



## Market

For more than 14 years City radio is one of the most listened local radios in Macedonia and it acquires its popularity even in the first year of its existence. The Internet communication additionally increases its popularity and today, the radio, is listened to by 100000 listeners from all over the world. The fact that hundreds of internet letter and about 5000 phone messages is proof for this. Having in mind that City radio is a music radio, which means that music is played and music information is being shared for 24 hours, the rate of popularity of the radio since it has been opened until today it is still the same, without significant oscillations and drastic changes in the graphic amplitude or on the popularity chart. City radio covers the broadcasting area with great quality sound in radius of 30 km from the center of the city.

Since its establishment in 2002 until now, City radio is a complete and recognizable brand in Macedonia that is always attractive for the young generation; however, it always satisfies the needs and appetites of the experienced audience, while we are constantly enriching the engagement of our team in the radio.

## Achievements

In its 14 years of significantly successful work, City radio has obtained a lot of plaques, recognitions and certificates on local, national and global level.

Some radio programs broadcast some years ago obtained the epithet – cultic.

In 2003 the radio program “Groove Relation”, program that has been on air since City Radio was established, received the Zlatna Bubamara award.

In 2006 the legendary radio program, “Balkanska E-Banka”, aired every Monday and Tuesday until midnight, received the Zlatna Bubamara award.

In 2007 the radio received a corticated for membership in the European Business Association.

Some of the most important certificates for the supporting and donating activities include:

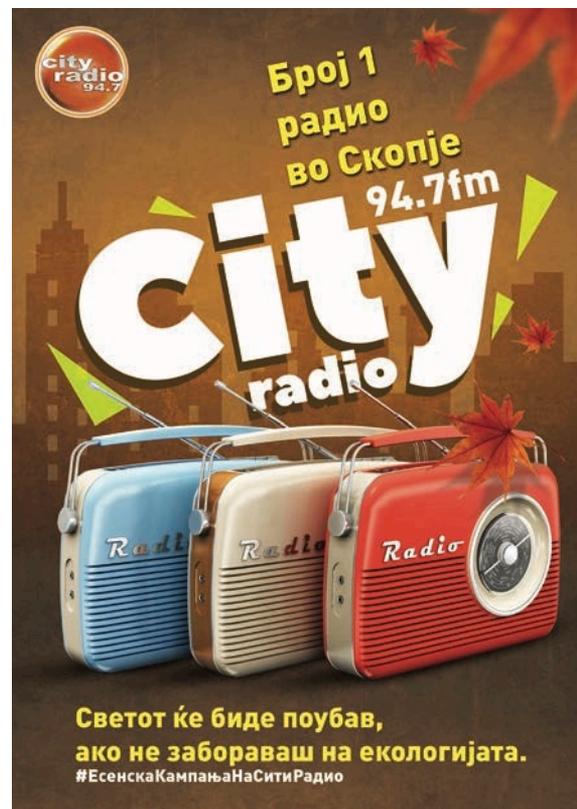
- In 2003 the radio received certificate for the help it offered in the implementation of the project “Spring day in Europe, Macedonia square”;

- In 2005 the radio received certificate from the Red Cross of the city of Skopje for the humanitarian campaign “We are all their children”- Let's help old people;
- Certificate for help and enabling access to information and knowledge of disabled persons- “Open the windows”;
- In 2006 the radio received certificate from the Intermunicipal center for social work for help and significant contribution to the children without parental care;
- Certificate for MASSUM- Youth Association of secondary vocational schools in Macedonia for significant contribution and support of their activities;
- In 2006 City Radio donated financial means to the Children Oncology Clinic;
- On the 50th anniversary of AIESEC Macedonia, City Radio received certificate for the trust and support it offered to this organization;
- From 2006 to 2009 Certificate for membership, European Business Association;
- In 2011 MK Brands “remember Macedonia” awarded City Radio with diploma for most successful MK Brand;
- 2016 Lions Club awarded City Radio with certificate for participation in the organization of a humanitarian event.

## History

City Radio gained its place on the air on the 25th of September, 2002 when the complete program composed of 7 radio programs and the same number of radio personalities and technicians started the commercial radio scheme of 24 hours of music. Due to the high quality of the team that realizes the program, the radio even from the beginning of its existence acquires great popularity. Hence, the activities and the needs of the radio increased. The existence of City Radio is marked with its perfect concept of commercial radio, i.e. the perfect mixture of recognizable radio personalities, carefully chosen music, technical realization and creative team, in turn, gives the radio popularity. The radio personalities are those who follow the listeners over time, offer them what they are used to in their ordinary lives, respond to their demands, and, above all, they always treat current topics in order to bolster positive mood. Music is always compatible with the concept of the radio program that during years is usually the same and is something that made listeners stay on this radio frequency.

City Radio through the years organized and supported a lot of events on local and national level. In the first years of its existence City Radio organized concerts, performances of great DJs that promote their music, as well as of interactive outings of the radio team that dived into the urban pulse of the city by communicating via live program that includes



communication with the ordinary world that circulates and creates the everyday life.

Since 2013 until today the radio has been developing a new and specific way of communicating with the public that is not referring to the radio-based language, but it refers more to something that is called jingle and that narration usually includes educative messages that are made within campaigns and that mostly have educative character and exist in order to remind the audience of concrete values of life. The campaigns always have different linguistic and production specificity that make them noticeable and that is why the greater part of this stirring and educational messages today become recognizable and widely used phrases in the colloquial urban language of young people in Skopje.

The ultimate characteristic of the radio is that in this way and in its own style for more than 14 years has been entertaining and educating its listeners who enjoy having the possibility to share their experiences with the radio.

## Product

Not only City Radio is a metropolitan radio, it is, above all, urban radio. In its music archives the Radio has more than a thousand albums, singles or officially released compilations, mostly of the type of music this radio mainly treats.

City radio has its own DJ scene. That means that almost all those in the team who are responsible for the music are actually radio DJs that promote their mixes on the radio.

Once a year the radio releases a CD with mix of the every DJ. The CDs are included in the authorial archives of City Radio. Apart from being representative material for the radio, these CDs are either given to regular listeners, or to cafés that has exclusive right to have these CDs at their disposal.



Among the legendary project of City radio and Club FM, that can be seen as a branch of City Radio, is "More vitamins". This project includes authorial mix form one author on whom the radio is focusing for several months and promotes the author to the greatest extent via commercials, performances on music events on national level and beyond. Apart from the music quality, the uniqueness of this project lies in the graphic realization and the look of the CD-as in the title itself, "More vitamins" that refers to the freshness and the novelty of the project itself.

Due to the constant expansion of the radio in every aspect, 4 years ago it established its own radio production that invents and fully realizes the commercials and the marketing campaigns, as well as the jingles that represent the image of every radio program, as well as of the radio as a whole.



## Recent Developments

The production of City Radio in the last few years is dedicatedly working on raising the awareness of citizens regarding some delicate topics that are threatening every modern person. Environmental issues are motive for the radio to focus of several brave campaigns supported by radio jingles that focus on everyday problems. The campaigns are supported by Club FM and the national Metropolis radio network that function as tributary radios and that jointly promote and support ideas.

The campaigns contain brave and unconventional discourse that in the first moment is a bit of a shock for the audience, but later the audience is urged to think about and face the shocking reality.

City Radio is constantly cooperating with Club FM and the national Metropolis Radio Network. The cooperation includes sharing ideas and joint realization of several radio concepts that, apart from the campaigns include joint radio jingles, DJ mix and individual cooperation and hosting between the radio personalities from the three radios.

The Radio owns the rights for direct broadcasting of several greater music events. In the course of the years the radio had its own representatives at the Grammy, Miami winter music conference, Exit, Belgrade Calling and Skopje Jazz Festival. The continual cooperation of the radio with the production company Avolon results with following all the concerts of foreign performers who visit our country, as well as having exclusive interviews with them. Among the exclusive interviews made by City Radio we must mention

Moloko - 2003 and 2008, Faithless - 2004 and 2010, Lenny Kravitz - 2008, Roisin Murphy - 2008, Santana - 2010, Billy Idol - 2010, Bob Dylan - 2010. Thievery Corporation - 2010, Joe Cocker - 2011, Jamiroquai - 2011. Orbital - 2012, The Cult - 2012, Public Enemy - 2012, Faith no More - 2012, Duran Duran - 2013, Apocaliptica - 2015, John Newman - 2016 etc.

## Promotion

We created City Radio with the idea for it to become the most cosmopolitan, the most urban and the most contemporary radio in Macedonia. Seven years later to all these epithets, we can add another one, the most important one- the most listened to radio. On the 25<sup>th</sup> of September, 2002, with the radio's song we marked the beginning of the life of the radio of which today we can say that it became a cult.

Today City Radio is one of the most complete and most recognizable brands in Macedonia and the Superbrand plaque that the radio received in 2008 is just another proof for that. The radio is official partner of BBC in Macedonia, 80% percent of its air-time is filled with program produced by the radio, while in the other time it exclusively promotes programs of some of the most popular DJs in the world.

Radio personalities of the highest quality and of the greatest popularity on the territory of Macedonia participate in the making of the program, as well as technical team composed of the best technicians in the country and coordinating body that focuses its creative energy towards one goal- smile of our listeners!

On the territory of the city of Skopje City Radio, on average, is listened to online, via our web-page, by 100 000 listeners on daily basis.

The radio supports most of the music events in Macedonia and has had incentives for its own events, organization of music events of the radio, as well as support of almost every great concert, interview of mega stars and broadcast of great number of music events. In the last 4 years the radio has the exclusive rights for broadcast of the Grammy awards.

The products and the team of the radio have several times been rewarded with acknowledgments of domestic national annual awards, twice for best radio program and once for best radio presenter, or radio personality.

The radio has continuous releases of authorial music and compilation disks signed by DJs who work in City Radio. The most popular noncommercial releases include the compilations "More vitamins" and Groove relation on music that is representative for that particular season, which is also a mark of one of the most popular radio programs in the radio, and on air, a radio program that has the same name- Groove relation.

City Radio is music oriented radio that nourishes the music scene in Macedonia by being the first one to play the music products of globally famous music names, mainstream and electro and support the cult of high quality music.



According to the listeners, City radio in Macedonia is the friendliest radio that treats its audience with honesty and follows its continuous hunger for good mood, excellent music choice and fresh information. Among the legends that have their own shows on City radio we will mention: Pete Tong, Carl Cox, John Digweed and David Guetta.

## Brand Values

City radio is leader of radio culture in Macedonia. It is a radio that in every part of its composition has most professionally elaborated strategy of functioning within the team, as well as on air and in attracting the love of the audience. This radio imposed a new culture of a cosmopolitan radio that is heartily accepted by new generations. With its dynamics, freshness and well-informed radio personalities follows and plays the most contemporary music, but, however, it also plays old evergreens with jingles that support progressive thought and conscience, with commercials that are different from those you can hear on other media because the radio has its own production team that creates and fully prepares them, and today this radio is the best radio in the city, as is shown by the last statistics and measurements of Agency of audio and audiovisual media services.

[www.cityradio.com.mk](http://www.cityradio.com.mk)



## THINGS YOU DIDN'T KNOW ABOUT...

### CITY RADIO

- Each year, on the 25<sup>th</sup> of September, on the birthday of City Radio, the program starts with Love is in the air, the song that marked the beginning of this radio.
- Since its start, until today, one of the legendary jingles that is being played on this radio "Freshness on air- City radio" that precisely explains the essence of the radio.
- Since its start until today the radio has produced 54 authorial DJ mixes.
- 4000 guests attended the first birthday of City Radio.
- In 2016, it is with utmost regret that we faced the death of DJ Babura who was DJ, founder of City Radio, radio personality, collector of music and one of the most significant experts in the field of electronic music to whom we own the development of club culture in Skopje and in Macedonia.

