

YFM anticipates growth

As 99.2 YFM gears itself up towards the celebration of its 10th year in October 2007, the station said in a recent press statement that it expects to see significant growth in its audience figures this year. Last month, the station effected changes to its programming line up, the most significant of which was the introduction of a new breakfast show hosted by YFM stalwarts Rudeboy Paul and Sanza.

The changes are part of the station's strategy to dramatically increase share within its core youth audience.

"Over the last two year's YFM has undergone significant changes as is typical of the lifecycle of any business or institution that has existed for nearly ten years," commented YFM marketing manager Tamaría Motsepe.

"[The recently announced] RAMS (Radio Audience Measurement Survey) indicate that our audience figures have remained stable despite the fact that radio audience figures in Gauteng are showing a downward trend."

YFM began broadcasting in 1997 amid great speculation about the feasibility of its long-term future.

"YFM has always been in the forefront of South African youth trends, so as a station and a business we are always challenging ourselves to operate at the next level. With our hot new 2007 line up and also with a series of key initiatives that we will be launching this year to mark YFM's 10th birthday, we strongly believe that we have the plan that will lead the YFM brand into the future," concluded Motsepe.

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