East Coast Radio now the largest independent radio station in the country

Issued by East Coast Radio   14 May 2013

East Coast Radio now boasts a listenership of 1.873 million listeners every week, making it the biggest independent radio station in South Africa. The latest Radio Audience Measurement Survey (RAMS) figures, the first of 2013, were released by the South African Advertising Research Foundation (SAARF) on Thursday, 9 May 2013.

The research period from mid-October 2012 to March 2013 also shows that over a million loyal listeners tune in to the station each day. East Coast Radio's programming manager Naveen Singh says, "Durban's number one is actually the country's number one independent station. This is a huge validation for the on-air teams who have worked really hard over the last year. Their fun attitude and creativity make for great listening."

The station's general manager Trish Taylor says, "The massive increase in RAMS is testament to the great work that is being done on all fronts at the station. It also comes after our recent nomination for Commercial Radio Station of the Year in the MTN Radio Awards. We're extremely proud of both these accolades and look forward to continuing to push the boundaries of innovation."

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East Coast Radio

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