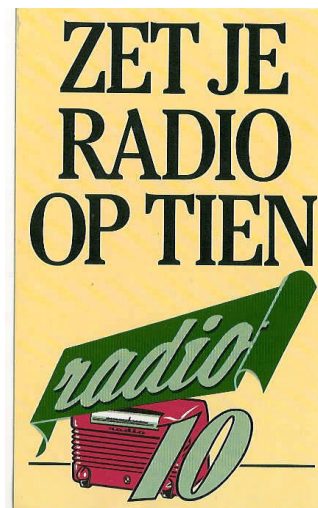


RTL NL NEW OWNER RADIO 10

January 5th 2010 is the day the longest running radio station in the Netherlands, Radio 10 Gold, was sold by owner Talpa Nederland. Talpa owner John de Mol bought the station in 2003. New owner is RTL Netherlands. Bert Habets, CEO at RTL, told that the station will be a beautiful way to complete the radio stations within RTL Netherlands .



RTL Netherlands has already Radio 538, which is the most popular station today, as well as the digital radio station RTL Lounge. Radio 538 can be received terrestrial as well as on cable networks and by satellite and internet. Radio 10 Gold has no terrestrial transmitter, although in the past they had a very powerful AM transmitter, which made them very popular in England.



John de Mol thinks that selling the station to RTL Netherlands is the right decision as RTL will give it much attention it needs. Radio 10 Gold is aimed at

a female public as Radio 538 is a youth station with a pop format. Next to that John de Mol still has an eye on Radio 10 Gold in the future as he is also shareholder in RTL Netherlands. It's not known if the new owner will go for a terrestrial license again in the future.

The daily running of Radio 10 Gold will be done by the Radio 538 team. Radio 10 Gold started in on April 4th 1988 under the name Radio 10 and was an initiative from Jeroen Soer, former deejay at Dutch Public Radio VARA. Commercial Radio in the Netherlands was not permitted at that stage. Radio 10 made the programmes however in Amsterdam studio's and sent them by satellite feed to Italy. So officially it was an Italian station, owned then by Retro Zero. Radio 10 used a FM frequency in Milan. Dutch media law permitted commercial radio stations from outside Netherlands on the cable networks so versus an uplink station in Belgium, owned by FilmNet, the signal came into the Dutch cable networks. Deejays from the first days were Ferry Maat, Adam Curry, Daniël Dekker en Jeroen Soer.

On August 15th 1990 the station was bought by the Arcade Record Group and became Radio 10 Gold. So it became a golden oldie station. Tom Mulder became program director. The same organisation started the same year Radio 10 Klassiek (Classical) and became Concertradio. In 1991 a third station came on the air, called Power FM. This pop station was renamed Love Radio, a non stop easy listening station which stayed on the air until December 2001.



Dutch commercial radio was, in the meantime, possible and Radio 10 first was on air on FM on a so called 'rest frequency', officially a frequency for public broadcasters but not in use by those. In 1994 Radio 10 Gold became an AM

license on AM 675, 445 metres. In 1998 Arcade was bought by Wegener publisher and the station got on January 1st 1999 an FM frequency on 103 MHz.

In 1999 the name was changed into Radio 10, so next to golden oldies also recent music could be played. With the slogan 'The biggest of all time' the station took a lot of listeners from other stations. Radio 10 is also known due to the fact they yearly play the Top 4000, a list consisting of songs requested by the listeners.



Hans Knot 2010.