GB NEWS'S RESPONSE TO OFCOM'S CALL FOR INPUT ON BROADCAST REGULATION IN THE UK

0. Executive Summary

GB News welcomes the opportunity to respond to Ofcom's Call for Input regarding Broadcast Regulation in the UK.

In summary, GB News makes the following submissions in response.

Licensing

GB News considers that Ofcom should:

1. Provide a formal definition of "public service media" and extend PSB regime to include commercial broadcasters who produce PSM content with the same protections afforded to each.

2. Simplify or streamline licensing regime to remove legacy measures prioritising PSBs.

3. Ensure prominence regime (in relation to connected TV platforms and any version applied to online platforms, such as YouTube) includes commercial broadcasters producing PSM content as well as PSBs.

4. Introduce contestable funding to support PSM content and ensure any new funding initiatives are available on a fair and equitable basis to all broadcasters.

Advertising

GB News considers that Ofcom should:

5. Remove all restrictions on self-promotions, promotions of broadcasters' own products and services, and promotions of broadcasting-related services

6. Clarify that free offerings designed to enhance audience engagement do not fall within the definition of "product, service, or trademark" and therefore may be promoted.

7. Remove sponsorship restrictions for news and current affairs, with careful guidelines in place to mitigate any risk of interference with editorial independence.

8. Expand the circumstances in which appeals for funds for programming are permitted.

9. Consider simplifying and harmonising rules between commercial references on television and radio to ensure consistency of application.

10. Reduce legacy limits related to quantity, scheduling and timing of advertising on linear television channels.

Content standards

GB News considers that Ofcom should:

11. Undertake a holistic review of regulation across linear and digital platforms to ensure fairness and consistency across platforms.

12. Review of trusted media should focus beyond PSBs; a wide range of stakeholders must be consulted and there must be transparency over any research conducted.

13. Broadcasting regulations relating to petitions and campaigns should be relaxed (r. 5.4); any concerns around risk of interference with editorial independence could be addressed through carefully worded guidance around exclusion of corporate views.

14. The concept of a "settled matter" for the purpose of Section 5 Broadcasting Code should be repealed or clarified.

15. Broadcasting rules and guidance around coverage of elections (Section 6 Broadcasting Code) should be updated and clarified, particularly around the distinction between local elections/general elections, and the guidance around "appropriate weight" for election coverage.

16. The BBC First complaints system should be abolished, and BBC editorial complaints handling should be brought under Ofcom's remit.

1. Introduction: the benefits of an open market

1.1. GB News welcomes the opportunity to respond to Ofcom's Call for Input on broadcast regulation in the UK. GB News will respond to this Call for Input in the context of the current regulatory framework but wishes first to set out its position more broadly on the correct approach to regulation in the media landscape. GB News stands for an open market approach to regulation. An open market promotes competition, innovation, plurality and growth within the media landscape. These objectives have never been more crucial within the current climate. Monumental changes to the way in which news media is distributed and consumed over the past decade arguably now pose an existential threat to the economic viability of the sector. In this climate, all market players – whether traditional news publishers, public service broadcasters (**PSB**s), online platforms, streaming services or commercial broadcasters – and their audiences are best served by an open and level playing field. Reduced barriers to entry and minimal regulatory constraints support market growth and encourage plurality and diversity of thought, increased competition, innovation and new technological solutions.

1.2. It is clear that broadcast regulation has failed to keep pace with other developments in the news media ecosystem. Competition for audiences and revenue streams is now not only limited to the broadcast market: tech companies have consolidated power over news distribution lines, there has been a proliferation of streaming companies operating at scale, and traditional print media has also diversified its offering, frequently distributing content online and through subscription models. In contrast to linear broadcasters, online platforms, streaming platforms, and traditional print media operate under limited regulation or self-regulation. Broadcasters are therefore tightly regulated in a way which their direct competitors are not, leading to market distortions and placing news media providers on an unequal footing. An overhaul of regulation to ensure a free market is the primary way in which these inequalities can be redressed.

1.3. The principle of reducing the administrative burdens of regulation appears to align with the government's priorities. The government has recognised that the complexity and burden of regulation must be tackled; and in March 2025 it committed to cutting the administrative burden of regulation by 25% by the end of Parliament (a total of £5.6 billion). Yet very few efforts appear to have been directed in this regard towards the broadcasting sphere. Ofcom's letter to the Prime Minister on its approach to contributing to economy growth in the UK advocates the importance of "pro-growth regulation, enabled by competition, innovation and investment" yet the detail of the letter does not indicate any significant measures to streamline or reduce burdens on the media broadcast industry (focussing its "deregulation and streamlining" measures instead on postal, telephone and messaging markets).[1] In describing support for the television and radio industry, the letter focuses almost entirely on **PSBs** and, as is now commonplace, fails to recognise the impact of consistently prioritising PSBs to counter the competition posed by streaming services or global platforms on commercial broadcasters who produce public service content. As will become clear throughout this consultation response, the false dichotomy of PSBs as opposed to global platforms creates a flawed view of the industry which excludes a wide range of public service content produced by

commercial broadcasters. Commercial broadcasters are simultaneously squeezed by market forces which prioritise global platforms and regulatory forces prioritising PSBs. If this continues the public service provided by commercial broadcasters producing uniquely British content will become increasingly challenged and will falter, to the detriment of media plurality, competition and, importantly, British audiences. This call for input is the first real opportunity the regulator has to strip out swathes of outdated and burdensome regulation and to place all media providers on an equal footing. Ofcom must take a holistic, proactive and open market approach, by removing regulation that is no longer fit for purpose in the modern age.

1.4. We also note the sheer number of competing consultations taking place on related issues (primarily concerned with the PSBs) open in January 2026.[2] Together these all impact in interrelated ways on the operation of the television and radio broadcast industry and on competition and growth. Separate consultations risk resulting in a piecemeal approach to regulation and naturally the financial and administrative burden is disproportionately greater

[1] Ofcom letter to Prime Minister on contribution to economic growth

[2] By way of example only: this Call for Input on Broadcasting Regulation; the BBC Charter Review; Consultation on Ofcom's Plan for Work 2026-2027; Prominence and accessibility on connected TV platforms; Consultation on process for assessing BBC public service changes; Consultation on STV licence change request - all of which will impact on competition and the operation of the broadcasting industry.

for smaller commercial broadcasters who do not have extensive resource to dedicate towards a response – in turn increasing the divide between larger and smaller stakeholders. The regulatory landscape has failed to keep pace with industry developments, leading to further financial cost and superfluous regulation. By way of example, the industry is still being consulted on the introduction of the prominence regime on connected TVs (introduced by the Media Act 2024), and yet Ofcom has already recognised that this is (in its view) insufficient to support PSBs in the digital age and will now consider recommending further legislation to extend this regime to YouTube. Much regulation is simply not fit for purpose in the modern age: the slow pace of regulatory change means it is often redundant by the time it is introduced or quickly loses effectiveness and impact.

1.5. The only real solution in our view is to radically change the regulatory environment. It is only through a competitive and open market that the media can operate in a way which ultimately serves and benefits its audience. There is a synergy between the interests of British audiences and interests of the economy – such that carefully thought through and light-touch regulation will ensure much-needed investment in the UK news media sector, support a wide range of public service content and create a lasting impact on the economy. Sir Keir Starmer has insisted that regulators should produce proposals that "prioritise growth and facilitate investment": such goals can only be achieved through an open market approach. Light-touch regulation supports increased efficiencies, plurality of thought, and provides incentivisation to produce high quality content and secure domestic and foreign investment. Conversely, stringent regulation, particularly that which affords certain privileges and benefits to a select group of broadcasters, creates further market distortions (beyond those affecting the broader media ecosystem) which limit the effective functioning of the market and disincentivise investment and growth. This not only impacts upon the commercial actors seeking to enter the market and their audiences but also translates into measurable economic costs including reductions in

GDP per capita. In this regard we endorse the separate submission prepared by the Competere Foundation entitled "*Competere Foundation: Submission on Broadcast Regulation, Market Distortions and Economic Effects in UK Television News*". This report analyses anti-competitive market distortions (**ACMD**s) in the news media sector and concludes that the economy-wide long-term impact of ACMDs translates to a total loss to the UK economy of around £189 bn over a 10-year period. The report was commissioned and funded by GB News with the aim of obtaining a detailed analysis of the market and the economic impact of market distortions. The findings of the report suggest that an open market, with abolition of these market distortions, is the only viable route to support longevity in the sector and sustained economic growth.

1.6. Aside from economic benefits, removal of market distortions also ensures the protection and dissemination of a wide range of perspectives, providing plurality and choice, which remains one of Ofcom's key statutory objectives. Regulation has a significant effect on the range of freedom of expression permissible in a democratic society and can contribute to a narrowing of prevailing or "mainstream" viewpoints which undermines democratic debate. There is no doubt that such a process weakens the quality of public discourse. Only a truly open market framework can support a dynamic and resilient sector that is able not only to survive but to thrive in the rapidly changing media ecosystem.

1.7. In this regard, GB News believes that the relationship between content distributors and audiences should be direct to consumer. Distribution platforms again increase barriers to entry and are anti-competitive, whilst also failing to provide the British public with complete autonomy and choice over the content they consume. So too must any market distortions as between designated PSBs and commercial broadcasters be removed to ensure a level playing field. Whilst protections for PSBs are often sought for commercial reasons, ultimately these are provided in vain given the dominant position secured by online platforms in hosting, aggregating or distributing news and current affairs content, and counterintuitively such protections in fact act to suppress the ability of newer entrants to emerge and grow. The House of Lords "Future of News Report" recognised that key revenue streams for news content are declining and will not return. A level playing field, without preferential treatment, allows all entrants to compete fairly for the same revenue which in turn best serves the consumer through innovation, plurality, investment and growth.

1.8. Whilst below we address on a granular level the changes that might be envisaged within the current regulatory regime (also summarised in the Executive Summary), at a principled level we would support comprehensive change that ensures an open market framework, including stripping out regulations that reduce competition and afford preferential treatment to a select group of media providers. Only wholesale change can bring about the economic and societal benefits described above.

2. GB News's position in the market

2.1. GB News welcomes Ofcom's review of current broadcasting regulation which it considers long overdue. It is striking that the core piece of broadcasting regulation, the Ofcom Broadcasting Code, became effective in 2005 and has not been subject to material revision over the past 20 years despite significant market changes and vast changes in audience consumption habits over the same period. Substantial parts of broadcasting regulation are no longer effective nor fit for purpose, and the current framework fails to properly account for the significant challenges posed to traditional linear broadcasters in a digital era. To ensure healthy competition, promote plurality and support diversity of opinion, these regulations must be both stripped back and harmonised with traditional print media and the online sphere.

2.2. We also welcome Ofcom's recognition that future regulation must not stifle innovation or deter investment in public service media (**PSM**) content but actively must support the growth and future sustainability of quality, diverse content. If an entirely open market is not to be contemplated, then GB News will support the principle of protecting public service media in the UK as set out in Ofcom's PSM review and "**Transmission Critical**" report. In their current form, however, the recommendations proposed by Ofcom are conceived far too narrowly. Any supposedly "protective" or "supportive" measures that are confined to the limited category of designated PSBs risk further distorting the market and restricting competition and innovation across the UK. As a consequence, such measures stifle growth by smaller broadcasters who produce important, high quality, public service content.

2.3. For too long the status quo has been maintained in regulation and legislation through prioritising and protecting a select number of broadcasters. Whilst these measures may be well intentioned, the unintended consequence is an adverse impact on audiences, innovation and competition. Audiences have less choice and fail to be represented by the media said to be serving them. Combined with increased commercial pressures, these measures impede growth and plurality within the market and, paradoxically, undermine the future provision of public service media by concentrating it within the hands of too few providers. The available protections and support envisaged for PSBs *must* also be made available to commercial broadcasters who produce public service content.

2.4. GB News was established in 2021 in response to an ostensible market failure of British broadcasting in the UK. The high fixed costs of production, stringent regulations for traditional media and competition posed by unregulated global platforms had created high barriers to entry and impacted profitability and financial sustainability. GB News was the first new regulated entrant to the news and current affairs linear broadcasting market for 35 years, bringing a new free-to-air regulated news channel to audiences after more than three decades without a comparable entrant. This was a significant achievement considering the substantial economic, regulatory and structural barriers faced by new entrants to the market in the UK.

2.4.1. Economic barriers include: (1) substantial capital requirements, with high upfront costs for transmission infrastructure (i.e., terrestrial DTT, satellite or radio multiplex networks), licensing and distribution costs and significant investment required in content creation (e.g. production studios, talent) before revenue is generated. Generally broadcast infrastructure and network costs are "sunk" costs i.e., they cannot be recovered if the new entrant fails, disincentivising smaller, commercial bodies from seeking to launch in the competitive market given the increased economic risk; and (2) the challenge in securing advertising revenue, which is in rapid decline for traditional broadcasters as it is increasingly diverted to digital platforms; in turn making the commercial business model more challenging for newcomers to the market seeking to operate at scale.

2.4.2. Regulatory barriers include: (1) spectrum allocation, one of the core distribution platforms for linear television services, by its very nature disadvantages newer entrants to the market given the guaranteed access to spectrum for PSBs through reserved capacity on DTT multiplexes. This guaranteed access enables reach for PSBs to 98% of the population through Freeview. This naturally distorts market conditions and means that newer entrants are automatically disadvantaged both in terms of costs to access the network and prominence/reach on the network, impacting new entrants' ability to compete for audience share, advertising revenue and economies of scale required for successful news media production; (2) major distribution platforms including Sky are also placed under anti-competitive "must carry" obligations requiring them to provide PSBs with appropriate prominence in their electronic programme guides, again systematically privileging incumbent broadcasters and materially affecting downstream distribution, reach and advertising value; (3) licensing requirements, which can be legally complex, procedurally difficult to obtain and costly for smaller entrants; (4) a strict regulatory regime under Ofcom's Broadcasting Code, which imposes further administrative and compliance costs upon businesses alongside regulatory rules that limit further revenue-generating opportunities; and (5) a regulatory and legislative regime that prioritises support for PSBs over commercial broadcasters, placing new entrants on unequal footing and reducing the likelihood they will succeed in breaking into the market.[3]

2.4.3. Structural barriers include: (1) market dynamics ensure that established legacy broadcasters maintain a significant proportion of audience share given their brand strength and depth of content archive; new entrants struggle to compete at speed with legacy broadcasters in terms of visibility and reach; (2) algorithmic processes, which are designed by nature to prioritise more established content creators over newer entrants, thereby cementing established broadcasters' advantage over newer broadcasters within the digital era; and (3) distribution networks which again prioritise incumbents over smaller commercial broadcasters; control of key infrastructure by incumbents creates a further structural barrier to entry for smaller players.

2.5. Together these barriers restrict innovation and impede profitability, despite the many contributions new entrants can offer to public service media and British journalism.

Established broadcasters can rely on economies of scale and increasing competition is also posed by streaming services and global media platforms, as traditional broadcast viewing declines in the UK and audience consumption of news media increasingly shifts online. Ofcom's review of public service media (2019-2023) found that over a quarter of people surveyed no longer watch live television on a regular weekly basis, as audiences move to consume news and current affairs through non-traditional media providers and content creators. Whilst protections have been offered to traditional PSBs to tackle changes in audience consumption habits, the same protections have historically not been awarded (or even apparently considered) for commercial broadcasters who create content that serves the same public service purpose.

2.5.1. Economies of scale and legacy brands give PSBs a further advantage when negotiating commercial distribution agreements with tech platforms. The most pertinent example is the BBC's recent agreement to produce tailor-made content for YouTube (which will likely amount to 50 new BBC channels being first made available in a digital form). It is understood that advertising will be sold against the new BBC content accessed outside of the UK to generate additional revenue. This agreement will support the BBC, though plainly to the detriment of other broadcasters who will now be competing against 50 new BBC-digital channels in an increasingly crowded market and will also be competing

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[3] We also note some news organisations have proposed the introduction of a kitemark regime to be applied to news deemed trustworthy and accurate by Ofcom or another statutory body. Leaving aside the obvious concerns around allowing a government or regulator to allocate kitemarks to commercial organisations based on what they deemed "trusted", this mechanism would also pose another barrier to newer entrants who are still building market trust, creating problems around exclusivity and undermining plurality. In this regard we note that the House of Lords' Future of News Report cautioned strongly against "schemes that risk overreach, such as Government-endorsed kitemarks for 'quality' news, or well-meaning interventions that end up picking winners in ailing markets."

with the BBC for advertising revenue. We note that the House of Lords' Communications and Digital Committee reported in 2022 that "ITV, Channel 4 and Channel 5 all told us their biggest concern was to avoid a BBC funding model that undercut their share of advertising expenditure", which is precisely what will happen if the BBC is permitted to monetise additional bespoke content through advertising outside the UK.

2.6. Despite these growing challenges, GB News has become a pioneering force supporting British storytelling over the past five years. Ofcom's own research has demonstrated that legacy broadcasters such as the BBC do not serve or represent all demographic groups and audiences, many of whom feel it fails to reflect their lives and experiences.[4] GB News is a significant additional to plurality in the UK media landscape. We are proud to give a voice to historically underserved communities. We embody the Culture Secretary's call to the industry in 2024 to acknowledge that "public service means serving the whole people, recognising their contribution and reflecting them in our national story". This is GB News's precise remit. Our journalism focusses on local and national issues. Our mission - as set out in our Editorial Charter – is to protect the values that make Britain strong and to serve every individual, every community and every voice across the nation.

2.7. We stand for investment and innovation in British journalism and employment. We employ over 250 staff across the UK, the vast majority of whom are journalists. We use cutting edge technology and processes which could benefit the entire UK media industry in order to bring efficiencies into the production processes. We also serve our audiences on the widest possible basis: we have committed until at least 2031 to serve television and radio audiences with free-to-access content on linear channels. We serve

audiences through both our linear and digital platforms; the GB News website has around 10 million monthly visitors, we broadcast free public service content through our digital-only GB News "Originals" series and our recently launched "Friendship" model allows viewers to engage and interact with our programming (through voting, polls, and commenting) for free.

2.8. GB News asks staff to focus the channel on being 'the fearless champion of Britain, its voices and its values.' That means giving voice to as many people and communities as we can. There are journalists embedded in regions across Britain while presenters regularly present shows from villages, towns, and cities – wherever the news goes. By way of example, GB News has extensively covered the crisis facing Britain's farming and pub sector from a regional perspective. In rural and agricultural coverage, GB News has highlighted protests by farmers over inheritance tax and agricultural policy, particularly those staged in Westminster and Parliament Square in London, where farmers gathered to press for policy reversals. Journalists have visited farms in areas including Northern Ireland, Scotland, Wales, Northumberland, Lincolnshire, Yorkshire and Cornwall.

2.9. GB News has also focused on business rates and tax burdens threatening hospitality venues, a matter concerning many of our viewers across the UK. Reports included full days of coverage

[4] https://www.ofcom.org.uk/siteassets/resources/documents/tv-radio-and-on-demand/bbc/bbc-annualreport/2025/ofcoms-annual-report-on-the-bbc-2024-25.pdf?v=408417

alongside pub landlords from Derbyshire, Hampshire, Yorkshire and the West Midlands. Budget Day always sees GB News leave Westminster for reaction; last year coverage came from areas including Morley in Leeds, Darlington, County Durham, and Bolsover in Derbyshire. Presenters also spend entire days broadcasting from communities the length and breadth off Britain. Recent visits have included Merthyr Tydfil and Sunderland. GB News also covers the Twelfth of July parades in Belfast, fronted by Dame Arlene Foster after the BBC ceased live coverage.

2.10. We will continue to report from local communities and talk to individuals about the issues that concern them most. In doing so we give a voice to those who have historically been overlooked by people in positions of power. We led the reporting on the grooming gang scandal, giving voices to victims and ultimately leading to the introduction of a national inquiry. We are one of only four broadcasters to share the responsibilities of and investment into the political and royal pool, sharing news-gathering capabilities to bring important breaking stories to the general public.

2.11. Our success – and contribution to the creative economy – is demonstrated through our growing audience share. GB News's average linear audience share for 2025 was c. 1.3%, regularly beating Sky News and BBC News. In 2025, GB News became the most watched commercial news channel in the UK, according to official BARB data, ending Sky's 36year dominance of the 24-hour commercial news market. GB News also spent 48 days as the UK's number one non-PSB channel in 2025.

2.12. Our linear television reach, defined as the total number of unique individuals watching the channel, has increased year on year. In 2024, the channel reached an average of 860,000 individuals per day. In 2025, that figure rose to 1.02 million individuals per day, an increase of 19.2%. Consumption of GB News's digital content has increased at an even faster pace. In 2024, total viewing events across TikTok, Facebook, YouTube and
CTV stood at 0.8 billion video views and plays. In 2025, this increased to approximately 2.6 billion, representing growth of roughly 230% year on year.

2.13. It is unquestionable that GB News supports high-quality, public service, British journalism and that it contributes significantly to plurality and competition in news media in the UK. GB News is committed to public service through its Editorial Charter, dedicated to serving as a "beacon of hope and truth" for the entire nation. We assert a duty to "uplift, inform, and bridge the divides" in British society by giving a platform to "unheard voices" and work to ensure that diverse communities across all four nations feel represented in the national conversation. As such the journalism is issues and people-focused, fighting injustice wherever it occurs.

2.14. Our journalism is focused on serving the public. As above, Charlie Peters is a national reporter for GB News who has extensively investigated the grooming gang scandal in the UK. He has investigated reports of grooming gangs in approximately 50 different towns and cities across Britain, many of which had not previously faced official scrutiny. He produced and presented a major documentary for GB News titled "Grooming Gangs: Britain's Shame," which explored the history of the scandal and the failures of local authorities to protect victims. His reporting is widely credited with influencing the UK government's decision to launch a national inquiry into the scandal. Presenter Patrick Christys has widely investigated gangs controlling the boats bringing illegal migrants to Britain. In May and July last year he unmasked a series of people allegedly involved in smuggling, handing their identities to the British and French police. He has also regularly highlighted the plight of Britain's Jewish community following a rise in antisemitism across the country, giving them a platform to safely discuss their fears. GB News regularly hosts shows from regional venues such as pubs and working men's clubs where the public can have their say on news and current affairs. A primary part of our mission is to represent communities outside of London that feel ignored by traditional media. GB News reaches older, working-class, and Brexit-voting audiences previously overlooked by traditional broadcast media. We also frequently highlight stories on national identity, the royal family and patriotism, and small boats migration – topics of central importance to its audience. Further examples of our public service journalism published across digital platforms are set out at Annex 1.

2.15. In short, GB News is plainly a "public service" broadcaster in substance, serving British communities across the UK, giving audiences choice, holding power to account, challenging convention, and supporting innovation and investment. The regulated public service landscape undoubtedly therefore extends beyond the traditionally designated "PSBs", and this must be recognised in any future regulation or legislative change.

2.16. Presently, GB News is competing with legacy broadcasters as a commercial business operating in a competitive environment on unequal terms. The Government's Royal Charter Review Green Paper recognises that "the BBC is sheltered from some of the commercial pressures on other media providers". This understates the disadvantage faced by commercial broadcasters; shelter is not only provided to the BBC but is provided in some form to all other PSBs through measures which prioritise their growth to the detriment of others (as per examples set out in the submission prepared by the Competere Foundation). GB News faces the same market pressures as PSBs and must consistently find new and innovative ways to offset the structural and regulatory disadvantages it is confronted with (as set out at paragraphs 2.4.1 to 2.4.3 above). Any regulatory or legislative change must level the playing field by affording robust protections and support to commercial broadcasters creating PSM content. To fail to do so would continue to provide an unfair advantage to legacy PSBs, whilst stifling competition, innovation and investment in the linear television landscape in the UK and undermining the choice available to the audiences that broadcasters are there to serve and represent. Such measures are crucial if Ofcom is to fulfil its statutory obligations to promote competition and plurality within the broadcasting sphere.

2.17. In this regard, we note with serious concern the recent comments made by the Group Director for Broadcast and Media at Ofcom regarding STV's proposal to remove its dedicated north of Scotland television news programme (which will result in around 60 redundancies), to the effect that "*there is a loss of local news perhaps on a linear television programme, which fewer and fewer people are watching. There will be more news on the platforms that people are using to consume news, that is what the outcome should be".* This suggests an implicit acceptance that local news is in decline and is no longer suitable for linear channels; in turn undermining media plurality whilst also letting down regional audiences in the UK who have long been underrepresented and underserved. This is particularly concerning in light of the evidence given by the Public Interest News Foundation to the House of Lord's Future of News Report, to the effect that 4.1 million UK residents live in a "local news desert", defined as "a local authority area that has no dedicated local news outlet, whether print, online, radio, or TV".[5] GB News and other broadcasters who provide a crucial focus on local issues around the UK must be protected in the same way as traditional PSBs.

2.18. Moreover, if (as appears to be the case from the Group Director for Broadcast and Media's comments) Ofcom considers that market forces related to news consumption should determine how they regulate, then Ofcom must also acknowledge the relevance of market forces when determining the protections to be offered to news providers. We note in its consultation document (relating to STV's request to change regional programming commitments), Ofcom states its "approach to regulation must support the provision of trusted news content to audiences where and when they want to consume it". This must surely include recognising GB News's reach and positioning as the UK's number one news channel with a higher audience share than both BBC News and Sky News from July to December 2025 – our channel is trusted and turned to by audiences across the UK[6] and should not therefore be overlooked when it comes to determining appropriate media protections to support PSM content within the jurisdiction.

3. **Call for input on broadcasters' priorities for reforming regulation and where this impacts their ability to innovate and grow.**

3.1. We consider the regulatory change required under Ofcom's three areas of focus below, although we urge Ofcom to consider all proposals within the context of GB News's overarching submissions: namely that (1) an open market approach is the primary way to secure long term economic investment and growth whilst also serving British audiences and (2) if the market system in its current form is maintained, then commercial broadcasters producing public service content must be able to operate on a level playing field and afforded the same protections as those awarded to traditional PSBs in the UK.

Licensing (including distribution and funding)

3.2. *Definition of PSM and extension of PSB regime:* Ofcom should provide a formal definition of "Public Service Media" which could include British content, produced in the UK, of high public interest value and reach, which secures investment in the UK and is of relevance and interest to the British people. If the PSB regime is not to be overhauled entirely, then it should at the very least be extended to include commercial broadcasters who produce PSM content

[5] https://publications.parliament.uk/pa/ld5901/ldselect/ldcomm/39/39.pdf

[6] Ofcom's research on news consumption in the UK 2025 found that a higher proportion of regular users considered GB News to be trustworthy (70%) than those of BBC (68%), ITV (68%) or Sky News (67%). In terms of news accuracy: 70% of regular users rated GB News highly (above ITV and Sky News and on par with Channel 4 and the BBC). GB News's rating for news impartiality amongst regular users was also higher than the BBC and ITV and on par with Sky News.

including trusted news and current affairs, with these broadcasters being afforded the same protections as traditional PSBs. We note that Ofcom's "Small Screen Big Debate" report[7] (published in July 2021) recommended that legislation should allow for a new complementary PSM provision to be added to the regulatory framework in order to boost the resilience and long-term sustainability of PSM, yet there has been no further indication that this recommendation will be pursued. Given the trend towards oligopoly within the market, the high barriers to entry and commercial pressures faced by all broadcasters, this possibility should be revisited. It would demonstrate an effort to modernise the broadcasting sphere, to promote flexibility and plurality within future reform and to ensure that all those producing PSM content are placed on an equal footing.

3.3. In the longer term we agree that the licensing framework will likely require fundamental reform so that it reflects a wholly digital environment. GB News will support measures that simplify or streamline the licensing regime and remove legacy requirements or unnecessary hurdles, particularly in relation to content that is simulcast on television and radio. We await the government's decision on the future of television distribution which will be an important factor weighing into the consideration of future licensing reform. Any updated distribution regime must remove legacy measures prioritising established PSBs (as referred to in 2.4.2 – 2.4.3 above) and must ensure a level playing field for all market players.

3.4. *Prominence*: Broadcasters who produce public service content should not be excluded from benefits connected to distribution or prominence simply because they are not strictly designated as PSBs. We note that the current prominence regime entirely overlooks commercial broadcasters, who are already placed at a significant disadvantage when seeking to compete with established legacy broadcasters in the digital age. Ofcom's Statement of Methods for Designation of Public Service Broadcaster

Internet Programme Services states it will consider applications from commercial PSB providers in Q1 2026, but fails to even acknowledge the impact the prominence regime will have on commercial providers who are not designated PSBs but who produce British PSM content.[8] The previous government's failure to ensure the prominence regime included broader PSM providers was in our view a serious legislative oversight. Any longer-term legislative changes must incorporate non-PSB commercial broadcasters within the prominence regime given the obvious contributions they make to investment in PSM content in the UK.

3.5. In the shorter/medium term, we note Ofcom's intention to seek to extend the prominence regime introduced by the Media Act 2024 to online media providers such as YouTube. These proposals again fail to acknowledge the significant prominence advantages that already exist for traditional PSBs to the detriment of newer, smaller, broadcasters operating on digital platforms. Legacy broadcasters such as the BBC and ITV have an in-built algorithmic advantage due to their established brand. The priority of search results on Google is often based on domain and topic authority, which itself is directly connected to a brand's authority

[7] Recommendations to Government on the future of public service media

[8] https://www.ofcom.org.uk/siteassets/resources/documents/consultations/category-1-10weeks/consultation-plan-of-work-2026-27/main-documents/consultation-ofcoms-proposed-plan-ofwork-2026-27.pdf?v=408720

or establishment over time. Legacy broadcasters also have an extensive content archive and vastly superior resources – including staff levels and financial resource – allowing them to invest heavily in search engine optimisation to increase online traffic. Together these factors compound the difficulties faced by newer broadcasters including GB News, who despite being digital disruptors – by challenging the status quo, providing a voice to non-London-centric communities and offering a different opinion-led style to the legacy media, through robust and balanced debate - are placed at a significant disadvantage (given the application of algorithmic processes and discrepancy in resources) when competing for online distribution with legacy brands. The discrepancies are self-evident: the BBC, established in 1922, now has 34.3 million subscribers on YouTube across its BBC and BBC News channels, nearly 17 times that of GB News. Despite GB News's rapid growth since 2021, it is forced to compete in a digital environment that prioritises longevity, and it suffers in algorithmic rankings as a result. The digital environment does not therefore offer a level playing field to newer entrants to the market; any prominence measures which further skew this balance would be anti-competitive, would further restrict newer broadcasters' ability to innovate and grow, and would undermine Ofcom's objective to promote competition and plurality. To address this, any future prominence reforms must include all UK broadcasters who produce PSM content, rather than being limited to the traditional PSBs. That this does not appear to have yet been considered suggests that commercial PSM providers in the UK are being significantly overlooked.

3.6. *Funding initiatives*: any new funding initiatives, such as those envisaged in Ofcom's **Transmission Critical** report, including levies and changes to tax credits to fund specific PSM genres must again be available on a fair and equitable basis to all broadcasters creating PSM content rather than being limited to PSBs (in a manner which would again restrict and distort competition).

3.7. *Contestable funding:* Ofcom and the government must also consider introducing "contestable funding" to support PSM content, diversity of thought and plurality within the media. If financial aid is to be made available for PSM purposes, it should not automatically be allocated to the BBC or other PSBs. Instead, other companies that clearly deliver PSM outputs, such as GB News, should be able to bid for a share of funding through a competitive tender process. Proposals could be assessed against criteria such as quality, public value, audience impact and cost-effectiveness. Such schemes would promote innovation and competition and encourage diversity of thought and content, leading to better value for money from public funds and high-quality content served to audiences.

3.7.1. We note that two contestable fund pilot schemes (the Young Audiences Content Fund and Audio Content Fund) operated in the UK between 2019 and 2022, receiving £48 million of public funding and supporting 220 hours of children's television content and over 700 hours of radio content. The Conservative government undertook to conduct an evaluation of the pilot and to consider introducing a longer term scheme in order to provide additional value to the breadth and availability of high-quality public service content in the UK, which might better meet audience needs. Despite highly positive evaluation findings for both funds, indicating strong performance from the pilots in delivering content that may not otherwise have been financed, there are no signs that this option will be considered or pursued by the current government.[9] Notably one evaluation described contestable funding as "*an effective lever in delivering high quality public service content for young audiences across different genres and techniques, contributing to a more plural landscape in the industry and directly encouraging additional investment for projects*". Plainly this type of funding can promote significant benefits for the public service media landscape. The reintroduction of contestable funding options, particularly for news and current affairs journalism, should be carefully considered.

3.7.2. Another successful example of contestable funding across the broadcasting sphere which might be drawn upon is the NZ On Air scheme established in New Zealand. Almost all funding for public service content in New Zealand is allocated contestably across programmes through NZ On Air, supporting a wide range of genres and public interest journalism. A similar regime might be introduced in the UK to support plurality and diversity of PSM.

Advertising

3.8. *Restrictions limiting innovation and growth:* All broadcasters, but particularly commercial broadcasters, are operating in an increasingly challenging market. The traditional advertising-funded model that historically sustained linear broadcasting has been entirely disrupted due to the fragmentation of audience consumption habits and the advertiser shift to digital platforms. Even where broadcasters retain large audiences, advertising yields are under extreme stress and broadcasters are further restricted by the legacy limits on advertising time on linear channels. Digital advertising revenue will become even more difficult - for all commercial broadcasters – over the coming years as advertiser budgets increasingly move further to the dominant video/retail (Google/YouTube, Meta, Amazon) and emergent AI platforms. This means that in order to be economically sustainable, commercial broadcasters must be able to secure viewer direct revenue often through membership or subscription products and services and, critically, be able to actively promote these to linear audiences**.** They also must be able to successfully and consistently monetise content published online, without cumbersome restrictions or overzealous removal by platforms applying their own arbitrary content standards. As set out below, the current regulatory position presents needless hurdles which place sustained pressure on commercial broadcasters' financial viability and which, if not rectified, will pose an existential threat to their future.

3.9. *Commercial references:* The rules in section 9 Ofcom Broadcasting Code are not fit for purpose in the digital age and should be wholly revisited. Whilst GB News supports the underlying principles of editorial independence, transparency, consumer protection, distinction between editorial content and advertising, and unsuitable sponsorship, the rules go far beyond what

[9] https://www.bfi.org.uk/news/final-evaluation-findings-young-audiences-content-fund
https://assets.publishing.service.gov.uk/media/63e37fde8fa8f50e7ead6fc4/ACF_Report_FINAL_Report__6_.pdf

is necessary to uphold these principles. Instead, the current framework distorts competition by constraining traditional broadcasters' ability to innovate in advertising, sponsorship and brand promotion whilst online competitors can monetise content more freely with light or non-existent regulation. This restricts growth and undermines the financial sustainability of public service media at a time when advertising revenues are fragmenting and where linear advertising models have been significantly disrupted. The financial sustainability of commercial PSBs and smaller broadcasters is particularly threatened; those who do not have access to government funding or support find it harder to survive. In short, this section of the Code, designed for a pre-digital era, fails to strike the right balance between audience protection and the economic realities of a diversified media market, making it ripe for reform to support fair competition and promote plurality. The following rules could be removed or rewritten whilst still upholding the core underlying principles of editorial independence, audience protection and the distinction between editorial content and advertising:

3.9.1. Restrictions on promotions of broadcasters' own products and services. Self-promotions are permitted in limited circumstances under the Cross-Promotion Code and where they fall within the definition of "programme-related material". However, these rules and (now outdated) guidance are both complex and at times contradictory, leading to uncertainty as to the circumstances in which a broadcasters' own products and services can be offered to the audience on linear channels, whether within editorial time or outside of programmes. In our experience, at times the application of Section 9 can unnecessarily impede audience engagement or interaction given the apparent risk that reference to a broadcaster's own (potentially free) product which enhances audience engagement might fall foul of the Code. This does not appear to be what the rules were designed to do and highlights that they are not fit for purpose in the digital age, where audience participation can be enormously enhanced through a range of digital products allowing engagement with programmes. Rules prohibiting promotion of broadcasters' own products must be removed or significantly relaxed to ensure there are no undue restrictions on how viewers can engage with a wide range of broadcaster content both on and offline. In particular, the rules could be clarified to make clear that any free offerings which are designed to enhance audience engagement do not fall within the definition of a "product", "service", or "trademark" and therefore may be promoted. So too should it be possible to promote paid-for broadcasting-related services (which bring further choice to viewers) within programmes, provided these are editorially justified and, if Ofcom deems necessary, subject to undue prominence rules. These changes would allow linear broadcasters to promote their own subscription services – as has been the case for traditional news media for decades – and therefore provide viewer-direct revenue in cases where ad revenue is rapidly declining. Without these changes, broadcasters will continue to face unnecessary hurdles which both disadvantage audiences and materially restrict innovation and commercial revenue potential, making it very difficult to achieve cross-population of linear and digital audiences.

3.9.2. Sponsorship of news and current affairs. Ofcom should remove the sponsorship restrictions for news and current affairs on linear channels in order to address the disparity of revenue streams as between online services and traditional broadcasters. Ofcom has repeatedly recognised that audiences are shifting to consume news online on platforms that do not face restrictions around monetisation. In order to support high-quality, trusted, accurate, news and current affairs, commercial broadcasters must have access to funding models that allow them to continue to produce news within a regulated environment. Sponsorship of news and current affairs, if permitted within certain agreed parameters, would provide another source of revenue to commercial broadcasters and PSBs without undermining the principle of editorial independence. Any risk of distortion to editorial independence could be mitigated by the current Rule 9.18 alongside careful guidelines setting out requirements for full and frank disclosure around sponsorship arrangements and/or limitations on the types of news that may *not* be sponsored (e.g. news bulletins) or the types of brands who may be permitted to sponsor news and current affairs content. It is relevant that broadcasters are already permitted to sponsor specialist strands within news and current affairs programming: to the best of our knowledge this has not resulted in any regulatory problems and there is no evidence that this has distorted editorial independence within these strands. On balance, sponsorship of news and current affairs programmes handled sensibly and responsibly would bring significant benefits to the market and audiences by producing a new revenue stream allowing traditional public service media providers to compete with digital platforms.

3.9.3. Controlled Premium Rate Services. This section of the rules and guidance again needs to be updated to account for the digital environment and use of apps and websites to enhance viewer engagement with programmes.

3.9.4. Appeals for funds for programming. This section of the Code and guidance could be expanded to permit appeals for programming more generally, without the detailed restrictions around purpose, accounting and reporting. It is relevant that digital competitors often restrict audience access to content by placing it behind a paywall (e.g., The Times, The Telegraph, the Spectator) or, where content is free to access, make frequent request for donations to allow them to continue producing it
(e.g., the Guardian). GB News has committed to serve television and radio audiences with free-to-access content on linear channels until 2031. Yet with disruption to traditional linear advertising models, it is required to continuously find novel and innovative funding methods and diversification of revenue streams. As above, commercial broadcasters are extremely limited by regulations in how they can use their own linear channels to find new revenue streams, and this could be addressed through relaxing the restrictions in r. 9.36 – 9.39 Ofcom Code and the associated guidance.

3.9.5. Section 10 Ofcom Broadcasting Code. We note that the rules around commercial references on radio are far more permissive and have been successful in securing consumer protection on radio. There may be benefit in streamlining Section 9 and Section 10 of the Code to ensure consistency of application of rules across television and radio. We would support the application of a version of the simplified regime set out in section 10 across all linear television and radio platforms.

3.10. *Legacy advertising limits:* GB News will support any proposals to reduce restrictions on quantity, scheduling and timing of advertising on linear television and channels, not least given the discrepancy in this area between the strict limits placed on linear channels as opposed to the light-touch regulation or platform-specific rules in place online. In particular, the limits on commercial volume or duration of advertising as set under COSTA are outdated when compared with the digital age, which has no fixed limit.

Content Standards

3.11. *Consistent regulation applied fairly:* we note that a priority for Ofcom in 2026 is to implement the new Video on Demand Code under the Media Act 2024. We await Ofcom's confirmation of designated Tier 1 providers and publication on the draft VoD Code and will provide submissions in response to the draft Code in due course. GB News's priority in this regard is to ensure that regulation is applied in a fair and equitable manner across linear and digital platforms, whilst also ensuring that an unnecessarily burdensome framework is not imposed on digital or social content republished by broadcasters who have already had to ensure their original output complies with the Ofcom Broadcasting Code. As above, in circumstances where (a) the linear ad market is disrupted and (b) broadcasters cannot seek viewer-direct revenue on linear channels, commercial broadcasters must move to online platforms as a core revenue stream. Yet increasingly we are finding that journalistic, public interest, content is demonetized by tech platforms for being in apparent breach of community standards. In our experience, this is almost always the result of overzealous automatic filtering rather than because the content is unlawful or otherwise problematic.[10] This creates an impossible situation for commercial broadcasters who are unable to seek funding direct from viewers on linear channels, and who have limited access to linear ad revenue given the changing shape of the market, yet are subsequently penalised commercially on digital platforms through overzealous removal. There must be a holistic review of the regulation across linear and digital platforms to ensure fairness and consistency across platforms; the current position constrains commercial broadcasters from all directions and plainly impedes innovation and growth.

3.12. *Trusted media:* we support Ofcom's intention – as set out in its Plan of Work for 2026/2027 – to ensure audiences across the UK can access trusted, duly accurate and duly impartial broadcast news, whilst also supporting a thriving creative industry that drives innovation and growth. We note again that GB News scored highly on "trust" amongst regular users in Ofcom's most recent online research on news consumption in the UK, ahead of the majority of PSBs (BBC, ITV, Channel 5) and Sky News.[11] We again urge any review in this area, particularly concerning media consumption of news online, to focus not just on traditional PSBs but on commercial broadcasters publishing public service news content. We ask that Ofcom ensures transparency over its assessment or research into what is deemed "trusted" news and ensures that it consults a wide range of stakeholders on this issue.

[10] A recent example: a GB News article regarding a court case where reporting restrictions had been lifted in a sexual assault trial was wrongly identified by Facebook's content filters as in breach of community standards relating to CSEA material and GB News's Facebook page was demonetised without warning.

[11] News consumption in the UK 2025 supporting slides

3.13. *Ofcom Broadcasting Code:* GB News chooses to operate in a regulated environment and believes in the value of sensible and light-touch regulation. We do, however, believe that large sections of the Ofcom Broadcasting Code, beyond advertising and commercial references in Sections 9 and 10, are not fit for purpose for the modern broadcasting age and ought to be revisited. We will provide more detailed submissions on the Broadcasting Code in due course, but the areas affecting content standards which must be considered as a priority include:

3.13.1. <u>Section 5: petitions and campaigns.</u> Rule 5.4 should be relaxed to allow broadcasters to launch campaigns and petitions on issues that concern their audience. The current rule is overly restrictive and not fit for purpose in the digital era. Change is crucial if commercial broadcasters, who often have a digital presence, are to be able to compete with mass-reach news publishers in the UK, who can launch petitions without limitation. This is a realistic proposal which reflects the direction of travel in the media ecosystem and would remove another barrier to growth for smaller broadcasters. The current rule appears designed to prevent shareholders or directors from using broadcasting channels to express personal or corporate views; GB News supports this principle but considers that this can be addressed separately to petitions and campaigns which respond to and reflect the needs of the audience that broadcasters serve. Any concern around risk of interference with editorial independence could be addressed through carefully worded guidance around the selection and curation of petitions and the exclusion of views of specific individuals within each business.

3.13.2. <u>Section 5: settled matters</u>. The regulator's remit should not extend to determining what is or is not a "settled matter" given the obvious curtailing this has on freedom of speech, democratic discourse and debate. The concept of a "settled matter" should be removed and broadcasters must be entitled to use their judgment as to which matters engage section 5 of the Broadcasting Code, allowing appropriate room for editorial discretion. If this submission is rejected and Ofcom will continue

to hold that certain matters are "settled", then at the very least clear, public-facing guidance must be published by Ofcom about what it deems to be a "settled matter" which would not engage due impartiality obligations under Section 5 Ofcom Code. Broadcasters are entitled to clarity and transparency in this area, to ensure their fair and consistent treatment by the regulator and minimising scope for uncertainty within an increasingly polarised political landscape.

3.13.3. <u>Section 6: elections.</u> The rules and guidance around coverage of elections should be updated to reflect the changing and diverse political landscape. In particular: (1) the effect of section 6 should be clarified with regard to local elections (the requirement that "discussion and analysis of election and referendum issues must finish when the poll opens" plainly creates significant practical difficulties when covering local elections, often on a rolling basis, across the UK, and broadcasters would benefit from guidance on what constitutes an "election issue" in these circumstances); and (2) the guidance around "appropriate weight" for election coverage is outdated in a new multi-party environment, leading to inconsistencies in coverage across broadcast media as well as a lack of clarity around how to ensure compliance. Greater scope should be afforded to broadcasters' own editorial judgment when it comes to the weight to be afforded to party coverage during an election period so that broadcasters are not forced to operate under an opaque and uncertain regulatory framework, the application of which is subject to Ofcom's discretion.

3.14. *BBC First:* GB News will produce separate submissions in response to the BBC Royal Charter Review consultation in due course but, in brief, it considers that the "BBC First" complaints system does not work, distorts fair competition, and should be abolished. BBC First creates a further obstacle to any "level playing field" by allowing the national broadcaster to adjudicate on the complaints it receives with insufficient scrutiny over those decisions. Significantly, viewer complaints are assessed against the BBC's own Editorial Guidelines and Standards, some of which differ in substance from the Ofcom Broadcasting Code applying to all other broadcasters. This process exacerbates the unequal footing and results in insufficient transparency and scrutiny over editorial complaints handling decisions. Importantly, this issue is not new: in 2022, Ofcom concluded that the BBC needed to ensure greater transparency around how it reaches decisions in editorial complaints handling; and the BBC Mid-Term Review 2024 later found that public confidence in the BBC First process remained low, with stakeholders also raising concerns around the independence of the Executive Complaints Unit which adjudicated on complaints. We note that of 179,743 complaints received by the BBC in 2023/2024, only 35 were found by the ECU to breach the BBC's editorial standards, which has caused questions to be raised by some stakeholders around how complaints are handled. That point aside, as a matter of principle, and given the licence fee funding and the recent editorial standards failings at the BBC, it is plainly appropriate for the broadcaster to now be subject to an independent system of handling complaints by Ofcom, with the same standards and procedures applied to it as to all other regulated broadcasters in the UK.

4. Conclusion

4.1. To reiterate, GB News stands for an open market approach to regulation. Sensible, light touch regulation which supports trusted, accurate, public service journalism *can* also deliver investment in UK broadcasting and serve UK audiences if it is carefully thought through and adheres to clearly defined objectives. However, such regulation must be fit for the modern age and must operate effectively to support, rather than hinder, innovation and growth. As the newest entrant to the linear broadcasting market in 35 years, GB News is well-placed to speak to some of the significant regulatory hurdles that prevent growth and innovation in the market.

4.2. There is no doubt that the shape of the broadcasting market will continue to change dramatically over the next decade, not least given: (a) the potential merger between Sky and ITV which would consolidate the news supply for five major news channels under one major shareholder and provide Comcast with a substantial controlling share of UK television advertising revenue; and (b) the shift to AI-driven models for news gathering and consumption. Without sensible regulation which promotes and supports smaller commercial broadcasters, the oligopoly within the market will only increase, posing an existential challenge to smaller broadcasters and creating further barriers to entry. The impact of such a development is clear: there will be limited diversity of thought and plurality across a market which will fail to represent and serve all audiences across the UK. Audiences will feel underserved and underrepresented and PSM content will lose impact and reach. In turn this will further undermine one of Ofcom's core statutory obligations: to promote competition, plurality and innovation in the market.

4.3. To tackle this issue a wholesale review of regulation is required, including removing regulations that functioned properly in a pre-digital age but are no longer effective or appropriate. Broadcasting regulation must ensure a level playing field, by stripping out frameworks which place broadcasters on an unequal footing, which give PSBs preferential treatment, or which otherwise restrict innovative revenue-building opportunities. Crucially, any changes to the regulatory framework must be forward-looking and built to withstand future change so that regulation is not already obsolete by the time it is introduced.

4.4. The economic challenges faced by commercial broadcasters are presently compounded by the regulatory framework. Ad revenues are increasingly limited for linear broadcasters and are instead directed to online platforms who control the means of distribution of digital content. Yet in a post-advertising climate broadcasters are still prohibited from seeking viewer-direct revenue on their linear channels which would provide financial sustainability in a digital era and would allow them to compete with traditional publishers who do not face similar restrictions. Separate attempts to build online revenue through monetisation of content is subject to the whim of tech platforms who impose arbitrary standards which often fail to include protections for public service media content. Together these restrictions pose an existential threat to the operation of commercial broadcasters. We urge Ofcom to review all broadcasting regulations holistically and to introduce a regime which places commercial broadcasters on an equal footing with PSBs, traditional news publishers and online platforms alike. Only

through addressing the measures set out above will PSM content be protected across linear broadcasting channels leading to innovation, healthy competition and growth.

4.5. GB News believes constructive discussions across the industry would further support and benefit the PSM landscape and we would also welcome a meeting with Ofcom to discuss the issues set out in this consultation response.

GB News Limited

29 January 2025

Annex 1 – Examples of public service media content published on GB News's digital platforms

1. 'Britain Will NEVER Be the Same' The Truth About Immigration and Cultural Change | GBN Documentary - https://www.youtube.com/watch?v=Nlod_2qX91I

2. Grooming Gangs: Britain's Shame - The full documentary - https://www.youtube.com/watch?v=VAGk2mvgBEk

3. 'Britain Will Give Me ANYTHING I Need!' | BRAZEN Migrant on Why He Chose to Come to UK - https://www.youtube.com/watch?v=iudYCpc-HtU

4. 800 asylum seekers set to ECLIPSE British village of 700 - Govt 'don't give a monkeys' say locals - https://www.youtube.com/watch?v=KfFgz3EXnK4

5. The Twelfth of July Parades Special | Friday 12th July - https://www.youtube.com/watch?v=JtNiMHo-bMI&t=7s

6. Foundations of Freedom | 12th July 2025 - https://www.youtube.com/watch?v=QfFtiQ17cE&t=509s

7. 'They don't understand working people!' | Patrick Christys asks Labour voter why he moved to Reform - https://www.youtube.com/watch?v=BYj9BA99njY

8. EXCLUSIVE: Mike Amesbury reveals he has to wear 'alcohol tag' as 'devastated' MP QUITS Commons - https://www.youtube.com/watch?v=hL0FtV7yASw&t=1s

9. The Bionic MP - Exclusive GB News documentary - https://www.youtube.com/watch?v=1SpBz1a_0Lw

10. Northern Ireland in Flames: Riots Erupt Over Immigration, Housing & Crime | Dougie Beattie Reports - https://www.youtube.com/watch?v=BQRh-sKvDHY&t=830s

11. Labour lose out in Caerphilly by-election in momentous defeat - https://www.youtube.com/watch?v=v5bx5uxdN2E

12. 'The HATRED Labour has against us' | Farmers and anti-Digital ID demonstrators rally against Starmer - https://www.youtube.com/watch?v=TeiR3Jqmsz4&t=12s

13. British-Israeli soldier recalls being shot at by four terrorists amid horrific Israel-Hamas war - https://www.youtube.com/watch?v=lEWiyLg3VjM

14. Israel: Woman details harrowing experience fleeing from Kibbutz - 'I couldn't look' - https://www.youtube.com/watch?v=yi6AHidYAPc

15. Israel: Terrifying moment broadcast is interrupted by alarm as country shelters from rocket attacks - https://www.youtube.com/watch?v=EorErN_FKnA

16. Landmark on ‘bomber county’ border to rival Angel of North
    - https://www.youtube.com/watch?v=HXKhgej5fQc

17. Small UK charities see biggest funding decline in 20 years | 'A lifeline they can't afford to lose'
    - https://www.youtube.com/watch?v=1BDPgKL-ICs

18. VIRAL GB News Reporter reacts to online support: "My voice will never recover!" - https://www.youtube.com/shorts/IOWa4A9rIFM

19. Carols by Candlelight | Wednesday 24th December
    - https://www.youtube.com/watch?v=WAiASAH_IEE

20. VE DAY: Veterans Share Heartbreaking Confession About Britain In Special GB News Show - https://www.youtube.com/watch?v=rhMptRyyQhY&t=3s