

London Music Radio

Question	Your response
<p>Question 1: We consider that the launch of the four DAB+ music stations and the extension of broadcast hours for BBC 5 Sports Extra are material changes. If you disagree, please explain why you consider the BBC's published proposals are not material.</p>	<p>Confidential? – N</p> <p>Material Change would insinuate that it doesn't affect the bigger picture for smaller scale radio stations, but these proposals do affect us and we could definitely mean we face financial ruin as a result so we are not agreeing that they are material changes</p>
<p>Question 2: Do you consider that the BBC's published proposals are clear in relation to their scale (both in terms of financial resource and in terms of reach and type of content) and the timescales for implementation? If not, please provide details of the areas where you feel more clarity is required.</p>	<p>Confidential? – N</p> <p>There will always be grey areas with regards to these situations. We need solid proof that smaller stations like LMR are not going to be affected in anyway. We do not have sufficient evidence of this at this time.</p>
<p>Question 3: Did the BBC's PIT consultation processes provide suitable opportunity for you to set out your views fully? If not, please provide details.</p>	<p>Confidential? – N</p> <p>Not seen this – only seen this consultation response form.</p> <p>Ofcom will need evidence that the BBC has taken full account of the radio industry as a whole (which they haven't). To our knowledge, no Small-scale radio multiplex operators were contacted and no radio services carried were, either.</p> <p>Ofcom also needs first hand evidence that should the proposed new services be allowed, that our radio station, (as well as many others) would be unfairly (and negatively) impacted. This will definitely be the case as the proposal will affect LMR by syphoning off listeners, of which are our grass roots business, so that in turn would mean we would face financial ruin.</p>

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<p>Question 4: Given that both proposals raise a number of contentious issues, it is our intention to undertake full BCAs for both. If you disagree and think that Ofcom should undertake Shorter Assessments, please explain why.</p>	<p>Confidential? – N</p> <p>No there needs to be full on assessments and lots taken into consideration here as companies like LMR will be very much affected by these proposals.</p>
<p>Question 5: Do you agree with the BBC's assessments in its PITs about the potential public value and/or market impact of the proposals? Are there any additional public value and/or competition considerations that have not been identified by the BBC?</p>	<p>Confidential? – N</p> <p>No LMR do not agree, The BBC already have the huge monopoly on listeners and have absolutely no need to diversify in order to gain more. There will never be an equal share of the pie and we understand that but feel that this could easily put our small business under if we lost lots of listeners to the BBC. In turn that means sponsorship and advertising would be harder to obtain.</p>
<p>Question 6: Do these proposals lead to any significant market impact concerns which might affect your own services? If so, please explain how the BBC's proposals would affect your services if they go ahead.</p>	<p>Confidential? – N</p> <p>Yes, we are a small entity and have worked really hard to gain and keep our listenership and these proposal directly compete with our audience. We should not be put in a position like this. The BBC are huge and already have millions of listeners. We understand this but we play Dance music and your new proposal could take a lot of listeners away from stations like ours.</p>