

LEFT PEG MEDIA

Response from Patrick Whiteside – Co-founder/Production Director – sent via email

Q1. I think the potential value to the audience is huge. Adding to the existing live content on the network with existing podcasts/content comes at the no extra expense to the BBC or the license payer. In fact I would go as far as saying it is a no brainer!

Q2. It allows the audience a greater choice in listening which can only be a positive thing. It also gives the audience an opportunity to sample other content that BBC Sport produces which they may have not known about.

Q3. I think it will have a positive impact in terms increasing choice for the listener, and should not negatively affect the competition from the stand point that Sports Extra already exists and the BBC are not launching a brand new station, they are just “filling the gaps” of an existing one. talkSport 2 fills the gaps in their live sport with speech content.

Q4. In order to minimise any effects on fair and effective competition the BBC should not promote content that is delivered on the new network that isn't live sport. Only live content is to be promoted on the network. But that's not to say we cannot educate the audience that Sports Extra will now offer new content. And I believe the network should not contain any original content, it should all be content that has been already produced for BBC Sounds, or 5 Live.