

Y

# ABOUT\_

Yired (Pty) Ltd

Established in 1997

First broadcast in October 1997 on 99.2FM

Owned by eMedia Investments

Majority black-owned

First commercial sound licence in South Africa specifically focused on the youth market (18-35)

Broadcast footprint: Gauteng

Current licence stipulates 75% music, 25% talk (of which news is <3%)



# TRENDS IN NEWS MEDIA\_

Y is required to broadcast only 210 minutes of news content per week.

We are exempted from broadcasting news on weekends

As such, Y cannot be comparable to dedicated news organisations.

Still, we believe that broadcast media remains a critical source of news distribution

Multi-platform consumption is the norm in our market segment (youth).

This requires that content is not just broadcast on air, but also be available for consumption and engagement on various online platforms. Y publishes a limited number of news updates on our website and YFM app, as well as on X/Twitter and Facebook (typically 1-2 posts per day).



# BUSINESS MODEL AND SOURCES OF REVENUE\_

Being a commercial broadcaster, Y relies on advertising revenue.

The station's business model is to sell access to audiences (including using sponsorship and promotions).

Digital is bundled with various on-air propositions.

News will always be a part of the business strategy by virtue of:

- 1) It being a license condition, and
- 2) Serving the audience need for knowledge and information.

However, news is an adjunct and is not monetised directly.



# DIGITAL STRATEGY\_

We live in a world where simultaneous consumption of media on multiple platforms has become the norm. Our digital strategy is focused on visibility, reach and engagement with our audiences across various platforms. Critically, content produced for these platforms has to be as relevant as possible. We have not adopted a 'digital first' strategy at all costs, rather we ask our people to 'Think digital first'. Investments made have primarily been in people (there has been a  $\pm 100\%$  increase in number of digital focused staff in last five years)



# ONLINE PLATFORMS\_

## Opportunities

In terms of monetisation, there exists a primary opportunity to generate additional, incremental revenue beyond what the station derives from its broadcast platform.

There is an additional opportunity to access complimentary audiences on these online platforms which will result in a larger audience, in aggregate.

## Challenges

The primary challenge with monetising on online platforms is the long-term, steady decline in average organic reach (and engagement). This is not unique to Y.



# ONLINE PLATFORMS\_

Y's approach in producing content for X/Twitter and Facebook/Instagram is very similar. From a revenue perspective, exposure on online platforms is bundled with on-air activity.

In all instances, the incentive in using these platforms is to gain access to these audiences.

## X/Twitter

Challenges: Declining organic reach (platform's active userbase), prioritising subscription product (X Blue)

## Facebook and Instagram (Meta)

Challenges: Paid-for reach (and therefore engagement) tends to outperform

We have no evidence that Facebook has 'deprioritised' news.

## TikTok

Currently not commercialised. Only gain to date has been in audience size on the platform (reach).



# ONLINE PLATFORMS\_

## X (Twitter)



**#YNews:** Judge Ratha Mokgoatheng will today make a ruling on the admissibility of the confession statements allegedly made by two of the accused in the **#SenzoMeyiwa** case.

Kelly Khumalo is implicated as the mastermind behind Meyiwa's death in one of the statements.



9:04 AM · Mar 14, 2024 · **15.7K** Views

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**@\_DimphoM** is outside at Wits with the **@gwc\_za** crew! If you have not registered to vote, this is your last week to do so!

Pull up on us with your ID to register, it's that simple! **#XChange**

**#DemocracyNeedsYourVoice**



2:09 PM · Feb 22, 2024 · **10.7K** Views

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If we leave for groove at 8pm, what time do we get back?

**#TheWayUp**

7:00 AM · Feb 27, 2024 · **11.4K** Views

View post engagements





# ONLINE PLATFORMS

Meta (Facebook/Instagram)



One thing about break ups... 😊 This is one of the reasons why Hulisani Ravele cut her hair 😊 #TheWayUp

Like Comment Share

5K · 205 comments · 323K views

**YFM** Published by Agorapulse · 8 March at 11:06 ·

Get ready to WIN up to R3000 with MAQ Home Care

Step 1: Watch this 📺 <https://www.youtube.com/watch?v=bd9vAB7Bdc>

Step 2: Tell us what household appliances appears in the ad using #MAQHomeCare + tag YFM

Watch it 'til you QUACK it and #TheWayUp or #HomeRunWithAyandaMVP could be calling you!

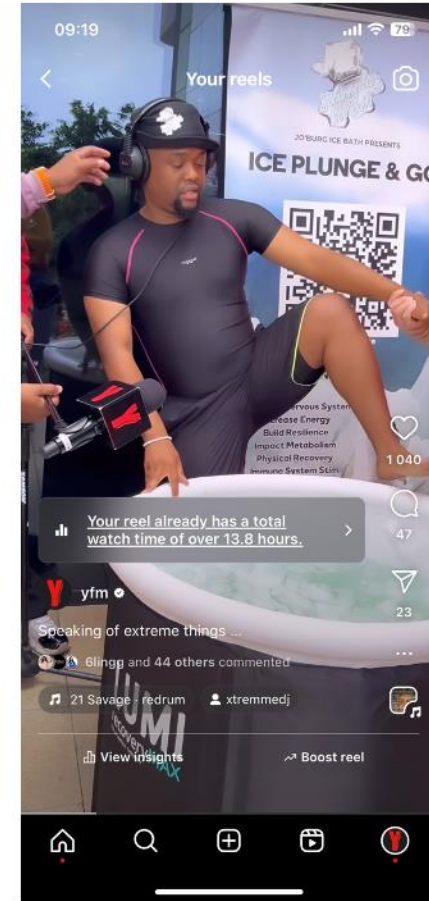


See insights and ads

Boost post

618

594 comments · 147 shares



# ONLINE PLATFORMS

TikTok



# ADTECH VS DIRECT SALES\_

As an independent player in the market, Y has taken a strategic decision to sell our platforms and products directly (on air and digital). This means that we remain the only route for brands and partners to access our audiences on our platforms, i.e. we do not make use of adtech intermediaries.

In effect, we sell bundled access to our audiences.

Y does not monetise via CPM.

Because Y sells an aggregated audience, the data provided by online platforms is generally sufficient for our needs.





**THANK\_YOU**

