



Department for
Digital, Culture,
Media & Sport

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Delyth Jewell MS
Chair
Culture, Communications, Welsh Language, Sport
and International Relations Committee

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SeneddCulture@senedd.wales

Dear Delyth,

Thank you for your letter of 22 November setting out the importance of the Media Bill. The Secretary of State for Culture has asked me to respond on her behalf.

I agree that the measures proposed for the Media Bill will be critical to the Welsh broadcasting and creative economy, ensuring it can thrive in the face of rapid technological change. The Bill will reform decades-old laws to turbocharge the growth potential of our world-leading public service broadcasters (PSBs), which develop talent and skills, drive growth in the creative industries across the UK and deliver distinctive, diverse British content. I look forward to continuing engagement with ITV, S4C and our other PSBs to deliver these measures.

I want to reassure you that I recognise the urgency of the legislation, including to the Welsh broadcasting industry. The Government is committed to the future of Welsh language broadcasting and supports the Welsh Government's ambition to reach the target of one million people in Wales being able to speak Welsh by 2050. We remain committed to supporting Welsh institutions such as S4C to achieve this ambition and are proud of the valuable cultural, societal and economic service S4C provides, across Wales and beyond, to Welsh-speaking audiences and viewers interested in the Welsh language and culture. I recently saw this first hand when I visited Cardiff in November and met Siân Doyle, Chief Executive at S4C, and Rhodri Williams, S4C Chair, to watch a rehearsal of CiC Byw, created by Boom production for S4C. In the context of changes to the broadcasting ecosystem there is a need to update legislation to enable S4C to adapt to rapid technological and market change, to maximise the social benefits to Welsh audiences, and to deliver increased value for money.

We received Ofcom's report on the C3 and C5 licence renewals earlier in the Summer. Officials continue to review the report and are engaging with licence holders. The Secretary of State will be responding to Ofcom's report in due course and we recognise the interaction between the licence renewal process and the progress of the Media Bill.



Channel 4 is a great UK success story and, in a rapidly changing media landscape, the Government wants it to thrive in the long-term while maintaining its distinctiveness. The Secretary of State is reviewing the business case for the privatisation of Channel 4 and will set out more detail in due course.

Thank you for your invitation to attend a meeting of the Committee. Unfortunately, both myself and the Secretary of State are unable to accept the invitation at this time due to exceptionally busy diaries. We do, however, look forward to a continued dialogue as we progress this important legislation.

With best wishes,

A handwritten signature in black ink that reads "Julia". The signature is written in a cursive, flowing style.

Julia Lopez MP
Minister of State
Minister for Media, Data and Digital Infrastructure