

**Title:**

Mr

**Forename:**

Jonathan

**Surname:**

Price

**Representing:**

Self

**Organisation (if applicable):**

**Email:**

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

No

**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:**

**Question 1: What is your response to this Call for Inputs?:**

The current regulatory framework allows for sufficiently ambiguous descriptions of the station sound/format for that station to vary its output accordingly. The changes made in 2007 allow stations to very broadly define their headline "voice" and station image, but without necessarily tying them down to a specific genre of music. I believe that this simplification is adequate enough to allow stations to adapt to changing tastes in music. There are already stations which have more than one format in their license, and I believe that this should be the

way forward in the future. Any further simplification of formats will serve to permit stations to change their overall character and image, without further consultation. This will have the resultant impact of saturating the market in a locale with multiple stations playing the same music and without a clear definition of their overall headline.