

# Darren Scott happy with stats for new online station

[Ballz Visual Radio](#), the new visual online radio station that features four hours of sport and entertainment, has indicated that its early listenership results are good since its first broadcast in April 2012.



"Weekly statistics for May show an average hourly listenership of just over 51 000 between midday and 6pm, which we're very pleased about considering that the concept of visual online radio is still very much in its infancy," says [Darren Scott](#) ([@JustPlainTwit](#)), one of the founders of Ballz.

He adds that average listening time is just over three hours, the listener return rate is 91.29%, illustrating that concept and content resonate with consumers and 72.73% of listeners access it via fixed line, while the balance access the radio via mobile. Johannesburg-based listeners make up 58.6% of total listenership, with 30.6% from Cape Town and 7.1% from Durban.

## The team

The team comprises Scott, sports fundi John Walland, Miss South Africa 2010 Nicole Flint and voice artist Simon Hill. They were joined by radio icon and Formula One expert, Sasha Martinengo, whose show, Gearz broadcasts from noon to 2pm. It focuses mainly on global and national motoring and motoring sport in South Africa and features the music that has been associated with Martinengo over the past 17 years.

"The team is really excited to bring this form of radio to South Africa and while it's still early days, we are thrilled with the interest that has been shown both by consumers and potential sponsors," Scott concludes.