Radio 1

Remit

The remit of Radio 1 is to entertain and engage young listeners with a distinctive mix of new music and speech. Its target audience is 15-29 year olds with a particular focus on younger teenagers. It should seek to break new bands, support emerging artists - especially those from the UK - and provide a platform for live music. News, documentaries and advice campaigns should all be featured in peak time\(^1\) on a regular basis and cover areas of relevance to young adults.

This service licence outlines the requirements of Radio 1 to contribute to public value and the BBC’s public purposes (Part 1) and the performance monitoring framework (Part 2).

Part 1: Contribution to public value

Radio 1 must contribute to the promotion of the BBC’s public purposes in the following ways.

1.1 Showcasing distinctive and high quality content

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, and should focus on giving a platform to unfamiliar and innovative artists. 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. Arts, culture and current affairs content should feature in off-peak times and be repackaged and repurposed for peak-time audiences. There should be a peak-time scripted comedy programme on Radio 1, at regular intervals across the year.

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<th>Conditions</th>
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<td>Radio 1 should:</td>
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<tr>
<td>• Broadcast at least 60 hours of specialist music(^2) each week</td>
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<td>• Ensure that 50% of content in peak time is speech</td>
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<td>• Ensure that the majority of music tracks in daytime(^3) are different to music tracks played on commercial radio in the previous week</td>
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<td>• Ensure that the majority of the music tracks in daytime are from UK acts each year</td>
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<td>• Ensure that the majority of the music tracks in daytime are new(^4) each year, with continuous particular support for new and emerging UK artists alongside established acts</td>
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<td>• Organise 5 festivals or significant live events(^5) in the UK and each year</td>
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<td>• Broadcast at least 160 new sessions(^6) each year</td>
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<td>• Contribute to BBC Radio’s commitment to commission at least 25% of eligible hours of output from independent producers</td>
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\(^1\) Peaktime is defined as 0700-0930 and 1600-1830 weekdays
\(^2\) 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
\(^3\) Daytime is defined as 06.00–19.00hrs, Monday-Friday and 08.00-14.00hrs, Saturday-Sunday
\(^4\) Either unreleased or less than one month since release date (physical release, not download release)
\(^5\) Excludes single-artist special performances from BBC studios
\(^6\) Excludes repeats
1.2 Providing news and information to help people understand the world around them

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 output should regularly cover international issues and events and should 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. The news team should avoid entertainment-led news items which are covered elsewhere in the media.

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. Radio 1’s news output should be supported by BBC News Online and the station’s social media presence.

Radio 1 should schedule news and speech output in a way that maximises its impact among its target audience. This means there should be a minimum of five extended news bulletins during daytime (two at breakfast, two at drive time and one during daytime) and additional news updates should be included at breakfast time.

Conditions
Radio 1 should:
- Provide regular news bulletins of at least 5 minutes during daytime, at least every hour
- On weekdays provide a minimum of five extended news bulletins each weekday during daytime (two at breakfast, two at drive time and one during daytime)\(^7\)
- Broadcast at least 1 hour of news during daytime each day\(^8\)

1.3 Supporting education and learning

BBC Radio 1 should make a significant contribution to this purpose amongst its audience during peak times, primarily through its social action output, a weekly advice programme, documentaries and vocational initiatives. Radio 1’s documentaries should provide in-depth examinations of a range of issues significant to its audiences, including finance, health and education.

There should be a station-wide social action campaign every 6 months which features across the schedule and is complemented by the station’s presence on other platforms. These should always feature in daytime output and aim to create measurable impact with the Radio 1 target audience.

Music should be scheduled in a way that builds listeners’ repertoires and knowledge, with new, sometimes challenging tracks at the centre of the Radio 1 playlist. Radio 1 should provide practical vocational advice to those wishing to pursue a career in the creative industries via its broadcast and interactive output.

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\(^7\) With flexibility for holiday periods and occasional special schedule changes
\(^8\) With flexibility for holiday periods and occasional special schedule changes
**Conditions**

Radio 1 should:

- Broadcast at least 60 new documentaries each year (excluding music documentaries). These should focus on personal, social, financial, health or educational issues.  
- Offer at least 2 major Social Action campaigns, supported across daytime output and online each year, together with a number of other initiatives.

### 1.4 Reflecting and representing the whole UK population

BBC Radio 1 should play a part in this purpose amongst its audience, particularly focusing on the diversity of young people in the UK today. Its presenter line-up, music and content should reflect the audience it is targeting.

The station should host several live events each year which connect the station directly with listeners that are not served by other areas of the media, particularly in ethnic minorities. These events should reflect the diverse range of music enjoyed by different cultures across the UK. Radio 1 should contribute to BBC Radio’s commitment to ensure that at least one third of relevant expenditure is incurred outside the M25 area.

**Conditions**

Radio 1 should:

- Host a minimum of two live events each year that focus on minority ethnic audiences across the UK.

### 1.5 Growing the UK creative industries and securing the benefits of technology

BBC Radio 1 should play its part in contributing to this purpose amongst its audience, by providing an important platform for British talent, helping it build the foundations for international exposure and providing digital and online services that have a clear benefit for the listeners.

As the BBC’s main broadcast service for young people, Radio 1 should seek to experiment with new technologies in order to access younger audiences where they reside, but only continue to use these platforms with the permission of its regulator. Sub-sections should be added to this licence as and when they are approved, and in interests of completeness they should be cross referenced with service licences for BBC Online and iPlayer.

#### 1.5.1 Radio 1 Online

The Radio 1 website should be the main point of interaction for the Radio 1 audience and echo the style and content of the broadcast output. Listeners should be able to view studio video recordings as well as exclusive content here. Any news or sport content which could exist on BBC News or

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9 May include documentaries which have been first broadcast on 1Xtra  
10 This includes expenditure on first-run originated programming, but does not include expenditure on news or sport output.
Sport sites, should not be replicated here. The station should make an effort to source and link out to external content which is deemed of public value interest to its audience.

1.5.2 Radio 1 YouTube

The Radio 1 YouTube channel should be used as a means of showcasing the best of Radio 1, and a way to increase the audience for the radio station. No more than one video should be placed on YouTube in a single 24 hour period, unless otherwise agreed with the BBC’s regulator. Every video should indicate where and how to listen to Radio 1.

1.5.3 Radio 1 Twitter

Radio 1 should use Twitter as a way to encourage audience interaction on matters of public value and social action campaigns. Twitter should be used to promote issues of personal, social, financial, health or educational importance for the Radio 1 audience.

1.5.4 Radio 1 Facebook

Radio 1 should use Facebook as a way to encourage audience interaction on matters of public value and social action campaigns. Facebook should be used to promote issues of personal, social, financial, health or educational importance for the Radio 1 audience. All Facebook posts should indicate where and how to listen to Radio 1.

1.5.5 Radio 1 iPlayer

Radio 1 has a Channel on BBC iPlayer. This should be used as a means of showcasing the best of Radio 1, and a way to increase the audience for the radio station. No more than one video should be placed on iPlayer in a single 24 hour period, unless otherwise agreed with the BBC’s regulator. Every video should indicate where and how to listen to Radio 1.
Part 2: Performance monitoring framework

2.1 Performance assessment

The performance of Radio 1 will be assessed by the BBC’s regulator using the framework described in section 2.3. Radio 1’s compliance with any Conditions, as described in this licence, will also be measured on an annual basis and reported in the Annual Report and Accounts.

The BBC’s regulator will expect Radio 1 to comply with the conditions described in the Service Licence. The BBC’s regulator 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.

This service licence will be used as a tool for evaluating management performance, and integrated into the Station Controller’s appraisal where appropriate.

2.2 Market impact

It must be a central motivation of the station to minimise its wider market impact. The BBC’s regulator will therefore also review the market impact of Radio 1 on an annual basis using predetermined measures. This review will encompass an examination of the internal cross-promotion of BBC services as well invite public consultation on how Radio 1 is impacting upon the wider UK media landscape.

Conditions

Radio 1 should:

- only promote new and original BBC programming which has particular public value, and which does not compete directly with programming provided elsewhere
- not cross-promote BBC content which does not have personal, social, financial, health or educational value
- not cross-promote specific BBC networks or channels unless referring to programme content that meets the criteria above

2.3 Enforcement

The BBC’s regulator has the function of assessing the performance of Radio 1 in delivering this licence and holding it to account for its performance.

This framework measures Radio 1 directly against the conditions listed above, but also takes into account the Audience Appreciation Index score of the station (as independently measured by the BBC’s regulator), its market impact and cross-promotional activity. Should the station underperform in any of these areas, it is possible that sanctions could be placed on the staff in the form of bonus caps, salary penalties or a reduction in the station budget.

The BBC’s regulator can amend this framework without this constituting formal variation to this Service Licence.