

Question	Your response
<p>Question 1: We consider that the launch of the four DAB+ music stations and the extension of broadcast hours for BBC 5 Sports Extra are material changes. If you disagree, please explain why you consider the BBC's published proposals are not material.</p>	<p>Agree</p> <p>Confidential? N</p>
<p>Question 2: Do you consider that the BBC's published proposals are clear in relation to their scale (both in terms of financial resource and in terms of reach and type of content) and the timescales for implementation? If not, please provide details of the areas where you feel more clarity is required.</p>	<p>No, full reasoning and proposed public benefits are not at all clear.</p> <p>Confidential? N</p>
<p>Question 3: Did the BBC's PIT consultation processes provide suitable opportunity for you to set out your views fully? If not, please provide details.</p>	<p>Yes</p> <p>Confidential? N</p>
<p>Question 4: Given that both proposals raise a number of contentious issues, it is our intention to undertake full BCAs for both. If you disagree and think that Ofcom should undertake Shorter Assessments, please explain why.</p>	<p>Agree</p> <p>Confidential? N</p>
<p>Question 5: Do you agree with the BBC's assessments in its PITs about the potential public value and/or market impact of the proposals? Are there any additional public value and/or competition considerations that have not been identified by the BBC?</p>	<p>I would like to comment specifically on the proposed Radio 2 extension station.</p> <p>Firstly, how and why does the BBC consider that audiences aged 55 and over are under-served by PSB ?</p> <p>If this is because of BBC Radio 2's quantum jump to serving those in their 30's, I could understand and support it, but if that is the case.. why has the Boomer/Gen-X generation mix previously served by BBC Radio 1 prior to the Bannister changes in 1995, been forgotten yet again ?</p>

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	<p>BBC Radio 2 now appears to be focussed on 90's/00's music and 'Bannister Style' presentation, BBC Radio 1 on under 25's and new music; so where is the provision for the 70's/80's mainstream and specialist music and DJ/Music Specialist driven format, covered by BBC Radio 1 pre 1995, and partially by BBC Radio 2 1997-Early 2010's ?</p> <p>In proposing "content from the 1950s, 1960s and 1970s, with about 60% of the schedule being speech-led", the BBC appears to be seeking to emulate something akin to Boom Radio in the commercial sector, and in doing so risks making the same mistake they do, i.e. jumping straight from a 'millennial' to a boomer+ audience, and thus missing out/alienating an entire generation where music taste and programme delivery style is concerned.</p> <p>Confidential? – N</p>
<p>Question 6: Do these proposals lead to any significant market impact concerns which might affect your own services? If so, please explain how the BBC's proposals would affect your services if they go ahead.</p>	<p>No</p> <p>Confidential? – N</p>