



## **MEDIA STATEMENT**

### **SABC RADIO SHOWS A SIGNIFICANT AUDIENCE GROWTH**

**Johannesburg–Wednesday, 28 August 2019**-The South African Broadcasting Corporation (SABC) is proud to announce that the audience measurement (RAM) survey released yesterday indicates a significant growth for some of the SABC radio stations for the period of January 2019 to June 2019. The survey indicates that the biggest radio station in the continent, Ukhozi FM, now reaches a weekly audience of 7.7 million (All adults 15+). This is the largest audience the isiZulu language station has recorded since 2016 when the Broadcast Research Council took over radio measurement.

Closely behind Ukhozi FM, Umhlobo Wenene FM has gained a 7% audience increase for the period under review. The station has also seen a record breaking weekly audience of 5.6 million (All adults 15+).

The survey further shows another record breaking performance from the Afrikaans language station Radiosondergrense (RSG) which now records 1.3million (All adults 15+) in its weekly audience.

The daily delivery of content in indigenous South African languages is a key strength of the public broadcaster and these large audiences are testament to the trust that South Africans have in SABC radio.

The three Limpopo based stations broadcasting in tshiVenda, xiTsonga and sePedi enjoy some of the highest proportions of exclusive listening in the country. Phalaphala FM records 83% of weekly audiences exclusively listening to the station with Munghana Lonene FM claiming 80% and Thobela FM sitting at 77%.

The continuous rejuvenation of all the radio stations – in spite of reduced funding – has seen some initiatives pay off handsomely. The sports and facility station, Radio 2000 has breached a psychological threshold with its notable 700 thousand weekly listeners.

The SABC's combined radio stations market share for January 2019 to June 2019 was 73.2% indicating a 1.4% increase compared to the 72.1% market share recorded for the same period last year.

The RAM survey reiterates the SABC's commitment to continuously deliver on its mandate in an increasingly competitive broadcasting landscape. The SABC would also like to express its gratitude to the millions of South Africans for their loyalty and support.

**END**

**Issued By:                    Group Communications**

**Media Enquiries:        Ms. Vuyo Mthembu (SABC Spokesperson)**

**[Mthembuv@sabc.co.za](mailto:Mthembuv@sabc.co.za) | T. 011 714 2236 | C. 083 300 9221**