, a daeth y gwasanaeth i ben ym mis Rhagfyr. Daeth yr Awdurdod a Thîm Rheoli S4C i'r casgliad nad oedd Ciirlun yn gallu darparu gwerth am arian yn y cyd-destun ariannol presennol. Wedi dweud hyn, nid yw hyn yn golygu bod S4C yn rhoi'r gorau i fanylder uchel. Rwy'n gobeithio yn y dyfodol y byddwn yn canfod ffyrdd mwy cost effeithiol o ddarparu cynnwys mewn manylder uchel.

Ym mis Rhagfyr, cyhoeddodd y Canghellor doriadau ariannol pellach ar gyfer 2013-14 a 2014-15 ac yna yn yr Adolygiad Gwariant ym mis Mehefin 2013, cyhoeddodd y Canghellor y byddai ariannu S4C o'r Adran dros Ddiwylliant, Cyfryngau a Chwaraeon yn cael ei warchod ar gyfer 2015-16. Croesawyd y newyddion hyn gan S4C a'i rhanddeiliaid. Mae cael sicrwydd ariannol oddi wrth y Llywodraeth hyd fis Mawrth 2016 yn amlwg yn ddatblygiad pwysig i S4C ac i'r sector gynhyrchu annibynnol.

Canolfan Gyfryngau S4C

O ganlyniad i newidiadau sylweddol i faint gweithlu S4C, daeth bron i hanner gofod swyddfa S4C yn wag. Felly fe benderfynwyd rhentu'r gofod hyn er mwyn cynhyrchu incwm ychwanegol ond hefyd er mwyn creu clwstwr o gwmnïau creadigol o amgylch S4C. Ym mis Rhagfyr croesawyd nifer o gwmnïau i S4C am y tro cyntaf ac ail-enwyd ein hadeilad yn Ganolfan Cyfryngau S4C er mwyn cydnabod hyn. Mae'r fenter hon wedi creu awyrgylch newydd bositif o fewn yr adeilad ynghyd â gweithgarwch ag egni newydd. Mae'r fenter hefyd yn creu gwerth ychwanegol i S4C. Rwy'n gobeithio pan fydd pobl yn ymweld ag S4C eu bod bellach yn gweld cymuned greadigol.

Yn ogystal â chreu newyllyn creadigol yn Llanisien, cyhoeddais awydd yn yr Eisteddfod Genedlaethol ym mis Awst i ystyried y posibilrwydd o adleoli rhai o weithgareddau S4C i rannau eraill o Gymru. Afraid yw dweud yn yr hinsawdd ariannol bresennol y bydd yn rhaid i unrhyw gynllun adleoli wneud synnwyr ariannol. Yn yr Hydref cyhoeddwyd astudiaeth dichonolrwydd er mwyn ystyried hyn mewn rhagor o fanylder.

Yn ystod 2012 gwnaed rhagor o ail-strwythuro o fewn S4C, gyda nifer pellach o ddiswyddiadau gwirfoddol a gorfodol yn ganlyniad anochel. Dyw cymryd penderfyniadau ail-strwythuro byth yn hawdd, ac yn ystod y flwyddyn ffarweliwyd gyda nifer fawr o staff proffesiynol oedd wedi rhoi blynyddoedd o wasanaeth ac ymroddiad i S4C. Arweiniodd y gwymp yn ariannu S4C at ail-strwythuro a cholli swyddi o fewn y cwmnïau cynhyrchu annibynnol yn ogystal. Hoffwn gymryd y cyfle hwn i ddiolch i'r rheini adawodd S4C a'r cwmnïau cynhyrchu annibynnol am eu cyfraniadau pwysig i S4C a darlledu yn yr iaith Gymraeg.

Dros gyfnod o 30 mlynedd, mae S4C wedi derbyn enwebiadau gwobrau Oscar, Bafta RTS, Emmys rhyngwladol a primetime. Mae S4C wedi gweld dyfodiad teledu aml-sianel, y newid o wasanaeth analog i wasanaeth digidol gynhwysfawr a datblygiad cyfryngau a phlatfformau digidol a ffyrdd newydd dyfeisgar o greu a rhannu cynnwys. Cynnal safon y gwasanaeth a'i gynnwys yw sylfaen unrhyw wasanaeth teledu llwyddiannus mewn unrhyw iaith, a bydd hyn yn gynyddol bwysig i S4C wrth i'r byd aml-lwyfan ddatblygu ymhellach dros y blynyddoedd nesaf.

Byddai llwyddiant S4C dros y 30 mlynedd ddiwethaf ddim wedi bod yn bosibl heb gefnogaeth nifer o sefydliadau, y sector gynhyrchu annibynnol, talent o flaen a thu ôl i'r camera a gwaith amhrisiadwy'r staff. Hoffwn fynegi fy niolch didwyll i bawb sy'n rhan o S4C am eu hymroddiad a'u cefnogaeth unwaith eto yn 2012.

Gyda'r tîm fan hyn yn S4C ac yn y sector gynhyrchu annibynnol, fy mlaenoriaeth i ar gyfer y flwyddyn nesaf yw adfywiad creadigol S4C a darparu gwasanaeth o safon uchel trwy gyfrwng y Gymraeg sy'n rhoi'r gynulleidfa yng nghanol popeth rydan ni'n ei wneud. Deng mlynedd ar hugain ers croeso Owen Edwards mae Aelwyd S4C yma o hyd ac yn dal i ddarparu croeso i'n cynulleidfa, a hir y parhaed hynny.

S4C yn ystod ymgyddiad i'w gwasanaeth digidol

S4C yn ystod ymgyddiad i'w gwasanaeth digidol

to close in December. The Authority and S4C’s Management Team came to the conclusion that given S4C’s current financial position, Ciirlun could not provide value for money. That said, this does not mean that S4C is turning its back on high definition. I’m hopeful that in future, we’ll find more cost effective ways of delivering high definition content.

In December, the Chancellor set out further funding reductions for 2013-14 and 2014-15 and in the Spending Review in June 2013, the Chancellor announced that funding for S4C from the Department for Culture, Media and Sport would be protected for 2015-16. This news was welcomed by S4C and numerous stakeholders. Having certainty of funding from Government until March 2016 is clearly an important development for S4C and the independent production sector.

S4C Media Centre

As a result of significant changes to the size of S4C’s workforce, nearly half of S4C’s office accommodation in Llanisien had become vacant during 2012. As a result, we decided to lease this excess capacity to generate additional income, but also to create a new cluster of creative companies around S4C. In December we opened our doors to welcome new companies into S4C for the first time and to reflect this change the building was re-branded as the “S4C Media centre”. This venture has created a new positive feeling in the building, with increased activity and buzz. It also brings added value in the form of a supplementary revenue stream. I hope that when people come to visit S4C they now see a creative community at work.

S4C yn ystod ymgyddiad i'w gwasanaeth digidol

As well as establishing a create hub in Llanisien, at the National Eisteddfod in August I announced an intention to look at the feasibility of relocating some of S4C’s operations to other parts of Wales. Of course in the current economic climate any relocation project will have to make sense financially and operationally. In the autumn we announced a feasibility study to investigate this in more detail.

During 2012 further restructuring took place, and this inevitably led to a further number of voluntary and compulsory redundancies. Having to take difficult restructuring decisions is never easy, and we said farewell during the year to a large number of professionals that had given years of dedicated service. The reduction in S4C’s funding also led to restructuring and job losses within the independent production companies. I’d like to take this opportunity to thank those that left S4C and the independent sector for their important contributions to S4C and Welsh language broadcasting.

Over a 30 year period, S4C has received Oscar nominations, Bafta and RTS awards, international and primetime Emmy’s. S4C has witnessed the launch of multi-channel television, the change from an analogue service to a comprehensive digital service and the development of digital media and platforms and new and ground breaking was of creating and sharing content. Maintaining quality of service and content is the foundation for any successful television service in any language and for S4C this will become increasingly important as the multiplatform environment develops further over the next years.

S4C yn ystod ymgyddiad i'w gwasanaeth digidol

S4C’s success over 30 years would not have been possible without the support of many organisations, the independent production sector, the talent on screen, talent beind the camera and the invaluable hard work of staff too numerous to name, but too valuable to forget. I’d like to express my sincere thanks to all those that are part of S4C for their commitment and support once again in 2012.

S4C yn ystod ymgyddiad i'w gwasanaeth digidol

Together with the team here at S4C and in the independent production sector, my priority for the coming year is the creative renewal of S4C and providing a high quality Welsh language service that puts the audience at the centre of everything we do. Thirty years on from Owen Edwards’ welcome, S4C’s Aelwyd is still here and still providing *croeso* to our audience and long may that continue.

Blaenoriaethau Strategol 2012

Cyhoeddodd Awdurdod S4C Gynllun Gwaith ar gyfer gweithgareddau Awdurdod a Swyddogion S4C yn 2012.

Prif flaenoriaethau strategol y flwyddyn a nodwyd yn y cynllun oedd:

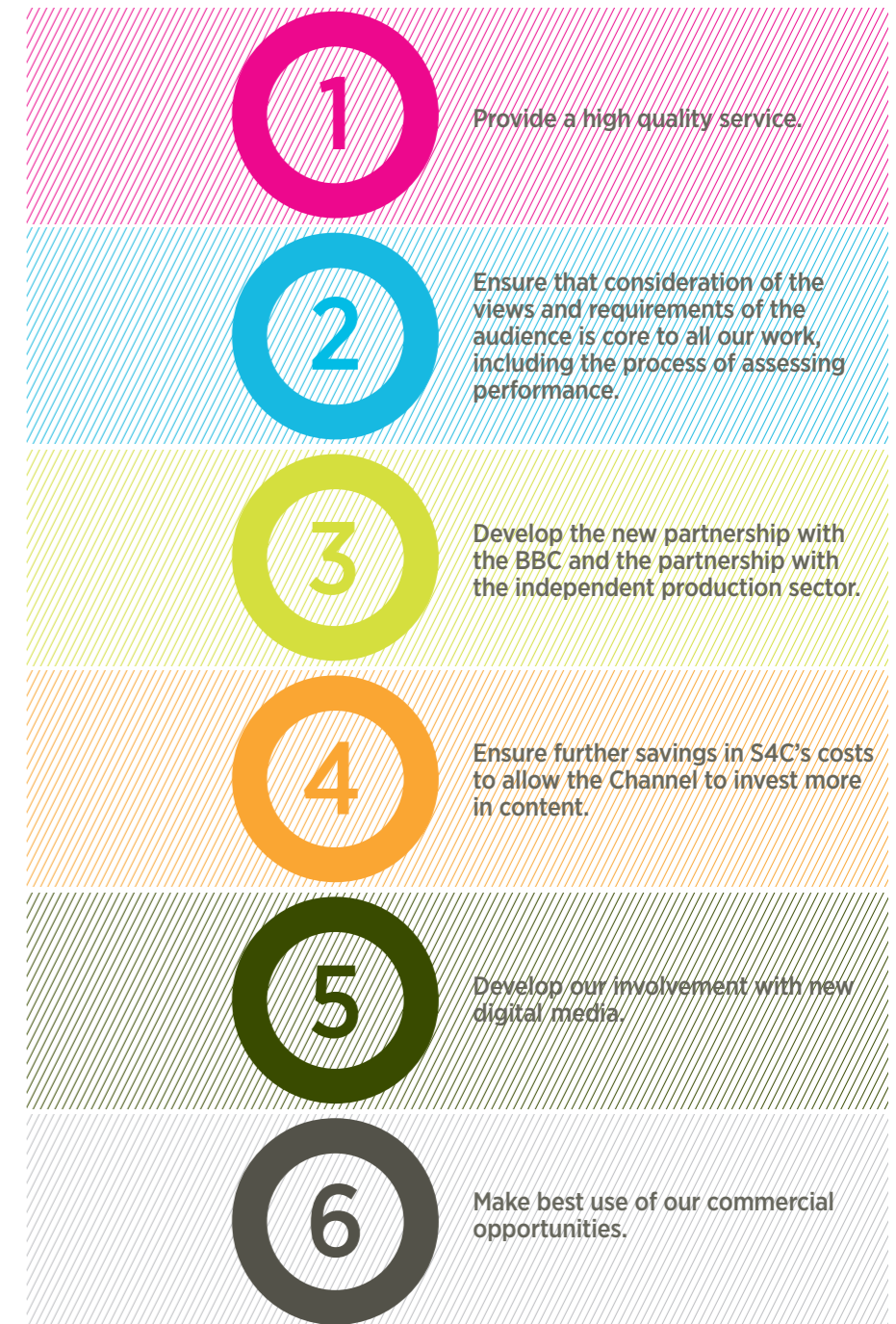


Mae'r Adroddiad Blynyddol a'r Datganiad Ariannol yn adrodd ar berfformiad S4C yn erbyn y blaenoriaethau hyn.

Strategic Priorities 2012

The S4C Authority published a Work Plan for the activities of the S4C Authority and S4C's Officers in 2012.

The main strategic priorities for the year identified in the plan were:



The Annual Report and Statement of Accounts report on S4C's performance against these priorities.

Asesu Perfformiad 2012

Dyletswydd Awdurdod S4C yw darparu gwasanaeth teledu Cymraeg o ansawdd uchel sy'n cynnwys amrediad eang o raglenni amrywiol ar gyfer lleadaenu gwybodaeth, adloniant ac addysg.

Yn yr Aseiad Perfformiad hwn, mae’r Awdurdod yn pwysu a mesur i ba raddau y cyflawnwyd yr amcan hwn yn 2012. Wrth wneud hynny, rydym yn cyflwyno adolygiad ansoddol ochr yn ochr â naw mesur meintiol a osodir o fewn fframwaith sy'n cyfeirio at Ddefnydd a Chyrhaeddiad, Gwerth, Gwerthfawrogiad ac Effaith.

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Adolygiad o Ansawdd S4C yn 2012

Yn ystod y flwyddyn, mae Pwyllgor Cynnwys yr Awdurdod wedi ystyried adroddiadau ar gynnwys a pherfformiad rhaglenni ym meysydd Ffeithiol, Plant, Chwaraeon, Newyddion, a Drama yn ogystal ag adolygiadau o berfformiad Amserlen 2012 ar nifer o achlysuron yn ystod y flwyddyn.

Mae’r Pwyllgor, sy’n cyfarfod bob deufis, hefyd yn rhoi sylwadau ar raglenni a chyfresi unigol eraill sy’n ymddangos yn ystod y flwyddyn. Mae adroddiadau’r Pwyllgor Cynnwys yn cael eu hystyried ymhellach yng nghyfarfodydd misol yr Awdurdod. Mae’r gorolwg canlynol yn seiliedig ar y trafodaethau hyn.

Wrth frwr golwg dros arlwy rhaglenni 2012, dylid cofio mai 2012 oedd y flwyddyn gyntaf i effeithiau lefel ariannu is ar gyfer cynnwys S4C gael ei weld gan y gwylwyr yn yr arlwy a ddarparwyd. O ystyried hyn a bod y gyllideb ar gyfer comisiynu wedi gostwng o ganlyniad o £83.7m yn 2010 i £67.9m yn 2012, mae’r Pwyllgor Cynnwys a’r Awdurdod o’r farn bod perfformiad y gwasanaeth wedi bod yn ganmoladwy ac o fewn disgwyliadau rhesymol yr Awdurdod.

Cyd-destun digwyddiadau 2012
Roedd 2012 yn flwyddyn o ddigwyddiadau traws-Brydeinig ar sianelau eraill, gyda Gemau Olympaidd a Pharalympaidd Llundain yn denu cynulleidfaoedd sylweddol ar deledu ac ar lwyfannau digidol. Yn ystod cyfnod y gemau, gwelwyd cwymp o oddeutu 25% yn ffigurau gwyllo S4C. Roedd hefyd yn flwyddyn o adnewyddiad creadigol gan raglenni ITV, yn arbennig ym maes adloniant. Cyfyngodd y ddau ffactor yma ar allu S4C i barhau i gynyddu cyrhaeddiad gwyllo, fel yn 2011.

Newidiadau i’r amserlen
Ym mis Mawrth, fe lansiyd amserlen newydd er mwyn gwireddu egwyddorion Gweledigaeth 2012 a Thu Hwnt, strategaeth oedd wedi ei chynllunio i ymateb i’r her o leihad mewn cyllid a hefyd i’r newid hinsawdd technolegol a chymdeithasol, mewn cyfnod cwbl ddigidol ac aml lwyfan.

Roedd dyhead yn y strategaeth hon i adlewyrchu amrywiaeth bywydau a chymunedau yng Nghymru a thu hwnt, gan ysgogi a hybu dealltwriaeth o’n byd. Y bwriad oedd creu rhaglenni ‘rhaid eu gweld’ a fyddai’n cryfhau hunaniaeth a diwylliant, ac a fyddai’n ‘destun trafod ar lawr gwlad’ trwy ddod â chynulleidfaoedd at ei gilydd i drafod a rhannu profiadau.

Gyda lansiad yr amserlen newydd, fe gyflwynwyd cyfresi newydd, **Prynhawn Da** a **Heno** (Tinopolis), yn lle **Wedi 3** a **Wedi 7** (Tinopolis). Bu ymgais fwriadol yma i newid pwyslais golygyddol **Heno** gan gynnwys mwy o wynebau cyfarwydd Cymru ynghyd â newyddion adloniant. Cyflwynwyd mwy o ddogfennau hanner awr, o natur ysgafn. Symudwyd **Sgorio** (Rondo) i slot gynharach ganol wythnos. Ail-ddarllledwyd **Pobol y Cwm** (BBC Cymru) a **Heno** yn hwyrach yr un noson.

Daeth yn amlwg, fodd bynnag, nad oedd holl agweddau newydd yr amserlen at ddant y gynulleidfa, ac roedd aelodau’r Awdurdod yn rhannu’r pryderon a fyngewyd gan nifer fawr o wylwyr. Yn gyffredinol, roedd yna ganfyddiad o ddiffyg sylwedd ac o golli’r cysylltiad gyda chymunedau lleol. Aed ati i addasu’r amserlen a’r cynnwys yng ngoleuni’r ymateb a chafwyd gwerthfawrogiad eang i’r ymateb prydlon yma i farn y gynulleidfa. Erbyn canol y flwyddyn roedd ymchwil gan gwmi Beaufort Research yn dangos ymateb ffafriol i’r amserlen ddiwygiedig. Er yn cytuno fod yna le i wella’n dal i fod ar rai agweddau, mynegodd yr ymchwil deimlad fod yr amserlen yn ffres a newydd, a bod elfennau o hyder a risg yn cael eu hadlewyrchu, a hynny’n cael ei groesawu.

Ail sefydlwyd ail ddarllediadau **Pobol y Cwm** y gynnar yn y nos yn ystod yr wythnos a hefyd dechreuwyd ail ddarlledu **Heno** yn gynnar ar y prynhawn canlynol. Crëwyd dwy slot newydd i bobl ifanc gyda’r hwyr, trwy ddarlledu adloniant ifanc ar nos Fercher am 10 yr hwyr a rhaglen gylchgrawn ar gyfer pobl ifanc ar nos lau am 10 yr hwyr. Fe ail sefydlwyd Sgorio yn ei slot arferol nos Lun am 10 yr hwyr ac fe gryfhawyd cynnwys rhaglenni ffeithiol, gan ail dorri rhai rhaglenni hanner awr i fod yn awr o sylwedd. Fe lwyddwyd i gyflawni’r newidiadau yma heb wariant ychwanegol.

Dathlu Pen-blwydd S4C yn 30
30 mlynedd yn ôl i fis Tachwedd 1982 croesawodd Owen Edwards y gynulleidfa i aelwyd S4C am y tro cyntaf. Cafwyd wythnos o dathlu’r pen-blwydd pwysig hwn ar y sgrin

ym mis Tachwedd. Gwerthfawrogwyd y cyfle i wylwyr bleidleisio dros eu hoff raglenni ym mhob maes.

Fe nodwyd sawl pen-blwydd arall mewn rhaglenni yn ystod y flwyddyn. Hanner canrif ynghynt, ym 1962, roedd darlith radio Saunders Lewis wedi rhagweld diwedd y Gymraeg fel ‘iaith fyw’ erbyn dechrau’r unfed ganrif ar hugain ac roedd yn briodol ceisio gosod geiriau’r ddarlith wreiddiol yng nghyd-destun y Gymru gyfoes mewn rhaglen feddylgar, **Tynged yr Iaith** (P.O.P. 1), a gyflwynwyd gan y gwleidydd, Adam Price. Roedd **Cymdeithas yr Iaith yn 50** (Rondo), a’r ddwy raglen fyw o’r gyngerdd **Gig 50** (Rondo) a gynhaliwyd ym Mhafiliwn Pontrhydfendigaid, mewn gwahanol ffyrdd yn nodi a disgrifio’r gweithgarwch gwleidyddol arwyddocaol a ddeilliodd o’r ddarlith. Dathlodd y rhaglen ddogfen, **Theatr Fawr Felinfach** (Wes Gleï a Cynhyrchiadau Hay), ben-blwydd y theatr gymunedol arloesol hon yng Ngheredigion yn 40 oed ac fe nodwyd 30 mlynedd ers dechrau **Rhyfel y Falklands: Nôl i Faes y Frwydr** (BBC Cymru) gyda dwy raglen ddadlennol gan gynnwys **Y Galahad** (Barefoot Rascals). Gan mlynedd ers suddo’r llong enwog archwiliodd **Cymry’r Titanic** (P.O.P 1) gefndir un o drychinebau morwrol mwyaf erchyll y byd gan ddarganfod cysylltiadau Cymreig y digwyddiad.

Drama
Ar sail ffigyrau gwyllo, ymateb gwylwyr ac ym marn yr Awdurdod, mae drama ar S4C yn parhau yn un o elfennau cryfaf y gwasanaeth. Roedd cymdeithas fodern a thriniaethau amrywiol o destunau cyfoes yn amlwg mewn nifer o’r cyfresi, gydag amrywiaeth o gynnwys a ffurf.

Fe barhaodd **Pobol y Cwm** a **Rownd a Rownd** (Rondo) yn gonglfeini pwysig yn yr amserlen yn ystod y flwyddyn, gan berfformio’n dda, ac fe gynigwyd ystod o gyfresi dramâu gwreiddiol ar nos Sul oedd o ansawdd uchel ac yn ddeniadol i’n cynulleidfa. Denodd ail gyfres **Gwaith/Cartref** (Fiction Factory) yr un ymateb brwd â’r gyntaf, gan fentro i feysydd mwy dirdynnol heb golli ei hapêl. Roedd arddull y gyfres hynod o boblogaidd, **Teulu** (Boom Pictures), yn adleisio crefft teledu poblogaidd Americanaidd heb golli rhin ei lleoliad yng Ngheredigion. Roedd gan ail gyfres **Alys** (Teledu Apollo) dasg anodd i adeiladu ar y gyfres gyntaf, gyda’i helfennau o dwyll, rhagfarn, rhyw a thrais, a chymysg oedd yr ymateb iddi. Roedd rhai yn ei chael hi’n anodd gweld beth oedd pwnc canolog y gyfres newydd, ond i eraill, roedd yr ansicrwyd yma’n rhan o’r boddhad a gafwyd o’i dilyn i’w diweddglo. Fe ddenodd y tair cyfres gynulleidfaoedd da a bu gwyllo cryf ar Clic

Assessing Performance 2012

The S4C Authority has a duty to provide a high-quality Welsh language television service which includes a broad range of diverse programming, providing information, entertainment and education.

In this Performance Assessment, the Authority measures the extent to which this objective was achieved in 2012. In doing so, we present a qualitative review alongside nine quantitative measures set within a framework that refers to Usage and Reach, Value, Appreciation and Impact.

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Quality Review of S4C in 2012

During the year, the Authority’s Content Committee has considered reports on the content and performance of programmes in the genres of Factual, Children, Sport, News, and Drama as well as reviews of the performance of the 2012 Schedule on numerous occasions during the year.

The Committee, which meets every two months, also comments on programmes and individual series that appear during the year. The Content Committee’s reports are further considered in the Authority’s monthly meetings. The following overview is based on these discussions.

In reviewing the programme provision in 2012, it must be borne in mind that 2012 was the first year in which the impact of the reduced funding available for S4C’s content was seen by viewers. Given this, and the fact that the budget for commissioning has reduced as a result from

£83.7m in 2010 to £67.9m in 2012, the Content Committee and the Authority are of the view that the performance of the service has been commendable and within the Authority’s reasonable expectations.

Context of events in 2012
2012 was a year of UK-wide events on other channels, with the London Olympics and Paralympics drawing significant audiences on television and digital platforms. During the period of the Games, there was a drop of around 25% in S4C’s viewing figures. It was also a year of creative renewal by ITV programmes, particularly in the entertainment genre. These two factors restricted S4C’s ability to continue to increase its audience reach, as in 2011.

Changes to the schedule
In March, a new schedule was launched, that aimed at realising the principles of ‘S4C’s Vision 2012 and Beyond’, a strategy which sought to respond to the challenge of a reduction in funding and also to the change in the technological and social climate, in a fully digital and multi-platform era.

There was an aspiration in this policy to reflect the diversity of lives and communities in Wales and beyond, thereby encouraging and promoting an understanding of our world. The aim was to create ‘must see’ programmes that would strengthen our identity and culture, and which would be widely talked about, by bringing audiences together to discuss and share experiences.

With the launch of the new schedule, new series, namely **Prynhawn Da** (Tinopolis) and **Heno** (Tinopolis), were introduced to replace **Wedi 3** (Tinopolis) and **Wedi 7** (Tinopolis). There was a conscious effort here to change the editorial emphasis of Heno by including more of the familiar faces of Wales along with entertainment news. More lighter half-hour, documentaries were introduced. **Sgorio** (Rondo) was moved to an earlier slot in mid-week. **Pobol y Cwm** (BBC Cymru) and **Heno** were repeated later the same evening.

It became clear, however, that not all new aspects of the schedule were to the audience’s taste, and members of the Authority shared the concerns that were voiced by a large number of viewers. In general, there was a perception of a lack of substance and of losing the connection with local communities. Steps were taken to adapt the schedule and the content in light of the response and there was widespread appreciation of this prompt response to the audience’s views. By the middle of the year,

research conducted by Beaufort Research showed a favourable response to the revised schedule. Whilst agreeing that there was still room for improvement in relation to some aspects, the research revealed a feeling that the schedule was fresh and new, and that elements of confidence and risk were being reflected, which was welcomed.

Repeats of **Pobol y Cwm** early during weekday evenings were re-established and also repeats of **Heno** early the following afternoon. Two new late-night slots were created for young people, by broadcasting youth entertainment on Wednesday evenings at 10pm and a magazine programme for young people on Thursday evenings at 10pm. **Sgorio** was re-instated to its usual slot on Monday evenings at 10pm and the content of factual programmes was strengthened, with some half-hour programmes being re-cut to an hour of substance. These changes were implemented with no additional expenditure.

Celebrating the 30th Anniversary of S4C
30 years ago in November 1982 Owen Edwards welcomed the audience to S4C for the first time. A week-long celebration of this important anniversary took place on screen in November. There was an appreciation of the opportunity for viewers to vote for their favourite programmes in all genres.

Many other anniversaries were marked in programmes during the year. Fifty years earlier, in 1962, Saunders Lewis’ radio lecture had predicted the end of the Welsh language as a ‘living language’ by the beginning of the twenty first century and it was fitting to try and set the words of the original lecture within the context of modern Wales in a thoughtful programme, **Tynged yr Iaith** (P.O.P.1), presented by politician Adam Price. **Cymdeithas yr Iaith yn 50** (Rondo), and the two live broadcasts of the **Gig 50** (Rondo) concert held in Pontrhydfendigaid Pavilion, in different ways, marked and described the significant political activity that stemmed from the lecture. The documentary, **Theatr Fawr Felinfach** (Wes Gleï a Cynhyrchiadau Hay), celebrated the 40th anniversary of this innovative theatre in Ceredigion and **Rhyfel y Falklands: Nôl i Faes y Frwydr** (BBC Cymru) marked 30 years since the outbreak of the Falklands War with two revealing programmes including **Y Galahad** (Barefoot Rascals). One hundred years since the Titanic went down, the programme **Cymry’r Titanic** (P.O.P.1) explored the background to one of the world’s most horrendous maritime disasters and discovered the incident’s Welsh links.

Drama
Viewing figures, the response of viewers, and the Authority’s own opinion support the view that drama on S4C continues to be one of the strongest elements of the service. Modern society and various treatments of contemporary issues featured prominently in many of the series, with a variety of content and form.

Pobol y Cwm and **Rownd a Rownd** (Rondo) continued as important cornerstones of the schedule and performed well during the year. In addition a range of original drama series was offered on Sunday evenings which was of a high quality and attractive to our audience. A second series of **Gwaith/Cartref** (Fiction Factory) drew the same enthusiastic response as the first, and ventured into sharper edged territory without losing its appeal. The style of the extremely popular series, **Teulu** (Boom Pictures), echoed the craft of popular American TV without losing the essence of its setting in Ceredigion. The second series of **Alys** (Teledu Apollo) faced a difficult task in building on the



Alys



Sgorio

iddynt hefyd. Er y llwyddiannau hyn, rhaid nodi y lleihad yn nifer y cyfresi drama gwreiddiol a ddarledwyd, gyda bwlch o ryw bum mis rhwng diwedd **Gwaith/Cartref** a dechrau **Alys** – effaith digamsyniol y cwtogi ariannol.

Fe enillodd y ffilm **Patagonia** (Malacara) bedair gwobr Bafta Cymru, gan gynnwys gwobr i'r cyfarwyddwr, Marc Evans. Fe ddenodd y ddau ddarlediad ar S4C gynulleidfa ifanc, rhwng 16 a 44 oed.

Chwaraeon

Mae darpariaeth chwaraeon byw yn bwysig i amserlen pob darledwr cyhoeddus, ac nid yw S4C yn eithriad i hyn. Anelwyd at adlewyrchu rhychwant eang y byd chwaraeon yng Nghymru ac mae gwylwyr yn parhau i gyfeirio at S4C fel un o brif ddarparwyr cynnwys chwaraeon Cymru.

Roedd 2011 yn flwyddyn nodedig i chwaraeon yng Nghymru gyda Chwpan Rygbi'r Byd a nifer o gemau pel-droed o bwys yn creu uchelfannau torfol o fewn amserlen S4C. Nid yw'n bosibl sicrhau gwefr a pherfformiad digwyddiadau o'r fath bob blwyddyn, ac mae'r Awdurdod yn nodi natur anghyson yr arlwy chwaraeon wrth asesu perfformiad tymor byr y gwasanaeth.

Chwaraeon byw yw'r prif atyniad i'r gwylwyr, gyda rhaglenni o uchafbwyntiau yn cael eu gwerthfawrogi dipyn llai. Mae'r gystadleuaeth ar gyfer hawliau chwaraeon byw yn cynyddu. Gydag adnoddau ariannol llai, bydd yn rhaid pwyso a mesur yn ofalus y gwerth am arian a ddarperir gan unrhyw hawliau ddaw dan ystyriaeth. Er hynny, mae rhaglenni chwaraeon bach a mawr yn sicr yn gwneud cyfraniad pwysig i gyrhaeddiad S4C, ymysg siaradwyr Cymraeg, dysgwyr a'r di-Gymraeg, a hynny ym mhob rhan o Gymru a rhaid cydnabod hefyd yr incwm masnachol sy'n gallu deillio o ddarpariaeth chwaraeon poblogaidd. Y darllediad o gêm **Wrecsam yn erbyn Brighton** (Rondo) yng Nghwpan yr FA ym mis Ionawr ddenodd gynulleidfa uchaf y sianel yn ystod y flwyddyn, gyda 433,000 o wylwyr.

Lle'r oedd hawliau'n caniatáu, darlledwyd sylwebaeth Saesneg ychwanegol trwy'r botwm coch, gydag S4C Masnachol yn talu am hyn. Dim ond ar S4C y mae modd gwyllo pêl-droed domestig yn fyw ar y penwythnos ac mae'r arlwy wythnosol byw o Gynghrair Cymru ar brynhawn Sadwrn yn **Sgorio** (Rondo) ar y cyfan yn denu gwerthfawrogiad uchel iawn er bod rhai o ddilynwyr mwyaf brwd clybiau Cymru'n nodi bod darlledu ar brynhawn Sadwrn yn anghyfleus i'r rhai sy'n gwyllo gemau byw ledled Cymru adeg y darllediadau. Ond mae lle cynyddol i amau a yw'r crynodeb o uchafbwyntiau a geir yn ystod yr wythnos yn cynnig rheswm digonol i droi i mewn.

Mae chwaraeon eraill, ar wahân i rygbi a pêl-droed, yn cael eu dilyn yn eang yng Nghymru, ac mae rhoi sylw i rai ohonynt yn rhan briodol o genhadaeth sianel genedlaethol.

Am y tro cyntaf yn hanes S4C, fe ddarlledodd criw **Ralio+** (Tinopolis) raglen arbennig ar rasys beiciau modur y TT yn Ynys Manaw ym mis Mehefin. Fis yn ddiweddarach, darlledwyd **Ty'n Lôn Volvo Ras yr Wyddfa** (Cwmni Da), pan wnaeth o amgylch 600 o redwyr dacló Ras Ryngwladol 2012, o lannau Llyn Padarn i fyny ac wedyn i lawr copa'r Wyddfa (3,560 troedfedd). Fe diwniodd 38,000 o bobl i fewn i wyllo'r rhaglen yng Nghymru, gyda 1,700 yn ei gwyllo ar Clic.

Gemau Olympaidd a Pharalympaidd Llundain oedd uchafbwyntiau'r byd chwaraeon yn 2012, ac er nad oedd gan S4C hawliau i ddarlledu'r gemau, fe geisiwyd adlewyrchu cynnwrf a chysylltiadau Cymreig y gemau trwy gyfrwng **Newyddion** a rhaglenni arbennig am athletwyr

o Gymru, gan gynnwys **Aur Paralympaidd Aled Davies** (Boom Pictures). Yn hon, cafwyd darlun effeithiol o fywyd athletwr ifanc o Gymru, Aled Siôn Davies, yn cael ei drawsnewid yn ystod y Gemau Paralympaidd wrth iddo droi'n seren fyd-eang. Dyma enghraifft effeithiol o ddefnyddio achlysur byd-eang fel llwyfan i gynnwys unigryw a pherthnasol i Gymru heb orfod buddsoddi mewn hawliau drudfawr.

Yn Rhagfyr, darlledwyd rhaglen ddogfen arbennig, **Gary Speed: Arwr Cymru** (Rondo) oedd yn ystyried gwir faint y golled ar ôl marwolaeth ddisymwth y pêl-droediwr a'r rheolwr ifanc. Roedd gwerthfawrogiad y gynulleidfa i'r driniaeth sensitif o'r pwnc i'w weld o'r ymateb ar gyfryngau cymdeithasol megis Trydar ac fe gyrhaeddodd y rhaglen 113,000 o wylwyr ar draws y DU.

Ar Ŵyl San Steffan, dilynodd rhaglen **Jonathan 50** (Avanti) daith y seren rygbi Jonathan Davies pan dderbyniodd yr her, yn 50 oed, i seiclo 390 cilomedr drwy wres llethol arfordir gorllewinol UDA, er budd Canolfan Ganser Felindre, Caerdydd. Fe gafodd gynulleidfa dda, gyda nifer uchel o'r De, a bron eu hanner yn ddi-Gymraeg.

Digwyddiadau

Mae gallu S4C i roi sylw estynedig i ddigwyddiadau o ddiddordeb Cymreig, a chefnogaeth S4C i ddigwyddiadau ledled Cymru yn cael ei gydnabod a'i werthfawrogi gan y gynulleidfa sydd erbyn hyn yn disgwyl darpariaeth gynhwysfawr o ddigwyddiadau cenedlaethol fel arfer dros gyfnod yr haf bob blwyddyn. Yn ogystal â darlledu gweithgareddau'r gwyliau, mae datblygu partneriaethau gyda'r mudiadau sy'n trefnu'r gwyliau hyn yn sicrhau gwerth cyhoeddus ychwanegol ar sail y buddsoddiad a wneir.

Fe drodd 1.2m o bobl i mewn i raglenni Digwyddiadau S4C ar deledu, a bu dros 123,000 o sesiynau gwyllo ar-lein i raglenni o'r digwyddiadau.

Yn 2012, darlledwyd gwasanaeth estynedig o **Eisteddfod Yr Urdd** (Avanti), **Eisteddfod Ryngwladol Llangollen** (Rondo), **Y Sioe Frenhinol** (Boom Pictures) ac **Eisteddfod Genedlaethol Bro Morgannwg** (BBC Cymru), ac roedd uchelgais a safon yr arlwy yn gyffredinol uchel. Yn ogystal, fe ddarlledwyd cynnwys o ddigwyddiadau llai amlwg, gan adlewyrchu'r croesdoriad a'r amrywiaeth o ddiddordebau sy'n rhan annatod o gymdeithas fodern.

Datblygiad o Ŵyl y Faenol oedd **Bryn Terfel: Gŵyl y Byd** (Boom Pictures), cyfres o



gyngherddau o dan gyfarwyddyd Bryn Terfel a gynhaliwyd yn y Festival Hall yn Llundain yn ystod mis Gorffennaf, ac a welwyd fel rhan o'r cyfraniad Cymreig i'r Olympiad Celfyddydol. Roedd y perfformiadau a'r cyflwyniadau teledu'n safonol a graenul, er i rai gwylwyr fod o'r farn fod yr arlwy'n ddiffygiol o ran cynnwys Cymreig.

Cyfres thematig

Unwaith eto ym mis Mehefin cyflwynwyd wythnos o raglenni thematig yn dilyn taith o amgylch Cymru. Y tro hwn, diwylliant a hanes pobl Romani Cymru oedd testun **Y Sipsiwn** (Telesgop) ac yn sgil taith y garafán, cynhaliwyd nifer o ddigwyddiadau cymunedol. Roedd natur y cynhyrchiad yn gosod sialens strwythurol ac roedd adborth y gynulleidfa yn awgrymu nad oedd y gynulleidfa yn gweld dilyniant clir rhwng y gwahanol elfennau. Er hynny, roedd yna werthfawrogiad i'r syniad o wythnos o raglenni thematig, ac i'r thema benodol oedd dan sylw, a denodd y gyfres gynulleidfa barchus.

Cerddoriaeth

Arweiniodd y canwr a'r cyflwynydd Aled Jones wylwyr S4C ar daith gerddorol o amgylch Ewrop yn **Aled Jones: Fy Nhaith Glasurol** (Destinations Media). Fe deithiodd y canwr dros fil o gilomedrau, o brifddinas Hwngari, Budapest i Amsterdam i ddarganfod mwy am rai o gyfansoddwyr clasurol mwya'r byd a'r lleoliadau oedd wedi eu hysbrydoli. Roedd yma luniau ysblennydd a saethu celfydd ond ym marn rhai gwylwyr roedd angen mwy o gynnwys cerddorol gwreiddiol.

Yn Ebrill, fe wnaeth y gyfres **Only Kids Aloud** (Rondo) gynnwys perfformiad Corws Plant mewn perfformiad o Symffoni Rhif 8 gan Mahler, lle'r oedd y plant yn rhannu llwyfan gyda Chorws Cenedlaethol Cymreig y BBC a cherddorfa fyd-enwog Theatr Mariinsky o Rwsia. Roedd y gwyllo a'r gwerthfawrogiad yn gryf. Ym Mehefin, fe ddarlledwyd première Ewropeaidd o'r opera **Trioleg Mandela** (Bulb), cynhyrchiad egniol Cwmni Opera Cape Town o stori bywyd y gwladweinydd Nelson Mandela, o Ganolfan y Mileniwm, Caerdydd. Cynigwyd dewis o isdeitlau Cymraeg a Saesneg gan fod canran sylweddol o iaith yr opera mewn ieithoedd ac eithrio'r Gymraeg. Daeth yr Awdurdod i'r casgliad fod y cyfle i gyflwyno première Ewropeaidd y gwaith yn gyfiawnhad golygyddol digonol dros y darllediad. Er hynny, o gofio mai sianel Gymraeg ydi S4C, roedd yn sbardun i sicrhau bod swyddogion a chynhyrchwyr yn parhau'n ymwybodol o ofynion Canllawiau Iaith Rhaglenni'r sianel.

first, with its elements of deceit, prejudice, sex and violence, and it received a mixed response. Some people found it difficult to find the core subject of the new series and for others, this uncertainty contributed to the enjoyment of following the series to the end. All three series attracted good audiences and they were also the subject of strong viewing on Clic. Despite these successes, we note the reduction in the number of original drama series that were broadcast, with a gap of about five months between the end of **Gwaith/Cartref** and the start of **Alys** – a clear impact of the reduction in finance.

The film **Patagonia** (Malacara) won four Bafta Cymru awards, including an award for the director, Marc Evans. Both showings on S4C attracted a young audience, between 16 and 44 years old.

Sport

Sport is important in the schedule of every public service broadcaster, and S4C is no exception. The aim is to reflect the wide range of Welsh sport and viewers still refer to S4C as one of the main providers of Welsh sporting content.

2011 was a notable year for sport in Wales with the Rugby World Cup and many football games of note creating high points for mass viewing within the S4C schedule. It is not possible to guarantee the thrill and performance of such events every year, and the Authority takes into account the inconsistent nature of the sport provision when assessing the service's short term performance.

Live sport is the main attraction for viewers, with highlights programmes being appreciated considerably less. The competition for live sporting rights is increasing. With scarcer financial resources, the value for money provided by any rights that come under consideration will have to be carefully evaluated. Nevertheless, programmes that feature sports, both big and small, make an important contribution to S4C's reach, among Welsh speakers, learners and non-Welsh speakers in all parts of Wales and the commercial income that can stem from popular sport provision must also be recognised. The coverage of the **Wrexham v Brighton** (Rondo) FA Cup tie in January attracted the channel's biggest audience during the year, reaching 433,000 viewers.

Where rights permitted, additional English language commentary was broadcast via the red button, funded by S4C Masnachol. It is only

on S4C that domestic football can be viewed live at weekends and the live weekly provision from the Welsh Premier League on Saturday afternoons in **Sgorio** (Rondo) generally draws a very high appreciation although some of the most ardent followers of Welsh clubs note that broadcasting on a Saturday afternoon is inconvenient for those who attend live matches across Wales at the same time as the broadcasts. However there is increasing reason to doubt whether the round-up of highlights shown during the week provides a strong enough reason to tune in.

Other sports, apart from rugby and football, have a wide following in Wales, and featuring some of them is an appropriate part of a national channel's mission.

For the first time in the history of S4C, the **Ralio+** (Tinopolis) team broadcast a special programme on the Isle of Man TT during June. A month later, **Ty'n Lôn Volvo Ras yr Wyddfa** (Cwmni Da) was broadcast, when around 600 runners tackled the 2012 Snowdon International Race, from the banks of Llyn Padarn up and then down the summit of Snowdon (3560 feet). 38,000 people tuned in to view the programme, with 1,700 viewing it on Clic.

The London Olympics and Paralympics were the highlights of the sporting calendar in 2012, and although S4C had no rights to broadcast the Games, there were attempts to reflect their excitement and their Welsh connections through news items on **Newyddion** and special programmes about Welsh athletes, including **Aur Paralympaidd Aled Davies** (Boom Pictures). This programme depicted effectively how the life of a young athlete from Wales, Aled Siôn Davies, was transformed during the Paralympics as he became a global star. This is an effective example of a global event being used as a platform for content that is unique and relevant to Wales without having to invest in expensive rights.

In December, a special documentary, **Gary Speed: Arwr Cymru** (Rondo), was broadcast and considered the true extent of the loss following the death of the young footballer and manager. The audience's appreciation of the sensitive treatment of the subject was evident in their reaction on social media such as Twitter and the programme reached 113,000 viewers across the UK.

On Boxing Day, **Jonathan 50** (Avanti) followed the journey of rugby legend Jonathan Davies, when he accepted the challenge, at 50 years of



age, of cycling 390km through the sweltering heat of the USA's West Coast, for the benefit of Velindre Cancer Centre, Cardiff. The programme attracted a good audience, with a high number from South Wales, almost half of whom were non-Welsh speakers.

Events

S4C's ability to provide extended coverage for events of Welsh interest as well as S4C's support for events throughout Wales, are recognised and appreciated by the audience who now expect comprehensive coverage of national events, usually over the summer period every year. As well as providing coverage of the festivals themselves, the partnerships developed with these organisations ensure added public value from the investment made.

1.2m people tuned in to S4C Events programmes on television, and there were over 123,000 online viewing sessions for programmes from the events.

In 2012, an extended service was broadcast from the **Urdd Eisteddfod** (Avanti), the **Llangollen International Eisteddfod** (Rondo), **The Royal Welsh Show** (Boom Pictures) and the **Vale of Glamorgan National Eisteddfod** (BBC Cymru), and the ambition and standard of the provision were generally high. Additionally, content was broadcast from less prominent events, reflecting the broad range and diversity of interests which are an integral part of modern Welsh society.

Bryn Terfel: Gŵyl y Byd (Boom Pictures) was a development of the Faenol Festival in the form of a series of concerts, overseen by Bryn Terfel, which were held at the Festival Hall, London during July and which were seen as part of the Welsh contribution to the Cultural Olympiad. The performances and television presentation were of a high and polished standard, although some viewers were of the view that the provision was lacking in terms of Welsh-themed content.

Thematic series

Once again in June a week of thematic programmes was presented, following a journey around Wales. This time, **Y Sipsiwn** (Telesgop) focused on the culture and history of the Romany people of Wales, and a number of community events were arranged to coincide with the caravan's tour. The nature of the production presented a structural challenge and the feedback from the audience suggested that it did not see a clear sequence between the different elements. Nevertheless, there was appreciation for the idea of a week of thematic programmes, and for the specific theme concerned, and the series drew a respectable audience.

Music

Singer and presenter Aled Jones led S4C viewers on a musical journey around Europe in **Aled Jones: Fy Nhaith Glasurol** (Destinations Media). The singer travelled over a thousand kilometres, from the Hungarian capital, Budapest, to Amsterdam in order to discover more about some of the world's greatest classical composers and the locations that had inspired them. There were spectacular pictures and skilful filming but in the view of some viewers there was a need for more original musical content.

In April, **Only Kids Aloud** (Rondo) included a Children's Chorus performing Mahler's 8th Symphony, where the children shared a stage with the BBC National Chorus of Wales and the world-famous Mariinsky Theatre orchestra from Russia. There was strong viewing and appreciation. In June, S4C broadcast the European première of the **Mandela Trilogy** (Bulb) opera, an energetic production by

Ym mis Medi, darlledwyd uchafbwyntiau **Gŵyl Gobaith 2012** (Avanti), o Goleg Glannau Dyfrdwy/Prifysgol Glyndŵr, Llaneurigain a oedd yn cynnwys perfformiadau gan y tenor Rhys Meirion, a gerddodd gannoedd o filltiroedd ar draws Cymru i hel arian ar gyfer gwasanaeth Ambiwilans Awyr Cymru. Dyma enghraifft arall o ddarllediad oedd hefyd yn bartneriaeth gymunedol lwyddiannus.

Tu hwnt i'r byd clasurol, fe ddilynwyd ymgais cwmni recordio Decca a'r asiant talent Sioned James o Gaerdydd i ddot o hyd i'r seren ganu nesaf o Gymru yn y gyfres newydd, **Llais i Gymru** (Boom Pictures). Dilynwyd y pedwar ymgeisydd terfynol ar daith heriol wrth iddynt ddatblygu eu sgiliau er mwyn ennill cytundeb recordio. Bu cryn drafod am y gyfres yma ac o bosib iddi gynnwys gormod o Saesneg. Bu gwerthfawrogiad da iawn fodd bynnag, gyda sgôr AI o 81.

Yn ogystal, yn y gyfres wreiddiol dair rhan o'r gyngerdd Nadoligaidd, **Carolau Gobaith** (Teledu Apollo), fe wnaeth chwech o sêr Cymru, oedd heb brofiad o ganu'n gyhoeddus, wirfoddoli i ganu yn y gyngerdd, a recordio CD er mwyn codi arian at achosion da..

Adloniant

Yn ystod y flwyddyn, bu pwyslais cynyddol ar adloniant teuluol, yn enwedig ar nosweithiau Sadwrn gyda chyfresi cyfarwydd fel **Noson Lawen** (Cwmni Da), lle cafwyd croeso wrth iddi ddychwelyd at fformat mwy traddodiadol, llai “teledol”, ond gan barhau i anelu at safonau cynhyrchu cyfoes. Dychwelodd **Siân a Siân** (ITV) i’r sgrin ar ei newydd wedd ynghyd â’r hen fformat cwis, **Jacpot** (Tinopolis). Camsyniad, o bosib, oedd ail-gyflwyno’r ddwy gyfres draddodiadol yma’r un pryd, yn sicr o ran barn ein “Panel Pobl” ac o’r ddwy, **Siôn a Siân** (ITV Cymru) brofodd y fwyaf poblogaidd. Ar ddydd Gŵyl Ddewi, darlledwyd sioe arbennig, **Noson yng Nghwmni Caryl** (Boom Pictures), oedd yn arddangos doniau creadigol Caryl Parry Jones, fel cantores, actores, bardd, awdures ac un o’r enwau mwyaf amlwg yn y byd adloniant yng Nghymru yn ystod y 30 mlynedd diwethaf. Dair noson yn ddiweddarach, cafodd gwylwyr y cyfle i ryngweithio ac ymateb i noson fawr **Cân i Gymru 2012** (Avanti), trwy’r defnydd o ffrwd trydar benodol, #CIG2012. Roedd modd hefyd i’r gwylwyr argraffu taflen sgorio oddi ar y wefan a’i defnyddio i roi marciau i bob cân a phleidleisio dros y ffôn am eu ffefrynnau. Bu ymateb da, gyda dros 8,000 o bleidleisiau a llawer iawn o drydar ar y noson. Yn dilyn trafodaeth a sbardunwyd ar enillydd y gystadleuaeth, Gai Toms, penderfynwyd cyflwyno nifer o newidiadau pwysig i fformat y rhaglen ar gyfer 2013, i’w dwyn yn agosach at fwrllwm canu byw cyfoes.

Mae cyfres **Jonathan** (Avanti), a ddangosir cyn gemau rygbi rhyngwladol, yn dal i daro’r hoelen ar ei phen gyda’i chyfuniad o hwyl amharchus, sêr wedi ymlacio a phorthi’r cynnwrf rygbi cenedlaethol. Mae’r rhaglen yn gwybod beth yw ei chryfder ac yn gweithio’n galed i’w chadw’n ffres o gyfres i gyfres. Mae’n un o’r rhaglenni gorau am ddenu gwylwyr sy’n siarad Cymraeg ond sydd ddim yn gwylio S4C yn rheolaidd.

Ysgogwyd un o bynciau trafod mawr y flwyddyn, o ran y cyfryngau Cymraeg, gan y darllediad estynedig o **Eisteddfod y Ffermwyr Ifanc** (Rondo a Telesgop) ym mis Tachwedd, yn benodol yn yr ymateb i rai o’r sgetsys. Ar y naill law, roedd rhai gwylwyr wedi eu ffeiddio gan yr hyn roedden nhw’n ei weld fel stereoteipiau hiliol, tra roedd eraill yn credu’n gryf mai hiwmor diniwed cefn gwlad a gafwyd yma. Barn swyddogion S4C oedd fod canllawiau’r hyn sy’n briodol ar gyfer darlledu

wedi eu torri mewn o leiaf un achos. Aed ati i drafod yn fanwl gyda’r trefnwyr sut y mae sicrhau fod safonau darllediad cenedlaethol yn cael eu parchu yn y dyfodol, heb amharu ar frwdfrydedd a hwyl y gystadleuaeth amatur yma, a brofodd, fel arall, yn hynod boblogaidd, ac a gyflwynodd dalentau disglair ieuencid cefn gwlad i’r sgrin.

Hamdden a Nodwedd

Er iddo fod yn wyneb eithaf cyfarwydd ar S4C yn y gorrffennol, am y tro cyntaf fe gafodd y cogydd Bryn Williams ei gyfres ei hun yn **Cegin Bryn** (Fflic) lle bu’n rhannu ei gyfrinachau coginio a dewis chwe chynhwysyn tymhorol. Roedd yn braf clywed acen Dyffryn Clwyd ar y sianel ac roedd ei arbenigrydd fel cogydd yn dod â hygydedd arbennig i’r gyfres.

Fe wnaeth **Prosiect: Rhys Ifans** (Damage) ddatgelu ochr sensitif, feddylgar ac angerddol i’r actor byd-enwog. Roedd y prosiect hwn hefyd yn gyfle i gynnig cynnwys uchwanegol ar lwyfannau digidol. Bu canmol mawr i’r rhaglen ar rwydweithiau cymdeithasol.

Ffethiol

Fe ddarlledwyd amrywiaeth sylweddol o raglenni ffeithiol yn ystod y flwyddyn. Denodd **Gwreiddiau: Murray the Hump** (Telegtv) - hanes rhyfeddol Llewelyn Morris Humphreys, y gangster enwog o’r Unol Daleithiau a oedd yn fab i Gymry Cymraeg o Sir Drefaldwyn - werthfawrogiad uchel, er mai’r farn oedd nad oedd yr arbrawf o adrodd y stori ar draws dwy raglen hanner awr, yn lle un awr ddi-dor, yn llwyddiannus.

Darlledwyd cyfres o raglenni o dan y teitl **Pobol**, gan fwrw golwg ar fywydau rhai unigolion eithriadol ac adlewyrchu’r amrywiaeth oddi fewn i’n cymdeithas heddiw. O fewn y gainc yma cynigiodd **Seren Ddisglair** (Ceidiog) bortread o un o’r nifer fechan o Gymry Cymraeg sy’n gwneud bywoliaeth trwy berfformio fel artist draf, tra yn **Kris y Pagan** (Telegtv), dilynwyd pennaeth sect baganaidd. Roedd **Dyn Talaf y Byd** (Wild Dream) yn dangos dyn o Dwrci sy’n 8’ 3” o daldra ac wedi hawlio teitl y Guinness World Records ers 2009. Roedd y rhaglenni hyn yn ceisio cyflawni’r amcan ehangach o ddot o hyd i bynciau poblogaidd, llai traddodiadol, gan roi mwy o gyfle i S4C amlygu amrywiaeth y byd cyfoes. Yn anffodus, roedd y rhaglenni’n cyd-redeg â’r ymdrechion i gyflwyno elfennau mwy tabloid ar raglenni eraill. Rhaid cydnabod bod cydbwysedd ar draws y gwasanaeth wedi ei gollï a’i bod felly’n briodol i roi pwyslais wedyn ar ail sefydlu’r cydbwysedd hwnnw.

Fe wnaeth **Fy Chwaer a Fi** (Boom Pictures) bortreadu sefyllfa ddirindynol a thrawiadol dwy ferch a gollodd eu mamiaith oherwydd cyflwr niwrolegol a oedd wedi eu parlysu ac wedi dwyn eu gallu i siarad. Llwyddwyd i adnewyddu eu gallu i gyfathrebu, ond yn Saesneg yn unig – un gydag acen Americanaidd a’r llall gydag acen Awstralaidd - am nad oedd y peiriannau cyfathrebu electronig newydd yn cynnwys meddalwedd ar gyfer y Gymraeg. Roedd yn rhaglen wirioneddol gofiadwy, yn dibynnu llawer ar sefydlu perthynas o ffydd gyda’r teulu dros gyfnod estynedig. Cafodd ei gwerth ei chyd nabod trwy enwebiad ar gyfer gwobr RTS a thrwy ennill yn y New York Festivals Awards.

Yn **Un o Bob Tri** (Fflic), fe fu’r ddarlledwraig Beti George yn darganfod mwy am salwch alzheimer’s sydd wedi effeithio ei phartner, yr awdur a’r darlledwr 78 oed, David Parry-Jones, ers tair blynedd. Dyma raglen wnaeth ddatgelu cyfrolau am y cyflwr, a’i effaith ar berthnasau agos yn ogystal â’r claf, ac a fanteisiodd i’r eithaf ar onestrwydd y cyflwynydd a’i phartner. Roedd y rhaglen yn un o ddarllediadau mwyaf trawiadol y flwyddyn a chafwyd ymateb cryf dros ben iddi gan greu testun trafod cenedlaethol.

Yn y gyfres **O Nefyn i Nairobi** (le le), fe ddangoswyd plant o Ysgol Gynradd Nefyn yn cydweithio â phlant o slymiau yn Nairobi, Kenya ar gynllun cyfnewid unigryw a wnaeth arwain at berfformiad cerddorol yn Eisteddfod Genedlaethol yr Urdd Eryri 2012 a Charnifal Nefyn ym mis Mehefin.

Yn y gyfres **Mamwlad** (Tinopolis), roedd Ffion Hague yn adrodd hanes nifer o fenywod dylanwadol a llwyddiannus o Gymru gan gynnwys stori Laura Ashley, y fenyw fusnes fwyaf llwyddiannus o Gymru ac Arglwyddes Llanofar, Augusta Hall, a oedd yn ymgyrchu am hawliau i’r iaith Gymraeg ar ddechrau’r bedwaredd ganrif ar bymtheg. Fe brofodd y gyfres yn boblogaidd ac yn gaffaeliad safonol i’r gwasanaeth. Fe ddenodd sgôr gwerthfawrogiad cryf o 83.

Darlledwyd nifer o raglenni dogfen arsylwad gan gynnwys cyfres ddogfen dair rhan, **Traed Lan** (Hay & GRJ), a oedd yn dilyn trefnwyr angladdau, **999: Y Glas** (Boom Pictures), a oedd yn cynnig darlun ecsgliwsif a gonest o waith Heddlu De Cymru yn Abertawe a’r cyffiniau, a chyfres o dair rhaglen, **Castell Howell** (P.O.P1), a oedd yn rhoi darlun o un o brif ddosbarthwyr bywd Cymru, sydd â’i bencadlys yn Cross Hands, Sir Gâr. Bu ymateb da iawn i’r tair cyfres, gyda **Traed Lan**, yn cael sgôr gwerthfawrogiad da o 78, rhaglen gyntaf

the Cape Town Opera Company, based on the life of national leader Nelson Mandela, from the Wales Millennium Centre, Cardiff. A choice of Welsh and English subtitles was offered since a high percentage of the opera was in languages other than Welsh. The Authority concluded that the opportunity to present the European première of the work provided sufficient editorial justification for the broadcast. Nevertheless, given that S4C is a Welsh language channel, it served as a catalyst to ensure that officers and producers remain aware of the requirements of the channel's Programme Language Guidelines.

In September, the highlights of **Gŵyl Gobaith 2012** (Avanti) were broadcast, from Deeside College/Glyndŵr University, Northop, which included performances by tenor Rhys Meirion, who walked hundreds of miles across Wales to raise money for the Wales Air Ambulance Service. This is another example of a broadcast that was also a successful community partnership.

Outside the classical world, S4C followed the quest by Decca Records and the talent agent Sioned James from Cardiff to find the next singing star from Wales in the new series, **Llais i Gymru** (Boom Pictures). The series followed four finalists on a challenging journey as they developed their skills in order to win a recording contract. The series generated a great deal of discussion and it may have included too much English. It was well appreciated however, achieving an AI score of 81.

In the original three-part series of the Christmas concert, **Carolau Gobaith** (Teledu Apollo), six stars from Wales, who had no experience of singing in public, volunteered to sing in the concert, and record a CD to raise money for good causes.

Entertainment

During the year, there was an increased emphasis on family entertainment, especially on Saturday evenings with familiar series such as **Noson Lawen** (Cwmni Da), which was well-received upon its return to a more traditional, less “televsual” format, while continuing to aim for contemporary production standards. The new-look **Siôn a Siân** (ITV) returned to the screen along with the old quiz format, **Jacpot** (Tinopolis). It was possibly a mistake to reintroduce both of these traditional series at the same time, certainly in the opinion of the S4C “People’s Panel”, and of the two, Siôn a Siân proved to be the most popular. On St David’s Day, a special show, **Noson**

yng Nghwmni Caryl (Boom Pictures), was broadcast, and showed the creative talents of Caryl Parry Jones as a singer, actress, poet, author and one of the biggest names in Welsh entertainment during the last 30 years. Three evenings later, the viewers had the opportunity to interact and respond to **Cân i Gymru 2012** (Avanti) live show through the use of a specific Twitter feed, #CIG2012. Viewers were also able to print out a score sheet from the website and use it to give marks to each song and vote by phone for their favourites. The response was good, with over 8,000 votes and a great deal of discussion on Twitter on the night. Following a debate that was initiated by the competition’s winner, Gai Toms, it was decided to introduce many important changes to the programme’s format for 2013, to bring it closer to the excitement of contemporary live music.

The series **Jonathan** (Avanti), which is aired on the eve of rugby internationals, continues to hit the nail on the head with its mix of irreverent fun, relaxed stars and feeding the nation’s passion for rugby. The programme knows its strength and works hard to stay fresh from one series to the next. It is one of the best programmes at drawing viewers who speak Welsh but do not watch S4C on a regular basis.

One of the major talking points of the year, in terms of the Welsh language media, was caused by the extended coverage of the **Young Farmers’ Eisteddfod** (Rondo a Telesgop) in November, specifically in the reaction to some of the sketches. On the one hand, some viewers were appalled by what they saw as racial stereotypes, while others strongly believed that what was portrayed here was innocent rural humour. S4C’s officers were of the view that the guidelines in terms of what is appropriate for broadcasting had been breached in at least one instance. Detailed discussions took place with the organisers as to how to ensure that national broadcast standards are respected in future, without undermining the enthusiasm and fun of this amateur competition which otherwise proved extremely popular, and which introduced the bright talents of young people from rural areas to the screen.

Lifestyle and Feature

Despite having been a relatively familiar face on S4C in the past, for the first time chef Bryn Williams was given his own series **Cegin Bryn** (Fflic), where he shared his cooking secrets and chose six seasonal ingredients. It was nice to hear a Vale of Clwyd accent on the channel and his expertise as a chef brought a distinct credibility to the series.

Prosiect: Rhys Ifans (Damage) revealed a sensitive, thoughtful and passionate side to the world-famous actor. This project was also an opportunity to offer additional content on digital platforms. The programme was enthusiastically mentioned on social networks.

Factual

A considerable variety of factual programmes was broadcast during the year. **Gwreiddiau: Murray the Hump** (Telegtv) - the remarkable story of Llewelyn Morris Humphreys, the famous gangster from the United States who was the son of Welsh speakers from Montgomeryshire – achieved high appreciation, although the view was that the experiment of telling a story across two half-hour programmes, rather than one continuous hour, was not successful.

A series of programmes was broadcast under the title **Pobol**, which looked at the lives of some extraordinary individuals, reflecting the diversity within our society today. Within this strand the documentary **Seren Ddisglair** (Ceidiog) offered a portrayal of one of a small number of Welsh speakers who make a living by performing as a drag artist, whilst **Pobol: Kris y Pagan** (Telegtv), portrayed the head of a pagan sect. **Dyn Talaf y Byd** (Wild Dream) showed a man from Turkey who is 8’ 3” tall, and has held the Guinness World Records title since 2009. These programmes sought to achieve the wider objective of finding popular, less traditional subjects, giving S4C more of an opportunity to highlight the diversity of the contemporary world. Unfortunately, the programmes coincided with efforts to introduce more tabloid elements on other programmes. It must be acknowledged that cross-service balance was lost and that it was therefore appropriate to place the emphasis thereafter on redressing that balance.

Fy Chwaer a Fi (Boom Pictures) portrayed the harrowing and striking situation of two girls who lost their mother tongue because of a neurological condition that had paralysed them and had taken away their ability to talk. Their ability to communicate was successfully renewed, but only in English – one with an American accent and the other with an Australian accent - since the new electronic communication devices did not include software for the Welsh language. The programme was truly memorable, and was very reliant on establishing a relationship of trust with the family over an extended period. Its value was recognised by an RTS nomination and a prize at the New York Festivals Awards.

In **Un o Bob Tri** (Fflic), broadcaster Beti George discovered more about alzheimer’s which has affected her partner, 78-year-old author and broadcaster David Parry-Jones, for three years. This programme revealed a huge amount about the condition, and its impact on close relatives as well as the patient, and it took full advantage of the honesty displayed by the presenter and her partner. The programme was one of the most notable broadcasts of the year and drew a very strong response, becoming a national topic of discussion.

In the series **O Nefyn i Nairobi** (le le), children from Ysgol Gynradd Nefyn were shown working in collaboration with children from the slums of Nairobi, Kenya, on a unique exchange programme which led to a musical performance at the Urdd Eisteddfod in Snowdonia in 2012 and the Nefyn Carnival in June.

In the series **Mamwlad** (Tinopolis), Ffion Hague told the story of many influential and successful women from Wales including the story of Laura Ashley, the most successful businesswoman from Wales, and Lady Llanover, Augusta Hall, who campaigned for Welsh language rights at



Castell Howell yn cael cynulleidfa o 62,000 o wylwyr, a’r gyfres **999: Y Glas** (Boom Pictures) yn cyrraedd 137,000 o bobl yn y DU dros y ddwy gyfres.

Testun annisgwyl i gyfres oedd **Tai Bach y Byd** (Cwmni Da), cyd-gynhyrchiad gyda’r BBC, a oedd yn arddangos toiledau mwyaf diddorol Tsieina, Siapan, Bangladesh, Sbaen, yr Seldiroedd a Lloegr, ond gan ddechrau gyda’r tŷ bach Cymreig yng ngwaelod yr ardd. Roedd yn sgript afaelgar ac roedd cyflwyno di-lol lfor ap Glyn yn gaffaeliad i’r gyfres, ac i’r fersiwn Saesneg a ddarlledwyd ar BBC Four.

I nodi pen-blwydd Rhyfel y Falklands, cynhyrchodd BBC Cymru raglen ddogfen o’r enw **Rhyfel y Falklands: Nôl i Faes y Frwydr** (BBC Cymru) a ddilynodd ddau filwr Cymreig wnaeth ddychwelyd i faes y gad am y tro cyntaf ers diwedd y rhyfel. Roedd hon yn ddogfen deimladwy, a gynhyrchwyd gefn-gefn, yn Gymraeg a Saesneg, gan brofi gallu S4C a BBC Cymru i gydweithio i ddarparu rhaglenni o safon uchel ar gyfer cynulleidfaoedd yn y ddwy iaith.

Newyddion

Cafwyd darpariaeth o raglenni newyddion o safon uchel gan BBC Cymru ar hyd y flwyddyn. Roedd y sgôr gwerthfawrogiad i’r rhaglen **Newyddion** (BBC) a’r bwletinau cysylltiedig yn uwch na’r cyfartaledd ar gyfer y math yma o raglen ar draws pob sianel. Er hyn, roedd yr Awdurdod yn ymwybodol ei bod yn bosibl nad oedd y ddarpariaeth yn apelio at yr holl wylwyr posibl. Dangosodd ymchwil yn ystod y flwyddyn fod y gynulleidfa’n gwerthfawrogi cyflwyniad proffesiynol y rhaglen, ac yn wir bod rhai gwylwyr yn teimlo y dylai’r iaith a ddefnyddir fod yn llai ffurfiol a chymhleth. Yn ystod y flwyddyn, bu’r Bwrdd Adolygu Newyddion, lle mae staff BBC Cymru ac S4C yn dod ynghyd, yn trafod cyfeiriad y gwasanaeth ac o ganlyniad daethpwyd i gytundeb ynglŷn â slot newydd a chyfeiriad golygyddol **Newyddion**, er mwyn ceisio sicrhau ei fod yn parhau i ddiwallu anghenion yr holl wylwyr posibl.

Materion Cyfoes

Mae’r patrwm sefydliedig o gyflwyno rhaglenni materion cyfoes o fwy nag un ffnhonnell, gyda chyfresi **Taro Naw** (BBC Cymru) y BBC yn cael eu dangos am yn ail gyda chyfresi ITV Cymru **Y Byd ar Bedwar** (ITV), a rhai rhaglenni o’r sector annibynnol, wedi cynnig amrywiaeth olygyddol ac arddull gwerthfawr. Mae yna le i drafod, o fewn gwasanaeth sydd o dan bwysau arian ac oriau, a yw’r cyfoeth yma’n gynaliadwy yn y tymor hir, neu a ddylid rhoi mwy o bwyslais, er enghraifft, ar raglenni fel **Pawb a’i Farn** (BBC Cymru) sy’n rhoi cyfle i wylwyr S4C ddod wyneb yn wyneb â’r rhai sydd mewn grym, neu efallai mwy o raglenni sy’n cynnwys elfennau o’r ddau arddull. Bydd y drafodaeth hon yn parhau.

Bu cryn drafod hefyd ynglŷn ag **CF99** (BBC Cymru) sy’n cael lle amlwg yn yr amserlen yn yr oriau brig. Mae’r Awdurdod yn credu ei bod yn bwysig rhoi sylw priodol i faterion gwleidyddol cyfredol. Efallai bod lle i ystyried a yw’r fformat yn cynnig digon o gyfle i adlewyrchu gwleidyddiaeth ar bob lefel ar draws Cymru.

Crefydd

Ceisiodd y gwasanaeth yn ystod y flwyddyn adlewyrchu agweddau ar grefydd draddodiadol yn ogystal â phortreadu amrywiaeth o destunau crefyddol ac athronyddol. Yn ogystal â darllediadau rheolaidd o **Dechrau Canu Dechrau Canmol** (Avanti) ar nos Sul, a ddenodd gynulleidfaoedd cystal ag erioed, fe ddangoswyd rhaglenni arbennig yn y gyfres gan gynnwys un yn portreadu’r cyflwynydd radio poblogaidd **Chris Needs**, a fu’n trafod

bywyd capel yng Nghwmafan, yr ardal lle’i magwyd. Fe ddenodd y rhaglen gynulleidfa uwch yn y Gorllewin, ac roedd dros draean o’r gynulleidfa i’r darllediad cyntaf yn ddi-Gymraeg.

Plant a Phobl Ifanc

Mae ymrwymiad S4C fel darledwr gwasanaeth cyhoeddus i ddarparu gwasanaeth safonol ar gyfer plant wedi ei gydnabod ers nifer o flynyddoedd ac mae gwerthfawrogiad a defnydd da o’r gwasanaethau ar gyfer plant yn un o dargedau’r Awdurdod ar gyfer perfformiad S4C.

Mae'r gwasanaeth Cyw yn parhau i gael ei werthfawrogi'n fawr gan blant a rhieni ac mae gwerthfawrogiad o elfennau eraill o ddarpariaeth S4C, gan gynnwys Stwnsh a rhaglenni megis Rownd a Rownd (Rondo) ac Y Lle (Antena) hefyd yn galonogol o ystyried yr her o apelio at gynulleidfa rhwng 7 ac 13 oed ar gyfer Stwnsh a chynulleidfa hŷn ar gyfer Rownd a Rownd a'r Lle.

Yn ystod y flwyddyn roedd canfod cydbwysedd priodol rhwng rhaglenni adloniannol a rhaglenni ffeithiol gwreiddiol yn flaenoriaeth ar gyfer y ddarpariaeth ynghyd â ffurfio gwell dealltwriaeth o flaenoriaethau partneriaid eraill ym maes addysg megis Llywodraeth Cymru a mudiadau eraill yn y sector.

Ym mis Hydref lansiodd cyfres newydd sbon o’r enw **Dwylo’r Enfys** (Ceidiog). Fe’i comisiynwyd mewn ymateb i syniad am raglen a dderbyniwyd gan riant un o wylwyr Cyw, er mwyn cyflwyno iaith arwyddo Makaton i’r gynulleidfa – a hynny am y tro cyntaf erioed yn y Gymraeg. Mae’r ymateb i **Dwylo’r Enfys** wedi bod yn galonogol iawn, gyda rhieni a phlant yn mwynhau’r rhaglenni lliwgar, llawn hwy! Yn ogystal â’r gyfres deledu, er mwyn datblygu’r ddarpariaeth ar gyfer dysgu Makaton yn y Gymraeg, mae deunyddiau digidol hefyd yn cael eu paratoi mewn partneriaeth gydag adran addysg Llywodraeth Cymru.

Roedd **Ti Fi a Cyw** yn enghraifft arall yn ystod y flwyddyn o ehangu apêl gwasanaeth **Cyw**. Bwriad y gwasanaeth yw galluogi rhieni neu ofalwyr di–Gymraeg neu ddysgwyr i wylïo a dilyn rhaglenni **Cyw** gyda’u plant gyda ffrwd Trydar byw yn cynnig cyfieithiadau ac esboniad o gynnwys rhaglenni. Mae’r gwasanaeth eisoes wedi datblygu i gynnwys nifer o eLlyfrau ac adnoddau digidol i gyfoethogi’r profiad i blant a’u rhieni.

Mae’r gwerthfawrogiad amlwg i ddarpariaeth **Cyw** a **Stwnsh** yn bwysig iawn wrth i’r Awdurdod barhau i roi blaenoriaeth i gynnwys ar gyfer plant a phobl ifanc. Er nad yw’r system ar gyfer mesur cynulleidfaoedd teledu yn gallu mesur gwylwyr dan 4 oed, sef cynulleidfa darged **Cyw**, mae’r ffigyrau ar gyfer cyrhaeddiad **Cyw** ar y teledu yn dangos fod 185,000 o bobl yn gwylïo **Cyw** bob mis ar y teledu, ac ar-lein mae’r gwasanaeth plant yn gyfrifol am 42% o holl sesiynau gwylïo S4C.

Bu darpariaeth newydd eang o raglenni ar gyfer pobl ifanc ond anwastad oedd llwyddiant yn y maes yma gyda rhai cyfresi yn plesïo’n fwy na’i gilydd. Roedd y sioe gwis **Gwfreiddiol** (Rondo), am fyd cyffrous a rhyfeddol y cyfryngau newydd, yn dod â ffresni cyfoes i’r ddarpariaeth er gwaethaf rhai gwendidiau, ac fe ddenodd gynulleidfa lled-ifanc. Roedd y gyfres adloniant ysgafn, **Fi ‘di Duw** (Rondo), lle’r oedd gwesteion yn disgrifïo’r hyn y bydden nhw’n ei wneud petâen nhw’n cael bod yn Dduw, rywfaint yn llai llwyddiannus wrth ddenu’r gynulleidfa dan 35. Yn ogystal, yn y gyfres chwe rhan, **Perffraith Hapus** (Rondo), fe wnaeth Lisa Angharad, cyflwynydd y gyfres **Ddoe am Ddeg** (Rondo), fynd ar drywydd y pethau sy’n gwneud pobl yn hapus. Un llwyddiant amlwg oedd y comedi, **Gwlad yr Astra Gwyn** (Rondo), ac roedd profiadau Trefor y gyrrwr tacsï a’i deithwyr afroelus ag apêl eang i’r gwylwyr, gyda chynulleidfa arbennig o gryf yn y Gogledd.

Yn ôl nifer sylweddol o wylwyr iau, **Dim Byd** (Cwmni Da) oedd y gyfres ddoniolaf i’w gweld ar S4C ers talwm. Gyda’i harddull ffug-realaeth, a’i pherfformiadau “dead-pan” gan gyfranwyr newydd, roedd ganddi afael sicr ar ei thechneg a’i hiwmor.

Dysgwyr

Bwriad S4C yn ystod y flwyddyn oedd rhoi pwyslais newydd a chynnig gwasanaeth gwell i’r rheini sy’n dysgu Cymraeg. Ond roedd yna hefyd awydd i sicrhau nad oedd y gwasanaeth yn dyblygu neu ail greu gweithgareddau sydd eisoes yn cael eu cyflawni gan gyrff cyhoeddus eraill yng Nghymru. Datblygwyd strategaeth o gynhyrchu cynnwys aml-lwyfan a cheisio cynnig adloniant a symbyliad i ddatblygiad dysgwyr trwy’r gwasanaeth **Hwb** (Fflic). Roedd hefyd yn fwriad i ehangu cyrhaeddiad y sianel trwy groesawu gwylwyr a oedd yn ymwneud â’r Gymraeg o’r newydd. Cynhaliwyd trafodaethau gyda thiwtoriaid a swyddogion ym maes Cymraeg i Oedolion, a bydd barn y partneriaid yma ynglŷn â sut y gall S4C wasanaethu dysgwyr orau’n dylanwadu’n gryf ar y ddarpariaeth yn y dyfodol.



the beginning of the nineteenth century. The series proved popular and was a high-quality addition to the service. It achieved a strong appreciation score of 83.

A number of observational documentaries were broadcast, including a three-part documentary, **Traed Lan** (Hay & GRJ), revealing the work of undertakers, **999: Y Glas** (Boom Pictures), which offered an exclusive and honest insight into the work of South Wales Police in Swansea and the surrounding area, and a series of three programmes, **Castell Howell** (P.O.P. 1), which gave an insight into one of Wales’ main food distributors, who are based in Cross Hands, Carmarthenshire. The response to all three series was very good, with **Traed Lan** achieving a good appreciation score of 78, the first **Castell Howell** programme gaining an audience of 62,000 viewers, and the **999: Y Glas** series reaching 137,000 people in the UK across both series.

An unlikely topic for a series featured in **Tai Bach y Byd** (Cwmni Da), a co-production with the BBC, which showed the most interesting toilets in China, Japan, Bangladesh, Spain, the Netherlands and England, but starting with the Welsh toilet at the bottom of the garden. The script was intriguing and Ifor ap Glyn’s no-nonsense style of presenting was an asset to the programme and to the English version which was broadcast on BBC Four.

To mark the anniversary of the Falklands War, BBC Cymru produced a documentary entitled **Rhyfel y Falklands: Nôl i Faes y Frwydr** (BBC Cymru) which followed two Welsh soldiers who returned to the battlefield for the first time since the end of the war. This was a moving documentary, produced back-to-back in Welsh and English, proving the ability of S4C and BBC Cymru Wales to work together in providing programmes of a high standard for audiences in both languages.

News

High quality news programmes were provided by BBC Cymru throughout the year. The appreciation score for the **Newyddion** (BBC Cymru) programme and the associated bulletins was higher than the average for this kind of programme across all channels. Nevertheless, the Authority was aware that the provision possibly did not appeal to all potential viewers. Research during the year showed that the audience appreciated the professional presentation of the programme and indeed that some viewers felt that the language used should be less formal and complex. During the year, the Newyddion

Review Board, where BBC Cymru and S4C staff come together, discussed the direction of the service and as a result agreement was reached on a new slot and editorial direction for **Newyddion** in order to try and ensure that it continues to meet the needs of all potential viewers.

Current Affairs

The established pattern of presenting current affairs programmes from more than one source, with the BBC’s **Taro Naw** (BBC Cymru) series being shown alternately with ITV Wales’ **Y Byd ar Bedwar** (ITV) series, and some programmes from the independent sector, has offered a valuable variety of editorial perspectives and style. There is room for discussion, within a service that is under pressure in terms of finance and hours, as to whether this is sustainable in the long term, or whether there should be a greater emphasis, for instance, on programmes such as **Pawb a’i Farn** (BBC Cymru), which give S4C viewers the opportunity to come face to face with the powers that be, or indeed more programmes that include elements of both styles. This discussion will continue.

There was some discussion as well about **CF99** (BBC Cymru) which features prominently in the schedule during peak hours. The Authority believes that it is important to give appropriate coverage to contemporary political affairs. Perhaps there is room to consider whether the format provides enough opportunities to reflect political issues at all levels across Wales.

Religion

During the year the service tried to reflect aspects of traditional religion as well as presenting a variety of religious and philosophical topics. As well as regular broadcasts of **Dechrau Canu Dechrau Canmol** (Avanti) on Sunday evenings, which continued to attract good audience figures, special programmes were shown in the series including one portraying popular radio presenter **Chris Needs**, who talked about chapel life in Cwmafan, where he was brought up. The programme drew a higher audience in West Wales, and over a third of the audience for the first broadcast were non-Welsh speaking.

Children and Young People

S4C’s commitment as a public service broadcaster to provide a high standard of service for children has been recognised for many years and appreciation and good use of the services for children is one of the Authority’s targets for S4C’s performance.

The **Cyw** service continues to be well appreciated by children and parents and appreciation of other elements of S4C’s provision, including **Stwnsh** and programmes such as **Rownd a Rownd** (Rondo) and **Y Lle** (Antena) is also encouraging, given the challenge of appealing to an audience aged between 7 and 13 for **Stwnsh** and an older audience for **Rownd a Rownd** and **Y Lle**.

During the year, establishing an appropriate balance between entertaining programmes and original factual programmes was a priority for the provision along with forming a better understanding of the priorities of other partners in the field of education such as the Welsh Government and other organisations in the sector.

October saw the launch of a brand new series called **Dwylo’r Enfys** (Ceidiog). It was commissioned in response to an idea received from the parent of a **Cyw** viewer to introduce the Makaton sign language to the audience – for the first time in Welsh. The response to **Dwylo’r Enfys** has been very encouraging, with parents and children enjoying the colourful, fun-filled programmes. As well as the television series, in order to develop the provision for learning Makaton in Welsh, digital resources are also produced in partnership with the Welsh Government’s education department.

Ti Fi a Cyw was another example during the year of broadening the appeal of the **Cyw** service. The aim of the service is to enable parents or carers who are non-Welsh speaking or who are learning Welsh to view and follow Cyw programmes with their children using a live Twitter feed which offers translations and an explanation of programme content. The service has already developed to include a number of eBooks and digital resources to enrich the experience for children and their parents.

The obvious appreciation for the **Cyw** and **Stwnsh** provision is very important as the Authority continues to give priority to content for children and young people. Although the system for measuring television audiences is not able to measure viewers under 4 years old, which is the target audience for **Cyw**, the reach figures for **Cyw** on television, show that 185,000 people view **Cyw** every month on television, and online the service accounts for 42% of all S4C viewing sessions.

There was a new provision of programmes for young people but success in this area was inconsistent with some series better received than others. The quiz show **Gwfreiddiol** (Rondo), about the wonders of new media, brought a contemporary freshness to the provision despite some weaknesses, and it drew a fairly young audience. The light entertainment series, **Fi ‘di Duw** (Rondo), where guests described what they would do if they could be God, was somewhat less successful in attracting the under 35 audience. Additionally, in the six-part series, **Perffraith Hapus** (Rondo), Lisa Angharad, presenter of the **Ddoe am Ddeg** (Rondo) series, went in pursuit of the things that make people happy. One clear success was the comedy, **Gwlad yr Astra Gwyn** (Rondo), and the experiences of Trefor the taxi driver and his unruly passengers had a wide appeal amongst viewers, with a particularly strong audience in North Wales.

According to a significant number of younger viewers, **Dim Byd** (Cwmni Da) was the funniest series seen on S4C for a long time. With its pseudo-reality style, and “dead-pan” performances by new contributors, it had a firm grasp of its technique and humour.



Mewn wythnos o raglenni ym mis Mai, darlledwyd cariad@iaith:love4language (Fflic), lle bu wyth o sêr amlwg â chysylltiadau â Chymru yn ceisio dysgu cymaint o Gymraeg ag sy'n bosib mewn un wythnos. Mae i'r gyfres bwrpas deublyg – diddanu cynulleidfa eang, ac hefyd sbarduno'r awydd i ddysgu'r iaith ymysg y di-Gymraeg. Fe ddenodd gynulleidfa dda, gyda chyfanswm o 174,000 yn tiwnio i mewn i'r gyfres yng Nghymru a 21,000 ychwanegol tu allan i Gymru. Roedd defnydd o gyfryngau cymdeithasol fel Twitter, Facebook a YouTube, yn elfen bwysig o'r gyfres gan gynnwys cymorth i ddysgwyr wella eu Gymraeg wrth wyllo.

Agor y drws i gynulleidfa eang

Defnyddir amryw o ddulliau i'w gwneud yn bosibl i'r nifer fwyaf posibl o wylwyr fwynhau'r gwasanaeth. Mae isdeitlau'n agor y drws i wylwyr di-Gymraeg a rhai trwm eu clyw. Mae safon uchel i isdeitlau rhaglenni sydd wedi eu recordio, ond yn achlysurol mae beirniadaeth o safon isdeitlo rhaglenni byw, megis chwaraeon. Mae hi'n amlwg yn bur anodd cyfieithu, crynhoi ac isdeitlo o fewn eiliadau, ond does ond gobeithio y bydd datblygiadau technegol yn fodd i wella cywirdeb maes o law.

Mae nifer o raglenni sy'n cael eu dangos am yr eildro'n cario isdeitlau agored, tra bo dros 80% o weddill y gwasanaeth yn cynnig isdeitlau Saesneg ar alw. Er rhywfaint yn is nag yn y gorffennol, mae hyn yn dal i gynrychioli canran uchel o'r gwasanaeth. Yn anffodus, mae yna lawer iawn o wylwyr, yn arbennig y rheiny sydd ddim yn wylwyr cyson, yn dal i beidio â bod yn ymwybodol o'r dewis hwylus yma. Mae hyn yn gryn rwystr i'r deisyfiad i sicrhau bod cynifer o bobl â phosibl yn mwynhau'r gwasanaeth. Mae sawl cynnig wedi ei wneud ynglŷn â sut y gellir cynyddu ymwybyddiaeth o'r isdeitlau ar alw, a bydd yr Awdurdod yn cadw llygad ar yr ymdrechion i wella ymwybyddiaeth ohonynt. Mae'r Awdurdod yn dal o'r farn y byddai cynnig isdeitlau Saesneg agored yn gyffredinol yn amharu ar fwynhad siaradwyr Cymraeg.

Gostyngwyd rhywfaint ar y nifer o raglenni sy'n cynnig isdeitlau Cymraeg, gan mai gwan yw'r dystiolaeth o'r defnydd a wneir o'r cyfleustra yma. Byddwn yn parhau i arolygu defnydd a chost y gwasanaeth hwn hyd eithaf ein gallu.

Fel a nodir uchod wrth drafod chwaraeon, cafwyd gwerthfawrogiad amlwg o'r polisi o gynnig trac sain Saesneg ar y botwm coch i gyd-fynd gyda rhai rhaglenni. Mae hon yn dechreu'n dda mewn

perthynas â chwaraeon, ond hefyd yn gymorth i ehangu gwerthfawrogiad o'n rhaglenni o'r digwyddiadau cenedlaethol, megis y Sioe Fawr. Arian o ffynhonnell fasnachol sy'n talu am hwn, ac mae penderfyniadau i'w gynnig ai peidio yn seiliedig ar asesiad o'r cynnydd tebygol y gellir ei gael mewn incwm hysbysebion.

Yn ystod y flwyddyn dechreuwyd gwasanaeth hynod o ddiddorol o'r enw Ti Fi a Cyw. Bwriad hwn yw galluogi rhieni neu ofalwyr di-Gymraeg, neu sy'n ddysgwyr, i gyd-wyllo rhaglenni **Cyw** gyda phlant a chael cymorth i ddeall yr eirfa a ddefnyddir trwy ddilyn ffrwd trydar ar y we. Eisoes, mae'r defnydd yn cynyddu'n rheolaidd wrth i'r gair fynd ar léd.

Yn olaf, mae gwasanaeth arwyddo, sydd yn gymorth i'r trwm eu clyw, yn cael ei gynnig ar nifer cyfyngedig o raglenni, y tu allan i'r oriau brig.

Gyda'i gilydd, mae'r ategolion hyn yn cynrychioli ymdrech sylweddol a safonol i gynyddu apêl rhaglenni S4C, tra'n parchu'r amcan o ddarparu gwasanaeth Cymraeg unigryw.

Learners

It was S4C's intention during the year to place a new emphasis on, and offer a better service for, those who are learning Welsh. However, there was also a desire to ensure that the service did not duplicate or recreate activities that are already being undertaken by other public bodies in Wales. A strategy of producing multi-platform content was developed and S4C tried to offer entertainment and motivation for learners' development through the **Hwb** (Fflic) service. It was also the intention to broaden the channel's reach by welcoming viewers who were re-engaging with the Welsh language. Discussions were held with Welsh for Adults tutors and officers, and the views of these partners about how S4C can best serve learners will have a strong influence on provision in the future.

In a week of programmes in May, cariad@iaith:love4language (Fflic) was broadcast, and saw eight prominent stars that have links with Wales trying to learn as much Welsh as possible in one week. The purpose of the series is twofold – to entertain a wide audience, and also to create a desire to learn the language among non-Welsh speakers. It drew a good audience, with a total of 174,000 tuning in to the series in Wales and 21,000 additional viewers outside Wales. The use of social media such as Twitter, Facebook and YouTube, was an important element of the series, offering support for learners to improve their Welsh while viewing.

Opening the door to a wide audience

A variety of methods are used to make it possible for the largest possible number of viewers to enjoy the service. Subtitles open the door for non-Welsh speaking viewers and those who are hard of hearing. Subtitles for pre-recorded programmes are of a high standard, but the standard of subtitles for live programmes, such as sport, is occasionally criticised. It is clearly very difficult to translate, summarise and subtitle within a matter of seconds, but it can only be hoped that technological developments will serve to improve accuracy in due course.

Many repeat showings of programmes carry burnt-in subtitles, while more than 80% of the remainder of the service offer English language subtitles on demand. Although somewhat lower than in the past, this still represents a high percentage of the service. Unfortunately,

there are a large number of viewers, particularly those who are not regular viewers, who are still unaware of this convenient choice. This is a considerable barrier to the desire to ensure that as many people as possible enjoy the service. There have been several proposals for increasing awareness of on demand subtitles, and the Authority will keep an eye on efforts to improve awareness of them. The Authority is still of the view that offering burnt-in English subtitles more generally would impair Welsh-speakers' enjoyment.

There has been some reduction in the number of programmes that offer Welsh subtitles, due to the weak evidence of the usage of this facility. We will continue to review the usage and cost of this service to the best of our ability.

As stated above in relation to sport, there was clear appreciation of the policy to offer an English soundtrack via the red button to accompany some programmes. This is a technique that works well in relation to sport, but it also helps to widen the appreciation of programmes from national events, such as the Royal Welsh Show. This is paid for from commercial income, and decisions regarding whether or not it will be offered are based on an assessment of the likely increase in income from adverts that can be generated.

During the year an innovative service called Ti Fi a Cyw was launched. Its aim is to enable parents or carers who are non-Welsh speaking, or who are learners, to view **Cyw** programmes with children and receive help in understanding the vocabulary that is used by following a thread on Twitter. The usage is already increasing as people spread the word.

Finally, a signing service, which supports people who are hard of hearing, is offered on a limited number of programmes, outside peak hours.

Together, these ancillary components represent a significant and high-quality effort to increase the appeal of S4C's programmes, while respecting the objective of providing a unique Welsh service.



cariad@iaith:love4language

Y Mesuryddion Perfformiad

Mae'r Awdurdod wedi cymeradwyo ystod eang o fesuryddion perfformiad sy'n cynnwys ffigurau gwyllo a mesuryddion ansodol sy'n cyflwyno darlun ehangach o ddefnydd ac effaith gwasanaethau S4C.



The Performance Measures

The Authority has approved a broad range of performance measures which include viewing figures and qualitative measures that present a broader picture of the usage and impact of S4C's Services.



Defnydd a Chyrhaeddiad

1. Dylai gwasanaethau S4C geisio cyrraedd y nifer fwyaf posibl o ddefnyddwyr o fewn eu cynulleidfaoedd targed gan gynnwys holl wylwyr a siaradwyr Cymraeg. (Mae'r targed hwn yn cyfeirio at Gymru, ond byddwn yn adrodd yn ogystal ar ffigurau ar gyfer y DU)
2. Cynnydd o o leiaf 10% i wyllo ar-lein i gynnwys S4C ar lwyfannau digidol gan gynnwys Clic ac iPlayer.
3. 80 rhaglen i gael cyrhaeddiad o dros 100,000 o wylwyr.

Cyrhaeddiad yw'r term a ddefnyddir ar gyfer nodi faint o bobl unigol sy'n gwyllo gwasanaethau S4C ar deledu (a lle nodir hynny, ar lwyfannau eraill) dros gyfnod penodol.

Mae'r mesur cyrhaeddiad safonol a ddefnyddir gan ddarlledwyr ym Mhrydain ar hyn o bryd yn gyfyngedig i wyllo'r gwasanaeth teledu, ac nid yw'n cynnwys defnydd o gynnwys ar lwyfannau digidol. Mae defnydd o gynnwys S4C ar lwyfannau digidol yn ystyriaeth bwysig ac rydym yn adrodd ar hyn hefyd ar wahân.

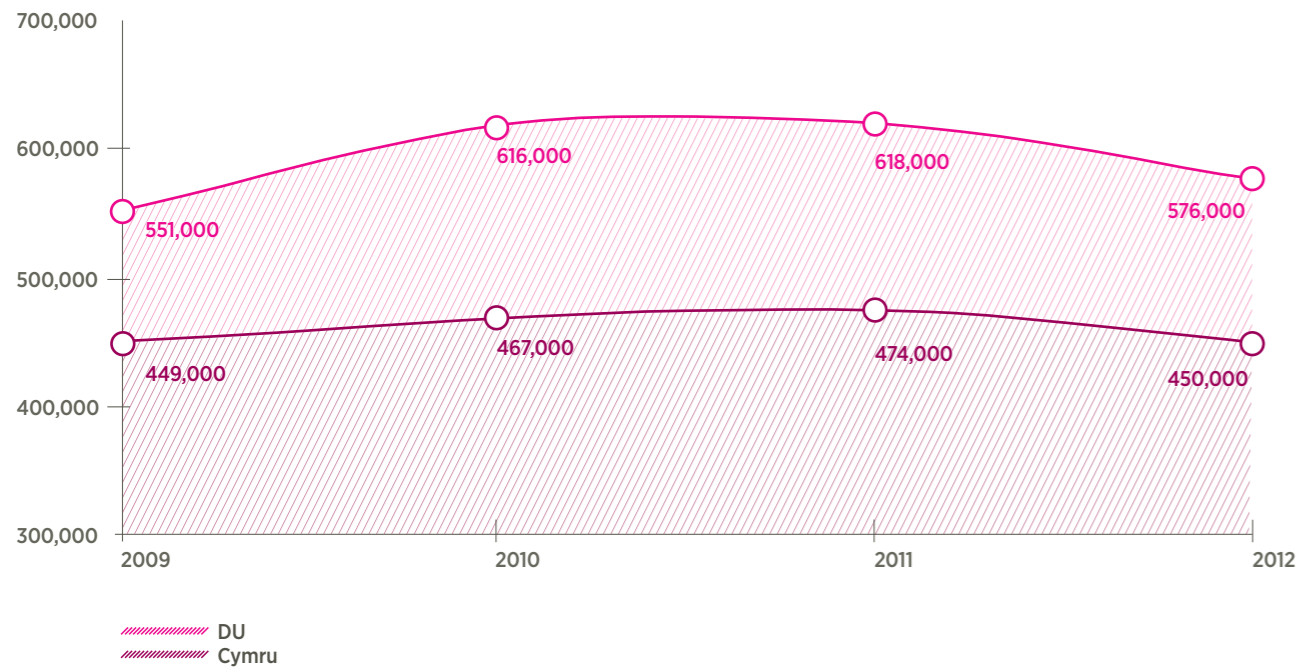
Mesur safonol y diwydiant teledu masnachol ar gyfer cyrhaeddiad yw'r nifer o bobl sydd wedi gwyllo rhaglen am o leiaf 3 munud yn olynol mewn wythnos. Dyma'r mesur sydd wedi ei ddefnyddio gan S4C yn y gorffennol, ac sy'n dal i gael ei ddefnyddio gan ddarlledwyr megis ITV a Sky. Mae darlledwyr eraill hefyd yn defnyddio mesuryddion gwahanol. Er enghraifft, mae'r BBC yn defnyddio mesur o wyllo am o leiaf 15 munud yn olynol yn wythnosol, ac mae Channel 4 yn defnyddio o leiaf 3 munud wythnosol a 15 munud olynol misol.

Mae'r Awdurdod o'r farn mai'r mesur o 3 munud wythnosol sy'n parhau i fod y mesur mwyaf addas ar gyfer gwasanaeth teledu S4C, fel sianel sy'n darlledu hysbysebion, ond rydym hefyd am gyhoeddi a chadw llygad ar y wybodaeth am wyllo'r sianel sy'n deillio o fesur gwyllo dros gyfnodau eraill, gan gynnwys 15 munud yn fisol, gan bod rhain oll yn cyfrannu at ddarlun cywir o'r defnydd a wneir o'r gwasanaeth gan ystod eang o wylwyr.

(Darperir y data cyrhaeddiad gan BARB. Oni nodir yn wahanol, nid yw'r ffigurau cyrhaeddiad isod yn cynnwys defnydd ar-lein o gynnwys S4C)

1. Dylai gwasanaethau S4C geisio cyrraedd y nifer fwyaf posibl o ddefnyddwyr o fewn eu cynulleidfaoedd targed gan gynnwys holl wylwyr a siaradwyr Cymraeg. (Mae'r targed hwn yn cyfeirio at Gymru, ond byddwn yn adrodd yn ogystal ar ffigurau ar gyfer y DU).

Cyrhaeddiad Wythnosol 2009 -2012



Usage and Reach

1. The S4C Services should seek to maximise their reach among target audiences including all viewers and Welsh speakers. (This target refers to Wales, but we will also report on UK figures).
2. Increase of at least 10% to online viewing for S4C content on digital platforms including Clic and iPlayer.
3. 80 programmes to achieve a reach of over 100,000 viewers.

Reach is the term used to indicate how many individuals watch S4C's services on television (and, where indicated, on other platforms) over a particular period.

The standard reach measurement used by broadcasters in Britain is limited to television viewing and does not include use of content on digital platforms. The use made of S4C content on digital platforms is an important consideration and we also report on such usage separately.

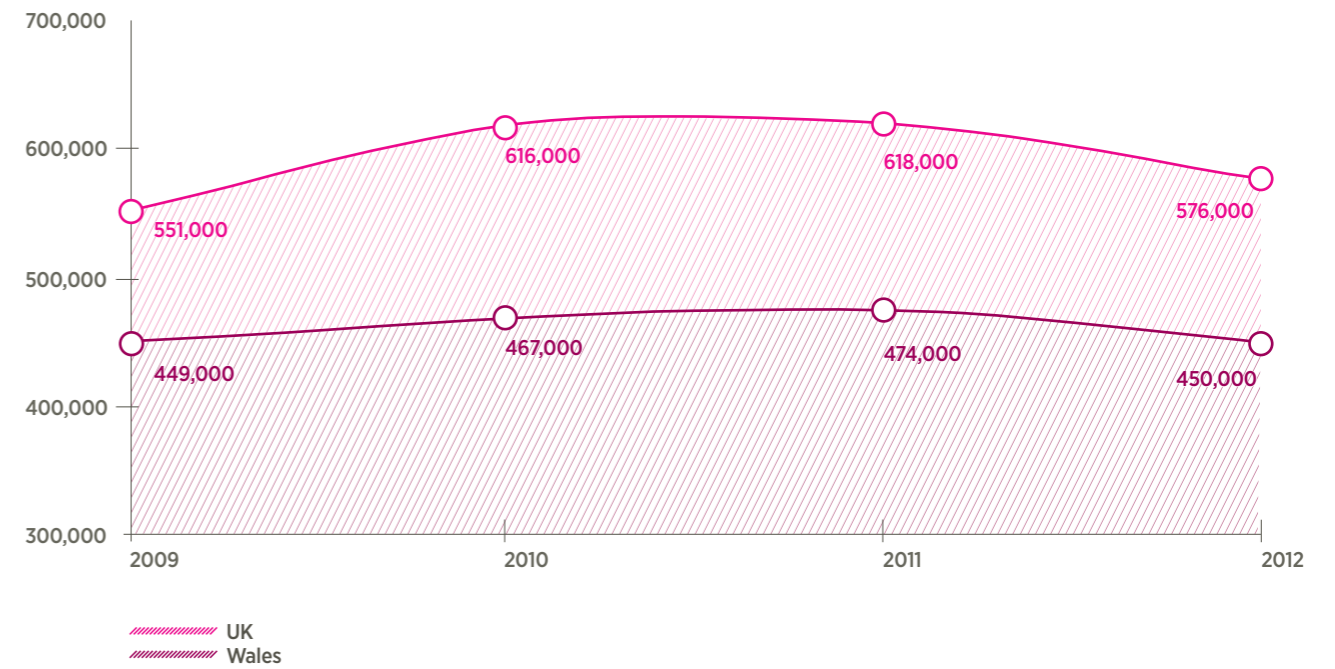
The standard reach indicator for the commercial television industry is the number of people who have watched a programme for at least 3 minutes consecutively during a week. This is the measurement that has been used by S4C in the past and is still used by broadcasters such as ITV and Sky. Other measurements are also in use by different broadcasters. The BBC, for example, measures at least 15 minutes of consecutive viewing on a weekly basis and Channel 4 measures at least 3 minutes on a weekly basis and 15 consecutive minutes on a monthly basis.

The Authority is of the view that the 3 minute weekly measurement continues to be the most suitable measurement for S4C's television service, as a channel that broadcasts adverts, but we will also publish and keep an eye on information relating to viewing the channel over other periods, including the 15 minute monthly measurement, since these all contribute to a more accurate picture of the usage of the service by a wide range of viewers.

(Reach data is supplied by BARB. Unless indicated otherwise, the reach figures below do not include online usage of S4C content)

1. The S4C Services should seek to maximise their reach among target audiences including all viewers and Welsh speakers. (This target refers to Wales, but we will also report on UK figures).

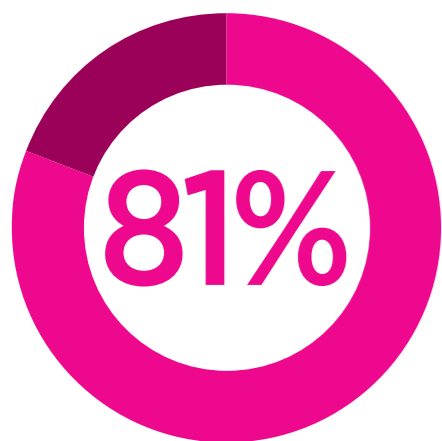
Weekly Reach 2009 -2012



Defnydd a Chyrhaeddiad

Nifer y Siaradwyr Cymraeg yng Nghymru sy'n gwyllo gwasanaeth S4C dros gyfnod o fis (gan ddefnyddio'r mesur 3 munud misol)	2012	2011
%	51%	54%
Nifer	330,000	338,000

Cyrhaeddiad 3 munud wythnosol	2012	2011	Cyrhaeddiad 15 munud misol	2012	2011
Ar draws y DU:	576,000	618,000	Ar draws y DU:	698,000	803,000
Yng Nghymru:	450,000	474,000	Yng Nghymru:	584,000	635,000
Siaradwyr Cymraeg yng Nghymru:	216,000	223,000	Siaradwyr Cymraeg yng Nghymru:	265,000	276,000



81% o oedolion sy'n siarad Cymraeg a holwyd yn gwyllo S4C yn ystod y mis cyn yr arolwg

Mae gwaith ymchwil a gomisiynwyd yn ystod 2012 ar y cyd rhwng Llywodraeth Cymru, BBC Cymru ac S4C yn dangos fod 81% o oedolion sy'n siarad Cymraeg yn nodi eu bod wedi defnyddio gwasanaeth teledu S4C yn y mis cyn yr arolwg.

(Ffynhonnell: Beaufort Research ar ran Llywodraeth Cymru, BBC Cymru ac S4C), Tachwedd 2012



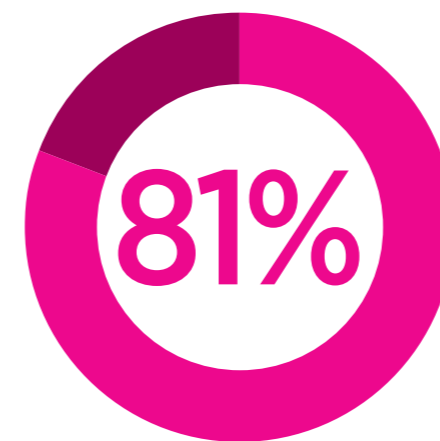
56,000 o wylwyr ar blatfform Virgin Media tu allan i Gymru

Yn ystod y flwyddyn lansiodd gwasanaeth S4C ar blatfform teledu digidol Virgin Media trwy'r DU. Yn sgil hyn llwyddodd S4C i ddenu cynulleidfa ychwanegol o 56,000 yr wythnos ar gyfartaledd hyd at ddiwedd 2012.

Usage and Reach

The number of Welsh speakers in Wales who view S4C's service over a period of one month (using the 3 minute monthly measurement)	2012	2011
%	51%	54%
Number	330,000	338,000

3 minute weekly reach	2012	2011	15 minute monthly reach	2012	2011
Across the UK:	576,000	618,000	Across the UK:	698,000	803,000
In Wales:	450,000	474,000	In Wales:	584,000	635,000
Welsh speakers in Wales:	216,000	223,000	Welsh speakers in Wales:	265,000	276,000



81% of a survey of Welsh speaking adults said they viewed S4C in the month prior to the survey.

Research commissioned during 2012 jointly by the Welsh Government, BBC Cymru Wales and S4C shows that 81% of adults who speak Welsh report that they viewed S4C's television service during the month prior to the survey.

(Source: Beaufort Research on behalf of the Welsh Government, BBC Cymru Wales and S4C, November 2012)



56,000 viewers on the Virgin Media platform outside Wales

During the year S4C's service was launched on the Virgin Media digital television platform throughout the UK. As a result of this S4C succeeded in drawing an additional audience of 56,000 a week on average by the end of 2012.

Cyrhaeddiad Blynyddol drwy'r DU

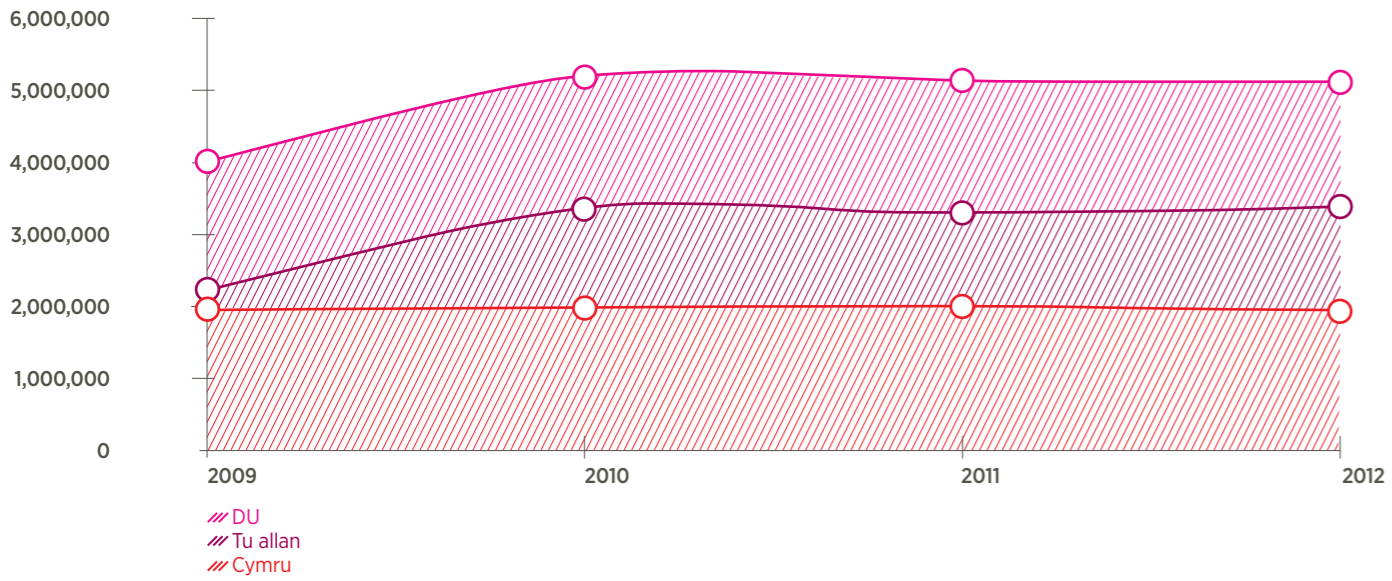


Mwy na 5 miliwn o bobl drwy'r DU yn gwyllo S4C yn ystod 2012



3.3m o bobl yn gwyllo S4C tu allan i Gymru yn ystod 2012.

Mae 126,000 o bobl yn gwyllo S4C bob wythnos y tu allan i Gymru, gyda dros 3.3m o bobl wedi defnyddio'r gwasanaeth ar ryw adeg yn ystod 2012.



Cyrhaeddiad blynyddol 3 munud (sef y nifer o bobl unigol sydd wedi tiwnio mewn i wasanaeth S4C ryw bryd yn ystod y flwyddyn)	2012	2011
Ar draws y DU	5,267,000	5,261,000
Yng Nghymru	1,935,000	2,007,000

Annual Reach throughout the UK

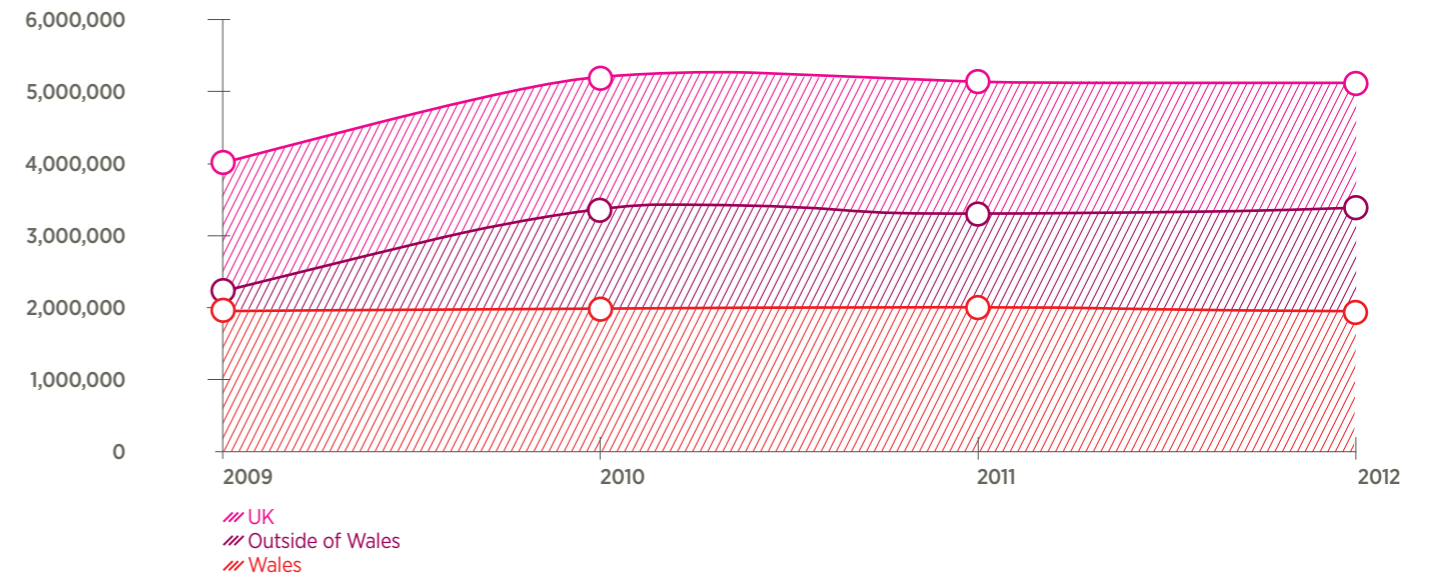


More than 5 million people throughout the UK viewing S4C during 2012



3.3m people viewing S4C outside Wales during 2012.

126,000 people view S4C every week outside Wales, with over 3.3m people having used the service at some point during 2012.



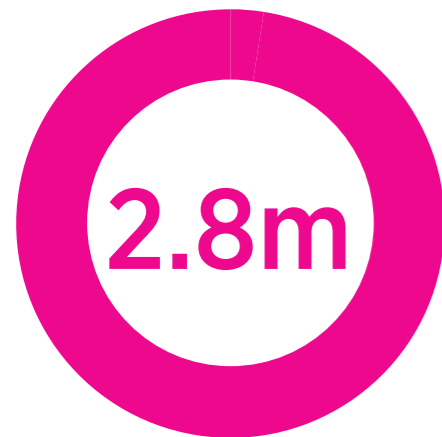
3 minute annual reach (which is the number of individual people who have tuned in to S4C's service sometime during the year)	2012	2011
Across the UK	5,267,000	5,261,000
In Wales	1,935,000	2,007,000

Defnydd Ar-lein o gynnwys S4C

2. Cynnydd o o leiaf 10% i wyllo ar-lein i gynnwys S4C ar lwyfannau digidol gan gynnwys Clic ac iPlayer.

Mae'r defnydd o gynnwys S4C ar lwyfannau digidol yn bwysig iawn i berfformiad S4C, ac mae'r cynnydd ym mhoblogrwydd llwyfannau digidol wedi parhau yn ystod 2012.

Cafwyd cynnydd eto yn 2012 yn y nifer o bobl fu'n gwyllo cynnwys S4C ar-lein.



2.8 miliwn o sesiynau gwyllo yn 2012 - 11% yn fwy nag yn 2011.

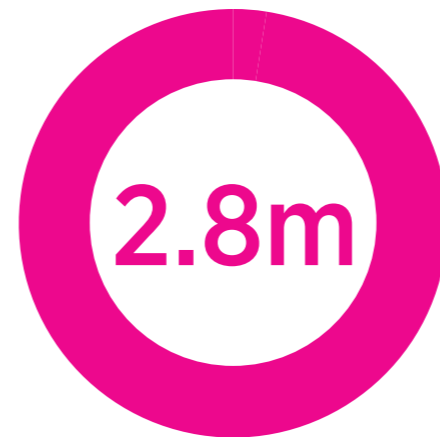
Cafwyd cynnydd o 16% yn nifer y sesiynau gwyllo i wasanaeth Clic a gostyngiad bach o 2% yn nifer y sesiynau gwyllo i gynnwys S4C trwy wasanaeth iPlayer.

Online use of S4C content

2. Increase of at least 10% to online viewing for S4C content on Clic and iPlayer.

The usage of S4C content on digital platforms is very important to S4C's performance, and the increase in the popularity of digital platforms has continued during 2012.

There was an increase again in 2012 in the number of people who viewed S4C content online.



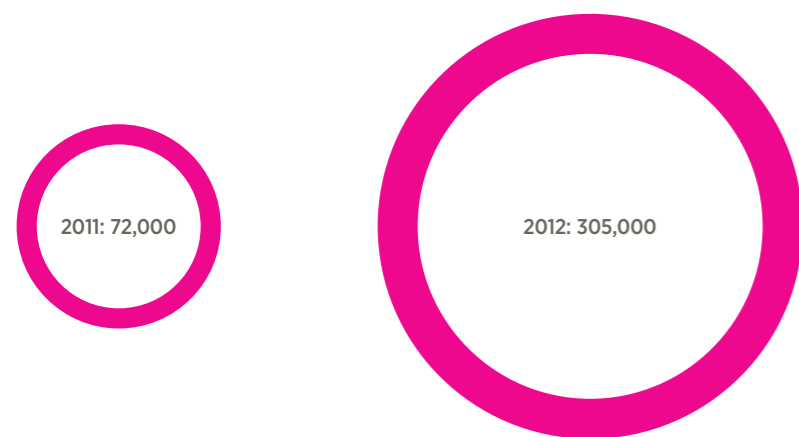
2.8 million viewing sessions in 2012 - 11% more than in 2011.

There was an increase of 16% in the number of viewing sessions to the Clic Service and a small reduction of 2% in the number of viewing sessions to S4C content through the iPlayer service.

Sesiynau Gwyllo ar-lein

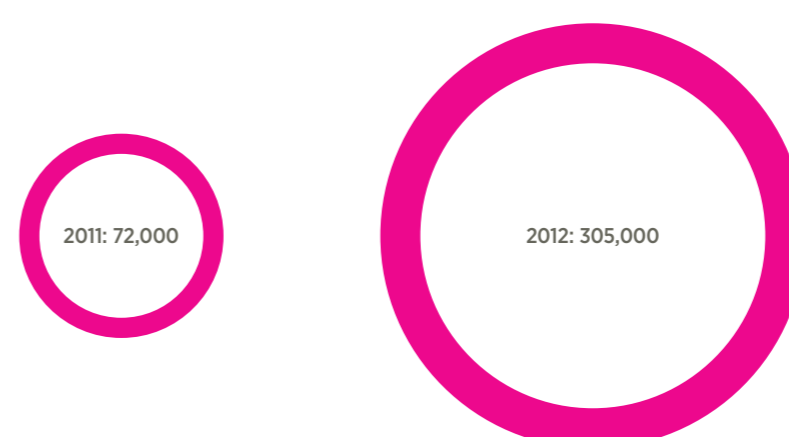


Online Viewing Sessions



Sesiynau Gwyllo ar ddyfeisiau iPhone ac iPad
305,000
 sesiynau gwyllo iPhone ac iPad

Yn 2012 cafwyd 305,000 o sesiynau gwyllo i gynnwys S4C trwy ddyfeisiau iPhone ac iPad o'i gymharu â 72,000 yn 2011.



Viewing Sessions on iPhone and iPad devices
305,000
 iPhone and iPad viewing sessions

In 2012 there were 305,000 viewing sessions to S4C content via iPhone and iPad devices compared with 72,000 in 2011.

10 uchaf Clic a defnydd o wefannau S4C

10 uchaf Clic

Mae'r isod yn nodi deg rhaglen fwyaf poblogaidd S4C ar Clic yn ystod 2012.

	Rhaglen	Sesiynau Gwyllo
1	Ffilm Cyw: Y Raplyfr Coll	10,299
2	Dwyllo'r Enfys - Owen	5,881
3	Eisteddfod yr Urdd 2012 - Pennod 2	5,466
4	Bla Bla Blewog - Pen-blwydd blewog Hapus	5,392
5	Y Clwb Rygbi - Leinster v Gweilch	4,405
6	Octonots - Yr Octonots a'r Fôr Gyllell	4,296
7	Ben Dant - Ysgol Llandysul	4,281
8	Gwaith/Cartref - Pennod 8	3,901
9	Eisteddfod Genedlaethol: Cyngerdd Agoriadol	3,887
10	Octonots - Yr Octonots a'r Morfeirch Cari	3,490

(Ffynhonnell: Amazon Web Services)

Defnydd o wefannau S4C

Bu defnydd sylweddol i wefannau S4C yn ystod 2012.

Dyma'r 10 safle we uchaf ar gyfer 2012 (gyda 2011 er cymhariaeth)

	Gwefan	Ymweliadau yn ystod 2012
1	Clic	1,053,719
2	Cyw	557,648
3	Tudalen Cartref	551,059
4	Amserlen	205,253
5	Chwilio	112,100
6	Stwnsh	91,337
7	Rygbi	87,063
8	Sgorio	77,301
9	Tywydd	59,517
10	Y Wasg	56,907

(Ffynhonnell: Nielsen Online)

	Gwefan	Ymweliadau yn ystod 2011
1	Clic	972,945
2	Tudalen Cartref	585,060
3	Cyw	545,886
4	Amserlen	229,603
5	Stwnsh	102,740
6	Chwilio	101,589
7	Sgorio	97,581
8	Y Wasg	75,196
9	Rygbi	69,612
10	Dysgwyr	62,135

(Ffynhonnell: Nielsen Online)

Top 10 programmes on Clic and usage of S4C's websites

Top 10 programmes on Clic

Listed below are the ten most popular S4C programmes on Clic during 2012.

	Programme	Viewing Sessions
1	Ffilm Cyw: Y Raplyfr Coll	10,299
2	Dwyllo'r Enfys - Owen	5,881
3	Eisteddfod yr Urdd 2012 - Pennod 2	5,466
4	Bla Bla Blewog - Pen-blwydd blewog Hapus	5,392
5	Y Clwb Rygbi - Leinster v Gweilch	4,405
6	Octonots - Yr Octonots a'r Fôr Gyllell	4,296
7	Ben Dant - Ysgol Llandysul	4,281
8	Gwaith/Cartref - Pennod 8	3,901
9	Eisteddfod Genedlaethol: Cyngerdd Agoriadol	3,887
10	Octonots - Yr Octonots a'r Morfeirch Cari	3,490

(Source: Amazon Web Services)

Usage of S4C's websites

Substantial use was made of S4C's websites during 2012.

This is a list of the ten most visited websites during 2012 (together with 2011 for comparison):

	Website	Visits during 2012
1	Clic	1,053,719
2	Cyw	557,648
3	Tudalen Cartref	551,059
4	Amserlen	205,253
5	Chwilio	112,100
6	Stwnsh	91,337
7	Rygbi	87,063
8	Sgorio	77,301
9	Tywydd	59,517
10	Y Wasg	56,907

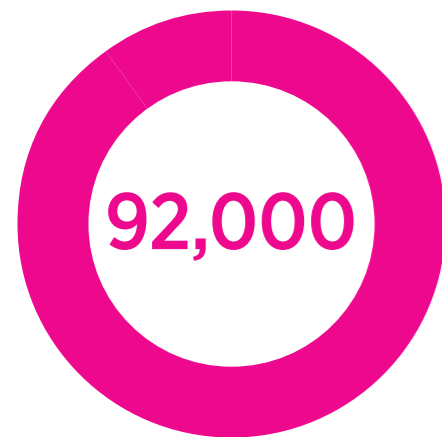
(Source: Nielsen Online)

	Website	Visits during 2011
1	Clic	972,945
2	Tudalen Cartref	585,060
3	Cyw	545,886
4	Amserlen	229,603
5	Stwnsh	102,740
6	Chwilio	101,589
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10	Dysgwyr	62,135

(Source: Nielsen Online)

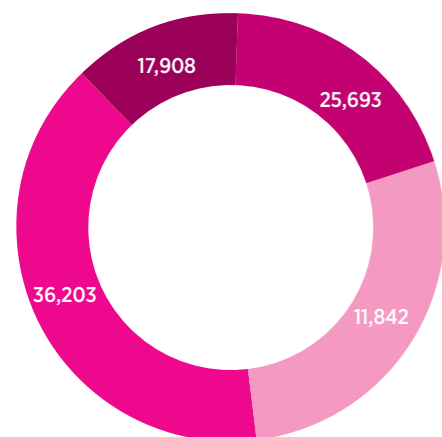
Defnydd o Apps S4C

Mae S4C wedi datblygu amrediad o Apps ar gyfer ffonau clyfar a theclynnau eraill, gan gynnwys App Clic sy'n galluogi defnyddwyr i wyllo cynnwys S4C trwy ddyfeisiau symudol, App Tywydd arbennig sy'n rhoi data ar gyfer pob 1km ym Mhrydain - gwasanaeth sy'n unigryw i S4C, a nifer o Apps ar gyfer plant a phobl ifanc.

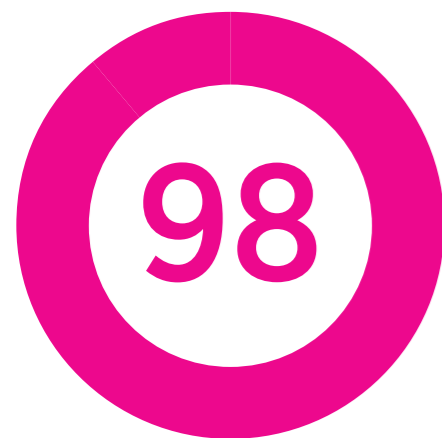


92,000 o lawrlwythiadau Apps S4C erbyn diwedd 2012

Erbyn diwedd 2012, cafwyd bron i 92,000 lawrlwythiad ar gyfer Apps S4C.



- 17,908 Clic
- 25,693 Plant
- 36,203 Cyw
- 11,842 Tywydd



3. 80 rhaglen i gael cyrhaeddiad o dros 100,000 o wylwyr

Mae'r Awdurdod yn awyddus i sicrhau fod nifer teilwng o raglenni yn rhoi cyfleoedd ar gyfer gwyllo torfol yn ystod y flwyddyn, ond gan sicrhau nad yw hyn yn digwydd ar draul pwrpas darlledu gwasanaeth cyhoeddus y sianel.

Er mwyn ceisio dangos yr amrediad eang o genres a rhaglenni sy'n denu cynulleidfaoedd teilwng, heb o anghenraid fod dros 100,000, nodir isod restr o raglenni mwyaf poblogaidd pob genre.

Yn ystod 2012, cafodd 98 o raglenni S4C gynulleidfa o 100,000 o gyrhaeddiad 3 munud neu fwy. Y nifer yn ystod 2011 oedd 112. Chwaraeon a digwyddiadau yw'r genres mwyaf aml yma, ond mae **Pobol y Cwm**, rhaglenni o ddigwyddiadau'r haf, **Jonathan** a rhaglenni unigol megis y rhaglen am **Gary Speed** hefyd yn cyrraedd y rhestr.

Y rhaglen gafodd y gynulleidfa fwyaf oedd gem bêl-droed rhwng Wrexham a Brighton yng nghystadlaeth Cwpan yr FA gyda chyfanswm cyrhaeddiad o 433,000 o wylwyr.

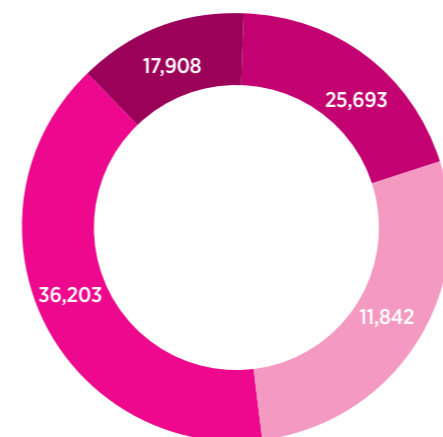
Usage of S4C's Apps

S4C has developed a range of Apps for smartphones and other devices, including the Clic App which enables users to view S4C content on mobile devices, a special Tywydd App which provides 1km accurate weather data for Britain - a service that is unique to S4C, and several Apps for children and young people.



92,000 Apps downloaded by the end of 2012

By the end of 2012, there had been almost 92,000 downloads of S4C's Apps.



- 17,908 Clic
- 25,693 Plant
- 36,203 Cyw
- 11,842 Tywydd



3. 80 programmes to achieve a reach of over 100,000 viewers

The Authority is eager to ensure that a sizeable number of programmes provide opportunities to attract substantial audiences during the year, but to ensure that this is not achieved to the detriment of the public service purpose of the channel.

In order to try and demonstrate the wide spectrum of genres and programmes that attract sizeable audience figures, not necessarily over 100,000, the most popular programmes in every genre are listed below.

In 2012, 98 of S4C's programmes achieved a 3 minute reach of 100,000 or over. There were 112 such programmes in 2011. Sport and events are the most prominent genres, but **Pobol y Cwm**, programmes from summer events, **Jonathan** and one-off programmes such as the documentary about **Gary Speed** have also made the list.

The FA Cup tie between Wrexham and Brighton achieved the largest audience with a total reach of 433,000 viewers.

10 Rhaglen uchaf S4C fesul genre yn 2012 S4C Top 10 Programmes by genre in 2012

Adloniant Entertainment

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Jonathan	16/03/12 & 17/03/12	168
2	Jonathan	24/02/12 & 25/02/12	105
3	Jonathan	10/02/12 & 11/02/12	90
4	Jonathan	17/02/12 & 18/02/12	88
5	Sioe Tudur Owen	06/04/12 & 07/04/12	86
6	Jonathan	09/03/12 & 10/03/12	85
7	Noson Lawen	28/01/12 & 03/02/12	84
=	Jonathan	03/02/12 & 04/02/12	84
9	Sioe Tudur Owen	20/04/12 & 21/04/12	83
=	Noson Lawen	18/02/12 & 24/02/12	83

Celfyddydol Arts

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Gŵyl Cerdd Dant 2012	10/11/12	98
2	Ysgoloriaeth Bryn Terfel	14/10/12	64
3	Gŵyl Cerdd Dant 2012	10/11/12	49
4	Pethe	23/04/12 & 28/04/12 & 29/04/12	44
5	Pethe	02/08/12 & 04/08/12 & 05/08/12	42
6	Pethe	02/07/12 & 07/07/12	40
=	Pethe	08/10/12 & 13/10/12 & 14/10/12	40
8	Sneb Yn Becso Dam	18/08/12 & 24/08/12	38
9	Ysgoloriaeth Bryn Terfel	14/10/12	37
10	Pethe	02/04/12 & 07/04/12 & 08/04/12	34
=	Pethe	17/09/12 & 22/09/12 & 23/09/12	34

Cerddoriaeth Music

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Bryn Terfel: Gŵyl Y Byd	15/07/12 & 21/07/12	120
2	Karl Jenkins: Llangollen / 12	08/07/12 & 14/07/12	116
3	Can I Gymru	04/03/12 & 04/03/12	91
4	Cyngerdd Ysgol Glanaethwy: Dathlu 150	11/02/12 & 12/02/12	81
=	Degawdau Dafydd Iwan	29/12/12 & 01/01/13	81
6	Llais I Gymru	24/01/12 & 28/01/12	69
8	Llais I Gymru	10/01/12 & 14/01/12	66
7	Caryl O'r 'Steddod	19/08/12 & 25/08/12	65
=	Only Men Aloud: Nadolig Llawn	29/12/12	65
10	Llais I Gymru	07/02/12 & 11/02/12	64

Chwaraeon Sport

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Cwpan Fa: Wrecsam V Brighton	18/01/12	433
2	Y Clwb Rygbi Rhyngwladol Dan 20 (Cymru V Ffrainc)	16/03/12 & 18/03/12	311
3	Y Clwb Rygbi (Gweilch V Sgarlets)	26/12/12	308
4	Y Clwb Rygbi (Gleision V Leinster)	07/01/12 & 08/01/12	299
5	Y Clwb Rygbi (Dreigiau V Caeredin)	18/02/12 & 19/02/12	295
6	Y Clwb Rygbi (Gleision V Trevisio)	22/09/12 & 23/09/12	293
7	Y Clwb Rygbi Rhyngwladol Dan 20 (Cymru V Yr Alban)	10/02/12 & 12/02/12	291
8	Y Clwb Rygbi (Dreigiau V Gleision)	15/09/12 & 16/09/12	272
9	Y Clwb Rygbi (Gweilch V Munster)	29/09/12 & 30/09/12	267
10	Y Clwb Rygbi (Gweilch V Trevisio)	31/03/12 & 01/04/12	251

Crefyddol Religious

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Y Gymanfa Ganu	05/08/12	74
2	Dechrau Canu Dechrau Canmol	23/12/12 & 25/12/12	73
3	Dechrau Canu Dechrau Canmol	09/12/12 & 10/12/12	72
=	Dechrau Canu Dechrau Canmol	05/02/12 & 05/02/12	72
5	Dechrau Canu Dechrau Canmol	04/11/12 & 05/11/12	70
6	Dechrau Canu Dechrau Canmol	28/10/12 & 29/10/12	65
7	Dechrau Canu Dechrau Canmol	26/08/12	62
8	Dechrau Canu Dechrau Canmol	11/03/12	61
9	Dechrau Canu Dechrau Canmol	08/04/12 & 09/04/12	60
10	Dechrau Canu Dechrau Canmol	01/04/12	59

Meithrin Pre-School

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Sam Tan	22/11/12	29
2	Marcaroni	21/06/12	28
3	Y Dywysoges Fach	03/07/12	24
4	Hafod Haul	09/11/12	21
=	Peppa	04/10/12	21
6	Cei Bach	08/08/12 & 11/08/12	20
=	Cwprwdd Cadi	07/05/12	20
=	Nodi	17/01/12	20
=	Bla Bla Blewog	05/05/12 & 07/05/12	20
=	Ben A Mali A'u Byd Bach O Hud	12/04/12	20
=	Octonots	12/04/12	20

Digwyddiadau Events

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Eisteddfod Genedlaethol: Cyngerdd Agoriadol	03/08/12 & 04/08/12	127
2	Llangollen /12 - Côr Y Byd	07/07/12 & 08/07/12	124
3	Eisteddfod Ffermwyr Ifanc: Digwyddiadau	17/11/12	113
4	Eisteddfod Yr Urdd 2012	03/06/12 & 04/06/12	112
5	Eisteddfod Yr Urdd 2012	08/06/12	94
6	Eisteddfod Yr Urdd 2012	05/06/12	86
7	Y Sioe /12	25/07/12	82
8	Y Sioe /12	26/07/12	80
9	Eisteddfod Yr Urdd 2012	05/06/12	78
10	Eisteddfod Yr Urdd 2012	09/06/12	74

Dogfennau Documentaries

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Gary Speed: Arwr Cymru	27/12/12 & 31/12/12	113
2	Cefn Gwlad	14/02/12 & 19/02/12	83
3	Mike Phillips 009	02/02/12	79
4	Castell Howell	02/07/12	78
5	Cheltenham Cothi	18/03/12	73
6	Castell Howell	09/07/12	67
7	Cefn Gwlad	02/01/12 & 03/01/12	62
8	Prosiect: Rhys Ifans	03/01/12	61
9	Cefn Gwlad	12/11/12 & 16/11/12 & 18/11/12	60
=	Jonathan 50	26/12/12	60
=	Cefn Gwlad	21/02/12 & 26/02/12	60

Drama Drama

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Teulu	15/01/12	78
=	Teulu	08/01/12	78
=	Teulu	05/02/12	78
4	Teulu	22/01/12	70
5	Teulu	29/01/12	69
=	Gwaith/Cartref	22/04/12	69
=	Gwaith/Cartref	29/04/12	69
8	Teulu	11/03/12	68
9	Teulu	04/03/12	64
10	Gwaith/Cartref	01/04/12	62

Drama Ieuenctid**Youth Drama**

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Rownd A Rownd	02/05/12 & 04/05/12	53
=	Rownd A Rownd	09/04/12 & 13/04/12	53
3	Rownd A Rownd	02/07/12 & 08/07/12	52
4	Rownd A Rownd	16/01/12 & 20/01/12	51
5	Rownd A Rownd	24/09/12 & 30/09/12	49
6	Rownd A Rownd	24/12/12 & 30/12/12	48
=	Rownd A Rownd	06/02/12 & 10/02/12	48
=	Rownd A Rownd	18/01/12 & 20/01/12	48
=	Rownd A Rownd	11/04/12 & 13/04/12	48
10	Rownd A Rownd	12/12/12 & 16/12/12	47
=	Rownd A Rownd	18/07/12 & 22/07/12	47

Ffeithiol**Factual**

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	999: Ambiwians Awyr Cymru	02/04/12 & 04/04/12 & 08/04/12	65
2	999: Y Glas	23/04/12 & 26/04/12	56
3	999: Y Glas	16/04/12 & 19/04/12	52
4	Doctor Doctor	10/05/12 & 15/05/12	49
5	999: Ambiwians Awyr Cymru	19/03/12 & 21/03/12 & 25/03/12	45
6	999: Y Glas	30/04/12 & 03/05/12	9
7	999: Ambiwians Awyr Cymru	26/03/12 & 28/03/12 & 01/04/12	38
8	Doctor Doctor	12/04/12	36
9	Doctor Doctor	04/09/12 & 05/09/12	35
=	999: Y Glas	20/09/12 & 23/09/12	35

Ffuglen**Fiction**

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Hedd Wyn	27/10/12	52
2	Solomon A Gaenor	24/11/12	42
3	Tan Ar Y Comin	17/06/12	39
4	Rhosyn A Rhith	03/11/12	36
5	Eldra	01/07/12	27
6	Milwr Bychan	04/11/12	11

Hamdden**Hobbies/Leisure**

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Byw Yn Yr Ardd	19/12/12 & 21/12/12 & 22/12/12	59
2	Bro: Llwybr Yr Arfordir	07/05/12 & 10/05/12 & 12/05/12 & 13/05/12	56
3	Byw Yn Yr Ardd	19/09/12 & 21/09/12 & 23/09/12	54
=	Bro: Llwybr Yr Arfordir	10/04/12 & 12/04/12 & 14/04/12	54
5	Bro: Llwybr Yr Arfordir	03/04/12 & 05/04/12 & 07/04/12	53
6	Byw Yn Yr Ardd	13/06/12 & 15/06/12 & 16/06/12	46
7	Dudley Yn Gwledda	17/10/12 & 20/10/12 & 21/10/12	45
8	Straeon Tafarn	06/01/12 & 10/01/12	44
9	Byw Yn Yr Ardd	20/06/12 & 22/06/12 & 23/06/12	39
10	Byw Yn Yr Ardd	26/09/12 & 28/09/12 & 30/09/12	36
=	Bro: Llwybr Yr Arfordir	01/05/12 & 03/05/12 & 05/05/12	36

Materion Cyfoes a Newyddion**Current Affairs & News**

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Ffermio	16/01/12 & 17/01/12	56
=	Pawb A'i Farn	16/02/12	56
3	Ffermio	23/04/12 & 29/04/12	54
4	Ffermio	05/11/12 & 06/11/12 & 11/11/12	53
5	Ffermio	08/10/12 & 09/10/12 & 14/10/12	52
6	Ffermio	17/12/12 & 18/12/12 & 23/12/12	51
7	Newyddion	11/06/12	50
8	Ffermio	27/02/12 & 28/02/12	49
=	Ffermio	10/12/12 & 11/12/12 & 16/12/12	49
=	Newyddion	12/10/12	49

Operau Sebon**Soaps**

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Pobol Y Cwm	11/12/12 & 12/12/12 & 16/12/12	139
2	Pobol Y Cwm	25/01/12 & 26/01/12 & 29/01/12	118
3	Pobol Y Cwm	26/01/12 & 27/01/12 & 29/01/12	113
=	Pobol Y Cwm	19/01/12 & 20/01/12 & 22/01/12	113
5	Pobol Y Cwm	02/03/12 & 04/03/12	111
6	Pobol Y Cwm	24/09/12 & 25/09/12 & 30/09/12	110
7	Pobol Y Cwm	14/11/12 & 16/11/12 & 18/11/12	109
=	Pobol Y Cwm	19/01/12 & 20/01/12 & 22/01/12	109
9	Pobol Y Cwm	14/02/12 & 15/02/12 & 19/02/12	108
=	Pobol Y Cwm	19/11/12 & 20/11/12 & 25/11/12	108
=	Pobol Y Cwm	26/09/12 & 27/09/12 & 30/09/12	108

Plant**Children's**

Safle Position	Rhaglen Programme	Dyddiad Date	Cyrhaeddiad Miloedd Reach Thousands
1	Spider-Man	14/03/12	30
2	Spynjibob Pantsgwar	03/07/12 & 07/07/12	20
3	Stwnsh Sadwrn	10/03/12	19
=	Stwnsh Sadwrn	10/03/12	19
=	Ffeil	02/07/12	19
=	CogInio	05/06/12	19
7	I'r Eithaf	04/09/12	18
=	Tag	02/03/12 & 03/03/12	18
=	Spynjibob Pantsgwar	17/07/12 & 21/07/12	18
10	Sawl Seren Sy' 'Na?	14/02/12	17
=	Tag	09/11/12	17
=	Meindia Dy Fusnes	02/07/12	17

Sicrhau Gwerth am Arian S4C

4. Sicrhau bod gwasanaethau S4C yn darparu gwerth am arian i'r gynulleidfa.

Gwerth am arian yw'r berthynas rhwng cost a pherfformiad S4C fel gwasanaeth ac fel sefydliad.

Ar gyfer darlledwr cyhoeddus, mae hyn yn golygu darparu gwasanaeth cynhwysfawr o safon uchel ar deledu a chyfryngau digidol sy'n cael ei ddefnyddio a'i werthfawrogi gan y gynulleidfa, gan wneud hynny mewn modd effeithlon o ran y defnydd o adnoddau ariannol.

Blaenoriaeth gyntaf yr Awdurdod yw sicrhau bod S4C yn darparu gwasanaethau o ansawdd uchel, ar deledu a llwyfannau perthnasol yn y cyfryngau digidol, sy'n cwrdd ag anghenion ei chynulleidfa. Mae hefyd yn bwysig i sicrhau bod y buddsoddiad yng ngwasanaethau S4C yn rhoi gwerth priodol am arian.

Mae'n amcan strategol gan Awdurdod S4C i sicrhau bod y canran uchaf posibl o incwm cyhoeddus S4C yn cael ei wario ar raglenni a chynnwys. Elfen arall o hyn yw sicrhau fod costau rhedeg sefydliad S4C, h.y. y gorbenion, yn parhau i fod yn ganran fechan o wariant S4C.

Yn ogystal â gosod blaenoriaethau a thargedau ar gyfer buddsoddiad S4C mewn rhaglenni a chynnwys, ac felly sicrhau perfformiad ariannol S4C, mae'r Awdurdod hefyd am sicrhau (drwy'r mesuryddion perfformiad a nodir uchod) fod y buddsoddiad hwn yn dwyn ffrwyth, ac yn apelio at gynulleidfa eang yng Nghymru, trwy'r DU a thu hwnt i hynny (lle mae hawliau'n caniatáu).

Mae'r Awdurdod yn falch o'r camau pwysig sydd wedi eu cymryd, ac yn credu bod S4C yn darparu gwerth am arian, ac mai mân welliannau fydd i'w cael yn y dyfodol o ran cynyddu gwerth am arian ac effeithlonrwydd ariannol. O ystyried effeithlonrwydd presennol y sianel, mae'n bosibl iawn y byddai unrhyw doriadau pellach yn effeithio ar gyllideb cynnwys S4C, ac yn y pen draw yn cael effaith gweladwy ar wasanaeth S4C.

Sut i fesur Gwerth am Arian?

Mae Awdurdod S4C wedi datblygu nifer o ddulliau o asesu'r gwerth am arian y mae S4C yn ei gyflawni, a chyflwynir nifer o ddulliau yn yr adroddiad hwn, gan gynnwys:

- Perfformiad ariannol a chynulleidfa S4C,
- Gwerth fesul genre,
- Dosraniad gwariant S4C,
- Asesiad o gost cynnwys S4C fesul awr/genre,
- Effaith Economaidd S4C,
- Buddsoddiad S4C ar draws Cymru, a
- Strategaeth Fasnachol S4C.

Value for money is the relationship between S4C's cost and performance as a service and as an organisation.

For a public service broadcaster, this means providing a comprehensive service of a high standard on television and digital media which is used and appreciated by the audience, and doing so in an efficient manner in terms of the use of financial resources.

The Authority's first priority is to ensure that S4C provides a high-quality service, on television and relevant digital media platforms, which meets the needs of its audience. It is also important to ensure that the investment in S4C's services delivers appropriate value for money.

It is a strategic objective for the S4C Authority to ensure that the highest possible percentage of S4C's public income is spent on programming and content. Another element of this is to ensure that the costs of running S4C as an organisation, i.e. the overheads, continue to be a small percentage of S4C's expenditure.

In addition to setting priorities and targets for investment by S4C in programming and content, and therefore ensure S4C's financial performance, the Authority also wishes to ensure (through the performance measures outlined above) that this investment bears fruit, and appeals to a wide audience in Wales, throughout the UK and further afield (where rights permit).

The Authority is satisfied with the important steps that have been taken, and believes that S4C provides value for money, and that only minor improvements will be identified in the future in terms of increasing value for money and financial effectiveness. Given the channel's current efficiency, there is a distinct possibility that any future cuts would impact on S4C's content budget and, ultimately, would have a visible impact on S4C's service.

How to measure Value for Money?

The S4C Authority has developed a number of methods for assessing the value for money that S4C delivers, and several methods are presented in this report, including:

- S4C's audience and financial performance,
- Value by genre,
- Distribution of S4C's expenditure,
- Assessment of S4C's content cost per hour/genre,
- S4C's Economic Impact,
- S4C's investment across Wales, and
- S4C's Commercial Strategy.

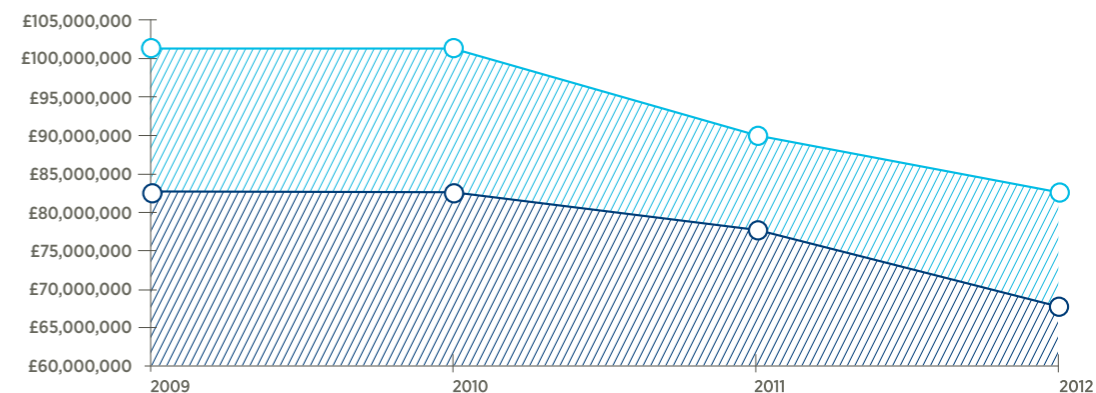
Ensuring Value for Money

4. Ensure that S4C's services provide value for money to the audience.

Perfformiad Ariannol a Chynulleidfa S4C S4C's Audience and Financial Performance

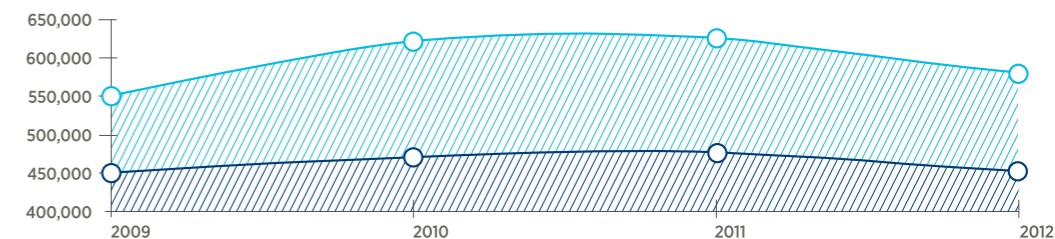
Mae incwm DCMS wedi gostwng o £101m yn 2009 i £83m yn 2012. Mae Cyllideb Cynnwys S4C wedi gostwng o £82.3m yn 2009 i £67.9m yn 2012.

DCMS income has reduced from £101m in 2009 to £83m in 2012. S4C's Content Budget has reduced from £82.3m in 2009 to £67.9m in 2012.



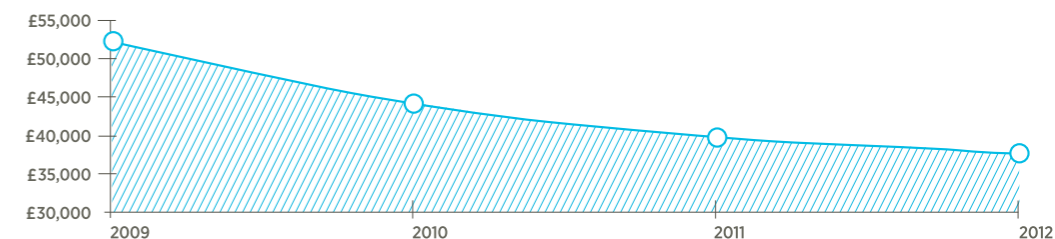
Roedd cyrhaeddiad drwy'r DU yn 2012 yn 576k, sy'n uwch na'r ffigwr ar gyfer y cyfnod cyn y newid i ddigidol o 551k yr wythnos yn 2009. Mae cyrhaeddiad Cymru hefyd yn parhau yn sefydlog dros y cyfnod ar 450k yn 2012 o'i gymharu gyda 449k yn 2009.

UK-reach in 2012 was 576k, higher than the pre-analogue switch-off figure of 551k per week in 2009. Wales reach has also remained relatively stable at 450k in 2012 compared with 449k in 2009.



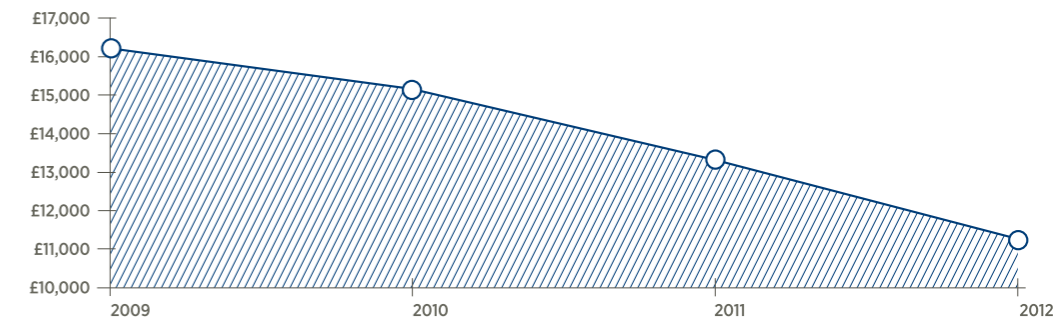
Mae Cost Yr Awr rhaglenni a gomisiynir gan S4C wedi gostwng yn sylweddol flwyddyn ar flwyddyn ers 2009 o £52.7k i £37k yn 2012.

The Cost Per Hour of S4C's commissioned content has reduced significantly year-on-year since 2009 - from £52.7k to £37k in 2012.



Mae Cost Yr Awr holl oriau darlledu S4C wedi gostwng yn sylweddol o 31% o £16.4k yn 2009 i £11.2k yn 2012.

The Cost Per Hour of S4C's total transmission hours has reduced significantly by 31% from £16.4k in 2009 to £11.2k in 2012.



Gwerth a defnydd fesul Genre yn 2012

Mae'r graff isod yn dangos y berthynas rhwng (i) cyfanswm y buddsoddiad ariannol gwreiddiol a wneir ym mhob genre gan S4C, (ii) cyfanswm y nifer o oriau a ddarllidir fesul genre a (iii) y defnydd meintiol o gynnwys S4C. Mynegir cyfanswm y defnydd o'r cynnwys (h.y. cyfanswm y gwyllo ar gyfer rhaglenni ym mhob genre) fel maint pob cylch. Mae'r cylchoedd yn cynrychioli'r nifer o funudau o gynnwys S4C a wylwyd ar y teledu drwy'r DU yn ystod 2012.

O fewn un sianel deledu, mae gan S4C, fel darlledwr gwasanaeth cyhoeddus, ddyletswydd i ddarparu amrediad eang o raglenni a chynnwys safonol ar gyfer ei chynulleidfa. Mae disgwyl i'r cynnwys hyn apelio at ddant cynulleidfa eang iawn ar draws nifer fawr o

genres. Mewn sefyllfa o'r fath, mae'n anochel na fydd pob rhaglen yn denu cynulleidfaeod torfol sylweddol.

Mae gofyn felly i S4C fuddsoddi mewn genres na fydd o bosibl yn denu'r cynulleidfaeod mwyaf. Ar yr un pryd bydd buddsoddiad mewn genres eraill yn creu cynulleidfaeod mwy ac felly yn diwallu canfyddiad gwahanol o ran gwerth.

Mae dyletswydd y sianel i ddarparu amrediad eang o gynnwys yn rhoi cyd-destun i asesu 'gwerth' gwasanaeth S4C.

Ceir rhagor o wybodaeth am fuddsoddiad S4C yn y gwasanaeth rhaglenni yn yr adroddiad Gwariant yn y Datganiad Ariannol.

Value and usage by Genre in 2012

The graph below shows the relationship between (i) the total initial financial investment made by S4C in each genre, (ii) the total number of hours broadcast per genre and (iii) the quantitative usage of S4C's content. The total usage of the content (i.e. the total viewing for programmes in each genre) is expressed by the size of each circle. The circles represent the number of minutes of S4C's content that were viewed on television throughout the UK during 2012.

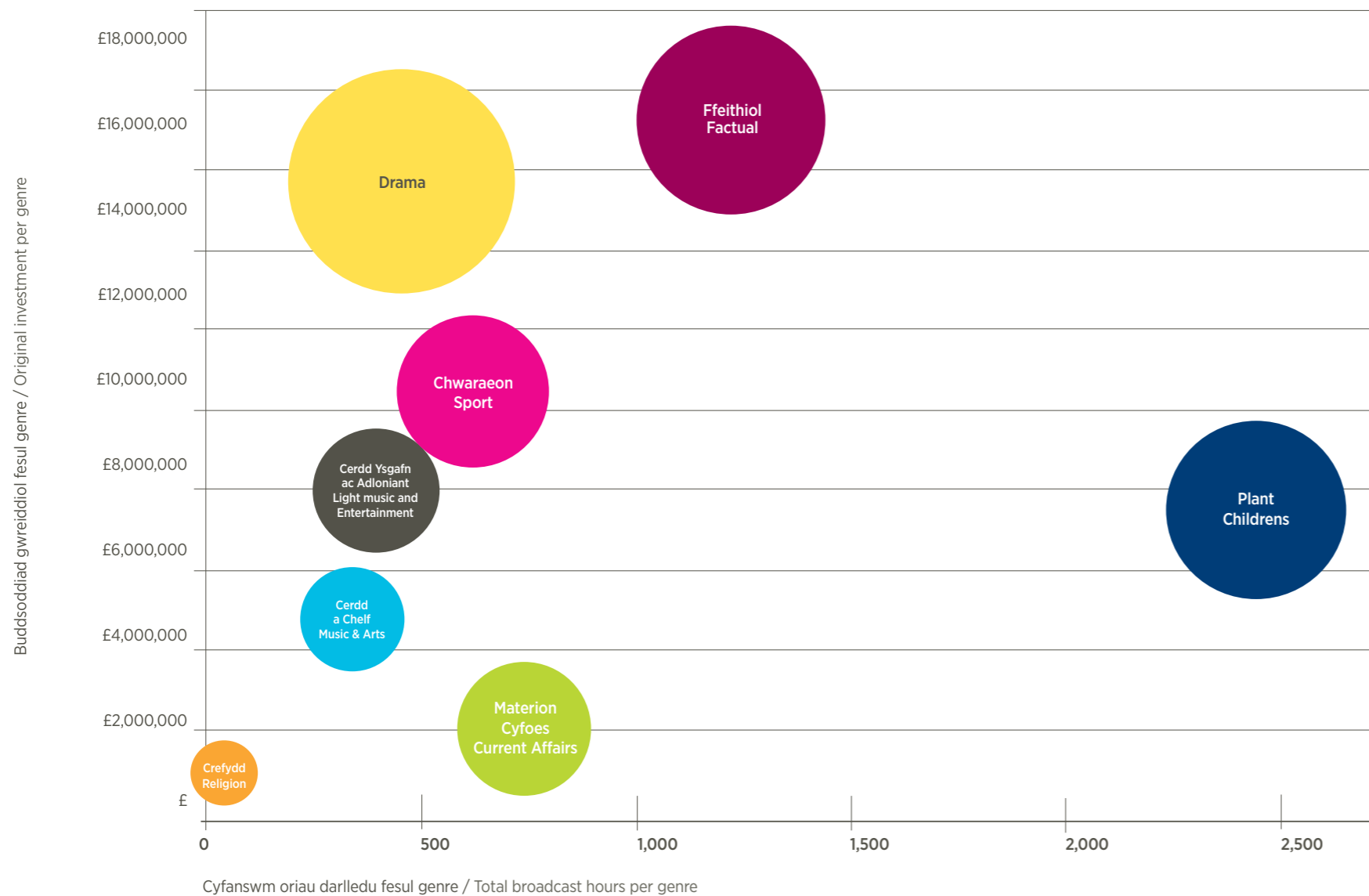
Within one television channel, S4C, as a public service broadcaster, has a duty to provide a broad range of high-quality programmes and content for its audience. This content must appeal to a very wide audience across a large

number of genres. In such a situation, it is inevitable that not all programmes will draw substantial mass audiences.

Put simply, S4C has to invest in public service genres that may not always gain the highest viewing figures. Conversely financial investment in other genres may generate greater audience and therefore a different conception of value.

This duty to provide a broad range of content provides context for the assessment of the 'value' of S4C's service.

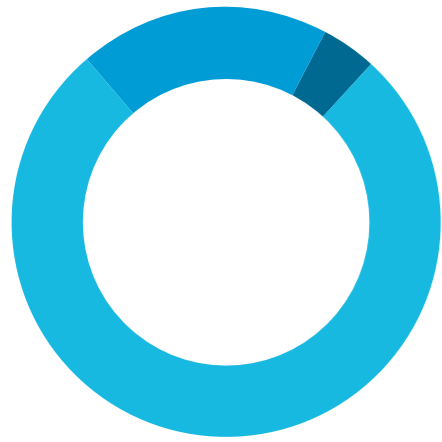
Further information on S4C's investment in the programming service can be found in the Expenditure report in the Statement of Accounts.



Dosraniad Incwm a Gwariant S4C

Mae'r siart isod yn dangos dyraniad gwariant S4C yn ystod 2012 gan nodi fod mwyafrif gwariant S4C yn cael ei fuddsoddi'n uniongyrchol yn rhaglenni a chynnwys S4C (sef buddsoddiad yn y sector gynhyrchu yng Nghymru).

Ceir rhagor o wybodaeth am wariant S4C yn y Gyfrif Elw a Cholled Cyfun yn y Datganiad Ariannol.



- Rhaglenni a gomisiynwyd gan S4C

- Costau'n ymwneud â'r Gwasanaeth Rhaglenni

- Costau gweithredu a gweinyddu

77% o wariant cronfa gyhoeddus S4C wedi ei fuddsoddi mewn rhaglenni a gomisiynwyd.

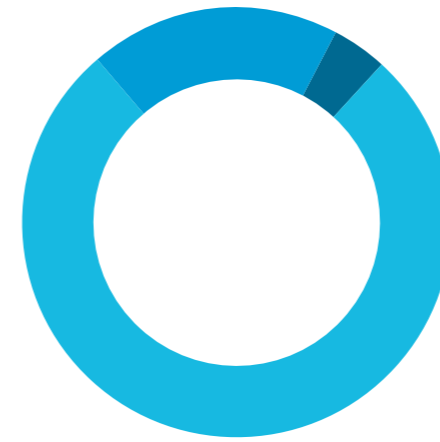
19% yn ymwneud â chostau yn cynnwys costau technegol (er enghraifft, darlledu, dosbarthu a throsglwyddo), gwasanaethau mynediad (megis isdeitlo a sain ddisgrifio), cyfathrebu a marchnata, ymchwil, costau comisiynu a thrwyddedau darlledu.

4% o gronfa gyhoeddus S4C yn cael ei wario ar gostau gweithredu a gweinyddu - h.y. gorbennion.

Allocation of S4C's Income and Expenditure

The chart below shows the allocation of S4C's expenditure during 2012 and indicates that the majority of S4C's expenditure is invested directly in S4C's programmes and content (which is investment in the production sector in Wales).

More information on S4C's expenditure can be found in the Consolidated Profit and Loss Account in the Statement of Accounts.



- Programmes commissioned by S4C

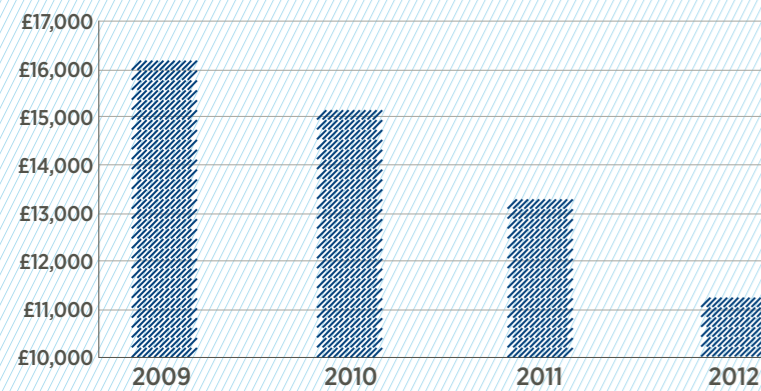
- Costs associated with the Programme service

- Operational and administration costs

77% of S4C's public fund expenditure was invested in commissioned programmes.

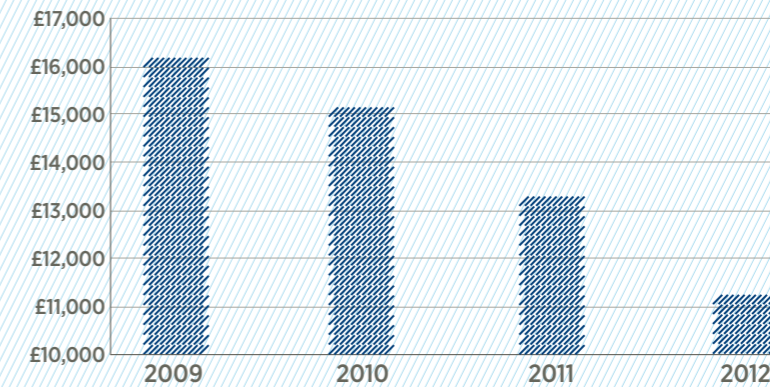
19% related to costs including technical costs (such as playout, distribution and transmission), access services (such as subtitling and audio description), communications and marketing, research, commissioning costs, and broadcast licences.

4% of S4C's public fund expenditure related to operational and administration costs - i.e. overheads.



Cost yr Awr Cynnwys S4C

Mae'r siart yn dangos fod cost yr awr ar gyfer holl oriau darlledu cynnwys S4C wedi gostwng 31% o £16,374 yn 2009 i £11,201 yn 2012.

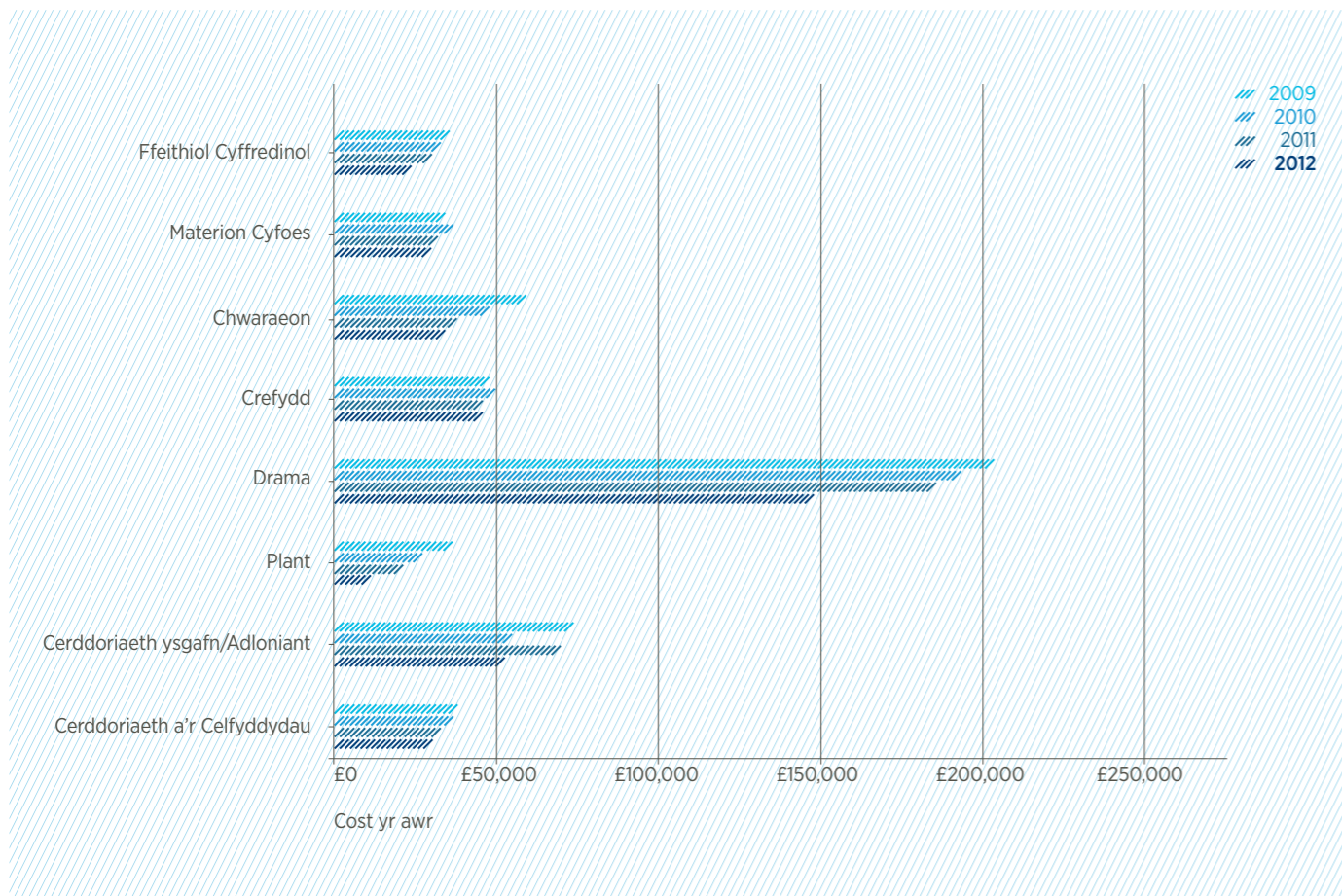


S4C's Content Cost Per Hour

The chart shows that the cost per hour of all broadcast hours of S4C's content has decreased 31% from £16,374 in 2009 to £11,201 in 2012.

Cost fesul genre

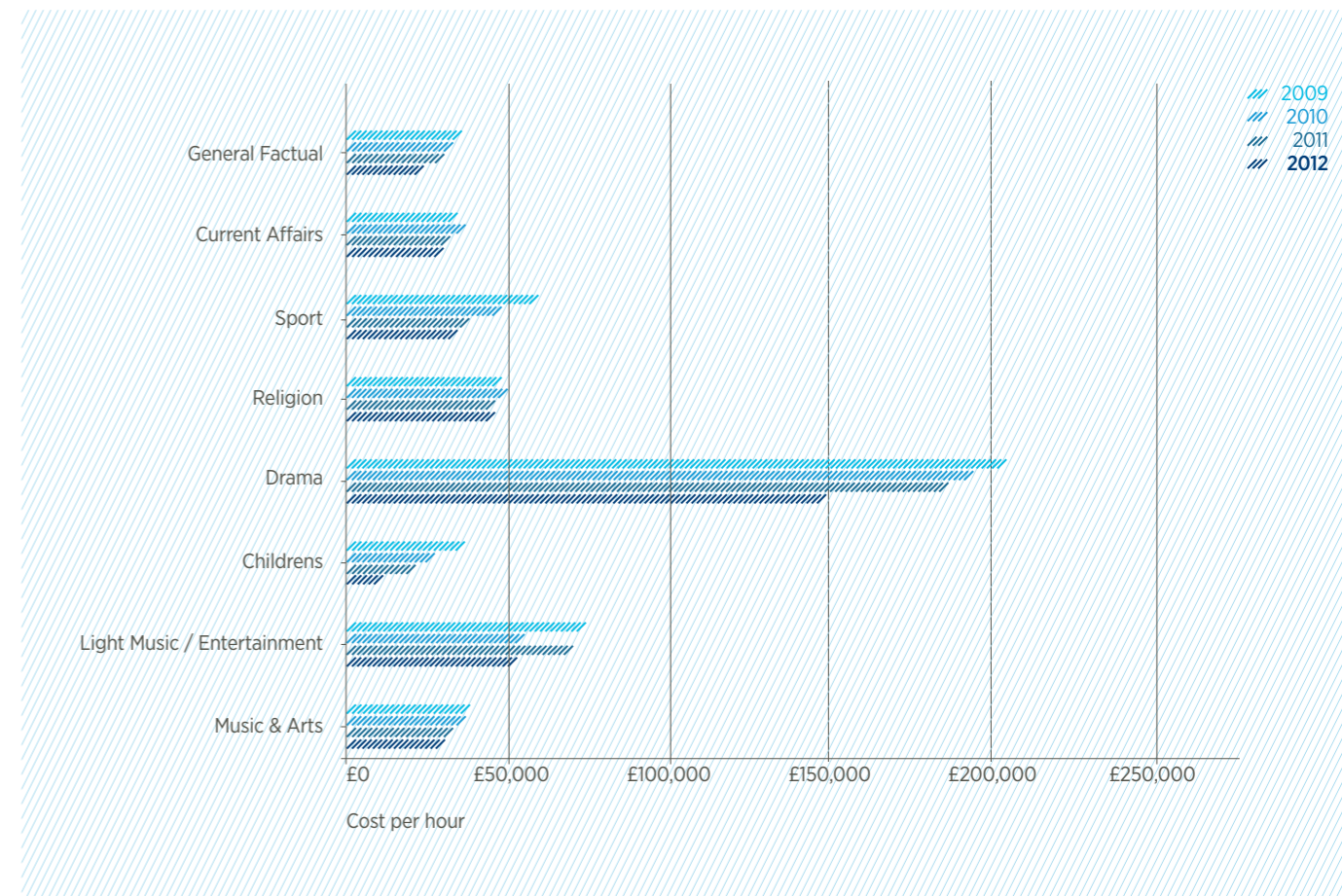
Mae'r dadansoddiad isod yn dangos yr hyn sy'n cael ei wario, ar gyfartaledd ar gyfer pob awr, ar wahanol fathau o raglenni newydd a gomisiynir gan S4C. Mae'r amrediad eang o gostau yn adlewyrchu natur y genres penodol, am amrediad y gwasanaeth sy'n cael ei ddarparu.



	2012	2011	2010	2009
Ffeithiol Cyffredinol	£24,865	£30,715	£33,657	£36,863
Materion Cyfoes	£30,739	£32,900	£37,995	£35,245
Chwaraeon	£35,339	£38,320	£48,899	£60,709
Crefydd	£47,103	£47,207	£50,799	£49,345
Drama	£150,040	£188,600	£196,969	£207,174
Plant	£11,938	£21,940	£27,750	£37,421
Cerddoriaeth ysgafn/Adloniant	£54,337	£71,490	£56,396	£75,434
Cerddoriaeth a'r Celfyddydau	£31,473	£33,890	£38,104	£38,788

Cost per genre

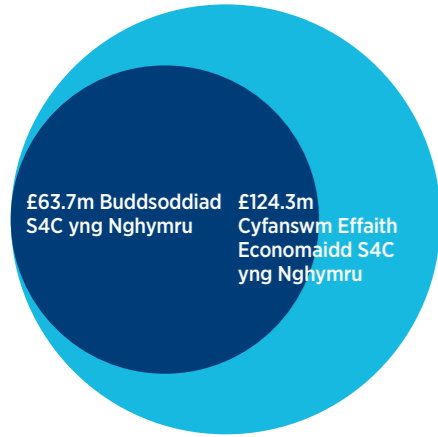
The analysis below shows the average expenditure per hour on different types of new programmes commissioned by S4C. The broad range of costs reflects the nature of the specific genres, and the range of the service provided.



	2012	2011	2010	2009
General Factual	£24,865	£30,715	£33,657	£36,863
Current Affairs	£30,739	£32,900	£37,995	£35,245
Sport	£35,339	£38,320	£48,899	£60,709
Religion	£47,103	£47,207	£50,799	£49,345
Drama	£150,040	£188,600	£196,969	£207,174
Childrens	£11,938	£21,940	£27,750	£37,421
Light Music / Entertainment	£54,337	£71,490	£56,396	£75,434
Music & Arts	£31,473	£33,890	£38,104	£38,788

Effaith Economaidd S4C

Mae darparu gwerth am arian hefyd yn golygu sicrhau fod buddsoddiad S4C yn y diwydiannau creadigol yng Nghymru yn cael yr effaith economaidd fwyaf posibl. Mae'r buddsoddiad sylweddol sy'n cael ei wneud gan S4C yn ei dro yn creu swyddi mewn cwmnïau a'r gadwyn gyflenwi mewn ardaloedd ar draws Cymru.



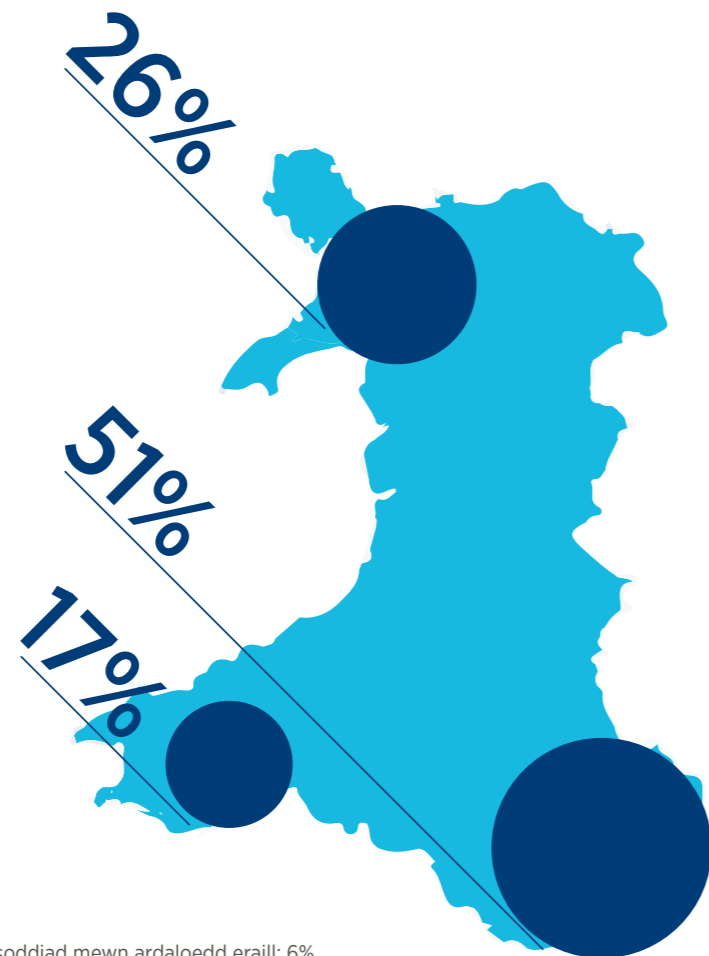
Roedd bob £1 a fuddsoddiwyd gan S4C yn y diwydiannau creadigol yng Nghymru yn werth bron i £2 (£1.95) i economi Cymru yn ystod 2012.

£124.3m o wariant ychwanegol yn y diwydiannau creadigol yng Nghymru yn sgîl buddsoddiad S4C yn 2012.

Mae gwaith ymchwil gan Arad Research Cyf a gomisiynwyd gan S4C yn nodi bod buddsoddiad S4C o £63.7m yn y diwydiannau creadigol yng Nghymru yn gyfrifol am greu gwariant ychwanegol o dros £60m yn 2012 yn economi Cymru a chyfanswm effaith economaidd ar y diwydiannau creadigol yng Nghymru yn 2012 o £124.3m.

Buddsoddiad ar draws Cymru yn 2012

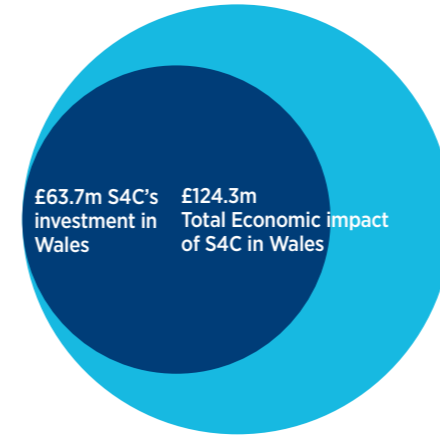
Mae S4C yn buddsoddi ac yn comisiynu cynnwys gan gwmnïau ar draws Cymru. Mae hyn yn golygu fod effaith economaidd S4C yn cael ei ledaenu mewn cymunedau yng Ngogledd, Gorllewin a De Ddwyrain Cymru.



Buddsoddiad mewn ardaloedd eraill: 6%

S4C's Economic Impact

Providing value for money also means ensuring that S4C's investment in the creative industries in Wales has the greatest possible economic impact. The significant investment made by S4C, in turn, creates jobs in companies and within the supply chain in areas across Wales.



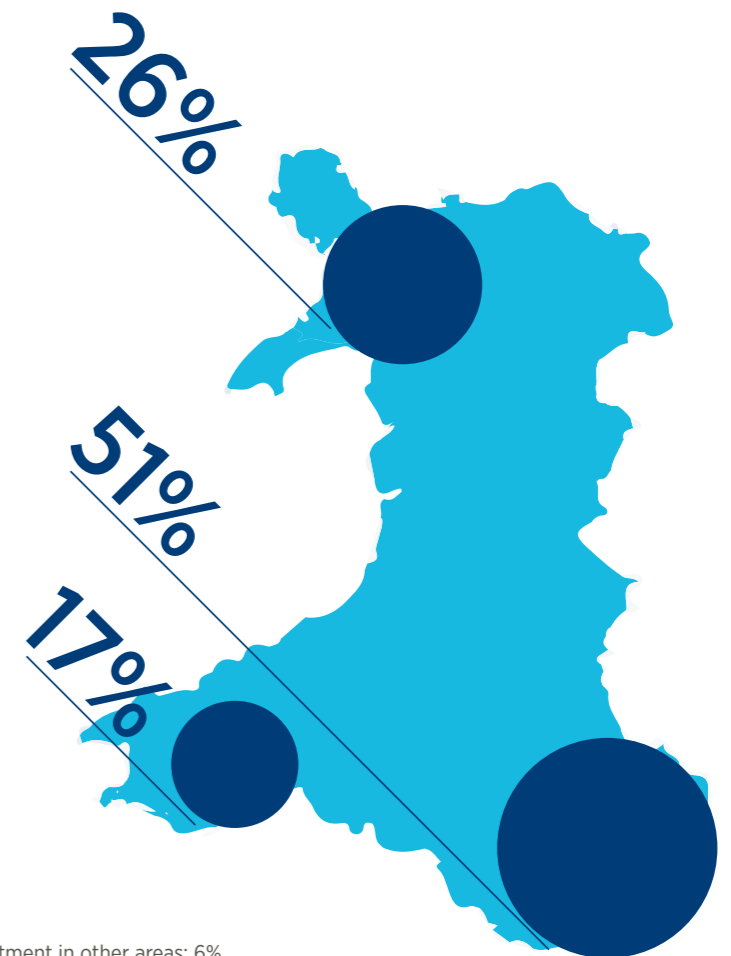
Every £1 invested by S4C in the creative industries in Wales was worth nearly £2 (£1.95) to the economy of Wales in 2012.

£124.3m of additional spending in the creative industries in Wales as a result of S4C's investment in 2012.

Research by Arad Research Cyf commissioned by S4C shows that S4C's investment of £63.7m in the creative industries in Wales is responsible for creating additional spend of over £60m in 2012 in the Welsh economy and a total economic impact on the creative industries in Wales in 2012 of £124.3m.

Investment across Wales in 2012

S4C invests in and commissions content from companies across Wales. This means that the economic impact of S4C is spread within communities in North, West and South East Wales.



Investment in other areas: 6%

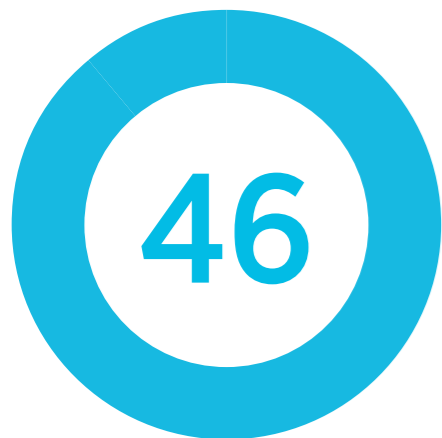
Strategaeth Fasnachol S4C

Yn ogystal â lleihau a rheoli gwariant ar orbenion S4C, mae'r Awdurdod hefyd yn awyddus i ystyried dulliau o ddefnyddio pwerau statudol masnachol S4C er mwyn creu incwm ychwanegol ar gyfer y sianel.

Mae gan S4C ffynonellau incwm masnachol eisoes, ac mae'r rhain yn cynnwys incwm o werthiant hysbysebion a rhai rhaglenni a chyfluoedd er mwyn noddi rhaglenni.

Yn 2012 gwelwyd perfformiad addawol ar gyfer gwerthiant hysbysebion ar y sianel, a chyflwynwyd hysbysebion i wefan s4c.co.uk am y tro cyntaf. Cafwyd cynnydd hefyd yn y nifer o hysbysebwy oedd yn dewis hysbysebu trwy gyfrwng y Gymraeg, o 22 yn 2011 i 46 yn 2012.

46 cwmni yn hysbysebu yn Gymraeg yn 2012



Yn ystod 2012 gofynnodd yr Awdurdod i Fwrdd Masnachol S4C ddatblygu strategaeth newydd er mwyn defnyddio asedion masnachol S4C i gynhyrchu ffynonellau incwm hir dymor newydd ar gyfer y sianel.

Mae'r gwaith gan y Bwrdd Masnachol o baratoi strategaeth yn parhau. Eisoes mae nifer o fentrau newydd wedi eu cyhoeddi gan gynnwys sefydlu cronfeydd Cyd-Gynhyrchu a Digidol.

Cronfa Cyd-Gynhyrchu

Mae S4C Masnachol wedi neilltuo £1m y flwyddyn am gyfnod o 4 blynedd i'w fuddsoddi mewn cyd-gynhyrchiadau i'w darlledu ar S4C, cynhyrchiadau ar gyfer S4C wedi'u cydgyllido, cynnwys neu fformatau i S4C sydd â photensial masnachol ac ar gyfer masnacheiddio cynnwys S4C neu frandiau a chymeriadau cysylltiedig.

Amcanion y gronfa yw creu elw masnachol ar fuddsoddiadau S4C Masnachol, a denu cyllid ychwanegol o ffynonellau gwahanol ar gyfer cynnwys.

(Ceir rhagor o wybodaeth am y Gronfa Gyd-Gynhyrchu ar safle we Cynhyrchu S4C <http://www.s4c.co.uk/cynhyrchu>)

Yn 2012 ymrwymodd y Gronfa i fuddsoddi mewn nifer o gynhyrchiadau, gan gynnwys prosiect Y Gwyll / Hinterland, cyfres ddrama dditectif gan Fiction Factory.

Mae'r prosiect uchelgeisiol hwn yn gyd-gynhyrchiad cefn-wrth-gefn Cymraeg a Saesneg rhwng Cronfa Cyd-Gynhyrchu S4C, Tinopolis a'r dosbarthwr ALL3MEDIA International. Bydd yn cael ei ddarlledu ar S4C yn 2013 ac ar BBC Cymru a BBC4 yn 2014. Mae ALL3MEDIA eisoes wedi gwerthu'r ddrama i'r darlledwr o Ddenmarc DR.

Cronfa Ddigidol

Mae S4C Masnachol hefyd wedi neilltuo £1m y flwyddyn am gyfnod o 4 blynedd i'w fuddsoddi mewn prosiectau digidol.

Nod y gronfa yw cefnogi cynnyrch a gwasanaethau creadigol newydd ar draws llwyfannau, dyfeisiadau a sianeli digidol, gyda'r amcan o gyfoethogi darpariaeth S4C i'r gwylwyr a chodi arian masnachol. (Ceir rhagor o wybodaeth am y Gronfa Ddigidol ar safle we Cynhyrchu S4C <http://www.s4c.co.uk/cynhyrchu>)

Yn 2012 ymrwymodd y Gronfa i werth mwy na £600k o fuddsoddiadau.

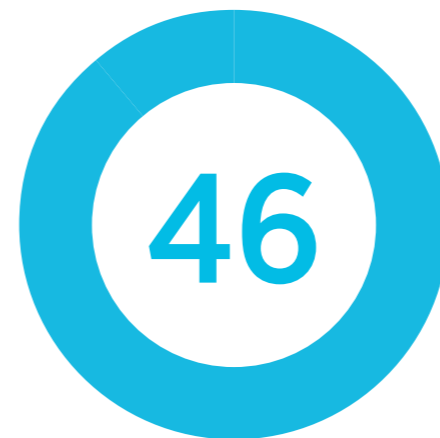
S4C's Commercial Strategy

In addition to reducing and managing spending on S4C's overheads, the Authority is also eager to consider ways of using S4C's statutory commercial powers in order to generate additional income for the channel.

S4C already has commercial sources of income, and these include income from airtime sales and some programme sales and opportunities to sponsor programmes.

In 2012 the performance of airtime sales was promising, and advertisements were introduced to the s4c.co.uk website for the first time. There was also an increase in the number of advertisers who chose to advertise through the medium of Welsh, from 22 in 2011 to 46 in 2012.

46 companies advertising in Welsh in 2012



During 2012 the Authority asked S4C's Commercial Board to develop a new strategy in order to use S4C's commercial assets to generate new long-term sources of income for the channel.

Work by the Commercial Board to prepare a strategy is still on-going. A number of new initiatives have already been announced, including the establishment of Co-production and Digital Funds.

Co-production Fund

S4C Masnachol has allocated £1m a year for a period of 4 years to be invested in co-productions for broadcast on S4C, productions for S4C that are jointly funded, content or formats for S4C that have a commercial potential and the commercialisation of S4C content or associated brands and characters.

The objectives of the fund are to create commercial returns on investments by S4C Masnachol and to attract additional funding for content from different sources.

(Further information about the Co-production Fund can be found on the S4C Production website <http://www.s4c.co.uk/production/rm/index/language/eng/>)

In 2012 the Fund committed investment in a number of productions, including the project Y Gwyll / Hinterland, a detective drama series by Fiction Factory.

This ambitious project is a co-production, shot back-to-back in Welsh and English, between S4C's Co-production Fund, Tinopolis and the distributor ALL3MEDIA International. It will be broadcast on S4C in 2013 and on BBC Wales and BBC4 in 2014. ALL3MEDIA has already sold the drama to Danish broadcaster DR.

Digital Fund

S4C Masnachol has also allocated £1m a year for a period of 4 years to be invested in digital projects.

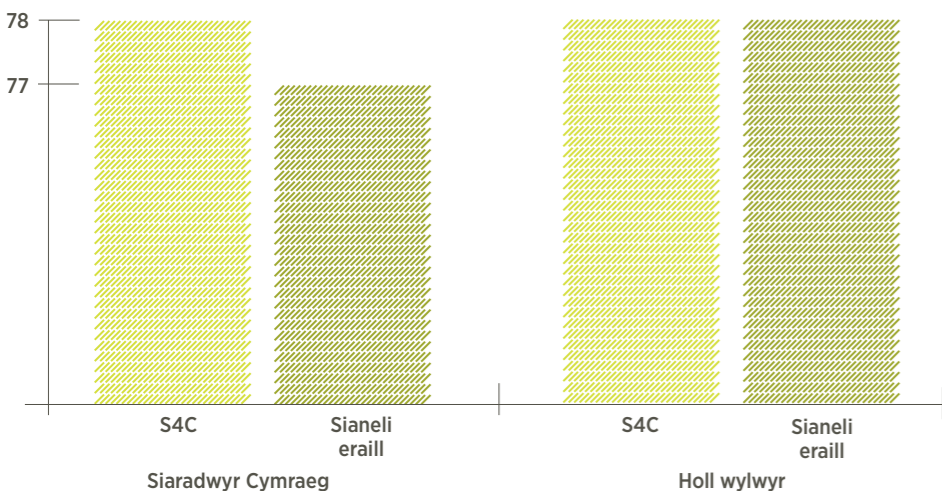
The aim of the fund is to support new creative products and services across digital platforms, devices and channels, with the objective of enriching S4C's provision for the viewers and raising commercial funds.

(Further information about the Digital Fund can be found on the S4C Production website <http://www.s4c.co.uk/production/rm/index/language/eng/>)

In 2012 the Fund allocated more than £600k of investments.

Gwerthfawrogiad

- Gwerthfawrogiad o raglenni S4C ymysg siaradwyr Cymraeg i fod cystal â rhaglenni'r prif ddarlledwyr cyhoeddus eraill yng Nghymru.
- S4C i gael ei ystyried fel "Y Sianel i Gymru", gyda chryfderau uwchlaw sianeli eraill wrth adlewyrchu Cymru a'r Cymry.



Defnyddir mesur gwerthfawrogiad o raglenni S4C fel sail i fesur ansawdd y gwasanaeth. Cyfeirir at y mesur hwn fel mesur 'AI' ("Appreciation Index") - sgôr allan o 100.

Mae'r mesur AI yn rhoi asesiad ansoddol o berfformiad rhaglenni ar y gwasanaeth teledu, ac yn cynorthwyo'r Awdurdod i asesu perfformiad gwasanaeth S4C yn ei gyfanrwydd ac o ran genres penodol.

Mae'r trin a thrafod am gynnwys S4C ar blatfformau digidol hefyd yn rhoi arwydd o werthfawrogiad y gynulleidfa.

Yn ystod 2012, fe gafodd rhaglenni Cymraeg S4C sgôr gwerthfawrogiad cyfartaledd o 78 ymysg siaradwyr Cymraeg tra cafodd sianeli eraill (BBC1, BBC2 ac ITV1 yng Nghymru) sgôr o 77.

Ymysg Holl Wylwyr mae'r sgoriau ar gyfer S4C a sianeli eraill yn gyfartal gyda sgôr o 78.

Gwerthfawrogiad uchaf i raglenni yn ystod 2012

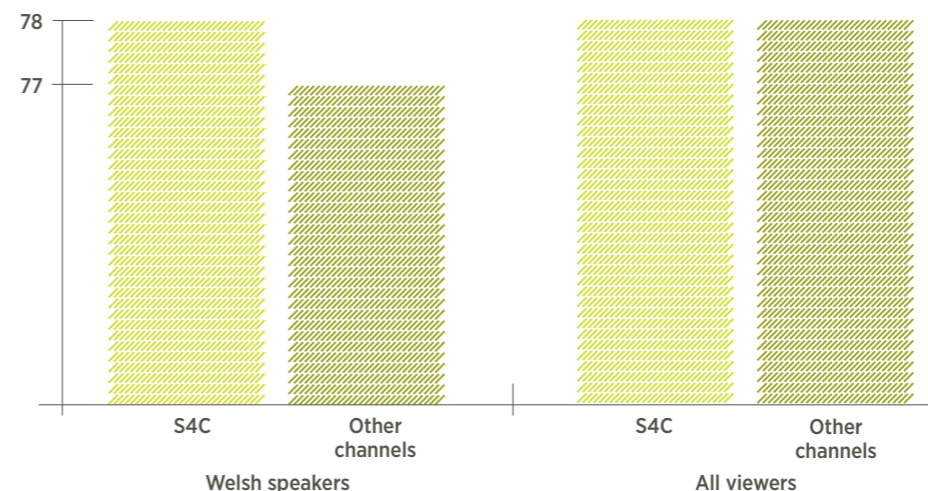
Nodir isod y rhaglenni sydd wedi derbyn sgôr AI o 80 neu fwy yn ystod 2012.

Rhaglen	Sgôr Gwerthfawrogiad (Siaradwyr Cymraeg)
Pethe: Y Babel Lën	91
Degawdau Dafydd Iwan	88
CWPAN LV: Scarlets v Gwyddelod Llundain	87
Cyngerdd yr Urdd	84
Cerdyn Nadolig Aled	84
Y Sioe 12 (rhaglenni'r prynhawn)	84
Y Sioe 12 (rhaglenni'r bore)	84
Cwpan LV : Gweilch v Dreigiau	84
Eisteddfod Yr Urdd 2012 (prynhawn)	84
999: Ambiwllans Awyr Cymru	83
Mamwlad	83
Lleisiau'r Ail Ryfel Byd	83
Antur Y Gorllewin	83
Y Sioe 12 (hwyr y nos)	83
Gwreiddiau: Murray the Hump	82
Ffermio	82
Y Clwb Rygbi	82
Alys	82
Yn Fyw o Acapela	82
Eisteddfod Yr Urdd 2012 (bore)	81
Teulu	81
Penawdau Newyddion (10yh-12yb)	81
Y Sioe 12 (uchafbwyntiau'r nos)	81
Cwpan Heineken	81
Llais I Gymru	81
Eisteddfod Yr Urdd 2012 (uchafbwyntiau hwyr y nos)	81
Dechrau Canu Dechrau Canmol	81
Cefn Gwlad	81
Pobol y Cwm Omnibws	80
Only Kids Aloud	80
Newyddion a Chwaraeon	80
Eisteddfod Yr Urdd 2012 (uchafbwyntiau'r nos)	80
Newyddion - Sul (prynhawn)	80
Rygbi: Awstralia v Cymru	80

(Ffynhonnell: Kantar Media)

Appreciation

- Appreciation of S4C's programmes amongst Welsh speakers to be as good as that of programmes by the other main public service broadcasters in Wales.
- S4C to be considered as "The Channel for Wales" with strengths over and above other channels when reflecting Wales and the Welsh people.



An appreciation measure of S4C's programmes is used as a means of measuring the quality of the service. This measure is referred to as an 'AI' ("Appreciation Index") - a score out of 100.

The AI measure gives a qualitative assessment of the performance of programmes on the television service, and assists the Authority in assessing the performance of S4C's service in its entirety and that of specific genres.

The discussions about S4C's content on digital platforms also give an indication of audience appreciation.

In 2012, S4C's Welsh language programmes achieved an average appreciation score of 78 amongst Welsh speakers, compared with a score of 77 for other channels (BBC1, BBC2 and ITV1 in Wales).

Amongst All Viewers the scores for S4C and other channels are equal with a score of 78.

Top appreciation scores for programmes in 2012

The list below notes the programmes that achieved an AI score of 80 or more during 2012.

Programme	Appreciation score (Welsh speakers)
Pethe: Y Babel Lën	91
Degawdau Dafydd Iwan	88
CWPAN LV: Scarlets v Gwyddelod Llundain	87
Cyngerdd yr Urdd	84
Cerdyn Nadolig Aled	84
Y Sioe 12 (afternoon programmes)	84
Y Sioe 12 (morning programmes)	84
Cwpan LV : Gweilch v Dreigiau	84
Eisteddfod Yr Urdd 2012 (afternoon)	84
999: Ambiwllans Awyr Cymru	83
Mamwlad	83
Lleisiau'r Ail Ryfel Byd	83
Antur Y Gorllewin	83
Y Sioe 12 (late evening)	83
Gwreiddiau: Murray the Hump	82
Ffermio	82
Y Clwb Rygbi	82
Alys	82
Yn Fyw o Acapela	82
Eisteddfod Yr Urdd 2012 (morning)	81
Teulu	81
Penawdau Newyddion (10pm-12am)	81
Y Sioe 12 (evening highlights)	81
Cwpan Heineken	81
Llais I Gymru	81
Eisteddfod Yr Urdd 2012 (late evening highlights)	81
Dechrau Canu Dechrau Canmol	81
Cefn Gwlad	81
Pobol y Cwm Omnibws	80
Only Kids Aloud	80
Newyddion a Chwaraeon	80
Eisteddfod Yr Urdd 2012 (evening highlights)	80
Newyddion - Sul (afternoon)	80
Rygbi: Awstralia v Cymru	80

(Source: Kantar Media)

6. S4C i gael ei ystyried fel “Y Sianel i Gymru”, gyda chryfderau uwchlaw sianeli eraill wrth adlewyrchu Cymru a’r Cymry.

Diben S4C yw i fod yng nghanol bywydau bob dydd pobl Cymru.

Mae gwaith ymchwil Tracio Delwedd S4C yn ystod 2012 yn cadarnhau fod S4C yn parhau i gael ei gweld fel “y Sianel i Gymru” gan ei gwylwyr.



Mae **80%** yn teimlo fod S4C yn “rhan o’u bywyd pob dydd” (cynnydd ar y **77%** a nododd hyn yn yr un cyfnod yn 2011)



Mae **70%** yn teimlo fod ganddynt gysylltiad efo S4C – llawer uwch nac unrhyw sianel arall a holwyd amdano.



Mae **92%** yn credu mai S4C yw’r sianel sydd orau wrth ddarlledu ac adlewyrchu Digwyddiadau yng Nghymru.



Mae **84%** yn credu fod S4C yn dangos “sut beth yw hi i fyw yng Nghymru”.



Mae **80%** yn dewis S4C fel sianel sy’n “adlewyrchu bywyd cyfoes Cymru” - yr un ganran ag sy’n dewis S4C fel sianel sy’n “adlewyrchu bywyd Cymru wledig”.



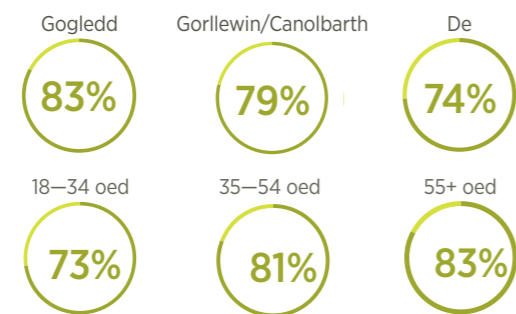
Mae **78%** yn dewis S4C fel sianel sy’n “dangos rhaglenni am fy rhan i o Gymru”.

- Mae yna hefyd gryfderau gan S4C llawer uwchlaw sianeli eraill yn y mathau canlynol o raglenni:
- Sianel sy’n dangos y chwaraeon gorau o Gymru
- Sianel sy’n dangos dogfennau perthnasol i bobl Cymru
- Sianel sy’n dangos y rhaglenni cerddorol gorau yng Nghymru
- Sianel sy’n dangos rhaglenni ffermio o safon uchel

Mae’r holl ystadegau uchod am adlewyrchu Cymru ymhell uwchlaw’r canrannau i sianeli eraill, ac yn adlewyrchu rôl unigryw y sianel.
(Ffynhonnell: SPA)



Mae’r gynulleidfa ar draws Cymru yn credu fod gan S4C rôl bwysig i’w chwarae yn eu bywydau: Mae gwylwyr sy’n siarad Cymraeg yn gweld S4C fel rhan o’u bywydau pob dydd



(Ffynhonnell: SPA)

6. S4C to be considered as “The Channel for Wales” with strengths over and above other channels when reflecting Wales and the Welsh people.

S4C’s mission is to be at the centre of the everyday lives of the people of Wales.

S4C’s Image Tracking research conducted during 2012 confirms that S4C continues to be seen as “the Channel for Wales” by its viewers.



80% feel that S4C is “part of their everyday lives” (an increase on the **77%** who reported this in the same period in 2011)



70% feel that they have a connection with S4C – far higher than any other channel asked about.



92% believe that S4C is the best channel for broadcasting and reflecting events in Wales.



84% believe that S4C shows “what it’s like to live in Wales”.



80% choose S4C as a channel that “reflects contemporary life in Wales” – the same percentage that choose S4C as a channel that “reflects life in rural Wales”.



78% choose S4C as a channel that “shows programmes about my part of Wales”.

- S4C also has strengths over and above other channels in the following programme genres:
- Channel that shows the best sport from Wales
- Channel that shows documentaries relevant to the people of Wales
- Channel that shows the best musical programmes in Wales
- Channel that shows quality farming programmes

All of the above statistics for reflecting Wales are far higher than the percentages for other channels, and reflect the channel’s unique role.
(Source: SPA)



The audience across Wales believes that S4C has an important role to play in their lives: Welsh Speaking Viewers see S4C as part of their everyday lives



(Source: SPA)

Effaith

7. S4C i gael effaith gadarnhaol ar ddatblygiad yr iaith Gymraeg ac ymwybyddiaeth pobl o ddiwylliant Cymru.
8. Gwerthfawrogiad a defnydd da o'r gwasanaethau ar gyfer plant.
9. Cael canfyddiad ymysg Dysgwyr o'r Gymraeg fod S4C yn darparu ar eu cyfer yn llwyddiannus gyda rhaglenni a gwasanaethau addas.

Mae'r cyfryngau torfol – y defnydd a wneir ohonynt, y safonau sy'n cael eu gosod a'u hyrwyddo ganddynt, ond hefyd y modd y byddwn yn rhyngweithio â nhw a'r prosesau cynhyrchu sy'n darparu ar eu cyfer – yn amlwg yn cael effaith sylweddol ar gymdeithas. Mae'r Awdurdod yn awyddus i sicrhau fod S4C yn cael effaith gadarnhaol ar fywyd Cymru mewn sawl ffordd benodol, sef mewn perthynas â datblygiad yr iaith Gymraeg, cael effaith gadarnhaol ar blant ac i fod yn gymorth i ddysgwyr y Gymraeg.

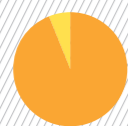
Mae gwerthuso'r effaith y mae cynnwys S4C yn ei gael yn asesiad ansoddol sy'n cymryd i ystyriaeth nifer o ffynonellau data. Nodir isod nifer o'r ffynonellau data y mae'r Awdurdod yn eu defnyddio er mwyn asesu effaith gwasanaethau S4C yn gyffredinol ac effaith S4C yng nghyd-destun y targedau penodol, a chanfyddiad yr Awdurdod o'r effaith yn ystod 2012.

Datblygiad yr iaith a diwylliant Cymru

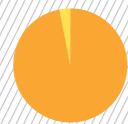
7. S4C i gael effaith gadarnhaol ar ddatblygiad yr iaith Gymraeg ac ymwybyddiaeth pobl o ddiwylliant Cymru.

Fel un o'r prif gyfryngau torfol Cymraeg, mae gan S4C ddyletswydd i gyfrannu tuag at ddatblygiad a dyfodol yr iaith Gymraeg. Mae bod yng nghanol bywydau bob dydd pobl Cymru a'r iaith Gymraeg yn rhan allweddol o weledigaeth S4C.

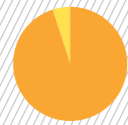
Cafwyd tystiolaeth yn ystod 2012 fod y gynulleidfa'n* teimlo fod S4C yn chwarae rhan bwysig yn eu defnydd a'u dealltwriaeth o'r iaith Gymraeg, a diwylliant Cymru yn ogystal. (*Diffinnir cynulleidfa S4C yn y cyd-destun hwn fel siaradwyr Cymraeg sy'n gwyllo S4C o leiaf unwaith yr wythnos)



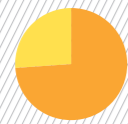
Mae 94% yn teimlo fod S4C yn cyfrannu tuag at ddiwylliant Cymru



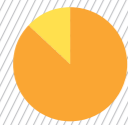
Mae 97% yn credu fod S4C yn "cadw'r iaith Gymraeg yn fyw"



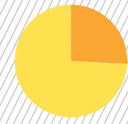
Mae 95% yn teimlo fod S4C yn "cefnogi'r iaith Gymraeg drwy ei rhaglenni a'i chynnwys"



Mae 74% yn credu fod S4C yn "gwneud i'r Gymraeg ddod yn fyw"



Mae 87% (ac 88% o'r Di-Gymraeg) yn credu fod S4C yn darparu gwasanaeth cefnogol da ar gyfer Dysgwyr



Ymysg y Di-Gymraeg - mae 26% yn dweud eu bod wedi dysgu geiriau neu ddywediadau Cymraeg trwy wyllo S4C.

(Ffynhonnell: SPA)

Impact

7. S4C to have a positive impact on the development of the Welsh language and people's awareness of the culture of Wales.
8. Appreciation and good use of the services for children.
9. Achieve a perception amongst those learning Welsh that S4C successfully provides appropriate programmes and services for them.

The mass media – the use made of them, the standards that are set and promoted by them, but also the way in which we interact with them and the production processes that provide for them – clearly have a significant impact on society. The Authority is eager to ensure that S4C has a positive impact on Welsh life in a number of specific ways, namely in relation to the development of the Welsh language, having a positive impact on children and supporting those who are learning Welsh.

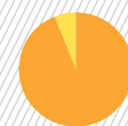
Evaluating the impact of S4C's content is a qualitative assessment, taking into consideration a number of data sources. A number of the sources used by the Authority to assess the impact of S4C's services in general and S4C's impact in the context of specific targets, together with the Authority's assessment of their impact in 2012 are noted below.

Development of the Welsh language and the culture of Wales

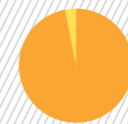
7. S4C to have a positive impact on the development of the Welsh language and people's awareness of the culture of Wales.

As one of the main mass media in the Welsh language, S4C has a duty to contribute to the development and future of the Welsh language. Being at the centre of the everyday lives of the people of Wales and the Welsh language is a key part of S4C's vision.

Research in 2012 notes that the audience* feels that S4C plays an important part in their use and their understanding of the Welsh language and the culture of Wales. (*S4C's audience within this context is defined as Welsh speakers who view S4C at least once a week)



94% feel that S4C contributes to the culture of Wales



97% believe that S4C "keeps the Welsh language alive"



95% feel that S4C "supports the Welsh language through its programmes and content"



74% believe that S4C "brings the Welsh language to life"



87% (and 88% of non-Welsh speakers) believe that S4C provides a good support service for Learners



Among non-Welsh speakers - 26% say that they have learned Welsh words or phrases by viewing S4C.

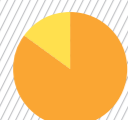
(Source: SPA)



Mae **63%** yn credu fod gan S4C raglenni sy'n gwthio'r ffiniau ac yn herio'r gynulleidfa



Mae **65%** yn credu fod gan S4C raglenni sy'n unigryw, a 46% yn teimlo ei fod yn sianel "sy'n dyfeisio syniadau newydd o ran rhaglenni" (y sgôr ail uchaf - ar ôl "teledu digidol" ar 52%)



Mae **85%** yn teimlo fod S4C wedi eu haddysgu mewn rhyw ffordd am Gymru a'i phobol



Mae **63%** yn meddwl fod gan S4C raglenni sy'n gwneud i bobl bwylio a meddwl



Mae **61%** yn dewis S4C fel "Sianel rwy'n ymddiried ynddi" - yr un lefel â BBC 1 Cymru (61% oedd y ganran uchaf yma)

(Ffynhonnell: SPA)



63% believe that S4C has programmes that push the boundaries and challenge the audience



65% believe that S4C has programmes that are unique, and 46% feel that it is a channel that "comes up with new ideas in terms of programmes" (the second highest score - after "digital television" at 52%)



85% feel that S4C has educated them in some way about Wales and its people



63% think that S4C has programmes that make people stop and think



61% choose S4C as a "Channel I trust" - the same level as BBC1 Wales (61% was the highest percentage here)

(Source: SPA)

Gwasanaethau Plant S4C

8. Gwerthfawrogiad a defnydd da o'r gwasanaethau ar gyfer plant.

Mae S4C yn cael ei gweld gan wylwyr Cymraeg i fod uwchlaw'r sianeli gwasanaeth cyhoeddus eraill yng Nghymru o ran bod yn sianel sydd ag ymrwymiad arbennig i raglenni plant (SPA, 2012). Mae gwybodaeth o'r panel ymateb yn 2012 hefyd yn ategu hyn, gan i raglenni plant S4C gael sgôr gwerthfawrogiad uwch na chyfartaledd y genre (81 v 78) (Ffynhonnell: Kantar Media). Mae gwaith ymchwil y flwyddyn hefyd yn nodi ymateb ffafriol iawn i'r gwasanaeth yn gyffredinol, gyda chanmoliaeth arbennig i effaith Cyw ar ddatblygiad iaith plant, safon y gwasanaeth a gwerthfawrogiad y gynulleidfa o gyfresi penodol megis Dwylo'r Enfys (Ceidiog).

Roedd ymwneud S4C a chymeriadau Cyw gyda'r gynulleidfa darged tu hwnt i'r sgrin deledu'n bwysig iawn unwaith eto yn 2012. Mae cymeriadau Cyw i'w gweld yn flynyddol yn Eisteddfod yr Urdd a'r Eisteddfod Genedlaethol, mae Sioe Nadolig Cyw yn teithio i leoliadau ledled Cymru bob Rhagfyr ac mae'r cymeriadau

hefyd i'w gweld yn aml mewn gweithgareddau a drefnir gan Fentrau Iaith ar hyd a lled Cymru. Fe ddaeth dros 8,000 o blant a rhieni i weld sioe deithiol Nadolig Cyw ac amcangyfrifir bod 4,815 wedi mynychu sioeau Cyw a Tag a'r sesiynau darllen stori (mewn partneriaeth gyda Gwasg Gomer a'r Mudiad Meithrin) yn Eisteddfod yr Urdd yn Eryri. Yn ystod yr Eisteddfod Genedlaethol ym Mro Morgannwg, daeth 5,476 i'r sesiynau ar gyfer plant.

Oherwydd cyfyngiadau ariannol, ni lwyfannwyd Sioe Cyw yn y Sioe Amaethyddol ym mis Gorffennaf, a chafwyd ymateb siomedig gan nifer o ddilynwyr Cyw. Mae'r sefyllfa ariannol bresennol yn golygu bod yn rhaid gwneud penderfyniadau anodd ar adegau, a phenderfyniadau fydd yn siomi nifer o gynulleidfa S4C. Wedi dweud hynny, mae'r Awdurdod yn awyddus i S4C ystyried a oes modd parhau i warchod darpariaeth Cyw, gan gynnwys sioeau mewn digwyddiadau cenedlaethol megis y Sioe Frenhinol yn y dyfodol.

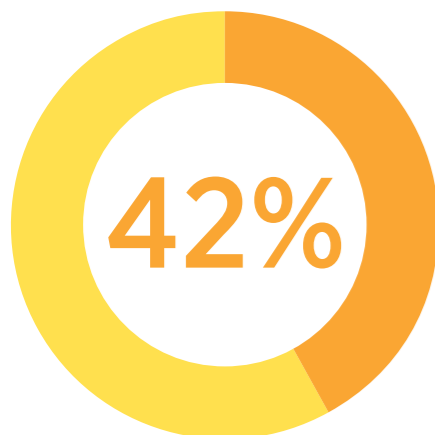
Mae'r ymwneud â gwasanaeth Stwnsh hefyd yn galonogol, gyda 8,437 o gysylltiadau a cheisiadau ar gyfer cystadlaethau Stwnsh yn ystod 2012. Bu hefyd nifer o weithgareddau marchnata cymunedol ar gyfer rhaglenni i blant a phobl ifanc drwy gydol y flwyddyn - gan gyrraedd dros 18,000 o bobl ledled Cymru.



Cyrrhaeddiad y gwasanaethau i Blant

185,000 yn gwyllo Cyw bob mis (mae'r ffigur hwn yn cyfeirio at wylwyr dros 4 oed, ac felly ddim yn cynnwys nifer o wylwyr o fewn cynulleidfa darged Cyw)

Roedd dros 185,000 o bobol yn gwyllo gwasanaeth Cyw yn fisol yn y DU yn 2012, ac 117,000 yn gwyllo'r gwasanaeth ar gyfer plant dros 6 oed.



Defnydd ar-lein o Wasanaethau Plant

Mae rhaglenni plant ar Clic yn llwyddo i ddenu nifer sylweddol o sesiynau gwyllo. Yn 2012 roedd y nifer o sesiynau gwyllo wedi cynyddu i 890,148 (2011 - 797,192). Roedd ffigur 2012 yn cyfateb i 42% o'r holl sesiynau gwyllo i raglenni ar-alw Clic. Mae hyn yn awgrymu fod y gynulleidfa darged yn gwneud defnydd o gynnwys ar lwyfannau digidol.

Sesiynau Gwyllo Rhaglenni Plant yn 42% o holl sesiynau Ar-Alw Clic

S4C's Services for Children

8. Appreciation and good use of the services for children.

S4C is rated higher by Welsh speaking viewers than other public service broadcasters in Wales as a channel with a special commitment to children's programmes (SPA, 2012). Information from S4C's response panel in 2012 also supports this, as S4C's programmes for children achieved a higher appreciation score than the average for the genre (81 v 78) (Source: Kantar Media). Research during the year also indicates a very favourable response to the service in general, with particular praise for the impact of Cyw on children's language development, the standard of the service and audience appreciation of specific series such as Dwylo'r Enfys.

S4C and Cyw characters' engagement with the target audience beyond the television screen was very important once again in 2012. The Cyw characters are a perennial feature at the Urdd Eisteddfod and the National Eisteddfod, and Sioe Nadolig Cyw travels to locations all over Wales every December and the characters are often to be seen at activities organised by the

Welsh Mentrau Iaith initiatives all over Wales. Over 8,000 children and parents came to see the Cyw Christmas roadshow and an estimated 4,815 people attended Cyw and Tag shows and the story telling sessions (in partnership with Gwasg Gomer press and Mudiad Meithrin) in the Urdd Eisteddfod in Eryri. During the National Eisteddfod in the Vale of Glamorgan, 5,476 came to the sessions for children.

Due to financial constraints, Sioe Cyw was not staged at the Royal Welsh Show in July, and many Cyw followers voiced their disappointment about this. The current financial situation means that difficult decisions, and decisions that will disappoint many members of S4C's audience, have to be taken at times. Having said that, the Authority is eager for S4C to consider whether it is possible to continue to safeguard the Cyw provision, including shows at national events such as the Royal Welsh Show in the future.

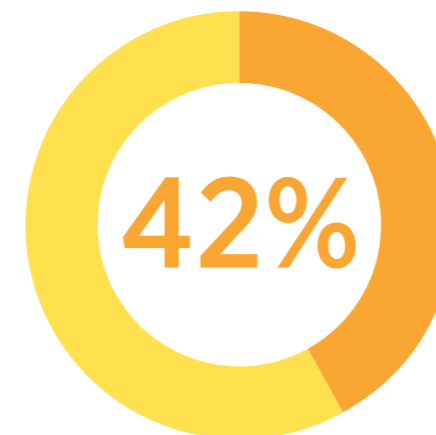
The engagement with the Stwnsh service is also encouraging, with 8,437 contacts and entries to Stwnsh competitions during 2012. A number of community marketing activities for children and young people's programmes also took place throughout the year - reaching over 18,000 people across Wales.



Reach of the Children's services

185,000 viewing Cyw every month (this figure refers to viewers over 4 years old, and therefore doesn't include a number of viewers within the target audience for Cyw)

Over 185,000 people viewed the Cyw service every month in the UK in 2012, and 117,000 viewed the service for children over 6 years old.



Online usage of Children's Services

Children's programmes on Clic succeed in drawing a significant number of viewing sessions. In 2012 the number of viewing sessions had increased to 890,148 (2011 - 797,192). The 2012 figure equated to 42% of all viewing sessions to Clic on-demand programmes. This suggests that the target audience makes use of content on digital platforms.

Viewing Sessions for Children's Programmes account for 42% of all Clic On-demand sessions

S4C yn darparu ar gyfer Dysgwyr

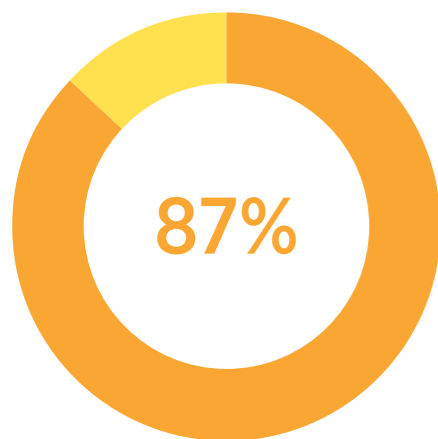
9. Cael canfyddiad ymysg Dysgwyr o'r Gymraeg fod S4C yn darparu ar eu cyfer yn llwyddiannus gyda rhaglenni a gwasanaethau addas.

Mae gwaith ymchwil a gyflawnwyd yn ystod 2012 (arolwg meintiol, gyda dros 400 o atebion) ymysg dysgwyr sy'n defnyddio gwasanaeth S4C yn nodi bod dysgwyr yn gwerthfawrogi'r ddarpariaeth ar eu cyfer, gydag ymateb manwl a phositif i Hwb a cariad@iaith, ac ymateb cadarnhaol i wasanaethau dysgwyr S4C yn gyffredinol.

Mae'r ymchwil yn awgrymu bod amser darlledu rhaglenni yn llai pwysig i ddysgwyr gan eu bod yn fwy tebygol o recordio neu wyllo rhaglenni ar Clic. Mae'r ddarpariaeth ar gyfer dysgwyr yn bwnc sy'n cael ei drafod yn rheolaidd yn ystod Nosweithiau Gwylwyr S4C drwy'r flwyddyn, ac mae'r adborth a dderbynnir yn ategu ffrwyth yr ymchwil meintiol am ganfyddiad a gwerthfawrogiad o'r ddarpariaeth.

Mae **87%** o'r gynulleidfa sy'n siarad Cymraeg (ac 88% o'r Di-Gymraeg) yn credu fod S4C yn darparu gwasanaeth cefnogol da ar gyfer Dysgwyr

(Ffynhonnell: SPA)



S4C providing for Learners

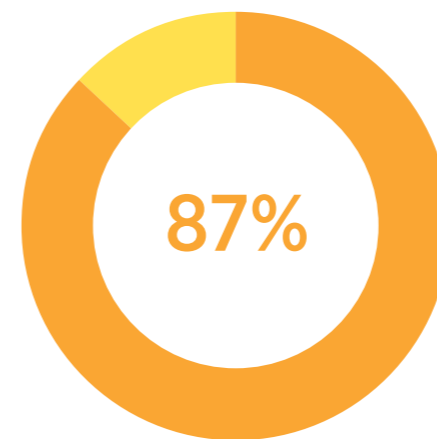
9. Achieve a perception amongst those learning Welsh that S4C successfully provides appropriate programmes and services for them.

Research conducted during 2012 (quantitative survey, with over 400 responses) among learners who use S4C's service indicates that learners appreciate the provision for them, with a detailed and positive response to Hwb and cariad@iaith, and a positive response to S4C's services for learners in general.

The research suggests that the programme transmission time is less important to learners since they are more likely to record programmes or view them on Clic. The provision for learners is a subject that is regularly discussed during S4C Viewers' Evenings throughout the year, and the feedback received supports the results of the quantitative research about perception and appreciation of the provision.

87% of the Welsh speaking audience (and 88% of non-Welsh speakers) believe that S4C provides a good support service for Learners

(Source: SPA)



Gwranddo ar ein Gwylwyr

Mae sicrhau trafodaeth a pherthynas reolaidd gyda'r gynulleidfa yn bwysig iawn i waith yr Awdurdod, ac mae cyfleoedd ar gael drwy gydol y flwyddyn i ymwneud ag S4C.

Yn ystod 2012 cynhaliwyd nifer sylweddol o weithgareddau cymunedol ledled Cymru er mwyn rhoi cyfle i'r gynulleidfa fod yn rhan o arlwy S4C ac er mwyn rhoi cyfle i fynegi barn am wasanaeth S4C.

Mae tîm Gwifren Gwylwyr S4C yn gweithio yn swyddfa S4C yng Nghaernarfon bob dydd o'r flwyddyn, ac yn ystod 2012 fe gysylltodd dros 6,000 o bobl ag S4C drwy gyfrwng y Wifren. Mae'r tîm yn darparu crynodeb o'r sylwadau ar gyfer swyddogion ac Aelodau'r Awdurdod.

Mae Nosweithiau Gwylwyr yn chwarae rhan bwysig yng ngweithgareddau cyfathrebu S4C, ac yn ystod y flwyddyn cynhaliwyd nosweithiau gwylwyr yn Sir Benfro, Sir Drefaldwyn, Pontardawe ac yn Eisteddfod Genedlaethol Bro Morgannwg. Ar gyfartaledd, daeth tua 80 o aelodau'r cyhoedd i bob un o'r rhain.

Fe gynhaliwyd grwpiau Panel Pobl gan gwmni Beaufort Research ganol y flwyddyn ac roedd yr ymateb yn ffafriol ar y cyfan i raglenni ac amserlen S4C.

Yn ystod 2012, cafwyd

- **6,292** cysylltiad gyda Gwifren Gwylwyr dros y flwyddyn.

- **8,140** o bleidleisiau i Cân i Gymru ar Ddydd Gŵyl Dewi.

- **Dros 95,000** o geisiadau i gystadlaethau, a phleidleisiau a chyfarfychion ar draws nifer eang o raglenni yn ystod y flwyddyn.*

*raglenni - Wedi 3, Wedi 7, Heno, Prynawn Da, Pen8Nos, Pen-blwydd S4C yn 30, Rygbi, Ffermio, Fferm Ffactor, Rasmus, Pethe, Byw yn yr Ardd, Sam ar y Sgrin, Tywydd.

- **8,825** o gysylltiadau ac ymgeision i gystadlaethau Stwnsh.

- **4,815** o bobl wedi mynychu sioeau Cyw a Tag, a sesiynau darllen stori (mewn partneriaeth gyda Gwasg Gomer a Mudiad Meithrin) yn Eisteddfod yr Urdd yn Eryri.

Yn ystod yr Eisteddfod Genedlaethol ym Mro Morgannwg, daeth **5,476** ynghyd i'n sesiynau ar gyfer plant.

- **8,002** o bobl wedi mynychu sioeau Nadolig Cyw.

- Gweithgareddau marchnata cymunedol wedi denu **18,189** o bobl ledled Cymru.

Listening to our Viewers

Ensuring a regular dialogue and relationship with the audience is very important to the work of the Authority, and opportunities are available throughout the year to engage with S4C.

During 2012 a considerable number of community events were held across Wales to give the audience an opportunity to be involved in S4C's provision and a chance to voice their opinions about S4C's service.

The Gwifren Gwylwyr (Viewers' Hotline) team works in S4C's office in Caernarfon every day of the year. In 2012, more than 6,000 people contacted S4C through Gwifren Gwylwyr. The Gwifren team prepares a summary of comments received for officials and members of the Authority.

Viewers' evenings play an important part within S4C's communication activities and, during the year, viewers' evenings were held in Pembrokeshire, Montgomeryshire, Pontardawe and at the Vale of Glamorgan National Eisteddfod. On average, 80 members of the public attended every event.

Beaufort Research held People's Panel groups mid-way through the year and the response to S4C's programmes and schedule was favourable on the whole.

In 2012, there were

- **6,292** contacts with Gwifren Gwylwyr over the year.

- **8,140** votes for Cân i Gymru on St David's Day.

- **Over 95,000** entries to competitions, and votes and greetings across a wide range of programmes during the year.*

*programmes - Wedi 3, Wedi 7, Heno, Prynawn Da, Pen8Nos, Pen-blwydd S4C yn 30, Rygbi, Ffermio, Fferm Ffactor, Rasmus, Pethe, Byw yn yr Ardd, Sam ar y Sgrin, Tywydd.

- **8,825** contacts and entries to competitions on Stwnsh.

- **4,815** visitors to Cyw and Tag shows, and story telling sessions (in partnership with Gwasg Gomer press and Mudiad Meithrin) at the Urdd Eisteddfod in Snowdonia.

During the National Eisteddfod in the Vale of Glamorgan, **5,476** came along to our sessions for children.

- **8,002** attended the Cyw Christmas shows.

- Community marketing activities drew in **18,189** people all over Wales.

Gwobrau ac Enwebiadau

Enillodd rhaglenni S4C nifer o wobrau ac enwebiadau mewn seremonïau cenedlaethol a rhyngwladol yn ystod 2012.

Mae enmill, neu dderbyn enwebiad ar gyfer gwobr yn arwydd o werthfawrogiad o fewn y diwydiant teledu am ansawdd y rhaglenni a gynhyrchir gan y cwmnïau cynhyrchu annibynnol ar gyfer S4C.

Enwebiadau a Gwobrau

Gŵyl Cyfryngau Celtaidd 2012
GWOBRAU
Gwobr y Rheithgor
Burton: Y Gyfrinach? (Green Bay Media)
Ymgyrch Farchnata
Rapsgaliwn / Mistar Urdd (Hyrwyddiad) (S4C)

Enwebiadau a Gwobrau

ENWEBIADAU
Animeiddio
Y Teulu Tomos (Griffilms)
Cyfres Ddrama
Alys (Apollo)
Addysg
Rhyfedd-Od (Cwmni Da)
Adloniant Ffeithiol
Cariad@Iaith (Fflic)
Ffilm Hir
Burton: Y Gyfrinach? (Green Bay Media)
Patagonia (Malacara)
Plant
Jac Russell (Boomerang Plus)
Adloniant
Côr Cymru 2011 (Rondo Media)
Wil a Cêt (Cwmni Da)
Chwaraeon
Ras yn Erbyn Amser - Yr Arctig (P.O.P1)
Pobl Ifanc
Dim Byd (Cwmni Da)
Gwobr Kieran Hegarty ar gyfer Rhyngweithio
Y Goeden Greu (BBC Cymru)

Gwobrau Broadcast Digital 2012
ENWEBIADAU
Newyddion neu Faterion Cyfoes
Joe a Ruby (Chwarel)
Y Sianel Blant Orau
Cyw (S4C / Boomerang Plus)

BAFTA Cymru 2012
GWOBRAU
Cyfres Ffeithiol
Ras yn Erbyn Amser (P.O.P1)
Rhaglen Gerddoriaeth ac Adloniant
Bandit (Boomerang Plus)
Dylunio Cynhyrchiad
Gerwyn Lloyd - Alys (Teledu Apollo)
Sain
Simon Fraser - Patagonia (Malacara)
Golygu: Ffuglen
Mali Evans - Patagonia (Malacara)
Ffotograffiaeth a Goleuo
Huw Talffryn Walters - Burton: Y Gyfrinach? (Green Bay)
Cyflwynydd
Lowri Morgan – Ras yn Erbyn Amser (P.O.P1)
Ffotograffiaeth Ffeithiol
Garry Wakeham - Llwybr yr Arfordir (Teledu Apollo)
Coluro a Gwallt
Jo Evans – Patagonia (Malacara)
Rhaglen Blant
Barry Jones - Dim Byd (Cwmni Da)
Sylw’r Newyddion
Rhian Jardine - Newyddion 9/11 (BBC Cymru)
Dylunio Graffeg
Newid Byd (Rough Collie)
Cyfarwyddwr: Ffuglen
Marc Evans - Patagonia (Malacara)

ENWEBIADAU
Cyfarwyddwr: Ffeithiol
Cegin Cofi (Cwmni Da)
Dylunio Cynhyrchiad
Gwaith/Cartref (Fiction Factory)
Ffilm Nodwedd/Teledu
Burton: Y Gyfrinach? (Green Bay Media)
Patagonia (Malacara)

Ffotograffiaeth a Goleuo
Alys (Teledu Apollo)
Golygu: Ffuglen
Gwaith/Cartref (Fiction Factory)
Cerddoriaeth Wreiddiol
Alys (Teledu Apollo)
Ffotograffiaeth Ffeithiol
Ras yn Erbyn Amser (P.O.P1)
Golygu: Ffeithiol
Ras yn Erbyn Amser (P.O.P1)
Coluro a Gwallt
Gwaith/Cartref (Fiction Factory)
Dylunio Gwisgoedd
Burton: Y Gyfrinach? (Green Bay Media)
Gwaith/Cartref (Fiction Factory)
Awdur
Alys (Teledu Apollo)
Gwobr Gwyn Alf Williams
Wyneb Glyndwr (Wild Dream)
Gwobr Torri Drwodd
Gwlad yr Astra Gwyn (Rondo)
Rhaglen Chwaraeon
Gary Speed: Teyrnged (Rondo)
‘Sgota gyda Julian Lewis Jones – (Telesgop)
Dogfen Sengl
Joe a Ruby (Chwarel)
Materion Cyfoes
Taro 9 Llofruddiaethau Llangolman (BBC Cymru)

Dylunio Graffeg
Cwpan Rygbi’r Byd S4C (Rough Collie / Tim Hyrwyddo S4C)
Drama Deledu
Gwaith/Cartref (Fiction Factory)
Cyfarwyddwr: Ffuglen
Alys (Teledu Apollo)
Actor
Burton: Y Gyfrinach? (Green Bay Media)
Actores
Gwaith/Cartref (Fiction Factory)

EBU Connect 2012
ENWEBIAD
Hyrwyddiad Chwaraeon Gorau
Cwpan Rygbi’r Byd 2011 (S4C)

Gwobrau Cyfryngau Mind 2012
ENWEBIAD
Sebon
Pobol y Cwm (BBC Cymru)

Gwobrau BAFTA Plant 2012
ENWEBIADAU
Sianel y Flwyddyn
Cyw (S4C / Boom Pictures Cymru)
Cwmni Cynhyrchu Annibynnol
Boom Pictures Cymru

Gwobrau Rhaglen Y Gymdeithas Deledu Frenhinol 2012
ENWEBIADAU
Dogfen Sengl
Fy Chwaer a Fi (Bulb Films, rhan o Boom Pictures Cymru)
Drama Plant
Teulu Tŷ Crwn (Apollo / Fflic, rhan o Boom Pictures Cymru)

Gŵyl Gwobrau Teledu a Ffilm Ryngwladol Efrog Newydd 2013
GWOBRAU
Achosion Dynol (Gwobr Aur)
Fy Chwaer a Fi (Bulb Films, rhan o Boom Pictures Cymru)

Gwobrau Kidscreen, Efrog Newydd 2013
ENWEBIADAU

Gwefan Orau i gyd-fynd â Rhaglen (0 to 5)
Cyw (gwefan) (Boom Plant, rhan o Boom Pictures Cymru / Cube)
Ffilm Deledu neu Raglen Unigryw Arbennig (0 to 5)
Y Raplyfr Coll (Fflic, rhan o Boom Pictures Cymru)

Gŵyl Cyfryngau Celtaidd 2013
GWOBRAU

Adloniant
Jonathan: Pencampwriaeth y Chwe Gwlad (Avanti)
Cyfres Ddrama
Gwaith/Cartref (Fiction Factory)
Pobl Ifanc
Gwlad yr Astra Gwyn (Rondo)
Cyfres Ffeithiol
Tai Bach y Byd (Cwmni Da)

ENWEBIADAU
Materion Cyfoes
Y Byd ar Bedwar: Chwilio am April (ITV Cymru)
Plant
Abadas (Dinamo)
Ail Sgrin
Y Liff t (Boom Kids, rhan o Boom Pictures Cymru)
Animeiddio
Calon Cartŵn (Griffilms)
Celf
Afal Drwg Adda (Cwmni Da)
App Gorau
Y Tywydd (Tinopolis)

Gwobrau BANFF Rockie 2013
ENWEBIAD
Rhaglenni Plant (2+) - Ffeithiol
Dwylo’r Enfys (Ceidiog Cyf)

EBU Connect 2013
ENWEBIADAU
Hyrwyddiad Newyddion neu Faterion Cyfoes
Hyrwyddiad O’r Galon (S4C)
Hyrwyddiad Adloniant
Hyrwyddiad Cystadleuaeth Cantorion Cymreig (S4C)

Awards and Nominations

S4C’s programmes won a number of awards and nominations in national and international ceremonies in 2012.

Enwebiadau a Gwobrau

Winning or being nominated for an award is an indication of recognition within the television industry of the quality of programmes produced by independent companies for S4C.

Enwebiadau a Gwobrau

Celtic Media Festival 2012
AWARDS
Jury Award
Burton: Y Gyfrinach? (Green Bay Media)
Marketing Campaign
Rapsgaliwn / Mistar Urdd (Promo) (S4C)

NOMINATIONS
Animation
Y Teulu Tomos (Griffilms)
Drama Series
Alys (Apollo)
Education
Rhyfedd-Od (Cwmni Da)
Factual Entertainment
Cariad@Iaith (Fflic)
Feature Length Drama
Burton: Y Gyfrinach? (Green Bay Media)
Patagonia (Malacara)
Children
Jac Russell (Boomerang Plus)
Entertainment
Côr Cymru 2011 (Rondo Media)
Wil a Cêt (Cwmni Da)
Sport
Ras yn Erbyn Amser - Yr Arctig (P.O.P1)
Young People
Dim Byd (Cwmni Da)
Kieran Hegarty Award for Interactivity
Y Goeden Greu (BBC Cymru)

Broadcast Digital Awards 2012
NOMINATIONS
News or Current Affairs
Joe a Ruby (Chwarel)
Best Children’s Channel
Cyw (S4C / Boomerang Plus)

BAFTA Cymru 2012
AWARDS
Factual Series
Ras yn Erbyn Amser (P.O.P1)
Music and Entertainment Programme
Bandit (Boomerang Plus)
Production Design
Gerwyn Lloyd - Alys (Teledu Apollo)

Sound
Simon Fraser - Patagonia (Malacara)
Editing: Fiction
Mali Evans - Patagonia (Malacara)
Photography and Lighting
Huw Talffryn Walters - Burton: Y Gyfrinach? (Green Bay)
Best Presenter
Lowri Morgan – Ras yn Erbyn Amser (P.O.P1)
Factual Photography
Garry Wakeham - Llwybr yr Arfordir (Teledu Apollo)
Hair and Make-Up
Jo Evans – Patagonia (Malacara)
Children’s Programme
Barry Jones - Dim Byd (Cwmni Da)
News Coverage
Rhian Jardine - Newyddion 9/11 (BBC Cymru)
Graphic Design
Newid Byd (Rough Collie)
Director: Fiction
Marc Evans - Patagonia (Malacara)

NOMINATIONS
Director: Factual
Cegin Cofi (Cwmni Da)
Production Design
Gwaith/Cartref (Fiction Factory)
Feature / Television Film
Burton: Y Gyfrinach? (Green Bay Media)
Patagonia (Malacara)

Photography & Lighting
Alys (Teledu Apollo)
Editing: Fiction
Gwaith/Cartref (Fiction Factory)
Original Music
Alys (Teledu Apollo)
Photography Factual
Ras yn Erbyn Amser (P.O.P1)

Editing: Factual
Ras yn Erbyn Amser (P.O.P1)
Make-Up and Hair
Gwaith/Cartref (Fiction Factory)
Costume Design
Burton: Y Gyfrinach? (Green Bay Media)
Gwaith/Cartref (Fiction Factory)
Author
Alys (Teledu Apollo)
Gwyn Alf Williams Award
Wyneb Glyndwr (Wild Dream)
Breakthrough Award
Gwlad yr Astra Gwyn (Rondo)
Sport Programme
Gary Speed: Teyrnged (Rondo)
‘Sgota gyda Julian Lewis Jones – (Telesgop)

Single Documentary
Joe a Ruby (Chwarel)
Current Affairs
Taro 9 Llofruddiaethau Llangolman (BBC Cymru)
Graphic Design
Cwpan Rygbi’r Byd S4C (Rough Collie / S4C Promos Team)
Television Drama
Gwaith/Cartref (Fiction Factory)
Director: Fiction
Alys (Teledu Apollo)
Actor
Burton: Y Gyfrinach? (Green Bay Media)
Actress
Gwaith/Cartref (Fiction Factory)

EBU Connect 2012
NOMINATION
Best Sport Promotion
Cwpan Rygbi’r Byd 2011 (S4C)

Mind Media Awards 2012
NOMINATION
Soaps
Pobol y Cwm (BBC Cymru)

BAFTA Children’s Awards 2012
NOMINATIONS
Channel of the Year
Cyw (S4C / Boom Pictures Cymru)
Independent Production Company
Boom Pictures Cymru

Royal Television Society Programme Awards 2012
NOMINATIONS
Single Documentary
Fy Chwaer a Fi (Bulb Films, part of Boom Pictures Cymru)
Children’s Drama
Teulu Tŷ Crwn (Apollo / Fflic, part of Boom Pictures Cymru)

New York Festivals International Television & Film Awards 2013
AWARDS
Human Concerns (World Gold Medal)
Fy Chwaer a Fi (Bulb Films, part of Boom Pictures Cymru)

Kidscreen Awards, New York 2013
NOMINATIONS
Best Companion Website (0 to 5)
Cyw (website) (Boom Kids, part of Boom Pictures Cymru / Cube)
Best One-Off, Special or TV Movie (0 to 5)
Y Raplyfr Coll (Fflic, part of Boom Pictures Cymru)

Celtic Media Festival 2013
AWARDS
Entertainment
Jonathan: Pencampwriaeth y Chwe Gwlad (Avanti)

Drama Series
Gwaith Cartref (Fiction Factory)
Young People
Gwlad yr Astra Gwyn (Rondo)
Factual Series
Tai Bach y Byd (Cwmni Da)

NOMINATIONS
Current Affairs
Y Byd ar Bedwar: Chwilio am April (ITV Cymru)

Children
Abadas (Dinamo)
Second Screen
Y Liff t (Boom Kids, part of Boom Pictures Cymru)
Animation
Calon Cartŵn (Griffilms)
Arts
Afal Drwg Adda (Cwmni Da)
Best App
Y Tywydd (Tinopolis)

BANFF Rockie Awards 2013
NOMINATION
Children Programmes (2+) - Non-Fiction
Dwylo’r Enfys (Ceidiog Cyf)

EBU Connect 2013
NOMINATIONS
Best News or Current Affairs Promo
O’r Galon Promotion (S4C)
Best Entertainment Promo
Cystadleuaeth Cantorion Cymreig (S4C)

Awdurdod S4C

Mae Awdurdod S4C yn gorff cyhoeddus annibynnol. Mae'n gyfrifol am ddarparu gwasanaethau rhaglenni teledu yn yr iaith Gymraeg. Yr Awdurdod sy'n atebol am yr hyn sy'n cael ei ddarlledu ar S4C ac am sicrhau fod y sianel yn cael ei rheoli'n gywir.

Mae rolau allweddol yr Awdurdod yn cynnwys:

- goruchwylïo, cymeradwyo a chraffu rheolaeth gywir S4C

- sicrhau fod S4C yn darparu gwasanaethau teledu S4C

- gweithredu fel corff cyhoeddus

- gweithredu fel rheolydd wrth ymdrin â materion penodol

- paratôi Adroddiad a Chyfrifon Blynyddol.

Cyfrifoldeb y Prif Weithredwr, swyddogion a staff S4C ydi rheoli a chynnal S4C o ddydd i ddydd. Mae'r cyfrifoldeb hwn yn cynnwys darparu gwasanaethau teledu S4C. Nid yw'r Awdurdod yn ymwneud â phenderfyniadau sy'n cael eu gwneud o ddydd i ddydd. Yn benodol, nid yw'r Awdurdod yn ymwneud ag unrhwy benderfyniadau comisiynu neu benderfyniadau golygyddol. Mae'r arfer yma wedi bodoli er 1982, ac mae'n parhau i gynnal annibyniaeth yr Awdurdod. Mae'n sicrhau ei fod yn cael ei gadw hyd braich o benderfyniadau sy'n cael eu gwneud gan y swyddogion, yn arbennig, felly, ynglŷn â chynnwys rhaglenni.

Mae gan yr Awdurdod gyfrifoldeb statudol i ganfod y farn gyhoeddus am y rhaglenni sy'n cael eu darlledu ar S4C ynghyd ag effeithiau rhaglenni ar agwedd ac ymddygiad y gwylwyr ac yn ogystal y math o raglenni y byddai aelodau'r cyhoedd yn dymuno eu gweld ar S4C. Mae'r Awdurdod hefyd yn gyfrifol am sicrhau bod darpariaethau priodol yn bodoli er mwyn galluogi gwylwyr i gwyno i S4C am raglenni'r sianel.

Mae dyletswyddau'r Awdurdod wedi eu nodi mewn statud yn Neddŷ Gyfathrebiadau 2003 a Deddfau Darlledu 1990 a 1996.

Ceir rhagor o wybodaeth am waith yr Awdurdod a'r drefn lywodraethiant gorfforaethol yn y Datganiad Ariannol.

Aelodau'r Awdurdod

Mae aelodau'r Awdurdod yn cael eu penodi gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon yn dilyn ymgynghori gyda Swyddfa Cymru, Llywodraeth Cymru ac Ymddiriedolaeth y BBC. Hysbysebïr swyddi ar yr Awdurdod yn gyhoeddus, ac mae'r penodiadau yn cael eu gwneud yn dilyn trefn penodiadau cyhoeddus.

Huw Jones
Tymor aelodaeth: 08.06.2011 - 07.06.2015

Cyn ganwr a darlledwr, un o sylfaenwyr Cwmni Recordiau Sain a rheolwr y cwmni hyd at 1981. Cyd-sefydlodd un o'r cwmnïau teledu annibynnol cyntaf, Teledu'r Tir Glas a'r cwmni adnoddau Barcud, ac roedd yn Gadeirydd y cwmni hwnnw rhwng 1981-1993. Roedd yn Brif Weithredwr S4C rhwng 1994 a 2005. Mae nawr yn Gadeirydd Portmeirion Cyf., yn aelod o Gyngor yr RSPB, yn Is-Gadeirydd Canolfan Iaith Nant Gwrtheyrn ac yn Ymddiriedolwr y Gymdeithas Deledu Frenhinol.

Dr Carol Bell
Tymor aelodaeth: 17.09.12 - 16.09.16

Ar ôl cychwyn ei gyrfa ym myd olew a nwy, datblygodd gyrfa Carol Bell ym myd bancio gyda JP Morgan a Chase Manhattan cyn symud o'r ddinas i gwblhau doethuriaeth am archaeoleg masnach hynafol yn Nwyrain ardal Môr y Canoldir yn 2000. Ers cwblhau ei doethuriaeth yn 2005 mae wedi datblygu ystod o ddiddordebau busnes ac elusenol ac mae'n aelod o nifer o fyrddau cwmnïau a sefydliadau.

John Davies
Tymor aelodaeth: 01.04.2010 – 31.03.2014

Mae'r Cynghorydd John Davies yn amaethwr ac yn gyn-arweinydd Cyngor Sir Benfro. Bu'n Arweinydd Cymdeithas Llywodraeth Leol Cymru rhwng 2008 a 2012 ac mae'n Gadeirydd Bwrdd rheoli y Sioe Amaethyddol yn Llanelwedd.

Aled Eirug
Tymor aelodaeth: 17.09.12 – 16.09.16

Roedd Aled yn newyddiadurwr ac uwch-reolwr gyda HTV a'r BBC am 25 mlynedd, cyn iddo symud i faes gwleidyddiaeth gan wasanaethu fel cynghorydd cyfansoddiadol Llywydd Cynulliad Cenedlaethol Cymru rhwng 2006 a 2011. Mae hefyd wedi gwasanaethu fel ymgynghorydd arbennig i Weinidog Addysg a Sgiliau Llywodraeth Cymru. Mae'n gadeirydd Pwyllgor Ymgynghorol Cymru y Cyngor Prydeinig, ac yn aelod o Fwrdd Ymgynghorol Cymru Nominet.

Dr Glenda Jones
Tymor aelodaeth: 01.04.2010 – 31.03.2014

Fe weithiodd Glenda i'r BBC ac yn y sector annibynnol am 20 mlynedd. Am 10 mlynedd roedd yn Gynhyrchydd / Uwch Gynhyrchydd Pobol y Cwm ac yna'n Brif Gynorthwy-ydd Rheolwr BBC Cymru. Bu'n aelod o Bwyllgor Rheoli BAFTA Cymru am chwe blynedd - dwy ohonynt fel Cadeirydd y Pwyllgor. Mae'n Gadeirydd Ymddiriedolwyr Cronfa Goffa Ryan Davies, yn Arolygydd Lleyg i Estyn ac yn Ymddiriedolwr yr Amgueddfa Genedlaethol.

Marian Wyn Jones
Tymor aelodaeth: 08.11.12 – 07.11.16

Roedd Marian yn Bennaeth canolfan y BBC yng Ngogledd Cymru am bymtheg mlynedd. Mae'n newyddiadurwraig brofiadol sydd wedi gweithio ar ystod eang o raglenni teledu a radio yng Nghymru ac ar rwydwaith y BBC. Mae'n gweithio bellach fel ymgynghorydd cyfryngau ac mae ganddi ystod o ddiddordebau busnes ac elusenol. Mae'r Gyfarwyddwr Anweithredol Bwrdd Iechyd Betsi Cadwaladr, yn aelod o Awdurdod Parc Cenedlaethol Eryri a Chyngor Celfyddydau Cymru, yn aelod o Gyngor Prifysgol Bangor, cyfarwyddwr Canolfan Gerdd William Mathias ac yn ymddiriedolwraig Ymddiriedolaeth Kyffin Williams.

Elan Closs Stephens
Tymor aelodaeth: 12.07.12 – 31.10.14

Yn rhinwedd ei swydd fel Ymddiriedolwr Cenedlaethol Cymru y BBC mae Elan yn aelod o Awdurdod S4C. Mae'n Athro Emeritws ym Mhrifysgol Aberystwyth. Mae wedi darparu arweiniad strategol i gyrff megis S4C fel Cadeirydd (1998-2006), Llywodraethwr y BFI (2001-2007) ac fel Cadeirydd yr Adroddiad ar y Celfyddydau yng Nghymru (Adroddiad Stephens 2006) ar gyfer Llywodraeth Cynulliad Cymru. Mae'n parhau ar Fwrdd Imax Waterloo ar ran y BFI. Mae'n Ymddiriedolwr Anweithredol o Fwrdd Perfformiad a Gwireddu Strategol Llywodraeth Cymru. Ganed Elan yn Nyffryn Nantlle, Gwynedd, a'i haddysgu yng Ngholeg Somerville, Rhydychen. Yn 2001, dyfarnwyd iddi CBE yn Anrhydeddau Pen-blwydd y Frenhines am ei chyfraniad i ddarlledu a'r Gymraeg.

Rheon Tomos
Tymor aelodaeth: 20.11.2006 – 19.11.2014

Mae gan Rheon brofiad ariannol yn y sector gyhoeddus a phreifat. Sefydlodd ei fusnes ymgynghori ei hun yn 2005. Mae'n gyn-gadeirydd CIPFA yn Ne Cymru ac yn aelod o gyngor rhanbarthol y sefydliad. Mae'n Drysorydd ac Ymddiriedolwr Urdd Gobaiith Cymru ac yn aelod anweithredol o fwrdd Estyn ac yn aelod o Bwyllgor Archwilio a Rheoli Risg Comisiynydd y Gymraeg.

The S4C Authority

The S4C Authority is an independent public body. It is responsible for the provision of Welsh language television programme services. The Authority is accountable for S4C's output and the proper management of the channel.

Key responsibilities of the Authority include:

- to oversee, approve and scrutinise the proper management of S4C

- to ensure that S4C provides S4C's television services

- to operate as a public body

- to act as a regulator on certain matters

- to prepare Annual Reports and Accounts.

It is the responsibility of the Chief Executive, officers and staff of S4C to manage and maintain S4C on a day-to-day basis. This responsibility includes providing S4C's television services. The Authority does not participate in day-to-day decisions. In particular, the Authority is not involved in any commissioning or editorial decision. This practice has existed since 1982 and continues to maintain the independence of the Authority. It ensures that it remains at arm's length from decisions made by officers - especially in the case of programme content.

The Authority has a statutory duty to ascertain the state of public opinion concerning programmes broadcast on S4C, any effects of such programmes on the attitudes or behaviour of viewers as well as the types of programmes that members of the public would like to be broadcast on S4C. The Authority is also responsible for ensuring that relevant provisions are in place to enable viewers to complain to S4C about its programming.

The Authority's statutory duties are placed upon it by the Communications Act 2003 and the Broadcasting Acts of 1990 and 1996.

More information about the Authority's work and its corporate governance arrangements is included in the Governance Report in the Statement of Accounts.

Members of the Authority

Members of the Authority are appointed by the Secretary for State for Culture, Media and Sport following consultation with the Wales Office, Welsh Government and the BBC Trust. Posts on the Authority are advertised publicly and appointments are made following a public appointments procedure.

Huw Jones
Term of appointment: 08.06.2011 - 07.06.2015

Former singer and broadcaster; one of the founders of Sain Record Company and the company's managing director until 1981. Co-founder of Teledu'r Tir Glas, one of the earliest Welsh independent production companies and of the facilities company Barcud, which he chaired between 1981 and 1993. He was S4C's Chief Executive between 1994 and 2005. He is now Chair of Portmeirion Cyf, a member of the RSPB Council, Vice Chair of the Nant Gwrtheyrn Language Learning Centre and a Trustee of the Royal Television Society.

Dr Carol Bell
Term of appointment: 17.09.12 - 16.09.16

Having started in the oil and gas industry, Carol Bell's career developed in the world of banking with JP Morgan and Chase Manhattan before moving from the city to complete a doctorate in the Archaeology of ancient trade networks in the Eastern Mediterranean in 2000. Since completing her doctorate in 2005 she has developed a range of business and charitable interests and is a board member of a number of companies and organisations.

John Davies
Term of appointment: 01.04.2010 – 31.03.2014

Councillor John Davies is a farmer and former Leader of Pembrokeshire County Council. He was Leader of the Welsh Local Government Association (WLGA) between 2008 and 2012 and is Chairman of the Royal Welsh Show's management board.

Aled Eirug
Term of appointment: 17.09.12 – 16.09.16

Aled was a journalist and senior manager with HTV and the BBC for 25 years, before he moved into the world of politics, serving as constitutional advisor to the Presiding Officer of the National Assembly of Wales between 2006 and 2011. He has also served as a special advisor to the Welsh Government's Minister for Education and Skills. He is Chair of the British Council Wales Advisory Committee, and a member of the Nominet Wales Advisory Group.

Dr Glenda Jones
Term of appointment: 01.04.2010 – 31.03.2014

Glenda worked for the BBC and in the independent sector for 20 years. She was Producer / Senior Producer of Pobol y Cwm for 10 years, and then Chief Assistant to the Controller of BBC Wales. She was a member of BAFTA Cymru's Management Committee for six years – two of those years as Chair of the Committee. She is Chair of the Ryan Davies Memorial Fund, an Estyn Lay Inspector and a Trustee of the National Museum Wales.

Marian Wyn Jones
Term of appointment: 08.11.12 – 07.11.16

Marian was head of the BBC's centre in North Wales for fifteen years. She is an experienced journalist who has worked on a wide range of television and radio programmes in Wales and on the BBC network. She now works as a media consultant and has a range of business and charitable interests. She is a Non-Executive Director of Betsi Cadwaladr Health Board, a member of Snowdonia National Park Authority and the Arts Council of Wales, a member of the Council of Bangor University, a director of Canolfan Gerdd William Mathias and a trustee of the Kyffin Williams Trust.

Elan Closs Stephens
Term of appointment: 12.07.12 – 31.10.14

Elan is a member of the S4C Authority by virtue of her position as the BBC's National Trustee for Wales. She is Emeritus Professor at Aberystwyth University. She has provided strategic leadership to cultural bodies such as Chair of the S4C Authority (1998-2006), Governor of the BFI (2001-2007) and as Chair of the Report on the Arts in Wales (Stephens Report 2006) for the Welsh Assembly Government. She remains on the Board of the Imax Waterloo on behalf of the BFI. She is a Non-Executive Director of the Welsh Government's Strategic Delivery and Performance Board. Elan was born in the Nantlle Valley, Gwynedd, and was educated at Somerville College, Oxford. In 2001, she was awarded a CBE in the Queen's Birthday Honours for services to broadcasting and the Welsh language.

Rheon Tomos
Term of appointment: 20.11.2006 – 19.11.2014

Rheon is experienced in financial matters in the public and private sectors. He established his own consultancy business in 2005. He is former Chair of CIPFA in South Wales and a member of its regional council. He is Treasurer and a Trustee of Urdd Gobaiith Cymru (Wales League of Youth) and a non-executive member of the board of Estyn and a member of the Welsh Language Commissioner's Audit and Risk Management Committee.

Nodir presenoldeb Aelodau'r Awdurdod yng nghyfarfodydd misol yr Awdurdod yn y tabl isod.

	Cyfarfod Busnes yr Awdurdod	Pwyllgor Archwilio a Rheoli Risg	Pwyllgor Cwynion a Chydymffurfiaeth	Pwyllgor Cynnwys	Pwyllgor Personél a Chydnabyddiaeth	Y Bwrdd Masnachol
Nifer o gyfarfodydd	11	4	1	5	2	10
Huw Jones	11	4	1	5	2	7
Rheon Tomos	10	4	-	-	2	-
Winston Roddick QC	5/7	2/3	-	-	-	-
Bill Davies	6/7	1	-	-	2	-
Cenwyn Edwards	7/7	1	-	4/4	2	-
Dyfrig Jones	5	0/1	-	2	-	6
John Davies	9	2/3	1	4	-	8
Glenda Jones	10	1	1	5	2	-
Elan Closs Stephens	5/5	0/1	-	-	-	-
Dr Carol Bell	2/3	1/1	1	-	-	1/1
Aled Eirug	3/3	-	-	1/1	-	-
Marian Wyn Jones	2/2	-	1	-	-	-

Mae'r Cadeirydd yn mynychu cyfarfodydd pwyllgorau'r Awdurdod a'r Bwrdd Masnachol fel sylwedydd.

Strwythur gwaith yr Awdurdod

Pwyllgorau Awdurdod S4C

Mae gan Awdurdod S4C bedwar pwyllgor sy'n goruchwyllo gwahanol agweddau o waith S4C, ac yn ogystal fwrdd cyfarwyddwyr ar gyfer cwmnïau masnachol S4C. Mae'r pwyllgorau'n adrodd yn ôl yn rheolaidd i'r Awdurdod. Yr Awdurdod sy'n cymeradwyo argymhellion y pwyllgorau. Mae gan Gadeirydd yr Awdurdod yr hawl i fynychu cyfarfodydd y pwyllgorau fel sylwedydd.

Pwyllgor Cynnwys

Mae'r Pwyllgor Cynnwys yn gyfrifol am oruchwyllo a monitro perfformiad cynnwys rhaglenni a gwasanaethau S4C. Hwn ydi'r pwyllgor sy'n trafod arlwy rhaglenni S4C ac sy'n ceisio sicrhau bod arlwy'r sianel yn diwallu anghenion y gynulleidfa.

Aelodau'r pwyllgor

Cenwyn Edwards (Cadeirydd y Pwyllgor) (tan 15.07.2012)
Aled Eirug (Cadeirydd y Pwyllgor) (o 11.10.2012)
John Davies
Dyfrig Jones (tan 19.04.13)
Glenda Jones

Pwyllgor Archwilio a Rheoli Risg

Mae'r Pwyllgor Archwilio a Rheoli Risg yn gyfrifol am oruchwyllo gwaith archwilio mewnol ac allanol S4C, yn ogystal â gofalaeth am fonitro rheoli risg o fewn S4C. Mae'r pwyllgor hefyd yn gyfrifol am graffu'r Datganiad Ariannol drafft ac adrodd arno i'r Awdurdod cyfan. Yn dilyn argymhellion adroddiad Syr Jon Shortridge mae gofalaeth am faterion yn ymwneud â "gwerth am arian" (sy'n cael ei alw'n VFM) hefyd yn rhan o ddyletswyddau'r pwyllgor.

Aelodau'r pwyllgor

Rheon Tomos (Cadeirydd y Pwyllgor)
Winston Roddick (tan 31.08.2012)
John Davies (tan 10.10.2012)
Carol Bell (o 11.10.2012)
Dyfrig Jones (o 11.10.2012 tan 19.04.13)
Elan Closs Stephens (o 11.10.2012)

Pwyllgor Personél a Chydnabyddiaeth

Mae'r Pwyllgor Personél a Chydnabyddiaeth yn gyfrifol am oruchwyllo systemau personél S4C. Mae hyn yn cynnwys ystyried cyflogau a thelerau ac amodau gwaith eraill staff S4C, ystyried anghenion hyfforddi a datblygu staff, safonau ymddygiad a disgyblaeth, cyfleoedd cyfartal a monitro bod y systemau perthnasol yn gweithio'n effeithiol ac effeithlon o fewn S4C.

Aelodau'r pwyllgor

Bill Davies (Cadeirydd y Pwyllgor) (tan 15.07.2012)
Marian Wyn Jones (Cadeirydd y Pwyllgor o 07.11.2012)
Rheon Tomos
Cenwyn Edwards (tan 15.07.2012)
Glenda Jones (tan 10.10.2012)
Aled Eirug (o 11.10.2012)
Elan Closs Stephens (o 11.10.2012)

Pwyllgor Cwynion a Chydymffurfiaeth

Mae'r Pwyllgor Cwynion a Chydnabyddiaeth yn gyfrifol am oruchwyllo systemau cwynion S4C ac i fonitro eu bod nhw'n gweithio'n effeithlon. Mae'r pwyllgor hefyd yn ystyried materion cydymffurfiaeth rhaglenni S4C. Yn ogystal â hyn, mae gan y pwyllgor ddyletswyddau o fewn prosesau S4C ar gyfer ymateb i geisiadau am wybodaeth sy'n cael eu gwneud o dan y Ddeddf Rhyddid Gwybodaeth.

Aelodau'r pwyllgor

Winston Roddick QC (Cadeirydd y Pwyllgor tan 31.08.2012)
John Davies (Cadeirydd y Pwyllgor o 11.10.2012)
Glenda Jones
Bill Davies (tan 15.07.2012)
Carol Bell (o 11.10.2012)
Marian Wyn Jones (o 07.11.2012)

Bwrdd Is-gwmnïau Masnachol S4C

Mae Bwrdd Is-gwmnïau Masnachol S4C yn gyfrifol am oruchwyllo gweithgareddau masnachol y sianel. Mae'r rhain yn cynnwys gwerthiant hysbysebion, buddsoddiadau mewn cyd-gynhyrchiadau, y gronfa ddigidol a datblygu strategaeth fasnachol S4C ar gyfer y dyfodol.

Aelodau'r Awdurdod sy'n aelodau'r Bwrdd Masnachol

John Davies (Cadeirydd y Bwrdd tan 10.10.2012 ac yn parhau fel aelod o'r Bwrdd)
Carol Bell (Cadeirydd y Bwrdd o 11.10.2012)
Dyfrig Jones (tan 19.04.13)

Cyfarwyddwyr eraill

Mae Ian Jones, Elin Morris a Kathryn Morris hefyd yn gweithredu fel cyfarwyddwyr is-gwmnïau masnachol S4C, ynghyd â David Sanders a Gwyn Roberts sy'n gyfarwyddwyr anweithredol annibynnol. Daeth tymor Clive Jones fel cyfarwyddwr anweithredol annibynnol i ben ar 31.12.12 a phenodwyd Gwyn Roberts ar 17.04.13.

The table below notes the number of meetings attended during a member's term of membership of the Authority and its committees.

	Authority Business Meeting	Audit & Risk Management Committee	Complaints & Compliance Committee	Content Committee	Personnel & Remuneration Committee	The Commercial Board
Number of meetings	11	4	1	5	2	10
Huw Jones	11	4	1	5	2	7
Rheon Tomos	10	4	-	-	2	-
Winston Roddick QC	5/7	2/3	-	-	-	-
Bill Davies	6/7	1	-	-	2	-
Cenwyn Edwards	7/7	1	-	4/4	2	-
Dyfrig Jones	5	0/1	-	2	-	6
John Davies	9	2/3	1	4	-	8
Glenda Jones	10	1	1	5	2	-
Elan Closs Stephens	5/5	0/1	-	-	-	-
Dr Carol Bell	2/3	1/1	1	-	-	1/1
Aled Eirug	3/3	-	-	1/1	-	-
Marian Wyn Jones	2/2	-	1	-	-	-

The Chairman of the Authority attends meetings of the Authority's committees and the Commercial Board as an observer.

The Authority's work structure

S4C Authority Committees

The S4C Authority has four committees overseeing various aspects of S4C's activities, and also a board of directors for S4C's commercial companies. The committees report back to the Authority on a regular basis and the Authority approves the committees' recommendations. The Chairman of the Authority has the right to attend committee meetings as an observer.

Content Committee

The Content Committee's responsibilities include overseeing and monitoring the performance of S4C's programmes and services. This is the committee that discusses S4C's programme provision and seeks to ensure that the Channel's offering meets the needs of the audience.

Members of the committee

Cenwyn Edwards (Chair of the Committee) (until 15.07.2012)
Aled Eirug (Chair of the Committee) (from 11.10.2012)
John Davies
Dyfrig Jones (until 19.04.13)
Glenda Jones

Audit and Risk Management Committee

The Audit and Risk Management Committee is responsible for overseeing the internal and external audit activities of S4C as well as having responsibility for monitoring risk management within S4C. The committee is also responsible for scrutinising the draft Statement of Accounts and reporting back to the full Authority. Following the recommendations in Sir Jon Shortridge's report, the committee's responsibilities now include matters relating to Value for Money.

Members of the committee

Rheon Tomos (Chair of the Committee)
Winston Roddick (until 31.08.2012)
John Davies (until 10.10.2012)
Carol Bell (from 11.10.2012)
Dyfrig Jones (from 11.10.2012 until 19.04.13)
Elan Closs Stephens (from 11.10.2012)

Personnel and Remuneration Committee

The Personnel and Remuneration Committee is responsible for overseeing S4C's personnel systems. This includes considering salaries and other terms and conditions relating to S4C staff, staff training and development needs, disciplinary and behavioural standards, equality of opportunity and monitoring that the relevant systems are working effectively and efficiently within S4C.

Members of the committee

Bill Davies (Chair of the Committee) (until 15.07.2012)
Marian Wyn Jones (Chair of the Committee from 07.11.2012)
Rheon Tomos
Cenwyn Edwards (until 15.07.2012)
Glenda Jones (until 10.10.2012)
Aled Eirug (from 11.10.2012)
Elan Closs Stephens (from 11.10.2012)

Complaints and Compliance Committee

The Complaints and Compliance Committee is responsible for overseeing S4C's complaints systems and for monitoring the systems to ensure that they work efficiently. The committee also considers compliance issues relating to programmes on S4C. The committee also has responsibilities within S4C processes for responding to requests for information made under the Freedom of Information Act.

Members of the committee

Winston Roddick QC (Chair of the Committee until 31.08.2012)
John Davies (Chair of the Committee from 11.10.2012)
Glenda Jones
Bill Davies (until 15.07.2012)
Carol Bell (from 11.10.2012)
Marian Wyn Jones (from 07.11.2012)

S4C's Commercial Board

S4C's Commercial Board is responsible for overseeing the channel's commercial activities. These include airtime sales, investments in co-productions, the digital fund and the development of S4C's future commercial strategy.

Members of the Authority who are members of the Commercial Board

John Davies (Chair of the Board until 10.10.2012 and remains as a member of the Board)
Carol Bell (Chair of the Board from 11.10.2012)
Dyfrig Jones (until 19.04.13)

Other Directors

Ian Jones, Elin Morris and Kathryn Morris are also directors of S4C's commercial subsidiaries. David Sanders and Gwyn Roberts are independent non-executive directors. Clive Jones' term as an independent non-executive director ended on 31.12.12 and Gwyn Roberts was appointed on 17.04.13.

Tîm Rheoli S4C

Ian Jones
Prif Weithredwr

Roedd Ian, a ddaw'n wreiddiol o Dreforys, Abertawe, yn rhan o'r tîm lansiodd S4C ym 1982. Gadawodd y Sianel i weithio yn adran adloniant rhwydwaith ITV ac fel cynhyrchydd annibynnol, cyn ail-ymuno ag S4C fel Cyfarwyddwr Busnes, S4C Rhyngwladol a Chyd-gynyrchiadau. Bu'n Gyfarwyddwr i Scottish Television Enterprises, ITEL a Granada International ac yn Gadeirydd Cymdeithas Dosbarthu Diwydiant Teledu Prydain (British Television Distribution Industry Association). Rhwng 2004 a 2007 roedd yn Llywydd National Geographic Television International, cyn dod yn Rheolwr Gyfarwyddwr i'r Target Entertainment Group. Fe'i penodwyd yn Rheolwr Gyfarwyddwr, Dosbarthu Cynnwys a Datblygiad Masnachol, cwmni A+E Television Networks yn 2010 cyn iddo gael ei benodi'n Brif Weithredwr S4C.

Dafydd Rhys
Cyfarwyddwr Cynnwys

Dechreuodd Dafydd weithio gyda HTV ym maes plant ac adloniant cyn sefydlu cwmni annibynnol Criw Byw a gynhyrchodd y rhaglen flaengar Fideo 9. Yn ystod y nawdegau bu'n gweithio yn S4C fel Golygydd Comisiynu a Chyfarwyddwr Darlledu. Yn 1998 fe ymunodd â chwmini Antena cyn gadael yn 2000 i sefydlu cwmni P.O.P1., rhan o grŵp Tinopolis yn Llanelli. Ail ymunodd Dafydd ag S4C ym mis Mawrth 2012.

Garffild Lloyd Lewis
Cyfarwyddwr Cyfathrebu,
Marchnata a Phartneriaethau

Fe dreuliodd Garffild 25 mlynedd yn gweithio i Adran Newyddion BBC Cymru. Cafodd brofiad helaeth yn gweithio fel cynhyrchydd a rheolwr a bu hefyd yn gyfrifol am nifer o brosiectau hyfforddi. Sefydlodd ei gwmni ei hun, Trawsgyfrwng Cyf., cyn ymuno ag S4C fel Cyfarwyddwr Cyfathrebu yn 2009.

Kathryn Morris
Cyfarwyddwr Cyllid

Fe raddiodd Kathryn mewn Economeg a Chyfrifeg ym Mhrifysgol Caerdydd cyn dod yn gyfrifydd siartredig. Fe ymunodd ag S4C yn 1984 a chafodd ei phenodi'n Gyfarwyddwr Cyllid yn 1991.

Elin Morris
Cyfarwyddwr Polisi Corfforaethol a Masnachol

Ar ôl graddio yn y Gyfraith o Goleg St Anne, Rhydychen fe ddatblygodd gyrfa Elin fel cyfreithiwr. Fe fu'n bartner yn Adran Gorfforaethol Geldards (Cyfreithwyr) am 11 mlynedd. Cafodd ei phenodi'n Gyfarwyddwr Polisi Corfforaethol a Masnachol S4C yn 2009.

Ceir manylion am gydnabyddiaeth i aelodau'r Tîm Rheoli yn Nodyn 4 y Datganiad Ariannol.

S4C Management Team

Ian Jones
Chief Executive

Ian, who comes originally from Morriston, Swansea, was part of the team that launched S4C in 1982. He left the channel to work in ITV's network entertainment department and as an independent producer, before re-joining S4C as the Director of Business, S4C International and Co-productions. He has been a Director for Scottish Television Enterprises, ITEL and Granada International and Chairman of the British Television Distribution Industry Association. Between 2004 and 2007 he was the President of National Geographic Television International, before becoming the Managing Director of Target Entertainment Group. He was appointed Managing Director, Content Distribution and Commercial Development, A + E Television Networks in 2010 before being appointed Chief Executive of S4C.

Dafydd Rhys
Director of Content

Dafydd started his career with HTV working on children's and entertainment programmes before establishing Criw Byw, the independent production company that produced the innovative programme, Fideo Naw. During the nineties he worked in S4C as a Commissioning Editor and Director of Broadcasting. In 1998 he joined Antena before leaving in 2000 to set up P.O.P1, part of the Tinopolis group in Llanelli. Dafydd re-joined S4C in March 2012.

Garffild Lloyd Lewis
Director of Communications,
Marketing and Partnerships

Garffild worked for BBC Wales' News Department for 25 years. He gained valuable experience as a producer and manager and was also responsible for various training projects. He established his own company Trawsgyfrwng Cyf. before joining S4C as its Director of Communications in 2009.

Kathryn Morris
Director of Finance

Kathryn graduated from Cardiff University with a degree in Economics and Accountancy before qualifying as a chartered accountant. She joined S4C in 1984 and was appointed Finance Director in 1991.

Elin Morris
Director of Corporate and Commercial Policy

After graduating from St. Anne's College, Oxford with a degree in Law, Elin developed a career as a solicitor. She was a partner in the Corporate Department of Geldards Law Firm for 11 years. She was appointed S4C's Director of Corporate and Commercial Policy in 2009.

Details of the remuneration of the management team can be found in Note 4 of the Statement of Accounts.



**Datganiad Ariannol
2012**

Cyflwynir Datganiad Ariannol S4C i'r Senedd yn sgîl paragraff 13(2)
i Atodlen 6 Deddf Darlledu 1990 (C.42)

**Statement of Accounts
2012**

The Statement of Accounts for S4C is presented to Parliament pursuant
to paragraph 13(2) to Schedule 6 of the Broadcasting Act 1990 (C.42)

Adroddiad yr Awdurdod am y flwyddyn a derfynodd 31 Rhagfyr 2012

Rhagair

Mae'r adroddiad hwn yn cynnwys Datganiad Ariannol yr Awdurdod ar gyfer 2012, ynghyd â nodiadau esboniadol, Adroddiad ar Lywodraethiant S4C gan yr Awdurdod a gwaith y Pwyllgor Archwilio a Rheoli Risg.

Cyflwynir Datganiad Ariannol yr Awdurdod am y flwyddyn a derfynodd ar 31 Rhagfyr 2012 yn unol ag Atodlen 1 (1)(b) y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon i'r Awdurdod ym mis Mai 2007.

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

Prif weithgareddau

Mae S4C yn gweithredu o dan Adrannau 203 hyd 207 (yn gynwysiedig) ac Atodlen 12 Deddf Cyfathrebiadau 2003. Mae Adran 204 yn darparu bod yr Awdurdod yn gweithredu i ddarparu gwasanaethau rhaglenni teledu o safon uchel gyda'r bwriad iddynt fod ar gael yn gyfan gwbl neu yn bennaf i'r cyhoedd yng Nghymru. Wrth gyflawni'r swyddogaeth honno, rhaid i'r Awdurdod barhau i ddarledu'r gwasanaeth digidol a adnabyddir mewn deddfwriaeth fel S4C digidol (a gall ddarparu'r gwasanaeth darledu teledu analog a adnabyddir fel Sianel Pedwar neu S4C).

Strwythur grŵp

Mae is-baragraffau (2) a (3) Paragraff 1 Atodlen 6 Deddf Darledu 1990 (fel y'i diwygiwyd gan Adran 206 (6) Deddf Cyfathrebiadau 2003) yn caniatáu i'r Awdurdod, i'r graddau ei bod yn ymddangos iddynt bod gwneud hynny'n atodol neu'n arweiniol i gyflawni eu swyddogaeth, i gymryd rhan mewn gweithgareddau, gan gynnwys gweithgareddau masnachol, trwy gwmnïau S4C gan ddefnyddio cyllid masnachol yn unig. Yn ogystal, mae'r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Deddf Cyfathrebiadau 2003 yn caniatáu i'r Awdurdod barhau i gymryd rhan mewn gweithgareddau, gan cynnwys gweithgareddau masnachol, a oedd yn cael eu cyflawni yn syth cyn dechreuad Adran 206, naill ai eu hunain neu drwy un o gwmnïau S4C. 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. Cyfeirir at yr asedau nad ydynt yng Nghronfa'r Gwasanaeth Cyhoeddus fel y Gronfa Gyffredinol.

Cyllid

Ym mis Hydref 2010, yn dilyn yr Adolygiad Gwariant Cynhwysfawr, ysgrifennodd yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon at S4C yn cadarnhau toriad o 24.4% yng nghyllid S4C dros gyfnod 4 blynedd yr adolygiad gwariant, ac yn cadarnhau'r symiau fyddai'n cael eu darparu i Awdurdod S4C yn ystod y cyfnod hwn. Yn ogystal, o 2013/14, bydd cyllid S4C yn cael ei ddarparu trwy gyfuniad o barhad o gyllid gan y trysorlys, refeniw masnachol (a gaiff ei greu gan S4C) a Ffi'r Drwydded yn unol â'r Cytundeb Fframwaith dyddiedig Medi 2011 rhwng yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon ac Ymddiriedolaeth y BBC a'r Cytundeb Gweithredu rhwng Ymddiriedolaeth y BBC ac Awdurdod S4C.

Er mwyn galluogi'r Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon i weithredu'r newidiadau i gyllid S4C, diweddarwyd fformiwla cyllido blaenorol Awdurdod S4C, sef Adran 61 Deddf Darledu 1990 ym mis Rhagfyr 2011 gan Adran 31 Deddf Cyrff Cyhoeddus 2011. O dan y ddarpariaeth ddiwygiedig hon, mae gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon bellach ddyletswydd statudol i sicrhau yn 2012 a phob blwyddyn ddilynol y bydd Awdurdod S4C yn cael ei dalu swm y mae ef/hi yn ystyried ei fod yn ddigonol ar gyfer y gost i'r Awdurdod yn ystod y flwyddyn honno sy'n gysylltiedig â (a) darparu gwasanaethau cyhoeddus yr Awdurdod (yn unol ag Adran 207 Deddf Cyfathrebiadau 2003); a (b) threfnu darledu neu ddosbarthu'r gwasanaethau hynny. Gall yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon gyflawni'r ddyletswydd hon drwy wneud taliadau ei hunan neu drwy ddod i gytundeb gyda pherson arall i'r person hwnnw wneud hynny (neu'r ddau). Rhaid cadw'r arian hwn yng Nghronfa'r Gwasanaeth Cyhoeddus a rhaid ei ddefnyddio yn unig er mwyn darparu gwasanaethau cyhoeddus yr Awdurdod. Ni chaniateir cymhorthdal o Gronfa'r Gwasanaeth Cyhoeddus ar gyfer unrhyw is-gwmni S4C.

Ym mis Rhagfyr 2012 cyhoeddwyd gostyngiadau pellach i'r cyllid a fydd yn cael ei ddyrannu i'r Awdurdod gan yr Adran dros Ddiwylliant, y Cyfryngau a Chwaraeon ar gyfer blynyddoedd ariannol 2013-14 a 2014-15. Yn 2013-14 bydd gostyngiad pellach o 1% yn cael ei gymhwyso i gyllid S4C gan y trysorlys yn ogystal â gostyngiad pellach o 2% yn 2014-15.

Incwm Cronfa'r Gwasanaeth Cyhoeddus a throsiant y Gronfa Gyffredinol
Roedd y cyfanswm a dderbyniwyd oddi wrth yr Adran dros Ddiwylliant, y Cyfryngau a Chwaraeon yn ystod y flwyddyn yn £83.000m (2011 - £90.000m). Defnyddiwyd yr incwm hwn i gyllido costau comisiynu a phrynu rhaglenni Cymraeg, costau darledu S4C, gwariant ar asedau sefydlog a gorbenion. Mae balans yr incwm hwn, ar ôl cost darledu rhaglenni a chostau gweithredu a gweinyddu, felly yn cynrychioli'r prif fodd o gyllido asedau net S4C ac yn cael ei drin fel incwm gohiriedig yng Nghronfa'r Gwasanaeth Cyhoeddus. Crëwyd trosiant y Gronfa Gyffredinol trwy werthu amser hysbysebu, hawliau mewn rhaglenni teledu, nawdd, marsiandïo, cyhoeddi a gweithgareddau buddsoddi. Yn 2012, roedd cyfanswm y trosiant hwn yn £3.285m (2011 - £3.001m). Rhoddir manylion pellach yn nodyn 2 i'r Datganiad Ariannol.

Gwariant

Mae'r costau a roddwyd yr erbyn y cyfrif elw a cholled yn ystod y flwyddyn yn cynnwys £83.007m (2011 - £93.858m) ar gyfer costau'r gwasanaeth rhaglenni a chostau darledu a dosbarthu, £1.277m ar gyfer costau uniongyrchol eraill (2011 -£1.436m) a £3.620m (2011 - £3.853m) ar gyfer costau gweithredu a gweinyddu. Roedd costau'r rhaglenni a ddarledwyd yn cynnwys £67.900m (2011 - £77.122m) ar gyfer costau rhaglenni a gomisiynwyd neu a brynwyd gan gyflenwyr rhaglenni. Cyfeiria costau darledu a dosbarthu at gostau trosglwyddyddion a llinellau cyfathrebu a ddarperir gan gontractwyr. Roedd y gweddill yn gostau uniongyrchol comisiynu a chyflwyno rhaglenni, costau gweithredol gwasanaethau mynediad S4C ynghyd â chostau darledu perthnasol eraill y gwasanaeth rhaglenni megis costau marchnata a chostau ymchwil cynulleidfâ.

Mae costau uniongyrchol eraill yn cynnwys blaendaliadau cyllido cydgyncyriadau i drydydd partïon, rhaniad elw a oedd yn daladwy i drydydd partïon mewn perthynas â gwerthu rhaglenni, comisiwn asiantaeth a chostau darledu sy'n ymwneud â hysbysebion a chostau cludo yn ymwneud â S4C2 ar blatfformau digidol daearol a lloeren. Ceir manylion pellach am gostau gweithredu a gweinyddu yr Awdurdod yn nodyn 3 i'r Datganiad Ariannol.

Polisi talu

Mae'n bolisi gan yr Awdurdod i gytuno ar amodau a thelerau addas ar gyfer ei drafodion â chyflenwyr ac, yn amodol ar eu cydymffurfriad, gwneir taliadau yn unol â'r telerau hyn. Yn arferol yn 2012, talwyd 94% (2011 – 92%) o gyflenwyr cyn pen 30 diwrnod.

Report of the Authority for the year ended 31 December 2012

Foreword

This report sets out the Authority’s Statement of Accounts for 2012, together with explanatory notes, a report on the Authority’s Governance of S4C and the work of the Audit and Risk Management Committee.

The Statement of Accounts of the Authority for the year ended 31 December 2012 is presented in accordance with Schedule 1(1)(b) of the Accounts Direction issued by the Secretary of State for Culture, Media and Sport to the Authority in May 2007.

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

Principal activities

S4C operates under Sections 203 to 207 (inclusive) and Schedule 12 of the Communications Act 2003. Section 204 provides that the Authority shall have the function of providing television programme services of high quality with a view to their being available for reception wholly or mainly by members of the public in Wales. In carrying out that function, the Authority must continue to broadcast the service provided in digital form referred to in legislation as S4C digital (and may provide the analogue television broadcast service known as Sianel Pedwar Cymru or S4C).

Group structure

Sub-paragraphs (2) and (3) of Paragraph 1 of Schedule 6 to the Broadcasting Act 1990 (as amended by Section 206 (6) of the Communications Act 2003) entitles the Authority, to the extent that it appears to them incidental or conducive to the carrying out of their functions to do so, to carry out activities, including commercial activities, through S4C companies using commercial revenues only. Likewise, the transitional provisions contained in paragraph 27 of Schedule 18 to the Communications Act 2003 permit the Authority to continue carrying on any activities, including commercial activities, which were being carried on immediately before the commencement of Section 206, either itself or through an S4C company. 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. The assets of the Authority that are not comprised in the Public Service Fund are referred to as the General Fund.

Funding

In October 2010, following the Comprehensive Spending Review, the Secretary of State for Culture, Media and Sport wrote to S4C confirming a 24.4% cut to S4C’s funding over the 4 years of the spending review period, and confirming the amounts that would be provided to the S4C Authority during this period. In addition, from 2013/14, S4C’s funding will be provided by a combination of continued exchequer funding, commercial revenue (generated by S4C) and the Licence Fee in accordance with the Framework Agreement of September 2011 between the Secretary of State for Culture, Media and Sport and the BBC Trust and the Operating Agreement between the BBC Trust and the S4C Authority.

To enable the Secretary of State for Culture, Media and Sport to implement the changes to the funding of S4C, the S4C Authority’s previous funding formula as set out in Section 61 of the Broadcasting Act 1990 was amended in December 2011 by Section 31 of the Public Bodies Act 2011. Under this amended provision the Secretary of State for Culture, Media and Sport now has a statutory duty to secure that in 2012 and each subsequent year the S4C Authority is paid an amount which s/he considers sufficient to cover the cost to the Authority during that year of (a) providing the Authority’s public services (within the meaning of Section 207 of the Communications Act 2003); and (b) arranging for the broadcasting or distribution of those services. The Secretary of State for Culture, Media and Sport may discharge this duty by making payments her/himself or entering into an agreement with another person for that person to do so (or both). Such funding must be held in the Public Service Fund and be applied only for the purposes of providing the Authority’s public services. No subsidy is permitted from the Public Service Fund for any S4C subsidiary.

In December 2012 further reductions were announced to the funding allocated to the Authority from DCMS for the 2013-14 and 2014-15 financial years. In 2013-14 a further reduction of 1% is to be applied to S4C’s exchequer funding in addition to a further 2% reduction in 2014-15.

Public Service Fund income and General Fund turnover

Amounts receivable from the DCMS during the year totalled £83.000m (2011 –£90.000m). 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 investment activities. It totalled £3.285m in 2012 (2011 - £3.001m). 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 £83.007m (2011 - £93.858m) for the cost of the programme service and transmission and distribution costs, £1.277m for other direct costs (2011 - £1.436m) and £3.620m (2011 - £3.853m) for operational and administrative expenses. The costs of programmes transmitted included £67.900m (2011 –£77.122m) 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 access services provided by S4C and other related costs of the programme service such as marketing costs and audience research.

Other direct costs include third party co-production funding advances, profit participation due to third parties in respect of programme sales, agency commission and playout costs relating to advertisements and carriage costs relating to S4C2 on the digital, terrestrial and satellite platforms. Further details of the operational and administrative costs of the Authority 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 2012, 94% (2011 – 92%) of supplier balances were paid within 30 days.

Oriau a ddarledwyd a chyfartaledd cost yr awr

Yn ystod y flwyddyn darlledodd S4C gyfanswm o 6,629 awr o raglenni (2011 – 6,410 awr), yn cynrychioli cyfartaledd o 127.5 awr yr wythnos (2011 – 123.3 awr). Mae dadansoddiad o'r oriau hyn rhwng rhaglenni Cymraeg a'u costau perthnasol a rhaglenni Saesneg fel a ganlyn:

	2012 Oriau	Cost yr awr £	2011 Oriau	Cost yr awr £
Cymraeg				
Rhaglenni a gomisiynwyd				
Cynrychiadau annibynnol	1,990	31,214	1,830	39,038
BBC	13	87,630	13	91,200
	2,003	31,580	1,843	39,406
Rhaglenni a brynwyd	342	2,315	482	1,890
Ailddarlediadau				
Cynrychiadau annibynnol	3,376	538	3,152	471
BBC	341	5,972	293	7,170
	6,062	11,201	5,770	13,366
BBC - Oriau Statudol	567	-	640	-
	6,629		6,410	
Cyfartaledd yr wythnos	127.5		123.3	

Rhaglenni a ddarledwyd yn ôl categori

	2012 Oriau	Cost yr awr £	2011 Oriau	Cost yr awr £
Rhaglenni a gomisiynwyd				
Drama	98	150,040	70	188,600
Ffeithiol Cyffredinol	649	24,865	659	30,715
Materion Cyfoes	69	30,739	76	32,900
Cerdd Ysgafn/Adloniant	139	54,337	124	71,490
Plant	598	11,938	413	21,940
Cerddoriaeth a Chelfyddydau	148	31,473	152	33,890
Chwaraeon	279	35,339	323	38,320
Crefydd	23	47,103	26	47,207
Cyfanswm	2,003	31,580	1,843	39,406

	2012 Oriau	2011 Oriau
BBC		
Drama	96	97
Newyddion	199	187
Materion Cyfoes a Ffeithiol	49	72
Adloniant Ysgafn	-	2
Pobl Ifanc a Phlant	14	39
Cerddoriaeth a Chelfyddydau	103	118
Addysg	-	-
Chwaraeon	106	125
Crefydd	-	-
	567	640

Derbyniodd S4C yr oriau statudol a ddarparwyd gan y BBC, a oedd yn cynnwys rhai ailddarlediadau, dan Adran 58 (1) Deddf Darlledu 1990 (fel yr addaswyd gan Adran 29 Deddf Darlledu 1996) a thalwyd amdanynt gan y BBC o incwm y drwydded. Mae S4C hefyd wedi gwneud taliadau gwerth £3.1m i'r BBC am ddarparu ailddarlediad omnibws wythnosol a 30 o benodau haf o Pobol y Cwm nad yw'n cael eu darparu fel rhan o'r oriau statudol.

Darlledodd S4C 1,278 awr (2011 – 1,278 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 24.6 awr (2011 – 24.6 awr).

Hours transmitted and average cost per hour

The total hours of programmes transmitted by S4C during the year amounted to 6,629 (2011 – 6,410), representing an average per week of 127.5 hours (2011 – 123.3 hours). An analysis of these hours between Welsh language programmes and their related costs and English language programmes is as follows:

	2012 Hours	Cost per hour £	2011 Hours	Cost per hour £
Welsh				
Commissioned programmes				
Independent production	1,990	31,214	1,830	39,038
BBC	13	87,630	13	91,200
	2,003	31,580	1,843	39,406
Acquired programmes	342	2,315	482	1,890
Repeats				
Independent production	3,376	538	3,152	471
BBC	341	5,972	293	7,170
	6,062	11,201	5,770	13,366
BBC - Statutory hours	567	-	640	-
	6,629		6,410	
Average per week	127.5		123.3	

Transmitted programmes by category

	2012 Hours	Cost per hour £	2011 Hours	Cost per hour £
Commissioned programmes				
Drama	98	150,040	70	188,600
General Factual	649	24,865	659	30,715
Current Affairs	69	30,739	76	32,900
Light Music / Entertainment	139	54,337	124	71,490
Children	598	11,938	413	21,940
Music and Arts	148	31,473	152	33,890
Sport	279	35,339	323	38,320
Religion	23	47,103	26	47,207
Total	2,003	31,580	1,843	39,406

	2012 Hours	2011 Hours
BBC		
Drama	96	97
News	199	187
Current Affairs and Factual	49	72
Light Entertainment	-	2
Youth and Children	14	39
Music and Arts	103	118
Education	-	-
Sport	106	125
Religion	-	-
	567	640

The statutory hours supplied by the BBC, which included an element of repeat programmes, were provided to S4C under Section 58 (1) of the Broadcasting Act 1990 (as amended by Section 29 of the Broadcasting Act 1996) and were funded out of the BBC's licence revenue. S4C also made payments totalling £3.1m to the BBC for the provision of the weekly omnibus repeat and 30 summer episodes of Pobol y Cwm not provided as part of the statutory hours.

1,278 hours (2011 - 1,278 hours) of Welsh language programmes were transmitted in the peak hours between 6.30pm and 10.00pm with a weekly average of 24.6 hours (2011 – 24.6 hours).

Adroddiad Llywodraethiant

Mae fframwaith cyfansoddiadol Awdurdod S4C wedi'i nodi mewn statud ac mae'n ei gwneud yn ofynnol i'r Awdurdod gyflwyno Adroddiad Blynyddol a Datganiad Ariannol ar ei weithgareddau i'r Senedd bob blwyddyn.

Cydymffurfiaeth

Mae'r Awdurdod yn ymrwymedig i ddefnyddio'r egwyddorion uchaf o ran llywodraethiant corfforaethol sy'n gymesur â'i faint. Er nad yw'r Awdurdod yn gwmni rhestredig, mae wedi dewis cydymffurfio â darpariaethau Adran 1 Côd Llywodraethiant Corfforaethol y DU 2010 hyd y bônt yn gymwys i'r Awdurdod.

Cymhwyso egwyddorion

Yn ystod y flwyddyn, mae'r Awdurdod wedi cymhwyso'r egwyddorion llywodraethiant da a gynhwysir yng Nghôd Llywodraethiant Corfforaethol y DU. Mae'r Awdurdod yn darparu arweiniad i weithgareddau S4C o fewn fframwaith o reolaethau gofalus ac effeithiol sy'n caniatáu asesu a rheoli risg. Mae mwy o wybodaeth am brosesau asesu risg a rheoli risg yr Awdurdod i'w chael isod.

Mae'r Awdurdod yn gosod nodau strategol S4C, yn sicrhau bod yr adnoddau ariannol a dynol angenrheidiol yn eu lle i S4C gyflawni ei hamcanion ac yn adolygu perfformiad y rheolwyr.

Yr Awdurdod

Fel awdurdod darlledu annibynnol, mae gan yr Awdurdod gyfrifoldeb llawn dros sicrhau bod swyddogaethau statudol S4C, mewn amgylchedd gwasanaeth cyhoeddus a masnachol, yn cael eu cyflawni'n unol â pholisïau'r Awdurdod a gofynnol Deddfau Darlledu 1990 a 1996, Deddf Cyfathrebiadau 2003 a hefyd y Cytundeb Gweithredu.

Mae'r Awdurdod yn cynnwys y Cadeirydd a hyd at wyth aelod, a phenodir pob un gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon ar ôl ymgynghori â Llywodraeth Cymru, Swyddfa Cymru ac Ymddiriedolaeth y BBC. Mae ganddynt brofiad a gwybodaeth hlaeth ac maent yn annibynnol o'r Tim Rheoli, ac o unrhyw berthynas fusnes neu berthynas arall a allai ymyrryd ag arfer eu barn annibynnol. Mae'r strwythur hwn yn sicrhau na all y broses o wneud penderfyniadau gan yr aelodau gael ei dominyddu gan unigolyn neu grŵp bychan.

Cynhwysir manylion bywgraffiadol ynghyd â chofnod o bresenoldeb aelodau'r Awdurdod yn yr Adroddiad Blynyddol. Caiff aelodau'r Awdurdod a wasanaethodd yn ystod y flwyddyn eu rhestru yn yr Adroddiad Blynyddol. Nid oedd i'r un o'r aelodau fudd o gontractau gyda S4C. Caiff gwybodaeth sy'n ofynnol dan y Cyfarwyddyd Cyfrifon ei roi mewn perthynas â chydabyddiaeth yr aelodau yn Nodyn 4 y Datganiad Ariannol.

Mae cofrestr sy'n datgan diddordebau'r Aelodau ar gael ar wefan S4C, s4c.co.uk. Mae copïau ar gael i'w harchwilio yn swyddfeydd S4C yng Nghaerdydd a Chaernarfon.

Fel rhan o'u rôl fel aelodau'r Awdurdod, mae aelodau'n herio'r weithrediaeth mewn modd adeiladol ac yn rhoi cymorth ar y cyd i ddatblygu strategaeth yr Awdurdod ar gyfer gwasanaethau S4C. Mae aelodau'r Awdurdod yn craffu perfformiad y rheolwyr mewn perthynas â'r nodau ac amcanion a gytunwyd ac yn monitro adrodd ar berfformiad. Maent yn bodloni eu hunain am gywirdeb gwybodaeth ariannol a bod rheolaethau ariannol a systemau rheoli risg yn gadarn ac yn amddiffynadwy.

Yn ystod 2012 fe gynhaliodd yr Awdurdod 11 cyfarfod busnes misol. Yn ogystal ag ystyried materion sy'n gysylltiedig â pherfformiad gwasanaeth S4C a gweithrediad busnes S4C, fe ddeliodd gyda nifer o faterion strategol a fydd yn effeithio ar berfformiad yr Awdurdod yn y dyfodol gan gynnwys materion cyllidebol mewn perthynas â gweithredu'r gostyngiad parhaus mewn cymorth grant a ddiwyddodd yn ystod y flwyddyn, ynghyd â newidiadau i amserlen a strategaeth a chyllideb cynnwys S4C. Rhoddodd yr Awdurdod ystyriaeth fanwl hefyd i'r trafodaethau parhaus rhwng S4C, Ymddiriedolaeth y BBC a'r Adran dros Ddiwylliant, y Cyfryngau a Chwaraeon ac atebolrwydd S4C yn y dyfodol a gyrhaeddodd benllanw ym mis Awst pan gyhoeddwyd Cytundeb Gweithredu drafft rhwng yr Awdurdod ac Ymddiriedolaeth y BBC y bu i ni gynnal ymgynghoriad cyhoeddus arno.

Fel arfer bydd y Prif Weithredwr, Ysgrifennydd yr Awdurdod, a'r Tim Rheoli'n bresennol ym mhob un o gyfarfodydd yr Awdurdod. Mae'r Tim Rheoli'n darparu gwybodaeth briodol ac amserol ar gyfer aelodau'r Awdurdod ac mae rhyddid i'r aelodau ofyn am unrhyw wybodaeth bellach y credant sy'n angenrheidiol. Gall pob aelod ofyn am yngor gan Ysgrifennydd yr Awdurdod a gweithwyr proffesiynol annibynnol ar draul S4C. Darperir hyfforddiant a rhaglen sefydlu i aelodau newydd yn ôl yr angen.

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 a Chydymffurfiaeth
- Pwyllgor Cynnwys

Cynrychiolir yr Awdurdod hefyd ar fwrdd Grŵp Masnachol S4C gan ddau aelod o'r Awdurdod a benodwyd fel cyfarwyddwyr anweithredol i'r is-gwmnïau masnachol sy'n eiddo'n gyfan gwbl i S4C.

Mae'r Awdurdod wedi ymrwmo i gynnal asesiad rheolaidd a thrylwyr o'i berfformiad a pherfformiad ei bwyllgorau ac aelodau.

Yn ystod y flwyddyn fe barhaodd y broses o weithredu'r argymhellion a wnaed gan Syr Jon Shortridge KCB yn ei adolygiad o strwythurau Llywodraethiant Corfforaethol S4C a gyhoeddwyd ym mis Chwefror 2011, gyda'r cynnydd yn cael ei fonitro a'i adolygu gan y Pwyllgor Archwilio a Rheoli Risg.

Mae argymhellion Shortridge wedi cael eu defnyddio fel y sail i werthusiad parhaus o berfformiad yr Awdurdod ei hun ac mae'r broses o adolygu effeithiolrwydd perfformiad yr Awdurdod yn parhau i gael ei ddatblygu. Yn ystod y flwyddyn fe arweiniodd Cadeirydd yr Awdurdod adolygiad blynyddol o effeithiolrwydd yr Awdurdod ei hun, ei bwyllgorau ac adolygiad o berfformiad holl aelodau'r Awdurdod. Cafodd adolygiad o berfformiad y Cadeirydd ei gynnal ar y cyd gan gadeiryddion y Pwyllgorau Personél ac Archwilio a Rheoli Risg. Rhoddodd yr adolygiadau hyn sicrwydd i'r Awdurdod bod S4C yn parhau i gyflawni ei swyddogaethau statudol yn foddhaol yn ystod y flwyddyn.

Y Prif Weithredwr a'r Tim Rheoli

Mae perfformiad y Prif Weithredwr yn cael ei asesu'n flynyddol gan yr Awdurdod. Caiff y broses hon ei harwain gan y Cadeirydd. Dechreuodd y Prif Weithredwr yn ei swydd ym mis Ionawr 2012 a chynhaliwyd asesiad blynyddol o berfformiad ym mis Ionawr 2013.

Mae'r Prif Weithredwr wedi sefydlu system o asesu perfformiad ac amcanion personol a

chorfforaethol ar gyfer aelodau'r Tim Rheoli. Caiff yr amcanion hyn eu cytuno rhwng y Prif Weithredwr ag aelodau unigol y Tim Rheoli ar ddechrau'r flwyddyn a bydd eu perfformiad mewn perthynas â hwy yn cael ei asesu gan y Prif Weithredwr yn ystod ac yn dilyn diwedd y flwyddyn.

Caiff aelodau o'r Tim Rheoli a benodwyd cyn Ionawr 2012 eu cyfflogi ar gytundebau parhaol. Mae penodiadau i'r Tim Rheoli a'r Tim Comisiynu ers Ionawr 2012 wedi eu gwneud ar sail cytundebau am gyfnod penodol.

Cyfrifoldebau'r Prif Weithredwr a'r Tim Rheoli
Yn amodol ar arolwg cyfnodol ac ar gyfrifoldeb cyffredinol yr Awdurdod, mae'r cyfrifoldeb am lunio a gweithredu polisi manwl, yn unol â chylch gwaith a pholisi rhaglenni S4C a chynnal 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 digwydd yn unol â pholisïau a threfniadau gweithredu a gymeradwywyd gan yr Awdurdod.

Tan Ionawr 23 2012, Cyfarwyddwr Cyllid S4C oedd Swyddog Cyfrifo S4C. Dechreuodd Prif Weithredwr parhaol ar ei waith ar 23 Ionawr 2012 ac fe ddaeth yn Swyddog Cyfrifo ar y dyddiad hwnnw. Mae'r Swyddog Cyfrifo yn atebol i'r Adran dros Ddiwylliant, y Cyfryngau a Chwaraeon am faterion yn ymwneud ag ariannu statudol S4C ac, o'r herwydd, y person hwnnw sy'n gyfrifol am sicrhau defnydd priodol o arian a delir i S4C gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon.

Pwyllgor Cyllideb

Mae'r Pwyllgor Cyllideb yn cynnwys y Prif Weithredwr a'r Tim Rheoli. Diben y Pwyllgor Cyllideb yw trafod yn fanwl gyllideb flynyddol drafft S4C ac argymell 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.

Polisi cyflogi

Mae'r Awdurdod yn gyflogwr cyfle cyfartal. Nid yw'n goddef gwahaniaethu ar sail rhywedd, hil, lliw, anabledd, cefndir ethnig neu economaidd-gymdeithasol, oedran, amgylchiadau teuluol, statws priodasol, gweithwyr rhan-amser neu lawn-amser, crefydd, daliadau gwleidyddol, cyfeiriadedd rhywiol, defnydd o iaith neu unrhyw wahaniaeth amherthnasol arall ac mae'n ymroddedig i ystyried amrywiaeth mewn modd bositif. Defnyddir egwyddorion cystadleuaeth deg ac agored a gwneir penodiadau ar sail teilyngdod.

Mae S4C yn gweithredu system arfarnu sy'n pennu amcanion personol ar gyfer yr holl aelodau o staff gan gynnwys y Tim Rheoli. Mae'r amcanion hyn yn seiliedig ar amcanion corfforaethol blynyddol S4C a chaiff perfformiad mewn perthynas â'r amcanion hyn gan yr holl aelodau o staff ei fonitro a'i werthuso fel rhan o system arfarnu staff S4C. Nid yw S4C yn gweithredu unrhyw drefniadau tâl sy'n gysylltiedig â pherfformiad.

Cydnabyddiaeth

Caiff cydnabyddiaeth a chyfnod penodiad y Cadeirydd ac aelodau'r Awdurdod eu pennu ym mhob achos gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon.

Penderfynir cydnabyddiaeth y Prif Weithredwr ac Ysgrifennydd yr Awdurdod gan yr Awdurdod. Mae cydnabyddiaeth y Tim Rheoli yn cael ei benderfynu gan y Prif Weithredwr o fewn fframwaith a gytunwyd gan Bwyllgor Personél a Chydnabyddiaeth yr Awdurdod.

Governance report

The S4C Authority’s constitutional framework is set out in statute and requires the Authority to present an Annual Report and Statement of Accounts of its activities to Parliament each year.

Compliance

The Authority is committed to applying the highest principles of corporate governance commensurate with its size. Although the Authority is not a listed company, it has opted to comply with the provisions of Section 1 of the 2010 UK Corporate Governance Code in so far as they are applicable to the Authority.

Application of principles

During the year, the Authority has applied the principles of good governance contained in the U.K. Corporate Governance Code. The Authority provides leadership of S4C’s activities within a framework of prudent and effective controls which enables risk to be assessed and managed. Further information regarding the Authority’s risk assessment and risk management processes can be found below.

The Authority sets S4C’s strategic aims, ensures that the necessary financial and human resources are in place for S4C to meet its objectives and reviews management performance.

The Authority

As an independent broadcasting authority, the 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, the requirements of the Broadcasting Acts 1990 and 1996 the Communications Act 2003 and also the Operating Agreement.

The Authority comprises the Chair and up to eight members, all of whom are appointed by the Secretary of State for Culture, Media and Sport following consultation with the Welsh Government, Wales Office and the BBC Trust. 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 biographical details, together with attendance records of the Authority members are included in the Annual Report. The members of the Authority who served during the year are listed in the Annual Report. None of the members had an interest in contracts with S4C. Information as required under the Accounts Direction is given in respect of the members’ remuneration in note 4 to the Statement of Accounts.

A register stating the members’ interests appears on S4C’s website, s4c.co.uk. Copies are available for inspection at the offices of S4C in Cardiff and Caernarfon.

As part of their role as members of the Authority, members constructively challenge the executive and collectively contribute to the development of the Authority’s strategy for S4C’s services. Authority members scrutinise the performance of management in meeting agreed goals and objectives and monitor the reporting of performance. They satisfy themselves on the integrity of financial information and that financial controls and systems of risk management are robust and defensible.

During 2012 the Authority held 11 monthly business meetings. In addition to consideration of issues relating to the performance of S4C’s service and the operation of S4C’s business, it dealt with a number of strategic issues that will impact upon the Authority’s future performance including budgetary matters relating to the implementation of the continuing reduction in grant in aid that took place during the year, along with amendments to S4C’s schedule and content strategy and budget. The Authority also gave detailed consideration to the ongoing negotiations between S4C, the BBC Trust and the DCMS in relation to the future funding and accountability arrangements for S4C that culminated in the launch in August of a draft Operating Agreement between the Authority and the BBC Trust which was the subject of a public consultation.

All meetings of the Authority are usually attended by the Chief Executive, the Secretary to the Authority, and the Management Team. 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 and induction is available for new members as necessary.

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 and Compliance Committee
- Content Committee

The Authority is also represented on the board of S4C’s Commercial Group by two Authority members appointed as non-executive directors of S4C’s wholly owned commercial subsidiary companies.

The Authority has undertaken to conduct a regular and rigorous evaluation of its own performance and that of its committees and members.

During the year the process of implementing the recommendations made by Sir Jon Shortridge KCB in his review of S4C’s structures of Corporate Governance published in February 2011 continued, with progress monitored and reviewed by the Audit and Risk Management Committee.

The Shortridge recommendations have been used as the basis for continuing evaluation of the Authority’s own performance and the process of reviewing the effectiveness of the Authority’s performance continues to be developed. During the year the Chairman of the Authority led an annual review of the effectiveness of the Authority itself, its committees and a performance review of all members of the Authority. A review of the Chairman’s performance was conducted jointly by the chairs of the Personnel and Audit and Risk Management Committees. These reviews gave the Authority assurance that S4C continued to satisfactorily deliver its statutory functions during the year.

The Chief Executive and the Management Team

The performance of the Chief Executive is assessed on an annual basis by the Authority. This process is led by the Chairman. The Chief Executive commenced his employment in January 2012 and an annual performance assessment was conducted in January 2013.

The Chief Executive has put in place a system of performance assessment and personal and corporate objectives for the members of the Management Team. These objectives are agreed between the Chief Executive and the individual members of the Management Team at the beginning of the year and their performance against them will be assessed by the Chief Executive during and following the end of the year.

Members of the Management Team employed before January 2012 are employed on permanent contracts. Appointments to the Management Team and Commissioning Team since January 2012 have been made on the basis of fixed term contracts.

Responsibilities of the Chief Executive and 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 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.

Until January 23 2012, S4C’s Director of Finance was S4C’s Accounting Officer. A permanent Chief Executive took up office on 23 January 2012 and became Accounting Officer on that date. The Accounting Officer is responsible to the DCMS 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 for Culture, Media and Sport.

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.

Employment policy

The Authority is an equal opportunities employer. It does not tolerate discrimination on the grounds of gender, race, colour, disability, ethnic or socio-economic background, age, family circumstances, marital status, part time or full time workers, religion, political persuasion, sexual orientation, use of language or other irrelevant distinction and is committed to work with diversity in a positive way. The principles of fair and open competition apply and appointments will be made on merit.

S4C operates an appraisal system which sets personal objectives for all members of staff including the Management Team. These objectives are based on S4C’s annual corporate objectives and performance against these objectives by all members of staff is monitored and evaluated as part of S4C’s staff appraisal system. S4C does not operate any performance related pay arrangements.

Remuneration

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 remuneration of the Chief Executive and the Secretary to the Authority is determined by the Authority. The remuneration of the Management Team is determined by the Chief

priodol a chymesur mewn lle er mwyn ymdrin â digwyddiadau technegol sylweddol.

Strategol ac Ariannol

Mae cyllid yr Awdurdod yn dod o dair ffynhonnell ar hyn o bryd, sef cymorth grant gan yr Adran dros Ddiwylliant, y Cyfryngau a Chwaraeon, o Ffi'r Drwydded trwy Ymddiriedolaeth y BBC ac incwm masnachol sy'n cael ei greu gan S4C. Gallai'r hinsawdd economaidd sydd ohoni arwain at bwysau pellach ar gyllid S4C a'i heffaith economaidd ar y diwydiannau creadigol yng Nghymru. Mae'r Prif Weithredwr wedi adrodd i'r Awdurdod ar y bygythiadau hyn ac wedi arwain trafodaethau am yr effaith ar y gwasanaeth wrth ystyried gwahanol senarios, gan gynnwys yr effaith ar y sector annibynnol.

Llywodraethiant

Mae system yr Awdurdod o lywodraethiant corfforaethol a'i weithdrefnau ar gyfer hynny wedi eu diwygio'n sylweddol ers 2010. Mae'r Awdurdod wedi gweithredu'r mwyafrif helaeth o argymhellion Shortridge ac mae hefyd wedi sefydlu system o adolygiadau blynyddol o berfformiad. Bydd yr Awdurdod yn parhau i adolygu ei drefniadau llywodraethiant corfforaethol ac mae'n cydweithio'n agos gyda'r archwilwyr mewnol i ddatblygu trefn mapio sicrwydd effeithiol ar gyfer S4C.

Busnes Byw

Gan ystyried y llythyr am y drefn ariannu a dderbyniwyd oddi wrth yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon ym mis Hydref 2010 sy'n rhoi manylion cyfanswm y cyllid arfaethedig i S4C hyd at 31 Mawrth 2015, a'r dyletswydd ar yr Ysgrifennydd Gwladol o dan Adran 31 Deddf Cyrff Cyhoeddus 2011 i sicrhau y bydd Awdurdod S4C yn cael ei dalu swm y mae ef yn ystyried yn ddigonol ar gyfer y gost i'r Awdurdod bob blwyddyn i ddarparu gwasanaethau cyhoeddus yr Awdurdod, ac i drefnu darlledu neu ddosbarthu'r gwasanaethau hynny, mae gan yr Awdurdod ddisgwyliad rhesymol bod gan S4C adnoddau digonol i ddal ati i weithredu hyd y gellir rhagweld. Am y rheswm hwnnw, mae'n parhau i baratoi'r 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 sicrhau bod datganiadau ariannol yn cael eu paratoi ar gyfer pob blwyddyn ariannol gan roi darlun gwir a theg o sefyllfa eu cwmni ar ddiwedd y flwyddyn ariannol ac o'r elw neu gollod am y cyfnod hwnnw.
- (b)** At hynny, mae'n ofynnol i gyfarwyddwyr: fabwysiadu polisiau cyfrifo addas a'u defnyddio'n gyson; llunio arfarniadau a gwneud amcangyfrifon yn rhesymol ac yn ddoeth; gydymffurfio â safonau cyfrifo sy'n gymwys; baratoi'r datganiadau ariannol ar sail busnes sy'n fyw oni bai ei bod yn anaddas i gymryd bod y cwmni'n mynd i barhau i fod mewn busnes.
- (c)** Mae cyfarwyddwyr hefyd yn gyfrifol am: sicrhau bod cofnodion cyfrifo digonol yn cael eu cadw i ddiogelu asedau'r cwmni; gymryd camau rhesymol i atal ac i ddarganfod twyll ac unrhyw afreoleidd-dra arall.

Cyn belled â bod y cyfarwyddwyr yn ymwybodol:

nid oes unrhyw wybodaeth archwilio berthnasol nad yw archwilwyr y grŵp yn ymwybodol ohonno; ac mae'r cyfarwyddwyr wedi cymryd pob cam y dylent fod wedi ei gymryd er mwyn gwneud eu hunain yn ymwybodol o unrhyw wybodaeth archwiliadol berthnasol ac i gadarnhau bod yr archwilwyr yn ymwybodol o'r wybodaeth.

Mae'r cyfarwyddwyr yn gyfrifol am gynnal ac am gywirdeb yr wybodaeth gorfforaethol ac ariannol sydd wedi ei chynnwys ar wefan y cwmni. Gall deddfwriaeth y Deyrnas Unedig sydd yn rheoli paratoi a dosbarthu datganiadau ariannol fod yn wahanol i ddeddfwriaeth mewn awdurdodaethau eraill.

Yn achos S4C, mae'r cyfrifoldeb am baratoi Datganiad Ariannol wedi ei roi ar yr Awdurdod fel corff statudol o dan Ddeddf Darlledu 1990 Atodlen 6 paragraffau 12 a 13 (fel yr addaswyd gan Adran 81 Deddf Darlledu 1996, Rheoliadau Deddf Cwmnïau 1989 (Cymhwyster ar gyfer Penodiad i fod yn Archwilwyr Cwmni) (Diwygiadau Canlyniadol) 1991 a pharagraff 71 rhan 1 Atodlen 15 Deddf Cyfathrebiadau 2003).

Mae'r Prif Weithredwr, yn rhinwedd ei swyddogaeth fel Swyddog Cyfrifo, ynghyd â'r Cyfarwyddwr Cyllid, yn gyfrifol am sicrhau bod y Datganiad Ariannol yn cael ei baratoi, ac am weithredu'r camau rheoli.

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

Archwilwyr

Mae Grant Thornton UK LLP, sy'n eu cynnig eu hunain fel archwilwyr yn unol ag Adran 56 (3) a pharagraffau 12 (2) a (3) Atodlen 6 Deddf Darlledu 1990 (fel y'i addaswyd), wedi mynegi eu parodrwydd i barhau yn y swydd. Mae eu hadroddiad ar y Datganiad Ariannol a Llywodraethiant Corfforaethol i'w gael ar dudalennau 92 i 93.

Ar orchymyn yr Awdurdod

Ian Jones
Prif Weithredwr
15 Gorffennaf 2013

Strategic and Financial

The Authority's funding is currently derived from three sources, grant in aid from the Department for Culture, Media and Sport, from the Licence Fee through the BBC Trust and commercial income generated by S4C. The current economic climate could lead to further pressures on S4C's finances and its economic impact on the creative industries in Wales. The Chief Executive has reported to the Authority on these threats and has led discussions on the service impact given different scenarios, including the effect on the independent sector.

Governance

The Authority's system of and procedures for corporate governance have been radically overhauled since 2010. The Authority has implemented the vast majority of the Shortridge recommendations and has also put in place a system of annual performance review. The Authority will continue to review its corporate governance arrangements and is working closely with the internal auditors to develop effective assurance mapping for S4C.

Going Concern

Having regard to the funding settlement letter received from the Secretary of State for Culture, Media and Sport in October 2010 which details the proposed total funding of S4C up to 31 March 2015, and the duty placed upon the Secretary of State by Section 31 of the Public Bodies Act 2011 to ensure that the Authority is paid an amount which he considers sufficient to cover the cost to the Authority each year of providing the Authority's public services, and arranging for the broadcasting or distribution of those services, 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 to safeguard the assets of the company; take reasonable steps to prevent and detect fraud and other irregularities.

In so far as the directors are aware:

there is no relevant audit information of which the group's auditors are unaware; and the directors have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information.

The directors are responsible for the maintenance and integrity of the corporate and financial information included on the company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

In the case of S4C, 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 (as amended by Section 81 of the Broadcasting Act 1996, the Companies Act 1989 (Eligibility for Appointment as Company Auditor) (Consequential Amendments) Regulations 1991 and paragraph 71 part 1 of Schedule 15 to the Communications Act 2003).

The Chief Executive, as Accounting Officer, together with the Director of Finance, 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 UK LLP, who offer themselves for reappointment in accordance with Section 56 (3) and paragraphs 12 (2) and (3) of Schedule 6 to the Broadcasting Act 1990 (as amended), have expressed their willingness to continue in office. Their report on the Statement of Accounts and Corporate Governance is given on pages 92 to 93.

By order of the Authority

Ian Jones
Chief Executive
15 July 2013

Adroddiad yr Archwilwyr annibynnol i Aelodau Awdurdod S4C

Rydym wedi archwilio Datganiad Ariannol S4C ar gyfer y flwyddyn a ddaeth i ben ar 31 Rhagfyr 2012, sy'n cynnwys y cyfrif elw a cholled cyfun, y mantolen gyfun, mantolen S4C, y datganiad o lif arian cyfun, y datganiad cyfanswm yr enillion a cholledion cydnabyddedig a'r nodiadau cysylltiedig. Y fframwaith adrodd ariannol a weithredwyd wrth eu paratoi yw'r gyfraith berthnasol a Safonau Cyfrifo'r Deyrnas Unedig (Arfer Cyfrifyddu a Dderbynnir yn Gyffredinol yn y Deyrnas Unedig).

Caiff yr adroddiad hwn ei gyflwyno i aelodau'r Awdurdod yn unig, fel corff, yn unol â pharagraff 13 (2) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd). Cynhaliwyd ein gwaith archwilio er mwyn i ni allu datgan i aelodau'r Awdurdod ynghylch y materion hynny y mae gofyn i ni ddatgan yn eu cylch mewn adroddiad archwilwyr, ac nid am unrhyw ddiben arall. I'r graddau llawn a ganiateir gan y gyfraith, nid ydym yn derbyn nac yn cymryd cyfrifoldeb dros unrhyw un ac eithrio'r Awdurdod ac aelodau'r Awdurdod fel corff, am ein gwaith archwilio, ar gyfer yr adroddiad hwn, neu am y safbwyntiau a ffurfiwyd gennym.

Cyfrifoldebau priodol aelodau'r Awdurdod a'r archwilwyr

Fel yr esbonnir yn llawn yn y Datganiad Cyfrifoldebau ar dudalennau 90 i 91, mae aelodau'r Awdurdod yn gyfrifol am baratoi'r Datganiad Ariannol ac am fodloni eu hunain eu bod yn cynnig darlun cywir a theg. Ein cyfrifoldeb ni yw archwilio'r Datganiad Ariannol yn unol â chyfraith berthnasol a'r Safonau Rhyngwladol ynghylch Archwilio (DU ac Iwerddon). Mae'r safonau hynny yn gofyn ein bod yn cydymffurfio gyda Safonau Moesegol i Archwilwyr y Bwrdd Arferion Archwilio (APB).

Cwmpas yr archwiliad o'r Datganiadau Ariannol

Darparir disgrifiad o gwmpas archwiliad datganiadau ariannol ar wefan APB sef www.frc.org.uk/apb/scope/private.cfm.

Barn am y Datganiad Ariannol

Yn ein barn ni, mae'r Datganiad Ariannol:

- yn cynnig darlun cywir a theg o sefyllfa'r Awdurdod a S4C ar 31 Rhagfyr 2012 ac o ganlyniad yr Awdurdod ar gyfer y flwyddyn a ddaeth i ben ar yr adeg honno;
- wedi cael ei baratoi'n gywir yn unol ag Arfer Cyfrifyddu a Dderbynnir yn Gyffredinol yn y Deyrnas Unedig; ac
- wedi cael ei baratoi yn unol â gofynion Deddf Darlledu 1990 (fel yr addaswyd) a Chyfarwyddyd yr Ysgrifennydd Gwladol ar Gyfrifon.

Barn am fater arall a ragnodir gan Ddeddf Darlledu 1990 (fel yr addaswyd)

Yn ein barn ni, mae'r wybodaeth a nodir yn yr Adroddiad Blynyddol ar gyfer y flwyddyn ariannol y caiff y Datganiadau Ariannol eu paratoi ar ei chyfer, yn cyd-fynd gyda'r Datganiad Ariannol.

Materion y mae gofyn i ni adrodd yn eu cylch drwy eithriad

Nid oes gennym unrhyw beth i'w adrodd ynghylch y materion canlynol, lle y mae Deddf Darlledu 1990 (fel yr addaswyd) yn mynnu ein bod yn adrodd i chi os yw'r canlynol wedi digwydd yn ein barn ni:

- nid oes cofnodion cyfrifyddu digonol wedi cael eu cadw, neu ni chafwyd ffurflenni sy'n ddigonol ar gyfer ein harchwiliad gan ganghennau nad ydym wedi ymweld â nhw; neu
- nid yw Datganiad Ariannol yr Awdurdod yn cyd-fynd gyda'r ffurflenni a'r cofnodion cyfrifyddu; neu
- nid yw datgeliadau penodol ynghylch tâl aelodau a nodir gan y gyfraith wedi cael eu gwneud; neu
- nid ydym wedi cael yr holl wybodaeth a'r esboniadau y mae angen i ni eu cael ar gyfer ein harchwiliad.

Adroddiad Blynyddol 2012

Rhian Owen
Archwiliwr Statudol Uwch
dros ac ar ran Grant Thornton UK LLP
Archwiliwr Statudol, Cyfrifwyr Siartredig
Caerdydd
15 Gorffennaf 2013

Independent Auditor’s report to the Members of the S4C Authority

We have audited the Statement of Accounts of S4C for the year ended 31 December 2012 which comprises the consolidated profit and loss account, the consolidated and S4C balance sheets, the consolidated cash flow statement, the statement of total recognised gains and losses and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and the United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the Authority's members, as a body, in accordance with paragraph 13 (2) of Schedule 6 to the Broadcasting Act 1990 (as amended). Our audit work has been undertaken so that we might state to the Authority’s members those matters we are required to state to them in an auditor’s report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the Authority and the Authority’s members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of Authority members and auditors

As explained more fully in the Statement of Responsibilities set out on pages 90 to 91, the Authority members are responsible for the preparation of the Statement of Accounts and for being satisfied that it gives a true and fair view. Our responsibility is to audit the Statement of Accounts in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Auditing Practices Board’s (APB’s) Ethical Standards for Auditors.

Scope of the audit of the Statement of Accounts

A description of the scope of an audit of financial statements is provided on the APB’s website at www.frc.org.uk/apb/scope/private.cfm.

Opinion on the Statement of Accounts

In our opinion the Statement of Accounts:

- gives a true and fair view of the state of the Authority’s and S4C’s affairs as at 31 December 2012 and of the Authority’s result for the year then ended;
- has been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- has been prepared in accordance with the requirements of the Broadcasting Act 1990 (as amended) and the Secretary of State’s Account Direction.

Opinion on other matter prescribed by the Broadcasting Act 1990 (as amended)

In our opinion the information given in the Annual Report for the financial year for which the Statement of Accounts is prepared is consistent with the Statement of Accounts.

Adroddiad Blynyddol 2012

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Broadcasting Act 1990 (as amended) requires us to report to you if, in our opinion:

- adequate accounting records have not been kept, or returns adequate for our audit have not been received from branches not visited by us; or
- the Statement of Accounts of the Authority is not in agreement with the accounting records and returns; or
- certain disclosures of members’ remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit.

Adroddiad Blynyddol 2012

Adroddiad Blynyddol 2012

Rhian Owen
Senior Statutory Auditor
for and on behalf of Grant Thornton UK LLP
Statutory Auditor, Chartered Accountants
Cardiff
15 July 2013

Cyfrif Elw a Cholled Cyfun am y flwyddyn a derfynodd 31 Rhagfyr 2012

	Nodyn	2012 £000	2011 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus a Throsiant y Gronfa Gyffredinol	2	86,370	93,060
Trosiant yr Awdurdod		86,370	93,060
Costau'r gwasanaeth rhaglenni		(78,806)	(89,813)
Costau darlledu a dosbarthu		(4,201)	(4,045)
Costau uniongyrchol eraill		(1,277)	(1,436)
Elw/(Colled) gros		2,086	(2,234)
Costau gweithredu a gweinyddu	3	(3,620)	(3,853)
Colled gweithredol	3	(1,534)	(6,087)
Eitem eithriadol	2a	(1,720)	530
		(3,254)	(5,557)
Llog net	5	451	169
Colled ar weithgareddau cyffredin cyn trethiant		(2,803)	(5,388)
Trethiant ar golled ar weithgareddau cyffredin	6	-	-
Colled ar ôl trethiant		(2,803)	(5,388)
Trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus	14	1,383	3,911
Cadwyd yn y Gronfa Gyffredinol	14	(1,420)	(1,477)

Mantolen Gyfun ar 31 Rhagfyr 2012

	Nodyn	2012 £000	2011 £000
Asedau Sefydlog			
Asedau diriaethol	8	4,579	6,956
Buddsoddiadau	9	-	157
		4,579	7,113
Asedau Cyfredol			
Stoc	10	12,973	14,986
Dyledwyr	11	2,273	2,069
Buddsoddiadau	12	993	862
Arian yn y banc ac mewn llaw		25,445	28,829
		41,684	46,746
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(9,429)	(13,222)
Asedau Cyfredol Net		32,255	33,524
Ased Pensiwn	21	2,500	2,300
Cyfanswm Asedau llai Rhwymedigaethau		39,334	42,937
Cronfeydd			
Cronfa'r Gwasanaeth Cyhoeddus	14	19,019	21,202
Cronfa Gyffredinol	14	20,315	21,735
Cyfanswm Cronfeydd		39,334	42,937

Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 15 Gorffennaf 2013.

Huw Jones
Cadeirydd

Ian Jones
Prif Weithredwr

Mae'r nodiadau ar dudalennau 98 i 119 yn ffurfio rhan o'r Datganiad Ariannol.

Consolidated Profit and Loss account for the year ended 31 December 2012

	Notes	2012 £000	2011 £000
Public Service Fund Income and General Fund Turnover	2	86,370	93,060
Turnover of the Authority		86,370	93,060
Cost of programme service		(78,806)	(89,813)
Transmission and distribution costs		(4,201)	(4,045)
Other direct costs		(1,277)	(1,436)
Gross profit/(loss)		2,086	(2,234)
Operational and administrative expenses	3	(3,620)	(3,853)
Operating loss	3	(1,534)	(6,087)
Exceptional item	2a	(1,720)	530
		(3,254)	(5,557)
Net interest	5	451	169
Loss on ordinary activities before taxation		(2,803)	(5,388)
Taxation on loss on ordinary activities	6	-	-
Loss after taxation		(2,803)	(5,388)
Transfer from the Public Service Fund	14	1,383	3,911
Retained in the General Fund	14	(1,420)	(1,477)

Consolidated Balance Sheet at 31 December 2012

	Note	2012 £000	2011 £000
Fixed Assets			
Tangible assets	8	4,579	6,956
Investments	9	-	157
		4,579	7,113
Current Assets			
Stock	10	12,973	14,986
Debtors	11	2,273	2,069
Investments	12	993	862
Cash at bank and in hand		25,445	28,829
		41,684	46,746
Creditors: amounts falling due within one year	13	(9,429)	(13,222)
Net Current Assets		32,255	33,524
Pension Asset	21	2,500	2,300
Total Assets less Liabilities		39,334	42,937
Reserves			
Public Service Fund	14	19,019	21,202
General Fund	14	20,315	21,735
Total Reserves		39,334	42,937

The Statement of Accounts was approved by the Authority on 15 July 2013.

Huw Jones
Chairman

Ian Jones
Prif Weithredwr

The notes on pages 98 to 119 form part of the Statement of Accounts

Mantolen S4C ar 31 Rhagfyr 2012

	Nodyn	2012 £000	2011 £000
Asedau Sefydlog			
Asedau diriaethol	8	4,579	6,956
Buddsoddiadau	9	-	-
		4,579	6,956
Asedau Cyfredol			
Stoc	10	12,973	14,986
Dyledwyr	11	4,683	2,124
Arian yn y banc ac mewn llaw		3,169	7,466
		20,825	24,576
Credydwyr: symiau i'w talu o fewn blwyddyn	13	(8,885)	(12,630)
Asedau Cyfredol Net		16,519	11,946
Ased Pensiwn	21	2,500	2,300
Cyfanswm Asedau llai Rhwymedigaethau		19,019	21,202
Cronfeydd			
Cronfa'r Gwasanaeth			
Cyhoeddus	14	19,019	21,202
Cronfa Gyffredinol	14	-	-
Cyfanswm Cronfeydd		19,019	21,202

Cymeradwywyd y Datganiad Ariannol gan yr Awdurdod ar 15 Gorffennaf 2013.

Huw Jones
Cadeirydd

Ian Jones
Prif Weithredwr

Datganiad Llif Arian Cyfun am y flwyddyn a derfynodd 31 Rhagfyr 2012

	Nodyn	2012 £000	2011 £000
Allanlif net ariannol o weithgareddau gweithredol	15	(3,551)	(2,819)
Enillion ar fuddsoddiadau a chostau benthyciadau			
Llog a dderbyniwyd		240	67
Mewnlif net ariannol o enillion ar fuddsoddiadau a chostau benthyciadau		240	67
Trethiant		-	-
Pryniant cyfalafol a buddsoddiadau ariannol			
Pryniant asedau sefydlog diriaethol		(74)	(464)
Gwerthiant asedau sefydlog diriaethol		1	8
Gwireddu buddsoddiad		-	27,523
(Allanlif)/mewnlif net ariannol o bryniant cyfalafol a buddsoddiadau ariannol		(73)	27,067
(Lleihad)/cynnydd mewn arian	16	(3,384)	24,315

Prif Ddatganiad Arall—Datganiad Cyfanswm yr Enillion a Cholledion Cydnabyddedig (STRGL)

	2012 £000	2011 £000
Colled ar weithgareddau cyffredin ar ôl trethiant	(2,803)	(5,388)
Trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus	1,383	3,911
Newid yng ngwerth marchnadol y buddsoddiad asedau cyfredol	-	-
(Colledion)/enillion actiwaraid ar asedau a rhwymedigaethau'r cynllun pensiwn	(800)	(1,600)
Cyfanswm y colledion cydnabyddedig yn ystod y flwyddyn	(2,220)	(3,077)

Mae'r nodiadau ar dudalennau 98 i 119 yn ffurfio rhan o'r Datganiad Ariannol.

S4C Balance Sheet at 31 December 2012

	Notes	2012 £000	2011 £000
Fixed Assets			
Tangible assets	8	4,579	6,956
Investments	9	-	-
		4,579	6,956
Current Assets			
Stock	10	12,973	14,986
Debtors	11	4,683	2,124
Cash at bank and in hand		3,169	7,466
		20,825	24,576
Creditors: amounts falling due within one year	13	(8,885)	(12,630)
Net Current Assets		16,519	11,946
Pension Asset	21	2,500	2,300
Total Assets less Liabilities		19,019	21,202
Reserves			
Public Service Fund	14	19,019	21,202
General Fund	14	-	-
Total Reserves		19,019	21,202

The Statement of Accounts was approved by the Authority on 15 July 2013.

Huw Jones
Chairman

Ian Jones
Prif Weithredwr

Consolidated Cash Flow Statement for the year ended 31 December 2012

	Notes	2012 £000	2011 £000
Net cash outflow from operating activities	15	(3,551)	(2,819)
Returns on investments and servicing of finance Interest received		240	67
Net cash inflow from returns on investments and servicing of finance		240	67
Taxation		-	-
Capital expenditure and financial investments			
Purchase of tangible fixed assets		(74)	(464)
Sale of tangible fixed assets		1	8
Realisation of investment		-	27,523
Net cash (outflow)/inflow from capital expenditure and financial investment		(73)	27,067
(Decrease)/increase in cash	16	(3,384)	24,315

Other Primary Statement—Statement of Total Recognised Gains and Losses (STRGL)

	2012 £000	2011 £000
Loss on ordinary activities after taxation	(2,803)	(5,388)
Transfer from the Public Service Fund	1,383	3,911
Change in market value of current asset investment	-	-
Actuarial (loss)/gain on the pension scheme assets and liabilities	(800)	(1,600)
Total recognised losses for the year	(2,220)	(3,077)

The notes on pages 98 to 119 form part of the Statement of Accounts.

Nodiadau i’r Cyfrifon am y Flwyddyn a Derfynodd 31 Rhagfyr 2012

1. Polisiau Cyfrifo

Gwelir isod brif bolisiau cyfrifo’r Awdurdod.

(a) Sail paratoi’r Datganiad Ariannol Paratowyd y Datganiad Ariannol o dan y confensiwn costau hanesyddol addasedig ac yn unol â pharagraff 12 (1) Atodlen 6 Deddf Darlledu 1990 (fel yr addaswyd), y Cyfarwyddyd Cyfrifon a ryddhawyd gan yr Ysgrifennydd Gwladol dros Ddiwylliant, Cyfryngau a Chwaraeon a safonau cyfrifo perthnasol. Ceir copi o’r Cyfarwyddyd Cyfrifon o Swyddfa’r Wasg yn S4C.

(b) Sail cyfuno

Mae’r Datganiad Ariannol cyfun yn ymgorffori rhai S4C a’i his-ymgymeriadau (gweler nodyn 9) a luniwyd hyd at 31 Rhagfyr 2012. Caiff elw neu golledion ar drafodion grŵp eu dileu’n llawn. Pan gaiff is-gwmni ei brynu, caiff holl asedau 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) Incwm

(i) Cynhwysir incwm o’r Adran dros Ddiwylliant, 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, marsiandïo, cyhoeddi, a gweithgareddau buddsoddi yn cael ei gydnabod yn y cyfrif elw a cholled ar sail gronol.

(ch) 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.

(d) 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. Am gyfres o raglenni, mae’r dosraniad stoc rhwng rhaglenni a orffennwyd ond heb eu darlledu a rhaglenni ar ganol eu cynhyrchu wedi ei seilio ar gyfanswm y gost hyd yn hyn ynghyd â chost gytundebol pob pennod a gwblhawyd.

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

(dd) Incwm a dderbyniwyd cyn y gwariant perthynol

Oherwydd y polisiau uchod, derbyniwyd incwm o’r Adran dros Ddiwylliant, 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’r trosglwyddiadau hyn.

(e) Buddsoddiadau

Cyfrifir buddsoddiadau yn ôl yr hyn a dalwyd amdanynt llai unrhyw symiau sydd wedi’u dileu.

(f) Asedau sefydlog diriaethol

Cyfrifir asedau 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 a chyfarpar 20%
Adeiladau rhyddfrait dros 40 mlynedd

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

(ff) Cyfraniadau pensiwn

Cynllun budd diffiniedig
Mae’r costau pensiwn a godir ar y cyfrif elw a cholled wedi’u seilio ar y dulliau a damcaniaethau actiwaraidd sydd â’r amcan o wasgaru costau pensiwn disgwyliedig dros fywydau gwasanaethol y gweithwyr sydd yn y cynllun, er mwyn sicrhau bod y gost pensiwn rheolaidd yn cynrychioli canran sylweddol llyfn o’r gyflogres bensynadwy gyfredol a’r dyfodol disgwyliedig. Gwastateir amrywiaethau o’r gost reolaidd dros weddill cyfartaledd bywydau gwasanaethol gweithwyr cyfredol y cynllun.

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.

(g) Asedau wedi eu prydlesu

Caiff rhenti sydd yn daladwy o dan brydlesi gweithredol eu cynnwys yn gyfartal dros gyfnod y brydles drwy’r cyfrif elw a cholled.

(ng) Trethiant

Paratowyd y Datganiad Ariannol ar y sail na chodir unrhyw dreth ar symiau a dderbynia S4C oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon.

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

(h) Arian tramor

Cynhwysir asedau 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.

(i) Buddsoddiadau asedau cyfredol
Caiff buddsoddiadau asedau cyfredol eu cofnodi yn ôl yr hyn a dalwyd amdanynt i ddechrau, yna cânt eu hailbriso yn unol â’u gwerth ar y farchnad agored ar ddiwedd pob blwyddyn. Caiff unrhyw elw neu golled heb ei wireddu sy’n codi o ganlyniad i’r buddsoddiadau, ei gydnabod yn uniongyrchol mewn ecwiti, trwy gyfrwng datganiad cyfanswm yr enillion a cholledion cydnabyddedig.

2. Gwybodaeth rannol - dosbarthu busnes
Derbynnir incwm Cronfa’r Gwasanaeth Cyhoeddus er mwyn i’r Awdurdod gyflawni ei gyfrifoldebau gwasanaeth cyhoeddus (o fewn ystyr Adran 207 Deddf Cyfathrebiadau 2003). 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 y cantiateir o dan Adran 206 Deddf Cyfathrebiadau 2003 a’r darpariaethau trawsnewidiol ym mharagraff 27 Atodlen 18 Deddf Cyfathrebiadau 2003.

Notes to the Accounts for the year ended 31 December 2012

1. Accounting policies

The principal accounting policies of the Authority are set out below.

(a) Basis of preparation of Statement of Accounts

The Statement of Accounts has been prepared under the modified historical cost convention and in compliance with paragraph 12 (1) of Schedule 6 to the Broadcasting Act 1990 (as amended), the Accounts Direction issued by the Secretary of State for Culture, Media and Sport 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 2012. 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) 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, publishing and investment activities, is recognised in the profit and loss account on an accruals basis.

(d) 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.

(e) 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. For a series of programmes, the allocation of stock between programmes completed but not yet transmitted and programmes in the course of production is based on total costs to date and the contractual cost per completed episode.

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

(f) 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.

(g) Investments

Investments are included at cost less amounts written off.

(h) 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.

(i) Pension contributions

Defined benefit scheme
The pension costs charged against the profit and loss account are based on the actuarial methods and assumptions designed to spread the anticipated pension costs over the service lives of the employees in the scheme, so as to ensure that the regular pension cost represents a substantially level percentage of the current and expected future pensionable payroll. Variations from regular cost are spread over the average remaining service lives of current employees in the scheme.

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.

(j) Leased assets

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

(k) 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.

(l) Foreign currencies

Monetary assets and liabilities denominated in foreign currencies are translated at the rates of exchange ruling at tthe 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.

(m) Current asset investments

Current asset investments are initially recorded at cost and are revalued to their open market value at each year end. Any unrealised gain or loss arising on the investments shall be recognised directly in equity, through the statements of total recognised gains and losses.

2. Segmental information - classes of business

Public Service Fund income is received in order that the Authority may fulfil its public service responsibilities (within the meaning of Section 207 of the Communications Act 2003). General Fund turnover represents the income generated from commercial and other non-public service activities as permitted under Section 206 of the Communications Act 2003 and the transitional provisions contained in paragraph 27 of Schedule 18 to the Communications Act 2003.

2. Incwm Cronfa'r Gwasanaeth Cyhoeddus a throsiant y Gronfa Gyffredinol

	£000	2012 £000	£000	2011 £000
Incwm Cronfa'r Gwasanaeth Cyhoeddus				
Incwm a dderbyniwyd oddi wrth ADdCCh	83,000		90,000	
Incwm arall	85		59	
		83,085		90,059
Trosiant y Gronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	2,632		2,330	
Cyhoeddi a marsiandio	174		153	
Eraill	479		518	
		3,285		3,001
Trosiant y grŵp		86,370		93,060

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

	2012 £000	2011 £000
Y Deyrnas Unedig	3,094	2,821
Gweddill Ewrop	41	80
Unol Daleithiau America	21	16
Gweddill y Byd	129	84
	3,285	3,001

Colled gweithredol

	£000	2012 £000	£000	2011 £000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	(2,700)		(6,932)	
		(2,700)		(6,932)
Cronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	1,192		775	
Cyhoeddi a marsiandio	80		49	
Gweithgareddau eraill	(106)		21	
	1,166		845	
	(1,534)		(6,087)	

Asedau net

	£000	2012 £000	£000	2011 £000
Cronfa'r Gwasanaeth Cyhoeddus				
Gweithgareddau Cronfa'r Gwasanaeth Cyhoeddus	19,019		21,202	
		19,019		21,202
Cronfa Gyffredinol				
Gwerthiant rhaglenni a hysbysebu	333		305	
Cyhoeddi a marsiandio	22		20	
Gweinyddiaeth	33		38	
Gweithgareddau eraill	19,927		21,372	
	20,315		21,735	
	39,334		42,937	

2a. Eitem eithriadol

Cydnabuwyd ar ôl colled gweithredol:

	2012 £000	2011 £000
Enillion ar fuddsoddiad ased cyfredol	-	530
Gostyngiad parhaol mewn gwerth eiddo	1,720	-
	1,720	530

2. Public Service Fund income and General Fund turnover

	£000	2012 £000	£000	2011 £000
Public Service Fund income				
Income received from the DCMS	83,000		90,000	
Other income	85		59	
		83,085		90,059
General Fund turnover				
Programme and airtime sales	2,632		2,330	
Publishing and merchandising	174		153	
Other	479		518	
		3,285		3,001
Group turnover		86,370		93,060

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

	2012 £000	2011 £000
United Kingdom	3,094	2,821
The rest of Europe	41	80
United States of America	21	16
Rest of the World	129	84
	3,285	3,001

Operating loss

	£000	2012 £000	£000	2011 £000
Public Service Fund				
Public Service Fund activities	(2,700)		(6,932)	
		(2,700)		(6,932)
General Fund				
Programme and airtime sales	1,192		775	
Publishing and merchandising	80		49	
Other activities	(106)		21	
	1,166		845	
	(1,534)		(6,087)	

Net assets

	£000	2012 £000	£000	2011 £000
Public Service Fund				
Public Service Fund activities	19,019		21,202	
		19,019		21,202
General Fund				
Programme and airtime sales	333		305	
Publishing and merchandising	22		20	
Administration	33		38	
Other trading activities	19,927		21,372	
	20,315		21,735	
	39,334		42,937	

2a. Exceptional item

Recognised below operating loss:

	2012 £000	2011 £000
Gain on current asset investment	-	530
Permanent diminution in valuation of property	1,720	-
	1,720	530

3. Colled gweithredol

Nodir y colled gweithredol ar ôl:

	2012 £000	2011 £000
Cost y gwasanaeth rhaglenni		
Dibrisiant ac amorteiddio	433	418
Costau staffio	5,578	7,304
Taliadau prydles gweithredol	26	48
Teithio a chynhaliath	90	120
Costau gweithredu a gweinyddu		
Costau staffio	1,617	1,334
Dibrisiant	298	308
Taliadau i'r archwilwyr:		
Gwasanaethau archwilio	52	63
Gwasanaethau eraill	14	13
Costau gweinyddu eraill	1,549	2,036
Taliadau prydles gweithredol:		
Tir ac adeiladau	36	33
Arall	16	24
Teithio a chynhaliath	38	42
	3,620	3,853

Mae'r dadansoddiad o gostau gweithredu a gweinyddu fel a ganlyn:

	2012 £000	2011 £000
Costau Cronfa'r		
Gwasanaeth Cyhoeddus	3,455	3,772
Costau'r Gronfa Gyffredinol	165	81
	3,620	3,853

4. Aelodau a swyddogion cyflogedig

Mae cyfanswm cydnabyddiaeth swyddogion cyflogedig yn ystod y flwyddyn yn cynnwys:

	2012 £000	2011 £000
Cyflogau gros (yn cynnwys taliadau a wnaed o dan y cynllun diswyddiadau)	5,892	7,123
Cyfraniadau YG y cyflogwr	556	658
Cyfraniadau pensiwn y cyflogwr	736	866
	7,184	8,647

Yn ystod y flwyddyn cyflogwyd ar gyfartaledd yn y meysydd canlynol:

	2012		2011	
	Rhif Dynion	Rhif Menywod	Rhif Dynion	Rhif Menywod
Comisiynu	8	8	8	8
Darlledu a Dosbarthu	27	22	38	26
Cyfathrebu	13	9	10	11
Cyllid, Gweinyddiaeth, Adnoddau Dynol	4	12	4	14
Materion Busnes	1	8	2	9
Corfforaethol a Pholisi Masnachol	7	7	6	9
	60	66	68	77

Cyfanswm teithio a chynhaliath a dalwyd i swyddogion cyflogedig yn ystod 2012 oedd £112,483 (2011 - £134,961).

Cydnabyddiaeth yr aelodau

Roedd cyfanswm cydnabyddiaeth aelodau'r Awdurdod am y flwyddyn fel a ganlyn:

	2012 £000	2011 £000
Cyfanswm y taliadau	124	127
	124	127

3. Operating loss

Operating loss is stated after:

	2012 £000	2011 £000
Cost of programme service		
Depreciation and amortisation	433	418
Staff costs	5,578	7,304
Operating lease costs	26	48
Travel and subsistence	90	120
Operational and administrative expenses		
Staff costs	1,617	1,334
Depreciation	298	308
Auditors' remuneration:		
Audit services	52	63
Other services	14	13
Other administrative expenses	1,549	2,036
Operating lease costs:		
Land and buildings	36	33
Other	16	24
Travel and subsistence	38	42
	3,620	3,853

The operational and administrative expenses can be analysed as follows:

	2012 £000	2011 £000
Public Service Fund expenses	3,455	3,772
General Fund expenses	165	81
	3,620	3,853

4. Members and employees

Total employee remuneration during the year comprised:

	2012 £000	2011 £000
Gross salaries (including payments made under the redundancy scheme)	5,892	7,123
Employer's NI contributions	556	658
Employer's pension contributions	736	866
	7,184	8,647

The average number of employees during the year was employed as follows:

	2012		2011	
	Number Male	Number Female	Number Male	Number Female
Commissioning	8	8	8	8
Broadcast and Distribution	27	22	38	26
Communications	13	9	10	11
Finance, Administration, Human Resources	4	12	4	14
Business Affairs	1	8	2	9
Corporate and Commercial				
Policy	7	7	6	9
	60	66	68	77

Total travel and subsistence reimbursed to employees during 2012 was £112,483 (2011 - £134,691).

Members' remuneration

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

	2012 £000	2011 £000
Total remuneration	124	127
	124	127

Cydnabyddiaeth yr aelodau (Parhad)

Dangosir taliadau i aelodau'r Awdurdod am y flwyddyn isod:

	Cyfanswm 2012 £	Cyfanswm 2011 £
Carol Bell	2,789	-
Bill Davies	5,254	9,650
John Davies	9,650	9,650
Cenwyn Edwards	5,254	9,650
Aled Eirug	2,788	-
Dyfrig Jones	9,650	9,650
Dr Glenda Jones	9,650	9,650
Huw Jones	48,442	29,531
Syr Roger Jones	-	8,658
Winston Roddick CB QC	6,433	9,650
Elan Closs Stephens	4,530	-
Rheon Tomos	9,650	31,050
Marian Wyn Jones	1,421	-

Penodwyd Carol Bell ac Aled Eirug ym mis Medi 2012
Ymddeolodd Bill Davies a Cenwyn Edwards ym mis Gorffennaf 2012
Ymddeolodd Winston Roddick ym mis Awst 2012
Penodwyd Marian Wyn Jones ym mis Tachwedd 2012
Penodwyd Elan Closs Stephens ym mis Gorffennaf 2012
Ymddeolodd Syr Roger Jones ym mis Tachwedd 2011
Penodwyd Rheon Tomos yn Gadeirydd dros dro o fis Rhagfyr 2010 tan Mehefin 2011 a pharhaodd fel aelod o'r Awdurdod ar ôl Mehefin 2011
Penodwyd Huw Jones yn Gadeirydd ym mis Mehefin 2011

Yn ystod y flwyddyn, hawliodd Aelodau'r Awdurdod y treuliau canlynol wrth gyflawni eu dyletswyddau.

Treuliau aelodau'r Awdurdod

	Teithio £	Cynhaliath £	Lletygarwch £	2012	2011
				£	£
Carol Bell	48	-	-	48	-
Bill Davies	722	75	-	797	1,817
John Davies	1,875	458	-	2,333	2,803
Cenwyn Edwards	1,651	228	-	1,879	3,339
Aled Eirug	-	8	-	8	-
Dyfrig Jones	514	1,021	-	1,535	3,583
Dr Glenda Jones	325	75	-	400	454
Huw Jones	4,311	2,871	134	7,316	5,826
Syr Roger Jones	-	-	-	-	213
Winston Roddick CB QC	325	-	-	325	819
Elan Closs Stephens	15	-	-	15	-
Rheon Tomos	113	81	-	194	1,135
Marian Wyn Jones	13	151	-	164	-
Dr Chris Llewelyn	-	-	-	-	308
Total	9,912	4,968	134	15,014	20,297

Dangosir taliadau i aelodau'r Tim Rheoli yn ystod y flwyddyn isod:

	Cyflogau gros £000	Buddiannau £000	Cyfanswm 2012 £000	Cyfanswm 2011 £000
Ian Jones	132	-	132	-
Arwel Ellis Owen	18	-	18	115
Delyth Wynne Griffiths	-	-	-	85
Iona Jones	-	-	-	41
Garffild Lloyd Lewis	85	4	89	92
Elin Morris	92	-	92	96
Kathryn Morris	86	4	90	89
Arshad Rasul	72	2	74	105
Dafydd Rhys	62	-	62	-
Clive Jones (Anweithredol)	-	-	-	13

Yn 2012 derbyniodd Arshad Rasul hefyd daliad o £77,000 o dan y cynllun diswyddo gwirfoddol. Penodwyd Dafydd Rhys ym mis Ebrill 2012.

Yn 2011 derbyniodd Delyth Wynne Griffiths hefyd daliad o £132,220 o dan y cynllun diswyddo gwirfoddol.

Gadawodd Clive Jones ym mis Mehefin 2011.

Daeth cytundeb cyflogaeth Iona Jones i ben ym mis Ionawr 2011.

Yn ychwanegol i'r uchod, talwyd £6,581 o gostau adleoli i Ian Jones.

Members' remuneration (Continued)

The remuneration of the Authority members during the year is shown below:

	Total 2012 £	Total 2011 £
Carol Bell	2,789	-
Bill Davies	5,254	9,650
John Davies	9,650	9,650
Cenwyn Edwards	5,254	9,650
Aled Eirug	2,788	-
Dyfrig Jones	9,650	9,650
Dr Glenda Jones	9,650	9,650
Huw Jones	48,442	29,531
Sir Roger Jones	-	8,658
Winston Roddick CB QC	6,433	9,650
Elan Closs Stephens	4,530	-
Rheon Tomos	9,650	31,050
Marian Wyn Jones	1,421	-

Carol Bell and Aled Eirug were appointed in September 2012
Bill Davies and Cenwyn Edwards retired in July 2012
Winston Roddick retired in August 2012
Marian Wyn Jones was appointed in November 2012
Elan Closs Stephens was appointed in July 2012
Sir Roger Jones retired in November 2011
Rheon Tomos was appointed Acting Chair from December 2010 to June 2011 and continued as an Authority member after June 2011
Huw Jones was appointed Chair in June 2011

During the year, the Authority Members incurred the following expenses in the performance of their duties.

Authority members' expenses

	Travel £	Subsistence £	Hospitality £	2012	2011
				£	£
Carol Bell	48	-	-	48	-
Bill Davies	722	75	-	797	1,817
John Davies	1,875	458	-	2,333	2,803
Cenwyn Edwards	1,651	228	-	1,879	3,339
Aled Eirug	-	8	-	8	-
Dyfrig Jones	514	1,021	-	1,535	3,583
Dr Glenda Jones	325	75	-	400	454
Huw Jones	4,311	2,871	134	7,316	5,826
Sir Roger Jones	-	-	-	-	213
Winston Roddick CB QC	325	-	-	325	819
Elan Closs Stephens	15	-	-	15	-
Rheon Tomos	113	81	-	194	1,135
Marian Wyn Jones	13	151	-	164	-
Dr Chris Llewelyn	-	-	-	-	308
Total	9,912	4,968	134	15,014	20,297

The remuneration of the Management Team during the year is shown below:

	Gross pay £000	Benefits in kind £000	Total 2012 £000	Total 2011 £000
Ian Jones	132	-	132	-
Arwel Ellis Owen	18	-	18	115
Delyth Wynne Griffiths	-	-	-	85
Iona Jones	-	-	-	41
Garffild Lloyd Lewis	85	4	89	92
Elin Morris	92	-	92	96
Kathryn Morris	86	4	90	89
Arshad Rasul	72	2	74	105
Dafydd Rhys	62	-	62	-
Clive Jones (non executive)	-	-	-	13

In 2012 Arshad Rasul also received a payment of £77,000 under the voluntary redundancy scheme. Dafydd Rhys was appointed in April 2012.

In 2011 Delyth Wynne Griffiths also received a payment of £132,220 under the voluntary redundancy scheme.

Clive Jones left in June 2011.

Iona Jones' contract of employment came to an end in January 2011.

In addition to the above, relocation costs of £6,581 were paid for Ian Jones.

Treuliau aelodau'r Tim Rheoli

				2012	2011
	Teithio	Cynhaliath	Lletygarwch	£	£
Delyth Wynne Griffiths	-	-	-	-	1,091
Ian Jones	5,974	3,987	1,029	10,990	-
Garffild Lloyd Lewis	4,845	12,412	187	17,444	22,522
Elin Morris	739	26	43	808	2,136
Kathryn Morris	370	480	-	850	1,628
Arwel Ellis Owen	190	4	-	194	6,323
Arshad Rasul	545	302	-	847	4,504
Dafydd Rhys	3,192	1,923	100	5,215	-
Clive Jones (Anweithredol)	-	-	-	-	477
Cyfanswm	15,855	19,134	1,359	36,348	38,681

Dangosir manylion hawliau o dan gynllun budd diffiniedig a chyfraniadau i gynllun cyfraniadau diffiniedig ar gyfer aelodau'r Tim Rheoli yn ystod y flwyddyn ar y dudalen nesaf.

	Cynllun cyfraniadau diffiniedig Cyfraniadau S4C		Cynllun budd diffiniedig				
	2012	2011	Pensiwn Cronedig ar 31/12/12	Gwerth Cynnydd yn y pensiwn cronedig yn y flwyddyn	Gwerth trosglwyddo ar 31/12/12	Gwerth trosglwyddo ar 31/12/11	Gwerth Cynnydd yn y gwerth trosglwyddo llai cyfraniadau'r aelodau yn y flwyddyn
	£000	£000	£000	£000	£000	£000	£000
Ian Jones	18	-	-	-	-	-	-
Delyth Wynne Griffiths	-	20	-	-	-	581	-
Iona Jones	-	1	-	-	-	-	-
Garffild Lloyd Lewis	13	9	-	-	-	-	-
Elin Morris	14	11	-	-	-	-	-
Kathryn Morris	12	22	42	-	959	959	-
Arshad Rasul	25	16	-	-	-	-	-
Dafydd Rhys	4	-	-	-	-	-	-

Daeth Delyth Wynne Griffiths a Kathryn Morris yn aelodau gohiriedig y cynllun budd diffiniedig pan gaewyd y cynllun ar 31 Mai 2011 gan ymuno gyda'r cynllun cyfraniadau diffiniedig ar 1 Mehefin 2011.

5. Llog net

	2012 £000	2011 £000
Llog a dderbynnir		
- ar adnau tymor byr	451	169
	451	169

6. Trethiant

Paratowyd y Datganiad Ariannol ar y sail na chodir unrhyw drethiant ar symiau a dderbynia S4C oddi wrth yr Adran dros Ddiwylliant, Cyfryngau a Chwaraeon.

	2012 £000	2011 £000
Treth gorfforaeth y Deyrnas Unedig ar 24.49% (2011 - 26.49%)	-	-
Cymwysiaid i'r tâl trethiant am y cyfnodau blaenorol	-	-
Tâl trethiant cyfredol am y cyfnod	-	-

	2012 £000	2011 £000
Colled ar weithgareddau cyffredin cyn trethiant	(2,803)	(5,388)
Colled ar weithgareddau cyffredin wedi'i lluosio â'r gyfradd treth safonol yn y DU o 24.49% (2011 - 26.49%)	(686)	(1,427)
Effeithiau:		
Costau na ellir eu tynnu at ddibenion treth	56	16
Newidiadau amseru eraill	292	375
Trosglwyddo i incwm gohiriedig	338	1,036
Tâl trethiant cyfredol am y cyfnod	-	-

7. Colled sy'n berthnasol i S4C

Mae'r Awdurdod wedi mabwysiadu adran 408 Ddeddf Cwmnïau 2006 ac nid yw wedi cynnwys cyfrif elw a cholled S4C yn y Datganiad Ariannol hwn. Mae colled S4C am y flwyddyn yn £5.183m (2011 - £8.511m). Ceir gwybodaeth bellach yn nodyn 14.

Management Team members' expenses

				2012	2011
	Travel	Subsistence	Hospitality	£	£
Delyth Wynne Griffiths	-	-	-	-	1,091
Ian Jones	5,974	3,987	1,029	10,990	-
Garffild Lloyd Lewis	4,845	12,412	187	17,444	22,522
Elin Morris	739	26	43	808	2,136
Kathryn Morris	370	480	-	850	1,628
Arwel Ellis Owen	190	4	-	194	6,323
Arshad Rasul	545	302	-	847	4,504
Dafydd Rhys	3,192	1,923	100	5,215	-
Clive Jones (non executive)	-	-	-	-	477
Total	15,855	19,134	1,359	36,348	38,681

Details of defined benefit entitlements and contributions to defined contribution schemes for the Management Team during the year are shown on the next page.

	Defined contribution scheme S4C contributions		Defined benefit scheme Annual values		Transfer values		
	2012	2011	Accrued Pension at 31/12/12	Increase in accrued pension	Transfer value at 31/12/12	Transfer value at 31/12/11	Increase in transfer value less member's contribution in the year
	£000	£000	£000	£000	£000	£000	£000
Ian Jones	18	-	-	-	-	-	-
Delyth Wynne Griffiths	-	20	-	-	-	581	-
Iona Jones	-	1	-	-	-	-	-
Garffild Lloyd Lewis	13	9	-	-	-	-	-
Elin Morris	14	11	-	-	-	-	-
Kathryn Morris	12	22	42	-	959	959	-
Arshad Rasul	25	16	-	-	-	-	-
Dafydd Rhys	4	-	-	-	-	-	-

Delyth Wynne Griffiths and Kathryn Morris became deferred members of the defined benefit scheme on its closure on 31 May 2011 and joined the defined contribution scheme on 1 June 2011.

5. Net interest

	2012 £000	2011 £000
Interest receivable		
-short term deposits	451	169
	451	169

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.

	2012 £000	2011 £000
United Kingdom corporation tax at 24.49% (2011 - 26.49%)	-	-
Adjustment to taxation charge in respect of previous periods	-	-
Current taxation for the period	-	-

	2012 £000	2011 £000
Loss on ordinary activities before taxation	(2,803)	(5,388)
Loss on ordinary activities multiplied by standard rate of tax in the UK of 24.49% (2011 - 26.49%)	(686)	(1,427)
Effects of:		
Expenses not deductible for tax purposes	56	16
Other timing differences	292	375
Transfer from deferred income	338	1,036
Current taxation for period	-	-

7. Loss attributable to S4C

The Authority has adopted section 408 of the Companies Act 2006 and has not included S4C's profit and loss account in this Statement of Accounts. S4C's loss for the year is £5.183m (2011 - £8.511m). Further information is given in note 14.

8. Asedau sefydlog diriaethol Yr Awdurdod a S4C

	Cyfanswm £000	Tir ac Adeiladau		Offer a Chyfarpar £000
		Rhyddfrait £000	Prydles Fer £000	
Cost				
Ar 1 Ionawr 2012	18,984	9,165	209	9,610
Ychwanegiadau	74	-	-	74
Gwerthiannau	(844)	-	-	(844)
Ar 31 Rhagfyr 2012	18,214	9,165	209	8,840
Dibrisiant				
Ar 1 Ionawr 2012	12,028	3,630	209	8,189
Cost am y flwyddyn	731	197	-	534
Impairment	1,720	1,720	-	-
Gwerthiannau	(844)	-	-	(844)
Ar 31 Rhagfyr 2012	13,635	5,547	209	7,879
Gwerth llyfr net				
Ar 31 Rhagfyr 2012	4,579	3,618	-	961
Ar 31 Rhagfyr 2011	6,956	5,535	-	1,421

Tir ac adeiladau

Pafiliwn S4C ar faes y Sioe Amaethyddol Frenhinol yn Llanelwedd yw'r eiddo dan brydles fer.

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.

Yn ystod 2012, cafodd adeiladau Parc Ty Glas eu hailbriso yn y farchnad gyfredol. Mae hyn wedi arwain at leihad parhaol mewn gwerth o £1.720m a nodwyd fel eitem eithriadol.

Asedau a ddibrisiwyd yn llawn

Ar 31 Rhagfyr 2012, mae asedau sefydlog yn cynnwys asedau a gostiodd £6,345,018 (2011 - £6,814,822) a ddibrisiwyd yn llawn ond a gâi eu defnyddio o hyd.

Mae'r Awdurdod wedi ystyried gwerth yr asedau sefydlog diriaethol heblaw am adeiladau heb eu hailbriso. Mae'r Awdurdod yn fodlon nad yw cyfanswm gwerth yr asedau yma ar yr amser hwn yn sylweddol wahanol na'r cyfanswm a fynegwyd ar gyfer yr asedau yn y Datganiad Ariannol.

9. Buddsoddiadau asedau sefydlog

Mae cyfanswm buddsoddiadau asedau sefydlog yn cynnwys:

	Yr Awdurdod		S4C	
	2012 £	2011 £	2012 £	2011 £
Buddsoddiadau asedau sefydlog	-	131,025	3	3
Ychwanegiad yng ngwerth y buddsoddiad	-	25,826	-	-
Buddsoddiadau asedau sefydlog S4C	-	156,851	3	3
			Cyfranddaliadau mewn ymgymeriadau grŵp	
			£	
Cost a gwerth llyfr net ar 1 Ionawr 2012			3	
Ychwanegiadau			-	
Cost a gwerth llyfr net ar 31 Rhagfyr 2012			3	

Ar 31 Rhagfyr 2012, 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 ymgymeriad	Gan yr Awdurdod	
S4C Masnachol Cyf	Cymru a Lloegr	Cyffredin	100%	100%	Darparu gwasanaethau rheoli i is-gwmnïau masnachol
S4C Digital Media Ltd	Cymru a Lloegr	Cyffredin	-	100%	Cwmni buddsoddi
S4C Rhyngwladol Cyf	Cymru a Lloegr	Cyffredin	-	100%	Gwerthu gofod hysbysebu a rhaglenni
S4C2 Cyf	Cymru a Lloegr	Cyffredin	-	100%	Darlledu digidol a darparu gwasanaethau darlledu digidol

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

Mae gan yr Ysgrifennydd Gwladol dros Ddiwylliant, y Cyfryngau a Chwaraeon hawl mynediad llawn i ddatganiadau ariannol holl is-ymgymeriadau yr Awdurdod sydd mewn bodolaeth nawr neu a grëir yn y dyfodol.

8. Tangible fixed assets The Authority and S4C

	Total £000	Land and Buildings		Plant and Equipment £000
		Freehold £000	Short Leasehold £000	
Cost				
At 1 January 2012	18,984	9,165	209	9,610
Additions	74	-	-	74
Disposals	(844)	-	-	(844)
At 31 December 2012	18,214	9,165	209	8,840
Depreciation				
At 1 January 2012	12,028	3,630	209	8,189
Charge for year	731	197	-	534
Impairment	1,720	1,720	-	-
Disposals	(844)	-	-	(844)
At 31 December 2012	13,635	5,547	209	7,879
Net book amount				
At 31 December 2012	4,579	3,618	-	961
At 31 December 2011	6,956	5,535	-	1,421

Land and buildings

The short leasehold building is S4C's pavilion at the Royal Welsh Showground, Llanelwedd.

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.

During 2012, the buildings at Parc Tŷ Glas were revalued in the current market. This has resulted in a permanent diminution of £1.720m being recognised as an exceptional item.

Fully depreciated assets

At 31 December 2012, fixed assets includes assets at a cost of £6,345,018 (2011 - £6,814,822) which were fully depreciated but still in use.

The Authority has considered the value of tangible fixed assets other than buildings without 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	
	2012 £	2011 £	2012 £	2011 £
Fixed asset investments	-	131,025	3	3
Increase in valuation of investment	-	25,826	-	-
Fixed asset investments S4C	-	156,851	3	3
			Shares in group undertakings	
			£	
Cost and net book amount at 1 January 2012			3	
Additions			-	
Cost and net book amount at 31 December 2012			3	

At 31 December 2012 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%	Provision of management services to commercial subsidiaries
S4C Digital Media Ltd	Wales and England	Ordinary	-	100%	Investment company
S4C Rhyngwladol Cyf	Wales and England	Ordinary	-	100%	Selling of airtime and programmes
S4C2 Cyf	Wales and England	Ordinary	-	100%	Digital broadcasting and provision of digital broadcasting services

All of the subsidiary undertakings have been consolidated in the Statement of Accounts. All are wholly owned subsidiary undertakings.

The Secretary of State 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. Stoc

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

	Yr Awdurdod		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Rhaglenni ar ganol eu cynhyrchu	11,344	11,859	11,344	11,859
Rhaglenni a orffennwyd ond eto i'w darlledu	1,629	3,127	1,629	3,127
	12,973	14,986	12,973	14,986

11. Dyledwyr

	Yr Awdurdod		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Dyledwyr masnachol	670	417	3,348	575
Benthyciadau i swyddogion	6	4	6	4
Taliadau nawdd cymdeithasol a threthi eraill	1	2	1	2
TAW	913	1,052	913	1,052
Blaendaliadau ac incwm cronedig	683	594	415	491
	2,273	2,069	4,683	2,124

Mae'r benthyciadau i swyddogion o dan y Cynllun Beicio i'r Gwaith.

12. Buddsoddiadau asedau cyfredol

	Yr Awdurdod		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Buddsoddiad mewn rhaglenni - hawliau dosbarthu	993	862	-	-
	993	862	-	-

Gwnaeth y cwmni flaendaliadau o £362,500 ar gytundebau cyd-gynhyrchu yn ystod y flwyddyn. Adferodd y cwmni £106,039 o'r buddsoddiad yn ystod y flwyddyn. Dilëwyd £125,000 o flaendaliadau yn ystod y flwyddyn.

Cronfa fuddsoddi:

	Yr Awdurdod		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Cronfa fuddsoddi at 1 Ionawr	-	27,020	-	-
Newid yng ngwerth masnachol y buddsoddiad	-	503	-	-
Gwerthiant buddsoddiad	-	(27,523)	-	-
	-	-	-	-

13. Credydwyr: symiau i'w talu o fewn blwyddyn

	Yr Awdurdod		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Credydwyr masnachol	438	807	421	770
Credydwyr rhaglenni	1,117	2,119	1,117	2,119
Taliadau nawdd cymdeithasol a threthi eraill	160	184	160	184
TAW	65	55	-	-
Credydwyr eraill	260	248	-	-
Symiau cronedig	7,389	9,809	7,187	9,557
	9,429	13,222	8,885	12,630

10. Stock

Stock of untransmitted programmes and other stock comprise the following:

	Authority		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Programmes in course of production	11,344	11,859	11,344	11,859
Programmes completed but not yet transmitted	1,629	3,127	1,629	3,127
	12,973	14,986	12,973	14,986

11. Debtors

	Authority		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Trade debtors	670	417	3,348	575
Loans to employees	6	4	6	4
Social security and other taxes	1	2	1	2
VAT	913	1,052	913	1,052
Prepayments and accrued income	683	594	415	491
	2,273	2,069	4,683	2,124

The loans to employees are under the Cycle to Work Scheme.

12. Current asset investments

	Authority		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Investment in programmes	-	-	-	-
distribution rights	993	862	-	-
	993	862	-	-

The company made advances of £362,500 on co-production agreements during the year. The company recovered £106,039 of the investment in the year. £125,000 of advances were written off during the year.

Investment fund:

	Authority		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Investment fund at 1 January	-	27,020	-	-
Change in market value of investment	-	503	-	-
Sale of investment	-	(27,523)	-	-
	-	-	-	-

13. Creditors: amounts falling due within one year

	Authority		S4C	
	2012 £000	2011 £000	2012 £000	2011 £000
Trade creditors	438	807	421	770
Programme creditors	1,117	2,119	1,117	2,119
Social security and other taxes	160	184	160	184
VAT	65	55	-	-
Other creditors	260	248	-	-
Accruals	7,389	9,809	7,187	9,557
	9,429	13,222	8,885	12,630

14. Cronfeydd yr Awdurdod

	Cronfa'r Gwasanaeth Cyhoeddus				Cronfa Gyffredinol	
	Pensiwn FRS17 £000	Asedau Sefydlog £000	Stoc £000	Eraill £000	Cyfanswm £000	£000
	Ar 1 Ionawr 2012	2,300	6,956	14,986	(3,040)	21,735
Gweddill y Gronfa Gyffredinol am y flwyddyn	-	-	-	-	1,580	1,580
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	200	(2,377)	(2,013)	(993)	-	(5,183)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	-	3,000	(3,000)	-
Ar 31 Rhagfyr 2012	2,500	4,579	12,973	(1,033)	20,315	39,334

Cronfeydd S4C

	Cronfa'r Gwasanaeth Cyhoeddus				Cronfa Gyffredinol	
	Pensiwn FRS17 £000	Asedau Sefydlog £000	Stoc £000	Eraill £000	Cyfanswm £000	£000
	Ar 1 Ionawr 2012	2,300	6,956	14,986	(3,040)	-
Gweddill y Gronfa Gyffredinol am y flwyddyn	-	-	-	-	3,000	3,000
Trosglwyddiad Cronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled	200	(2,377)	(2,013)	(993)	-	(5,183)
Trosglwyddiad i Gronfa'r Gwasanaeth Cyhoeddus	-	-	-	3,000	(3,000)	-
Ar 31 Rhagfyr 2012	2,500	4,579	12,973	(1,033)	-	19,019

Trosglwyddwyd cyfanswm o £1.383m o'r Gronfa'r Gwasanaeth Cyhoeddus i'r cyfrif elw a cholled yn 2012 (2011 - £3.911m). Mae hyn yn cynnwys trosglwyddiad o'r Gronfa Gyffredinol o £3.000m (2011 - £3.000m), trosglwyddiad o Gronfa'r Gwasanaeth Cyhoeddus o £5.183m (2011 - £8.511m) fel y dangosir uchod a'r £0.800m enillion actwaraidd (2011 - £1.600m).

15. Allanlif net ariannol o weithgareddau gweithredol

	2012 £000	2011 £000
Colled gweithredol	(1,534)	(6,087)
Elw o werthu asedau sefydlog	(1)	(8)
Dibrisiant ac amorteiddio	731	726
Lleihad mewn stoc	2,013	1,196
Lleihad mewn dyledwyr	8	229
(Lleihad)/cynnydd mewn credydwy	(4,669)	1,376
Cynnydd mewn buddsoddiadau	(99)	(251)
Allanlif net ariannol o weithgareddau gweithredol	(3,551)	(2,819)

16. Cysoniad y llif arian net â'r symudiad mewn cronfeydd net

	2012 £000	2011 £000
(Lleihad)/cynnydd arian yn ystod y flwyddyn	(3,384)	24,315
Newidiadau i gronfeydd o ganlyniad i lifariannu	(3,384)	24,315
Cronfeydd net ar 1 Ionawr 2012	28,829	4,514
Cronfeydd net ar 31 Rhagfyr 2012	25,445	28,829

17. Dadansoddiad o'r newidiadau mewn cronfeydd net

	Ar 01/01/12 £000	Llifarian 2012 £000	Ar 31/12/12 £000
Arian mewn llaw ac yn y banc	28,829	(3,384)	25,445

18. Ymrwymadau prydles gweithredol

Mae gan yr Awdurdod yr ymrwymadau canlynol dan brydles gweithredol yn daladwy yn ystod y flwyddyn ariannol hyd at 31 Rhagfyr 2013:

	2012 £000	2011 £000
Tir ac Adeiladau Cyfnod y brydles yn dirwyn i ben:		
2013	-	8
2014 - 2017	36	25
	36	33
Prydles gweithredol eraill Cyfnod y brydles yn dirwyn i ben:		
2013	-	24
2014 - 2017	-	17
	-	41

14. Authority reserves

	Public Service Fund				General Fund	
	FRS 17 Pension £000	Fixed Assets £000	Stock £000	Other £000	£000	£000
	At 1 January 2012	2,300	6,956	14,986	(3,040)	21,735
General Fund surplus for the year	-	-	-	-	1,580	1,580
Public Service Fund transfer to profit and loss account	200	(2,377)	(2,013)	(993)	-	(5,183)
Transfer to Public Service Fund	-	-	-	3,000	(3,000)	-
At 31 December 2012	2,500	4,579	12,973	(1,033)	20,315	39,334

S4C reserves

	Public Service Fund				General Fund	
	FRS 17 Pension £000	Fixed Assets £000	Stock £000	Other £000	£000	£000
	At 1 January 2012	2,300	6,956	14,986	(3,040)	-
General Fund surplus for the year	-	-	-	-	3,000	3,000
Public Service Fund transfer to profit and loss account	200	(2,377)	(2,013)	(993)	-	(5,183)
Transfer to Public Service Fund	-	-	-	3,000	(3,000)	-
At 31 December 2012	2,500	4,579	12,973	(1,033)	-	19,019

In total £1.383m has been transferred to the profit and loss account from the Public Service Fund in 2012 (2011 - £3.911m). This comprises the £3.000m (2011 - £3.000m) transfer from the General Fund, the £5.183m (2011 - £8.511m) Public Service Fund transfer set out above and the actuarial gain of £0.800m (2010 - £1.600m).

15. Net cash outflow from operating activities

	2012 £000	2011 £000
Operating loss	(1,534)	(6,087)
Profit on sale of fixed assets	(1)	(8)
Depreciation and amortisation	731	726
Decrease in stock	2,013	1,196
Decrease in debtors	8	229
Decrease/(increase) in creditors	(4,669)	1,376
Increase in investments	(99)	(251)
Net cash outflow from operating activities	(3,551)	(2,819)

16. Reconciliation of net cash flow to movement in net funds

	2012 £000	2011 £000
(Decrease)/increase in cash in the year	(3,384)	24,315
Change in funds resulting from cashflows	(3,384)	24,315
Net funds at 1 January 2012	28,829	4,514
Net funds at 31 December 2012	25,445	28,829

17. Analysis of changes in net funds

	At 01/01/12 £000	Cashflow 2012 £000	At 31/12/12 £000
Cash in hand and at bank	28,829	(3,384)	25,445

18. Operating lease commitments

The Authority has the following commitments under operating leases which are due during the financial year to 31 December 2013:

	2012 £000	2011 £000
Land and Buildings Lease period expiring:		
2013	-	8
2014 - 2017	36	25
	36	33
Other operating leases Lease period expiring:		
2013	-	24
2014 - 2017	-	17
	-	41

19. Ymrwymadau cyfalafol – yr Awdurdod ac S4C

Nid oedd gan yr Awdurdod ac S4C unrhyw ymrwymadau cyfalafol ar 31 Rhagfyr 2012 nac ar 31 Rhagfyr 2011.

20. Ymrwymadau rhaglenni – yr Awdurdod ac S4C

Ar 31 Rhagfyr 2012, yr oedd yr Awdurdod ac S4C wedi ymrwmo'n gytundebol i wario'r symiau a ganlyn ar raglenni:

	2012 £000	2011 £000
Ymrwymadau rhaglenni	6,138	6,227

21. Cynllun pensiwn

Cynllun cyfraniadau diffiniedig

Mae'r Awdurdod yn gweithredu cynllun pensiwn cyfraniadau diffiniedig er budd gweithwyr. Mae asedau'r cynllun yn cael eu gweinyddu gan ymddiriedolwyr mewn cronfeydd unigol sy'n annibynnol o rai'r Awdurdod. Cafwyd tâl pensiwn o £736,041 ar gyfer y flwyddyn yn diwedd 31 Rhagfyr 2012 yn seiliedig ar gyfraniad y cwmni o 10% o gyflogau pensiynedig (2011 - £729,991).

Cynllun budd diffiniedig

Mae'r Awdurdod yn gweithredu cynllun budd diffiniedig, sydd yn rhan o Gynllun Pensiwn Staff Ofcom (CTA gynt), i bob aelod o staff cymwys. Mae asedau'r cynllun yn cael eu gweinyddu gan ymddiriedolwyr mewn cronfa sy'n annibynnol o rai'r Awdurdod.

Cafwyd tâl pensiwn o £dim ar gyfer y flwyddyn yn diwedd 31 Rhagfyr 2012 (2011 - £136,290).

Cododd cyfraniad y cyflogwr i 33.4% ar 01 Ionawr 2008 tra oedd cyfraniad yr aelodau yn 5.5% trwy'r flwyddyn.

Ar 31 Mai 2011, caewyd y cynllun budd diffiniedig i groniad yn y dyfodol. Trosglwyddwyd holl aelodau gweithredol i'r cynllun cyfraniadau diffiniedig.

Seilir costau a rhwymedigaethau'r cynllun ar brisiad actiwaraid. Cynhaliwyd y prisiad actiwaraid llawn diweddaraf ar 31 Mawrth 2009 gan actwari annibynnol cymwys.

Y prif ragdybiaethau a ddefnyddiwyd gan yr actwari oedd:

	2012	2011	2010
Chwyddiant	3.1%	3.2%	3.5%
Cyfradd disgownt rhwymedigaethau'r cynllun	4.4%	4.8%	5.4%
Cyfradd cynnydd mewn pensiynau cysylltiedig yn llawn a'r mynegai pris manwerthu	3.1%	3.2%	3.5%
Cyfradd cynnydd mewn pensiynau sydd â mynegai pris cyfyng	3.0%	3.1%	3.4%
Cyfradd cynnydd mewn cyflogau am y flwyddyn ganlynol	n/a	n/a	4.0%

Ar sail y rhagdybiaethau a ddefnyddiwyd ar gyfer disgwyliadau einioes, disgwylyr i bensiynwr sydd yn awr yn 60 fyw am 27.0 blwyddyn bellach (2011 - 27.4 blwyddyn). Darparir lwfans ar gyfer gwelliannau yn y dyfodol parthed disgwyliadau einioes.

Mae'r swm sy'n gynywysedig yn y fantolen yn tarddu o oblygiadau'r Awdurdod i'r cynllun fel â ganlyn:

	2012		2011		2010	
	Cyfradd enillion	Gwerth £	Cyfradd enillion	Gwerth £	Cyfradd enillion	Gwerth £
Buddsoddiadau ecwiti	6.5%	7,300,000	6.5%	5,800,000	7.6%	5,900,000
Bondiau Llywodraeth	2.5%	7,400,000	2.5%	6,900,000	3.6%	9,800,000
Bondiau Corfforaethol	3.2%	2,400,000	5.1%	2,100,000	5.1%	1,600,000
Blwydd-daliadau yswiriedig	4.0%	13,000,000	4.4%	12,700,000	5.0%	8,500,000
Arian	0.1%	100,000	0.2%	500,000	1.3%	200,000
		2012 £		2011 £		
Cyfanswm gwerth marchnadol yr asedau		30,200,000		28,000,000		
Gwerth presennol rhwymedigaethau'r cynllun		(27,700,000)		(25,700,000)		
Ased pensiwn net		2,500,000		2,300,000		

Yn unol ag FRS 17, dangosir y cynllun ar y fantolen ar 31 Rhagfyr 2012 fel ased net o £2.5m (2011 - £2.3m).

19. Capital commitments – Authority and S4C

The Authority and S4C had no capital commitments at either 31 December 2012 or 31 December 2011.

20. Programme commitments – Authority and S4C

At 31 December 2012, the Authority and S4C had the following contractual commitments for expenditure on programmes:

	2012 £000	2011 £000
Programme commitments	6,138	6,227

21. Pension scheme

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 2012 amounted to £736,041 arising from the company contribution rate of 10% of pensionable salaries (2011 - £729,991).

Defined benefit scheme

The Authority operates a defined benefit scheme, which is part of the Ofcom (former ITC) Staff Pension plan, for all qualifying employees. The assets of the scheme are administered by trustees in a fund independent from those of the Authority.

The pension charge of the year ended 31 December 2012 amounted to £nil (2011 - £136,290).

The employer's contribution rate was increased to 33.4% on 01 January 2008 with the members' contribution remaining at 5.5% throughout the year.

On 31 May 2011 the defined benefit scheme was closed to future accrual. All active members have been transferred into the defined contribution scheme.

Costs and liabilities of the scheme are based on actuarial valuations. The latest full actuarial valuation was carried out at 31 March 2009, by a qualified independent actuary.

The main assumptions used by the actuary were:

	2012	2011	2010
Price inflation	3.1%	3.2%	3.5%
Discount rate for scheme liabilities	4.4%	4.8%	5.4%
Rate of increase in fully RPI-linked pensions	3.1%	3.2%	3.5%
Rate of increase in pensions with limited price indexation	3.0%	3.1%	3.4%
Rate of increase in salaries for forthcoming year	n/a	n/a	4.0%

On the basis of the assumptions used for life expectancy, a male pensioner currently aged 60 would be expected to live for a further 27.0 years (2011 - 27.4 years). Allowance is made for future improvements in life expectancy.

The amount included in the balance sheet arising from the Authority's obligations in respect of the plan is as follows:

	2012		2011		2010	
	Rate of Return	Value £	Rate of return	Value £	Rate of return	Value £
Equities	6.5%	7,300,000	6.5%	5,800,000	7.6%	5,900,000
Government bonds	2.5%	7,400,000	2.5%	6,900,000	3.6%	9,800,000
Corporate bonds	3.2%	2,400,000	5.1%	2,100,000	5.1%	1,600,000
Insured annuities	4.0%	13,000,000	4.4%	12,700,000	5.0%	8,500,000
Cash	0.1%	100,000	0.2%	500,000	1.3%	200,000
		2012 £		2011 £		
Total market value of assets		30,200,000		28,000,000		
Present value of scheme liabilities		(27,700,000)		(25,700,000)		
Net pension asset		2,500,000		2,300,000		

Under FRS17, the scheme is represented on the balance sheet at 31 December 2012 as a net asset of £2.5m (2011 - £2.3m).

Mae'r symiau a gydnabuwyd yn y cyfrif elw a cholled fel y canlynol:

	2012 £	2011 £
Cost gwasanaeth presennol	-	-
Enillion disgwylidig ar asedau'r cynllun pensiwn	(1,200,000)	(1,200,000)
Llog ar rwymedigaethau'r cynllun pensiwn	1,200,000	1,200,000
Costau gwasanaeth blaenorol	-	-
Cyfanswm costau gweithredol	-	-

Cynhwysir y symiau a godwyd neu a gredydwyd yn y cyfrif elw a cholled yn incwm a thaliadau gweithredol ac o fewn llog a daladwy.

Mae newidiadau i werth presennol oblygiadau'r budd diffiniedig fel y canlynol:

	2012 £	2011 £
Oblygiadau agoriadol y budd diffiniedig	25,700,000	24,400,000
Cost gwasanaeth presennol	-	100,000
Llog ar rhwymedigaethau'r cynllun pensiwn	1,200,000	1,300,000
Buddion a dalwyd	(600,000)	(600,000)
Cyfraniadau gan aelodau'r cynllun	-	-
Colledion actiwaraidd ar rwymedigaethau	1,400,000	1,500,000
Costau gwasanaeth blaenorol	-	-
Curtailments	-	(1,000,000)
Oblygiadau terfynol y budd diffiniedig	27,700,000	25,700,000

Mae newidiadau i werth farchnad asedau'r cynllun fel y canlynol:

	2012 £	2011 £
Gwerth farchnad asedau'r cynllun ar ddechrau'r cyfnod	28,000,000	26,000,000
Enillion disgwylidig asedau'r cynllun	1,200,000	1,300,000
Cyfraniadau'r cyflogwr	1,000,000	1,400,000
Cyfraniadau'r cyflogedig	-	-
Buddion a dalwyd	(600,000)	(600,000)
Enillion/(colledion) actiwaraidd ar asedau	600,000	(100,000)
Gwerth farchnad asedau'r cynllun ar ddiwedd y cyfnod	30,200,000	28,000,000

Prif gategorïau buddsoddiadau asedau'r cynllun, fel % o gyfanswm asedau'r cynllun:

	31 Rhagfyr 2012	31 Rhagfyr 2011
Buddsoddiadau ecwiti	24%	21%
Buddsoddiadau gilt	25%	25%
Bondiau corfforaethol	8%	7%
Arian	0%	2%
Blwydd-daliadau yswiriedig	43%	45%

Gwir enillion asedau'r cynllun:

	31 Rhagfyr 2012 £	31 Rhagfyr 2011 £
Enillion disgwylidig asedau'r cynllun	1,800,000	1,200,000
Colledion actiwaraidd ar asedau	(800,000)	(100,000)
Gwir enillion ar asedau'r cynllun	1,000,000	1,100,000

Colledion o £0.8m (2011 enillion – £1.6m) yw'r cyfanswm a gydnabuwyd yn y datganiad cyfanswm enillion a cholledion cydnabyddedig (STRGL) ar gyfer 2012.

Colled o £4.2m (2011 - £3.4m) yw'r swm cronedig gydnabuwyd yn y STRGL ar 31 Rhagfyr 2012.

The amounts recognised in the profit and loss account are as follows:

	2012 £	2011 £
Current service cost	-	-
Expected return on pension scheme assets	(1,200,000)	(1,200,000)
Interest on pension scheme liabilities	1,200,000	1,200,000
Past service cost	-	-
Total operating charges	-	-

The amounts charged or credited to the profit and loss account were included in the operating income and charges and within interest payable.

Changes in the present value of the defined benefit obligation are as follows:

	2012 £	2011 £
Opening defined benefit obligations	25,700,000	24,400,000
Current service cost	-	100,000
Interest on pension scheme liabilities	1,200,000	1,300,000
Benefits paid	(600,000)	(600,000)
Contributions by plan members	-	-
Actuarial losses on liabilities	1,400,000	1,500,000
Past service cost	-	-
Curtailments	-	(1,000,000)
Closing defined benefit obligations	27,700,000	25,700,000

Changes in the market value of the scheme assets are as follows:

	2012 £	2011 £
Market value of scheme assets at start of period	28,000,000	26,000,000
Expected return on scheme assets	1,200,000	1,300,000
Contributions by employer	1,000,000	1,400,000
Contributions by employees	-	-
Benefits paid	(600,000)	(600,000)
Actuarial gains/(losses) on assets	600,000	(100,000)
Market value of scheme assets at end of period	30,200,000	28,000,000

The major categories of investments of plan assets, as a % of total plan assets:

	31 December 2012	31 December 2011
Equities	24%	21%
Gilt investments	25%	25%
Corporate bonds	8%	7%
Cash	0%	2%
Insured Annuities	43%	45%

Actual return on scheme assets:

	31 December 2012 £	31 December 2011 £
Expected return on scheme assets	1,800,000	1,200,000
Actuarial loss on assets	(800,000)	(100,000)
Actual gain on scheme assets	1,000,000	1,100,000

The amount recognised in the statement of total recognised gains and losses (STRGL) for 2012 is a loss of £0.8m (2011 loss – £1.6m).

The cumulative amount recognised within the STRGL as at 31 December 2012 is a loss of £4.2m (2011 - £3.4m).

Dadansoddiad hanesyddol gwerthoedd asedau, rhwymedigaethau'r cynllun, cyfanswm y diffyg a phrofiad enillion a cholledion:

	2012 £	2011 £	2010 £	2009 £	2008 £
Gwerth farchnad asedau'r cynllun Rhwymedigaethau'r cynllun	30,200,000	28,000,000	26,000,000	23,000,000	18,000,000
Gweddill yn y cynllun	27,700,000	25,700,000	24,400,000	22,900,000	17,700,000
Profiad enillion/ (colledion)	2,500,000	2,300,000	1,600,000	100,000	300,000
ar asedau'r cynllun	600,000	(100,000)	700,000	3,000,000	(5,600,000)
Canran o asedau'r cynllun	(2%)	0%	3%	13%	(31%)
Profiad enillion/(colledion) arrwymedigaethau'r cynllun	400,000	100,000	(100,000)	700,000	-
Canran gwerth presennol rhwymedigaethau'r cynllun	(1%)	(1%)	0%	3%	0%

22. Rhwymedigaethau amodol - yr Awdurdod ac S4C

Ar 31 Rhagfyr 2012, nid oedd rhwymedigaethau amodol (2011 - £dim).

23. Trafodion partion cysylltiol

Mae pob balans gyda phartion cysylltiol wedi eu dileu yn y broses gyfuno.

Historical analysis of asset values, scheme liabilities, overall deficit and experience gains and losses:

	2012 £	2011 £	2010 £	2009 £	2008 £
Market value of scheme assets	30,200,000	28,000,000	26,000,000	23,000,000	18,000,000
Scheme liabilities	27,700,000	25,700,000	24,400,000	22,900,000	17,700,000
Surplus in scheme	2,500,000	2,300,000	1,600,000	100,000	300,000
Experience gains/ (losses) on scheme assets	600,000	(100,000)	700,000	3,000,000	(5,600,000)
Percentage of plan assets	(2%)	0%	3%	13%	(31%)
Experience gains/ (losses) on scheme liabilities	400,000	100,000	(100,000)	700,000	-
Percentage of the present value of the plan liabilities	(1%)	(1%)	0%	3%	0%

22. Contingent liabilities - Authority and S4C

At 31 December 2012, there were no contingent liabilities (2011 - £nil).

23. Related party transactions

All balances with related parties have been eliminated on consolidation.

Gweledigaeth S4C

I fod yng nghanol bywydau bob dydd bobl Cymru.

Ein Diben...

Darparu cynnwys a gwasanaethau amlgyfrwng Cymraeg sy'n cynnig adloniant, gwybodaeth ac ysbrydoliaeth, ac sy'n gosod S4C yng nghanol bywydau bob dydd pobl Cymru.

Gwneud cyfraniad blaengar ac allweddol i Gymru a'r Gymraeg.

Gwerthoedd Craidd S4C

Unigryw
Cymraeg a Chymreig
I'r Gynulleidfa
Ar gael i bawb
Creadigol
Cydweithio

Unigryw

Â ninnau'r unig sianel deledu Gymraeg yn y byd, rydym yn dathlu diwylliant, traddodiadau a bywydau bob dydd pobl ym mhob cwr o Gymru trwy gyfrwng yr iaith Gymraeg. Rydym yn hyderus, yn unigryw ac yn ymfalchio yn ein hannibyniaeth olygyddol a gweithredol.

Rydym yn sicr yn ein hawydd i ddarparu cynnwys a gwasanaethau cyfryngol o'r safon uchaf trwy ysbrydoli pobl a gweithio'n agos gyda chynulleidfaoedd a chymunedau.

Y Gymraeg

Mae'r iaith Gymraeg yn eiddo inni gyd. Ein nod yw gwasanaethu ein gwylwyr sy'n rhugl yn yr iaith, ynghyd â meithrin mwy o siaradwyr sydd ddim mor rhugl, a dysgwyr Cymraeg.

Mae ein gwasanaethau a rhaglenni plant yn anelu at osod sylfaen ieithyddol dda i blant o bob oed trwy ddarparu rhaglenni sy'n ysbrydoli a difyrru.

Ein nod yw tynnu cynulleidfaoedd ynghyd pa le bynnag y maen nhw'n byw a pha bynnag iaith y maen nhw'n ei siarad. Mae pobl ddi-Gymraeg yn cael eu hannog i ddefnyddio'n gwasanaethau trwy'r adnoddau isdeitlau a botwm coch.

Y Gynulleidfa

Y gynulleidfa sydd yng nghanol pob dim yr ydym yn ei wneud. Rydym yn annog trafodaeth ac yn barod i ymateb i'r newid yn anghenion ein cynulleidfa, gyda'r nod o ddarparu cynnwys amrywiol, o safon uchel sy'n cynnig gwerth am arian ar gyfer y gynulleidfa ehanga' bosibl.

Byddwn ar gael i bawb ac yn cymryd rhan mewn deialog a thrafodaeth genedlaethol am bob pwnc sy'n bwysig i bobl Cymru.

Ar gael i bawb

Ein nod yw difyrru, addysgu a darparu gwybodaeth ar unrhyw adeg, ar yr holl lwyfannau sydd ar gael inni a lle bynnag y mae ein cynulleidfaoedd.

Creadigol

Rydym yn meithrin ac yn dathlu creadigrwydd trwy gyfrwng yr iaith Gymraeg, gan adeiladu ein gwasanaeth ar alluoedd ein diwydiannau creadigol.

Trwy wneud hyn, rydym yn cyflwyno Cymru i'r byd a'r byd i Gymru ac yn cynnig gwerth unigryw i bobl Cymru.

Cydweithio

Rydym yn ffurfio partneriaethau creadigol gydag unigolion, cymunedau a chyrrff ledled Cymru a thu hwnt er mwyn creu'r cyfleoedd gorau posibl a sicrhau ein gwerth cyhoeddus.

Rydym yn tynnu pobl a chymunedau ynghyd ac yn eu hysbrydoli i gydweithio gyda'i gilydd a gyda ni wrth i ni wynebu sialensau'r dyfodol.

S4C's Vision

To be at the centre of the everyday lives of the people of Wales.

Our Mission...

Deliver content and media services in Welsh that provide entertainment, information and inspiration, and place S4C at the centre of the everyday lives of the people of Wales.

Make a progressive and key contribution to Wales and the Welsh language.

S4C's Core Values

Unique
Welsh
Audience centred
Accessible
Creative
Collaborative

Unique

As the only Welsh language television channel in the world, we celebrate the everyday lives, culture and traditions of the whole of Wales through the medium of Welsh. We are confident, unique and proud of our editorial and operational independence.

We are single-minded in our desire to deliver excellent content and media services by inspiring people and working closely with audiences and communities.

Welsh

The Welsh language belongs to us all. Our aim is to serve our fluent Welsh-speaking viewers as well as nurture less fluent speakers and Welsh learners.

Our children's services and programmes aim to provide children of all ages with a strong linguistic foundation based on programmes that will inspire and entertain.

We strive to bring audiences together regardless of where they live or what language they speak. Non-Welsh speakers are encouraged to access our services through subtitling and red button facilities.

Audience-centred

The audience is at the centre of everything we do. We encourage dialogue and will respond to the changing needs of the audience in order to provide value for money, diverse, high-quality content to the widest possible audience.

We will be accessible to all and will engage in a national dialogue and debate on all matters that are important to the people of Wales.

Accessible

We aim to entertain, educate and inform any time, on all available platforms and wherever our audience may be.

Creative

We nurture and celebrate creativity in the Welsh language; building our service on the ability of our creative industries.

In doing this we aim to take Wales to the world and bring the world to Wales, whilst offering unique value to the people of Wales.

Collaborative

We build creative partnerships with individuals, communities and organisations across Wales and beyond to maximise opportunities and ensure public value.

We bring together and inspire people and communities to work with each other and with us as we face the challenges of the future.

Cysylltu â ni

Mae S4C wastad yn falch i glywed barn ein gwylwyr.

Os ydych yn dymuno cyflwyno eich barn am ein rhaglenni neu os ydych eisiau gwybodaeth bellach, fe fyddem yn falch i glywed gennych.

Fe allwch gysylltu ag S4C dros y ffôn, drwy ebost, twitter, facebook neu drwy lythyr.

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Facebook

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S4C is always pleased to hear our viewers' opinions.

If you want to share your opinion about our programmes or if you want further information, we'd be happy to hear from you.

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