
BBC Proposals For New DAB+ Services

From [REDACTED]

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To [REDACTED]

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I have to say, I'm not impressed.

In the commercial radio world audiences equate to revenue. Commercial radio actually sells pairs of ears.

The impact of the BBC's proposals on Small-scale DAB dance and similar radio services (serving large populations in, say, Manchester, London and Leeds) will be that these radio services will be squeezed out of existence - stifled of audience - and therefore revenue.

It's bad enough that the BBC ignored the entire Small-scale DAB sector, now it appears Ofcom has too.

Not much relevant evidence in the con-doc either, just the usual sector-wide headlines.

I don't think Government or DCMS will be impressed that a new flagship initiative is being torpedoed by the regulator.

2/10.

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