



Delyth Jewell MS
Chair, Culture, Communications, Welsh Language, Sport,
and International Relations Committee
Welsh Parliament
Cardiff Bay
Cardiff, CF99 1SN
By Email: Delyth.Jewell@senedd.wales

RE: Protect the long-term future of terrestrial TV in Wales

Dear Ms Jewell,

We are writing to raise an urgent issue concerning the future of the UK's free-to-air, universal terrestrial TV services – a vital lifeline for many people across Wales, especially in rural areas and among the most vulnerable members of society.

Terrestrial TV is a lifeline service for millions of people across the UK, providing universal, reliable access to trusted news, information and entertainment. It reaches over 98.5% of households via an aerial, with no need for high-speed fixed broadband connections or expensive monthly streaming subscriptions. Terrestrial TV is a universal guarantee of social connection, its long-term future is therefore critical for many of the most vulnerable in our society: older people, those living with a disability, households struggling with the cost of living, and those living in rural communities.

It is especially important to people in Wales, with its challenging geographies and greater rurality. Recent data from Ofcom showed that 24% of Welsh households struggled with the affordability of their communication services, with 28% of homes in Wales relying on terrestrial TV as their only means of watching TV.

Despite this, there is a real risk that this vital service could be lost within a decade. The long-term future of terrestrial TV is only guaranteed until the early 2030s, when the licenses which support it expire. If the government does not act, terrestrial TV will be switched off.

Since November 2024, the UK Government has been convening a [stakeholder forum](#) to consider the long-term future of terrestrial TV. This forum is bringing together the TV sector, infrastructure industry, and audience groups to inform the government's review on the future of TV distribution.

As a reserved policy, decisions made in Whitehall will have a lasting impact in Wales. In a recent answer to a [parliamentary question](#), the UK Media Minister Stephanie Peacock MP, who is leading the review, said: 'the Government will engage with the devolved governments to understand the unique characteristics of broadcasting in each nation well in advance of any decision being taken.'

We believe now is the right moment to act to ensure the Welsh voice is heard. Given the Senedd's strong interest in this issue, we would be keen to engage with you and share more of the campaign's insights on the value of terrestrial TV in Wales and the broader question of the future of the technology. Without direct and early engagement from devolved governments, there is a risk that the specific needs of Wales will not be fully reflected in the outcome of this review.

The Broadcast 2040+ Campaign is backed by a diverse alliance of charities, broadcasters, industry bodies and consumer champions, including Silver Voices, the Rural Services Network, the Digital Poverty Alliance, Age UK, the Campaign to End Loneliness, and many others. We are committed to safeguarding the long-term future of terrestrial TV, and would welcome the opportunity to meet with you to discuss how we can work together to protect access to broadcasting for all communities in Wales.

Yours sincerely,

The Broadcast 2040+ campaign



List of Campaign partners

1. Age Concern Liverpool and Sefton
2. Age Concern North Norfolk
3. Age UK
4. Age UK North Tyneside
5. Age UK North Yorkshire Coast and Moors
6. Age UK Shropshire Telford and Wrekin
7. Age UK North Yorkshire and Darlington
8. Age UK Mid Mersey
9. Age UK Norfolk
10. Arqiva
11. BEIRG (British Entertainment Industry Radio Group)
12. Better Media
13. Boom Radio UK
14. British Broadcasting Challenge
15. CAI (Confederation of Aerial Industries)
16. Children's Media Foundation
17. Churches 4 Positive Change
18. Citizens Advice Cornwall
19. Communicorp UK
20. County Durham Community Foundation
21. Cumbria Community Foundation
22. Digital Poverty Alliance
23. Fix Radio
24. Focus4Hope
25. Frontier Smart Technologies
26. LTVN (Local TV Network)
27. National Federation of the Blind UK
28. PBS America
29. Rural Services Network
30. Silver Voices
31. Sunrise Radio
32. Talking Pictures TV
33. Campaign to End Loneliness
34. Together TV
35. UCB (United Christian Broadcasting)
36. VLV (Voice of Listener and Viewer)
37. World DAB

