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6th of March 2024

Sent via e-mail: stephen.crabb.mp@parliament.uk; welshcom@parliament.uk

Mr Stephen Crabb MP
Chair of Welsh Affairs Committee
House of Commons
London
SW1A 0AA

Dear Stephen Crabb MP,

Further to the Welsh Affairs Committee's report into Broadcasting in Wales published recently, I'm writing to you in response to the report's request for further information about online personalisation and access to Wales and Welsh language content.

We have done significant work to make it easier for Welsh audiences to find the content that is right for them from the S4C channel page, to the Wales category page and this work continues. For example in Spring '24 we will be highlighting regional content in the New and Trending rail on IPlayer, picking out key titles in the first slot targeted specifically at users in Wales, Scotland and Northern Ireland. This new capability will make relevant programmes and locally significant moments easier to find.

There is a significant, long-term piece of work currently being undertaken as part of the BBC's digital transformation that will make it easier for everyone to discover content that is relevant to them across our portfolio of products. To do this, we have to modernise the technology systems. This will make it easier for audiences from Wales and other nations to consume local content relevant to them.

As mentioned above, S4C has its own channel page on iPlayer where audiences can watch the channel live and enjoy its catalogue of programmes on demand. Welsh language content can also be found in the Wales category page.

The personalisation story for BBC Sounds is more established. Once the user is signed in the postcode in the users' BBC account will determine their location. If that location is in Wales, a display rail titled *From Wales* will appear in their app; this includes six items of content of particular relevance and interest to people who live in Wales - usually three in Welsh and three in English.

Listening and viewing history plays an important part in tailoring our content too. Once someone has chosen a Welsh Radio Station, for example, (Radio Wales, Radio Wales Extra, Radio Cymru or Radio Cymru 2) that station will be displayed first on their next visit, making it easy to quickly listen again.

In February the BBC's web Home Page 'For you' functionality went fully live to 100% of eligible users. The new For you page at www.bbc.co.uk/foryou is the BBC's first personalised page that allows people to discover video, audio and text content from across the BBC in one place. Content on the page includes your iPlayer and Sounds recommendations, the latest from topics you follow across the BBC, and the most popular content on the BBC right now. It also allows you to quickly jump back into content you are currently watching on iPlayer and Sounds. And its success validates our integrated BBC strategy since the trial to 10% of users started in September 2023.

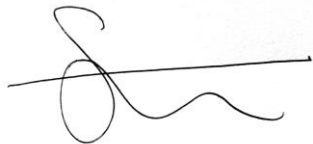
The BBC News mobile app offers a '**News From...**' section and weather for your local area prominently on its homepage. This displays stories relevant to Wales for those users who are signed-in from Wales. The BBC News website offers the option to select your location, which tailors the content offer on the homepage to Welsh content. Plus News has made it easier to follow the topics you are interested in and browse content related to those topics.

'**My Sport**' availability on the Web and App is enabling audience members in Wales to follow the topics they're interested in and browse content related to those topics. With dedicated Sport topics such as Welsh Rugby and Football.

I hope this assures you that making it easier for our audiences to find content that is relevant and of interest to them through content discovery and personalisation continues to be a priority across all the BBC's platforms.

In 2024, and beyond, we are committed to developing our search functionality and recommendations to ensure our content is as accessible as possible to all.

Yours sincerely

A handwritten signature in black ink, appearing to be 'Storm Fagan', written over a light blue rectangular background.

Storm Fagan
Chief Product Officer