

RADIO

An efficient channel for providing news, services and entertainment with strong penetration in all regions of the country. The merits of radio are undisputed, despite its share of advertising revenue being less than what is desired by its representatives. According to the Inter-Media Project, radio's share was 4.18% last year. In this situation, creative strategies are required to increase radio's market share.

Media groups that own radio stations in various parts of the country can offer region-wide advertising spaces that attract advertisers. Large brands invest in localized strategies. In fact, many of them launch specific products tailored to each market. Segmentation is another frequently used weapon. Broadcasters specialized in news, different music genres or sports have been offering opportunities for years to advertisers interested in reaching specific audiences.

Recently there has been a rise in broadcasters specializing in certain topics whose names are associated with companies. Such is the case of SulAmérica Radio, sponsored by the insurance company of the same name and dedicated to providing traffic news in the city of São Paulo. It is also important to highlight the interaction of radio

with other means of communication. The most remarkable case is with the Internet. Today, the Internet allows us to tune in to radio stations located throughout the world.

It is worth noting the rise in the past decade of radio stations with names sponsored by companies interested in advertising their brands in a medium with such major penetration. SulAmerica Traffic Radio, a partnership between the Bandeirantes Radio Network and the Sul América insurance company, pioneered this trend. It provides its listeners with valuable information on how to avoid São Paulo's chaotic traffic. Currently, there are other radio stations with similar purposes, such as Mitsubishi Radio, a partnership of the Japanese company with Band, and Oi FM, a project of the Oi telephone company in various Brazilian states. In February 2011, the Fast 89 FM radio station was launched. It is a partnership between Nestlé and the 89 FM station. Radio's strength has also led to joint ventures between important media companies. On March 27th of this year, the Estádio ESPN radio station was created, a joint venture between the Estado Group and the American sports broadcaster ESPN.

TOP 10 ADVERTISERS - RADIO	
Advertiser	(US\$ 000)
HYPERMARCAS	51,853
CASAS BAHIA	17,049
BRADESCO	10,513
PREZUNIC	8,916
CAIXA ECONÔMICA FEDERAL	8,008
SUPERMERCADO GUANABARA	7,820
FORD	7,065
VOLKSWAGEN	6,959
TIM BRASIL	6,380
PORTO SEGURO	5,990