



CE DIGITAL

POTENTIAL SERVICE PROVIDER EXPRESSION OF INTEREST FORM

CE Digital is inviting Expressions of Interest from parties interested in operating Digital Sound Programme Services or Digital Additional Services on CE Digital's multiplexes in London, Birmingham and Manchester.

Parties wishing their service to be broadcast on a multiplex(es) operated by CE DIGITAL, should complete this Expression of Interest form.

Information about the process:

1. Parties should complete this Expression of Interest form to the best of their ability. If a question is not applicable, please explain why this is the case.
2. Only valid and complete Expressions of Interest will be assessed. For any queries relating to the form, please email: mail@cedigital.co.uk.
3. Submitting a completed Expression of Interest does not constitute a binding agreement on any party.
4. Parties with which CE Digital wishes to contract, will be contacted as to this fact. A non-disclosure agreement will be entered into, following which a draft contract will be issued.
5. Before entering into any contract, CE Digital will wish to seek confirmation of the following:
 - a. Sight of a valid DSPS licence. However please **note that, on its own, a DSPS licence is no guarantee of bandwidth nor will it guarantee that CE Digital will contract with a party.**
 - b. CE Digital will require confirmation of the applicant's ability to pay the fees detailed in the contract. This would involve confirmation from a bank or financial adviser, as well as sight of a business plan.

Completed Expressions of Interest should be emailed to mail@cedigital.co.uk. All applications will be acknowledged. If you do not receive an acknowledgement, please call Lisa Kerr on 07768 986894.

Closing date: 12 noon, Thursday 5 April 2012



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Notes for applicants

One copy of Sections A, B & C should be completed by each applicant (an individual, company or group) wishing to provide a sound programme or data service(s).

A separate Section B should be completed for each individual sound programme or data service proposed on each multiplex by the applicant. (Multiple versions of Section B may therefore be submitted with a single Section A & C).

All information submitted will remain confidential to CE Digital, unless otherwise agreed with the applicant.

The information provided will be used as a basis for the assessment of potential Content Providers.

The criteria on which applications will be judged will include:

- The ability of the provider to maintain the service;
- Evidence of a successful track record in launching and operating sound programme services;
- The attractiveness of the programming proposition and the extent to which the programming proposition will attract audiences, contribute to diversity and support the success of the multiplex;
- The length of the proposed contract;
- The commercial value of the proposed contract;
- The ability of the applicant to staff and support the service appropriately;
- The applicant's technical capability;
- The applicant's compliance procedures;
- The applicant's ability to deliver to specification on proposed commencement date;
- A demonstration of commitment to development of digital radio;
- An ability to participate in joint-promotion of the channel in question.

Please note this list is neither prioritised nor exhaustive and, ensuring that there is no undue discrimination between programme providers, CE Digital shall consider all relevant and objective factors in determining the optimal line up of services on its multiplexes.

Applicants are advised to familiarise themselves with the terms of the Ofcom Digital Sound Programme Service - DSPS licence and, if appropriate, the Digital Additional Service licence.



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SECTION A

Applicant, Company Structure and Organisation

- Name of applicant
- Trading name
- Company registration number
- Registered address
- Shareholders and percentage holdings
- Please provide detailed information as to how the service will be funded (e.g. shareholder funds, advertising revenue).
- If applicant is not an existing Ofcom licensee, please provide a copy of the latest audited financial statements or if the company is recently incorporated and has not yet traded, please provide a copy of the Certificate of Incorporation and details of issued share capital.
- Directors and Senior Management
- Name, postal address, email address and telephone number of one person who will be the main contact
- Please confirm whether the applicant already holds a Digital Sound Programme Service licence (or Digital Additional Service licence) from Ofcom, or that the applicant would qualify for such a licence upon application.
- Please detail whether any capacity has been secured on any other local or regional multiplexes, either for this or any other format operated or proposed by the company.

SECTION B
Proposed Service Information

B1. CONTRACTUAL

- On which multiplex is carriage for the proposed service sought?

Note, applications are invited for London, Birmingham and Manchester

- For how long does the applicant propose to contract?

Note, the relevant multiplex licences run for a 12 year period from 31 May 2012

- Outline how the applicant will meet the proposed commencement date.

Note, the proposed commencement date is 31 May 2012

B2. PROGRAMMING MANAGEMENT

- Provide details of the personnel, including their expertise and experience, who will be involved in managing and producing the programming output.

B3. PROGRAMMING FORMAT

- Provide a brief positioning statement for the proposed programme service, which outlines the broad format and content to be provided.

- Summarise the type(s) of music and speech and indicate proportion of mix

- To what extent, and in what ways, does the applicant believe that the proposed programme service will broaden listener choice and cater for the tastes and interests of the population covered by the relevant multiplex?

B4. SOURCE OF PROGRAMMING AND SHARED PROGRAMMING

- State the location (including postcode) of the programme production. Outline technical facilities and where the programme will be coming from.

- If it is proposed that part or all of the programme service will be provided by a party other than the applicant, provide full details of the origin and scheduling of such programming.

- If any programming will also be provided on another local multiplex, on another service provided by a licensee of Ofcom or is to be shared in any other way (e.g. DTT, streamed on-line), provide details including the scheduling of such programming. State whether it is intended that any changes in branding or editorial policy will occur at times when the service is shared.

B5. TARGET AUDIENCE

- If the proposed service is likely to appeal to particular age-groups within the population, state which, and provide estimates of weekly reach and average listening hours among each age-group. Similarly, if there are other particular target-groups within the population (including ethnic minority groups) towards which the service will be especially directed, provide estimates of weekly reach and average listening hours among these sections of the population, as appropriate.

- From which existing radio services is it expected that listeners to the proposed service will be primarily attracted?

- Summarise the main findings of any original market research undertaken, or any analysis of existing audience research information, which demonstrates a demand for the type of programme service proposed by the applicant. If the applicant has commissioned original research, a brief summary should also be provided.



B6. APPLICANT'S MARKETING PROPOSALS

- Describe the activities proposed by the applicant in order to enhance the awareness of digital radio in general.

- Describe the activities proposed by the applicant to create awareness of the proposed service in particular and how the applicant will go about attracting listeners.

B7. TECHNICAL REQUIREMENTS

- Please outline the technical data rate required by stating the applicant's base minimum and preferred maximum (stereo range - 96kbps to 160kbps, mono range - 64kbps to 96kbps).

- Provide information about the applicant's skills, expertise and resources to maintain the technical continuity of the proposed services.

- Provide any further information relevant regarding the applicant's technical requirements.

B8. DATA REQUIREMENTS

- Is capacity for additional data services required? If so, please indicate the additional capacity required and provide full details of the nature of the service, in particular how it will be generated and managed, the source of text, graphics or picture material if not original, and how it will promote the channel and the uptake of digital radio.

B9. COMPLIANCE

- Detail the procedures by which the applicant will ensure the programming output complies with all appropriate regulations and codes (Ofcom, BCAP etc).

- Detail the procedures by which the applicant will ensure the programme service complies with all relevant technical specifications (Ofcom, CE Digital etc).

B10. ANY FURTHER RELEVANT INFORMATION

- Provide any further relevant information or state any further requirements which have not been covered elsewhere.



**SECTION C
Declaration**

By signing below, the applicant confirms that, to the best of his/her knowledge, the information contained in this Expression of Interest form is correct.

Signature:

Name:

On behalf of (company name):

Date: