



"HELLO DUBLIN! Are you ready to rock?"
- July 4th 2009.

SECTION 10
Proposed Commencement of Broadcasting



SECTION 10

PROPOSED COMMENCEMENT OF BROADCASTING

10.1 Readiness Date

Classic Rock Radio will be ready to commence broadcasting from 4th July 2009.

10.2 Critical Path Analysis

Classic Rock Radio will organise its pre-launch activities into two key areas:

- 1. Technical**
 - Studios
 - Transmission Network
 - Premises and offices
- 2. Administration**
 - Recruitment
 - Staffing
 - Training

It has been assumed that the Commission will award the Classic Rock broadcast licence in October 2008 (following Public Hearings in September 2008). Preparations for launch will commence from October 2008, for a launch nine months later on 4th July 2009.

The critical path for the two key areas is set out overleaf.



SECTION 10

10.2 Critical Path Analysis

Technical Preparations

Item	Timing
1. Finalise and sign Building lease	November 2008
2. Finalise and sign contracts with Technical providers for studio construction	November 2008
3. Apply for planning permission for link antenna	November 2008
4. Order Transmission equipment	December 2008
5. Finalise and sign Transmission Site leases	January 2008
6. Main Studio construction to start	January 2008
7. Order ESB, Telecoms, etc.	January 2008
8. Apply for ComReg Licence (STL)	January 2008
9. Finalise and sign contracts with Technical providers for link and transmission network	February 2009
10. Finalise office layout and appoint furniture/office systems provider	February 2009
11. Finalise and place order for on-air play-out systems, production systems and music and traffic scheduling software.	February 2009
12. Place order for office IT systems/phone system	February 2009
13. Install all office furniture and systems	April 2009
14. Install STL Link networks and Transmission equipment	April 2009
15. Finish main studio and office installation	May 2009
16. Install and de-bug office IT systems/phone system	May 2009
17. Install production/play-out hardware/software	May 2009
18. Install traffic/music scheduling software	May 2009
19. Testing and de-bug of studios	May 2009
20. Soak test studios and STL links	June 2009

Studios and office facilities will be ready for staff training from early June 2009 and for station launch on 4th July 2009.



10.2 Critical Path Analysis


Administration Preparations

Item	Timing
Contract negotiations with BCI	January to May 2009
Chief Executive to start	December 2008
Branding development and stationery package	January 2009
Advertise staff positions locally and nationally	February 2009
Management Team to start	April 2009
Market survey & Music research	April 2009
Finalise and book launch marketing	April 2009
Interview for staff positions	March to Mid April 2009
Finalise job offers and acceptances	April 2009
Draft and issue all staff contracts	April 2009
Management on 'Train the Trainer' courses	May 2009
Sales team to start in-house induction training	Late May 2009
All other staff to commence employment & pre-launch training	June 2009
'Launch Marketing' to commence	4th July 2009
Station Launch Event	4th July 2009

Classic Rock Radio is in the unique position of having a management team with significant experience of the Irish commercial radio industry, in Dublin, and other local markets too (in addition to the significant experience and expertise of the GMG Radio group in markets across the UK).

Our team has built facilities and launched radio services in numerous markets in Ireland and the UK (with particular experience of launches on FM in the Classic Rock format). Collectively, the team (Management & Shareholders) has the ability, experience, passion and financial resources to deliver on our promise for a new, dynamic Classic Rock radio service for Dublin City & County and the Commuter Belt.



A photograph of Freddie Mercury and Brian May of the band Queen performing on stage. Freddie Mercury is in the foreground, wearing his signature white and red striped military-style jacket and white pants, holding a microphone. Brian May is behind him, wearing a similar white and red outfit and playing a red electric guitar. The background is dark with several bright, circular stage lights.

“ In the early days, we just wore black onstage. Very bold, my dear. Then we introduced white, for variety, and it simply grew and grew. - Freddie Mercury ”