

## Ipswich local commercial radio licence applications

# Questions and responses: Lite FM Ipswich

*These are the responses received from Lite FM Ipswich to the non-confidential questions asked by Ofcom regarding their application for the Ipswich local radio licence.*

### **1. In what respects (if any) will Lite FM Ipswich's music policy be different to that of Lite FM in Peterborough?**

Our research, supplemented by a large quantity of incidental and anecdotal evidence, led us to conclude that the music policy of a new radio station for Ipswich should centre on adult contemporary and soft rock music.

This differs from the music policy at Lite FM Peterborough which exhibits a slightly more "pop-rock" feel. In Ipswich, having identified a greater appetite for the format-defining styles of mainstream AC, rock AC, and classic rock, our proposed format has less of a mainstream adult contemporary feel than that of Lite FM in Peterborough. Specifically, we are avoiding chart-pop-dance and old classic gold tracks so as to ensure differentiation from Vibe, SGR and Classic Gold Amber respectively.

### **2. Please could you provide us with five sample daytime hours to illustrate Lite FM Ipswich's proposed music policy, imagining that the station was currently on the air (if appropriate, this could be taken from Lite FM Peterborough's music log).**

We have taken five hours of recent daytime music logs from Lite FM Peterborough (from Wednesday 5 October) and modified them to conform to the proposed Lite FM Ipswich music policy. Tracks substituted for Ipswich are shown in bold type.

#### HOUR ONE

PRETENDERS

KT TUNSTALL

**PHIL COLLINS**

CRUSADERS

QUEEN

**TONI BRAXTON**

CORRS

TEXAS

ROBBIE WILLIAMS

**U2**

BLONDIE

**EAGLES**

FAITH HILL

DON'T GET ME WRONG

SUDDENLY I SEE

**IN THE AIR TONIGHT**

STREET LIFE

I WANT TO BREAK FREE

**UNBREAK MY HEART**

BREATHLESS

I DON'T WANT A LOVER

TRIPPIN'

**MYSTERIOUS WAYS**

ATOMIC

**TAKE IT EASY**

**THE WAY YOU LOVE ME**

#### HOUR TWO

ROBBIE WILLIAMS

**COLDPLAY**

ROCK DJ

**IN MY PLACE**

**ROD STEWART**  
BEAUTIFUL SOUTH  
FLEETWOOD MAC  
SIMPLY RED  
10CC THINGS  
DURAN DURAN  
MAROON 5  
DAVID GRAY  
**ELTON JOHN**  
GO WEST  
DAVE EDMUNDS

**DOWNTOWN TRAIN**  
PERFECT 10  
GO YOUR OWN WAY  
PERFECT LOVE  
WE DO FOR LOVE  
THE REFLEX  
SHE WILL BE LOVED  
THE ONE I LOVE  
**CANDLE IN THE WIND**  
KING OF WISHFUL THINKING  
I HEAR YOU KNOCKING

HOOR THREE

**SANTANA**  
OASIS  
UB40  
FUGEES  
**SHERYL CROW**  
NEW ORDER  
IAN DURY- BLOCKHEADS  
GEORGE MICHAEL  
KT TUNSTALL  
DEACON BLUE  
**NORAH JONES**  
ELO

**SMOOTH**  
THE IMPORTANCE OF BEING IDLE  
I GOT YOU BABE  
KILLING ME SOFTLY  
**MY FAVOURITE MISTAKE**  
WAITING FOR THE SIREN'S CALL  
HIT ME WITH YOUR RHYTHM STICK  
CARELESS WHISPER  
SUDDENLY I SEE  
REAL GONE KID  
**SUNRISE**  
LIVIN' THING

HOOR FOUR

DAVID BOWIE  
ROBBIE WILLIAMS  
SIXPENCE NON THE RICHER  
QUEEN  
PAUL YOUNG  
**TRAIN**  
ALISON MOYET  
**DIDO**  
CORRS  
**ROLLING STONES**  
WILL YOUNG  
MARC COHN

LET'S DANCE  
TRIPPIN'  
KISS ME  
CRAZY LITTLE THING CALLED LOVE  
EVERYTME YOU GO AWAY  
**DROPS OF JUPITER**  
LOVE RESURRECTION  
**THANK YOU**  
WHAT CAN I DO  
**JUMPIN' JACK FLASH**  
LIGHT MY FIRE  
WALKING IN MEMPHIS

HOOR FIVE

**ERIC CLAPTON**  
DAVID GRAY  
STEVE MILLER BAND  
WHITNEY HOUSTON  
DOOBIE BROTHERS  
DANIEL POWTER  
**POLICE**  
LIONEL RICHIE  
ROBBIE WILLIAMS  
CHARLOTTE CHURCH  
DAVID BOWIE

**TEARS IN HEAVEN**  
THE ONE I LOVE  
ABRACADABRA  
MY LOVE IS YOUR LOVE  
LONG TRAIN RUNNIN'  
BAD DAY  
**WALKING ON THE MOON**  
RUNNING WITH THE NIGHT  
SUPREME  
CALL MY NAME  
MODERN LOVE

CELINE DION  
FREE

THINK TWICE  
ALRIGHT NOW

To further illustrate the differences between the music policies of the two stations, the following tracks were featured on Lite FM Peterborough during these hours, but have been removed from the Lite FM Ipswich sequences:

JENNIFER LOPEZ	IF YOU HAD MY LOVE
RACHEL STEVENS	I SAID NEVER AGAIN
PATO BANTON	BABY COME BACK
BLUE	IF YOU COME BACK
RICKY MARTIN	LIVIN'LA VIDA LOCA
WESTLIFE	YOU RAISE ME UP
MICHAEL JACKSON	BEAT IT
MADONNA	MATERIAL GIRL
ANASTACIA	I'M OUTTA LOVE
EMOTIONS	BEST OF MY LOVE
BOYZ TO MEN	END OF THE ROAD
RONAN KEATING	FATHER AND SON
JEM	WISH I
TAVARES	HEAVEN MUST BE MISSING AN ANGEL
ATOMIC KITTEN	WHOLE AGAIN
DUSTY SPRINGFIELD	SON OF A PREACHER MAN

**3. The consumer quantitative research findings often refer to a "Lite FM target" (for example, see the right hand column on the data table on page 41 of the application). Please could you confirm the specifications defining this target.**

The Lite FM target audience is the segment of the Ipswich population who were defined by and most closely aligned with our gap-filling music format. This music policy is based on an amalgamation of three compatible music styles not currently featuring on this area's existing stations - Mainstream AC, Rock AC, and Classic Rock.

In our research 30% of the 15+ Ipswich population rated all three of these music styles as a 6+ (out of 10), thus gaining admission to our Lite FM target audience. All of our audience and revenue projections, as well as our programming proposals, are based on this 30% segment of the total Ipswich population.

While two-thirds of the Lite FM target audience are aged 35-64, the format also has appeal for those under 35 and over 64. Details of this demographic composition may be found in the table on page 47 of our application.