



# PROPOSAL

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# Application for licence



## CLASS ONE RADIO REGULATIONS (1987)

### Section 8 (1)(a)

#### VIBE 103 SHAREHOLDERS:

Harper Digital Entertainment Ltd. 10,000 Shares (One Class Common)

Colin Harper %49 (4,900 Shares)

Matthew Harper %51 (5,100 Shares)

(b) Harper Digital Entertainment is a Bermudian registered LLC

(c) Installation will be done by professional technicians.

(d) As in the Class One Radio Regulations our proposed frequency is **103.1 Mhz** on the FM band.

(e) Our proposed times of emissions would be 24 hours, 7 days a week including public holidays.

(f) The start of our transmission would only commence when we have thoroughly tested all equipment and are satisfied with the quality of emissions and all equipment has satisfied the Laws and Regulations under the Telecommunications Act of 1987 section 9 (1).



(g) No planning permission will be needed as the Station's headquarters is already established. Vibe 103 FM station headquarters will be at #12 Whale Bay Road, Southampton (commercial Zoning).

Section 8(2) There will be no subscriptions to VIBE 103.1. Internet radio will be free world wide.

(a)(i) Hosting of Vibe 103 FM's Antennae will be made in writing to the Minister to request hosting of the Government Owned tower atop **Alton Hill** following the approval of our initial application.

## SECTION 9 (1) (a)

(ii) The start of our transmission (after application approval) will only commence when we have thoroughly tested all equipment and are satisfied with the quality of emissions and all equipment has satisfied the Laws and Regulations under the Telecommunications Act of 1987 section 9 (1)

(iii) The only time in which VIBE 103 will suspend the operation of service is to conduct testing to check the quality of signal until it satisfies the Vibe 103 staff and will only be, but not limited to, 3 hours and will not be done during peak hours.

(iv) Vibe 103 will broadcast 24 hours a day, 7 days a week.

(v) Vibe 103 will make sure that any necessary broadcasting time needed from Government Departments or Boards shall be made available free of charge at any time for any amount of time within reason.



## Section 9 (a)(i)

### Elenos 3.5 Kw FM Transmitter

#### COMPOSED

<b>Exciter:</b>	ETG101
<b>Amplifiers:</b>	E3500
<b>Number of E3000 Amplifiers:</b>	1
<b>Mounted in 19" standard rack:</b>	No

#### GENERAL DATA

<b>Output Nominal Power:</b>	3500 W adjustable
<b>Output Low-pass Filter:</b>	W.B. 87.5 MHz - 108 MHz
<b>Displayed Parameters:</b>	More than 50 parameters displayed on a LCD
<b>Number of BLF278 MOSFETs:</b>	12
<b>Number of amplifiers E3000:</b>	1
<b>Number of power supplies:</b>	3
<b>Dimensions: Rack units:</b>	4+3U
<b>Dimensions: :</b>	48,5 cm
<b>Dimensions: :</b>	(17,6+13,5cm.) Tot. 31,1 cm
<b>Dimensions: Depth:</b>	70 cm
<b>Weight:</b>	(43+22Kg.) Tot.75 Kg

#### CONNECTORS

<b>RF Output connector:</b>	7/8"
<b>RF</b>	
<b>RF Efficiency:</b>	65% typ.
<b>Output nominal power:</b>	3500 W Adjustable with continuity
<b>Maximum peak power:</b>	3700 W
<b>Power consumption:</b>	4600 W

#### POWER SUPPLY

<b>Power supply:</b>	220/380 V. Threephase-singlephase 50-60Hz VAC
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#### COOLING SYSTEM

<b>Cooling flow (m3/h):</b>	Variable from 400 to 800 m3/h
<b>Air temperature increase between output /input</b>	17 °C
<b>Cooling system:</b>	Forced air-cooling through 6 axial fans

# Executive Summary



## The Station

Vibe 103 FM will aim to play a wide variety of popular music ranging from today's hits and Top 40 music, as well as hit music from yesterday and the future. Genres will include: Billboard Chart Music, Local Origin, Reggae, Rock, Hip Hop, Alternative, Dance, and R&B. Our format will be presented with the emphasis on DJ mixing and high energy music programs being broadcast 24 hours a day, seven days a week.

## The Target

VIBE 103 FM will target Bermuda's radio listeners who desire a Pop Station in its truest form. VIBE 103 FM will broadcast a wide variety of popular and current hit music with less talk. The Station focus will be to encourage the growth of Bermuda's Entertainment Industry, which plays a crucial role in the benefit of our community, tourism sector, and local business. The Station will accomplish this by providing new employment opportunities for local industry professionals and, by ensuring that at least ten percent of the music broadcast will be of local origin, VIBE 103 FM will provide a new outlet for local musicians and talent.

## Create a Listenership

VIBE 103 FM will feature a unique program line up that will give listeners more of the music they want. The other FM Stations that can be found on the Island are either Urban or Adult Contemporary Stations thus creating a void that can be filled by VIBE 103 FM.

Station Name	Type
FM 89	Adult Contemporary
Power 95	Urban
Kjaz 98.1	Adult Contemporary
Magic 1027	Adult Contemporary
<b>*VIBE 103</b>	<b>POP</b>
Mix 106	Adult Contemporary
Hott 1075	Urban

\*Vibe 103 FM will be Bermuda's only Pop Station giving radio listeners a new option for Popular Music.

# Marketing Structure



## Online Marketing

The Station Website, [www.vibe103.com](http://www.vibe103.com), complete with online streaming content, will be developed prior to launch. In addition, VIBE 103 FM will have a presence on Myspace, Twitter, Facebook and many other popular online communities. The internet sites; Emoo, Bermynet and Collie Buddz, will also be utilized to attract new listeners. VIBE 103 FM advertisements will be posted on various other websites with the goal of capturing an additional local and international audience.

## Guerrilla Marketing

The street marketing materials will comprise of posters, flyers and sample CDs and will promote the Station launch date and frequency band. These materials will be distributed at various locations around Bermuda. (i.e. local events, bars, shops, gas stations, etc.) Distribution will commence two months prior to the launch of the station to create anticipation and excitement. Newspaper advertising will begin closer to the time of launch and will continue throughout the first year of broadcasting.

## Promotional Events

In addition to being the Island's future Pop Radio Station, VIBE 103 FM will host entertaining musical events for the community of Bermuda with the aim of donating part-proceeds towards charitable organizations. The VIBE 103 promotional team will be made capable to coordinate such events. Four major events will be scheduled for the initial year of broadcasting to promote Bermuda's newest Station and showcase local and international talent.

Event	Date
VIBE 103 Launch Party	Upon launch
Promotional Show	3 months (after launch)
Promotional Show	6 months
Promotional Show	9 months
VIBE 103 Anniversary	1 year



# Advertising on VIBE

## Less Talk, More Music

VIBE 103 FM strives to fill the void on your radio dial. All hit music from a wide variety of genres including: Pop, Alternative, Reggae, Rock, Dance, R&B and Hip Hop. The chart-busters of today and tomorrow are always on to keep you in the VIBE.

- Over 45 minutes of hit music every hour to keep listeners locked into the VIBE all day long
- Talented DJ's spin the latest and greatest during the VIBE ENERGY sets, the cornerstone of the VIBE experience

## Keep Listening

VIBE has everything Pop radio should... and so much more.

- The Party never stops with 15 - 30 minute constant mix programs 24 hours a day, seven days a week
- VIBE INFO brings you non-aligned news and community announcements every hour on the hour
- VIBE-QUEST lets you talk to your favorite DJ and request your favorites via text or email
- The Entertainment VIBE keeps you updated on your favorite stars and celebrities



# Advertising on VIBE

## Opportunities

Radio advertisements are an ideal way to increase clientele for your business and VIBE is here to help you do just that. VIBE 103 FM offers three tiers of advertising designed to offer affordable options for companies and businesses of all sizes to promote and market your events, products, and services.

## Get Noticed

VIBE 103 FM will get your business noticed. The Radio is one of the primary sources for entertainment, news, and up to the minute information pertaining to our community and island as a whole. With a steady listenership that grows every day, VIBE is the perfect way to reach out to new customers interested in your service or product.

According to some of the most successful companies today, the best value for your marketing dollar is in radio. VIBE 103 FM is dedicated to meeting all your advertising requirements in order to get your business the recognition it needs and deserves.

### Vibe Basic Advertising Packages

Silver Tier	Gold Tier	Platinum Tier
30 - 60 second advertisement runs every two hours throughout prime time	30 - 60 second advertisement runs every hour throughout prime time	30 - 60 second advertisement runs twice every hour throughout prime time

Depending on the advertising plan of your choice you can benefit from the high rotation of your advertisement throughout the prime time hours everyday or strategic placements at times of your choice.

## Make It Count

Get your message across in the right way. Keep it simple. The VIBE production staff can advise you on how to gain the most from your advertisement as well as being able to offer fast and professional production at our in-house recording studio.

# Equipment List



Equipment	Quantity	Price
Sonifex Studio Furniture SOL-SB1600	1	\$3,500
Sonifex Studio Furniture SOL-D8	1	\$3,200
Sonifex Studio Furniture SOL-MB1500	1	\$3,200
Sonifex Studio Furniture SOL-B12	1	\$2,500
Sonifex Studio Furniture SOL-CVR80	1	\$2,800
Sonifex Studio Furniture Package (S2 Mixers)	1	\$8,500
Elenos 3.5 KW FM Transmitter	2	\$43,142
Sielco 3KW Solid State FM Amplifier	1	\$16,744
RVR Blue30NV Ultracompact FM Exciter	1	\$1,921
BW Broadcast RDS3 Encoder	1	\$2,175
Elettronika Auto Transmitter Switch	1	\$6,767
Telephone Hybrid DHY 03 Series (Digital)	1	\$1,098
Henry Engineering Series 8 Powerclamp	1	\$3,102
Label ASK/1N 2KW Omni Dipole Antenna	4	\$1,860
Label Portable Telescopic Mast	1	\$3,635
Quiet Barrier MD Composite Acoustical Foam	15	\$3,000
Neumann BCM-104 Broadcast Microphone	2	\$2,158
Sony Studio Headphone	3	\$650
<b>TOTAL EQUIPMENT PRICE</b>		<b>\$109,952</b>



BERMUDA

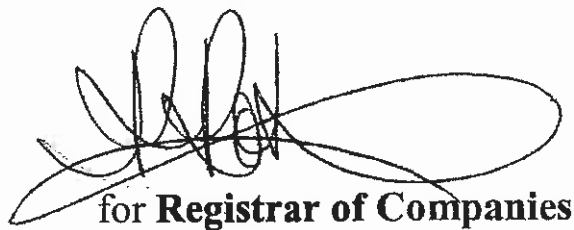
## CERTIFICATE OF INCORPORATION

I hereby in accordance with section 14 of *the Companies Act 1981* issue this Certificate of Incorporation and do certify that on the **21st** day of **November**, **2007**

**Harper Digital Entertainment Ltd.**

was registered by me in the Register maintained by me under the provisions of the said section and that the status of the said company is that of a **local** company.

Given under my hand and the Seal of  
the REGISTRAR OF COMPANIES this  
**22nd** day of **November**, **2007**



for **Registrar of Companies**