

Radio 1

Part I: Key characteristics of the service

1. Remit

The remit of Radio 1 is to entertain and engage a broad range of young listeners with a distinctive mix of contemporary music and speech. It should reflect the lives and interests of 15-29 year olds but also embrace others who share similar tastes.

It should offer the best new music, support emerging artists - especially those from the UK - and provide a platform for live music. News, documentaries and advice campaigns should cover areas of relevance to young adults.

2. Scope of this Licence

Radio 1 should be available every day for general reception in the UK on FM, DAB digital radio and digital television platforms and it may be simulcast on the internet.

The service may offer its programmes streamed on-demand for a limited period after broadcast.¹ 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),² and other interactive station and programme-related content via bbc.co.uk. Broadcast audio programmes may be visually enhanced.³

3. Service budget

Radio 1 has a service budget of £31.3 million in 2007/08.

This may be adjusted annually for Retail Price Inflation. 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.

¹ Radio 1 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.

² Download of classical music in the form of incidental music or signature tunes is permitted

³ This may include video related to output created for BBC broadcast, but should not include the commercial purchase of unrelated video rights.

4. Overview of aims and objectives

Radio 1's programmes should exhibit some or all of the following characteristics: high quality, original, challenging, innovative and engaging, and it should nurture UK talent.

The service should deliver its remit by producing a wide range of programmes that expose listeners to new and sometimes challenging material they may not otherwise experience. It should reflect a diverse range of new and UK music.

Radio 1's daytime programmes should offer a mix of music, information and entertainment and use an extensive playlist to introduce unfamiliar and innovative songs alongside more established tracks. In the evening specialist presenters, covering a broad range of musical genres, should support artists at the forefront of new music, assisting their growth and development. A wide range of live events should be covered and live music should be featured throughout the schedule, with sessions and concerts from both established acts and experimental new bands.

Specially made speech output including documentaries and social action campaigns should form an integral part of the schedule and accurate, impartial and independent news should be placed at the heart of daytime output.

BBC Radio 1 should encourage the take-up of DAB and other digital technologies, in particular by promoting iXtra and making high quality content available on digital platforms.

The broadcast output should be complemented by an online presence with interactive features, including some use of visual enhancements, which enable and encourage the audience to engage with the output and share their views with both the station and other listeners. Radio 1 should experiment with new technologies as they become available to ensure its young audiences have the maximum opportunity to access programmes as and when they want.

Radio 1 should contribute to BBC Radio's commitment to commission some output from outside the M25 area and from independent producers.

Part II: Contribution to public value

5. Contribution to the promotion of the BBC's public purposes⁴

5.1 Stimulating creativity and cultural excellence

Radio 1 should make a very important contribution to this purpose amongst its audience, primarily through its contribution to musical creativity in the UK. It should provide a significant platform for new music and emerging UK artists across a wide range of musical genres.

It should seek to support and increase the appreciation of live music through its emphasis on live performance.

In addition to music, there should be coverage of other significant aspects of cultural life, for example film, comedy and entertainment.

Radio 1 should support the independent production sector through its contribution to BBC Radio's commitment to commission some broadcast content from outside the BBC.

Conditions

Radio 1 should ensure that:

- At least 40% of the schedule is devoted to specialist music or speech-based programmes each year⁵
- In daytime output⁶, at least 40% of the music is from UK acts each year
- In daytime output, at least 45% of the music is new⁷ each year
- The service broadcasts from around 25 major live events and festivals in the UK and abroad each year
- There are at least 250 new sessions and *Live Lounge* performances each year
- It contributes to BBC Radio's commitment to commission at least 10% of eligible hours of output from independent producers

⁴ When Purpose Remits have been adopted by the BBC Trust in 2007, this Service Licence will set out how this service will contribute to the promotion of relevant priorities set out in Purpose Remits.

⁵ Specialist music is music which appeals to specific groups of listeners – focussing on a specific genre of music or on cutting edge music from a range of genres

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

⁷ Either unreleased or less than one month since release date (physical release, not download release)

5.2 Sustaining citizenship and civil society

BBC Radio 1 should make an important contribution to this purpose amongst its audience, primarily through its news and current affairs, and through its social action output.

Its news and current affairs should be produced by a dedicated team of journalists able to deliver accurate and impartial coverage in a tone and language appropriate to the target audience. Complex issues should be explained and placed into context to help the audience develop a greater understanding of national and international events. Listeners should be encouraged to explore a broad range of subjects and to provide feedback, ideas and stories and offered regular opportunities to engage in debate.

Two substantial news programmes should be scheduled during weekday daytime, supplemented by shorter bulletins throughout daytime and a continuous online service.

Conditions

Radio 1 should:

- Broadcast at least 310 hours of news, sport and current affairs each year

5.3 Promoting education and learning

BBC Radio 1 should make a significant contribution to this purpose amongst its audience, primarily through its social action output, a regular advice programme, its documentaries and its vocational initiatives.

Radio 1's documentaries should provide in-depth examinations of a range of issues significant to its audiences. Social action campaigns on topics relevant to young adults should increase understanding of personal, health and educational issues and usually feature in daytime programming. The broadcast output should be complemented by interactive coverage.

Music should be scheduled in a way that builds listeners' repertoires and knowledge, with new, sometimes challenging tracks alongside more familiar ones. Radio 1 should provide practical vocational advice to those wishing to pursue a career in the music industry via its broadcast and interactive output.

Conditions

Radio 1 should:

- Commission at least 40 new documentaries each year

5.4 Reflecting the UK's nations, regions and communities

BBC Radio 1 should play a part in this purpose amongst its audience. An extensive live events schedule should aim to connect the station directly with its listeners and reflect the diverse range of music enjoyed around the UK. There should be a weekly opt-out programme for each nation to develop local talent and help expose it to a wider audience.

Interactive forums should allow listeners to share experiences and discuss areas of common interest, including music.

Radio 1 should contribute to BBC Radio's commitment to ensure that at least one third of relevant expenditure⁸ is incurred outside the M25 area.

Conditions

Radio 1 should:

- Broadcast at least 200 hours of original opt-out programming from the nations each year

5.5 Bringing the UK to the world and the world to the UK

BBC Radio 1 should play its part in contributing to this purpose amongst its audience, primarily by bringing the world to the UK, by offering UK audiences the best global musical talent and coverage of significant international music events. It should also provide an important platform for British talent, helping it build the foundations for international exposure. Its news and current affairs output should regularly cover international issues and events.

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".

Radio 1 should contribute to the promotion of this purpose in a variety of ways which are described in this Service Licence.

⁸ This includes expenditure on first-run originated programming, but does not include expenditure on news or sport output

6. Annexes to this Licence

6.1 Annex I – Performance assessment

The performance of Radio 1 will be assessed by the Trust using the framework described in Annex I. Radio 1'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 Radio 1 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 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 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.⁹ It will use the framework described below as the basis for its assessment of Radio 1.

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 Agreement¹⁰: 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: Radio 1 should contribute towards the maintenance of combined BBC weekly reach¹¹ at over 90% by aiming to maintain its own *weekly reach*, particularly amongst its stated target audience.

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 Radio 1 and perceptions of it as *high quality* and *innovative*. Also, the proportion of *originated programmes* across all hours.¹²

Impact: audience perceptions of Radio 1 as *engaging* and *challenging*.

Value for money: Radio 1's *cost per listener hour*.

⁹ Charter, article 24 (c)

¹⁰ Agreement, clause 14

¹¹ For all BBC services

¹² Including repeats