KAYA 959

CHOOSING THE RIGHT MONETISATION MODEL

Kaya 959 is a commercial radio station serving Gauteng, with a premium urban audience and a strong position in South Africa's commercial radio market. Its experience illustrates how the best monetisation model depends on the publisher's audience, sales capability, and commercial objectives.

Over several years, Kaya operated under both a programmatic advertising model and one centred around premium direct and network sales.

> DIFFERENT MODELS SOLVE DIFFERENT PROBLEMS.
> THE BEST FIT DEPENDS ON THE PUBLISHER.

United Stations is a specialised radio sales house representing Kaya's radio and online audio inventory.



PREMIUM / DIRECT

- Higher potential yield
- Strong advertiser relationships
- Can be packaged with FM radio campaigns
- Greater commercial control
- Requires active sales capability



PROGRAMMATIC / MARKETPLACE

- Yield may be lower for premium inventory
- Access to broader demand
- Automation and operational scale
- Ability to monetise inventory otherwise unsold
- Less reliance on manual sales

THE BROADER MOVE

WHAT CHANGED

In early 2025, Kaya returned to iono.fm's advertising platform as part of a broader move to United Stations, a specialised radio sales house representing Kaya's radio and online audio inventory, as well as a South African network-level digital audio sales partner.

This allowed Kaya's online audio inventory to be incorporated into its wider advertising offering while also accessing broader digital audio demand.

OPERATIONAL IMPACT

The change involved more than advertising sales. The new platform configuration reduced streaming infrastructure costs while increasing the number of concurrent listeners the service could support. It also simplified operations by removing the need for the broadcast playout system to manage and signal stream mid-roll advertising opportunities.

The clearest commercial difference was in advertising yield.

COMMERCIAL IMPACT

Premium directly sold campaigns achieved higher CPMs, while Kaya's wider integrated sales model allowed digital audio to form part of broader advertiser conversations and strengthen the full advertising offering.

COMMERCIAL PERFORMANCE & OUTCOME

The results do not provide a controlled like-for-like comparison between the two sales models, but they do show a clear difference in yield.

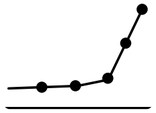
While the blended CPM across all campaigns when including programmatic was approximately R452, this increased to an average of R650 for premium direct campaigns, with some campaigns reaching as high as R850.

AUDIENCE

4,900+

PEAK USERS / HOUR

PUBLISHER REVENUE



R1.29m

ANNUAL DIGITAL AUDIO REVENUE

$68k €59

AVERAGE

R650

CAMPAIGN CPM

$34 €30

ECONOMICS

42%

LOWER PLATFORM COST

MAXIMUM

R850

HIGHEST CPM

$44 €38

Data and currency conversion 1 Mar 2025 -- 28 Feb 2026.
Excludes overlapping programmatic campaigns.
Numbers rounded for presentaion.

WHY PREMIUM DIRECT SELLING FITS KAYA

For Kaya, direct selling builds on strengths the station already has: a premium audience, established advertiser relationships, and the ability to package digital audio alongside broader radio campaigns.

With both radio and digital audio represented through United Stations, online audio inventory can form part of a wider advertiser conversation rather than needing to be sold as a separate product.

Programmatic advertising still has an important role. It provides automation, scalable demand and a way to monetise inventory that might otherwise remain unsold. But those benefits do not automatically produce the highest yield.

Kaya's experience does not show that direct selling is universally better, but rather that for a publisher with a premium audience and an established sales operation, greater automation should not automatically be assumed to deliver better commercial results.

> *"While programmatic advertising offers scale and automation, Kaya's results indicate that direct sales generated stronger CPMs, premium advertiser demand and greater revenue efficiency, making it, under the current conditions, the preferred monetisation model for our brand."*

NIZAAM AJOUHAAR

Head of Digital & Technical

MAKING PREMIUM DIGITAL AUDIO WORK FOR YOUR STATION

TAKE AWAY

Kaya's standard-rate non-programmatic campaigns achieved an average advertiser CPM of approximately R650, with some premium campaigns reaching R850.

These results came from aligning a premium audience and established advertiser relationships with the right advertising proposition, sales model and technology — not from direct selling or technology in isolation.

That alignment allows a station to position, package and price its online audio inventory more effectively, generating more revenue from each impression rather than relying only on greater advertising volume.

The opportunity may already exist within the audience and advertiser relationships a station has built. The next step is to understand that value and ensure the technology, advertising proposition and sales capability are in place to realise it.

WHAT A STATION NEEDS

SALES CAPABILITY AND ADVERTISER DEMAND
Use established advertiser relationships and a capable sales team to connect the inventory with brands that recognise the value of the audience.

A CLEAR ADVERTISING PROPOSITION
Decide how the inventory will be positioned, priced and packaged — independently or alongside broader radio campaigns.

RELIABLE AUDIENCE ANALYTICS
Understand who is listening, how they listen and what makes that audience commercially valuable to advertisers.

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