

Programme Content Warnings Importance:

It is necessary for TV programmes/content to have warnings placed on them for several key reasons – such as obtaining informed consent, and providing the viewer with safety and respect surrounding the content that they choose to watch. S4C programmes often use guidance labels to warn viewers about potentially unsuitable content for reasons that cover a range of issues, including violence, strong language, sexual content, drug use, and flashing images.

Protecting Viewers from Harmful or Disturbing Content:

Warnings help viewers avoid content that may be upsetting or triggering and allows individuals - especially those with sensitivities or past traumas - to make informed decisions about what they watch, such as:

- Violence
- Sexual content
- Strong language
- Drug use
- Themes of abuse, trauma, or mental health issues

Age Appropriateness:

Content warnings help parents and guardians decide what is suitable for children and teenagers. A warning gives clear signals that a programme may contain material inappropriate for younger viewers and alerts viewers, particularly parents and guardians, to content that might be inappropriate for children.

Legal and Regulatory Compliance:

All broadcasters are subject to regulations to ensure:

- Compliance with decency and obscenity laws
- Audience protection from harmful or offensive material
- Adherence to watershed rules (what can be shown at what time)
- Accountability for broadcasters

Respecting Viewer Autonomy:

Providing warnings respects the right of the audience to choose. People can decide whether to engage with material based on their comfort levels and personal values.

Promoting Responsible Broadcasting:

Content warnings reflect ethical media practices. They show that producers and broadcasters recognise the potential impact of their content and are acting responsibly.

In addition to the guidance labels, S4C has other compliance measures:

Formal Compliance Conversations:

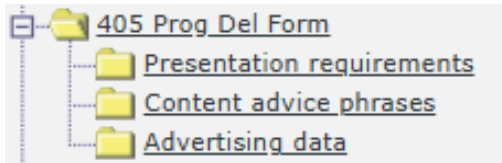
These conversations between the S4C Commissioner and independent producers identify potential problems and risks, and establish a plan for compliance.

Post-Watershed Content:

The 9pm watershed is a key point, after which more adult content may be broadcast. Even then, however, viewers should be alerted to potentially offensive content and careful consideration of audience expectations is required.

Early Planning & Information Sharing:

Decisions about content and scheduling are made early in the production process, taking into account the nature of the channel and audience expectations. To allow S4C to schedule our content appropriately and ensure that audience expectations are shaped accordingly, can we please remind you of the importance of completing the PAC form at the earliest possible opportunity:



Please select the most appropriate warning(s) and keep the number of warnings to the minimum possible.

This form will ensure that the correct warnings are flagged to our scheduling, presentation and VOD teams, who will in turn use these to include the appropriate written and presentation warnings, as well as ensuring that the S4C Viewers Support Website reflects current issues and matters to offer appropriate assistance and resources.

On occasions there may be content or themes in the programme that you feel do not sit correctly within the standard descriptions included on the PAC form, or you may be unsure which warnings on the PAC form are the most suitable for the content. If so – please contact your S4C Commissioner and trefnyddioncyfryngau@s4c.cymru who can discuss and agree an appropriate wording/warnings.

Help on using the PAC form can be found here:
<https://pac.s4c.cymru/help/programmedeliveryform/>