The BAI's Vision 2017-2019 was published in February 2017. In the Strategy document, the BAI outlined its vision for the broadcasting sector, including its role in promoting diversity, enhancing innovation, and achieving excellence. The BAI also supported the broadcasting and wider media sector through its codes and rules.

In 2017, the BAI received 109 valid complaints relating to programming and 187 complaints relating to advertising. These included 43 complaints about fairness, impartiality in news and current affairs coverage. Other complaints related to codes and rules.

The BAI also received 113 complaints in instances where complainants are not satisfied with the response to their original complaint. These included complaints about the handling of complaints, the decision of the BAI, and the response to the final decision.

The BAI also received 40 complaints relating to its advertising/sponsorship rules and the BAI’s decisions in respect of sponsorship.

The BAI also received 13 valid complaints relating to the Code for Political Programmes and 19 complaints relating to the Code for Political Programmes.

The BAI also received 18 valid complaints relating to the Code for Programme Standards and 20 complaints relating to the Code for Programme Standards.

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