

Service review

BBC Asian Network

May 2012

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Background

The BBC Trust is the governing body of the BBC and it exists to get the best out of the BBC for licence fee payers. One of the ways we do this is by carrying out an in-depth review of each of the BBC's services at least once every five years. This review covers the BBC Asian Network national radio service.

The remit of BBC Asian Network is to provide speech and music output appealing to British Asians, with a strong focus on news and current affairs. It should be primarily in English, but some programming should be provided in a range of South Asian languages. The primary target audience is British Asians under 35, but the station should also appeal to anyone with an interest in British Asian issues, music and culture.

When we conduct a service review, we take a detailed look at performance as well as future plans. The Trust sets out what it expects from each service in a published service licence, and we ask BBC management about its future plans for the service as part of the review process.

This time, our service review has coincided with a major review of BBC strategy. The BBC's future plans, entitled Putting Quality First (PQF), and the Trust's initial strategy conclusions were published in March 2010. PQF included a suggestion that BBC Asian Network could be closed and the money used to run the station reinvested in delivering content to Asian audiences through the BBC's wider portfolio of television and radio services. As the BBC developed its strategy further, the suggestion to close Asian Network was rejected by the Executive and, instead, it chose to look at reducing the service's costs as part of implementing PQF – a process called Delivering Quality First (DQF).

DQF sets out how the BBC will focus on delivering high quality content for all and run its services within the BBC's licence fee settlement which runs until the BBC's current Charter ends in 2016. The new licence fee settlement was effectively frozen at 2010 levels. Rising costs due to inflation and taking on new funding responsibilities, including funding BBC World Service, BBC Monitoring and the Welsh-language channel S4C, mean that significant cost savings need to be made across the BBC. Asian Network is not excluded from the range of services that are being asked to find savings.

The BBC's new plans for Asian Network were published as part of DQF in October 2011 and the Trust has consulted on these plans as part of this service review.

The DQF proposals for Asian Network were set out as follows:

- maintain Asian Network as a national service
- broaden the existing audience to encompass British Asian listeners aged 25 to 45
- focus on six distinctive content areas: BBC news, music and entertainment, Asian culture, discussion, languages and specialist music
- remove drama and documentary programmes from the station
- reduce the amount of weekday language programmes

- close the station between midnight and 6am.

Throughout the course of our service review, we challenged BBC management to develop its strategy for Asian Network. We prompted the station to respond to the emerging results of our performance analysis, consultation responses and Trust-led audience research. As part of this process we asked BBC management to set out clear objectives for the station in terms of preserving distinctiveness while costs were cut.

Additionally, the Trust has considered the BBC Executive's DQF plans relating to Asian Network in the context of whether they might constitute a significant change to the BBC's UK Public Services and should be subjected to a Public Value Test (PVT). We have decided that the changes do not require a PVT. As part of our assessment, we invited Ofcom to provide us with its view on the potential impact of the proposed changes on commercial radio stations targeting Asian listeners. We have set out our decision not to conduct a PVT, and Ofcom's view on market impact, [here](#).

Executive Summary

BBC Asian Network serves a diverse range of listeners within the British South Asian community¹, who are typically less well served by other BBC radio services. Both its music output and its original news and speech programming are highly valued by those that listen to the station.

It makes a strong contribution to delivering the BBC's public purposes amongst its audience through its news and speech, together with its focus on new British Asian music and coverage of live cultural events. These aspects to the service make it highly distinctive within the UK's Asian radio market.

The challenge for the service over the next few years will be to preserve the distinctiveness of the service and continue to improve quality while reaching some new listeners and reducing its costs.

The main findings from our service review are set out below.

Asian Network is valued by its listeners, who think that the station provides a good-quality and distinctive service

Our qualitative research shows that most listeners think Asian Network provides a good quality service, and some individual programmes and shows are rated highly. We found that Asian Network listeners on the whole consider the station's key strengths to be:

- its music content in terms of the range of genres covered and, more importantly, the focus on British Asian and new music
- its discussion programming, as this is seen to cover the main issues of the day as well as more culturally sensitive subjects that affect the lives of British Asians.

Listeners think it is important for the BBC to provide a radio station aimed specifically at British Asian audiences

Our audience research shows that listeners think it is important for the BBC to provide a radio station aimed specifically at British Asian audiences.

¹ This report refers to British Asians as the primary audience group for the service, meaning the British South Asian community (i.e. listeners primarily with roots in India, Pakistan, Bangladesh and Sri Lanka)

Asian Network reaches around 1 in 6 of the British Asian population each week, and reach is good amongst its primary audience of under 35s

During 2011, an average of around 500,000 people listened to Asian Network every week, of whom 80 per cent were from the British Asian population. As we would expect from a service with a more distinct target audience, reach to Asian Network remains much smaller than other BBC digital stations such as 6 Music and 1Xtra. During 2009-10 reach fell to a low point of 370,000 listeners before rising again during 2011.

Many listeners feel the station provides unique output, particularly with respect to British Asian talent and new music

For almost all respondents in our qualitative research, music was hailed as the primary reason for listening to BBC Asian Network. Listeners feel the station is very strong in terms of delivering a wide range of music genres, with an emphasis on British Asian and new music. Listeners tended to spontaneously highlight this aspect of the station's music output as its most distinguishing feature against its competitors, and there was almost unanimous agreement that the station was successful in delivering this aspect of the BBC's *Creativity* public purpose.

We have approved a proposal to increase the proportion of music to speech on the station. To ensure any increase in music output does not damage the distinctiveness of the station's current music output, new and revised conditions will be added to the service licence. In particular, programming during core daytime hours will provide an approximately 50:50 split between music and speech.

Listeners consider news to be an important part of Asian Network's output

Listeners feel the station covers both national and international news well, reporting these in ways which help them understand the main issues, as well as providing useful debate and insight. Asian Network will continue to provide its current levels of news output across the schedule, and further investment has been approved to help bring news stories that resonate with Asian audiences to other BBC services.

We have approved a proposal to increase investment in Asian Network's journalism to bring news stories with an Asian dimension to other BBC services.

Some segments of the current schedule are less important to listeners

We have approved a proposal for Asian Network to simplify its schedule through reducing its broadcast hours and having fewer, longer programmes, particularly in off-peak evenings. The station will remove early morning devotional programmes, its occasional drama and will cut back documentary output. These genres are not core to the station's appeal amongst listeners and some involve high production costs. It will also move its weekday specialist-language programming to the weekend, in line with plans for BBC

Local Radio. Better signposting on local services and Asian Network will help listeners find this content more easily.

Whilst we have agreed to the station's plan to remove drama from Asian Network, we expect the network to ensure that its listeners are aware of relevant drama on other BBC services.

We have concluded that these proposals should not have a material impact on users or others, as they do not result in a change to the broad proposition of Asian Network as set out in its remit.

Asian Network should continue to focus on a primary audience of under 35s while seeking to appeal to other listeners, in line with its current remit

Asian Network's remit states that "The primary target audience is British Asians under 35 but the station should also appeal to anyone with an interest in British Asian issues, music and culture." This sets an editorial scope that is partly based on a target age group, but also on a type of content that may attract those of any age. Within this remit, BBC management has developed a 'friend of the family' editorial strategy, which seeks to appeal to Asian household members as well as the younger primary target listeners. The station plans to continue with this strategy and requested that its remit should change to encompass listeners aged 25 to 45.

On the basis of evidence gathered in this research and our experience in governing other BBC radio stations, we do not think that it is advisable to dilute the primary target age group for Asian Network, as this can lead to lack of clarity over editorial aims and a loss of distinctiveness for the service. We believe that the 'friend of the family' strategy is permissible within the current stated remit, so we are retaining this. We will monitor the age profile of the audience to ensure that the station continues to serve its primary target audience.

Asian Network's costs look high when compared to other BBC digital radio services. However, direct programme-making costs continue to fall year on year

As a consequence of the expected small increase in listening through implementing the new strategy for the station and a reduction in the station's budget, BBC management expects the cost per listener hour of Asian Network to come down. This will bring Asian Network broadly into line with the cost per listener hour of the BBC's other digital networks such as 6 Music, Radio 4 Extra and 1Xtra.

BBC Asian Network is subject to a reduction in spending alongside all other BBC services

The BBC's licence fee settlement in 2010 is equivalent to a minimum reduction in funding of 16 per cent by 2016-17. This means that decisions need to be taken in order to find

the savings required across all BBC services. This process was termed Delivering Quality First (DQF). As well as the public consultation on current performance of BBC Asian Network we ran for this review, we also consulted on the DQF changes proposed by BBC management.

During the course of our service review, BBC management developed its plans for the service in more detail.

The revised proposals for BBC Asian Network include:

- Net scope savings of £1.7m (18 per cent)².
- A reduction in the station's hours of transmission so that it will broadcast from 6am to midnight only, opting to Radio 5 live from midnight to 6am.
- Simplification of the schedule through reducing the number of documentaries from 15 half-hour programmes to around five half-hour programmes per annum and decommissioning drama, sports coverage and daily devotional programmes.
- An increase in the overall proportion of music on the station, changing the balance of music to speech from 50:50 to 60:40. This will include changes to the profile of music played, with more non-UK music alongside the current volume of British Asian music.

We are content that these revised proposals fit with the strategy we have set for the BBC as part of DQF, and are an appropriate way to make the savings required for the service.

We have assessed the significance of the proposals and concluded that no Public Value Test (PVT) is required before approval.

As part of our significance assessment, we invited Ofcom to provide the Trust with its view of the likely impact of these proposals on others. In deciding that these proposals are not significant, we have acknowledged Ofcom's concerns around the continued distinctiveness of BBC Asian Network, and we have set out our consideration of the points raised by Ofcom and the mitigations we have established which address some of these concerns. The detail of our assessment of significance is published separately and [can be found here](#).

² Savings after reinvestment of up to £1m in journalism and live events coverage for the wider BBC

Main report - Introduction

Review Scope

1. We published the terms of reference for this review when it was launched in October 2011. The high-level questions we set out to consider are:
 - **How well does this service perform against the terms of its service licence and the Quality, Reach, Impact and Value for money (QRIV) performance framework?**
 - **Is the future strategic direction for this service well-considered?**
 - **Should the service licence for this service be changed to improve performance or change the station's future direction?**
2. We have treated the following areas as out of scope of this review:
 - **Online provision.** This part of the BBC's output is governed via the BBC Online service licence which is reviewed separately.
 - **Market impact.** Service reviews are intended to inform the Trust's duty to performance and do not include a market impact assessment. If the review concluded that significant changes were required to any of the services under review, then the Public Value Test process would be initiated which would include a market impact assessment.
 - **Editorial standards and impartiality.** The Trust's Editorial Standards Committee considers editorial standards separately at a strategic level as part of its ongoing work.

Methodology

3. The review was carried out for the Trust by its independent advisers in the Trust Unit under the direction of the review's lead Trustee, Mehmuda Mian. We published the terms of reference for the service review on 6 October 2011 and, at the same time, launched a public consultation, which ran until 21 December 2011 (this consultation ran in parallel with the Trust's consultation on DQF). In planning our service review consultation and subsequent research, we took specialist advice to ensure we provided for the particular needs of South Asian audiences to encourage wider participation in our work. For example, we identified that some listeners might need extra help with submitting their views about the station. In response to this, we set up a dedicated phone line for listeners who needed help with answering the consultation questions in their first language.
4. We received 268 responses from licence fee payers, and submissions from BBC management, industry stakeholders and others. We also received advice from our audience councils in England, Scotland, Wales and Northern Ireland through their own

consultation activity. We carried out a representative survey and a programme of qualitative research amongst listeners to the station to assess audience attitudes to the Asian Network and the public value it provides. We also collected performance data on quality, usage and value for money.

5. As our review ran in parallel with the Trust's consultation on the BBC's DQF plans, we also received a number of responses from licence fee payers who made reference to the proposed changes to Asian Network through the DQF consultation and from a number of external stakeholders. Where relevant, we have taken these responses into account in determining our service review conclusions.
6. We have assessed Asian Network's performance against the BBC's performance framework as set out in Table 1, comprising assessments of Quality, Reach, Impact and Value for Money:

Table 1: The BBC's Quality, Reach, Impact and Value for Money (QRIV) Performance Framework

Performance element	Description
Quality	Quality is measured in terms of audience perception of various aspects of the quality of programmes and stations.
Reach	The extent to which BBC services are used by the audience. In this report, unless otherwise stated, the reach of radio services is expressed as the percentage of the population who have listened for at least 5 consecutive minutes in an average week.
Impact	The extent to which BBC content delivers the BBC's public purposes. The purposes are set out in the BBC's Royal Charter and are as follows: <ul style="list-style-type: none"> – Sustaining Citizenship and Civil Society – Promoting Education and Learning – Stimulating Creativity and Cultural Excellence – Reflecting the UK's Nations, Regions and Communities – Bringing the UK to the World and the World to the UK – Emerging Communications
Value for Money	Consideration of performance (reach, quality and impact) alongside cost to provide a perspective on cost-effectiveness.

7. We carried out our performance analysis using the following evidence sources:
 - Radio audience data from the Radio Joint Audience Research survey (RAJAR), based on around 110,000 diaries filled out each year. All RAJAR data quoted in

this report is based on the full financial year 2010-11 for adults aged 15+ unless otherwise stated.

- Regular BBC audience surveys which measure audience perceptions, usage and awareness of content from the BBC and other providers.
 - Financial data taken from the BBC's Annual Report and management accounting system.
 - Audience research to inform our thinking for this review and supplement the data we had available. We commissioned Ethnic Dimension and Ipsos-MORI to undertake both qualitative and quantitative research. This helped inform us how well the service is delivering against the BBC's public purposes and provided evidence about audience perceptions of quality for the service. The quantitative element of this work was carried out to understand listening habits and attitudes to the different types of output broadcast on Asian Network.
 - We explored the issues raised during our review through discussion with the BBC Executive's senior management. The lead trustee and senior BBC Trust Unit staff also visited BBC Asian Network to talk to staff and to see the station's editorial and broadcast processes in action.
8. During the course of our review, the Executive further developed their plans for Asian Network. Responding to those plans, the Trust was concerned that the distinctiveness of music output on the station should be safeguarded. We carried out further specialist research to understand the different types and frequency of music tracks played on the station as compared to commercial radio. On this basis, we have been able to form a clear view about how the station should seek to preserve its distinctiveness compared to the rest of the market.
 9. Considered in the round, the evidence base we have gathered has provided the Trust with a good picture of the station's strengths and weaknesses, and this has helped us to decide the station's future strategy in context. We will use audience data to track the outcomes of the new strategy and will publish our view on its effectiveness in due course.
 10. As part of this review we have also reached conclusions on the proposals affecting BBC Asian Network as part of the BBC's Delivering Quality First (DQF) plans to achieve a minimum reduction in BBC licence fee spend of 16 per cent by 2016-17. At the start of the Asian Network review, the Trust also launched a separate public consultation on the changes outlined in the Executive's DQF proposals. Given the simultaneous running of these two exercises, the consultation questions relating to the service in DQF were mirrored in the consultation for the service review.
 11. We have used the results from both consultations, along with other evidence gathered in this review to reach conclusions on the proposals affecting these services. The Trust published its final conclusions on the Executive's DQF proposals on 16 May 2012, and they [can be found here](#).

12. Further information about the Trust's approach to service reviews can be found on the BBC Trust website at bbc.co.uk/bbctrust.

Current Performance

Context for the Service

13. The BBC has been part of the British Asian media world for more than 40 years. *Nai Zindagi Naya Jeevan* was a magazine programme that began broadcasting on BBC television in 1968. During the 1970s, BBC Local Radio began developing special programmes for Asian listeners, most notably in Birmingham and Leicester. In 1988 the radio output in the English Midlands was fused to create the "Asian Network" and was broadcast on medium wave across the region.
14. Over the years, commercial radio stations such as Sunrise in London and Bradford, XL in Birmingham and Sabras in Leicester also came into being. In response to growing demand from audiences, the BBC increased the number of hours broadcast on Asian Network and began to cover wider areas of England on medium wave. It also took up a slot for listening on digital satellite platforms. In 2002 the Asian Network was given a national DAB slot and became a UK-wide service alongside 1Xtra, 6 Music, Radio 7 (Now Radio 4 Extra) and 5 live Sports Extra.
15. Around 3.7 million people who are South Asian or of South Asian descent are now living in the UK, making up by far the biggest ethnic minority in the country. In this context, it is perhaps unsurprising that this country provides publicly funded broadcasting specifically for South Asian audiences, and that a diverse commercial and community radio sector serving these audiences has its home here too. Although BBC Asian Network provides a UK-wide service, the core audience for BBC Asian Network is to be found in England.

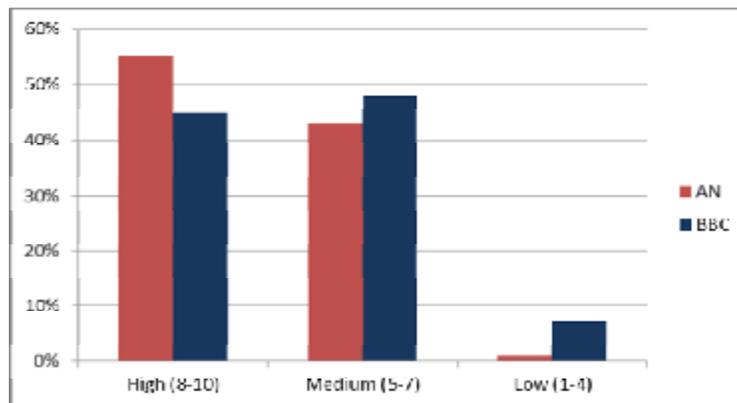
Quality

Asian Network is valued by its listeners, and they think the station provides a good quality service

16. Our qualitative research shows that most listeners think Asian Network provides a good quality service, and some individual programmes and shows are rated highly. We found that Asian Network listeners on the whole consider the station's key strengths to be:
 - its music content in terms of the range of genres covered and, more importantly, the focus on British Asian and new music
 - its discussion programming, as this is seen to cover the main issues of the day as well as more culturally sensitive subjects that affect the lives of British Asians.

17. Listeners have told us that BBC Asian Network makes a positive contribution to the BBC's provision of entertainment, information, news and current affairs of interest to South Asians living in the UK. They also feel the station helps them keep in touch with South Asian communities across the UK and abroad. It appears to successfully target younger British Asians whilst still being relevant and appealing to a broader age range via its 'friend of the family' editorial approach, offering 'something for everyone' and providing cultural connections between the generations. Listeners have said that being a BBC service gives the station credibility, trustworthiness and professionalism.
18. Most listeners tell us the station offers a good combination of new music, news and lively debate, but our research suggests some listeners would like it to do more to:
- refresh and widen the appeal of some of its programming
 - provide greater depth to its South Asian news coverage
 - build on the strength of its music offer.
19. Appreciation Index (AI) scores have been rising for the station and are now at an average of 78³, which is a reasonable level. We encourage the station to seek to achieve further rises in AI scores, particularly for its biggest shows. News programming (Asian Network Reports) and the Breakfast show (Tommy Sandhu) in particular have experienced significant growth in AI scores over the last two years.

Figure 1: Overall listener approval scores for Asian Network



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

20. In our research, Asian Network listeners gave the station an average approval score of 7.6 out of 10. In the BBC's BART survey, the average approval score was slightly higher at 7.8. In our research, just over half of listeners (55 per cent) in our survey gave a high

³ Source: Pulse Q4 2011

score (8-10) for their overall impression of Asian Network (as shown in Figure 1 above). Over 40 per cent gave a medium score of 5-7 out of 10, and very few listeners (1 per cent) gave a low score for their overall impression of BBC Asian Network. We think these are good, although not outstanding, scores for station approval in comparison to approval scores for other BBC radio services.

21. The Asian Network listeners we surveyed appear to have a slightly more positive impression of the BBC generally, compared to the overall UK population and also when compared to all Asian adults. This is a common pattern seen in other BBC Trust research amongst users of a specific service, but is particularly important in the context of Asian Network, as our analysis shows that Asian audiences are typically less well served by the BBC.

BBC Asian Network plans to develop a shorter and simplified schedule

22. BBC management has proposed simplifying the Asian Network schedule to provide fewer, longer programmes by:
 - reducing the broadcast hours of the station to 6am to midnight throughout the week
 - continuing the process that has already begun to simplify the schedule to make it easier for audiences to find relevant content, such as language programmes.
23. Our analysis of current reach outside the proposed 6am to midnight schedule shows that reach between 5am and 6am is very low, at 11,000 listeners, and reach between midnight and 1am is 49,000 listeners. These are very low compared to daytime reach figures.
24. We anticipate that introducing a more coherent, simplified schedule will help listeners to find the content they want, and will also improve perceptions of quality because listeners will be less likely to encounter content that is not aimed at them but at a specific group within the British Asian community. For the same reason, it is likely that this greater coherence will help extend the length of time people listen to the station.
25. As part of its rationale for simplifying the station's schedule, and through a process of identifying areas for cost saving, BBC management has also highlighted some types of programming that it believes are not considered important to listeners, or not listened to by many people. On this basis, it has proposed cutting or removing these items from the schedule. Some cuts are necessitated by the reduction in the number of hours the station broadcasts during the early hours and late at night.
26. BBC management also proposes to strengthen its collaboration with BBC Local Radio, in particular to bring more coordination to the planning and scheduling of programmes aimed at British Asians. This should enable clearer signposting for licence fee payers on other BBC services and listeners will be able to tune in to their favourite shows on a more consistent basis.

Action 1: Asian Network will shorten and simplify its schedule

We have approved Asian Network's plans to shorten and simplify its schedule, including the reduction or removal of some types of programming (these are dealt with later in the relevant sections of this report).

Timing: Approval is with immediate effect

Distinctiveness

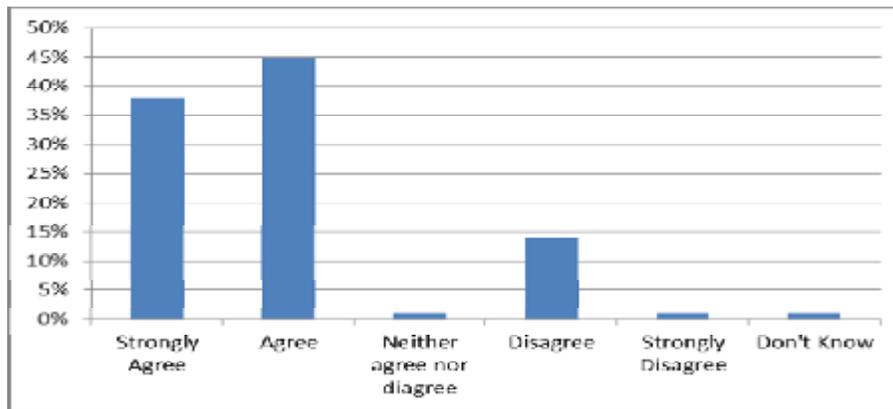
Asian Network is seen as distinctive in many areas

27. Asian Network is the only BBC radio service with a specific remit to serve British Asian audiences. In its submission to our review, BBC management emphasised the unique role that Asian Network plays amongst BBC services in providing listeners with coverage of British Asian culture and a British Asian perspective on local, national and international news and issues.
28. In the focus groups we ran for listeners, most felt the station offered a range of benefits that differentiated it from other South Asian radio stations and television channels available in the UK. They thought, therefore, that it provided a distinctive service. Listeners cited the following elements of the station's output as contributing to the station's distinctiveness:
 - output being predominantly in English
 - the range of the station's music output
 - being inclusive of all British Asian communities, rather than focusing on particular groups
 - having national coverage
 - event coverage, such as melas around the UK, demonstrating the station's reach into local communities
 - BBC branding, which provided listeners with reassurance about the station's overall quality and the impartiality of its news and current affairs coverage.

Listeners think it is important for the BBC to provide a radio station aimed specifically at British Asian audiences

29. Our audience research shows that listeners think it is important for the BBC to provide a radio station aimed specifically at British Asian audiences (83 per cent of listeners in our survey agreed that this was the case and only 15 per cent disagreed).

Figure 2: Listener views on importance for the BBC providing a radio station specifically for British Asians



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

30. A small proportion of respondents to our public consultation, however, feel that a specialist service targeting one ethnic group paid for by the licence fee is not justified, particularly when the BBC is being forced to make cuts. This was echoed in some of the responses submitted as part of our wider consultation on the BBC Executive's DQF proposals. Some say that content specific to Asian audiences should be on the BBC's mainstream services or provided by commercial broadcasters.

Reach

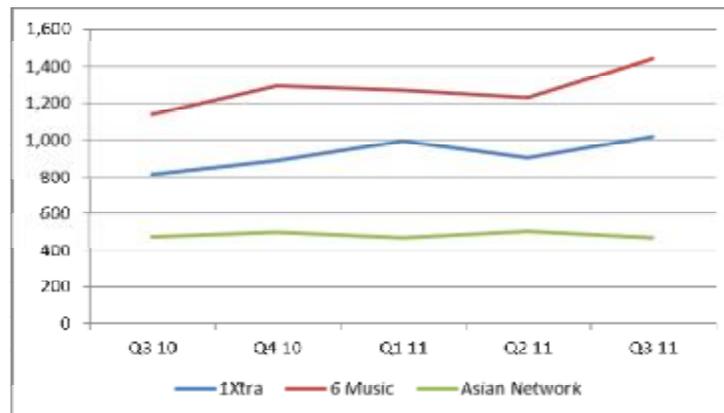
Asian Network reaches around 1 in 6 of the British Asian population each week, and reach is good amongst its primary audience of under-35s

31. While official data on the UK population is not yet available from the most recent census, RAJAR data suggests that the number of British Asian listeners in the UK may have almost doubled since 2001. However, RAJAR data also shows that BBC Radio is falling behind in attracting this growing audience. In addition, other BBC surveys show below average awareness, approval and AI scores for BBC Radio among the British Asian population.
32. Asian Network is, therefore, important to the BBC in this respect, with reach to 16 per cent of the British Asian population in 2011, which amounts to 423,000 British Asian

listeners. This accounts for just over 80 per cent of total listeners to the station, and this proportion has remained relatively stable over a five-year period.

33. Amongst all adults, an average of around 500,000 people listened to Asian Network every week during the first three quarters of 2011-12. However, during 2009-10 reach fell to a low point of 370,000 listeners before rising back to approximately current levels the following year. As might be expected from a service with a more distinct target audience, reach to Asian Network remains much smaller than other BBC digital stations such as 6 Music and 1Xtra.

Figure 3: Reach to all adults (1000s) compared with BBC 6 Music and 1Xtra



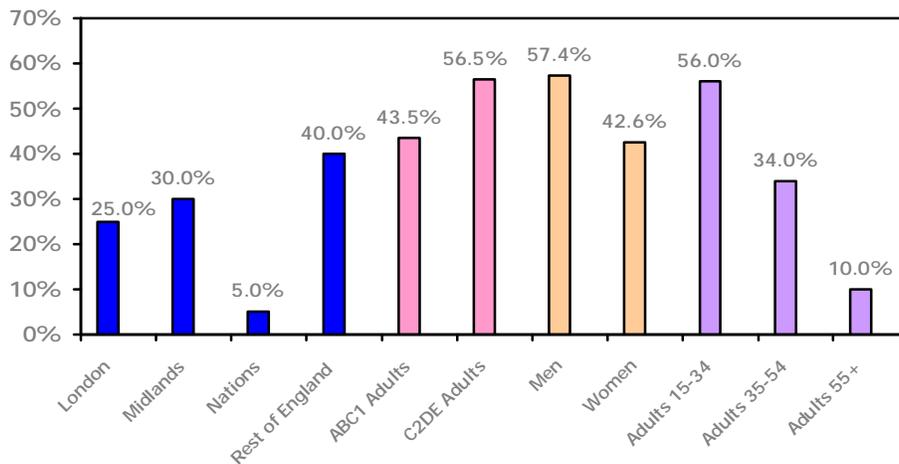
Source: RAJAR

34. Despite relatively low reach compared to other BBC UK wide services, the station brings a small but significant number of extra listeners to the BBC radio portfolio. In 2011, some 46 per cent of Asian Network's listeners tuned in to no other BBC radio, and one in five tuned in to no other radio at all. The role of Asian Network is, therefore, very important as a means by which the BBC can serve this group of licence fee payers in some way on radio.
35. Asian Network's audience profile is skewed slightly towards male listeners in the Midlands from a C2DE background. In 2010-11 the station's profile of listeners consisted of 57 per cent men compared with 43 per cent women. However, the male share declined in the last three quarters of 2011-12, with men accounting for 53 per cent of listeners. Analysis indicates that the slight skew towards male listeners is most likely influenced by some key music programming, which can tend to attract a larger male audience. The station has plans to continue to balance its appeal through changes to its music policy (changes to the station's music policy are dealt with later in the *Impact* section of this report).
36. Asian Network has a primary target audience of under 35 year olds, and younger people are much more likely to listen to Asian Network than older listeners. The average age of Asian Network listeners has fluctuated between 34 and 35 since 2006-07.
37. In 2009-10, the average age of listeners dropped to 34 before rising to 35 in 2011. During this period there was an increase in overall reach of around 100,000 listeners, which was

made up of an increase in the primary target audience of under 35s and also a higher proportionate increase amongst listeners aged 35-54.

38. Despite the recent increase in reach to listeners aged 35-54 – which appears to be a recovery from losses from this age group in 2009-10, when the station believes it may have focused too much on appealing to the young – the increase did not impact the overall profile of Asian Network listeners. That 35-54 age group consistently makes up a third of all listeners, while the primary target audience of under 35s makes up 55-60 per cent of listeners. This is in line with the station's service licence remit to appeal primarily to British Asians under 35, but also to appeal to others with an interest in British Asian issues, music and culture.

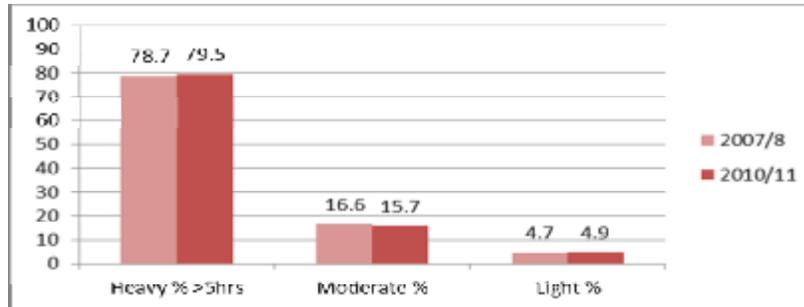
Figure 4: Profile of Asian Network audience groups



Source: RAJAR 2011

39. The average length of time each listener stays tuned to Asian Network has risen in the last year to halt a trend of long term decline. In 2011, average listener hours stood at 6.6 hours per week compared with 5.3 hours per week during the previous year. Despite recent growth, average listener hours are still around 1.5 hours below both 6 Music and Sunrise. This may well be due to fewer overall broadcasting hours as compared to 6 Music, and a more diverse and complex schedule as compared to Sunrise.

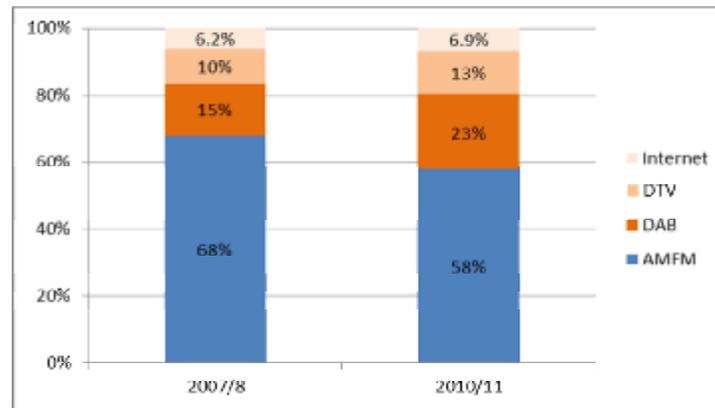
Figure 5: Weight of listening



Source: CMI/ RAJAR

40. Our qualitative research found that the widest experience of the station's range of programming across the daily schedule was evident amongst listeners in areas where analogue access to the station is available. This allows more flexible listening, especially when out and about (particularly in cars, for example).
41. Outside areas of analogue coverage – for example in London, Slough and Bradford – there appear to be far fewer listeners tuning in for more than 5 hours a week. In our qualitative research, respondents in such locations reported that the biggest barrier to greater use of the station was the lack of analogue access. As a result, listening to the station had to be a more active and planned choice. Usage amongst these listeners was more likely to take place during breakfast, via digital platforms such as digital television, or at the weekend, via digital television, the internet and mobile phones. Respondents in areas with no analogue access also tended to have a more limited awareness of the station's full schedule.
42. On the other hand, our audience research shows that access to the station's output via a range of digital platforms and technologies, such as DAB radio, digital television, internet and mobile phone applications, appears to provide listeners with a high quality listening experience as well as good choice of access. Wider listening data shows that, whereas the proportion of listeners accessing the station via analogue platforms has declined between 2007-8 and 2010-11, digital listening has risen comparatively quickly over the same period.

Figure 6: Weekly Reach by Platform



Source: RAJAR

We have not approved the station's plans to amend the primary target audience for the service

43. Asian Network's service licence remit states that *"The primary target audience is British Asians under 35 but the station should also appeal to anyone with an interest in British Asian issues, music and culture."* This sets an editorial scope that is partly based on a target age group, but also on a type of content that may attract those of any age. Within this remit, Asian Network has developed a 'friend of the family' editorial strategy, which seeks to appeal to a range of Asian household members alongside the younger primary target audience. The station requested that the remit should be changed to encompass listeners aged 25 to 45.
44. On the basis of evidence gathered in this research, and our experience in governing other BBC radio stations, we do not think that it is advisable to dilute the primary target age group for Asian Network. This could lead to a lack of clarity over editorial aims and a loss of distinctiveness for the service. We believe that the station's 'friend of the family' strategy is permissible within the current stated remit.

Action 2: Asian Network should continue with its 'friend of the family' strategy but retain a primary focus on British Asians under 35

BBC Asian Network should continue its 'friend of the family' editorial strategy, but retain a primary focus on listeners under 35. We will track trends in listening to the station amongst different age groups to ensure that British Asians under the age of 35 continue to be the primary audience for the station.

Timing: We will assess performance in this area in approximately one year's time and periodically thereafter.

Impact

BBC Asian Network makes a significant contribution to the BBC's delivery of its Citizenship, Creativity and Communities purposes amongst its listeners

45. The Trust's service licence for Asian Network sets out the ways in which the station should contribute to the BBC's public purposes. While Asian Network should make a contribution to each of the six public purposes, its most important priorities relate to: the Citizenship purpose, through providing news, current affairs and discussions; the Creativity purpose, primarily through its music programming; and the Communities purpose, through reflecting the diversity of the UK Asian population in its programming and music output.
46. Our research suggests BBC Asian Network performs well against the six public purposes, which were all thought by audiences to be important for the station to deliver.
47. Asian Network has some numeric service licence commitments which are measured and reported publicly each year. The table below sets out BBC Asian Network's compliance with these requirements in 2011.

Table 2: Asian Network service licence conditions

Purpose	Condition	2010-11
Sustaining Citizenship and Civil Society	Ensure that content is approximately 50% speech and 50% music each year	44% speech 56% music
	Ensure that at least 40% of the music in daytime is from UK artists each year	40%
Stimulating Creativity and Cultural Excellence	Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers	13%
	Broadcast an average of three to five hours of language programming every day	4.5
Reflecting the UK's Nations, Regions and Communities		

Source: BBC annual report

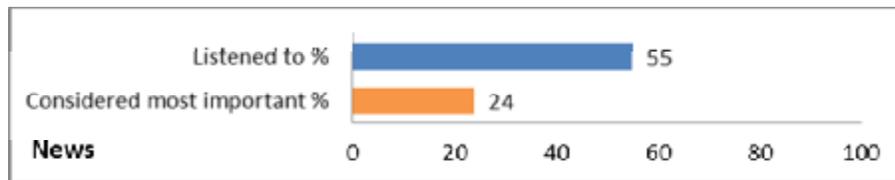
Sustaining Citizenship and Civil Society

48. Audiences feel that the station performs well against this purpose, and many think the station's offering is unique in the radio market. The different ways in which the station contributes to the fulfilment of this purpose are examined below.

News

49. Listeners consider news to be a relatively important part of Asian Network's output. Our qualitative research shows that listeners believe the station provides accurate, impartial and independent news and current affairs.

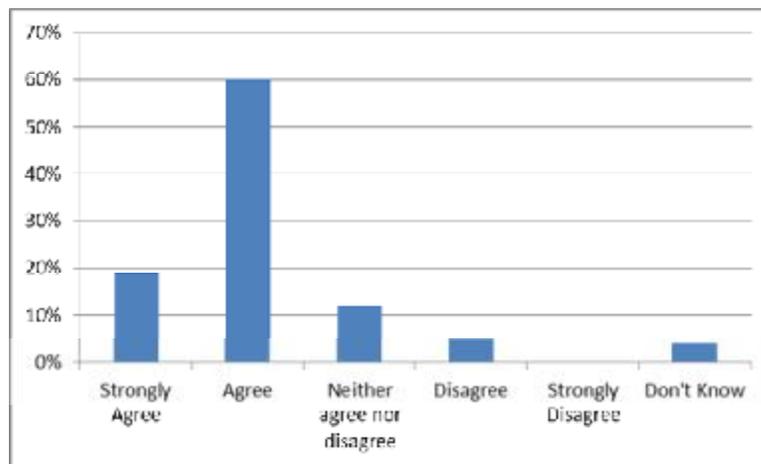
Figure 7: Listener survey – News Programming



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

50. Our audience research shows that Asian Network performs well in terms of covering news from a British Asian perspective. Most listeners believe the station's BBC branding provides reassurance that it will deliver this aspect of the public purpose, although many acknowledge that they do not actively choose to listen to the station primarily for its news output.

Figure 8: Provides news from a British Asian perspective



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

51. Respondents in our qualitative research felt the station covered both national and international events well. It reported these in ways that helped listeners access the main issues and provided useful debate and insight. An example offered by listeners in Birmingham was how well the station covered the summer riots of 2011 with events being reported as they took place in the city.
52. The Trust's audience councils consider that news and factual programming on the station is informative, accurate and relevant. The station provides news from all continents as well as regional and local coverage, such as the opening of new temples. However, to help contribute to the Citizenship purpose more fully, audience councils felt the station could do more to include news and content relevant to Asian communities across the UK, not just those in England.
53. In its original plans for the service, BBC management proposed closing all bespoke news bulletins in the evenings and at weekends. We challenged these plans, citing our audience research, which indicated the importance of news to listeners, alongside its overall importance to the delivery of the BBC's public purposes. Responding to the Trust's concerns, BBC management has revised its plans and will retain bespoke news bulletins across the schedule. The station has also agreed that it should seek to do more to offer news stories relevant to Asian communities across the UK.
54. BBC Asian Network will find ways to bring value to the wider BBC through making its own content available to other stations. It will also aim to find more efficient ways of working by collaborating more closely with BBC Local Radio to deliver content to local audiences. Subject to savings being achieved elsewhere, we support BBC management's plans to reinvest £0.3 million in reporters focused on generating news stories with an Asian dimension for the rest of the BBC.

Action 3: Asian Network should invest in providing Asian news stories to other BBC services

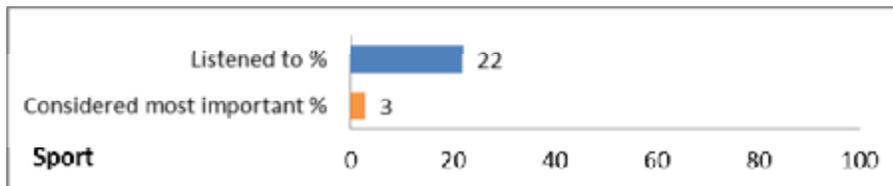
We have approved BBC Asian Network's plans under DQF to invest in its journalism to bring news stories with an Asian dimension to the rest of the BBC.

Timing: immediate

Continuous sports coverage will no longer form part of the schedule

55. As part of its rationale for simplifying the station's schedule, and through a process of identifying areas for cost saving, BBC management has also highlighted some types of programming that it believes are not considered important to listeners, or not listened to by many people. It has proposed cutting or removing these items from the schedule; among them is continuous sports coverage.
56. Based on our audience research, regular sports coverage is considered by listeners to be a relatively low priority for the station. This appears to be because audience demand for this type of programming is being met by other TV and radio services.

Figure 9: Listener survey – Continuous Sports Programming



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

Although we expect Asian Network to continue to provide relevant sports updates as part of its ongoing news output, we have approved the BBC management's proposal to remove sport as a key characteristic within its service licence.

Action 4: Sport is no longer a stated key characteristic of Asian Network

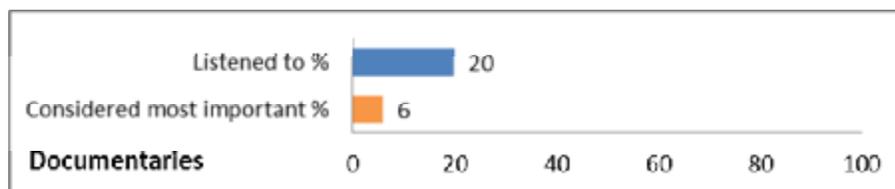
We have approved BBC Asian Network's plans to remove regular sports coverage from the schedule.

Timing: immediate

Documentaries

57. Most listeners in our research said they could not recall any documentaries on BBC Asian Network and, therefore, there was little claimed interest for the station to provide this.

Figure 10: Listener survey – Documentary Programming



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

58. However, there appeared to be some confusion amongst listeners over what might constitute a documentary. Many respondents mentioned listening to programmes about issues covered by the station in its documentary output, such as gay marriages, polygamy and arranged marriages. These items were valued by listeners, yet were not defined as documentaries; rather, they were seen as being part of news and/or discussion-based programmes. This may have been because these items were thought to be scheduled and branded as extended news reporting. Most listeners thought that some provision for this type of 'documentary' content was deemed important.
59. As part of their DQF plans for the station, BBC management proposed cuts to all documentary content on the station. However, after considering the findings of our research, we are pleased that BBC management has now reconsidered the scale of its planned cuts in this area and are seeking to retain some documentary output each year.

Action 5: Asian Network should continue to provide strong documentary output with wide listener appeal

We expect Asian Network to continue to seek audience impact with its documentary output at this lower level, as it remains an important element of the station's speech and journalism output.

Timing: ongoing

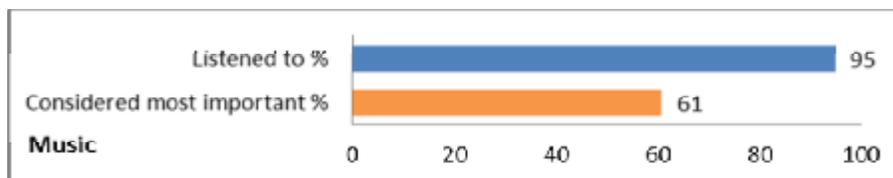
Stimulating Creativity and Cultural Excellence

60. Our research shows that BBC Asian Network is largely seen to perform well against the *Creativity* purpose. Many listeners feel the station provides ground-breaking output, particularly with respect to British Asian talent and new music. The different ways in which the station contributes to the fulfilment of this purpose are examined below.

Music

61. For almost all respondents in our qualitative research, irrespective of age or ethnic group, music was hailed as the primary reason for listening to BBC Asian Network.

Figure 11: Listener survey – Music Programming

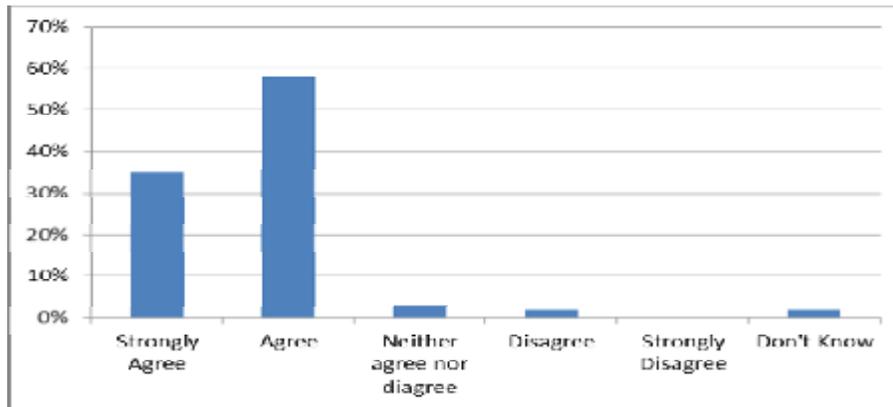


Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

62. Listeners feel the station is very strong in terms of delivering a wide range of music genres, with an emphasis on British Asian and new music. This was spontaneously highlighted as the station's most distinguishing feature against other Asian radio stations. There was almost unanimous agreement that the station was successful in delivering this aspect of the *Creativity* public purpose.
63. The broadcasting of new British Asian music was considered to be a key strength. Our research showed the station was praised for promoting new British Asian artists and that this was thought to be a distinctive aspect of Asian Network. Some listeners suggested that they were able to access music and artists they may not have come across elsewhere. This generated pride in both the station and the 'home grown' music talent

from the South Asian community in the UK. The Trust's audience councils agreed with this view, citing new acts being developed and supported on shows such as *Bhangra Breakdown* and in the programme feature 'Khan-Dan's Got Talent'.

Figure 12: Asian Network supports the British Asian music scene



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

64. During our review, BBC management has given us many examples of artists they have supported from an early stage and demonstrated that they take this part of their public service remit seriously. Asian Network's involvement in BBC Introducing and its ability to promote British Asian music to more mainstream BBC stations is an important part of its public value and should continue to be treated as a priority.

Asian Network is seen as a key facilitator of live events and music coverage, and the station attracts large audiences to event coverage on BBC Red Button

65. Listeners agree that Asian Network supports and broadcasts live music through coverage of regional melas and BBC Red Button access to events.
66. Most participants in our qualitative research were aware of Asian Network's coverage of melas in cities with large Asian populations and these were generally positively received. They were seen to bring local communities together across ethnic groups to share live music, regional food and information. Listeners thought these events provided access to new talent for local communities and demonstrated the station's, and the BBC's, commitment to local South Asian communities.
67. Around three in ten of those surveyed had used the BBC's Red Button service to access Asian Network live music and events coverage, which has seen significant take up for specific events, often exceeding reach figures for the station as a whole. For example, a recent Red Button special *Asian Network Gold - Iconic Asian Music from Four Decades of BBC Archive*, broadcast in January 2012, was watched by around 790,000 viewers.

Some have called for the station to play a wider range of regional and specialist music

68. Asian Network's service licence calls for a broad range of music to be played, encouraging listeners to appreciate music from communities and cultures they may never have come across before.
69. A few respondents to our public consultation said they would welcome an even wider range of regional and specialist music being played on the station. Examples suggested included classical, ghazals, qawwalis and poetic music, as well as styles from different regions in South Asia, including Pakistan and South India. Some would also prefer less Bollywood and bhangra during the day. However, our audience research indicated that, overall, the range of music played is a key strength for the station.

We have approved plans to increase the proportion of music on Asian Network, with the caveat that it must remain distinctive from other Asian radio stations, especially during the daytime

70. BBC management has proposed an increase in the overall proportion of music output compared to speech output to produce a 60:40 split between music and speech on the station.
71. Many participants in our qualitative research expressed their view that BBC Asian Network should not reduce its perceived distinctiveness by diluting its music output within a broader overall offer. This issue was also raised by RadioCentre and the operator of Sunrise Radio, Litt Corporation; it was applied to BBC radio more generally as well. Although our audience research indicates that, on the whole, music is considered by audiences to be a distinctive part of Asian Network's offer, we also recognise that distinctive music output in general is an issue which has been raised by stakeholders in previous reviews of BBC radio services.
72. **The Trust challenged BBC management to ensure that these plans would not damage the distinctive character of the station's music output and, in particular, its commitment to British Asian and to new music.**
73. We commissioned independent analysis to compare the type of music played by Asian Network today and its plans for the future with other Asian radio stations. This showed that the station's music output was distinctive when compared with the music output of most competitor stations serving UK Asian audiences. We consider that it is important to hold on to those elements of the station's music policy that set it well apart from commercial providers.
74. Figure 13, below, shows a low level of content overlap with other commercial Asian radio stations. Within the overall level of content overlap, the chart also shows the level of overlap by genre. For example, Radio XL and Asian Network played 15 per cent of the same tracks during breakfast and drivetime over a three-day period in March; 67 per cent of that overlap was of the Bollywood music genre.

Actions 6 and 7: Asian Network's proposal to increase its overall proportion of music output to 60 per cent has been approved, but the mix of output should remain distinctive, especially during daytime

The service licence condition relating to the balance of music and speech on the station will be amended to require an approximate 50:50 balance of music and speech on the station during daytime.

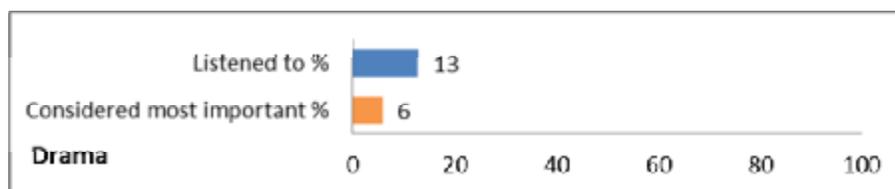
New and revised conditions will also be added to the service licence to safeguard the distinctiveness of Asian Network's music output.

Timing: immediate. We will assess performance in this area, including against the numeric conditions, in a year's time and annually thereafter.

Drama on Asian Network is high-cost and no longer considered to be an important part of the service

77. Although Asian Network had previously pioneered *Silver Street*, a well-liked, long-running drama aimed at the UK Asian community, most listeners in our qualitative research were not aware of any drama output now on the station. Therefore, this element of the Creativity public purpose was not seen to be delivered. Most listeners did not feel there was a requirement for this as this need was thought to be well met by the many Asian television channels available in the UK.

Figure 14: Listener survey – Drama Programming



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

78. The current service licence for Asian Network requires the station to commission radio drama relevant to a UK Asian audience and to encourage new writing, directing and performing talent. However, as part of its DQF plans, BBC management has proposed cutting drama from the Asian Network schedule but doing more to promote dramas on other BBC services that would be relevant and of interest to Asian Network listeners.

Action 8: Drama will no longer form part of Asian Network’s service licence

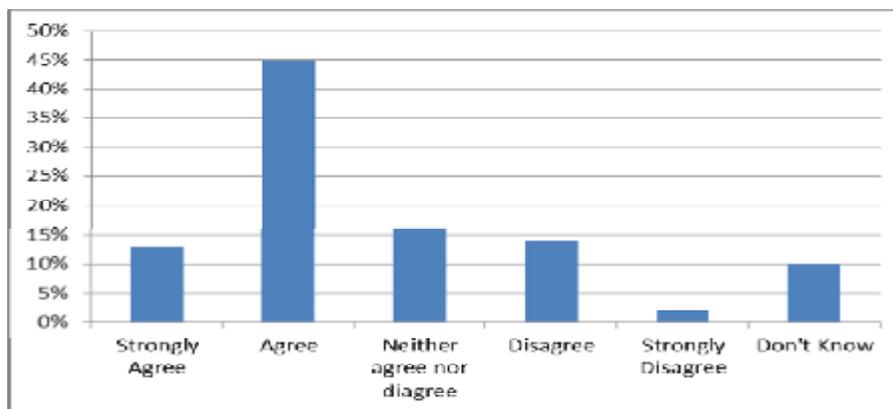
We are agreeing to the station’s plan to remove drama from Asian Network but we expect the network to ensure that its listeners are aware of relevant drama on other BBC services.

Timing: immediate

Reflecting the UK’s Nations, Regions and Communities

79. On the whole, listeners say Asian Network reflects the diversity of the British Asian population and addresses their needs and interests. In our qualitative research, the station’s music, discussions, regional language and devotional programmes were offered as examples of its success in providing an inclusive service. Listeners generally believed their cultural, religious and social interests were well served. When asked specifically about the relevance of discussion programmes (see Figure 15), over half (58 per cent) felt that the programmes covered topics relevant to them, although a minority (15 per cent) did not agree that this was the case. Looking only at those who claim to listen to discussion programmes, 73 per cent of this group agreed that the programmes cover topics relevant to them.

Figure 15: Discussion programmes cover topics relevant to me

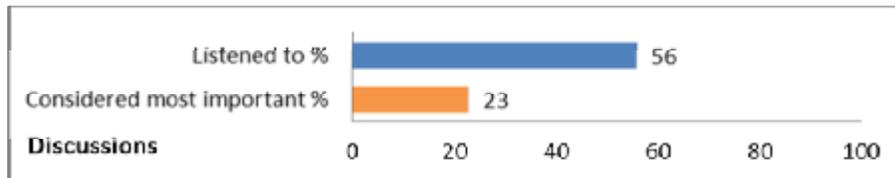


Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

80. In our qualitative research, regular discussions and debates were cited as key strengths of the station. Listeners felt that such programmes covered subjects that interested them, but were not often covered by other South Asian media, and involved them through social media and phone-ins. Many younger respondents appreciated the fact that the station had the courage to raise issues that might be considered culturally ‘taboo’. This included

issues that affected the lives of young British Asians in the UK, such as drug abuse. Thus, the aspect of delivering the *Citizenship* purpose was largely thought to be delivered.

Figure 16: Listener survey – Discussion Programming

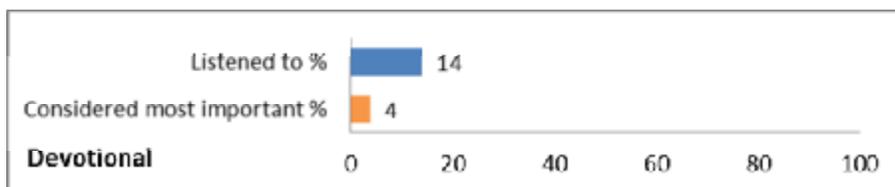


Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

The station helps bring people together through its coverage of religious festivals, but early morning faith programming will no longer be provided

- 81. The station was felt to be inclusive of all major South Asian faiths. This was achieved primarily through cross faith discussion items, and by an acknowledgement and celebration of all key festivals, such as Diwali, Vaisakhi, Ramadan and Eid, and also by its early morning devotional programmes, for those aware of them.
- 82. As part of its broader plans for shortening the station’s schedule, BBC management has proposed cutting specific early morning faith programming in the schedule. Asian Network currently broadcasts devotional music in the very early mornings during weekdays and at the weekend. Weekly reach for devotional programming is very low. For example, reach between 4am and 7am is just 16,000 listeners.
- 83. Our audience research shows that most listeners feel there is limited need for this type of programming to be provided by Asian Network. Some listen to devotional music at key times of the year, such as during Ramadan, but tend to listen to faith-specific media, such as Ramadan Radio or Islam Channel. A good proportion of older respondents listen to devotional music and output on the radio, but feel their needs are served on other stations (e.g. Sanskar Radio, Raaj Radio and Sunrise Radio), on television channels (e.g. Sikh Channel and Islam Channel) or via the internet. However, listeners in our research said they would like Asian Network to continue to address religious and faith issues in an appropriate way throughout the schedule.

Figure 17: Listener survey – Religious and Devotional Programming



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

84. We have approved BBC management's proposal to remove early morning faith programming from the schedule. However, we expect the station to continue to provide coverage of religious and faith issues through, for example, its discussion programmes.

Action 9: Asian Network will cut religious and devotional content from its schedule, but will continue to cover faith issues through other programming

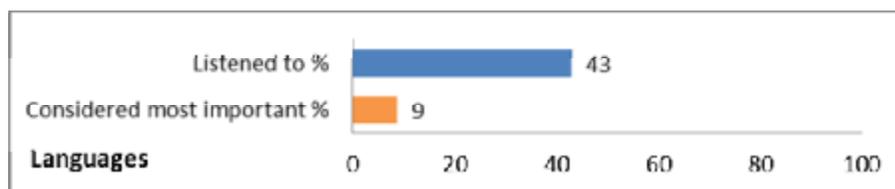
We are agreeing to the station's plan to remove faith programming from Asian Network, but we expect the network to continue to address religious and faith issues in an appropriate way throughout the schedule.

Timing: immediate

The station will continue to provide multilingual content during the week and will move its specific minority-language programming to the weekend

85. The service licence for the station currently sets out that programmes in Hindi/Urdu, Bengali, Gujarati, Mirpuri and Punjabi should seek to connect listeners with each other, and with their cultural and linguistic roots. BBC management has proposed reducing the number of hours of output of this type of programming, and moving regional-language programmes to a weekend 'language zone' slot. This is instead of having daily programmes in the evening.
86. Although the importance of South Asian language programming was rated lower than other types of programmes by listeners in our audience survey, actual listening to these programmes turned out to be relatively high. Our qualitative research revealed that there is a real desire amongst listeners for specialised language content across all age groups and by both those with limited English and listeners who want to improve their mother tongue language skills. However, this was seen as an area over which some compromise could be made in terms of scheduling.

Figure 18: Listener survey – Languages Programming



Source: BBC Trust Audience Research – All adults aged 15+ who have listened to Asian Network in the last four weeks (n=100)

87. BBC management's overall plans to simplify the station's schedule are dealt with earlier in this report as part of the section on *Reach*. On the whole, we believe BBC management's plans to create a language zone, and to cross-promote this on other BBC Local Radio services (see the Trust's service review of [BBC Local Radio](#)), will be helpful for audiences who wish to find and regularly listen to this type of content.

Value for Money

Asian Network's programme-making costs have fallen over the past few years

Table 3: Expenditure against service licence budget, 2007-8 to 2010-11

	2007-08	2008-09	2009-10	2010-11
	£m	£m	£m	£m
Service licence budget	9.7	8.7	8.7	9.2
Direct programme-making costs ⁴	10.1	9.2	8.9	8.6
Actual spend vs service licence	+4%	+6%	+2%	-7%
Distribution costs	0.8	0.5	1.2 ⁵	1.4 ⁶
Infrastructure/support costs	2.1	2.4	2.8	2.6
Total cost of service	13	12.1	12.9	12.6

Source: BBC annual report

88. Asian Network's costs have fallen in recent years, mainly due to the format of its drama evolving from long-running soaps to one-off productions. Distribution costs have risen, as they now include costs for digital text and DAB distribution, which were previously held centrally.

Asian Network's content costs are higher than other national BBC digital stations but lower than other services targeting distinct audiences

89. The costs of running BBC Asian Network appear to be higher than other BBC digital stations such as 6 Music and 1Xtra, but lower than most other BBC radio services aimed

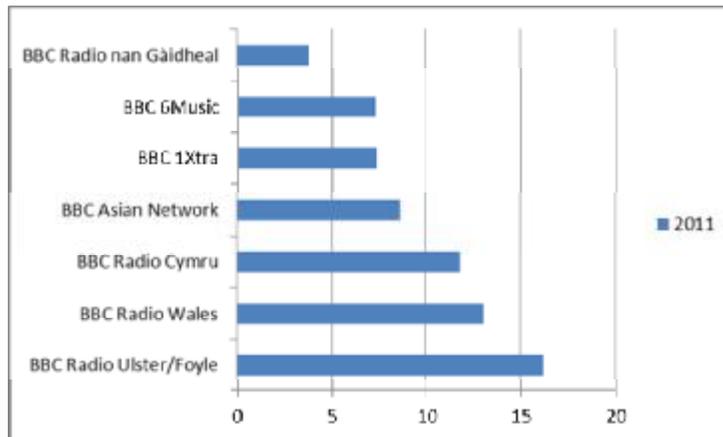
⁴ Costs mainly controlled by Asian Network management plus centrally allocated overheads.

⁵ Re-stated from £0.4m in 2010-11 Annual Report and Accounts to include DAB broadcast costs

⁶ Includes DAB broadcast costs

at specific sections of the UK population, such as the BBC’s radio services for the devolved nations.

Figure 20: Comparison of radio content costs



Source: BBC annual report: content costs (£m)

- 90. BBC Asian Network has met its efficiency targets to contribute to the BBC-wide commitment to deliver three per cent savings a year between 2007-08 and 2012-13.
- 91. While content expenditure has decreased recently, the station’s budget is high in relation to the BBC’s other digital radio stations. BBC management has explained the relatively high costs of running the station in terms of its high volume of speech content, including original news, documentaries and drama programmes.

The relationship between cost and numbers of people listening to Asian Network has been uneven over the last few years

- 92. To assess value for money, we consider the number of people listening to a service alongside its cost. This gives a metric for cost-effectiveness. The table below shows the cost per listener hour (CpLH) for BBC Asian Network over the last five years. The trend has been uneven, with an increase in CpLH to 2009/10 when the number of listeners was falling and a reduction in CpLH in 2010/11, which is largely driven by increased volume of listening as costs have not fallen significantly.

Table 4: Asian Network’s Cost per Listener Hour, 2006-7 to 2010-11

	2006-07	2007-08	2008-09	2009-10	2010-11
CpLH (pence)	5	7	6.9	8.5	6.7

Source: BBC Annual Report

BBC Asian Network's costs have been considered alongside every other service as part of a BBC-wide review to reduce budgets following the latest licence fee settlement

93. In October 2010 the BBC agreed a new licence fee settlement with the Government whereby the licence fee will be frozen at current levels through to 2017. Rising costs and additional responsibilities, including funding the World Service, BBC Monitoring and the Welsh-language channel S4C, mean that major cost savings will need to be made across the BBC. Like other services, Asian Network's budget will be affected by this.
94. There are two types of budget reductions for Asian Network (and other BBC services): efficiency savings and cuts to output ("scope" savings). As a result of planned scope changes under DQF to reduce the cost of the service, Asian Network's service licence budget for 2016-17 will be reduced by 18 per cent to £7.8m. This is after planned reinvestment of up to £1m – to support news reporters generating Asian-specific stories for the whole of the BBC's news output; and to provide coverage of live outreach events across different platforms (including BBC Red Button) to the benefit of the Asian Network and the wider BBC.
95. Asian Network will also find efficiency savings from the closure of its Leicester base, consolidation of Asian Network News teams in the W1 News hub and the streamlining of management. The productivity savings amount to a further £1.4m cut to the service licence budget.
96. As a consequence of the expected increase in consumption and the reduction in budget, BBC management expects the cost per listener hour of Asian Network to reduce from 5.1p today⁷ to approximately 3p in future⁸. This would bring Asian Network broadly into line with the cost per listener hour of the BBC's other digital networks: 1.2p for 6 Music, 1.3p for Radio 4 Extra and 3.7p for 1Xtra⁹.

Over the next five years, Asian Network will need to ensure that the challenging programme of savings proposed under DQF is met whilst protecting the distinctiveness of the service.

⁷ Based on Q42011 RAJAR (472k, 7h18mins) and service licence baseline of £9.2m

⁸ Based on total reach of 600k, average hours of 8 and a revised budget of £6.4m (reflecting scope and local productivity changes, and an estimate of central overhead savings)

⁹ RAJAR Q42011, published service licence budgets FY11/12

Annex

Summary of service licence amendments

This annex sets out the relevant sections of the BBC Asian Network service licence that we will be amending as a result of our review.

Service licence reference	Existing text / value	Amendment
Section 3 (budget)	£9.2m	Scope reductions will be applied from 2013-14.
Section 4 (balance of music and speech)	BBC Asian Network should deliver its remit through an approximately 50:50 split of music and speech, with the precise balance varying over the course of the week.	BBC Asian Network should deliver its remit through an approximately 50:50 split of music and speech during daytime ¹⁰ , with the precise balance varying over the course of the week.
Section 4 (drama and sport)	Speech output should include a strong focus on accurate, impartial and independent news and current affairs, together with debate, drama, entertainment and sport.	Speech output should include a strong focus on accurate, impartial and independent news and current affairs, together with debate, entertainment and culture relevant for a modern British Asian audience.
Section 4 (evening programming)	During the day an extensive playlist should form the backbone of the schedule, while evening and weekend programmes should focus on more specialised areas.	During the day an extensive playlist should form the backbone of the schedule, while weekend programmes should focus on more specialised areas.
Section 5.1 (service licence condition)	BBC Asian Network should ensure that content is approximately 50% speech and 50% music each year	BBC Asian Network should ensure that content is approximately 50% music and 50% speech in daytime

¹⁰ 0600 – 1900 weekdays and 0800 – 1400 weekends

		each year
Section 5.2 (service licence condition)	BBC Asian Network should ensure that at least 40% of the music in daytime is from UK artists each year	BBC Asian Network should ensure that in daytime across the year: <ul style="list-style-type: none"> - at least 30% of its music output is from UK artists - at least 30% is new music (released within the last 2 months) - at least 10% of music is South Asian¹¹ - at least 10 live events or festivals are covered
Section 5.2 (drama)	The station should commission radio drama relevant to its audience and encourage new writing, directing and performing talent.	(Delete)
Section 5.3 (online forums)	BBC Asian Network's online presence should facilitate and support the growth of communities of interest, providing forums for online communities where they can discuss the news and set their own agenda.	(Delete)
Section 5.3 (new objective)		BBC Asian Network should also support and encourage other BBC services to create

¹¹ Generally music from Pakistan, India (non-Bollywood), Bangladesh, Sri Lanka and Regional/Classical music, including the Qawwali and Ghazal music genres.

		journalism and cultural content of interest to this audience; it should help listeners to find these and other relevant programmes across BBC services
Section 5.3 (service licence condition)	BBC Asian Network should: broadcast an average of three to five hours of language programming every day	BBC Asian Network should: broadcast an average of 20 hours of language programming each week, including a mixture of Hindi/Urdu and English and other regional languages.