

# East Coast Radio's 'Appy Birthday celebrations include launch of station app

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East Coast Radio continues its 20th birthday celebrations by launching its brand-new app.

“This is an exciting time for us as we launch yet another platform with which to interact with our listeners,” says East Coast Radio’s General Manager, Boni Mchunu. “Earlier in October, we unveiled our own range of emoticons – the ECRmojis – now we are happy to reveal that the East Coast Radio app is live. We are continuously looking for ways in which to engage with our audiences on multiple platforms and to make it easier for our listeners to have conversations with us. Apart from listening to the station live, the app has some impressive features that we are sure our listeners will love.”

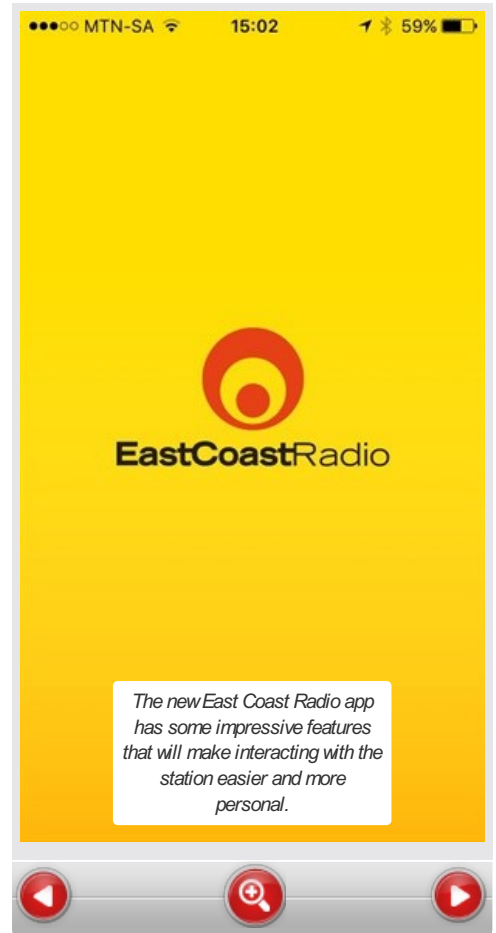
These features include giving you the power to influence the music we play by rating the songs you hear. The app is crammed with latest news, interviews, funny on-air moments and other content from the station’s presenters.

“The record function allows you to record messages in real time and you are able to send these messages live to the presenter in studio,” Mchunu explains. “What’s more, the app can send push notifications to users, soliciting responses via the record functionality.”

Mchunu adds, “Data costs are a sensitive issue in South Africa and what’s smart about our app is that when you are on Wi-Fi, it increases the bit rate so you are able to listen to the music on a high-quality stream. On the other hand, when you are not on Wi-Fi, the app uses a reduced-quality stream so you actually save on data!”

The East Coast Radio app has been developed by Kagiso IO, the innovation and technology arm of the station’s parent company, Kagiso Media. “This mobile app marks a new phase of digital leadership by Kagiso Media radio stations in South Africa. East Coast Radio has had the biggest online radio website in South Africa for a while now and soon will have the biggest mobile radio app,” says Vincent Maher, Chief Innovation Officer at Kagiso Media.

The East Coast Radio app is now available as a free download in the App Store and Google Play Store.



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## East Coast Radio



East Coast Radio is KwaZulu-Natal's number one; for hit music, for inspiring content, for updated information and for making memories. East Coast Radio is a brand as energetic and vibrant as the people from the East Coast of South Africa.

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