

# BBC 6 Music

## **Part I: Key characteristics of the service**

### **1. Remit**

The remit of BBC 6 Music is to entertain lovers of popular music with a service that celebrates the alternative spirit in popular music from the 1960s to the present day. Its programmes juxtapose current releases outside the mainstream with earlier recordings, including music from the BBC Sound Archive. It should provide context for the music it plays, and support live music and new artists.

### **2. Scope of the Licence**

BBC 6 Music should be available every day for general reception in the UK on DAB digital radio and digital television platforms and it may be simulcast on the internet.

It may also offer its broadcast content on fixed and mobile internet protocol networks or via other platforms<sup>1</sup>. On the same platforms, it may allow users retrospectively or prospectively via pre-booking to stream multiple episodes of first-run series (known as 'series stacking')<sup>2</sup> until a date no later than seven days after the last episode in the relevant series. This includes series where there is a break in scheduling between sub-sections of the series. The aggregate volume of such "series stacked" content must represent no more than 15% of all content offered on-demand.

The service may offer its programmes streamed on-demand for a limited period after broadcast.<sup>3</sup> It may also offer broadcast radio content for download for an unlimited period of time after broadcast, although this must not include unabridged readings of published works nor full track commercial music nor classical music (even if recorded

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<sup>1</sup> Provision by particular providers over certain platforms has been specifically approved by the Trust in its On-Demand public value test of April 2007. Content may also in future be syndicated to other providers and platforms over the internet, in accordance with the Trust's Syndication Policy for BBC on-demand content.

<sup>2</sup> The Trust's guidelines for which programmes may be included in series stacking are those where the series has a distinct run, with a beginning and an end and a clear 'narrative arc' or those with exceptionally high impact. These should cover a broad range of programmes, in terms of genre and appeal.

<sup>3</sup> BBC 6 Music currently offers a limited amount of mainly speech content on-demand for an unlimited time period after initial broadcast. Any expansion of the scope of this requires the approval of the BBC Trust.

by the BBC)<sup>4</sup>, and other interactive station and programme-related content via [bbc.co.uk](http://bbc.co.uk). Broadcast audio programmes may be visually enhanced.<sup>5</sup>

### **3. Budget**

BBC 6 Music has a service budget of £7.8 million in 2012/13.

Any planned or actual change in annual expenditure on the service of more than 10% in real value requires approval from the BBC Trust and may entail variation of this Service Licence. This parameter of change is set to allow variations in spending which arise from regular, cyclical factors such as spending on major sports events, a reasonable level of operational flexibility (e.g. programme scheduling) and changes in accounting policy. Allowing for these factors, the Trust may judge that planned or actual change in annual expenditure of less than 10% should require its approval if the implications of this are significant for the character of the service or its market.

### **4. Overview of aims and objectives**

BBC 6 Music programmes should exhibit some or all of the following characteristics: high quality, original, challenging, innovative and engaging, and it should nurture UK talent.

BBC 6 Music should deliver its remit by engaging people who are interested in music and who want to learn more about it. Its music should focus on major artists and material which do not receive much support from other radio stations. It should offer a wide selection of music with new music, live music, less familiar tracks and the work of UK artists substantially represented in its output.

There should be a strong element of newly recorded and archive live music in daytime and in the evenings. Tracks, sessions and concerts from the BBC Sound Archive should provide an important element of the output and the station should add recordings of festivals, concerts and its own sessions to the archive.

The station should add context to the music through authoritative presentation, features and documentaries which aim to develop an understanding of the music and its context, or reflect the inter-dependence of musical and social trends. The schedule should offer regular music news bulletins during daytime programmes, and the station should also provide in-depth coverage and analysis of developments in popular music through features and documentaries. Other aspects of popular culture should also be explored.

BBC 6 Music should provide high quality content that encourages radio listening via digital platforms. The broadcast output should be supported by a complementary online service, including some use of visual enhancements, and listeners should be

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<sup>4</sup> Download of classical music in the form of incidental music, signature tunes or clips of up to two minutes duration within speech based programmes with a specifically musical theme is permitted

<sup>5</sup> This may include video related to output created for BBC broadcast, but should not include the commercial purchase of unrelated video rights.

encouraged to interact and communicate with the station. BBC 6 Music should use new technology to ensure its audiences have the maximum opportunity to access programmes as and when they want.

BBC 6 Music should contribute to BBC Radio's commitment to commission some output from independent producers.

## **Part II: Contribution to public value**

### **5. Contribution to the promotion of the BBC's public purposes**

#### **5.1 Stimulating creativity and cultural excellence**

BBC 6 Music should make a very important contribution to this purpose amongst its audience. The service should reflect the evolution of popular music through extensive use of the BBC archive. It should reflect the breadth of work produced by iconic artists, including a high proportion of less familiar tracks. 6 Music should aim to provide different music to that played on other radio stations. It should minimise the number of tracks played in daytime, including new tracks, which are also played on Radio 1, Radio 2 or comparable commercial radio stations in a typical week.

It should support major artists still producing new material but who no longer receive significant airplay on other UK radio stations.

It should focus on new music, particularly that made by UK artists, prioritising less familiar acts who may become enduring icons in the future but who do not enjoy commercial support, thus demonstrating its independence from commercial interests. New artists should also be substantially represented in BBC 6 Music's support for live music.

It should provide a comprehensive view of popular music activity through music news bulletins and reports on the industry, festivals, new developments and artists' recordings.

#### **Conditions**

BBC 6 Music should:

- Ensure that no more than 30% of all music played each year is new<sup>6</sup>
- Broadcast at least 400 hours of archive concert performances each year
- Ensure that at least 15% of music broadcast is concert tracks and sessions from the BBC's music archive each year
- Broadcast at least 300 new sessions<sup>7</sup> each year
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers

#### **5.2 Promoting education and learning**

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<sup>6</sup> Either unreleased or less than one month since release date (physical release, not download release)

<sup>7</sup> Excludes repeats

BBC 6 Music should make an important contribution to this purpose amongst its audience. It should significantly extend the range of music available to its audiences and aim to increase understanding through the context it provides for the music it plays with regular documentary slots during the week.

With its own social action campaigns and its support for pan-BBC social action initiatives, the station should give audiences practical opportunities for personal development.

#### **Conditions**

BBC 6 Music should:

- Feature at least 10 hours a week of speech-based features, documentaries and essays on average across the year<sup>8</sup>

### **5.3 Sustaining citizenship and civil society**

BBC 6 Music should make a contribution to this purpose amongst its audience. Its schedule should offer regular bulletins of accurate and impartial news. The context BBC 6 Music supplies for the music it plays should explore the relationship between music and society.

#### **Conditions**

BBC 6 Music should:

- Broadcast at least 6 hours of news each week<sup>9</sup>

### **5.4 Reflecting the UK's nations, regions and communities**

BBC 6 Music should make a contribution to this purpose amongst its audience by stimulating, supporting and reflecting the diversity of cultural activity in the UK, within the defined remit of the service. Its live music coverage and its coverage of music festivals should reflect activity throughout the UK.

Through its broadcasts and its online presence, BBC 6 Music should facilitate and support the growth of communities of interest in the music it plays.

### **5.5 Bringing the UK to the world and the world to the UK**

BBC 6 Music should play its part in contributing to this purpose amongst its audience, primarily by bringing the world to the UK in its coverage of international music events and the international scope of its music news and documentaries.

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<sup>8</sup> Includes repeats

<sup>9</sup> With flexibility for holiday periods and occasional special schedule changes

## **5.6 Emerging communications**

The BBC's sixth public purpose is defined in the Charter as "in promoting its other purposes, helping to deliver to the public the benefit of emerging communications technologies and services and, in addition, taking a leading role in the switchover to digital television".

BBC 6 Music should contribute to the promotion of this purpose in a variety of ways which are described in this Service Licence.

## **6. Annexes to this Licence**

### **6.1 Annex I – Performance assessment**

The performance of BBC 6 Music will be assessed by the Trust using the framework described in Annex I. BBC 6 Music's compliance with any Conditions, as described in section 5, will also be measured on an annual basis and reported in the Annual Report and Accounts.

The BBC Trust will expect BBC 6 Music to comply with the commitments described in sections 4 and 5 of the Service Licence. The BBC Trust will monitor compliance with these commitments retrospectively as part of its periodic service reviews and/or on an exceptional basis if there is evidence or allegation of non-compliance.

## **7. Operation of this Service Licence by the BBC Trust**

For details of how the BBC Trust operates this Service Licence, please see the Service Licence Operating Framework. This is available from [www.bbc.co.uk/bbctrust](http://www.bbc.co.uk/bbctrust) or upon request from the BBC Trust Unit.

## Annex I: Performance measurement framework

### Introduction

The BBC Trust has the function of assessing the performance of the Executive Board in delivering the BBC's services and activities and holding the Executive Board to account for its performance.<sup>10</sup> It will use the framework described below as the basis for its assessment of BBC 6 Music.

The framework is based around the four drivers of public value: Reach, Quality, Impact and Value for money and it includes measurement of the five content characteristics, as described in the BBC Agreement<sup>11</sup>: high quality, challenging, original, innovative and engaging.

The Trust can amend this framework without this constituting formal variation to this Service Licence.

### Performance measurement framework

**Reach:** BBC 6 Music should contribute towards the maintenance of combined BBC weekly reach<sup>12</sup> at over 90% by aiming to increase its own *weekly reach*.

It should contribute towards on-demand consumption of content. This will be measured by weekly reach of non-DRM audio downloads over the internet.

**Quality:** audience *approval* of BBC 6 Music and perceptions of it as *high quality* and *innovative*. Also, the proportion of *originated programmes* across all hours.<sup>13</sup>

**Impact:** licence fee payer *awareness* of BBC 6 Music and audience perceptions of BBC 6 Music as *engaging* and *challenging*.

**Value for money:** BBC 6 Music's *cost per listener hour*.

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<sup>10</sup> Charter, article 24 (c)

<sup>11</sup> Agreement, clause 14

<sup>12</sup> For all BBC services

<sup>13</sup> Including repeats