Introduction

S4C’s programme strategy states that, like all other broadcasters, we are eager to ensure exclusive sporting rights from time to time in order to attract substantial audiences. This obviously depends on the availability of Welsh language rights, their cost and on English-medium broadcasts on other channels. Our aim is to extend S4C’s sports portfolio in order to attract new viewers, and the aim, in accordance with the strategy which was published in 2004, is to extend our provision for football fans at both domestic and international levels.

To attract audiences it is important that S4C establishes its credibility in covering a variety of sport. Obviously, our ability to provide football programmes is wholly dependent on rights. We work in partnership with Sky, BBC Wales and independent producers in order to ensure the best coverage of football at every level in Wales.

News

Our news programmes give considerable coverage to international and Welsh Premier matches and to those teams which play in leagues outside Wales, including Cardiff, Swansea and Wrexham. (S4C does not have the right to broadcast Premiership, Championship and the Football League Divisions 1 and 2 matches as the rights have been granted to Sky and ITV)

Reporters travel to the different countries when the national team is playing in order to ensure a real flavour of the preparations in the run-up to the game.

International Matches

Two years ago, Sky secured the agreement to broadcast Wales’s home international matches and Welsh
Premier club matches. This was a 4-year agreement which is coming to the end of its second season. However, we were able to ensure that games were shown on terrestrial television in Wales in the Welsh language.

International matches have been shown on S4C, following the live digital broadcast on Sky, under the brand name ‘Clwb Pêl-droed Rhyngwladol’ (International Football Club). In this way, 8 international matches have been shown, (Northern Ireland, Poland, Hungary, Austria, Slovenia, England, Azerbaijan and Paraguay) as well as the away matches against England and Northern Ireland under agreement with the BBC. We have also broadcast a total of 6 Wales under-21 matches, (Poland, Germany, Austria, England, Azerbaijan and Northern Ireland) during the period of the agreement with Sky.

**Welsh Premier**

We also provide a weekly programme of Welsh Premier matches for football supporters under the brand name ‘Clwb Pêl-droed’ (Football Club). This is a highlights programme on Saturday night at peak viewing time which is repeated on S4C Digidol on Monday night. The programme is presented from football clubs across Wales.

As well as the highlights, S4C shows a number of important games from the Welsh Premier and the Welsh Cup live. This raises the profile of the games in question and demonstrates our commitment to show Welsh football. During the last season (2005 – 2006) we have shown Rhyl v TNS, Carmarthen v Bangor, TNS v Rhyl, Llanelli v Bangor (Cup,) and Bangor v Rhyl (Welsh Cup final) all live on S4C.

**‘Sgorio’**

The series, ‘Sgorio’, has been a feature of S4C’s service for more than twenty years. The series shows highlights of matches played in Spain’s Primera Liga, Italy’s Serie A and the German Bundesliga. Also in 2005, the Barcelona v Parma match was shown live from the Millennium Stadium. ‘Sgorio Bach’ features some of these matches and is broadcast as part of the ‘Planed Plant’ children’s strand on S4C Digidol.

**‘Peldroedio’**

Following the Euro 2000 competition the first series of ‘Peldroedio’ was produced, being 6 twenty-minute programmes focussing on footballing skills for junior school children. This series was nominated for a BAFTA UK Children’s award in 2001. The second series used matches from Euro 2004 and showed how to copy some of the skills seen as well as presenting basic footballing skills. This series will be repeated on Mondays to coincide with the 2006 World Cup.

**Interactive**

All the ‘Clwb Pêl-droed’ programmes have websites which contain the latest news about Welsh football
and which enhance the viewing experience. There are also websites to accompany both series for children. We send a weekly e-mail reminder to 3500 people who are on our database notifying them of the games to be shown on S4C during the week ahead.