

Gloucestershire local radio Multiplex application

Questions and responses:

These are the responses received from NOWdigital to the non-confidential questions asked by Ofcom regarding its application for the Gloucestershire licence.

1. There is a discrepancy between the data bit rates given in the table in Part A, page 49 i.e. the data bit rate is given as 32kbs whilst in the table in Part B, page 33 the bit rate is given as 24kbs. Please clarify the bit rate for Data.

The bit rate for data should be 32 kbits.

2. On page 11 of your application you state that all services will be provided from launch with the exception of Jack FM which will launch 9 months later. Can you explain the rationale for this?

Jack FM has recently launched in Oxford and Absolute Radio is committed to provide services on the HBB, North East Wales/West Cheshire, Oxfordshire and Northamptonshire multiplexes. Given that Jack is a relatively new service Absolute Radio wished to give itself time to establish and perfect the service elsewhere. It is therefore felt it was more appropriate to commit to launch after nine months rather than from day one.

