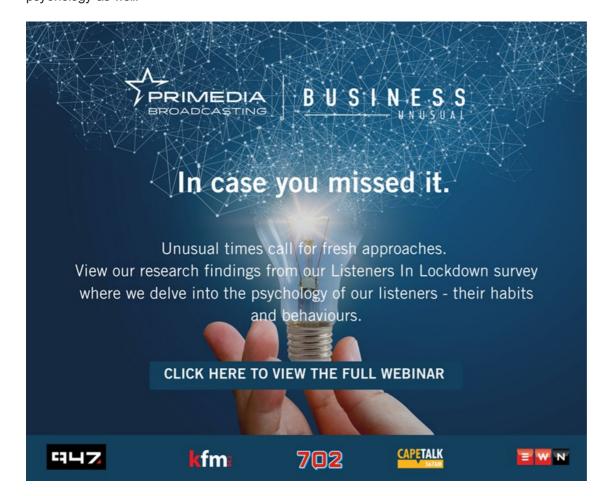


## **Business unusual - Research webinar**

Issued by Primedia Broadcasting

Unusual times call for fresh approaches and Melissa Mc Nally, research manager at Primedia Broadcasting delves into the business landscape of radio and the listening behaviour of audiences during the national lockdown. With brands finding their way through the challenges posed by the pandemic it is eminent for them to understand the shift in consumer psychology as well.



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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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