

I would please like clarification on the definition of "asians" in this consultation.

Since spectrum radio changed to panjab there has been no programming for the large East Asian population in London. Indeed in terms of population of Asia, the split is fairly equally split between East Asians (China/ Japan) and South Asians (India/Pakistan).

If this station is going to describe itself as Asian I would like to see an amount of programming for the Chinese community that is representative of it's makeup at least in London at prominent times of the day, such as several prime time slots across different days.

If they do not intend to cater for the east Asian audience then the station format must accurately reflect that it is only serving South Asians.

If another group proposed a station in the future to serve the east Asian population then I would not want to see them in any way disadvantaged because lyca claims to serve all Asians and actually is only serving South Asians.

It is like labeling a station as "European" then only carrying French programs.

Please could you clarify your proposed station format description or elaborate on the programme plans that have been put in place for the East Asian audience.