

# Bòrd na Gàidhlig

Brath Naidheachd  
Press Release



**\*Please scroll down for English Version\***

## Bheil BBC ALBA a' còrdadh riut? Eil thu airson fhaicinn air Freeview?

**04 An Dùbhlachd 2009**

### **Cuir do bheachdan gu Urras a' BhBC.**

Tha Urras a' BhBC a' cumail co-chomhairle phoblach mar phàirt den ath-sgrùdadh a tha e a' dèanamh air BBC ALBA. Tha a' cho-chomhairle seo a' ruith gu 18 Faoilleach 2010. Leugh mu Urras a' BhBC agus mun cho-chomhairle aig [www.bbc.co.uk/bbctrust](http://www.bbc.co.uk/bbctrust).

Bidh an t-Urras a' tighinn gu co-dhùnadh air ceistean cudromach mu dheidhinn BBC ALBA – nam measg tha ceist an tèid BBC ALBA a chraoladh air Freeview. Tha e air leth cudromach gun cuir daoine am beachdan gu Urras a' BhBC, gu h-àraid ma tha iad ag iarraidh BBC ALBA air Freeview.

### **A' gleidheadh àite airson BBC ALBA air Freeview**

Tha BBC ALBA ri fhaighinn an-dràsta air Sky 168 agus Freesat 110, agus air-loidhne aig [www.bbcalba.co.uk](http://www.bbcalba.co.uk). Chan eil e fhathast ri fhaighinn air Càball no Freeview. Is e ath-sgrùdadh Urras a' BhBC ar cothrom àite a ghleidheadh airson BBC ALBA air Freeview. Is e Freeview an dòigh sam faigh a' chuid as motha de dhaoine ann an Alba telebhisean didseatach. Ma tha BBC ALBA air Freeview, gheibh a h-uile duine cothrom an sianal fhaicinn.

### **Prògraman BBC ALBA airson a h-uile duine**

Tha prògraman air BBC ALBA airson luchd na Gàidhlig agus airson mòr-shluagh na h-Alba. Bidh mu 220,000 neach-amhairc a' coimhead air an t-sianal a h-uile seachdain. Tha rannsachadh a' sealltainn gu bheil naidheachdan, ceòl agus prògraman cur-seachad a' còrdadh ri luchd na Gàidhlig, agus gu bheil spòrs, ceòl agus prògraman aithris a' còrdadh ris a' mhòr-shluagh. Am measg nam prògraman a chaidh a chraoladh sa chiad bhliadhna den t-sianal bha ball-coise SFL agus SPL, tachartasan ciùil mar Na Trads agus Fèis Cheilteach Innse Ghall, prògram beò Oidhche Challainn, agus prògraman aithris aig àrd ìre.

### **Dè am fiosrachadh a tha Urras a' BhBC a' sireadh?**

Ma tha thu air BBC ALBA fhaicinn, tha Urras a' BhBC a' sireadh do bheachdan air an t-sianal. Tha do bheachdan cudromach, oir feumaidh an t-Urras tighinn gu co-dhùnadh mu cho math 's a tha BBC ALBA a' coilionadh amasan a chead-chraolaidh.

**Mar sin, ma tha BBC ALBA a' còrdadh riut, leig fios don Urras!**

[www.gaidhlig.org.uk](http://www.gaidhlig.org.uk)

Fòn: 01463 225 454

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Ma tha thu ag iarraidh BBC ALBA air Freeview, tha Urras a' BhBC a' sireadh do bheachdan air a' mholadh a th' ann airson seo a dhèanamh. A-rithist, tha do bheachdan cudromach, oir is ann tron cho-chomhairle phoblaich a gheibh an t-Urras fianais mus tig iad gu co-dhùnadh air BBC ALBA.

## **Dè nì thu?**

Faodaidh tu sgrìobhadh gu Urras a' BhBC tron phost no le post-d, no faodaidh tu ceisteachan a lìonadh air-loidhne. Gheibhear mion-fhiosrachadh aig [www.bbc.co.uk/bbctrust](http://www.bbc.co.uk/bbctrust).

Cuimhnich, ma tha thu ag iarraidh BBC ALBA air Freeview, is e seo an cothrom do bheachdan a chur an cèill. Cuir do bheachdan a-steach ro 18 Faoilleach 2010.

Tha MG ALBA daonnan deònach beachdan no ceistean a chluinntinn. Faodaidh tu fios a chur thugainn aig [fios@mgalba.com](mailto:fios@mgalba.com) no le bhith a' cur fòn gu 01851 705550.

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## Enjoying BBC ALBA? Want to see it on Freeview?

04 December 2009

### **Tell the BBC Trust what you think.**

The BBC Trust is holding a public consultation as part of its review of BBC ALBA. The consultation runs until 18 January 2010. You can read about the BBC Trust and the consultation at [www.bbc.co.uk/bbctrust](http://www.bbc.co.uk/bbctrust). One of the important questions the Trust will be considering is whether BBC ALBA can be broadcast on Freeview. It is very important that people make their views known to the BBC Trust, especially if they want BBC ALBA on Freeview.

### **Securing a place for BBC ALBA on Freeview**

BBC ALBA is currently available on Sky 168 and Freesat 110, and online at [www.bbc Alba.co.uk](http://www.bbc Alba.co.uk). It is not yet available on Cable or Freeview. The BBC Trust review is our opportunity to secure a place for BBC ALBA on Freeview. Freeview is the method by which the majority of people in Scotland receive digital television. Putting BBC ALBA on Freeview will allow the channel to reach the widest possible audience.

### **A wider audience for BBC ALBA programmes**

BBC ALBA's schedule is designed to appeal to Gaelic speakers and to a wider Scottish audience. On average, 220,000 viewers are tuning in to BBC ALBA every week. Our audience research shows us that the most popular programme genres are news, music, entertainment for the Gaelic audience, and sport, music, documentaries for the Scottish audience. Highlights in BBC ALBA's first year of broadcasting have included coverage of SFL and SPL football, music events such as the Trad Music Awards and the Heb Celt Fest, a live Hogmanay show and a number of landmark documentaries.

### **What does the BBC Trust want to know?**

If you have already seen BBC ALBA, the BBC Trust wants to know what you think of the channel. Your views are important because the Trust needs to assess how well BBC ALBA is fulfilling the aims set out in the channel's service licence. So if you're enjoying BBC ALBA, please let the Trust know! If you want to see BBC ALBA on Freeview, the BBC Trust wants to know what you think about the proposal for how this should happen. Again, your views are important because the public consultation will inform the decisions that the Trust makes about BBC ALBA.

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## **What can you do?**

You can write to the BBC Trust by post or e-mail, or you can fill in an online survey. Full details are available at [www.bbc.co.uk/bbctrust](http://www.bbc.co.uk/bbctrust).

Remember, if you want to see BBC ALBA on Freeview, this is your chance to have your say. Send your response by 18 January 2010.

You are always welcome to contact MG ALBA with your comments and questions. You can e-mail us at [fios@mgalba.com](mailto:fios@mgalba.com) or call 01851 705550.