



Gibraltar Broadcasting Corporation



Broadcasting in Gibraltar

Radio Gibraltar

- Launched in 1958

Gibraltar Television

- Launched in 1962

Gibraltar Broadcasting Corporation

- Created in 1963 as a Public Service Broadcaster under Gibraltar's Broadcasting Act.



Broadcasting in Gibraltar

Gibraltar Broadcasting Corporation

- Role: to Inform, Entertain and Educate
- Annual Budget (2018): £5,000,000
- Funding: Public subsidy, 94% - Commercial, 6%
- Annual Capital Public Grant (2018): £500,000
- Employees: 83 (Full time, 56 - Part time, 27)
- Departments: 5 (TV, Radio, News, Engineering, Administration)
- Board of Governors (appointed by the Government in consultation with Opposition)
- Fully regulated and overseen by local media watchdog, GRA

radio
GIBRALTAR



Radio Services

Radio Gibraltar

- Music, Chat, News/Current Affairs
- Music format: Adult Contemporary (AC)
- Live: 07:00 - 19:00
 - Presenter-led shows: Breakfast, Morning, Lunch, Afternoon, Evening
- Automated: 19:00 - 07:00
 - Non-stop music

Radio Gibraltar Plus

- Live: 14:00 - 16:00 (in Spanish), + Parliament, Religious Services, Events
- Autumn 2018: Specialist shows, non-stop 'Smooth' music overnight

The logo consists of the letters 'TV' in a white, bold, sans-serif font, centered within a dark blue square.The logo features the lowercase letters 'gbc' in a stylized font. The 'g' is red, the 'b' is green, and the 'c' is blue. Below the letters, the text 'Radio - Television - Online' is written in a small, dark font.

Television Services

GBC Television

- On air: 19:30 - 23:30
- Extended hours: On significant public holidays and for special events
- Daytime Live Gibraltar Parliament (when in session)
- Local Productions: 65%
 - News, Current Affairs, Sport
 - Community shows, Documentaries, Entertainment, General Interest
- Imported Programming: 35%
 - Movies, Drama, Comedy, Celebrity-driven shows, Specials
- Outside Broadcasts
 - 15 per year (Public Events, Stage Shows, GBC Special Productions)

The logo consists of the letters 'TV' in a white, bold, sans-serif font, centered within a dark blue square.The logo features the lowercase letters 'gbc' in a colorful, rounded font. The 'g' is red, the 'b' is green, and the 'c' is blue. Below the letters, the text 'Radio - Television - Online' is written in a small, dark font.

Television Services

GBC Television

- Local Productions
 - Predominantly produced in-house
 - 1 programme per week commissioned from independents
- Imported Programming
 - Predominantly Disney/ABC
 - Lionsgate, Kew Media, FCCE, others



News Services

GBC News

- Radio Gibraltar
 - News Hours at 08:00, 13:00 & 18:00 including Local Bulletins on the half hour
 - International News on the hour (BBC World Service)
- GBC Television
 - Nightly 25' news programme
 - Weekly 60' multi-format Current Affairs programme
- GBC Online
 - GBC website - www.gbc.gi/news
 - Social media - Facebook, Twitter, Instagram, YouTube



Multi-Platform Broadcasting

Radio Gibraltar

- FM, AM, DAB, Online, App
 - Catch up services via GBC website

GBC Television

- DTT, Cable, Online
 - Catch up services via GBC website & some cable operators
 - Player App in development



Public Media in Gibraltar

GBC's Role

- Provide impartial news service
 - Ensuring 'reporting accuracy' against anti-Gibraltar media from other countries
 - Ensuring 'reliability' against biased local reporting/social media
- Promote Gibraltarian identity & culture
- Encourage community spirit
- Be 'go to' media in times of national crisis or importance
- Entertain and inform viewers & listeners
- Ensure value for money is achieved
- Offer media careers for Gibraltarians and others



Public Service Media

PSB vs PSM

- Essential to move into spaces occupied by Millennials
 - GBC website enjoys high traffic
 - GBC TV local programmes streamed Live via GBC website
 - Radio Gibraltar streamed Live via GBC website and App
 - GBC TV local programmes available 'on demand' for 30 days via GBC website
 - Selected Radio Gibraltar programmes available 'on demand' for 7 days via GBC website
 - Selected GBC TV local programmes streamed via Facebook Live
 - GBC News video reports available on the GBC News YouTube Channel
 - GBC News Breaking Stories notified on Facebook & Twitter
 - GBC News major incident reporting streamed via Facebook Live
 - Radio Gibraltar Presenters interaction with Listeners via Facebook, Twitter & Instagram
 - GBC TV programmes promoted via Social Media
 - Bespoke GBC TV short form features available via GBC TV Facebook page



Rebuilding GBC

GBC's Highs & Lows

- Challenges
 - Poor Government Support
 - Low Public Funding
 - Limited Commercial Revenue
 - Unmotivated employees
 - Lack of training
- Opportunities
 - Enthusiastic Political Support
 - Increased Funding
 - Greater Commercial Uptake
 - Recruitment
 - Training & Motivation
 - Rebuilding Structures



Audience

Listener & Viewer figures

- No RAJAR or BARB services locally
- Periodic GBC Audience ‘face-to-face’ Surveys
 - Radio Gibraltar consistently most listened to station in Gibraltar
 - News & Current Affairs programmes most popular on GBC TV
 - In a small community, Word of Mouth provides strong indication on popularity

Audience Interaction

- Feedback on programming is welcome at all times
- Programme participation is encouraged where appropriate
- Complaints are addressed swiftly, with a formal process available via Regulator (GRA)



Regulation

Broadcasting Act

- All radio and GBC Television are governed by the Act
- Act provides for Codes of Practice to be issued by GRA
 - Programme Standards
 - Impartiality, Accuracy & Undue Prominence
 - Right of Reply
 - Commercial Communications
 - Access Services
- Broadcaster Regulation Challenges
 - Ensuring impartiality in the face of political pressures
 - The commercial vs content fine divide
 - Restricted transmission hours, and abiding by the watershed



Challenges & Opportunities

Programme Imports Difficulties

- Piracy
 - Unregulated Cable Operators
- VoD
 - Netflix, Amazon Prime, Rakuten,
 - new forthcoming platforms: Disney Play, BBC/ITV/CH4

Beyond Borders

- Wheelhouse Media
 - Joint Venture Production Company
 - Commissions for Documentary series for international broadcasters
- Gibraltar Media Hub
 - Advantageous fiscal/regulatory environment



Community & Charity

GBC Open Day

- Launched 1966
 - Initially on Radio Gibraltar
 - Aim: raise funds for underprivileged during Christmastime.
- Expanded 1976
 - Extended to GBC Television
- Relunched 1988
 - Local businesses encouraged to donate
 - Public encouraged to organise fund-raising events
 - Has effect of bringing community together via GBC
 - Grown to become Gibraltar's biggest fund raising organisation
- Funds raised
 - Over £2,500,000 to date
 - Funds distributed by Board of Trustees



Future

GBC Relocation

- New Media Centre
 - 175 SqM TV Production Studio
 - 50 SqM News Studio
 - 2 Video Editing Suites
 - 2 Voice Over Booths
 - 4 Radio Studios
 - Comfortable working environment
 - Opens December 2019



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