



## **MEDIA STATEMENT**

### **METRO FM AND UKHOZI FM SCOOP COOLEST RADIO STATIONS AWARDS**

**Johannesburg – Friday, 21 August 2020** – The South African Broadcasting Corporation (SABC) is pleased to announce that two of its radio brands, [Metro FM](#) and [Ukhozi FM](#) scooped two awards for 1<sup>st</sup> and 2<sup>nd</sup> place on the Coolest Radio Stations category, at the Sunday Times Next Generation Awards.

METRO FM affirmed its position as the Coolest Radio Station in the country for the 8th year in a row. Both Metro FM and Ukhozi FM command the highest listenership in their respective station categories, with over 4 million listeners for Metro FM and 7 million listeners for Ukhozi FM.

The Group Executive for SABC Radio, Ms. Nada Wotshela stated that "SABC Radio stations which command a healthy audience share of 73.2% have remained relevant, widely accessible, and are a core platform for the Public Broadcaster to deliver on its public service mandate. We pride ourselves with talent that is constantly striving for excellence and delivering world-class radio. This has positioned some of our radio brands as leaders in the highly competitive broadcasting landscape. We are thankful for the support and recognition we receive from our loyal listeners and industry players."

The Awards are presented by the Sunday Times Generation Next Youth Survey, which gathers opinions and attitudes of young people between the ages of 8 and 22 to determine which brands they regard as the coolest and most relevant in their lives. HDI Youth Marketers conducted the survey which has been running for over thirteen years and has become the go-to source of information for brands wanting to tap into the younger segments of the market.

#### **ABOUT METRO FM**

[METRO FM](#) is the largest national urban commercial station in South Africa with listeners over 4 Million. The station embodies and reflects the style and attitude of its listeners, who are ambitious, high flyers with the confidence that comes from being comfortable in a multiracial, multicultural South Africa.

Though primarily a music station, METRO FM also delivers credible and unbiased news reporting that keeps its listeners' involved and informed. As a brand, METRO FM is influential in driving the habits of its listeners as an extension of the listener's lifestyle.

METRO FM is well-positioned as a primary vehicle to reach the emerging, influential and aspirant Black market.

METRO FM is a mentor and guide for youthful urban adults that embrace a pragmatic and successful life and is influential in their constantly changing environment. As the iconic leader in its market, broadcasting in English, METRO FM is ideally positioned to deliver both a global and national perspective that instils confidence and inspires its audiences. Its national footprint and progressive audience profile offer advertisers a cost-effective medium to reach a quality audience.

[METRO FM](#) It's Where You're At

#WEARENOTEDONE

## **ABOUT UKHOZI FM**

[Ukhozi FM](#) is the biggest radio stations in South Africa and in Africa, with its listenership in constant access of 7.7 million over the past decade. Ukhozi FM broadcasts mainly in IsiZulu and targets IsiZulu speaking and understanding audiences in South Africa. Ukhozi FM is a South African radio station, broadcasting nationwide and streaming to the world.

Ukhozi FM's headquarters are in Durban, KwaZulu Natal. Its iconic personalities are easily recognized throughout the country. The station caters for the young to the elderly, specifically the youth, reinforcing a sense of pride and culture to the young Zulu people of South Africa.

The station has great stature and unmatched sway, which it uses to keep its listeners connected to their cultural identity in a modern world context. With its influence exceeding that of many media players in SA, Ukhozi FM infuses its listeners with the aspiration to be better, smarter and dream bigger.

Critically acclaimed for its useful content that is delivered with poise and deftness, affirming the cultural identity of its listeners, Ukhozi FM focuses on Edutainment and Infotainment as a guiding philosophy.

Ukhozi FM provides an interactive environment for its listeners, affording them access to News, Current Affairs, and Talk shows, Music, Drama, Sport, Education, Weather and Traffic, with much emphasis on local content.

Overall, the station's precedence is to provide a foundation of upliftment, power, comfort, escapism, connectedness and culture to its listeners. Ukhozi FM continues to retain its number one spot as the country's most loved and listened to the radio station.

Feel the spirit of Ukhozi FM. Luhamba Phambili!

**END**

**Issued By: Group Communication**

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