

Why can't Yfm go national?

Sometime last year when I was in Jozi, I listened to Yfm for the very first time and liked it but now that I'm back home there's no more Yfm. WHY?

e.tv was also once a provincial channel (Western Cape only) for its first couple of months and then later became national. And their competition felt the pressure and then they started providing top-notch entertainment as well.

Why can't this happen on radio too so that all the national stations can feel the Y-pressure and start providing us with some pashasha info-tainment as well.

Plz can someone tell me why is this happening to the youth market coz they also do have the buying power. Or that market doesn't exist/ r u guys taking SA youth for granted???

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