



LIBERTY RADIO AWARDS – THE LISTENERS HAVE VOTED

5 APRIL 2018, JOHANNESBURG

Which is the most loved Radio Station in South Africa in 2018? All will be revealed on Saturday 14 April at the Liberty Radio Awards held at the Sandton Convention Centre.

Voting has closed for the 2018 MyStation category, where listeners had a chance to vote for their favourite station. There are 2 sections to the MyStation award; firstly, the station that garnered the most votes; and secondly, the station with the most loyal and committed listeners. The former is the station that generates the most votes from their audience, and the latter is a measure of the ratio of votes the station generates divided by the station's RAM listenership figures – that is the station that generates the most votes based on the size of their audience.

"In generating votes for the MyStation award, some stations have run highly innovative campaigns," says Lance Rothschild, CEO of the Liberty Radio Awards. "The MyStation award gives insight into the level of engagement stations have with their listeners and demonstrates the commitment listeners have to their chosen station brand."

Through casting their vote, listeners also stand a chance of winning a R 40 000 cash prize and a VIP experience for them and a partner to the 2018 Liberty Radio Awards. In excess of 120 000 votes were cast.

Killy Bacela, Divisional Director of Group Brand & Marketing at Liberty says: "The MyStation award is a testimony to the stations that raise the bar and create excellent radio that inspires and motivates their listeners to take the time to vote in this particular category. These stations understand the value of determination and unwavering focus required for the successful delivery of real, credible and meaningful content to an appreciative audience."

The finalists in the MyStation categories are: (in alphabetical order)

MOST VOTES

HOT 91.9
KAYA FM
METRO FM
MIX 93.8 FM
PRETORIA FM
RADIO KHWEZI
ZIBONELE FM

MOST LOYAL LISTENERS

ALEX FM
HOT 91.9
LM RADIO
MIX 93.8
RADIO KHWEZI
RADIO PRETORIA
RISE FM

The Liberty Radio Awards takes place at the Sandton Convention Centre on Saturday 14th April. More details about the Liberty Radio Awards as well as the terms and conditions for the My Station competition may be found at www.libertyradioawards.co.za

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About Liberty

Liberty is an established and growing Pan-African financial services group, with a presence in 18 countries. It offers an extensive, market-leading range of products and services to help retail and corporate customers build and protect their wealth and lifestyle. These include life and health related insurance, financial support for retirement; and investment management, provided through its sub-brand STANLIB. Liberty is part of the Standard Bank Group, which has a 53.6% stake, and has been operational for nearly 60 years. Liberty Holdings is listed on the Johannesburg Stock Exchanges as well as the Nairobi Stock Exchange in Kenya.