

Response to the DCMS consultation on Data Limits and Data Services on Radio Multiplexes from Chrysalis Radio

We welcome the opportunity to respond to this consultation. Chrysalis Radio is one of the UK's 'Big Three' commercial radio companies. We are a significant player in the digital radio industry as both a programme service provider on DAB, satellite and cable platforms, as well as the lead shareholder in the MXR regional DAB multiplex consortium.

We agree entirely with the analysis set out in the DCMS consultation paper. We welcome the government's recognition that advances in digital broadcast technology create new opportunities for broadcasters, particularly the ability to carry television services, without undue reduction in choice or quality in audio services. Taken in conjunction with Ofcom's proposal to reduce the minimum bit rates of audio services – again in response to advancing technology – there will be real opportunities for broadcasters to provide a wider range of services to consumers, and make more efficient use of DAB spectrum. The benefits of this change will be felt by both the broadcasting industry and by consumers.

Consequently, we whole-heartedly support the proposals both to allow TV services to be carried on a digital radio multiplex, and to increase the data limit on digital radio multiplexes to 30%.

Yours sincerely,

Daniel Owen
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