



Market

Radio 101 is one of the three most listened radio stations in the capital of Croatia, Zagreb (with average daily coverage of 30%), and among five most listened radio stations at country level (even though it can't be heard in the entire country). 75% of the radio station is owned by former and current employees, while 25% is owned by the city of Zagreb.

Current trend of the average daily coverage of the radio stations in the world, as well as in Croatia, shows that local or regional radio stations have the greatest number of listeners because they can speak more directly to their listeners through local information in their programme and to their target group in the marketing part of their programme.

Achievements

At the very beginning of its broadcast, the market was surprised by its provocative nature and dynamism, as well as by the uncharacteristic advertising language in which localisms, dialectalisms and sometimes even functional swear words were used. This surprise resulted in a true revolution in other media as well, and Radio 101 influenced an increase of quality of commercials in this geographic area.

Radio 101 wasn't just a medium, which started changes in all other media, but it also changed the listener's conscience. At the beginning of the '80s, using the comparative advantages of radio medium – a shorter path for information broadcasting than in other media (technically much simpler), greater possibilities of improvisation (flexibility of programme scheme), meant that information could be broadcasted at the very moment in which it happened, more "intimate" relation between the studio, editing crew and journalists than, for example on TV, coordination between editing crew and host (the possibility of using jingles as comments) – Radio 101 strongly influenced a change of dynamics as well as form and contents which appear on TV, and it was also very often the source of information which appeared in newspapers only the day after. Radio 101 programme features also a number of dramas and played forms, serials, which quickly reach their cult status and popularity that exceeds the radio framework. Furthermore, dramatised funny radio commercials, which became essential and much listened to

programme segments are also pioneers in a completely new advertising approach and they continuously win a great number of awards and recognitions at festivals of market communication.

History

After a short experimental period, Radio 101 started to broadcast officially in May 1984, joining the established radio stations in the city of Zagreb.

In the turbulent period of the communism implosion, it was Radio 101 who played a crucial role in the democratic changes in Croatian society. With its provocative shows (round tables, radio duals, interviews...) and news, which, by their conception and form, differed from all state information organs, Radio 101 was the herald of the new period. It was the first radio which actively followed first multiparty elections, giving space to all new democratic parties. Radio 101 is extremely proud of the fact that, after the political prosecutions of the '70s and after almost 20 years of silence, all banned Croatian politicians had their first public appearances on the waves of Radio 101.

But the popularity of Radio 101, especially the critical reviews of social and political reality, became a thorn in the flesh of the government.

In 1996, the Telecommunications council (institution which issues broadcasting licences) three times refused to grant Radio 101 permanent frequency. The culmination of the fight for broadcasting permission

took place on November 20th, 1996, when the Council, which included eight members (of whom six were highly positioned members of the governing party), decided to deny frequency to Radio 101. That decision resulted in strong discontent among the people from all walks of life that sent thousands and thousands of letters and faxes of support. The first demonstrations, which saw the participation of 10,000 people, were held in the centre of Zagreb (Cvjetni square) just a couple of hours after Telecommunications Council decision. The clearest demonstration of the listener's (and not only) disagreement with the decision took place on November 21st, 1996, when 120,000 people gathered on Ban Josip Jelačić square to show their absolute support to Radio 101 in an hour-long peaceful protest (with candles).

It took more time till Radio 101 was granted the concession and in 2003 Radio 101 was given back its frequency 101 MHz and its level of audibility was increased.

Product

Since its foundation in 1984, Radio 101 has been committed to the development of a market economy and independent media in society, as well as in its own business. That is why, the radio organised its business so that it could be completely financed by the marketing income. Thus the sale of advertising space within the programme became the main and the only way of



