

# S4C

A STRATEGY TO  
RETAIN 5-8 YEAR OLD  
WELSH SPEAKING  
AUDIENCE MEMBERS  
FOR S4C

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RESEARCH  
QUESTION



Why are S4C losing  
viewers aged 6-7 to other  
channels and platforms?

# Background Research

- 5–15-year-olds are more likely to pick **YouTube** and **TikTok** as their preferred platform choice over other platforms (Dams, 2020)
  - This is because YouTube's content is more **relatable** and **authentic** for children, as well as offering an algorithm which appeals to each individual child
- Despite there being a growth in choice for Children's TV content, there is **less content which originates from the UK** and is aimed specifically towards young UK viewers
- Currently **50%** of viewing sessions on Welsh BBC iPlayer are for **children's content**, with the majority being children's **nursery** programmes



# Children's TV on S4C



## Cyw

- Cyw is a program specifically for nursery children up until the age of **six**
- S4C has stated that between the ages of 6-7 is when they **struggle to keep children engaged**
- **75%** of the expenditure budget for children's content is original content and **25%** on purchases
- For the age range Cyw is targeted towards, commissioning content that is **inherently Welsh** is a priority for S4C, as Cyw is often the only way children can have access to the Welsh language **at home**

# Public Service Media

## S4C PSM remit:

- S4C's current public service obligations refer to "*providing television programme services of high quality with a view to their being available for reception wholly or mainly by members of the public in Wales.*"(S4C, 2017)

## In Children's TV:

- Steemer (2017) argues that children's TV is "a market failure 'genre'" and this can only be remedied by tighter public service obligations for PSM, and further quota targets placed on commercially funded PSB's.

# Research Methods

## ➤ Observations and Focus Groups:

➤ Informed Consent (Greig, A. D; et al, 2012)(Punch, S., 2002.)

## ➤ Observation will include:

➤ A 15-minute screening of some S4C Kids content from Cyw.

➤ Observing the behaviour of the children while they watch.

## ➤ Focus Groups will include:

➤ A series of questions that aim to find out how engaged the children were with the content they were shown, and what they liked and disliked about it.

➤ Questions about what the children regularly watch and where, if they know.



1. Child or young person's details

Name:	
Home address:	
Telephone number:	Postcode:
Date of birth:	Email:

2. Parent or carer's details

Name:	
Home address:	
Telephone number:	Postcode:
Date of birth:	Email:

3. If there's an emergency, please contact (only fill in if different from the person named above):

Name:	
Home address:	
Telephone number:	Postcode:
Date of birth:	Email:

4. Child's medical details

GP:	
Address:	
Telephone number:	Postcode:
	Email:

5. Do we need to provide any extra help, for example because of a disability, or are there any activities that your child cannot participate in?

6. Do we need to know about any medical conditions or allergies? (If yes, please provide details of the condition(s) and any medication needed).

7. Is there anything else you think we should know?

Information for parents and carers

S4C aims to provide a safe and enjoyable experience for every child or young person. To help us do this, please note the following important information.

- All questions on the consent form must be completed and signed by the parent or carer before any child takes part.
- Parents and carers must ensure they notify us of any changes to the information given on the form.
- Parents and carers must make arrangements for children to be brought to and from the activity safely and on time. If a parent or carer is not able to collect their child, they need to let us know in advance who will be doing so.

I agree to (please tick):

- My child taking part in the stated activity
- Name of group/organisation] keeping a record of this form for health and safety reasons
- Any medical treatment that my child may need to be given in an emergency
- My child being filmed or photographed during the activity, with the possibility that these photographs/media recordings may be used for publications or marketing publicity. ((Name of group/organisation] will take all steps to ensure these images are used solely for the purposes for which they are intended.)

Note: if consent is not given, S4C will not use any images taken during the activity that contain the child/young person.

I understand that my child needs to follow the behaviour code and any safety rules so that S4C can keep them and other children safe.

Print name

Signature

Date

# Consent Form

Child or young person

I agree to (please tick):

- Taking part in the activity
- Talk to [name of relevant person] if I am not comfortable at any time during the activity so they can help me or arrange for me to do something else
- Name of group/organisation] keeping a record of this form so they have the information they need to keep me safe during the activity
- Receiving any emergency medical treatment that I may need
- Being filmed or photographed during the activity. I understand that the photographs or film might be used to tell other people about what [name of group/organisation] does.

Note: If I don't agree to this, [name of group/organisation] will not use any images of me.

I understand that enjoying the activity and being safe means, I need to follow the behaviour code and safety rules.

Print name

Signature

Date

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➤ Questions about what the children regularly watch and where, if they know.





## *Focus Group Questions*



1. What are your thoughts on the programme you just watched?
  2. Would you watch this again?
3. What would you change about it if you could?
4. What do you normally watch?



# *Limitations of Proposed Methodology*

## Limitations:

- Issues around consent of the children
- Trouble regarding making the children feel comfortable
- The potential for the Hawthorne Effect to impact results
- Any documentation that a researcher would need to work with children



## Proposed Solutions:

- Carry out the research in a comfortable environment for children, like their classrooms
- Making sure that all researchers involved can work with children

# Conclusion

## Some suggestions that we propose to S4C:

- Having a channel separate from S4C for children which can offer a higher volume of content that runs all day, from 7AM to 7PM (the same as the times of CBBC and many other children's TV channels)
- A series of programming on S4C bridging the gap from when children are engaged in content and when they begin to transition to other mediums/channels as they grow older.
- Adding some form of easily navigated ratings system on S4C that appears after programmes so that they can measure the response to programming.



# References

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ANY QUESTIONS?

