

Why is this SA radio legend betting big on personality-driven streaming apps?

 By [Stuart Thomas](#)

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Memeburn readers of a certain age might remember blasting their radios to the latest dance hits in preparation for a big night out. And if you were listening to one of those stations in particular, chances are the person mixing those tracks was Derek - aka "The Bandit" - Richardson.

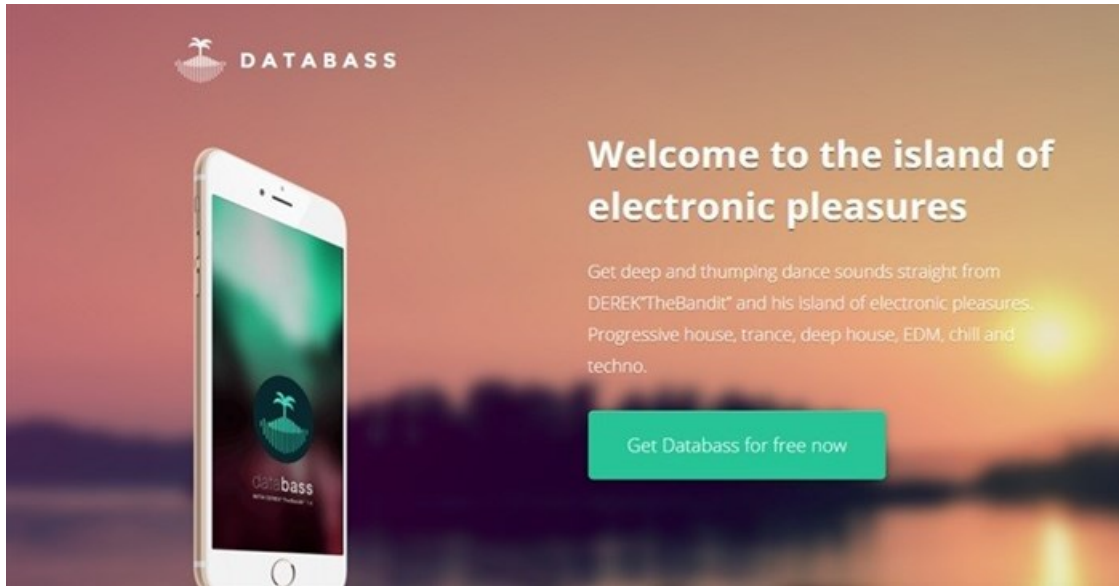


Image source © [Memeburn](#)

Now working at an ad agency on the Isle of Man, Richardson is also one of a handful of high-profile South African radio personalities throwing their weight behind a suite of genre-driven streaming apps.

Powered by South African media giant Kagiso, Richardson's app is called [Databass](#) and features a mix of progressive house, trance, deep house, EDM, chill and techno.

The app, which is free, doesn't just feature tracks curated by Richardson, but also mixes from up-and-coming DJs. It's clear, however, that Richardson is the driving force, and dominant voice behind the app...

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ABOUT STUART THOMAS

Stuart abandoned what was beginning to look like a long, quiet career in academia for the frenetic world of tech journalism. Currently heading up the Memeburn team, he likes to run in his downtime. He won an award once. It now sits on his desk.

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