



Guidelines for the application to establish FM Commercial Radio Station

འབྲུག་བཅོམ་བརྒྱུད་འབྲེལ་དང་བཅོམ་བརྒྱུད་དབང་འཛིན།
Bhutan InfoComm and Media Authority
Royal Government of Bhutan
Thimphu, Bhutan

February 2017

Introduction

This guideline is prepared by the Authority to assist the prospective applicant (individuals or group of individuals or company) applying for the licence to establish Commercial FM Radio Station within the country.

This guideline will provide all necessary information including the mandatory documents to be submitted to the Authority while applying for the licence.

1. Licensing of FM Commercial Radio Station

As per Section 22(f) of the Bhutan Information, Communications and Media Act 2006, the licensing of FM Commercial Radio Stations will be based on “an open licensing policy” subjected to meeting all the requirements as specified in this document on first come first basis.

Any individual or group of individual who is a citizen of Bhutan may apply in writing to the Authority for Commercial FM Radio Station licence in the format prescribed in **Annexure A** of this Guide.

After the receipt of the application and the detail project report by the Authority, the Authority may ask the applicant to present his proposal to the Management of the Authority. This presentation will also be a part of the assessment of the applicant by the Authority. The date and the venue of the presentation will be communicated by the Authority to the applicant.

After completion of the assessment of the proposal, the Authority will issue “in-principle approval” to establish the radio station for a period of six months. The licence to operate radio station will only be issued once the proposed radio station is established and fulfils all the requirements. These requirements will be inspected and validated by the inspection team appointed by the Authority.

2. Application procedures

Prospective applicants must submit the application along with the detail project report (DPR) in the format mentioned below:

Organisation and Corporate information

- a) Name of the applying individual/ group of individual or company, contact telephone number, e-mail address, and name and designation of a contact person within the application's organization.
- b) Comprehensive curriculum vitae of the applicant including details of the applicant's current activities.
- c) Proposed name of the Radio Station.
- d) Detailed information on the proposed company, its corporate and shareholding structure. (This is applicable to group of individual or company applying for the licence.)

Financial Information and Business Plan

The financial information should include:

- a) Projected operating and capital expenditure.
- b) A breakdown of the proposed capital expenditure and working capital requirements for the first year of operation.
- c) Sufficient documentary evidence to prove that the applicant has the financial capacity to meet the capital investment required to establish and operate the proposed radio station.

The business plan must include:

- a) Comprehensive business plan including projected volume of business for the first year
- b) Projected profit and loss account including details of revenue, balance sheet and budgeted cash flow statements, showing the amount of capital to be invested.

- c) The segment of the market that the applicant will target (geographical area) including projected audience.
- d) Distribution, marketing and promotion plan.
- e) The service roll-out plan, if the applicant intends to expand the service coverage beyond the proposed areas in future.

Infrastructure and Technologies

The infrastructure and technology details should include:

- a) Location of the station.
- b) Details of the proposed technology used for delivery of services.
- c) Details of transmission sites including the location and power of the transmitters and its geographical coverage.
- d) Proposed frequency to be used by the station.
- e) Type of infrastructure that the applicant wish to share with other facility/ service providers based on a negotiated agreement.
- f) Details of technological innovations to be utilised in the provision of the services or carrying out activities.

Programme/Content

Programming information should include:

- a) Genres of broadcast (News, info-education, entertainment etc.).
- b) Statement on internal standards for programmes and advertisement, addressing issues such as the treatment of sensitive programmes, maintenance of editorial integrity over sponsored programmes. This should also include the internal policies and measures to ensure editorial independence and responsibility.
- c) Programme content should include:

- i) Weekly Programme schedule.
- ii) The source of the programme; out-sourced or developed in-house.
- iii) Language of broadcasting. In terms of mixed language broadcasting, clarity must spell out in terms of time allocation of time for Dzongkha and English language.
- iv) Ratio of programme content and advertisement should be clearly spelled out.

3. Grant of License and its Renewal

The Licence to operate commercial FM Radio Station will be granted for a period of one year and must be renewed annually.

4. Radio Frequency

The radio frequency will be assigned to the applicant based on their proposal as per the National Radio Rules three months before the commencement of the services. The applicant must apply for the frequency separately to the Authority.

5. Fees

The applicant who qualifies for a licence to establish and operate commercial FM radio station will be subjected to pay a initial licence fee as well as a spectrum utilization fee(USF) charged in accordance with the National Radio Rules. The details on the fee are given in Annexure 2 of this Guide.

For further information, one could contact the Authority by email at licensing@bicma.gov.bt

Annexure 1: Application form for establishment of Commercial FM Radio Station (RS) Licence

The Director General
Bhutan InfoComm and Media Authority
Thimphu

Subject: Licence for Commercial FM Radio Station

Sir,

I/we would like to submit the application for establishing a commercial FM Radio station at..... Kindly find attached the following documents attached:

- 1. Duly filled Application form
- 2. Detail Project Proposal
- 3. List of equipment to be purchased
- 4. Location clearance from the local Authority
- 5. Environment Clearance from the Department of Industry

Declaration and undertaking

I hereby declare that:

- a. The information given above is true and complete. In the event, if any changes occur on the information provided, I undertake to inform the Authority immediately.
- b. I also undertake to abide by all the applicable laws, regulations and rules of Bhutan as well as all the requirements and conditions specified by the Authority in relation to my license.
- c. I have submitted all the required documents above.

Affix
legal
stamp

Signature of the Applicant with seal

Name:

Date:

Annexure 2: Fee Structure

Sl	Type of Fees (Nu)	Amount (Nu)	Remarks
1	New Licence fee	10000.00	One time
2	Spectrum Utilization Fees	As per the National Radio Rules	Annually
3	Licence Renewal fee	10000.00	Annually