

New radio deal rocks Kenya

Kenya's Capital FM and entertainment network MTV have teamed up to create an exciting new radio property for the Kenyan youth/young adult market.

The first radio programme, TRL Radio, a weekly two-hour radio show, debuted on Capital FM <http://www.capitalfm.co.ke> on 3 August 2007 and is a unique blend of chart-topping hip-hop and R&B, highlighting the hottest African and international music hits. In addition, it features international and African entertainment news, artist interviews and competitions, utilising MTV's <http://www.mtvbase.com> access to its global entertainment network to deliver exclusive content to Kenyan listeners. Additional one-minute entertainment news clips, branded *MTV TRL All Access*, are already featuring on Capital FM, airing three times a day, seven days a week.

TRL Radio is broadcast every Friday on Capital FM between 19:00pm-21:00 pm, and is hosted by Kenya radio presenter Chao, with additional clips and inserts voiced by MTV base presenters Sizwe Dhlomo and Fikile Moeti.

The TRL Radio concept will subsequently be rolled out to other markets in sub-Saharan Africa.

Says Alex Okosi, senior vice president and managing director, MTV Networks Africa, 'This is a natural evolution for the MTV brand in this market: we're very committed to delivering our branded content to young people via whatever medium is most relevant to them. Radio is a very powerful medium for young adults and one which complements our existing TV distribution in the Kenyan market.'

Cyrus Kamau, general manager of Capital FM Kenya, added, 'Capital FM has provided high quality entertainment for the past 10 years and we continue to remain innovative and evolve with the times to bring quality entertainment to Kenya and the Diaspora. The partnership with the MTV brand is an attest to this as we come together to offer the first ever MTV TRL radio show in Kenya.'

Coca-Cola sponsors TRL Radio on Capital FM.