BIZNEWS

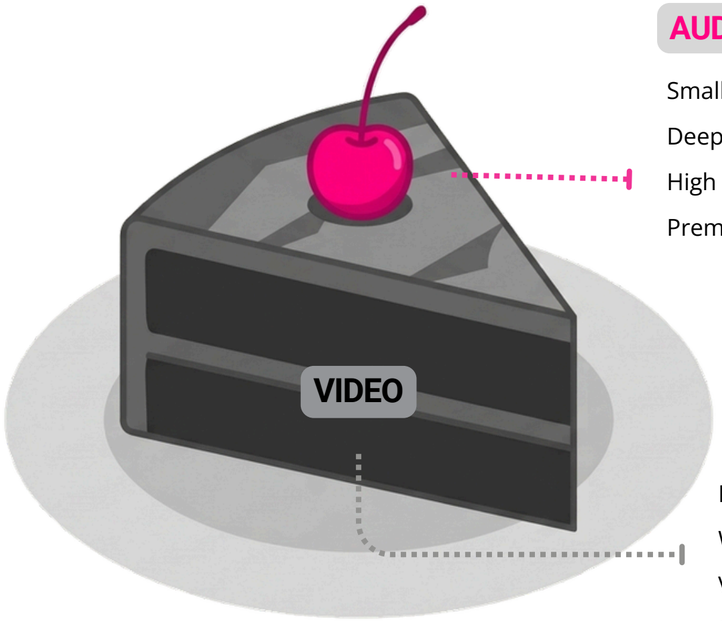
SELLING AUDIENCE QUALITY VS AUDIENCE SIZE

BizNews is a South African financial news publisher operating across audio, video and digital publishing platforms.

Its experience shows how a smaller audio audience can generate disproportionately strong commercial value.

BizNews' YouTube audience reach is up to 10x larger than its audio listenership, yet the smaller audio audience consistently delivers strong inventory utilisation and premium advertising rates.

> The long listening sessions and deeper brand engagement of audio can drive exceptional results for the right advertisers.

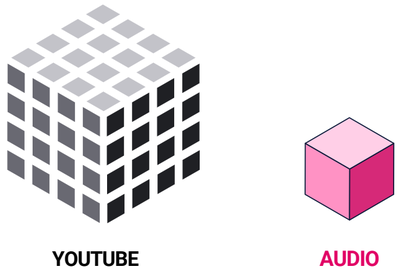


KEY AUDIENCE METRICS

AUDIENCE SCALE

UP TO **10x**

Larger YouTube audience in strong months.



YOUTUBE

AUDIO

ENGAGEMENT

AUDIO

23m 38s

Average audio listening session





ESTIMATED AUDIO LISTEN-THROUGH RATE

YOUTUBE

JUST UNDER 10 MINUTES

Average YouTube session



AUDIO MONETISATION

94%

OF BIZNEWS' AVAILABLE SOUTH AFRICAN AUDIO INVENTORY MONETISED



R595 — $34 / €29

Average network advertiser CPM

R800 — $45 / €39

Highest network campaign CPM

Data and currency conversion 2025 Q3.
Numbers rounded for presentation.

> Video wins on reach, but audio is strong in engagement, allowing a small loyal audience to drive unusually strong commercial value.

WHY A FOCUSED AUDIENCE CAN COMMAND PREMIUM VALUE

BizNews Founder and Editor Alec Hogg describes this relationship as BizNews' "power ratio": the commercial value generated by a focused audience can be disproportionate to its headline size.

For publishers built around spoken-word content, audio offers a particularly effective way to sustain audience engagement, allowing listeners to connect with content wherever they are, without requiring their visual attention.

This sustained engagement creates valuable opportunities for advertisers to reach focused, relevant audiences. It has also supported continued investment in specialised products such as BizNews Daybreak and BizNews Edge, with United Stations providing national sales support for digital audio advertising.

Consider audience quality alongside engagement, advertiser relevance, and monetisation efficiency.

> *In financial media, the audience that acts on what it hears is worth far more than the audience that merely listens.*
>
> *We've found that a focused, financially literate audience generates commercial returns that mass reach rarely matches — and our audio numbers bear that out.*

ALEC HOGG

Founder and Editor

TURNING AUDIENCE QUALITY INTO COMMERCIAL VALUE

TAKE AWAY

BizNews shows that a smaller audio audience can generate strong commercial value when listeners are highly engaged, advertiser relevance is strong and inventory is effectively monetised.

The opportunity is not simply to grow audience size, but to understand the commercial value of the audience already listening and build an advertising proposition around it - one that advertisers can confidently buy.

WHAT A PUBLISHER NEEDS

A CLEAR UNDERSTANDING OF AUDIENCE VALUE
Know who is listening, how long they engage and why that audience matters to advertisers.

AN ADVERTISING PROPOSITION BUILT AROUND RELEVANCE
Package the audience around advertiser fit, context and engagement rather than reach alone.

SALES CAPABILITY AND ADVERTISER DEMAND
Connect the audience with advertisers that value its profile, and use the data to support premium pricing where justified.

TECHNOLOGY THAT SUPPORTS MEASURABLE AUDIO ADVERTISING
Reliable hosting and delivery, audience analytics, dynamic ad insertion, campaign reporting and inventory management.