



RADIO KICHEKO LIVE LTD



COMPANY PROFILE

March 2025

Radio Kicheko Live Ltd
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Company Overview:

Radio Kicheko Live Ltd (“**Radio Kicheko**”) is a locally registered company based in Moshi with an initial broadcast license in the District category issued by TCRA in June 2019. The Radio Station commenced airing regular programs from 15th July 2019 following a grand opening ceremony.

After three years of successful operation, in 2022 Radio Kicheko obtained a Regional License which allowed extension of services into new service areas beyond Kilimanjaro Region.

Radio Kicheko’s signal coverage extends to the whole of Kilimanjaro region, Mwanza, Kahama, Singida, Babati, Tanga and neighboring areas of Arusha, Geita, Tabora, Mara, Kagera and beyond border to Taveta in Kenya. Radio Kicheko has gap fill transmission in Same, Rombo and Mamba Myamba in East Same. New coverage areas are Morogoro, Mbeya, Songwe, Kondoa and Dodoma. Plans are underway to expand coverage further to Geita and other regions.

Radio Kicheko differentiates itself from other radio stations by putting maximum emphasis on educational programs focused on the needs and requirements of different types of listeners. These are supplemented by high quality news bulletins both in terms of content and presentation.

Radio Kicheko actively engages in organizing and promoting various advertising and promotional activities including commercial adverts, airtime, live streaming, jingle creation, event planning and social campaigns. Radio Kicheko is well organized and excellently managed to ensure high quality production and strict adherence to the country’s broadcasting laws and regulations in its operation.

Radio Kicheko boasts a rich mixture of high quality professionals including young and upcoming, highly skilled and experienced, as well as reputable retired professionals with collective experience of more than a 100 years in media and broadcasting services.

Vision:

To make people live a peaceful, productive, happier and successful life.

Mission:

To provide timely, relevant, accurate, educative information for their economic and personal needs.

Objectives:

- To educate and empower people;
- To promote peace and harmony;
- To help authorities identify and quickly resolve problems facing people.

Core Values:

- Integrity;
- Compliance;
- Listener Focus;
- Teamwork;
- Creativity.

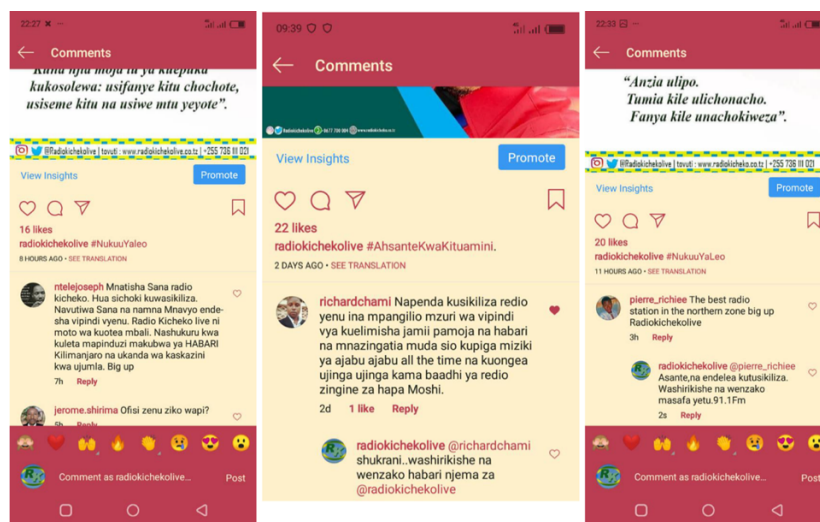
Radio Kicheko's target audience are all listeners of all ages – young people, middle aged, and senior citizens. All of them have something in common and that is the focus. They need timely, relevant, educative information, which can help them succeed in their day to day activities.

Radio Kicheko's listener base has been growing exponentially day after day as the news of its existence and the quality and impact of its programs becomes more clear and evident to the society.

Customer Feedback:

The social media is awash with frequent messages of appreciation and encouragement to keep up the speed and standard Radio Kicheko has already set. Other messages are also coming through corporate numbers.

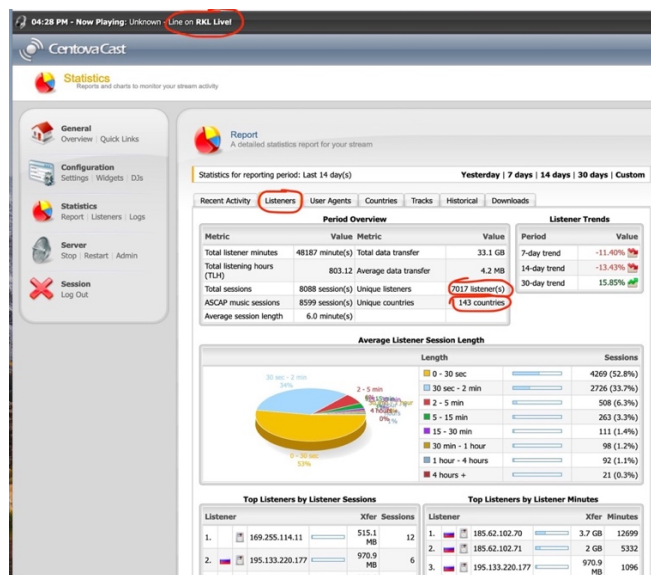
Please see below some of the customer feedback received through Instagram and twitter:



Customer feedback from Instagram

Listener Base:

Radio Kicheko has a wide and growing listener base in other parts of Tanzania beyond our terrestrial service coverage area, and the world at large, through an online simulcast streaming channel hosted on <https://radiokicheko.co.tz> and Radio Garden, TuneIn, Alexa, Spotify, and other online platforms.



Above online listener base analysis shows 7,017 listeners in 143 countries.



Report

A detailed statistics report for your stream

Statistics for reporting period: Last 14 day(s)

Yesterday | 7 days | 14 days | 30 days | Custom

Recent Activity

Listeners

User Agents

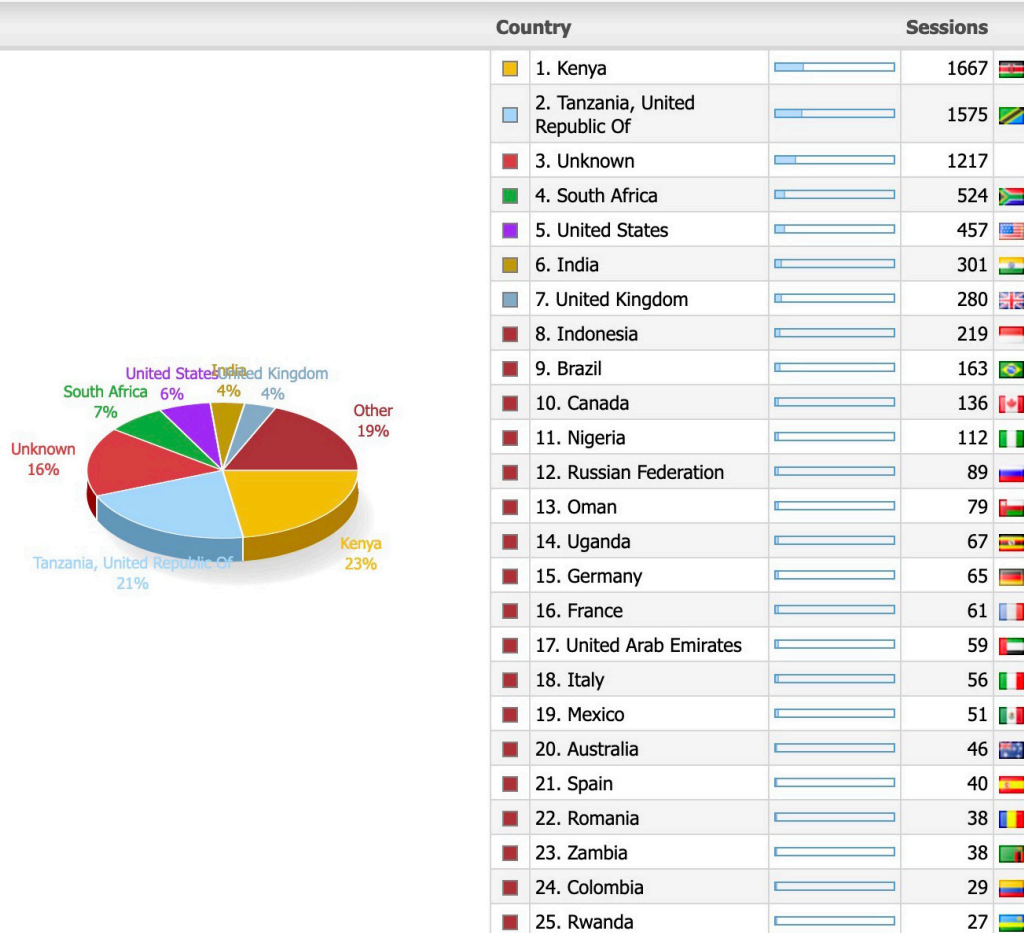
Countries

Tracks

Historical

Downloads

Top Countries by Listener Sessions



Top Countries by Listener Minutes

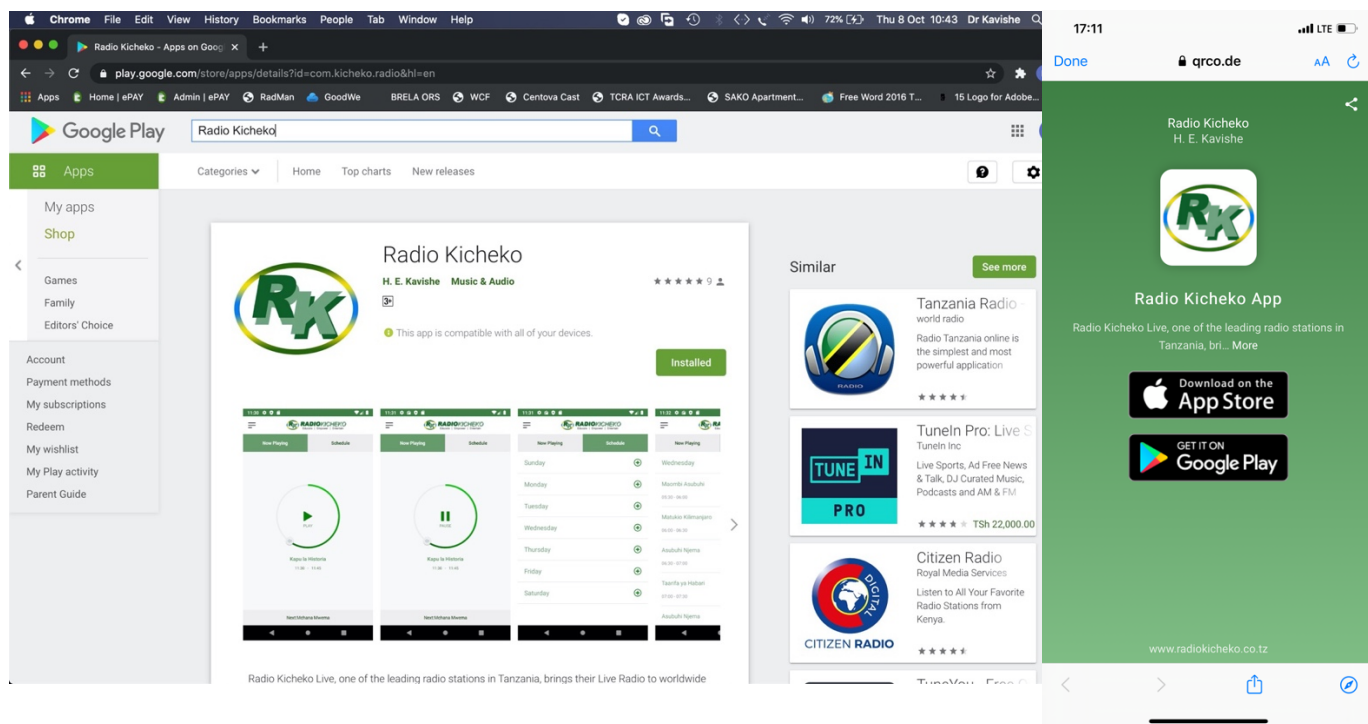
Country	Minutes
1. Russian Federation	19216
2. Tanzania, United	10475

Above online listener base analysis shows some of the countries which tune into Radio Kicheko.

Mobile App:

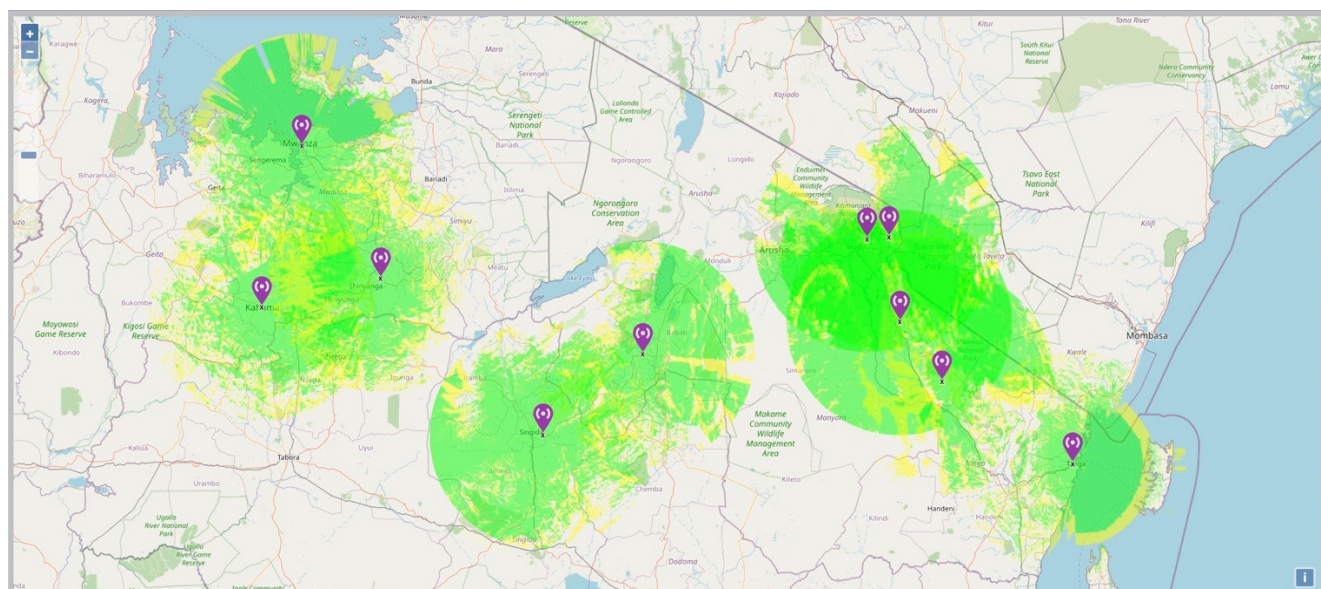
Radio Kicheko has created and published its mobile app in Google Play Store for Android phones and App Store for iPhones and iPads to make it easier for people to listen to its live programs by using their mobile phones, tablets and computers. The App has several functions including:

1. Live stream of the program currently being aired to anywhere in the world at any time;
2. Upcoming next program
3. Weekly program schedule
4. Reminder for program start
5. Timer for program shutdown



Coverage Map:

Radio Kicheko has created the coverage map below which shows where transmitters are installed and their coverage range calculated from transmission power, antenna size and height.



You are welcome to visit our office premises, inspect our facilities and meet our professional team for more detailed discussion on your requirements for informercial, advertisement and program sponsorship at affordable prices.


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