

WEBINAR – 16 JULY 2020

#AudioRevolution

RADIO 2020

POWERING THE DIGITAL AUDIO REVOLUTION



WEBINAR – 16 JULY 2020

LET'S TALK ABOUT DIGITAL AUDIO

Mark Botha, Head of Digital at Mediamark
16 July 2020



Mediamark



adswizz

WHAT IS DIGITAL AUDIO?

DIGITAL AUDIO

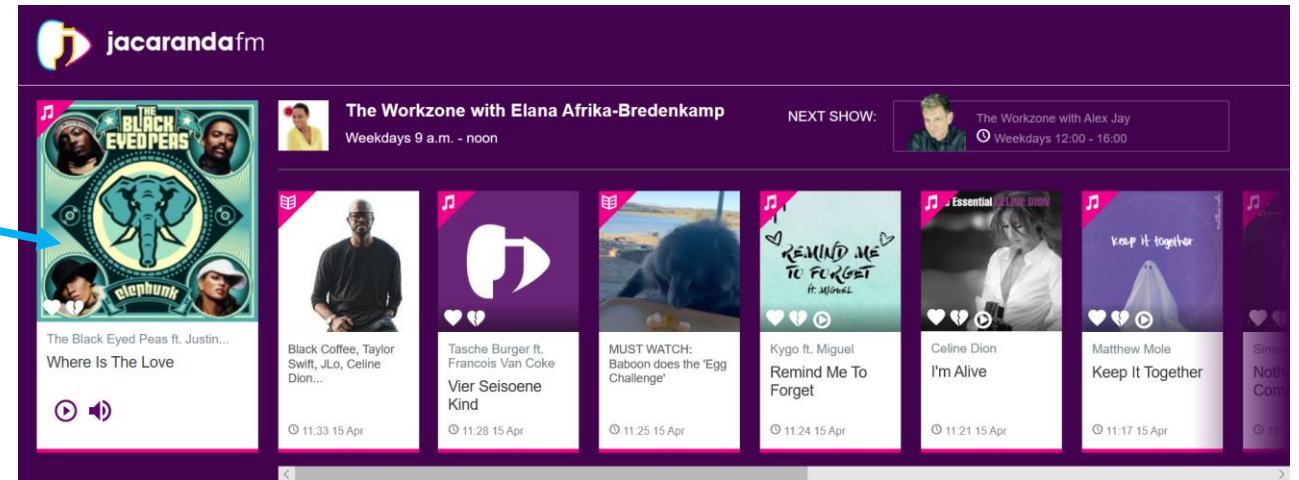
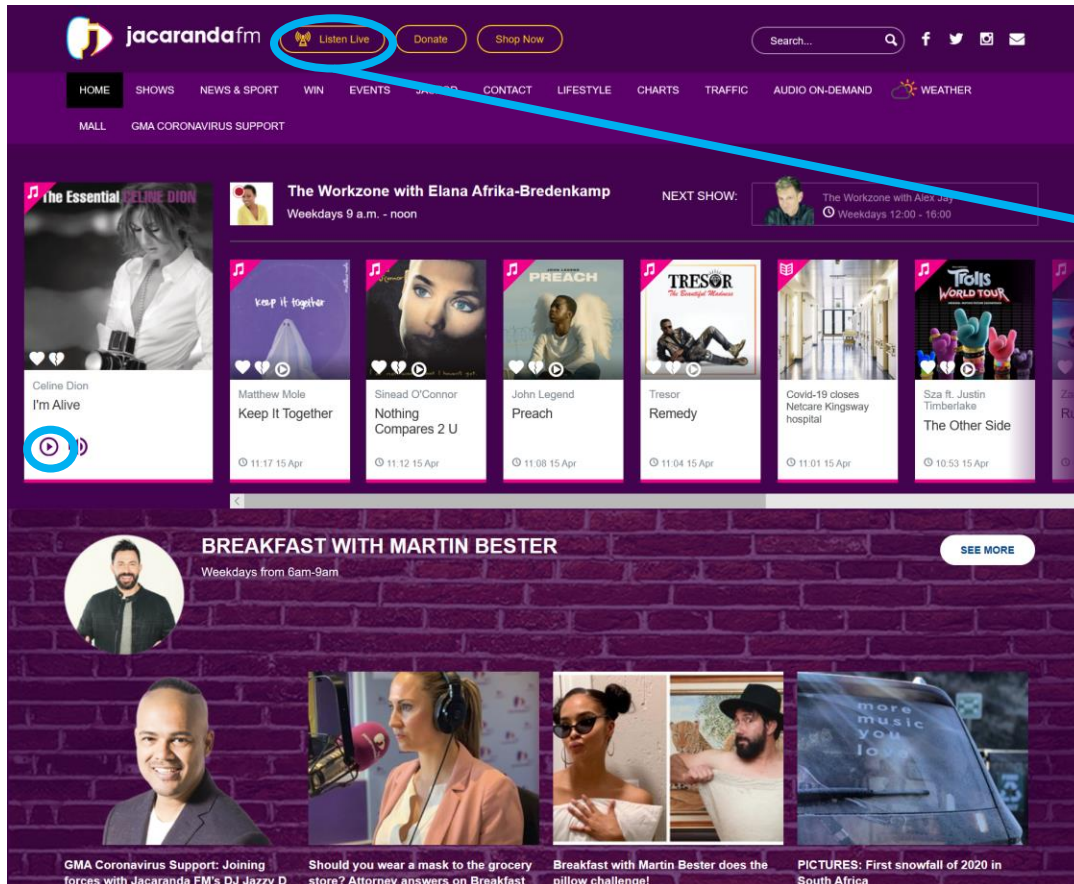
Content that is delivered in a digital format and this is either live, pre recorded or catch up in nature.

DIGITAL AUDIO ADVERTISING

When Internet radio and live streaming digital radio play "sponsor" messages that advertise products and services to consumers while they listen to the radio via live streaming.

ACCESSING LIVE STREAMING

Live Streaming Audio can be accessed in two ways across the Jacaranda FM and East Coast Radio Sites



2. Or Open up the Player

1. Play directly off the Jacaranda Home Page

DIGITAL AUDIO DEVICES



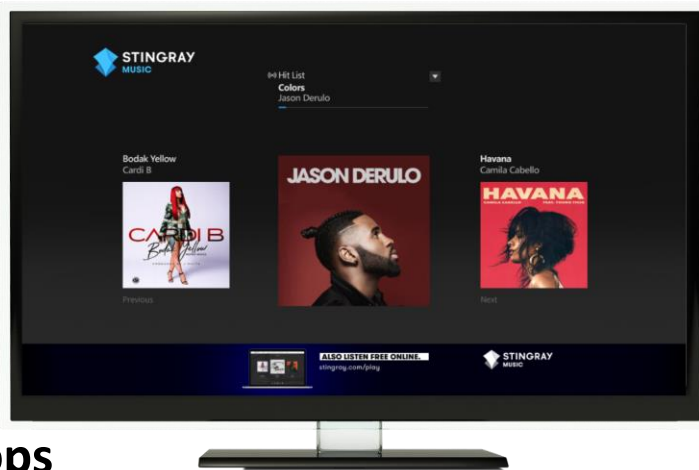
**Smart
Speakers**



Smart TV



**Mobile
Phones**



Desktops

**Internet
Radios**





Total Listening Hours

1 382 715

Average Time Spent Listening

1h 17 min



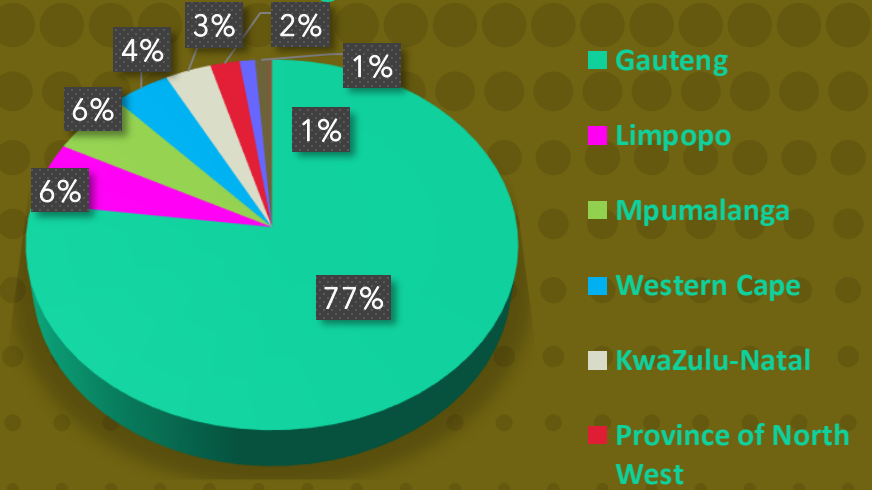
94.2
jacarandafm

Jacaranda FM Live Streaming
Stats

1 – 30 June 2020

Source: Sharpstream Analytics

Active Session Regional Breakdown



Concurrent Sessions Peak

4 645



Ave. Daily
Active Sessions

36 852

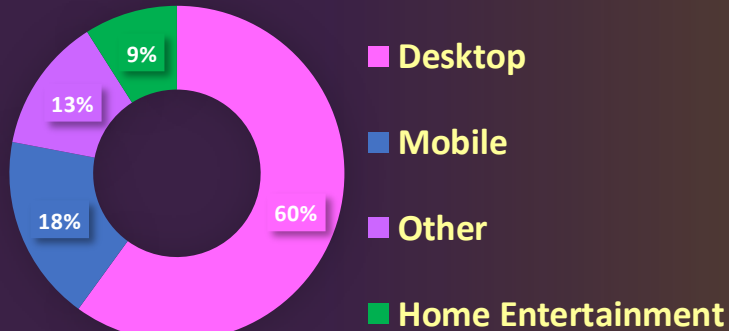


Ave. Daily
Unique Users

15 895



Total Listening Hours by Device



Mediamark

Active Sessions:

1 105
637



Unique Users:

260 990



SA Active Sessions

927 064

% SA Unique Users

87%

SA Listening Hours

1 201 854



Total Listening Hours

414 087

Average Time Spent Listening

1h 29 min



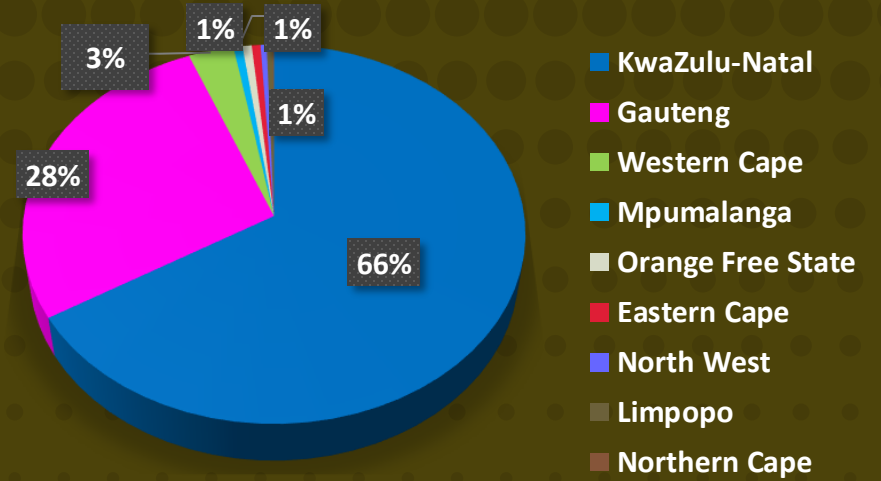
EastCoastRadio
KZN'S NO.1 HIT MUSIC STATION

ECR Live Streaming
Stats

1 – 30 June 2020

Source: Sharpstream Analytics

Active Session Regional Breakdown



Concurrent Sessions Peak

1 397



Ave. Daily
Active Sessions

11 643

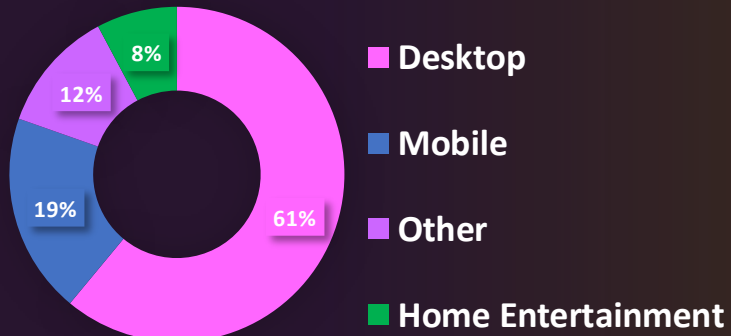


Ave. Daily
Unique Users

5 333



Total Listening Hours by Device



Active Sessions:

349 324



Unique Users:

98 175



SA Active Sessions

288 320

% SA Unique Users

87%

SA Listening Hours

359 474



Total Listening Hours

52 860

Average Time Spent Listening

1h 51 min



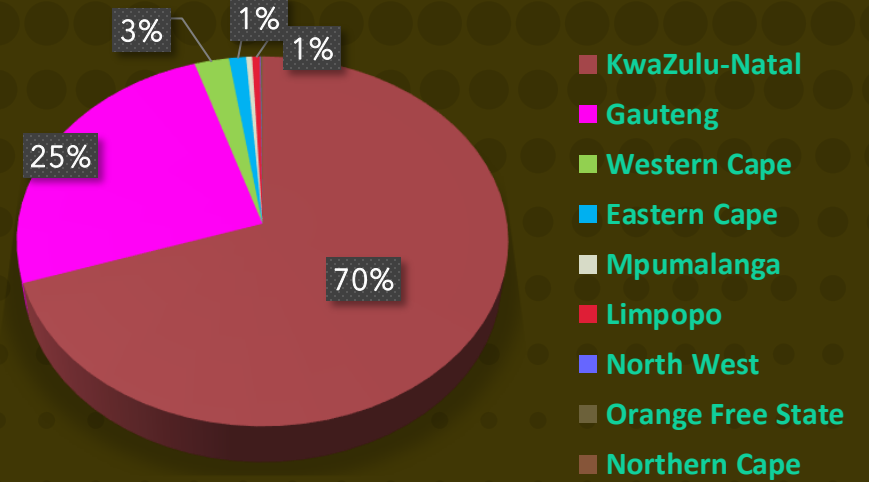
EastCoast Gold

East Coast Gold Live Streaming Stats

1 – 30 June 2020

Source: Sharpstream Analytics

Active Session Regional Breakdown



Concurrent Sessions Peak

147



Ave. Daily Active Sessions

1 935



Ave. Daily Unique Users

846



SA Active Sessions

50 867

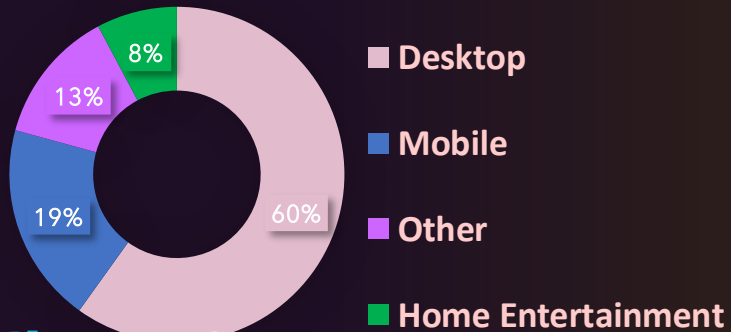
% SA Unique Users

86%

SA Listening Hours

46 440

Total Listening Hours by Device



Desktop

Mobile

Other

Home Entertainment

Active Sessions:

58 049



Unique Users:

16 968



Mediamark

AUDI EXAMPLE



East Coast Radio KZN'S NO. 1 HIT MUSIC STATION

Listen Live Listen to East Coast Gold

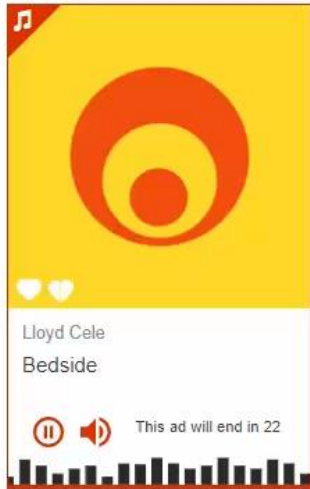
COVID-19 health WDP

Search

f t i y e

HOME SHOWS EAST COAST GOLD SHOWS NEWS & TRAFFIC EVENTS CONTACT MUSIC LIFESTYLE WIN PRESS PODCASTS

WEATHER CORONAVIRUS: BE INFORMED THE BIG FAVOUR E-LEARNING

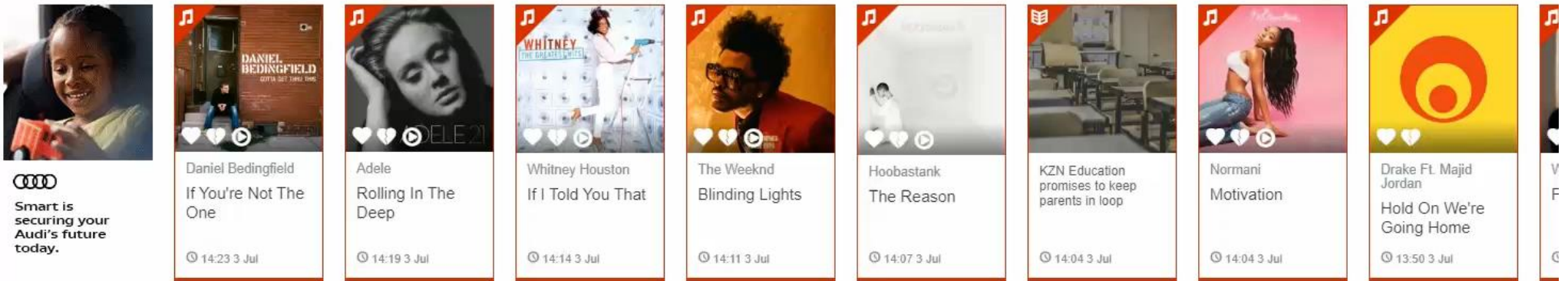




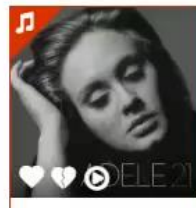




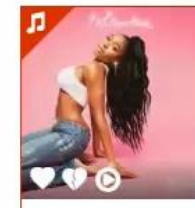
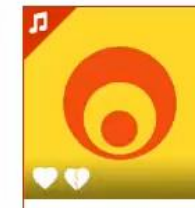

Lloyd Cele
Bedside

This ad will end in 22

Vic Naidoo
Weekdays 1 p.m. - 4 p.m.

NEXT SHOW:  Stacey & JSbu
Weekdays 16:00 - 19:00



 <p>Daniel Bedingfield If You're Not The One 14:23 3 Jul</p>	 <p>Adele Rolling In The Deep 14:19 3 Jul</p>	 <p>Whitney Houston If I Told You That 14:14 3 Jul</p>	 <p>The Weeknd Blinding Lights 14:11 3 Jul</p>	 <p>Hoobastank The Reason 14:07 3 Jul</p>	 <p>KZN Education promises to keep parents in loop 14:04 3 Jul</p>	 <p>Normani Motivation 14:04 3 Jul</p>	 <p>Drake Ft. Majid Jordan Hold On We're Going Home 13:50 3 Jul</p>		
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CASE STUDY - TELECOMMUNICATIONS CLIENT

Platforms:

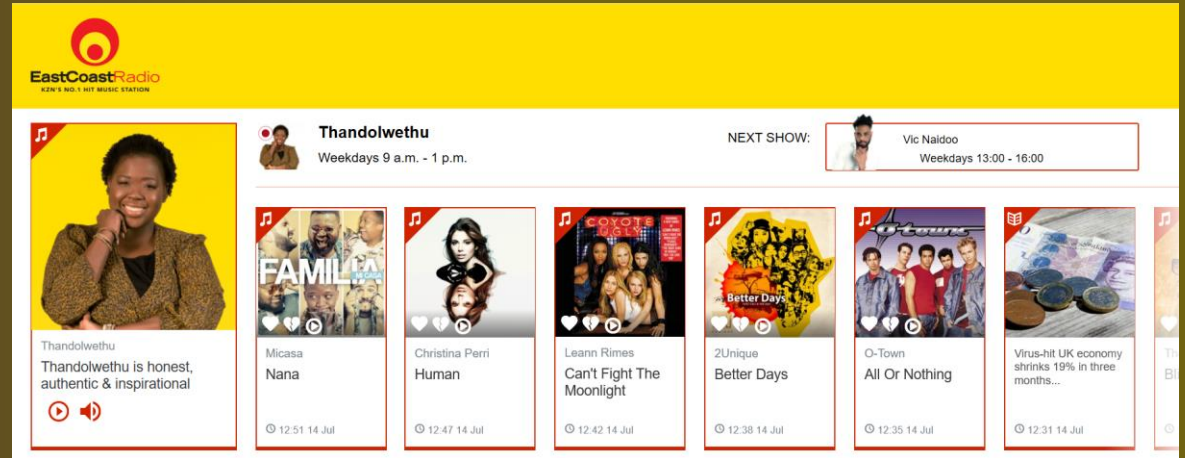
- Broadcast Radio | Live Streaming | Internet Radio

Campaign Dates:

- 1 – 30 June 2020

Objective:

- Branding
- Drive sales of 4G & 5G Products
- Test Digital Audio and Radio together
- Test in-house tracking tools



975 440 | 95%
Audio LTR
Ads

Mediamark



470 000 | 0,2%
Companion CTR
Ads



458 000
Unique User
Reach



3
Frequency
per UU



7AM – 9PM
Primary
Engagement
Time

Client Comment:

“The Mediamark team were great to work with and very dynamic in meeting all of our requirements. The communications line stayed open and we were **happy with the results achieved via our digital radio campaigns**”

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