



Good Morning Britain - 10 Year Anniversary Press Pack

UNDER STRICT EMBARGO: 21:00 Sunday 28th April 2024

Must Credit: Good Morning Britain airs weekdays from 6am on ITV1 and IT VX

**EXCLUSIVE PRESS PACK INTERVIEW QUESTIONS WITH THE GMB TEAM PLUS GMB
STATS AND FACTS**



Additional images available to download [here](#)

Good Morning Britain will turn 10 on Sunday 28th April and the show will mark its anniversary on Monday 29th April from 6am.

ITV1 and IT VX's flagship breakfast show, Good Morning Britain, has been setting the news agenda since 2014. Each three hour live programme brings viewers the breaking news they are waking up to, debates the UK's most topical issues and features the biggest entertainment and human interest guests and stories.

Since its launch in 2014, GMB's share of viewing has grown 7%, from 15% in 2014 to 22% today. So far this year, GMB is reaching an average of 5.4m viewers a week with a high of

5.8m, it has been streamed 18 million times and sees daily peak audiences of more than a million.

As the award-winning show approaches its 10 year anniversary, some of GMB's key onscreen presenters reflect below on what their most memorable moments have been during their time on the show so far.

Susanna Reid

What has been the most memorable moment for you from your time on GMB?

The first one has to be the launch. I remember sitting next to the wonderful Ben Shephard, who just as the opening credits were rolling whispered "You'll never get a second chance to enjoy this moment because this is the only moment we'll ever launch this programme, Good Morning Britain, on ITV to the nation. So enjoy every second of it." You can be quite nervous when you're presenting a new programme as there's a lot of pressure, lots of responsibility and there is obviously lots of media attention. And when he said that, I just thought 'You're absolutely right!' In that moment when the music's running - yes, just enjoy it! So that's such a memorable moment for me. The second would have to be the Queen's funeral. She is our longest reigning monarch so to be part of the coverage which sort of held the hands of the nation throughout the death of the Queen, reporting live from Westminster Abbey. It was incredibly moving. And interviewing Boris Johnson at No 10 just months before he resigned. Challenging the Prime Minister live on the programme from the heart of government made headline news. A hugely important moment as I asked him the questions the viewers most wanted the answers to.

But other than that, there's been just so many terrific interviews, and viewer interactions. Every day is different and every morning, there is something terrific on the programme, which just makes working here a joy.

In your opinion, how has the format of broadcasting changed over the last 10 years?

There's many more channels and we're in competition with the streamers, which means people's attention is more distracted. But the positive thing about that is that you now get instant feedback from the viewers and it is so useful. Our viewers were able to instantly react and send us their experience of antisocial behaviour and I was able to read them directly to the minister! That's improved broadcasting immeasurably because you have a proper connection with your viewers. It feels very live and dynamic. We always knew we were in people's homes but now people can be in the studio with us from online too.

What do you love about broadcasting live to the nation?

We have such an engaged audience and that has held up and stayed strong from the moment we launched to 10 years later. It's live every day and you never know what's going to happen. People can say things that you don't expect, even sometimes your co-presenters! We've had environmental protesters, we've had someone come in dressed as a piece of broccoli. You might have animals doing unusual things. You might even get kicked in the head! But you take it all in your stride and it is the joy of live broadcasting. Every single programme is different and that's what I love about it.

How do you cope with the early morning starts?

I've always described it as airport time, because normally, the only time you would get up at that time of the morning is to go and catch a flight! And in a similar way, the adrenaline is kind of flowing from the moment that the alarm goes off. I set three alarms, 3:40, 3:45 and 3:50. I snooze the first one, I wake up on the second one, and I get out of bed on the third one! There is no turning back, you cannot lie in, you can't switch off one alarm and go back to sleep. You have to be up and rolling with it the minute you get out of bed. I normally have a nap during the day and I tell myself 'It doesn't matter if you sleep, whether you're lying in bed and napping, or you're lying in bed and trying to sleep, it doesn't matter if you're actually asleep. Don't put pressure on yourself to sleep. Just lying there is enough - you're resting.' I find if you start panicking about how much sleep you're getting, that stops you sleeping. Just lie there and whatever you get, even if it's eventually five minutes because you can't fall asleep, you are resting your body and it will be enough to get you through the next day.

What three must-have items would you be lost without in your dressing room?

My make-up artist, my hair stylist and Debbie the stylist!

If you could give a message to our loyal viewers over the last 10 years, what would it be?

We wouldn't be doing this without you. Thank you for staying with us. Thank you to all those people who joined the programme. Thank you for watching and for keeping us in touch with what really matters to you because we totally appreciate that your experience is at the heart of the programme.

Kate Garraway

What has been the most memorable moment for you from your time on GMB?

There's so many incredible memories to choose from! All the events that surrounded the passing of Her Majesty Queen Elizabeth II were so special. It was such an honour to be part of it - a real sense of history. Being there as a commentator at Buckingham Palace the days after her passing and then again throughout the moving funeral day itself. We also had a special extra programme over the weekend which I was lucky enough to host solo, marking the moment her coffin left Balmoral to make its journey to London for the last time.

We are lucky enough to interview so many stars over the years that you begin to feel part of their journey as they grow up and develop. The young gang of the Harry Potter films were barely teenagers when I first met them so it's great to catch up with them on their latest projects. Renee Zellweger always makes me giggle. On the third Bridget Jones movie *The Edge of Reason* - she came into the gallery to watch how our show is put together and even used some of our studio crew in the filming. Then I went onto the set of Bridget's bedroom and she said "welcome to your home" - so much of my life seems to have echoed the character Bridget Jones' adventures!

But of course it's actually often the people who aren't famous who move us most - those with the powerful stories of their own lives that really move you and those who inspire and make you giggle.

In your opinion, how has the format of broadcasting changed over the last 10 years?

So much has changed over the last decade. Everybody in a way is a news gatherer because we all have cameras on our mobile phones, and people are much more likely to record events themselves and send them to us than they would have done ten years ago. Also, with social media playing such a big part in everyone's lives, people are very interactive with us even whilst we are on air. But, fundamentally the core of what we do is the same, which is being a trusted team to deliver the news that everybody needs when they're waking up to get on with their day. Something to make them laugh, something to chat about at the water cooler and something that directly affects their lives. Our core drive to help people to understand the world around them better, and stay on top of the news that's important to them, has stayed the same.

What do you love about broadcasting live to the nation?

It's an unbeatable buzz! There's something so exciting about being up before dawn and getting abreast of the day - obviously none of us like the alarm clock gong off so early - but once you are over that, it's great! There's something so special about the connection we have with the people at home who watch at that time of day. Maybe it's because people are feeling quite vulnerable just waking up themselves so they don't have the extra barriers that they might do at other times of the day. Also, because I have been on ITV breakfast for so long, so many people tell me they have memories of watching me with their mum before going to school, now their children are doing it with them - so it feels special to be a part of family memories in that way.

How do you cope with the early morning starts?

You'd think I'd have it down by now wouldn't you! I guess I must be a morning person. If I wasn't when I started, I most certainly am now. I have six alarm clocks - electric, battery, and clockwork ones to cover all bases! The best trick or tip is the fact that we all love what we do, so I am always aware that when I'm groaning getting myself out of bed, that a lot of people are getting

up and out just as early to go to jobs they might not enjoy or to go and do things that are much more frightening or challenging than we do, so the fact we are all so lucky to be doing it is what keeps us going.

What three must-have items would you be lost without in your dressing room?

Hair serum is a must! If left untamed by our expert hairdressers, my hair quickly turns into a huge bush to the size where some mornings it can have its own postcode! I also love false eyelashes, because I think they open up the eyes after having very little sleep. But the most important thing is actually our laptops because we can log in, have a look at the running order and get cracking even while the news team is busy working on other things.

If you could give a message to our loyal viewers over the last 10 years, what would it be?

Thanks so much for watching us over the last ten years. We've loved having you with us on GMB's journey, don't go anywhere because it's going to get even better! Here's to another ten years.

It's not been an easy decade for so many people, there've been a lot of ups and downs in terms of what has happened in our lives but the great thing is, it feels like we genuinely are a great big family - as cheesy as it sounds. I've learnt from my own challenges over the last five years that we are all connected to GMB - including the viewers - and having that in common, can see us through anything.

Charlotte Hawkins

What has been the most memorable moment for you from your time on GMB?

There have been so many stand-out moments over the years. From that very first morning where we all sat round the desk with such a sense of anticipation of being there to launch a brand new show, and all that was to come. There have been the breaking news stories, the emotional and inspiring interviewees, those with extraordinary stories. But for me, it has to be the time Hollywood came to GMB and I was asked to appear in Bradley Cooper's film *Burnt*, and I got to interview him about it. A moment I will never forget!

In your opinion, how has the format of broadcasting changed over the last 10 years?

People watch television in different ways now, an increasing number don't watch as much live television, they catch-up with programmes or watch clips online. Breakfast news remains that one appointment to view, as people still want to start their day knowing what's going on in the world and it's a privilege to be there with GMB to do that.

What do you love about broadcasting live to the nation? What are the challenges?

I absolutely love my job, and I never take for granted how lucky I am to be the one who's there first thing in the morning keeping everyone up to date. No two days are the same, it keeps you on your toes as anything can happen! I work with a fantastic team of people who

are brilliant at their jobs. The challenges are being on your toes to adapt at a moment's notice, and being prepared for anything and everything.

But I love the fact we don't just deliver the news but our aim is to engage with viewers, ask the tough questions on their behalf and hold authority to account. We try to do things a bit differently by discussing the things we think will get people talking, while bringing some humour to brighten up people's morning!

How do you cope with the early morning starts?

I get up at 2.45am and have two alarms just in case! I'm always straight up and in the shower before I even have time to think about what time it is. I try to get to bed at a reasonable time to make up for it - it's often the same bedtime as my 9 year-old! Some nights you won't have had much but feel like you're firing on all cylinders, some nights you'll have had loads but still feel like you need more. My job is to be bright eyed and bushy tailed no matter how sleepy I may be feeling!

What three must-have items would you be lost without in your dressing room?

Cup of tea - it's a much-needed pick me up in the morning! The newspapers - I always read them all first thing, it gives you a good overview and diverse range of opinions, and Make-up - looking awake is a big step towards feeling it!

If you could give a message to our loyal viewers over the last 10 years, what would it be?

Huge thank you for watching, for getting in touch, and for those who have come up and said 'hello'. We wouldn't be here without you.

Ranvir Singh

What has been the most memorable moment for you from your time on GMB?

There have been so many it's hard to choose, but off the top of my head I'd say reporting from inside the White House and also doing a morning of lives from the refugee front line in North Macedonia and us being the first crew to do that from that spot - and of course winning the Golden Nymph award in Monaco at the Monte Carlo Television Festival for presenting on the morning of the terror attack at Westminster. Michael Douglas was on stage to hand it over!

In your opinion, how has the format of broadcasting changed over the last 10 years?

We still do what we've always done, which is get underneath the skin of a story to figure out why it's important to our audience and tell it in a compelling, engaging way. But combating the proliferation of fake news on social media is obviously a huge part of the job [now]. We

don't just sit behind screens, our team gets out there and talks to people, and telling the truth is something that we all feel dedicated to doing, just as we did a decade ago.

What do you love about broadcasting live to the nation?

Nothing beats the buzz of it, I mean, nothing! You have to be somebody who enjoys the thrill of performance, the pressure of 'now or never'. When the red light goes on, something happens inside and you feel ready even if 10 seconds beforehand you weren't!

How do you cope with the early morning starts?

I'm afraid there is no secret to it. If you go to bed too late, you will wake up feeling absolutely horrific and yet you still have to jump out of bed, get in the car and get to work! The great thing is that by the time you're in the morning meeting, and certainly by 6am you've fully woken up, you've read all your briefs and you feel completely ready to do the job ahead.

What three must-have items would you be lost without in your dressing room?

Clothes hung up behind the door by the stylist every morning, my briefing notes and concealer for dark circles.

If you could give a message to our loyal viewers over the last 10 years, what would it be?

It's amazing that you've grown to love the show and trust us to bring you the news in a lively, punchy way everyday. Thank you!

Richard Madeley

What has been the most memorable moment for you from your time on GMB?

Probably the morning I turfed a cabinet minister off the programme for repeatedly refusing to answer a straight question! They all do it, but this was a particularly outrageous example. The then defence secretary Gavin Williamson just kept blatantly dodging a really simple query. What really annoyed me was the disrespect being shown not to me, but to the viewers. We ask questions on their behalf, not ours. I suddenly heard myself say: 'OK, interview terminated because you won't answer the question.' I'm not sure who was more shocked, him or me!

In your opinion, how has the format of broadcasting changed over the last 10 years?

It's become sharper, faster, but warmer too. The show has developed a really distinct personality. It bubbles with a businesslike self-confidence, and genuine friendliness, too. Live programmes like this are notoriously difficult to get right but I think the GMB team have really nailed the format and, crucially, the tone, too.

What do you love about broadcasting live to the nation?

It might be a bit of a cliché to say it, but it's just terrific being part of the national conversation every morning. I've been a reporter since I was 16 on my local paper, and I think that's fundamentally what I am still – a reporter. I love bringing breaking news, and particularly the story within the story, to the viewer. The show is also three hours long – six times longer than most regular bulletins - so often the story mutates and develops while we're on air. That's tremendously challenging but can be very exciting, too.

How do you cope with the early morning starts?

Before I joined GMB, I assumed that if you worked regularly on breakfast television, you'd quickly come to see the early starts as normal. I was wrong! It's always horrible when the alarm goes off in the pitch dark. I have three alarms – I'm paranoid about relying on just one and it not working. I get everything ready the night before; clothes are ready over a chair; toothpaste on the brush; tea made in a flask downstairs; and the car radio (I drive myself in) set to 24-hour LBC news. It takes me exactly ten minutes to get out of the house and on my way in!

What three must-have items would you be lost without in your dressing room?

My globe of planet Earth – the quickest way to locate some far-flung place where a news story has broken overnight. My favourite after-shave – it makes me feel spruced up and refreshed and somehow a bit more ready to face the world.

If you could give a message to our loyal viewers over the last 10 years, what would it be?

Thanks for all the feedback! I love hearing in person what viewers made of a particular interview or item, why they liked it, or maybe why not because GMB is your programme, not ours. We make it for you, not ourselves. So it's important we get it right. Here's to the next ten years!

Adil Ray

What has been the most memorable moment for you from your time on GMB?

My second ever show was in August 2018, and I was thrown straight into the deep end as the story broke of the horrific car attack in Westminster. Bearing in mind I had never really done live television news, it was quite a morning! I learned very quickly to stay calm and trust your team. By the end of the show, I knew I wanted to be around for a while. That particular programme went on to win one of GMB's first news awards; Live Breaking News at The Monte Carlo Film Festival.

In your opinion, how has the format of broadcasting changed over the last 10 years?

I think there have been huge improvements in diversity and GMB have led the way. From a strong female line up on air and behind the scenes as well as voices from across the UK and of different classes and backgrounds. I was recently reminded that I am the only British Asian male, and Muslim, on breakfast television. It feels like a huge honour to be part of such important change. Our country is nothing without representation from all of our communities.

What do you love about broadcasting live to the nation?

It is a huge responsibility. The viewers are incredibly loyal and expect a certain standard and depend on us. And what I love is that as a show, we don't always take ourselves too seriously. We need to be able to make that turn from serious news to fun, but being real and not contrived. Maybe that's when my acting experience comes into play? Right?

How do you cope with the early morning starts?

Tea, tea and more tea! I look forward to wearing a sharp suit, with a neatly ironed shirt and collar. My Dad was a bus driver for nearly 40 years and my earliest memory was seeing him head to work dressed immaculately in a crisp shirt and tie and shiny black shoes. He took pride in his work. If you look good, you feel good.

What three must-have items would you be lost without in your dressing room?

Tea, the papers and some clothing. I mean, that would be a huge loss to my dignity and career!

If you could give a message to our loyal viewers over the last 10 years, what would it be?

Thank you for watching and making us honest. After all, it is your show.

Ed Balls

What has been the most memorable moment for you from your time on GMB?

So for me, the very first time I was on GMB - my first reading from reading from the autocue and the incredibly generous way Susanna and the whole GMB team supported me through my first Monday morning. We've also done so many brilliant interviews over the three years I've been doing it. But I think, for me, Donny Osmond is right up there. We interviewed him and he would sing the answer to the question. I asked him about his first big UK hit and he sang, 'And They Called It Puppy Love'. I then said, Donny indulge me and I sang live to Donny, 'Love me for a reason'... and I waited, thinking Donny was going to sing back 'let the reason be love'. There was a pause and Donny Osmond, from Las Vegas, said 'Ed, let me do the singing'. Charlotte [Hawkins] and everyone in the gallery fell about laughing, it was really funny!

And of course, I can't not mention, I'm afraid, when I kicked Susanna in the head live on television. It really wasn't on purpose! It demonstrated what happens when people put their feet on the airline seat in front of you. You might kick someone, which I did! Susanna was so brilliant about it. I've never felt more apologetic.

In your opinion, how has the format of broadcasting changed over the last 10 years?

Ten years ago I used to come on Good Morning Britain and be asked questions by professional GMB presenters. Ten years on, I get to ask the questions! So from a personal perspective, it's turned 180 degrees. We are still a programme where very many people watch live and wake up with us in the morning, and what a privilege that is. [But] there are still lots of people who watch on catch-up now too. Following the pandemic and technology, it's much easier for us to have people interviewed live from their homes. We can have a meeting at 5.30am in the morning and say we'd like to speak to this person and within an hour, it can be fixed and from their computer at home. That makes us more immediate and current. We now also have so many more clips and social media clips - things happening in real life - people record everything that they do. You wouldn't have had that kind of content and material ten years ago.

What do you love about broadcasting live to the nation?

I love the privilege of being in people's homes. We are explaining first hand, things that are really important, things that are going to have a direct impact on people's lives. What's happening to gas bills or hospital charges or NHS waiting times or the weather... And it's immediate. We are there to ask the questions, in a powerful way, to the relevant people. Whether that's ministers, business leaders, people in public services. Asking the questions that they want asked. And I love the fact we do so many subjects over the course of three hours. Sometimes they are of very serious importance, sometimes they are very sad, painful or difficult. Then sometimes they are hilarious, fun, what's on TV that night... We have the chance to move between all of these issues that touch people's lives in such a direct way. It's our responsibility to cover all of the topics in three hours. It's exhilarating and a great honour.

How do you cope with the early morning starts?

Not to drink any alcohol the night before! I set three different alarms on my phone and have another alarm as well. In the morning I like to do exactly the same routine every day. The only thing that changes is that in mid-winter, it's so dark and cold and in the summer it's light when I leave the house at 3.45am in the morning. On my way in I look at the running order, check my phone for the news and read every newspaper. I like to have a cup of tea before we go on air, a moment of calm before the excitement of the show.

What three must-have items would you be lost without in your dressing room?

If there wasn't a suit, a tie and a shirt I'd be in a lot of trouble! I need to have my contact lenses. The other thing - which is a superstition of mine - I have a quick spray of purple Elnet

hairspray! The makeup and hair guys think it's mad as noone has purple Elnet anymore. But when I was a little boy in the 1970's, I used to go to the hairdressers with my Mum. Elnet reminds me of growing up with my Mum and being with her. It's such an evocative smell. That little spray of Elnet in the morning before I go live makes me remember my mum and growing up and it calms me down. I don't really care about getting my makeup done, but I do care about getting that spray of hairspray!

If you could give a message to our loyal viewers over the last 10 years, what would it be?

We can only do this programme because our viewers watch and engage with us. GMB starts with the viewers, they are in charge. I spent 20 years in politics and Government because I believe in public service. Now I do GMB because it's a new form of public service for me. We're there to serve our viewers and ask the questions they want, deliver the news and entertain. If they ever feel we're not asking the right questions, they tell us because we are always listening. It's about them, not about us.

Laura Tobin

What has been the most memorable moment for you from your time on GMB?

For me, broadcasting live from the Arctic in Svalbard to highlight the impacts of climate change which is warming faster than anywhere else on Earth. I saw the impacts of climate change, I heard the stories from the people who are impacted, how the landscape is changing, how wildlife is being impacted and felt the reality and we broadcast to share this all with the GMB audience.

In your opinion, how has the format of broadcasting changed over the last 10 years?

For myself as a meteorologist, I still present my weather forecast - but increasingly I add climate content, severe weather and space stories to be more engaging and informative to the viewers.

What do you love about broadcasting live to the nation?

I love it. The weather is one of the most talked about topics in the UK and I get to tell people what is happening every day and why - I like adding a bit of science! I really enjoy being on location, broadcasting from all across the UK from beautiful settings and meeting our viewers too. My big challenge is fitting lots of information into a short time.

How do you cope with the early morning starts?

You never get used to the early mornings. I don't drink tea or coffee, so my pick me ups are sweets. I have a jar in my room which I often find looks emptier than I remember because Ben Shephard also has a sweet tooth!

What three must-have items would you be lost without in your dressing room?

My laptop to check my weather forecast, drawings from my daughter, my wardrobe - myself and Debbie in wardrobe are working hard to buy no new clothes this year - we're shopping in our wardrobe, renting & buying pre loved to still look great each day.

If you could give a message to our loyal viewers over the last 10 years, what would it be?

Thank you for loving the weather as much as me and all the cool science. And thank you for coming up to me to talk about the weather and the show. I genuinely feel so lucky that I have the best job in the world talking about weather!

Richard Arnold

What has been the most memorable moment for you from your time on GMB?

So many memories - Celine Dion singing me happy birthday in New York, Barbra Streisand stopping mid interview to dab my moist top lip mid interview because of the heat of the lights, Cher in LA, Mariah Carey in Vegas, Bushtucker Trials backstage on I'm A Celeb and the trip of a lifetime with fans in Japan for the 2019 Rugby World Cup. I'm one lucky lad!

In your opinion, how has the format of broadcasting changed over the last 10 years?

The landscape has changed, there are so many more platforms but at its heart, the principle is the same: reflecting the stories - more often than not, extraordinary events - that happen to ordinary people. We - all of us, from all walks of life - have the desire and the need to connect. It's our oxygen.

What do you love about broadcasting live to the nation?

I love live TV! The buzz, the occasional jeopardy... Being at the very heart of the story right there and right then and that instant connection with people watching, is what makes me tick.

How do you cope with the early morning starts? Any tips or tricks?

I've been getting up at the crack of a sparrow's cough for over 27 years now. My tip? Never hit snooze: it's up, shower, shave and out! And it may be a cliché but a couple of hours kip before midnight is worth double after. I can also nap: no less than 17 mins and no more than 22. It's the only part of my body that's still finely tuned.

What three must-have items would you be lost without in your dressing room?

Dog basket, dog treats, dog bowls for Clemmie my dog!

If you could give a message to our loyal viewers over the last 10 years, what would it be?

It's been - and always has been - a privilege to come into your homes every morning, hopefully waking you up with a titter or two. Wherever I am in the world, I've never been alone. There's always someone who wakes up with you who recognises you and, on more than one memorable occasion, has been generous enough to buy me a drink. I'm always happy to return the favour.

Andi Peters

What has been the most memorable moment for you from your time on GMB?

My most memorable day at GMB was the day that Piers and Susanna surprised me and told me that I was off to Mongolia and would broadcast live from there for a week. I jumped in a car and was on the first of three planes to Mongolia within 2 hours of being told I was going!

In your opinion, how has the format of broadcasting changed over the last 10 years?

I don't think the format of Breakfast TV has changed so much but GMB has given a voice to people who hold strong opinions. We always put subjects that matter up for debate and hear both sides.

What do you love about broadcasting live to the nation?

Live television is the best. I've done it all my life. The thrill of 'anything can happen' always keeps you on your toes - it's really the best!

How do you cope with the early morning starts? Any tips or tricks?

I don't think you ever get used to the early starts, so the key is to try to get to bed at the same time every night and to be consistent. I also believe in trying to eat early in order to get a better sleep. And no watching TV in bed...NEVER!

What three must-have items would you be lost without in your dressing room?

I'm on the road most of the time, so the nearest Starbucks is usually my dressing room and they have coffee too so that's a bonus!

If you could give a message to our loyal viewers over the last 10 years, what would it be?

Thanks for watching. Every day we honestly try to make the best show we can with the perfect mix of news, entertainment and amazing competitions!

Sean Fletcher

What has been the most memorable moment for you from your time on GMB?

There have been so many! From reporting on the football World Cup in Brazil in 2014, to being covered in custard by Kate (Garraway) live on air, running into a viewer's bedroom with a live camera crew before she'd got up to announce she'd won a competition, to crying my eyes out on the programme when the GMB producers had recorded a Father's Day message from my kids when I'd been away from home reporting for three weeks - they are all brilliant moments which I will never forget. But as a journalist the moments that stick out for me the most are when we are telling stories that make a difference. So reporting on the racism three black England players received after the Euro 2020 final at Wembley was probably the stand out moment for me.

In your opinion, how has the format of broadcasting changed over the last 10 years?

The broadcasting landscape has changed quite a bit in the ten years since GMB started, largely because of social media and the growth of opinion-based journalism, which have blurred the line between truth and opinion.

What do you love about broadcasting live to the nation?

Any type of breakfast broadcasting can set the agenda for the day - whether it be global news stories or national talking points which are discussed in families and workplaces. It's an immense privilege to be part of that, being beamed into viewers' kitchens, living rooms and bedrooms, and now more and more on smartphones for the morning commute.

How do you cope with the early morning starts?

I'm not sure I've ever mastered it. Go to bed early, don't wake up in the night worrying about your alarm not going off, have a short nap in the day - all very good pieces of advice, which I sadly rarely manage to follow!

What three must-have items would you be lost without in your dressing room?

Caffeine, caffeine, and more caffeine.

If you could give a message to our loyal viewers over the last 10 years, what would it be?

Thanks for watching. Shall we do it again for another 10 years?

Dr Hilary

What has been the most memorable moment for you from your time on GMB?

Probably the day I flew in a Spitfire from Duxford aerodrome to celebrate the NHS during the pandemic. Underneath the Spitfire was written 'NHS, thank you' and it was the Spitfire that flew over all the Trust Hospitals thanking the NHS during the pandemic for their hard work. Just flying the Spitfire was amazing - doing barrel rolls and loop the loop. The only thing that came close to that really was delivering a baby in Haiti. A woman came in, in labour and we

sort of casually said, 'Can I deliver the baby?'. It was amongst all the earthquake disasters and they said yes. It was a one take, there was only one chance to deliver the baby and we filmed it.

In your opinion, how has the format of broadcasting changed over the last 10 years?

I'd say we fit more items into the programme and we're more likely to have lively debates. I think by doing those things, the programme is more relevant to our viewers.

What do you love about broadcasting live to the nation?

For me, on breakfast television, it's being the first with the medical news of the day. So it's reporting before anybody else on a medical story but also having to put it in perspective, keep it balanced, not alarm people with bad news, or even give people false hope, but just a balance. This is what the research shows, this is what you need to know today, this is what it means. I think it's useful and reassuring for most people to get an overview, based on my experience on medical stories.

How do you cope with the early morning starts?

In the winter, it's especially hard when it's dark, and it's wet and it's cold. But I remind myself about the benefits rather than the downsides. So, the downside is, you can't have a boozy dinner party the night before... but the benefits are that you miss the rush hour, you kind of feel a bit smug that your day started early and you've done a lot of your work before everyone else has even got up and you've got the rest of the day ahead. So I just kind of think of the positives if I can. I feel pretty good that by nine, ten o'clock, everyone else is just starting and I'm kind of thinking, I've done quite a bit already. That's quite a nice feeling.

What three must-have items would you be lost without in your dressing room?

I'd be lost without my first cup of tea, a selection of the daily papers and my little bag of make up.

If you could give a message to our loyal viewers over the last 10 years, what would it be?

We're all a little family, we all get on and we all believe that our loyal viewers are part of that family too. We love having their feedback and their comments and we also love to report back to our viewers on the things that are relevant to them and the issues that they want to cover. So we kind of feel that they're part of our family group and when we broadcast - we always have them in mind.



GMB 10 YEAR ANNIVERSARY FACTS AND STATS!

- 2600 episodes have aired since the launch of GMB in April 2014
- 4 BAFTA nominations, 6 RTS nominations, 2 RTS awards, 3 TRICs, 1 Nymphe D'Or International Monaco TV Festival
- 250 GMB studio lights
- 3 miles of LED lighting tape
- 7 cameras in the studio including a 9ft 'jib' and a steadicam
- 33 screens in the studio including our giant video wall behind the main desk
- 557 hot drinks made each day
- GMB (entire show) has aired from **17** different locations other than the studio: Los Angeles Oscars twice, NYC US election once, Edinburgh Scottish referendum once, Westminster three times, Westminster Bridge terror attack once, Paris terror attack once, Kiev anniversary of Ukraine war twice, Afghanistan (Kabul and Kandahar) twice, Manchester for Rishi Sunak interview once, Downing Street interview with Boris once, Whiston Hospital in Prescot, Liverpool for NHS Special
- 4.2 million tune in every week and 7.6 million across a month
- 87,739 metres of cable are used to power the show
- 16 gallery operators
- 88 screens in the production gallery
- GMB's social media reaches over 80 million accounts each month, and is multi-award winning - 3 Drum awards, 1 Content award
- 10 million likes on TikTok
- 5 million views a month on Youtube with spikes of up to 11.3 million, 24.0% 25–34 years

- ONE GMB Editor! Neil Thompson has been at the helm of Good Morning Britain since the show launched ten years ago

Ends