BSLBT Objectives

- The trust shall deliver quality British Sign Language presented programming on behalf of member channels to meet their regulatory requirement as defined by OFCOM

- It will actively seek to understand the viewing needs of the Deaf Community and will identify opportunities to provide both additional programming and secure additional funding in order to meet these needs

OFCOM Alternative arrangements

- BSLBT
- January 2010 is the 2nd year
- 2009 Broadcasters in the Trust  62
- 2010 Broadcasters eligible to join 55

The History of British Sign Language Broadcasting Trust (BSLBT)

- 2008 Ofcom set new regulations - research was commissioned and it was found that the in-vision provision was not meeting the needs of the Deaf viewers
- Broadcasters with TV Channels with an audience share of between 0.05 and 1% to either make BSL programmes or contribute to Trust
- almost all the digital terrestrial broadcasters have contributed to the trust (approx 60 channels)
- June 08 BSLBT formed
- Dec 08 BSLBT make pilot of ‘wicked’
- Jan 21st 2009 BSL Zone went live on Community Channel showing pilot
- Major broadcasters like BBC, ITV, C4, C5, CBeebies, Sky etc are still choosing to make in-vision programmes in addition to the programmes being made by the Trust

BSLBT

British Sign Language Broadcasting Trust

Brighton 24th November 2009
The BSLBT Board

Ruth Griffith – Chair
Ex Head of Subtitling at BBC was appointed as Chair of the Trust in Sept 09

Terry Riley – CEO
Was the Series Editor at the BBC producing ‘see hear’

10 Board Directors
5 from Deaf community, 5 Broadcasters

All members of the board and CEO were through an interview selection process

Deaf Directors on the board

Austin Reeves
Midlands

Nicholas Padden
North East

David Jackson
West and Wales

Penny Beschizza
Alan Murray London

Broadcasting Directors on the board

Tim Patterson – UK Style
Joanna Fitzgerald – Ex Channel 4
Oliver Foster – Ex ITV now Film Council
Ruth Griffiths – Ex BBC
Pasty Newey – Ex BBC
Carmel Gibson – BSky

RESEARCH CARRIED OUT PRE PILOT OF ‘WICKED’

- BRISTOL UNIVERSITY
- FACE TO FACE FOCUS GROUPS
- 4 NATIONAL VENUES

RESULTS ARE:

- Magazine programmes
- Documentaries
- Drama
BSL Zone – Community Channel

FREEVIEW CHANNEL 87 - SKY CHANNEL 539 - VIRGIN TV 233

Monday - 08:00 (Freeview)
Wednesday - 02:00
Sunday - 20:00

BSLBT Tendering process

- Previous Tender process first went out March 6th 2009
- ‘Strands’ include:
  - Drama
  - Children’s
  - Deaf Community and sports
  - ‘Wicked’ series 2
  - Chat
- 2010
  - Deaf World
  - Film Strand x 3
- All details were & are available on the BSLBT website
- Successful tenders were awarded on April 23rd & October 10th
- We have commissioned a total of 34 new programmes till 31st December 2009
- We will have also commissioned a total of 27 new programmes for 2010

Wicked - Series 2 from July 27th

12 Brand new programmes went out April 1st seeing
Presenters travel the country in the wicked VW campervan

Chat show – ‘Under the lamp with Carolyn’
Series 1 May 09 and Series 2 now once a month till December
BSLBT Website – [www.bslbt.co.uk](http://www.bslbt.co.uk)

See previously shown programmes on line

Programmes
You can view a list of our current programmes below. Please select the programme you wish to view and you will be taken to the programme website:

- [Under the Lamp with Gandhi](http://example.com)
- Chat – Series 1
- Wicked – Series 1
- Wicked – Pilot

BSLBT Viewing Figs

Series Two

WICKED Strand 200,000
Chat shows 400,000

BSLBT / Wicked Website now getting 4,000 a week
C C Wicked website now getting 3000 a week

Over 15 countries Australia, Asia, Japan, Russia, Latvia, South America, and Europe

BSLBT / Wicked is Global
To summarise...

- More sign-presented programmes
- More choice
- More opportunities for Deaf to work at all levels of production.
- Listening to the audience

Now for a short showreel to show the best of BSLBT output.

- Wicked
- Under the Lamp
- Deaflympics
- Little & Kids Wicked
- Drama
- Documentaries
- Deaflympics Special

Thank you for your time

We are always available to discuss any queries you may have.
You can email us on
Terry@bslbt.co.uk
Maggie @bslbt.co.uk
Or post a message on Facebook
www.bslbt.co.uk