



**NATION RADIO**  
**(South Wales)**  
Request to change Format

Consultation

Publication date: 18 November 2009

Closing Date for Responses: 30 December 2009

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## Section 1

# Summary

- 1.1 Ofcom has received a request from Town and Country Broadcasting to change the Format of Nation Radio in South Wales (formerly Xfm).
- 1.2 The station is currently an alternative rock station for South Wales concentrating on modern and classic rock with weekly sessions for local artists.
- 1.3 Town and Country wishes to change it to become a “new music” station playing mainly modern rock with “other genres of appeal” to 15-34 year-olds, and which would “include coverage of local artists.”

### Current Format

**AN ALTERNATIVE ROCK STATION FOR SOUTH WALES, PLAYING MODERN AND CLASSIC ROCK GENRES, WITH WEEKLY SESSIONS AND COVERAGE OF LOCAL ARTISTS**

### Proposed Format

**A NEW MUSIC STATION FOR SOUTH WALES, PLAYING PREDOMINANTLY MODERN ROCK, WITH AND OTHER GENRES OF APPEAL TO THE STATION'S TARGET AUDIENCE OF 15-34 YEAR OLDS. OUTPUT WILL ORIGINATE FROM SOUTH WALES AND WILL INCLUDE COVERAGE OF LOCAL ARTISTS.**

- 1.4 Ofcom has published guidelines with regard to how a request for a Format change will be considered. There are statutory criteria to which we must have regard (see paragraph 1.6 below), and in the event that we are satisfied in relation to one of these criteria, we then apply further considerations in deciding whether to agree to a requested change. Full details of this process can be found on our website at: <http://www.ofcom.org.uk/radio/ifi/rbl/formats/formats/fc/changeregs/> .
- 1.5 If a station wants to make changes that will substantially alter the character of its service, Ofcom consults publicly before coming to a decision. In this case, we consider that the request could, if granted, substantially alter the character of the station's service.
- 1.6 Ofcom must consider the request by Town and Country to change Nation Radio's Format against the statutory criteria set out in the legislation below, and the consultation question, at Annex 4, reflects that.

*Ofcom has the ability to consent to such changes under conditions included in the Nation Radio licence, in accordance with Sections 106 (1A) of the Broadcasting Act 1990 if it is satisfied that at least one of the following criteria is satisfied:*

*(a) The departure would not substantially alter the character of the service*

*(b) The change would not narrow the range of programmes available in the area by way of relevant independent radio services*

*(c) The change would be conducive to the maintenance or promotion of fair and effective competition or*

*(d) There is evidence that, amongst persons living in the affected areas, there is a significant demand for, or significant support for, the change.*

- 1.7 In this case, the issue centres on a proposed change from “alternative rock .... playing modern and classic rock genres” to “predominantly modern rock, with other genres of appeal to the station’s target audience of 15-34 year olds”
- 1.8 Secondly, the Format requirement for weekly sessions involving local artists would change to an obligation to “include coverage” of local artists.
- 1.9 As Ofcom believes that the change would be substantial, criterion (a) above is not satisfied, and so the changes can only be approved if one of criteria (b) to (d) is satisfied. In these circumstances Ofcom is required to carry out a public consultation.
- 1.10 In particular, when considering whether criterion (b) is satisfied (*the change would not narrow the range of programmes available in the area by way of relevant independent radio services*), neither local DAB services nor BBC services ‘count’ as relevant independent radio services. The relevant independent radio services are those local analogue commercial and community stations which operate in the region, which are listed in Annex 7.
- 1.11 Ofcom, therefore, seeks views on the requests, having particular regard to the Broadcasting Act 1990 Section 106 (1A) **(b) (c) and/or (d)**, as set out above.
- 1.12 Annex 5 contains the Format change request, in which an argument is made that the output would still be distinctive within the South Wales market. Town and Country argues that criteria (a) and (b) are effectively satisfied, saying the change would not be significant, but would allow the flexibility for the station to compete more effectively with BBC’s Radio 1. As noted above, we do not consider that criterion (a) is satisfied, hence this consultation.
- 1.13 With regard to the inclusion of local artists, Town and Country says much of the station’s output has been dedicated to local bands and that will continue.

## Section 2

# Background

2.1 The South Wales licence was awarded in May 2007 to GCap Media who had applied with an alternative rock format under the Xfm brand. The licence was sold to Town and Country Broadcasting in May 2008.

2.2 Eight applicants competed for this South Wales licence. In addition to Xfm, the applicants were:

- allTalk FM (Wales) – A ‘talkback’ format
- Dave FM – Classic and contemporary rock
- Kerrang! – Modern and classic rock
- Original FM – Adult alternative
- South Wales Radio – Mainly speech for over 50s
- Variety FM – Easy listening for over 50s
- Wicked FM – Full service rock station

In the statement setting out its reasons for the award, Ofcom made particular mention of the “comprehensive” research carried out by the applicant showing that the gap in the market was for 15-34 year-olds. It also noted that Radio 1 attracted a larger audience in South Wales than it did across the UK as a whole.

## Annex 1

# Responding to this consultation

## How to respond

- A1.1 Ofcom invites written views and comments on the issues raised in this document, to be made **by 5pm on December 30 2009**.
- A1.2 Ofcom strongly prefers to receive responses using the online web form at <http://www.ofcom.org.uk/consult/condocs/nationradio/howtorespond/form>, as this helps us to process the responses quickly and efficiently. We would also be grateful if you could assist us by completing a response cover sheet (see Annex 3), to indicate whether or not there are confidentiality issues. This response coversheet is incorporated into the online web form questionnaire.
- A1.3 For larger consultation responses – particularly those with supporting charts, tables or other data – please email: [martin.campbell@ofcom.org.uk](mailto:martin.campbell@ofcom.org.uk), attaching your response in Microsoft Word format, together with a consultation response coversheet.

Responses may alternatively be posted or faxed to the address below:

Nation Radio Consultation  
FAO Martin Campbell  
Chief Advisor, Radio, Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA

Fax: 020 7981 3850

- A1.4 Note that we do not need a hard copy in addition to an electronic version. Ofcom will acknowledge receipt of responses if they are submitted using the online web form but not otherwise.
- A1.5 It would be helpful if your response could include direct answers to the question asked in this document, which are listed together at Annex 4. It would also help if you can explain why you hold your views and how the proposals would impact on you.

## Further information

- A1.6 If you want to discuss the issues and questions raised in this consultation, or need advice on the appropriate form of response, please contact Jon Heasman on 020 7783 4509.

## Confidentiality

- A1.7 We believe it is important for everyone interested in an issue to see the views expressed by consultation respondents. We will therefore usually publish all responses on our website, [www.ofcom.org.uk](http://www.ofcom.org.uk), ideally on receipt. If you think your response should be kept confidential, can you please specify what part or whether

all of your response should be kept confidential, and specify why. Please also place such parts in a separate annex.

- A1.8 If someone asks us to keep part or all of a response confidential, we will treat this request seriously and will try to respect this. But sometimes we will need to publish all responses, including those that are marked as confidential, in order to meet legal obligations.
- A1.9 Please also note that copyright and all other intellectual property in responses will be assumed to be licensed to Ofcom to use. Ofcom's approach on intellectual property rights is explained further on its website at <http://www.ofcom.org.uk/about/accoun/disclaimer/>

### Next steps

- A1.10 Following the end of the consultation period, Ofcom intends to publish a statement.
- A1.11 Please note that you can register to receive free mail Updates alerting you to the publications of relevant Ofcom documents. For more details please see: [http://www.ofcom.org.uk/static/subscribe/select\\_list.htm](http://www.ofcom.org.uk/static/subscribe/select_list.htm)

### Ofcom's consultation processes

- A1.12 Ofcom seeks to ensure that responding to a consultation is easy as possible. For more information please see our consultation principles in Annex 2.
- A1.13 If you have any comments or suggestions on how Ofcom conducts its consultations, please call our consultation helpdesk on 020 7981 3003 or e-mail us at [consult@ofcom.org.uk](mailto:consult@ofcom.org.uk) . We would particularly welcome thoughts on how Ofcom could more effectively seek the views of those groups or individuals, such as small businesses or particular types of residential consumers, who are less likely to give their opinions through a formal consultation.
- A1.14 If you would like to discuss these issues or Ofcom's consultation processes more generally you can alternatively contact Vicki Nash, Director Scotland, who is Ofcom's consultation champion:

Vicki Nash  
Ofcom  
Sutherland House  
149 St. Vincent Street  
Glasgow G2 5NW

Tel: 0141 229 7401  
Fax: 0141 229 7433

Email [vicki.nash@ofcom.org.uk](mailto:vicki.nash@ofcom.org.uk)

## Annex 2

# Ofcom's consultation principles

A2.1 Ofcom has published the following seven principles that it will follow for each public written consultation:

### Before the consultation

A2.2 Where possible, we will hold informal talks with people and organisations before announcing a big consultation to find out whether we are thinking in the right direction. 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

A2.3 We will be clear about who we are consulting, why, on what questions and for how long.

A2.4 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 to give us a written response. If the consultation is complicated, we may provide a shortened Plain English Guide for smaller organisations or individuals who would otherwise not be able to spare the time to share their views.

A2.5 We will consult for up to 10 weeks depending on the potential impact of our proposals.

A2.6 A person within Ofcom will be in charge of making sure we follow our own guidelines and reach out to the largest number of people and organisations interested in the outcome of our decisions. Ofcom's 'Consultation Champion' will also be the main person to contact with views on the way we run our consultations.

A2.7 If we are not able to follow one of these principles, we will explain why.

### After the consultation

A2.8 We think it is important for everyone interested in an issue to see the views of others during a consultation. We would usually publish all the responses we have received on our website. In our statement, we will give reasons for our decisions and will give an account of how the views of those concerned helped shape those decisions.

## Annex 3

# Consultation response cover sheet

- A3.1 In the interests of transparency and good regulatory practice, we will publish all consultation responses in full on our website, [www.ofcom.org.uk](http://www.ofcom.org.uk).
- A3.2 We have produced a coversheet for responses (see below) and would be very grateful if you could send one with your response (this is incorporated into the online web form if you respond in this way). This will speed up our processing of responses, and help to maintain confidentiality where appropriate.
- A3.3 The quality of consultation can be enhanced by publishing responses before the consultation period closes. In particular, this can help those individuals and organisations with limited resources or familiarity with the issues to respond in a more informed way. Therefore Ofcom would encourage respondents to complete their coversheet in a way that allows Ofcom to publish their responses upon receipt, rather than waiting until the consultation period has ended.
- A3.4 We strongly prefer to receive responses via the online web form which incorporates the coversheet. If you are responding via email, post or fax you can download an electronic copy of this coversheet in Word or RTF format from the ‘Consultations’ section of our website at [www.ofcom.org.uk/consult/](http://www.ofcom.org.uk/consult/).
- A3.5 Please put any parts of your response you consider should be kept confidential in a separate annex to your response and include your reasons why this part of your response should not be published. This can include information such as your personal background and experience. If you want your name, address, other contact details, or job title to remain confidential, please provide them in your cover sheet only, so that we don’t have to edit your response.

**Cover sheet for response to an Ofcom consultation**

**BASIC DETAILS**

Consultation title: Nation Radio (South Wales) Consultation

To (Ofcom contact): Martin Campbell

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	<input type="checkbox"/>	Name/contact details/job title	<input type="checkbox"/>
Whole response	<input type="checkbox"/>	Organisation	<input type="checkbox"/>
Part of the response	<input type="checkbox"/>	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)

## Annex 4

# Consultation question

## One Question

A4.1

*Q 1. Should Nation Radio be permitted to make its proposed changes to the station, with particular regard to the statutory criteria as set out in the summary? (The Broadcasting Act 1990 Section 106 (1A) (b) and (d) relating to Format changes).*

Annex 5

# Town and Country’s request for the change of Format to Nation Radio



<b>Station Name:</b>	Nation Radio
<b>Name of Person Proposing Format Change:</b>	Jason Bryant
<b>Outline Format Change(s) Proposals:</b>	To amend our current format of:  <b>AN ALTERNATIVE ROCK STATION FOR SOUTH WALES, PLAYING MODERN AND CLASSIC ROCK GENRES, WITH WEEKLY SESSIONS AND COVERAGE OF LOCAL ARTISTS.</b>
	to  <b>A NEW MUSIC STATION FOR SOUTH WALES, PLAYING PREDOMINANTLY MODERN ROCK, WITH OTHER GENRES OF APPEAL TO THE STATION’S TARGET AUDIENCE OF 15-34 YEAR OLDS. OUTPUT WILL ORIGINATE FROM SOUTH WALES AND WILL INCLUDE COVERAGE OF LOCAL ARTISTS.</b>

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, 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 particularly circumstances of the case) why Ofcom may not consent to the proposed change.**

**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 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) 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...**

The proposed amendment would not significantly alter the character of the service or of its target audience. It is intended to clarify Nation's difference in the South Wales market so that we can develop a more clearly defined audience profile of 15-34 year olds and that the station achieves a viable audience share within the target demographic.

The amended format will continue to appeal to the same target market but will enable Nation to compete on more level terms with BBC Radio 1 – its target competitor. At the time of licence award in May 2007 Ofcom's RLC noted that the "applicant's chosen target audience of 15-34 year-old males is relatively underserved by existing local commercial radio services". That is even more so today, with BBC Radio 1's audience reach and market share actually higher today at 28% and 12.2%, compared to 26% and 12.0% at the time of licence award (Real Radio TSA Q1 2007 vs Q3 2009).

Nation's amended format will see it appeal to the same 15-34 demographic, with its Format remaining distinctive in the market (there is no other station with commitments to new music or rock music) but with greater flexibility to reflect the ever changing musical tastes and interests of our target audience. Nation will continue giving exposure to upcoming local Welsh artists – a unique and defining characteristic amongst stations in the region.

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

We do not believe that this request represents a substantive change and therefore will not narrow the range of programmes available to and based in South Wales.

As stated above, the amended format will continue to serve the same target market segment of 15-34 year olds – the market gap identified by both the successful applicant and by the RLC in May 2007. The RLC confirmed that the “chosen target audience of 15-34 year-old males is relatively underserved by existing local commercial radio services”.

We want to be able to compete more effectively with BBC Radio 1. In its RLC licence award notes published in May 2007, Ofcom noted that XFM was “designed to appeal primarily to the same target audience” (as BBC Radio 1) of 15-34 year olds. Nation Radio has already developed a clearly profiled audience of 15-34 year olds with 62% of its weekly reach in this demographic and accounting for 57% of the station’s listening hours. The amendment will allow us to develop our programming for the target audience of 15-34 year olds and to deliver results for advertisers who want to reach this target audience in South Wales.

Nation Radio will continue to have a commitment to playing Modern Rock and also to giving exposure to upcoming local artists – a unique characteristic amongst stations in the region and one that is important to us. These commitments continue in our revised Format.

At present, no station focuses on the 15-34 adult audience in South Wales. Kiss 101 covers the East of our transmission area and South West England but concentrates on chart based RnB and dance music. Furthermore, Kiss only achieves a 2.2% share in the region (RAJAR Nation TSA W3 2009 TSA) – illustrating its lack of impact and relevance to the South Wales region despite having been established over a decade. It has also always been based in England and much of its output is networked from London.

As can be seen from the formats below, no existing station in South Wales (nor in potential development areas of West Wales where we wish to develop our transmission base and as is possible under the terms of the licence as advertised) has Format commitments to New Music, nor to Rock nor to such a 15-34 targeted station. All existing local services based in South Wales are Broad Music stations, serving broad audiences. Only Nation would be focused on serving a tightly defined audience aged under 35 across the region of South Wales and with a focus on promoting rock and new music genres.

**Nation (amended)**

**THE NEW MUSIC STATION FOR SOUTH WALES, PLAYING PREDOMINANTLY MODERN ROCK AND OTHER GENRES OF APPEAL TO THE STATION’S TARGET AUDIENCE OF 15-34 YEAR OLDS. OUTPUT WILL ORIGINATE FROM SOUTH WALES AND WILL INCLUDE COVERAGE OF LOCAL ARTISTS.**

**Bay Radio**

**LOCAL SPEECH AND MUSIC STATION FOR THE SWANSEA AREA, WITH 24-HOUR NEWS, INFORMATION AND COMMENT AIMED PRIMARILY AT THE 35+ AGE GROUP, WITH A PREDOMINANTLY GOLD AND EASY LISTENING MIX OF MUSIC, REGULARLY REFLECTING WELSH CULTURE AND LANGUAGE.**

**Real**

**A FULL SERVICE ADULT CONTEMPORARY MUSIC STATION FOR SOUTH WALES, TARGETING PRIMARILY 25-54 YEAR-OLDS, TREATING SPEECH, REGIONAL INFORMATION AND LISTENER INTERACTIVITY AS IMPORTANT INGREDIENTS, AND RUNNING 24-HOUR NEWS**

**Wave**

**A MUSIC AND INFORMATION STATION -- MAINLY CHART AND CONTEMPORARY BUT MAY INCLUDE OLDER TRACKS -- FOR UNDER 40s IN THE SWANSEA AREA, WITH WELSH ARTISTS FEATURED AT LEAST WEEKLY**

**Red Dragon**

**A LOCALLY ORIENTED CONTEMPORARY AND CHART MUSIC AND INFORMATION STATION FOR UNDER 44s IN THE CARDIFF AND NEWPORT AREA**

**Bridge FM**

**A LOCALLY FOCUSED BROAD MUSIC AND INFORMATION STATION FOR 25 TO 54 YEAR OLDS IN THE BRIDGEND AREA WITH A COMMITMENT TO PROMOTE THE WELSH LANGUAGE**

**Gold**

**A CLASSIC POP HITS STATION, WITH LOCAL INFORMATION, TARGETED PRIMARILY AT 35-54 YEAR-OLDS IN THE CARDIFF AND NEWPORT AREA**

**Swansea Sound**

**A CLASSIC POP HITS AND INFORMATION STATION FOR OVER 30s IN THE SWANSEA AREA, HIGHLY FOCUSED ON LOCAL ISSUES, WITH AT LEAST 12 HOURS A WEEK (NOT OVERNIGHT) OF WELSH LANGUAGE PROGRAMMES AND REGULAR WEEKDAY EARLY EVENING WELSH LANGUAGE BULLETINS (HEADS IN ENGLISH)**

**West Wales development areas**

**Radio Carmarthenshire**

**A LOCAL NEWS, BROAD MUSIC AND INFORMATION SERVICE FOR CARMARTHENSHIRE, TO INCLUDE IDENTIFIABLE, REGULAR WELSH LANGUAGE PROGRAMMING**

**Radio Pembrokeshire**

**A LOCALLY ORIENTED MUSIC, NEWS AND INFORMATION STATION FOR ADULTS IN THE AREA, PLAYING POPULAR HITS OF THE LAST FOUR DECADES, WITH A WEEKLY WELSH PROGRAMME**

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

When awarded the licence in 2007 (as XFM South Wales Limited) the market gap was clearly shown to be the audience of BBC Radio 1. It remains so. Indeed, as is clear above, the total audience and market share of Radio 1 has actually increased in the past two years, as the existing commercial stations have continued to fight over the broad adult audiences in South Wales and leaving the 15-34 year olds as easy pickings for the BBC.

As originally awarded, this licence was intended to be part of a national branded strategy for XFM. Now, under the independent ownership of Town and Country Broadcasting Ltd, it is part of a stand-alone dedicated Welsh commercial radio business. Town and Country Broadcasting has already invested a significant financial sum to save the station from closure, as would have happened under its previous owner. We have allowed the station to develop for a year and we have reviewed the audience and financial performance of Nation. It has achieved a reasonable audience performance in the past 12 months, and its character is clearly defined by the 15-34 demographic. However, its audience size is not viable and as a small, Welsh-based company, the flexibility we seek will enable us to invest in Nation as a clearly defined Welsh-based and Welsh oriented 15-34 targeted station. Nation would like to compete more effectively with BBC Radio 1. The format amendment would enable this and also allow us to grow the overall commercial radio sector in South Wales with a strong, regionally based new music proposition.

As is clear below, we have a long way to go to catch up with BBC Radio 1, which continues to outperform its UK reach, average hours and share in South Wales

	South Wales	UK
Reach	28%	22%
Ave Hours UK	9.3	9.0
Share	12.7	9.9%

Source; RAJAR Nation TSA W3 2009

As illustrated above, BBC Radio 1 continues to outperform its UK performance in South Wales by more than 25%, underlining how current commercial provision fails to appeal to the 15-34 audience in South Wales. BBC Radio 1's audience has risen by 63,000 listeners in South Wales and its market share has increased from 12 to 12.2 in the two years since licence award (RAJAR;Real Radio TSA Q1 2007 vs Q3 2009). Within the sub TSAs of Red Dragon (Cardiff and Newport) and The Wave (Swansea) that increase is even more pronounced with BBC Radio 1 growing in the Cardiff and Newport market from an 11.7% share to 13.2% and in the Swansea market from 12.6 to 12.8% since 2007. Nation delivers just a 5% reach and a 0.8% market share in the Red Dragon TSA, with break out figures unavailable in the Swansea TSA.

Nation's format is already centred on the music we play – this is what matters to our target audience of 15-34 year olds. As the only new music station for South Wales, Nation will retain a strong modern rock element (which we know is popular) but it would also play other genres that appeal to the 15-34 demographic. This will enable it to compete more effectively with BBC Radio 1.

Nation will remain a genuine alternative to the local services in Cardiff, Bridgend, Swansea, Carmarthenshire and Pembrokeshire. It will also be radically different from the other regional service Real Radio, which plays mainly oldies with a limited

amount of new music. Real also has a lot of speech – Nation’s speech element is already at a minimum and this characteristic would continue.

Nation, as it is already, will continue to be more adventurous than the “Broad Music” formats of Red Dragon, The Wave, Bridge FM, Red Dragon, Radio Pembrokeshire and Radio Carmarthenshire. Indeed, audience analysis shows that all the commercial stations targeting South Wales are all broad music/gold stations, centred on the middle ground, playing a wide range of mainstream chart music and oldies and catering for a very wide audience right across the 15-64 age ranges. These stations currently have a large proportion of listeners aged 35+ and only Nation would serve a defined younger audience demographic, with a clear commitment to New Music and Rock.

### **Regional**

64% of Real Radio’s weekly reach is aged 35+, with this age group accounting for 76% of the station’s listening hours.

### **Cardiff**

46% of Red Dragon’s weekly reach is aged 35+, with this age group accounting for 43.6% of the station’s listening hours.

71% of Gold’s weekly reach is aged 35+, with this age group accounting for 96% of the station’s listening hours.

### **Bridgend**

63% of Bridge FM’s weekly reach is aged 35+, with this age group accounting for 67% of the station’s listening hours

### **Swansea**

52% of The Wave’s weekly reach is aged 35+, with this age group accounting for 58% of the station’s listening hours.

72% of Bay Radio’s weekly reach is aged 35+, with this age group accounting for 76% of listening hours.

78% of Swansea Sound’s weekly reach is aged 35+, with this age group accounting for 91% of listening hours.

Finally, it is important to note that Town and Country Broadcasting, the owners of Nation, also operate the following services in South Wales;

*Bay Radio, Bridge FM, Radio Carmarthenshire and Radio Pembrokeshire.*

Between them, these services cover the majority of the geography of the South and West Wales regional radio footprint, therefore Town and Country Broadcasting is well placed to ensure that Nation Radio complements existing ILR services in the South Wales region.

### Notes

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

# 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.

Version 4 – amended March 2007

**Annex 6**

# COMMERCIAL RADIO STATION FORMAT

**NATION RADIO**

**Character of Service**

**AN ALTERNATIVE ROCK STATION FOR SOUTH WALES, PLAYING MODERN AND CLASSIC ROCK GENRES, WITH WEEKLY SESSIONS AND COVERAGE OF LOCAL ARTISTS.**

<b>Licensed area</b>	<b>South Wales (as in Ofcom advertisement)</b>
<b>Frequency</b>	<b>106.8 and 107.3 MHz</b>
<b>Service duration</b>	<b>24 hours</b>
<b>Locally-made hours</b>	<b>At least 10 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.</b>
<b>News bulletins</b>	<b>At least hourly during weekday daytime and 0800-1400 at weekends</b>

**Shared arrangements (if applicable)**

<b>Co-location</b>	<b>No Arrangements</b>
<b>Programme sharing</b>	<b>No Arrangements</b>

**Definitions**

Speech / Music	Excludes advertising, programme/promotional trails & sponsor credits
Peaktime	Weekday breakfast and drivetime, and weekend late breakfast
Daytime	0600 to 1900 weekday and weekend
Locally-made	Production and presentation from within the licensed area

**MCA population : 873,636**

**Licence number : AL 327-1**

**Notes**

This Format should be read in conjunction with Ofcom’s published Localness Guidelines as updated with additional text from “The Future of Radio : The Next Phase” (2007)

**AGREED FEB 2009**

## Annex 7

# Commercial and community radio stations operating in South Wales

## Commercial Stations

- Bay Radio (Swansea Bay – Over 35s)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al306-1.doc>
- Bridge FM (Bridgend - Broad music)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al257-1.doc>
- Heart (Bristol and Bath – Contemporary and Chart for under 44s)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al016-2.doc>
- Gold (Bristol and Bath – Classic Pop Hits 35-54 year-olds) (AM)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al015-2.doc>
- Original (Bristol – Adult Alternative)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al319-1.doc>
- Red Dragon FM (Cardiff and Newport – Contemporary and Chart for under 44s)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al020-2.doc>
- Gold (Cardiff and Newport – Classic Pop Hits 35-54 year-olds) (AM)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al019-2.doc>
- Radio Carmarthenshire (Broad music)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al289-1.doc>
- Kiss 101 (Severn Estuary – Rhythmic Hits)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al167-1.doc>
- Real Radio (South Wales – Full service A/C)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al261-1.doc>
- 96.4 The Wave (Swansea area – Mainly chart for under 40s)  
<http://www.ofcom.org.uk/static/radiolicensing/formats/al091-2.doc>

- Swansea Sound (Swansea area – Classic pop)

<http://www.ofcom.org.uk/static/radiolicensing/formats/al090-2.doc>

## **Community Stations**

- GTFM Pontypridd

<http://www.gtfm.co.uk>

- Afan FM, Port Talbot

<http://www.afanfm.co.uk>

- Radio Tircoed, Swansea

<http://www.radiotircoed.com>