

June 2025

BPSB
X
Cannes
lions

Impact Report



www.Blackpeopleinsportsbroadcasting.co.uk

Registered name Boujie Media Training C. I .C Company number 13483991

Message from the Founder



When we founded Black People in Sports Broadcasting (BPSB), our mission was clear: to put authentic Black voices at the heart of sport, branded content, and live events. Today, this work is more critical than ever. Recent Ofcom and Diamond reports show that, despite progress, Black professionals remain deeply underrepresented, with just 3% of off-screen contributions and only 2.6% of senior roles, well below UK workforce averages.

Yet, key diversity data still overlooks sports broadcasting as a unique sector. That's why BPSB is now pushing for a dedicated Diamond reporting line for sports to ensure our sector's challenges and achievements are finally visible, measured, and addressed.

Thank you for standing with us. Actual change only comes through focused, collective action. Every new partnership, every opportunity, and every story moves us closer to real representation throughout the media industry.

Sam Fray

Looking Forward



BPSB is building on the success of our first Cannes delegation by expanding opportunities and deepening our impact in sports broadcasting. Guided by the latest findings from Ofcom and the Creative Diversity Network (CDN), we know urgent action is needed.

primarily to enhance Black representation in off-screen and senior roles throughout the industry.

A major priority for 2026 is to work with CDN and broadcasters to secure “sports” as a dedicated reporting line within sector diversity data. Without this visibility, the real barriers and progress for Black professionals in sports media remain hidden. We will actively campaign for this change, ensuring our community’s experiences help drive national accountability.

Alongside our advocacy, we are focused on scaling collaborative programmes like Ignite Mentoring with BWIPP, The Farm, and the Global Media & Entertainment Talent Manifesto to provide sustained guidance and connections for Black talent, from the earliest career stages through to leadership.

True inclusion must be UK-wide. That’s why we’re launching outreach and year-round programming in the Leeds City Region and Manchester, supporting the growth of creative networks beyond London and helping local Black communities access sports broadcasting opportunities.

To achieve this, we are seeking funding to hire dedicated staff, boosting our ability to offer tailored support and deliver lasting, measurable change.

We invite all partners, sponsors, and creative leaders who share this vision to join us in helping us make sports media genuinely representative, regionally inclusive, and a champion of Black excellence at every level.

What are we doing

Black People in Sports Broadcasting (BPSB) is a movement dedicated to transforming who creates, leads, and shapes the future of sports broadcasting and live events.

In June 2025, we launched our flagship programme: taking seven talented Black creatives and emerging leaders behind the scenes at the Cannes Lions International Festival of Creativity. This world stage provided our delegates with an unprecedented opportunity to engage with global industry leaders, gain essential skills, and build professional networks.

We deliver:

Access: Opening doors to the world's top creative industries and elite events

Mentorship: Structured guidance through our Ignite Mentoring Programme (with partners BWIPP, The Farm, GMTM)

Community: Fostering a national network for Black talent in sports media from students to senior professionals



Delegate Voices

"Sponsorship from Black People in Sports Broadcasting allowed me to take up space where historically Black creatives have been excluded. I gained new friends, connections, and inspiration. This trip has confirmed my desire to continue in this industry and push the boundaries of representation."

Laura Njoku

"Sam Fray did a wonderful job organising and leading us. It opened my eyes to how global this industry is."

David Shina-Aluko

Why Are We Doing It?

Despite years of DEI initiatives, the latest Ofcom and CDN Diamond reports show Black professionals remain starkly underrepresented off-screen and in senior roles across sports broadcasting and TV.

- Only 3% of off-screen TV roles are held by Black professionals, versus a 4.9% workforce average
- Senior Black representation is just 2.6%
- Existing diversity data captures TV genres but not sports as a dedicated sector.

Why Cannes?

Sports media is changing where storytelling, branding, and live production converge. Global events like Cannes Lions set the agenda and open relationships that define career and industry progress. BPSB is committed to ensuring that Black talent is included and visible at the heart of these conversations.

Cannes Lions is the world's most prestigious festival celebrating creative excellence in marketing, branding, and media. For Black professionals in sports broadcasting, branded content and live production, it provides unparalleled access to global industry leaders, exclusive learning opportunities, and direct pathways into the creative and commercial heart of the sector.

This presence matters: In recent years, dedicated initiatives and partnerships have increased Black representation at Cannes Lions, providing Black creatives with visibility, networking opportunities, and the ability to influence global industry standards. Such access supports both personal development and systemic change, helping to break down barriers in branded content and live event production, and shaping the future of the industry.

Our goal is to break barriers for access, for retention, for leadership—and build a sector that truly represents the communities it serves.



What Have We Achieved To Date?

Inaugural Impact:

- Successfully recruited and sponsored 7 Black delegates from across the UK, representing film & TV, live events, and sports media.
- 100% of delegates made significant new professional contacts; 75% connected with senior leaders
- Average experience and development scores: 4.3/5 (professional growth, community, opportunity)
- Total raised: £3,030.08 from a £10,000 target (30% of goal achieved)
- Formal partnerships established with BWIPP, The Farm, and the Global Media & Entertainment Talent Manifesto
- Launched Ignite Mentoring, linking experienced professionals with new talent

Proof of Concept:

Our delegates unanimously recommend the programme, and their career aspirations have been strengthened as a result. We have built new strategic relationships and have begun to shift the conversation about Black presence and leadership at the industry's top table.



IMPACT



The Faces Behind BPSB at Cannes Lions 2025



Meet the gifted Black professionals infusing new viewpoints into the world's leading creative arena.

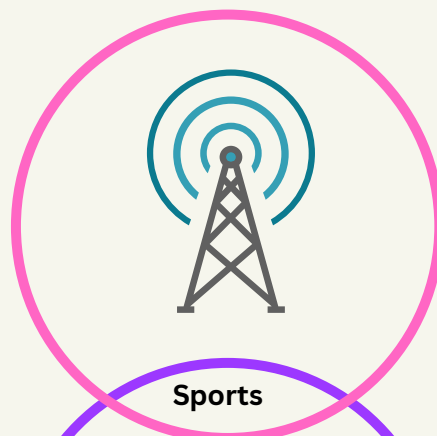
We've secured spots for four Black creatives and three BPSB team members making it seven of us traveling to Cannes.

Our Three Pillars

1

BROADCAST PRODUCTION

Developing Black producers, directors, technical leads, and creatives for live sports and studio entertainment.

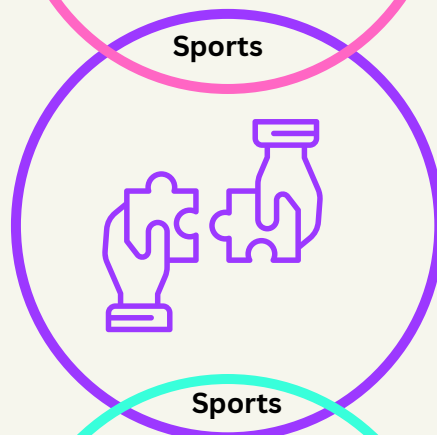


Sports

2

BRANDS & PARTNERSHIPS

Connecting Black talent with top brands like Spotify, Amazon, JD, and FootLocker to drive branded content, campaigns, and strategy.

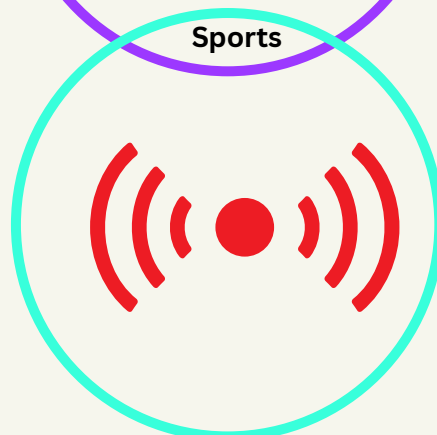


Sports

3

LIVE & EXPERIENTIAL EVENTS

Supporting Black professionals to produce and direct sporting events, festivals, and branded entertainment experiences.



OUR APPROACH

- Access to industry mentors and hands-on training
- Partnerships with sports broadcasters, production companies, brands, and event companies (e.g. Spotify, Amazon, LiveNation, JD/FoodLocker)
- Building self-belief in talent from under-represented backgrounds
- Real examples: Sponsored placements, skills training, campaign shadowing, live event experience

What Do We Need / Want From You?

1. Be Part of Lasting Change

Advocacy: Support our lobbying for "sports" to become a dedicated category in national diversity data, so progress and gaps become visible, measurable, and actionable.

Network: Introduce us to key decision-makers, particularly within broadcasters, creative agencies, and sports brands.

2. Investment & Resources

Funding to increase delegate places, improve programme infrastructure, and (critically) hire dedicated BPSB staff so that we can deliver programming, outreach, and impact at scale.

Partnership to expand our regional outreach in the Leeds City Region and Manchester, making access truly national.

3. Visibility

Amplify our story: help ensure that Black creative excellence is visible, valued, and celebrated at every level of sports broadcasting.



Call To Action

BPSB has proven that targeted, collective action makes new pathways possible in sports media. But systemic and sustainable change requires deeper support.

Join us in:

- Building national and regional networks for Black talent
- Championing diversity where it matters—off-screen and in leadership
- Backing our call for sports to have its own line in national diversity monitoring

Contact Sam Fray:

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Let's work together to make Black leadership, creativity, and innovation central to the future of UK sports broadcasting—on every screen, in every region.



Resource List

OFCOM

Ofcom. (2025). Media Nations: UK 2025 – Media Habits of Adults Report. London: Ofcom.

[Key insights on diversity and representation in UK broadcasting, especially off-screen roles]



CREATIVE DIVERSITY NETWORK (CDN)

Creative Diversity Network (CDN). (2025). Diamond: The Seven Point Five Cut. On and Off-Screen Diversity in Television (1 August 2023–31 December 2024). London: CDN.

[Latest comprehensive data and analysis on diversity across UK TV production, including senior roles and off-screen professions]



ACKNOWLEDGED PARTNERS AND DATA CONTRIBUTORS

- The Farm Group
- BWIPP (Black Women in Production & Post)
- Global Media & Entertainment Talent Manifesto
- Fast Track to Fearless
- Black Music Festival
- ERA Programme
- BBC Studios

