

Exeter independent local radio licence applications

Questions and responses:

These are the responses received from Your Radio to the non-confidential questions asked by Ofcom regarding their application for the Exeter licence.

- 1. Please define, for the purposes of your Format, the terms “album orientated” and “non-manufactured” [tracks for young adults].**

The term album orientated was adopted to emphasise the fact that Exeter Live does not intend to play new Chart tracks released only as singles. However we would accept an amendment to the wording of our proposed Format Detail which replaces “album orientated music” to one which simply reads “album tracks”.

Similarly, the term “non manufactured tracks” was adopted to emphasise the very different output which Exeter Live intends to offer those young adults on a Sunday who have grown bored with the Chart shows on offer but wish to hear current music. Such tracks represent current and recently released music from artists such as Athlete, The Cure and Limp Bizkit which are not specifically manufactured for the Charts and are more likely to be heard at festivals but, may on occasion achieve chart status. It is difficult and probably inappropriate to try and “pigeon hole” our intentions for the music output of this show into one defined term. However, understanding the importance of the Format, we would accept a change of wording such that: “non-manufactured tracks ...” becomes “tracks which are not produced specifically for the Charts”.

- 2. How were respondents identified to take part in the consumer study (e.g. random digit dialling, a database, or telephone directory)?**

As detailed on P 41 of our application, the Consumer Survey was conducted independently by FirstGroup plc; the 500 adults were selected to mirror the proposed licence area demographics (by age and sex) using a database purchased from DBS data.