

Beat^{FM}

2 Introduction to the Applicant

page 4

- a) Name and Address of Applicant
- b) Main Contact
- c) Proposed Station Name
- d) Brief Description of Programme Service
- e) List of Advisors

3 Membership and Description of the Applicant Group

page 6

- a) Identification and Description of Members
- b) Legal Status of Applicant

4 Ownership, Control and Staffing of Company which will operate the Licence

page 8

- a) Board of Directors
- b) Proposed Shareholding Structure
- c) Management Structure
- d) Staffing Matters

5 The Programme Service

page 17

- a) Broadcasting Philosophy
- b) Programme Schedule
- c) Programme Policy Statement

6 Market Analysis

page 31

- a) Analysis of Existing Market
- b) Demand and Potential for the Service Proposed
- c) Anticipated Performance of Service
- d) Strategies for Achieving Listenership and Revenue Targets

7 Financial and Business Plan page 55

- a) Overall Financial Strategy
- b) Investment Proposal
- c) Projections

8 Transmission Proposals page 57**9 Studio Operations** page 68**10 Proposal Commencement of Broadcasting** page 75

- a) Readiness Date
- b) Critical Path

11 Appendices page 76

- Appendix 1 Certificate of Incorporation
- Appendix 2 Cork Demographics
- Appendix 3 Cork Radio Listenership Research - Top Lines
- Appendix 4 Market Research Questionnaire
- Appendix 5 Financial Accounts
- Appendix 6 Sales Projections
- Appendix 7 Principle Technical Equipment
Transmission Details
- Appendix 8 Confidential Annex

Introduction to the Application

(a) Name and Address of Applicant

The Applicant, Media Communications & Investments (Irl.) Ltd. is a private limited company incorporated in Ireland no. 335055. The company has been specifically set up to provide a Cork City and County broadcasting service. A certificate of incorporation is included in appendix 1. The company has its registered offices at:

90 South Mall, Cork. Tel: 021 4270372 Fax: 021 4273230

(b) Main Contact for Enquiries

The main contact for Beat FM for public purposes will be:

Paul Fitzsimmons, 124, Upper Abbey Street, Dublin 1.

Tel: 01 8049053 Mobile. 086 8161974 Fax: 01 8049029 Email: paulfitzsimmons@unison.ie

(c) Proposed Station Name

The proposed Station name to be operated by Media Communications & Investments (Irl) Ltd is:

Beat FM

(d) Brief Description of Programme Service

A music-driven station for Cork City and County's 15-34 year olds. The station will play a fresh mix of young-appeal contemporary music - focusing on popular Dance and today's Hits - with Rhythmic, R'n'B alternative elements. The music will be complemented by a relevant information service comprised of news bulletins, lifestyle and entertainment features and issue led phone-in discussion programmes. The station will be framed by an upbeat and entertaining presentation style - high in music and strong on personality.

Introduction to the Application

(e) List of Advisers

Beat FM will be supported by the following advisers and consultants:

Bankers:

Bank of Ireland Business Banking, 101 Upper George's Street, Dun Laoghaire, Co. Dublin.

Solicitors:

Matheson Ormsby Prentice, 30 Herbert Street, Dublin 2.

Auditors:

KPMG, Chartered Accountants, 1 Stokes Place, St. Stephens Green, Dublin 2.

OTHER CONSULTANTS:

Research:

Irish Marketing Surveys, 19-21 Upper Pembroke Street, Dublin 2.

Technical:

Broadcast Technical Services, Unit 6a, John Player House, South Circular Road, Dublin 8.

Strategy:

Cawley Nea Advertising & Marketing, 41a Blackberry Lane, Rathmines, Dublin 6.

Membership and Description of the Applicant Group

(a) The Beat FM application is being submitted by the following members:

Radio Ireland Ltd is the national commercial licence holder. It operates the radio station, 100-102 Today FM. Today FM is an experienced Radio operator with proven strength as an alternative source of National and International news. The company has developed award winning sports programming and its current affairs is highly respected and in itself often the source of newsworthiness and breaking news.

Frank J. Boland was Chairman of the Cork Harbour Commissioners from 1979 to 1981. He was appointed Chairman of Aer Rianta in 1982, and has served on the board of Beamish and Crawford, Cork Communications and many other companies. He joined the executive committee of the Cork Chamber of Commerce in 1978 and was elected President in 1992. He is a Commissioner of Irish Lights and Honorary Chairman of Cork Business News. He is also Chairman and Managing Director of all companies within the Boland Group.

Joe O' Herlihy started out working with Cork Musical Instrument Provider (T Crowley and Sons). He worked as a sound engineer with Rory Gallagher between 1972-1978. Thereafter he worked as a sound design consultant primarily with U2 but also with other international artists including REM. He is a committed life long supporter of Cork FC and was the featured narrator/ presenter in a RTE documentary about the Club. As a Board member of the City Arts Centre he has been responsible for concluding contracts and sourcing equipment for the state of the art venue.

Roy Keane is a world renowned footballer and has been capped for Ireland on numerous occasions. He has captained Manchester United to their historic 1999 treble: The Champions League, The FA Carling Premiership and the F.A. Cup. He has capably represented home city county and country at the highest international levels. He is the current Irish Captain.

Denis Irwin is a senior professional with Manchester. Utd, now retired from international football. He has always valued his links with his home city and is a constant visitor there. As a seasoned sportsman of the highest integrity he remains an example to youth everywhere.

Membership and Description of the Applicant Group

Liberty Asset Management is a leading Irish financial services company serving both domestic and international clients.

Activities include the design and distribution of investment products, the provision of advice on investments, pension and protection planning to both the private and corporate sectors. In addition Liberty Asset Management Ltd has raised finance for many successful investment projects ranging from hotels and leisure centres to software development and manufacturing facilities.

Squareball Ltd. is an Irish Multimedia company which will operate the Irish franchise for Sports.com Europe's biggest internet sports site. Its Directors and Shareholders are Cathal Dervan, Domhnaill Dervan and Fintan McMahon.

(b) All of the investors in Beat FM have a proven track record and are experienced in making large scale investments. The grouping has a broad experience of start up situations and has access to the capital funding necessary for the success of this project. The company was formed on 10.11.2000 specifically for this application.

Ownership, Control and Staffing of BeatFM which will operate the Licence

The Board of Directors

The following will make up the Board of Media Communications & Investments (Irl) Ltd :

John McColgan, (Chairman)
Frank J. Boland
Willie O Reilly
Joe O'Herlihy
Cathal Dervan
Ian Lawrie

Chairman	John McColgan
Address	Binn Eadir Greenfield Rd., Sutton, D13
Age	50+
Nationality	Irish
Occupation	Company Director
Other Directorships	Abhann Productions, Tyrone Productions, Radio Ireland, Ltd. National Theatre Society

Summary

John McColgan is a former Controller of Programmes at TV AM in London and a former Head of Entertainment with RTE. He has produced and directed a range of top quality programmes from drama to documentaries and is a Jacobs Award recipient. He is Chairman of Today FM and is Chairman of the Board of the Abbey Theatre. He played a key role in the development of Riverdance-the show and is Director of the Production.

Director	Frank J. Boland
Address	Farnastact Annmount, Glounthaune Cork
Age	60+
Nationality	Irish
Occupation	Company Director
Other Directorships	Amount Investments (UK) Boland Rentals Ltd. Cork. Cargo Handling Regulatory Co. Ltd, Port of Cork Company , Ringaskiddy Stevedore Ltd, Swansea Cork Ferries Ltd

Summary

Frank Boland is a Company Director and successful businessman. He is a Member of the Institute of Directors of Ireland and an Underwriting member of Lloyds since 1974. He is a Fellow of the Chartered Institute of Transport.

Ownership, Control and Staffing

Director	Willie O' Reilly
Address	142 Holywell, Upper Kilmacud, Rd., Dublin 14
Age	40+
Nationality	Irish
Occupation	CEO, 100-102 Today FM,
Other Directorships	People in Need Trust, Radio Ireland

Summary

Willie O' Reilly has extensive experience of the Irish media scene He worked for 18 years as a Producer and Executive Producer with RTE. His experience covers music programming and talk radio. In 1999 he joined Today FM as Chief Executive. During his time there he has been responsible for the management and strategic development of the station. He has effected a turnaround in its financial status since his joining.

Director	Joe O' Herlihy
Address	4 Rathdown Park, Terenure, Dublin, 6W
Age	40+
Nationality	Irish
Occupation	Company Director/Sound Design Consultant
Other Directorships	The City Arts Centre (Dublin), Pro Audio Consultant

Summary

Joe O'Herlihy has a long history in the Irish and International Music business. He has worked in a technical capacity with U2 since their inception. His other interests includes, Cork City FC and Arts Administration.

Director	Cathal Dervan
Address	44 Ardlea, Dunshaughlin, Co. Meath
Age	30+
Nationality	Irish
Occupation	Company Director
Other Directorships	Squareball Ltd., Point10 Productions , Oceanlite Investments

Summary

Cathal Dervan has extensive media experience. He began his career with Independent Newspapers Ltd. before becoming Sports Editor with 'The Sunday World'. He gained experience in media start-up situations

Ownership, Control and Staffing

by establishing the Sunday sports newspaper 'The Title'. Thereafter he became a founding member and shareholder of 'Ireland on Sunday' and is a shareholder in Scottish Radio Holdings. He now represents Sports.com, Europe's biggest internet sports site. He is currently the Irish Managing Director for Squareball Ltd, the Irish franchisee for Sports.com. , a columnist for 'the Irish Voice' in the USA and a sports advisor to the ISP Indigo.

Director	Ian Lawrie
Address	3 Castlefield Court, Knocklyon, Dublin 22
Age	30+
Nationality	Irish
Occupation	Company Director
Other Directorships	Tar Energy Service, Liberty Mortgage Corporation

Summary Ian Lawrie began his career as an accountant. He joined BCP Stockbrokers where he gained considerable experience of Financial services sector. In 1996 he founded Liberty Asset Management. In 2000 the business expanded to include Liberty Mortgage Corporation. He has worked extensively at Board level in the Oil and Gas industry as well as the Engineering sector.

ii) There are no firm plans to appoint any further Directors.

(b) Proposed Shareholding Structure

i)	Radio Ireland Ltd, 124 Abbey St, Dublin 1	405,000	636,500	40.5
	J. O'Herlihy, 4 Rathdown Park, Terenure, Dublin 6w	100,000	157,000	10.0
	Roy Keane, Sir Matt Busby Way, Old Trafford, Manchester, England	40,000	62,800	4.0
	Denis Irwin, Sir Matt Busby way, Old Trafford, Manchester, England	40,000	62,800	4.0
	Frank J. Boland, Farnastact, Annmount, Glounthaune, Co. Cork	200,000	314,000	20.0
	Liberty Asset Management, 140-142 Pembroke Rd., Dublin 4	100,000	157,000	10.0
	Square Box Ltd	70,000	109,900	7.0
	Reserved for Management	45,000		4.5
	Note 4.5% of authorised shares will be held back for issue under share option schemes to management.			
ii)	All shares will be £1 ordinary shares. Shares will be issued at £1.57 per share. All shares in issue will carry equal voting rights.			
iii)	All shares are beneficially held.			

Ownership, Control and Staffing

iv)

Radio Ireland Ltd

Main Shareholders

Broadcast Holdings
 Scottish Radio Holdings
 IIU
 ICC Venture Capital
 ICC Bank

Directors

John McColgan	Richard Findlay	James Donnelly	Denis Desmond
Dermot Desmond	Tom Kirwan	Joseph Moreau	Robbie Wotton
Brian Molloy	Moya Doherty	Seamus O'Scollain	Willie O'Reilly

Liberty Asset Management

Main Shareholders

Ian Lawrie
 Kevin O Shaughnessy
 Marie Ainsworth
 Brian Tyrell

- v) Radio Ireland Ltd operates the National Independent radio station Today FM.
 Frank J. Boland is Honorary Chairman of Cork Business News.
 No other members of the applicant group have relevant interests under this heading.
- vi) All investors view this as a long-term investment. There are no exit mechanisms in place.

(c) Management Structure

- i) Beat FM has approached a number of people in radio and related businesses with a view to recruiting a management team. All of the individuals have expressed their concern at their names being used in a document intended for publication. The name of a potential Chief Executive/Head of Sales has been supplied, in confidence, to the IRTC Board. Beat FM will have a dedicated professional management team consisting of a Chief Executive/Head of Sales, Programme Controller, Head of News, Sales Manager and Financial Controller. Monthly board meetings will be held to ensure clear direction for the management group.

Ownership, Control and Staffing

ii) Chief Executive / Head of Sales

It will be the Chief Executive's responsibility to manage the company on a day to day basis and to implement the policy of the Board. The Board in turn accepts its responsibility to ensure that the company operates in accordance with its licence and fulfils its legal obligations.

Programme Controller

The sound and musical direction will be the responsibility of the Programme Controller, reporting to the Chief Executive. The aim will be to develop programming that will attract listeners in the target age group. In addition the Programme Controller will be responsible for compliance with IRTC regulations and guidelines, as well as specific licensing commitments. In addition, he will be responsible for the development of all on air staff.

Head of News

The Head of News will have specific responsibility to ensure that the news output complies with regulations and is a genuine service to the audience. Beat FM will seek to provide a news service that is balanced and authoritative. In conjunction with the Chief Executive, the Head of News will be responsible for recruiting News Staff.

Sales Manager

The Sales Manager will be responsible for managing Beat FM's advertisers, sponsors and promoters. The position will be target and incentive driven. The positioning of the station in terms of brand and image will be a major part of the role. The Sales Manager will be responsible for recruiting a professional and ambitious Sales Team.

Financial Controller

The Financial Controller will report to the Chief Executive and the Board. The position will have responsibility for establishing and monitoring budgets along with financial performance.

(ii) Please see confidential annex - appendix 8 for details on individuals short-listed for management team.

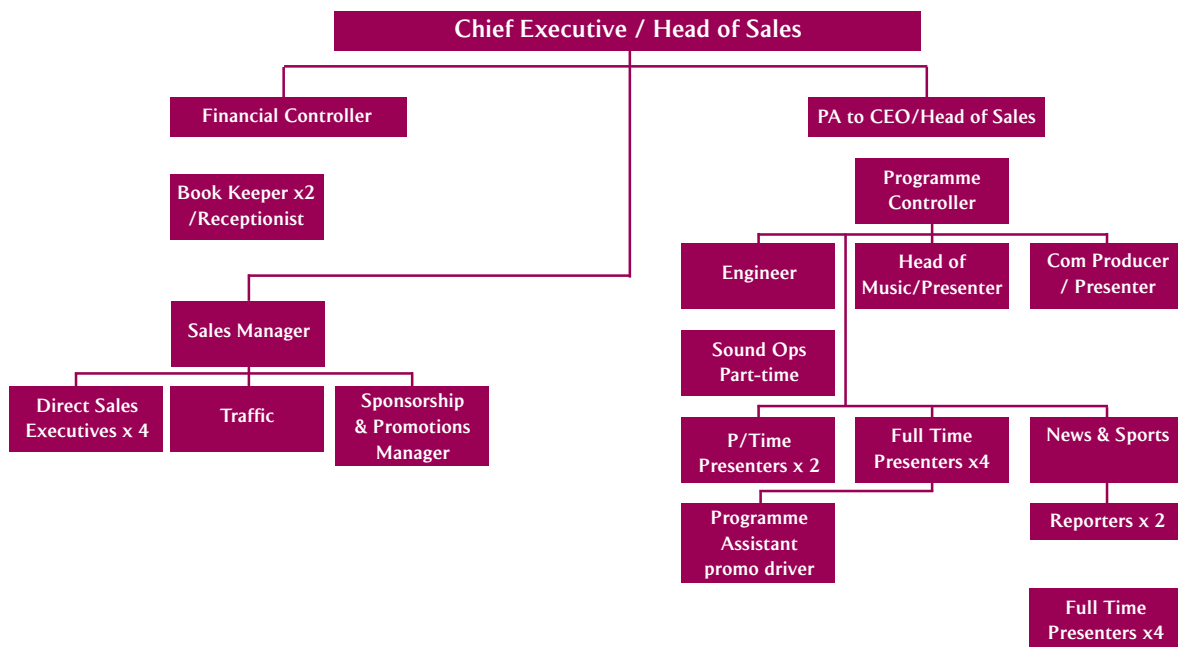
Ownership, Control and Staffing

(iii) The Company Policy in respect of:

- a) A remuneration committee consisting of three members of the board will be set up to deal with management remuneration.
- b) All contracts will be performance related and structured to attract high calibre personnel.
- c) A share option scheme consisting of 4.5% of Beat FM will be available to reward consistent performance.
- e) Employment contracts will be issued to all staff. Each will contain details on job description, responsibility and immediate superior, remuneration, grievance procedure, notice period, and other terms of service

(d) Staffing Matters

- (i) A diagrammatic representation of the staffing structure is outlined below. This can only be a guideline, as the actual structure will depend on the abilities of those recruited. Beat FM is looking for staff who will be able to multi-skill in order to provide a lean and efficient organisation.



Ownership, Control and Staffing

Programming

It is anticipated that all daytime staff will be full-time with the majority of weekend presenters being part time. Staff will comprise, Programme Controller, six full-time Presenters, Talk Show Researcher, Broadcast Assistant. It is anticipated that two of the full-time presenters will also fill the positions of commercial producer and head of music.

Sales Team Structure

The following is a detailed account of initial staffing of the Beat FM Sales Department.

As the target for Beat FM is to achieve 70% of its revenue from the local Cork market, most of the resources will be put into the local sales department.

The Sales Manager, based in Cork will head up a team of six people as follows:

Sponsorship & Promotions Co-ordinator. This role will develop and will need another person inside twelve months.

National Sales Executive responsible for visiting brand managers and Agencies. Initially the Chief Executive will help with this role.

Local Sales Executives (x4) responsible for maximising local revenue opportunities.

(ii) Beat FM will have a remuneration policy to match its intention to recruit a talented and professional team. Details of proposed salary levels for all staff are included in the Financial Section of this proposal. (see appendix 7).

iii) Beat FM is confident that through placed advertisements in National print and electronic media it will be able to recruit candidates in all areas.

iv) Beat FM will take a lead from employees in relation to union participation. Our policy will be to motivate staff and provide a positive working environment. Through consultation all staff will have a role in influencing their own career development.

Ownership, Control and Staffing

- v) It is the intention of the company to set up a pension scheme for employees. On completion of one year's service full time staff will be offered a place on this scheme. Company contribution will be 6%. It is the intention of the company to honour commitments made under the PPF in relation to National Pay Agreements.
- vi) Ongoing training can only benefit the development of the Radio Station. With this in mind the company will have a policy of encouraging and endorsing initiatives in this area. This may involve areas as diverse as Human Resources, IT skills and on-air coaching.

Programme Department - Staffing Structure

- 1 x Programme Controller
- 1 x Music Director/Assistant Programme Controller/Morning to Afternoon Presenter
- 1 x Breakfast Show Host
- 1 x Breakfast Show Co-Host
- 1 x Afternoon Presenter
- 1 x Commercial Producer/Evening Presenter
- 1 x Late Night Talk Presenter/Producer
- 1 x Late Night Talk Assistant Producer
- 1 x Senior News Presenter
- 2 x News Presenters
- 1 x Promotional & Programme Assistant (Morning Vehicle Driver)
- 2 x Weekend Presenters (Part Time)

The Programme Controller will manage all of the programme output of Beat FM. He or She will be assisted by the Assistant Programme Controller who will double as Music Director and as one of the daytime presenters - probably on the morning to afternoon programme. This person will present six programmes per week.

The Breakfast Show will have two presenters - the main host acting as overall producer of the programme - and the co-host as researcher. The co-host will also act as programme assistant to the morning to afternoon programme. The breakfast show team will also contribute a pre-recorded 'best-of' show for the weekend.

The Afternoon Presenter will present six programmes per week - and be responsible for the production of some of the information and vox-pop capsules.

Ownership, Control and Staffing

The Commercial Producer will also produce all station promos, IDs and jingles. He or she will also present a voice-tracked evening show, five days per week.

The Late Night Talk Presenter will produce and present five live programmes per week - and a compilation programme for the weekend. There will be an assistant producer for this programme who will help develop material for the programme and be responsible for its technical operation.

The Senior News Presenter will direct all of the news operation - and cover one of the weekday presentation shifts. Two other news presenters will complete the team.

The third member of the Breakfast Show team will be 'on the road' in the station promotional vehicle - and will be on-station as a programme assistant for the rest of the day.

To cover weekend programmes we will also employ two part-time presenters to contribute two programmes each.

Programme Service

(a) Broadcasting Philosophy

Beat FM will be a distinctive Cork radio station, targeted at under-35 listeners. We will 'super serve' this market with a vibrant music driven station – a station that will become the contemporary music choice for this group. The station will: -

- Offer a real alternative to under-35 listeners
- Be clearly differentiated from Cork's existing services by a fresh approach to music, presentation, news and information
- Employ detailed research to ensure listener tastes are strongly reflected in the programming
- Identify strongly with Cork City & County
- Be a platform for new radio talent
- Seek to become a market leader amongst under-35s

(ii) Strategies regarding

Programme Research

Beat FM will be a full participant in JNLR research and carry out regular in-house tracking, attitudinal and music research. Comprehensive music testing and further attitudinal research will be carried out prior to the station's launch date. A detailed study will also be made of news and information priorities amongst under-35s – plus attitudes to presentation and station image.

Basic attitudinal, listenership tracking and music callout research will all be conducted on a weekly basis. In depth qualitative studies – designed to help monitor and improve programming will be carried out twice per year with a full-scale auditorium music test carried out annually.

The station will encourage listener feedback through a telephone 'hotline' and establish an Internet based response system for music and programme content.

We will establish a voluntary listener 'feedback panel', who will meet with station executives quarterly to discuss programming and other issues.

Programme Service

Programme Production

All programmes on Beat FM will be the responsibility of the Programme Controller – who will oversee the presenters, news editor and programme production team. They will direct all presentation, the music product, and news and information services. He or she will be assisted by the music director and news editor. Both will report directly to the Programme Controller. With the exception of a limited amount of specialist programming, all music will be playlisted by the music director, using the Selector computerised scheduling system. Presenters will be responsible for the development of programme content – under the guidance of the Programme Controller. The station will also employ a broadcast assistant/researcher to assist across many of the programmes – this person will assist in the practical production of programmes and will have a measure of creative input.

Quality Control

The Programme Controller will closely monitor station output for technical and programme quality. All on air staff will have weekly aircheck evaluations with the Programme Controller – these will not be simply critique sessions, but will include programme planning, goal setting, training and coaching. As the Breakfast Show will be one of the keys to the station's success, aircheck meetings with the breakfast team will be held daily.

The station will encourage open communication throughout the Programme Department – and key to this will be a weekly programming meeting for all presentation, production, promotion and technical staff. All broadcast staff will also receive regular training from the commercial producer to improve and develop editing and audio production skills.

Aside of internal coaching, staff will be encouraged to take up membership of professional organisations and attend external training seminars and conferences – such as those recently conducted by the IRTC or by 'talent trainers' like Randy Lane and Dan O'Day. We may also use talent coaches on-site when available. All broadcast staff would be obliged to attend a short course in libel law.

Compliance with Programming Elements of Statutory and Contractual Obligations

Compliance with statutory and contractual obligations will be the ultimate responsibility of the Chief Executive – working closely with the Programme Controller, Sales manager and Chief Engineer. Each of these will be responsible for compliance within their own spheres – contractual obligations will be met, as will the statutory news and current affairs requirement. Advertising will not exceed limits and all news and

Programme Service

information will be balanced and objective. Technical standards for transmission will be adhered to. The station will comply fully with the requirements of the Radio & Television Act 1988 and enter into agreements with the relevant music copyright organisations.

(iii) Criteria against which success of programming should be assessed

Ultimately the success of a commercial station will be assessed by ratings and in turn viability. We are anxious to create a station which not only achieves a high 'listened yesterday' figure in the under-35 target group – but which also develops loyalty and satisfaction – usually expressed by listeners as time spent listening. We not only want large numbers of people in the target group to listen – we want them to tune in frequently and to spend a long time listening on each occasion that they do. We aim to create a station that not only becomes synonymous with a particular style of music but also becomes synonymous with a lively, modern, upbeat attitude – and for under-35s becomes part of the fabric of life in Cork City & County. In succeeding this we will have succeeded in broadening choice within the Cork market for under-35s.

(b) Programme Schedule

Main elements - content, duration, hours of broadcasting - with developments and timing of their introduction

Key elements of Beat FM will include: -

- 24 Hour schedule
- Music
- Breakfast Show
- Late Night Talk Show
- News
- Information

Music

The schedule will be driven by a strong, clearly identifiable music format – built on music research within the target group. This will be the overriding image of the station. Specialist music shows rooted in the main daytime music format will be aired in evenings and at weekends. Core music styles will be Pop-Dance and CHR, (Contemporary Hit Radio), combined with elements of contemporary R'n'B, Rhythmic Hits and Alternative.

Programme Service

Pop-Dance would include artists such as Madison Avenue, Spiller and Modjo.

CHR would be based around Top 40 acts such as Madonna, U2 and Fatboy Slim and Contemporary R'n'B typified by artists such as Macy Gray, Craig David and Lauryn Hill. Rhythmic Hits would include Darude, Delerium and Alice Deejay, with Alternative offering music by artists such as Radiohead, Eels and Moby.

Breakfast Show

The weekday Breakfast Show will be a double-headed personality driven show. Fun, humour and street activity will all be key elements. The team will be expanded over time to help develop a high profile, proactive Breakfast 'Crew'.

Late Night Talk

A three-hour nighttime talk show will be another mainstay of the programme schedule. Based on topics of interest and relevance to the target group the programme will tackle a wide range of social and contemporary issues – in a lively but responsible and balanced fashion. Late night talk - very familiar to Dublin audiences will be an entirely new option for listeners in Cork. After a period of bedding in – probably the first 9 to 12 months the show would be taken on the road for broadcast with a live audience.

News

News on Beat FM will be tailored to suit the priorities of the target audience. Local, lifestyle and youth issues will share space with entertainment, fashion, music and technology news. Institutional news, politics and current affairs will be featured in bullet point form – or in certain circumstances as information capsules - for example 'what the new rules on 'x' mean to you'. National and international news will be prioritised as required. Bulletins will be fast paced with high production values – a reference point here would be the style of BBC Radio 1 bulletins and NewsBeat programmes. News magazine programmes or extended bulletins will also feature in weekday daytime output.

Information

All of the usual information packages will feature across the station – traffic & travel, weather, community events, what's on and entertainment guides. Each will be scheduled in the most appropriate dayparts. The station will also operate a number of 'awareness' weeks across the year – where particular topics will be highlighted in capsule form across the schedule. These would include such topics as race, the environment, drugs, sexuality, careers or education – the on-air activity supported by help lines, information packs and Internet space. Assistance in their preparation would be sought from voluntary and state agencies.

Programme Service

Typical 7 day Programme Schedule with details of programmes and content

Monday to Thursday

00.55 Night Mix

- Continuous music through the night - including event/community guide information capsules.
- Music-Speech: 95-5

06.00-10.00 The Big Phat Breakfast

- An up-front, upbeat start to the day. Personality and music-driven with plenty of fun, humour - and on the street action. Combined with early morning survival information and regular contest and promotional activity. Double headed presentation - with an on-the-street reporter/promotion person
- News and weather at .25 and .55
- Traffic and travel every 20 minutes between 7 and 9am
- Music - Speech: 65-35

10.00-11.00 Morning Mix

- Kick start the working day with an hour of non-stop commercial-free music
- Hourly news & weather at .55
- Music-Speech: 94-6

11.00-15.00 Morning to Afternoon

- The middle of the day - music intensive with a lunchtime request show
- 13.00 - 14.00. Regular contests, promotions and the 'at-work-network'.
- Hourly news & weather at .55
- 12.30-12.45 NewsBeat
- Music - Speech: 80-20

Programme Service

Monday to Thursday contd...

15.00-19.00 Afternoon Drive

- Upbeat, music intensive afternoon - with frequent traffic & travel information.
- 'Hits at Six' - Listener voted songs of the day from 18.00-19.00
- Hourly news & weather at .55 - with additional headlines at 16.25, 17.25 and 18.25
- 17.45-18.00 - NewsBeat
- Music-Speech: 80-20

19.00-22.00 Night Mix & Special

- A music-intensive show between 19.00 - 21.00 - with a specialist hour between 21.00 and 22.00 - featuring a different genre 'chart' each night - Monday - Urban, Tuesday - R'n'B, Wednesday - Dancefloor, Thursday - Dance Ireland.
- Hourly news & weather at .55
- Music-Speech: 85-15

22.00-01.00 Cork Talk

- Cork's late night show - issue driven phone & discussion show with a strong personality presenter. Young adult, open, controversial.
- Music-Speech: 00-100

Fridays As Monday - Thursday above except:

19.00-22.00 Dance Mix

- The biggest pop-dance and club-crossover, hits mixed and back to back for Friday night. Commercially light.
- Hourly news & weather at .55
- Music-Speech: 90-10

Programme Service

Saturday

01.00-07.00 Overnight Live

- Initially a continuous show - with the station's regular music - and a 'chill-out' zone of more relaxed music from 05.00-07.00. As the station develops, live presenters will be introduced. This will be one of the shows that enable us to use and train new air-talent on an off-peak programme.
- Regular event/community guide information capsules throughout the night
- Music-Speech: 85-15

07.00-10.00 Saturday Breakfast

- Upbeat start to Saturday - music intensive, weekend event guides, contests & give-aways.
- Hourly news & weather at .55
- Music-Speech: 85-15

10.00-14.00 Top 50 Hits

- The station's 'official' Top 50 - compiled from airplay and listener requests across the week. The latest hits and the stories behind the songs.
- Hourly news & weather at .55
- Music-Speech: 85-15

14.00-15.00 Entertainment Saturday

- This will be introduced within 3 months of the station going to air - a music and entertainment magazine - with reviews, interviews, film, new releases, video and celebrity gossip.
- Hourly news & weather at .55
- Music-Speech: 60-40

14.00-18.00 All Hit Saturday

- Today's pop dance and contemporary hits all afternoon - with contests & give-aways - plus the best of weekday drive's 'Hits At Six'
- Hourly news & weather at .55
- Music-Speech: 80-20

Programme Service

Saturday contd...

18.00-22.00 Retro Hot Mix

- A hot mix of songs from the recent past - from America's leading programme syndicator Premiere Networks. Compiled Stateside and presented locally, the ultimate Saturday night party mix
- Hourly news & weather at .55
- Music-Speech: 85-15

22.00-02.00 Saturday Night Live

- The mix continues - live from a top Cork nightclub every week
- Hourly news & weather at .55 until 11.55
- Music-Speech: 85-15

Sunday

02.00-07.00 Overnight Live

- As Saturday overnight

07.00-08.00 The NewsBeat Week

- Compilation of the most compelling stories from the 10 NewsBeat programmes across the week.
- Music-Speech: 0-100

08.00-12.00 All 90's Breakfast

- The hits of the last decade - with the stories that made the news. Music intensive with the big CHR and Pop
- Dance hits of the 1990's, neatly framed with archive news stories and audio.
- Music-Speech: 85-15

12.00-14.00 Big Phat Sunday - Best of Breakfast

- The best of the weekday breakfast show reprised - a second chance to hear the fun and action.
- Hourly news & weather at .55
- Music-Speech: 70-30

Programme Service

Sunday contd...

14.00-18.00 Sunday Afternoon

- Sunday afternoon cruising – regular format show with additional music features – Artist A-Z, Listener Hot 3, etc. Perfect for driving around the county – Summer or Winter.
- Hourly News & weather at .55
- Music-Speech: 85-15

18.00-21.00 Dance Top 30

- The biggest dance hits - counted down to 30 to 1 - from Ireland, the UK, USA & Europe - incorporating club report and dance music news.
- Hourly news & weather at .55
- Music-Speech: 70-30

21.00-22.00 Stick It In Your Ear

- The station's alternative music showcase - with the latest alternative hits from Ireland, the UK, America and Europe. Interviews, artist features, club calendar, gig guide and new release reviews.
- Hourly news & weather at .55
- Music-Speech: 80-20

22.00-01.00 Late Night Talk

(As Monday to Friday)

Programme Service

Music to Speech Ratio

The music to speech ratio will be 70:30 in any broadcast day

Percentage of Speech Programming devoted to News & Current Affairs

The daily commitment to news and current affairs will be minimum 20%.

National, International and Local News Coverage

News bulletins will include local, national and international news. There will be a strong emphasis on Cork stories, which will be prioritised - although the proportion of Cork news in each bulletin will be dependent upon the relative importance of all stories making news on the day. Current affairs will be dealt with in an easily digestible, factual manner, rather than by in-depth analysis and commentary. Lifestyle, technology, health, personal finance, human interest and other stories of key appeal to 15-34s, will sit alongside entertainment, music and show business news. 'Must-know' International news will be dealt with in brief bullet-point form.

News bulletins will be on the air from 6am to Midnight - at 00:55 in each hour. Additional bulletins will be aired in morning and afternoon drive at 00:25 in each hour.

Two 'NewsBeat' programmes will be broadcast each weekday - both of 15 minutes duration - the first at 12.30pm and the second at 5.45pm. These will allow more detailed coverage of the day's stories. A compilation of NewsBeat items will air for 60 minutes each Sunday morning. High production and presentation values will be employed - punchy and upbeat, the style and attitude will be in keeping with the rest of the station's output. Editorially the programmes will be keenly focused on the target audience and not dominated by institutional news.

Local news will be sourced by our own local team - national and international material will be provided by the appointed news provider.

Programme Service

News Schedule

Monday to Friday			Saturday			Sunday		
06.00	Bulletin	4.00	06.00	Bulletin	04.00	07.00	NewsBeat	55.00
06.25	Heads	2.00	06.55	Bulletin	04.00	07.55	Bulletin	04.00
06.55	Bulletin	4.00	07.55	Bulletin	04.00	08.55	Bulletin	04.00
07.25	Heads	2.00	08.55	Bulletin	04.00	09.55	Bulletin	04.00
07.55	Bulletin	4.00	09.55	Bulletin	04.00	10.55	Bulletin	04.00
08.25	Heads	2.00	10.55	Bulletin	04.00	11.55	Bulletin	04.00
08.55	Bulletin	4.00	11.55	Bulletin	04.00	12.55	Bulletin	04.00
09.25	Heads	2.00	12.55	Bulletin	04.00	13.55	Bulletin	04.00
09.55	Bulletin	4.00	13.55	Bulletin	04.00	14.55	Bulletin	04.00
10.55	Bulletin	4.00	14.55	Bulletin	04.00	15.55	Bulletin	04.00
11.55	Bulletin	4.00	15.55	Bulletin	04.00	16.55	Bulletin	04.00
12.30	NewsBeat	15.00	16.55	Bulletin	04.00	17.55	Bulletin	04.00
13.55	Bulletin	4.00	17.55	Bulletin	04.00	18.55	Bulletin	04.00
14.55	Bulletin	4.00	18.55	Bulletin	04.00	19.55	Bulletin	04.00
15.55	Bulletin	4.00	19.55	Bulletin	04.00	20.55	Bulletin	04.00
16.25	Heads	2.00	20.55	Bulletin	04.00	21.55	Bulletin	04.00
16.55	Bulletin	4.00	21.55	Bulletin	04.00	22.55	Bulletin	04.00
17.45	NewsBeat	15.00	22.55	Bulletin	04.00	23.55	Bulletin	04.00
18.25	Heads	2.00	23.55	Bulletin	04.00			
18.55	Bulletin	4.00	Total	Minutes	76	Total	Minutes	123
19.55	Bulletin	4.00						
20.55	Bulletin	4.00						
21.55	Bulletin	4.00						
22.55	Bulletin	4.00						
23.55	Bulletin	4.00						
Total	Minutes	120						

Programme Service

Current Affairs Coverage

Current affairs will of course, feature in the hourly news bulletins - but receive slightly more detailed treatment in the lunchtime and evening NewsBeat programmes. The late night talk show will concentrate on personal and social issues, but when current affairs cross over into this area they will be included. Our coverage of current affairs will be issue rather than political personality or party led.

Sports Coverage

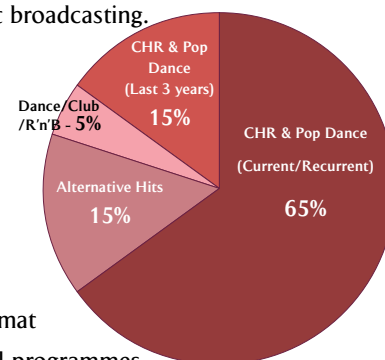
Sports will form part of the regular news bulletins with priority being given to sports of greatest interest to the target audience – not all sports will be covered. In-depth interviews, analysis and live commentary will form only a small part of the coverage - but local results will be prioritised. Should demand present itself the Company is in a position to expand its sports coverage. There is also opportunity through its links with Sports.com to bring local commentary to a wider diaspora through internet broadcasting.

Music Format

Core components of the Beat FM's music format will be as shown across:

This would represent a typical music hour - specialist blocks, in evenings and weekends will lean more heavily on Pop Dance and Dance.

Relevant music from the last 10 years - the 'roots' of the contemporary format outlined above - will be aired in special music features and some individual programmes - but will make up no more than 5% of the overall music output.



Sample music playlist

- Sunset (Bird Of Prey)-Fatboy Slim
- I'm Outta Love-Anastacia
- Forever Man-BeatChuggers
- Shackles-Mary Mary
- Music-Madonna
- Please Don't Turn Me On-Artful Dodger
- Kernkraft 400-Zombie Nation
- The Time Is Now-Moloko
- Body Groove-Architechs
- Closer Than Close-Rosie Gaines
- Lady-Modjo
- Beautiful Day (Remix)-U2
- Groovejet -Spiller
- Who Let The Dogs Out-Baha Men
- The Lonely One-Alice DeeJay
- Black Coffee-All Saints
- Doo Wop That Thing-Lauryn Hill
- Who The Hell Are You-Madison Ave
- Why Does My Heart Feel So Bad-Moby
- The Way I Am-Eminem
- Walking Away-Craig David
- I Put A Spell On You-Sonique
- Hot (S**t) County Grammar-Nelly
- Boom Boom Ba-Metisse
- All Good-De La Soul + Chaka Khan
- Feel The Beat -Darude
- Mr E's Beautiful Blues-Eels
- Silence-Delerium

Programme Service

Features & Documentaries

Documentary content on the station will largely be composed of entertainment based programmes and features - such as 'Entertainment Saturday'. Short-form informational capsules will run across the schedule - including an events guide, movie & video review, new music review, technology tips, 'street talk' topical vox pops and more.

We also propose to create a number of 'action' or 'awareness' weeks. These will take the form of 60 second information capsules scheduled across the output - supported by a help line, dedicated web space within the station's own site - and information packs. We would hope to run five or six each year and would cover topics such as drugs, careers, education, housing and personal finance. A dedicated 30 minute programme would also be produced for each topic and aired during the particular week. Some of the capsules would be recorded partly or entirely in the Irish language.

Music features – artist, year, chart etc. will feature across the schedule.

Irish Language Programming

As described above some of the action week material would be in Irish - as would some of the daily community/event guides. Support material would be made available in Irish on the station website. We hope that one of the afternoon headline bulletins and Thursday night's 'Dance Ireland' special would also be presented in Irish.

New Opportunities for Irish Talent in Music, Drama, Entertainment and other areas of Production

Whilst we will be seeking experienced professionals for our station we hope to include at least one newcomer on our daily presentation team. Additionally, the nature of the breakfast show will allow us to use contributions from new Irish comedic or dramatic talent. The weekend evening dance shows offer another opportunity to employ new talent. We hope that the breakfast show co-host would also be a relative newcomer. Opportunities within production and research will also exist. The station will have a young focus - and we want a young, spirited and creative team to help us achieve our goals.

Programme Service

Presentation Style

Beat FM's presentation style will owe much to contemporary hit radio - upbeat, informal - enthusiastic and fun. Our presenters will know a lot about the music that they play, but this will not be the main part of their act. Their job will be to relate closely to the interests of 15-34 year olds in Cork City & County - preparing entertaining and compelling material. The breakfast show will have strong personality elements - but even in more music-intensive dayparts, presenters will need to be 'local' and 'relatable' and keenly focused on the target audience. The late night talk show presentation style will be all these things - but more challenging and designed to stimulate debate. A basic house-style will be adopted by all presenters.

News presentation will be very contemporary - high production values, combined with the use of easily accessible language - and designed to blend with the sound and 'attitude' of the station.

Other Programming Proposals

Weekends themed around particular artists or music styles will feature approximately once per month after the first three or four months of operation.

The station will become active in the promotion of local music, comedy and club events. - and record some of these events for use as programme features or programmes in their own right.

'Remote' rather than full outside broadcasts will feature, once the station has established itself - and many will be tied to the breakfast show. Wherever possible the remotes will be for programming and promotional reasons rather than being client-led activity.

Beat FM will also examine the possibility of offering programme opt-outs to certain regions of the coverage area - starting with an area covering the West Cork towns of Clonakilty, Kinsale and Bandon

A highly interactive web site will add value to the radio station - enabling feedback on music, content - even news issues. Feedback forums and vote lines will accompany station information, columns from the presenters, action week information and much more - the station audio will of course be streamed. The site will be much more than a static billboard or simple retailing and merchandising operation for the station - it will be designed to positively enhance and add to the listening experience.

Analysis of Existing Marketplace

(a) Analysis of existing marketplace

i) Demographics

Cork City and County adult population distribution is detailed as shown below:

Adults	Population	% of Population	Male/Female%
0-14	98174	23%	51/49
15-24	73592	17%	51/49
25-44	117618	28%	50/50
45-64	82714	20%	50/50
65+	48412	12%	42/58

See appendix for further details on Cork demographics

ii) Audience Ratings (JNLR Analysis)

Our initial investigation of the Cork radio market was to analyse the most recent 'full' JNLR survey - 1999/2000. The audience in Cork City & County is made up as follows: -

			Key Figures
15-24	70,000	21%	
25-34	68,000	21%	42% Under-35
35-44	59,000	18%	58% Over-35
45+	131,000	40%	60% Under-45
Total	328,000	100%	40% Over-45

iii) Radio station daytime share (7a-7p)

	15-24	25-34	35+	45+	15-34	25-44
Radio	11%	4%	30%	34%	3%	14%
2FM	43%	27%	10%	7%	34%	21%
Lyric FM	-	1%	1%	2%	-	-
Today FM	14%	12%	3%	2%	13%	8%
Cork 96FM	42%	55%	54%	54%	49%	54%
Other	-	1%	1%	1%	1%	1%

JNLR Weekdays 1999/00

On a share basis the only demographic group that Cork 96FM does not lead is 15-24 - where it is neck and neck with 2FM - 2FM at 43%, Cork 96FM at 42%. The nearest contender is Today FM - a long way down the field with 14%. In 25-34 Cork 96FM - at 55% - has over twice the share of second ranked 2FM which has 27%. The situation in 15-34 is not so clear cut - with Cork 96FM at 49% leading second ranked 2FM at 34% by 15 points.

This suggests that the two weakest cells for Cork 96FM are 15-24 and 15-34 where the contenders are national stations 2FM and third-ranked Today FM.

Analysis of Existing Marketplace

Station Audience Profile (Listened Yesterday)

	15-24	25-34	35-44	45+ All	
Radio 1	4000 (4.3%)	7000 (7.52%)	23000 (24.7%)	59000 (63.4%)	93000
2FM	40000 (42.5%)	25000 (26.6%)	13000 (13.8%)	16000 (17%)	94000
Lyric	0 (0%)	1000 (9.1%)	2000 (18.2%)	7000 (63.6%)	11000
Today FM	17000 (34.7%)	16000 (32.6%)	9000 (18.4%)	7000 (14.3%)	49000
96FM	40000 (20.1%)	43000 (21.6%)	36000 (18.1%)	79000 (39.7%)	199000

This grid shows the composition of audiences for the stations in Cork.

JNLR Weekdays 1999/00

RTE Radio 1 Is clearly focused older - over 60% and their audience are 45+ and 88% are 35+.

2FM's Almost 70% of their audience are under 35 - and 60% of this group are aged 15-24.

Lyric FM Virtually no under 35 audience - reaching just 1000 under 35s.

Over 80% of their audience is aged 35+ - over 63% are 45+

Today FM's In Cork roughly a third of their audience is aged 15-24 -

and a total of 67% of their audience are under 35.

96FM Of all Cork stations, 96FM still reaches most under 35 listeners -

but they comprise just over 41% of their audience. Almost 60% are 35+ and 40% are 45+.

Radio 1 and Lyric FM clearly have little to offer under 35 audiences with strength for both stations coming from 35+ and particularly 45+ age groups.

Whilst 2FM's strength is under 35 this is driven primarily by the 15-24 group - and even then they only achieve similar numbers to Cork 96FM in this demographic. They achieve just under 60% of Cork 96FM's reach in the 25-34 age group - and reach falls dramatically 35+.

Analysis of Existing Marketplace

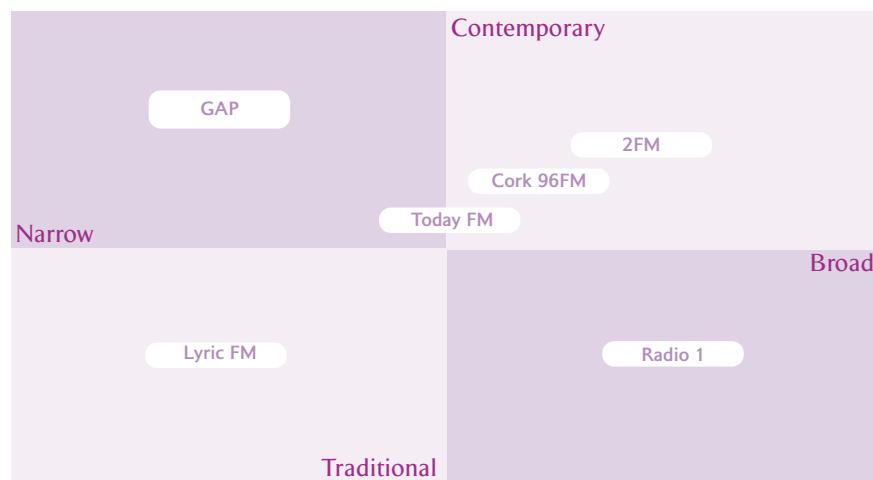
Today FM's most successful demographic groups in Cork are 15-24 and 25-34 - but they still fall short of 2FM and 96FM's success in these groups.

Cork 96FM Although Cork 96FM are successful across a broad demographic range, their focus appears to be older rather than younger. Spreading their strength across such a broad range does not allow them to really focus on one particular demographic group. Strong competition to Cork 96FM is offered by 2FM in the under-35 group - with 2FM reaching 65,000 people and Cork 96FM reaching 83,000 people.

Today FM and 2FM Although having some success amongst under-35s both Today FM and 2FM are limited in their ability to be truly local - highlighting an opportunity for a station that is both local and focused younger.

Market Map

The following market map also helps to demonstrate the 'gap' in Cork: -



The 'gap' illustrated here is for a more narrowly focused contemporary station.

Analysis of Existing Marketplace

Market Trends/Key Competitive Issues

The market overall is fairly static - Cork 96FM is very strong across all groups - but receives most competition in the younger demographics from 2FM. 2FM has improved its daytime share marginally in the 1999/00 JNLR research - but still falls a long way short of Cork 96FM. The six-monthly figure in this book indicated a slight decline in reach for both 2FM and Cork 96FM, while RTE 1 gained a couple of points. Breakfast is the only daypart that Cork 96FM does not win - they continue to be beaten by RTE Radio 1. Cork 96FM has recently become more aggressive promotionally - with a new fleet of promotional jeeps and a poster campaign. The poster campaign appears to be quite young focused - but the tattooed figure in some of the posters is accompanied by a new station logo which has a strong 1970's feel and the give-away it promotes is for a family saloon car. It may be that the station is trying to shore up its younger demographics - this could be at the cost of its older, core listeners.

The introduction of Beat FM into the market will undoubtedly increase choice in the market, provided that we can differentiate ourselves clearly from existing services - and this is our intention. Young listeners in Cork essentially have little choice - 2FM has some musical interest for them - but has an inconsistent schedule - additionally, it is not perceived as having its finger on the local pulse. Cork 96FM, on the other hand has grown up with its audience - and whilst trying to satisfy its younger listeners - has its real strength with older listeners. Census figures also suggest that with a burgeoning 9-14 year old group at present, the 15-34 group will increase in numbers over the next few years and demand for a more clearly focused young station will grow.

(b) Demand and potential for the type of service proposed

In October 2000 a study of 15-34 year olds in the Cork City & County radio market was commissioned by the applicant group and carried out by Irish Marketing Surveys of 21 & 22 Upper Pembroke Street, Dublin

Analysis of Existing Marketplace

2. The survey aimed to explore the following:-

- Station awareness & basic listening patterns - including preferred station, time spent listening and workplace listening
- Station images
- Viability and supply of a variety of music formats

Analysis of Results

	Unprompted Awareness	Prompted Awareness	Listened to Most (Favourite station)	Reach than favourite station)	Weekly Reach
RTE Radio 1	25%	92%	6%	11%	15%
2FM	42%	98%	26%	45%	63%
Lyric FM	7%	73%	1%	3%	4%
Cork 96FM	93%	100%	37%	34%	64%
Today FM	24%	96%	17%	16%	31%
Other	40%	-	11%	-	-
Don't Know	1%	-	3%	-	-

Unprompted awareness tends to reveal the 'top of mind' status of stations. Cork 96FM is clearly 'top of mind' with 96% of respondents identifying it as one of the stations that they know of in the area. 2FM is next best known with 42% of respondents naming it without a prompt - but RTE Radio 1 (25%) and Today FM (24%) lag a long way behind in third and fourth place. Lyric FM was mentioned by only 7% of respondents. When prompted, recognition of all stations improves - with Cork 96FM continuing to lead.

When asked which one station they listened to most, 37% of respondents cited Cork 96FM - again making it the leader. 2FM is second with 26%, Today FM scores 17% - and RTE Radio 1 and Lyric FM show poorly at 6% and 1% respectively. On this measure, (which has no direct equivalent in JNLR), the margin between Cork 96FM and 2FM amongst 15-34s seems to be less than that indicated by JNLR - 52% for Cork 96FM, 19% for 2FM (All Adults, 7am-7pm Share, 12 Months).

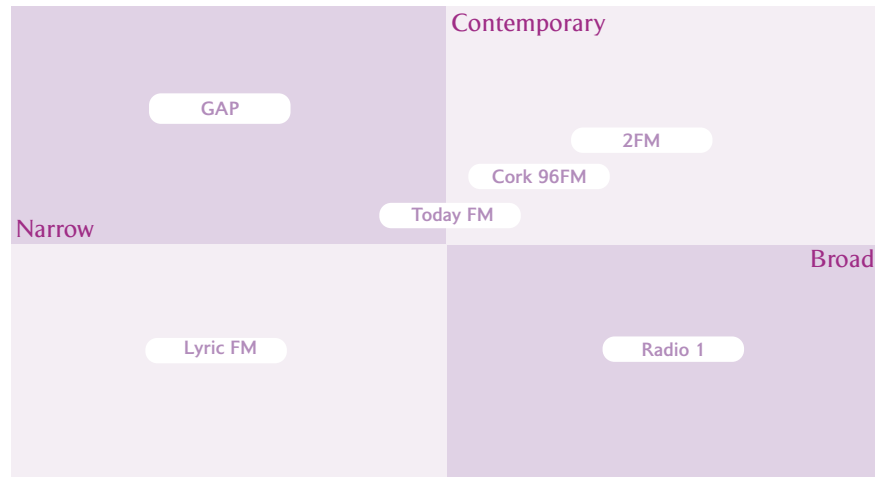
Reach in the chart above shows stations that respondents listened to in the last week in addition to their 'favourite' station. These figures tend to indicate secondary listening. Top scorer here is 2FM - which shows a 45% reach. This would suggest that at present the best secondary listening option outside of 'favourite station' for 15-34s is 2FM.

Analysis of Existing Marketplace

On Weekly Reach almost as many 15-34s listen to 2FM (63%) as listen to Cork 96FM (64%). From attitudinal questions later in this analysis it seems that for 15-34s, 2FM does offer music and entertainment that is not available locally. 2FM's lack of localness and inconsistent schedule may be hampering the conversion of this reach into sufficient market share to beat Cork 96FM.

15-34 year old listeners in Cork are fairly heavy radio users - 48% listen to the radio for more than three hours per day, 36 % listen for 1 to 3 hours and 17% listen for less than one hour - just 1% do not listen.

Workplace listening is quite high at 44% - and stations of choice in the workplace are Cork 96FM at 44%, 2FM at 37% and Today FM at 25%. Again, the lead that Cork 96FM has over 2FM in this demographic seems narrower than that indicated by JNLR.



Analysis of Existing Marketplace

Station Images

A number of station images were presented to respondents who were asked to identify which station was best described by them.

	%	Plays a lot of music without unnecessary talk
1	39	2FM
2	21	Cork 96 FM
3	17	Today FM
4	5	Lyric FM
5	1	1 RTE Radio
	18	Don't Know

	%	Has DJs that are fun to listen to
1	46	2FM
2	23	Today FM
3	19	Cork 96FM
4	1	RTE Radio
5	0	Lyric FM
	12	Don't Know

	%	Has the most enjoyable Breakfast Show
1	30	2FM
2	27	Cork 96FM
3	23	Today FM
4	7	RTE Radio 1
5	0	Lyric FM
	14	Don't Know

	%	Best for local news & information
1	74	Cork 96FM
2	6	2FM
3	5	RTE Radio 1
4	4	Today FM
5	1	Lyric
	11	Don't Know

	%	Has fun contests & give-always
1	=41	2FM
1	=41	Cork 96FM
3	9	Today FM
4	1	RTE Radio 1
5	0	Lyric
	10	Don't Know

	%	Plays the best music from the past
1	47	Cork 96FM
2	19	2FM
3	13	Today FM
4	7	RTE Radio 1
5	2	Lyric FM
	14	Don't Know

	%	Plays the best variety of music
1	42	2FM
2	37	Cork 96FM
3	15	Today FM
4	1	RTE Radio 1
5	0	Lyric FM
	6	Don't Know

	%	Is best for new music
1	66	2FM
2	15	Cork 96FM
3	8	Today FM
4	2	RTE Radio 1
5	0	Lyric FM
	10	Don't Know

Analysis of Existing Marketplace

	%	Has the best talk & phone-in shows		%	Talks too much & doesn't play enough music
1	37	2FM	1	=26	Cork 96FM
2	27	Cork 96FM	1	=26	RTE Radio 1
3	21	Today FM	3	13	2FM
4	7	RTE Radio 1	4	10	Today FM
5	1	Lyric FM	5	1	Lyric FM
	9	Don't Know		24	Don't Know

	%	Is best suited to people of my own age
1	44	2FM
2	25	Cork 96FM
3	19	Today FM
4	2	RTE Radio 1
5	1	Lyric FM
	11	Don't Know

(Source: IMS Survey Oct 2000)

Station Images - Summary

2FM clearly leads many of the key station images in the market - for some it displays clear ownership - for others it leads but is more closely contested by other stations.

By clear margins 2FM is seen as the best choice for new music, entertaining DJs and talk & phone-in shows - and is viewed by 15-34 year olds as the station best suited to people of their own age. It is also seen as the station that plays the most music. Cork 96FM are not viewed as having entertaining personalities on the air - only 19% support this image - credit is given to 2FM (46%) and Today FM (23%). With national stations dominating this image this points to another opportunity for a local station.

The 'best for new music' perception is solidly owned by 2FM at 66%. Cork 96FM only has a new music image with 15% of 15-34s - further indicating that the general appeal of the station is older rather than younger.

Despite the fact that Neil Prenderville's show on Cork 96FM achieves higher audiences than the Gerry Ryan Show on 2FM, 15 to 35's perceive 2FM as having the best talk & phone-in shows. However, credit is shared with 2FM at 37%, 96FM at 27% and Today FM at 21%. We believe that a vibrant Cork focused talk show - such as that we are proposing and which is not afraid to stimulate and challenge - will have huge appeal for young listeners.

Analysis of Existing Marketplace

The issue of 'best music variety' is led by 2FM at 42% - but Cork 96FM is close with 37%. Essentially the 'vote is split' - which suggests an opportunity for a new station with a clear musical image.

There is no clear consensus amongst 15-34s as to which station has the most enjoyable breakfast show - 2FM scores 30%, Cork 96FM 27% and Today FM 23%. Cork 96FM's breakfast show is dominated by 35+ listeners and 2FM and Today FM are unable to be very local. This suggests an opportunity for a proactive local show focused on 15-34s - and with strong personality and entertainment values - to break through.

As expected, Cork 96FM is seen as being best for local news and information - with 2FM, RTE Radio 1 and Today FM having roughly equivalent low scores. News and information will be important elements in the Beat FM mix - but in the face of such dominance in this area by Cork 96FM, this will not be the main thrust of our new station.

Cork 96FM, whilst scoring poorly in 'best for new music', is seen as playing the 'best music from the past' - and although not completely dominating this image clears the rest of the field by a considerable margin - Cork 96FM scores 47% against number two ranked 2FM with just 19%.

Cork 96FM and 2FM are viewed as equals when it comes to contests and give-always - but as always when there is equivalence, a fresh new approach - with contests and promotions and more keenly focused on 15-34 year olds should be able to overtake both.

15-34's in Cork see both RTE Radio 1 and Cork 96FM as 'talking too much and not playing enough music'. Although 24% of them could not single out any station that fitted this description - the majority of those who did, identified Radio 1 and Cork 96FM in equal numbers. Typically, the 'talking too much' perception often develops when the talk is irrelevant or unnecessary - by keenly focusing our content on the interests and lifestyle of our target group we will develop a positive attitude to our speech elements amongst our listeners.

Overall 15-34's consider that 2FM (44%) is best suited to people of their own age. 2FM leads Cork 96FM (25%) by a considerable margin but as just as many people support Cork 96FM and Today FM (19%) when their figures are combined, as opt for 2FM. Lack of clear dominance may indicate that 15-34s are choosing the 'least-worst' listening option. Again, the 'vote is split' - with no one station dominant and presenting an opportunity for a focused station such as Beat FM to 'super-serve' 15-34 year olds.

Analysis of Existing Marketplace

Music Formats

Respondents were presented with a number of potential music formats and asked how often they would listen to a station that specialised in each type of music. The scale was 'most of the time', 'some of the time' or 'not at all'. They were further asked if they knew of a radio station in the Cork area that sounded like the format presented to them. The format names were for convenience only - examples of the format were given to respondents - not category names.

The clearest indication of potential uptake of a particular music format comes from the intention to listen 'most of the time'. The intention to listen 'some of the time' is useful but only indicates potential secondary listening. The choice to 'not to listen at all' provides a very clear picture of format rejection by the target group.

Table 1

Ranked by Primary Appeal would listen 'most of the time'		'Ownership' of Format				
Format	Score	RTE1	2FM	Lyric	96FM	Today
1. Hot AC	53%	2%	22%	1%	60%	10%
2. CHR	50%	0%	43%	0%	43%	9%
3. Pop Dance	43%	1%	41%	0%	38%	5%
4. Soft AC	36%	4%	18%	1%	76%	6%
5. Alternative	30%	2%	42%	1%	41%	11%
6. Classic Hits	28%	3%	8%	1%	69%	10%
7. Gold	20%	5%	8%	0%	77%	2%
8. Dance/Club	20%	2%	45%	2%	19%	4%
9. Easy Gold	15%	5%	5%	3%	73%	7%
10. Country/Irish	3%	7%	7%	1%	65%	3%

The table above is ranked by 'would listen most of the time'. Top 3 format preferences are the broadly compatible Hot AC, CHR and Pop Dance.

The top format is Hot AC, which Cork 96FM - at 60% - has 'ownership' of in the market. Of almost equal appeal is CHR - both 2FM and Cork 96FM have a degree of recognition for this format, but neither

Analysis of Existing Marketplace

dominates - indicating an opportunity for Beat FM. 43% of respondents would listen to Pop Dance 'most of the time' - but ownership is once again split between 2FM and Cork 96FM. Soft AC has some appeal - but it is unlikely to be compatible with the top 3 formats - additionally it is clearly 'owned' by Cork 96FM.

'Alternative' received 30% 'most of the time' and 50% 'some of the time' support - with ownership split between Cork 96FM and 2FM. Dance/Club - received very limited support as a 'primary' appeal format - but did have some secondary appeal - once again ownership was split.

Table 2

Ranked by Secondary Appeal would listen 'some of the time'		'Ownership' of Format				
Format	Score	RTE1	2FM	Lyric	96FM	Today
1. Classic Hits	52%	3%	8%	1%	69%	10%
2. Soft AC	50%	4%	18%	1%	76%	6%
3. Alternative	50%	2%	42%	1%	41%	11%
4. Gold	50%	5%	8%	0%	77%	2%
5. CHR	40%	0%	43%	0%	43%	9%
6. Easy Gold	39%	5%	5%	3%	73%	7%
7. Hot AC	38%	2%	22%	1%	60%	10%
8. Pop Dance	37%	1%	41%	0%	38%	5%
9. Dance/Club	35%	2%	45%	2%	19%	4%
10. Country/Irish	25%	7%	7%	1%	65%	3%

The secondary appeal table above indicates some of the other styles that might be incorporated as 'secondary' components of the core format. Classic Hits, Soft AC, Gold and Easy Gold are all strongly 'owned' by Cork 96FM and will not feature as part of Beat FM's music format.

Analysis of Existing Marketplace

Table 3

Ranked by Format Rejection would 'not listen at all'		'Ownership' of Format				
Format	Score	RTE1	2FM	Lyric	96FM	Today
1. Country/Irish	72%	7%	7%	1%	65%	3%
2. Dance/Club	46%	2%	45%	2%	19%	4%
3. Easy Gold	40%	5%	5%	3%	73%	7%
4. Gold	31%	5%	8%	0%	77%	2%
5. Pop Dance	21%	1%	41%	0%	38%	5%
6. Alternative	20%	2%	42%	1%	41%	11%
7. Classic Hits	20%	3%	8%	1%	69%	10%
8. Soft AC	14%	4%	18%	1%	76%	6%
9. Hot AC	10%	2%	22%	1%	60%	10%
10. CHR	10%	0%	43%	0%	43%	9%

This table clearly indicates format rejection by 15-34's - three of the top 4 - Country & Irish, Easy Gold and Gold are all strongly identified with Cork 96FM.

The indications are that a station built on CHR and Pop Dance would have broad 15-34 appeal - and as yet there is no clear ownership of these formats.

CHR will inevitably cross over with some Hot AC elements - but softer, older appeal Hot AC elements would be excluded. 'Alternative' will make up a small part of the output and will be limited to those songs with a rhythmic base, compatible with the core music styles. Because pure Dance/Club music received only limited primary support, the station will only feature songs that have crossed over from this genre into the mainstream, except in the weekend club-based shows which will be more adventurous.

Analysis of Existing Marketplace

Format Associations

Format	2FM	Format	96FM	Format	Today FM
Dance/Club	45%	Gold	77%	Alternative	11%
CHR	43%	Soft AC	76%	Classic Hits	10%
Alternative	42%	Easy Gold	73%	Hot AC	10%
Pop Dance	41%	Classic Hits	69%	CHR	9%
Hot AC	22%	Country & Irish	65%	Easy Gold	7%
Soft AC	18%	Hot AC	60%	Soft AC	6%
Gold	8%	CHR	43%	Pop Dance	5%
Classic Hits	8%	Alternative	41%	Dance/Club	4%
Country & Irish	7%	Pop Dance	38%	Country & Irish	3%
Easy Gold	5%	Dance/Club	19%	Gold	2%

The above table shows the various formats ranked against station - according to 'ownership'.

The music formats most strongly associated with 2FM are Dance/Club, CHR, Alternative and Pop Dance. Two of these had middling to low scores on would listen 'most of the time' - Dance/Club at 20% and Alternative at 30%

Hot AC - the strongest overall format - was only associated with 2FM by 22% of respondents. The top three formats were Hot AC, CHR and Pop Dance - 2FM is perceived as offering Dance/Club, CHR and Alternative.

Cork 96FM has relatively strong associations with Hot AC (60%) and CHR (43%) - but much stronger associations with Gold (77%), Soft AC (76%), Easy Gold (73%) and Classic Hits (69%) - again, this does not correspond with the most desired formats.

Today FM's format associations are unclear - Alternative, Classic Hits, Hot AC and CHR being cited by similar numbers of respondents.

Analysis of Existing Marketplace

In Summary

RTE Radio 1 and Lyric FM have little relevance to 15-34s.

Cork 96FM strength is local - with a music product that is acceptable - but which falls short of really satisfying the tastes of 15-34s.

2FM attracts some 15-34s and has some clear music and entertainment images - but fails to meet the actual demand, and lacks local strength.

There is a clear opportunity for a fresh local radio station super-serving 15-34s with a carefully targeted music format based on Pop Dance, CHR and some elements of Alternative and Dance/Club. The music format can be given substance by an upbeat, contemporary presentation style, personality led Breakfast Show, vital late night talk show and a relevant news and information package.

Advertising

Having extensively canvassed advertisers at local, national and agency levels, the following sample comments were received.

Local - "We would be delighted to support a new station that is both affordable and appeals to my target clientele. We would be very excited by this prospect" - Mr Jack O'Keeffe, owner Rock Bar, Cork City.

National - " We currently use national and local radio as part of our media mix to communicate with 15-24 year olds, and we would be keen to look at a Cork based 15-24 year old station in our future plans" - Ms Margaret Flynn, Marketing Director, Tayto.

Agency - "We would welcome the addition of a new station in Cork targeting young adults. The market is crying out for competition and we are keen to see the launch of a strong alternative in the region." - Mr Alan Cox, Managing Director, Carat Ireland.

(c) Anticipated performance - how the station will become established and developed

(i) Target audience

The core target audience is aged 15 to 34, with no gender or socio-economic bias. Some secondary listening would also be expected in the older demographics.

Analysis of Existing Marketplace

(ii) Size, nature of the audience that can be achieved

Reach

From the research the 'CHR' and 'Pop Dance' formats produced 'would listen most of the time' figures of 50% and 43% respectively. Given that these two formats are broadly compatible, the station should ultimately be able to achieve a reach of over 50% amongst 15-34s.

Combined with limited over spill into other demographic groups, (indicated by the estimated figures below), there is potential for the following model – based solely on the reach of a CHR format.

	15+ Universe	CHR Format	Reach '000	% of Universe Reach	
15-24	70,000	59%	41,300	12.6%	
25-34	68,000	40%	27,200	8.3%	
Sub Total	138,000		68,500	20.9%	
35-44	59,000	10%*	5,900	1.8%	
45+	131,000	5%*	6,550	2%	
Total	328,000	80,950	24.7%		* Estimated

Working on a 50% reach within the target group, with no over spill into other demographic groups – and without considering secondary listening, the format has the potential to achieve almost 21% reach in the market. With very conservatively estimated reach into the older demographics the Beat FM could come close to 25% reach in the market.

Secondary listening, expressed as 'would listen some of the time' – and not included in the above estimates, credits CHR with 40% and Pop/Dance with 37%. Combined with the primary listening, this should take the reach of the station beyond the above.

Analysis of Existing Marketplace

(iii) Ratings projections for the first three years

Reach - First Three Years

Based on the above, a three-year model looks like this:

	Year 1	Year 2	Year 3
15-24	18,500	25,200	34,300
25-34	12,000	16,600	22,500
Reach 15-34	30,500	41,800	56,800
	(22%)	(30%)	(41%)
35-44	2,700	3,600	4,900
45+	2,900	4,000	5,400
Reach All Market	36,100	49,400	67,100
	(11%)	(15%)	(20%)

Year 4 would build on the momentum of the first three years to achieve close to a 50% reach 15-34 and 25% reach of all market.

Average Time Spent Listening

15-34s in the Cork market listen at the following levels:

An hour or less per day:	17%
Between 1 and 3 hours per day:	35.5%
Over 3 hours per day:	47.5%

This could produce an average of 2.3 hours per day - or 16.1 hours per week. At these listening levels and achieving a reach of 68,500 (50%) of 15-34s gives total average listening hours of 157,550. If 35+ listeners were to listen at the same level, 186,185 hours would be produced (all source: IMS survey - Appendix 3).

(iv) Advertising Revenue potential for years 1-3 see appendix 6

(v) Expected impact on existing services (audiences)

Analysis of Existing Marketplace

• Short term

Beat FM will be in direct competition with 2FM for 15-34s and in secondary competition with Cork 96FM and Today FM.

In the 15-34 demographic, 67% of 2FM listeners, 51% of Cork 96FM listeners and 32% of Today FM listeners gave primary support for the CHR music format.

27% of 2FM, 44% of Cork 96FM and 47% of Today FM 15-34 listeners gave the format secondary support.

The Pop Dance format - gained 59% primary support from 2FM listeners, 40% from Cork 96FM and 29% from Today FM

In year one, (based solely on the primary support for the CHR format shown by each station's core listeners), the Beat FM could attract 20% of 2FM's 15-34 audience, 15% of Cork 96FM's 15-34s and 10% of Today FM's 15-34s.

• Medium term

In the medium term the station will have little or no effect upon both RTE Radio 1 and Lyric FM. 2FM's 15-34 audience will be weakened most - and both Cork 96FM and Today FM will lose some 15-34s. There will be some 35+ listeners who switch to the station - again, coming primarily from Cork 96FM and Today FM - but this will be a limited number.

Listened Yesterday 15-34 Only

	JNLR 99/00	Year One	+/-
RTE Radio 1	8	8	-
2FM	47	38	-9
Lyric FM	2	2	-
Cork 96FM	60	52	-8
Today FM	24	21	-3
New Station	-	22	-

Beat FM aims to achieve the single biggest rating amongst 15-34s by the end of year three.

Analysis of Existing Marketplace

Advertising Revenue Analysis

It is clear from an analysis of the Cork market that for a station to succeed it will need to have a very central focus on local advertisers.

96FM operate on a local/national breakdown of 60% national advertising and 40% local. Beat FM will concentrate on achieving 70% local and 30% national advertising.

The logic is as follows. 96FM's success has afforded a large number of rate increases, currently a primetime spot is in the region of £100 and it sells close to its maximum quota of airtime all year round. This current charge is already expensive for a large amount of local traders.

The proposition for Beat is to enter the market to cater for local traders offering them the opportunity to buy local radio at a very affordable price. BeatFM will sell its airtime to the local pubs, clubs, leisure outlets, restaurants and local cinema. Nationally we will sell to Telecoms and beverage companies. Effectively Beat FM will enter the market as a focussed low cost operator.

This can be done while still achieving a profit.

Target market is 5-34 year olds. This is not 96FM's market target and hence BeatFM can offer excellent value.

The cost per thousand for 15-34 year old in Cork is on average £5.25(96FM). To succeed it is extremely important to remain very competitive with this figure.

The BeatFM benchmark will be £5.00 cost per thousand. BeatFM will need to deliver an average quarter hour of 10,000 people to enable a charge of £50 per spot. BeatFM believes it can deliver these quarter hours towards the end of year three.

However true to the promise of being a low cost provider, BeatFM will set primetime rates at £30 per spot and our night time rate at £12 per spot for year one.

From the outset BeatFM will make its rate structure very clear. The rate-card will move forward by a small amount every year. BeatFM will over deliver on the promise of value. We have placed very achievable goals on our capabilities of airtime sales.

The main outcome is that radio will flourish and local advertiser get access to very affordable advertising at less than £50 per spot for the first five year.

For detailed sales projection see appendix 6.

Analysis of Existing Marketplace

d) Strategies for Achieving Listenership Targets

The key strategy will be to present the market with a clearly differentiated and well-focused product, appealing to Listeners and Advertisers alike.

Beat FM Key Station Positioning:

Enjoyable, upbeat and modern music based station, with progressive presentation style, and accompanied by a relevant package of news and information for 15-34 year olds in Cork City and County.

Beat FM brand constituents:

Young, credible music driven station

Cork's own

Irish

Fun, upbeat, and vibrant

Reflectant of the values and aspirations of target age group

Marketing Objectives:

Establish a credible radio choice that is relevant to the desires and lifestyles of the target 15-34 year old age demographic in Cork City and County.

Establish Beat FM as one of Cork's credible premium brands, synonymous with the social and economic fabric of Cork City and County.

Position Beat FM as the market leader for core target 15-34 year olds in Cork City and County.

To achieve by year 1, a JNLR rating of 11% of all adults, and within the core target market, a rating not less than 22%.

Establish Beat FM as a 'must buy' for Advertisers and Advertising Agencies.

To deliver a credible revenue stream achieving a total income of not less than £1.3 million by end of operational year 1.

Analysis of Existing Marketplace

Ensure that Beat FM successfully fulfils the composite gap in the Cork City and County market, lessening the need or desire to listen to 2FM, or buy RTE radio in order to reach this lucrative target demographic. In doing so, compliment the spectrum of other independent radio stations serving the area, and add overall strength to the independent radio sector in Cork City and County.

Create and maintain a high level of brand and product awareness.

Our research shows a fragmentation in the listening patterns with key sectors currently being satisfied by a strong performance by 2FM. The overall focus of our communication will be:

- Beat FM offers a real Cork based relevant music and lifestyle choice -

To successfully achieve these objectives, an integrated marketing plan will be put in place to communicate key strategy messages to both Listeners and Advertisers alike.

In keeping with the key brand propositions, communication treatments will carry creative focus that will reflect brand equity and aspirations.

Pre-Launch

Pre-Launch presentations to address the following:

The gap in the market

The value and potential of our target market as a consumer group

The Sound of the Station

The brand image and marketing plans of the station

Cost per thousand projections

Audience:

Advertising Agencies

Key Clients

Brand Managers

Key local business influencers

Analysis of Existing Marketplace

Launch Presentation:

Beat FM will hold launch presentations to key local businesses, retailers and local and national media buyers. The presentations will address the following:

- Beat FM's brand image and positioning in the market
- How Beat FM will compliment and complete the local radio map in Cork City and County.
- Our Target Market
- The Sound of the Station
- Marketing and communication plans – short and medium term
- The deliverable audience advertising value
- The highly accessible targeted advertising vehicle
- Outline Programming and commercial key features.

Sales Channels

Sales Team Structure

The following is a detailed account of initial staffing of the Beat FM Sales Department.

As the target for Beat FM is to achieve 70% of its revenue from the local Cork market, most of the resources will be put into the local sales department.

The Sales Manager, based in Cork will head up a team of six people as follows:

Sponsorship & Promotions Co-ordinator. This role will develop and will need another person inside twelve months.

National Sales Executive responsible for visiting Brand Managers and Agencies. Initially the Chief Executive will help with this role.

Local Sales Executives (x4) responsible for maximising local revenue opportunities.

Analysis of Existing Marketplace

RATE CARD

	Primetime	Total Audience	20"	40"	60"	Fixing Charge		
Spot rate	30"	30"	21"	Other Spot Lengths	80%	+33%	+100%	+20%

Daytime Packages	Prime Time 7am - 7pm			
	Average 30" Spot	30"	40"	20"
35 spot package	27	£945	£1257	£756
28 spot package	28	£784	£1043	£627
21 spot package	29	£609	£ 810	£487

Total Audience package	Monday to Sunday until Mid-night			
	Average 30" Spot	30"	40"	20"
35 spot package	18	£630	£838	£504
28 spot package	19	£532	£708	£426
21 spot package	20	£420	£559	£336

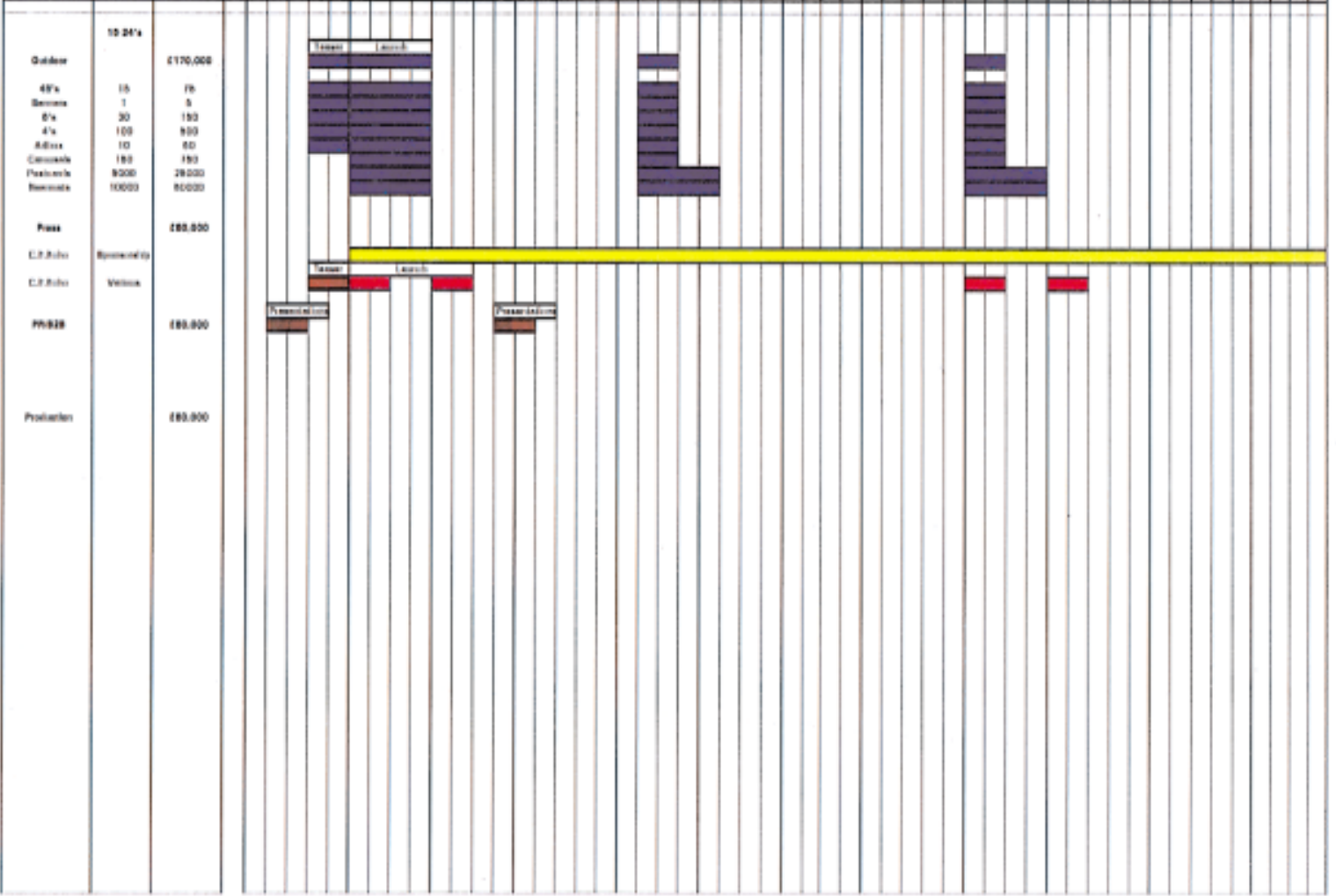
- A discount of 50% will apply for all commercials which make 100% use of the Irish language.
- Charity advertising is subject to a 50% discount.
- First Time Advertisers will qualify for 30% bonus airtime.
- Credit Terms 60 days 5% payment within 7 days

Marketing and Communications:

In order to successfully meet marketing objectives, a marketing fund of £350,000 has been allocated for year 1 of operation and pre-operation with an additional £250,000 for year 2.

CLIENT: Scot TQ	Plan No. 1 (Project):	DATE OF SCHEDULE: 15th November 2008
PROJECT: Scot		
YEAR: 2010/2011		

Month	Days	2008				2009				2010				2011			
		Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	



Financial and Business Plan

a) Overall Financial Strategy

The overall strategy of the company is to operate an efficient service which will be commercially viable and self financing within the first three years of operation.

b) i) Investment Proposal

Total Funding Requirements	
Capital Expenditure	605,000
Pre-operational expenditure	520,000
Working Capital	<u>1,175,000</u>
	2,300,000

ii) Method of Funding

Share Capital	1,500,000
Loan Stock	<u>800,000</u>
	2,300,000

iii) Source of funding

The shareholders objective is to create a strong financial base which will allow the company sufficient resources to cover substantial set up and pre-operational costs.

The total level of funding required is anticipated to be £2,300,000. This funding will be raised by means of share issue to the value of £1,500,000 and shareholders loan capital of £800,000. Loan Capital will be available from the beginning of the project and will be drawn down as required.

This means that equity funding will cover the total pre-operational costs and working capital requirements. Capital expenditure will be funded by means of loan capital also to be raised by the shareholders. Loan capital will be re-payable £500,000 after three years and the balance after four years. No interest will accrue during that period.

Detailed projections are included in the appendix 5. The projections include monthly cash flow statements for the full period under review together with profit and loss accounts and balance sheets for each year.

Financial and Business Plan

c) Projections

Assumptions underlying projections for five years ending 30 September 2007

1. The company will reach average quarter hour listenership of 10,000 in our target market of 15 to 34 year olds by the end of year 3.
2. The majority of income will be from local advertising with some national sales supplementing this.
3. Average credit allowed to advertisers is assumed at 60 days.
4. VAT @21% has been applied to all revenues.
5. Agency Commission at 15% and royalties at an estimated cost have been included.
6. The current IRTC levy of 3% on gross income has been allowed for the full term of the projections.
7. Depreciation has been provided on all Fixed Assets at between 10% and 20%.
8. Corporation tax has been estimated at 12.5% in view of government stated policy to reduce the standard rate of corporation tax.
9. Operating expenses are estimated based on the experience of the applicants to date and the nature of the proposed station.
10. All pre-operational expenses have been charged to profit and loss in year one of trading.

Transmission Proposals

We propose to provide comprehensive coverage to Cork City and County using nine transmission stations, Spur Hill, Bweeng, Nowen Hill, Carrigaline, Youghal, Fermoy, Mitchelstown, Kinsale and Clonakilty. These sites have been selected by BTS after analysis of extensive field strength survey measurements from existing sites in County Cork correlated against computer simulated predictions and as an achievable best fit match to the list of co-ordinated locations and transmission characteristics listed in Annex 1 of the Guide to Submissions .

The transmission site selection method also included measures to provide location flexibility and tolerance to the overall coverage and retransmission options. If sites are not available or viable due to co-ordination issues, planning permission, possible interference issues or ERP and directivity restrictions then many alternative sites are available from the RTE, Digifone and Meteor networks with minimal impact to the composite coverage, capital costs and operating expenses. Similarly, substitutions can be accommodated should suitable currently unavailable sites become available. Correspondence from RTE regarding the availability of alternative transmission sites is included in the appendices. (see correspondence 1- Appendix 7)

The Nowen Hill and Bweeng sites are owned and operated by Digifone and agreement has been reached in principle to transmit the FM signal and relay link signals. The Spur Hill site is a green field SDH site for Meteor the new mobile phone operator and is currently awaiting Local Authority Planning Permission. Agreement has been reached in principle with Meteor to transmit the FM signal and relay link signals. Correspondence from Meteor and Digifone is included in appendix 7.

The other sites Carrigaline, Youghal, Fermoy, Mitchelstown, Kinsale and Clonakilty are lower power local coverage and fill in stations and as such the precise locations of these sites are not critical to the overall transmission proposal. It is envisaged that these sites will be visually low impact and may be co-located with other services if approved by the ODTR and IRTC.

Transmission Proposals

The coverage maps for this transmission proposal were generated using a digital terrain database of grid step 500m. The prediction model used considered free space path loss (Fresnel method), multiple knife edge diffraction losses (Deygout 1994)) and 0.8 Fresnel Zone Fraction fine integration sub path occupancy. Based on the BTS survey of Cork additional attenuation has been applied to account for global clutter loss, 5dB local/12dB urban and the receiver antenna in the computer model has been reduced to 1.5m above ground. The coloured field strength contours shown are the median values predicted for 50% time availability and 50% of locations in the short sector for mono and stereo quality signals in rural and urban locations at an operating frequency of 104MHz. The base useable signal level contour used in the prediction model of 54dBmV/m or -63dBm is in practice a conservative figure and most radio receivers will perform satisfactorily outside the fringe contour areas.

Program and data feeds shall be a combination of microwave links and off air retransmission. The studio will be linked to the Spur Hill site using simplex Moseley 1.4GHz links in a hot standby transmitter and receiver configuration. Spur Hill will be a repeater station linked to Bweeng and Nowen Hill (slight grazing) using simplex Moseley 1.4GHz links. To provide resilience and fault tolerance there will be a backup Moseley 1.4GHz full duplex link between Bweeng and Nowen Hill, this will provide an alternative program and data feed should a main link fail or become unavailable. In addition this ring architecture of the link network satisfy the ODTR requirements for higher availability links. Path profiles for the links Spur Hill – Bweeng, Spur Hill – Nowen Hill and Bweeng – Nowen Hill using data from the Global 30-Arc-Second Elevation Data Set are included in appendix 7.

Carrigaline, Youghal, Fermoy, Mitchelstown, Kinsale and Clonakilty will be fed from off air signals using broadcast quality retransmission receivers equipped with double cavity notch filters. All sites will be equipped with a multi-play CD machine triggered from silence detectors and receive carrier fail relays to provide a five hour sustaining service in the event of a failure or serious quality impairment of the incoming link signal.

All sites shall be equipped with online uninterruptible power supplies fitted with fast chargers to provide a minimum of six hours of electricity supply in the event of a failure of the electricity supply. A generator will be available to be transported to powerless sites to rapidly recharge batteries, guaranteeing station output.

It is proposed to contract Broadcast Technical Solutions to liase with the IRTC on technical matters, design, planning and specification, site acquisition, installation and maintenance of all the transmission equipment.

The transmitter installations will conform to the technical conditions set out in T&RT 95/10 and in addition will conform to best engineering practice.

Transmission Proposals

SPUR HILL (METEOR)

Area to be served	Cork City and surrounding areas
Name	Spur Hill
NGR	164895E 066953N
Site height	125M
Height of antenna centre point above ground	35.5M
Antenna type	4 bay Aldena ACF.02.02.215 circular polarisation with dual feeders.
Radiation pattern	Omni directional (2dB) through
ERP	30dBW vertical component
	30dBW horizontal component
Band pass filter and directional coupler	Aldena 600W double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by hot standby 1.4GHz Moseley links from the studios in Cork city. This station will also retransmit the 1.4GHz link signals to Bweeng and Nowen Hill.

Capital costs (includes installation charges)

Qty	Description	Line cost IR£
1	Building, heating and ventilation plant:- Included in annual charge	0
1	YY Antenna support structure:- Included in annual charge	0
1	15m cantilever tower section to support antennas.	11,000
1	Aldena 4 Bay antenna with power splitters, connectors, dual feeders and all mounting hardware.	8,566
1	500W industry standard transmitter with dual exciters.	9,000
1	600W Transmitter Double Cavity Filter.	790
1	Directional coupler 7/8"	512
1	Omnia Audio processor, stereo coder and modulation limiter	5,000
1	RDS Encoder	1,326
1	Multi Play back up CD machine with automatic audio fail change over panel	1,725
1	Hot Standby Moseley 1.4GHz link equipment between the Cork City studios and Spur hill with automatic receiver transfer panel, includes studio dual transmitters.	33,306
1	Moseley 1.4GHz link transmitter to Bweeng transmitter station	8,245
1	Moseley 1.4GHz link transmitter to Nowen Hill transmitter station	8,245
3	Andrew Gridpak 1.4GHz antennas including feeder and connectors.	3,900
1	1kVA UPS, fitted with rapid charger, six hour capacity	2,600
Capital cost totals		94,215

Annual (recurring) charges

Qty	Description	Line cost IR£
1	Site rental, tower rental, electricity, heating and ventilation plant	15,000
1	Link licence Cork Studio – Spur Hill	600
1	Link licence Spur Hill – Bweeng	600
1	Link licence Spur Hill – Nowen Hill	600
Annual charge totals		16,800

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status

A planning application has been made by Meteor for this site.

Transmission Proposals

BWEENG (DIGIFONE)

Area to be served	North Cork and surrounding areas
Name	Bweeng
NGR	146935E 090312N
Site height	408M
Height of antenna centre point above ground	35.5M
Antenna type	4 bay Aldena ACF.02.02.215 circular polarisation with dual feeders.
Radiation pattern	Omni directional (2dB) through parasitic support structure tuning.
ERP	34dBW vertical component 34dBW horizontal component
Band pass filter and directional coupler.	Aldena 3kW double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by 1.4GHz Moseley link from Spur Hill and Nowen Hill. This station will also retransmit the 1.4GHz link signal from Spur Hill to the Nowen Hill transmission station.

Capital costs (includes installation charges)

Qty	Description	Line cost IR£
1	Building, heating and ventilation plant:- Included in annual charge	0
1	28m Antenna support structure:- Included in annual charge	0
1	15m cantilever tower section to support antennas.	11,000
1	Aldena 4 Bay antenna with power splitters, connectors, dual feeders and all mounting hardware.	8,566
1	2kW industry standard transmitter with dual exciters.	23,000
1	3kW Transmitter Double Cavity Filter. 893 1 Directional coupler 7/8"	512
1	Omnia Audio processor, stereo coder and modulation limiter	5,000
1	RDS Encoder	1,326
1	Multi Play back up CD machine with automatic audio fail change over panel	1,725
1	Moseley 1.4GHz link receiver from Spur Hill transmitter station	8,245
1	Moseley 1.4GHz duplex link with Nowen Hill transmitter station	14,600
1	Moseley automatic receiver transfer panel to select between Spur Hill and Nowen Hill receive signals.	1,326
2	Andrew Gridpak 1.4GHz antennas including feeder and connectors.	2,600
1	5kVA UPS, fitted with rapid charger, six hour capacity	6,500
Capital cost totals		85,293

Annual (recurring) charges

Qty	Description	Line cost IR£
1	Site rental, tower rental, electricity, heating and ventilation plant	16,000
1	Link licence Spur Hill – Bweeng, included in Spur Hill costs	0
1	Link licence Bweeng – Nowen Hill	600
Annual charge totals		16,600

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status Digifone has received planning permission for this site. Cork County Council Planning Authority Reference N/95/2946

Transmission Proposals

NOWEN HILL (DIGIFONE)

Area to be served	South Cork and surrounding areas
Name	Nowen Hill
NGR	114072E 015033N
Site height	530M
Height of antenna centre point above ground	35.5M
Antenna type	6 bay Aldena ACF.02.02.215 circular polarisation with dual feeders.
Radiation pattern	Omni directional (2dB) through parasitic support structure tuning.
ERP	37dBW vertical component 37dBW horizontal component
Band pass filter and directional coupler.	Aldena 3kW double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by 1.4GHz Moseley link from Spur Hill and Bweeng. This station will also retransmit the 1.4GHz link signal from Spur Hill to the Bweeng transmission station.

Capital costs (includes installation charges)

Qty	Description	Line cost IRE
1	Building, heating and ventilation plant:- Included in annual charge	0
1	28m Antenna support structure:- Included in annual charge	0
1	15m cantilever tower section to support antennas.	11,000
1	Aldena 6 Bay antenna with power splitters, connectors, dual feeders and all mounting hardware.	12,349
1	2kW industry standard transmitter with dual exciters.	23,000
1	3kW Transmitter Double Cavity Filter.	893
1	Directional coupler 7/8" 512 1 Omnia Audio processor, stereo coder and modulation limiter	5,000
1	RDS Encoder 1,326 1 Multi Play back up CD machine with automatic audio fail change over panel	1,725
1	Moseley 1.4GHz link receiver from Spur Hill transmitter station	8,245
1	Moseley 1.4GHz duplex link with Bweeng transmitter station	14,600
1	Moseley automatic receiver transfer panel to select between Spur Hill and Bweeng receive signals.	1,326
2	Andrew Gridpak 1.4GHz antennas including feeder and connectors.	2,600
1	5kVA UPS, fitted with rapid charger, six hour capacity	6,500
Capital cost totals		89,076

Annual (recurring) charges

Qty	Description	Line cost IRE
1	Site rental, tower rental, electricity, heating and ventilation plant	20,000
1	Nowen Hill, included in Spur Hill costs	0
1	Link licence Bweeng – Nowen Hill, included in Bweeng costs	0
Annual charge totals		20,000

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status Digifone has received planning permission for this site. An Bord Pleanála Register Reference W/99/5804.

Transmission Proposals

CARRIGALINE (INDICATIVE SITE FOR CARRIGALINE/CROSSHAVEN)

Area to be served	South Cork and surrounding areas
Name	Carrigaline
NGR (indicative)	174171E 060877N
Site height	103M
Height of antenna centre point above ground	35.5M
Antenna type	4 bay Aldena ACF.02.02.215 circular polarisation with dual feeders.
Radiation pattern	Omni directional (2dB) through parasitic support structure tuning.
ERP	30dBW vertical component 30dBW horizontal component
Band pass filter and directional coupler.	Aldena 600W double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by an off air signal from Bweeng, Nowen Hill or Spur Hill transmission station.

Capital costs (includes installation charges)

Qty	Description	Line cost IRE
1	Building, heating and ventilation plant	6,500
1	30m Antenna support structure	15,000
1	Aldena 4 Bay antenna with power splitters, connectors, dual feeders and all mounting hardware.	8,566
1	500W industry standard transmitter with dual exciters.	9,000
1	600W Transmitter Double Cavity Filter.	790
1	Directional coupler 7/8"	512
1	Multi Play back up CD machine with automatic audio fail change over panel	1,725
1	Stereo coder and RDS coder for use with back up CD machine	2,852
1	Off Air FM rebroadcast receiver	1,326
1	FM Receiver Double Cavity Notch Filter	790
1	FM Yagi receive antenna with feeder	300
1	1kVA UPS, fitted with rapid charger, six hour capacity	2,600
Capital cost totals		49,961

Annual (recurring) charges

Qty	Description	Line cost IRE
1	Site rental, electricity, heating and ventilation plant	6,000
Annual charge totals		6,000

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status This is a proposed green field site and a planning application has yet to be made.

Transmission Proposals

YOUGHAL(INDICATIVE SITE FOR YOUGHAL)

Area to be served	Youghal and local surrounding areas
Name	Youghal
NGR (indicative)	212441E 077561N
Site height	33M indicative
Height of antenna centre point above ground	15M
Antenna type	1 bay Aldena ACF.02.02.215 circular polarisation.
Radiation pattern	Omni directional (2dB) through parasitic support structure tuning.
ERP	17dBW vertical component 17dBW horizontal component
Band pass filter and directional coupler.	Aldena 600W double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by an off air signal from the Spur Hill transmission station.

Capital costs (includes installation charges)

Qty	Description	Line cost IR£
1	Building, heating and ventilation plant	6,500
1	15m Antenna support structure	11,000
1	Aldena antenna with connectors, feeder and all mounting hardware.	1,335
1	125W industry standard transmitter with exciters.	2,920
1	600W Transmitter Double Cavity Filter.	790
1	Directional coupler N type	432
1	Multi Play back up CD machine with automatic audio fail change over panel	1,725
1	Stereo coder and RDS coder for use with back up CD machine	2,852
1	Off Air FM rebroadcast receiver	1,326
1	FM Receiver Double Cavity Notch Filter	790
1	FM Yagi receive antenna with feeder	300
1	500VA UPS, fitted with rapid charger, six hour capacity	1,200
Capital cost totals		31,170

Annual (recurring) charges

Qty	Description	Line cost IR£
1	Site rental, electricity, heating and ventilation plant	1,800
Annual charge totals		1,800

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status This is a proposed green field site and a planning application has yet to be made.

Transmission Proposals

FERMOY(INDICATIVE SITE FOR FERMOY)

Area to be served	Fermoy and local surrounding areas
Name	Youghal
NGR (indicative)	181529E 097458N
Site height	93M indicative
Height of antenna centre point above ground	15M
Antenna type	1 bay Aldena ACF.02.02.215 circular polarisation.
Radiation pattern	Omni directional (2dB) through parasitic support structure tuning.
ERP	10dBW vertical component 10dBW horizontal component
Band pass filter and directional coupler.	Aldena 600W double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by an off air signal from the Bweeng transmission station.

Capital costs (includes installation charges)

Qty	Description	Line cost IR£
1	Building, heating and ventilation plant	6,500
1	15m Antenna support structure	11,000
1	Aldena antenna with connectors, feeder and all mounting hardware.	1,335
1	30W industry standard transmitter with exciter.	1,860
1	600W Transmitter Double Cavity Filter.	790
1	Directional coupler N type	432
1	Multi Play back up CD machine with automatic audio fail change over pane	1 1,725
1	Stereo coder and RDS coder for use with back up CD machine	2,852
1	Off Air FM rebroadcast receiver	1,326
1	FM Receiver Double Cavity Notch Filter	790
1	FM Yagi receive antenna with feeder	300
1	500VA UPS, fitted with rapid charger, six hour capacity	1,200
Capital cost totals		30,110

Annual (recurring) charges

Qty	Description	Line cost IR£
1	Site rental, electricity, heating and ventilation plant	1,800
Annual charge totals		1,800

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status This is a proposed green field site and a planning application has yet to be made.

Transmission Proposals

MITCHELSTOWN(INDICATIVE SITE FOR MITCHELSTOWN)

Area to be served	Mitchelstown and local surrounding areas
Name	Mitchelstown
NGR (indicative)	180797E 111759N
Site height	144M indicative
Height of antenna centre point above ground	15M
Antenna type	1 bay Aldena ACF.02.02.215 circular polarisation.
Radiation pattern	Omni directional (2dB) through parasitic support structure tuning.
ERP	10dBW vertical component 10dBW horizontal component
Band pass filter and directional coupler.	Aldena 600W double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by an off air signal from the Bweeng transmission station.

Capital costs (includes installation charges)

Qty	Description	Line cost IR£
1	Building, heating and ventilation plant	6,500
1	15m Antenna support structure	11,000
1	Aldena antenna with connectors, feeder and all mounting hardware.	1,335
1	30W industry standard transmitter with exciter.	1,860
1	600W Transmitter Double Cavity Filter.	790
1	Directional coupler N type	432
1	Multi Play back up CD machine with automatic audio fail change over pane	11,725
1	Stereo coder and RDS coder for use with back up CD machine	2,852
1	Off Air FM rebroadcast receiver	1,326
1	FM Receiver Double Cavity Notch Filter	790
1	FM Yagi receive antenna with feeder	300
1	500VA UPS, fitted with rapid charger, six hour capacity	1,200
Capital cost totals		30,110

Annual (recurring) charges

Qty	Description	Line cost IR£
1	Site rental, electricity, heating and ventilation plant	1,800
Annual charge totals		1,800

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status This is a proposed green field site and a planning application has yet to be made.

Transmission Proposals

KINSALE (INDICATIVE SITE FOR KINSALE)

Area to be served	Kinsale and local surrounding areas
Name	Kinsale
NGR (indicative)	162731E 050612N
Site height	60M indicative
Height of antenna centre point above ground	15M
Antenna type	1 bay Aldena ACF.02.02.215 circular polarisation.
Radiation pattern	Omni directional (2dB) through parasitic support structure tuning.
ERP	17dBW vertical component 17dBW horizontal component
Band pass filter and directional coupler.	Aldena 600W double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by an off air signal from the Bweeng transmission station.

Capital costs (includes installation charges)

Qty	Description	Line cost IR£
1	Building, heating and ventilation plant	6,500
1	15m Antenna support structure	11,000
1	Aldena antenna with connectors, feeder and all mounting hardware.	1,335
1	125W industry standard transmitter with exciters.	2,920
1	600W Transmitter Double Cavity Filter.	790
1	Directional coupler N type	432
1	Multi Play back up CD machine with automatic audio fail change over panel	1,725
1	Stereo coder and RDS coder for use with back up CD machine	2,852
1	Off Air FM rebroadcast receiver	1,326
1	FM Receiver Double Cavity Notch Filter	790
1	FM Yagi receive antenna with feeder	300
1	500VA UPS, fitted with rapid charger, six hour capacity 1,200	
Capital cost totals		31,170

Annual (recurring) charges

Qty	Description	Line cost IR£
1	Site rental, electricity, heating and ventilation plant	1,800
Annual charge totals		1,800

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status This is a proposed green field site and a planning application has yet to be made.

Transmission Proposals

CLONAKILTY (INDICATIVE SITE FOR CLONAKILTY)

Area to be served	Clonakilty and local surrounding areas
Name	Clonakilty
NGR (indicative)	138810E 042410N
Site height	30M indicative
Height of antenna centre point above ground	15M
Antenna type	1 bay Aldena ACF.02.02.215 circular polarisation.
Radiation pattern	Omni directional (2dB) through parasitic support structure tuning.
ERP	17dBW vertical component 17dBW horizontal component
Band pass filter and directional coupler.	Aldena 600W double cavity narrow band pass filter and calibrated Co-Axial Dynamics directional coupler.
Audio and Data feeds	This transmission station will be fed by an off air signal from the Bweeng or Nowen Hill transmission stations.

Capital costs (includes installation charges)

Qty	Description	Line cost IR£
1	Building, heating and ventilation plant	6,500
1	15m Antenna support structure	11,000
1	Aldena antenna with connectors, feeder and all mounting hardware.	1,335
1	125W industry standard transmitter with exciters.	2,920
1	600W Transmitter Double Cavity Filter.	790
1	Directional coupler N type	432
1	Multi Play back up CD machine with automatic audio fail change over panel	1,725
1	Stereo coder and RDS coder for use with back up CD machine	2,852
1	Off Air FM rebroadcast receiver	1,326
1	FM Receiver Double Cavity Notch Filter	790
1	FM Yagi receive antenna with feeder	300
1	500VA UPS, fitted with rapid charger, six hour capacity 1,200	
Capital cost totals		31,170

Annual (recurring) charges

Qty	Description	Line cost IR£
1	Site rental, electricity, heating and ventilation plant	1,800
Annual charge totals		1,800

Issues regarding Proximity to existing services interference and de-sensitising

It is impossible to obtain accurate information regarding radio equipment and services in the immediate vicinity without the benefit of a radio licence. With the benefit of a licence we will use our best endeavours to contact all legitimate operators in the vicinity and enter into consultation with them. The proposed transmission equipment and associated filtering equipment is to the highest standard and has been specified to operate in hostile RF sites. If, in the unlikely event that any interference or de-sensitising issues arise with any legal operator these will be resolved at no cost and minimum disruption to that operator.

Planning status This is a proposed green field site and a planning application has yet to be made.

Coverage maps - see appendix 7

Studios and operation

Studio Location:

The service will be based in premises of approximately 4,000 square feet in Cork City with line of site to the transmitter station on Spur Hill.

There will be full access and provision for wheelchair and disabled persons throughout.

Studio Facilities:

The facilities are to comprise:

An On-Air Studio, approximately 4.1m x 3.4. This will be used exclusively for on-air output, with access to on-air telephone lines and ISDN lines.

A Production Studio, approximately 3.7m x 3.1m. This will be used for recording and editing commercial spots, promotional spots and programmes and additionally as an emergency and maintenance backup for the On-Air studio.

A Voice Booth, approximately 3.7m x 3.3m to be shared with the On-Air and Production studios. This will be equipped with four microphones that will be accessible on the mixer desks in the On-Air and Production studios.

A News Studio/Sub Production Studio, approximately 4.1m x 3.4m. This will be used for preparing, editing and presenting News bulletins and as an overflow for the main production studio.

A Racks Room, approximately 4.5m x 3.0m. This will house the un-interruptable power supply, Omnia On-Air processor, studio to transmitter links, ISDN equipment, telephone hybrids, PABX, eight second profanity delay, On-Air logging equipment and support equipment.

Studio Acoustic Construction:

The studios will be designed to have a reverberation time of .2 of a second and an internal noise level of no greater than NR25 based on octave band analysis, which complies with international broadcast recommendations.

The studio walls will be a box within a box structure. The studio will be sectioned off from the remainder of the building with a partition that is constructed to fit tightly up to the existing soffit. The studios themselves

Studios and operation

will be constructed as individual boxes from a modified “Camden” partition that are contained within the outer wall and each of the studios will have its own ceiling joists and isolation ceiling.

The outer barrier wall will be constructed from 75mm x 47mm softwood studs on 400mm centres. The studwork will be clad each side with a 12mm layer of fibreboard and two layers of British Gypsum 15mm Soundbloc Plasterboard. All plasterboard joints are to be butt-jointed on the timber members, staggered, taped and filled. The exposed side of the outer wall is skimmed. This construction exceeds 30 minutes fire rating.

The studio walls will be constructed from similar softwood studs but modified to permit building from one side with 12mm fibreboard and two layers 15mm Soundbloc plasterboard each side. All plasterboard joints are to be butt-jointed on the timber members, staggered, taped and filled.

The fibreboard, which serves to damp the resonance in the plasterboard as well as partially isolating the plasterboard from the timber frame, contributes a significant portion of the mass and therefore increases the sound insulating properties of the partition.

All studio frames will be filled with Rockwool insulation between the facing sheets.

The cavity between the partitions will be blocked at the end of each wall with dense Rockwool to act as a cavity barrier and trimmed with hardwood edging.

All studio and outer walls will have their sole and head plates mounted resiliently from the existing structure using a quality hair felt material and non-setting mastic.

The inside of the studio walls will additionally be clad with softwood framing, Rockwool between the studs and a hardboard covering that is perforated depending on position on the walls to approximately 0.05% or 5% of area to control the acoustics of the room. This hardboard will then be covered with a plastic sheet, dustsheet and a tight weave fabric that is fire treated to class 1 speed of flame.

The ceilings will be constructed from 200mm x 47mm joists spaced at 400mm centres. The underside will be clad with a layer of 12mm fibreboard and two layers of 15mm Soundbloc Plasterboard. The cavity between the joists will be filled with 100mm Rockwool insulation. A suspended acoustic ceiling will be fitted in the studios and sound lobby underneath the plasterboard ceiling.

Studios and operation

Windows:

Vision windows having-sound resisting properties complementary to the wall structures will be installed where required. All sound resisting windows will be double glazed with three-ply laminated glass and angled to minimise internal visual and sound reflections.

Doors:

Sound-resisting doors will be supplied and installed to the studios and have a natural wood finish. All sound-resisting doors will be fitted with vision panels and will be supplied complete with frame and overhead door closer, magnetic seals and stainless steel pull handle and push plate. They will have a sound reduction rating of 45dB (SR).

Air-conditioning and Ventilation:

All studios will be provided with cooling only air conditioning services. Due to the insulating properties of the studios and the amount of equipment operational in each one, heating will not be required. As the windows will not be opened and to maintain acceptable levels of oxygen and to contain decoration and equipment soiling the air-conditioning system will also provide approximately 20 Litres of fresh air to mix with the re-circulating air in each studio.

Humidity is very important in studios where speech is concerned, presenters will be on duty for several hours and, during holiday times and unexpected illness, often work extended shifts. To avoid dry throat speech defects, humidity levels will not be allowed to fall below 55%RH. Additionally humidity is important in technical areas where static electricity could, inadvertently, be discharged to a sensitive piece of equipment resulting in premature failure.

Condensing units are to be located outdoors on the roof. All refrigerant pipework and associated electrical services are to be run overhead within ceiling voids.

Studio Technical Services:

Cable ducts will be formed within the studio wall constructions to provide access between the studios and other areas for studio equipment wiring. Cable trays are to be installed within the ceiling voids to conduit cables from and between the studios and Racks. In the studios within the wall construction, cable raceways

Studios and operation

are to be formed at skirting and dado levels with vertical accesses for equipment wiring. Skirting and dado covers are to be natural-finished timber secured in place with countersunk screws in recessed cups to provide a flush finish. Trims to corners at wall and ceiling junctions are to be in natural matching wood pinned in place.

News Room:

There will be a newsroom approximately 3.6m x 4.0m adjacent to the studio areas where news will be compiled and edited. The principle equipment will be two Burli News Room computer software and ASC "Buddy" work stations. This architecture will provide the journalists with the ability to view and edit INN, IRN and Press Association text and audio, record and edit telephone interviews, compile bulletins to be read from screen in the news studio without having to leave their desks.

Standby Power Plant:

Standby power will be provided by an uninterruptible power supply with six hours capacity and an auto start diesel generator. The changeover switching will be electrically and mechanically interlocked to ensure that in no event could power back feed into the ESB lines. This generator will be trailer mounted and will be available to be transported to the transmission sites to provide UPS battery-charging current in the event of an interruption greater than six hours at the transmission sites.

Principle Equipment:

The principle play-out equipment will be a Wave-Cart hard-disc audio system. This will store most of the frequently played music, commercial and promo spots. The play out computers and servers will be built to the highest possible standards and will use mission critical architecture and methods with extensive redundancy designed in to achieve reliable operation. Each computer and server will have a dedicated local uninterruptible power supply; mirrored hard disk controllers will be used throughout. Every night all audio files required for the next day will be copied to the local hard disk array in each studio to provide a data path should the network fail. The software has been extensively tested and currently has a very large and satisfied customer base.

In the studios play-out will be from compact disc and mini disc which will be mixed on a state of the art studio mixer.

Studios and operation

Deviation Limiting:

In the studio the operators will control their levels with the aid of peak programme meters “PPM”. Excess level will be reduced electronically by the automatic level control function of the Omnia On-Air split chassis processing equipment in the racks room which will be adjusted to ensure that the modulation level never exceeds specified limits.

Linking to the Transmitter Sites:

It is proposed to link to the Meteor transmission site on Spur Hill using the Moseley StarLink digital STL in the 1.4GHz band in a hot standby configuration. Onward linking to the other sites will be a mixture of off air and direct linking as described in the transmission proposals.

Test Equipment:

Broadcast Technical Solutions will be contracted to install, commission and maintain the technical equipment. They will supply all the necessary test and measurement equipment to ensure that the broadcast equipment is adjusted, calibrated and operating correctly.

Costings:

Detailed costings for the studio equipment in appendix 7

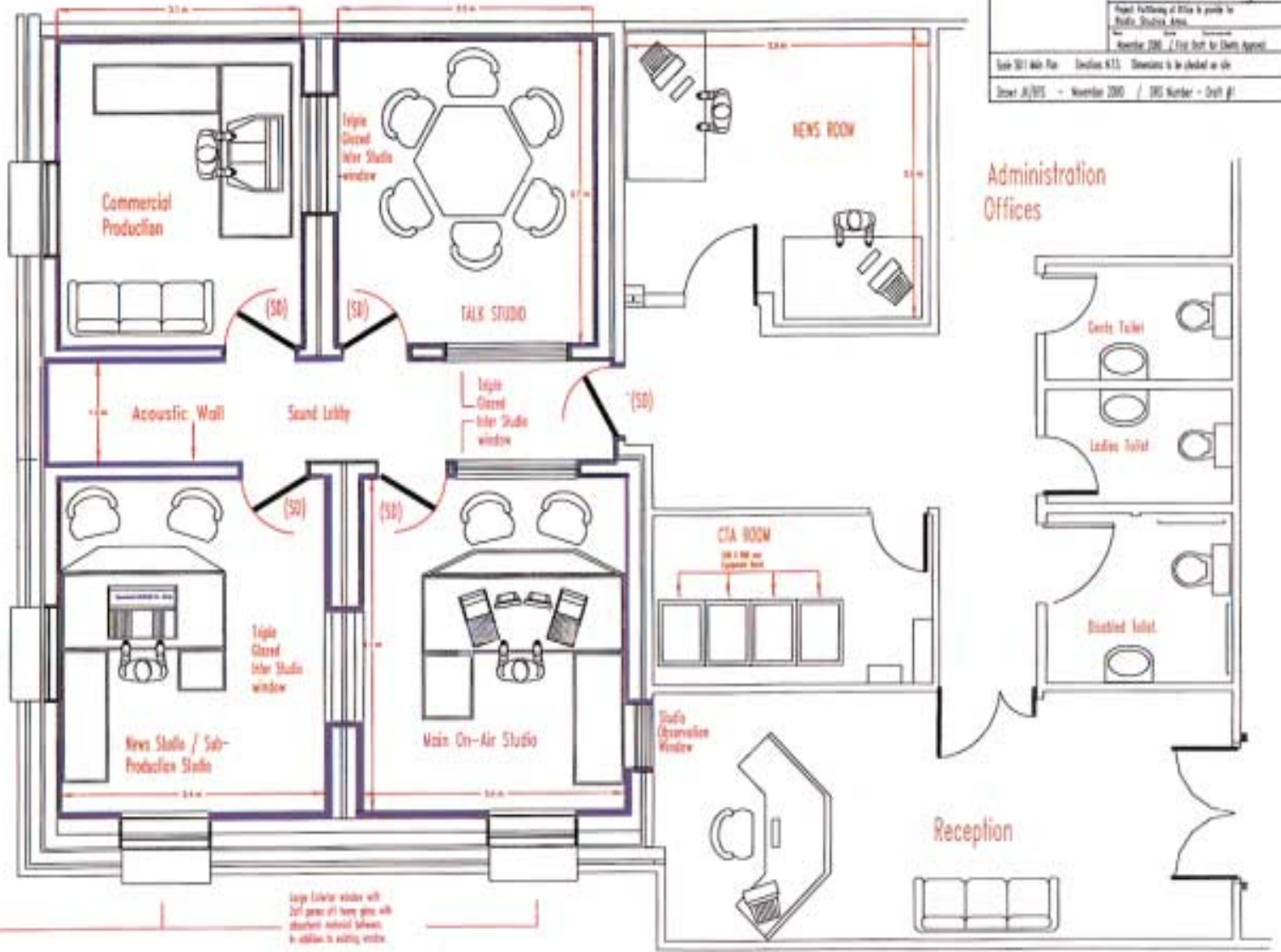
B.T.S. Studio Design

Final Pathology of Office & public for
Public Studio Area

Number 200 / 110 Unit for Studio Area

Scale 1/1000 Plan Section 4.1.1 Dimensions to be checked on site

Sheet A/015 - November 2000 / 300 Number - Draft #1



Existing floor of Concrete on steel channel

Void for M&E Services including
Air conditioning Ducts and indoor units.

Isolator ceiling on 200mm x 47mm S&S
Tender Joists.

Outer Wall

Attenuator Set into ceiling.

Cavity above false ceiling

spill for supply and return air.

Suspended Ceiling

Suspended Ceiling

Studio
Observation
Window

Reception
Area

Track Rail with sockets fitted.

Solid Arch Skirting Board

Suspended Computer Floor

Concrete Floor

Section for information only and Not To Scale

B.T.S. Studio Design

Project: Partitioning of Office to provide for
Radio Studios Area.

Rev	Date	Comments
	November 2000	First Draft for Clients Approval

Scale 50:1 Main Plan Elevations N.T.S. Dimensions to be checked on site

Drawn JK/BTS - November 2000 DRG Number - Draft #1

Proposed Commencement of Broadcasting

a) Readiness Date

BeatFM would anticipate a readiness date for commencement of broadcasting around 1st October 2001. This projection assumes that the broadcasting contract will be issued not later than 28th February 2001.

b) Critical Path

Requirements	Action	Timescale
1. Technical and operational		
Test and verify transmission link paths		May 2001
Construct transmission sites		August 2001
Install transmission equipment		September 2001
Test studio and transmission equipment		September 2001
Premises/Studio	Identification and planning permission Necessary renovations Occupation of Premises.	April 2001
2. Organisational		
Board and Management	In place. Other key staff recruited. Take up positions	May 2001
Programming	complete recruitment	July 2001
3. Marketing		
Station Marketing	Plans in place	July 2001
Presentations	Plans in place	September 2001
Advertising activity	Strategy in place	September 2001

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Beat^{FM}