

## Your response

Question	Your response
<b>Question 1: Should Ofcom exercise its discretion to consent to the application to vary the Winchester small-scale multiplex licensed area, with regard to the statutory and policy considerations set out in this document?</b>	<p>We support Ofcom's view that it should vary the Winchester small scale multiplex licensed area.</p> <p>Small Scale DAB operates on a very different economic model to existing local and national DAB infrastructure, and that model is still evolving as multiplex operators gain experience from operating their licences.</p> <p>Reasonable flexibility helps operators adjust their business models to make their licences sustainable. Whilst a change in the technical plan will cause a change to the achieved coverage, the licensee's incentive will be to maximise coverage efficiency alongside sustainability, subject to remaining broadly within the coverage of the original licensed multiplex area.</p>
<b>Question 2: With reference to our impact assessment, do you agree with our assessment of the potential impacts of approving this application?</b>	<p>We do not have any comments on the specific impacts of this proposed change.</p>

Please complete this form in full and return to [smallscaleDAB@ofcom.org.uk](mailto:smallscaleDAB@ofcom.org.uk).