

Impact report 2024

Purpose

The purpose of the [TV Industry Human Rights Forum](#) (TVIHRF) is to understand how TV production impacts on human rights and to create positive change by proactively addressing human rights issues in the operations of the member companies and wider TV industry. The emphasis is on production operations and supply chains rather than on TV coverage of human rights. Within this, the Forum will prioritise the most vulnerable and those most at risk.

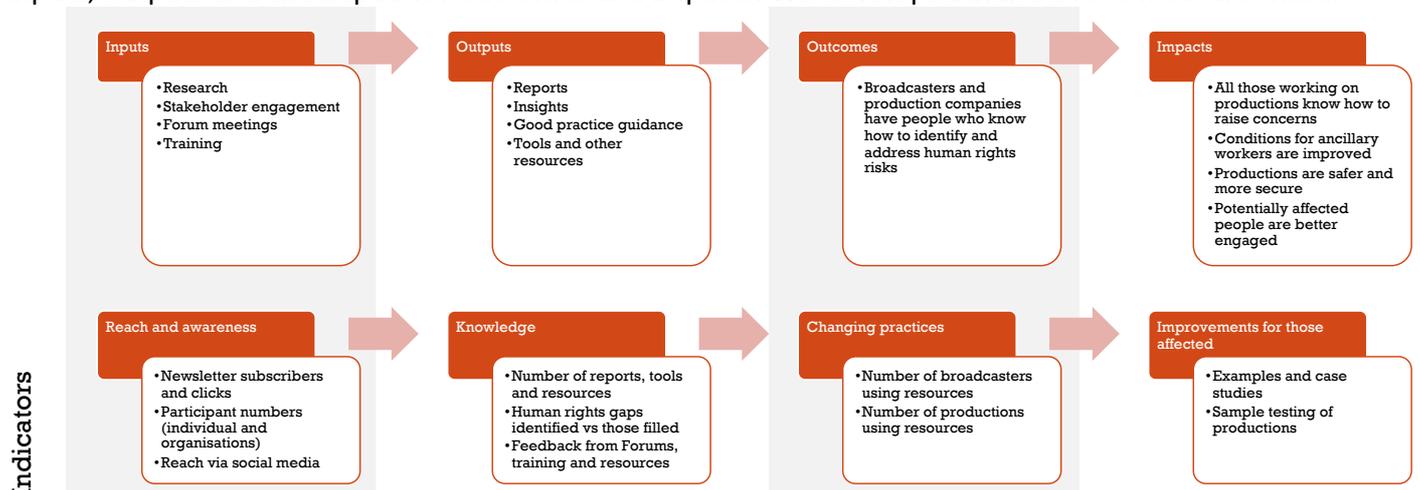
2024 objectives

In 2024, we set the following objectives in support of our purpose:

- Continue to use the Forum meetings to engage widely and bring previously unheard voices forward as guest speakers, with four main Forum events
- Conduct two major research projects
 - Human rights risks in post production (global focus)
 - A survey of working conditions for ancillary workers to TV productions in the UK
- To deliver regular opportunities to engage with outputs and issues through online bitesize sessions, quarterly training webinar, short reads and a monthly newsletter
- Continue to build and develop insights on our existing body of work
- Work towards changing industry practices
 - Collaborate with industry partners to amplify their work and ours
 - Support members to embed and use tools and resources
 - Support members to measure their own progress
 - Measure the overall impact of the Forum’s work

Our theory of change

To begin measuring the impact of the Forum, we developed a theory of change bringing together our inputs, outputs and the hoped-for outcomes and impacts. We developed indicators to measure these.



Reach and awareness

The first part of our theory of change is to build the reach of the TV Industry Human Rights Forum and the industry's awareness of our work.

We use a range of inputs to help us develop knowledge (the output section of our theory of change). These include:

1. Research – taking a human rights lens to a range of aspects relating to TV production
2. Engaging stakeholders – including potentially affected groups, production companies, broadcasters and other industry bodies
3. Running Forum meetings – these are opportunities for dialogue, knowledge exchange and workshops that generate new insights
4. Delivering training – providing free short introductory sessions to improve the understanding of a need for better knowledge, practice and impact on human rights in TV production

We measure the effectiveness of our inputs by tracking reach and awareness. In 2024, we delivered a communications plan to improve reach and awareness that included:

- A monthly newsletter to subscribers
- Social media engagement on X, Bluesky and LinkedIn
- Free introductory online training sessions on 'Human rights and TV production: the basics'
- Speaking engagements at Bectu's Big Autumn Gathering, the British Screen Forum and the Sport Positive Summit
- Delivering our training session in Japanese to a Japanese broadcaster
- Stakeholder engagement with individuals and organisations working with the creative industries

How we did in 2024

Indicator	Baseline (Jan 2023)	2023 impact	2024 impact
Number of main Forum events (number that were face-to-face)	3 (3)	4 (4)	3 (2)
Number of training sessions	0	4	4
Number of monthly newsletters	0	12	12
Number of subscribers	45	99	219
Average open rate for newsletter	63.8%	50.9%	56.5%
Invitations to speak at other Forums	n/a	3	3
No. of unique participants at Forum meetings and training sessions	n/a	130	96
No. of organisations participating	n/a	49	38



In 2024, we connected closely with other industry bodies and were invited to participate as follows:

- Creative Industries Independent Standards Authority (CIISA) – Standards Advisory Committee
- BFI Good Work programme – Behaviour change working group and Research working group
- TV Access Project – Locations roundtable

Overall, 61% of those participating in our face-to-face or online events were new to the Forum this year.

Knowledge

The outputs of the Forum are the collected knowledge that we have developed, in different formats. This year we have focused on partnership working in order to achieve greater impact and leverage the knowledge and insights of others in the industry.

- Early in the year, we partnered with the Centre for Sport and Human Rights to develop a set of **common approaches for sports broadcasters** to address human rights challenges they may encounter. Our insights contributed to the operational considerations in this document.
- Throughout 2024, we undertook a major piece of research on **human rights risks in post production**, which we published in January 2025. We conducted this work with support and insight from post production consultant Emma Butt, the Film and TV Charity and Creative Diversity Network. The research found highly problematic working conditions for many people working in post production and developed recommendations for broadcasters and productions to address the issues.
- In the autumn, we launched a survey in partnership with the University of Nottingham to understand **working conditions for cleaners, caterers, security and drivers** in TV production. This project involved recruiting four peer researchers who currently work in these roles and are active participants in the survey work. Results of the survey will be published in 2025.

Our Forums led to three white papers to fill gaps in knowledge about human rights risks in TV production, building on the rich discussions and insights shared by participants. The white papers provide guidance on:

- Human rights risks related to contributors and participants on TV shows
- Sustainability and human rights in TV: overlapping agendas
- Location due diligence: factoring in human rights

We also published a video on inclusive security practices.

This brings the total number of resources available online and to the industry to 37.

We measure the effectiveness of our knowledge-sharing by gathering feedback. In particular, we provide a structured feedback mechanism for our short training session on 'Human rights and TV production: the basics'. We ran the session five times in 2024, including once in Japanese, reaching 37 participants in total. Of those who provided feedback:

- We asked participants how useful they found the training overall on a scale of 1-5 where 1 was not at all useful and 5 was very useful. 100% of respondents scored the training as 4 or 5.
- We asked participants the extent to which they learned something new and 88% said that they learned some or a great deal of new information.
- We also asked participants whether they would recommend us to a colleague on a scale of 1-10. The average score was 9.38 and our net promoter score was 76%.

We continue to identify knowledge gaps and plan to explore the following areas in 2025:

- The evolving legislative environment and what the Corporate Sustainability Due Diligence Directive (CSDDD) means for TV productions
- How to navigate genuine ethical dilemmas and what a human rights lens can bring to decision-making

Standalone tools

At Forum events, we harness the collective brainpower of those attending to develop useful outputs and standalone tools for wider use. This page collates some of those developed so far.



Changing practices

The intention from the work that we do is that those working in the industry use the tools and guidance we produce to change their practices. However, we recognise that change needs both time and momentum.

Influencing for change

In 2024, we focused on collaboration to ensure that the insights and tools we have are incorporated into other industry initiatives effectively. To that end, the Forum has been:

- Represented on the Advisory Standards Committee as part of the creation of the new Creative Industries Independent Standards Authority (CIISA)
- Involved in discussions on the development of the Work:wise for Screen programme, funded by the BFI, which will share our resources
- Represented on the behaviour change and research component of BFI's Good Work programme
- Engaged closely with the Film and TV Charity and Creative Diversity Network on a project to look at human rights risks in post production
- Partnered with the University of Nottingham on a project to understand working conditions for cleaners, caterers, security and drivers on TV production
- Part of a roundtable hosted by the TV Access Project on making locations accessible
- Represented at Bectu's Autumn Gathering with a session introducing the relevance of human rights to TV production

We have also continued and initiated a wide range of discussions with industry stakeholders, sharing unique insights and ensuring that all rightsholders are considered in industry discussions.

Measuring progress

During the year, the steering group worked to develop a methodology for members to measure how effectively their productions and departments respect human rights in their approaches. The methodology is designed as a maturity matrix so that organisations can assess where they currently are; identify what steps they need to take in order to improve; and track their progress over time.

The methodology will now be tested to ensure it is fit for purpose.

Prompting new action

We track pledges to take action following our short training course, delivered four times in 2024. Of the participants providing feedback, none said they would take no action.

- 75% of people providing feedback said they would talk to their colleagues about human rights
- 63% said they would come to a future Forum meeting
- 100% said they would try out Forum tools and resources

Next steps

In 2025, we aim to pilot the methodology we have developed to support our members in tracking their progress, which should enable us to improve the extent that we can track the outcomes of the Forum's work overall.

Improvements for those affected

The ultimate goal of the Forum's work is to improve the experiences of those whose human rights are adversely impacted by TV production. Our focus is on people and issues that we believe are currently under-addressed and a significant amount of our work to date has concentrated on those in ancillary roles who provide low paid but essential support to TV productions, including cleaning, security and driving. In 2024, we added post production workers as a separate category of people at risk of adverse impacts from TV production and the launch of our report on post production in January 2025 we hope will lead to change for many of these workers.

With the resources we currently have, it is not straightforward to measure improvements to affected groups or be able to attribute any progress to the Forum's work. However, in 2025, we aim to publish the results of our survey of ancillary workers which could act as a baseline against which to understand whether the situation in future is improving or not. And we will continue to collect case studies from our members and for individuals working in the sector.

Final remarks

The TV Industry Human Rights Forum began in 2017 when a group of individuals working for different broadcasters identified a significant gap in understanding of the human rights risks related to TV production and began meeting informally. Since then, the Forum has become more established, undertaken and published several pieces of research, shared insights through white papers, expanded our work internationally and developed a wide range of practical tools and resources for those working in and on productions.

This is the second Impact Report that we have developed as we aim to measure our efforts to improve respect for human rights across the sector as a whole. We welcome feedback and continued dialogue from all stakeholders in this project.

Acknowledgements

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www.tvhumanrights.org

BBC
STUDIOS

itv

sky

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