



LM Radio with a heritage dating back to 1936, is Mozambique's only English Language commercial radio station which broadcasts from the Mares Centro Comercial in Costa do Sol, Maputo. LM Radio has become a favourite for a wide range of listeners. The attraction of LM Radio is the music and the style of broadcasting that appeals to people of all ages and languages.

#### BRAND VALUES

LM Radio meets the interests and needs of people aged 40 years and older whilst appealing to younger people who enjoy the style of music. The "sound and style" of the station is based on the musical style of 70s popular music but with a broad range of music stretching from the 1960s to the present day. Language of broadcast is mostly English with a small amount of Portuguese.

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#### MARKET

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LM Radio reflects the environment and the best aspirational qualities of life by providing a musical link back to happy, familiar, popular music with which the target audience identifies and with which they are enthusiastically comfortable. Listeners will be encouraged to share their experience and knowledge with others. The target audience ranges between 40 – 69 years People in this age group enjoy a relatively high disposable income. They have a considerable role to play in the on-going development of the communities in which they live and in society as a whole. Furthermore many people in this age group are high-powered business and community leaders, who are involved in wealth creation and social development. LM Radio provides a perfect vehicle for suppliers of goods and services to reach their target audience, whether consumer or business person.



#### COMPETITIVE ADVANTAGES

LM Radio attracts a daily audience of more than 135,000 residents of Maputo, Matola and surrounding areas as well as more than 40,000 listeners across Southern Africa on the satellite and Internet streaming. Even though the programming is intended for the more mature listener LM Radio attracts a significant number of younger listeners under 25 years. More than half the audience are Portuguese speaking but are attracted by LM Radio music and programming style.

#### HISTORY

It all began in 1935 when South African publicist GJ McHarry rented airtime from the RCM to broadcast programmes to South Africa. In 1947, RCM and McHarry appointed Davenport and Meyer to take over the management of LM Radio known as RCM 'B' Programme. In 1948 LM Radio moved into a new purpose built building which became known as the "Radio Palace", which to this day houses Radio Mozambique. It is believed that advertising revenue generated by LM Radio funded the building. LM Radio catered for the younger generation who were not catered for in South Africa by the state owned SABC. LM Radio, was world renowned for its

Top Twenty chart show. LM Radio closed on 12th October 1975, following Mozambican independence in June of that year. In its heyday, LM Radio was the radio station for young people in Mozambique, South Africa and all across Southern Africa. The brand was so powerful that in 2005 before the re-launch, the mention of LM Radio would bring a nostalgic reaction from anyone over the age of 35. LM Radio re-launched in Maputo on 24 December 2009 - like its ancestor renting airtime – by Mr Chris Turner who had a lifelong dream to re-establish the iconic brand in Mozambique. LM Radio was awarded its permanent frequency of 87.8 MHz in Maputo and was officially born at 6am on 21 September 2010. The 87.8 FM signal currently covers a radius of more than 100km from Maputo and includes the holiday town of Ponta do Ouro, the main Mozambique/South African border post Ressano Garcia and the South African town of Komatipoort and neighboring Marloth Park. It is the only English language music radio in Mozambique. LM Radio was granted a license to broadcast on 104 FM in Maseru, the capital of Lesotho. This transmission which went on air in July 2013 covers an 80km radius of Maseru, including parts of

neighboring South Africa. LM Radio received a big boost when on 31 March 2014, it was awarded a license to broadcast in the Gauteng region of South Africa on 702 kHz AM. The transmitter will have a daytime range in excess of 250 km from Johannesburg and night-time coverage throughout large parts of South and Southern Africa. LM Radio expanded its Southern African broadcast footprint during 2015. In July 2015 LM Radio was added to the audio bouquet on Open View HD, the free to air satellite platform in South Africa. In September 2015, DSTV added LM Radio to its English language Southern African audio bouquet and can found on DSTV audio channel 821.

## UNKNOWN FACTS

LM Radio is the brand name of English language radio station broadcast from the Radio Clube de Mocambique from 1936 to 1975. Although the program is designed for a more adult audience, the radio also attracts a significant number of young listeners under 25 years old. More than half of the audience is made up of Portuguese speakers who are attracted by the music and style of programming offered by LM Radio.



### 1936

Founding of LM Radio.

### 1975

LM Radio closes due to Mozambique independence.

### 2009

LM Radio is re-launched in the same style and music content as the former LM Radio.

### 2013

LM Radio is awarded a licence to broadcast in Lesotho.

### 2014

Awarded a licence to broadcast in Gauteng to South Africa.

### 2015

Extends broadcast footprint on OVHD and DSTV.