

Ipswich local commercial radio licence applications

Questions and responses: Silver FM

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

1. Please could you indicate how the different music formats were presented to respondents in the research.

Macquarie is committed to investing in detailed audience research that it believes underpins both licence applications and the ongoing performance of operational stations. Many of the stations in Australia use state-of-the-art research techniques such as online music testing to ensure they are meeting the needs of the audience. In the UK, Radio UK Holdings Ltd looked at a number of research companies and eventually decided on a partnership with Dipsticks which has extensive experience in a wide range of research methodologies.

Please find attached a copy of the Silver 102 FM consumer research questionnaire and showcards which illustrate how the different music formats were presented to respondents.