



ASIAN SOUND RADIO

Request to change Format

Consultation

Publication date: 24 November 2011

Closing date for responses: 22 December 2011

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Section 1

Executive summary

- 1.1 Ofcom has received a Format change request from Asian Sound Radio Ltd with regard to its service Asian Sound, which holds a local AM commercial radio licence for the East Lancashire area.
- 1.2 Asian Sound uses two AM frequencies to serve its Measured Coverage Area ('MCA'). The station's main 963 kHz frequency covers the majority of the MCA geographically, including the towns of Preston, Blackburn, Burnley, Rochdale and Bolton. A second transmitter on 1377 kHz covers the Manchester, Oldham and Stockport areas.
- 1.3 Asian Sound wishes to 'split' its frequencies and provide a different service, specifically targeting the Asian Arabic Muslim community, on 1377 kHz while continuing to provide the existing Asian Sound Radio service on 963 kHz.
- 1.4 A request for a Format change can be approved only if it satisfies at least one of the five criteria set out in section 106(1A) of the Broadcasting Act 1990 (as amended). The criteria are set out in full in Section 2 of this document.
- 1.5 We do not consider that Asian Sound's request meets criterion (a), that the departure would not substantially alter the character of service. As a result, we are required to consult on the request.
- 1.6 We are therefore seeking views on the request, having particular regard to the Format change criteria set out in the 1990 Broadcasting Act (as amended).

Section 2

Details and background information

- 2.1 Ofcom has received a Format change request from Asian Sound Radio Ltd with regard to its service Asian Sound, which holds a local AM commercial radio licence for the East Lancashire area.
- 2.2 Broadcasting from studios in Manchester, the station launched in June 1996. It has a Measured Coverage Area of 1.9 million adults (aged 15+).
- 2.3 Asian Sound uses two AM frequencies to serve its Measured Coverage Area ('MCA'). The main 963 kHz frequency covers the majority of the MCA geographically, including the towns of Preston, Blackburn, Burnley, Rochdale, Bolton and Oldham. A second transmitter on 1377 kHz covers the Manchester and Stockport areas (see MCA map at Annex 7).
- 2.4 Asian Sound wishes to 'split' its frequencies and provide a different service, specifically targeting the Asian Arabic Muslim community, on 1377 kHz while continuing to provide the existing Asian Sound Radio service on 963 kHz.

Existing Character of Service (as set out in Asian Sound Radio's published Format):

A LOCALLY ORIENTED MUSIC AND INFORMATION SERVICE FOR ASIAN LISTENERS IN EAST LANCASHIRE, WITH A MIX OF MUSIC. AT LEAST A THIRD OF THE OUTPUT WILL BE IN URDU AND HINDI, AND THE GUJERATI AND BENGALI SPEAKING COMMUNITIES WILL BE CATERED FOR.

The new Character of Service proposed by Asian Sound Radio, which would add the necessary permissions to provide a different programming service on 1377 kHz, is as follows:

A LOCALLY ORIENTED MUSIC AND INFORMATION SERVICE FOR ASIAN LISTENERS IN EAST LANCASHIRE, WITH A MIX OF MUSIC. AT LEAST A THIRD OF THE OUTPUT WILL BE IN URDU AND HINDI, AND THE GUJERATI AND BENGALI SPEAKING COMMUNITIES WILL BE CATERED FOR. ON THE 1377 kHz TRANSMITTER ONLY, A MUSIC-BASED SERVICE TARGETING THE ASIAN ARABIC MUSLIM COMMUNITY MAY BE BROADCAST.

- 2.5 This East Lancashire (AM) licence was awarded by the Radio Authority in July 1995. In addition to the winning application from Asian Sound Radio Ltd, there were three other applicants for the licence:

Sunrise East Lancs (Diamondnews Ltd)
Buzz 963 (East Lancs Broadcasting Co. Ltd)
Kismat Radio Ltd

- 2.6 Under section 106(1A) of the Broadcasting Act 1990 (as amended), Ofcom may consent to a change of a Format only if it is satisfied that *at least* one of the following five statutory criteria is satisfied:

(a) that the departure would not substantially alter the character of service

(b) that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons living the area or locality for which the service is licensed to be provided;

(c) that the departure would be conducive to the maintenance or promotion of fair and effective competition

(d) that there is evidence that, amongst persons living in that area or locality, there is a significant demand for, or significant support for, the change that would result from the departure; or

(e) that (i) the departure would result from programmes included in the licensed service ceasing to be made at premises in the area or locality for which the service is provided, but (ii) those programmes would continue to be made wholly or partly at premises within the approved area (as defined in section 314 of the Communications Act 2003 (local content and character of services)).

- 2.7 Even if Ofcom is of the opinion that the proposed change satisfies one of more of the statutory criteria above, there may be reasons (depending on the particular circumstances of the case) why Ofcom may not consent to the proposed change. The additional criteria to which Ofcom will have regard when exercising this discretion can be found at:
<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/>
- 2.8 Given that, for listeners to the 1377 kHz frequency, the change proposed by Asian Sound will affect the station's core programming proposition, and requires a significant rewording of its published Character of Service, we do not consider that Asian Sound's request meets criterion (a), that the departure would not substantially alter the character of service. Therefore, in accordance with section 106ZA of the 1990 Broadcasting Act, we are consulting on the request.
- 2.9 When considering whether criterion (b) is satisfied (*the change would not narrow the range of programmes available in the area by way of relevant independent radio services*), neither local DAB services nor BBC services 'count' as relevant independent radio services. The relevant independent radio services are those local analogue commercial and community stations which operate in the region, which are listed in Annex 8.
- 2.10 Annex 5 contains the Format change request submitted by Asian Sound, in which an argument is made that the output of the proposed new Asian Arabic Muslim service would still be distinctive within the Manchester area served by the 1377 kHz transmitter and that, therefore, criterion (b) is satisfied.
- 2.11 We are therefore seeking views on the request, having particular regard to the Format change criteria set out in Section 106 (1A) of the Broadcasting Act 1990 (as amended), as set out above.

Annex 1

Responding to this consultation

How to respond

- A1.1 Ofcom invites written views and comments on the issues raised in this document, to be made **by 5pm 22 December 2011**.
- A1.2 Ofcom strongly prefers to receive responses using the online web form at <http://stakeholders.ofcom.org.uk/consultations/asian-sound/howtorespond/form>, as this helps us to process the responses quickly and efficiently. We would also be grateful if you could assist us by completing a response cover sheet (see Annex 3), to indicate whether or not there are confidentiality issues. This response coversheet is incorporated into the online web form questionnaire.
- A1.3 For larger consultation responses – particularly those with supporting charts, tables or other data – please email: jon.heasman@ofcom.org.uk, attaching your response in Microsoft Word format, together with a consultation response coversheet.
- A1.4 Responses may alternatively be posted to the address below:
- Asian Sound Radio consultation
F.A.O. Jon Heasman
Manager, Commercial Radio Licensing
Ofcom
Riverside House
2A Southwark Bridge Road
London SE1 9HA
- A1.5 Note that we do not need a hard copy in addition to an electronic version. Ofcom will acknowledge receipt of responses if they are submitted using the online web form but not otherwise.
- A1.6 It would be helpful if your response could include direct answers to the question asked in this document, at Annex 4. It would also help if you can explain why you hold your views and how the proposals would impact on you.

Further information

- A1.7 If you want to discuss the issues and questions raised in this consultation, or need advice on the appropriate form of response, please contact Jon Heasman directly on 020 7783 4509.

Confidentiality

- A1.8 We believe it is important for everyone interested in an issue to see the views expressed by consultation respondents. We will therefore usually publish all responses on our website, www.ofcom.org.uk, ideally on receipt. If you think your response should be kept confidential, can you please specify what part or whether all of your response should be kept confidential, and specify why. Please also place such parts in a separate annex.

- A1.9 If someone asks us to keep part or all of a response confidential, we will treat this request seriously and will try to respect this. But sometimes we will need to publish all responses, including those that are marked as confidential, in order to meet legal obligations.
- A1.10 Please also note that copyright and all other intellectual property in responses will be assumed to be licensed to Ofcom to use. Ofcom's approach on intellectual property rights is explained further on its website at <http://www.ofcom.org.uk/about/accoun/disclaimer/>

Next steps

- A1.11 Following the end of the consultation period, Ofcom intends to publish a statement.
- A1.12 Please note that you can register to receive free mail Updates alerting you to the publications of relevant Ofcom documents. For more details please see: http://www.ofcom.org.uk/static/subscribe/select_list.htm

Ofcom's consultation processes

- A1.13 Ofcom seeks to ensure that responding to a consultation is as easy as possible. For more information please see our consultation principles in Annex 2.
- A1.14 If you have any comments or suggestions on how Ofcom conducts its consultations, please call our consultation helpdesk on 020 7981 3003 or e-mail us at consult@ofcom.org.uk . We would particularly welcome thoughts on how Ofcom could more effectively seek the views of those groups or individuals, such as small businesses or particular types of residential consumers, who are less likely to give their opinions through a formal consultation.
- A1.15 If you would like to discuss these issues or Ofcom's consultation processes more generally you can alternatively contact Graham Howell, Secretary to the Corporation, who is Ofcom's consultation champion:

Graham Howell
Ofcom
Riverside House
2a Southwark Bridge Road
London SE1 9HA

Tel: 020 7981 3601

Email Graham.Howell@ofcom.org.uk

Annex 2

Ofcom's consultation principles

A2.1 Ofcom has published the following seven principles that it will follow for each public written consultation:

Before the consultation

A2.2 Where possible, we will hold informal talks with people and organisations before announcing a big consultation to find out whether we are thinking in the right direction. If we do not have enough time to do this, we will hold an open meeting to explain our proposals shortly after announcing the consultation.

During the consultation

A2.3 We will be clear about who we are consulting, why, on what questions and for how long.

A2.4 We will make the consultation document as short and simple as possible with a summary of no more than two pages. We will try to make it as easy as possible to give us a written response. If the consultation is complicated, we may provide a shortened Plain English Guide for smaller organisations or individuals who would otherwise not be able to spare the time to share their views.

A2.5 We will consult for up to 10 weeks depending on the potential impact of our proposals.

A2.6 A person within Ofcom will be in charge of making sure we follow our own guidelines and reach out to the largest number of people and organisations interested in the outcome of our decisions. Ofcom's 'Consultation Champion' will also be the main person to contact with views on the way we run our consultations.

A2.7 If we are not able to follow one of these principles, we will explain why.

After the consultation

A2.8 We think it is important for everyone interested in an issue to see the views of others during a consultation. We would usually publish all the responses we have received on our website. In our statement, we will give reasons for our decisions and will give an account of how the views of those concerned helped shape those decisions.

Annex 3

Consultation response cover sheet

- A3.1 In the interests of transparency and good regulatory practice, we will publish all consultation responses in full on our website, www.ofcom.org.uk.
- A3.2 We have produced a coversheet for responses (see below) and would be very grateful if you could send one with your response (this is incorporated into the online web form if you respond in this way). This will speed up our processing of responses, and help to maintain confidentiality where appropriate.
- A3.3 The quality of consultation can be enhanced by publishing responses before the consultation period closes. In particular, this can help those individuals and organisations with limited resources or familiarity with the issues to respond in a more informed way. Therefore Ofcom would encourage respondents to complete their coversheet in a way that allows Ofcom to publish their responses upon receipt, rather than waiting until the consultation period has ended.
- A3.4 We strongly prefer to receive responses via the online web form which incorporates the coversheet. If you are responding via email, post or fax you can download an electronic copy of this coversheet in Word or RTF format from the ‘Consultations’ section of our website at www.ofcom.org.uk/consult/.
- A3.5 Please put any parts of your response you consider should be kept confidential in a separate annex to your response and include your reasons why this part of your response should not be published. This can include information such as your personal background and experience. If you want your name, address, other contact details, or job title to remain confidential, please provide them in your cover sheet only, so that we don’t have to edit your response.

Cover sheet for response to an Ofcom consultation

BASIC DETAILS

Consultation title: Asian Sound Radio consultation

To (Ofcom contact): Jon Heasman

Name of respondent:

Representing (self or organisation/s):

Address (if not received by email):

CONFIDENTIALITY

Please tick below what part of your response you consider is confidential, giving your reasons why

| | | | |
|----------------------|--------------------------|---|--------------------------|
| Nothing | <input type="checkbox"/> | Name/contact details/job title | <input type="checkbox"/> |
| Whole response | <input type="checkbox"/> | Organisation | <input type="checkbox"/> |
| Part of the response | <input type="checkbox"/> | If there is no separate annex, which parts? | <input type="checkbox"/> |

If you want part of your response, your name or your organisation not to be published, can Ofcom still publish a reference to the contents of your response (including, for any confidential parts, a general summary that does not disclose the specific information or enable you to be identified)?

DECLARATION

I confirm that the correspondence supplied with this cover sheet is a formal consultation response that Ofcom can publish. However, in supplying this response, I understand that Ofcom may need to publish all responses, including those which are marked as confidential, in order to meet legal obligations. If I have sent my response by email, Ofcom can disregard any standard e-mail text about not disclosing email contents and attachments.

Ofcom seeks to publish responses on receipt. If your response is non-confidential (in whole or in part), and you would prefer us to publish your response only once the consultation has ended, please tick here.

Name

Signed (if hard copy)

Annex 4

Consultation question

Q1. Should Asian Sound Radio Ltd be permitted to make its proposed changes to the Format of Asian Sound Radio, with particular regard to the statutory criteria set out in Section 2 of this consultation document ? (Section 106 (1A) of the 1990 Broadcasting Act, as amended, relating to Format changes).

Annex 5

Request to change the Format of Asian Sound Radio

| | |
|--|----------------------------|
| Date of request: | 15 November 2011 |
| Station Name: | Asian Sound Radio |
| Licensed area and licence number: | AL183-1 East Lancashire |
| Licensee: | Asian Sound Radio Limited |
| Contact name: | Shujat Ali |

Details of requested change(s) to Format

| | |
|---|--|
| Character of Service <i>Complete this section if you are requesting a change to this part of your Format</i> | Existing Character of Service: A LOCALLY ORIENTED MUSIC AND INFORMATION SERVICE FOR ASIAN LISTENERS IN EAST LANCASHIRE, WITH A MIX OF MUSIC. AT LEAST A THIRD OF THE OUTPUT WILL BE IN URDU AND HINDI, AND THE GUJERATI AND BENGALI SPEAKING COMMUNITIES WILL BE CATERED FOR. |
| | Proposed new Character of Service: A LOCALLY ORIENTED MUSIC AND INFORMATION SERVICE FOR ASIAN LISTENERS IN EAST LANCASHIRE, WITH A MIX OF MUSIC. AT LEAST A THIRD OF THE OUTPUT WILL BE IN URDU AND HINDI, AND THE GUJERATI AND BENGALI SPEAKING COMMUNITIES WILL BE CATERED FOR. ON THE 1377 kHz TRANSMITTER ONLY, A MUSIC-BASED SERVICE TARGETING THE ASIAN ARABIC MUSLIM COMMUNITY MAY BE BROADCAST. |
| Programme sharing and/or co-location arrangements <i>Complete this section if you are requesting a change to this part of your Format</i> | Current arrangements: Asian Sound Radio is broadcast across the areas served by both 963 and 1377kHz transmitters. The Asian Arabic Muslim service (Muslim Lifestyle) is new to analogue radio broadcasting. |
| | Proposed new arrangements: When Muslim Lifestyle is broadcast on 1377kHz it will be a simulcast of the Manchester DAB content. This is provided by ASR Networks in Manchester and shares facilities with Asian Sound Radio. |

| | | | | | | | |
|---|---|--|-----------|---------------------------|--|-----------------------------|---|
| | Further detail is available in our application for the service on the Manchester DAB multiplex, the programming section of which appears below. | | | | | | |
| <p>Locally-made hours and/or local news bulletins</p> <p><i>Complete this section if you are requesting a change to this part of your Format</i></p> | <p>Current obligations:</p> <table border="1"> <tr> <td>Service duration</td> <td>24 hours</td> </tr> <tr> <td>Locally-made hours</td> <td>At least 4 hours a day during daytime weekday and weekends. (In all, at least ten hours of weekday daytime programming should be broadcast from within the station's nation)</td> </tr> <tr> <td>Local news bulletins</td> <td>At least hourly at peak time weekdays and weekends. Outside peak, UK-wide, nations and international news should feature.</td> </tr> </table> | Service duration | 24 hours | Locally-made hours | At least 4 hours a day during daytime weekday and weekends. (In all, at least ten hours of weekday daytime programming should be broadcast from within the station's nation) | Local news bulletins | At least hourly at peak time weekdays and weekends. Outside peak, UK-wide, nations and international news should feature. |
| | Service duration | 24 hours | | | | | |
| | Locally-made hours | At least 4 hours a day during daytime weekday and weekends. (In all, at least ten hours of weekday daytime programming should be broadcast from within the station's nation) | | | | | |
| | Local news bulletins | At least hourly at peak time weekdays and weekends. Outside peak, UK-wide, nations and international news should feature. | | | | | |
| | <p>Proposed new obligations:</p> <table border="1"> <tr> <td>Service duration</td> <td>No change</td> </tr> <tr> <td>Locally-made hours</td> <td>No change</td> </tr> <tr> <td>Local news bulletins</td> <td>No change.</td> </tr> </table> | Service duration | No change | Locally-made hours | No change | Local news bulletins | No change. |
| | Service duration | No change | | | | | |
| Locally-made hours | No change | | | | | | |
| Local news bulletins | No change. | | | | | | |

The holder of an analogue local commercial radio licence may apply to Ofcom to have the station's Format amended. Any application should be made using the layout shown on this form, and should be in accordance with Ofcom's published procedures for Format changes (available on our website at <http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/>)

Under section 106(1A) of the Broadcasting Act 1990 (as amended), Ofcom may consent to a change of a Format only if it is satisfied that *at least* one of the following five statutory criteria is satisfied:

- (a) *that the departure would not substantially alter the character of the service;*
- (b) *that the departure would not narrow the range of programmes available by way of relevant independent radio services to persons living the area or locality for which the service is licensed to be provided;*
- (c) *that the departure would be conducive to the maintenance or promotion of fair and effective competition*
- (d) *that there is evidence that, amongst persons living in that area or locality, there is a significant demand for, or significant support for, the change that would result from the departure; or*
- (e) *that (i) the departure would result from programmes included in the licensed service ceasing to be made at premises in the area or locality for which the service is*

provided, but (ii) those programmes would continue to be made wholly or partly at premises within the approved area (as defined in section 314 of the Communications Act 2003 (local content and character of services)).

Only one of these five criteria need be satisfied in order for Ofcom to consent to the proposed change. However, even if Ofcom is of the opinion that the proposed change satisfies one or more of the statutory criteria, there may be reasons (depending on the particular circumstances of the case) why Ofcom may not consent to the proposed change. The additional criteria to which Ofcom will have regard when exercising this discretion can be found at:

<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/>

Applicants should note that, under section 106ZA of the same Act (as amended), a proposed change that *does not* satisfy the first or last of these criteria (i.e. a change that Ofcom considers *would* or *could* substantially alter the character of the service, or does not relate to the origin of locally-made programmes) must, if it is to be considered further under any of the other three criteria, be consulted upon. #.

In the event that Ofcom receives a request for Format change and considers that criterion (a) or (e) is *not* satisfied, it will seek confirmation from the applicant as to whether it wishes to proceed with the request (and, if so, whether it wishes to amend or replace its submission in light of the necessity to make it public).

Please set out the statutory criterion, or criteria, set out in section 106(1A) of the Broadcasting Act 1990 that you believe is/are satisfied in relation to this Format change request, and the reasons for this:

The format of the Asian Arabic Muslim service will be the same as is broadcast on the Manchester DAB multiplex, which is as follows:

The service will be largely music-based, offering a variety of Muslim lifestyle Programming contents in a general light radio entertainment, sociable and interactive fun way.

- Output will typically comprise 70% music and 30% speech ('speech' excludes Advertising, Sponsorship programme/promotional trails and sponsor credits).
- Speech output will be a magazine-style schedule offering general information such as on health, employment and education issues, local and community news and current affairs, debate and discussion programming, interviews, Radio stories for children and other information and features of interest and relevance to the target Muslim community.

Also some religious output:

Islamic knowledge shows in a non-denominational format; discussion of religious Topics. (Contributing to peace & unity by Inter-faith Activities).

- The music/nasheed output will be generally Asian English Arabic -based, generally acoustic, offering classical Asian English Arabic and western instrumental music, devotional vocal songs, easy listening Indian and Pakistani, world music and a small amount of western music. (ASR Radio music will be uplifting and humanitarian).
- Output will be broadcast in main in English, with elements of the following languages Urdu, Arabic, Punjabi, Pahari, Swahili, Bengali, and Pushto as well as

other community languages as appropriate. (The range of community languages featured may change over time.)

- Live programming will typically comprise 6 hours per day, usually during daytime and early evening. (Live programming may include pre-recorded inserts, or repeated output, if applicable). The majority of the output will be locally produced in Greater Manchester However there may be programming from other towns and cities from UK.

We believe that criterion b) is satisfied in relation to this Format Change Request.

Please provide any additional information and/or evidence in support of the proposed change(s) below. In particular, the applicant may wish to outline how they see that the proposed change fits within Ofcom's published Format change request policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/formats-content/changes/>) and also Ofcom's Localness guidance, which includes our co-location and programme sharing policy (<http://stakeholders.ofcom.org.uk/broadcasting/radio/localness/>).

We emphasise that we see the change as minor in the overall context of Asian Sound Radio as it broadcasts to East Lancashire but significant in the benefit and choice that it would provide to those living in the area served by our 1377kHz transmitter. If you look at the published MCA map (<http://www.ofcom.org.uk/static/radiolicensing/mcamaps/al183.pdf>) you can see the, broadly circular, area to the South East of our MCA that would experience the change.

Using the criteria Ofcom use to establish "coverage", the 963kHz transmitter overlaps the 1377kHz area. It is possible to hear 963 over a much wider area, including the South East corner of our MCA, albeit at lower quality. This is particularly so in hours of daylight. Although we understand that because of current legislation Ofcom does not take into account services on DAB digital radio, it is worth pointing out that many of those who currently are in the 1377kHz coverage area have the option to switch to DAB. The DAB coverage and proportion of households and cars with DAB sets is expected to increase so further increasing the opportunity for those to hear Asian Sound Radio. We intend to cross promote DAB on both Asian Sound Radio and the new Muslim Lifestyle service.

Similarly, Asian Sound Radio is streamed on the internet.

This means that very few of our current listeners who wanted to, would not be able to receive Asian Sound Radio broadcasts.

Overall, we believe that the broadcast of the Muslim Lifestyle service will increase the diversity and choice of relevant services available to listeners to analogue radio in the service area of our 1377kHz transmitter.

Finally we note that Ofcom are more willing to agree to changes to AM formats than those for FM.

Notes

Ofcom may approve a change under any of criteria (b) to (d) without consultation, or after a consultation of less than 28 days, if Ofcom considers that to hold a consultation at all, or for 28 days or more, would result in a delay that would be likely to prejudice the interests of the licensee. Ofcom may also remove for the purposes of consultation any confidential information submitted by the licensee.

Version 6 – amended April 2010

Annex 6

Existing Format of Asian Sound Radio

ASIAN SOUND RADIO

Character of Service

A LOCALLY ORIENTED MUSIC AND INFORMATION SERVICE FOR ASIAN LISTENERS IN EAST LANCASHIRE, WITH A MIX OF MUSIC. AT LEAST A THIRD OF THE OUTPUT WILL BE IN URDU AND HINDI, AND THE GUJERATI AND BENGALI SPEAKING COMMUNITIES WILL BE CATERED FOR.

| | |
|-----------------------------|--|
| Licensed area | East Lancashire area (as in Ofcom advertisement) |
| Frequency | 963 and 1377 kHz |
| Service duration | 24 hours |
| Locally-made hours | At least 4 hours a day during daytime weekday and weekends. (In all, at least ten hours of weekday daytime programming should be broadcast from within the station's nation) |
| Local news bulletins | At least hourly at peaktime weekdays and weekends. Outside peak, UK-wide, nations and international news should feature. |

Shared arrangements (if applicable)

| | |
|--------------------------|-----------------|
| Co-location | No Arrangements |
| Programme sharing | No Arrangements |

Definitions

| | |
|----------------|--|
| Speech / Music | Excludes advertising, programme/promotional trails & sponsor credits |
| Peaktime | Weekday breakfast and drivetime, and weekend late breakfast |
| Daytime | 0600 to 1900 weekday and weekend |
| Locally-made | Production and presentation from within the licensed area |

MCA population : 1,923,983

Licence number : AL 183-1

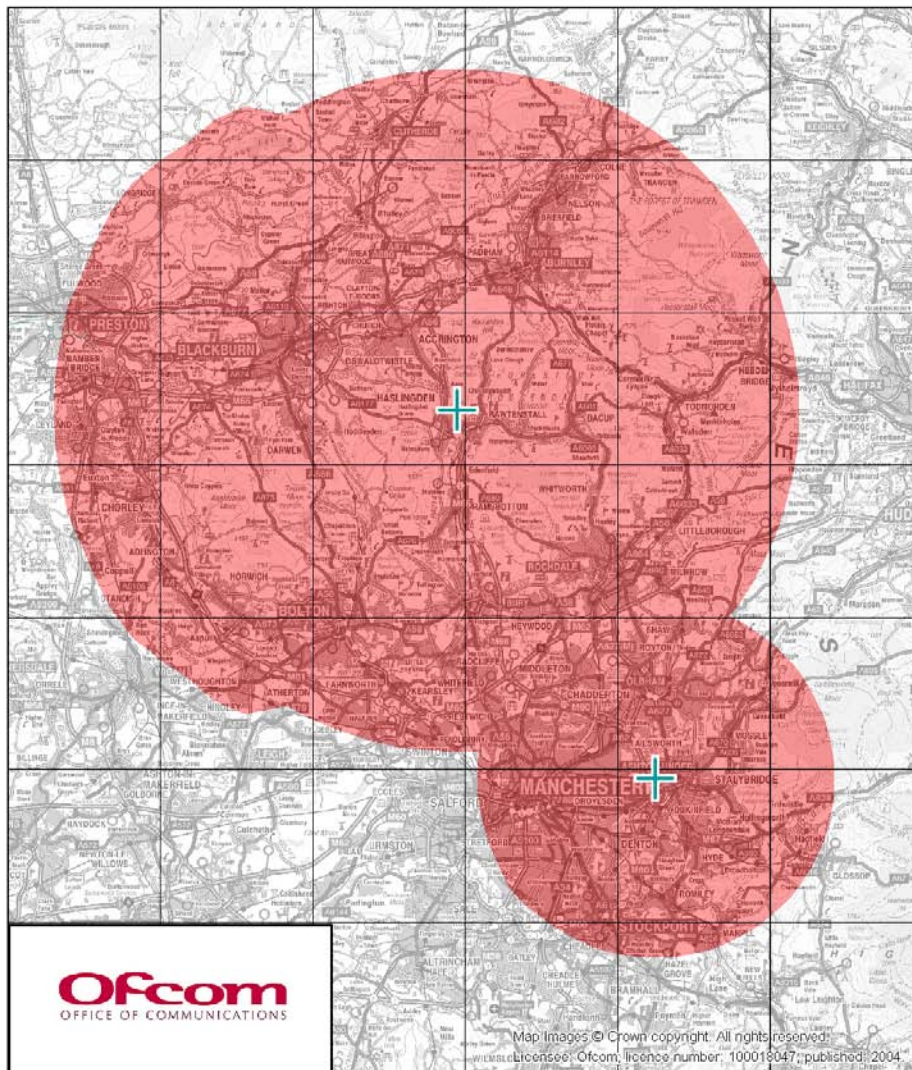
Notes

This Format should be read in conjunction with Ofcom's published Localness Guidelines as updated with additional text from "The Future of Radio : The Next Phase" (2007) **DECEMBER 2008**

Annex 7

Measured Coverage Area of Asian Sound Radio

The larger red circle illustrates coverage of the main 963 kHz transmitter; the smaller red circle illustrates coverage of the 1377 kHz transmitter. In population terms, the station's Measured Coverage Area equates to a total of 1.9m adults (aged 15+).



East Lancashire AM MCA (Asian Sound) - 29th December 2003

Annex 8

Other commercial and community radio stations in the East Lancashire area

Commercial radio stations

(The published Formats of these stations are available at:

<http://www.ofcom.org.uk/static/radiolicensing/amfm/analogue-main.htm>).

Real Radio (North West England FM)

Smooth Radio (North West England FM)

Key 103 (Greater Manchester FM)

Magic 1152 (Greater Manchester AM)

Capital FM (Greater Manchester FM)

Gold (Greater Manchester AM)

Real XS (Greater Manchester FM)

Xfm (Greater Manchester FM)

Rock FM (Preston & Blackpool FM)

Magic 999 (Preston & Blackpool AM)

The Bee (Preston FM)

The Bee (Blackburn FM)

2BR (Burnley FM)

Tower FM (Bolton & Bury FM)

Imagine FM (Stockport FM)

Revolution Radio (Oldham FM)

Community radio stations

(Links are provided to each station's Key Commitments documents).

ALL FM (Manchester)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr023.htm>

Bolton FM (Bolton)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr163.htm>

Chorley FM (Chorley)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr025.htm>

Crescent Radio (Rochdale)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr026.htm>

Gaydio (Manchester)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr186.htm>

North Manchester FM (Central Manchester)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr165.htm>

Oldham Community Radio (Oldham)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr032.htm>

Peace FM (Hulme)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr164.htm>

Preston FM (Preston)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr158.htm>

Pure 107.8 FM (Stockport)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr034.htm>

Rossendale Radio (Rossendale Valley)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr159.htm>

Salford City Radio (Salford)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr035.htm>

103.6FM Tameside Radio (Tameside)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr033.htm>

Unity Radio (Central Manchester)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr187.htm>

Wythenshawe FM (Wythenshawe)

<http://www.ofcom.org.uk/static/radiolicensing/Community/cr024.htm>