

**Title:**

Mr

**Forename:**

Bill

**Surname:**

Burden

**Representing:**

Organisation

**Organisation (if applicable):**

Ocean Stone Advertising & Design Ltd

**Email:**

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**What do you want Ofcom to keep confidential?:**

Keep nothing 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:**

You may publish my response on receipt

**Additional comments:**

I am the Managing Director of an advertising & design agency based in North Devon with clients across the whole county as well as nationally. For our clients in Exeter and South Devon, we have a choice of commercial Radio Station, the county-wide station Heart FM, or the local Exeter PM and Palm FM. Our North Devon clients do not have this choice, and I

feel the extension of the digital licence in its current format will further disadvantage our clients.

**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 Comment

**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, in Now Digital's own estimates the coverage area is less than 75%. In light of the fact that the FM transmitter will more than likely be turned off, this is a backward step for coverage, as well as reducing choice further.

**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, in Now Digital's own estimates the coverage area is less than 75%. In light of the fact that the FM transmitter will more than likely be turned off, this is a backward step for coverage, as well as reducing choice further.

**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 Comment

**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?:**

No, the automatic licence renewal for Lantern FM / Global means we will be stuck with no commercial radio competition in North Devon as well as having a county-wide service and not local (as defined by Ofcom's own literature)

**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.:**

This request should NOT be approved. North Devon is a unique economic area which is already poorly linked to the rest of Devon and the country as a whole by transport means. Local newspapers - the North Devon Journal has dropped in circulation from 40,000 to less than 28,000. The North Devon Gazette has pulled free distribution from many of the rural towns and villages. So without a truly local radio station on an FM transmitter that reaches the vast majority of the population, North Devonians will become even more isolated.