

*Championing
excellence and diversity*



INFORMATION ABOUT THE VLV

The Voice of the Listener & Viewer (VLV) is an independent, not for profit membership-based charity, free from political and sectarian affiliations. VLV supports high quality broadcasting which maintains the democratic and cultural traditions of the UK. We support the independence and integrity of the BBC and encourage work which demonstrates commitment to the principles of Public Service Broadcasting (PSB).

Questions

Question 1: What do you think about the potential public value of our proposals for the launch of new music radio stations on DAB+, including the extent to which our proposal contributes to the BBC's mission to serve all audience through the provision of high quality and distinctive output and services which informs, educates and entertains?

VLV believes that as long as these new stations are genuinely distinctive in their approach and are not imitative of existing services, so that they are **additional** to what is already provided by the market, these proposals will provide individual, societal and industry value. We base our conclusion partly on the fact that the proposals are cost-effective at a time when BBC finances are stretched. Under these circumstances VLV would normally be advising the BBC to not consider expanding its services because it cannot afford to do so, however, because these plans make use of existing material and resources in an extremely cost-effective way, we welcome them.

If the ambitions set out in the proposals are achieved, VLV believes they will provide public value because they should increase the breadth and range of music available to audiences; they should also provide the BBC with greater opportunity to better support new music, emerging talent and British musicians as well as provide more live or specially recorded music for listeners.

VLV welcomes that these plans aim to address the deficit in provision for existing underserved audiences: those who are younger and those in C2DE demographic groups.

will require citizens to

In order to minimise the potential negative effects on fair and effective competition, VLV would like the following commitments to be explicit
annual Performance Report: new

1) **A wider range of music than comparable commercial stations:**

Radio 1 Dance over 3,000 unique tracks per year

Radio 1 New extension 4,000 unique tracks per year

Radio 2 extension 5,000 unique tracks per year

Radio 3 extension 8,000 unique tracks per year