

## 94.7 listeners offered full track downloads

94.7 Highveld Stereo and eXactmobile have entered into a partnership that will allow the station's listeners to purchase music through its website and download it onto their mobile phones.



"The primary building block of our relationship with listeners is music. So we're taking this one step further, and giving them access to the music they love. They don't only want to hear it on air. They want to download it onto their mobile phones, and own it," explained Ryan Till, Primedia Broadcasting's COO.

Highveld listeners have access to more than 500 000 tracks in partnership with eXactmobile. The songs can be bought on 94.7's website, either via credit card or premium-rated SMS in the 94.7 Music Shop.

The service is also available at [www.highveld.mobi](http://www.highveld.mobi) offering billing via your mobile phone account as well as credit card. Credit card transactions are priced significantly cheaper than SMS options, due to the network costs involved in premium-rated SMSs. The purchase process has been designed to be simple and welcoming to users who are less familiar with online sales.

### Clear favourites

Since the launch of the music shop last month, it's clear who the firm favourites are among international and local artists. Lady GaGa's "Poker Face" is the highest-selling song, followed by local South African band, Prime Circle's "She always gets what she wants".

"It's great to hear that we have the top selling SA song," said Franie Kotze, manager of Prime Circle. "Digital sales make a huge difference to a band, as digital is the new format for music sales. This album "All or Nothing" went gold after the first single, and is now 75% of the way to platinum. "She Always Gets What She Wants" has been huge for us - songs such as this make it possible for bands to build their careers. 94.7 has been instrumental in building this single with us, and has supported us so strongly on air. Now we have added support from the 94.7 Music Shop project."

### Afrikaans is plesierig

Afrikaans music is also selling well with Ray Dylan's song "Jessica" recording the largest number of sales in the Afrikaans genre.

"It's not just about current music; we also have access to a large base of older 'catalogue' songs. Interestingly enough, older songs sell as much as current ones," said Till. "Counting Crow's 'Mr Jones', followed by Bon Jovi's 'Bed of Roses' and Allanah Myles 'Black Velvet' have proven to be hugely popular. In terms of current international trends, even in these early days, collective single sales are equalling the top-selling current sales, so we can confirm that the long-tail theory is a reality in South Africa."

### Tailor-made from shows

Because there is such a large selection of music, the music shop has been tailored around recommendations from 94.7 Highveld Stereo's shows and presenters to make the selection process a little easier.

“Depending on how you're feeling you could check out what the Rude Awakening team's favourites are for that week. You could dip into some all-time classics, step up the tempo with Alex Jay's Club Thang, or keep it local with the Homebrew favourites. There are other categories, including genre-specific Top 10s. These will be updated at least once a week - and here we've got the benefit of our relationships with the record industry to know what's really hot, what's selling well, and maybe just some tracks that you haven't heard of in a while,” added Till.

He says Highveld partnered with eXactmobile - another Primedia company - on this initiative because the latter brings with it the necessary technology and infrastructure, as well as a wealth of experience, in selling music online. Till says their partner also has the very important rights negotiations with the record labels, and the partnership follows the development of new, cutting-edge content-management systems by eXactmobile.

## **Comprehensive database**

“The 94.7 Music Shop will operate from the most comprehensive database of South African and international music in the country - offered in an easy, user-friendly and fully searchable catalogue design. This system expertise was critical to the project design, allowing 94.7 the opportunity to bring its listeners this carefully customised music-download service,” explained Davin Mole, CEO, eXactmobile.

All 94.7 listeners are able to browse the recommendations, as well as sample songs, but when it comes to purchasing tracks, they have to be a member of the station's loyalty programme, Club VIP. Club VIP membership is open to all, and there is no charge to be a member.

## **Digital strategy**

The initiative is part of Primedia Broadcasting's digital strategy to take advantage of new, interactive media platforms, and build communities based on solid relationships with listeners.

Till said the group's venture into the digital realm doesn't detract in any way from its core product - radio. Instead, the digital platforms allow the company to build relationships with its listeners, and further enhance its understanding of them.

“Five years ago, when podcasts first emerged, questions were raised around the longevity of radio as a medium. The Radio Advertising Bureau in the UK researched the relationship between a consumer's personal listening device (iPod, MP3 player etc.) and their favourite radio station and concluded that they are complementary. While people love to listen to their own music on their MP3 players, they rely on radio to highlight the new music for them. So this is a match made in heaven. It's up to radio operators to ensure they remain alive and well in these digital spaces,” concluded Till.

The service has been available on [www.highveld.co.za](http://www.highveld.co.za) or [www.highveld.mobi](http://www.highveld.mobi) from mid-March 2009. Users should log in and click on the link for the 'Music Shop'.

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