

Primedia Broadcasting launches digital audio advertising

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Advertisers can now reach Primedia Broadcasting's premium audio streaming listeners programmatically for the first time.

Primedia Broadcasting is rapidly growing its digital offering and has launched their cutting-edge digital audio streaming advertising solution, reaching local audiences.

The broadcaster boasts over 400,000 monthly unique listeners across four of South Africa's premium radio streams: 702, 947, KFM and CapeTalk. This digitally savvy and engaged audience accounts for the largest combined local streaming audience through international technology partner Triton Digital.

This cutting-edge offering enables advertisers and their media buying agencies to plug in programmatically or leverage the inventory through a managed buy solution, eliminating the hassle and providing the support agencies may need through this exciting and ground-breaking journey.



The initial offering will be a digital audio pre-roll, which will play out before the stream opens automatically and will evolve to include exciting new product extensions combining digital visual and video elements.

“Our long term commitment to growing our digital offerings and audiences is showing results and our streaming audiences are significant in both size and appeal to advertisers,” said Primedia Broadcasting head of strategy, Karl Gostner. “We pride ourselves on omnichannel solutions, and this is another platform which we can offer to our clients, to reach an engaged and responsive audience.”

Primedia Broadcasting is partnering with [Triton Digital](#), a leading technology provider to the audio industry, to expand the offering into the local market. As part of the roll out plan, Triton Digital has successfully been trading on the Primedia Broadcasting environments for a number of months and we are confident in the capability and stability of the solutions.

“We are thrilled to support Primedia's digital efforts by providing them with best-in-class technology to deliver, measure and monetize their audio content,” said Benjamin Masse, Managing Director, Market Development and Strategy at Triton Digital. “We are excited to support them in helping to shape the programmatic audio advertising market in South Africa, and look forward to adding their valuable audience to the exchange.”

365 Digital, Primedia Broadcasting's sales and digital advertising operations partner will be at the forefront of this new offering, engaging directly with advertisers and agencies.

“As programmatic specialists, we are very excited to be part of this innovative move by Primedia Broadcasting and we look forward to the next phase of digital audio in Africa. The data contributed by digital audio in addition to display and video campaigns will tell us more about our consumers than ever before. It's a very exciting time for advertising.” – Daan du Toit, Managing Director, 365 Digital by Mark1.

As always, Primedia Broadcasting offers audio production resources for advertisers looking for a turnkey solution, including the requirements for this new product offering.

For more information on rates and bookings, contact your Primedia Broadcasting radio specialist or Joe Steyn-Begley at 365 Digital on +27 (0) 21 552 0041 or joe@mark1.co.za.

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Primedia Broadcasting



Primedia Broadcasting is the home to premium radio stations in Gauteng and the Western Cape and specialises in omnichannel converged solutions that deliver results.

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