



# LIVE LIFE LOUDER



Application by Wilton Radio Ltd for  
the provision of a Music-Driven  
(youth) sound broadcasting service  
for the North West Region



# FOREWORD



The launch of the iRadio services in 2008 came at a difficult time in Ireland's economic history. Following two decades of almost continuous GDP growth the economy went into steep decline following the failure of a number of international banks and the bursting of a domestic credit bubble. The effects were widespread with rising unemployment, steep falls in property prices and the closing of an unprecedented number of domestic businesses. The immediate effect was a contraction in the national and regional economies and a shrinking of the domestic advertising market on which radio depends. The west of Ireland suffered disproportionately with a rise in emigration among the younger population and a severe contraction in the marketing spend of local businesses.

With little legacy in the regional economy iRadio was unable to secure a revenue share to underwrite its service. In 2011 Wilton Radio Ltd received approval from the BAI for a number of changes to its programming policy. The biggest of these changes saw the content output of i102-104 and i105-107 merge to form one single networked programming service.

This new policy was subject to a BAI review in 2013. This review found a number of positive performance advancements in the finance and programming sections of the business. Clear evidence was provided that the strategy to combine the programming services of both stations was hugely successful in retaining listeners and putting the station on a firmer financial footing.

In subsequent years iRadio has won hearts and minds across the region outpacing its national competitors and is now the leading radio station among 15-34 year olds. Our winning mix of contemporary music and local content has proved a unifying factor among the age group from Donegal to Galway to Monaghan to Louth. Our survey shows that loyalty to the station is ahead of competitors and that our programming is a hit with our listeners

- 28% of those surveyed considered themselves a 'loyal' iRadio listener
- 58% of participants chose 'variety of music' as the primary reason for listening to iRadio.
- Credible, talented presenters: iRadio 50%

The board strategy for the future is to expand our listenership and to deepen our relationship with our audience. We will provide for their new interests, as revealed in our research, while investing in personnel, marketing and technology.

With the station now on a firm financial footing the board believe the station will continue to grow its leadership position into the future.

**Willie O'Reilly**  
Chairman, iRadio



# SECTION 1

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# **SECTION 2**

## **INTRODUCTION TO THE APPLICANT**



# SECTION 2: INTRODUCTION TO THE APPLICANT

## (A) APPLICANT'S NAME AND CONTACT DETAILS

**Wilton Radio Ltd.** Trading as **iRadio**.

## (B) CONTACT PERSON:

**Mark Cunning**  
Chief Executive Officer, iRadio.

## Address:

**iRadio**  
Level 3, Unit C, Monksland Business Park, Athlone,  
Co. Roscommon.

**Phone:** 090 644 5600 (office) 0872686277 (mobile)

**Email:** markcunning@wiltonradio.ie

## (C) PROPOSED STATION NAME:

**iRadio**

## (D) BRIEF DESCRIPTION OF PROGRAMMING SERVICES

iRadio will target a 15-34 year old audience in the North West.

iRadio will be a music driven station playing new and hit music, blended with recurrent tracks from the past ten years with some Old Skool i (00's & 90's) to provide a touch of nostalgia every so often.

Although iRadio will pride itself on being a hit music station, we will continue to be mindful of the diverse audience we serve and we will deliver engaging and relevant content to our target audience. iRadio will be fun, entertaining and edgy. iRadio will reflect the lives of our listeners and provide a place where they feel included.

## i) Consultants

**A. Spark Market Research**  
Blanchardstown, Co. Dublin.

**B. Liam Thompson Consulting**  
Sandyford Business Park, Co. Dublin.

**C. Broadcast Technical Solutions**  
Unit 20, Bluebell Business Park,  
Old Naas Road, Dublin 12.

**D. John Boyle**  
3rd Floor, Flatiron Building,  
24 Wicklow Street, Dublin 2.

**E. Brand Central**  
61 Merrion Square, Dublin 2.

**F. Ryan Research**  
Alpha House, 40 Coinagehall Street,  
Helston, Cornwall, UK, TR13 8EQ.

**G. Futuri Media**  
4141 Rockside Road, Suite 300,  
Seven Hills, Ohio, USA.

**H. Airtime Plus**  
Noosaville, Queensland,  
4566, Australia.

## ii) Auditors

**Mazars**  
Mayoralty House, Flood Street, Galway.

## iii) Solicitors

**Sheehan & Co Solicitors**  
2nd Floor, 16 Merchants Road, Galway

## iv) Bank:

**AIB, Eyre Square, Galway**



# Section 3

## MEMBERSHIP OF THE APPLICANT



# SECTION 3: MEMBERSHIP OF THE APPLICANT

iRADIO



(a) Please name the members of the Applicant and describe their background and experience.

**John Mannion** - Highcross Communications, 48.38%

John Mannion is a successful businessman and the owner of a number of well-known bars and restaurants in Galway.

John was a founding shareholder of Wilton Radio Limited in 2006 and has continued his financial and management support of the company over the past 11 years.

During that period the business required significant additional funding to launch and develop iRadio North East in addition to funding losses at iRadio North West as the two stations faced the long term impact of the 2008 financial crisis.

John has consistently supported both services by fully participating in all additional capital raising programmes initiated by Wilton Radio Limited.

John is a lifelong resident of Galway and closely involved in its entertainment and cultural activities.

He is a former director of Galway Arts Festival and a founder member of The Latin Quarter, Galway.

**Peter Benson** - 16.9%

Peter Benson has provided management consulting services to Wilton Radio Limited since 2010 and became a shareholder when a capital raising took place.

He has supported all additional capital raising activities.

He has wide international experience in radio station

management focussed on establishment and restructuring in Australia, United Kingdom, Ireland and numerous other European markets.

In 1989 he was the Consultant Chief Executive responsible for the establishment and successful launch of 98FM, one of Ireland's first licensed commercial radio stations.

In 1990 he invested in Radio South Limited in Cork and provided management consulting services to restructure the station.

It was successfully relaunched as 96FM and its positioning and format remain broadly similar today.

In 1982 he was awarded Australia's highest civilian honour, the Order of Australia, for services to commercial radio and the community.

Peter holds joint Irish and Australian citizenship and has been resident in Europe since 1988.

**John McEvoy** - Big News Network, 9.55%

Big News Network FZ LLC is a licensed news agency headquartered in Dubai, UAE since 2004. The company publishes around 400 online news sites. The principal is John McEvoy, founder of the Metro Hotels group, the oldest fully Australian owned hotel chain.

John's background is primarily commercial radio, having worked on air and through the ranks to executive roles at Australian regional and metropolitan stations. He is chairman of Midwest Radio Network Pty Ltd which is licensee of two Australian regional commercial radio stations located just outside Sydney.

John was introduced to the company by Peter Benson and became a shareholder when the company needed additional capital and was experiencing difficulty in raising funds in Ireland.

**Jim Conway** - Print And Display & Perishing Nominees  
6.87%

Jim Conway is a founding shareholder of Wilton Radio Limited and he has supported the company in all the capital increases required since the inception in 2006.

Jim founded the Print and Display group of companies in 1970.

From its inception Print and Display has become a market leader in the screen, digital and litho production of outdoor posters, bus advertising and point of purchase materials.

He is Chairman and founder of Media Central, the National radio sales company representing iRadio, Spin FM, Spin SW, 4FM, 98FM, Today FM and Newstalk 106.

**Cormac McAlinden** - 4.19%

Cormac is a founding shareholder of Wilton Radio Limited and has been a Board member since its incorporation. His commercial background is in the printing and Publishing industries as founder of Lithographic Universal and Mac Publishing among many others.

In 2003 Lithographic Universal was merged with the Smurfit Group's Irish printing business to create Lithographic Web Press and Cormac was appointed Executive Chairman. It was the biggest printing business in Ireland. In 2011 Cormac founded MediaStreet.ie, an internet based company which has become Ireland's number 1 media sourcing hub.

In 2010 Cormac purchased and relaunched, Old Moore's Almanac an Irish cultural institution first published in 1764 and continually on an annual basis. The circulation of this rural focussed publication has grown from 21,000 to 49,800 in that time.

In addition Cormac is also a Non-Executive Director of a number of other companies and has given his time pro bono as a Director of the Temple Street Hospital Foundation for over 20 years.

**Gaby Smyth** - 3.64%

Gaby is a fellow of the Institute of Chartered Accountants and is principal of Gaby Smyth & Company, Chartered Accountants and Registered Auditors.

The firm has been in practice for 25 years specialising in music, film, and theatre arts.

Gaby has worked as a professional musician, musical director, session musician, composer and performer.

**Philip Lee** - 3.37%

Philip is the founding partner of the international law firm of Philip Lee Solicitors. He has represented the Independent Broadcasters of Ireland (IBI) before the Oireachtas committee on broadcasting legislation and has advised many media companies on the regulatory aspects of media ownership and media law.

**Jonathan Kelly** - 2%

Jonathan is a solicitor and partner in Philip Lee Solicitors. He has many years of experience in film and television finance and production having worked for several years as an executive in a leading film and television production company. He was also a researcher on several current affairs programmes for RTÉ Television.

He served for several years as an executive committee member of Screen Producers Ireland the representative body for Irish film and television producers.

**Dan Healy** - 1.17%

Dan has been involved in media since 1984 starting his career with a local newspaper in Galway City.

In 1996 he joined 98FM in Dublin and he acted as CEO for 98FM and Newstalk during his time with the company. Dan was a founder of KCLR 96 Carlow/Kilkenny launched in 2004.

He has served as a Board member of the Independent Broadcasters of Ireland (IBI) and the Independent News Network (INN).

He was the co-founder, with Deborah Fagan, of Wilton Radio Limited and was founding CEO of iRadio NW and iRadio NE.

In 2009 he became CEO of Independent Radio Sales. He is currently Head of RTÉ Radio Strategy and Head of 2FM.

**Deborah Fagan - 1.15%**

Deborah is a Fellow of the Institute of Chartered Accounts and has worked in media since 1996.

She was financial controller of the Communicorp Group's radio interests in the Czech Republic.

On return to Dublin in 1998 she was appointed CFO of the Group.

During her time with Communicorp Deborah was instrumental in the expansion of the Group's radio interests in Ireland and Eastern Europe.

She was a founder of KCLR 96 Carlow/ Kilkenny 2004.

Deborah founded Wilton Radio with Dan Healy and went on to be CFO and then CEO of the company.

Deborah resigned as CEO in 2014 moving with her family to Australia and is CEO with an International company based in Melbourne.

**Emco Cumarsáid - 1.04%**

Emco is a media service that provides media training, production and public relations services to a range of clients. Emco is owned by Pádraic and Mari Ó Neachtain, each with a 50% shareholding.

Pádraic is a former TV and Radio Presenter with over 20 years' experience.

Emco has produced several radio documentaries and has provided TV and Radio directing, production and presenting facilities to clients such as RTÉ, TG4, BBC, Channel 4 and Sky Sports.

**Davy Nominees - 0.73%**

Davy Nominees hold a further 0.73% for Philip Lee.

**Fíbin Meangadh TEO - 0.59%**

Fíbin Media is a television production company that was established in Connemara in 2008 as part of the drama and puppetry company Fíbin Teo.

Their mission is to develop, show and finance creative programmes for television for the domestic and international market

**Paul Cummins - 0.43%**

Paul established leading Irish film and television production company Telegael in a joint venture with RTÉ and Údarás na Gaeltachta and has been a shareholder and the group's Chief Executive Officer since its inception.

The company is a leader in audio visual, television, film production, animation, television production, post production, television news gathering, subtitling and programme re-versioning.

A 4 four time Emmy nominee, Paul was presented with an Emmy Award in 2004 as Executive Producer of the children's animation series Tutenstein.

Paul was Chairman of Wilton Radio Limited from its inception in 2006 until his retirement from the position in December 2018.

**Máire Ní Thuathail - 0.10%**

Máire was a founder and Managing Director of Eo Teilifís, the leading television production company and media facilities providers based in Spiddel Co. Galway.

Máire passed away in 2016 and her investment is held by the executors of her estate.

**(b) PLEASE INDICATE WHERE THE APPLICANT WAS FORMED, ITS CURRENT LEGAL STATUS AND FINANCIAL STANDING.**

Wilton Radio is the holding company and operator of iRadio and iRadio North East and Midlands. The company was formed on June 13th 2006 and a copy of the certificate of incorporation is included in the appendix of this application.

The company operates profitably, it has experienced management, a stable long term shareholding group reflecting community commitment, business expertise and commercial radio knowledge.

It has no debt apart from an equipment leasing contract which will conclude at the end of 2019 and a bank overdraft for normal operating requirements.

Details of the financial standing of the company are included in the confidential Appendix to this document.

Included in that documentation are the latest audited results and balance sheet and a current tax clearance certificate.



# **SECTION 4**

## **OWNERSHIP AND CONTROL OF THE APPLICANT**



# SECTION 4: OWNERSHIP AND CONTROL OF THE APPLICANT

iRADIO



## 4.1 Board of Directors

Please provide the following details in relation to each Director

i (a) Name, home address, age, nationality and current occupation;

(b) Background, media and other relevant experience (in the context of the service proposed);

(c) Substantial interests held (directly or indirectly) of any communications media.

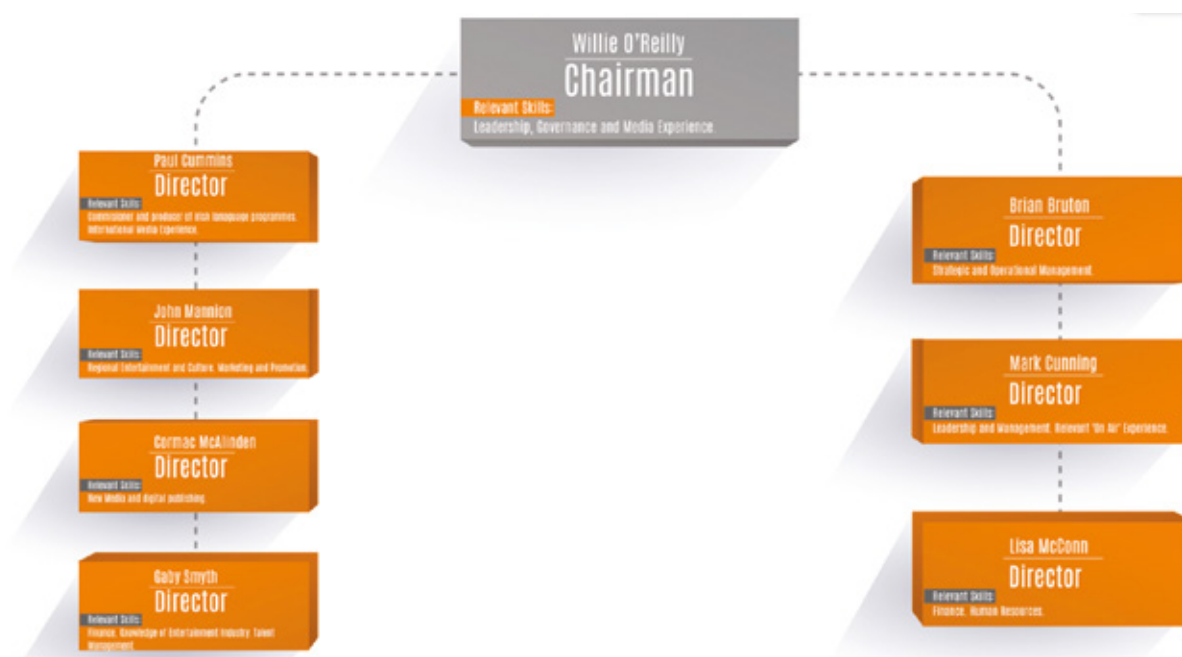
(d) Control (held directly or indirectly) of any communications media.

(e) Involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure);

(f) Whether the director has been appointed in a representative capacity.

ii Please indicate who among the Directors is or is envisaged to be appointed Chairperson. Please provide the same information as in i) above for any other individual whom the Applicant is considering to appoint a Director.

### Summary of Board of Directors



## Board of Directors

Name:

Willie O'Reilly

Address:

[REDACTED]

Age:

62

Nationality:

Irish

Occupation:

Company Director

Other Directorships:

See Appendix

Background, Media and other relevant experience  
(in the context of the service proposed)

Willie O'Reilly is an experienced media executive. He has worked as a Producer, Chief Executive and Company Director on a number of Irish radio stations. These include RTÉ, Today FM, FM104, Highland Radio and iRadio.

He is a past president of the Institute of Directors and the Independent Broadcasters in Ireland. While Chief Executive of Today FM the station was voted PPI station of the year 2005. He managed the sale of the Emap Plc Irish stations (Today FM, FM104 and Highland Radio) to Communicorp in 2008. He was an inductee into the IMRO Hall of fame in 2018.

Substantial interests held (directly or indirectly) of any communications media:

None.

Control (held directly or indirectly) of any communications media:

None.

Involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure);

Willie O'Reilly was a producer in RTÉ from 1980 until 1999, most notably as Executive Producer of The Gerry Ryan Show on 2FM. He was Chief Executive of Today FM between 1999 and 2011. During that time he was Chief Executive of Emap Ireland 2006-2008 and President of the IBI. From 2012 until 2018 he was Group Commercial Director of RTÉ serving on the Executive board. He is currently a director of Wilton Radio (t/a iRadio Ltd and iRadio North East and Midlands Ltd.) commencing February 2018.

Whether the director has been appointed in a representative capacity.

No.

Name:

Mark Cunning

Address:

[REDACTED]

Age:

35

Nationality:

Irish

Occupation:

Chief Executive Officer

Other Directorships:

See Appendix – iCiRadio Ltd, Wilton Radio Ltd, iRadio Ltd, iRadio North East & Midlands Limited

**Background, Media and other relevant experience (in the context of the service proposed).**

Originally from Co. Derry. Mark began his radio career in 2002 as a presenter with the Q Radio Network in County Derry.

In 2005 Mark moved to Belfast based Cool FM. Here Mark continued his presenting career while also dipping his toe in radio programming, through new music show 'The Zee.'

Mark has strong family ties in Co. Donegal, his interest was sparked by the announcement of a new youth regional service in the North West. Following a number of meetings with iRadio, Mark accepted a position as the afternoon presenter.

In 2009, as host of 'iWork,' Mark was the recipient of the PPI Radio Awards Bronze award in the category of 'Music Programme General.'

Following this Mark was promoted to 'Head Of Music.' Subsequently, Mark was tasked with the music output for both iRadio stations.

Having established himself in the music programming department, Mark continued to work his way through the ranks. Working as Programme Controller of iRadio North West, then Program Controller for the combined iRadio service. In 2017 he was appointed General Manager.

In 2018 he appointed Chief Executive Officer and made a Director of the Wilton Radio Board.

**Substantial interests held (directly or indirectly) of any communications media:**

None.

**Control (held directly or indirectly) of any communications media:**

None

**Involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure);**

Mark joined iRadio Ltd as a presenter in October 2007, He was made Programme Director in April 2014. He was made General Manager in August 2017 and became Chief Executive Officer in December 2018.

**Whether the director has been appointed in a representative capacity.**

No.

**Name:**

**Paul Cummins**

**Address:**

[REDACTED]

**Age:**

67

**Nationality:**

Irish

**Occupation:**

CEO Telegael Teoranta

**Other Directorships:**

See Appendix

**Background, Media and other relevant experience (in the context of the service proposed)**

Paul has been a Director of Wilton Radio Limited and its subsidiaries since 2006. He was involved in the successful bidding of the North West and North East youth radio licences by Wilton Radio. He has acted as a Director since, with a lead role in directing and guiding the strategy of the company including advising on the Irish Language.

Paul is a fellow of the Institute of Chartered Accountants in Ireland. He has served on the film finance committee of the Audio Visual Federation of IBEC.

In 1989 he established the film and television production house Telegael as a joint venture with RTÉ and Udarás na Gaeltachta. He has been a shareholder and group Chief Executive since inception. Paul is a two-time Emmy award winner and multiple IFTA winner and has acted as executive producer for most of Telegael's TV series and feature films. Telegael has been a recipient of funding from the Sound and Vision broadcasting fund of the BAI. Paul served as Director of Wilton Radio Ltd between 2008 – present.

**Substantial interests held (directly or indirectly) of any communications media:**

Paul is a shareholder of Telegael, a film and television production house.

**Control (held directly or indirectly) of any communications media:**

Paul owns 38.6% of the equity of Telegael

**Involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure);**

From 1989 to present day Paul has been the Chief Executive Officer of Telegael. From 2008 – Dec 2018 Paul served as the Chairman of Wilton Radio Ltd (t/a iRadio Ltd.)

**Whether the director has been appointed in a representative capacity.**

No.

**Name:**

**Lisa McConn**

**Address:**

[REDACTED]

**Age:**

36

**Nationality:**

Irish

**Occupation:**

Finance Director

**Other Directorships:**

None

**Background, Media and other relevant experience (in the context of the service proposed)**

Lisa McConn graduated from The Institute of Technology Sligo with a Bachelor of Business Studies in 2004 and continued her education in University College Dublin graduating with a Higher Diploma in Education in 2005. Lisa joined iRadio Ltd in 2007 as an accounts assistant,

and commenced studying accountancy part time. She is a member of the Association of Certified Chartered Accountants and was promoted to the position of Financial Director in 2007. She was appointed a director to Wilton Radio Ltd in December 2018.

**Substantial interests held (directly or indirectly) of any communications media:**

None.

**Control (held directly or indirectly) of any communications media:**

None.

**Involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure);**

Lisa has been involved in the finance department of iRadio Ltd since 2007. In this role she has taken responsibility for all aspects for financial reporting including P&L and Balance sheet reporting. Her duties involved liaising with Directors and shareholders and operating the company payroll. She is also responsible for operating the company PRSA scheme and general HR issues.

**Whether the director has been appointed in a representative capacity.**

No.

**Name:**

**John Mannion**

**Address:**

[REDACTED]

**Age:**

55

**Nationality:**

Irish

**Occupation:**

Company Director

**Other Directorships:**

See Appendix

**Background, Media and other relevant experience  
(in the context of the service proposed).**

John has been a Director of Wilton Radio Limited and its subsidiaries since 2008. He was involved in the successful bidding for the North West and North East youth radio licences by Wilton Radio. He has acted as a Director since, with a lead role in directing and guiding the strategy of the company, and advising its management.

**Substantial interests held (directly or indirectly)  
of any communications media:**

John Mannion holds 48% of Wilton Radio Limited which owns the iRadio licences.

**Control (held directly or indirectly) of  
any communications media:**

John Mannion holds 48% of Wilton Radio Limited, which operate the iRadio licences. This interest is held indirectly through Highcross Communications Limited a company of which he is shareholder, and has control of Wilton Radio Ltd and its subsidiaries through his substantial interest therein.

**Involvement in any sound broadcasting service including the  
name of the service, the nature of involvement (i.e. position/role  
held); and period of involvement (commencement date and date  
of departure);**

John Mannion is involved as a Director of Wilton Radio Limited and its subsidiaries.

**Whether the director has been appointed in a representative  
capacity.**

No.

**Name:**

**Brian Bruton**

**Address:**

[REDACTED]

**Age:**

41

**Nationality:**

Irish

**Occupation:**

Company Director

**Other Directorships:**

None

**Background, Media and other relevant experience  
(in the context of the service proposed)**

Brian has been a Director of Wilton Radio Limited and its subsidiaries since 2009. He has acted as a Director since, with a lead role in directing and guiding the strategy of the company, acting as Company Secretary, and is actively involved in the financial management, control and direction of the company

**Substantial interests held (directly or indirectly) of any  
communications media:**

None.

**Control (held directly or indirectly) of  
any communications media:**

Brian Bruton is a Director of Highcross Communications Limited which has 48% control of Wilton Radio Ltd and its subsidiaries through its substantial interest therein

**Involvement in any sound broadcasting service including the  
name of the service, the nature of involvement (i.e. position/role  
held); and period of involvement (commencement date and date  
of departure);**

Brian Bruton is involved as a Director of Wilton Radio Limited.

Whether the director has been appointed in a representative capacity.

No.

Name:

**Cormac McAlinden**

Address:

[REDACTED]

Age:

70

Nationality:

Irish

Occupation:

Company Director

**Background, Media and other relevant experience (in the context of the service proposed).**

Cormac has been a Director of Wilton Radio Limited since 2006. He was involved in the successful bidding for the North West and North East youth radio licences by Wilton Radio. He has acted as a Director since, with a lead role in directing and guiding the strategy of the company around new media and digital publishing.

In his time Cormac has been a Chief executive and founding director of a number of publishing companies including Mac Publishing and Lithographic Web Press. He has been a founder of a number of digital online publications including Mediastreet.ie, a directory for those working in all aspects of the media industry.

**Substantial interests held (directly or indirectly) of any communications media:**

Currently substantial shareholdings in 2 on line publications  
Currently majority shareholding in Printing business

**Control (held directly or indirectly) of any communications media:**

Control of Mediastreet.ie

Control of LUL Consulting

Control of Old Moores Almanac

**Involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure);**

Cormac McAlinden is involved as a Director of Wilton Radio Limited.

Whether the director has been appointed in a representative capacity.

No.

Name:

**Gaby Smyth**

Address:

[REDACTED]

Age:

61

Nationality:

Irish

Occupation:

Business Consultant/Tax Adviser

**Other Directorships:**

None

**Background, Media and other relevant experience (in the context of the service proposed)**

Gaby has been a Director of Wilton Radio Limited and its subsidiaries since 2006. He was involved in the successful bidding for the North West and North East youth radio licences by Wilton Radio. He has acted as a Director since, with a lead role in directing and guiding the strategy of the company including advising on finance.

Gaby Smyth studied at UCD (B. Sc Hons, HDE), University of Limerick (M.A), Leinster School of Music (LLSM), and is a Fellow of the Institute of Chartered Accountants. He has been in financial and taxation consultancy for over twenty five years, specialising in the literary, music, film and theatre arts – representing and advising many of the major Irish and international practitioners in these areas.

Gaby has also been involved in the leadership and governance of many arts organisations in Ireland; he has been the chairman of the boards of Temple Bar Gallery & Studios, Corn Exchange Theatre Company, and TEAM Educational Theatre Company, and the Jameson Dublin International Film Festival. He is currently the inaugural chairman of the newly formed Irish National Opera. Additionally, he was non-executive chairman of Boulder Media Ltd. a major Irish animation company, and Screen Producers Ireland, the umbrella organisation for the film, animation and TV industry in the state.

Gaby is currently chair of the companies that manage the estates of Barry Flanagan, Stephan McKenna PRHA and, most recently, has been appointed to advise the estate of Seamus Heaney.

**Substantial interests held (directly or indirectly) of any communications media**

None.

**Control (held directly or indirectly) of any communications media:**

Shareholding in Wilton Radio Limited.

**Involvement in any sound broadcasting service including the name of the service, the nature of involvement (i.e. position/role held); and period of involvement (commencement date and date of departure);**

Gaby Smyth is involved as a Director of Wilton Radio Limited since 2006.

**Whether the director has been appointed in a representative capacity.**

No.

ii) Please indicate who among the Directors is or is envisaged to be appointed Chairperson.

Willie O'Reilly was appointed Chairman on 1st January 2019 and it is envisaged that he will continue in the role.

iii) Please provide the same information as in i) above for any other individual whom the Applicant is considering to appoint a Director.

The Applicant is not considering appointing any other individuals as Director other than those listed above.

## 4.2 Shareholding Structure

i) Please detail the existing or proposed shareholding structure of the Applicant, specifying the total number of authorised and issued share capital, the class/classes of share (i.e. voting, non-voting, preference, other etc.);

Wilton Radio Limited has an authorised share capital of €1,000,000 divided into 1,000,000 ordinary shares of €1.00 each of which 297,045 shares have been issued.

ii) Please set out the total value of loan stock;

It is envisaged that all funding from the shareholders will be raised through equity. There will be no loan stock funding.

iii) Please state:

(a) The names and home addresses of all the shareholders of the Applicant;

(b) The names and addresses of the beneficial owners, where shareholdings are in the name of a trustee or nominee;

(c) The total number of shares (per class where relevant) and the issue price subscribed by each shareholder (including details of any premium paid) and the percentage each shareholding represents of the total issued share capital of the Applicant;

(d) The percentage of the voting rights attached to each such shareholding as a percentage of all the votes which may be cast by the shareholders of the Applicant at general meetings;

(e) The amount of loan stock subscribed to by each shareholder;

(f) If the Applicant is not yet constituted, please indicate the number, class/classes and price of shares to be issued to each investor and the amount of loan stock to be subscribed by each investor.

Details of Share holdings

Registered Owner	Address	Beneficial Owner	Address	Share Class	Total Shares	Consideration	% Share Capital
Highcross Communications Ltd *		John Mannion		Ord Shares	143,689	6,097,159	48.38%
Dan Healy		Dan Healy		Ord Shares	3,462	49,070	1.17%
Deborah Fagan		Deborah Fagan		Ord Shares	3,426	10,383	1.15%
Cormac McAlinden		Cormac McAlinden		Ord Shares	12,442	956,366	4.19%
Print & Display Ltd*		Jim Conway 76.1% Mary Conway 23.9%		Ord Shares	11,917	289,319	4.01%
Jim Conway		Jim Conway		Ord Shares	2,224	517,497	0.75%
Pershing International Nominees		Jim Conway		Ord Shares	8,508	42,540	2.86%
Philip Lee		Philip Lee		Ord Shares	10,018	439,592	3.37%
Davy Crest Nominees A/c 0049224		Philip Lee		Ord Shares	2,179	348,803	0.73%
Gaby Smyth		Gaby Smyth		Ord Shares	10,819	775,181	3.64%
Paul Cummins		Paul Cummins		Ord Shares	1,287	268,998	0.43%
Meangadh Fíbin Teo*		Micheal O'Domhnaill (25%) Darach Otuairisg 75%		Ord Shares	1,750	394,108	0.59%

Jonathan Kelly	[REDACTED]	Jonathan Kelly	[REDACTED]	Ord Shares	2,833	189,663	0.95%
Davy Crest Nominees A/c	[REDACTED]	Jonathan Kelly	[REDACTED]	Ord Shares	583	52,330	0.20%
Máire Ní Thuathail	[REDACTED]	Máire Ní Thuathail	[REDACTED]	Ord Shares	284	160,378	0.10%
Emco Cumarsáid Teo *	[REDACTED]	Pádraic Ó'Neachtain	[REDACTED]	Ord Shares	3,075	97,490	1.04%
Peter Benson	[REDACTED]	Peter Benson	[REDACTED]	Ord Shares	50,189	394,044	16.90%
Big News Network *	[REDACTED]	John McEvoy	[REDACTED]	Ord Shares	28,360	145,615	9.55%
					<b>297,045</b>	<b>11,228,536</b>	<b>100%</b>

All shareholders detailed above are beneficially held by the shareholders listed. All shares carry equal voting rights

iv) Where a shareholder of the Applicant is a body corporate/ entity, please provide the names, addresses and percentage of shares held by the shareholders of that entity.

The Names, addresses and % held by the shareholders of body corporate are as follows:

<b>Highcross Communications Ltd*</b>	<b>Address</b>	<b>% Interest in High Cross Communications Ltd</b>	<b>% indirect Interest in iRadio Ltd</b>
John Mannion	[REDACTED]	100.00%	48.38%
Print & Display Ltd*		% Interest in Print & Display Ltd	% indirect Interest in iRadio Ltd
Jim Conway 76.1%	[REDACTED]	76.10%	3.05%
Mary Conway 23.9%	[REDACTED]	23.90%	0.96%
Meangadh Fíbin Teo*		% Interest in Meangadh Fíbin Teo	% indirect Interest in iRadio Ltd
Darach O'Tuairisg	[REDACTED]	75.00%	0.44%
Micheal O'Domhnaill	[REDACTED]	25.00%	0.15%

Emco Cumarsáid Teo*		% Interest in Meangadh Fíbin Teo	% indirect Interest in iRadio Ltd
Pádraic Ó Neachtain		50.00%	0.52%
Mari Ó Neachtain		50.00%	0.52%

v) Please indicate in relation to each of the existing or proposed shareholders of the Applicant:

(a) Substantial Interests held (directly or indirectly in relation to any communications media (please refer to interpretation above)

The shareholders with a substantial or controlling interest in any communications media are as follows:

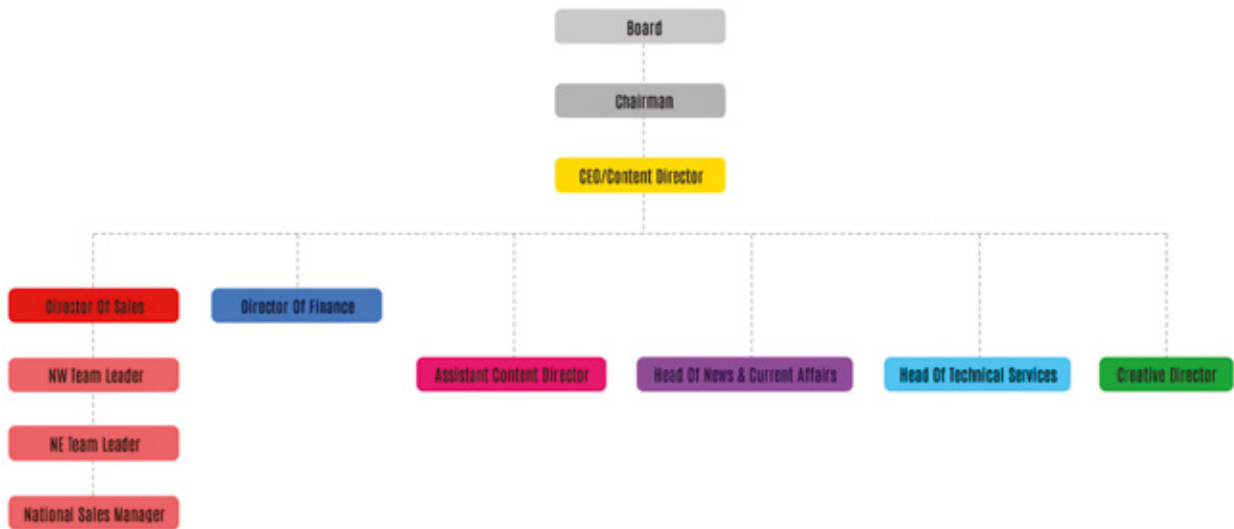
Jim Conway	Registered Business Address	Nature of business	% Interest Held
Media Central		Advertising Agency	100.00%
Cormac McAlindin	Registered Business Address	Nature of business	% Interest Held
Mediastreet		Director of Media Contacts	75%
Old Moores Almanc		Publication	75%
LUL Consulting		Printing	99%
Paul Cummins	Registered Business Address	Nature of business	% Interest Held
Telegael		TV Film Production	38.6%

(c) Recent financial history / current financial status

The shareholders of the company are successful business people who have committed to this project and have the capacity to fund this radio station

Vi) Where there are shareholders' or other agreements in existence or proposed in respect of the Applicant, please provide details of the provision of such agreement relating to the ownership and control of the Applicant, i.e. pre-emption rights, envisaged exit mechanisms and conditions, rights of shareholders, additional rights conferred by share class etc.)

Wilton Radio trading as iRadio Ltd, whose Shareholders agreement detailing all provisions is included in the confidential Annex.



### 4.3 Management Structure

i) Please describe the proposed Management structure of the applicant;

ii) Please provide in relation to each of the following individuals, or their equivalents, their full name, home address, age, qualifications and experience to date, in particular that which relates to the broadcast media:

a) Chief Executive Officer

Name:

Mark Cunning

Address:

[REDACTED ADDRESS]

Age:

34

Nationality:

Irish

Occupation:

Chief Executive Officer

Experience:

Originally from Co. Derry. Mark began his radio career in 2002 as a presenter with the Q Radio Network in County Derry.

In 2005 Mark moved to Belfast based Cool FM. Here Mark continued his presenting career while also dipping his toe in radio programming, through new music show 'The Zee.'

Mark has strong family ties in Co. Donegal, his interest was sparked by the announcement of a new youth regional service in the North West. Following a number of meetings with iRadio, Mark accepted a position as the afternoon presenter.

In 2009, as host of 'iWork,' Mark was the recipient of the PPI Radio Awards Bronze award in the category of 'Music Programme General.'

Following this Mark was promoted to 'Head Of Music.' Subsequently, Mark was tasked with the music output for both iRadio stations.

Having established himself in the music programming department, Mark continued to work his way through the ranks. Working as Programme Controller of iRadio North West, then Program Controller for the combined iRadio service. In 2017 he was appointed General Manager.

In 2018 he appointed Chief Executive Officer and made a Director of the Wilton Radio Board.

**b) Programme Controller:**

**Mark Cunning** (as above)

**c) Financial Controller:**

**Name:**

**Lisa McConn**

**Home Address:**

[REDACTED]

**Age:** 36

**Qualifications:**

Member of ACCA 2018  
H-dip education (UCD) 2005  
Bachelor of Business Studies (Institute of technology Sligo)  
2004

**Experience:**

Lisa commenced working in iRadio Ltd in December 2008 as an accounts assistant. She assisted in various departments when necessary from admin to marketing. She was promoted to finance manager in June 2014 and to finance director in July 2017. Lisa presents monthly management accounts to the management team and compiles and presents the quarterly financial report to the board. She also devises annual budgets, regular cash flow projections and other financial reports as required. She was appointed to the board of directors in December 2018.

**d) Compliance Officer -**

**Hazel Fleming**

**Name:**

**Hazel Fleming**  
**Address:**

[REDACTED]

**Age:**

32

**Qualifications:**

BA (Hons) Degree media production management.

**Experience:** Hazel commenced her radio broadcasting career as an overnight presenter in FM 104 and joined iRadio in 2008 as a part time presenter. In 2014 she hit for the skies as a member of the Cabin Crew for Emirates until 2017 where she returned to Ireland. She worked as a researcher in Final Boss Media in 2017 sourcing contacts, contributions and content and recording on site where required. In August 2017 Hazel rejoined iRadio as Head of Commercial Integration where she is responsible for compliance of all on-air competitions and sponsorships across the station. She facilitates the coordination and integration of on-air, digital and sales departments, ensuring efficient communication between all those involved.

**iii) Please specify the applicant's policy in respect of:**

**(a) Management remuneration**

iRadio Management are be remunerated with a full salary package which will be competitive and in line with market rates in order to attract a strong team with relevant experience. Individual performance will be linked to key performance indicators and will be reviewed annually.

**(b) Employment Contracts;**

All employees are issued with contracts of employment which are developed in line with relevant workplace and employment legislation, in consultation with our human resource advisors Peninsula. Employment contracts are subject to a six month probationary review. The general notice period for employees will be one month; however, some key personnel will have a notice period of three months. A sample contract is contained in the appendix.

**(c) Share Options**

The applicant does not have a share option scheme in place.

**(d) Pensions and Benefits;**

The company will offer the following benefits to staff:-  
PRSA scheme for all employees.

A non contributory defined contribution scheme for senior management

A Death in Service benefit scheme for all employees

Educational assistance programme.

Professional association membership fees.

(e) Any other relevant commitments (financial or otherwise)

A revenue commission scheme is in operation for members of the sales team. Commission is payable monthly in arrears on the achievement of mutually agreed sales targets. The CEO/Programme Controller bonus is paid annually on achievement of mutually agreed targets. On air presenters are also targeted annually based on JNLR results and other factors. Benefits in this regard are in the form of vouchers. The company currently operates an extended holiday scheme based on length of service.

(vii) Is the applicant aware of any reason why it may not be a fit and proper person to be awarded a contract?

No

#### 4.4 Character of the Applicant

(i) Has the applicant ever been convicted of an offence involving fraud or dishonesty?

No

(ii) Has the applicant ever been restricted or disqualified as a Company Director, or convicted of any offence under the Companies Acts 1963-2006(as amended) in this jurisdiction or under equivalent legislation in any other jurisdiction?

No

(iii) Has the applicant ever been adjudicated a bankrupt, become insolvent or entered into a voluntary arrangement with creditors, or has a receiver appointed to any of his assets, in this or any other jurisdiction?

No

(iv) Has the applicant ever been a director of a company to which a receiver was appointed, which went into compulsory liquidation, creditors' voluntary liquidation, examinership or which made any arrangement with its creditors or class of creditors?

No

(v) Has the applicant ever been convicted of an offence under any legislation by which Broadcasting and/or Wireless Telegraphy is regulated in this or any other jurisdiction?

No

(vi) Has the applicant ever had a licence or contract issued by a broadcasting licensing body or any other statutory body suspended or revoked in this or any other jurisdiction?

No



# **SECTION 5**

## **PROGRAMMING**



# SECTION 5: PROGRAMMING

## iRADIO



iRadio commenced broadcasting in 2008 following the award of a sound broadcasting license to Wilton Radio in 2007. iRadio Northwest (i102104) launched on February 7th 2008 while its sister station iRadio North East & Midlands (i105017) launched eight months later on October 10th.

### The mission statement for the iRadio regional youth stations;

*“Innovate, entertain  
and inform”*

In the ten years following iRadio’s arrival, the Irish media landscape has undergone deep and rapid change. Devices such as the iPod, once thought of as a competitor to radio, are no more and now our world is one of ever increasing speed and interconnectivity where streaming, music and video services are at the centre of the growth in technologies. The mobile phone is increasingly the consumer device of choice; with usage growing exponentially. It all seems unimaginable when viewed through the lens of 2008.

As we enter 2019, the landscape continues to change with further growth in the usage of music streaming services, online radio, curated content and podcasts. Further change is anticipated with the development of smart home assistants, such as Siri and Alexa, which are driving voice search for audio. In December 2018 Amazon reportedly ‘sold out’ of their Echo Dot products in the Irish market, a further signal that the dawn of the smart speaker is upon us.

The world of audio is now an incredibly competitive landscape, where the battle for listening is no longer simply between the choices on the FM band. We now live in a world where niche services sit side by side with international competitors all chasing the audience’s time and attention.

Despite this changed environment iRadio has consistently grown its listenership and developed loyalty through the past decade. The station outstrips its national competitors in terms of Share and Weekly Reach in our broadcast region. It’s mix of news, music programming and entertaining content unites the audience across the counties that comprise its licence area.

While iRadio continue to recruit new listeners, those that joined us in 2008 have grown up with us and taken us to their hearts. Their choices may have expanded dramatically, but our success shows that there is still a need and appetite for a radio station that delivers meaningful content, entertainment and music in a way that is relevant, engaging and that speaks directly to the listener. Although the past decade can be characterised by constant change the fundamental ethos of iRadio remains the same.

*“Innovate, entertain  
and inform”*

## 5.1 Programming Strategy

i) Please detail the ongoing strategies which the Applicant proposes to implement in relation to:

### Programme Research

iRadio has always believed it is essential that we understand our audience in detail. Our success to date has been dependent on understanding their aspirations and issues, allowing us to stay ahead of the curve both in music output and News & Current Affairs content.

Understanding our audience is the key to our programming and content strategy. We will continue to invest in thorough research, providing the best and most accessible tools. Our programming team will continue to have up to date insights to guide our decision making.

### Social Engagement

We will continue to engage directly in online research, using our sizable social media footprint; as of the beginning of January 2019 our Facebook following stands at 587,897, while we reach 101,000 followers on Twitter. We will continue to engage with our audience in the places they express themselves to gather intelligence, allowing us to improve the service we provide for our iRadio audience.

### JNLR

Since our launch in 2008, we have been subscribers to the industry standard Joint National Listenership Research (JNLR.) This gives us a detailed insight into the listening patterns of our audience. We will continue to subscribe to this service and use tools such as Mediastar to unlock new insights and inspire new programming initiatives. We will continue to use TGI to develop consumer insights.

### App & Social Data

iRadio has its own app and website from which we gather information. This provides us with audience feedback on our programming output, in real time. This information used to assist the programming team in decision making.

### iRadio Diversity Panel

We are ambitious to enhance our listener insights. With this in mind we are creating a new tool to provide a better understanding of the diverse communities that we serve across the North West Region, the iRadio Diversity Panel (iDP). This will take the form of an advisory board drawn from listeners and community figures across the region, who will be asked to contribute ideas and feedback on the levels of diversity of output and community voices on iRadio. We are conscious that the population across the region has changed over the last 10 years and grown more diverse,

developing broader interests and concerns. We believe that it is a key element of our public service role to reflect and encourage diverse opinions and voices on the air.

### Peer Group Research

iRadio regularly reviews international competitors to stay ahead of trends in radio – in today's multiplatform world, there are numerous stations both on FM / DAB and Online that iRadio tracks for creative and innovative inspiration.

### Learning Waves

iRadio is a full member of the Learning Waves Skillnet and has made use of the services provided to give staff training in Mobile Journalism, Legal and Defamation training, Social Media Management, air checking clinics. Additionally, we have worked with members of the BAI to enhance our staff understanding on regulatory codes. iRadio will continue to subscribe to the Learning Waves initiative and will continue to engage with the management of Learning Waves to develop relevant courses and workshops.

### Programme Production

iRadio has maintained a consistent standard of production and innovation over the past decade for which we have been the recipient of a number of national radio awards.

These include:

**IMRO Radio Awards Newcomer:** 2017 (Silver)

**IMRO Radio Awards Newcomer:** 2016 (Gold)

**IMRO Radio Awards On-Air Competition/  
Promotion** 2011 (Gold)

**Station Imaging** 2011 (Gold)

**Love Radio Awards** - Best Radio Sales Team Local/  
Regional 2016

**Love Radio Awards** - Best station produced spot Regional/  
Main City 2016

**Love Radio Awards** - Best Radio Sales Team Local/  
Regional 2014

**Love Radio Awards** - Best Campaign 2013

## Quality Control

We will continue to deliver high quality programming from our studios in Athlone delivering one single service across the North West and North East & Midlands franchise areas.

All of our production staff, news and on air presenters are fully up to date in modern production techniques and have been trained in libel and defamation.

Our key programmes have producers assigned to them to create and develop entertaining, engaging, relevant on air content and repurpose that content for online, social and podcast to ensure it is available to the widest possible audience in the places outside of the FM spectrum where they consume content.

Our presenters are expected to bring content to the programme each day and the daily production meetings for each show are critical forums in which these ideas and topics are tested and developed.

The Content Director has visibility of each show's running order in advance, and any S&P activity is integrated and clearly scripted by the Head Of Commercial Integration for compliance.

It is the responsibility of the in house imaging producer to deliver a fresh and innovative station sound of the highest standard, this is achieved by consistently and continually creating and producing branded content and custom intros for new music, highlighting new Irish music and ensuring that all iRadio's on air production output is of the highest industry standard.

iRadio engaged the services of Dutch imaging production company Pure Jingles who have a strong reputation in terms of quality and audio innovation. iRadio's brief to Pure Jingles was to listen to the station, understand the presenters, the sound, and the audience and create a distinctive package which in a busy market would cut through providing an instantly recognisable audio 'Sound of iRadio.' Talks are currently taking place with Pure Jingles with a view on successful application to a full station imaging refresh in 2020.

The Content Director holds Bi-Weekly team meetings to review upcoming activity – either involving S&P or station activity and to ensure that the team are up to speed on the best practice requirements for presenters

From time to time iRadio engages the service of an external consultant for coaching and training purposes. Key shows are invited to participate in Boot camps to review and strengthen show offerings.

## Compliance

The Head Of Commercial Integration at iRadio works directly with on air staff and producers to ensure a clear plan

for the execution of all S&P content. Every recorded promo, script and live mention is subject to internal review ensuring they are delivered in an entertaining way, while also ensuring content complies with relevant codes and standards

iRadio is a full member of the Learning Waves Skillnet and makes good use of the range of courses provided including Mobile Journalism, Legal and Compliance training as well as requesting bespoke training if required. In addition, iRadio has availed of compliance training with the BAI and will continue to do so at regular intervals to ensure that all presenters and producers are up to date on the required codes.

We also take on board listener feedback through our social media channels, text and WhatsApp feeds and through the online research we conduct. Where a listener feels strongly about a piece of content; a formal complaints procedure exists. Complaints can be made in writing through our website and will be addressed within ten working days by the relevant member of the Editorial Board with the input of the Content Director and will engage with the complainant to address the issue. Every effort will be made to find a resolution that the complainant finds satisfactory.

The Management Team understands that compliance is critical for the successful operation of the Broadcast licence

iRadio management take a strong position on editorial integrity and to ensure compliance with the BAI codes and legal and statutory requirements, we have an internal Editorial Board which meets regularly and reviews any outstanding compliance issues or complaints.

The Editorial Board comprises

- CEO /Content Director (**Mark Cunning**)
- Head of News & Current Affairs (**Fionnuala Corbett**)
- Morning Show Producer (**Trisha Gormley**)
- Day Producer (**Emer McKeown**)
- Head of Social Media (**Sharron Lynskey**)

The Editorial Board meet fortnightly to review any outstanding current issues and also to plan and prepare for significant upcoming events and issues; such as Referenda, General Election and any changes in Codes that require Editorial Review.

The individual members of the Editorial Board also have responsibility for output and can be called upon by members of staff or presenters for clarification on issues of content or compliance as required.

In addition to the overall Editorial structure, iRadio has a rigorous programme of air checking and mentoring for the on air presenters. These coaching sessions occur weekly with all primetime shows and the weekend presenters are met with at least once a month to review audio and content.

In addition to the internal editorial process, we have external programming monitors carried out at least quarterly by independent consultants, who will review the output for quality and for compliance.

All of these are reviewed by Editorial Board – action is agreed – and then followed up by Content Director – and any further implications in terms of compliance are acted upon immediately including a review of production procedures as required.

ii) Please set out the criteria upon which, in the view of the Applicant, the success of programming is to be assessed.

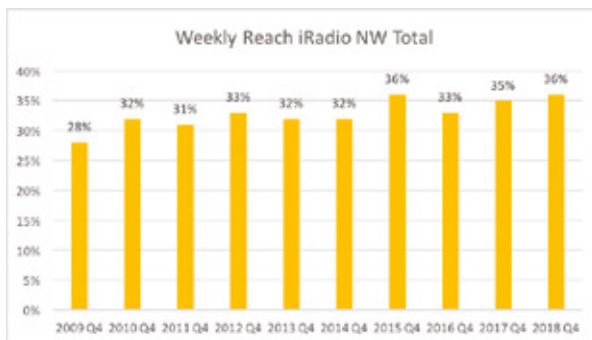
The Joint National Listenership Research measures radio audience across Ireland. The primary measure of success for iRadio has been the JNLR performance over the last ten years as it will continue to be under the new licence.

We have included below detailed numbers for Weekly Reach, Daily Reach and Primetime (7am -7pm) Market Share.

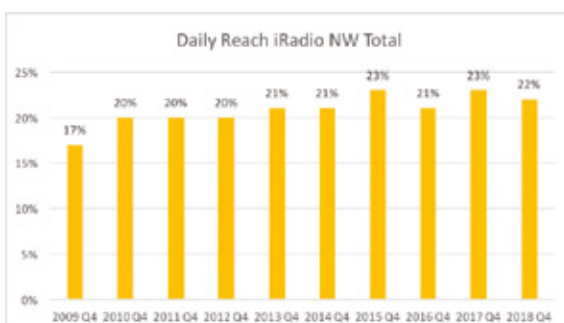
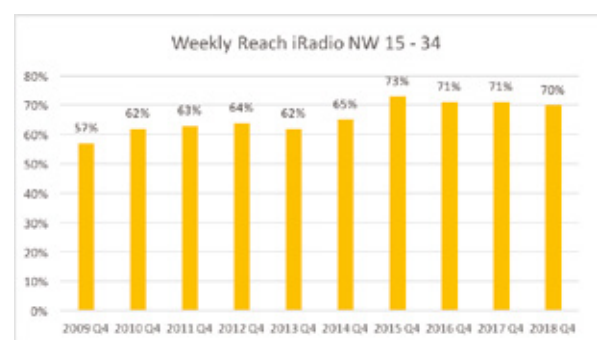
We consider both the All Adult figure and more critically a 15 – 34 year old figure to establish performance with the audience over time.

The graphs detailed below provide a snapshot of performance from the full year figures (Q4 JNLR IPSOS MRBI) from 2009 to 2018.

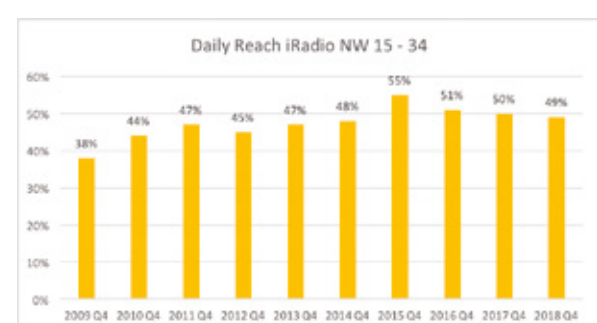
## Measures of success for iRadio

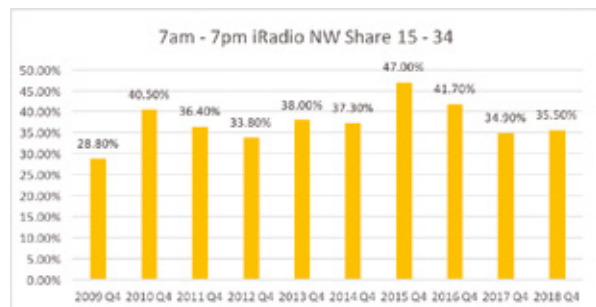
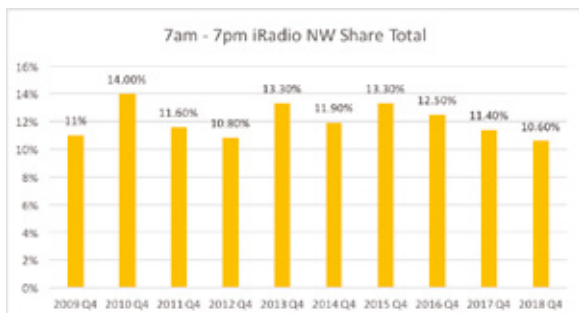


*Weekly Reach*



*Daily Reach*





#### Primetime Market Share

#### (Q4 JNLR IPSOS MRBI) from 2009 to 2018

In addition to the JNLR results, we have commissioned independent research, both Qualitative and Quantitative using Spark Research to develop clear perceptions of where the iRadio brand sits and how it fulfils the needs of the audience in the North West region

### iRadio Market Insights

All aged 15-25, out for fun, fun and fun	Socialising, people, nothing too serious!	Modern, bright, energetic but a bit chaotic for some
More going on than Spin but very similar personality	Pros: Very distinct personality versus the nationals.	Cons: Can annoy anyone aged 30+



#### Celebrity

- **Niall Horan**
- Fun, energetic, not too serious
- Popular with younger audiences

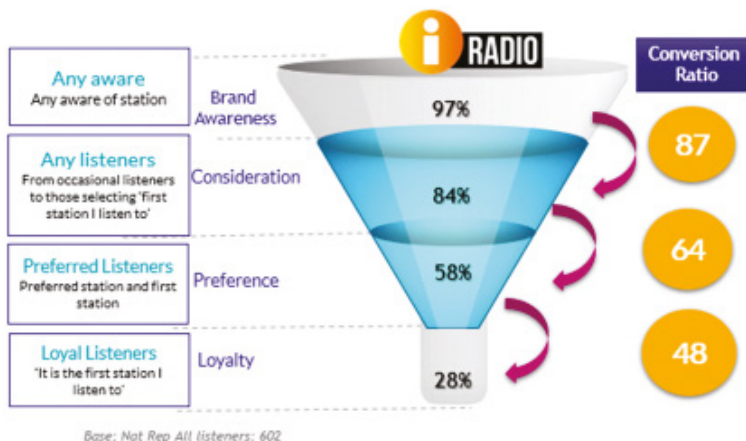
#### MOTTO:

*"Feel the fear and do it anyway!"*

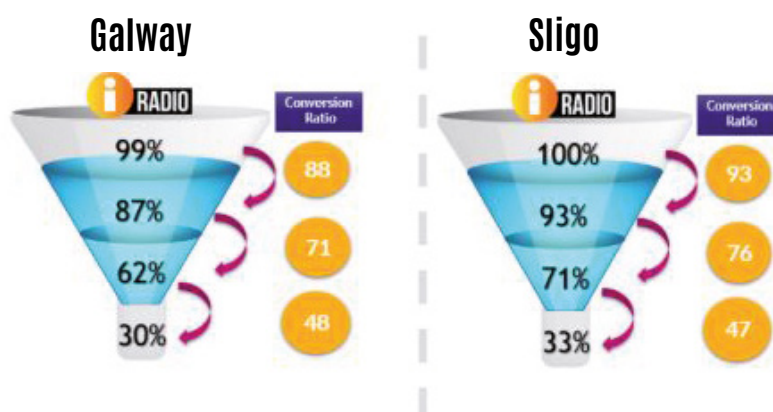
**i RADIO**

- Recurring image on iRadio is fun, energetic social people- nothing too serious
- Reputation built on solid platform of music layered with original, engaging content
- However, this strength is also the main challenge – how to encourage those aged 25+ to take a second listen

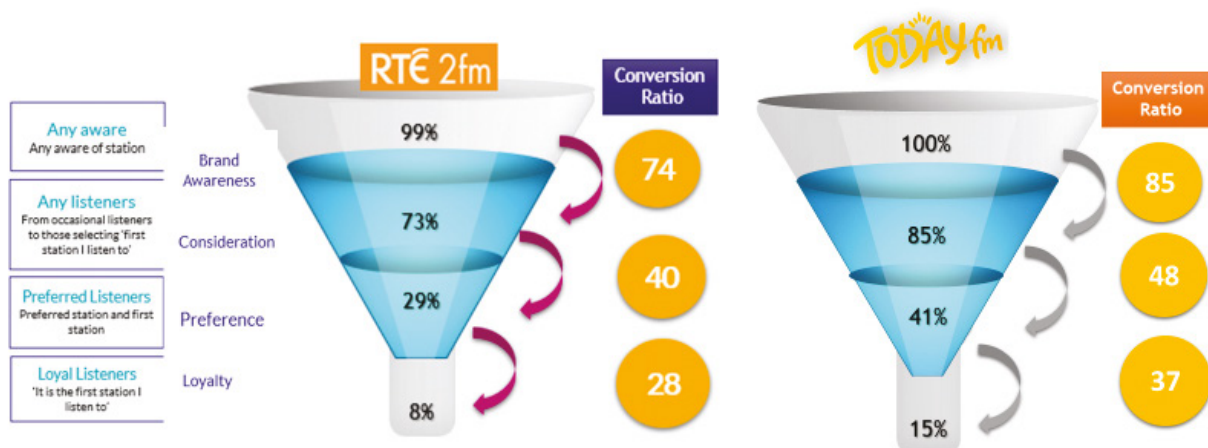
Spark Market Research – December 2018



Spark Market Research – December 2018



Spark Market Research – December 2018



Spark Market Research – December 2018

We also look at our performance versus competitor brands – Today FM and RTE 2FM

It is clear from our research that our audience have a strong social media presence, with this in mind we continue to monitor our reach across Facebook, Twitter, Instagram and Snapchat. We will continue to grow our social footprint and use it to draw new audiences to our broadcast output.



The IMRO radio awards identify strong programming and we will continue to be ambitious to win more awards. In recent years we have been the recipients of

- **IMRO Radio Awards Newcomer 2017** (Silver)
- **IMRO Radio Awards Newcomer 2016** (Gold)
- **IMRO Radio Awards On-Air Competition / Promotion 2011** (Gold)
- **Station Imaging 2011** (Gold)

## 5.2 Programme Policy Statement

The Programme Policy Statement sets out the commitments that the applicant is willing to make to the BAI in respect of key aspects of the programme service. It will serve as a yardstick against which the successful applicant's future performance is measured and assessed and as such will form part, subject to further negotiations between the BAI and the successful applicant, of the contract between the BAI and the successful applicant.

### 5.2.1 Broadcasting Philosophy

Please detail in the form of a statement the Applicant's overall broadcasting philosophy and vision for the radio service.

Our Broadcasting Philosophy is to **Innovate, Entertain and Inform.**

This policy has served us well across ten years of broadcast and into a new license phase our focus on innovating, entertaining and informing will remain.

iRadio serves a diverse region, and for a regional youth

station, the measures of success are different to those of local or national stations. We won't continue to succeed by dominating a particular county or city, or because of a broad national appeal. We need to understand and serve our community in the North West region and find and amplify the concerns and interests that bind them together. We need to understand what music they love, the artists they relate to, the genres they favour, and this will be reflected in our output. With ongoing online research, feedback through the voting sections of the iRadio app and focus groups we will ensure we are in tune with the wants and needs of our listeners and with the information we continue to gather we will remain confident that we can introduce them to great new music.

We must continue to understand how 15-34 years olds in the North West and the North East & Midlands live their daily lives. Do they have to drive long distances to get to work? Do they work from home? Are they in college in a different part of the region to where they grew up?

The ongoing research we conduct, the input from the iDP, learnings from participants in 'The iAcademy' and the feedback we receive through our social channels will ensure we continue to align ourselves with the interests, wants and needs of our target audience.

Our Programming reflects that desire. iRadio will connect with our audience both on air and online. We will continue to achieve this through the content we create and share on not only on our FM service, but in the places our audience are on social media channels. The research we have conducted in late 2018 with Spark MR left us in no doubt that our listener's phone handset is their most important possession; that handset could almost be considered as one of their vital organs. With the continual advancements in mobile data connectivity and technological advancements in handsets and tablets; video will play a huge role in sharing this content as we move into the next ten years of iRadio.

Conscious of the ever-changing media landscape iRadio have been proactive over the last number of years in recruiting talented individuals with skills not previously associated with radio.

The iRadio Creative Solutions Department includes multimedia designers who are tasked with repurposing our audio content for online and social media consumption. We employ a front-end web developer (skilled in PHP, HTML, CSS jQuery and Java code) to ensure our online offerings and website are of the highest industry standard and the content we provide is easily accessible and functional for listeners and users alike.

Our show producers are also tasked with online content creation, radio is no longer the place where our audience learn of breaking news stories, so we must continue to ensure that we utilise the resources we have put in place and are positioned to provide breaking news, opinion and entertainment online and on our social channels in real time. Our Creative Director has an overview and editorial call on all visual elements that iRadio produce. It's vital that when we host one of our many exclusive events with a new Irish

act that we can capture the sound, the mood and the feel of this event to share with our audience online and on social.

However, at the heart of everything we do is Broadcast, first and above everything else. In a world where any song is available to stream at a couple of clicks, the job for a radio station, particularly a station for 15 – 34 year olds has become more challenging.

A modern station, competing for the attention of a youth audience, must skilfully blend music, information and entertainment into an innovative and engaging stream of content.

We serve our audience on kitchen radios, through wireless headphones, in cars, on laptops and through social media channels. We will never take for granted their expectations or their activities, but we know they love music, they love being entertained and that the continual innovation in our output keeps them engaged and listening.

We don't take our audience for granted and therefore we will continue to assess the performance of iRadio North West through JNLR, through social media response, to streams on our apps and website and through the content that we create and share.

Through the research we have done to date, and on award of this license the research that we intend to do into the future we will have a clear picture of our audiences needs and wants, this ensures our presenters are confident they can continue to deliver the content on air around topics and issues that are informative, entertaining and innovative.

We will continue to integrate our News output into our Breakfast and Drive shows with strong newsreaders in the studio for the whole of the show, we will ensure that there is prominence given to topical issues.

## #MAKINGiRADIO WHO IS BEST FOR NEWS & SPORTS?

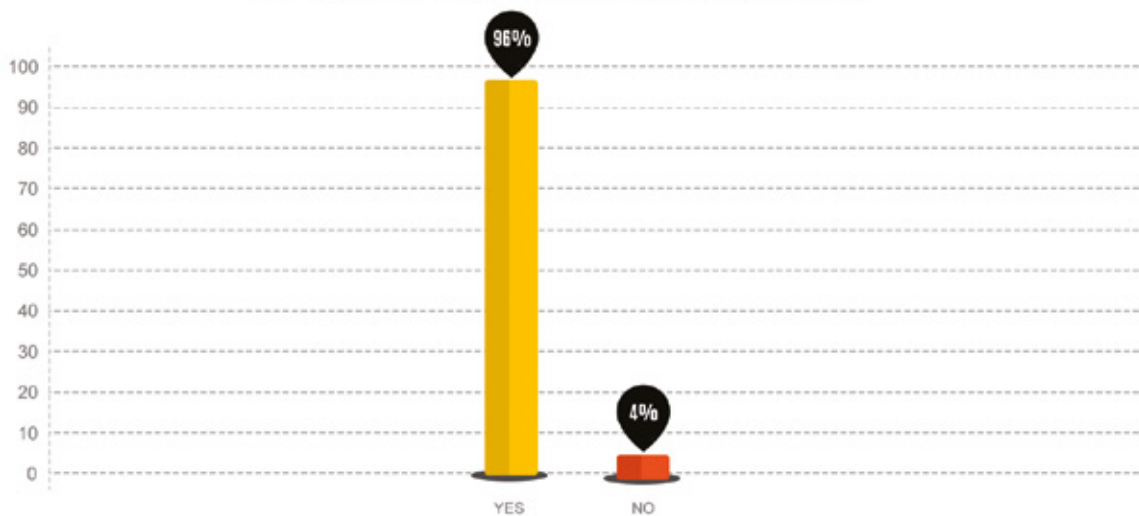


*Inhouse Research - #MakingiRadio – Nov 2018 (Sample Size: 486)*

As a licensed broadcaster there has rightly been a massive responsibility on iRadio across the last ten years to always be mindful of the influence we hold over our audience. On successful application and granting of another ten year license we will ensure that this responsibility will be front and centre in all editorial decisions with regard to broadcast. In a recent piece of online research, we asked questioned participants around the issue of trust. 'Do you trust iRadio news' The result was a resounding yes.

# #MAKINGiRADIO

## DO YOU TRUST iRADIO FOR NEWS & SPORT?



*Inhouse Research - #MakingiRadio - Nov 2018 (Sample Size: 486)*

Our nightly talk show The Hub will be a space on the schedule to reflect on the issues of now. The News and Current Affairs output will take centre stage in The Hub. The pace will be more relaxed and conversational than other dayparts. Conscious of the wide and diverse audience we broadcast to across the region, we will continue to reflect the issues that matter to our audience.

With regard to the Junior Cert, Leaving Cert and College exams we will ensure that throughout the year we engage with experts in the fields of education and mental health to help equip our listeners embarking on these challenges with the best possible advice and reassurance. We will also draw on the experiences and knowledge of our listenership, those who have been through these life events will have their own advice and encouragement to share.

As we find ourselves in a place of continuing economic growth and rising employment, new challenges have emerged in Ireland. Rising house prices and uncertainty around house rental are front and centre of our list of social issues. We will work to continue to provide a resource to our listeners who find themselves struggling in the housing market. We will enlist the services of citizens advice representatives, financial advisors and mortgage experts who will help us deal with the issues our listeners put to them.

In a world of fake news, we will continue to deal in facts. In late 2018 the country was engrossed by a story from within our broadcast region involving the repossession of farm in Co. Roscommon. Social Media was alight with opinions, observations, rumours and accusations. Conscious this was an issue we had to cover, we were at all times mindful of the sensitivities and legal complications that went hand in hand with this story. iRadio's delivery and editorial regarding this

story serves as an example of how we deliver news and current affairs.

Our angle on this story was straightforward and responsible for example we presented a twenty-minute segment which would outline a verified time line of events, provide audio clips from politicians close to the case and provide sense of the social commentary around the story. We opened up our phone lines for listener phone ins and invited them to submit their views via WhatsApp voice notes; it's vital that iRadio provide our audience with a platform to make their voice and opinion heard. The Editorial Board met in advance of the piece going to air and systems were in place to ensure opinion stayed within the confines of balance representing the many diverse views on the subject.

### 5.2.2 Target audience

The service will target a [details of audience] in the franchise area. Please explain why, in your view, the proposed service will be of relevance and appeal to the target audience.

iRadio has demonstrated over the course of its current licence that it has a strong appeal to its target audience of 15 – 34 year olds in our region. That appeal is demonstrated via JNLR figures, via social media and web statistics and via the interaction and response that iRadio generates daily.

We understand our audience in our franchise area, we speak to them daily, we research them and we deliver a product which combines traditional radio and innovation to entertain and inform.

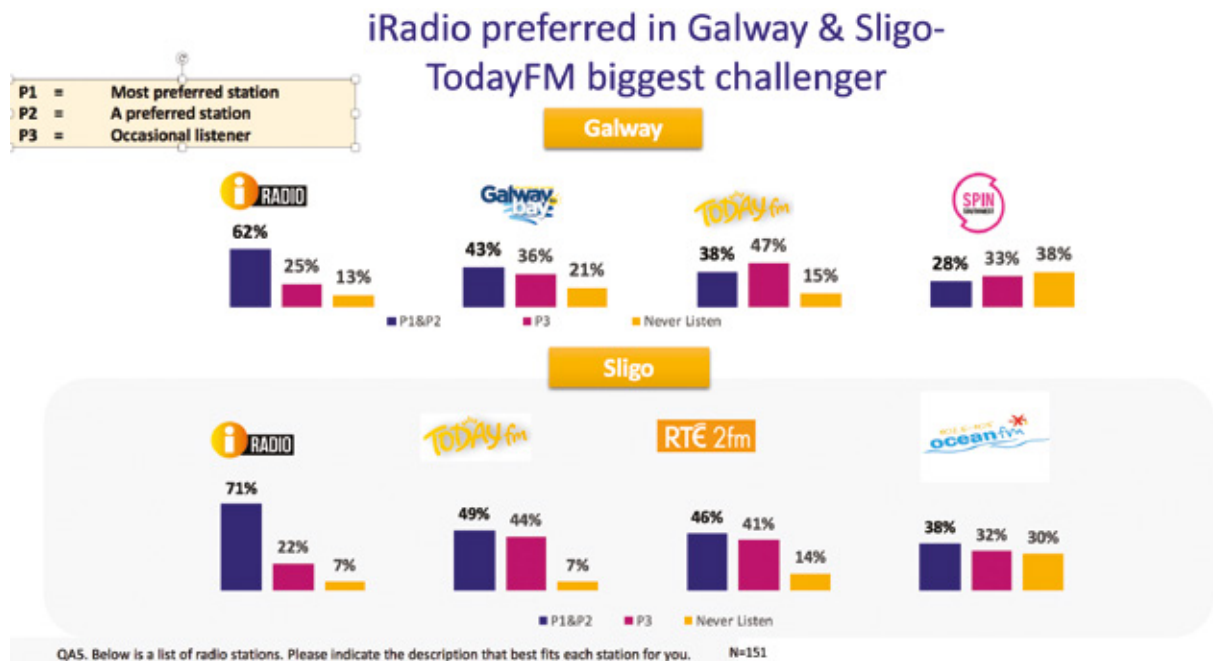
Through the detailed research in this proposal and an ongoing commitment to focus on the audience, we will continue to deliver a radio station which will continue to be the Number One station for 15 – 34 year olds in our franchise area.

### 5.2.3.1

iRadio is and will remain relevant to our audience. Our staff and presenters are living the same lives as the audience, commuting across the franchise area every day, dealing with

The total number of broadcasting hours per day;

24 hours a day, 7 days a week



*Spark Market Research – December 2018*

the same social and economic and personal issues, consuming the same social media, enjoying the same music and interacting via a multitude of channels directly with that audience. We understand what 15 – 34 year olds in the region want, because we are so close to them.

Our News, our Current Affairs, our social media content will all remain focussed on delivering information and entertainment to our target audience.

## 5.2.3 Broadcasting day

Please indicate:

### 5.2.3.2

The hours of live programming (start and end) per day;

iRadio will broadcast 18 hours of live programming 0700 to 0100 Monday to Friday. On Saturday and Sunday, iRadio will broadcast live from 1000 to 2200 - which gives 110 Live hours per week

### 5.2.3.3

The hours of automated programming (start and end) each day;

Automation – from 1am to 7am and on weekends from 10pm to 10am

### 5.2.3.4

The percentage of broadcasting hours dedicated to:  
(1) music programming; (2) speech-based content;  
(3) news and current affairs; and (4) advertisements  
for the 07.00 - 19.00 period and for the  
total broadcast day.

0700 – 1900	%	720 Minutes	Typical Hour
Music Programming	64%	460 Minutes	38 Minutes
Speech Based Content	5%	36 Minutes	3 Minutes
News & Current Affairs	15%	109 Minutes	9 Minutes
Advertisement	16%	115 Minutes	10 Minutes

Total Broadcast Day	%	1440 Minutes
Music Programming	65%	936 Minutes
Speech Based Content	5%	72 Minutes
News & Current Affairs	15%	216 Minutes
Advertisement	15%	216 Minutes

## 5.2.4 News

Please set out the approach envisaged for news programming, and in particular:

Our News service will continue to serve the target audience of 15 – 34 year olds in the region. We are aware from our research that this age group currently uses social media as their primary news source – with radio a strong second. We will continue to provide a broadcast backbone with hourly news bulletins and will continue to serve our audience with updates and information via Twitter, Facebook, Instagram and our own website.

Our intention is that iRadio is a trusted and multi-platform news source in the North West region that our audience can trust to deliver News & Current Affairs to them wherever they are.

### 5.2.4.1

The types of news to be broadcast (local, national, international, etc.) and their relevance to the target audience;

We will lead with national and regional news, this will be supplemented with a regular look at breaking national and international news. Our research confirms this meets with the expectation of our audience.

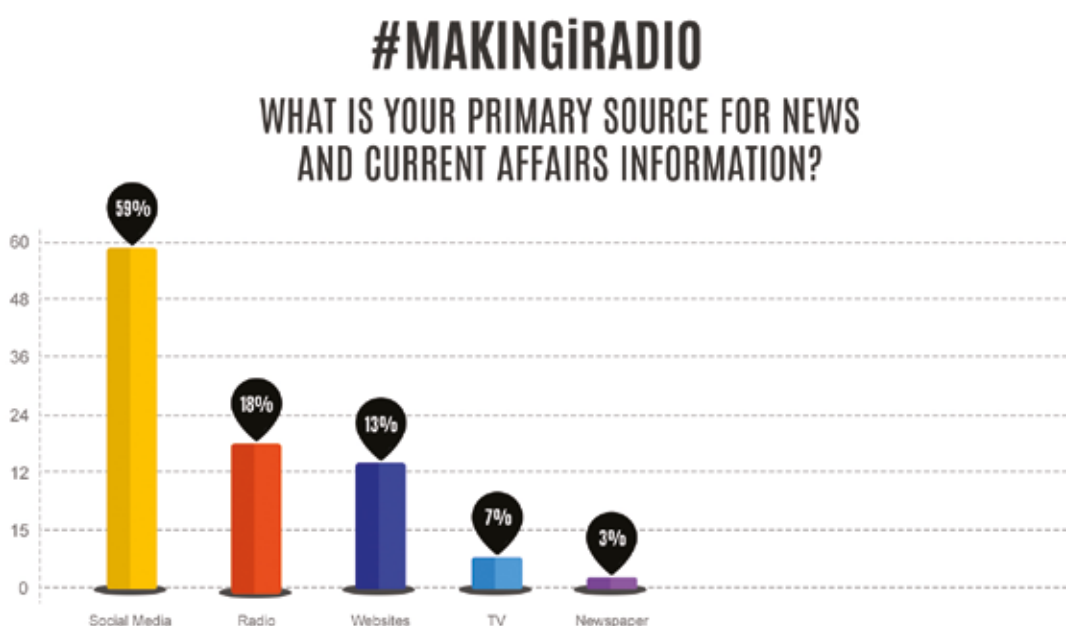
### 5.2.4.2

The sourcing of the various types of news;

Utilising the Network news resource as a primary provider our skilled team of journalists will script and shape the stories as required.

In order to provide a different service for our listeners we schedule our main news at ten minutes to the hour. This information is provided centrally by network news utilising network news skilled journalists with input from Reuters, AFP and other international news feeds.

In addition to this we have trained journalists and content creators based in iRadio who collate, script and deliver topical news throughout the broadcast day. This is supplemented through the use of wired services and trusted online media.



*Inhouse Research - #MakingiRadio – Nov 2018 (Sample Size: 486)*

### 5.2.4.3

#### The number and duration of news bulletins and programmes (weekday and weekend)

iRadio currently operates with a News & Current Affairs derogation – which commits us to provide 15% News & Current Affairs across the Broadcast Day, with a minimum of 108 minutes of News & Current Affairs Content between 7am – 7pm. It is our intention to maintain that same level of News & Current Affairs commitment for the proposed new licence period.

The derogation which was granted in January 2019, has allowed us to streamline our News & Sport output introducing a new bulletin at 7am, replacing the previous 6:50am bulletin. There is also greater consistency in the bulletin durations across the day – with 7 minute bulletins in Breakfast, 5 minute bulletins throughout the day and a more detailed bulletin ten minute at 18:50. In addition, we have headlines at 08:20 and 16:20 for commuting audiences.

The detailed bulletin times are included below: -

Daytime News & Sport Bulletin Times	Proposed Durations
7:00	7 mins
7:50	7 mins
8:20	2 mins
8:50	7 mins
9:50	5 mins
10:50	5 mins
11:50	5 mins
12:50	5 mins
13:50	5 mins
14:50	5 mins
15:50	5 mins
16:20	2 mins
16:50	5 mins
17:50	5 mins
18:50	10 mins
Night News Bulletin Times	Proposed Durations
19:50	4 mins
20:50	4 mins
21:50	4 mins
22:50	4 mins

23:50	4 mins
0:50	4 mins
1:50	4 mins
2:50	4 mins
3:50	4 mins
4:50	4 mins
5:50	4 mins

Weekend News & Sport Bulletin Times	Saturday Durations	Sunday Durations
10:50	6 mins	6 mins
11:50	6 mins	6 mins
12:50	6 mins	6 mins
13:50	6 mins	6 mins
14:50	6 mins	6 mins
15:50	6 mins	6 mins
16:50	6 mins	6 mins
17:50	6 mins	6 mins

### 5.2.5

Current affairs programming. Please set out the approach envisaged for current affairs programming, and in particular:

#### News & Current Affairs content

At iRadio we have always integrated News & Current Affairs into our programming with our presenters discussing topical events as part of their on air content, this will continue under the derogation.

As part of the January 2019 derogation, we have created a clearer requirement for the Current Affairs content from our shows – giving each show a target level of content and reviewing their consistency in achieving that target through the Editorial Board.

We are projecting minimum News & Current Affairs content in the shows as follows: -

<b>Breakfast</b>	8 minutes of content daily
<b>iWork</b>	4 minutes of content daily
<b>Paul Byrne</b>	2 minutes of content daily
<b>The Lift</b>	8 minutes of content daily
<b>IRL</b>	2 minutes of content daily

We also run “iRadio Trending” segments, with details of breaking news stories which are covered in detail on our website – these are typically 45s in duration and run 6 times per day

<b>iRadio Trending</b>	4.5 minutes of content daily
------------------------	------------------------------

So, our 7am – 7pm minimum content breaks down as follows

<b>News Bulletins</b>	81 Minutes
<b>News &amp; Current Affairs Content</b>	28.5 Minutes
<b>Total</b>	109.5 Minutes 7am – 7pm

## Evening Output

iRadio produces recorded Entertainment News segments which run hourly from 7pm – 7am, after midnight, we include a summary package of the biggest news stories from the day, which will run from Midnight to 7am.

iRadio’s “The Hub” is a nightly topical discussion show, which deals with issues and events relevant to the iRadio audience every night and will contribute a minimum of 50 minutes content daily.

<b>Evening News Bulletins 12 x 4 minutes</b>	= 48 Minutes
<b>The Hub – News &amp; Current Affairs</b>	= 50 minutes
<b>Overnight Feature Packages 2 x 5 mins</b>	= 10 Minutes
<b>Minimum Total</b>	= 108 Minutes 7pm – 7am

**The combined minuteage in a typical day will be a minimum of 216 Minutes, which provides 15% News & Current Affairs content**

Weekend News & Current Affairs coverage will be constituted as follows

## Saturday – News & Current Affairs Content

<b>News &amp; Sports Bulletins 8 x 7 Mins</b>	= 56 mins
<b>iScore (Saturday)</b>	= 40 mins
<b>Best of Breakfast Show</b>	= 20 mins
<b>Sceal Anois</b>	= 10 mins
<b>iWeekend</b>	= 12 mins
<b>iAnthems Weekend</b>	= 12 mins
<b>iRadio Trending</b>	= 6 mins
<b>Best of the Hub Rewind (Sat night)</b>	= 60 mins
	<b>= 216 mins</b>

## Sunday – News & Current Affairs Content

<b>News &amp; Sports Bulletins 8 x 7 Mins</b>	= 56 mins
<b>iScore (Sunday)</b>	= 40 mins
<b>Best of The Lift</b>	= 20 mins
<b>Best of the Hub</b>	= 60 mins
<b>Sceal Anois</b>	= 10 mins
<b>iWeekend</b>	= 12 mins
<b>Top 40</b>	= 12 mins
<b>iRadio Trending</b>	= 6 mins
	<b>= 216 mins</b>

**The combined minuteage in a typical Saturday and Sunday will be a minimum of 216 Minutes, which provides 15% News & Current Affairs content**

### 5.2.5.1

The format, duration and frequency of such programmes (weekdays and weekend); and

Time Name	Programme Name	Monday	Tuesday	Wednesday	Thursday	Friday
06:50 09:50	<b>AO Show</b>	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements
09:50 12:50	<b>iWork</b>	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements
12:50 14:50	<b>iAnthems</b>	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements
14:50 17:50	<b>The Lift</b>	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements
17:50 20:50	<b>IRL</b>	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements	Music driven includes News & Current Affairs elements
20:50 23:50	<b>The Hub</b>	Current Affairs – includes music elements	Current Affairs – includes music elements	Current Affairs – includes music elements	Current Affairs – includes music elements	Current Affairs – includes music elements

	Programme Name	Saturday		Programme Name	Sunday
06:50 07:50	<b>Best of AO Show</b>	Current Affairs – includes music elements	06:50 07:50	<b>Best of The Lift</b>	Current Affairs – includes music elements
07:50 09:50	<b>Sceal Anois</b>	Music driven includes News & Current Affairs elements	07:50 09:50	<b>Sceal Anois</b>	Music driven includes News & Current Affairs elements
09:50 12:50	<b>iWeekend</b>	Music driven includes News & Current Affairs elements	09:50 12:50	<b>iWeekend</b>	Music driven includes News & Current Affairs elements
12:50 15:50	<b>iAnthems Weekend</b>	Music driven includes News & Current Affairs elements	12:50 15:50	<b>Old School I</b>	Specialist Music - No Current Affairs
15:50 17:50	<b>iScore</b>	Current Affairs – particularly Sports results - includes music elements	15:50 17:50	<b>iScore</b>	Current Affairs – particularly Sports results - includes music elements
17:50 04:50	<b>Specialist Dance</b>	No Current Affairs	17:50 20:50	<b>IRL Top 40</b>	Music driven includes News & Current Affairs elements
04:50 06:50	<b>The Best of the Hub</b>	Current Affairs – includes music elements	20:50 23:50	<b>The Best of the Hub</b>	Current Affairs – includes music element

### 5.2.5.2

The relevance of these programmes to the target audience.

These programmes are driven by topical events, which will be covered across iRadio's News output and then examined in detail in our Current Affairs programme. We are confident that our choices of content, supported by our ongoing research and driven by interaction and social media, will reflect the interests and curiosities of our target audience.

Please demonstrate with reference to 5.24 and 5.25 above how the applicant will comply with the statutory news and current affairs requirement (2 hours of broadcasting time between 07.00 - 19.00 and 20% across the total broadcast day). An applicant seeking derogation from this requirement should detail the type of derogation being sought, and the reasons why the applicant believes it should be permitted, with reference to the BAI's policy on this matter.

As detailed above, iRadio received a News & Current Affairs derogation in January 2019, which required us to provide 15% News & Current Affairs content across the total Broadcast Day and a minimum of 108 minutes of content between 7am and 7pm.

The content will be comprised of regularly scheduled bulletins with News, Sport, Weather and where appropriate Traffic and Entertainment elements. In addition, each daytime show will have clear targets for the level of Current Affairs content required.

So, our 7am – 7pm minimum content breaks down as follows

News Bulletins	81 Minutes
News & Current Affairs Content	28.5 Minutes
	= 109.5 Minutes 7am – 7pm

Our evening talk based programme “The Hub” will provide a minimum of 50 minutes of content per day which will ensure that we meet the requirements under the derogation of 216 Minutes, or 15% across the Total Broadcast Day

Evening News Bulletins 12 x 4 minutes	= 48 Minutes
The Hub – News & Current Affairs	= 50 minutes
Overnight Feature Packages 2 x 5 mins	= 10 Minutes
Minimum Total	= 108 Minutes 7pm – 7am

The combined minuteage in a typical day will be a minimum of 216 Minutes, which provides 15% News & Current Affairs content

### 5.2.6 Sport

Please set out the approach envisaged for sports programming, and in particular:

Sport is primarily integrated into our News output currently, with sport bulletins included in every major bulletin across the day. We are developing additional Sports programming called iScore for the weekend – on Saturday and Sunday from 4 – 6pm, which will be a results and analysis based service.

These shows will provide live score updates and reports from sports across the region and also national and international level. We believe this timeband on a Saturday and Sunday will have a high level of engagement for our audience, who both consume and participate in all kinds of Sport across the region and are currently conducting research to further inform our decisions with regard to these dedicated sports shows.

#### 5.2.6.1

The types of sports to be covered and their relevance to the target audience; and

Our Sports output will continue to cover a broad range of Sports in our hourly bulletins, with a particular focus on the biggest Sports in the region.

These will include GAA Football and Hurling – both at League and Championship level and also at County level. We will cover Rugby in detail and Soccer, both Irish and International – with a focus on the English premiership.

We will also cover Golf, Tennis, Athletics and Boxing / MMA as they are popular across the region.

We have a clear sense of what our audience are interested in through our social media posting and through our website content – we also maintain close interest in trending Sports on social media and will reflect changing tastes across the year.

Equally important as the type of sport, we will be inclusive in our coverage of sport, recognising both male and female participation and aiming to provide equal prominence for both genders.

#### 5.2.6.2

The format, duration and frequency of sports coverage (weekdays and weekend).

Sports bulletins will generally be included as part of the hourly News bulletin, they will focus on results and fixtures and cover a wide range of popular sports including GAA, Soccer and Rugby. There will be a focus on regional and national results, with additional coverage for international sports including the Premier League, Golf, Tennis and Motorsport.

In addition to the bulletin coverage, we will have a dedicated Sports show on Saturday and Sunday afternoon, called iScore, which will focus on the big sporting events of the weekend, with previews, results and analysis. iScore will also feature interviews with existing sports personalities from the region and new and emerging sporting talent.

The detailed bulletin times which included sport are included below: -

Weekday News & Sport Bulletin Times	Durations
7:00	7 mins
7:50	7 mins
8:20	2 mins
8:50	7 mins
9:50	5 mins
10:50	5 mins
11:50	5 mins
12:50	5 mins
13:50	5 mins
14:50	5 mins
15:50	5 mins
16:20	2 mins
16:50	5 mins
17:50	5 mins
18:50	10 mins

Weekend News & Sport Bulletin Times	Saturday Durations	Sunday Durations
10:50	6 mins	6 mins
11:50	6 mins	6 mins
12:50	6 mins	6 mins
13:50	6 mins	6 mins
14:50	6 mins	6 mins
15:50	6 mins	6 mins
16:50	6 mins	6 mins
17:50	6 mins	6 mins

## 5.2.7 Speech programming

Please set out the approach to speech-based programming that does not have news, current affairs or sport as its focus (arts and entertainment, culture, history, education, minority interests etc). In particular, please detail:

As described above, iRadio has always sought to include current events in the region into its main output – so there will be elements that cover arts and entertainment, culture and minority interests across the daytime output.

Equally, The Hub will cover cultural events across the region and give the opportunity to performers and artists, along with musicians to share their stories and talents on air.

The iRadio Diversity Panel will help to ensure that we also cover all of the diverse voices in the communities across the region – and we believe that there will be a genuine interest from our audience in discovering and sharing new cultural experiences.

iRadio has a particular interest in supporting new talent – and we commit to discovering and helping to develop new Irish musical stars – we have created a strand called First Play that seeks out and heroes new Irish acts. This strand runs through daytime shows, where we play new acts each week – and culminates in a three hour show called First Play that airs every Friday night. The show provides in depth interviews and advice for musicians and helps to promote new acts and artists across the region.

### 5.2.7.1

The format (documentary, magazine etc.), duration, content and frequency (weekly, monthly, etc.) of such programmes.

First Play is a show that airs weekly and is three hours in duration – it is also a strand that runs through daytime programmes to promote new Irish acts

In addition, iRadio intends to develop new documentary strands, with support from the BAI's Sound & Vision scheme – to create new and interesting programming that will appeal to our target audience.

We have encouraged our on air presenters to develop concepts which we will submit for Sound & Vision funding. These shows will take the form of documentaries – to be broadcast initially on Bank Holidays, with additional digital content that will help to drive interest online and in social media.

### 5.2.7.2

In the case of a special/documentary series, the minimum number envisaged per month/ annum.

We would expect to air 6 documentaries, primarily on Bank Holidays, across the year.

### 5.2.7.3

The relevance of these programmes to the target audience.

We are confident that these shows will be relevant and engaging for our target audience. They will be scripted, cut and presented in a way that will appeal to a younger demographic. The presenters are closely connected to the target audience, they see what drives interest on air on a daily basis – and they are well placed to create documentary strands that will engage the audience.

The Editorial Board and the iRadio Diversity Panel will also provide sounding boards to ensure that the programmes created are a good match for the interests of the iRadio audience.

## 5.2.8 Irish language and Irish Culture programming

Please indicate the amount and type of programming to be broadcast:

iRadio is strongly committed to supporting the Irish language – not just in an academic sense, but as a live language. We are conscious that we have a number of Gaeltacht areas in our broadcast region and have a responsibility to encourage our young audience to use and enjoy Irish in a practical setting.

Monday to Friday, we have a chart music driven programme, IRL, which is presented bilingually, offering a chance for students to hear Irish in everyday situations – referring to artists, entertainment and popular culture.

We have also added a new Irish language strand on Saturday and Sunday morning – these shows will be presented entirely in Irish.

We will also seek to reflect the Gaeltacht areas in our region, with input and encouragement to participate in our on air activity.

### 5.2.8.1

Ríomhchlárú -Teanga agus cultúr na Gaeilge, Léirigh le do thoil méid agus cinéal cláru a bheidh le craoladh

Tá iRadio go huile is go hiomlán tiománta do thacaíocht a thabairt don Ghaeilge, ní hamháin go hacadúil ach

mar theanga bheo. Tá a fhios againn go bhfuil ceantair Ghaeltachta inár reigiún craolacháin agus go bhfuil sé de chúram orainn ár lucht éisteacha óg a spreagadh chun an Ghaeilge a úsáid agus taithneamh a bhaint as an teanga i dtimpeallacht praiticiúil.

Ó Luan go Satharn bíonn clár againn a bhaineann le ceol na gcairteacha, IRL – cuirtear an clár seo i láthair go dátheangach, ag tabhairt seans do scoláirí Gaeilge a chloisteáil mar ghnáththeanga shimplí, laethúil –ag tagairt d'ealaíontóirí, siamsaíocht agus cultúr coitianta.

Chomh maith le sin, tá snáth nua Gaeilge againn maidin Dé Sathairn agus maidin Dé Dómhnaigh – Cuirfear na cláracha seo ar fáil go hiomlán trí Ghaeilge.

Déanfaidh muid iarracht freisin na ceantair Ghaeltachta in ár reigiún a léiriú trí spreagadh agus ionchur chun páirt a ghlacadh inár ngníomhaíochtaí ar an aer.

### 5.2.8.1

in the Irish language;

Weekend Breakfast on Saturday and Sunday from 8am – 10am will be presented entirely in Irish.

### 5.2.8.1

Clár trí Ghaeilge

Beidh Weekend Breakfast ar an Satharn agus ar an Domhnach ó 8am-10am curtha i láthair go hiomlán trí Ghaeilge.

## 5.2.8.2 Bilingual programming

indicate the approximate amount of Irish therein;

IRL which airs weeknights from 6 – 9pm will be presented in both Irish and English, with an aim of 50/50 coverage.

iRadio also have a chart show on Sundays at 6pm, which is presented in both Irish and English with an aim of 80/20 coverage.

## 5.2.8.2 Ríomhchlárú dátheangach

Cuir in iúl an méid Gaeilge a bheidh ann

Beidh IRL, a bhíonn ar an aer ar na hoicheanta i rith na seachtaine óna 6in-9in curtha i láthair trí Ghaeilge agus trí Bhéarla, ag súil le clúdach 50/50.

Chomh maith le sin, tá clár na gcairteacha againn ar an Domhnach óna 6in curtha i láthair trí Ghaeilge agus trí Bhéarla, ag súil le clúdach 80/20

### 5.2.8.3

#### Relating to Irish culture.

iRadio will continue to reflect Irish culture throughout its output – through both News & Current Affairs and through presenter led discussions.

With the aid of the Editorial Board and the input from the iRadio Diversity Panel, we are confident that iRadio can and will reflect the diverse voices that make up the culture of the region. We will also celebrate Irish cultural achievements on the wider international stage – and look to support new talent and artists emerging.

With both The Hub programme nightly and the First Play programme strand, we will take particular interest in new and emerging Irish artists and performers – and will champion them to our audience across the region.

### 5.2.9 Music Policy

Please describe in detail the proposed policy in respect of the music programming and how it will be of relevance to the target audience. A clear definition for each music type / genre or category should be included.

The information should be sufficiently detailed so as to provide the Committee with a clear profile of the range and type of music proposed by the applicant and in a manner which facilitates the measurement of the performance in the event of the applicant being awarded a sound broadcasting contract for the provision of the service proposed.

Please detail the music to be broadcast for the 07.00 - 19.00 period and the total broadcast day. This should be done by reference to definable music categories and definable time periods for the overall music output.

iRadio's music policy is designed to help the station create a point of difference in a heavily competitive market place.

In the iRadio target audience, there are two key players at a national level – Today FM and RTÉ 2FM. The multi city station 4FM does not impact significantly on iRadio's audience – and the local level competitors tend to be legacy stations, with a higher proportion of older music.

For iRadio to create a clear point of difference in terms of music policy, we carried out detailed analysis of current playlists and output from Today FM, RTÉ 2FM and two key representative local stations; Galway Bay FM and KFM.

We analysed the age of music played and also reviewed the frequency with which songs are played.

Traditionally for youth appeal stations, new music is played more often to drive familiarity.

We found from Airplay analysis, that iRadio plays songs more often than any competitor in the franchise area.

We have selected a week of airplay from Radiomonitor and analysed the Top 20 songs played by iRadio and compared to Today FM and RTÉ 2FM's airplay – iRadio consistently plays songs more often which helps to make its music mix both distinctive and appealing to a younger audience

#### iRadio | Thu 03 - Wed 09 Jan 2019 between 00:00 and 24:00

Compared to Thu 27 Dec 2018 - Wed 02 Jan 2019 between 00:00 and 24:00

Pos	Artist	Title	iRadio	RTÉ 2fm	Today FM
				RW	RW
1	Ava Max	Sweet But Psycho	45	25	30
2	Halsey	Without Me	43	16	22
3	Little Mix feat. Nicki Minaj	Woman Like Me	42	19	19
4	Ariana Grande	thank u, next	40	18	25
4	Mark Ronson feat. Miley Cyrus	Nothing Breaks Like A Heart	40	24	36
4	Post Malone & Swae Lee	Sunflower	40	9	3
7	Zara Larsson	Ruin My Life	37	13	22
8	Dermot Kennedy	Power Over Me	31	23	24
9	MK x Jonas Blue x Becky Hill	Back & Forth	30	11	-
10	Picture This	One Drink	29	24	26
11	Ellie Goulding x Diplo	Close To Me	28	16	21
11	Gavin James	Glow	28	19	26
11	Sigala feat. Ella Eyre	Just Got Paid	28	17	22
14	Panic! At The Disco	High Hopes	26	6	23
15	Jess Glynne	Thursday	25	7	-

In terms of speed of adding music, RTÉ 2FM is currently leaning towards a younger audience and adds songs quite quickly – however the songs on the RTÉ 2FM playlist tend to have a limited life span and receive fewer plays per week.

Today FM does not add music as quickly and has a higher level of library music in its daily playlist. The local stations in the franchise area tend to play less new music and at a lower level of plays.

iRadio will stand out versus it's competitors by creating a distinctive sound, that is made up primarily of music from the last number of years. It will add new music quickly and it will play it more often than the two key music competitors in the franchise area.

### Music Mix

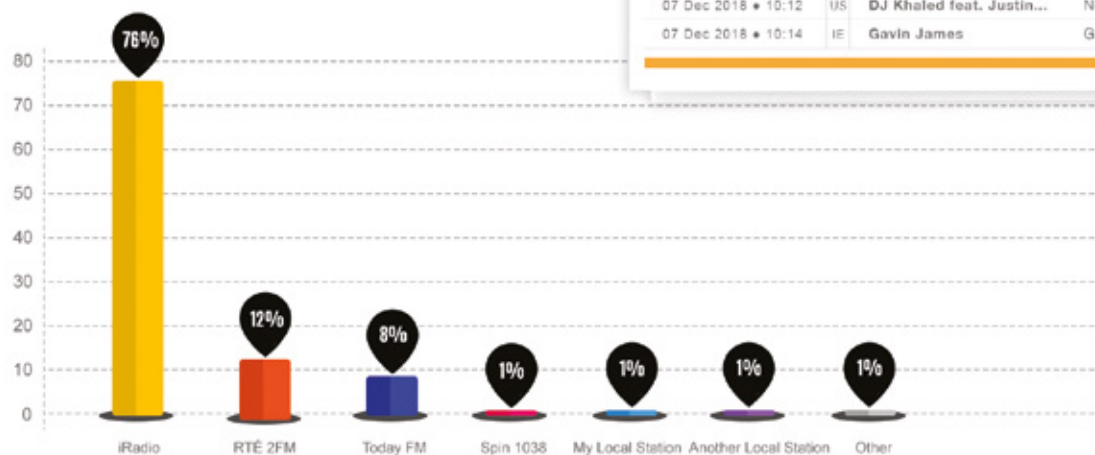
As part of this application, we tested actual samples of music played from iRadio, Today FM, RTÉ 2FM and two key

local services, Galway Bay FM & KFM from within our broadcast region to gauge the appeal of their music service to an iRadio audience

We reviewed detailed music logs from all 5 stations from December 7th 2018 and selected sweeps of songs, as played on air that best reflected each station. We then created montages with no other identifying features, which we tested on a sample of more than 230 iRadio listeners asking them to identify which station each montage came from.

The iRadio montage was identified by the majority of respondents and the majority of respondents described it as their favourite. This blind study means that we are able to confidently state that our audience were clearly able to identify iRadio music and preferred it to the competitors' offerings

## IDENTIFY MUSIC MONTAGE 1



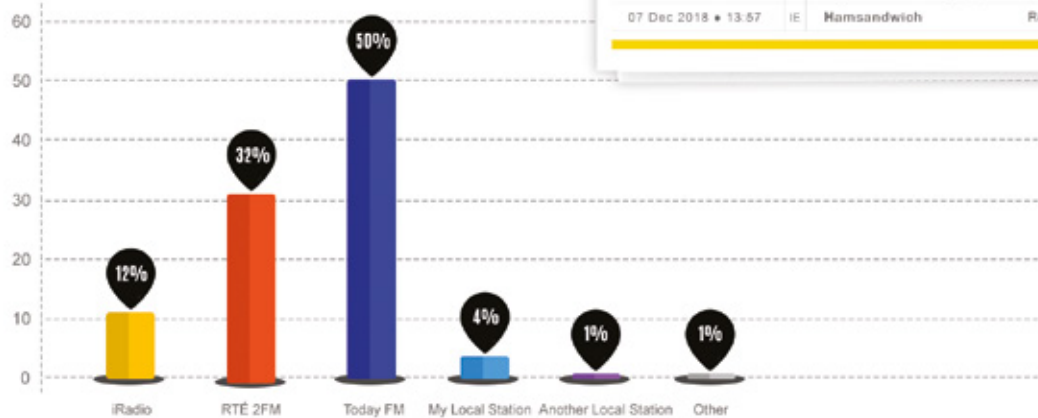
COMPILED BY  
**RADIO MONITOR**  
and its always listening

**iRadio on Air Log - Montage 1**

Date	Time	Station	Songs
07 Dec 2018	10:00	IE	SIIGHTS Got It
07 Dec 2018	10:04	FR	Daft Punk feat Pharrell... Get Lucky
07 Dec 2018	10:06	US	Marshmello x Bastille Happier
07 Dec 2018	10:12	US	DJ Khaled feat. Justin... No Brainer
07 Dec 2018	10:14	IE	Gavin James Glow

*Inhouse Research - #MakingiRadio - Dec 2018 (Sample Size: 233)*

## IDENTIFY MUSIC MONTAGE 2



Today FM on Air Log - Montage 2

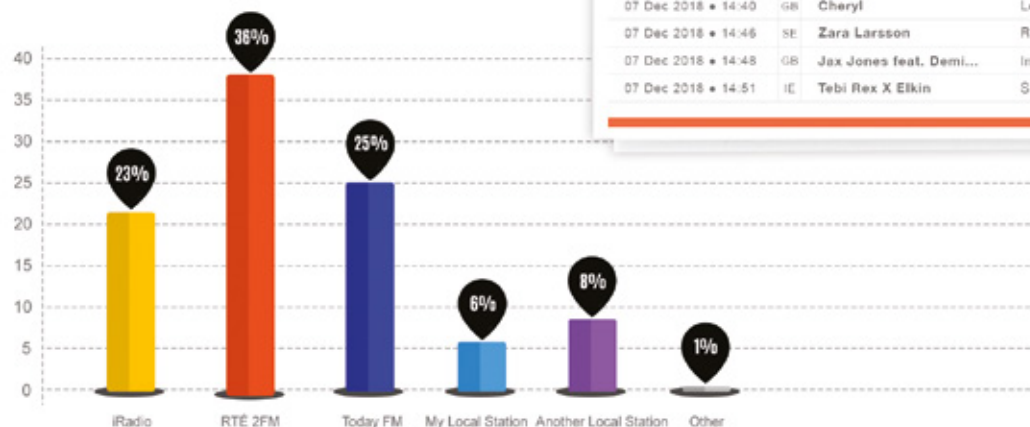
COMPILED BY RADIO MONITOR we're always listening

TODAY fm

07 Dec 2018 • 13:29	GB	PULP	Disco 2000	
07 Dec 2018 • 13:36	US	Ava Max	Sweet but Psycho	
07 Dec 2018 • 13:45	GB	Rag'n'Bone Man	Human	
07 Dec 2018 • 13:50	GB	Sigala feat. Ella Eyre...	Just Got Paid	
07 Dec 2018 • 13:57	IE	Hamsandwich	Reactions	

Inhouse Research - #MakingiRadio - Dec 2018 (Sample Size: 233)

## IDENTIFY MUSIC MONTAGE 3



RTÉ 2FM on Air Log - Montage 3

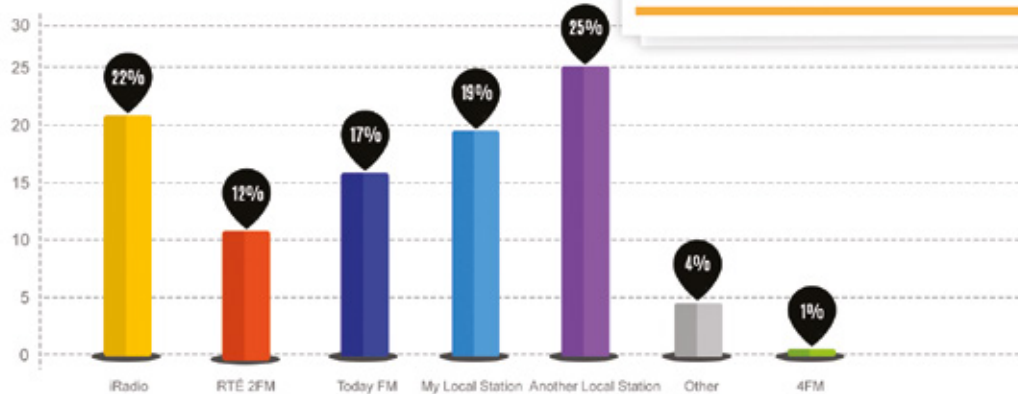
COMPILED BY RADIO MONITOR we're always listening

RTÉ 2FM

07 Dec 2018 • 14:20	GB	SIGALA...Came here...	
07 Dec 2018 • 14:24	GB	Friendly Fires	Heaven Let Me In
07 Dec 2018 • 14:27	IL	Dennis Lloyd	Nevermind
07 Dec 2018 • 14:40	GB	Cheryl	Love Made Me...
07 Dec 2018 • 14:46	SE	Zara Larsson	Ruin My Life
07 Dec 2018 • 14:48	GB	Jax Jones feat. Demi...	Instruction
07 Dec 2018 • 14:51	IE	Tobi Rex X Elkin	She Hates Love...

Inhouse Research - #MakingiRadio - Dec 2018 (Sample Size: 233)

## IDENTIFY MUSIC MONTAGE 4



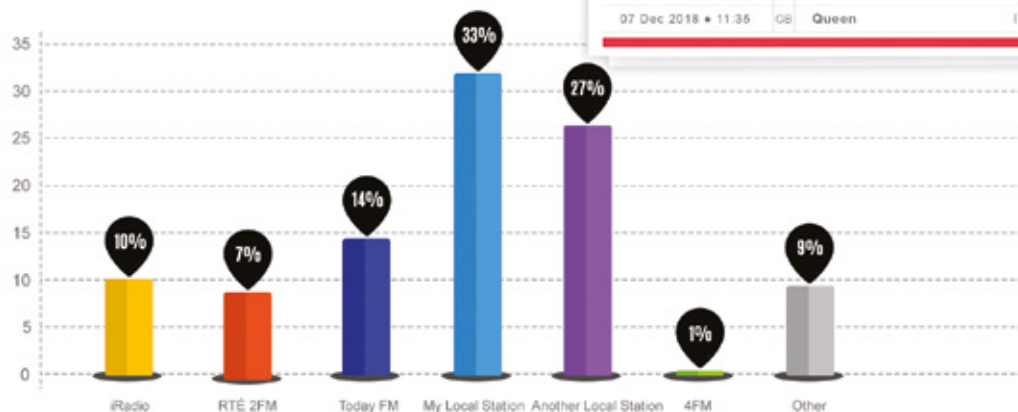
COMPILED BY **RADIO MONITOR** we're always listening

Local Station on Air Log - Montage 4

07 Dec 2018 • 18:03	JM	OMI	Cheerleader
07 Dec 2018 • 18:07	GB	Billy Idol	White Wedding
07 Dec 2018 • 18:11	IE	U2	I Still Haven't...
07 Dec 2018 • 18:16	GB	Silk City & Dua Lipa feat...	Electricity
07 Dec 2018 • 18:29	GB	George Michael & Elton...	Don't Let The...

Inhouse Research - #MakingiRadio - Dec 2018 (Sample Size: 233)

## IDENTIFY MUSIC MONTAGE 5



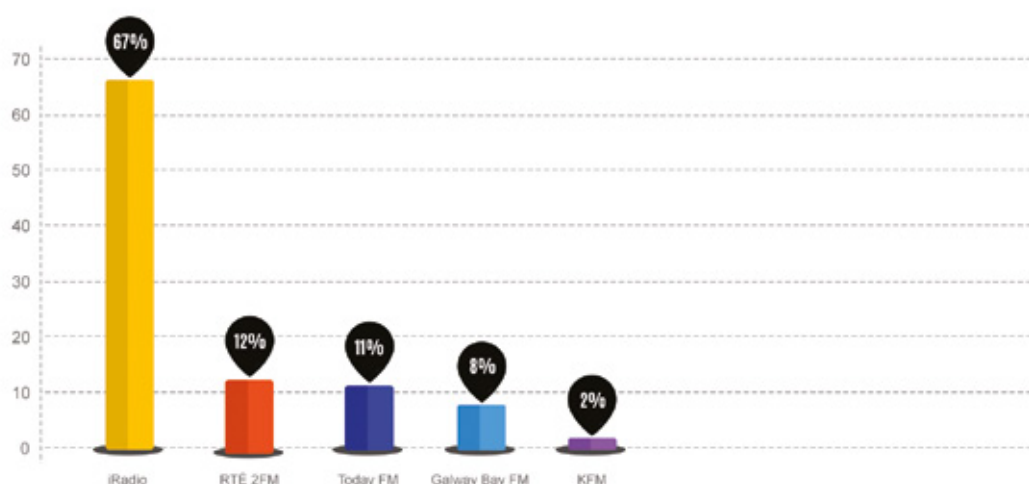
COMPILED BY **RADIO MONITOR** we're always listening

Local Station on Air Log - Montage 5

07 Dec 2018 • 11:07	US	MAVERICKS...Dance...
07 Dec 2018 • 11:13	US	Santana feat Rob Thomas \$mooth
07 Dec 2018 • 11:19	GB	Rita Ora Let You Love Me
07 Dec 2018 • 11:26	US	Stevie Wonder I Just Called To...
07 Dec 2018 • 11:36	GB	Queen I Want To Break...

Inhouse Research - #MakingiRadio - Dec 2018 (Sample Size: 233)

## WHAT WAS YOUR FAVOURITE MUSIC MONTAGE?



*Inhouse Research - #MakingiRadio - Dec 2018 (Sample Size: 233)*

The above findings show that iRadio's music policy as proposed below is both effective and distinctive.

### Proposed Music Policy

For the 15-34 audience, the music mix is the most important reason why they choose to listen to a radio station. iRadio North West will play a mix of all leading music styles and forge an upbeat and contemporary sound which sets us apart from existing stations. Music breakdown will be as follows:-

Music	Percentage
Music from the last two years	60%
Music from the period between two and ten years	26%
Music from ten to fifteen years	7%
Music older than fifteen years but not preceding 1990	7%

In terms of music style, we will ensure an ongoing balance so that no one particular type dominates. Music styles will include pop, urban, rock and dance amongst others.

### Specialist Music Policy

An essential part of our mission is to broaden the range of music programming available to 15-34 listeners in the North West. In total, iRadio North West's programme schedule delivers a minimum of 22 hours per week of specialist music. This programming will for the most part be broadcast during the weekend schedule. Genres will include specialist dance, modern rock, dance anthems and club hits, chill out, funk and soul, RnB and urban, unsigned bands and new music.

### 5.2.10 Irish Music Policy

Please define the Irish music that will be aired and, as a percentage of the total music output, the amount of Irish music that will be played in the 07.00 - 19.00 period and in the total broadcast day.

#### Irish Music Policy

iRadio North West will play a minimum of 20% Irish music across the broadcast day 07:00 to 07:00 (24 hours), and no less than 15% in daytime hours of 07:00 to 19:00. Irish music for this purpose is defined as music performed or written by Irish artistes, music recorded in Ireland, music released on an Irish record label or music dealing predominantly with Irish issues.

## 5.2.11 New Opportunities for Irish talent

Please detail how the proposed service will create new opportunities for Irish talent having regard to music, drama and entertainment and in particular, in respect of Irish culture.

### Broadcasting and Entertainment Talent

Regular talent searches across the North West and the North East & Midlands have proven vital in iRadio's continuing success in uncovering new broadcasting talent for iRadio, and subsequently our colleagues in the Irish Radio industry. Current iRadio presenters Dave Duke and Louise Clarke, Head of Commercial Production, Niall King, Head Of News, Fionnuala Corbett and Chief Executive Officer, Mark Cunning are all graduates of the iRadio talent search program.

Across ten years of broadcast iRadio doors have been open to students from transition level, through to media students at graduate level. We regularly run internships and have discovered new talent via this process.

In 2018 alone we welcomed over twenty students from second and third level institutions along with a number of individuals for outside of educational institutions who had demonstrated a passion for radio and an eagerness to be exposed to the workings of the industry to our broadcast centre in Athlone.

### Work Experience/ Placement Testimonials.

**Gemma** (15) Seamount College

*"I knew media studies was linked to working at a radio station, it was great to find out how people working in iRadio got there, as media studies is maybe something I'd do in college"*

**Ruth** (28) Teacher, Kiltiernans

*"I am a people person, from working with children I can see both the positive and negative effects of the media with regards to teenagers and young people. Being a lover of music myself and having a bit of a passion to positively influence others and brighten their day"*

**Sarah** (16) Our Lady's Bower, Athlone

*"I came to iRadio for my transition year work experience because I've always loved music, and I've recently become very interested in journalism and media. I've learned many things; I learned that iRadio is a commercial station and because of this they need a licence to broadcast and the licence comes with conditions i.e. 20% of music played is to be Irish"*

**Erin** (15) Athlone Community College

*"Since I started work experience, I've learned a variety of different things, from how ads are made to how the station broadcasts. After this week, I'm considering going into music/media production or radio. I've enjoyed this week and everyone was nice and welcoming."*

**Evan** (15) Athlone Community College

*"Everyone listens to the radio but no one knows what goes on behind the scenes. I got an insight into this"*

**Daniel Kinney** (19) Digital Marketing / Radio Production Dublin

*"Everyone's attitude to their work and each other is amazing, the vibes around the office have you in a good mood all day. I feel like I have learnt a lot. The insight from iRadio about the industry is truly a very positive one"*

**Katie Halpin Hill** (16) Waterford

*"I love more modern stuff, but I also love some trad /older music so a mix of everything really"*

At the beginning of 2019 we welcomed Ciaran Bennett, a student from The Institute of Technology, Tralee, who will work with us for six months in an effort to gain experience, skills and knowledge which will help equip in his quest to gain future employment in the Irish Radio industry, and across the next twelve months we will welcome a minimum of twenty new, eager and enthusiastic individuals giving them hands on experience in the world of live broadcast and content creation.

If successful in this application, iRadio will reformat, streamline and formalise our internships, work placements and talent searches as 'The iAcademy,'

'The iAcademy' will become our hub for the next generation of media professionals. Within this structure we will commit to guaranteeing a number of internships and placements in each calendar year. While the focus of the 'iAcademy' will be primarily on identifying, developing and enhancing the skills of enthusiastic broadcasters, we will also endeavour to find the next generation of both imaging and commercial producers, music curators, producers, broadcast engineers, social media contributors and content creators. The mission statement for 'the iAcademy' will be to equip young, enthusiastic individuals with the skills and knowledge they require to thrive in an ever changing media environment.

The 'iAcademy' will forge partnerships with third level institutes such as Ballyfermot College and The National University of Ireland, Galway where there is already a notable appetite for radio. In addition, we will offer quarterly workshops to groups of Transition year students from across the North West and North East & Midlands regions who will be introduced to the 'nuts and bolts' of radio, gain hands on experience with the hardware, software and equipment required to produce a broadcast, assigned specific roles and charged with producing a show which will air on iRadio.

### Artists and Music

Music is at the heart of everything iRadio does and we have supported and developed a platform for a new generation of Irish musicians, that extends beyond the traditional guitar

driven Irish music. We champion new Irish acts across all genres through our First Play strand and support across our main playlist. Acts like Chasing Abbey, Siights, Alex and Echoes, Dermot Kennedy and more have gained vital exposure through iRadio.

We commit to continuing this support for Irish artists across musical genres

### **Drama**

Participating in the BAI's Sound and Vision scheme will enable iRadio to begin to develop a radio drama production roster, tying in to third level drama courses and giving a voice to new writers and performers. We intend to produce at least one short form drama piece each year.

### **5.2.12 Purchase and sale of broadcast material**

**Please detail the proposed policy in relation to the purchase and sale of broadcast material, both from other broadcast organisations and independent producers.**

All of iRadio's programmes are produced in house and across our eleven years of broadcast we have purchased no syndicated programmes. At the time of applications iRadio have no plans at this time to purchase any broadcast material, it is our intention post licence award to invest in our in house production facilities, which will enable us to

begin to make content for distribution and sale to other broadcasters. We will of course work closely with the BAI in advance of any agreements.

### **5.2.13 Other programming proposals**

**If relevant, please describe any other programming proposals which are proposed to carry on the service.**

As part of our drive to recruit a new generation of listeners, we are very much aware that the iRadio brand needs to exist outside of FM alone. We have a consistent social footprint across all of the main social media platforms, but we also need to recruit younger audiences and engrain the radio listening habit from a young age.

We intend to create a family friendly, searchable online station, which will be available through voice search on platforms such as Google's Home and Amazon's Echo devices. We'll promote and encourage parents and children to search for our music brand – and they will find a welcoming space, with suitable lyrics and high rotations of new pop driven music.

We will then use this platform to cross promote talent and features on our main brand.

We are proposing to call this station MyMusicRadio and are currently developing the brand and testing the proposition.

## 5.3 Programme Schedule

Please provide a typical seven-day programme schedule setting out the proposed hours of broadcasting and details of programme content with explanatory notes as to how the programmes meet with the various commitments as outlined in the PPS and generally, the diversity of programming in the franchise area.

### Revised Schedule Monday to Friday

01:00 – 06:00	Ceol i Rith na Oiche
06:00 – 06:50	iRise
06:50 – 09:50	The AO Show with Aidan Power & Oonagh O'Carroll
09:50 – 12:50	iWork with Michaela Hayes
12:50 – 14:50	iAnthems with Paul Byrne
14:50 – 17:50	The Lift with Dave Duke & Fionnuala Corbett
17:50 – 20:50	IRL with Sharron Lynskey
20:50 – 23:50	The Hub with Louise Clarke (Mon – Thurs)
20:50 – 23:50	Friday - First Play with Louise Clarke

### Sunday

06:50 – 07:50	The Best of The Lift - With Dave & Fionnuala
07:50 – 09:50	Sceal Anois (Irish)
09:50 – 12:50	iWeekend
12:50 – 15:50	Old Skool i
15:50 – 17:50	iScore
17:50 – 20:50	IRL Top 40
20:50 – 00:50	The Hub with Louise Clarke

### Saturday

06:50 – 07:50	The Best of the AO Show with Aidan & Oonagh
07:50 – 09:50	Sceal Anois (Irish)
09:50 – 12:50	iWeekend
12:50 – 15:50	iAnthems Weekend
15:50 – 17:50	iScore
17:50 – 19:50	iGnite with Mark McCabe
19:50 – 21:50	Old Skool i Club Classics
21:50 – 23:50	The Outhouse with Reuben Keeney
23:50 – 04:50	The Residency

## Show Descriptions

### Monday to Friday

#### The AO Show

06:50 – 09:50 Monday to Friday

Aidan and Oonagh start the day with a show driven by the audience – interactive, topical and fun. They'll have news, sport, weather and live traffic updates from across the region. Plus there are chances to win, topical guests and entertaining features to make you smile

Content	Relevance to PPS	Contribution to Diversity
News & Sport 07:00, 07:50, 08:20, 08:50, 09:50	News & Current Affairs content	Reflecting voices and stories from the region
Traffic – 07:00, 07:50, 08:20, 08:50, 09:50	News & Current Affairs content	Regionally focussed and detailed including input from the iRadio audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Guests	News & Current Affairs content	Reflecting voices and topics of interest to the regional audience
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share

#### iWork

09.50 – 12.50 Monday to Friday

Music for our audience at work / college – 8 Tracks back to back and smart and engaging content between the songs

Content	Relevance to PPS	Contribution to Diversity
News & Sport bulletins 10:50, 11:50, 12:50	News & Current Affairs content	Reflecting voices and stories from the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### **iAnthems**

12.50 – 14.50 Monday to Friday

Getting you through lunch – and keeping your foot tapping through the afternoon

<b>Content</b>	<b>Relevance to PPS</b>	<b>Contribution to Diversity</b>
News & Sport bulletins 13:50, 14:50	News & Current Affairs content	Reflecting voices and stories from the region
Music	Playlisted in line with General	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### **The Lift**

14.50 – 17.50 Monday to Friday

With Dave Duke and Fionnula Corbett, it's Drivetime – but fun – lively, interactive and entertaining – with regular news, sport, weather and interactive traffic updates from across the region

<b>Content</b>	<b>Relevance to PPS</b>	<b>Contribution to Diversity</b>
News & Sport bulletins 15:50, 16:20, 16:50, 17:50,	News & Current Affairs content	Reflecting voices and stories from the region
Traffic – 16:20, 16:50, 17:50	News & Current Affairs content	Regionally focussed and detailed including input from the iRadio audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Guests	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

## IRL

17.50 – 20.50 Monday to Friday

Kicking off with the Top 7 at 7 this is iRadio's IRL – the home of brand new music and breaking Irish acts with iRadio's Firstplay

Content	Relevance to PPS	Contribution to Diversity
News & Sport bulletins 10 minutes at 18:50, 4 mins at 19:50, 20:50	News & Current Affairs content	Reflecting voices and stories from the region
Irish Language	Irish Language content	Reflecting the Irish language and serving the Gaeltacht communities in the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

## The Hub

20.50 – 00.50 Sunday – Thursday

A radical reinvention of current affairs created and driven by the topics that the audience are consuming and discussing on social media and on air. Each night the show will feature stories and voices from across the region.

Content	Relevance to PPS	Contribution to Diversity
News & Entertainment bulletins 21:50, 22:50, 23:50, 00.50	News & Current Affairs content	Reflecting voices and stories from the region
Current Affairs Content	Current Affairs Content	Reflecting voices and stories from the region
Topical Discussions	Current Affairs Content	Equal opportunity for audience across the region to engage
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience

## Friday

### First Play

20:50 – 23:50 Friday

iRadio's show dedicated to new Irish music and new Irish talent

Content	Relevance to PPS	Contribution to Diversity
Reflecting diverse music tastes and artists tailored to the tastes of the regional audience	News & Current Affairs content	Reflecting voices and stories from the region
New Irish Artists	Current Affairs Content Supporting new Irish Talent	Reflecting new Irish music and artists tailored to the tastes of the regional audience
Guest Interviews	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Live performances	Supporting new Irish Talent	Reflecting new Irish music and artists tailored to the tastes of the regional audience
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions
Music	Exclusively Irish Music	Reflecting new Irish music and artists tailored to the tastes of the regional audience

## Saturday

### The Best of the AO Show

06:50 – 07:50 Saturday Morning

Highlights from the week with Aidan & Oonagh

Content	Relevance to PPS	Contribution to Diversity
Best of the week's content	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Guests	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### **Scéal Anois**

07:50 – 09:50 Saturday

Waking up Saturday morning as Gaeilge

<b>Content</b>	<b>Relevance to PPS</b>	<b>Contribution to Diversity</b>
Irish Language	Irish language content	Reflecting the Irish language and serving the Gaeltacht communities in the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### **iWeekend**

09:50 – 12:50 Saturday

Big personality and lots of interactive fun on a Saturday morning to set up the weekend

<b>Content</b>	<b>Relevance to PPS</b>	<b>Contribution to Diversity</b>
News & Sport 10:50, 11:50, 12:50	News & Current Affairs content	Reflecting voices and stories from the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### **iAnthems Weekend**

12:50 – 15:50 Saturday

Get your Saturday lunchtime moving with great music

<b>Content</b>	<b>Relevance to PPS</b>	<b>Contribution to Diversity</b>
News & Sport 13:50, 14:50, 15:50	News & Current Affairs content	Reflecting voices and stories from the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

## iScore

15:50 – 17:50 Saturday

Fast moving Saturday afternoon music driven show with all of the latest score updates and full times – plus interviews and analysis of the biggest sporting events in the region

Content	Relevance to PPS	Contribution to Diversity
News & Sport 16:50, 17:50	News & Current Affairs content	Reflecting voices and stories from the region
Sports Scores & Results	News & Current Affairs content	Reflecting voices and stories from the region
Regional Sports coverage	News & Current Affairs content	Reflecting voices and stories from the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

## iGnite

17:50 – 19:50 Saturday

Irish DJ and music legend Mark McCabe takes to the decks

Content	Relevance to PPS	Contribution to Diversity
Specialist Music	Fulfilling Specialist Music commitments	Providing new and diverse types and styles of music for our regional audience
Guest Interviews	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### Old Skool i Club Classics

19:50 – 21:50 Saturday

Dance music – but old school

Content	Relevance to PPS	Contribution to Diversity
Specialist Music	Fulfilling Specialist Music commitments	Providing new and diverse types and styles of music for our regional audience
Guest Interviews	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### The Outhouse with Reuben Keeney

21:50 – 23:50 Saturday

Dance music with one of the region's hottest DJs

Content	Relevance to PPS	Contribution to Diversity
Specialist Music	Fulfilling Specialist Music commitments	Providing new and diverse types and styles of music for our regional audience
Guest Interviews	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### The Residency

23:50 – 04:50 Saturday

Specialist dance

Content	Relevance to PPS	Contribution to Diversity
Specialist Music	Fulfilling Specialist Music commitments	Providing new and diverse types and styles of music for our regional audience
Guest Interviews	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

## Sunday

### The Best of the Lift

06:50 – 07:50 Sunday

The Best of the Week's shows with Dave Duke and Fionnula Corbett, it's Drivetime – but fun – lively, interactive and entertaining

Content	Relevance to PPS	Contribution to Diversity
Best of the week's content	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Guests	Current Affairs Content	Reflecting voices and topics of interest to the regional audience
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### Scéal Anois

07:50 – 09:50 Sunday

Start your Sunday with craic and ceoil as Gaeilge

Content	Relevance to PPS	Contribution to Diversity
Irish Language Presentation	Irish language content	Reflecting the Irish language and serving the Gaeltacht communities in the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### iWeekend

09:50 – 12:50 Sunday

Big personality and lots of interactive fun on a Sunday morning to keep the weekend going

Content	Relevance to PPS	Contribution to Diversity
News & Sport 10:50, 11:50, 12:50	News & Current Affairs content	Reflecting voices and stories from the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### Old Skool i

12:50 – 15:50 Sunday

iRadio takes you back in time to some great dance songs from the late 90's and early 00's in an entertaining and engaging music driven show

Content	Relevance to PPS	Contribution to Diversity
News & Sport 13:50, 14:50, 15:50	News & Current Affairs content	Reflecting voices and stories from the region
Music – Old School Classics	Fulfilling Specialist Music Commitments	Unique music selection reflecting the tastes of the region
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### iScore

15:50 – 17:50 Sunday

Fast moving Sunday afternoon music driven show with all of the latest score updates and full times – plus interviews and analysis of the biggest sporting events in the region

Content	Relevance to PPS	Contribution to Diversity
News & Sport 16:50, 17:50	News & Current Affairs content	Reflecting voices and stories from the region
Sports Scores & Results	News & Current Affairs content	Reflecting voices and stories from the region
Regional Sports coverage	News & Current Affairs content	Reflecting voices and stories from the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### IRL Top 40

17:50 – 20:50 Sunday

The biggest selling songs in the country, counted down in Irish and English every week

Content	Relevance to PPS	Contribution to Diversity
Bilingual presentation	Irish Language content	Reflecting the Irish language and serving the Gaeltacht communities in the region
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions

### The Hub

20:50 – 00:50 Sunday

A radical reinvention of current affairs created and driven by the topics that the audience are consuming and discussing on social media and on air. Each night the show will feature stories and voices from across the region.

Content	Relevance to PPS	Contribution to Diversity
Curated compilation of the best elements from the week	Current Affairs Content	Reflecting voices and stories from the region
Topical Discussions – compiled from audience interaction over the last 7 days	Current Affairs Content	Reflecting voices and stories from the region
Competitions	General Speech content	Equal opportunity for audience across the region to engage
Audience Interaction	Current Affairs Content	Equal opportunity for the audience across the region to engage and share their opinions
Music	Playlisted in line with General Music Policy	Reflecting diverse music tastes and artists tailored to the tastes of the regional audience



# **SECTION 6**

## **STUDIOS AND TRANSMISSION**



# SECTION 6: STUDIOS AND TRANSMISSION

## iRADIO



### 6.1 Studios

Please provide a detailed scaled drawing of the studio area together with an overall plan of the studio and office complex that is proposed. Please include the following information: -

The building is well served by major ISPs, High Bandwidth is provided by Integrated Media Solutions and Vodafone to iRadio Studio Complex.

#### 6.1.1

The proposed location (including the name and address) and total floor area available. In cases where it is proposed to locate on a number of floors or in separate buildings, please specify the floor area of each section.

iRadio will continue to operate from the purpose built unit, Unit C, Block 3 Monksland Business Park located in Athlone, Co. Roscommon.

The iRadio studio block is located on the second floor of the building, accessible by stairs or a lift. The ground floor and first floor of the building houses a HSE Primary Care Centre and therefore all access points, elevators and doors are wheelchair compliant.

The building is located on the R362 at Monksland, just off exit 13 on the M6, accessible from Dublin and Galway. The area is well served by local bus routes and located close to the Athlone Rail & Bus depot.

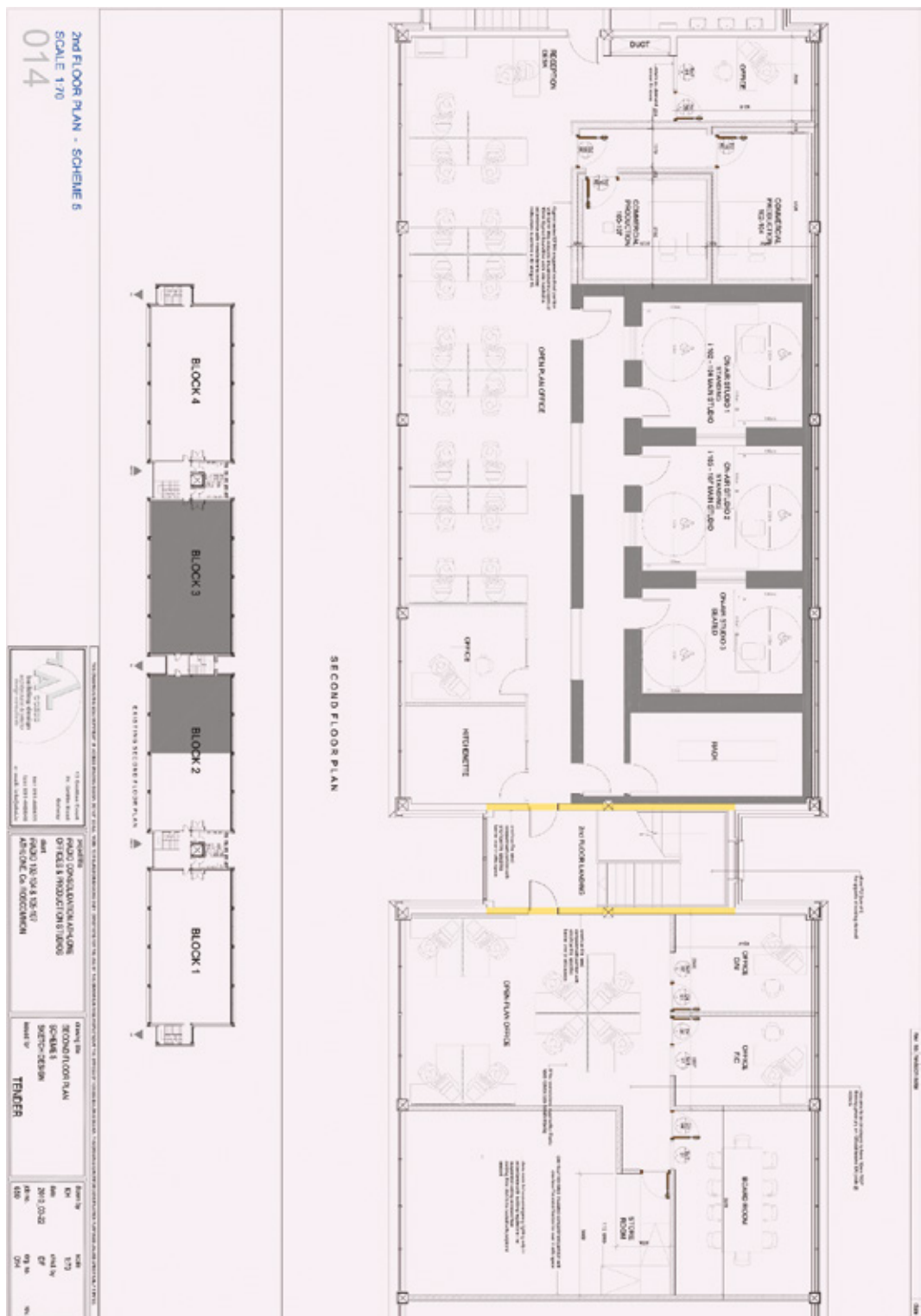
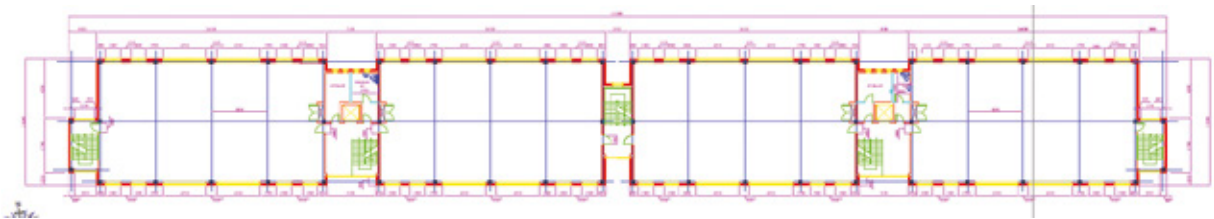
The building is served by a large car park with dedicated parking for staff and members of the public. Additionally, there is reserved parking for holders of a disabled parking badge located in close proximity to the main entrance.

#### 6.1.2

A description of the proposed building including details of its construction, age of building, permitted classes of use, level of access to people with disabilities and why in the applicant's view it is suitable for use as a radio studio and/or office location.

Construction on Unit C, Block 3 Monksland Business Park was completed in late 2006. It is a modern spacious and bright building that takes advantage of natural light to brighten up the workspace.

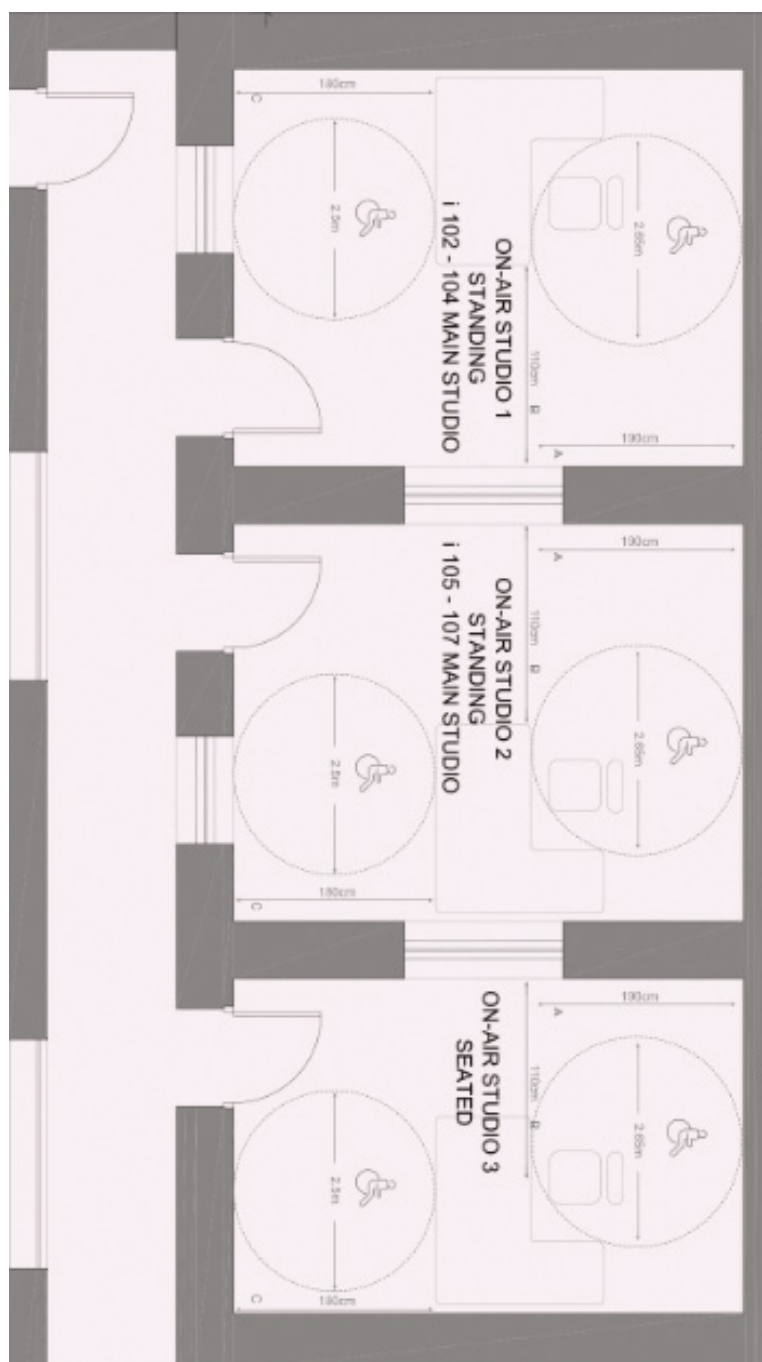
From the outset, the design of the building was specified to be accessible to those with mobility issues. The ground floor and first floor of the building houses a HSE Primary Care Centre and therefore all access points, elevators and doors are wheelchair compliant. Spread across 3 floors the building extends to 4,323 sq.m with iRadio occupying 472sq.m of that area.



### 6.1.3

A detailed drawing that includes the dimensions of the proposed studios, technical facilities, news, office and administration areas. In particular, details of the manner by which it is proposed to construct the studios, together with details of the acoustic treatment are required.

Please note that the studio layout, equipment and studio worktop heights should be so designed to facilitate full access and use by all without the need for temporary structures. The drawing should include an overlay of all studio and office furniture and include the dimensions of all door openings, corridor widths and circulation and movement areas around studio and office furniture. (See Annex 1 - Studio Circulation Requirements). The drawings should clearly demonstrate compliance and understanding of building regulations, in Particular Part M and the NDA Buildings for Everyone Guidelines.





*iRadio Studio 1*



*iRadio Studio 2*



*iRadio Studio 3*



*iRadio Studio 4*

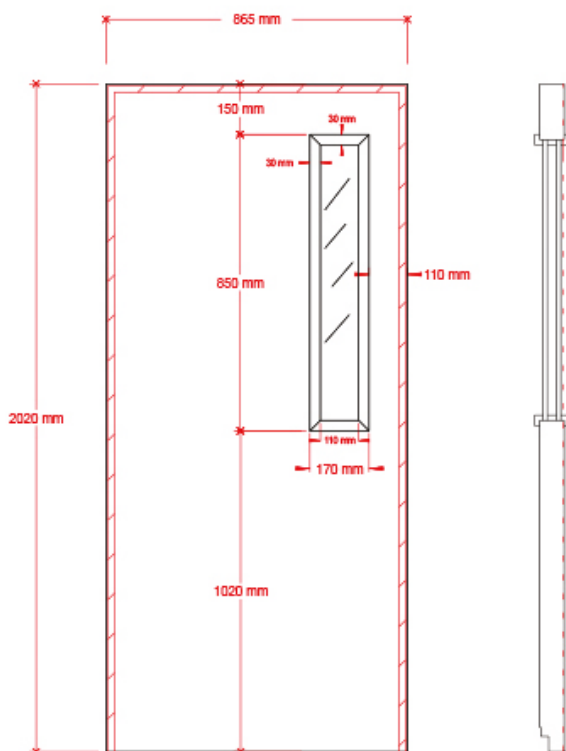


*iRadio studio 5*

## Studio Acoustic Doors

Acoustic (Sound-Resisting) Studio Doors are installed throughout the iRadio Studio Complex and have a natural ash wood finish. All acoustic doors are fitted with vision panels low enough for easy viewing from a low height and also fitted with overhead door closer, magnetic seals and stainless-steel pull handle and push plate.

The acoustic studio doors have a sound reduction rating of 44dB (SR). The base of each Radio Studio Acoustic Door is fitted with a professional mechanical automatic levered drop door seal. This overcomes the issues with other door methods that employ large door seals on the saddle, which can impede ease of access for various persons with visual or mobility disabilities.

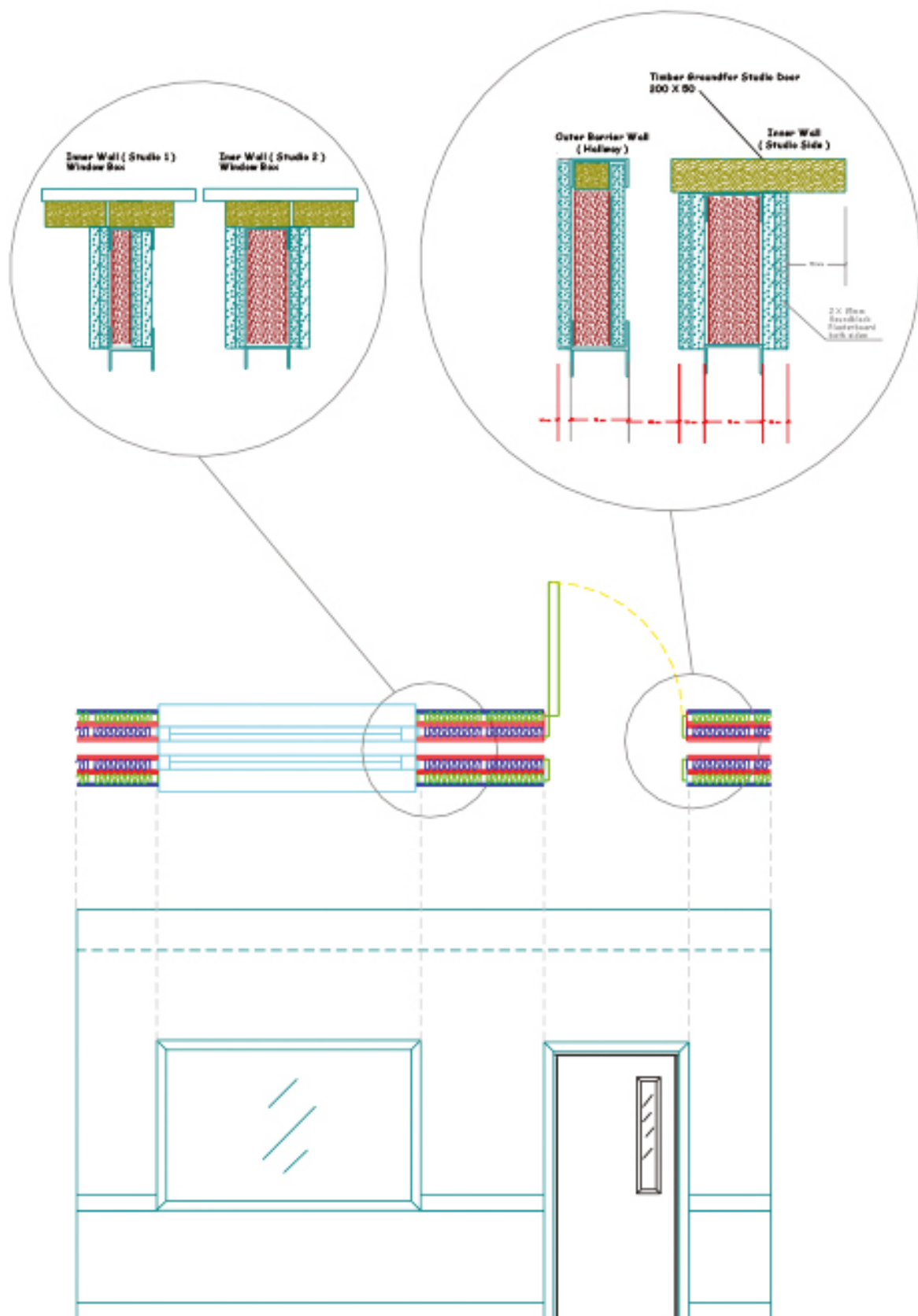


## Studio Construction at iRadio

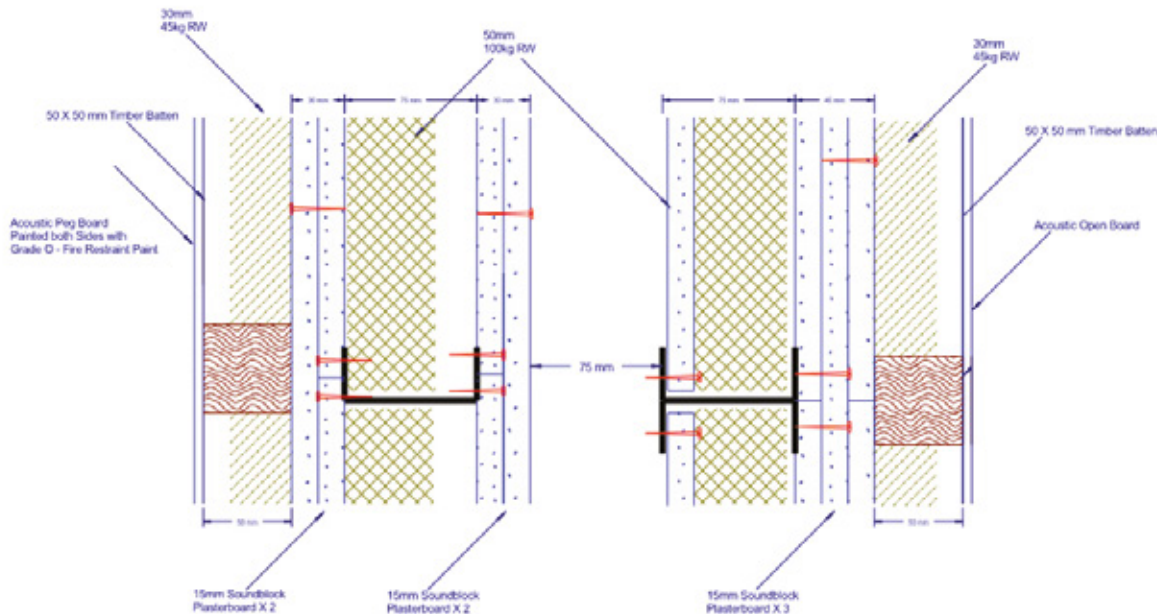
The current iRadio Studio Complex was purpose built using a very highly specified acoustic construction method for achieving maximum isolation by employing the principle of a “box within a box” structure. Furthermore, the studios are fully isolated from the ambient background noise of the remainder of the administration floor by use of a large acoustic isolation lobby.

The iRadio Studios are fully compliant for disability access with a lift to the administration first floor and disabled toilet facilities. The studios themselves are constructed as individual rooms from a modified “Camden” partition principle, which is contained within all the outer walls. The studio walls are constructed from a larger metal stud, spaced at specific staggered centres, calculated to create the required reverberation cavity chambers. The construction method was modified to permit building from one side with hi-grade fibreboard and a calculated specific number of layers treated soundblock plasterboard. All plasterboard joists are butt-jointed on the metal stud members; joints are staggered on each successive layer of soundblock, filled with flexible sound sealant and taped. The exposed side of the outer wall was then plaster skimmed to produce an air-tight seal. This construction exceeds 120 minutes fire rating as no timber studs are incorporated in the construction. The outer acoustic baffle wall of the isolation lobby is constructed from a framework of metal studs at alternating centres calculated to create the required reverberation cavity chambers. The studwork is filled with a special grade of RW3 rockwool and each side is clad with a 12mm layer of fibreboard plus three layers of 15mm soundblock plasterboard. All plasterboard joists are butt-jointed on the metal stud members; joints are staggered on each successive layer of soundblock plasterboard, filled with flexible sound sealant and taped. The exposed side of the outer wall is plaster skimmed. This construction exceeds 120 minutes fire rating as no timber studs are incorporated in the construction.

The fibreboard serves to damp any resonance that may occur in the plasterboard as well as partially isolating the plasterboard from the steel stud frame. In addition, it contributes a significant portion to the overall mass and therefore increases the acoustic isolation/insulating properties of the partition. All studio metal stud frames are filled with a specific mixture of various grades of mineral rockwool insulation between the facing sheets and alternating reverberation cavity chambers. The open cavity between the two partitions is blocked at the end of each wall with a combination of high-density rockwool to act as a cavity barrier and trimmed with solid ash hardwood edging and rubber baffles. It should be noted that the rubber baffle edging is a flexible seal running its length, to avoid physical transmission of vibrations and noise between the two stud partitions. The inside of the studios is additionally clad with softwood framing, a mixture of high and medium density rockwool of two specific grades filling the void between the timber studs, together with the inclusion of several calculated reverberation cavity chambers. The outer final layer is then covered with a fine hair felt material filtering dustsheet; this prevents any rockwool fibreglass particles from escaping into the studio atmosphere, which could irritate or cause respiratory problems.



The final construction layer is of perforated hardboard covering that is perforated (depending on position on the walls) to achieve the desired absorbent characteristics of the room. This is in order to control the internal reverberation acoustics of the studio. Finally, a tight-weave acoustic transparent blue fabric, which is fire treated to Class 1 speed of flame, is dressed on the surface of the perforated hardboard.



## Studio Technical Services

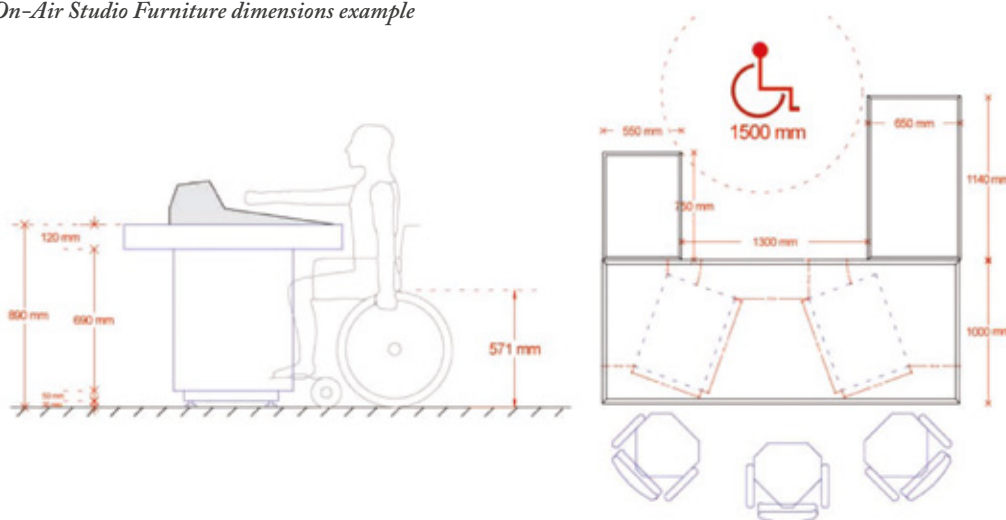
Cable ducts are formed within the iRadio Studio Complex wall constructions to provide access between the studios for equipment wiring. Cable trays are also installed within the ceiling voids to conduit cables from and between the studios and CTA racks room on the ground floor. In the studios, within the wall construction, cable tech-drops are with vertical accesses for equipment wiring. Skirting and dado covers are all natural-finished timber secured in place with countersunk screws in recessed cups providing a flush

finish. Trims to corners at wall and ceiling junctions are in natural matching wood pinned in place.

## Disabled Access

The iRadio Studios and Administration Complex accommodates full disability access throughout, together with the mindful design of technical furniture, layout and height. An example of typical iRadio Studio Complex Technical Furniture operating height is shown below:

### On-Air Studio Furniture dimensions example



#### 6.1.4

Outlines of the proposed heating, ventilation and standby power plant should also be provided and where such equipment is to be located.

The iRadio Broadcast Studios and Administration Complex in Athlone utilise a computer controlled HVAC system to ensure the environment throughout the studio and office complex is maintained at recommended and comfortable levels.

All studios are provided with cooling-only air conditioning services. Due to the insulation properties of the studios and the amount of equipment operational in each one, heating is not required.

As the windows are not opened and to maintain acceptable levels of Oxygen and to prevent decoration and equipment soiling the air-conditioning system also provides approximately 20 litres of fresh air to mix with the recirculating 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 unexpected 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.

Air conditioning units are located in the attic that use R410A HFC refrigerant, these reduce power consumption.

Designed to heat or cool small to medium sized applications, the R410A Series range provides a versatile, yet affordable air conditioning solution. One of the quietest units on the market (as low as 19dBA\*1), the perfect way to ensure a comfortable environment with the minimum of disruption. For separation of services, the air conditioning system in the rack room is fully independent from the buildings HVAC System. These units are installed by and maintained by Whiskey Refrigeration based in Galway.

#### Standby Power

Emergency/standby power is provided through the use of a Powerware 9355.

30KVA uninterruptible power supply, which is housed in a dedicated section of the comms room in the iRadio Broadcast Studios and Administration Complex in Athlone. The UPS is permanently online and provides power conditioning and backup power to all essential broadcast equipment. Also located onsite adjacent to the main building and utilising an automated changeover panel is an Olympian GEP110 generator. This provides backup power to all of iRadio Broadcast Studios and Administration Complex.

#### 6.1.5

The security mechanisms proposed to guard against unauthorised access to the on-air studio.

The iRadio Broadcast Studios and Administration Complex in Athlone has a Paxton Net2 PC based access control system. Main doors, studio lobby & comms room are all supplied with a proximity reader/fob security system and access to these areas can only be gained via a registered fob.

#### 6.1.6

Please provide a list, including costs, of the principal technical equipment that is to be installed, together with available test and deviation limiting equipment.

iRadio proposes to continue the service utilising equipment currently in place at the iRadio Broadcast Studios and Administration Complex.

Included in section 6.1.8 are tables describing the equipment, its age and planned replacement date. Equipment due to be replaced between 2019 -2022 period has been allowed for in CAPEX projections.

The principal play-out equipment is Zetta RCS audio system. This system uses the server/client mode of operation to store and playback music, commercials and promo spots.

The playout computers and servers are built to the highest possible standards and use mission critical architecture and methods with extensive redundancy designed in to achieve reliable operation. All machines are provided power from a spur that is served by the uninterruptible power supply and all the files stores utilise RAID for data protection, which is then supplemented by regular backup's offsite.

In the studio the operators use the Axia system to control their levels when operators are adjusting EQ, dynamics or other options, the center screen gives a graphical representation of their adjustments. The on-screen legend for the Soft Knobs that indicates their functions. Excess level will be reduced electronically by the automatic level function of the Omnia 11 processing equipment in the rack room that has been adjusted to ensure that the modulation level never exceed specified limits.



## 6.1.7

Please provide a list of the itemised costs for building refurbishment, studio construction, office fixtures, fittings and IT.

As part of the lease agreement in place, the landlord will be responsible for providing all building refurbishment works.

iRadio proposes to use the existing studio facilities constructed in 2008.

### These comprise of:

Two on air studios approximately 3.8m x 4.8m. These will be used exclusively for on-air output and voice tracking with access to on-air telephone lines and ISDN/POTS/IP codecs for live outside broadcasts/ studio interviews/contributors.

A production studio of 3.5m x 4m will be used for recording and editing commercial spots, promotional spots and programmes.

An imaging studio of 3.15m x 4.8m will be used as a station sound editing suite and additionally as an emergency and maintenance backup for the on air studio.

A digital production studio this will be used for editing video, social media live productions.

The table below describes the IT equipment currently in use, its age in years, and its expected replacement date.

### Broadcast IT

No.	Description	Make / Model	Age	Replacement Date
5	Zetta Payout Machines	HP	4	2020
3	Burli Payout	HP / Custom	2/5	2020
2	Web PC	Custom	3	2020
4	Streaming PC/Logging Machine	Custom	4	2020
1	Legal Logging Machine	Custom	8	2020
1	Pathfinder PC	Custom	10	2019
1	Burli Server	Custom	3	2020
1	Zetta Server	HP	2	2022
1	Zetta Admin Server	HP	5	2021
1	Streaming Server	HP	2	2023

### Office IT

No.	Description	Make / Model	Age	Replacement Date
2	News PC	HP	4	2020
2	Presenter Workstations	HP	5	2019
2	Presenter Workstations	HP / Custom	3	2020
2	Producer Workstations	Dell / Custom	4	2020
2	Prep Workstations	Custom	5	2020
2	Finance	Custom / Dell	4	2020
1	Reception/ Traffic	Custom	4	2020
2	Digital Content	HP/Dell	4	2019
1	Integration	Lenovo	4	2019
5	Creative & Web Solutions	Apple	4	2020
10	Sales Laptop	HP / Lenovo / Apple	3	2021
3	3tb NAS Device	Buffalo	2	2022
1	Airwaves Server	Custom	2	2023
3	Network Switch	Cisco	5	2021
2	Network Switch	HP	5	2021
1	CEO workstation	HP	5	2020
1	CEO iMac	Apple	2	2023
2	Web Application Servers	HP	3	2023
2	Analytics Laptops	HP	5	2023

## 6.1.8

In cases where an applicant proposes to use existing studio, office or computer equipment or buildings, please specify the age of the equipment / facilities proposed, the life expectancy of the equipment and the plan to replace and refurbish such equipment / facilities during the lifetime of any new contract, in addition to all of the information requested above.

iRadio have had a policy of rolling hardware and software upgrades from its launch in 2008. Should the application be successful we plan on continuing with this policy. The tables contained over and Section 6.1.7 contain a complete listing of all equipment currently in place, its age and its scheduled replacement date.

Studio 1	Description	Make / Model	Age	Rep. Date
2	Element	Axia	10	2020
1	Presenter Mic	Sure SM7B	5	2023
2	Guest Mic	Sure SM7B	5	2023
2	Headphones	Bayer Dynamic DT100	4	2022
2	Speakers	Behringer truth 3201a	3	2023
6	Computer Monitors	HP	3	2021
1	Studio Clock	Vortex	10	2021
3	Keyboards	HP PS2	2	2020
1	RCS Keyboard	RCS PS2	3	2021
3	KVM Extender	Adder	7	2021
3	PS2 Mice	HP	2	2020

Studio 2	Description	Make / Model	Age	Rep. Date
2	Element	Axia	10	2020
1	Presenter Mic	Sure SM7B	5	2023
2	Guest Mic	Sure SM7B	5	2023
2	Headphones	Bayer Dynamic DT100	5	2021
2	Speakers		3	2023
6	Computer Monitors	HP	5	2020
1	Studio Clock	Vortex	10	2021
3	Keyboards	HP PS2	2	2020
1	RCS Keyboard	RCS PS2	3	2021
3	KVM Extender	Adder	7	2021
3	PS2 Mice	HP	2	2020

### Studio 1 Rack Includes

Studio 1	Description	Make / Model	Age	Rep. Date
2	Mic Preamps	Sonifex Redbox RB-MA2	10	2020
1	Analogue node	Axia Livewire	10	2020
1	Headphone Amp	Behringer	3	2024
1	Headphone amp	Sonifex	10	2020
1	PSU GPIO Module	Axia	10	2020

### Studio 2 Racks includes

Studio 2	Description	Make / Model	Age	Rep. Date
2	Mic Preamps	Sonifex Redbox RB-MA2	10	2020
1	Analogue node	Axia Livewire	10	2020
1	Headphone Amp	Behringer	3	2024
1	Headphone amp	Sonifex	10	2020
1	PSU GPIO Module	Axia	10	2020

Studio 3	Description	Make / Model	Age	Rep. Date
1	Element	Axia	10	2020
1	Presenter Mic	AKG C4500	6	2022
1	Guest Mic	AKG C4500	6	2022
1	Headphones	Bayer Dynamic DT100	2	2020
2	Speakers	Tannoy	5	2021
2	Computer Monitors	HP	2	2020
1	Studio Clock	Vortex	10	2021
1	Keyboards	HP PS2	2	2020
1	RCS Keyboard	RCS PS2	3	2021
1	KVM Extender	Adder	7	2021
1	PS2 Mice	HP	2	2020

#### Studio 3 Racks includes

Studio 3	Description	Make / Model	Age	Rep. Date
2	Mic Preamps	SBS	3	2023
1	Analogue node	Axia Livewire	10	2020
1	Headphone Amp	Sonifex	3	2024
1	Sound Card	Digigram	5	2022
1	PSU GPIO Module	Axia	10	2020

Studio 4	Description	Make / Model	Age	Rep. Date
1	Digital Desk	Klotz	10	2020
1	Presenter Mic	Sure SM7B	5	2023
1	Guest Mic	Sure SM7B	5	2023
1	Headphones	Bayer Dynamic DT100	2	2022
2	Speakers	Behringer truth 3201a	2	2023
2	Computer Monitors	HP	2	2020
1	Studio Clock	Vortex	10	2021
1	Keyboards	HP PS2	2	2020
1	RCS Keyboard	RCS PS2	3	2021
1	KVM Extender	Adder	7	2021
1	PS2 Mice	HP	2	2020

#### Studio 4 Rack includes

Studio 4	Description	Make / Model	Age	Rep. Date
1	Mic Preamps	Sonifex	6	2022
1	Power Supply	Klotz Vadis	10	2020
1	Headphone Amp	Sonifex	3	2024
1	Sound Card	Behringer Ultragrain Pro	5	2022



## 6.2.2

Please provide the rationale for the transmission plan that includes a general description of the proposed coverage and of areas that may receive marginal or unsatisfactory reception.

The current NW transmission network has been in operation since the initial issuing of the license, however we would draw the BAI's attention to the fact that we have experienced significant commercial transmission signal competition from other operators and as such, we would welcome the opportunity to discuss with the BAI how we can improve our transmission signal competitiveness going forward as part of an overall review of current areas of marginal reception.

## 6.2.3

A table of the main technical characteristics of the proposed main transmitter station should be provided in the following format:-

Site Name	Site Coordinates	Site Height ASL	Antenna Height AGL	ERP per pol
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The site coordinates must be provided in either:

- Metric format, i.e. Eastings and Northings. These can be easily determined from a 1:50000 scale map.
- Latitude/Longitude format. These must be provided in Degrees, Minutes and Seconds, e.g. 52° 14' 56" North, 7° 45' 34" West.

Site Name	Site Coordinates			Site Height ASL	Antenna Height AGL	ERP Per Pol	Pattern
Achill	IF670027	53°N 57' 25"	10°W 01' 35'	400m	30m	1500w	Omni
Aranmore	IB676153	54°N 59' 03"	08°W 30' 19"	105m	50m	1000w	Omni
Cairn Hill	IN187841	53°N 48' 25"	07°W 42' 58"	268m	40m	5000w	Restricted
Castlebar	IM098982	53°N 55' 31"	09°W 22' 23"	417m	30m	5000w	Restricted
Clifden	IL714524	53°N 30' 24"	09°W 56' 18"	285m	40m	2000w	Omni
Derrybrien	IM598054	53°N 05' 53"	08°W 35' 58"	347m	30m	5000w	Restricted
Scalp	IC390260	55°N 04' 50"	07°W 23' 19"	365m	46m	5000w	Restricted
Seanafastin	IM013278	53°N 17' 30"	09°W 28' 46"	124m	40m	500w	Omni
Tonabrooky	IM257279	53°N 17' 48"	09°W 06' 50"	108m	30m	250W	Omni
Truskmore	IG759473	54°N 22' 26"	08°W 22' 12"	644m	70m	5000W	Restricted

## 6.2.4

The following additional information should be provided: -

(a) The antenna radiation pattern proposed for the transmitter station.

- Please see Antenna Radiation Patterns on the following pages:

(a) Details of the band pass filter / combiner system and directional coupler proposed to ensure compliance with the licence terms.

See on the next page full list of Bank Pass Filters / Combiner systems and Directional Couplers in use

(b)Details of the audio feed.

Please see Details of Satellite Audio Distribution on the following pages:

Achill / Aranmore / Cairn Hill / Castlebar / Clifden / Derrybrien / Scalp / Seanafastin Tonabrooky and Truskmore.

(c) Confirm if an emergency backup generator or other standby power supply will be provided for use by the applicant at the transmission facility.

The following sites have Electrical Back-up Generators:

Truskmore / Sclope / Saggart / Cairn Hill / Capard and Tonabruky

(e) In cases where the applicant group proposes to locate on or in close proximity to an existing mast, information regarding the owner and principal users of said mast is required.

All Transmission Sites have been in use from day one and conform with all regulations.

(d) A letter of consent from the transmission site owner / operator.

All Transmission Sites have been in use from day one and are available for contract renewal subject to BAI licencing. iRadio currently operates all 10 active sites, which are set out in this document at:

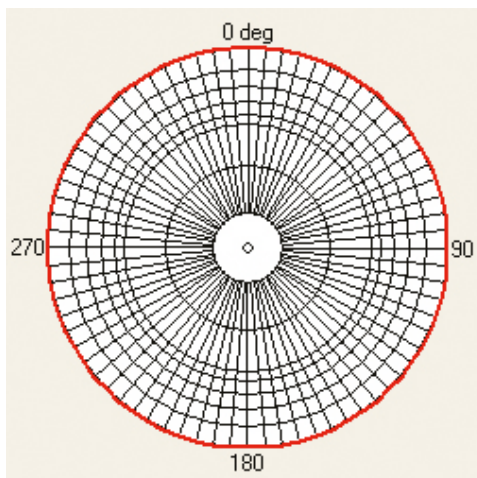
(f) Please indicate if a planning application has been made and/or approved for the transmission facility.

All Transmission Sites have been in use from day one and conform with all regulations.

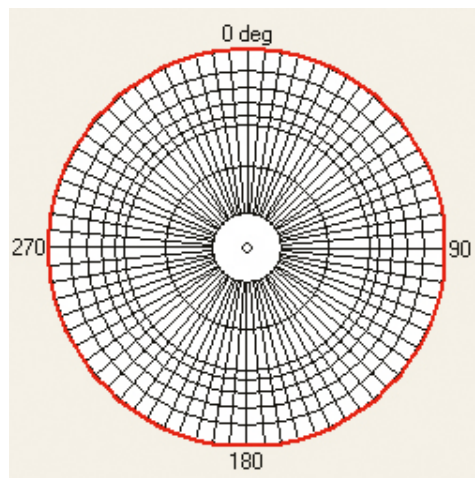
All iRadio NW sites fully comply with the above regulations for Comreg and BAI and have been subject to several BAI Technical Audits without any breaches.

Site Name	Transmitter	Filter/Combiner	Directional Coupler	Licensed ERP
Achill	Elenos ETG500DR	Combined with 2RN antennas (Delta Mechanica combiner )	Sira directional coupler ADR-03/P	1500w
Aranmore	Eddystone XE300w	Eletrolink double cavity filter 32220060	Directional coupler DCC/1-N2	1000w
Carn Hill	Eddystone 7602 2Kw	Label Itlay - Double cavity filter LI-FDB/1005-S	Directional Coupler DCC/2-M	5000w
Castlebar	Eddystone 7601 1kw	Combined with 2RN antennas (Delta Mechanica combiner )	Sira directional coupler ADR-03/P	5000w
Clifden	BW TX300v2	Eletrolink double cavity filter 32220060	Directional coupler DCC/1-N2	2000w
Derrybrien	Eddystone 7602 2Kw	Electrolink Double Cavity filter 322203000	Directional Coupler DCC/2-M	5000w
Scalp	Eddystone 7602 2Kw	Electrolink Double Cavity filter 322203000	Directional Coupler DCC/2-M	5000w
Seanafastin	Eddystone XE300w	Eletrolink double cavity filter 32220060	Directional coupler DCC/1-N2	500w
Tonabrooky	Eddystone XE300w	Label Italy - Double cavity	Directional coupler DCC/1-N2	250W
Truskmore	Eddystone 7602 2Kw	Label Combiner	Directional Coupler DCC/2-M	5000W
	<b>All sites would have the following:</b>			
	Audessence Pro1 RDS encoder			
	BW DSPX-Mini stereo coder			
	2wCom Satellite receiver			
	<b>All the Eddystone 76XX units have dual Eddystone XE30 exciters</b>			

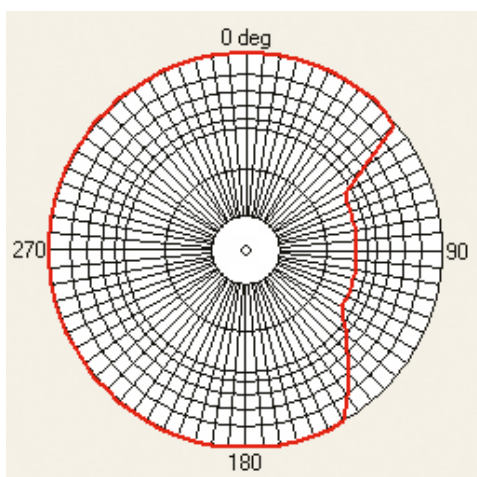
(a)



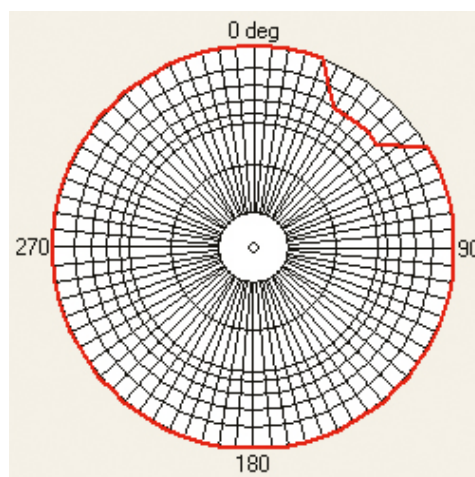
Achill



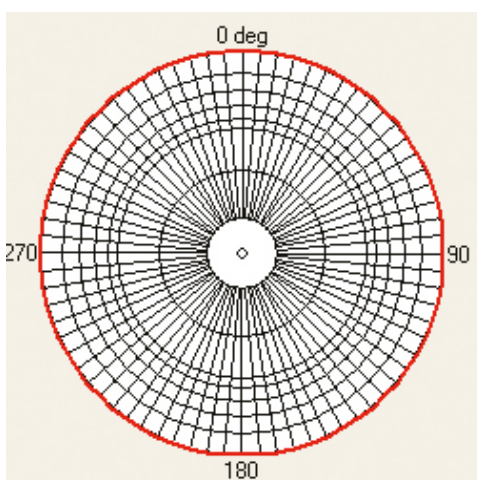
Aranmore



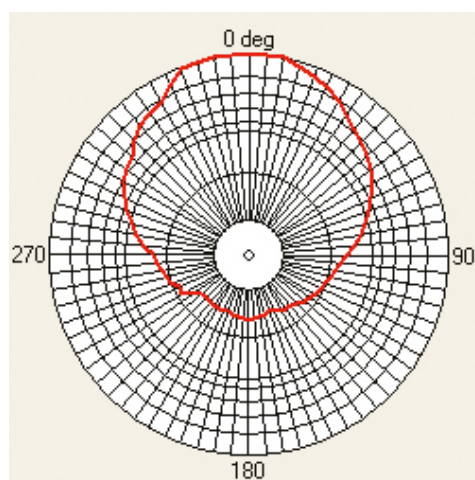
Cairn Hill



Castlebar



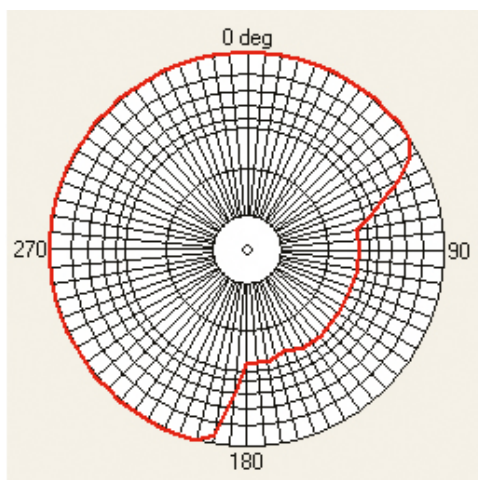
Clifden



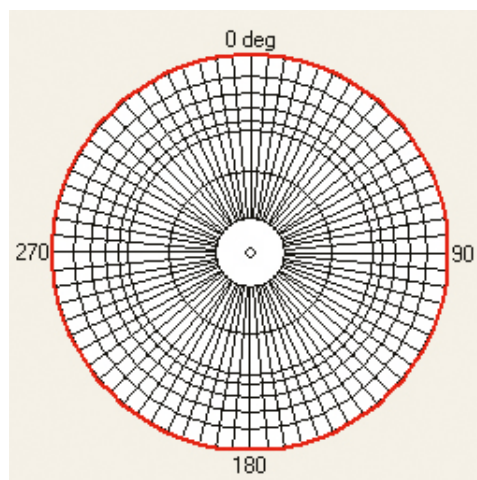
Derrybrien

(a)

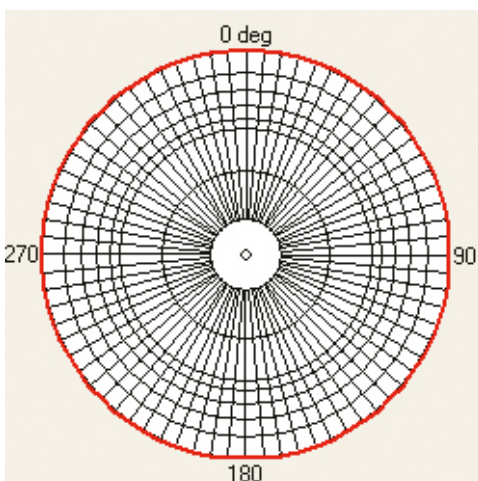
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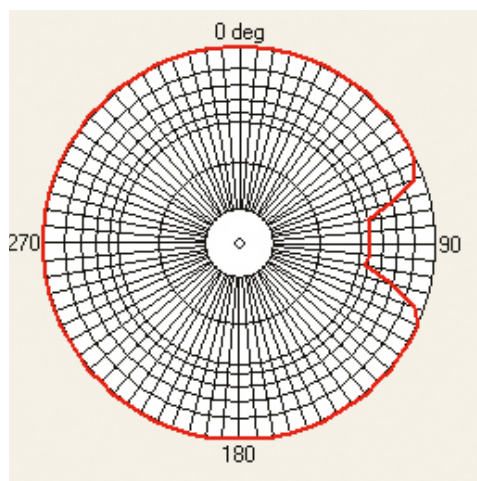
Scalp Mountain



Seanafaistin



Tonabrocky

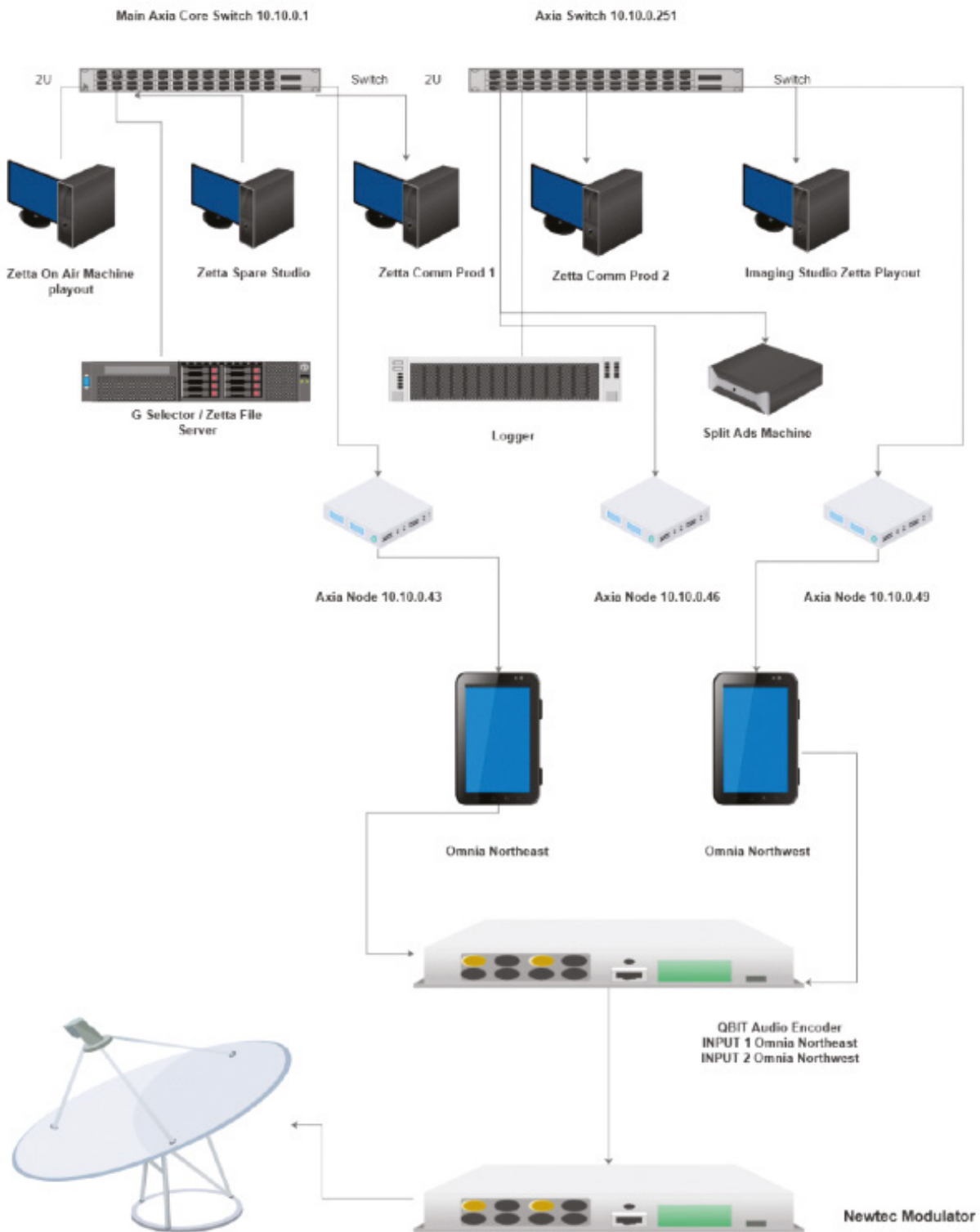


Truskmore

(b)

#### Details of the audio feed.

As can be seen from the illustration below, all FM Transmission sites receive a direct Satellite Feed from the Studio via Intelsat 907 private circuit.



## 6.2.5

Computer predicted coverage plots, superimposed on a suitable map, must be provided in the application in an A4 or A3 format and as a high-resolution image file on an accompanying disc or memory stick. A total of five images are required.

(a) An image of the composite coverage that can be achieved using all of the transmission sites proposed by the applicant. The level of coverage should be clearly demonstrated by using a suitable colour palette that is based on an incremental step of between 3 and 6 dBuV/m. The prediction model, clutter attenuation, resolution of the terrain database, height of the receive antenna above ground and the consequential minimum signal level required for mono reception in urban and rural areas must be provided.

(b) An image of the “best server” coverage based on the defined minimum field strength for mono reception. This should clearly identify which transmitter station provides the best coverage to a particular area.

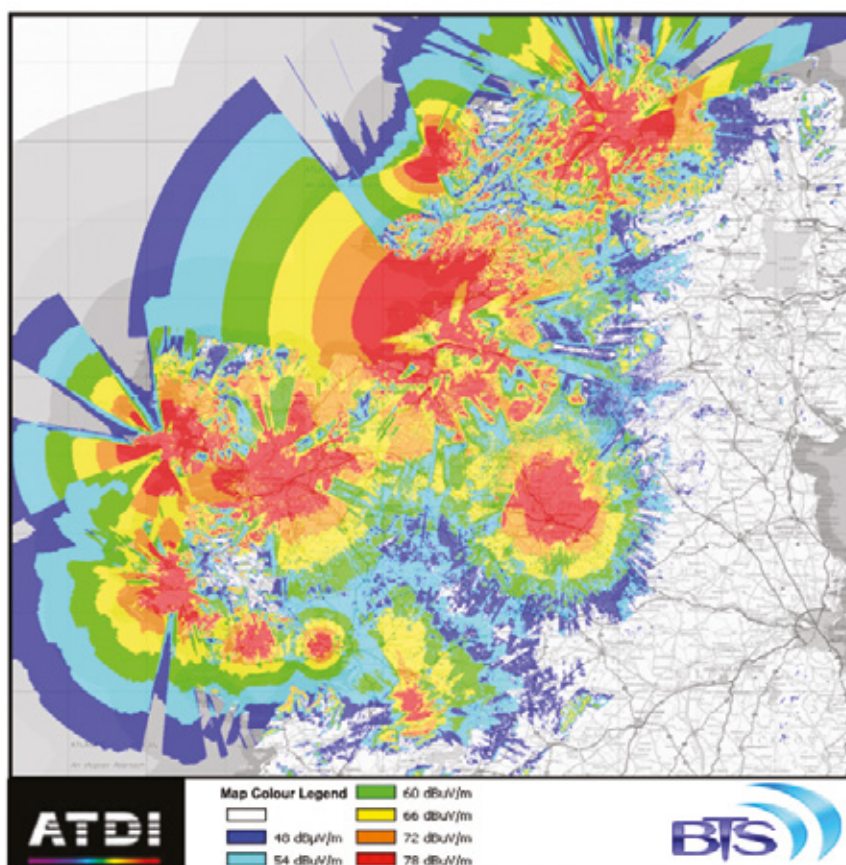
(c) An image of the “best server” coverage based on the defined minimum field strength for stereo reception. This should clearly identify which transmitter station provides the best coverage to a particular area.

(d) An image of the level of “simultaneous coverage” that is provided and an indication of the number or percentage of the total number of transmitters that serve an area based on the minimum value for mono reception.

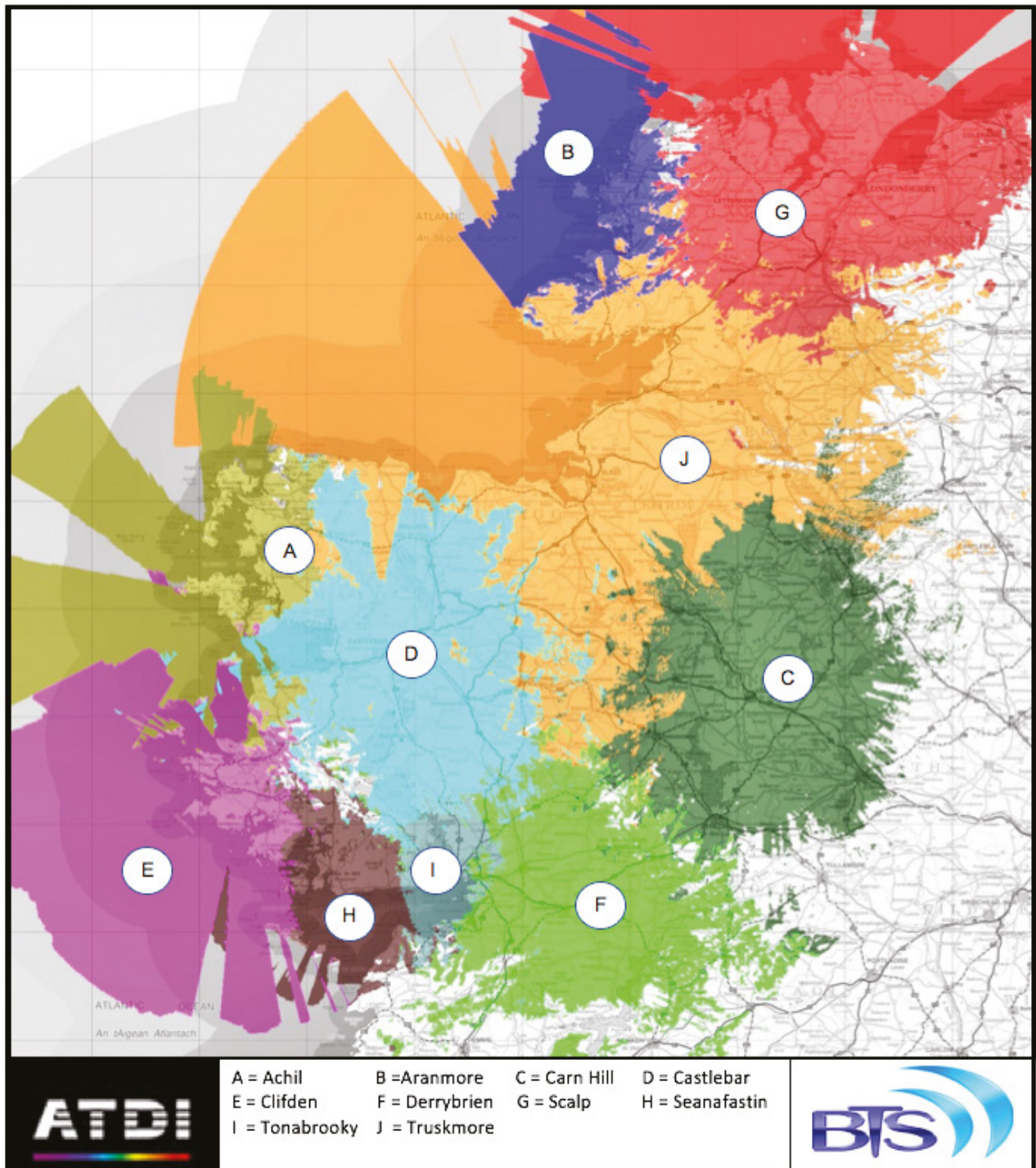
(e) An image of the level of “simultaneous coverage” that is provided and an indication of the number or percentage of the total number of transmitters that serve an area based on the minimum value for stereo reception.

All Maps as requested above are set out on the following pages:

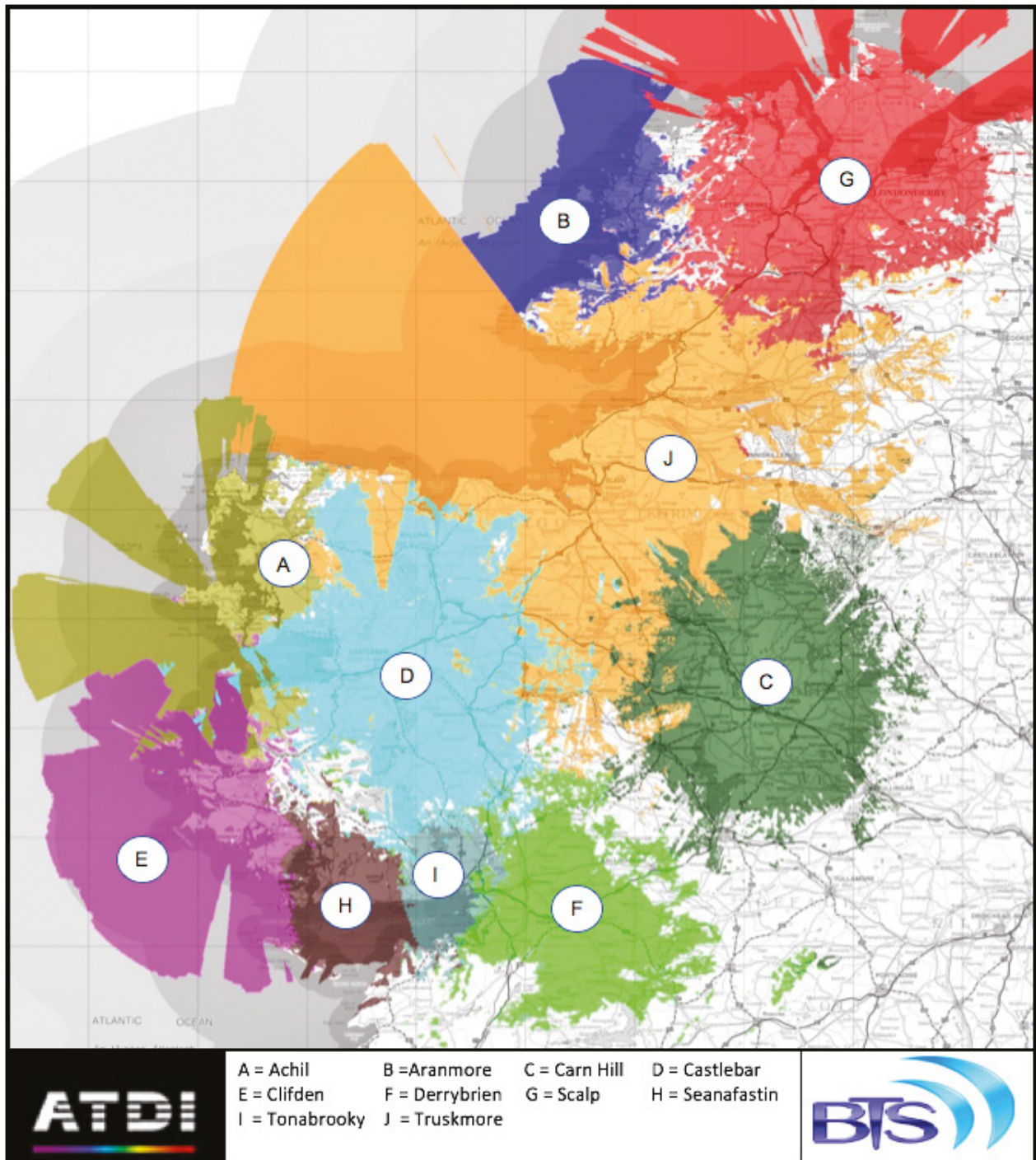
### (a) NW iRadio Composite Coverage



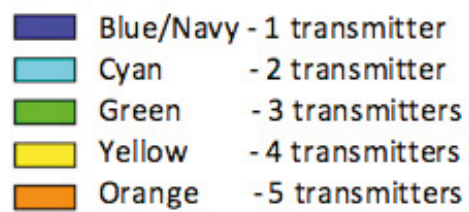
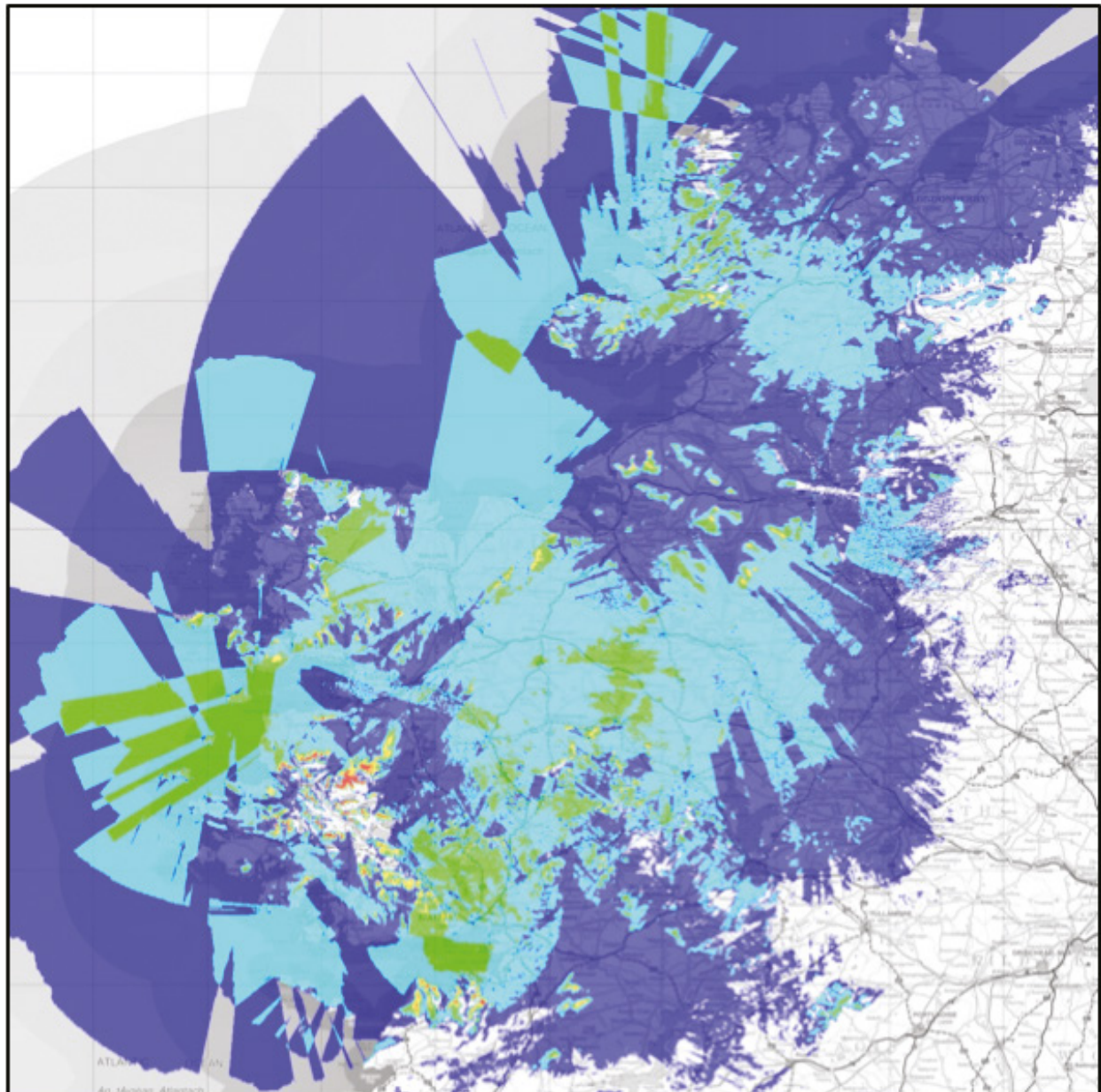
(b) iRadio Best Server Mono



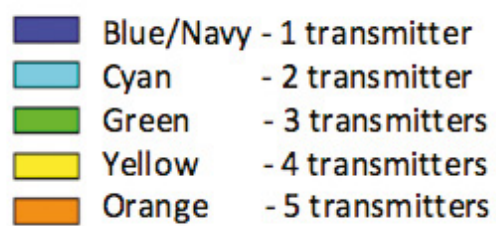
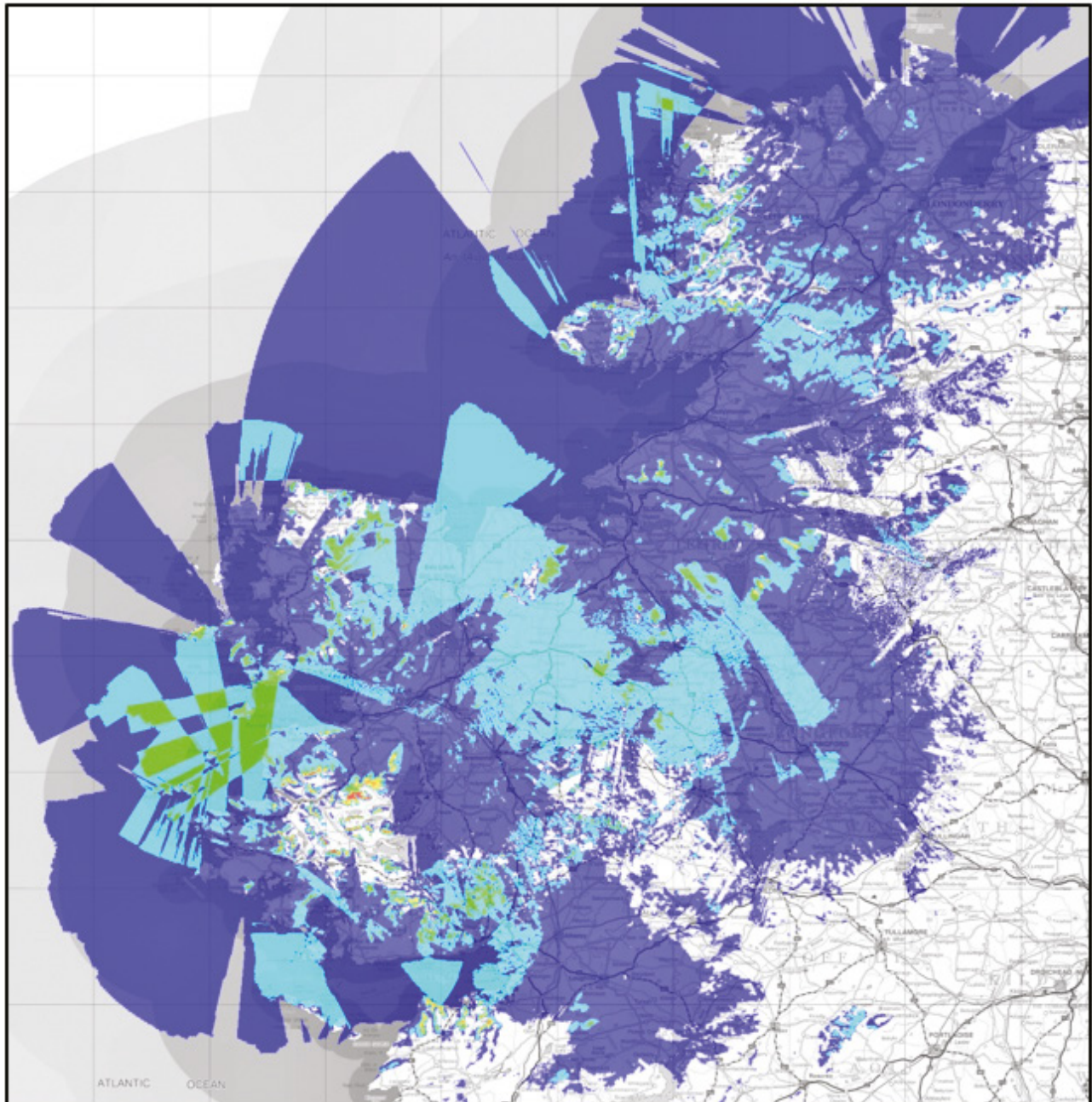
(c) iRadio Best Server Stereo



(b) iRadio Simultaneous Coverage based on the minimum value for mono reception 48db



(c) iRadio Simultaneous Coverage based on the minimum value for Stereo reception 54db



## 6.2.6

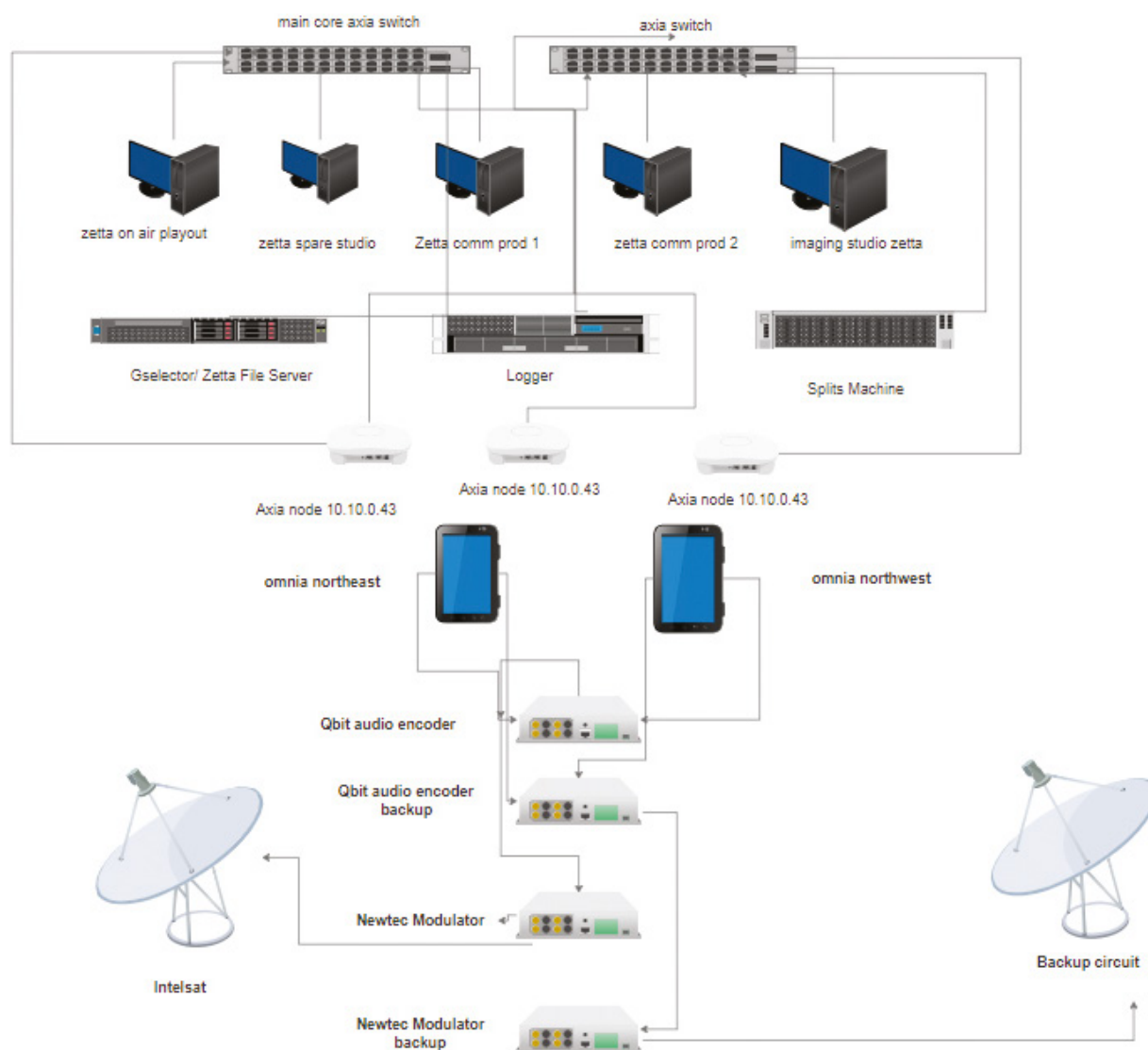
A description and diagram of the link network should be provided that includes an indication of the level of protection or back-up systems that will be deployed. The total capital cost and associated annual charges should be provided.

### Details of the Transmission feed

As can be seen from the illustration below, all FM Transmission sites receive a direct Satellite Feed from the Studio via Intelsat 907 private circuit. As a backup iRadio plan to install a spare Qbit Encoder and a spare Newtec Modulator with another private circuit purchased from STLsat. iRadio also plan to monitor each site using the highest industry standard telemetry over satellite / mobile broadband.

In case of a disaster iRadio has entered into an agreement with another Radio station to allow us to continue broadcasting from their studio from there we would have two options

- to use the facilities of STLsat to use one of their mobile units to uplink our audio to our Intelsat private circuit
- deliver our audio over IP to STLsat and they could uplink our audio to our Intelsat private circuit



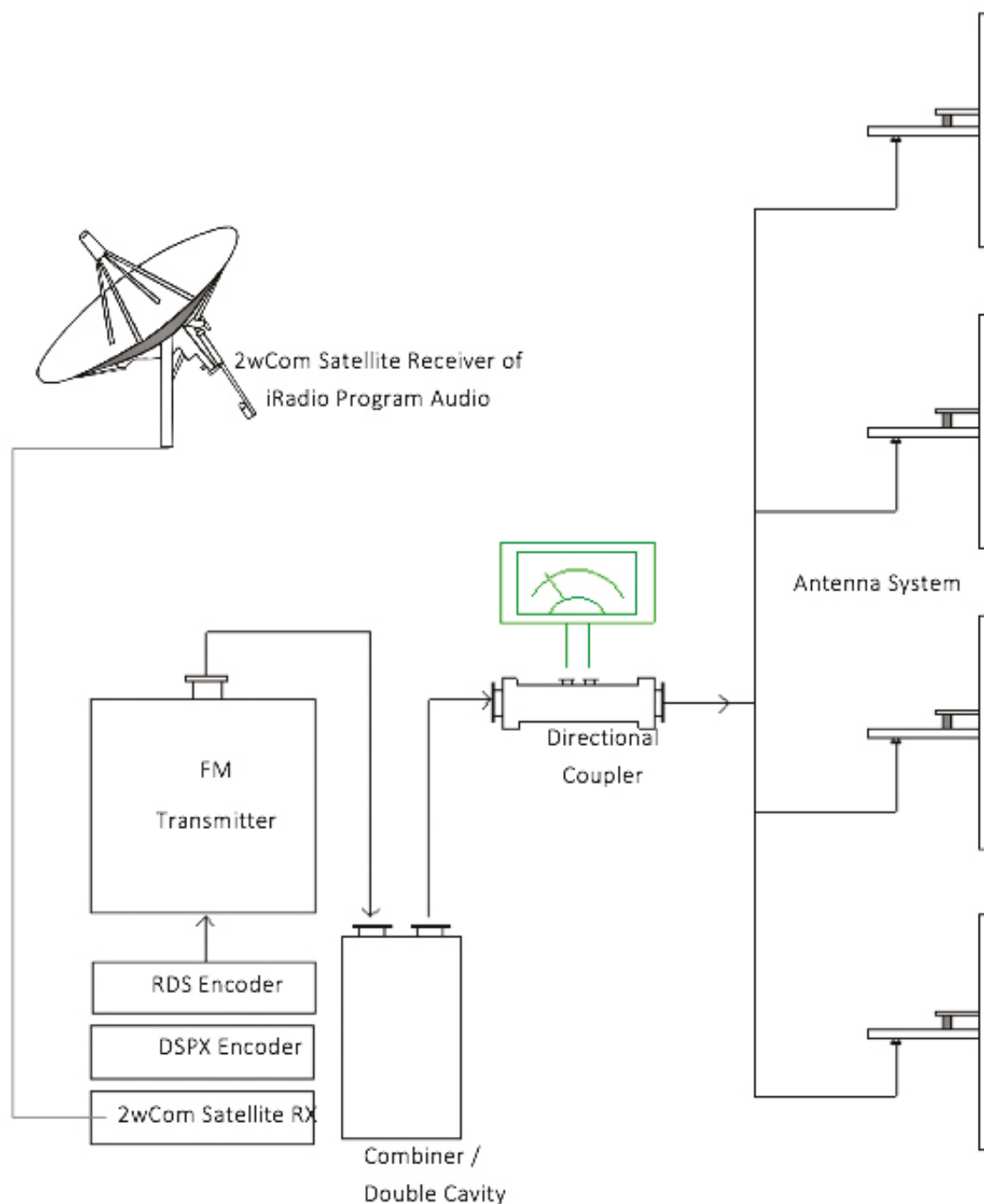
## 6.2.7

Itemised capital costs for the proposed transmission equipment including VHF transmitters, receivers, RDS encoders, band pass filters, directional couplers, feeder cable and antenna system, modulation limiter, radio links, building, heating, ventilation, standby power plant, antenna support structure and installation of all of the above. In cases where an existing transmission company is providing facilities, the capital and annual cost and details of the level of equipment and service is required. In cases where an applicant proposes to use existing transmission equipment, the age of the equipment proposed to be used, the life expectancy of the equipment and a plan, that includes costs, to replace and refurbish such equipment during the lifetime of any new contract must be provided.

All Transmission Equipment was purchased at the time of the initial licence and has been maintained in good working condition throughout the years of operation. Notwithstanding this, iRadio have set aside a Capex for upgrading all transmission equipment over the next two years as set out within this application financial section.

Site Name	Transmitter	Filter/Combiner	Directional Coupler	Licensed ERP
Achill	Elenos ETG500DR	Combined with 2RN antennas (Delta Mechanica combiner )	Sira directional coupler ADR-03/P	1500w
Aranmore	Eddystone XE300w	Eletrolink double cavity filter 32220060	Directional coupler DCC/1-N2	1000w
Carn Hill	Eddystone 7602 2Kw	Label Itlay - Double cavity filter LI-FDB/1005-S	Directional Coupler DCC/2-M	5000w
Castlebar	Eddystone 7601 1kw	Combined with 2RN antennas (Delta Mechanica combiner )	Sira directional coupler ADR-03/P	5000w
Clifden	BW TX300v2	Eletrolink double cavity filter 32220060	Directional coupler DCC/1-N2	2000w
Derrybrien	Eddystone 7602 2Kw	Electrolink Double Cavity filter 322203000	Directional Coupler DCC/2-M	5000w
Scalp	Eddystone 7602 2Kw	Electrolink Double Cavity filter 322203000	Directional Coupler DCC/2-M	5000w
Seanafastin	Eddystone XE300w	Eletrolink double cavity filter 32220060	Directional coupler DCC/1-N2	500w
Tonabrooky	Eddystone XE300w	Label Italy - Double cavity	Directional coupler DCC/1-N2	250W
Truskmore	Eddystone 7602 2Kw	Label Combiner	Directional Coupler DCC/2-M	5000W
	All sites would have the following:			
	Audessence Pro1 RDS encoder			
	BW DSPX-Mini stereo coder			
	2wCom Satellite receiver			
	All the Eddystone 76XX units have dual Eddystone XE30 exciters			

## iRadio Typical Installation across all Transmitter sites



### 6.2.8

Details of the technical expertise available to the applicant group.

iRadio employ a 'Head of Technical Solutions' with significant experience in IT and Technical services. Our Head of Technical Solutions is certified with Cisco, Microsoft, Citrix and Linux and has worked in within the Irish radio industry for over ten years.

In addition; iRadio employ a dedicated front end web developer who is highly skilled in the of application services along with in house IT.

iRadio enlist the services of a number of outside contractors, including; Broadcast Technical Services Limited for Studios, Transmission and Satellite Maintenance.

### Note: -

The BAI is not bound to accept any aspect of a transmission proposal and it is open to the BAI and ComReg to require alterations to any part of the transmission plan as part of contract negotiations with any successful applicant.

Care should be taken in selecting transmitter locations, particularly in urban areas, to avoid desensitising domestic receivers in the immediate area. Transmitters should therefore be located on elevated positions away from residential areas.

All VHF-FM transmitter installations must conform to the technical conditions set out in ComReg Technical Document 12/04a which is available on ComReg's website at [www.comreg.ie](http://www.comreg.ie).

# **SECTION 7**

## **ANALYSIS OF THE EXISTING MARKET PLACE**



# SECTION 7: ANALYSIS OF THE EXISTING MARKET PLACE

iRADIO



## 7.1 Analysis of the existing market place

### i) Performance of existing operators.

During an extended recession iRadio has out-performed its national and local rivals in terms of listenership. It has also achieved a strong lead in terms of loyalty and awareness.

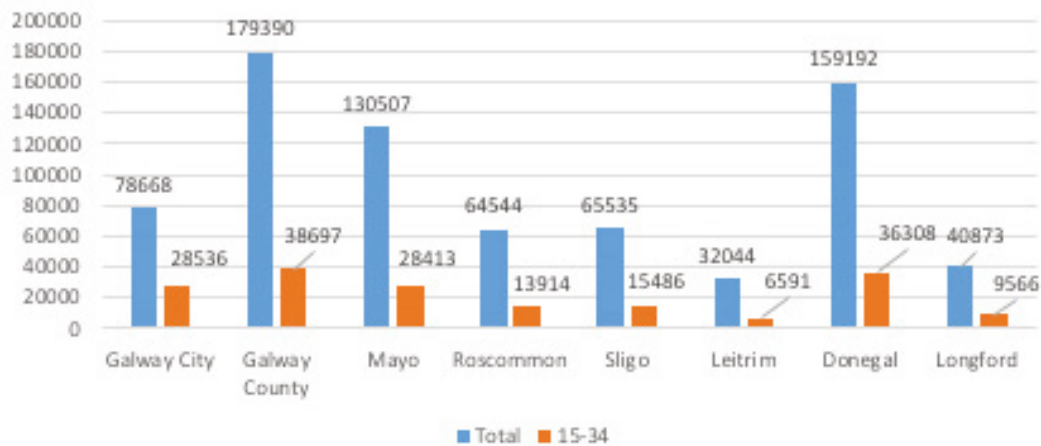
In the eleven year period that iRadio has been on-air, the country, and more specifically the North West region has experienced a severe economic downturn created by the most devastating recession in Irish history.

Today a recovery is underway but this recovery is disproportionately centred around Dublin. This is articulated by businesses operating in the region and the sentiment is reflected in the local print and broadcast media. Although growth has returned to the North West, it is at a much slower pace and the region still struggles with poor infrastructure in both transport and digital connectivity.

According to census 2016 the population of the North West is 750,753 which has increased moderately (by approximately 8,000) since 2011. Within that population number approximately 16% are aged between the ages of 15 and 34 while 21% are under the age of 15.

	Galway City	Galway County	Mayo	Roscommon	Sligo	Leitrim	Donegal	Longford	Total
Total	78668	179390	130507	64544	65535	32044	159192	40873	1557291
15-34	28536	38697	28413	13914	15486	6591	36308	9566	319168

## Demographics in NW



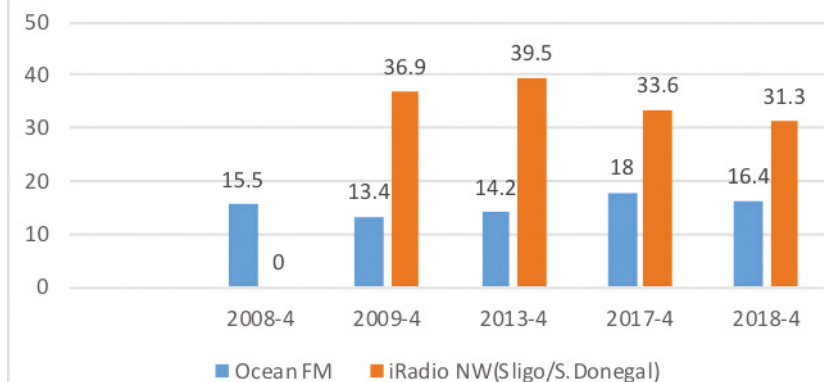
The main competition for iRadio in the 15-34 age cohort comes from two national music stations Today FM and RTÉ 2FM. Both of these stations have reworked their offering in recent years in an effort to recruit a younger audience. Competition is also presented by local heritage stations in the region such as Highland Radio and Midwest Radio, both of whom continue to post strong listenership figures across all age demographics.

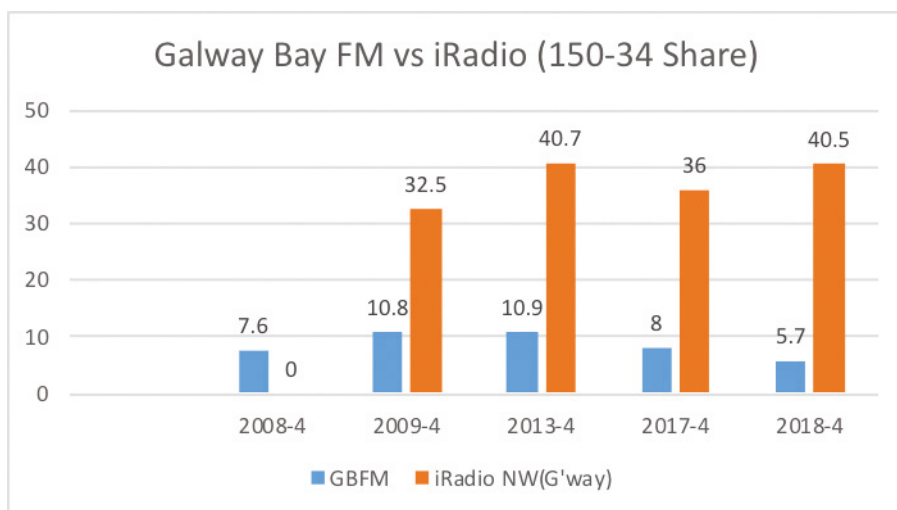
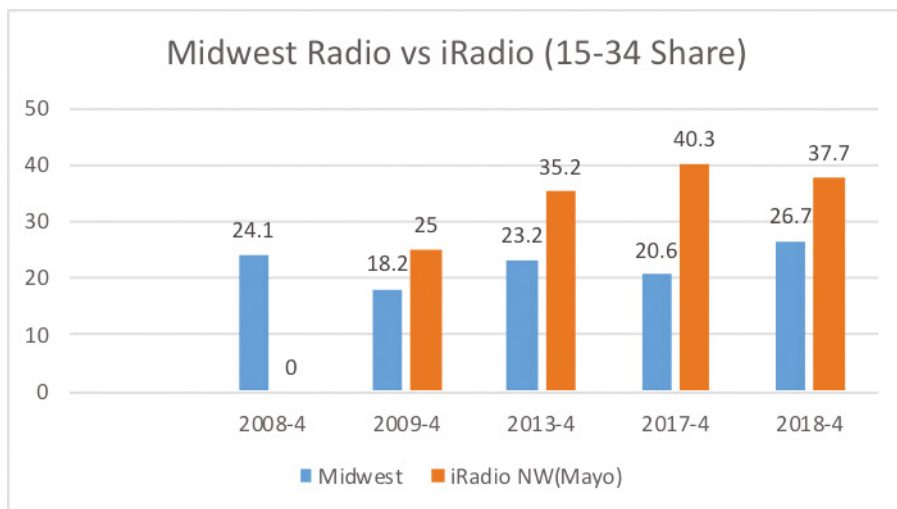
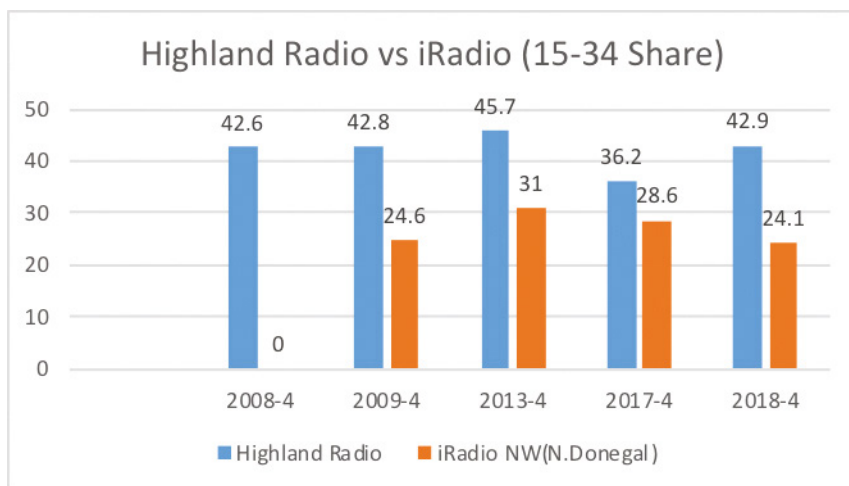
Before the launch of iRadio the region was served by five local stations. The figures outlined below show their performance and the impact that iRadio had on the 15-34 market segment.

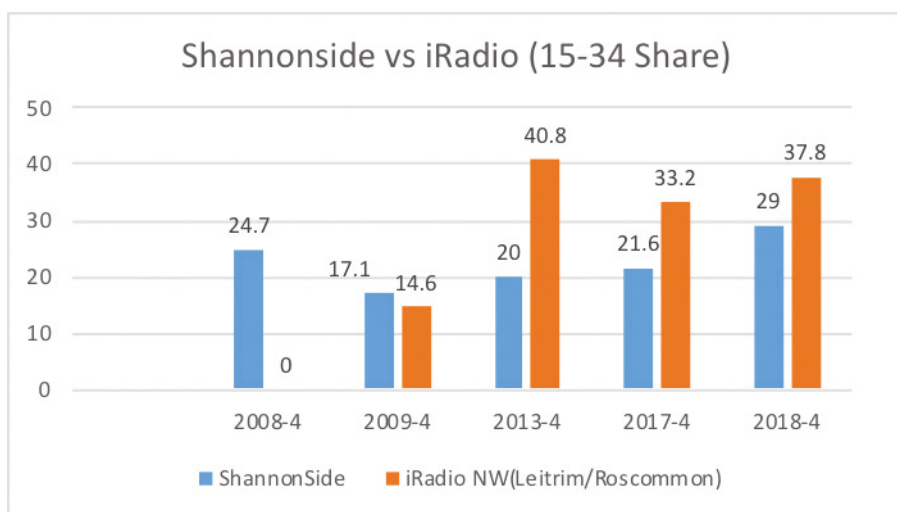
NORTH WEST 7am-7pm Share 15-34	2008 -4	2009 -4	2013 -4	2017 -4	2018 -4
Ocean FM	15.5	13.4	14.2	18	16.4
iRadio NW(Sligo/S.Donegal)	0	36.9	39.5	33.6	31.3
Highland Radio	42.6	42.8	45.7	36.2	42.9
iRadio NW(N. Donegal)	0	24.6	31	28.6	24.1
Midwest	24.1	18.2	23.2	20.6	26.7
iRadio NW(- Mayo)	0	25	35.2	40.3	37.7
GBFM	7.6	10.8	10.9	8	5.7
iRadio NW(G'way)	0	32.5	40.7	36	40.5
ShannonSide	24.7*	17.1	20	21.6	29
iRadio NW(Leitrim / Roscommon)	0	14.6	40.8	33.2	37.8

\*Shannonside/northern sound (no Shannonside only figure available.)

## Ocean FM vs iRadio (15-34 Share)

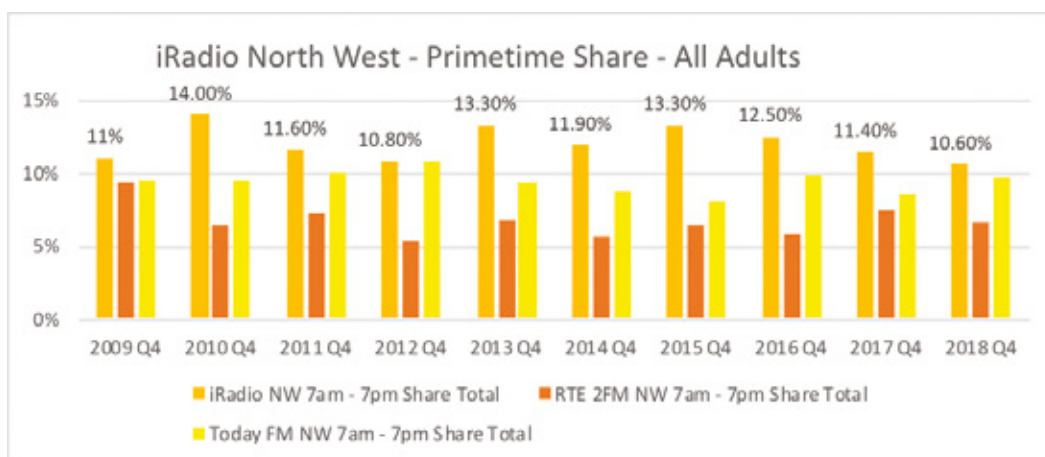


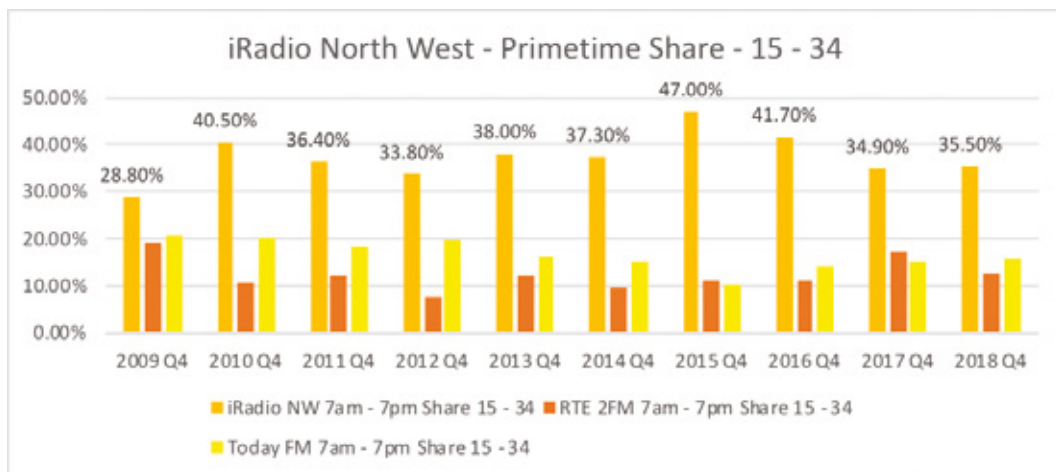




Traditionally (pre 2008,) RTÉ 2FM and Today FM would have been viewed as the ‘go to’ radio service for young people, the table below shows the impact iRadio has had since its launch.

Quarters	iRadio NW 7am - 7pm Share Total	RTÉ 2FM NW 7am - 7pm Share Total	Today FM NW 7am - 7pm Share Total	iRadio NW 7am - 7pm Share 15 - 34	RTÉ 2FM 7am - 7pm 7am - 7pm	Today FM 7am - 7pm Share 15 - 34
2009 Q4	11%	9.30%	9.60%	28.80%	19.10%	20.80%
2010 Q4	14.00%	6.40%	9.50%	40.50%	10.60%	20.20%
2011 Q4	11.60%	7.30%	10.10%	36.40%	12.10%	18.50%
2012 Q4	10.80%	5.40%	10.90%	33.80%	7.60%	19.60%
2013 Q4	13.30%	6.80%	9.30%	38.00%	12.20%	16.20%
2014 Q4	11.90%	5.60%	8.70%	37.30%	9.50%	15.20%
2015 Q4	13.30%	6.40%	8.10%	47.00%	11%	10.30%
2016 Q4	12.50%	5.80%	9.90%	41.70%	11.10%	14.20%
2017 Q4	11.40%	7.50%	8.60%	34.90%	17.30%	15%
2018 Q4	10.60%	6.60%	9.70%	35.50%	12.90%	16%

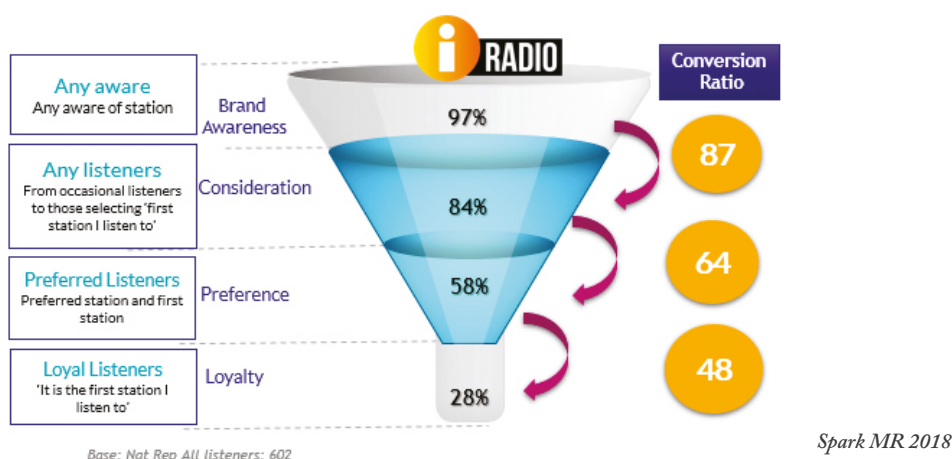




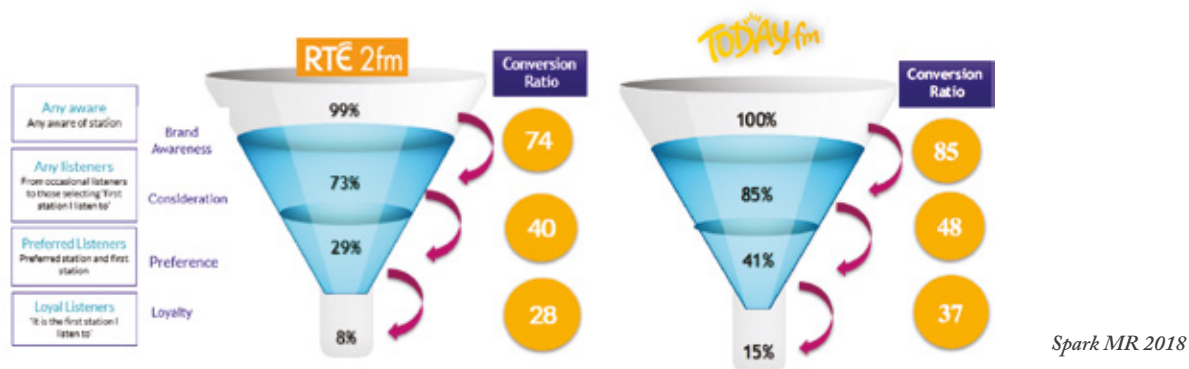
The success of iRadio among the 15-34 age group is evident from the data above. The station has both filled a gap in listener expectation and won them away from local and national competitors.

It is clear from research conducted by Spark Market Research that iRadio has engendered a sense of loyalty among its listeners.

The research carried out by Spark MR also confirms that with regard to awareness of and loyalty to, iRadio is ahead of the two national competitors.



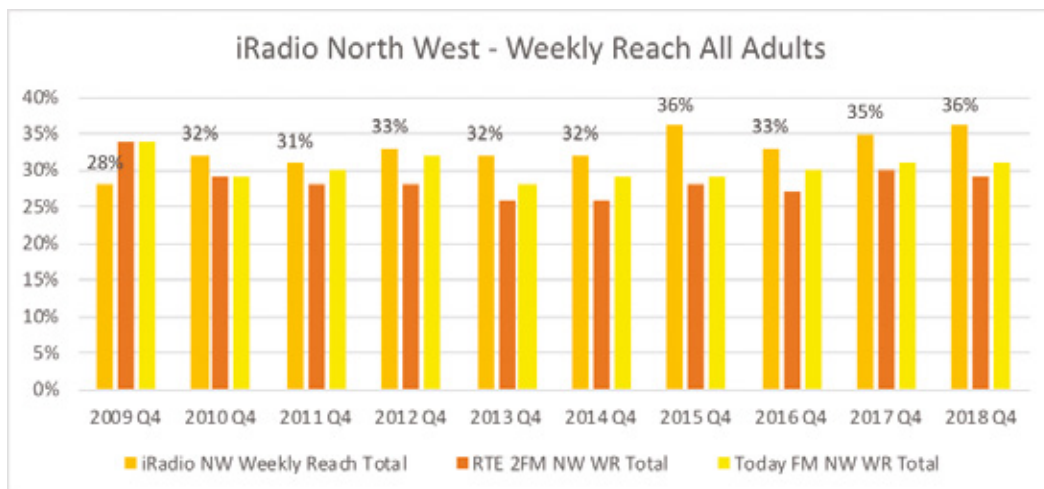
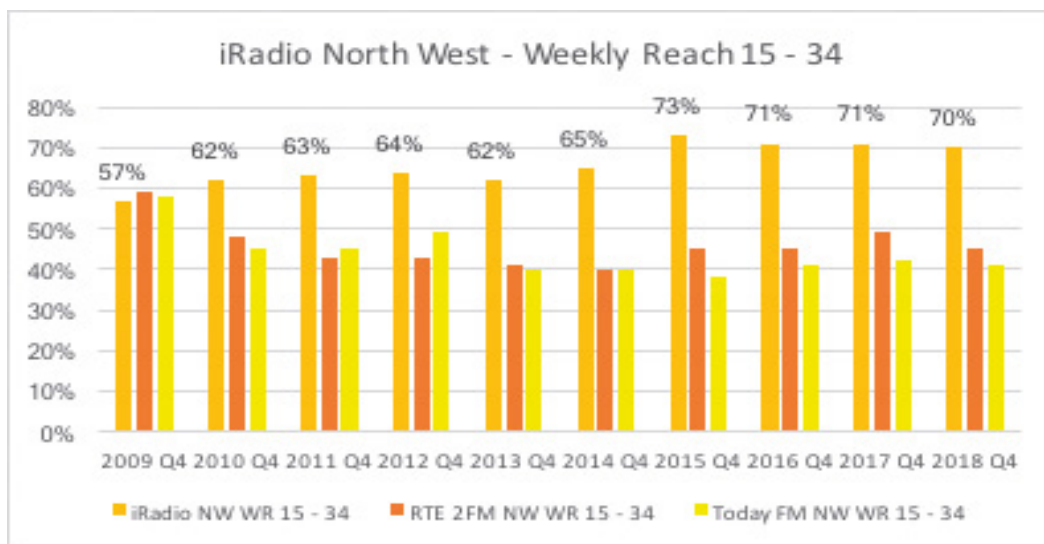
In contrast, the levels of 'loyalty' to both RTÉ 2FM and Today FM are much lower within the surveyed demographic.

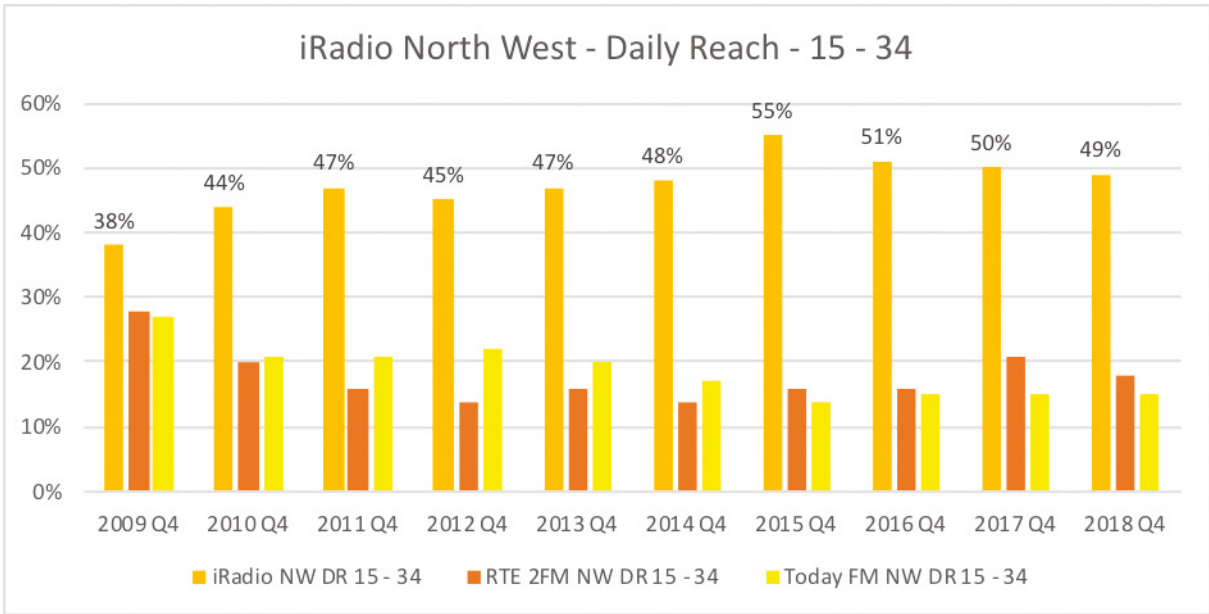
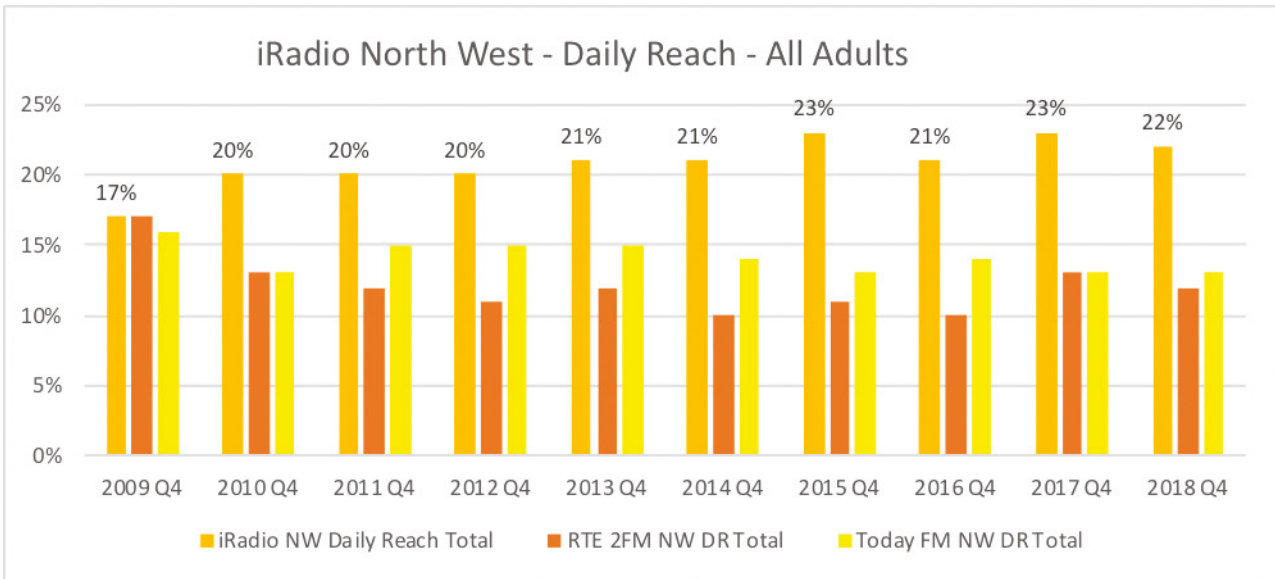


## ii) Audience ratings

iRadio currently reaches 134,000 listeners over the age of 15 in the North West every day while the Weekly Reach figure is 215,000. iRadio holds a Market Share in the North West of 10.6% (7am-7pm) and an Average Quarter Hour of 18,700. (Source ipsos MRBI JNLR 2018-4.) From the table below it can be observed that growth has been steady and consistent in both 15-34 and All Adult, most notably across the last five years.

North West Weekly Reach Quarters	iRadio NW Daily Reach Total	RTÉ 2FM NW DR Total	Today FM NW DR Total	iRadio NW DR 15 - 34	RTÉ 2FM NW DR 15 - 34	Today FM NW DR 15 - 34
2009 Q4	17%	17%	16%	38%	28%	27%
2010 Q4	20%	13%	13%	44%	20%	21%
2011 Q4	20%	12%	15%	47%	16%	21%
2012 Q4	20%	11%	15%	45%	14%	22%
2013 Q4	21%	12%	15%	47%	16%	20%
2014 Q4	21%	10%	14%	48%	14%	17%
2015 Q4	23%	11%	13%	55%	16%	14%
2016 Q4	21%	10%	14%	51%	16%	15%
2017 Q4	23%	13%	13%	50%	21%	15%
2018 Q4	22%	12%	13%	49%	18%	15%





iRadio’s success is clear across Daily Reach, Weekly Reach and Market Share, most notably in the 15-34 year old demographic. It’s clear to see how successful iRadio has been in providing a service for the under 35’s in the region.

iRadio has successfully managed to provide a music service with a focus on issues, current affairs and news in the region.

While local and national stations alike perform well in the North West it should be noted that iRadio substantially outperform all other radio stations in the target 15-34 demographic. This further emphasises the success of the station in its target demographic.

The Mediatique report commissioned by the Broadcasting Authority of Ireland and published in December 2017

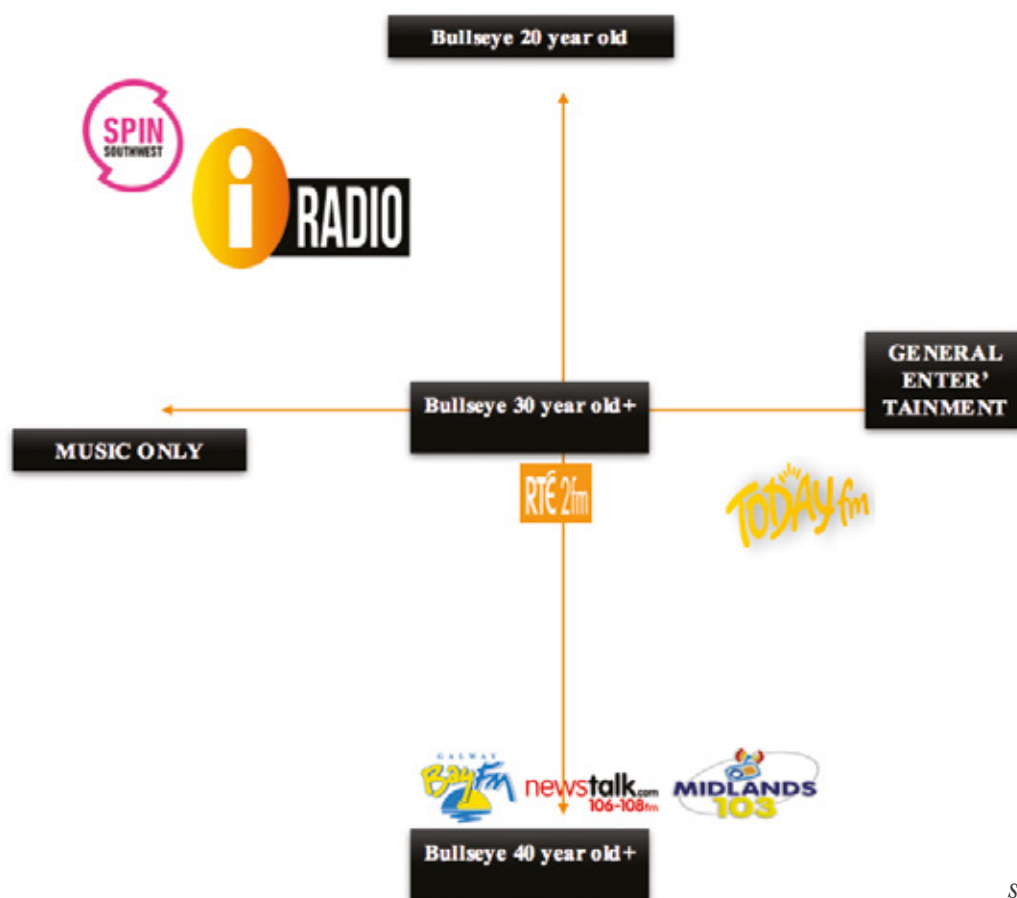
confirms the appetites for the regional youth stations among young people.

*The traditional popularity of non-national commercial stations among younger listeners also remains strong, although these listeners are increasingly likely to listen to non-national commercial stations other than their local stations, perhaps reflecting the role that regional stations such as iRadio, Spin South West and Beat 102-103 play in the market.*

(Relevant sections of this report are contained in appendix.)

To gain a better understanding of how our audience viewed us, we commissioned research from Spark MR. Our aim was to gain better understanding of how our audience viewed us within the Irish radio market.

Spark MR conducted 600 face to face interviews in Sligo, Galway, Athlone and Louth. Participants were questioned on their perceptions of the radio stations available to them. They were asked who felt each radio station catered for and what each radio stations focus was.



Spark MR 2018

The above diagram clearly demonstrates our success in reaching our core audience.

*"Irish radio is remarkably resilient, we're an oral and aural culture, full of storytellers and nowhere is that more clearly reflected than in our enduring love affair with radio. The latest listenership results that show 83% listen daily to radio and even more when you look at younger age cohorts, that you might think never lift their heads up from their phone screens, three quarters of 15-24 year old, still listen to radio daily."*

\*Carat report, October 2017  
'A 5-Minute Read To Bring You Up To Speed'  
(full article contained in appendix)

#### i) Advertising Revenue.

Over the last eleven years of operation iRadio has succeeded in establishing itself as a major force in the advertising market within its region. iRadio, with its Reach and Share figures enables advertisers, both local and national to connect with an audience that wasn't readily available to them

pre 2008. It has also been instrumental in developing a new industry sales house to bring efficiency to the sales process.

Pre 2008, local business reaching out to potential customers had limited choices if targeting a 15-34 year old market; advertise on a number of local radio stations or advertise with one of the national services. The first option was challenging to coordinate without the assistance of an agency, the second option was expensive and not as efficient in targeting listeners within the defined region. The opportunity iRadio created was to enable a business to connect with young adults across the North West region.

In delivering a service for 15-34 year olds, not only has iRadio succeeded in delivering a relevant and entertaining service for listeners, but it has provided new opportunities for business to reach out to their client base.

#### ii) Market Trends

The Mediatique report commissioned by the BAI and published in December 2017, reported that the Irish Radio advertising market reached a peak of approximately

€140m in 2007. Since then the market has declined by up to 30% with only small increases in the past few years. This is confirmed by a report from media agency Dentsu/ Carat in 2013. Their estimate is that the Radio market declined by 25% (€31 million) between 2009 and 2013. (Relevant sections of this report are contained in appendix.)

During the period of iRadio's eleven years of broadcast, the radio advertising market in the North West has also been challenging. This was not helped by increases in the unemployment rate from 6.5% in July 2008 to 14.8% in July 2012. Despite this challenging background iRadio has remained on air and committed to servicing its franchise area.

Ireland began to feel the initial effects of economic recovery in 2014 with some modest uplifts in advertising. Core Media reported advertising growth of 4.4% in 2014 followed by 2.2% in 2015, but the story changed again in 2016. Following the decision of the UK to leave the EU the market was characterised by uncertainty as marketing budgets were cut back and UK firms moved to protect their profits. This was felt across TV, Radio and Print. Meanwhile structural changes in media consumption drove revenue to on-line and digital platforms. Core Media reported that Irish 'Online' media spend grew 32.5% in 2016, 24.6% in 2017 and 7.7% in 2018.

To counteract these trends iRadio in 2013, along with Beat FM and Communicorp Ltd moved to create a new national sales house. iRadio was instrumental in the creation of 'Media Central'; encompassing iRadio North West, iRadio North East & Midlands, Beat 102103, Spin 1038, Spin South West and 98FM. The aim of this sales house was to highlight the strength of the independent sector offering and bring efficiency to the sales process. It has met with general approval among the media agencies.

The Mediatique report commissioned by the Broadcasting Authority of Ireland, published in December 2017 cites that *"While 2018 is forecast by agencies to be better for both radio and TV – in part reflecting an improving UK outlook as the Brexit uncertainties give way to actual outcomes – the broad pattern remains relatively challenged. In the five years ahead under consideration in this report, it will be hard to argue in favour of any improvement beyond flat growth between now*

*and 2022."*

At the time of writing, direct clients and agencies are concerned about how the terms of the UK exit from the EU will affect the marketplace. This combination of uncertainty and structure in audio consumption patterns will remain for the foreseeable future.

iRadio currently (2018) derives 42% of its total income (iRadio North West and iRadio North East & Midlands revenues combined) from local advertising, while national advertising (North West & North West & Midlands combined) accounted for 58% of revenue in 2018. This figure is broadly in line with iRadio's ongoing business model which looks to continue to achieve a 60/40 national/local revenue split. We would anticipate that our business model would remain the same in future years.

Notwithstanding this general uncertainty, iRadio and its board are optimistic that they can increase their share of advertising by investing in additional marketing and promoting the stations success to Dublin based media agencies.

## 7.2 DEMAND FOR THE TYPE OF SERVICE PROPOSED.

### 7.2.1

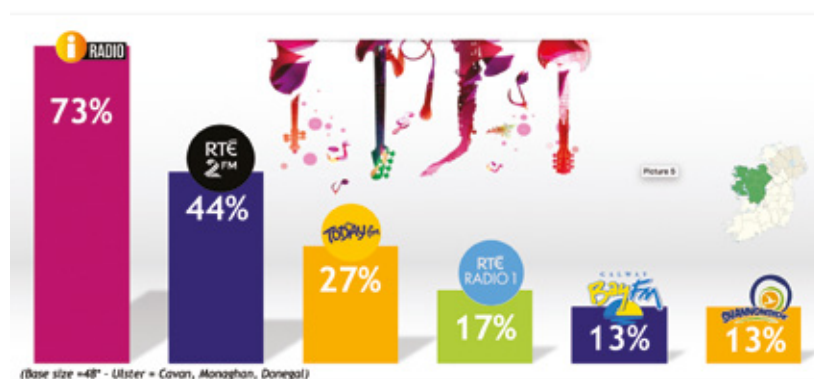
#### i)THE TARGET AUDIENCE FOR THE PROPOSED SERVICE.

iRadio's target audience is 15-34 year olds in our franchise area.

Since 2008 we have operated successfully in the North West and North East & Midlands franchise, currently broadcasting to 227,000 thousand adults (15+) each day (JNLR 2018-4, All Adult, NW & NEM combined figure,) with a Weekly Reach of 389,000 (JNLR 2018-4, All Adult, NW & NEM combined figure.)

Research conducted by Spark Market Research in 2017 demonstrated the huge appetite for, and satisfaction with, iRadio. It is the station of choice for 17-24 year olds in Ulster/Connacht region.

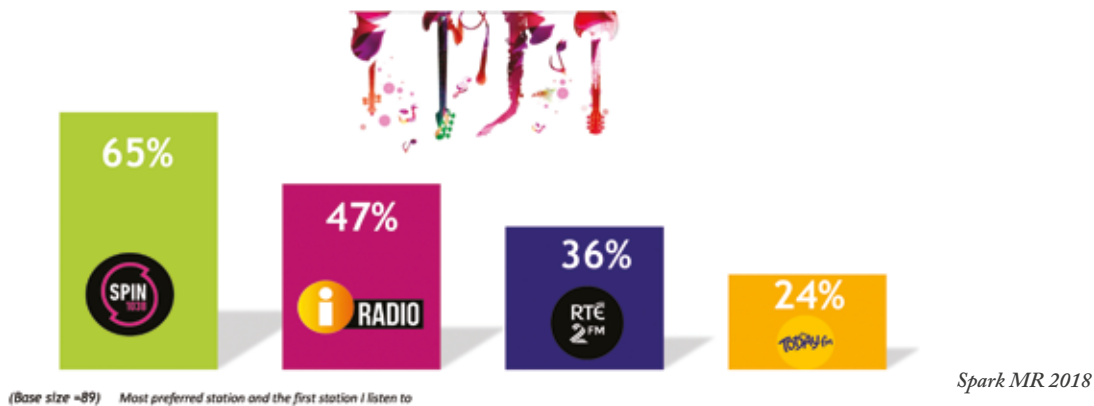
#### 2017 Listenership: Connacht and Ulster (Not NI)



Spark MR 2018

Results for iRadio were not as high in the same survey in the 'Leinster region,' but it should be noted that this survey includes counties Dublin, Wicklow, Wexford, Kilkenny and Carlow where iRadio does not broadcast.

### iRadio doing well for 18-24's in the North East and Midlands- however Spin ahead



In iRadio we are proud that our output is authentic. We will continue to talk to our listeners in a language that they understand about the issues that concern them. Our research with Spark MR examined the wants and needs of 15-24 year olds and 25-34 year olds within iRadio's broadcast regions. When we compared ourselves to competitor stations in Galway, Sligo, Louth and Athlone it was clear to see that our presenters and content resonates with our target audience.

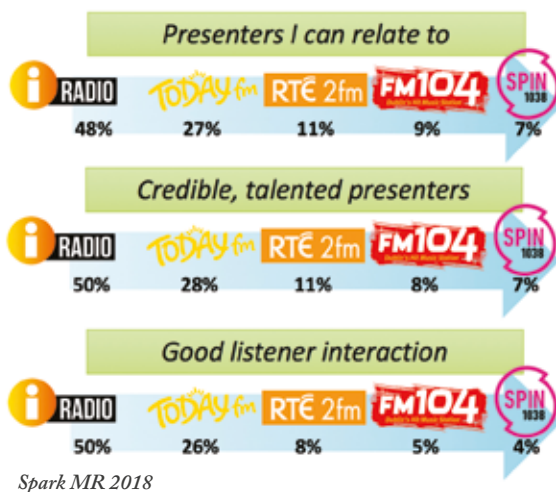
of the broad age demographic iRadio needs to appeal to and engage with, we have carefully constructed our schedule to ensure relevance across the age range and geographical range of the iRadio franchise.

#### ii) THE NATURE OF THE MARKET WHICH IS ANTICIPATED CAN BE ACHIEVED

iRadio's market will continue to be adults aged 15-34 in the counties of Galway, Donegal, Leitrim, Mayo, Sligo, Roscommon, Meath, Kildare, Westmeath, Cavan, Monaghan, Louth, Offaly and Laois. In keeping with our programming model, (in situ since 2013) we will, if successful, maintain a similar strategy for the future. This will provide a single consistent offering across the both North West and North East & Midlands franchise areas.

iRadio's success and substantial growth following the merging of programming services in 2013 is testament to an understanding of the audience across the two franchise areas. The various pieces of research we've carried out both externally (with Spark Market Research in 2017 and 2018) and recent online surveys, have confirmed to us the success of this strategy and its endorsement by our audience.

Ireland in 2019 is a society rich in diversity with a changing mix of cultures. The traditional status quo of Catholic Ireland is no more. We live in a world where belief systems and cultural influences are more varied than ever. Information is available at the touch of a button and the ability to 'broadcast' requires only an opinion and a connected phone or tablet. The media landscape has changed dramatically in the last eleven years. Since the original iRadio applications, referendums have been held and changes in our constitution implemented; children's rights have been amended, abortion services and same sex marriage have been legalised and blasphemy has been removed from the constitution.



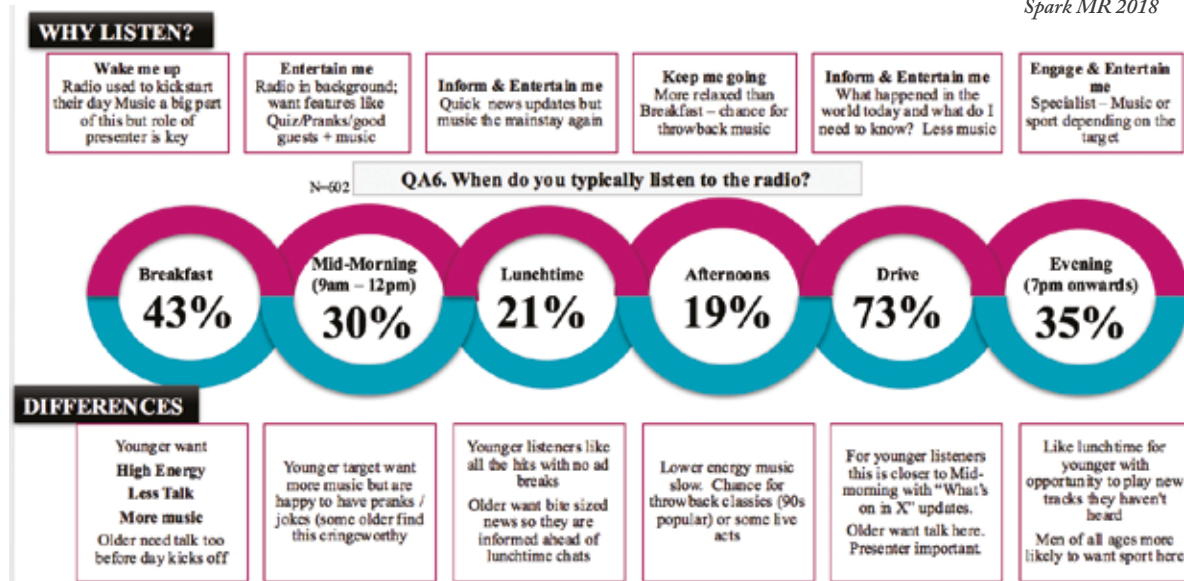
It is imperative to the continued success of iRadio post 2020 that we continue to recruit. We remain mindful that every year tens of thousands of young people in our region celebrate their 15th birthday and fall into iRadio's target market. Our aim, and our job as a broadcaster, is to have those listeners already aligned with the iRadio brand. On the other side of the coin each year tens of thousands of people in our region turn 35, we don't want them to feel they're suddenly 'too old' to be an iRadio listener. Acutely aware

When conducting research with Spark MR in 2018 in preparation for this application, we charged the research company with exploring attitudes within iRadio's key demographics with regard to diversity. We found that 15-34 year olds have an acceptance of the diverse Irish society in which they live. That iRadio, targeting young Irish people, should offer a diverse programming service is a given.

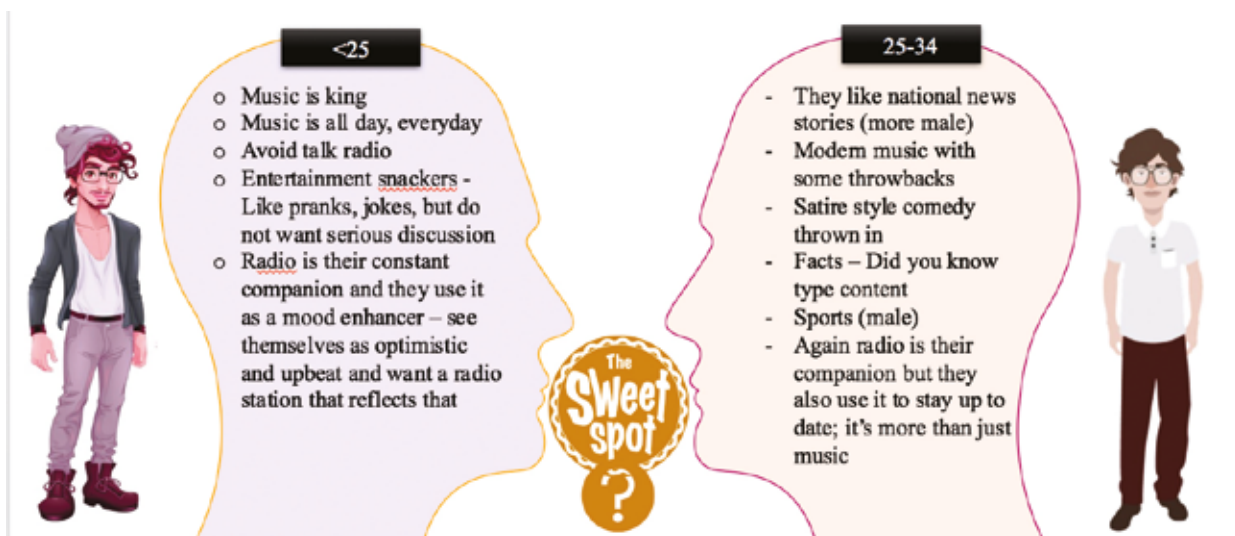
iRadio is proud that our current daytime schedule features a higher number of female presenters than males. All but one of our shows have a strong female presenter. Three of our seven day time shows are presented by a solo female presenter. iRadio believes strongly in encouraging females in the Irish media and broadcast industry and this is reflected in both our current schedule and our programming recruitment strategies.

There is also age diversity among our audience. While our research hasn't show any marked differences towards programming content by region, there are notable differences within iRadio's core 15-34 audience which can effectively be split into two cohorts; 15-24 and 25-34. The findings below outline what our audience have told us they want from iRadio across our schedule.

Spark MR 2018



For iRadio the constant challenge across the last eleven years has been to provide a service relevant and engaging to the diverse audience we cater for. Serving those needs and expectations is vital to the continued success of iRadio.



Spark MR 2018

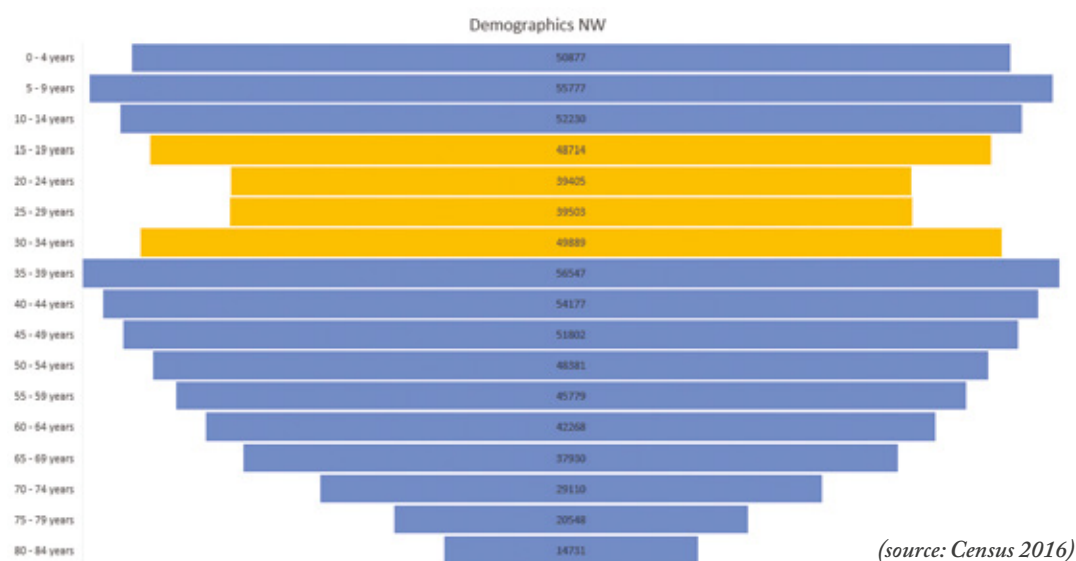
It's clear from the research that there is a variety of wants and needs among split between 15-24 and 25-34.

We will continue to be mindful of the different wants and needs of our audience and cater to those differing needs through diverse and inclusive programming outlined in section 5 of this application.

We will continue to use the research available to us to hone our programming strategy. JNLR findings will continue to aid us in understanding who our audience are within the various dayparts of our schedule.

During the work day our content will aim towards a slightly older audience while breakfast and drive shows will be mindful of a broader listening audience, and in particular younger listeners below the age of 15. The content and music will reflect this.

iRadio will be mindful of the large number of young people (circa 50,000 - census 2016) coming into the 15-34 year cohort inside the next eight years. In order to continue and build on iRadio's success to date it will be vital for iRadio to recruit younger listeners to maintain the reach and share we have achieved to date.



### iii)PROJECTED LISTENERSHIP RATINGS OVER THE FIRST THREE YEARS OF SERVICE

iRadio is confident we can continue to grow listenership figures in this new license period. Upon successful award of this new license iRadio will start with a strong and loyal listenership base. Our extensive research has demonstrated the huge appetite and satisfaction with the current iRadio model among our target audience in both the North West and the North East & Midlands.

We are conscious that standing still is not an option in a challenging and competitive market place. The board of iRadio have committed to invest in a major marketing strategy on renewal. This strategy will aim to drive listenership levels and we will target gains in Weekly Reach and Daily Reach.

We anticipate a modest, but steady growth across the first three years of broadcast under a new license outlined in the table to the right.

iRadio NW	Market Share 15-34	Daily Reach 15-34
2018-4	35.5	86,000
2019-4	36	88,000
2020-4	36.5	90,000
2021-4	37	91,000
2022-4	37	91,000

We will also seek to enhance our brand. We will enlist the help of marketing leaders to assist us in the further development of our visual presence. The research we have conducted has enabled us to gain further insights into our audience and we will use the information to aid us in our brand building and audience campaign.

We will create and boost awareness of iRadio across our broadcast region. In 2020, iRadio will commence its twelfth year of broadcast. To many of our 227,000 daily listeners, they don't remember a time when iRadio wasn't available to them. As we begin this new license phase it's an ideal time to set out our stall and reaffirm our goals.

- We will be the number one music station for young people in our region.
- We will be the 'go to' for news and current affairs that affect our audience
- iRadio will be synonymous with youth, adventure and fun, but will be socially responsible; providing resource and information to our listeners.
- We will align ourselves with the activities, pastimes and interests of our listeners.
- We will continue to be accessible to our listeners.
- We will 'Innovate, entertain and inform.'

We will include both traditional and new media in our 2020 brand awareness exercise. We will ensure we are promoting the iRadio brand in the places we know are listeners are, both in the real and online world. This campaign will be visible on billboard and public transport.

This will be supplemented by a series of major station promotions ranging from cash prizes, to holidays and notable charity drives. We will also use on-line media.

We will invest in a new audio imaging package to update and reinforce our strength in 'station sound.'

We will also invest in new technology and equipment ensuring our video, social media and online content is of the highest industry standard. In this way we will enhance our already high online reputation.

In preparing this application iRadio have conducted research with regard to our transmission network. We have identified a number of areas where there are issues with our signal. We have also received complaints from our listeners in regard to signal strength. We plan to invest in our transmission network and identify opportunities to improve our coverage.

#### **iv) INDICATE THE IMPACT AND SET OUT THE MEASURES THAT WILL BE TAKEN, IF THE LISTENERSHIP PROJECTIONS ARE NOT ACHIEVED.**

Across eleven years of broadcast iRadio has displayed a steady and consistent growth in All Adult, 15-34 and 20-44 year old.

Our one experience of decline was in 2015. Here the numbers peaked around the time of iRadio's infamous 'Three Strangers and A Wedding' which sparked interest nationally both nationally and internationally. Such was the interest the BBC World Service ran a piece on our social experiment.



As an organisation we learn from both our successes and our failures. Our social experiment taught us that Irish people buy into real life stories and their interest will peak around the area human emotion, especially where love may be involved.

iRadio's social experiment taught us a number of valuable lessons that we will take with us into this new license period. We learnt from our social experiment that as wonderful as the highs achieved through one off 'stunts' may be, those highs are difficult to maintain. Managing the listenership fall in 2016 was difficult, but we found a way to grow again. How you manage a fall is just as important as how you created the rise. We also learned that our audience believe it's probably best to get to know someone and spend some time together before you decide to marry them!

We will continue to invest in online and face to face surveys with members of our target audience. This will provide direction on our programming policies with regard to content, personalities and music.

We will embrace future advances in connectivity and technology while ensuring that we continue to operate not only on FM but on the platforms where our audience spend their time. This will include the social networks, the events, the streaming platforms.

We will continue to engage with external consultants to have balanced, outside assessment of our programming offering. These consultants will continue to work closely with station management on tweaks to programming, music, ideas and innovations to keep iRadio fresh and relevant.

#### **v) ADVERTISING, SPONSORSHIP AND OTHER FORMS OF REVENUE POTENTIAL EG. ON-ONLINE MEDIA ETC. FOR THE FIRST THREE YEARS ON AIR;**

iRadio is a profitable and successful radio station. It has a strong local sales team and is part of a national media house. Where appropriate we have sponsored our programming. We have supplemented our on air income with digital revenue initiatives which continue to be successful.

From a small base iRadio has built up a successful direct and

national sales client base. We will continue to develop the network across the period of this license.

Revenue streams will continue from traditional spot ad packages and sponsorships solutions, but new streams that have emerged in recent years will enable us to stay ahead of the chasing pack in a busy market. iRadio's sales account managers don't just simply book ads for their clients, in many cases they take on the role of a marketeer, working with clients to assist them with their marketing plan and provide the solutions

Social networks, particularly Facebook Live, provide additional revenue opportunities for iRadio as clients look to engage with niche audiences by utilising iRadio's listenership and large social media following. The power of iRadio's Reach, coupled with the vast number of Facebook followers and the ability to target content to users with specific interests has proven to be highly effective.

Our national sales house will continue to work to ensure we are meeting the needs of our agency clients

iRadio will continue to explore new opportunities with our online 'In Real Life' series. This will air in 2019; published on iRadio's social channels and providing on air content. Our first series which is currently in production will address the subject of 'Adult Acne,' specifically targeted at females in their mid to late 20's. This twelve part series will follow the struggles of living with acne as an adult, the treatments available and the role that social media and influencers play in the often false promotion of such products. The aim of this series will be to inform and educate.

We will use our first 'In Real Life' show as a show case to demonstrate iRadio's ongoing ability to connect with our target audience outside of our traditional FM frequency.

We will continue to capitalise on revenue streams around digital solutions and online content which ties in with our FM offering.

#### **vi) THE EXPECTED IMPACT OF THE PROPOSED SERVICE ON EXISTING SERVICES, BOTH IN THE SHORT AND MEDIUM TERM IN TERMS OF LISTENERSHIP AND REVENUE.**

##### **Listenership Impact**

It is our belief that iRadio has expanded the market by providing a dedicated service to 15-34 year olds. iRadio has met with listener and advertiser approval and is embedded in the franchise area.

Any further growth in listenership will impact minimally on the radio market

A continuation of the a combined iRadio service across the counties of Galway, Mayo, Longford, Roscommon, Leitrim, Donegal, Kildare, Laois, Meath, Cavan, Monaghan, Offaly and Westmeath will ensure our 227,000 daily listeners are

not disenfranchised.

##### **Revenue Impact**

We have expanded the choice for business and enterprise within our franchise area. After eleven years trading we are embedded in the local economy.

iRadio now has an established position and the revenue impact on existing stations (who serve different audiences) will be minimal.

## **7.2.2**

### **STRATEGIES FOR ACHIEVING PROPOSED LISTENERSHIP AND REVENUE TARGETS**

#### **i) CHANNELS OF DISTRIBUTION**

##### **Spot Advertising**

The iRadio sales team is aided by our Traffic Manager and Head of Commercial Production who play a pivotal role in ensuring our advertisements make it to air, in the correct place, at the correct agreed times and with the creative flare that provides the cut through required for an advertisement to stand out in a busy market. Spot advertising will continue to be iRadio's main form of revenue for the near future, however there are other elements at play to utilise all platforms available to us.

##### **Sponsorships & Solutions**

In 2018, the S+P market was worth approximately €18m. (IBI).

The total digital market in Ireland was worth approximately €445m gross in 2018 (Source IAB/PWC Online ad spend FY 2018), however the duopoly of Facebook and Google account for approx. 80% and their percentage is increasing exponentially year on year, any projected increase in the digital market should account for the realistic and actual share iRadio can play for.

The overall radio sponsorship market was worth circa €10m in 2018 (IBI/Livewire).

iRadio's dedicated Head of Commercial Integration focuses on Availability and Renewals of sponsorships across all stations with occupancy levels and pipeline being measured and reported on a regular basis. This role is key in tying both sales & programming together ensuring lines of communications between the creative team and the account manager are always clear. This allows sales to have a managed structure to maximise revenue and increase profitability.

The 'Head of Commercial Integration' is also charged with ensuring that all on air content is compliant and falls within 'the codes' set out by the 'Broadcasting Authority of Ireland.' They are trained in all aspects of sales requirements and bridge all communication between on air and off air. iRadio's focus is on growing yield and profitability of solutions across both regions based on how iRadio currently sell Solutions (Promotions and Digital), this strategy is selling on the strength of a station's audience as well as the platform focusing on a 360-degree offering.

The Market often talks about innovation solely in the context of cutting-edge technology, but futureproofing our business, not only iRadio but also Radio/Audio, is imperative to ensure our medium and revenue thrive. To this end iRadio have instigated and developed numerous products and projects beyond the scope of our on-air and online inventory. iRadio will continue to offer traditional forms of advertising on the station, however as a company we are always evolving and exploring new opportunities. Following investment in staffing in 2014 iRadio Creative Solutions was established. Today it employs a Creative Director, two Designers, a Front End Coder and Digital Content Creator. This enables iRadio to offer up to date communications solutions to clients marketing problems. Such as:

- Microsites
- Web Design
- Web Assets – Sky Scrapers, Tiles, Banners, Social Media, Mobile optimised advertising, video and creative solutions.

iRadio understands and demonstrates cross platform innovation and selling. Scale is required to compete and remain relevant and with 15 counties covered, we can ensure we are addressing our clients future needs.

In 2018 iRadio began to host 'Lunch & Learn' seminars for current and potential clients. The aim of the Lunch & Learn sessions was to educate and inform SME business owners to the benefits of creative lead selling and putting creativity in their campaign. Following the initial success of Lunch & Learn events in Kildare and Dundalk; iRadio have plans to hold similar events in Sligo, Donegal and Galway in the first quarter of 2019.

iRadio provides ongoing support and training in an ever-changing market to all sales personnel representing the station.

*iRadio North East & North West have been an integral part of the Vodafone radio mix over the last five years, allowing us to access and engage with core youth demographics in regions which had proven difficult in the past. Their understanding of their audience and their creative solutions have been greatly appreciated.*

**Jack Gilligan**  
Business Director

*"We have worked with iRadio for a number of years across multiple campaigns and they are vital part of our mix when targeting the youth market in the north east and west. iRadio bring a fresh approach to us to target the youth demographic which is a demo that is difficult to reach outside social media platforms"*

**Geoff McGrath**  
MD Starcom

## ii) SALES METHODS AND REPRESENTATIONS

iRadio is represented by two core sales teams focusing on Local and National.

### Local

The iRadio local team is split by region covering clients in the North East and the North West. Each team is managed by an experienced Team Leader with an in-depth knowledge of the region to their specific market. Each team is set targets to achieve in spot, sponsorship, promotions & digital revenue and focus their attention on each relevant area to compete in both a local and national market. iRadio is in a unique position by covering over half of the counties within Ireland. Therefore, it needs to be equipped to compete in a market against both local stations and National. This is done effectively by targeting each area & allowing sales to leverage their expertise within their domain.

iRadio has seen growth in local advertisers as it has established itself as an integral part of daily life to the Irish listener. The opportunities offered with a growing audience has allowed iRadio to entice clients on air & showcase the benefits of radio as an essential marketing tool.

With the addition of digital and cross platform offerings, iRadio has competed successfully in the local and national market, winning Best Regional Sales team 2014, 2015 and 2016 cementing their success in a competitive market.

The retention of key sales staff has also demonstrated the success the station has enjoyed to date, along with the retention of key clients, circa 85%. In an ever-evolving market, this has been a very positive outcome for a station competing in a clutter environment.

### National

iRadio's national business is managed through the sales house, Media Central. They are charged with representing iRadio to all Agencies within the Irish Market. Revenue is achieved through a mixture of station only advertising and a combined package. This combined package representing all stations under Media Central's remit (Today FM, Newstalk, Spin 1038, Spin South West, 98FM, Beat FM & Classic Hits), allows iRadio to compete on a larger scale in an aggressive market. By incorporating iRadio into this mix, we

can utilise the strength in numbers approach allowing us to benefit from scale.

### iii) PROPOSED RATES (SINGLE & UNIT PACKAGE; LOCAL AND NATIONAL) DISCOUNT AND CREDIT TERMS

IRADIO RATE CARD NW	TIMEBAND	SPOT RATE
PRIMETIME PACKAGE	07.00 - 19.00	€ 110
PACKAGE	SPOT RATE	TOTAL
14 SPOT PACKAGE	€ 110.00	€ 1,540.00
21 SPOT PACKAGE	€ 100.00	€ 2,100.00
28 SPOT PACKAGE	€ 90.00	€ 2,520.00
35 SPOT PACKAGE	€ 81.00	€ 2,835.00

TAP PACKAGE	07.00 - 24.00	€ 79
PACKAGE	SPOT RATE	TOTAL
14 SPOT PACKAGE	€ 79.00	€ 1,106.00
21 SPOT PACKAGE	€ 71.00	€ 1,491.00
28 SPOT PACKAGE	€ 64.00	€ 1,792.00
35 SPOT PACKAGE	€ 58.00	€ 2,030.00

### LOCAL TRADER

PRIMETIME	€66.00
TAP	€47.40

### TERMS & CONDITIONS:

FIXING CHARGES APPLY:	20% on spot rate
LOCAL TRADER	T&C'S apply, only available to clients with on location with in iRadio's broadcast region
CHARITY RATE:	50% discount on rate card, subject to availability
BONUS SPOTSA:	Available on bookings dependent on spend & commitment.

### iv) Promotion and Marketing Policy

iRadio will continue to invest in station promotion and marketing. We see online marketing (through social media platforms and relevant websites) as our prime focus for marketing to 15-34 year olds. However, we will continue to invest to ensure we continue to be visible on the ground across our franchise area. We will supplement this activity with ongoing targeted Facebook promotion.

As a station targeting young people we will continue to find new and innovate ways to be ever present on their phones and tablets. We intend to invest in the creation of a 'digital studio' inside the first twenty four months on the award of a new license. This studio will give us the ability to increase our presence on social media with original and bespoke content and enable our presenters to take their shows and their content beyond radio. In this way they can further engage with our audience.

iRadio will continue to be visible across our region. We will continue to use our street team 'The iTeam' to attend local and national events relevant to our listeners. In recent years we have invested in partnerships with Mondello Park and a number of race tracks; in the last number of years of broadcast we held numerous live music events with both new and established Irish bands; in 2018 alone we hosted a number of events across our broadcast area with the focus on artists and bands such as; Kodaline, Gavin James, Little Hours, Keywest, The Blizzards and Wild Youth.

Over the last eleven years we have hosted a number of live events in an effort to identify new and emerging Irish music talent. Between 2008 and 2012 iRadio hosted two 'Floorfillers' events where we encouraged local DJ's and producers to submit their original tracks, mixes and remixes. The prize, along with DJ equipment, was a weekly show on iRadio. Entries were judged by an internal panel of experts in Dance music within iRadio. Live events were held across the region with competitors challenged to perform a twenty minute live set in front of a live nightclub audience and iRadio's judging panel. The winner of 2010 Floorfillers, DJ Justij, still hosts a weekly dance music show on iRadio.

iRadio ran a similar initiative for bands and solo performers in 2011 & 2013 called 'iRocks.' Using the same mechanics as 'Floor Fillers,' iRadio invited local musicians to submit an original track or cover. This tracks were aired on iRadio's new music show 'First Play,' and live events across the region saw bands and solo artists alike perform in front of a live audience and a panel of experts (Including Steve Wall of 'The Walls.')

The most recent winner of 'iRocks,' Rofi James continue to make regular appearances of the main iRadio daytime playlist and have appeared as support to national and international acts at iRadio live music events, most recently as support to 'Wild Youth,' at an events in Letterkenny, Co. Donegal in December 2018.

On successful award of this license application iRadio will look to host similar initiatives to identify, promote and feature new and upcoming indigenous musical talent from

within our region.

iRadio have done notable work in 2016, 2017 and 2018 in partnership with both with commercial partners (LIDL and Sonas vitamins) along with station only activations to increase awareness and participation in Ladies Gaelic Football. We are committed to promotion and supporting women's sport. iRadio as of the time of application are in the process of signing up to support the 20x20 initiative for women in sport, aiming to increase media coverage of women's sports.

In the last number of years we have been heavily involved in a number of charity activations. We have worked closely with the ISPC, the Simon Community and Breast Cancer Ireland. iRadio will continue to align ourselves and support worthwhile causes within our franchise area which are relevant to our audience.

*We do not take lightly the influence that we have over young people and we want to continue to use that influence to help break down barriers and embrace the changing nature of Irish society.*

### 7.3 Overall Financial Strategy

Please detail your financial strategy over the first three- to five-year period. The strategy must detail how the applicant proposes to meet all pre-operational and subsequent funding requirements. The information provided will be used as a benchmark against which the financial performance of the service will be measured at a later date.

iRadio, and its holding company Wilton Radio Ltd, operate a successful and profitable business. We have overcome the economic challenges posed in the early years and now operate a sustainable business.

iRadio will meet all the initial funding requirements of the service from existing shareholder funds, banking facility and operational cash flow. These are set out in the 2019 budget set out in the answer to 7.6.

In holding two separate license for the North West and the North East & Midlands, iRadio currently operate and return separate accounts for iRadio & iRadio NEM. Upon successful award of this license, iRadio plan to operate one set of accounts incorporating both services. This is outlined in our financial projections in the confidential appendix.

The shareholders of the applicant have demonstrated a long term commitment to the service and will apply the same commitment to the continuation of the service under the proposed new license conditions.

The board recognise the ongoing requirement with regard to investment to fund new programming and marketing initiatives set out in Table B- Expenditure.

## 7.4

### Investment Proposal

Please provide details of the total funding requirements, and how these will be met, completing Tables A and B.

Details are contained in the confidential appendix.

## 7.5

Sources of Funding and Expenditure. Please detail or provide:

i) the various sources of funding outlined in Table A above;

Not applicable.

### 7.5.1

all borrowing facilities currently available to the company, or to the parent company in the case of inter-group funding and the extent to which they are currently drawn down (the amount and terms of all borrowings (repayment details, covenants etc.), any security provided and charges against the company's assets for other group company assets and the names and addresses of lenders and guarantors to any of the facilities)

Details of borrowing facilities are contained in the confidential appendix.

### 7.5.2

Any contingent liabilities and off-balance sheet financing arrangements.

Not applicable.

ii) the timeframe for capitalisation of the Applicant, specifying the amount of funding which will be put in place prior to contract, prior to launch and after the launch of the service.

All funding arrangements for the proposed services are in place as of the date of this application.

iii) statements of, or copies of agreements, from all proposed investors including details of the timing and amounts of finance to be made available

All shareholding funds required are in place through the existing investment in Wilton Radio LTD. A Copy of the current Shareholders Agreement is contained in the confidential appendix.

iv) the proportion of the capital expenditure provision that has been allocated to transmission, studio buildings, studio equipment, office fit out and other costs.

iRadio will continue to broadcast from our existing studios. The capital expenditure for transmission, studio buildings, studio equipment, office refurbishment, upgrade, and other costs has been considered and the facilities are in place, operational and fully funded. However, as outlined in 7.3 the Board of Wilton Radio agree that a figure of €200,000 should be acknowledged to cover any capital expenditure undertaken the new license.

	Year 1	Year 2	Year 3
Transmission	€55,000	€30,000	€25,000
Computers	€20,000		
Studio Equipment	€70,000		
<b>Total</b>	€145,000	€30,000	€25,000

## 7.6 Financial Projections

Please set out:

- i) Detailed projected profit and loss accounts for the first three years;
- ii) Detailed projected expenditure accounts by area of activity;
- iii) Detailed projected balance sheets for the first three years;
- iv) Detailed projected monthly cash-flow statements showing gross inflows and outflows for the first three years;
- v) A full listing of the underlying assumptions on which the financial projections are based, relating such assumptions clearly to other sections of the application;

Given Wilton Radio's operation of iRadio & iRadio NEM, this information has been compiled with financial

performance to date. This information is contained in the attached appendix.

### vi) The timeframe for achieving profitability

iRadio traded profitably in 2015, 2016, 2017 and 2018. iRadio North East became profitable in 2017, profitability continued in 2018.

The company forecasts profitability for the period of the new license. Information pertaining to such is contained in the financial projections contained in the confidential appendix.

### vii) Indicate what measures will be taken if the financial projections are not achieved (for example, commitments from shareholders for additional funds).

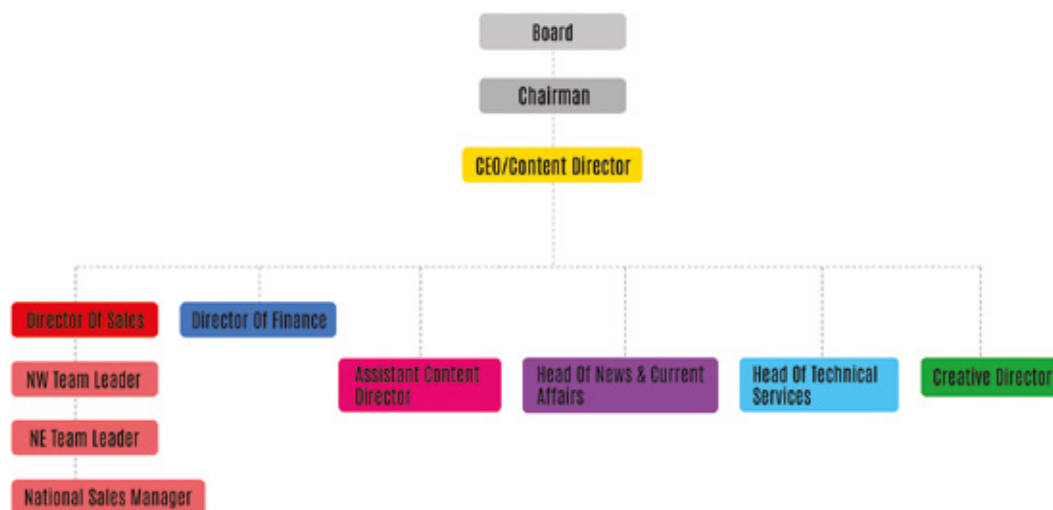
The shareholders of Wilton Radio across the last eleven years have fully supported the company through its development period under the licence agreements of iRadio North West and iRadio North East and Midlands. The company forecasts profitability for the period of the new license. If the financial projections are not achieved, within the shareholding group capacity exists for additional funding to be made available if necessary during the period of this new license.

## 7.7 Staffing Matters

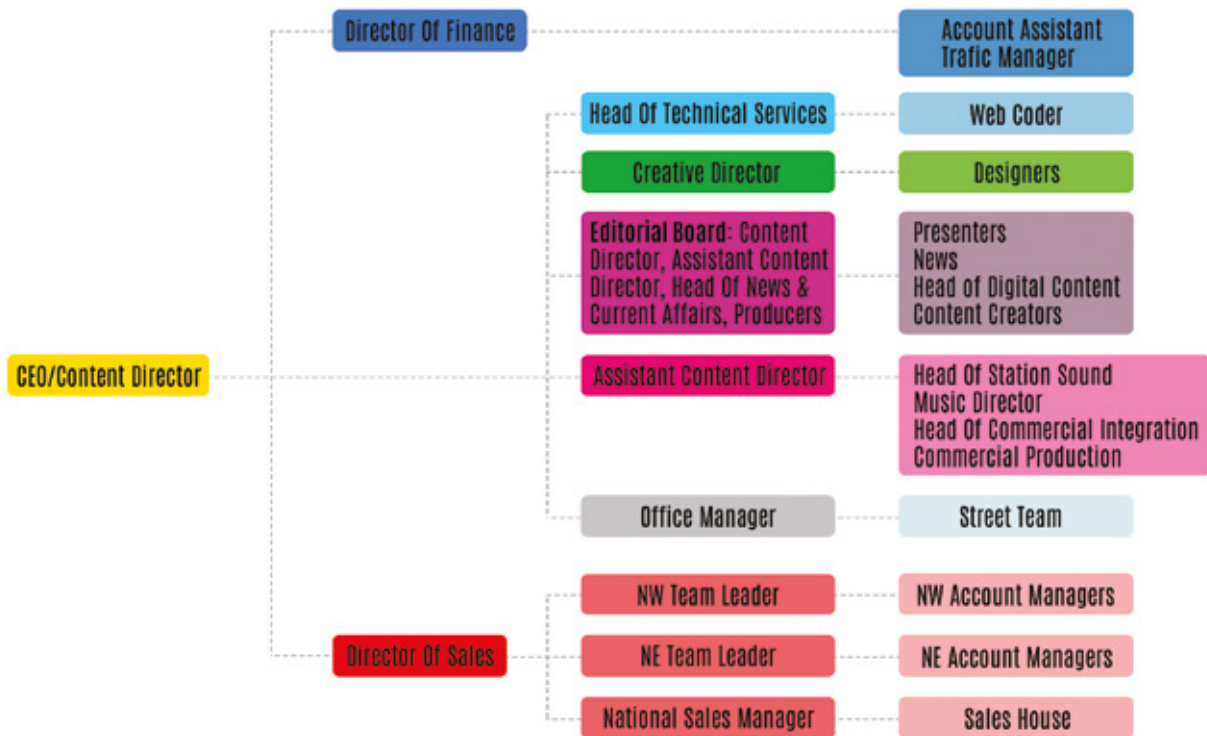
Please provide details of:

- i) the proposed staffing structure in diagrammatic form, clearly indicating the number and categories of staff employed for the operation of the proposed service and the basis of their employment (e.g. full-time, part-time, contract) for the new contract period (Note: the applicant should ensure this information is consistent with the other sections of the application, for example section 5 -programming);

## Management Structure



## All Staff Structure



## STAFF LIST

46

CEO & CONTENT DIRECTOR – Full Time  
 DIRECTOR OF FINANCE - FT  
 DIRECTOR OF SALES – FT

CREATIVE DIRECTOR – FT  
 SALES MANAGER, NATIONAL SALES – FT  
 LOCAL SALES TEAM LEADER X2 – FT  
 ASSISTANT CONTENT DIRECTOR/ PRESENTER – FT

HEAD OF NEWS & CURRENT AFFAIRS – FT  
 HEAD OF STATION SOUND – FT  
 HEAD OF TECHNICAL SOLUTIONS – FT  
 HEAD OF DIGITAL CONTENT/ PRESENTER – FT  
 HEAD OF COMMERCIAL INTEGRATION – FT  
 MUSIC DIRECTOR/PRESENTER – FT

PRESENTER FULL TIME X2 – FT  
 PRESENTERS PART TIME X2 – FT  
 NEWS JOURNALIST/ PRESENTER – FT

NEWS JOURNALIST – Part Time  
 SHOW PRODUCER X2 – FT  
 FREELANCE PRESENTERS X1 – FT  
 FREELANCE PRESENTERS X4 – PT

SALES ACCOUNT MANAGER X7 – FT  
 OFFICE MANAGER – FT  
 ACCOUNTS ASSISTANT – FT  
 TRAFFIC MANAGER – FT  
 COMMERCIAL PRODUCTION – FT

CONTENT CREATOR – FT  
 DESIGNER X2 – FT  
 WEB CODER X1 – FT

STREET TEAM X4 – PT

**ii) the proposed salary level for each full-time and part-time post identified under i) or ii) above**

The details of staff salaries are contained in the attached confidential Appendix

**iii) the applicant's industrial relations policy, including its policy on recognising trade union membership;**

iRadio's continued success will be down to the people behind the brand. These people are the voices, the creatives, the administration and the personalities that make iRadio. The company actively encourages progression from within and challenges each member of staff to work towards goals set annually, mutually agreed by both the company management and the employee.

All employees are asked to at all times adhere to the iRadio company handbook (attached in the appendix.) To ensure our Human Resources needs are handled with the upmost professionalism and in line with current employment law, we will continue to outsource our Human Resources to an external company of the highest industry standard. iRadio engaged the services of the Human Resources and Health and Safety firm 'Peninsula' in 2014.

We have an appointed health and safety officer within the station. We ensure that a number of staff members are up to date with current first aid skills. We will continue to outsource our health and safety needs to an external company ('Peninsula') to ensure the highest standards are adhered too.

**iv) Proposed policies in relation to staff remuneration and benefits, including pay agreements, pension and insurance schemes, etc**

In a competitive industry, remuneration to staff will remain attractive and in line with the market. Bonus structures will be put in place to incentivise continued success for the station by setting ambitious yet realistic JNLR targets for presenters.

Account managers, in addition to a competitive basic salary, will be incentivised with monthly commission-based targets agreed annually between account managers and management. These targets will be ambitious yet realistic. The CEO and Sales Managers will also be incentivised with a bonus scheme.

iRadio staff will be employed on a PAYE basis and paid electronically monthly. Holiday pay will be calculated in line with statutory requirements and staff retention will be encouraged through the reward of extra holiday entitlement each year, in line with an employee's length of service in the company.

**v) the proposed staff training and development policy and strategy, including the proposed annual budget;**

iRadio is a member of the 'Learning Waves Skillnet' programme and supportive of the work it does with regard to training and development within the Irish radio industry. iRadio will continue to avail of the resources offered by Learning Waves Skillnet and staff are encouraged to attend courses relevant not only to their roles within the radio station, but also those which may help develop their short to medium term ambitions within iRadio.

Over the past year iRadio has actively engaged with 'Learning Waves Skillnet' in an effort to help suggest and create new and innovative courses to help meet the needs of today's broadcasters and content creators. In mid 2018 iRadio welcomed Joanne Sweeney Burke of Digital Training Institute who hosted the inaugural 'Social Media Clinic.' The aim of this four-part session was to look carefully at how iRadio were using their social media channels to enhance the on air performance of the station and provide insights and expertise on how best to employ new strategies and resources.

In 2018 iRadio enrolled three members of staff in a diploma course 'Mobile Content for Radio.' The focus was on mobile journalism and online content creation. On successful completion of this course all three members of staff will hold a recognised diploma qualification.

In 2019 iRadio again enlisted the services of Joanne Sweeney Burke of 'Digital Training Institute.'

iRadio will continue to look globally and draw on the resources available to ensure that our on air staff continue to learn from experts from other markets. We will also continue to attend conferences and courses outside of Ireland, such as RadioDays Europe and Next Radio UK, that we feel will be of benefit to our staff.

iRadio will commit to budgeting €12,000 per year to ensure ongoing training of staff in all areas of broadcast, sales and digital media.

**vi) Proposals for the involvement of staff in share option schemes.**

Currently there is no share option scheme in place for iRadio staff.

iRadio offer a defined contribution pension scheme for all employees. iRadio also offer a death in service insurance to all full time employees on completion of six months' service with the company.

The company does not currently operate a health plan.

# **SECTION 8**

## **PROPOSED COMMENCEMENT OF BROADCASTING**



# SECTION 8: PROPOSED COMMENCEMENT OF BROADCASTING

## iRADIO



### 8.1 Readiness Date

Please indicate the commencement date envisaged for the service.

iRadio are currently a licensed broadcaster in this region and have been operating successfully in the franchise area since 2008. In the event of a new contract being awarded, iRadio are in a position to provide a continuation of service, ensuring no disruption of service to our audience.

### 8.2 Critical path analysis.

Please identify all actions and decisions and their timescale that the Applicant must carry out from the time of the award of the sound broadcasting contract to the on-air date.

Not applicable.



# **SECTION 9**

## **SUMMARY OF PROPOSALS**



# SECTION 9: SUMMARY OF PROPOSALS

iRADIO



*"We do not take lightly the influence that we have over young people and we want to continue to use that influence to help break down barriers and embrace the changing nature of Irish society."*

*"To many of our 227,000 daily listeners, they don't remember a time when iRadio wasn't available to them. As we begin this new license phase it's an ideal time to set out our stall and reaffirm our goals."*

- We will be the number one music station for young people in our region.
- We will be the 'go to' for news and current affairs that affect our audience
- iRadio will be synonymous with youth, adventure and fun, but will be socially responsible; providing resource and information to our listeners.
- We will align ourselves with the activities, pastimes and interests of our listeners.
- We will continue to be accessible to our listeners.
- We will 'Innovate, entertain and inform.'

**Mark Cunning**  
Chief Executive Officer, iRadio.

## 9.1 Staff

Please complete the information requested in the table below.

(Combined iRadio NW & NEM)

All Staff	Full Time	Part Time	Staff Costs	% of Total Expenditure
46	35	11		

## 9.2 Programming

**Programme Categories**  
Please outline the percentage of programming under each category for both the 7am-7pm and Total Broadcast Day time periods.

Category	7am-7pm	Total Broadcast Day
News & Current Affairs	14%	15%
Music	61%	65%
Speech	10%	5%
Advertisements	15%	15%

## Music Output

Please give an indicative list of the categories of music that will be aired and an average percentage for each having regard to the type of sound broadcasting service (i.e. [details of sound broadcasting service] e.g. Regional sound broadcasting service for the North West which must cater for a youth audience of 15-34 years.

Our music output will be in line with the appetite shown by our listeners. As we've learnt across our eleven years of broadcast, genres can evolve and change. Within the current music scene there are many genres which cross over and are not easily defined.

iRadio will continue to play the music our audience want to hear. In line with our current Programme Policy Statement iRadio will continue play a mix of all leading music styles and forge an upbeat and contemporary sound which sets us apart from existing stations.

Category	%
Music from the last two years	60%
Music from the period between two and ten years	26%
Music from ten to fifteen years	7%
Music older than fifteen years but not preceding 1990	7%

## Irish Music

Please indicate the percentage of Irish Music that will be broadcast, in the 7am-7pm period and across the total broadcast day.

7AM - 7PM	Total Broadcast Day
15%	20%

## 9.3 Market Analysis

### Daily Reach Projections

Please indicate the daily reach projections for the target audience and for all adults during the first three years of operation.

Target Audience (15-34 Years)	
YEAR 1	90,000
YEAR 2	91,000
YEAR 3	91,000

## Market Share Projections

Please indicate the market share projections for the target audience and for all adults during the first three years of operation.

Target Audience (15-34 Years)	
YEAR 1	36.5
YEAR 2	37
YEAR 3	37

### Ratio of Local/Direct to National/Agency Sales for the first five years of operation.

In line with iRadio's current model we aim to sustain an approximate 40/60 split between Local/Direct and National/Agency.

North West		
YEAR 1	39.76% Local 60.24% National	100%
YEAR 2	39.52% Local 60.48% National	100%
YEAR 3	39.18% Local 60.82% National	100%
YEAR 4	38.94% Local 61.6% National	100%
YEAR 5	38.94% Local 61.06% National	100%

## 30" Spot Rate

Please indicate the cost of a basic 30" Spot from 7am-7pm and for the Total Audience Package.

7am-7pm	Total Audience Package
€110	€79

## 9.4 Financial

### Investment Proposal

Please indicate the amount of funding that will come from the sources indicated below.

Table A	Funding	€
Share Capital		0
Loan Stock		0
Medium/Long Term Borrowing		0
Leasing/HP Facilities		0
Bank Overdraft		200,000
Other		531,349
		731,349

### Application of Funds

Please indicate the amount of funding that will be allocated to the categories below.

Table B	Expenditure	€
Capital expenditures		199,500
Other Pre Operational Expenditure		0
Working Capital (at on air date)		531,849
		0
		731,349

### Projected Profit and Loss (Summary)

Please provide the information requested in the table below.

PROFIT AND LOSS ACCOUNT	Dec-19	Dec-20	Dec-21	Dec-22	Dec-23	Dec-24
Gross Revenues						
Total Cost of Sales						
GROSS PROFIT						
Total Operating Expenses						
EBITDA						
Total Depreciation and Amortisation						
Other Income / Expense		-	-	-	-	-
EBT						
Capitalisation of Pre-Op Costs	-	-	-	-	-	-
NET INCOME / LOSS						
Corporate Income Tax						
NET INCOME / LOSS						