

Belfast independent local radio licence applications

Questions and responses: Delicious

These are the responses received from Delicious to the non-confidential questions asked by Ofcom regarding the group's application for the Belfast licence.

1. Please clarify how the terms 'current' and 'recent' would be defined in the context of the music policy described in the Format.

"Current" is the term we would use for songs on current sale to the public or about to be released. "Recent" songs would apply to any other track released in the three to twelve months prior to being broadcast on the station. As stated in the Format for Delicious FM, current and recent tracks will never represent more than 20% of the music output.

2. The application states that "it is clear... ..that the Delicious FM music policy will be generally acceptable to around two thirds of our target audience" (p.51). Please explain how research findings which relate to a range of broad era-related genres substantiate the commitment to "music which will be adult contemporary from musically credible artists" (p.44).

The phrase quoted from page 51 forms part of our summary of the Musical Preferences Study undertaken by First Surveys. This study indicated that all categories tested, (with the exception of "2000 pop") would be at least tolerated by between 60% and 87% of respondents. The lower tolerance rating for "2000 pop" suggests that such tracks must be chosen with great care if they are to sit well alongside classic hits from the previous four decades. This careful selection from "musically credible artists" will be most likely to ensure their acceptance by older listeners while still allowing us to maintain a fresh contemporary sound.

In the context of our format, the term "adult contemporary" is used to describe the *appeal* of the music rather than being an exact definition of the music itself. In other words, our music will be of appeal to adults and will have a broadly contemporary feel (as opposed to "golden oldies"), although we will include a wide range of eras in the mix.

As guidance we looked at the definition of adult contemporary from the TV Radio World directory:

"Simply referred to as AC, adult contemporary stations are aimed at people aged 30+ and older. These stations offer lively contemporary music of the past decade or two, without cutting edge music, rock or rap music. Such artists popular on these stations include Madonna, Lionel Ritchie, Mariah Carey, Elton John and Amy Grant to name but a few."