

Rise fm - new Mpumalanga radio station

Rise fm, a new Mpumalanga radio station, will reposition the station formally known as Mpower FM to better appeal to the vibrant and aspirational audience within the province.

Launched by Times Media (TMG), it showcases a fresh new lineup consisting of some of South Africa's young up-and-coming broadcast talent. Targeted at ages 25 - 49, the station will play a mixed blend of local and international songs with an urban flavour.



The Rise fm team

TMG head of radio, Tony Mallam, spearheads the launch of the station. "The station will produce shows and content that will be directly aligned with its listeners. As the only commercial radio station in Mpumalanga, it is a valuable asset and it is important for us to deliver content that is reflective of our listeners' interests."

Its positioning is part of the group's strategy to consolidate its strong media influence and aggressively extend its footprint in the broadcast market.

For more information, go to www.risefm.co.za.

For more, visit: <https://www.bizcommunity.com>