



Broadcast Licensing  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA

### **Consultation: National radio multiplex licence renewals**

In response to your request, we have pleasure in submitting our views for Boom Radio. We are a new operator, with no legacy FM or AM licence. Our business is predicated on successfully broadcasting on both DAB and online.

We agree with you that no increase in additional coverage should be imposed on operators. We are on SDL, with lower coverage – this has allowed SDL to offer lower fees, critical for new entrants like us. We [X] feel a lower cost entry mechanism should continue to exist, which would be impaired if coverage increases were mandated.

We also agree that there is little benefit in mandating marketing on the multiplex operators. They do not directly benefit from increased audiences (save for greater financial solidity for service providers) so their marketing is likely to be poorly targeted. Operators are best placed to market themselves. Most listeners are aware of DAB by now so the platform does not need generic marketing.

We also agree that PMR should not be set. Digital Radio is highly competitive, and launching and building audiences is challenging. Setting a further “tax” burden on operators is likely to be provide a significant disincentive to new entrants – which is surely sub-optimal for the industry.

Yours truly,