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.
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 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
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)
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](http://www.gbc.gi/news)
  - Social media - Facebook, Twitter, Instagram, YouTube
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
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
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
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
- Relaunched 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
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