

7th Edition



# RADIO BROADCASTING CONVENTION Africa 2026

Intelligent Radio and Audio for Next Generation of  
Listeners

01 - 02 JULY 2026

JOHANNESBURG, SOUTH AFRICA





In an era of rapid technological advancements and shifting audience dynamics, the future of radio and audio services hinges on adaptability and vision. As the premier gathering for the continent's audio industry, the **7th Edition** of the **Radio Broadcasting Convention - Africa 2026** embraces the theme "Intelligent Radio and Audio for Next Generation of Listeners."

Convened by **Broadcast Media Africa (BMA)**, this landmark event brings together leading broadcasters, technology innovators, content creators, and policymakers to explore the strategies needed to shape the next chapter of audio services.

The summit will provide actionable insights on building sustainable, profitable, and engaging radio services in an AI-augmented landscape. The industry convention will provide practical, actionable insights into monetisation, audience engagement, and emerging technologies shaping listener experiences across radio and digital audio.

The 2026 Radio Broadcasting Convention - Africa is the definitive platform for reimagining radio broadcasting in a digital-first world.



# THEMES & TOPICS

-  Developing hybrid revenue models, including programmatic advertising, subscription tiers, and e-commerce integrations
-  Leveraging data analytics and social media to understand and grow audiences
-  Developing ground-breaking approaches to content creation and distribution for digital radio
-  The viability of cloud-based solutions for broadcast operations, playout, and archiving
-  Balancing digital innovation with inclusivity, affordability, and accessibility for underserved communities
-  Data-driven advertising: Using audience analytics for hyper-targeted campaigns
-  The role of AI and machine learning in personalising listener experiences and protecting copyright
-  Unlocking the podcasting economy: Strategies for production, distribution, and monetisation
-  Advanced audience measurement tools for a fragmented, multi-platform landscape



# REASONS TO PARTICIPATE



## **Strategic Insights from Industry Leaders:**

Attend a series of carefully selected keynotes, feature presentations, and panel discussions from the innovators and thought leaders shaping the industry



## **Practical Knowledge Transfer:**

Participate in practical, hands-on sessions that offer fresh perspectives and ensure you leave both informed and empowered



## **High-Level Networking Opportunities:**

Take advantage of the dedicated event bringing together the entire digital radio ecosystem for unparalleled opportunities to make new connections and discuss business

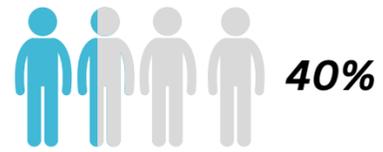


## **Curated B2B Matchmaking:**

We facilitate and deliver pre-scheduled, face-to-face meetings to help you establish business with key decision-makers. More than 50% of participants are Board-level, C-Suite, Founders, or Directors



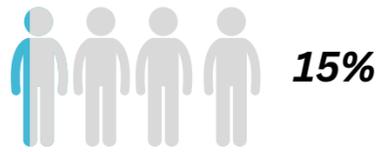
### SENIOR LEVEL ATTENDANCE



CEOS / DIRECTORS GENERAL



GENERAL MANAGERS/ VICE PRESIDENTS



STATION MANAGERS

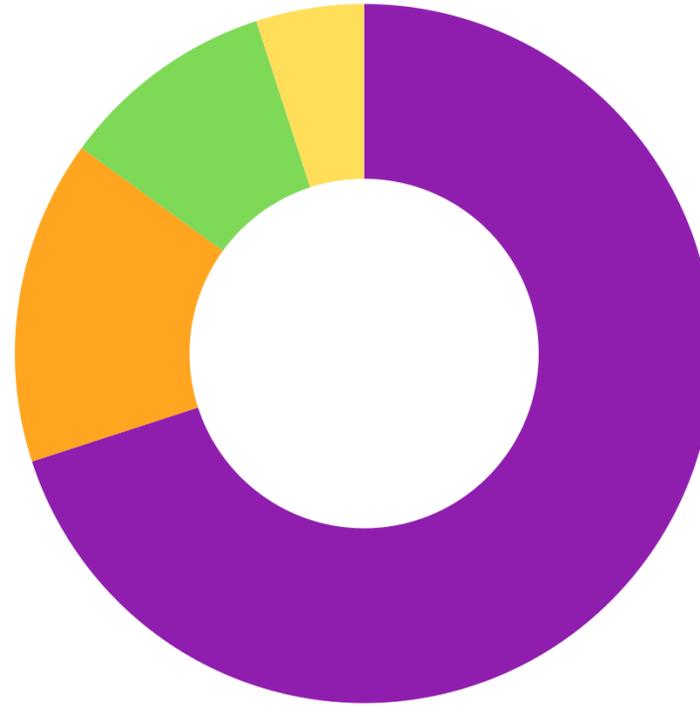


SENIOR EXECUTIVES



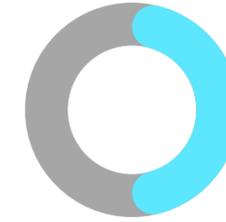
DEPARTMENT MANAGERS

### INDUSTRY REPRESENTATION



- Public And Pvt Radio Broadcasters
- Policy And Regulators
- Technology And solution Provider
- Consultants And Others

### REGIONAL REPRESENTATION



SOUTHERN AFRICA



WEST AFRICA



EASTERN/CENTRAL AFRICA



REST OF THE WORLD