



News Broadcasting's response to the BBC Radio 5 Sports Extra: Public Interest Test consultation

Section 1: Executive summary

The BBC is the most significant player in the UK speech radio and podcast market.

PROFITABLE
talkSPORT network
•! ffg.,
Extra would come from the

talkSPORT network.

The BBC's proposal appeals to a significant proportion of talkSPORT listeners and means they would listen less.

Such a significant loss of listening hours would have a material negative impact on our business.

As a result, News Broadcasting strongly opposes the proposed extension of 5 Sports Extra.



There



The market context: The evolution of 5 Sports Extra and talkSPORT

H

R U







Figure 3: Cricket fans, split by socio-economic group and age

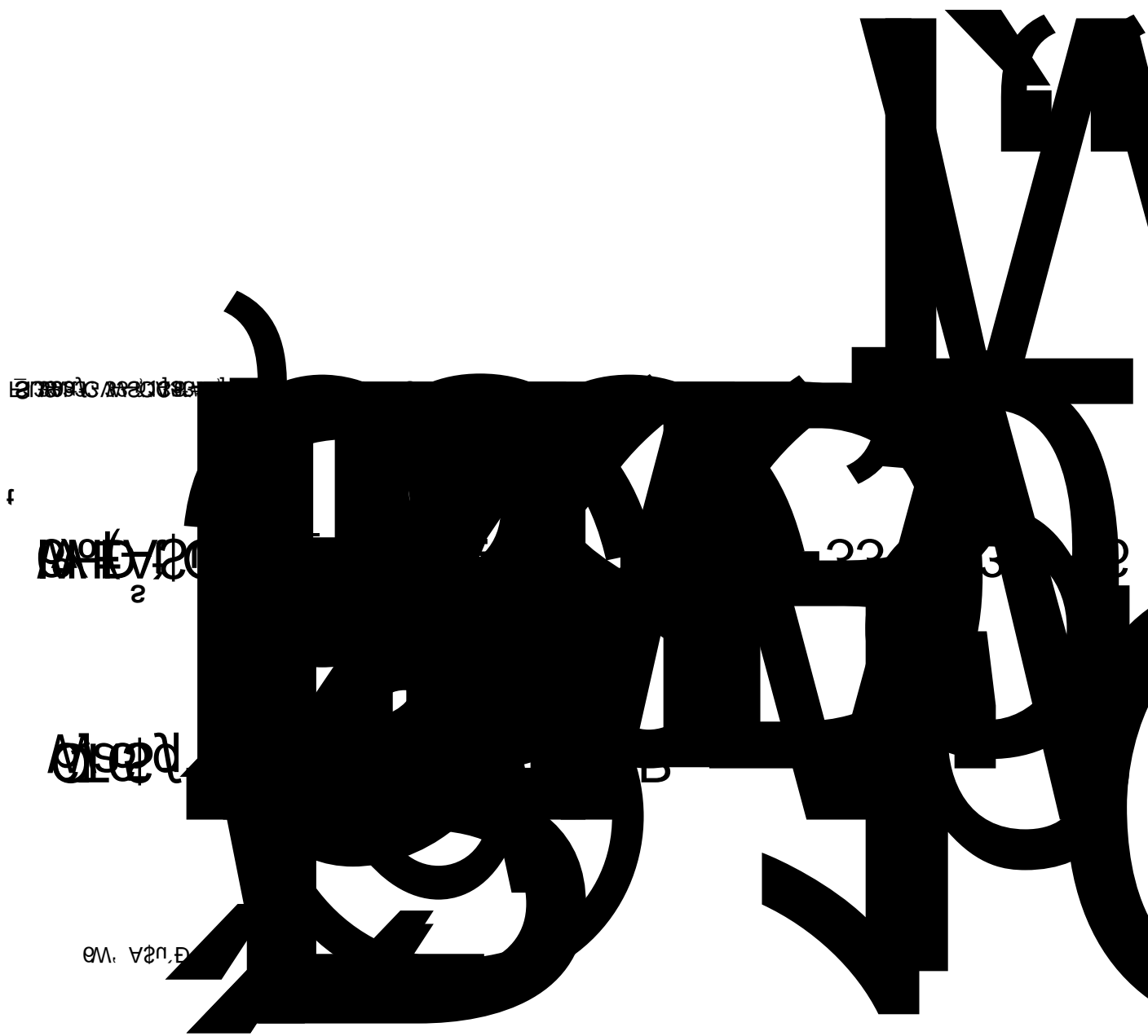






Figure 4: The first sample schedule provided by the BBC



EDXC

GDWA° SM+8D 6
IK

W

Figure 6: The third sample schedule provided by the BBC

GDWA° SM+8D 6
IK





Figure 7: Views on the BBC Radio's role in covering a wide range of sports





Figure 8: Views on level of coverage of different sports on UK radio

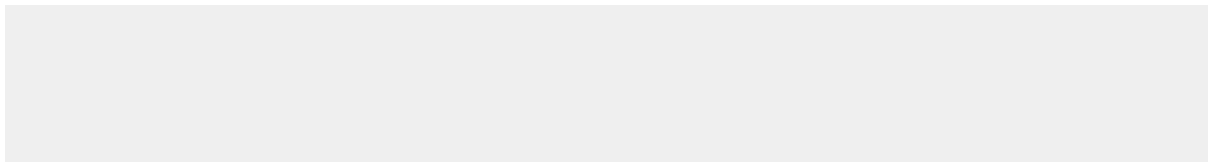
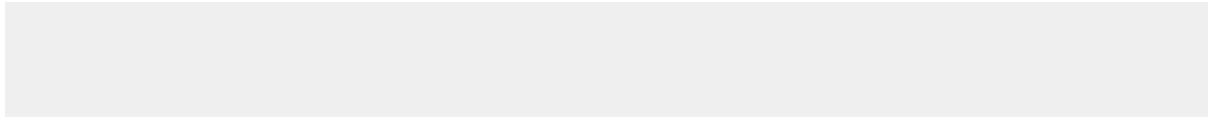








Figure 9: Sports associated with the talkSPORT network and BBC 5 Live and 5 Sports Extra



KD\XB 2H0



