

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 with Ofcom's preliminary view for the following reasons:</p> <p>The proposed change would narrow the range of programmes available for the under-30s, whereas the 25-54 age group is already well served by commercial stations such as Smooth Radio and Star Radio. Both of these stations already broadcast local material as well as a similar mix of music to that proposed by Bauer.</p> <p>The proposed change would have a significant adverse impact on younger listeners because it would narrow the range of programmes available for their listening preferences. Although Bauer's limited market research indicated a preference for a 'Greatest Hits Radio' format over a 'Kiss' format, the former is already well served by other similar stations. In contrast, there is less choice for younger listeners and it would be restricted even more if the proposed change was permitted.</p>