

# 106.5 Jack FM Bristol – questions and answers

These are the non-confidential questions asked to Bristol Sound Ltd's '106.5 Jack FM' application for the Bristol (106.5 FM) licence. The responses from the applicant appear below.

**Q1: On p10 of the application you refer to Nation Broadcasting's "track record of successful station launches." Please can you provide evidence of this, including RAJAR audience figures where available.**

Nation Broadcasting (formerly Town and Country Broadcasting), and also myself in a personal capacity, have been involved with the successful launches of the following FM radio stations:

## *2002 - Radio Pembrokeshire*

Shareholder and director at licence award and launch, Radio Pembrokeshire was one of the most successful UK radio station launches this century. It remains the market leading commercial station in the county with a weekly reach of 40%. The station has significantly exceeded its original business plans.

## *2003 - Dee 106.3*

Shareholder and director at licence award and launch, we sold our equity in 2010 when unable to take full control. During that period, the station was profitable and became the most popular station in Chester, with a reach of 22%.

## *2004 - Radio Carmarthenshire*

Shareholder and director at licence award and launch, Radio Carmarthenshire is an established and successful station with a weekly reach of 24% in a competitive TSA that includes the heritage Swansea local stations.

## *2006 - 99.9 Radio Norwich*

Shareholder and director at licence award and launch, we sold our position in an asset swap with launch partners Tindle Newspapers, owners of Bridge FM and a fellow shareholder in Radio Carmarthenshire. Radio Norwich launched with almost 250,000 listening hours.

## *2006 - Swansea Bay Radio*

Shareholder and director at licence award and launch, Swansea Bay Radio demonstrates our ability to launch and support stations in competitive markets where there are established competitors. It recently achieved a weekly reach of 43,000, putting it ahead of established ILR service Swansea Sound for the first time.

## *2018 - Nation Radio Scotland*

Launched this week in Glasgow, we acquired the licence from RockScot Ltd who had been awarded the licence in 2016. This launch demonstrates our ability to move quickly against a deadline and to launch in large and complex media markets where there is significant competition for listeners, staff and talent.

### *2018 Ipswich 102*

Despite a challenging timeline, we will launch on time in October just months since licence award.

In addition to the above new licence launches, we have acquired and re-launched the following FM radio stations;

### *2006 Bridge FM*

With + £1M of accumulated losses at the time of acquisition, Bridge FM is one of our most successful stations with a strong reach of 28% and a profitable service in a competitive TSA.

### *2008 XFM/Nation Radio South Wales*

Relaunched on acquisition, having lost hundreds of thousands of pounds in its first six months, Nation Radio is a successful, high profile brand with over 500,000 listening hours in the competitive South Wales market.

### *2010 Radio Ceredigion*

We achieved a weekly audience reach of 22% at a radio station that had previously experienced significant financial and regulatory issues.

Elsewhere, on DAB digital radio, we launched Nation Radio London (formerly Thames Radio), in 2016 and this has achieved 100,000 listening hours. We also have launched Chris Country in London, with the station achieving impressive levels of listener loyalty (9.5 average hrs) and nearly 300,000 total listening hours. Finally, in Wales, we have launched Dragon Radio which has shown steady growth and now has over 150,000 listening hours.

Nation Broadcasting has maintained ownership of the licences it has been awarded where it is the lead investor. Where we are not, we have often used our position to build our wider portfolio, demonstrating our commitment and ability to develop our wider UK radio business. All of the above demonstrates our ability to adopt a range of operating models, depending on local market conditions. We can also demonstrate a track record of launching multiple stations in a short period of time.

In Bristol, we are the 100% shareholder and the city is a key development market for us – illustrated by this being our third application for a local FM licence – and we believe there is a considerable opportunity for Nation Broadcasting in the city. This motivates us to deliver a high profile, well marketed and successful re-launch of Jack FM.

### **Q2: For the proposed Jack FM service, can you clarify the hours/ shows for which a live presenter will be on the air?**

A live, personality driven breakfast show, based in Bristol, will be on air for at least breakfast (0600-1000). Monday – Friday and also for weekday drivetime (1600-1900). Live and local programming will also feature on Saturday and Sunday mornings (0800-1200) All Jack FM programming will include regular news updates and traffic reports.

**Q3: With regard to the proposed Format for Jack FM, can you please clarify whether the music commitment to “a variety of pop/rock” means a commitment to playing a mix of both pop and rock tracks, or does it mean playing guitar-based pop tracks? If the latter, it would be helpful to provide some examples of tracks that you would consider to fit the Format description that you would be likely to play on the air.**

Similar to the JACK Oxfordshire output, the music commitment will be a carefully curated balance of pop/rock tracks. As stated in our format, we also will play classic rock, which we know has particular appeal for our +35 male target. This format is in line with the formerly successful Jack FM Bristol and will be programmed by the Jack team at Oxis Media in Oxford.

An example 2 hour playlist is set out below to clarify the music proposition:

HOUR 1:

Keep the Faith – Bon Jovi

Cruel Summer – Bananarama

Supermassive Black Hole – Muse

Kiss – Prince

Give it away – Red Hot Chili Peppers

Never Gonna Give You Up – Rick Astley

It’s a Long Way to the Top (If you wanna rock n roll) – AC/DC

That Don’t Impress Me Much – Shania Twain

Welcome to the Jungle – Guns n Roses

Sex Bomb – Tom Jones

The Final Countdown – Europe

Perfect 10 – Beautiful South

Poison – Alice Cooper

Mamma Mia – ABBA

All Night Long – Rainbow

HOUR 2:

Uptown Funk – Bruno Mars/Marc Ronson

Are you gonna go my way – Lenny Kravitz

(Keep Feeling) Fascination – Human League

Hold me thrill me kiss me kill me – U2

Leave a light on – Belinda Carlisle

(I Can't Get No) Satisfaction – Rolling Stones

Go West – Pet Shop Boys

Aerosmith – I don't wanna miss a thing

Don't Leave me this way – Communards

When the sun goes down – Arctic monkeys

Express yourself – Madonna

Cigarettes and alcohol – Oasis

I got you (I feel good) – James Brown

Let's get Rocked – Def Leppard

Bad – Michael Jackson