

Submission for the Secretary of State's review of BBC 1Xtra

March 2004

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Section 1:

The vision for BBC 1Xtra

1Xtra focuses on the full range of contemporary black music with an emphasis on new UK artists, tracks and genres. It is aimed at 15-24 year olds, fans of contemporary black music and in particular young British black African / Caribbean listeners. It provides music output 24 hours a day, punctuated by bespoke BBC news bulletins and other speech output designed specifically to be pertinent to the audience.

The station covers a wide range of genres currently relevant to young fans of black music, including Hip-Hop with DJ Semtex, Drum & Bass with DJ Bailey, UK Garage with Femme Fatale and Dancehall with Seani B.

Live music is an important element in 1Xtra's programming, enabling the network to get out and about across the UK and connect directly with the target audience. It also enables 1Xtra to bring live performance to listeners in their homes, whichever part of the country they are in.

21st century Britain is a society of great ethnic diversity: the ethnic minority population has increased from three million in 1991 to 4.6 million in 2001 - one person in 12 is from an ethnic minority. The black African/Caribbean population in the UK now stands at over one million, more than half of whom are under 34¹. It is centred mainly in London but with significant communities in other major conurbations, such as Leeds, Birmingham and Manchester.

Ethnic minorities contribute an estimated £120m to £140m to the licence fee (4 - 5%) but research has shown they are less likely to consume BBC services than the population as a whole²; whereas Radio 1 reaches approximately 50% of all 15-24s, it reaches around 30% of ethnic 15-24s³. The BBC needs to deliver more to ethnic audiences and 1Xtra is a key part of the strategy for doing that.

The BBC had long understood that certain sections of the UK population, in particular young ethnic audiences, felt underserved by its broadcast portfolio. In radio this imbalance was particularly acute with Radios 2, 3, 4 and, to some extent, Five Live appealing to older upmarket audiences and only Radio 1 serving the under-35 population. Commercial radio, although mostly targeting under 35 year olds, also underserved these young ethnic minority audiences in many ways.

In London, the most advanced market of all, the commercial sector has provided for young ethnic audiences to some extent but the need to attract advertising tends to incline these services towards the centre ground. Therefore, there are very few legal broadcasters focusing only on music appealing to young black audiences.

¹ ONS Census 2001

² BARB / RAJAR

³ RAJAR/IPSOS-RSL 12 months to Dec 03, 4+

This vacuum created an opportunity for hundreds of illegal pirate radio stations, especially in London, nearly all of which focus exclusively on music of appeal to young fans of black music.

Over the past decade, genres such as Hip-Hop, RnB and Dancehall have risen to global prominence. Key artists such as Jay Z and Ms Dynamite have achieved mainstream recognition and success, while other pop artists, such as Justin Timberlake and Victoria Beckham have adopted black music styles. However, UK black music at the grass roots has been largely ignored.

At the same time, a burgeoning underground scene emerged for young contemporary black music-makers, fuelled partly by the ability to obtain cheaply the technology needed to create complex musical sounds (via the home pc) and the ability to share and distribute this material easily (via the internet). However, these musicians had no natural outlet or support on established radio stations.

Radio 1 has already recognized the audience for this music is underserved and has a number of programmes that reflect and encourage this scene, such as Tim Westwood for Hip-Hop, Trevor Nelson for RnB and Fabio & Grooverider for Drum & Bass. However, the remit of Radio 1 is to cover all types of music for young people and therefore it has a wide variety of styles and sounds.

Our vision for setting up 1Xtra was to create a unique black music service for the young population of the UK, particularly focusing on young black audiences. It would be dedicated to black music, playing the full range of new black music genres, give support and encouragement to young UK music makers, develop new on air talent, support live music and provide tailor-made BBC news and analysis for this audience, reflecting issues relevant to their lives.

1Xtra's purpose would be to reach out nationally to unite the diverse, often underground, black music scenes in the UK, connect disenfranchised licence fee payers with the BBC and provide this audience, underserved by BBC and commercial radio, with a station they could call their own.

In September 2001, the Secretary of State for the DCMS gave permission to launch 1Xtra. The network started broadcasting on August 16th 2002 from its London headquarters, supported by a series of consecutive live events from across the UK including Glasgow, Leeds, Manchester and Birmingham, delivered by a 40-strong line-up of top black music DJs - the vast majority of them being new to legal radio. There was also a major publicity campaign in the UK black press, as well as on BBC radio and television.

1Xtra is available on DAB Digital Radio, digital satellite television, digital cable television, Freeview and online.

Section 2: What makes BBC 1Xtra distinctive

1Xtra offers a service to listeners that is unavailable elsewhere on UK radio and gives strong backing to the UK's contemporary black music industry. In particular it:

a: Supports the UK black music industry across the full range of genres

During the day, 1Xtra brings listeners different types of black music throughout its programming, enabling the audience to hear specialist music, traditionally consigned to late-night slots, during daylight hours. UK artists such as Jamieson, Teri Walker, Gemma Fox and the Mercury Award-winning Dizzee Rascal, and their managers, believe the support they have received from 1Xtra in the early stages of their careers, has undoubtedly played a part in their subsequent mainstream commercial success and critical acclaim. No other UK radio station offers contemporary black artists this level of support.

“Both myself and the artists I represent would like to take the time to let you know how important 1Xtra has been to us since its launch. Urban music more often than not is made by people like us coming from areas where poverty and lack of opportunity are common place. The chance of getting exposure for your music is very rare and was up until 1Xtra's launch left down to pirate radio and specialist shows which are few and far between.

Gemma Fox is a single parent who up until signing her deal was reliant on state benefit and had very few opportunities ahead of her, I can't emphasise enough the importance 1Xtra's support has made to made to all our lives and doubtlessly countless other artists coming from the same place as us. Without them we'd all be back to begging plays on specialist shows (@ 1am in the morning) and pirate radio.

We feel 1Xtra has such an important role to play in the development of urban music in the UK and to the communities around the UK that this music is emerging from. Urban music sales are growing and creating large amounts of revenue, jobs and futures 1Xtra is on the front line of this and is an essential part of what's gonna be needed for the success of urban music in the UK.”

Jamie McCann (Manager for Gemma Fox & Sweetie Irie)

“Big up 1Xtra for all the support. I know they've been supporting me from the beginning, before all this happened [the Mercury Music Prize], and for really supporting the new UK talent.”

Dizzee Rascal

Analysis of a typical week's output in October 2003, found 53% of the music broadcast by 1Xtra was of UK origin⁴. 1Xtra also has several programmes which

⁴ see Appendix 3

specifically showcase UK material such as *100% Home Grown* and *Tales from the Legend*.

b: Finds and showcases new creative talent, both on air and behind-the-scenes

An important part of 1Xtra's remit is to develop new UK talent both in front of and behind the microphone. The station has 40 regular DJs and around 10 occasional mix DJs, the vast majority of whom were new to the BBC and legal radio when the station launched. 1Xtra sought out these leaders in contemporary black music from across the UK and has trained and developed this diverse pool of young performers into respected broadcasters who are now being used across the broader media landscape.

“I never thought it would, or even could, happen – me broadcasting on the mighty BBC! Last year I was busting my gut getting slots on dodgy pirate stations just trying to play the music I love to others I know loved it too – that meant midnight slots from nasty flats and begging dodgy geezers for the chance to play; now I get to play twice a week in a plush studio and have never had so much fun!”

DJ Excalibah, 1Xtra DJ

A similar drive for grass-roots talent applied off air as well as on. In recruiting producers, broadcast assistants and operational staff, 1Xtra sought to reach non-traditional potential employees, with passion for, and knowledge of, contemporary black music. This was achieved by taking key members of the station around the UK on recruitment tours to colleges, youth clubs, night clubs and bars. Over 700 applications were received, of which more than 50% were from ethnic minorities. 49% of network staff have an ethnic minority background. No other UK radio station has done so much to develop young black African / Caribbean talent, both on air and behind the scenes.

“About this time last year I was literally stacking shelves in my local Sainsbury’s, now I’m working with the country’s best RnB DJ and getting my ideas on the air – how cool is that?”

Mark Wilberforce, 1Xtra recruit

c: Brings the experience of live music to listeners at home and in their communities

At least once a week 1Xtra broadcasts live from club nights, festivals and concert venues covering the whole of the UK and some key international music events in Jamaica, Trinidad, Ayia Napa and Miami. This level and range of live black contemporary music is not available elsewhere in the UK.

d: Delivers bespoke news and current affairs

1Xtra schedules speech programming throughout the day, including hourly *TX* news bulletins which aim to cover the news agenda from the perspective of the target

audience. Bulletins contain core news stories, as the audience want to be kept in touch with national and international events, alongside targeted stories focusing on issues that have particular relevance to listeners such as safety at club nights.

In addition, every weeknight 1Xtra broadcasts the live news and current affairs show, *TX Unlimited*. Originally scheduled at one hour in length, the programme was, from mid-August 2003, expanded to two hours, broadcasting between 5pm-7pm. No other UK radio station provides this type of service for 1Xtra's target audience. For example, news coverage on Choice FM in London, perhaps 1Xtra's closest commercial equivalent, consists of eight bulletins a day, five days a week⁵.

e: Provides in-depth analysis of issues relevant to the target audience through documentaries

Every week, 1Xtra broadcasts a documentary feature made specifically for the audience and scheduled within *TX Unlimited*. 43 new documentaries were broadcast in 1Xtra's first year, with some being repeated. The features, all detailed investigations into topics of particular interest to the audience, range in length from 15 minutes to half an hour. Subjects covered include an investigation into racist door policies at music clubs and the lack of top-class black swimmers. No other radio station provides this type of programming for 1Xtra's target audience.

f: Makes a difference to the lives of listeners through targeted social action campaigns

Getting the social action content right for this audience has been one of 1Xtra's greatest challenges. But the station has made great efforts to reach out to its audience in new ways, to offer help and advice appropriate to its listeners on issues including domestic violence and coping with student debt. Social action has taken two main forms: short, self-contained packages scheduled throughout the output and topics covered in depth within *TX Unlimited*. In total, the network broadcast 15 hours of social action programming during its first year.⁶

⁵ www.choicefm.net

⁶ see Appendix 2, Speech Analysis.

Section 3: BBC 1Xtra as a multimedia service

1Xtra seeks to match its audience's lifestyle and so has pioneered an interactive relationship with listeners using new technologies such as text, picture text and live online interaction. Unlike more traditional BBC services, audience communication by letter with the station is virtually non-existent; the relationship between the station and its audience is an instant and mobile one.

1Xtra was conceived as a multimedia service and interactivity has been fully integrated with programming from the start. The station does not view its online offering as a mere website but an integral part of the station as a whole. Listeners are constantly prompted on air to visit the 1Xtra website, where they can access detailed information, broadcast schedules and exclusive online broadcasts and features.

All programme staff contribute directly both to on air and online content, audio and visual, providing real-time information and entertainment that offers the audience an enhanced listening experience and allows them to explore further any issues raised in the programmes. The audience can also take an active role in programmes, for example voting on a particular discussion point, or giving their views on the latest releases.

Every week the 1Xtra Chart is determined by listeners. The playlist is updated by the broadcast teams and the audience then vote on their favourite tunes. The twenty most popular are then counted down and the chart is updated live during the show.

Another popular interactive feature is *The Cutting Room* with L Double, in which 1Xtra listeners are asked to send in their Drum & Bass demos to the station. The best two of the week are posted online, with 1Xtra listeners voting on their favourite track. The winning tune is played in full on L Double's show, 1Xtra's flagship Drum & Bass programme. Several winners have gone on to release their tracks professionally. At the end of 2003, L Double picked his top 30 and the audience voted for its favourite. The top 10 tracks were made into a fully downloadable online album and the winning track was professionally mastered and released, achieving success on the Drum & Bass scene.

1Xtra's online message boards are a major forum in the UK for fans of black music to post their thoughts on Drum & Bass, Hip-Hop, RnB, and Dancehall as well as national and international news. This online community receives an average of just over 4,000 posts per month⁷.

All the 1Xtra DJs regularly post on the boards and make use of the audiences' thoughts and views in their broadcasts. Many features on daytime shows are run alongside the message boards, with online "conversations" often talked about on air. The message boards have been so popular that the network is planning to increase their use in daytime programming.

⁷ Jan-Dec 2003 average

1Xtra also offers listeners the chance to listen to specialist shows “on demand” through the website, for up to seven days after broadcast. This feature has been extremely successful. Many specialist shows average more than 6,000 requests each week with some receiving in excess of 10,000 audio on demand requests in one week. In 2004, 1Xtra hopes to be able to roll out daytime programming on demand as well. In addition to audio content, 1Xtra is now also starting to support video on demand content. For example, singer Lemar's recent showcase at 1Xtra is available as both audio and video.

People listening to 1Xtra on DAB Digital Radio receive a DAB text service, providing information such as: details of the track being played and forthcoming station highlights. The same text service is also available on Freeview.

In August 2003, 1Xtra toured the UK with its DJs to mark the station's first birthday and the celebrations were developed as a multimedia event so those unable to attend could listen on air and participate online. All the events were available to listen to on-demand. Other features included:

- Event listings published on the 1Xtra website;
- Online competitions to attend the events as VIPs;
- Photos from events available for people to see online whilst listening to live broadcasts;
- Incoming text messages incorporated into the live club visuals;
- Live track listings from the events available online and on DAB text;
- Opportunities for listeners at home to text the clubs and have their “shouts” read out;
- Video highlights from the events available for listeners to view on-demand;
- A video webstream of the London event at held at Ocean's nightclub.

1Xtra is also experimenting with emerging technologies being used by its listeners. For example, the network has conducted two mobile telephone multimedia messaging (MMS) trials, offering listeners pictures and text from Notting Hill Carnival in August 2003 and the Mixshow Power Summit urban music conference in Puerto Rico the following month. As part of the Notting Hill trial, listeners were also invited to send in their own pictures of the carnival from their phones. Over 200 were received, with many published online, bringing a flavour of the event to people across the country and beyond.

Section 4:

Editorial review of BBC 1Xtra

This section outlines our assessment of 1Xtra's achievements in each of our main music genres:

Dancehall

Dancehall has become increasingly popular in the UK in the last year and 1Xtra broadcasts seven hours of specialist Dancehall programmes each week. 1Xtra has also contributed to the growth of Dancehall by taking the music of UK artists, such as Blak Out and Tubby T, beyond the specialist Dancehall shows and placing it at the heart of the daytime schedules, allowing a far wider audience to hear it. We have also helped to bring top international Dancehall artists such as Wayne Wonder and Elephant Man to a UK audience by featuring them extensively in daytime programming. Sean Paul from Jamaica, now a household name here, first performed live in the UK at 1Xtra's launch celebrations.

1Xtra also brought UK audiences the *Sting 2002* and 2003 events. This annual festival, the biggest date in the international Dancehall calendar, is held in Jamaica in front of an audience of over 20,000 people across three days and features the biggest names in Dancehall alongside the best in up-and-coming talent. It had never before been broadcast in Europe and 1Xtra was granted exclusive access to all the artists and their performances.

"Events like Sting mean a hell of a lot to the Dancehall community. Sting is Jamaica's biggest live event, and plays a key role in helping to break new talent into the international market. It was great to hear the broadcast on 1Xtra. I was proud to see, that the BBC had recognised the importance of live events like this."

Maurice Hamilton, VP Records, Corner Productions

Hip-Hop

1Xtra broadcasts seven hours of specialist Hip-Hop programming each week, including a two hour weekly show, *Tales from the Legend*, with DJ Excalibah, dedicated to searching out lesser heard "underground" Hip-Hop. In addition 1Xtra gives three hours a week to UK-only Hip-Hop and in a genre dominated by US artists 1Xtra have helped the rise of UK artists such as Ricochet, Est'elle and Dynamite MC.

The highlight of 1Xtra's Hip-Hop coverage since launch has been the *Hip-Hop Weekender* staged in summer 2003. This offered a display of talent from new artists alongside seasoned leaders of the genre highlighting the diversity and depth of this music in the UK.

"A whole weekend of pure hip-hop beats – wow, who'd've thought that the BBC would be the one to pull that off? Big love to y'all and much respect for all the support."

Est'elle, UK Rapper

UK Garage

1Xtra has actively supported UK Garage during a difficult period for the genre, broadcasting nine hours a week of specialist programming. Record labels and venue owners have been turning away artists and their music because of the perceived association with violence and crime; 1Xtra has positively backed the artists by continuing to show faith in their music, featuring it heavily on daytime programming. In many instances it has only been the station's involvement that has enabled these artists to continue to perform live.

"It's fantastic to see a station coming out of the mighty BBC on such a cutting edge, it's doing the Garage world proud and most importantly the listener!"
Paul 'Radical' Ruiz, Warners Club Rep

RnB

1Xtra broadcasts seven hours of RnB specialist programming each week as well as featuring it extensively during daytime programming. 1Xtra has created an entirely new form of mixing in RnB - blending and scratching records in the "refix" style, as pioneered by 1Xtra's G Child - which moved the genre on. 1Xtra's RnB DJs have so impressed the scene that international superstar Nelly has asked for them to support him on his tour of the UK in March 2004 – an indication of the impact 1Xtra has already had on the black music scene.

"G Child is the man, the true innovator – his show is unmissable to all serious fans of cutting-edge UKG."
GK, 24 yr old London listener

Drum & Bass

1Xtra broadcasts seven hours of Drum & Bass specialist programming each week, presented by the new wave of UK Drum & Bass DJs, including DJ Bailey and DJ Flight – both brought to UK radio for the first time. 1Xtra is the only station in the UK to feature Drum & Bass regularly in daytime shows. In February 2003 the station's *Xtra Bass Week* took the music out on the road for a consecutive six night tour around the UK, culminating in a weekend of wholly Drum & Bass programming.

"A week of nothin' but the toughest Drum & Bass – there is a god."
Listener from Leeds

Live music

Live music is an important part of what 1Xtra does, enabling fans of contemporary black music to come together and giving the network the opportunity to connect directly with the audience. 1Xtra broadcasts from club nights, festivals and concerts at least once a week. In the first year on air, the network has broadcast live from 68 venues across the UK, including London, Nottingham, Glasgow, Bristol and Leicester, connecting directly with nearly 100,000 people. The network has also

broadcast from major international music events in Jamaica, Trinidad, Ayia Napa and Miami. In the first year on air, 1Xtra broadcast close to 250 hours of live music.

Studio sessions are also key to 1Xtra and each week the *Spotlight* show features intimate live performances from the likes of More Fire Crew, Ashman, Sean Escoffery and Ms. Dynamite - all young UK performers. From August 2002 to July 2003, 48 *Spotlight* sessions were produced.

Speech

TX, *TX Unlimited* and the documentary and social action programming have been the most challenging aspect of the output to get right. The audience choose 1Xtra primarily for the music so getting the language and tone right for the speech content is critical. Recent research found that the target audience thought 1Xtra was making a real effort to engage on issues and found it refreshing to hear the news delivered by voices that have cultural relevance to them.⁸

1Xtra has recruited 20 young people to create a team of journalists, dedicated to the network. Trained by BBC News, they are capable of both connecting with the audience and meeting the corporation's high standards for news reporting. In addition, the *TX* team is able to call upon the full range of the BBC's news correspondents, as appropriate. This has led to the audience being able to hear some of the most respected names in journalism for the first time.

1Xtra strives to present stories in a way that will hold the attention of its young audience and will set its own news agenda to reflect stories of particular interest to its listeners. When two young black girls were shot at a New Year's Eve party in Birmingham, 1Xtra's reporters were able to get access to the victims' friends and families when they refused to talk to other media outlets. This access allowed 1Xtra to be able to follow the tragic events surrounding these deaths from the perspective of the other young people involved which gave the listeners an insight not available from other media coverage. *TX* has also highlighted how poor targeting of road safety campaigns has resulted in a greater toll of fatalities amongst black children than among young whites.

1Xtra also brings its audience coverage of a range of issues in specially commissioned documentary features, broadcast once a week as part of *TX Unlimited*. These aim to give the audience an insight into areas they are unlikely to hear discussed elsewhere. Speech content is often mixed with contextualised music to increase the appeal of documentaries to listeners. Topics covered to date include:

- the rise of gun crime
- an investigation into racist door policies at music clubs
- the lack of black high level competitive swimmers
- an investigation in to the increasing use of the word 'nigga' in modern Hip-Hop
- how the police relate to young people
- a programme charting the rise of 'bling' - ostentation in the rap world.

⁸ 1Xtra: one year on: Duckfoot Research & Development, October 2003

Other speech output has reflected cultural events such as *Black History Month* with a series of features on black music icons.

In its first year of operation from launch in August 2002, the station carried a total of 618 hours of speech programming.

Social Action

1Xtra has brought listeners a number of social action campaigns since launch. These have included:

- *Hitting Home*, the pan-BBC project tackling domestic violence: 1Xtra participated in this by running a series of features; in one the audience heard stories from victims of domestic violence sheltering in a women's refuge; in another a variety of celebrities shared their experiences. Throughout the campaign, listeners were guided to advice either by a free telephone service or online at the dedicated BBC site.
- Gang culture in the UK: This gave the audience an insight into life in Manchester's Moss Side as seen through the eyes of three former gang members who now work on youth projects aimed at keeping young people away from guns and violence. Information on how to contact such groups was given.
- The dangers of skin lightening: This looked at why some black and Asian people choose to lighten their skin, and how they do it. Part of the coverage included going undercover to buy illegal skin lightening products. Health experts tested them and shared their results which showed the dangers of such products and advice was offered to anyone considering taking such drastic action.
- Exam results advice: In August 2003, 1Xtra offered a free confidential exam hotline, promoted on air, giving advice and information to those who had just received their A Level and GCSE results. Short features were broadcast throughout the day with more in-depth coverage on *TX Unlimited*. Presenters talked on air to people getting their results and discussed their options.
- Coping with student debt: This campaign included contributions from the Vice-Chair of the National Union of Students talking through the nuts and bolts of becoming a student, what it can cost and where to find help and advice.
- Taking Care. As part of a week-long pan-BBC campaign in February 2004, 1Xtra focused on a care home in Leicestershire. People who had been in care also wrote in with their personal experiences and views on how the system could be improved. These comments helped stimulate live debates held in the studio which featured case workers and people who had been through the care system. The response on the website was so strong that 1Xtra ran the package and hosted debates twice in the week.
- Missing. A documentary called AWOL featured the testimony of a young woman who had run away for about a year. She described how she had lived and her reasons for running away. She was reunited with her family during the making of

the documentary. The documentary featured advice from experts at the Missing Persons Helpline and the police.

Section 5: Appraisal of BBC 1Xtra's performance

Audience figures⁹

So far, 1Xtra 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 0.1% share and reaches 288,000 listeners, rising to 339,000 if children 4+ are included. On average, listeners spend 4.3 hours a week listening to the network and 17% of their total radio listening is to 1Xtra.

Audience Profile

As shown in the chart below, 1Xtra's audience profile is very much in accordance with its target audience. It has a very young audience, nearly two thirds of which are under the age of 25 and a slight male bias. 1Xtra attracts about 50,000 children under 15 and they account for 16% of the 4+ audience. Listeners to 1Xtra have the least upmarket profile of all BBC Radio services (with 43% of the audience falling into the C2DE category). The station has a southern bias, but also has a significant number of listeners in the midlands and the north of England.

The audience also has high digital awareness:

- 63% use the internet every week;
- 68% have digital television; and
- 77% of these have listened to radio via digital television.

Audience Approval

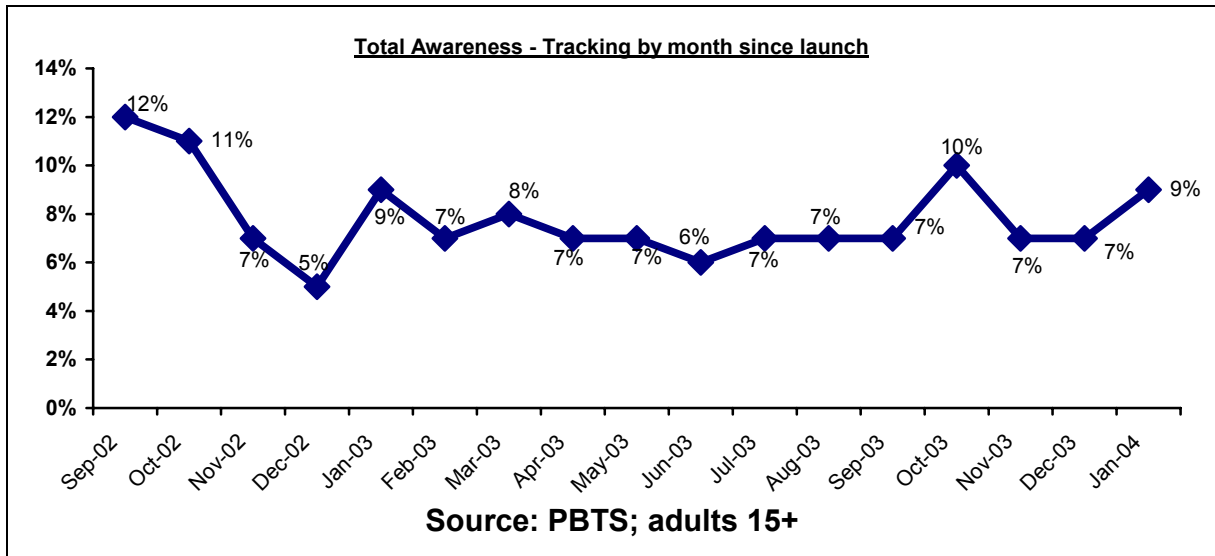
The BBC monitors "approval" of services on a monthly basis, asking people (for services they are aware of) to give them marks out of ten, where 1 is very unfavourable and 10 is extremely favourable. While there is an insufficient sample

⁹ RAJAR-IPSOS/RSL 6 months to Dec '03; 4+

for reliable approval scores by month or quarter for 1Xtra, the consolidated approval score for the 12 months to January 2004 is 8.1 out of 10, which is higher than BBC Radio's overall approval rating of 7.1.¹⁰

Audience Awareness

A summary of monthly awareness is included in the chart below with an average awareness of 8% since the service was launched in August 2002. However, apart from the launch which consisted of a general TV trail, the marketing has been highly targeted and this figure rises to 30% amongst young black audiences¹¹.

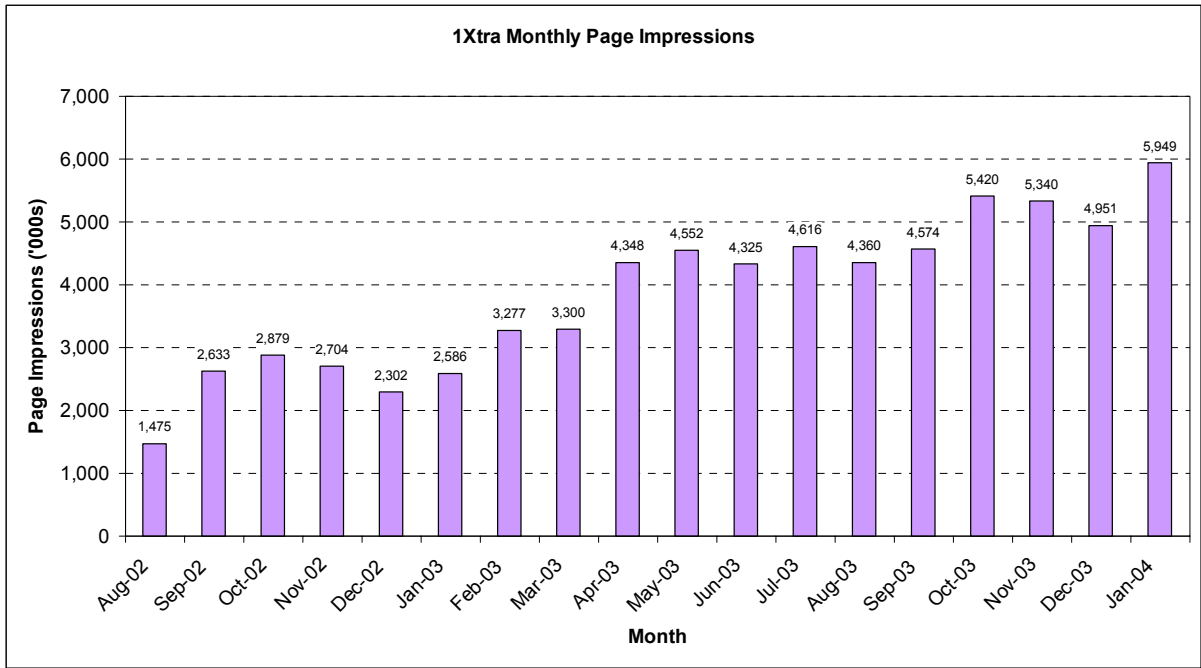


New Media Performance

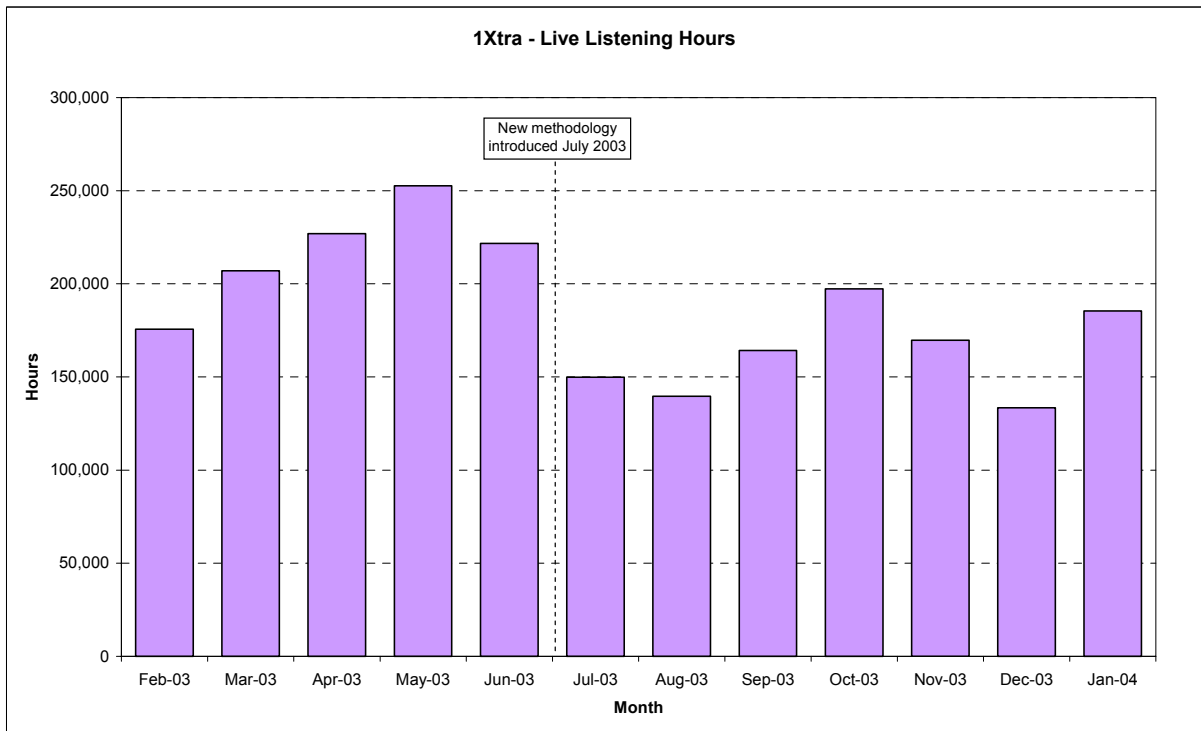
A critical part of the 1Xtra offering is its online service and the website grew steadily after its launch, passing one million page impressions each week within eight months. Currently page impressions stand at just under six million a month.

¹⁰ Pan BBC Tracking Survey; adults 15+

¹¹ Ipsos Ethnic Minority Survey, January 2003.

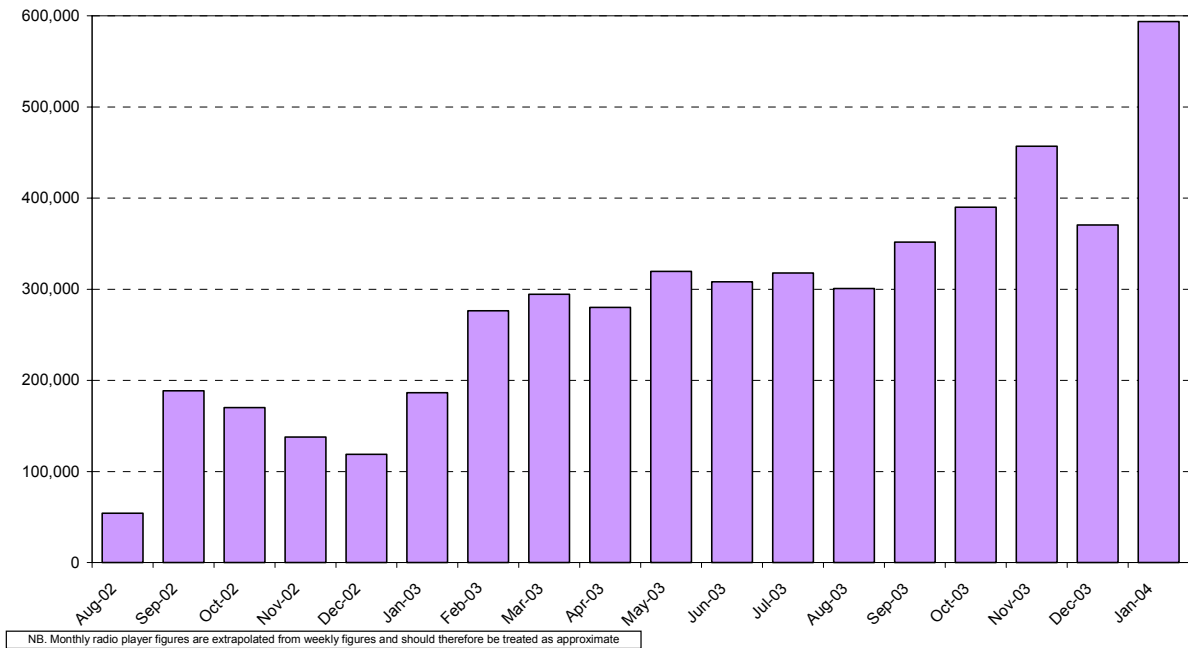


1Xtra has averaged over 160,000 hours of listening a month to the live audio stream on the website since a new methodology was introduced in July 2003, with a slight seasonal dip in December.

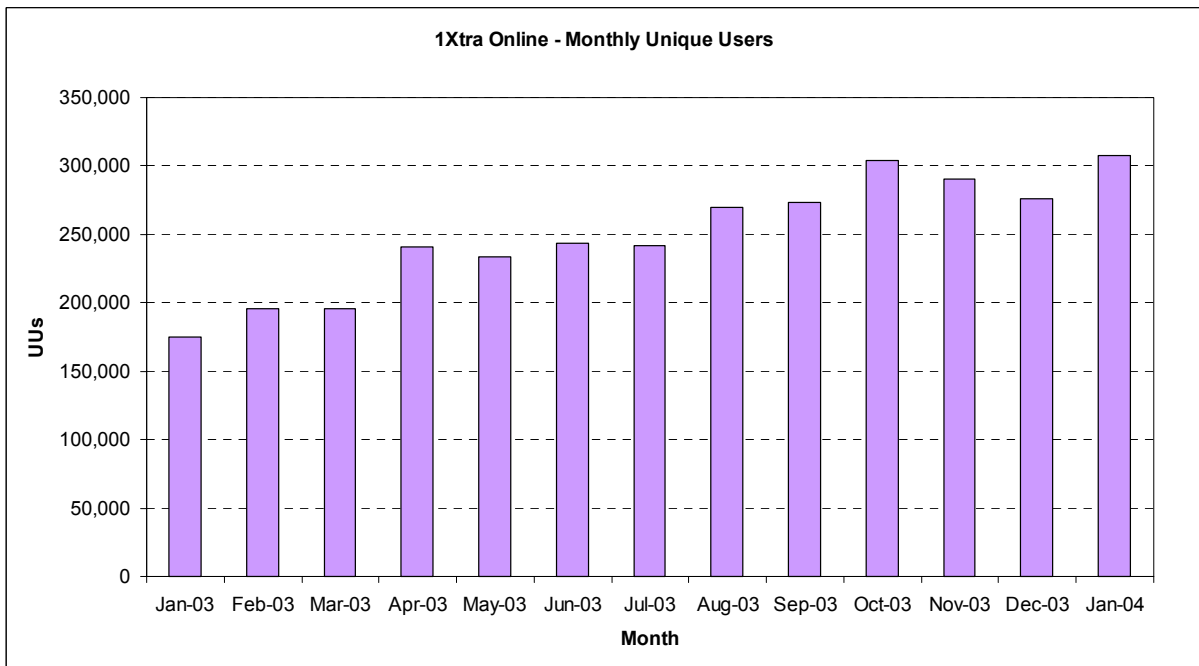


In November 2003, 1Xtra received over 450,000 requests for audio-on-demand through the BBC Radio Player with December showing the seasonal dip in figures.

1Xtra Monthly Audio on Demand requests



Monthly unique users¹² have gradually increased throughout 2003.¹³



¹² Unique user figures register the number of unique computers to visit a site over a given period and are the best approximation of unique individuals visiting a site currently available.

¹³ Due to a new methodology being introduced in Jan 2003, comparing with figures before that time would not be entirely accurate.

Audience impact

Towards the end of 2003, 1Xtra commissioned independent research on perceptions of 1Xtra amongst target audiences in major conurbations. The researchers¹⁴ reported that 1Xtra has been well received by listeners across the target audience and in all the different communities in which the study was conducted. 1Xtra is perceived as a developing radio station, positioned somewhere between a pirate and a mainstream specialist station.

Overall satisfaction with programming, especially the music was high. The negatives were confined to the difficulty in accessing 1Xtra and the perceived lack of marketing for 1Xtra after the initial launch.

Listener e-mails also suggest people also think 1Xtra is providing something they could not get before.

“For those of us outside London who’ve never had a station playing urban music, 1Xtra is a godsend.”

Listener e-mail

“Hi Dj Diggz, I just wanted to let you know how great it is to be able to hear a brilliant selection of R&B. I live in Northern Ireland and the radio stations are pathetic. Your (sic) doing a fantastic job!!!”

Listener e-mail

“Hiya 1xtra. I would just like to give a big thank you for playin my track live on air on the Homegrown show on Sunday. My name is Steve, you contacted me about the track being played and I'm very grateful for this. It was great to actually get some live coverage, many thanks to Ras also, big respect.”

Listener e-mail

Music industry response

Amongst people in the black contemporary music business, awareness of 1Xtra is strong and the station’s reputation is high.

“1Xtra faced the cynical UK industry and artists head on, and within 12 months has unquestionably changed the perception of the brand from zero to hero of the UK black music industry. Every kid wants

¹⁴ Duckfoot Research & Development, October 2003.

his records on 1xtra, and every label wants their artists playlisted by the station.”

Doug Cooper, Soul2Streets, Promotions Company

"Being the only national urban radio station 1Xtra are a key player in the future growth and longevity of the music in the UK. 1Xtra have been a key stop for all of urban acts since it's inception over a year ago...A station like 1Xtra is well overdue as despite the massive fan base for black music in the UK over the years, the mainstream media outlets have always tended to overlook the music and its contribution to youth culture and society in the UK. Outside of London, the fans of the music have been crying out for a legal outlet that they can listen to the music they love for more than a token two hours at a weekend and thankfully 1Xtra over the last year have been delivering the goods to their target audience.”

Hakeem Stevens, Warner Urban A&R

"I can't stress enough how important 1Xtra has been in giving my artists nationwide exposure at a time when only local pirates were offering support....I believe that digital stations like 1Xtra are the future of radio in this country, bringing quality new British music to the nation 24/7 legally, something no terrestrial station could even dream of doing and with the ever-increasing take-up of digital radio hardware, I believe they are moving into a very central position in Britain's broadcasting industry."

Nick Detnon, Belly of the Beast Management (includes Dizzee Rascal, Taz & Megaman)

"1xtra is a vital station for showcasing not only established artists on their A list but also breakthrough artists on the specialist shows. A thank you to all at 1Xtra for leading the way in digital radio, in five years you'll be known as the guys that "started it all"."

Andy Rutherford, label manager DMD Productions

Press response

1Xtra's press coverage falls into two distinct categories: firstly specialist publications for the target audience such as *The Voice, New Nation, Vibe, Touch, Knowledge, Blues & Soul and Hip-Hop Connection*; and secondly, the mainstream press.

Specialist publications have universally welcomed and embraced the station. 1Xtra is often featured on their front covers (six front covers in the first year of launch) and editorial comment has all been complimentary. *Vibe*, the American black music

bible, even went so far as to describe 1Xtra's launch as the "second most important event of 2002."¹⁵

"A year ago this August British Radio history was made: 1Xtra went on air. For the first time the BBC had a station devoted to fans of urban street music. Black, white, whatever, it didn't matter as long as you lived for fresh, funky beats. A station like this: it's what taxes should have been invented for."

Martin Clark. Deuce Magazine, September 2003

The mainstream press have not given much coverage to 1Xtra, although there has been some positive comment.

"1Xtra – has confounded media critics who said it had "a serious credibility problem", unsupported by a parallel music television station – unlike Kiss, Kerrang! and Smash Hits – the achievement of 1Xtra is unrivalled."

Ian Burrell, The Independent, November 4th 2003

"[1Xtra] is a slick, vital and impressively niche-marketed operation for an audience underserved by analogue radio."

Elisabeth Mahoney, The Guardian. August 19, 2002

International response

Although 1Xtra is aimed entirely at a UK audience, it has attracted internet listeners from around the world.

"yow bro i want u to big up my brother peter for showing me ur sight online its the bomb.I know non of the guys u ask about so i will keep my comments .Keep it real and sounding good in the Caribbean".

Listener e-mail from St. Lucia

"I'm from Boston, USA... just started listening to 1Xtra over the internet.. I love it! The only place you can get a flavour of the UK street.Top class web site and tunes... thanks much!"

Listener e-mail from Boston, USA

¹⁵ Vibe Magazine, *Droppin Dime* Top10 list feature, December 2002

hi there,i left london in august and moved to switzerland,i have been listening to bbc1 live xtra every day since then! It's the best way to stay in touch with the scene back home. keep up good the work ;-)

Listener e-mail from Switzerland

Awards

1Xtra won two awards for its launch film “Street Music”, a *Silver British Television Award* and a “Silver Pencil” in the D&AD¹⁶ Awards. At the British Asian Music Awards, 1Xtra’s Panjabi Hit Squad won the award for *Best Radio Show*.

¹⁶ An education charity which aims to inspire and promote good design and advertising

Section 6:

Performance of BBC 1Xtra against the Secretary of State's conditions of consent

The BBC gained consent from the Secretary of State to launch and operate 1Xtra subject to a number of conditions.

1. The service must play contemporary "black music" aimed at a young audience, covering all the popular 'urban' music genres.

1Xtra is aimed at a young audience and its profile is 64% under 25¹⁷. All of the music played on 1Xtra comes from contemporary black music genres, including Hip-Hop, RnB, UK Garage, Dancehall and Drum & Bass. Analysis of a typical week's programming found that 70% of the music played was either pre-release or less than one month old¹⁸. This was twice the amount of new music than the nearest comparative competitor, Galaxy 102.2 with 35%, whilst Choice FM had 29% and Kiss 100 had 16%.

The analysis also demonstrated the emphasis 1Xtra places on UK artists and tracks - 53% of music played was of UK origin, compared to Kiss 100, the nearest commercial station, which had 40% UK music¹⁹, whilst Galaxy 102.2 had 33% and Choice FM had 15%.

2a. The service must maintain its distinctiveness by concentrating on new "black music" and new artists within that genre by presenting a strong strand of live music; by not following trends in the mainstream top 40....

1Xtra does not follow the trends in the mainstream Top 40. The music analysis referred to above, found that 70% of music played was either pre-release or less than a month old.²⁰ It is rare for any tracks playing on 1Xtra to feature in the mainstream charts. 1Xtra has delivered a strong strand of live music with 68 separate live events throughout the year and close to 250 hours broadcast. In the studio 1Xtra has delivered 48 original "spotlight" sessions featuring acoustic performance by up and coming black UK artists.

2band by maintaining around 20% speech content, including around 10% covering news, documentaries and social action programming.

Internal records are maintained detailing the hours of news bulletins and other news, current affairs documentary and social action programming on 1Xtra. However, much of 1Xtra's speech content comes within music programming. The only way we have of monitoring that is to commission an independent service to record the output and use a team of people to listen to those tapes and measure the amount of speech. This is a costly exercise, so we are monitoring sample weeks rather than continually analysing the output. Monitoring for 1Xtra was conducted twice in 2003 and we are commissioning it on a quarterly basis in 2004 and beyond. In the first twelve months of broadcasting, 1Xtra delivered 26% speech, of which 7.1% was

¹⁷ RAJAR /IPSOS RSL 6 months to Dec '03, 4+

¹⁸ see 'Music Analysis' in Appendix 3

¹⁹ see 'Music Analysis' in Appendix 3

²⁰ see 'Music Analysis' in Appendix 3

news, documentaries, discussion and social action. Although the overall amount of speech on the network was well in excess of the 'around 20%' target, BBC 1Xtra took time to achieve the condition that "around 10%" of its output should cover news, documentaries and social action programming. This has been met in the first full financial year of operation, with the network achieving 9.7% but further work is still needed to ensure that, in future, this level is maintained, if not exceeded. (see Appendix 2 for full breakdown of music and speech percentages).

3 As a national "black music" station, this service must maintain its purpose of bringing together the diversity of 'black' music and culture across the UK.

1Xtra's on-line communities are thriving, providing a meeting place for lovers of black music from around the country to debate topics of interest to them. The network's website receives over five million page impressions a month and the message boards receive just over 4,000 posts a month.

Live music is also helping to meet this condition. The network's own live events give listeners a chance to come together and celebrate the diversity of black music. Coverage of the major cultural events relevant to 1Xtra's audience, such as the Notting Hill Carnival, and Southport Weekender, enable listeners to experience these gatherings, even if they cannot attend them.

Other conditions

Although they were not specified by the Secretary of State when she granted permission to launch, further commitments were made by the BBC to the DCMS about 1Xtra. These are set out below.

9 January 2001

1Xtra will actively supportclub-nights and live music...

At least once a week, 1Xtra has broadcast live from club nights, festivals and convert venues, covering the whole of the UK and some key international music events in Jamaica, Trinidad, Ayia Napa and Miami.

21 May 2001

1Xtra will:

- **be driven only by the needs of the target audience.**

1Xtra has been conscious that its audience is a group which feels little instinctive loyalty towards the BBC. Research prior to launch suggested that the target audience felt there was little on offer for them from the BBC and were wary that 1Xtra would be merely a token gesture in their direction²¹. Authenticity and credibility would be essential for success.

Throughout 1Xtra's inception keeping the needs of the target audience at the heart of the station has been paramount. Initial research amongst the target audience groups was carried out in order to establish the kind of radio station they were looking

²¹ Zenith Research, August 2001

for. It was from this research that the original proposition of the station was developed - a station that would play the very best in contemporary black music 24 hours a day without simply relegating these musical genres to their traditional late-night slots.

Since launch, 1Xtra has maintained a listener panel of between six and 12 young people in the target audience range, and consulted them frequently on the service being provided. Their opinions on the output, both music and speech, have informed production decisions, for example members of the listening panel have attended and contributed to the playlist selection meetings and have provided feedback on initiative such as the *Drum & Bass Week* and the *100% Homegrown Weekend* which have helped shape these offerings for 2004/05.

In order to ensure that the needs of the audience were met the station undertook to hire the majority of its staff directly from the audience it was aiming to serve. This was achieved through a nationwide tour of music venues and other culturally relevant locations where the aims of the station were set-out and people encouraged to apply to join the staff. The overriding criteria when hiring staff was a love of black music and an ability to prove this love was central to their lives - in the same way as we knew it was for our audience. This recruitment method has meant that the staff who work on 1Xtra are themselves the target audience and this has gone a long way to inform the station's policies and programming to ensure we are meeting their needs.

The station, since launch, has utilised its staff and DJs in order to stay in touch with the target audience. All staff are encouraged to attend relevant events where they can come face to face with the audience the station is aiming to serve and to use this experience to contribute to the setting of programme policy - particularly with reference to the music policy where the views of the staff gathered at such events play a part in forming the station's playlist. Contributions from the DJs who continue to play regularly at live events throughout the country (and which attract large numbers of the target audience) are also an important part of the station keeping in touch with its audience. These DJs have an intimate understanding of the current musical tastes of the station's audience and this understanding is drawn on via the weekly playlist meetings where the musical direction of the station is set.

In addition to this, regular feedback is received from the audience, both in person at our weekly live events, and via the online community and all this feedback is considered by the management team on a regular basis and used to better inform programming decisions and policy. During programming itself the audience is constantly consulted through the use of interactive elements on the station's website (including online polls and discussion points) as well as through e-mails and text messages. This immediate feedback is used by all the programme teams to ensure they are relevant to the audience's needs as well as giving the station as a whole a better understanding of what our audience thinks and feels on any particular issue.

In October 2003, 1Xtra commissioned an independent study into perceptions of 1Xtra amongst target audiences in major UK conurbations.²² The research showed that

²² 1Xtra: one year on: Duckfoot Research & Development, October 2003

1Xtra has been well received by listeners across the target audience and there was overall satisfaction with the programming, especially the music.

- **Concentrate on new artists, particularly British ones**

UK artists such as Gemma Fox, Est'elle and Mercury Award-winner Dizzee Rascal have publicly given credit to 1Xtra for its support in the early stages of their career. There has also been considerable industry recognition of what the station has achieved from agents, record producers and promoters, including Maurice Hamilton from VP Records and Paul Ruiz from Warner's.

- **Offer a wider range of music during the daytime than commercial stations**

In daytime, 1Xtra offers a mix of all the relevant black music genres, including Hip-Hop, RnB, Dancehall, UK Garage and Drum & Bass, traditionally confined to specialist evening shows. No other UK radio station offers this range during the day.

- **Showcase the best in new black music in performance bringing live music to the target audience**

1Xtra has brought live music to the audience on a weekly basis since its launch, featuring events and club nights from venues in the UK and around the world, including Hip-Hop act Klasnikoff in Nottingham, Soul artist Dwele in London and Dancehall specialists Lady Saw & Buju Banton in Leeds.

- **Feature regular bespoke news bulletins from the network's own news team**

1Xtra has a team of 20 journalists who produce the hourly *TX* news bulletins covering the news agenda from the perspective of the target audience.

- **Schedule topical discussion programmes every weeknight**

1Xtra brings listeners a two hour (since August 2003) news and discussion programme, *TX Unlimited*, every weekday, produced by the *TX* team and focussing on issues of particular relevance to the audience, such as HIV in the black community or the rise in the numbers of families sending their children back to the Caribbean for their education.

- **Schedule documentary programmes on music and non-music issues regularly**

In its first year, 1Xtra commissioned 43 special documentary features into topics such as the increasing use of the word "nigga" in modern Hip-Hop and an investigation into racist door policies at some music clubs, as well as features on black music icons which were scheduled during *Black History Month*.

- **Run several social action campaigns**

As well as its contribution to *Hitting Home*, the pan-BBC project on domestic violence, 1Xtra has run a number of social action campaigns on topics varying from student debt, the dangers of skin lightening, and gang culture in the UK.

- **Draw on the BBC's unrivalled radio production and journalism expertise to bring BBC production values to the target audience.**

1Xtra has 40 regular DJs and 10 more occasional ones, the majority of whom had never appeared on the BBC before launch. The station also recruited 52 production and operational staff, and 20 journalists, all to work exclusively on 1Xtra output.

All have been trained to the standards expected of all BBC Radio staff. In addition, the ability of 1Xtra to call on the resources of BBC News correspondents in the UK and abroad for *TX* and *TX Unlimited* has brought some of the most authoritative radio broadcasters to the target audience for the first time.

Section 7:

The way forward for BBC 1Xtra

These are still early days for 1Xtra but the station is already building a following amongst a young audience that previously felt it got nothing from the BBC and could not get the type of service it wanted on legal radio. It has also managed within a very short time to become a major player in the UK black music scene. There are, however, several areas where the network wants to do more.

Speech programming

Engaging the audience within speech-based programming is a major challenge for 1Xtra. This audience overwhelmingly listens to the radio for music and finding innovative ways to deliver quality speech, whilst still capturing their attention is difficult. *TX Unlimited* has made a good start but there is further to go to ensure that the listeners really respond to the programme and get involved.

One area of speech programming that 1Xtra is particularly keen to enhance is its provision of social action campaigns, to better reflect issues facing the audience and, where possible, offer guidance and information. Further social action programming planned for 2004/05 includes:

- Further education - examining the pressures and decisions faced by those wanting to go to university
- Disability - the difficulties faced by young disabled people when it comes to having a good time - what clubs are accessible to them and what protection does the law offer?
- Job hunting - the perils and pitfalls of finding your first job
- Just Say No - a look at the campaign of sexual abstinence in the US and whether it would work in the UK.

Live music

In its first year, 1Xtra delivered club night coverage every week as well as a number of key international events. However, this was less live music than originally planned, as delivering high profile international artists such as 50 Cent was more difficult than expected. In the months and years ahead, 1Xtra plans to expand live music coverage and innovate in the way live music is brought to audiences, from intimate studio sessions to major stadium events.

Awareness of 1Xtra


Another major challenge for 1Xtra is to raise awareness of the station amongst the target audience. The underperformance of the BBC as a whole amongst the young ethnic population means there are only limited opportunities to reach these audiences through cross-promotion on BBC services. 1Xtra therefore has to identify innovative and cost effective ways in which it can connect with the maximum number

of young people.

Conclusion

Overall, 1Xtra has made a strong start in attracting a young, predominantly black, listenership and establishing its credentials with the music industry. 1Xtra will now build on this to further establish its position as the home of contemporary black music in the UK.

Appendix 1: BBC 1Xtra Weekly Programme Schedule



streetmusic
be a part of it.
24 hours a day.
www.bbc.co.uk/1xtra

listen on:
sky digital 887/rd1 859/telemet 907/Freeview TV/
DAB digital radio and online
www.bbc.co.uk/1xtra

"mix dj's:
r&b bertie b/major d drums&bass saapo/friction
hip hop dj blends/charlie reed dancehall dj amaley/doctor c
uk garage agent x/dj carrie

monday	tuesday	wednesday	thursday	friday	saturday	sunday
0900-0900 early breakfast with jason & tyne					0800-0900 saturday breakfast mosha	0800-0900 vibrations with dj fitz
0900-1200 the breakfast show with rampage					0900-1200 weekend things with helina sd	
1200-1500 handicaps with saco & invisible					1200-1500 low down with peggy & davin	1200-1400 basement with saxxton kerron / shane / sean / steve
1500-1700 drivehome with kc					1500-1700 xtra time with £ money	1400-1600 xtra chart with romie horal
1700-1900 tx united - music, gossip & issues with anthony lee					1700-1900 diggz	1600-1900 the micklab with scott b
					1900-2100 saturday mixtape with sentox	1900-2100 100% homegrown with ras kwame
1900-2200 original fever with sleaz & rodney p	1900-2200 connections with l double	1900-2200 uptown anthems with robbie bevel	1900-2200 dancehall splurrr with robbie raux	1900-2200 the blueprint with richie vicki vee	2100-2300 underground knowledge j ds flax	2100-2300 heartless crew
2200-0000 dancehall splurrr with robbie raux	2200-0000 g child	2200-0000 femme fatale	2200-0000 takes from the legend excellibah	2200-0000 the next chapter with dj flight	2300-0200 xtra live	2300-0100 inhabits with bailey
0000-0200 dead beats with pangrabi hit squad	0000-0200 hit dancehall movement silver star	0000-0200 spotlight	0000-0200 deviation with benji b	0000-0200 soulful house with zaaron ross		0100-0300 hit sounds of socca dj sic & machael montano
0200-0600 x-cross with maany narita				0200-0600 tx mix*		0300-0600 xtra talent

Appendix 2 – Analysis of Speech Content of BBC 1Xtra

Note on methodology

Internal records are maintained detailing the hours of news bulletins and other news, current affairs documentary and social action programming on 1Xtra. However, much of 1Xtra's speech content comes within music programming. The only way we have of monitoring that is to commission an independent service to record the output and use a team of people to listen to those tapes and measure the amount of speech. This is a costly exercise, so we are monitoring sample weeks rather than continually analysing the output. Monitoring for 1Xtra was conducted twice in 2003 and we are commissioning it on a quarterly basis in 2004 and beyond.

NEWS & CURRENT AFFAIRS AND SOCIAL ACTION

Taken from actual output. Note: TX Unlimited contains some music between items but the whole programme is categorised as news & current affairs. Also all documentary programming is broadcast within TX Unlimited and is therefore included in the totals for that programme.

First year of operation = 52 weeks (August 2002-July 2003)

	No of weeks	No of bulletins	Ave mins per week	Total mins per period	Total Hours
News & Sport bulletins (pre change)	38	142 @ 2mins each	284	10792	180
News & Sport bulletins (post change)	14	135 @ 3mins each	405	5670	95
Entertainment News	52	16 @ 5mins each	80	4160	69
TX Unltd	52	1 hour per day	300	15600	260
Social Action	52	17 mins per week	17	884	15
Total News, CA & Social Action					618
Total Output					8736
% of News, CA & Social Action					7.1%

Financial year to date = 48 weeks (April 2003-February 2004 inclusive)

	No of weeks	No of bulletins	Ave mins per week	Total mins per period	Total Hours
News & Sport bulletins (pre change)	4	142 @ 2 mins each	284	1136	19
News & Sport bulletins (post change)	44	135 @ 3 mins each	405	17820	297
Entertainment News	48	16 @ 5 mins each	80	3840	64
TX Unltd (pre change)	19	1 hour per day	300	5700	95
TX Unltd (post change)	29	2 hours per day	600	17400	290
Social Action	48	17 mins per week	17	816	14
TOTAL News, CA & Social Action					779
TOTAL OUTPUT					8064
% of News, CA & Social Action					9.7%

CONTEXTUAL SPEECH

*Number of hours based on the average of 2 one week monitoring periods in June & October 2003. Monitoring conducted by Media Research (UK) Ltd

**Number of hours based on the average of 3 one week monitoring periods in June 2003, October 2003 and February 2004. Data on individual contextual speech categories for this period was not available at the time of going to print.

	June 2003	October 2003	Ave 2 monitoring periods
Cultural Commentary	2.1	4.4	3.3
Info/Brand Awareness	5.0	5.0	5.0
Listener Interaction	8.6	8.1	8.4
Music Context	10.5	11.3	10.9
Artist Interviews	2.6	4.3	3.5
TOTAL	28.9	33.1	31.0

First year of operation = 52 weeks (August 2002-July 2003)

	No of weeks	No of hours*	Total Hours per period
Cultural Commentary	52	3.3	171.6
Info/Brand Awareness	52	5	260
Listener Interaction	52	8.4	436.8
Music Context	52	10.9	566.8
Artist Interviews	52	3.5	182
TOTAL CONTEXTUAL SPEECH*	52	31.1	1617.2
TOTAL OUTPUT			8736
% OF CONTEXTUAL SPEECH			18.5%

Financial year to date = 48 weeks (April 2003 – February 2004 inclusive)

	No of weeks	No of hours*	Total Hours per period
Cultural Commentary	48	3.3	158.4
Info/Brand Awareness	48	5	240
Listener Interaction	48	8.4	403.2
Music Context	48	10.9	523.2
Artist Interviews	48	3.5	168
TOTAL CONTEXTUAL SPEECH* (June & Oct 03)	48	31.1	1492.8
TOTAL CONTEXTUAL SPEECH** (Feb 2004)	48	31.5	1512
TOTAL OUTPUT			8064
% OF CONTEXTUAL SPEECH			18.8%

TOTAL SPEECH PERCENTAGES FOR 1XTRA

SPEECH CATEGORY	1st year of operation	Financial year to date
News & Current Affairs	7.1	9.7
Contextual Speech	18.5*	18.8**
TOTAL SPEECH	25.6%	28.5%

Appendix 3: Music Analysis

This analysis was conducted by 1Xtra's Music Manager during the week of October 20th – 26th 2003 examining all music delivered by the station in both daytime (playlisted) shows and the evening (single-genre) shows

- **On average 53% of the music played on 1Xtra is UK music**

Overall % of music on our/competitors station from the UK/US/ world

	1Xtra	Choice FM	Galaxy 102.2	Kiss 100
Total Output: Percentage of UK music	53%	15%	33%	40%
Total Output: Percentage of US music	34%	75%	59%	51%
Total Output: Percentage of Foreign Music	13%	10%	8%	9%

- **Single-genre shows play an average of 69% UK originated music each week.**
- **Playlist (i.e. music scheduled during the day) contains an average of 37% UK music**

Percentage of music on our/competitor playlist from the UK/US/world

	1Xtra	Choice FM	Galaxy 102.2	Kiss 100
Percentage of UK music on playlist	37%	10%	33%	34%
Percentage of US music on playlist	49%	80%	59%	59%
Percentage of World Music on Playlist	14%	10%	8%	7%

Total number of tracks on 1Xtra's playlist = 65 tracks

Total number of tracks on some competitors' playlists

Galaxy 102	37
Galaxy 102.2	39
Galaxy 105	33
Galaxy 105-106	34
Kiss 100	44
Choice	31

- **1Xtra play 70% new music during daytime**

'new' is defined as music that is either white label (not commercially available), pre-release or less than a month old following its commercial release

Percentage of new music on 1Xtra / comparative commercial station playlists

1Xtra	Choice FM	Galaxy 102.2	Kiss 100
70%	29%	35%	16%