

**F.M. LOCAL RADIO SERVICE UNDERGOING CHANGE OF CONTROL:
REVIEW OF EFFECTS OF CHANGE OF CONTROL**
(in accordance with sections 355 & 356 of the Communications Act 2003)

BRMB 96.4 (AL 077-2)

EXISTING FORMAT

A LOCALLY ORIENTED CONTEMPORARY AND CHART MUSIC AND INFORMATION STATION FOR UNDER 44s IN THE BIRMINGHAM AREA.

Local hours and news - as per Format :

Locally-made hours	At least 10 hours a day during daytime weekdays (must include breakfast). At least 4 hours daytime Saturdays and Sundays.
Local news bulletins	At least hourly at peaktime weekdays and weekends. Outside peak, UK-wide, nations and international news should feature.

Shared arrangements (if applicable)

Co-location	No arrangements
Programme sharing	No arrangements

REVIEW OF EXISTING PROGRAMME SERVICE

Scheduling and duration of any specific programmes or features required by the Format (e.g. specialist music shows, extended news bulletins, output for a specific ethnic minority, religious output, alternate language output etc).

None

Scheduling and duration of any such programmes or features not specifically required by the Format, but which the station is currently (or has until recently) been broadcasting regularly.

Dance Anthems, a specialist Dance Music show Fridays 2200-0200, Saturdays 2000-0200

Quantity of programming that is currently automated (if any), and when this is scheduled. (Note: information about the precise scheduling of automated sequences may be supplied to Ofcom in confidence).

Mon-Fri 0500-0600 Best of Breakfast

Quantity, scheduling, duration and nature of programming currently being broadcast that is syndicated and/or networked (if any).

RMB - Mon-Fri 1900-0500 (Broadcast from BRMB for the Network), Sat 1200-0800, Sun 1200-0500 (Broadcast from BRMB for the Network)

Arrangements currently in place for the compilation, production and presentation of local news.

Local news is entirely locally produced and presented.

ASSESSMENT OF EFFECTS OF CHANGE OF CONTROL IN RELATION TO:

i) local material and locally-made programmes:

It appears to Ofcom that the relevant change of control would not be prejudicial to the provision of local material or locally-made programmes.

ii) character of the service:

It appears to Ofcom that the relevant change of control would not be prejudicial to the character of service.

iii) quality and range of programmes included in the service:

This station is delivering its outline Format obligations.

Specialist programmes being aired are vehicles for part of the Format delivery. In themselves they represent but one method of providing a wide-ranging programme choice as part of that delivery. It would not be prudent to tie the station to this one particular method or format schedule.

It appears to Ofcom that the relevant change of control would not be prejudicial to the quality or that range of programmes.

OFCOM'S CONCLUSION AFTER MONITORING/PLAYLIST ANALYSIS AND VERBAL SCRUTINY. SUGGESTED VARIATIONS TO THE LICENCE (IF ANY)

None

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