

---

## Small-scale radio multiplex licence

Application form – Part A (public)

Addendum re Q4.4

---

Name of applicant:

**Dudley & Stourbridge DAB Limited**

Multiplex licence area being applied for:

**Dudley & Stourbridge**

Public contact details:

**Ginny Murfin**  
**ginny.murfin@sunshineradio.co.uk**

## Demand or support from programme providers

- 4.4 Please provide any evidence which has been gathered of support for the provision of the proposed multiplex service among providers or prospective providers of community or local digital sound programme services in the area to be served by the multiplex service:

Our application is made by a consortium who are committed to providing affordable and efficient digital radio services to Dudley & Stourbridge.

We have contacted all community radio services that broadcast within and / or are audible within the licence area. We have identified that there is strong interest and support for a small scale multiplex for Dudley & Stourbridge, as well as strong interest in carriage on the multiplex on the terms and conditions that we have proposed.

We have also discussed the opportunity with community services that currently do not serve the area, as well as commercial services who are looking for carriage on multiple multiplexes, and have received equally strong support.

We are therefore confident that we will provide a strong line up of local, community and commercial services on the multiplex from launch, covering a wide range of tastes and interests; local, regional and national. Full details of these services are detailed in Part B and in Appendix 9.

We will continue to promote opportunities on the multiplex to broaden the range of formats and suppliers on the multiplex.

In summary, we have received the following interest to broadcast on the multiplex:

### **Community & Local Stations:**

We have received interest from the following community radio services to broadcast on the multiplex:

1. Big City Radio CIC - Big City Radio
2. Switch Radio - Switch Radio
3. Community Development Horizons Ltd - Raaj FM
4. Youth Community Media - Youthcomm
5. Wolverhampton Community Radio – WCR FM
6. Black Country Community Development Ltd - Gulshan Radio
7. Waterfront Media C.I.C. - Black Country Radio.

### **Other Stations:**

8. Children’s Radio UK Ltd - Fun Kids Jnr
9. Nation Broadcasting Ltd – Nation
10. Nation Broadcasting Ltd – Easy
11. Nation Broadcasting Ltd - Oldies
12. Skylab Ltd - Skylab
13. Panda Podcasts Ltd - Podcast Radio
14. Boom Radio Ltd - Boom Radio
15. Chris Country Ltd – Chris Country
16. Sunshine Radio Ltd – Sunshine FM
17. Sabras Sound Ltd - Sabras Sound
18. Sanskar Radio Ltd - Sanskar Radio

## Dudley & Stourbridge DAB Limited

Small-scale radio multiplex application form – Part A addendum re Q4.4

19. Gaydio CIC - Gaydio
20. Like Digital Broadcasting Ltd – Like Radio
21. Sammy Jacobs – NME1
22. Panda Podcast Ltd – Podcast Radio
23. 1MM Ltd – Sami Swoi Polska
24. Youth Talk Ltd – Youth Talk
25. Confidential service provider and service
26. Asian Star Community Radio Ltd – Asian Star
27. North England Conference of Seventh-day Adventists - Hope FM
28. London Greek Radio - LGR