

**Title:**

**Forename:**

**Surname:**

**Representing:**

Self

**Organisation (if applicable):**

**What additional details do you want to keep confidential?:**

Keep name confidential

**If you want part of your response kept confidential, which parts?:**

**Ofcom may publish a response summary:**

Yes

**I confirm that I have read the declaration:**

Yes

**Additional comments:**

What's more concerning is that the DAB promise and extensions have allowed operators to request massive changes to the conditions on which the license's / franchise's were granted and the promises made Vs competitors who also bid which have subsequently dropped. When was the last time an operator was replaced or someone won a bid against an incumbent.

It seems if you are in now the doors closed behind you. The DAB commitment made owners lazy and ignore the basis on which they won their licences it would be good to see them have to fight to justify to keep them Vs people operating a potentially better and richer service.

**Question 1: Should Ofcom have a new policy of 12 year licence durations, where local analogue commercial radio licences are re-awarded?:**

No 7 Years of analogue is more than enough. If the industry is to change to digital this needs to happen sooner rather than later. The longer the license the less incentive radio companies have to push the radio to the benefits of digital.

Ofcom should be shortening the licenses and the Government should be setting a switch of date now!