

# A Station Of Firsts - Tnl Radio Turns 25!



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**Sri Lanka's first private English radio station and a pioneer in the industry, TNL Radio celebrates its 25th Year Anniversary.**

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A radio station that started as a “wildest dream” of Niraj Wickremesinghe in 1993, has since shaped the industry's history and changed the lives of listeners. Under his vision, TNL Radio has pioneered features now considered “standard” in radio stations across Sri Lanka. These include short news formats every hour, stock market updates, jingles, a dedicated website and the use of CDs and DATs for state of the art audio quality.

Sri Lankan listeners received their first taste of internationally renowned radio personalities such as Rick Dees and Shadoe Stevens, and more recently AT40 with Ryan Seacrest through the station. From glam rock to grunge, RnB to soul, TNL Radio has sought to introduce listeners to new music that would expand their radio experience while being on the pulse of music trends over the world.

The station's penchant for breaking new ground went digital as the transmission was the first to be streamed online, the first to have its own website, which was followed by Sri Lanka's first responsive website, and the TNL Radio app, which ensured that its signature sound was heard everywhere in the world. In continuing its support of local talent, TNL Radio was also the first to launch an online-based chart show that featured original Sri Lankan music.

From the 17th floor of The Tower Building to the now iconic office on 5th Lane in Colpetty, TNL Radio has grown. Though the locations may have changed, the passion and attitude of the station has been a constant. 25 years on, the station has maintained its edge and caters to the tastes of a whole new generation of music lovers.

### **TNL Radio Was Also The First Station In Asia And The Second In The World To Win The NAB Award In 1997.**

TNL Radio became one of the country's first stations to support local talent with the introduction of TNL Onstage in 1999. The competition set the stage for respected artists and bands such as Santhush, Ashanthi, Brown Boogie Nation, Krebs Cycle and Stigmata who have dominated in the genres of rock, pop, hip hop and jazz in Sri Lanka. TNL Radio was also the first station in Asia and the second in the world to win the NAB Award in 1997. The station swept the boards at the UNDA Awards in 1996 and received recognition as the Top Fashionable Contest at Fashion Asia for TNL Onstage.

TNL Radio became the first Sri Lankan media company to be recognised by four world renowned studios - Sony Pictures, Warner Brothers, 20th Century Fox and Universal Pictures International. The station has also hosted some of the biggest and best movie premieres and it holds record to be the first to have its logo featured as part of the billion dollar Deadpool franchise. With a multitude of events that were spearheaded by the station, listeners in Sri Lanka were introduced to TNL Action, which helped them give back to the community as well as set trends such as acoustic music nights like Simplicity and sporting events, TNL Radio Speed Demon back in 1997.

Currently featuring a contemporary Top 40/alternative format with a significant focus on digital media, TNL Radio has taken its edgy and dynamic personality on air to the web and social media. TNL Radio, on frequencies 99.2 and 101.8, steps

forward with promotions and events to commemorate this milestone year in its own signature style.



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