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S4C's Response to Ofcom's consultation entitled "Content Management on the HD Freeview Platform" (the "Consultation")

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1. Introduction

S4C is a public service broadcaster whose remit is to provide a broad range of high-quality and diverse programming, a substantial proportion of which is in Welsh.

S4C will launch its high definition channel on the Freeview Digital Terrestrial Television platform in Wales on 30 April 2010. This will be the high definition simulcast version of S4C Digital, which is currently only provided in standard definition.

2. Response

S4C believes that the BBC's proposal for content management on the Freeview Digital Terrestrial Television platform as set out in the Consultation is a sensible approach. Content management is a justified objective which ensures that the broadest range of HD content is made available to citizens and consumers.

S4C is of the view that the licence amendment as set out in the Consultation would benefit the platform and appears to have relatively few downsides. S4C would therefore support its implementation.