

Bristol local commercial radio licence applications

Questions and responses: Chill Bristol

These are the responses received from Chill Bristol to the non-confidential questions asked by Ofcom regarding its application for the Bristol local radio licence.

1. What is the rationale for the split of revenue between local and national advertising?

This is based on GWR FM's current performance in the market and the continuing demand for Bristol from national agencies.

2. Your Format document states that there will be “at least one featured local artist in each month.” In what form would this take (i.e. how, more specifically, would the artist be “featured”?).

Our concept is that the afternoon programme will choose a local artist that it can 'get behind' and support. The show will begin by introducing them as a 'new find' by playing their music and soliciting a response from listeners via email, text and phone. We would then get the artist to come into the studio, play a live session and be interviewed. It is also likely that we would also do some work-place activity with them playing an acoustic set at local businesses. Ideally this would then culminate in a proper live gig for listeners in the city.

We are keen that the local artist feature does not become merely a 'record of the week', but instead is seen by the listeners as someone that both they and the station have discovered and supported together.

3. Please could you define more closely what you mean by the phrase “generally presented live” (for example, by providing a minimum number of hours per day that would normally be broadcast live).

This is a typographical error, it is meant to read “generally presented locally” – to fit in with most of the descriptions in this section of other radio stations' formats. The thinking behind this is that Chill Bristol would be a radio station that powered both the local FM licence and other networked Chill digital services, therefore the FM station would be predominantly created locally the entire time. We used the phrase 'generally' as there are likely to be occasional opportunities to use other material, the one suggested in the programme schedule being the Classic FM Chiller Cabinet programme. If there is a need to state 'local production' hours we would be happy for this to be stated as '18 hours a day' to cope with these occasional series.

On the subject of live programming, we expect that the station will be controlled by live presenters from 6am to 10pm.

4. Please can you provide further details/evidence of the “strong crossover” of the Modern Rock format with existing local stations in the Bristol market (highlighted on page 43 of the application).

Our references to the strong crossover was borne out from our music monitoring of the area and our analysis of the stations' formats detailed in the application.

Rock music has continued to be a strong part of airplay on other stations in the market. For example on GWR FM for the week ending the 22nd July, the top ten songs were:

	ARTIST	TRACK
1	PINK	WHO KNEW
2	ORSON	NO TOMORROW
3	ZUTONS, THE	VALERIE
4	FURTADO, NELLY	MANEATER
5	AGUILERA, CHRISTINA	AIN'T NO OTHER MAN
6	FEELING, THE	FILL MY LITTLE WORLD
7	YOUNG, WILL	WHO AM I
8	ALLEN, LILY	SMILE
9	MADONNA	GET TOGETHER
10	BAILEY RAE, CORINNE	TROUBLE SLEEPING

The top three songs from Pink, The Zutons and Orson as well as the number six song from The Feeling are all strong mainstream rock songs that any of the rock stations proposed for this licence would likely feature on their playlist. Additionally, the Lily Allen song is played on XFM London so we would expect that too, to appear on any rock-orientated station in Bristol.

Glancing down the rest of GWR FM's top airplay list there are also appearances from many other guitar-based songs, these include James Morrison – You Give Me Something, Jack Johnson – Upside Down, Kaiser Chiefs – I Predict A Riot, Jack Johnson – Better Together, Snow Patrol – Chasing Cars, Red Hot Chili Peppers – Tell Me Baby, The Killers - Somebody Told Me, Scissor Sisters – Filthy/Gorgeous.

On Star Bristol's website, the five current music tracks they list as an example of their playlist are:

- James Morrison – You Give Me Something
- Keane – Is It Any Wonder
- Nelly Furtado – Maneater
- Sandy Thom – I Wish I Was A Punk Rocker
- Rhiana – Unfaithful

James Morrison, Keane and Sandy Thom we believe are all songs that would fit in the formats of all the album/rock bidders (in fact Keane's *Is It Any Wonder* appeared in the documents of Wicked, Diamond and Rock Radio as an example track).

We believe that our analysis of the current market as well as the references in the current stations' formats demonstrate that when taken together the local stations in the market play a broad range of rock music. Therefore the addition of a new radio station playing rock-orientated music will not "broaden the range of programmes available" in the market.

5. Please can you provide further details of the "representative local panel" that was used to conduct the quantitative research (e.g. what is it mainly used for, how are people recruited to it?). What was the sample methodology used for this research?

The sample was purchased from a company called Sample Answers, which is a leading sampling agency for the market research industry. They collect data from various consumer self-completion questionnaires and have a database with about 20 million telephone numbers and addresses. They provided us with a random sample

of consumers who live in the postcode area that we surveyed. To make sure that we were representative of this population we also set quotas on age and gender.

6. For Q3(b) and Q3(d) of the quantitative study, why did only 20 people answer the attitude statements? Do you have the verbatims for Q3(d)? Also, in Q5(e) what is “Q150” referred to in the question?

We found that the time it was taking to answer questions Q3b/Q3d was increasing the length of the interview to an unacceptable time, so these questions were taken out after 20 surveys. We have enclosed the 11 verbatims that were recorded before this time.

In Q5e the <Question 1501> reference refers to Question 5a where they choose their preferred type of radio station.