



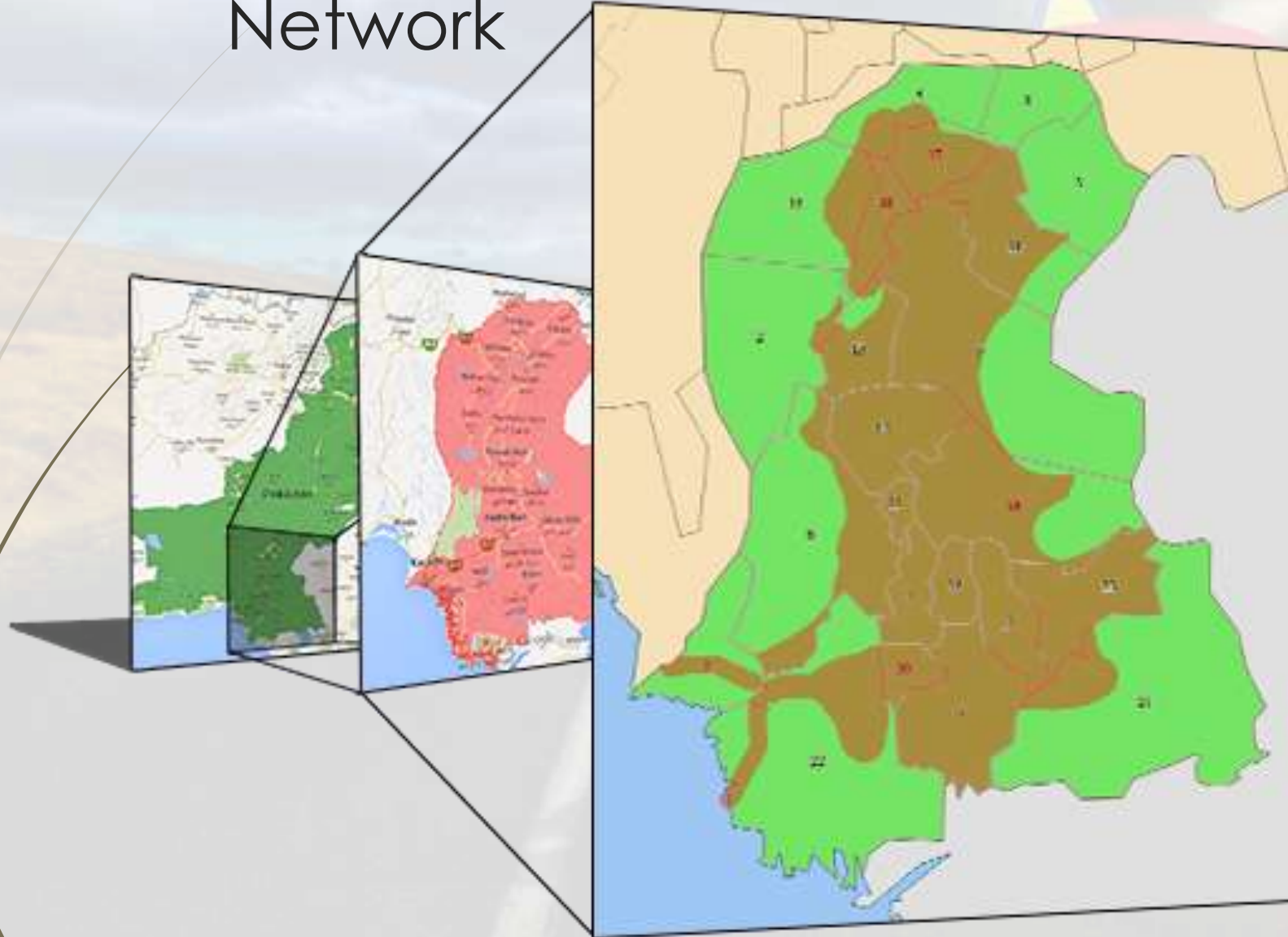
FM Radio Music Highway Network

Summary of the Network...

- The Network has the widest coverage of population
- Can be heard clearly in areas which are isolated due to geography
- Has been successfully broadcasting for 10 years now
- The Network consists of three separate stations around Sindh
- Active support to local businesses (low rate advertisement)
- Has introduced programs to encourage journalism
- Attracts a huge proportion of audience by default
- A travel companion of thousands of people who travel daily via Super Highway and National Highway listen to our broadcast.



At a glance coverage of Music Highway Network



- Primary coverage
- Sindh region
- Pakistan



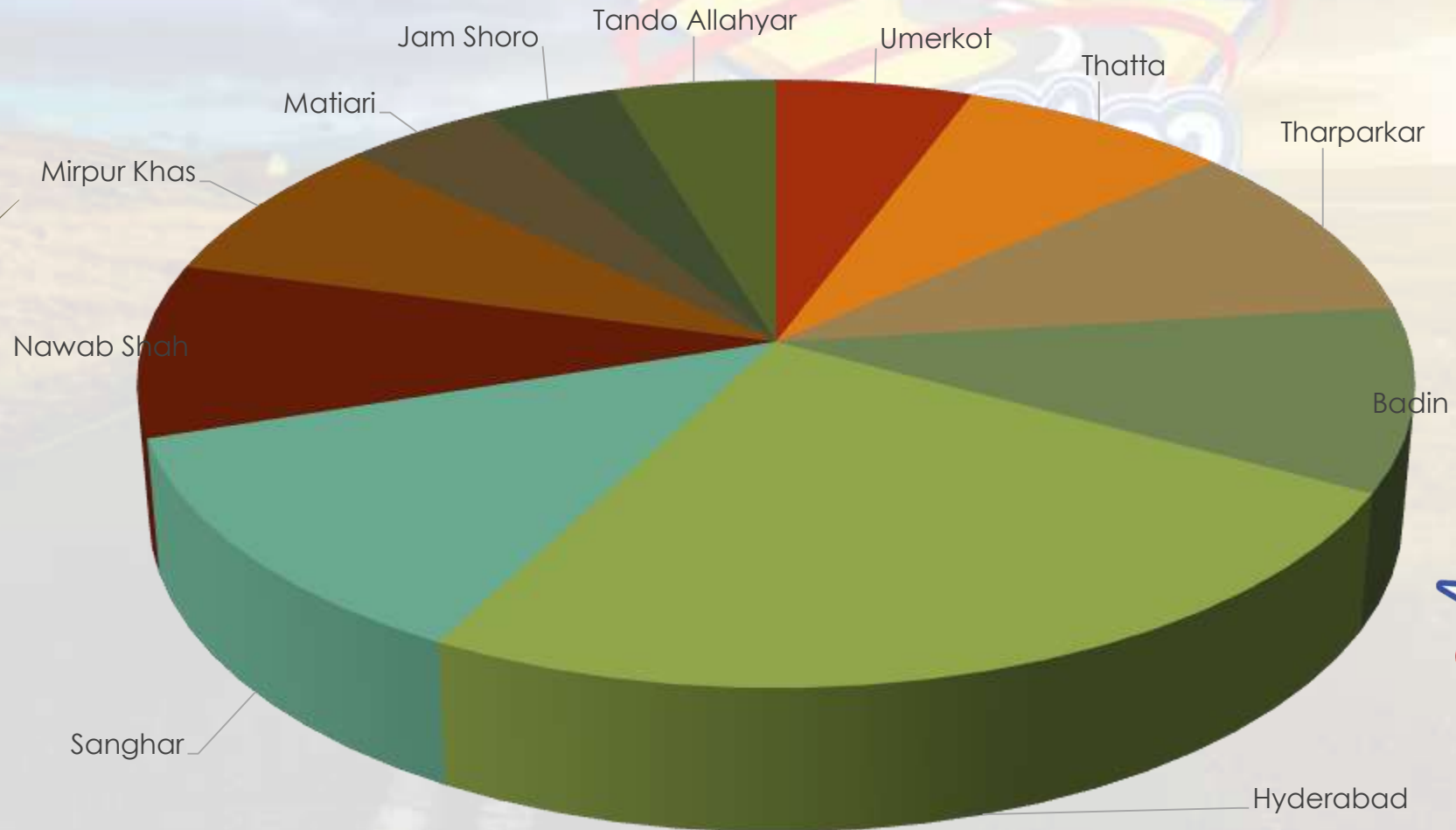


Tando Adam FM 91



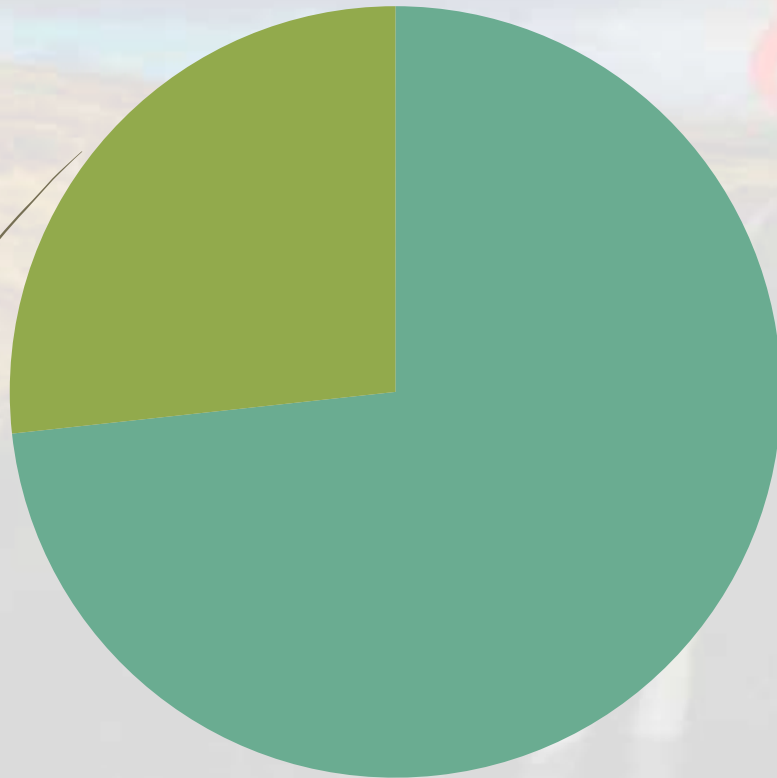
Districts statistics of Tando Adam FM 91

Districts covered: 11
Total population: 11.6 million

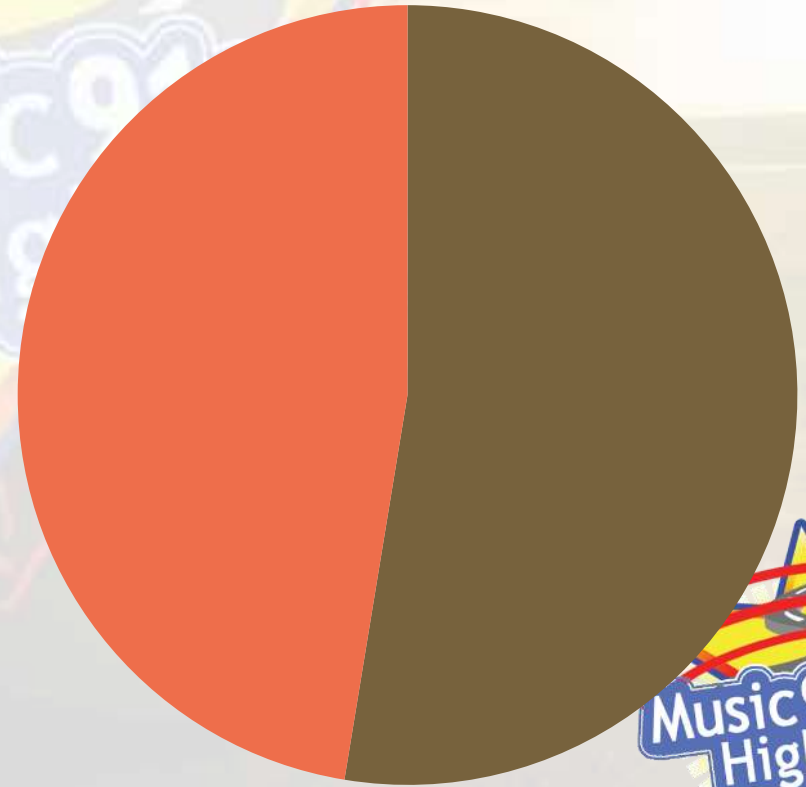


Districts statistics of Tando Adam FM 91

Urban Population: 3.1 m
Rural Population: 8.5 m



Female Population: 5.5 m
Male Population: 6.1 m



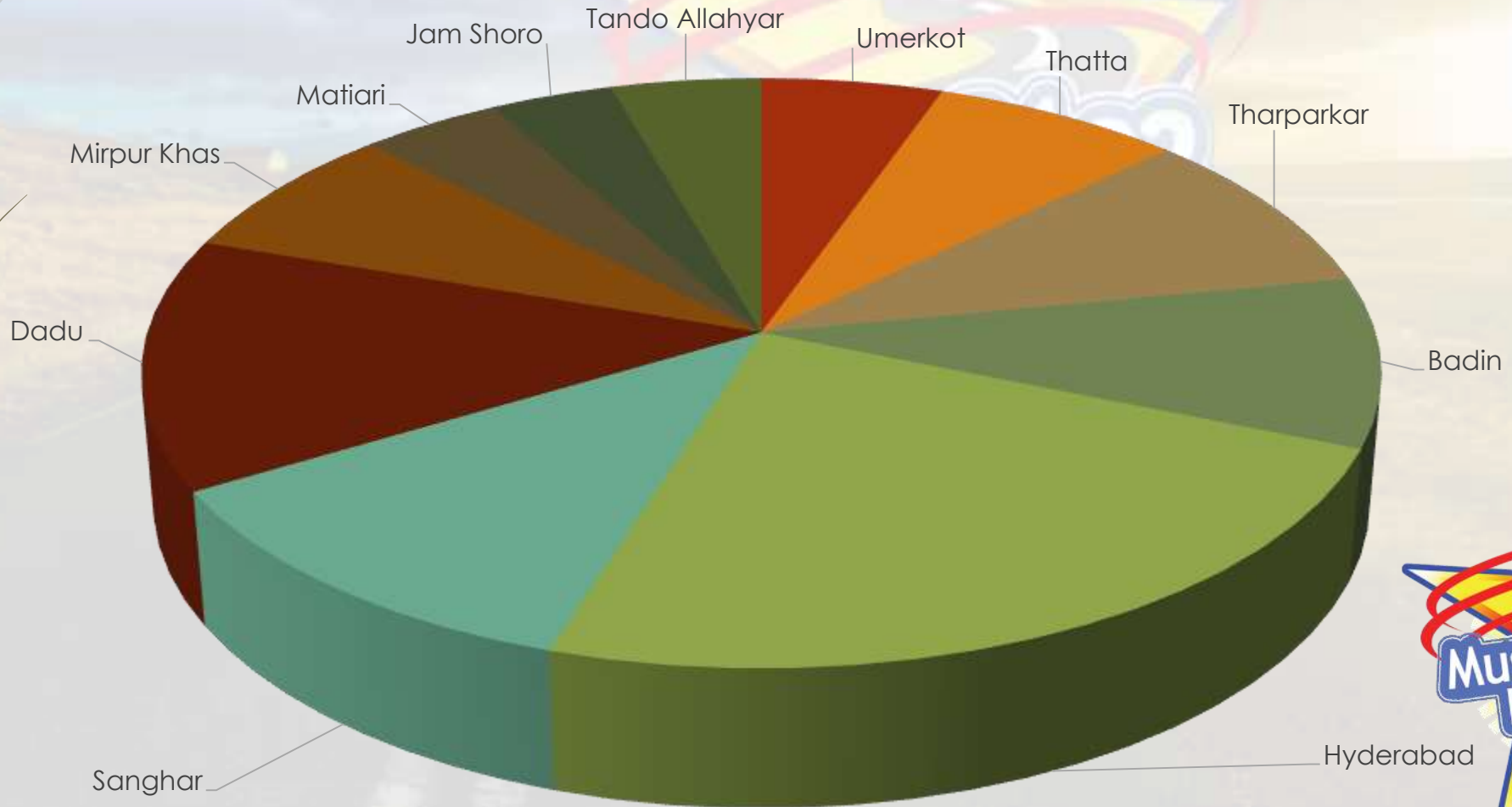


Nooriabad FM 92



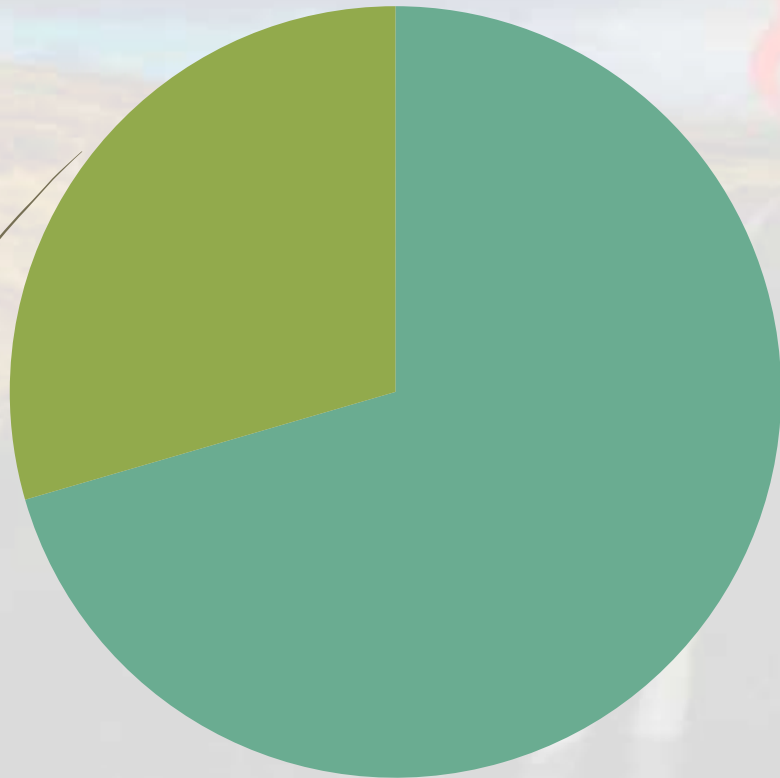
Districts statistics of Nooriabad FM 92

Districts covered: 11
Total population: 12.2 million

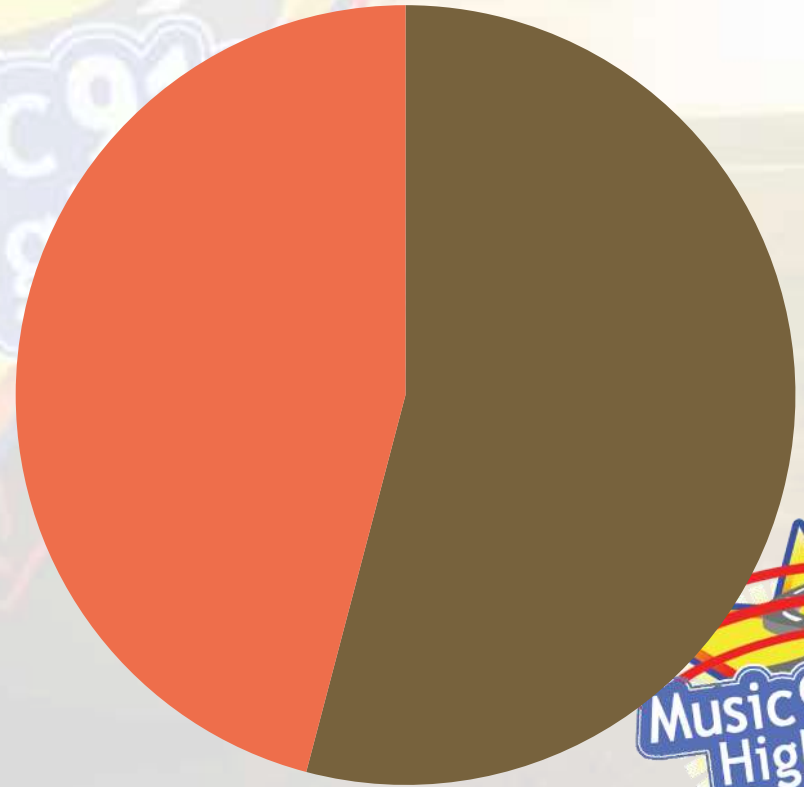


Districts statistics of Nooriabad FM 92

Urban Population: 3.6 m
Rural Population: 8.5 m



Female Population: 5.6 m
Male Population: 6.6 m



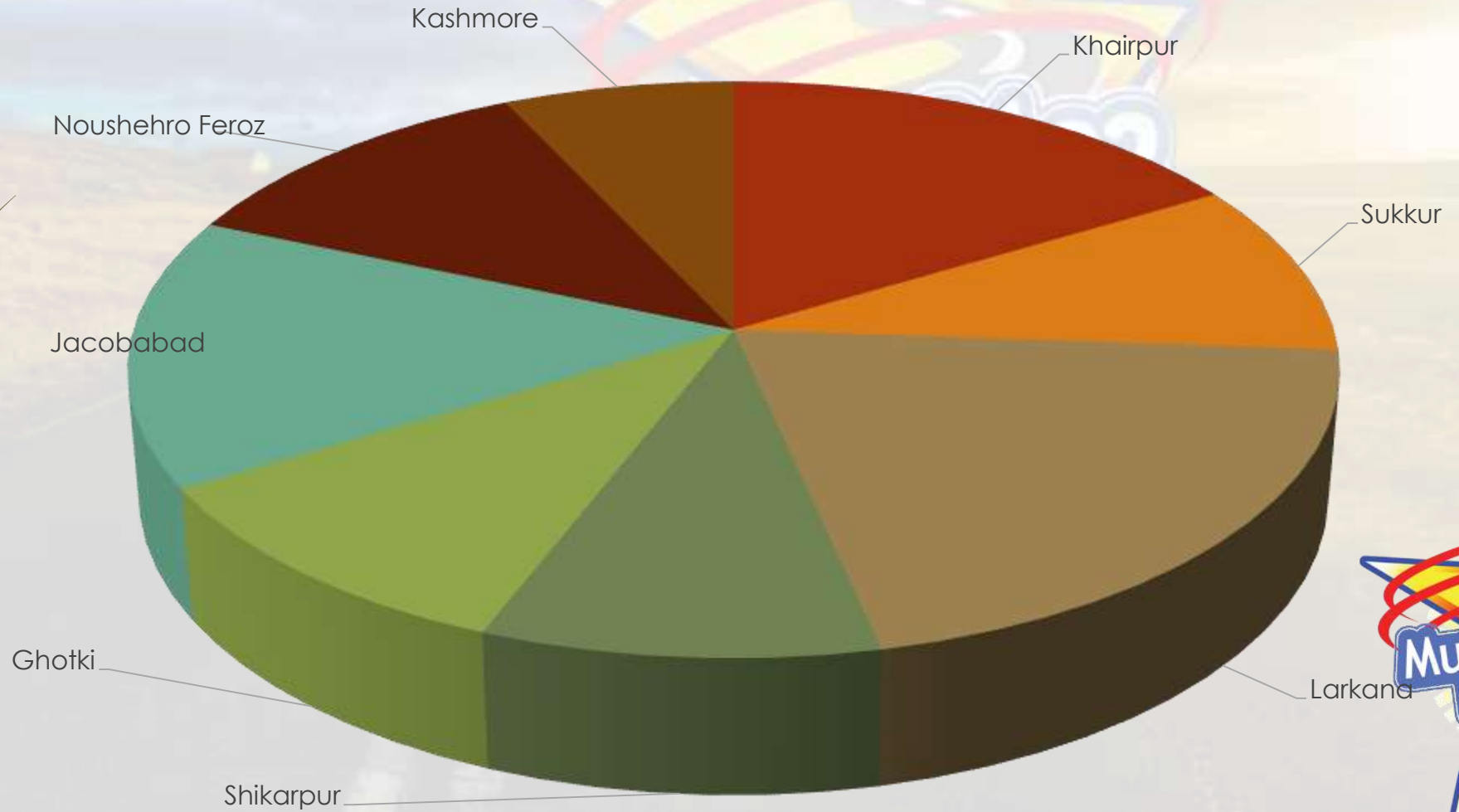


Khairpur FM 92



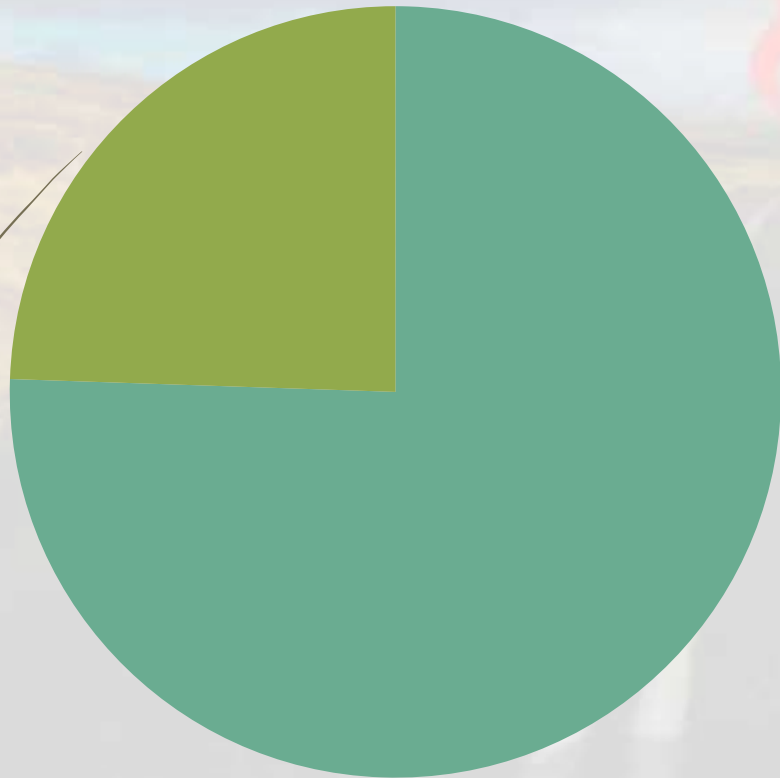
Districts statistics of Khairpur FM 92

Districts covered: 8
Total population: 9.4 million

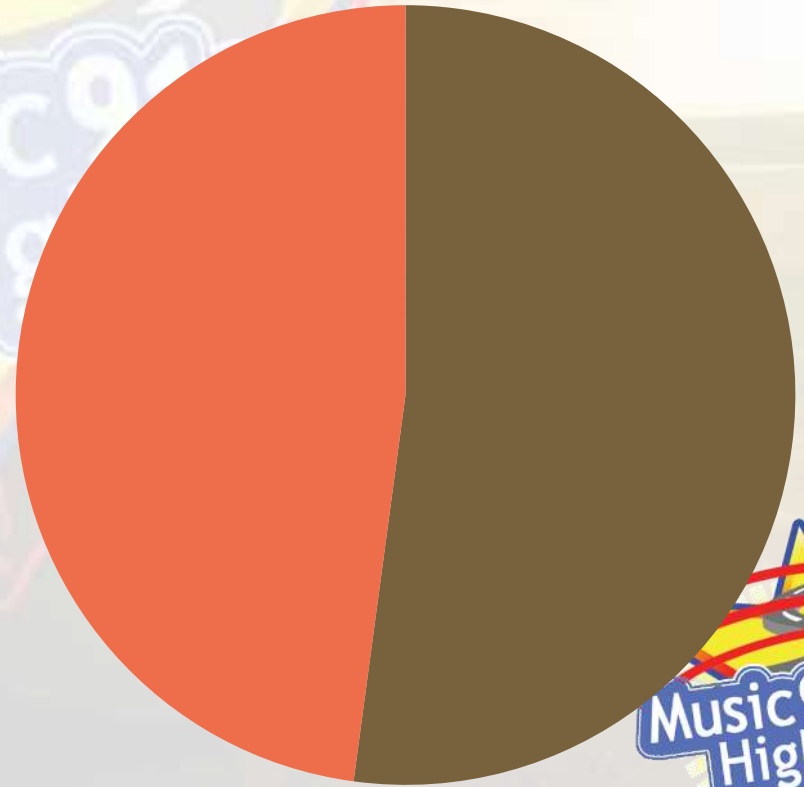


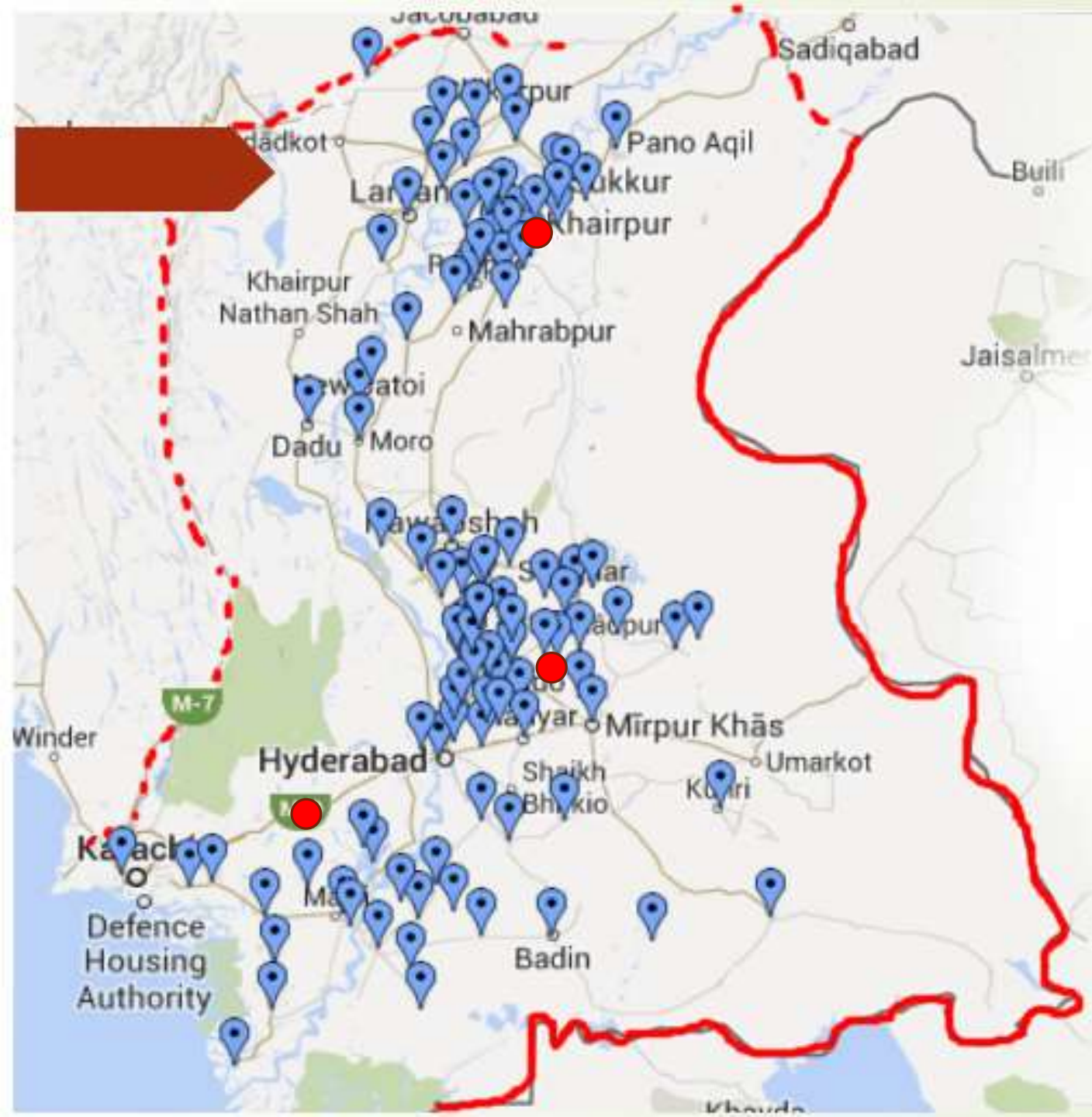
Districts statistics of Khairpur FM 92

Urban Population: 2.3 m
Rural Population: 7.1 m



Female Population: 4.5 m
Male Population: 4.9 m





Music Highway Network Reach Map v2

The reach of the network is based on the location data voluntarily sent by audience members.



Cities and towns in reach map...

- Ahmedpur
- Badin
- Bagirji
- Boharo
- Bairani
- Bakhoro
- Beberlo
- Bhit Shah
- Bozdar Wada
- Mirpur Bathoro
- Mirpur Sakro
- Mirpurkhas
- Mithi
- Nasarpur
- National Highway
- Naudero
- Nawab Shah
- Odero Lal
- Goth Mewo Mihr
- Gulshan-e-Hadeed
- Gurnari
- Hala
- Jadu
- Jalal Marri RS
- Jam Nawaz Ali
- Jam Shoro
- Jati
- Jhampir
- Jhangshahi
- Jhol
- Kaloi
- Kandhra
- Keenjhar
- Keti Bandar
- Khairpur
- Khohra
- Khorwah
- Khyber
- Kotdigi
- Kumb
- Lakhi Ghulam Shah
- Larkana
- Madeji
- Matiari
- Matli
- Mirpur Bathoro
- Mirpur Sakro
- Mirpurkhas
- Mithi
- Nasarpur
- National Highway
- Naudero
- Nawab Shah
- Odero Lal
- Panoaqil
- Pir jo Goth
- Ranipur
- Ratodero
- Ripri
- Rohri
- Saeedabad
- Sajawal
- Sakrand
- Salehpat
- Sanghar District
- Shah Pur
- Shahdadpur
- Shahpur Chakkar
- Shikarpur
- Sijawal
- Sinjhoro
- Sujawal Drain
- Tando Adam
- Tando Allahyar
- Tando Ghulam Ali
- Tando Jam
- Tando Masti
- Tando Muhammad Khan
- Thana Bola Khan
- Thatta
- Thehri
- Their
- Udero Laal
- Umer Kot
- Usman Shah Hori
- Warr





Summarized data of Network

- ▶ The entire Network reaches to aprox. 3 million people in interior Sindh
- ▶ Covers more than 30 cities and towns and numerous villages
- ▶ The urban population in these areas is 20% of entire population
- ▶ Monthly feedback of 10,000 calls and SMSs from audience per station
- ▶ Has been broadcasting entertainment for the last 10 years

Unique Program Mix

Time	Programme/Segment
7:00 AM	Opening (Religious programing - Talawat/Tarjuma)
8:00	Back 2 Back Time
9:15	Good Morning 91
10:00	Local News
11:00	Sansar (Mix program, fast music, SMS and live calls)
12:00 PM	Local News
1:00	Back 2 Back Time
1:30	DW's Urdu Programing
2:00	Local News
2:10	Music Express (Music by demand, postcard and SMS, and live calls)
4:00	Local News
4:10	Back 2 Back Time
4:15	Sehat Hai Zindagi
5:00	Evening Special (Mix language music – Punjabi, Pashto, Balochi, Urdu, Sindhi, English, Arabic)
8:00	Local News
8:15	Suhana Safer (Ghazals, poetry) / Adbi Aiemo (Literature)
10:00	Local News
10:15	Shab-e-Tanhai / U Turn / Back 2 Back
12:00 AM	Mix Collection





Dairy and Rural Development Foundation



SSGC

Unilever



unicef



INSURANCE STATE LIFE CORPORATION OF PAKISTAN



Hashmi



Shell

syngenta



BANK ALFALAH

NOKIA



Mobilink



Mod Girl



TAMEER BANK



Our Advertising Products

- ▶ Time checks
- ▶ General Spots
- ▶ Program branding
- ▶ Segment branding
- ▶ Program affiliation
- ▶ Promos
- ▶ Product placement in RJ talkie
- ▶ Whole day branding
- ▶ Road shows
- ▶ Postcards
- ▶ Sponsored weather updates and forecast
- ▶ Sponsored highway traffic updates
- ▶ Tailored options...



Thank you for your time.
Please contact us for further
information.

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