

AN INTRODUCTORY HISTORY OF BRITISH BROADCASTING Printable PDF

An introductory history of British broadcasting

British broadcasting has played a pivotal role in shaping the cultural, political, and social landscape of the United Kingdom. Its development reflects technological advancements, regulatory changes, and shifts in societal values over more than a century. From the earliest experimental transmissions to the modern digital era, the history of British broadcasting is a fascinating story of innovation, adaptation, and influence.

The Origins of British Broadcasting

Early Experiments and the Dawn of Radio

The story of broadcasting in Britain begins in the late 19th and early 20th centuries, a period marked by experimentation with wireless communication. Pioneers such as Guglielmo Marconi and others laid the groundwork for wireless telegraphy, which eventually evolved into radio broadcasting.

- In 1920, the first radio broadcast within the UK was made by the Marconi Company, transmitting from Chelmsford.
- The BBC's origins trace back to the British Broadcasting Company, established in 1922 by a consortium of wireless manufacturers and broadcasters aiming to coordinate and regulate radio transmission.

The Establishment of the BBC

The British Broadcasting Company was formed on October 18, 1922, with the goal of standardizing radio broadcasts across the UK. Key points include:

- Initially operated as a commercial entity, with licensing fees and advertising.
- In 1927, it was renamed the British Broadcasting Corporation, a public corporation under a Royal Charter, emphasizing its independence and public service remit.
- The BBC became the dominant broadcaster, setting standards for content, quality, and technological innovation.

The Growth of Radio and the Rise of Public Service Broadcasting

Radio's Golden Age

Throughout the 1930s and 1940s, radio became the primary source of entertainment, news, and information for the British public.

- Popular programs like "The Archers" and "Desert Island Discs" began during this period.
- The BBC established two main radio services: the BBC Radio Service (later BBC Radio 4) and the BBC National Programme.
- During World War II, radio played a crucial role in wartime communication, morale-boosting broadcasts, and government messaging.

Technological and Structural Developments

Key developments during this period included:

- The introduction of FM broadcasting in the 1940s.
- Expansion of regional and local radio stations.
- The creation of the BBC's external service (World Service) in 1932, which aimed to reach international audiences with news and cultural programming.

Television and the Expansion of Broadcast Media

Early Television Experiments

Television technology was developed in the 1930s, but widespread adoption was delayed by World War II. Notable milestones include:

- The first experimental TV broadcasts by the BBC in the late 1930s.
- The launch of the BBC Television Service on November 2, 1936, making Britain one of the first countries to offer regular TV broadcasts.

Post-War Expansion and the BBC's Dominance

After WWII, television became increasingly popular, reshaping British broadcasting landscape.

- The BBC became the primary television broadcaster, with the launch of BBC Television Service (later BBC One).
- The 1950s and 1960s saw a rapid expansion of TV programming, including news, drama, comedy, and educational content.
- The introduction of color television began in the late 1960s, further enhancing viewer experience.

Emergence of Competitors and Regulatory Changes

The 1960s and 70s marked the beginning of competition:

- Independent Television (ITV) launched in 1955, providing commercial programming alongside the BBC.
- The introduction of commercial radio stations like Independent Radio (later Radio 1, Radio 2, etc.) challenged the BBC's monopoly.
- Regulatory bodies like the Independent Broadcasting Authority (IBA) oversaw commercial broadcasting.

The Digital Age and Modern Broadcasting

Transition to Digital and the Internet

The late 20th and early 21st centuries have seen profound changes:

- The switch from analogue to digital broadcasting began in the late 1990s, improving quality and offering more channels.
- The launch of digital platforms such as Freeview, Sky, and cable TV expanded viewing options.
- The rise of online streaming, BBC iPlayer, and podcasts transformed how audiences consume content.

Public Service Broadcasting in the Contemporary Era

Despite technological changes, the core mission of the BBC and other public broadcasters remains:

- Providing impartial news, educational content, and cultural programming.
- Adapting to new media landscapes, including social media and mobile platforms.
- Facing challenges from commercial and international broadcasters.

Key Milestones in British Broadcasting History

To summarize, some of the most significant moments include:

- **1922:** Establishment of the British Broadcasting Company.
- **1927:** Formation of the BBC as a public corporation.
- **1936:** Launch of the BBC Television Service.
- **1955:** Launch of ITV, introducing commercial TV.
- **1967:** Introduction of color TV broadcasts.
- **1990s:** Digital broadcasting begins.
- **2007:** Launch of BBC iPlayer, pioneering online streaming.

The Impact of British Broadcasting

British broadcasting has significantly influenced global media, setting standards for public service, quality programming, and technological innovation. The BBC, in particular, has gained an international reputation for impartial news and cultural programming, contributing to Britain's soft power and global cultural influence.

Conclusion

The history of British broadcasting is a story of technological innovation, societal change, and regulatory evolution. From its humble beginnings with experimental wireless transmissions to the digital and online age, British broadcasting continues to adapt and thrive in a rapidly changing media environment. Its commitment to public service, quality content, and technological advancement has cemented its place as a cornerstone of British cultural life and an influential player on the world stage.

British Broadcasting: An Introductory History of Its Evolution and Impact

Introduction: The Roots of British Broadcasting

British broadcasting holds a pivotal place in the history of mass communication, shaping public discourse, culture, and national identity for over a century. Its origins trace back to the late 19th and early 20th centuries, evolving from experimental wireless transmissions to a sophisticated, state-influenced media landscape. Understanding this evolution requires exploring technological innovations, legislative frameworks, and societal impacts that have defined Britain's broadcasting history.

Early Beginnings: The Birth of Wireless Communication

Precursor Technologies and Pioneers

- **Wireless Telegraphy:** The foundation for radio broadcasting was laid by inventors like Guglielmo Marconi, who demonstrated the feasibility of transatlantic wireless communication in the early 1900s.
- **British Contributions:** In Britain, figures like Oliver Lodge and John Ambrose Fleming contributed to early radio experiments, setting the stage for future broadcasting endeavors.

Initial Experiments and Public Demonstrations

- The first wireless broadcasts in Britain occurred in the 1920s, primarily for experimental purposes.
- The Marconi Company and other private firms began transmitting entertainment and news, sparking public interest.

Formation of the BBC: The Birth of Public Broadcasting

Establishment of the British Broadcasting Company (1922)

- **Founding:** In 1922, a consortium of wireless manufacturers formed the British Broadcasting Company, aiming to organize and commercialize radio services.
- **Purpose:** To provide regular radio programming for entertainment, news, and education, fostering a national audience.

Transition to the British Broadcasting Corporation (1927)

- **Royal Charter:** In 1927, the BBC was granted a Royal Charter, transforming it into a public corporation with a public service remit.
- **Monopoly and Regulation:** The BBC was granted a monopoly over broadcasting in Britain, a control that lasted until the advent of commercial radio in the 1970s.
- **Public Service Ethos:** Emphasized impartiality, educational content, and cultural promotion.

Early Programming and Technological Developments

Content and Programming

- Music halls, dramas, news bulletins, and educational programs formed the core of early BBC offerings.
- The BBC aimed to serve diverse audiences, from rural communities to urban centers.

Technological Innovations

- Standardization: Adoption of the Long Wave (LW) and Medium Wave (MW) bands standardized transmission.
- Transmitter Expansion: Growth of transmitters improved coverage across Britain.
- Sound Quality: Advances in audio technology enhanced listener experience.

Impact of World Events on British Broadcasting

World War II and Propaganda

- The BBC played a crucial role during WWII, providing news and morale-boosting programs.
- The organization became a vital tool for wartime propaganda and information dissemination.

Post-War Reconstruction and Expansion

- After 1945, there was an emphasis on rebuilding and expanding services.
- Introduction of television broadcasting signaled a new era.

The Rise of Television: A New Medium

Introduction of BBC Television (1936)

- The BBC launched its television service in 1936, initially as a black-and-white broadcast.
- The service was suspended during WWII but resumed afterward, rapidly expanding.

Development of TV Programming

- Early programs included news, variety shows, and educational content.
- The post-war period saw the proliferation of popular entertainment, including dramas like "The Quatermass Experiment" and variety shows like "The Morecambe & Wise Show."

Technological and Regulatory Changes

- Transition to color broadcasting began in the late 1960s.
- The introduction of the Independent Television (ITV) network in 1955 challenged BBC's monopoly, introducing commercial broadcasting.

Legislative Frameworks and Public Policy

Key Legislation

- Wireless Telegraphy Act (1904): Laid the groundwork for regulation of wireless services.
- British Broadcasting Act (1926 and subsequent amendments): Established the BBC's monopoly and public service obligations.
- Television Act (1954): Allowed commercial TV (ITV) to operate alongside the BBC.
- Broadcasting Acts (1990, 1996, 2003): Modernized regulation, introduced new channels, and addressed digital broadcasting.

Public Service Ethos vs. Commercial Interests

- The BBC maintained a commitment to impartiality, educational content, and cultural promotion.
- The rise of commercial broadcasters like ITV and later Channel 4 diversified programming but also introduced commercial pressures.

The BBC's Global Influence and Digital Transformation

Global Reach and Cultural Impact

- The BBC became a model for public broadcasting worldwide, influencing organizations such as PBS in the US and ABC in Australia.
- Its international services, like BBC World Service, promoted British culture and perspectives globally.

Digital Era and Modern Challenges

- Transition to digital broadcasting in the late 20th and early 21st centuries transformed consumption habits.

- The rise of the internet, streaming platforms, and on-demand content challenged traditional broadcasting models.
- The BBC adapted by launching iPlayer, expanding online content, and engaging audiences via social media.

Contemporary Debates and Future Directions

- Funding models, especially the license fee, have been contentious.
- Discussions about impartiality, diversity, and representation continue to shape the organization.
- The BBC faces competition from global tech giants and new media startups, forcing innovation and adaptation.

Conclusion: The Legacy of British Broadcasting

The history of British broadcasting reflects a complex interplay of technological innovation, legislative regulation, societal needs, and cultural influence. From its experimental origins to a global media powerhouse, the BBC's development exemplifies the evolving landscape of mass communication. While facing modern challenges, its foundational principles of public service and cultural enrichment remain significant. As digital technologies continue to reshape the media environment, British broadcasting's future will likely involve balancing tradition with innovation, ensuring its relevance in a rapidly changing world.

In summary, British broadcasting's journey is marked by pioneering innovations, legislative milestones, and its profound impact on society and culture. Its evolution from early wireless experiments to a multi-platform digital entity demonstrates resilience and adaptability, making it a cornerstone of national identity and a model for public service media worldwide.

QuestionAnswer What are the origins of British broadcasting? British broadcasting began in the early 20th century, with the establishment of the BBC in 1922, marking the start of organized radio services in the UK. How did the BBC influence the development of broadcasting in Britain? The BBC played a pioneering role by establishing standards for programming, technology, and regulation, shaping the UK's broadcasting landscape into a model of public service media. When did television broadcasting start in Britain, and how did it evolve? Television broadcasting in Britain began in the 1930s with experimental transmissions, but it became widespread after World War II, culminating in the launch of the BBC Television Service in 1936 and later expanding to commercial channels. What role did government regulation play in the history of British broadcasting? Government regulation was central, starting with the BBC's establishment as a public broadcaster, and later involving legislation and licensing that shaped the structure, content, and independence of broadcasting in Britain. How has British broadcasting evolved with technological advancements? British broadcasting has continuously adapted to technological changes, from radio to digital TV and online

streaming, maintaining its influence through innovation and a focus on public service content.

Related keywords: British broadcasting, history of broadcasting, BBC history, media evolution, radio history, television history, British media, broadcasting pioneers, media development UK, communication history

television under the tories broadcasting policy 19

television under the tories broadcasting policy 19

In recent years, the landscape of television broadcasting in the United Kingdom has undergone significant transformation, driven largely by policy reforms introduced under the Tories' Broadcasting Policy 19. This policy aimed to modernize the broadcasting sector, foster competition, and ensure that the UK remains at the forefront of digital innovation. As a result, the television industry has experienced shifts in regulation, funding, content regulation, and the role of public service broadcasters. Understanding the implications of Policy 19 is crucial for broadcasters, viewers, and stakeholders invested in the future of UK television. This article provides an in-depth analysis of how the Tories' Broadcasting Policy 19 has shaped the television industry, highlighting key features, impacts, and ongoing debates.

Background and Context of the Tories Broadcasting Policy 19

Historical Overview of UK Broadcasting Regulation

The UK's broadcasting sector has historically been characterized by a blend of public service broadcasting and commercial competition. The BBC, founded in 1922, has long been a cornerstone of British media, with statutory obligations to inform, educate, and entertain. Over the decades, regulatory frameworks evolved to accommodate technological advances, such as the advent of digital television and online streaming.

During the early 2000s, the government sought to liberalize the sector, encouraging private investment and reducing regulatory burdens. The Tories, in particular, emphasized market-driven policies, aiming to promote innovation, competition, and deregulation. These efforts culminated in the introduction of Policy 19, which was designed to adapt regulation to the digital age.

Objectives of Broadcasting Policy 19

The primary goals of Policy 19 include:

- Enhancing Competition: Encouraging new entrants and reducing barriers for emerging broadcasters.
- Promoting Innovation: Supporting technological advancements like 4K, HD, and interactive content.
- Ensuring Public Accountability: Maintaining public service broadcasting standards amidst deregulation.
- Facilitating Digital Transition: Accelerating the shift from traditional broadcasting to online platforms.
- Protecting Consumer Interests: Ensuring affordability, accessibility, and content diversity.

Key Features of the Tories Broadcasting Policy 19

Regulatory Reforms and Deregulation

Policy 19 introduced significant deregulation measures aimed at reducing the regulatory oversight of broadcasters. These reforms include:

- Reduced Licensing Fees: Lowering costs for new entrants.
- Streamlined Approval Processes: Simplifying licensing procedures for digital and online broadcasters.
- Fewer Content Restrictions: Allowing broadcasters greater flexibility in programming choices.
- Relaxed Ownership Rules: Permitting greater consolidation within the industry to encourage investment.

Promotion of Digital and Online Broadcasting

Recognizing the shift towards internet-based content, Policy 19 emphasizes:

- Support for Streaming Platforms: Facilitating the growth of services like Netflix, Amazon Prime, and UK-based equivalents.
- Encouragement of Interactive Content: Promoting user engagement and innovative storytelling formats.
- Infrastructure Investments: Improving broadband and digital infrastructure to support high-quality streaming.

Public Service Broadcasting and Accountability

While deregulation is a key feature, Policy 19 also seeks to:

- Define Public Service Remits: Clarify the obligations of the BBC and other public broadcasters.
- Maintain Funding Models: Ensure sustainable funding while adapting to digital competition.
- Protect Content Diversity: Guarantee a range of programming that reflects UK society.

Content Regulation and Standards

Policy 19 balances deregulation with safeguards by:

- Updating Content Standards: Modernizing rules to reflect current societal norms.
- Monitoring for Harmful Content: Ensuring online and broadcast content adhere to standards, especially concerning minors.
- Promoting Local Content: Supporting UK-produced programming amidst global competition.

Impacts of Policy 19 on the UK Television Industry

Growth of New Entrants and Competition

One of the most immediate impacts has been an influx of new digital broadcasters and streaming services. This has:

- Increased viewer choice.
- Fostered innovation in content delivery.
- Led to competitive pricing and diverse programming.

However, it has also resulted in market saturation, making it challenging for traditional broadcasters to maintain dominance.

Changes in Public Service Broadcasting

Policy 19's deregulation measures have prompted debates about the future of public service broadcasters like the BBC. Key impacts include:

- Funding Challenges: Balancing financial sustainability with expanded digital offerings.
- Content Competition: Public broadcasters now compete with global streaming giants for viewers' attention.
- Remit Reassessment: Discussions around updating public service obligations to remain relevant.

Technological Advancements and Accessibility

The policy's emphasis on digital infrastructure has:

- Improved access to high-quality content across devices.
- Enabled innovations like 4K broadcasts and interactive services.
- Enhanced accessibility features for viewers with disabilities.

Despite these advancements, digital divides persist, particularly among older and rural populations.

Regulatory Challenges and Content Oversight

While deregulation fosters innovation, it raises concerns about:

- Content standards enforcement, especially online.
- The proliferation of harmful or misleading content.
- The need for robust oversight mechanisms to protect consumers and minors.

Debates and Criticisms Surrounding Policy 19

Arguments in Favor of Policy 19

Proponents argue that:

- Deregulation stimulates economic growth within the industry.
- It encourages technological innovation and competitiveness.
- Consumers benefit from increased choice and better services.
- It aligns UK broadcasting with global digital trends.

Criticisms and Concerns

Opponents raise issues such as:

- Potential erosion of public service broadcasting standards.
- Risks of media monopolization due to relaxed ownership rules.
- Increased exposure to harmful online content.
- Marginalization of traditional broadcasters and local content producers.

Balancing Innovation and Regulation

A central debate revolves around finding the right regulatory balance?ensuring innovation and competition without compromising content quality, diversity, and public accountability.

Future Outlook and Developments

Potential Policy Adjustments

Looking ahead, policymakers may consider:

- Reinforcing content oversight in digital spaces.
- Updating funding models for public broadcasters.
- Encouraging local and diverse content production.
- Enhancing digital literacy and accessibility initiatives.

Emerging Trends in UK Television

The industry is likely to see:

- Continued growth of streaming services.
- Integration of artificial intelligence and personalization.
- Increased focus on interactive and immersive content.
- Greater emphasis on sustainability and responsible broadcasting.

Conclusion

The Tories' Broadcasting Policy 19 has played a transformative role in shaping the modern UK television landscape. By promoting deregulation, digital innovation, and competition, it has expanded options for viewers and fostered technological advancements. However, it also presents challenges related to content regulation, public service integrity, and industry consolidation. Striking the right balance between deregulation and safeguarding public interests remains a key concern for policymakers, industry stakeholders, and viewers alike. As the industry continues to evolve, ongoing dialogue and adaptive regulation will be essential to ensure that UK television remains vibrant, diverse, and reflective of societal values.

Television Under the Tories Broadcasting Policy 19: An In-Depth Analysis

Introduction: The Context of the Tories Broadcasting Policy 19

The landscape of television broadcasting has long been a reflection of political ideologies, economic priorities, and societal values. In 2019, the Conservative Party—commonly referred to as the Tories—introduced a comprehensive broadcasting policy aimed at reshaping the UK's television industry. This policy, often summarized as "Broadcasting Policy 19," sought to adapt to rapid technological changes, address market challenges, and reinforce certain cultural and political narratives.

Understanding this policy requires examining its foundational principles, objectives, and the broader context within which it was developed. It also involves assessing its implications on content regulation, public service broadcasting, technological innovation, and market competition.

Objectives of the Broadcasting Policy 19

The Tories Broadcasting Policy 19 was driven by several core objectives:

- Enhancement of Media Plurality and Competition
- Promotion of National Cultural Identity
- Facilitation of Technological Innovation and Accessibility
- Ensuring Market Sustainability and Economic Growth
- Strengthening Public Service Broadcasting (PSB)

Each of these objectives reflects a strategic approach aimed at balancing market liberalization with cultural preservation and technological advancement.

Key Components of the Policy

1. Deregulation and Market Liberalization

One of the central tenets of the policy was reducing regulatory burdens on broadcasters to foster a more competitive environment. This involved:

- Relaxing ownership rules to allow larger media conglomerates to expand their portfolio.
- Streamlining licensing procedures to encourage new entrants.
- Encouraging cross-media ownership to facilitate integrated content delivery.

While proponents argued that deregulation would increase competition, critics expressed concern over media concentration and diminished diversity.

2. Support for Public Service Broadcasting (PSB)

Despite liberalization, the policy aimed to safeguard the core principles of PSB, emphasizing:

- Maintaining the independence of public broadcasters like the BBC.
- Ensuring content diversity, educational programming, and regional representation.
- Introducing funding models that balance government support with commercial revenues.

The policy also proposed measures to modernize PSB delivery, including digital platforms and on-demand services.

3. Technological Innovation and Digital Transition

Recognizing the shift towards digital media, the policy prioritized:

- Upgrading transmission infrastructure to support high-definition and 4K broadcasting.
- Promoting the adoption of streaming platforms and on-demand services.
- Investing in 5G infrastructure to facilitate mobile broadcasting and viewer access.

This approach aimed to future-proof the UK's broadcasting landscape and ensure competitiveness in a global digital economy.

4. Content Regulation and Cultural Preservation

The policy introduced provisions to:

- Enforce standards on hate speech, misinformation, and harmful content.
- Support indigenous and minority language programming.
- Promote UK-produced content to bolster cultural identity and economic growth.

A balance was sought between regulation for societal good and avoiding censorship.

5. International Trade and Broadcasting Rights

The policy also addressed the globalization of media markets by:

- Facilitating the export of British content.
- Negotiating international broadcasting rights to maximize revenue.
- Encouraging partnerships with overseas broadcasters.

Impacts and Controversies Surrounding the Policy

Market Dynamics and Competition

The deregulation measures aimed to stimulate innovation and market entry, but also led to concerns about:

- Increased media consolidation, reducing diversity of viewpoints.
- The rise of global tech giants like Netflix, Amazon, and YouTube, challenging traditional broadcasters.
- Potential monopolistic behaviors that could stifle smaller players.

Public Service Broadcasting and Cultural Concerns

While efforts were made to preserve PSB, critics argued that:

- Reduced regulation might undermine the quality and impartiality of public content.
- Commercial pressures could prioritize ratings over educational or culturally significant programming.
- Regional and minority language programming could be marginalized in a competitive market.

Technological Investments and Digital Divide

The push for technological upgrades was met with both optimism and skepticism:

- Benefits included better picture quality, more diverse content, and accessibility.
- Challenges involved ensuring equitable access, especially in rural or disadvantaged areas.
- Concerns about the affordability of new technologies for lower-income households.

Content Regulation and Social Responsibility

The policy's approach to regulation sparked debates on:

- The extent of government intervention in content moderation.
- The effectiveness of existing standards in an era of user-generated content.
- The potential for overreach or censorship under the guise of protecting societal values.

Long-Term Implications and Future Outlook

The Tories Broadcasting Policy 19 set in motion a series of developments that continue to influence the UK's media landscape:

- Market Consolidation vs. Diversity: The balance between encouraging business growth and maintaining a plurality of voices remains delicate.
- Public Trust and Content Quality: Ensuring that deregulation does not compromise the integrity of public service content is an ongoing challenge.
- Technological Leadership: The UK's investment in infrastructure positions it to compete globally, but requires sustained commitment.
- Cultural Preservation: Supporting regional, minority, and indigenous cultures remains a priority amid market-driven changes.

Looking ahead, policymakers will need to navigate emerging issues such as misinformation, platform accountability, and the evolving nature of audience engagement.

Conclusion: Evaluating the Effectiveness of the Policy

The Tories Broadcasting Policy 19 represented a significant shift towards a more liberalized, technologically advanced, and market-oriented broadcasting environment. While aiming to foster innovation, economic growth, and cultural preservation, it also raised concerns about media pluralism, content quality, and social responsibility.

Its effectiveness will ultimately depend on how well regulatory frameworks adapt to the rapid evolution of digital media, how institutions uphold public interest, and how the industry balances commercial incentives with cultural and societal needs.

As the UK continues to develop its broadcasting landscape, ongoing assessment and adjustment of policies like Broadcasting Policy 19 are essential to ensure a vibrant, diverse, and fair media environment for all citizens.

Question What are the key provisions of the Tories' Broadcasting Policy 19 regarding television content? The Tories' Broadcasting Policy 19 emphasizes increased regulation of television content to promote UK-produced programming, support for public service broadcasters, and measures to ensure content diversity and fairness. How does the Broadcasting Policy 19 impact funding for public television channels? Policy 19 proposes increased funding and financial safeguards for public broadcasters like the BBC and ITV, aiming to enhance their programming quality and ensure their financial sustainability amid market competition. What measures does the Tories' Broadcasting Policy 19 introduce to regulate streaming services? The policy introduces new

licensing and regulatory requirements for streaming platforms, seeking to ensure they adhere to UK broadcasting standards and contribute to the domestic media ecosystem. How does Broadcasting Policy 19 address local content production? It prioritizes support for local and regional content, encouraging broadcasters to produce more community-based programming and reflecting diverse UK perspectives. What are the expected effects of Policy 19 on media plurality and competition? The policy aims to foster a competitive environment by supporting smaller broadcasters and reducing monopolistic tendencies, thereby enhancing media plurality and consumer choice. Does Broadcasting Policy 19 include measures to improve audience access and digital innovation? Yes, it emphasizes investing in digital infrastructure, promoting innovative broadcasting technologies, and improving accessibility for diverse audiences across different platforms.

Related keywords: television policy, Conservative government, broadcasting regulation, media legislation, UK TV industry, Tories media stance, broadcasting reforms, media legislation 2019, government broadcasting policy, UK media regulation

Read the full article online: [television under the tories broadcasting policy 19](#)