

CliffCentral to have Official Account on WeChat

Latest reports on CliffCentral.com, which is set to launch on 1 May 2014, states that apart from it being available online it will also have its own Official Account (OA) on WeChat. (video)

"CliffCentral is not just an online radio station. It will be multi-faceted and free from suspensions, restrictions or BCCSA complaints," comments Cliff.

"WeChat is a platform that envisions and innovates new ways for people to connect, communicate and share. Much like what Gareth has in mind for CliffCentral," says Brett Loubser, MD of WeChat Africa.

The majority of Cliff's ex-5FM breakfast team has also joined CliffCentral: Leigh-Anne Mol, Damon Kalvari and Mabale Moloji will be an integral part of The Gareth Cliff Show on CliffCentral from 6am-9am.

Only the beginning of the experience

"It's not just about streaming. That's only the beginning of the experience the CliffCentral OA on WeChat has to offer. A mash-up of functionalities will be available via the OA on WeChat - think voice and video clips from the CliffCentral team, the Poll with Mol, vouchers, chat groups etc. This is not radio as we know it."

A TV commercial advertising CliffCentral's OA on WeChat, featuring Gareth Cliff waking up from hypnosis on his psychiatrist's couch, will start broadcasting early this week.

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