**STATION INFORMATION FORM**

**If you’re interested in finding out more about launching your station on one of our multiplexes, please fill in this form as a first step. It doesn’t formally commit you to anything at this stage. Indeed, until a contract is formally executed, nothing is intended to be legally binding on either of us and the whole discussion remains Subject to Contract.**

This form gives you the opportunity to tell us more about your station and your plans and ambitions for it on digital radio as a platform. It also provides us with the details about your company/organisation which will help us prepare a draft Confidentiality Agreement, which aims to protect any confidential information that we exchange.

Once a Confidentiality Agreement is in place we can have more detailed discussions. That’s the stage when we would provide the information about the Rate Card for the audio quality you’d use.

For most radio stations, it’s a significant financial investment to start broadcasting on DAB digital radio. We want it to work for you and for us, in the short and long term. That’s why we’re interested in understanding your business plan and how the revenues to pay the costs of transmission on digital radio will be sustainable for you. That’s important for both of us.

**The Purpose of the Station Information Form**

The form aims to enable you to demonstrate that your company or organisation:

* is offering a strong content proposition (or propositions) with particular appeal for audiences in the licensed area; and
* has, or could put in place, the resources, expertise and funding to enable you to launch a service and sustain it.

**Questions**

As far as you can, please complete all 10 questions, or put a brief explanation about why the question cannot be answered.

The guide to how many words should be used is just that, a guide. You may use fewer or more words as you judge appropriate.

1. Please provide details for the person whom you nominate as the main contact.

|  |  |
| --- | --- |
| Name of person completing this form. |  |
| Role or job title of person completing this form. |  |
| Company or organisation which would be the licence holder and contracting party. |  |
| Business Address |  |
| 🕿 Office  🕿 Mobile  🌍 e-mail |  |

1. Provide a description of the service you are proposing. 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.). If it has already been decided, what is the proposed name/brand of the service? (Guide: 50 to 400 words)
2. Are you already broadcasting the service, or a similar service, in the area or elsewhere in the UK? If so, please give details of the platforms where it is available and the audiences/consumers you are reaching. (Guide: up to 150 words)
3. Approximately how many adults (i.e. UK listeners aged 15+) do you expect to be using your service via DAB digital radio in a typical week one year after its launch? For your forecast, please use the assumption that ownership of DAB digital radios is at today’s levels. Please explain briefly how you arrived at your forecast. (Guide: 50 to 150 words)
4. Outline the expected target audience of the service, in terms of demographic profile (i.e. age-range, gender, socio-economic background), ethnic composition, and/or any other relevant characteristics. (Guide: Up to 100 words)
5. If known, what will be the address of the relevant studio/offices? (Guide: up to 50 words)
6. What are the most important revenue sources for the service? What evidence is there that these revenues will sustain the service? (Guide: 100 to 200 words)
7. Provide a copy of the most recent annual accounts filed for your company at Companies House (or, if this is not possible, a document providing equivalent financial information). This should be attached to your email as a Word document, PDF file or scan.
8. How would your biggest suppliers describe your company’s reputation for paying bills reliably and according to the contracted terms? If the company has a credit rating, please provide it, together with the name of the ratings agency. (Guide: 25 to 50 words)
9. If the service is not already up-and-running, apart from securing capacity on the multiplex, what are the key barriers to your launch on DAB? While the following are examples and not an exhaustive list, barriers might include having funding in place, securing appropriate technical facilities, securing key members of the launch team not already working for your company on this project. (Guide: up to 200 words)

Please return this information by email (complete with attachments) to:

linda.passey@arqiva.com

We will send an email acknowledging receipt. If you do not receive the acknowledgement within seven days of submitting a completed form, please re-send your email.

(Form last updated March 2023)