

Consultation response form

Please complete this form in full and return via email to NewMusic@ofcom.org.uk or by post to:

Max Owens
Ofcom
Riverside House
2A Southwark Bridge Road
London SE1 9HA

Your response

Question 1: Do you agree with the proposed amendments to the BBC's Operating Licence set out in paragraphs 2.36 to 2.37 of this consultation?

The new definition goes a long way, but there is still not sufficient recognition of the difficulties for new (primarily) unsigned artists/bands have in breaking through. Unsigned artists are often caught in the trap of being unsigned through insufficient exposure and not getting that exposure because they are unsigned.

The BBC, and in particular Radio 1, which is still viewed as the place to be played for many Rock/Pop artists, is not constrained to the degree of commercial radio by the "mass market commercial appeal of the artist" thus can take more risks with new music. This means that Radio 1 can act as a platform for this emerging talent of which the U.K. has been so successful in producing over the last 50 years or so.

To this end an additional definition of new music should include "the first two albums from an unsigned band/artist". The reasoning behind this, is that these albums, often crowd funded, are often only heard by the bands/artists devoted fans who see the artist live at gigs and festivals. Radio airplay is often instrumental in defining the future success of these artists and thus critical in maintaining the U.K.'s position as the pre-eminent source of new musical talent.