

ANNEX TO APPLICATION PART A

SECTION 4.4



MUX ONE HAS, PRIOR TO APPLICATION, DIRECTLY RECEIVED STRONG SUPPORT FOR THE PROVISION OF THE PROPOSED MULTIPLEX SERVICE IN THE AREA FROM CURRENT AND PROSPECTIVE COMMUNITY OR LOCAL DIGITAL SOUND PROGRAMME SERVICES LOCATED BOTH FROM WITHIN AND OUTSIDE THE AREA SERVED BY THE MULTIPLEX.

PROVIDERS OR PROSPECTIVE PROVIDERS OF COMMUNITY OR LOCAL DIGITAL SOUND PROGRAMME SERVICES LOCATED IN THE AREA INCLUDE,

- PRIDE RADIO – SERVES TYNESIDE’S LGBT COMMUNITY
- SPICE FM - SERVES TYNESIDE’S SOUTH ASIAN & OTHER DIVERSE COMMUNITIES
- RADIO SHIELDS – SERVES THE SOUTH SHIELDS COMMUNITY
- TVR – SERVES TYNESIDE COMMUNITY WITH SONGS ACROSS LAST 3 DECADES
- BLACK CAT ARMY – SERVES SOUTH TYNESIDE FOOTBALL COMMUNITY
- TOON ARMY – SERVES NORTH TYNESIDE FOOTBALL COMMUNITY
- RADIO TYNESIDE – SERVES TYNESIDE’S HOSPITAL/MEDICAL COMMUNITY
- MEMORY LANE – SERVES THE CARE HOME AND ELDERLY TYNESIDE COMMUNITY
- GREAT NORTH RADIO - SERVES THE OVER-45 TYNESIDE MUSIC COMMUNITY
- THE AMP – ROCK MUSIC AND LIVE GIGS FOR THE NORTH EAST
- BPM – DANCE STATION & DJ SESSIONS FOR THE NORTH EAST