



**Summary of Submissions of Interest in the Provision of  
New Analogue Commercial Sound Broadcasting Services**

*April 2018*

## Summary of Submissions of Interest

The BAI received 18 responses to its call for submissions of interest in the provision of new commercial sound broadcasting services. A total of 10 responses concerned the provision of new radio services, with 3 responses for modifications to current services. These 13 submissions all concerned sound broadcasting services with a music-driven focus and are summarised in the table below. The remaining 5 responses set out observations on the current broadcasting sector.

### **New Service Proposals**

The 10 proposed new music-driven services vary in both type and franchise area. In this regard, 3 of the proposals concern a national franchise area, which from a technical perspective, is not feasible at this time. These services are niche in nature and quite distinct from one another.

One new service is proposed for Co. Wicklow, a youth music-driven service. A further 2 services are for county regions, amassing coverage of half of the Irish national marketplace. The remaining 3 services are for multi-city and/or multicity/large urban areas. It is noteworthy that four of these services propose country/Irish music-driven content. There is greater potential for technical coverage of these proposed franchise areas.

### **Modifications to Current Services**

Three of the submissions received are for proposed modifications to current contracts. In this regard, all three are seeking to increase their respective franchise areas and thereby, significantly increase the potential audience.

### **Observations**

The 5 submissions setting out observations and not calling for new services urged caution given the current challenges and turmoil in the marketplace and also sought the abolition of the broadcasting levy. One submission highlighted the important role community radio can play in assisting the BAI achieve its stated objectives. Another requested that the BAI introduce a 60% quota for Irish music on playlists for Irish radio stations.

The BAI notified all potential respondents that all submissions would be open to interrogation in the review of the Strategy and would be made available to the BAI's researchers. The submissions are available on request from the BAI offices or contact [info@bai.ie](mailto:info@bai.ie)

*Summary Table - Proposed New Services & Modifications to Current Services*

No.	Submitted by	Proposed Service	Franchise Area	Target Audience
1	Raidió RíRá	24-hour music-driven youth station. Speech programming would be light and fun. Real-time news about Irish/Irish speaking community.	National (roll out to include Northern Ireland within three years).	12-30 years
2	Mr. N. Mahoney & Ms. T Lee	24-hour station with a mix of entertainment, music and speech. Emphasis on fun, positive and upbeat.	National	25-54 years
3	Radio Kerry / Shannonside Nthn Sound / Midwest Radio	24-hour music-driven station. Focus on contemporary & country music, emphasis on American and Irish (established and new) artists. Some light entertainment talk shows.	Cities of Dublin, Cork, Limerick, Galway and Waterford.	35+

Submissions of Interest in New Commercial Radio Services

No.	Submitted by	Proposed Service	Franchise Area	Target Audience
4	Clare FM / Tipp FM	24-hour country music station for all ages	80% of County Galway and County Limerick, North Kerry, County Tipperary and County Clare	Country music fans - all ages
5	8Radio.com	Alternative music	Dublin City and County, Cork City and part County, Limerick City and part County and Galway City and part County (rollout to other urban areas to be explored)	25-54 years
6	Easy Media Broadcasting Ltd. t/a Country FM	24-hour country music station. Classic and contemporary country music with large Irish country music output.	Dublin City and County, North West and Midlands/North East	35+
7	East Coast Radio Ltd.	24-hour contemporary music with a focus on youth audience. Pop music and entertainment pertaining to youth audience.	County Wicklow	15-34 years
8	Midlands Community Radio Services t/a Midlands 103	24-hour Irish- music station. Mix of county, contemporary, classic and new Irish artists. Speech programming has focus on Irish culture and experience.	Carlow, Kildare, Kilkenny, Laois, Leitrim (south), Longford, Louth, Meath, Offaly, Roscommon, Tipperary and Westmeath.	45+
9	Classic Rock Broadcasting Ltd t/a Radio Nova	24-hour rock music station. Mix of mainstream, classic and adult rock. Between 20-30% Irish music.	Dublin City, County and commuter belt, Cork City and part-County, Limerick City and part-County, Galway City and part-County, Kilkenny/Carlow, The North East, The Midlands, The South East	25+
10	Skylark Media Services	24-hour national urban music-driven. Focus on older audience with music from 50s-80s. Programmes will look back at these decades.	Dublin City, County and commuter belt, Cork, Limerick, Galway, Waterford, Drogheda, Dundalk, Navan, Wexford, Kilkenny, Carlow and Athlone (further rollout over three years)	55+
11	Choice Broadcasting Ltd. t/a Classic Hits 4FM	24-hour music-driven station. Music from 60s-present day. Speech programming - talk shows	Dublin City, County and commuter belt, Cork City and County, Limerick City and County, Galway City and County, County Clare, Waterford City, Kilkenny City, Athlone, Portlaoise, Sligo, Dundalk and Drogheda	40+
12	Mr. Ken Murray	24-hour music station. Focus on traditional Irish and country music. Content aimed at people from/living in rural Ireland.	National	26-65 years
13	Star Broadcasting Ltd t/a Sunshine FM	Easy listening	Cork City and County, Limerick City and County, Galway City and County, Waterford City, Kilkenny City	15+