

Local music still to feature on PBS radio

The SABC's [2010 FIFA World Cup](#) campaign to promote 100% local music on its Public Broadcasting Service (PBS) division's 15 radio stations ended on 30 September 2010, having begun on 1 May. The playlists featured 85% of South African music and 15% African music in the promotion of homegrown music.

"PBS radio management is happy to have utilised our radio stations as platforms to showcase the music talent from South Africa and the rest of the continent. Our listeners and music houses alike have responded positively to the 100% local music campaign," said PBS marketing manager, Mpho Msiza.

"From 1 October, the PBS Radio stations will resume playing international music; however, a decision has been taken that we will continue to deliver 70% local music. Research is currently underway on our various radio stations to assess the success of this campaign and we believe this will also ensure that our music content is of superior quality and meets our listeners' needs. Our portfolio of 15 radio stations will ensure that the rhythm of the African beat continues to reverberate in our nation."

PBS radio management would like to thank all the artists, record companies and sponsors for making the campaign a success.

For more, visit: <https://www.bizcommunity.com>