

## **MEDIA STATEMENT**

**For immediate release**

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**Johannesburg, South Africa, 15 June 2023**

### **The ‘wireless’ remains popular among SA youth, even as trends shift**

Tomorrow, the National Association of Broadcasters (NAB) will join South Africa in commemorating Youth Day. We honour the youth who lost their lives on 16 June 1976, and recognise their contribution to bringing about the democratic South Africa we live in today. Members of the NAB are committed to serving youth audiences and helping to ensure that their voices are heard, while fulfilling the vision of promoting a broadcasting industry rooted in the principles of democracy, diversity and freedom of expression.

To mark this year’s Youth Day, we shed some light on the evolving radio consumption habits of South African youth. The Broadcasting Research Council of South Africa (BRC) data collected from February 2022 to January 2023 through its Radio Audience Measurement Survey (RAMS), revealed that young people between the ages of 15 to 34 are:

- 40% more likely to listen to radio exclusively on digital platforms;
- 26% more likely to listen to radio at a friend's house; and
- 34% more likely to listen to radio on paid-for or public transport.

Radio has long been a source of shared experiences and enjoyment, and the RAMS findings show how South African youth are continuing the tradition by consuming radio content in social settings. Radio is key to forging connections, and it allows for the exchange of ideas, information, and entertainment.

The data also found that more 15 to 34-year-olds listened to radio than streamed online video (e.g. YouTube), listened to a podcast or listened to music streaming services such as Spotify. The data is significant as it shows that despite the emergence of new online media platforms, the medium of radio remains popular amongst the youth of South Africa. In addition, the data indicates that the youth’s consumption of radio has become more future-focused, with a growing number of young people accessing radio online.

The interaction of young South Africans with radio is evolving and digital platforms are making the medium more accessible and convenient for them. As radio marks its 100<sup>th</sup> year in South Africa, it is encouraging to see that it is still considered one of the most relevant platforms for the youth, who remain eager to engage with its content through apps, smart speakers, computers, and other digital devices, as well as traditional means.

Radio serves as a constant companion during young people’s daily commutes, providing them with a sense of connection to the world around them. The medium continues to demonstrate its power as a portable medium that entertains and informs young people on the move.

*“The BRC findings underscore the resilience of radio in our country. The fact that the platform boasts such high youth engagement against competition from audio streaming services shows just how trusted radio remains as a provider of high-quality, relevant and inclusive content,”* NAB Executive Director, Nadia Bulbulia said.

As we observe Youth Day, we celebrate and recognise the contribution of the youth in the development of a vibrant broadcasting industry and wish young South Africans a meaningful Youth Day.

#### **ISSUED BY THE NAB**

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#### **About the NAB**

*The 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 BCCSA that is recognised by the sector regulator, ICASA.*