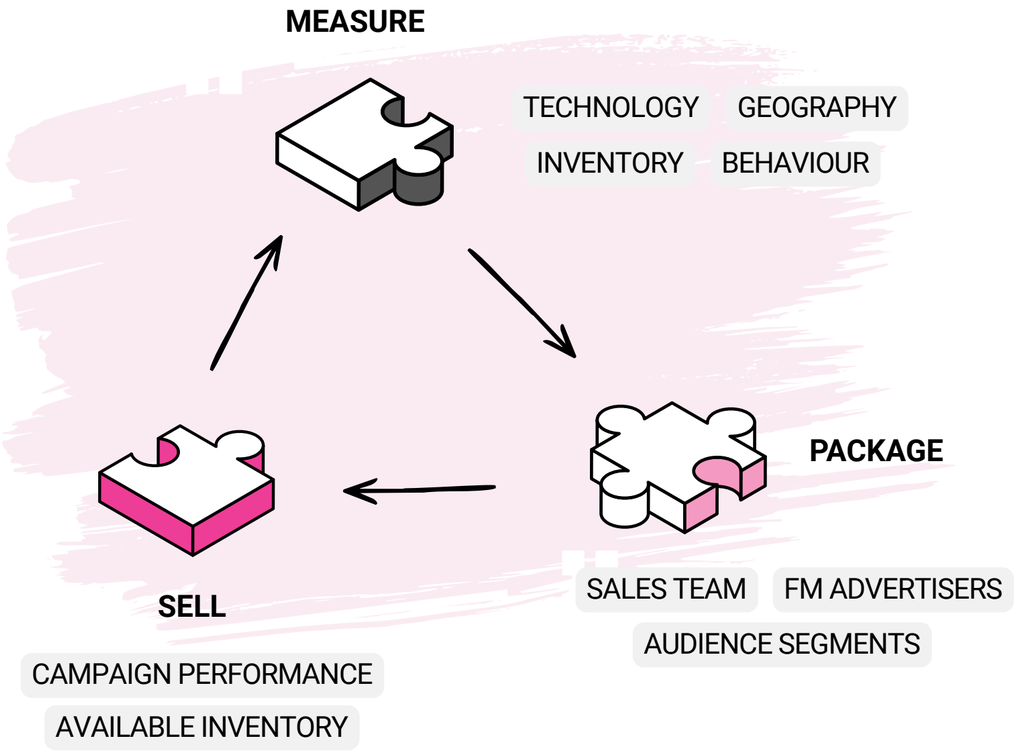
PRETORIA FM

CONVERT EXISTING STREAM AUDIENCE INTO REVENUE

Pretoria FM is an independent commercial broadcaster with a strong regional audience and an online listening base that extends beyond its FM coverage area.

Online radio streaming was used mainly to make the station available to listeners outside its terrestrial coverage area, including audiences elsewhere in South Africa and abroad. The focus was on extending reach rather than generating additional revenue.

> The audience already existed. The missing ingredient was the ability to measure, package and monetise effectively.



KEY COMMERCIAL METRICS

AUDIENCE

1,500+

PEAK USERS/HOUR

ADVERTISING

730,000+

AUDIO IMPRESSIONS DELIVERED

PUBLISHER REVENUE

R247k

PUBLISHER REVENUE
FIRST EIGHT MONTHS

$14k €12k

AVERAGE

R642

CPM

$37 €32

ECONOMICS

9x

AD REVENUE RELATIVE
TO PLATFORM COST

Data and currency conversion May -- Dec 2025.
Numbers are rounded for presentation.

During the first eight months, digital audio advertising generated approximately R247,000 in publisher revenue from more than 730,000 advertising impressions. Station Manager James Kemp says the results changed the way the station viewed the commercial potential of its online audience.

Pretoria FM did not need to pivot into digital sales or build a new audience. The audience was already there. The key change was reducing the complexity of measurement, ad insertion and digital campaign delivery enough to make their audience practical to monetise.

> *The income generated through online streaming is a welcome addition to our advertising income. It is more than I personally initially anticipated.*

JAMES KEMP

Station Manager

The station is now preparing to expand its own direct sales of digital audio advertising, building on the commercial experience and revenue generated to date.

The stream also gives Pretoria FM a clearer picture of audience activity beyond terrestrial transmission. Digital advertising adds a separate measurement layer for campaign delivery and listener behaviour.

An existing streaming audience can enable a new revenue stream, without the need to build a separate digital sales operation.

MONETISING AN EXISTING STREAM AUDIENCE

TAKE AWAY

Many stations already have an online audience that is being treated mainly as a distribution service rather than a primary commercial asset.

Pretoria FM shows that a station with an existing digital audience can create audio revenue by using technology that allows them to connect these listeners with the right advertising partners.

The opportunity may already exist in your streaming audience.

WHAT A STATION NEEDS

STREAM AUDIENCE MEASUREMENT
Understand the audience size, behaviour, location and other demographics is key to packaging inventory for advertisers.

PRACTICAL AD INSERTION & CAMPAIGN DELIVERY
Make it easy to turn available listening into usable advertising inventory without adding unnecessary operational complexity.

SALES ACCESS AND ADVERTISER DEMAND
Connect the inventory to direct or network-level demand so the audience can generate revenue

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