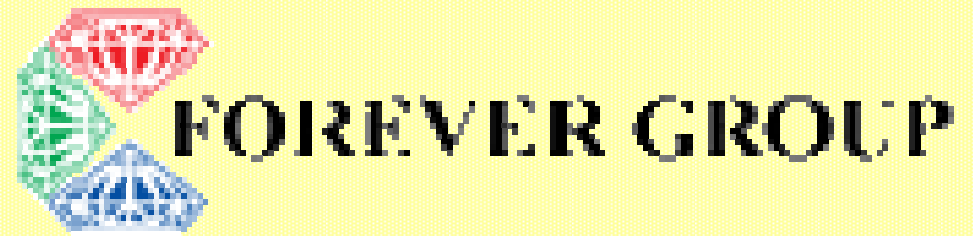
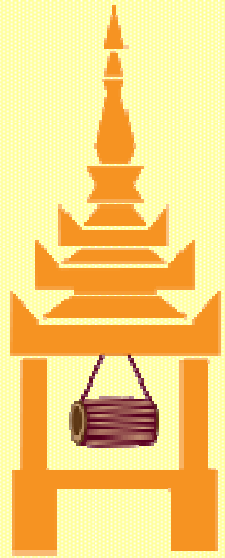


Small Radio serving their audiences  
better?





**Mandalay FM**  
RADIO STATION

**87.9  
MHz**

**Pyinsawadi FM**  
88.9 MHz

# Mandalay FM is.....

- Started in April 3<sup>rd</sup> 2008
- Broadcast by 87.9 MHz in 90 miles parameter of Mandalay, 30 miles parameter of Taunggu and 60 miles parameter of Yangon. Broadcast by 88.3 MHz in 30 miles parameter of Nay Pyi Taw (Pyinmana).

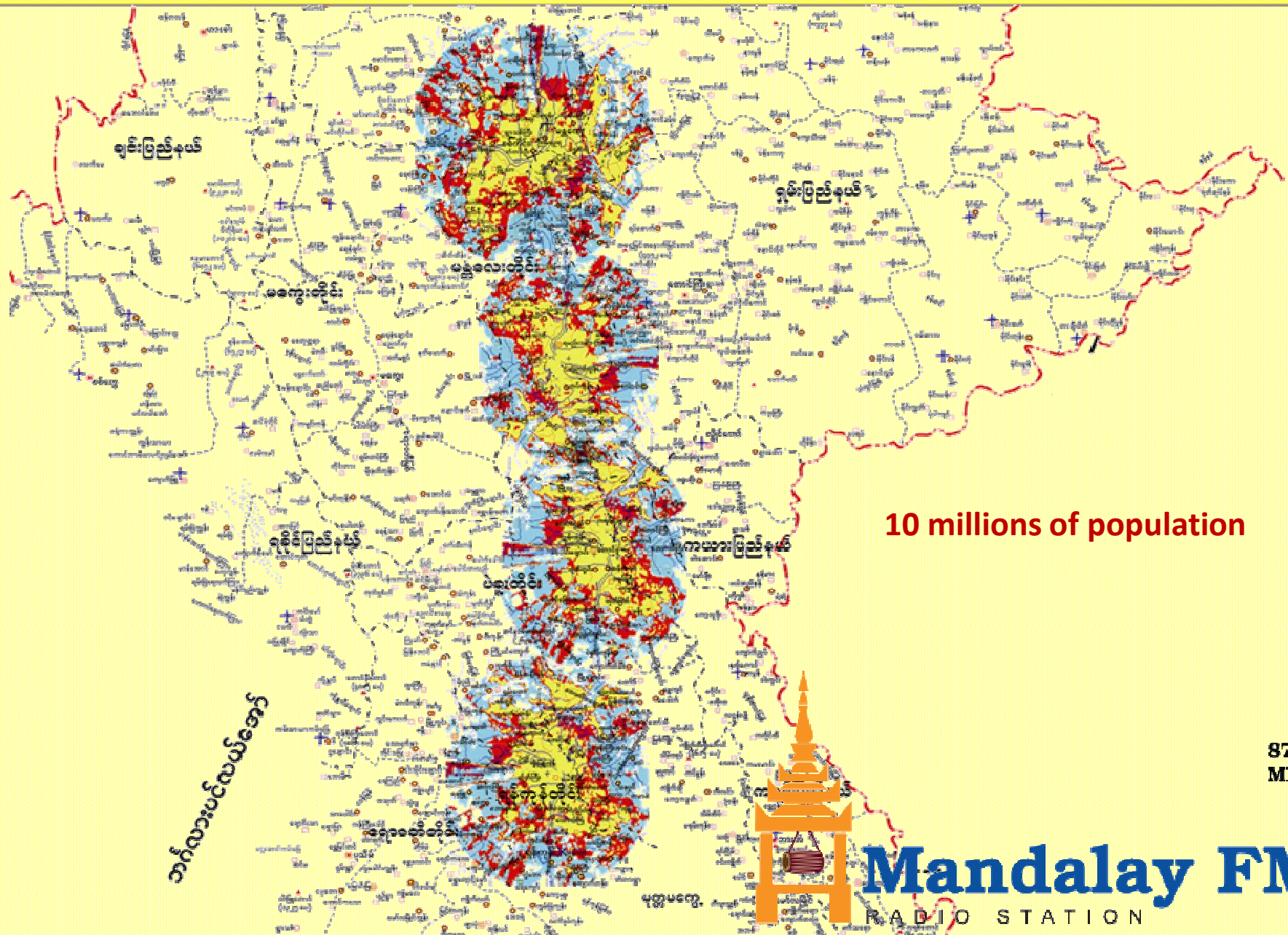
**87.9 MHz**



**Mandalay FM**  
RADIO STATION

**87.9  
MHz**

# Mandalay FM Radio Station Coverage Area



10 millions of population

87.9  
MHz

**Mandalay FM**  
RADIO STATION

## Second FM in Myanmar

# 87.9 MHz



38% Entertainment  
26% Information  
8% User Participated Program  
9% News  
19% Seasonal Program



**Mandalay FM**  
RADIO STATION

87.9  
MHz



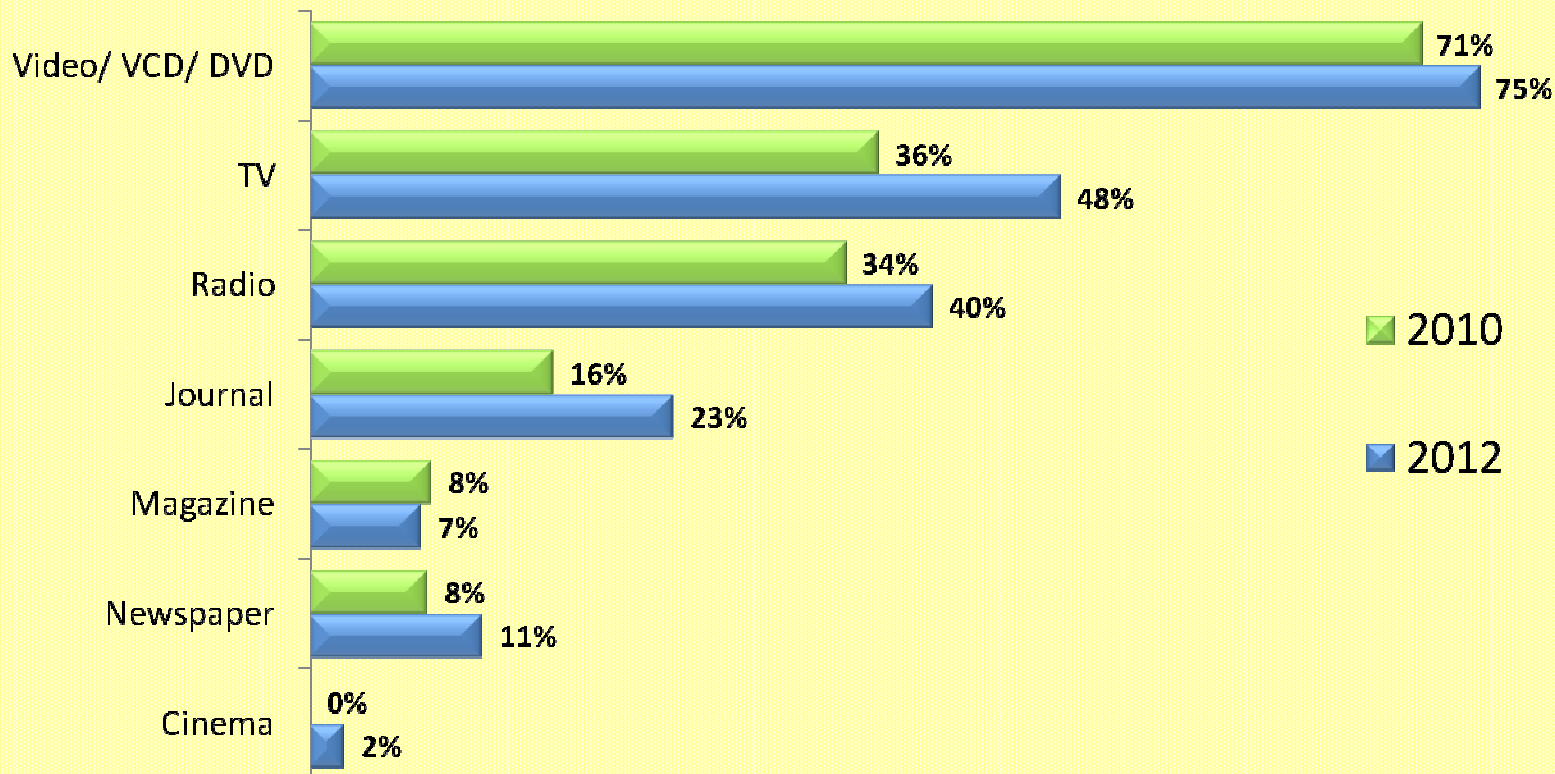
## Old Style of Broadcasting



## Pre-recorded interviews



# Media Usage Incidence



Base: 10+ population

Except magazine reading incidence, all media reading, listening and viewing incidence eventually increase.

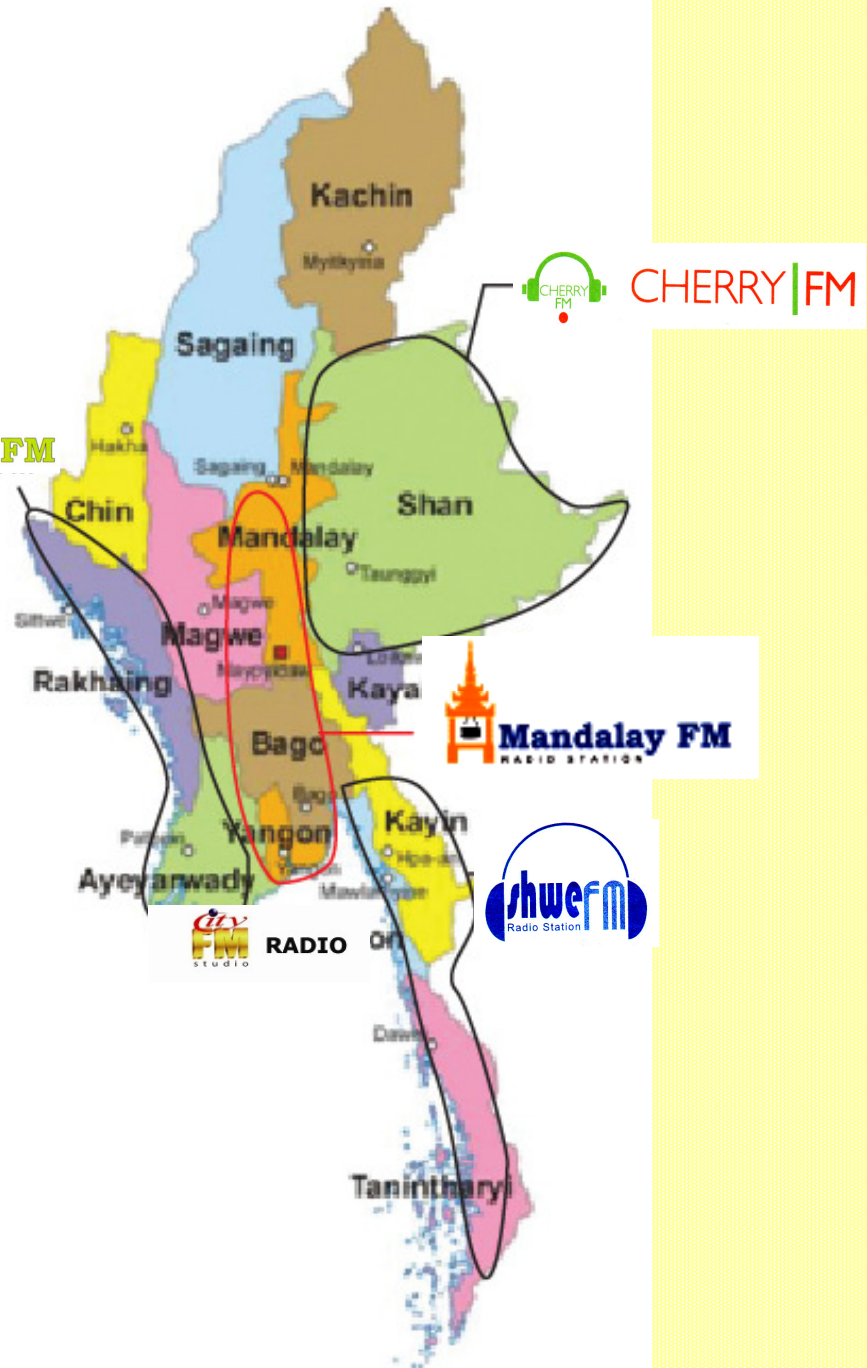


Pyinsawadi FM



Nay Pyi Daw AM (Cover the whole country)

Pyinsawadi FM



What is the new vision for MandalayFM?

**To be the best Myanmar Public  
Service Radio**



**Mandalay FM**  
RADIO STATION

87.9  
MHz

# Goals

**Achieving a stated target over a period of time**

- To fulfill audience needs and wants**
- To give update news and information that audience really wants to know**
- To entertain**
- Trust (always give correct information)**
- Effectiveness and Efficiency**
- Compact workflow**



**Mandalay FM**  
RADIO STATION

**87.9  
MHz**

# How will MANDALAY FM reach it goals?

- Co operation with Swedish Radio and set up policies
- Reforming the structure, workflow, policy, program contents..
- Audience Survey & keep in touch with Audience (Mandalay FM Website)
- Training to Produce quality programs
- Branding & Communication
- Mandalay FM to cover the whole country & On line Radio



**Mandalay FM**  
RADIO STATION

**87.9  
MHz**



# First Live Radio Show in Myanmar

**Launched first live radio show on the 1<sup>st</sup> of May**

**Air Time: Every Monday to Friday at 4 to 6pm**

Live Broadcasting System

Different presentation style

Different Program Contents



**Mandalay FM**  
RADIO STATION

**87.9  
MHz**

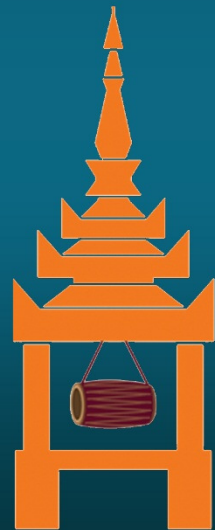
Title of radio show: “Mingalar Nya Nay Khin Par”

First Live Radio Show

မိဂ်လာညာနာယခါးပါး ...

Monday to Friday

4 to 6 PM Every Week



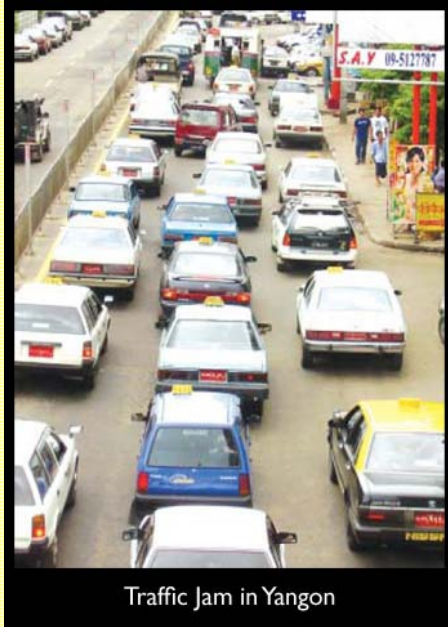
**Mandalay FM**  
RADIO STATION

# Contents in 2 hours Live Radio Show

## Current Affairs



# Contents in 2 hours Live Radio Show



Traffic Jam in Yangon

**Traffic Report**



**VARIETY OF MUSIC**

Pen.com®



**Sports**

# VARIETY OF MUSIC

Photography  
WUNNA KHWAH NEE



# Contents in 2 hours Live Radio Show

## Women Panel





Travelling



# Two Hours Live Radio Show



# Challenges

- News Policy
- Inexperience in journalistic works
- Contents Change (Current Affairs, Audience oriented)
- Structure Change
- Management Change



**Mandalay FM**  
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MHz**



87.9  
MHz

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Mobile Application for Andriod

You can download here

<https://www.mrtv4.com.mm/mandalayfm>



Mobile Application for IOS

Apple™



<https://www.facebook.Mandalayfm>

*Working* **in**  
**Trust**



To achieve our goals



**Thank You!**

Presented By  
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