



Virgin Radio - Happy 1st Anniversary

Dear Friends,

This time last year we were celebrating together with Sir Richard Branson the official launch of Virgin Radio Lebanon... And what a year it has been!

To recap just a few of our achievements together over the past year:

- VRL Introduced the "10 hits in a Row" format, which guarantees double the amount of music in between each commercial break in comparison to any other radio station.
- VRL has so far given over 450,000\$ worth of prizes in its first year of operation, and, currently VRL is giving its listeners the chance to play for 100,000\$ cash everyday throughout this month of celebration.
- VRL has sent, and continues to send, monthly winners to every major concert around the world.
- Both the morning show with Anthony & Frankie and the afternoon show with Kris Fade currently average over 5,000whatsapp messages per program, highlighting their leading positions in the market as well as VRL's massive reach.

VRL Broke all records on Social Media:

- VRL's Facebook page is fast approaching 500,000 genuine fans, in only one year since launch.
- VRL's Facebook page has the 10th highest interaction rate worldwide and is also ranked number one in the "talking about it" radio station category across Facebook worldwide (figures which are publically available).
- VRL's Instagram account is fast approaching 60,000 genuine followers.
- VRL has introduced the next generation of interactive radio, and a first in the region, where listeners take full control of the studios and get notified before their favorite song is about to air. Over 168,000 notifications have been sent so far to listeners since its introduction in April of this year; while, VRL's app is the most downloaded Lebanon based app over the past 12 months.

- VRL launched the most advanced studios across the region, and, starting this summer, the VRL studios at Al Moudir Building, Jal El Dib, will be open to live studio audiences.

The list goes on & on...

This is but a brief example of where Virgin Radio Lebanon currently stands!

It truly has been a phenomenal year in which Lebanon has embraced Virgin Radio in a way no one expected... So: THANK YOU ALL... Every single person within the VRL team feels enormous pride!

We promise to work even harder, as we are just getting warmed up and the best is yet to come!

Virgin Radio Lebanon - 89.5FM