



MARKET

The radio market in Egypt has grown vastly since the opening of the only privately owned music entertainment radio stations, Nogoum FM 100.6 and Nile FM 104.2. For almost half a decade the Egyptian radio market, a publicly-owned media sector was not of interest to other stakeholders; it was developing slowly and due to its governmental ownership it wasn't considered an entertainment mass medium.



In 2003 the entrance of the only entertainment radio stations resulted in an immense change in mass media consumption habits. As a result the two radio stations targeting mass audiences managed to create a new benchmark in the way Egyptian society perceived radio through their music entertainment approach. Nile Radio Productions launched Nile FM 104.2 and Nogoum FM 100.6, which are now considered to be the only English and Arabic music entertainment radio stations in Egypt; in no time both stations were the only ones listened to by the masses and became the second ranked radio stations in Egypt after the religiously driven radio station Quran Al Karim.

The success and impact of these stations has been quickly recognised by marketers and everyone wanted to piggyback the success of NRP and become a part of it. Large investments



have been poured into the market which resulted in creation of new jobs, expansion of certain industries and creation of a benchmark in the world of advertising and marketing.

ACHIEVEMENTS

Nogoum and Nile FM 104.2 redefined radio in Egypt after a long period of time through which radio had lost its audience due to politicisation of its content. For a long time radio stations were the number one source of entertainment for audiences, until the introduction of television which took over the mantle that radio had created. Gradually radio became less entertaining and interesting, resulting in less and less interest for listeners to tune into the Egyptian wavelengths.

When Nogoum and Nile FM 104.2 were launched relatively few people listened to the radio, especially the younger generation of Egyptian society. Both stations entrance was a boom and created a great buzz, making people become interested in tuning into Nogoum and Nile FM 104.2. Rumours spread and, in no time, these two stations became the number one source of entertainment for the majority of the Egyptian population. All aspects that were considered as a disadvantage of radio have been redefined by NRP to its benefit becoming the only radio stations of such format existing in Egypt.

The stations started off by presenting intense programming schemes, musically driven, with very high interaction levels between the presenter and the listener. Today these two stations manage to entertain

during time slots that were for long not considered as peak times for radio - early in the morning, during the drive time back home, late in the evening etc.



Nogoum FM 100.6 and Nile FM 104.2 are lively stations, the only radio stations driven by youth for youth, the presentation skills of their presenters make their listeners feel that they are sitting right beside the presenter. There is a strong connection between the listeners with the presenters through the use of local language, sometimes the slang that is used out there in the street.

Nogoum FM 100.6 and Nile FM 104.2 has established strong connections with key music providers in Egypt and play the most recent hits of Egyptian and Arab artists as well as international artists. The whole content preparation is planned to position Nogoum FM 100.6 and Nile FM 104.2 as key music scene information and entertainment providers to their listeners. Content is very broad and prepared according to listeners' segmentation of what is interesting to them. NRP stations were the first to introduce on-air competitions, riddles and quizzes through SMS activation with listeners. As a result Nogoum FM 100.6 and Nile FM 104.2 have unique formats that attract many of Egypt's younger population and manage to take radio to the people.

HISTORY

The "golden era" was witnessed by Egyptian radio in the late 70s with legendary radio presenters such as Abdel Wahab Ktaya, Nagwa Ibrahim, Galal Moawad, Omar Bateesha, Amal Fahmy and many others. Egyptian radio was a major entertainment source for audiences especially during Live Egypt's performances by the most famous singer-artists "Oum Kalthoum", "Abdel Halim Hafez" and many other iconic stars that graced the music and culture scene in the Middle East.

However the power of radio was directed for a long time into a political frame more than entertainment. Egyptian radio was the most powerful medium for directing political messages to the people during the 1952 revolution and

the radio became a secondary media source for audiences with the introduction of television into Egypt. For many years the golden era has been slowly diminishing and fading and television became the most accessible and reliable mass medium for audiences.

PRODUCT

NRP was established in 2003 to entertain listeners through a plethora of tunes. NRP stations were the only radio stations in Egypt created with such a format and they are proud



of establishing a leading market trend in this market category.

NRP listeners can be found across the majority of Egyptian population. They vary from lower socio-economic classes to the crème de la crème through both their stations, Nogoum FM 100.6 and Nile FM 104.2.

Nile Radio Productions is proud to announce that, after seven years of experience, they are now connected closely to their listeners as they constantly provide them with personalised programming.

104.2 Nile FM and 100.6 Nogoum FM 100.6 were founded under Nile Radio Productions in 2003 aiming to entertain YOU! Their stations are the first entertainment radio stations in Egypt dedicated to ultimate music pleasure!

NRP's culture is embodied by their presenters; Nogoum FM 100.6 and Nile FM 104.2 are the youngest radio waves you can tune into on FM. They work to challenge the street, challenge the mood of a fast moving changing society, to be the first with a societal update, but the biggest challenge of them all is to make sure that you get the best radio treat ever! NRP culture is unique in the way it combines professional operation with entertainment and this is what makes them



who they are today!

NRP offer a musical experience you've never had before, through purely music and intensive programming, personalised to challenge you and entertain you when stuck in a traffic jam, when bored or when you have an urge to listen to the latest!

RECENT DEVELOPMENTS

Nile FM 104.2

In 2010 Nile FM maintained its positioning as Cairo's number one English music station. In 2010 Nile FM 104.2 launched a new schedule

filled with new shows and programmes that would better reflective their target audience. Nile FM 104.2 has changed its sound to become more appealing and challenging to the Egyptian listener and to secure expansion of its listener base.

In order to expand the station's frontiers, and allow entrance of new social segments onto Nile FM 104.2s listener platform, the station has introduced a new, powerful music format Hot AC (Adult Contemporary Music). Hot AC on Nile FM 104.2 will reflect the interest of their listeners in the music played and the team is hand picking songs and music that they know for sure that an Egyptian listener will easily connect with, like and want to hear more.

The future of Nile FM 104.2 is seen in the Egyptian upcoming generation of cultured youth, highly exposed to global influences; with an authentic scent.

Nogoum FM 100.6

Nogoum FM 100.6 launched new shows on timings that haven't been utilised for programming before. One of the best time slots that has been recently occupied is from 6am to 8am, extending the morning listening time and taking it into a new era.

Nogoum FM 100.6 also recently re-introduced weekend programming; managing to expand its strength into a 24/7 service. The key project to secure that is introduction of a super Saturday or "Meya Wasla Setta" which is the longest radio show ever launched on Egyptian radio. The show is therefore a platform that gives opportunities to people to achieve their dreams through entering on-air competitions to become singers, composers, radio presenters and so on.

BRAND VALUES

Nile FM 104.2 was established in 2003 and is a market leading English language entertainment station in Egypt. As the first, and the only, fully powered entertainment station it has managed to cover all tastes of listeners coming from various socioeconomic backgrounds. Nile FM 104.2 aims to innovate and create a new and exciting radio platform that will set the standards in the radio industry across Middle East and Africa.

- Nile FM 104.2 is a FRESH, FUN, YOUNG, AMBITIOUS, MUSIC DRIVEN sound
- Nile FM 104.2 is all about YOU
- Nile FM 104.2 APPRECIATES ITS LISTENERS and VALUES them GREATLY
- Nile FM 104.2 is a DYNAMIC, INTERACTIVE EXPERIENCE
- Nile FM 104.2 is UP TO DATE and always provides THE LATEST
- Nile FM 104.2 is YOUR STATION, YOUR MUSIC

www.nilefmonline.com



Things you didn't know about Nile Radio Productions

Nogoum FM 100.6 was launched in summer of 2003, dedicated to playing the latest Pan-Arab pop music along with timeless classics from the last four decades.

Ever since its launch Nogoum FM 100.6 has been a market leader in this category.

Nogoum FM 100.6 is a young, fresh and up-to-date radio station that fulfils needs across the majority of the Egyptian population.

Nogoum FM 100.6 is the only radio station with broad content and programming allowing the majority of the population to link with the station's presenters and music.

Nogoum FM 100.6 was established to entertain, interact and inform its listeners on all matters of society. It has been significant in its own self, allowing listeners to express themselves and connect. Nogoum FM 100.6 unleashes listeners' problems and finds a solution to their dilemmas.

Superbrands