

The Broadcast 2040+ Campaign received some media coverage in leading titles. Elsewhere, we continued to meet with a variety of supportive members of parliament. As we head further into the year, we will continue to use every avenue to amplify our messages on the need to protect terrestrial services.



The Telegraph

BBC resists efforts to delay terrestrial TV switch-off

Fears for older viewers as broadcasters push back on calls to extend streaming shift deadline



BBC, ITV and Channel 4 push back on calls to delay terrestrial TV switch-off despite fears streaming could isolate older viewers

We believe it is essential that everyone across the UK continues to have access to the services of the public service broadcasters on a universal basis, without having to pay more

Colin Browne, Chairman of Voice of the Listener and Viewer

The Digital Poverty Alliance believes that saving the current hybrid system, with the choice to watch traditional or online content, is vital and crucially we know that it's what most people in the UK want.

Elizabeth Anderson, Chief Executive Officer of the Digital Poverty Alliance

Millions of older people rely on terrestrial broadcasting for both entertainment and knowledge

Dennis Reed, Director of Silver Voices

HIGHLIGHTS FROM LAST MONTH

The Broadcast 2040+ Campaign garnered some media attention, being mentioned in a story in The Telegraph that was later picked up by the Daily Mail.

The piece discussed the current decisions being made on the future of TV in government and:

- Mentioned the campaign and the broad coalition of partners who are united by our concerns.
- Referenced EY data which found that the terrestrial switch-off could force more than 4m vulnerable households to spend an extra £218 a year on upgraded broadband services and smart TVs.
- Representatives of a couple of campaign partners are quoted including the Digital Poverty Alliance, Voice of the Listener and Viewer, and Silver Voices.

Through our continued parliamentary engagement, we have been speaking with MPs across parties and across nations who are interested in these issues, emphasising that a switch-off will affect every constituency, hit a variety of vulnerable groups the hardest, and must be addressed.

PARLIAMENTARY ENGAGEMENT

As the media coverage indicates, the campaign is continuing to gather momentum and through recent efforts, assisted by partners, we have experienced a significant uptick in parliamentary engagement. If you are not already involved in contacting your local MP to voice your support for the campaign and would like to be, please do get in touch.

WHAT'S COMING UP IN FEBRUARY?

The Department for Culture, Media and Sport's 'Future of TV Stakeholder Forum' is due to convene again for its quarterly meeting, and the three working groups: Audience, Infrastructure, and TV Industry, will also be congregating. Our partners involved across these groups will continue to contribute to the refinement of evidence for policy progress, and develop recommendations that reflect their organisation's work and insight.

The Rural Services Network will be hosting an online seminar on 'Rural Connectivity' on Wednesday 26th February.