

# Huawei Joburg Day with 947 announce stellar artist lineup for 2021 music extravaganza

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Huawei and 947 have announced the return of Huawei Joburg Day 2021. The experience follows on the first-of-its-kind virtual event under the same name that happened in October 2020. The event was a massive success, setting station records with more than 20,000 live views on 947 YouTube.

## MARKETING & MEDIA



### Virtual Huawei Joburg Day 2020 a massive success

Primedia Broadcasting 2 Nov 2020



Huawei Joburg Day is an iconic event and one of the biggest musical events on the South African music calendar. The latest virtual rendition of the concert, powered by the new Huawei Mate40 Pro, will start on 28 May 2021 at 4pm on the newly launched afternoon drive show *947 Drive with Thando*.



## MARKETING & MEDIA

### Thando 'Thabooty' Thabethe to drive listeners home on the *947 Drive with Thando*

Primedia Broadcasting 8 Mar 2021



Music fans can look forward to an amazing lineup of top local artists including Goodluck, AKA, Micasa, Jesse Clegg, Black Motion featuring Brendon Praise and Msaki, Prime Circle and DJ Zinhle performing simultaneously online and on-air on 94.7FM.



***“As Gauteng’s leading regional radio station, music is one of our core pillars. 947 is always moving forward... going beyond for our audiences. It’s great to once again have Huawei on board for this exceptional music production that brings the city together. The iconic Huawei Joburg Day always features some of the biggest artists and the biggest personalities in Gauteng - this partnership allows us to leverage our brand strengths for the benefit of our listeners and in support of the local music industry. With the line-up including artists like AKA and Mi Casa, South African***

***music lovers can look forward to a fun music experience with the highest production values," says Thando Makhunga, 947 station manager.***

Huawei Joburg Day with 947 is powered by the **Huawei Mate40 Pro**.

Mr Jun Sun, general manager of Huawei Consumer Business Group South Africa, says: ***"Huawei Joburg Day has always been one of the most important events on our calendar. We are excited to be part of this event again this year. Being able to deliver South Africa's top entertainment acts together with 947 to our consumers, is very important to Huawei and highlights how technology and music connect people. Huawei Joburg Day 2021 will be powered by the all-new Huawei Mate40 Pro, the ultimate 5G performance king. We are very excited for this year's lineup and look forward to sharing this with our consumers."***

The entire event can be experienced free on [947.co.za](https://www.947.co.za), and listened to live on 947 at 4pm on 28 May 2021.

Mate40 Pro powers Huawei Joburg Day with 947 - Keep Moving Forward!

#HuaweiJoburgDay #HuaweiMate40Pro #HuaweiFreeBuds4i #Siyavaya

## **About 947**

If Joburg is South Africa's heart, then 947 is its racing pulse. 947 keeps listeners connected to the city, engaged with the boldest personalities and moving to the biggest hits – all day and all night.

947 is all about having fun in Joburg. Our job is to make our audience laugh and to give them a lift. As a station we also have a passion for changing lives in Joburg by amplifying the generosity of its people.

Our music playlist features the familiar, energetic tunes you want to sing along to. The 'Hot AC' music format brings home the biggest hits and the biggest artists from the late 90's to the current Top 40. In 2020 our epic music event, Huawei Joburg Day, successfully transferred online, seeing a higher viewership than previous live events.

Our social sites are flaming hot with presenter-generated content, videos and competitions. 947 is the biggest regional commercial radio station in Gauteng. 86% of the 947 audience is SEM 7 to 10, 89% is employed and we have the second highest average household income of all stations in Gauteng. Our listeners are well-educated with the second highest rate of tertiary qualifications in the province\*.

Commercially, our motto is to be better than our competitors. As your commercial partner, we will strive to delight and impress you with our executions and the power of our personalities.

If you love Joburg, 947 loves you!

Tune into 94.7 FM every day and never miss a beat. Visit 947 online at [www.947.co.za](https://www.947.co.za)

*\*Source: BRC RAMS, Apr19 - Mar 2020. Google Analytics, Triton Digital, Facebook, Twitter, Instagram*

**To find us on social media, visit:**

Facebook: [@947](https://www.facebook.com/947)

Twitter: [#947Joburg](https://twitter.com/947Joburg)

## **About Huawei Consumer BG**

Huawei's products and services are available in more than 170 countries and are used by a third of the world's population. A total of 15 R&D centres have been set up in the United States, Germany, Sweden, Russia, India and China. Huawei

Consumer BG is one of Huawei's three business units and covers smartphones, PC and tablets, wearables and cloud services, etc. Huawei's global network is built on over 30 years of expertise in the telecom industry and is dedicated to delivering the latest technological advances to consumers around the world.

For more information please visit: <https://www.huawei.com/za/>

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