

Your response

Question	Your response
<p>Question 1: 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 Broadcasting Act 1990 (as amended), and in particular statutory criterion (d).</p>	<p><i>Is this response confidential? – N</i></p> <p>I do not agree.</p> <p>Firstly, I am concerned that younger audiences will be left with reduced listening choice by the changes. Younger audiences (those that drive), are likely to have older cars with and FM/AM radio, and will therefore be less likely to be able to receive Kiss on the move. This is made more important by the fact that mobile phone reception is still poor in some areas, making streaming more challenging.</p> <p>Beyond BBC Radio 1, there are a lack of services aimed at younger listeners. The only other service aimed at younger listeners is Capital which can only be found on FM in the Peterborough area. Smooth Radio and Heart are both available on FM or MW within the majority of the East region, and appear to target a similar demographic to Greatest Hits Radio.</p> <p>I see no reason for the need to split the license to accommodate the two services, when a switch of Greatest Hits Radio to the East license and vice versa is possible. Both stations are owned by the same company (Bauer), and therefore prior notice of the change can be given by running announcements on each service. This would be a (slightly) more acceptable set up.</p> <p>Lastly, I do not 'understand' how Kiss could be classed as a 'regional' service and carry no regional shows by being on national DAB, if the changes are approved. If it is not broadcasting to the whole region on FM, then it should be required to broadcast local programming from the 'approved area'.</p>