

702

Station Profile

BRC RAMS : January 2018 – June 2018



For the Curious

702 is South Africa's leading platform for all sectors of society to freely express their opinions and hear every side of the story.

Our spirited talk shows are never dull and often contentious, with seasoned presenters like Bongani Bingwa, Joanne Joseph and Eusebius McKaiser fearlessly shining light on some of the country's most pressing issues and using their voices as instruments of change.

On weekends, we take a breather from hard news with a soulful mix of music and lifestyle content.

We also keep you connected to what's happening in your world by bringing you the latest news, sport and traffic updates on the web, in your social feeds and on the go with podcasts featuring the best moments of our shows.

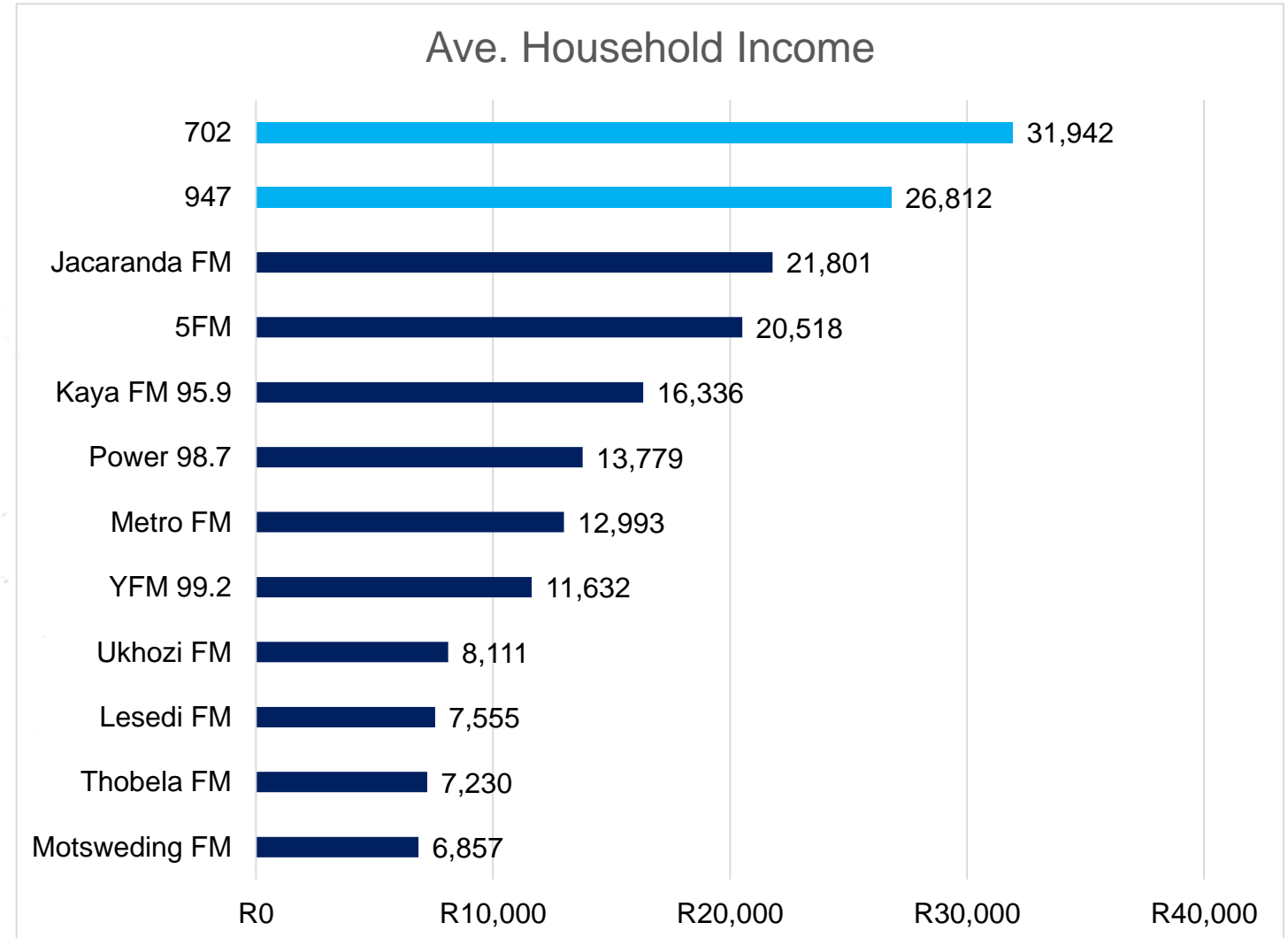
Tune into 702 on 92.7 FM to join the conversation.



Purchase Power

702

702 boasts the highest average household income of all stations in Gauteng



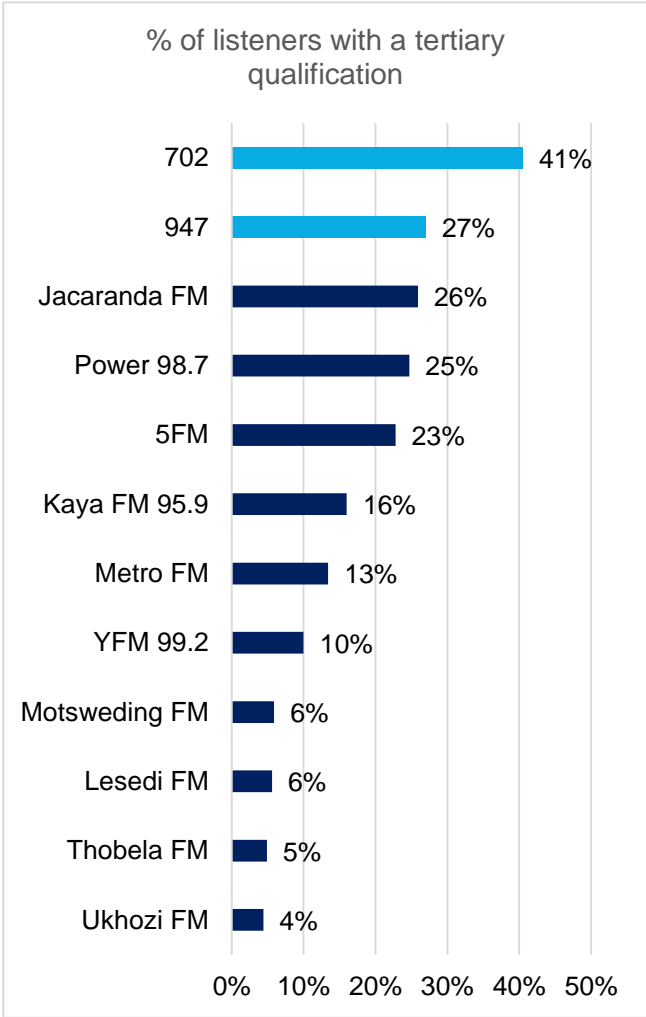
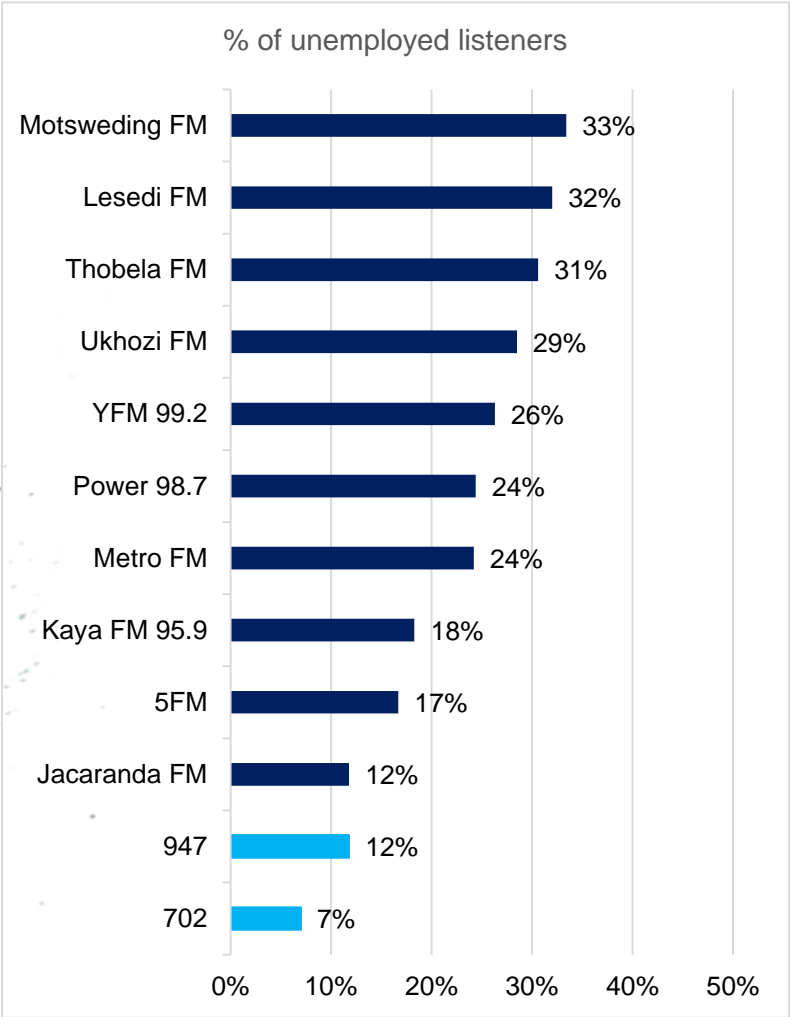
Source : BRC RAMS, Jan 2018-Jun 2018



Economically Active

702

702 listeners are well educated and economically active - boasting the lowest rate of unemployment and the highest rate of listeners with a tertiary qualification. (Compared to commercial radio stations in Gauteng)



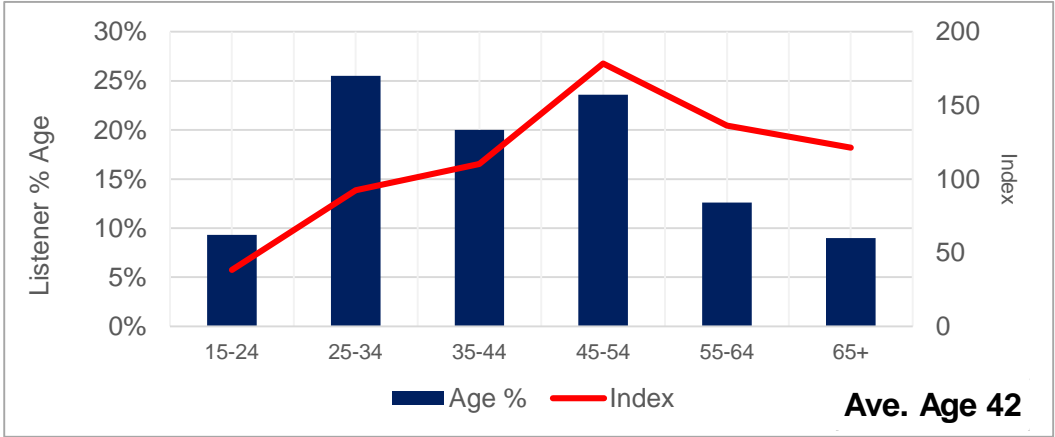
Source : BRC RAMS, Jan 2018-Jun 2018

Audience Profile

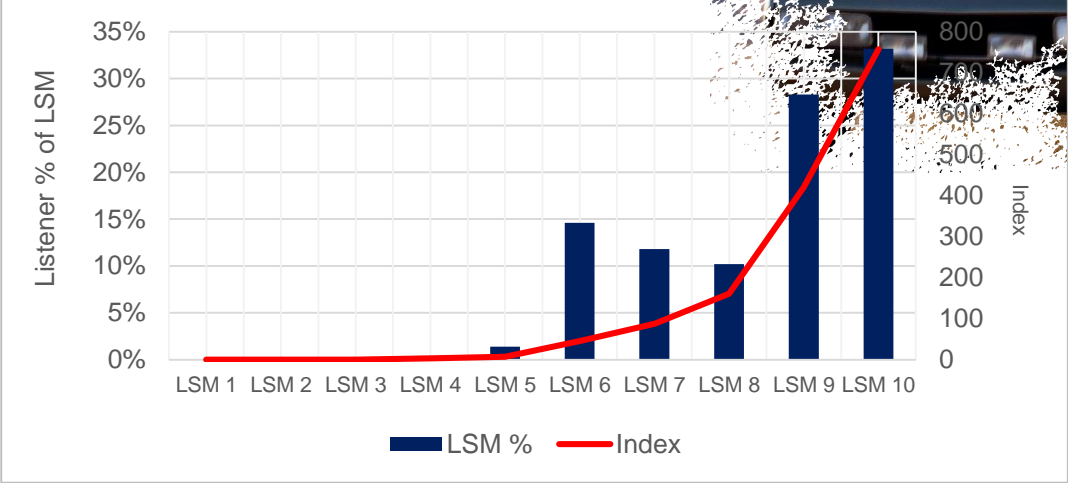
Audience

Day Cume. Mon-Sun (00:00-24:00)	298,000
7 Day Cume. Mon-Sun (00:00-24:00)	479,000
4 Week Cume. Mon-Sun (00:00-24:00)	553,000
Day Cume. Mon-Fri (00:00-24:00)	309,000
Day Cume. Saturday (00:00-24:00)	273,000
Day Cume. Sunday (00:00-24:00)	265,000

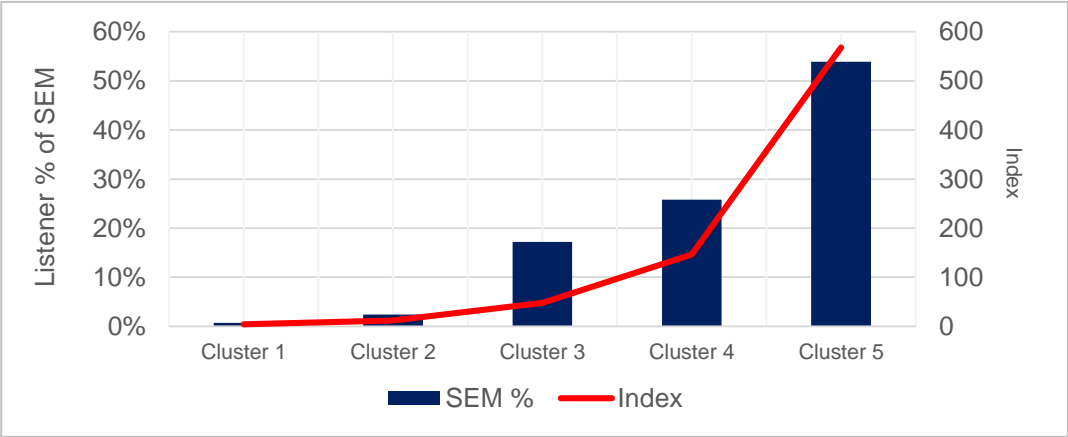
Age



LSM

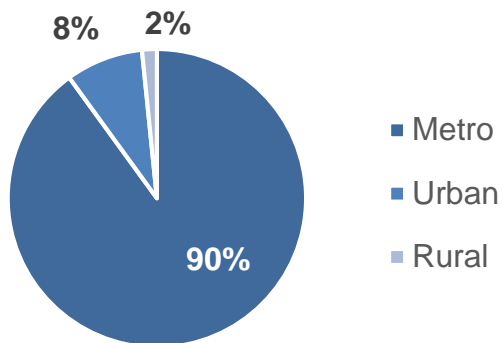


SEM

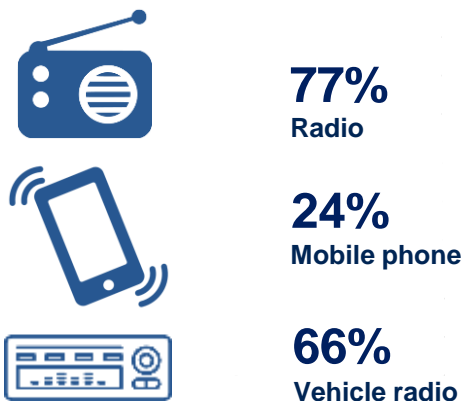


Audience Reach & Profile

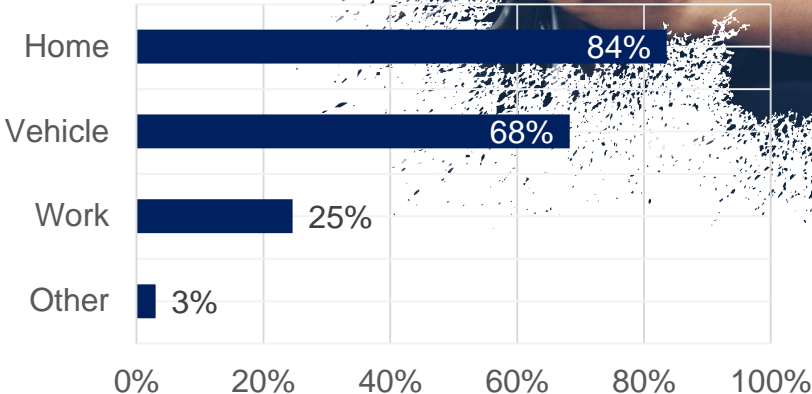
Community Size



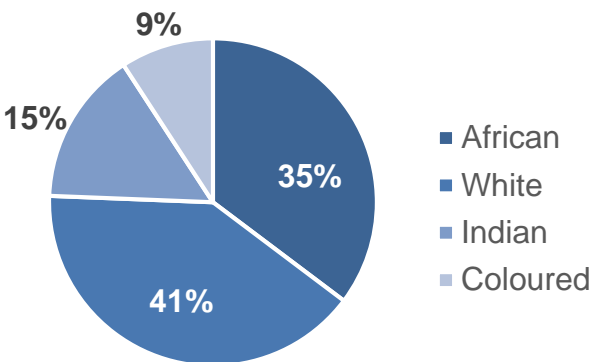
Device



Location

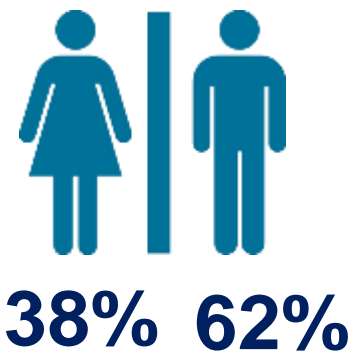


Ethnicity

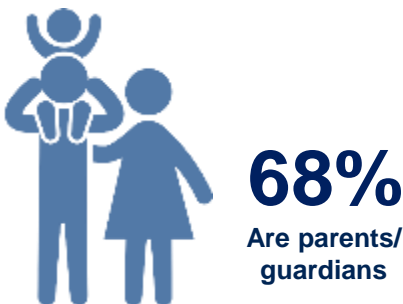


60%
ACI (Black)

Gender



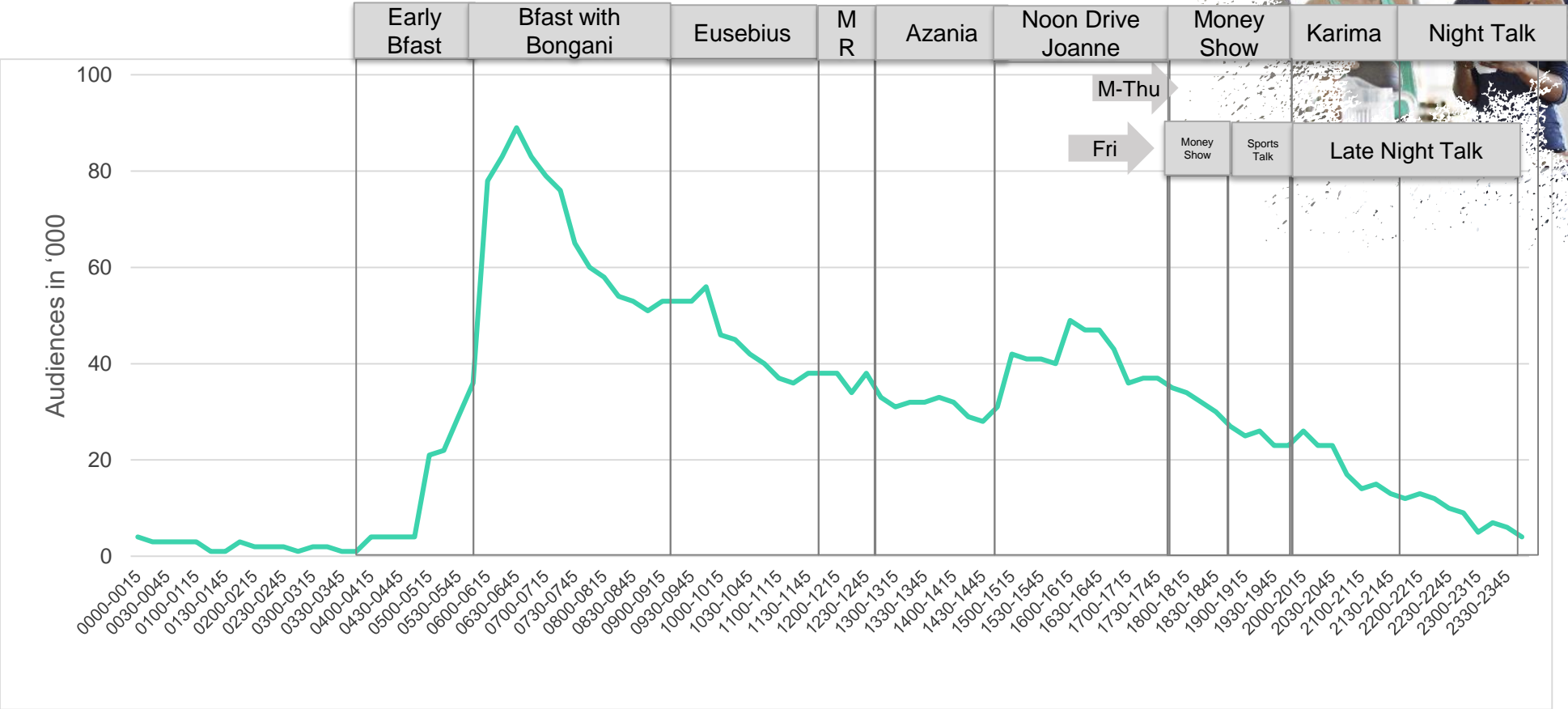
Parents



Purchase Decision



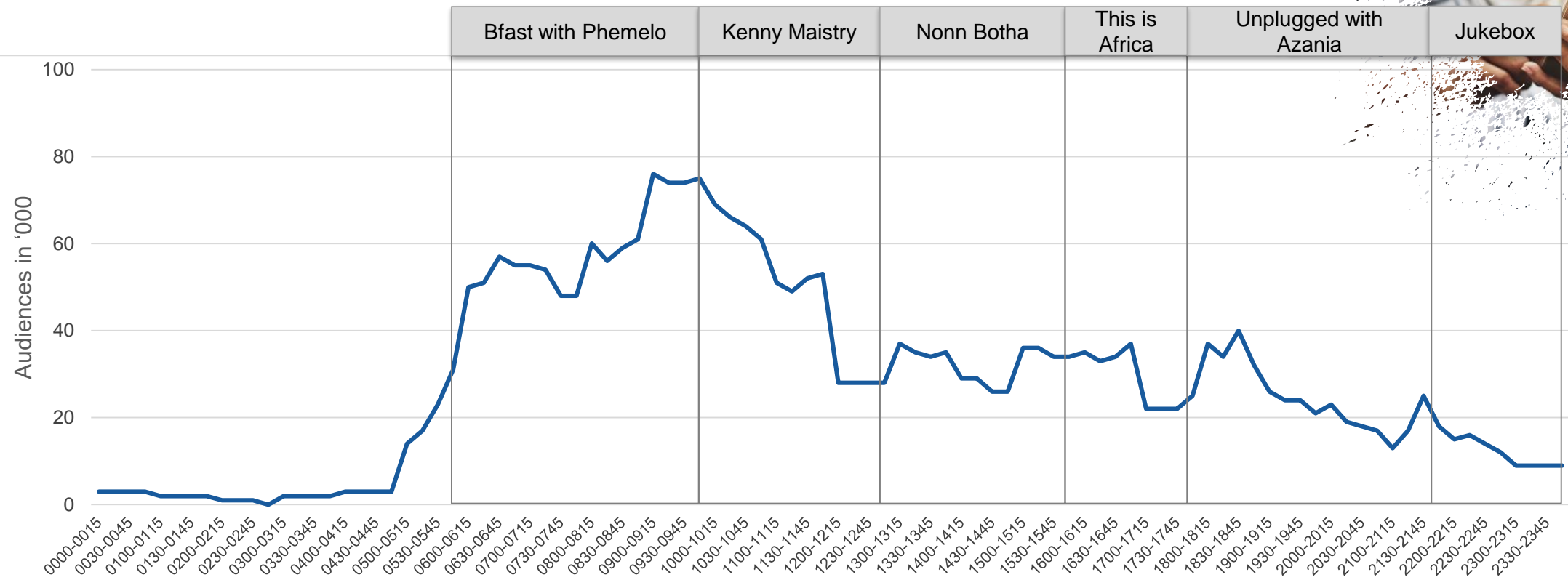
Listening Pattern: Mon-Fri



702 reaches 89,000 listeners on average in the breakfast drive - building listenership from as early as 06:00 and running to 09:00. Eusebius follows the Breakfast drive with a robust debate dropping to the Mid Day report and then easing into the afternoon with Azania's more lifestyle driven show. Weekdays close with an early evening lift between 16:00 -16:15 in the Afternoon Drive. The Money Show with Bruce Whitfield runs from 18:00 -20:00, which also attracts a sophisticated digital and podcast audience.

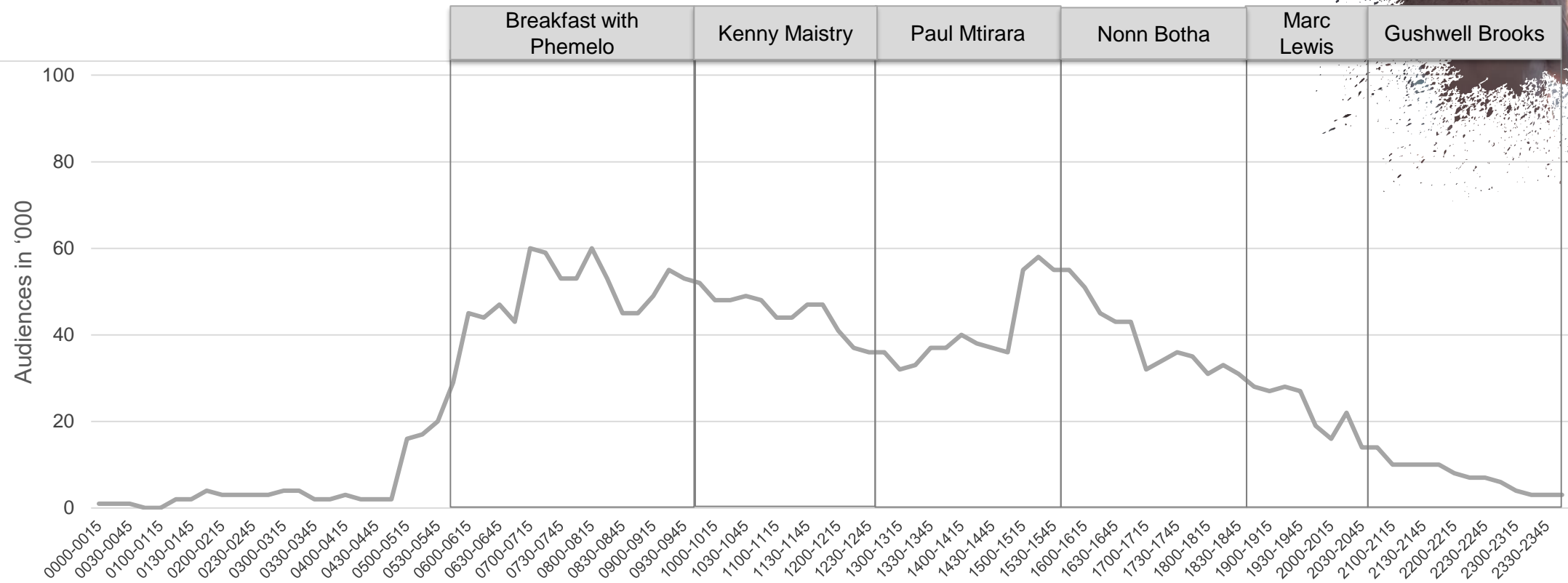


Listening Pattern: Saturday



Saturdays deliver the highest audience on the Weekend Breakfast with Phemelo Motene. Kenny Maistry delivers the second highest audience peak at 10:00 to 10:15.

Listening Pattern: Sunday



The Weekend Breakfast with Phemelo Motene on Sundays reaches 60 000 listeners on average at its peak. Paul Mtirara delivers the highest Soulful Sundays audience at 15:15-15: 30, followed by Nonn Botha in the early evening.

The Numbers

Mon – Fri Week CUME

Daypart	Audience
05:00-06:00	94,000
06:00-09:00	306,000
09:00-12:00	216,000
12:00-13:00	123,000
13:00-15:00	154,000
15:00-18:00	232,000
18:00-20:00	154,000
20:00-22:00	80,000

Saturday Day CUME


Daypart	Audience
05:00-06:00	31,000
06:00-10:00	157,000
10:00-14:00	111,000
14:00-18:00	83,000
18:00-21:00	71,000
21:00-24:00	33,000
00:00-04:00	5,000
04:00-05:00	3,000

Sunday Day CUME



Daypart	Audience
05:00-06:00	29,000
06:00-10:00	146,000
10:00-14:00	105,000
14:00-18:00	96,000
18:00-21:00	63,000
21:00-24:00	13,000
00:00-04:00	7,000
04:00-05:00	3,000




Website (August 2018)

	Unique Users	536,180
	Page Impressions	1,289,267


Social Media (August 2018)

 	Twitter Followers	639,362
	Facebook Fans	261,991

Newsletters (August 2018)

	702	76,979
	Business Wrap	20,071
	EWN	122,379

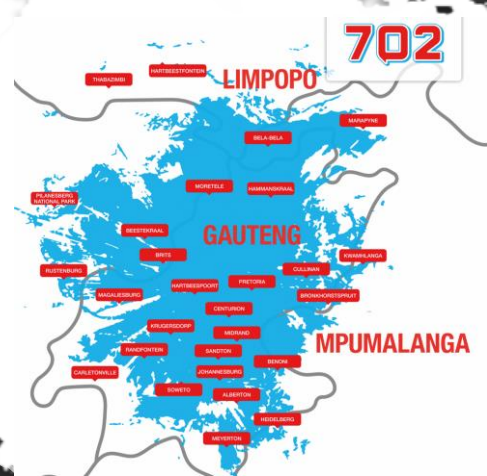
Streaming (July 2018)

	Session Starts	656,714
	Listener CUME	150,997
	Ave. TSL	00:54:00

Source : BRC RAMS, Jan 2018-Jun 2018
Google Analytics, Triton Digital, Facebook, Twitter

702

702





Line up

702

Weekdays

04:00-06:00	Early Breakfast with Relebogile Mabotja
06:00-09:00	Breakfast with Bongani Bingwa
09:00-12:00	The Eusebius McKaiser Show
12:00-13:00	The Midday Report With Xolani Gwala
13:00-15:00	The Azania Mosaka Show
15:00-18:00	Afternoon Drive with Joanne Joseph
18:00-20:00	The Money Show with Bruce Whitfield M-Thu
20:00-22:00	Karima Brown Show M-Thu
22:00-01:00	Late Night Talk with Aubrey Masango M-Thu
18:00-19:00	The Money Show with Bruce Whitfield Fri
19:00-20:00	Sports Talk with Marc Lewis Fri
20:00-24:00	Late Night Talk with Aubrey Masango Fri
00:00-06:00	Automation Fri

Saturdays

00:00-02:00	The Best of all the weeks' programming
02:00-04:00	The Best of the Features from all the weeks' programming
04:00-06:00	Podcasts – Joanne Journey's/ Literature Corner/ Africa State of Mind/
06:00-10:00	Weekend Breakfast with Phemelo Motene
10:00-13:00	702 Music with Kenny Maistry
13:00-16:00	702 Music with Nonn Botha
16:00-18:00	This is Africa with Richard Nwamba
20:00-22:00	Unplugged with Azania - Repeat
22:00-24:00	The Jukebox With Benjy Mudie

Sundays

00:00-03:00	Azania's Master Class/Weekend Breakfast Profiles/Best of Karima
03:00-06:00	LEAD SA Human Library Podcast/ Social Enterprise 101 podcast/
06:00-10:00	Weekend Breakfast with Phemelo Motene
10:00-13:00	Soulful Sundays with Kenny Maistry
13:00-16:00	Soulful Sundays with Paul Mtirara
16:00-19:00	Soulful Sundays with Nonn Botha
19:00-21:00	Sports Talk with Marc Lewis
21:00-00:00	Night Talk with Gushwell Brooks
00:00-04:00	Nicholaus Bauer; Wasanga Mehana; Nolo Moloi rotating weekly

702

www.primediabroadcasting.co.za

Visit our website to find Audience profiles, footprints, case studies and more.
We look forward to telling your story

