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## **JACK FM2 (Oxford)**

Request to change Format

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**CONSULTATION:**

Publication Date: 5 December 2019

Closing Date for Responses: 9 January 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 Jack Media Oxfordshire Limited ('Jack Media') with regard to its local radio broadcasting licence for Oxford, which broadcasts as 'JACK FM2', and Ofcom's preliminary view on the request to change the character of service.

## What we are proposing – in brief

Jack Media proposes to relaunch JACK FM2 as 'JACK 3', and wishes to change the 'Character of Service' of the Oxford licence from:

*"The station will be the voice for young Oxford through a mix of primarily new and recent chart music with local news, sport and local information, phone-ins, and special local features targeting 15-29s in the city, with a minimum of 7 hours of specialist music programming before midnight each week."*

to:

*"A music-intensive station playing an eclectic mix of easy hits for the over 50s with local news, sport and local information."*

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 **Thursday 9 January 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 Jack Media has submitted the following Format change request to Ofcom to change the 'Character of Service' of the Oxford licence from:

*"The station will be the voice for young Oxford through a mix of primarily new and recent chart music with local news, sport and local information, phone-ins, and special local features targeting 15-29s in the city, with a minimum of 7 hours of specialist music programming before midnight each week."*

to:

*"A music-intensive station playing an eclectic mix of easy hits for the over 50's with local news, sport and information."*

If the change were to be permitted by Ofcom, we understand that the station would be re-branded as 'JACK 3'.

2.4 The licence-holder has proposed no further changes to the Format.

### 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:

- a) that the departure would not substantially alter the character of the service<sup>1</sup>;
- b) 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;
- c) 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

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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.

- d) 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
  - 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](https://www.ofcom.org.uk/data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf) ([https://www.ofcom.org.uk/data/assets/pdf\\_file/0024/87405/The-regulation-of-Format-changes.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf)). 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 Annex 5 contains Jack Media's Format change request.

### Changes to the 'Character of Service'

3.2 The proposed change to the 'Character of Service' part of the Format of the licence owned by Jack Media 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.

3.3 For the reasons that follow, we are minded to grant Jack Media's request. We are seeking respondents' comments on our preliminary view.

### Preliminary view

3.4 In Ofcom's preliminary view, the change to the 'Character of Service' requested by Jack Media would significantly affect the nature of the station's programming and target audience, which would necessitate a substantial alteration of the service's existing published Character of Service. On that basis, we do not consider that criterion (a) in section 106(1A) is met.

3.5 Ofcom is therefore consulting on the 'Character of Service' change request in accordance with section 106ZA, specifically whether it satisfies statutory criterion (b).

3.6 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 Oxford licence area served by JACK FM2.

3.7 The Oxford licence area is served by two other local commercial analogue radio stations in addition to JACK FM2. These are Heart (Oxford & Banbury), which has the following Character of Service: "*A locally orientated mainstream popular music and information station for under 44s in the Oxford and Banbury area*" and JACK FM (Oxford & South Oxfordshire), the Character of Service for which is: "*A music-intensive station playing a variety of pop-rock and classic rock for over-35s in Oxford and South Oxfordshire, with frequent but concise news and information.*"

3.8 Part of the Oxford licence area is served by community radio station First FM, which has the following Character of Service: "*A community-led local service run by the residents of the area, providing a direct voice to the target community.*"

3.9 The complete Format and Key Commitments for each of the stations listed above is at Annex 6.

- 3.10 Based on our analysis of the Format and Key Commitment requirements of the radio stations listed above, it appears to us that the changes sought by Jack Media would not narrow the range of programmes available to listeners in the Oxford licence area, and therefore we are satisfied on a preliminary basis in relation to statutory criterion (b). While a distinctive service in the market is being removed (i.e. a current hits service for young listeners aged between 15 and 29, with various speech programming and specialist music requirements), our preliminary view is that it will be replaced by a service that will, in a different way, be distinctive from the other local analogue and community stations available in the licence area (i.e. by providing an easy listening service for listeners aged over 50).
- 3.11 While there is conceivable overlap in terms of intended audience between the new 'JACK 3' Format (catering for over-50s) and the JACK FM Format (catering for over-35s), the required music content for the two licences should remain distinctive. JACK FM's Format requires "pop/rock and classic rock" music, and we would expect this to differ overall from the type of music required by the new JACK 3 'easy hits' Format. Furthermore, the proposed new 'JACK 3' Format will target a definitively older age group (i.e. the over-50s) than JACK FM. Additionally, no local station in the licence area presently offers an easy listening service.
- 3.12 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 our published [Format change policy guidance](https://www.ofcom.org.uk/_data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf) ([https://www.ofcom.org.uk/\\_data/assets/pdf\\_file/0024/87405/The-regulation-of-Format-changes.pdf](https://www.ofcom.org.uk/_data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf)) we have stated that the time which has elapsed since a licence was first awarded is a relevant factor, as a licensee's need to adapt to audiences changing over time is understandable, whereas a change soon after award may be inconsistent with the licensing process whereby stations define their own Formats in their licence application.
- 3.13 The Oxford licence was awarded over 20 years ago, in 1997. Ofcom recognises that audiences change over time, and that, consequently, stations need to adapt in parallel.
- 3.14 We also do not consider, on a preliminary basis and subject to any responses we receive to the consultation, that there are any 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.

## **Preliminary view**

- 3.15 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 Oxford licence area, and that there are no policy reasons for refusing the request, we are minded to consent to Jack Media'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 Thursday 9 January 2020**.
- A1.2 You can download a response form from <https://www.ofcom.org.uk/consultations-and-statements/category-2/jack-fm2-format-change>. You can return this by email or post 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 [peter.fitzsimons@ofcom.org.uk](mailto:peter.fitzsimons@ofcom.org.uk), as an attachment in Microsoft Word format, together with the [cover sheet](https://www.ofcom.org.uk/consultations-and-statements/consultation-response-coversheet) (<https://www.ofcom.org.uk/consultations-and-statements/consultation-response-coversheet>). This email address is for this consultation only, and will not be valid after 9 January 2020.
- A1.4 Responses may alternatively be posted to the address below, marked with the title of the consultation:  
Peter FitzSimons  
Ofcom  
Riverside House  
2A Southwark Bridge Road  
London SE1 9HA
- A1.5 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.
- A1.6 We will publish a transcript of any audio or video responses we receive (unless your response is confidential).
- A1.7 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.
- A1.8 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.
- A1.9 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.

- A1.10 If you want to discuss the issues and questions raised in this consultation, please contact Peter FitzSimons on 020 7981 3525 or by email to [peter.fitzsimons@ofcom.org.uk](mailto:peter.fitzsimons@ofcom.org.uk).

## Confidentiality

- A1.11 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 \(http://www.ofcom.org.uk/\)](http://www.ofcom.org.uk/) as soon as we receive them.
- A1.12 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.
- A1.13 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.
- A1.14 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 \(https://www.ofcom.org.uk/about-ofcom/website/terms-of-use\)](https://www.ofcom.org.uk/about-ofcom/website/terms-of-use).

## Next steps

- A1.15 Following this consultation period, Ofcom plans to publish a statement in September.
- A1.16 If you wish, you can [register to receive mail updates \(https://www.ofcom.org.uk/about-ofcom/latest/email-updates\)](https://www.ofcom.org.uk/about-ofcom/latest/email-updates) alerting you to new Ofcom publications.

## Ofcom's consultation processes

- A1.17 Ofcom aims to make responding to a consultation as easy as possible. For more information, please see our consultation principles in Annex 2.
- A1.18 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.
- A1.19 If you would like to discuss these issues, or Ofcom's consultation processes more generally, please contact the corporation secretary:

Corporation Secretary  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London SE1 9HA  
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: JACK FM2 consultation

To (Ofcom contact): Peter FitzSimons

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? \_\_\_\_\_

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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 questions

- A4.1 Ofcom is seeking views on these six Format change requests. Ofcom may consent to a departure from the character of the licensed services 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 one 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 licences on the basis that criterion (b) in Section 106(1A) of the Broadcast Act 1990 (as amended) is satisfied in respect of the Format change requests, and that there are no policy grounds on which to refuse the requests.

### **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 Broadcast Act 1990 (as amended).

## A5. Format change request

<b>Date of request:</b>	3 <sup>rd</sup> October 2019
<b>Station Name:</b>	JACK FM2
<b>Licensed area and licence number:</b>	Oxford – AL193
<b>Licensee:</b>	JACK Media Oxfordshire Ltd.
<b>Contact name:</b>	Ian Walker

### 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>  THE STATION WILL BE THE VOICE FOR YOUNG OXFORD THROUGH A MIX OF PRIMARILY NEW AND RECENT CHART MUSIC WITH LOCAL NEWS, SPORT AND LOCAL INFORMATION, PHONE-INS, AND SPECIAL LOCAL FEATURES TARGETING 15-29s IN THE CITY, WITH A MINIMUM OF 7 HOURS OF SPECIALIST MUSIC PROGRAMMING BEFORE MIDNIGHT EACH WEEK.
	<b>Proposed new Character of Service:</b>  A MUSIC-INTENSIVE STATION PLAYING AN ECLECTIC MIX OF EASY HITS FOR THE OVER 50'S WITH LOCAL NEWS, SPORT AND INFORMATION.
<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>  There are no programme-sharing or co-location arrangements.
	<b>Proposed new arrangements:</b>  No change.  All programming will continue to be produced at our premises in Eynsham, Oxfordshire.
<b>Locally-made hours and/or local news bulletins</b>  <i>Complete this section if you are requesting a change to this part of your Format</i>	<b>Current obligations:</b>  <b>Locally-made hours:</b>  At least 10 hours a day during daytime weekdays (must include breakfast).

	<p>At least 4 hours daytime Saturdays and Sundays.</p> <p><b>Local News:</b></p> <p>At least hourly during peak-times. At other times UK-wide, national and international news should feature.</p>
	<p><b>Proposed new obligations:</b></p> <p>No changes proposed</p>

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.<sup>2</sup>

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 on our website.<sup>3</sup>

<sup>2</sup> Available at [https://www.ofcom.org.uk/data/assets/pdf\\_file/0024/87405/The-regulation-of-Format-changes.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf)

<sup>3</sup> At [https://www.ofcom.org.uk/data/assets/pdf\\_file/0024/87405/The-regulation-of-Format-changes.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf)

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.

**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<sup>4</sup> and also Ofcom’s Localness guidance, which includes our co-location and programme sharing policy.<sup>5</sup>**

JACK 2 HITS is a local music station for 15-29-year-olds in Oxfordshire. All of the programming content is produced at our studios in Eynsham, Oxfordshire.

This Format Change Request seeks to change the licence’s music format to easy listening, thereby increasing listening choice in the area for the over 50’s demographic and appealing to an under-served section of the Oxfordshire population.

The change would enable us to transfer the FM frequency to JACK 3 & CHILL which is currently only on DAB.

JACK 2 HITS would continue on DAB with no changes to its programming or music format.

**The Local Market:**

The Oxford area is served by 3 commercial radio stations on FM. JACK 2 HITS aimed at the under 30s, JACKfm aimed at over-35s and Heart aimed at 25 to 44-year-olds.

Heart changed its music policy in late-2017. The 80s hits which were its mainstay for many years have been dropped and the station’s focus is now on hits from the 90s to today, making its core target audience under 35.

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<sup>4</sup> Available at [https://www.ofcom.org.uk/data/assets/pdf\\_file/0024/87405/The-regulation-of-Format-changes.pdf](https://www.ofcom.org.uk/data/assets/pdf_file/0024/87405/The-regulation-of-Format-changes.pdf)

<sup>5</sup> Available at <http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>

Since June 2019 most of Heart’s programming is now networked from London, except for three hours a day (1600-1900) which is shared by Heart stations in the South of England and broadcast from Fareham in Hampshire.

In addition to the 3 commercial FM stations there is a community station, First FM (formerly Destiny 105) which aggressively targets the under-30s during its daytime programming. This station has recently been given permission to increase its transmitter power to expand its coverage to the entire City of Oxford and align itself with JACK 2 HITS’s FM MCA.

We also note that Banbury Sound, which is on the northern edge of the JACK 2 HITS MCA, has recently requested a format change from “A locally focused music and information station for Banbury and the surrounding area” to become “A rhythmic-based music-led service for 15-29 year-olds supplemented with news, information and entertainment”.

**Age Demographic for stations broadcasting in Oxford & South Oxfordshire:**

**% REACH PROFILE - ALL ADULTS:**

Station	Frequency	15-24	25-34	35-44	45-54	55-64	65+
JACK 2 Hits	FM/DAB	25	32	16.5	19.8	6.7	0
JACKfm	FM/DAB	10.6	23.6	22.5	22.7	13.5	7.1
Heart Thames Valley*	FM/DAB	12.4	22.2	13.6	18.8	16.5	16.5

\* (in JACK Local TSA)

(Source: RAJAR/Ipsos-MORI/RSMB period ending June 2019)

First FM is not in Rajar so there are no comparable figures available. The station’s website claims it has “a calculated reach of over 15,000” listeners on FM.\*

Its daytime programming targets a similar audience to that of JACK 2 HITS.

\* “Weekly reach calculated as a Pearson correlation between online listeners via TuneIn (2.1k followers as of September 2018) and surveyed FM audience figures from stations across the UK”

The above table shows a strong bias towards the 15-44 age group. The current targeted age demographic for the JACK 2 HITS Oxfordshire licence is overlapped by the 2 other FM licences in the area, over-serving this particular age demographic and narrowing the choice of listening for the population as a whole.

Our intention is to rebrand the JACK 2 HITS licence to JACK 3 & CHILL which we believe will increase audience reach and choice for the over-50 age bracket in the Oxford and South Oxfordshire area.

The corresponding figures for JACK 3 & CHILL show a strong presence among its target audience.

Station	Frequency	15-25	25-54	35-44	45-54	55-64	65+
JACK 3 & Chill	DAB	0	0	25.6	12	58.8	3.6

(Source: RAJAR/Ipsos-MORI/RSMB period ending June 2019)

## Programming:

Using data from onlineradiobox.com we looked at the playlists for each of the stations across a 24-hour period for a full week (Tuesday 3rd- Monday 9th September 2019).

Of the 10 most-played songs on JACK 2 HITS, 9 were also played on Heart and another 9 were also played on First FM.

Overall 48% of the songs played on JACK 2 HITS were shared with other stations.

Heart	27%
First FM	30%
JACKfm	5%

There was no duplication between JACK 2 HITS and JACK 3 & CHILL.

We also compared the tracks played in a two-hour period (1000-1200 on Wednesday 4<sup>th</sup> September) across all of the relevant stations.

Of the 28 songs played on JACK 2 HITS in that period, 9 were also played on First FM and 4 also played on Heart. Three of those were common to both Heart and First FM. There was no crossover with JACKfm or JACK 3 & CHILL.

## JACK 3 & CHILL:

JACK 3 & CHILL is “A music-intensive station playing an eclectic mix of easy hits for the over-50s with local news, sport and information.” JACK 3 & CHILL would continue to provide local news, travel, weather, sport and ‘What’s On’ information (*‘JACK-tivities’*) etc.

All three local JACK stations in Oxfordshire simulcast the breakfast show, *‘JACK’s Morning Glory’* with Trevor Marshall and Rich Smith. This show is presented live but uses smart playout technology to enable listeners to hear relevant music for each station. This would continue.

JACK 3 & CHILL was launched on DAB in May 2017. Until now there has been little marketing outside of the station’s website and social media, and on-air cross-promotion on JACKfm.

Although it has only been in Rajar for the past twelve months JACK 3 & CHILL is already performing well in both Total Hours and, especially, Average Hours with a mean figure of 11.2 hours per listener per week across the past year.

Because of this we believe JACK 3 & CHILL has the potential to deliver strong audience and revenue growth if it was to be available on FM.

Putting JACK 3 & CHILL on FM would provide a distinctive service and increase the range of available programmes for older (50+) listeners, who are currently under-served by FM commercial and community radio in Oxfordshire.

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

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

### **Commercial radio stations**

[Heart \(Oxford & Banbury\)](#)

[JACK FM \(Oxford & South Oxfordshire\)](#)

### **Community radio stations**

[First FM \(Oxford\)](#)