

R S G

R A D I O



Market

There are 148 radio stations broadcasting their programme in Bosnia and Herzegovina at present, and of this number 79 are private, 65 are public, while the remaining four are public service broadcasters. In 2000 the Communications Regulatory Agency (CRA) launched a process of issuing long-term, ten-year licences to broadcasters. In the first phase, the number of radio stations reduced from 210 to 141. It is evident that this number has remained to date, with some minor changes. What has changed substantially on the other hand is the large number of private radio stations, which expanded their broadcasting zone since then and obtained new frequencies.

The poorly developed advertising market, where the radio industry holds approximately 8 percent share, does not leave a lot of space for development of so many radio stations. In such a market, it is imperative to offer more and better than the competition! "More radio" is the slogan and main programme orientation reflecting the high ambitions of Radio Stari Grad, the leader at the BH radio market.

Achievements

The public, relevant professional and social institutions have recognised Radio Stari Grad as a unique commercial radio service in BH. Of many awards that confirm the prestigious status of Radio Stari Grad, the most notable ones are:

Three awards "Radio of the Year in BH".

The election was held five times in the period from 1997 to 2002, four times it was organised by the Journalist Association of BH and once by the Coordination of all journalist associations in BH.

The Golden Linus Pauling Charter of Peace in 2005 - international award by the International League of Humanists. Award for contribution to truth and justice through consistent highly professional informing of domestic and world public.

Seven times awarded the Special Recognition Award,

for the leading position in the media industry from 2003 to 2009.

Awards for Radio Stari Grad and its director Adnan Osmanagić by the Directorate for Selection of the Manager of the Year in BH.

The best radio in the South East Europe network of radio stations in 2005, awarded by the SEENAPB - network of associations of private radio broadcasters in South East Europe.

Ratings polls conducted continually in BH by the Mareco Index Bosnia, member of Gallup International, showed that Radio Stari Grad was the dominant radio both in the Federation BH and throughout the entire

country in 2007, 2008 and 2009.

Awarded the Superbrands status for 2008 and 2009.

We take pride in the fact that Radio Stari Grad is the only radio station in BH to have won the prestigious Superbrands status for two consecutive years.

History

RSG was founded in February 1993. The programme is broadcasted via FM transmitters in Sarajevo, Mostar, Tuzla, Zenica, Travnik, Bugojno, Goražde, BHać, Neum, Trebinje, Dobo, Čapljina, and from the Bjelašnica site covering the Sarajevo Canton and parts of Central Bosnia Canton, Herzegovina-Neretva Canton, Zenica-Dobo Canton and one part of southeast Bosnia. On 6 April 2009 Radio Stari Grad gave to the citizens of Sarajevo a new city programme - RSG 1 Sarajevo.

With thirteen transmitters RSG covers a considerable part of BH, and it is undoubtedly the leader in radio industry, a recognised and respected brand outside BH as well. Also, we broadcast our programme via Internet and satellite Atlantic Bird 1.

Radio Stari Grad broadcasts on the following frequencies:

- Sarajevo 104.3 FM
- Zenica 97.5 FM
- Region 104.3 FM
- Tuzla 104.3 FM
- Mostar 104.3 FM
- Travnik 104.3 FM
- Bugojno 104.3 FM
- Goražde 104.3 FM
- BHać 88.4 FM
- Trebinje 87.7 FM
- Neum 92.6 FM
- Čapljina 104.3 FM
- Dobo 104.3 FM

Frequency of RSG 1 Sarajevo:
Sarajevo 90.9 FM

Our goal is to always provide our listeners with



objective information, along with excellent entertainment as well. Radio Stari Grad is open for listeners of all ages, ethnicities, religious and political affiliations.

Product

"More radio" is the slogan and main programme orientation reflecting the high ambitions of Radio Stari Grad, the leader at the BH radio market. RSG is a commercial radio with a collage format, namely wide and diverse variety of programming. This collage format satisfies the needs of numerous and varied demographic groups.

Special attention is given to informative programmes and news in its own production. RSG news is aired eight times daily, in the period from 8 a.m. till 5 p.m. Dynamic and informative programme is rich with entertainment and music content, which makes RSG acceptable and attractive for listening in homes, public areas and at the workplace.

Music top list "RSG Top-Hit" became a measure of popularity and success at the music market, both in BH and in Croatia, Serbia, Montenegro and Macedonia. As a radio with a music format, broadcasting popular pop music and similar music genres along with the collage-programming format, Radio Stari Grad ensures a relatively wide target group. Research indicates that its listeners are men and women alike, living in towns, very educated, with above-average income, 18 to 50 years of age. This kind of listener profile represents a very attractive consumer group, which makes Radio Stari Grad an unavoidable partner in all important marketing campaigns at the BH market.

Recent Developments

On 6 April 2009 Radio Stari Grad began broadcasting new programme intended for people on the move, who want to be well informed while having a fun time with an urban city radio. The new programme can be listened to only in the Sarajevo Canton, at the frequency of 90.9 FM, and it is identified as RSG 1 SARAJEVO. The programming schedule is adjusted to the needs of Sarajevo residents, and priority is given to service and other city information in the field of culture, sport, tourism, economy and education.

Although RSG moved into its newly built headquarters with a total surface of 300 square metres at the end of 2004, thereby creating excellent working conditions with the latest technological solutions, on 6 April 2009 another, reconstructed business building was opened, with additional surface of 200 square metres. At present the total surface of its business facilities is around 500 square metres. As part of the process of reconstructing and modernising its technical capacities, Radio Stari Grad switched to the most modern digital equipment for production and broadcast of radio programme.

Early in 2007 RSG opened a brand new fully equipped audio studio for music production and other professionally demanding audio productions, which was

also reconstructed in 2009 as part of the process of modernising the equipment.

Due to the great interest of listeners outside BH who listen to the programme via Internet, Radio Stari Grad concluded a contract with a new provider thus greatly increasing the possibilities of streaming.

RSG is currently equipping a new radio car that will enable higher quality direct live on air broadcasts outside the RSG building. Also, RSG is currently redesigning its web page.

Promotion

RSG is an unavoidable media partner in large cultural, sport and other events of social importance. The status of exclusive radio partner in successful projects greatly promoted RSG and contributed to the positive image of radio station. In addition to domestic, RSG is also the exclusive radio partner for BH in important regional projects, such as Papaya Day and Nights Motomusic Summer Festival, Weekend Media Festival, HRF etc.

RSG allocates a substantial part of its marketing budget for advertising. Large presence in other forms of media, mainly TV and print media, also represents an important means of promotion for RSG. Radio Stari Grad extensively uses its own programme to promote both its programming and its other activities as well.

Brand Values

Despite the fact that listening to radio is an intimate experience susceptible to different music and other tastes, RSG succeeded in becoming a generally accepted brand acknowledged as an undisputable professional value, respected and admired also by audiences whose first choice are not the RSG frequencies.

RSG operates by observing legal, professional and ethical norms, both in relation towards competent institutions and in relation towards its employees.

A responsible way of doing business and a fair attitude towards listeners greatly contributed to creating an extremely positive image, which RSG enjoys in professional media circles but in the general public as well.

Motivated and creative employees, loyal audience, abundance and variety of programming, established infrastructure, strong marketing and exceptional social status are advantages on which Radio Stari Grad builds its ambitious plans.

According to the results of the agency for ratings survey MIB (Mareco Index Bosnia, member of Gallup International), RSG is the most listened radio station both in the Federation BH and across entire BH.

According to the research by Mareco Index Bosnia, Radio Stari Grad is the most popular station, which greatly contributed to strengthening our leading position and being acknowledged as the most desirable media for advertising, as well as a partner in numerous social, sport, cultural and humanitarian actions. The public and professional circles awarded us with numerous local and international prizes, including the following: Radio of the

Year in BH for 1998, 1999 and 2002 - BH Journalist Association, the Linus Pauling Golden Charter of Peace for contribution to truth and justice through consistent and highly professional informing of local and world public - International League of Humanists in 2005; Special Recognition Award for the leading position in the media industry in 2003, 2004, 2005, 2006, 2007, 2008 and 2009, and the Superbrands status in 2008 and 2009. By observing the desires and needs of our target groups, we constantly improve and adjust our services to market demands, respecting above all the standards and requirements of profession. RSG is located in its own modern newly constructed building in an attractive location. Modern technological solutions, functionally connected areas and a pleasant atmosphere ensure ideal working conditions.

www.rsg.ba

RSG
RADIO

RSG radio
je Sarajevu 6. aprila,
na Dan grada
poklonio gradski radio
RSG 1 Sarajevo

RSG 1
SARAJEVO

90,9 fm

THINGS YOU DIDN'T KNOW ABOUT...

Radio Stari Grad

- > A total of 30 people work on preparing and implementing the RSG programme.
- > Radio Stari Grad launched a new radio programme for the Sarajevo Canton - RSG 1 SARAJEVO.
- > Marketing and promotion of Radio Stari Grad are organised in-house, by the NETRA agency.
- > NETRA agency also produces one part of commercial programming for Radio Stari Grad.

RSG
RADIO

RADIO STARI GRAD JE NAJSLUŠANIJA RADIO STANICA U FEDERACIJI, TE NA PROSTORU CIJELE BOSNE I HERCEGOVINE. POKAZALO JE POSLJEDNJE ISTRAŽIVANJE SLUŠANOSTI KOJE PROVODI MARECO INDEX BOSNIA ČLAN GALLUP INTERNATIONAL

VIŠE MUZIKE

VIŠE INFORMACIJA

VIŠE ZABAVE

VIŠE NAGRADA

VIŠE RADIJA !!!

BOSNIA AND HERZEGOVINA
Superbrands
2009

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