






Radio Channels In RTB

- There are 6 radio stations available in Brunei.
- RTB consists 5 FM Radio Stations and Kristal FM is operated by DST Group.
- Radio listenership is mainly peak between **6.30am – 8 am**. Listening for the rest of the day only peaked at **12pm – 1pm / 4pm - 6pm**.



Radio Channels



					
FM Frequencies	FM91.4 / RM91.0	FM94.1 / FM97.7	FM95.9 / FM96.9	FM92.3 / FM93.8	FM93.3 / FM94.9
Contents	Entertainment, Latest Music, Quizzes., Information on & for young generation.	Family Program, Contemporary & evergreen music	General programming, contemporary & latest music, news, talk shows & forum.	Information, Culture, Current Affairs, Hourly News, Business News, Talk Shows & Forum	Religious programming, News, Talk Shows & forum
Target Audience	15 – 35	Over 25	Over 25	Over 36	Over 36
Language	Malay & Eng	Malay	Mandarin & Eng	Malay	Malay, Eng & Arabic
Audience Share*	25%	30%	3%	3%	13%

*Base: Estimated Individual Population (Age 18 – 55 Yrs), All Who Listened to Radio Yesterday Mentioned in Brackets in '000s



STANDARD RATE CARD

STANDARD RATE FOR SPOT BUY ON ANY CHANNEL			
ROTATIONAL SPOT (RS)			
RS SEGMENT	30 SECONDS	40 SECONDS	60 SECONDS
AA	\$ 140.00	\$ 180.00	\$ 260.00
A	\$ 120.00	\$ 160.00	\$ 240.00
B	\$ 90.00	\$ 120.00	\$ 180.00
CC	\$ 80.00	\$ 100.00	\$ 140.00
C	\$ 60.00	\$ 80.00	\$ 120.00

TIME SEGMENT		
MONDAY TO THURSDAY & SATURDAY		
CATAGORIES	TIME SLOT	ROTATIONAL SPOT (RS)
GOLDEN MORNING	6.30 am - 8.30 am	AA
MORNING	8.30 am - 9.30 am	A
LATE MORNING	9.30 am - 12.00 noon	B
NOON	12.00 noon - 2.30 pm	A
AFTERNOON	2.30 pm - 4.30 pm	B
EVENING	4.30 pm - 6.30 pm	A
NIGHT	6.30 pm - 9.00 pm	C
TO MIDNIGHT	9.00 pm - 12.00 am	CC
FRIDAY & SUNDAY		
GOLDEN MORNING	6.30 am - 9.30 am	AA
LATE MORNING	9.30 am - 12.00 noon	A
NOON	12.00 noon - 2.30 pm	A
AFTERNOON	2.30 pm - 4.30 pm	B
EVENING	4.30 pm - 6.30 pm	A
NIGHT	6.30 pm - 9.00 pm	C

Production Cost: \$250.00 per production

Extra Second: 1 - 5 seconds charge \$3.00 per spot

Existing Terms & Conditions apply

Rangkaian Pelangi

Contents:

Entertainment, Latest Music, Quizzes, Information on & for young generation, News, Communications and Counseling, Message by popular singer to audience, Student interests, Phone-in / Audience participation.

60% Music + 40% Information & Interactive radio programs

Language : Malay & English

Transmission : 6.00am -12.00 midnight

Target : 12 years old & above school students, young listeners

Survey Result : 18 – 35 years old (Malays / Other races)



Pelangi FM, The Programme highlights

- Hello Brunei Darussalam 06:00am – 10:00am
- Hiburan 914 10:00am – 02:00pm
- Rentak 2 – 6 02:00pm – 06:00pm
- Irama Pelangi 06:00pm – 08:00pm
- Hi! Pelangi 08:00pm – 12:00am

Pelangi FM

Time Slot	Mon	Tue	Wed	Thu	Fri	Sat	Sun
06:00am - 10:00am	ENG/MLY	MLY	ENG / MLY	MLY	ENG	MLY	ENG
10:00am - 02:00pm	MLY	MLY	MLY	ENG	MLY	MLY	MLY
02:00pm - 06:00pm	MLY	MLY	MLY	MLY	MLY	ENG	MLY
06:00pm - 08:00pm	AUTOMATION						
08:00pm - 12:00am	ENG	MLY	ENG	MLY	ENG	MLY	ENG

Rangkaian Harmoni

Contents:

Family programming, Contemporary & evergreen music, News, Talk Shows & Forum, Phone-in / audience participation, Messages.

60% Information + 40% music

Language	: Malay
Transmission	: 6.00am – 12.00 midnight
Target	: 25 years old & above, housewise, mature listeners from high income group
Survey Result	: 36 – 55 years old and above (Malays / Other races)

Rangkaian Nasional

Contents:

Information, Culture, Current Affairs, Hourly News, Business News, Talk Shows & Forum,
Phone-in / Audience participation

60% information + 40% music

Language	: Malays
Transmission	: 4.30am ~ 12.00 midnight
Target	: 25 years old & above, professionals, mature listeners
Survey Result	: 36 – 55 years old and above (Malays)

Rangkaian Pilihan

Contents:

General programming, Contemporary & latest music, News, Talk Shows & Forum, Phone in / Audience participation, Messages, Quizzes

60% Information + 40% Music

Language	: English & Mandarin
Transmission	: 6.00am – 12.00 midnight
Target	: General, expatriates, young listeners
Survey Result	: 26 – 35 years old (Chinese)
	: 46 – 55 years old (Chinese)

Rangkaian Nur Islam

Contents :

Religious programming, News, Talk Shows & forum, Phone-in / Audience participation, Messages, Question and Answer, Information on religious activities.

60% Information + 40% Music

Language	: Malays, English & Arabic
Transmission	: 6.00am-12.00 midnight
Target	: 25 years old & above, general listeners.
Survey Result	: 36 – 55 years old (Malays)

Contact Info in KL



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