

## Local radio stations in trouble?

On SAFM last Sunday, Jeremy Maggs was discussing with two gentlemen from the SABC a new concept by the state broadcaster. What was said (in a nutshell) is that SABC will be using a new method where broadcasting splits at a certain time. Confused? Please bear with me.

The frequency is split in three. What this means is that (for example) local advertisers in the Cape region can now advertise their products as only listeners from that region will be tuned in (during the split time of course). I've forgotten what the other two are.

This means that local advertisers can now advertise through a national medium but pay much less than national advertisers.

So, my question: How will this affect local radio stations who survive on local advertising? Surely advertising a product on Metro FM will be more appealing than Ukhosi?

If I have it all completely wrong, someone please correct me. I find this a very interesting idea.

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