Radio 1

Country of Origin	Zambia
Media Owner	Zambia National Broadcasting Corporation (ZNBC)
Radio Genre	Cultural heritage with indigenous languages across dayparts
Coverage	National
Broadcast platforms	FM, Streamed online & DSTV
Language of station	Luvale, Kaonde, Nyanja, Lozi, Bemba, Tongo & Lunda
Audience Reach	2.1 mill daily (approx.) with 27.6% share of total radio listenership
Target Audience	25 – 44, Males 54%, Females 46%