



In depth – in focus – informed – in English

Dear friends in Showbusiness !

I am best known for my long spanning career producing Arts shows and reviews in showbusiness, broadcasting across European borders, including my home base of Germany for national public radio (ARD, RIAS, BR).

My personal history took me to London, where I was based until 2009, the year I launched my own online radios (“Popmundialradio.com”), keeping up with music of all genres.

I am grateful to have you as a contact and happy to present this:

BUSINESS OPPORTUNITY in Berlin:

DEADLINE for an application for a license: **March 31st, 2021**

(next opportunity unknown) – filling a gap that NPR and BBC WS may leave !

PROJECT: an FM radio station in Berlin and the surrounding region in **ENGLISH**

LAUNCH DATE: **November 2021**

PROPOSED NAMES: Artists for Arts, Berlin Mondial or Popmundial Radio Berlin

PROJECT COORDINATION:

Dietmar Joachim Bohne, born 1960 Berlin,

1984–2000 arts/showbusiness journalist ARD, RIAS BERLIN, BR (Rainer Wallraf)

2000–2006 freelance producer BBC Radios 2–6

since 2009: Entrepreneur, owner of Popmundialradio.com

BUSINESS OBJECTIVE:

Crossmedia marketing/PR/information “tool” based on an FM station for **the Arts**, local and international, with an all genre music mix. Details to be discussed.

PUBLIC REGULATOR: Landes Medienanstalt Berlin Brandenburg (MABB.de)

TARGETTED MARKET:

are 6 Million people in Berlin and region, plus a world-wide audience via online streaming ! It will be a stand-alone niche product as AFN.

EXISTING ASSETS:

enable the project to “go live” within an hour ! There are crossmedia online platforms, websites, a base of 3 million tracks of music, interview archive and digital studio equipment, incl. software and licenses with Popmundial Radio.

TO SET UP: are a “STUDIO Base”, a home office with STREAMING connection; plus an OFFICE/Swithboard: anywhere in the world with internal, streamed communication channels (Intra-TV)

NEW GOAL: ARTIFICIAL INTELLIGENCE

in a real interactive radio with an intelligent, personalised music selector to be introduced/developed – discussed (start-up joint-venture with a leading NRW based business and Fraunhofer Institute/University Erlangen)

MARKETING / FINANCIAL PLAN: depending on participating bodies

FUNDING: to be discussed, but I can imagine an “Artists for the Arts”, either foundation of selling shares in slight alteration to the “Cats” - model. Advertising is as much as possible off the radio (product placement), but online. Any artist, who is participating at the end of the day profits from royalties by German GEMA !

REASON FOR SUCCESS:

After covid-19 nothing will be the same as before: FM and TV will change; though some think of a period like the “Roaring 20s” to come, people certainly will be looking for substantial entertainment – safe at home. Media in multiply sources will melt together much faster.

CONCLUSION: Berlin, though highly regulated, is always a good starting point for a try-out, as **Berlin is known to be a worldwide test market ! It’s a unique chance**, as the Allied radios are losing their license here. We ought to have started yesterday! Please note: The legal framework need not to stand by end of March !

Please don’t hesitate to contact me for all details !

YOURS

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