



THE MARKET

Capital fm is the radio station that has crafted its very own niche in the Kenyan market and now stands out as a unique broadcasting brand that has continued to entertain, inform and educate its audience since 1996.

Trend setters in the East African radio market, Capital fm was the first to introduce neo-soul - known today as soul music - as well as jazz and classical music. It's also a brand that has massive listener loyalty, with fans that live and breathe Capital fm, as evidenced by the following on its interactive social media pages like Facebook, Twitter and the www.capitalfm.co.ke blog pages.

Moving to the pulse of the people, Capital fm continues to be an industry trend setter through its accurate news, on ground events through Outside Broadcasts, CIA team and - more recently - digital media.

Digital media has opened a whole new spectrum of the market for Capital, with online listeners of all age groups logging on from across the globe. An innovative brand, Capital fm is constantly looking to reinvent itself, taking its audience into newer and more exciting places as it does.

ACHIEVEMENTS

As a leading brand in the broadcasting arena, Capital fm's achievements have been many. More recently, the station is proud of having won the COMESA Media Awards (2008) Radio Category and being named a finalist in the Africa Business Reporting (Diageo) Awards in 2009.

Its staff, too, have excelled and been given the accolades to prove it. These include:

- Judy Kaberia - Kenya Media Network on Population and Development Award - Radio Feature Category (Dec 2009).
- Catherine Karong'o represented Africa in the United Nations Commission for Sustainable Development Conference in New York (April



2009). She was selected to participate by the BBC World Service Trust.

- Wambui Waweru represented Kenya in the European Development Days Conference in Sweden (Oct 2009).

HISTORY

Started in 1996 and based in Nairobi, Kenya, Capital fm now caters to Mombasa, Western Kenya, as well as the international community, via its website.

Capital fm was the second FM station to be opened after 101.9 Metro FM, shortly after the liberalisation of Kenyan airwaves. While several other FM stations catering to all tastes have continued to appear, 98.4 Capital fm has maintained its popularity - especially among the middle-class and upper-class markets.

The presenters have always been large, engaging personalities who play a mixture of



hip hop, R'nB, rock, neo soul, new jack swing, world music, jazz, techno and dance music; transcending gender, all age groups, backgrounds and cultural boundaries. Capital fm was the first ever Kenyan station to play rock music, earning it the title "the home - and only home - of the best rock music".

Due to its longevity in the market, Capital fm has the highest advertising revenue among FM radio stations in the country.

THE PRODUCT

Capital fm is a broadcaster with a difference, using both radio and Internet to reach a vast platform of listeners.

With music that covers the spectrum from jazz to classical, Kwaito to pop, the station also ensures its listeners are fully informed about events, news, financial indicators and leisure activities.

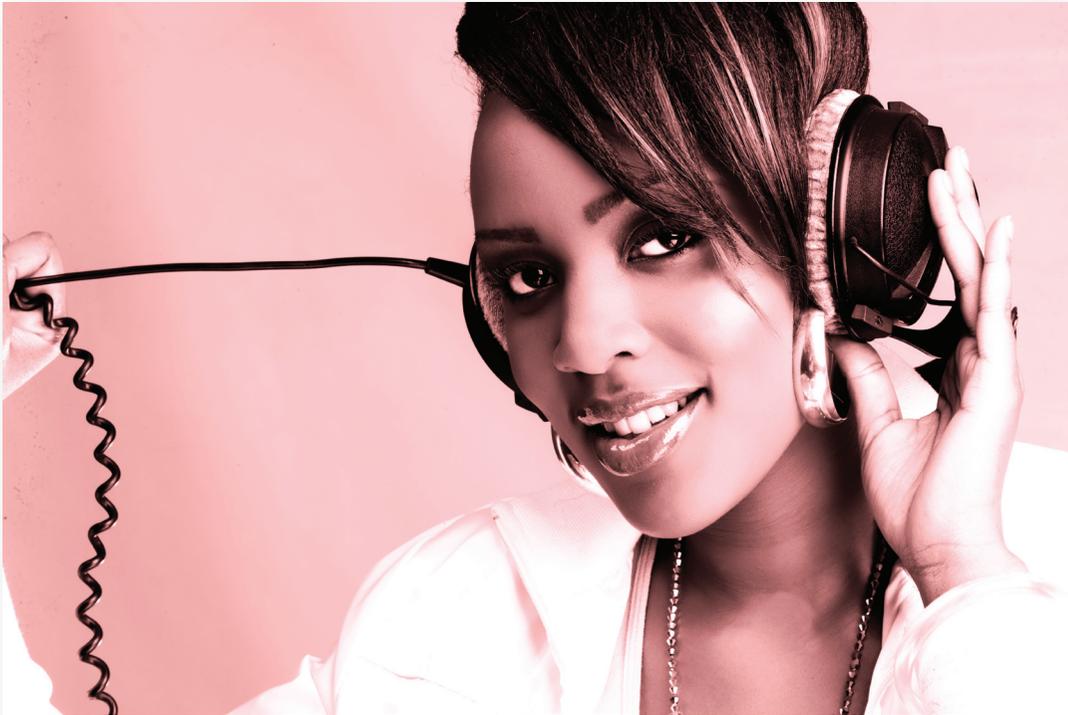
In the last 14 years, Capital fm has met the listening requirements of its audience, who range in age from 18 to 65. Listeners are also able to interact with the station on the Internet and stay current with blogs and articles, while listening to the station online.

RECENT DEVELOPMENTS

Capital fm has spread its footprint in digital media, which is why it says "from Kogelo to Kansas, you can listen live to 98.4 Capital fm".

For over 10 years now, Capital fm has also been offering live streaming of its radio





broadcasts to Kenyans and to the world, making it a truly global station.

Seeing the power of the Internet as a communication medium, Capital fm launched its Digital Media division. Today its website – at www.capitalfm.co.ke - receives over 400,000 unique visitors and over 10 million page views a month. Visitors from across 100 different countries - the majority from Kenya (67 percent), USA, UK, South Africa, Germany, Canada, Uganda, and even as far as Brazil and Australia – enjoy the Capital fm offering.

Publishing both local and international content, Capital's website boasts different sections for different tastes: Current affairs and real time news, business news, live stock updates, daily Forex rates, and local and international sports coverage.

Local entertainment news focuses on positive stories about local artists and the site's contributors produce local content on relationships, health, technology and more. On the radio platform, presenters engage listeners in forums, chats and blogs. For those looking for a job, the Capital fm website offers matching services to jobseekers looking for employment in Kenya.

Capital's online users vary in age from 18 – 65 years. Over 70% of our visitors browse the site multiple times every day to access real-time updating of content.

PROMOTION

Capital fm's promotional initiatives include



marketing the site to its core audience online, in print and, of course, radio.

The station has thrown themed parties at clubs since 1997, bringing along with the hottest DJs in Kenya. They include Adrian, Pinye, Homeboyz and Code Red. This is a key touchpoint with audiences and the parties have proved a great success.

Another Kenyan first for the station with regards to promotion is the development of movie premieres as events, which Capital then sold as local star studded affairs. Some of these include Notorious, Harry Potter, The Hangover, This is it and Valentine's Day, among others.

Being the first media house - and only radio station - to host an Idols-based competition searching for raw local radio talent in Kenya - increased the station's popularity enormously.

Capital's CIA (Capital Interactive Agency) team also creates, develops, manages and executes on-ground activations for clients and advertisers. CIA consistently creates and develops cutting-edge promotions and activations that are unique and specific to each brand. This ensures that specific target markets interact with, sample and experience a brand, redefining experiential marketing in Kenya and the region through the creation of powerful and effective brand experiences.

BRAND VALUES

The Capital fm Brand is trustworthy, cutting edge, reliable and inspirational. The station



prides itself on excellence, quality reporting and professionalism.

It is a brand trusted by its audience, not only to bring them the content they most want, but to keep them up to date on news, views and financial facts.

Capital fm also supports a number of charities as part of its Corporate Social Responsibility, which shows the humanitarian core of the brand. Initiatives that benefit from this include: The Green Generation Campaign, where Capital fm was involved in the planting of 10 million trees up to 2010; the Mater Heart Run; The Standard Chartered Nairobi Marathon; and the Havilla Children's home, just to name a few.



THINGS YOU DIDN'T KNOW ABOUT CAPITAL FM

- Capital fm was the first radio station in East Africa to offer online radio streaming
- The station plays classical music from 10pm to 11pm, Sunday to Thursday
- Capital has presenters delighting audiences around the clock
- Capital fm was the first station to introduce neo soul to the market
- The brand was the first radio station to discover, develop and nurture radio DJ talent in Kenya
- Capital was the first media house - and only radio station - to host an Idols-based competition searching for raw local radio talent in Kenya
- Capital fm was the first ever Kenyan station to play rock music, earning it the title "the home - and only home - of the best rock music".