

# AYANDA MVP

Monday to Friday 12:00 – 15:00

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# THE SHOW

The logo for 947, featuring the numbers '947' in a stylized white font on a red rectangular background. The background of the slide also features a large blue triangle pointing towards the top right.

Ask Ayanda MVP for three words to describe her personality, and she'll say happy, eccentric and active. Waffles and ice-cream with her bestie, a calorie-busting workout and a hot hip-hop set are all the radio-loving, deck-spinning MVP needs "molifeng".

If there's one thing Ayanda loves about Joburg it's that it has so many different experiences on offer for so many different lifestyles. It's got something for everyone. Basically, Joburg is a lot like her!

Spend a few fantastic hours with Ayanda MVP every weekday from 12:00 to 15:00.

Follow the show on [@947Joburg](#) and follow Ayanda [@AyandaMVP](#) on Twitter and [@ayandamvp](#) on Instagram.

Twitter: [#947Joburg](#)

Facebook: [@947Joburg](#)

Download the 947 App (iOS & Android)

# AYANDA MVP



Effervescent, driven, fit and bubbly, Ayanda MVP hails from KwaZulu-Natal where she was born Phindile Ayanda Mdluli. As a young girl, she moved to Johannesburg when her father was transferred. She attended the National School of the Arts in Braamfontein, where she studied drama and dramatic arts. In 2006 at the age of 16, she landed a job as presenter of the SABC3 teen reality show 'Vibez'. After school she took a gap year to decide what she wants to do and to audition for musicals.

In 2011 she enrolled at the University of Pretoria (UP) to study Psychology and Criminology. During orientation week, her life took an unexpected turn as she was introduced to campus radio. She soon joined Tuks FM as morning drive presenter, and after what she calls the best two and a half years of her life, she was headhunted by YFM where she cut her teeth as overnight host and later host of the weekend afternoon show. In 2017 she joined 947, where her late morning show was extended from 10:00 to 15:00 - a marathon daily achievement that built the close connection she shares with her audience today. No stranger to television, she was also the host of the SABC1 reality competition series '1's and 2's'.

Today, her daily routine usually kicks off with yoga or jogging before her show. Looking after herself is key to keeping up her often-frenetic schedule, and fitness is a large part of her life. Whether she's working up a sweat behind the DJ decks, quad biking or scrambling up a mountain, her energy and positive attitude makes her an irresistible force in South African radio.

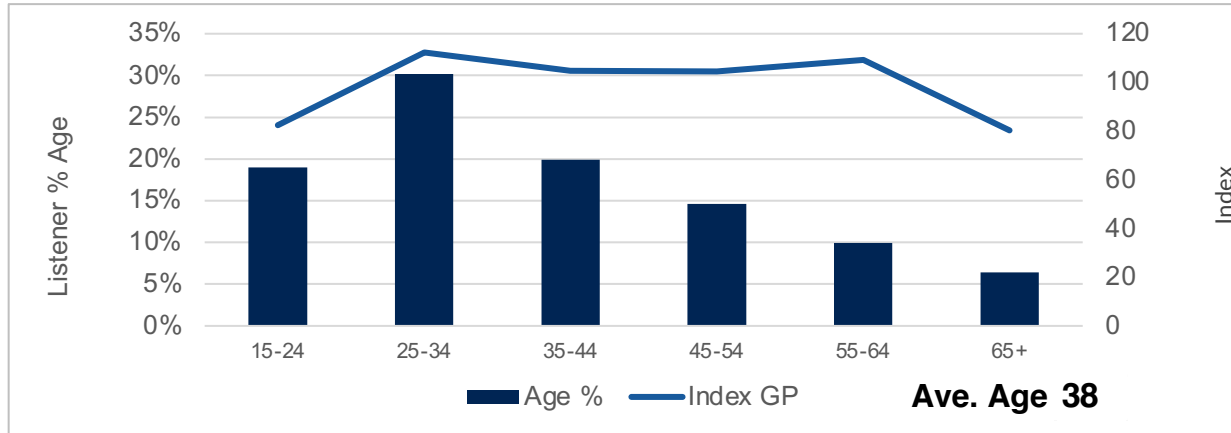
Catch Ayanda MVP on 947, Mondays to Fridays 12:00 - 15:00 and follow [@AyandaMVP](#) on Twitter and [@ayandamvp](#) on Instagram.



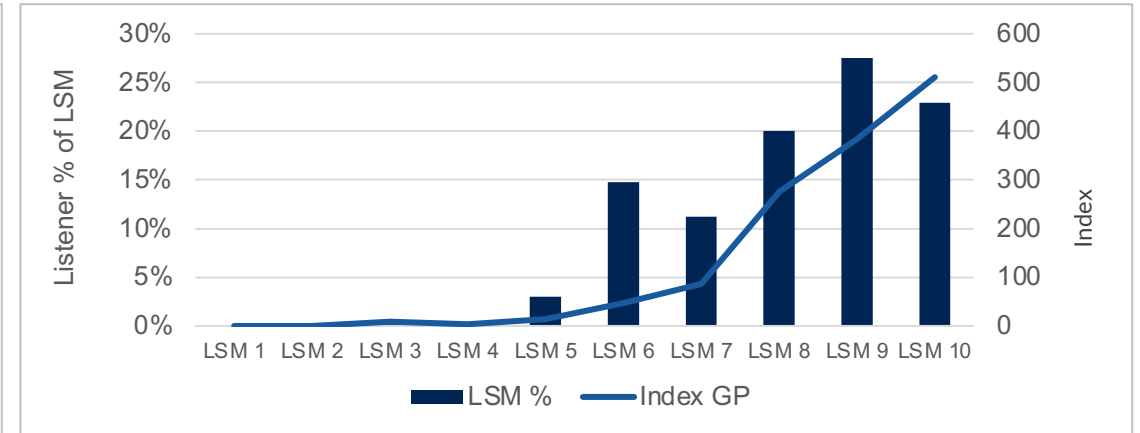
# AUDIENCE PROFILE



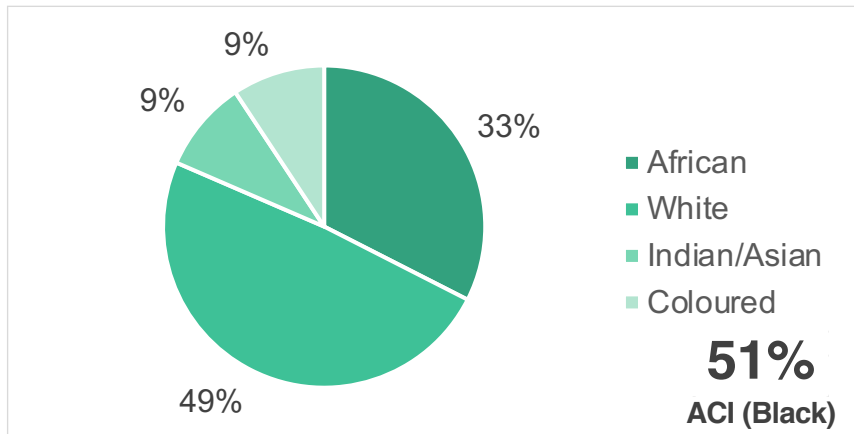
## Age



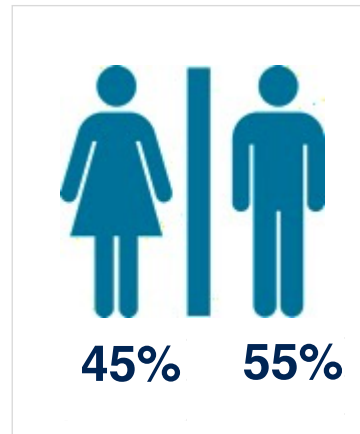
## LSM



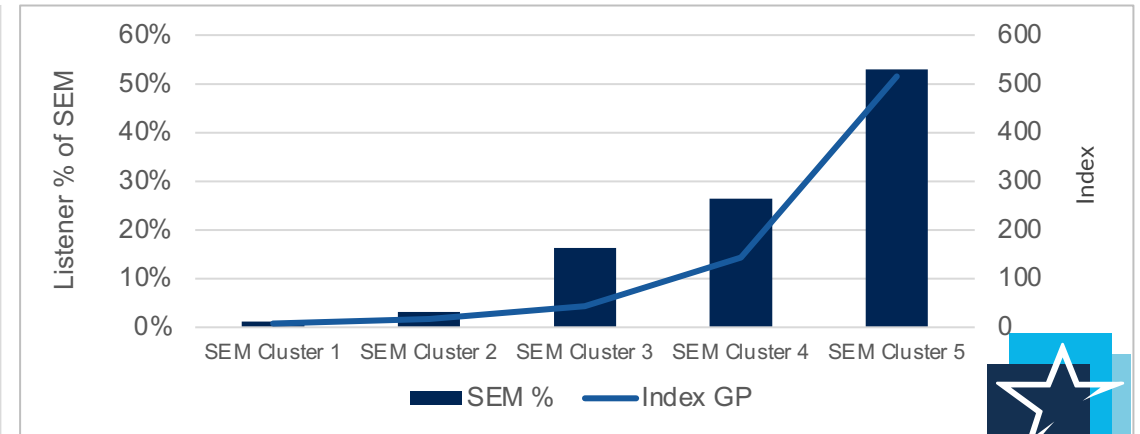
## Ethnicity



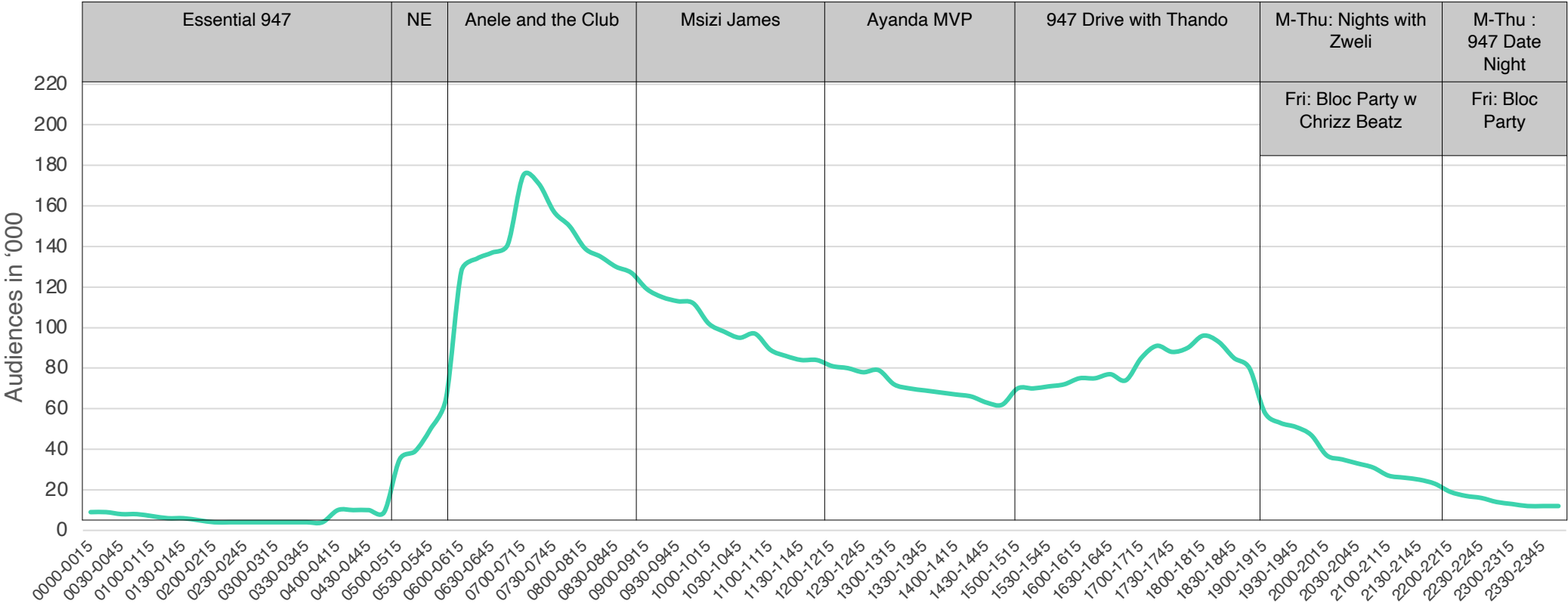
## Gender



## SEM



# LISTENING PATTERN - WEEKDAYS



1/4 Time Band	Audience in 000's
1200-1215	81
1215-1230	80
1230-1245	78
1245-1300	79
1300-1315	72
1315-1330	70
1330-1345	69
1345-1400	68
1400-1415	67
1415-1430	66
1430-1445	63
1445-1500	62

Ayanda MVP reaches 81 000 listeners on average at its peak and 410 000 Monday to Friday Cume







# LINE UP

Weekdays	
01:00-05:00	Essential 947
05:00-06:00	Daybreak with Nick Explicit
06:00-09:00	Anele and the Club on 947
09:00-12:00	Msizi James on 947
12:00-15:00	Ayanda MVP
15:00-19:00	947 Drive with Thando
19:00-22:00	Mon - Thu: Nights with Zweli
22:00-00:00	Mon - Thu: 947 Date Night
19:00-22:00	Fri: 947 Bloc Party Part 1 with Chrizz Beatz
22:00-00:00	Fri: 947 Bloc Party Part 2
Saturdays	
01:00-04:00	Various
04:00-07:00	Best of Anele and The Club
07:00-10:00	947 Weekend Breakfast with Hulisani
10:00-14:00	947 Top 40 with Zweli, powered by CTM
14:00-18:00	Tholi B Weekends on 947
18:00-21:00	947 Bloc Party Part 1 with Chrizz Beatz
21:00-00:00	947 Bloc Party Part 2
Sundays	
00:00-04:00	Various
04:00-07:00	Best of 947 Drive with Thando
07:00-10:00	947 Weekend Breakfast with Hulisani
10:00-14:00	947 Sundays with Nick Explicit
14:00-18:00	Tholi B Weekends on 947
18:00-20:00	947 New and Exclusive with Ayanda MVP
20:00-00:00	947 Date Night





**THANK YOU**