

Your response

Question	Your response
Question 1: Do you agree with the proposed broadcast licensing priorities for the short to medium term? Please give reasons for your answer.	Yes, however I would suggest a particular prioritisation of applications for SSDAB improvement. This being due to the SSDAB platform being relatively new and many multiplex operators being small/standalone operators, with limited financial resources. As such, bringing these multiplex operations to financial stability as quickly as possible is critical to their longevity.
Question 2: Do you consider that the proposed broadcast licensing priorities for the short to medium term will provide sufficient provision for audiences? Please give reasons for your answer.	Yes, by prioritising SSDAB infrastructure improvements to strengthen coverage of those conurbations where parts of the community remains unserved. Patchy/holes in coverage across a conurbation does not provide an attractive proposition for audience nor radio stations alike.
Question 3: For post-launch SSDAB multiplex coverage improvement or extension requests only, do you agree with our proposed change in approach to our application of the rule which restricts overlap with local muxes to 40% of the population already covered by the local mux (the “40% ceiling”)? Please give reasons for your answer.	Yes. During the initial SSDAB roll-out, the 40% ceiling created artificial boundaries across several conurbations. This resulted in sub-regions being unnecessarily split due to what would have been small excesses in the 40% ceiling (i.e. Teesside, where communities identify regionally rather than by town). As a result, listeners received patchy SSDAB reception due to the differences in staggered launch timelines of neighbouring multiplexes. Any change in approach to provide some flexibility towards the ceiling would be welcomed.
Question 4: Do you agree with Ofcom’s analysis in section 3 and at Annex A1 of the existing broadcast licence types? Please give reasons for your answer.	No response.
Question 5: Do you agree with our assessment on the impact of our proposed broadcast licensing priorities for the short to medium term at Annex A3? Please give reasons for your answer.	No response.

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Question 6: Do you have any other comments to make on the proposals?	No response.

Please complete this form in full and return to broadcast.licensing@ofcom.org.uk.