

# Section 10

## Commencement of Broadcasting



**EAMONN**

Printer

50+

"I was seventeen in 'the Summer of Love', so my musical memories include Elvis, Van Morrison, The Beatles and dancing at Seapoint in Galway. You know how in your memory the sun was always shining? That was how it was, playing tennis with Van singing 'Madame George' in the background."

Salthill. Co.Galway

VAN MORRISON ASTRAL WEEKS



# Section 10

# Proposed Commencement of Broadcasting

## 10.1

### Readiness Date

(10.1) Readiness Date. Please indicate the commencement date envisaged for the service.

Should Legend FM be awarded the licence for the sound broadcasting contract to operate a Multi-City Sound Broadcasting Service on the FM band for the areas of Dublin City and County and commuter belt, Cork City and County, Limerick City and County, Co. Clare and Galway City and County, it will broadcast from its twin Broadcast Centres at The Malt House, Grand Canal Quay, Dublin 2 and The Atrium, Blackpool Retail Park, Blackpool, Co. Cork.

Legend FM has identified a transmission network using a collection of independent transmission sites. This is detailed in Section 7 of this application.

Legend FM is confident that it has the ability and experience to build and roll-out a network to support a multi-city service for Dublin City and County and commuter belt, Cork City and County, Limerick City and County, Co. Clare and Galway City and County within a period of no greater than nine months from awarding of the licence, subject to BCI and COMREG approval of frequencies and transmission patterns.



*Clive*

40+  
SFX, Dublin



LEGENDARY SONGS, LEGENDARY ARTISTS, MOMENTS OF GENIUS.

## 10.2 Critical Path

(10.2) Critical path analysis. Please identify all actions and decisions and their timescale that the Applicant must carry out from the time of the award of the contract to the on-air date.

From the date of licence award:

|   |   |
|---|---|
| <b>Immediately</b>  |   |
| - Contract will be signed on lease of Dublin and Cork premises                          |   |
| - Contract will be signed with technical advisors to begin work on transmission network |   |
| <b>One month after awarding of contract</b>   | ↓ |
| - Work to begin on frequency co-ordination and planning of transmission network         |   |
| - Signing of contract to build studios  |   |
| <b>Two months after awarding of contract</b>  | ↓ |
| - Begin building Dublin studios   |   |
| - Hire senior management team   |   |
| <b>Three months after awarding of contract</b>  | ↓ |
| - Begin building Cork studios   |   |
| <b>Five months after awarding of contract</b>   | ↓ |
| - Hire on-air, sales, promotional and administration staff                              |   |
| <b>Seven months after awarding of contract</b>  | ↓ |
| - Transmission network and studios complete   |   |
| - Testing of the service to begin   |   |
| <b>Eight months after awarding of contract</b>  | ↓ |
| - Launch on-air   |   |