

Virtual Huawei Joburg Day 2020 a massive success

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... Mass viewership attests to the power of music during Covid-19 restrictions...

The 2020 virtual edition of Huawei Joburg Day enthralled a country-wide audience on Friday, 23 October. Music fans were treated to two hours of top music performances by some of Joburg's biggest names, including Mafikizolo, James Deacon, Riky Rick, Holly Rey, Jeremy Loops and Lady Zamar. The show was broadcast live on 'Fresh on 947' and simultaneously streamed on [947.co.za](https://www.947.co.za)







The event was an unprecedented success, with more than 20,000 viewers following the event live on 947 YouTube and an additional 5,500 listeners on Joox.

For the first time since Joburg Day's inception, the event was free and available to view online, listen to on-air and engage via social media. The event trended on social media for its full duration with listeners winning prizes, commenting on their favourite performances and experiencing a world-class music festival in the comfort of their homes.

Event partner, Huawei, saw hundreds of people visit their e-commerce website over the two hours of the online event.

The event in its virtual format was the result of a long-term partnership between Huawei and 947 to bring the free and uplifting music experience to Joburgers in the face of Covid-19 restrictions.

Thando Makhunga, 947 Station Manager, says: ***"We are absolutely blown away by the response. The level of production, the artists' performances and the 947 presenters made this a truly world-class event. We hope to bring***

many more digital music experiences like this to our listeners in future. This amazing annual event once again shows the power of music and the love our super-responsive listeners have for our brand. We truly believe that Huawei Joburg Day in this unique format heralds the resurgence of Joburg. We might have been through a tough year, but the city is stronger than ever and music brings us closer together."

Huawei Joburg Day was styled by the Huawei Watch Fit. Huawei Vice Director for Consumer Business in South Africa, Jun Sun, says: *"Huawei Joburg Day has always been one of the most important events on our calendar for Huawei, so we were really excited by this new virtual format, as it meant that fans didn't have to miss out on the music and awesome vibe that is unique to this event. Just like technology is all about evolution, so too has Huawei Joburg Day evolved. This new format also highlighted more than ever how technology and music can help connect people."*

People can view the two-hour event on the 947 YouTube channel:

About 947

If Joburg is South Africa's heart, then 947 is its racing pulse. 947 keeps you in sync with the city and gets you moving to your favourite tracks, all day and all night.

Let Alex Caige wake you up with a smile, then sit down for breakfast with Anele and her always-entertaining crew. Cruise through your workday with Andy Maqondwana and Ayanda MVP as they bring you the freshest beats and the city's hottest happenings. Then after a long day, catch a lift home with DJ Fresh and Mantsoe, followed by Zweli who takes it up a notch.

There's never a dull moment with our presenters on air. And we're not just all talk – our social platforms are buzzing with hilarious videos, competitions and more.

If you love Joburg, 947 loves you!

Tune into 94.7 FM every day and never miss a beat. Visit 947 online at www.947.co.za

About Huawei Consumer BG

Huawei's products and services are available in more than 170 countries and are used by a third of the world's population. Fifteen R&D centers have been set up in the United States, Germany, Sweden, Russia, India and China. Huawei Consumer BG is one of Huawei's three business units and covers smartphones, PC and tablets, wearables and cloud services, etc. Huawei's global network is built on over 30 years of expertise in the telecom industry and is dedicated to delivering the latest technological advances to consumers around the world.

For more information please visit: <https://www.huawei.com/za/>

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