

## Manchester independent local radio licence applications

# Questions and responses: YAS FM

*These are the responses received from YAS FM to the non-confidential questions asked by Ofcom regarding its application for the Manchester licence.*

### **1. What was the basis for your selection of 15-30s as the target audience for YAS FM Radio, given that the station description read to survey respondents proved more popular among the over-30s than the under-30s?**

Through our experience in operating Asian Sound we are aware that the current station gains a broad appeal across a multitude of age demographics. However, we are clearly aware that with a specific older bias in its programming, the tastes and attitudes of young Asians (those under 30) are not specifically being addressed.

Within the research, the station descriptor was used as an initial focus of opinion. Whilst it is true that the over 30 year olds rate the proposition higher than those under 30, the over 30's rate the importance of radio as a medium for reflecting the interests of Asian communities in Greater Manchester far higher than younger age groups (Q5-T34)\*. Therefore, even when presented with a general proposition of a new service containing elements which are not exactly aimed at them, they rate this station highly because of its Asian focus (compared to other younger demographic groups). The fact that YAS would provide a second Asian service in Greater Manchester is, by nature, an appealing proposition.

The second stage of the research delved deeper into specific details about content (both music and speech). Here we see the key differences in the tastes and attitudes of under 30 year old Asians compared with those over 30. For example we see that under 30 year olds are more interested in local what's on information than their over 30 year old counterparts (Q7b – T115)\*. When analysing the appeal of music genres it is clear that YAS FM, with a focus on 15-29, will play a music composition in which key elements are less well received by those over 30 (Q7a – T76)\*.

So, the general proposition has a high appeal for over-30 year old Asians. However, once we go into specific detail we see how it is possible to provide a distinct service of appeal to under-30 year Asians in the Greater Manchester area.

There is also evidence in the research that Galaxy 105, aimed at youth and young adult listeners, has a significant number of Asian listeners who are aged over 30 (Q1b – T7)\*. This trend is also reflected in RAJAR analysis of the Greater Manchester TSA (T3a – P23)\*\*. This trend indicates why a proposition

for a format with music aimed at under 30 year old Asians maintains a high appeal in principal to those over 30.

**2. What evidence can you provide that there is a demand for the amount and type of speech output proposed for YAS FM Radio?**

When asked about the importance of various types of media catering for the Asian population, 44% of those “likely to listen” to the new station (scoring 8 or more out of 10) say that radio is the best medium for “communicating local news & information on Asian culture & reflecting the interests of the Asian community in Manchester”, compared to 29% overall (Q5 – T35)\*

Also, at Q7b, respondents were asked what their preferences for various speech elements were. Those who responded that they were “very likely to listen” to the proposed station rated all the speech elements higher than those who claimed they were “not likely to listen” (Q7b – T116). From this we deduced that there is a demand for the amount and nature of speech proposed for YAS FM.

In looking at the music to speech ratio we were conscious of the greater appeal and importance of “music” in station choice for under 30 year old Asian listeners (71%) compared to those over 30 (50%). While 28% of the under 30’s responded that “presenters” were a driver for station choice, when it comes to news and current affairs based elements they, as usually seen with this demographic, found these elements to be of lesser appeal that they are for those Asians in Greater Manchester over 30 (Q3 – T22)\*.

**3. As per question 5b) of the application form, please could you confirm whether you intend to broadcast any automated output, and if so what the maximum extent of this would be.**

YAS would produce as much of the content locally and deliver it live. As per our application this would constitute 18hours/day produced and presented. The remaining 6 hours (00.00 – 06.00) would be an automated format.