

DEMOGRAPHIC PROFILE

GAGASI FM
PERFORMANCE HIGHLIGHTS (Part 1 of 2)

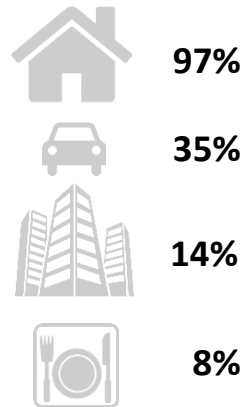


KZN FILTER

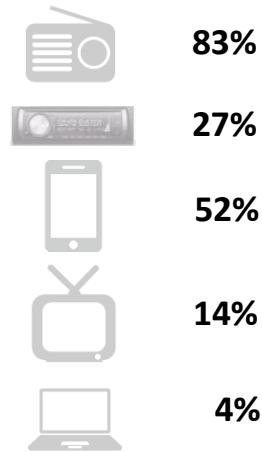
NUMBER 1 INDEPENDENT COMMERCIAL STATION IN THE KWAZULU-NATAL.

- Gagasi FM has over 200 000 more listeners than the closest commercial station in KZN, with only 7.5% duplication between the two stations.
- The station has 484 000 exclusive listeners in KZN, who spend on average 2hours minutes daily tuned in.
- Strong and solid quarter hour week and weekend listenership in KZN.

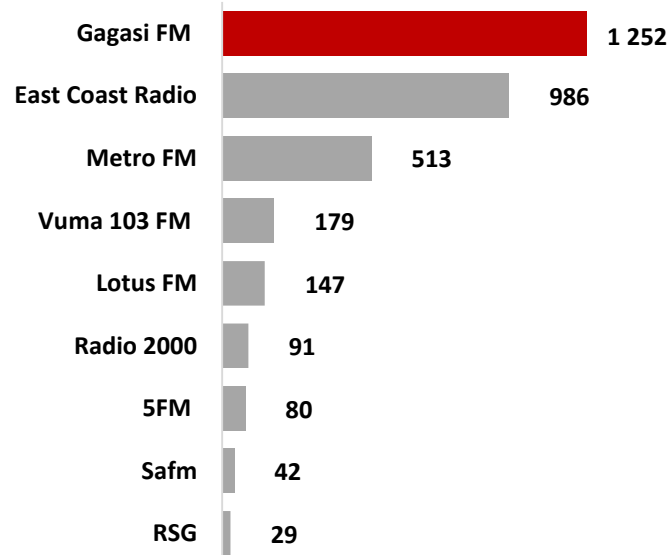
Listenership by location



Listenership by device

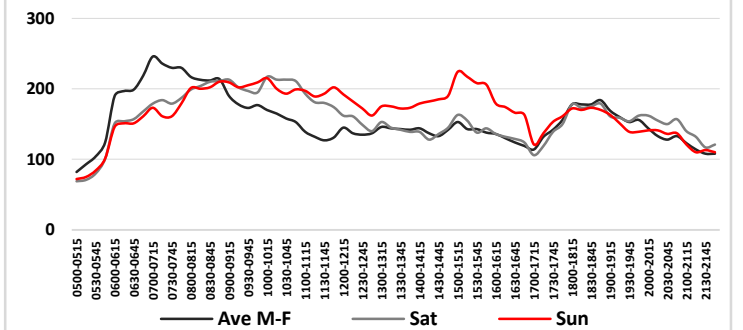


Top 10 Commercial stations in KZN '000 (Excl. ALS)

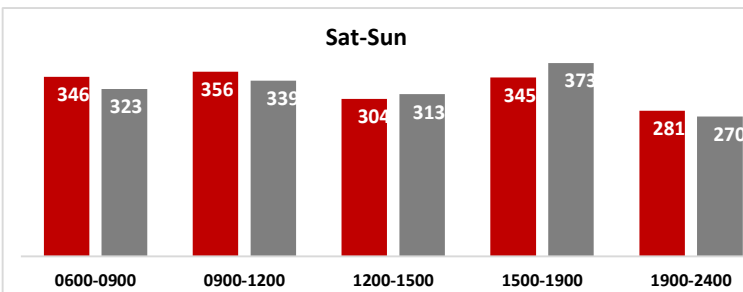
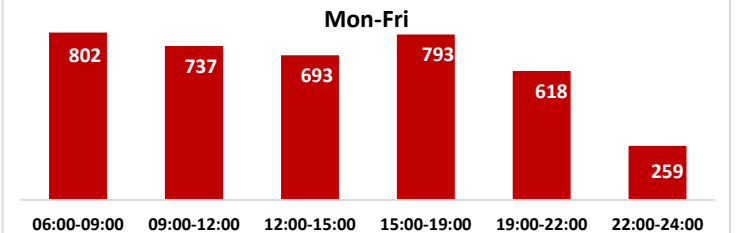


The station captures the KZN market throughout the day of the week.

Gagasi FM captures the KZN market throughout the day and week ('000)



Gagasi FM enjoys a strong average day cume by daypart listenership during the week('000)



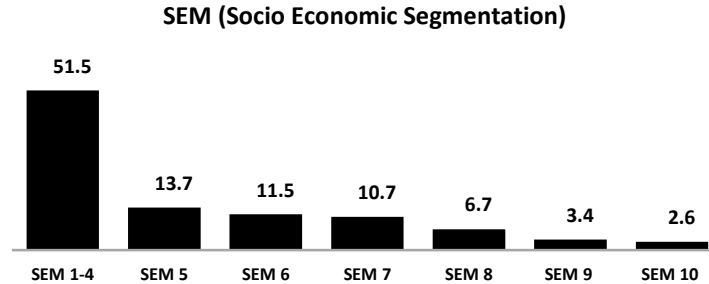
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GAGASI FM PERFORMANCE HIGHLIGHTS (Part 2 of 2)

Listeners (Average)	Weekly Cume	1 279 000
	Mon-Fri (00h00-24h00)	799 000
	Mon-Sun (00h00-24h00)	796 000
	Saturday (00h00-24h00)	788 000
	Sunday (00h00-24h00)	786 000

gagasiworld.co.za	Unique Browsers	25 379
	Visits	37 237
	Page Views	90 627

Social Media	314 451 Fans
	266 000 Followers
	79 000 Followers
	10 473 Subscribers



Population profile

