



Market

The Croatian radio stations market is extremely abundant. There are 156 radio stations on just over 4 million citizens and this represents an extremely dynamic environment. Out of the total number of existing radio stations, 6 have national concessions, 20 have county and 130 have local or city concessions. At the national level, three radio programmes of Hrvatski radio (the Croatian Radio, part of the Croatian Radiotelevision – HRT) are broadcast, one radio station broadcasts mostly religious programme and two are private commercial radio stations. Among the latter, Narodni radio (the Popular Radio) is the holder of the Superbrands Croatia title. A particularity of Narodni radio is that it broadcasts only domestic music – “100 percent domestic”, which is a response to the preferences of the listeners who are significantly more prone to domestic music, especially 80s and 90s pop and rock.

Achievements

Ever since it started broadcasting, Narodni radio has had the greatest ratings and popularity in Croatia. Although the increase in the number of radio stations at lower levels has decreased to a certain extent, its share in the total audience with years, Narodni radio is still the leading

radio station on the domestic market. Continued monitoring of the rating results from several independent agencies for market research is the basic groundwork for creating the programme scheme as well as the daily radio content. Therefore, Narodni radio is primarily a music radio and its informative part meets the listeners' needs for brief, substantial and interesting information from all domains. Moreover, a lot of care is given to nourishing both the issues of general and national importance, as well as regional information which can be interesting to the entire audience.

Narodni radio is equally accepted among the listeners of all age groups, various educational levels, and they are all characterized by caring for traditional values, closeness with their families, jobs, working on own improvement and relatively high life goals.

The strong emotional connection with the listeners is a value this radio station is more successful at than the other media.

Narodni radio is a brand of the Radio Croatia company which, besides producing and broadcasting radio programmes, is also the producer of the greatest music festival in the region – Hrvatski radijski festival (Croatian Radio Festival) and several other music and social events. In this segment, we must mention the birthday concerts of Narodni radio. Since it is the only one on the Croatian electronic media market that nourishes exclusively domestic music, its relations with all show artists are exceptionally good. Birthday concerts have always brought the most popular and strongest performers to the stage which guaranteed good music performance and excellent atmosphere. Tens of thousands of visitors are always the best environment for a music event. Out of many great parties, Narodni radio donated two birthday concerts to charity. The first, in 2004, was for the big finals of the campaign “Let them hear” and the one in 2005 was for the renovation of the shrine of St. John in Uskoplje.



History

Narodni radio appeared on the Croatian air on 23 December 1997, with the famous rooster sound, as the first private commercial radio station with a national concession. As quickly as within a few months, it became the radio with the greatest ratings and kept its leading status throughout all these years of broadcasting. During the first year of broadcasting, it reached 680,000 listeners and the greatest number of listeners was recorded in 2003 when it surpassed a million listeners at the average a day on the Croatian market only. This meant that literally every third Croat older than 10 listened to Narodni radio for more than an hour a day. With a larger number and spreading of the local and regional radio stations, the high percentage of listeners in relation to the other radio stations was replaced by even more significant adjustments of the programme to the listeners' preferences and continued work on keeping the leading position on the Croatian radio air.

The personnel structure has been seriously elaborated since the first days because, regardless of the most contemporary technical support, a very small number of associates realize high-rating programmes. However, it is important to mention here that Narodni radio is primarily a music radio so the greatest responsibility lies on the music editors. In the first years, the business premises located in a part of the Zagreb Fair hall were home to the successful crew of Narodni radio. However, the improvement of the programme, the proliferation of radio hosts, new programme distribution technologies, as well as the strengthening of the informative programmes, resulted in the need for larger and more contemporary premises. It celebrated its seventh birthday in its own, contemporary work place, in the multimedia centre where it shared the latest technological achievements with several other electronic media.

Product

Narodni radio is known and recognized as the music radio broadcasting only domestic music. The news programme is also devoted only to the issues from

Croatia or directly connected with Croatia. Dobre vijesti (the Good News) are another particularity broadcast by Narodni radio between 7 a.m. and 4 p.m. and supplementing its regular informative programme.

The business philosophy of Narodni radio is summarized by the slogan "The first to your radio set" which especially stresses that it appreciates the listeners' devotion to local information. At the national level, it broadcasts the best music, as well as the most comprehensive brief informative programme of high-quality audio production.

According to the latest research results by Mediaplus agency, as regards the daily reach, Narodni radio takes the first place with 9.8 percent followed by Antena Zagreb with 9.0 percent and Otvoreni radio with 7.1 percent. The weekly reach situation is significantly more favourable for Narodni radio because as much as 27.2 percent of the population listens to Narodni radio for at least 15 minutes, 16.6 percent listen to Otvoreni radio for at least 15 minutes and 16.5 percent to Antena Zagreb (Data for July 2009). What

confirms the close bond between the listeners and Narodni radio is the fact that 11.1 percent of listeners state it as their favourite radio station, while the second favourite radio is Antena Zagreb with 8.2 percent.

All of the above finally contributed to the fact that Narodni radio has been the Croatian Superbrand in all three years it has been awarded.

Recent Developments

Each new day is another challenge on the dynamic surrounding market. And a radio is as good as its yesterday's programme was, because it must be even better today. Therefore, with constant conceptualization of new music programmes, in May and June 2009, Narodni radio brought two of the most significant hosts of the Croatian radio scene into his staff: Davor Dretar Drele, the person who has been making the entire nation laugh for decades. In the early afternoons of each work day, the programme is enhanced by Sonja Šarunić, the woman who is an expert at reaching the deepest and most intimate personal secrets of the greatest number of people.

With them (and because of them) new listeners arrived and, because of the listeners, new and interesting programmes and new advertisers, as well.

Narodni radio is the first Croatian radio station

which started broadcasting its programme via satellite with which it covers Europe, North America and Australia. The popular programme is especially interesting to our emigrants for which special programmes are designed for as well. 250,000 listeners listen to the Narodni radio programme each day via satellite. The satellite listeners' club uses the Intelsat Americas 5 on position 97° W and the frequency of 12 152 MHz or Hot Bird 6 on the position 13° E and reception frequency of 12 520 MHz.

The website of Narodni radio, updated and refreshed on a daily basis, records more and more visitors each day. The online programme is viewed by about 180,000 listeners – visitors of the address www.narodni.hr.

And so, the target number of a million listeners a day is still the main advantage of Narodni radio, even in the time of the strong expansion of new and alternative media owing to the implementation of new technologies.

The programme is being intensely digitalized, and the need to follow as much information as possible from on-site, is optimally solved by virtue of ISDN, at studio quality, with 256-kbps throughput. Its supplements the speed and mobility of realization with 3G technology achievements, and the interaction with the listeners has been especially enhanced with the use of the SMS service.

Promotion

Narodni radio dedicates a significant part of its programme and other contents to socially useful action. It initiated by itself or participated in the campaigns of various humanitarian organizations, as much as 234 of them. It is especially proud of its active participation in the largest humanitarian campaigns such as "Let

them hear", "Thank you, my good angel", "For our beauties", Ana Rukavina's foundation "Drops of goodness" and others at the national level. At lower levels, it participates in almost all the activities of the local community when it comes to humanitarian and socially useful action.

It actively supports public kitchens, homes for children without families, and it is also the permanent media partner of the Croatian Caritas.

With its special programme contents, Narodni radio attends all economy fairs, exhibitions and presentations, cultural events, festivals, manifestations nourishing the Croatian cultural heritage, etc.

A special weekly show "Sunčani" is dedicated to tourism, the exceptionally important economic branch, and, during the summer months, Narodni radio



broadcasts a special programme "Turistički RAdio" (Tourist Radio), a reporters' tour of the large and the small tourist destinations.

The informative programme records successes and failures in sports, and Narodni radio stands out for having significant media space dedicated to the sports for which the other, non-sport media, mostly find no space for. Thus the real sports enthusiasts are given well-deserved space in the radio programme.

Being the favourite radio with the best ratings brings a big responsibility to Narodni radio to be present always at all the significant events in Croatia, to record the events and promote its programme in the best way by being present at such events.

Brand Values

The fact that Narodni radio has exceptional differentiation in relation to the competition is its basic advantage. It would be hard to replace Narodni radio with any other radio programme. Its listeners are very loyal. Average daily ratings are almost 3 hours and the weekly reach is more than one quarter of the population.

Exceptional profiling, high market shares, ideal listener structure according to all the demographic elements and firm links between the media and the consumers endow Narodni radio with the characteristics of a strong brand, and thus also with a high value of the brand name.

www.narodni.hr

THINGS YOU DIDN'T KNOW ABOUT...

Narodni radio

- The listeners of Narodni radio are ambitious, honest and organized. 59 percent of them are married and as much as 42 percent socialize with their friends on a daily basis.
- Every day, the average listener of Narodni radio listens to the radio for at least 45 minutes, 55 percent find it important to be informed about daily events, and 41 percent believe that commercials inform them on new products.
- Narodni radio is the first radio station which signal was transmitted via satellite and which reached our emigrants in Australia, New Zealand, North and Middle America and Canada, as well as the entire Europe even before streaming set in.
- For as long as 12 years, Narodni radio has been the radio station with the greatest ratings in Croatia and, in the weekly reach, almost every third citizen of Croatia listens to it.