

702.

Breakfast with Bongani Bingwa

: April 2019 – March 2020



PRIMEDIA
BROADCASTING

CREATING CONNECTIONS



About the show



Bongani Bingwa hosts the breakfast show on 702 from 06h00 to 09h00. He gets audiences ready for the day by keeping them up to speed with the latest news and stories that affect their world.

Together with his team, the show gives audiences everything they need to know from news and sport to business and regular traffic reports.

Bongani interviews the big newsmakers making headlines as well as those directly affected by the issues of the day, promoting a platform for fair debate.

It's a busy show which gets straight to the crux of the matter but the team loves to balance the tough stories with the lighter issues of the day.

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Regular Features

06:20 – Newspapers

06:50 – Political Desk

07:40 – What's the question

07:50 – What's gone Viral with Jonathan
"Khabazela" Fairbairn

07:55 – Africa Report with Crystal
Orderson

08:20 – The World View with Adam
Gilchrist

About Bongani Bingwa

Bongani Bingwa's passion for broadcasting began at young age in 1993 when he worked as a presenter for children's television on SABC'S TV1. He quickly progressed to hosting mainstream content.

His career as a journalist began in 2005 on Talk Radio 702 as a News Anchor and quickly progressed to hosting his own show Talk At Nine.

For the last ten years he was a presenter and journalist for South Africa's longest running investigative television programme, Carte Blanche.

In 2014 he was also an anchor on The Oscar Pistorious Trial channel, which was viewed by audiences around the world.

He is a recognised industry leader and was highlighted among a select few journalists and media specialists for Vanity Fair's July 2007 Africa feature.

He facilitates discussions at major conferences and speaks at corporate, government and charity functions. He has conducted on-stage and camera interviews with international figures such as Tony Blair, Thabo Mbeki, Al Gore, Rudi Giuliani, Graca Machel as well as CEOs and other leaders in various fields.

He studied politics and holds a Bachelor of Arts degree from UNISA.

About Bongani Bingwa

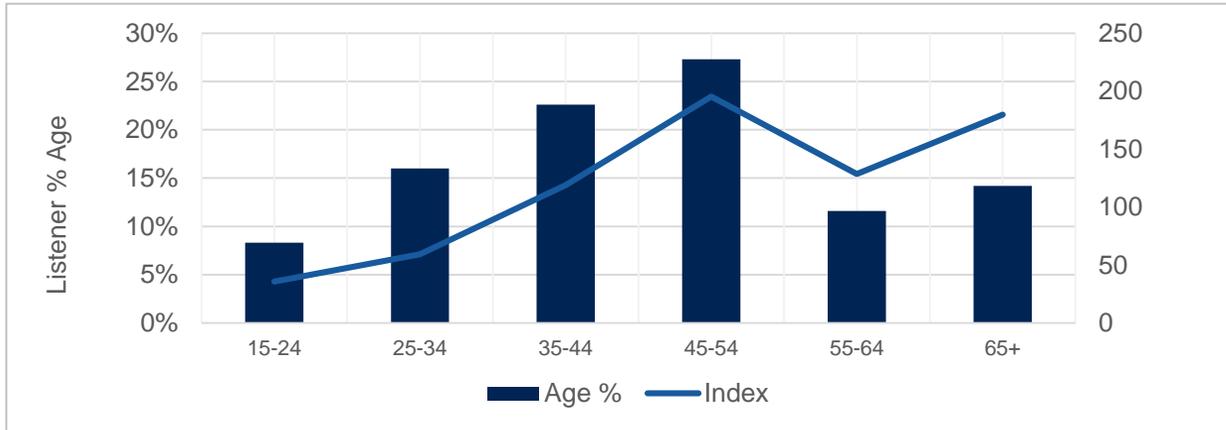
What do you hate & love? I hate littering, poverty, my alarm clock, people who slow in front of you. I love tea! I love fashion and shopping. I love yoga. I love driving, travel, exploring.

Are you a tree or a bunny hugger? I worry about the impact of plastic on our environment and talk about it at every possible opportunity to create awareness. I care deeply about the environment and try to do my part.

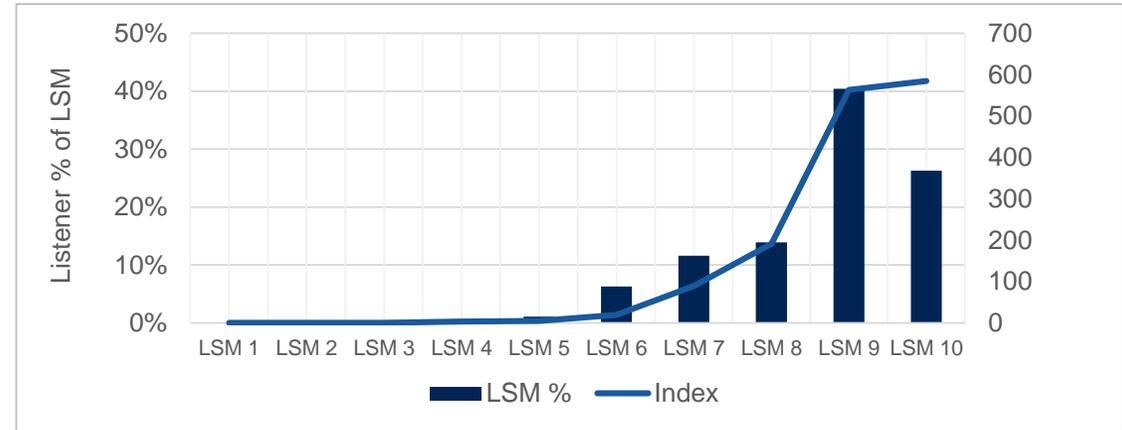
Audience Reach & Profile



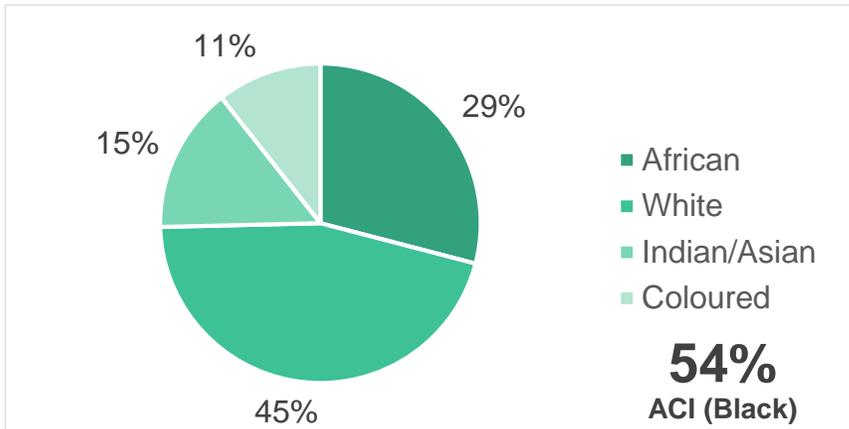
Age



LSM



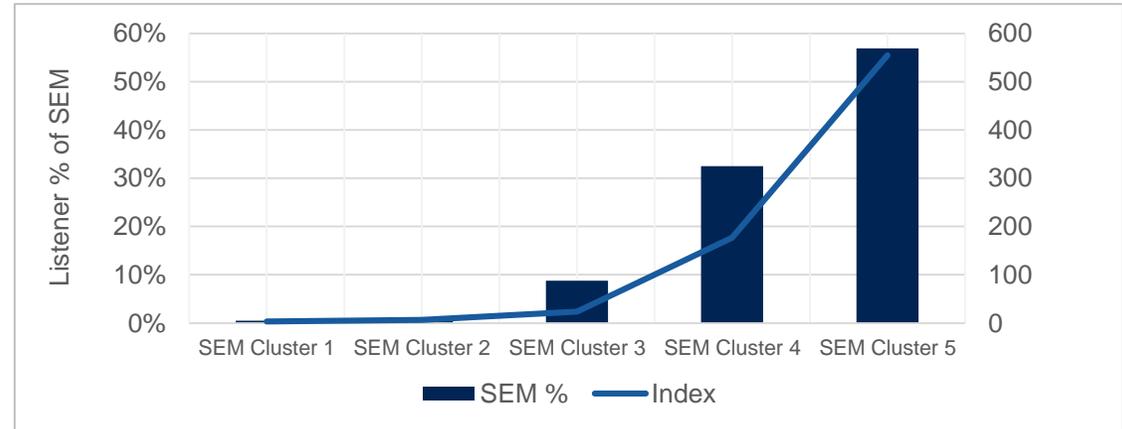
Ethnicity



Gender



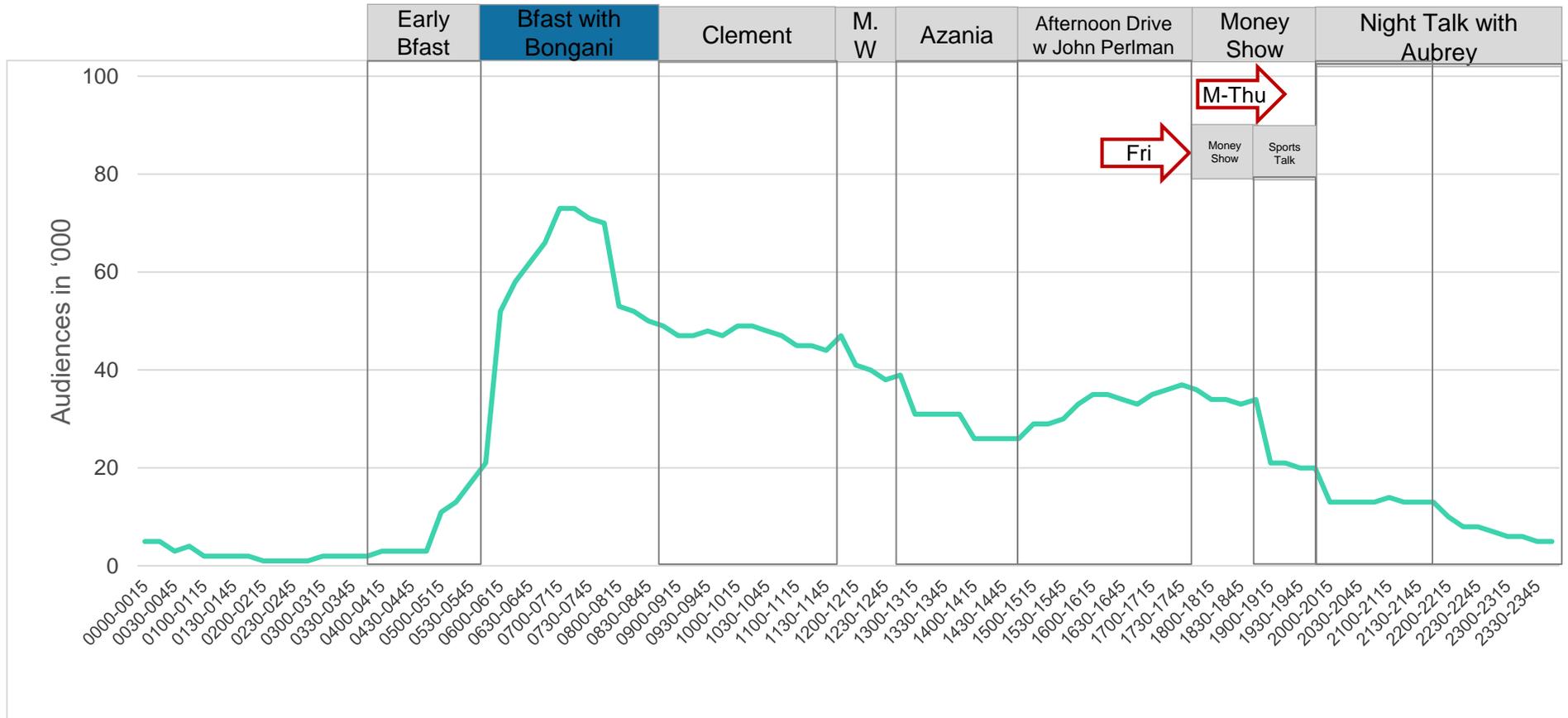
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Listening Pattern: Mon-Fri



1/4 Time Band	Audience in 000's
0600-0615	52
0615-0630	58
0630-0645	62
0645-0700	66
0700-0715	73
0715-0730	73
0730-0745	71
0745-0800	70
0800-0815	53
0815-0830	52
0830-0845	50
0845-0900	49



Listeners : 273 000 Monday to Friday Cume (06h00-09h00)
 Breakfast with Bongani Bingwa reaches 73 000 listeners on average at its peak.

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www.primediabroadcasting.co.za

Visit our website to find Audience profiles, Footprints, Case studies and more.

We look forward to telling your story...

