

RADIO AND DIGITAL SOUND BROADCASTING SUMMIT - AFRICA 2024

(5th Edition)

18 - 19 JUNE 2024 ● JOHANNESBURG - SOUTH AFRICA

Radio And Digital Sound - Using Technology To Deliver Content Listeners Want

**18TH- 19TH
JUNE
2024**



**Johannesburg
South Africa**

Convened By:



In Collaboration With:



#DigitalRadioAfrica



ABOUT THE CONVENTION

In the rapidly evolving media landscape and as radio broadcasting remains a cornerstone of information, education, and entertainment across Africa, Digital-enabled radio broadcasting holds the promise of improving both the quantity and quality of content available while also increasing the number of people able to access and listen to new radio services.

BMA, in collaboration with the Southern Africa Broadcasting Association (SABA), is proud to have convened the 5th Edition of the "Radio Broadcasting Convention - Africa 2024".

With the theme "Using Technology To Deliver Content Listeners Want," this high-level industry summit is the premier event for broadcasters, platform owners, content creators, and policymakers in the African market. It is designed to help bridge traditional broadcasting with digital innovation, ensuring radio's continued relevance in the digital and artificial intelligence age.

Focusing on helping to shape the future of digital-enabled radio and sound broadcasting in Africa, the landmark event will showcase and evaluate current innovations in radio and digital sound content delivery, charting the path forward that aligns with the preferences and needs of modern listeners.

The raison d'etre of this industry event is to successfully harness digital technologies to create and deliver content that resonates deeply with listeners in Africa.



[#DigitalRadioAfrica](https://twitter.com/DigitalRadioAfrica)



KEY THEMES

- Digital transformation in Radio: exploring the journey from traditional broadcasting to digital platforms.
- Accessing the dynamics and relationships between technology and content delivery.
- Evaluation of the readiness of African audiences for digital Radio.
- The ability and sustainability of broadcasters to deliver their mandate with DAB and DAB+.
- Podcasting and OTT Streaming for Radio – challenges and opportunities.
- Evaluate the viability of DRM as the digital radio platform for Africa.
- Regulatory landscape for digital-enabled radio broadcasting.
- Innovative content production and distribution strategies for digital radio broadcasting.
- Role of AI, machine learning, and blockchain in personalising listener experiences and protecting copyright.
- Leveraging data analytics and social media to understand and grow audiences for Radio.

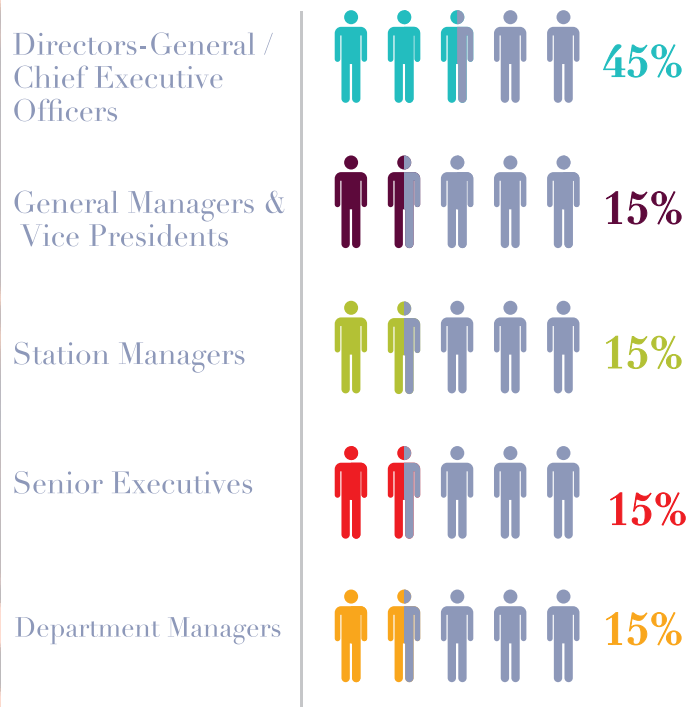
REASONS TO ATTEND?

- ✓ Take advantage of the only dedicated event bringing together the entire digital radio and sound broadcasting ecosystem in Africa.
- ✓ Discover hot-button trends that are impacting radio broadcasting industry in Africa right now.
- ✓ Learn about challenges and opportunities from platforms and broadcast facilities around the globe.
- ✓ Hear authoritative voices on the key issues affecting the establishment of digital radio services in Africa.
- ✓ Understand how stakeholders and professionals can shape radio and audio platforms' burgeoning digital content delivery.
- ✓ Enjoy hours of senior-level networking and interactive discussions on creating new revenue streams with radio services.
- ✓ Learn what the market wants from experts conducting key industry research.
- ✓ Evaluate specific propositions delivering radio and audio content streaming anytime and anywhere in Africa.
- ✓ Assess how industry players are looking to deal with AI and blockchain innovation.
- ✓ Understand the role(s) of regulations and policy frameworks to drive the development of digital-enabled radio services in Africa.



WHO WILL ATTEND

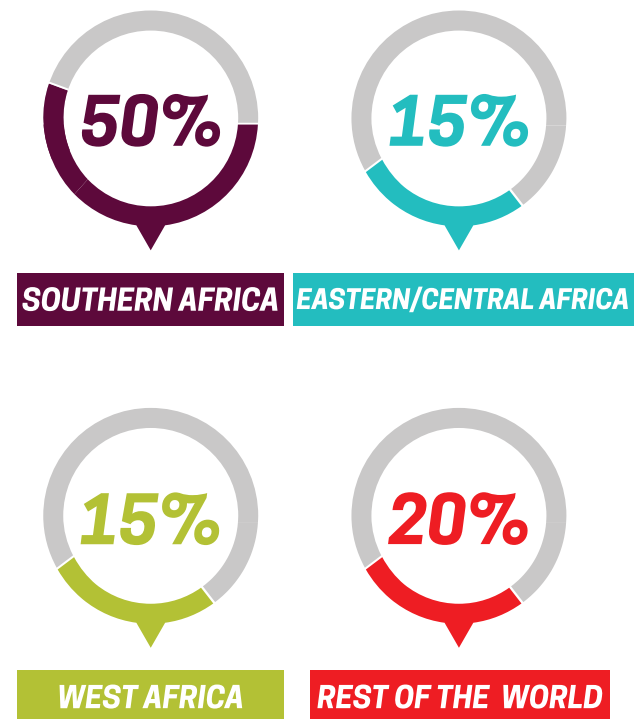
SENIOR LEVEL ATTENDANCE



INDUSTRY REPRESENTATION



REGIONAL REPRESENTATION



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