

Glossary

The Act	Fair Trading Act 1973.
1990 Act	Broadcasting Act 1990.
1996 Act	Broadcasting Act 1996.
Aberdeen Journals	<i>Decision of the Director General of Fair Trading, No CA98/14/2002, Predation by Aberdeen Journals Limited (Remitted Case), 16 September 2002.</i>
Advertiser	A company which owns a product, brand or service which it advertises. See also local advertiser and national advertiser .
Advertising agency	A company which creates advertisements for an advertiser and/or plans and buys media space or time. Also see media buyer .
The Agency	The Radiocommunications Agency.
AM	Amplitude modulation, in which the audio signal is used to vary slightly (or modulate) the power of the carrier wave. Reception is of a lower quality than that of FM broadcasts.
Analogue broadcasting	Conventional broadcasting on AM and FM.
Audience	Also referred to as reach . See also weekly reach .
BBC	British Broadcasting Corporation.
Bristol and Bath	The broadcasting area of GWR Bristol and Bath .
BCR	Bristol Community Radio, the owner of Star 107.3 in which GWR has an 18.7 per cent holding.
BSC	Broadcasting Standards Commission.
Campaign	Period over which an advertiser arranges for the broadcasting of a particular advertising message.
Capital Gold	Capital Gold Digital Limited.
Capital Radio	Capital Radio plc.
Capital/Virgin report	The MMC report <i>Capital Radio plc and Virgin Radio Holdings Limited: a report on the proposed acquisition</i> , The Stationery Office, Cm 3817, January 1998.
CC	Competition Commission.
Chrysalis	Chrysalis Group plc, the owner of Galaxy 101 prior to the merger.
Churn rate	The extent to which customers are lost from one year to the next.
Classic Gold	Classic Gold Digital Limited, the owner of Classic Gold 1260 AM station that broadcasts in Bristol and Bath .

COI	Central Office of Information.
Commercial minutage	The number of minutes on broadcast media during which commercials are broadcast.
Commercial radio	Radio services licensed by the RA which carry advertisements. This excludes all the BBC stations.
The Commission	Refers to the MMC or CC as the case may be.
Conditional selling	Making the purchase of airtime on one radio station within a group conditional on the purchase of another within the same group.
Coverage	The proportion (expressed in percentage terms) of a target audience having an opportunity to hear or see advertising.
CPT	Cost per thousand. Cost of 1,000 impacts, ie reaching 1,000 listeners, readers or viewers with a given advertisement.
DAB	Digital audio broadcasting. A new digital technology to transmit radio broadcasts that may eventually replace analogue broadcasts. It promises CD-quality reception and additional services (eg text).
DCMS	Department for Culture, Media and Sport.
Demographics	Data collected on listeners, including sex, age, social grade, household income, terminal education age, working status, home ownership, tenure in current home, size of household and marital status.
DGFT	Director General of Fair Trading.
Digital radio	See DAB .
Display advertising	All advertising on radio, television, cinema, transport and outdoor . Also includes press advertising other than advertising in classified sections.
Diversity	Principal of regulation of radio services in the UK ensuring a range of formats , covering different music and speech genres, presented in a variety of ways. Also see plurality .
DMGT	Daily Mail and General Trust plc.
DRDB	Digital Radio Development Bureau.
DRM	Digital Radio Mondiale.
DSPS	Digital Sound Programme Service.
EBITDA	Earnings before interest, taxation, depreciation and amortization.
EEA	European Economic Area.
Effective reach	The percentage of the target audience which has the opportunity to hear the desired number of radio spots.
Emap	Emap plc, a UK media company and owner of 18 UK radio stations.
FCC	Federal Communications Commission.

FM	The frequency modulation system of broadcasting in which the audio signal is used to modulate the frequency of the carrier wave. It is high-quality stereo broadcast on the VHF waveband and preferred for music-based radio broadcasting. See also AM .
Format	A description of the output of a station in line with the station's original licence application. This forms part of a station's licence and represents the RA 's requirements of the service. The format replaces the Promise of Performance made in a station's licence application about six months after it starts broadcasting. It is the main tool by which a radio station's character of service is set and monitored.
Frequency	The measure that identifies where on the radio to tune to hear a particular radio station. Alternatively, the number of times the audience has an opportunity to hear (or see) an advertisement expressed over a period of time.
FTP	For the People; the name under which Galaxy 101 was launched in 1990.
Galaxy	Galaxy Radio Wales and the West Limited. The term used in the report refers to the radio station operated by it and the licence to do so.
Galaxy 101	The radio station that was operated by Galaxy and that has now been acquired by VRSL and rebranded as Vibe 101.
Gannett/SMG	The CC report <i>Gannett UK Limited and SMG plc: a report on the proposed transfers</i> , The Stationery Office, Cm 5782, March 2003.
GMG	Guardian Media Group plc.
GWR	GWR Group plc, party to the joint venture with a 49 per cent holding in VRSL . GWR has radio interests in England and Wales.
GWR Bristol and Bath	GWR FM (Bristol and Bath).
GWR Swindon/West Wilts	GWR FM (Swindon and West Wiltshire).
Heritage station	A station broadcasting on one of the original commercial licences allocated by the RA .
HHI	Hirfindahl-Hirschman Index. A test used to help measure the degree of concentration in a market.
H J Knee	H J Knee Limited.
IBA	Independent Broadcasting Authority.
ILR	Independent local radio. A general term referring to the local commercial radio stations that are regulated by the RA .
Inventory	The amount of commercial minutage that is available for advertisers .
INR	Independent national radio: Classic FM, Talk AM and Virgin AM, holders of the three national analogue licences awarded by the RA .
IPA	Institute of Practitioners in Advertising. A body representing the collective views of advertising agencies which liaises with government departments, industry and consumer organizations.
ISBA	The Incorporated Society of British Advertisers Limited. An organization that promotes and protects advertisers' views and interests.

ITV	Independent Television. A generic term referring to the television organization controlled by the ITC, consisting of 13 separate television areas.
ITV region	One of the 13 UK geographical areas which are served by the 14 regional Channel 3 ITV licensees, and a national breakfast-time licensee.
Johnston/Trinity Mirror report	The CC report: <i>Johnston Press plc and Trinity Mirror plc: a report on the proposed merger</i> , The Stationery Office, Cm 5495, May 2002.
Joint venture	VRSL .
Listening	For audience tracking purposes this is recorded in terms of 15-minute segments and is defined as at least 5 minutes' listening within a particular segment. (Between midnight and 6.00 am, listening is recorded in 30-minute segments.)
Local advertiser	An advertiser whose business is bounded within the TSA of a local station.
LNR	London News Radio Limited.
LRS licence	Long-term restricted service licence.
Mainstream audience	The portion of a potential audience made up of those people with popular tastes and culture.
MCA	Measured coverage area, as licensed by the RA and stated as the guaranteed coverage of a particular licence.
Media buyer	A company that plans and implements advertising campaigns on behalf of clients, usually securing a package of advertising across several forms of media. See also advertising agency .
MMC	Monopolies and Mergers Commission, predecessor of the CC .
MMS	Media Monitoring Services Ltd, founded in 1980 to monitor advertising expenditure.
Multiplex	A radio frequency which can carry between six and eight digital radio services.
MXR Ltd	A consortium, including Chrysalis , Capital Radio and GMG , that operates DAB multiplexes.
National advertiser	An advertiser who wishes to advertise beyond the area covered by a local station TSA and usually nationwide.
NBR	Net broadcasting revenue.
NOP	NOP Media.
Now digital	A subsidiary of GWR that operates DAB multiplexes .
OFCOM	The new regulator that will be established through the implementation of the Communications Act for the converging communications sectors. OFCOM will merge the functions of the five existing regulatory bodies: the Independent Television Commission, the Broadcasting Services Commission, the Office of Telecommunications, the RA and the Radiocommunications Agency.
OFT	Office of Fair Trading.
Opus	GWR 's sales house.

Orchard	Orchard FM.
Outdoor advertising	A generic term for display advertising outside the home, mainly consisting of posters and transport advertising.
Plurality	Principal of regulation of radio services in the UK, ensuring freedom of expression through a number of sources of news and expressions of opinion, a range of potential employers, and a choice of people deciding music play lists. Also see diversity .
Primary medium	The first-choice medium for an advertiser ; traditionally this has been television or press. See also secondary medium .
Production costs	The expense of creating and producing an advertisement.
Promise of performance	See format .
RA	Radio Authority. The body which licenses and regulates all ILR and INR services in the UK.
RAB	The Radio Advertising Bureau Ltd. A collaborative marketing organization for the commercial radio industry.
RAJAR	Radio Joint Audience Research Ltd, the company which manages the UK's agreed system of public service and commercial radio audience measurement.
Ratecard	A price list issued by a media owner for different advertisement sizes or time lengths, position etc.
Reach	See weekly reach .
Real Radio	Real Radio (Wales), part of a group of Real Radio stations.
Red Dragon	Red Dragon FM, owned by Capital Radio plc.
RIL	Radio Investments Limited. A radio group in which GWR holds a [⌘] per cent holding.
RS licence	Restricted service licence.
Safestyle	Safestyle UK, part of Style Group UK plc.
Sales house	An organization that sells advertising time and space on behalf of other media owners.
Secondary medium	The medium chosen by advertisers to back up the main focus of advertising; traditionally this has been radio, cinema or outdoor advertising . See also primary medium .
Severn Estuary Licence area	The geographic broadcast area covered by the RA licence held by Galaxy .
Simulcasting	The simultaneous broadcasting of a programming service on more than one radio frequency or waveband .
Solus advertising	Advertising solely with one radio group or station, possibly in return for agreed discounts or other preferential terms from that supplier.
Solus listener	A listener who listens to only one commercial radio station in the course of a week.

Spectrum	The range of electro-magnetic radiation, including the frequencies on which radio services are broadcast.
Spot rate	The price of a radio advertisement(s) quoted by the radio station to the client at the time when the request is made.
Star 107.3	Star 107.3 FM (Bristol), part of the Star chain of stations and owned by UKRD .
Star 107.7	Star 107.7 FM (Weston-super-Mare), part of the Star chain of stations and owned by UKRD .
SRH	Scottish Radio Holdings plc, party to the joint venture with a 51 per cent holding in VRSL . SRH has radio interests in the UK and the Republic of Ireland, most of which are concentrated in Scotland.
SSNIP test	A test used to help determine whether a hypothetical monopolist of a certain set of products which might constitute a market could profitably impose a small but significant non-transitory increase in price.
Taunton and Yeovil	The broadcasting area of Orchard .
Total hours	The total length of time listened to radio, or to a station, by the population group being measured, calculated by summing every 15 minutes listened between 6.00 am and midnight and every 30 minutes listened between midnight and 6.00 am.
Toyota	Toyota (GB) PLC.
TSA	Total survey area. The area used for marketing and audience research purposes by commercial radio stations.
The two GWR stations	GWR Bristol and Bath and Orchard .
UBC	UBC Media Group plc, parent company of Classic Gold .
UKRD	UKRD Group Limited.
VHF	Very high frequency.
Vibe 101	Vibe 101 (formerly Galaxy 101).
Vibe FM	The name of a station owned by Eastern Counties Radio Limited (which broadcasts in East Anglia as Vibe FM).
VRSL	Vibe Radio Service Ltd. The joint venture set up by GWR and SRH to acquire Vibe FM and Vibe 101 .
Vulnerable advertisers	The term used in this report refers to local small businesses that do not use agencies and are vulnerable to price increases.
Waveband	In the context of sound broadcasting, the range of frequencies allocated to and used by sound broadcasting services. Domestic broadcasting in the UK uses three wavebands, which are loosely referred to as FM for the VHF Band II range and AM for the low and medium frequencies (the long and medium wavebands).
Weekly reach	Number in thousands or as a percentage of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.