



**S4C /**

MWY NA SIANEL DELEDU  
MORE THAN A TV CHANNEL

**S4C CONTENT STRATEGY  
2026-2030**



## OUR STRATEGY

To expand the reach and impact of Welsh-language content by putting audiences first, embracing digital-first commissioning, championing creative partnerships, and telling distinctive stories that reflect modern Wales.

*S4C's More Than A TV Channel* strategy sets out our vision for the future.

This Content Strategy explains how content, creativity and partnerships will help us deliver that vision.

The way people discover and watch content is changing.

Audiences are spending more time on streaming platforms, social media and digital services.

Competition for attention has never been greater.

For Welsh-language content to thrive, we must adapt.

**Our ambition is simple:  
Provide great content that audiences  
choose to watch, wherever they are.**





**S4C**

**OUR PURPOSE**

Showing our world through the Welsh language.

**OUR MISSION IS TO**

Inspire  
Entertain  
Reflect Wales  
with great content for everyone.

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## WHAT WE ARE TRYING TO ACHIEVE

### Expanding Our Reach

Reaching more people with Welsh-language content by attracting younger audiences, Welsh learners, mixed-language households and new audiences, while continuing to serve our core audience.

### Driving Digital Growth

Prioritising content that thrives on streaming platforms, grows online viewing and engagement, and reaches audiences wherever they choose to watch.

### Strengthening The S4C Brand

Adapting to a changing media landscape while reinforcing S4C's position as a trusted Welsh-language public media service, known for creativity, quality and authentic representation of Wales and its communities.

### Delivering Public Impact

Ensuring every commissioning and publishing decision contributes to our public purpose, supporting the Welsh language, Wales' communities, and the wider creative sector.



## WHAT SUCCESS LOOKS LIKE

### 2030 Targets:

#### 1 Expand Viewing with our Content

- Expanding S4C's reach in Wales, among Welsh speakers, and across the UK.
- Growing younger audiences, new audiences and mixed-language households.
- Strengthening perceptions of the S4C brand and its content.

#### 2 Transforming to Digital-First

- Increasing viewing of S4C content across streaming and social platforms.
- Improving the prominence and discoverability of S4C content. Growing active users on S4C Clic and iPlayer.

#### 3 Collaborating to Make Wales Thrive

- Increasing engagement with Welsh-language content, particularly among young people.
- Extending S4C's economic and social impact.
- Improving diversity and representation on-screen and behind the camera.



## OUR COMMISSIONING FRAMEWORK

### AUDIENCE > CONTENT > PUBLISHING

Every commissioning decision begins here.

Understanding audiences.  
Creating content they value.  
Publishing it where it can thrive.

### Every commission starts with two questions:

Who is this for?  
Where will they watch it?

The strongest ideas begin with a defined audience  
and a clear plan for reaching them.



## WHAT DIGITAL-FIRST MEANS

Digital-first is not simply about publishing online.

### **It is a commissioning mindset.**

It means starting with audiences and understanding how and where they choose to watch content.

We then commission and publish content in the way that gives it the greatest opportunity to reach and engage those audiences.

Digital-first does not mean prioritising social media or video-sharing platform content over television. And it does not mean linear television or scheduling is no longer important.

But, in response to audience behaviours, we will strive to commission more content for digital platforms and ensure that curation and rights agreements will give that content the best opportunity to thrive.

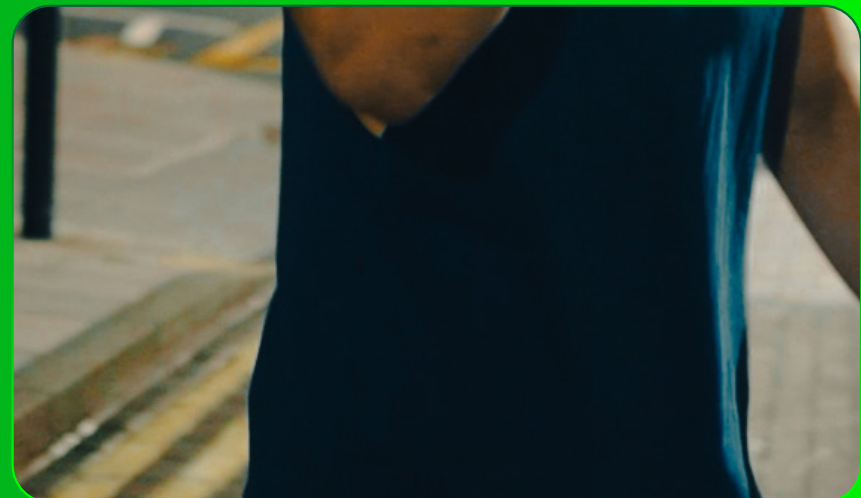
Publishing is part of the creative process from the beginning, not something considered after a programme is delivered.

Success is measured through 0-28-day viewing, streaming performance, appreciation and social impact.

### **In Practice:**

Digital-first means:

- Using audience insight to inform decisions
- Digital plans from the outset
- Content designed to reach audiences across platforms
- Building viewing, engagement and impact over time



## A NEW WAY OF THINKING

### TRADITIONAL APPROACH

START WITH THE SCHEDULE

FORMAT FOLLOWS THE SLOT

FIRST TX

OVERNIGHT RATINGS

BROADCAST-FIRST

### DIGITAL-FIRST APPROACH

START WITH THE AUDIENCE

FORMAT FOLLOWS PLATFORM

LONGER CONTENT LIFE

REACH, STREAMING, ENGAGEMENT

AUDIENCE-FIRST

Linear scheduling remains important.

But it is no longer the starting point for commissioning.

## WHAT CHANGES IN COMMISSIONING?

Digital-first is more than a publishing strategy. It changes how we help develop, assess and commission ideas.

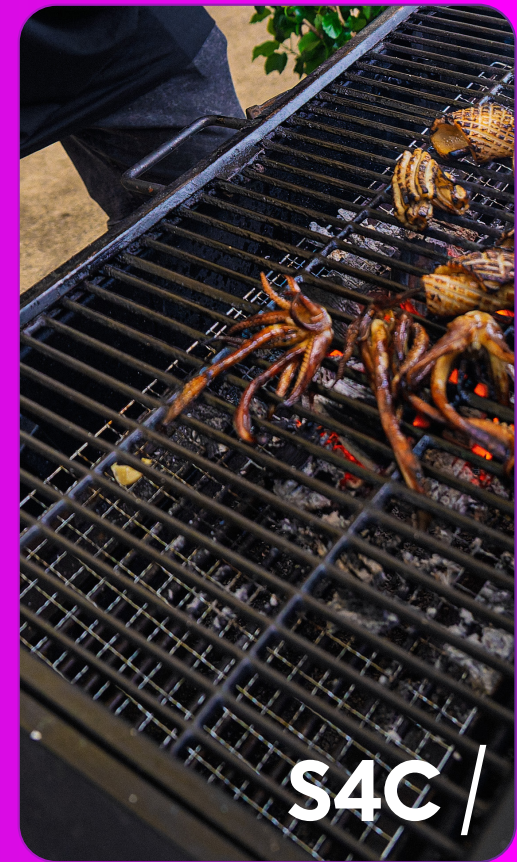
Increasingly, we will prioritise content that:

- Has a clearly defined audience
- Has strong potential to drive streaming viewing
- Encourages audiences to return for more
- Can generate conversation beyond TV
- Makes the most of digital opportunities
- Has the potential to return and grow
- Can build long-term value through boxsets



This does not mean every idea must be designed for streaming alone. Nor does it mean every idea must be social-first content.

However, we increasingly expect ideas to demonstrate how they will succeed across platforms and over time.



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## WHAT WORKS FOR STREAMING?

While every genre and audience is different, we are increasingly looking for content with characteristics that encourage online viewing, increase engagement, and extend the lifespan and value of content.



**Bold and distinctive stories behind striking visuals that encourage users to watch**



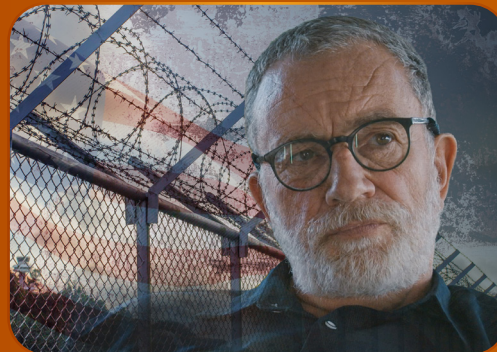
**Arced narratives with compelling hooks that encourage audiences to keep watching and share**



**Genres with strong streaming appeal**



**Returnable series that build loyal audiences and strengthen our content library**



**High-impact docs that create conversation**

## AMBITIOUS IDEAS WELCOME

### Creativity sits at the heart of S4C.

We want bold ideas that help Welsh-language content stand out.

We want ideas that surprise, challenge and inspire audiences.  
We want to support new voices, fresh perspectives and creative experimentation.

Not every innovative idea will succeed. We recognise that creativity involves risk, and that some of the most distinctive ideas emerge through testing, learning and evolving.

Some commissions will be designed to deliver scale and broad audience appeal.

Others will be designed to develop talent, explore new formats, reach underserved audiences or test new approaches.

A healthy creative ecosystem needs both.





## REFLECTING WALES

We want Wales in all its diversity to see itself on screen.

We are looking for stories that reflect:

- Different communities and cultures
- Different generations and life experiences
- Different regions of Wales – urban, rural and everywhere in between
- Different relationships with the Welsh language
- Different voices and perspectives

Reflecting Wales is not a separate objective.

It is central to our mission and should be visible across everything we commission, helping more people see themselves, their communities and their experiences in Welsh-language content.





## OUR AUDIENCES

**S4C is for everyone.**

We remain committed to serving our core audiences while growing our reach among audiences who will shape the future of the Welsh-language.

Particular focus will be placed on:

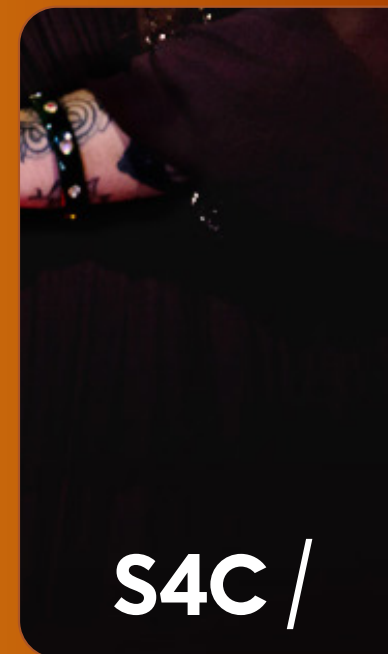
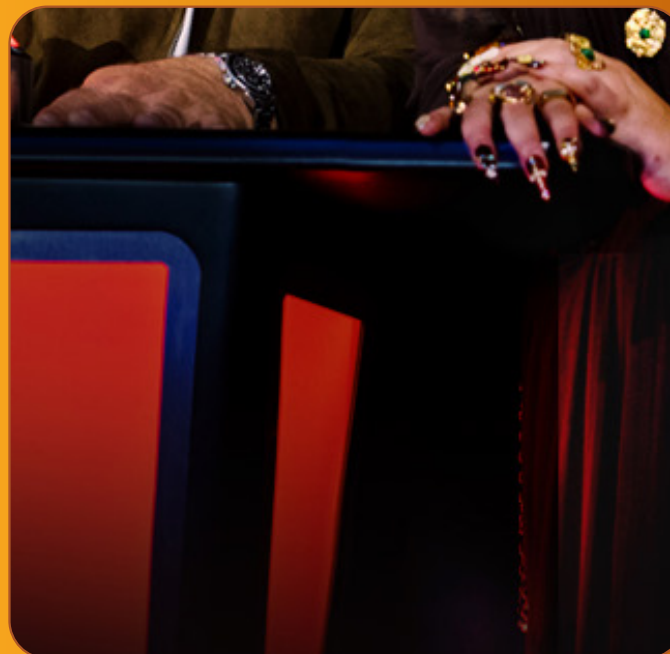
**Young Adults (16-24)**

**Adults (25-44)**

**Families**

**New Welsh Speakers and Mixed-Language Households**

These audiences represent some of the greatest opportunities to expand viewing, increase engagement with Welsh-language content and helping the language to thrive.



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## DRAMA

### Priorities

- Reflecting contemporary Wales
- Strong box-set appeal
- Crime drama every 12-18 months
- Stories inspired by modern Welsh history
- Production across Wales
- Talent development
- International ambition
- Annual cinematic film release

Drama is one of S4C's most important genres, helping us reach broad audiences, reflect modern Wales and create lasting cultural impact.

We are looking for stories with strong hooks, memorable characters and box-set appeal. We want to develop distinctive Welsh-language drama that reflects contemporary Wales, supports new talent, and has the potential to gain prestige and reach audiences beyond Wales.

### Digital-first means:

**Drama is one of the key genres which drives streaming. It should reward box-set viewing, create anticipation between episodes and build long-term value through extended availability on our streaming platforms.**



## FACTUAL

### Priorities

- High-impact factual storytelling
- Fresh and original perspectives
- Tough subjects which break new ground
- True crime
- Welsh history through a contemporary lens
- Award and festival ambition

Factual content plays a key role in S4C's reputation for high-quality programming and public value.

We are looking for documentaries and series that create conversation, have a strong hook and give audiences a compelling reason to watch. We want distinctive stories, ambitious filmmaking and fresh perspectives that can resonate in Wales and beyond.

### Digital-first means:

**Factual content should drive discovery, spark discussion and attract audiences beyond traditional linear viewing. Series and documentaries should have a clear reason to watch now, while delivering lasting value on our streaming platforms.**



## ENTERTAINMENT

### Priorities

- Big entertainment brands and formats
- Original Welsh-language formats
- Returnable series
- Music and live performance
- Comedy and personality-led entertainment
- Family viewing
- New talent

Entertainment plays an important role in attracting audiences, building viewing habit and creating shared cultural moments.

We are looking for bold ideas, distinctive formats and high-quality productions that entertain audiences across Wales. This includes both recognised entertainment brands that can attract new audiences and original Welsh-language formats that showcase creativity, talent and ambition.

We want to develop new talent, refresh established favourites and provide content that audiences return to again and again.

### Digital-first means:

**Entertainment should create anticipation, discussion and reasons for audiences to return. We are looking for content that can build engagement beyond the broadcast itself through streaming, social clips and live experiences.**



## EVENTS

### Priorities:

- National cultural events
- Welsh language and culture
- Shared experiences
- Contemporary Wales

S4C is the home of Wales' major cultural events, bringing audiences together through shared national experiences.

From the National Eisteddfod and the Urdd to Tafwyl and the Royal Welsh Show, we are committed to celebrating Welsh culture and ensuring these moments are accessible to audiences across Wales and beyond.

### Digital-first means:

Major events should live beyond the live broadcast through additional streams, behind-the-scenes access, highlights, clips and social media content.



## SPORT

### Priorities:

- Welsh identity
- Football and Rugby
- Women's sport
- Free-to-air exclusivity
- Alternative sports
- Expanding audiences through streaming

Sport is central to S4C's offer, bringing audiences together through shared experiences and strengthening our connection with the Welsh language.

We are committed to being the Home of Welsh Sport, with football and rugby at the heart of our offer. We also want to showcase the breadth of sport in Wales, support competition at all levels, expand the visibility of women's sport and bring audiences closer to the action.

We also want to develop new on-screen, presenting and commentary talent that reflects Wales today.

### Digital-first means:

**Sport should reach audiences wherever they are watching through live streaming, highlights, clips and social media content. We will continue to maximise the value of our rights by making sport easy to discover and creating content that builds engagement before, during and after live events.**



## CHILDREN

- **Priorities**
- Building engagement with Welsh language content
- Original Welsh productions
- Popular brand acquisitions
- Animation
- Teen drama
- Digital discovery and publishing
- Content for every stage of childhood

Children's content plays a central role in fostering an early and positive connection with the Welsh language.

We want to ensure that children experience high-quality Welsh-language content from an early age, building confidence in the language and supporting its use throughout their lives. We will continue to invest in original content and creative storytelling for children and teenagers that reflects their lives, interests and identities.

### Digital-first means:

**Children increasingly discover content across multiple platforms. We are aiming to develop a Welsh-language streaming channel for children and seeking rights agreements that enable multi-platform publishing. We are looking for ideas that capture attention, reflect children's viewing habits and succeed wherever they choose to watch.**



## YOUNG AUDIENCES

### Priorities

- Young voices and perspectives
- Bold and noisy formats
- Experimentation and innovation
- Digital content creators and emerging talent
- Diversity and representation
- Building relationship with the audience

Laugh loud. Champion talent. Be unapologetic. Disappoint Nain.

Hansh exists to create mischief – a place for bold ideas, original stories and authentic voices that reflect the experiences of younger generations.

Young audiences are central to the future of Welsh-language media. We want to nurture new talent, support digital content creators and experiment with new formats and ways of telling stories.

### Digital-first means:

**Digital is the primary platform. We are looking for content designed specifically for YouTube, TikTok and other platforms to reflect the habits and interests of younger audiences. Boldness, authenticity and shareability should be at the core of every idea.**



## NEWS AND CURRENT AFFAIRS

### Priorities

- Trusted journalism
- Welsh perspectives
- Digital journalism and new formats
- Investigative current affairs documentaries
- Creating a national conversation
- Community voices and lived experiences
- New journalistic talent

News and current affairs play an important role in helping audiences understand the issues shaping Wales today.

We are looking for journalism that informs, challenges and stimulates discussion, bringing Welsh perspectives to contemporary issues and ensuring that a wide range of communities and experiences are represented on screen.

We want to support new journalistic talent, develop digital storytelling skills and create content that remains trusted, relevant and accessible to audiences across Wales.

### Digital-first means:

**News must be digital-first to meet audiences' expectations as stories break. The Newyddion S4C digital news service will continue to expand its reach on YouTube as well as on social media.**

**Current affairs should uncover new stories, shine a light on the issues facing Wales today and reach audiences across digital platforms through original, trusted journalism.**



## DIGITAL CONTENT

### Priorities

- YouTube-first content
- Original digital formats
- Target audience 25-44
- Digital content creators and emerging talent
- Experimentation and innovation
- Audience engagement
- Building communities

Digital content helps us reach audiences who increasingly discover and consume content on video-sharing and social platforms.

We are looking for original ideas created specifically for YouTube, TikTok and other digital platforms. We want content that feels native to those platforms, supports emerging creators, experiments with new formats and storytelling, and helps build online communities around Welsh-language content.

Each platform will have its own priorities and publishing plan. Digital content will be commissioned to reflect the needs of the platform, its audience and the genre.

### Digital-first means:

**We are looking for content that is conceived for digital from the outset – designed for the platform, the audience and the way they choose to watch, share and engage.**





## WORKING TOGETHER

The future of Welsh-language media will be shaped by creativity, collaboration and a deep understanding of audiences.

This strategy sets out our priorities for the years ahead. It is not a rulebook, but a framework to guide our commissioning decisions. We will always remain open to bold ideas that inspire us and challenge our thinking.

It is an invitation to producers, creators and partners across Wales to help us reach new audiences, reflect modern Wales and strengthen the Welsh language through great content.

**Together, we can create content that audiences choose to watch, wherever they are.**