

Your response

Question	Your response
<p>Question 1: Respondents are invited to comment on whether they agree with Ofcom’s preliminary view and to frame their views and responses with reference to, or in the context of, the statutory criteria in section 106(1A) of the Broadcasting Act 1990 (as amended).</p>	<p>For the Bauer Radio’s request from changing Absolute Radio to Greatest Hits Radio on the 105.8 FM frequency in London, I hold opposition against this proposal.</p> <p>First and foremost, despite Greatest Hits Radio bills itself as having a “classic hits” format, the music playlist indeed holds a great degree of resemblance with Magic Radio, broadcasting on 105.4 FM in London and DAB. Tracks such as “Take On Me” by A-ha and “Radio Ga Ga” by Queen are frequently played by both stations. I would suggest that the overlap in music which exists on Magic and GHR, consists approximately 30% out of all music played. Therefore allowing 2 radio stations owned by the same company playing music of high similarity on FM dial is totally unwise. Smooth Radio London owned by Global will also be potentially affected by the addition of GHR on FM band in London. On the contrary, artists such as Arctic Monkey, Nickelback and Kings Of Leon are all artists being represented on Absolute Radio, which are not played on Magic. Therefore, the remain of Absolute Radio on FM dial is important for listeners that are only appealed to this format.</p> <p>Moreover, there will be less variety offered on the overall FM dial in London. Even though Absolute Radio claims that over half of its audience have already switched to DAB, the remaining listeners on FM are still a part of important shareholder. If Absolute Radio exits the FM dial, even Radio X couldn’t totally satisfy the needs of Absolute Radio listeners, as Radio X tends to play alternative rock which targets at a audience under 35 years old. Therefore the article 3.16 “range of programmes available by way of relevant independent radio services in the Greater London area would not narrow overall” is actually misleading, if specifically considering the case of FM band.</p>



Therefore, I am urging Ofcom not to grant this proposal for allowing Absolute Radio change to Greatest Hits Radio on 105.8FM in London, for protecting the diversity of radio formats on FM dial.