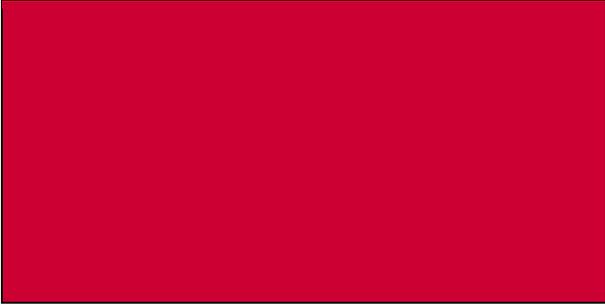


## Consultation response form

<b>Consultation title</b>	Love Sport and Panjab Radio - Requests to change Format
<b>Full name</b>	Tony Lit MBE
<b>Representing (delete as appropriate)</b>	Organisation
<b>Organisation name</b>	Sunrise Radio

## Your response

<b>Question</b>	<b>Your response</b>
<p>Respondents are invited to comment on whether they agree with Ofcom's preliminary decision 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). Use this space to provide your response.</p>	<p>We note that Ofcom is minded to approve the proposed format changes to the two services Broadcasting as Love Sport and Panjab Radio which will result in Panjab Radio broadcasting to Greater London on the 558 frequency and Love Sport broadcasting to North London on the 1584 frequency as set out in para. 2.12 of your consultation document.</p> <p>In general terms we have no objection to the proposed changes.</p> <p>In fact, as an Asian broadcaster we are supportive of any initiative that results in a broader choice of services targeted at the Asian community.</p> <p>In this case however, we would urge Ofcom to be mindful of the promises made by the applicants with respect to continuation of the existing Punjabi radio service, with its high speech content and focus on Punjabi and religious music, and expect Ofcom to ensure that the format included in the licence fully reflects the assurances that PRRL and ASSL have made in respect of the Punjabi focused service that they intend to provide on the 558 frequency.</p> <p>It is well documented in this consultation that the Asian marketplace in London is both broad and competitive. Whilst elements of the many services overlap, their broadly different target</p>



markets, including the three existing London wide services, have allowed the widest possible range of services within the London area and have encouraged new and innovative programming to reflect the dynamic nature of the Asian population.