

# Gagasi FM continues to dominate the regional commercial radio space

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KwaZulu-Natal based Gagasi FM has maintained its position as the leading regional commercial radio station and media lifestyle brand in the country with the resumption of RAMS reflecting a significant 36% increase to 1.625 million listenership past seven days.

These latest figures come with Gagasi FM having recently announced the realignment of its business and changes in management. The realignment itself was the result of an extensive process that included the review of operations and research of various business models, all aimed at strengthening the brand's presence in the market from both a consumer engagement and media solutions point of view.

"The news has come at a tipping point for our business having redefined who we are and what direction we are taking. The biggest win for us however is that we are not seeing one-way growth, but consistent growth across our channels including digital. Our Gagasi FM App numbers have shown consistent growth since launch two years ago with steady growth across our social media platforms affirming that our engagement touch points continue to resonate with our audiences. It's not just a win for the brand, but also a win for our clients as we continue to offer innovative solutions to them," says Gagasi FM managing director, Minenhle Dlamini.

Dlamini is also very optimistic about the future, citing recent developments within the business as a strategic move in the right direction. "Our value offering is now no longer just about audience numbers, but insight into the lifestyle nuances of our audience. Our Consumer Insights capacity has morphed into a stand-alone Consumer Insights department, not only to continue to inform content and our audience experience ecosystem, but also for data driven insights to augment our value proposition in providing customer driven solutions to our clients," concluded Dlamini.

The station will soon be embarking on an exciting mini roadshow, in line with Covid-19 regulations, to celebrate this milestone with its listeners and clients. More details around this to be shared soon - stay tuned to Gagasi FM and follow the station's digital platforms #StillAtIt.

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## Gagasi FM



Gagasi FM is the number one commercial radio station in KwaZulu Natal to reach the black urban and peri-urban black youth.

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