RADIO LISTENERSHIP TRENDS DURING LOCKDOWN
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GLOBAL AND LOCAL MEDIA CONSUMPTION INSIGHTS
GLOBAL MEDIA CONSUMPTION: RADIO

- **Radio listenership** has grown during the global lockdown.
- Average global growth of 19% on radio.
- Radio listenership in South Africa is consistently **higher** than the global average.

Source: Global web index, wave 1: mid-March; wave 2: early April; wave 3: end April 2020
Since the beginning of lockdown, people are consuming more media not only across the world but in South Africa as well.

South African radio stations have reported that they are expecting more people to listen to radio during Covid-19, and as a result, phone calls and WhatsApp messages to the shows have gone up. Web traffic and streaming are already up by between 25% and 35%.

South Africans listening to more radio during the Covid-19 outbreak is higher than the global average. Listeners are interested in staying informed, so topics like news will be higher up in terms of consumption.

With that said, listeners need news they can trust and they need it regularly. Radio stations understand their job is to curate the news and eliminate the fake.
Listenship patterns have shifted but audience loyalty to radio remains strong. The biggest uplift in mid-morning and lunchtime.

Radio stations receptive and implemented programming line-up changes.

Uplift of listenship by time channel:

- 06:00 - 09:00: 30% listen more, 32% listen less
- 09:00 - 12:00: 46% listen more
- 12:00 - 15:00: 30% listen more, 16% listen less
- 15:00 - 18:00: 22% listen more, 21% listen less
- 18:00 - 21:00: 16% listen more, 23% listen less
- 21:00 - 00:00: 10% listen more, 22% listen less

Source: Colony Live (East Coast Radio, survey sample: 2 271 Run April – May 2020)
Over 60% of listeners interested in station webinars.

Music, entertainment and comedy are the most popular content.

Source: Colony Live (Jacaranda FM, survey sample: 283 Run April – May 2020)
TOPLINE MEDIAMARK RADIO STATION INSIGHTS: LISTENING PATTERNS AND CONTENT CONSUMPTION
Radio unequivocally remains one of the strongest mediums during this global pandemic. As such, Jacaranda FM, East Coast Radio, Kaya FM, Gagasi FM and Heart FM conducted a survey on listener attitudes and habits during the Covid-19 pandemic. The survey results reiterate that radio remains one of the strongest mediums amid the global pandemic.

With more than 20 000 participants taking part across all our stations, the survey has shown that communities are increasingly relying on radio to bring them reliable news, information and tips to help deal with the virus and its effects.
89% of the Jacaranda FM audience that responded to the survey agree that they are listening more to radio now during lockdown than before.

Apart from being a trusted source of up to date information, radio is also seen by many people as a companion during the self isolation phase we are currently in at home.

Content that listeners are in favour of during this period of lockdown, are health safety tips, updates on contamination and statistics from around the world.

Tips on how to adjust to the new normal, as well as activities to keep children entertained and occupied are also consumed.

32% of the respondents tune in to news updates regularly, which is indicative of listeners wanting to receive solid, trusted and un-bias facts and opinion from their favourite radio station.

Source: Colony Live (survey sample: from 115 to 405 Run April – May 2020)
East Coast Radio listeners remain loyal to radio during the lockdown period. 90% of respondents listen more to the radio now than they did before. On weekdays the most increase is noted during the 09h00-19h00 timebands, whereby listenership lifted by 22% - 46%.

A massive 90% of East Coast Radio listeners also consume more video content across different platforms than they did when lockdown began, with radio also benefiting through its digital platforms.

Over half (55%) of East Coast Radio listeners indulge in long form video content such as movies, series and documentaries, while more than two thirds (69%) have increased their short video (informative videos, funny clips, inspirational clips etc.) consumption.

East Coast Radio audiences are technology savvy and live in homes with internet connection, 56% use WiFi while at home to watch video content which they are able to share with their whole families like family-friendly workout videos.

Source: Colony Live  (survey sample: 2 271 Run April – May 2020)
Radio remains the most relevant medium that provide listeners with real time updates during lockdown

- 92% of the Kaya FM listeners say that they are listening to more radio during this lockdown

- Radio and TV are the number one sources for this audience to get information on the latest news around Covid-19

- 32% of the listeners tune into the radio for news updates now, more than they did before the Covid-19 outbreak

- During this lockdown, the listeners are finding more time to spend with their families, as 62% say that is how they are using this lockdown period

Source: Colony Live (survey sample: 646 Run April – May 2020)
85% of Gagasi FM listeners have indicated that they consume more radio during the lockdown than they did before, with only 9% saying they listened less.

68% of the Gagasi FM listeners have stated that during level 4-5 of lockdown, they’ve consumed at least 3-4 hours of radio.

Less than 6% of the Gagasi FM listeners say they listened for under an hour of the station.

78% of the audience on Gagasi FM tune in for news updates to keep them informed, but also enjoy music and engaging with the station over different social media platforms including the station’s APP.

Source: Colony Live (survey sample: 4 718 Run April – May 2020)
82% of Heart FM listeners say they prefer radio as a medium of choice over any other medium

36% of Heart FM listeners say they have been listening to the station for longer, spending more than 5 hours tuned in to the station.

39% of the listeners say that they mainly listen to the radio for the entertainment as well as the continuous updates the station provides with regards to the outbreak.

With the different restrictions that have been imposed on movement, Heart FM listeners see the station as a companion as 21% say that they have a deep connection with the station as well as the DJs.

20% of listeners prefer receiving updates from the station than on any other platform.

Source: Colony Live (survey sample: 4 718 Run April – May 2020)
SUMMARY

• Radio is still one of the most credible mediums even during the pandemic, which is why radio
  listenership has increased even globally
• Our listeners remain loyal to their favourite stations during lockdown, and use the stations as sources
  of information
• News is an important source of information across all our stations and listeners continue to consume
  more of this content
• Consumption of video content has also increased since the lockdown began, with more of the
  audience watching more on demand programming
• Our digital platforms have seen an uplift since lockdown began, as more of the audience explore
  more of the stations content online
DIGITAL INSIGHTS: PODCAST AND STREAMING
Listenership to **podcasts** have increased.

Average global growth of 14% on podcasts.

Podcast listenership in South Africa is **higher** than the global average.

Source: Global web index, wave 1: mid-March; wave 2: early April; wave 3: end April 2020
Podcasts have exploded in popularity in recent years, with an estimated 1 in 3 people globally listening to episodes every month. In South Africa, media companies who are looking for ways to diversify their revenue, would benefit from seriously exploring podcasts.

Podcasting is an emerging medium in South Africa and Africa at large. With this reality it will take a lot more time to have the numbers and listens, in order to justify traditional ad spend on podcasts. However, it is a massive opportunity for forward thinking brands that see the opportunity to engage in an innovative medium with an engaged audience.
A quarter of the respondents on Jacaranda FM’s audience survey have consumed podcasts during since lockdown began. The majority focused on news, comedy, entertainment, music and art. It is evident that listeners are keeping up to date with the latest happenings, but at the same time, are enjoying escapism through listening to music and comical entertainment.

<table>
<thead>
<tr>
<th>Channel</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast with Martin Bester</td>
<td>177 964</td>
<td>140 999</td>
<td>118 634</td>
<td>93 464</td>
</tr>
<tr>
<td>Jacaranda FM News interviews + soundbytes</td>
<td>34 969</td>
<td>21 056</td>
<td>36 556</td>
<td>16 452</td>
</tr>
<tr>
<td>The Scenic Drive with Rian</td>
<td>23 574</td>
<td>19 415</td>
<td>25 111</td>
<td>7 885</td>
</tr>
<tr>
<td>Traffic</td>
<td>1 917</td>
<td>1 894</td>
<td>2 154</td>
<td>273</td>
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<tr>
<td>Jacaranda FM News</td>
<td>1 532</td>
<td>1 524</td>
<td>958</td>
<td>1 423</td>
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<tr>
<td>Love Songs with Danny Painter</td>
<td>755</td>
<td>881</td>
<td>1 028</td>
<td>819</td>
</tr>
<tr>
<td>The Workzone with Elana Afrika-Bredenkamp</td>
<td>271</td>
<td>61</td>
<td>277</td>
<td>127</td>
</tr>
<tr>
<td>Mack Rapapali Nights</td>
<td>98</td>
<td>58</td>
<td>117</td>
<td>251</td>
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<tr>
<td>Jacatainment NOW</td>
<td>78</td>
<td>80</td>
<td>125</td>
<td>117</td>
</tr>
<tr>
<td>Barney &amp; Friends</td>
<td>46</td>
<td>41</td>
<td>52</td>
<td>35</td>
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<tr>
<td>Station Interviews</td>
<td>45</td>
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<td>32</td>
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<tr>
<td>Barney Simon</td>
<td>43</td>
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<td>52</td>
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<tr>
<td>The Kriya Gangiah Show</td>
<td>35</td>
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<tr>
<td>The Late Show with Carla Mackenzie</td>
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<tr>
<td>Jacaranda FM Sport</td>
<td>3</td>
<td>2</td>
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</tbody>
</table>

- Breakfast with Martin Bester is still the most accessed show in 2020
- Jacaranda FM News interviews and sound bytes saw a significant increase of 74% in March
- The audiences mostly consumes entertainment and news related podcasts

Source: IONO.FM Jan – Apr 2020
More than 60% of listeners are interested in **live streaming** content from their favourite **radio** station, via platforms such as Facebook live, YouTube live, etc.

Digital Audio – April Unique Connections: 1 177 465

Source: IONO.FM Jan – Apr 2020
The East Coast Radio listerhship interest is not limited to Covid-19 specific news as mentioned by those who consumed podcasts since lockdown began. Other genres such as news, entertainment and comedy are of great interest to them during this lockdown period as they bond with loved ones and pass time by keeping themselves entertained.

- March received the highest number of podcast access resulting in a 77% increase.
- East Coast Radio Newswatch has seen a notable of increase of 212% in March.
- The significant increase shows the audience’s appetite for news content during this pandemic.

Source: IONO.FM Jan – Apr 2020
East Coast Radio listeners are tech-savvy and Internet enabled. Almost 60% have Wi-Fi connections in their homes, while 42% use mobile data either on their phones or laptops.
10% of the respondents say they are audio streaming more now during lockdown than they had done before

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<th>Mar</th>
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<tr>
<td>Good Friday</td>
<td>20 085</td>
<td>23 492</td>
<td>21 270</td>
<td>19 165</td>
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<tr>
<td>The Best T in the City</td>
<td>4 239</td>
<td>7 245</td>
<td>7 155</td>
<td>2 682</td>
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<tr>
<td>Uncaptured</td>
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<td>4 285</td>
<td>1 857</td>
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<tr>
<td>Sidebar with Sindi</td>
<td>1 433</td>
<td>2 705</td>
<td>2 851</td>
<td>1 272</td>
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<tr>
<td>Kaya Breakfast</td>
<td>1 165</td>
<td>1 308</td>
<td>1 751</td>
<td>1 538</td>
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<tr>
<td>Umoya: On African Spirituality</td>
<td>859</td>
<td>761</td>
<td>591</td>
<td>676</td>
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<tr>
<td>Today with John Perlman</td>
<td>782</td>
<td>494</td>
<td>564</td>
<td>501</td>
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<tr>
<td>Life with Kojo</td>
<td>400</td>
<td>353</td>
<td>381</td>
<td>373</td>
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<tr>
<td>Kaya Bizz</td>
<td>374</td>
<td>712</td>
<td>556</td>
<td>622</td>
</tr>
<tr>
<td>Home with Mapaseka</td>
<td>366</td>
<td>487</td>
<td>615</td>
<td>1 269</td>
</tr>
<tr>
<td>The Law Report</td>
<td>326</td>
<td>264</td>
<td>336</td>
<td>99</td>
</tr>
<tr>
<td>Saturdays with Jenny</td>
<td>312</td>
<td>305</td>
<td>216</td>
<td>160</td>
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<tr>
<td>Homestraight</td>
<td>243</td>
<td>97</td>
<td>89</td>
<td>351</td>
</tr>
</tbody>
</table>

- March received the highest number of podcast access for Kaya FM
- Home with Mapaseka received the highest increase in April of 106%
- The channel breakdown illustrates that the Kaya FM audience is looking to consume current affairs shows as well as entertainment shows

Source: IONO.FM Jan – Apr 2020
12% of the respondents say that they stream radio online now more than they did before the Covid-19.

Digital Audio – April Unique Connections: 177 220

Source: IONO.FM Jan – Apr 2020
For more information please visit:
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