



INVITATION TO TENDER

S4C Digital Content Package

Published on: Tuesday September 16th 2025

Deadline for tender Questions 16:00 on Tuesday 23 September 2025

Closing Date for applications: 12:00 midday on Wednesday 22nd October 2025

Interviews (If Necessary): Monday 10th November 2025

(S4C hold the right to change the above dates)



INVITATION TO TENDER

DIGITAL CONTENT PACKAGE

1. Introduction

Companies^[1] are invited to apply to produce a package of Digital Content. We are looking for a package of bold and digital ideas that reflect the heart, humor and soul of Wales, tailored specifically for a 25-44 audience. With the intention of publishing at the beginning of 2026.

The media landscape of Wales and the world is changing rapidly. Viewing patterns are rapidly moving away from traditional linear television towards digital platforms. It is essential for S4C to adapt to this change in order to maintain its relevance, attract new and lost audiences, and protect the future of the Welsh language.

S4C welcomes proposals from individual companies or companies intending to form partnerships. Smaller companies who wish to bid for the tender but are looking for co-production partners are also welcome to contact us.

The Package

675 minutes of original content that will be delivered and published over a 2 year period - with a minimum of 275 minutes to be published before 31 March 2026.

The content should be produced directly for YouTube, with the possibility of being published on our on-demand platforms as appropriate.

All content will need to be delivered in AS-11 format.

As part of the package you will be expected to deliver and publish social media content to accompany the YouTube content in addition to the 675 minutes of original content.

Short form content that has been created directly for social media can be included..

The price per minute is expected to be less than £1,000 per minute for producing social media content.

This is an open brief for short and medium format content, which is funny, visual, culturally rich, or content that encourages questions and discussion topics.



[1] For the purpose of this Tender – Company means any company, partnership or individual applicant who responds to this Tender.

We are looking for content that:

- Is Welsh in nature, and reflecting true voices from Wales
- Is published easily, with a clear identity and strong purpose
- Created for audiences 25-44: accessible, inclusive and inspiring
- Content that will be available for S4C to celebrate national events and dates.
- A wide cross-section of genres including current affairs.
- Cultural
- Artistic

2. Contract Dates/Range:

This is a two-year contract (period 2025/2026 and 2026/2027). The right is reserved to extend the agreement for an additional year on the same terms but it is not possible to confirm at this time.

S4C estimates that the cost of producing and delivering all the programs will be up to £675,000 (over a period of two years).

This price is stated as a guide and is offered as an indication of the funds available. Each company should clearly state in their application the exact provision that S4C can expect for this price. S4C will welcome applications that are lower than the price objective but they will have no duty to offer the tender to the Company that offers the lowest price.

3. Tender Details

Please submit the details noted below. There is no standard form for the presentation of the application, but candidates are encouraged to avoid spending on producing colourful and expensive presentations. To avoid any doubt, S4C will not be liable for any costs arising from preparing or delivering any presentation/applications, nor for the cost of attending any interviews or making any presentations to S4C.

3.1 Details of any companies that create a partnership for this application:

- The names of the companies that create the partnership
- The companies' main points of contact
- Details on how the companies will share responsibility for implementing the production / post-production / business / administrative / financial matters

3.2 Your vision for the content – including the format, treatment, style and tone, Target audience and on-screen talent.

3.3 Your plan for publishing digitally

3.4 Information on the production operational infrastructure



- 3.5 Information on any technical infrastructure
- 3.6 Organogram of the production team identifying the key members:
 - (a) Main point of contact/senior producer*
 - (b) Directors and producer
 - (c) Researchers
 - (d) Production/Business Management main contact

*For 3.6 you will need to have obtained permission from these people to use their names in your application. If you are invited to an interview, S4C may ask you to bring written proof of their consent to the interview.

- 3.7 Your experience of producing digital programmes.
- 3.8 Budget based on the details in this invitation to tender and the details in Schedule A, which are the Financial Notes.
- 3.9 Any legal comments arising from the Legal and Contractual Notes in Schedule B together with a statement that the Company will comply with S4C good practice guidelines.
- 3.10 Details of any additional factors or benefits to S4C including a multi-platform plan.

4. STAGES AND SCHEDULE FOR THE TENDER PROCESS

Please send your application electronically (including the budget) to:

Email address: tendr@s4c.cymru
Applications to be received by: 12:00 midday on Wednesday 22nd October 2025

NO SUBMISSIONS WILL BE ACCEPTED AFTER THE CLOSING TIME AND DATE

S4C accept no responsibility for any defects in any transmission system or for any applications that are lost, delayed or defective. It is the Company's responsibility to ensure that its application (along with any relevant attachments) is prepared in good time (taking into account the possibility that staff may be absent or technical failures) and that it is submitted before the closing date and time. Proof of sending the application is not considered proof of receipt and all Companies are encouraged to ask for confirmation of receipt of the application. We suggest that any attachment is less than 5MB or a transmitter such as Dropbox could be used.

The panel will select a shortlist of applications and inform the companies on the shortlist before the end of the day **30/10/25** and invite them to an interview (if necessary and the same criteria will be used to assess). S4C will notify the unsuccessful companies on the same day.

It is anticipated that the interviews will take place in Cardiff on **10/11/25**. S4C reserves the right not to conduct interviews.

If a Company is successful (and subject to contract), S4C will contact the Company by email on **13/11/2025** at the latest, and notify the other companies interviewed (if any) that they were not successful on the same day. If no one was successful, S4C will notify all the Companies interviewed of this on the same date.

A period of one month is set aside to discuss any other budgetary and contractual matters and the final agreement is expected to be signed within the month.

5. EVALUATION FACTORS:

a A panel of S4C representatives will assess the submissions. This panel will consider the full details included in the submissions and any further information or points of clarification received during the interview, and will make the final decision regarding the tender at its own absolute discretion.

The final decision on the successful tender (if any) is based on the following criteria and the maximum score attributable to each factor is set out below:

Assessment Criteria	Score %
The editorial content of the application including any additional factors or benefits.	35
Publishing plan for the application.	25
The Company's experience of producing similar content.	10
The expertise and experience of the individuals is key to the application: Organogram of the Production team. Practical details of any companies that create a partnership.	10
Experience and understanding of producing Supplementary content and the production operational infrastructure.	10
Full line by line budget to include an assessment and analysis of different elements of the budget including any additional factors or benefits in terms of value for money.	10

6. Further enquiries or questions

If you have any questions relating to the process please send an e-mail to S4C at tendr@s4c.cymru before 16:00 (four o'clock) **23/09/25** – it is not possible after this date and a representative on behalf of S4C will contact you. Please be advised that, in order to ensure fairness to all potential applicants, the answers to all enquiries will be available on the S4C Production website. However the source of the query will not be publicised. It is reminded that S4C officials should not be contacted to make any enquiries.

Please note



This invitation is subject to the Legal Notes in **Appendix B** and is open to all Companies who believe that they can meet the requirements and criteria included in this invitation, subject only to the financial constraints in this invitation. Companies with no previous televisual experience but that have relevant experience (e.g. of producing multi-platform or interactive packages or is a facility company) can be a part of any application.

Ultimately, S4C is not duty bound to offer the tender to any Company, and there is nothing in this document which would compel S4C to do so. In particular, but without limitation, S4C will have the option of awarding the tender and the commission either to one Company or to share the commission between two or more Companies, or to award part of or not to award the commission at all to any Company.

Each Company is required to provide details if there is any possibility that there may be a conflict of interest between individuals involved in the application and any member of S4C's staff, to enable S4C to assign staff to the process who have no personal relationship with the application.

List of appendices

Appendix A – Financial Notes

Appendix B – Contractual and Legal Notes

APPENDIX A

Financial Notes

Applications are required to include a standard 36 schedule budget in electronic format. Copies can be downloaded from:

<http://www.s4c.cymru/en/production/page/1153/forms-and-agreements/>

1. The budget should be prepared on the basis of the following requirements:
 - 675 minutes of original content will be shared over a period of two years - with a minimum of 275 minutes to be published before 31st of March 2026.
 - Budget of up to £675,000 over the two years.
 - The content is expected to be produced directly for YouTube, with the possibility of being available on our on-demand platforms as appropriate.
 - The cost of delivering in the AS-11 format should be included.
2. The company will be responsible for clearing any content such as contributors, third party material, music etc.
 - The content will be expected to be produced for YouTube, with the possibility of also being used on our on demand platforms in accordance with S4C's Standard Short Form Terms (https://media.cms.v3.s4c.cymru/media/media_assets/Standard_Shortform_Terms_Saesneg_-_draft.pdf) and will be cleared for worldwide viewing (where possible).
 - The programs should be cleared in accordance with S4C's Standard Short Form Terms and worldwide (where possible) (https://media.cms.v3.s4c.cymru/media/media_assets/Standard_Shortform_Terms_Saesneg_-_draft.pdf)

Any restrictions should be noted in the application/budget details.

3. You should include the total cost of fully complying with S4C's Technical guidelines at:
https://media.cms.v1.s4c.cymru/media/media_assets/Technical_Standards_for_Delivery_of_Television_Programmes_to_S4C_2020_Rev_1a.pdf
https://media.cms.v1.s4c.cymru/media/media_assets/Aug2020_Delivery_Requirements.pdf

4. The cost of insuring production work should be included in the budget along with the management fee and administrative costs associated with producing the programmes.
5. You should include the cost of conforming fully to S4C's Legal Notes as noted in **Appendix B**.

Each application must include details if it is envisaged that there is any possibility of obtaining funding or financial assistance from any other source i.e. if the rates have been prepared on the assumption of working with third parties or that a grant may be received. Please note that it is S4C's responsibility alone to arrange, secure or receive sponsorship towards the service/programmes and no company should submit an application on the assumption or basis that it will be possible for it to secure additional sources of funding (over and above the contract price agreed with S4C) via sponsorship or advertising.

APPENDIX B

Legal Notes

1 No Obligation to Offer the Contract

Nothing contained in this document nor any communication between S4C and you regarding the tendering process or the tender response shall constitute a contract for the provision of any service covered by this tender process nor a warranty or a representation that any contract will or may be awarded.

S4C reserves the right to withdraw from and/or abandon and/or defer this tender process at any time, not to award any contract as a result of this tender process, to supplement, revise and/or clarify the terms and conditions of this document and/or to require applicants to clarify their tender responses and/or to provide additional information in relation thereto.

2 Conflict of Interest

You are required to provide details if it is envisaged that there may be a conflict of interest between individuals involved in your application and S4C staff. This is to enable S4C to ensure that it assigns staff to the tender process that have no personal relationship with any applicant or consortium member of relevant staff.

3 Confirmation of Correct Information

By submitting a response to this tender, applicants confirm that all information provided remains true, complete and accurate.

4 Contract

The agreement will continue for a period of two years (2025 and 2026) until all relevant programmes, content and paperwork have been delivered to S4C.

In particular, the successful company will be contracted in accordance with the the standard short form terms :

https://media.cms.v3.s4c.cymru/media/media_assets/Standard_Shortform_Terms_Saesneg_-_draft.pdf.

However, S4C reserves the right to vary and amend those terms in such a way as S4C deems necessary and the agreement will have to reflect and confirm the terms on which the commission was offered to the successful company (if relevant).

By submitting a response to this tender, it is assumed that you accept the General Terms and the Standard Short Form Terms and the conditions of these documents.

If, following the awarding of the tender, financial or contractual negotiations do not develop satisfactorily, S4C reserves the right to offer the tender to another candidate or to tender again.

S4C and the successful company/companies will be the only parties to the contract.

S4C has no obligation to accept all elements of the successful application (should there be one). It could accept elements of one or more of the applications. This could result in companies collaborating with others in order to provide the services in accordance with S4C needs. You agree to this when submitting your application.

5 Codes of Practice and Guidelines

The successful company will be required to comply with the following codes of practice, legislation and guidelines (amongst others):

- Ofcom Broadcasting Code
- Health and Safety Legislation
- Data Protection Legislation
- S4C Technical Requirements
- S4C Child Protection Policy
- S4C Social Media Policy and Guidelines
- S4C Welsh Language Guidelines
- S4C Best Practice Guidelines in relation to Competitions
- S4C Brand Guidelines
- S4C Statement of Commitment to Diversity
- Any other guidelines which are applicable to S4C or S4C services during the broadcasts

Each applicant should include the cost of complying with the above (including to cost of appropriate advice) within the application. Many of these guidelines are available on the S4C Production Website which is available at <http://www.s4c.cymru/en/production/page/1154/guidelines/>

6 Freedom of Information

S4C is subject to the provisions of the Freedom of Information ("FOI") Act 2000. If you consider that any information supplied by you to S4C pursuant to this invitation is commercially sensitive or confidential in nature, this should be highlighted explicitly and the reasons for its sensitivity set out in full in the tender response. Please note, however, that identifying information as confidential or commercially sensitive does not guarantee that it will be exempt from disclosure. S4C retains the discretion to decide whether or not particular information is exempt from disclosure.

7 Data Protection

By submitting a tender response, you confirm that you have informed all individuals identified in the tender submission that you will share their personal data in this way. You acknowledge that S4C will process all personal information provided as part of the tender response in accordance with the General Data Protection Regulation 2016 and the Data Protection Act 2018. The S4C Privacy Notice is available on www.s4c.cymru and you will notify all individuals whose personal data is provided to S4C of this clause 7. S4C will process any personal data provided in your tender response on the ground that it is in your and S4C's legitimate interests to process all personal data provided by you as part of the tender response for the purpose of evaluating the tender response.

8 Confidentiality and Publicity

By submitting a response to this tender, you agree to keep confidential, any information which is disclosed or otherwise made available to you by S4C in any medium whatsoever during or in connection with this tender process. You shall not use such information for any purpose other than the preparation of the tender response and shall not disclose such information to any person other than in confidence and on a need to know basis to those persons who are directly involved in the preparation of the tender response. Such obligations of confidentiality shall not apply to documents already in the public domain at the time it is disclosed or made available to you by S4C.

By submitting a response to this tender you agree not to, and agree to ensure that your employees do not, issue any publicity of any kind (including but not limited to notices and/or posts via social networking sites such as Facebook or Twitter or otherwise) regarding the subject of this tender or any decision of S4C in relation to any element of this tender unless S4C has provided prior written consent to such communication.

9 Disclaimer

S4C gives no warranty or representation regarding the completeness or accuracy of any information contained in this document and any reliance placed on any such information by you is at your own risk.

10 Non-Collusion

By submitting a response to this document, you certify that:

1. the tender response is bona fide and intended to be competitive;
2. you have not fixed or adjusted the response by or under or in accordance with any agreement or arrangement with any other person (other than, in the case of a consortium, the other consortium members) or required any other applicant to do the same; and
3. you have not communicated to any person other than S4C the amount or approximate budget or price of the tender response, except where the disclosure, in confidence, was necessary to obtain insurance premium or other quotations required for the preparation of the tender.

11 Inappropriate Conduct

If you or your appointed advisor makes any attempt to inappropriately influence this tender process or the award of the contract in any way, S4C may disqualify your tender response in S4C's absolute discretion. Any direct or indirect canvassing by you or your appointed advisor in relation to this procurement or any attempt to obtain information from any of the employees or agents of S4C concerning another tendering organisation may result in disqualification at S4C's sole discretion.

12 Governing Law

This document shall be governed by the laws of England and Wales and you agree, by returning a tender response, to submit to the exclusive jurisdiction of the courts of England and Wales.