

Format Change Request Form OfW 332

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| Station Name: | 96.2 The Revolution |
| Name of Person Proposing Format Change: | J Sulkowski |
| Outline Format Change(s) Proposals: | To become a station that mixes its Adult Contemporary with Adult Alternative music aimed at 25-54 year olds and the other musical elements of the Format, which will remain the same.. |

Operators of analogue local radio licences may apply to Ofcom to have the station's Format amended. Any application should be made using the layout shown on this form, and should be in accordance with Ofcom's published procedures for Format changes (available on our website).

Under section 106(1A) of the Broadcasting Act 1990 (as amended*), Ofcom may consent to the change only if it is satisfied that *at least one* of the following four criteria is satisfied:

- (a) *that the departure would not substantially alter the character of the service;*
- (b) *that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons living the area or locality for which the service is licensed to be provided;*
- (c) *that the departure would be conducive to the maintenance or promotion of fair and effective competition; or*
- (d) *that there is evidence that, amongst persons living in that area or locality, there is a significant demand for, or significant support for, the change that would result from the departure.*

Only one of these four criteria need be satisfied in order for Ofcom to consent to the proposed change. However, Ofcom is under no obligation to give its consent, even if it is of the opinion that the proposed change satisfies one or more of the statutory criteria.

In addition, applicants should note that, under section 106ZA of the same Act (as amended*), a proposed change that *does not* satisfy the first of these criteria (i.e. a change that Ofcom considers *would or could* substantially alter the character of the service) must, if it is to be considered further, be consulted upon, irrespective of whether it may satisfy any of the other three criteria #.

In the event that Ofcom receives a request for Format change and considers that criterion (a) is *not* satisfied, it will seek confirmation from the applicant as to whether it wishes to proceed with the request (and, if so, whether it wishes to amend or replace its submission in light of the necessity to make it public).

Please present your submission in the following manner:

Section 106(a) relevance...

Our proposed format change will not substantially change the character of the service. 96.2 The Revolution will remain a Full-Service station aimed at local adults. We aim to better define “other compatible genres can feature, but should never comprise more than half of the music output” as “Adult Alternative”. These elements have been introduced onto the station, but for it to be a permanent feature, a slight change in wording is required.

A definition of “Adult Alternative” music would be a “musical selection that tends to be on the fringe of mainstream popular music and rock music”. Considered to be a spin off of the Album-oriented rock format, it has a broader, more diverse playlist than most other formats and tends to appeal more to adults than to teenagers.

We feel that “Adult Alternate” music mixes well with the “Adult Contemporary” format, especially in this marketplace.

Section 106 (b), (c) and (d) relevance...

Our proposed format change would serve to increase range of programming in the Oldham, Rochdale, Tameside and East Manchester area.

These are our 6 main commercial competitors in the Oldham/East Manchester area. Key 103, XFM Manchester, Galaxy 102, Manchester’s Magic 1152, Smooth FM and Century 105.

We believe there is a gap between the younger (15+) focused Pop/Indie/Dance stations and the older more Easy Listening formats for a station that truly reflects the 25-54, music buying audience in an area with a massive musical heritage.

XFM will continue to cater for the young 15-34 age group with a narrower music mix and a more mainstream pop indie feel.

The new ROCK TALK license that has recently been awarded will be pure focused on various styles of Rock music aimed at over 35 year olds. Combined with a large speech content, we feel there is very little overlap with our target audiences.

Any additional information and/or evidence in support of proposed change(s).

This application is made to support the future growth of The Revolution. By enhancing the alternative strengths of the station it will move away from a highly

competitive A/C & mainstream output of other ILR's.

Notes

* As amended by sections 312 and 313 of the Communications Act 2003

Ofcom may approve a change under criterion (a) without consultation only *in extremis*. While Ofcom will always respect the right of stakeholders to apply for a Format change in confidence, it is highly unlikely that commercial confidentiality will in itself be considered adequate grounds to approve a change under (a) without consultation.

Version 3 – amended October 2006