

MEDIA STATEMENT

For immediate release

11 May 2021

WEBINAR HIGHLIGHTS RADIO'S ENDURING AND POWERFUL ADVERTISING APPEAL

Radio remains a 'fantastic' media buy for business, if not an even better buy than before. This was the conclusion of the webinar "Radio Talent Management: Reshaped and Redefined", held today (11 May 2021) by the *Financial Mail* Redzone in association with the NAB (National Association of Broadcasters).

Despite perennial predictions of radio's demise due to competition from TV and social media, radio has proven its ability to transform, evolve and embrace other media platforms, meaning that today it still reaches nearly 90% of South Africa's population. No other platform apart from TV comes near to attracting such a following. Part of that evolution has been the role of the presenter from beyond being "just a good voice" to extending their talent to social media platforms as well.

The webinar, led by Arye Kellman, Chief Creative Officer, TILT, hosted a panel discussion between leading figures in the radio and the media industry, including Hulisani Ravele, Radio Presenter on 947 Weekend Breakfast; John Walls, Co-owner, Ultimate Media; Anthony Soglo, Business Manager: Fortune Combo R2000, SAFM & Lotus FM; and Martin Bester, Presenter of "Breakfast with Martin Bester", Jacaranda FM.

In discussing what sets radio apart, the ability to connect with the audience, and to evoke emotions, not just on a one-one one basis but within a community, was seen as critical. The old adage "Content is King" remains as true today as ever, with the credibility of radio being a distinguishing factor over social media platforms. As the Covid-19 pandemic has highlighted, in times of trauma people not only turn to radio for a sense of connection but also as a source of trustworthy information.

Both for media planners and radio station sales forces, there is an urgent need to think outside of the box. Radio and social media should not be seen as competitors, but as part of an integrated package to amplify campaigns across the platforms. Multi-show advertising is also neglected, while an important trend is the listening evolution into other audio platforms such as music streaming and podcasts. This is increasingly highlighting the importance of developing audio strategies and embracing these new digital listenership patterns for increased audiences. This will also have the benefit of directing advertising back into terrestrial radio.

While data-led advertising buying is still underutilised amongst local media buyers, media planning strategies have grown in complexity beyond just data, with other approaches needing to be considered. These include 'marrying' a radio talent with a

brand to provide a powerful means of launching a new product, for example. The radio industry itself has evolved considerably in terms of building campaigns around a brand, delivering strong and innovative content that meet the advertiser's needs and that resonate with the audience.

Recognising the importance of listenership numbers to attract revenue, the panel discussion nevertheless emphasised that hiring social media influencers as presenters for their following should be approached with caution. Social media followers do not necessarily translate into listenership figures or the required listenership profile. However, their ability to connect with a large following could still be used beneficially as a contributor on, or producer of, programmes.

Hiring talent is a balancing act, and is not just about being a 'true radio voice' or an influencer, but rather a combination of the two. Today's presenters recognise they too need their own business models and strategies, particularly around which brands and campaigns to be associated with, as authenticity is all important on radio.

A report on the webinar is available on the NAB website: www.nab.org.za

Ends

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For media enquiries, please contact the NAB office on 011 326-2444

About NAB

NAB is a voluntary association that was formed in 1993 to foster and promote the development of a sustainable and robust broadcasting system in South Africa.

It supports the principles of democracy, freedom of expression and the diversity of voices.

As the leading representative of South Africa's regulated broadcasting industry, the NAB members comprise all three tiers of broadcasters (public, private and community) as well as signal providers and industry associates. It has since the dawn of SA's democracy, engaged in policy and regulatory processes that affect the broadcasting sector.

The NAB is funded entirely by its members and responds to a broad range of needs and developments to strengthen and create a favourable climate for a vibrant industry. It established the Broadcasting Complaints Commission of SA (BCCSA) that is recognized by the sector regulator, ICASA.

About NAB Commercial Radio Committee: CRC

The NAB CRC is a Standing Committee of the NAB. It represents the majority of all licensed commercial radio broadcasters in South Africa. This includes the commercial radio services of the public broadcaster (SABC) as well as media groups such as Kagiso Media, Primedia, AME, MSG Afrika, MRC Management Services, eMedia and independents.