

Primedia Talk Radio appoints Joe Publicⁿ as digital partner

Issued by [Joe Public](#)

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Joe Publicⁿ has been appointed as the technology partner for the rebuilding of Primedia's 567 Cape Talk and 702 Talk Radio websites, after a three-way pitch against reputable and established corporate software development houses.



"The websites were designed and built almost a decade ago in a very different digital context," said Joe Publicⁿ Digital Director, Shawn Roos. "The Internet has since come a long way with adaptive web design, web standards, media standards and API-driven services being the present and future of the web, and we're ecstatic that the business backed our vision."

As part of the project Joe Publicⁿ will be developing software for managing and creating content including a bespoke Content Management System (CMS), Application Programming Interface (API) and Content Editing Software.

Roos says, "The Primedia Digital team had already built a working prototype as a proof of concept when they first approached us. We loved the decentralised approach to creating and managing content as well as the openness towards collaboration."

"The actual website is probably the most straight-forward aspect of the project," added Roos. "The real challenge lies in building scaleable business end software and web services that will power the website."

The awarding of the business to Joe Publicⁿ is the culmination of a three-year journey with Primedia Broadcasting. Wayne Berry, Technical Director, says "After doing one or two successful Facebook promotions with Primedia, we started answering 'campaign' briefs with ideas for web applications that the business could use repeatedly. This is our greatest opportunity yet to continue on that road."

In a fiercely competitive market Joe Publicⁿ is putting significant effort and resources into differentiating its digital capacity from traditional 'e-marketing' digital agencies with expertise in designing and engineering web based products, fronted by strong creative and strategic teams.

Franco Raffa, MD, is adamant that the agency's digital approach is one the industry needs, "Joe Public's single-minded purpose for the group is exponential growth of our clients, and we're convinced that the best growth opportunities in the digital realm lie in delivering big ideas backed with scaleable technology - we are very excited to be partnering with Primedia."

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