

Mix FM's Interview in Arab Ad
ROGER SAAD's INTERVIEW (OWNER OF MIX FM)
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1. What's the role of radio in the jungle of technology and the plethora of TV channels and the Internet?

Radio is a daily mobile companion that keeps the listeners company in the car, at work, in the shops and restaurants, at the Gym, at the Ski Slopes, on the beach, contrary to the TV and internet. It's also a free service that anyone can access at anytime whilst the internet is a paid service.

In addition, even when you're on the internet, you can log on to the radio station's website and listen to it live while surfing the net, you can even listen to the recorded shows on the Mix P.o.d.cast , that's besides checking the station's site for news, photos, shows information, events calendar, Top 20 , new music.

Radio is also easily interacted with, the listener can be involved through requesting a song at anytime, taking part in a competition. The relation between the listener and the radio is personal, it's a 24 hours per day companion, available at anytime.

2. Does your station survive from the advertising revenue? Do you have any relationship with the state and if yes how does that impact on your performance?

In our present situation in Lebanon, it 's hard to survive only from advertising revenues contrary to Cyprus and other markets, that's why we need to do several activities in Lebanon and the region from events and various productions in order to cover our expenses.

In normal days, the advertising revenue does the job, for example, our media representative did an amazing record breaking result in the first 6 months of 2006, until the war started in July and ever since, the budgets went down dramatically.

As for our relationship with the state, we get moral help from the ministry of information and the ministry of tourism gives us also moral and limited support in the events we produce.

3. Why should one tune to your station?

Innovation is a way of life. Making the station much more than a jukebox or music service, we have positioned Mix FM as the first place the audience turns for first class entertainment of all kinds. As it was described by the head of Jury of the IRC awards in 2006 in which Mix FM was announced Best Radio Station in the Middle East 2006, Mix FM is an uplifting feel good progressive station.

Plus, you can be in touch with the biggest concerts and events organized in Lebanon, Cyprus and the whole Middle East and you have a chance to win every day great prizes, and to meet artists and DJs. In 2006, winners on Mix FM met the Black Eyed Peas, Avril Lavigne, Paul Van Dyk, Massari, Anastacia, Robbie Williams and many more.

Sound wise, the processing and material we have make the sound of the station one of the most advanced in the world, and our link to the biggest radio related companies around the world make our listeners enjoy listening to it, and the main point is we keep our sound in continuous touch and understanding with the local market and its needs.

The station is also community minded. We did a party for peace in November, the attendance was overwhelming with thousands of people and the pre-party a day before the event was dedicated to the Red Cross.

Recently we did a Road Awareness campaign trying to play our part into making driving in Lebanon safer and persuading the Lebanese to respect traffic lights and speed limits. The campaign's entitled: "The Mix FM Road awareness campaign – Driving towards change"... Plus we're doing a peace campaign in December with quotes from the big icons in history with a simple message: "Peace is the best option... Mix FM is the station for the Peace generation".

4. What, as a broadcaster, are your grievances and aspirations?

You notice that sometimes there's a lack of fairness in the market, some big budgets are forwarded on other mediums that has proven to be less effective than Radio.

A promotion for 2 or 3 weeks on Mix FM brings thousands of people to the advertised event or activity, which shows the power and persuasion of the radio station.

However, we get smaller budgets comparing to other mediums, whilst the Radio industry deserves more attention from the agencies and clients as it is one of the essential selling tools worldwide.

We have seen a great progress over the last year (besides the decrease after the war of course), but more effort needs to be done to get closer to the worldwide figures.

5. How does your station compare with foreign radios such as BBC, Monte Carlo and Sawa etc?

We have considered radio stations in every major city and taken strategies for programming, promotion and production from the most successful of them. We have expanded on the methods and philosophies we have learned and melded them into a forward thinking, progressive radio station. The result is a steadily expanding audience and ever growing revenues.

Mix FM is now described as a better station than most European and American radios, The head of production of the biggest entertainment / media group in the USA "Clear Channel" works with us on the creative part and depicts Mix FM as good as Kiss FM LA, Z100 New York.

We work hard every day to give the most advanced output to our listeners and our country, and we are a passionate and energetic team, full of motivation and with a will to always go the extra mile.