

Unpacking Our Game Plan



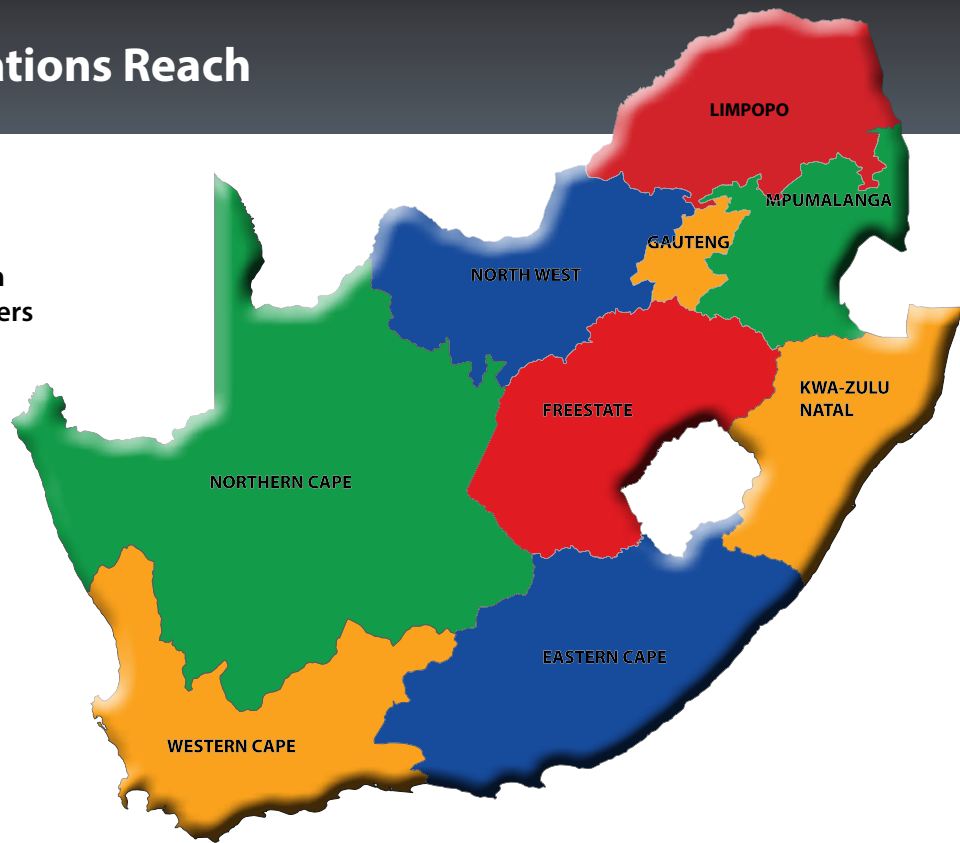
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SABC Radio Stations Reach

Source: RAMS 2014/2 Jan 14/May 14 Adult 15+

Total Radio Reach
28,4 million listeners
 Reach **76.4 %**



NATIONAL



RSG Afrikaans (A)
1 893 000



SAfm English (E)
593 000



Radio 2000 English (E)
908 000



METRO FM English (E)
6 309 000



5FM English (E)
1 878 000

KWA-ZULU NATAL



Ukhozi FM Zulu (Z)
7 623 000



Lotus FM English (E)
351 000



Thobela FM
North Sotho (N)
3 335 000



Munghana Lonene FM
Tsonga (O)
1 048 000



Phalaphala FM
Venda (V)
936 000

LIMPOPO

NORTHERN CAPE



X-K FM
!Xu & Khwe (A)



Good Hope FM
English and Afrikaans
(E/A) - 701 000

EASTERN CAPE



Umhlobo Wenene FM
Xhosa (X)
4 467 000



Tru FM
Xhosa and English
(X/E) 218 000

NORTH WEST



Motsweding FM
Tswana (T)
3 324 000

FREE STATE



Lesedi FM
South Sotho (S)
3 968 000

MPUMALANGA



Ikwekwezi FM
Ndebele (D)
1 855 000

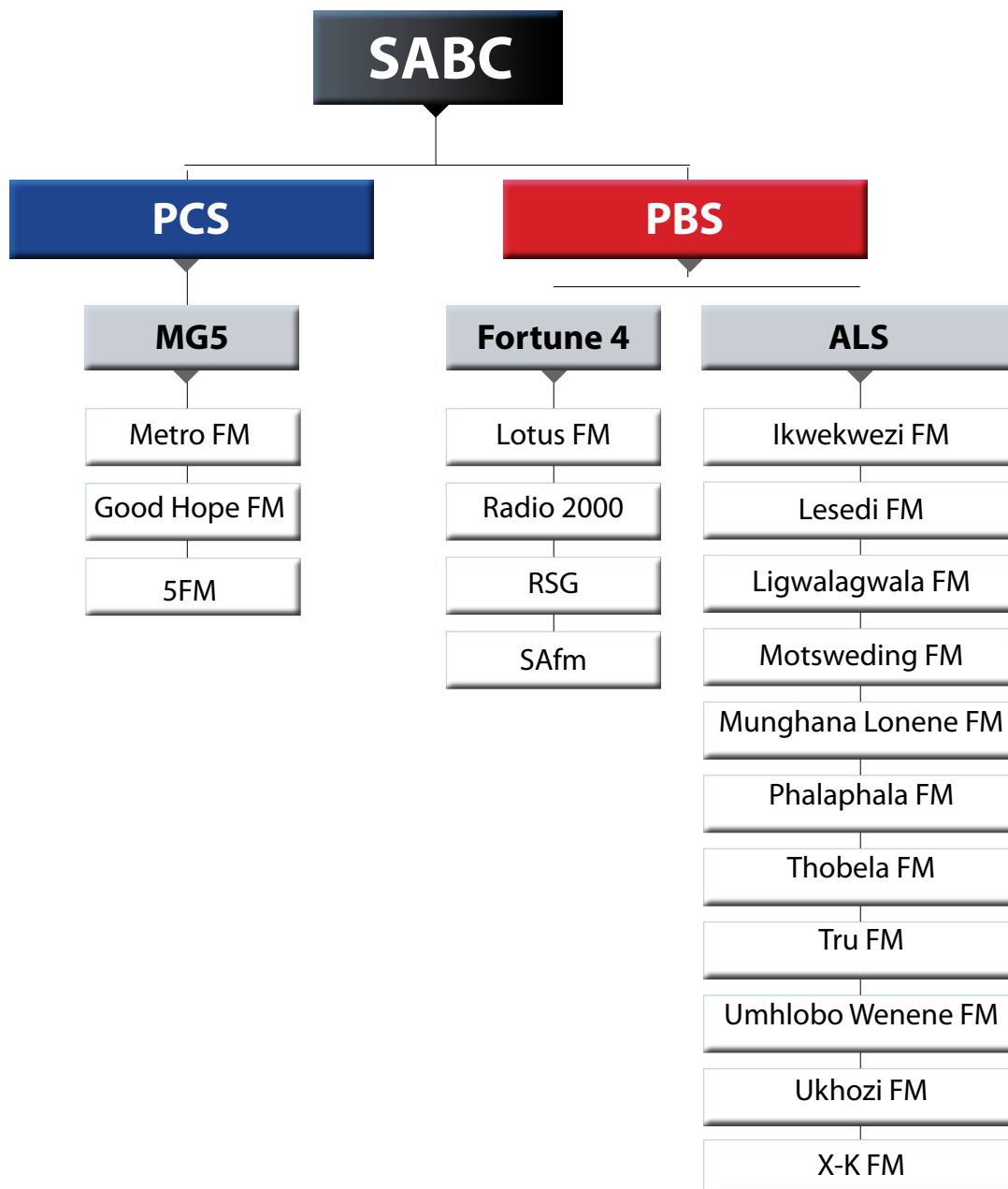


Ligwalagwala FM
Swati (W)
1 522 000

SABC's Portfolio - 18 Radio Stations

Source: Radio Diary 2014/2 (Jan/May 2014) Adults 15+

**9 Provinces, 18 Radio Stations, 11 Official languages,
Reach 76.4% of the population with 28,4 million listeners.**



MG5 Positioning Statement

Source: Radio Diary 2014/2 (Jan/May 2014) Adults 15+




The MG5 offering is a collaboration of three of South Africa's most successful commercial stations: METRO FM, GOOD HOPE FM and 5FM. This combination is able to harness the power of these stations as a collective, and offer access to a tightly defined target audience that is able to leverage on the individuality of each station and create a powerful vehicle to reach a lucrative target sector that this combo intimately understands.

The MG5 group of stations have built up a trust and established relationships with the youthful, chic, hip and upwardly mobile 16-34 target market. These consumers are the trendsetters – they are on the pulse, bringing the cutting edge of trends, music, fashion and attitude to the audiences and placing all three stations very much at the top of their game.

The MG5 stations have many years of experience with the youth market and appreciate their desire and aspirations especially in the modern context. This is a generation dealing with a planet in crisis, HIV/AIDS and more explosively, the financial meltdown. However, they still demand the right to have a good time and look good while doing it. But what advertisers need to recognise is that this generation is a lot more market-savvy and have a healthy dose of cynicism going on. Bearing in mind, MG5 can guide you, the advertiser, on how best to speak to 16-34 year old consumers and still get more bang for your buck. From generic 30 second sound bites, to on-air promotions with bespoke concepts, to Outside Broadcasts, to new media opportunities nationwide - we simply have the youth by the ears.

Reach 8 152 000
Listeners 21.9%

MG5 National Coverage

-  METRO FM
-  GOOD HOPE FM
-  5FM

Existing Coverage

North Block

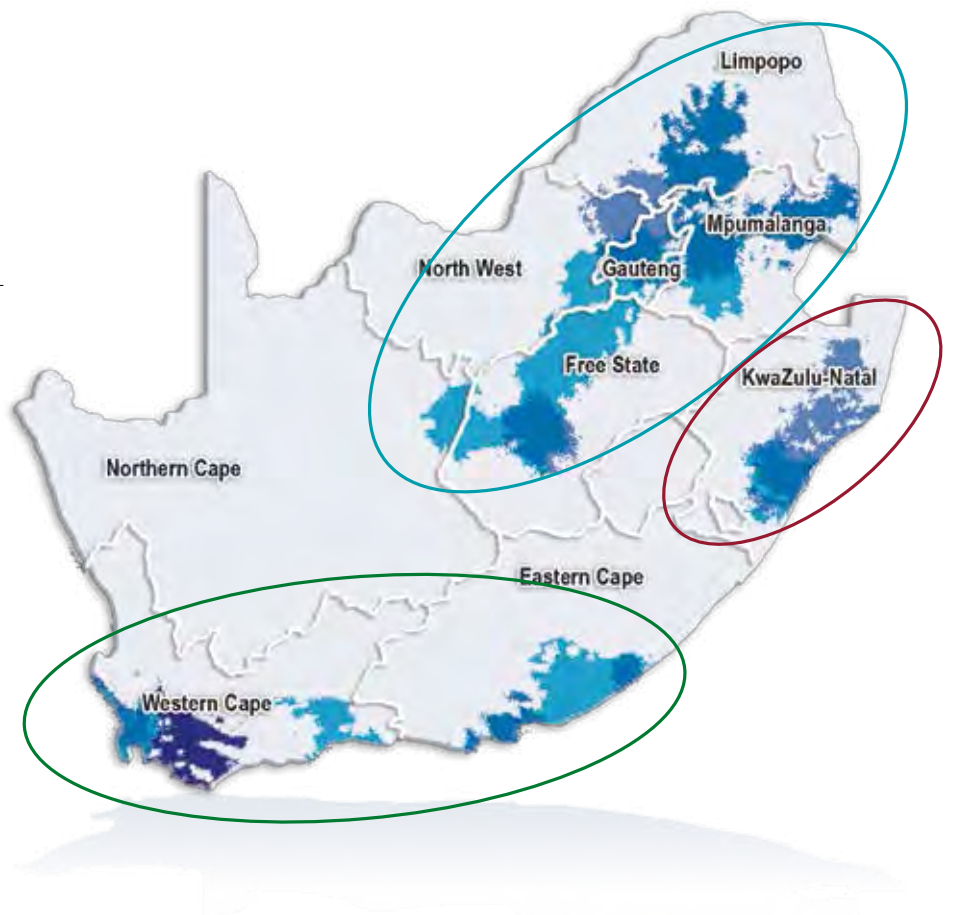
- Gauteng, Mpumalanga, North West, Limpopo & Free State.

East Block

- KZN

South Block

- Western Cape, Northern Cape & Eastern Cape



ALS Positioning Statement

Source: Radio Diary 2014/2 (Jan/May 2014) Adults 15+

ALS Radio is for all South Africans (young and old) from all walks of life (urban and rural) who speak and understand a South African indigenous language. ALS is governed by the mandate to educate, inform, entertain, support, develop culture and as far as possible ensure the fair and equal treatment of all languages.

ALS listeners are a diverse group with wide and varied ancestries dating back many centuries and some with their roots in East and West Africa. Evidence of this diversity is reflected in the vastly differing languages. Even though there are many cultural differences that exist between the various groups, there is evidence pointing to a common origin of these cultures as reflected in the customary rituals and practices that have been preserved through the years.

These rituals and practices provide a solid foundation in order to understand the modern psyche of the various cultural groups and what motivates their consumption behaviour.

ALS Radio enriches the lives of its audiences by inspiring a strong sense of belonging. Knowledge and capacity building are the key drivers and the stations are seen as dependable and trusted friends. Listeners get a strong connection to their roots within the context of a modern environment. Programming revolves around personal empowerment, lifestyle enhancement, moral regeneration, financial independence, rural development, societal upliftment, nation building and cultural revival.

While younger listeners are an integral part of the current era of modern consumerism, the older listeners are still struggling to understand why the past was the way it was, seeking to build a common South Africa.

ALS Listener Insights:

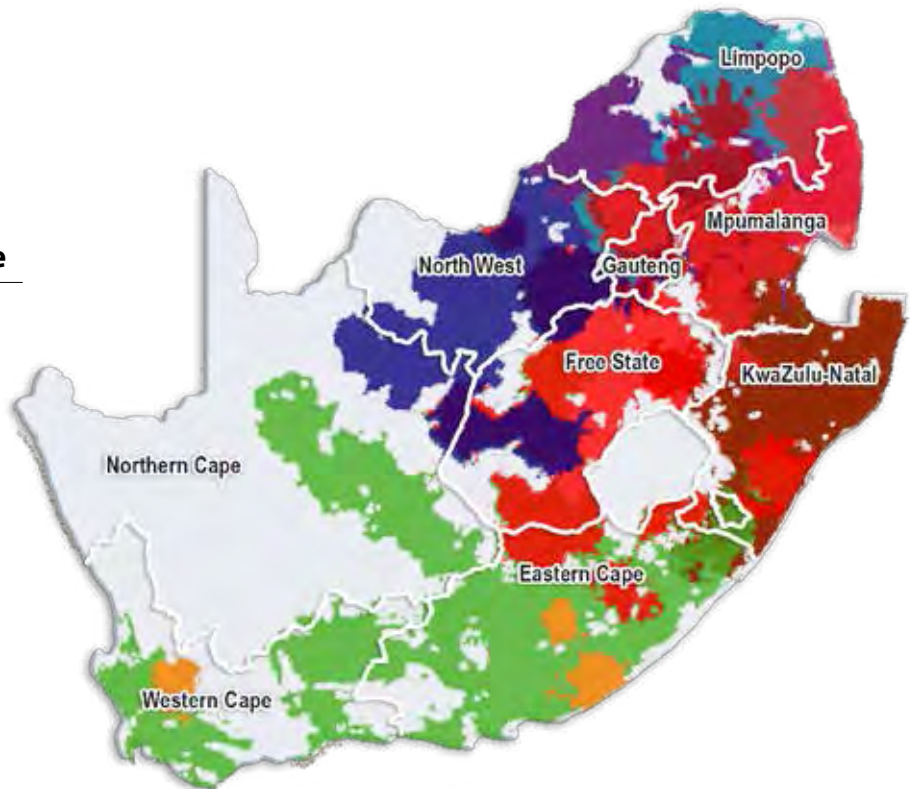
- They are looking to self-actualise and improve their lives
- Want to uncover and unleash their own potential
- Caught between their dreams and reality
- Ambitious
- Aspiring for a brighter future

Reach 22 665 000

Listeners 60.9%

ALS National Coverage

- Ukhozi FM
- Ikwewezi FM
- Phalaphala FM
- Lesedi FM
- Motsweding FM
- Munghana Lonene FM
- Ligwalagwala FM
- Umhlobo Wenene FM
- Thobela FM
- Tru FM
- X-K FM



Fortune 4 Positioning Statement

Source: Radio Diary 2014/2 (Jan/May 2014) Adults 15+

Fortune 4, as the name suggests, targets affluent and discerning radio audiences across South Africa. Offering news and information, lifestyle, drama, sport and an entertainment platform, it has a legacy of resonance within the South African business community. Speaking to a mature and responsible audience that has a positive perspective on life.

Fortune 4 listenership stable boasts people in leadership positions, visionaries, entrepreneurs, professionals, managers and executives of distinction that contribute immensely to the country, economy and are generally high net worth individuals.

Fortune 4 seizes opportunities presented by the emergence of a common identity within the broader South African business community. We drive South Africa's development and transformational agenda to create a culture of entrepreneurship.

Offering credible and balanced news and information and is committed to equality debate on a wide range of issues and subjects by means of interviews and talk shows. Fortune 4 champions the image of a modern South African business person.

The four stations are unique in their heritage and are part of a broader South African identity whose ambitions are to inspire the spirit of South Africans and their experiences with inclusive radio that captivates listeners with its deeply inquiring and culturally stimulating nature.

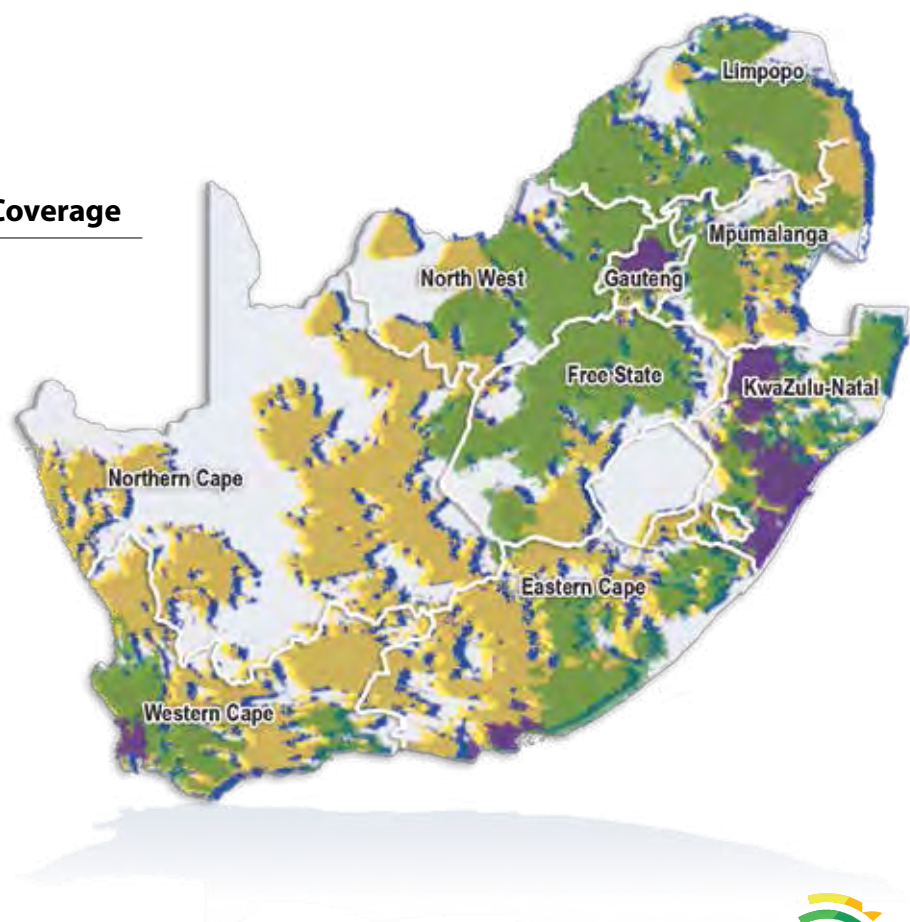
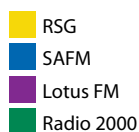
Consistent with the SABC's vision of broadcasting for total citizen empowerment, the role of Fortune 4 is:

- To lead the national conversation.
- To engage in debate and discussion.
- To be a progressive and positive influence.
- To be responsive to listener's expectations.
- To affirm and empower listeners.
- To effect positive change and transformation in South Africa.

Reach 3 552 000

Listeners 9.5%

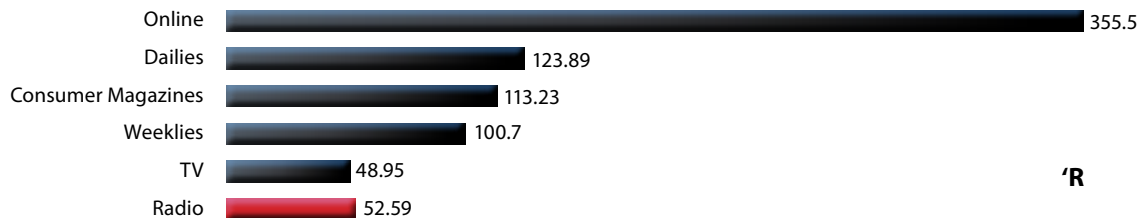
Fortune 4 National Coverage



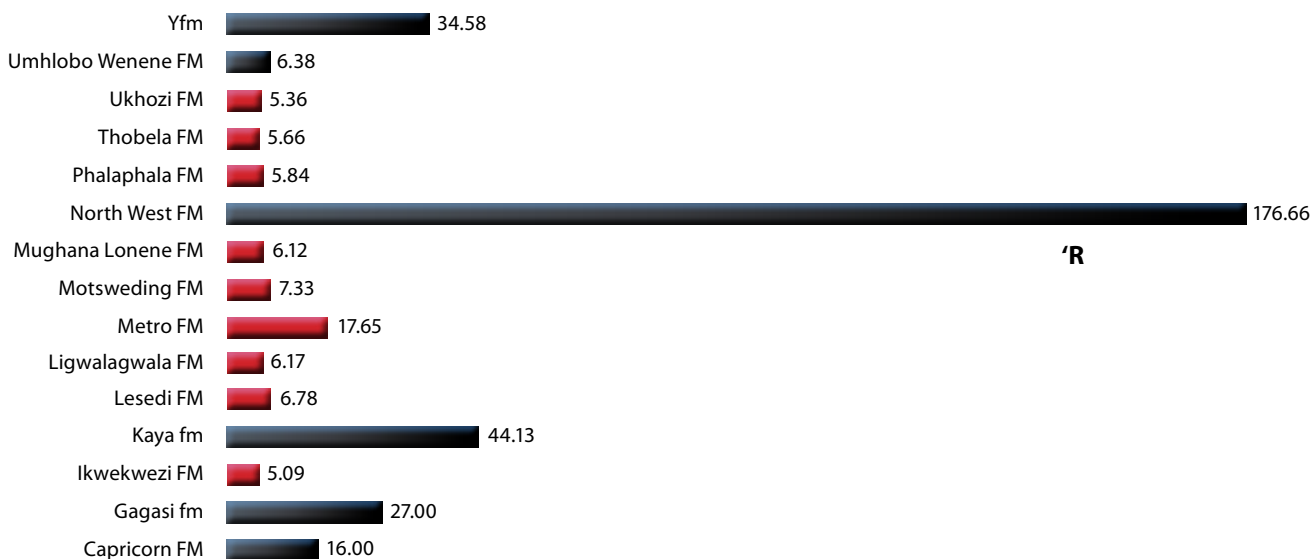
Why Radio?

Source: Media Inflation Watch 2014 Q1 (Jan-Mar)

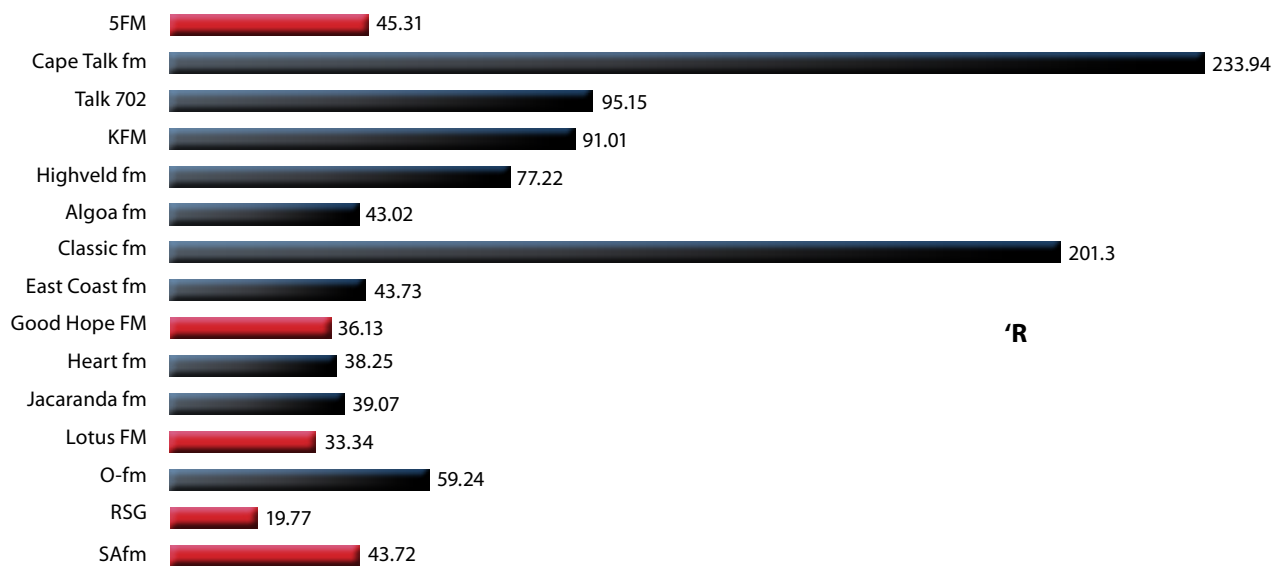
Radio is the most cost efficient medium (cost per thousand)



CPT - Black format Radio



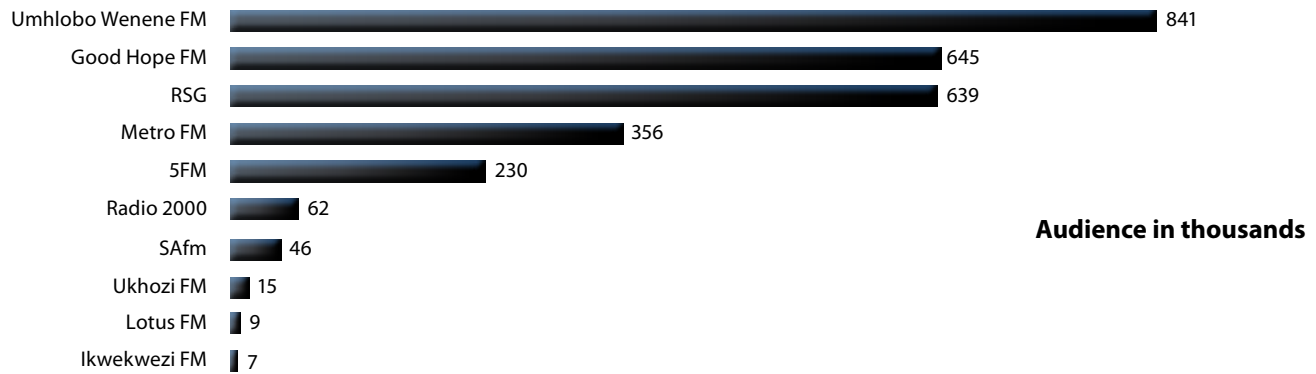
CIW format Radio



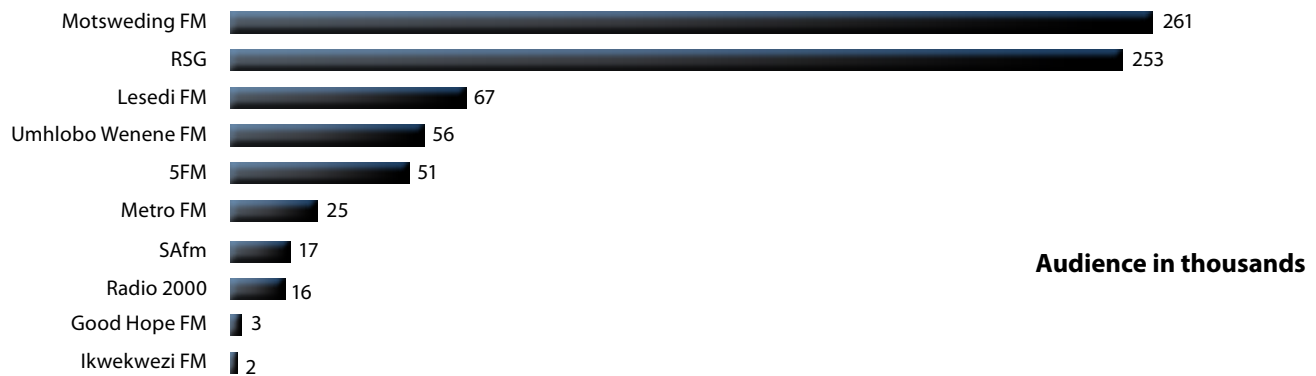
Top 10 SABC Stations by Province

Source: RAMS 2014/2 Jan 14/May 14 Adult 15+

Western Cape



Northern Cape



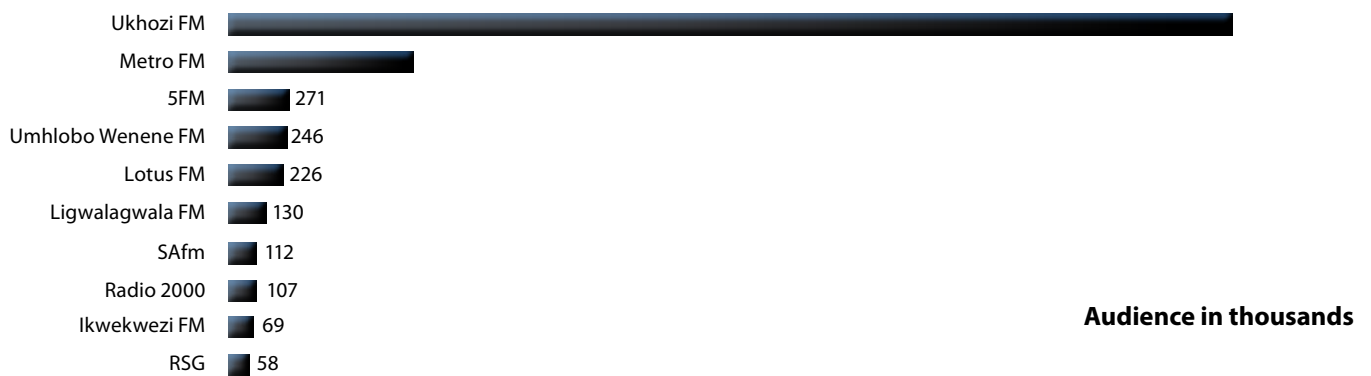
Free State



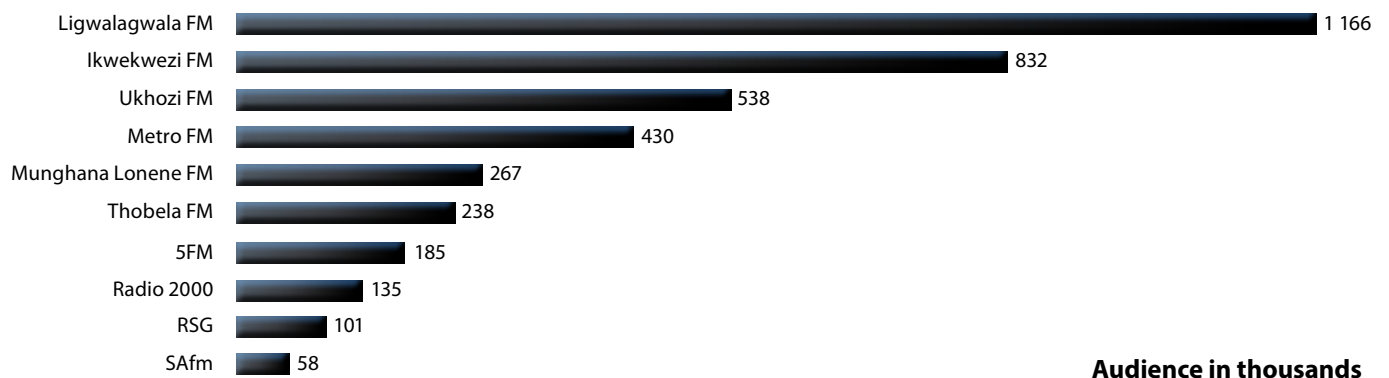
Top 10 SABC Stations by Province

Source: RAMS 2014/2 Jan 14/May 14 Adult 15+

Eastern Cape



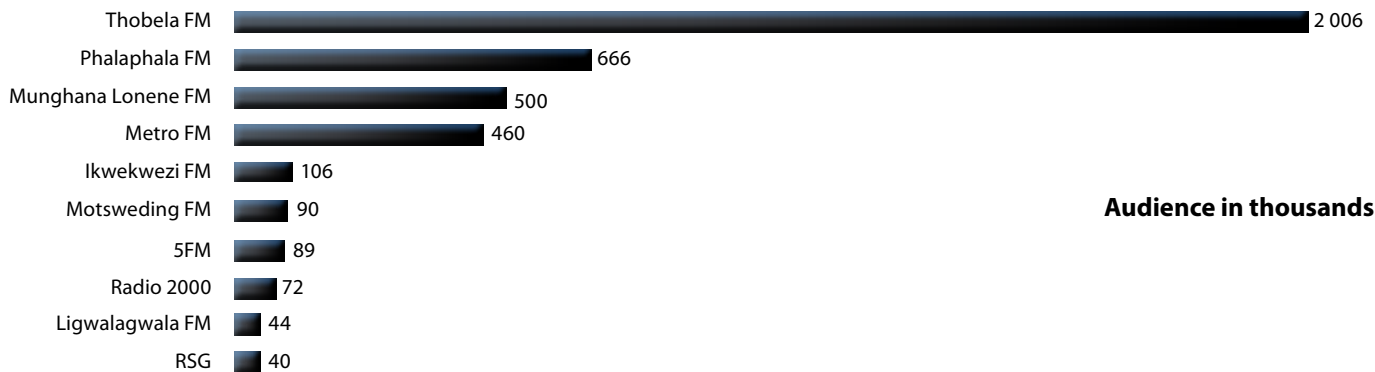
Mpumalanga



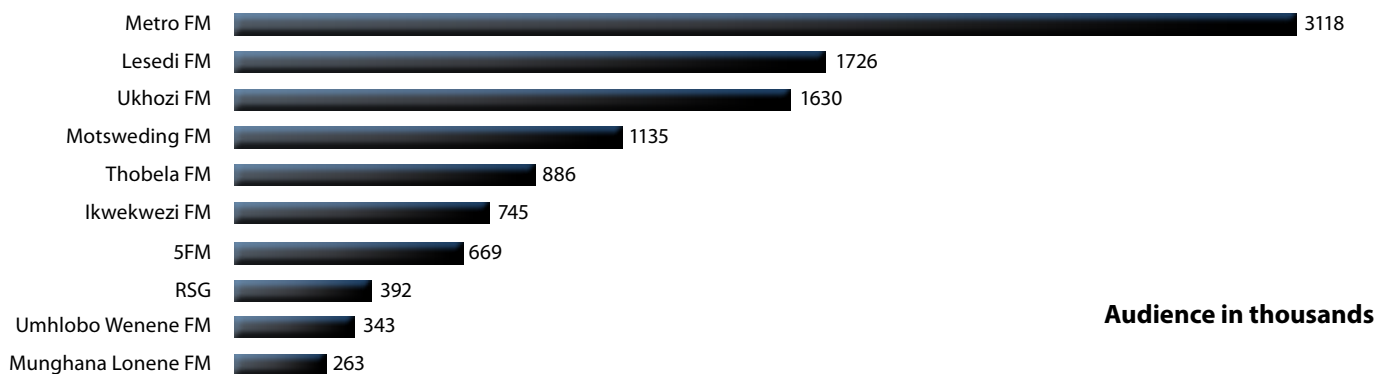
Top 10 SABC Stations by Province

Source: RAMS 2014/2 Jan 14/May 14 Adult 15+

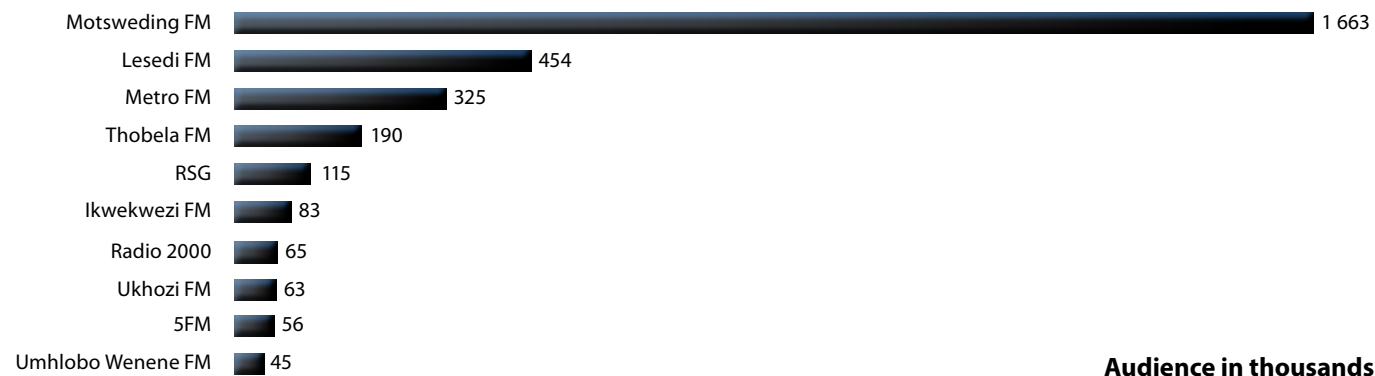
Limpopo



Gauteng



North West



SABC National Stations Listeners

Source: Future Fact 2013 and AMPS 2013 Jan-Dec



Metro FM - Brand conscious

- It is important to buy the right brands to create the right impression
- Brands are important to reflect who I am as a person
- I sometimes buy expensive designer clothes for myself because it reflects who I want to be
- The brand name is the most important thing to me when I am buying
- I think people judge me based on the type of cellphone I have



5FM - Individualistic & Tech-savvy

- I'm usually one of the first people to try new brands I see/hear advertised
- If a brand doesn't seem to speak to me then I will not use it – even if the product/service meets my needs
- There are shops I avoid because of their bad service
- I'm the sort of person who likes new technology and makes sure that I keep up to date with the latest developments
- These days I'm confident in my ability to use technology



Radio 2000 - Subtle Impressionists

- It is important to buy the right brands to create the right impression
- I'm usually one of the first people to buy new brands I see/hear advertised
- The brand name is important to me when I am buying a product
- I am more likely to buy brands I see or hear advertised
- I look up to and respect people who have expensive cars, clothes and lifestyles



SAfm - Confident & Proud

- South Africa is more like America or Europe than Africa
- I am comfortable with people of the same class/status/education regardless of race
- I am more likely to buy brands that I see/hear advertised
- I would rather be unemployed than take a low paying job
- I have started investing my money in endowment policies, the stock market, etc



RSG - Family-orientated & Culturally stable

- A person should have a lot of friends
- I would rather be outdoors than indoors
- Children should be taught in their home language
- I prefer to read in my home language
- I tend to live each day as it comes and not worry about the future
- I like to attend religious services

SABC Regional Station Listeners

Source: Future Fact 2013 and AMPS 2013 Jan-Dec



Lesedi FM

- I am prepared to take out a loan to get something I want
- People who believe that women should bear the main responsibility of raising children
- I am interested in alternative methods of medicine and healing
- People who go to lots of parties
- People who often feel quite lonely



Motsweding FM

- Wearing designer labels improves a persons image
- I am prepared to take out a loan to get something I want
- People who use particular brands and products to be accepted and admired
- People who go to lots of parties
- People who often feel quite lonely
- It is worth paying a higher price for a well-known brand



Ukhozi FM

- I am prepared to take out a loan to get something I want
- I am interested in alternative methods of medicine and healing
- People who think work should just be a way to earn money
- People who keep up with the latest trends, fashions and styles
- People who go out to lots of parties

METRO FM: It's Where You're At

Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

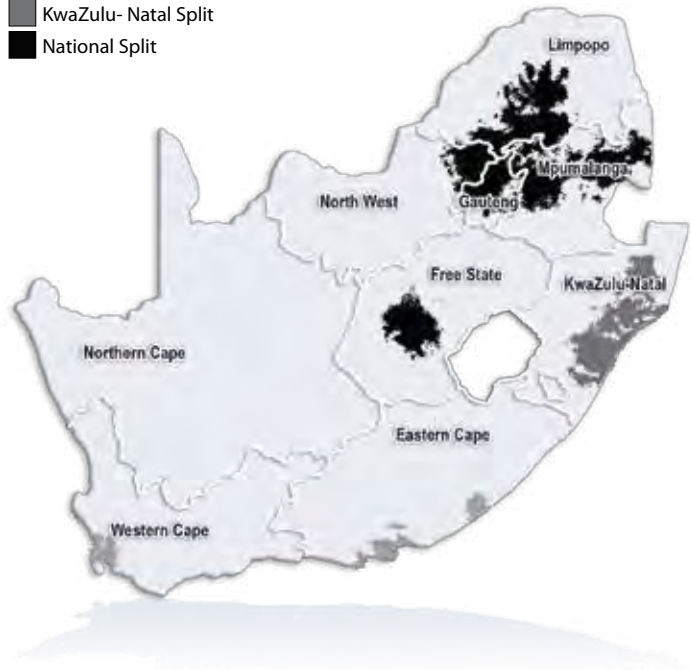


METRO FM is the largest national urban commercial station in South Africa with listeners in excess of 6 million. The station embodies and reflects the style and attitude of its listeners, who are ambitious, high flyers with the confidence that comes from being comfortable in a multiracial multicultural South Africa. Though primarily a music station METRO FM also delivers credible and unbiased news reporting that keeps its listeners' involved and informed. As a brand, METRO FM is influential in driving the habits of its listeners as an extension of the listener's lifestyle. METRO FM is well positioned as a primary vehicle to reach the emerging, influential and aspirant Black market. METRO FM is a mentor and guide for youthful urban adults that embrace a pragmatic and successful life and is influential in their constantly changing environment. As the iconic leader in its market, broadcasting in English, METRO FM is ideally positioned to deliver both a global and national perspective that instills confidence and inspires its audiences. Its national footprint and progressive audience profile offer advertisers a cost effective medium to reach a quality audience.

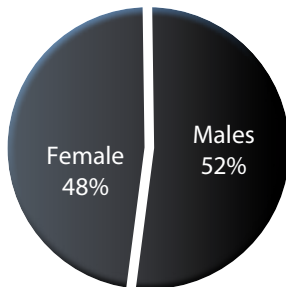
Coverage Map

P7D Listenership 3 118 000

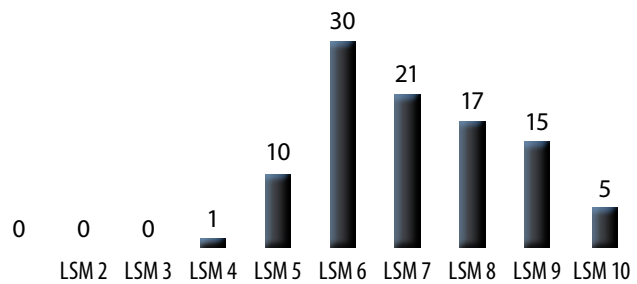
- Eastern Cape & Western Cape Split
- KwaZulu- Natal Split
- National Split



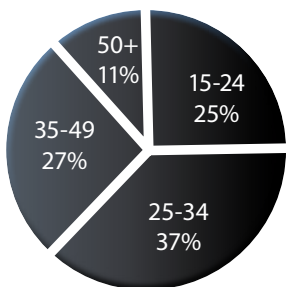
Gender



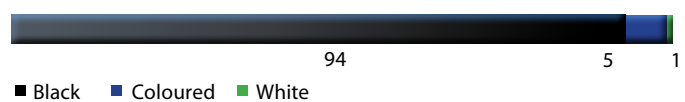
LSM %



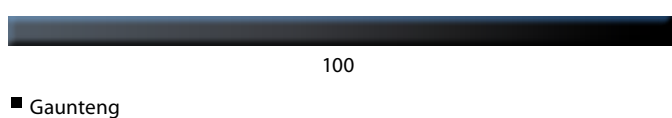
Age



Race %



Province %



LESEDI FM: Boithabiso. Lesedi. Kamehla.

Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

Lesedi FM broadcasts from Bloemfontein to the Sesotho-speaking and understanding communities. It is the biggest Sesotho radio station in South Africa. As a needs-driven participatory radio station, Lesedi FM provides regular programming that touches on issues that have a direct bearing on the development of listeners.

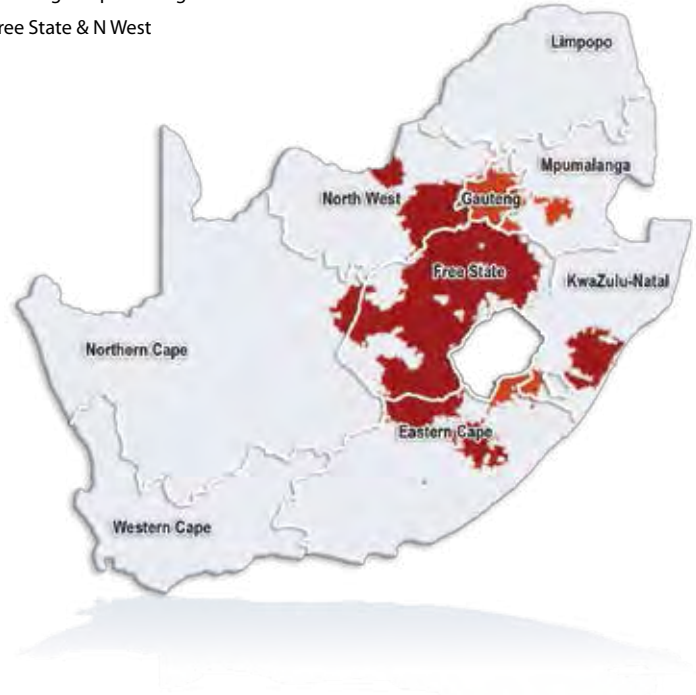
Lesedi FM's listeners are well informed. They are kept abreast of issues affecting their lives on a local, national and global level. The radio station strives to reconcile traditional values with the freedom to revel in the modern world. Lesedi FM is committed to providing psycho-social enrichment for its audiences.

With massive spillover into Lesotho, Lesedi FM programming supports the growth & empowerment of the listeners while ensuring that traditional values remain relevant in a contemporary environment.

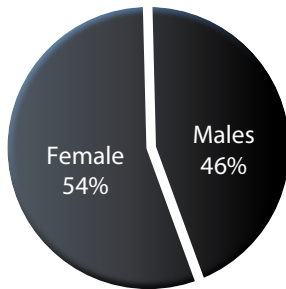
Coverage Map

P7D Listenership 1 726 000

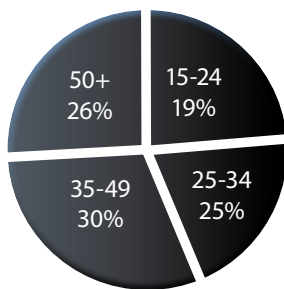
- Gauteng & Mpumalanga
- Free State & N West



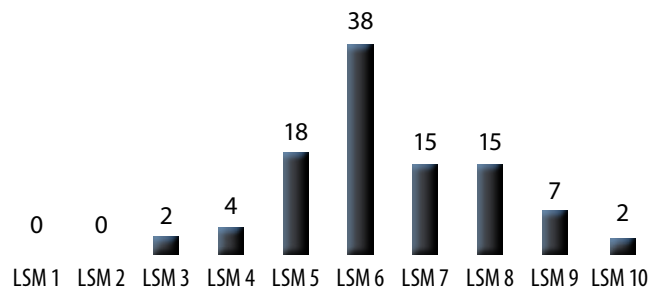
Gender



Age



LSM %



Race %



■ Black

Province %



■ Gauteng

UKHOZI FM: Luhamba Phambili

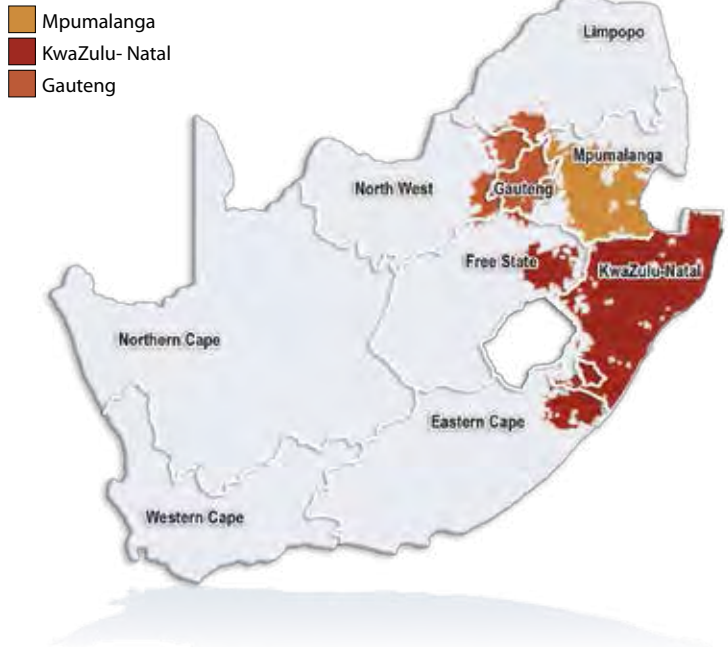
Source: RAMS 2014/2 (Jan /May 14 Adult 15+)



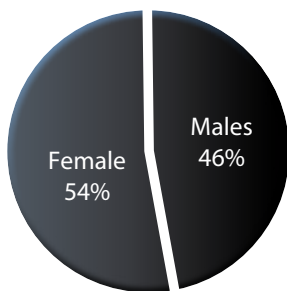
Ukhozi FM is a leading ALS station with audiences in excess of 6 million over the last decade. Broadcasting in Isizulu, the station is one of the biggest in Africa and keeps its audiences connected to their cultural identity in a modern world context. Playing a mix of Maskandi, Mbaqanga, Kwaito, Gospel, Pop and R&B music, it appeals to its audiences varied taste in African music. Focused on edutainment and infotainment as a guiding philosophy as it provides an interactive environment for its listeners, giving them access to news, current affairs, talk shows, music, sport, education, weather and traffic. Ukhozi FM's priority is to provide a source of upliftment, power, comfort, escapism, connectedness and culture to its listeners. Ukhozi FM has a vast following of Isizulu-speaking and understanding audiences in South Africa, in particular the youth while reinforcing a sense of pride and culture. Broadcasting from Durban, Ukhozi FM provides constant learning and advice on adapting to the modern lifestyle essential for listeners personal development.

Coverage Map

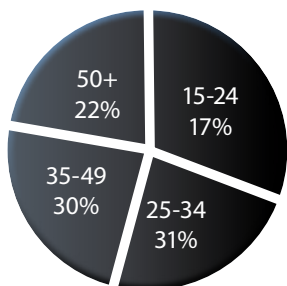
P7D Listenership 1 630 000



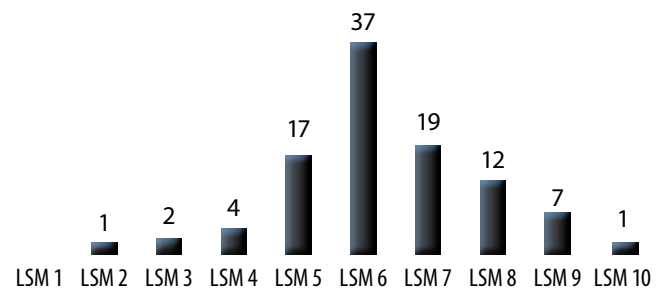
Gender



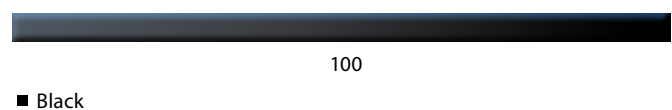
Age



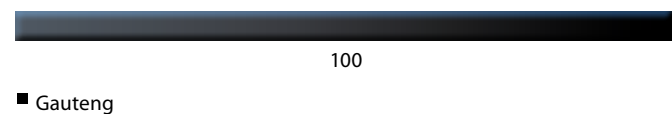
LSM %



Race %



Province %



MOTSWEDING FM: Bokamoso Tota

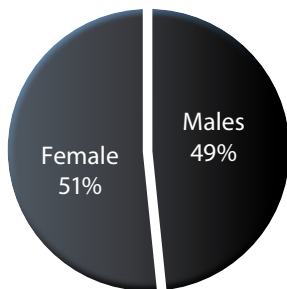
Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

Motswedding FM broadcasts from Mmabatho in Setswana. It is the largest Setswana radio station in South Africa, with listeners that look up to the radio station as a source of education and entertainment. Motswedding FM has massive spillover listenership in Botswana.

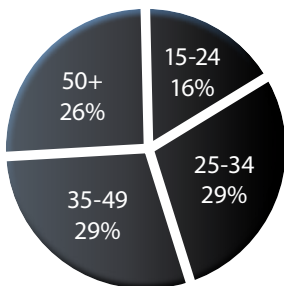
Motswedding FM aims to be the contemporary voice of Setswana-speaking and understanding South Africans by acknowledging and being proud of its cultural heritage, without being ahead of itself.

Motswedding FM acts local yet thinks global. The radio station's core philosophy is personal empowerment. The station supports knowledge capacity, thus creating positive values with a focus on the future. Motswedding FM embodies the ambitions of being worldly and cosmopolitan.

Gender



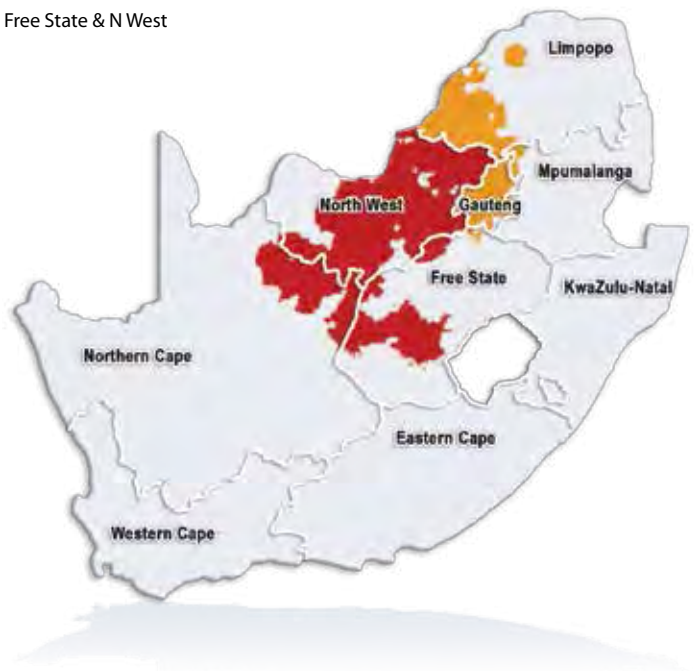
Age



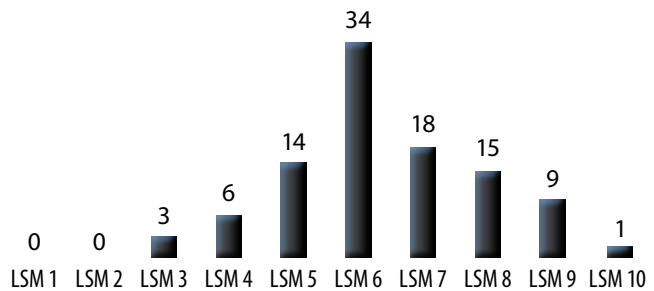
Coverage Map

P7D Listenership 1 135 000

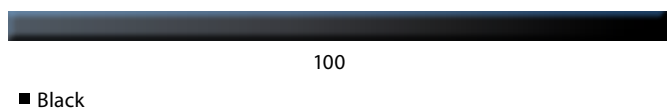
- Gauteng & Limpopo
- Free State & N West



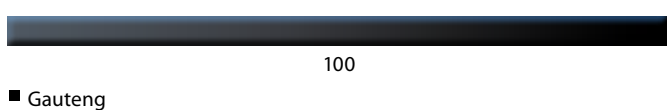
LSM %



Race %



Province %



Thobela FM is the contemporary voice of Northern Sotho-speaking and understanding South African's, acknowledging, proud and respectful of their cultural heritage, without being tied to it.

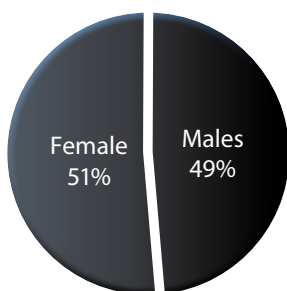
The station crafts its programming to promoting the growth of its listeners, their modernisation of culture and enhancing individual economic development. Thobela FM listeners have aspirations about success, political opinions and are aware of their surroundings. The station offers them a platform to be heard, valued, and to feel like a part of a generous, caring family.

Coverage Map

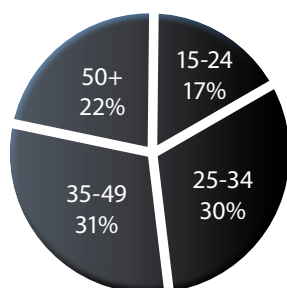
P7D Listenership 866 000



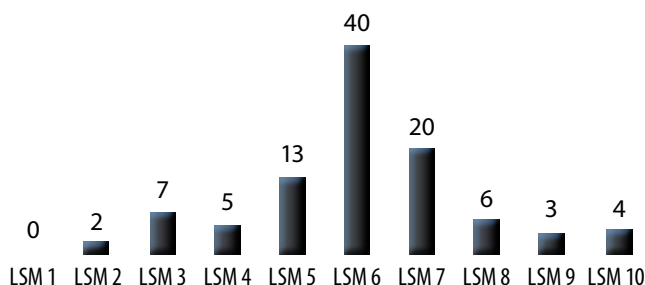
Gender



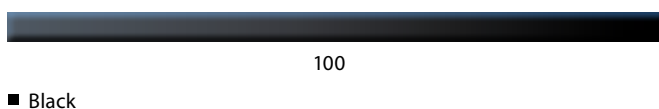
Age



LSM %



Race %



Province %



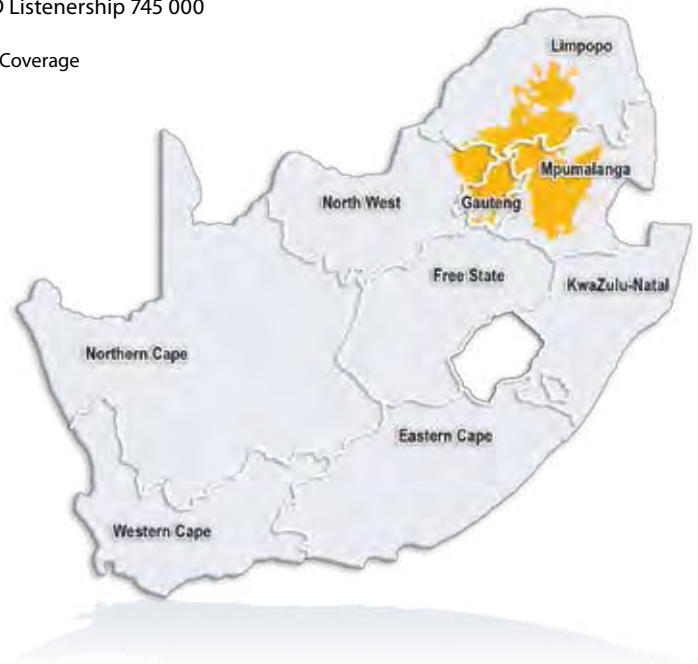
Ikwewezi FM takes pride of place as the only station in the country that caters to the isiNdebele community of South Africa. The radio station has been positioned to improve the lives of its listeners by keeping them in touch with current issues, while catering for the needs and tastes of the Ndebele people. Following a music and talk based format whilst understanding that its target market wants to be informed in an entertaining way.

As a trustworthy, progressive, outgoing, and engaging station, Ikwewezi FM offers its listeners a range of music, from Old School to R&B and Pop. It provides the Ndebele community with a station that they can immediately identify with and gain information and entertainment through a medium that respects their culture and pride.

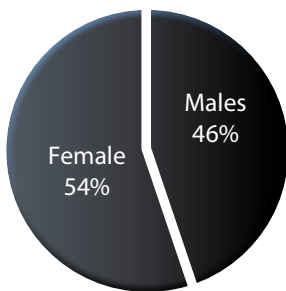
Coverage Map

P7D Listenership 745 000

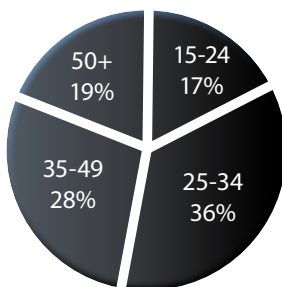
Coverage



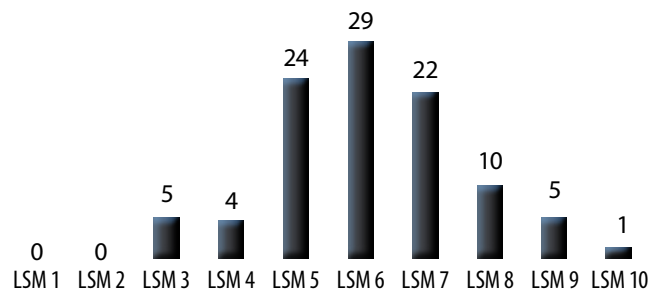
Gender



Age



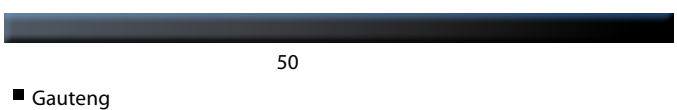
LSM %



Race %



Province %



5FM - The Power of 5

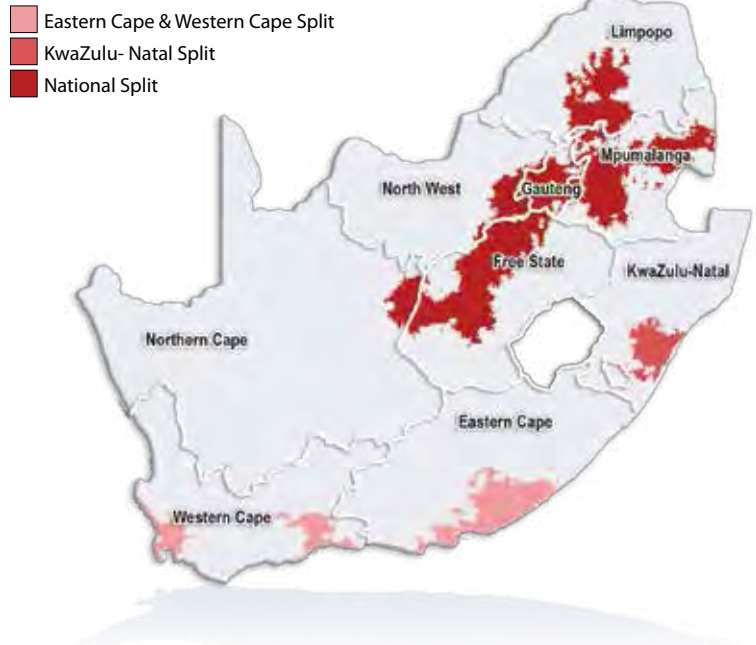
Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

Hailed as the entertainment power-house for South African youth, 5FM delivers the most popular contemporary music and entertainment to its listeners. With their finger on the pulse of global music and content trends, 5FM gives its audience the opportunity to be part of the energy and dynamism of the fast changing youthful global community. Underpinned by its diverse and vibrant on-air talent, 5FM caters to the varied tastes of the audience that it serves. 5FM's youthful mindset, combined with its innovative attitude allows the station to deliver an environment where the youth meet and amplify their experiences.

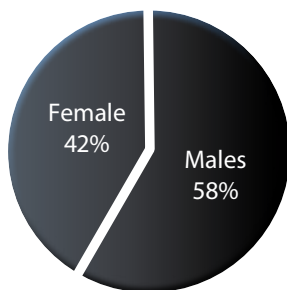
As a contemporary radio station, 5FM plays a mix of hit music across all genres including Pop, R&B, Hip Hop, Kwaito, House and Rock. The cheeky but stylish brand personality is augmented by a line-up of on-air talent plays like no other in South Africa and is the primary source of global music trends for a nation of cool and trendy young adults.

Coverage Map

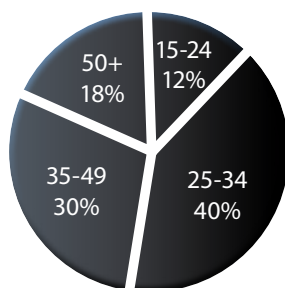
P7D Listenership 669 000



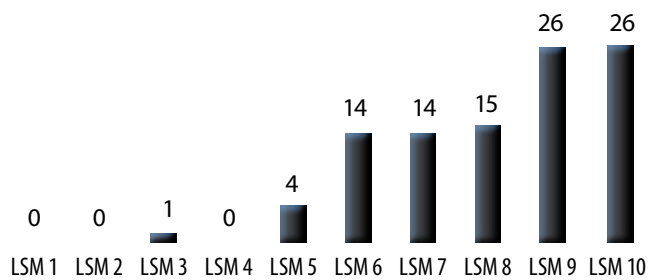
Gender



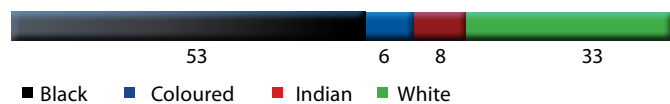
Age



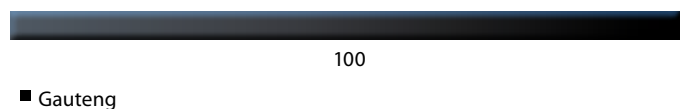
LSM %



Race %



Province %



RSG: Dis die Een

Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

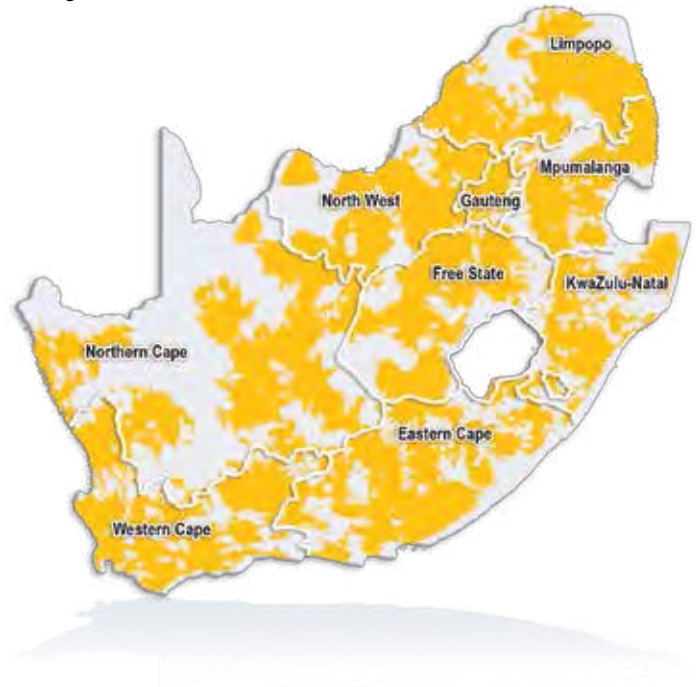
RSG is a dynamic full spectrum radio station which offers diverse programming that is in touch, relevant and rooted in people's needs – a total Afrikaans station. It is the all in one preferred radio station with something for everyone who speaks or understands Afrikaans, regardless of race. A wide range of music genres is offered, from Afrikaans, classical, popular, gospel, jazz and country music that appeals to forward-thinking people who have a sense of belonging in the new South Africa. RSG has a loyal listener base throughout the country attracting a diverse range of many South Africans.

Listeners trust in RSG to deliver content that is fair, credible and in turn receive support and comfort from a station that upholds their cultural and social identity. Although RSG is proud of its cultural identity, it is by no means staid.

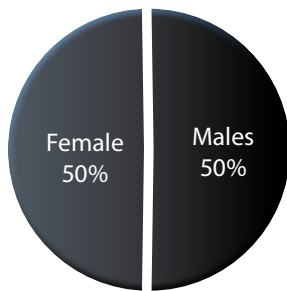
Coverage Map

P7D Listenership 392 000

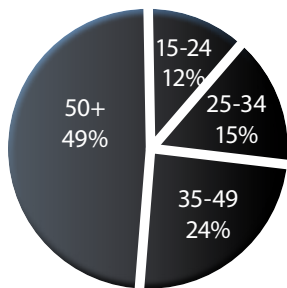
Coverage



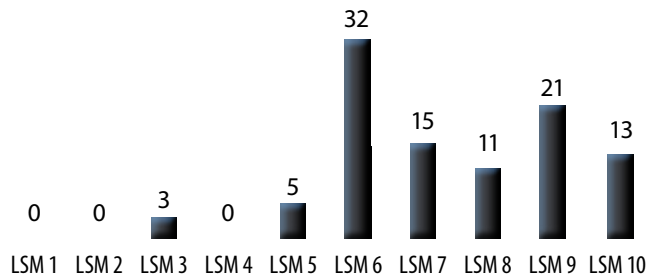
Gender



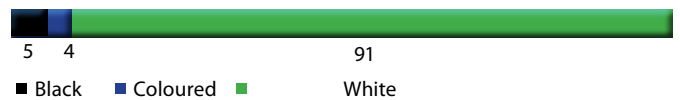
Age



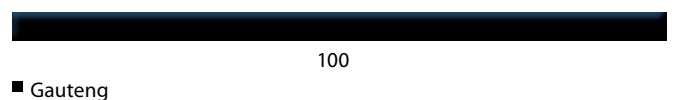
LSM %



Race %



Province %



UMHLOBO WENENE FM: unoMhlobo Mhlobo

Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

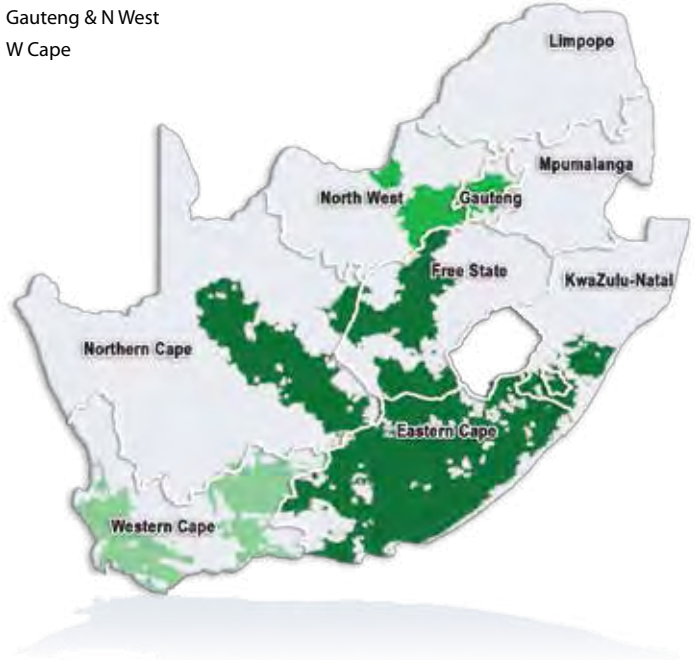
Broadcasting from Port Elizabeth, Umhlobo Wenene FM is the most dominant medium in the region and it outperforms all other media. It is the only African language station to broadcast in nine provinces and cover all of SA's major metropolises. Aimed at people who understand and speak IsiXhosa, Umhlobo Wenene is a beacon to those who seek to preserve and protect their language, customs and traditions.

The station seeks to serve its listeners with honour, integrity, modern education, inspiring information geared towards engendering a culture of personal growth and development whilst continuously providing global entertainment. With its mix of Kwaito, R&B, Choral gospel, Hip hop, Jazz and House music, Umhlobo Wenene enjoys a massive loyal listenership.

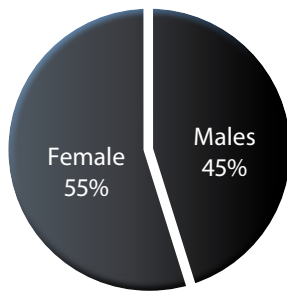
Coverage Map

P7D Listenership 343 000

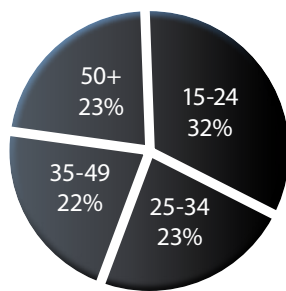
- E Cape, Free State, N Cape & KZN
- Gauteng & N West
- W Cape



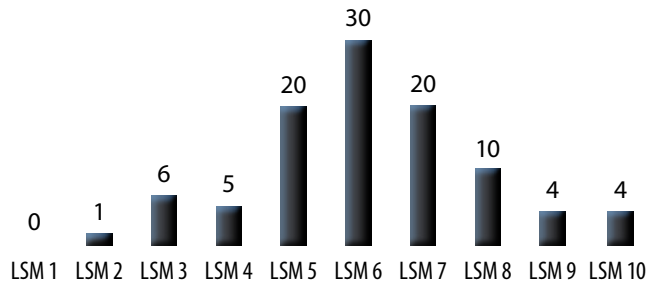
Gender



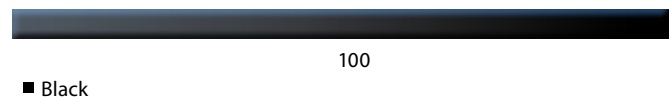
Age



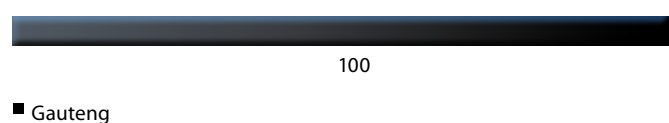
LSM %



Race %



Province %



MUNGHANA LONENE FM: Ndzalama Ya Rixaka

Source: RAMS 2014/2 (Jan /May 14 Adult 15+)



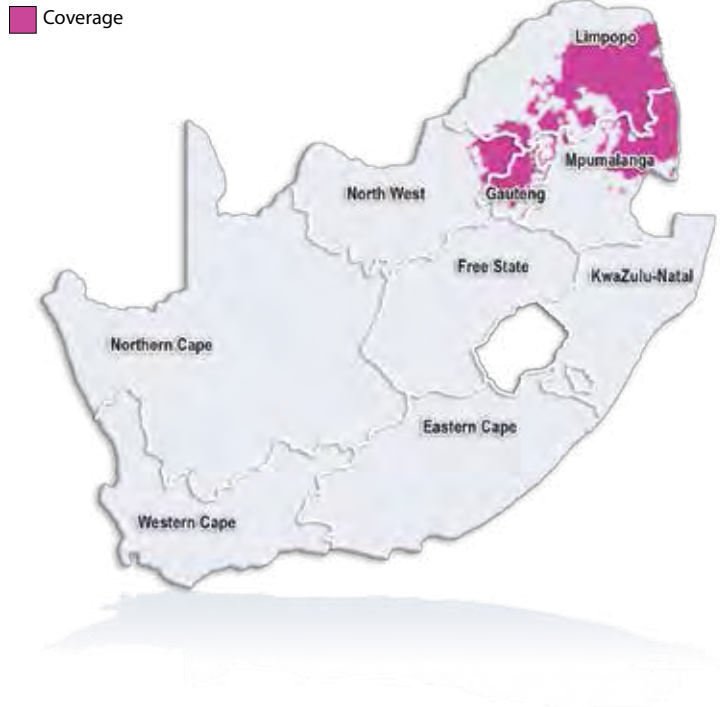
Munghana Lonene FM broadcasts in Xitsonga and forms an integral part of a successful, caring nation with a proudly South African rhythm. The station's broadcast reach stretches from Limpopo to Gauteng, Mpumalanga and the North West.

Boasting a vibrant mix of education, information and entertainment, the station has found appeal with a large cross-section of the population who are active participants in the shows, adding their opinion and seeking advice. Musically the station offers a mix of Soul, R&B, Kwaito, Gospel, Hip Hop, Rap and Pop.

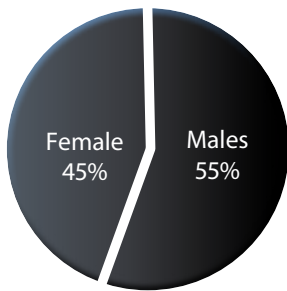
As a station, Munghana Lonene FM understands the responsibility that it has towards its listeners, and is committed to providing diverse and credible programming content characterised by reliability, relevance and excellence.

Coverage Map

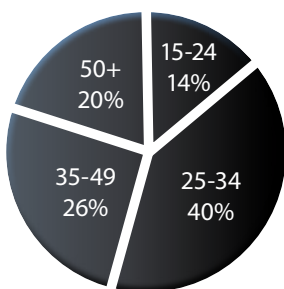
P7D Listenership 263 000



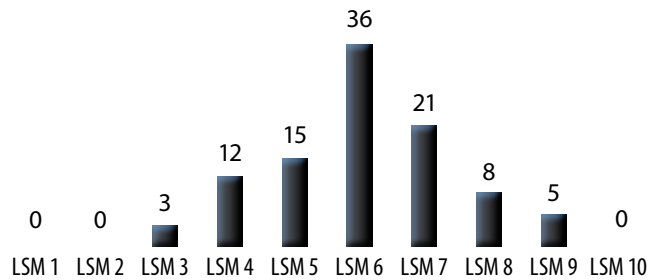
Gender



Age



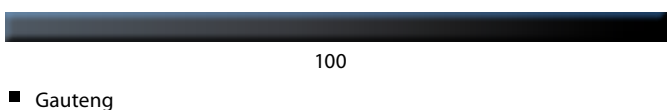
LSM %



Race %



Province %



PHALAPHALA FM: Hu Bvuma Yone Fhedzi

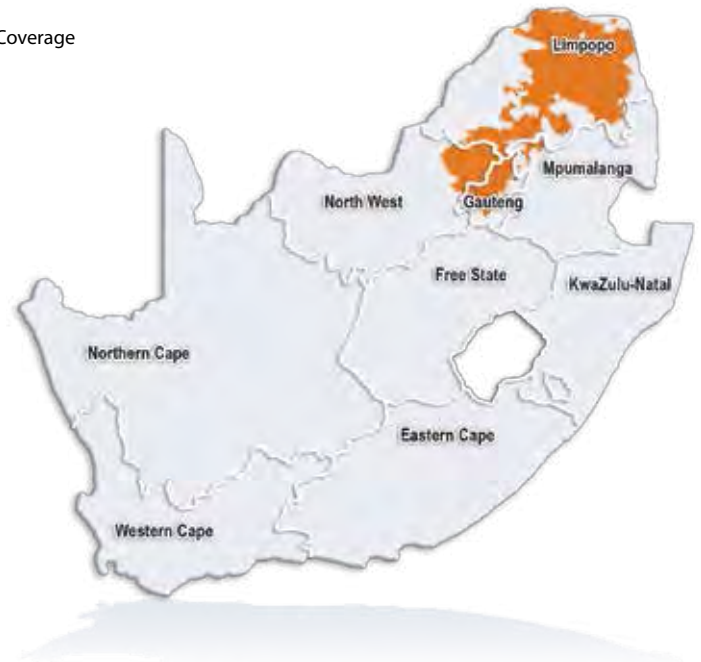
Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

Broadcasting out of Polokwane, Phalaphala FM talks to the young, aspirant and upwardly-mobile black people living in the Northern Province. Aimed at the Tshivenda-speaking population, Phalaphala FM is recognised mostly as a music station with a small degree of talk. With a play-list comprising of Kwaito, House, Mbaqanga, R&B, Gospel and Choral, the majority of music is played in a proudly South African spirit with a fair amount of Hip-Hop for taste. Born from the integration of Radio Venda and Radio Thohoyandou, Phalaphala FM broadcasts 24-hours a day, seven days a week to its 900 000-strong audience across Limpopo, parts of Gauteng, North West and Mpumalanga Provinces. Phalaphala FM appeals to those who are aspirant, positive about the future, graduates and young professionals, Phalaphala FM provides intelligent, humorous and a witty listening experience.

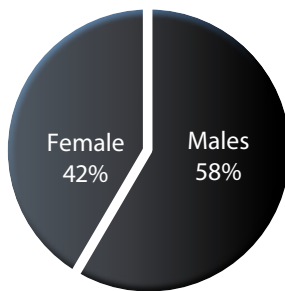
Coverage Map

P7D Listenership 250 000

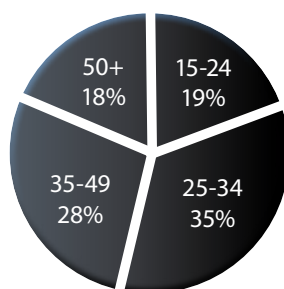
■ Coverage



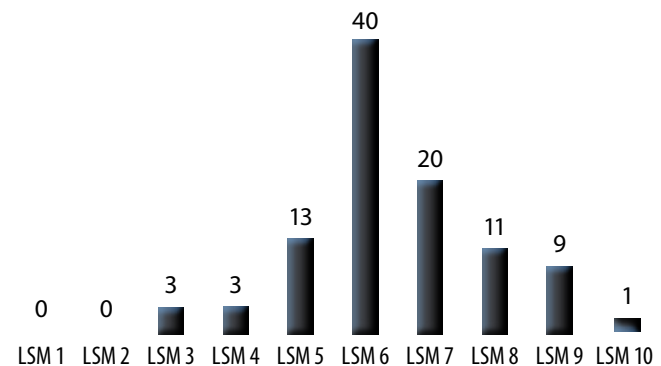
Gender



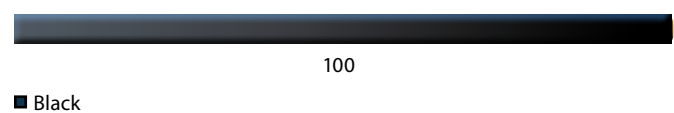
Age



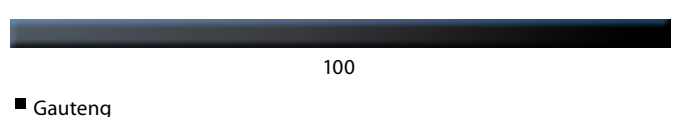
LSM %



Race %



Province %



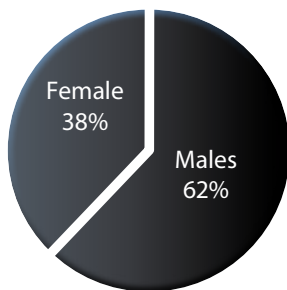
Radio 2000: Our Music, Your Memories!

Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

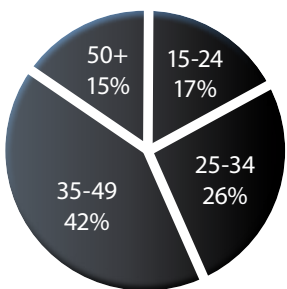
Radio 2000 is a cosmopolitan national radio station that broadcasts in English, 24 hours a day and is seen as the haven for live sport of all kinds but with special emphasis on rugby, cricket and soccer.

Programming varies ranging from Arts, Sports News, Culture, Travel, and Business to Personal Finance. The station also engages in national debates from a mature informed perspective. In terms of demographic, Radio 2000 attracts captains of Industry, opinion leaders and successful entrepreneurs.

Gender

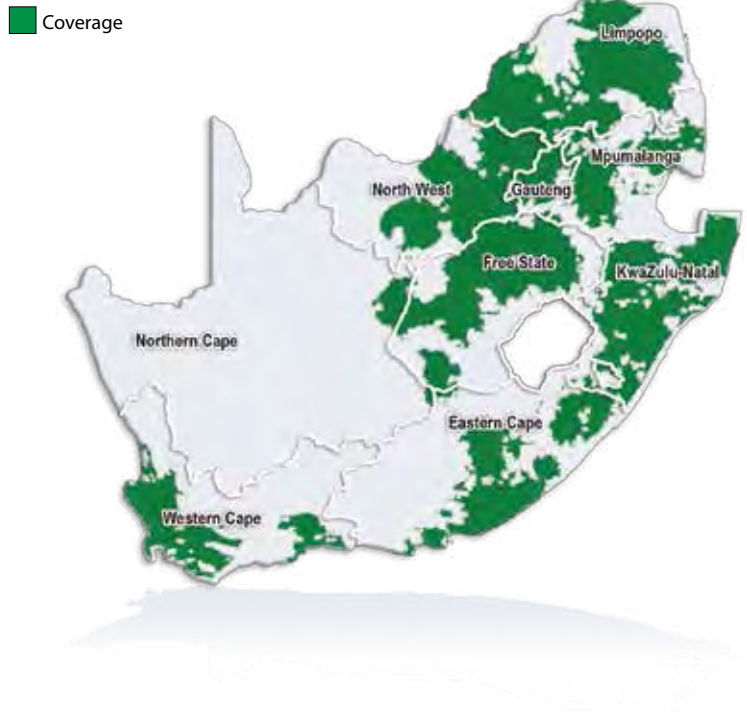


Age

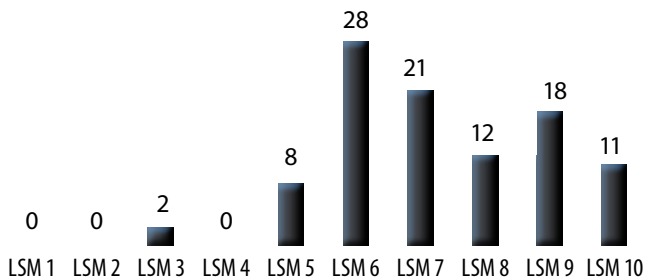


Coverage Map

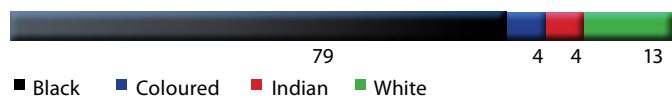
P7D Listenership 227 000



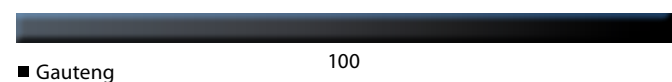
LSM %



Race %



Province %



SAfm: South Africa's News and Information Leader

Source: RAMS 2014/2 (Jan /May 14 Adult 15+)



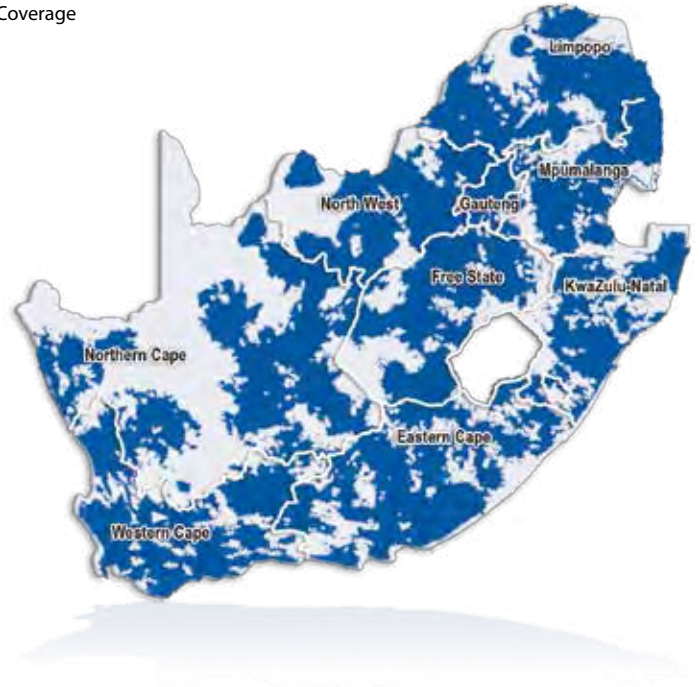
SAfm is a platform of expression where South Africans challenge and redefine the status quo. The station is decisive and serves influential South Africans by honouring the freedom to question and reveal our social reality. SAfm inspires those who want to be ahead – it delivers progressive news and information, whilst remaining in touch with the listener's lifestyle and entertainment needs.

It is a thought leader and a guide for ambitious people with a mission to challenge and transform a national landscape. Like our listeners, SAfm is assertive, professional, continually striving for excellence, focused, responsible and enriches the lives of South Africans.

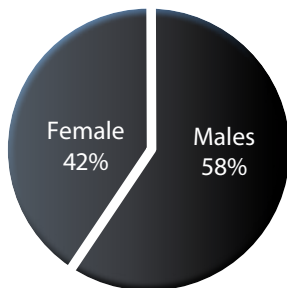
Coverage Map

P7D Listenership 185 000

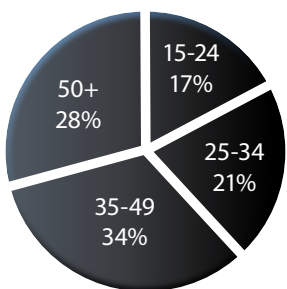
■ Coverage



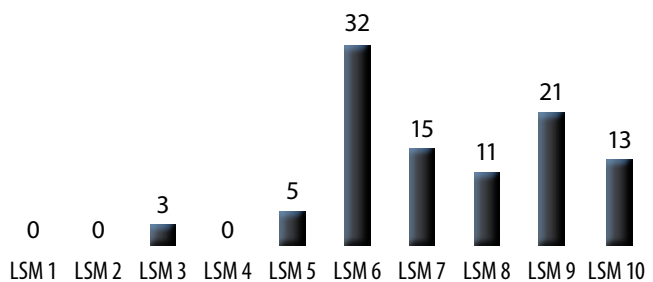
Gender



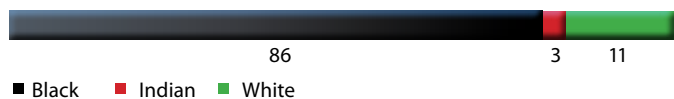
Age



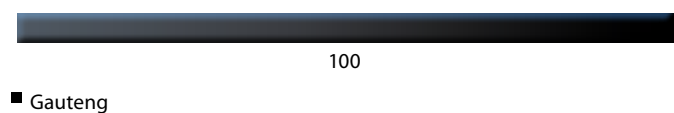
LSM %



Race %



Province %



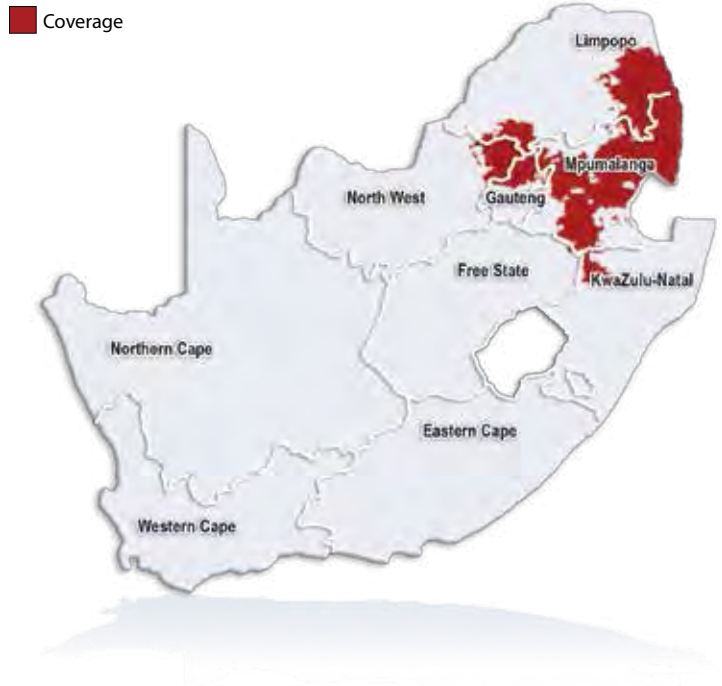
LIGWALAGWALA FM: Ligcabho Lesive

Source: RAMS 2014/2 (Jan/ May 14 Adult 15+)

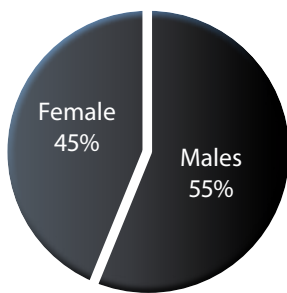
Ligwalagwala FM prides itself on being an upbeat radio station that speaks to young, motivated, upwardly mobile black IsiSwati-speaking people. Playing a mix of Kwaito, Ballads, House, R&B and Gospel, Ligwalagwala FM appeals to its listeners who are as progressive and brand-conscious as they have true urban identities. The aim of the radio station is to act as a friend, teacher, entertainer and nation builder for its listeners, broadcasting content that enriches the daily lives of its audience. As a medium, Ligwalagwala FM supports the culture and identity of the IsiSwati people and sees itself as a platform to disseminate reliable information in a way that is respectful, honest and fair. The station offers a highly interactive environment with its listeners, providing perfect mixture of news, music, current affairs, talk shows, education, sport, weather and traffic.

Coverage Map

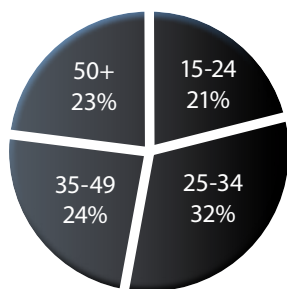
P7D Listenership 137 000



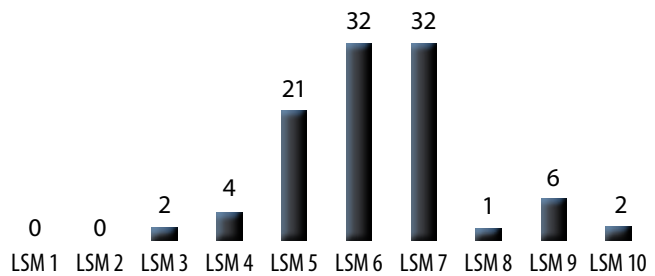
Gender



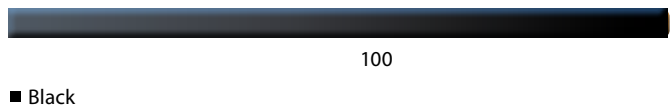
Age



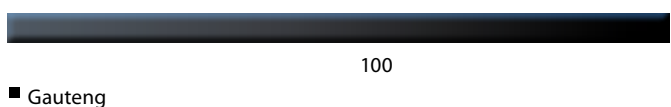
LSM %



Race %



Province %



LOTUS FM: Share the Experience

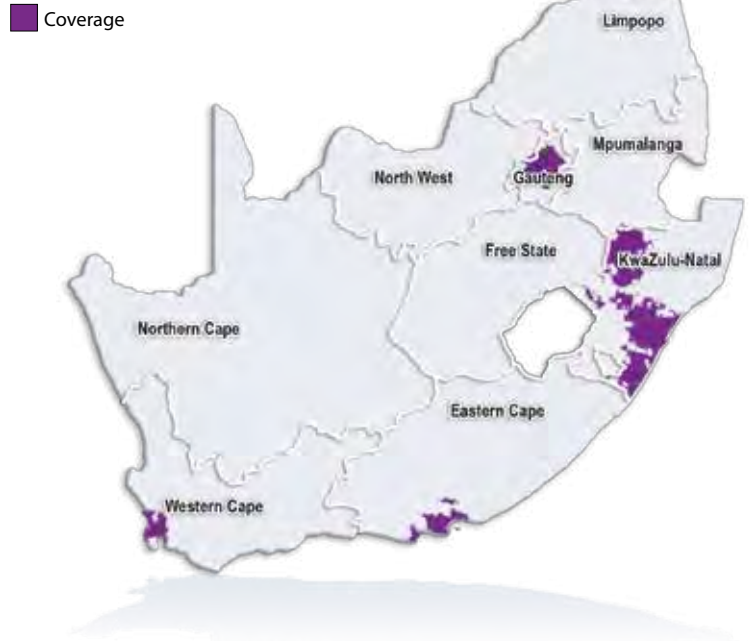
Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

Fulfilling the cultural, information and entertainment needs of the affluent South African Indian population across three religious denominations (i.e. Hinduism, Islam and Christianity) in six languages.

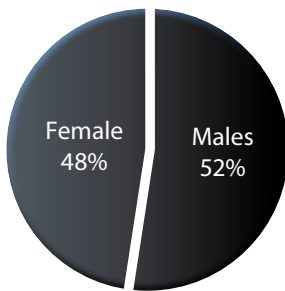
Lotus FM's programming policy is underpinned by core editorial values that reflect the proudly South African Indian identity, while affirming the audiences rich Indian culture and heritage. The station's discerning audience has an increased appetite for quality talk, latest news and the best in Eastern and Western music, while still maintaining a strong affinity towards their religion and culture.

Coverage Map

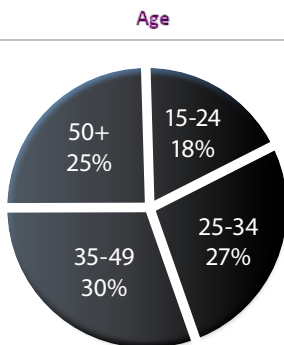
P7D Listenership 99 000



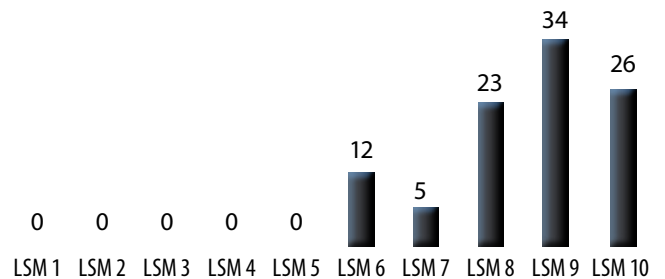
Gender



Age



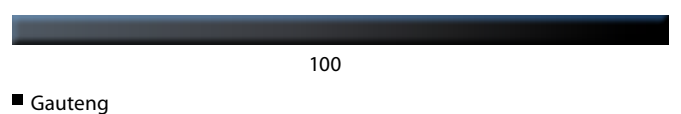
LSM %



Race %



Province %



GOOD HOPE FM - Connecting Cape Town

Source: RAMS 2014/2 (Jan /May 14 Adult 15+)

Good Hope FM is Cape Town's leading music-focused, interactive, lifestyle radio station, whose contemporary hit radio format provides a music mix of R&B, Pop, Ballads, Contemporary Dance, Jazz and Old School.

Good Hope FM encapsulates the fun, energy and funkiness of urban Cape Town. It entertains and actively engages youthful Capetonians through music, relevant lifestyle news and events.

Good Hope FM offers advertisers powerful regional access to existing buying power and an upwardly mobile target audience

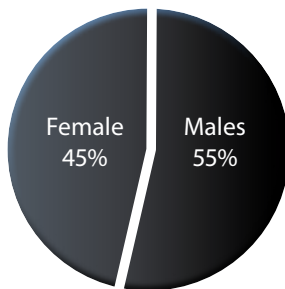
Coverage Map

P7D Listenership 38 000

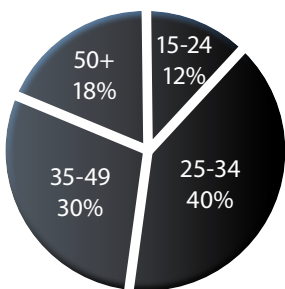
■ W Cape



Gender

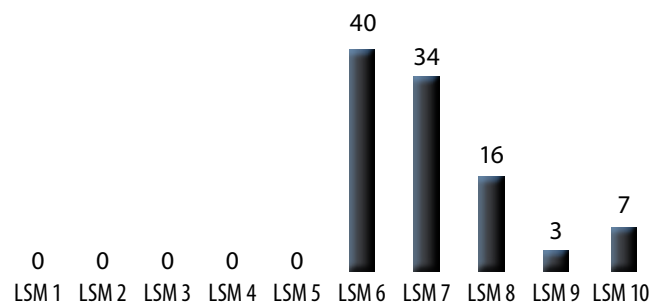


Age



LSM %

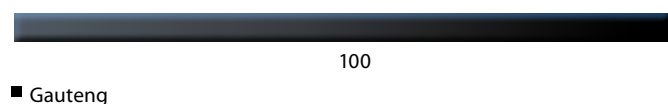
Good Hope FM targets young adult Capetonians aged 22-32 years old in the LSM 6-9 segment



Race %



Province %



On-Air Elements



Benefits of Radio On Air Elements

Generics

- 30 seconds or more pre-recorded ads, effective for awareness and building reach and frequency.
- This entices listeners and encourages interest

Sponsorship

- This allows clients to build association with certain programmes on selected radio platforms.
- Sponsorship is ideal for brand association.

Competition

- Client sponsored competitions where listeners stand a chance to win great prizes.
- It encourages participation and stimulates interest.
- Competitions generally generates excitement about the brand or product for the listeners.

Pre Promos

- Recorded generic spots or Live mentions by Radio On Air Personality or DJ, to promote a campaign.
- They normally flight a week before the campaign i.e. competition, sponsorship etc.

Features

- Normally 3 - 5 min long, product or service information campaign.
- Client has an opportunity to engage listeners more on their product or service.

Interviews

- Similar to features in duration, here the main difference is that a client sends an official to talk about the organization, products or services.

Outside Broadcast

- The station broadcasts live at a venue selected by client.
- OB's give a client opportunity to engage directly with consumers at a specific location.
- OB's generate excitement and enthusiasm amongst the consumers.

On Now Promos

- Recorded generic spots or Live mentions by Radio On Air Personality or DJ, to promote a campaign.
- They flight during the week of the campaign i.e. competition, sponsorship etc.

Opening Billboards (OBB)

- 10 seconds pre recorded ad/sting, which flights daily at the beginning of the sponsorship or competition.
- It introduces the campaign and mentions the sponsor.

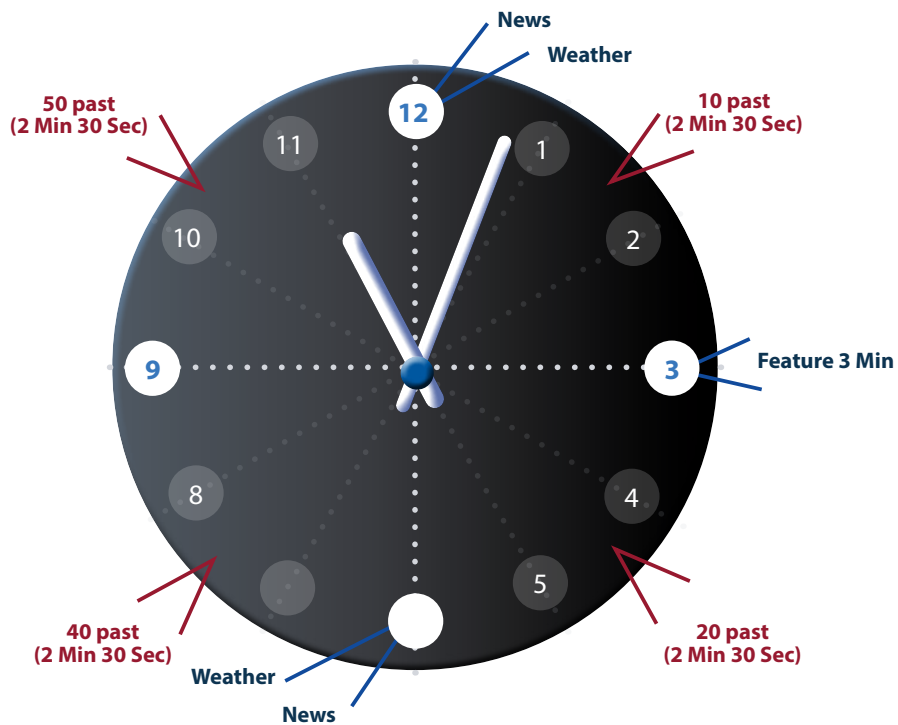
Closing Billboard (CBB)

- 10 seconds pre recorded ad/sting, which flights daily at the end of the sponsorship or competition.
- It mentions who the sponsor was.

Stings

- 5 or 10 second pre-recorded ads flight spontaneously during shows.
- It acts as teaser, and invites listeners to tune in at a particular time.

Radio Clock



Off-Air Platforms

Social/Digital Media



Other Off-Air Elements

- Outside Broadcasts
- Brand Activation
- SMS
- Branding
- Sampling
- Merchandising

You may not know about the latest radio advertising industry trends or developments, but our team of talented individuals do. We do great radio advertising; we fit pieces of the puzzle together to deliver a complete 360° radio advertising solution to the advertisers. We also take an unbiased view and can advise you on how to get the best ROI.

What we offer:

- Tailor-made Radio ads
- TV Advert (Creative concept)
- 360° Radio Concept creation
- Develop Radio Competition mechanics
- Dedicated task team, with 48 hours turnaround time on briefs
- Copy Writing
- Translations in ALL official languages
- Radio Imaging
- Create impactful station promotions designed to achieve unmatched TSL
- Production of Radio Features
- Recording of Mini Radio Dramas
- Well kitted music and sound effect library
- Sufficient and Substantial Voice bank
- 48 hour turnaround time on briefs

Our Skills:

- Radio Production
- Radio Programming
- Creative Writing
- Creative Concepts
- Voice Direction in all official languages
- A collective of 80 years in the Radio Environment
- Value
- Clients take first priority.

Contact us:

- Head of Creative and RAP
Maekanya Morotoba
011 714 5546
078 013 4215
- RAP Studio Executive Producer
Amos Mulaudzi
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011 714 2399
- Senior Creative Consultant
Ntebo Phalatsi
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What is Digital Media?

SABC Digital Media pertains to the web and mobi products that exist across SABC brands, be it Television or Radio.

Web refers to online websites and pages which are accessible via a computer or Smartphone that has internet access.

Mobi refers to online sites that are designed specifically for handsets that were created before the evolution of Smartphones.

Digital Media Sales offers advertising opportunities via these products in the following ways.

1. Email Marketing – Banner Inserts in our weekly newsletters
2. Display / Online Advertising – taking the form of static or animated banner adverts that are viewed on web and mobisites
3. Customised solutions – A combination of the different online experiences that are specifically designed for a client, this is usually integrated into a bigger advertising campaign.

Why Digital Media?

Digital Media advertising exists in an environment that is “always on”.

Here are some reasons why advertisers enjoy the SABC Digital Media platform:

1. Promotes new and existing products
2. Builds Brand Awareness with new or existing customers
3. Showcases events and promotions when planning requires fast turnaround and speedy execution
4. Reaches new and niche markets inexpensively with targeted messaging
5. Thus, cutting through the clutter by minimizing duplication
6. Provides measurability for your integrated campaigns and can harvest new or segment existing databases for you
7. Connects the advertiser to the audience and can set the scene for campaigns to come
8. SABC Digital Media offerings cut across Television and Radio brands giving the advertiser exposure via a multi-media experience.

Digital Media Sales space

Medium Rectangle



Leaderboard



Wide Skyscraper



Terms and Conditions

1. Material must be received by SABC no later than seven working days before the campaign starts.
2. Late material submissions will result in campaign delays
3. Material must be sent to SABC in a Jpeg/Gif format with a URL. The material size must be less than 40kbs. The material size is required in pixels.
4. In the case of third party tracking, material must be sent as a fully operational tag/script.
5. Online competition elements are not tracked via ad serving or third party tags.
6. Bookings are based on advertising availability
7. Excluding Production Costs for Creative Material.
8. All rates exclude competition prizes.

Contact:

Abdul Mathee
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General Terms and Conditions - SABC Radio

1. All confirmations of orders are subject to the Broadcasting Act No. 4 of 1999 and the current Advertising Code and Regulations of SABC. Copies are obtainable from any SABC Radio Airtime Sales office.
2. Commissions due on net time costs are included in the rates quoted.
3. Commissions are not payable on rebated time costs.
4. No additional levy is payable to the MIT.
5. These rates exclude Value Added Tax (VAT) (as amended by the Taxation Laws Amendment Act 5 of 2001. VAT shall be added and collected by agencies on behalf of their clients and by SABC Radio Airtime Sales on behalf of their advertisers.
6. This rate card is issued for the information of advertising agencies and clients and does not constitute any offer by SABC Radio Airtime Sales.
7. In the event of SABC omitting for any reason whatsoever to broadcast a spot announcement, whether in part or in full, then any claim by THE APPLICANT shall be limited to a rebate as prescribed by the current Advertising Code and Regulations. Any such rebate claim must be lodged by THE APPLICANT within TWENTY days of date of the dispatch of the applicable invoice. Failure by THE APPLICANT to lodge the rebate claim within the prescribed period will render any such claim null and void.
8. Commitment contract Contracts must be completed in writing and signed by both SABC and THE APPLICANT. No orders, amended order will be executed without a signed acknowledgement by both parties that they are in agreement with rates and / or adjustments. This arrangement applies to ALL contracts and agreements signed off with the SABC.
- 9 SABC will not accept responsibility for incorrect flightings of material if flighting codes are revised after finalisation of logs, or if flighting codes are received after deadlines for submission of material. This will also apply to late additions and cancellations on finalised logs.
10. Programming on radio stations was correct at time of going to print. Radio Station programming, however, is subject to change without notice.
11. Each radio station's programme manager reserves the right to alter any aspect of the programming at their own discretion.
12. All rates, terms and conditions are issued subject to change without notice.
13. Agency commission will be granted, where applicable, if payment terms are adhered to.

Cancellation Period

1. There is a 10 working day cancellation period prior to broadcast.
2. All cancellations must be sent to SABC Radio Sales – in writing.
3. Should this cancellation period not be met, a 100% cancellation fee will be levied.

Advertising Material Deadlines

1. The deadline for final material is 2 working days prior to broadcast date.
2. There will be no compensation to clients who submit material within (the meaning is "in Inside, contained by" this therefore

implies that you have met the deadline. Should it not rather be "after the 2 working day deadline has passed") the 2 working day deadline, when advertisements are subsequently not flighted.

3. In exceptional cases and by prior arrangement with the Internal Sales Manager, material may be submitted within ("after the deadline has expired") this deadline.
4. Material may be submitted in any one of the following formats: CD (wave or audio) or email (mp2) .

Costing

- All rates quoted are based on a standard 30" commercial
- The conversion table will apply for rates of a different duration

Conversion Table

Duration:	5"	10"	15"	20"	25"	30"	35"	40"	45"	50"	55"	60"
Multiply Rate	0.75	0.75	0.75	0.80	0.80	1.00	1.15	1.30	1.50	1.65	1.80	2.00

Recorded Advertising and Live Read Policy

Generic Ads

- **60" is the maximum permissible duration for all generic advertisements.** Any commercial longer than sixty (60) seconds must be cleared by the Programme Manager, or his duly appointed nominee, before booking
- Generic ads containing abusive or offensive language will not be accepted
- A minimum of 80% of the language in the generic ad must be the broadcast language of the station and other languages contained in the ad will be accepted only if evident from the context and easily understood.
- Both English and Afrikaans ads are accepted on GOOD HOPE FM.
- Afrikaans, Khoi and San ads accepted on X-K FM.
- Both English and IsiXhosa ads are accepted on tru FM.
- All ads containing other languages must be approved by the relevant Programme Manager.

Loading

- Pref spot 50%
- Commercial break 50%
- Channel within a channel 25%
- Position in break 25%

Live Reads

- SABC Radio Sales' basic approach to Live Reads is that they must offer benefit to the listener, through interesting or important information that is relevant to their lives, and through a holistic campaign that offers variety and, where possible entertainment.
- Presenters are not to offer personal endorsement of products/ services and therefore all copy that may create the impression of personal endorsement will not be accepted.
- Live Reads are still bound by SABC Radio Sales' general advertising acceptance guidelines.
- Live Reads are permitted once per spot break.

General Terms and Conditions - SABC Radio

- Scripts must contain something of interest to the listener, and be written for radio in a professional and conversational manner. Generally, each sentence should contain only one "thought" or message.
- They must always be written in the third person (use of "I", "we", "us" etc. will not be permitted).
- In the case of "price and product" reads, a maximum of three products should be included to maximise the effectiveness of the read.
- Live Reads will be accepted in the broadcast language of the station only.
- Live Reads should be booked legitimately through the scheduling system, and normal cut-off times must be observed.
- Live Read scripts will not be read on air without the signature of the Programme Manager or his duly appointed nominee.
- The Programme Manager reserves the right to adjust or amend copy to make for better on-air presentation, provided that specific client messages are not omitted without prior approval from the client. If a substantial re-write is required, the Live Read may be referred back to the client or to a professional copywriter, and the cost will be borne by the client.
- Live Reads will not be accepted in current affairs shows.
- Live Reads attract a loading of 50% of the normal time channel rate.

Client Created Features

- All client created features must be no longer than 5 minutes in duration, due to the fact that client message may influence programming content.
- Created features will be charged at a premium.
- Bulk volume discounts do not apply on sponsorship of features and proprietary shows.

Paid for Interviews 06:00 – 18:00

- Interviews are treated as created features and are costed as such. Stringent qualification criteria are used to determine the suitability of the interview and to ensure that listeners receive adequate benefit from them. All interviews are subject to the approval of the programme manager or his duly appointed nominee.
- METRO FM and GOOD HOPE FM, being music format stations; allow a limited amount of interviews on air.
- All SABC Radio Stations do not accept requests for paid interviews within current affairs shows in order to protect their editorial independence, objectivity, credibility and integrity.
- On SAFM and RSG some interviews may be granted, where there's a fit between client message and programme content, at the sole discretion of the programme manager or his duly appointed nominee.
- All paid for interviews will get two presenter mentions prior to the interview happening

Disclaimer and indemnity

THE APPLICANT hereby indemnifies and holds SABC and its employees harmless against any claims for damages to property or personal injuries, infringement of copyright, defamation, losses, consequential losses, legal costs or claims otherwise howsoever arising out of, in respect of or as a result of the broadcasting of advertisements or any other broadcasts covered

by this agreement, or of the use of THE APPLICANT'S facilities provided by SABC. Should any such claim be made against SABC, it shall be entirely at SABC's discretion as to whether it admits or denies any such claim, and SABC reserves the right to defend any such claim brought against it and to proceed to the final end and determination thereof and to lodge any appeal or appeals to any court of courts - to which it has the right to do so - and in addition shall have the right to compromise, abandon or settle any claim made against it and to nominate legal representatives and to brief counsel in connection therewith. THE APPLICANT shall be liable for and shall pay all costs, charges and expenses necessary and reasonably incurred by SABC in connection therewith, or otherwise in addition to all sums of money whether for damages, costs, charges, expenses or otherwise which SABC may be ordered to pay to the said plaintiff in the said actions on the advice of its legal representatives and counsel. THE APPLICANT shall further not be entitled to cede any of its rights in terms of this agreement to any third parties.

Proof of Claims

A certificate signed by a manager or any director of SABC reflecting the amount owing by THE APPLICANT to SABC, in respect of the credit facilities granted to THE APPLICANT relating to THE APPLICANT'S dealings with SABC, and of the fact that such amount is due, owing and unpaid shall be prima facie (face value) proof of the effects therein stated for the purpose of any action (whether by way of provisional sentence or otherwise), proof of debt on insolvency or for any purpose whatsoever where the amount of such claims is required to be established, and it shall rest with THE APPLICANT to prove that such amount is not owing and/or due and unpaid.

Consent to jurisdiction

Notwithstanding the amount which may at any time be owing by THE APPLICANT to SABC, the parties do hereby consent, in terms of Section 45 of the Magistrates Court Act (No 32 of 1944 as amended), to the Jurisdiction of the Magistrate's Court for the determination

of any action or proceeding which may be brought by SABC against THE APPLICANT arising out of any transaction between the parties. SABC shall be entitled, but not obliged, to bring any action or proceeding in the said court, notwithstanding that the value of the claimable amount exceeds the jurisdiction of the Court.

ARA Advertising Rules

ON RADIO

Mon-Fri

- No alcohol advertising between 06:00 - 09:00
- No alcohol advertising between 14:00 – 17:00

Weekends

- No alcohol advertising between 08:00-12:00
- Advertising
- Must contain the statement "Not for sale to persons under the age of 18"
- The minimum specifications for this statement are:
 - The last 5 seconds of any radio ad
 - The voice to be clear, audible & un rushed
 - 'Enjoy responsibly' or a similar message may be included as part of the underage statement.

Media Terminology

Key Figures Definitions

Rate Card Rate - The cost is as per the rate card.

Gross Rate - Refer to a commitment amount which is before discount and before agency commission

Sales Nett/Billed Value - Is the amount after discount, but before agency commission and SAARF Levy and also referred to as Billed Value.

Fin Nett - Is the amount less discount, after agency commission

SAARF	South African Advertising Research Foundation
RAMS	Radio Audience Measurement Survey
RBP	Reach Based Planning
Above-The-Line-Advertising	Advertising in the conventional media such as press, print, radio, television, cinema & outdoor.
Adspend	Advertising expenditure by an advertiser or a group of advertisers in conventional media during a given period.
AMPS (All Media & Products Survey)	The annual survey undertaken by the SA Advertising Research Foundation into readership, listenership & viewership of media, and the usage of certain products. AMPS provides the basic data upon which most media planning in SA is based.
Average Frequency	The average number of times the TM may be potentially exposed to the ad. Frequency equals Impacts divide by Reach in thousands
Below-The-Line-Advertising	Any advertising or promotional activity outside of conventional media. This may include direct mail, pamphlets, point-of-sale material, competitions, give aways, demonstrations, sampling, coupons etc. A separate budget is usually set aside for this.
Burst	A concentration of advertising exposures in a short period, e.g. a pre-holiday burst for camping equipment. A pattern of bursts, rather than continuous advertising, produces peaks of high brand awareness.
CPT (Cost per Thousand)	Refers to the relative cost of reaching 1 000 prospects in a particular TM through a given media type. To calculate media efficiency.
CPP (Cost per Point)	CPP is a ratio based on how much it costs to buy one rating point, or one percent of the population in an area being evaluated.
Cumme	An abbreviation for audience accumulation. This refers to the net audience during a specific time period, e.g one week cume.
Demographics	The characteristics of a person or group of people expressed in terms of their age, income, sex, race, area, size of community, etc
GRP's (Gross Rating Points)	Are used to describe the gross weight of a given media effort against a defined TM. Reach x Frequency. Useful tool for comparing schedules or evaluating the relative effectiveness of different media at a given budget level.
Impacts	The number of times a given audience is exposed to an advertising message. (reach x frequency) or (Population divide by Ratings) = Impacts
Ratings	An estimate of the size of an audience shown as a percent of a total group of people surveyed. This may be expressed in terms of households or individuals. For example, a "Men 18-24 rating of 2.1" for a radio station means that 2.1% of all Men 18-24 in a market listen to that particular radio station during an Average Quarter Hour. For Radio, an 8 rating means that 8% of all homes which sets in the coverage area were tuned in to the particular program. Reach % multiply by Average Frequency. Reach% x Ave. Frequency
Reach %	Is the percentage of the TM potentially exposed to at least once. Reach '000 divide by Population x 100
Reach in 000's	Is the unduplicated/different people of the TM (target market) potentially exposed to at least once. Reach '000 = Population x Reach% or Reach '000 = Impacts / Ave Freq
Universe	The total population within a specified group or TM, expressed in a computer analyses in thousands.

Standard Operation Procedures

Radio Current Affairs Programmes

Name of programme	Radio Station	Day	Time		
AM Live	SAfm	Mon - Fri	06:00 - 09:00	3 hrs x 5 = 15	38
Midday Live			12:00 - 13:00	1 hrs x 5 = 5	
PM Live			16:00 - 18:00	2 hrs x 5 = 10	
Weekend AM Live		Sat - Sun	06:00 - 09:00	3 hrs x 2 = 6	
Weekend PM Live			20:00 - 21:00	1 hr x 2 = 2	
Monitor		RSG	Mon - Fri	06:00 - 08:00	
Spektrum	13:00 - 14:00			1 hr x 5 = 5	
Naweek	Sat		12:00 - 13:00	1 hr x 1 = 1	
Kommentaar	Sun		20:00 - 21:00	1 hr x 1 = 1	
Boresetse	Motsweding FM	Mon - Fri	06:00 - 07:00	1 hr x 5 = 5	12
Tsele le Tsele			18:00 - 19:00	1 hr x 5 = 5	
Ithabe Botlhale		Sat - Sun	13:00 - 14:00	1 hr x 2 = 2	
Makubane	Lesedi FM	Mon - Fri	05:30 - 07:00	1 hr 30 min x 5 = 7 hrs 30	19 hr 30 min
Matshohlo			18:00 - 19:00	1 hr x 5 = 5	
Imatlafatshe		Sat - Sun	06:00 - 07:00	1 hr x 5 = 5	
Mathumisa			12:00 - 13:00	1 hr x 2 = 2	
Hlokwa La Tsela	Thobela FM	Mon - Fri	06:00 - 07:00	1 hr x 5 = 5	12
			18:00 - 19:00	1 hr x 5 = 5	
		Sat	06:00 - 07:00	1 hr x 1 = 1	
		Sun	06:00 - 07:00	1 hr x 1 = 1	
Ndevhetsini	Phalaphala FM	Mon - Fri	06:00 - 07:00	1 hr x 5 = 5	12
			18:00 - 19:00	1 hr x 5 = 5	
		Sat	06:00 - 07:00	1 hr x 1 = 1	
		Sun	18:00 - 19:00	1 hr x 1 = 1	
Tikro-A-xi-Etleli	Munghana Lonene FM	Mon - Fri	06:00 - 07:00	1 hr x 5 = 5	12
			18:00 - 19:00	1 hr x 5 = 5	
		Sat	06:00 - 07:00	1 hr x 1 = 1	
		Sun	19:00 - 20:00	1 hr x 1 = 1	
Laphum 'Ikhwezi	Umhlobo Wenene FM	Mon - Fri	05:30 - 06:30	1 hr x 5 = 5	17
Apha Naphaya			12:00 - 13:00	1 hr x 5 = 5	
Apha Naphaya			18:00 - 19:00	1 hr x 5 = 5	
Ziyawoyik' Umbethe		Sat	06:00 - 07:00	1 hr x 1 = 1	
Uphendo Ndaba zeveki		Sun	18:00-19:00	1 hr x 1 = 1	
Morosani	X-K FM	Mon - Fri	13:00 - 14:00	1 hr x 5 = 5	11
Borikhu			17:00 - 18:00	1 hr x 5 = 5	
Nhuube Nci Lle		Sat	13:00 - 14:00	30 min x 1 = 30	
		Sun	13:00 - 14:00	30 min x 1 = 30	
Sixty Minutes Live	Tru FM	Mon-Fri	18:00 - 19:00	1 hr x 5 = 5	6 hrs 30 min
Interchange		Sat	06:00 - 06:30	30 min x 1 = 30	
News Review		Sun	18:00-19:00	1 hr x 1 = 1	
Tiphuma Imphunga	Ligwalagwala FM	Mon - Fri	05:30 - 06:30	1 hr x 5 = 5	12
Letiphuma Embiteni			18:00 - 19:00	1 hr x 5 = 5	
		Sat	06:00 - 07:00	1 hr x 1 = 1	
Telive Atipheli		Sun	06:00 - 07:00	1 hr x 1 = 1	
Newsbreak	Lotus FM	Mon - Fri	06:00 - 07:00	1 hr x 5 = 5	8 hr 30 min
			13:00 - 13:30	30 min x 5 = 2 hrs 30	
Newsbreak Weekend		Sat	13:00 - 14:00	1 hr x 1 = 1	
	Sun	13:00 - 14:00	1 hr x 1 = 1		
Ezanamuhla	Ukhozi FM	Mon - Fri	05:00 - 06:30	1hr 30 min x 5 = 7hrs 30	18
Ezisematheni			13:00 - 13:30	30 min x 5 = 2 hrs 30	
Abasiki Bebunda			18:00 - 19:00	1 hr x 5 = 5	
Ezangempelasonto		Sat	06:00 - 07:00	1 hr x 1 = 1	
Ezangempelasonto		Sun	06:00 - 07:00	1 hr x 1 = 1	
Yisa Nendlebe	Ikwekwezi FM	Mon - Fri	06:00 - 07:00	1 hr x 5 = 5	14 hr 30 min
			13:00 - 13:30	30 min x 5 = 2 hrs 30	
			18:00 - 19:00	1 hr x 5 = 5	
		Sat	06:00 - 07:00	1 hr x 1 = 1	
	Sun	06:00 - 07:00	1 hr x 1 = 1		

SABC RADIO MANAGEMENT TEAM

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STATION ALLOCATION

SABC Radio Logs

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Tshepiso Yende - METRO FM, Lotus FM, Ukhozi FM & Thobela FM
T: 011 714 7076

Susan Diederiks - Good Hope FM, RSG, Lesedi FM, Munghana Lonene FM
T: 011 714 7042

Christine Venter - Umhlobo Wenene FM, Ligwalagwala FM, Tru FM, X-K FM & Phalaphala FM
T: 011 714 7154

SABC Mobile

Credo Mthimkulu T: 011 714 6323

Shanitha Singh T: 011 714 6461

Distribution of Prizes

Melissa Dajee

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PHALAPHALA FM

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