



MARKET

Think entertainment; think 98.4 Capital FM. Being the first to offer interactive radio, the station has practically changed the state of electronic media, sending listeners on a whirlwind journey with its superior programming.

Radio in Kenya has evolved with remarkable speed, bringing with it an interactive listening culture that was previously almost unknown prior to the launch of 98.4 Capital FM onto the scene. As the leading FM radio station in Kenya, it has harnessed the meaning of quality radio and set the standards in the industry, with other radio stations attributing their on-air talent discovery to the station.

ACHIEVEMENTS

98.4 Capital FM has garnered both local and international acclaim, scooping coveted recognition such as the Sports Journalist of the Year in the BBC Africa Radio Awards given to sports reporter James Wokabi, who was also a finalist in CNN MultiChoice African Journalist 2007 awards.

On the local front, the station has been a favorite among teenagers, with a total of nine awards for best female and male radio presenters and, best radio station in the Chaguo La Teeniez Awards (CHAT). The awards are largely attributed to the stations ability to articulate issues that appeal to Kenyan youngsters.

98.4 Capital FM was also the first and only

station to run 'Radio Idols' which provided a platform to recruit and train new talent.

In 2004, Capital FM upgraded its studio - which involved system design, configuration, installation, and automation, with momentous success. It was awarded the 'Best Radio Studio Automation' by the Computer Society of Kenya for being the radio medium with the best use of ICT tools in studio automation.

In the first quarter of 2007, 98.4 Capital FM was rated the top radio station among upper-middle end social-economic groups, dominating 45 percent of the market share. (Source: Steadman Research)

HISTORY

98.4 Capital FM started off as the first privately owned FM radio station in Kenya in September 1996. The station hit it off as a Rock station but since has undergone a gradual transmutation that now sees it provide the 'Best Mix of Music' with a synthesis of Rock, R&B, Neo Soul, Hip Hop and Oldies. The station has emerged from more than just radio to a multi-platform brand spanning from club nights such as Red Friday, New Jack Swing, Rock Nights, the internet on www.capitalfm.co.ke, plus branded CDs.

THE PRODUCT

Building a winning radio station can be summed up in one word EMOTION!

The 98.4 Capital FM sound is youthful, hip, energetic, vibrant, informative and fashionable. Music is the core of the station which broadcasts from Nairobi, but with a diverse base of listeners across Kenya and around the globe. The station has within its stable renowned syndicated shows such as Rick Dees and Walt Baby Love.

Radio is creative, flexible and an ever changing medium that prompts the need to constantly review content. The station advocates decent broadcasting and steers clear of content that may be viewed as controversial and audacious. The 98.4 Capital FM news department has on the other hand attained distinction for breaking news. The team includes talented, educated and skilled professionals who have specialized in various fields - emerging as reliable and efficient. The slogan 'Hear it Now, See it Tonight, Read it Tomorrow' is in reference to the fact that *Capital Newsbeat* is always first with the news before Kenyans watch it on TV every night or read it in the papers the following day.

98.4 Capital FM has hosted various on-air guests of international acclaim, ranging from entertainment artists such as Ja-Rule, Shaggy, Angelique Kidjo, Yvonne Chaka Chaka and Oliver Mtukudzi, to business mogul Sir Richard Branson and outstanding sport personalities like Gabrielle Selassie, Paul Tergat and Cincinnati Bengals quarter-back Chad Johnson.

So strong is the 98.4 Capital FM brand that



it accords media partnerships in various international landmark events such as the Standard Chartered Marathon, The Dettol and Mater Heart-runs and the internationally-acclaimed experiential party; the Smirnoff Experience. All these events mobilize close to 15,000 participants from across the nation. Indeed, 98.4 Capital FM is more than just a station; it is a way of life.

RECENT DEVELOPMENTS

The parent company of 98.4 Capital FM recently ventured into publishing magazines, giving Kenyans superior quality stories in both business and lifestyle. *Business in Africa Magazine* (East Africa Edition) is a monthly analytical magazine that has become an authority in vital economic issues in the East African Region, keeping business people informed on matters shaping the economic status and future of the region. *QZ Magazine* is, on the other hand an urban lifestyle magazine, which provides insights and positive solutions to questions on the lifestyle issues facing young adults; family, health, sex, relationships, work and money.

Capital Kids Club was launched late last year and is a fan based activity club for children between the ages of six and 12. The Club hosts an event each month for its members. These include music concerts, bowling tournaments, swimming galas, camping trips, visits to the disadvantaged, community clean ups, seminars/workshops and event management/organization.

The station also initiated Capital Cares - a Corporate Social Responsibility Programme. As a leading radio station in the Kenyan market



-serving the vast Western region including towns like Kisumu, Eldoret and Kakamega.

The station also recently procured a state-of-the-art Outside Broadcasting van, a mobile studio that gives a fresh approach to experiential concepts, helping the station to interact with Capital listeners on the ground.

PROMOTION

C.I.A. (Capital Interactive Agents) is the arm of Capital FM that is charged with representing the brand on ground. C.I.A. creates, develops, manages and executes on-ground activations for the station and clients or advertisers.

Capital FM remains the most innovative station and once again took the lead in bringing Capital's Ultimate Transformation, for the first time ever on radio, a makeover that involves plastic surgery done in Kenya.

BRAND VALUES

The Capital FM brand is confident and promises to be real, trustworthy, and reliable. The brand is cutting-edge and inspirational to the consumer. It is smart, energetic and social. The station remains committed to excellence, quality and values and upholds utmost professionalism. Its corporate colours are warm indicating the values the station

upholds. Stringent quality control measures are observed in the accounting, creative, IT, production, traffic and sales departments to complement programming.



THINGS YOU DIDN'T KNOW ABOUT 98.4 CAPITAL FM

- The human body temperature is 98.4 degrees Fahrenheit
- All the top radio presenters in Kenya started off at 98.4 Capital FM
- In 2005, the 98.4 Capital FM website was ranked the fourth most-visited site in Kenya
- Capital FM is the only station in Kenya with on-air presenters 24hrs a day
- In 2001, on a Friday dress-down dare, all Capital staff wore beach wear to work for an entire day
- The station gave away a car on it's first birthday



98.4 Capital FM strongly believes that we do not live independent of our environment and that we are a product of it. For that reason, the station is at the forefront in supporting national initiatives such as the fight against famine, children and women causes and matters that affect the youth such as HIV/Aids and drug abuse.

The station recently expanded to various regions within the country: Mombasa serving the coastal strip, Nyeri, Nakuru and Timboroa