

IXtra

Part I: Key characteristics of the service

This service licence describes the most important characteristics of IXtra, including how it contributes to the BBC's public purposes. Service Licences are the core of the BBC's governance system. They aim to provide certainty for audiences and stakeholders about what each BBC service should provide.

The Trust uses service licences as the basis for its performance assessment and as the basis for its consideration of any proposals for change to the UK public services from the BBC Executive. A service may not change in a way that breaches its service licence without Trust approval. The Trust presumes that any proposed change to a stated Key Characteristic of a licence will require it to undertake a Public Value Test. Should it decide not to carry out a Public Value Test before approving any such change, then it must publish its reasons in full.

1. Remit

The remit of IXtra is to play the best in contemporary black music with a strong emphasis on live music and supporting new UK artists. The schedule should also offer a relevant news service, regular discussion programmes and specially commissioned documentaries relevant to the young target audience (15-24 year olds), particularly - although not exclusively - those from ethnic minorities.

2. Scope of the Licence

IXtra 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 platforms¹. On the same platforms, it may allow users retrospectively or prospectively via pre-booking to stream or download multiple episodes of first-run series (known as 'series stacking')² 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.

¹ In accordance with the Trust's Syndication Policy for BBC on-demand content.

² Programmes may be series stacked if the series has a distinct run with a beginning and an end and a clear 'narrative arc' or if it has exceptionally high impact.

The service may offer its programmes streamed or for download on-demand for a limited period after broadcast.³ 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 by the BBC),⁴ and other interactive station and programme-related content via bbc.co.uk. Broadcast audio programmes may be visually enhanced.⁵ The service may also offer some speech audio content up to seven days in advance of broadcast.

3. Budget

IXtra has a service budget of £4.8 million in 2015/16.

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.

4. Overview of aims and objectives

IXtra programmes should exhibit some or all of the following characteristics: high quality, original, challenging, innovative and engaging, and they should nurture UK talent.

IXtra should deliver its remit by bringing together the full range of contemporary black music and culture, as driven by the needs of its target audience. It should play contemporary black music aimed at a young audience, concentrating on new black music and new artists, particularly British ones, within that area.

Daytime programming should offer a wide range of music from all relevant black music genres, with specialist programmes during the evenings presented by leading DJs in their field. IXtra should support the UK black music industry and concentrate on a wide range of new music, rather than following the mainstream Top 40 charts. Live music should be a key part of the schedule.

Innovative and relevant speech should be the mainstay of the station's approach. It should provide regular bulletins of accurate, impartial and independent news. There should be in-depth features and discussions relating to issues facing this young audience, including weekly documentaries and regular opportunities for the audience to air their views. IXtra should carry social action campaigns providing information and advice via engaging speech content placed across the schedule – with particular emphasis on delivering this during breakfast.

³ IXtra 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.

⁴ 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

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

IXtra should provide high quality content that encourages radio listening via digital platforms. The broadcast output should be supported by a complementary online service, including the use of some visual enhancements, and interactive platforms should be used to connect fans of black music across the UK. IXtra should experiment with new technologies as they become available, to provide opportunities for the audience to access programmes as and when they want.

IXtra 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

IXtra should make a very important contribution to this purpose amongst its audience. It should be the home of new black music in the UK and provide a platform for a range of music rarely heard elsewhere. It should play all of the popular urban music genres and it should support the UK black music industry by helping to raise the profile of UK artists. Through its emphasis on live performances and DJ mixes, it should support and increase the appreciation of live music. It may simulcast some late-night content with Radio 1.

IXtra should also identify and support new musical talent – particularly from the UK. There should be regular talent initiatives to identify new presenters. Along with BBC Introducing, its online content should offer advice to young music makers.

Conditions

IXtra should:

- Ensure that at least 60% of the music played on the station in daytime⁶ is new⁷ each year
- Ensure that at least 35% of all music played in daytime is from the UK each year
- Contribute to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers

5.2 Sustaining citizenship and civil society

IXtra should contribute to this purpose amongst its audience through its news, analysis and social action output.

Its news and current affairs may be simulcast with Radio 1 and should deliver accurate, impartial and independent coverage in an appropriate tone and language. Complex issues should be explained and placed into context to help the audience develop a greater understanding of UK and international events. Listeners should be encouraged to explore a broad range of subjects, to provide feedback, ideas and stories and offered regular opportunities to engage in debate.

⁶ Daytime is defined as 06.00–19.00hrs, Monday-Friday and 08.00-14.00hrs, Saturday-Sunday

⁷ Either unreleased or less than one month since release date (physical release not download release). Underground or emerging UK tracks (which have never been in the top 40) which have been released for less than 6 months may also qualify as new

IXtra should also offer regular discussion programmes on weekdays and specially commissioned documentaries providing in-depth analysis on issues relevant to the audience.

Conditions

IXtra should:

- Broadcast at least 1 hour of news during daytime each weekday, including two extended bulletins⁸
- Provide regular bulletins in daytime at weekends⁹
- Broadcast at least 40 documentaries each year¹⁰

5.3 Reflecting the UK's nations, regions and communities

IXtra should contribute to this purpose amongst its audience by bringing together the diversity of black music and culture across the UK. It should stimulate, support and reflect the diversity of cultural activity in the UK within the defined scope of the service.

It should broadcast live music from a wide range of venues around the UK. Through its broadcasts and its online presence it should facilitate and support the growth of communities of interest in UK black music in general and in its specialist genres.

5.4 Bringing the UK to the world and the world to the UK

IXtra should contribute to this purpose amongst its audience, primarily by bringing the world to the UK. It should provide coverage of the global black music industry and of key international black music events. Its news and current affairs should include regular coverage of international events.

5.5 Promoting education and learning

IXtra should play its part in contributing to this purpose amongst its audience, primarily through its social action output and vocational initiatives.

Its social action campaigns should increase understanding of significant personal, health and educational issues. The broadcast output should be supported by extensive interactive provision.

⁸ With flexibility for holiday periods and occasional special schedule changes

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¹⁰ Includes repeats

Along with BBC Introducing, IXtra should provide practical vocational advice to those wishing to pursue a career in the music industry via its online presence.

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".

IXtra 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 IXtra will be assessed by the Trust using the framework described in Annex I. IXtra'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 IXtra 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.

Annex I: Performance measurement framework

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.¹¹ It uses the framework described below as the basis for its assessment of IXtra.

The framework uses a range of metrics based around the four drivers of public value:

- Quality
- Reach
- Impact
- Value for money.

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

¹¹ Charter, article 24 (c)