



Small scale DAB trials

Annex 5: Summary of service provider survey results

Research
report

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About this document

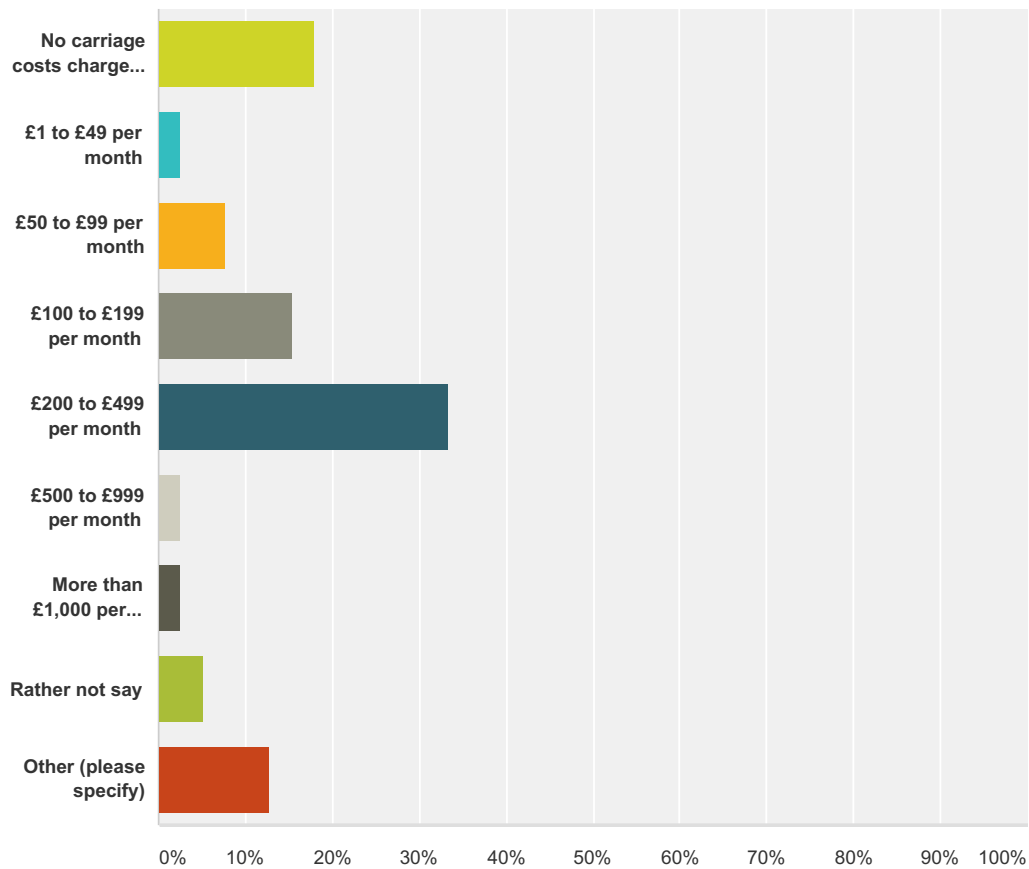
During August 2016 we invited radio stations on small scale DAB multiplexes to complete an online survey which asked about their experiences during the trial, and their views on the future prospects for small scale DAB. Of the 69 stations invited to complete the survey, 40 did so, a response rate of 58%.

This Annex contains a sub-set of the service providers' survey responses. In order to preserve respondent confidentiality, we are not publishing survey responses which could be personally identifiable, or which may be commercially sensitive.

We also carried out a similar survey of trial multiplex operators. Due to the small sample size and confidentiality issues, we are not publishing response summaries for the separate multiplex operator survey.

Q5 You may be aware that the Small Scale DAB trial was originally licensed for a 9-month period. Ofcom has subsequently extended the trial licenses for a further two years. During the initial 9-month trial period, approximately how much did you pay for carriage of your service on the Small Scale multiplex per month? If your service is on more than one trial, please supply an approximate average for a single service.

Answered: 39 Skipped: 2



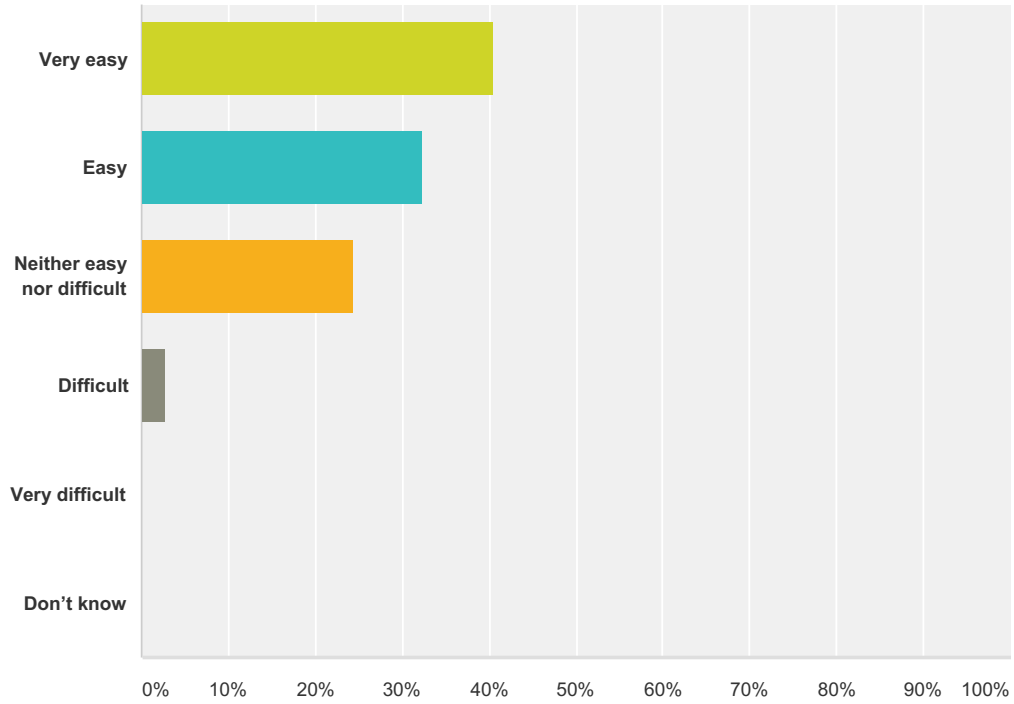
Answer Choices	Responses
No carriage costs charged by multiplex operator	17.95% 7
£1 to £49 per month	2.56% 1
£50 to £99 per month	7.69% 3
£100 to £199 per month	15.38% 6
£200 to £499 per month	33.33% 13
£500 to £999 per month	2.56% 1

Small Scale DAB trials survey - Service Providers

More than £1,000 per month	2.56%	1
Rather not say	5.13%	2
Other (please specify)	12.82%	5
Total		39

Q8 What was your general experience of negotiating carriage on the Small Scale Multiplex(es)?

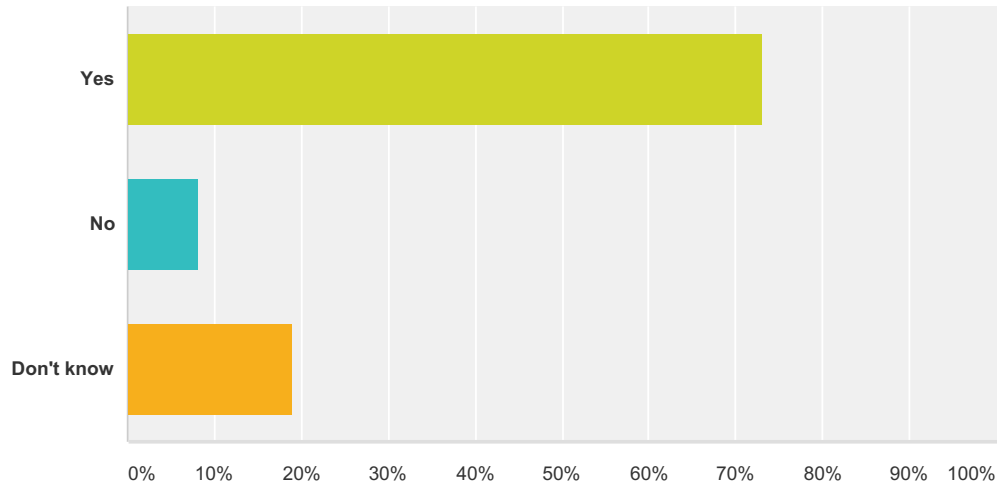
Answered: 37 Skipped: 4



Answer Choices	Responses	
Very easy	40.54%	15
Easy	32.43%	12
Neither easy nor difficult	24.32%	9
Difficult	2.70%	1
Very difficult	0.00%	0
Don't know	0.00%	0
Total		37

Q9 Now that the Small Scale licences are being extended, do you anticipate that your service or services will likely continue to be carried on Small Scale DAB?

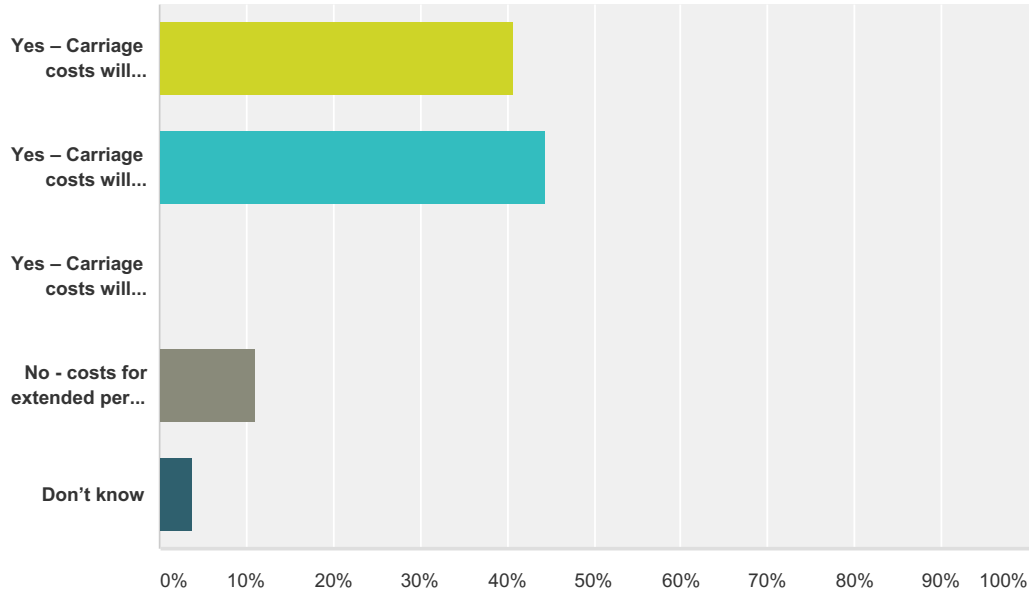
Answered: 37 Skipped: 4



Answer Choices	Responses
Yes	72.97% 27
No	8.11% 3
Don't know	18.92% 7
Total	37

Q10 Have you agreed changes to your carriage terms(s) for the extended trial period?

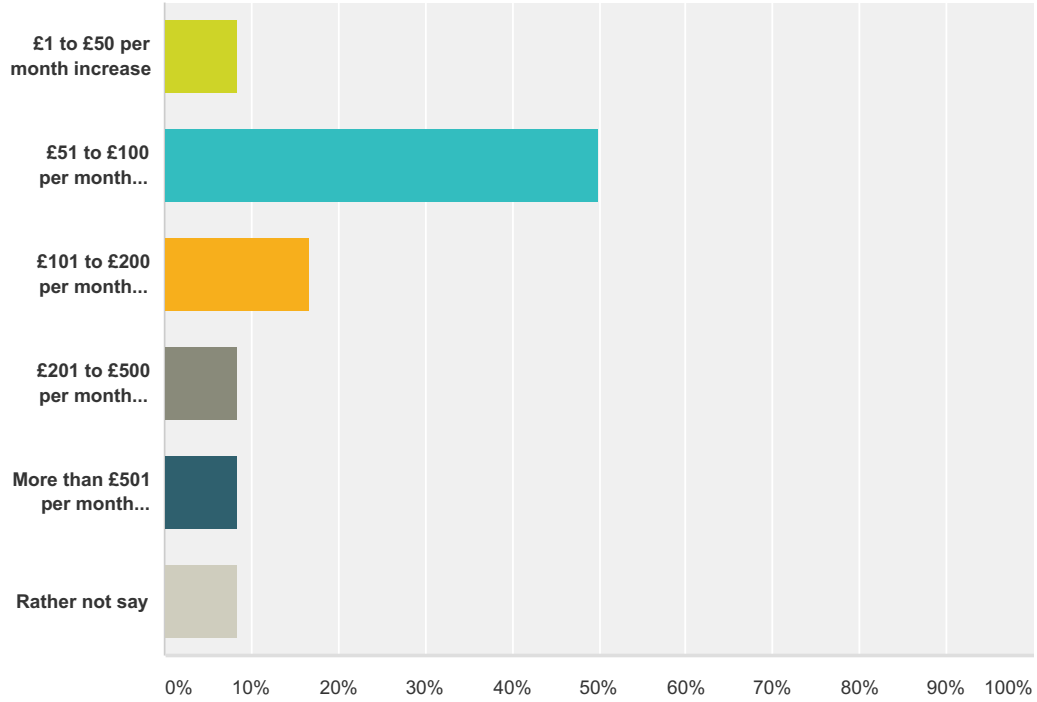
Answered: 27 Skipped: 14



Answer Choices	Responses
Yes - Carriage costs will increase	40.74% 11
Yes - Carriage costs will remain the same	44.44% 12
Yes - Carriage costs will decrease	0.00% 0
No - costs for extended period have not been agreed yet	11.11% 3
Don't know	3.70% 1
Total	27

Q11 Approximately how much are your new carriage costs per month increasing by for the extended trial period?

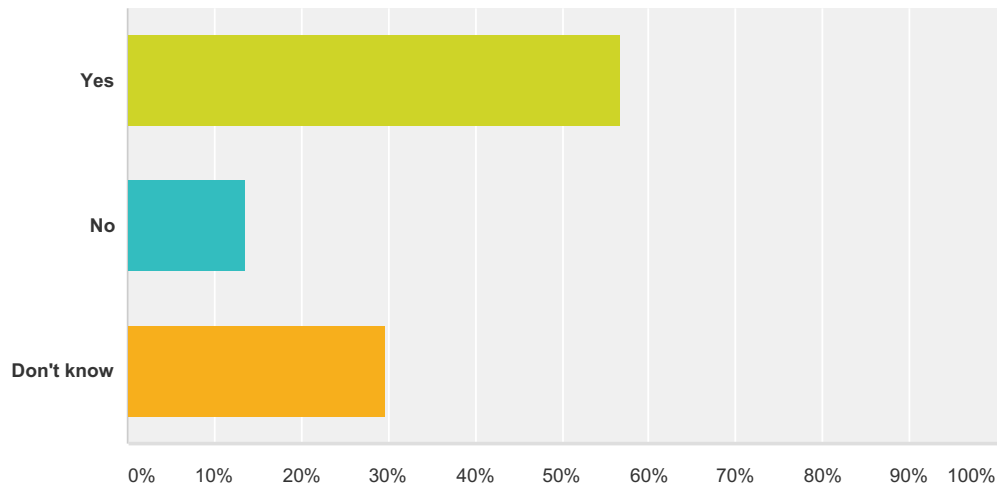
Answered: 12 Skipped: 29



Answer Choices	Responses
£1 to £50 per month increase	8.33% 1
£51 to £100 per month increase	50.00% 6
£101 to £200 per month increase	16.67% 2
£201 to £500 per month increase	8.33% 1
More than £501 per month increase	8.33% 1
Rather not say	8.33% 1
Total	12

Q14 It is likely that a permanent Small Scale DAB licensing framework will be introduced in the future. Do you feel that the Small Scale DAB concept offers a commercially sustainable method of distribution for your service?

Answered: 37 Skipped: 4



Answer Choices	Responses
Yes	56.76% 21
No	13.51% 5
Don't know	29.73% 11
Total	37