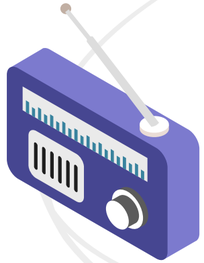
# ALGOA FM
## SELLING RADIO FIRST, DIGITAL EXTENDED

Algoa FM is a regional commercial radio station serving a large traditional FM broadcast market in South Africa's Eastern Cape and Garden Route. An area of more than roughly 169,000 km² — larger than Greece. Its online streaming audience extends this to a national level.

The station takes a deliberately "radio first" approach to digital audio: rather than selling radio streaming impressions as a standalone product, they add streaming (and other digital elements) to traditional radio campaigns where they serve a clear purpose.

> Their sales team combines FM with digital to enable listener analytics for traditional campaigns from the online component and optimise FM delivery based on which creatives perform best online.



### TRADITIONAL RADIO CAMPAIGN

- Existing sales team
- Wide reach, no analytics
- Optimise based on digital campaign feedback



### DIGITAL AUDIO CAMPAIGN

- Sell with traditional campaign
- Test different creatives
- Deliver companion banners
- Get skip & click-through metrics

# KEY COMMERCIAL METRICS

Algoa FM audio campaigns are seldom sold in isolation.

The key message is that the digital layer does more than extend reach; it adds measurable evidence of delivery, engagement and creative performance, helping the station demonstrate and strengthen the value of the broader radio campaign and improve CPM for the digital delivery based on the additional value they add beyond simply more impressions.

**2,300+**
PEAK USERS/HOUR

**1.8m**
AUDIO AD IMPRESSIONS

**R588**
AVERAGE CPM
$33 €29

**R700**
HIGHEST CPM
$39 €35

*Data and currency conversion 1 Jan - 31 Dec 2025.*
*Numbers rounded for presentation.*

- Existing client relationships
- Audience knowledge
- Radio sales experience

→ Digital added where it strengthens the traditional campaign → Measurable digital delivery → Creative performance & traction → Greater overall campaign value

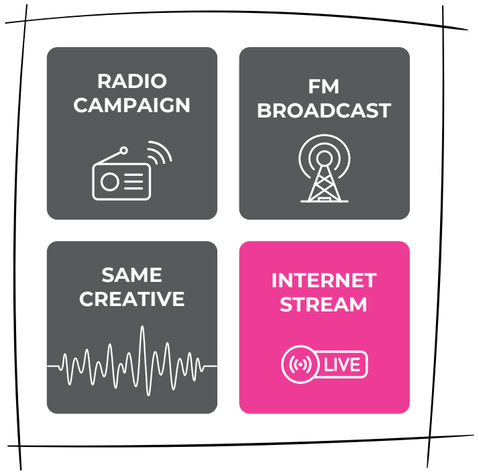
# SPEC-SAVERS AD CAMPAIGN

## RADIO WITH A MEASURABLE DIGITAL LAYER

The 2025 Spec-Savers "*Get Tested This April*" campaign used this radio-first approach.

> Matching audio creatives were used on terrestrial radio and Algoa FM's internet stream to keep the message consistent across both environments. This aligns online audience information with the terrestrial campaign, delivering measurable data where there was none before.

Streaming also extended delivery into other South African markets relevant to Spec-Savers' national store footprint and enabled companion banners and click-through links in some cases.




- Completion rates & engagement data
- Wider geographic reach
- Banners & clicks
- Rich realtime reporting

Increased campaign value

### AUDIO CREATIVE

**25,142** IMPRESSIONS

**15,698** REACH / USERS

95% COMPLETION RATE

### COMPANION BANNER

**4,337** IMPRESSIONS

**39** CLICKS

**0.9%** CLICK RATE

17% of impressions via web player which allows ad skipping after 10 seconds, further deriving meaningful comparison of listen through rates between creatives.

# LOCAL RELATIONSHIPS
# NATIONAL DEMAND

Algoa FM combines local direct sales with national representation, with each playing a different role in the overall advertising proposition.

Its sales team leverages established client relationships and local market knowledge to build radio-first campaigns, adding digital audio where it can extend reach or provide measurable delivery. This delivers additional value to advertisers by packaging the streaming component and its rich reporting alongside a normal campaign, reusing audio creatives between the two mediums to correlate creative performance.

Directly sold campaigns contributed approximately 25% of Algoa FM's digital audio advertising revenue during the period examined.

> *"We remain a radio-first advertising solution. Our approach is not to sell digital for the sake of it, but to integrate streaming, social, activations and content where they strengthen the client's overall campaign"*
>
> DENNIS KARANTGES
>
> *Sales Manager*

Algoa FM's internal sales efforts are complemented by United Stations, a national sales house that works with larger advertisers. Algoa FM delivers client relationships, local market knowledge and campaign development, while their sales house adds national demand and scale.

# MAKING RADIO-LED DIGITAL AUDIO WORK FOR A STATION

**TAKE AWAY**

Algoa FM shows that digital audio does not need to become a separate sales proposition to create commercial value.
By adding digital audio to campaigns built around radio, and using existing client relationships and sales expertise, the station can extend delivery while making part of the campaign directly measurable.
The aim is not to replace the traditional radio proposition, but to extend it.

**BENEFITS**

Many radio stations already have the most important commercial ingredients: a trusted brand, loyal listeners, advertiser relationships and an experienced sales team. Rather than replacing those strengths or creating a parallel proposition, digital audio can build on them and strengthen the overall advertising offering.

## WHAT A STATION NEEDS

**A STRONG RADIO ADVERTISING FOUNDATION**
Start with the campaigns, audience proposition and advertiser relationships the station has already built.

**A SALES TEAM THAT CAN IDENTIFY WHERE DIGITAL ADDS VALUE**
Add streaming or other digital elements where they extend reach, improve measurement or strengthen the campaign.

**ADVERTISER RELATIONSHIPS AND DEMAND**
Use existing relationships and national sales channels to connect the campaign with brands that value the audience.

**A TECHNOLOGY PARTNER FOR DIGITAL RADIO SALES**
Reliable streaming, audience measurement, ad insertion, campaign delivery and reporting.