

About Us



Allow us to knock your customers' socks off with your own, satellite delivered, live automated radio or television station.

As the pioneers of in-store radio and television and with over 75 years collective experience in commercial, retail and corporate broadcasting, AirMedia will help you to improve communication with customers and staff by maximizing control over your own in-store or corporate environment.

By specializing in the provision of integrated radio and television services for both the retail and corporate market, AirMedia has been able to evaluate and fine-tune live radio and television station format and programming to ensure that our systems are both affordable and reliable.

We can help you:

- Merge mass appeal with accurate targeting;
- Talk to your best prospects;
- Reach your consumers or staff with the most punch at the least cost;
- Maximize your stores selling potential by activating sales;
- Build customer loyalty and improve the overall shopping experience.

At the same time we are not “one trick ponies” touting the latest technological solutions or “magic boxes”. Our philosophy has always been, and remains, to provide a service that delivers results whilst remaining cognizant of the brief, and of budget constraints. As such, delivery is based on client requirements, customer demographics and is always solutions-driven.

Why us?

With vast collective experience in both media operations and technical and operational integration, we are a unique business able to provide end-to-end in store radio and television solutions. Our services range from providing client specific programming to installation (where required) and maintenance of all on-site equipment in southern Africa to technical AssistLine® services to production to music selection and everything in-between.

We are hands-on and work closely with our clients to provide appropriate solutions to improve communication with customers and staff which is ultimately geared to improving sales and/or heightening staff morale.

We are also able to assist you in progressing from a single channel operation to a multi-channel medium allowing different commercials, promotions or messages to be played in different stores or territories in southern Africa.

Provision can also be made for live phone-ins, competitions and promotions which help make your station an integral part of your in-store environment. Outside of normal trading hours this service can also be used as a platform to deliver staff training, staff messages and to boost staff morale with birthday messages, good wishes, long-service acknowledgements and the like.

Broadcasts can be extended to stores or offices in Botswana, Lesotho, Namibia and Swaziland (BLNS), and can be tailored to deliver messages in different currencies and languages.

An added advantage is that no capital expenditure or up-front payments are required from clients. This makes start-up a really speedy and viable proposition.



Proven results

AirMedia started out as a new division of a broadcast facility specializing in video / audio post-production and television Outside Broadcasts some ten years ago. Two years later, after having been spun off from the facility as a separate and dedicated broadcast and technology company, a majority share was purchased by BEE company UAM. In 2002, after a management buy out, complete ownership and control of the business reverted to its original founders and current operators.

Today AirMedia's services are primarily aimed at Marketing, HR and Operations divisions of large retail chains. Jet, JetMart, Edgars, CNA and Boardmans. We also assist corporate clients such as Harmony Gold to communicate with geographically dispersed and shift-working staff.

Our offering of a no-capex end-to-end personalized radio or television service is unique, as is the level of broadcasting, production capacity and expertise within our operation.

In the fast-changing technological environment in which we operate, we continue to evaluate all available radio and television systems, technologies and methods. Based on our experience we are able to develop and select appropriate solutions according to our client's needs. Here our track-record in terms of reducing overheads, developing satellite store-and-forward television, developing automation software and integrating various updating systems speaks for itself.

Professional facilities

AirMedia is the only company in southern Africa providing a single-supplier end-to-end in-store radio and television service. Live satellite radio and television are key aspects of the business and our experience in both media operations and technical and operational integration make AirMedia a unique service provider.

We produce radio and TV content and supply, finance and maintain all equipment on-site. We have our own digital production facilities where channel content is prepared. Your content is then broadcast via satellite from one of our radio or television studios in Randburg. This broadcast is received using your existing satellite dish and decoder and the quality is comparable to any top commercial radio or TV station.

Our live automated systems are easily scalable allowing you to choose or upgrade from single channel options where the same messages or programming is played in all stores – or multi-channel options that allow you to tailor your ads according to your customer base. Our systems also have the capability of using live professional DJs or VJs (video jockeys) dedicated to your channel during busy or peak trading periods.

The bottom line

In a nutshell, live automated radio is a multi-faceted media tool which is the most cost effective form of radio broadcasting for retail / corporate clients with a number of different outlets / offices. It allows for:

- Music selection and programming that attracts and suits your target market and is based on customer demographics and the overall brief;
- Quick turnaround times that enable new messages and promotions to be incorporated at any time;
- Targeted advertising or value-add messaging not usually found in above-the-line media;
- An effective staff communications platform outside of normal trading hours;
- Live guests to be included in the programming either in-studio or via telephone;
- Personality-driven DJs that suit the brand's identity and who are able to activate sales.