

Your response

Question	Your response
<p>Respondents are invited to comment on whether they agree with Ofcom's preliminary view and to frame their views and responses with reference to, or in the context of, the statutory criteria in section 106(1A) of the Broadcast Act 1990 (as amended).</p>	<p>I am really excited that this station could be given permission to broadcast on FM as well as DAB. My firm is a longstanding advertiser on the station but our target market is the older end of the age spectrum. As such many do not have access to DAB (indeed DAB coverage in some areas of the region is not great) and in particular many cars where people mostly listen to the radio are still just FM. The older audience also tend not to use on-line.</p> <p>I would see this extension of licence as very positive both for the listener and as a business giving me access to a wider audience which must be a commercial gain for the local economy.</p> <p>Purely on personal level I certainly have little access to DAB as the signal at my home is unreliable, my wife's car certainly does not have DAB and this restricts channels we listen to as generally people do not change channels when moving to better reception areas.</p>