

# **INDEPENDENT BROADCASTING AUTHORITY**

## **PRIVATE COMMERCIAL RADIO BROADCASTING LICENCE**

### APPLICATION FORM

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#### **SECTION I: GENERAL**

1. a) **NAME OF APPLICANT**

(This must be a single legal entity: either a body corporate or named individual person. If the former, one copy of the certificate of incorporation must be included with the application. See notes of guidance, paragraph -----)

b) **PROPOSED STATION NAME** (if decided)

c) **BRIEF DESCRIPTION OF PROPOSED PROGRAMME SERVICE**

Provide a one sentence 'positioning statement' summarising the type of programme service or format proposed.

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2. **MAIN CONTACTS (FOR PUBLIC PURPOSES)**

Please nominate no more than two officials to deal with any press or public inquiries:

Name:

(1) .....

(2) .....

Telephone (daytime): .....

Group's main contact address (one only): .....

.....

**SPECIALIST CONTACTS**

**NOTE:** This page of the application will not be made publicly available by the Authority. All details listed below will be treated as confidential.

Provide details of individuals authorised by the applicant to respond to enquiries from officers of the Authority about matters covered in the sections of this application, as follows:

**I: General (the group, its background and membership, etc)**

Name: .....

Address:.....

Telephone (daytime): ----- (home) -----

Fax :-----

e-mail address : .....

**II: Programming**

Name:.....

Address:.....

Telephone (daytime): ----- (home) -----

Fax :.....

e-mail address :.....

**III: Audience and support**

Name:.....

Address:.....

Telephone (daytime): ----- (home) -----

Fax :.....

e-mail address :.....

**IV: Finance**

Name:.....

Address:.....

Telephone (daytime): ----- (home) -----

Fax :.....

e-mail address :.....

**V: Engineering**

Name:.....

Address:.....

Telephone (daytime): ----- (home) -----

Fax :.....

e-mail address :.....

Please inform the Authority of any periods of longer than one week, within three months, after the closing date for applications, during which any of the above nominated contacts will be unavailable (due to holidays, etc.) to respond to questioning by the Authority's staff.

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### 3. **BOARD OF DIRECTORS**

- a) For the chairman and each member of the current board of directors, provide the following details:
- name
  - whether executive or non-executive
  - home address
  - age
  - nationality
  - occupation
  - date (to nearest month) when first joined the group
  - date when appointed as director
  - any other media interests
  - any other directorships held during past five years
  - summary of background, and any experience relevant to running a broadcasting service
- b) if any member(s) of the current board of directors is not expected to remain as a director after the licence is granted, please indicate whom, and provide reason.
- c) if there are firm plans to appoint any further directors, give particulars thereof.
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### 4. **EXTERNAL ASSISTANCE**

Provide details of any companies or individuals, other than directors or executives of the applicant group, whose involvement in the preparation of this application has been substantial (e.g. legal or financial advisers, research consultants, etc.).

State their roles, and whether they would have any continuing involvement in the event of a licence award.

## 5. **HISTORY OF THE APPLICANT GROUP**

Provide an outline of how, and when, the applicant group was formed, (state who its original members were), and describe all significant developments in its composition and activities (with relevant dates) since its formation. If the application is by (or involves to a substantial extent) an existing licensee, provide a brief outline of that company's history, but focus mainly upon developments relevant to this particular licence application.

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## 6. **STAFFING**

- a) Provide a staff chart and reporting structure showing station management and organisation, including all intended personnel. Provide an indication of salary level for each full-time and part-time staff post shown in chart.
  - b) Give number of full-time and part-time staff in paid posts, arranged by department (e.g. programming, news, sales, engineering, etc., as appropriate to group's proposals) and in total, as at station launch date. If freelance personnel are to be employed, state in what area of activity, and provide detail of budgetary allocation for freelance costs.
  - c) List any activities which will be contracted out to agencies, consultants, etc., and give details of arrangements if any with proposed contractors.
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## 7. **MANAGEMENT**

Provide brief description of role and responsibilities of each management post identified in staff structure at Q.6a.

Give name, age, address and nationality of any individuals so far identified for station management or other senior staff posts. Briefly describe personal background and relevant previous experience, and state which post the individual would occupy. State whether each individual has actually confirmed his or her willingness to accept the post, if offered.

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## **SECTION II: PROGRAMMING**

### **8. PROPOSED PROGRAMME SERVICE**

- a) Nature and objective of proposed programmes:
  - b) Programme format and content to be provided, including breaks for advertising:
  - c) Percentage of local programmes and details thereof:
  - d) To what extent and in what ways is the proposed programme service designed to comply with Sections 4(c) and 4(d) of the Independent Broadcasting Authority Act?
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### **9. HOURS OF BROADCASTING AND LOCAL PROGRAMMES**

- a) State the minimum number of hours per day for which the applicant will be committed to broadcasting local programmes from its own studios or an outside broadcast facility:
  - b) If it is proposed that part or all of the programme service will be provided other than by broadcasting originating from the applicant's studios, provide full details of the origin and scheduling of such programming.
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### **10. SOURCE OF PROGRAMMES**

- 1) Give the percentage of the proposed programme which will consist of:
  - a) News and news magazines
  - b) Current Affairs
  - c) Locally produced programmes
  - d) Pre-recorded elements

- e) Live satellite feeds
  - f) Live studio based programmes
  - g) Applicant's own production
  - h) Musical programmes
  - i) Fiction
  - j) Game Shows
  - k) Programmes in European languages
  - l) Programmes in Asian languages including Bhojpuri
  - m) Programmes in Creole
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## **11. NEWS AND SPORTS OUTPUT**

1. Outline the station's approach towards the provision of news and sports information with reference to the source(s) of any news, and to the style of presentation and content.
  2.
    - a) Produce a table showing the times of scheduling and the minimum duration of:
      - i) News bulletins
      - ii) News magazines
    - b) Indicate the percentage of local news: ----  
 World news:----
    - c) Indicate in which languages will news be broadcast and the duration of each:
    - d) If news is to be obtained from agencies, state what these are and provide a copy of the signed agreement made with that news supplier.
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**12. PROGRAMME SCHEDULE**

Provide an outline of the programming for:

- a) A typical weekday indicating any variation from day today as appropriate
  - b) A typical Saturday
  - c) A typical Sunday
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**13. SIZE AND COMPOSITION OF EXPECTED AUDIENCE/VIEWERSHIP**

Provide an estimate of the following:

- a) the percentage of the market share the applicant will attract during
    - 1. first year
    - 2. second year
    - 3. third year
    - 4. fourth year
    - 5. fifth year
  - b) is the proposed service targeting a particular age group in the formatting of its schedule of programme? What percentage of the grid is so directed?
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**14. AUDIENCE/VIEWERSHIP RESPONSE**

By what means would the station expect to keep in touch with the views of its listeners/viewers, and obtain feedback about the service provided?

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## **SECTION IV: FINANCE**

### 15. **SUMMARY OF BUSINESS PLAN**

Summarise the main assumptions underpinning the applicant's business Plan.

e.g – trends in audience share

advertising revenue

expected radio/TV developments

competition from other media

marketing policies

ownership pattern

applicant company's own business development strategy, etc.,

### 16. **FINANCIAL FORECASTS AND ACCOUNTS**

#### *a)* **CASH FLOW FORECASTS**

Provide cash flow forecasts for the pre-occupational period and for the first three years of broadcasting.

#### **INCOME**

Gross advertising revenue  
Less agency commission &  
Discounts

Net advertising revenue

Sponsorship and co-funding  
Other (specify)

#### **TOTAL INCOME**

#### **EXPENDITURE**

#### **CAPITAL EXPENDITURE**

#### **HP/LEASING**

## **GENERAL AND ADMINISTRATION**

- Licence fees
- Staff
- Premises
- Legal/professional
- Establishment/overheads

## **ENGINEERING**

- Transmission costs
- Other (specify)

## **PROGRAMMING**

- Copyright fees
- Music library
- Acquired programming
- News service
- Satellite transponder costs
- Local production
- Other (specify)
- Sales costs/commissions
- Marketing promotion
- Archive research
- Other costs (specify)

## **TOTAL EXPENDITURE**

- VAT adjustment
- Interest payable
- Interest receivable
- Taxation
- Dividends
- Other outflows (specify)

## **NET INFLOWS/OUTFLOWS**

***b) PROFIT AND LOSS ACCOUNTS***

Provide summarised forecasts of profit and loss accounts using the headings below, for the pre operational period and for the first year of broadcasting.

- Advertising revenue
- Income from other sources
- Staff costs
- Depreciation
- Other operating charges
- Operating profit/loss
- Interest receivable/charged
- Profit/loss on ordinary activities before taxation
- Retained profit/loss
- Retained profit loss brought forward
- Retained profit/loss carried forward

Other headings may be inserted where applicable.

***c) BALANCE SHEETS***

Provide summarised forecasts of balance sheets, using the headings below as at on-air date, and for the first three years of broadcasting.

- Fixed assets:
  - Tangible assets
- Current assets:
  - Debtors
  - Cash at bank and in hand
- Creditors : amounts falling due within one year
- Net current assets/(liabilities)
- Creditors: amounts falling due after one year (showing long-term debt separately )
- Total assets less total liabilities

Represented by:

Called up share capital  
Profit and loss account

Other reserves.

Other headings may be inserted where applicable.

The applicant should also show details of any off-balance sheet financing arrangements and any contingents assets or liabilities.

## 17. FINANCIAL REQUIREMENTS AND SOURCES

Provide details of total funding requirements and how these will be met, under the following headings:

	<b>Rs</b>	<b>Rs</b>
a) capital expenditure (including capital value of leases)	-----	
b) other pre-operational expenditure	-----	
c) working capital (at on air date)	-----	
	<b>TOTAL</b>	-----

Detail the sources of finance to meet these requirements:

	<b>Rs</b>	<b>Rs</b>
i) share capital	-----	
ii) loan stock/medium term borrowing	-----	
iii) leasing/HP facilities (capital value)	-----	
iv) bank overdraft	-----	
v) grants and donations	-----	
vi) other (please specify)	-----	
	<b>TOTAL</b>	-----

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## 18. **FIXED ASSETS**

Provide a summary of tangible assets, as at on-air date, categorized under the headings of fixtures and fittings, studio equipment, vehicles and other assets. Show the level of assets financed by leasing (or similar arrangements) within each category, and indicate any assets brought in at nil costs.

**NOTE:** Among the following questions, complete only those which are appropriate to the applicant's chosen method of funding. If not applicable, mark 'N/A'.

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## 19. **SHARE CAPITAL**

Classes of share capital:	Number	Par value	Issue price (if different)
Voting			
Non-voting			
Preference			
Other (specify)			

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## 20. **LOAN STOCK**

If loan stock is to be issued, state amount, coupon and redemption/conversion terms

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## 21. **PROPOSED INVESTORS**

a) Set out details of all voting shareholders (excluding any nominal membership shares), and holders of non voting shares and loan stock, distinguishing clearly between these categories and also showing beneficial owner(s) if not the same.(Further pages may be added, or the layout altered if necessary). If investors are to subscribe for shares at various issue prices, indicate for each investor the number of shares to be issued at each price.

<u>Name of Investor</u>	<u>Address</u>	<u>Num. Of shares</u>	<u>%of total shares</u>	<u>Investment Rs</u>	<u>%of total investment</u>
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- b) List the directors of all corporate investors providing 20% or more of the required funding.
- c) If any corporate investor is not currently trading, please clearly identify that this is so, with an explanation of the circumstances.
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## 22. **OTHER INTERESTS**

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).

- a) advertising agencies
- b) newspapers (including holdings in a group having substantial control over one or more newspapers)
- c) other broadcasting interests (including radio, television, satellite and cable broadcasting, and allied activities)
- d) bodies whose objects are of a religious nature
- e) bodies whose objects are of a political nature
- f) local authorities
- g) other publicly funded bodies

## 23. **METHOD(S) OF RAISING CAPITAL**

Describe briefly the method(s) by which share/loan capital is to be raised (e.g whether a prospectus will be issued), and the timescale involved. Give details of any proposal to have share publicly quoted.

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**24. OTHER LOANS**

If appropriate, give details of lender, interest rate and repayment terms.

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**25. BANK FACILITIES**

Provide details of bank facilities or other credit arrangements which exist or are planned, including evidence of confirmation from the lender(s), of:

- i) terms of borrowing (repayments, covenants, etc.)
- ii) securities given and/or charges against the company
- iii) lenders and any guarantees provided.

**26. ADVERTISING REVENUE**

Provide forecasts of net advertising revenue (showing gross revenue, less agency commission and discounts) for each of the first three years of the licence period. Detail the arrangements proposed for the sale of advertising airtime and how annual revenue from advertising has been calculated. In particular, detail the population coverage assumed, audience reach and average weekly listening hours for each year, percentage of airtime sold, and rate card tariffs. If advice has been obtained from sales agencies, consultants, etc., please state source(s). A draft advertising rate card should be included.

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**27. REVENUE FROM SPONSORSHIP, CO-FUNDING OR OTHER SOURCES**

Provide forecasts of net income (showing gross income, less deductions for commission, etc) and basis on which it has been calculated, from sources other than the sale of advertising airtime, for each of the first three years of the licence period.

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**28. STUDIO LOCATION**

What is the proposed location of the studio(s)? If the premises have already been obtained or earmarked for use, please give the actual address, and describe the present use of the property. Is it shared with other occupants? If so, who are they? What is the current status of any plans to acquire the use of these premises, if rented or shared.

**29. STUDIO INSTALLATION AND MAINTENANCE**

Who within the applicant group will have the responsibility for supervising studio installation? Will installation be undertaken in-house, or by use of an outside contractor. If the latter, state who and summarise previous experience. Indicate what allowance has been made for anticipated costs of building construction and/or modifications, purchase and installation of equipment, and project management within financial forecasts in Section IV. Outline arrangements for ongoing maintenance and repair of studio equipment.

## **CONCLUDING SECTION**

### **30. READINESS DATE**

What is the anticipated time lapse between the award of licence and the start of broadcasting? What are the main factors that will determine the readiness date?

### **CONCLUDING CERTIFICATE**

Applicants are required to conclude their submission with the following certificate:

#### **CERTIFICATE**

I hereby certify that this application is not disqualified by virtue of the provisions of Section 19(c), (d) of the Independent Broadcasting Authority Act in relation to political objects; the provisions of section 24(c) of the Independent Broadcasting Authority Act in relation to the provision of false information or through the withholding of information with the intention of misleading the Authority. I further certify that no director or person concerned directly or indirectly in the management of the company or the applicant group is the subject of a disqualification order as provided for under any relevant legislation. I understand that the Authority reserves the right to revoke the licence if at any time any material statement made is found to be false and to have been made by the applicant or any member or officer thereof knowing it to be false.

I also understand that in the circumstances of section 24 (c) of the Independent Broadcasting Authority Act the provision of false information could incur a criminal conviction and a disqualification from the holding of a licence.

I also certify that, to the best of my knowledge, no person involved in this application has been convicted within the past 5 years of an unlicensed broadcasting offence and that I shall do all that I can to ensure that no person so convicted will be concerned in the operation of the broadcasting station if this applicant is granted a licence.

I further certify that, to the best of my knowledge, any matters which might influence the Authority's judgement as to whether the directors and substantial shareholders involved in this application are fit and proper persons to participate in a broadcasting licence have been made known to the Authority's Director of Legal Services.

**Signed**-----  
**Chairman**

**Date**-----