

Title:

Forename:

Surname:

Representing:

Organisation

Organisation (if applicable):

Stagehire, The X Radio 1 Roadshow

Email:

What do you want Ofcom to keep confidential?:

Keep name confidential

If you want part of your response kept confidential, which parts?:

Ofcom may publish a response summary:

Yes

I confirm that I have read the declaration:

Yes

Ofcom should only publish this response after the consultation has ended:

Yes

Additional comments:

Having a long experience working with many independent radio groups over the years, including the then Orchard Media Group, its hard to see how the current service provider, 'Global Media Limited' meets the specific demands of the North Devon area when it's current operation is broadcast from Studio's in Exeter to the two analogue transmitters currently covering the North Devon area.

Indeed, when looking at your own legislation and guidelines for 'Localness on Local Commercial Radio Stations' prior to granting the proposal, one would need to look into the current service providers own record from 2010 onward in providing either 'locally made programmes' or for that matter, 'programmes that include local material'

Question 1: Do you think that allowing Now Digital to extend the coverage area of its Exeter & Torbay local radio multiplex licence to include North Devon would unacceptably narrow the range of DAB programme services available in the Exeter and Torbay area? Please explain the reasons for your view.:

No, clearly in those areas accepting the proposal to extend the coverage to the North Devon area would not affect the DAB programme services to those areas.

Question 2: Do you think that allowing Now Digital to extend the coverage area of its Exeter & Torbay local radio multiplex licence to include North Devon would be calculated to maintain or promote the development of digital sound broadcasting in the UK otherwise than by satellite? Please explain the reasons for your view.:

No view.

Question 3: Do you think that Now Digital's proposals for providing coverage of North Devon are satisfactory? Please explain the reasons for your view.:

No. Clearly if the current service provider is allowed to continue broadcasting from a studio centre that is out of the North Devon area with a generic style of programming to what would be Exeter, Torbay and North Devon, one would have to question their ability to provide listeners in the North Devon area with a suitable amount of local programme material?

Question 4: Do you consider that Now Digital has the ability to maintain its local radio multiplex service if its request is granted? Please explain the reasons for your view.:

No view.

Question 5: (For programme service providers on the Exeter & Torbay local radio multiplex only) Do you consider that there are sufficient safeguards in place to protect your rights and interests in the event that Now Digital is permitted to extend coverage to include North Devon?:

In my opinion, I believe that the current service provider's plans are wholly unsatisfactory in respect of the North Devon area and my view is shared by a good number of others! With the current service provider re-locating its operation out of the North Devon area to studio's based in Exeter during 2010, I think they have already graphically illustrated their 'commitment' to local radio in the North Devon area and as such, not only should their proposals for an extended coverage should be rejected forthwith but there ability to operate services in other areas should also be brought into question too?

Question 6: Do you consider that there any other grounds on which Ofcom should approve, or not approve, the request from Now Digital? Please explain the reasons for your view.:

As previously stated in my 'additional comments' I believe that Ofcom should not approve the proposal because of the current service providers ability to provide 'local programme material' and 'locally made programmes' to the North Devon area as a whole.

Not only that but it is my understanding that if the current service provider is granted the proposed extension to its digital service in North Devon, only around 53% of people would in fact be able to receive any kind of DAB service from 2013 onward, leaving a significant amount of residents with no local radio service at all. That is a wholly unacceptable chain of events and one that I fully oppose!