

Let's make more money

By Dr. Wang

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New succesfull business radio program by Axel Klopprogge and Bettina Born Shanghai, Dec 2005

China listens to 'Let's make more money'

Everybody listens when the show starts with 'Let's make more money'! This popular Chinese radio show, hosted by an international business man is ranking among the top 5 radio shows in 8 key provinces in China within only four weeks. The show combines different topics on financial and business issues with success tips and lifestyle chat.

The weekly show is combined with daily short infomercials on finance and success. The popular show was developed by the RTV/Yerumedi team around Axel Klopprogge and Bettina Born. This show sounds like good advisen from a friend, over a nice glass of wine. It's not about financial news but more about how things work in the world of finance,

real-estate and business. But there are also everyday topics, like dealing with a difficult boss or partner or smart business travel. CEO Axel Klopprogge states:"Of course in China everybody is interested in making money, but we did not think, that this format would be such a success!"

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RTV CHINA/ YERUMEDI develops and markets content for TV, radio, mobile and internet. The competitive advantage of the programs and formats is the intelligent connection between high-quality entertainment and advertising (branded content).

Tags	klopprogge, china, radio, TV, Business
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