

Submission for the Secretary of State's review of BBC Asian Network

March 2004

Contents

Section 1: The vision for BBC Asian Network

Section 2: What makes BBC Asian Network distinctive

Section 3: BBC Asian Network as a multimedia service

Section 4: Editorial review of BBC Asian Network

Section 5: Appraisal of BBC Asian Network's performance

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

Section 7: The way forward for BBC Asian Network

Appendix 1: BBC Asian Network Schedule

Appendix 2: Analysis of speech content of BBC Asian Network

Section 1:

The vision for BBC Asian Network

The BBC Asian Network is a speech and music network for British Asians. The majority of its programming is in English but every evening there are programmes in five of the major Asian languages spoken in the UK. The network is designed to offer a wide range of content for British Asians, providing news, sports news, music and a forum for debate. It is the only national Asian station available on DAB Digital Radio and stands out from Asian local stations in the UK, particularly for its news and current affairs coverage.

The BBC Asian Network has its origins in specialist programmes for the Asian audience on BBC Local Radio stations in the Midlands in the 1970s. The provision of such programming recognised the needs of the growing Asian communities for information, often in their mother tongue, and for entertainment. Over the next two decades the hours of programming increased substantially and frequency splitting permitted Radio Leicester and Radio WM (Birmingham) to originate a separate Asian output on their AM transmitters. In 1996, these strands were pulled together to form the BBC Asian Network as a regional station in its own right with its own editor, staff and advisory council.

During the following six years, the network developed its local transmission area even further, by gaining access to other Local Radio AM transmitters in the North and Midlands. Some cable operators added the station to their portfolios and in 1999 it became available on satellite television. In the following year, the network established its own website. Staffing and programming developments matched the expansion of broadcasting platforms. Of these, the most important was the establishment of the station's own newsroom in 1998 with a network of reporters in areas of Asian concentration.

Following the granting of approval by the Secretary of State in September 2001, the BBC Asian Network was re-launched as a national station on 28th October 2002 with a new schedule and programming originating from Leicester, Birmingham and, for the first time, from London, with the *Sonia Deol* show, a mid-morning phone-in. The national launch was accompanied by a major marketing campaign with TV and radio trails and poster advertising.

The BBC Asian Network's speech content at 58%¹ is considerably higher than that of any other radio station for the Asian community. In English, it provides news and information in its breakfast and drivetime shows, with news and debate in its morning phone-in and its reporters cover stories which are not always on the main BBC news agenda. The Network also provides its own coverage of sports of interest to the Asian community, such as cricket matches between India, Pakistan, Sri Lanka and Bangladesh.

Every evening the BBC Asian Network offers news and audience interaction in South Asian languages, with programmes in Hindi-Urdu, Bengali, Gujarati, Mirpuri or Punjabi. It also broadcasts daily devotional programmes, and marks all the major festivals of Asian faiths, including Muslim, Hindu, Sikh and Christian celebrations. Musically, the station lends strong support to new British Asian music, as well as playing popular Bollywood and Lollywood (Pakistani film music) tracks.

¹ Research conducted by Media Research UK Ltd. (See Appendix 2)

The BBC Asian Network is aimed primarily at young British Asians under 35. Some of its programming, notably the weekday late evening music show, is targeted very specifically at these listeners, whilst the early evening language programmes are of particular interest to an older Asian audience less familiar with English.

The BBC Asian Network is available on DAB Digital Radio, online, digital cable television, digital satellite television and Freeview, and also on AM radio in the Midlands². It broadcasts every day from 5 am to 12.30 am. Between 12.30 am and 5 am it takes programming from the BBC World Service. It originates 4,836 hours of English language output and 2,210 hours of Asian language programming, as well as broadcasting 1,690 hours of World Service relay a year.

² 24 hours a day in the East and West Midlands, Peterborough and North Cambridgeshire. Evenings transmissions in Derbyshire (Mon-Sun), West Yorkshire (Mon-Sat), Lancashire (Mon-Sat), Beds Bucks and Herts (Mon-Fri) and Sheffield (Mon-Fri)

Section 2:

What makes BBC Asian Network distinctive

The Asian population in the UK is 2.3m³, and where it was once concentrated in a few key cities, such as Birmingham, Leicester and London, it is now spread widely across the UK. This audience has been underserved by the BBC: research in 2001 showed that 66% of Asians in London, who made up nearly half of the total UK Asian population, did not listen to any of the BBC's radio networks⁴.

The research also showed that, compared to the population in general, the Asian community was more likely to listen to speech radio – 39% of Asians compared to 26% of the general population. Yet there was no existing national speech-based service, BBC or commercial, regularly addressing issues of specific interest to British Asians. The BBC Asian Network meets this need and makes a distinctive contribution to the UK Asian radio marketplace by:

a: Providing bespoke news, sport and current affairs coverage

The BBC Asian Network has a staff of 45 journalists, including seven reporters in London, Leicester, Birmingham, Leeds and Manchester, who provide a daily service of news bulletins and current affairs input into the breakfast, lunchtime and drivetime programmes. In total, there are 8 hours 47 minutes a week of news bulletins, including those for the Asian language programmes.

The BBC Asian Network has its own dedicated sports service of five journalists who deliver sports bulletins and sports programming. The station also calls upon the main newsgathering and reporting services of the BBC both in the UK, the Indian subcontinent and across the Asian diaspora. No other UK Asian radio station offers an equivalent news and sports service.

b: Giving British Asians a forum where their opinions can be aired and shared

Every weekday the *Sonia Deol* show allows the British Asian population and other listeners to debate a broad range of subjects of particular interest to them. Online the Asian Network's message boards also encourage discussion amongst Asians around the UK.

c: Running social action campaigns to assist and inform listeners

The BBC Asian Network contributes fully to pan-BBC social action campaigns, giving an important additional perspective to the overall coverage.

³ 2001 Census

⁴ Source: RAJAR/IPSOS-RSL Wave 3 2001

d: Supporting the UK Asian music industry

Music is a key component of the station's output and whilst film and popular music from the subcontinent features in core programming, the station operates a playlist that prominently supports British Asian music and has specialist programmes that heavily feature Asian music from the UK. Our research suggests that, of the national commercial Asian stations, only Clubasia runs a similar playlist and it features fewer Asian tracks than the BBC Asian Network.

e: Having a strand of live music to provide new listening experiences for the audience

The weekday late evening show presented by Adil Ray provides an important showcase for British Asian bands in session and remix DJs. BBC Asian Network road shows have taken British Asian talent to summer Melas and music festivals and to clubs for major outside broadcasts.

f: Having a presence at live events around the country to connect directly with the audience

To bring the BBC Asian Network to the attention of potential new digital listeners and to improve its connection with its audience, the station has adopted a high visibility strategy and has actively gone out to meet its listeners.

The summer and autumn music festivals, known as 'Melas', attract large numbers of Asians. The organisers of the six Melas, where the BBC Asian Network had a roadshow presence in 2003, estimated that their attendance totalled 164,000. At the final Mela of the season, held at the Wembley Exhibition Centre in London, the BBC Asian Network was the official broadcast partner, running both the main stage and a "BBC village" area where members of the public were also able to meet other parts of the BBC including Recruitment, BBC London and BBC Digital.

To reach the younger audience, the BBC Asian Network has broadcast, recorded, or promoted acts at seven club nights in Watford, Leicester, Nottingham, Derby, Leeds, Ascot and Hammersmith. One of the biggest of these was at Watford in December 2003 which attracted an attendance of 2,500.

g: Featuring religious programming for an Asian audience

The BBC Asian Network broadcasts daily devotional programmes with speech and music as well as marking all the major Muslim, Hindu, Sikh and Christian festivals with special coverage.

h: Bringing listeners Asian language programming

The BBC Asian Network broadcasts Asian language programming every day, including programmes each week in Hindi-Urdu, Bengali, Gujarati, Punjabi and Mirpuri.

i: Finding and developing new talent, on air and behind the scenes

The station provides employment opportunities to about ninety full-time and part-time staff, of whom 89% are of Asian ethnic origin. Network alumni are already making their way in mainstream radio and TV.

Section 3:

BBC Asian Network as a multimedia service

The national BBC Asian Network was designed as a multimedia and interactive service that would communicate regularly with listeners and offer them content beyond what is broadcast live on air.

BBC Asian Network listeners are more likely to have digital television than the population at large. Audience data from RAJAR⁵ shows that 57% of BBC Asian Network listeners have digital TV in their household compared to a UK average of 42%. 43% claim to have listened to the radio via the TV - over twice as many as have done so from the UK population as a whole - and 82% of those do so weekly.

50% of BBC Asian Network listeners have accessed the internet within the past 3 months, higher than the UK average of 45%. 23% have listened to a radio station via the net with 29% visiting a radio station's website. BBC Asian Network listeners are 80% more likely to listen to a radio station from outside the UK via the internet than the average UK adult, although local stations from their area and national UK stations remain the most popular stations accessed via this platform.

BBC Asian Network uses interactive services, including online, SMS, DAB Digital Radio text, digital television text and the BBC's "audio on-demand" Radio Player to deliver more to audiences. They also enable British Asians and the Asian diaspora throughout the world to interact with the station and each other in ways that have not been possible before.

Online

Online, the BBC Asian Network offers the schedule of its broadcasts, information about the programmes and presenters, topics for debate, competitions and news. There are daily updates of British Asian news and sport stories as text and audio, including language bulletins. There are also links to the BBC South Asian news and the BBC World Service news. During the war in Iraq, the BBC Asian Network website was able to offer a day-by-day diary of events from a British Asian perspective with reports and bulletins to complement the BBC Asian Network on air coverage and the BBC News offerings.

Listeners interact daily with programmes and personalities through e-mail, SMS text messaging and message boards. These bring together a digital community, giving it the chance to discuss a wide range of issues from an Asian perspective. For example, during the Iraq war the BBC Asian Network message board acted as a sounding board for British Asians, giving all sorts of people from across the country a place to air and exchange opinions which would otherwise not be heard. All debates were sensitively monitored and moderated to ensure they adhered to the BBC standards of quality and impartiality. During the war, overall message board postings doubled. In early March 2003, postings were running at 1,500 per week; by early April the figure was over 3,000.

The website has also played a major role in supporting other aspects of the output such as *Hitting Home*, the pan-BBC social action campaign about domestic violence, and *Music Week* in early summer 2003, during which the BBC Asian Network used a

⁵ RAJAR/IPSOS-RSL 12 months to Dec '03

number of its programmes to analyse the current state of British Asian music. Listeners were also encouraged to contribute their opinions via SMS text messages, which were read on air by the presenters.

There are a number of other ways listeners can influence what they hear on the station. The *Adil Ray* show, every week night, provides a platform for Britain's growing young Asian population. Interaction with listeners – whether by phone, e-mail or SMS text messaging – is part-and-parcel of the show's proposition. On the *Top Ten*, a daily chart show interlaced with news stories, (now known as the *Anjum Rafiq* show) listeners were able, for a period, to determine the entire album chart broadcast by voting online. Up to 200 listeners voted each day. The BBC Asian Network also ran "The Wedding Song Project" to find the best Asian wedding song, in conjunction with Radio 3's Interactive project *World on Your Street*. Five Asian celebrities proposed a favourite wedding song on air, and then the audience voted for their favourite.

Religious festivals such as Diwali (the Hindu Festival of Lights), the Muslim month of Ramadan, and the Sikh celebration of Vaisakhi are celebrated through text, audio and video content online. Message boards enable listeners to talk about the festivals to each other in their own time.

The summer Melas, Asian music and lifestyle festivals, and *Mela 2003* in London were huge events that brought together Asian communities across the country. Coverage on the BBC Asian Network website gave listeners access to events online that they may not have been able to get to in person.

The BBC Radio Player enables BBC Asian Network listeners to hear programmes "on demand" for up to seven days after broadcast. This is being used by Asians in Britain as well as those overseas. International take-up is worldwide but particularly strong in the USA and Canada.

The BBC Asian Network's website team is also assisting other parts of the BBC in improving provision for Asian audiences. For example, the five person team was asked to write content for BBC News on bhangra music in the run-up to the 2003 Mercury Music Awards.

Live text services

The BBC Asian Network uses the text facility on DAB Digital Radio to offer the listener live information about the programme being broadcast and how to contact the production team. The Network plans to expand this service in future by, for example, giving details of music tracks and studio guests. Live text is also available on Freeview and the Network wants to extend this service to other digital television platforms as bandwidth and platform operators allow.

Section 4:

Editorial Review of BBC Asian Network

BBC Asian Network brings listeners sport, news and current affairs, a portfolio of Asian language programmes, religious broadcasts and a range of Asian music. The station also serves as a forum for debate and a sounding board for Asian opinion. Highlights of the output since the network's national launch have been the reporting of the Iraq war, World Cup cricket from the station's own team of reporters in South Africa, the station's promotion of British Asian music, the Mela outside broadcasts and coverage of religious festivals.

Presenters use English predominantly in daytime, but switch briefly into Hindi-Urdu and other languages when dealing with callers and contributors less fluent in English, mirroring the way Asians communicate and interact with each other in Britain. The exceptions to the primacy of English during daytime programming are the daily mid-afternoon programme presented by Navinder Bhogal, and a two-hour Sunday afternoon request show, both presented in Hindi-Urdu.

News and Current Affairs

The BBC Asian Network's dedicated newsroom provides nearly nine hours a week of news, comprising hourly bulletins from 6 am-10 pm daily with headlines on the half-hour at peak times. These bulletins in English are a mix of British Asian, national, international, South Asian and Asian diaspora news provided by the station's own newsroom but calling upon the worldwide news resources of the BBC. In the evening, regional language programmes there are news bulletins in Hindi-Urdu, Punjabi, Gujarati, Bengali and Mirpuri. No other UK Asian radio station offers any similar news and current affairs service.

The *Breakfast*, *Anjum Rafiq* lunchtime show and the *Drive* programmes during the week all carry substantial news and current affairs reports, covering domestic and international stories from the specific British Asian perspective. The network stays with stories that matter to its audience for longer than mainstream media, and, by using different grass roots contacts, it offers voices not heard on other BBC radio stations.

Major stories for the Asian communities since the BBC Asian Network's national launch, besides the war in Iraq, have been controversy about Muslim clerics in London mosques, alleged racism in the police and prison services, asylum seekers, the plight of British Asians imprisoned in Guantanamo Bay, and, because of its ability to expose divisions between Hindus and Muslims in this country, the Ayodhya temple dispute in Gujarat.

The BBC Asian Network newsroom regularly breaks exclusive stories. For example, a BBC Asian Network broke the story from Bradford that, because of inter-marriage, in ten years time half of the town's Asian population may have some form of disability. This story was picked up and broadcast by other BBC radio and television news programmes. It was also well received locally:

"I would like to say that BBC Asian Network has done an excellent job for the Asian communities in West Yorkshire. Your programmes are listened to with keen interest, and we enjoy your mix of local, national and news from the

Indian subcontinent. Last year, your Yorkshire reporter, Sanjiv Buttoo, researched a special report on the high levels of Disabilities within the Asian communities. We got a very good response to this programme and many national papers and TV channels also took their cue from you and contacted our organisation to follow your lead. Well done and keep up the good work!"

Bary Malik JP, Chief Executive, Asian Disability Advice Association, Bradford

Coverage of news and current affairs is not confined to bulletins in daytime hours during the week but can be heard across the output. One example of the network's flexibility and ability to respond to its audience came in August 2003, when the death of Idi Amin, the former dictator of Uganda, was announced at a weekend. Dozens of callers rang the *Weekend Breakfast Show* to relive their memories of him, their experiences of living under his regime and to tell stories of being torn away from their homes, families and businesses when he ordered the eviction of Asians from Uganda. There were so many of these stories that they were broadcast over both *Weekend Breakfast Shows* and in the Punjabi and Gujarati weekend programmes.

Debate

Listeners can contribute to studio discussions via phone, e-mail, text and message board. In *Drive with Ray Khan* in the early evening, listeners are offered the opportunity to react live on air to the day's news stories in the Talking Point feature. The mid-morning *Sonia Deol* show offers the main platform for on air discussion, providing a sounding board for the community, and offering them a rare chance to discuss the topics of interest to them. It regularly airs the inter-generational conflicts in the British Asian community, discussing subjects such as marriage, divorce, caste, homosexuality and adoption, as well as news-related issues such as citizenship tests.

Subjects that have attracted the most listener participation in the past year on Sonia's programme have been arranged marriages, the war in Iraq, racism in the police service and in the UK generally, asylum seekers, faith schools, domestic violence, suicide bombers and infidelity.

"Sonia Deol and The BBC Asian Network is great, it is a real breakthrough for the Asian community, where people of all ages living in this day and age, can discuss the things that really matter to them, whether they are considered taboo or not, The BBC Asian Network has made a place for them. From Boyfriends to Asian women's facial hair problems, there is nothing the Asian Network hasn't done. It is innovative, important, and highly entertaining."

Shazia Mirza, Stand-up comedienne, November 2003

The *Sonia Deol* show, broadcast from studios in London and produced by a specially-recruited team based in the capital, underlines the station's commitment to London's large Asian community. However, there are other opportunities across the network for discussion and debate, especially in the evening language programmes which offer a chance for older listeners, less fluent in English, to have their voices heard.

Language programmes

The BBC Asian Network provides four and a half hours each a week of Bengali, Gujarati, Punjabi and Mirpuri, and 18 and a half hours a week of Hindi-Urdu. The key principle observed by the Network in allocating the language output is to offer equal provision for regional languages, regardless of the size of language groups.

Besides their contribution to the national debate, these programmes play an important cultural role in the Asian language communities. In National Poetry Week in October 2003, the Hindi-Urdu programme relayed substantial parts of an Urdu poetry symposium held at Birmingham University and featured the legendary Urdu poet from Pakistan, Ahmad Faraz, and other international Urdu poets. In the second hour of the programme, over 60 callers participated in a poetry phone-in.

In the same week, regional language poetry was also celebrated in the Bengali, Gujarati, Punjabi and Mirpuri language programmes, with poets and readers in the studio and enthusiastic participation by phone from listeners.

The programmes are also a useful source of information to non-English speakers. Discussions on health issues like smoking, alcoholism, diabetes and heart disease and topics of general interest like pensions, education and racism have been carried on all the language output.

Other discussions are matched more closely to the interests of specific linguistic communities. Honour killings and Kashmiri concerns feature on the Mirpuri programme, issues of caste and communal violence reflecting events in India on the Gujarati programme while broader political discussions on such topics as Indo-Pakistan relations and the state of Afghanistan tend to be placed in the Hindi-Urdu programme for maximum access.

A range of social issues from low pay to fostering are discussed across all the programmes and the regional language strands fully participate in social action campaigns with counselling provided in all languages.

Each regional language programme celebrates the music of its linguistic community in folk, traditional, film and popular music and features artists from the subcontinent and the UK.

Music

About 42% of the network's output is music. With its brief to serve older as well as younger listeners, the station plays a wide spectrum of Asian popular music ranging from classic tracks of the Fifties and Sixties to the latest Bollywood and Lollywood film soundtracks. Other UK Asian radio stations such as Sunrise Radio, Asian Sounds, Sabras Radio and Clubasia do not offer the mix of music offered by the BBC Asian Network.

The network playlist houses 48 tracks, updated weekly on a Thursday, the day on which the Asian music industry releases its new records. It is divided into three sections, A, B and C, which determine the frequency of play. The A and B sections have 15 tracks each, with 18 in C. The table below gives an idea of the track rotation, based on the main programmes on weekdays; *Breakfast*, *Sonia Deol*, *Anjum Rafiq*, *Navinder Bhogal*, *Drivetime* and *Adil Ray*.

Playlist	A	B	C
Number of Tracks	15	15	18
Plays Per Day	5	3	2
Plays Per Week	22 +	10 +	2 +

Of the commercial stations, only Clubasia runs a playlist, which also houses 48 tracks. However a comparison of the two playlists for the week beginning 5th January 2004 shows that the BBC Asian Network's playlist offers a wider range of Asian music.

Category	Asian Network	Clubasia
Bollywood	18	10
Brit-Asian	16	13
Lollywood	1	0
South Asian Pop	13	6
Mainstream Specialist (English)	0	19

British Asian music has been moving to the forefront of the British music scene recently, with artists like Panjabi MC, Rishi Rich and Bhangra Knights being heard on mainstream music stations across the UK. The BBC Asian Network has been championing British Asian music over a long period and this support has grown with the Network going national.

The Network has agreements with major Asian record labels which enable it to play new tracks at least two weeks before release.

Since becoming a national service, the network has backed new UK Asian acts, including Hunterz, Devoted, Jay Sean, Jag and Jindy Sandhu and put them on the playlist operating across much of the network's output.

In addition, the youth-oriented late night show, presented by Adil Ray, broadcast five nights a week, provides a regular platform for UK and international artists to showcase the very best in young Asian music. Since launch, this programme alone has broadcast 21 live sessions. No commercial Asian station offers live sessions in this way.

Other new artists given support on Adil Ray's show include Dr Zeus from Birmingham, RDB from the Leeds/Bradford area, J-Skillz from Wolverhampton, Surinder Rattan from Manchester, Tigerstyle from Glasgow and The Rishi Rich Project from London. In March 2003, a little-known West London vocalist named Jay Sean made his debut radio appearance on the programme. Six months later, Jay signed a record deal and went on to perform on *Top Of The Pops*. His single, Dance With You (Nachna Tere Na) went to Number 12 in the Official UK Top 40. He is hugely appreciative of the support he received from BBC Asian Network:

"I wouldn't be where I am today without the support of the BBC Asian Network - the station has backed me from day one with interviews, live appearances at the Summer Melas and helping to promote myself to the mainstream.

A year ago I was unknown on the music scene, I have managed to get recognition in the mainstream by being playlisted on the station playlist, being airplayed on Radio 1 and 1Xtra.

I was given the chance to perform on Top of The Pops with my debut single and all this would not have been possible without being picked up by the BBC Asian Network - the station responsible for getting Asian artists recognised in the music industry."

Jay Sean, artist

The programme also continually works to find the next generation of Asian DJs, providing the unique opportunity to take their talent out of the home and on to the airwaves. Those supported by Adil Ray, who are now receiving wider recognition, include DJs Nicku, Friction, Dev-T and Soni. More than 50 guest DJs have aired their mix and remix skills on the weekly *Hot Mix* section of the programme. DJ Sanj, of Birmingham's Envy record label, recently remixed a track from Pop Idol contestants and consequent chart-toppers Liberty X, which helped take their record to Number 6 in the *Official UK Top 40*. Only months ago, the likes of Sanj would have been heard only on the *Adil Ray* show.

The *Adil Ray* show also regularly gets out of the studio and into the heart of the young UK Asian music scene. Since the launch, it has broadcast from club nights up and down the country, including Shaanti from Birmingham, Swaraj from Ocean in London and Wind Down from Leeds.

DJ Ritu's *The Mix*, broadcast on Sundays from 2-4 pm, has a reputation for first plays of new mixes and interviews with up-and-coming talent. XS Bass, Sneah Mistri and the Secret Service are some of the new artists showcased on *The Mix* in the last year. In addition, the show has featured stars of bhangra - a music genre which originated in the Punjab then was developed in Britain - including DCS, Malkit Singh, Apache Indian and Taz.

The British Asian Music industry does not have accurate charts equivalent to the *Official UK Top 40*, so from its digital launch the Asian Network created its own *T20* charts reflecting the Top Twenty British Asian Albums of the Week. The charts are compiled by "chart dipping", an assessment of sales and airplays across the country. The music industry has been extremely supportive of the new chart:

"It's about time we had a regular chart for the Asian scene; we can't continue to grow if we don't get the right structure. We need the charts and the credibility of the BBC Asian Network behind it."

Ninder Johal, Managing Director, Nachural Records

“There have been many attempts to get a chart together but they all fail because they’re linked to certain labels and artists. At least the BBC is independent.”

Dr Zeus, Artist

“The industry needs a good chart show. The T20 has finally filled that void.”

DIP, Artist

During summer 2003, the BBC Asian Network supported unsigned acts at the British Asian festivals, known as the Melas. The search for the next Asian Star began with the launch of the *BBC Asian Network Unsung Award* on the late evening show presented by Adil Ray.

Listeners were invited to send in their demo tapes, competing for the prize of performing on stage at *Mela 2003* at Wembley in London in October 2003. Out of more than 100 entries, four finalists were chosen to perform unaccompanied on stage in a live showcase hosted by Adil Ray.

More than five thousand listeners cast votes for their favourite performer online. The overall winner, chosen by a panel of industry experts, was Sabrina Gill, a student from Oldbury in the West Midlands who had previously only sung for friends and family. She is currently in the process of making her first professional recording with the Asian label, Envy Records.

Sport

When the BBC Asian Network launched as a national service, a dedicated sports team of five journalists, three of them Asian, was recruited. The new team was advised by journalists from BBC Sport, experienced in radio broadcasting on BBC Radio Five Live. Sport now features in all the network's news bulletins and sports features and interviews are run in daytime programming. Sports reports highlight personalities, fixtures and issues with a South Asian slant but also cover all significant sports stories, especially cricket and soccer.

There are regular sports bulletins from 6.30 am until 7.30 pm every day. On Saturday afternoon *Sanjeet on Saturday*, presented by Sanjeet Saund, offers four hours of sport and music featuring Premiership soccer and a range of Asian interest sport.

Special sports event coverage in the past year has included:

- the BBC Asian Network's own team of reporters broadcasting live from the 2003 Cricket World Cup in South Africa;
- live commentary on boxing title defences by Jawaid Khaliq, the world IBO welterweight champion from Derby;
- following the British Asian hope, Arvind Parmar, and the two top Indian players, Mahesh Bhupati and Leander Paes, at Wimbledon in 2003;

- live commentary on the semi-final and final of the Twenty20 Cricket Cup from Trent Bridge;
- reports from every India, Pakistan, Sri Lanka, Bangladesh and England international cricket match.

On the historic occasion of the opening game in the one day India-Pakistan series in Karachi in March 2004 - the first time in 14 years that either side had toured the other's country - the Asian Network abandoned its usual Saturday schedule to devote the day to coverage of the match and its record-breaking finish, with India winning by just five runs. The network's team of three in Karachi provided ball-by-ball coverage and news pieces throughout the nine hours of the match. The Asian Network was the only radio station doing extensive commentary on the one-day series as well as the Tests. The audience responded with enthusiasm: the number of telephone calls to the sports programme rose significantly on the day, and there were 500 responses to the online vote as to who would win.

The network's sports broadcasts have won praise from sports people and organisations:

“There is no doubt that the Network has made a significant, and very important, contribution in helping the England and Wales Cricket board to promote cricket to the various Asian communities around England. We are very grateful for your help in doing this and value the close working relationship that we have established with your organisation. The ECB is hosting the ICC Champions' Trophy in September 2004....and, once again, the BBC Asian Network will have a key role in bringing the competition to Asian communities and beyond.”

John Read, Director of Corporate Affairs, England and Wales Cricket Board

Fulham Football Club and the BBC Asian Network “have worked together to arrange interviews with the Fulham footballer, Zesh Rehman, and we are sure your overall coverage will help tremendously in promoting the game of football within the Asian community.”

Carmelo Mifsud, Fulham Football Club, 1/11/03

“I would like to thank the BBC Asian Network sports team for the brilliant coverage of my fights and look forward to working with them in the future.”

Jawaid Khaliq, IBO World Champion

Religion

Regular religious programming totals 11 hours a week. The network begins each day with an hour of devotional programming for Muslims, Sikhs, Hindus and Christians from 5 am to 6 am, with three hours on both Saturday and Sunday mornings. At the weekend, the *Devotional Sounds* programme makes religion more

accessible, not only by broadcasting readings of religious texts but also by explaining them and their relevance. There are also occasional phone-ins for callers to discuss faith-related topics.

Major religious festivals, including Christian ones, are marked by special programming which extends far beyond the normal religious slots. The purpose of such programming is to promote understanding by other faith groups as well as satisfying the adherents of a particular religion:

- For Ramadan, the month-long Muslim festival, in 2003 there was a series of reflections on social and global issues in the afternoon programme as well as specially-commissioned features to mark the start and end of the daily fast.
- During Navratri, a nine-day festival celebration of special importance to Hindus, there was a live broadcast from Ahmedabad in India featuring celebrations in Gujarat.
- To mark Vaisakhi, a major Sikh festival, the BBC Asian Network carried live broadcasting from the main Birmingham gurdwara, reports from India and Pakistan on the Sikh holy sites and pilgrimages and Vaisakhi music in all mainstream programmes of the station.
- Diwali, the Hindu Festival of Lights, was marked with a four-hour special that allowed families and friends to pass on greetings and celebrate together.

“I on behalf of my family wish to thank everybody for the excellent programme they are doing during the month of Ramadan. Everybody in my family listens to the programme early in the morning before fasting starts and then in the evening just before we open our fast.”

Listener e-mail

“The BBC Asian Network's coverage of Sikh religious events has been very good and is what listeners want. The focus has been on the needs of the congregation rather than managements. We welcome the fact that the Network invariably maintains a presence at the major celebrations but also finds time to report smaller events. It is also very positive that the Asian Network maintains a strong connection with the Golden Temple in Amritsar and is able to broadcast on appropriate occasions messages from the Jathedar. (the Sikh High Priest).”

Amarjeet Singh Dhillon, Vice President Sri Guru Singh Sabha, one of the major Sikh temples in the UK.

Social Action

The BBC Asian Network contributes to pan-BBC social action campaigns, producing programming specifically tailored for its audience. In 2003, the Network was heavily involved in *Hitting Home*, the campaign about domestic violence, broadcasting six 12-15 minute reports, each concentrating on an aspect of domestic violence in the Asian community.

Some of the reports were deeply disturbing, not merely for the scale of the violence they exposed but also for the evidence of widespread sexual abuse they uncovered. The reports were backed by counselling on the regional language strand provided by trained counsellors fluent in the relevant languages, whilst programmes across the Network contributed to raising awareness of the issue through interviews, news reports and discussions.

In February 2004, the BBC's major social action campaign, *Taking Care*, focusing on children in care, also played an integral part within the Network's schedule.

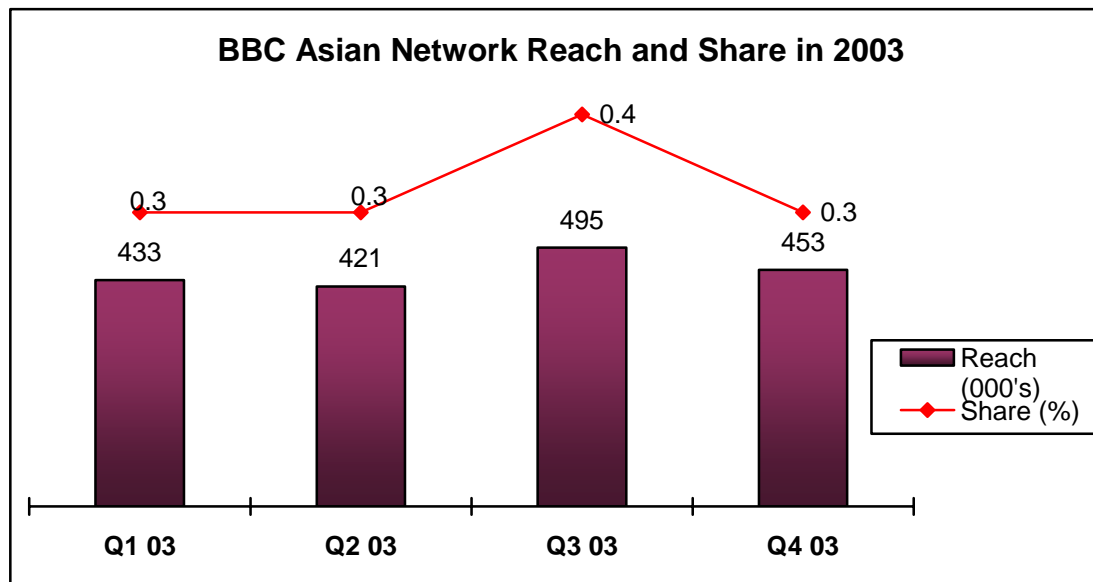
Section 5:

Appraisal of BBC Asian Network's performance

Audience Figures

In order to even out fluctuations caused by sample shortfalls, the figures for the Asian Network will be based on 12 months' worth of data⁶. The BBC Asian Network currently reaches 460,000 adults from all ethnic backgrounds across the UK, rising to 512,000 when including children under 15. The station takes 0.3% share of all listening across the UK, equivalent to 3.4 million listening hours, and listeners spend an average 7.1 hours a week with the station.

Since going national, the Network has experienced steady growth, reaching record levels in the third quarter of 2003. As shown in the chart below, the Network has grown to nearly half a million since being measured nationally.



Performance amongst the Asian population

The BBC Asian Network reaches 367,000 Asians across the UK. Asian adults account for 80% of the total audience, with the remainder a mixture of white and mixed ethnic backgrounds. The BBC Asian Network reaches one in five Asian adults across the UK and takes 10% share of all Asian listening. Indian and Pakistani groups make up the largest proportion of the Asian audience (44% and 41% respectively).

Performance outside of traditional analogue transmission area

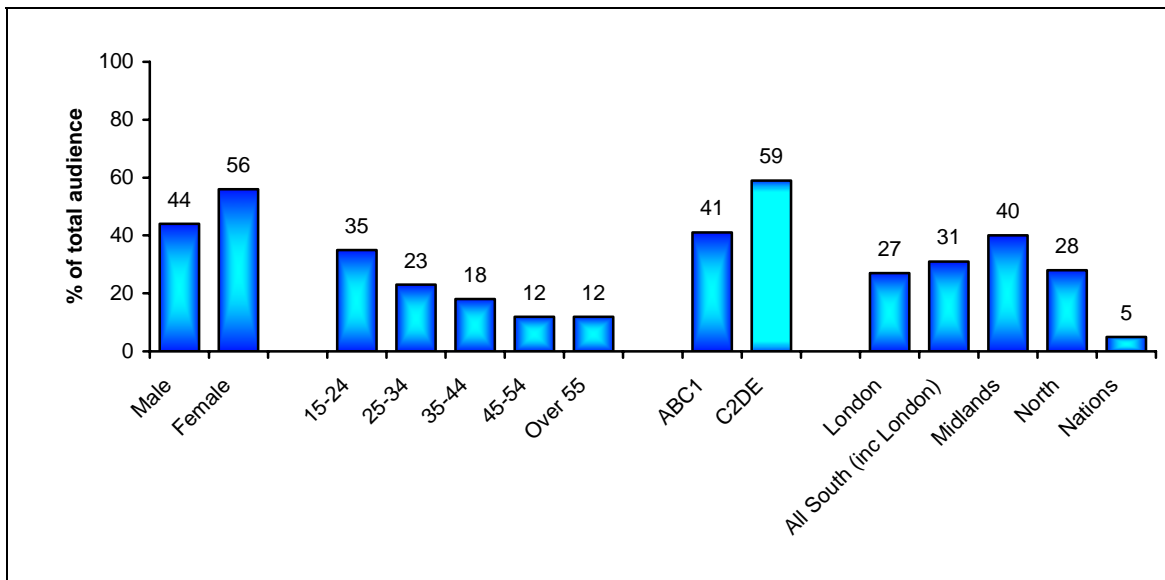
302,000 listeners have been identified as living outside the BBC Asian Network's analogue transmission area, so going national on digital has effectively doubled the network's audience. 43% of the audience outside of their traditional transmission

⁶ RAJAR/IPSOS-RSL 12 months to Dec '03

area are from the North (129,000 adults), with a further 41% from London (125,000). The remainder of the audience is spread across Scotland, Wales, Northern Ireland and the rest of the South.

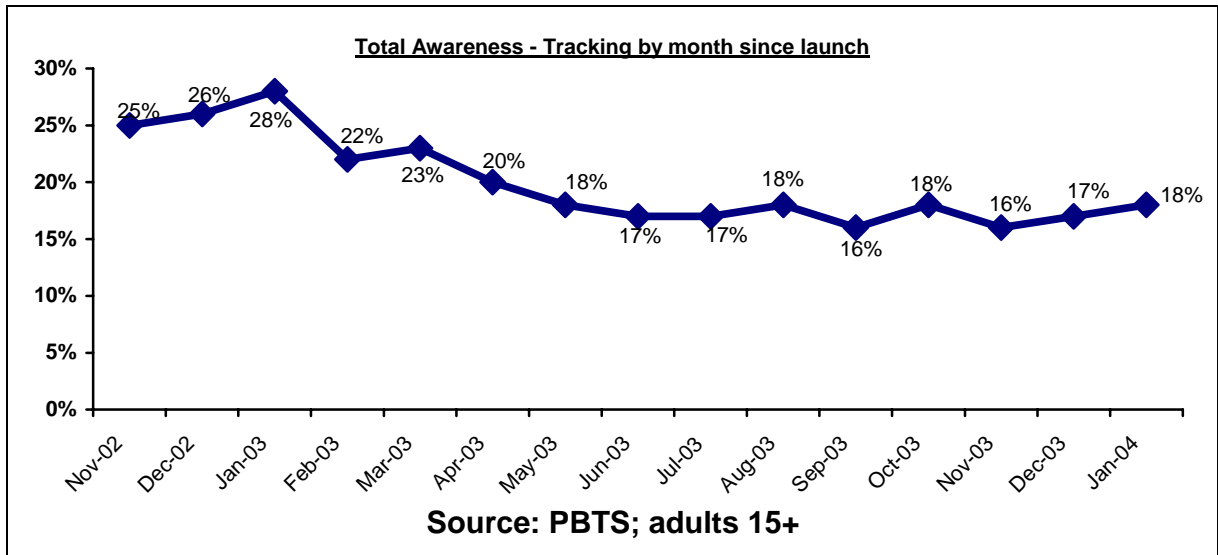
Audience Profile

The BBC Asian Network’s UK profile is female biased (56% vs 44%) which is different to the profile within the analogue survey area which is more evenly balanced (51% vs 49%). The majority of the audience are under 35 and although this is in line with the analogue profile, the national profile shows a higher proportion of 15-24s tuning in and fewer 25-34s. The Asian Network across the UK has a C2DE social economic grouping skew and outside of the Midlands achieves its highest reach in London.



Audience Awareness

Since launching as a national digital station, BBC Asian Network has achieved an average awareness of 20% according to the Pan BBC Tracking Study, with awareness peaking in January 2003 (post marketing activity) at 28%.



Although awareness has declined since the launch due to the lack of further marketing activity, the Asian Network still has the second highest awareness of all of the BBC's new digital services, after Five Live Sports Extra which averaged 26.7% throughout 2003.

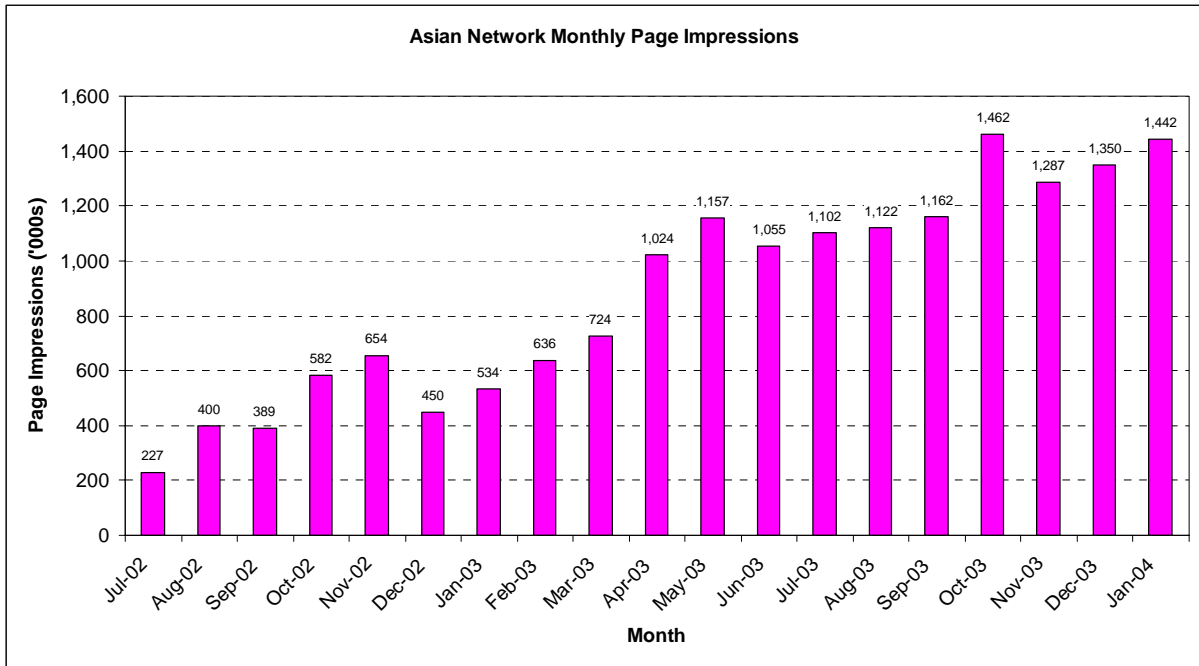
Audience Approval

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. Although, there is an insufficient sample for reliable approval scores by month or quarter for the Asian Network, the consolidated approval score for 2003 is 7.5 out of 10. This compares with 7.2 for BBC Radio as a whole.⁷

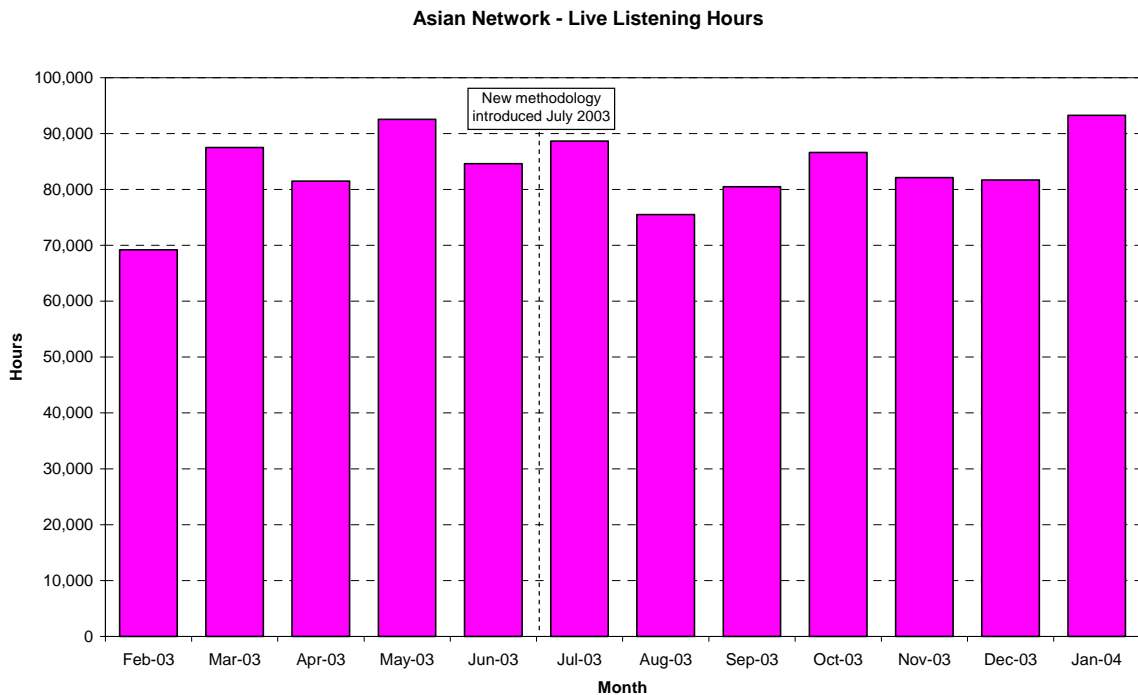
New Media Performance

Monthly page impressions since launch peaked in May 2003 due to promotion on the Windows Media Guide and in October as a result of the Mega Mela festival. The site now achieves over 1.4 million page impressions per month.

⁷ Pan BBC Tracking Survey



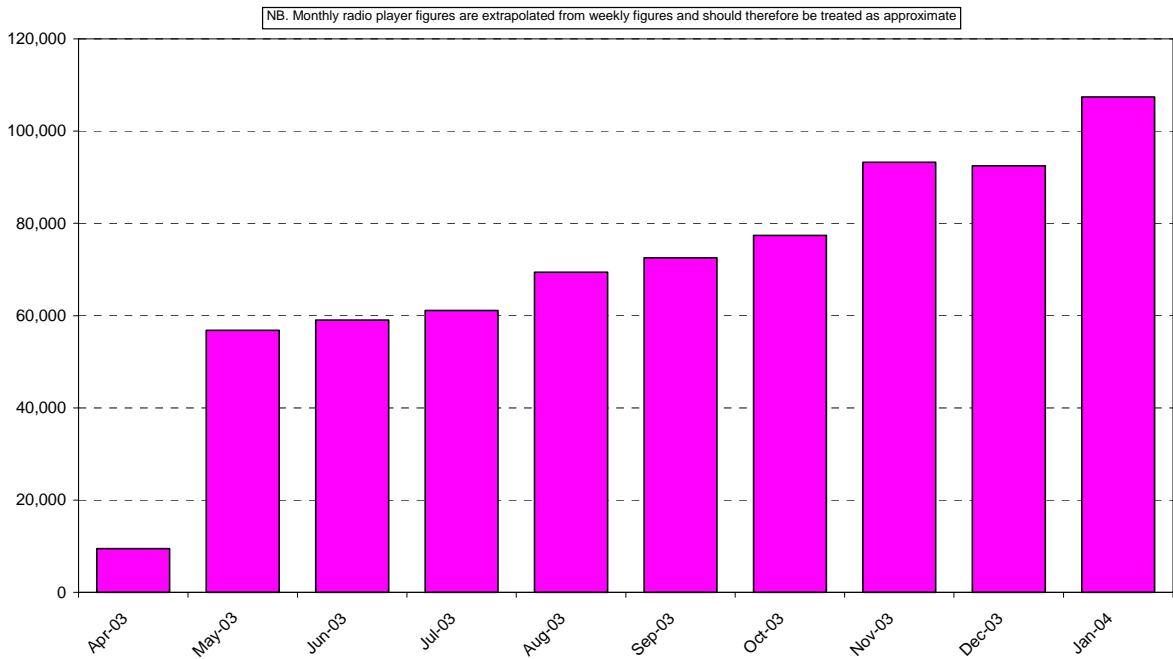
Monthly hours of listening to live programming online have increased by 24% in the six months since August 2003.



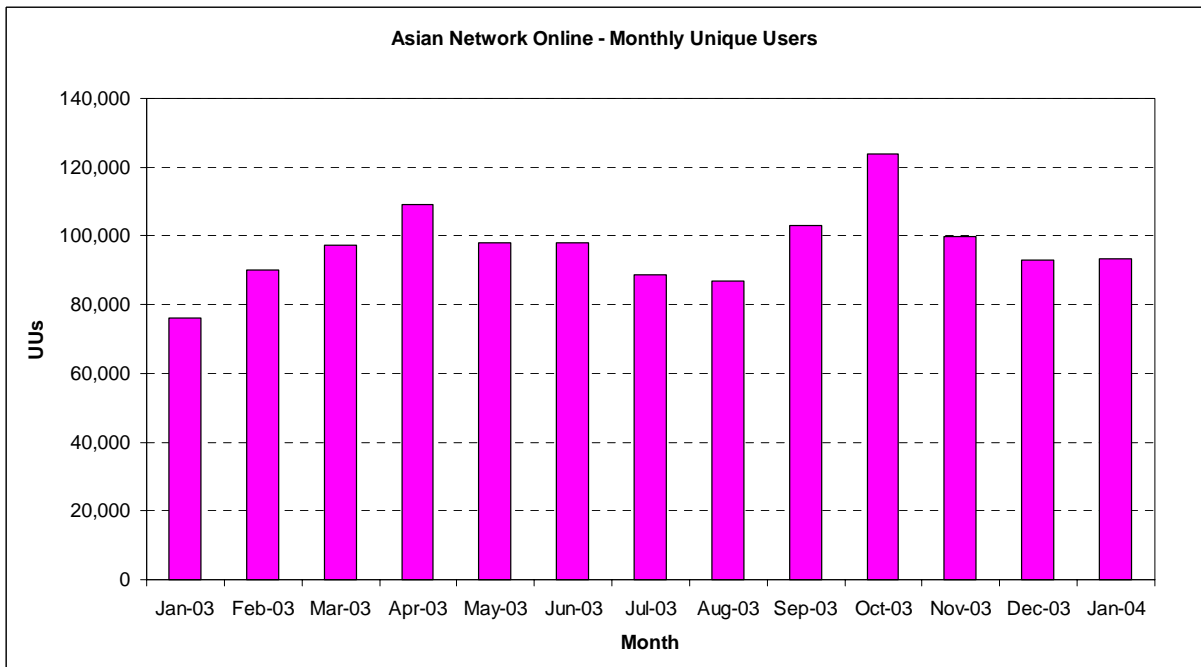
Monthly Audio on Demand requests⁸ grew sharply in November 2003 due to a combination of growing awareness and increased investment which has improved the system by increasing the number of people that are able to listen 'on demand' at once.

⁸ AOD has only been available since April 03

Asian Network AOD - Monthly Requests



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. As with the growth in page impressions, monthly unique users⁹ also peaked in October due to the Mega Mela festival.



⁹ Due to a new methodology being introduced in Jan 2003, comparing with figures before that time would not be entirely accurate.

Audience response to BBC Asian Network

Listeners have given a warm welcome to the Network, both for its programming and for its provision of a forum for British Asians: They particularly appreciate:

- the community created by the Asian Network's message board:

"It's the only place where I can meet like-minded individuals and share experiences. I live in a small town with few Asians..... The Asian Networkis my saving grace in an ordinary and incredibly boring working life."

Listener, age 29 replying to a question about why he used the Asian Network message board.

- the Asian news and current affairs programming:

"I think the BBC Asian Network is wonderful. It thoroughly examines issues faced by every British Asian in an informative and understanding way."

Sir Gulam Noon, businessman

- the range of music played:

"Hi Ritu. Listening to your show Sunday 26/10/03.....once again another show filled with interesting information combined with good music....many thanks"

Listener e-mail

- Asian sports coverage:

"Cricket is my religion and your coverage of games from around the world is a godsend. I do not know of another station that provides this service to the Asian community."

Raj Patel, Leicester branch chairman The Bharat Army 17/11/03

- the Asian Network's serving of first, second and third-generation British Asians:

"I am a second generation Bangladeshi living in Portsmouth, trying to positively integrate and live with the changes that my parents are so afraid of. It is difficult sometimes to accept how different we are from our parents, but it is wonderful when we can share the more colourful parts of a heritage such as arts and music. I find your show a truly positive achievement for our community, creating a common ground for us all."

Listener e-mail

Listeners around the world can tune into the BBC Asian Network via the station's website and many offer their opinions and comments.

“RESPECT to Adil Ray!! I listen to and LOVE your radio show EVERY day all the way in Edmonton, Alberta Canada!...Thank you Adil for bringing the UK bhangra scene overseas to people like me.”

Listener e-mail

“My wife and I both listen to your program every week without fail on the Internet here in San Jose, California....It's a way for us to experience the festivals of Gujarat on the radio. We don't have such live programs in USA. Keep up the great work!”

Listener e-mail

"Hi Adil, I listen to you everyday at work in Vancouver (it comes on from 2 – 4:30 pm my time) and I have to say it makes my day!! I'm a business analyst, and while my job is very interesting, it's your show that puts a smile on my face. Keep up the great music!!"

Listener e-mail

Listener response has generally increased since the digital launch. Numbers of responses can vary a good deal particularly if competitions are being run. Of note is the extensive use of text by the younger audience. Even for the older audience, it rivals e-mails. For example, the *Sonia Deol* show averages 40-60 phone calls, 30 e-mails and 30 texts a programme, with very similar figures for Ray Khan's *Drive* programme. However, Adil Ray's late evening show, featuring cutting edge music and aimed at the younger end of the audience, typically receives 10-15 phone calls and more than 50 e-mails but over 150 text messages.

In January 2004, the BBC Governors held an Asian Audiences Workshop, to look at the concerns of Asian licence fee payers. The event, held in London, was hosted by BBC Governors Ranjit Sondhi and Deborah Bull, who share the responsibility for monitoring the corporate objective which specifically mentions "seeking new ways of attracting audiences from the UK's ethnic minorities, through both mainstream and targeted services." The BBC Asian Network was positively received by the Workshop attendees.

Music industry appraisal of BBC Asian Network

As well as welcoming the BBC Asian Network's setting up of the *T20* charts, the British Asian music industry has recognised the platform the Asian Network has provided to Asian musicians and artists in the UK:

“BBC Asian Network is providing a credible outlet to showcase new British Asian talent, whether they're a singer/songwriter, journalist, musician, radio presenter, DJ, or basically anyone trying to break into a career in the media, they provide a very powerful platform for us. They've been incredibly

supportive of my work & were also the FIRST station to support Jay Sean, who appeared on Top Of The Pops 6 months later. I hope they continue their pioneering attitude towards supporting young British Asians who are not only trying to make an impact within our own community but also upon British society."

Rishi Rich, musician and music entrepreneur, November 2003

"The BBC Asian Network has helped my music travel across the world and made people out there aware that Dalvinder Singh is here and because of that it has made me think I am here to stay."

Dalvinder Singh, British Asian Bhangra Artist

"The Asian Network is a huge help, helping new and established artists reach millions of people round the globe."

Sean Flynn, MD Opus Records

Musicians have also praised the speech content on the Network:

"I applaud the BBC Asian Network for entertaining some very edgy subjects and creating a platform not only for Asians to air their views but also non-Asians to participate fully and unconditionally. The very unconservative attitude of their station is reassuring as it is much needed to represent the wider community and especially the young people."

Aki Nawaz of Asian band Fun-Da-Mental

Press appraisal of BBC Asian Network

The BBC Asian Network has received positive coverage in the national press and media. In particular, commentators have praised:

- the speech and music blend:

"A new digital station with a bit of life about it. The output feels rather 5 Livey, but with plenty of good music making the Asian Network that most rare thing: an intelligent speech station that is also a smart place for music".

Elisabeth Mahoney, The Guardian, 1/11/02

- the network's support for new Asian music:

"Contemporary artists embrace new media such as the Internet and digital radio, where exciting music is played by DJs including Adil Ray (week nights on the BBC's Asian Network) and the multiracial Panjabi Hit Squad."

The Times 17/1/03

- the network's policy of broadcasting from three key centres for the Asian population in the UK:

“And it really is a network: the breakfast and lunchtime shows come from Leicester, drive time from Birmingham, and the new mid-morning phone-in is from London. You can tell these shows come from different places, and this is a good thing. Far too much national radio is metrocentric, the sound of the South-East only.”

Ken Garner, Sunday Express 3/11/03

- and the network's role in promoting Asian culture in general:

“This quarter's Rajar figures show that the Asian Network's total number of listeners has risen by almost 20% this quarter....While these figures come as a welcome pat on the back for the fledgling station they also do much to highlight the growing confidence in Asian culture.”

Mad.co.uk: a marketing, media, new media, advertising and design website 27/10/03

Opinion formers' views of BBC Asian Network

An Early Day Motion tabled on 29 October 2002 by Keith Vaz was signed by all other Asian MPs, Piara Khabra, Ashok Kumar, Mohammad Sarwar, Marsha Singh, Khalid Mahmood and Parmjit Dhanda and fifty-five other MPs from all parties. It congratulated the station on its launch and welcomed the BBC's commitment to making the BBC Asian Network available to British Asians across the UK. It also noted that the station had developed a reputation as a 'one-stop shop' for Asian listeners looking for news, music and entertainment relevant to them.

The network has also been applauded by other Asian politicians:

“The relaunch of the BBC Asian Network has given the UK's Asian community a station which matches our new confidence. As one of the first Asian Euro MPs the programme has given me an opportunity to inform other British Asians about what is going on in the European Union. I hope the station goes from strength to strength”.

Claude Moraes MEP November 03

Religious leaders appreciate the network's coverage of Asian faiths:

“The BBC Asian Network's coverage of Islamic religious issues is excellent. Where other programmes tend to be too general the BBC Asian Network is really attached to and focused on the community. It is a service which is appreciated by the community and of which we are proud.”

Dr. Zaki Badawi, Principal of the Muslim College, London, and Chair of the Islamic Law (Sharia) Council

"I was personally very pleased to hear from a Muslim gentleman in Leicester that he thought the BBC Asian Network's coverage of our Janmastami festival was excellent.

From a Hindu perspective we note that the BBC's religious coverage is increasingly comprehensive and of a very high quality. We also welcome the advent of religious discussions on prime time shows such as Sonia Deol."

Bimal Krishna Das, Secretary National Council of Hindu Temples

Local and Regional Advisory Councils' views of BBC Asian Network

BBC Asian Network programmes have been reviewed favourably by the Regional Advisory Councils of the BBC. The BBC East RAC reported:

"Members agreed the programme they had heard, discussing an edition of 'Spooks' (where a young Muslim blew himself up), was riveting and they could not switch off! Some would rather listen to Sonia than to Radio 4 or Radio 5 Live phone-ins. She was a strong and articulate presenter who was balanced and stood her ground. Members thought the programme was an absolute gem."

Minutes from BBC East Regional Advisory Council Meeting, 10/9/03

And from the East Midlands RAC:

"Members unanimously praised Sonia's presentation and interviewing style. She was clear, concise and well informed. They agreed the programme measured up well to its ambition to be the sounding board for the UK's Asian community."

Minutes from BBC East Midlands Regional Advisory Council Meeting, 3/9/03

Awards received by BBC Asian Network

The *Sonia Deol* programme took Bronze in the Interactive category of the Sony Radio Academy Awards in May 2003.

"This programme bravely tackled what was obviously a taboo topic for the Asian audience, that of rape. The judges felt that Sonia Deol's likeable and warm presentation style engendered trust with callers which encouraged them to discuss a very distressing topic. Sonia particularly impressed the judges in the way she gave callers time on the programme. She never rushed them but the programme remained absorbing. This took real talent and Sonia has it."

Judges' citation for Interaction Award, Sony Radio Academy Awards 2003

The station was also nominated for the Sony Radio Academy Award for Station Sound.

***"Proud, buzzy, fun and plugged into its listeners. A fully joined-up station sound employing clever on air promotional techniques and lively, enjoyable presenters. The judges were particularly taken by the originality, high production quality and effectiveness of the station's on air musical idents."
Judges' citation about BBC Asian Network for Station Sound Award, Sony Radio Academy Awards 2003***

In October 2003, the Asian Network was judged Station of the Year in the 2003 Asian Music Awards, chosen out of five stations by listeners voting online.

Section 6:

Performance of BBC Asian Network against the Secretary of State's conditions of consent

The BBC Asian Network was given consent to launch by the Secretary of State with four conditions.

1. The service will offer, nationally, programmes both in English and a range of Asian languages....

The station broadcasts primarily in English but originates nationally 2210 hours per year in Hindi-Urdu, Bengali, Gujarati, Punjabi and Mirpuri. Additional languages such as Arabic, Swahili and Pashto feature in the overnight World Service relays.

1b. ... covering news, current affairs....

The network delivers hourly bulletins from 6 am to 10 pm daily, produced by its own newsroom but also calling on the resources of the entire BBC in newsgathering and reporting. Current affairs interviews and reports are carried by programmes such as *Breakfast*, *Anjum Rafiq* (at lunchtime) and *Drive*. Debate on current affairs is a feature of both *Sonia Deol's* show and *Drive*.

1c.sport.....

Sport is a major feature of the output. The sports team delivers regular bulletins every day and covers a wide range of sports of interest to the Asian audience, including all international cricket matches involving teams from the sub-continent, plus football, hockey, boxing and tennis. There is a strong commitment to reporting the achievements of British Asian sportsmen and women.

1d. audience participation....

The Asian Network is a multi-media and interactive service offering audience participation on air through phone-ins and online throughout the broadcasting day, but notably during the mid-morning *Sonia Deol* show. Listeners also take part in discussion in the language programmes, for example the Mirpuri programme's debate on honour killings; vote for their favourite music; and Adil's *Reprobates* on *Adil Ray's* show contribute reports on student life in the late evening programme.

1e.and a wide choice of music

The station plays a wide spectrum of Asian popular music ranging from classic tracks of the 50s and 60s to the latest Bollywood and Lollywood releases. It has also consistently supported British Asian artists like Panjabi MC, Rishi Rich and Jay Sean before they made it to mainstream success.

2. The service must deliver to the format set out in the BBC's application, in particular with speech content of around 50% including a strong focus on news and current affairs.

Internal records are maintained detailing the hours of news bulletins and news and current affairs programmes on the Asian Network. However, much of the Network'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 the Asian Network was conducted once in 2003 and we are commissioning it on a quarterly basis in 2004 and beyond.

The independent monitoring carried out to date found that, on average, the output is 58.4% speech to 41.6% music (This data excludes the weekly 32.5 hours of World Service output simulcast on the Asian Network frequency overnight.) This is well in excess of the commitment to 50% speech output. Full details of the analysis are in Appendix 2.

3. As a national service, this must address the needs and interests of a wide range of Asian communities within the UK.

In order to connect with the UK Asian population, the Network originates programming from three centres of Asian concentration, Leicester, Birmingham and London. Its headquarters and newsroom, uniquely for a national service, are based in Leicester. It has its own reporters in London, Bradford, Manchester, Leicester and Birmingham. Audience research has shown a considerable take-up of the Asian Network outside its traditional Midlands base. Substantial new listening in London and the North of England give credibility to the station as a national service.

It has mounted roadshows and important outside broadcasts from Bradford (for "*Bite the Mango*", a festival celebrating films from South Asia), London, Leeds and New York. The Network also had its own reporters at the *Cannes Film Festival* and *Filmfare*, the big film festival in Mumbai.

Because it has historically been a Midlands-based service, the Asian Network has made a particular push for London listeners with extensive broadcasting and promotions at Melas and music venues. However, through its interactive programmes and its website, it encourages participation from all corners of the country and abroad.

Through the language programmes in the evening, and the mid-morning *Sonia Deol* show, the network offers British Asians a chance to debate and discuss a wide range of topics of special interest to them. The Asian language programmes also carry news bulletins and features in Hindi-Urdu, Bengali, Gujarati, Punjabi and Mirpuri.

The diversity of religions within the Asian community is recognised with the 11 hours a week of devotional programmes, plus special programming to mark the key festivals for Muslims, Sikhs, Hindus and Christians.

4. The BBC should consider carefully the use of spectrum and, in particular, the desirability of making available any spare capacity when a national service for Asian listeners commences.

The BBC Asian Network continues to broadcast on AM in the Midlands and (part-time) on Local Radio AM in the North. Access to these frequencies is of continuing

importance to the station as it establishes itself as a national service. It therefore wishes to retain them during the development stages of the station. However, the BBC has given up the BBC Asian Network's reserved space on the Leicester and Birmingham DAB multiplexes and has agreed that it will only broadcast in digital nationally.

Section 7:

The way forward for BBC Asian Network

New daily drama

The biggest development in the coming year for the BBC Asian Network will be the introduction of a daily drama series to the broadcast schedule. Each 10 minute episode will be broadcast in the morning, and then repeated later in the day. There will also be an omnibus edition at the weekend. Drama programming will therefore total more than one and a half hours per week. This is a major new investment for the BBC.

The drama will depict a multi-ethnic community in the West Midlands, creating a fictional parallel for communities in Birmingham, Coventry and Leicester. Its tone and approach will be outward-looking, with the British Asian identity to the fore and the journeys taken by its young characters providing many of the central storylines.

In devising the drama, the production team have researched closely within Asian communities. It is anticipated that events in the soap will become a popular topic for discussion on BBC Asian Network phone-ins and message boards and act as a catalyst for wider debate around British Asian identity.

This £1.0 million annual investment will reflect contemporary British Asian lifestyles and provide a platform for new Asian writing, production and directorial talent. With approximately 30 regular characters, the drama also presents a significant opportunity for Asian actors in the UK.

In the first months of working, the production team have read and considered the work of over 30 Asian writers, and invited 15 to an open day workshop on writing for soap opera. A core writing team of six will work on the early episodes, with more writers from the pool of 15 being incorporated at a later date.

The new drama also expects to find new Asian acting talent from the open auditions held by BBC Radio Drama under the 'Norman Beaton Fellowship' scheme. This is aimed at attracting young people wishing to join the acting profession without attending an accredited drama school. The first Norman Beaton Fellowship awarded in 2003 brought many Asian actors into an awareness of Radio Drama, often quite early in their careers.

The drama's producer has also compiled a list of over one hundred actor profiles from which to draw the cast. In addition, performers crossing over from the spheres of youth theatre, DJ mixing, MCing, and singing will be considered for the series, giving it a contemporary edge, while widening the pool of Asian talent gaining access to performance opportunities in the mainstream media.

News

The BBC Asian Network intends to widen its news agenda to give a better sense of the importance and involvement of Britain's Asian community in major areas of daily life, such as business. It also wants to get more stories from Asian communities which are away from the race and asylum-seekers agenda, and will be forging closer links with BBC Local Radio stations and the Nations' networks to achieve this.

Sport

Negotiations are taking place to ensure strong coverage of such key cricket encounters such as the ICC Trophy and India's Nat West Challenge tour of England in Summer 2004.

Overall Ambition

The BBC Asian Network's aim is to increase its audience to reach two fifths of the UK Asian population rather than the one-fifth it reaches today. To achieve this, the station's profile must be raised, and more awareness of the station created. The BBC Asian Network will continue to connect with its audiences through as many platforms as possible, by attending live events and by promoting its role within the British Asian community, with the goal of delivering distinctive, public service radio to as many Asian listeners as possible.

Appendix 1: The schedule (week beginning Mar 1st 2004)

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
05:00 Devotional Music	05:00 Devotional Music	05:00 Devotional Music	05:00 Devotional Music	05:00 Devotional Music	05:00 Devotional Sounds Zeb Qureshi, Ashwini Malhi & Ravinder Kundra	05:00 Devotional Sounds Zeb Qureshi, Ashwini Malhi & Ravindra Kundra
06:00 Breakfast Gagan Grewal	06:00 Breakfast Gagan Grewal	06:00 Breakfast Gagan Grewal	06:00 Breakfast Gagan Grewal	06:00 Breakfast Gagan Grewal	08:00 Breakfast Ray C	08:00 Breakfast Ray C
09:00 Sonia Deol	09:00 Sonia Deol	09:00 Sonia Deol	09:00 Sonia Deol	09:00 Sonia Deol	10:00 Take Two Sahifa Akhtar	10:00 Take Two Sapna Dutta
12:00 Anjum Rafiq	12:00 Anjum Rafiq	12:00 Anjum Rafiq	12:00 Anjum Rafiq	12:00 Anjum Rafiq	12:00 T20 Mike Allbut	12:00 The Vibe DJ San-J Sanj
14:00 Navinder Bhogal	14:00 Navinder Bhogal	14:00 Navinder Bhogal	14:00 Navinder Bhogal	14:00 Navinder Bhogal	14:00 Sanjeet on Saturday Sanjeet Saund	14:00 The Mix DJ Ritu
16:00 Drive Ray Khan	16:00 Drive Ray Khan	16:00 Drive Ray Khan	16:00 Drive Ray Khan	16:00 Drive Ray Khan	18:00 Sound Selection Kanwal Qazi	16:00 Sound Selection Kanwal Qazi
19:30 Mirpuri Zarina Khan	19:30 Bengali Shawkat Hashmi	19:30 Gujarati Dev Parmar / Nirmala Parmar	19:30 Hindi / Urdu Sanjay Sharma	19:30 Punjabi Neelu Kalsi	20:00 Punjabi Daljit Neer	18:00 Old Gold Zeb Qureshi and Najma Sayeed
22:00 Adil Ray	22:00 Adil Ray	22:00 Adil Ray	22:00 Adil Ray	22:00 Adil Ray	22:00 Gujarati Mahesh Nathwani / Mira Trivedi	20:00 Mirpuri Changis Raja
00:30 BBC World Service	00:30 BBC World Service	00:30 BBC World Service	00:30 BBC World Service	00:30 BBC World Service	00:00 BBC World Service	22:00 - 00:00 Bengali Anwarul Hoque followed by the BBC World Service

Appendix 2

Analysis of Speech Content of BBC Asian Network

Note on Methodology

Internal records are maintained detailing the hours of news bulletins and news and current affairs programmes on the Asian Network. However, much of the Network'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 the Asian Network was conducted once in 2003 and we are commissioning it on a quarterly basis in 2004 and beyond.

NEWS & CURRENT AFFAIRS*

* Taken from actual output. Programmes included are weekday Breakfast, Sonia Deol and weekday Drive. Minutage excludes news bulletins which are included within the news & sport bulletins total. Note: these programmes contain some music between items but they are wholly categorised as news & current affairs.

** BBC Asian Network carries BBC World Service overnight therefore following figures relate to 135.5 hours of Asian Network programming

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

	No of weeks	Ave mins per week	Total mins per period	Total Hours
News & Sport Bulletins	52	811	42172	703
News & CA Programmes*	52	2166	112632	1877
Total News & CA				2580
Total Output**				7046
% of News & CA				36.6%

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

	No of weeks	Ave mins per week	Total mins per period	Total Hours
News & Sport Bulletins	48	811	38928	649
News & CA Programmes*	48	2166	103968	1733
Total News & CA				2382
Total Output**				6504
% of News & CA				36.6%

CONTEXTUAL SPEECH FOR BBC ASIAN NETWORK

Taken from 2 independent monitoring surveys 1st-8th November 2003 and 14th-21st February 2004. Monitoring conducted by Media Research (UK) Ltd

	Nov 03	Feb 04	Ave 2 monitoring periods
Non news speech output	22.0%	21.6%	21.8%
Total	22.0%	21.6%	21.8%

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

	No of weeks	No of hours*	Total Hours per period	% Contextual Speech
Non news speech output Nov 03	52	29.8	1549.6	22.0%
Non news speech output Feb 04	52	29.3	1523.6	21.6%
Total Output		135.5	7046	

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

	No of weeks	No of hours*	Total Hours per period	% Contextual Speech
Non news speech output Nov 03	48	29.8	1430.4	22.0%
Non news speech output Feb 04	48	29.3	1406.4	21.6%
Total Output		135.5	6504	

TOTAL SPEECH PERCENTAGES FOR BBC ASIAN NETWORK

SPEECH CATEGORY	1st year of operation	Financial year to date
News & Current Affairs	36.6	36.6
Contextual Speech	21.8	21.8
TOTAL SPEECH	58.4%	58.4%