



# Analogue Broadcast Radio Measured Coverage Area (MCA) Maps

**Disclaimer**

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## MCA maps

Ofcom's MCA maps represent the coverage of the licence concerned which is recognised by Ofcom, and used for administrative purposes only. Specifically, it shows the area on which basis Ofcom calculates its WT act licence fees, and administers regulations on the ownership of radio licences.

The coverage indicated does not represent or imply any warranty by Ofcom that the technical conditions which form the basis of its definition are satisfied at all points within the area shown, nor that these conditions would not be satisfied at locations outside that area. The associated technical conditions represent a conservative average threshold (for each relevant measure) for generally acceptable reception for most circumstances: some listeners find these thresholds too low to deliver what they would like, and others enjoy what they regard as adequate reception under worse conditions than those corresponding to these thresholds. Reception quality can differ rapidly with changing location, to a more detailed extent than is shown on the map.

The coverage shown has been prepared on one of three bases. Some maps, typically those pertaining to transmissions established before 1989, and largely unaltered since, are based on measurements of field strength undertaken by the former Independent Broadcasting Authority (IBA). Others are based on predictions of field strength, which have not been subject to detailed verification by measurement, and others have been derived from a combination of measurement and prediction: it should be noted that measurements obviously reflect implemented transmission parameters rather than the idealised characteristics which usually have to be assumed when predictions are prepared. Ofcom does not differentiate between these sources, and the associated input assumptions, in its administrative application of the coverage information. Ofcom is not prepared to enter into discussion or negotiation concerning the accuracy of these maps, save with the licensee concerned within the framework described in its associated policy guidance document on coverage matters, "Coverage: Planning Policy, Definitions and Assessment", which is available on our web site at:

[www.ofcom.org.uk/licensing\\_numbering/radio\\_sound\\_broadcasting/commercial\\_radio/pp\\_def](http://www.ofcom.org.uk/licensing_numbering/radio_sound_broadcasting/commercial_radio/pp_def)

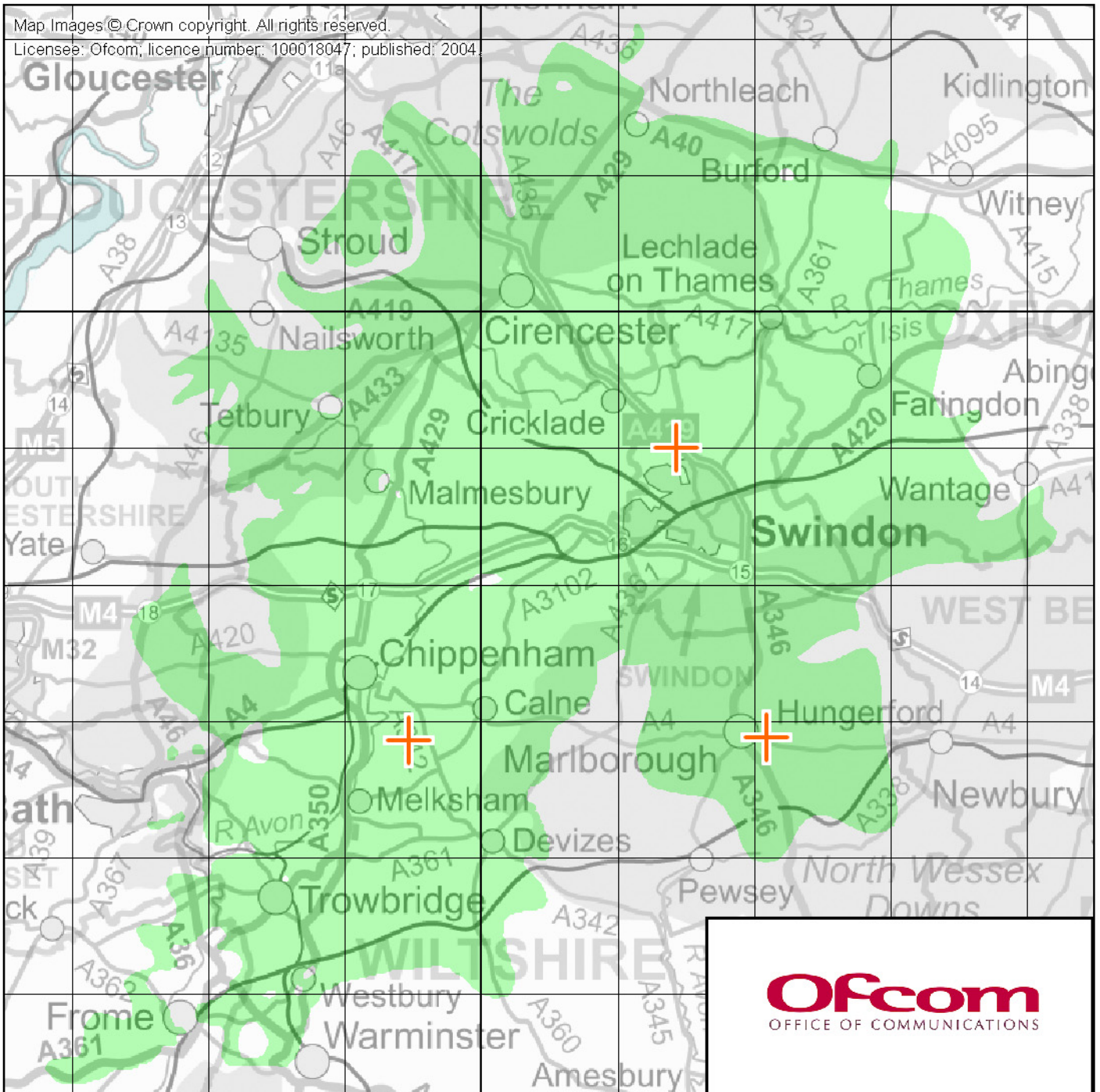
The technical definition of coverage area is based on a uniformly applied minimum median field strength of:

- for VHF/FM services, 54 dB ( $\mu\text{V}/\text{m}$ ) at a receiving aerial height of 10m above ground level (in either plane of polarisation);
- for medium wave (AM) services, 66 dB ( $\mu\text{V}/\text{m}$ ) at a receiving aerial height of 2m above ground level.

A higher field strength value may be applied in some cases where this is required to overcome incoming interference from other transmissions.

Coverage is not included in Ofcom's administrative reckoning if it is entirely separated both from the area from which the licence name is derived, and from the land on which all of the licence's transmitters are situated, by a stretch of water which is exclusively estuarial, and not connected by road with the main coverage area.

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Swindon & West Wiltshire FM MCA (GWR FM(East)) - 29th December 2003