

A CORPORATE PROFILE

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# **Radio 2ME (Australia)**

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*RADIO 2ME (Australia)*

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For

RADIO 2ME (AUSTRALIA)

## An Introduction

The Australian Music Industry is worth more than \$1 Billion a year, according to the Australian Bureau of Statistics (ABS) *2000 Yearbook*.

With the average Australian spending approximately four and a quarter hours each day listening to radio and watching television, it is not surprising media analyst's list Radio 2ME as number one among Arabic-speaking consumers, nationally.


Radio 2ME caters to Australia's culturally diverse population, offering a choice in niche broadcast to consumers who encompass ethnicity, language, culture and life experience that is borne out of the Middle Eastern migration to Australia. It is estimated that one in four people who currently live in Australia were born overseas and that there are now 160 countries represented in Australia, with 40% of the total population being migrants or the children of migrants.

According to ABS statistics, 15% of the population speak a language other than English in the home. And while most multi-lingual people speak English proficiently, the majority of these choose to consume media in a language other than English.

With these important statistics in mind, Radio 2ME undoubtedly represents one of the most valuable media resources offered *free-to-air* to audiences who choose to consume Arabic language media in the Australian market place.



## About Radio 2ME



**R**adio 2ME is the only high power 24-hour Arabic language commercial radio station to broadcast *free-to-air* to Sydney and Melbourne.

The format is adult contemporary, featuring the latest in Arabic and English language hits.

Radio 2ME's bilingual broadcast is divided into the standard segments adopted by commercial radio stations around Australia and the world. These segments include: Breakfast, Morning, Afternoon, Drive Time and Evening.

Radio 2ME plays Top 40 music favourites, as well as Classic Hits from the 70s, 80s, 90s and today. Radio 2ME broadcasts a mix of local and national news, BBC World News on the hour, 24 hours a day.

The station features its call letters in its well-known positioning statement: "*That's you – that's me – that's 2ME!*"

Initially, 2ME was only recognised by the Arabic community. Now as corporate advertisers are branching into niche marketing – 2ME is recognised by a host of blue chip organisations and departments including Government (Federal and State), Retail, Airlines, Travel, Telecommunications to name a few.

# Station History



Radio 2ME, Australia's first and only 24-hour commercially-owned and - operated Arabic language radio began broadcasting to Sydney and the surrounding metropolitan region 25 October 1996 on frequency 1638 kHz AM.

2ME commenced broadcasting in Melbourne August 1998 on the same frequency. Both transmissions are programmed to cater to Australia's largest growing demographic - coined Australia's "Forgotten Audience" - by media analysts.


Radio 2ME is recognized as the largest Arabic language broadcaster in the Southern Hemisphere and was chosen by The BBC in London to be its provider of World Service to Arabic speakers in Australia and is also a Partner Station to the BBC Arabic service.

Radio 2ME broadcasts nationally via satellite. 2ME now has regular listeners in Perth, Adelaide, Brisbane and also Darwin and Hobart.

Radio 2ME has correspondents throughout the Middle East, with daily news updates from Beirut in Lebanon, and regular news reported from Jerusalem, Cairo, and Amman.

Radio 2ME supplies Arabic programming content to the international airlines for their In-Flight entertainment. Currently Royal Brunei Airlines, British Airways and Gulf Air are using this service from 2ME Australia.

## The Market Share




**W**hen the station commenced broadcasting in 1996, Radio 2ME (Australia) was aware that competition for the Arabic market was not the Arabic media but mainstream stations. Arabic people love to hear the radio speak to them in their own language.

Many Arabic people whose education was interrupted when they moved to Australia may speak Arabic fluently but may not sufficiently read or write their mother language.

Additionally, the ABS found second- and third- generation immigrants usually speak their ethnic language, however cannot read or write it. The spoken word on radio, therefore, becomes the principal source of information, education, and cultural identity.

For the older generation, or for newly arrived immigrants who may not have high English proficiency, Radio 2ME keeps these listeners in touch with local current affairs in their homeland. Radio 2ME relieves feelings of isolation.

## Surveys



**R**adio 2ME and 2DAY FM were found to be the most highly rated radio stations in a survey into media consumption by Sydney's Arabic speaking population. Sydney is the home to 70% of Australia's Arabic speaking community followed by Melbourne.

In fact according to the ABS figures, Arabic is the second most spoken language in NSW other than English.

Arabic speakers are the largest non-English community in Sydney and one of the fastest growing migrant communities. 2ME consistently performs day by day, month by month, year in year out. 2ME is the most popular station, 2DAY FM is second followed thirdly by 2Morrow, SBS and Muslim FM.

51% of Arabic speakers surveyed did not listen to English language radio. In every 24 hours of Arabic radio listening, 15 hours are spent listening to Radio 2ME. See graphs attached for a more detailed explanation.



# Digital Radio

Radio 2ME will go DRM (Digital Radio Mondiale) digital in the very near future and simulcast using its AM channels and already developed infrastructure in Sydney's Homebush Bay area. 2ME competitors do not have the additional channels that must be available allow to allow them to go DRM digital immediately - and simulcast.

2ME listeners and clients will immediately benefit from DRM technology which will give them FM like quality sounds, the ability to rewind news items missed or even rewind and store music in "real time" as well as "text" information like weather and sports and stock market updates on the DRM radio screen. DRM uses the initiative of AAC + or MPEG 4 technology.

For further information on DRM digital please visit [www.drm.org](http://www.drm.org) or call radio 2ME during normal business hours.

## Contact Details

To receive more information on Radio 2ME, please contact the corporation via post, telephone, or facsimile.

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