



### OUTSIDE BROADCAST IN REMOTE AREAS

Non-profit service-oriented community radio sits at the heart of remote and rural South African communities. With an estimated 200+ community radio stations across all nine provinces, the airwaves keep communities connected and informed. The Brand Connection supports community radio by providing outside broadcast facilities, allowing community radio stations to cover live events from election rallies to commercial brand activations. Without a satellite link, many of these broadcasts would not be possible.

“ We launched our company in 2010 and started to see the need for outside broadcasting. However, in order to broadcast we need to guarantee stable connectivity on the day. ”  
Gary Laidler, The Brand Connection

**CHALLENGE:** Hundreds of communities rely on radio as a prime source of news. But often announcements are made or incidents occur in remote areas where terrestrial services are limited.

**SOLUTION:** The Brand Connection, offers outside broadcast (OB) services to radio stations. But with a seven-day lead-in time for OB terrestrial connections, they turned to Vox and YahClick for a more instant solution. Easily deployable, YahClick is quick to install and works in the remotest of areas.

**RESULT:** An estimated 8.6 million community radio listeners are able to have greater access to live event announcements, keeping them connected to the rest of the country in real-time.

## HOW YAHCLICK HELPED THE BRAND CONNECTION CONNECT COMMUNITIES THROUGH RADIO

There are an estimated 15.4 million radio sets in South Africa, with community radio garnering almost half of that listenership per week. Post-apartheid, broadcasting – which was previously state-run – shifted to a deregulated environment. With it came the upsurge of community radio stations across the country.

South Africa now has more than 200 community stations, broadcast in a number of languages with content as diverse as the country itself. Their scope and reach varies enormously from Capetonian city-siders to farmers in the Free State Province.

Staying connected, especially over such a diverse geography, is essential. And with radio, often the prime means of communication – particularly in rural areas – radio stations need access to events as they happen.

The Brand Connection, a South African media company, provides outside broadcast facilities to government and non-government organisations, allowing events to be broadcast as they happen. These could include important elections, or rapidly-developing incidents affecting parts of the country.

Typically, it is difficult to broadcast live from hard-to-reach places due to a lack of communications infrastructure. Terrestrial telecommunications lines take several days to set up, often too prohibitive for breaking news stories.

The Brand Connection sought the assistance of Vox to deploy YahClick to provide an almost-instant OB solution via its broadband satellite services. Today, the OB team can be deployed anywhere in the country and, after submitting GPS information, broadcast live.

As a result, YahClick's uninterrupted satellite service has ensured that radio stations are able to keep its communities up-to-speed with the latest news.

- **Over 8.6 million** community radio listeners have greater access to news as it happens.
- **200+ community radio stations** have the ability to provide enhanced content.
- **Government and other organisations** are able to reach their audience more efficiently.

“ We must be live, as people need to know (what's happening). Most of the time it's critical information to get through to communities, so we definitely need to be able to communicate with them, and make sure we offer great audio quality – which is what YahClick's service gives us! ”

Gary Laidler, The Brand Connection

“ Our transportable broadband internet solution is perfectly suited to the broadcast industry. It allows production teams to pitch-up their equipment and quickly beam video or audio back to the production studio. Our YahClick satellite broadband service ensures users can achieve the same performance in every location, regardless of landscape or infrastructure. For broadcast professionals in remote areas, satellite broadband is often the only way to send live coverage back to the hub. ”

Yahsat

“ One of the critical things The Brand Connection needed was assurance that they could drive anywhere and broadcast. YahClick, with its ease of deployment and reliable connection was the perfect solution. ”

Vox

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