

# CAPETALK STATION PROFILE

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# THE STATION

CapeTalk is a premium multimedia platform that is inspired to empower its audience through honest, truthful and insightful conversations.

Based in Cape Town, the station has transformed into a truly multimedia content curator that serves a discerning talk audience. The format allows us to unravel the complex and delve deep into current issues to help audiences make sense of their world.

With more than 143 000 terrestrial listeners, CapeTalk connects audiences to the real conversations in their community, their city and beyond. 75% of our audience is SEM 9 and 10.

A line-up of heavy-weight presenters call the station home, including John Maytham and Refilwe Moloto. In October 2021 our website delivered 490 000 unique users and 925 000 page views, punching far above its weight as a news and information provider.

CapeTalk. Join the conversation.

Twitter: @CapeTalk

Facebook: @CapeTalk

# HEADSPACE

According to our AudioScope Wave 1 research, CapeTalk listeners:

## **Tend to be wealthier**

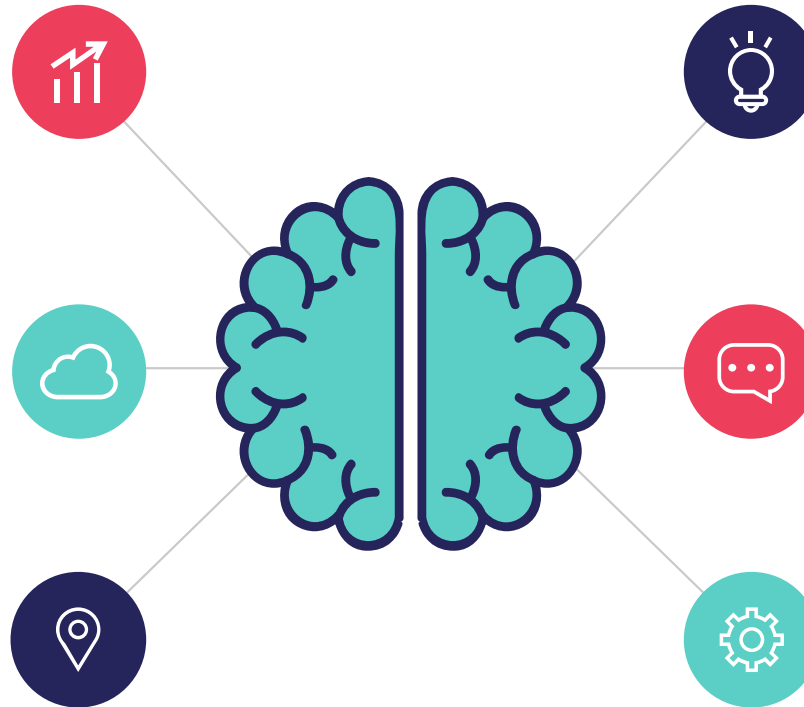
The majority of these listeners consider themselves to be middle-class to wealthy

## **Are responsible for purchases**

84% are responsible for purchases in their HH

## **Tend to be loyal to brands**

63% of these listeners agree that once they find a brand that works for them they tend to stick to it



## **Conservative intellectuals**

CapeTalk listeners are more likely to describe themselves as being conservative intellectuals

## **Entertainment**

6/10 of these listeners watch Netflix on the weekend and prefer to relax at home. 5/10 of these listeners prefer to read a book

## **Shop more over the weekend**

6 out of 10 of these listeners tend to shop on a weekend

# PEN PORTRAIT



The CapeTalk listener is more likely to be focused on personal relationships and continuous self development. They are interested in learning about a range of topics and they care deeply about society and the environment. They are inspired and driven by their family as well as humble people who help others in need. It is important for them to be learning continuously.

These listeners are often motivated by having a positive impact on those around them as well as by love and compassion. Shelters, feeding schemes and assisting vulnerable groups are important causes to these listeners, and they feel that volunteering their time and expertise or donating items alongside their favourite radio station is the best approach when helping others.

Driven by their curiosity and desire to learn, CapeTalk listeners state that their primary driver to radio station choice is making sense of the news and world around them. These listeners also state that being connected to what's happening around the Western Cape is important to them.

Relaxing in order to destress is key to these listeners and they spend time reading a book to stay informed or escape from reality. They are also likely to listen to podcasts in their spare time while relaxing. Staying active and fit is important to these individuals. They have a love for nature and the environment and often choose to walk to stay fit and active whilst reconnecting with nature and the world around them.

These listeners are concerned about the future of South Africa, as well as the future of their family. However, they remain optimistic about South Africa and would like to see and hear more about people trying to move South Africa forward.





MORE THAN  
**143 000 LISTENERS**  
HAVE JOINED THE CONVERSATION.

CAPETALK HAS SHOWN ITS HIGHEST RAMS LISTENERSHIP FIGURES EVER,  
EXCEEDING EVEN ITS STREAMING NUMBERS.

[CAPETALK.CO.ZA](http://CAPETALK.CO.ZA)

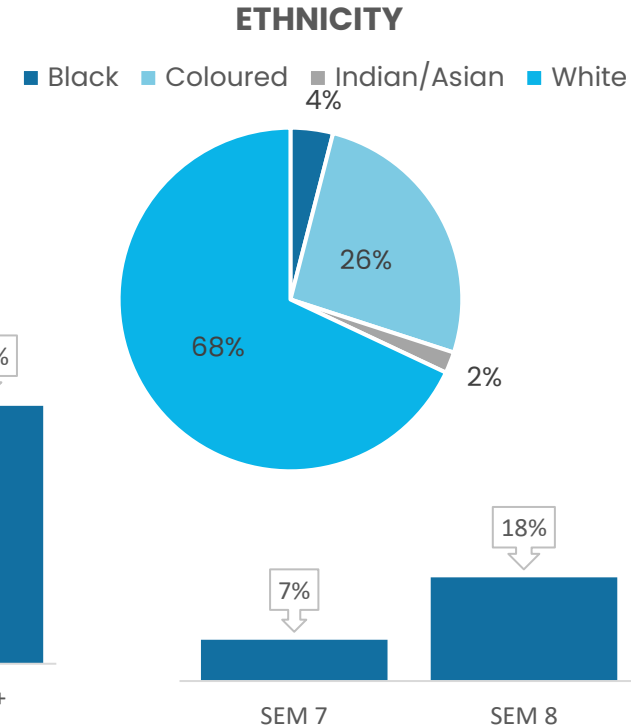
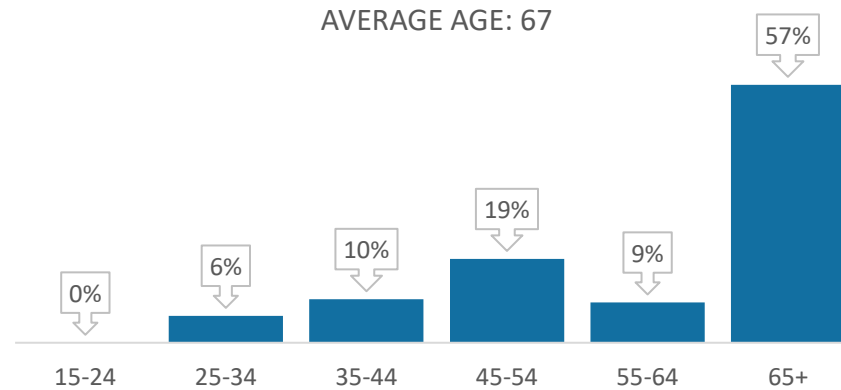
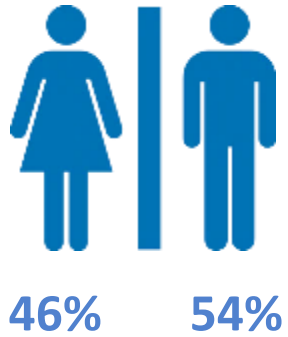
Source: BRC RAMS AMPLIFY™ April to August 2021, Past 7 Days

# YOUR TALK STATION WITH A MASSIVE ONLINE REACH

**CAPETALK**  
567AM

## Audience

Yesterday	114 613
Past 7 days	143 014



## DIGITAL FOOTPRINT (October 2021)



**236 431** FOLLOWERS



**71 317** FANS



**494 901** UNIQUE USERS

**925 682** PAGE VIEWS



**98 774** STREAMING



**22 896** NEWSLETTERS



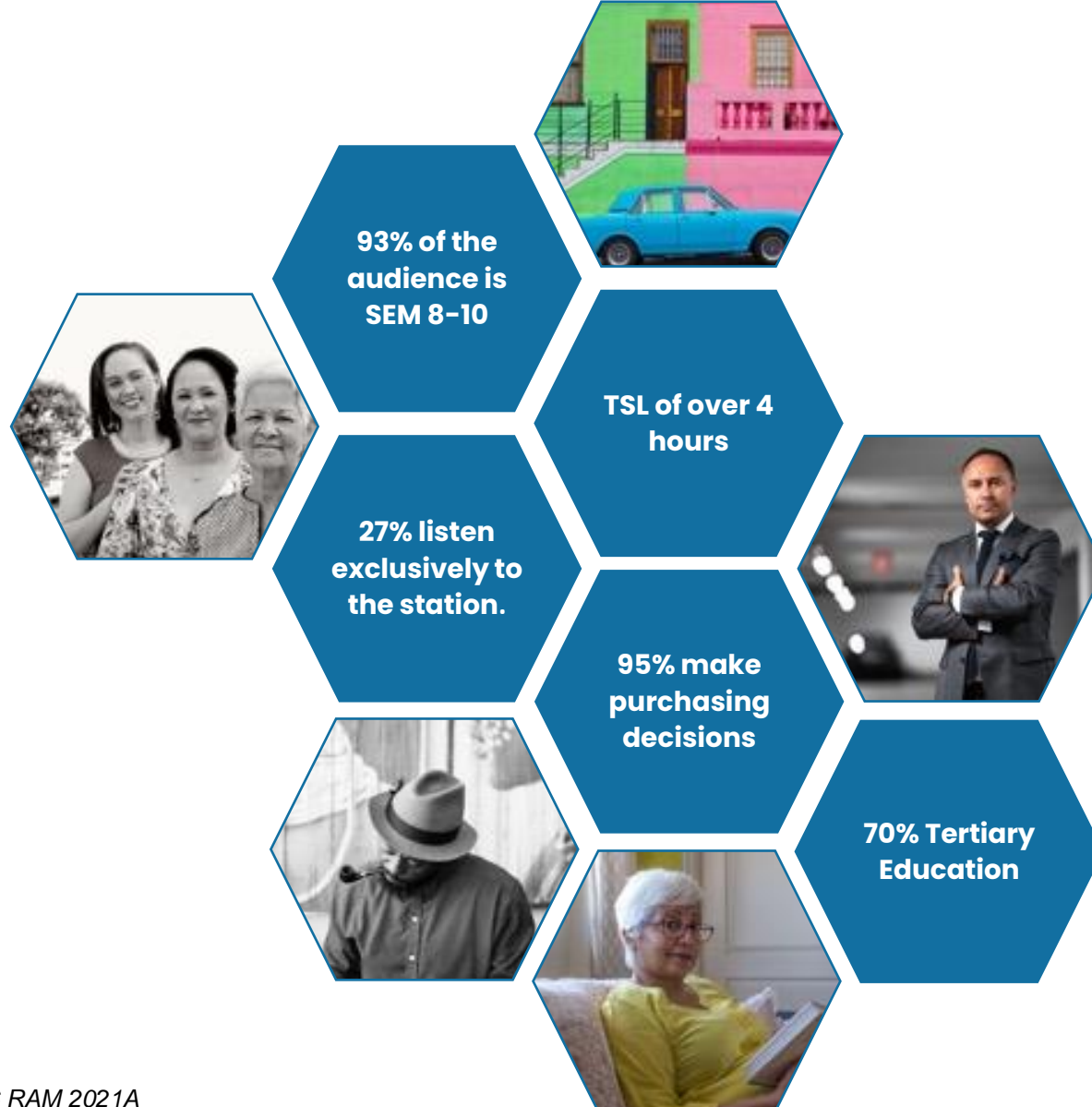
**13 106** YOUTUBE VIDEO VIEWS

Source : BRC RAM 2021A

Google Analytics, Triton Digital, Facebook, Twitter, Instagram, YouTube, Narrative

# CAPETALK AUDIENCE PROFILE

**CAPETALK**  
**567AM**



## DID YOU KNOW

- The station rates well on these attributes: being connected to what is happening in the Western Cape and having the best financial and business updates
- 68% of listeners say they tune in for the CapeTalk Weekend Breakfast show

# LINE UP

Weekdays	
00:00-01:00	Deutsche Welle Hour
01:00-04:00	Best of CapeTalk
04:00-06:00	Early Breakfast with Africa Melane
06:00-09:00	Breakfast with Refilwe Moloto
09:00-12:00	The Morning Review with Lester Kiewit
12:00-13:00	The Midday Report with Mandy Wiener
13:00-15:00	Lunch with Pippa Hudson
15:00-18:00	Afternoon Drive with John Maytham
18:00-20:00	The Money Show with Bruce Whitfield
20:00-24:00	The Aubrey Masango Show
Saturdays	
00:00-03:00	Best of CapeTalk
03:00-07:00	Weekend Early
07:00-10:00	Weekend Breakfast with Sara-Jayne King
10:00-15:00	Just the Hits with Abongile Nzelenzele
15:00-20:00	Just the Hits
20:00-21:00	Just the Hits with Soul
21:00-24:00	The Magic Bus on CapeTalk Classics
Sundays	
00:00-03:00	Best of CapeTalk
03:00-07:00	Weekend Early
07:00-10:00	Weekend Breakfast with Sara-Jayne King
10:00-11:00	Just The Hits
11:00-15:00	Just The Hits with Abongile Nzelenzele
15:00-19:00	Just the Hits
19:00-21:00	Inside EWN
21:00-23:00	Best of CapeTalk
23:00-24:00	Just the Hits with Soul



# Coverage Map





**THANK YOU**