

# Business unusual - Research webinar

Issued by [Primedia Broadcasting](#)

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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.



The graphic features a dark blue background with a network of white dots and lines, resembling a molecular or digital structure. In the center, a hand holds a glowing lightbulb. Text is overlaid on the graphic, including the Primedia Broadcasting logo, the title 'BUSINESS UNUSUAL', and a call to action to view a webinar. At the bottom, logos for radio stations 947, kfm, 702, CAPETALK SATAM, and EWN are displayed.

**PRIMEDIA BROADCASTING | BUSINESS UNUSUAL**

**In case you missed it.**

Unusual times call for fresh approaches.  
View our research findings from our Listeners In Lockdown survey where we delve into the psychology of our listeners - their habits and behaviours.

**CLICK HERE TO VIEW THE FULL WEBINAR**

**947 kfm 702 CAPETALK SATAM EWN**

" **Join the TLC Party: Tracey Lange is spreading warmth and care across the Cape** 24 May 2024

" **702 Walk the Talk steps into history, honouring 30 years of democracy** 23 May 2024

" **947 refreshes its weekend lineup!** 10 May 2024

" **Nisa Allie to lead credible journalism as newly appointed editor-in-chief of EWN** 18 Apr 2024

" **Nothemba Madumo launches 'Jazz & Beyond'** 10 Apr 2024

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