

# Radio World

INTERNATIONAL EDITION

REPRINTED FROM FEBRUARY 2008

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## BFM Spreads Business News

By Bernd Trutenau

**M**OSCOW Business FM (BFM), a new station with a new concept, has appeared on the tough Russian FM broadcasting market.

Among the prototypes for BFM was the successful French business radio station B-FM. The new Moscow-based network broadcasts news from the business world around the clock for a prime audience.

### Production facilities

Its owner, holding company Obyedinennyye Media, is already a successful player on the Russian media market, with two newspapers and another Moscow radio station, Kino FM, which broadcasts movie soundtracks.

Currently, the BFM network consists of three satellite-linked stations in Moscow, St. Petersburg and Ufa.

St. Petersburg-based integration company Tract played a leading role in the planning and equipping of the studios and production facilities of the three stations. Tract has installed equipment in over 350 radio stations in Russia and abroad, and partners with U.S. firm Axia, German firm R.Barth KG Elektronik und Akustik and Dutch firm Eela Audio.

BFM Moscow is the parent station of the network and went on air in March 2007, broadcasting on 87.5 MHz with a 5 kW transmitter located on the Ostankino television broadcast tower. The station reaches a potential audience of 12 million listeners. So far, investment in the BFM project amounts to about US\$7 million.

The station shares production facilities with Kino FM, occupying 1,200 square meters of floorspace and employing a staff 220, of which 150 are journalists,



BFM Presenter Aleksey Korneyev in the Studio

analysts and experts.

BFM Moscow has a guest studio with eight microphones, a news studio with two microphones, two separate control rooms and a central transmission management block. The recording facilities include three editing units, two studios and a newsroom.

Key equipment is the Axia IP-audio network and consoles, integrated Digispot II automation and a Telos telephone system.

### Financial markets

For the transmission block and routing of the signals, the station uses Livewire IP-Audio components and the Element modular control surface from Axia. For routing control, BFM uses Axia PathfinderPC router control software.

The Russian-built Tact Digispot II suite includes a DJin on-air station, Trek

2 for the editing of text and sound, the RNews news editing system, RNews Loader for the import of news from external sources, Video Logger, which can record up to six television channels for news monitoring, and the MAG rotation system for music and jingles.

A keystone at BFM Moscow is the newsroom, which features 40 workstations.

Every 15 minutes, BFM provides news and current affairs headlines from around the world, and particularly from the financial markets worldwide.

Every half hour, there is news from leading companies in Russia and worldwide, gathered from newspapers, journals, online sources, radio and television stations. BFM has also implemented a "breaking news" concept.

BFM St. Petersburg went on the air in April 2007. While the station initially

started with relays of programs from Moscow plus inserts of local commercials, there are plans to build an extensive on-air and production center during the first half of 2008, after which BFM St. Petersburg will produce 40 percent of its programming locally.

### National component

BFM St. Petersburg broadcasts on 107.4 MHz, previously used by Radio Leningrad, with a 10 kW transmitter sited in the northern suburb of Olgino. Like the Moscow outlet, BFM St. Petersburg uses a Digispot II system.

BFM Ufa, in the capital of Bashkortostan, is the newest station of the network. It went on air in November 2007.

The programming consists of a national component, rebroadcast from Moscow via satellite, and a local part. The aim is to devote 30 percent of airtime to local programming.



The BFM newsroom has facilities for up to 40 journalists.

BFM Ufa currently has one on-air control room, a guest studio and other production facilities. The on-air unit features

an Axia Element and Digispot II automation. Also in use are two Telos Zephyrs for signal delivery to the transmitter in IP mode. BFM Ufa broadcasts on 107.5 MHz with a 1 kW transmitter. The frequency earlier relayed Radio Maximum.

For satellite listeners, the station is available on the Yamal 201 and Intelsat 904 satellites. The Yamal 201 signal covers most of Russia from the western border almost to the Russian Far East.

The Intelsat service provides prime reception in western and central parts of Russia. These downlinks will also serve as feeds for new sister stations, which BFM is planning to launch in major towns throughout Russia over the next several years.

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One of the Two BFM Control Rooms