

COOL WAZOBIA INFO AREWA

CORPORATE PROFILE





A B O U T U S

STEAM Broadcasting & Communications Limited a member of AIM Group, a privately owned company, which was established in Lagos, Nigeria in 1992 when the Broadcasting Industry was deregulated and has since grown to become one of the leading multi-disciplinary Broadcasting and Communication Company not only in the Country but also in the Continent.

STEAM Broadcasting & Communications Limited is registered with the Corporate Affairs Commission with Certificate of Incorporation RC. 207701. STEAM has its headquarters in Lagos, and regional offices in Abuja, Port Harcourt and Kano



A B O U T U S

We offer multi-disciplinary broadcasting and media communications services covering a wide spectrum of studies from project appraisal stage and consultancy up to integration and commissioning, through the maintenance stage. We are also active in Telecommunication as an Internet Service Provider With over two decades of experience in RADIO and Television supply, installation, integration, commissioning and training, we are your one stop shop in the broadcasting and communications Industry.

H I S T O R Y

Steam Broadcasting and Communications Limited was established in October, 1998 with the sole aim of top notch entertainment in the radio broadcast industry and this birthed Cool FM 96.9 in Lagos. Ever since, three successful brands, namely Wazobia FM and Nigeria Info FM have also been birthed in Lagos and replicated in major cities in Nigeria, namely, Abuja, Port Harcourt and Kano. Arewa FM fondly called the baby brand is in Kano.

The commencement of Cool FM redefined radio broadcast in Nigeria, as it is known to be the Number One Hit Music Station that not only entertains, but also informs and educates its teeming audience. Wazobia FM has grown to be a household name and with its peculiar style of broadcast, the Pidgin-English, making it the grass root station. Nigeria Info is the first talk, News and Sports Radio Station in Nigeria.

Through its various talk shows, it has been able to enlighten, educate and broaden the knowledge of its teeming audience on political and human angle stories. Our newest is Arewa Radio, located in Kano state, in the northern part of Nigeria. It is a talk station that broadcasts 100% in Hausa language. It has generated a whole lot of follow-ership within its short existence in the radio broadcast industry. The programs are both human angle and politically oriented.





Promoting Diversity Through Multi-cultural Programming

At Coolwazobiainfo, we value diversity as a cornerstone of our business, our people, and how we recognise our differences to embrace diversity. We are committed to cultivating diversity throughout our company, including people of different ethnic backgrounds, colour and demograph. As a company that scores very high on the Human Campaign corporate equity index, we strive to create an inclusive culture which includes and supports identity, ability and orientation. We are dedicated to attracting and developing diverse, talented workforce that creates and delivers a spectrum of content for our diverse audiences across multiple platforms and live events.

H I S T O R Y

Cool Fm, "Your #1 Hit Music Station", is a Nigerian Based music station with a global reach. It has Frequencies across 4 of the 6 Geopolitical zones in Nigeria.

Cool Fm is one of the most popular radio stations in the country, It operates in English language and plays a lot of popular music, 24 hours both on air and online. Coolfm was founded in October 1998.



Format
it is 70% Urban
contemporary
and 30% Adult
contemporary
music content

Target Audience

Our core target Audience is **15-45**



S H O W S E G M E N T S

GOOD MORNING NIGERIA

The on air personalities take you through the Good-morning Nigeria Show, from 5am to 10am, every weekday with awesome elements. The goofy and quirky personalities in different states around Nigeria have quick fallen into the pattern of a young married couple. So whether they bicker or bond, you still gotta love them either way.

ROAD SHOW

Their group name differs however these on air personalities take over for the road-show, weekdays from 3pm to 8pm. They are always joined by the celebrity Q&A, COOL Best 20, Community hour, did you know facts, Drive-time Request and Hot Topics. The road show has its own brand of silliness, while on your drive home, its one thing or the other with these on air personalities, so catch up with all the drama with the super cool duo on coolfm 96.9.

MIDDAY TRAVELLERS

This comes in right after Good-morning Nigeria show, weekdays from 10am to 3pm. The show keeps you glued to your radio with crazy banter and element likes Question of the Day, Midday Hi fiver, Entertainment, Odd News and fun facts, Destinations, Girl Talk, Fashion & style, and off course something to laugh about courtesy of your on air personalities, sometimes you tend to wonder where they get the energy from, you just have to tune in to find out.

NIGHT CAFE

A laid back soft spoken session that makes listeners share their thoughts and problems controls the night cafe. The audience begins to unwind from a busy day at work. The on air personalities uses their vast knowledge, voice and choice of music to soothe and ease of the day's tension every weekday from 8pm-1am. With different segments that spans from relationship to sex and offering counseling in this areas, Coolf fm has you covered, with each on a ir perosnalities renaissance shineing through, in more ways than one.

A W A R D S

COOLFM	TEENS 3RD ANNUAL FAVOURITE AWARD	TEENS FAVORITE RADIO STATION	2002
COOLFM	CMA CELEBRITY MEDIA AWARDS	BEST ENTERTAINMENT RADIO	2012
COOLFM	NIGERIAN BROADCASTERS AWARDS	BEST RADIO STATION OF THE YEAR	2011
COOLFM	APCON	MOST COMPLIANT RADIO STATION IN MEDIA CATEGORY	2013
COOLFM	NIGERIA BROADCASTERS MERIT AWARDS	(TALK SHOW) ROAD SHOW WITH FREEZE AND KAYLAH	2013
COOLFM	PERFORMING MUSICIANS EMPLOYERS ASSOCIATION OF NIGERIA (AWARD OF MUSICAL EXCELLENCE)	FOR OUTSTANDING CONTRIBUTIONS TO THE GROWTH OF MUSIC	2011
COOLFM	10TH ANNIVERSARY NIGERIA MEDIA NITE-OUT AWARD	BEST RADIO STATION OF THE YEAR	2016
COOLFM	THE BEATS AWARDS	BEST RADIO STATION OF THE YEAR	2015
COOLFM	NIRA (NIGERIA INTERNET REGISTRATION ASSOCIATION)	BEST ELECTRONIC MEDIA WEBSITE (TELEVISION/RADIO)	2018
COOLFM	ANCOMU	CONSUMER RADIO OF THE YEAR	2003



A W A R D S

COOLFM	TOMA AWARDS	BEST GOSPEL MUSIC	2004
COOLFM	AES EXCELLENCE CLUB	INNOVATIVE RADIO STATION OF THE YEAR AWARD	2015
COOLFM	BROADCAST STUDENT ASSOCIATION	RECOGNITION AWARD	2015
AIM	NIGERIA MODELS ACHIEVERS AWARD	MEDIA ORGANISATION OF THE YEAR	2016
COOLFM	THE NIGERIAN INSTITUTE OF ARCHITECT, LAGOS STATE CHAPTER	MEDIA PARTNER	2018
COOLFM	SHOW GEAR (MAKE MUSIC LAGOS)	IN APPRECIATION OF YOUR SUPPORT AND CONTRIBUTION TO THE SUCCESS OF WORLD MUSIC DAY (MAKE MUSIC LAGOS)	2018
COOLFM	NHMA	RADIO CHANNEL WITH BEST STATION IMAGING	2018
COOLFM	ADVAN	MOST PREFERRED ADVAN PARTNER IN RADIO CATEGORY OF THE YEAR	2006

SOCIAL MEDIA FOLLOWERS



3,5428,308

Coolfm Followers on all media platforms

POPULATION



7,848,988

Coolfm National Monthly listeners

STREAMS



12,300

Coolfm daily Streams from online Visual & online radio

COOLFM IS YOUR #1 HIT MUSIC STATION,

“COOL FM 96.9 SERVED AS AN INSTITUTION THAT TRAINED AND DEVELOPED ALOT OF PERSONALITIES IN THE BROADCASTING INDUSTRY ALL OVER NIGERIA. THESE SAID INDIVIDUALS HAVE GROWN TO BE PILLARS WITHIN THE INDUSTRY”



FM
Wazobia

H I S T O R Y

Your Ogbonge station is the premier Pidgin radio station in Nigeria and It was founded in November 2007. This station is referred to as "The People's Station", Ranked #1 radio station all Nigeria, Brings you a vibrant blend of indigenous artists from all over the African continent. The radio station broadcasts 4 Frequencies across the 6 Geopolitical zones





Format

Wazobia's Musical and Comical Background is infused with Global and national news, Topical issues, sports, interviews, games and entertainment, gist, all delivered in **PIDGIN**

Target Audience

The set target audience is the masses (**Grassroots**) having programmes that engage them and attract the upper classes also.

S H O W S E G M E N T S

UNA WAKE UP SHOW

Una Wake Up Show nah fresh, entertaining and educative morning show wey get the latest news, trending stories and funny tori wey dey happen around the world every weekday 5am-10am. Dis show dey guaranteed to ginjah you weda you dey house or you dey drive, waka or dey inside bus dey go work or school. The show nah mix of elements wey everybodi go like: from music, entertainment, sports and news and everyday of the show get in own theme

KULELE ZONE

Kulele Zone Show nah show to cool you down as you dey do your daily hustle with all the beta cool music wey dey help person brain booth well well. The show get plenty information like health tips, cooking tips, politics and real life stories wey dey happen to people. The show dey also give advice to people wey get challenges wey fit be for dem workplace or for dem personal life

OGA MADAM OFFICE

Nah midday show wey everybodi dey look forward to becos e dey teach person life lessons every weekday between 10am-2pm. The show get plenty humour and still dey educative to both the old and young. Weda you dey office, shop or work place, you no get shaking at all, becos beta blend of music dey for you to groove all through the show.

EVENING OYOYO

Evening Oyoyo nah night show wey dey on every weekday by 6pm-12am and e dey update country people both old & young of wetin dey sele inside we country for inside news, politics & some kain odd tori wey you no go too hear or see for both radio or television. The show still carry beta humour even as e still dey inform and educate the country people.



A W A R D S

WAZOBIA FM	CMA CELEBRITY MEDIA AWARDS	BEST NEWS STATION RADIO	2012
WAZOBIA FM	RATATAINMENT CONCEPTS	SUPPORT OF AFRICAN INDIGENOUS MUSIC AWARD	2016
WAZOBIA FM	FAB AWARDS	RADIO STATION OF THE YEAR	2011
WAZOBIA FM	ASSOCIATION OF VOICE OVER ASRTISTES NIGERIA	MOST INFORMATIVE RADIO	2012-2013
WAZOBIA FM	CITY PEOPLE AWARDS FOR EXCELLENCE	RADIO STATION OF THE YEAR	2013
WAZOBIA FM	FRSC (ROAD SAFETY REPORTING AWARDS)	IN RECOGNITION OF YOUR ADEQUATE REPORTING OF FEDERAL ROAD SAFETY ACTIVITIES	2012
WAZOBIA FM	PROJECT ALERT CORPORATE ICON	WONDERFUL SUPPORT IN SENSITIZING THE PUBLIC ON VIOLENCE AGAINST WOMEN IN NIGERIA	2009

A W A R D S

WAZOBIA FM	WORLD MUSIC DAY, MAKE MUSIC LAGOS (SHOW GEARO	IN APPRECIATION OF YOUR SUPPORT AND CONTRIBUTION TO THE SUCCESS OF WORLD MUSIC DAY (MAKE MUSIC LAGOS)	2018
WAZOBIA FM	CELEBRITY MEDIA AWARDS	MOST POPULAR RADIO STATION	2011
WAZOBIA FM	AFRICAN ENTERTAINMENT LEGEND AWARD	ENTERTAINMENT RADIO STATION OF THE YEAR	2015
WAZOBIA FM	NIGERIAN BROADCASTERS AWARDS	INDIGENOUS RADIO OF THE YEAR	2010
WAZOBIA FM	MARKETING EDGE	OUTSTANDING RADIO STATION OF THE YEAR	2018
WAZOBIA FM	BRAND HEALTH	MOST TRUSTED BRAND AWARD	2013
WAZOBIA FM	AVOA	AVOA AWARD	2013
WAZOBIA FM	ORANGE GLOBAL ACHIEVEMENT	MEDIA ORGANIZATION OF THE YEAR	2017

SOCIAL MEDIA FOLLOWERS



2,691,235

Wazobia Followers on all media platforms

WAZOBIA FM IS YOUR #1 INDIGENOUS RADIO STATION,

“WAZOBIA HAS THE LARGEST LISTENERSHIP IN NIGERIA ”

POPULATION



9,094,937

Wazobia National Monthly listeners

STREAMS



50,700

Wazobia daily Streams from online Visual & online radio



FM
Nigeria
Info

H I S T O R Y

Nigeria Info 99.3 FM is an all information station. It is Your #1 Talk, News and Sports Station was founded in October 2011. It is the first station to broadcast its format in Nigeria. It focuses mainly on local and international news with a blend of talk & Sports shows, while addressing current affairs and topical issues. It's a 24-hour station that would also relay premiership matches every Saturday. Bill Torch consults for Nigeria info and trains the Nigeria info crew to operate at the standard of its counterparts abroad. Nigeria info Fm broadcasts with 3 frequencies across the 6 Geopolitical Zones



Format

It proudly Broadcasts local and international news with a blend of talk & Sports shows, while addressing Current affairs and topical Issues

Target Audience

Our target audience is from 25 and above. , from the A, B & C Social classes



SHOW SEGMENTS

BREAKFAST NEWS DIGEST

Breakfast News Digest is the flagship program on Nigeria info, it comes on every Monday to Friday from 5-10am. Breakfast News Digest is a program that analyzes trending news headlines, national, political, economic, international and various divergent issues through the eyes of experts and professionals. Guest analysts give an in-depth and interesting analysis of the hosts alongside the listeners which brings to the forefront different and balanced perspectives on different local and global issues. Overall, Breakfast News Digest is a snowball of different key elements that makes for an interesting and refreshing radio companionship every morning.

The P. M HUB

This comes in right after Breakfast News Digest, weekdays. The show keeps you glued to your radio with crazy banter and elements like Community U report, I beg to differ, Countdown 2019, International Desk and Global reports and health matters and of course something to laugh about courtesy of your on-air personalities, sometimes you tend to wonder where they get the energy from, you just have to tune in to find out.



Game on

Game On
Femi & The Gang
Sports Coverage & Analysis With
The Country's Best Sports Team

S H O W S E G M E N T S

NIGHT SHIFT

The Night Shift starts from 10pm-4am. Condensely breaks down all conversations and discussion from the days activities, giving out advice on issues from health, politics to relationships and businesses there by motivating the audience to be better individuals. It is always an inspiring time every weekday on the Night Shift



A W A R D S

NIGERIA INFO	NIGERIAN BROADCAST- ERS MERITS AWARDS	BEST NEWS STATION RADIO	2012
NIGERIA INFO	CREATIVE ENTREPRE- NEURS ASSOCIATION OF NIGERIA	AUDIO VISUAL CATEGORY CREATIVE INDUSTRY AWARD	2013
NIGERIA INFO	PRESTIGE NIGERIA EDUCATION AWARD	RECOGNITION OF YOUR OUTSTANDING CONTRIBU- TION TO NIGERIANS EDU- CATION SECTOR (EDUCA- TIONAL RADIO OF THE YEAR)	2015
NIGERIA INFO	PROFESSIONALS EMPIRE NETWORK (PEN)	EMPOWERMENT AWARD	2015
NIGERIA INFO	ASSOCIATION OF NIGERI- AN AUTHORS (ANA)	CERFICATE OF PARTICIPA- TION	2018
NIGERIA INFO	LEAGUE OF SPORT WRITERS	BEST SPORTS RADIO STATION AWARDS	2011

SOCIAL MEDIA FOLLOWERS



1,282,390

Nigeria info fm Followers on all media platforms

POPULATION



3,076,786

Nigeria info fm National Monthly listeners

STREAMS



4,975

Nigeria info fm daily Streams from online Visual & online radio

NIGERIA INFO FM IS YOUR #1 TALK, NEWS AND SPORTS STATION

THE FIRST STATION IN ITS FORMAT IN NIGERIA"





H I S T O R Y

Arewa Radio is Africa's #1 Hausa radio station. We have more news bulletin than any other radio station in Nigeria

Format
**100% Hausa, News,
Talk and Sport**

Target Audience
15-75



**SOCIAL MEDIA
FOLLOWERS**



15,977

Arewa Followers
on all media platforms

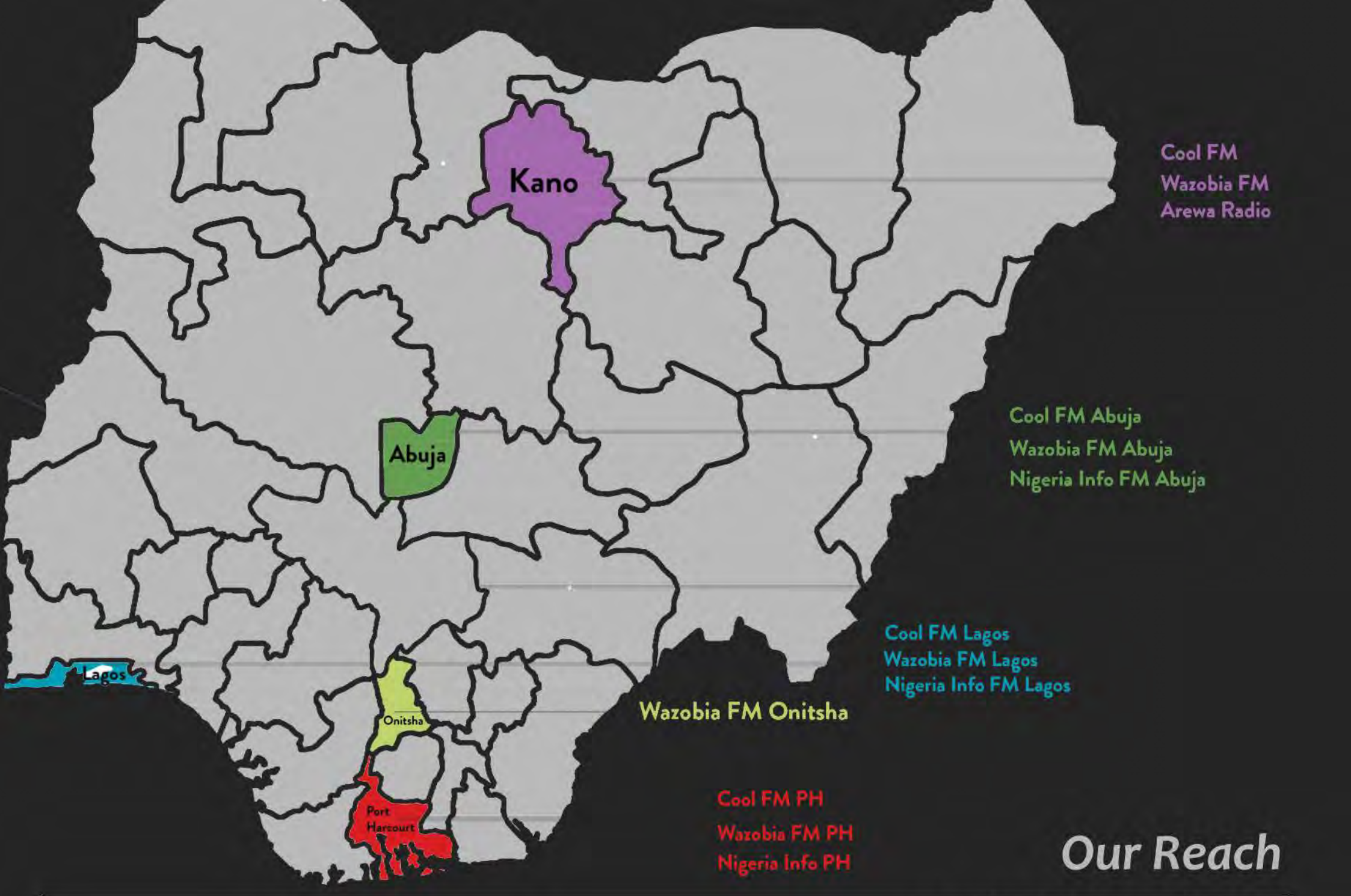
POPULATION



3,023,000

ArewaFm Kano Urban & Rural
Monthly listeners

**“AREWA FM IS RANKED THE
2ND WITH 2.4MILLION
UNIQUE LISTENERS IN
KANO URBAN. THIS IS WAS
ASCERTAINED BY THE GEO
POLL IN THE LAST CON-
CLUDED AUDIENCE CUMU-
LATIVE AND RATING CUMU-
LATIVE REACH”**



Our Reach

V I S U A L R A D I O

Visual radio is foremost a form of radio that enables audiences engage with radio content visually via various social media platform at the touch of a button across different devices.

"We now live in an instant and content-hungry world. Modern radio must compete with multiple attention-grabbing sources, to engage, maintain and grow audiences. This must not be at the expense of making great radio. It should be an addition to it. And we are proud to be the first in Nigeria to do so."

"Serge Noujaim"



COOL 96.9 FM
Logo
#1 Hit Music Station!

Live Interac-
tion Radio
Session 

Outdoor Activa-
tions, Events and
Viewing Centers

360
Value Chain

Social Media
Management

Visual Radio

RC. 207701

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