

S4C Archive and Content Delivery Requests for Material – Principles: Procedures and Rights Clearance Guidance

1. Introduction

This document sets out the principles, requirements and procedures that apply when requesting archive material, clips or programme content from S4C for use in productions, projects, screenings, educational activities or other purposes.

All users of S4C content are responsible for ensuring that appropriate rights, permissions and licences are obtained before any material is used.

2. Core Principles

When using material obtained through S4C Archive and Content Delivery Services, the following principles always apply:

2.1 Rights Clearance

Where material originates from an S4C programme, you must:

- Obtain permission from the relevant rights holder.
- Agree appropriate acknowledgements and credits.
- Pay any applicable licence or usage fees.

2.2 Performers' Rights

Where material contains performances by actors, musicians or other contributors, you must:

- Establish whether additional payments are required.
- Ensure all payments are made in accordance with the relevant union or talent agreements.

2.3 Production Records

You must clearly identify and record the origin of all material used within your production documentation (PAC), including whether the material contains:

- Performances;
- Third-party content; or
- General programme content.
- Simply identifying the source as "S4C" is not sufficient.

2.4 Retention of Information

The Archive & Content Delivery Dept will provide information relating to supplied content, including:

- Programme title;
- Production number;
- Production company;
- Broadcast details; and
- Rights information where available.

Producers should retain this information securely for future reference.

S4C retains such records for a maximum of two years only.

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3. Information Required When Requesting Material

To help us identify and supply the most suitable material, please provide:

3.1 Content Information

- As much detail as possible about the material being sought.
- Relevant names, locations, contributors, dates or programme titles.

3.2 Intended Usage

- Details should include:
- The production in which the material will be used;
- The intended context of use; and
- The approximate clip duration required.

4. Information Provided by S4C

When a request is received, S4C will obtain details about the production and intended use and confirm available information regarding the source material, including:

- Programme title;
- Production number;
- Production company; and
- Original transmission date.
- Provide any available information regarding:
- Performer payments;
- Musical works;
- Third-party materials.
- Require evidence that permissions have been secured before releasing archive or third-party content.
- Highlight restrictions relating to sports content where applicable.
- Supply a rights-information schedule to assist users in:
- Clearing rights;
- Securing permissions; and
- Recording usage.

This documentation should be retained by the licensee as S4C will only retain copies for two years

5. Additional Sources of Information

Further information regarding rights, licensing and industry agreements can be obtained from:
S4C Terms of Trade http://www.s4c.co.uk/production/downloads/guidelines/c_ad_tel_mas.pdf
TAC (Teledwyr Annibynnol Cymru) - <https://tac.cymru/home/>
MCPS - www.mcps-prs-alliance.co.uk
PRS for Music - <https://www.prsformusic.com/what-we-do>
Equity - www.equity.org.uk
Phonographic Performance Limited (PPL) - www.ppluk.com
Writers' Guild - www.writersguild.org.uk
Musicians' Union - www.musiciansunion.org.uk

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6. Material for Broadcast on S4C

6.1 Material from S4C Programmes

Where material is sourced from an S4C programme, users must:

- Obtain the necessary permissions;
- Pay applicable clip fees;
- Make any required performer payments;
- Clear all music rights; and
- Obtain rights relating to third-party material, including:
 - Archive footage;
 - Photographs;
 - Portraits; and
 - Other embedded content.

S4C may charge a transfer fee for supplying the material.

6.2 Promotional Use

Material originating from programmes currently scheduled for broadcast by S4C may, in some circumstances, qualify as promotional use where:

- The transmission date and time are referenced; and
- Relevant music rights are cleared.
- Any third-party or archive material may still require separate clearance.

7. Material for Productions Broadcast by Other Broadcasters

7.1 Programmes Licensed to S4C

Where content originates from a programme licensed to S4C, applicants must contact the rights holder directly to:

- Obtain clips;
- Secure licences;
- Clear performer rights;
- Clear music rights; and
- Secure permissions relating to third-party material.

7.2 Programmes Copyrighted by S4C

Where copyright belongs to S4C:

- A licence must be obtained through the Archive and Content Delivery Department.
- Licence fees will apply.
- Performer, music and third-party rights must be cleared as required.
- Research and transfer fees may be charged.

S4C may also request a copy of the completed programme for archive and reference purposes.

8. Commercial, Educational and New Media Projects

This section applies to:

- Commercial projects;
- Marketing and promotional activity;
- Corporate communications;
- Educational resources intended for wider distribution;
- Multimedia productions; and
- Online learning products.

8.1 Licensed Content

Applicants must contact the rights holder directly where a programme is licensed to S4C.

8.2 S4C-Copyright Content

Where copyright belongs to S4C:

- A licence must be obtained through the Archive and Content Delivery Department.
- Applicable licence fees may be charged.
- Performer, music and third-party rights must be cleared.
- Research and transfer fees may apply.

S4C may request a copy of the final project.

9. Educational and Academic Use of Complete Programmes

Where complete programmes are required for:

- Tutorials;
- Classroom discussion;
- Academic study; or
- Other limited educational use,

users should first check availability through:

- S4C Clic
- BBC iPlayer
- Hwb

If unavailable and the educational institution holds an ERA licence, requests may be made through Viewer Relations.

Contact:

Telephone: 0370 600 4141

Email: gwifren@s4c.cymru

Copies supplied under this arrangement may only be used within the requesting educational institution. S4C may charge an administration fee for supplying digital copies.

10. Public Screenings in Wales

Requests to publicly screen S4C material are considered on a case-by-case basis.

Applicants may be required to:

- Obtain a licence from S4C;
- Pay licence fees;
- Pay transfer charges;
- Obtain contributor permissions;
- Clear performer rights;
- Clear music rights; and
- Clear rights in any third-party material.

Screening Licence Fees

Non-Commercial Screening (No admission charge)

Audience Size	Fee
Single Screening	£100
Audience Over 200	£200
Commercial Screening	

Commercial Screening (Admission charged)

Audience Size	Fee
Single Screening	£200 or 35% of profit
Audience over 50	£500 or 35% of profit

Educational Screening

Audience Size	Fee
Single Screening	£100

11. Showreels and Professional Portfolios

This section applies to actors, musicians, camera operators and other creative contributors assembling showreels or portfolios. Applicants should:

- Contact the original production company in the first instance.
- Contact the rights holder directly where content is licensed to S4C.
- Ensure that any S4C-copyright material:
 - Is not broadcast;
 - Is not released to third parties; and
 - Is not commercially exploited.

Where these conditions cannot be met, a licence must be obtained from S4C and all required rights cleared.

Research, transfer and licence fees may apply.

12. Viewing Copies of Complete Programmes

12.1 Programmes Licensed to S4C

- Applicants must contact the rights holder directly.

12.2 Programmes Copyrighted by S4C

- S4C does not supply broadcast-quality copies of complete programmes.
- Viewing-quality copies may be supplied and may incur a charge.
- Requests for viewing copies to support research will be assessed individually and charged accordingly.
- Alternative Access

S4C content may be viewed through the National Library of Wales Clip Corner facilities.

[Clip Corners - National Library of Wales](#)

13. Requests from Members of the Public

S4C does not generally release copies of programmes to members of the public due to rights restrictions and the volume of requests received. Many programmes remain available through:

- S4C Clic
- BBC iPlayer

13.1 Eligible Applicants

Requests may be considered from:

- Recognised performers;
- Writers;
- Contributors;
- Guests; and
- Production personnel credited within a programme.

The following are not normally eligible:

- Studio audience members;
- Individuals appearing solely in crowd scenes.
- Family members may apply on behalf of eligible contributors.

13.2 Programmes Not Available

Requests cannot be fulfilled where:

- The programme was never transmitted by S4C;
- The programme is not held within the S4C Archive; or
- S4C is not the rights holder.
- Conditions of Supply

Where approved - copies are supplied for private domestic viewing only.

No copying, editing, publication, distribution, sharing or commercial use is permitted.

Service	Fee
Digital MP4 file (Single Episode)	£87.50 + VAT
Additional copies from same series	£47.50 + VAT per ep

Copies are supplied as digital MP4 files only.

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14. BBC Wales and ITV Wales Archive Arrangements

Additional guidance relating to BBC Wales and ITV Wales archive access is available through S4C archive guidance documents.

15. Useful Contacts

S4C Archive and Content Delivery	Email: allinlibrary@s4c.co.uk
BBC Wales Archive	Email: bbccymruwalesarchive@bbc.co.uk
ITV Wales Archive	Email: owain.meredith@itvwales.com
National Library of Wales	Email: nssaw@llgc.org.uk / Tel: 01970 632 828
Viewer Relations	Email: gwifren@s4c.cymru / Tel: 0370 600 4141

16. Related Resources

Further guidance may be obtained from:

FOCAL International - <https://focalint.org/footage-and-content-finder>

Ofcom Broadcasting Code - https://www.ofcom.org.uk/data/assets/pdf_file/0016/132073/Broadcast-Code-Full.pdf

Copyright User <https://www.copyrightuser.org/https://www.copyrightuser.org/faqs/>