

## Manchester local commercial radio licence applications

# Questions and responses: Original 106

*These are the responses received from Original 106 to the non-confidential questions asked by Ofcom regarding its application for the Manchester local radio licence.*

**1. Please supply 24-hour music logs from Original 106/Solent for Monday 27 November, Tuesday 28 November and Wednesday 29 November, listing titles and artists of all tracks aired. This information can be supplied via print-outs from music scheduling software, if desired.**

Attached is a .txt report from Selector for the days in question. The statistical breakdown of the log in Top 20/Non Top 20 is:-

	Top 20	Non Top 20
Monday 27 <sup>th</sup>	27%	73%
Tuesday 28 <sup>th</sup>	32%	68%
Wednesday 29 <sup>th</sup>	28%	72%

On the three days in question there were specialist music shows between 1900-2100

Monday            The Score  
Tuesday          Like A Version  
Wednesday      The Album A to Z - featured albums from Billy Idol, Icehouse, Inspiral Carpets, INXS, The Isley Brothers and Iron Maiden

**2. In the “regional news” table on page 34, can you clarify the basis of calculation for the figures (i.e. have you discounted the duration of national and international stories from bulletins/news programmes?) How was the figure of 34 minutes for ‘Original 106’ arrived at?**

The calculation on page 34 was based on the predicted minutage of regional news broadcast in daytime on Original 106fm i.e. discounting the duration of national and international stories from bulletins or news programmes. The 34 minutes of regional news on Original 106fm was calculated under the same methodology as our monitoring and is broken down as below:

Time	Main	Headlines	Extended
0600	2:00	0:30	
0700	2:00	0:30	
0800	2:00	0:30	
0900	2:00		
1000	1:30		
1100	1:30		
1200	1:30		
1300	3:00		
1400	1:30		
1500	1:30		
1600	2:00	0:30	
1700	2:00		7:00
1800	2:00	0:30	
Totals	24:30	2:30	7:00

**3. On what basis did you decide to increase the Format's quota of top 20 hits (past and present) from 25% in your Original 98FM application for Manchester in 2005 to 45% for this application? Similarly, what was the thinking behind the increase (from 35% to 50%) in the proportion of music that can be drawn from a single genre?**

The Original 98FM application for Manchester was the first iteration of the full Original format. We have subsequently conducted research across 7 major UK marketplaces, with 7,524 respondents to our quantitative surveys and with 34 separate focus groups with target market listeners.

Furthermore we have carried out substantial evaluation and output analysis of the UK's number one radio station BBC Radio 2. As a result of this market intelligence we naturally have evolved and enhanced our product proposals with the objective of producing a more attractive offering.

Since submitting the initial Manchester application we have also:-

- tightened the target market to 40-59s from 30-59s
- restricted track repetition with a 6 hour interval
- increased the specialist music output from 10 to 14 hours a week
- increased speech from 20% to 30% minimum (and up to 40% in breakfast and afternoon drivetimes)
- committed to a greater number of speech features
- committed to sports news 7 times a day
- committed to an extended 15 minute news bulletin each weekday afternoon

We consider the Top 20 limitation at 45% and the ability to play up to 50% rock music both positive, research-led improvements to the Original format and believe the station to be even more appropriate for today's Manchester market.

**4. How was the sample generated for stage one of your quantitative research?**

We provided Millward Brown with a postcode definition of the area, based on the description of the area from the licence advertisement. A representative sample of telephone numbers (8000) within the area was purchased from Sample Answers, a leading database provider. The sample included both TPS and ex-directory numbers. Quota controls were designed based on the demographic profile of the Galaxy TSA Q1 06. These quota controls were based on sex, age within sex and class within sex. Interviewing was then carried out based on these controls. The data was not weighted as all quotas were met.

**5. How was the data for the second stage of quantitative research weighted? And from where was the sample sourced?**

The content quantitative survey was conducted with 30–59 year olds living within the postcode definition of the area, based on the description of the area from the licence advertisement. All relevant postcodes were covered and quotas were applied which were broadly met. The data was then weighted by sex within age and social class, to reflect the population profile of the area. The full weighting profile was:

**Based on Galaxy TSA  
Q1 06**

	Pop. Profile (%)
All 30-59	<b>100.0</b>
30-59 Men	<b>48.7</b>
30-34 Men	<b>8.5</b>
35-44 Men	<b>18.0</b>
45-54 Men	<b>14.9</b>
55-59 Men	<b>7.4</b>
30-59 Women	<b>51.3</b>
30-34 Women	<b>9.7</b>
35-44 Women	<b>19.7</b>
45-54 Women	<b>14.7</b>
55-59 Women	<b>7.3</b>
30-59 ABC1	<b>51.1</b>
30-59 C2DE	<b>48.9</b>
30-34 Adults	<b>18.2</b>
35-44 Adults	<b>37.7</b>
45-54 Adults	<b>29.6</b>
55-59 Adults	<b>14.7</b>

The sample was drawn from a combination of two online panels. These panels were provided respectively by IDFactor (owned by UK online marketing specialist, TMN plc – The Mutual.Net) and MyVoice (owned by MyVoice Ltd). Both are well established UK panels standing at over the 100,000 benchmark of registered opt-in users and both are “research only” – i.e. they are not used for marketing in any way or form. Both panels adhere to ESOMAR Internet Research Guidelines and follow the MRS Code of Content for Quantitative Research.

Two panels were used as accessing deep online samples in specific geographies can be difficult when using permission based opt-in panels. The main source was IDFactor (87%) and MyVoice was selectively used to target any shortfalls and balance the overall sample. This ability to target very specifically is one of the strengths of a well profiled online research panel.

At the end of the survey M-Lab always include a battery of non-radio specific attitude statements which they check against their other online studies to ensure that the sample is “similar” to other online surveys and in this case the attitude scores were consistent.