

Kfm 94.5 breaks Western Cape BRC RAMS record

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Cape Town commercial music radio station, Kfm 94.5, is celebrating a groundbreaking achievement, smashing the record for the highest number of listeners in the Western Cape under BRC RAMS. The station has yielded remarkable results in the May 2019 release.



The latest BRC RAM figures were released earlier today and show that Kfm 94.5 has crossed the milestone of more than 900 000 listeners per week. The survey indicated that the station has 944,000 listeners, up from 869,000 diary-on-diary - an impressive increase in audience that makes Kfm 94.5 the biggest regional station in the Western Cape.

“The station, which underwent significant strategic line-up, music and marketing changes in 2017, has consistently grown year-on-year and holds the undisputed largest share of audience in the Western Cape,” commented Kfm Programme Manager, Stephen Werner.

Werner said, “This is the biggest audience number achieved for a Western Cape radio station under the BRC RAMS. We are immensely proud of our team, and how the station has grown over the past year. Our year-on-year figures: 944,000 from 787,000 (20% growth), diary-on-dairy: 944,000 from 869,000 (8.63% growth). We would also like to thank our loyal listeners who continue to make Kfm 94.5 the Cape’s biggest radio station with the most responsive audience.”

Snapshot into Kfm’s BRC RAMS performance:

BRC RAMS PERIOD	TOTAL AUDIENCE (CUME)
Oct ‘17 – Mar ‘18	787,000
Jul – Dec ‘18	869,000
Oct ‘18 – Mar ‘19	944,000

“We have worked hard to differentiate Kfm in a way that rings true to our audiences. Our most music proposition, heavyweight line-up, strategic events and partnerships, along with our unique approach to marketing have clearly hit the right note,” said Trish Taylor, Primedia Broadcasting Western Cape CEO.

Taylor adds: “The strategy is underpinned by the Primedia Broadcasting focus on innovation led by research and insights.”

For more information on Kfm, visit: www.kfm.co.za. The full BRC RAM survey is available at <https://brcsa.org.za/>.

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