

# Radio Profile

## Who we are

Omulunga Radio, a privately owned radio station, joined the Namibian airwaves on 1<sup>st</sup> February 2002, bringing a much needed change to Namibian radio. This change included setting its roots deeply into the Oshiwambo community with content based on the needs of the listeners.

Omulunga Radio is complimented by fun on air personalities (DJ Lukas won Best DJ at the NAMA's in 2017), a carefully selected mix of music including afro dance, traditional and local, as well as Gospel on Sundays, creating a pleasurable music experience.

Omulunga Radio broadcasts in 20 villages / towns across Namibia.

## Our Audience

### Demographics

LSM 4 - 8

Target market 29 – 49

56% of the Namibian population is Oshiwambo speaking.

Listeners enjoy public service announcements, news, entertainment and general life tips and tricks.

Listeners prefer to enter SMS based competitions and to reach out and voice their opinions on social media.

### Social Media

Age: 25 - 34

Fans: 47% women | 53% men

Device: Mobile device

