

## Solent regional independent local radio licence applications

# Questions and responses: Kerrang! 106

*These are the responses received from Emap to the non-confidential questions asked by Ofcom regarding their application for the Solent regional licence with Kerrang! 106.*

### 1. If Emap’s takeover of Scottish Radio Holdings is successfully completed, are there any plans to reduce Kerrang 106’s proposed cost-base through resource-sharing with Wave 105?

If Emap is the successful applicant for the licence and its takeover of Scottish Radio Holdings is successfully completed, consideration would be given to the benefits of resource sharing with Wave 105. However, no plan exists at this time although we are aware of the constraints imposed by the size of the premises.

### 2. On page 30 of the application document, a variety of data is presented in two tables. Please can you explain some of the differences in the figures presented in the upper and lower tables. For example, in the upper table, 62% of respondents reported that Modern Rock “appeals very much” or “appeals” – but this figure is 64% in the lower table.

The percentages in the upper table are correct. There are some slight differences the percentages shown in the centre and left hand column of the lower table and we apologise for any confusion this may have caused. The correct table is printed on the next page.

New formats only	% stating “appeals very much”	% stating “appeals very much” & “appeals” combined	% who say the format could be a favourite
<b>D – Modern Rock (New)</b>	31% (1)	62% (4)	36% (1)
<b>A – Warm (New)</b>	30% (2)	63% (2)	36% (1)
<b>B – Classic Rock (New)</b>	26% (3)	67% (1)	34% (3)
<b>G – Memories (New)</b>	24% (4)	53% (6)	31% (4)
<b>F – Rhythm FM (New)</b>	21% (5)	55% (5)	28% (4)
<b>H – Jack FM (New)</b>	19% (6)	63% (2)	29% (6)

All formats	% stating “appeals very much”	% stating “appeals very much” & “appeals” combined	% who say the format could be a favourite
<b>D – Modern Rock (New)</b>	31% (1)	62% (6)	36% (2)
<b>A – Warm (New)</b>	30% (2)	63% (3)	36% (2)
<b>E – Top FM (Power FM)</b>	30% (3)	65% (2)	37% (1)
<b>C – Pure Gold (Classic/Capital Gold)</b>	27% (4)	60% (7)	34% (4)

<b>B – Classic Rock (New)</b>	26% (5)	67% (1)	34% (4)
<b>G – Memories (New)</b>	24% (6)	53% (9)	31% (6)
<b>I – Best Variety (Ocean/Wave/2CR)</b>	22% (7)	63% (3)	32% (5)
<b>F – Rhythm FM (New)</b>	21% (8)	55% (8)	28% (8)
<b>H – Jack FM (New)</b>	19% (9)	63% (3)	29% (7)

This has a slight impact on the text on page 30 and page 41 with reference to the combined appeal of Classic Rock and Modern Rock. The statement in both cases should read “Classic Rock is the most popular (67%) and Modern Rock 64% in 6<sup>th</sup> place moving to 4<sup>th</sup> when existing formats are excluded.

**3. Page 41 of the application refers to combining the percentage of respondents who said ‘appeals’ and ‘appeals very much’. Please can you highlight which response code to question 11a corresponds to ‘appeals’ rating?**

The code which corresponds to ‘appeals rating’ is number 3.

**4. In what respects (if at all) will Kerrang 106’s music policy differ from that of Kerrang 105.2 in the West Midlands?**

The Kerrang 106 music policy will be similar, but not necessarily identical to that of Kerrang 105.2 in the West Midlands. It is proposed that the genre and style proportions will be the same but that the individual tracks that form the main inventory will be dependant upon on-going music testing to ensure variations in local tastes are constantly reflected.