



Broadcast 2040+

Protecting Broadcast TV and Radio services for rural communities

Laurie Patten

Director of Strategy and Regulation, Arqiva

Broadcast and radio is integral to people's daily lives



- As the cost of living crisis bites, for many people on lower incomes, expensive monthly **subscriptions are a luxury they can't afford**
- Broadcast TV and radio (Freeview) offers **great value for money**
- It is **universally available** for all
- It also plays an important role in **creating a sense of national unity** and making people feel more **connected** to others

Ipsos research shows that...

Broadcast
2040+

63% of adults in rural areas have
viewed Freeview in the last year,
with 48% watching weekly

There is no commitment for broadcast TV and radio past the early 2030s...



Department for
Digital, Culture
Media & Sport

- The 2022 Government White Paper said broadcast “ **will continue to be an important content distribution channel for at least the remainder of the 2020s and likely into the early 2030s.**”
- This highlights the lack of long-term commitment by the Government.
- There remains **no certainty or clarity** on the future of broadcast TV and radio services.

Some key events and perspectives will shape the future of Broadcast TV and radio...



The World Radiocommunication Conference in November 2023 will determine whether broadcast TV maintains its allocation of spectrum radiofrequencies – which enables it to be delivered across the UK.

In December 2022, the BBC Director-General Tim Davie said a “switch off of broadcast will and should happen over time, and we should be active in planning for it”

Ofcom is undertaking a review of the UK TV distribution market. This review, which is to be completed by 2025, will influence whether broadcast TV remains sustainable and available for everyone.

That's why we've launched the Broadcast 2040+ campaign...



- Broadcast services **matter to millions of people** and it's vital that we protect them
- The coalition are asking the Government **to safeguard this national asset** for the long-term – until **2040 and beyond**



Growing media interest in broadcasting's long-term future

MPs urged to protect traditional TV and radio

EXPRESS Account codes: Post

MPs urged to protect traditional TV and radio

More than three-quarters of voters want the Government to protect traditional television and radio from being swept away in the move towards streaming services.

By MARTYN BROWN - DAILY EXPRESS DEPUTY POLITICAL EDITOR
10.11.2018, Tue, 6:20:22 (UPDATED 10.11.18, Dec 6, 2022)

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Save free TV from Netflix, MPs are told

MORE than three-quarters of voters want the Government to protect traditional television and radio from being swept away in the move towards streaming services.

As the cost of living rises, they value it as an affordable form of entertainment for their children. The survey made clear as a coalition of groups - including elderly people, pensioners and those on low incomes - have urged the Government to safeguard traditional services.

They had streamed like mad, but especially from the comfort of their sofas. The poll by Ipsos, the company that runs the transmitter, found that 75 per cent are too old to watch TV - Freeview - as it is expected to be replaced by video-on-demand services.

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Dennis Reed, director of Freeview, said: "Streaming services are a luxury for us all."

Tony MP in North Devon said: "The option behind the scenes is to let people watch what they want when they want. It's not about the content, it's about the way it's delivered."

Don't let streaming services force out 'free' TV and radio

By **Civillistas**

A CAMPAIGN was launched yesterday to protect traditional television and radio from being swept away in the move towards streaming services.

The campaign is backed by more than 10,000 signatures and is aimed at MPs across the country.

It is a call to action for MPs to ensure that the Government does not allow streaming services to replace traditional TV and radio.

DAILY EXPRESS CRUSADE
KEEP US TUNED IN

Senior Pegg, of the Royal Society for the Blind, said: "The move to streaming services is a huge step forward, but it is also a step away from the services that many of our members rely on."

BBC 'POOR AT HANDLING WORKERS' COMPLAINTS
By **Elle Herles**

The head of Ofcom is to lead the BBC's "crisis team" to investigate the broadcaster's handling of workers' complaints.

MPs urged to protect traditional TV and radio

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10,000 signatures for Express crusade to save traditional TV

MINISTERS will be forced to respond to demands to protect traditional television services after a huge response to the Daily Express crusade to save traditional TV and radio.

The crusade was launched in November 2018 and has gathered 10,000 signatures, on a petition to the Government to ensure that traditional TV and radio are not replaced by streaming services.

The crusade is now being taken up by other newspapers and is expected to reach 20,000 signatures by the end of the year.

Vital to help 60s generation stay tuned on to telly



Douglas Ross SCOTTISH DAILY EXPRESS
Scottish Conservative leader

THE TIMES THURSDAY JULY 14 2022

Millions still rely on traditional TV and radio - we can't ignore them

RED BOX | SHUJA KHAN

Terrestrial TV 'must stay to cheer OAPs'

MINISTERS face growing pressure to guarantee terrestrial TV beyond 2040 as OAPs could be denied their favourite shows.

The Mirror revealed in December a campaign was being launched to protect traditional telly and radio from being switched off.

Over 17 million adults a week watch via aerial signals but they are only guaranteed to the early 2030s.

A petition to safeguard traditional broadcast after 2040 has hit 10,000 signatures - meaning the Government must respond.



PUBLIC BACK TV SUPPORT

MORE than eight in ten people believe that politicians should continue to support digital terrestrial television and broadcast radio, according to a new Ipsos poll.

The figures have been revealed at the start of the 2040+ campaign, which coincides with the government and Ofcom, the regulator, making important decisions about the future of broadcasting in the UK.

The current plans only provide certainty for television and radio until the 2030s, and the new campaign wants to ensure that Freeview and broadcast radio are safeguarded until 2040 and beyond.

Charities back campaign to save aerial TV services in Cumbria

News & Star
The Cumberland News

By **Isaac Cooper**

CUMBRIA charities are backing a campaign to protect TV and radio services in the area from the threat of closure.

Current plans mean that TV received through an aerial - Freeview - and local organisations including Cumbria Community Foundation and Age UK West Cumbria have backed a campaign to protect these services which are currently delivered through Galibuck mast.

Broadcast 2040+ is a new campaign which aims to protect vital TV and radio services for everyone - including the elderly and vulnerable people that rely on them the most - until 2040 and beyond.

WalesOnline

90% want to see continued support for Freeview and broadcast radio - survey

THE NATIONAL

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Growing discussion within Westminster and a Parliamentary petition in support of broadcast

Petition

Guarantee access to broadcast TV (Freeview) and aerial radio beyond 2040

The Government must guarantee access to Freeview and aerial radio beyond 2040. Unless the Government takes such action ahead of the World Radiocommunication Conference in November 2023 the spectrum of frequency allocated to Digital Terrestrial TV (Freeview) may be lost and the services disbanded

10,335 signatures

(As of 13 February 2023)

<https://petition.parliament.uk/petitions/630957>

Scottish Affairs Committee
Monday 23 January 2023 Meeting started at 3.00pm, ended 4.31pm



What steps her Department is taking to help ensure the continuity of terrestrial television coverage.

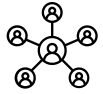


[Peter Gibson](#)

Conservative, Darlington

UIN 903267: tabled on 19 January 2023

What does this mean for rural communities?



Ensuring rural people feel connected to society as a whole and can continue to receive TV and radio services



Making sure those in rural areas have access to vital public information and Entertainment



Championing the needs of the most vulnerable people in rural communities

How can RSN members help?



Amplify the Broadcast 2040+ message and let us know if organisations in your network want to join



Sign the Silver Voices petition to guarantee access to broadcast and radio



Write to your local MP, explaining to them why you value broadcast



**Broadcast
2040+**

Thank you