

## Your response

Question	Your response
<p><b>Question 1: Please provide us with evidence and information in relation to the impact of BBC Sounds on the UK market. We also welcome stakeholder views, and any supporting analysis, related to the future development of BBC Sounds and the impact that this may have on the wider market.</b></p>	<p>As a regular BBC radio listener I think that this is the best development that the BBC has made recently. I am increasingly listening to radio online. At present this is about 10% with DAB being the remaining 90%, but I expect this percentage to increase steadily. This has been enabled by a newly unlimited data allowance on my 4G broadband. The site is well designed and easy to navigate. My wife, who is a self-confessed technophobe, has found it simple to operate on her mobile and uses it regularly.</p> <p>Above all what I appreciate is being able to listen at a time that suits me. This flexibility will enable the listening audience to increase and broaden.</p> <p>Though probably not strictly relevant to this response, BBC radio is vastly more creative and intelligent than television. The latter is at best middle-brow and suffers from content cowardice and attempts to beat the commercial channels in a downward spiral. Those subtle statements indicate that I rarely watch it now.</p>