

Press release

Radio Ready Gains Global Momentum as South Africa Joins Initiative Now Spanning 23 Broadcasters and Industry Bodies

7 May, London: Radio Ready, the industry-wide campaign to secure radio's place in connected cars, is gaining global momentum, with **multiple** broadcasters and industry bodies joining the campaign.

Extending coverage beyond broadcasters in Europe and Australia, the **National Association of Broadcasters (NAB) South Africa** has now joined Radio Ready, becoming the first African broadcaster association to participate. This marks a significant milestone for the initiative, signalling a new phase of global momentum across more than 23 broadcasters, industry bodies and associations

Since its launch in Summer 2025, Radio Ready has steadily built support across the industry, with growing engagement from broadcasters and partners worldwide. Momentum has accelerated further following the *Connected Journeys* campaign, celebrating in-car radio on World Radio Day earlier this year.

South Africa's participation brings an important new perspective, particularly given the country's strong in-car listening culture, where radio continues to play a vital role for millions of listeners.

This latest phase of growth comes as connected car distribution and platform strategy continue to rise up the industry agenda. At Radiodays Europe, these themes were central to discussions, reinforcing the importance of a unified, industry-wide response.

Commenting on the announcement, Nadia Bulbulia, Executive Director of NAB South Africa, said: "NAB South Africa is proud to join the Radio Ready campaign as radio remains vital in Africa and the evolving media ecosystem. As an industry body representing a wide range of licensed radio broadcasters in South Africa, we recognise the importance of ensuring that radio remains accessible and visible"

As the first African broadcaster association to join this global initiative, we are particularly encouraged by the opportunity to contribute an African perspective to the important conversations around in-car radio – especially in the context of radio expanding across

both private (in-car) and public (commuter taxis) in Africa. Radio Ready aligns strongly with our mandate to support the sustainability and growth of South Africa's vibrant radio sector. We look forward to collaborating with international colleagues in strengthening the position of radio globally."

Tobias Nielsen, SVP Digital, Bauer Media Audio, said:

"Radio Ready is about bringing the industry together to ensure radio remains easy to find and simple to use in connected cars. Seeing the initiative expand - with partners joining across multiple markets - shows the level of alignment and momentum building behind this shared goal. Welcoming NAB South Africa is a particularly important milestone, marking our first partnership in Africa and reinforcing the global relevance of this work."

As Radio Ready expands, it is increasingly positioned as a unifying framework for collaboration - supporting broadcasters, platforms and partners in navigating the evolving in-car landscape and ensuring radio remains easy access for listeners on the move. Broadcasters worldwide are encouraged to join the initiative and help shape the future of in-car listening.

The campaign was founded by Bauer Media Group, Swedish Radio, the European Broadcasting Union (EBU), NRJ, RTL, AER, ARD, Radio France & BBC. For more information visit: [Radioready.info](https://radioready.info)

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About Bauer Media Group

We are a media business focused on creating content that matters to millions of people across Europe. Our offer covers print and online publishing, audio broadcasting and entertainment, Out of Home advertising, and investments in other media related sectors. We are one of Europe's largest Publishers, with almost 500 million copies sold each year. From women's and celebrities' magazines and TV listings to food and special interest, we own some of Europe's most popular digital and print publishing brands. Our Audio business operates more than 150 radio and podcast brands, reaching over 61 million listeners every week. Bauer Media Outdoor is one of Europe's leading Out of Home advertising businesses, with more than 100,000 advertising panels. Family-owned in the 5th generation, Bauer Media focuses on the long-term with a consumer first mindset. Our workforce of over 12,000 shares a common purpose: to deliver content and services that enrich people's everyday lives.

About Radio Ready

Radio Ready for Connected Cars is a pan-European, cross-industry campaign aims to ensure that broadcast radio remains a prominent, easy-to-access and reliable way to listen in the connected car environment; and to make sure broadcasters can connect listening to their own digital products in a way that works for audiences as well as for platforms.

Radio has always been, by far, the drivers' choice of in-car entertainment and information; the free and effortless option that is safe to select while driving. On behalf of the listener as well as the industry, Radio Ready is working to maintain that clear choice into the connected future. Co-chaired by Bauer Media Group and Swedish Radio/EBU, the initiative fosters improved collaboration between the broadcast and automotive stakeholders to ensure that radio's unique emotional connection and reliable service are preserved in the connected vehicles of today and tomorrow. Members and partners include the BBC, NRJ, RTL, Radio France, ARD, DR, Association of European Radios (AER), European Broadcasting Union (EBU), Radioplayer, Commercial Radio Australia (CRA), and Radiocentre, among others.

About NAB

The National Association of Broadcasters (NAB) is a voluntary industry association established in 1993 to promote the development of a sustainable and dynamic broadcasting system in South Africa. The NAB champions the principles of democracy, freedom of expression, and diversity of voices, serving as the collective voice of the country's broadcasting industry. Its membership spans all three tiers of broadcasters—public, private, and community—as well as signal distributors and industry associates. Since the advent of democracy, the NAB has played a pivotal role in policy and regulatory processes impacting the sector. Funded entirely by its members, the NAB works to create a favourable environment for a vibrant broadcasting industry. The NAB members also established the Broadcasting Complaints Commission of South Africa (BCCSA), which is formally recognised by the Independent Communications Authority of South Africa (ICASA)

For more information, industry insights, and campaign assets, visit [RadioReady.info](https://www.radioready.info).

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