

Liverpool independent local radio licence applications

Questions and responses:

These are the responses received from Original 106 FM to the non-confidential questions asked by Ofcom regarding their application for the Liverpool licence.

1. Please confirm that the reference to “tracks that are, or have been, in the Top 20 chart” refers to the UK singles chart.

We confirm that the references to Top 20 in the Format and throughout the document refer to the UK singles chart.

2. It is stated in the draft Format that “No decade will account for more than 35% of songs played”. Does this limit apply also to current tracks and/or recurrent tracks, and to tracks released post-1999? If not, please indicate whether another limit applies to such music, and state what this is. Please provide definitions for each of the music categories as required, for the purposes of the Format.

The promise that “No decade will account for more than 35% of songs played” is all inclusive and therefore applies to current and re-current tracks i.e. songs released post 1st Jan 2000 will not account for more than 35% of all songs played.

The genres listed in the application are Adult Rock, Adult Soul/R&B/Blues, Adult Mellow and Adult Eclectic. As always, describing music in words is for the most part subjective and imposing definitive criteria is almost impossible. This is the reason that the Original Format, to provide clear measures of distinctiveness, has a number of checks and balances - Top 20 restrictions, era controls, genre controls and repetition controls. And we purposefully included the word Adult in each genre as it is key to the format.

Adult Rock – predominately guitar-led music avoiding the extremes of the genre, from the 60s to today, of adult appeal.

Adult Soul/R&B/Blues – soul, R&B and blues generally melodic and generally avoiding the contemporary urban variants thereof, from the 60s to today of adult appeal.

Adult Mellow – soft, melodic tracks defined by song rather than artist, from the 60s to today of adult appeal.

Adult Eclectic – songs that do not fit traditional genre moulds and add spice and interest to the mix, from the 60s to today of adult appeal.

3. Assuming that this is indeed the case, please confirm that your draft station Format should read that news will be broadcast 'at least hourly' (so as not to make the broadcasting of additional bulletins a technical breach).

Yes, this is the case.

4. Were the days that the monitoring research took place weekdays, weekends, or both?

Weekdays are the most representative of a station's general output, and we therefore undertook monitoring research Monday to Friday.

5. What are the weighting factors used in the content questionnaire, and what variables were weighted?

The survey was weighted to the profile of the Radio City TSA. The variable weighted was age, within gender and social class.

Men	40-59	30-39	40-49	50-59
Unweighted	130	49	71	59
Weighted	128	61	70	58
Women	40-59	30-39	40-49	50-59
Unweighted	121	101	72	49
Weighted	129	83	72	57
ABC1	40-59	30-39	40-49	50-59
Unweighted	124	87	71	53
Weighted	115	82	61	54