

INFORMATION FOR LICENCE APPLICATION

1. Organisation and Corporate Information

- Shareholding structure of the company (private or public-listed). If the applicant is a public entity, state the details of the public listings;
- The full company name, business registration number (if available) and the Articles of Memorandum;
- The company's primary nature of business activity, detailed proposed types of service to be provided, principal location of activity (i.e. the country) and past 5-years' track record (if applicable);
- The organisational structure of the company operating the service, identifying key management, editorial posts and (where possible) the names and curriculum vitae of the key holders and number of staff. A diagrammatic representation of the management reporting structure should be provided as well as a general organisation chart indicating the distribution of functions within the organisation.

2. Financial Information & Business Plan

- A comprehensive business plan for the proposed Service - such business plan should contain a statement of key assumptions, disclosure of material risks and description of the applicant's assessment on the market development of its proposed Service.
- Projected financial statements (profit and loss statements, balance sheets and cash flow projections, payback period) of the service, together with the basis for the projections.

3. Programming

- Positioning and branding, including
 - the characteristics of the channel (e.g. mass or niche); and
 - clear description of the market reach of the service;
- Target audience and projected average viewership;
- Statement on internal standards for programmes and advertising, addressing issues such as the treatment of sensitive news, maintenance of editorial integrity over sponsored programmes and how it will ensure full compliance with applicable codes or guidelines issued by the Authority;
- Preliminary channel grid which should include
 - basic transmission hours per week;
 - proportion of first run programming;
 - genres to be telecast (e.g. news, current affairs, info-education, sports, culture, children, variety, etc).

4. Technical Specification

- Details of the proposed technology used for delivery of the service;
- Details of transmission sites and geographic coverage;

5. Strategic Partnership

- A description of each strategic partner's role, if any, its proposed contribution and track records.

6. Any other information that will assist in the evaluation of the application.