

sunshine live

GERMANY'S #1 ELECTRONIC MUSIC RADIO STATION



electronic music radio



WHY IS SUNSHINE LIVE THE #1 ELECTRONIC MUSIC STATION?



20 JAHRE **sunshine live** electronic music radio



...REASONS WHY

ELECTRONIC MUSIC
HAS BECOME VERY
POPULAR

**NATIONAL
DISTRIBUTION**

DIGITISATION



ELECTRONIC
MUSIC HAS
BECOME VERY
POPULAR

**6.8 MILLION GERMANS ARE INCLINED
TO LISTEN TO ELECTRONIC MUSIC OVER INTERNET**

NATIONAL
DISTRIBUTION

SUNSHINE LIVE WAS FOUNDED IN 1997 AS A LOCAL FM STATION

FM frequencies in Baden-Wuerttemberg

- > Heidelberg 106,1 MHz
- > Mudau 102,1 MHz
- > Weinheim 107,7 MHz
- > Wiesloch 107,1 MHz
- > Stuttgart 104,9 MHz



NATIONAL
DISTRIBUTION

ADDITIONALLY, SUNSHINE LIVE WAS
TRANSMITTED OVER **ANALOGUE CABLE**
NATIONWIDE FROM 2002-2017



NATIONAL
DISTRIBUTION

SUNSHINE LIVE BEGAN TRANSMITTING
OVER GERMANY'S **DAB+ MUX 1**
WITH 10 OTHER RADIO STATIONS IN 2011



DIGITISATION

MASSIVE CHANGES IN DISTRIBUTION & PROGRAMMING SINCE 2016

DIGITAL
CABLE



RELAUNCH THE PROGRAMME FORMAT TO HOME OF THE DJs

REGIONAL LICENCE RESTRICTIONS LIFTED



DIGITISATION

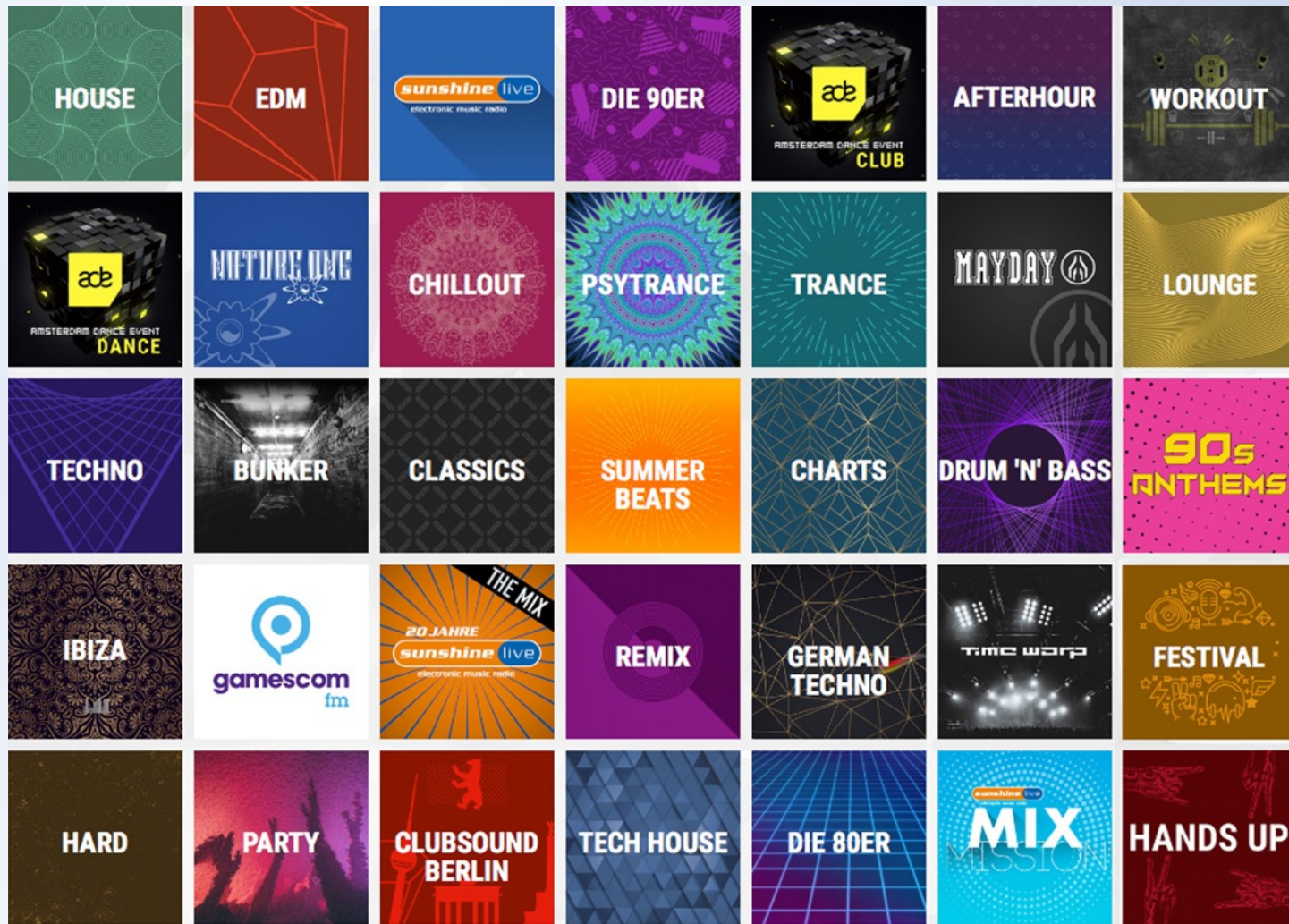
WHEREVER YOU CAN TUNE IN DIGITALLY
YOU CAN FIND SUNSHINE LIVE



radio.de



DIGITISATION



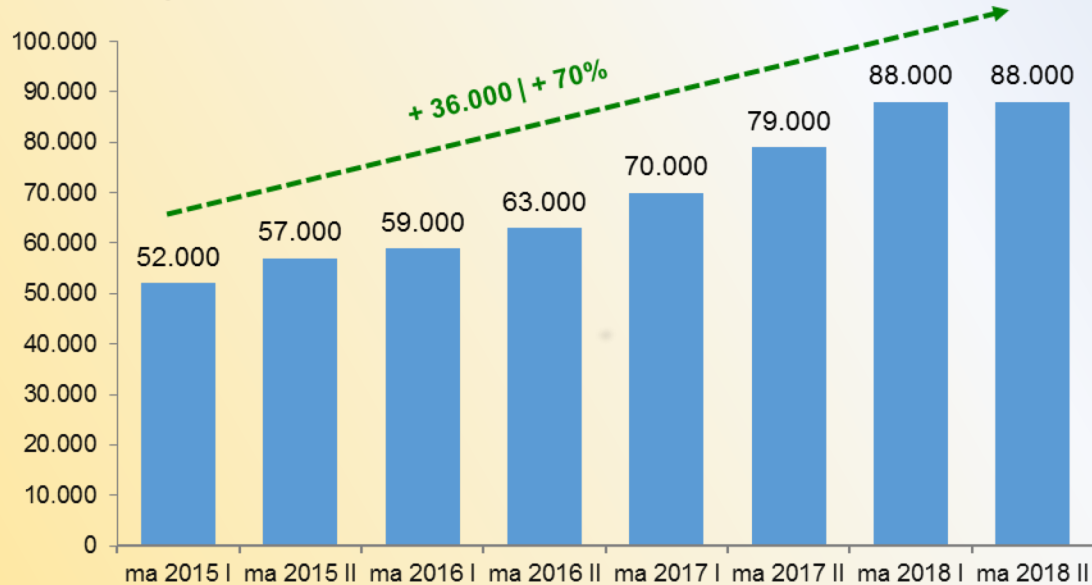
TODAY SUNSHINE LIVE IS THE
LEADING PLAYER IN DIGITAL ELECTRONIC RADIO



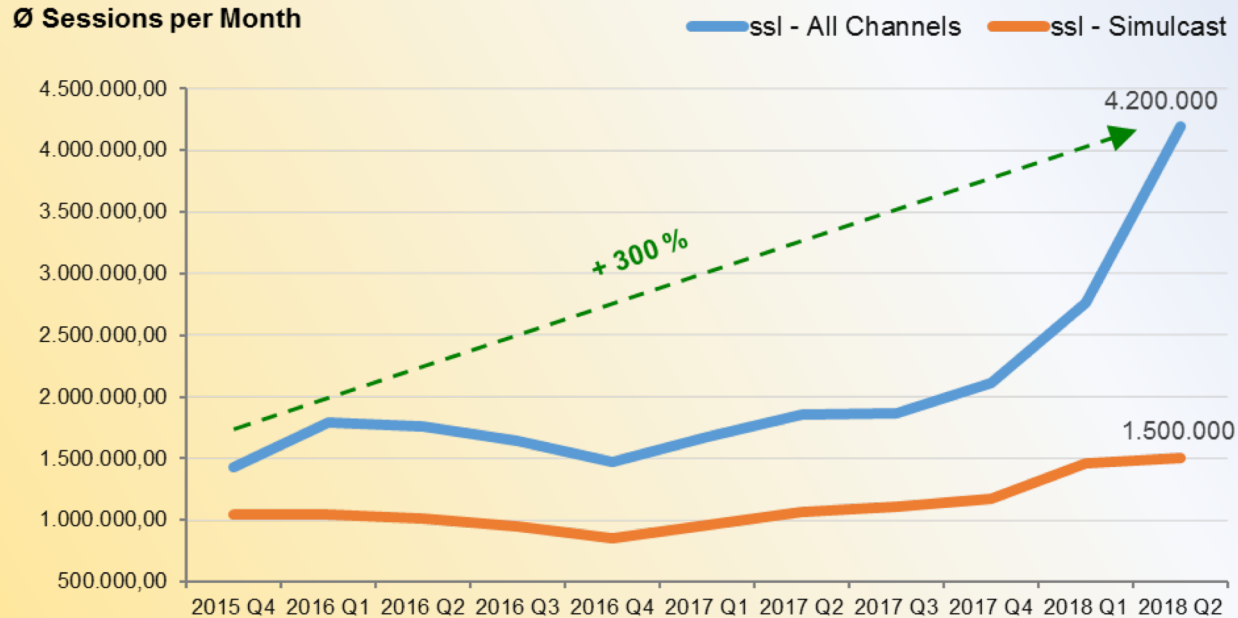
SUNSHINE LIVE

AUDIENCE REACH – GERMAN RADIO MEDIA ANALYSIS

Ø Listeners per Hour



SUNSHINE LIVE AUDIENCE REACH – IP AUDIO



SUNSHINE LIVE

MORE POTENTIAL FOR HIGH GROWTH

- > Electronic is a leading music niche with unlimited promise
- > Untapped listener base
- > Substantial growth potential in German households with DAB+ devices
- > We react quickly and flexibly to new music and digitisation trends

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www.sunshine-live.de

