



TQEA MEDIA STUDIES – RADIO AND

Live Lounge

STUDYING: RADIO INDUSTRY AND AUDIENCE WITH SET PRODUCT BBC RADIO 1 LIVE LOUNGE

BBC RADIO STATIONS

1. The BBC has 10 radio stations covering the whole of the UK, (including Radio 1 and 1Xtra), 6 stations in the 'national regions' of Wales, Scotland, and Northern Ireland, and 40 local radio stations serving defined areas of England.
2. Each station has a different remit, content, style and target audience.
3. The BBC has delivered radio since the 1920s as part of **Public Service Broadcasting (PSB)**
4. The Reithian concept of the BBC was to raise the cultural standards of the nation so it resisted playing solely popular music until 1967, when Radio 1 was born.

BBC RADIO AUDIENCES

Radio 1 is part of a stable of radio stations that are designed to cover the range of tastes and cater for every audience, including:

1. The remit of Radio 1 is to entertain and engage a broad range of young listeners with a distinctive mix of contemporary music and speech. Its target audience is **15-29 year olds** and it should also provide some programming for younger teenagers.
2. Radio 1Xtra targets fans of black music
3. Radio 2 targets a mass audience with a mix of speech and music
4. Radio 4 targets an educated mass audience with a mix of talkradio genres
5. Radio 5 Live targets news and sports fans
6. BBC Asian network targets British Asians.

BBC RADIO 1 LIVE LOUNGE: KEY FACTS

1. The Radio One Live Lounge is a live music series that is produced by the BBC.
2. Since September 2021, it has been hosted on BBC Radio 1 and BBC Radio 1Xtra (known as 1Xtra) by **Rickie, Melvin and Charlie** (BBC promise to offer diversity)
3. Being hosted by Radio 1 and 1Xtra allows artists to be broadcast across two of the radio platforms - either to a more niche audience or enabling a wider audience for a band.
4. The Live Lounge is also the name of a room in the Radio 1 studios where many of the performances are broadcast.
5. Artists are filmed in an intimate radio studio, acoustically, often with little production rehearsal.
6. They normally perform one or two of their own songs and then a unique cover from an A List Radio 1 artist who has had a release in the last six to nine months.
7. Artists normally perform a cover song that is a contrast to their known genre.
8. The audio is then broadcast on their Radio platforms and the 'visualisation' online, allowing Radio 1 and 1Xtra to cross media platforms.
9. The website for the Live Lounge includes direct links to both Radio 1 and 1Xtra (to allow users easy migration to their main radio stations), videos, photographic galleries and a summary of the Live Lounge Month (a month where the Live Lounge production team list some of the biggest names in music). In September 2021 this included: Lizzo, BTS, Camillo Cabello, Lil Nas X and Rag'n'Bone Man.
10. Reasons for big artists to go on Live Lounge: to promote their music (especially when they have released new material); fandom – another platform for fans to access them, it's unique, not auto-tuned and live, it feels intimate for fans

CONVERGENCE: MERGING OF MEDIA PRODUCTS

The Live Lounge sessions are:

- played on the radio
- broadcast on BBC4 television
- available as CDs
- available online via BBC iPlayer or YouTube.

BBC RADIO 1: HOW DOES IT TARGET ITS AUDIENCE?

1. Radio 1 is struggling because its core audience is turning away from broadcast radio.
2. Radio 1 has 10.5m listeners
3. 1Xtra has 1.4m listeners
4. Live Lounge is broadcast to both channels to achieve both niche and mass audiences
5. Audience interaction is encouraged – tweets, sharing posts, questions for artists.
6. FB - 32K followers
7. Live Lounge on Youtube - almost 65m views
8. Radio 1 Twitter – over 3m followers

Live Lounge is:

1. Alternative yet current
2. Popular artists with large fan bases
3. Current music & artists
4. Artists like Stormzy appeal to working class audiences
5. Has an air of being quite edgy and 'cool'
6. Language and interaction with audiences is appropriate
7. Available via YouTube which is the most used platforms by younger audiences for music
8. Available on a wide range of platforms for a tech savvy audience
9. Interactivity - phone ins, tweets, competitions



USES AND GRATIFICATIONS: RADIO

Social Interaction

- Radio is often used as a background to other activities in the home, in the car, or at work. This can offer a sense of companionship to people in isolated settings, e.g. stuck in the home.
- Audiences can join in with their favourite radio programmes by texting or on social media.
- Live Lounge may offer opportunities for conversation due to its unusual content – bands playing other bands' songs.

Surveillance (Knowledge)

- Radio offers a sense of being in contact with the world and gives information about the world of popular music or of the wider world through news, current affairs and documentaries.
- Live Lounge offers further insight into the musical abilities of the artists featured.

Personal Identity

- Listening to Radio 1 may offer a sense of a youthful identity
- Radio 3 the sense of a cultured identity
- BBC Asian network the sense of a British Asian identity
- Local radio stations may offer local identity
- Radio 1 Live Lounge may offer a sense of being a fan of authentic live performance, in opposition to the manufactured nature of recorded music.

Entertainment

- Radio offers a full range of entertainment, including comedy, drama and live sports reporting as well as music.
- Live Lounge offers the predictability of a regular format and presenter with the originality of each performance, with the added unpredictability of live radio.