

# Primedia Broadcasting scoops best Radio Media Owner Award at 2019 MOST Awards

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Primedia Broadcasting, the holding company for commercial music and talk radio stations: 947, Kfm 94.5, 702 and CapeTalk in addition to news brand, EWN, received the award for best radio media owner as voted by agency clients at the MOST Awards held in Johannesburg earlier this week.



The awards serve as an annual measure of the service efficacy of providers in the South African Media Industry.

“The overall goal of the MOST Awards is to motivate media owners and media agencies to improve the efficacy of their businesses through service performance. To receive this acknowledgement two years in a row is testament to how we have worked extensively to hone our service delivery skills with our sales teams and engage our clients through a renewed and innovative trade marketing strategy”, said *Eric D'Oliveira*, Chief Executive Officer for Primedia Broadcasting

D'Oliveira adds: “Paramount to revitalizing our approach from a sales and trade marketing perspective has been to deliver exceptional sales service, working with clients on unique ideation and showcasing a superior knowledge of our brands, the landscape and solving the needs of our clients. We strive to get better every day and are honoured to receive the acknowledgement from industry tastemakers.

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**Primedia Broadcasting**



Primedia Broadcasting is the home to premium radio stations in Gauteng and the Western Cape and specialises in omnichannel converged solutions that deliver results.

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