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## **Love Sport (North London)**

Request to change Format

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**CONSULTATION:**

Publication date: 4 August 2020

Closing date for responses: 1 September 2020

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# 1. Overview

A commercial radio station's Format sets out the type of broadcast output it is required to deliver, and forms a part of its licence. Formats may include requirements relating to a station's music output, news provision, other types of speech content, its target audience, the volume and origin of locally-made programmes, and any programme sharing arrangements. Taken together, these elements encapsulate the nature and overall character of a licensed service.

When a request to change a Format constitutes a significant departure from the character of service, the request is subject to consultation. This document outlines the request received from A Spokesman Said Limited with regard to its local radio broadcasting licence for the North London area, which broadcasts as 'Love Sport,' and Ofcom's preliminary view on the request to change the character of service.

## What we are consulting on – in brief

A Spokesman Said Limited wishes to change the 'Character of Service' of its North London licence, which broadcasts as 'Love Sport', from:

*"A 24-hour speech service for Londoners focussing on sports plus some topical content and local information."*

to:

*"A contemporary Asian/urban music-led station for young British Asians aged 15-44 featuring the music of British Asian artists and the latest/classic Bollywood tracks and world music."*

We understand the station would, if the request is granted, be rebranded as 'Asian FX'.

We have taken a preliminary view on the request and are minded to grant it. However, we are seeking views on the request before we make a decision. The consultation closes at **5pm on 1 September 2020**.

## 2. Details and background information

- 2.1 The licence for each local analogue commercial radio service contains a 'Format' which describes the type of programme service the licensee is required to provide. Part of that Format is a description of the 'Character of Service' of the station.
- 2.2 Licensees can make requests to Ofcom to change their Character of Service ('Format change requests') in accordance with their licence conditions and relevant statutory provisions. These are described below.
- 2.3 A Spokesman Said Limited ('ASSL') has submitted the following Format change request to Ofcom to change the 'Character of Service' of the North London AM licence, which broadcasts as 'Love Sport', from:
- "A 24-hour speech service for Londoners focussing on sports plus some topical content and local information"*
- to:
- "A contemporary Asian/urban music-led station for young British Asians aged 15-44 featuring the music of British Asian artists and the latest/classic Bollywood tracks and world music."*
- 2.4 If the change were to be permitted by Ofcom, we understand that the station would be re-branded as 'Asian FX.'

### Licence conditions and statutory framework

- 2.5 Conditions included in the licence pursuant to section 106(1A) of the Broadcasting Act 1990 (as amended) (the 'Act'), provide that Ofcom may consent to a change of a Format (a departure from the character of the licensed service) only where we are satisfied that at least one of the following five statutory criteria is met:
- that the departure would not substantially alter the character of the service<sup>1</sup>;
  - that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons living in the area or locality for which the service is licensed to be provided;
  - that, in the case of a local licence, the departure would be conducive to the maintenance or promotion of fair and effective competition in the area or locality; or
  - that, in the case of a local licence, 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; or

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<sup>1</sup> The legislation requires Ofcom to have regard to the selection of spoken material and music in programmes when determining what the character of the service in question is.

- e) that, in the case of a local licence (i) the departure would result from programmes included in the licensed service ceasing to be made at premises in the area or locality for which the service is provided, but (ii) those programmes would continue to be made wholly or partly at premises within the approved area as defined in section 314 of the Communications Act 2003 (local content and character of services).
- 2.6 Under section 106ZA of the Act, Ofcom is required to hold a public consultation on a proposed Format change unless criterion (a) or (e) is satisfied.
- 2.7 In relation to criterion (b), national and regional analogue commercial services, local DAB services and BBC services do not fall within the definition of ‘relevant independent radio services’ (by virtue of section 106(7) of the Act). Accordingly, only local analogue commercial and community radio services are taken into account in considering whether the Format change requested would narrow the range of programmes available.
- 2.8 The legislation leaves the decision as to whether to permit a change, even if one of the above statutory criteria is satisfied, to Ofcom’s discretion. There may be reasons (depending on the particular circumstances of the case) why Ofcom may not consent to the proposed change, notwithstanding that one of the statutory criteria is met. We have set out on our website, [factors we use to help us judge whether a request of this kind should be approved](#). We also take account of our general statutory duties, including:
- a) our principal duty to further the interests of citizens and consumers;
  - b) our duty to secure the availability throughout the UK of a wide range of television and radio services which (taken as a whole) are both of high quality and calculated to appeal to a variety of tastes and interests (including specifically a range and diversity of local radio services), as well as the maintenance of a sufficient plurality of providers of different services; and
  - c) our duty to have regard to the different interests of persons in the different parts of the UK, of the different ethnic communities within it and of persons living in rural and in urban areas.

## 3. Consideration of the request and Ofcom’s preliminary view

- 3.1 The proposed change to the ‘Character of Service’ part of the Format of the licence owned by ASSL is the subject of this consultation. It has been made on the basis that criterion (b) of section 106(1A) of the Act is met: that the proposed change would not narrow the range of programmes available by way of relevant independent radio services to persons living in the relevant licence area. As noted above, Ofcom has a discretion to consent to a change request where section 106(1A)(b) is met.
- 3.2 For the reasons that follow, we are minded to consent to ASSL’s request. We are seeking respondents’ comments on our preliminary view.

### Preliminary view

- 3.3 In Ofcom’s preliminary view, the change to the ‘Character of Service’ requested by Love Sport would significantly alter the nature of the station’s programming and target audience. The change would replace an all-speech service focussed mainly on sport with a music-based service for young British Asians. On that basis, we do not consider that criterion (a) in section 106(1A) is met, and criterion (e) in section 106(1A) is not relevant to this request. Since we are not proceeding on the basis of criterion (a) or (e) being met, Ofcom is required to consult on the proposed approval of the request.
- 3.4 Ofcom is therefore consulting on the ‘Character of Service’ change request in accordance with section 106ZA, specifically whether it satisfies statutory criterion (b) and whether, if it does, it would be appropriate for Ofcom to exercise its discretion to approve the request. Criterion (b) is satisfied where the change would “not narrow the range of programmes” available locally, so requires us to compare how the current and proposed revised character of service contribute to the range of programmes available on services locally.
- 3.5 For the purpose of considering whether we think that criterion (b) could be satisfied, we have taken into account the Formats and Key Commitments of all the other analogue (i.e. AM or FM) local and community radio services broadcasting within all of, or to a significant part of, the North London licence area served by Love Sport.
- 3.6 There are 17 other local commercial analogue radio stations whose transmission areas cover all of, or a significant part of, Love Sport’s licence area. These stations and the ‘Character of Service’ of each are listed below:

Station name (licence area)	Character of service
Absolute Radio (Greater London FM)	A rock-orientated station combining new music with classic album tracks, aimed at 25-44 year-olds.

Capital (Greater London FM)	A locally oriented, mainstream popular music-led service for under 40s in London.
Capital Xtra (North London FM)	A targeted music, news and information service primarily for listeners of African and Afro-Caribbean origin in the North London area but with crossover appeal to other listeners who appreciate urban contemporary black music.
Gold (Greater London AM)	A classic pop hits station targeted primarily at 35-54 year-olds in the London area.
Heart (Greater London FM)	A mainstream popular music-led service for 25 to 44 year-old Londoners, supplemented with news, information and entertainment. The service should have particular appeal to people in their 30s.
Kiss (Greater London FM)	A contemporary and classic dance music station primarily for under-30s. Identifiable specialist music features for at least 36 hours per week.
LBC (Greater London FM)	A 24-hour speech service of news, views, discussions, phone-ins and entertainment for Londoners (with any music for illustrative purposes only)
LBC News (Greater London AM)	A rolling (i.e. twenty or thirty-minute) news and information service for Londoners from 0700-1900 weekdays, 0700-1800 Saturdays and 0700-1700 Sundays. At other times the service may be a simulcast of LBC 97.3.
London Greek Radio (North London FM)	A targeted news, information and broad Greek music service for London's Greek and Greek Cypriot community.
Lyca Dil Se (Greater London AM)	An interactive speech-based station targeted at over-35s in the various Asian communities around London, accompanied by a mix of popular forms of music appealing to the target audience. Speech (expected to comprise at least half of daytime, and maybe less out of daytime) may be in English but should encourage a multi-lingual environment.
Lyca Radio (Greater London AM)	A full service music and information mix for Asians in London, featuring an appropriate variety of cultures and styles, with news bulletins in English and/or Hindustani.
Magic (Greater London FM)	An easy-listening soft music-led service aimed at the more mature Londoner (at least over 35) and distinctive for its relaxed ambience.
Panjab Radio (Greater London AM)	The service will be known as Panjab Radio and will provide a service aimed at the Panjabi community. The service will be broadcast in Panjabi and English languages.
Premier Christian Radio (Greater London AM)	A full service of speech and music for the Greater London area which reflects and proclaims the worship, thought and action of the Christian faith.

Radio X (Greater London)	A rock and alternative music station targeted at 15-34 year-old London listeners.
Smooth Radio (Greater London FM)	An easy listening station, featuring lifestyle-oriented speech, targeting a London audience aged 50-plus.
Sunrise Radio (Greater London AM)	A music-led service for London Asians primarily targeting those aged 15 to 34 with a mix of Asian music and other more mainstream music where appropriate.

3.7 Additionally, there are four community radio stations that broadcast to smaller areas within the North London licence area. These stations, and the ‘Character of Service’ of each, are listed below:

Station name (licence area)	Character of service
NuSound Radio (Newham FM)	The Station aims to provide a music and speech service for people in the Forest Gate and surrounding area regardless of race, colour and creed.
Resonance FM (Central London FM)	This service is targeted at inner London's community of practising artists, engaged consumers and persons outside mainstream media.
Revive FM (Newham FM)	Revive FM provides a service for the BAME population in Newham. The station works to motivate, stimulate and inspire target communities and act as a catalyst for culture, integration, community cohesion, tolerance and inclusiveness. It delivers community information, relevant local and religious content and a news service and links with community groups, the under-represented and youth in the area
Rinse FM (Inner London FM)	Rinse FM is for young people, especially those aged 15-24 years old, focussing on dance and urban music genres with an emphasis on London and UK-made music. It represents a broad cross-section of youth culture within its coverage area, with a particular emphasis on promoting the needs and aspirations of young people.

3.8 Links to the complete Formats and Key Commitments for each of the stations listed above are at Annex 6.

3.9 Based on our analysis of the Format and Key Commitment requirements of the radio stations listed above, we note that Love Sport is currently the only service focused mainly on sport, although the two LBC services also provide some sports coverage as part of their programming mix. Whilst we provisionally consider that the North London area will be losing a distinctive sports service, we believe that the proposed ‘Asian FX’ service would be similarly distinctive, albeit with a different focus, and would therefore not narrow the range of programming available to listeners in the North London area. This is because,



while we acknowledge that Asian FX would share a similar target audience to that of Sunrise Radio (i.e. younger Asian listeners), Asian FX specifically targets a British Asian audience, and would be the only service that is required to play a blend of contemporary Asian and urban music genres, including a specific requirement to feature the music of British Asian artists. It would also be required to include world music, a genre which is not required by the Format of any other local commercial station in London, in addition to featuring more traditional Asian music genres. Overall, therefore, we provisionally consider that the change would not narrow the range of programmes available on relevant independent radio services in North London.

- 3.10 The Format change legislation leaves to Ofcom's judgement the decision as to whether to permit a change, even if one of the statutory criteria is satisfied (as is the case here, in our preliminary view). In considering this request in relation to our policy criteria, we note that the change would substantially alter the character of service. However, we also note that the Format change request includes some evidence of support from listeners and stakeholders, and that a considerable period has elapsed since the original award of the licence (and indeed the format has evolved considerably in that time). We further note, in particular, that Love Sport is broadcast as an AM station and we are aware that AM stations are at a disadvantage relative to FM stations due to the poorer technical quality delivered on medium wave. As set out in our policy criteria, we will be more willing to agree to Format change requests from AM than FM stations.
- 3.11 We also do not consider, on a preliminary basis and subject to any responses we receive to the consultation, that there are any other policy reasons for us not to approve this request. We also note that full consideration will be given to the views of listeners and stakeholders in response to this consultation.
- 3.12 Accordingly, having reached the preliminary view that the requested change to the 'Character of Service' would not narrow the range of programmes by way of relevant independent radio services to persons living in the North London licence area, and that there are no policy reasons for refusing the request, we are minded to consent to ASSL's request subject to the outcome of this consultation.

# A1. Responding to this consultation

## How to respond

- A1.1 Ofcom would like to receive views and comments on the issues raised in this document, by 5pm on 29 August 2020.
- A1.2 You can download a response form from <https://www.ofcom.org.uk/consultations-and-statements/category-3/love-sport-north-london-request-to-change-format>. You can return this by email to the address provided in the response form.
- A1.3 If your response is a large file, or has supporting charts, tables or other data, please email it to [lovesportconsultation@ofcom.org.uk](mailto:lovesportconsultation@ofcom.org.uk) as an attachment in Microsoft Word format, together with the [cover sheet](#).
- A1.4 We welcome responses in formats other than print, for example an audio recording or a British Sign Language video. To respond in BSL:
- Send us a recording of you signing your response. This should be no longer than 5 minutes. Suitable file formats are DVDs, wmv or QuickTime files. Or,
  - Upload a video of you signing your response directly to YouTube (or another hosting site) and send us the link.
- A1.5 We will publish a transcript of any audio or video responses we receive (unless your response is confidential).
- A1.6 We do not need a paper copy of your response as well as an electronic version. We will acknowledge receipt if your response is submitted via the online web form, but not otherwise.
- A1.7 You do not have to answer all the questions in the consultation if you do not have a view; a short response on just one point is fine. We also welcome joint responses.
- A1.8 It would be helpful if your response could include direct answers to the questions asked in the consultation document. The questions are listed at Annex 4. It would also help if you could explain why you hold your views, and what you think the effect of Ofcom's proposals would be.
- A1.9 If you want to discuss the issues and questions raised in this consultation, please contact Amna Malik at [amna.malik@ofcom.org.uk](mailto:amna.malik@ofcom.org.uk).

## Confidentiality

- A1.10 Consultations are more effective if we publish the responses before the consultation period closes. In particular, this can help people and organisations with limited resources or familiarity with the issues to respond in a more informed way. So, in the interests of transparency and good regulatory practice, and because we believe it is important that everyone who is interested in an issue can see other respondents' views, we usually publish all responses on [the Ofcom website](#) as soon as we receive them.

- A1.11 If you think your response should be kept confidential, please specify which part(s) this applies to, and explain why. Please send any confidential sections as a separate annex. If you want your name, address, other contact details or job title to remain confidential, please provide them only in the cover sheet, so that we don't have to edit your response.
- A1.12 If someone asks us to keep part or all of a response confidential, we will treat this request seriously and try to respect it. But sometimes we will need to publish all responses, including those that are marked as confidential, in order to meet legal obligations.
- A1.13 Please also note that copyright and all other intellectual property in responses will be assumed to be licensed to Ofcom to use. Ofcom's intellectual property rights are explained further in our [Terms of Use](#).

## Next steps

- A1.14 Following this consultation period, Ofcom plans to publish a statement in September.
- A1.15 If you wish, you can [register to receive mail updates](#) alerting you to new Ofcom publications.

## Ofcom's consultation processes

- A1.16 Ofcom aims to make responding to a consultation as easy as possible. For more information, please see our consultation principles in Annex 2.
- A1.17 If you have any comments or suggestions on how we manage our consultations, please email us at [consult@ofcom.org.uk](mailto:consult@ofcom.org.uk). We particularly welcome ideas on how Ofcom could more effectively seek the views of groups or individuals, such as small businesses and residential consumers, who are less likely to give their opinions through a formal consultation.
- A1.18 If you would like to discuss these issues, or Ofcom's consultation processes more generally, please contact the corporation secretary:  
Email: [corporationsecretary@ofcom.org.uk](mailto:corporationsecretary@ofcom.org.uk)

## A2. Ofcom's consultation principles

### **Ofcom has seven principles that it follows for every public written consultation:**

#### **Before the consultation**

- A2.1 Wherever possible, we will hold informal talks with people and organisations before announcing a big consultation, to find out whether we are thinking along the right lines. If we do not have enough time to do this, we will hold an open meeting to explain our proposals, shortly after announcing the consultation.

#### **During the consultation**

- A2.2 We will be clear about whom we are consulting, why, on what questions and for how long.
- A2.3 We will make the consultation document as short and simple as possible, with a summary of no more than two pages. We will try to make it as easy as possible for people to give us a written response. If the consultation is complicated, we may provide a short Plain English / Cymraeg Clir guide, to help smaller organisations or individuals who would not otherwise be able to spare the time to share their views.
- A2.4 We will consult for up to ten weeks, depending on the potential impact of our proposals.
- A2.5 A person within Ofcom will be in charge of making sure we follow our own guidelines and aim to reach the largest possible number of people and organisations who may be interested in the outcome of our decisions. Ofcom's Consultation Champion is the main person to contact if you have views on the way we run our consultations.
- A2.6 If we are not able to follow any of these seven principles, we will explain why.

#### **After the consultation**

- A2.7 We think it is important that everyone who is interested in an issue can see other people's views, so we usually publish all the responses on our website as soon as we receive them. After the consultation we will make our decisions and publish a statement explaining what we are going to do, and why, showing how respondents' views helped to shape these decisions.

# A3. Consultation coversheet

## BASIC DETAILS

Consultation title: Love Sport consultation

To (Ofcom contact): Amna Malik

Name of respondent:

Representing (self or organisation/s):

Address (if not received by email):

## CONFIDENTIALITY

Please tick below what part of your response you consider is confidential, giving your reasons why

Nothing

Name/contact details/job title

Whole response

Organisation

Part of the response

If there is no separate annex, which parts? \_\_\_\_\_

If you want part of your response, your name or your organisation not to be published, can Ofcom still publish a reference to the contents of your response (including, for any confidential parts, a general summary that does not disclose the specific information or enable you to be identified)?

## DECLARATION

I confirm that the correspondence supplied with this cover sheet is a formal consultation response that Ofcom can publish. However, in supplying this response, I understand that Ofcom may need to publish all responses, including those which are marked as confidential, in order to meet legal obligations. If I have sent my response by email, Ofcom can disregard any standard e-mail text about not disclosing email contents and attachments.

Ofcom seeks to publish responses on receipt. If your response is non-confidential (in whole or in part), and you would prefer us to publish your response only once the consultation has ended, please tick here.

Name

Signed (if hard copy)

## A4. Consultation question

- A4.1 Ofcom is seeking views on this Format change request. Ofcom may consent to a departure from the character of the licensed service if Ofcom is satisfied that at least one of the criteria in Section 106 (1A) of the Broadcast Act 1990 (as amended) is satisfied in relation to each request. These criteria are set out on page 4 of this consultation document.
- A4.2 In light of the considerations set out in Section 3 of this document, we are minded to consent to a departure from the character of the service on the basis that criterion (b) in Section 106(1A) of the Broadcasting Act 1990 (as amended) is satisfied in respect of the Format change request, and that there are no policy grounds on which to refuse the request.

Question 1: Respondents are invited to comment on whether they agree with Ofcom's preliminary view and to frame their views and responses with reference to, or in the context of, the statutory criteria in section 106(1A) of the Broadcasting Act 1990 (as amended).

## A5. Format change request from ASSL

<b>Date of request:</b>	30 May 2020
<b>Station Name:</b>	Love Sport
<b>Licensed area and licence number:</b>	North London AM – AL000172BA/8
<b>Licensee:</b>	A Spokesman Said Limited
<b>Contact name:</b>	Toby Aldrich

### Details of requested change(s) to Format

<b>Character of Service</b>  <i>Complete this section if you are requesting a change to this part of your Format</i>	<b>Existing Character of Service:</b>  A 24-HOUR SPEECH SERVICE FOR LONDONERS FOCUSSED ON SPORTS PLUS SOME TOPICAL CONTENT AND LOCAL INFORMATION.
	<b>Proposed new Character of Service:</b>  A CONTEMPORARY ASIAN/URBAN MUSIC-LED STATION FOR YOUNG BRITISH ASIANS AGED 15-44 FEATURING THE MUSIC OF BRITISH ASIAN ARTISTS AND THE LATEST/CLASSIC BOLLYWOOD TRACKS AND WORLD MUSIC.
<b>Programme sharing and/or co-location arrangements</b>  <i>Complete this section if you are requesting a change to this part of your Format</i>	<b>Current arrangements:</b>  
	<b>Proposed new arrangements:</b>  N/A
<b>Locally-made hours and/or local news bulletins</b>  <i>Complete this section if you are requesting a change to this part</i>	<b>Current obligations:</b>  
	<b>Proposed new obligations:</b>  N/A

The holder of an analogue local commercial radio licence 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 at <http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> )

Under section 106(1A) of the Broadcasting Act 1990 (as amended), Ofcom may consent to a change of a Format only if it is satisfied that *at least* one of the following five statutory 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*
- (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; or*
- (e) *that (i) the departure would result from programmes included in the licensed service ceasing to be made at premises in the area or locality for which the service is provided, but (ii) those programmes would continue to be made wholly or partly at premises within the approved area (as defined in section 314 of the Communications Act 2003 (local content and character of services)).*

Only one of these five criteria need be satisfied in order for Ofcom to consent to the proposed change. However, even if Ofcom is of the opinion that the proposed change satisfies one or more of the statutory criteria, there may be reasons (depending on the particular circumstances of the case) why Ofcom may not consent to the proposed change. The additional criteria to which Ofcom will have regard when exercising this discretion can be found at: <http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/> )

Applicants should note that, under section 106ZA of the same Act (as amended), a proposed change that *does not* satisfy the first or last of these criteria (i.e. a change that Ofcom considers *would* or *could* substantially alter the character of the service, or does not relate to the origin of locally-made programmes) must, if it is to be considered further under any of the other three criteria, be consulted upon. #.



In the event that Ofcom receives a request for Format change and considers that criterion (a) or (e) 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 set out the statutory criterion, or criteria, set out in section 106(1A) of the Broadcasting Act 1990 that you believe is/are satisfied in relation to this Format change request, and the reasons for this:**

*(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;*

### **Introduction**

A Spokesman Said Ltd. is requesting a format change to alter the Character of Service for its 1584KHz radio service from one that targets persons with interest in sports to one that targets young Asians. It believes approval of this change is in line with Ofcom's (and previously the Radio Authority's) stated strategy for providing a more flexible approach to substantial changes to station formats on the AM waveband.

### **AsianFX Service Programming**

AsianFX is a very different kind of service to the existing analogue Asian radio stations in London. The station's aim is to reach a large proportion of local young Asians within the North London TSA who are currently unable to listen to a young Asian service on analogue radio.

AsianFX is a contemporary music-based service with entertainment and features for young British Asians. The Asian/urban music policy is supplemented by programming that ranges from local entertainment to speech-led music shows.

AsianFX will play a range of music, primarily targeting British Asians who have grown up with a range of different cultures and music around them. It will focus on British Asian artists playing remixes and acoustic versions and a varied mixture of RnB, Hip Hop and Bhangra.

In another unique twist, AsianFX will give listeners hour-long DJ sets playing a fusion of world music, both Asian and mainstream with the latest and classic Bollywood tracks.

Overall, AsianFX is a station for British Asians who have been born and brought up in the UK, eager to keep in touch with their culture and roots. A 7-day programme schedule for AsianFX is attached (See Appendix 1)

### **Music Mix:**

Brit Asian - Predominantly British artists on the Asian music scene fusing RnB, Bollywood and Bhangra songs, including acoustic remixes, original songs and some international and independent artists.

Bollywood - Music from Bollywood (Hindi) films.

Bhangra – Upbeat Panjabi music tracks from the UK and the Indian Subcontinent.

A-List - Typically current Urban, RnB and Hip Hop tracks also featuring selected tracks from the iTunes UK and US music charts that would be popular with British Asians.

Throwback - Typically hip-hop & RnB anthems of the '90's and '00's plus grime, garage and dance tracks that would appeal to British Asians.

### **North London TSA - Asian Station Review**

A review of current local analogue Asian services, both commercial and community

in the North London TSA shows AsianFX's core difference is that its output concentrates on music that young Asians appreciate and wish to listen to.

### **Commercial Analogue Radio**

The focus of Lyca Radio 1458, Lyca Dil Se 1035 and Sunrise Radio is providing services for large geographical areas and catering for the wider South Asian market and do not have any programmes specifically for young Asians in London. Panjab Radio is a service primarily targeting the Panjabi community.

Characters of Service for the four stations are:

#### **Lyca Media II Limited**

Lyca Radio 1458

A FULL SERVICE MUSIC AND INFORMATION MIX FOR ASIANS IN LONDON, FEATURING AN APPROPRIATE VARIETY OF CULTURES AND STYLES, WITH NEWS BULLETINS IN ENGLISH AND/OR HINDUSTANI.

#### **Lyca Media II Limited**

Lyca Dil Se 1035

AN INTERACTIVE SPEECH-BASED STATION TARGETED AT OVER-35s IN THE VARIOUS ASIAN COMMUNITIES AROUND LONDON, ACCOMPANIED BY A MIX OF POPULAR FORMS OF MUSIC APPEALING TO THE TARGET AUDIENCE. SPEECH (EXPECTED TO COMPRISE AT LEAST HALF OF DAYTIME, AND MAYBE LESS OUT OF DAYTIME) MAY BE IN ENGLISH BUT SHOULD ENCOURAGE A MULTI-LINGUAL ENVIRONMENT.

#### **Sunrise Radio (London) Ltd**

Sunrise Radio

A MUSIC-LED SERVICE FOR LONDON ASIANS PRIMARILY TARGETING THOSE AGED 15 TO 34 WITH A MIX OF ASIAN MUSIC AND OTHER MORE MAINSTREAM MUSIC WHERE APPROPRIATE.

#### **Panjab Radio London Ltd**

Panjab Radio

THE SERVICE WILL BE KNOWN AS PANJAB RADIO AND WILL PROVIDE A SERVICE AIMED AT THE PANJABI COMMUNITY. THE SERVICE WILL BE BROADCAST IN PANJABI AND ENGLISH LANGUAGES.

Three out of the four stations broadcast Bollywood music but without any Urban, Hip-Hop and RnB tracks being played.

Sunrise Radio's format description is one that targets young Asians – 15 to 34 – however its output is very different to that of AsianFX. Monitoring of the service

playlist over two days - 6am to 8pm on the 29<sup>th</sup> April and 6am to 9am on 30<sup>th</sup> April 2020 - recorded that of the total of 160 songs played, 153 were Bollywood film tracks and 7 were Panjabi tracks. No other genre of music was played. (See Appendix 2).

## Community Analogue Stations

There is also a community radio station within part of the North London TSA - NuSound Radio with the following Character of Service:

### NuSound Radio Limited

#### NuSound Radio

NUSOUND RADIO IS FOR THE RESIDENTS OF FOREST GATE AND THE SURROUNDING AREAS OF NEWHAM. THE SERVICE IS INCLUSIVE IN NATURE AND PROVIDES LISTENERS FROM ALL BACKGROUNDS WITH SOCIAL GAIN THROUGH THE PROMOTION OF HEALTHY LIVING AND PROVIDING TRAINING OPPORTUNITIES.

A comparison of these Characters of Service and output with that of AsianFX demonstrates that criteria (BA 1990 (as amended) section 106(1A)(b) is fulfilled - 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

**Please provide any additional information and/or evidence in support of the proposed change(s) below. In particular, the applicant may wish to outline how they see that the proposed change fits within Ofcom's published Format change request policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/>) and also Ofcom's Localness guidance, which includes our co-location and programme sharing policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>).**

Ofcom's Policy Criteria:

- the extent of the impact of the change on the Character of Service – it is acknowledged that the Format Change Request will substantially alter the character of service and a public consultation on the format change may be required.
- the time elapsed since the licence was awarded – The original licence was awarded to Turkish Radio with the service launching some 30 years ago when the market environment and level of competition was very different to that it is today.
- considerations taken into account in making the original award - Ofcom has recognised that the Licensee should have flexibility to respond to changes in the

market and that the considerations taken into account in making that original award should not be a factor in future decisions.

- the views of listeners and stakeholders – Letters have been received from politicians, businesses, advertising agencies, professionals and individuals welcoming the proposed format change (see Appendix 3).

There are no radio services on analogue in North London (or Greater London) that caters for the needs of the young Asian community. AsianFX is in constant touch with the young Asian communities across the North London TSA through its DAB digital service and a Young Asian service on AM would be welcomed as not all listeners have access to a DAB radio.

- the avoidance of 'format creep' – the previous change of format request submitted by Panjab Radio London Ltd was agreed by Ofcom after public consultation.
- whether the station broadcasts on AM or FM – Love Sport currently broadcasts on 1584kHz. Ofcom has previously stated that changes, including substantial changes, to AM station formats will be more willingly agreed than would be the case for FM stations.

#### Notes

- # Ofcom may approve a change under any of criteria (b) to (d) without consultation, or after a consultation of less than 28 days, if Ofcom considers that to hold a consultation at all, or for 28 days or more, would result in a delay that would be likely to prejudice the interests of the licensee. Ofcom may also remove for the purposes of consultation any confidential information submitted by the licensee.

## A6. Other commercial and community radio stations in the North London licence area

The following is a list of other local analogue (i.e. AM and FM) services broadcasting within, or to a significant part of, the North London AM licence area. Links are provided to their Formats (commercial stations) or Key Commitments (community stations).

### Commercial radio stations

[Absolute Radio \(Greater London FM\)](#)

[Capital \(Greater London FM\)](#)

[Capital Xtra \(North London FM\)](#)

[Gold \(Greater London AM\)](#)

[Heart \(Greater London FM\)](#)

[Kiss \(Greater London FM\)](#)

[LBC \(Greater London FM\)](#)

[LBC News \(Greater London AM\)](#)

[London Greek Radio \(North London FM\)](#)

[Lyca Dil Se \(Greater London AM\)](#)

[Lyca Radio \(Greater London AM\)](#)

[Magic \(Greater London FM\)](#)

[Panjab Radio \(Greater London AM\)](#)

[Premier Christian Radio \(Greater London AM\)](#)

[Radio X \(Greater London\)](#)

[Smooth Radio \(Greater London FM\)](#)

[Sunrise Radio \(Greater London AM\)](#)

### Community radio stations

[NuSound Radio \(Newham FM\)](#)

[Resonance FM \(Central London FM\)](#)

[Rinse FM \(Inner London FM\)](#)

[Revive FM \(Newham FM\)](#)