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The Brand Maker

[www.radiotodaybd.fm](http://www.radiotodaybd.fm)

**The first private radio station of Bangladesh, Radio Today started test transmission on May 6, 2006 and commercially launched on October 15, 2006.**

## Market

Radio Today, the pioneer of new FM radio culture in the country, started the first station at Dhaka. Presently running three radio stations in Dhaka, Chittagong and Cox's Bazar, Radio Today enjoys 57% of the market share. Radio Today currently has a brand awareness of 38.7% and ad awareness of 43.5%, both of which are the highest in the industry. The brand equity of 3.64 is the highest among all radio stations and reflects the fact that it has the strongest brand value in the market.

In a survey carried out by Nielsen on 2009, Radio Today is the "Most Often Listened Radio Station" and also the "Most Preferred". radio channel. Today has an award-winning news team, serving the most recent events in the quickest possible time, not to mention the trend setting new format, new scripts & outdoor broadcasting culture in the radio sector, broadcasting live and events around the country and updating traffic news.



## Achievements

There has been no looking back for Radio Today since the launching of its first station in May 2006. According to the Nielsen report, the station is at the Top of Mind (Tom) of the listeners and is at the top of brand awareness among students, young professionals, senior citizens, house wives and all class & mass.

The station also received the 'Best FM Station' award recently.

## Product

Content design and production are the most critical task for a radio station. The success of a station totally depends on contents, delivery style, attracting the listeners, and holding the listeners with the station.

Infotainment is Radio Today's main format of designing the program and contents. Some of the popular contents are given below:

1. VOA and Radio Today jointly produce English And Bangla news
2. Live traffic and weather updates
3. Social calls/promos for current affairs
4. Talk shows on current affairs & society building, youth, health & education
5. Celebrity interviews
6. Media partnerships

7. Special day celebration program
8. Listeners Live
9. Live concerts
10. SMS conversations/ interactions
11. Live program in television and radio simultaneously

Inspiration is the Green Radio. A relentless campaign against global warming and its effects in Bangladesh has been praised by many and gives even more ideas as to how a mass media like radio can make people work for a better country.

## Recent developments

Radio Today has taken the initiative to expand its coverage all over country. The radio station's expansion continues through the setting up of new stations in Sylhet, Khulna, Barisal, Bogra and Mymensingh by the end of 2010.

## Promotion

Being the first and leading private radio station of the country, promotion has always been Radio Today's game.

Apart from being event and media partners to more than 10,000 companies all over the country, Radio Today has contributed greatly to the society. Every year the station organizes Anniversary Concerts in Dhaka and Chittagong. The station involves itself in joint productions with international brands in different occasions and international day & events celebration.







It also promoted public awareness about traffic rules in collaboration with Dhaka Metropolitan Police and was the only media to cover the story and send live updates during the Cyclone Sidr in November 2007.

### Brand value

The Radio Today brand is a name of radio revolution makers & highest quality. The people are aware that only the top notch shows are aired on Radio Today. The station even sets a high standard

in the songs it plays and the types of radio programs it airs. Radio Today also strives to help the society in every way possible by lending a helping hand to all the major social awareness programs and also advertising their positive benefits to all of their listeners.

Radio Today is the radio for all ages. Starting from the teenagers to the experienced adult, there is something for everyone in the every day schedule of Radio Today. As mentioned before Radio Today

has a brand equity of 3.64 which is higher than all the other radio stations of this country which shows the strong preference of the listeners towards Radio Today.

### Things you didn't know

- Radio Today introduced the term 'RJ' to the mass people of Bangladesh
- During a show in October 2008, the station received more than 17000 SMS in 4 hours.
- RJ Saify performed for 11 hours non-stop in a live show.
- Radio Today has a collection of over 5,00,000 songs in its archives
- Radio Today organized the first live on-air concert
- Radio Today has 1.7 million registered listeners in its database.
- Radio today was awarded superbrands within 3 years of establishment.
- Radio Today became the Top of Mind Brand within an year.
- Radio Today started the 1st ever live show with a television simultaneously.
- Radio Today introduced the modern day radio commercials.
- Radio Today introduced highest quality outdoor broadcasting.
- Radio Today has been live on-air for 4 years - 48 months - 208 weeks - 1460 days - 35040 hours - 2102400 minutes - 126144000 seconds - and still counting...
- Radio Today created radio broadcasting as a popular profession/carrier in Bangladesh.

### History

#### 2005

Radio Today starts its test transmission in May

#### 2006

The station goes live on air at the capital Dhaka in October

#### 2007

Radio Today becomes members of Asian Broadcasting Union, Asia-Pacific Institute for Broadcasting Development and partners to Voice of America

#### 2009

Becomes members of the United Nations Global Compact

#### 2010

Starts the 'Green Radio' campaign against global warming and receives award for 'Best FM Radio Station'.