

Radio rocks more than ever

 By [Lizette Anderson](#)

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Much like Mark Twain's death, rumours of radio's demise have been much exaggerated. In fact, the reality is that despite the fragmentation of the existing medium, and the growth of new media in other areas - and possibly even as a direct result of both of these - radio rocks more than ever.

Radio has had a tough run, there's no denying it. Over the years and through the evolution of more visual and now more interactive and immediate media types, it has slowly moved from being the darling of the advertising world to the old faithful - it's still on media schedules, but often out of habit.

But there's a reason old habits die hard. And in the case of radio, it's because it still works. In fact, it works better today than it did in the past, due primarily to its ability to link listeners with real people, in real time; an ability that is unique to radio, and that is becoming more and more scarce in our digitally-controlled world.

Listen and participate

People want to hear real people talk. They want to hear banter, and opinions, and news as it happens. They want to hear conversations that develop and evolve. They want the opportunity to participate in these conversations, either by bringing them into their own lives, or by calling in and expressing their own views.



Lina Shafeeva via [123RF](#)

Radio can do this because it is mobile. Radio travels with people, from their homes, into their cars, and thanks to the advancement of digital, on their computers and their phones.

The evolution of the digital arena has actually benefited radio, and enhanced the listener experience. Not only has it provided new listening platforms, but it has also enabled content to be saved and consumed at will, through the likes of podcasting.

Expanding horizons

Websites and mobisites have allowed radio to expand its horizons beyond pure listening, into a visual platform. Radio stations have embraced digital technology, building websites that encourage listeners to extend their time with the medium, continuing conversations that began in the car, and enabling listeners to not only become viewers, but also active participants by sharing content, responding to polls, or entering competitions.

Over the past 20 years, South Africa has benefited from the establishment of over 200 new radio stations, reaching even the most remote corners of our country. The medium has an average daily reach of 92%. No matter your audience, there's a radio station that reaches it.

It is true that this development has led to the fragmentation of radio audiences, but this too has worked to the advantage of the medium, allowing radio stations to produce content that is aimed at a very specific audience in terms of geographic location, lifestyles and life stages. This fact allows advertisers to target very specific audiences.

In a nutshell, radio still rocks because it is the ultimate connector. It connects listeners to real people, real life, in real time. What more could you want for your brand?

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