

## Aberdeen independent local radio licence applications

# Questions and responses:

*These are the responses received from Original FM to the non-confidential questions asked by Ofcom regarding their application for the Aberdeen licence.*

Please find below Original FM's answers to the follow-up questions.

- 1. Please could you supply a music log (listing title and artist of each track) for six daytime hours on Original FM (Aberdeen), imagining that the station was currently on the air. These hours should be taken from a typical weekday, between 06.00 and 19.00.**

The music log below is a sample six hour chronological extract from a typical days output on Original FM. The log is based on an assumed transmission date of Friday 27<sup>th</sup> October 2006 to give an exact frame of reference for current tracks.

Each song is coded by genre, era and Top 20 status.

This typical extract of Original FM is 62% non Top 20 (both current and historic). Our avoidance of repetition – particularly for current songs which will be heard no more than once every 6 hours –underpins the originality and distinctiveness of our station output.

		<b>Song</b>	<b>Artist</b>	<b>Era</b>	<b>Genre</b>	<b>Top 20</b>
1	1	She Moves In Her Own Way	The Kooks	current	rock	✓
	2	Patience of Angels	Eddi Reader	90s	soul	
	3	Suicide Blonde	INXS	80s	rock	✓
	4	This Love	Maroon 5	00s	rock	✓
	5	An English Gentleman	James Dean Bradfield	current	mellow	
	6	The Bed's Too Big Without You	The Police	70s	rock	
	7	Eleven To Fly	Tin Tin Out	90s	soul	
	8	Never Know	Jack Johnson	current	mellow	
	9	See Emily Play	Pink Floyd	60s	rock	✓
	10	Iris	Goo Goo Dolls	90s	rock	
	11	All I Wanna Do	Sheryl Crow	90s	rock	✓
2	1	New York Minute	Don Henley	80s	rock	
	2	Save Room	John Legend	current	mellow	
	3	Mi Corazon	Fun Lovin' Criminals	00s	eclectic	
	4	Bakerman	Laid Back	90s	eclectic	
	5	Like A Star	Corrine Bailey Rae	current	soul	
	6	How Sweet It Is	Marvin Gaye	60s	soul	
	7	Bones	The Killers	current	rock	
	8	Bitter Sweet Symphony	The Verve	90s	rock	✓
	9	I Saved The World Today	The Eurythmics	90s	mellow	✓
	10	Driving Away From Home	It's Immaterial	80s	eclectic	✓

	11	When I Think Of You	Janet Jackson	80s	soul	✓
3	1	The Flame	Fine Young Cannibals	80s	rock	✓
	2	Outrageous	Paul Simon	current	eclectic	
	3	There's A Guy Works Down The Chipshop...	Kirsty McColl	80s	eclectic	✓
	4	I Wish I Knew How It Would Feel To Be Free	Lighthouse Family	00s	mellow	✓
	5	Song For Whoever	The Beautiful South	80s	mellow	✓
	6	Love It When You Call	The Feeling	current	rock	
	7	Semi Charmed Life	Third Eye Blind	90s	rock	
	8	I Put A Spell On You	Nina Simone	60s	soul	
	9	Force Behind The Power	Diana Ross	90s	soul	
	10	World Looking In	Morcheeba	00s	eclectic	
	11	Darling Darling Baby	The O'Jays	70s	mellow	
4	1	Chasing Cars	Snow Patrol	current	rock	✓
	2	Get It Right Next Time	Gerry Rafferty	70s	rock	
	3	Street Life	The Crusaders	70s	soul	✓
	4	Simply Irresistible	Robert Palmer	80s	rock	
	5	Loving You	Paolo Nutini	current	eclectic	
	6	You Might Think	The Cars	80s	rock	
	7	There's Your Trouble	Dixie Chicks	90s	eclectic	
	8	Dirty Mind	The Pippettes	current	eclectic	
	9	One Way	The Levellers	90s	rock	
	10	Long Hot Summer	The Style Council	80s	mellow	✓
	11	Warning	Green Day	00s	rock	
5	1	Shes A Star	James	90s	rock	✓
	2	Don't Know Why	Norah Jones	00s	mellow	
	3	The Cat's In The Cradle	Harry Chapin	70s	eclectic	
	4	Get Ready	The Temptations	60s	Soul	✓
	5	Jimmy Gets High	Daniel Powter	00s	Mellow	
	6	Sunshine Of Your Love	Cream	60s	rock	
	7	The Long And Winding Road	The Beatles	60s	mellow	
	8	Call Me When You're Sober	Evanescence	current	rock	✓
	9	Big Time	Peter Gabriel	80s	rock	✓
	10	Be Thankful For What ...	William De Vaughn	70s	mellow	
	11	Rehab	Amy Winehouse	current	soul	✓
6	1	New York New York	Moby	current	eclectic	
	2	Touch Me	The Doors	60s	rock	
	3	London Calling	The Clash	70s	rock	✓
	4	The Greatest and Perfection	Julian Cope	80s	eclectic	
	5	Charmless Man	Blur	90s	rock	✓
	6	Undiscovered	James Morrison	current	mellow	
	7	Shout	Tears For Fears	80s	rock	✓
	8	Diamonds and Pearls	Prince	90s	soul	
	9	Whatever	Oasis	90s	rock	✓
	10	Everybody Knows You Cried..	The Fratellis	current	rock	
	11	Fool's Gold	The Stone Roses	90s	rock	

- 2. In relation to the content quantitative survey that was undertaken, the application states (p 39) that hooks from 45 songs were played, however the appendix for the music clusters only name 36 tracks. Please clarify which is correct. If more songs were used than detailed in the appendix, please provide the details of these.**

The content quantitative research included 12 music pods containing 36 songs as detailed in the appendix. The reference on page 39 should have reflected this.

- 3. Please explain the rationale for the choice of tracks in each music cluster.**

The music clusters are designed to represent particular music genres or sub-genres and are intended to summarise a music type. As such they need to be illustrative, recognisable and appropriate for each genre. Respondents are not made aware of the genre description, artist name, or song titles.

The clusters cover all of the potential main music types considered for inclusion in the Original format, plus representative genres of other ILR formats. Tracks are not chosen for their popularity or lack thereof, but for their collective genre representation.

Track selection is inevitably subjective, but given the broad range of music in the Original proposition our interest in this element of our research programme is more focussed on the cross-over appeal of music types than the popularity of any single genre.

- 4. What was the recruitment/screening criteria for the content quantitative survey?**

The content survey is designed to provide a more detailed picture of our target listener preferences in both music and speech terms. The sampling process followed established quantitative research procedures, themselves designed to produce representative responses.

Quotas were set based on the Northsound Radio TSA to ensure that the sample was representative in terms of age, gender and social grade. In addition, and in line with our sampling methodology for all quantitative research in the application, interlocking age and sex quotas were applied to ensure good representation within each ten-year age band allowing for commentary in this regard.

As explained on page 54 of the application “respondents were qualified as being resident in the Aberdeen area (Northsound Radio TSA); aged 30–59 and having listened to a music station in the past 7 days”. The questionnaire supplied in appendix contains the questions asked in order to achieve the recruitment criteria.

- 5. The application (p 39) states that the tables were weighted to the population. Could you please clarify if this has been weighted to the Northsound One profile or the total population for the new licence area.**

We explained on page 20 (and in similar words on page 40) that “we intend to market to, and measure our audience within, the same TSA as Northsound”. Both Northsound 1 and 2 survey their audiences in the same TSA and, given that our

proposed transmission solution uses the same sites as Northsound 1, we would expect our coverage to be similar. The tables were therefore weighted to the Northsound 1 (and 2) area profile.

- 6. Please confirm that table in application that show analysis by those who would 'definitely listen to Original' (pages 51 & 52), is based on those answering 'definitely' to Q11 in the research questionnaire.**

We confirm that all references to "definitely listen to Original" in the tables on pages 51-53 are based on those answering "definitely" to Q11 in the research questionnaire.