

Entertainment channel teams up with Kenya radio station

NAIROBI, KENYA: Entertainment channel MTV Base and Kenyan radio station Capital FM today, Friday, 3 August 2007, launches MTV TRL Radio, a weekly two-hour radio show aimed at redefining how young adults consume media.

A mix of hip-hop and R&B tunes, MTV TRL Radio also combines the latest entertainment news with interviews from the biggest stars, leveraging MTV's global access to A-list musicians and entertainers around the globe. Kenyan radio fans have already had a taste of what's expected on the show through regular one-minute entertainment clips featured daily on Capital FM, called MTV TRL All Access.

Sponsored by Coca-Cola and airing weekly on Capital FM, MTV TRL Radio will broadcast between 7pm and 9pm every Friday. The show will be hosted by Capital FM radio presenter Chao, with additional clips and inserts from MTV base celebrity guests and presenters Sizwe Dhlomo and Fikile Moeti. The MTV TRL Radio concept will subsequently be rolled out to other markets in sub-Saharan Africa.

Comments Alex Okosi, senior VP and MD, MTV Networks Africa, "Radio is a very powerful medium for young adults and one which complements our existing TV distribution in the Kenyan market."

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