

Belfast independent local radio licence applications

Questions and responses: Kerrang

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

1. On what basis did the group select its 15% daytime speech maximum given that the preferred balance between speech and music appears not to have been tested?

The daytime speech level of 15% was selected on the basis that this attribute will make the service more distinctive, and therefore contribute more effectively to broadening of the range of services available in the area. According to our monitoring exercise, Belfast is well served by stations with high speech content. During the period monitored speech accounted for 33% of the daytime output of Downtown, 31% of the daytime output of Citybeat and 23% of the daytime output of Cool FM. We also noted that speech levels on Citybeat reached 40% during the 6am to midnight period.

It is also worth noting that, although respondents to our survey were not asked for their music/speech ratio preference, it was made clear in each question relating to genre preferences and speech types, that the proposal was for a music station. For example respondents were asked how likely they would be to listen to "... a music station for the Belfast area which would play a mix of classic rock songs from the 60s to the 90s by artists like The Rolling Stones, The Who, Genesis, Aerosmith, Red Hot Chilli Peppers, Queen, U2, The Police, David Bowie and the Eagles, mixed with great album tracks by contemporary artists such as Coldplay, Embrace and Alanis Morissette." 62% said they would be fairly, very likely or would definitely listen, which suggests strong demand. When asked if there was station in the area that fitted this description 58% said no, which when viewed alongside the monitoring exercise, suggests that choice would significantly be broadened by the addition of such a music station.