
Small-scale radio multiplex licence



Application form – Part A (public)

Name of applicant (i.e. the body corporate that will hold the licence):

ExeDAB Ltd

Multiplex licence area being applied for (note this must be a small-scale multiplex area currently being advertised by Ofcom):

Exeter

Public contact details:

Name: Paul Nero

Email: Paul@radioexe.co.uk

Address: 1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA

Publication date: 1 September 2020

2 Extent of proposed coverage area

- 2.1 Provide a summary, fully consistent with the more detailed information about transmission sites supplied separately in Part B, of the coverage area proposed to be achieved by your technical plan. This should include a description of the target area you are seeking to serve within the advertised licence area, and also any areas you are aiming to serve outside the advertised licence area for this small-scale radio multiplex service. (You may refer to your coverage prediction in the response you provide):

The city of Exeter sits on the eastern bank of the River Exe on a ridge of land backed by a steep hill. To the south of the city the Exe, joined by the River Clyst, opens onto a wide flood plain and estuary. The Exe defines Exeter, a Roman city with a proud heritage, a centre of commerce and culture, and a confident focal point of work, leisure and tourism in the south west. As the Exe defines Exeter, our new company ExeDAB defines our aspirations for the city's own DAB service.

As the regional hub and main population centre, a robust DAB signal throughout the city is of paramount importance to the success and sustainability of our multiplex. The vast majority of the population within the Polygon lives within an 8km radius of Exeter city centre. The location of the city and its surrounding topography, however, has presented considerable challenges in planning for acceptable and consistent small-scale DAB coverage.

Our proposition is founded on three principles:

1. Delivery of a reliable, consistent and high-quality DAB service to as much of the indoor population of the defined Ofcom polygon area for Exeter as possible;
2. Working to the original DCMS/Ofcom objective to make DAB affordable for community radio, small independent commercial stations and start-up services.
3. Achieving the above within a sustainable, long-term business plan.

Despite Exeter's relatively compact makeup, it proved impossible to cover the entirety of the city from a single transmission site. We have, therefore, after careful consideration of many potential locations throughout the polygon based on our extensive local geographical knowledge, opted for a two-site Single Frequency Network solution. The key site is at Barley Lane, a high point overlooking the city, with a second location at Sandygate to the south-east of the city centre.

The densely populated city centre and suburbs of Exeter, including Exwick, Alphington Pinhoe, Whipton and Stoke Hill will all receive excellent coverage. The main arterial commuter routes are all well served with a strong signal out to Sowton, Topsham, Clyst St Mary, Farringdon Clyst St George, Clyst Honiton and the growing Skypark and Exeter Science Parks to the east and south. Heading west from Exeter, key communities near

the A30 corridor are well covered, as is the Exeter University campus and Stoke Cannon to the north.

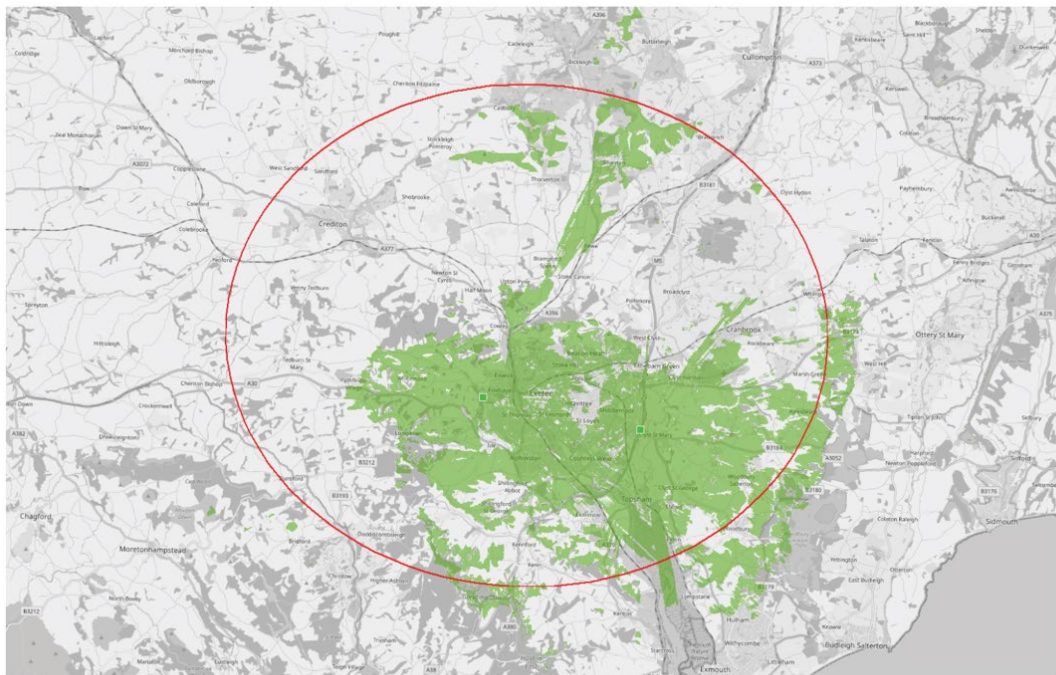
We acknowledge that our projections suggest no coverage in and around the town of Crediton to the north-west of Exeter which is shielded from both our transmission sites by a small range of hills. Whilst Crediton itself has a population density of 1,802 people per square kilometre, the large rural areas between the town and Exeter are very sparsely populated with just 40 people per square kilometre. We considered, therefore, that the investment required for a third site would be incompatible with our proposal to offer DAB carriage at affordable rates. The new town of Cranbrook to the east will have partial indoor coverage and excellent outdoor reception. As this town grows (it presently does not have a town centre or many suburbs) it will become a major settlement larger than Crediton. We have indicative agreement for a transmitter site at Cranbrook and one near to Crediton should we be able to achieve our ambitions of an extended network later.

Overspill is very low and confined generally to areas east of the small villages of Woodbury Salterton and Aylesbeare.

- 2.2 Please provide a coverage prediction map for the whole transmitter network you are proposing to build within 18 months if you are awarded a licence. The map should show the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour.

[Small-scale DAB licence areas in GIS format](#) are available on the Ofcom website.

A coverage prediction map for the whole transmitter network - showing the 63 dB μ V/m field strength and the advertised small-scale DAB licence area contour - is enclosed separately.



2.3 Please provide the following details of the prediction software used for your coverage assessments:

Provide the name and version of the prediction tool used.	ATDI HTZ Communications v22.6.9
Detail the terrain model used by the software and its resolution.	A digital elevation model (DEM) representation of ground surface topography or terrain. Also referred to as a digital terrain model (DTM). Resolution is a DTM step of 30mtrs with IMG (image) step of 0.022mtrs
Detail the ground cover (clutter) data used by the software and its resolution.	The height, extent, and location of groundcover elements ("clutter") are the factors which primarily govern the impact on radio signals. The RF planning tool reasonably locates the boundary between adjacent clutter types to 10m using the Holt UK clutter model
What propagation algorithm has been used?	ITU-R 370 (propagation model valid from 30 MHz to 1000 MHz)
Where multiple sites are proposed, describe what methodology has been used to assess the network (SFN) gain	The Monte-Carlo method
If these predictions have not used Ofcom-provided population data, state what population data has been used and its source.	2011 Census (adults 15+) which is included within ATDI's modelling software.
Have your predictions been generated by a commercial organisation? If so, by whom?	Coverage predictions have been generated by Viamux using HTZ Communications software from ATDI.

3 Ability to establish the proposed service

Applicant's details

3.1 Name of applicant (i.e. the body corporate that will hold the licence):

ExeDAB Ltd

3.2 Company registration number stated on Companies House (if applicable):

12892684

3.3 For UK registered companies, the address of the applicant's registered office stated on Companies House. For non-UK registered companies, the principal office address:

1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA

3.4 If a UK registered company, is the **current** Memorandum and Articles of Association document available on the Companies House website? **YES**

3.5 Contact details of the individual duly authorised by the applicant for the purposes of making this application. This individual should be the company secretary or a director.

Full name	Paul Nero
Job title	Director
Address	1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA
Telephone	01395 263000
Mobile phone	07718 638526
Email	Paul@radioexe.co.uk

Ownership and control of company which will hold the licence

Details of officers, participants and shareholders of the applicant

3.6 Please provide the following details for each director or designated member of the applicant:

Full name of individual	Correspondence address ¹	Country of residence	Other officerships held (and nature of the business concerned)	Other employment
Paul Nero	1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA	UK	Director: Exe Broadcasting Limited; Radio Exe Ltd; Exe Communicate Limited: Plain Text Limited; 35/37 Hamilton Road Management Company (2002) Limited; Beehive Cranford Management Company Limited: Exeter Chamber of Commerce (1992) Limited	Current employment: Managing Director, Radio Exe
Dr. David Anthony Treharne	1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA	UK	NONE	NONE
Ashley Rex Jeary	1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA	UK	NONE	Current employment: Programme Manager: Radio Exe

3.7 Please identify any entities with which the applicant is affiliated:

(If this question is not applicable to the applicant please respond “N/A” in the table.)

Full name of the entity	Address
Exe Broadcasting Limited	1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA
Exeter Community Radio Ltd	Bradninch Place, Gandy Street, Exeter, Devon, EX4 3LS
Riviera FM Limited	Grosvenor House, 1 New Road, Brixham, Devon, TQ5 8LZ

3.8 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by the applicant, and their affiliates:

Full name of entity	Address	Affiliates
N/A	N/A	N/A

3.9 Complete the following table, expanding it if necessary, to list all persons who control the applicant, together with their affiliates. If any persons or bodies control the applicant jointly because they act together in concert (e.g. because of a shareholders’ agreement), each such person must be identified here:

Full name of individual or body	Address	Affiliates
Exe Broadcasting Limited	1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA	Radio Exe Ltd
Paul Nero	1 Oak Tree Place, Exeter, Devon, United Kingdom, EX2 8WA	

- 3.10 Complete the following table, expanding it if necessary, to list all officerships in other bodies that are held by any individual listed in response to question 3.9, and any affiliates of those bodies:

Full name of individual	Name of body in which officership held	Affiliates of that body
N/A	N/A	N/A

- 3.11 Complete the following table, expanding it if necessary, to list all bodies corporate which are controlled by any body corporate listed in response to question 3.9, and their affiliates:

Full name of body corporate listed in 3.9	Body corporate controlled	Affiliates of body corporate controlled
Exe Broadcasting Limited	ExeDAB Ltd	N/A

- 3.12 In relation to each body corporate identified in response to question 3.9, complete the following table, expanding it if necessary, to list all bodies which hold or are beneficially entitled to shares, or who possess voting powers, amounting to more than 5% in the body corporate concerned ("participants"). You may, but are not required to, exclude from this table any bodies listed in response to question 3.9. If you are unable to provide a complete answer to this question in relation to beneficial owners, please state whether you have any reason to suspect the existence of any beneficial owners.

Name of body corporate identified in response to Q3.9	Exe Broadcasting Limited			
Full name of >5% participant	Number of shares	Total investment (£s)	Total investment (%)	% of voting rights
Paul Nero	316	316	51	51
Rex Rozario OBE	309	309	49	49
Comments: The ultimate controlling party of ExeDAB Ltd is Paul Nero, by virtue of his shareholding in Exe Broadcasting Limited.				

Involvement of the applicant in specified activities

- 3.13 Please state below whether the applicant, or any of the directors, shareholders or other individuals named above, including their associates (i.e. directors of their associates and other group companies), is, or is involved in, any of the below, and the extent of that interest.

Activity/involvement	Yes or No	Please state who is involved; the name of the body/individual/agency they are involved with; and the extent of their involvement
A local authority	No	N/A
A body whose objects are wholly or mainly of a political nature, or which is affiliated to such a body	No	N/A
A body whose objects are wholly or mainly of a religious nature; ²	No	N/A
An individual who is an officer of a body falling within (b) or (c);	No	N/A
A body corporate which is an associate (as defined in paragraphs 1(1) and 1(1A) of Part I of Schedule 2 to the Broadcasting Act 1990) of a body falling within (b) or (c);	No	N/A
An advertising agency or an associate of an advertising agency	No	N/A

Details of applications, licences and sanctions

3.14 Is the applicant a current licensee of Ofcom? **NO**

Licence number	Name of multiplex
N/A	N/A

3.15 Has the applicant held an Ofcom broadcasting licence before? **NO**

Licence number	Name of service or multiplex
N/A	N/A

3.16 Has anyone involved in the proposed service, held an Ofcom broadcasting licence or been involved in an Ofcom-licensed broadcast service before? **YES**

Dates licence was held or dates of involvement	Licence number (if known)	Name of service or multiplex
2008 - current	AL000318BA/3	Radio Exe
2017 - current	DP101968BA/1	Radio Exe DAB
2008 - current	CR000118BA/2	Phonic FM
2020 - current	CR102117	Riviera FM
2017 – current	DP101897BA	Zest

3.17 Does the applicant control an existing Ofcom licensee? **NO**

Licence number	Name of service or multiplex
N/A	N/A

3.18 Is the applicant controlled by an existing licensee or by any person who is connected (within the meaning of Schedule 2 to the Broadcasting Act 1990) with an existing licensee (i.e. as a “participant”)? **YES**

Licence number	Name of service or multiplex
AL000318BA/3	Radio Exe

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- 3.19 Has the applicant made any other application to Ofcom (or its predecessor broadcast regulators – the Independent Television Commission and the Radio Authority) for any licence which has since been surrendered by the licensee or revoked by Ofcom (or one of its predecessor regulators)? **NO**

Licence number	Name of service or multiplex
N/A	N/A

- 3.20 Is the applicant subject to any current or pending investigation by any statutory regulatory or government body in the UK or abroad in respect of any broadcast-related matter? **NO**

Licence number	Name of service or multiplex	Details of the investigation
N/A	N/A	N/A

- 3.21 Has the applicant – or any person(s) controlling the applicant – ever been subject to a statutory sanction for contravening a condition of a broadcasting licence in the UK or any other jurisdiction? **NO**

Licence number (or equivalent)	Name of service or multiplex	Nature of the breach	Sanction imposed	Date sanction imposed
N/A	N/A	N/A	N/A	N/A

- 3.22 In relation to any of the directors, shareholders or other individuals named in this application, please provide any information which you think may be a relevant consideration for Ofcom in determining whether or not the applicant is fit and proper to hold a Broadcasting Act licence. If you have no information, please respond “N/A”.

N/A

- 3.23 Has the applicant – or any person(s) controlling the applicant – ever been convicted of an unlicensed broadcasting offence? **NO**

Full name	Date of conviction/action	Penalty
N/A	N/A	N/A

Financial and business plan

- 3.24 Explain how the applicant considers it will be able to establish its proposed service. This should include an explanation of the costs required to establish the multiplex service, and how these costs will be met:

ExeDAB will establish a successful multiplex operation by providing existing community and commercial broadcasters as well as new entrants with a reliable digital broadcast platform on both affordable and flexible terms.

We intend to build a strong and sustainable business that provides capacity of upwards of 24 high quality services offering listeners a wide range of distinctive formats including niche brands for those with tastes and interests hitherto unserved.

Our core ambition is to offer service providers a low cost, easy-to-access, high quality digital broadcast platform. Our target market comprises existing Ofcom-licensed analogue community and commercial broadcasters looking for a digital future – who wish to simulcast existing services as well as develop and launch new brand extensions. The DAB platform will also appeal to existing internet radio stations as well as potential broadcasters who have been unable to obtain an Ofcom licence due to a lack of analogue spectrum.

ExeDAB will benefit from the Optimux management and monitoring system which was developed jointly by Niocast, the Manchester trial operator, and Switch Digital, the Birmingham trial operator.

We will offer broadcasters the flexibility of having their service encoded at source or via our cloud encoders – making it very flexible.

ExeDAB has developed a pricing strategy which allows it to be competitive enough to attract customers but sufficient to generate a profit, after expenses, that ensures sustainability. We will invest in continued technical research and development as Niocast has done in Manchester.

Advertising and Promotion

In addition to outreach via email and telephone calls, we have attracted prospective services to the multiplex via our website and social media presence through our consortium's channels. We have successfully published news releases in industry and local press and via digital media which has further reinforced our message to service providers. The number of confirmed services at this time gives us confidence in the financial stability of our plans to launch and maintain the multiplex.

Several of the service providers that have expressed interest in joining the multiplex have worked with the trial multiplexes or have had a positive experience of one of the other small-scale DAB trials.

Objectives

Whilst we have considerably more expressions of interest, our aim is to launch with at least 12 stations, including four C-DSP services, which will ensure the robustness of our business plan.

Funding

The company will be funded through a combination of equity and a shareholder working capital loan. The shareholders have agreed that the loan is interest free and is forecast to be repaid from month 13 through to month 42.

This financial structure ensures that we are not over-capitalised and that the amount of funding invested in the business is not significantly higher than the real value of our assets; that earnings represent a fair return on the capital employed; and it avoids a situation where capital is either idle or invested in assets which are not fully utilised. This will allow us to ensure that we can continue to offer low carriage fees.

Financial Forecast

We have attached a confidential spreadsheet that sets out the income and outgoings with a 36 month cashflow forecast.

3.25 Detail the sources of finance that will be used to fund the multiplex service,

A. Share capital

The company will be capitalised at £100

B. Loan stock

A working capital loan of £47,900 will be provided by the shareholders. We anticipate this loan being repaid within 3.5 years. Further funding is available, if required.

C. Leasing/HP facilities (capital value)

There is no requirement for Leasing/HP facilities.

D. Bank overdraft

There is no requirement for a bank overdraft.

E. Grants and donations

There is no requirement for grants or donations.

F. Other (please specify)

None

- 3.26 Provide evidence that sufficient funds are available to each investing shareholder to cover their proposed investment. For incorporated investing shareholders, provide a copy of the most recent statutory accounts.

✂ This information has been redacted by Ofcom for reasons of confidentiality

- 3.27 All of the funding identified above should be confirmed. If any funding has not been confirmed, or if there are any pre-conditions before the funding is released which have not yet been met, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

All funding is confirmed.

Relevant expertise and experience

- 3.28 Please provide details of who will be responsible for the day-to-day general management of the multiplex service (for example, dealing with programme service providers and contractual matters). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

Team

All members of the team share a track record of successfully establishing and operating radio stations. The combined experience of the stakeholders demonstrates these capabilities required to run a profitable multiplex business and give us an excellent understanding of what is required to be successful – good coverage, service reliability and easy access for programme providers at an affordable and realistic price.

Launching, establishing and maintaining a DAB multiplex requires technical competence, operational expertise, financial stability, and an aptitude to manage third party relationships successfully. We are confident that team members in our consortium – all of whom have operated or held management positions at Ofcom radio licences for many years - have the skills to deliver long-term success.

Experienced Management

Paul Nero, managing director of Radio Exe, will hold the same role at ExeDAB, taking overall responsibility for the day-to-day general management of the multiplex service - managing commercial, financial and operational matters.

Paul is an experienced media executive, having begun his career in local newspapers in Devon before moving into London advertising agencies and then becoming head of publicity for ITV franchisee Television South West. He subsequently worked for the BBC,

on global sports campaigns for Visa International including the Rugby World Cup and Olympic Games, before become head of communications for the Financial Times digital channels, notably FT.com. In 2001, he formed copywriting agency Plain Text, with clients that included Reuters, Vodafone, HP, Lex Autolease, British Council, Henley Group International, KPMG and Hay Group.

In 2011, Paul formed Exe Broadcasting to acquire control of Ofcom licensee Exeter FM, then owned by an international group that had got the station into financial difficulties. Rebranding the station as Radio Exe, Exe Broadcasting has built a strong local media brand, with 32,000 weekly listeners in an FM MCA of 132,000 adults, and around 120,000 unique monthly readers, mainly to its online news service.

Paul is well-known in the business and broadcasting community in the south west. He is a director of Exeter Chamber of Commerce, and a member of the Radio Academy, serving on its south west branch committee, and a member of the British Academy of Film and Television Arts (Bafta). He holds a first degree from Exeter University and an MBA from Bristol Business School. Paul formed the ExeDAB consortium by bringing together partners in commercial and community radio.

Partnership

Paul will be supported by Niocast Digital who will share their expertise and experience of the day-to-day management of the trial Manchester small-scale DAB multiplex. This will include supporting, maintaining and upgrading the multiplex hardware and software; recruiting new services to ensure that the multiplex is always full; negotiating carriage agreements; invoice management and payment collection; and working with programme services to ensure DSPS and regulatory licence compliance. Niocast has also participated enthusiastically in DCMS and Ofcom DAB planning meetings and taken part in parliamentary consultations on small-scale DAB. This experience will be invaluable in working with ExeDAB in establishing a viable and sustainable operation.

ExeDAB will also have access to Optimux – a software platform specifically developed, in 2020, to simplify the day-to-day management of small-scale DAB multiplexes. Optimux equips small-scale DAB licensees with an easy to use dashboard for managing, monitoring and reporting on all aspects of their multiplex as well as providing invoicing and direct debit collection to simplify the payment of carriage fees. Every aspect of the day-to-day management of a small-scale multiplex has been incorporated into Optimux.

ExeDAB will be using Optimux in the management of the multiplex:

- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
- Working with service providers and the transmission subcontractor to maximise multiplex functionality and efficiency.
- Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes.
- Developing new revenue streams.

ExeDAB will oversee any multiplex re-configurations and these will be undertaken in line with our policies and contractual agreements with service providers. We will provide ongoing financial management of the multiplex: accounts, IT, admin, legal, customer service and technical support.

Key Participants and Personnel

Paul Nero is also supported by the other participants in ExeDAB who are all experienced in broadcasting in Devon.

Exe Broadcasting

Exe Broadcasting was formed to acquire Exeter FM, when that station became insolvent under ownership of a national radio group. Rebranding it as Radio Exe, the station has grown the audience, building a sustainable position in the marketplace and achieving greater financial stability. Radio Exe broadcasts on FM and DAB.

Its controlling shareholder and managing director Paul Nero has a media career going back 35 years, embracing local newspapers in Devon and international ones such as the Financial Times where he was head of communications for the digital brand FT.com. His broadcast career spans television and radio, in the commercial sector and at the BBC. He is a graduate of Exeter University and also holds a Master of Business Administration from Bristol Business School. He is the author of five books, including Creative Business (Financial Times/Prentice Hall, 2003).

Ashley Jeary

Ashley Jeary is Radio Exe's programme manager and twice a winner of a Radio Academy's 30-under-30 award. He began his broadcasting career at Heart in Exeter, working on promotions. He now presents Radio Exe's drivetime show as well as the county's annual Pride of Devon awards. Ashley has a deep understanding of the broadcast market in the south west and has been pivotal in liaising with programme service providers who wish to broadcast on DAB in the Exeter area.

Dr. David Treharne

David Treharne was instrumental in launching and then operating Phonic FM, Exeter's community radio station, where he is now chairman. He presents a jazz show on the station, having hosted similar shows on Exeter's former commercial stations DevonAir and Gemini, as well as Jazz FM. David served as chairman of Exeter City Football Club for three years. With important chairmanships in Exeter over many years, David has extensive contacts across both city and county.

Martin Foster

Martin Foster represents Riviera FM on the applicant body. Torbay's community station has broadcast online for 12 years, moving onto FM in 2020. Riviera FM and Radio Exe originally submitted expressions of interest to Ofcom's consultation on the future of small-scale DAB, proposing to collaborate on applications for two areas: Torbay, and Exeter with Teignbridge. Riviera and Radio Exe have enjoyed a positive working relationship over a number of years. Martin spent 40 years as a broadcast engineer, including as supervisory engineer at London Weekend Television, as well as senior engineering positions at ITN and the BBC. He holds a degree in engineering and is a fellow of the Institution of Engineering and Technology (IET).

- 3.29 Please provide details of who will be carrying out the installation and on-going maintenance of your multiplexing / transmitter equipment (or the name of your proposed transmission and multiplex provider if you intend to use a third-party organisation for these services). Please also briefly state their previous relevant experience. (Note that any individuals or contractors who cannot be identified at this stage can instead be included in the confidential section (Part B) of the application form.)

Function	Responsible party	Previous experience
Installation of transmission equipment	Viamux Ltd	Viamux is a leading supplier of small-scale DAB solutions having installed systems in the UK & Republic of Ireland. Viamux was borne out of the Niocast Digital team that has successfully operated the Trial Manchester small-scale multiplex over the past five years.
Ongoing maintenance of the transmission equipment	Viamux Ltd	
Installation of the Multiplexing equipment	Viamux Ltd	
Day-to-day technical management and maintenance of the multiplexing equipment (if different from response to question 3.28 above)	Viamux Ltd	

Timetable for coverage roll-out

- 3.30 In no more than 250 words, please tell us how soon after licence award you expect your multiplex service to become operational and achieve the coverage you are proposing. Please provide an outline project plan with timeline (e.g. a Gantt chart or similar) showing the high-level activities and tasks leading up to the launch of your multiplex service:

ExeDAB intends to launch the multiplex in less than six months from award of licence.

Upon award, ExeDAB will immediately advance negotiations on the proposed transmission sites. Following the procedure set out in Ofcom's Technical Policy Guidance, we will liaise with other radio multiplex licensees on any impact our proposed transmitters might have. Once completed, ExeDAB will seek agreement from Ofcom for the proposed technical plan – mindful that the coverage proposed in our application is an award criterion and that any change will need to deliver broadly equivalent coverage.

ExeDAB will send final site details to Ofcom for clearance and evidence of liaison and agreement with those other radio multiplex licensees. Given the time taken to co-ordinate services we recognise the importance getting the final transmitter plans to Ofcom as quickly as possible.

Our timeline then focuses on the following key stages:

- Building and installing the DAB multiplex and transmission chain;
- Finalising carriage agreements with the service providers;
- Commissioning and testing the transmitter equipment for compliance with Ofcom's Digital Radio Technical Code; and
- Providing Ofcom with evidence of compliance with the licence and the Digital Radio Technical Code

Viamux has confirmed the availability of all equipment and services to meet our timescales. Assuming a licence award in Q1 2021, we aim to commence operations no later than September 2021.

The attached GANTT chart sets out precisely the key stages in the implementation of the multiplex together with a timeline.

4 Involvement of C-DSP providers; demand or support from programme providers

Involvement of C-DSP providers

4.1 Is the applicant body proposing to provide its own C-DSP service on the multiplex? **NO**

4.2 If the answer to the above question is 'yes', please provide a name and brief details of this proposed service. If the service is already licensed by Ofcom, the licence number should be provided:

N/A

4.3 If the answer to the above question is 'no', please provide details of any participant in the applicant body that is proposing to provide a C-DSP service on the multiplex. If the service is already licensed by Ofcom, the licence number should be provided:

Phonic FM, a participant in the applicant body, proposes to provide C-DSP services. Phonic FM holds the analogue community radio licence for the Exeter area (licence number CR000118BA/2).

Demand or support from programme providers

- 4.4 Please provide any evidence which has been gathered of support for the provision of the proposed multiplex service among providers or prospective providers of community or local digital sound programme services in the area to be served by the multiplex service:

ExeDAB has proactively engaged with many prospective service providers on a non-exclusive basis. We have outlined our draft transmission plans, headline terms of agreement and indicative carriage fees. This transparency has allowed us to win the confidence of a healthy number of service providers and we are committed to continuing with this open style of operation for the duration of the licence term.

To satisfy GDPR requirements, a full summary of contacts and conversations is included as a confidential attachment

We have been in contact with around 35 potential service providers, explaining the polygon, our ambitions for it, and our expected carriage arrangements and fees. At the submission date for this application, 31 expressions of interest have been received from service providers, including a very strong line up of specific services for the polygon and neighbouring districts in the Exeter travel-to-work area. This demonstrates a keen appetite for small-scale DAB in Exeter and supports our decision to invest in the transmission infrastructure necessary to deliver a high-quality service.

We will continue to seek additional service providers for our 'waiting list' and will be delighted to welcome any organisations that have hitherto given exclusive support to any 'rival' applicant groups. In the interests of transparency, we have not asked any potential service provider for exclusivity in the application process.

Our draft carriage agreement is also attached.

5 Fair and effective competition

- 5.1 Please detail the measures that have already been taken, and will be taken before and during the licence period, to demonstrate that, in contracting or offering to contract with programme services providers, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of such services:

Ethos

ExeDAB is conscious of its responsibility to ensure fair and effective competition at all times. We believe that when competition works well, service providers are motivated to maximise audience share and are better able to secure funding on the basis of their service offering - its uniqueness, its audience and the value it delivers. Alongside established brands, competition delivers greater choice for listeners and a better outcome for the public. It also ensures the long-term sustainability of service providers. Constrained only by capacity, our small-scale DAB platform will remain accessible to new entrants – a place where innovative formats will be encouraged and nurtured.

Proven

The shareholders in ExeDAB bring together a track record of successfully establishing radio stations.

ExeDAB is keen to foster a healthy and vibrant radio ecosystem – not only embracing existing commercial and community stations but also new entrants, pop-ups and experimental concepts. ExeDAB will deliver unprecedented choice for listeners in a carefully controlled, transparent way. Our ambition is to always ensure that our multiplex enriches the listener experience by complementing, rather than competing with, local and national ensembles.

Leadership

An award of this licence to ExeDAB ensures that the multiplex is operated by locally-led commercial and community radio companies, well-known and respected organisations in the Exeter polygon area, supported by experienced individuals who have successfully implemented and operated DAB multiplexes. All stakeholders are committed to small-scale DAB and have the financial stability to support that ambition. Our team is hugely experienced and well resourced, with significant practical expertise.

Delivery

Launching a small-scale DAB platform is a significant undertaking and we have been encouraged by the number of positive responses to our plans. We have openly discussed our transmission plans, carriage terms and indicative fees. ExeDAB has engaged with potential service providers in an open, non-exclusive manner and will continue to do so throughout the duration of this licence. Each service provider will enter into a Carriage Agreement - the key terms of which are identical for all service providers. All fees charged will be pro-rata to capacity contracted by each service provider.

6 Declaration

- I hereby apply to Ofcom for the grant of a licence for the small-scale radio multiplex licence described above and declare that the information given in this application form is, to the best of my knowledge and belief, correct.
- I further declare and warrant:
 - i) that the applicant is not a disqualified person within the meaning of that expression as defined in Part 2 of Schedule 2 to the Broadcasting Act 1990, as amended, or as a result of a disqualification order under section 145 of the Broadcasting Act 1996;
 - ii) that having made all reasonable enquiries neither the applicant nor any person controlling the applicant, as result of the grant to me of the licence, breach any requirement of Schedule 14 to the Communications Act 2003 with regard to the accumulation of interests in broadcasting services or to the restrictions on cross-media interests;
 - iii) that the applicant is not disqualified by virtue of the provisions of section 143 (5) of the Broadcasting Act 1996 in relation to political objects and the provisions of section 144 (3) of the Broadcasting Act 1996 in relation to the provision of false information or through the withholding of information with the intention of misleading Ofcom; and
 - iv) that no director or person concerned directly or indirectly in the management of the Licensee is the subject to a disqualification order as defined by section 145 (1) of the Broadcasting Act 1996.
- I understand that Ofcom reserves the right to revoke the licence (if granted) if at any time any material statement made to Ofcom is found to be false and to have been by the applicant or any member or officer thereof knowing it to be false. I also understand that under sections 144 and 145 of the Broadcasting Act 1996, the provision of false information could incur a criminal conviction and a disqualification from the holding of a Broadcasting Act licence. I further certify that, to the best of my knowledge, any matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in this application are fit and proper persons to participate in a radio licence, have been made known to Ofcom.

Full name of the person authorised to make the application on behalf of the applicant:

PAUL NERO

Date of application:

20 NOVEMBER 2020

I am authorised to make this application on behalf of the applicant in my capacity as:

COMPANY DIRECTOR