



Tindle MuxCo Channel Islands Limited

**An application to Ofcom for the
Channel Islands local DAB digital radio multiplex**

Part A – Public Section

July 2019

Executive summary

Please provide a summary of your application, of no more than four pages in length.

Tindle MuxCo Channel Islands

1. Tindle MuxCo Channel Islands Ltd ('TMCI') was created to establish local DAB digital radio in the Channel Islands, with shareholders who have significant analogue and digital radio experience through broadcasting and multiplex ownership – **Tindle CI Broadcasting Ltd** and **Folder Media Ltd**.
2. Tindle CI Broadcasting operates the popular and successful local heritage commercial services in the Channel Islands – Channel 103 and Island FM – which consistently report the highest percentage reach figures in the British Isles, whilst Folder Media has considerable experience as a multiplex operator and content producer, having established the Now Digital and MuxCo networks, and currently managing the MuxCo network as well as multiplexes owned by Wireless Group and Bauer Media.
3. Tindle CI Broadcasting and Folder Media have been developing plans to bring DAB to the Channel Islands since early 2018, initially undertaking research of radio listening habits and digital take-up across the islands, discussing opportunities with Ofcom, and then formally announcing its intention to apply in November 2018.
4. Our ethos is that digital radio should be available in a cost and operationally efficient manner to enable as many organisations as possible to broadcast. TMCI will offer both DAB and DAB+. We believe this is the best way to encourage more stations to join the platform and provide a compelling proposition for digital radio listeners.
5. Our proposal is to launch an efficient multiplex that has the proactive involvement of its shareholders, reasonable carriage costs and a bitrate management policy that provides an excellent opportunity for a range of organisations to broadcast.
6. As the multiplex is likely to be the only commercial multiplex to serve the Channel Islands, our proposal is to launch with a minimum of 15 services, which includes a mix of established local and national services, as well as new local services to DAB:



7. Capacity has been allocated to accommodate existing local analogue services from launch - **BBC Radio Guernsey, BBC Radio Jersey, Channel 103 and Island FM**. These services collectively account for 53.1% of total radio listening in the Channel Islands.
8. Capacity has also been allocated to bring a range of new digital services to the Channel Islands that will broaden choice and expand the number of providers in the market. Individually and collectively, they cater for a wide range of tastes and interests. 11 new services are confirmed:
 - Two services from TMCI's shareholders - **Rewind** and **Fun Kids**
 - Two Channel Island based services from third party providers – **Contact Classic Hits** and **Bailiwick Radio**
 - Seven branded services from third party providers – **Atlantis, talkSPORT, talkSPORT2, talkRADIO, Virgin Radio, UCB1** and **UCB2**
9. We currently have 37.5% of capacity available. We have some prospective service providers interested in capacity (see Part B) and will continue to market the multiplex and contract with more services – large and small, commercial and community, creating further choice for listeners and opportunities for new services.
10. Folder Media's relationships and its proven success of delivering for service providers, stands TMCI in good stead for the evolution of the multiplex and the services that it carries over the licence term.

Meeting the Award Criteria

Our proposed coverage and timetable to launch

11. Our transmission proposal has been designed to provide optimum population coverage – at launch across the main islands of Guernsey and Jersey from July 2020, with a plan to expand coverage to Alderney.
12. Our plan takes into account coverage of the existing BBC National multiplex and of Island FM on Guernsey and Channel 103 on Jersey. Using two transmitters initially, our transmission proposal will deliver 'outdoor coverage' (e.g. to in-car and mobile receivers) to 92.2% of roads and indoor coverage (e.g. to kitchen radios) to 81.5% of adults 15+.

Our ability to establish and maintain the service

13. The shareholders behind TMCI have considerable analogue and digital radio experience. Between them they have investments in eight local multiplexes and broadcast a number of analogue and digital only services. They are committed to their digital futures and are well-resourced companies that can support the multiplex throughout the licence term.

Catering for local tastes and interests and broadening choice

14. Tindle CI Broadcasting undertook original marketplace research in early 2018 to undertake a review of the DAB opportunities that could exist for the Channel Islands, alongside a review of the options to renew Island FM and Channel 103 licences, and further desk research was undertaken in the preparation of this application, including population profiling and analysis of existing radio listening habits.
15. Taken as a whole, our proposed services will ensure heritage services have a digital future, with new services broadening choice and catering for a wide range of local tastes and interests. We believe that our proposals will provide further incentives for consumers to buy a DAB digital radio and help commercial radio grow.

Demonstrating local demand and support

16. RAJAR provides strong evidence of demand and interest in the simulcast services, and letters of support that we have received demonstrate interest in TMCI's proposals from the local community and businesses, highlighting the reputation of Tindle CI Broadcasting in serving the Channel Islands.

Being fair and effective

17. We have established fair and transparent policies for negotiations with potential service providers, and have engaged in an open and non-exclusive manner.

Summary

- TMCI is committed to the Channel Islands. Tindle CI Broadcasting has been involved in running Island FM and Channel 103 since 1998 and has a long-term commitment to serve the islands, starting work on possible DAB coverage in early 2018.
- TMCI will deliver robust local DAB coverage across the Channel Islands that will exceed coverage of the BBC National multiplex.
- TMCI will deliver a range of simulcast and new services that appeal to the Channel Islands and will help commercial radio improve its market share.
- TMCI is well resourced, in terms of both management and finance, and will be led by a management team with an unparalleled track record in applying for and successfully operating local multiplexes.
- TMCI's shareholders have impressive track records in operating both local and digital-only stations. This expertise will be invaluable to the multiplex, as well as assisting the development of new programming streams.
- TMCI will deliver a cost-effective local DAB solution, collectively benefiting all service providers and ensuring a long-term commitment to DAB digital radio.

General information

1. Name of Applicant, Address, Telephone No. and E-Mail Address

This must be a single legal entity: either a body corporate or a named individual person. If the former, a copy of the Certificate of Incorporation must be included with the application.

Tindle MuxCo Channel Islands Ltd

Company number 11573423

2. Main Contact (For Public Purposes)

Please nominate at least one individual to deal with any press or public enquiries, stating:

Name: Gregory Watson
Telephone (daytime): 020 7739 7880
Address: Greenworks, Dog and Duck Yard, Princeton Street, London
WC1R 4BH
E-mail address: gregory@foldermedia.co.uk

3. Main Contact (For Ofcom Purposes)

Please nominate one individual to whom questions of clarification and/or amplification should be sent, stating:

Name: Gregory Watson
Telephone (daytime): 020 7739 7880
Address: Greenworks, Dog and Duck Yard, Princeton Street, London
WC1R 4BH
E-mail address: gregory@foldermedia.co.uk

Section 51(2)(a) and (b): Extent of proposed coverage area and timetable for coverage roll-out

4. Summary of coverage proposals

Provide a summary, fully consistent with the more detailed information about transmission sites supplied separately (see Q.6 below), of the coverage areas proposed to be achieved by the applicant's technical plan, and an estimate of the percentage of Channel Islands households, Channel Islands major roads and/or the Channel Islands adult (aged 15+) population which will be served by this local radio multiplex service for both indoor and outdoor coverage.

18. Our launch transmission proposal has been designed to provide optimum population coverage across the islands of Guernsey and Jersey, with a proposal to increase coverage to Alderney during the licence term.
19. Having reviewed options, we have worked with Arqiva to create a transmission plan that is cognisant of the footprints of the existing BBC National multiplex and the analogue services of Island FM in Guernsey and Channel 103 in Jersey, taking into account urban areas and the road network. Our proposal is to contract with Arqiva if we are awarded the multiplex licence.
20. At launch, we will use two transmitters to replicate BBC National DAB and heritage local commercial FM coverage in Guernsey and Jersey, delivering 'outdoor coverage' (e.g. to in-car and mobile receivers) to 92.2% of roads and indoor coverage (e.g. to kitchen radios) to 109,221 adults (81.5%):

Les Touillets, Guernsey

A medium power transmitter using the existing National DAB antenna providing:

- Robust indoor coverage to over 80% of Guernsey, Sark and Herm
- Outdoor mobile coverage to over 95% of Guernsey's roads
- Mobile device coverage in a large proportion of key settlements

Les Platons, Jersey

A high-power transmitter using the existing national antenna providing:

- Robust indoor coverage over 85% of Jersey
- Outdoor mobile coverage to 94% of Jersey's roads
- Mobile device coverage in a large proportion of key settlements

21. In planning the network, Arqiva has assumed the following service levels as defined in the Ofcom advertisement for the Channel Islands licence:
 - 54dBuV/m at 10m agl for outdoor mobile road coverage
 - 62dBuV/m at 10m agl for useful indoor coverage in a suburban environment

22. Ofcom's advertisement identifies an adult 15+ population of 134,000. Arqiva also calculates a potential adult 15+ population of 134,000 (using 2011 census data for Jersey and 2018 census data for Guernsey as specified by Ofcom) and 329 km of roads over the Channel Islands. Our percentage coverages are based on the Arqiva UKPM coverage model:

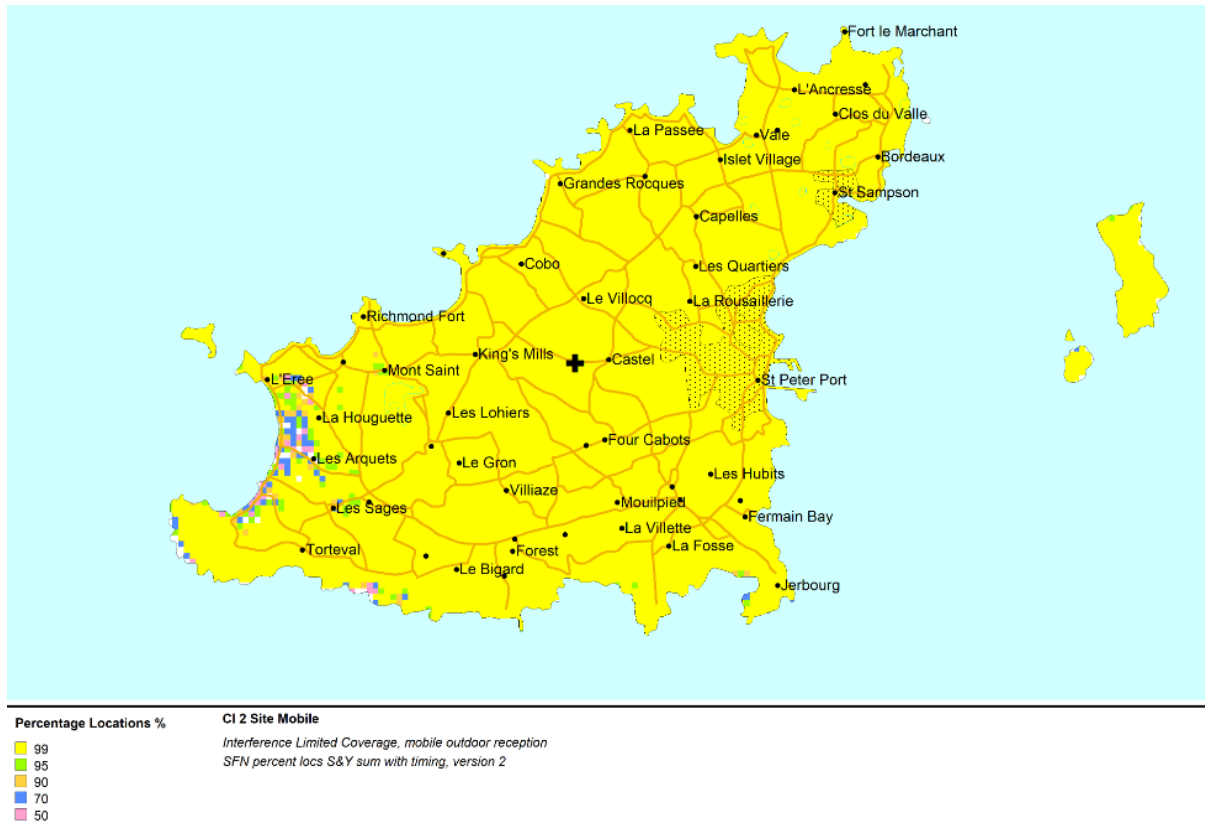
Launch transmitters	Outdoor Coverage (54 dB)		Indoor Coverage (62 dB)	
	Roads	% Covered	Adults	% Covered
Noise Limited	307	92.2%	109,221	81.5%
Interference Limited	303	92.1%	108,829	81.2%

23. The following maps indicates proposed launch coverage for Guernsey.

Interference limited indoor

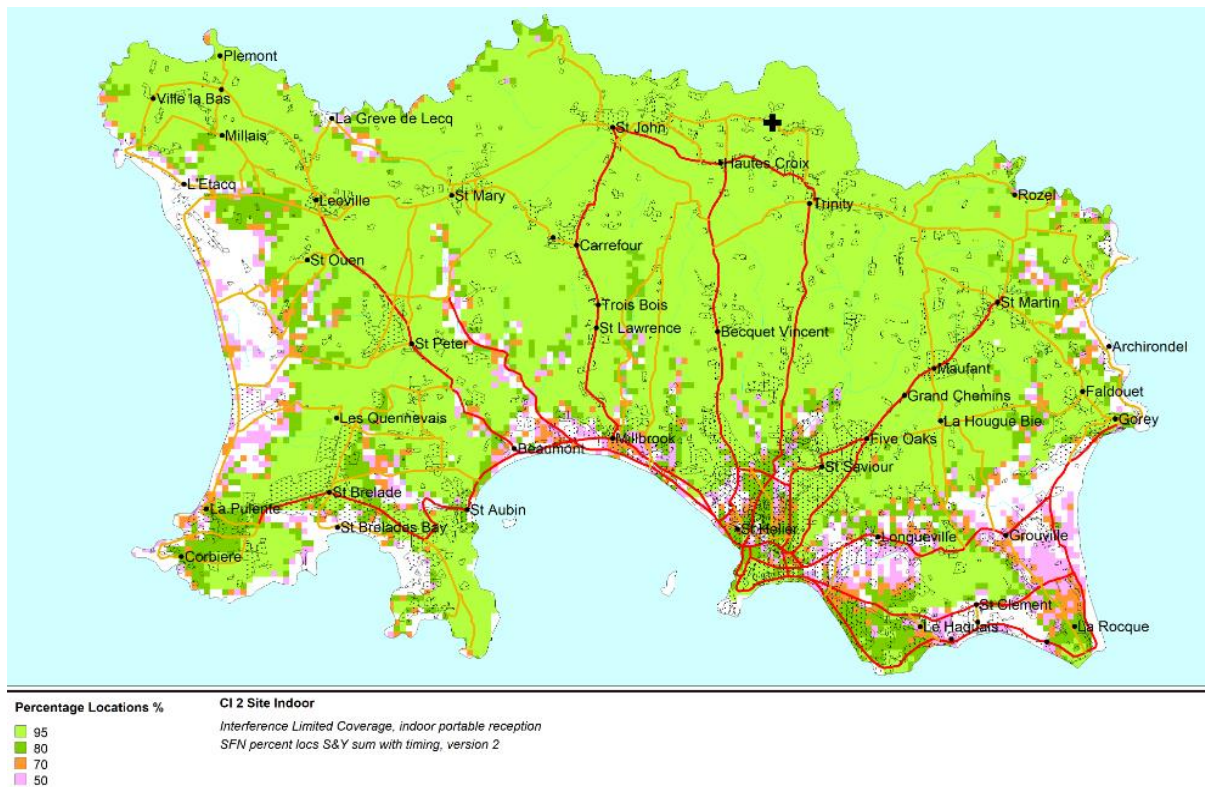


Interference limited outdoor

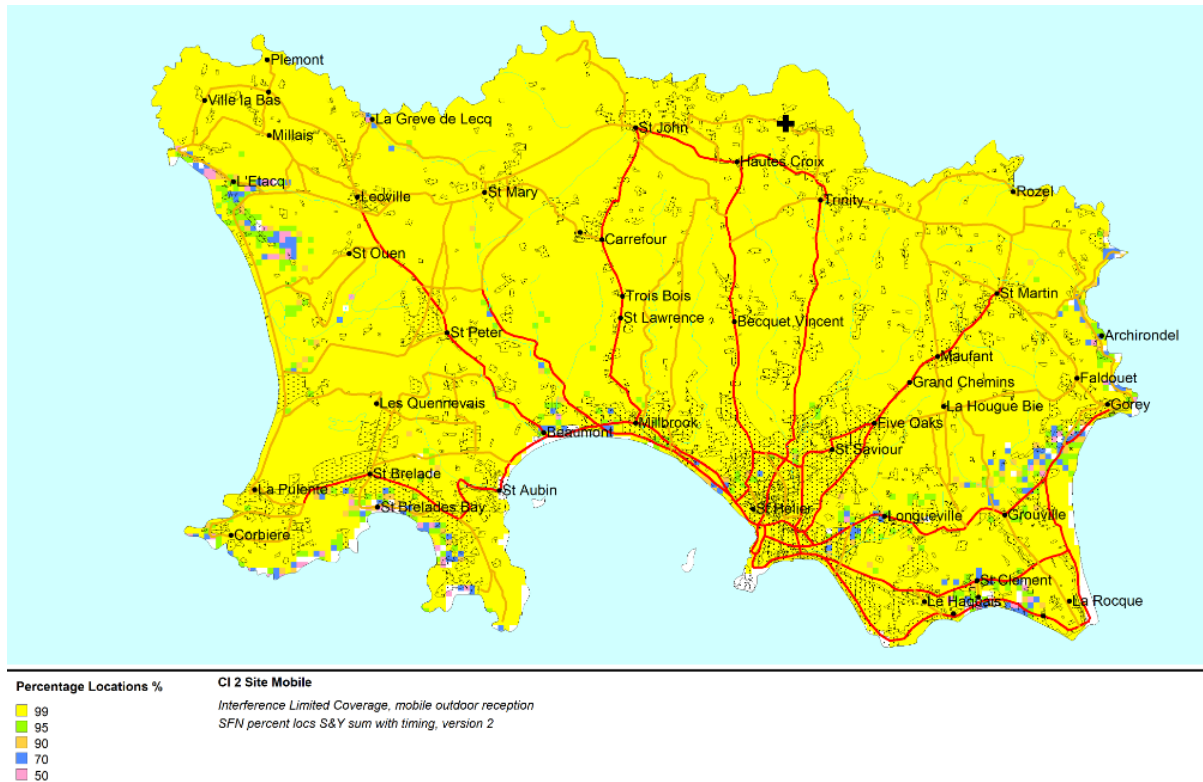


24. The following maps indicates proposed launch coverage for Jersey.

Interference limited indoor



Interference limited outdoor



25. The following table summarises coverage (Noise Limited) within the Licensed Area of each individual site.

Transmitters	Outdoor Coverage (54 dB)		Indoor Coverage (62 dB)	
	Roads	% Covered	Adults	% Covered
Les Touillets, Guernsey	112	95.0%	42,864	80.0%
Les Platons, Jersey	200	94.5%	70,396	85.0%

5. Timetable for coverage roll-out

Outline the timetable in accordance with which the coverage proposed at Q.4 would be achieved, and the technical means by which it would be achieved. This should also be fully consistent with the more detailed information provided in response to Q.6.

26. Our proposal is to launch the multiplex with both transmitters in Q3 2020. Assuming an award in October 2019, our proposal is to launch in July 2020.

Antenna Systems and Combiner

27. Arqiva will be the owner of all the required antenna systems. Discussions on the systems have taken place with Arqiva and we are advised that no obstacles are expected to meet the timetable for launch.

Transmitter systems

28. Arqiva propose to use transmitters from a major European supplier, Tryo Communication Systems, S.A. with whom Arqiva have a Frame Agreement. Tryo have confirmed their ability to provide the necessary transmitter systems and services within the required timescales.

Distribution

29. The distribution between the multiplex centre and the transmitters will be distributed on Arqiva network circuits, SHF links and leased fibre circuits between transmitters. Arqiva confirms that it is able to install the new infrastructure within the timescale of the transmission roll-out.

Accommodation and Power Requirements

30. Arqiva have confirmed that it can provide suitable accommodation and power supply.

6. Detailed coverage proposals

Provide, in an electronic text file, details of the technical plan, which should consist of the following components: assignment details, implementation table, and implementation data.

- a) The first part of the technical plan is a table of assignment details. This gives the relevant technical detail of each transmitting station which the applicant is undertaking to provide as part of its network. It will be used to enable Ofcom to estimate the coverage which will be achieved by the applicant, on a basis consistent with other applicants. It will also enable confirmation of the plan's compliance with Ofcom's various technical requirements. All files must be supplied in text format which is in accordance with the ITU format defined for digital sound broadcasting assignments, details of which can be found at: https://www.itu.int/en/ITU-R/terrestrial/tpr/Documents/GE06_BS/BS-GE06_Guide.pdf
31. The assignment details accompanying this application are provided under separate cover as electronic files.

- b) A separate table, the implementation table, should also be provided for the technical plan. This should list, for each proposed transmitter, the date of implementation promised with the parameters promised in the transmission plan, the owner/lessor of aperture space on the mast/tower, and any relevant accompanying notes. If it is proposed to introduce a transmitter with different parameters (typically lesser power or height) for an interim period, then on both lists there should be one entry for the initial assignment, and a second entry for the one which replaces it, with a note stating which transmission assignment is replaced.

32. The following table details all of the information requested in question 6b

Site Name	NGR	Site Owner	Antenna Height m agl	Antenna Proposed	New or Existing Antenna	ERP kW	Implementation Date
Les Touillets (12802)	XD580 510	Arqiva	42.7	Share into existing National antenna - 2 Tiers of a single DAB dipole on a pole	Existing Antenna	0.5	July 2020
Les Platons (257451)	XD927 277	Arqiva	55	Share into existing National antenna – 4 Tiers of a single DAB dipole on a pole	Existing Antenna	2.0	July 2020

- c) Each transmission assignment should also be represented by site implementation data, specific to each transmission site. This detail is intended to elicit the practicability of the technical plan. For each site name (corresponding to assignment details and implementation table):

ii) If existing aerials are to be used, this needs to be stated and an explicit reference made. If not, then applicants should provide a photograph or scale diagram (or set of photographs or diagrams), showing the portion of the supporting structure on which the radiating aerials are to be mounted. Show the radiating aerials, and the aerials of other services mounted immediately above, below, and at the same level as, the radiating aerials of the applicant's service.

iii) Provide details of the location of the building in which the transmission equipment is to be housed, and confirmation that space is available for all of the equipment required (or describe what modifications to buildings and infrastructure will be required, if relevant).

iv) Provide confirmation from each of the relevant parties that they have seen and agreed the applicant's proposals (to the extent that this includes new works) in respect of:

- aerial mounting on the supporting structure, as proposed in the sketch diagram;
- running of feeder cable from transmission system to aerial(s);
- sharing of aerials and insertion/use of combiners, where relevant;
- siting of transmission equipment;
- supply of power;
- building works (if any).

The relevant party in each case, namely whoever controls the infrastructure (mast, cableways, building, power), should be named explicitly.

Note: submission of this information does not imply that Ofcom will validate the design of the aerial system. The licensee will be required to adhere as far as is reasonably practicable to the antenna pattern proposed in the assignment details, and in all cases to limit the maximum radiated power in any given direction as may be required by Ofcom.

33. The table below details all the data requested in question 6c ii, iii and iv. Arqiva has confirmed that the designs of the existing antennas and feeder systems are suitable for use at the powers indicated in the Assignment Details, and that the sites can be made available for the proposed transmitter systems. Electrical power is available. Minor building works are required and Arqiva has confirmed it will undertake these.

Site Name	Les Touillets (12802)	Les Platons (257451)
NGR	XD580510	XD927277
Existing DAB Site	Existing	Existing
Site Owner	Arqiva	Arqiva
Site Owner Approval of proposals	Yes via Arqiva Transco Reference Offer	Yes via Arqiva Transco Reference Offer
Antenna Height (agl)	42.7	55
Antenna Proposed	Share into existing National antenna - 2 Tiers of a single DAB dipole on a pole	Share into existing National antenna – 4 Tiers of a single DAB dipole on a pole
New or Existing Antenna	Existing Antenna	Existing Antenna
ERP (kW)	0.5	2.0
Drive Arrangement	Dual	Dual
ACI Issue	No Co-sited with other services (BBC)	No Co-sited with other services (BBC)
Tx Location Notes	New transmitter to be located within the existing accommodation near to the existing DAB Transmitter. Using existing power and ventilation infrastructure, modified as required	New transmitter to be located within the existing accommodation near to the existing DAB Transmitter. Using existing power and ventilation infrastructure, modified as required
Transmitter Size required	300W Dual Drive	900W Dual Drive

d) Provide the following details regarding transmission arrangements:

- i) Any transmission contracts that have been agreed
- ii) The status of these agreements

34. TMCI has an initial offer from Arqiva. Formal contract negotiations will be concluded after award. Tindle CI Broadcasting, Folder Media and Arqiva have experience in concluding contracts and we do not foresee any issues.

7. Other technical proposals

- a) Supply a network diagram, with associated tables and labels as necessary, showing in terms of functionality and (in principle) location: the source of each proposed digital sound programme service, digital additional service or television licensable content service, the point(s) of multiplexing, the point(s) of control of the elements of the multiplex (both FIC and MSC) and the distribution circuits to the transmitters. State the nature of the bearer circuit in each case, and its possible provider.
35. Figure 7.1 and Figure 7.2 show the proposed Channel Islands contribution network and multiplex ETI distribution diagram. The specific details of each of the individual content provider's contribution circuits are documented in drawing 7.1. The details of the distribution elements of the network are included in drawing 7.2.

Figure 7.1: Multiplexing and Control

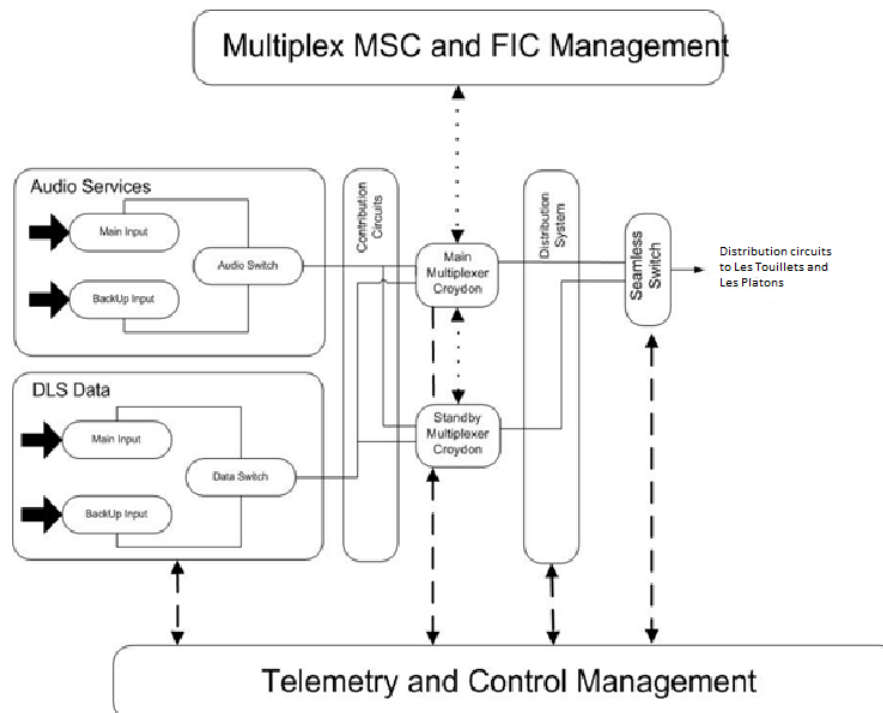
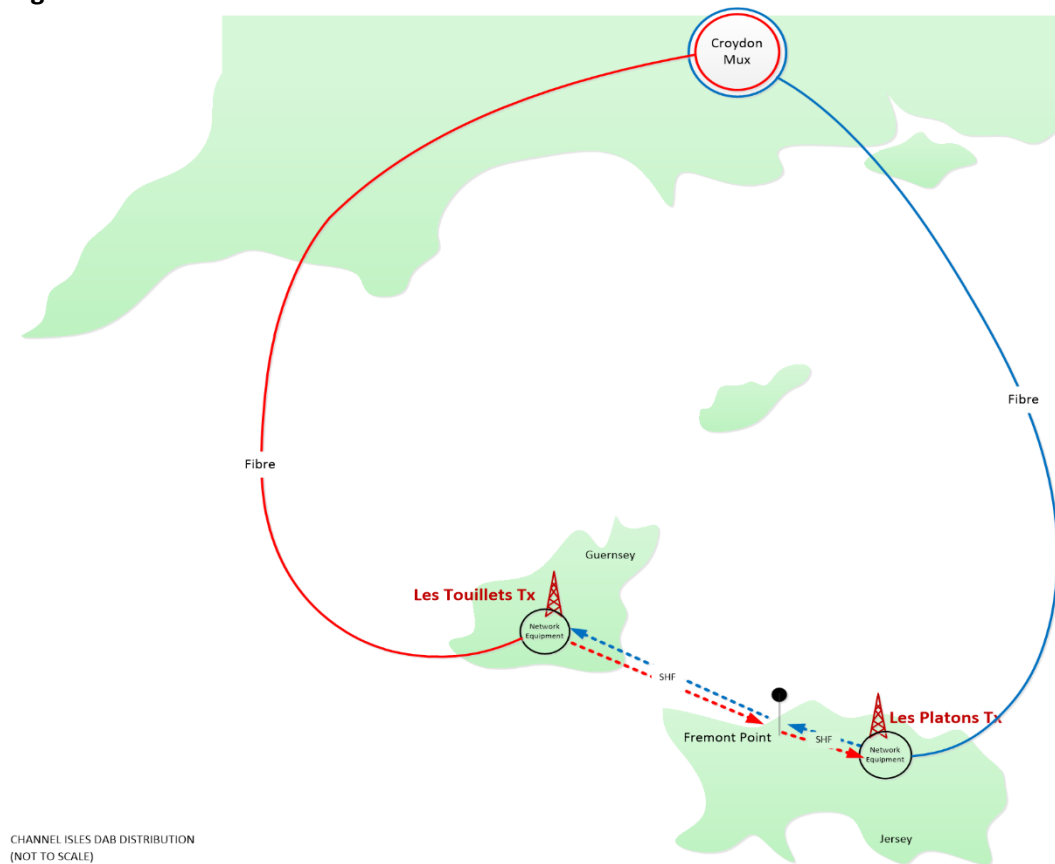


Figure 7.2: Transmission distribution



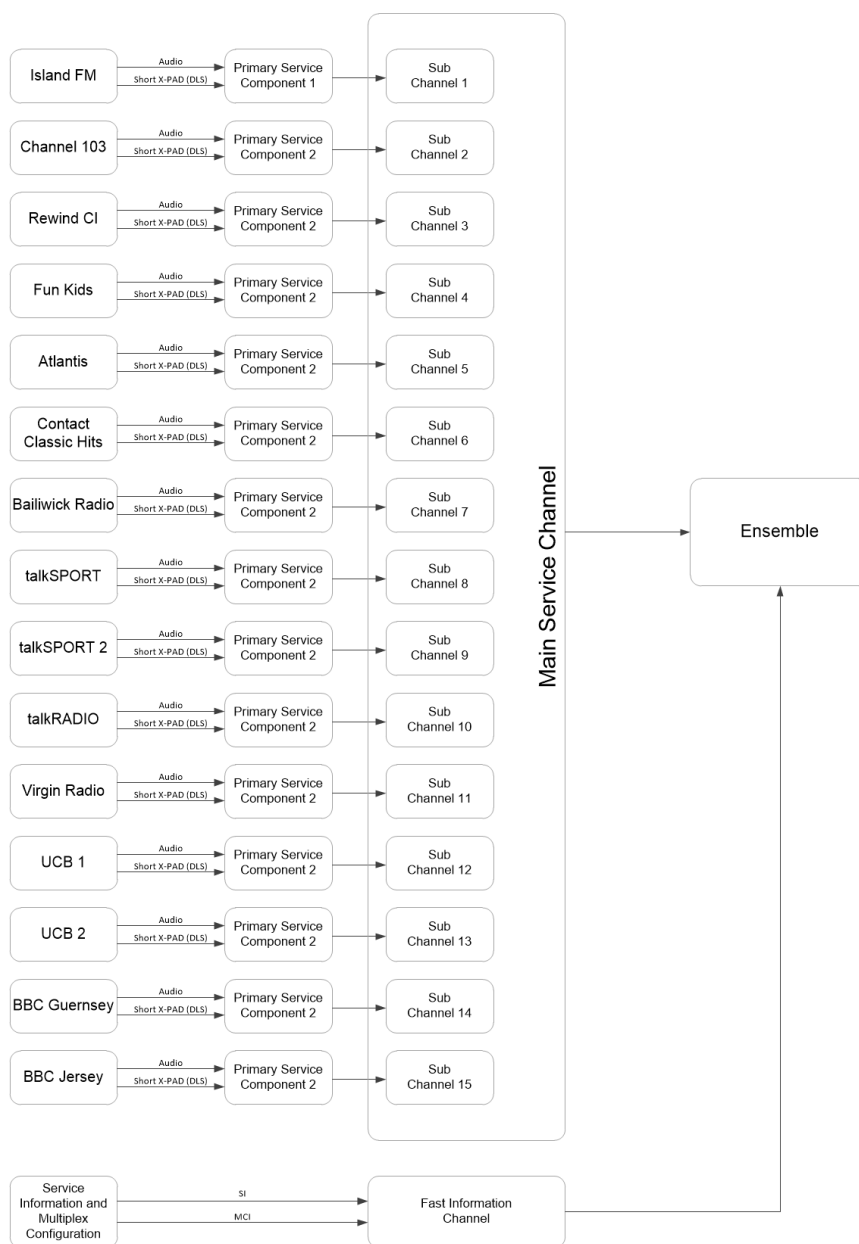
36. Arqiva's Emley Moor network operations centre (NOC) will manage the day to day operation of the transmission system. All aspects of the multiplexer's configuration, including the main service channel (MSC) and the fast information channel (FIC), will be remotely telemetered and controlled through purpose designed systems. The telemetry system will also provide feedback to the NOC for all elements in the contribution and distribution chains.
37. The timing accuracy of the single frequency network will be continuously monitored by Arqiva's proprietary GPS referenced transmitter timing monitoring hardware and software.

38. The following table summarises proposed service provider contribution details.

Service	Service Address	Service Type	Main Contribution Circuit	Back Up Contribution Circuit	Provider
Island FM	12 Westerbrook St. Sampsons Guernsey GY2 4QQ	DSPS	Sure Wholesale Ethernet to Arqiva managed connectivity to multiplexers	Sure Wholesale Ethernet to Arqiva managed connectivity to multiplexers	Sure and Arqiva
Channel 103	6 Tunnell Street St Helier Jersey JE2 4LU	DSPS	JT Wholesale Ethernet to Arqiva managed connectivity and onto multiplexers	JT Wholesale Ethernet to Arqiva managed connectivity and onto multiplexers	JT and Arqiva
Rewind CI	6 Tunnell Street St Helier Jersey JE2 4LU	DSPS	JT Wholesale Ethernet to Arqiva managed connectivity and onto multiplexers	JT Wholesale Ethernet to Arqiva managed connectivity and onto multiplexers	JT and Arqiva
Fun Kids	Greenworks Dog and Duck Yard Princeton Street London WC1R 4BH	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva
Atlantis	1 The Coach Yard Chiddingstone Castle Chiddingstone Kent TN8 7AD	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva
Contact Classic Hits	14 Queens Road St Helier Jersey JE2 3GR	DSPS	JT Wholesale Ethernet to Arqiva managed connectivity and onto multiplexers	JT Wholesale Ethernet to Arqiva managed connectivity and onto multiplexers	JT and Arqiva
Bailiwick Radio	5 Bond Street St. Helier Jersey JE2 3NP	DSPS	JT Wholesale Ethernet to Arqiva managed connectivity and onto multiplexers	JT Wholesale Ethernet to Arqiva managed connectivity and onto multiplexers	JT and Arqiva
talkSPORT	1 London Bridge Street London SE1 9GF	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva
talkSPORT 2	1 London Bridge Street London SE1 9GF	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva
talkRADIO	1 London Bridge Street London SE1 9GF	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva
Virgin Radio	1 London Bridge Street London SE1 9GF	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva
UCB1	Hanchurch Lane Stoke on Trent ST4 8RY	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva
UCB2	Hanchurch Lane Stoke on Trent ST4 8RY	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva

Service	Service Address	Service Type	Main Contribution Circuit	Back Up Contribution Circuit	Provider
BBC Guernsey	Centrally supplied by BBC from BBC BH & Wood Norton	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva
BBC Jersey	Centrally supplied by BBC from BBC BH & Wood Norton	DSPS	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva managed connectivity to Arqiva Croydon and on to multiplexers	Arqiva

39. The following diagram shows the relationship between the following elements of the multiplex: services; service components; transport elements (MSC sub-channels: dedicated, and X-PAD; FIDC).



- b) For each of the data services proposed in Q.11(d) and Q.12, outline how compliance will be achieved with the requirement that no more than the statutory proportion of the total multiplex capacity will be devoted to non-programme related data services (see paragraphs 4.46-4.47; the figure excludes Synchronisation, MCI and SI). See also Q.19, about audio services.

40. The following table summarises data services.

Service	Transport Mechanism	Stream or Packet Mode	Average net data rate	Protection	Service Type	Encryption	Use
Island FM	Short X-PAD	Stream	1.333kbits/s	UEP3	Ancillary	No	DLS
Channel 103	Short X-PAD	Stream	1.333kbits/s	UEP3	Ancillary	No	DLS
Rewind CI	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
Fun Kids	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
Atlantis	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
Contact Classic Hits	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
Bailiwick Radio Hits	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
Bailiwick Radio Classics	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
talkSPORT	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
talkSPORT 2	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
talkRADIO	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
Virgin Radio	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
UCB1	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
UCB2	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
BBC Guernsey	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS
BBC Jersey	Short X-PAD	Stream	1.333kbits/s	UEP3a	Ancillary	No	DLS

Section 51(2)(b): Timetable for commencement of services

8. Commencement of services

If it is envisaged that any of the digital sound programme services or their related ancillary services will not begin broadcasting from the start of the radio multiplex licence period, provide details of which service(s) will not commence from the launch of the radio multiplex service, the reason(s) for this, and an indication of the expected timescale for the commencement of the service(s).

41. TMCI is committed to launch the multiplex with all identified programme services in July 2020.

Section 51(2)(c): Ability to establish and maintain proposed service

9. Ownership and control of company which will hold the licence

(a) Board of Directors

i) Provide the name, occupation, other directorships, other media interests, background and relevant media experience of each director (executive and nonexecutive), including the proposed chairperson.

42. TMCI has a board of four directors, consisting of senior executives from each shareholder. Each director contributes significant relevant experience and expertise to the TMCI board.

ii) If there are firm plans to appoint any further directors, provide information (with details of any specific individuals in mind). This information may be submitted in confidence.

43. There are no plans to appoint any further directors.

Daniel Cammiade

Chairman, TMCI

Occupation:

Chief Executive Officer, Tindle Group of Companies

Other directorships:

Midlands News Association, Channel Radio Ltd, Island FM Ltd, Provincial Weekly Newspapers Ltd, Tindle CI Broadcasting Ltd, Tindle Newspapers Ltd, Counties & Capital Newspapers Ltd, Tindle Newspapers Surrey & Hampshire Ltd, Goldcrest Publishing Ltd, P M Publications Ltd, Post Dispatch Ltd, Princes Weekly Newspapers Ltd, Free Admart Ltd, Yellow Advertiser Ltd, West Somerset Free Press Ltd, West Country Community Newspapers Ltd, Wellington Weekly News Ltd, Valley Community News Ltd, Town and Country Admart Ltd, Torbay News Ltd, Tindle Radio Holdings Ltd, Tindle Distribution Centre Ltd, Tindle Community Newspapers Ltd, Tindle Advertising Directorate Ltd, Ross Gazette (The) Ltd, Cornish and Devon Post Ltd, The Diary (South West) Ltd, The Bridgend and District Recorder Ltd, The Purbeck Gazette Ltd, Tindle Newspapers Wales And The Borders Ltd, Brecon And Radnor Express And Powys County Times Ltd(The), Tenby Observer Ltd, Tavy Typesetting Ltd, Tavistock Newspapers Ltd, Surrey & Hants News Ltd, South Hams Newspapers Ltd, Surrey On Sunday Ltd, South Devon Newspapers Ltd, Mercury Local Newspapers Ltd, Radio Ceredigion 2000 Cyfyngedig, Pulmans Weekly News Ltd, Property Weekly Series Ltd, Petersfield Post Ltd, Local Community Newspapers Ltd, North London & Herts Newspapers Ltd, Tindle Newspapers Essex & Kent Ltd, North Cornwall Post & Diary Ltd, North Cornwall Advertiser Ltd, Monmouthshire Beacon Company Ltd, Tindle Newspapers West Country Ltd, New Life Magazines Ltd, Meon Valley News Ltd, Leigh Times Series Ltd, LDDS Series Of Newspapers Ltd, Internet-Today(Tindle).co.uk. Ltd, Goldcrest Broadcasting Ltd, Glamorgan Gem Ltd, Forester Newspapers Ltd, Review and Forester Newspapers Ltd, Faringdon Newspapers Ltd, Tindle Newspapers Devon Ltd, Dawlish Newspapers Ltd, Crediton Country Courier Ltd, County Echo Newspapers Ltd, Tindle Newspapers Cornwall Ltd, Community Newspapers Ltd, Chew Valley Gazette Publishing Ltd, Cambrian News Ltd, Biggin Hill News Ltd, Abergavenny Chronicle Ltd, London Cyrenians Housing Ltd, Crathorne Property Services Ltd, Crathorne Home Services Ltd

Other Media Interests:

Chairman, News Printers (wholly owned subsidiary of News UK)

44. Danny started his career in 1978 working for his hometown newspaper in West Sussex. A family owned business, Danny rose to be the Marketing Director and board member for T.R Beckett until it was acquired by Johnston Press in 1992. He subsequently became Managing Director of The West Sussex County Times Ltd (1994 – 1996), Johnston Press Midlands (1996 – 1999) and Portsmouth Publishing (1999 – 2001).
45. In 2001, Danny joined the executive management team for Johnston Press and took the lead role in overseeing the integration of the £560m acquisition of Regional Independent Media which transformed Johnston Press into one of the largest UK media companies.
46. In 2005, Danny was appointed Chief Operating Officer and a main board director of the Public Company and went on to ensure the business was sustained during the turbulent economic period that followed. In this “perfect storm” of economic hardship and digital disruption Danny is credited with the strong leadership required to ensure the business continued to meet its obligations both to its employees and shareholders.

47. In 2011, Danny left Johnston Press and moved to a portfolio of roles which have included a digital start up business, an international boutique procurement consultancy, advisory roles for regional, national and international publishers working in the UK, Europe and Australia, and Chairman of one of the UK's largest printing and distribution businesses, as well as working with a charitable housing association focused on the rehabilitation of disadvantaged people back into the community.
48. In 2017, Danny was appointed CEO of Tindle Newspapers with responsibility for the company's newspaper, radio and other interests.

Albert FitzGerald

Occupation:

Managing Director, Tindle CI Broadcasting Ltd

Other directorships:

Midlands Community Radio Services Ltd, Channel Radio Ltd, Island FM Ltd, IRS Plus Ltd

Other Media Interests:

None

49. Albert began his radio career in the sales department of Cork's Radio ERI in 1988. He was quickly promoted to Commercial Manager and later helped launch Cork's 96fm, one of Ireland's most successful independent stations.
50. Albert joined a struggling Midlands 103 in 1994 which, under his stewardship, rapidly grew audience and revenues, ultimately achieving record profit on a 30% margin. With this success, he was appointed to the Board of Tindle Radio in 2006 and helped develop commercial radio in East Anglia with stations such as Town 102, Dream 100, The Beach, Norwich 99.9, North Norfolk Radio, as well as Channel 103 and Island FM in the Channel Islands.
51. Albert was a founding Director of Learning Waves in 2004 and designed training modules for the industry. The organisation has provided over 22,000 training days for the sector to date. Albert is a FETAC accredited tutor and has lectured both in Ireland and the UK.
52. Following a reorganisation in 2012, Albert became Managing Director of Tindle CI Broadcasting, driving the market-leading and highly profitable stations in their respective TSAs.
53. Albert has won many awards across several disciplines including a prestigious PPI for broadcasting, several Love Radio and independent production awards for scriptwriting, VO and production. He was voted Businessman of the year by the Gateway Chamber of Commerce for the Midlands of Ireland, as well as businessman of the year for Offaly.

James Keen

Occupation:

Pan Island Station Director, Tindle CI Broadcasting Ltd

Other directorships:

Light Blue Media Cambridge Limited

Other Media Interests:

None

54. James started his radio career in the newsrooms of Wessex FM and 2CR in Dorset, before he joined UKRD as Head of News for the County Sound Network. A stint as Launch Director of CLAN FM in Scotland followed before he was promoted to the role of Regional Managing Director for UKRD's East of England stations, KLFM and Star Cambridge.
55. Under James's leadership, both stations saw dramatic increases in audience and commercial performance with the Cambridge operation doubling share and reach and moving into profit for the first time. James was promoted to Group Head of Development for UKRD in 2004 with responsibility for coordinating the company's applications for new radio licences.
56. In 2005 James joined GCap Media as Programme Controller for their Cambridgeshire station Q103 before becoming Managing Editor for Global's Heart Essex and Heart East Anglia stations.
57. In 2018, James moved to the Channel Islands to join Tindle CI as Station Director for Channel 103 and Island FM.
58. James serves as a judge for the New York Radio Awards, sits on the steering committee of the Eastern branch of the Radio Academy. Away from radio, James has written for Film Review, Starburst and Cambridge Agenda magazines and has worked as a visiting media trainer for both the National Police Training College at Bramshill and Cambridgeshire Constabulary.



Gregory Watson

Occupation:

Managing Director, Folder Media Ltd

Other directorships:

Folder Media Ltd, Folder & Co Ltd, Folder & Co Two Ltd, Folder Media Digital Investments Ltd, MuxCo Ltd, MuxCo North Yorkshire Ltd, MuxCo Northeast Wales & West Cheshire Ltd, MuxCo South Midlands Ltd, Triple MuxCo Somerset Ltd, MuxCo Surrey & North Sussex Ltd, MuxCo Lincolnshire Ltd, Muxco Investments Ltd, Children's Radio UK Ltd, Children's Radio UK (London) Ltd, Upload Radio Ltd, Inspiring Audio Ltd, Hallett Arendt Marketing and Research Ltd, Mid-Hants Railway Preservation Society Ltd, Audio Producers Association, Ipswich 102 Ltd.

Other Media Interests:

None

59. A Chartered Accountant, Gregory has worked within corporate functions in commercial radio since 1991, initially at the Radio Authority and then at GWR Group / GCap Media with responsibility over new analogue and digital opportunities. In this capacity, Gregory was involved in the Digital One application for the national digital radio multiplex as well as the development of GWR's local multiplex network, NOWdigital.
60. In 2007, recognising that a significant proportion of the radio industry was being left behind by digital advancements, Gregory created Folder Media and MuxCo with Matt Deegan to develop digital media opportunities.
61. Gregory has always been passionate about commercial radio broadening its horizons and developing new commercial opportunities. In 2005, he orchestrated the establishment of Children's Radio UK Ltd, which today broadcast as Fun Kids, the UK's only radio station dedicated for children and their parents; and in 2018 was part of the team who brought local radio back to Ipswich with the launch of Ipswich 102.
62. Gregory's role will be to oversee the day to day operations of TMCI and the Channel Islands multiplex. This will include contract negotiation with Arqiva and service providers and management of the Folder Media team.

(b) Proposed Investors and Shareholding Structure

Full details of the proposed shareholding structure should be provided, including:

- i) Names and addresses (the latter may be submitted in confidence) of all existing or proposed shareholders.

Shareholder	Shares	% Shareholding	% Loan stock
Tindle CI Broadcasting Ltd The Old Court House, Union Road, Farnham, Surrey GU9 7PT	700	70.0%	70.0%
Folder Media Ltd Greenworks, Dog and Duck Yard, Princeton Street, London WC1R 4BH	300	30.0%	30.0%

- ii) Total number, class/classes of shares and issue price of shares (specify voting, non-voting, preference, other etc.).

63. 1,000 £1 ordinary shares issued at par.

- iii) All voting shareholders and holders of 5% or more of non-voting shares and loan stock should be named. State the number, class/classes and price of shares to be issued to each investor.

64. See above.

- iv) Outline any shareholders agreements or arrangements which exist.

65. A standard shareholders agreement has been entered into by the shareholders, covering key issues of governance relating to the company including shareholdings, board composition, funding, pre-emption and confidentiality.

- v) Where a corporate body other than a current Ofcom licensee will be providing 30% or more of the required funding, details should be given of its directors and main shareholders, and of its activities.

66. Not applicable.

- vi) Where the applicant is an existing company or subsidiary of an existing company, the applicant should provide the last three years' statutory accounts and management accounts for the last financial year for the applicant and/or the parent company.
67. Tindle MuxCo Channel Islands Ltd is a new company that has not traded.
68. Statutory accounts for Tindle CI Broadcasting Ltd and for Folder Media Ltd are provided under separate cover.
- vii) Ofcom may request additional information (e.g. a banker's letter, statutory/management accounts) regarding the shareholders, or any other providers of finance, listed in the application.
69. We would be happy to provide any information as requested by Ofcom.

(c) Involvement of the Applicant in Specified Activities

Details are required of the involvement by the applicant and its participants (including shareholders or other subscribers of more than 5% of the applicant's total funding requirements) in any of the activities listed below, and the extent of the interest. For these purposes, the applicant includes associates of the applicant (i.e. directors and their associates and other group companies).

i) Advertising agencies;

None

ii) Newspapers;

Tindle Newspapers Ltd owns 100% of the following titles

- | | |
|---|---------------------------------------|
| • Abergavenny Chronicle | • Ivybridge & South Brent Gazette |
| • Admart | • Kingsbridge & Salcombe Gazette |
| • Alton Herald | • Leigh Times |
| • Alton Post Gazette | • Liphook Herald |
| • Bordon Herald | • Manx Independent |
| • Bordon Messenger | • Meon Valley News |
| • Bordon Post | • Mid Cornwall Advertiser |
| • Bordon Post | • Mid-Devon Advertiser |
| • Brixham News | • Monmouthshire Beacon |
| • Bromley Borough News | • Narberth and Whitland Observer |
| • Bude & Stratton Post | • North Cornwall Advertiser |
| • Cambrian News | • Okehampton Times |
| • Camelford & Delabole Post | • Pembroke and Pembroke Dock Observer |
| • Canvey Times | • Petersfield Herald |
| • Chepstow Beacon | • Petersfield Messenger |
| • Chew Valley Gazette | • Petersfield Post |
| • Clanfield Post | • Princetown Times |
| • Cornish & Devon Post | • Rayleigh Times |
| • County Border News | • South Hams Gazette |
| • County Echo and St David's City Chronicle | • Surrey and Hants News |
| • Crediton Country Courier | • Tavistock Times Gazette |
| • Dartmouth Chronicle | • Teignmouth Post |
| • Dawlish Gazette and Teignmouth News | • Tenby Observer |
| • Dawlish Post | • The Barry Gem |

- East Cornwall Times
- Edenbridge Chronicle
- Faringdon Folly
- Farnham Herald
- Forest of Dean and Wye Valley Review
- Glamorgan Gem Ltd
- Gloucester Review
- Godalming Messenger
- Haslemere Herald
- Haslemere Messenger
- Holsworthy Post
- Horndean Post
- Isle of Man Courier
- Isle of Man Examiner

- The Brecon and Radnor Express
- The Bridgend and Porthcawl GEM
- The Chepstow News
- The Cornish Times
- The Cowbridge GEM
- The Forester
- The Llantwit Major GEM
- The Midsomer Norton & Radstock Journal
- The Ross Gazette
- Totnes Times
- Wellington Weekly News
- West Somerset Free Press
- Yellow Advertiser Series (Essex)

iii) Other broadcasting interests;

Tindle CI Broadcasting Ltd

- Island FM
- Midlands 103 (Ireland)
- Channel 103

Folder Media Ltd

- Upload Radio Ltd (100%)
- MuxCo Ltd (75%) *through which:*
- MuxCo Northeast Wales and West Cheshire Ltd (25%)
- MuxCo Surrey & North Sussex Ltd (50%)
- Triple Muxco Somerset Ltd (33.3%)
- MuxCo Suffolk Ltd (33.3%)
- MuxCo South Midlands Ltd (25%)
- MuxCo North Yorkshire Ltd (50%)
- MuxCo Lincolnshire Ltd (49%)

Gregory Watson

- Ipswich 102 Ltd (20%)
- Children's Radio UK Ltd (50%)

iv) Bodies whose objects are wholly or mainly of a religious nature;

None

v) Bodies whose objects are wholly or mainly of a political nature;

None

vi) Local authorities;

None

vii) Other publicly-funded bodies.

None

10. Financial and business plan

(a) Overall Financial Strategy

Explain how the applicant considers it is able to establish and maintain, throughout the licence period, its proposed service. This explanation should include an assessment of each of the following, but is not restricted to these factors:

- i) The network construction phase
- ii) The operational start-up phase
- iii) Marketing
- iv) Ongoing operation of the service

Our Strategy

70. The strategy for Tindle MuxCo Channel Islands ('TMCI') is:

- To establish an efficient DAB multiplex business that maximises opportunities for the BBC and existing commercial operators, as well as new national, local and community focused services, to broadcast in the Channel Islands using either DAB or DAB+ technology, broadening choice and creating new commercial opportunities
- To re-emphasise local radio as an important part of radio's digital future
- To be part of the MuxCo network of local multiplexes, sharing best practice and future opportunities
- To provide a return on investment to shareholders

The Shareholders and their Digital Strategies

71. Tindle CI Broadcasting and Folder Media have been developing plans to bring DAB to the Channel Islands since early 2018, initially undertaking research of radio listening habits and digital take-up across the islands, and discussing frequency and licensing opportunities with Ofcom, before formally announcing their intention to apply in November 2018.
72. The shareholders behind TMCI have considerable analogue and digital radio experience. Between them, they have investments in eight local multiplexes and broadcast a range of analogue and digital services. They are committed to their digital futures and are well-resourced companies that can support the multiplex throughout the licence term.
73. **Tindle CI Broadcasting**, which owns and operates Channel 103 and Island FM, is a wholly owned subsidiary of Tindle Newspapers Ltd. Tindle is one of the largest privately-owned media companies in the UK, with newspapers and magazines stretching from the Isle of Man to Kent, Cornwall to Essex, as well as radio stations in the Channel Islands and Ireland.

74. The history of the group can be traced back to the 1950s when Sir Ray Tindle started the group with the £300 demob money he was given at the end of the Second World War and he bought a small weekly paper in Tooting with a circulation of 700. Through launches and acquisitions, the company now has over 150 titles covering much of South and West England, Wales and the Isle of Man. Tindle does not have any newspaper interests in the Channel Islands.
75. Tindle Newspapers became involved in local radio in 1972 when Sir Ray led a delegation to Westminster to make the case for local papers' involvement in the new media. In 1973, he was part of a company chaired by Robert Stiby which invested in the then newly formed Capital Radio. 25 years later, Ray Tindle took this money out of Capital Radio and purchased Island FM in Guernsey and Channel 103 in Jersey in 1998, and later Midlands 103 in Ireland.
76. Sir Ray has always maintained an ultra-local philosophy in all his newspapers and radio stations, reporting on local news and events which are important to the community. That philosophy continues to be rewarded in the radio stations' RAJAR figures with Island FM and Channel 103 consistently delivering the best percentage reach numbers of any radio stations in the British Isles.
77. **Folder Media** was established in 2007 by Gregory Watson and Matt Deegan to be a radio company with a difference – that difference being a focus on digital radio and new media in all its guises and complexities. Over the last 12 years, Folder has provided digital radio solutions to local radio companies and other parties interested in developing on DAB. Its management team has extensive experience as a multiplex operator at local, regional and national level. It established and operated the NOWdigital network and regional multiplexes owned by consortia in which GWR Group / GCap Media was a partner.
78. Folder Media currently manages eight multiplexes in the MuxCo network as well as local multiplexes for Wireless Group and Bauer. And until July 2019, it also managed the day to day operations of Nation Broadcasting's commercial multiplex network. Today, the MuxCo network carries 58 BBC and commercial services of which 48% are new digital only services and 24% broadcast using DAB+.
79. Folder Media's strategy is to build a network of local multiplexes, working with local partners in each area, to ensure opportunities exist for analogue operators to broadcast on DAB. Working with local partners helps encourage and make them more confident to take a more active role in digital radio, as part of the multiplex as well as being a service provider. Under this model, partners receive financial benefits of ownership which helps reduce their net cost of investment in DAB.
80. Folder Media has also been a strong champion for DAB+. MuxCo was the first local commercial multiplex operator to offer DAB+ and it has enabled more local services to operate using DAB+ than any other commercial multiplex operator in the UK, helping make DAB digital radio more accessible for a greater number of operators.

The Business Plan and its Objectives

81. The key objectives underlying the TMCI business plan are:
- To operate a multiplex that offers the latest DAB technology to service providers
 - To offer a wide choice of programme services which address local tastes and interests, broaden choice and increase plurality.
 - To promote and maximise take-up of digital radio receivers by working with our service providers and industry bodies such as Digital Radio UK.
 - To operate in a manner ensuring fair and effective competition.
 - To operate a sound financial business, with confirmed service providers helping to demonstrate viability.
82. The shareholders are satisfied that TMCI is well resourced technically as well as financially to support the needs of service providers.
83. The Board has the following responsibilities:
- The company's business strategy
 - Monitoring and reviewing trading performance
 - Appointing and contracting with service providers
 - Developing multiplex bandwidth policies
 - Developing pricing structures
 - Appointment and supervision of the Multiplex Manager
 - Regulatory compliance
84. Folder Media will provide multiplex management services. Folder Media has unparalleled experience in the day-to-day management of successful local multiplexes. Its management team currently manages Wireless Group and Bauer multiplexes in addition to the MuxCo network. It will ensure that changes and any requirements from service providers can be enacted in a timely and cost-effective manner, and will ensure that the multiplex is responsive to the changing radio marketplace.
- (i) The network construction phase**
85. There are three stages to the network construction phase – planning, building and testing.
86. **Planning** – the design of our transmission plan has taken into account the requirements of service providers, including BBC and commercial services, to ensure that key population centres and roads are well covered. A number of iterations have been produced before settling on a commercially prudent plan that maximises coverage and meets our planning criteria. Arqiva has provided strategic support during this stage and will liaise with Ofcom for transmission matters on behalf of TMCI.

87. **Building and Testing** – Following award, we will work with Arqiva to finalise our plan and prepare milestones to the launch of the multiplex. This will include international clearance, the build timetable and service provider installation. As an established transmission service provider, Arqiva has existing resource and the infrastructure to build the proposed transmission network efficiently and to an agreed timetable.

(ii) The operational start-up phase

88. TMCI will contract day to day operations to Folder Media, who as multiplex manager will be responsible to the TMCI board for the launch of the multiplex and its subsequent day to day operation
89. The operational start-up phase includes contracting with service providers, monitoring the installation of multiplex equipment at service providers' studios and ensuring that necessary testing is undertaken prior to launch; liaising with Ofcom over the build process; ensuring regulatory issues are followed, including the issuing of DSP licences; and liaising with Digital Radio UK and service providers on marketing activity, including ensuring the postcode checker is up to date with the new coverage and service information.

(iii) Ongoing operation of the service

90. As multiplex manager, Folder Media will be responsible for:
- Overseeing bit rate variations, enhancements or projects required by service providers, such as EPG provision, temporary services and data developments.
 - Working with service providers and Arqiva to maximise multiplex functionality and efficiency.
 - Monitoring and fault reporting, ensuring that the output of all service providers is correctly logged and compliant with legislation and codes
 - Helping to develop new revenue streams.
91. Folder Media will provide ongoing management cover for the multiplex, including purchase and sales ledgers, IT, secretarial, legal, research, marketing coordination and technical support. It also maintains the MuxCo website, which will promote the Channel Islands multiplex and the opportunities that it offers.
92. Folder Media has a well-established and successful multiplex management operation looking after over 100 radio services and transmitters. It combines full-time talented staff with industry-leading systems that provide real time monitoring and status for the multiplexes it manages.

- 93. Folder Media has developed Dash, an online tool that ingests service information, planned work and faults from Arqiva and provides up to the minute relevant, personalised information to service providers. Dash also helps Folder Media investigate repetitious faults from Arqiva and service providers to identify and solve service affecting problems.
- 94. Arqiva has considerable resource and infrastructure to support the multiplex. Its 24-hour operations centre at Emley Moor will control multiplex re-configurations, which will be undertaken in line with our policies and contractual agreements with service providers.

(iv) Marketing

- 95. Digital Radio in the UK has developed significantly since the last major round of multiplex awards. Digital radios are now inexpensive, and station launches from the BBC and commercial radio has driven take-up. We expect that within the next few RAJAR quarters, DAB listening hours will exceed FM hours.
- 96. Jersey and Guernsey, however, have seen stunted digital radio growth as to date only BBC National radio stations are available in the market. The introduction of local digital radio requires a strong marketing campaign - reaching those who will benefit the most - local radio listeners. Channel 103 and Island FM will launch with a significant marketing campaign on-air, online and through social media. MuxCo's conversations with the BBC suggest this will also be reflected on its stations.
- 97. We will work closely with our service providers to help co-ordinate locally focused marketing of digital radio and the services on the multiplex, with advice provided where relevant by Folder Media.
- 98. Service providers are likely to undertake their own brand marketing highlighting their appearance on DAB. We will work with service providers, particularly local analogue operators, to use their airtime to promote DAB digital radio.
- 99. We believe that for listeners, the identity of the multiplex owner is of little or no importance (and is potentially confusing). We will work with the Digital Radio UK to use a national through-the-line identity and graphic style that makes both digital radio and station brands the 'heroes'.

(b) Funding

Detail the sources of finance that will be used to fund the licence, under the following headings:

100. TMCI will be entirely funded by its shareholders. Each shareholder has committed to invest its share capital and provide the identified short-term loans. As such, there is no requirement for TMCI to seek any specific loans, grants, donations or bank overdrafts.

Source of finance	£
Share capital	1,000
Loan stock	9,000
Leasing/HP facilities (capital value)	0
Bank overdraft	0
Grants and donations	0
Other	0
Total	10,000

Applicants should provide evidence that sufficient funds are available to each investing shareholder to cover their proposed investments.

101. Letters of investment are provided in Part B.

For incorporated investing shareholders, applicants should provide a copy of the most recent statutory accounts.

102. The accounts for the shareholders are provided under separate cover.

Where relevant, provide information on:

- i) Loan terms (e.g. interest rate, repayment terms, redemption/conversion terms);
- ii) Assets leased.

103. Shareholder short term loans will bear no coupon and no assets will be acquired or leased by the company.

All of the funding identified above should be confirmed to the applicant. If any funding has not been confirmed, or if there are any pre-conditions that have not yet been met that need to be met before the funding is released to the applicant, provide an explanation of what needs to be done, the dates by which it needs to be carried out, and any steps the applicant needs to take to ensure the funding is confirmed and/or released.

104. Letters of investment are provided in Part B.

(c) Financial Projections

The purpose of this question is to allow the applicant to demonstrate its understanding of the market. The forecasts should be based on reasonable assumptions that are logically applied and justifiable.

A letter should be provided from a firm of Independent Accounts, addressed to the board of directors of the applicant, confirming the results of agreed-upon procedures carried out under the International Standard on Related Services (ISRS) 4400; Engagements to Perform Agreed-Upon Procedures Regarding Financial Information. The letter should confirm:

- g) Whether the projections contained in the financial model have been accurately compiled on the basis of the assumptions listed and explanatory notes accompanying the projections; and
- h) Whether the assumptions listed and explanatory notes follow International Financial Reporting Standards and Generally Accepted Accounting Policies.

The applicant should provide financial projections for the pre-operational period and on an annual basis for the subsequent 12-year licence period. The projections must include:

- i) Profit and loss accounts
- ii) Balance sheets
- iii) Cash-flow forecasts
- iv) Appropriate supporting schedules

The forecasts should be supplied on an Excel spread-sheet or similar and guidance notes should be provided. The applicant must also complete and submit the spreadsheet entitled "Financial Template for DAB Local Radio Multiplex Licence Applications" at: <https://www.ofcom.org.uk/manage-your-licence/radio-broadcast-licensing/apply-for-a-radiobroadcast-licence> using information from its business model. Guidance notes for completion of the Template can be found in Annex 2 to this Notice. This section must include a full listing of the underlying assumptions on which the financial projections are based.

The application should detail how revenue figures were derived, distinguishing between:

- i) Access fees
- ii) Fees based on audience or revenue shares
- iii) Other fees (please specify)

Revenue forecasts should also distinguish between digital sound programme, digital additional and television licensable content services.

The application should clearly set out the fee structure for each service provider, and explain the reasons for any differences in fees paid between providers. Where the applicant expects to receive fees based on audience or revenue shares of the services carried on the multiplex, forecasts of the audiences and revenues of those services should be provided.

105. Our response is submitted in confidence.

(d) Risks

The financial information submitted by applicants should demonstrate that the business plan has sufficient resilience for the service to be maintained despite adverse movements in revenues and costs arising from more difficult trading conditions than expected. The business plan must therefore:

- i) Incorporate a set of sensitivity tests, and;
- ii) Provide details of the main operational and financial risks to the business plan and explain how the applicant proposes to address these risks.

106. Our response is submitted in confidence.

Section 51(2)(d): Catering for local tastes and interests

11. Proposed local digital sound programme services

- i) Provide, for each local digital sound programme service for which capacity is to be allocated, a description of the service. This description should encapsulate the nature and characteristics of the proposed service (e.g. type(s) of music and speech to be provided, target audience, etc.). The number of hours each day that the service will be broadcast must also be included. These service descriptions will form part of the licence. Therefore, questions of clarification may be asked prior to licence award and the wording amended to reflect this, if necessary.

107. If awarded the Channel Islands multiplex, TMCI will launch with a minimum of 15 digital sound programme services, comprising a mix of familiar well-loved local and national brands which taken as a whole will appeal to a wide variety of tastes and interests:

- Channel 103 Analogue simulcast
- Island FM Analogue simulcast
- Rewind CI Digital only
- Fun Kids Digital only
- Atlantis Digital only
- Contact Classic Hits Digital only
- Bailiwick Radio Digital only
- talkSPORT Analogue simulcast
- talkSPORT 2 Digital only
- talkRADIO Digital only
- Virgin Radio UK Digital only
- UCB1 Digital only
- UCB2 Digital only
- BBC Radio Jersey Analogue simulcast (reserved capacity)
- BBC Radio Guernsey Analogue simulcast (reserved capacity)

Channel 103

Format	Contemporary Hit Radio
Licence Description	A simulcast of Channel 103 (licence AL143); a locally oriented broad music, news and information for Jersey, aimed primarily at 25-44-year-olds.
Hours of Broadcast	24 hours

Island FM

Format	Contemporary Hit Radio
Licence Description	A simulcast of Island FM (licence AL142); a community-oriented, broad music and information station for 15-45-year-olds in Guernsey.
Hours of Broadcast	24 hours

Rewind CI

Format	Oldies
Licence Description	A service playing a wide variety of classic hits from the last five decades with Channel Islands news and information, with principal appeal amongst 35-64 year olds.
Hours of Broadcast	24 hours

Fun Kids

Format	Children
Licence Description	A radio station with music and speech content for children aged 12 and under, and their families.
Hours of Broadcast	24 hours

Atlantis

Format	Soft Rock and Easy Oldies
Licence Description	A service playing soft rock and easy oldies, with principal appeal amongst 25-54 year olds.
Hours of Broadcast	24 hours

Contact Classic Hits

Format	Classic Hits
Licence Description	A service playing Classic Hits, with a bias towards gold, with Channel Islands news and information, with principal appeal amongst 35-54 year olds.
Hours of Broadcast	24 hours

Bailiwick Radio

Format	Hit radio
Licence Description	A music service playing hits and classic hits, with news and information for 25-54s in the Channel Islands.
Hours of Broadcast	24 hours

talkSPORT

Format	Speech
Licence Description	A simulcast of talkSPORT (licence AN003); a national speech service featuring primarily sports-related programming.
Hours of Broadcast	24 hours

talkSPORT2

Format	Speech
Licence Description	A speech service providing coverage of a broad range of live sporting action from the UK and around the world along with complementary sports talk programming
Hours of Broadcast	24 hours

talkRADIO

Format	Speech
Licence Description	An engaging speech service presented by knowledgeable talk radio personalities, featuring current affairs and entertainment programming and regular UK and international news
Hours of Broadcast	24 hours

Virgin Radio UK

Format	Rock and Pop
Licence Description	A music service featuring classic and contemporary pop and rock hits, with established presenters at peak times
Hours of Broadcast	24 hours

UCB1

Format	Christian
Licence Description	A station featuring today's Christian hit songs, with speech that helps make sense of the world around us including topical conversation and encouraging features.
Hours of Broadcast	24 hours

UCB2

Format	Christian
Licence Description	A station focussing on <i>praise and worship and so much more to bring you closer to God, with popular worship music, life-changing stories and edifying chat.</i>
Hours of Broadcast	24 hours

108. Information about further prospective programme services are submitted in confidence in Part B. We will continue to discuss opportunities with other potential service providers to bring further choice.

- j) Outline the expected target audience of each local digital sound programme service to be accommodated on the multiplex, in terms of demographic profile (i.e. age-range, gender, socio-economic background), ethnic composition, and/or any other relevant characteristics. To what extent will each of these services cater for local tastes and interests, general or particular?

Channel 103

Target Audience & Demographic Profile	<p>Through RAJAR:</p> <ul style="list-style-type: none"> • 47,700 adults listen each week – 53% reach • Principal listening amongst those aged under 44 • Slightly more male profile (51.2%, against a TSA profile of 49.2%) • Slightly more C2DE compared to TSA (40.9% v. 38.4%)
Local Tastes & Interests	<p>Channel 103 has been Jersey's market leading station targeting 25-44-year olds since its launch in October 1992, achieving some of the highest audience figures in the British Isles during its first year on air.</p> <p>This success continues to this day with enviable RAJAR figures (its weekly reach of 53% is the second highest in the UK) and impressive commercial performance with 2018-19 delivering the highest revenue figures in the station's history.</p> <p>Channel 103 and its Guernsey sister station Island FM stand alone and carry no shared programming. Each adopts the same island-centric philosophy with its own fully staffed newsroom, providing local information 24 hours a day, seven days a week. Local news bulletins containing Jersey stories run from 6am until 11pm on weekdays and from 8am until 1pm at weekends, with half hour headlines during weekday breakfast and afternoon drive. News items of pan-island interest are exchanged between the stations where of interest.</p> <p>Channel 103 hosts the annual on-air Jersey Christmas Charity Auction which generated an impressive £72,000 in one day of live broadcasting last December and attends scores of island events across the year, from live broadcasts at the iconic 'Battle of Flowers' to hosting the annual Jersey Weekender music festival which features global music superstars like Rita Ora, Sister Sledge and Clean Bandit.</p> <p>On air and off, Channel 103's commitment to Jersey is clear. Given its current strong market position, Channel 103 will play an important role in the promotion of digital radio.</p>

Island FM

Target Audience & Demographic Profile	<p>Through RAJAR:</p> <ul style="list-style-type: none"> • 31,200 adults listen each week – 59% reach • Principal listening amongst those aged under 44 • Strong female profile (54.8%, against a TSA profile of 51.9%) • Slightly more C2DE compared to TSA (41.4% v. 38.3%)
Local Tastes & Interests	<p>Having launched in 1992, expanding to Alderney in 1995, Island FM is a vital part of life in the bailiwick, broadcasting from studios in St Sampsons 24 hours a day seven days a week, targeting 15-45-year-olds in Guernsey.</p> <p>Its audience figures are impressive: RAJAR shows that 59% of the adult population (the highest percentage reach in the UK) tunes in, with each person listening for more than twelve hours a week.</p> <p>Island FM operates a fully-staffed newsroom with journalists based in Guernsey and the island of Alderney, providing local information 24 hours a day, seven days a week. Local news bulletins are broadcast 24 hours a day during weekdays and from 8am until 1pm at weekends.</p> <p>The station's commitment to its community is underlined by initiatives like the Cycle Safe Campaign, the Toy Appeal and the enduring Be Safe, Be Seen campaign. The station's mascot, Daniel The Donkey, is frequently spotted at events as diverse as the St Peter Port Christmas Lights and the Guernsey Half Marathon.</p> <p>Island FM invests considerable resource in extensive coverage of key events in the bailiwick ranging from outside broadcasts at the all of Guernsey's important agricultural shows to coverage of major sporting events like the NatWest Island Games (where the station is sending a dedicated reporter to this year's venue, Gibraltar) and the annual Muratti Football Inter-Insular.</p> <p>After more than 26 years on air, the station remains popular and the undisputed market leader for its audience, advertisers and community stakeholders, with a unique mix of music. As such, Island FM will play an important role in the promotion of digital radio.</p>

Rewind CI

Target Audience & Demographic Profile	<p>We anticipate that Rewind CI will have its principal listening amongst those aged 35 to 64, with a slight male bias and a C2DE profile.</p>
Local Tastes & Interests	<p>Rewind CI will include speech pertinent to the Channel Islands, with pan-islands news, entertainment and weather.</p> <p>It will complement Island FM and Channel 103, broaden audience appeal and attract an audience from the BBC and encourage trial of DAB.</p>

Fun Kids

Target Audience & Demographic Profile	Fun Kids is an established station broadcasting on the SoundDigital national multiplex. Principal listening is amongst children aged 12 and under, their parents and families.
Local Tastes & Interests	<p>Fun Kids is a national radio station serving a specific community of interest, namely children. Fun Kids talks about things that are relevant to children wherever they live, and hence speech content will be applicable to children and families in the Channel Islands. Additional local information can be provided through the Fun Kids website.</p> <p>Fun Kids is a well-established and popular radio station broadcasting across the UK. It is currently not available in the Channel Islands through DAB. As such, it is a new service to this market which will broaden audience appeal and encourage trial of DAB.</p>

Atlantis

Target Audience & Demographic Profile	We anticipate that listening to Atlantis will be principally amongst those aged 25 to 54, with a slight male bias.
Local Tastes & Interests	<p>A music-oriented station featuring adult-oriented popular music for a broad audience. Atlantis broadcast on a number of local multiplexes and no local news provision is proposed.</p> <p>Atlantis has already demonstrated its ability to attract new audiences in the UK. It will further broaden audience appeal in the Channel Islands.</p>

Contact Classic Hits

Target Audience & Demographic Profile	We anticipate that listening to Contact Classic Hits will be principally amongst those aged 35 to 54.
Local Tastes & Interests	<p>Contact Classic Hits has been broadcasting 'favourite hits from back in the day to the best of today' since launching online in September 2018. Its proposed DAB service will include news bulletins at least hourly between 7am and 7pm weekdays, with the potential of additional news updates during Breakfast and Evening Drive shows. Local survival information will also feature, with regular updates on weather and travel information. Contact Classic Hits will have studios in both Jersey and Guernsey where local issues and events can be gathered.</p> <p>Contact Classic Hits is a new music and information service for the Channel Islands from within the Channel Islands.</p>

Bailiwick Radio

Target Audience & Demographic Profile	We anticipate that Bailiwick Radio will have a principal audience amongst 25-54 year olds.
Local Tastes & Interests	<p>A service based on the existing Bailiwick Radio online services, using the experienced journalists at the Bailiwick Express to provide pan-island news and information relevant for the target audience.</p> <p>Bailiwick Radio is a popular online service whose extension to DAB will broaden its appeal and attract a larger audience.</p>

talkSPORT

Target Audience & Demographic Profile	Through RAJAR, talkSPORT has a significant audience amongst those aged 25+, with above average listening amongst adults aged 55+. It has a high male (84%) bias, with 57% ABC1.
Local Tastes & Interests	<p>talkSPORT is one of UK's pre-eminent sports broadcasters, with reach of over 3m. Its sports coverage will appeal with sport fans in the Channel Islands, who will be able to access the latest sports news and follow what their favourite teams are up to.</p> <p>talkSPORT will bring an established and loved brand to the Channel Islands, broaden appeal and attracting an audience to commercial radio from the BBC.</p>

talkSPORT2

Target Audience & Demographic Profile	Through RAJAR, talkSPORT2 has a significant audience across all age groups, and especially 15-24s and 35-64s. It has a high male bias (87%), with 51% ABC1.
Local Tastes & Interests	<p>talkSPORT2 covers a broader range of live sporting events to talkSPORT and includes sports talk programming when not covering live sporting events.</p> <p>It will further broaden appeal and attract audiences to commercial radio from the BBC.</p>

talkRADIO

Target Audience & Demographic Profile	Through RAJAR, talkRADIO has its principal listening amongst 35-54 year olds, with 72% male and 50% ABC1.
Local Tastes & Interests	<p>An engaging speech service presented by knowledgeable talk radio personalities, featuring current affairs and entertainment programming and regular UK and international news.</p> <p>talkRADIO will bring speech news and information radio to the Channel Islands. Whilst inherently a national service, Channel island listeners will be able to participate in its programming.</p>

Virgin Radio

Target Audience & Demographic Profile	Through RAJAR, Virgin has a strong audience amongst 25-54 year olds, with a slight male bias 51% and 65% ABC1 profile.
Local Tastes & Interests	Virgin Radio plays a range of the best rock and pop music from the 1980s to the present day – and bring Chris Evans to the Channel Islands.

UCB1

Target Audience & Demographic Profile	UCB1 appeals to a broad range of listeners with a Christian belief and those looking to learn more about Christianity.
Local Tastes & Interests	UCB1's playlist is drawn from artists and tracks which receive minimal exposure on mainstream services. Its speech content includes current affairs discussion and opinion, artist interviews and Christianity explained.

UCB2

Target Audience & Demographic Profile	UCB2 appeals to listeners with a Christian belief and those looking to learn more about Christianity. Its primary target audience is aged 45+, with a female bias
Local Tastes & Interests	Like UCB1, UCB2's playlist also draws from artists and tracks which receive minimal exposure on mainstream services. Its older target audience is reflected in the selection of more mellow, tuneful and familiar music. Its speech content includes faith-centred interviews, Bible-based talks, devotional features and prayer.

- k) If agreement has been reached (either firmly or provisionally; state which) with particular providers of some or all of the local digital sound programme services to be accommodated on the multiplex, identify these programme providers. For each one, state whether it has already been issued by Ofcom with a licence to provide a local digital sound programme service. Details of any arrangements with particular providers which the applicant considers to be commercially sensitive may be submitted in confidence.

Service	Service Provider	Confirmed	DSPS Held
Channel 103	Tindle CI Broadcasting	Firm	Applied
Island FM	Tindle CI Broadcasting	Firm	Applied
Rewind CI	Tindle CI Broadcasting	Firm	Applied
Fun Kids	Children's Radio UK	Firm	Local held
Atlantis	Cyber Broadcasting	Firm	Local held
Contact Classic Hits	Lightning Radio	Firm	To be applied
Bailiwick Radio	Lighthouse Media (CI)	Firm	To be applied
talkSPORT	Wireless Group	Firm	Local held
talkSPORT 2	Wireless Group	Firm	Local held
talkRADIO	Wireless Group	Firm	Local held
Virgin Radio	Wireless Group	Firm	Local held
UCB1	United Christian Broadcasters	Firm	National held
UCB2	United Christian Broadcasters	Firm	National held

- l) Give details of any programme-related 'data' or other services to be provided to enhance the audio elements of the local digital sound programme services proposed to be provided. List separately those provided by the relevant local digital sound programme licensees themselves (as 'ancillary' services) and those, if any, provided by other parties under a digital additional services licence.

109. The multiplex will support Dynamic Label Services ('DLS') and MOT carousel using simple, industry standard interfaces allowing service providers to use the 'off-the shelf' and well-supported software packages for generating content. From launch, all service providers will have access to scrolling text functionality. As data technologies and standards mature, we will work with service providers to launch other data services.

Scrolling text functionality (Dynamic Labelling – 'DLS') provides an immediate point of difference between a digital radio and a traditional FM receiver.

- m) If it is intended to use an encryption system, state that this is so, and make clear to which local digital sound programme services it will apply, and how listeners will subscribe to the service.

110. There are no plans to use an encryption service.

12. Digital additional services and television licensable content services

Provide details of any digital additional services and/or television licensable content services planned, other than programme-related data services (see Q.11(d) above), and the proportion of the total multiplex capacity which will be allocated to each of these.

111. None are currently proposed.

Section 51(2)(e): Broadening of local commercial DAB choice

13. Broadening of choice

Outline how the programming provided by the local digital sound programme services (other than BBC services) proposed will broaden the range of local digital sound programme services available in the area, and describe the extent to which the proposed local digital sound programme services will cater for tastes and interests different from those catered for by local digital sound programme services already available in the area. If the licence applied for is the first local radio multiplex licence to be advertised in an area, detail the breadth of programming which will be delivered by the range of local digital sound programme services to be provided on that local radio multiplex alone.

112. There is currently no commercial radio DAB – local or national – in the Channel Islands, with only the BBC National multiplex providing services.

113. The following table summarises how each service helps broaden choice.

Channel 103	A broad music mix and local community orientated service for Jersey. By the nature of its format, some of the new services will overlap in relation to music played. The station is unique in having a Jersey editorial focus.
Island FM	A broad music mix and local community orientated service for Guernsey. By the nature of its format, some of the new services will overlap in relation to music played. The station is unique in having a Guernsey editorial focus.
Rewind CI	Rewind CI will be a brand-new pan-island radio station playing classic hits from the last five decades, combined with local news and information for Jersey and Guernsey. The service will have particular appeal to listeners over the age of 45. It will complement Channel 103 and Island FM which are particularly popular with listeners under the age of 45 (per RAJAR). The station's local news provision will bring local content to an older commercial radio audience.
Fun Kids	Fun Kids is unique station in the UK, providing a service that reflects the tastes and interests of children – and would be similarly unique in the Channel Islands. It is a music-based services with a high speech content including stories and educational content. RAJAR identifies 10,500 children live in the Channel Islands, with thousands more aged under 10. No radio service currently provides radio programming dedicated to children – a gap which Fun Kids helps fill.
Atlantis	Atlantis is a presenter-led soft rock and easy oldies radio station that operates on a number of local multiplexes. The station is music intensive, with speech content that reflects the music. Its music policy will make it a unique service on the multiplex and local digital radio.

Contact Classic Hits	Contact Classic Hits is a music-based radio station based on the classic hits format and targeting a 35+ audience due to the older profile of the local population. Jersey and Guernsey news and information will feature heavily across the day. This is a new local service to broadcast on radio and will diversify the sources of local information in the market.
Bailiwick Radio	Combining music with local speech from the experienced journalists at the Bailiwick Express, this service will increase the range of local content available.
talkSPORT	talkSPORT is one of UK's pre-eminent sports broadcasters. The station's live commentary sets the benchmark for excitement and drama, whilst its punditry draws on the unparalleled insight of its presenters, many of whom have competed at the very highest level. The addition of talkSPORT and talkSPORT2 will, for the first time, bring full-time sports stations to the Channel Islands and significantly increases the range of speech content.
talkSPORT2	talkSPORT2 is a distinctive service providing coverage of a broad range of live sporting events coupled with distinctive sports talk that is not available currently in the Channel Islands. The addition of talkSPORT and talkSPORT2 brings two full-time sports stations to the Channel Islands, significantly increasing the range of speech content.
talkRADIO	talkRADIO will broaden choice through its accessible and entertaining style and the breadth of speech covered. This is a service not currently available on DAB in the Channel Islands, extending choice with a popular format.
Virgin Radio	Virgin Radio caters to a broad range of musical tastes and interests across rock and pop music, rather than providing specialist coverage of one genre or musical era. With a popular breakfast host, the station will help provide a strong reason for local listeners to make digital radio a bigger part of their life. Whilst there is some musical crossover with other stations that play rock music on the multiplex, Virgin Radio will be more contemporary in sound.
UCB1	UCB1 has a unique format, playing the latest Christian music, with news and current affairs, and thought-provoking interviews and discussions. There is little overlap with other services.
UCB2	UCB2 is another unique format with Christian teaching and easy listening Christian based music - both unique content types on the multiplex.

114. This is the first local multiplex to be licensed for the Channel Islands and our proposed bouquet of programme services substantially broadens listener choice with the breadth and range of its services appealing to all tastes and interests.
- The services span the demographics from younger to older – stretching from Fun Kids to Rewind CI and Atlantis with its 45+ target.
 - The services span the musical spectrum, with clearly differentiated music offerings – from Virgin’s rock to the soft rock and easy oldies of Atlantis; from the adult CHR of Channel 103 and Island FM to the classic hit variants of Rewind CI and Contact; and with children’s music on Fun Kids to Christian music on UCB1 and UCB2.
 - The services offer a mix of speech – from the rich local news and information of Channel 103 and Island FM to the engaging speech of talkRADIO and the sports chat and commentary from talkSPORT.
115. In the absence of any national commercial multiplex, TMCI offers a strong portfolio of established and new local services, along with high-profile national stations available in the Channel Islands for the first time, ensuring that the new multiplex will quickly become a popular choice for new and existing commercial radio listeners.

Section 51(2)(f): Local demand or support

14. Audience requirements

Summarise the main findings of any original market research undertaken, or any analysis of existing audience research information, or any other form of evidence which demonstrates demand for the types of programme service and/or programme-related data or other data services proposed, or has otherwise influenced the applicant's proposals.

If original market research has been undertaken, please provide the following information for each piece of research:

- A statement of the key objectives of the research;
- The specific questions that the research sought to answer;
- How the research was conducted;
- The size and composition of the sample(s);
- When and where the research was conducted;
- A summary of the main findings from the research, showing how these demonstrate evidence of demand for the service proposed – this summary should represent a fair and accurate summary of the full results;
- A copy of any detailed audience research report or analysis, from which the summary provided in the main application document has been derived, full data tables for any quantitative research undertaken, and any questionnaire used (these may be submitted in confidence).

Please provide your responses to (a) – (e) in tabular format.

	Key Objectives	Specific Questions	How Conducted	Size and Composition	When
Marketplace Analysis	To review opportunities for a DAB multiplex serving the Channel Islands, and the opportunities it offers.	Current listening habits amongst residents – stations and devices	Research undertaken by Guernsey-based Island Global Research.	Not relevant	March to April 2018 Updated June to July 2019
Desk Research	To analyse the local market. To get an up to date picture of the digital landscape.	To review population growth and change. To track digital penetration.	Local census data Review of DRUK and relevant RAJAR data on digital audiences.	Not relevant	May to June 2019
RAJAR	To understand the local radio market.	To track the performance, strengths and weaknesses of existing services.	Using the Octagon analysis system and RAJAR data.	Not relevant	May to June 2019

Digital radio for the Channel Islands

116. Tindle CI Broadcasting commissioned Guernsey-based Island Global Research in early 2018 to undertake a review of the DAB opportunities that could exist for the Channel Islands, alongside a review of the options to renew Island FM and Channel 103. This research, a copy of which is attached under sperate cover, identified:

- 94% of Channel Islands residents listen to the radio at least once a week, and 83% usually listen regularly, making radio an important feature in everyday life
- 63% of Channel Islands residents use a digital device to listen to the radio, with 31% reporting ownership of a DAB radio – which is significantly lower than in the UK which we believe reflects the current low choice of services available
- The report gave confidence to Tindle CI Broadcasting that there is interest in DAB on the islands, and there is room to grow commercial radio in the Channel Islands

The Channel Islands market

117. The Channel Islands multiplex is licensed to cover the bailiwicks of Jersey and Guernsey, including the islands of Alderney, Sark and Herm. We have analysed current radio listening within the combined Channel 103 and Island FM TSAs, which have an adult population of 142,000. The following table analyses the adult population within the combined TSA (Q1 2019 data), highlighting the relative demographic splits of the population, and comparing that with the socio-demographic breakdown of radio listeners within the market.

	UK Population	CI Population		Listeners	
	%	'000	%	'000	%
15 to 24	14.4%	20.1	14.1%	17.1	13.2%
25 to 34	16.5%	24.4	17.2%	22.0	17.0%
35 to 44	15.3%	26.7	18.8%	25.1	19.4%
45 to 54	16.8%	26.0	18.3%	24.1	18.7%
55 to 64	14.6%	19.3	13.6%	17.8	13.8%
65 plus	22.3%	25.6	18.0%	23.0	17.8%
ABC1	54.5%	87.5	61.6%	79.7	61.7%
C2DE	45.5%	54.5	38.4%	49.4	38.3%
Male	49.0%	69.4	48.8%	63.2	49.0%
Female	51.0%	72.7	51.2%	65.9	51.0%

- The Channel Islands has a higher ABC1 profile than the UK as a whole – 61.6% v 45.5%; with a male to female split in line with the UK.
- It has a higher number of adults aged 25 to 54 than the UK average – 54.3% v 48.6%; and a lower 55+ audience (especially amongst 65+) – 31.6% v 36.9%
- In the main, radio listeners reflects the market demographics, with slightly higher than average listening amongst 35s to 64s.

Current radio choice

118. Two local commercial and two local BBC services currently serve the area – Channel 103 and Island FM, as well as BBC Radio Jersey and BBC Radio Guernsey. The commercial services are listened to by 78,900 (61.1%) of adults each week, and account for 36.9% of all radio listening.
119. With regard to national radio, the national services of the BBC are audible within the area, with BBC National digital only services currently account for 3.1% of total share (principally BBC 6 Music). Neither of the two commercial national multiplexes cover the Channel Islands, although commercial digital services are available through online and non-DAB platforms and currently account for 4.2% share (principally Capital, Classic FM and Jazz FM).

Current radio listening habits

120. The following table details total audience and hours per RAJAR within the combined Channel 103 and Island FM TSA.

	2015	2016	2017	2018	2019
Population '000s	138.6	138.7	138.7	139.6	142.0
Reach %	93.6%	93.5%	92.7%	94.8%	90.9%
Reach '000s	129.7	129.7	128.6	132.3	129.1
Total Hours '000s	2,609.6	2,999.0	2,717.8	2,862.2	2,424.3
Ave. Hours	20.1	23.1	21.1	21.6	18.8

- Radio listening remains strong and ahead of the UK average (89%), although there has been a small overall decline over the last 5 years which is in line with the UK as a whole.
121. We have reviewed radio listening in Channel Islands against data for the UK as a whole to gauge how listening compares. The following table summarises RAJAR performance in Q1 2019 within the Channel Islands and compares this with the UK as a whole.

Market Share	Channel Islands	UK	Index
All BBC	57.20%	51.20%	112%
BBC Network	41.10%	44.60%	92%
BBC Local	16.00%	6.60%	242%
All Commercial	41.40%	46.10%	90%
INR	4.40%	19.00%	23%
ILR	36.90%	27.10%	136%

- The local commercial services of Channel 103 and Island FM are the dominant services in this market, outperforming all other services including all BBC services.
- That said, the BBC is strong within the islands, significantly the local BBC services which strongly outperform mainland local BBC services.
- National commercial radio performs poorly, a reflection that they are only currently available through non broadcast platforms.

122. The following table summarises the historical performance of Channel 103 and Island FM, comparing Q1 2019 with Q1 2018.

	2018	2019
Channel 103 (Jersey)		
Weekly Reach '000	53.4	47.7
Total Hours '000	660.4	514.2
Market Share	23.1%	21.2%
Island FM (Guernsey)		
Weekly Reach '000	28.6	31.2
Total Hours '000	336.5	380.2
Market Share	11.8%	15.7%
BBC Jersey		
Weekly Reach '000	27.5	24.9
Total Hours '000	311.1	225.9
Market Share	10.9%	9.3%
BBC Guernsey		
Weekly Reach '000	18.7	17.2
Total Hours '000	182.2	162.1
Market Share	6.4%	6.7%

Uptake of digital platforms

123. RAJAR Q1 2019 indicates that DAB currently accounts for 17.6% of all radio listening within the Channel Islands TSA, notably lower than the UK average of 40.4% which we believe reflects the lack of national commercial DAB as well as local BBC and commercial DAB. Listening via DTV is significantly higher than the UK (9.1% Channel Islands against 5% UK average), as is listening via the Internet (15.8% Channel Islands against 11.0% UK average). We think this highlights the desire for more services on broadcast radio - with listeners using other platforms to meet their needs.

15. Local support

Provide any evidence which has been gathered of local support for the provision of the proposed local radio multiplex service.

124. As the heritage commercial radio services in the Channel Islands, Channel 103 and Island FM have considerable ongoing communication with residents, stakeholders and businesses. Both stations' management teams have actively promoted the arrival of local DAB to the Channel Islands since announcing their intention to apply for the multiplex licence in November 2018. They have met with or spoken to scores of key figures in both islands, including the President of the Committee for Economic Development in Guernsey, the Head of the Jersey Chamber of Commerce, the CEO of Digital Jersey and many others; and will continue to do so in the run up to and after launch.
125. Alongside the considerable local support they have received (summarised in Part B), we believe that the consistently strong RAJAR audience numbers helps support the opportunity for analogue services to simulcast, and that support for new services will be demonstrated as we build up to their launch and in their initial operational period.
126. To support both analogue simulcast and new digital services, we have a marketing role in generating awareness of digital radio both as a concept and, alongside the service providers, of the complement of services carried on the multiplex.
127. The Channel Islands multiplex will be promoted by the MuxCo website at www.muxco.com. Through this site, MuxCo outlines its multiplex opportunities and seeks interest from prospective service providers. A copy of this application and further information about TMCI and the licence opportunity are provided on the site.
128. In addition, the site promotes DAB digital radio and links to other multiplex operators elsewhere in the country. The website will also provide a means of communication between the multiplex and service provider.
129. Whilst a local multiplex is a virtual company, there is still a need to develop a relationship with the listeners about the services it carries. We will want to ensure that we understand the local population, their likes and dislikes, the market gaps and what other services it can provide. Therefore, although there is no wish to have a dialogue with the audience, there is a need to provide a means of access and communication.
130. The FM services provided by Tindle CI Broadcasting will be essential to help communicate the opportunities that digital radio provides, both to listeners and advertisers.

Section 51(2)(g): Fair and effective competition

16. Measures taken to ensure fair and effective competition

Detail the measures that have already been taken, and will be taken before and during the licence period, to demonstrate that "in contracting or offering to contract with persons providing digital sound programme services or digital additional services or television licensable content services, the applicant has acted in a manner calculated to ensure fair and effective competition in the provision of those services".

131. TMCI announced its intention to apply for the Channel Islands multiplex in November 2018 when Ofcom announced its proposals to advertise a licence. This announcement was covered by Radio Today and in a number of media related websites and discussion groups.
132. Our intention to apply for the licence was also promoted on the MuxCo website (www.muxco.com) from April 2019 when Ofcom advertised the licence, inviting any interested parties to make contact with us and register any interests.
133. Following Ofcom's advertisement of the licence, we contacted established radio groups who we know have digital aspirations or operate digital services elsewhere, and maintained a dialogue with interested parties who had registered their interests with us.
134. We have discussed our transmission plans, headline terms and potential fees (which will be dependent upon the transmission engineering contract that we will enter). A summary of contacts is included in Part B.
135. During the licence period, we will always welcome new service providers, established and new – local and community, to make contact and join the multiplex.
136. We will continue to promote opportunities through the MuxCo website, online discussion groups and local activity including discussion in local newspapers. To date, we have not advertised our proposals in local newspapers as our experience has identified that during the licence application process, such activity generates little response.
137. We have engaged with all potential service providers in an open and non-exclusive manner, and will continue to do so.

Fair and Effective Competition during the Licence Period

138. Each service provider will enter a Service Provider Agreement; the key terms of which will be identical for all service providers. All fees charged will be based solely on a 'cost plus' basis, related to capacity contracted by each service provider. No fees will be related to audience or revenue.

139. We will establish a Service Level Agreement with service providers. This will set out our communications and work policies, especially those relating to planned work and emergency outage notification.

17. Contacts with prospective service providers

Provide a comprehensive list of all prospective providers of digital sound programme services and/or digital additional services and/or television licensable content services with whom the applicant has had contact prior to and during the preparation of this application, at the initiative of either party, and in whatever form. Summarise the nature of the proposals discussed and, for each proposal which is not among those planned for inclusion on the multiplex (as per Q.11 and Q.12 above), state the reason(s) why the prospective provider and/or the service(s) proposed by that provider has not been included.

140. The response to this question has been submitted in confidence.

18. Contractual and other arrangements with service providers

For each digital sound programme service provider and/or digital additional service provider and/or television licensable content service provider named in this application:

- a) Supply details of the terms of access, including financial agreements.
 - b) To what extent are any or all of these terms of access conditional? Clarify any conditions that exist.
 - c) In respect of each named service provider for which details of terms of access are provided, supply a letter from the service provider confirming its agreement with the account of the terms of access provided above, and in particular with the fees it expects to pay.
141. The response to this question has been submitted in confidence.

Technical quality

19. Division of multiplex capacity

Show, by means of a pair of clearly-labelled tables, the proposed division of the available multiplex capacity into digital sound programme services and other services during all time periods. The tables should depict the proportion of the total available capacity (in kbits/sec) which it is proposed to allocate individually to each of the digital sound programme services listed in response to Q.11, plus any capacity reserved for expansion, inclusive of any ancillary services. It should also show the total proportion of the available multiplex capacity which it is proposed to allocate to digital additional services and television licensable content services. Please also indicate what proportion of these services will be programme-related. One of the tables should refer to the capacity units taken by each service (i.e. inclusive of capacity used for error protection), and the other table should refer to the bitrate net of error protection capacity, together with the associated protection level (1 to 3) which it is proposed to use, in accordance with EN 300 401. The tables should make clear which of the coding standards the applicant proposes adopting for each sound programme service (i.e. which will be broadcast using DAB and which using DAB+).

142. The following table details the division of multiplex capacity during all time periods. A number of the service providers have indicated that they intend to use a proportion of the DLS capacity for commercial messages and, therefore, the table includes the maximum percentage allocation of the multiplex for these Digital Additional Services assuming all of the DLS capacity is used for this purpose.

Service	Operating times	Capacity units occupied (Inclusive of error protection)	Percentage of total multiplex capacity	Maximum proportion of multiplex capacity that is allocated to Digital Additional Services
Channel 103	00:00-23:59	84	9.7%	0.1%
Island FM	00:00-23:59	84	9.7%	0.1%
Rewind CI - DAB+	00:00-23:59	24	2.8%	0.1%
Fun Kids – DAB+	00:00-23:59	24	2.8%	0.1%
Atlantis – DAB+	00:00-23:59	24	2.8%	0.1%
Contact Classic Hits – DAB+	00:00-23:59	36	4.2%	0.1%
Bailiwick Radio – DAB+	00:00-23:59	24	2.8%	0.1%
talkSport – DAB+	00:00-23:59	24	2.8%	0.1%
talkSport 2 – DAB+	00:00-23:59	24	2.8%	0.1%
talkRadio – DAB+	00:00-23:59	24	2.8%	0.1%
Virgin Radio – DAB+	00:00-23:59	24	2.8%	0.1%
UCB1 – DAB+	00:00-23:59	24	2.8%	0.1%
UCB2 – DAB+	00:00-23:59	24	2.8%	0.1%
BBC Radio Guernsey – DAB+	00:00-23:59	48	5.6%	0.1%
BBC Radio Jersey – DAB+	00:00-23:59	48	5.6%	0.1%
		540	62.5%	

143. The following table details the division of multiplex capacity by bitrate net of error protection.

Service	Service Capacity net of Error Protection (kbits/sec)	Percentage of total multiplex capacity	ETSI 300 401 Error Protection Level
Channel 103	112	9.7%	UEP3
Island FM	112	9.7%	UEP3
Rewind CI - DAB+	32	2.8%	UEP3
Fun Kids – DAB+	32	2.8%	UEP3
Atlantis – DAB+	32	2.8%	UEP3
Contact Classic Hits – DAB+	48	4.2%	UEP3
Bailiwick Radio – DAB+	32	2.8%	UEP3a
talkSport – DAB+	32	2.8%	UEP3a
talkSport 2 – DAB+	32	2.8%	UEP3a
talkRadio – DAB+	32	2.8%	UEP3a
Virgin Radio – DAB+	32	2.8%	UEP3a
UCB1 – DAB+	32	2.8%	UEP3a
UCB2 – DAB+	32	2.8%	UEP3a
BBC Radio Guernsey – DAB+	64	5.6%	UEP3
BBC Radio Jersey – DAB+	64	5.6%	UEP3
	720	62.5%	

20. Basis of allocation of multiplex capacity

On what basis have technical decisions on the allocation of multiplex capacity to each of the proposed digital sound programme services been made? How has the balance been determined between the number of services to be accommodated and the audio quality and robustness of reception which each will enjoy?

144. In allocating capacity between services, we have taken the following factors into account:

- A need to provide a reasonable level of sound quality
- To ensure robustness of reception
- The wishes of individual service providers
- The reserved capacity of the BBC

145. Our aim is to provide opportunities for any service provider – large or small, commercial or community – to broadcast. We have therefore chosen to run a multiplex that offers both DAB and DAB+ technology enabling all services to broadcast in stereo at low cost.

146. Whilst DAB+ is still a relatively new technology, the number of DAB radios that are DAB+ enabled is growing rapidly and given that DAB arrived in the Channel Islands relatively recently, there isn't a proliferation of legacy DAB-only radios that will need replacing.

147. We confirm that the decisions on bit rate are those of each service provider.

148. We have chosen error protection levels of UEP3 and UEP3a as they have been shown through widespread experience to give a good balance between CU allocation on the multiplex and robust reception.

21. Audio characteristics

For each local digital sound programme service proposed to be provided, state whether it will be broadcast in 'stereo' or 'mono', and whether it will operate at 'full-rate coding' or 'half-rate coding'. The response to this question should be consistent with the proposed division of multiplex capacity set out in response to Q.19

Service	Stereo / Mono	Coding
Channel 103	Stereo	Full Rate
Island FM	Stereo	Full Rate
Rewind CI - DAB+	Stereo	Full Rate
Fun Kids – DAB+	Stereo	Full Rate
Atlantis – DAB+	Stereo	Full Rate
Contact Classic Hits – DAB+	Stereo	Full Rate
Bailiwick Radio – DAB+	Stereo	Full Rate
talkSport – DAB+	Stereo	Full Rate
talkSport 2 – DAB+	Stereo	Full Rate
talkRadio – DAB+	Stereo	Full Rate
Virgin Radio – DAB+	Stereo	Full Rate
UCB1 – DAB+	Stereo	Full Rate
UCB2 – DAB+	Stereo	Full Rate
BBC Radio Guernsey – DAB+	Stereo	Full Rate
BBC Radio Jersey – DAB+	Stereo	Full Rate

Declaration

Applicants are required to conclude their submission by making the following declaration:

I hereby apply for and on behalf of Tindle MuxCo Channel Islands Ltd (the "Company") to the Office of Communications ("Ofcom") for the Local Radio Multiplex Licence for the Channel Islands (as specified in Ofcom's Notice dated 17 April 2019) in order to provide the local radio multiplex service proposed in this application.

I confirm that the appropriate payment has been submitted for this application. I further confirm that the Company consents to Ofcom publishing this application on its website or otherwise disclosing this application to any person, together with the Company's responses to any request by Ofcom for the Company to furnish additional information about its proposal. This consent does not extend to any part of this application or such responses that the Company has requested that Ofcom should keep confidential by including such information in a separate annex (or other agreed form) that is clearly marked 'confidential'.

I declare that the information given by the Company in this application form is accurate and up-to-date to the best of my and the Company's knowledge and that any matters which might influence Ofcom's judgement as to whether the directors and substantial shareholders involved in the application are fit and proper persons to participate in a radio licence have been made known to Ofcom.

I further declare and warrant that the Company is not a disqualified person within the meaning of that expression as defined in Part II of Schedule 2 to the Broadcasting Act 1990 or as a result of a disqualification order under section 145 of the Broadcasting Act 1996, and that having made all reasonable enquiries neither the Company nor any person by which the Company is controlled will, as a result of this application, be in breach of any other requirement of Schedule 2 to the 1990 Act as amended. References to UK statute above are to the law as it applies to the Bailiwicks of Jersey and Guernsey pursuant to any relevant secondary legislation.

Applicant Signature:

A handwritten signature in blue ink, appearing to read "G. Watson", is written over a light blue horizontal line.

Name:

Gregory Watson

Position:

Director

Date:

16 July 2019