

Baroness Stowell of Beeston
House of Lords
London
SW1A 0PW

21st June 2022

Dear Baroness Stowell,

The value of broadcast – Broadcast 2040+

I wanted to write to you to thank you for taking the time to meet with me last week so I could provide you with an introduction to Arqiva and the new Broadcast 2040+ campaign. We were grateful for your consideration of our arguments. We remain at the disposal of you and your Committee should you wish to look into the issue further.

I also wanted to take the opportunity to recap some of the discussions we had last week. We were grateful for your recognition of the importance of DTT in how people access broadcast services and the resilience of the industry. This is the central message of our Broadcast 2040+ campaign – we are seeking to raise awareness of the importance of these services and safeguarding them for the long-term.

We recognise the point you made about the trade-offs involved in the broadcasting debate. We understand the speed at which the world, and viewing habits, are changing. Our focus is solely on highlighting how this change cannot leave viewers and listeners – often the most vulnerable in our society – behind. In this, we are grateful for the support of organisations like Age UK, Silver Voices, the Voice of the Viewer and Listener and the Rural Services Network.

Thank you again for your time discussing these issues last week – if this is an issue you and the Committee would like to undertake an inquiry on, we stand ready to provide further information as required. I also mentioned I would provide a copy of our recent report with Ipsos on DTT services, which I have attached.

If you have any questions, or if there is anything else I can do to support you in the coming months, please do get in touch.

Yours sincerely,

Laurie Patten

Director of Strategy and Regulation,

Arqiva