



JAWAD IQBAL

Advertiser boycott of GB News is spineless stupidity

Jawad Iqbal

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There is something both sinister and stupid about the advertiser boycott of GB News, Britain's newest television channel, which has only been on air for four days. The channel, which was good enough to pass the stringent tests set by broadcasting regulators, has been deemed beneath the standards of corporate giants such as Ikea, which have [pulled their on-air advertising](#). Since when did it become the role of big business to police the parameters of acceptable public debate on television or anywhere else?

Ikea explained the decision by claiming the channel wasn't in line with its "humanistic values". These values presumably include spying on staff, for which the firm's French division was fined £860,000 this week. Kopparberg, the Swedish cider company, said it too

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