



Department
for Culture,
Media & Sport

The Rt Hon Ian Murray MP
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Delyth Jewell MS
Chair, Culture, Communications, Welsh Language,
Sport, and International Relations Committee
Welsh Parliament
Cardiff Bay
Cardiff CF99 1SN

INT2026/03151/DC

Dear Delyth,

Thank you for your letters of 4 March 2026 regarding Broadcasting in Wales and BBC Charter Review. We note the findings of the inquiry with interest and will consider the recommendations set out in full, including within the BBC Charter Review process and our work to support PSM and the wider TV sector.

Supply of Media Content for Wales - ITV & Channel 4

Turning to your recommendations around the supply of broadcasting to Wales, and specifically ITV and Channel 4. We recognise the important role both these PSBs play in the wider public service media on and off-screen, and the vital content they provide for Welsh audiences. As a government we want programming to reflect the full diversity of people right across the UK so that they can see themselves and the interests that matter to their local community reflected on screen.

We note the recommendations you have made with regards ITV and Channel 4's operations in Wales. Under the current legislative framework, Ofcom as the independent media regulator, specifically sets the regional production quotas for both PSBs and continues to be responsible for monitoring their overall delivery. Therefore any proposals to change these quotas, and/or Channel 3 and Channel 4 licence conditions, would be for Ofcom to determine.

As you are aware, Ofcom decided to increase Channel 4's Made Outside of England quota from 9% to 12% by 2030. We were pleased to see Ofcom increase that, and that Channel 4 have committed to meet that earlier than required (by 2028). Ofcom are also introducing new requirements for Channel 4 to report publicly on its approach to commissioning in the nations and regions, including Wales.



We are aware that the media landscape is undergoing rapid change, and the threat to UK culture and the creative economy that Ofcom highlighted in their latest review of public service media (PSM) last year. That's why we committed to taking action to support PSM and the wider TV sector in the Creative Industries Sector Plan. Ofcom's PSM review makes a number of recommendations that will inform our work. In the meantime we are continuing to implement the Media Act, which delivers important reforms to support PSB sustainability.

Ofcom

We likewise note the recommendations you make for Ofcom and the reasoning behind them, noting their operational independence from government.

In terms of your recommendations on the new online prominence regime introduced by the Media Act 2024, which DCMS and Ofcom are in the process of implementing, Ofcom is currently consulting on their draft Code and guidance which closed on 25 March 2026. DCMS has encouraged S4C to continue engaging directly with Ofcom, including through that consultation process.

BBC

I recently visited S4C and BBC Wales to see for myself and was impressed by all I saw, including holding productive engagements with individuals from across the sector.

In relation to your recommendations to the BBC, as it is editorially and operationally and independent of Government, it is for the organisation itself to consider whether/how to take them forward.

However, as you are aware, the government launched BBC Charter Review on 16 December with the publication of the Terms of Reference and Green Paper. The Green Paper sets out the Government's ambition around a number of areas raised by the Committee. This includes our ambition to support a sustainable and fair funding model for the BBC, and ensuring the BBC continues to undertake its foundational role as an engine of growth for the wider creative sector, through supporting jobs, skills, training and investment across our nations and regions, including Wales.

We thank the Committee for your recommendations and separate response on BBC Charter Review, which will inform our policy development moving forward. The Government is now considering responses to the public consultation, and these will inform policy decisions for the next BBC Royal Charter. These will be set out in a White Paper, expected to be published later this year.

S4C

Turning to your recommendations to S4C, this Government recognises that S4C is central to life in Wales, telling diverse national stories in the Welsh language, while driving social cohesion through creating shared moments. S4C's activities also make an enormously valuable contribution to the creative economy in Wales and we want S4C to continue creating high quality local jobs and driving growth across Wales.

The recommendations set out in your letter are for S4C themselves to take forward independent of Government. However, we welcome the improvements that have been made to the working culture at S4C to date, improvements that must be embedded and maintained over the long-term to sustain S4C's crucial role in Wales. Additionally, as S4C's sponsoring department, DCMS maintains a direct relationship with S4C regarding policy matters affecting its operations, including with regard Charter Review and the development of the Green Paper.

I am copying this letter to the Chair of the House of Commons Welsh Affairs Select Committee and the Chair of the House of Commons Culture, Media and Sport Select Committee.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ian Murray', with a horizontal line underneath the name.

The Rt Hon Ian Murray MP
Minister for Creative Industries, Media and Arts