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NEW CONTRACTS

Moroccan Eco-Media Launches Radio Station With NETIA Radio-Assist

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Eco-Media, is launching a new Casablanca-based radio station built on NETIA's complete Radio-Assist 7.5 software range.

Atlantic, the new French-language station, broadcasts nationwide with one broadcast focused on Casablanca and the other on the Rabat region.

"NETIA's Radio-Assist software provides Atlantic with specialized yet totally integrated news broadcasting software," said Mr. Younes Yamouni, director of the new radio station. "Radio-Assist offers the functionality we require to bring Eco-Media's professional reporting assets and knowledge to radio listeners across the country, and it provides the flexibility necessary for the evolution of Atlantic, one of Morocco's first privately held radio stations, as a leader in providing news and financial information."

Atlantic is deploying the whole range of Radio-Assist 7.5 software. The facility is equipped with two On-Air studios running Air-DDO, 17 journalist workstations, two recording booths, one planning workstation, one feed workstation, and one administration workstation. NETIA's Script dispatch-processing module will be used in the Atlantic newsroom to capture, filter, and process news feeds from the Maroc Agence Presse and other news agencies.

NETIA's Radio-Assist 7.5 range of digital audio software programs covers the entire operation of a radio station, so staff members at Atlantic are able to use a single application to record, edit, or prepare a playlist. With Radio-Assist each stage of the broadcast process is covered, from production to broadcast, including acquisition, sound-file editing, commercial and music production, newsroom systems, scheduling, multicasting, and administration. With its modular structure, the Radio-Assist 7.5 range can adapt to the unique requirements of specific radio stations - both in the present and in the future as a station evolves.

"Atlantic is one of the first private Moroccan broadcasters, and it is the only such project - since private radio was authorized - to be launched by a professional press group," said Jean-Philippe Lasserre, Project Manager at NETIA. "Radio-Assist provides the station with the flexible tools necessary to bring sophisticated radio programming to its audience, and we're confident that Atlantic will make the most of our modular system in providing key news and financial data to the rapidly emerging Moroccan market."

Atlantic is a privately held radio station owned by leading Moroccan press group Eco-Media and operated out of Casablanca. It is the first privately held station to offer news and financial information, and it builds on Eco-Média's expertise as publisher of L'Economiste, the country's leading French-language economics-oriented newspaper, and Assabah, the leading Moroccan daily. Together the two papers claim 60 percent of the country's market share.

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