



About

Better Radio Programming is a Swedish-based radio consultancy firm that specializes in optimizing radio stations' music programming and their music scheduling software.

Better Radio Programming consultant, Robert Johansson, has more than 17 years experience working with radio and delivering solutions for all types of formats. Works with all major music scheduling software like Selector[®], PowerGold[®] and MusicMaster[®] and has more than 10 years experience with RCS[®] Selector[®], Linker[®] and MasterControl[®].

Better Radio Programming believe in an individual approach to each client. We work with each station on an individual basis based on their market needs and desires. We find out what's important for you and what your goals are. We don't just bring in an everything "fits all" plan.

Better Radio Programming has major market experience in programming Hot AC, AC, Soft AC, Oldies and CHR and work and has worked with clients in Sweden, Germany, Poland, Denmark and USA.

brings better solutions to your music programming and music scheduling software

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