

Technical? Or just common sense

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Broadcast Technical Policy

We want to cover the world

- Be realistic you will most likely get 100 watts with directional constraints dependent upon frequency and site
- Technically site choice is possibly the most important decision you will make
- What is a good site
 - One that provides the required coverage from the power allocated
 - Respecting the field strength restrictions as set out in the invitation for Greater London

What makes a good site

- Height is might
- What can you see from where the antenna is planned
- Secure
- Cost effective
- Ease of access
- Planning permission (listed buildings make life difficult)
- Studio/TX site ([link](#))
- H&S
- Availability of electricity supply
- Ease of installing antenna and equipment (cost)
- Other users
- Tenure
- Local residents

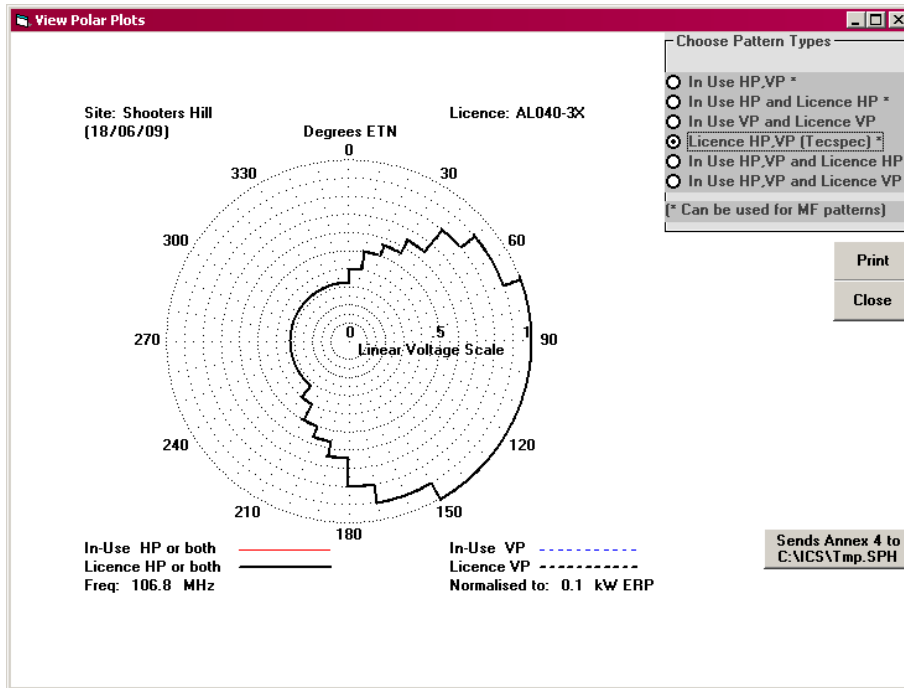
How do I know what coverage I'll get

- We try to give a 5km radius as an indication
 - This is site dependant
 - Frequency dependant
 - Mono/Stereo

Equipment

- Must be compliant
 - CE marked
- Complies with Ofcom's "Engineering Code"
 - Monitoring points etc.
- Antennas
 - Keep it simple but note directionality increase complexity
 - Cost benefit
- Bells and whistles
 - Processors
 - RDS

Complex Antenna Design



Help

- Other Stations
- Consultants
- Transmission Providers
- Experienced engineer

What happens when we are awarded a licence

- Celebrate
- Send me confirmation of your site details
- Ofcom start to clear a frequency
- Four months later we have a frequency cleared
- Test transmissions
- Launch
- Celebrate again

Questions