

#AudioRevolution

RADIO 2020

POWERING THE DIGITAL AUDIO REVOLUTION



THE POWER OF FIRST PARTY DATA

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Mediamark



adswizz



THE HOW, WHY AND WHEN

Amassing listener data is only the first step. Managing, analysing and extracting insights from it is where the payoff comes from.

Since the start of South Africa's COVID-19 lockdown, ECR and Jacaranda FM have tapped into their first party database of more than 100,000 users to understand the needs of their audience and how the pandemic has impacted them. What we have is a substitute for a loyalty programme - our listeners are engaging with us through different touch-points - content, presenters, shows, events, competitions, social media and more.

The on-air and online content was tweaked to meet the needs of the audience. People are consuming multiple content types: including music, entertainment, and news - and searching for information and entertainment on multiple platforms. A virtual concert was held to give our audience the entertainment they love, from the comfort and safety of their homes.

Right now, our audience trusts us. We have been able to gain really interesting viewpoints into the interests, activities, behaviours, and intent of our audience, giving advertisers the opportunity to target with contextual relevance, as well as apply best practice creative scenarios to each.

THE HOW, WHY AND WHEN



#of respondents

Content survey



2711

Listener survey



18 282

Retail survey



7712

Telecoms survey



3031

Medical aid survey



515

Lockdown behaviour survey



2828

ELICITING LISTENER ACTION

When we ran the content survey in April, the Jac and ECR audience showed an interest in a virtual music event. With this insight, Jacaranda partnered with Tracker to bring the first virtual, multi-artist concert in South Africa, raising close to R350 000.

The Good Morning Angels Benefit Concert was a major success given that the concept was new to the audience and had a very limited time frame for promotion. We managed to reach over a million people with targeted advertising.

SEP

Viewers from across South Africa and further afield were treated to a two and a half-hour concert, featuring acoustic versions of favourite songs played on a concert stage.

The event proceeds will not only support artists but will also help Jacaranda FM's Breakfast with Martin Bester to assist those in need through Jacaranda FM Good Morning Angels.

Other virtual events, such as a women's breakfast, are in the pipeline as well, guided by the insights from this survey. There is opportunity to sponsor these events.

ELICITING LISTENER ACTION

The infographic is a circular chart with a central world map. The central map is titled "LOCAL STREAMS GLOBALLY" and lists broadcast locations: South Africa, USA, Germany, UK, Ireland, Netherlands, France, Australia, Canada, Switzerland, UAE, Botswana, eSwatini, Finland, Namibia, New Zealand, Mozambique, Sweden, Zimbabwe, Belgium, Austria, and Kenya. Surrounding the map are six segments, each with a photo of a performer and specific statistics. The background is a concert stage with spotlights.

SA'S 1ST LIVE DIGITAL CONCERT

11 502 VIEWERS TUNED IN

OUR WEBSITE AND FACEBOOK PAGE ARE OUR STRONGEST ENGAGEMENT PLATFORMS

VIEWERS WATCHED FOR 02:12:01
out of 02:42:55
Average: 01:03:31

4820 TICKETS SOLD
from these outlets:

TOTAL AMOUNT RAISED CLOSE TO R350K

LOCAL STREAMS GLOBALLY
Broadcast viewed in South Africa, USA, Germany, UK, Ireland, Netherlands, France, Australia, Canada, Switzerland, UAE, Botswana, eSwatini, Finland, Namibia, New Zealand, Mozambique, Sweden, Zimbabwe, Belgium, Austria, Kenya

Performers: Prime Circle, Demi Lee Moore, DJ Jazzy D, Martin Bester, Refentse

Logos: good morning angels jacaranda.fm, 94.2 jacaranda.fm, TRACKER

HAVE LISTENING HABITS CHANGED?



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Kagiso Media: @Kagiso_Media

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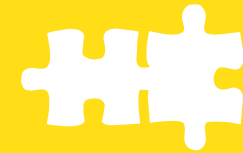
It's clear broadcasting has evolved. Loyalty is increasing and engagement is increasing. The change is on the device. Lockdown has increased radio listening - from cars to digital - and in a poll we ran in early July, this view was confirmed when we noted listening has moved from just terrestrial radio to include streaming on desktop and the app. We know when people are listening to us as well.

The listening survey conducted in April and followed up again in May, gave us a clear indication of when our audience is tuning in. They are listening for more than six hours a day, across multiple devices and starting from as early as 6am, indicating we have a loyal listening audience across the day on both brands. Just look at the fact that more than 70% of the Jac and ECR listeners are turning to radio to hear promotions and sales adverts from their favourite retailers.



Would you like to hear promotions/sales adverts from your favorite retailers on radio?	76% YES	66% YES
Are you listening to more radio during lockdown?	90% YES	92% YES
Of those “listening more” what % is tuning in for 6+ hours daily?	31%	32%
Are you listening earlier or later than before?	49% Earlier 53% Later	49% Earlier 62% Later
When are you listening more?	38% from 6-9am 42% from 9am-12pm	30% from 6-9am 46% from 9am-12pm
Which is your preferred device for listening (radio, desktop, app)?	56% Desktop streaming 27% Radio 16% Across ALL devices	51% Radio 45% Desktop streaming 17% Across ALL devices

CONNECTING IN THE NEW NORMAL



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CONNECTING IN THE NEW NORMAL

Data is not an issue. In the telecoms survey conducted in July, it was interesting to note Vodacom had more share of voice with the Jacaranda audience, while Telkom was the preferred network provider for the ECR audience. Perhaps here is a relationship between customer loyalty and the level of satisfaction in the services offered by Vodacom in Gauteng vs the same relationship in KZN.

When we look at ISPs, Telkom dominates in the two provinces, however, this could be network coverage more than anything else, and we can't ignore that Rain, quite new in the market, is quickly making inroads.

The majority of Jac and ECR listeners are using mobile data to access the Internet, with 36% of Jacaranda's listeners using on average between 10 and 49GB a month, and 40% of ECR listeners using about 10gigs a month. Our listeners are consuming online content at a high rate and are hungry for online content that speaks to them.



<p>How do you access the internet at home?</p>	<p>58% Mobile data 27% Wireless router 10% Fibre</p>	<p>53% Mobile data 32% Wireless router 7% Fibre</p>
<p>On average, how many gigabytes of data do you use a month?</p>	<p>36% uses between 10 – 49GB a month</p>	<p>40% are using 10gigs a month</p>
<p>How much do you spend on cellphone data?</p>	<p>64% spend R500 or less on data monthly</p>	<p>68% spend R500 or less on data monthly</p>
<p>Contract or Pre-paid?</p>	<p>67% Prepaid 33% Contract</p>	<p>53% Prepaid 47% Contract</p>
<p>Network Providers?</p>	<p>46% Vodacom 32% Telkom 29% MTN 16% Cell C</p>	<p>34% Telkom 31% Vodacom 27% MTN</p>
<p>ISP?</p>	<p>29% Telkom 28% Vodacom 16% MTN 5% Rain</p>	<p>37% Telkom 19% Vodacom 14% MTN 7% Rain</p>

LET'S GO SHOPPING



LETS GO SHOPPING

Many businesses have found that most advertising works best when they are created to complement one another. By pairing two—or more—platforms together like social media and radio, you'll be able to extend your reach and increase your overall return on investment (ROI) with a cohesive, effective strategy that engages your current and potential customers. ECR and Jac have a highly-engaged social media audience and by using social media marketing to enhance the radio experience, you can visually bring your story to life.

Our results regarding whether social media inspires buying behaviour proves that brands need to consider digital advertising as a central part of their budgets and plans. With 58% of Jacaranda respondents and 63% of ECR respondents saying it inspires them, it would be detrimental to ignore it. More than half of respondents also said that they are reliant on radio retail advertising to help them make purchasing decisions.

Our audience has taken the time to tell us their thoughts and plans, they trust and value us as a broadcaster and a trustworthy online publisher. They've told us what kind of shopping they prefer – online for KZN and in-store for Gauteng – and if they're interested in DIY or home improvement shopping – a big yes for both audiences.

In South Africa, cash is still right on the money. The country has a large number of credit card users, but when it comes to making purchases, more trust in cash than any other form of payment method. We saw this in the responses with more than 60% of the Jac and ECR audiences preferring to pay for their purchases with their debit cards.



Does Social Media inspire your purchase decisions?

58% yes

66% YES

Do you rely on retail radio ads to make decisions?

57% YES

58% YES

Do you prefer instore or online shopping?

72% prefer in-store shopping

58% prefer online shopping than going to a store

Are you more likely to shop for DIY products and ideas in lockdown?

64% YES

72% YES

Does delivery time affect your online purchasing behavior?

36% have been put off online delivery because of slow delivery times

41% have been put off online delivery because of slow delivery times

Cash or Credit when paying?

64% prefer debit card

66% prefer debit card

Have our more than 1,7 million social media followers heard from your brand?

POPIA READY **hotjar**



So you might be wondering how we managed to get all of this information from our audience while following all Popi regulations and maintaining the privacy of our customers? Through polls shared on the East Coast Radio and Jacaranda websites, Hotjar heatmaps, surveys shared on Facebook, and outbound messages.