

How to broadcast on the City West Digital Radio Multiplex

Important Notes and Information

Please read this guidance carefully, it contains useful information to help complete the carriage request application form.

GENERAL INFORMATION

Contracting for carriage with City West Digital

At any one time about 25 radio stations (programme services) will broadcast from our network of transmitters across the West London area.

In cases where we have more expressions of interest from radio stations, than actual space on the multiplex, we need to operate some form of rationing. This means that not every radio station which has registered interest or every radio station applying can be carried on our DAB network of transmitters.

Once City West Digital is fully operational, whenever capacity to carry programme services becomes available, new programme services can be considered to join the multiplex.

To ensure fair treatment there is a standard application process. Each application will be assessed against five 'thresholds' (these are explained below). Completing the online application form as fully and accurately as possible, will benefit your radio service when the assessment takes place.

The assessment of radio station applications by City West Digital will be dealt with by a panel of specialists and a system of merit applied.

To promote competitive entry, applications will not be assessed purely on economic grounds. City West Digital acknowledges its duty to trade in a way calculated to ensure fair and effective competition and so this is where the 'thresholds' become important.

THE PROCESS

The process to join City West Digital as a programme service covers three stages:

Stage 1: Prospective applicants should complete the application form setting out the extent to which their service meets certain 'thresholds'.

Stage 2: Applications will be sifted by City West Digital, according to the extent to which an applicant meets (or exceeds) the 'thresholds' before being added to our waiting list.

Stage 3: When capacity becomes available, we will assess the most appropriate new service to join the bouquet of services carried.

THE ASSESSMENT THRESHOLDS

The programme service 'thresholds' explained

City West Digital will assess each carriage request application by the extent to which they meet or exceed certain criteria. We have called these criteria 'programme service thresholds.' By working to a framework (whereby each prospective programme service can be assessed) we can develop a system that is fair in a market that is also competitive.

To make this framework transparent we have set out these programme service thresholds below. Selection will be based on which programme services, in the view of City West Digital, display the strongest characteristics set against the five programme service thresholds.

The five thresholds are:

1. The localness of origin, or otherwise, of the programme service to our West London coverage area
2. The extent to which the service provider has calculated how their service will appeal to listeners in the West London area
3. Whether the proposed service is part of a wider group of stations already on our multiplex
4. An assessment of how the proposed service will compliment or extend the range of services to be carried on the West London multiplex
5. The extent to which the proposed service is likely to attract the necessary funding or other financial support needed to commence broadcasting and carry-on broadcasting, ensuring the service can meet its contractual obligations

Applicants are strongly encouraged to bear these thresholds in mind, when completing their application form.

Please complete the application form on our website. [Apply to Broadcast | City West Digital](#)