



A SUBMISSION TO THE BROADCASTING COMMISSION OF IRELAND
FOR THE PROVISION OF A LOCAL SOUND BROADCASTING SERVICE
ON THE FM BAND FOR LIMERICK CITY & COUNTY

July 2006

FOREWORD

Since its inception, over eight years ago, Limerick's Live 95FM has established itself as a key component of everyday life in Limerick City and County. This has been achieved by broadcasting a mix of news, information, sport, features and a wide variety of music, all tailored to the unique tastes of the Limerick listening public. We remain committed to the further development of the station, its distinct Limerick personality and the local public service it provides. We are excited by the challenges that remain ahead and believe our track record to date makes us the ideal candidate to provide strong local radio in Limerick City and County, over the new licence period. Based on our track record to date, here are the key reasons why Limerick's Live 95FM is best placed to meet the requirements of the advertised service:

MANAGEMENT

Since coming under UTV plc ownership and putting the current management and board structure in place, Live 95FM has experienced rapid growth, which is evidenced by the station's market share, rising from 33% in 2002 to 49.8% today. This has been achieved by the station's experienced management team, supported by the Board, providing a quality service that is proud to champion its Limerick roots. We believe that this group of radio professionals and our track record in the Limerick market, make us the ideal team to develop the radio station into the future.

EXPERIENCED TEAM

Live 95FM has an excellent and dedicated team, across all aspects of the station's operation, many of whom have been with us from the start. The experience gained by the team over the years ensures that we are in tune with the needs of the Limerick public that we serve, both from a broadcasting and commercial perspective. The station has a proven track record of discovering and developing new talent and this policy will continue to be a central part of our future strategy.

PROGRAMMING

Live 95FM has always sought the views of Limerick people on their local radio service and this has resulted in output, from music to news, current affairs to specialist programming, all with a unique Limerick flavour. We have responded to the radio needs of the Limerick audience and they have responded in kind, by listening to the station in record numbers. We are a responsible and positive broadcaster which provides a tailored local news service and unique current affairs programmes that facilitate debate on local issues. The station also provides extensive coverage of the local sports, arts and music scenes and supports many worthy charity and social initiatives in Limerick.

Music tastes in Limerick are wide and varied and Limerick's Live 95FM caters for these with a broad schedule, encompassing music styles from chart hits to country, classical to Irish and easy listening to classic tracks. Throughout all aspects of our music programming, we support and champion local artists, where possible.

SALES AND MARKETING

Limerick's Live 95FM regards every advertisement on the station, not just as a commercial opportunity, but also as a chance to be innovative and relevant in our broadcasting output. The quality of our local sales team and advertising production department is mirrored by the excellence of our sales house in Dublin, the industry leading Broadcast Media Sales. We take our commercial responsibilities seriously and are committed to providing a top class service to our clients, however large or small their advertising budget.

On the marketing front, station management regard every piece of publicity in which the company is involved as a chance to reinforce our Limerick ethos, in the public mind. Whether it is the sponsorship of the local GAA championships or the creation of the 'Limerick's Local Hero' awards scheme, Live 95FM is always innovative in both supporting and creating marketing initiatives that link many aspects of Limerick life.

FOREWORD

OUR LOCAL ETHOS

Limerick people are proud of where they come from and Live 95FM does all it can to emphasise the very best aspects of life in the city and county. While never stifling open discourse, we strive to highlight the excellent work, sporting and cultural endeavours and charitable and community activities of Limerick individuals and groups.

The physical reinvention of Limerick City and the planning decision to again face the River Shannon, has also been highlighted in news and current affairs programming. The unique mix of passions in Limerick City and County, which we cover in full, reflect the way that Limerick people express their identity.

We are proud to have contributed to the rebirth and growth of Limerick's positive self image and pride of place.

OUR STATE OF THE ART STUDIO AND TRANSMISSION FACILITIES

In order to provide quality programming to the Limerick audience, the technical excellence of our studio facilities and transmission network is paramount. Our in-house engineering expertise is supported by the extensive broadcasting experience, available as required through UTV plc.

Our broadcasting complex on the Dock Road includes four studios and ancillary facilities, including a fully air conditioned racks room and back-up generators. We also have recently revamped transmitters on Woodcock Hill, overlooking Limerick City and at Barnagh, in the west of the county. These facilities and equipment ensure that we deliver the best possible signal throughout the city and county. We have always invested in the enhancement of the station's technology and we will continue to do so in the future.

OUR FINANCIAL RESOURCES

Live 95FM's Board and management have always endeavoured to ensure best practice in all aspects of financial provision and control, in order to underpin the long term viability of the station and the security of employment for almost 50 full and part time staff. With the ongoing investment by UTV plc, the station is in an ever stronger position to fund and guarantee the quality of output, the continuing programme of investment in new broadcasting technology and the employment conditions that are appropriate for a modern broadcasting company. In this application, we have provided a detailed projection of the station's finances, for a three year period. They show that the necessary finance is in place, the confidence of the Limerick and national advertising community in the station is strong and the overall business plan is designed to continue the consolidation of Live 95FM's market position.

David Tighe
Chief Executive
July 2006



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