



Five Live is a news network and a sports network, but, most of all it is a continuous conversation with its audience. The conversation can embrace several subjects simultaneously but will stop to cover, brilliantly, any major breaking news story... it is the tone and the style of Five Live's...shows that is different...what I like is the breadth and freshness. It makes me feel involved in what is happening... in the world

Gillian Reynolds, Daily Telegraph March 2004

Contents

1. Executive Summary	2
2. Introduction	6
3. Service Content	8
4. Audiences	23
5. Distinctiveness	25
6. The Portfolio Effect	40
7. Radio Five Live's Vision for the Future	42
Appendices:	
1. Sports Rights	44
2. Five Live Sample Schedule – Week Beginning 6 March 2004	46
3. Local and International Geographic Spread of Five Live Reporting Across a 24 hour period: 0600-0600, 12-13 June 2004	47

1. Executive Summary

Serving Audiences

Five Live promises to bring live news and sport to its listeners. Combining the strength of BBC newsgathering with its own network of Regional Journalists, the station aims to cover news stories across the UK and the rest of the world and to allow audiences to listen as events unfold. The Network's news coverage is balanced by its similar commitment to live sport. More than 30 sports find a place within its schedules and live coverage goes hand in hand with documentaries, investigative reporting and sports magazine and entertainment shows. Whether News or Sport, Five Live seeks to 'be there' for its listeners; to let them share the moment as the trophy is won; as history is made.

The station was launched on 28th March 1994 on the AM frequencies formerly used by BBC Radio 5 with the remit of broadcasting live news and sport 24 hours a day. The Network is aimed at a younger, less upmarket and more geographically and ethnically diverse audience than other BBC speech services. Five Live currently reaches 6.48m listeners a week and its share is 5.1%. The average age of its audience is 46, although the 25-34 audience has grown to 1m recently. When it began, the station was primarily known as a provider of live sport, now 70% of sports listeners also listen to news programmes on the Network.

Building Public Value

As well as providing live news and sport and in-depth analyses of both, Radio Five Live plays an important role in delivering the BBC's wider public purposes:

- Five Live tries to make its programmes appealing and interesting to an audience that is dissatisfied with traditional coverage of news and politics. It takes the relaxed tone of sports broadcasting and combines it with the authority of BBC News reporting. It has developed innovative formats to make difficult topics engaging, such as *Five Live Goes to Parliament* (pg24). By using its News presenters to anchor coverage of major sporting events the station aims to attract sports fans towards news programmes.
- Big sporting occasions increasingly manage to grip the whole nation and Five Live is committed to providing access to all of them. From national sporting competitions in rugby and football through to the international set pieces of the Olympics and Euro 2004, the station is there offering round the clock reports, analysis and colour. By reporting on Sport at all levels, Five Live helps to stimulate sporting participation at the grassroots level.
- Five Live is an interactive radio station. Throughout the schedule Five Live conducts a conversation with the audience: texts, emails and calls are used to exchange information, expertise and opinion and to set the agenda. The station's team of regional journalists across the country endeavour to ensure that geographical communities, their stories and interests, are fairly represented. Five Live strives to reflect the diversity of the British population in its choice of guests and presenters.

- Five Live's 24 hour a day operation means it can bring news from around the world to the listener as it happens, and give sufficient time to the explanation and analysis of stories as they unfold. Through its partnership with other broadcasting organisations around the world, Five Live often makes it possible for people in different countries to share their opinions on international events through on-air conversations and debates.

Vision

Five Live will continue to be the station listeners turn to for breaking news and live sport, bringing the BBC's authority and the trusted voices of its commentary teams to the coverage of the contemporary UK. The station aims to attract more 35-44 and ethnic minority listeners, a group traditionally underserved by BBC Radio. It will conduct a major search for diverse talent both on- and off- air. It will try to strengthen its work in reflecting the UK back to itself, improve its geographical representation, increase interactivity with its listeners and its access to original stories.

Framework for Measuring Performance: Radio Five Live

Measure	Data	Source
REACH		
15 minute reach	<ul style="list-style-type: none"> 6.48million 5.1% 	RAJAR/IPSOS RSL Q1 04 (15+ POP)
3 hour reach (ie number of adults who consume 3 hours or more of Radio 3 each week)	<ul style="list-style-type: none"> 3.97 million 8.2% 	RAJAR/IPSOS RSL Q1 04 (15+ POP)
Online Reach	<ul style="list-style-type: none"> 533,733 average monthly unique users 25.2 million page impressions 2.06m requests for live streaming 0.67m on demand requests 	R&M interactive Stats – Q1 2004
Range of programmes	<ul style="list-style-type: none"> Live News Live Sport 	
Digital take-up	<ul style="list-style-type: none"> 63% own a Digital TV (above UK average) 39% listen to the radio Digital television (above UK average) 6% own a DAB set (above UK average - caution small samples) 60% access internet (above UK average) 20% listen to radio via internet (above UK average) 	RAJAR/IPSOS RSL Q1 04 (15+ POP)
QUALITY		
Peer Review		
Innovation Review	<ul style="list-style-type: none"> At the end of May 2003, the Powerhouse youth community centre in Moss Side, Manchester, was granted a two week radio licence to broadcast to people within a 3 mile radius – a hugely multicultural area. The <i>Simon Mayo</i> programme linked up with them for a live simulcast to the whole country, to discuss how areas that have gained a bad reputation around the UK can and have turned themselves round. The interest in listening to sports coverage for a large part of the audience gives File Live the opportunity to use its influence to stimulate sporting participation. In 2003, Sport on Five worked with the FA's community partners to encourage people involved in grass roots football and coaching into gaining coaching qualifications – 3,000 people took part. Five Live's fluid structure and expertise in live programming allows Five Live to offer audiences instant access to breaking news and the ability to track stories as they develop through the course of a morning, a week or a year. Late in the evening of the Madrid bombings as it became clear that the bombs might not be the work of ETA and a spontaneous demonstration of public anger began, Christian Fraser reported live from a central square in the city at five to one in the morning. In December 2003, Five Live was granted unprecedented access to the House of Commons for a whole day – never before had a broadcaster been allowed to create its own studio within the Palace of Westminster and broadcast from so many points simultaneously. Listeners were able to phone, text and email throughout the seven hour broadcast. 	

	<ul style="list-style-type: none"> • 606, which goes out after the football action three times a week on Saturday, Sunday and Wednesday evenings, has been at the forefront of using new technology to let listeners have their say. 606 has become the largest interactive football community in the country. It was also one of the first UK radio programmes to use SMS technology to hear from listeners. 	
Impartiality	No measure currently available	
Appreciation/Approval	<ul style="list-style-type: none"> • 86% of listeners would miss Five Live if it closed down tomorrow • 84% say Five Live is important in their everyday life • 7.8 out of 10 	Quest/Ipsos Pan BBC Tracking Study 03/04
Trust	No measure currently available	
IMPACT		
Audience size	•	
Memorability	No measure currently available	
Example based evidence	•	Quest/IPSOS RSL June 2004
Impact beyond broadcast	<ul style="list-style-type: none"> • Five Live has access to 250 reporters—110 of them overseas—that it uses for both breaking news and reporting daily events. • 15 regional journalists • <i>Sport Shorts</i> was a writing competition through which listeners were given the opportunity to get their drama scripts commissioned and broadcast on Five Live. It attracted 1,200 entries, more than any other BBC competition of its type. • In conjunction with the Football Association and Comic Relief, Five Live listeners collected over 25,000 football shirts for football fans in South Africa. • A regular part of <i>Midweek Sport on Five</i>, ASQ is a forum to debate a wide variety of sporting issues with key people involved in sport and members of the public. Broadcast from sports clubs all around the country, the show offers a lively interactive forum with guests including players, club managers, chairmen, and rights holders 	
VALUE FOR MONEY		
Level of investment	• £51.5 million (per Annual Report)	Annual report 2004
Cost per hour	• £8,237.70	Annual report 2004/ Radio Finance
Cost per listener hour	• 2.87p	Rajar/Annual Report/ Radio Finance
Overhead level	• 2.6%	Radio Finance: Content/Non-content analysis

2. Introduction

The aim of BBC Radio Five Live is to broadcast 'live news and sport 24 hours a day, presenting events as they happen in a modern, dynamic and accessible style' (BBC Statements of Programme Policy 2004/05). Over its ten year existence, Five Live has built an audience from 4 million weekly listeners to a peak of 6.7 million weekly listeners in Q2 2002, (the quarter including the Football World Cup 2002).¹ Audiences to news have grown consistently during this time.

Remit

Five Live is BBC Radio's home of continuous news. Audiences from all the Corporation's services can turn to Five Live when a major new story breaks, 9/11 for example. Five Live is also a significant patron of Sport in the UK, providing a broad range of coverage of many different sports and reflecting the crucial role sport plays in the cultural life of the UK. The station supports live coverage of over 30 different sports with a 24 hour Sports News service, investigative reporting, magazine and documentary programmes and sports entertainment shows.

Five Live was established to serve people interested in sport and news programming and, in particular, a younger, less upmarket and more geographically and ethnically diverse audience than traditional listeners to Radio 4. The station pays particular attention to 24 to 44 year olds, providing them with vital news and sport information in a distinctive style that is informal and informative. Issues covered span domestic and international agendas.

To support this content, Five Live is able to call on both the central resources of BBC News and BBC Sport, and its own dedicated reporters, in both News and Sport, who work on specialist subjects and as regional journalists based across the UK.

Interactivity has become increasingly important to Five Live and is now central to its output. Using the internet and SMS as well as phones, Five Live is able to keep in touch and where appropriate, to broadcast its audience's stories and views instantly. This capability, alongside the station's website, is helping the Network to develop a closer relationship with its audience and shape an agenda that is relevant and enlightening.

History

The origins of Five Live go back to 16 October 1987, the day a hurricane swept over the UK.² No national radio station was able to respond to the demands of listeners for immediate and continuous information on the developing situation. The market was not supplying up-to-the-minute news coverage, and the BBC began to realise there was a need for a rolling news service.

¹ IPSOS / RSL RAJAR

² Oxford Lecture given by Jenny Abramsky

While Radio 4 provided coverage of dramatic international events over the following 4 years: Tiananmen Square; revolution across Eastern Europe; and the collapse of the Berlin Wall, there was no radio station providing a dedicated, rolling news service for UK listeners until 1991.

When the Allies started bombing Iraq, Radio 4's FM frequency was used as a continuous news service. 'Gulf FM' broadcast 17 hours a day from 17 January until 2 March 1991. It was produced by volunteers from News and current affairs programmes, from sports programmes, where there was considerable experience of live programming, and volunteers from Television. 29% of all radio listeners heard this service during the six weeks for which it existed, and an additional 1.5 million people listened to R4FM and Long Wave (LW).³

From the start it aimed to give its audience access to the raw material, the events as they unfolded, from the daily military press conferences, the Presidential briefings to what it was like living in Baghdad, in Tel Aviv, with the troops in Saudi Arabia... Above all it gave voice to the multitude of differing views around the world and the fears and hopes of ordinary people here in the UK... Letters began to pour into Broadcasting House saying the new service was a lifeline...

Jenny Abramsky, BBC Director Radio & Music, Oxford Lecture 2002

BBC Radio had launched its first new network for 23 years in August 1990, when it created a service called Radio 5. This had four main components: Sport output from Radio 2 MW; schools and continuing education programmes from Radio 4 FM; Open University programmes from Radios 3 and 4FM; and programmes for children and young people from Radio 4. It also carried some World Service output.

In October 1993, six years after the Great Hurricane, the BBC Board of Governors took the decision to replace Radio 5 with a dedicated, continuous news and sports service on 909 and 693 MW. Radio Five Live was born on 28 March 1994.

³ Audience Selection Omnibus, 1991

3. Service Content

Overview

Five Live celebrated its 10th birthday on 28 March 2004. The Network's first decade has seen the consistent evolution of its schedule. Originally, it was more complex, containing pre-recorded, built programmes on computing, ethnicity and the environment. Now in 2004, such issues are covered regularly in the live news strands. In the original schedule, there were long News bulletins at 1900 and 2300 each day, with sport between 1935 and 2200 and news from 2200 and 0100. In 2004, Five Live is 98.8% live. This allows the station to retain the ability to move between breaking news and events, whilst also offering a distinctive station sound.

It offers everything that I want to know about: Sport, business, news. There's nothing I need to know about that Radio Five Live doesn't cover...its short sharp and sweet. It's very informative but quick, it doesn't drag on.

Respondent to Blinc Research, 2002

Today, Five Live programming is stripped throughout the week in bands of live airtime, rather like a music schedule, but with speech instead of music. This helps provide a consistency and familiarity for the audience, who are better able to navigate between News and Sport and interact with the programmes. The bands alternate between hard news programmes and more discursive sequences, with hard news broadcast at breakfast, lunchtime and drive-time. There is a consistent programme and presenter for Sport between 1900 and 2200, and for News between 2200 and 0100. Only the weekly

This was a job for radio if ever there was one...This is what Radio Five is for; the schedules are broad enough to be swept aside for the occasion - and just tight enough to tick over nicely when nothing is happening.

Nick Lezard, Independent on Sunday, reviewing Radio Five Live's The Day That Changed The World coverage of the September 11 anniversary, 15 September 2002

half hour programmes *Brief Lives* (obituaries) on Sunday at 0600, and *Fish on Five* (fishing) on Saturday at 0600, are pre-recorded.

Although dedicated sport and news programming is provided, the great strength of the station is Five Live's ability to fuse these two types of output. The Network's News and Sport teams work together to provide a consistent sound throughout the station. This is particularly evident during major events like the World Cup or *Five Live goes to Parliament*. Some of Five Live's

most memorable programming has been created when Sports and News have worked together. For instance, in Euro 2004, news presenters and sports presenters appeared across the schedule from Portugal, with the commentary team part of news sequences and news reporters broadcasting from the stadium. Similarly, coverage of news and sport stories is not confined to particular times. The daily phone-in show and *Simon Mayo* programme cover sports stories when relevant, for example, how to encourage children to be active when the population as a whole is getting fatter (*Mayo* 12/8/03). *Midweek Sport on Five* has covered racism in football (18/11/02, simulcast with 1Xtra, just after black players were racially abused in Slovakia during their Euro2004 qualifier). Much of the innovation and distinct sound of the station comes from this cross-

fertilisation. In addition, the schedule's flexibility means that whatever the story, the Network can respond very quickly.

For sample schedule see Appendix 2.

News

Five Live is the BBC's UK-wide rolling radio news network. Drawing on a combination of the BBC's central newsgathering operation and its own UK-based reporters, Five Live offers a unique, continuous and wide-ranging service of news reporting throughout the UK and the world. Overall, Five Live has access to 250 reporters, 110 of them overseas, that it uses for both breaking news and reporting daily events.

Five Live Specialist Reporters
2 x Sports News correspondents
1 x Health
1 x Consumer affairs
1 x Entertainment + 1 producer
2 x Community affairs
1 x Science
1 x Europe + 1 producer
1 x Politics + 1 producer
2 x Investigative journalists
4 x Business reporters/ presenters

As well as its UK regional journalists, (see sub-section Regional Infrastructure) Five Live has specialist reporters dedicated to the Network and its audiences, including the Network's own chief political correspondent (John Pienaar). Their brief is to provide an in-depth analysis of topics across the entire schedule. These specialists help programme teams to tackle difficult subjects in a clear, intelligible and original way.

Since 1994, Five Live news programmes have won 47 Sony Radio Academy Awards, 19 of which were Gold, including awards for best news and current affairs programme, best response to news event, best news output, best talk/news programme and best speech and news broadcasters.

Controversial; there are a lot of arguments out there and you always get a very balanced view from lots of different people rather than a couple of people.

Respondent to Blinc Research, 2002

Key News Programmes on Five Live

- **Breakfast** – weekdays 0600-0900
Pacy, informative and interactive, Nicky Campbell and Shelagh Fogarty present the morning's news, sport, weather and finance.
Weekend Breakfast is presented by Brian Alexander and Rachel Burden.
- **Mornings** – weekdays 0900-1200
Debate on the day's top news stories, including the Five Live phone-in from 0900 every day, plus guests from the world of News, Sport and Breaking News.
- **Midday News** – weekdays 1200-1300
A one hour update on all the day's news and sport including news from Europe with the EuroNews team.
- **Mayo** – weekdays 1300-1600
News, sport and topical discussion with Simon Mayo when experts and listeners have their say. Big name guests at 1400 and regular features including book, TV, film and sport reviews and Prime Minister's Questions live, with analysis by expert pundits.
- **Drive** – weekdays 1600-1900
Peter Allen and Jane Garvey round up the day's news, sport and finance in their down-to-earth style.
- **Bannister** – weekdays 2200-0100
An off-beat take on the news, Matthew Bannister presents lively, interactive late-night conversation on the issues of the day and reaction to the evening's sporting action.
- **Up All Night** – daily 0100-0500
News and views from around the world with daily news from North America, Asia and Australasia and regular features on world football, world music, showbiz, medical news, plus sex information and science phone-ins.
- **Weekend News** – weekends 2000-2200
Aasmah Mir and Richard Evans with news, entertainment and the latest sport.
- **Richard Bacon** – weekends 2200-0100
Live from Birmingham, Richard and guests chew over the main issues of the day and the quirkier news stories, with listeners' input via text, phone and email.
- **Worricker** – Sundays 1000-1300
Julian Worricker presents the equivalent of the Sunday papers on radio – a mix of News, Debate, reviews, Current Affairs and social issues. Includes the live investigative documentary *The Five Live Report*.

News Bulletins

In addition to news programmes, Five Live provides a news and sport update every half hour throughout the day and night. On the hour, this is comprised of three minutes of news and actuality, with a minute of sports headlines. On the half hour, there is a minute of news headlines followed by a three minute Sport bulletin with live updates, reports and interview clips. Five Live aims to reflect news from the whole of the UK and across the globe.

The geographical spread of reporting during a 24 hour period shows the range of people and places the station can visit across a day:

Geographical Spread of Five Live Reporting: 0600 to 1900, 12 June 2004

Breakfast

Caroline Hawley reports from **Baghdad** on the latest trouble.
John Leyne live from **Washington** on Bush being questioned on the war in Iraq.
Arlo White live in **Pakistan** for Pakistan v India test match.
Steve Rosenburg in **Moscow** on Russians missing in Iraq, plus guests in **Fallujah**.
Search for shabbiest street in Britain: Five Live reporter Gill Farrington live in **Oxford**.
Worker from security firm in **Baghdad** talks about the risks of abduction.
The UK's shabbiest street: Nick Garnett in **South Normanton**, Derbyshire.
Doug McAvoy, live from the NUT's annual conference in **Harrogate**.

Morning

Phone in on children's education: guests in **Harrogate** and **Guilford**.
Stephen Cape on striking government workers outside a job centre in **London**.
Quality of life discussion including a guest from **Manchester**.

Midday

Reporters live in **Baghdad** and **Moscow** on Russian hostages in Iraq.
Interview with priest in **Belfast** who administered last rites to a murdered teenager.
Regional journalist Paul Greer with picketers outside National Office of Statistics in **Titchfield** in Hampshire.
Five Live reporter Rowan Bridge live in **Liverpool** on double murder in the city.
Paris correspondent Caroline Wyatt on the French being advised to leave Iraq.
Manager of Tyneside pub team, the worst team in Britain, live from **Newcastle**.

Simon Mayo

Report live from **Baghdad** on the video of Italian hostages shown on Al Jazeera.
Chris Finch from *Coronation Street* live from **Manchester**.
John McEnroe from **New York** on the campaign to find the next UK Wimbledon champion.

Drive

Justin Webb from **Washington** on the US commission investigating the 9/11 attacks.
Graeme McAulay live from **Glasgow** on investigation into asthma drug.
Kim Ghattas live from Saudi capital **Riyadh** on bombs.
Regional journalist Mark Hutchings from **Wales** on ticketing for the FA Cup final.
Five Live London reporter Lesley Ashmall from **North London** reports on a torso found in a suitcase in a canal.
Geoff Boycott live from the final Test between West Indies and England in **Antigua**.
James Helm live from **Dublin** on the news that Roy Keane is to return to the Republic of Ireland team - with views from people on the streets.
Five Live's Paul Greer from **Bournemouth** on the UK's first pizza vending machine.
Marcello Foa, from the *Italian Journal* live from **Milan** on the Italian hostages in Iraq.
Five Live reporter Rowan Bridge from Lancashire Police HQ with the latest on the investigation into the **Morecambe** Bay cockling tragedy.

Geographical Spread of Five Live Reporting: 1900 to 0600, 12/13 June 2004

Sport on Five

Coverage of all the evening's sport including updates from the final Test between **West Indies** and England, and more reaction from the **Republic of Ireland** on Roy Keane's return to International football.

Live reports, updates and interviews from **Manchester** United v Leicester City.

Live commentary from Elland Road on **Leeds** United v Everton.

Live reports and updates from the Division One match between **Wigan** Athletic and Cardiff City.

Live reports and updates from the Division Two match between **Bristol** City and Plymouth.

Live reports and updates from **Dunfermline** v Hibernian.

Live reports and updates from **Castleford** Tigers v London Broncos in the Rugby League Superleague.

Matthew Bannister

Discussions on whether you would step in to help a neighbour or stranger in need or in danger, with guests live from **Bristol** and **Sheffield**.

Interview with Eamon Dunphy in **Republic of Ireland** on Roy Keane's return.

Discussion on whether people should be able to stand for parliament at the age of 18, including guests in **London** and **Birmingham**.

Up All Night

Students Richard Osborne and Siya Jobo from **South Africa** on the general elections.

Live coverage of George W. Bush's news conference in **Washington** followed by discussion involving various experts in the **United States**.

Expert in genetic modification in **Michigan** on the oldest mouse in the world.

Andy Gordon from **Japan** on the kidnapping of Japanese citizens in Iraq.

BBC reporter Anna Horsbruth live from **Sri Lanka** about the possible end of fighting amongst Tamil Tiger separatists.

Richard Hamilton in **South Africa** looking ahead to the General Election.

Peter Bowes in **Los Angeles** on the latest allegations against Michael Jackson.

Interview with man in **New Zealand** who discovered he had one of the Rolling Stones' bass guitars.

Stephen Dalziel with the latest headlines from **Russia**.

For maps of the above geographical spread of reporting across the UK and the world over a 24 hour period see Appendix 3.

Five Live has made considerable investment in **Business News**, which it seeks to bring to life for its audiences. Every weekday morning, *Wake up to Money* offers a 30 minute magazine of the main business stories of the day in a style which embraces non-City listeners. The programme covers:

- Economics - how the economy is performing and what that means for the audience's wealth and prosperity.
- Personal finance and consumer news - issues around mortgages, pensions, debt, insurance, etc., that directly affect the audience.
- Workplace - issues around working hours, conditions, pay, working from home.

This is now complemented by *Weekend Business*, a live, one hour business programme with Jeff Randall on Sunday evenings, which is scheduled to reach the large sports audience that has already spent their afternoon with the Network.

In addition, the main news programmes during the week broadcast a short *Money News* slot at ten to the hour.

Political coverage is an important part of the news agenda. The Network tries to report on politics in a manner that is engaging for audiences; never assuming knowledge and presenting stories in a dynamic, interesting way.

Five Live also provides a full **UK-wide travel news service**, with dedicated travel experts reporting the latest road problems throughout the day at quarter past and quarter to the hour. This service concentrates on motorways and the major roads around the UK, plus news of main rail routes. Listeners can contact the presenters via a traffic hotline and by text to let them know of accidents and traffic jams as they occur.

Coverage of news around the UK would not be complete without up-to-date information on the **weather**. This is researched and presented by Five Live's dedicated weather presenters who all work regularly for the station alongside the production teams.

Travel, weather and business presenters are all very much part of Five Live's presentation teams and add to the relaxed, chatty style of the broadcasts.

Sport

Five Live broadcasts a combination of sports journalism, discussion and live commentary, providing extensive coverage of a range of sports events across the country.

Five Live Commentary Rights

6 Nations Rugby Union	FA Cup	Rugby Super League
Athletics Golden League	Formula One	Rugby Union internationals
Augusta Masters Golf	French Open Tennis	Ryder Cup
Australian Open Tennis	Grand National	Solheim Cup
Boat Race	Heineken Cup	SPL
Boxing - rights agreed fight by fight	Horse racing Classics including The Derby	Summer and Winter Olympics until 2008
UK Athletics including the London Marathon	Nationwide League	UEFA Champions League
Carling Cup	Open Golf	US Open Tennis
Cheltenham Festival	Paralympics	US Open/PGA
Commonwealth Games	Premiership	Wimbledon
Davis Cup	Royal Ascot	Woman's FA Cup Final
Euro 2004	Rugby League Challenge Cup	Zurich Premiership

Five Live also offers commentary and coverage on the following sports:

Basketball	Greyhound racing	Rallying
Canoeing	Hockey	Rowing
Cricket	Ice hockey	Sailing
Cycling including Tour De France	Judo	Snooker
Darts	Modern Pentathlon	Superbikes
Diving	Moto G.P.	Swimming

Plus coverage and reports from:

Archery	Netball	Tae Kwon Do
Badminton	Shooting	Three Day Eventing
Crown Green Bowling	Show Jumping	
Gymnastics	Table Tennis	

Five Live has non-exclusive rights to commentary on:

Nationwide League football
FA Cup
International football
The Open golf championship
European Tour golf
Ryder Cup
Horse Racing
Rugby League Super League

However, Five Live does not always win the rights to cover sporting events:

BBC Radio has been outbid for a number of sports rights over the years, including:

Overseas cricket commentary on South Africa v England
Overseas cricket commentary on Pakistan v England
Overseas cricket commentary on West Indies v England
Manchester United's home Champions League matches in 1999/00 and 00/01
Evander Holyfield v Lennox Lewis for the World Heavyweight title

For further information on how sports rights are negotiated, see Appendix 1.

Five Live has a commitment to providing all sports and their supporters with a depth and quality of coverage that they cannot find anywhere else. Five Live works closely with sports rights holders to promote all sports in the UK.

Key Sport Programmes on Five Live:

Saturday Sport on Five: (Saturdays 1200-1800)

Hosted by Mark Pougatch. The most listened to radio programme anywhere in the UK on Saturday afternoon, with live commentary on the top sporting events of the afternoon and reports and updates from sport around the world. Includes:

Sports Report: (Saturdays 1700-1800)

Fifty-six years old and still going strong. *Sports Report* transferred to Five Live from Radio 5, and previously from Radio 2 MW. The original sport results service featuring comprehensive reports and interviews from every game, every Saturday.

Sportsweek: (Sundays 0900-1000)

A detailed look at the week's sporting stories which sets the agenda for daily news going into the week. Interviews with the biggest names in the world of sport.

A pillar in the BBC network's output which covers sport in considerable breadth and depth. The line up of world class sportsmen and women, knowledgeable and passionate interviewers and presenters, and imaginative and creative production staff together combine to make a 'must-listen' programme for the serious sports fan.

Sony judges citation 2003, Midweek Sport on Five

report stories that would not be found anywhere else. The show has pioneered new formats like *Access All Areas*. It also includes real-time interaction with the commentators via SMS and email. On non-live sport nights the show is a forum for discussion of the major sporting issues and reviews, previews and features on events.

606 (follows Sport on Five on Saturday, Sunday and Wednesday):

A national football phone-in, broadcast 3 days a week throughout the football season. The format which provides space to debate team performances has been replicated by a number of competitors. Five Live has developed this to provide a similar forum to run alongside major cricket, rugby union, tennis, and athletics coverage, giving fans of these sports another voice on the station. The programme has pioneered new ways to

interact with the audience and allows sports fans to interact with each other. The message board is the most popular on the BBC website and the show has also developed into an interactive TV proposition and a text club.

Any Sporting Questions Around the UK

Oct 2003: **Bristol** West Indies Cricket Club
Jul 2003: **Merthyr Tydfil** Football Club
May 2003: **Accrington Stanley** FC
Oct 2002: Rushey Mead School, **Leicester**
Jun 2002: Mansfield Hosiery Mills Sport & Social Club, **Sutton in Ashfield**
Feb 2002: **Balmoral** Golf Club
Dec 2001: **Consett** Rugby Club
Jul 2001: **Windsor, Ascot, Maidenhead** District Sports Association for the Disabled,
May 2001: Hardley School, **Southampton**
Nov 2000: Conquest Theatre, **Bromyard**
Jun 2000: Acle Social Club, **Norwich**

Any Sporting Questions:

A regular part of *Midweek Sport on Five*, ASQ is a forum to debate a wide variety of sporting issues with key people involved in Sport and members of the public. Broadcast from sports clubs all around the country, the show offers a lively interactive forum with guests including players, club managers, chairmen, and rights holders.

Saturday Mornings (1100–1230): Have seen a range of entertainment-based sports programming, including *Wright & Bright* and *Johnny Vaughan's Fighting Talk*. These programmes provide an alternative to traditional pre-match programming.

Five Live also has a huge **commitment to sports journalism**, broadcasting summaries 24 hours a day, seven days a week.

Five Live Sports Journalism 16/17 May 2004

0900 Sunday – Sportsworld

- Garry Richardson talks to the Thai Prime Minister's spokesman about the proposed takeover of Leicester FC. He reveals that the Thais are also negotiating with other Premiership clubs in case Liverpool turn them down, thus casting doubt on their commitment.
- Garry also talks to Claudio Ranieri after what turns out to be his last match in charge of Chelsea. He makes an emotional plea on the air to his Chelsea bosses, begging them to clarify his position (this is picked up by the papers on Monday).
- Newcastle FC chairman Freddy Shepherd insists that the manager Sir Bobby Robson's position is not under threat despite the club's disappointing performances. He is quoted directly – 'You do not sack Sir Bobby Robson' – in two of Monday's national dailies, the Daily Mail and the Daily Star.
- David Graveney, chairman of the England selectors, is live on air to announce the England Team for the First Test against New Zealand. Mark Butcher, who is included in the team, and former England Captain David Gower give immediate reaction. Gower calls for Zimbabwe to be stripped of their Test status, another quotation which resurfaces on Monday in The Times.

Monday: Breakfast

- Coverage is dominated by Five Live's survey about the Olympics, including drug-taking, lack of funding in Britain and the facilities in Athens. Simon Clegg, chief executive of the British Olympic Association responds live on air.

Midday News

- Report on the Iraqi national football team's arrival on tour in the UK.

Mayo - 1400

- Sven-Goran Eriksson announces the England squad for Euro 2004. Reaction from Chief Football Correspondent Mike Ingham, and later Peter Allen interviews Eriksson's right-hand man, Tord Grip.

Just before 1500

- News comes through that England captain Michael Vaughan has injured himself during net practice and is likely to miss the First Test. Instant reaction from cricket correspondent Jonathan Agnew on the spot at Lords.

Drive - 1700

- Sir Clive Woodward announces the England squad for the summer tour of New Zealand and Australia. Alastair Hignell reports.

1900 Sport on Five

Considered reaction to the day's news stories:

- Sven-Goran Eriksson, Mike Ingham and former England man Chris Waddle on England's squad for Euro 2004.
- Jonathan Agnew on Michael Vaughan and the latest on Zimbabwe: Ehsan Mani, President of the ICC, denies that England is being forced to tour.
- Rugby Union Correspondent Ian Robertson on the England touring squad.
- Mark Clemmit reports from Bradford City, who are threatened with extinction. PFA spokesman Mick McGuire reveals details of a meeting with some of the players.

Despite a close relationship between the Network and those involved in sports, Five Live has never compromised its independence or impartiality in working on sport stories. For example, a Five Live documentary on the relationship between football managers and agents cost the BBC the services of Martin O'Neill, who was cited in the programme and afterwards refused to work with the corporation.

Live Events and Breaking News

Five Live broadcasts breaking news 24 hours a day, so listeners get a chance to follow developments as they unfold from what might be a minor initial report to a major news event.

The schedule is flexible and able to react to news and sports events whenever they happen. The capture of Saddam Hussein unfolded across Sport airtime; Tim Henman's French Open Tennis semi-final defeat occurred during the afternoon news output. The Network is able to move between breaking news, events and planned programming. Over its lifetime, Five Live has offered rolling coverage of the Dunblane shootings, the death of John Smith, the Paddington and Potter's Bar train crashes and the events of 11 September 2001. In these circumstances the normal conventions of scheduling are suspended and the station provides a rolling stream of up to the minute coverage.

Over 4 stressful breaking news hours - the biggest, if not the most memorable story of the year, was the capture of Saddam Hussein. It happened when least expected and it caught everyone off guard! What was in essence, a picture story - was brought alive by Five Live. The enormity of the event was covered with calm, resourced, tenacity. Drama without theatre. Gripping radio.

Sony Judges Citation, 2004

Investigative Reporting and Documentaries

As well as reporting live news and sport, Five Live prides itself on uncovering its own stories and digging deeper into issues already in the public domain.

The Five Live Report has built a reputation for original journalism delivered in an innovative format as a 'live' documentary, presented with guests and pre-recorded segments within the *Julian Worricker* programme on Sunday mornings.

This approach reflects the Network's commitment to including audience input and opinion; it enables Five Live to react better to breaking stories and live coverage and also allows the inclusion of audience input and opinion. Listeners have responded to the change by tuning-in for far longer periods and in increasing numbers.

The Five Live Report

Inside the Mind of a Paedophile: Five Live followed two convicted paedophiles as they underwent intensive treatment in a clinic before being released. The programme was followed up later in the year when the clinic was closed by the authorities.

Stark and challenging - paedophiles talk frankly and openly about their crimes. Compelling voices that ask serious questions of us all.

Sony Radio Awards judges' citation: Inside the Mind of a Paedophile

The Boiler Room: An exposé of the corrupt brokers and financial salesmen who target thousands of people in the UK to defraud them. This story was picked up by the national press and is being followed up as a BBC 2 documentary.

Mugabe's Henchmen: This revealed how Britain is becoming home to President Robert Mugabe's henchmen as they flee the disintegrating Zimbabwean economy. The programme tracked down a notorious member of Zimbabwe's ruling Zanu PF party, 'Stalin Mau Mau', who led numerous farm invasions where farmers were terrorised into handing over their land. The programme received extensive coverage in the national press and has led to investigations by the National Criminal Intelligence Service, the Home Office and the National Lottery Commission.

Five Live also commissions topical documentaries to provide deeper analysis of specific issues as they occur. These include: *PY Gerbeau's Olympic Odyssey* in which the host dissected London's bid for the 2012 Olympics on the day the shortlist was announced; *Hutton* and *Soham Specials* - live, in-depth analysis of major stories and their repercussions on the days that the Hutton Report was published and Ian Huntley was convicted, respectively; and, *The Real...* series:

One of the few items in radio's week-long 9/11 fest that is likely to tell you anything you didn't know... Independent preview of The Real Osama Bin Laden, 8 September 2002

In *The Real...* Clive Anderson presents in-depth profiles of public figures. The flexibility of the Five Live schedule means these documentaries can be tied in with events and news stories. For example: *The Real Jeffrey Archer* was broadcast on the night of the novelist's conviction for perjury and perverting the course of justice; *The Real Gordon Brown* went out on Budget Day; *The Real Osama Bin Laden* was scheduled on the first anniversary of 9/11; *The Real Jesus Christ* on Christmas Day and *The Real Sven Goran Eriksson* went out on the last weekend of the Euro 2004 Championship.

Five Live also aims to be at the forefront of setting the UK's radio agenda. Recently, reporters have exclusively broken stories on the Roman Abramovich takeover of Chelsea (Jeff Randall 1/7/03), plans for Grand Prix to come to London (Jonathan Legard 21/5/04), the asylum system in Slovakia—one of the new EU states—being

close to collapse (*Breakfast* 28/4/04), the scale of crack cocaine-related problems in Bristol (*Breakfast* 30/7/03, *Drive* 18/3/04) and allegations of financial irregularities with football agents involved in transfer deals (*Drive* 11/2/04).

Complicated stories are illustrated and brought to life with proactive journalism. For example, at the height of concerns about the number of illegal immigrants entering the country, regional journalist Paul Greer set out to see how hard it was to get into the UK without being stopped. Reporting into the *Breakfast* programme, he told how he got into the UK on a private yacht, then about his trip into the country in a light aircraft and finally about entering the UK in a white van through Portsmouth. Not once was he stopped by customs or immigration.

In this year's Statements of Programme Policy, Five Live has committed to launch a new investigations strand within Sport on Five to develop further the Network's range of sports journalism. This will enhance Five Live's existing programming around key sport debates.

Regional Infrastructure

Uniquely amongst UK Speech radio stations, Five Live employs 15 Regional Journalists who work to bring stories from across the country to the audience's attention. In addition, there are two London-based reporters and five specialists whose briefs include health and consumer affairs and who exclusively work for the Network.

The Regional Journalists also provide a link with local areas. They allow the station to access diverse communities and elicit opinion from around the UK on all issues.

A Day in the Life of a Regional Journalist: Jonathan Hallewell

My job is about ensuring that the North West of England has a big presence on Radio Five Live. It's about reporting the region's stories to the national audience, but also bringing regional voices and perspectives to the station.

If I am not out doing a piece for *Breakfast*, the working day starts with a check for any emerging stories. I have equipment that allows me to broadcast from home, so if a story is breaking in my region there's no delay in reporting it to our listeners across the UK. Recently, a police van exploded outside a police station in the early hours. I was able to report it within minutes of the police confirming details of what happened.

At 9.20am, all the RJs come together on a telephone conference call, a useful chance to check how stories and issues are playing in the different regions. During the recent period of concern about another spate of fuel protests, the RJs kept Five Live up to date on prices across the country, as well as watching for any signs of protest. Sometimes during the conference call a trend emerges - last winter it became clear that some local authorities were not gritting roads, and a national story emerged.

I often report live from the scene of a story, but I also set up guests for presenters to interview, and I regularly visit places within my patch to get regional reaction to one of the big national stories of the day. When we're discussing how to cover a story, I often have to point out to colleagues in London the regional view on an issue, for example on house prices there's a continuing assumption that houses are "cheap up north".

Five Live's Regional Journalists are equipped with portable satellite phones, a hugely powerful tool we can operate ourselves. They allow us to broadcast in quality from pretty well anywhere, so when a story breaks, I go... and as soon as I reach the scene I am on the air reporting what's happened. It means that Five Live is usually first to report events live from the scene of a story. A good example was the cockling tragedy at Morecambe Bay. News began to break late in the evening. Mark Jones - also a Five Live RJ - was at the scene very quickly and reported events through the night, and I took over at 7am providing coverage through the day. Our reporting was enhanced by knowledge of the local area, and its long history of cockling.

I work closely with colleagues in other parts of the BBC. When covering the cockling story I wasn't just reporting on Five Live, but also did pieces for BBC World Service, BBC Scotland, Wales and Northern Ireland, plus English local radio, and provided guests and technical back-up for Radio 4 news programmes.

In recent years we have given more attention to original journalism - stories we have found ourselves that can take weeks to "work-up". An example was a piece I did about lecturers saying they would refuse to teach students who are members of the BNP. The party's youth leader is a student at Salford University and proved an extraordinary and illuminating interviewee, who generated a strong response from ethnic minority students at Universities around the UK and interviewed the Lecturers' Union representative to gauge their opinions.

My aim is to maximise the number of news stories from the North West of England which get on to Five Live, but also to allow the diverse communities of my region to respond to the national news agenda, and in the process, reflect the broad experience of people who live and work here.

Interactivity

Five Live receives around 25,000 texts and phone calls a week, with thousands of emails adding to the interactive mix. The chance to debate is available on the Five Live message boards. This connection with the audience is used to drive the agenda, give listeners real input into the station and to gauge public opinion. For example the day after the publication of the Hutton Report, Alastair Campbell spent an hour and a half on Five Live's morning phone-in being interviewed by Julian Worricker and taking calls from listeners.

By carefully using audience texts, Five Live can be first with developments on a news story. A search was underway throughout Europe for a man and a teenage girl who had run off together. A text tipped Five Live off that they had been found by police in a car park in North West Scotland, giving the Network's listeners the news first.

Texting can also provide the Network with new stories outside the established diary. For instance, *Breakfast* was inundated with people who'd been at Knebworth and who complained about overcrowding at the Robbie Williams concert – this turned into a national news story.

606, which goes out after the football action three times a week on Saturday, Sunday and Wednesday evenings, has been at the forefront of using new technology to let listeners have their say.

The 606 rant line asks fans to pass comment 24 hours a day, seven days a week, and a guarantee to get through to the programme even if the normal phone lines are busy. Listeners can call an exclusive number and record their football rant. A selection of the best calls are broadcast.

606 has become the largest interactive football community in the country. The 606 website, run alongside BBC Sport Online, generates over 3 million page impressions a week.

606 was also one of the first UK radio programmes to use SMS technology to hear from listeners. More recently it has invited listeners to sign up to 'Club 606' by texting us their team name. This enables football fans to get their views on Five Live within seconds of an issue occurring which concerns their team, and also allows the audience to be divided into distinct polling groups, so that they can be sent texts with relevant questions. The answers are used to assess specific issues around matches.

The 606 football phone-in has recently become a tri-media proposition. After every FA Cup Saturday last season, the basic football phone-in on Five Live was streamed simultaneously on analogue radio, digital radio, digital TV and online through the 606 site.

4. Audiences

Performance

Audiences are growing. The station has increased its weekly audience by 11% in the last 5 years alone and has posted record figures in the past 2 years. The station now has a weekly audience just short of 6.5 million, reaching its highest level during the World Cup in 2002 (6.66m). Share is also at its highest level to date as the audience increase their loyalty to the station. Listeners tune into Five Live for almost 2 hours more than they did 5 years ago (8.5 hours). As with the other BBC analogue stations, Five Live achieves a high approval score amongst listeners (7.8) and is higher than the overall score for the BBC as a whole (6.7).

The Network's audience is, and always has been, predominantly male (70:30). This reflects the schedule's heavy News and Sport content, both of which are traditionally consumed more by males. However, the station has succeeded in its aim of attracting more women to its programming, with the female audience having increased 14% since 1999.

51% of Radio Five Live's audience is over the age of 45 and the average listener age has grown over time to 46.⁴ Five Live is constantly seeking to redress the balance and increase its under-45 audience.

Radio Five Live's demographic profile is 65% ABC1 background. Nonetheless, gains over the past five years have come from adults of all social classes.

Geographically, Five Live is strong in Southern England and across Yorkshire. Poorer performing areas tend to correlate with where the AM signal is weakest such as Scotland, North Eastern England and North Wales. Five Live is inaudible to 35% of the country at night when the signal is particularly bad.

Five Live believes that the spread of digital radio will aid its penetration in geographical areas where it currently performs poorly, particularly amongst younger and ethnically diverse audiences who listen to less radio on medium wave than the population as a whole. Five Live listeners are 41% more likely to listen to the radio via the TV and it is the 3rd most listened to station on TV.⁵ Audio streaming is also an increasingly important part of the future. Five Live regularly gets over 150,000 live audio requests a week, and over 50,000 audio on demand requests. Previous streaming peaks have occurred for both news and sport events, for example the War in Iraq and Wimbledon. Throughout the football tournament Euro 2004, Five Live eclipsed all traffic and listening records previously set during World Cup 2002; 840,000 users generated 13.3 million page impressions and requested 265,000 programmes on demand. Live streaming rights to the Premier League are expected to further increase streaming requests.

⁴ RAJAR, Quarter 2, 2004

⁵ RAJAR, Quarter 1, 2004

Bringing in an Audience for Sport

The pattern of Five Live listening is unusual. Most radio stations have audience peaks throughout the week at breakfast and drive-time. This is true of Five Live, but the Network also enjoys another peak in the evening during sports output, while the highest single audience across the week is during Saturday afternoon sports programmes.

We cannot measure the effect of events such as the 6 Nations rugby, Ryder Cup or Grand Prix through RAJAR, but approval of Five Live Sport confirms that Sport is a key driver for the audience. The regular winter sport season, represented by Q1 and Q4 on RAJAR, consistently gains the station over a million listeners each quarter. These listeners are predominantly male as well as younger and ethnically more diverse than Five Live's typical listeners. The Pan BBC Tracking Study shows that more adults say Five Live is the best radio station for Sport compared with any other (51% compared to 10% for talkSPORT).

Content for Audiences That Are Turning Away From News

Overall, news and current affairs programmes make up 75% of output on Five Live and more people listen to news (4.8m) than current affairs (0.4m) or sport programmes (4.3m)⁶. The news audience tends to remain loyal and unaffected by seasonal shifts, whereas sport programmes witness seasonal fluctuations in the number of listeners tuning-in. Over the last five years, Five Live's News audience has expanded and at 53, the average age of a News listener tends to be older compared to 46 for the station overall.

25-34 year olds consume fewer newspapers and watch less TV than at anytime in the last ten years. Five Live seeks to connect this audience with News and Current Affairs which they do not get from any other broadcast or print media (with the exception of the internet). Five Live has undertaken a number of research projects to help shape the editorial agenda and to ensure that our choice of stories and treatments reaches out to these young listeners.

News and Sport Listeners

In addition, Five Live believes that sport output is a valuable tool to bring listeners into the station. The Network aims to introduce listeners who have tuned-in for Sport to other output, particularly News. 70% of sport listeners also listen to news output on Five Live and this overlap has grown over time.

⁶ Average for the financial year 2003/04 (April to March)

5. Distinctiveness

Democratic Value

Five Live invests the time, resources, and commitment required to make a significant contribution to the ability of people in the UK to access information. Twenty four hours a day, seven days a week, year-round, Five Live provides up-to-date coverage of events around the world as they happen and follows them up. Five Live does its best to ensure that **coverage is honest, impartial, accurate, and accessible.** The Network gives audiences greater access to the BBC's journalistic expertise and emphasises UK stories and reactions to news events. Space is also made for longer reports.

The Network's fluid structure and breadth of expertise in live programming ensures Five Live offers audiences instant access to breaking news and the ability to follow stories as they develop through the course of a morning, a week or a year. Five Live will interrupt any programming to allow reporters the opportunity to tell significant stories as they happen, whatever the time of day. For instance, BBC Business Editor Jeff Randall broadcast from a lay-by on the A12 at 2330 when he broke the story of the Barclay Brothers buying the Telegraph titles. Similarly, Christian Fraser reported live at five to one in the morning, from a central square in Madrid on the night of the bombings, when it became clear they might not have been the work of ETA and a spontaneous demonstration of public anger had broken out.

The continuous commitment to News throughout the entire schedule means that stories are not confined to a three minute slot. In April 2004, Mike Wooldridge reported live into Julian Worricker's morning programme from the ceremony marking ten years since the Rwandan genocide. His report lasted ten minutes and in addition, to a description of what was happening in the stadium and an adroit summation of the issues, his report included interviews with relatives of genocide victims, a man who confessed to killing people during the genocide, a woman informant whose testimony had led to killings by militia and with a regional prosecutor whose job it is to bring those accused of war crimes to justice. The length of time given to items like this helps the audience to gain greater insight into complex stories.

While sport may be the magnet, non-sports programmes have been redrawing the map of 'doing' politics on radio....Politicians are tackled by presenters who know their stuff, but are prepared to give them space. Steven Barnett on Radio Five Live's appointment of John Pienaar, Guardian, 16 June 2002

Five Live has pioneered an innovative approach to news coverage, typified by its treatment of politics. The station has evolved over its lifetime to be as inclusive and engaging as possible. In part, this has been an attempt to respond to growing indications that younger voters are turning away from Westminster politics and engagement with the democratic process. This approach—combined with the Network's sport/news mix—has helped to attract new audiences to political content.

Five Live has always been able to draw on the BBC's political newsgathering team to cover any political story as it happens. John Pienaar is Five Live's dedicated Chief Political Correspondent. He is a familiar voice for listeners, delivering politics with authority, yet in an unstuffy, relaxed manner. John often presents other programmes on the Network, so the audience knows he's in tune with day-to-day news and issues.

I never miss John Pienaar's Wednesday dissection of PMQs.
Gillian Reynolds, Daily Telegraph, March 2004

Prime Minister's Questions has now become a central part of *The Simon Mayo Programme's* output. Techniques applied in sports broadcasting have been adopted for the whole event. Five Live's team, led by John Pienaar, previews the likely themes

and provides commentary on the event, followed up by pundits to dissect PMQs and relevant interviews with representatives from all parties. Listeners get a say through texts and emails.

Five Live Goes to Parliament

In December 2003, Five Live was granted unprecedented access to the House of Commons for a whole day – never before had a broadcaster been allowed to create its own studio within the Palace of Westminster and broadcast from so many points simultaneously. Presenters Simon Mayo, Julian Worricker and John Pienaar were joined by roving reporters around the House (including sports reporters, regional journalists and political specialists) to give listeners an insight into what goes on inside this political institution. An open studio was created above Central Lobby and alongside the Committee Corridor, so there was a constant stream of activity through the studio – from MPs and officials, to tourists and campaigners.

The day centred around PMQs: The Network shadowed the MP selected to ask the first question, followed a family visiting the Houses of Parliament for the first time, spoke to Tony Blair's advisors about how he was preparing, joined student protestors outside on College Green and took a group of non-voters around to see if they would change their minds about the political process. There was also live commentary on the Listeners v MPs five-a-side match, with punditry from former Tory leader Iain Duncan-Smith and refereeing from the Premiership's Graham Barber.. Other highlights included *Parliamentary Superstars*, exclusive interviews with the Speaker and Alastair Campbell and behind the scenes coverage with the Commons' head chef, a Whip, a doorman and the Sergeant at Arms.

Listeners were able to phone, text and email throughout the seven hour broadcast.

This special day of programmes live from Parliament shows Five Live at its best... the seven hour broadcast gave listeners an accessible, dynamic and informative insight into the news and political process with each programme across the day.. Listeners would have been enlightened and entertained by the excellence of programmes across the range of output, even including sport.

Sony judges citation, 2004, for Five Live Goes To Parliament

Over the past few years, Five Live has given listeners the chance to speak directly with some of the biggest names in politics. The Prime Minister, Michael Howard, Iain Duncan Smith, William Hague, David Blunkett, Alastair Campbell and Charles Kennedy have all been guests for extended interviews. Audiences have been given an opportunity to bring their real-life issues to the attention of politicians, and to enter into debate with them by phone, text and email. In

addition, Five Live held an online competition to propose the first question Tony Blair should be asked in his monthly press briefing. This was asked live on-air by John Pienaar.

Five Live has taken a similar approach to its business coverage, drawing on **an informal, accessible style combined with innovative production techniques that bring the subject to life** for its audiences.

Weekend Business, the one-hour weekly Five Live show presented by the BBC's Business Editor Jeff Randall and TV Business Presenter Jenny Scott, aims to make business news relevant, comprehensive and interesting to a wider audience. In its debut series it has already built a reputation for attracting big names and breaking stories. Coverage ranged from the take-over bid for WH Smith, to Shell and Monetary Policy Committee decisions. Interviewees included:

the Chief Executive of Eurotunnel two days before he was ousted by rebel shareholders; Marks and Spencer hopeful Philip Green about the shortage of high-flyers in business; Martin Sorrell, the boss of WPP, one of the world's biggest advertising agencies, about receiving a £40 million bonus; Sir Rocco Forte on the Euro; and the UK MD of McDonalds on obesity.. The programme invites emails and texts on top stories, with a huge audience response to business stories on Marks and Spencer and WH Smith, in particular.

The Fantasy Flutter

To illustrate the uncertain time for many investments, each presenter on Five Live Breakfast was given a different investment—shares, property, National Lottery tickets, a bet on the horses—and these were then tracked over a year.. Fantasy flutter is still underway, but the current best investment is still property.

Samantha Roberts

In the build-up to the War in Iraq, Five Live travelled around the country gauging public opinion. As part of this, Nicky Campbell presented *Five Live Breakfast* from the Shakespeare Primary School in Leeds.. One of his guests was the wife of a soldier sent to Iraq, who took a pro-war stance in a debate on the show.. A few days later Samantha Roberts' husband, Stephen, was the first soldier to be killed in action.

Breakfast kept in touch with Samantha. In August, the whole programme was broadcast from her home in Shipley. It looked at all the issues thrown-up by the action in Iraq and asked whether the war was worth it. In November, she reported for *Breakfast* on the visit of George W Bush to the UK. During this time, Samantha's battle to find out why her husband died had in itself become a news story.

Five Live helps to extend the news agenda across the UK. The Network's non-metropolitan perspective and willingness to travel across the country, supported by its regional journalists, helps it to tell stories from different perspectives and to connect local and regional stories at a UK-wide level.

Five Live's unique relationship with its audience, supported by its use of interactivity, helps the Network to **bring individual stories that impact people's lives to a wider audience.** In one instance, a single text from a listener asking if others were still awaiting their family tax credits set off a torrent of similar texts.. The story uncovered a huge backlog of payments and chaos in the system across the UK.

Programmes such as *Five Live Breakfast* use texts and emails to bring the audience's views into focus, transforming the one-to-one political interview into a very different piece of radio. By reading an email from a serving superintendent to David Blunkett, for instance, an interview about police reforms was turned on its head, leading the Home Secretary to challenge that officer directly to meet him to discuss problems in the force

(02/10/03). Similarly, when the Health Secretary Dr. John Reid, in an interview about PFI hospitals, said the BBC should be asking the public if they backed the plans instead of concentrating on what some MPs thought, Five Live launched a text vote to do just that. **This ability to harness technology to support serious political debate helps to engage audiences as citizens** and to address political disaffection.

Cultural Value

There are few events that genuinely bring people together and they are often sports occasions.. Sport matters hugely to the fabric of UK life - whether it be a major football event, the Rugby World Cup heroes or the band of athletes taking part in the Athens Olympics. **Five Live's role in sport reflects its place at the heart of contemporary UK culture** and underpins the BBC's overall commitment to sports coverage as a key component of its public service responsibilities.

Here was a mass participatory public experience like no other, comparable in its drama, range and emotional power.....to watching the great plays of Shakespeare and Chekhov. Except in this instance, the performance taking place before a worldwide audience on that humid night in Lisbon was not fiction. It was true, dramatically true. Nor was the event comparable to proxy war, as some foolishly say.. It was the opposite of war, because it was celebratory and life affirming and superbly entertaining

Jason Cowley, Observer on the England v Portugal match in Euro 2004, 27 June 2004

As the market for sports rights has grown in value, driven by the growth of subscription television, the role of public service sports radio has become even more important. **For those unable to access pay-TV coverage of major sports events, Five Live coverage may be the only way they can connect with events** which genuinely enrich their lives.

Radio Five Live is the place to be if you don't have access to satellite TV and want to follow every swing of the Ryder Cup...

Mail on Sunday Preview, 22 September 2002

Since its inception Five Live and the Premier League have formed a formidable partnership.. The cornerstone of this has obviously been the broadcast of live match commentaries.. In the past season some 185 matches were broadcast, mainly for the full 90 minutes and this significant output is of immense interest to a large number of football fans for whom this is their only means of consuming the Premier League live (106 matches were broadcast live on pay television in the same period).. Five Live's approach to our matches – often with two commentators and a summariser, combined with a unique blend of opinion and knowledge – drives even greater interest in the Premier League..

Richard Scudamore, Chief Executive, FA Premier League

The range and depth of Five Live's sports coverage, as well as its quality, provides an unparalleled service to listeners in the UK. This has been recognised over the last ten years by 29 Sony Radio Academy Awards (including 17 Gold) for both sport programmes and broadcasters.

Five Live offers live coverage of over 30 different sports throughout the year, encompassing all major sporting events and covering special events like the Olympics and the Commonwealth Games.

Five Live has specialist correspondents in numerous sports: football, rugby union, cricket, athletics, motor racing, golf, tennis and horse racing, boxing, cycling, swimming, rugby league, rowing, darts and snooker.

It isn't every year that delivers a moment of radio that in the words of one observer "will be replayed a thousand times" but 2003 did just that ...dazzling commentary on the 2003 Rugby World Cup final victory, widely acclaimed by listeners, England players and radio critics

Sony 2003 Radio Academy Award citation, Ian Robertson

Many of the Network's commentary teams have built a **reputation for unparalleled quality**. Many of them are professional sportsmen and women who have themselves competed at the highest level.

BBC Radio 5 (BBC Radio Five Live)'s 'rugby commentary zenith' in recent years has been the Ian Robertson radio commentary for the Rugby World Cup 2003, The final moments of Jonny Wilkinson's dropped goal have duly provided rugby's equivalent of 'They think it's all over'...it is now.

Richard Prescott, RFU, Director of Communications

In May 2003, TRBI Research found that the most appealing aspect of football on Five Live, and the reason people are motivated to tune-in is that 'Five Live has the most distinctive, objective, informed and dynamic commentary from people who really know what they are talking about'.

The consummate emotional communicator with the ability to be both an orator and a voice for the fan on the terraces.

Sony Radio Academy Award citation for Five Live commentator Alan Green, Speech Broadcaster of the Year 2002

Five Live Pundits and Summarisers: The Ex-professionals

Football:	Mark Lawrenson, David James, Dion Dublin, Peter Schmeichel, Graham Taylor, Gordon Strachan
Rugby Union:	Lawrence Dallaglio, Rob Andrew, Rob Jones, Andy Irvine, Gareth Chilcott
Cricket:	Graham Gooch, Alec Stewart, Graham Thorpe, Geoff Boycott, Mike Gatting
Tennis:	Michael Stich, Pat Cash, John McEnroe, Annabel Croft
Athletics:	Sebastian Coe, Steve Cram, Kathryn Merry
Swimming:	Paul Palmer
Boxing:	Duke McKenzie
Rowing:	Steve Redgrave, Matthew Pinsent, James Cracknell, Tim Foster
Motor Racing:	Stirling Moss and Anthony Davidson
Horse Racing:	Willie Carson, Jason Weaver, Walter Swinburne and Charlie Brooks

Access All Areas

In October 2002, Five Live broadcast its first *Access All Areas*, live from the Nationwide Division Two football match between Queen's Park Rangers and Blackpool at Loftus Road. The programme aimed to give the listener more than the usual football commentary and an unprecedented view behind the scenes.

In addition to the standard team in the commentary box, there was a commentator and expert summariser at each end bringing the listener a view of the match from the two sets of fans' perspective. Roving reporters allowed listeners to hear from the QPR team manager as he briefed his squad before the match, from the referee and his assistants at their briefing and from the players during the warm-up and in the tunnel as they waited to go out onto the pitch.. During the game, the listener could eavesdrop on the managers in the dugout and the physios as they dealt with injuries on the pitch. The reporters also spent time in the boardroom with the directors at half time, spoke to fans in and outside the stadium and even interviewed Jude the Cat, the QPR mascot.

Throughout the show, the commentary teams responded to texts from listeners and fans inside the ground watching the game. Since then, this format has been used in Five Live's coverage of the UK Grand Prix, Rugby League and Athletics and has recently been adapted to demystify the world of politics in *Five Live Goes To Parliament*.

Five Live has **developed new areas of coverage and created and expanded the debate in all areas of Sport.** Five Live's flexible schedule means that the station can achieve this in reaction to issues as they arise. In light of ITV Digital's collapse and the knock on effect on football, a growing number of clubs faced administration. Five Live set out to investigate why football was in such financial trouble. News, Sport and Business staff worked together to produce a *Sport on Five* special: *Football Finance – The Bankrupt Game*. Business editor Jeff Randall and *Sport On Five* presenter Ian Payne joined forces to look at the issues - from the Premiership to the lower leagues and into Europe, with reporters and fans contributing from around the UK. The following day's back page newspaper headlines were dominated by issues uncovered by the programme and it won a Sony Gold Award.

Five Live tackled this contentious subject with confidence and consummate skill calling upon and using effectively many of the impressive resources at its disposal. The tone and style of presentation of the programme kept close to its roots, the fans of the game, whilst at the same time created great radio for a more broad-based audience. From Rome to Pontypool, from journalists to managers, from businessmen to broadcasters the radio station explored the subject with commitment, responsibility, deftness of touch and with a keen ear on pace and delivery.

Sony Judges' citation 2003, on Football Finance - The Bankrupt Game

Just days after black England players were racially abused during their Euro 2004 qualifier in Slovakia, Five Live and the BBC's new Digital, Urban music station 1Xtra simulcast *Kick Racism Out*, a programme looking at racism in football across Europe. The night included a documentary, discussion and phone-in, with contributions from Kieron Dyer, Rio Ferdinand, Emile Heskey and John Barnes.

Five Live is helped in its negotiations to win sports rights because of the way it works with sports and the appropriate rights holders. It seeks to **develop programming which goes beyond live commentary**, reflecting sports in their entirety across the output of the Network.

Over many years, the Five Live team have established a strong relationship with Jump Racing... They work closely with the main participants - trainers and jockeys - to engage the audience with the narrative of the season, particularly the major races each weekend. This extends far beyond the commentary to include background stories, discussions and access behind the scenes.

There is real benefit to the sport and the audience from the creative spirit fostered by the Team as the Festival approaches. Racing thrives on opinions and Five Live provides plenty of opportunity for debate which includes people not directly involved but may be sports fans, from the City or casual observers. For the actual races, the Team genuinely convey that passion, the highs and lows, which affect everyone in the sport from the grandest owner to the stable staff and supporters back home.

Edward Gillespie, Managing Director, Cheltenham Racecourse

Five Live has the ability to attract diverse audiences to different sports. A large part of the Five Live audience comes to the station initially for football commentary, but because the station covers a wide range of sports, this audience hears about sports to which they may not otherwise be exposed. For example, on the last day of football's Premiership this year (15/5/04), Sport on Five reported live from all the matches, the Second and Third Division playoff semi-finals, the Rugby League Challenge Cup final, the Zurich Premiership wildcard semis (rugby union), the Italian Masters tennis, the European long-course swimming championships, the British Open international athletics, horse racing from Newbury and from the cricket County Championship.

Five Live also covers sports and events that no other UK radio station would cover, and so offers one of the only ways for these sports to get exposure, examples include: women's football, live snooker, angling, the Super Bowl, the Commonwealth Games, cycling, swimming and rowing.

In addition, Five Live's unique blend of News and Sport throughout the schedule means that the 4.8 million listeners who tune-in for news coverage⁷ will also hear about a range of sporting issues and action.

The interest in listening to sports coverage gives Five Live the opportunity to use its influence to stimulate sporting participation.

In 2003, Sport on Five worked with the FA's community partners to encourage people involved in grassroots football and coaching into gaining coaching qualifications – 3,000 people took part.

Five Live is helping the ECB to take cricket to a younger set of people in a very accessible and jargon-free way. Five Live's coverage of the Twenty20 Cup last summer was superb and helped the competition to become an instant success.

John Read, ECB Director of Communications

⁷ Financial year average 2003/04

Programmes regularly discuss how to encourage more people to take up sports as well as potential routes for young athletes who aspire to become world class. A recent *Any Sporting Questions* following Maria Sharapova's Wimbledon win focused on the rights and wrongs of specialising in a sport from an early age.

In the build up to *Sport Relief 2004*, several Five Live presenters pledged to run the Sport Relief mile and encouraged the audience to take part.

Five Live does not concentrate solely on the elite within its sport programming.

For events such as the London Marathon, Five Live not only commentates on the likes of Paula Radcliffe, but also on the thousands of people attempting to run the 26.2 miles. *Fish On Five* is the nation's only programme focussing on angling – bringing the listener news and views on one of the biggest participation sports in the UK.

Five Live also reports on community schemes within major sports. For example, in February 2002, the *Simon Mayo* programme came live from Charlton Athletic FC and reported on their various community schemes encouraging people to play football, working with disabled fans, working against racism in the game, developing women's football and working to increase the number of black and Asian coaches in the game.

BBC Radio Sport plays an essential role in the development of talent across the sports broadcasting industry in both presentation, commentary and production.

Over the years, it has been responsible for developing key UK media talent, a tradition for which Five Live is now playing a significant role. John Inverdale and Clare Balding have moved from Five Live to television presentation and Five Live commentators Nick Mullins, Steve Wilson, Simon Brotherton and John Rawling have made similar moves. Talent also flows out into the wider industry – Five Live presenter Ian Payne recently joined the Network's former commentator Rob Hawthorne and presenter Marcus Buckland at Sky TV, while ITV's current team of football commentators includes Jon Champion, Peter Drury and presenter Matt Smith, all groomed at Five Live.

Five Live has also played a part in developing the media talents of sports men and women.

Gary Lineker began his presentation career on Five Live, presenting Sunday Sport before moving on to television. Other members of the *Match of the Day* team also came to television's attention through their work on Five Live - Mark Lawrenson, Alan Hansen, Trevor Brooking and Peter Schmeichel, likewise, athletics commentators Steve Cram and Roger Black and boxing's Duke McKenzie. 400 metres runner Mark Richardson has recently finished three months broadcast training at Five Live.

Five Live has also played a significant part in developing talent in news broadcasting

too. Peter Allen, Jane Garvey, Victoria Derbyshire, Julian Worricker, Fi Glover and Eddie Mair, are all recognised throughout the national radio industry. Adrian Chiles was a novice business presenter on the *Breakfast* programme at the inception of Five Live in 1994 – he's now a regular presenter on television on a variety of subjects, ranging from business to football. Similarly, ITV news reader Katie Derham started her career as a business presenter on the Network. It has also been a forum for presenters to successfully expand their field of broadcasting – Radio One DJs Nicky Campbell and Simon Mayo have surprised initially sceptical listeners with their skill and expertise in

both news and sport coverage. Dotun Adebayo and Anita Anand were originally contributors to other programmes – their potential as broadcasters was noted and they are now both regular presenters of *Up All Night*.

The BBC Talent Project has also helped talented listeners to become a part of the Five Live team as broadcasters and production staff. Nelson Kumar, Rob Stewart and Rebecca Lowe—who started out as listeners—are all currently working on programmes for the station.

Five Live is trying to use Sport as a gateway to developing other cultural and creative pathways for listeners. *Sport Shorts* was a writing competition through which listeners were given the opportunity to get their drama scripts commissioned and broadcast on Five Live. It attracted 1,200 entries, more than any other BBC competition of its type. The brief was to write a drama about ‘sport from a fan’s perspective’ and entries included stories about father and son bonding experiences, a woman in labour during a big match, switching allegiance to and from teams, having sex whilst listening to sports commentary and pie eating. The age of entrants ranged from eight to 89. The best ten entries were made into radio plays and went out as part of *Sport On Five*, bringing drama to a sports audience that rarely seek it out on the radio.

Learning Value

Five Live aims to be as inclusive as possible in the way it presents its news and sport, no matter what the subject matter. Presenters work on a level with the audience, by not assuming knowledge, presenting sometimes difficult issues in an engaging way and involving the listener whenever possible. The 24 hour schedule gives the station space **not only to report the news, but to explain it, giving the listener background information, insight and the opportunity to join in debates that can arise.** For example, on the day that the Home Secretary announced plans for a new offence of incitement to racial hatred, the *Breakfast* programme spoke to political correspondents about the background to this issue, to a Muslim cleric to gauge his opinion, to a Human Rights lawyer and to David Blunkett himself. The *Morning* programme then opened up the debate, with an expert panel taking calls, texts and emails from the audience. Later in the day the *Simon Mayo* programme carried Prime Minister’s Questions live, in which the subject was brought up, followed by analysis with political correspondents John Pienaar and expert Michael Brunson and a panel of MPs from all parties discussing the possible repercussions if the plan became law.

Changing the Agenda

Interactivity is an integral part of *Drive*’s output, with listeners contributing their opinions on all the day’s news stories. They can also add to the agenda. For example, when the government was proposing to withdraw the anonymity given to donors of sperm, eggs and embryos for fertility treatment. *Drive* was inundated with emails and texts on the subject, some saying that gay couples should just accept they cannot have children. A lesbian mother who had used a sperm donor was prompted to send the programme a text disagreeing. She and one of her daughters later came on to talk about their situation.

Radio Five Live[‘s]... own listeners... point out the bewilderingly, practically unfathomable insanity of the whole enterprise. And you can get some perspective on that by listening to the continuous rolling news. Nick Lezard; Independent on Sunday, Life section, 30 March 2003

Five Live has found ways to harness the interactive potential of radio to **help listeners extend their understanding of the news agenda** from each other.

Five Live manages to blend News, Sport, Business, politics, entertainment and up-to-the-minute breaking stories comfortably within one programme. This means that **listeners are exposed to a huge range of subject matter** whenever they listen. Tuning-in offers a genuine slice of life.

Simon Mayo Programme 17/5/04 to 21/5/04

Guests:

Psychological illusionist Derren Brown	Hip Hop mogul, Damon Dash
Roger Knapman, leader of the UK Independence Party	Sir Christopher Frayling - Head of the Arts Council
Author Niall Ferguson	Swimmer Mark Foster
Comedians Craig Charles and Sean Lock	Jackie Bawden, head of exam watchdog
Actor Max Beesley	Celebrity gardener Diarmuid Gavin
Actors Stephen Tompkinson and Michelle Collins	Paralympics basketball player Clare Strange
Writer, actor and hip hop historian Bonz Malone	Zimbabwean cricketer Henry Olonga

Panel discussions:

Tesco not paying employees for the first 3 days they're off work sick.	London hosting the Olympics in 2012 – could the city cope?
England's squad for Euro 2004.	Junk food.
The week's TV, latest book releases, latest film reviews.	Should parents screen their kids for drugs?
PMQs and the safety of our politicians (on the day protestors threw purple powder over Tony Blair) – included interviews with Fathers For Justice and various MPs.	Is the National Lottery a good thing?
	Reporting troubles abroad – how unbiased is the coverage?

News items on:

Robbery at Heathrow airport.	Euro 2004 squad.
Michael Vaughan injuring himself in training.	Sonia Gandhi turning down the post of Indian Prime Minister.
Barbara Cassani stepping down as Olympic Bid chairperson.	The trial of the first American soldier accused of abusing detainees.
The Inquiry into 9/11.	Wild cat fire strikes.
Possible Liverpool FC takeover.	Michael Barrymore filing for bankruptcy.
Leicester Players facing sex assault charges.	
Live racing from Goodwood.	Live Test cricket from Lords.

Plus regular News, Sport, Travel and Business bulletins.

Five Live believes in **moving people around the schedule so they can find interesting and useful information they may not come across otherwise.** In this respect, the stripped live schedule and flexible style of production means that listeners are more likely to hear about news, sport, finance, and entertainment, for example, all in a short sequence. Five Live believes these schedules, and its approach to live events, provides listeners with a greater depth and breath of information.

Community Value

Five Live brings large numbers of people together around particular sporting events. More media choices have led to audience fragmentation and increased the need for events that bring together otherwise disparate groups. Because of the breadth of its coverage, Five Live is able to build a sense of community build around the country's sporting passion. The scale of Five Live's sport offering, its UK-wide reception and the size of its audience enable it to do things no other network can. An example of this occurred throughout World Cup 2002; Five Live ran a campaign to help people keep in touch with the England team out in Japan and Korea (kick-offs were often while people were at work). Bosses were asked to let their employees take their radios with them to work.

Five Live also offers a forum for debate around both Sport and News, where large groups can come together to share their feelings—as in the aftermath of 9/11, or the run-up to the Iraq War—or to rant about the English football and cricket teams' performances.

Five Live **actively aims to reflect the diversity of UK society.** Five Live production teams are encouraged through training workshops to book guests and experts from all backgrounds when covering *all* stories. The Network consistently reflects the diversity of the UK's communities. For example, *Bannister* (2200-0100 weekdays) consistently uses panellists from ethnic minorities. Five Live believes it is crucial to avoid relegating black and Asian voices to news stories such as gun crime or deprivation in the inner cities and to encourage people from these communities to share their views on issues affecting all citizens, such as council tax, education and the health service.

BBC Radio Five Live was cited as one of the few open platforms for debate. Jason Deans. Guardian Media, reporting on research on British Muslim's attitudes to the media post 9/11

Five Live plays an important role in relation to the geographic communities of the UK. Although based in London, Five Live is uniquely able to bring the stories and reactions of parts of the UK to the whole of the country, thanks to its network of Regional Journalists and its regular presence on the road – whether it be to cover a live match, stage one of the Network's regular outside broadcasts, or an edition of *Any Sporting Questions*. As an example, at the end of May 2003, the Powerhouse youth community centre in Moss Side, Manchester was granted a two week radio licence to broadcast to people within a three mile radius – a hugely multicultural area. The *Simon Mayo* programme linked up with them for a live simulcast to the whole country, to discuss how areas that have gained a bad reputation around the UK can, and have

been, proactive in transforming themselves. This is an area of work that Five Live wants to develop going forward in order to increase the value it can deliver.

Five Live already tries to develop links in communities underserved by broadcasters. The station works regularly with the Harehills Estate in Leeds to highlight the country's major social issues and has worked with the Shakespeare School there through a number of OBs. At a broader level, for the first few weeks of the war in Iraq, Five Live sent a minibus out onto the streets of the UK in order to gauge the opinion of people in this country. Reporters actively sought out voices from an incredible range of backgrounds, throughout England, Scotland, Wales and Northern Ireland, to try to reflect the attitudes of our diverse population. The bus was back on the road for the local elections later in the year.

Like all the BBC Radio networks and BBC Sport as a whole, **Five Live is committed to using its broadcasting power to help those who may need it.** Last year, in conjunction with the Football Association and Comic Relief, Five Live listeners collected over 25,000 football shirts for fans in South Africa who could not afford them. Five Live has also teamed up with the FA and Comic Relief to send a team of listeners and celebrities to South Africa to play five-a-side against different Comic Relief Projects and highlight the relief work taking place in this country. The team was joined by the FA Cup itself and Premiership referee Alan Wiley for their final match.

Five Live staff are involved in the Tackling Skills project run by the Foyer Federation in conjunction with football clubs. The initiative aims to provide disadvantaged 16-25 year-olds with sports reporting experience, thus encouraging the development of literacy and communication skills.

Five Live gives full support to the BBC/*Comic Relief* project *Sport Relief* and encourages listeners to participate in various charity events around the UK. In 2004, several of the Network's presenters ran for Sports Relief, including *Weekend Breakfast's* Rachel Burden, who ran the mile in Nairobi alongside children from one of the Sports Relief projects in Kenya. Similarly, *Sport on Five* covered the Mascot Mile at the Epsom Derby meeting and *Mayo*, the MP's Mile at Westminster as part of its Prime Minister's Questions coverage.

Global Value

Five Live's news coverage is a truly global operation, informing its audience on News and views from around the world, thereby **helping to create globally informed citizens** (see Appendices 3 and 4 for a map of one day's reporting coverage). The 24 hour coverage and flexible nature of the output means Five Live can cover news live as, and when it happens across the globe.

The BBC has hundreds of experts and 41 foreign bureaux covering all the continents – an unrivalled source of information and authority upon which Five Live draws daily. Five Live has become a place to **exploit the BBC's global news resources and showcase the Corporation's expertise.** Because News is not confined to particular programmes or bulletins, the station can tap into its newsgathering resources whenever issues need

updating or explaining. Similarly, BBC correspondents regularly engage in discussions that provide audiences with story backgrounds and in-depth analyses.

Euro News is a regular slot within the *Midday News* every weekday at lunchtime, in which a dedicated team of Five Live reporters keep listeners updated with the latest news from around Europe. This team of European experts also work on special programmes and events in Europe for the station.

Because of its transmission time, *Up all Night* is able to carry live news of events as they happen in places like the USA and Asia. As news filters through, Five Live is simulcast with radio stations in other countries in order to get a sense of perspective on opinions around the world. When the bomb went off in Bali in October 2002, *Mayo* linked up live with a radio station based in Perth, Western Australia, so that both UK and Australian listeners could discuss the terrorist threat with an expert panel. A week after war broke out in Iraq and Tony Blair was visiting the USA, *Mayo* linked up live with a public service station in Boston for a phone-in. The result was a truly engaging programme comprising the differences and similarities between listeners' and experts' opinions from both sides of the Atlantic.

Euro News

In the run-up to EU accession in May 2004, newspapers—first the tabloids and later many of the broadsheets—were full of stories about the hordes of Slovak gypsies who were expected to flood into the UK to 'sponge off the system'. *Euro News* decided to put this assumption to the test by visiting the most deprived parts of Eastern Slovakia to investigate...only to find a very different picture.

Euro News broke the story of the Co Durham man, Christopher Rochester, who died after falling from a balcony in Rhodes. This started a whole examination of the state of medical care in tourist resorts where tens of thousands of people from the UK visit each year. Eventually, three Greek doctors were convicted of manslaughter by negligence.

The *Euro News* team produced a two hour special on the Euro—*PY's Euro Vision*—presented by *Euro News's* Paul Henley and PY Gerbeau. The programme debated whether the UK should join the single currency, looking at all sides of the argument and including the audience's opinions. The programme was broadcast in the evening at a time when listeners normally expect to hear sport output.

Five Live **brings listeners the latest news on major sporting events around the world** even if UK participation is nil or negligible. Five Live teamed up with the BBC Asian Network to provide audiences of both stations with coverage of the historic Test series between India and Pakistan – the first time the two teams have met in years. Five Live also broadcast full commentary on the Super Bowl, while the overnight programme *Up All Night* presented the game live from Houston and top Five Live commentator Jonathan Pearce teamed up with US commentator Sean Wheelock to provide full coverage. Coverage of international events such as these helps to extend the Five Live listener's sports knowledge and also offers a service to minority communities or populations within the UK.

International Sports Events Covered in the Past Year

Football: Euro 2004, The African Nations' Cup, Copa America, Champions' League, Uefa Cup, all home nation internationals. Plus, Sport on Five holds a regular European football round-up. *Up all Night* holds a weekly world football phone-in.

Cricket: England Test and One Day series in West Indies and Sri Lanka. Test series between Pakistan and India.

Rugby Union: Rugby World Cup, home nation Test matches, 6 Nations.

Rugby League: GB test series v Australia.

Golf: All the majors – US Masters, US Open, The Open, US PGA. Plus European and US tour golf. We will cover both the Ryder Cup and the Solheim Cup.

Tennis: All the majors – Wimbledon, Australian, US and French Open, Davis Cup. Plus reports from many tour events.

Cycling: Tour De France – reports and commentary.

Racing: The Breeder's Cup, The Melbourne Cup.

Athletics: Grand Prix meetings from around Europe, US Olympic trials, World Championships.

Motor Racing: commentary on all Formula One Grand Prix from around the world Rallying, Superbikes and Moto GP.

Baseball: The World Series.

Swimming: European Long course championships.

American Football: The Superbowl.

6. The Portfolio Effect

Five Live is, by its very nature, a station that fits in closely with much of the BBC portfolio. Five Live commissions its programmes from areas of the BBC including News, Sport, Current Affairs, and the Business Unit. Five Live's position as the BBC Radio's rolling news service means that it has a distinct role in the Radio portfolio. All other BBC radio stations will direct listeners to Five Live when important news is breaking. Additionally, Five Live works closely with other networks, Radio 1 in particular, to provide listeners with information about the BBC's other programme offerings.

Five Live is committed to working with Digital Radio networks—in particular its sister station Five Live Sports Extra—which helps to provide greater choice and availability of sports coverage. Similarly, Five Live shares production and presenter talent with Radio Five Live Sports Extra. This facilitates editorial cross-promotion and in turn, offers genuine programming choices to listeners.

Website promotion for other BBC Digital Radio stations is constant. Five Live Sports Extra features on the Five Live homepage, highlighting the next commentary games. The Asian Network features on all news pages on the Five Live website. In addition to these, Five Live works with other online areas; the 606 message board is a joint project between Five Live and Sport Online.

Five Live's commitment to promoting the digital station has taken the form of regular simulcasts, for example a simulcast evening with 1Xtra concerning racism in football. The station also simulcasts with the Asian Network, such as it did recently on a workplace racism survey (July 2004). The stations also collaborated on the India versus Pakistan Cricket Test Series.

Five Live believes that digital radio will be beneficial for the Network as the Medium Wave frequency hampers penetration, particularly in more remote areas. The onset of digital radio and more listening online and via television is welcomed and encouraged by the Network. Throughout Euro 2004, the Five Live website received over 1 million audio requests, making it the most requested online audio event in the UK.

Five Live is committed to the sharing of talent with the rest of the BBC. Adrian Chiles had a regular Saturday morning show on Five Live and also presents on TV with programmes such as *Working Lunch*. From September, he will be hosting the Sunday 606 programme and also presenting *Match of the Day* on Sunday. Jonathan Pearce was initially brought into Five Live to host *Midweek Sport on Five* and will be commentating for BBC TV next season. He also appeared on Chris Moyles' afternoon show (2003 season) to provide a well-recognised football pundit to the Radio 1 audience. Next season (2004/2005), Five Live will share a number of commentators with TV Sport including Simon Brotherton and John Murray.

Five Live has developed talent for the broadcasting industry by helping to launch the careers of presenters such as Gary Lineker and Ian Payne. Similarly, Jonny Vaughan began his radio career on Five Live.

Five Live helps to drive the BBC news agenda. Stories that Five Live journalists uncover are shared by all BBC services.

Five Live collaborates routinely with the BBC Sport department. Initiatives includes the 606 message board, which is the most used online football forum in the country. This service has been extended into 606 interactive; a collaboration between Five Live, Sport Online and TV Sport. By working together, these departments can create an audience-focussed service uniting ideas, expertise and resources.

In July 2004, Five Live journalist Ian Shoemith presented the report of his investigation highlighting the difficulty ethnic minorities have in successfully applying for jobs. Launched in Five Live Breakfast and continued throughout the morning phone-in, the story was carried on News24, Breakfast TV News, bulletins on Radio 4 and on Local Radio.

The cross-promotion of sports events helps the audience navigate their way through what the BBC has on offer. For example, the Corporation's Euro 2004 coverage was promoted on BBC TV, Radio, and Online. Five Live directs listeners to TV and online coverage, while other departments encourage audience's to tune-in to Five Live's coverage of news and sports events.

7. Five Live's Vision for the Future

Reflecting a Contemporary UK

Five Live is a speech radio station for the 21st century. It seeks to serve licence fee payers with live news and sport content in a tone and style that is both accessible and relevant.

In particular, it aims to grow reach by effectively targeting 25 to 44 year-olds; by becoming the home for ethnic minority licence fee payers; and by better reflecting the whole of the UK to itself. As well as a clear difference in tone, it is these ambitions that mark the Network out from the rest of the BBC's Radio News offerings, notably Radio 4.

Both Radio 4 and the BBC's Local and Nations radio stations are aiming to consolidate around their current, older audience profiles. However, for Radio Five Live, the focus is on offering a clearly differentiated service which targets the audience that falls between the Radio 1 and Radio 4 listenership.

Five Live aims to reflect a complex, contemporary UK in ways that are accurate and accessible to its diverse audience. While trends in the use of TV and newspapers show a marked reduction in the consumption of News by people under thirty-five, Five Live aims to deliver useful content to this younger group, by upholding a tone, style, agenda and treatment of stories and live sport that is appealing to these listeners. Sport is often a gateway for newcomers to the Network and Five Live will continue trying to move audiences from sport to news content.

The Network wants to attract not just a younger audience but a more ethnically diverse one as well. These target groups are one and the same, with half the ethnic minority population in the UK under the age of 24. In the last decade, this population grew by 44 % (with the overall population growing at one twentieth the rate). This is the fastest growing group of licence fee payers, yet their consumption and approval of the BBC is low. Ethnic minorities cite both News and Sport as amongst their biggest interests and Five Live's aim is to bring them to the BBC through its approach to both these genres. The Network has already launched a series of in-house production workshops to engage the audience through its choice and treatment of stories and another phase of this initiative begins this autumn. Five Live has also embarked on an extensive search for new talent—both on- and off-air—that will better reflect listeners the station is seeking to serve.

Five Live intends to shift resources to three key areas by developing Five Live journalism centres in Manchester, Birmingham and Glasgow. Building on its existing team of reporters, it is the Network's intention to both re-deploy London-based staff and use local contacts in each city to develop programme material that is geographically diverse and presents perspectives from across the country.

This process has already begun with the grouping of a team of News Regional Journalists in a Manchester base. They will be responsible for developing and broadcasting a variety of programme components across the day's schedule.

In Birmingham, the nucleus of a team that makes the *Richard Bacon* programme at the weekends is already up-and-running and could become more involved in the Network's weekday output.

These clusters will comprise both News and Sport staff, increasing the Network's capability to deliver programmes and on occasion, whole series. Five Live also plans to further utilise resources already committed to the Glasgow News and Sports teams.

The intention is to ensure that in the future, components, parts and whole programmes from across the schedule can be delivered separately or simultaneously from these centres and that by doing so, Five Live's content will better reflect a contemporary UK.

In addition, Five Live has identified in these three cities—and elsewhere in the country—a series of community locations to act as bases for Outside Broadcasts (OB). They will be used to provide on-the-ground responses to issues of concern to the whole country.

Five Live's target audiences are, by and large, adept at using new technologies. They are early adopters of digital platforms and more likely than most to enjoy the increased interactivity and better sound quality/reception that they offer. Therefore, the uptake of digital radio and multi-platform broadcasting is a real opportunity for Five Live.

High quality FM stations have long been available across the UK. By contrast, AM has seen a marked decrease in popularity and Five Live's consistent growth has occurred despite this negative trend.

In addition, the growth of digital take-up means that for the first time, Five Live can begin to compete on a level playing field with FM and digital networks in terms of listening quality.

So, whilst many radio stations anticipate a fragmentation of reach in the future, Five Live sees the next few years as a real opportunity to deliver a vigorous and contemporary speech offering to more licence payers.

A Producer's Proposal: *The OB Project*

The Scheme

Producers will set up bureaux within small communities across the UK, where they will make contacts and find original stories and voices. Five Live will establish broadcast positions in community spaces such as libraries, shopping centres, hospitals and schools. These will become sounding boards for people to express their opinions on UK-wide issues.

In addition, the work of our regional journalists will be refocused (building on the BBC Leeds Shakespeare School experiment) to develop deeper links with communities. Five Live will work to involve the public in the editing, scripting, producing and broadcasting of their own stories. In this way, Five Live producers will become a community resource, passing on their journalism skills to participants.

This project aims to provide people with something of value and bring diverse voices and stories to BBC News. Five Live will benefit from having more producers out in communities; meeting people, finding stories and learning things they would not otherwise.

Appendix 1: Sports Rights

The vast majority of sports rights for radio are negotiated separately from any television deals.

There are four major domestic deals where radio is included in the overall BBC contract: UK Athletics, Rugby League, Six Nations Rugby and Wimbledon. The radio rights are wholly non-exclusive for the first two but exclusive for the latter two.

For many major world events such as the Olympics, radio rights come to BBC Radio via the EBU, but in these instances they are also available to other EBU members in the UK. For Euro 2004 Five Live secured the radio rights through the EBU on a non-exclusive basis, enabling talkSPORT, who are not members of the EBU, to buy their rights direct from UEFA.

For many years, BBC Radio was the only national player in the radio market and the securing of rights was a relatively simple business. The advent of talkSPORT radically altered the dynamics of the marketplace, creating competition at the national level for commentary rights.

The talkSPORT strategy has varied over time and has led to them coming in and out of sports often at bewildering speed.

On a number of occasions they have entered the market, bid high to secure the rights to a particular sport and then exited. A good example of this was the last England cricket tour to Australia. In 1998/99, Five Live secured the rights for around £16,000. For the 2002/03 tour, talkSPORT paid close to £500,000 for the rights (even though the cricket was played between midnight and 8.00am UK time). They then decided they didn't want the rights and sold them on to us for far less than they'd paid.

On a number of occasions Five Live had agreed to relax previously held exclusivity in order to allow talkSPORT access. This is usually in an attempt to help the rights-holders secure additional coverage for their sport, which is beneficial to everyone. This happened in Rugby League with both the Super League and the last World Cup and on both occasions talkSPORT ended up walking away - in the case of the World Cup without actually broadcasting any commentaries at all.

There is no doubt however that football is the key sport in radio, and that the FA Premier League is the jewel in the crown. Five Live have sought exclusivity here because of the importance of the contract, but the Network took great pains to ensure that it paid a proper market price. For at least the last three negotiations, Five Live have asked outside consultants to look at the marketplace and to suggest the sort of levels of fees we ought to be considering.

The latest deal saw the price drop despite the fact that Five Live can broadcast more matches and has secured online streaming rights for commentaries for the first time.

The price per game for the Premier League then sets a benchmark for all other domestic football competitions. In recent seasons, the sports rights market has

suffered a sharp downward correction. Therefore, Five Live have secured lower prices with the FA, the Scottish Premier League and the UK's clubs in the Champions League.

In the Champions League, talkSPORT held the exclusive rights to Manchester United home games for several seasons. However, the station eventually walked away from this deal.

Appendix 3: Local and International Geographic Spread of Five Live Reporting Across a 24 hour period: 0600-0600, 12-13 June 2004

Reporting the United Kingdom on 12th June 04



Reporting the world on 12th June 04

