

Title:

Mr

Forename:

Colin

Surname:

Petty

Representing:

Self

Organisation (if applicable):

Email:

What do you want Ofcom to keep confidential?:

Keep nothing 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

Ofcom should only publish this response after the consultation has ended:

Yes

Additional comments:

Question 1: Do you think that allowing Now Digital to extend the coverage area of its Exeter & Torbay local radio multiplex licence to include North Devon would unacceptably narrow the range of DAB programme services available in the Exeter and Torbay area? Please explain the reasons for your view.:

Exeter And Torbay area is irrelevant to my needs

Question 2: Do you think that allowing Now Digital to extend the coverage area of its Exeter & Torbay local radio multiplex licence to include North Devon would be calculated to maintain or promote the development of digital sound broadcasting in the UK otherwise than by satellite? Please explain the reasons for your view.:

This would only enhance Heart's efforts to gaining a monopoly, which is undesirable.

Question 3: Do you think that Now Digital's proposals for providing coverage of North Devon are satisfactory? Please explain the reasons for your view.:

NO! We need a radio service that is truly local because of the uniqueness of the area. Also because of the many varied reasons including the geography of the area many listeners will be unable to receive digital. The car is an essential part of North Devon and digital technology has not yet been introduced into them consequently no-one would be able to listen to important local traffic information or anything else come to that!

Question 4: Do you consider that Now Digital has the ability to maintain its local radio multiplex service if its request is granted? Please explain the reasons for your view.:

No, because they wouldn't be able to serve North Devon in the way needed. No matter how much they say they can they cannot provide a local service for such a unique area. Many non-digital programmes would be lost completely and a high percentage of the area would be without any radio reception whatsoever.

Question 5: (For programme service providers on the Exeter & Torbay local radio multiplex only) Do you consider that there are sufficient safeguards in place to protect your rights and interests in the event that Now Digital is permitted to extend coverage to include North Devon?:

Question 6: Do you consider that there any other grounds on which Ofcom should approve, or not approve, the request from Now Digital? Please explain the reasons for your view.:

As previously stated this area is unique and cannot truly be served by digital alone. Many important services that current local radio deals with would be lost and a number of areas that rely on local and non-digital broadcasting would become more isolated than ever. I am also against the extending monopoly of Heart FM in the same way as I am opposed to the superfluous proliferation of supermarkets to the detriment of local businesses, it will only make the area less appealing to tourists which is the main income of the area. A local region should have a character that it can show to the rest of the world and by the introduction of more and more monolithic organisations bulldozing their way through rural areas that character is being systematically destroyed.