

**F.M. LOCAL RADIO SERVICE UNDERGOING CHANGE OF CONTROL:  
REVIEW OF EFFECTS OF CHANGE OF CONTROL**  
(in accordance with sections 355 & 356 of the Communications Act 2003)

**CLUB ASIA (NOW BUZZ ASIA) AL 175-2**

**EXISTING FORMAT**

**Character of Service**

**A MUSIC-LED, FULL SERVICE FOR LONDON ASIANS PRIMARILY TARGETING THOSE AGED 15 TO 34 WITH A MIX OF ASIAN MUSIC AND OTHER MORE MAINSTREAM MUSIC WHERE APPROPRIATE**

**Local hours and news – as per Format :**

<b>Locally-made hours</b>	At least 4 hours a day during daytime weekday and weekends. (In all, at least ten hours of weekday daytime programming should be broadcast from within the station's nation).
<b>Local news bulletins</b>	At least hourly at peaktime weekdays and weekends. Outside peak, UK-wide, national and international news should feature.

**Shared arrangements (if applicable)**

<b>Co-location</b>	No arrangements
<b>Programme sharing</b>	No arrangements

**REVIEW OF EXISTING PROGRAMME SERVICE**

*Scheduling and duration of any specific programmes or features required by the Format (e.g. specialist music shows, extended news bulletins, output for a specific ethnic minority, religious output, alternate language output etc).*

N/A (see assessment)

*Scheduling and duration of any such programmes or features not specifically required by the Format, but which the station is currently (or has until recently) been broadcasting regularly.*

None

*Quantity of programming that is currently automated (if any), and when this is scheduled. (Note: information about the precise scheduling of automated sequences may be supplied to Ofcom in confidence).*

At the time of the 355 review being carried out, the station was automating its entire output prior to sale. See assessment.

*Quantity, scheduling, duration and nature of programming currently being broadcast that is syndicated and/or networked (if any).*

None

**Arrangements currently in place for the compilation, production and presentation of local news.**

*News, along with any catering beyond music for target demographic had been dropped from the schedule at the time of sale. See assessment..*

**ASSESSMENT OF EFFECTS OF CHANGE OF CONTROL IN RELATION TO:**

**i) local material and locally-made programmes:**

At the time of sale and of the 355 Review, the station had abandoned all localness commitments. It appears to Ofcom that the relevant change of control would not be prejudicial to the provision of local material or locally-made programmes.

**ii) character of the service:**

At the time of sale and the Review, the station had abandoned, beyond non-stop music, specific targeting of its core demographic. It appears to Ofcom that the relevant change of control would not be prejudicial to the character of service.

**iii) quality and range of programmes included in the service:**

This station was clearly not delivering its Format obligations. Ofcom informed the station of its clear failure to deliver these obligations and of Ofcom's intention to look at the possibility of sanctions in such circumstances.

Negotiations began between Club Asia and The Litt Corporation (who also have an interest in Sunrise Radio) and the station was sold in September 2009 and underwent a name change to Buzz Asia.

The Litt Corp has extensive experience in Asian broadcasting, and discussed with Ofcom its intention to bring this station back into Format as soon as practicable. Ofcom accepted this position (but will re-visit output at an appropriate time in the future). In these unusual circumstances, it appears to Ofcom that the relevant change of control would not be prejudicial to the quality of the station or its required range of programmes.

**OFCOM'S CONCLUSION AFTER MONITORING/PLAYLIST ANALYSIS AND VERBAL SCRUTINY. SUGGESTED VARIATIONS TO THE LICENCE (IF ANY)**

**None**

30 12 2009