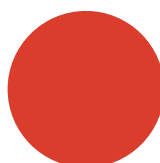


Colorful Radio

HilverSummary, March 2004 (NPB publication)



Your Voice, your culture,
your music...

Netherlands Public Broadcasting acquires Colorful Radio cable frequencies.

Netherlands Public Broadcasting has acquired cable contracts for the distribution of the previously commercial station Colorful Radio from "Nederlandse Radio Groep", property of an investment company.

Netherlands Public Broadcasting intends to transform Colorful Radio into a public station aimed at second and third generation youths from immigrant groups in Dutch society. Other public radio stations have had little success attracting listeners from this segment. Colorful Radio currently plays mainly R'n'B and Hip Hop music with little or no speech. For the time being, it will continue operating in this form under the public banner.

Colorful Radio will be the second cable station which Netherlands

Public Broadcasting sees as a 'side activity' (the other is the classical Concertzender). It will perform an 'extra' task alongside the five public radio stations which broadcast in the ether. Because approximately 95 per cent of Dutch households have a cable connection, the government, generally speaking, allows public broadcasting to take on such side activities. This specific activity will be judged by the Dutch Media Authority afterwards. Of course the Authority as well as the Secretary of Culture were punctually informed during discussions about this deal.

Florent Luyckx, station coordinator at 3FM, will assume control of the new station. Luyckx is now filling in the details of programming at the sixth public radio station. He is receiving assistance from Peter Jansen,

PROGRAMMERING

groovy



party



color

latino



bubble

club

EN NOG VEEL MEER...

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the inspiration behind Colorful Radio, who was hired as programme director at the new station. Luyckx will soon meet broadcasting organizations which have expressed an interest in airing the new station's output.

Strong brand

Jan Westerhof, station coordinator at Radio 1 and 747 AM, was closely involved with the transition. He expects the details of the station's format to be clear by September. That means we will have realized the initial planning for the new targeted station in just one year. And that is something to be proud of. It is still unknown what the new station will be called. Westerhof: "Colorful Radio is seen as a strong brand name, so maybe it should be kept."

By taking over Colorful Radio, Netherlands Public Broadcasting has acquired a station with nearly nationwide coverage on cable. "That is the big advantage of this takeover," says Westerhof. "If we had started a station from scratch, we would have had to negotiate with each individual cable company regarding access to the cable in their area. That alone would have delayed the process by two years."

The Commercial Radio Association (Vereniging Commerciele Radio [VCR]) petitioned a court for an injunction against the takeover, arguing that it was in conflict with the Media Law. After all, this law lays down a strict division between public and commercial broadcasting. However, the court did not rule in its favour.

www.colorful.nu



<mms://streamer.euronet.nl/colorfulnb>



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