



CITY NEWS & ONLY HIT MUSIC

PLR NEWSLETTER No. 1

Paris APRIL, 2004

PLR WILL BEGIN BROADCASTING LIVE ON 11th MAY 2004

Please send this email on to as many people and businesses as possible (and ask them to do the same) to help boost buzz for the launch of PARIS LIVE RADIO – the first commercial radio station to broadcast exclusively in English.

Remember that you can listen to PLR in a number of ways:

- **Via the internet** at www.parislive.fm;
- **Via DAB Digital Radio** in the Paris Region (1463,232 MHz LG);
- **Via Canal Satellite Digital** (Ch: 122), Canal Plus, NOOS (Ch: 110) and NC Numericable;
- **Via any Satellite receiver** capable of receiving the PLR unencrypted signal from the Astra Satellite which is available all over Eastern and Western Europe;

Dear PARIS LIVE TEAM!

On behalf of the PLR shareholders, I warmly welcome all our readers and listeners to our first monthly PLR Newsletter. The purpose of this Newsletter is to keep our supporters, audition participants, programme contributors and stakeholders up to date as PARIS LIVE RADIO prepares to go live at 7am on Tuesday, 11 May 2004, with our first edition of the **Breakfast Show** with Paul and Angela, followed by **Afternoon Overdrive** with Miss Black and Robbie Nock and the ground breaking late night music show, **Downtime** with Myles Neave and Laura G.

Canal Satellite will be announcing the launch of PLR and one other radio station on this date on their Radio Station Channel 122. Please join up as a PLR member at website www.parislive.fm to receive the monthly PLR Newsletter.

Whilst many of you have been asking for such a Newsletter for some time now, a number of events over the last couple of months have postponed the publication of the Newsletter. Now, I feel confident in publicly announcing that PLR ready to begin broadcasting on May 11, 2004 with the support of a high impact marketing campaign led by the sales and marketing team in association with Canal Satellite.

The daily and weekly shows are ready to broadcast and teams behind each show and the PLR News Room (our team of reporters, writers and contributors) are all ready to go. The issue of employment contracts was addressed last week via a series of one-on-one meetings.

Renzie Duncan
Director PLR



PLR is now less than 30 days away from going LIVE on the air. The following is a summary of accomplishments to date:

1. **PLR received the first commercial radio station license to broadcast exclusively in English.** Initially we will broadcast via cable, satellite, DAB (Digital radio) and the internet. We have already begun discussions with the CSA for an AM/FM license;
2. Auditions have been taking place for the past month and I would personally like to express my thanks to all those who participated. PLR has started sending work contracts to successful applicants. A big thank you to Lawrence Collins for making things run so smoothly;
3. A selection of PLR pilot programmes are now playing at www.parislive.fm. More pilots will be added soon. The following shows are currently available:

- **The hourly and half hourly Paris-focused City News.** The news breakdown is currently: Paris News (40%), National News (20%) and International (40%). This is a guide only and underlines the fact that there is no local Paris news in English in any format (newspaper, TV or radio) - so this is a crucial value proposition to communicate to our audience. Please help PLR spread the word by forwarding emails to your friends and associates.

PLR is the only English news source (aside from CNN and BBC) on digital TV and is only a click away on the internet. The « PLR Newsroom » is a cornerstone of the station and will be one of the main reasons people click over from CNN and the BBC – PLR is a fresh and unique perspective on the news, events and daily in the city we all love, Paris.

- **The “Breakfast Show” with Paul Vincent and Angela Carrington** (07h00–10h00, Mon to Fri). The only way to start your day in Paris - you'll be better informed than the locals!
 - **“Afternoon Overdrive” with the luscious Miss Black and Robbie Nock** (16h00 – 20h00 Mon to Fri). 3 hours of titillating company with two dynamic hosts who thrive on life and airtime. 3 hours of mixed musical ecstasy from rock to pop and funk to hip-hop, 3 hours of rib tickling, cultivating, brain-storming and traffic informing mayhem hosted by Miss Black and Robbie Nock. The only way to live the Parisian experience is to listen in to the Afternoon Overdrive.
 - **“Downtime” with Myles and Laura** (22h00 – 02h00), Wed-Sun). Featuring the latest avant-garde and underground music from the depths of Paris and around the world – France’s cutting edge music show with no ads or news to get in the way.
 - **A number of great comedy sketches by Doug and Shelly such as “Counterpoint” a parody of Fox News and 3 Bruce Beemer”.** Guaranteed to make you laugh!
 - **“Frankly Speaking”** – an hour interview with some of the most interesting and unlikely Paris based people brought to you by author and all-round Francophile, **David Applefield**. Visit David’s site www.paris-anglo.com and sign up for his weekly newsletter “My Mercredi” to save you running for the dictionary.
 - **“Classical Paris”** – an hour long historical and contemporary look at the Paris classical music scene with **Jon Tolansky**.
4. **The PLR website is currently being upgraded** and a fully interactive web site is currently being developed to replace the existing site which is now limiting our operations. There is however a membership page where people can sign up for the monthly PLR Newsletter.
 5. PLR has estimated the audience potential digital TV outlets at around **10 million satellite, cable & digital subscribers**. Additionally we have another 2 million potential listeners via satellite in Spain as a bonus.
 6. **PLR’s new studios at 92 Boulevard de Clichy**, are next door to two world famous Paris landmarks – the Moulin Rouge and Le Loco (Metro Blanche – Line 2). We will also be able to broadcast live performances from the 700 people capacity venue directly above our studios at



O'Sullivan's by the Mill. Incredibly, the soundproofing of the building is so good that even when a band plays above the studio it can not be heard in the studio. Many of you have heard the issue with the "toilet flush" coming through to the entrance area of our studio from O'Sullivan's. This issue has now been solved by reorganizing the positioning of the main recording studio. We now have the key for the side entrance and once the security system is in place that will become the entrance, rather than tramping through the bar.

7. In the short term, **the main live studio room** is being set up in what has affectionately become known as the « Hobbit Office ». The control room will be set up (with video link between the two) in the existing studio where we held the auditions. The work to get the whole radio station assembled will take about 3 weeks. Unfortunately the sound proof studio boxes that we're an option to deal with the "toilet flush" could not be delivered in time to launch and it was likely that the toilet could still penetrate. The latest plan removes any toilet noise from the recording studio and that can only be good.
8. PLR will **broadcast live on the internet** with COMFM at www.parislive.fm and will also be accessible through www.comfm.com. We will also feature links from partner websites such as: Canal Satellite, Paris Voice, Connections, "Where" Magazine, www.paris-anglo.com operated by our "Frankly Speaking" host, David Applefield and many others.
 - PLR has built a **15,000-member monthly mailing list** and established a **membership club** to receive to our monthly newsletter;
 - A **marketing plan** has been developed to blitz Paris with articles across all English and French press, radio and TV during PLR's launch this May.
9. The PLR **"Battle of the Bands" Competition** - running throughout 2004 - will culminate with "PLR Band of the Year Award" for the best new rock band in France.
10. **Digital Audio Band (DAB) Radio** - You will now be able to listen to PLR in the car or via portable radio. The new DAB radio broadcast system is a ground based (like AM/FM) radio transmission system, but is digital rather than analogue. Because of this it is possible to listen to the radio in the car or by portable radio with laser quality sound, with absolutely no annoying interference.
 - PLR has secured an agreement with www.vdl.com to broadcast in the DAB signal from the existing DAB broadcast Tower in La Defence, and covering Isle de France.
11. **The Launch.** The studio equipment has been purchased and the studio is now being renovated. We are aiming to have a fully operational radio studio by the third week of April. PLR has signed the contract with France Telecom that will install the satellite feed to Canal Satellite and the dedicated ADSL lines for the internet broadcast via www.comfm.com. The office is equipped with a WiFi internet system. We expect a fully operational office by April 25th.
12. **On the home front.** The great news is we've settled and signed the lease with O'Sullivan's. This now our permanent home and we can do what we want with it.
13. **Meeting with SACEM.** We recently had our first meeting with SACEM (the organization that manages the rights of authors) and they informed us that we are obliged to keep a record of every song played. We will be installing special software to meet this requirement.
14. **Marketing PLR.** A lot of long hours have been put into this area over recent weeks and subsequently our marketing and sales plan has been finalized. We will soon be sending out press releases announcing our arrival as well as starting to drive advertising business. The current website is being revamped to include the live listening feature plus heaps of info on the happenings around Paris. Also, you will soon be issued with PLR business cards announcing our launch date to hand away at your will.