



THE MARKET

Metro FM is the largest National Urban Commercial station in South Africa with around six million adult listeners tuning in from all across the nation. The station's core genre, Rhythm and Blues (R&B), is the most popular music genre among South Africans between the ages of 16 and 34. Metro's penetration within this market is 43 percent of the total market.

The station epitomises Black success and leadership with attitude. Metro FM listeners are high achievers with a lot of style, confidence, potential and the enviable ability to feel at home in a non-racial South Africa. The station is well positioned as the primary vehicle to reach the emerging - and increasingly influential - Black market. Although primarily a music station, it also serves some of the listeners' information and educational needs with news, weather reports, economic indicators, traffic reports as well as sport updates.

Metro FM calls itself "the only station an advertiser needs in order to reach upwardly mobile, progressive, affluent, urban blacks", appealing broadly to the 16 - 34 age group, but with a core listenership in the 25 - 34 age bracket. It is this core group that has affluence in South Africa and Metro FM suits their style.

The radio station is a music-focused, contemporary lifestyle brand. Considered "urban contemporary" with a bias towards popular R&B, the market's taste also slants towards Hip Hop, Kwaito, House, Contemporary Jazz and Gospel. Metro FM knows its market and swings

right along with it, playing a selection from all of these genres daily.

Entertainment features, competitions and community issues like fundraising, sponsorships and events are key elements of Metro FM. The station's Lifestyle Team also spends time on developing content that reflects the social, economic, developmental and fashion issues directly related to listeners' lifestyles.

Metro FM is growing in popularity and style and has a huge number of South African listeners who relate to its modern, aware and upmarket culture.

ACHIEVEMENTS

Among its many achievements since its launch, this radio station is proud of:

- Being the largest National Urban Commercial station in South Africa. The RAMS survey of 2005/4 showed a seven day listenership of 5.5 million people
- Having the highest mentions as "favourite station" of all music stations in South Africa
- The brand itself playing a vital part in the audience's lifestyle and image - it is a "badge brand", proudly worn by its fans
- Being well positioned as the primary vehicle to reach the emerged and influential aspirant Black market
- Having the highest consumption by the R7000+ monthly household income market in the country, (18 percent)



HISTORY

On September 1, 2005, Metro FM turned 19 years old and since its inception this hip urban radio station has risen to become the second largest radio station in South Africa.

Station Manager Lesley Ntloko who left to join SABC's Content Enterprises, had initially joined Metro FM as Marketing Manager in June 2000 under the leadership of Romeo Kumalo. Under Kumalo's guidance, Metro FM has strengthened its brand and become part of urban culture - with lifestyle campaigns such as The Metro FM/Exclusive Books Book Tour, The Metro FM Golf Classic, The Metro FM Music Awards, after-parties at the J&B Met and The Metro FM Rand Show Music Festival.

Metro FM's Programme Manager, Leo





Manne has also been instrumental in ensuring that the station's programmes remain fresh and engaging for listeners. In April 2005, Metro FM announced the switch of its two drive-time DJs, Azania was moved to the morning slot six to nine am and Glen to the afternoon drive time slot three to six pm.

Metro FM has been a media partner for several international acts that have been brought to South Africa. Their most recent involvement was in the the Lovers Only Tour with Chante Moore and Kenny Lattimore, Metro FM has long been a partner with Arts Alive, which brought music stars Eve and Busta Rhymes to the country. The station is also involved in bringing out jazz acts such as Fourplay.

Metro FM's growth over the past 19 years may be attributed to its perceived consistency and awareness of its own market. While many staff members have come and gone since 1986, Metro has moved with the times and maintained a listenership of young-at-heart South Africans.

THE PRODUCT

Along with music, Metro FM has dedicated specialist slots to keep its listeners in the know on a variety of topics. Products include:

- Sports Centre - A one hour show, covering a variety of different sports on weekdays from 18:00 - 19:00
- Talk - Metro's talk show is on Monday to Thursday from 19:00 - 21:00, and has different features addressing information issues of interest to the stations target market.
- Jazz - Three hours are dedicated to contemporary jazz every Sunday from 18:00 - 21:00.
- Gospel/Inspirational - On Sunday mornings the station broadcasts three hours of gospel and inspirational music

RECENT DEVELOPMENTS

Recent radio research (RAMS April 2005) showed that Metro FM remains the leading commercial radio station in South Africa, consistently reaching 19 percent of adults of all races. Female listener proportions increased and Metro FM showed a 0.4 percent compound average growth rate (CAGR) over the past four years.

Metro FM also benefited from the SABC's project to update its Dalet broadcasting suite to Dalet Plus. The new system takes Metro FM

- along with the SABC's other radio platforms - to the next level of broadcasting digitisation.

PROMOTION

Metro FM's events and promotions always reflect the brand's values, in that they are stylish, chic and trendy events held at venues that reflect the upmarket lifestyle of the station's target market. Events either hosted by the station or supported by Metro FM include:

- Metro FM Music Awards
- Metro FM Golf Classic
- Metro FM Blacks Do Read
- Metro FM Lifestyle Parties
- SA Fashion Week
- Rand Easter Show
- Metro FM Fun Days
- J&B Met Horseracing

In the past few years Metro FM has also run various award winning advertisement campaigns with advertising agency NET#WORK BBDO. From the memorable "What makes you black?" to the latest "Move" campaign, Metro FM's ads have enhanced the brand's iconic status.

BRAND VALUES

Metro FM's mission is to be the premier urban black radio station, while it's vision is to satisfy the increasing needs of the urban black population through highly creative, informative and entertaining programmes, thereby providing an effective and lucrative platform for marketers

Metro FM is a club to belong to, an opportunity to identify with success and exclusivity. The brand promises listeners that it will take them to another level in life and style. Core concepts that speak of the brand are:

- Quality
- Cosmopolitan
- Stylish
- Progressive
- Attitude
- Proudly Black

The newly emerged Black urban professional - or "Buppie" - market has created waves in South African marketing strategies, getting marketers to take note of their determination to live the best life they can and enjoy it to the fullest. Metro FM

caters to this market and its delight in excellence, value and worth. They demand the same thing from their radio station that they demand from their motorcars: A top quality experience that has everything they want, packaged in style. It's not just about the music anymore. It's about the lifestyle.



THINGS YOU DIDN'T KNOW ABOUT METRO FM

- Metro FM has an average daily audience of 2.89 million adults
- The station dedicates three hours every Sunday from 18:00 - 21:00 to contemporary jazz
- Metro Sunday mornings are filled with three hours of gospel and inspirational music to uplift listeners for the day
- Metro FM remains the leading commercial radio station in South Africa, consistently reaching 19 percent of adults of all races
- Metro FM is considered "urban contemporary" and plays a mix of hip hop, Kwaito, house, contemporary jazz and gospel, with a bias towards R&B
- Metro FM has been satisfying young-at-heart listeners for 19 years