

Digital Tender Questions

- 1. Where does this tender leave companies that are unsuccessful in creating digital content for S4C over the next two years? It feels like the unsuccessful companies will be shut out of the digital journey.**

The annual budget for digital content in 2025/26 is £2 million, with further increases for 2026/27. This tender is one element, but only part of it. Companies that are not successful this time will still have the opportunity to pitch digital ideas outside of the tender (as usual).

- 2. The document is very vague regarding information about the content/genres S4C is looking for. Who are the commissioners in charge of this content? There is no information to understand whose taste the content should be aimed at (in terms of commissioners).**

This package is under the responsibility of Guto Rhun as commissioner, and in the usual manor will discuss with the Chief Content Officer. I'd like to note that ideas should be considered with the audience in mind, not an individual commissioner.

- 3. Why can't the money be divided among the commissioners so that they are responsible for commissioning specific content across several companies when a strong idea is pitched?**

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- 4. Small and large companies feel they cannot bid for the tender as the relevant teams do not currently exist within companies, and there isn't enough time to create a team within the delivery/broadcasting timeframe (end of March 2026).**

It is the companies' decision how they staff and use resources.

- 5. The total budget available is not enough to create and employ a team for a 2-year period.**

The work period is over 17 months (Nov 2025 – Mar 2027).

The timetable for delivery and publication can be flexible – especially in ensuring that we are publishing content which is current.

It is not necessary to create one permanent team for this tender – the crew can vary according to the production schedule and content themes, in the same way as if the work was offered as individual packages.

- 6. What will happen to the digital content of existing brands if this package creates content on similar themes? Is there a danger that companies could lose current work with this tender?**

This tender will not affect existing work. Commissioning outside of the tender will continue as usual.

- 7. The tender encourages collaboration between companies. The process of creating partnerships and agreeing on management structure and rights is long and complex. The tender timetable does not allow that level of discussion.**

The tender offers companies the opportunity to form a partnership if they feel it would

benefit them, and the opportunity to collaborate by sharing expertise – this is not mandatory.

8. **If a company does not apply, there is concern this may appear as though the company is not supportive of S4C's 'Digital First' strategy.**

If a company decides not to apply, this will not reflect on their relationship with S4C nor appear as a lack of support for the 'Digital First' strategy.

9. **An experienced team is needed to lead this type of work, and the budget does not allow for creating such a team. This is not work suitable for inexperienced young crews to learn and develop their craft.**

Every level of team/experience is needed across production teams – from experienced members with a history of producing digital content, as well as opportunities for new staff.

10. **A budget like this sends a bad message to the industry as it does not allow for a full crew to be employed for such commissions, giving the impression that some roles within a crew are not respected. This could negatively impact the industry in Wales.**

This budget is for digital content only and does not affect the usual commissioning of other content. The style of digital content production is often a different model – with smaller teams, faster cycles, and lower budgets than traditional broadcasting – and the price reflects similar production models across the industry.

11. **£1,000 per minute is not realistic for this type of content.**

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12. **Setting such a price creates concerns for the future as S4C launches its 'Digital First' strategy. What does this mean for S4C's future hourly tariff?**

This tender is a package of work for S4C's digital platforms, part of the 'Digital First' strategy, and it does not set a precedent for any other content.

13. **The tender states that S4C may decide to create the content internally. This raises concern, as S4C has not created content in-house before. Is S4C looking at a model similar to C4 Productions in the future?**

This is standard wording in tenders – but to avoid confusion this clause has been removed from the tender.

14. **Is the tender asking for one series or a package of different series? The information is unclear.**

The package is looking for a range of digital content – these could be a combination of short series, unique stories, or standalone items.

- 15. Does the partnership/individual company have to spend the entire budget, OR can the indicative budget for the tender package be spent on several ideas across multiple companies?**

If a partnership is successful, the arrangement on how to operate the partnership is for the companies to agree among themselves.

- 16. The time to put together a bid – negotiating a partnership with another company and assembling everything else required – is unreasonably short. Requesting the process to take 3 months rather than 3 weeks, or if not possible then 2 months, would be fairer to the sector.**

The original timetable has been extended. Creating a partnership is not essential.

- 17. What happens to digital projects already in discussion – for a second series etc.?**

This tender does not affect any other ideas currently being considered or already in production.

- 18. What happens to companies that are not successful – where do these companies fit into S4C's digital vision? Especially since many want to be part of the channel's digital vision, but will this create a digital 'super company' leaving everyone else behind?**

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- 19. How can one partnership cover every genre?**

Many production companies already create content across a variety of genres – this is not an unusual request. Partnerships are not mandatory.

- 20. The impression is that S4C does not understand what goes into producing digital content. Digital does not necessarily always mean cheaper or fewer staff.**

The tender offers a package of work in line with the production, content, and budget patterns of several previous projects. Offering a package allows companies certainty of work, budgetary efficiency, and the ability to respond with current content.

- 21. At the launch the impression was given that £1m had been earmarked, and that there would be fair competition for that work. It was not said that a package of this size would be offered, which is very different and suggests that only a company of a certain size with sufficient staff could go for it.**

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By including the option for partnerships, this ensures all companies can compete for the work.

- 22. There is a need to encourage a ‘plurality of supply’, but this tender does not support that nor the development of smaller companies, which are often better suited to this type of work. To step into Digital, investment is needed in a more equal and diverse ecosystem.**

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- 23. Companies have several other projects underway and 3 weeks, considering the scale of the requirement, is extremely unfair. The BBC on average allows 6 to 9 months for each tender. They also vary the expected amount of work according to the size of the contract in question. Also, a clause is needed beforehand to save work for both broadcaster and company – an eligibility test based on the required expertise and experience.**

In terms of broadcasters’ timelines, this is not true in every case – there are many examples where other broadcasters ask for content within similar timescales.

- 24. If S4C decides to split elements of the tender between more than one successful company, how will this affect the budget?**

If this were the decision, there would be discussion of dividing the budget according to the number of minutes produced by the relevant companies – but the intention is to award the tender to one company / or one partnership.

- 25. How will the content approval process work? Will one commissioner approve everything?**

The commissioner of this tender will approve the work with the support of the Chief Content Officer.

- 26. Can you confirm whether the successful company will also distribute the content?**

The successful company will not be expected to be responsible for distributing the content. S4C’s usual digital content delivery arrangements will be in place.

- 27. Will this content only appear on @S4C accounts?**

This content will sit on S4C’s main platform accounts.

28. Is the period 14/11/2025 – 31/03/2027 rather than two years?

Correct.

29. Are you looking for scripted content?

We will not be looking for scripted content.

30. Will the content be published on S4C's YouTube platform, and will there be a special 'brand' for this content?

The content will be published on S4C's digital platforms, and there will not be a special brand for it.