

# Ikea, Nivea and Grolsch join Kopparberg boycott of GB News

*That is tonight's headline in the [the Telegraph reported](#).*

The new media business ... has accused competitors of blocking its access to "pools" footage, video of public events produced by the country's three main broadcasters.

In a letter sent to the CMA, Ofcom and the Culture Secretary, lawyers for GB News claimed that the BBC and other major broadcasters' move could amount to "an abuse of their collective dominant position".

GB News claims it had a deal with Reuters, the news agency, to supply footage of Parliament and political events produced by the BBC, Sky and ITN. The pooling system reduces the number of film crews needed at any event. But Mr Neil's broadcaster alleges that the agreement has fallen apart amid pressure from incumbents, with rules for accessing the video content changed from Monday – the first full day of shows on GB News.

*The Telegraph* understands that GB News also wrote to Reuters, and has received a response saying that the news agency is standing by the decision to block it.

[Thanks for bringing this to our attention](#). We want to make it clear to everyone that our ad ran on this channel without our knowledge or consent. Kopparberg is a drink for everyone and we have immediately suspended our ads from this channel pending further review of its content

*Nivea, Grolsh, the Open University, Ikea (awful furniture anyway, in my opinion) and Pinterst have all said they will pull their adverts. The twitter feeds and Facebook pages of Kopparberg, Grolsh and Nivea are full of comments reminding*

*the companies that a boycott can work both ways, that the saying is Go woke – go broke, and the British people who will be watching GB News are not to be underestimated.*

A source at a GB News advertiser said brands should resist the pressure exerted by Stop Funding Hate due to the threat posed to freedom of speech. “Those calling for an advertising boycott of the channel are playing directly into the hands of the GB News agenda – the “wokewatch” researchers can probably take the next month off,” they said. “This can be a tough debate for brands, as it’s so often spun as a values issue, but at its core this about freedom of speech and freedom of the press”

*The viewing figures are early days of course but I will be continuing to watch. Their website, where you can [is here](#)  
Available on Freeview 236, Sky HD 515, Virgin Media HD 626, YouView 236 and Freesat HD 216*

*Top comment at the Telegraph at time of posting, from the wonderfully named Jimi Hendrix*  
Wow, the left really hate a free press don't they?