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2 Introduction

2(a) Name and Address of Applicant
The applicant, Maypril Limited, is a private limited company incorporated in Ireland No. 291673 with registered address at:

44 James Place East
Dublin 2

A copy of the certificate of incorporation is included in Appendix 1. All correspondence should be addressed to the contact named in Section 2(b) below.

2(b) Main Contact for Enquiries
All enquiries relating to this application should be addressed, in the first instance, to:
Mr John Mara
c/o O.J. Kilkenny & Co
44 James Place East
Dublin 2

Telephone (01) 661 1588
Fax (01) 661 4101

2(c) Proposed Station Name
The station will be called SPIN.

2(d) Brief Description of Programme Service
SPIN is a music radio station appealing to an audience of 15-34's whose radio tastes have previously been ignored. Credible Contemporary Hit Radio, playing a mix of Dance, R 'n' B, Hip-Hop, and Alternative Rock. SPIN will blend a relevant and credible news and lifestyle information service along with appropriate current affairs and entertainment packages. SPIN will be a station with a new face, a new focus, and a new format.

2(e) Advisers

Market Research Consultants
Behaviour & Attitudes
26 Burlington Road
Dublin 4

Technical Consultants
Broadcast Technical Solutions
John Player House
South Circular Road
Dublin 8

Advertising Consultants
Des O'Meara & Partners
23 Fitzwilliam Place
Dublin 2

Design Consultants
Power of Seven Limited
17 Clyde Road
Dublin 4

Public Relations Consultants
Prior Communications Limited
24 Upper Fitzwilliam Street
Dublin 2

Auditors
KPMG
Chartered Accountants
1 Stokes Place
Dublin 2

Solicitors
WG Bradley Solicitors
8 Exchange Place
IFSC
Dublin 1

Bankers
Anglo Irish Bank
St Stephen's Green
Dublin 2

3 Membership and Description of the Applicant Group

3(a) The SPIN application is being submitted by the following members.

Mr Osmond J Kilkenny

Mr. Kilkenny is the senior partner of O.J. Kilkenny & Co. Chartered Accountants and is one of the foremost financial advisors to the entertainment industry in the world. Mr Kilkenny is also a director and shareholder of TV3.

The Ministry of Sound

As the leading youth music authority of the 90's, The Ministry of Sound has successfully built an internationally recognised brand identity. Product quality is to the fore in all aspects of Ministry activity and their expertise carries across many areas including, recording, radio syndication, Internet, publishing, nightclubs and fashion.

Mr Michael Sherry

Mr Sherry is highly respected in Irish business circles and is a Director of Molloy & Sherry Limited, Ireland's largest haulage firm. He has also developed and promoted the Food Enterprise Park, recognised by Forbairt as one of the major successes of the Irish food industry.

Radio 2000 Limited

As the operator of Dublin music station 98FM, Radio 2000 was the pioneer in the use of focussed listener research and innovative marketing to become a successful and credible competitor in the Irish radio market.

3(b) All of the investors have access to capital, a proven track record, and are experienced in making high-risk investments. Based on all of the investors' experience in start-up situations, a simple ownership structure has been chosen. Because of this structure decisions will be made quickly and critical issues can be dealt with – this will be a key strength during the all important start-up phase.

The members incorporated Maypril Limited in 1998 specifically to apply for a sound broadcasting contract and to operate SPIN.

4 Ownership, Control and Staffing of Company

4(a) Board of Directors

(i) The following will make up the board of directors of Maypril Limited:

Chairman Mr Osmond J Kilkenny

Directors Mr James Palumbo
Mr Michael Sherry
Mr John Mara
Ms Lucy Gaffney

Chairman Mr Osmond J Kilkenny
'Lissadrone'
Killiney Hill Road
Killiney
Co Dublin

Age 52

Occupation Senior Partner, O.J. Kilkenny & Co, Chartered Accountants

Directorships TV3 Limited
The Mill (Facility) Limited

Nua Limited
Ardmore Studios Limited
Windmill Lane
Leisurecorp Limited

As well as the above directorships Mr Kilkenny is Chairman of the Irish Film Industry Think Tank Commission. As a result of his involvement in the above companies and his many years work as a financial adviser to the entertainment industry, Mr Kilkenny brings a wealth of media experience to SPIN. He will play a major part in the development of the station and will be a valuable member of the Board.

Director Mr James Palumbo (UK)
103 Gaunt Street
London SE1 6DP

Age 36

Occupation Company Director

Directorships Ministry of Sound Holdings Limited
Ministry Magazine Limited
Ministry Media Limited
Ministry of Sound Digital Limited

Originally trained as an investment banker, Mr Palumbo founded the Ministry of Sound in 1992 and serves as its Chief Executive. Since then, Ministry has developed a variety of businesses, all based on Dance music. Mr Palumbo has extensive experience of the Dance music industry.

Director Mr Michael Sherry
9 Wellington Road
Dublin 4

Age 55

Occupation Company Director

Directorships Molloy and Sherry Holdings Limited
Molloy and Sherry Transport Limited

Mr Sherry is a Director of Molloy & Sherry Limited, Ireland's largest haulage firm. His interests also include refrigerated warehousing, hotels, pubs and the Food Enterprise Park in Monaghan.

Director Mr John Mara
19 Wellington Road
Dublin 4

Age 25

Occupation Accountant

Directorships None

Mr Mara graduated with an honours BA in Economics and Politics from UCD. He is currently employed in O.J. Kilkenny & Co. Chartered Accountants where he specialises in music and film related projects. He also has extensive knowledge in the field of licensing, trademarks and royalties. He sits on a number of charitable committees, which raise substantial funds for charity. He is also the Honourary Secretary of The Ireland-Croatia Chamber of Commerce.

Director Ms Lucy Gaffney

10 Hainault Grove
Foxrock
Co Dublin

Age 39

Occupation Company Director

Directorships Radio 2000 Limited

Ms Gaffney has extensive experience in the radio and telecommunications industries. Ms Gaffney was Director of Sales and Marketing in 98FM from 1990 to 1996. She was Chairperson of the unsuccessful 'Energy' application for the national independent radio licence in 1995 which targetted the 15-34 audience. Ms Gaffney is currently Managing Director of Esat Clear, the residential division of Esat Telecom Group plc.

(ii) It is also intended to appoint up to two other non-executive directors if the application is successful. These individuals will be chosen for the level of relevant media experience they can contribute to the Board and will, of course, be subject to the approval of the IRTC.

4(b) Proposed Shareholding Structure

(i) The proposed shareholding structure of SPIN will be:
Number of Shares

Mr Osmond J Kilkenny 'Lissadrone' Killiney Hill Road Killiney Co Dublin	300,000
---	---------

Ministry of Sound Holdings Limited 103 Gaunt Street London SE1 6DP	300,000
--	---------

Mr Michael Sherry 9 Wellington Road Dublin 4	300,000
--	---------

Radio 2000 Limited The Malt House Grand Canal Quay Dublin 2	300,000
--	---------

1200,000

Total

(ii) All shares are IR£1 Ordinary Shares and carry equal voting rights.

(iii) All shares are beneficially held. All shares will be issued at par.

(iv),(v) Please see the confidential annexe for background details of members

(vi) All of the members see this as a long-term investment and there are currently no specific exit mechanisms planned.

4(c) Management Structure

(i) In order to ensure delivery of a high quality product to the market, SPIN will have a dedicated and professional management team. The management team will consist of a Chief Executive, reporting to the board, and four department managers responsible for Programming, News, Sales & Marketing, and Finance respectively.

Monthly board meetings will be held to direct overall policy and philosophy. It will be the final responsibility of the board to ensure that the company operates in accordance with its licence and its legal obligations. It will be the responsibility of the Chief Executive to manage the company on a day to day basis and to implement the policies of the board.

Use of 'he' or 'his' are simply indicative in this text and all positions will be open to the best female and male candidates.

Programme Controller

Reporting to the Chief Executive, the Programme Controller's responsibility will extend to the entire on-air sound and feel of SPIN. He will develop the programming schedule to target the core audience and will monitor compliance with all licence conditions, regulations, and guidelines. In conjunction with the Chief Executive he will be responsible for recruitment and development of all on-air staff.

News Editor

The News Editor will report to the Programme Controller and will have specific responsibility for ensuring that SPIN maintains the required level of high quality news and current affairs coverage. The Editor will also ensure that the station's news output is sufficiently balanced and is relevant and authoritative, given the target audience. In conjunction with the Programme Director and the Chief Executive he will be responsible for recruitment and development of the news staff.

Sales & Marketing Manager

Reporting to the Chief Executive, with responsibility for managing SPIN's relationship with all of its customers, both listeners and advertisers. This position will be target driven, with customer service as a high priority. The development of SPIN's brand and image in the marketplace will be a major part of this role. He will also manage and recruit a professional and ambitious sales team to ensure revenue targets are met.

Financial Controller

The Financial Controller will report to the Chief Executive and the Board and will have full responsibility for establishing and monitoring budgets and financial performance as well as cashflow and investment decisions. This will also include implementation of proper controls and review procedures.

(ii) Please see the confidential annexe for details on the individuals selected to fill certain management positions

(iii) Management remuneration will be determined by a sub-committee of the board consisting of the Chairman and two non-executive directors.

Rewarding excellent performance will be a priority and target driven remuneration packages will be given to each manager.

All staff members will receive written employment contracts. Each contract will include details on:

Start date and term of service

Working hours

Job description, responsibilities, and immediate superior

Remuneration

Performance review procedures

Notice periods

Confidentiality clause

There are no plans at present to introduce a general share option scheme for staff. The board will offer the Chief Executive an option to acquire 5% of the company, based on achievement of performance targets.

(i) A diagram of the proposed staff structure is included. A total of 35 full time staff and up to 10 part time staff will be employed. The overall structure of the company will consist of four departments, each managed by the appropriate member of the management team.

Programming

There will be a mix of full time and part time employees in Programming. As well as the Programme Controller there will be ten full time staff comprising Production Engineers, Announcers, talk show staff, an Admin Assistant, and a Research Co-ordinator. Several part time staff will be used to conduct the actual ongoing research which will be collated and processed by the Co-ordinator. There is also provision for freelance contributions.

News

In addition to the News Editor, three journalists and one sports reporter will be employed in news. An allowance has also been made in the financial projections for ongoing freelance contributions.

Sales & Marketing

Advertising sales will be organised into two distinct areas. SPIN will recruit a team of five direct sales executives who will be responsible for establishing direct client contacts and generating revenue from these clients. These positions will be target driven. Agency or National revenue will be managed by the Business Development Manager and Agency Sales Executive. A Promotions Executive will also be employed to develop sponsorship opportunities for clients. As the Internet will play such a key role in SPIN's business, a further sales executive will be recruited to concentrate on developing revenue opportunities from the website.

(ii) SPIN intends to recruit a talented and professional team in all areas and will have remuneration policies to match this. Regular reviews and appraisals of performance will be carried out to allow staff members to develop their careers and experience for the benefit of themselves and the company. The remuneration levels envisaged for each position are set out in the detailed financial appendices.

(iii) Through the industry contacts of the management team it is intended to actively recruit the most suitable candidates in all areas. Press advertising, and recruitment through a number of recruitment agencies will back this up.

(iv) SPIN is open to union participation by its employees. Our policy will be to pay market competitive salaries and to provide a positive and encouraging work environment. Through the review process all staff will have a role in influencing their own development.

(v) Training will play an important part in the philosophy of SPIN. Whether through intensive sales training or development of presentation skills for the on-air staff, the policy of SPIN will be to build a strong professional team who will be ideally placed to compete in the Dublin marketplace.

5 The Programme Service

5(a) Broadcasting Philosophy

(i) Vision

In the 21st Century, the 15-34 year old market will be entitled to have the radio choice that meets their needs. We believe and can prove that SPIN is that radio choice because through sound research we have asked, listened, learned and planned.

There has never been a better time to be Irish: philosophically, culturally and economically. We are reassessing and regenerating our core values in a unique context of financial security and political optimism. We are newly confident, newly eclectic: building on, rather than simply borrowing from, other cultures.

Irish musical talent from U2 to B-Witched; Boyzone to Riverdance, from the Corrs to the Devlins is now acclaimed on a global scale. Yet there is a wealth of talent still bubbling under, ready for the chance to shine on a stage of its own.

With worldwide dissemination on the web and by satellite, Irish talent is already seen and enjoyed at the global scale.

Our commitment is to facilitate this burgeoning talent and achieve recognition through unique synergies with our partner Ministry of Sound.

Our vision is to capture the young Dublin listener by building a brand and providing a service that is primarily music intensive. Into this we will blend a relevant and credible news and lifestyle information service along with appropriate current affairs and entertainment packages, which will succinctly and responsibly address a wide range of issues which our audience faces every day. We are committed to the Internet as a key medium through which we will deliver this brand to our audience.

As a radio station SPIN sees this enterprise as an opportunity to develop an alternative choice and to develop an interactive service that will meet the desires and needs of young Dublin and through them the wider community.

(ii) Research, Production, Quality Control, and Compliance

Programme Research

SPIN has an ongoing commitment to continuous research.

Both Qualitative and Quantative research (see appendices II, III & IV) has already provided us with an understanding of preferred music styles, presentation, commercialism, programme features, desired talk content and it's duration. This is discussed further in Section 6 under Market Demand. The results can also be viewed in detail in the appendix however some of the more salient excerpts from the research report are :

- "It was apparent, even from this small sample, that at this young age level, a very diverse range of musical tastes and preferences were evident."
- "With many keen to display an eclectic range of musical preferences. By design, however, it was 'dance' music which consistently emerged as an extremely popular style of music."
- "It was particularly difficult for respondents to conceptualise how news or talk radio would assimilate easily into a dance music radio station...."
- "..... a perceived excess of advertising did emerge as a criticism of mainstream radio...."

Attitudinal research

Further on going research via listener panels and focus groups will be conducted on a regular basis to ensure we stay tapped into the important issues of our core listenership thereby keeping all aspects of our service relevant.

Music research

Owing to the fast moving and disposable nature of contemporary music it will be necessary to stay in touch with the trends and the listening preferences of our core audience. Integral to our operation will be weekly callout music research. We have already conducted 'cluster' music testing to arrive at the most desirable mix of music styles for our station and this kind of research will be on going. Our station will always reflect new trends (see appendices V).

Tracking research

Weekly callout tracking research will give us information on how our audience's come and share stack up as we develop the station.

Programme Production

Resources

The radio station's partnership with The Ministry Of Sound will be its greatest production asset. Their portfolio of business interests and expertise carries across a number of areas making it an ideal contributor of youth radio programming.

The Ministry Of Sound is a London based media company that specialises in all aspects of contemporary youth culture. They are a leading authority on dance music. They run clubs and bars, they market fashion wear and merchandise, they produce radio syndication, release compilation recordings and they promote tours and events.

We intend to broadcast live via ISDN from The Ministry of Sound club in London on Friday and Saturday nights. Another live linkup opportunity during the summer includes taking an audio feed via The Ministry from Pacha the most famous club in Ibiza. In addition The Ministry's two hour radio syndication offers us further regular programming opportunities.

They also publish a periodical youth magazine of high quality entitled 'Ministry'. We will tap into the magazine as a resource for a number of programming features including lifestyle news, film, fashion, technology, DJ and club news.

In addition we intend to utilise content from 'e-flyer' a clubbing lifestyle newsletter on the Ministry's Web site.

The resources at our disposal are numerous and specific features we intend to develop using these resources are detailed in sub section (b) Programming Schedule 'Features Guide'.

TnaG has clearly demonstrated that young Irish and artistic are synonymous. SPIN will plug into Irish language and music in the same vibrant way.

Other lifestyle features such as health and the environment will be produced and voiced by programming, production, on-air talent and the news team as part of their normal workday responsibilities. The information resources for news and programme features will be provided by our journalists, the Internet, World Entertainment News Network subscription. We will be also approaching INN for membership status and service.

Technology

Recording and producing programme features will be greatly assisted by digital technology. Two production engineers both doubling as air talent will share station feature production and commercial production.

On air presentation will be assisted by use of RCS Master Control, an automation system which will enable on air talent and news to record and insert voice links as well as block programming features in advance.

Furthermore, automation will provide SPIN with the opportunity to run a commercially viable alternative in the market place, whilst building a team of highly focused, multi-talented operations staff.

At particular times during the day continuity on the station will have 'Live' presenters. Weekday and weekend Breakfast Shows, Afternoon Drive and Nights in particular. Other dayparts and block programming features will be pre-recorded and automated for broadcast as if the presenters were 'live'. These 'virtual live' shifts include weekday mornings and afternoons and weekend days and overnights.

Quality Control

On air quality control will be under the supervision of an experienced Programme Director. She will control all aspects of the sound of the radio station. Specific areas of responsibility include:

The scheduling of songs and tailoring music flow for the station via RCS Selector.
Managing and directing DJs and air talent.

Overseeing station production with regard to programme feature content and presentation.

In conjunction with the News Editor ensure that news content is factual, balanced and well targeted.

Ensuring that the legal requirement of speech content is adhered to, and abide by the regulations of the Broadcasting Commission.

We will ensure that there is an adequate complaint procedure in place to ensure that any unacceptable programme content is responded to quickly and that enquiries or complaints from listeners are settled satisfactorily.

The Programme Director will also be held accountable for compliance with all programming elements of a statutory and contractual nature, both with the I.R.T.C. and in accordance with the obligations as set down in Sections 6 and 9 of the Radio and Television Act, 1988.

(iii) Assessment of Success

The success of our programming will be monitored and assessed by the results of regular in house call-out tracking research. Combined with the results of the JLNR this will give us an indication as to the appeal of the station and how effectively we are targeting our core audience.

5(b) Programme Schedule - The Format

SPIN will be a 24-hour service with a new face, a new focus and a new format. The schedule will comprise a combination of formatted music dayparts as well as block programmes and special features. A detailed outline follows.

Our research shows the 15-34 target market favours a variety of music styles, including Dance Rhythmic, Modern Alternative, R 'n' B / Hip Hop and CHR / Pop Hits.
Source: Behaviour & Attitudes: June/July 1999

One of the music styles our target audience expresses a preference for is dominated by CHR (Contemporary Hit Radio > Pop . This mainstream genre is already being delivered to a large extent by existing 98FM and FM104 services.

To differentiate, SPIN will concentrate on two other styles of preference - Dance / Rhythmic combined with R 'n' B (Rhythm and Blues) Hip Hop focuses on the 15-34 market with primary targeting for the 15-24 segment.

Dance As A Focus

The music move is to dance, and that's where radio consumers are moving. In the last six years dance music has moved from the underground to the mainstream. Dance music is now a dominant force in both the UK and Ireland.

For example the UK Top 40 this week (27/6/99) has a total of 14 dance-based singles. By 'dance-based' the implication is that a given track has crossed over from the club world into mainstream appreciation. Likewise Chart Pop songs that haven't been specifically written with the dance world in mind are being re-mixed with dance rhythms to introduce them to the dance floor.

In Ireland, Fono Magazine's Top 20 Singles and Album Charts show that 40% of songs listed are dance. (13/7/99) There are also specialist dance columns dedicated to clubbing and dance music. Hot Press magazine now has a two page spread entitled 'Digital Beat', In Dublin Magazine has the 'Clubbing' column and 'Uproar' boasts to be Ireland's only dance magazine.

Comments from listener panels reflect the preference for dance and R 'n' B.

Dance has become so much part of the entertainment culture of young Dubliners that SPIN will launch with a mix of current hits from such artists as Armand Van Helden, Chicane, Orbital, Phats and Small, ATB, J Sakin & Friends, Chemical Brothers, and Fatboy Slim. This list is far from exhaustive in that it represents only the 'contemporary hit' end of the genre.

While some dance styles will have crossed over into the mainstream they will be included in the station play list, while others will be included in specialist dance shows.

While the overall schedule will depict all the music styles that are of primary interest to a 15 to 34 listener, our focus on Dance / R 'n' B will provide an anchor for the format. It will not exclude other music styles but the musical point of difference between SPIN and other operators will be how the music flows. While we may share some

of the contemporary hit material with the likes of FM104 and 98FM, neither of these formats plays any more than two or three current songs before falling back to 80's and 90's gold. Our station won't.

It is our intention that our music schedule be continuously contemporary and cutting edge. As such we will have an identifiable music position currently not provided for by existing radio stations in the Dublin market.

SPIN will present the freshest, most contemporary and youth credible radio format in Dublin.

A detailed music schedule showing how these all styles are integrated appears under sub section (b) Programme Schedule - "Sample Playlist Hours"

(i) Samples of a 'Sizzling Schedule'

As our research shows that there is by our core audience to long talk features.

- In discussion of talk radio, respondents naturally tended to reference existing talk radio programming.
- In this context, it emerged that despite a stated preference for 'less talk radio and more music', talk radio does in fact appear to have a relatively high listenership among this age bracket.
- However, the point emerged in both discussion groups that many of the topics discussed _____ shows do seem to be relevant for this market.
 - Day to day issues
 - Moral and ethical dilemmas
 - Sex and sexuality

As a result we will package most of our spoken pre recorded programmes into short, bite-sized featurettes. Sharply produced, station branded top and tail, these features will rotate across a 24 hour period to gain maximum reach and frequency. All of these inserts will flow regularly in the schedule without any spoken preamble.

'Programme Featurette' topics will change and be updated regularly. The following are indicative of the type and style of the programmes we will produce :

SPIN Out

Where to go and where to be seen

A gig guide / review of the best parties in town, where to go and where to be seen when on the pull. Club scene, best pubs and bars. A 60 second pre-recorded feature these vignettes slot into the schedule six times across the day.

In Your Face

Sound Byte

This slightly irreverent and light-hearted chat feature is a quick edit of street views and interviews. Target demo Dubliners are canvassed for their candid opinions on topical and lifestyle issues.

Beats Per Minute

A punters guide to new recordings, video and vinyl

Same format as above, vox pop responses and comments on new releases, singles, albums, MTV, videos and dance mixes.

SPIN Drift

Saving the Planet (What's left

of it)

A serious look at environmental issues with 'rescue the future' themes. Packaged with sea, surf sound effects – the spin here is to present information with an atmosphere. 60 second duration. Station branding in keeping with the feature.

In A Flat SPIN

Home locators guide

An 'in-a-hurry' guide for those looking for rental accommodation. Listing solo and share situations. Updated daily and scheduled morning and afternoon drive as well as late night. Two minute duration.

Games Up

Standby your joystick

A quick review of the latest PC / Sega / Nintendo / Sony PlayStation games. Presented by a teenager, freelance talent. Again upbeat, 45 – 60 seconds in length and rotated with other features across the day. Updated weekly.

Rip It Off

She's In Fashion

A rapid look at fashion, trends, what to wear and when to wear it.

Another 60 second point of view from those who know and care, along with those who don't and couldn't give a damn.

SPIN-zine - The 'Sound' In Sixty Minutes

This is a 60-minute club lifestyle feature, based on the content of the Ministry Of Sound magazine – 'Ministry'. It's fast paced and full of topical interest information about fashion, entertainment gossip, the music scene and more.

The following are examples of topics covered by a recent publication of the magazine:

'Cocaine - Why It's crap' 'Flirty Dancing' 'Trance Atlantic – The Yanks gave us Dance Music - Now we're selling it back.' 'Body Shock – What happens when you take drugs and drink alcohol. The doctor will see you now.' 'All Geared Up - Fit fashion for the over 15's'

SPINning A Line

After Laughter

One-minute comedy inserts edited from established comedians and TV programmes. ie: Men Behaving Badly, South Park, Father Ted, They Think It's All Over It Is Now, Never Mind The Buzzcocks, Room 101.

The Fame File

Profiles from personalities

The Ministry Of Sound and WENN provide audio of movie stars talking about and including clips from new movies, club DJ's, sports personalities both local and international, recording artists etc.

SPIN Online

The Web Rules

Internet, web and total techno review of products relating to the e-world and cyberspace.

Ag Casagh Ceol Na hEireann

SPINning the Music Of Ireland

New Irish Music programmes of around 90 sec in duration featuring clips of music and interviews with the artists / bands. These will be presented in Irish and scheduled five times day.

In addition our shorter vignettes SPIN will showcase longer features and special music showcases.

The Ministry SPIN Magazine

Out takes and interview snippets from the 30-minute Ministry Of Sound Magazine. These are packaged and presented in donut form around station branding and imaging. All in 60 seconds.

A five minute showcase with out-takes and interview snippets from the 60 minute SPIN-zine programme. They will be packaged and presented once each daypart. We are able to record up to 8 of these each week and they will rotate into different dayparts.

Youth Talk

A youth talk component will be included in the schedule. While our focus listener panels indicated that the night 'shock jock' approach to talk back is 'off putting' they did however see an opportunity to address topics and issues from a more up market, street smart and youthful perspective.

- "... the point emerged in both discussion groups that many of the topics discussed on the late night phone shows do seem to be relevant for this market:-
- "Yet it was the manner in which these issues were currently addressed by these programmes that seemed off-putting."
- "In this regard there does seem to be a possible market for a more lighthearted approach, yet not one which would trivialise its subjects."
- "..... There seemed to be a distinct absence of young presenters on mainstream radio stations, who could lend a talk show of this nature a more youthful gloss."

We see this potential talk feature as a presenter / interview scenario, not necessarily an open line 'free-for-all'. This programme will be a forum for young Dublin presenters to tackle the issues that affect them and presenting these to their peers has real potential.

We will launch this concept into the 6 – 7pm hour Monday to Friday.

Ag Casagh Ceol Na hEireann
An Irish Music Showcase

A one hour showcase of contemporary Irish Music presented by Roisin Saxe. Her previous experience includes fronting a youth music show on Network 2. Showcased Thursday and Sunday evenings.

SPIN Request Show

An early Sunday morning feature for clubbers coming home. This programme could include listener interaction – a kind of 'What happened last night' or 'Why the hell are you still out?' theme. Scheduled 5am till 9am

The Ministry Dance Party

Two hours of accessible new dance music and session showcases mixed by international superstar DJs playing out exclusive sets. These showcase Friday and Saturday nights.

Backspin

A Retro Show of Hits from the last 2 years. This pre-recorded feature is scheduled for early Saturday evening. A warm up for the night to come.

Top SPIN

An Fiche

This is a Top 20 Countdown of Dance and R 'n' B with a difference. It will be a bilingual presentation anchored by Tom Brannigan, performer, TnaG and RTE TV presenter. Scheduled for Sunday morning 9am till 11am.

Ease Out

Wake Up R'n'B

A Saturday late morning to early afternoon specialist block programme featuring laid back 'soul' R 'n' B sounds to ease the party heads back into the real world. Scheduled 11am till 1pm

5(c)

Programme Policy Statement

SPIN's policy is to be the music radio station that has the most appeal to an audience of 15 – 34, because it is based on their stated broadcasting needs. The station will serve up the 15 - 24 demographic segment with a mix of contemporary music styles, news and topical lifestyle information.

Music to Speech Ratio

We guarantee that we will operate within the parameters of the statutory regulations laid down in The Radio and Television Act 1988. The current statutory stipulation is for 20% news and current affairs.

The station will programme 80% music and 20% speech. The percentage will vary from hour to hour but the overall 7am – 7pm, 7pm – 7am criteria will conform to the regulations.

Percentage Of Speech Programming Proposed

While our research indicates a degree of intolerance regarding too much talk for 15 to 24 year olds, the 25 to 35 demos are less concerned. We believe that the content and packaging of talk features will play a major role in retaining appeal for both primary and secondary audiences.

News coverage

The news presentation and content will differ greatly from the offerings on other contemporary stations in Dublin. The style of approach is best exemplified by MTV. Bullet headlines of major Dublin, national or international interest, but the bulk of the content will include sport, music news and entertainment.

These bulletins will sweep in and out of music at approximately (20 past the hour and 10 to the hour) each hour from 6 am till 8pm. As indicated elsewhere, our research has shown that there is a bias towards less talk with a segment of our audience and we won't be producing long news bulletins. We intend to package our presentation into two minutes at a time but introduce it twice hourly.

Sports coverage

Sport is of major interest to the male segment of our audience but with the station skewed female our content will be headlines in tight information packages. Sport will be included at the end of our twice-hourly bulletins. Content will be compiled by a freelance sports contributor and subbed by our duty news editors.

Music policy

As discussed our research shows the 15 – 34 target market favours a variety of music styles but with the greatest preference lying with Dance and R 'n' B.

It is 'dance' music that consistently emerges as the popular musical genre because it crosses over into the mainstream. As such the station will target dance listeners with a mix of current dance styles. This will predominate in our playlist as well as feature in specialist shows.

Our focus on dance will not however exclude other music styles of current appeal. The overall schedule will depict all the music styles that are of primary appeal to a 15 to 34 listener.

Irish Music

Because of the contemporary nature of SPIN we will not be able to utilise any depth of older Irish popular hit music and we will be very reliant on the market to provide a constant supply of fresh acts and music. We are committed to presenting Irish music that has appeal to our target audience and we are confident that the minimum level of Irish content on the station will be well within range of the required 30%.

We intend to feature two one-hour shows of specialist Irish music programming a week. Thursday and Sunday nights. Also a series of 90-second music showcases will play five times a day.

Irish Language

The Top 20 Dance Countdown will be the anchor of our Irish language programming. It is a simple matter to include an Irish language component into our 60-second lifestyle features as well as the Ministry SPIN Magazine.

Creation Of New Opportunities For Irish Talent

SPIN will be a radio station directed at a youth audience. As such we will be actively recruiting and auditioning from a youth talent pool and there will be opportunities in production, journalism, promotions, DJ and air work.

Top UK DJ's are currently releasing albums under the name of the Ministry of Sound. They include Armand Van Helden, Tall Paul, Brandon Block, ATB and Judge Jules who is Irish born. SPIN will have access to

the Ministry's pool of talent and we are totally committed to furthering the careers of our homegrown DJ's by introducing them to such talent.

We have reserved weeknights from 7pm till 10pm to give young budding Irish DJ's the opportunity to strut their stuff. We will conduct monthly auditions to find talent to put on our roster.

It goes without saying that we will be canvassing the local tertiary media training colleges such as Ballyfermot and D.C.U.

Purchase Of Broadcast Material / Sale To Others

One of the key points of difference will be specialist programming resources supplied by Ministry of Sound, one of the applicant shareholders.

Syndicated dance music shows, featuring DJ's in session and live broadcasts from Ministry nightclubs will form part of the broadcast schedule.

The recorded content that we produce in-house would be available for syndication.

Presentation Style

Overall SPIN's presentation will be in keeping with a contemporary hit radio format. General continuity of will be up beat and energised but without the club DJ style associated with most dance radio stations. Presenters will be bright but 'real' and 'one on one'.

Specialist shows will vary in presentation depending on the type and style of the programme featured. A dance show will differ greatly from an Irish language music show. Some will be pre recorded and others will go out live.

All commercial breaks will be kept to a minimum of 2 minutes in duration. We anticipate 3 breaks an hour. Because our younger target group are commercially intolerant we will encourage advertisers to invest in 60-second spots. This will give the impression of fewer messages per break keeping commercial clutter to a minimum.

DJs and producers will be part of an integrated team which will deliver a station personality which will be hip, funky, clever, fresh and classy.

New Forms of Radio Broadcasting

Live broadcast or streaming over the SPIN will be standard and the use of interactive features on our web site will be a key feature of SPIN's strategy of attracting our core youth demos.

Internet Radio which utilises not just audio but video of the music we play is already under development.

(ii) Seven Day Programme Schedule

Monday to Friday

2400 – 0600

Ministry In the Mix

- No Presenter
- 7 Hours Non-Stop Music
- Pre-programmed from Ministry Of Sound CD mixes / SPIN Selector scheduling.

0600 – 1000

The SPIN Doctors

- Live presenters
- Talk content (60/40)
- News / Sport / Lifestyle / Weather (20 past the hour and 10 to the hour).
- Music sweeps through the top of the hour

- 9 - 10 songs per hour.
(SPIN Selector Contemporary Playlist Mix)
- 3 x 2 min commercial breaks
- Three 'Programme Features' from a rotating list each hour.
- Ministry SPIN Magazine
- Listener interaction, phone-ins, competitions

1000 – 1300

SPIN At Work A Morning Show

- 'Virtual Live' Presenter
- News / Sport / Lifestyle / Weather
(20 past the hour and 10 to the hour).
- Music sweeps through the top of the hour
- 13 songs per hour.
(SPIN Selector Contemporary Playlist Mix)
- 3 x 2 min commercial breaks
- Three 'Programme Features' from a rotating list each hour
- Ministry SPIN Magazine

1300 – 1400

SPIN-zine - The 'Sound' In Sixty Minutes

1400 – 1600

SPIN Mix An Afternoon Show

- 'Virtual Live' Presenter
- News / Sport / Lifestyle / Weather
(20 past the hour and 10 to the hour).
- Music sweeps through the top of the hour
- 13 songs per hour.
(SPIN Selector Contemporary Playlist Mix)
- 3 x 2 min commercial breaks
- Three 'Programme Features' from a rotating list each hour
- Ministry SPIN Magazine

1600 – 1900

Home Drive 'Taking the Car For A SPIN'

- Live Presenter
- News / Sport / Lifestyle / Weather
(20 past the hour and 10 to the hour).
- Music sweeps through the top of the hour
- 12 songs per hour.
(SPIN Selector Contemporary Playlist Mix)
- 3 x 2 min commercial breaks
- Three 'Programme Features' from a rotating list each hour
- Ministry SPIN Magazine
- Requests

1900 – 2000

Rap n Chat Youth Talk

- Young Live presenters talk to experienced contributors and field callers about topical issues affecting young Dubliners.
- Selected live phones from the public.

2000 – 2300 Monday – Wednesday

SPIN Out Showcase - Budding Mixes

- A roster of budding Dublin DJ's.
- Music DJ selections from Dance Anthems, Classic Tracks from the last year, R 'n' B mixes.
- 3 x 2 min commercial breaks.

- Clubber's Guide
- Three 'Programme Features' from a rotating list each hour
- Ministry SPIN Magazine

2300 – 2400 Monday – Thursday

Live from the Birmingham Bar

- ISDN from the Ministry
- Continuous DJ dance hits.
- Commercial Free but sponsored.

2100 – 2200 Thursday

Ag Casagh Ceol nahEireann

SPINning the Music Of Ireland

A one hour showcase of contemporary Irish Music bilingual presentation with Roisin Saxe.

- 3 x 2min commercial breaks
- Interviews and new releases

1900 – 2400 Friday

The Ministry Dance Party

- Continuous Mixes
- Live ISDN broadcast from the Ministry Club in London

Seven Day Programme Schedule

Saturday

2400 – 0700

Ministry in the Mix

- No Presenter - 7 Hours Non-Stop Music
- Pre-programmed from Ministry CD mixes / SPIN Selector programming
- Optional live ISDN from the Ministry Club London – The Box – The Baby Box or Main Bar

0700 – 1100

Chillout / Lounge Core

- Live presenter
- Talk content (60/40)
- News / Sport / Lifestyle / Weather
(20 past the hour and 10 to the hour).
- Music sweeps through the top of the hour
- 10 songs per hour.
(SPIN Selector Contemporary Playlist Mix)
- 3 x 2 min commercial breaks
- Three 'Programme Features' from a rotating list each hour.
- Ministry SPIN Magazine
- Listener interaction, phone-ins 'Where were you & what's on tonight?'

1100 – 1300

Wake Up R'n'B – Specialist Block Programme

- 'Virtual Live' Presenter
- News / Sport / Lifestyle / Weather
10 to the hour.
- Music sweeps through the top of the hour
- 3 x 2 min commercial breaks

1300 – 1400

SPIN-zine Weekly Rap Up

- The sound in sixty minutes
Highlights from the week

1300 – 1600

SPIN Mix – An Afternoon Show

- ‘Virtual Live’ Presenter
- News / Sport / Lifestyle / Weather
(20 past the hour and 10 to the hour).
- Music sweeps through the top of the hour
- 13 songs per hour.
(SPIN Selector Contemporary Playlist Mix)
- 3 x 2 min commercial breaks
- Three ‘Programme Features’ from a rotating list each hour
- Ministry SPIN Magazine

1600 - 1900

BackSPIN – Retro Dance Show – Specialist Block Programme

- ‘Virtual Live’ Presenter

1900 - 2400

The Ministry Dance Party

- Continuous Mixes
- Live ISDN broadcast from the Ministry Bar in Birmingham.

Seven Day Programme Schedule

Sunday

2400 - 0200

Drum n Bass – Specialist Block Programme

- Pre recorded Feature from the Ministry Of Sound

0200 – 0500

Live Ministry

- Live ISDN Club broadcast from leading UK Club the Ministry.
- No Presenter
- Pre recorded interview, with performing DJs

0500 – 0900

SPIN Down – A Request Show

- Live presenter
- News / Sport / Lifestyle / Weather
(20 past the hour and 10 to the hour from 6am).
- Requests, dance, all styles to suit those coming home
- Will contain some morning show elements
- Best of the SPIN Doctors
- 3 x 2 min commercial breaks
- Three ‘Programme Features’ from a rotating list each hour.
- Ministry SPIN Magazine
- Listener interaction, phone-ins,
- What happened last night

0900 – 1100

An Fiche

Weekly Top 20

- Virtual Live presenter - ‘as Gaeilge’
- Countdown of the week’s top chart songs
- 3 x 2 min commercial breaks
- News / Sport / Weather
(20 past the hour and 10 to the hour).
- Music sweeps through the top of the hour

1100 - 1300

- Ease Out - Specialist Block Programme
- 'Virtual Live' presenter
- R 'n' B / Hip Hop for easy listening
- What's on for Sunday – stuff to do in Dublin.
- News / Sport / Weather
(20 past the hour and 10 to the hour).
- Music sweeps through the top of the hour
- Three commercial breaks each of two minutes
- Programme Features
- Ministry SPIN Magazine

1300 – 1800

SPIN Mix – An Afternoon Show

- 'Virtual Live' Presenter
- News / Sport / Lifestyle / Weather
(20 past the hour and 10 to the hour)
- Music sweeps through the top of the hour
- 13 songs per hour.
(SPIN Selector Contemporary Playlist Mix)
- 3 x 2 min commercial breaks
- Three 'Programme Features' from a rotating list each hour
- Ministry SPIN Magazine

1800 – 1900

Ag Casagh Ceol nahEireann

SPINning the Music Of Ireland

A one hour showcase of contemporary Irish Music bilingual presentation

- 3 x 2min commercial breaks
- Interviews and new releases

1900 - 2400

The Sunday Dance Party

- Continuous Mixes
- Live ISDN broadcast from the Ministry Bar in Birmingham.

SAMPLE PLAYLIST HOUR

Average Weekday Afternoon

13.00	Music sweeps though the top of the hour.		
13.04	Chemical Brothers SPIN Image Promo	Hey Boy Hey Girl	(Dance)
13.07	Armand Van Helden	You Don't Know M	(Pop/Dance)
13.11	Shanks & Big Foot	Sweet Like Chocolate	(R 'n' B)
13.15	Programme Feature 1 Commercial Break SPIN ID back to music	The Fame File	(1 minute) (2 minutes)
13.18	Chicane	Saltwater	(Pop/Dance)
13.22	News Sweep - headlines / sport / lifestyle		(2 minutes)
13.24	Stereophonics	Pick A Part that's New	(Alt/Rock)
13.27	Madonna	Beautiful Stranger	(CHR/Pop)

13.31	Gouryella	Gouryella	(Dance)
13.34	Programme Feature 2 Commercial Break SPIN ID back to music	She's In Fashion	(1 minute) (2 minutes)
13.37	Red Hot Chili Peppers SPIN Image Promo	Scar Tissue	(Alt/Rock)
13.40	Jamiroquai	Canned Heat	(CHR/Pop)
13.44	TLC	No Scrubs	(R 'n' B)
13.47	Programme Feature 3 Commercial Break SPIN ID back to music	SPIN Online	(1 minute) (2 minutes)
13.50	ATB	9PM (Till I Come)	(Dance)
13.53	News Sweep - headlines / sport / lifestyle		(2 minutes)
13.55	DJ Sakin & Friends SAMPLE PLAYLIST HOUR	Nomansland	(Dance)

Average Weekday Morning
Ministry SPIN Magazine Hour

11.00	Music sweeps though the top of the hour.		
11.04	Fatboy Slim SPIN Image Promo	Right Here Right Now	(Dance)
11.07	Busta Rhymes feat Janet	What's It Gonna Be	(R 'n' B)
11.11	Commercial Break		(1 minute)
11.12	Ministry SPIN Magazine (Magazine features 60 sec commercial window) SPIN ID back to music		(5 minutes)
11.23	Blockster	Grooveline	(Dance)
11.26	News Sweep - headlines / sport / lifestyle		(2 minutes)
11.28	Beverly Knight	Greatest Day	(CHR/Pop)
11.31	Blank & Jones SPIN Image Promo	Cream	(Dance)
11.35	Manic Street Preachers	Tsunami	(Alt/Rock)
11.39	Commercial Break SPIN ID back to music		(2 minutes)
11.41	Whitney Houston SPIN Image Promo	My Love Is Your Love	(R 'n' B)
11.40	Orbital	Nothing Left	(Dance)
11.44	Commercial Break SPIN ID back to music		(2 minutes)
11.46	Mel G	Word Up	(R 'n' B)

11.50	News Sweep - headlines / sport / lifestyle		(2 minutes)
11.52	DJ Jean	The Launch	(Dance)
11.56	Goo Goo Dolls	Iris	(Alt/Rock)

SAMPLE PLAYLIST HOUR

Average Breakfast Hour

8.00	Music sweeps though the top of the hour.		
8.04	Greece 2000 SPIN Doctors ID	3 Drives	(Dance)
8.07	Wiseguys	Ohh La La	(R 'n' B/Dance)
8.11	Entertainment / Celebrity Gossip / Weather Programme Feature 1 Commercial Break SPIN ID back to music	SPINdrift	(1 minute) (1 minute) (2 minutes)
8.15	No Doubt	New	(Alt/Rock)
8.19	News Sweep - headlines / sport / lifestyle (2 minutes)		
8.21	Backstreet Boys	I Want It That Way	(CHR/Pop)
8.25	Phone Bit / Topical /	Weather	(1 minute)
8.27	Phats & Small SPIN Doctors ID	Turn Around	(Dance/Pop)
8.31	Paul Van Dyke	For An Angel	(Dance)
8.36	Programme Feature 2 Commercial Break SPIN ID back to music	'Beats Per Minute'	(1 minute) (2 minutes)
8.39	Mase SPIN Image Promo	Get Ready	(R 'n' B)
8.43	Supergrass	Pumping On Your Stereo (Alt/Rock)	
8.46	Topical bit / weather minutes) SPIN ID back to music	Commercial Break	(2
8.48	Sugar Ray	Every Morning	(Pop/R 'n' B)
8.51	News Sweep - headlines / sport / lifestyle (2 minutes)		
8.52	Jamiroquai	Canned Heat	(CHR/Pop)
8.55	Programme Feature	'SPINning A Line' (30 sec comedy)	
8.56	Blockster	Grooveline	(Dance)

5 The Programme Service

5(a) Broadcasting Philosophy

(i) Vision

In the 21st Century, the 15-34 year old market will be entitled to have the radio choice that meets their needs. We believe and can prove that SPIN is that radio choice because through sound research we have asked, listened, learned and planned.

There has never been a better time to be Irish: philosophically, culturally and economically. We are reassessing and regenerating our core values in a unique context of financial security and political optimism. We are newly confident, newly eclectic: building on, rather than simply borrowing from, other cultures.

Irish musical talent from U2 to B-Witched; Boyzone to Riverdance, from the Corrs to the Devlins is now acclaimed on a global scale. Yet there is a wealth of talent still bubbling under, ready for the chance to shine on a stage of its own.

With worldwide dissemination on the web and by satellite, Irish talent is already seen and enjoyed at the global scale.

Our commitment is to facilitate this burgeoning talent and achieve recognition through unique synergies with our partner Ministry of Sound.

Our vision is to capture the young Dublin listener by building a brand and providing a service that is primarily music intensive. Into this we will blend a relevant and credible news and lifestyle information service along with appropriate current affairs and entertainment packages, which will succinctly and responsibly address a wide range of issues which our audience faces every day. We are committed to the Internet as a key medium through which we will deliver this brand to our audience.

As a radio station SPIN sees this enterprise as an opportunity to develop an alternative choice and to develop an interactive service that will meet the desires and needs of young Dublin and through them the wider community.

(ii) Research, Production, Quality Control, and Compliance

Programme Research

SPIN has an ongoing commitment to continuous research.

Both Qualitative and Quantative research (see appendices II, III & IV) has already provided us with an understanding of preferred music styles, presentation, commercialism, programme features, desired talk content and it's duration. This is discussed further in Section 6 under Market Demand. The results can also be viewed in detail in the appendix however some of the more salient excerpts from the research report are :

- "It was apparent, even from this small sample, that at this young age level, a very diverse range of musical tastes and preferences were evident."
- "With many keen to display an eclectic range of musical preferences. By design, however, it was 'dance' music which consistently emerged as an extremely popular style of music."
- "It was particularly difficult for respondents to conceptualise how news or talk radio would assimilate easily into a dance music radio station...."
- "..... a perceived excess of advertising did emerge as a criticism of mainstream radio...."

Attitudinal research

Further on going research via listener panels and focus groups will be conducted on a regular basis to ensure we stay tapped into the important issues of our core listenership thereby keeping all aspects of our service relevant.

Music research

Owing to the fast moving and disposable nature of contemporary music it will be necessary to stay in touch with the trends and the listening preferences of our core audience. Integral to our operation will be weekly

callout music research. We have already conducted 'cluster' music testing to arrive at the most desirable mix of music styles for our station and this kind of research will be on going. Our station will always reflect new trends (see appendices V).

Tracking research

Weekly callout tracking research will give us information on how our audience's come and share stack up as we develop the station.

Programme Production

Resources

The radio station's partnership with The Ministry Of Sound will be its greatest production asset. Their portfolio of business interests and expertise carries across a number of areas making it an ideal contributor of youth radio programming.

The Ministry Of Sound is a London based media company that specialises in all aspects of contemporary youth culture. They are a leading authority on dance music. They run clubs and bars, they market fashion wear and merchandise, they produce radio syndication, release compilation recordings and they promote tours and events.

We intend to broadcast live via ISDN from The Ministry of Sound club in London on Friday and Saturday nights. Another live linkup opportunity during the summer includes taking an audio feed via The Ministry from Pacha the most famous club in Ibiza. In addition The Ministry's two hour radio syndication offers us further regular programming opportunities.

They also publish a periodical youth magazine of high quality entitled 'Ministry'. We will tap into the magazine as a resource for a number of programming features including lifestyle news, film, fashion, technology, DJ and club news.

In addition we intend to utilise content from 'e-flyer' a clubbing lifestyle newsletter on the Ministry's Web site.

The resources at our disposal are numerous and specific features we intend to develop using these resources are detailed in sub section (b) Programming Schedule 'Features Guide'.

TnaG has clearly demonstrated that young Irish and artistic are synonymous. SPIN will plug into Irish language and music in the same vibrant way.

Other lifestyle features such as health and the environment will be produced and voiced by programming, production, on-air talent and the news team as part of their normal workday responsibilities. The information resources for news and programme features will be provided by our journalists, the Internet, World Entertainment News Network subscription. We will be also approaching INN for membership status and service.

Technology

Recording and producing programme features will be greatly assisted by digital technology. Two production engineers both doubling as air talent will share station feature production and commercial production.

On air presentation will be assisted by use of RCS Master Control, an automation system which will enable on air talent and news to record and insert voice links as well as block programming features in advance.

Furthermore, automation will provide SPIN with the opportunity to run a commercially viable alternative in the market place, whilst building a team of highly focused, multi-talented operations staff.

At particular times during the day continuity on the station will have 'Live' presenters. Weekday and weekend Breakfast Shows, Afternoon Drive and Nights in particular. Other dayparts and block programming features will be pre-recorded and automated for broadcast as if the presenters were 'live'. These 'virtual live' shifts include weekday mornings and afternoons and weekend days and overnights.

Quality Control

On air quality control will be under the supervision of an experienced Programme Director. She will control all aspects of the sound of the radio station. Specific areas of responsibility include:

The scheduling of songs and tailoring music flow for the station via RCS Selector.
Managing and directing DJs and air talent.

Overseeing station production with regard to programme feature content and presentation.

In conjunction with the News Editor ensure that news content is factual, balanced and well targeted.

Ensuring that the legal requirement of speech content is adhered to, and abide by the regulations of the Broadcasting Commission.

We will ensure that there is an adequate complaint procedure in place to ensure that any unacceptable programme content is responded to quickly and that enquiries or complaints from listeners are settled satisfactorily.

The Programme Director will also be held accountable for compliance with all programming elements of a statutory and contractual nature, both with the I.R.T.C. and in accordance with the obligations as set down in Sections 6 and 9 of the Radio and Television Act, 1988.

(iii) Assessment of Success

The success of our programming will be monitored and assessed by the results of regular in house call-out tracking research. Combined with the results of the JLNR this will give us an indication as to the appeal of the station and how effectively we are targeting our core audience.

5(b) Programme Schedule - The Format

SPIN will be a 24-hour service with a new face, a new focus and a new format. The schedule will comprise a combination of formatted music dayparts as well as block programmes and special features. A detailed outline follows.

Our research shows the 15–34 target market favours a variety of music styles, including Dance Rhythmic, Modern Alternative, R 'n' B / Hip Hop and CHR / Pop Hits.

Source: Behaviour & Attitudes: June/July 1999

One of the music styles our target audience expresses a preference for is dominated by CHR (Contemporary Hit Radio > Pop). This mainstream genre is already being delivered to a large extent by existing 98FM and FM104 services.

To differentiate, SPIN will concentrate on two other styles of preference - Dance / Rhythmic combined with R 'n' B (Rhythm and Blues) Hip Hop focuses on the 15-34 market with primary targeting for the 15-24 segment.

Dance As A Focus

The music move is to dance, and that's where radio consumers are moving. In the last six years dance music has moved from the underground to the mainstream. Dance music is now a dominant force in both the UK and Ireland.

For example the UK Top 40 this week (27/6/99) has a total of 14 dance-based singles. By 'dance-based' the implication is that a given track has crossed over from the club world into mainstream appreciation. Likewise Chart Pop songs that haven't been specifically written with the dance world in mind are being re-mixed with dance rhythms to introduce them to the dance floor.

In Ireland, Fono Magazine's Top 20 Singles and Album Charts show that 40% of songs listed are dance. (13/7/99) There are also specialist dance columns dedicated to clubbing and dance music. Hot Press magazine now has a two page spread entitled 'Digital Beat', In Dublin Magazine has the 'Clubbing' column and 'Uproar' boasts to be Ireland's only dance magazine.

Comments from listener panels reflect the preference for dance and R 'n' B.

Dance has become so much part of the entertainment culture of young Dubliners that SPIN will launch with a mix of current hits from such artists as Armand Van Helden, Chicane, Orbital, Phats and Small, ATB, J Sakin & Friends, Chemical Brothers, and Fatboy Slim. This list is far from exhaustive in that it represents only the 'contemporary hit' end of the genre.

While some dance styles will have crossed over into the mainstream they will be included in the station play list, while others will be included in specialist dance shows.

While the overall schedule will depict all the music styles that are of primary interest to a 15 to 34 listener, our focus on Dance / R 'n' B will provide an anchor for the format. It will not exclude other music styles but the musical point of difference between SPIN and other operators will be how the music flows. While we may share some of the contemporary hit material with the likes of FM104 and 98FM, neither of these formats plays any more than two or three current songs before falling back to 80's and 90's gold. Our station won't.

It is our intention that our music schedule be continuously contemporary and cutting edge. As such we will have an identifiable music position currently not provided for by existing radio stations in the Dublin market.

SPIN will present the freshest, most contemporary and youth credible radio format in Dublin.

A detailed music schedule showing how these all styles are integrated appears under sub section (b) Programme Schedule - "Sample Playlist Hours"

(i) Samples of a 'Sizzling Schedule'

As our research shows that there is by our core audience to long talk features.

- In discussion of talk radio, respondents naturally tended to reference existing talk radio programming.
- In this context, it emerged that despite a stated preference for 'less talk radio and more music', talk radio does in fact appear to have a relatively high listenership among this age bracket.
- However, the point emerged in both discussion groups that many of the topics discussed _____ shows do seem to be relevant for this market.
 - Day to day issues
 - Moral and ethical dilemmas
 - Sex and sexuality

As a result we will package most of our spoken pre recorded programmes into short, bite-sized featurettes. Sharply produced, station branded top and tail, these features will rotate across a 24 hour period to gain maximum reach and frequency. All of these inserts will flow regularly in the schedule without any spoken preamble.

'Programme Featurette' topics will change and be updated regularly. The following are indicative of the type and style of the programmes we will produce :

SPIN Out

Where to go and where to be seen

A gig guide / review of the best parties in town, where to go and where to be seen when on the pull. Club scene, best pubs and bars. A 60 second pre-recorded feature these vignettes slot into the schedule six times across the day.

In Your Face

Sound Byte

This slightly irreverent and light-hearted chat feature is a quick edit of street views and interviews. Target demo Dubliners are canvassed for their candid opinions on topical and lifestyle issues.

Beats Per Minute

A punters guide to new recordings, video and vinyl

Same format as above, vox pop responses and comments on new releases, singles, albums, MTV, videos and dance mixes.

SPIN Drift

Saving the Planet (What's left

of it)

A serious look at environmental issues with 'rescue the future' themes. Packaged with sea, surf sound effects – the spin here is to present information with an atmosphere. 60 second duration. Station branding in keeping with the feature.

In A Flat SPIN

Home locators guide

An 'in-a-hurry' guide for those looking for rental accommodation. Listing solo and share situations. Updated daily and scheduled morning and afternoon drive as well as late night. Two minute duration.

Games Up

Standby your joystick

A quick review of the latest PC / Sega / Nintendo / Sony PlayStation games. Presented by a teenager, freelance talent. Again upbeat, 45 – 60 seconds in length and rotated with other features across the day. Updated weekly.

Rip It Off

She's In Fashion

A rapid look at fashion, trends, what to wear and when to wear it.

Another 60 second point of view from those who know and care, along with those who don't and couldn't give a damn.

SPIN-zine - The 'Sound' In Sixty Minutes

This is a 60-minute club lifestyle feature, based on the content of the Ministry Of Sound magazine – 'Ministry'. It's fast paced and full of topical interest information about fashion, entertainment gossip, the music scene and more.

The following are examples of topics covered by a recent publication of the magazine: 'Cocaine - Why It's crap' 'Flirty Dancing' 'Trance Atlantic – The Yanks gave us Dance Music - Now we're selling it back.' 'Body Shock – What happens when you take drugs and drink alcohol. The doctor will see you now.' 'All Geared Up - Fit fashion for the over 15's'

SPINning A Line

After Laughter

One-minute comedy inserts edited from established comedians and TV programmes. ie: Men Behaving Badly, South Park, Father Ted, They Think It's All Over It Is Now, Never Mind The Buzzcocks, Room 101.

The Fame File

Profiles from personalities

The Ministry Of Sound and WENN provide audio of movie stars talking about and including clips from new movies, club DJ's, sports personalities both local and international, recording artists etc.

SPIN Online

The Web Rules

Internet, web and total techno review of products relating to the e-world and cyberspace.

Ag Casagh Ceol Na hEireann

SPINning the Music Of Ireland

New Irish Music programmes of around 90 sec in duration featuring clips of music and interviews with the artists / bands. These will be presented in Irish and scheduled five times day.

In addition our shorter vignettes SPIN will showcase longer features and special music showcases.

The Ministry SPIN Magazine

Out takes and interview snippets from the 30-minute Ministry Of Sound Magazine. These are packaged and presented in donut form around station branding and imaging. All in 60 seconds.

A five minute showcase with out-takes and interview snippets from the 60 minute SPIN-zine programme. They will be packaged and presented once each daypart. We are able to record up to 8 of these each week and they will rotate into different dayparts.

Youth Talk

A youth talk component will be included in the schedule. While our focus listener panels indicated that the night 'shock jock' approach to talk back is 'off putting' they did however see an opportunity to address topics and issues from a more up market, street smart and youthful perspective.

- "... the point emerged in both discussion groups that many of the topics discussed on the late night phone shows do seem to be relevant for this market:-
- "Yet it was the manner in which these issues were currently addressed by these programmes that seemed off-putting."
- "In this regard there does seem to be a possible market for a more lighthearted approach, yet not one which would trivialise its subjects."
- "..... There seemed to be a distinct absence of young presenters on mainstream radio stations, who could lend a talk show of this nature a more youthful gloss."

We see this potential talk feature as a presenter / interview scenario, not necessarily an open line 'free-for-all'. This programme will be a forum for young Dublin presenters to tackle the issues that affect them and presenting these to their peers has real potential.

We will launch this concept into the 6 – 7pm hour Monday to Friday.

Ag Casagh Ceol Na hEireann An Irish Music Showcase

A one hour showcase of contemporary Irish Music presented by Roisin Saxe. Her previous experience includes fronting a youth music show on Network 2. Showcased Thursday and Sunday evenings.

SPIN Request Show

An early Sunday morning feature for clubbers coming home. This programme could include listener interaction – a kind of 'What happened last night' or 'Why the hell are you still out?' theme. Scheduled 5am till 9am

The Ministry Dance Party

Two hours of accessible new dance music and session showcases mixed by international superstar DJs playing out exclusive sets. These showcase Friday and Saturday nights.

Backspin

A Retro Show of Hits from the last 2 years. This pre-recorded feature is scheduled for early Saturday evening. A warm up for the night to come.

Top SPIN An Fiche

This is a Top 20 Countdown of Dance and R 'n' B with a difference. It will be a bilingual presentation anchored by Tom Brannigan, performer, TnaG and RTE TV presenter. Scheduled for Sunday morning 9am till 11am.

Ease Out Wake Up R 'n' B

A Saturday late morning to early afternoon specialist block programme featuring laid back 'soul' R 'n' B sounds to ease the party heads back into the real world. Scheduled 11am till 1pm
5(c) Programme Policy Statement

SPIN's policy is to be the music radio station that has the most appeal to an audience of 15 – 34, because it is based on their stated broadcasting needs. The station will serve up the 15 - 24 demographic segment with a mix of contemporary music styles, news and topical lifestyle information.

Music to Speech Ratio

We guarantee that we will operate within the parameters of the statutory regulations laid down in The Radio and Television Act 1988. The current statutory stipulation is for 20% news and current affairs.

The station will programme 80% music and 20% speech. The percentage will vary from hour to hour but the overall 7am – 7pm, 7pm – 7am criteria will conform to the regulations.

Percentage Of Speech Programming Proposed

While our research indicates a degree of intolerance regarding too much talk for 15 to 24 year olds, the 25 to 35 demos are less concerned. We believe that the content and packaging of talk features will play a major role in retaining appeal for both primary and secondary audiences.

News coverage

The news presentation and content will differ greatly from the offerings on other contemporary stations in Dublin. The style of approach is best exemplified by MTV. Bullet headlines of major Dublin, national or international interest, but the bulk of the content will include sport, music news and entertainment.

These bulletins will sweep in and out of music at approximately (20 past the hour and 10 to the hour) each hour from 6 am till 8pm. As indicated elsewhere, our research has shown that there is a bias towards less talk with a segment of our audience and we won't be producing long news bulletins. We intend to package our presentation into two minutes at a time but introduce it twice hourly.

Sports coverage

Sport is of major interest to the male segment of our audience but with the station skewed female our content will be headlines in tight information packages. Sport will be included at the end of our twice-hourly bulletins. Content will be compiled by a freelance sports contributor and subbed by our duty news editors.

Music policy

As discussed our research shows the 15 – 34 target market favours a variety of music styles but with the greatest preference lying with Dance and R 'n' B.

It is 'dance' music that consistently emerges as the popular musical genre because it crosses over into the mainstream. As such the station will target dance listeners with a mix of current dance styles. This will predominate in our playlist as well as feature in specialist shows.

Our focus on dance will not however exclude other music styles of current appeal. The overall schedule will depict all the music styles that are of primary appeal to a 15 to 34 listener.

Irish Music

Because of the contemporary nature of SPIN we will not be able to utilise any depth of older Irish popular hit music and we will be very reliant on the market to provide a constant supply of fresh acts and music. We are committed to presenting Irish music that has appeal to our target audience and we are confident that the minimum level of Irish content on the station will be well within range of the required 30%.

We intend to feature two one-hour shows of specialist Irish music programming a week. Thursday and Sunday nights. Also a series of 90-second music showcases will play five times a day.

Irish Language

The Top 20 Dance Countdown will be the anchor of our Irish language programming. It is a simple matter to include an Irish language component into our 60-second lifestyle features as well as the Ministry SPIN Magazine.

Creation Of New Opportunities For Irish Talent

SPIN will be a radio station directed at a youth audience. As such we will be actively recruiting and auditioning from a youth talent pool and there will be opportunities in production, journalism, promotions, DJ and air work.

Top UK DJ's are currently releasing albums under the name of the Ministry of Sound. They include Armand Van Helden, Tall Paul, Brandon Block, ATB and Judge Jules who is Irish born. SPIN will have access to the Ministry's pool of talent and we are totally committed to furthering the careers of our homegrown DJ's by introducing them to such talent.

We have reserved weeknights from 7pm till 10pm to give young budding Irish DJ's the opportunity to strut their stuff. We will conduct monthly auditions to find talent to put on our roster.

It goes without saying that we will be canvassing the local tertiary media training colleges such as Ballyfermot and D.C.U.

Purchase Of Broadcast Material / Sale To Others

One of the key points of difference will be specialist programming resources supplied by Ministry of Sound, one of the applicant shareholders.

Syndicated dance music shows, featuring DJ's in session and live broadcasts from Ministry nightclubs will form part of the broadcast schedule.

The recorded content that we produce in-house would be available for syndication.

Presentation Style

Overall SPIN's presentation will be in keeping with a contemporary hit radio format. General continuity of will be up beat and energised but without the club DJ style associated with most dance radio stations. Presenters will be bright but 'real' and 'one on one'.

Specialist shows will vary in presentation depending on the type and style of the programme featured. A dance show will differ greatly from an Irish language music show. Some will be pre recorded and others will go out live.

All commercial breaks will be kept to a minimum of 2 minutes in duration. We anticipate 3 breaks an hour. Because our younger target group are commercially intolerant we will encourage advertisers to invest in 60-second spots. This will give the impression of fewer messages per break keeping commercial clutter to a minimum.

DJs and producers will be part of an integrated team which will deliver a station personality which will be hip, funky, clever, fresh and classy.

New Forms of Radio Broadcasting

Live broadcast or streaming over the SPIN will be standard and the use of interactive features on our web site will be a key feature of SPIN's strategy of attracting our core youth demos.

Internet Radio which utilises not just audio but video of the music we play is already under development.

Sample Core Artist List (as at 17th July 1999)

Since SPIN will be a station driven by both 'Style' of song and by 'Artist'. The playlist will be compiled by chart position, callout research and retail sales.

Dance Chart
Remix Versions
Whitney Houston
Madonna
Beverly Knight
Gouryella
Chicane
George Michael
U2

Jamiroquai

R&B / Chart
ATB
Lauren Hill
Mace
TLC

Chart / Pop
Sixpence None The Richer
Another Level
Backstreet Boys
Robbie Williams
Cardigans

Chillout List
Massive Attack
Portishead
Madonna
Chicane
Art of Noise
Dance
Sasha
Orbital
Underworld
Fatboy Slim
Melanie G
Phats & Small
Chemical Bros

Alternative / Indie
Manic Street Preachers
Goo Goo Dolls
Street
Semisonic
Garbage
The Offspring
Stereophonics
Greenday
Foo Fighters
Nine Inch Nails
Blur
Gomez
Red Hot Chilli Peppers

SPIN Sample Playlist

(as at 14/7/99)

HOT LIST

Most Requested – Highest Researching Songs

ARTIST	TRACK
1. ATB	9PM (Till I Come)
2. Will Smith featuring Dru Hill	Wild Wild West
3. Whitney Houston	My Love Is Your Love
4. Vengaboys	Boom, Boom, Boom, Boom
5. S Club 7	Bring It All Back
6. Madonna	Beautiful Stranger
7. Manic Street Preachers	Tsunami
8. Semisonic	Secret Smile
9. Beverly Knight	Greatest Day
10. Gouryella	Gouryella

Cool Cuts

Upward Bound

ARTIST	TRACK
1. Blur	Coffee & TV
2. Melanie G	Word Up
3. Shanks & Bigfoot	Sweet Like Chocolate
4. Lauryn Hill	Everything Is Everything
5. The Goo Goo Dolls	Iris
6. The Chemical Brothers	Hey Boy Hey Girl
7. Orbital	Nothing Left
8. Backstreet Boys	I Want It That Way
9. Another Level	From The Heart
10. Mase	Get Ready
11. Chicane featuring Maire Brennan Of Clannad	Saltwater

Breakers

New and Up Fronts

ARTIST	TRACK
--------	-------

- | | |
|--------------------------|---------------------------|
| 1. Wiseguys | Ooh La La |
| 2. The Cranberries | Animal Instinct |
| 3. Lit | My Own Worst Enemy |
| 4. Brandy | Almost Doesn't Count |
| 5. The Beautiful South | The Table |
| 6. Red Hot Chili Peppers | Scar Tissue |
| 7. 2Pac | Dear Mama |
| 8. DJ Sakin & Friends | Nomansland (David's Song) |
| 9. Multiply | Phats & Small |
| 10. Cardigans | My Faithless Game |
| 11. Blockster | Grooveline |
| 12. Blank & Jones | Cream |
| 13. DJ Jean | The Launch |

Sample Retro / Recurrent Song List

ARTIST	TRACK
Jungle Brothers	Jungle Brothers
MC Cole	Sincere (Chillout)
Mousse TVS Hot "N" Juicy	Horny
Sao Paulo	Be Yourself Be Free
Ultra Nate	Found A Cure (original mix)
David Morales	Needin' You
Greece 2000	3 Drives
Energy 52	Café Del Mar
Sonique	I Put A Spell On You
DJ Nervous	Freakshow Of A Genius
Shrink	Nervous Breakdown
CLS	Can You Feel It
Binary Finary	1998 (original mix)
Lucid	I Can't Help Myself

Viper	The Twister
Prodigy	Smack My Bitch Up
Sandy B	Make The World Go Around
Wild Child	Renegade Master

6 Market Analysis

6(a) Analysis of Existing Market Place

(i) Overall landscape

The Dublin market is becoming increasingly cluttered in terms of radio station positionings. An analysis of the existing market place in terms of target market and licensed area highlights significant overlaps in current product offerings by existing stations. (see figure (i) below) In addition the arrows indicate the direction existing stations appear to be going in terms of demographic targeting, resulting in more clutter.

(ii) Performance of existing operators

Overall Market

Three benchmarks have been selected over the past 10 years to comment on existing operator performance. Looking at the national picture in Ireland since 1990, 1995 and 1998 RTE's listenership across both Radio 1 and 2 FM has declined to the tune of -35% and -18% respectively.

The local radio sector has gone from strength to strength and now commands the position once held by RTE Radio 1. Today FM's arrival has drawn listeners from RTE but has not impacted upon the local radio sector.

Dublin Market

Looking at the Dublin market it is clear from table 1 'Weekdays Dublin Adults Average Daily Listenership' that RTE's national loss of listenership is reflected in Dublin also. FM104 by contrast has added 55% more Dublin Adults to its base since 1990. This has been largely at the expense of 2FM who show a greater decline in Dublin than nationally.

An analysis of the listenership trends in the Dublin market amongst 15-24's (see table 2) however highlights the fact that 2FM and 98FM have lost their salience for this market. In the absence of a real alternative, listeners appear to have settled with FM104 who show a marginal increase of +8% over the 10-year period.

FM104's real growth in listenership (+55%) overall has been driven through the 25-34 year old age group recording +208% growth (see table 3) compared with just 8% amongst 15-24's.

Shifts in FM104's music policy to an older 98FM profiled audience is starting to leave a gap in the younger end of the market, who would be receptive to a new Dance station.

Performance of existing operators:

6(b) Demand and Potential for the type of service being proposed

As the two current music based stations in the Dublin market move closer together in terms of music policy and target market, there is an ever increasing gap emerging for a youth oriented station catering for the needs of the 15-35 age group, with primary focus on 15-24's.

The introduction of a new youth license in the Dublin market fills an obvious gap in the existing radio offering with the top left hand quadrant being entirely empty except for unlicensed stations which have burgeoned in this area in the past ten years.

The radio landscape will look as follows, with SPIN on air.
Market Demand

A survey of over 400 people in the target market was conducted by Behaviour & Attitudes on behalf of SPIN in June 1999. A copy of the questionnaire and full results are included in the appendix (see appendices II, III & IV).

The quantitative research was conducted to test people's demand for the music mix proposed and their view on the current market provisions. In addition two qualitative groups were conducted to probe in detail the potential for the proposed news service including an assessment of most relevant topics.

The research in the first instance identified that the 15-34 market is not entirely satisfied with the current licensed radio market with a high percentage referring particularly to the Dance format unlicensed options with over one third* of the target listening to unlicensed Dance radio stations on a weekly basis - quite an extraordinary development in the radio market.

We assume just 50% of Powers listeners are tuning in for dance

This propensity to listen to unlicensed dance stations, whilst prevalent across the entire demographic, is particularly prevalent amongst 15-24 year olds. See full research report in Appendix III.

The 15-34 age bracket are not rooted to one station by choice and express a willingness in switching to a station which would provide their preferred music genres.

The programming format outlined in Section five clearly meets with the 15-34 year olds needs at a product level. A qualitative survey focused specifically on the news and talk requirements of the target was also conducted by Behaviour and Attitudes (see Appendix II). As outlined in section five the results have shaped the news/talk format developed within the product offering and meet the demands of this market.

The demand for the station format proposed by SPIN is clearly prevalent. Revenue and listenership forecasts included in 6(c) of this report (pg 27) further outline the potential for such a service. Industry demand for a SPIN style station.

SPIN believed that it was important, not only to talk to media specialists in the advertising industry but also to talk to leading marketeers, in assessing likely industry demand for a dance orientated youth radio station. Marketeers were researched in three industry categories, retail/clothing, drinks and financial services.

Responses from twenty key people from the advertising industry and the industries listed above were gathered, are and outlined below.

Research responses:

(1) The respondents were asked firstly to identify the key developments they have observed in the radio industry over the past three years.

Competition: 86% of the industry saw increased competition as a positive development. However the downside to this development was seen to relate to increased clutter in the marketplace.

Accountability /results oriented environment: Over 90% of the respondents identified accountability as a positive development in the industry but commented on the resulting demand for very targeted strategies.

Outlined below are the key questions asked and mean scores achieved:

(2) **In your opinion , how well served is the youth market (15-34) in the Dublin radio market? (Please indicate 1-5 where 1 is not well at all and 5 is very well served)**

Age group	Mean Score
15-34	3.28
15-24	2.14
25-34	3.28

Overall the market has indicated that the 15-34 year old segment is not fully catered for and this is particularly so for the 15-24 segment.

(3) **Are Advertisers becoming increasingly interested in niche targeting?**

100% of respondents answered yes to this question. A number of qualitative comments were provided including:

"Advertisers are eternally searching for a tighter and tighter target vehicle"

This view highlights the need to provide a service which will clearly cater for a 15-24 segment within the broader target.

(4) **If yes, how important do you believe the youth market (15-34) to be in this regard?**

The mean score achieved here using the same 1-5 scale (where 1 was not important at all and 5 was very important) was 4.4. The 15-24 segment and 24-34 segments within the broader target were seen to be equally important.

(5) **Do you believe there is room for another station in the market targeted at this segment? (1-5 where 1 is disagree strongly and 5 is agree strongly)**

The mean score achieved was 4.5. There was a mean score of 4.7 achieved for the 15-24 segment within this segment.

(6) Do you believe that a station which meets the needs of this target through dance based programming, combined with relevant news and talk would enhance your media planning choices. (1-5; 1 disagree strongly, 5 is agree strongly)

The mean score achieved here was 4.1 demonstrating a clear acceptance and requirement for a dance based format aimed at the 15-34 market.

(7) How sensitive do you believe the youth market is to brand image? (1-5 where 1 is not sensitive at all and 5 is very sensitive)

The mean score achieved here was 4.9 confirming that advertisers targeting this market are very aware of the importance of brand image for this market.

(8) Do you believe that a youth radio station which builds its' strength not just on product offering but on brand personality would fill a gap in the Dublin market (1-5 where 1 is disagree strongly and 5 is agree strongly)

The mean score achieved here was 4.7 demonstrating clearly that the advertising market would embrace a youth radio station built very strongly on brand personality.

Overall conclusions

Advertisers recognise how competitive the radio market has already become and see it as a positive development in the industry, clearly open to new entrants into the marketplace. There is a greater need for accountability in media spend which lends greater weight to the importance of highly targeted audiences.

The industry clearly accepts the need for a station which focuses on the youth market, having identified them as a key target in their media planning, and believing they are not fully catered for at the moment.

A dance based station which features relevant news and talk was seen by the industry as a desirable addition to the marketplace. All respondents stressed the importance of relevance in the news offering. Most importantly a brand focused station, as proposed by SPIN, is seen to fill a clear gap in the marketplace.

These findings further highlight the demand that exists in the marketplace for SPIN's proposition.

6(c) Anticipated performance of service

(i) Target Audience for Proposed Service
Target Audience: SPIN will be targeted at the 15-34 age group with a core audience in the 15-24 age group.

(ii) The size & nature of the market which it is anticipated can be achieved
The total number of people in the Dublin market falling into the 15-34 year old category is 380,000 people. (Source CSO 1999) The female/male split is 55% female, 45% male.

Looking at the population growth trends across the country, a trend which is mirrored in Dublin, the 15-34 age group is going to continue to grow until 2005 (source CSO population projections). (From 1996 to 2006 this market will grow by 2.4%) In our revenue and listenership projections we have taken note of this growth but erred on the side of caution and assumed no change in the overall size of market.

The arrival of three new radio stations to the Dublin market will impact on the total radio market in a number of ways.

- We envisage a maturing market coming of age. That is to say the dynamic created through increased choice will see the radio market become more focused in its targeting of audiences. Advertisers with their agencies will explore new innovative ways of communicating with their markets through the medium of radio. A thorough understanding of the market that advertisers seek will create a future where the salience the station provides for that audience will command a premium price that reflects the added value provided by the medium.

- Mass market targeting strategies will be replaced by more niche targeting. This will lead to reduced media wastage for advertisers and increased revenues to targeted media.

- FM104 has been building audience particularly among 25-34 year olds. 98FM similarly lives in this territory but with a broader appeal over 35. The other two licenses will appeal to the 35 + age group in the main. All of these will compete with RTE radio1 / 2FM / Lyric FM/Today FM together with the natural overspill from surrounding local stations.

- It is anticipated that all other stations in the Dublin market are likely to focus their energies on the 25+ market. The core strategy of SPIN from launch is therefore to grow the 15-34 market through focused targeting, in the first instance, on the 15-34 age group. The future is consumer choice and is what SPIN will aim to provide.

(iii) Projections of Listenership ratings over the first three years of the service

Summary

Outlined in the chart below is SPIN's predicted ratings over a three year period.

The steps taken in order to predict these listenership ratings have been:

- (1) Analysis of listenership trends to date
- (2) Projected changes in overall listenership through to 2002
- (3) Projections for listenership ratings for SPIN in first 3 years
- (4) Projections for listenership ratings for all other stations x 15-24's and 25-34's.

(1) Analysis of listenership trends to date:

In order to predict future listenership patterns, trends have been plotted over the nine year period to 1998 (See Tables 5 & 6). There are a number of different listenership rating currencies used in the analysis of radio station performance. However there are two primary currencies employed by experts in the industry that form the basis of radio media analysis.

These are average yesterday listenership (daily listenership) and market share. Daily listenership records the proportion of the nominated audience who tuned into a given station at any time during the previous day no matter for how long.

Market share records the proportion of time that a nominated audience were tuned in to a given station during a particular day-part e.g. 7am-7pm. To help inform projections for the future an investigation has been made into whether there has been a change in our core market's radio listenership behaviour patterns. Part of this involved an analysis of whether there was any correlation between the two primary media currencies, daily listenership and market share.

15-24 year olds

The following tables analyse 1990 and 1998 amongst the 15-24 year old market:

With the exception of "other local" there is a close correlation between the two columns. The average figure for market share as a percentage of daily listenership was 55.8% in 1990.

The average expression of market share as a percentage of daily listenership amongst the top five stations rose to 80.4% in 1998. Close parallels between the various stations during 1998 are also evident. Notable is that the correlation between daily listenership and market share for other local during 1998 fits with the scores achieved for the other stations.

This analysis clearly demonstrates that the 15-24 year old market's radio listenership behaviour patterns have changed significantly. Nine years ago 15-24's were more likely to flick between stations and spend less time listening to that station. Now 15-24's who choose to tune into a given station are more likely to listen for longer to that station. This is not to say that they are entrenched in their behaviour patterns. The opportunity to build a loyal audience has actually increased over this time frame. Evidence of this is clear from Today FM's figures where they achieved a 75% conversion from daily listenership to market share.

(2) Projected changes in listenership through to 2002

Based on the analysis in (1) (overleaf pg 28) we can make projections for market share going forward and convert these into daily listenership scores. Erring on the conservative side we have applied the lowest conversion rate of 75% as recorded for Today FM and 'other local "sector"'.

To further help forecast trends in market share and daily listenership we have selected three points: 1990 as a benchmark, 1997 as the year before Today FM arrived and 1998 as a guide for increased competition. These have been analysed in Table 7 & Table 8 right.

Dublin 15-24's Analysis

Our Market Share forecasts are soundly based on historical trends. Local Dublin stations share of listenership amongst 15-24's grew by 35% 1998 on 1990 i.e. from 51% to 69%. This was driven by the local stations clear demonstration that a targeted, differentiated service that more fully reflects an understanding of their market will win out against national station competition who by their nature must appeal to a broader segment. It is therefore reasonable to presume that increased choice in the Dublin market will further grow total Dublin stations market share. Our projections are conservative at +13% over 4 years (69% in 1999 to 78% in 2002).

These 9% points of share are projected to come from 2 areas - listenership to "other local" that naturally spills over into the Dublin franchise area and National radio stations available in the Dublin market. Specifically by the year 2002 we forecast that Dublin Stations will have won the 3 points currently attributed to other local stations as these stations will have lost any residual saliency for this audience. The remaining 6% points will have come from RTE radio most significantly from 2FM.

Our market share forecasts for SPIN are similarly routed in historical trends. In 1990 FM104 held 28% market share of Dublin adults 15-24. This represented 55% of the total Dublin market share (51%) at that time. We project that in a more competitive market SPIN will secure 24% share in year one, (2000). This is 4 points less than FM104's position in 1990. This 24% would equate to 32% share of the increased total Dublin stations share of 74% compared with FM104's 55% share in 1990.

By 2002 we forecast that SPIN will have achieved 45% share of the total 15-24 year old market. This is based on a number of factors:

(1) It is anticipated that 98FM and FM104 will re-focus their energies to concentrate on building share amongst the 25-34 age group in particular. This is a reasonable assumption given that the other two commercial licensees 35+ Music and the Talk stations will aim to carve out their positions within the 35+ age group. It will therefore be essential for 98FM and FM104 to consolidate their positions within their core 25-34 age group and attract natural overspill in the 35+ sector, more particularly 35-44's.

Evidence of this is already available where we have seen FM104 increase its audience in the 25-34 group by 150% since 1990.

(2) Excluded from these forecasts is listenership attributed to Atlantic 252 and unlicensed radio. This is monitored by the JNLR / MRBI but not recorded in the hard copy of the report. A special computer analysis of this data shows that Atlantic 252 attracts 9% of Dublin 15-24's who tune in daily and a very significant 25% who tune to the unlicensed sector daily. We forecast that these listeners will switch to SPIN and hence grow the total 15-24 market.

Dublin 25-34's

Our market share forecasts for Dublin Adults 25-34 are similarly based in historical trends. The Dublin local stations have increased their share from 31% to 51%, 1998 on 1990 (+19 points).

We are conservatively forecasting that the combination of Dublin local stations will secure a further 10 points share by 2002 (achieving 60%) of 25-34's. This is in line with the 9 points increase forecast for 15-24 year olds. The extra point share attributed amongst 25-34 allows for greater competition within this age group through the proliferation of Dublin stations serving this sector to varying degrees.

These share points will be won from 2 areas - overspill from other local stations and RTE Radio in particular who will lose their salience for this audience, probably conceding 5% points from 2FM and 4% points from Radio 1. It is conceivable that RTE will lose more to Dublin stations over this period but this will be dependant largely on 2FM's targeting strategy going forward in the context of 98FM and FM104 building a stronger franchise with their core 25-34 market.

The new Talk station will likely have some overspill into 25-34's but we estimate that this will be marginal at 4% with little scope to grow if it is to provide a service aimed primarily at the 35+ age group.

The new 35+ Music license will likely have slightly greater overspill into the 25-34 sector but will have less salience for this audience than SPIN. Hence forecasts of 6% share in 2000 with limited growth to 7% have been laid down.

SPIN's initial share in 2000 at 8% growing to 10% in 2000 is based on the station building greater equity with the audience than the two new licensees but securing ultimately just half of the share attributed to the top Dublin local stations by 2002.

98FM and FM104 as detailed earlier will consolidate their positions amongst 25-34's. 98FM in particular through its more recent re-branding and major marketing drive amongst this age group is forecast to ultimately win out with 20% share.

(iv) Advertising revenue potential for first three years on air

Summary

The steps undertaken in order to project the advertising revenue potential for the first three years on air are as follows:

- (a) Growth in the market to date 1994-1998
- (b) Projected growth in the entire market through to 2002
- (c) Revenue growth for SPIN

(a) Growth in the market to date 1994-1998

The total media market has grown by 46% over the five year period 1998 V's 1994 - see Appendix VI for detailed breakdown.

As well as GNP growth, which was at 57% over the period, Media market dynamics have significantly influenced media market growth to date. Looking at this by sector:

Outdoor, Radio and Cinema

Outdoor and Radio in particular have driven the primary growth - outperforming the average rate by 54% and 10% respectively in 1998.

The radio market cake has increased with the freeing up of a monopoly. In the next wave of development it is therefore anticipated that this cake will increase even more.

Cinema similarly has performed well over the period.

TV

TV has also seen a marked rise most particularly in 1998.

The key question emerging from the analysis is why these media are driving total market growth in deference to the print sector. There are a number of primary forces that have the power to shift the dynamics of the market. In addition to marketing and serving local market needs, product innovation has been a key driver:

Product Innovation

New Product Innovation has been evident in abundance in these media. In the TV arena TV3 launched in September 1998 and bolstered total TV revenue. Radio saw the evolution of Today FM and most recently the launch of Lyric FM, anecdotally attracting significant interest amongst 35+ age group.

The world of Cinema in Ireland has seen heavy investment in new screens, with a planned 35% growth in number of screens in the next 2 years. Additional upgrading of existing outlets has been further supported by marked improvement in the quality of films.

The Outdoor industry has in recent years poured investment into their product, developing new innovative plant as well as putting measures in place to regulate the standards within this sector.

The Print sector, in particular National Press, which attracts the lions share of revenue (40%) has, in contrast, seen limited development and investment.

This had led to a shift in the percentage share that each of the main media sectors attract - See share of spend by Media 1994 - 1998 Table 13 overleaf.

Commentary

The Print Sector has dropped 4% points share over the 5 year period. Radio, TV and Outdoor have been the main beneficiaries.

More recent new brands in the Radio and TV arena has seen each of these sectors garner share points where they had been largely static in the absence of significant innovation.

(b) Projected growth in the entire market through to 2002

Based on the analysis of market revenue growth from 1994 to 1998, we predict conservatively that the total advertising market will grow by 30% over the next five year period. This compares to a growth of 46% for the previous five year period. There are a number of factors contributing to this forecast.

(1) Traditionally Media market growth has lagged behind GNP. GNP forecasts to 2002 indicate a much reduced rate of GNP increase compared to the period just analysed. For 1999 GNP is forecast at 6.25% and for subsequent years is forecast at an average of 5% per annum.

(2) Media industry estimates predict 10% market growth in 1999. This compares to an 11% growth rate for each of the previous two years.

(3) Shifts in Media Market Dynamics.

1. New Product innovations through the launch of three new Dublin radio licenses and two new non commercial licenses will grow the total radio market share as evidenced in recent trends.

2. The advent of Indigenous Digital TV will similarly assist TV grow its share but this will be subject to whether share of viewing to indigenous TV stations will be won at the expenses, of Non Irish based media. TV3's initial success will increase and translate into additional revenue.

3. NTL's recent purchase of Cablelink may be a catalyst for the facility amongst advertisers to purchase local opt out airtime on Sky etc.
4. These developments will increase their share of the Advertising pie
5. The print market's current decline in share will be halted, upon the investment in new printers.

Overall growth forecasts have taken all of the above factors into consideration and from 2001 on conservatively reflect the GNP forecasts of 5%. It is likely that the market will outperform this rate however SPIN's business plan has erred on the conservative side to ensure that the business case can remain robust even outside a period of economic boom.

Taking all of these factors into consideration we project that the total media market in revenue terms will shape up as detailed Figure (v).

In summary applying the various rates of growth in the total media market will see the total media market valued at £517.35M

Factoring in the projected share of spend that each of the main media will secure based on trends to date (Table 13); and shifts in media market dynamics provides our forecasts as detailed in Table 14 below.

Applying the factors from Table 14 above (Share of Spend by Media) and Figure (v) (Total Media Market growth), the media market is projected to lay down in monetary terms as detailed in table 4.

Radio Market

Looking at the Radio market specifically we project the market will grow by 63% over the 5-year period from 1998 to 2002. This is in line with the rate of growth 1998 vs. 1994 and errs on the side of caution given the limited level of new product innovation over that period. This will deliver total radio revenue in 2002 of £62.082M.

The radio grid figures recorded by Adspend exclude Today FM and all other local except 96FM, FM104 and 96FM.

Our revenue forecasts from this point onwards exclude 96FM and Other Local also. Based on evidence of Local Radio's strength in listenership amongst its audience we have presumed that revenue to Other Local and 96FM will remain a constant and grow in line with total radio growth.

The table below clearly shows how this has been achieved. Taking 96FM's recorded spend in 1998 through the special analysis of the Adspend Data and then applying the radio market projected growth rates, leaves the total recorded spend attributed to National radio stations and existing Dublin stations.

(c) Revenue potential for SPIN specifically

Radio station analysis

This special analysis of the Adspend data which investigates revenue by station together with revenue estimates provided by Today FM shows the following:

Increased competition with Today FM entering the market has led to total radio revenue growth of +23% year on year (excluding 96FM and Other Local). Dublin stations have protected their share of revenue against this background of increased radio competition at a national level. (see Table 17 overleaf)

(v) Expected impact of proposed service on existing services in short and medium term -revenue

Share of Revenue Forecasts

While it is not possible to provide a specific breakdown of radio revenue attributed to Dublin through National Radio we do know that Dublin stations currently attracts a solid 25% of revenue excl. Cork and other local.

It is reasonable to project that Dublin stations will win increased revenue share from National radio with the arrival of 3 new stations. This will likely come from RTE Radio as evidenced by the 1997 vs 1998 spend analysis which shows that Today FM won share from RTE upon it's market entry. As National radio's listenership in Dublin erodes (see market share trends) so to will its revenue. The table below shows Dublin stations revenue grow from 25% to 28%, which is likely conservative.

It is further a reasonable assumption that 98FM and FM104 will continue to attract the lions share of revenue as they consolidate their market positions but concede share at various levels to the 3 new licences. Our forecasts see their combined share of National revenue slip from 25% in 1999 to 18% in 2002 but against a backdrop of total market growth.

Our revenue projections for SPIN are based on achieving 2.5% of National revenue in 2000 (9.5% of Dublin revenue) rising to 4% by 2002 (14% of Dublin revenue). These shares are subsequently translated into monetary values in station revenue forecasts 1998 to 2002.

As National Radio's Listenership in the Dublin market erodes so too will its share of revenue. Table 18 shows Dublin Stations revenue share grow from 25% in 1998 to 28% in 2002. This may well be conservative.

Today FM is likely to pick up revenue share points at the expense of Radio 1 / 2FM. 98FM will shed share to 35+ Music and 35+ Talk. SPIN will draw share from both 2FM and FM104.

6(d) Strategies for achieving proposed listenership and revenue targets

(i) Channels of distribution

There will be three primary channels of distribution for SPIN's advertising - (1) via advertising agencies, (2) Direct to Companies (3) via the Internet

We will organise our sales division according to the key business to business audiences. The Agency sales team will be made up of a Business Development Manager and an Agency Sales Executive. Each individual will manage a panel of agencies. The Direct Team will have five direct sales executives. The Internet team will consist of a webmaster (solely responsible for site development) and an Internet sales executive.

SPIN Sales Division

The Internet will be a key channel of distribution for the core SPIN product. As well as representing a source of revenue in its own right through the sale of banner advertising, the Internet will provide a full information and booking service for the agency and client community. Agencies and clients can access the "Money SPINner" section of the site to find out most up to date rates, available promotions or sponsorships, and to complete an on-line booking form. Ultimately SPIN aims to provide password access to agencies who will then be able to access transmission times for clients via the SPIN site.

(ii) Sales methods and representation

Each Agency Sales Executive member will be assigned a list of agencies to target and service. The sales strategy and ensuing sales pitch for SPIN will be drawn up in conjunction with the Marketing and Programming strategies for the station. In this way there will be complete consistency throughout the SPIN approach.

In keeping with the overall brand strategy, "cutting edge" will be the promise delivered to agencies and clients. The sales tools the team will employ will also match this cutting edge expectation. Each agency and direct sales executive will be supplied with a laptop with customised PowerPoint presentations for their clients.

In a commitment to quality, SPIN also intends to apply for the Excellence Ireland award so that customer service of the highest standard can be guaranteed to the client and is constantly measured.

As referred to in (i) above the Internet will be an added value service to agencies providing them with access to real - time data and information on SPIN and their clients.

(iii) Proposed Rates

Detailed below is a table of the proposed rates for advertisers on SPIN for year 1. Rates would be reviewed for year 2 based on actual listenership levels achieved and market conditions at the time. All revenue forecasts included in this document have erred on the side of caution and assume year one rates.

Pricing strategy: The table right reflects SPIN's view on what the station can command in year 1 based on our listenership forecasts for the period. In addition we have taken programming strategy into account where the more commercial free the environment the better. Advertisers placing 60" adverts will be incentivised with a pro-rata of just +75% on the 30" rate instead of the +100% industry average. More 60" ads will create the perception of a less

commercial environment and will also lead to enhanced creativity in advertising content. This will be in keeping with SPIN's overall brand strategy of embracing and encouraging creativity.

(iv) Discount and credit terms

Standard industry credit terms of 30 days will be available to advertisers. The industry standard 15% commission will be available to all IAPI registered agencies.

(v) Promotion and Marketing of station

(1) Marketing and Promotion strategy:

The success of any new radio station entering the market in Dublin will be dictated by the strength of its' brand personality in the marketplace coupled with a distinctive product offering.

Qualitative research conducted by Behaviour & Attitudes in 1998 identified a cluttered Dublin radio market in the ears of the listener. Confusion reigned and the differentiator, which had the potential to make a difference, was brand personality.

In an industry where product features are easily replicable the station that succeeds in identifying a salient brand positioning will clearly succeed. The Ministry of Sound story is an excellent example of how to create a winning formula that is built on brand strength in a youth dance market. The Ministry of Sound have succeeded in bringing an underground movement into the main stream through a focused brand strategy and in so doing have also succeeded in growing indigenous talent. These are very much the core objectives for SPIN and in this regard Ministry of Sound expertise will be a key element in the overall marketing effort of SPIN.

SPIN will be the first wave of a radio revolution, bringing together the best of Irish and International expertise together.

(2) Brand Strategy

The station's brand strategy, devised to tap into the Dublin youth market psyche, will reflect what the station stands for and not just what the station is i.e. the product itself. Any major product which has remained successful despite competitive shifts in it's industry has done so on the strength of it's brand personality - Coca-Cola, Nike, Virgin Air, Calvin Klein to name but a few.

A radio station brand could be said to be no different to a drink, a sports label or an airline. It has the same ability to develop a personality which is sustainable and which will motivate the listener to sample and stay with it. This is particularly true of a radio station aimed at the youth market. 15-34 year olds are particularly aware of and receptive to brand image and personality.

SPIN's strategy will be to develop a brand personality, which is in keeping with the programming philosophy, is motivating to the target market and is sustainable over time.

The station will therefore be firmly built on the brand values the station espouses and not just the product description. In this way even if existing competitors or unlicensed stations attack the product positioning head on, SPIN will have taken the high ground on brand personality.

(3) Brand Personality

SPIN will embrace the concept of "Cutting edge". The values it will strive to own and reflect are:

- (1) Young
- (2) Irish
- (3) Ground breaking
- (4) Contemporary
- (5) Vibrant
- (6) Relevant
- (7) Fun

SPIN will not just pay lip service to these values but will implement a rigorous brand tracking programme into the station's research strategy. Twice a year SPIN will commission a survey which tracks our performance against the values and most importantly tracks which elements of the station's activity contribute most to each value.

Each element of the marketing mix will be designed and implemented in response to the brand brief. Advertising, PR and Promotional activity will all have to contribute to brand strength and reflect the list of values set out above. The brand will be further established through the development of a brand portfolio to complement the core business.

See confidential annexe for detailed Advertising and Internet plans.

7 Financial and Business Plan

7(a) Overall Financial Strategy

SPIN aims to provide a listener and customer focussed radio product that will be commercially viable while meeting the needs of the various markets it serves.

The financial and business strategy of SPIN is to attain operating profit by year 3 and to attain positive reserves by year 5. This will be achieved by reaching the revenue targets set out in Section 6 and by maintaining costs within agreed projections as outlined below.

7(b) Investment Proposal

(i) Funding Requirement

The total funding requirement for the first two years of operations can be summarised as follows:

	Capital Expenditure
£504,800	
Pre-operational expenses	£290,000
Working Capital	£1,090,924
Total	£1,885,724

(ii) Method of Funding

The methods of funding proposed to meet these requirements are:

Share Capital	£1,200,000
Shareholders Loans	£700,000
Leasing Facilities (net 2 years)	£100,000
Bank Loans	nil
Grants and Donations	nil
Total	£2,000,000

(iii) Sources of Funds

It is projected that a maximum investment of £2,000,000 will be required to fund the first two years trading. After that SPIN will turn cashflow positive. A total of £1,200,000 will be raised from the members in share capital as outlined in Section 4. Asset finance (lease) of £200,000 will be available to fund computer and studio equipment and will be repaid over four years. Therefore this will contribute a net £100,000 during the initial two year period. The remaining £700,000 will be funded by way of subordinated shareholders loan equally from all the shareholders. This loan will be interest free and repayments cannot be made until SPIN has an ongoing cash positive position of at least £100,000.

7(c) Projections

(i) The summarised Profit & Loss Account for the first five years of operations is included below. Detailed back-up schedules are included Appendix VII.

(ii) The projected Balance Sheets for the first five years are included below.

(iii) The annual summarised cash flow statement for the first five years is included below. Please see Appendix VII for the detailed month by month breakdown.

(iv) The following assumptions have been used in preparing the financial projections.

Revenue

Total Gross Revenue is comprised of agency or 'national' revenue as projected in Section 6, plus direct or 'local' revenue and revenue from sponsorships. Based on the experience of existing operators, the direct revenue is projected to be between 20-24% of the agency total.

Levies and Royalties

Full provision has been made for the 3% IRTC levy. Provision has also been made for music royalties in line with those currently paid by existing operators.

Pre-Operational Expenses

A number of pre-operational costs, including application costs, recruitment, legal and marketing have been provided for. A provision for staff payments has also been made. For the sake of clarity these costs have all been expensed in month 1 of the projections.

Staff Costs

Prudent provision for salary costs has been made in line with the staffing requirements discussed in other areas of the application. Full provision for PRSI has also been made.

Operating Expenses

General operating expenses have been provided for based on the experience of existing operators and on the particular requirements of SPIN.

Depreciation

An average rate of 15% has been used for depreciation. Certain assets will be depreciated more quickly, typically computers and other high-tech equipment, but others such as studio construction, furniture and woodwork, will depreciate more slowly.

Corporation Tax

Provision has been made for corporation tax as appropriate. The rates of tax payable each year are in accordance with the Governments current policy to reduce the standard rate of corporation tax to 12.5%.

Capital Expenditure

Full provision has been made in year 1 for the cost of building and fitting out the studios and providing the other equipment necessary. Additional amounts have been provided for in later years for upgrades to equipment.

7(d) Advertising Levy

The financial projections included in this application currently make full provision for payment of the 3% IRTC levy.

8 Transmission proposals

Transmission proposal 102.2mHz

It is proposed to use the Rock Solid Transmission Limited transmission site on Three Rock for the transmission of the 102.2mHz signal.

Site location (102.2mHz):

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

Site height (102.2mHz):

442 metres ASL.

Site details (102.2mHz):

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 a standby generator and a Transmission plant room 11.5m x 8m which is fitted with cable tray and mechanical ventilation plant. The radio stations 98FM and Anna Livia FM currently transmit from the site. There is a link repeater station between TV3 and RTE on the site. In addition Esat Digifone use the facility for their SDH and local access network.

Height of antenna (102.2mHz):
Centred at 51 metres AGL.

Indicative ERP (dBW) (102.2mHz):

0° V- 29.00 H- 32.25	60° V- 29.00 H- 29.00	120° V- 29.00 H- 32.00	180° V- 24.00 H- 24.00	240° V- 25.00 H- 29.50	300° V- 30.00 H- 29.50
10° V- 31.00 H- 32.25	70° V- 30.00 H- 30.50	130° V- 30.00 H- 31.50	190° V- 28.00 H- 26.00	250° V- 28.00 H- 30.00	310° V- 31.00 H- 31.00
20° V- 33.25 H- 32.25	80° V- 32.80 H- 31.70	140° V- 32.00 H- 31.00	200° V- 29.50 H- 28.00	260° V- 31.00 H- 30.50	320° V- 32.50 H- 32.00
30° V- 34.00 H- 31.70	90° V- 32.80 H- 32.50	150° V- 32.50 H- 30.00	210° V- 29.00 H- 29.00	270° V- 32.50 H- 30.25	330° V- 32.50 H- 32.50
40° V- 33.00 H- 30.00	100° V- 31.50 H- 32.50	160° V- 31.50 H- 28.00	220° V- 27.00 H- 29.00	280° V- 32.00 H- 29.25	340° V- 31.00 H- 32.50
50° V- 30.00 H- 28.90	110° V- 30.00 H- 32.25	170° V- 28.00 H- 25.00	230° V- 24.00 H- 29.50	290° V- 30.50 H- 29.00	350° V- 29.00 H- 32.50

Anticipated coverage (102.2mHz):

The anticipated coverage map is attached in Appendix VIII.

Antenna (102.2mHz):

Rock Solid Transmission Limited subject to contract with the three new operators propose to build a new six tier band two antenna between the 42 and 60 metre levels. This will replace the current antenna used by 98FM. Initially the antenna will be used to broadcast the following frequencies 98.1mHz, 102.2mHz, 103.8mHz and 106mHz. This antenna will be dual fed for maintenance purposes. In addition the dual feed arrangement will facilitate emergency operation into the split tiers should there be an issue with the combiner system.

Capital costs (102.2mHz):

	IR£
FM Antenna (contribution)	13,000
FM Feeder cable (contribution)	5,500
FM Combiner (contribution)	5,500
Tower modification (contribution)	6,000
Antenna installation (contribution)	10,000
Dummy load	included in base cost

1kWatt FM transmitter	8,650
FM exciter	2,350
Directional coupler	450
Moseley 1.4GHz link receiver	9,995
Andrew Gridpak link antenna	950
Link feeder cable	650
Air-conditioning	no cost
Standby power	no cost
Building	no cost
Tower	no cost
Annual costs (102.2mHz):	IR£
Tower & plant room fee	40,000
Electricity	included in annual fee
Air-conditioning	included in annual fee
Standby power	included in annual fee

Technical expertise (102.2mHz):

It is proposed to contract Broadcast Technical Solutions to install, maintain and monitor all the transmission equipment.

Planning permission (102.2mHz):

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 (102.2mHz):

This transmission proposal marginally varies from the assigned transmission characteristics. The antenna height is 51 metres whereas the assigned height is 40 metres. However the assigned site height is 448 meters so the net height increase over the assignment is 6 metres. This increase is negligible and occurs because the proposed antenna is capable of split operation, which requires a larger antenna system (5 1/2 Lambda), and because of antenna positioning constraints on the tower.

Transmission proposal 103.8mHz

It is proposed to use the Rock Solid Transmission Limited transmission site on Three Rock for the transmission of the 102.2mHz signal.

Site location (103.8mHz):

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

Site height (103.8mHz):

442 metres ASL.

Site details (103.8mHz):

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 a standby generator and a Transmission plant room 11.5m x 8m which is fitted with cable tray and mechanical ventilation plant. The radio stations 98FM and Anna Livia FM currently transmit from the site. There is a link repeater station between TV3 and RTE on the site. In addition Esat Digifone use the facility for their SDH and local access network.

Height of antenna (103.8mHz):

Centred at 51 metres AGL.

Indicative ERP (dBW) (103.8mHz):

0°	60°	120°	180°	240°	300°
V- 29.00	V- 29.00	V- 29.00	V- 24.00	V- 25.00	V- 30.00

H- 32.00	H- 29.00	H- 32.00	H- 24.00	H- 29.50	H- 29.50
10°	70°	130°	190°	250°	310°
V- 31.00	V- 31.00	V- 30.00	V- 27.00	V- 28.00	V- 31.00
H- 32.00	H- 30.00	H- 31.50	H- 26.00	H- 30.00	H- 30.75
20°	80°	140°	200°	260°	320°
V- 33.00	V- 32.90	V- 32.00	V- 30.00	V- 31.00	V- 32.50
H- 32.00	H- 31.50	H- 31.00	H- 28.00	H- 30.25	H- 31.75
30°	90°	150°	210°	270°	330°
V- 34.00	V- 32.90	V- 32.50	V- 29.50	V- 32.50	V- 32.50
H- 31.75	H- 32.50	H- 30.00	H- 29.00	H- 30.00	H- 32.25
40°	100°	160°	220°	280°	340°
V- 33.00	V- 31.50	V- 31.00	V- 27.00	V- 32.50	V- 31.00
H- 30.00	H- 32.50	H- 28.00	H- 29.00	H- 29.50	H- 32.50
50°	110°	170°	230°	290°	350°
V- 30.50	V- 30.00	V- 28.00	V- 24.00	V- 30.50	V- 29.00
H- 29.00	H- 32.50	H- 25.00	H- 29.00	H- 29.00	H- 32.25

Anticipated coverage (103.8mHz):

The anticipated coverage map is attached in Appendix VIII.

Antenna (103.8mHz):

Rock Solid Transmission Limited subject to contract with the three new operators propose to build a new six tier band two antenna between the 42 and 60 metre levels. This will replace the current antenna used by 98FM. Initially the antenna will be used to broadcast the following frequencies 98.1mHz, 102.2mHz, 103.8mHz and 106mHz. This antenna will be dual fed for maintenance purposes. In addition the dual feed arrangement will facilitate emergency operation into the split tiers should there be an issue with the combiner system.

Capital costs (103.8mHz):

	IR£
FM Antenna (contribution)	13,000
FM Feeder cable (contribution)	5,500
FM Combiner (contribution)	5,500
Tower modification (contribution)	6,000
Antenna installation (contribution)	10,000
Dummy load	included in base cost
1kWatt FM transmitter	8,650
FM exciter	2,350
Directional coupler	450
Moseley 1.4GHz link receiver	9,995
Andrew Gridpak link antenna	950
Link feeder cable	650
Air-conditioning	no cost
Standby power	no cost
Building	no cost
Tower	no cost

Annual costs (103.8mHz):

	IR£
Tower & plant room fee	40,000

Electricity included in
annual fee

Air-conditioning included in
annual fee

Standby power included in
annual fee

Technical expertise (103.8mHz):
It is proposed to contract Broadcast Technical Solutions to install, maintain and monitor all the transmission equipment.

Planning permission (103.8mHz):
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 (103.8mHz):
This transmission proposal marginally varies from the assigned transmission characteristics. The antenna height is 51 metres whereas the assigned height is 40 metres. However the assigned site height is 448 meters so the net height increase over the assignment is 6 metres. This increase is negligible and occurs because the proposed antenna is capable of split operation, which requires a larger antenna system (5 1/2 Lambda), and because of antenna positioning constraints on the tower.

Transmission proposal 106.0mHz
It is proposed to use the Rock Solid Transmission Limited transmission site on Three Rock for the transmission of the 102.2mHz signal.

Site location (106.0mHz):
Three Rock County Dublin, national grid co-ordinates E317769 N223347.

Site height (106.0mHz):
442 metres ASL.

Site details (106.0mHz):
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 a standby generator and a Transmission plant room 11.5m x 8m which is fitted with cable tray and mechanical ventilation plant. The radio stations 98FM and Anna Livia FM currently transmit from the site. There is a link repeater station between TV3 and RTE on the site. In addition Esat Digifone use the facility for their SDH and local access network.

Height of antenna (106.0mHz):
Centred at 51 metres AGL.

Indicative ERP (dBW) (106.0mHz):

0° V- 32.00 H- 35.25	60° V- 32.00 H- 31.00	120° V- 32.50 H- 35.20	180° V- 28.00 H- 26.50	240° V- 28.00 H- 32.50	300° V- 33.00 H- 32.00
10° V- 34.50 H- 35.50	70° V- 34.50 H- 32.00	130° V- 34.00 H- 35.00	190° V- 31.50 H- 28.00	250° V- 32.00 H- 33.25	310° V- 35.00 H- 33.00
20° V- 36.50 H- 35.75	80° V- 35.50 H- 34.00	140° V- 35.25 H- 34.50	200° V- 32.50 H- 30.00	260° V- 35.00 H- 33.75	320° V- 35.50 H- 34.00
30° V- 37.00	90° V- 35.50	150° V- 35.50	210° V- 32.00	270° V- 35.75	330° V- 35.00

H- 35.50	H- 35.25	H- 34.00	H- 31.50	H- 34.00	H- 35.00
40°	100°	160°	220°	280°	340°
V- 34.75	V- 34.00	V- 34.00	V- 29.00	V- 35.00	V- 33.50
H- 34.00	H- 35.50	H- 32.00	H- 32.00	H- 33.00	H- 35.00
50°	110°	170°	230°	290°	350°
V- 33.00	V- 32.50	V- 29.00	V- 26.00	V- 33.00	V- 31.50
H- 32.00	H- 35.60	H- 29.00	H- 32.25	H- 32.00	H- 35.00

Anticipated coverage (106.0mHz):

The anticipated coverage map is attached in Appendix VIII.

Antenna (106.0mHz):

Rock Solid Transmission Limited subject to contract with the three new operators propose to build a new six tier band two antenna between the 42 and 60 metre levels. This will replace the current antenna used by 98FM. Initially the antenna will be used to broadcast the following frequencies 98.1mHz, 102.2mHz, 103.8mHz and 106mHz. This antenna will be dual fed for maintenance purposes. In addition the dual feed arrangement will facilitate emergency operation into the split tiers should there be an issue with the combiner system.

Capital costs (106.0mHz):

	IR£
FM Antenna (contribution)	13,000
FM Feeder cable (contribution)	5,500
FM Combiner (contribution)	5,500
Tower modification (contribution)	6,000
Antenna installation (contribution)	0,000
Dummy load	included in

base cost

2kWatt FM transmitter	18,000
FM exciter	2,350
Directional coupler	450

Moseley 1.4GHz link receiver	9,995
Andrew Gridpak link antenna	950
Link feeder cable	650

Air-conditioning	no cost
Standby power	no cost
Building	no cost
Power	no cost

Annual costs (106.0mHz):

	IR£
Tower & plant room fee	40,000
Electricity	included in

annual fee

Air-conditioning	included in
------------------	-------------

annual fee

Standby power	included in
---------------	-------------

annual fee

Technical expertise (106.0mHz):

It is proposed to contract Broadcast Technical Solutions to install, maintain and monitor all the transmission equipment.

Planning permission (106.0MHz):

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 (106.0MHz):

This transmission proposal marginally varies from the assigned transmission characteristics. The antenna height is 51 metres whereas the assigned height is 30 metres. However the assigned site height is 450 meters so the net height increase over the assignment is 13 metres. This increase is negligible and occurs because the proposed antenna is capable of split operation, which requires a larger antenna system ($5 \frac{1}{2}$ Lambda), and because of antenna positioning constraints on the tower.

9 Studios and Operations

(i) Studio location:

A number of suitable buildings have been identified and negotiations are taking place with the relevant owners. The key criteria in assessing the suitability of premises are:

- Line of sight to three rock mountain
- Access for staff (public transport etc)
- Structural suitability
- Availability of minimum 10 year lease
- Adequate power supply

As selection and fit out of premises is the key item on the critical path to commencement of service, SPIN will have the studio location finalised in advance of the oral presentations to the IRTC in September. SPIN expects to lodge planning applications for the necessary technical structures well in advance of being awarded the broadcasting contract.

(ii) Studio Facilities:

The facilities are to comprise:

An On-Air Studio, approximately 4.6m x 3.8. This will be used exclusively for on-air output, with access to on-air telephone lines and ISDN lines.

A Production studio, approximately 3.0m x 4.0m with integral voice booth. This will be used for recording and editing commercial spots, promotional spots and programmes and additionally as an emergency and maintenance backup for the On-Air studio.

A News Studio/Sub Production Studio, approximately 3.0m x 3.5m. This will be used for preparing, editing and presenting News bulletins and as an overflow for the main production studio.

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

Studio acoustic construction:

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

The studio walls will be a box within a box structure. The studio will be sectioned off from the remainder of the building with a partition that is constructed to fit tightly up to the existing soffit. The studios themselves will be constructed as individual boxes from a modified "Camden" partition that are contained within the outer wall and each of the studios will have its own ceiling joists and isolation ceiling.

The outer barrier wall will be constructed from 75x47 SW 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 joists are to be butt-jointed on the timber members, staggered, taped and filled. The exposed side of the outer wall is skimmed. This construction exceeds 30 minutes fire rating.

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

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

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

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

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

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

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

Windows:

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

Doors:

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

Air-conditioning and ventilation:

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

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

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

Studio technical services:

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

Standby power plant:

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

(iii) Principal equipment:

The principle play-out equipment will be the hard-disc audio system "Sounder Plus" from Radio Computing Services (RCS). 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.

Deviation limiting:

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

Linking to the transmitter site:

It is proposed to link to the Rock Solid Transmission Limited transmission site on Three Rock using the Moseley StarLink digital STL in the 1.4GHz band. Perfect line of site exists and a Gridpak style dish to 1.8m can be accommodated.

Test equipment:

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

Costings:

Detailed costings for the studio equipment are detailed elsewhere in the application as provided on the spreadsheet provided by BTS

10 Proposed Commencement of Broadcasting

10(a) Readiness Date

SPIN will commence broadcasting on 1 February 2000. This date assumes that the broadcasting contract will be completed no later than 1 October 1999.

10(b) Critical Path Analysis

In order to commence broadcasting on 1 February 2000, a clear analysis of action and decision points and the resulting timescale are detailed below.

This process starts on 19 July 1999.