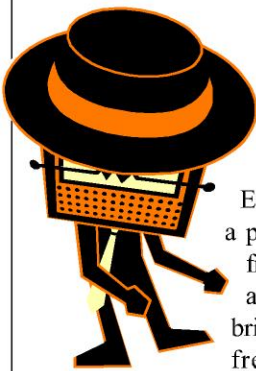


RADIO 1 FM91



MARKET

Radio1 FM91 was launched in 2004 at a time when the radio industry as a whole was experiencing a boom. Every media group that could, wanted a piece of the pie. Two more network frequencies were launched in the metros after Radio1's entry into the market, bringing the total to a whopping 10: each frequency having a minimum of 4 stations in different cities all over the nation. Radio1 FM91 chose Islamabad, Lahore and Karachi as its focus, with Gawadar as its regional arm. From a broader angle, the current market scenario in 2008-9 boasts a total of 126 registered channels all over Pakistan, and about 50 odd licenses that are yet to be activated. Despite stiff competition and the various restrictions imposed by Government regulatory bodies on radio programming, discussion on religious views, political views, news journalism, music mix, content, RJ conduct and so forth, radio stations have still managed to find a balance. Radio1 FM91 was introduced in a market which was based on perception and PR. Since then, the share of radio ad spend has increased by 9% in the last fiscal year and continues to show potential for immense growth.

ACHIEVEMENTS

Where others struggled, Radio1 accomplished. The dedicated management at Radio1 has completely revolutionised the face of the organisation. Radio1 has achieved a 110% growth in terms of revenue in a span of 3 years, proving its mettle as the first station to do grass root marketing, introduce a set of VJs as hosts, and SMS in its programming. Working cohesively with its sister concerns TVONE and NewsOne, as well as other prominent channels to promote music and contemporary youth trends, Radio1 generates additional revenue through Live SMS via 9191, with an average of 45,000 text messages per month. It also hosts a sound business strategy with minimal advertising budgets and maximum mileage through cross promotion and barbers.

A quintessentially Corporate Social entity, Radio1 is keenly involved in CSR. It has contributed to the Pakistani society as a conscience-focused institute through 'Go Green'; the first environmental campaign of its kind, launched by Radio1 in 2006. It was also actively involved in relief efforts for victims of the Earthquake disaster that hit Northern Pakistan in 2005 and played a dynamic role in the national health campaigns with UNICEF, as well as the environmental campaigns with UNDP.

Starting as the lowest rated station, Radio1 FM91 became a proverbial household name with

the highest and most stable revenue stream in a matter of years. It was the first station to launch English News in association with its sister concerns NewsOne and also the first station to introduce a syndicated show from Hollywood "Lara Scott's World Chart Show". Such innovative initiatives earned Radio1 FM91 the prestige and the acclaim it holds today and allows it to serve its masses above and beyond any of its contenders.

HISTORY

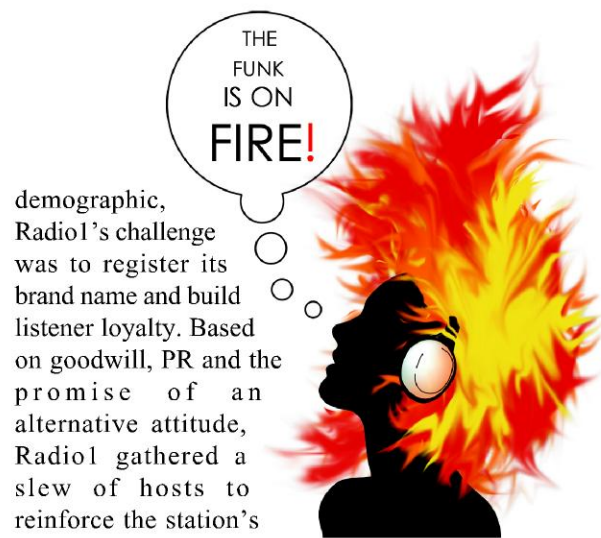
Post-independence Pakistan found itself in the throes of a technological boom, radio being the first medium of communicating local and international news, and taking a stance as the voice of the nation. Amidst the following years of fluctuating boom and plummet, radio became an experimental precinct; channels working to find a distinctly independent voice that would be heard and responded to. The existing contenders had seized all unilingual bases, compelling Radio1 to procure a middle ground, catering to a mix channel leaning towards a mainstream Urdu/English listenership. The new team that officially took over in late 2004 had the challenge of changing the face of the station: from its demographic base to its technology and physical image, from its brand key to its overall brand identity and other such elements, the team had one year to resolve all such issues and simultaneously increase the revenue base by two folds.

Concurrently, the station had to keep up with



the ever-growing competition in order to create its place in the market. The only solution to all such constraints was a dire need to make a creative breakthrough; one that came in the shape of a collaboration with Radio Mirchi, an inspiring force that helped Radio1 launch its frequency registering campaign, 'Got 91'. Radio1 FM91 thus began its marketing with a bang. It aimed to inculcate consumer awareness and build a listener base. The station's frequency was hammered over the radio through smart and humorous commercials and the listeners lured in through giveaways: if someone had the numbers 91 on their CNIC card, credit card, or car license plate they were liable to win gifts.

Once the frequency registered with the



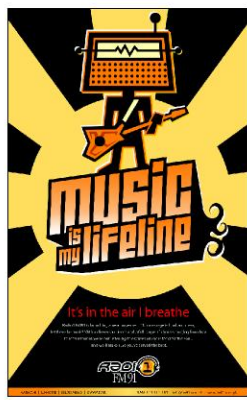
demographic, Radio1's challenge was to register its brand name and build listener loyalty. Based on goodwill, PR and the promise of an alternative attitude, Radio1 gathered a slew of hosts to reinforce the station's philosophy 'stay in tune to one's roots'. Consigned to the path of a struggling 2 year period, Radio1 used every alternate method to promote its Desi funk ideology. The concept of an inherently nationalist voice with a contemporary vision all but sealed the station's fate as a national success.

'Shut up and listen' became the summit point in Radio1's history as the campaign's slogan invited listeners to move beyond the apathy inspired by other FM radio stations, shake of the lethargy, and really listen. The idea then, as it remains now, was to emphasise the importance and power of active thought.

As brand recognition grew, Radio1 took on a more confident approach. 'The Funk is on Fire' campaign defined the station's promise of delineating and delivering Desi funk to its listeners, while 'Music is our lifeline' aspired to make music synonymous with the everyday fabric of the Pakistani society. Entering 2009, Radio1 FM91 is one of the most successful Radio stations in the metros, as well as the one with the widest listener base.

THE PRODUCT

'Music is my lifeline (MIMLL)' became Radio1's programming philosophy as the station exemplified music, epitomising self-expression through symphony and crafting itself as the dynamic voice of the young, proud, patriotic Pakistani. Articulation became the station's service to its listeners, whether they wanted to express themselves verbally by sharing views or by their choice of music. For that reason, Radio1's balanced programming can best be



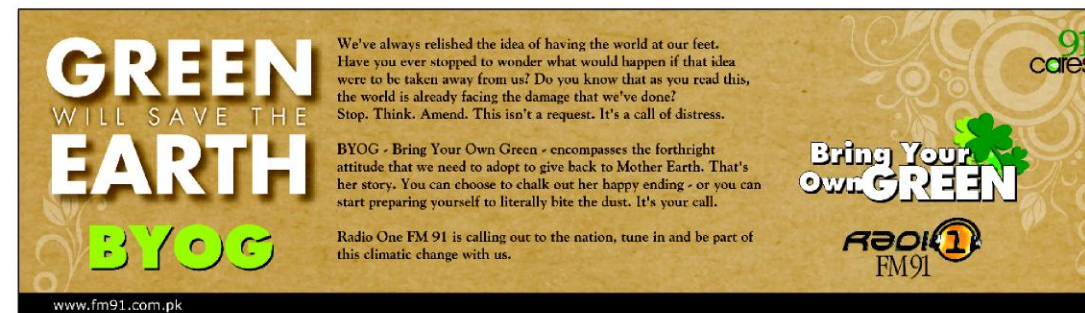
described as Desi funk, in its eastern, western, progressive and pleasurable entirety. It keeps the listeners simultaneously local and global. It allows them to be proud of their roots and cultural heritage while participating in global trends that define the international community. Radio1 goes all out to entertain, encourage, and educate.

Not restricted by genre, Radio1's programming draws in new audiences with varied musical tastes and reinforces their mantra of 'less talk, more music'. It prioritises infotainment and regular news updates help keep our listeners in the loop. Moreover, the friendly attitude of the station's RJs engages listeners in an unprecedented way. The RJs address both English and Urdu-speaking audiences by favouring 'minglish', helping them stay candid and connected to their listeners.

In its truly exuberant fashion, Radio1 portrays



a distinct Pakistani youth culture, making a concerted effort to promote local artists, underground bands and experimental, fresh releases. Popular youth icons and TV celebrities are invited to host shows, drawing in young listeners and bridging the gap between different media outlets. Collaborations with schools, colleges, and universities also help keep the RJs in touch with their audiences and encourage youngsters to get a better feel for the FM radio medium. Radio1 FM 91 over the past 3 years has organised several high-profile events, showcasing national musicians while simultaneously giving Pakistan's youth an opportunity to enjoy and express themselves, thus entrenching the ideals of a promising life and the values of a meaningful existence, firmly into their minds.



RECENT DEVELOPMENTS

Radio1 made a paradigm effort to make its listeners more aware and environmentally friendly through 'Bring your own Green' under the 'GO GREEN' umbrella, an ongoing campaign to increase awareness about climate change. As part of the campaign, Radio1 informs listeners about the causes of global warming and shares tips on how to make a difference by protecting nature.

In September 2008, the station also launched a campaign to highlight the plight of street children,

titled "I Could Beg, but I'd Rather Promote for Radio1 FM91". Through this initiative, the station aimed to give street children an alternative to begging while providing them with a basic survival package.

In 2008, Radio1 joined promotion with the Grammy's, broadcasting the show live, on air, as well as several other programme specials based on this event. It aired the Live 8 concert, as well as the Jingle Bell Ball on the 25th December. It broadcasted introduced legendary DJ Armin Van Buren's 'A State of Trance' as its Friday night special. In a nutshell, some recent developments have been international affiliations in terms of exchange of talent and programmes in India, Dubai and UK. And the visionary station still aims to expand into more stations.

PROMOTION

With its finger in every creative pie, Radio1 has collaborated on joined promotions with "Box Office" for its movie releases such as Casino Royale, Madagascar, Pirates of the Caribbean and the Fast and the Furious. The affiliations don't stop there, as it goes on to join hands with various theatrical productions such as Chicago, Phantom of the Opera, and Never say No, to mention a few. Brand equity is a much believed-in idea, one that drives Radio1 to support any and all culturally significant productions and audio-visual endeavours in an attempt to preserve the rich culture of art in our society.

Music Awards, concerts and gigs at Universities and Colleges, as well as new recreational activities such as the Go Karting championship, all come under this particular force of entity. Radio1 actively hosts promotions for special calendar days; it feels that the demographic should be exposed to the multi-cultural ways of valuing all human relationships and of celebrating occasions with consideration and festivity.

Under the wing of 91 Cares, FM91 partners with UNICEF / WHO and other local NGO's like TCF, Hope and SMILE Again foundation for related causes. It also takes active part in creating awareness on important days such as: Aids Day, Earth Day, World Health Day, Anti Tobacco Day and co-hosts events such as 'Breast Cancer

Radio1 has been a media partner for major conferences and seminars, such as Buzziest Brand Conference, Martin Lindstrom and Cannes Best of the Best Ads Showcasing Conference; all such collaborations aiming to strengthen the belief that we need to expand our knowledge and broaden our vision of perception and innovation.

It has hosted joint promotions with prominent eateries such as Nando's, McDonald's, Ciao, Pizza Hut and Dunkin Donuts, apparel brands like Chester Bernard, Daku, Yellow, Lacoste and Levi's, as well as Liberty Books for famous book launches like the Harry Potter series. These associated ventures attempt to support brand promotion of local and international outlets.

BRAND VALUES

With its Desi funk ideology that aimed to inject an element of pride in the listeners, it customised its programming in order to build a balanced, bilingual brand and promote a sense of dignity and ownership; of being Pakistani and proud of its Desi heritage. Radio1 FM91 is a mode of free expression for the youth, creating a stepping stone for Pakistani artists, a platform where musicians could grow, promoting Pakistani music and culture.

A conscientiously-aware brand, Radio1 tries to inculcate a social consciousness in the listeners. Under the umbrella theme of '91 Cares', Radio1 organises various campaigns in an ongoing effort to keep the radio station relevant and responsible. It strives to be synonymous with the voice of the youth in every aspect of its work, be it as a voice to their concerns and talent or a plea to support them in a cause worthy of being acknowledged and addressed. It hones youth icons that can connect with the nation in its entirety and affect a social change. Radio1 grows everyday in strength and experience because it is the voice of a demographic which is passionate, patriotic and powerful.

www.fm91.com.pk

THINGS YOU DIDN'T KNOW ABOUT RADIO1

- Everyone wears sneakers to work.
- Our Karachi station manager is nicknamed 'Hot Lips.'
- Never-ending chatter is directly proportional to our productivity.
- Music is a given; we also have chai (tea) in our blood!
- Our employees have the funkiest ringtones...EVER!
- The station is managed by young professional women in their late 20s.