

**Title:**

Mr

**Forename:**

James

**Surname:**

Hellyer

**Representing:**

Self

**Organisation (if applicable):**

**Email:**

**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:**

**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. Expansion of DAB coverage is likely to lead to proliferation of DAB channels, not a reduction in number.

Now Digital is not proposing to change the line-up of such services available to Exeter and Torbay.

**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.:**

DAB reception in North Devon is patchy at best. Many people won't invest in DAB units for their homes because the reception quality is poor. Even few will invest in DAB for the cars because the signal on the move is even worse. Improved DAB via local multiplexes could only help increase digital radio uptake.

**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.:**

They are satisfactory, if not ideal. Coverage should ideally cover the whole geographical region. Inhabitants of the 30% likely to receive no coverage could justifiably feel left out.

**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.:**

Yes, Now Digital appears to be a mature company on stable financial footing.

**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?:**

N/A

**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.:**

By not extending DAB coverage to North Devon, its inhabitants are being denied consumer choice.