

## Swindon independent local radio licence applications

# Questions and responses: Moonraker FM

*These are the responses received from Moonraker FM to the non-confidential questions asked by Ofcom regarding their application for the Swindon licence.*

**1. Please could you clarify the relationship between Moonraker FM (Swindon) Ltd, a company 60% controlled by the Moonraker FM (Partnership) (per Section 105 (A) page 6), and Moonraker Swindon Ltd, a company 60% controlled by London Media Company (per the Heads of Agreement). Which company will hold the Swindon licence?**

There is only one company, the applicant Moonraker FM (Swindon) Limited which, if successful, will hold the licence. As set out in the Application, it is the clear intention of both parties that Moonraker FM (Partnership) should be the controlling investor holding 60% of the equity and that LMC will hold 40% (under the Broadcasting Act, the Partnership will therefore also be treated as holding the licence). The contradiction in the Heads of Agreement was a typing error. Both parties agree that the Heads of Agreement submitted did not represent the intended position. A revised document has been signed by both parties reflecting the intended position as set out in the application. A copy is enclosed. We apologise for this confusion. The agreement between the parties in respect of LMC underwriting the share issue, as well as pre-emption and other rights remains as set out in the Application.

**2. Can you provide evidence to support your belief that your style “...will also hold much appeal to both younger and older audiences who will be primarily tuned in to Moonraker for its local content”? (Section 105 (B&C) Page 2)**

The tables in our application highlight the peak of interest by age in both era and genre:

<b>Combined Appealing and 2<sup>nd</sup> Appealing Era by Age &amp; Sex</b>								
	<b>15-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>Male</b>	<b>Female</b>
Current	<b>59.9</b>	57.7	21.6	16.7	5.6	1.8	24.6	32.0
00s	<b>66.0</b>	<b>62.9</b>	38.9	18.8	12.5	3.6	33.7	36.8
90s	22.3	34.8	<b>40.1</b>	36.4	16.8	11.0	26.5	29.7
80s	19.7	19.3	37.3	<b>40.7</b>	31.1	22.8	30.4	26.6
70s	10.8	7.4	24.5	37.5	<b>64.8</b>	53.6	33.3	28.1
60s	14.4	6.8	15.8	28.1	52.2	<b>62.7</b>	30.1	26.1

*RadioWorks Research 2005*

<b>Combined Appealing and 2<sup>nd</sup> Appealing Genre by Age &amp; Sex</b>								
	<b>15-24</b>	<b>25-34</b>	<b>35-44</b>	<b>45-54</b>	<b>55-64</b>	<b>65+</b>	<b>Male</b>	<b>Female</b>
AC	55.3	<b>52.6</b>	<b>60.4</b>	58.3	<b>52.1</b>	39.9	55.7	51.0
Rock	<b>56.2</b>	41.7	51.4	<b>61.6</b>	50.8	30.0	56.2	39.9
Easy Listening	22.0	34.1	43.8	35.3	47.7	<b>45.5</b>	34.6	41.6
Soul	32.4	<b>48.0</b>	28.9	29.1	28.1	29.1	25.9	40.5
<i>RadioWorks Research 2005</i>								

The bulk of our music output will have greatest appeal to those mid-target on these tables (35-54). Thus in terms of genre, greatest appeal within our target centres around AC and Rock. However, these will be mixed elements of easy listening (which appeals most to 65+s) and Soul (which appeals most to 25-34s).

In terms of era, the 90s and 80s have their strongest appeal amongst 35-54s. However, our music policy states that no one era shall dominate. This roughly equates to 20% exposure per decade except where Current, Recurrent & Noughties may extend up to a maximum of 25% (see your Q6 below). Peaks of interest clearly extend outside the 35-54 age group for certain eras and genres but all elements will be included in a balanced manner.

Thus we believe that the appeal of our music service will extend considerably beyond our core target.

Meanwhile the table in our Application (p.105D 7) reproduced overleaf shows how local news, in particular, has universal approval with each and every age band showing this element of programming to be important or very important. The interest rises with age but even the majority (64.8%) of our youngest age band examined (15-24s) agreed with this statement.

<b>COMBINED VERY IMPORTANT &amp; IMPORTANT FEATURES BY AGE, SEX &amp; SOCIO-ECONOMIC GROUP</b>										
	15-24	25-34	35-44	45-54	55-64	65+	Male	Female	ABC1	C2DE
Music	98.9	95.5	95.5	95.8	91.5	86.4	93.2	94.8	92.0	94.9
Local news	64.8	77.8	89.1	84.4	94.4	92.7	81.7	85.9	86.5	82.7
National news	68.1	81.4	87.8	81.2	87.3	87.3	80.0	84.8	86.2	80.9
National sport	57.5	62.4	61.6	59.6	49.6	47.9	75.3	39.3	54.2	58.3
Inter'l news	61.5	74.1	83.7	77.0	76.1	70.0	74.5	77.4	76.0	76.0
Wiltshire news	50.4	67.3	81.1	75.0	88.7	86.3	73.0	76.5	76.9	73.9
Traffic/travel	49.6	70.3	75.4	77.0	64.9	51.8	67.2	64.1	75.1	61.6
Local sport	48.0	52.0	56.0	50.2	49.5	44.4	63.5	37.5	50.9	50.2
Weather	58.0	61.4	69.7	73.8	67.5	64.6	62.2	69.5	67.2	65.3
Phone-ins	36.4	40.7	52.3	38.5	59.3	61.8	48.4	47.6	46.8	48.5
What's ons	40.7	51.7	54.2	51.0	56.2	64.7	48.0	58.5	54.3	52.8
Specialist music	55.2	50.4	44.0	41.6	53.7	40.9	48.0	46.2	54.5	43.9
Interviews	25.2	24.2	34.8	25.0	51.8	61.8	31.3	41.4	40.3	34.7
Job info	20.0	25.9	28.8	24.0	18.2	27.2	24.1	25.1	25.7	24.2
Showbiz gossip	45.1	39.0	39.4	32.2	26.5	23.7	23.2	46.2	30.2	36.7

**3. Please clarify how the term 'current' would be defined in the context of the music policy described in the Format.**

In the context of our Format, 'Current' includes current playlist which would be songs from the last 3 months, recurrent songs picked from the most popular examples from the past 3 to 18 months and other songs from the Noughties. Current and recurrent will form the backbone of this category. As a whole, this definition will account for no more than a maximum of 25% of output and will, on average, account for approximately 20%. Moonraker FM would be happy to clarify this definition in the Format, if required.

**4. Please provide a clear definition, in hours or days, whichever is most appropriate, of the Format commitment to "relatively low [track] repetition".**

Our current play-list songs will be rotated regularly around 3 times a day. Our selection of recurrent songs from the past 18 months will rotate approximately once every 2 to 3 days. Our extensive library of older songs from the last 45 years will rotate much more slowly. The fastest rotating (Level 1) songs from the library will be scheduled to repeat in no more than three days; they will be carefully rotated through different day-parts and, as a result, it will be well over a week before a song would be repeated in any particular part of the day. Our other library songs will play even less often, with repetition measured in weeks and months, not days. Indeed, we expect the deepest part of our library, may only get aired two or three times a year.

**5. The Format refers to Moonraker FM broadcasting both "a minimum of 121 hours a week live, locally produced and presented"; and "a minimum of 18 hours [output] locally-produced, live programming Monday to Saturday and 14 hours on Sunday" (i.e. 122 hours in total). Do you have a preference as to which is used?**

The reference to 121 hours you have found is a typographical error and should have read 122 hours. As such, we have no real preference. However, "a minimum of 18 hours [output] locally-produced, live programming Monday to Saturday and 14 hours on Sunday" is more specific and, therefore, possibly better suited to a Format document.

**6. In addition to the Format quota of up to 6 hours a day (10 hours on Sunday) of non-live or locally produced programming, Moonraker FM has indicated that it would wish to have the leeway to broadcast "occasional externally-sourced programmes". Could you indicate how frequently, and for what duration Moonraker FM would intend to make use of this additional provision?**

Moonraker's use of externally sourced programming will be infrequent and driven by exceptional circumstances. Our expectation is that the Moonraker's format would allow us to take advantage of opportunities to utilise any highly polished and professional programmes that may be of specific interest to our listeners such as live concerts etc. We do not envisage that such occasions would number more than a dozen a year or would be greater in duration than 4 hours and generally only two and any such programmes would most likely be scheduled in non-peaktime.

**7. Can you outline what measures/controls were put in place to ensure that the sample of respondents included in the quantitative research study were representative of the proposed TSA (in particular, for geographic spread)?**

Age and sex quotas were prepared from National Statistics data based on 2001 census information for the Swindon Unitary Authority. We also established the respective sizes of the three areas we were to sample in and ensured that quotas were representative of the population size for that area. The quotas were set for 10 year demographics, both male and female. The actual sample sizes achieved were in line with quotas so there was no need for weighting of the data. Fieldworkers were managed throughout by an MRS qualified supervisor.