



RADIO & DIGITAL SOUND BROADCASTING SUMMIT

FUTURE OF RADIO AND AUDIO SERVICES: PATHWAYS TO SUCCESSFUL A-Z TRANSFORMATION

[#digitalradioafrica](#)

24 - 25 JUNE 2025 | JOHANNESBURG SOUTH AFRICA

CONVENED BY





In an era of rapid technological advancements and shifting audience dynamics, the future of radio and audio services hinges on adaptability, innovation, and vision.

As radio continues to play a pivotal role in informing, educating, and entertaining African audiences, its transformation into a digitally integrated medium is not just an opportunity but an imperative.

The 6th Edition of the "Radio and Digital Sound Broadcasting Summit - Africa 2025," convened by Broadcast Media Africa (BMA) in partnership with the Southern Africa Broadcasting Association (SABA), embraces the theme "Future of Radio and Audio Services: Pathways to Successful A-Z Transformation."

This landmark event gathers leading broadcasters, technology innovators, content creators, policymakers and regulators to explore the strategies and tools necessary for shaping the next chapter of radio and audio services for the benefits of increasingly discerning audiences. It is the platform to reimagine radio broadcasting in a digital-first, AI-driven world.





THEMES & TOPICS

- Exploring the interplay between evolving technologies and the delivery of impactful, high-quality content
- Assessing the digital preparedness of diverse African demographics to embrace full-digital radio and audio
- Evaluating the capacity of Africa's broadcasters to fulfil their mandates while adopting digital Audio Broadcasting facilities
- Opportunities, challenges, and best practices in expanding the reach of radio through streaming and on-demand content formats
- Addressing the policies, regulations, and governance needed to enable and support digital radio transformation across Africa
- Developing ground-breaking approaches to content creation, packaging, and distribution for digital radio broadcasting
- Understanding user-listener experiences; improving targeted content offering capability
- Understanding and dealing with piracy and safeguarding intellectual property
- Hybrid revenues and monetisation models for digital radio
- Balancing digital innovation drive with inclusivity, affordability, and accessibility for underserved communities.



Illuminating Presentations And Panels

We offer a series of carefully selected keynotes, plus feature and showcase presentations from innovators and thought leaders.



Practical Knowledge Transfers

The event's programme is interspersed with practical, hands-on sessions offering fresh perspectives, ensuring participants are informed and empowered.



High-Level Networking With Industry Leaders

Providing an unparalleled opportunity to make new connections, connect with existing contacts and discuss business in a relaxed environment!

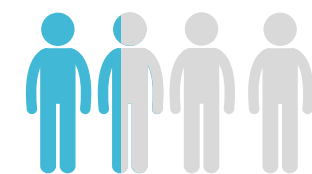


Face-To-Face Meetings

We curate and deliver face-to-face meetings to establish business with decision-makers. Over 50% of our participants are Board-level, C-Suite, Founders, Directors, Presidents & VP's.

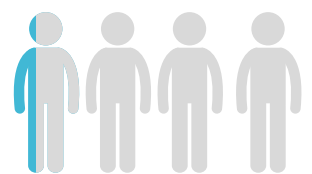


SENIOR LEVEL ATTENDANCE



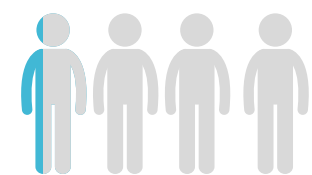
40%

CEOS / DIRECTORS GENERAL



15%

GENERAL MANAGERS/ VICE PRESIDENTS



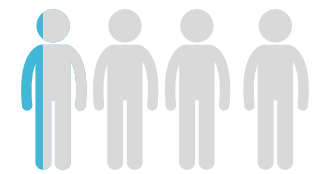
15%

STATION MANAGERS



15%

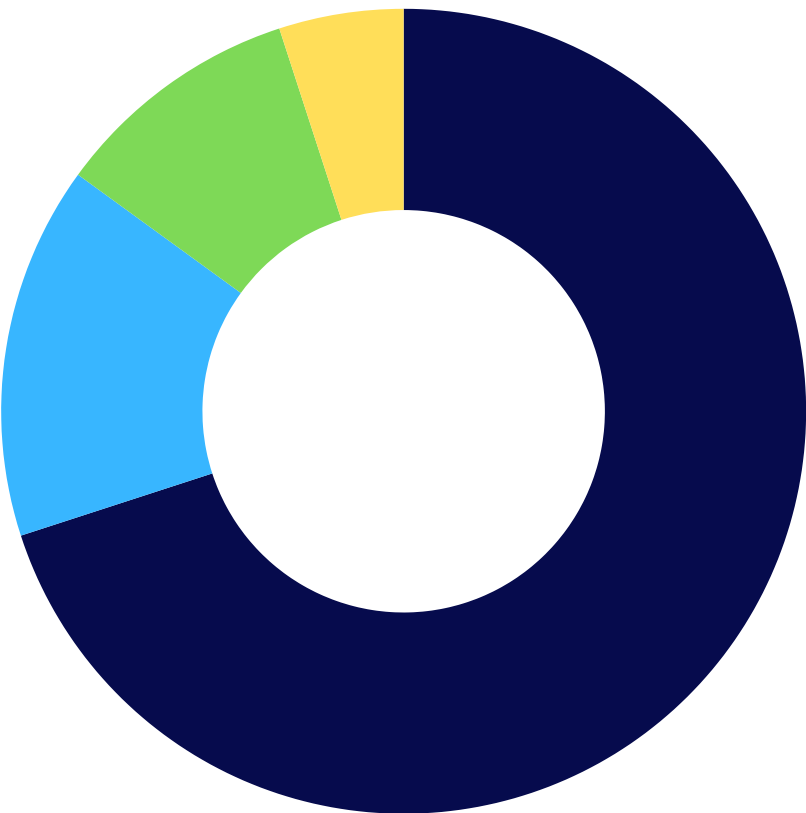
SENIOR EXECUTIVES



15%

DEPARTMENT MANAGERS

INDUSTRY REPRESENTATION



Public And Pvt Radio Broadcasters
Policy And Regulators
Technology And solution Provider
Consultants And Others

REGIONAL REPRESENTATION



50%

SOUTHERN AFRICA



15%

WEST AFRICA



15%

EASTERN/CENTRAL AFRICA



20%

REST OF THE WORLD