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## **Delivery of Party Political, Party Election and Referendum Campaign Broadcasts to S4C (PPB, PEB, RCBs)**

March 2026

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### **1. Duration of Broadcast**

For all television broadcasts you may select one from three durations of broadcast: either 2'40", 3'40" or 4'40". We will need notification of the duration selected for the whole series of broadcasts at least two weeks before the date of transmission. Once selected, you will be expected to deliver at the agreed duration.

Scheduling of broadcasts is a matter for S4C. S4C retains editorial control over scheduling, and has the right to cancel and reschedule broadcasts in the event of a breaking news story, a major event or another reason which means that it is appropriate to do so in the circumstances.

### **2. Aspect Ratio**

Delivery to be on file format AS-11 ensuring compliance with DPP in widescreen format 16x9 full height anamorphic (not 16x9 deep letterbox). Graphics to be kept within 16:9 caption safe area.

Please see the '[Technical Standards for Delivering Programmes to S4C](#)', which is available on the S4C production website, for more information and file naming requirements.

### **3. Technical Standards for PPB, PEB and RCBs**

The style and content of the PPB, PEB and RCB are, of course, solely the concern of the political party or the designated campaign organisations for whom it is produced, but some basic guidelines and conventions should be observed, such as:

- a) Name Supers should be positioned so as not to obscure the mouth of the person speaking;
- b) Information Graphics should be clearly legible and within "Domestic Cut Off" so that the viewer at home can read the full text;
- c) use by the viewer of subtitling should be taken into consideration when framing shots and designing graphics;
- d) the use of music should be balanced so that people with hearing difficulties can clearly hear the spoken word.

All PPB, PEB and RCBs must conform to the same technical standards as all S4C programmes and the specifications must be met at all times. Full technical specifications and delivery information may be found in S4C's '[Technical Standards for Delivering Programmes to S4C](#)' document.



#### **4. Welsh Language**

The PPB/PEB/RCB should be in the Welsh language and should comply with S4C's Welsh Language Guidelines which can be found at:

[https://www.s4c.cymru/media/media\\_assets/Language\\_Guidelines\\_2024\\_final.pdf](https://www.s4c.cymru/media/media_assets/Language_Guidelines_2024_final.pdf)

A Welsh language broadcast means a broadcast which has been produced mainly in the Welsh language and is suitable for broadcast during S4C's peak broadcast hours. If the PPB/PEB/RCB contains extensive use of dubbing and/or subtitling, or does not conform to S4C's Welsh Language Guidelines, S4C reserves the right not to broadcast.

#### **5. Delivery**

The PPB, PEB or RCB must be delivered via S4C's file delivery system by **10:00 THREE WORKING DAYS BEFORE** the transmission date. This will allow a full technical review, a review to ensure compliance and that any identified problems can be resolved before transmission. If this is not possible, please contact to discuss alternative arrangements.

S4C reserves the right to cancel and reschedule the broadcast of any material that is not delivered on time, not delivered to S4C's technical specifications or where compliance issues are identified. S4C also reserves the right to recharge for any extra costs incurred.

#### **6. Delivery Contacts and Details**

The main contact for technical and delivery issues is Jen Pappas, Archive & Content Delivery Lead (email: [jen.pappas@s4c.cymru](mailto:jen.pappas@s4c.cymru), tel: 03305 880 486)

#### **7. Essential Information**

All broadcasters will need details of any music used in the PPB, PEB or RCB, whether the music is commercial, library or specially composed. Additionally the names of any actors used and their agents are also required. These details are needed for the broadcasters to fulfil their legal obligations and cannot be omitted.

The name and contact numbers of the person responsible for the PPB/PEB/RCB should be prominent on the delivery, as should the name and contact telephone number of any production company used.

#### **8. Deliverables**

For each version of the PPB, PEB and RCB we require:

- 1 x File AS-11
- Printed script and Music Reporting
- Actors list
- Standard S4C PPB/PEB/RCB Declaration (a copy of which can be found on the S4C production website here: <https://www.s4c.cymru/en/production/page/1154/guidelines/>)



## **9. Enquiries**

If there are any general questions about delivery, production or technical matters, they may be addressed to Jen Pappas, Archive & Content Delivery Lead (03305 880 486 / [jen.pappas@s4c.cymru](mailto:jen.pappas@s4c.cymru)).

THIS DOCUMENT IS ALSO AVAILABLE IN WELSH