



**THE MARKET**

Sports enthusiasts and fans of crime and suspense programs find a home in C/S 9, long known in Philippine television as RPN-9.

With the Philippine Basketball Association (PBA) back in its original network in addition to live telecasts of America's famed NBA games and the showing of other sports telecasts, such as Manny Pacquiao boxing matches and the 2008 Beijing Olympics replays, C/S 9 is poised to sculpt a reputation as a network of sporting programs.

C/S 9's crime and suspense programs showcase breathtaking action that elevates the levels of thrill as TV viewers are taken from scene to scene by the programs that are aired by a network that wants to be known as the most extreme, most exciting, and most powerful one in the industry.

RPN-9's longtime partner and the biggest buyer of time blocks of the network's total airtime, Solar Entertainment Corporation has given new life to the TV station that once held the number one spot in the industry. After years of slump brought about by government sequestration and some poor management decisions, C/S 9 has revved up its engines to broadcast exciting programs once again.

The target market envelops classes A, B, and upper C, both young and old. It wants to cater to those viewers who enjoy watching crime, suspense, and sporting programs. The shows are mostly in English and that positions C/S 9 within the company of the more educated flanks of viewers for its suspense thrillers.

**ACHIEVEMENTS**

Much of its noteworthy accomplishments are found during its zenith in the 1970s and the 1980s, but there have been successes before and after that golden era. The network enjoyed popularity through its shows John en Marsha (starred the comedy king Dolphy and the late award-winning actress Nida Blanca), Flordeluna (featured rising teen star Janice de Belen), and Superstar (led by Nora Aunor). John en Marsha was the country's first long-running sitcom about a couple and their two teenage children plus a heavy-weight and nagging wealthy mother-in-law accompanied by her squeaky voiced nanny. The show brought wholesome home entertainment and underscored the values of a close-knit family with members supportive of one another.

Its nightly newscast, NewsWatch, turned into a generic name for a televised newscast because of its status as the leading newscast of its day. RPN-9 pioneered the broadcast of well-loved animés, such as Macross, Astroboy, Starblazer, and Voltes V, the super electromagnetic machine piloted by the five members of the Voltes Team to protect the earth from Boazanian intergalactic invaders. Voltes V's uniqueness as an animé lies in the human sentimentality and common values that are incorporated into the story. At that time, Voltes V drew many young people to converge in front of TV sets and leave whatever it was that they were doing. Its influence on the youth of the time was immense. It was purported that the program was suddenly cut off the air due to its patriotic undertones that were unconsciously instigating rebellious attitudes in the youth whose social awareness was being awakened and stirred towards paths of freedom against the Marcos

government that was viewed as dictatorial. In a way, it did. There lies one of the powers of television, that of influencing the minds of people towards decisive action and effective transformation.

RPN-9 also aired classic series from the United States like Hunter, Airwolf, and MacGyver, the highly intelligent, non-violent government agent who could improvise devices for quick and practical solutions to overcome dire emergencies and tight situations. MacGyver was a tremendous success both in the U.S. and Philippine TV broadcasting. The peace-loving action hero was a supporter of environmental preservation, racial equality, gun control, and helping the poor, an idol copied by many young people at that time. It is said that his practical application of scientific knowledge sparked the interest in technology that led to many young people's involvement in engineering.

Television is a potent vehicle for social change. Its programs, especially those shown during its glory days, influenced the ways of thinking of a generation that had imbibed the values disseminated via TV broadcasts.

RPN-9 is pioneered many firsts in Philippine television:

- Introduction of state-of-the art superior color transmission dubbed Accucolor in 1969
- First remote color transmissions with the latest Outside Broadcast (OB) Van in the country
- First nationwide TV broadcasts via domestic satellite
- The longest running top-rated TV series in the

**ACHIEVEMENTS**

A lot of things have changed since RPN has started operating in the 1960's. As historical events were unfolding in the country, technology and programming were also evolving in Philippine television. RPN was one of the radio-TV stations that was at the center of these groundbreaking changes. It was in the forefront of introducing many "firsts" in Philippine television history.

- > The introduction of state-of-the-art superior color transmission dubbed "Accucolor" in 1969.
- > The first remote color transmissions with the latest Outside Broadcast (OB) Van in the country.
- > The first nationwide TV broadcasts via domestic satellite.
- > The longest running top-rating TV series in the 70's such as John en Marsha and Superstar.
- > The production of critically acclaimed, distinctly Filipino mini-series like Malayo Pa Ang Umaga, Cebu, Davao and Boracay.
- > The first record-breaking half-hour daily serial, Marimar - RPN's "programming coup" in 1996 that dislodged the top two TV networks' programs in the 6pm timeslot.
- > The first to create a TV newspaper program- NewsWatch.
- > One of the longest newscasts in Philippine television history.
- > The country's first TV station to cover major sporting events live via satellite.

After having been granted a new franchise in 2004, RPN continues its dedication not only to the goal of providing the Philippine TV audiences with high quality English language entertainment and news programs, but also, to contributing in raising the people's awareness of socially and environmentally relevant issues that be of utmost concern.

**UNITED NATIONS AWARDEE**  
 Advocacy Campaign  
**FIFTH UN DAY for SOUTH-SOUTH COOPERATION**  
 UNITED NATIONS, New York

**HISTORY**

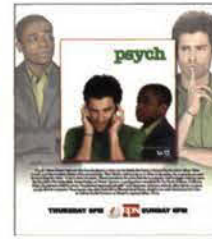
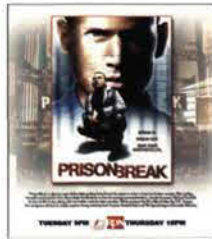
Since the granting of its first broadcasting franchise in 1960, RPN has performed as a major player and has been recognized as an innovative pace-setter in the country's broadcast industry.

From its humble beginning as an operating radio station DZBI in Manila, it branched out into television in 1969. The original, Karlaon Broadcasting System (KBS) acquired the frequency and transmitter from ABS-CBN. It operated channel 9 in Manila, and channel 12 in Baguio. From then on, it eventually grew into a network of thirteen radio and TV stations across the country.

In the succeeding decades, it became synonymous with the first long-running sitcom "John en Marsha", the first Philippine mini-series "Malayo Pa Ang Umaga", the phenomenal telenovela "Marimar", and many other firsts.

The Network has made its mark in Philippine radio/TV history with its string of innovations and achievements which have contributed in raising the standards of the Philippine television entertainment industry.

It is certainly one of the most colorful and illustrious media companies in the country, and its achievements definitely made an impact to generations of Filipino viewers.



- 1970s, such as John en Marsha and Superstar
- The production of critically acclaimed, distinctly Filipino mini-series like Malayo Pa Ang Umaga, Cebu, Davao, and Boracay
  - The first record-breaking half-hour daily serial, Marimar — RPN's programming coup
  - The first to create a TV newspaper program — Newswatch

**HISTORY**

RPN-9 was introduced to the public as the Kanlaon Broadcasting System (KBS) on June 29, 1960. Kanlaon is a volcano in the Philippine island of Negros, the home province of Roberto Benedicto, the founder of the network. It acquired the frequency and transmitter from another TV network, ABS-CBN. It operated channel 9 in Metro Manila and channel 12 in Baguio City. It went on to enlarge its network to 13 radio and TV stations nationwide.

After the 1986 Philippine EDSA Revolution, the stocks and assets of the station were sequestered by the Philippine Commission on Good Government. RPN-9's assets were handed over to the Government Communications Group.

It suffered a sharp downturn with the restoration of ABS-CBN to its founders and its subsequent reopening to the public and the restructuring of its former toughest competitor, GMA Network. However, it seized the highest ratings once again with the airing of the Mexican soap opera, Marimar that dislodged the reigning TV network from the top of the charts and set in motion the telenovela craze in the Philippines. RPN-9 likewise brought on the air Dragonball Z, the story of the martial artist Son Goku who ventures out to seek for the seven mystical objects, called Dragon Balls that are known to grant any wish.

There were talks of buyouts by other networks but such plans have not pushed through. The incumbent President and CEO, former senator and veteran broadcaster Orly Mercado succeeded in clinching a long-time block agreement with Solar Entertainment Corporation.

On January 1, 2008, Solar Entertainment's former cable-only channel, C/S programs premiered on the station. On May 27, 2008, the PBA announced the return of its games to RPN-9 starting the 2008-2009 season after a 30-year absence. C/S on RPN-9 was the Philippine official broadcast carrier of the 2008 Beijing Summer Olympic Games.

The station airs heart-stopping action in the crime and suspense thrillers like Terminator, X-Files, Prison Break, Survivor, Bionic Woman, Women's Murder Club, and others. The mind-wrenching plots, shocking twists, and breathtaking stunts give the viewers the simulated adventures they yearn to experience.

C/S on RPN was revamped to form C/S 9 on October 4, 2008. C/S stands for crime and suspense, crime and sports, and conservation and survival. The last definition speaks of the network's stance in favor of environmental protection, energy conservation, and species survival. The new format of focusing on sporting programs and crime and suspense stories ushers in a new era for C/S 9 as the country's most extreme, most exciting, and most powerful network.

**THE PRODUCT**

Radio and television broadcasting, primary means by which information and entertainment are delivered to the public, are at the core of RPN-9's services. Broadcasting holds a crucial role in social and political movement and organization. It has been

used time and again to support governments and to topple them as well. Its extensive reach provides an effective medium in communicating praiseworthy ideals and treasured cultural values and in the same manner, an influential medium for propaganda of all kinds. Recent events showed its capacity for spreading popular sentiments that helped in shaping and coloring the tapestry of Philippine history.

In all, the power of this instrument is apparent to all. Because of its extensive reach, RPN-9 is part of this small circle of players that participates in writing the chapters of Philippine history.

**RECENT DEVELOPMENTS**

The reformatting of RPN-9 through the intensive involvement of Solar Entertainment is the most significant move it made in recent months. The repackaging represents a new episode in the story where the protagonist is no other than RPN-9 or C/S 9.

**BRAND VALUES**

Surviving during the dark years and rising to a new life are admirable moves that enable C/S 9 to keep the high respect it earned during brighter days.

C/S 9 continues to service the nation with truthful news broadcasting, intelligent programs, and healthy promotion of sports. It is a pioneer in the past and this legacy continues to stay alive in the heart of this venerable broadcasting network. The world is watching and the world will be impressed still. More is to come from the network that brought in many firsts in Philippine broadcasting.

Left: Article in Starweek / February 17, 2008 / page 10

**Orly Mercado: RPN 9's Exciter**  
By Ronald B. Aguilera

**THE WINDS OF CHANGE ARE BLOWING IN THE DIRECTION OF RPN 9.** The overhauled station, fighting for privatization since its inception, has been declared the most significant move by Solar Entertainment's Orly Mercado. (Even its internally-produced content, mostly news and public affairs, is being revamped.)

Following the first failure of President's every 100-year anniversary with Orly Mercado's change in ownership, the network's future is uncertain. The new owner, former Secretary of Defense, quickly stepped out of the spotlight to allow the network to reorganize and restructure. Orly Mercado, who was a co-owner of the network, stepped in to take over the network. He is now the sole owner of the network.

Orly Mercado is a man who has been in the industry for over 30 years. He has been a part of the network's growth and success. He is now taking over the network and is looking to revitalize it. He is looking to bring in new content and new talent. He is looking to make the network a more competitive force in the market.

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Right: Article in Starweek / February 17, 2008 / page 12

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The Philippine STAR Entertainment March 2, 2008

**Orly back in broadcasting**

Former Sen. Orly Mercado (left) is back doing what he loves best, that is being in the broadcast industry. He now co-anchors RPN 9's news program, *Newswatch First Edition*, with RPN news anchor Marigold Haber-Dunca.

Orly started as a broadcaster before joining politics and government. He bowed out of the political limelight three years ago. Fresh from his teaching stint in Kobe, Japan, Orly has been tapped to head RPN 9 as president and CEO last December.

Aside from instituting positive changes in the network, Orly now lends his credibility and vast broadcast experience to RPN 9 News, believing in the talent and idealism of its young crop of reporters.

Catch him weekdays, 5:30 to 6 p.m. on *Newswatch First Edition*.

**THINGS YOU DIDN'T KNOW ABOUT RPN-9**

- The RPN-9's original Mexican series of Marimar continues to be the telenovela to beat in terms of the grandness its popularity.
- RPN-9 is the country's first TV station to cover major sporting events live via satellite.

