

## **1. Introduction**

The BBC is the most trusted and valued broadcaster in Wales. Its mission is to help audiences discover and make sense of Wales. The BBC in Wales is the only broadcaster committed to reflecting and reporting Wales in both languages and across all platforms and devices. It prioritises investment in programming and services that most clearly deliver value to the public. Reporting the sporting life of the nation is a key part of this mission.

We regard the Welsh Premier League as important partners and are pleased to be able to contribute to the Committee's inquiry.

The BBC performs consistently well in Wales, attracting higher audiences and appreciation than the UK average. This is true both for network content and for content produced specifically for audiences in Wales. The proportion of the population reached each week by the BBC's portfolio of television and radio services is higher in Wales than elsewhere in the UK. And in addition to reaching more people, those reached also watch and listen to BBC content more than the UK overall – nearly 45 minutes more per week, on average.

The BBC's English language television programmes specifically for audiences in Wales reach over a million viewers each week (36% of the population) and the average appreciation for these programmes is higher than the average across all BBC network output. BBC Radio Wales reaches almost half a million listeners each week (18% of adults) and BBC Radio Cymru around 140,000 (34% of fluent Welsh speakers).

## **2. Editorial/Audience Context - BBC Wales Coverage of the Welsh Premier League (WPL)**

BBC Wales ensures that the WPL is covered across the full range of its services. The level of coverage given by each part of our output reflects audience expectations, broadcast context (length of bulletin, for example) as well as the BBC's editorial judgement in giving due and appropriate weight to a range of results in football as well as in other sports.

## **3. Coverage by Output**

### **3a. Radio Wales and Radio Cymru - Weekend**

Results and news from any Friday night games are carried on early morning bulletins during **Good Morning Wales** and **Post Cyntaf**.

Radio Cymru's football magazine programme, **Ar y Marc**, gives extensive coverage to the Welsh Premier League.

We currently hold the radio broadcast rights to WPL league games. Our afternoon programmes **Radio Wales Sport** and **Camp Lawn** send a reporter to at least one game each Saturday

afternoon, providing pre-match interviews and build-ups, updates throughout the game, and post-match interviews from their fixture.

In addition, updates, results and news from all of the day's other games are given throughout the afternoon on both programmes, and a round-up of the day's news and the updated table are given in the day's summaries later in the programme.

The BBC has also given extensive radio (and television) coverage to WPL entrants into European competitions. This has included live coverage from home and away fixtures in Europe.

### **3b. Radio Wales and Radio Cymru – Weekdays (Monday-Friday)**

Our frequent sport bulletins on both Radio Wales and Radio Cymru – broadcast at least hourly throughout the day, with additional output during the morning and evening – endeavour to give the fixtures and results of all matches played at that time.

Major developments in the Welsh Premier League are also covered on editorial merit. A recent example of this was Bangor City FC's move from Farrar Road to Nantporth – a significant event which was given suitably extensive live coverage on a range of programmes such as **Good Morning Wales** and the **Jamie and Louise** show.

We also feature the stories making the news headlines, such as player transfers, managerial ins and outs, on and off field developments at clubs, when they occur and on editorial merit.

Radio Cymru, in particular, regularly use specialist pundits to discuss matches and issues surrounding the Welsh Premier League – Marc Lloyd Williams being the specialist expert.

**Radio Wales Sport** on a Monday night during the season also carries a Welsh Premier League feature each week, discussing the stories making the news with guests from within the league such as Andy Legg, Lee Trundle and Neville Powell.

### **4 Television News – Wales Today (BBC1 Wales) and Newyddion (BBC for S4C)**

BBC Wales does not hold the broadcast rights to Welsh Premier League games. Our two main television programmes, **Wales Today** and **Newyddion**, cover major developments in the WPL. **Newyddion** on S4C, which has significantly longer bulletins than **Wales Today** on the weekend, offers a comprehensive results service as well as coverage of the big stories.

### **5 Online/Arlein**

All fixtures/results/league tables are given comprehensive coverage by [bbc.co.uk/sport/wales](http://bbc.co.uk/sport/wales). News stories are routinely covered on editorial merit – an approach which is shared with the Welsh language service, **Newyddion Arlein**.

**Rhodri Talfan Davies**

**Director, BBC Wales**

**1 June 2012**