

MORE ORGANISATIONS JOIN CRUSADE TO PROTECT TERRESTRIAL TELEVISION AND RADIO AFTER RECORD BREAKING EUROVISION AND CORONATION VIEWING FIGURES

- **Leading UK organisations have joined the Broadcast 2040+ campaign to protect traditional TV and radio, following record breaking Eurovision and coronation viewing figures.**
- **Under the Government's current policy, broadcast services are only guaranteed until the early 2030s.**
- **The Broadcast 2040+ campaign brings together a coalition of voices, including Age UK, the Digital Poverty Alliance, The Campaign to End Loneliness, and the Local TV Network (LTVN)**

[17th May 2023, London]

Pressure is mounting on the Government to safeguard digital terrestrial TV (more commonly known as Freeview) and aerial radio services until at least 2040, following record breaking viewing figures during Eurovision and the Coronation.

A coalition of groups calling for these vital services to be protected has expanded significantly in recent weeks, with a number of UK organisations representing a variety of different groups joining the crusade.

The Broadcast 2040+ campaign, which urges the Government to guarantee access to Freeview and radio services beyond 2040, now has 30 members.

New coalition partners include the Digital Poverty Alliance, an organisation committed to supporting those who live without, or with very minimal, access to the internet and the Campaign to End Loneliness, a network of organisations working to support lonely people reconnect with their community and the National Federation of the Blind of the UK.

Organisations from across the broadcast sector have signed up, including the Local TV Network (LTVN) which represents 34 local TV services, World DAB, the global industry forum for digital radio, and Together TV - the community-focused free-to-air channel.

The logo for 'Broadcast 2040+' features the text in white on a black rectangular background. This central element is surrounded by a grid of colorful squares in shades of yellow, cyan, green, purple, red, blue, and grey.

Broadcast 2040+

Bringing together a broad coalition of voices, the Broadcast 2040+ campaign has one key ask: that the UK Government provides a public commitment to safeguarding broadcast TV and radio until at least the 2040s. Under the Government's current policy, these services, and the important public service broadcasting and other content they carry, are only guaranteed until the early 2030s.

The campaign believes that a lack of certainty about the long-term future of broadcast services is likely to have a detrimental impact on the millions of people who rely heavily on them.

Freeview TV and broadcast radio are universally available and do not require a high-speed broadband connection or a monthly subscription cost, making these services well-suited to the needs of low-income households, senior citizens or those who live in the countryside.

The groups who rely on digital terrestrial TV and radio are among the most vulnerable in society including older people who may not have the digital skills to use streaming apps, those in rural areas who are less likely to have a superfast broadband connection, and those facing cost of living pressures who may struggle to afford monthly broadband or subscription costs. Research from Ipsos shows the significant negative impact of the potential loss of broadcast TV and radio, particularly for those who are vulnerable when disconnected from public information, news and entertainment.

The expansion of the Broadcast 2040+ coalition follows significant TV viewing figures over recent weeks, which saw the nation come together to celebrate Eurovision and King Charles III's Coronation.

Over 9.9 million watched the Eurovision Song Contest, which the UK hosted on behalf of Ukraine, setting a new record as the most watched grand final in history. Likewise, an impressive peak of 20 million Britons tuned in to celebrate the coronation of King Charles and Queen Camilla in Westminster Abbey on 6 May, in the most watched broadcast of the year.

The huge numbers who watched these national moments on their terrestrial TV sets or listened on their broadcast radios demonstrates the vital importance of broadcast services to people up and down the country. The Broadcast 2040+ campaign believes these figures demonstrate clearly the continued role terrestrial TV and radio play in uniting the nation through shared live viewing and listening – which is something that must be safeguarded.

2023 is a crucial year for the broadcast industry. Representatives from countries around the world are set to gather in Dubai in November for the World Radiocommunication Conference (WRC23). The UK will be represented by Ofcom, and Broadcast 2040+ is urging the regulator to send a clear signal that the long-term future of British broadcast services must be protected. That means ensuring no change to digital terrestrial television's spectrum allocation, and no agreement to future change.

Kerry Booth, Chief Executive of The Rural Services Network said:

"The Government should be committed to protecting every community across the UK. By failing to safeguard these vital services, it currently risks detrimentally harming those who live in rural areas who need the ongoing certainty that they will be able to access free TV and radio services as they may never be able to ensure availability of, or afford, expensive broadband connections in order to access alternatives. That is why we are delighted that more voices and organisations have joined the Broadcast 2040+ coalition as we continue to champion our ask and make sure DTT and aerial radio services are available for years to come."

David Powell, Chair of the Local Television Network said:

"The Local TV Network is delighted to be a member of the Broadcast 2040+ campaign. We welcome the opportunity to stand with likeminded partner organisations and demonstrate to government that broadcast services are an essential part of the UK's media ecosystem, and something we should all be looking to preserve for years to come.

The Local TV Network is proud to ensure that the communities which value our terrestrial local television services can feel connected to the world around them, especially as more and more of the UK struggles to afford streaming services. To neglect broadcast, when it is arguably needed now more than ever, would be a missed opportunity."

Patrick Younge, Chair of British Broadcasting Challenge said:

"As the public discourse around broadcast services centres in on the Government's plans for its future, including the upcoming Media Bill and Ofcom's market review, it is crucial that we continue to emphasise the benefits they provide to communities across the UK. Together with our coalition partners, we will continue to call on the Government and other political parties to carefully consider the broadcast sector's value and protect it accordingly."

Patrick Hannon, WorldDAB President said:

"WorldDAB is backing the campaign because broadcast digital radio services are critical to securing radio's future as a trusted and reliable source of news, entertainment and companionship for listeners in the UK and around the world. This is particularly vital in the car, where WorldDAB research found 90% of car buyers say that broadcast radio should be standard in every vehicle."

Andrew Hodgson, president of The National Federation of the Blind of the UK (NFBUK), said:

"We are extremely worried about changes to broadcast services. Losing direct to aerial TV and radio will close a window in the world that is vital to many blind and visually im-paired people; moving services to online will only deepen the digital divide in the UK ex-cluding many people who do not have access to the internet due to many reasons. Mak-ing the world less accessible to many and who are already marginalised from society. That is why we are backing Broadcast 2040+."

The logo for 'Broadcast 2040+' is positioned in the top right corner. It features the text 'Broadcast 2040+' in a white, bold, sans-serif font, centered within a black rectangular box. This box is set against a background of a colorful grid of squares in various colors including yellow, cyan, green, purple, red, black, and blue.

Broadcast 2040+

"Radio - and local radio in particular - plays a huge part in the lives of many of the people we represent. They rely on radio as their source of news, entertainment and information throughout the day and at the weekends. We cannot let the universal access to broadcast media slip away. Once lost, it won't be coming back."

Helen Hunter, chief executive of AGE UK North Yorkshire and Darlington, said:

"For many older people, TV and radio is their window into the outside world. It keeps them informed, entertained and engaged with the outside world when perhaps they have few other touch points with the rest of society. It is their company when no one else can be there for them."

"I'm delighted to support the Broadcast 2040+ campaign because it protects TV for older people. Many older people live on low fixed-incomes and don't have the financial or technological ability to use the multitude of streaming services. That's why it's really important for the government to protect digital terrestrial television."

Michelle Cooper, CEO of County Durham Community Foundation, said:

"There are a huge number of older and isolated people in our communities living off next to nothing, for whom Freeview TV and radio services bring a lot of company and entertainment without further straining the budget."

"It's the way of the world to monetise almost everything these days, but I strongly support the protection of services that are free at the point of use. I know from my role at the Foundation that people living in merciless hardship year after year will be the ones to miss these services."

Sarah Cronin-Stanley, Co-Founder of Talking Pictures TV said:

"Talking Pictures TV provides nostalgia, comfort and enjoyment for our core audience of over-55s. We are a proud partner of the Broadcast 2040+ campaign because it is our audience who will suffer most should the UK lose broadcast television. Social isolation will increase for this age group, as many do not have high speed broadband, either because it is unaffordable, or they find it hard to use it. For the well-being of our ageing population, it is essential that we preserve broadcast television."

Colin Everitt, Chief Operating Officer, Communicorp UK said:

"We welcome and support the Broadcast 2040+ initiative in maintaining and recognising the role that FM broadcasting will continue to play in the lives of our radio audiences beyond the early 2030's"

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Broadcast 2040+

David Taviner, Director of Broadcasting at United Christian Broadcasters said:

"UCB can honestly say that our UCB1 and UCB2 radio stations are literally a lifeline for thousands of listeners because that is their most-quoted description. So much more than just positive entertainment, UCB's broadcasts are actually life-changing – so UCB is committed to see the long-term protection of essential radio services by supporting Broadcast 2040+."

Richard Kingsbury, General Manager, International Channels at PBS said:

"As a broadcaster we fully support the Broadcast 2040+ campaign. For our audience linear broadcast TV is as important as ever and to underline this in 2023 we have seen record viewing share for our PBS America channel. We are delighted to join forces with leading industry voices to help safeguard these services for the future."

Phil Riley, Chief Executive Officer of Boom Radio UK said:

"Boom Radio believes it is important to lend its support to Broadcast 2040+. Most of our listeners are in their 60s or 70s – and a few older than that. Although most of them are digitally literate, not all are. The worlds of streaming, podcasts, websites, and even social media are not platforms they have grown up with, they've listened to the radio all their lives – and they understand the flick of a button can bring them a world of enjoyment, entertainment, and most importantly companionship. It's vital this route into older folks' homes and hearts isn't threatened."

Tony Lit MBE, Managing Director of Sunrise Radio said:

"We are pleased to support the Broadcast 2040+ campaign, as the media market needs to have long term stability in order to plan efficiently and effectively which protect the sustainability of independent organizations like Sunrise radio".

Louis Timpany, Founder & CEO of Fix Radio said:

"As the UK's only DAB radio station dedicated to trade and construction, Fix Radio - The Builders Station is proud to support Broadcast 2040+. Britain's construction workers rely more than most on broadcast radio; for relevant information, connection and entertainment in what can often be a demanding and difficult working environment. Tradespeople need to know their trusty DAB site radio will continue to be there for them in places where there is often limited other connectivity and few other media touchpoints, and we want to make sure that broadcast future is secure for our unique audience."

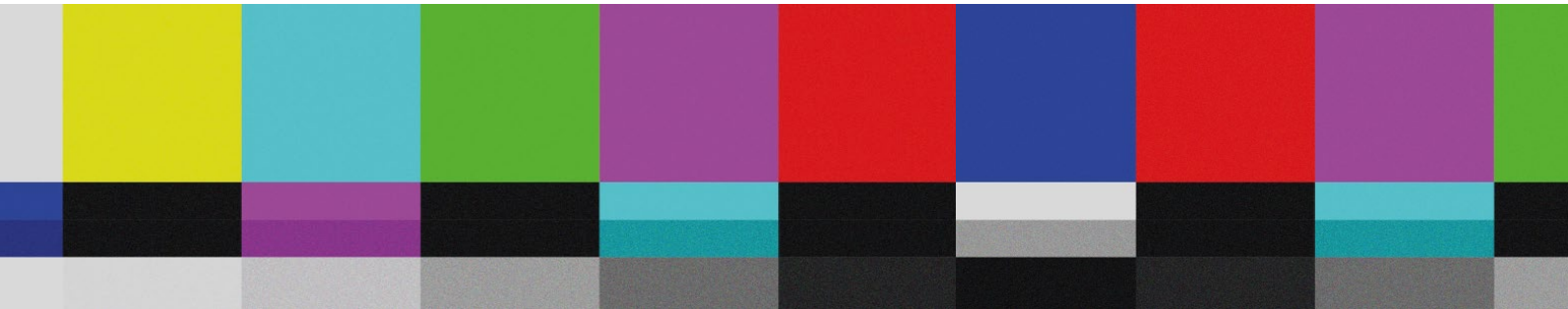
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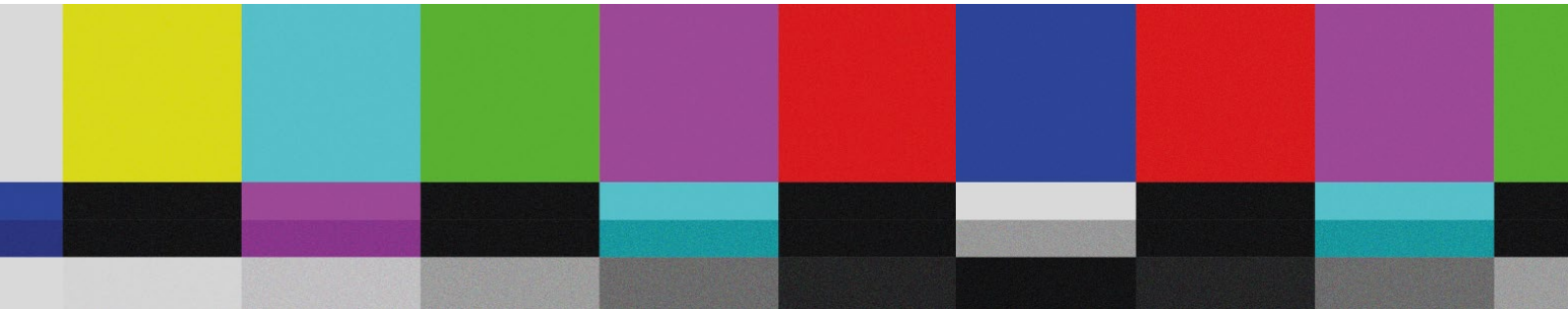
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Notes to Editors:

- The Broadcast 2040+ campaign brings together a coalition of voices. The full list of partners is below:
- 1. Silver Voices:** *Silver Voices is the UK-wide campaign organisation for the over 60s. With over 5000 paid-up members, and thousands of others supporting their social media channels, they campaign on all issues which have a major impact on the older generations, including pensions, health and social care and retirement housing. They led the successful campaign in 2022 to restore the Triple Lock on state pensions and continue to call for free TV licences to be restored to the over 75s. Members of Silver Voices determine their policies through regular surveys, and they are the only representative organisation wholly run by older people, for older people.*
 - 2. Age UK:** *Age UK's vision is a world where everyone can love later life. They know it won't be easy getting there, but they believe it's how things should be. With your help, they work every day to make it happen.*
 - 3. Childrens Media Foundation:** *The Children's Media Foundation is dedicated to ensuring UK children have access to the best possible media, on all platforms, at all ages. The CMF is governed by a Board of concerned individuals. Its activities in various fields are undertaken by the CMF Executive who are all volunteers. The CMF is a not-for-profit organisation funded by donations from individuals and organisations. CMF recognises media is a powerful force that shapes children's lives. It can be detrimental, but also extremely valuable.*
 - 4. Rural Services Network:** *RSN is the national champion for rural services, ensuring that people in rural areas have a strong voice. They are fighting for a fair deal for rural communities to maintain their social and economic viability for the benefit of the nation as a whole.*
 - 5. Arqiva:** *In today's switched-on world, companies – entire industries – are grappling with how to share data and content across a myriad of connected devices. That's where Arqiva comes in. Fundamentally, they're enablers. Behind the scenes, they apply their knowledge and expertise to stitch to-gether technologies that connect broadcasters and utilities to their customers, and the content, data, information, and entertainment they want.*
 - 6. British Broadcast Challenge:** *The Children's Media Foundation is dedicated to ensuring UK children have access to the best possible media, on all platforms, at all ages. The CMF is governed by a Board of concerned individuals. Its activities in various fields are undertaken by the CMF Executive who are all volunteers. The CMF is a not-for-profit organisation funded by donations from individuals and organisations. CMF recognises media is a powerful force that shapes children's lives. It can be detrimental, but also extremely valuable.*
 - 7. VLV:** *The Voice of the Listener & Viewer (VLV) is an independent, non-profit making membership-based charity, free from political and sectarian affiliations. VLV works to promote high quality broadcasting which maintains the democratic and*

cultural traditions of the UK. They support the independence, integrity and secure funding of the BBC and the work of broadcasters and programme makers who demonstrate commitment to the principles of public service broadcasting (PSB). Their UK TV/radio services are admired across the world, but UK PSB broadcasting is under threat. Funding has declined and they face losing something precious unless we fight to keep it.

8. **Digital Poverty Alliance:** *Their vision. To live in a world which enables everyone to access the life changing benefits that digital brings. Their mission. To end digital poverty once and for all by 2030 What they do... They convene, compel, and inspire collaboration for the UK & global community to lead sustainable action against digital poverty*
 9. **The Campaign to End Loneliness:** *The Campaign to End Loneliness believe that people of all ages need connections that matter. They have been ex-perts in the field of loneliness and connection since 2011. Their vision is that everyone can live a life free from chronic loneliness.*
 10. **Citizens Advice Cornwall:** *Citizens Advice Cornwall is an independent charity and member of the national Citizens Advice Service. The organisation exists to offer free, independent, and confidential advice to everyone to help solve their problems and improve their lives – from consumer issues to problems at work and from benefit applications to debt relief and homelessness – they're here to help everyone regardless of race, class, religion, politics or sexual identity.*
 11. **Churches 4 Positive Change:** *Churches 4 Positive Change are made up of Pastors from various church denominations and community leaders in Wolverhampton. They formed as a result of the work that 'Men 4 Positive Change' delivered in the city over the past five years. They formed to respond to the rise in gang and serious youth violence in the city and aim to empower people to facilitate change.*
 12. **County Durham Community Foundation:** *County Durham Community Foundation is a charity and company limited by guarantee. It is governed by a Board of Trustees made up of a wide range of professionals who either live, work, or have an interest in County Durham. The work of County Durham Community Foundation is also supported by their President, patrons, and ambassadors.*
 13. **Age UK: North Tyneside:** *The Age UK North Tyneside Group was established in 1972 and has grown to become the largest local voluntary organisation in the borough. They have over 250 staff and over 135 volunteers providing a wide range of services for older adults in North Tyneside.*
 14. **Cumbria Community Foundation:** *The Cumbria Community Foundation are an independent local charity run by a board of trustees who are elected annually by their members. With the support of their founders they have made grants totalling more than £50m since inception in 1999. They provide a means by which people and organisations can make a difference to the most disadvantaged people in their community. Cumbria Community Foundation is part of a national and international network of community foundations. Together they seek to support people and organisations wishing to invest in the local community.*
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15. **Focus4Hope Brighouse:** *Focus4Hope is a registered charity, based in Brighouse that seeks to provide support for the homeless, elderly, isolated, and vulnerable in West Yorkshire. They were founded in 2016 as a community-based group of friends, who wanted to develop ways of collectively making a difference in the region. From these humble beginnings, the organisation has gone on to become a pillar in the local charitable community. They have had the great pleasure of helping thousands of vulnerable people in our area, as well as refugees in France. In their local region, they predominantly work with the elderly, the homeless, those who are fleeing domestic violence, and isolated/lonely individuals in need of support. They also operate a food bank in Brighouse, which delivers dozens of food parcels to people in our community each week.*
 16. **World DAB:** *The global industry forum for DAB digital radio. WorldDAB delivers tailored solutions and advice on all aspects of the switch from analogue to digital radio including regulation, licensing, technical trials, network build out, marketing and production of new digital radio content.*
 17. **Frontier Smart Technologies:** *Frontier is a pioneer in technologies for connected audio and the market leader in DAB/ DAB+ radios and SmartRadio solutions. Powering over 50 million devices worldwide. Frontier provides a range of chips and modules, from turnkey entry-level solutions to sophisticated, highly configurable options, to leading consumer electronics brands. With its R&D centre in Cambridge (UK) and manufacturing and sales offices in Shenzhen (China) and Hong Kong, Frontier supports clients and consumers across Europe and Asia. Frontier is a Science Group (AIM:SAG) company.*
 18. **Fix Radio:** *Fix Radio - The Builders Station, is the UK's national DAB station made especially for tradespeople. Featuring trade influencers and presenters like The Bald Builders Breakfast with Brad and Sam (Britain's most followed builders on social media), and dedicated programming for individual trades such as carpentry, heating and plumbing and plastering, the station covers all aspects of life on site.*
 19. **Communicorp UK:** *At CCUK they pride themselves on creating high-quality, bespoke, campaigns across the marketing mix. From radio advertising on some of the UK's most exciting brands to creative print and copywriting*
 20. **Boom Radio:** *Boom Radio is a digital radio start-up, using DAB and online technology to broadcast to the UK's 14m baby boomers.*
 21. **LTVN:** *The Local TV Network represents the interests of the 34 Ofcom-licensed local television services in the UK. Launched in 2013, Local TV covers localities from Belfast to Medway, Aberdeen to Bristol, delivering locally focused news bulletins on Freeview. They engage with local government, public bodies and media on numerous issues related to policies, relevant access and commercial agreements, on behalf of their services.*
 22. **PBS America:** *PBS America is the UK home of television America's Public Broadcasting Service, available 24 hours a day on Freeview 84, Freesat 155, Virgin 273 and Sky 174.*
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23. **Talking Pictures TV:** *Talking Pictures TV (TPTV) is the UK's largest independent television channel and is unique in targeting lovers of classic film and television.*
24. **Together TV:** *Together TV is the social change broadcaster brought to you by the experience of Community Channel, the supporter-owned TV channel established in 2000. Together TV inspires and connects people, breathing new life into what a TV channel can be.*
25. **United Christian Broadcasters:** *United Christian Broadcasters is all about making sure that every person, in every place, every moment of the day has the opportunity to hear, watch, or read the Word of God in a relevant and engaging way. We do this through 2 national DAB Christian radio stations (UCB 1 and UCB 2), a Bible devotional sent to your home each quarter (the UCB Word For Today), and a Prayerline team who are available to pray with you and for you (whatever your situation).*
26. **Age of Concern North Norfolk:** *The registered charity's aim is to maintain its clients' independence and help them to continue to live at home and participate in community life for as long as possible. Through attending the day service hub, clients can have regular social contact, reducing social isolation and helping maintain mental abilities.*
27. **Age UK North Yorkshire and Darlington:** *In operation since 1989, Age UK North Yorkshire & Darlington has been offering a wide range of services, all tailored for the over 50's. The organisation's mission is – "to enhance the health and well-being of older people by promoting quality-assured activity, information and care; ensuring that older people have opportunity for choice and continued independence".*
28. **National Federation of the Blind UK:** *National Federation of the Blind of the UK is a registered charity founded by blind and partially sighted people in 1947 and is an independent, non political, self help campaigning group, which is still run by blind and partially sighted people. With representatives in numerous organisations and committees, working with Local Authority and Government departments, it strives to improve the overall welfare and quality of daily life for all blind, partially sighted, deaf-blind people and those whose sight impairment is part of multi disability.*
29. **The British Entertainment Industry Radio Group (BEIRG):** *The British Entertainment Industry Radio Group (BEIRG) is an independent, not-for-profit organisation that works for the benefit of all those who produce, distribute and ultimately consume content made using radio spectrum in the UK. Venues and productions that depend on radio spectrum include TV, film, sport, theatre, churches, schools, live music, newsgathering, political and corporate events, and many others.*
30. **Sunrise Radio:** *Sunrise Radio in its 34th year of broadcasting, was the UK's 1st 24-hour Asian radio station and has remained the number 1 commercial Asian radio station during this time. It's the UK's only national commercial Asian radio service and is synonymous with British Asians, setting Asian culture in a Western context. Its importance to British Asians is unprecedented, it also provides British-born Asians with a link to their heritage through its content. It gives the wider community an opportunity to connect with this fast-growing, affluent population, at a time when diversity and inclusion are at the top of many agendas.*

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Broadcast 2040+

- Longstanding members of the Broadcast 2040+ coalition include Silver Voices, Age UK, the Rural Services Network, the Children's Media Network, Arqiva, the British Broadcasting Challenge and the Voice of the Listener and Viewer. The campaign champions the long-term future of UK broadcasting and is calling for a firm commitment from Government to protect these services in the long term.
- Ipsos research: Launched last year, Ipsos research revealed the significant negative impact of the potential loss of broadcast TV and radio, particularly for those who are vulnerable.
 - A quarter of people (25%) said that they would be "very lonely" if they lost their Freeview services, rising to more than 2 in 5 (44%) of those who are 65 and older and living alone.
- For more information about the Broadcast 2040+ campaign visit its website: www.broadcast2040plus.org