



NATION RADIO

Request to change Format

Consultation

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Section 1

Executive summary

- 1.1 Ofcom has received a Format change request from Nation Radio Ltd, which holds an FM commercial radio licence for South Wales, with regard to its service 'Nation Radio'. Nation Radio Ltd is a wholly-owned subsidiary of Town & Country Broadcasting Ltd.
- 1.2 The station's Format describes the type of programme service which it is required to provide, and forms part of the station's licence.
- 1.3 Nation Radio Ltd wishes to change the 'Character of Service' of Nation Radio's published Format from one which requires the service to play predominantly modern rock music for 15-34 year-olds to one which requires the service to play rock-oriented music and to be male-focused (with no target age group specified).
- 1.4 A request for a Format change can be approved only if it satisfies at least one of the five criteria set out in section 106(1A) of the Broadcasting Act 1990 (as amended). The criteria are set out in full in Section 2 of this document.
- 1.5 We do not consider that Nation Radio's request meets criterion (a), that the departure would not substantially alter the character of service. As a result, we are required to consult on the request.
- 1.6 We are therefore seeking views on the request, having particular regard to the Format change criteria set out in the Broadcasting Act 1990.

Section 2

Details and background information

- 2.1 Ofcom has received a Format change request from Nation Radio Ltd, which holds a local FM commercial radio licence for the South Wales area, with regard to its service 'Nation Radio'. Nation Radio Ltd is owned by Town and Country Broadcasting Ltd.
- 2.2 The station originally launched in November 2007 as Xfm but was sold by GCap Media in May 2008 and was launched as Nation Radio in June of that year. The station has a Measured Coverage Area of 873,636 adults (aged 15+).
- 2.3 Nation Radio Ltd now wishes to change the 'Character of Service' of the published Format of Nation Radio from one which requires the service to play predominantly modern rock music for 15-34 year-olds to one which requires the service to play rock-oriented music and to be male-focused (with no target age group specified).

Existing Character of Service (as set out in Nation Radio's published Format):

A PREDOMINANTLY MODERN ROCK STATION FOR 15-34 YEAR-OLDS. OTHER COMPATIBLE GENRES WILL COMPLEMENT THE OUTPUT, WHICH WILL ALSO INCLUDE COVERAGE OF LOCAL ARTISTS

The new Character of Service proposed by Nation Radio is as follows:

A MALE FOCUSED, ROCK ORIENTED MUSIC STATION INCLUDING COVERAGE OF LOCAL ARTISTS

- 2.4 The South Wales licence was awarded by Ofcom in May 2007. In addition to the winning application from GCap Media (Xfm South Wales Ltd) there were seven other applicants for the licence:

Talk FM South Wales Limited
David FM Limited
Kerrang! Radio Wales Ltd
Original 107 FM Ltd
South Wales Radio Ltd
Variety FM South Wales
UK Media and Radio Wales Ltd

A summary of the licence award may be found here:

<http://licensing.ofcom.org.uk/radio-broadcast-licensing/analogue-radio/licensees/awards/southwales/>

- 2.5 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 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)).

- 2.6 Even if Ofcom is of the opinion that the proposed change satisfies one of more of the statutory criteria above, 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/>
- 2.7 Given that the change proposed by Nation Radio affects the station's core requirement to be a predominantly modern rock station for 15-34 year-olds and requires a significant rewording of its published Character of Service, we do not consider that Nation Radio's request meets criterion (a) – that the departure would not substantially alter the character of service. In addition, criterion (e) is not relevant to this request. Therefore, in accordance with section 106ZA of the Broadcasting Act 1990, we are consulting on the request.
- 2.8 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.
- 2.9 Annex 5 contains the Format change request submitted by Nation Radio, in which arguments are made that the proposed change to the output would not narrow the range of programmes available by way of independent radio services to persons living in the area and that therefore criterion (b) is satisfied, and that the departure would be conducive to the maintenance or promotion of fair and effective competition and that therefore criterion (c) is satisfied.
- 2.10 We are seeking views on the request, having particular regard to the Format change criteria set out in Section 106(1A) (b) to (d) of the Broadcasting Act 1990 (as amended), as set out above.

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 Thursday 7 November 2013**.
- A1.2 Ofcom strongly prefers to receive responses using the online web form at: <http://stakeholders.ofcom.org.uk/consultations/nation-radio/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: paul.boon@ofcom.org.uk, attaching your response in Microsoft Word format, together with a consultation response coversheet.
- A1.4 Responses may alternatively be posted or faxed to the address below:
- Nation Radio consultation
F.A.O. Paul Boon
Senior Radio Executive
Ofcom
Riverside House
2A Southwark Bridge Road
London SE1 9HA
- A1.5 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.
- A1.6 It would be helpful if your response could include direct answers to the question asked in this document, 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

- A1.7 If you want to discuss the issues and questions raised in this consultation, or need advice on the appropriate form of response, please contact Paul Boon directly on 020 7981 3616.

Confidentiality

- A1.8 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, 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.

- A1.9 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.
- A1.10 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

- A1.11 Following the end of the consultation period, Ofcom intends to publish a statement.
- A1.12 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

Ofcom's consultation processes

- A1.13 Ofcom seeks to ensure that responding to a consultation is as easy as possible. For more information please see our consultation principles in Annex 2.
- A1.14 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 . 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.
- A1.15 If you would like to discuss these issues or Ofcom's consultation processes more generally you can alternatively contact Graham Howell, Secretary to the Corporation, who is Ofcom's consultation champion:

Graham Howell
Ofcom
Riverside House
2a Southwark Bridge Road
London SE1 9HQ

Tel: 020 7981 3601

Email graham.howell@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.
- 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/.
- 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 consultation

To (Ofcom contact): Paul Boon

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?	<input type="checkbox"/>

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

Q1. Should Nation Radio Ltd be permitted to make its proposed changes to the Format of Nation Radio, with particular regard to the statutory criteria set out in Section 2 of this consultation document? (Section 106 (1A) of the 1990 Broadcasting Act, as amended, relating to Format changes).

Annex 5

Request to change the Format of Nation Radio

Analogue Commercial Radio Licence: Format Change Request Form

Date of request:	23 August 2013 – amended 19 September 2013
Station Name:	Nation Radio
Licensed area and licence number:	South Wales AL327-1
Licensee:	Nation Radio Ltd
Contact name:	Martin Mumford

Details of requested change(s) to Format

Character of Service <i>Complete this section if you are requesting a change to this part of your Format</i>	Existing Character of Service:
	A PREDOMINANTLY MODERN ROCK STATION FOR 15-34 YEAR-OLDS. OTHER COMPATIBLE GENRES WILL COMPLEMENT THE OUTPUT, WHICH WILL ALSO INCLUDE COVERAGE OF LOCAL ARTISTS
	Proposed new Character of Service: A MALE FOCUSED, ROCK ORIENTED MUSIC STATION INCLUDING COVERAGE OF LOCAL ARTISTS
Programme sharing and/or co-location arrangements <i>Complete this section if you are requesting a change to this part of your Format</i>	Current arrangements:
	Proposed new arrangements:

<p>Locally-made hours and/or local news bulletins</p> <p><i>Complete this section if you are requesting a change to this part of your Format</i></p>	<p>Current obligations:</p>
	<p>Proposed new obligations:</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 (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;

Overview

We believe the request as outlined represents a logical development in changed market circumstances, which helps cement a broad landscape of regional services without any significant disruption or overhaul of output.

It will allow us to take forward a music genre we have championed and grow our audience without any alienation.

Our submission sets out in detail our reasons for believing both the above regulatory hurdles are cleared for the purposes of this request.

We will take each in turn:

Narrowing services : In short, since no other significant service in South Wales, other than Nation, has a rock music target nor attracts a predominantly male audience, this change cannot narrow the range of relevant independent radio services. We demonstrate this through comparisons and a summary of the present position.

Fair and effective competition : We set out in detail the changes that have occurred in the region and conclude that agreement to the request would bring clarity to a broadcasting landscape which has undergone significant change in recent years, and could only be good for the listener and good for competition.

CRITERION B ... (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;

Nation has a rock music target and, as an expected consequence, a mainly male audience. With each of those two features Nation stands alone in the regional market. We are not looking to narrow any aspect of our output, and those features will undoubtedly remain with the station. Specifically, Nation will continue to champion local Welsh rock acts such as the Manic Street Preachers, Stereophonics and Kids in Glass Houses. We seek to grow our audience through genre rather than age range, as we believe genre is far more relevant in today's multi-media market.

We have set out below the relevant services in the area. (We have disregarded the Bristol local stations as they do not editorially target South Wales). As the community

stations each serves a small and specific community of interest or geographic area, and are not in RAJAR, they have been disregarded from the wider overall music analysis although we note from their licence commitments, none is rock oriented.

Since no other service in South Wales, other than Nation, has a rock music target nor attracts a predominantly male audience, it is clear that this change will not narrow the range of relevant independent radio services in South Wales.

	Local	Community	Regional	Age Target	Music Target
Nation Hits	X			35+	Easy/Classic Hits
Bridge	X			15+	Broad
Capital	X			<44	Contemporary/Chart
Gold	X			35+	Classic Pop Hits
Radio Carmarthenshire	X			15+	Broad
Kiss			X	15-34	Rhythmic Hits
Real			X	25+	Full service A/C
The Wave	X			<40	Mainly Chart
Swansea Sound	X			35+	Classic Pop
GTFM		X			Broad
Bro Radio		X			Broad
Radio Tircoed		X			Broad
Radio Cardiff		X			MOBO
Nation			X		Rock

Background

Commercial radio – and the wider radio and audio market - has changed beyond recognition since this second South Wales regional radio licence was awarded in 2007.

Nation and its parent company Town and Country Broadcasting has extensive knowledge of the South Wales market, having been operators in the region since 2002. The dominant market stations, Real, Capital and Kiss, have increasingly moved away from local programming with most of their content, and revenues, now generated from outside Wales.

Nation is heading in the other direction, with a goal of becoming a strong, national Wales-based brand. Alongside its FM footprint in Cardiff and Swansea, Nation is well on the path to achieving this aim with DAB digital radio coverage across South and West Wales and North East Wales. Next year, assuming a successful outcome of this application, Nation will also launch in North West Wales, giving effective coverage right across Wales. Notably, Nation will be the only commercial station serving all of Wales that has its entire output made in Wales. As digital switchover approaches we need to be in the best possible position to serve our audiences across the Nation.

When we reviewed options for developing the station's distinctiveness, given the current commercial radio environment, we considered the merits of either an age target (15-34) or a genre target (rock). It is clear from the market analysis the younger age demographics are very well catered for and that we will be more distinctive by focusing on music genre rather than age. Furthermore, our music monitoring which we have forwarded to Ofcom confirms that music genres of appeal to younger listeners (urban/rhythmic/chart) are dominant on the existing commercial stations.

The amended format is evolution, not revolution and will continue to appeal to a

similar target market, with its character grounded in a male-focused, rock led format. It is clear that other permitted format changes across the UK have improved the relevance and appeal of regional radio stations and the same will be true for Nation which will clearly complement the region's female-focused other services.

CRITERION C ... (c) *that the departure would be conducive to the maintenance or promotion of fair and effective competition*

Much of the research and background we offer here is also relevant for consideration under Criterion B, but we feel it also pertinent to the argument that the creation of a clearer radio landscape in the area will be conducive to fair and effective competition and have a positive effect on listening.

We believe that recent market changes have opened a significant gap in local commercial radio provision for males in South Wales. For instance, Real has dropped much of its male leaning speech output, such as its nightly peak time sports show and moved to a more female oriented music output. The impact of this is confirmed by reviewing RAJAR and music monitoring which shows the existing stations to be extremely female biased. We noted, with particular interest that Real Radio, which was a very male dominated station at the time of applications in Dec 2006, with 56% of its listening hours from men, has completely reversed its market position. Of the other services only Gold – an AM, predominantly networked service from London – has a male bias but its classic pop hits are readily distinct from Nation's rock oriented output, whilst it also serves only a sub-area of the wider Nation Radio footprint. Nation's ABC1 appeal is also distinctive with the format continuing to appeal to upmarket males as we combine rock music and relevant local news, speech and information.

	Male %	Female %	ABC 1	C2DE
Nation	63	37	55	45
Real	37	63	33	67
Kiss	44	56	39	61
Capital	33	67	35	65
Wave	42	58	41	59
Nation Hits	44	56	45	55
Bridge	39	61	18	82
Gold	59	41	7	93
S Sound	39	61	33	67

Source: RAJAR June 2013

In the wider market context, commercial radio continues to underperform in Wales, with BBC stations accounting for 58% of all listening hours in South Wales, a higher share for this sector than in the UK (54%). Indeed, the market share of listening to local commercial stations in Wales is significantly lower than in other UK regions or nations and accounts for just 25% of all listening. This suggests that there is a real opportunity to further develop commercial radio in Wales.

Further RAJAR analysis confirms that Commercial Radio's share of listening from men has plunged from 40% to just 35% since 2007, with many moving to BBC Radio 2 whose male audience has moved from 272,000 to 331,000 since 2007. The growth and dominance of BBC National radio is a danger to the viability of commercial radio in South Wales. BBC Radio 2's reach is now 34% in South Wales (UK 29%) against 28% (UK 27%) when the licence was awarded in June 2007. BBC Radio 1 has been more stable with a reach of 25% today (21% UK) compared to 26% in 2007 (UK 21%).

RAJAR also confirms the well documented decline of younger radio listening. The reality is that music fans now get their music on demand whenever and wherever they please. Other recent format changes from UK operators, such as Kerrang in the Midlands, have noted similar themes, which has resulted in a rising average age of listeners. This is also true for Nation where the average age has increased from 32.8 in 2009 to 34.9 in 2013 (Q1 2009 vs Q2 2013 RAJAR). Nation's hours of listening halved from 1.1 m hours to just 600,000 hours in the past 12 months. The success of BBC 6 Music, now with eight times its audience in South Wales than at the time of licence application, has also dented the market opportunity in younger demographics.

Whilst Nation has made good progress in developing an identity and brand for itself, it is restricted in its ability to move with its audience's tastes and demands. At the time of its application it stated "musically, rock genres are least represented, but the most demanded by audiences". Yet Modern Rock itself as its core sub-genre has dwindled in appeal and we have found it difficult to develop a viable wider station based on this sub-genre alone. This is illustrated in the decline of other modern rock oriented services, many of which have closed on DAB and/or on FM in recent years, even at a national level where viability has been difficult to achieve.

Nation remains well behind its modest application revenue forecasts and the loss of audience potential in younger age groups is now threatening its viability. Without a significant improvement in listening hours, Nation will almost certainly need to dilute its Welsh produced hours or even consider joining a national network, which would deprive Wales of further local programming and risk local jobs. Many specialist music services have evolved more radically than we are requesting (Jazz FM to Smooth, Choice to Capital, XFM to Capital, Original to Jack). Nation Radio will continue to give exposure to a wide range of rock genres that the original application demonstrated were under-represented in the music output of existing South Wales commercial stations. These genres are even more under represented today than in 2007.

Whilst not a formal Ofcom consideration we believe it important to point out that changes will enable us to better compete for audience with BBC Radio which has been growing its share of male listening in recent years, as documented by our RAJAR analysis. Indeed, the strength of BBC Radio listening and the lack of other stations' commitment to rock as a genre mean that we will be readily distinctive and far better placed to grow the appeal of commercial radio in South Wales.

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/>).

In our previous Format request change in 2009, we set out that, as originally awarded, this licence was intended to be part of a national branded strategy for XFM.

Under the independent ownership of Town and Country Broadcasting Ltd, Nation has developed into a defined Welsh commercial radio station and we have invested in firstly saving the station from closure and more recently in developing it as a national station for Wales.

However, its current audience levels are not viable without Format refinement, and it only continues with the support of its parent company. In order to generate additional revenue and to drive the station forwards we need to generate a greater number of listeners. The move of Real Radio to a female oriented service has presented the opportunity to provide a broader appeal, male focused station.

Good regulation takes note of evolving markets and situations and we submit that there is now less commercial radio “Made in Wales” than ever before. As such, it is important that jobs and opportunities remain for people inside Wales where these stations are based. The format amendment will contribute towards a stronger commercial radio sector in Wales.

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.

Version 6 – amended April 2010

Annex 6

Existing Format of Nation Radio

COMMERCIAL RADIO STATION FORMAT

NATION RADIO

Character of Service

A PREDOMINANTLY MODERN ROCK STATION FOR 15-34 YEAR-OLDS. OTHER COMPATIBLE GENRES WILL COMPLEMENT THE OUTPUT, WHICH WILL ALSO INCLUDE COVERAGE OF LOCAL ARTISTS

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

Shared arrangements (if applicable)

Co-location	No Arrangements
Programme sharing	No Arrangements

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 2010

Annex 7

Other commercial and community radio stations in the South Wales area

Commercial radio stations

Real Radio (South Wales)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000261ba1realradio.htm>

Kiss West (Severn Estuary)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000167ba1kiss.htm>

Capital South Wales (Cardiff/Newport)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000020ba1capitalfm.htm>

Gold South Wales (Cardiff/Newport)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000019ba1gold.htm>

The Wave (Swansea)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000091ba1thewave.htm>

Swansea Sound (Swansea)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000090ba1swanseasound.htm>

Nation Hits (Swansea)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000306ba1nationhits!.htm>

Radio Carmarthenshire

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000289ba1radiocarmarthenshirescarletfm.htm>

Bridge FM (Bridgend)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/analogue/al000257ba1bridgefm.htm>

Community radio stations

Radio Tircoed (Swansea)

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000111ba1radiotircoed.htm>

GTFM

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000004ba1gtfmpontypridd.htm>

Bro Radio

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000122ba1broradio.htm>

Radio Cardiff

<http://www.ofcom.org.uk/static/radiolicensing/html/radio-stations/community/cr000094ba1radiocardiff.htm>