



**Communications
Commission
of Kenya**

**APPLICATION FORM
FOR A
COMMERCIAL FREE TO AIR
BROADCASTING LICENCE**

NOT FOR SALE

CCK/F/SP-B/APL-02

(AUGUST 2011)

APPLICATION FOR COMMERCIAL FREE TO AIR BROADCASTING LICENCE

Section 1: Licence Details			
Please identify the commercial free to air broadcasting service being applied for:			
1.1.	Tick the category of the broadcasting service you wish to provide (tick only one).	Commercial free to air radio	<input type="checkbox"/>
		Commercial free to air television	<input type="checkbox"/>
1.2.	Provide the name of the area you wish to provide the broadcasting service.		
1.3.	Attach the rollout plan for the area you are applying this service for.		

Section 2: Applicant Contacts			
2.1.	Full name of the applicant (as it appears on the organisation's Certificate of Registration)		
2.2.	Physical Address: Town	Street/Road	
2.3.	LR No.	Floor	Room
2.4.	Postal Address	Postal Code	Name of Building
2.4.	Post office town		
2.5.	Telephone No.	Fax No.	Mobile
2.6.	Email Address		

Section 3: Technical Information

(Where appropriate the following information should be provided as an attachment to this application)

3.1	Make and model of the proposed transmitter.
3.2	Proposed Transmitter carrier Power.
3.3	Indicate whether it is the Main station or Repeater (remote) station.
3.4	Proposed antenna polarisation.
3.5	Proposed antenna gain.
3.6	Proposed antenna radiation pattern.
3.7	Proposed type of antenna.
3.8	Proposed site/location for transmitter.
3.9	Antenna coordinates (longitude/latitude).
3.10	Proposed height of antenna above ground level.
3.11	Relative antenna height around 15km radius.
3.12	Site height above sea level (altitude).
3.13	Proposed Frequency band.
3.14	Type of studio equipment to be used for the broadcasting service.
3.15	Proposed type of studio to transmitter link to be used for the service, if any.
3.16	If satellite, name the provider, the satellite name and the transponder being used.
3.17	Proposed maximum number of hours of operation.

3.18	The applicant must ensure that broadcasting equipment quoted complies with the relevant ITU recommendations for ITU Region 1. Provide any inconsistencies where they exist.
3.19	Proposed date of commencement of the broadcasting service.
3.20	Proposed station identity for the broadcasting service.

Section 4: Market Information <i>(Where appropriate the following information should be provided as an attachment to this application)</i>	
4.1	Provide the population profile for the area the licence is being sought for.
4.2	Attach the market study of the area the licence is being sought (indicate if attached).
4.3	Provide information on other broadcasting services being provided in the area in question and explain how your proposed service differs from them.

Section 5: Station Management <i>(Where appropriate the following information should be provided as an attachment to this application)</i>	
5.1	Provide an organization chart explaining duties and responsibilities of the team managing the station.
5.2	Provide names, address, telephone numbers and attach CVs of key station management staff who shall include among others: <ul style="list-style-type: none"> (a) Board of directors; (b) Chief executive officer; (c) Programme coordinator; (d) Technical director (e) Compliance manager

Section 6: Station Financing and Business Plan

(Please provide separately a business plan and ensure the following details are included in the sequence as per the licence application guidelines)

6.1	Provide a business plan and relevant cash flow projections showing a realistic calculation of the expected levels of costs and revenue over a period of the licence term in particular with regard to: (a) Costs for capital investment (equipment, building, offices, vehicles etc); (b) Recurring costs (staff salaries, royalties, rent energy communications etc); (c) Financial investments from the applicant(s); (d) Anticipated revenue from advertisements and sponsorships.
6.2	Attach a financial guarantee equivalent from a reputable financial institution in Kenya.
6.3	Are there any commitments from advertisers or sponsors? If so, show proof.
6.4	Give an accurate estimation of the jobs you anticipate to create from the broadcasting service; (a) Full time; (b) Part time; (c) Freelance.

Section 7: Station Programming

(Where appropriate the following information should be provided as an attachment to this application)

7.1	Indicate your proposed hours of broadcasting for each day of the week.
7.2	Provide a schedule of programme segment for each day of the week.
7.3	Show how your proposed programming format is unique from the rest and explain how it will add value to the diversity of broadcasting services in the proposed coverage area.
7.4	Provide own produced programmes and their weekly percentage proportion.
7.5	Provide any planned external sources of your programming (local or foreign).
7.6	Indicate if the proposed broadcasting service will provide for regular news services and programmes on matters of public interest and if so how often.
7.7	Provide the principle sources of news and information you plan for your programming in approximate percentage terms.
7.8	List domestic sources, which you intend to use for news and information programming.
7.9	List the foreign news sources you plan to use for news and information programming.
7.10	Attach a draft programme schedule for your intended broadcast services.

Section 8: Certification of Application

This application is made on:			
	Day	month	year
By:			
	(Applicant Name)		
or:			
	(or Name of Applicant's authorized representative)		
Signature			
Date	Day	Month	Year