



ON AIR

**RADIO BROADCASTING
CONVENTION – AFRICA 2026**
(7TH EDITION)

01-02 JULY, 2026 | JOHANNESBURG, SOUTH AFRICA

**Post-Event
Briefing Report**

CONVENED BY:



THE EVENT

The 7th Edition of the Radio Broadcasting Convention — Africa 2026, held on July 01–02 in Johannesburg, South Africa, reinforced the idea that African radio is entering a new era—one where innovation, collaboration, audience-centric strategies, and sustainable business models will define the industry's future.

Convened by **Broadcast Media Africa**, the convention focuses on the theme of “**Intelligent Radio And Audio For Next Generation Of Listeners**” in the evolving Pan-African digital landscape.

Top 5 Key Takeaways

- **Audience engagement drives growth:** Building loyal, engaged audiences is becoming more valuable than simply increasing listener numbers.
- **Diversify revenue streams:** Hybrid models combining advertising, digital platforms, events, sponsorships and branded content are key to sustainability.
- **Adopt AI responsibly:** AI offers major opportunities, but success depends on strong governance, skills development and editorial integrity.
- **Strengthen community radio:** Greater funding, partnerships and policy support are needed to ensure community broadcasters remain sustainable.
- **Embrace a multi-platform future:** Integrating radio with streaming, podcasts and social media is essential to reach new audiences and drive long-term growth.

EVENT PARTNERS

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PARTNERHIP FROM



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SOUTHERN AFRICAN BROADCASTING ASSOCIATION

VIPs, Speakers & Panellists



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CEO
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BONFACE OPANY

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RADIO DOMUS FM



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MEDIA TRAINER & CREATIVE
TUNED MEDIA



DEBBIE WILLIAMS

CEO
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PROGRAMMER/STATION
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RADIO CONTENT &
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RADIO 786



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REGIONAL CONTENT
DIRECTOR - AFRICA
TRANS WORLD RADIO



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GENERAL MANAGER
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GENERAL MANAGER
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VIPs, Speakers & Panellists



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FRANCESCO DIASIO

International Communications
For Development Expert
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INTERNATIONAL DIRECTOR:
EASTERN & SOUTHERN AFRICA
TRANS WORLD RADIO



LUNDI CAVERNELIS

PROGRAMME MANAGER
VOW 88.1 FM



**MARCOLENE ROACH-
MABEBE**

Director
South African Community
Radio Organisation



JAYSHREE PATHER

Facilitator
Wits Radio Academy



BENJAMIN PIUS

"This convention has shown that African radio is ready to evolve. By embracing innovation, strengthening audience engagement and working collaboratively, broadcasters can build a more sustainable and resilient future for the industry."

Event Highlights In Picture



Who Was In Attendance

Organisation Company	Job Title / Position	Country
AB Communications (ZIFM, 98.4FM, Hevoi FM)	Group MD	Zimbabwe
Agence France-Presse	Commercial - Southern Africa	South Africa
Agence France-Presse	Commercial Manager	South Africa
Christian Vision South Africa	Radio Infrastructure Manager	South Africa
Christian Vision Zambia	Radio Engineer	Zambia
Debstar Media	CEO	South Africa
Deutsche Welle (DW)	Deputy Head of Distribution Africa	Germany
Deutsche Welle (DW)	Distribution Africa	South Africa
Eswatini Broadcasting and Information Services (EBIS)	Director	Eswatini
Eswatini Communications Commussion	Manager Broadcasting Services	Eswatini
Food and Agriculture Organization (FAO)	International Communications For Development Expert	Belgium
Fresh FM	Programmer/Station Manager	Namibia
Gresham Rights Management	Head of Legal and Licensing	South Africa
Highlands FM Radio	CEO	Tanzania
Interactive Advertising Bureau South Africa (IABSA)	Executive Director	South Africa
Independent Communications Authority of South Africa (ICASA)	Communications Officer	South Africa
Independent Communications Authority of South Africa (ICASA)	Councillor	South Africa

Who Was In Attendance

Organisation Company	Job Title / Position	Country
Independent Broadcasting Authority	Director of Standards, Licensing and Compliance	Zambia
Independent Consultancy	Media and Development Consultant	South Africa
Jacaranda FM	Podcaster and Newscast Editor	South Africa
Kagiso Connect	Head of Research & Analytics	South Africa
Lesotho Communications Authority	Broadcasting Officer	Lesotho
LogosVoice	Founder	South Africa
Mahikeng Fm	Chief Product Officer	South Africa
Malawi Digital Broadcast Network Limited	CEO	Malawi
MCM Digital Media	CEO	South Africa
Media Council of Malawi	Executive Director	Malawi
Media Development and Diversity Agency (MDDA)	CEO	South Africa
NAAMSA	Chief Policy Officer	South Africa
NBC+	CCO	Namibia
OKWEARELISTENING	Co-founder & Integrated Growth & Communications Strategist	South Africa
Radio 786	Station Manager	South Africa
Radio Domus FM	Director& Station Manager	Kenya
Radio Mozambique	Head of Communications	Mozambique
Radio Mozambique	Chief of Communications	Mozambique

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Organisation Company	Job Title / Position	Country
Radio Pulpit	Corporate Communications Manager	South Africa
Radio Pulpit	Radio Support Technician	South Africa
Radio Pulpit	Senior Manager: Radio	South Africa
Radio Pulpit	Group Manager: Support Services	South Africa
Radio Pulpit	Production Scheduler	South Africa
Radio Pulpit	Manager: Technology & Systems	South Africa
Radio Pulpit	CEO	South Africa
Radiocracy	Chairperson	South Africa
SABC	MM: Radio	South Africa
SABC Radio	Group Executive	South Africa
SABC Radio	Head Of Strategy	South Africa
Seychelles Broadcasting Corporation	Principal for Radyo Sesel	Seychelles
Seychelles Broadcasting Corporation	Radio Producer	Seychelles
Solid Gold Podcast	CEO	South Africa
South African Community Radio Organisation	Director	South Africa
Spotify	Podcast Manager: Sub-Saharan Africa	South Africa
SPUTNIK	Head of Sputnik	Russia
Star FM	Head of Production	Zimbabwe
Sun Broadcasting Holdings	Executive President	Zambia

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Organisation Company	Job Title / Position	Country
Tanzania Broadcasting Corporation (TBC)	Director of News and Current Affairs (DNCA)	Tanzania
The Music Imbizo	Founder	South Africa
Trans World Radio	International Director: Eastern & Southern Africa	South Africa
Trans World Radio	Regional Content Director - Africa	South Africa
Tuned Media	Media Trainer & Creative	South Africa
UJFM 95.4	Station Manager	South Africa
Ultimate Media	Radio Content & Convergence Specialist	South Africa
United Stations	Commercial and Marketing Director	South Africa
Voice of the Cape	General Manager	South Africa
VOW 88.1 FM	Programme Manager	South Africa
VOW 88.1 FM	Head of News and Content	South Africa
YFM	Station Manager	Malawi
YFM	Finance and Administration Manager	Malawi
Zimpapers Broadcasting (Radio & TV)	General Manager	Zimbabwe

SEE YOU IN

2027

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