

Submission for the Secretary of State's review of BBC 6 Music

March 2004

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Section 1: The vision for BBC 6 Music

BBC 6 Music plays and puts into context popular music from the last 30 years, with an emphasis on influential artists and album tracks. It aims to be different from other popular music stations available today. It has no interest in whether a record was a chart hit but cares passionately about the quality and diversity of popular song. 6 Music broadcasts the work of once popular British artists who no longer achieve commercial success but who are still making significant music. It also backs new UK musical talent, enabling the audience to hear the bands who may become the icons of tomorrow and who fall between the youth focus of Radio 1 and the mature nature of Radio 2.

6 Music uses the BBC's extensive sound archive to bring the listeners some of the greatest music moments in history, including session recordings of influential artists, such as Led Zeppelin and David Bowie and landmark events like Live Aid. The network is also adding to the BBC's archive by recording sessions with established and new artists and has recorded more than 480 such sessions since launch.

Music plays an important role in reflecting and shaping popular culture and 6 Music uses archive documentaries, previously broadcast on the BBC, to bring past decades alive for new audiences. It also commissions new features and documentaries to put into context the music of today.

When the established BBC networks, including Radio 1 and Radio 2 were launched in their current configuration in 1967, "pop" music from the post rock "n" roll generation was just over a decade old. Now that the "pop" music phenomenon is over 40 years old, 6 Music plays an important role in reflecting the cultures of those changing times and champions new music in the context of earlier icons.

The audience targeted by 6 Music is 25 - 44 year old music lovers who have historically been underserved by the BBC, falling between the core demographic audiences of Radio 1 (15-24) and Radio 2 (35+).

Consent for 6 Music to launch was given by the Secretary of State in September 2001 and the network, which broadcasts 24 hours a day went on air on 11th March 2002. The service launched at 7am with the breakfast show, presented by Phill Jupitus. The first track, Burn Baby Burn from Irish band Ash, was selected by prospective 6 Music listeners through an online vote. The launch was supported by a major marketing campaign, with TV and radio trails and online promotion.

6 Music is available on DAB Digital Radio, the internet, digital satellite television, digital cable television and Freeview.

'I had lost my faith a little in radio as it seemed to be all smut and dreary old people but then I found BBC 6!....any radio station that goes from playing Muse to Prince is OK by me. I have to say I've never found a station that has catered to my extremely eclectic tastes but finally, now through the power of digital radio, I've found one'

Listener e-mail

Section 2: What makes BBC 6 Music distinctive

6 Music plays an important role in the BBC's provision of and support for popular music by unlocking and explaining the BBC's music archive, drawing links between the past and the present. Public service is at the heart of what the network does, as it works to: inform people about popular music and its social context; support British artists; bring listeners a news service tailored for music lovers; and integrate social action campaigns into its broadcasts. In particular, 6 Music:

a: Uses the BBC archive to bring perspective and context to popular music

6 Music guides listeners through the BBC's music archive in a creative and informed way, re-broadcasting key programmes previously transmitted on other music networks, as well as re-packaging interviews, features and reviews into challenging new programming.

A resource of 4,000 sound clips from some 240 artists has been extracted so far from the archive, and catalogued. Artists featured range from Aerosmith to Aretha Franklin, Bob Marley to The Byrds and The Specials to The Strokes. Genres covered within these clips include rock, funk, soul, rap, indie, punk, reggae and dance. This resource, accessed through a specially developed intuitive search tool, enables the station to:

- **React quickly to emerging news stories.** For example, an extended and detailed obituary package was compiled shortly after the death of Clash guitarist, Joe Strummer, in December 2002.
- **Put artists' achievements in context.** For instance, a one hour sound clip and archive sequence was created to accompany a new David Bowie concert, putting his current work into the context of his career.
- **Create new documentaries and features which re-package and bring a new contemporary relevance to the archive.**

In addition, archive clips are woven throughout the output, giving context to individual tracks as they are broadcast. The clip archive is regularly added to, using material from 6 Music interviews. Recent additions include interviews with Badly Drawn Boy, Dizzee Rascal, Keane, Muse and Beck.

“Celebrating the release 20 years ago of debut single Hand In Glove, 6 Music dedicates an entire week to The Smiths. Rare archive sessions – including the classic 1986 Peel Session, plus the acclaimed documentary The Smiths At the Beeb, should make any Morrissey fan weep with delight.”
Q Magazine, June 2003

b: Broadens music radio's live music support, bringing listeners live music, through new sessions, concerts, events and archive material

Live music, both new and from the archive, is a core part of what 6 Music brings its audience. 6 Music has recorded 280 live music sessions in 2002/03 and by the end of 2003/04 will have recorded a further 280. Selections from these will be added to

the live music database the network has built up which already contains over 480 live music tracks drawn from the BBC archive. 6 Music keeps the archive alive - reflecting key musical initiatives, performances and trends within its output.

The network also has a database of nearly 12,000 archive concert tracks, representing the work of 770 different artists. From this database, approximately 5,800 concert tracks are played on the network each year. It is likely that some of the tracks now played were not featured in the original transmissions and most have only been played once or twice since their original recording. Classic concerts featured include Pink Floyd at the BBC Paris Theatre in 1970, the Rolling Stones at Leeds University in 1971 and The Jam at the 100 Club in London in 1977. Contemporary acts include Turin Brakes and the Grammy Award winning India Arie. No commercial station comes close to matching this range of live music.

6 Music has also made recordings in 2003/04 from 22 live events, including music festivals, *Lamacq in the City* and concerts. For example, 6 Music has become the sole media partner for the Summer Sundae festival in Leicester. Artists interviewed and recorded by 6 Music in Leicester in 2002 and 2003 include Billy Bragg, David Byrne, The Gotan Project, Chumbawamba, Beth Orton, Cornershop, Calexico, Kosheen and the Stereo MCs. All are artists who would not receive coverage elsewhere currently.

c: Supports artists not given airtime elsewhere

Over 70% of sessions on 6 Music from March 2003 to February 2004 (the period for which data is available) were with artists who had not, at the time of recording, performed a session on other BBC networks¹. For instance, Wire, a late 70's punk act who are still producing sharp and relevant music, have been recorded in session for 6 Music but did not feature on Radio 1, Radio 2 or commercial playlists at the time.

6 Music also gives patronage to unsigned and new artists giving much needed support to the grass roots of British music. Of 65 live music recordings commissioned by 6 Music during the period November 03 to February 04, 12 (18%) of the artists were signed to major labels at the time of the session. Therefore 82% were unsigned to major labels at the time of the recording. Major labels are defined as BMG, Sony, Universal, EMI, Warner and all their subsidiaries. In March 2002, Athlete, a South London band, was recorded by 6 Music and subsequently signed to Parlophone. They were later nominated for the Mercury Music prize and are part of the new wave of British guitar-based bands who are now dominating the music business.

Another band, Mass, have released just two singles with different independent labels. They have no plans to seek a major recording contract and have no publishing arrangement. They personify what new 'indie bands' represent and are unlikely to gain support from anywhere but 6 Music.

¹ Data Source: Extracted from the network's Music Computer Selection Software data January 2004.

For many adult music lovers, the singles chart no longer reflects the best or most important music available. It is an indication of the tastes of the young music fan but does not reflect and support influential or new artists who have not yet had, or may never have, commercial success which would see them recognised in the singles or albums chart.

So, in November 2003, 6 Music launched The New Music Chart. Developed in conjunction with The Official UK Charts Company, chart entry is only open to acts that have not made the Top 40 of the mainstream charts. This allows 6 Music to give further support to artists not featured elsewhere, such as Peaches, I Am Kloot and Freak Nasty and provides a glimpse of the UK's musical future.

“The 6 Music Chart is an exciting development, to have a weekly chart show championing new music and highlighting new artists before they have joined the music mainstream is an asset to the British record industry and a real listening alternative for the public”

Kevin McCabe, Head of Radio – Parlophone Records.

d: Supports British artists

6 Music is focused on supporting British artists. From April 03 until the end of January 04, 54% of the artists played were British, 36% US, 9% European and 1% Australian. These include many who receive little or no patronage from other stations, including Tinderstick and Arab Strap and artists who have never had Top 40 chart success, including Border Crossing and Relaxed Muscle.

In addition, from launch to the end of 2003, 64% of new sessions were from British artists.

e: Supports iconic artists who are still developing new material.

6 Music plays the music of influential artists whose popularity has waned but who are still developing strong material and providing inspiration for new generations of developing performers. For example, 6 Music has championed the work of former Echo & The Bunnymen front man, Ian McCulloch, both through a concert recording and playing his new releases. The network also recorded The Buzzcocks at the Maida Vale studios – their first session for the BBC in many years.

f: Plays album tracks and lesser known singles

Music played on 6 Music is not dictated by the charts, past or present, but reflects enduring classic songs. 13% of the network's music selections are comprised of album tracks. 63% of its selections never made the Top 20; 30% never made the Top 75.

When major artists are featured by 6 Music, the network aims to play lesser known releases and album tracks. Whereas other radio stations might play Tori Amos's *Cornflake Girl*, 6 Music would play *Crucify*, a single release that never enjoyed chart success. Similarly, other radio stations might play The Jam's *Goin' Underground*,

whilst 6 Music would play the band's *Pretty Green*, a track never released as a single.

Lack of commercial success does not mean that a work is not influential. Albums are often a better reflection of an artist's work than singles, which by definition, are usually from the most commercial part of a performer's repertoire. Albums are an art form in their own right and often reveal the full talents of musicians, allowing them to express themselves in an extended form. Albums also generally reflect the taste of the adult audience as opposed to the younger market who are the main purchasers of singles.

g: Provides bespoke news coverage with a particular focus on music news

The 6 Music news service covers national and international news but also focuses on what is happening in the world of popular music. The news service is provided by four journalists and four music news specialists, including a former editor of the NME (New Musical Express). The journalists, all dedicated to 6 Music, can also draw on the national and international resources of BBC News. In addition, a network of freelance contributors provides national coverage of music events and stories, resulting in over 180 regional reviews of music in 6 Music's first year.

Music news bulletins, broadcast hourly between 7.30am and 10pm, five days a week, are styled to reflect the network's pace and approach. 6 Music has been at the forefront of breaking music stories such as the confirmation in January 2003 that the Marquee Club was bankrupt and Graham Coxon's announcement in November 2003 that he would not re-join Blur.

6 Music also broadcasts a weekly programme, *The Music Week*, covering what's happened in the world of popular music in the last seven days. Some examples of stories featured include: the break up of Suede; the death of Edwin Starr; Coldplay's success in America; declining record sales; and downloading of music on the internet. No station covers music news in the same depth.

h: Creates new documentaries analysing issues of particular interest to the audience

6 Music aims to put music into context, commissioning essays and documentaries on a range of music related subjects to inform and engage listeners. These have a regular place in the schedule, with 45 titles broadcast in 2003, including:

- *Road to Nirvana*: four 30 minute programmes exploring the music that preceded the globalisation of Grunge and the stardom of the band Nirvana;
- *Teenage Clicks*: three programmes exploring the impact of the internet on the record industry and the way we may consume music in the future;
- *In the City*: four programmes celebrating four unique musical places in the UK – Sheffield, Bristol, Canterbury and Stourbridge.

Commercial music stations rarely, if ever, produce documentaries of this kind.

i: Uses the BBC's documentary archive to establish connections between the past and current music scenes

6 Music makes substantial use of the BBC's archive of music documentaries, broadcasting 10 hours a week. Classic documentaries featured include:

- *The Beatles Story* narrated by Brian Matthews and *The Rolling Stones Story* presented by Alexis Korner, both audio snapshots of their time;
- *Guitar Greats*, exploring the music of BB King and Peter Green.

In addition, two hours a week of archive documentary output is fully integrated into Tom Robinson's *Evening Sequence*, with those broadcast including:

- *Design for Life*, about the Manic Street Preachers;
- *What's The Story*, charting the rise of Oasis;
- *Wish You'd Been Here*, on the success of Pink Floyd;
- *Dark Star*, telling the story of Jim Morrison.

j: Runs social action campaigns to help and inform listeners

Under the brand of "6 Sense" the network ran its first social action campaign in the summer of 2003. "Think Drink" focused on people attending music festivals like Glastonbury and Creamfields, and who may drink large amounts of alcohol at such events, without considering the consequences.

The campaign centred on the daytime presenters and the 6 Music website and approached the subject in a number of different ways:

- The Summer Music Festival Survival Kit to drinking wisely and surviving the course;
- How not to die before you are 50 because of alcohol abuse;
- The diary of a thinking, drinking man – presenter Chris Hawkins allowed his drinking habits and patterns to be scrutinised by a doctor;
- On air interviews with rock performers Rick Wakeman and Shaun Ryder about their drink related experiences and how those have influenced the music they make.

The website had hot links to the BBC Health site and Radio 1's Onelife site on alcohol facts. The network also established a working relationship with Alcohol Anonymous, Alcohol Concern and Drinkline, the national alcohol helpline.

Listener reaction was positive and website hits totalled more than 1,600 during the campaign. The site is still online and continues to attract a few hundred hits each week.

6 Music's second social action campaign began on March 1st 2004. "Songs that Saved Your Life" looked at Music therapy and how music can be used to help people deal with problems they face. A multi- platform initiative, the campaign utilised live DAB text and online opportunities as well as radio output.

A variety of mental health issues with specific resonance to the lyrical content of songs was examined, including depression, bereavement, loneliness, psychotic illness and suicide. The agenda was largely shaped through interaction with listeners.

Individual presenters offered a different focus: Andrew Collins undertook an interactive experiment with listeners in a programme on Moods; Liz Kershaw examined Lyrical Therapy and Tom Robinson questioned the notion of genius in the *Evening Sequence*.

A variety of high profile musicians, including Wayne Coyne (Flaming Lips), Muse, Tim Wheller from Ash and Billy Bragg, made their own contributions, sharing anecdotes and influences.

The accompanying music was selected to reflect the same themes and featured artists such as Syd Barrett, The Smiths, Nick Drake, Manic Street Preachers and Eliot Smith.

Listeners were able to access additional information via the 6 Music website with links to partner organisations: The Mental Health Foundation, MIND, Mindout, The Depression Alliance, Sane and The Samaritans. The service provided information, support and a forum for discussion, some delivered by telephone helplines.

The on air campaign ran during the week of March 8th -12 whilst the online campaign ran for the whole of March. Listeners were encouraged to nominate their own "Songs that saved their life" and within the first four days the network received over 1,900 song nominations.

Section 3:

BBC 6 Music as a multimedia service

From the start, 6 Music was conceived as a multimedia network, with radio broadcasts enhanced by a range of other content and services, on DAB Digital Radio text, the internet and digital television. The on-air and interactive production processes have been fully integrated to make this happen.

Projects are developed across all platforms. For example, 6 Music ran a multi-platform special feature, *Suede on Demand*, on the band Suede in September 2003. The group performed all the tracks from each of their studio recorded albums in turn over five nights at London's Institute of Contemporary Arts.

6 Music got agreement to broadcast a single concert in its entirety and listeners voted for the album they wanted to hear. Samples of each album were available on demand to help people make up their minds. More than 1,100 votes were cast and over 400 e-mails, offering more detailed opinion, received. Other material available online included an exclusive interview with the band's Brett Anderson and a specially commissioned essay about Suede. Links were created to both the band's official web site and numerous unofficial sites. A compilation of the concerts was broadcast on New Year's Day 2004.

The availability of 6 Music programmes on the BBC's Radio Player allows listeners to self schedule material from the network. A *You The Controller* feature lets the audience listen to 6 Music programming in the order they choose. With a selection drawn from the specialist, review and news shows, a listener can start with an hour covering the best new music debated and rated in the *Roundtable*, followed by more new music and sessions with Tom Robinson and then listen to an hour of the best ska and reggae with Brinsley Forde. Alternatively, they can compile programmes from a database of interviews and sessions to create their own *Evening Sequence*.

6 Music uses interactivity to involve the audience as much as possible in what it does. On the first anniversary of the network's launch, 6 Music launched a search, on-air and online, for the all-time *Fantasy Rock Band*. Listeners nominated their choices for who would be in the line-up. More than 26,000 votes were cast and the results were covered in the national press. The final selection included the Who's Keith Moon on drums, Flea from Red Hot Chilli Peppers on bass, Jimi Hendrix on guitar and Bono from U2 as lead vocalist.

On Steve Lamacq's show, on Saturday afternoons, listeners can help to compile *The Rebel Playlist* by voting on three songs that narrowly missed the network's own selected playlist. On-air, tracks are played and online, music clips are available. Voting is carried out online, by e-mail and by SMS.

6 Music has also established Navigator, a multimedia guide to the types of music played on the network and where it can be heard in the UK. It has two components. First, an online life as an interactive map which provides the entry point for content specific to locations. This is in the form of concert tracks, programme features and documentaries commissioned by the network, with links to local gig guides.

The second component is the “chapters”. These consist of broadcast output and are focused on particular locations with an engaging musical story or activity. For example, the popular belief that much of the far north of England has little to offer in the form of new bands was dispelled by listener online response identifying new talent and important venues in the special feature *Get Your Kicks On The A66*, broadcast in August 2003.

The 6 Music message board is also an important hub for the network, where listeners come to share their views on music issues. The network has brought together fans online to compare notes on memorable concerts from the past, attracting reminiscences of great music moments from around the country: Talking Heads in Penzance in 1977; Queen at Wembley in 1986; The Who at Bingley Hall, Stafford in 1976.

On DAB Digital Radio, 6 Music uses the live rolling text feature to give details of tracks played, presenters, competitions and other show information. The same live text is also available on digital television through Freeview and digital cable.

‘You can listen online to the impressive mix of artists, ranging from Bjork to the Clash, and give your own opinion on the site’s messageboards. You’ll be kept up-to-date with all the music news from across the globe, and find out more about the surprisingly well-known line-up of presenters, which includes Janice Long and Craig Charles’.

Internet Made Easy

Section 4: Editorial review of BBC 6 Music

Highlights

6 Music has recorded editorial highlights across the breadth of its work. These have included:

- **Innovative programming** such as having Radiohead, one of the most influential bands to come out of Britain over the past decade, ‘taking over’ 6 Music during Christmas week, 2003. Band members were given the freedom to choose music, artists and programming, including selecting sessions from the BBC archive, finding classic concerts and picking the 6 Music “Albums of the Day”. Each of the band members was heard across the output, choosing tracks and explaining their importance. In addition, the band was heard live in archive tracks within *The Dream Ticket* and new acoustic sessions from the Maida Vale studios. This provided the opportunity to put Radiohead’s current work into the context of their full career.
- **Creative musical collaborations** typified by the partnership with Leicester City Council in the development, promotion and recording of a uniquely diverse festival in the city, Summer Sundae.
- **Music news journalism** demonstrated in coverage of the death of Joe Strummer with analysis of his career, response from contemporary musicians and retrospective archive materials in both documentary and concert recordings.
- **Promotion of new live British music** through the creation of the *Lamacq in the City* series of concerts which has quickly established itself as a major UK music brand.
- **Development of innovative on air talent** typified by the emergence of Andrew Collins’ intelligent, innovative and relaxed approach to music presentation.
- **Technical development** as in programmes such as *6 Mix* which makes it possible for DJ’s to ‘mix’ live on air.
- **Genre development** in passionate coverage of an under-served area of music in the *Craig Charles Funk Show* which has brought together a high profile enthusiast and a knowledgeable production team.
- **Multimedia & interactive working** reflected in 6 Music’s celebration, in April 2003, of the 20th anniversary of REM’s landmark *Murmur* album with an extensive musical exploration both on-air and online. This included: interviews with REM producers; new online essays on the artists’ historical context and continuing influences; a guide on How To Buy REM; message board debate; and an online competition to win the band’s entire back catalogue, which attracted over 3,200 votes.

Editorial Performance:

Knowledgeable and witty presenters

The 6 Music schedule brings listeners musically knowledgeable and entertaining broadcasters including: Phill Jupitus with *The Breakfast Show*; Steve Lamacq on Saturdays; Bruce Dickinson's *Freak Show*; *Teatime* with Andrew Collins; and Tom Robinson's *Evening Sequence*.

All these presenters are experts in their field: Phill Jupitus started his career as 'Porky the Poet' while touring with Paul Weller; Andrew Collins was editor of the *New Musical Express* and a highly respected music journalist; Bruce Dickinson is the lead singer with Iron Maiden; Steve Lamacq has a reputation for identifying and supporting new British acts; and Tom Robinson is a respected British songwriter and performer.

6 Music has also worked with a number of new presenters since launch, helping to bring new blood into the radio business and giving them an opportunity to develop their on-air talents. Some are musicians sharing their insights, whilst others are presenters gaining national exposure for the first time:

- Bill Bailey: musician and comedian, has branched out, for the first time, into music radio presentation;
- Arthur Brown: musician, has deputised for absent presenters;
- Clint Boon: lead singer with Inspiral Carpets, presented the evening show while Tom Robinson was on leave;
- Justine Frischman: a main player in the Britpop movement also stood in for Tom Robinson;
- Tony Wilson: a leading light of the Mancunian music movement, has become a music radio presenter for the first time.

“Basically, I went on as a guest of Tom (Robinson’s) and we got on like a house on fire. After the show he asked me if I’d like to fill in when he went on holiday, and I jumped at the chance. 6 Music is the station for brand new, contemporary bands and it’s going to be great doing this.”

Clint Boon interview with Teletext

Music

6 Music mainly broadcasts popular music from the 1970’s through to today. The network is passionate about the continuing relevance of this music, and listener responses suggest that many of those who have discovered 6 Music agree.

Nearly 50% of 6 Music’s output reflects the music of the 1970’s to the 1990’s, with just under 45% of the music playout reflecting the music of 2000-2004².

² *Extracted from the network’s Music Computer Selection Software data January 2004.*

The breakdown of the non-contemporary music playout is as follows

- Music of the last 40 years
 - 12% 1960s
 - 24% 1970s
 - 31% 1980s
 - 33% 1990s

BBC 6 Music stretches the listener with a broad range of music. The network's database (the core music played out which does not reflect newly released material), is extensive at 3,100 tracks.

This allows 6 Music a very slow rotation rate with tracks appearing no more frequently than every 10 days. The breadth of music played out is unmatched in commercial radio – with over 1,500 tracks per week being played against 700 for XFM and 500 for Virgin Radio. This equates to over 900 different artists per week appearing on the network – as opposed to 430 for XFM and 230 for Virgin Radio³.

The network genuinely provides an alternative to existing music radio stations. In the year February 2003 until January 2004 only 3.8% of the playlist (which reflects newly released commercial music) overlapped commercial radio's playlists.

A Tailored News Service

BBC 6 Music has a dedicated news team, with four news journalists, managed by BBC News and four music specialists, creating regular bulletins throughout the day, seven days a week. Styled to complement the network's pace and approach, hourly bulletins include an integrated music news section.

Informed and Authoritative Speech – Bringing Music Alive

Through news, features and documentaries, the network provides a guide to music and charts the history and social context of important musical trends.

Speech based features are distributed throughout the daytime output ensuring that high quality spoken-word content is heard beyond the specialist evening programmes. For example in *Slap My Plaque*, broadcast in Liz Kershaw's daily lunchtime show, a reporter visits and commemorates landmark locations for music's major events.

Cultural Diversity

BBC 6 Music stimulates, supports and reflects the diversity of cultural activity in the UK by:

- **carrying a broad range of genres which has extended BBC Radio's specialist music output.** The core music provided by the network includes genres derived from a non-white source such as ska, reggae, two-tone, blues and rap. The network also features the mature soul / hip-hop fusion of Talib Kweli, not playlisted elsewhere.

³ Independent research by Media Group Research April 2003, commissioned by the network

- **featuring specialist programmes** such as Brinsley Forde's *Lively Up Yourself*, reflecting the best of reggae, rock steady, ska, dancehall and dub, and the *Craig Charles Funk Show* with the emphasis on soul and dance. There is also an emphasis on world music within the programme presented by Bob Harris.
- **engaging with artists from throughout the United Kingdom:** A key criterion in selecting artists to take part in sessions and be recorded in concert is that musicians are featured from across the UK. In *Lamacq In The City*, Steve Lamacq hosts a live concert with a bill of new artists at venues around the country with at least one local band on each showcase, sometimes chosen by a local poll.

Section 5: Appraisal of BBC 6 Music's performance

Audience Figures

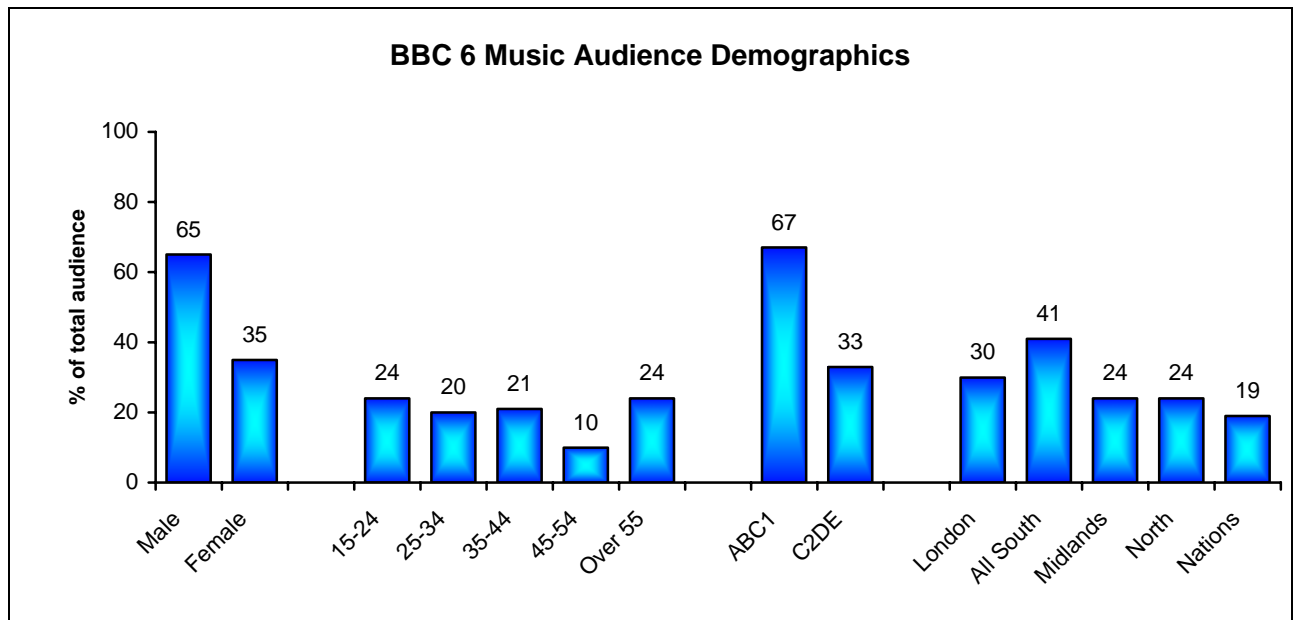
So far, BBC 6 Music has only had two quarters of research results from the industry body, Rajar, for the six months ending in December 2003. As this is a new network, available on digital platforms only, the samples are small and need to be treated with some caution. In order to even out fluctuations caused by sample shortfalls, the figures for the new services will be looked at across the six month period.

These figures show that the network has a share of 0.1% and a weekly 15+ adult reach of 155,000, rising to 172,000 if children aged 4-14 are included. On average listeners spend nearly 5 hours per week listening to the network and 16% of their total radio listening is to 6 Music. This is particularly encouraging for a new station and indicates that the audience who had discovered 6 Music enjoyed what they heard. Average total hours listened per week is just under 760,000.

Audience Profile

The demographic make-up of BBC 6 Music is encouraging, as the core audience are within those targeted by the station (25-44 year olds). Nearly two thirds of the audience are male and 44% are aged under 35. Children make up 11% of the total 4+ audience.

The profile is skewed towards the ABC1 social group and has a slight southern bias (41%).



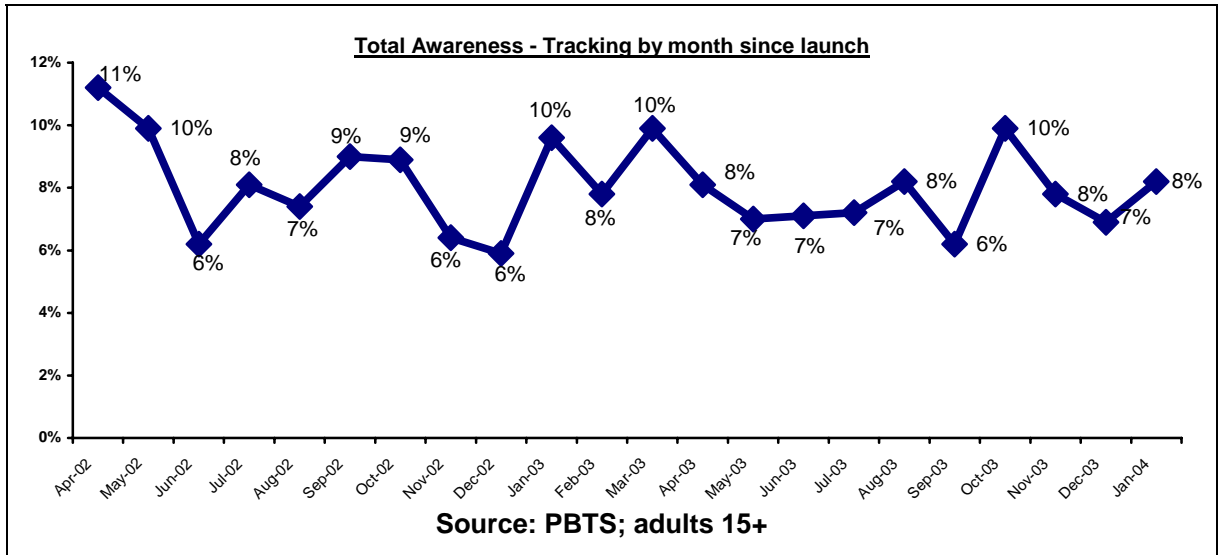
Audience Approval

The BBC monitors "approval" of services on a monthly basis, asking people (for services they are aware of) to give them marks out of ten, where 1 is very unfavourable and 10 is extremely favourable. While there is an insufficient sample

for reliable approval scores by month or quarter for 6 Music, the consolidated approval score for 2003 is 8 out of 10, which is higher than BBC Radio’s overall approval rating of 7.2.

Audience Awareness

Average overall awareness for 6 Music since the service was launched is 8%, which is the same as overall awareness for 1Xtra and slightly higher than BBC 7 at 6%.

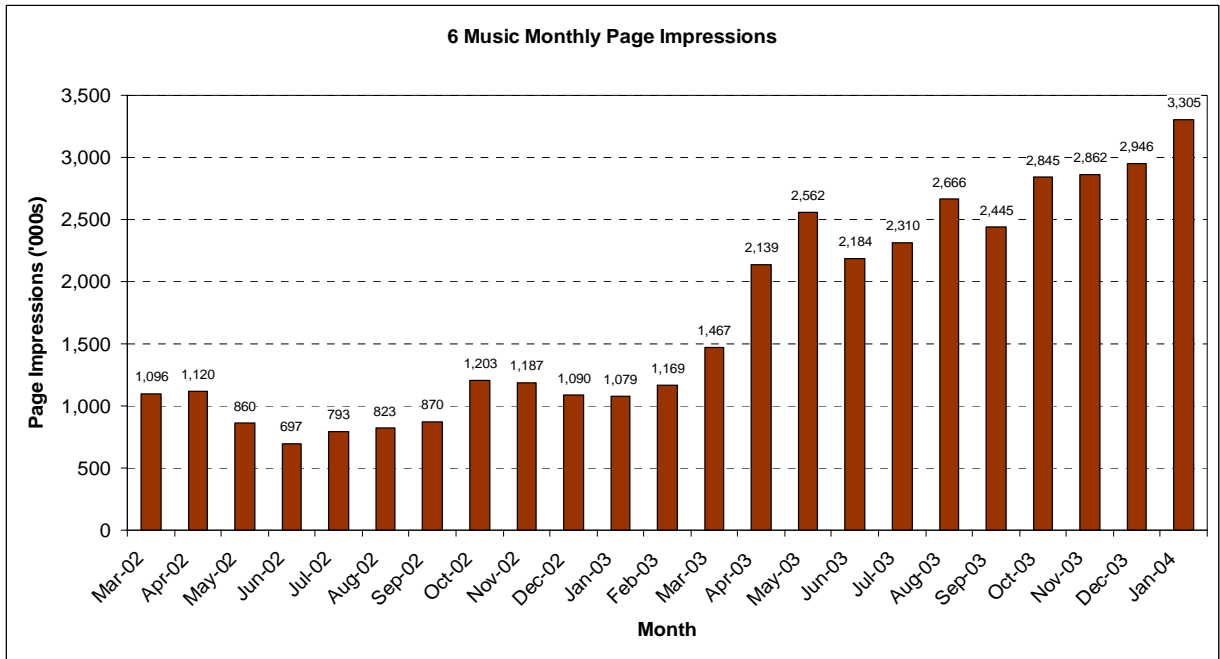


In a telephone survey of households with satellite television, 31% of 6 Music listeners used words such as “different” “eclectic” or “broad range” to describe the network; 20% described the station as “enjoyable” or “entertaining” and 20% used the words “excellent”, “quality” and “good”⁴. Of the things they liked about 6 Music, 31% said unprompted that it was the good music played; 27% said it was the music they would play if it was their station; and 15% said it was hearing music you don’t hear anywhere else.

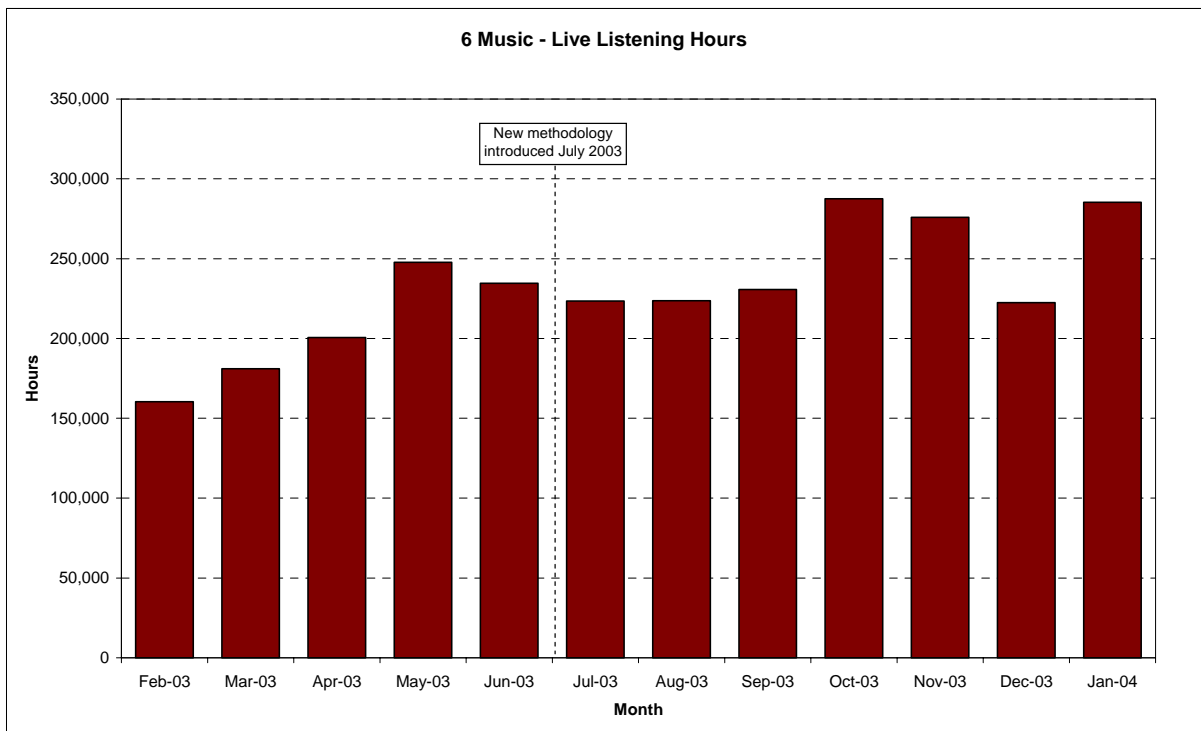
New Media Performance

Monthly page impressions to the 6 Music website have grown steadily since the network launched in March 2002 and it currently achieves over 3 million page impressions a month.

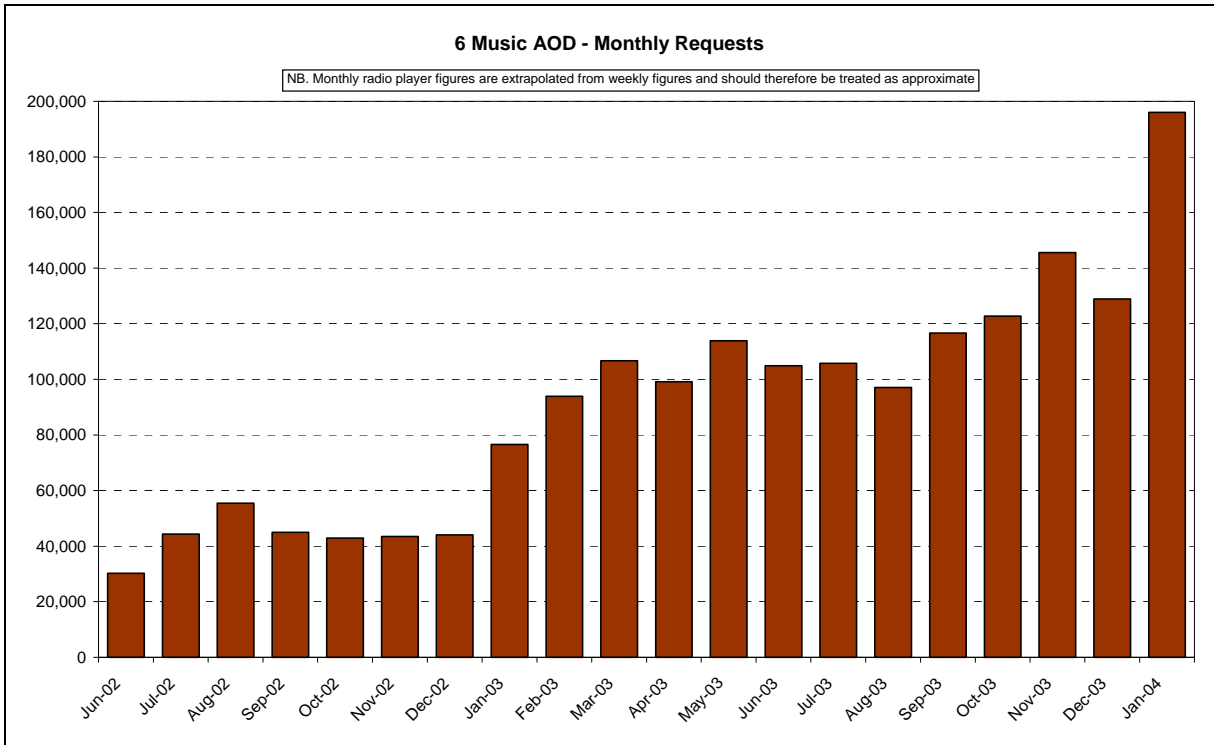
⁴ Independent research by Continental Research Limited, November 2002



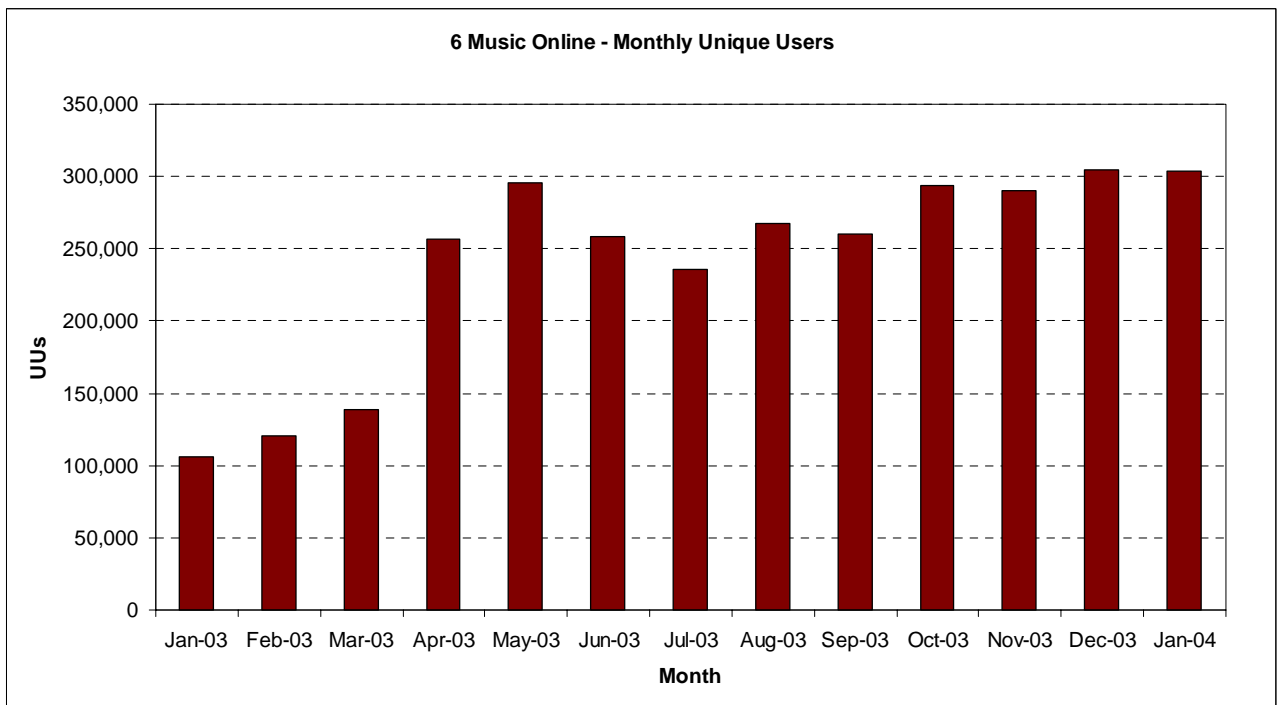
The number of hours of listening to the live audio stream on the website has increased by 26% to over 280,000 hours in the six months from August 2003 to January 2004.



Monthly audio on demand requests have grown, particularly due to promotion on the 6 Music website and in response to special projects such as the Radiohead Selector a dedicated Radiohead Player which produced more than 40,000 requests for Radiohead online audio content over a two week period.



Unique user figures register the number of unique computers to visit a website over a given period and are the best approximation of unique individuals visiting a site currently available. Monthly unique users have remained fairly steady since May 2003, achieving over 300,000 in December and maintaining this in January 2004.



Listener interaction with 6 Music

The 6 Music audience interacts with the network through e-mails, SMS text messages, competitions and votes. There are three live chat rooms on the network each week and in the case of the Andrew Collins' programme their content is used simultaneously as part of his round table discussion so that listeners' contributions become part of the radio output. He receives around 250 e-mails per show, with Gideon Coe and Liz Kershaw receiving 105 and 85 respectively.

A typical competition for album prizes regularly produces over two thousand responses, for example a recent Radiohead competition received 2,200 entries. The chance to vote can provoke an even bigger response with 26,545 votes cast for listeners' Fantasy Band line up.

Impact of 6 Music on listeners

Listeners who have discovered 6 Music are often extremely enthusiastic about the station. In particular they like:

- The music played on the network

“Thank you BBC - at last I want to listen to the radio again, now that I've discovered 6 Music. To me it's like a radio 1 for grown-ups. I listen to radio 4 which is very good but I have been going mad with frustration at not being able to find a music station that plays good music for us poor old sods in our 30s.”
listener e-mail

“Praise the Lord and crank up the volume, at last a decent rock show on the radio! Keep up the good work and help turn the limp-wristed youth of today away from the UTTER DRIVEL that currently fills the charts, and back to rock and metal. Proper music.”
listener e-mail to presenter Bruce Dickinson

“A couple of days ago I returned my ancient On Digital decoder to the new Freeview service and idly experimented with the new fangled digital radio channels. I'll just stay tuned to '6' thanks very much. It's marvellous to have a radio station worth listening to after so long adrift in the wilderness. Applause...”
listener e-mail

- The airtime given to classic tracks:

“Hendrix at 8.45am? Cool. Fantastic. You've got a new listener.”
listener e-mail

- The network's support for UK heritage acts:

"I love this station!!!! Thank you so much for getting Sparks onto the show and for playing my all time favourite song (No 1 Song in Heaven) today and my favourite Ultravox song a couple of days ago (Sleepwalk). I've even stayed late at work this evening just so I can hear the interview (and continued work – how's that for dedication)?"

listener e-mail

"BRILLIANT! Play more forgotten classics like this. It's what makes 6 Music the best!"

listener e-mail on hearing the band Comsat Angels on 6 Music

- 6 Music's support for new artists:

"Chalk up another result for 6 Music. Heard this on your show and went out and hunted this album down. Absolutely superb stuff. This is one of my favourite songs of the year..."

e-mail from listener talking about Broken Social Scene

- 6 Music is also growing the market for DAB Digital Radio:

"Had to borrow a DAB radio to listen to 6Music! I ain't gonna return it. Wonderful stuff!"

listener e-mail

"Picture the scene last night: I have just landed a new job, which will mean, when I leave, no more 6 Music for me (unless the new office is equipped with DAB)! So last night I had a little get-together with friends from the job I'm leaving, and what had they bought me with their whip-round money? Only a brand new maple-finished DAB radio!! I need not lose 6 Music after all - imagine my joy!!"

listener e-mail

- And 6 Music is building trialling of its service through internet listening, which is likely to boost future DAB Digital Radio sales, as people want to keep listening away from their computers.

"Great mix of music that keeps the foot tappin' and a smile on my face. Thank you for making my PC work less gruelling. Cheers!"

listener e-mail

"Thanks to a crafty pair of headphones and 6music, my crappy job has become bearable- cheers!"

listener e-mail

- 6 Music is attracting interest in UK music from internet listeners overseas:

“I've been listening since Monday almost constantly. I'm impressed by your scope and variety. I've always liked pop music and nobody does it better than you Brits. Thank you for an alternative to USA computerized radio the bbc sessions are fantastic and some of your song choices are inspiring.”
listener e-mail from New Jersey, USA

“I'm a 36 yr old Canadian guy living in the Middle East. I just wanted to tell you that this is truly the finest station I have ever heard. I grew up on much of the older stuff you play and love the newer stuff also. Bravo!”
listener e-mail

- And the network is being enjoyed by UK citizens living abroad:

“I'm presently working in the US and listen to Radio 6 almost everyday at work, as it gives me a bit of a connection to back home. Great music everyday.”
listener e-mail from USA

“A friend in the States recommended BBC6 to me, and I think it's fantastic. Love the show. Listening here in Chengdu in the chilly mid-west of China - keep it up. Shame there's no chance of a roadshow.”
listener e-mail from China

Impact of 6 Music on the UK music industry

Within the music industry, 6 Music is developing a following amongst band, promoters and others. They have particular praise for the music policy, the network's support for new British artists and the intelligent speech content:

- Leading British artists believe 6 Music is fulfilling a genuine need for a different type of music network on UK radio:

"6 Music is a great listen and 6 Music serves an essential function for the music scene of this country, so don't even think of touching it!"
Thom Yorke, Radiohead

“There are many radio listeners who are currently disenfranchised and this new service could get them back listening to the radio.”
Peter Gabriel

“Confession Time. I'm a rock drummer and I listen to Radio 4. Surely that is an indicator that there really is room for another sort of music station. Music is discovery as well as nostalgia – even for us old folks.”
Nick Mason, Pink Floyd

- Other music industry professionals also appreciate the wide range of music played on 6 Music and its commitment to supporting new talent and heritage acts, which get little airplay anywhere else:

“A few key reasons why I enjoy listening to BBC 6 Music: the lack of 'regimented rotation of playlist tracks'..the mix of old and new records..ego free informative presenters..REAL emphasis on music rather than banal chat/ego asserting/station ownership/'We were 1st' (who cares?!!) ..being able to hear the treasures of the BBC archives – VERY IMPORTANT ..easy going output..I don't feel like 'flavas of the month' are shoved down my throat!”
Ruth Barlow, from Beggars, Radio promoters for White Stripes, Peaches, Basement Jaxx, Dizzee Rascal

“You’ve changed our lives!! The music is so good and so diverse. We have only just started listening this week via the internet... good bye Virgin and their so called no repeat policy. There are only a certain amount of times that you can listen to RHCPs [Red Hot Chili Peppers] and The Darkness in an hour!”
Andrew T. Mackay, Director of soundgenerator.com

“As a listener, I enjoy the ease in which I can hear and learn about a wide variety of acts and tunes on 6 Music. This is largely due to the presenters' enthusiasm for and knowledge of a broad range of music. To borrow a phrase, “it's all about the music”!
As a radio pluggger, I've witnessed 6 Music's development since its launch. I am now confident that if I get my bands on 6 Music, they are being presented in a credible manner to an audience which is passionate about music and is growing all the time as digital radio gets more popular.”
Rob Lynch, Anglo Plugging for The Strokes, Joe Strummer, Oasis

“From my point of view, 6 Music offers opportunities for new and developing bands and artists to be heard. And with ever growing sales of DAB, digital radio is becoming an ever more important outlet for breaking bands. It’s very different to other stations as presenters and production staff are genuinely into their music which, believe it or not, is becoming quite rare.”

Tom MacPherson, Absolute Promotions, Radio plugger for Tori Amos, Tim Burgess, Mint Royale

- And Leicester City Council are highly appreciative of what their partnership with 6 Music has brought to the City’s Summer Sundae festival:

“The partnership between 6 Music and the Summer Sundae festival has been central to the success of the festival. What both parties bring to the table means that the whole becomes so much greater than the sum of its parts. It is a genuinely creative partnership between two parts of the music industry with a shared ethos, and a shining example of how different public sector organisations can collaborate to bring out the best in each other.”

Richard Haswell, Performance Director, De Montfort Halls & Leicester City Council

Press reaction to 6 Music

6 Music has featured regularly in the columns of radio reviewers who are particularly enthusiastic about:

- The quality of the output:

“BBC 6 Music, in contrast to these bland and insulting “stations” is a serious and passionate proposition.”

Elisabeth Mahoney, comparing 6 Music to other digital radio stations, including Kerrang!, Q and Smash Hits, The Guardian, 19 December 2003

“6 Music is by far the most intelligent and grown-up rock network.”

David Sexton, Sunday Telegraph, 21 December 2003

“The [DAB Digital Radio] technology has brought with it more than a dozen new digital-only radio channels, with more in the pipeline, promising hitherto unimaginable choice and quality compared to the limited, repetitive factory pop that fills the non-digital airwaves. From the point of view of the knowledgeable - obsessive, perhaps - pop fan, the best of these by far is 6Music, the BBC's digital station dedicated to playing music for people with Nick Hornby-sized record collections, preferably ones with a leaning towards the best of alternative rock, new and old. But not necessarily.

“If you want to hear Kelis's current R&B hit Milkshake being segued into Stereo by 1990s indie groundbreakers Pavement, or Scots popstrels Franz Ferdinand

followed by US hip-hop alchemists Outkast, tune into Phill Jupitus and his marvellous 6Music breakfast show. If you're a gig-goer, listen to Janice Long's Dream Ticket, which plays nothing but segments of classic live shows. On any given day you can expect to hear new artists Simple Kid and the Ordinary Boys next to peerless vintage cuts from David Bowie, Television and the Clash.

"I'm not getting a bung from these 6Music chaps. I still listen to Late Junction and Mixing It, those little ghettos of taste and eclecticism hidden away on night-time Radio 3. And I'm also addicted to digital's BBC7, the comedy and drama station, and Oneword, the commercial radio equivalent of an audio-book library. But I can't praise digital pop radio enough. It even serves as an educational tool, with an LCD screen telling you what track is playing, who it's by and giving you a potted history of the artist or group. How ace is that?"

Lynsey Hanley, Telegraph, 31 January 2004

- The network's creative use of the BBC's music archive:

"Janice Long plunders the BBC music archive for the first of four daily programmes – one per decade, Sixties to Nineties – that pull together some of the finest moments in pop performance, news and interviews. I'd tape them if I were you; you'll want to keep them for your grandchildren."

Chris Campling, The Times

- The high quality of presenters on 6 Music:

"It is not clear why Tom Robinson's show on digital 6 Music is so good at the moment, but I think it has much to do with the fact that he is not a career DJ. There's no silvery patter....It's one of those shows that musicians admire, which explains why Radiohead will be on the show on June 3rd"

Mail on Sunday, May 2003

- The range of music played:

"BBC radio seems to be undergoing a revolution at the moment. Aiding and abetting the overhaul is Phill Jupitus, with a sample of Radio 6, the corporation's first new music station in 30 years. Aimed at fans of diversity, the playlist boasts a selection including The Clash, Beck and Public Enemy. If there is nothing to suit you here, you're beyond help, I'm afraid."

Hannah McLafferty, The Joy of 6, The Daily Express

- Innovation on 6 Music:

"There will have been those who suspected that BBC 6 Music was playing some sort of prank when it invited Radiohead to act as station programmers over Christmas week...Those people are wrong, and it is to 6 Music's credit that it's seen past the caricature of Radiohead as surly miserabilists..All wider contexts aside, it should just be plain great radio...6 Music are to be congratulated on this initiative.."

Andrew Mueller, *The Guardian*, 20 December, 2003

Awards

6 Music was shortlisted for the Sony Digital Terrestrial Station of The Year and *Mid Morning with Gideon Coe* received a Bronze for the competitive Music Programming Award, beating many established programmes.

"BBC 6 Music has discovered that there is indeed a fertile gap between Radio 1 and Radio 2. A station which cares about its music – whether recorded, live or archive, and one that takes the time and resources to offer well-produced features."

Judges' citation for Digital Terrestrial Station of the Year, Sony Radio Academy Awards 2003

"Gideon is a real radio friend. Ego-free, passionate about music. He's the best kind of music expert - not a record shop bore but blessed with a throw away authority. The show flows wonderfully."

Judges' citation for the Music Programming Award, Sony Radio Academy Awards 2003

Section 6: Performance of BBC 6 Music against the Secretary of State's conditions of consent

6 Music was required by the Secretary of State to meet a number of conditions when given consent to launch in September 2001. These were:

- **To play popular music from the 1970's to the 1990's**

Nearly 50% of 6 Music's output reflects the heritage music of the 1970's to the 1990's, with just under 45% of the music playout reflecting the music of 2000-2004.

The breakdown of the non-contemporary music playout is as follows:

- 12% from the 1960s
- 24% from the 1970s
- 31% from the 1980s
- 33% from the 1990s

The breadth of music played is vast, with 1,500 different tracks played per week from nearly 900 different artists.

- **Concentrate on major artists and material which do not receive much radio support elsewhere**

6 Music currently uses a core database of 3,100 tracks which provides the backbone of its daytime, non-specialist programming. Of these only 27% ever made the UK top 40. Amongst the works included are Elvis Costello's *The Angels Wanna Wear My Red Shoes* and *13 Steps Lead Down*, The Sugar Cubes' *Birthday* and R.E.M.'s *Talk about the Passion*.

Over 70% of live sessions recorded by 6 Music have been with artists unlikely to be heard on other networks at the time of recording.

- **It will allow the public to hear new artists who will be the enduring icons of the future, particularly those who are not enjoying commercial support**

Daytime, non specialist programmes use a playlist of contemporary releases and 33% of the playlist is drawn from this source.

The network regularly gives new artists the opportunity to record sessions, helping bring their music to a wider audience. For instance, of the 65 recordings commissioned by the network between November 2003 and February 2004, only 12 artists were signed to major labels at the time of the session.

The 280 sessions being recorded in the year 2003/04 represent some three and a quarter hours of new recordings a week.

- **Speech output will be based on developing an understanding of the music and its context**

This is achieved through news, features and documentaries, so that the network not only develops an understanding of the music and its context, but also reflects the interdependence of musical and social trends.

New features, including eight series of essays, have been commissioned. Speech based features are distributed throughout the daytime output. Archive clips are also used to create new features and add context to music tracks. 6 Music has developed a resource of 4,000 sound clips, which have been extracted from documentaries and interviews and catalogued. See sample schedule (appendix A).

- **Support major artists still producing new material, but who no longer receive significant airplay**

Iconic artists are represented through the playing of their new releases and recording of new concerts and sessions. These take more account of their continuing influence than their current commercial standing. For example, 6 Music has championed new music from artists such as Frank Black and also recorded The Blockheads playing in their native Essex, bringing their music to a new audience in the context of the environment from which it was drawn.

The interactive project that accompanied the network's recording of five concerts by Suede was part of an integrated approach that also included reviews of their performances and with band members Brett Anderson and Bernard Butler being the subject of "My Life in CD". The listeners were able to impart their own judgement on the both the band's performances and the network's project through a web chat on BBCi hosted by Chris Hawkins.

The iconic new wave band, The Buzzcocks, have maintained a significant recording and performing career beyond their early prominence in the 1970's. 6 Music paid tribute to their recent work by nominating their 2003 album, "Buzzcocks", Album of the Day. The focus on the group included a new studio session recorded at Maida Vale juxtaposed with archive sessions and illuminated by an interview with the band's Pete Shelley.

- **Play the work of iconic artists in a depth not matched elsewhere – including less well-known singles and album tracks**

The work of key artists is represented in depth with material from both their singles and albums. For example, whilst the Oasis single *Wonderwall* can be heard quite often on music radio, 6 Music plays the band's less familiar tracks, such as *Heathen Chem* and *The Hindu Times*.

Another example is Kraftwerk, where early tracks such as *Autobahn* and *The Model* are played with more recent material such as *Tour De France '03*. In recognition of this support, the notoriously reclusive band member Ralf Hutter came to the station to be interviewed by Andrew Collins.

Evan Dando has been championed with broadcasts of his hits with former band The Lemonheads: *Mrs Robinson* and *It's a shame about Ray*, as well as some of his lesser known tracks such as *The Outdoor Type* and *If I Could Talk I'd Tell You*.

More recently 6 Music featured his solo album *Baby I'm Bored* and recorded exclusive live performances at the Kirsty McColl Tribute and Gram Parsons Tribute concerts. He has also been a guest of Steve Lamacq.

- **Strong strand of live music**

The network has a commitment to new recordings with around 275 new sessions, seven festivals & four other events broadcast each year. 6 Music also brings listeners live recorded music from the archive, with at least 400 hours of concert material showcased each year through *The Dream Ticket* and 275 hours of archive session tracks.

- **Strong speech output through news, features, documentaries**

Strong speech output is maintained through music news, features and documentaries, regular news bulletins produced by BBC News, as well as participation in BBC Radio's social action campaigns.

Documentaries include new commissions plus the focused use of the archive with over 600 hours of material being broadcast since launch.

The network's own news team provide a bulletin service throughout the day with an editorial focus on the issues influencing and affecting the target demographic. A music news-gathering operation has also been established, providing regular bulletins.

Stories covered extend beyond music as entertainment, to analyse the music industry as a business. Many of these are brought together and debated in a weekly, 60 minute speech based programme, *The Music Week*.

Music events are reviewed using a network of reporters producing some 180 reviews each year so far. This complements the frequently updated live event preview service, carried both on-air and online.

Contextual speech is provided within music shows by a strong team of knowledgeable presenters.

Other conditions

Although they were not specified by the Secretary of State in granting permission to broadcast, other commitments were made by the BBC about 6 Music. These are set out below. 6 Music will:

- **Put music into context through a broad repertoire of music playlist including popular music from the 1970s to 1990s, together with documentary features, authoritative presenters and a dedicated music news service unmatched on BBC Radio.**

These conditions have all been addressed above.

- **Broadcast exclusive musical moments from the BBC's session archives**
Archive session material is used throughout 6 Music, as detailed above.

- **Support new music from artists not featured consistently on mainstream radio, concentrating on UK acts**

6 Music has given strong support to new UK artists and strong performers who get little or no airplay elsewhere on UK radio. These include Broadcast whose album, *Haha Sound* was Album of the Day, and who were recorded in session in December 2003 and interviewed by Andrew Collins in August 2003.

McKay have had two singles playlisted and were interviewed on the *Craig Charles Funk Show*.

A further example is Hope Of The States who became 6 Music's "New Favourite Band" in a Steve Lamacq Show feature before appearing live at the Lamacq In The City Concert in Bristol recorded in October 2003.

- **Cover major music festivals**

Seven festivals were covered by 6 Music in 2003: Way beyond Nashville, in London, featuring alternative country music; the Reading and Leeds festivals; Summer Sundae from Leicester; T in the Park from Perth in Scotland; Meltdown 2003 – the reggae festival from the Royal Festival Hall; and Glastonbury.

- **6 Music will record a large number of new sessions to be carried in all shows, reflecting the broadest range of musical output**

6 Music recorded 280 new sessions in 2002/3 and over 200 so far in 2003/04 (as of January 2004).

Section 7: The Way Forward for BBC 6 Music

Since launching in March 2002, BBC 6 Music has successfully established its role in the musical landscape of the United Kingdom. The network is now entering a period of consolidation and progress, with an even more adventurous approach to talent development and programme initiatives.

The existing listeners evidently like what they hear and the testimonials from our audience would indicate that the station is providing a much needed service for the under-served music lover.

BBC 6 Music is offering something distinctive in a crowded music radio market: a wide range of tracks not normally heard elsewhere; classic live recordings from the BBC archive; new live sessions and concerts from emerging and established artists; and bespoke news and documentaries that put music, past and present into context.

6 Music is focused on growing its listener base by increasing awareness of the network, ensuring that the tone of output is welcoming and continuing to secure sessions and interviews with a wide range of artists – both high-profile and unknown.

6 Music's high profile roster of presenters, including Phill Jupitus, Craig Charles, Tom Robinson, Stuart Maconie, Bruce Dickinson and Jayne Middlemiss, brings a profile to digital radio which should serve to enhance its reputation as a medium both in the broadcast music industries and with the British public.

In 2004, there will be a further commitment to developing new talent, with Vic McGlynn, a young, female presenter who has been given her first national role on 6 Music's *New Music Chart*, moving into the heart of the daytime schedule.

The breadth of 6 Music's specialist output will be broadened, with Craig Charles extending his presence on the network, with appearances on both Saturday and Sunday, increasing the exposure of funk and RnB on the station.

The Dream Ticket, which features concerts and sessions from the BBC's archive will be re-launched into a live and interactive show. Listeners will drive the direction of this programme through participation online, by SMS and by e-mail.

The ambition of BBC 6 Music's outside broadcasts will be further heightened, including monthly outside broadcasts from around the country on the *Phill Jupitus Breakfast Show*. The network will continue its relationship with Leicester's *Summer Sundae* festival, maintaining its position as sole media partner for this growing event.

And the focus will extend to the international music scene as BBC 6 Music join forces with Radio 2 in its coverage of *South By South West*, the international music festival based in Austin, Texas. This major event is the focus for new talent in America. Crucially, it allows the British Music Industry to showcase their key acts to the American market.

6 Music will also continue to expand the range of archive tracks and sessions played on the station by further exploitation of the BBC's historic archive, and by the recording of new sessions on the station itself which will then be repeated across the schedule for the benefit of the audience.

As a further service to listeners, 6 Music will increase its commitment to social action campaigns, following on from its campaigns on alcohol abuse and music therapy.

The network will also develop its role in promoting DAB Digital Radio, working closely with other networks. For example a short term FM service will be operated jointly by 6 Music and 1Xtra in Northern Ireland, to accompany Music Live, 2004, demonstrating the diversity of new music services offered by the BBC's digital portfolio to a larger audience. This will be enhanced by a joint concert at an outdoor location in Belfast.

Since launch, BBC 6 Music has focused on consolidating its programme proposition. It is now in a position to move forward, heightening the level of interactivity, broadening the base of archive material available to the listener, and strengthening its relationship with the audience through initiatives which revolve around both geographical and 'virtual' music communities, including a series of high profile outside broadcasts fronted by Phill Jupitus and Steve Lamacq.

Our aim is that these programming and interactive initiatives will combine with development of a stronger on-air presentation to increase awareness of 6 Music and thence, digital radio overall. Through these things, BBC 6 Music will develop a greater listener base and further establish its position as a champion of less well-known British music in the UK radio market.

APPENDIX A – 6 Music’s current weekly schedule

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
01.00- 07.00 The Night Train Gary Burton Includes The Time Tunnel	M/N- 07.00 The Night Train Chris Hawkins Includes The Time Tunnel	M/N- 07.00 The Night Train Chris Hawkins Includes The Time Tunnel	M/N- 07.00 The Night Train Chris Hawkins Includes The Time Tunnel	M/N- 07.00 The Night Train Chris Hawkins Includes The Time Tunnel	M/N-06.00 The Night Train Gary Burton	01-03.00 Six Mix Rpt. 03.00-07.00 The Night Train with Gary Burton
07.00-10.00 Breakfast Phill Jupitus	07.00-10.00 Breakfast Phill Jupitus	07.00-10.00 Breakfast Phill Jupitus	07.00-10.00 Breakfast Phill Jupitus	07.00-10.00 Breakfast Phill Jupitus	06.00-08.00 Dream Ticket Rpt. 08.00-09.00 The Music Week Jayne Middlemiss Rpt 09.00-10.00 Roundtable with Andrew Collins Rpt	07.00 - 09.00 6 Music Chart Show Rpt 09.00-10.00 My Life In CD with Tracey MacLeod Prem
10.00-13.00 Mid-Morning with Gideon Coe	10.00-13.00 Mid-Morning with Gideon Coe	10.00-13.00 Mid-Morning with Gideon Coe	10.00-13.00 Mid-Morning with Gideon Coe	10.00-13.00 Mid-Morning with Gideon Coe	10.00-13.00 Mid-Morning with Clare McDonnell	10.00-13.00 Mid-Morning with Stuart Maconie
13.00-16.00 Afternoon with Liz Kershaw	13.00-16.00 Afternoon with Liz Kershaw	13.00-16.00 Afternoon with Liz Kershaw	13.00-16.00 Afternoon with Liz Kershaw	13.00-16.00 Afternoon with Liz Kershaw	13.00-16.00 Afternoon with Steve Lamacq	13.00-16.00 Afternoon with Chris Hawkins
16.00-19.00 Teatime with Andrew Collins	16.00-19.00 Teatime with Andrew Collins	16.00-19.00 Teatime with Andrew Collins	16.00-19.00 Teatime with Andrew Collins	16.00-18.00 Teatime with Andrew Collins 18.00-19.00 Roundtable Andrew Collins	16.00-18.00 6 Music Chart Show with Vic McGlynn prem 18.00-19.00 Rpt My Life In CD with Tracey MacLeod	16.00-19.00 Bob Harris
19.00-22.00 The Sequence with Tom Robinson	19.00-22.00 The Sequence with Tom Robinson	19.00-22.00 The Sequence with Tom Robinson	19.00-22.00 The Sequence with Tom Robinson	19.00-20.00 The Music Week with Jayne Middlemiss 20.00-23.00 The Funk Show with Craig Charles Rpt.	19.00-22.00 The Funk Show with Craig Charles prem	19.00-21.00 Six Mix Prem. 21.00-22.00 Lively Up Yourself with Brinsley Forde Prem
22.00-M/N Dream Ticket with Janice Long	22.00-M/N Dream Ticket with Janice Long	22.00-M/N Dream Ticket with Janice Long	22.00-M/N Dream Ticket with Janice Long	23.00-M/N Rpt. Lively Up Yourself with Brinsley Forde	22.00-01.00 The Rock Show with Bruce Dickinson	22.00-01.00 TheFreak Zone with Bruce Dickinson

Indicates Pre-recorded programme