

2 (a) Name of Applicant, Address, Telephone and Fax Numbers

Ainsrock Limited,
Station Mews,
Lindsay Grove,
Gross Guns Bridge,
Dublin 9.

Tel: 01-6627650
Fax: 01-6627681
Email: info@classicrock1068.com
Web address: www.classicrock1068.com

Company Registration Number: 326739 (Appendix 2)

2 (b) Main Contact

Mike Ormond,
Ainsrock Limited,
Station Mews,
Lindsay Grove,
Gross Guns Bridge,
Dublin 9.

Tel: 01-6627560 (daytime)

2 (c) Proposed Station Name

Classic Rock 106.8FM

2 (d) Brief Description of Programme Service

Classic Rock 106.8FM will be a music radio station appealing to an audience of 20-44 year olds who are not currently catered for by existing stations in the Dublin market. Classic Rock 106.8FM will be customised to the radio tastes of 20-44 year old adults. Classic Rock 106.8FM will play the best rock'n'roll from the 60's to today. Classic Rock 106.8FM's personalities will reflect the expectations and lifestyles of adults living in the Dublin area, by talking to not at the audience. Classic Rock 106.8FM will be a station with a new format and a fresh approach to radio for the 20+ adult in the Dublin area.

2 (e) List of Advisers

(i) Consultants

Programming

Declan Meehan,
East Coast Radio,
9 Prince of Wales Terrace,
Bray,
Co. Wicklow.

Éamon Carr,
Kenilworth Park,
Kimmage,
Dublin 6.

Éamon Carr is a well-known personality among the Irish rock fraternity. Éamon, the founding member of legendary rock-superstar group, Horslips, is also renowned for his detailed knowledge of the Irish music scene. Éamon has also enjoyed several years as a successful broadcaster, presenting and producing material for RTÉ, Century Radio, FM104 and Today FM on various occasions. Éamon is currently a "Rock-Journalist" for Independent Newspapers. He will bring a wealth of experience to Classic Rock 106.8FM.

Technical

BTS - Broadcast Technical Solutions,
Unit 6a John Player House,
South Circular Road,
Dublin 8.

Total Broadcast Limited,
Grantstown Park,
Dunmore Road,
Waterford.

Public Relations

Bill O’Herlihy Communications Group,
40 Eastmoreland Lane,
Dublin 4.

Architect

John Pender RIAI,
76 Old Cabra Road,
Dublin 22.

Market Research

Lansdown Market Research,
49 St. Stephen’ s Green,
Dublin 2.

(ii) Auditors and Financial Advisors

BDO Simpson Xavier,
Simpson Xavier Court,
Merchants Quay,
Dublin 8.

(iii) Solicitors

Kean Solicitors,
2 Upper Pembroke Street,
Dublin 2.

(iv) Bankers

Bank Of Ireland,
Smithfield,
33 Arran Quay,
Dublin 7.

3 (a) Members of the Application Group

The members of Classic Rock 106.8FM are a mix of individuals and companies currently working in, or associated with, the radio broadcasting industry, in addition to a number of prominent business people and entrepreneurs. The list below sets out the members of the application group, their background, and, where applicable, their experience in the media sector.

Member Background

Niall O'Farrell

Niall O'Farrell is Managing Director of Black Tie Limited. He opened his first store in Ranelagh fourteen years ago and now employs over sixty people in over twelve stores, nine of which are in Dublin. Niall has also developed a substantial property interest.

Mike Ormond

Mike is a founder and Joint Managing Director of Synrg Media Limited, an advertising agency that is one of the country's largest users of radio advertising. He is a founder and non-executive Director of Digital Publishing Innovations, which is the country's premier educational digital publishing information resource. The company's titles include Nightcourses.com and Daycourses.com. He is a founding director of soon to be launched Comail which is an email solution provider for sme's. Mike is also involved in a new company, Irish Net Radio.com that aims to provide a global on line radio service for the Irish community worldwide. He has a number of property interests. Mike's previous experience includes over two years working in a sales capacity with Dublin radio station FM104, and one-year sales experience with outdoor advertising contractor, T.D.I. He has also worked for a number of unofficial broadcasters prior to joining FM104 and holds a diploma in Broadcast journalism.

Kevin Branigan

Kevin is currently a founder and Managing Director of Digital Publishing innovations, the country's premier educational resource. Kevin is also a director of Irish Net Radio. Previously Kevin was an audio-visual production engineer with Tommy Ellis' Recording Studios, one of the country's longest running production facilities. Here his duties involved the production of radio and television commercials as well as radio and television programmes. Kevin's previous experience includes working for over three years at Dublin station FM104, where he was Production Director. Prior to this, he worked as a production /transmission engineer and presenter at East Coast Radio in Co. Wicklow. Kevin holds a degree in Communications from DCU. Kevin also lectures in Radio Broadcasting and Media Studies at Griffith College.

Enda Murphy

Enda is a founder and Joint Managing Director of Synrg Media Limited, an advertising agency that is one of the country's largest users of radio advertising. He has a very strong background in Radio since 1991. In 1995 he joined FM104's direct sales team as an account manager while maintaining a role in on-air presentation, voice-over and programming services to the station. In March 1997 Enda left FM104 to set up Synrg Media where he is currently involved in handling all of the agency's key accounts.

Seán Ashmore

Currently, Sean is Managing Director/Chief Executive of East Coast Radio. He has worked for the station for over eleven years, in many capacities, including production manager, station engineer, station manager and presenter. Seán has been in his management role since 1994. He is also currently Non-Executive Chairperson/Director of Independent Network News, a company owned by the 21 local stations around the country. He has been involved with INN since it's launch in 1997 and was involved in the setting up of the service. Sean is also a Director of NewsTalk 106 the new Dublin news and talk radio station. He is a director of IBI, where he acts as Deputy Chairman and represents IBI on the DAB Forum. He brings a 'hands-on' knowledge of station management and the Irish radio market to Classic Rock 106.8FM.

East Coast Radio

East Coast Radio is the independent local station for County Wicklow. The station was established in 1991 and is known to the IRTC.

Patrick Stewart

Patrick is Chairman of The Yard, a digital editing TV Production facility. Most recently, The Yard produced the MTV awards in Stockholm in addition to the Dublin MTV awards in 1999. Patrick is also a founding director of the soon to be launched TVIreland.net, a global Irish on-line TV station and is also a director of the high profile Prizebuy.com. He brings to Classic Rock 106.8FM significant expertise in the broadcast industry.

John Patton

John is a founder and Managing Director of Media Link Limited, a Dublin based media representative company. Media link currently represents Channel 4 Television in Ireland in addition to a number of UK newspapers and Independent Newspapers in Ireland. John is also a founder, and Director of Comail. He brings to Classic Rock 106.8FM significant expertise in media sales in addition to a large pool of industry connections.

Garvan Rigby

Garvan is a founder and Director of Vibecom Ltd., a Dublin based entertainment and audiovisual company. Vibecom Ltd. is the country's largest provider of Disc Jockeys for venues nationwide in addition to contracts with major multinationals. Prior to this, Garvan worked for 98FM in Dublin, East Coast Radio and radio station 3SA in Melbourne, Australia. Garvan has also managed three top 30 Irish music acts. He is a founder and non-executive Director of Digital Publishing Innovations, which is the country's premier educational digital publishing information resource. He is working with soon to launch chartnews.com, an internet music site.

- 3(b)** The Classic Rock 106.8FM consortium was formed in September 2000 with the sole intention to apply for forthcoming radio licences in Dublin.

Ainsrock Limited was incorporated in April 2000 (company no: 326739). The authorised share capital of the company is 2.0 million shares at IR£1 each. Should Classic Rock 106.8FM be successful in its application, the issued share capital will be IR£2 million. (This relates to the monies being invested into the Company by the members of the application group). The members, collectively, are experienced business people and entrepreneurs, with considerable experience in start-ups, sme's, radio and advertising business. The Classic Rock 106.8FM consortium has been carefully drawn together to include all relevant areas of expertise. The combined network of the shareholders is in excess of £25million. All of the shareholders have access to the necessary funds.

It may be the intention of the company to appoint further members to the board who are currently shareholders but are not currently directors.

4 (a) (i) Board of Directors

The Board of Directors of Classic Rock 106.8FM is as follows:

Chairman	Niall O'Farrell
Directors	Patrick Stewart (Company Secretary) Seán Ashmore Enda Murphy Kevin Branigan Blaise Treacy John Patton

Below, are set out details of each individual board member including, where applicable, relevant media experience.

Name	Niall O'Farrell – Chairman
Address	Thornedeane, 87 Monkstown Road, Monkstown, Co. Dublin
Age	37
Nationality	Irish
Occupation	Managing Director of Black Tie
Other Directorships	Black Tie Limited, Ash House Limited, Club Dress Wear, Dynacraft Limited
Other Business and Media Interests	Controlling interest in Blacktie Limited. Niall has also built up a large property interest
Media Experience	Niall has extensive marketing experience. He has co-ordinated the marketing activity of the Black Tie group for the past twelve years.

Name	Patrick Stewart - Director/Co. Secretary
Address	23 Northumberland Place, Ballsbridge, Dublin 4.
Age	43
Nationality	Irish
Occupation	Entrepreneur
Other Directorships	The Yard, EC Stewart & Co., Massey Print Limited, Stewart Foil and Chromatics Ireland Limited.
Other Business and Media Interests	The Yard, EC Stewart & Co., Massey Print Limited, Stewart Foil and Chromatics Ireland Limited.
Media Experience	Chairperson of the Yard, a digital editing and transmission facility for commercials, programmes and news. The company's main activities are Digital imaging, Digital on line and off-line editing, Graphics (2D and 3D) plus design, DVD and CD-ROM, 24 hour satellite up-link facilities. Clients include RTE, SKY News, Reuters, Eircom, Eircell and AIB.

Name	Seán Ashmore - Director/Chief Executive
Address	75 Giltspur Wood, Bray, Co Wicklow.
Age	30
Nationality	Irish
Occupation	Managing Director of East Coast Radio Limited,
Other Directorships	Independent Network News Limited, East Coast Radio Limited, AIRS Limited, Bellscourt Limited, News 106 Ltd., Bray Jazz Ltd.
Other Media Interests	7.1% shareholding of East Coast Radio Limited
Media Experience	Currently Managing Director/Chief Executive of East Coast Radio. Seán has worked for the station for over eleven years, in many capacities, including production manager, station engineer, station manager and presenter, and has been in his current management role since 1994. He is a Director of Independent Network News (INN), a company owned by 21 local stations. He has been involved with INN since its launch in 1997. Seán also acts as a director of IBI, (Independent Broadcasters of Ireland). He brings a 'hands-on' knowledge of station management and the Irish radio market to Classic Rock 106.8FM.

Name	Enda Murphy – Director
Address	15 Fairyhill, Newtownpark Ave., Blackrock, Co. Dublin.
Age	32
Nationality	Irish
Occupation	Joint Managing Director
Other Directorships	Synrg Media Limited, Moonrange Limited, NewCom Media Holdings Ltd.
Other Media Interests	26% shareholding in Synrg Media Limited
Media Experience	Enda has a very strong background in Radio dating back to Dublin's Capital Radio in 1991. He was involved in the re-launch of Capital to 'Rock 104FM' in July 1991 working in a variety of on-air shifts and promotional ideas for the station. In February 1995, he joined FM104's direct sales team as an account manager, while maintaining a role in 'on-air' presentation, voice-over and programming services. In March 1997, he left FM104 to set up Synrg Media Ltd. where he is currently involved in handling all of the agency's key accounts. Enda brings a well-established reputation in the Dublin radio business to Classic Rock 106.8FM and will be instrumental in developing a solid strategy that will be of paramount importance to the success of Classic Rock 106.8FM.

Name	Kevin Branigan – Director
Address	19 Mount Eagle Green, Leopardstown, Dublin 18.
Age	28
Nationality	Irish
Occupation	Company Director
Other Directorships	Digital Publishing Innovations Ltd., Jazbury Limited,
Other Media Interests	Managing Director of Digital Publishing Innovations.
Media Experience	Currently Managing Director of Digital Publishing Innovations Ltd, an Irish Publishing company. DPI Ltd. specialises in the production of Internet magazines aimed at the education sector and at providing information to the public about education options around Ireland. Current titles include Nightcourses.com - the new web portal for Adult Education and Daycourses.com, the web portal for full-time, corporate and third-level education. He is also an accomplished radio and television producer and specialises in the production of audio commercials, jingles and radio promo -spots, and continues to work on a free-lance basis in this sector. Kevin’s previous experience includes working for over three years at Dublin radio station FM104 where he was Production Director. He spent a period of time working at Tommy Ellis Studios, a high profile Dublin-based production facility. Prior to this, he worked as a production and transmission engineer at East Coast Radio in Co. Wicklow. Kevin also lectures in Radio Broadcasting at Griffith College Dublin and at the Dublin Media Centre, a broadcast-training facility. He is also a Journalist and writes regularly about the Irish radio market for Radio World and The Radio Magazine.

Name	Blaise Treacy - Director
Address	‘Kilavin’ Herbert Road Bray Co Wicklow
Age	65
Nationality	Irish
Occupation	Company Director
Other Directorships	East Coast Radio Limited, Wicklow Film Commission, Wicklow County Enterprise Board, Wicklow Enterprise Park, Chairman of Wicklow Enterprise Park.
Other Media Interests	0.89% shareholding in East Coast Radio Limited.
Media Experience	Blaise Treacy has been Chairman of East Coast Radio since the stations inception 10 years ago. Blaise Treacy has as Chairman of the company overseen the station’s development to that of a profitable, viable station with the highest ratings in it’s franchise area. Blaise Treacy was Wicklow County Manger from 1985 to 2000 and also currently acts as Chairman of the Wicklow Film Commission and the Wicklow County Enterprise Board. Blaise Treacy brings significant broad experience and practical knowledge of station operations and the radio market to Classic Rock 106.8FM.

Name	John Patton – Director
Address	19 Lambourne Village Kincora Grove Clontarf Dublin 3
Age	39
Nationality	Irish
Occupation	Managing Director Media Link Ltd.
Other Directorships	Director Comail Technologies Ltd; Director Yescom Ltd; Director Lambourne Village Management Co., Director of various other companies in existence but not trading
Other Media Interests	Managing Director and major shareholder of Media Link which is Ireland's leading media sales company
Media Experience	John Patten has been involved with advertising since 1984 when he joined The Sunday Tribune as a Sales Executive. In 1989 he set up the operation that was to become Media Link - Ireland's leading media sales company. Independent Newspapers became the first client of the new company. In time several major media brands became represented in Ireland by Media Link. Present and past clients include The Sunday Times, Channel 4 Television, Hello!, Independent Newspapers, The Daily Mail, Evening Standard, Mail on Sunday, News of the World, The Times, The Daily Telegraph and The Sunday Telegraph.

4 (a) (ii) The company may appoint further shareholders as directors within the first year. This will be from existing shareholders who are not currently directors of Ainsrock Ltd.

4 (b) (i) Below are the details of the proposed shareholders in Classic Rock 106.8FM.

Name	Chairman - Niall O'Farrell
Address	Thornedeane, 87 Monkstown Road, Monkstown, Co. Dublin
Age	37
Nationality	Irish
Occupation	Managing Director of Black Tie
Other Directorships	Black Tie Limited, Ash House Limited, Club Dress Wear, Dynacraft Limited
Other Business and Media interests	Controlling interest in Blacktie Limited. Niall has also built up a large property interest
Media Experience	Niall has extensive marketing experience. He has co-ordinated the marketing activity of the Black Tie group for the past twelve years.

Name	Director/Co. Secretary - Patrick Stewart
Address	23 Northumberland Place, Ballsbridge, Dublin 4.
Age	43
Nationality	Irish
Occupation	Entrepreneur
Other Directorships	The Yard, EC Stewart & Co., Massey Print Limited, Stewart Foil and Chromatics Ireland Limited.
Other Business and Media Interests	The Yard, EC Stewart & Co., Massey Print Limited, Stewart Foil and Chromatics Ireland Limited.
Media Experience	Chairperson of the Yard, a digital editing and transmission facility for commercials, programmes and news. The company's main activities are Digital imaging, Digital on line and off-line editing, Graphics (2D and 3D) plus design, DVD and CD-ROM, 24 hour satellite up-link facilities. Clients include RTE, SKY News, Reuters, Eircom, Eircell and AIB.

Name	Seán Ashmore - Director/Chief Executive
Address	75 Giltspur Wood, Bray, Co Wicklow.
Age	30
Nationality	Irish
Occupation	Managing Director of East Coast Radio Limited,
Other Directorships	Independent Network News Limited, East Coast Radio Limited, AIRS Limited, Bellscount Limited, News 106 Ltd., Bray Jazz Ltd.
Other Media Interests	7.1% shareholding of East Coast Radio Limited
Media Experience	Currently Managing Director/Chief Executive of East Coast Radio. Seán has worked for the station for over eleven years, in many capacities, including production manager, station engineer, station manager and presenter, and has been in his current management role since 1994. He is a Director of Independent Network News (INN), a company owned by 21 local stations. He has been involved with INN since its launch in 1997. Seán also acts as a director of IBI, (Independent Broadcasters of Ireland). He brings a 'hands-on' knowledge of station management and the Irish radio market to Classic Rock 106.8FM.

Name	Mike Ormond
Address	11 Prospect Drive, Rathfarnham, Dublin 16.
Age	28
Nationality	Irish
Occupation	Joint Managing Director
Other Directorships	Synrg Media Limited
Other Media Interests	32% shareholding in Synrg Media Limited
Media Experience	Currently Joint Managing Director with Synrg Media, an advertising agency that is one of the country's largest users of radio advertising. Mike's roles cover the financial control of the company, consisting of corporate finance, debtors, credit control and management accounts. He is also involved in handling some of the agency's key accounts from media planning and buying, to the source of creative. Mike's previous experience includes over two years working in a sales capacity with Dublin radio station FM104, and one year sales experience with outdoor advertising contractor, T.D.I. He also worked for many other radio stations prior to joining FM104 and holds a diploma in Broadcast Journalism.

Name	Enda Murphy – Director
Address	15 Fairyhill, Newtownpark Ave., Blackrock, Co. Dublin.
Age	32
Nationality	Irish
Occupation	Joint Managing Director
Other Directorships	Synrg Media Limited, Moonrange Limited, NewCom Media Holdings Ltd.
Other Media Interests	26% shareholding in Synrg Media Limited
Media Experience	Enda has a very strong background in Radio dating back to Dublin's Capital Radio in 1991. He was involved in the re-launch of Capital to 'Rock 104FM' in July 1991 working in a variety of on-air shifts and promotional ideas for the station. In February 1995, he joined FM104's direct sales team as an account manager, while maintaining a role in 'on-air' presentation, voice-over and programming services. In March 1997, he left FM104 to set up Synrg Media Ltd. where he is currently involved in handling all of the agency's key accounts. Enda brings a well-established reputation in the Dublin radio business to Classic Rock 106.8FM and will be instrumental in developing a solid strategy that will be of paramount importance to the success of Classic Rock 106.8FM.

Name	Kevin Branigan – Director
Address	19 Mount Eagle Green, Leopardstown, Dublin 18.
Age	28
Nationality	Irish
Occupation	Company Director
Other Directorships	Digital Publishing Innovations Ltd., Jazbury Limited,
Other Media Interests	Managing Director of Digital Publishing Innovations.
Media Experience	Currently Managing Director of Digital Publishing Innovations Ltd, an Irish Publishing company. DPI Ltd. specialises in the production of Internet magazines aimed at the education sector and at providing information to the public about education options around Ireland. Current titles include Nightcourses.com - the new web portal for Adult Education and Daycourses.com, the web portal for full-time, corporate and third-level education. He is also an accomplished radio and television producer and specialises in the production of audio commercials, jingles and radio promo -spots, and continues to work on a free-lance basis in this sector. Kevin's previous experience includes working for over three years at Dublin radio station FM104 where he was Production Director. He spent a period of time working at Tommy Ellis Studios, a high profile Dublin-based production facility. Prior to this, he worked as a production and transmission engineer at East Coast Radio in Co. Wicklow. Kevin also lectures in Radio Broadcasting at Griffith College Dublin and at the Dublin Media Centre, a broadcast-training facility. He is also a Journalist and writes regularly about the Irish radio market for Radio World and The Radio Magazine.

Name	Garvan Rigby
Address	7 Prospect Drive, Rathfarnham, Dublin 16.
Age	28
Nationality	Irish
Occupation	Director of Vibecom Limited.
Other Directorships	Vibecom Ltd.
Other Media Interests	50% Shareholding in Vibecom Ltd. 25% in Vidaview Ltd
Media Experience	Garvan has over 10 years experience in Radio and Entertainment. He has worked as a presenter in programming and radio advertising. Garvan worked for stations such as 98FM Dublin, East Coast Radio in Wicklow and 3SA Melbourne. He did consultancy work for Pulse 95 Melbourne. Garvan worked in Commercial, community and unlicensed radio over the 10 years. In early 1996 he set up Vibe International Ltd. later known as Vibecom Ltd., an entertainment company with 3 business subsidiaries. The company owns one of the largest DJ agencies in Ireland, has a license from PPI and MCPS in Ireland to supply in-store piped music to venues nationwide and supplies Audio Visual equipment to the Entertainment/marketing Industries. Garvan has managed 3 top 40 Irish pop acts. He has recently taken up a position as programme director with IrishNetRadio.com and is working with soon to launch ChartNews.com.

Name	John Patton – Director
Address	19 Lambourne Village Kincora Grove Clontarf Dublin 3
Age	39
Nationality	Irish
Occupation	Managing Director Media Link Ltd.
Other Directorships	Director Comail Technologies Ltd; Director Yescom Ltd; Director Lambourne Village Management Co., Director of various other companies in existence but not trading
Other Media Interests	Managing Director and major shareholder of Media Link which is Ireland's leading media sales company
Media Experience	John Patten has been involved with advertising since 1984 when he joined The Sunday Tribune as a Sales Executive. In 1989 he set up the operation that was to become Media Link - Ireland's leading media sales company. Independent Newspapers became the first client of the new company. In time several major media brands became represented in Ireland by Media Link. Present and past clients include The Sunday Times, Channel 4 Television, Hello!, Independent Newspapers, The Daily Mail, Evening Standard, Mail on Sunday, News of the World, The Times, The Daily Telegraph and The Sunday Telegraph.

Name	East Coast Radio Ltd.
	East Coast Radio is the independent local station for County Wicklow. The station was established in 1991 and is known to the IRTC.

4 (b) (ii) Proposed Shareholding Structure

Set out below are the proposed shareholders in Ainsrock Ltd.

It should be noted that all shares to be issued in Ainsrock Limited are IR£1 Ordinary Shares and carry equal voting rights.

SHAREHOLDER	HOLDING %	SHARES HELD	ISSUE PRICE	COST OF SHARES	SHARE PREMIUM
Niall O'Farrell	10.00%	200,000	IR£1.00 per share	159180	40820
Pat Stewart	10.00%	200,000	IR£1.00 per share	159180	40820
John Patton	11.00%	220,000	IR£1.00 per share	175098	44902
Seán Ashmore	9.80%	196,000	IR£0.79 per share	155996	0
Mike Ormond	11.80%	236,000	IR£0.83 per share	187835	8166
Enda Murphy	11.80%	236,000	IR£0.83 per share	187835	8166
Kevin Branigan	9.80%	196,000	IR£0.79 per share	155996	0
Garvan Rigby	11.80%	236,000	IR£.083 per share	187835	8165
East Coast Radio	14.00%	280,000	IR£1.00 per share	222852	57148
	100%	2,000,000		1,591,807	208193

The authorised share capital of Ainsrock Limited is 2.0 million shares at IR£0.7959 p each.

4 (b) (iii) All shares are beneficially held

4 (b) (iv) East Coast Radio Ltd. Hold 14% of Ainsrock Ltd. And are known to the IRTC.

4(b) (v) Other interests of the applicant group

(a) Advertising, public relations and advertising contractor interests: -

Mike Ormond

32% Shareholder in Synrg Media Limited

10.4 % Shareholder in Learning Ireland

6.4% Shareholder in Irish Net Radio

Enda Murphy

26% Shareholding in Synrg Media Limited

8.4% Shareholding in Learning Ireland

5.2% Shareholder in Irish Net Radio

John Patten

Majority Shareholder in Media Link Limited

Garvan Rigby

20% Shareholder in Irish Net Radio

Kevin Branigan

20% Shareholder in Irish Net Radio

32.5% Shareholder in Learning Ireland (Digital Innovations Ltd.)

(b) Overseas interests: -

(c) Newspaper and other media interests: -

Sean Ashmore

7.1% Shareholder in East Coast Radio

East Coast Radio Limited

The local radio station for Co. Wicklow.

(d) Other interests: -

Mike Ormond

1% Shareholding in Comail

Various Properties

Enda Murphy

1% Shareholding in Comail

Garvan Rigby

50% Shareholder in Vibecom Ltd

Sean Ashmore

16% Shareholding in Bellscourt Limited

Niall O'Farrell

Majority Shareholder in Blacktie Limited

Various property interests

Patrick Stewart

Shareholder in the following companies: -

The Yard Digital Editing Facility

EC Steward

Massey Print Limited

Stewart Foil and Chromatics Limited

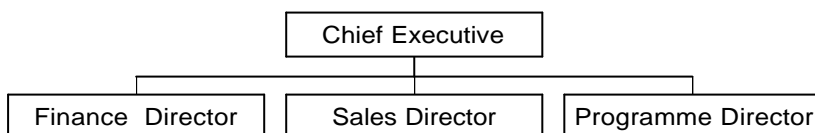
Prizebuy.com

4 b (vi) Exit Mechanism

The shareholders of Ainsrock Limited are committed to the project, and no specific exit mechanisms have been designed at this stage. Ainsrock Limited acknowledges that the transfer of shareholdings in radio companies is restricted and regulated by the Commission. It is accepted that any transfer of shares within, or outside of the company, is subject to approval from the Commission.

4 (c) Management Structure

(i) The management structure at Classic Rock 106.8FM will be set out as follows:



The ‘management team’ will consist of the Chief Executive, the Finance Director, the Sales Director and the Programme Director.

The management structure is designed to make it possible for the Chief Executive to respond to ‘needs’ in any area of the station’s operations, whilst remaining somewhat removed from the dozens or hundreds of routine tasks that are performed by the people working in each area. The structure will allow for the effective implementation of station policy and plans, whilst ensuring that a clear view of the overall status of the company as a whole is maintained.

The ‘management team’ will operate under a performance related bonus scheme, which will be linked to revenue, audience and company profitability.

The members of the ‘management team’ will have the responsibilities outlined below: -

The Chief Executive

The Chief Executive will report to the Board of the company and will be responsible for carrying out its policies. He will look after the day-to-day running of the company, implementing an agreed business plan. In particular, he will be responsible for the achievement of profit and sales budgets and audience targets. He will provide management accounts and other reports required by the board. The Chief Executive will be responsible for nurturing and developing the station’s team. He will be the principal spokesman for the company and will represent the Company at industry level. The Chief Executive will have overall responsibility for all staff appointments.

The Programme Director

The Programme Director will be responsible to the Chief Executive for all aspects of the programme output and for achieving the station’s audience objectives. He will have direct responsibility for recruiting and training presenters, journalists and programme support staff. He will ensure that programming meets the standards set out in our Programme Policy Statement in addition to ensuring that, at all times, programming meets the guidelines and codes laid out, from time to time, by the Commission. He will be familiar with audience research techniques and will monitor listener satisfaction. The Programme Director will liaise with the Sales Director in all matters affecting the content and ‘sound’ of the station, and with technical support contractors and staff to ensure the effective maintenance of studio equipment.

The Finance Director

With the support of the Traffic Manager, the Finance Director will be responsible to the Chief Executive for all financial activities, including invoicing, debt and credit control and management of the station's bank account. He will prepare monthly management accounts and annual budgets, liaising with other station executives as appropriate.

The Sales Director

The Sales Director will be responsible to the Chief Executive for the achievement of local (direct), national (agency) and NAR (Non-advertising Revenue) sales/revenue targets. He will have direct responsibility for recruiting, training and retaining high-calibre sales, marketing, promotional and support staff. The Sales Director will also be responsible for the creative excellence of commercial output (in conjunction with the Production Director). He will ensure that all times the IRTC's advertising codes and standards are observed. He will liaise with the Program Director in all matters that directly influence programming and with the Finance Director in relation to credit control.

4 (c) (ii) Detailed Profiles

Chief Executive Officer – Seán Ashmore

Seán was born in Dublin in 1970 and attended school at Synge St. and St. Mac Dara's, Templeogue. In 1988, Seán attended Ballyfermot College and successfully completed the Certificate in Presentation and Broadcasting Skills. Following this, he joined the then newly formed Horizon Radio as Production Manager. He was also involved in Presentation, Engineering and Management at Horizon Radio.

In November 1991 Horizon Radio and Easy103 merged to form East Coast Radio, and Seán joined the station as Production Manager. He was appointed Station Engineer in 1993 and Station Manager in spring 1994.

Seán was appointed Joint Chief Executive with responsibility for programming, administration and engineering, in 1994. He was appointed Chief Executive and Managing Director of East Coast Radio in spring 1998. East Coast Radio is currently the leading station in its franchise area.

During this time he also presented the breakfast show on East Coast Radio (from 1992 to 1998) and has also worked for Atlantic 252 in a presentation capacity.

Elsewhere, Seán has been a Director of Independent Network News since its formation in 1997 and currently acts as Chairperson of the organisation. Sean is a member of the DAB (Digital Audio Broadcasting) Forum where he represents the interests of IBI members.

He is an active member of Bray & District Chamber of Commerce where he sits on the executive council. As a member of the Wicklow Rotary Club, Seán has coordinated the Annual Youth Leadership Development Competition. He also sits on the FÁS Community Initiative Awards Adjudication Committee for South Dublin and Wicklow.

Seán holds a Diploma in advertising, is single, and lives in Bray, Co. Wicklow.

Programme Director - Declan Meehan

Declan Meehan was educated in Colaiste Mhuire, Parnell Square, Dublin, and worked in Production Planning with Rowntree Mackintosh (now Nestle) through the 70's.

He made his first radio broadcasts on Dublin hobby pirates in the 70's and first broadcast with RTE on Trinity College Radio in 1976. Declan was the first Breakfast Show presenter on RTE Radio 2 (2FM) at the time of the station's start-up in 1979.

Subsequent to Declan's broadcasting with RTE, he worked as a full-time presenter with Sunshine Radio and Radio Nova in Dublin during the early 80's. He then moved to the UK to work as a Producer/Presenter with London's Capital Radio, mainly producing the Music/Talk mid-morning programme.

While still in London, Declan rejoined RTE to produce and present music and talk programmes for RTE’s Dublin Millennium Radio, in addition to researching a weekly “London Report” for the Canadian Broadcasting Corporation. When Century Radio was established in 1989, Declan left RTE to present a daily drive time programme with the station, and later became Head of Music, programming the musical output of the station. After Century, he joined FM104 and later Radio Ireland (Today FM). Declan has also compiled musical questions for RTE TV programmes.

Declan is currently presenter/producer of East Coast Radio’s Mid-Morning Talk Show. He also presents and compiles many of the non-pop programmes on the station and also continues to broadcast at weekends with Today FM.

Financial Directore – John Mahon, FCA

John McMahon is a fellow of the Institute of Chartered Accountants since 1984. John brings 19 years of commercial experience at director level - with Meadow Freight Ireland Ltd. His role is to ensure that adequate financial resources will be available to the project and to establish and develop, as needed, the accounting and administration functions. John brings a wealth of experience to the project. John is currently Chairman and a founding shareholder in learning Ireland, Irelands premier educational on line resource.

4 (c) (iii) Company Policy in respect of:

- (a) **Management remuneration** will be determined by the Board (or sub-committee thereof). Rewarding excellent performance will be a priority and target driven remuneration packages will be given to each manager.

The details of management salaries and staff remuneration are in Section 4 (d)(ii)

- (b) **Employment contracts** will be issued to all staff upon commencement of employment with Classic Rock 106.8FM. Each contract will include details on:

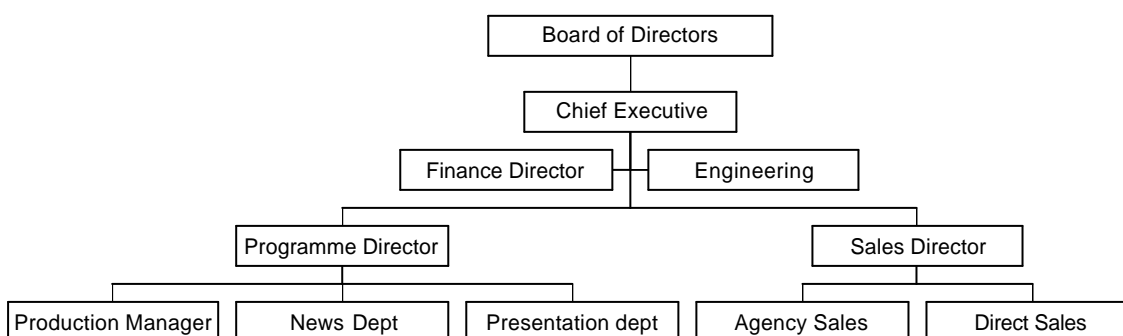
- Start date and terms of service
- Working Hours
- Job Description, responsibilities, and immediate superior
- Remuneration
- Performance review procedures
- Notice periods
- Confidentiality clause

- (c) **Share options**
Initially there are no plans for share options.

- (d) **Relevant financial and other commitments**
There are no plans for any other financial commitments for members of staff other than the remuneration levels set out in Section 4 (d)(ii).

4 (d) (i) Staffing Matters

Classic Rock 106.8FM will consist of 21 full-time staff and 5 part-time staff in the key areas of:



In establishing the station's staffing levels, Classic Rock 106.8FM is planning a total staff of 26. Classic Rock 106.8FM will be adequately resourced to staff the service at an appropriate level.

The station's staffing will be structured in a way that is clear and transparent to all involved, with key areas of responsibility, and with the chain of command, easily identifiable. Interaction amongst the station's team from all departments will be encouraged and facilitated through weekly staff meetings involving all members of staff. These meetings will be of a 'consultative' nature.

The structure outlined is based on 'best working practice' for medium sized stations. The positions to be staffed and salary details are set out below.

4 (d) (ii) The Salaries for all employees are set out below.

Management & Administration

1	Chief Executive	IR£80,000pa	Full-time
1	Sales Director	IR£60,000pa	Full-time
1	Programme Director	IR£40,000pa	Full-time
1	Production Director	IR£20,000pa	Full-time
1	Financial Controller	IR£25,000pa	Full-time
1	Traffic Manager	IR£16,000pa	Full-time

Sales / Promotion

4	Direct Sales Agents	IR£20,000pa & Commission	Full-time
1	Agency Sales Agents	IR£25,000pa	Full-time
1	Promotions Manager	IR£20,000pa	Full-time

Programming

1	Breakfast Presenter	IR£25,000pa	Full-time contract
1	Co-presenter	IR£15,000pa	Full-time contract
2	Daytime Presenters	IR£17,000pa	Full-time contract
1	Presenter	IR£16,000pa	Full-time contract
5	Weekend Presenters	IR£20,000pa (total budget)	Part-time contracts

News

1	Head of News	IR£25,000pa	Full-time contract
1	Broadcast Journalists	IR£18,000pa	Full-time contract

4 (d) (iii) Sourcing and Recruitment of Staff

Classic Rock 106.8FM has been working diligently over the past year to put in place the key personnel required for this project. Our Chief Executive, Programme Director, Finance Director and Sales Director are already in place. In addition to this Classic Rock 106.8FM has already identified a number of key on-air presenters, and where possible, these individuals have been named in this document.

For the remaining programming/news positions in Classic Rock 106.8FM, a combination of advertising, personal contacts and contact with Broadcasting Colleges/Universities will be used to recruit staff.

For the sourcing and recruitment of Sales and Administration staff, the company intends to use a Recruitment Agency, in addition to direct advertising to fill the available positions. Classic Rock 106.8FM is an equal opportunities employer.

4 (d) (iv) Industrial Relations Policy

Classic Rock 106.8FM intends to build a radio team that will work as one unit. In order to ensure that the members of staff are catered for in an appropriate manner, the following steps will be taken:

An employee handbook will be issued to all members of staff, outlining a 'grievance procedure', which will be followed in the case of a dispute.

Classic Rock 106.8FM acknowledges that the flow of decision-making and creative (and other) contributions within a radio station should not be just a one-way downward process. This will be reflected in the weekly staff meetings, involving all members of staff. Within this forum, and on a day-to-day basis, all members of staff, irrespective of position, will be encouraged to contribute to the station's growth. Classic Rock 106.8FM believes that such a structure and approach will facilitate the establishment of a cohesive unit within the station, where potential industrial relations issues will, in a lot of cases, be identified, addressed and resolved before they become matters of serious concern.

Classic Rock 106.8FM acknowledges the right of all members of staff to Trade Union representation, and will facilitate any member of staff in becoming a member of a relevant Trade Union for their position. Furthermore, Classic Rock 106.8FM will recognise all Trade Unions of which staff are members, or wish to become members.

Where it is the desire of the majority of staff, who are members of a particular union to be represented by their union for 'collective bargaining', Classic Rock 106.8FM will enter into negotiations for collective agreements, where possible.

In keeping with best Human Resources practice and to encourage an ownership culture, it is intended to operate a profit share scheme in which all staff will participate.

4 (d)(v)(viii) Pension Schemes, Training and Development Strategies

As the Broadcasting Industry advances, there is an increasing need to train personnel to operate state-of-the-art broadcast equipment and to research, produce and present high-quality programmes.

The current trend in commercial radio is largely to rely on the training organisations such as Dublin City University, Ballyfermot Senior College and Colaiste Dhulaigh to provide staff. It is also common practice to employ people working in pirate radio.

Classic Rock 106.8FM recognises the importance of a highly skilled workforce and plans to establish strongly focused training and development programmes aimed at increasing the level of specialised skills and knowledge possessed by members of the Broadcasting Community.

Before launch, Classic Rock 106.8FM will embark on a comprehensive training scheme with all members of staff, including one month of 'dry-runs' from our studios before transmission begins, for our programming and technical staff.

Classic Rock 106.8FM intends that all staff at the station will be developed during their time at the station.

Classic Rock 106.8FM also intends to carry out yearly reviews with all members of staff where performance during the preceding 12 months is evaluated, in addition to agreeing a pay structure for the coming 12 month period. Informal reviews, should they be required, will be carried out half-yearly.

In addition to annual reviews Classic Rock 106.8FM will fully acknowledge all relevant National Pay Agreements, where they exist. The company will also establish a pension scheme appropriate to individual needs.

It is Classic Rock 106.8FM's intention to participate in all industry schemes that may be organised from time to time (including IRTC initiatives). In addition to industry schemes, Classic Rock 106.8FM intends to conduct quarterly in-house training sessions, with qualified professionals, in areas of 'need' (see above).

Classic Rock 106.8FM also intends co-operating with semi-state training bodies such as FÁS in relation to assisting them in the shaping of their courses for the needs of the industry (and Classic Rock 106.8FM). This co-operation will also extend to facilitating members of such outside courses in work placement and 'on-location' training.

Classic Rock 106.8FM will also use the services of an external training consultancy, on a yearly basis, to evaluate the company's training needs.

Broadcasting Philosophy

5 (a) (i) Broadcasting Statement

Radio in the 21st Century has become more specifically focused. A great opportunity exists to create a brand new special interest radio station, broadcasting in the city of Dublin and dedicated to the needs of the city.

The music and programming, which Classic Rock 106.8FM proposes will respond to, reflect on and entertain in contrast to any other offering. Irrespective of the onslaught of changing technology and the consequential myriad of choices, radio and indeed Classic Rock 106.8 FM in particular, will remain unique in its ability to cater to the local community of Dublin.

The format that the station proposes will be unique too in its ability to be the most eclectic, the most democratic, the most daring and the liveliest of all formats.

5 (a) (ii) Programming Strategies

Classic Rock 106.8FM will implement a number of programme research strategies to produce the highest quality and commercially viable programming available in the market by means of: -

- The station's qualified team of journalists will research and compile the most effective news and current affairs coverage, by utilising sources including INN.
- The trade press will be a major source for research as regards music trends within broadcasting. Music, showbiz and general entertainment news can also be sourced through this means.
- Various charts will give an insight into what is popular among the buying public.
- The Internet will act as a prime source for research. The station will have 24-hour access to the Internet for programme research. Most of the available access will be free. However, the station will sign up to various organisations online for news and other general programme research.
- Focus groups and surveys such as phone and personal surveys will help determine what people want to hear with suggestions being used to compile programming. Also the station intends to issue research diaries in order to keep track of when people listen and when they tune out.
- Teletext, which is a useful source of information, will contribute another dimension to programme research.
- The station will rely on targeted demographic groups for suggestions and input on programme compilation.
- Staff meetings will create concepts, leads and facts for programmes.
- Production companies such as Unique and 21st Century Vox are available to provide programme concepts, strategies and information in addition to the production of programmes.
- Newspapers will be an integral part of programme research.

Programme Production

Programme production on the station will be the responsibility of the Programme Director who in turn is answerable to the Chief Executive. The Programme Director will rely on programme research as considered above, to implement relevant and commercially viable programmes. In order to produce these programmes, the Programme Director will be assisted by a Programming Consultant, Music Director/Manager (who will also be one of the on-air presenters), News Editor, Journalists, Presenters, Co-Presenters, Head of Production and other on-air and background programming staff. The station will have three recording studios available for use by the programming and production teams.

The station will set up a programme production panel consisting of researchers, on-air staff, Programme Consultant, Programme Director, Music Assistant, Production Director, News Editor and the Chief Executive.

The Programme Director will study research, as outlined above and will implement it into the station using on-air staff, jingles and "liners" produced in-house using material supplied by companies such as Brown Bag Productions. The production department will utilise "music beds" produced by such library music companies as Chappel music, KPM music and Carlin music.

The station will allocate an initial budget for producing its programming. As the station grows, this budget will be reviewed and assessed on a regular basis.

Initially, all of the programme service broadcast by the station will originate from the licensee's own studios (or outside broadcast facility) within the licence area. However, the station may broadcast a suitable chart show or live concerts/gigs originating from areas outside of its facilities at a later date, should the opportunity arise.

Quality control

On-air quality control will be the responsibility of Declan Meehan, Programme Director and Music Director/Manager, Garvan Rigby. The station will implement a number of quality control procedures, to provide the highest level of broadcasting within the market including: -

- *Programming book / manual* - this will be issued by the Programme Director outlining the broadcasting philosophy, mission, image and aims of the station explaining how this should be achieved. All staff, notably on-air staff, will be required to study this book before taking up their positions. As the station's 'bible', it will be available at all times for access.
- *Filing* - the station's Programme Director will ensure a proper filing system is set up to monitor sponsorships, competitions, winners, complaints and both listener and staff comments. Client comments regarding advertisements and sponsorships will also be placed in the programming files, in addition to those of the sales department.
- *Personal meetings* - a minimum of one 'Work in Progress' meeting will take place each week between on-air staff and the Programme Director.
- *Staff meetings* - a weekly on-air staff meeting will take place to review on-air content, presentation and general comments.
- *The Programme Consultant* will have regular one to one meetings with the Programme Director who, in turn, will brief the on-air staff.

- *Management meetings* will take place between all heads of departments every week, ensuring good communication and working relationships between different departments with special emphasis on sales and production.
- *The Programme Director* will sit in regularly at sales meeting to expand on the ideas and concepts of on-air advertising and sponsorships. He should help to develop the image of the station so as to ensure that the programming and sales departments are constantly aware of the corporate vision and goals of the station.
- *The Chief Executive* will monitor the quality control of the station, ensuring that a minimum of one formal meeting a week will take place between the Chief Executive and the Programme Director.
- *The Assistant Music Director, and a member of the on-air staff team, will assist The Programme Director with the music output of the station.* Music not agreed on by both parties will not go to air, therefore eliminating favouritism or bias on the part of one individual. This will ensure that the music department's decisions are objective.
- *Station logs* - these will be maintained for advertisements, music, promo's and other on air material, ensuring that all content goes to air, and on time.
- *Snoop tapes and spot checks* - these will be used to ensure compliance by on-air staff comply with station programming procedures and requirements.

Compliance with statutory and contractual programming obligations

This area will be the responsibility of the Chief Executive in consultation with the Programme Director. Also, similarly as discussed above, the use of staff handbooks or manual outlining obligations will ensure compliance, along with staff training and once a week staff meetings. Snoop tapes and monitoring of station logs will give the Programme Director (and the Chief Executive) the necessary material to ensure compliance of the statutory and contractual obligations. The quality control procedures as set out above will ensure the required standard.

5 (a)(iii) Programming Assessment

The station recognises that the success and effectiveness of the programming will be assessed by a number of methods such as:-

- The awareness created by Classic Rock 106.8FM in participating and making contributions to the important issues that directly affect the people of Dublin, such as in the areas of drug and aids awareness, health and relationship issues, educational issues and employment.
- The ability of Classic Rock 106.8FM to develop new talent both on and off air, along with other talent within the entertainment, media and music industries.
- JNLR - the Joint National Listenership Research will independently assess the stations programming success in statistical terms.
- In-house tracking will ensure regular and consistent assessment of the impact and effectiveness of the output and service of Classic Rock 106.8FM.
- Broadcasting awards for presenters, journalists and other individuals, programmes and features will highlight and publicly acclaim the consistency and quality of the station's programming.
- Volume of sales for sponsorships and advertising will help determine the success of the station.

5 (b) Programme Schedule

5 (b) (i) Main Programme Elements

The station proposes to base its main programming elements on research results, other similar rock focused stations worldwide and the professional experience of the Programme Controller, Music Director, Programming Consultant and the other members of the management team overseen by the Chief Executive. It is the ethos of Classic Rock 106.8FM to marry the ideals and pertinent issues of rock culture in Dublin with strong recognised radio format practices. The station has researched music extensively and will ensure that the best music will be programmed in accordance with the research compiled. It is also the goal of the station to actively target and recruit active listeners. The main elements of the stations programming will be as follows: -

- **Music News**
Many of our news bulletins will feature some music news with separate music news bulletins throughout the day. The stations new music shows, such as “Today’s Best Rock” (weekly on a Sunday), the evening specialist shows on Monday-Thursday nights and “Rock-around-the-table” (Sunday) will feature a large amount of music news and features. Specialist shows such as Planet Rock (alternative and modern rock) including the Smooth Awakening and Smoother Awakening (soft rock) on a Sunday will feature relevant music news within these specialist music categories.
- **Music Chart Show**
We propose to do a nightly classic rock review/chart nightly Monday-Thursday based on listener’s requests and station airplay. Classic Rock 106.8FM will feature an hour from the 70’s at 7pm; an hour of 80’s at 8pm and an hour of 90’s at 9pm.
- **Phone-ins**
Another extremely important element that will appeal to our listeners are chat shows with phone-ins. This will be broadcast every afternoon from 3-6 p.m. during our afternoon talk/music show. Listeners will have a chance to chat with studio guests or air comments.
- **Sport, Entertainment and Showbiz News**
Other features that appeal to our prospects include sport and entertainment news, all of which will be featured within the main hourly news bulletins along with separate bulletins for each of these three categories throughout the day.
- **Comedy**
Comedy will be featured throughout the day, especially in mornings and afternoons with comedy clips inserted throughout the broadcast day.
- **Chat Shows**
Chat shows with in-studio guests will feature in the stations programming. Our main chat show will take place from 3-6pm Monday-Friday with our afternoon presenter. It will be a similar show to that of Steve Wright on BBC Radio 2 with guest interviews and phone-ins mixed in with great classic rock. No other station in Ireland (national or local) airs a chat show at this time. The later part of the show from 5-6pm will focus more on traffic and travel along with previews of what’s on in Dublin for the night ahead.
- **This Day Then**
A look back at ‘this day’ in history. The station will feature news from today’s date from years gone by. What made it to the news, who was where, what songs were big and so on. This feature will be approx. 45 seconds long.
- **News**
News bulletins are the principle style of main news. It will have local Dublin content as its core element.

- **Motoring News**

“Hit the Road” will be a motoring news feature aired at certain times throughout the week featuring information on new cars, motorbikes, planes and boats and anything with a motor in it. It will be a fast paced feature running during selected shows.

- **Music Output**

The daytime music output of the station will feature great classic rock songs from the 60’s to 90’s. In the evening and at weekends, Classic Rock 106.8FM will include specialist music from within the rock genre.

5 (c) Programme Policy Statement

Classic Rock 106.8FM is the proposed new radio station for the Dublin market targeting 20-44 year olds in Dublin City and County with a male bias.

Classic Rock 106.8 FM has identified the gap in the market as discussed later in Section 6 under Market Analysis and therefore has based its programming on this analysis.

Classic Rock 106.8FM aims to be the most innovative, ambitious and energetic of all stations within the Dublin area and inspirational when it comes to music, news and sport, competitions and other areas of programming. The areas of music, speech, Irish language and other relevant programming ingredients are discussed in the relevant sections below.

At all times Classic Rock 106.8FM will strive for broadcasting of the highest quality both in content and presentation. To ensure this, there are certain quality assurance structures in place, which include a weekly management/programming meeting and continual reviews of all programmes by the Programme Director and regular in-house training. These structures are dealt with in the relevant sections.

All the programming aspects included in this submission will be included in the actual broadcasting of the station from day one. It is the view of the station that allowances for changes within the stations programming output will need to be reviewed continuously to keep up to date with broadcasting trends and listener expectations of the station, although the station sound will always be as outlined.

- **Music to Speech ratio**

Classic Rock 106.8FM fully intends to abide by and strictly enforce the 20% requirement for 'news and current affairs'. Based on this, the ratio of music to speech on Classic Rock 106.8FM is proposed to be 75/25 music to speech.

- **Percentage of speech proposed to be devoted to news and current affairs**

80% of the stations speech output will be devoted to news and current affairs

- **National, International and Local news coverage**

A proportion of the 20% news and current affairs output will be dedicated to national and international news. The majority of our news output will be devoted to local coverage.

On a local level our news output will focus on issues such as political issues, jobs, new city infrastructure, city events and main crisis news in the city and county of Dublin. Local Music, entertainment, and showbiz news will feature high in the news content of the stations output.

On a national and international level our coverage will be fast and cutting edge giving relevant coverage on topics such as Northern Ireland, how people are coping and surviving in Europe, jobs and grants for enterprise in Ireland along with daily crisis news relevant to our listeners.

Our own news team will source local news. The appointed news service provider e.g. INN will source national and world news

- **Current Affairs**

As part of the stations news and current affairs requirement we propose to programme a current affairs/talk/magazine show every day scheduled from 15.00-18.00 Monday. The show will feature current issues appealing to our listeners such as holidays, sport, housing and accommodation, new technology, sex and relationships and many other issues. The show will feature interviews, profiles on people, products and places and vox pops.

SECTION 5 – THE PROGRAMME SERVICE

News & Current Affairs Breakdown 24 hrs Monday-Friday

Time Zone	Local/National/International News/Sports Bulletins	News/Sport/Weather Headlines/Features/Profiles/Traffic & Travel	Jobfinder – What’s on/Vox Pops/Community Diary/Entertainment News/Reviews	Interviews/Reviews/Phone-ins/Lengthy Features/Discussions	Total Minutes per Broadcast Zone
0600-1000	4’00” x 4 = 16 mins	1’00” x 3 = 3	1’30” x 4 = 6		25 minutes
1000-1500	4’00” x 5 = 20 mins	2’00” x 2 = 4	1’30” x 2 = 3		27 minutes
1500-1800	4’00 x 4 = 12 mins			84 minutes	96 minutes
1800-2200	4’00” x 4 = 16 mins	1’00” x 1 = 1	1’30” x 2 = 3		20 minutes
2200-2300	4’00” x 1 = 4 mins				4 minutes
2300-0300	4’00” x 4 = 16 mins	2’00” x 2 = 4			20 minutes
0300-0600	4’00” x 3 = 12 mins			84 minutes	96 minutes
Total	96	12	12	168	288 min (4hrs 48 mins)

Speech output on station will be 25% - of this, News and Current Affairs will be 80%, which is 20% of total output.

- **Sports Coverage**

Classic Rock 106.8FM is committed to sports coverage. Classic Rock 106.8FM has negotiated the services of Irish sports personalities and journalists.

Classic Rock 106.8FM's sports coverage will fall into three main categories: -

- Sports news bulletins
- Sport news feature
- Sports results

- **Sports news bulletins**

Classic Rock 106.8FM proposes to broadcast a sports news bulletin every hour of the broadcasting day during weekday broadcast hours within our general news bulletins. The broadcasts will increase to twice an hour during morning and evening rush hours. At peak weekend times, such as Saturday afternoons, coverage will increase while it will scale back in off-peak hours such as late on a Saturday night. An average sports news bulletin will be of two minutes duration. Coverage of local games will be a priority; e.g. Dublin Teams' soccer matches.

- **Sports news feature**

Throughout the station's programming there will be various sports features such as 'On Location' with various individuals, teams and clubs. On 'In Profile' up and coming sports personalities will be featured regularly similarly to the manner in which Classic Rock 106.8FM's 'In Profile' on actors and pop acts will be featured. The daily talk program 'This Is It' will consist of various sports features, e.g. the behind the scenes excitement and hype of selected teams before Saturday's big games.

- **Sports Results**

As and when the sports results come in Classic Rock 106.8FM will promptly provide the latest results, primarily at peak sport times such as Wednesday and Friday nights and all day Saturday and Sunday. Classic Rock 106.8FM's nighttime shows might feature sports results for schools and colleges among other teams, a service not currently being programmed by the existing stations; e.g. the results of the Rugby Leinster senior cup championships.

- **Music Policy**

Classic Rock 106.8FM proposes to have a strict "real" music policy, that is to say music using real instruments such as drums and guitars. Pop music will not feature anywhere on the station. The music format will be classic rock music from 60's -90's although at times it will involve some other main rock music radio formats (at certain times during the week).

The predominant music style will be Classic Rock. Overall, the station could be described as a music station for those who love "real" music. This classic rock orientated music station will allow for other rock formats to integrate with classic rock such as mainstream rock, Irish Rock, Country Rock, Rhythm and Blues and Modern/Alternative rock combined to be the epitome of rock radio for Dublin. These music styles have specific appeal to a rock audience and will avoid a situation of trying to be an "all things to all men radio station" while still giving a good mix of different rock styles along with the predominant Classic Rock format.

About 90% of the station's music will be tried and tested classics and rock music from Irish charts or music from other parts of Europe or USA over the years, and the rest of the world as opposed to the practice of many existing stations to follow the Irish and UK charts only. Approximately 10% will be new music/the classics of tomorrow, allowing many new Irish artists a chance to get their music played which will mostly appear in specialist shows.

The total amount of songs within the station's music library at any one time will be in the region of 1500, in addition to specialist shows content. All playlists will be reviewed at an ongoing basis with the A1 category being reviewed daily.

The station will not play any music pre-1960 except for its specialist shows. As the years go on, the policy may be to drop certain years e.g. in 2005 the station may focus on 1965-2004, therefore, keeping the sound of the station up to date with population trends and so forth, as new demographics move into the station's target market, consequently appealing to the target demographic. Regular listener research as discussed above will test the appeal of specific songs, informing the judgement of the programme staff as to when the items should be dropped and new/recurring material re-introduced.

The music playlist clock will revolve in clockwise rotation each hour. However the playlist categories will shift to the right each hour in a 6-hour cycle so as to avoid repetition and predictability. There is an exception to A1 category songs here, which will stay in position. The reason for this is to build up listener expectations when they tune in at the two A1 scheduled times so that they hear the most popular songs at those times, which in turn will build up quarter hour listenership.

Play-list Categories

<i>Category</i>	<i>Description</i>
A1	The predominant music style will be Classic Rock. High rotation -The most relevant of the stations rock hits that adhere to the format. The big classics (approx. 50 for the week, airing 12 within the playlist a day)
A	Top 500 hits outside of the A1 list including smaller past hits or album tracks never released. Other national rock anthems from UK, USA or Australia etc
B	Re-current rock hits within last 2 years.
C	Millennium generation classic rock over 2 years, within 1990's.
N	New music from Ireland and all around the world (the Classics of tomorrow)

As outlined in the above table the predominant music style will be Classic Rock. Along with Classic Rock the station will play some new rock (the classics of tomorrow) modern/alternative rock that may be old or new, and mainstream rock.

Classic Rock

The Classic Rock format incorporates a range of rock music styles within this vast range. The rise of classic rock stations around the world in the 90's has come to represent a large section of music culture in almost every major western city. The following styles can be included here: -

- 60's vintage and psyhodelic rock
- 70's guitar and glam rock
- Stadium rock of the 80s

Modern/Alternative

The following music styles will be part of this category: -

- Alternative/indie/album tracks;
- Hard rock/metal; and
- Grunge/new age/modern folk/progressive rock.

Mainstream Rock

The following music styles will be part of this category: -

- Current adult alternative rock
- Mainstream top 40 rock
- Album tracks from mainstream rock artists

Indicative size and structure of the station's sample play-list Monday-Friday 6am-7pm.

Evening, nighttime specialist and weekend programmes will differ according to the show. However the basic structures will remain similar. The below chart is based on an average hour between 6am and 7pm.

CATEGORY	DESCRIPTION	TRACKS IN A CURRENT PLAYLIST	NUMBER PER HOUR	REPETITION INTERVAL	% OF MUSIC OUT-PUT (ROUNDED)
A1	Top classic rock hits (12 from weeks top 50 most appropriate will be selected daily)	12	2	Min 6 hours	17%
A	50 from the top 500 songs outside of the A1 category	50	6	10 hours	50%
B	Recurrent rock hits – 2 years	60	2	30 hours	17%
C	Classic 90's over 2 years old	300	1	12.5 days	8%
N	New releases/ classics of tomorrow	20	1	20 hours	8%
Total		442	12 (except 3-6pm)		100%

The station shall employ Selector or similar music playout system to vary mood and pace depending on time of day. The station would anticipate that even high rotation A1 hits would be played no more than twice during the broadcast period 6am-7pm, Monday-Friday.

Sample music play-list: -

U2- One

John Cougar Mellancamp – R.O.C.K. in the USA

The Who – Pinball Wizard

The Beatles- Twist and Shout

Paul Brady – Nobody Knows

Oasis – Roll with it

Asia – Heat of the Moment

Thin Lizzy – Whiskey in the jar

Toto – 99

Genises – Turn it on

Travis – Why does it always

Crowded House – Weather with You

Hothouse Flowers – Don't Go

Led Zepplin – Stairway to Heaven

Indigo Girls – Closer to fine

The Police - Roxanne

Chris Rea – Road to Hell

Gary Moore –Still got the blues

Dire Straits – Money for nothing

Simple Minds – Don't you forget about me

ACDC - Thunderstruck

INXS – Need you tonight

David Bowie – Modern Love

Pat Bennator – Love is a battlefield

The Four of Us - Mary

Del Amitri – Last to know

Pink Floyd – Another brick in the Wall

Bon Jovi - Always

Icehouse – Electric Blue

Bruce Springsteen – Tunnel of Love

The Cranberries - Linger

Reo Speedwagon – Can't fight this feeling

Rolling Stones - Satisfaction

Lynard Skinner – Sweet Home Alabama

Boston – More than a feeling

Van Morrison – Brown Eyed Girl

Santana – Black magic Woman

Elo – Mr. Blue Sky

Aslan – This is

Tasmin Archer – Sleeping Satellite

REM – Orange Crush

The Doors – Break on through

Songs in **bold** are Irish artists

Classic Rock 106.8FM is aware of the Commission's current recommendation of 30% of music output being of Irish origin.

Classic Rock 106.8FM proposes the Classic Rock format along with Mainstream/New Rock and Modern/Alternative Rock formats for the following reason. These three radio formats have been associated with music and music tastes of populations around the world from radio to MTV for decades.

Therefore Classic Rock 106.8FM, playing rock from the 60s to today, will be able to adapt to the current trend of rock music preferences, thus appealing to a greater audience, satisfying them and hence generating positive advertising revenue, enabling the station to prosper.

California-based music and radio consultant Guy Zapoleon defines Birth, Extremes and Doldrums as the three categories of the 10-year music cycle. If a station does not adapt to changing tastes it will suffer a ratings loss. Therefore, Classic Rock 106.8FM must allow for changes over a 10-year period. If the Classic Rock music format gives way to the extremes of alternative/modern rock and middle of road rock in early 2001-2003, the station must gear its programming to those needs of a new generation of people/listeners in Dublin perhaps playing a slightly edgier sound of rock.

"Tweaking" the format slightly to appeal to the right market will allow the station to move forward into the middle years of the cycle (birth) where mainstream rock will prosper. Then the station will adapt into the decade's end (extremes) where there will be a new music style/format that the population will want to identify itself with. During the doldrums country crossover artists have always been popular and this is where the station may tweak it's classic rock sound to feature country/rock crossover artists like the eagles.

An example of the birth, extremes and doldrums of the music cycle as outlined by Guy Zapoleon are shown in the Table below. Some artists have been changed making it adaptable to Irish trends.

	Cycle 1 (56-63) 1956	Cycle 2 (64-73) 1964	Cycle 3 (74-83) 1974	Cycle 4 (84-93) 1984	Cycle 5 (94-03) 1995-'96
Birth	Pop/rock/r&b	Pop/Rock/r&b	Pop/rock/r&b	Pop/rock/r&b	Pop/Rock/r&b
	Elvis, Chuck Berry, Drifters, Cliff Richard	Beatles, Stones, and the Eagles motown era	Fleetwood Mac, Eagles, Rolling Stones, Stevie Wonder	MTV; Eurythmics, Michael Jackson, Bruce Springsteen, Madonna, Whitney Houston	Backstreet Boys, Boyzone, Spice Girls, Brit-pop
Extremes	1960 Dance	1969 Acid Rock	1978 Disco Dance	1989 Rap/Funk/ Acid House	1998 Dance
	Chubby Checker, Little Eva	Hendrix, Cream, Led Zeppelin	Chic, Donna Summer, Bee Gees, (Punk/alternative begins)	Tone Loc, MC Hammer, 49'ers	Chemical Brothers, Fatboy Slim, Trance/Progressive House
Doldrums	1962 Chicken Rock & Country	1971/2 Soft Rock &Country	1979 A/C & Country	1991 A/C & Country	2001-002
	Bobby Vee, Bobby Vinton, Country Crossovers Johnny Cash, Patsy Cline	Helen Reddy, James Taylor, Country Crossovers John Denver, Anne Murray	Barry Manilow, Neil Diamond, Country Crossovers Kenny Rogers, Eddie Rabbit	Elton John, Billy Joel, Michael Bolton, Country Crossovers Garth Brooks, Billy Ray Cyrus	

- **Features and Documentaries**

Features and documentaries will play a relevant role in the overall programming of Classic Rock 106.8FM.

Features

Features on the station will include traffic and travel, station promotions and give-aways, comedy, jobfinder with advice on getting a job for people, listener comments and vox-pops, community diaries, reviews, entertainment guides and features and general news features as referred to in the news subsection above. Other features will include Classic Rock people, an in-profile look at well-known individuals in entertainment, sport and business. Classic Rock 106.8FM will also run a Classic Rock Time feature every hour of the peak broadcast day at approximately 10 past the hour. This will give community groups and local bodies a chance to promote their event, e.g. "Classic Rock time is 10 past 2 and time to remind you that today is national no smoking day". A certain proportion of these spots will also be sold to advertisers. These features are looked at in greater detail in the weekly programme schedule.

Documentaries

Classic Rock 106.8FM will create new opportunities for programme producers both in-house and external to develop interesting documentaries, e.g. a documentary on living and working in Boston as an Irish immigrant. Content would include a look at the resident Irish community, jobs, lifestyle, remuneration, accommodation and so forth. These documentaries will be short and concise so as to focus on quality rather than quantity and to hold the listeners' attention. This element of programming may be implemented within the first year after the listener base has been established.

Gaeilge

Aithníonn Classic Rock 106.8FM go bhfuil an Ghaeilge ag fás i mbeal an choitinn arís agus go mbreathnaíonn an t-aos óg uirthi mar nós "fáiseanta". D'oibrigh uimhir cháise ar mhaithe le seo:-

- Tá go leor cláir don aos óg as Gaeilge ar TG4 agus ar RTÉ.
- Tá níos mó leargas i dtimpeallacht miondóla le comharthaigh agus burlaí.
- Chuidigh dui chun cinn an t-aos óg i dtaisteal dóibh eirí níos tír-ghrách agus mothaíonn said gur chór go mbeadh fíu cúpla focail den teanga dúchais acu.
- Tá níos mó taistealai ag teacht go hÉireann atá ag tnuth go bhfuil píosa eolais ag an t-aos óg ar a dteanga féin.

Tá Classic Rock 106.8FM ag iarraidh cuid mhaith clár Ghaeilge a bheith ar fáil de bharr na réasúin roimh ré. Eagroidh an stáisiún na cláir Ghaeilge i dtreo áirthe a choiméadaigh an lucht éiste gearchúiseach agus spéiseach leis an scéal atá a thairiscint dóibh.

Beidh an "Classic Rock Domhnach" dátheangach leis an gcaint a chuir i láthair le chuid mhaith Ghaeilge i dteannta an Bearla gach thráthnóna Domhnaigh.

Bainfidh Classic Rock 106.8FM feighm as an dteanga Ghaeilge i rith roinnt stad cláir agus le linn fógraí freisin.

Molann Classic Rock 106.8FM comórtais bunaithe ar an dteanga Gaeilge a chur ar suil le duaiseanna, mar sin de a spreagaidh ár lucht éiste.

Tá Classic Rock 106.8FM ag moladh údarás clár Ghaeilge a bhronnadh ar Foras na Gaeilge gach seachtan.

Irish language

Classic Rock 106.8FM recognises that the Irish language is growing again in popularity and is seen as being "trendy" amongst young people. A number of reasons have contributed to this: -

- TG4 which has an extensive amount of music programming as Gaeilge as well as RTE.
- More visibility in retail environments with signs and packaging
- The rise in people travelling abroad has led them to become more patriotic and feel they should have a grasp of at least a few words of their own language.
- The increasing number of tourists into Ireland who expect people to know some of their own language.

Classic Rock 106.8FM wants to offer a certain amount of Irish language programming for the aforementioned reasons. The station will programme the language in a certain way that will keep our target audience keen and interested in what we are offering.

Classic Rock 106.8FM's Classic Rock Sunday will be bilingual, with the classic years of rock being presented with the inclusion of a specific amount of Irish along side the English language every Sunday afternoon.

Classic Rock 106.8FM will use Irish language during some station liners and promos.

Classic Rock 106.8 FM proposes to run competitions based on the Irish language with good prizes to encourage our listeners to get involved.

Classic Rock 106.8FM is proposing to commission Irish programming in conjunction with Foras na Gaeilge, with whom we have already held discussions. We understand the show will take the form of a weekly produced feature that is being produced in conjunction with the IRTC.

Classic Rock 106.8FM will also commit to using at least a phrase a day with it's English meaning to encourage listeners to develop even a basic grasp of the Irish language.

Classic Rock 106.8FM also proposes to develop the Irish Language through one of its side channels on its website. Classic Rock 106.8FM will develop an interactive 24 hour Irish language channel on it's website which will allow visitors to listen and learn the Irish language with English subtitles appearing on the player.

- **New opportunities for Irish talent**

There will be ample and ongoing opportunities for Irish talent on Classic Rock 106.8FM.

Talent in music

The station proposes to program new and existing Irish acts and musicians into its schedule at every opportunity that product is available. One of the first station promotions will be Classic Rock 106.8FM's Class Act promotion.

- **Class Act promotion**

This promotion will enable a school or college to have a top Irish rock act perform in their classroom or lecture hall. Later in the year we propose to implement the Class Act Phase 2 promotion in which the station will give a unique opportunity to a band, formed within a class, a chance to go all the way to the top. The station proposes to feature Irish acts throughout all its programming. Moreover, some shows programmed by the station will feature a selection of Irish music

- **This Is It**

Daily news/chat/magazine show, which, amongst its programming will feature profiles of new and old acts and information on getting started in the Irish music business allowing new talent to prosper.

- **Rock n’ through the decades**

Nightly interactive show involving Irish music reviews by guests and listeners mixed in with the best of Irish rock music.

- **Planet Rock**

A new music programme, featuring new rock and alternative music including Irish artists every Sunday giving up and coming rock musicians an opportunity to get airplay that pop stations won’t play.

Friday and Saturday nights will see the best in classic rock music featured, with a serious look at classic album tracks from years gone by on a Friday night and in a party atmosphere including Irish rock music where available on a Saturday night.

- **Rock around the table**

Two-hour Sunday morning programme featuring new and old rock music with features and interviews including the discussions and debates over issues relevant to the stations listeners allowing journalists and music critics a chance to be heard.

- **Classic Rock Sunday**

This bilingual (English-Irish language) show will feature classic Irish music throughout the show along with an airplay chart each week compiled from station airplay and requests throughout the week.

- **Talent in Drama**

As an adult focused music station, Classic Rock 106.8FM’s drama output will consist mainly of short drama clips such as comedy sketches that would appeal to this market. The station however proposes to associate itself with new drama and theatre groups through sponsorships, reviews and what's on guides.

Within the first year Classic Rock 106.8FM proposes to run a competition called ‘Reaching for the Stars’. This will offer a chance for listeners to audition for their own film in Hollywood with all expenses paid by getting school, college or work amateur drama groups to put together short plays within a certain time. The best segments of the plays will be aired on the breakfast show and judges at the end of the promotion will choose a winner.

This promotion will encourage people to become involved in producing their own dramas while generating a new source of entertainment for listeners.

Talent in Entertainment

The station intends to offer an array of opportunities for new and existing talent within the broad Irish entertainment sector. We anticipate that there will be areas of involvement for a vast number of musicians, promoters, music producers, comedians, music journalists, record label executives and owners to have an opportunity to air their talents and/or products on a new specialist rock orientated station. This will occur through: -

- Musicians will be given ample access to Dublin’s airwaves allowing perhaps the next U2 or Cranberries to be created. With most stations now focusing on Irish pop artists, people seem to have forgotten Irish rock artists. Not Classic Rock 106.8FM.
- Music producers will be given the opportunity to produce library music for commercials and music beds along with theme tunes and jingles for the station.
- Giving concert promoters, especially up and coming promoters the opportunity to promote and publicise their events through gig guides, station sponsorships, profiles and gig reviews.
- Comedians will have an unrivalled opportunity to display their talent through our various purchased comedy clips and in-house produced sketches. We are also proposing to schedule the Classic Rock Joke-off promotion to give people an opportunity to air their comedy talent with a chance to go "all expenses paid" to the annual Murphy's comedy festival in Kilkenny, while also promoting the event.

- Music journalists will be given the facility to air their views and criticise new music on the stations various music review shows, which will be commissioned on a freelance basis. These journalists will also play a large part in music documentaries.
- Record label executives and owners of independent labels will have the opportunity to have their own label's music played on air, as already mentioned above in 'new Irish music'.

General areas of production

Opportunities will exist for researchers, music presenters, co-presenters, news presenters, background studio crew, telephonists and producers within the radio station, giving a new generation of broadcasters and behind the scenes people an opportunity to participate.

- **Purchase and Sale of Broadcast Material**

Classic Rock 106.8FM plans to purchase and sell various elements of its broadcasting schedule. However, much of this will develop over time as the station develops its programmes, reputation and brand.

Purchases

Classic Rock 106.8FM plans to purchase some of its programming from various organisations and independent companies. Some of this material will be purchased immediately while others will be purchased after the initial start up period when the station assesses its position within the market.

Most news content, notably national and international news, will be purchased on a rip and read basis from INN (subject to successful negotiation of a contract) and read by the station's in-house news team. Most local Dublin news will be compiled from the station's in-house news department.

The station will purchase documentaries and features/profiles from Unique broadcasting services in London on an international level while local features and documentaries will be purchased from 21st Century Vox in Dublin depending on product. Unique broadcasting services will also supply showbiz, entertainment and music news on a daily basis.

The station plans to purchase Irish gigs and material from bands, venues, labels or agencies and broadcast live programming from various clubs and venues, which would contribute to the overall brand sound. The station also proposes to buy pre-recorded concerts from production companies, which in turn would air on the station. Classic Rock 106.8FM also intends to purchase material from other local stations, which may have access to artists, actors or other public figures and places or items of interest.

Sales

Classic Rock 106.8FM plans to sell broadcast material produced by the station to other local stations, such as music features on Dublin artists and places of interest to stations outside the Capital.

The station considers that as the global village gets smaller there will be more opportunities to sell features and documentaries to international broadcasting companies, although it is recognised that it may take some time to build the station's reputation as a broadcasting service.

- **Presentational Style**

While the content of our programming is important, so is the way that we will present our programmes. The presentational style of the station will be like no other licensed commercial, community or RTE station. The style can best be described as being: -

- Authoritative yet fast paced not only in the evenings but all throughout the stations' programming day.
- At Classic Rock 106.8FM the presentation team will not affect mid-Atlantic accents, expressions and intonations that have existed within programming in the past. They will also be familiar with the Dublin region given that they all live in the area.

- Presenters will talk to and with their audience and at them. The presenters will communicate to them as one of their own.
- The station will implement a personality driven presentational style thus creating active listening from the desired audience getting to know the presenters, giving easier top of the mind awareness. Station research has indicated that personality presenters are preferred by prospects.
- News, sport and current affairs will be presented in a mature and relaxed style, yet authoritative in order to inform and entertain the audience in a style that will be creative.

New Forms of Radio Broadcasting

There are a number of new broadcasting concepts that the station will propose, embracing many ideas, which have been proposed and initiated by the promoters since the group formed in 1995. The technical aspects of new broadcasting forms have been covered elsewhere. From a programming perspective the station proposes the following:

- **Now News**
The news will be presented at 8 minutes to the hour unlike all existing stations, which broadcast news at the top of the hour (with the exception of Lyric FM). The concept is that we will give Dublin listeners a choice of when they receive their news and that we'll broadcast the news first in Dublin. When the other stations begin their news bulletins, Classic Rock 106.8FM is back to the music.
- **Stadium Rock**
Live music concert aired each week for 1 hour at 6pm on Sundays with the sound and feel of a live event in your living room or car.
- **A nightly top Music chart countdown**
We will provide a full chart show each weeknight, (Mon-Thur), with the top songs from the 70's at 7pm, top hits of the 80's at 8 and the 90's at 9pm, as opposed to non stop current hits or love songs provided by existing stations at that time of the day.
- **Irish Language liners**
Selected station liners/voice-overs will feature use of the Irish language.
- **Promotions and competitions**
Classic Rock 106.8FM has lined up some of radio's most innovative competitions for our listeners with competitions such as the bunch of 5s and the class act contest.
- **Interactive Requests**
During "the soft rock" show from 11pm-3am, listeners will be able to select songs from our playlist, choose the time and day for it to be played, insert a message; press select and then insert an email address for a friend. An email will be sent to the friend letting them know that a request will be played for them at the particular day and time. At the requested time the song and/or dedication will be played.
- **Internet**
The station proposes to actively use the Internet to webcast it's output and develop a comprehensive website using side channels to stream additional content to web listeners only, such as an Irish language channel and additional specialist rock channels. Classic Rock 106.8FM's promoters have spent months researching and developing an Internet strategy and are fully aware of the DMCA and other pending international laws regarding webcasting. The website will also list all jobs, gigs and other information advertised or announced on the station. It is the intention that the website will be an extra revenue source using technology such as ad insertion to gain NTR (non-traditional revenue).

- **Digital Broadcasting**

Classic Rock 106.8FM will fully support the development of a digital multiplex for Dublin City and County. We feel that the advent of Digital Broadcasting in this country will bring increased choice for the listener and will significantly change the manner in which broadcasting operates. Classic Rock 106.8FM will be actively involved in this process when an official policy has been formulated. Classic Rock 106.8FM's proposed Chief Executive is presently a member of the National DAB forum which represents all aspects of the industry.

Future Developments in Irish Broadcasting

Classic Rock 106.8FM views the area of training as significant for development in Irish Broadcasting.

As the Broadcasting Industry advances, there is an increasing need to train personnel to operate state-of-the-art broadcast equipment and to research, produce and present high-quality programmes.

The current practice in commercial radio is largely to rely on training organisations such as Dublin City University, Ballyfermot Senior College & Colaiste Dhulaigh to provide staff. It is also common practice to employ people working in pirate radio.

Classic Rock 106.8FM recognises the importance of a highly skilled workforce and plans to establish strongly focused training and development programmes aimed at increasing the level of specialised skills and knowledge possessed by members of the Broadcasting Community.

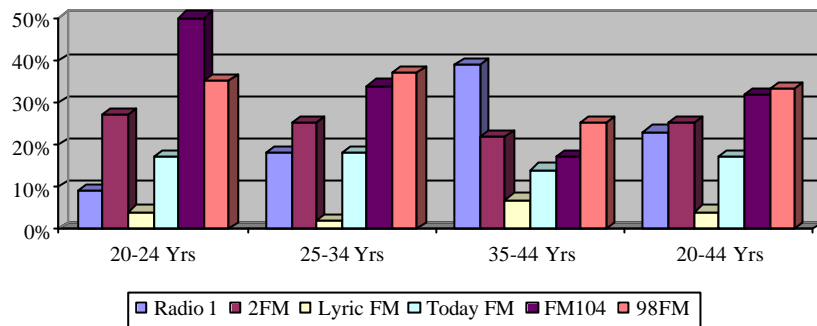
One of our directors, Kevin Branigan, has been a lecturer in Radio and Media Studies at Griffith College for four years. Kevin has also operated training courses in Radio Broadcasting under the auspices of The Dublin Media Centre for the past four years. Many of the students of The Dublin Media Centre have progressed to working for such organisations as FM104, Today FM, East Coast Radio and RTE.

Classic Rock 106.8FM intends to devise a series of training programmes. We plan to roll these out on a continual basis.

6 (a) Analysis of Existing Market Place

The radio audience in Dublin is the most competitive in the country. It is also the most important market for advertisers. The average weekday listenership for All Radio is 86% with people tuning in for an average of 4 hours per day. The three local stations, FM104, 98FM and LiteFM compete with the national stations, Radio 1, 2FM, Lyric FM and Today FM for a share of audience and advertising revenue.

Dublin Average Weekday “Yesterday Listenership”

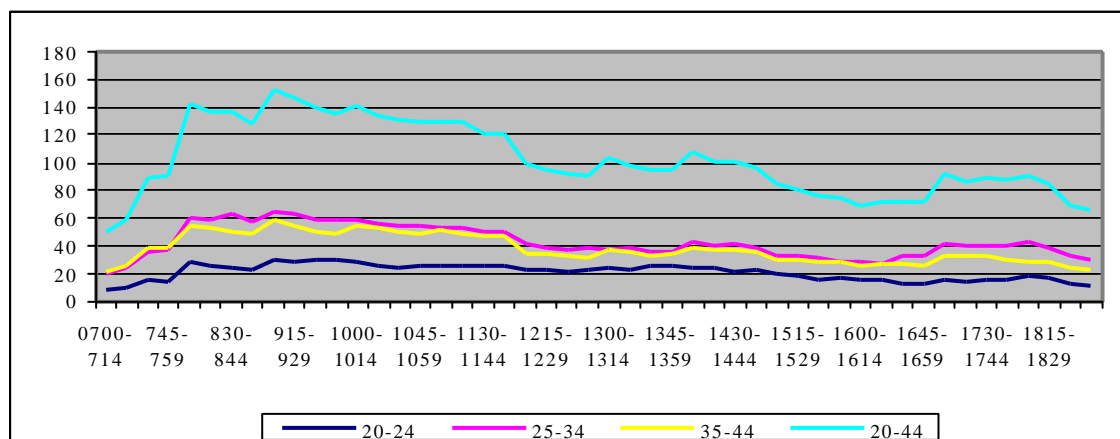


Source: JNLR 1999/2000 (excludes Lite FM data)

FM104 and 98FM are the market leaders amongst 20-44 year old listeners with FM104 serving the younger end of the market 20-24 year olds and 98FM the older listeners 25-34 years. Based on the interim JNLR Report, Lite FM is a strong contender for the 25-44 market with a listened yesterday figure of 24% (a full comparison using Lite FM cannot be made until 6 month figures become available).

There is no homogenous 20-44 year old age group. This demographic is made up of three sub groups: 20-24 year olds, 25-34 year olds and 35-44 year olds, all with different listening patterns and requirements. FM104 is Hot Adult Contemporary (HotAC), 98FM is Adult Contemporary (AC) and Lite FM is Middle of the Road (MOR). This results in different age groups falling into different categories: 15-24 HotAC, 25-34 AC and 35+ MOR.

Dublin Listenership by Age – All Stations



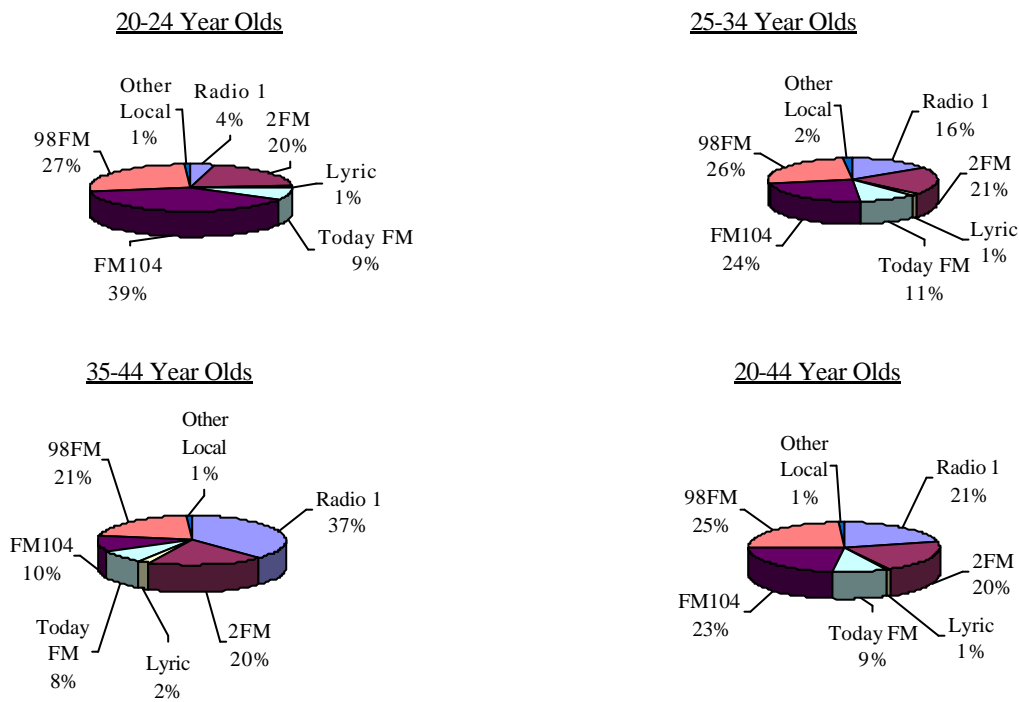
Source: JNLR 1999/2000 (excludes Lite FM data)

SECTION 6 – MARKET ANALYSIS

The above chart indicates the current potential listenership across the day against the main age groups. The combined 20-44 year olds have the highest listenership figures across the day peaking during 800-1000 and 1700-1900. This would indicate people tuning in during drivetime periods – on the way to, and home from work, with listenership levelling off across the day. The smaller sub groups are practically identical with an even listening pattern across the day rising in drivetime periods.

Whilst a new station will fragment the current radio market by offering more choice to existing listeners, it can also grow the market. 85% of all 20-44 year olds listen to Any Radio station in Dublin, with 55% listening to Any Local station. This shows the potential for Classic Rock 106.8FM to grab new listeners who listen to music through other means such as cd's, pirate radio, satellite and foreign channels.

The latest available 12 month market share across the age groups is as follows:



Source: JNLR 1999/2000 (excludes LiteFM data)

FM104 clearly has the highest share for the younger market 20-24 year olds. 98FM holds the market for 25-34 year olds with FM104 a close second and Radio1 holds the older age group 35-44's. 2FM is steady across all demographics averaging 20% market share with TodayFM performing best against 25-34 year olds. Overall for 20-44 year olds, 98FM has the highest market share at 25%.



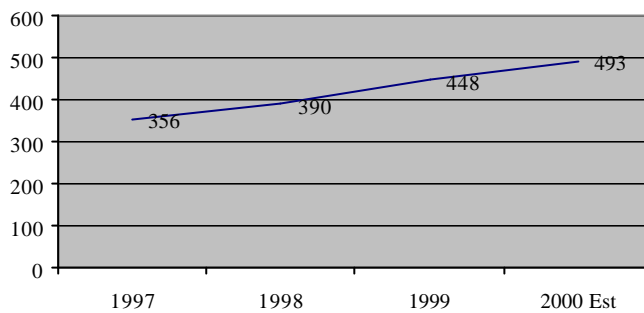
Source: JNLR 1999/2000 (excludes LiteFM data)

The above charts show the latest market share figures for Male and Female demographics. The male market is dominated by Radio 1, which is attributed to by its specific male programming. FM104, 98FM and 2FM are a close second. These stations would represent Dublin’s main music stations. TodayFM follows on 10%. The female market is quite similar with Radio 1 leading followed by 2FM, 98FM and FM104. TodayFM loses market share against this audience, their core audience being male.

6 (b) Demand and Potential for the Type of Service Proposed

It is currently estimated that the Dublin radio advertising market is worth circa. £15 million annually. In the present healthy economic climate, advertising investment has been growing steadily and it is anticipated that this trend will continue.

Growth in Advertising Spend – All Media



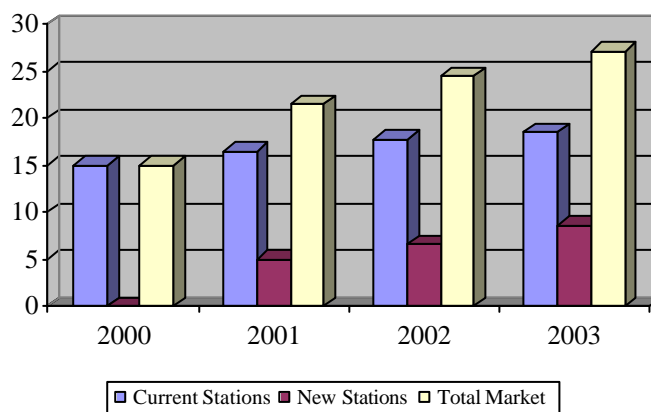
Source: IAPI Adspend

Over the last few years the growth in advertising has far outreached GRP. Telecommunications, recruitment advertising and Internet advertising (ISPs) have aided this. It has also been driven by rate card increases, audience fragmentation and new media. It is predicted that advertising spend will increase by a minimum of 10% in 2000. This level of growth is predicted for the following two years. This will put the Dublin market at a value of £16.5 million approximately for 2001 for current Dublin stations.

As this level of growth is expected to continue, it is anticipated that the established stations, FM104 and 98FM will expect revenue increases of circ. 10% in 2001, dropping for 2002 and 2003 with new stations stealing revenue.

Given these expectations it is anticipated that the new stations, Lite FM, Spin and the new Dublin licence should be able to attract combined revenues of £5 million in 2001.

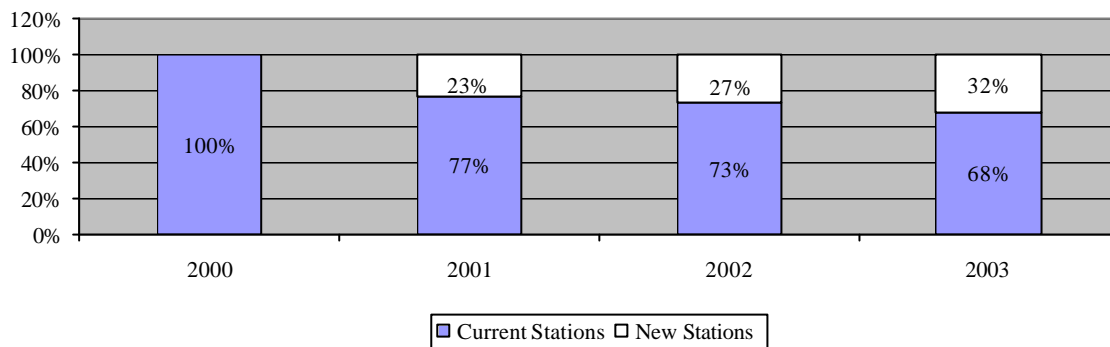
Predicted Growth in Dublin Radio Advertising Market



It is anticipated that in Year 1 the new stations combined will help grow the overall revenue base by 41%, with existing stations growing by 10%. In Year 2 whilst the new stations combined will grow by 32% the total market will increase by 13%. In Year 3 it is predicted that the new stations will grow by 30% to £8.6 million. By the end of 2003 the market will be worth circa £27.1 million with an 11% growth over the previous year.

From having a current combined 100% of the market it is expected that the combined share of advertising revenue achieved by current Dublin stations will fall to 68% by the year 2003. Whilst this represents a drop in market share their revenue will increase by approximately 19% over the corresponding period.

Dublin Radio Advertising Revenue – Projected Market Share



Market Research

Target Audience – An Overview

Our research has indicated a sizeable opening in the Dublin marketplace for the type of service we propose. The age group we propose to service, 20-44 year olds male bias, is not currently well served in its desire to hear differing musical genres. At present, the three commercial stations in Dublin, namely 98FM, FM104 and LiteFM, all purport to cater for this age group.

While rock music of varying quantities is played on these stations, there were strong indications that it did not satisfy regular listeners and fans of this musical genre on a day-to-day basis. Despite being popular, the major stations were faulted on being too repetitive and bland on many occasions. Their music choice was thought to be somewhat limited by way of variety. None of the current franchisees in the Dublin market could offer a comprehensive service to fans of the rock music genre. There are an increasing number of unlicensed and non-terrestrial options for these people including internet radio, satellite radio and unlicensed, “pirate” radio. In this regard, Dublin is disadvantaged when compared to larger urban centers around the world.

Research conducted by Classic Rock 106.8FM amongst advertisers showed concern that, in fact, the differentiation between the stations was a bit thin - FM104, 98FM, Today FM and LiteFM were regarded as being very similar. Radio 1 was seen as having an older bias due to their programming content. Interestingly, our research clearly shows that the average person actually appreciates, and has a much wider musical vocabulary than any of the current radio channels offer.

When the concept and programming plan of Classic Rock 106.8FM was read out to the respondents, interestingly not only regular rock fans expressed a keen interest, but regulars of 2FM, FM104, 98FM, LiteFM and Today FM were also enthusiastic about the new station.

Study of research on public demand

In order to provide a solid platform to develop these proposals, two separate market research studies were performed in preparation of this application. The first study was carried out amongst consumers and potential listeners and was based on a sample of 220 adults, between the ages of 20-44 in the greater Dublin area. An additional study was aimed at the advertising community. In-depth questions formed the basis of these studies.

The objective of the study was to assess the demand for a new Classic Rock radio service in the Dublin area aimed at the 20-44 year olds.

220 interviews were completed in total with adult's aged between 20 and 44 who had listened to the radio within the previous 7 days. Quotas on respondents' age, gender and socioeconomic grade were achieved as follows:

Male	110	20-34	110
Female	110	35-44	110

In the course of the interviews, excerpts from 11 different music tracks were played to respondents and their reactions were obtained to each one in turn. The order of playing was rotated evenly across the sample to eliminate any trial order bias. This comprehensive music-research study revealed a large amount of appreciation for music genres including Classic Rock, Alternative Rock, Indie-music, and Irish music.

Tabulation of results

81% of the sample listened to some radio every day. There were no differences between the two age categories. Slightly more males listened than females. There were virtually no differences between the social classes.

Listeners did not confine themselves to only using the radio at home – both the car and the place of work were places that the radio was turned on. Home was more important overall - 73%. To males, the car was more important – 69%. 32% said that they would listen to the radio for more than 3 hours per day. 21% thought that they listened for under an hour. Over 40% of the 3 + hours said FM104 was the station they listened most often to. 47% said 2FM was their station of choice.

*Type of question asked as part of research****Which radio station do you listen to most often?***

The older age group were slightly heavier listeners than their younger counterparts – 55% v's 35%. 37% of the sample claimed FM104 was their station of choice. Males were slightly more likely to listen to FM104, 98FM & TodayFM than females – 49% v's 40%. ABC1 social classes were also heavier listeners than C2DE social classes.

Opinion of station listened to most often (1-10)

Taking the four radio stations listened to most often FM 104, 98 FM, Radio 1 & 2 FM , the mean average scores given were: -

FM 104	8.18
98 FM	8.03
Radio 1	7.06*
2 FM	7.96

* Radio 1 listeners appear to change channels more often than listeners of other stations.

Rating the new station concept

Respondents were introduced to the concept of the new radio station and asked how appealing it would be to them.

“It is proposed to introduce a new radio station for Dublin. The station will broadcast Classic Rock aimed at a wide audience, specifically tailored for the adult population of the greater Dublin area. The station will be primarily music led and music will consist of a mix of styles including tracks from the 1960’s to the present interwoven with Irish material, traditional and contemporary”.

How much would this new radio station appeal to you?

On a five- scale question 1-5 the mean average score are as follows: -

FM 104	- receives 4.64 rating
98 FM	- receives 4.27 rating
Radio 1	- receives 4.19 rating
2 FM	- receives 4.52 rating

These scores illustrate that the target market, irrespective of what station they would normally tune into, are extremely interested in a new radio station which has a broad mix of programming as described above.

The marginally inferior rating given by Radio 1 listeners is attributed to the low priority attached to music in what is essentially a talk radio format. Anyone who has music as a priority, but is repulsed by current chart POP, is to some extent a musical refugee, and is a prime prospect for Classic Rock 106.8FM.

Assessing potential demand from the Advertising Industry

A survey was conducted amongst the top 20 ranked radio-buying agencies in Ireland. To this end, Media Directors, Radio Planners and Buyers were polled as to their opinions with regard to radio, audiences, and advertising spend. Equally important were the views of the top 20 ranked advertisers in Ireland and they were also polled for their views to assess their views of radio in general, radio in Dublin and their views on a new Dublin radio station proposition playing Classic Rock. A number of relevant Dublin based local advertisers – (entertainment, leisure, hotels and grocery) were also surveyed to assess their views on the relevance of the current offerings, with a view to monitoring their views on the entry of Classic Rock.

1. ***Please rank the following stations which, in your opinion, currently serves Dublin 20+ listeners best***
 - 1 FM104
 - 2 98FM
 - 3 2FM
 - 4 Radio 1
 - 5 LiteFM
 - 6 Today FM
 - 7 Lyric FM

The top three choices were significantly ahead of the remaining stations. As to the reason for their preference, radio buyers did not hesitate in citing JNLR listenership data as a definite deliverer for this target audience. Some felt that 2 FM had a broad range of programming which would appeal to a large number of people. TodayFM featured well, with respondents obviously feeling that as a station it has some appeal for the 20+ age group. The three main radio stations rated by a sample of Dublin-based local advertisers mirrored those that the media buyers and national advertisers ranked.

2. ***Please rank the following stations which, in your opinion, currently serve advertisers best for reaching Dubliners aged 20+***

- | | |
|---|----------|
| 1 | FM104 |
| 2 | 98 FM |
| 3 | 2 FM |
| 4 | Today FM |
| 5 | Radio 1 |
| 6 | Lyric FM |

Radio buyers believe that RTE Radio 1 serves the advertiser best for reaching a 35–50 Dublin adult audience. However, there was only a marginal difference between 98FM and 2FM for second and third place. FM104 polled in first place for the 20+ age group.

National advertisers ranked the top 2 stations as Radio 1 and 2 FM. This time 2 FM came out slightly on top with Today FM and 98FM being much more closely aligned.

3. ***Is there currently enough of a distinction between stations operating in the Dublin franchise area?***

Primarily evenly split between, it was indicated that FM104, 98FM and LiteFM were not significantly dissimilar, with 2FM being seen as too similar to all of these in terms of music content. Most saw that Radio 1 and Today FM had an older bias due to their programming content.

The majority of local advertisers felt that there wasn't enough of a differentiation between the stations.

4. ***The 20+ Dublin Adult market is currently well catered for within the current mix of radio stations. Do you agree / disagree?***

The majority of radio buyers believe that the Dublin 20+ adult market is catered for, but that there is a large niche for a new, vibrant alternative to the existing operators.

5. ***Do you think that a listenership/advertising market exists for any of the following style of stations within the Dublin region targeting 20 to 44 year old Dublin adults seeking to hear Classic Rock.***

A dedicated country music based station – 78% of respondents said no. A music driven rock station featuring classic songs from the 60's to today with relevant lifestyle elements, news and chat – almost 75% said yes. Significantly, the majority of national advertisers did not feel that a dedicated country music station would be a suitable offering to Dublin adults.

6. ***The 20 – 44 age group represents 47% of the Dublin adult audience. How important is it to you to deliver this demographic ?***

All respondents polled believe that reaching a 20- 4 Dublin adult audience is important or very important.

7. ***Given the positive changes in the Irish economy, the importance of this age group will increase over the next 5 to 10 years. Do you agree / disagree?***

Respondents believe that this age group will continue to increase in importance as an audience to reach. No one strongly disagreed with this proposition.

8. *What percentage / proportion of your agency’s advertising expenditure is spent on radio?*

Over half the radio buying respondents allocate just under 15% of agency ad spend on radio with a minority of respondents allocating 25% of agency spend. To over half the radio buying respondents, the 20+ Dublin adult audience is very important and to local advertisers, targeting this group accounts for up to 85% of their advertising budget.

9. *What percentage / proportion of your agency’s radio advertising expenditure is directed at the 20+ target age group?*

While up to half of radio buyers would not disclose or didn’t know a precise percentage that they would allocate to a 20+ age grouping, a full one third allocated a very significant 42–53% of total radio spend to this sector. A quarter of respondents allocated 20–25% to a 20+ adult radio listener. Advertisers perceived that the 20+ target age-group were also an important sector with nearly all of the respondents saying that they accounted for over 50% of radio budget allocation. To the advertiser with the smaller budget, radio is more important than for the advertiser with the bigger pocket. Local advertisers tend to allocate at least 50% of their budget. Not unnatural for local Dublin based advertisers, this group agreed strongly that delivering this audience was important for their brands.

10. *What type of advertiser / client do you think would support this station?*

Large household purchases, cars, travel and holidays were also cited. The area of financial investment, pensions, life assurance, etc. was listed by one third of respondents as potential advertisers.

The characteristics of the intended audience for Classic Rock 106.8FM have been defined and discussed in the previous section. The level of research already undertaken has given a powerful endorsement to the opportunity, but our knowledge of the recent history of radio station launches (and re-launches) has conditioned us to a cautious approach when estimating anticipated market penetration and sales revenues. It is of particular concern to us that Classic Rock 106.8FM should “get it right the first time” and make an accurate impression on the market from day one, rather than be faced with substantial and costly re-alignments due to a real or imagined failure, to generate a balanced and realistic opinion in the market of the radio station in its formative years.

6 (c) Anticipated Performance of Service

In order for Classic Rock 106.8FM to achieve sufficient share of this potential revenue it will be essential that a significant share of the listenership amongst the 20-44 age group be delivered to advertisers.

6 (c) (i) Target Audience

The target audience for Classic Rock 106.8FM is Dublin Adults 20–44, with a bias towards males.

The reason for targeting this demographic is that the 20-44 year age group in Dublin City do not presently have a choice in this particular musical genre. The existing stations do from time to time offer certain tracks from the classic rock format but do not offer the listener the opportunity to listen to classic rock songs all the time. Traditionally many of the bands featured on classic rock have a male bias as far as their fan-base is concerned and because of this we feel that our listenership figures will demonstrate this.

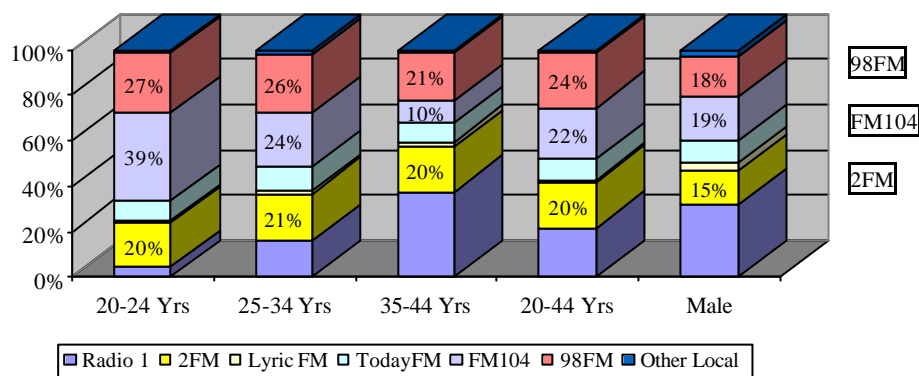
Classic Rock 106.8 FM intends to super-serve the 20-44 year old demographic with a bias towards males and provide Dublin listeners with a real alternative and specialist music- driven radio station.

6 (c) (ii) What will Classic Rock 106.8FM achieve?

The latest profile of market share for Dublin’s music stations are as follows:

- FM104 has highest market share for 20-24 year olds with 39%, 98FM 27%, 2FM 20% and TodayFM 9%
- 98FM has 26% of 25-34’s, FM104 24%, 2FM 21% TodayFM 11%
- Amongst the older age group 35-44’s 98FM has 21%, 2FM 20%, FM104 10% and TodayFM 8%
- 98FM has 24%, Fm104 22%, 2FM 20% and TodayFM holds 9% of 20-44 year olds
- Amongst Males FM104 has 19%, 98FM 18% 2FM 15% and TodayFM 10%

Profile of Market Share – Current Position



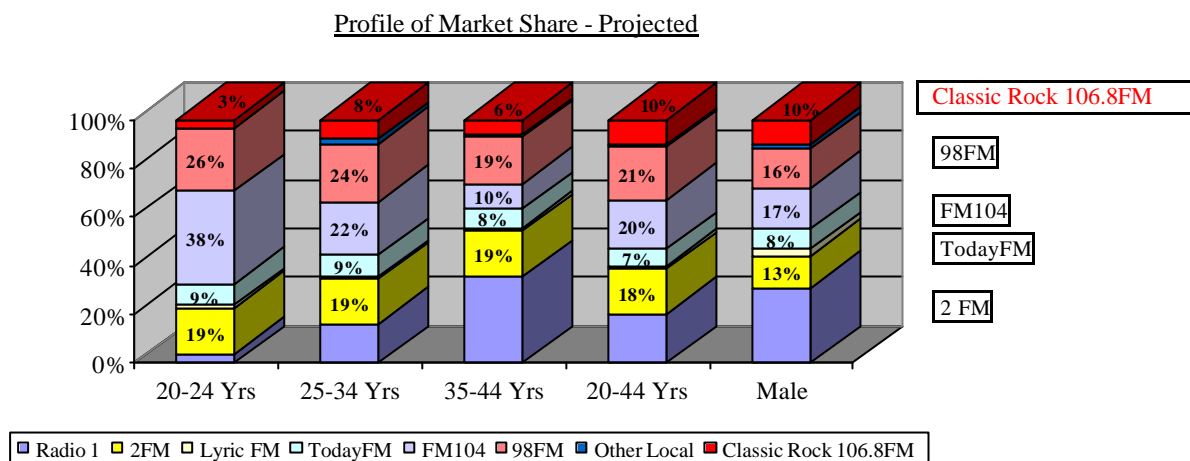
It is projected that Classic Rock 106.8FM will achieve the following market shares in Year 1:

- 20-24 years - 3%
- 25-34 years - 8%
- 35-44 years - 6%
- 20-44 years - 10%
- Males - 10%

The new market share profiles at the end of Year 1 will then be as follows:

- 20-24 years - FM104 will drop 1% to 38%, 98FM will drop 1% to 26%, 2FM will drop 1% to 19%
- 25-34 years - FM104 drops to 22%, 98FM drops to 24%, 2FM drops to 19%, TodayFM drops to 9%
- 35-44 years - Radio 1 will drop 2%, 2FM will drop 1%, 98FM will drop 2%, Lyric will drop 1%
- 20-44 years - FM104 dips to 2%, 98FM dips 3%, 2FM dips 2%, TodayFM dips 2%, Radio 1 dips 1%
- Males - RTE drops 1%, 2FM drops 2%, Lyric drops 1%, TodayFM drops 2%, FM104 drops 2% and 98FM drops 2%

6 (c) (iii) Projections for listenership ratings over the first three years of the service



Classic Rock 106.8FM’s projected share of the market place for the next three years is as follows:

Year	20-24	25-34	35-44	Males	Year	Overall Market Share 20-44
One	3%	8%	6%	10%	One	10%
Two	4%	10%	7%	12%	Two	12%
Three	5%	12%	8%	14%	Three	14%

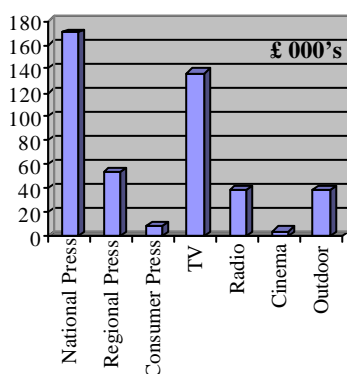
The above assumptions have been derived from analysis of the current market place and the current JNLR figures. From this, it is reasonable to assume that the listenership projections are attainable, as there is room for growth in the market as outline in section 6 (b).

6 (c) (iv) Advertising Revenue potential for first three years

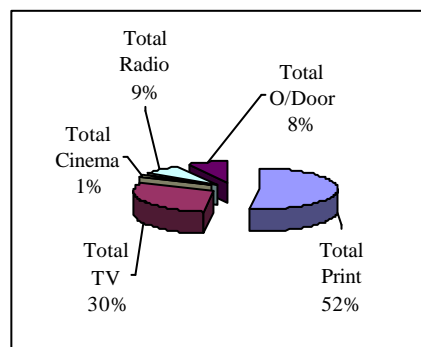
Detailed revenue projections can be found in Section 7 of this document.

Radio is an important media category in Ireland and it currently accounts for 9% of the national annual advertising spend. This share will grow in the future as new opportunities are offered to advertisers to target discreet audiences which will be reached more efficiently by new radio offerings. The new Dublin station will grow the market as it will attract listeners away from pirate offerings. Classic Rock 106.8FM will also grow the market as it will attract listeners not currently catered for or inadequately catered for elsewhere. Broadcast in general (radio and television) is losing revenue to other media due to the absence of discreet opportunities. The outdoor industry in particular has benefited from the lack of discreet opportunities in broadcasting and now attracts revenue disproportionate to it’s reach and effectiveness. The new discreet radio opportunities will help to reverse this trend.

Radio Advertising Share 1999



Advertising Share – All Media 1999



As there are no officially published revenue figures for any privately owned radio station in Ireland, it can be difficult to quantify the amount that Dublin radio stations are taking from the market. However, the view among informed industry sources would seem to confirm a consensus that 98FM and FM104 generated between them £12-£13 million during 1999 with strong growth above this in 2000. This buoyant marketplace is bringing Today FM into profitability also. It is too early to say what the likely effect of LiteFM will be in the marketplace but it will take some revenue from the incumbent Dublin stations, 2FM, RTE Radio 1 and Today FM during 2001, as well as helping to grow the share of radio overall. In addition, the effect of LiteFM will also be to soak up some of the radio market growth during 2001 which industry sources are predicting will be in the region of +10%.

Spend

Due to the aforementioned lack of published advertising revenues for privately owned radio stations it is difficult to quantify the source of the revenue streams for the Dublin stations. Informed industry sources suggest that 50% of revenue comes from ‘Dublin only’ advertisers with the rest being comprised of national through agency spending.

Those advertisers most specifically targeting younger adults, excluding any house-keeper type brands are presently committing 13% of their advertising expenditure (£10M approx.) to the existing radio stations.

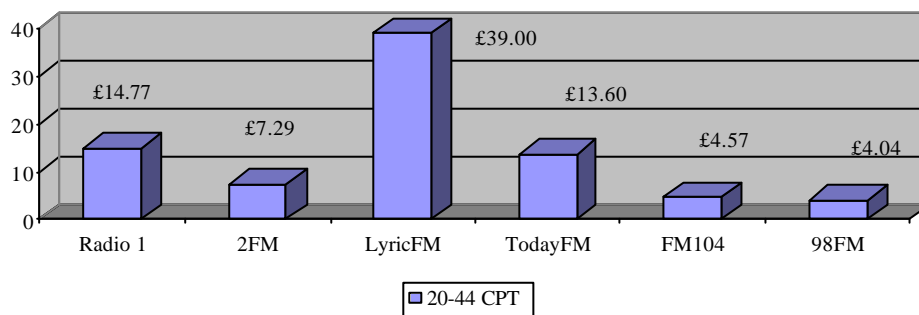
Whilst this is in line with radio’s 9% share of advertising revenue it should be higher given the supposed targeting of the younger age groups by these stations.

This is perhaps reflective of the relatively poor coverage of the younger target groups offered by the existing stations, especially those in Dublin.

Current Advertising Costs

It is evident that there are major audience cost delivery differences between the existing stations.

Dublin Adults 20-44 – Radio Advertising CPT’s



Note: CPT's are best estimates allowing Dublin discount on national stations.

98FM is clearly the most cost-effective station against Dublin Adults 20-44 year olds. The new station must pitch its rates competitively within this range of costs if it is to be successful.

6 (c) (v)

Achieving market share is vital to the success of the station. However, market share is not the currency which advertising agencies use to calculate media value. The advertising industry value norm is the cost-per-thousand listeners, based on the quarter hour audience and the spot rate charged.

It is vital that the station pitches its advertising rates not only in line with the existing market costs but also at a level for the station to be commercially viable.

The current all station average cost-per-thousands is:

- £8.80 for 20-44 year olds

Note: This is allowing for local advertiser discount on National Station

This station must pitch its rate competitively within this range. It can be seen that pitching at an average cost-per-thousand of £4.00 for Adults 20-44 is a 50% discount on the all station average price and below that of 98 FM.

Classic Rock 106.8FM will pitch their average 30-second spot rate before discount at £ 40.00.

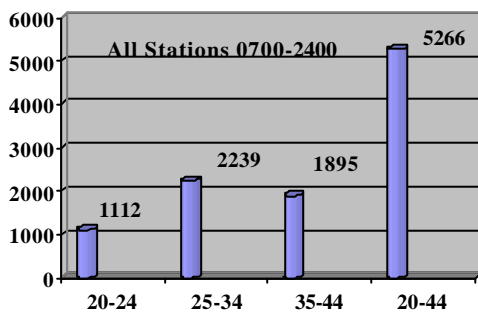
(v) Expected Impact

It is anticipated that overall listenership in Dublin will rise by 5% due to the increase in listening choice. It is predicted that Classic Rock 106.8FM will achieve the following market share (as previously outlined in this document).

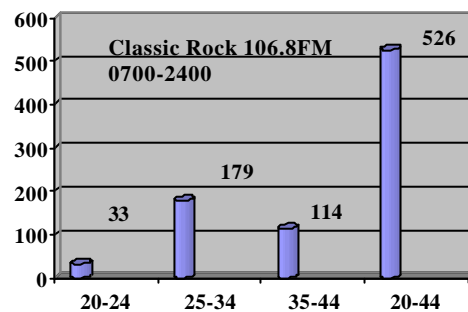
- 20-24 years - 3%
- 25-34 years - 8%
- 35-44 years - 6%
- Males - 10%
- Overall Market Share 20-44 year olds – 10%

Based on the current total listenership it is possible to predict how the forecasted new market shares will impact on likely advertising revenue.

Dublin Radio Listenership
Current Gross Daily Impacts

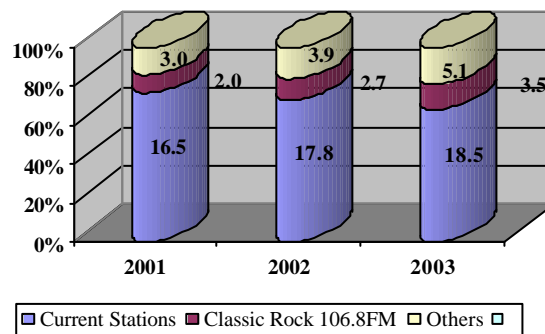


Dublin Radio Listenership
Projected Gross Daily Impacts



3% share 8% share 6% share 10% share

Projected Classic Rock 106.8FM Advertising Market Share



Summary

- It is evident from the quantitative JNLR analysis that there is a market for an additional station in Dublin.
- The current offerings do not fully satisfy this market and a well positioned, professionally run station can capitalise on this.
- Based on the interpretation of the available audience research, it is clearly possible for a well-targeted station to gain an initially modest but nonetheless sufficient share of listenership to sustain viability.
- The advertising revenue pool is continuing to grow and the impact of the new station will be to further accelerate this growth.

(d) Strategies for Achieving Proposed Listenership and Revenue Targets

- **Revenue**

Classic Rock 106.8FM will have a sales department divided into two sections, Direct Sales and Advertising Agency sales.

Direct Sales will develop local advertising revenue from contracts made directly between the end user and the radio station. This will account for 35% of the station's revenue. This is higher than the revenue generated from direct sales by both FM104 and 98FM.

It is felt that if the station were to be successful, new areas of revenue would have to be developed.

Advertising agencies will be authorised agents of Classic Rock 106.8FM, who will place their client's spend directly with the station. In this case, the parties of the contract will be the Advertising Agency in question and Classic Rock 106.8FM. The agency will be paid the standard agency commission of 15%. We believe that this will account for 56% of the station's revenue.

- **Direct Sales**

Direct Sales will initially have a staff of four, each reporting directly to the Sales Director. The job of direct sales is to develop local advertising contracts with advertisers who do not have an advertising agency representing their advertising needs.

Our direct sales team must have an understanding of media in general because it will be their role to plan campaigns, create the radio copy and manage the campaign to ensure repeat business. It is very important that our service level remains high so that we will constantly develop new innovative strategies to help the clients' budget work harder.

It is anticipated that in the first year direct sales will be very important to the revenue of Classic Rock 106.8FM. Some national advertisers will adopt an attitude of waiting for the JNLR before placing their client's budgets with a yet unproven medium, whereas direct advertisers are not as reliant on the JNLR but are more sensitive to gut feeling.

- **Advertising Agency Sales**

The agency sales team will consist of one executive reporting to the Sales Director. Their role will be to develop and manage advertising agency business.

Unlike many current commercial radio stations, it will be the policy of Classic Rock 106.8FM to be proactive, not only will we make presentations to advertising agencies but we will also make presentations to their clients. By this we will assist the agency in showing the client how Classic Rock 106.8FM will enhance their media mix. In other words, we will be proactive as opposed to being reactive. We will not rely on third parties to sell the benefits of the Classic Rock 106.8FM medium; it will be sold not bought.

We believe strongly in correct and regular training. Our sales team must be completed versed with how radio works as an effective medium within current media options. The understanding of reach and frequency and how it is used as a sales tool coupled with the skill of making an otherwise intangible product tangible are vital to the success of the sales team. Our team must be conscious of our cost per thousand compared with other media options and how we deliver a competitive advantage. Classic Rock 106.8FM is confident that we can change the media buyer's opinion of radio as being a weak medium for branding.

Non Advertising Revenue (NAR)

- **Sponsorship**

Many of the stations programming elements such as Traffic News, Sports News, Weather, Chart Countdown's, etc. will be available for sponsorship by clients. This type of advertising is very attractive to a client as it allows strong branding with high frequency. It also allows a synergy with the on-air activity, for example a sports store sponsoring the sports news.

It is our intention to develop many of these opportunities with clients in mind. Sponsorship will account for 2% of the station's revenue

- **Production**

With a full production facility, we will produce many of the on air commercials especially for direct sales. This will generate approximately 2% of the station's revenue. This figure has been calculated from the consortium's direct experience of other radio stations, and our target for direct sales.

- **Other NAR**

With Classic Rock 106.8FM being a male focussed radio station and, bearing in mind the opinions of the media buyers, it will be possible to generate an income from non-traditional radio station income sources. It should be noted with interest the success the pirate radio stations have had in generating income from magazines, merchandise and events at various key times during the year.

While special events will generate an additional income for the station it will also allow Classic Rock 106.8FM an on-street presence and encourage listeners to become more involved with the radio station and develop active listening as encourage by the media analysis. "Target must buy into (identify with) own station."

Proposed rates, discount and Credit terms

It is believed that rates will be directly reflected by the JNLR and that it will probably find its own level. The ability to deliver active listening 20-44 year olds, of greater importance than price. Selling on a cost per thousand of £4.00 and a rate of £40.00 per 30 sec spot (before discounts) is competitive within the current marketplace.

- **Suggested rate card**

<i>Prime Time</i>	
7am to 7pm	£40.00
 <i>Total Audience Package</i>	
2/3 daytime 7am to 7pm 1/3 nighttime 7pm to 12midnight	£31.00
 <i>Night Time</i>	
7pm to 7am	£15.00

Pro rata rates

- 15" 70% of 30" rate
- 20" 80% of 30" rate
- 40" 133% of 30" rate
- 45" 150% of 30" rate
- 60" 200% of 30" rate

To fix a spot at a particular time a charge of 10% will apply.

Package rates with discounts

<i>Prime Time</i>	<i>Total Audience Package</i>	<i>Night Time</i>
35 spots £ 34.00	35 spots £ 25.00	35 spots £ 9.00
28 spots £ 36.00	28 spots £ 27.00	28 spots £ 11.00
21 spots £ 38.00	21 spots £ 29.00	21 spots £ 13.00
14 spots £ 39.00	14 spots £ 30.00	14 spots £ 14.00

Bonus Airtime

- First time advertisers 20%
- Part of commercial using the Irish language 30%
- Recognised Charities 50%

Discount and Credit terms

It is proposed that a maximum of 20% discount will be allowed off the rate card. The Sales Director will strictly supervise this. The benefits of this are two fold: -

- firstly it will allow the sales staff know the parameters for discounting while in negotiation
- it allows all clients of Classic Rock 106.8FM, both agency and direct to buy from the station on a level playing pitch

Discounts to be offered

The following sets out the discount rates to be offered to prospective purchasers of advertising time

- 5% discount for spend committed to Classic Rock 106.8FM in excess of £ 7,000 in a twelve-month period.
- 7.5% discount for spend committed to Classic Rock 106.8FM in excess of £ 10,000 in a twelve month period.
- 10% discount for spend committed to Classic Rock 106.8FM in excess of £ 12,500 in a twelve-month period.
- 15% discount for spend committed to Classic Rock 106.8FM in excess of £ 15,000 in a twelve-month period.
- 20% discount for spend committed to Classic Rock 106.8FM in excess of £ 25,000 in a twelve-month period.

Unlike most radio stations, Classic Rock 106.8FM will not offer an exclusivity discount as we believe that the reality of advertising is that more than just one medium needs to be used in order for campaigns to be successful. By encouraging a client to only to use Classic Rock 106.8FM the outcome is short term and counter productive.

Long Term Agreements (LTA) and Short Term Agreements (STA)

It will be the sales policy of Classic Rock 106.8FM to enter into LTA's typically twelve months in duration and STA's reviewed quarterly with advertising agencies.

For these agreements Classic Rock 106.8FM will offer bonus airtime for the agencies commitment of a certain spend with the station over the time period. The advantage of these agreements is three fold: -

- firstly it commits the agency to a certain level of spend with the station
- secondly it allows the station to plan its revenue projections more accurately
- thirdly, it gives added value to the advertising agencies and builds a stronger relationship with clients.

Credit Terms

Classic Rock 106.8FM will extend 30 days credit from the date of invoice to all clients whom: -

- have completed a new account information form
- have satisfactory bank and trade references
- are proved to be worthy of credit by a recognised reference agency such as Interface or Stubs

Invoices for sales activity will be posted and issued once per month at month end. The client will then be invoiced for all activity in that calendar month which is then payable within 30 days.

Any first time direct advertisers will be asked for payment in advance until in the opinion of the Credit Controller the clients credit worthiness has been established. The only exception will be if station management has established the clients previous credit history.

In all cases it will be the responsibility of the accounts department to collect all debtors.

Promotion and marketing

Aim

The aim of this campaign is to launch a radio station to the 20-44 year age group, targeting primarily males. The awareness level among this market must be high from the start as we must make an impact from the outset.

Plan

We plan to achieve our objective in a variety of ways as diverse as the target market itself.

Methods of communicating our product

Television:	RTE 1 & N2, Select packages for TV 3, Sky One, Channel 4 & UTV
Outdoor:	48 Sheet Billboards, T-Sides, and Adshels (bus stops), Car Parks, Pay & Display Tickets Dart Cards, Beer Mats
Print:	Evening Herald (display ads, colour only and joint promotions), The Star, In Dublin Magazine (listing sponsorships etc.), Hot Press
Concerts:	Joint promotions with specific artists performing in Dublin

- **Television**

This medium is an exceptionally effective method of advertising. However, it is traditionally regarded as being expensive. We plan to buy cost effectively targeting our audience with little wastage. We will receive 20% New Product Discount, apply for Local Dublin Advertiser discount, and avail of advance booking deadlines, which accounts for an approx. 15% discount if bookings are in early and stay.

Production is also regarded as expensive, so we will be creating a very clever low budget commercial that will have the desired effect, yet stay within our budgetary constraints.

- **TV Production**

We will be creating a combined TV commercial 20 seconds in duration and again costs will be a factor here. However, we have a very good relationship with several TV production companies and we feel that a very good rate can be achieved by us.

- **Outdoor**

This is very visually effective medium for our potential listeners and the use of our very striking logo in full color will maximise our effect in the city. With clever buying we can achieve blanket coverage in Dublin City and have a very good 'on street' presence.

We recommend buying cycles (2 week periods) on a 2 week on 2 week off basis to keep the 'on-street' awareness levels high.

- **Print**

The Evening Herald, after undergoing a major facelift and with the advent of their new colour reproduction facilities in "Citywest" is still the major Dublin newspaper and is a very effective means of reaching 20 - 44 year olds. We would envisage using run of paper insertions from time to time but also taking advantage of joint sponsorship opportunities to run in tandem with the paper. We will also run copy close to sports sections and on days when sports results are featured prominently. The Star will also fit in to our campaign strategy with growing readership figures in our remit.

In Dublin and other Dublin publications such as Hot Press will be taken into account but will probably be used on a joint sponsorship level.

- **Concerts**

There is a very important link to be established with concert promoters for up-coming acts that are appropriate to the station. We will have ticket give-aways on-air, station logo's appearing in press, TV and outdoor ads, tickets in the venue on the night, and on the street activity on the night leading up to the concerts.

Advertising Scheduling

The actual schedule for the advertising and marketing of the radio station is obviously dependent on when the IRTC announce their decision. We are broadly basing our launch campaign for September 2001.

Working on the basis of our available budget we will be running a consistent awareness campaign throughout Year 1 up-weighting the launch period, with certain peaks at times when our awareness level requires it.

Advertising Cost Breakdown

A detailed breakdown of our advertising costs is set out on attached media schedule.

Note

There are also other forms of on-air activity such as 'Cash Giveaways' planned – however, these will run in conjunction with and be paid for by clients.

MEDIA SCHEUDLE

CLIENT: Classic Rock 106.8 FM
PRODUCT: Radio Station
PERIOD: September 2001 - August 2002

Medium	Length/ Size	Unit Cost	No.	Total Cost	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug
TELEVISION					3 month activity approx. 120 Adult Nat. TVRs. Upweight launch period											
RTE 1 and N2, TV3, Sky One,UTV, C4.	20secs	Various		£150,000												
PRESS																
Evening Herald	Colour Full Page															
Hot Press	Full Page	£7,000	12	£84,000	2	2	2		2		2		2			
In Dublin	Full Page	£1,000	6	£6,000	1	1	1		1		1		1			
The Star	Strip TV Pages	£800	8	£6,400	2	2	1		1		1		1			
Outdoor																
Billboards	48 sheets	Dublinia 1,2/ Main City	60 sites	£69,000	1 cycle	1 cycle	1 cycle									
Bus Shelters	6 sheets	£200 per cycle	40 sites	£24,000	1 cycle	1 cycle	1 cycle									
Bus T Sides	Standard	£195 per cycle	120 side	£70,000	1 cycle	1 cycle	1 cycle									
Dart Cards	Standard	£1000 per cycle/pk	3 packs	£9,000	1 cycle	1 cycle	1 cycle									
Car Parks	Various	Avg. £350 per cycle	10	£10,500	1 cycle	1 cycle	1 cycle									
Pay and Display Tix	Ticket Back	£3,500 per month	3/4 spot	£10,500	Sep	Oct	Nov									
Beer Mats	Various	£4k per month/10 pub	10 pubs	£12,000	Sep		Nov			Feb						
Total Media Expenditure				£451,400												
Notes																
TV - Standard discounts for New Product and Local Advertiser will be applied 10 % of £500,000 budget to be allowed for production (approx. IR£50,000)																

7 (a) Overall Financial Strategy

The Company's business strategy for the future is to acquire a substantial proportion of the target market thus increasing its listenership. This product will then be sold on to advertisers, thus acquiring a value for the listenership obtained.

This listenership will be achieved by producing innovative programming focused at the target market depicted in Section 6.

7 (b) Investment Proposal

We have set out below the funding required to set up and operate Classic Rock 106.8FM and where we propose to obtain this funding from:

7 (b) (i) Funding Requirements

All amounts in IRP€'000	<u>IRP€'000</u>
(i) <i>Capital Expenditure</i>	
Technical Equipment (An analysis is included in Appendix 4)	275
Additional Fixtures and Fittings	60
(ii) <i>Other Pre-operational Expenditure</i>	
Professional fees (i.e. Accountancy fees, Market Research, Architects, Technical Consultants, etc.)	75
(iii) <i>Working Capital</i>	<u>1038</u>
	1,448

7 (b) (ii) Detail the method of funding proposed to meet these requirements

(i) Share Capital	1,800
(ii) Loan Stock	None
(iii) Leasing/HP facilities	50,000
(iv) Bank Overdraft	None
(v) Grants and Donations	None
(vi) Other	<u>None</u>
	1,850

7 (b) (iii) Sources of Funding

The majority of the funding will be by means of raising Share Capital. The promoters of Classic Rock 106.8FM have a strong team as detailed in Sections 2 and 3 of this document. This team has committed to invest a total of IR€1.8 million into the project should they be awarded the new broadcasting licence.

The balance of the funding i.e. IR€50,000 relates to leasing. Classic Rock 106.8FM intends to lease some of the equipment using one of the main leasing houses in Dublin.

7 (c) Projections

Set out below are the summary financial projections, (figures rounded), for the first three years of broadcasting. A more detailed set of projections is included in Appendix 1.

7 (c) (i) Projected Profit And Loss Account

	Year 1 IR£'000	Year 2 IR£'000	Year 3 IR£'000
Turnover	1301	1900	700
Less Commissions	<u>180</u>	<u>259</u>	<u>369</u>
Net Turnover	1121	1641	2331
Overheads	<u>1795</u>	<u>1708</u>	<u>1814</u>
Operating Profit/(Loss)	(674)	(67)	517
Interest	<u>8</u>	<u>8</u>	<u>6</u>
Profit before tax	(682)	(75)	511

7 (c) (ii) Projected Balance Sheet

	Year 1 IR£'000	Year 2 IR£'000	Year 3 IR£'000
Fixed Assets	274	224	183
Current Assets			
Debtors	402	548	677
Bank	<u>631</u>	<u>464</u>	<u>895</u>
	1033	1012	1572
Creditors less than 1 year	<u>152</u>	<u>167</u>	<u>188</u>
Net Current Assets	<u>881</u>	<u>845</u>	<u>1384</u>
Total Assets less Current Liabilities	1155	1069	1567
Creditors greater than 1 year	<u>37</u>	<u>26</u>	<u>13</u>
	1118	1043	1554
Financed by			
Ordinary Share Capital	1800	1800	1800
Reserves (488)	<u>(682)</u>	<u>(757)</u>	<u>(246)</u>
	1118	1043	1554

7 (c) (iii) Projected Cash Flow Statement

	Year 1 IR£'000	Year 2 IR£'000	Year 3 IR£'000
Receipts	1120	2077	3030
Payments	<u>1946</u>	<u>2244</u>	<u>2599</u>
Opening Bank Balance	1457	631	464
Movement	(826)	(167)	431
Closing Bank Balance	631	464	895

7 (c) (iv) Assumptions

The main assumptions to the financial projections are set out below: -

Turnover

For the purpose of these projections turnover has been broken down into four 'types', a detailed analysis of each of these types of turnover is set out in Section 6.4. Also set out below is the percentage of total net sales each sales type is projected to achieve.

Type	%
Direct	35
Agency	56
Promotional and other N.A.R.	7
Production	2

Taking the safe assumption that both of the Dublin stations (98FM/FM104) are generating turnover in excess of/region of IR£6.0M per annum - our projections are somewhat more modest.

Taking the fact that most 'local' stations are generating revenues in the region of IR£800k to IR£1,200k per annum with average 15+ populations of approx. 90,000 people would also be a good indicator. The 15+ population in Dublin is almost 850,000 people; so, despite the fact that these stations have significantly lower audiences (due to population size) their revenues don't show the same drop.

Set out below are the rates Classic Rock 106.8FM intend to charge for a 30" prime time slot for its first three years of broadcasting. Also shown is the net value achieved when Agency and Direct Sales Commission of 15% and an average Sales Discount of 20% is allowed.

	Rate £	Net Value £
Year 1	£40	£27.00
Year 2	£45	£30.00
Year 3	£50	£34.00

Note: Assuming a 20% discount off rate card less 15% agency commission.

If advertising spot revenue accounts for approximately 95% of the stations revenue and the legal limit is 10 minutes of advertising per hour, the following indicates how much of Classic Rock 106.8FM available air time needs to be sold to achieve the targets

SECTION 7 – FINANCIAL AND BUSINESS PLAN

Realistically, the most valuable airtime is 7am to 7pm Monday to Friday, so an average available airtime of 12 hours @ 10 minutes will give a good indication of your ability. If you include Saturday and Sunday to give an averaging factor: -

120 minutes = 240 spots per day x 7 days x 52 weeks
= 87,360 available spots per year.

Therefore, the potential income in the first three years based on available time and net revenue per 30" slot is:-

Year 1	87,360 spots	£2.3 million
Year 2	87,360 spots	£2.6 million
Year 3	87,360 spots	£2.9 million

Classic Rock 106.8 FM's targeted turnover for its first three years broadcasting and the amount of airtime it needs to sell to achieve its targets, is set out below: -

Gross Advertising	Total Turnover (100%)	Non-Advertising Revenue (5%)	Airtime Revenue (95%)	% Airtime
Year 1	1,300,658	65,032	1,235,625	54%
Year 2	1,900,000	95,000	1,805,000	69%
Year 3	2,700,000	135,000	2,565,000	88%

It must be said that the promoters believe these turnover targets are easily achievable and would be disappointed not to achieve somewhat higher levels of turnover.

Commissions

As stated above, Agency Sales and Direct Sales give rise to sales commission of approximately 15%. The direct sales commission is based on the stations direct sales team achieving set targets but, for the purpose of these projections, we have included the full 15% as payable. These commissions are paid the month following the sale, (i.e. 30 days)

Salaries

To operate the station successfully, it is estimated that the following staff will be necessary. Salaries are broken down as follows: -

Sales Department IR£185,000	Office Staff IR£121,000
Programming Department IR£170,000	News Department IR£43,000

This amounts to a wages and salary cost of £519,000 in the first year and is budgeted to increase by 5% annually.

Advertising

Leading up to the launch, and indeed in the first year of broadcasting, marketing levels will be quite intense. The aim of this campaign is to launch a radio station to the target market with such ferocity that the station immediately begins to build brand awareness. This campaign will last for the majority of the first year and, after this, the advertising spend of IR£ 500,000 in Year 1 is budgeted to fall back to the region of approximately IR£300,000. A breakdown of the planned advertising spends for the initial marketing campaign is included in Section 6 (pg. 61 media schedule).

IRTC Levy

At present all local radio stations pay a levy to the IRTC. This levy is calculated at 3% of gross revenue. It is our understanding that this levy is soon to be abolished but, for the purpose of these financial projections, we have included the 3% levy.

Programming Purchasing

The station plans to purchase/share some of its programming material from various organisations and independent companies such as Unique Broadcasting Services in London and 21st Century Vox in Dublin. It is envisaged that this should cost in the region of £19,800.

RCS Selector Licence and Traffic System

These are annual costs that relate to a music selection system and an advertising log system.

BTS Service Contract

This relates to BTS's annual charge for maintenance for Transmission and Studio equipment.

News Subscriptions

Most news content, notably national and international news will be purchased on 'a-rip-and-read' basis from Today FM's news service, subject to negotiation.

Royalties

Royalties have been calculated based on the rates supplied by the organisations shown below.

- Phonographic Performance Ireland (PPI)
- Irish Music Rights Organisation (IMRO)
- Mechanical Copyright Protection Society

Tracking and Market Research

Classic Rock 106.8FM will carry out market research on an ongoing basis to establish how we are performing in the market in the eyes of their target market. In order for the station to remain fresh, it must be aware of how it is being perceived and of the the different trends amongst the target market.

Transmission Site

This relates to the annual rental charge of the Three Rock Mountain Transmission Site.

Bad Debts

A provision for bad debts is to be provided calculated at a rate of 3% of turnover.

Depreciation

Depreciation is charged on a reducing balance rate of 20%.

Interest and Similar charges

It is the intention to lease some of the necessary equipment, this amount relates to interest charged on such leases.

Other Overheads

All other overheads have been estimated to the best of the promoters' knowledge based on their knowledge of the radio broadcasting industry.

The majority of the overheads are budgeted to increase by 5% annually.

Debtor Receipts

Receipts are calculated on the following basis

Sales	Current	30 days	60 days	90 days	120 days
	%	%	%	%	%
Direct	15	30	25	15	15
Agency	-	30	30	25	15
Promotional	-	20	50	30	-
Production	-	20	50	30	-

Outflows

For the purpose of these projections the majority of outflows occur in the month following the month of use except for the following notable exceptions: -

Insurance	-	Annually in advance
Alarm Monitoring	-	Annually in advance
Audit fees	-	On completion of audit
Bank Charges	-	Quarterly in arrears
JNLR Survey	-	Annually in advance
Legal fees	-	Half yearly
Rent and Rates	-	Quarterly in advance
Transmission site	-	Annually in advance

Corporation Tax

As this is a start up situation Classic Rock 106.8FM is projected to incur losses in its initial years. Because of these losses the Company is not expected to be liable for Corporation tax until the year 2005.

Fixed Assets

A detailed list of the fixed assets is included in Section 9 (iv). Depreciation is being charged at a reducing balance rate of 20%

Leasing Liability

The leasing liability is shown as current and long term debt, i.e. the liability that is payable within 12 months and the liability which is payable after one year.

7 (d) Advertising Levy

As set out in the assumptions above, we have made a provision in our financial projections for the IRTC levy of 3%.

SECTION 8 – TRANSMISSION PROPOSAL

It is proposed to use the Rock Solid Transmission Limited transmission site on Three Rock for the transmission of the 106.8MHz signal.

Site location:

Three Rock County Dublin, national grid co-ordinates E317769 N223347.

Site height:

442 metres ASL.

Anticipated coverage:

We note that ERP is restricted to 19dBW per polarization at 90° to prevent interference to co-channel UK stations and have no intention to request any change in this.

Anticipated coverage maps are attached. (See Appendix 3)

Site details:

The tower is an Eve 60 metres high Type 5 Cellular Radio Tower on a bearing of 340° ETN. There is a secure concrete block building with an automatic start standby generator and a Transmission plant room 11.5m x 8.0m which is fitted with cable tray and mechanical ventilation plant. The radio stations 98FM, Lite FM and Anna Livia FM currently transmit from this site. There is a link repeater station between TV3 and RTE on the site. In addition Esat Digifone and Meteor use the facility for their SDH and local access network.

Height of antenna:

Centred at 20 metres AGL.

Maximum Indicative ERP (dBW):

0° V- 30.00 H- 30.00	60° V- 22.00 H- 22.00	120° V- 21.00 H- 21.00	180° V- 24.00 H- 24.00	240° V- 23.00 H- 23.00	300° V- 24.00 H- 24.00
10° V- 30.00 H- 30.00	70° V- 21.00 H- 21.00	130° V- 23.00 H- 23.00	190° V- 25.00 H- 25.00	250° V- 22.00 H- 22.00	310° V- 25.00 H- 25.00
20° V- 30.00 H- 30.00	80° V- 20.00 H- 20.00	140° V- 23.00 H- 23.00	200° V- 25.00 H- 25.00	260° V- 21.00 H- 21.00	320° V- 27.00 H- 27.00
30° V- 29.00 H- 29.00	90° V- 19.00 H- 19.00	150° V- 23.00 H- 23.00	210° V- 25.00 H- 25.00	270° V- 21.00 H- 21.00	330° V- 28.00 H- 28.00
40° V- 26.00 H- 26.00	100° V- 20.00 H- 20.00	160° V- 23.00 H- 23.00	220° V- 25.00 H- 25.00	280° V- 22.00 H- 22.00	340° V- 30.00 H- 30.00
50° V- 24.00 H- 24.00	110° V- 20.00 H- 20.00	170° V- 23.00 H- 23.00	230° V- 24.00 H- 24.00	290° V- 23.00 H- 23.00	350° V- 30.00 H- 30.00

Anticipated coverage:

Three anticipated coverage maps are attached as follows.

1. Three Rock 106.8MHz anticipated signal strength at a reference height of 10m above ground level, vertical receive antenna.

This anticipated coverage map was 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. Clutter heights and losses were not applied. The field strength was predicted for a vertical polarised receiver antenna at a height of 10m from ground level. The coloured field strength contours shown (≥ 54 dB μ V/m, ≥ 60 dB μ V/m and ≥ 66 dB μ V/m) are the median values predicted for 50% time availability and 50% of locations in the short sector.

2. Three Rock 106.8MHz anticipated stereo coverage.

This anticipated stereo coverage map was 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 knowledge of the greater Dublin area, 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 stereo quality signals in rural and urban locations at the operating frequency of 106.8Hz. The base useable signal level contour used in the prediction model of 54dB μ V/m or -63 dBm is in practice a conservative figure and most mid price range radio receivers will perform satisfactorily up to just outside the fringe contour areas.

3. Three Rock 106.8MHz anticipated mono coverage.

This anticipated mono coverage map was 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 knowledge of the greater Dublin area, 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 quality signals in rural and urban locations at the operating frequency of 106.8Hz. The base useable signal level contour used in the prediction model of 48dB μ V/m or -69 dBm is in practice a conservative figure and most mid price range radio receivers will perform satisfactorily up to just outside the fringe contour areas.

Antenna:

The antenna will be a Jampro three-tier JLPC circular polarised antenna fitted with parasitic reflectors to achieve the radiation pattern envelope template. Jampro Incorporated will pattern tune this antenna on their test-range in California using a partial replica of the Rock Solid Transmission tower. In addition to the restriction of 19dBW at 90°, Jampro will test and pattern tune the antenna for 27dBW, 24dBW and 21dBW at 90° in anticipation of a relaxation in the 90° restriction being successfully co-ordinated with the spectrum management agencies in Ireland and the UK.

Each antenna tier will be individually fed from the power divider in the transmission building, this will facilitate antenna and tower maintenance and will enable emergency operation into the split tiers should there be an issue with the individual antenna elements or feeders.

SECTION 8 – TRANSMISSION PROPOSAL

The antenna will be side mounted on the 220° ETN tower leg at a mid height of 20m above ground level on a true North heading.

The antenna will be compliant with the ODTR regulations (T&RT 95/10) regarding Vertically Radiated Power, as the vertical aperture is 2.5 wavelengths.

<i>Three Rock Capital costs</i>	
Description	IR£
Jampro directional FM Antenna	7,350
FM Feeder cable	1,400
FM Three way power splitter	280
Triple cavity narrow bandpass filter	2,650
Dummy load	Not Applicable, provided on site and included in annual fee
FM transmitter	6,250
FM exciter	0
Backup 250W transmitter	0
RDS Encoder	770
Calibrated Directional coupler	800
Moseley 1.4GHz link receiver	8,950
Andrew 1.4GHz Gridpak link antenna	950
1.4GHz Link feeder cable	650
Orban Optimod - Digital Audio processor – in CTA estimates	0
Grounding straps, ties etc	375
Installation of all equipment Included in estimates	2,420
Air-conditioning	Not Applicable, provided on site and included in annual fee
Standby power supply equipment	Not Applicable, provided on site and included in annual fee
Building	Not Applicable, provided on site and included in annual fee
Tower	Not Applicable, provided on site and included in annual fee
Total Capital Cost	32,845

Annual costs:

	IR£
Tower & plant room fee	23,000
Electricity	included in annual fee
Air-conditioning	included in annual fee
Standby power	included in annual fee

Annual Broadcast Technical Solutions fee to maintain and monitor all the transmission equipment on Three Rock and the studio to transmitter link equipment IR£9,800. Additional technical services relating to maintenance of transmission and studio complex – IR£7,200.

Technical expertise:

It is proposed to contract Broadcast Technical Solutions to install, maintain and monitor all the transmission equipment. The engineering and technical aspects of the radio station will be co-ordinated by the Production Director and the Chief Executive.

John Murphy will also act as Technical consultant for the group. John is Business Development Manager with Memorex Telex, who were responsible for IT installation at TV3 and Lyric FM. He has been a director of East Coast Radio Ltd., since its inception in 1991. At the time of set-up of local radio in 1989, John was advisor to Radio Kilkenny, Tipperary Mid West Radio and Horizon Radio.

Planning permission:

The site has full and permanent planning permission for multi-user Transmission operation reference: 91A/1206 Dun Laoghaire Rathdown Council.

Variations from assigned transmission characteristics:

The antenna template with the 11dB restriction at 90° is difficult to achieve in practice without considerable knock on degradation at other angles of azimuth. Consequently the radiation pattern is significantly degraded from 30° through to 340°. The Westerly reduction in performance is due to the symmetric transmission pattern response. It is desirable to minimise this Westerly reduction as blocking and desensitising due to the Tallaght Community Radio signal on 107.2mHz will further reduce the penetration of the 106.8mHz signal in the Tallaght area. If the 90° restriction can be relaxed to permit an ERP of 24dBW at 90° then the performance of the antenna system at other angles of azimuth will be greatly improved.

This page provides information related to transmission that is required for the other sections of the application.

<i>1.4GHz Link Transmitter at Studio Capital costs</i>	
This table provides the capital costs associated with the studio portion of the studio to transmitter link system.	
Description	IR€
Moseley 1.4GHz link transmitter receiver	6,950
Andrew 1.4GHz Gridpak link antenna	800
1.4GHz Link feeder cable	325
Support tower/structure for link antenna including installation Included in estimates section	0
4" Ariel Pole to support GRIDPAK Dish	250
Total Capital Cost for studio link transmission equipment	8,370

<i>1.4GHz Link Transmitter at Studio Annual costs</i>	
This table provides the annual cost associated with the studio portion of the studio to transmitter link system.	
Description	IR€
ODTR link licence fee	600
Total Annual Cost for studio link transmission equipment	600

Critical path:

The following key points should be inserted into your critical path analysis:

Order Three Rock equipment:	week 1 – 2
Install Transmission Equipment:	week 6 – 7
FM Signal Tests:	week 8 – 13
FM Transmission site ready for launch:	week 14

Classic Rock 106.8FM has selected a premises at Cross Guns Bridge, Dublin 9 which we feel will adequately service our requirements, and that of our staff, should we be awarded the franchise.

We have taken into account the need to provide wheelchair and disabled access and we have included ample wheelchair ramp access points to the proposed building. All offices, studios and open areas of the Classic Rock 106.8FM building will be fully wheelchair accessible. The Architect's plan, which is included in Appendix 4, also includes for the construction of a disabled toilet off the Reception area to provide facilities for visitors and staff alike.

We feel that the total floor area available to us will facilitate expansion for Classic Rock 106.8FM when it grows as a station.

The main broadcast area will be constructed with maximum sound insulation in mind. Each of the following areas will be constructed to the standard detailed in section 9 (iii) - On-Air Studio, Main Production area, Studio 2, Stand-by On-Air/Production/Studio 3, News/Studio 4.

The building will also be fully fitted out with smoke detectors in every area.

We have planned for a back-up power source for the complex with the proposed installation of a 20kVA Generator and Auto-switcher on premises. This will be located in the grounds of the building and will be enclosed in an Anti-Vibration canopy to reduce noise emissions when it is in use. We also intend to install an Un-interruptable Power Supply (UPS) to protect the main technical areas in the event of sudden power failure.

It is planned to demolish outbuildings on the southern border of the site to make way for eleven additional car-parking spaces. It is intended to locate the back-up generator at the southwest corner of the site. Cable ducts will be formed within the studio walls to provide access between the studios and other areas for equipment wiring.

It is proposed to use facilities at the Rock Solid Transmission Ltd. site at Three Rock Mountain. The studio will link to the site using a Moseley StarLink Digital STL in the 1.4Ghz band. We are in a position to enter into detailed negotiations with Rock Solid Transmission Ltd. in the event of the franchise being awarded to us.

We have engaged the services of John Pender MRIAI Architect to design the proposed Classic Rock 106.8FM studio location. The planning permission process has begun using Planning Consultants Manahan & Associates. A formal application is currently being prepared.

Station Mews is located off Prospect Road in Glasnevin, just beside Crossguns Bridge. The premises are currently divided in to two sections with independent access to both parts. Creative design company Synrg Creative occupies one section, and the second section is currently occupied by NSP Technologies, who are vacating the premises in July 2001.

The broadcast area is located in the centre of the building. A corridor connects the on-air, main production, standby and news studios. This also leads to the racks area, the news gathering/show preparation area and the Programme Director's office. The Programme Director's office is located on the mezzanine above the show preparation area. This will help to facilitate the Programme Director's involvement in the every day compilation of broadcast material.

The northern facing area comprises the agency/direct sales area offices, prize room, and disabled toilets and ladies/gents facilities. The administration area comprises offices for the Chief Executive, Financial Controller, Traffic/Accounts and Sales Director flank the southwest wing. A large conference suite is situated next the to C.E.O. office and an entrance foyer of 4.8 metros by 6.5 metros is situated alongside a waiting area of 10.3 metros by 2.8 metros. Fire exits are abundant throughout the building.

9 (i) Proposed Location and Facilities

The proposed studio premises are located at: - see Appendix 4
Station Mews,
Lindsay Grove,
Cross Guns Bridge,
Dublin 9.

The consortium has secured a 10-year lease option on the proposed building, which can be exercised from March 2001.

A detailed plan of the proposed studio is included in Appendix 4.

The broadcast area of the premises will consist of the following: -

- On-Air Studio;
- Main Production;
- Studio 3 - On-Air/Production/Editing;
- News Presentation/Recording/Editing;
- C.T.A./Racks area.

On-Air Studio

An On-Air Studio, approximately 4.3metres by 3.6metres in dimension will be utilised solely and exclusively for broadcasting. It will also be linked via Krone block connectors located in the Racks room to the other three studios.

Studio 2 - Production/Editing

A Main Production Studio approximately 3.3m by 3.6m in dimension will be used solely and exclusively for production of commercials, radio promo spots, jingles and recorded elements of programming. It will contain the Production Library Music and all filing of scripts and other paper work pertaining to the operation of the Production Department. It will contain a recording booth, approximately 3m by 3m in dimension.

While not being entirely suitable for broadcasting, the main production room will be capable of going on-air at a moment's notice in the event of emergency.

Studio 3

A third studio, approximately 3.3m by 3.6m in dimension will be capable of going on air via the Main On-Air studio or, in the case of emergency, independently directly to the Orban Optimod processing in the Racks room. This studio will also be equipped as a Production studio with full multi-track recording facilities. This will also incorporate a sound recording booth approximately 3m by 3m in dimension.

News Presentation/Recording/Editing

A news studio approximately 2.7m by 4.2m in dimension will be a stand-alone facility. The on-air news will be broadcast from here. It will also act as a recording/editing facility for journalists/researchers. The news studio will be adjacent to the On-Air studio. All audio-based information feeds such as news, sport, entertainment, will terminate in this studio (although they will originate from the Racks room).

C.T.A./Racks Area

A C.T.A./Racks area approximately 3.4m by 2m in dimension will be the control hub of the broadcast section of Classic Rock 106.8FM. This facility will house the Microwave Studio to Transmitter Linking system, Orban processing, Sonifex Digital logging, profanity delay, and all systems pertaining to the computer network. It will also house the uninterruptable power supply (UPS), ISDN equipment, PABX, telephone hybrids and support equipment. Only authorised personnel will be permitted access to this section of the station.

Administration Area

The Administration area of the building will consist of the following: -

- Chief Executive's Office;
- Sales Director's Office;
- Programme Director's Office;
- Financial Controller's Office;
- Accounts/ Commercial Traffic Office;
- News gathering/Broadcast preparation area;
- Direct/Agency Sales area;
- Conference/ Meeting room;
- Reception/Waiting area;

9 (ii) The Studios

Studio acoustic construction

The studios will be designed to have a reverberation time of 0.2 of a second and an internal noise level of no greater than NR25 based on an octave band analysis. This 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 will be constructed as individual boxes from a modified "Camden" partition that are contained within the outer wall. Each of the studios will have its own ceiling joists and isolation ceiling.

The outer barrier wall will be constructed from 75x47 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 of 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 studios 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 fely 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 plaster ceiling.

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).

9 (iii) Disabled Access

Full provision has been made to provide access for people with disabilities who may work at Classic Rock 106.8FM. We have taken into account the need to provide wheelchair and disabled access and we have included ample wheelchair ramp access points to the proposed building. All offices, studios and open areas of the Classic Rock 106.8FM building will be fully wheelchair accessible. The Architect's plan, which is included in Appendix 4, also includes for the construction of a disabled toilet off the Reception area to provide facilities for visitors and staff alike.

9 (iv) 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 defects, humidity levels will not be allowed to fall below 55%. 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 conduct cables from and between the studios and Racks. In the studios, within the wall construction, cable raceways 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.

Stand-by Power Plant

An un-interruptable power supply and an auto-start generator powered by natural gas or diesel will provide standby power. The changeover switching will be electrically and mechanically interlocked to ensure that in no event could power back-feed into the ESB lines.

9 (v) Principle Equipment

The principle play-out equipment will be the hard-disc audio system (Wavecart); this will store most of the frequently played music, commercial and promo spots. 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. **Full equipment lists are contained at the end of this section.**

Deviation Limiting

In the studio, the operators will control their levels with the aid of peak programme meters (PPM's). Excess levels will be reduced electronically by the automatic level control function of the Orban Optimod processing equipment in the Racks room, which will be adjusted to ensure that the modulation level never exceeds specified limits.

It is proposed to link to the Rock Solid Transmission Ltd. transmission site on Three Rock using the Moseley StarLink digital STL in the 1.4Ghz band. Perfect line-of-sight exists and a Gridpack style dish to 1.5m can be accommodated.

The proposed position of the Gridpack dish is at the opposite end of the Station Mews building to the Classic Rock 106.8FM studios.

We will erect a pole of 4 inches in diameter 5 feet off the roof of the premises. The dish will be approximately 1.5 metres in diameter and will be an open wire mesh construction.

It is envisaged that an ISDN unit will provide a back up to the Digital STL with Automatic dial-up.

Test Equipment

Total Broadcast Ltd. 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.

Principal Technical Equipment

Set out below is a list of the principal technical equipment that will be purchased and installed

ON AIR STUDIO/ STUDIO 1

Description	Quantity	Unit Cost £	Total Cost £
On Air Digital System- Live Payout for On-Air Studio Interface for Production Studio			
500 Hours of Storage	1	10,000	10,000
Soundcraft Series 10 On-Air Broadcast Desk	1	8,051	8,051
Denon DN951A CD Cart	3	1,295	3,885
Denon DN991R Minidisc Record	1	1,295	1,295
Denon DN981F Minidisc Payout only	2	1,550	3,100
RODE NT2 Condenser Microphone	1	445	445
Shock-mount cradle for Rode NT-2	1	45	45
Beyer M201 Condensor Microphone	2	200	400
Anglepoise Microphone Stand	3	48	48
Anglepoise Arm Table Base	3	10	10
Beringer Multicom MDX2400 4-Way Microphone Compressor	1	295	295
Beringer Powerplay HA4000 4 way Headphone Amp	1	259	259
Beyer DT100 Headphone	3	129	258
Gentner DH-22 Dual Digital Telephone Hybrid	1	1,499	1,499
Telos One Digital Telephone Hybrid TBU	1	795	795
Tascam 112MKII Snoop Cassette Machine	1	210	210
Alesis RA-100 75watt Speaker Amp	1	297	297
Studio Monitors- Alesis Monitor One Nearfield Speakers (set)	1	345	345
Ceiling Mounted Speaker Brackets	2	55	110
Krone Blocks	50	7.50	375
Krone Frames for Krone Blocks	10	25	125
13Amp Mains Distribution Fused 4Way Power Outlets	10	9	90
IEC Mains Cables	20	2.90	58
Rackmount Kits for Computer System/MD & CD units	3	74	222
On Air Studio/Studio 1 Equipment Total			£32,217

SECTION 9 – STUDIOS AND OPERATIONS

MAIN PRODUCTION STUDIO/STUDIO 2

Description	Quantity	Unit Cost £	Total Cost £
Soundcraft Ghost Production Console 8 Bus/32 Ch I/P	1	4,990	4,990
Prisma Spectral Digital Editing System 8 Track Multi-track	1	8,000	8,000
PC Monitor Bracket	1	24	24
Tascam DA30 Mk 2 Dat Recorder	1	848	848
Tascam MD801R Minidisc Recorder	1	1,295	1,295
HHB CDR 800 Cd Recorder	1	600	600
Pioneer CDJ 50011	1	595	595
Tascam 302 Cassette Recorder	1	381	381
RODE NT2 Condenser Microphone	1	445	445
Shock-mount cradle for Rode NT-2	1	45	45
Anglepoise Microphone Stand	3	16	48
Anglepoise Arm Table Base	3	3	10
LA Audio GCX-2 Microphone Compressor/Limiter	1	179	179
Beyer DT100 Headphone	2	115	330
Rane HC-6 Headphone Amp	1	450	450
Yamaha SPX 990 SFX unit	1	720	720
TC Electric Finaliser Express Studio Processor	1	1,800	1,800
Gentner DH-20 Telephone Hybrid (single)	1	995	995
Denon TU260LMk.II RD RDS Tuner	1	190	190
RM-4 Rackmount Kit (for tuner)	1	49	49
Pro Match Phono to XLR for tuner	1	170	170
Technics SL1210 (or equiv) Turntable	1	382	382
Alice Phono-pak RIAA Pre Amp	1	102	102
Studio Monitors - Alesis Nearfield monitor speakers	1	345	345
Alesis RA-100 75Watt Speaker Amp.	1	297	297
RB DA6 Audio D/A - 6 Balanced Electronic O/P's	3	299	897
Purpose Made Ceiling Brackets	2	40	80
Krone Blocks	50	7.50	375
Krone Frame (for Krone Blocks)	10	25	250
13A Distribution Fused 4 Way outlets	10	9	90
IEC Mains Cables	20	2.90	58
Main Production Studio/Studio 2 Equipment Total			£25,040

SECTION 9 – STUDIOS AND OPERATIONS

STANDBY ON-AIR/ PRODUCTION/ WORK AREA-STUDIO 3

Description	Quantity	Unit Cost £	Total Cost £
Spirit Production Console - 8Bus/ 16I/P	1	1970	1,970
Digital PC with Cool Edit PRO Editor	1	2,000	2,000
PC Monitor Bracket	1	24	24
Tascam MD801R Minidisc Recorder	1	1,300	1,300
Tascam CD301 MkII CD Player	1	390	390
Tascam 302 MkII Cassette Recorder	1	410	410
RODE NT2 Condenser Microphone	1	445	445
Shock-mount cradle for RODE NT-2	1	45	45
LA Audio GCX-2 Microphone Compressor/Limiter	1	179	179
Anglepoise microphone stand	1	48	48
Anglepoise arm table-top base	1	9.50	9.50
Beyer Dynamic DT100 Headphones	1	115	115
Gentner DH-20 Telephone Hybrid (single)	1	945	945
Sony STS E200 Tuner	1	79	79
Rackmount kit for tuner	1	49	49
Pro-Match Phono to XLR for tuner	1	170	170
Alesis Nearfield Studio Monitors	1	345	345
Alesis Amp RA-100 Studio Monitors	1	297	297
RB-DA6 Audio D/A- 6 Electronic Balanced O/P's	1	299	299
Purpose-built ceiling brackets	1	40	40
Krone Blocks	20	7.50	150
Krone Frames (for Krone Blocks)	2	25	50
13 Amp Distribution Fused- 4 Way outlets	10	9	90
IEC Mains Cables	20	2.90	58
Studio 3 Equipment Total			£9,507.50

CTA AREA

Description	Quantity	Unit Cost £	Total Cost £
Orban Optimod 8200A (or equiv)	1	8,480	8,480
Orban Spatial Enhancer	1	2,245	2,245
RDS Encoder	1	495	495
Eventide BD-500 Profanity Delay	1	2,995	2,995
Sonifex Sentinal+ Index + 4Ghz Hard Drive	1	£ 5,770	5,770
Data Dat tapes for Sonifex Sentinal+	60	5	300
Sony STS E200 Tuner (to feed Logger & intra-station feed)	1	79	79
Denon TU260LMkIIRD RDS Tuner (for off-air monitoring)	1	190	190
RM-4 Rackmount Kit for tuner	1	49	49
Pro-Match Phono to XLR for tuner	1	170	170
RB-BL2 Pro matching - Balanced to unbalanced output	1	210	210
RB-DA6 Distribution Amp - 6 Balanced Outputs	6	310	1,860
Patchcords	10	15	150
Telephone Mute controller	1	85	85
Alice MSU PPM Transmission Monitor	1	1,100	1,100
Canford Audio Studio Red lights (with built-in relay control)	3	90	270
CTA Area Hardware:			
Patch Bay	1	500	500
19" Rack Frames- 40Unit CTR Rack	2	580	1,160
19" Rack Hardware Cable sides	2	15	30
Nuts & bolts for 19" Racks	50	10	500
Krone Blocks	100	7.50	750
Krone Frames	10	25	250
13Amp Mains Distribution Fused - 4 Way outlets	10	9	90
E651 Emo - IEC Mains "Blue" Socket			
Distribution & Fuse Protection 4	4	110	440
IEC Mains Cables	20	2.90	58
Studio to Transmitter Link (STL)			
Moseley Simplex Digital Transmitter (Possible 1.4 Ghz Band)	1	6,995	6,995
GRIDPAK Dish - Link Antenna	1	800	800
Metres of 1/2" Co-axial cable	50	6.50	325
4" Ariel Pole to support GRIDPAK Dish	1	250	250
C.T.A. Area and Microwave Link Transmission Equipment Total			£ 36,596

TRANSMISSION SITE

Description	Quantity	Unit Cost £	Total Cost £
CTE 500 Watt Transmitter	1	6,250	£ 6,250
AEV Digital stereo encoder	1	1,200	1,200
Aldena Triple Cavity Band-pass filter	0	2,450	0
Directional Coupler	1	450	450
7/8" RF Extractor	1	350	350
Moseley 1.4 Ghz Digital Studio Link Receiver	1	6,995	6,995
1.4 Ghz GRIDPAK Link Receiving Dish & clamp	1	950	950
Metres of 1/2" Heliak RF Cable (for Digital Link Receiver Dish)	100	6.50	650
Back-up Music System	1	1,000	1,000
Antenna system	1	15,000	15,000
Transmission Site Equipment Total			£32,845

MISCELLANEOUS

Description	Quantity	Unit Cost £	Total Cost £
MSF UK Radio Controlled Clock	3	60	180
Telephone System & Installation	1	7,400	7,400
CD Racks for On Air/Production	2000	0.40p	800
Magnetic locks for Studios	2	400	800
Studio Furniture	1	2,000	2,000
Script holders (Production)	2	83	166
Microphone Mesh Windshield	2	40	80
Mini disc holders	500	0.75p	375
CACD-SB CD Carts	500	85 per 25	1,700
Integrated wiring materials of studios (connectors, wiring, etc)			5,390
Miscellaneous Equipment Total			£ 18, 891

NEWS PRESENTATION/GATHERING ROOM

Description	Quantity	Unit Cost £	Total Cost £
PC-Edit Multi Media PC with editing software for news cuts, along with 17" Monitor	1	2,500	2,500
ACS Buddy Workstation/Console/Mixer	1	1,450	1,450
RODE NT-2 Condensor Microphone	1	445	445
Anglepoise Microphone Stand	1	48	48
Anglepoise Arm Tabletop Base	1	9.50	9.50
Denon MD991R Mini-Disc Recorder	2	1,250	2,500
Tascam 302MkII Cassette Recorder	3	410	1,230
Sony STS E200 Tuner (for monitoring)	4	79	316
TV with Teletext - 23"	3	320	960
Alesis Nearfield Studio Monitors	1	345	345
Denon Monitor Amplifier	1	149	149
News Presentation/Gathering Equipment Total			£9,952.50

LIVE/OUTSIDE BROADCAST EQUIPMENT

Description	Quantity	Unit Cost £	Total Cost £
Telos Zypher I.S.D.N. Codec + Built in T/A Layer II/ISO Mepeg II - G.722 - Layer II Compatible	1	4,495	4,495
Telos Express ISDN. Remote O/B End = Built in T/A Layer II/ISO Mepeg II - G.722 - Layer II Compatible	1	4,495	4,495
Live/Outside Broadcast Equipment Total			£ 8,990

STAND-BY EQUIPMENT

Description	Quantity	Unit Cost £	Total Cost £
Patchcords for patchbays	10	15.00	150
Denon DN991R Mini-disc Recorder	1	1,295.00	1,295
Denon DN-C630 CD Player	1	445.00	445
RB-DA6 Distribution Amplifier	1	310.00	310
Moseley Simplex Digital Transmitter (Possible 1.4Ghz Band)	1	£ 6,995.00	£ 6,995
Moseley Simplex Digital Receiver (Possible 1.4Ghz band) (Both TX & RX to be on "Hot-Standby" at studio and TX site in the event of Link failure)	1	£ 6,995.00	£ 6,995
Stand-by Equipment Total			£16,190

INSTALLATION OF STUDIOS & TRANSMISSION EQUIPMENT, MATERIALS- LABOUR

Installation and Integrated wiring of all studios	£6,000
Installation and Integrated wiring of C.T.A. area	£2,100
Installation of FM Transmitter and Microwave Digital Links	£1,300
Erection of Microwave link mast (inc. erection of all antennas at studio)	£450
Erection of Microwave antennas at FM Transmission site	£1,650
Construction of all custom-built studios	£10,000
Installation of Studios & Transmission Site Equipment	£26,600

ANCILLARY

Studio Complex Electrical Back-up Generator	
Electrical 20 kVA Generator and Auto Switcher for Studio & Technical Facilities	£7,500
UPS for Studio/CTA and Broadcast Equipment only	£5,000
Anti-Vibration Canopy to enclose the generator and isolate its sound	£2,500
Double skin fuel "Fire Safe" Tank	£1,000
Studio Complex Electrical Back-Up Generator Total	£16,000

SECTION 9 – STUDIOS AND OPERATIONS

AIR-CONDITIONING FOR ALL STUDIOS & CTA AREA

Air-conditioning for all four studio locations	£14,400
"Comfort" to CTA Equipment Racks location	£ 2,900
Air-conditioning total	£17,300

MATERIALS FOR STUDIO CONSTRUCTION

On-Air Studio	
APX 12 X 12 Basic Acoustic Studio materials	£9,500
Main Production/Studio 2	
APX 12 X 12 Acoustic Studio with Voice-over booth	£5,500
Stand-by On-Air/Production/Work area - Studio 3	
APX 12 X 12 Acoustic Voice-over booth	£4,950
News Studio/Studio 4	
APX 12 X 12 Acoustic Voice-over booth	£ 3,650
Materials for studio construction total	£23,600

ANNUAL CHARGES (Re Transmission site, Maintenance costs, Microlink licence)

Three Rock Mountain Transmission Site Rent P/A	£ 40,000
Licence for Microlink from studio to Three Rock	£600
Annual charge for maintenance for Transmission and Studio Equipment	£ 36,000
Annual Charges Total	£76,600

TOTAL SUMMATION OF ALL TECHNICAL COSTINGS

On-Air Studio	£32,217
Main Production Studio/Studio 2	£25,040
Stand-by On-Air/Production	£ 9,507
CTA Area	£36,596
FM Transmission site	£32,845
Miscellaneous	£18,891
Stand-by Equipment	£16,190
Ancillary - Generator	£16,000
News Presentation/Gathering Room	£ 9,952
Live/Outside Broadcast Equipment	£ 8,990
Air-Conditioning	£17,300
Materials for studio construction	£23,600
Installation of studios (LABOUR)	£21,500
Woodwork for studios	£ 6,721
TOTAL	£275,350

9 (vi) Budgetary Costs

A full outline of budgetary costs relating to principal equipment and any necessary construction require for this project is included in Section 9 (v) above.

9 (vii) Planning Application

The promoters of Classic Rock 106.8FM are preparing a planning application for the proposed studio complex at Station Mews, Cross Guns Bridge, Dublin 9. Furthermore, planning permission for the erection of a Gridpak transmission dish, which will be positioned at the gable end of Station Mews, is in the process of being submitted.

SECTION 10 – PROPOSED COMMENCEMENT OF BROADCASTING

10 (a) If Classic Rock 106.8FM is successful in its application for a licence for Dublin City, and assuming the commission awards such a licence in May 2001, the commencement date for the service will be Monday September 3rd, 2001.

10 (b) The critical path analysis for the launch of the service is outlined below in both text and graphical form. The award-to-launch plan covers a total of 18 weeks, should the licence be awarded at a time other than around May 2001, Classic Rock 106.8FM is confident that the service will launch within 18 weeks of award of licence.

EVENT	DURATION	START TIME
ON AIR LAUNCH		T
Order Equipment	8 weeks	T -15 weeks
Agree layout design with contractors	1 week	T -15 weeks
Apply for ESB / Phone / ISDN		As soon as lease is signed
ODTR Licence application	2 - 4 weeks	ASAP no later than T - 13 weeks
Planning Permission link antenna	12 - 16 weeks	ASAP
Studio construction	4 weeks	T - 13 weeks
Studio install	4 weeks	T - 9 weeks
Studio testing	1 week	T - 5 weeks
Training/Dry runs	4 weeks	T - 4 weeks
Advertise for staff / start recruitment	3 weeks	T - 14 weeks
Interview staff	2 weeks	T - 11 weeks
Notify staff of start date (T - 4 weeks)	5 weeks	T - 9 weeks
Staff starts		T - 4 weeks
Confirm lease	2 weeks	T - 15 weeks
Transmission testing	3 weeks	T - 3 weeks
Press Launch		T - 1 week
Launch		T
Book press launch / launch venue		T - 9 weeks
Issue Invites (press)		T - 3 weeks
Issue Invites (launch)		T - 2 weeks
Print Invites	2 weeks	T - 6 weeks
Print stationery / promotional material	2 weeks	As soon as numbers are confirmed by Eircom
Arrange Insurance	2 weeks	T - 15 weeks
Issue brief to ad agency	1 week	T - 15 weeks
Agency Creative	2 weeks	T - 14 weeks
Book ad space	1 week	T - 14 weeks
Start Campaign		T - 1 week
Book agency presentations	1 week	T - 10 weeks
Commence agency presentations	8 weeks	T - 8 weeks
Hire Administrator/Receptionist	4 weeks	T - 15 weeks
Administrator/Receptionist starts		T - 11 weeks
CEO, Sales Director and Programme Director start	T - 16 weeks	