

BRC RAM™ MAY '19 RELEASE

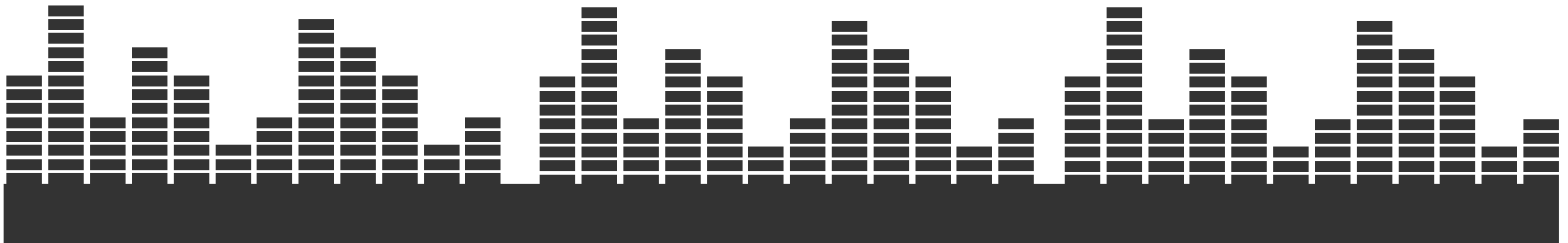


TRENDING...

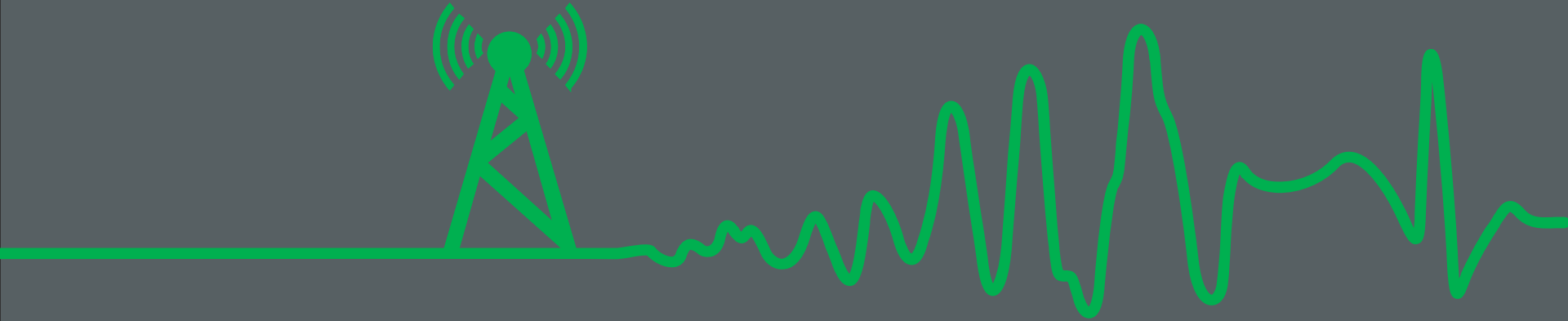


Jul'18-Dec'18 (sample=29,857 diaries)

Oct'18-Mar'19 (sample=30,533 diaries)

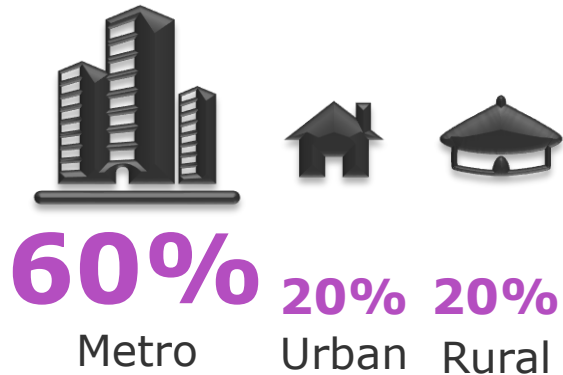


BRC RAM™ – VITAL SIGNS

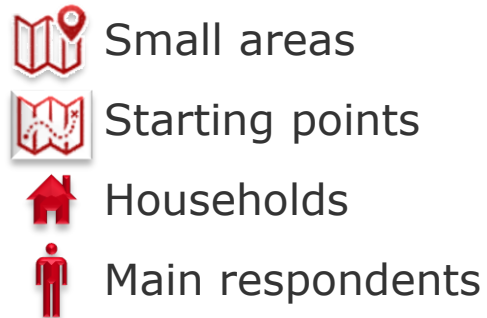


BRC RAM™ AT A GLANCE...

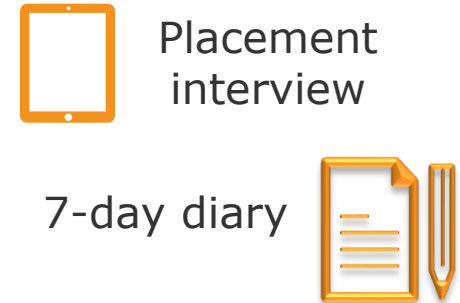
Metro-skewed sample



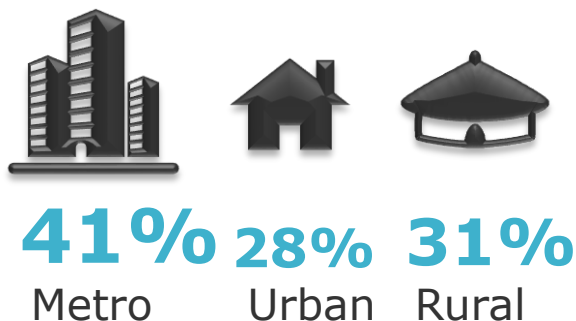
Random selection



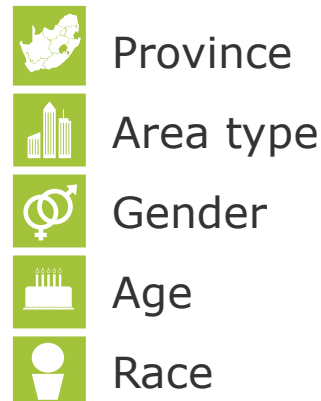
Methodology



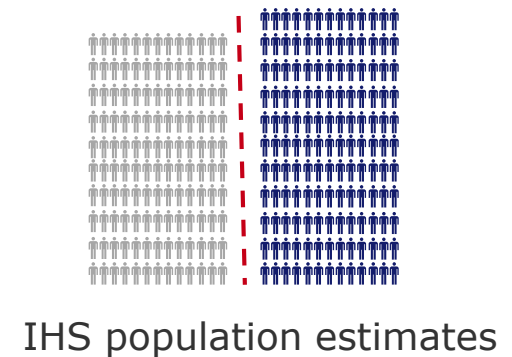
Re-weighted to population



Weighting variables

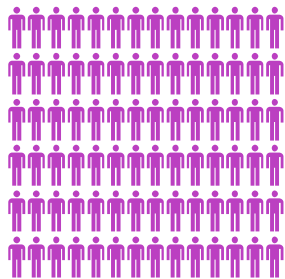


Annual universe update



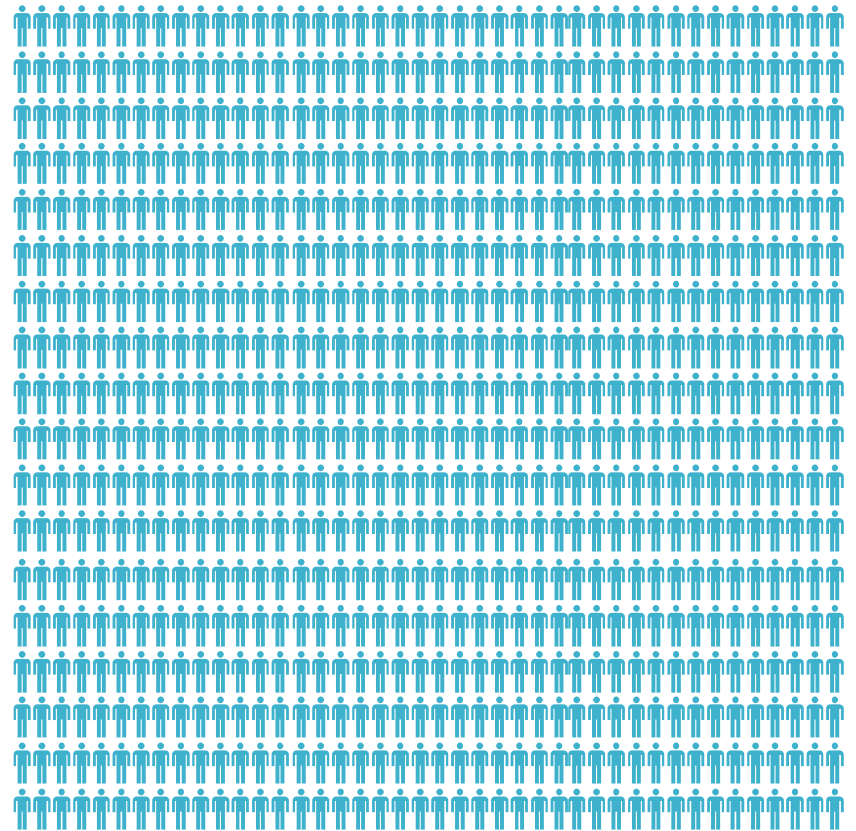
REPRESENTATIVE SAMPLE...

**30,000 households
per annum**



**BRC RAM™ sample:
representative of the South
African population on a National
and Provincial level**

**300,000 households
per annum**



**Sample that would be required to be
representative of all small areas in
South Africa**

BRC RAM™ – VITAL SIGNS...

Consistent area split (sample frame)



60% Metro



20% Urban



20% Rural

Stations included

2016	2017	2018	
39	39	39	Commercial and PBS stations
274	264	266	Community stations

6 months sample:

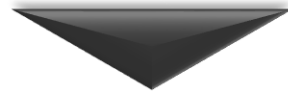
An additional 8 community stations can be reported in Q4'18/Q1'19 (Oct'18-Mar'19) as they have a sample greater than 40, with 3 stations moving off the reporting list.

BRC RAM™ – VITAL SIGNS...

Population (Age 15+):
40,1 million

Random selection,
household flooding

15,173
Households



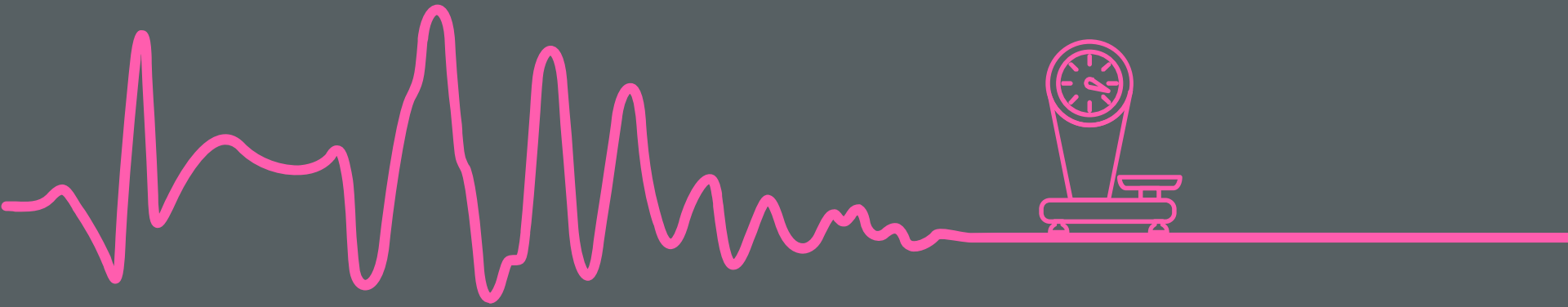
30,533
Individuals



Oct'18-Mar'19 sample

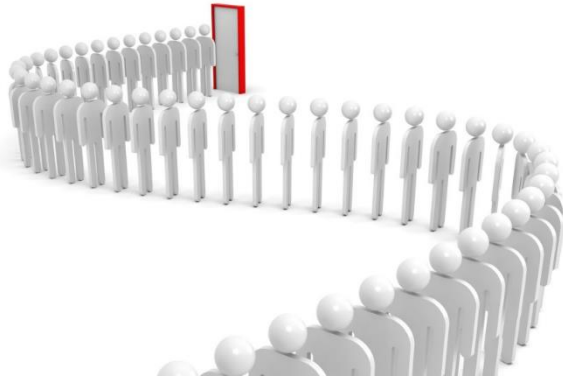


SCRUTINY & WEIGHTING



THE FOUR GATES...

SAMPLE GATE



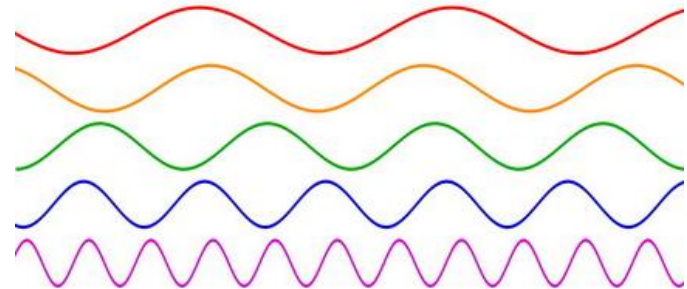
STABILITY GATE



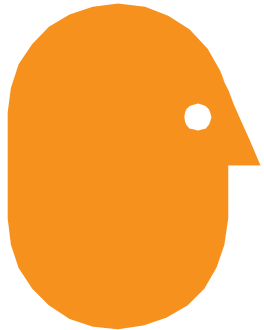
WEIGHTING GATE



STATION CHANGE GATE



REVIEW, EXAMINE, REFINE...



Weighting review



Sampling review



Queries

THE METRO SAMPLE...



Metro

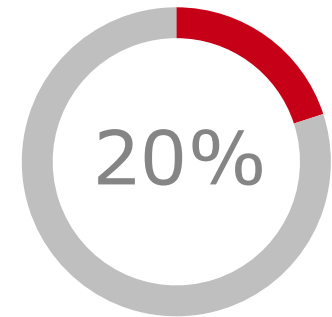
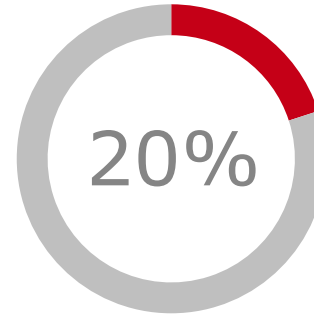
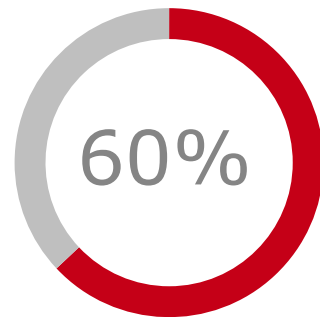


Urban

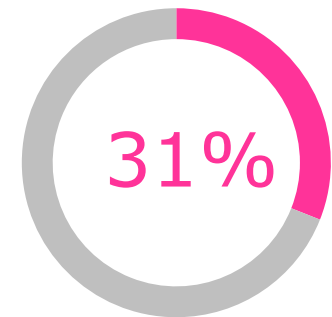
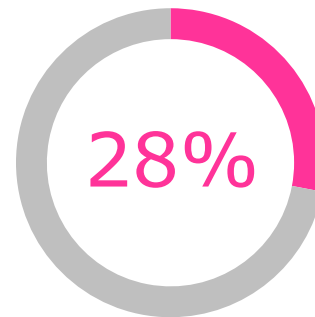
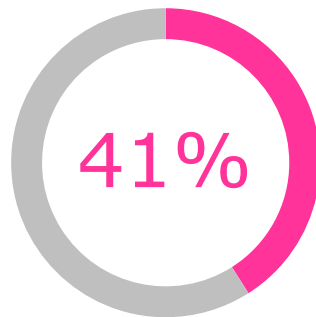


Rural

**Sample
Frame:**



Population:



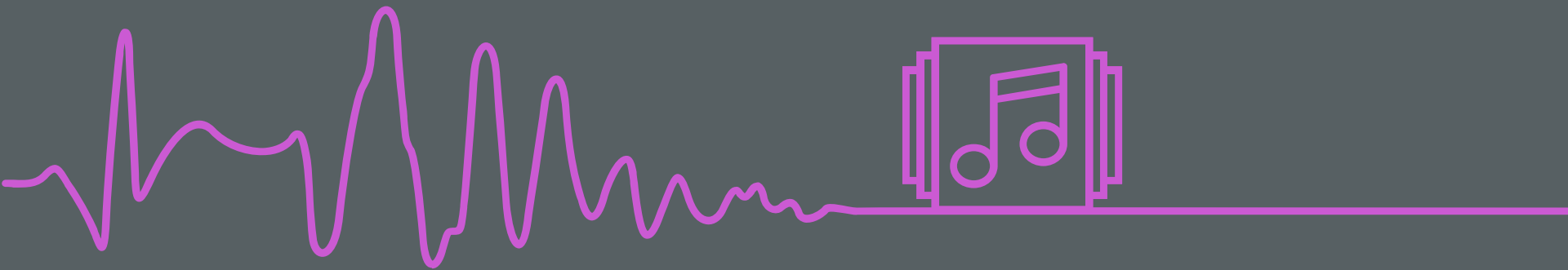
WEIGHTING...



Average weighting efficiency

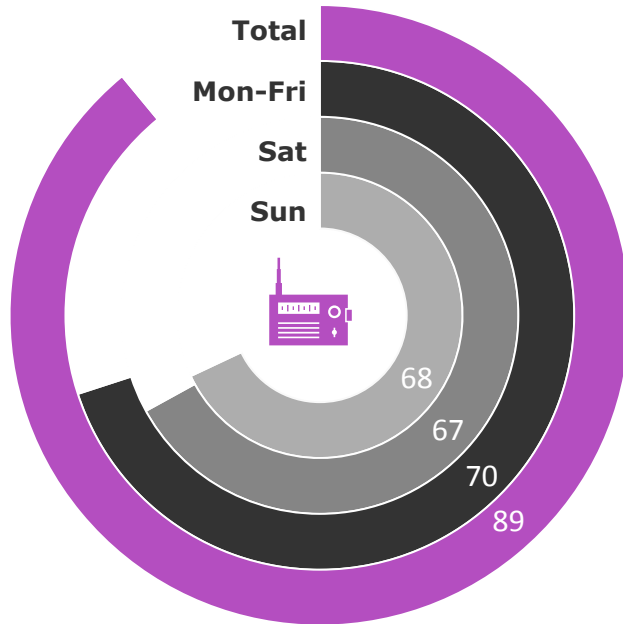
Jan'17- Jun'17	Apr'17- Sep'17	Jul'17- Dec'17	Oct'17- Mar'18	Jan'18- Jun'18	Apr'18- Sep'18	Jul'18- Dec'18	Oct'18- Mar'19
89%	88%	88%	87%	87%	86%	86%	87%

KEY SOUNDBITES



RADIO REACH is ...

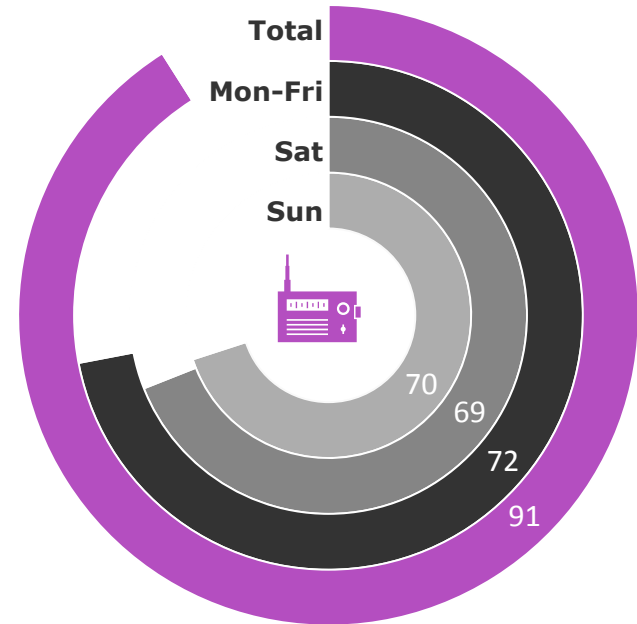
Jul'18-Dec'18



**89% weekly reach =
35.8 million listeners listening
anytime in the week**

**70% daily reach (Mon-Fri) =
28.1 million listeners on an average
weekday**

Oct'18-Mar'19



**91% weekly reach =
36.4 million listeners listening
anytime in the week**

**72% daily reach (Mon-Fri) =
28.9 million listeners on an average
weekday**

... EVERYWHERE!

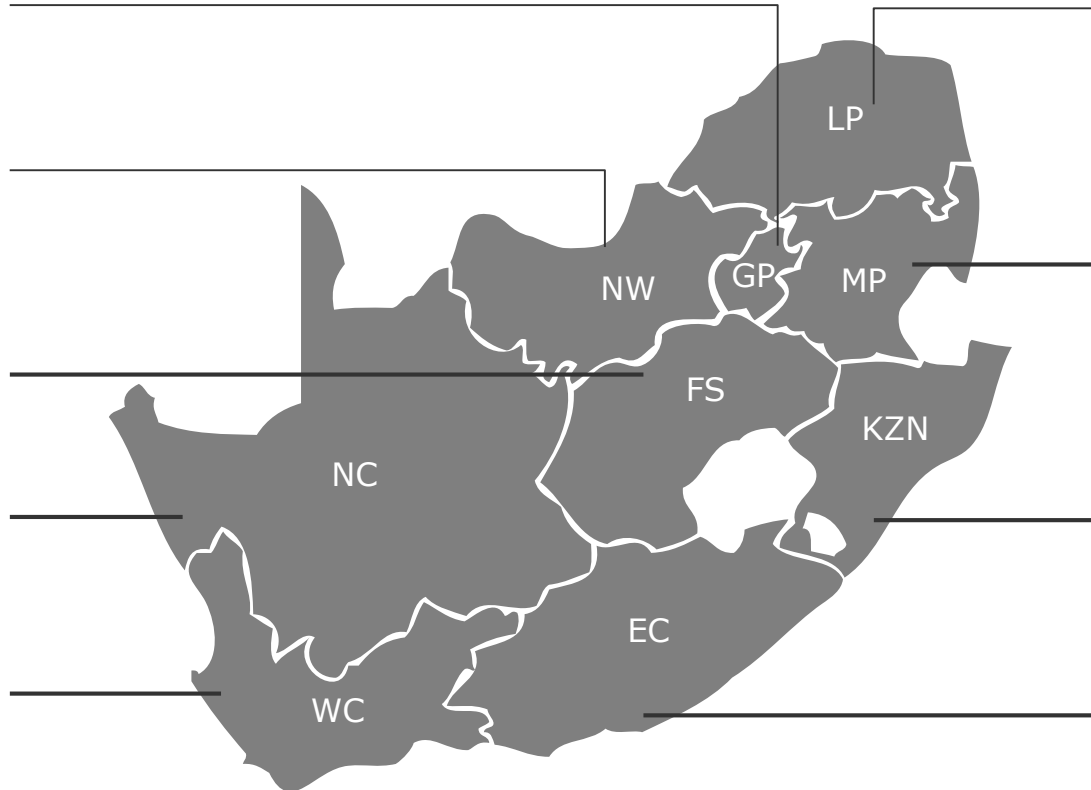
90% =
9.2m

87% =
2.3m

82% =
1.7m

83% =
730k

89% =
4.4m



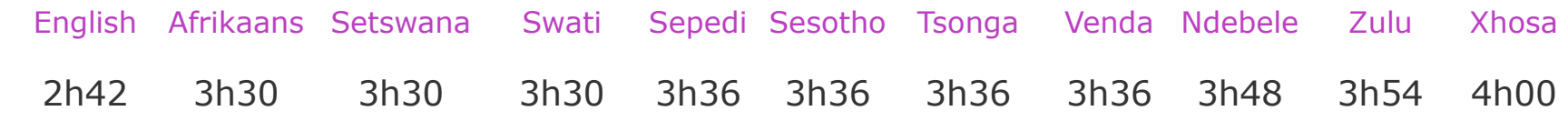
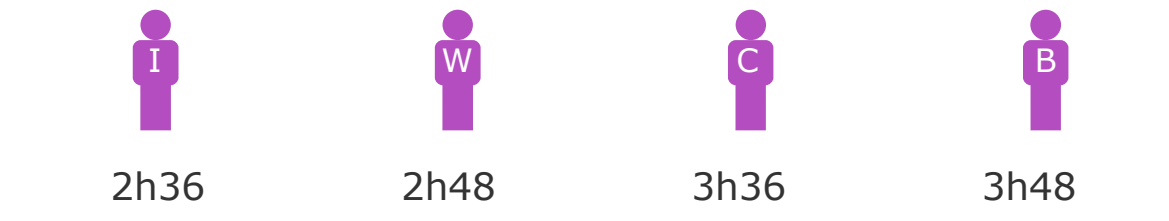
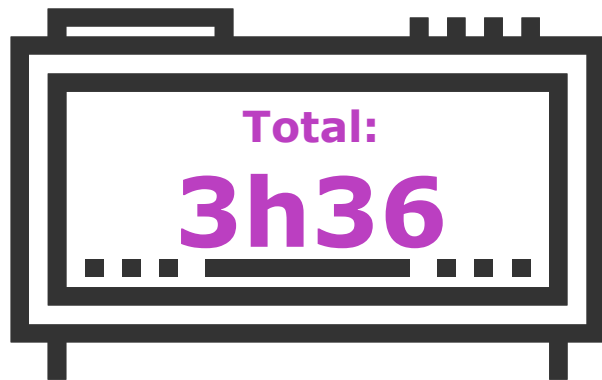
94% =
3.6m

92% =
2.7m

95% =
7.3m

91% =
4.4m

LONG LISTENING...



Time Spent Listening by key demographics

									
Jul'18-Dec'18	2h54	3h18	3h36	3h42	3h48	4h06	4h00	4h06	4h24
Oct'18-Mar'19	3h00	3h30	3h36	3h42	3h48	4h00	4h06	4h12	4h24

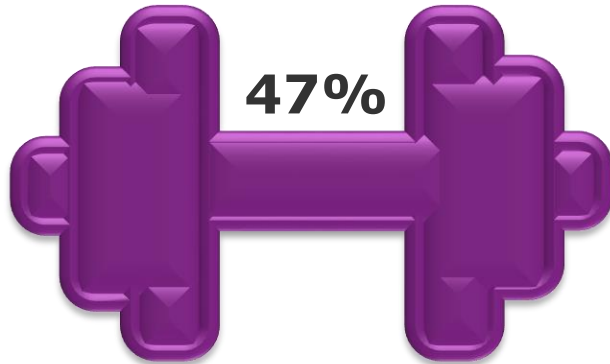
			
Jul'18-Dec'18	3h00	3h42	4h18
Oct'18-Mar'19	3h06	3h42	4h18

				
Jul'18-Dec'18	2h30	2h42	3h30	3h42
Oct'18-Mar'19	2h36	2h48	3h36	3h48

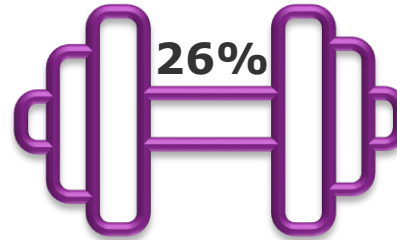
		English	Afrikaans	Setswana	Swati	Sesotho	Sepedi	Tsonga	Venda	Ndebele	Zulu	Xhosa
Jul'18-Dec'18		2h36	3h24	3h30	3h24	3h36	3h36	3h24	3h54	3h54	3h48	4h00
Oct'18-Mar'19		2h42	3h30	3h30	3h30	3h36	3h36	3h36	3h36	3h48	3h54	4h00

HEAVY LISTENING...

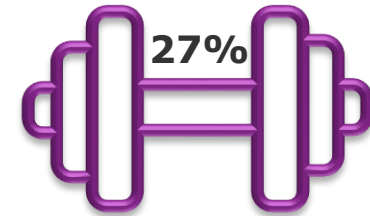
Heavy
(>20 hours pw)



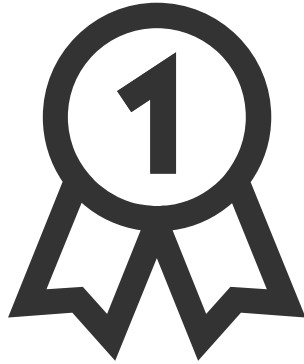
Medium
(10.25-20 hours pw)



Light
(0.25-10 hours pw)



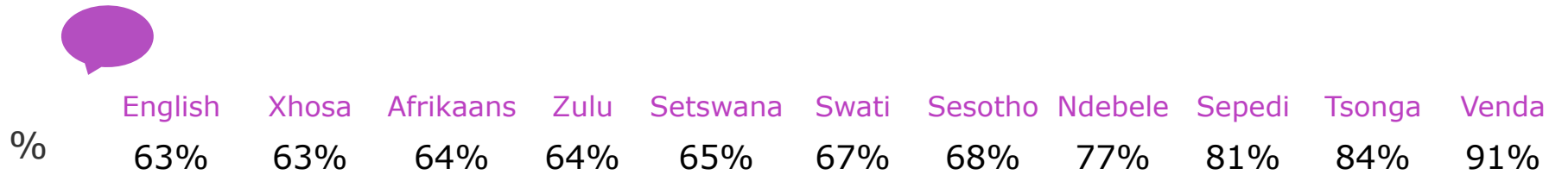
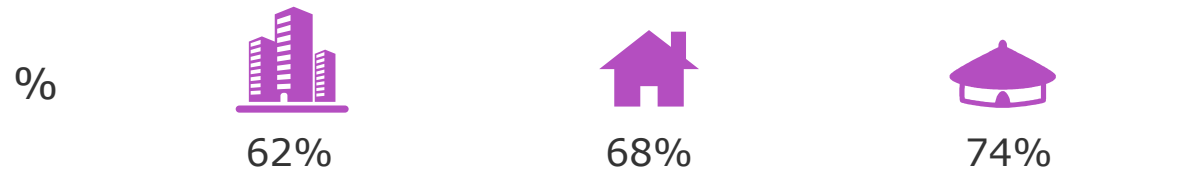
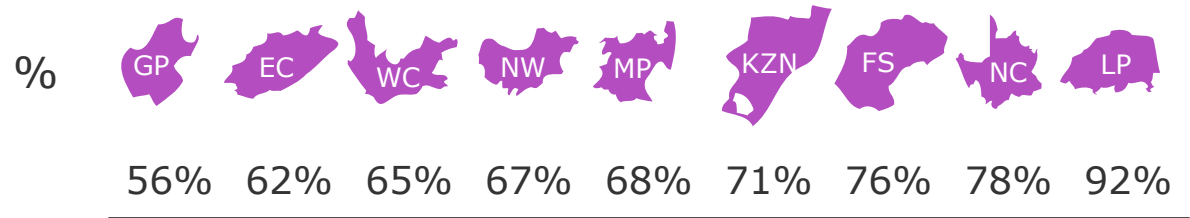
LOYAL LISTENERS...



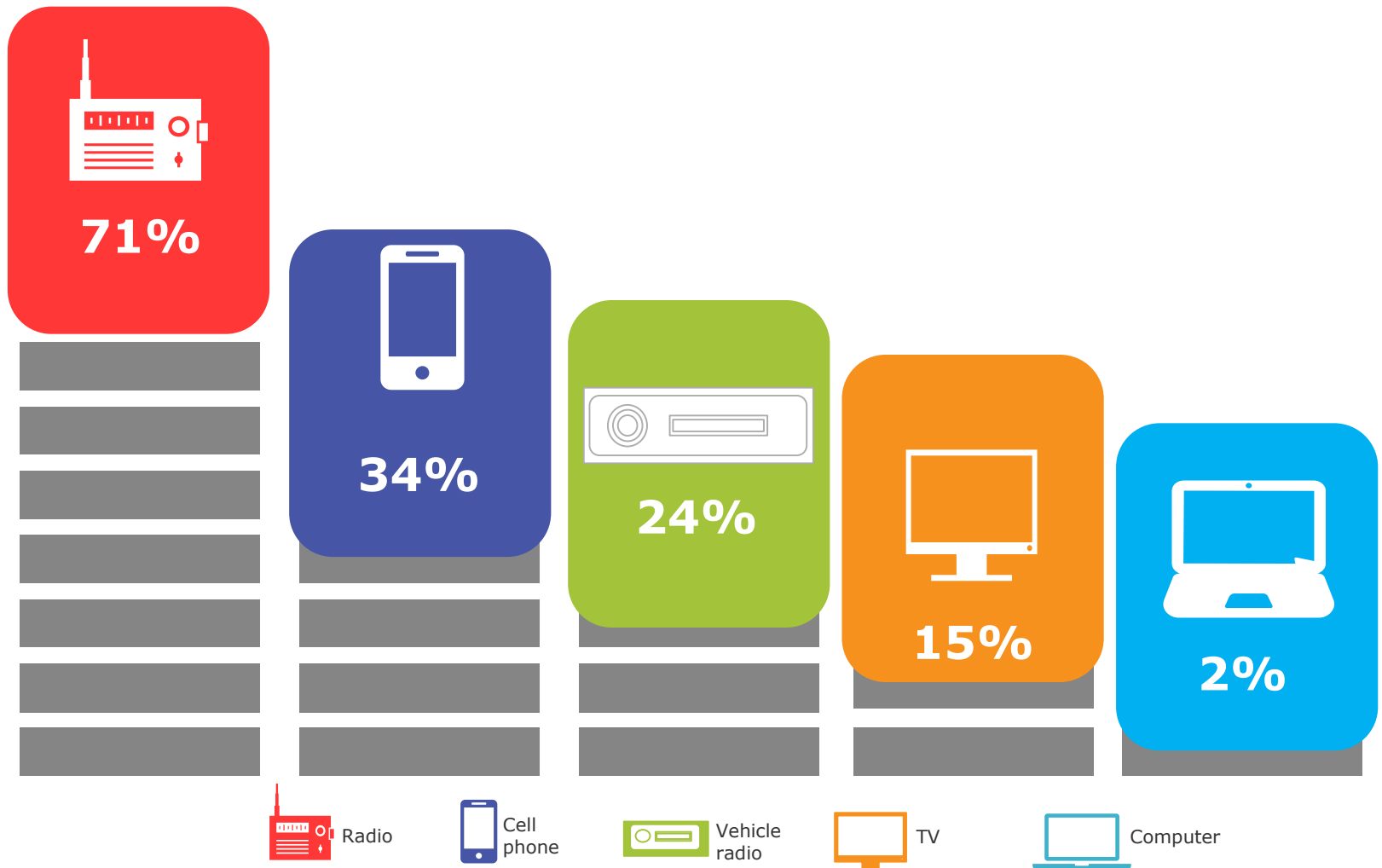
Total:

67%

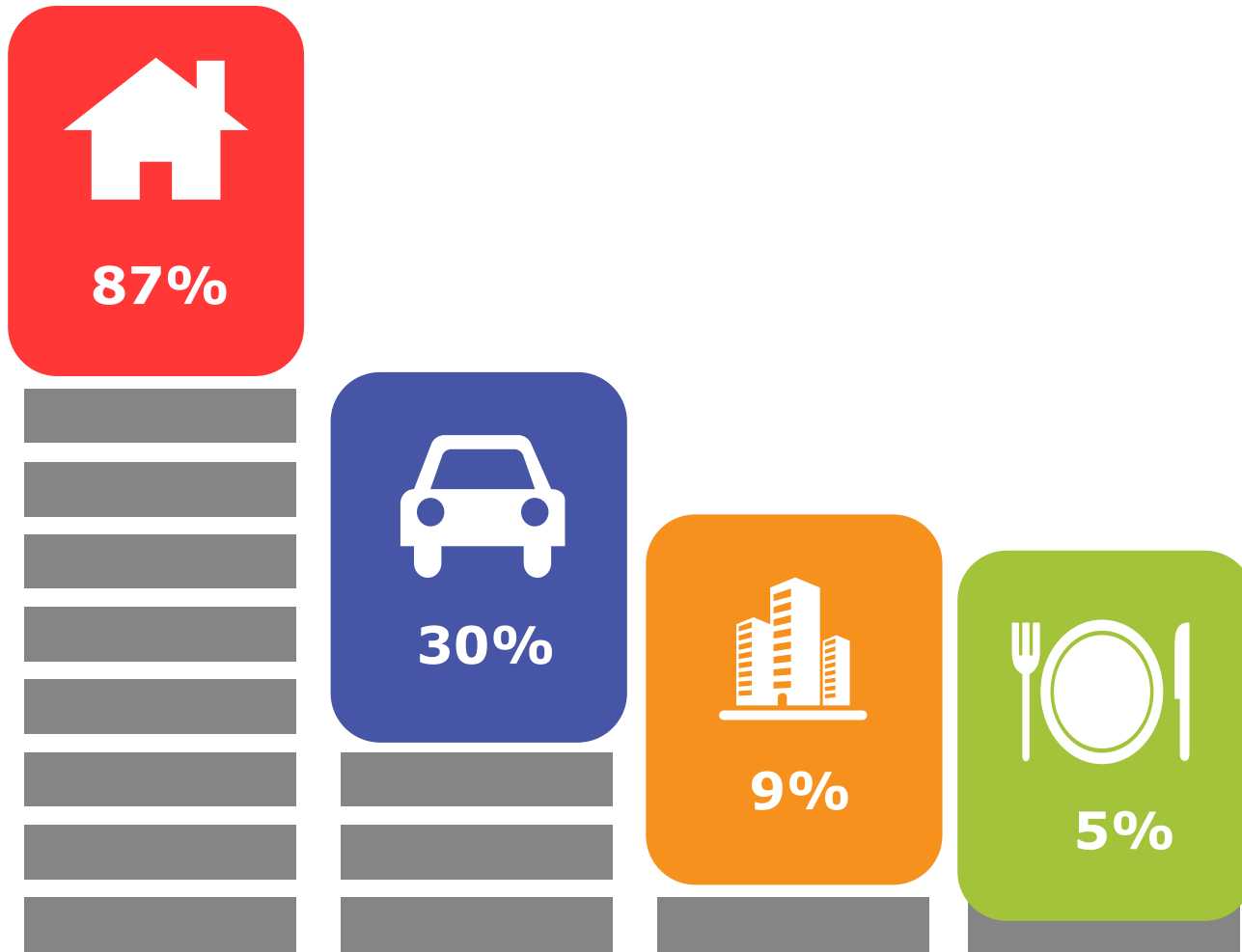
listen to only one station



DEVICE captures HOW...



LOCATION captures WHERE...



Home



Vehicle

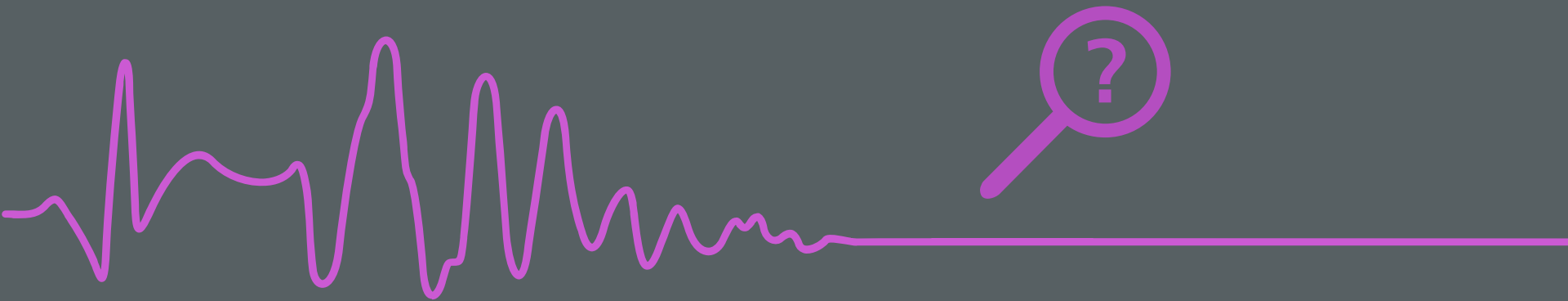


Work/University/
College



Restaurant/Shopping centre/
Airport

PROGRAMME INSIGHTS



NEW INSIGHTS...

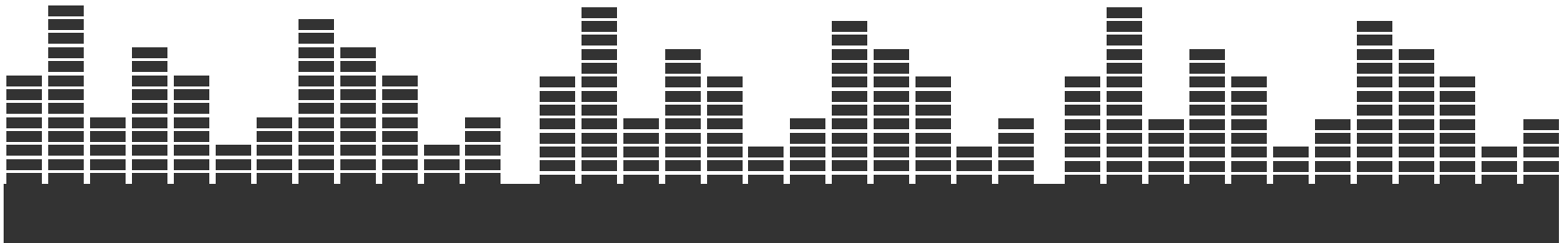
MAIN RESPONDENTS



THE INSTRUMENT (placement survey)



PROGRAMME INSIGHTS



PROGRAMME INSIGHTS...



“Which of the following types of broadcast/topics do you **normally** listen to **on the radio**?”

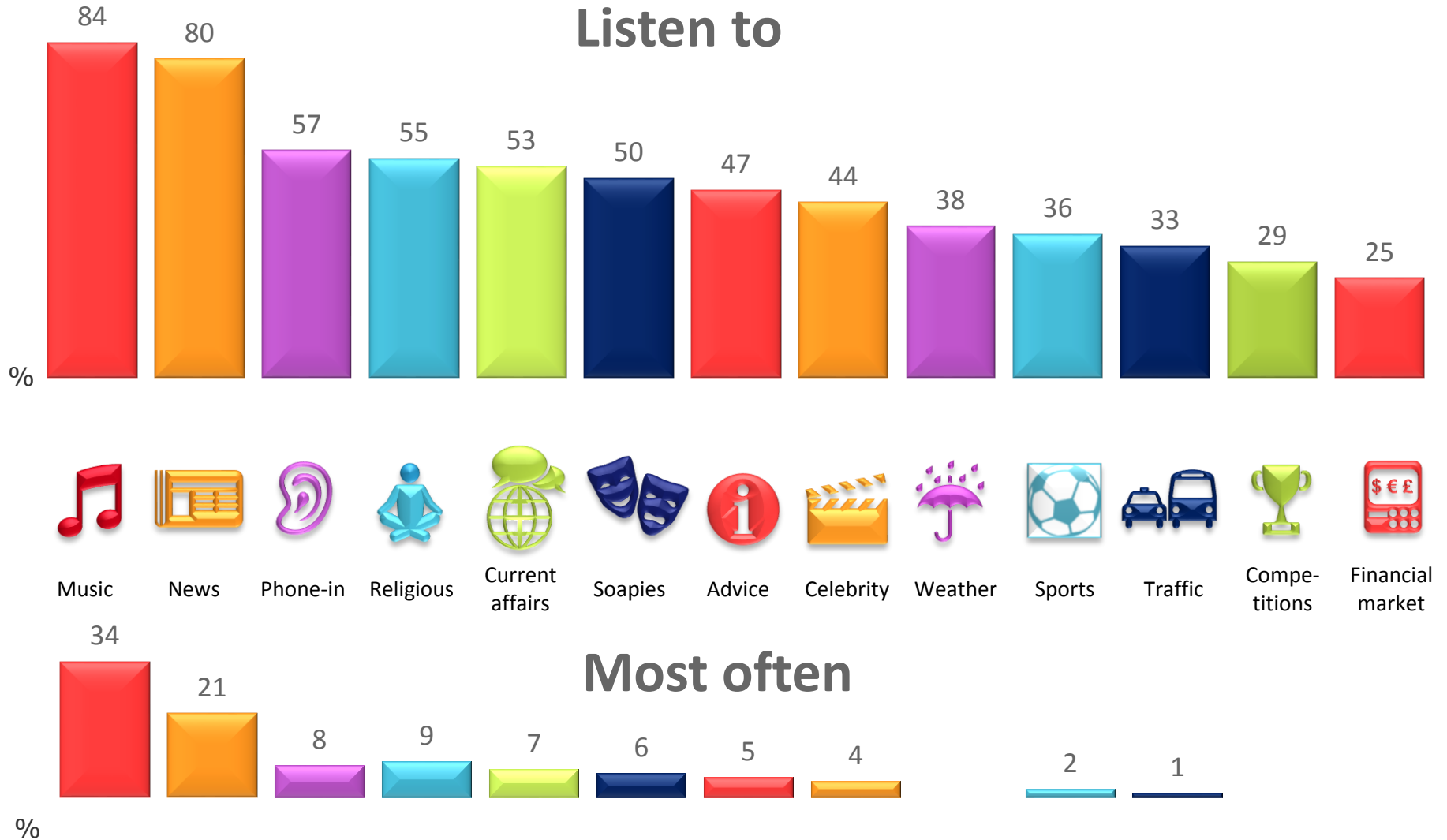
“And which do you listen to **most often**?”



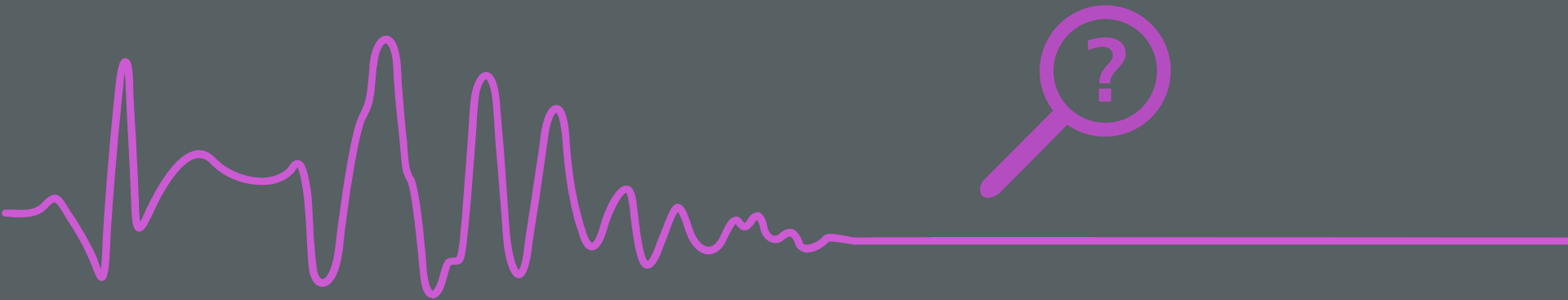
General radio preference,
not asked of a specific station

Can provide insight into general preferences of **key demographics**

LISTEN TO/MOST OFTEN...



SEM's



SEM's in BRC RAM™...

ES

BRC RAM™

Different sample frames:



Metro

41%

60%



Urban

28%

20%



Rural

31%

20%

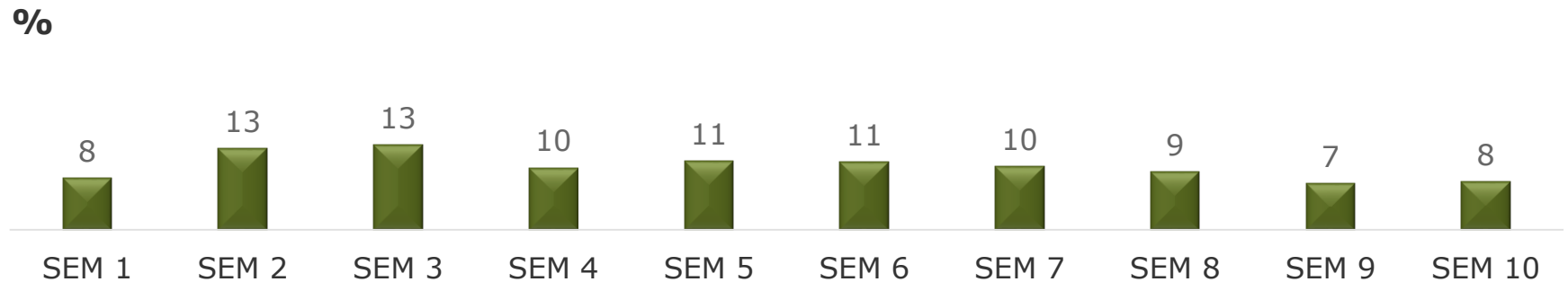
Different recruitment:

**Individuals (One
individual per household)**

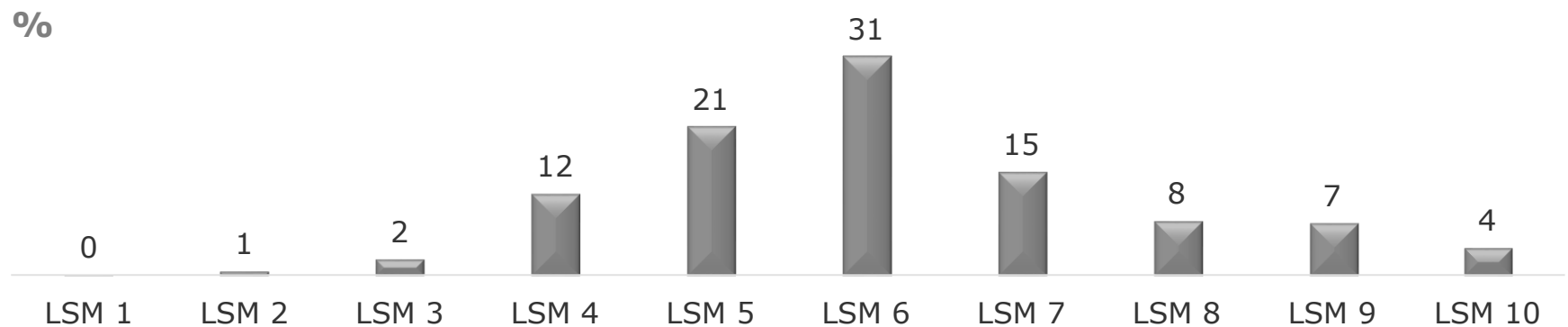
Households (Flooding)

SEM's vs. LSM's in BRC RAM™...

SEM:

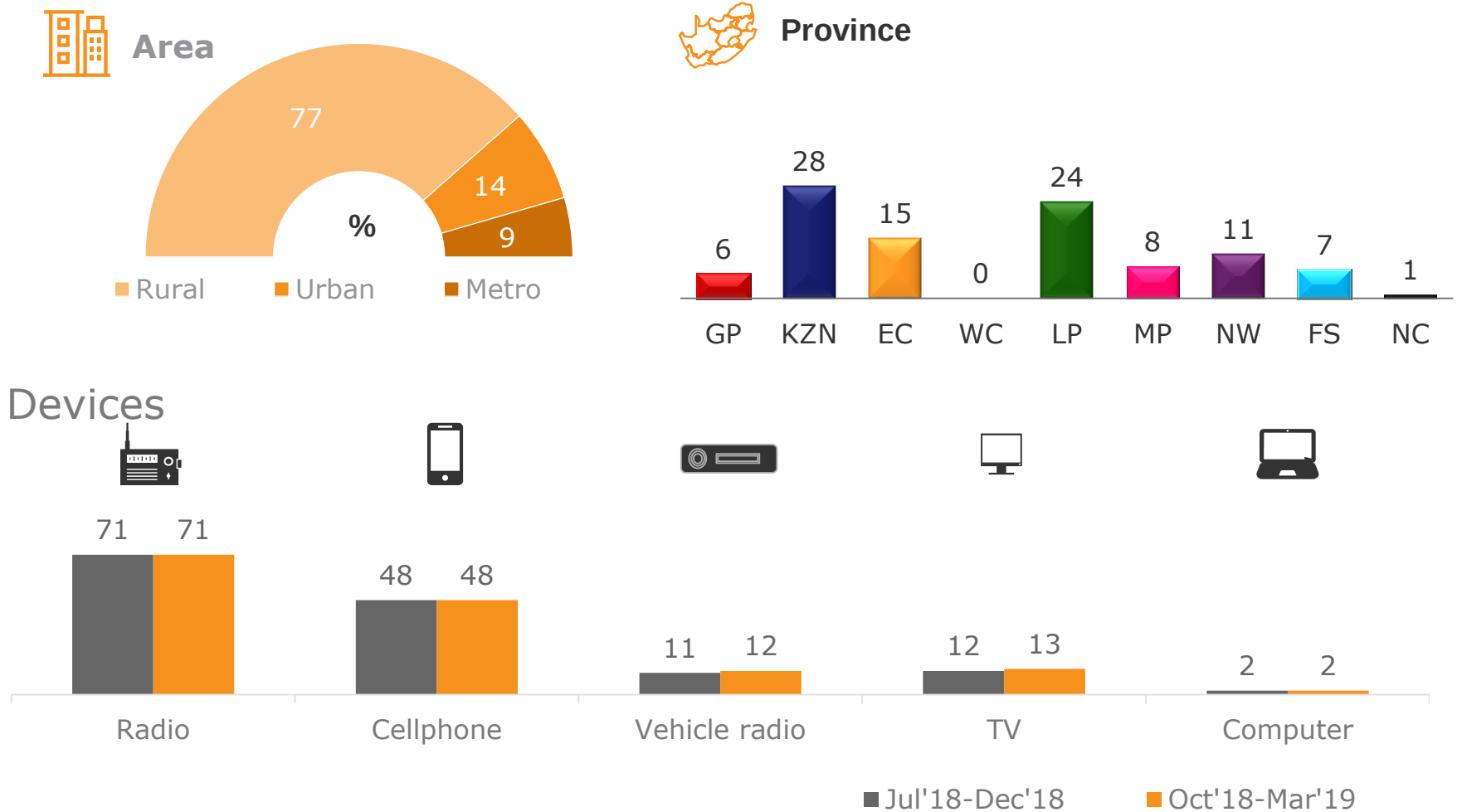


LSM:



SEM 1 – RADIO LISTENERS

Population: 3.0 million (8.2%)

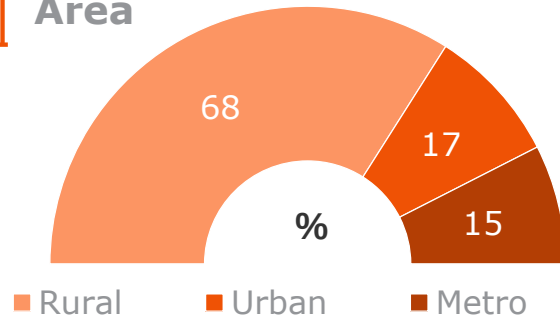


SEM 2 – RADIO LISTENERS

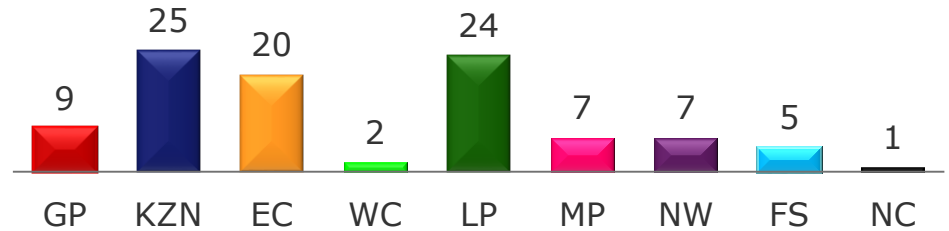
Population: 4.7 million (12.9%)



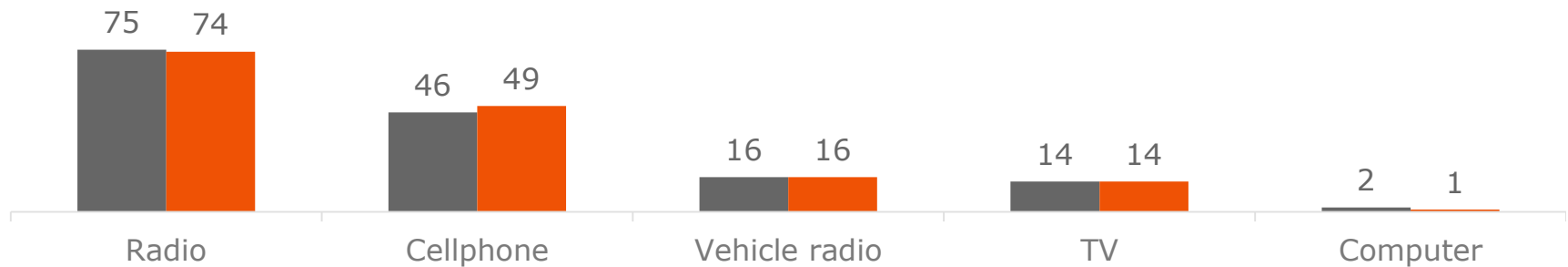
Area



Province



Devices



■ Jul'18-Dec'18

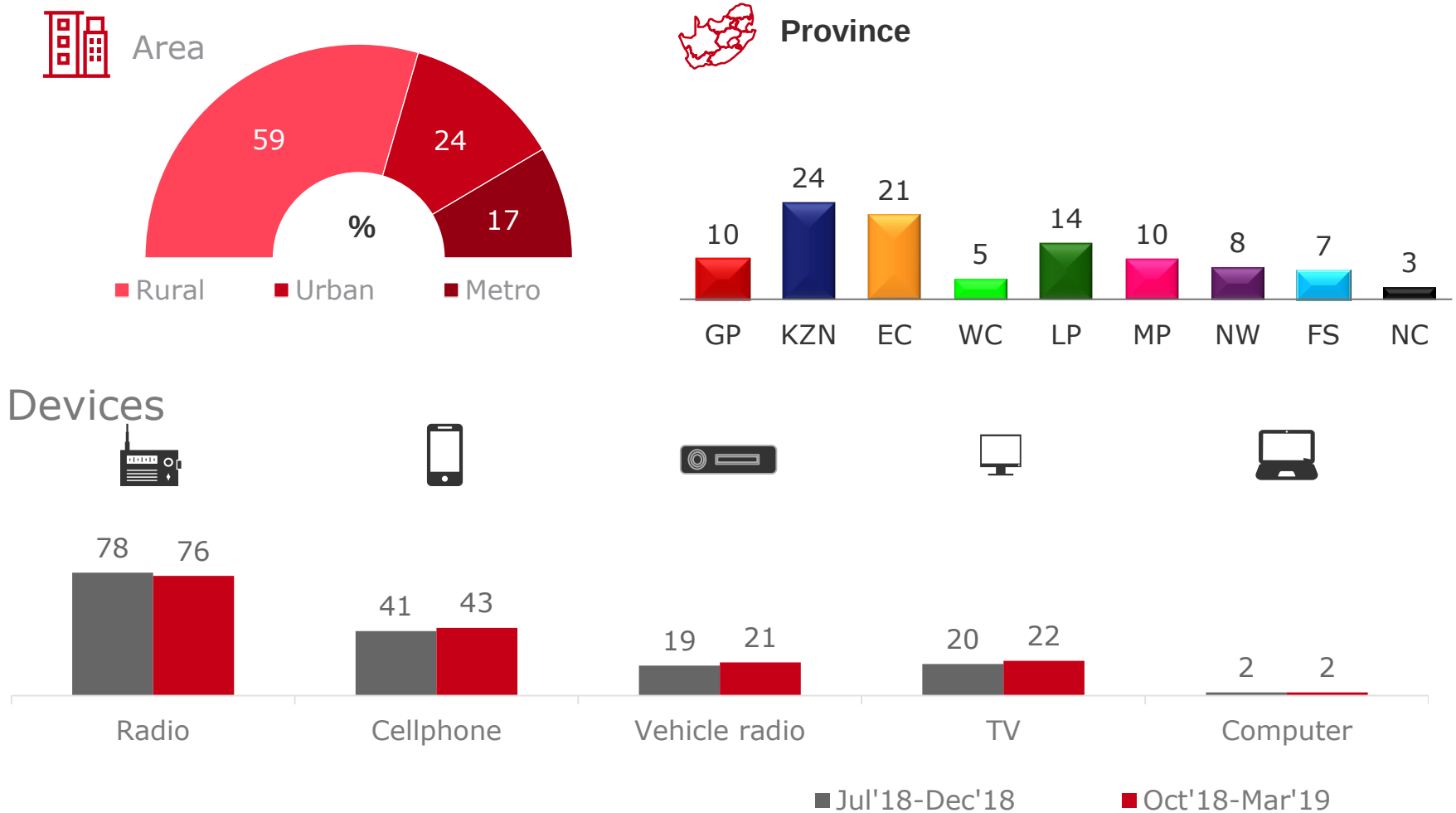
■ Oct'18-Mar'19

Source: BRC RAM™ Population/Area/Province: Oct'18-Mar'19 (National: n=30,533)

Source: BRC RAM™ Devices: Jul'18-Dec'18 (National: n=29,857), Oct'18-Mar'19 (National: n=30,533)

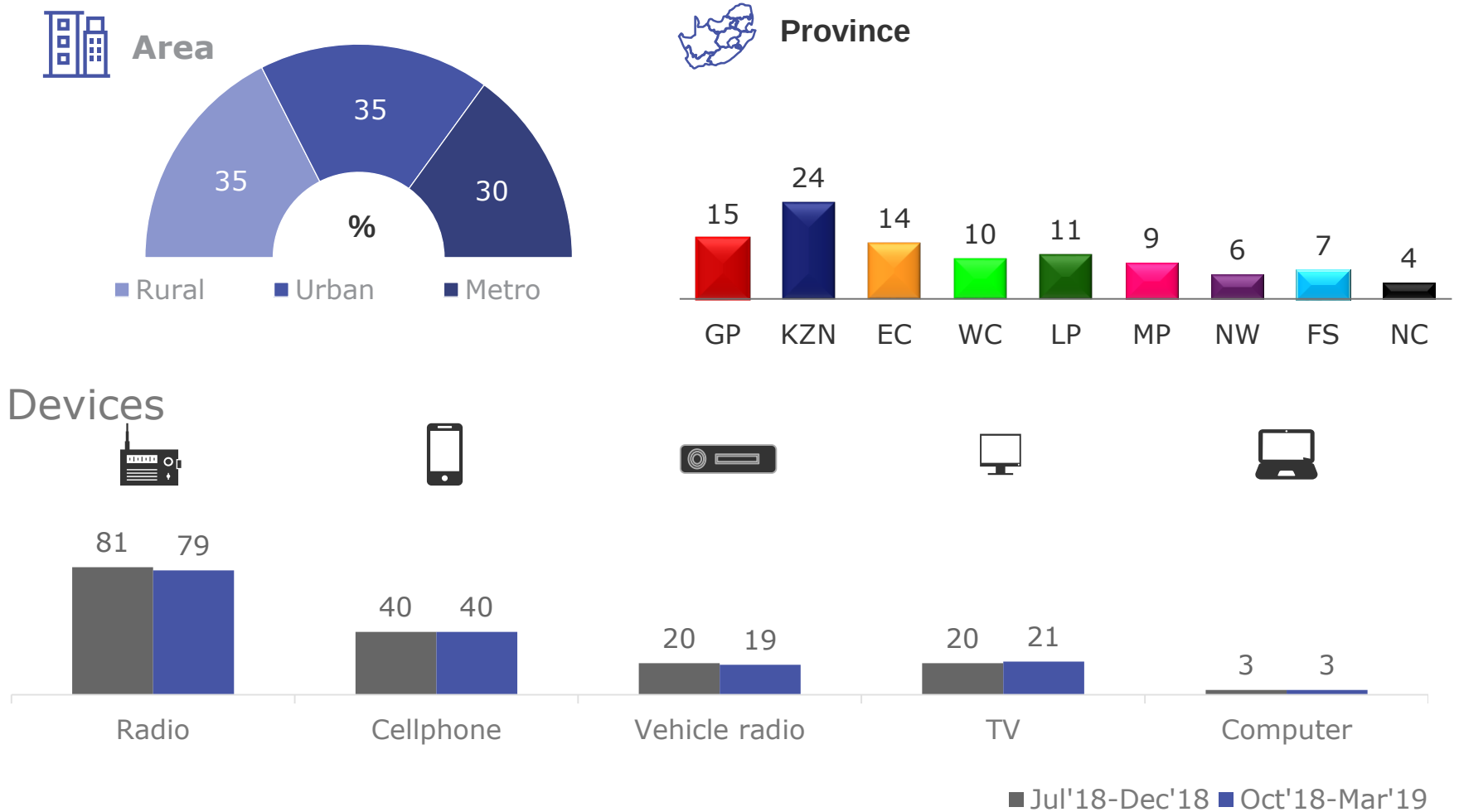
SEM 3 – RADIO LISTENERS

Population: 4.9 million (13.4%)



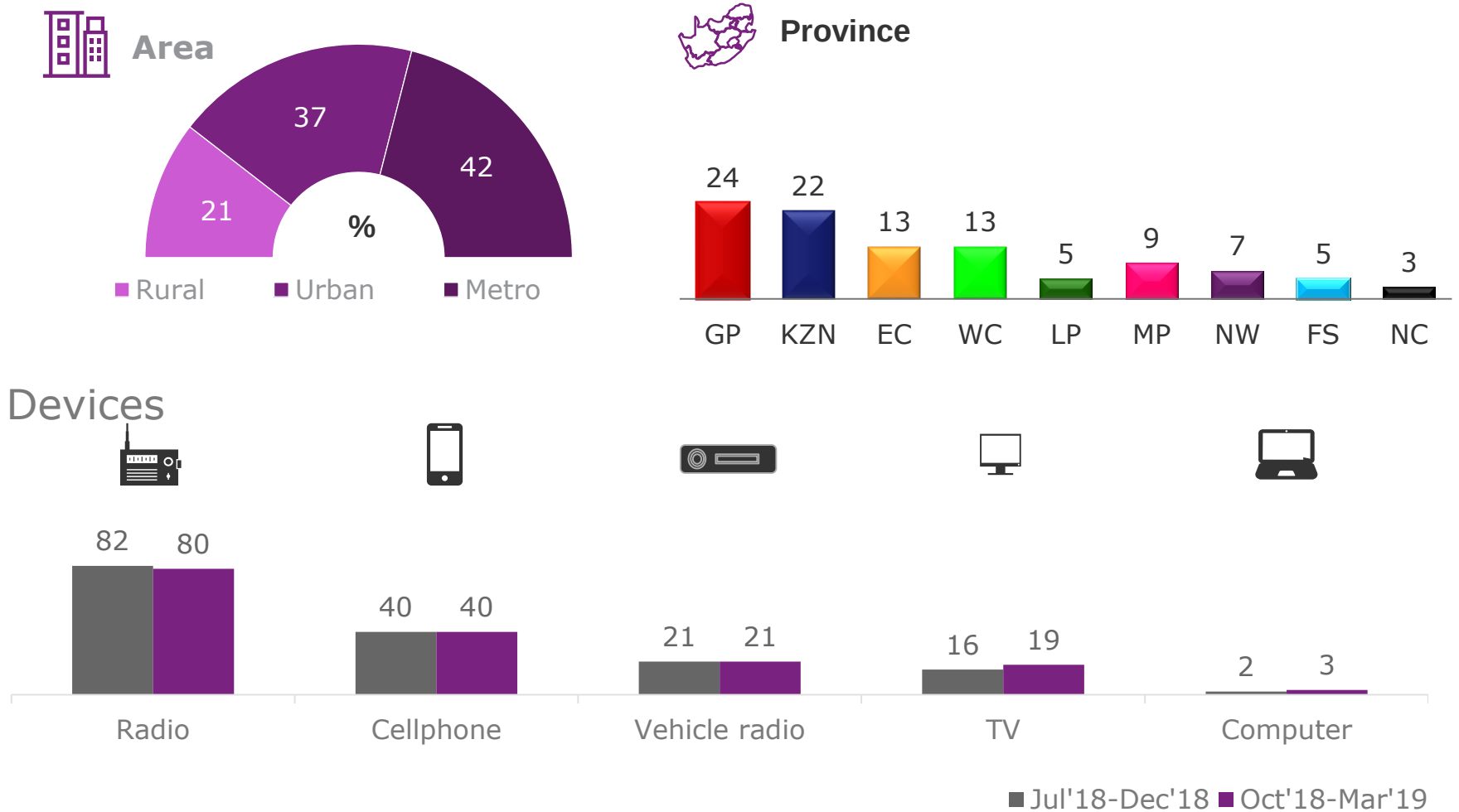
SEM 4 – RADIO LISTENERS

Population: 3.6 million (9.8%)



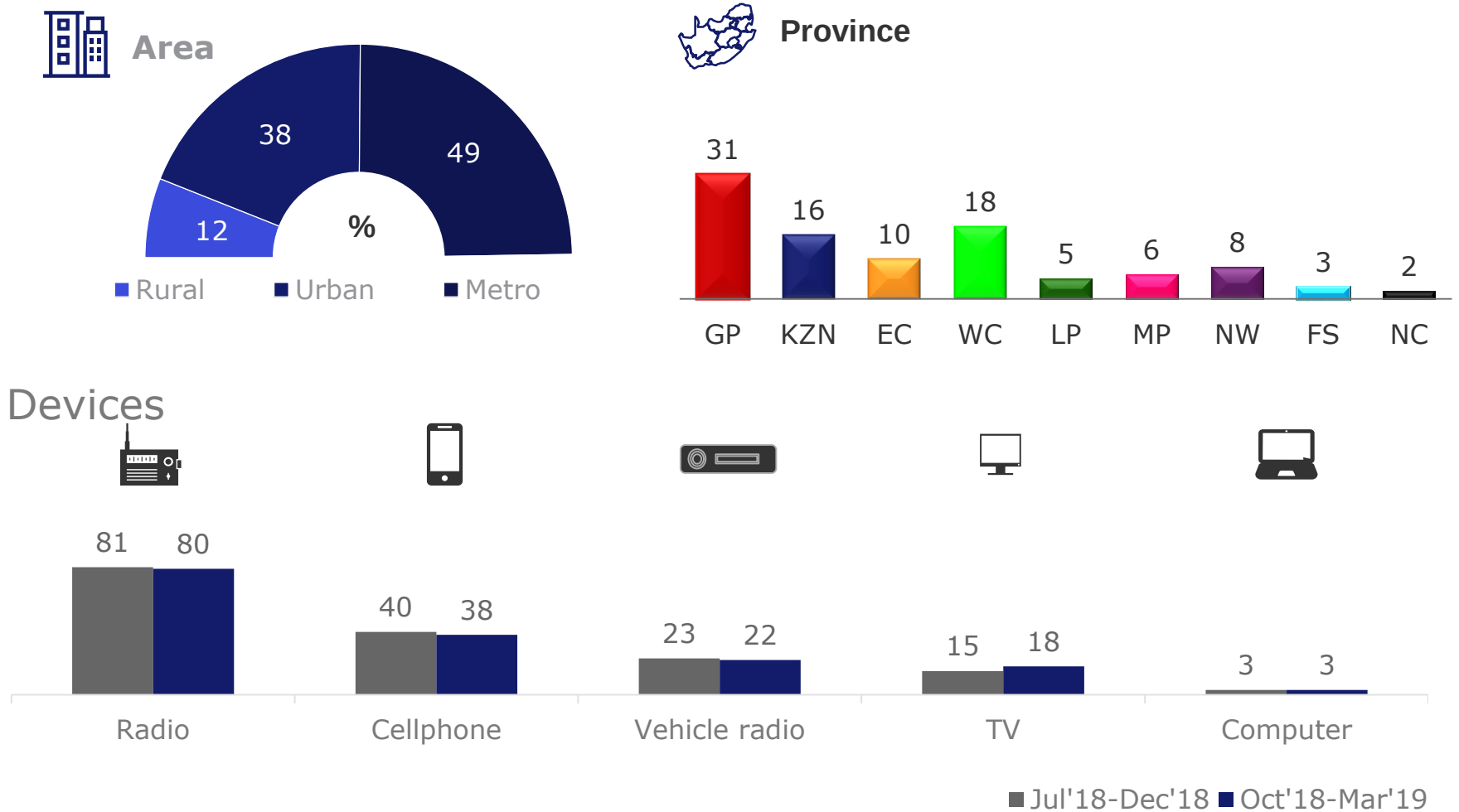
SEM 5 – RADIO LISTENERS

Population: 4.0 million (10.9%)



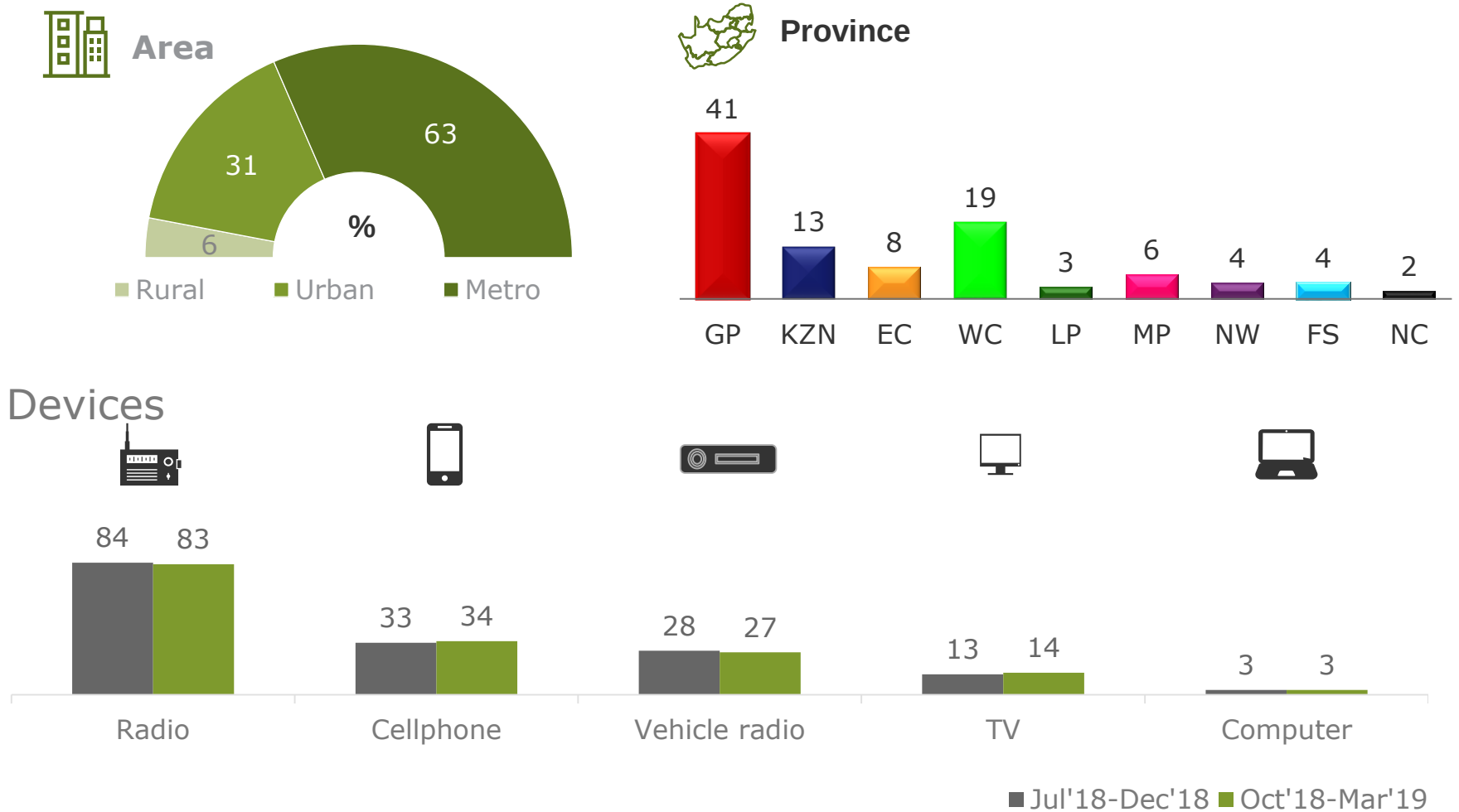
SEM 6 – RADIO LISTENERS

Population: 3.9 million (10.7%)



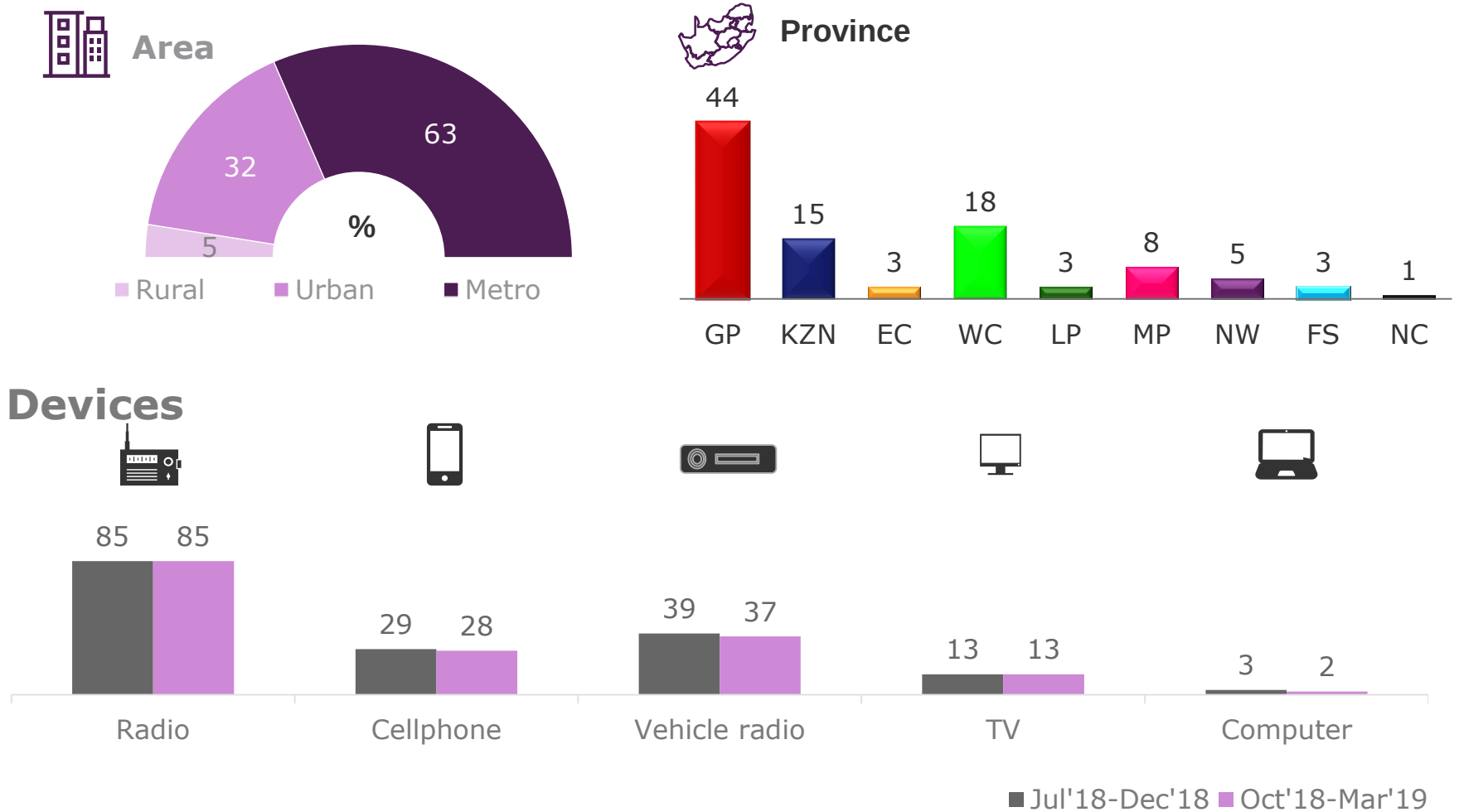
SEM 7 – RADIO LISTENERS

Population: 3.6 million (10.0%)



SEM 8 – RADIO LISTENERS

Population: 3.3 million (9.2%)

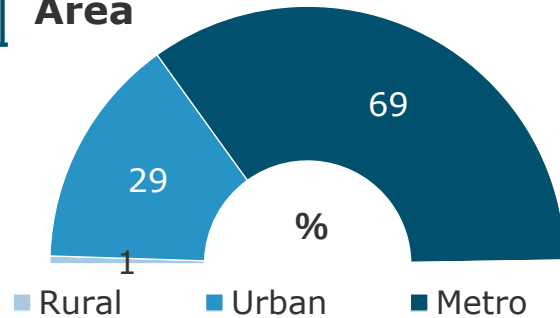


SEM 9 – RADIO LISTENERS

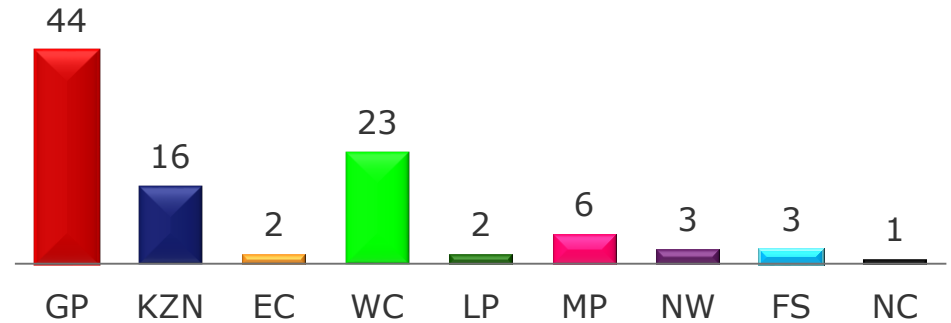
Population: 2.6 million (7.3%)



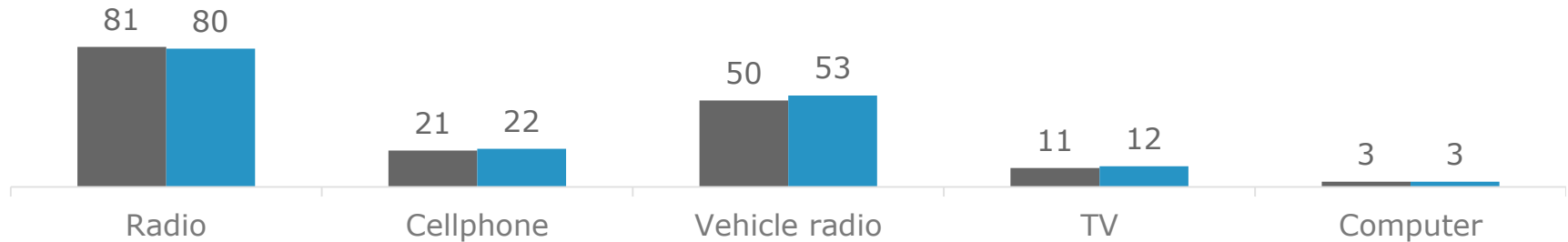
Area



Province



Devices



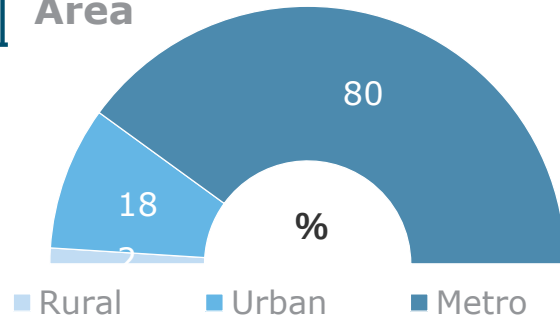
■ Jul'18-Dec'18 ■ Oct'18-Mar'19

SEM 10 – RADIO LISTENERS

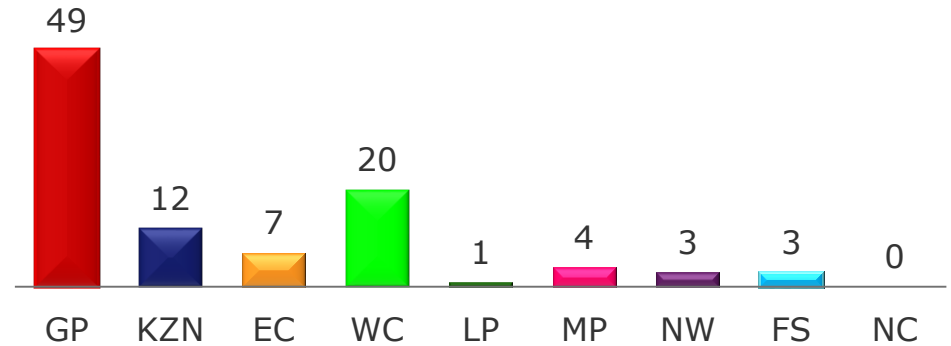
Population: 2.8 million (7.6%)



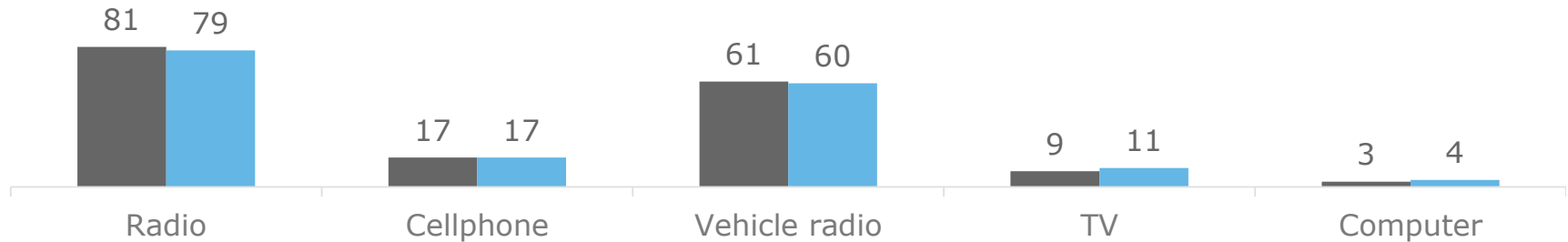
Area



Province



Devices



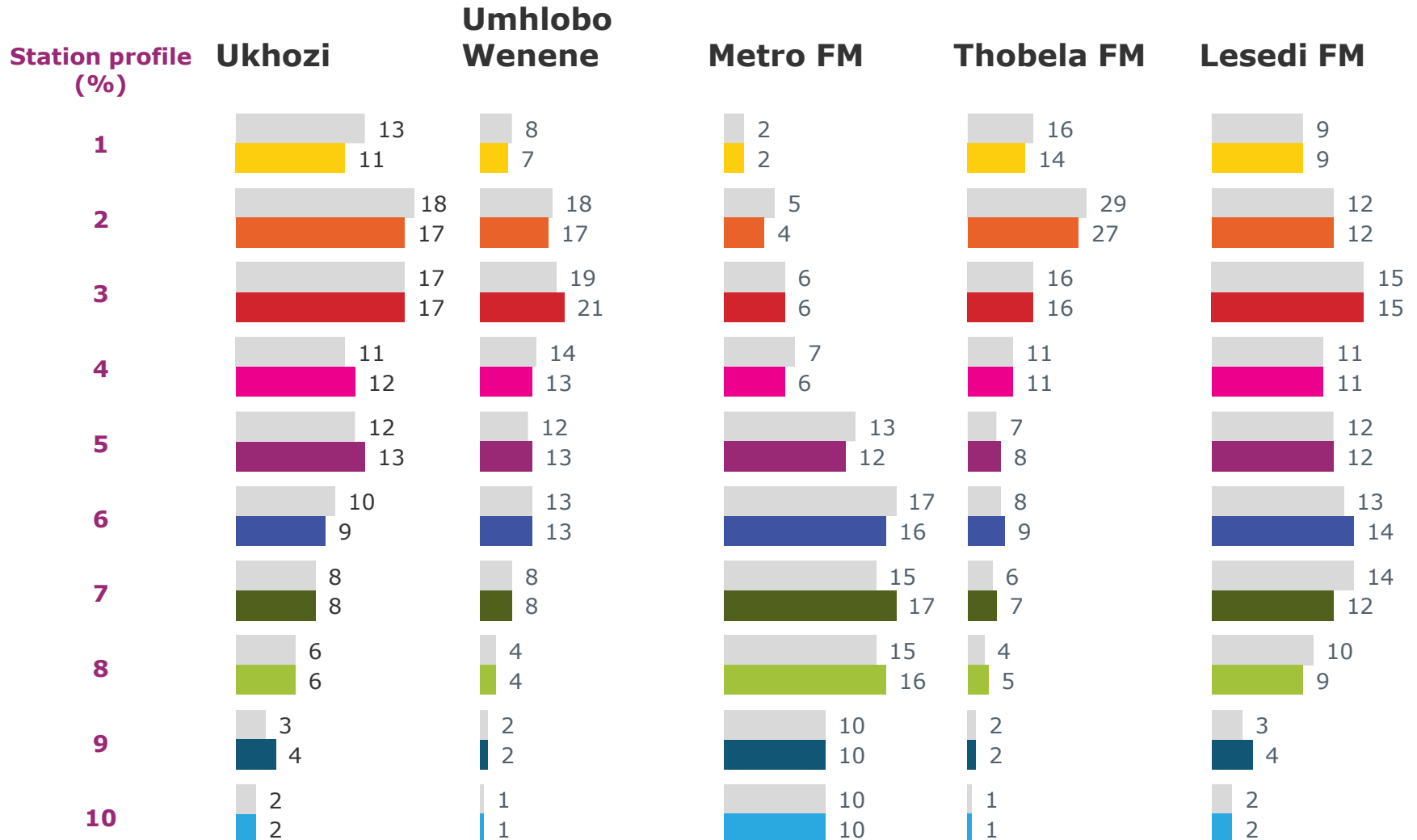
■ Jul'18-Dec'18 ■ Oct'18-Mar'19

Source: BRC RAM™ Population/Area/Province: Oct'18-Mar'19 (National: n=30,533)

Source: BRC RAM™ Devices: Jul'18-Dec'18 (National: n=29,857), Oct'18-Mar'19 (National: n=30,533)

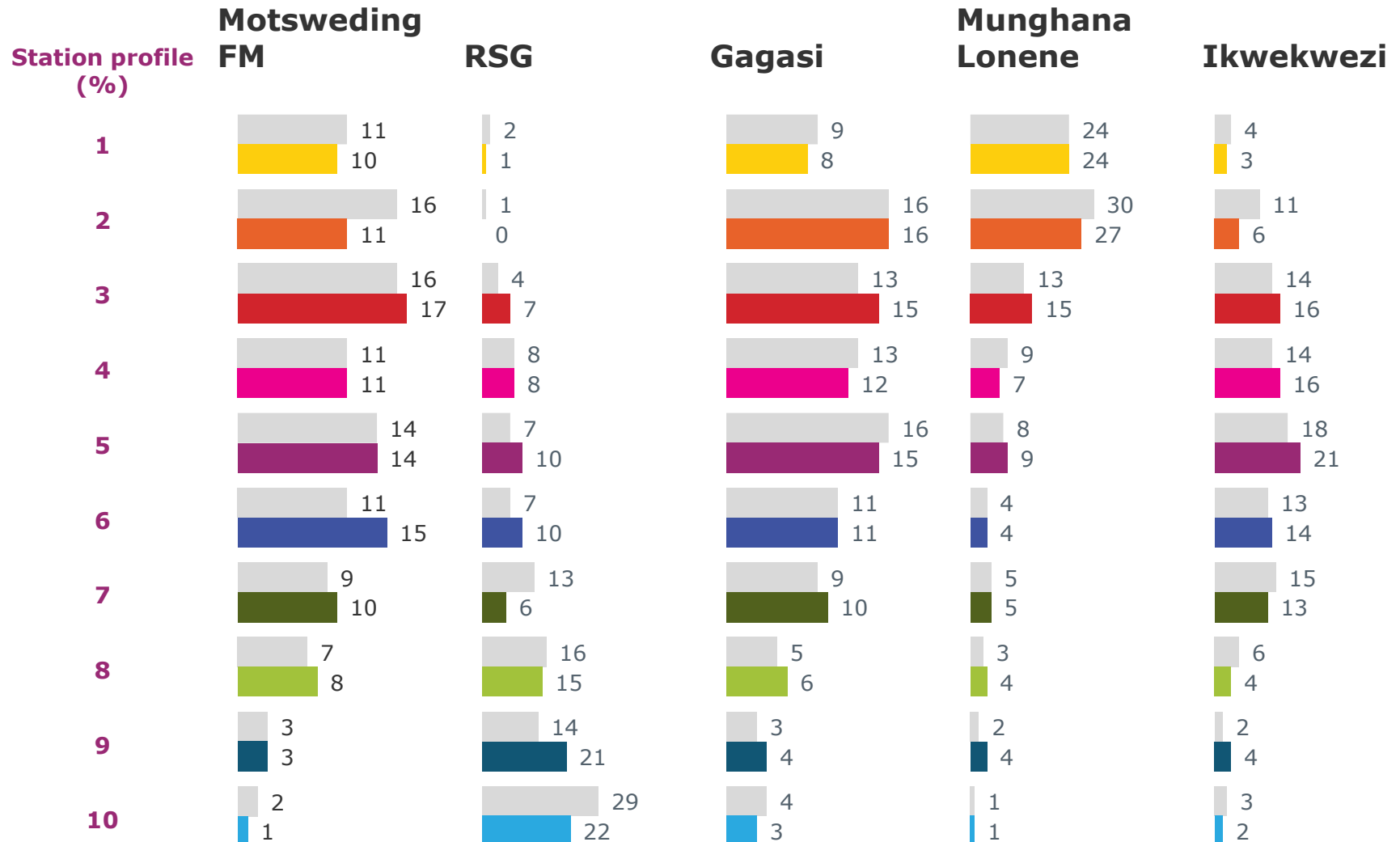
STATION PROFILE BY SEM

Commercial and PBS



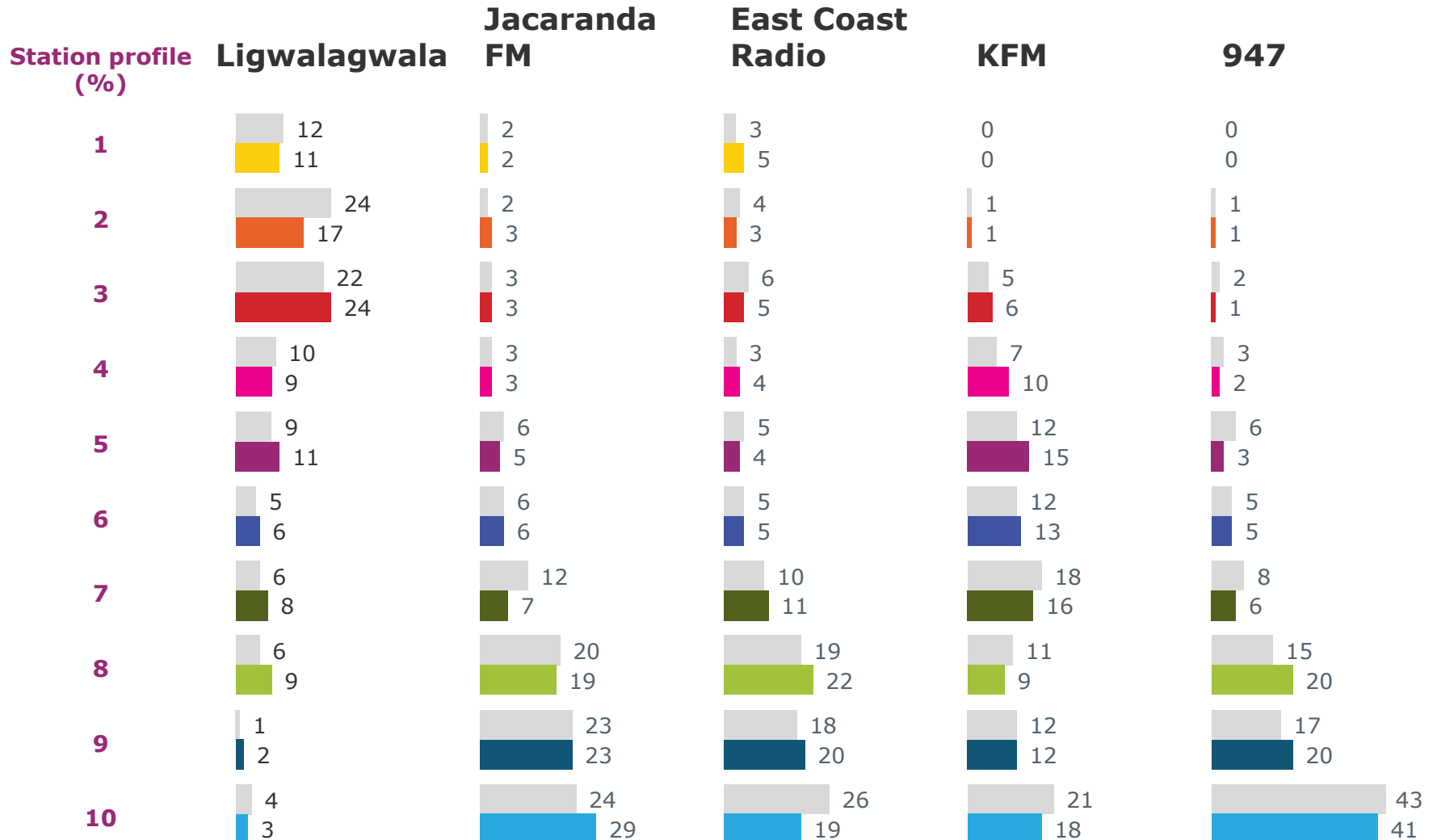
STATION PROFILE BY SEM

Commercial and PBS



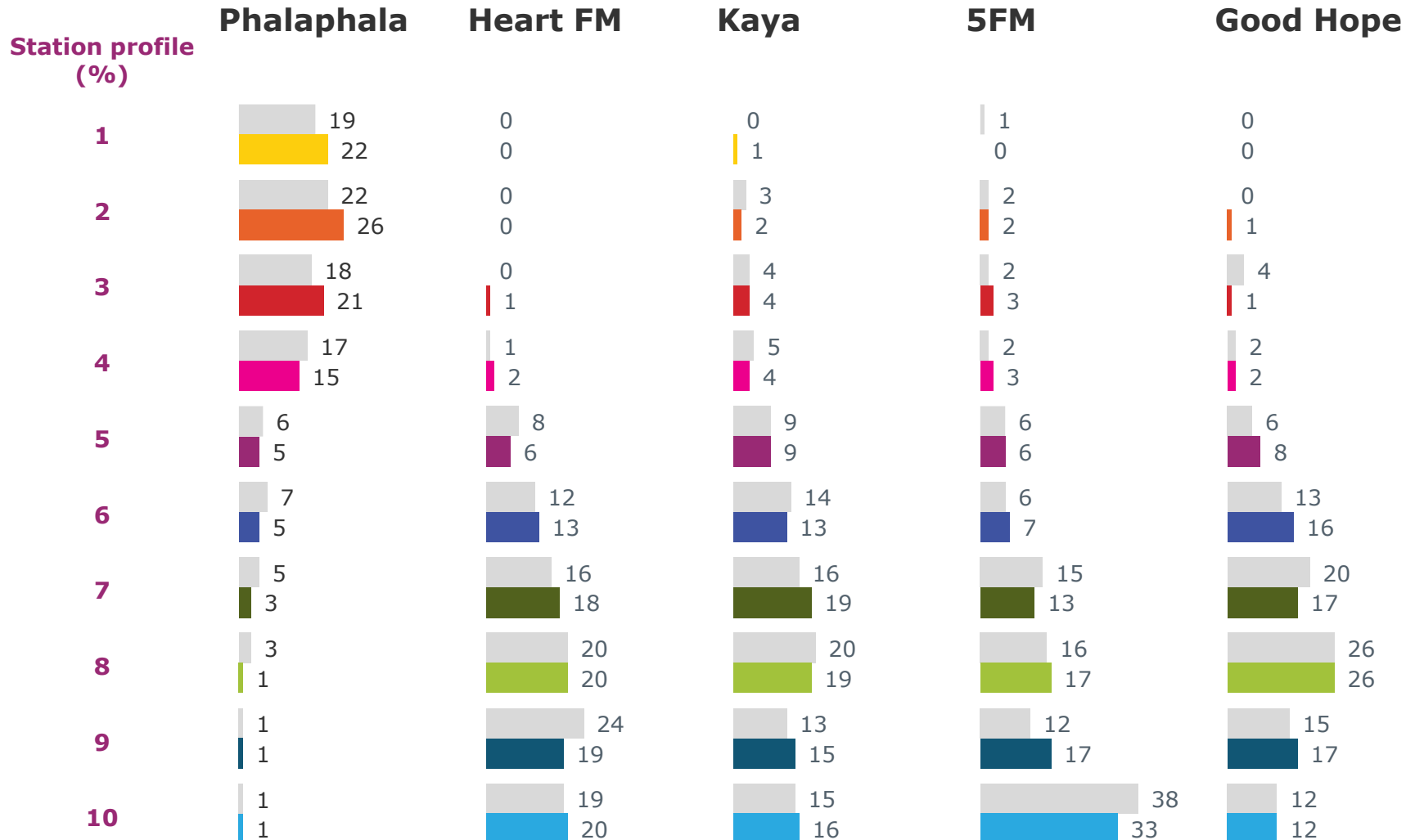
STATION PROFILE BY SEM

Commercial and PBS



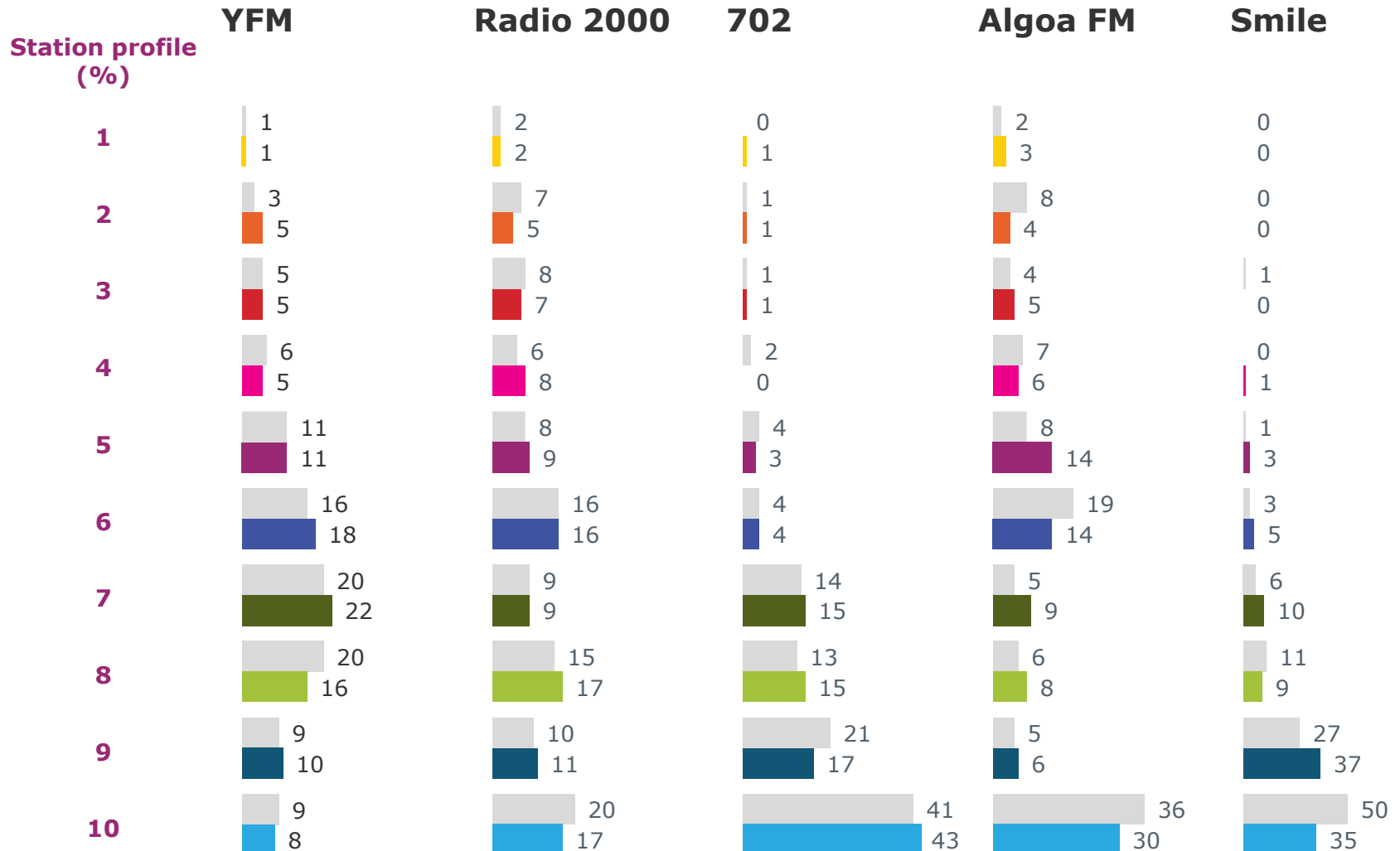
STATION PROFILE BY SEM

Commercial and PBS



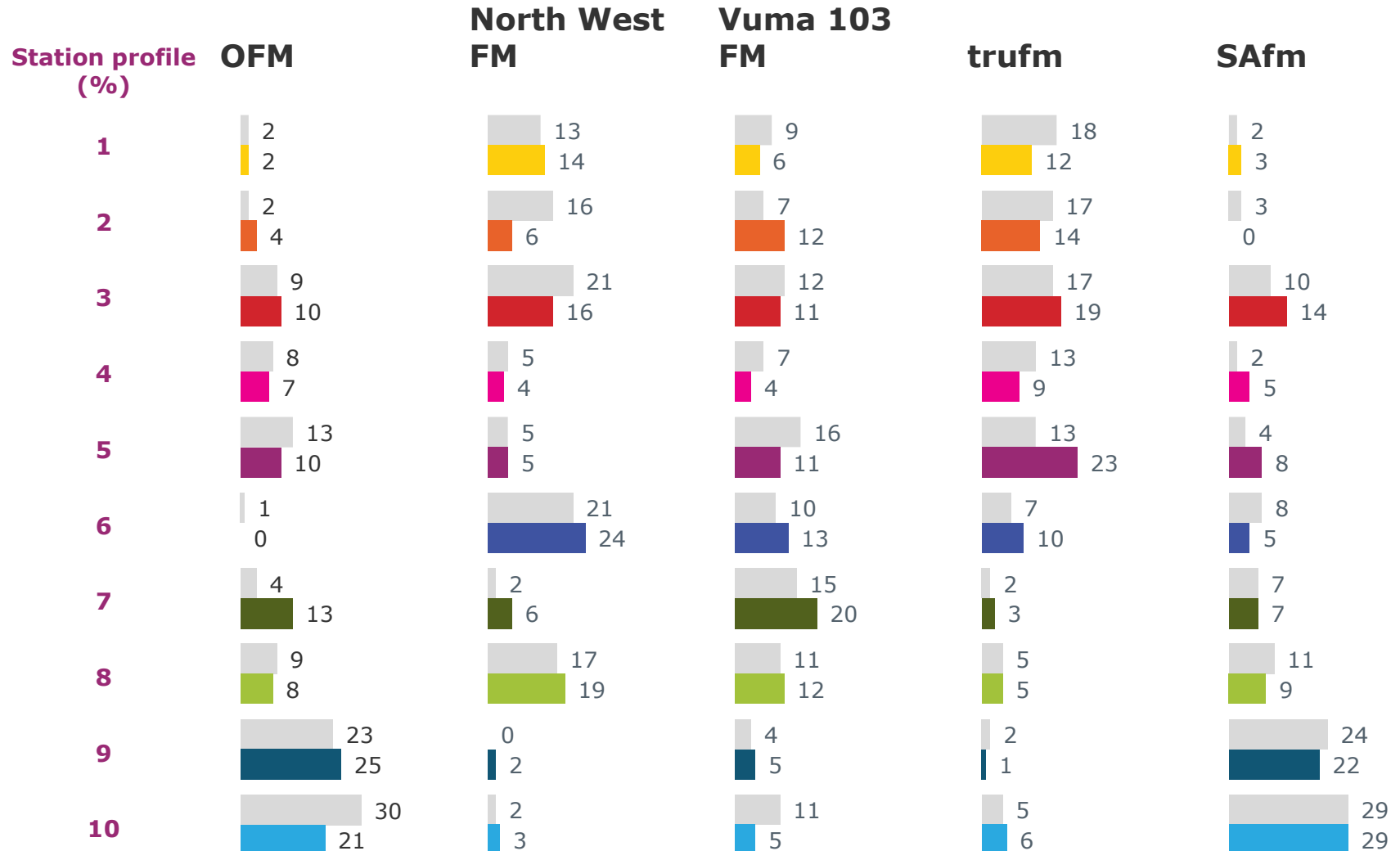
STATION PROFILE BY SEM

Commercial and PBS



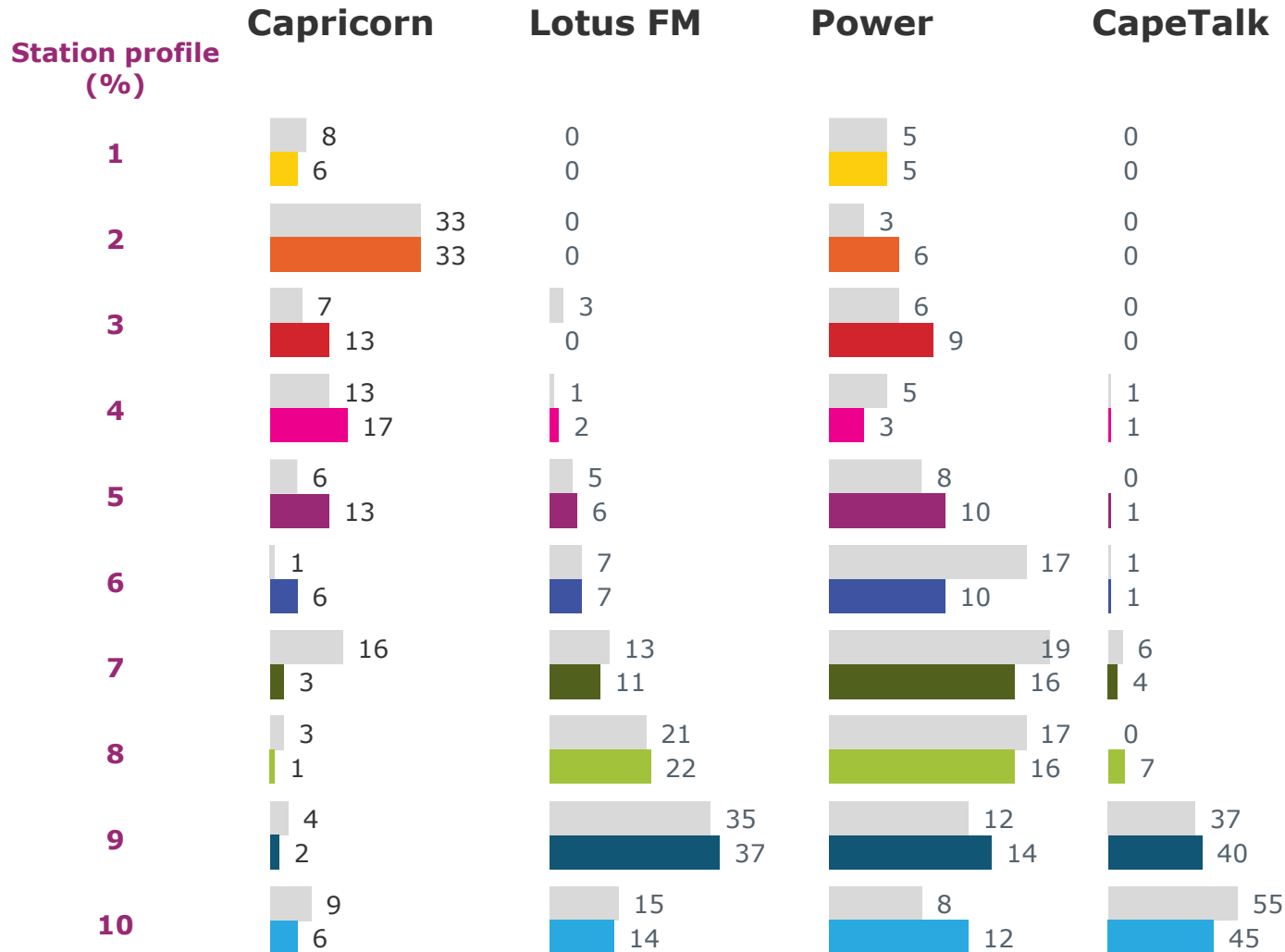
STATION PROFILE BY SEM

Commercial and PBS



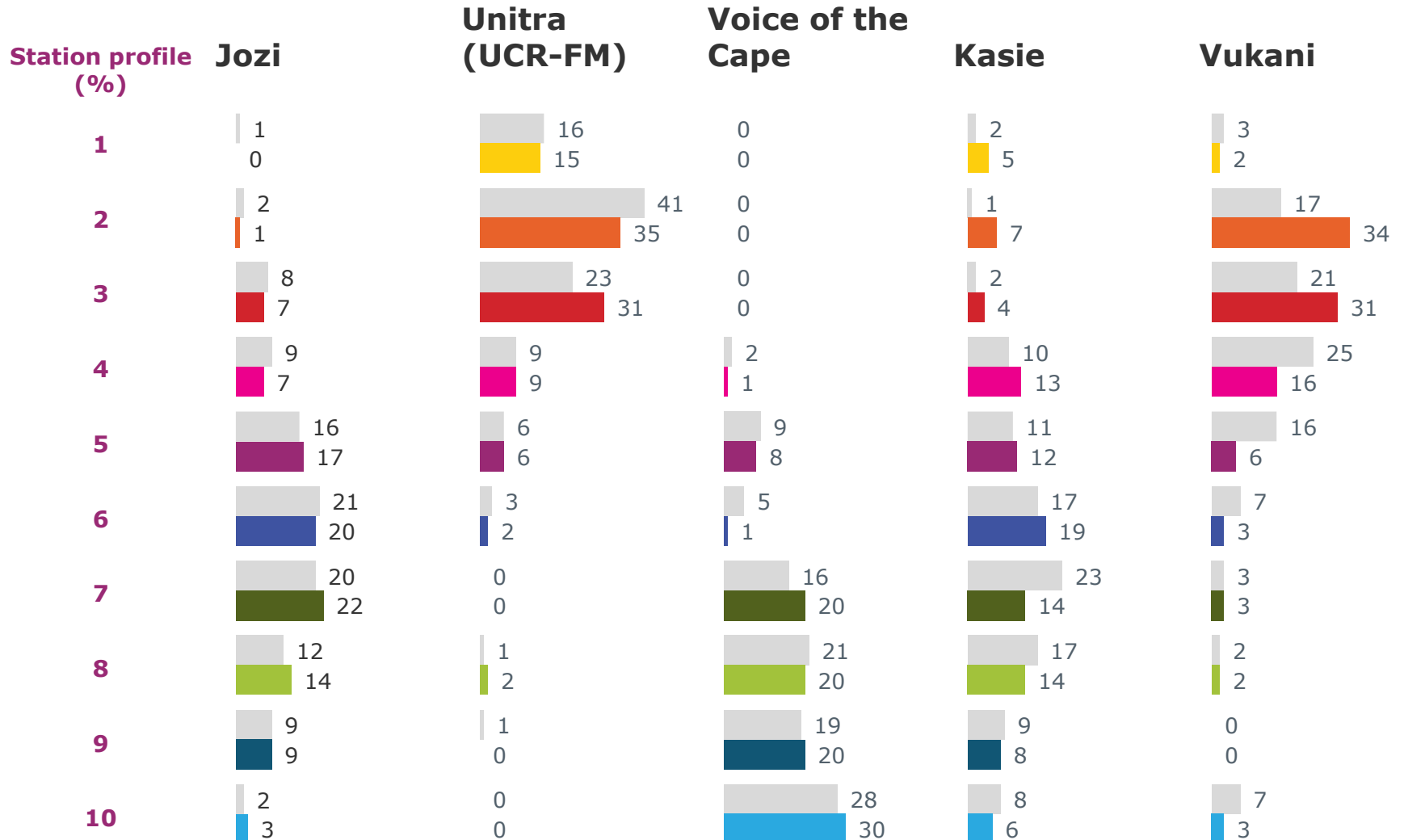
STATION PROFILE BY SEM

Commercial and PBS



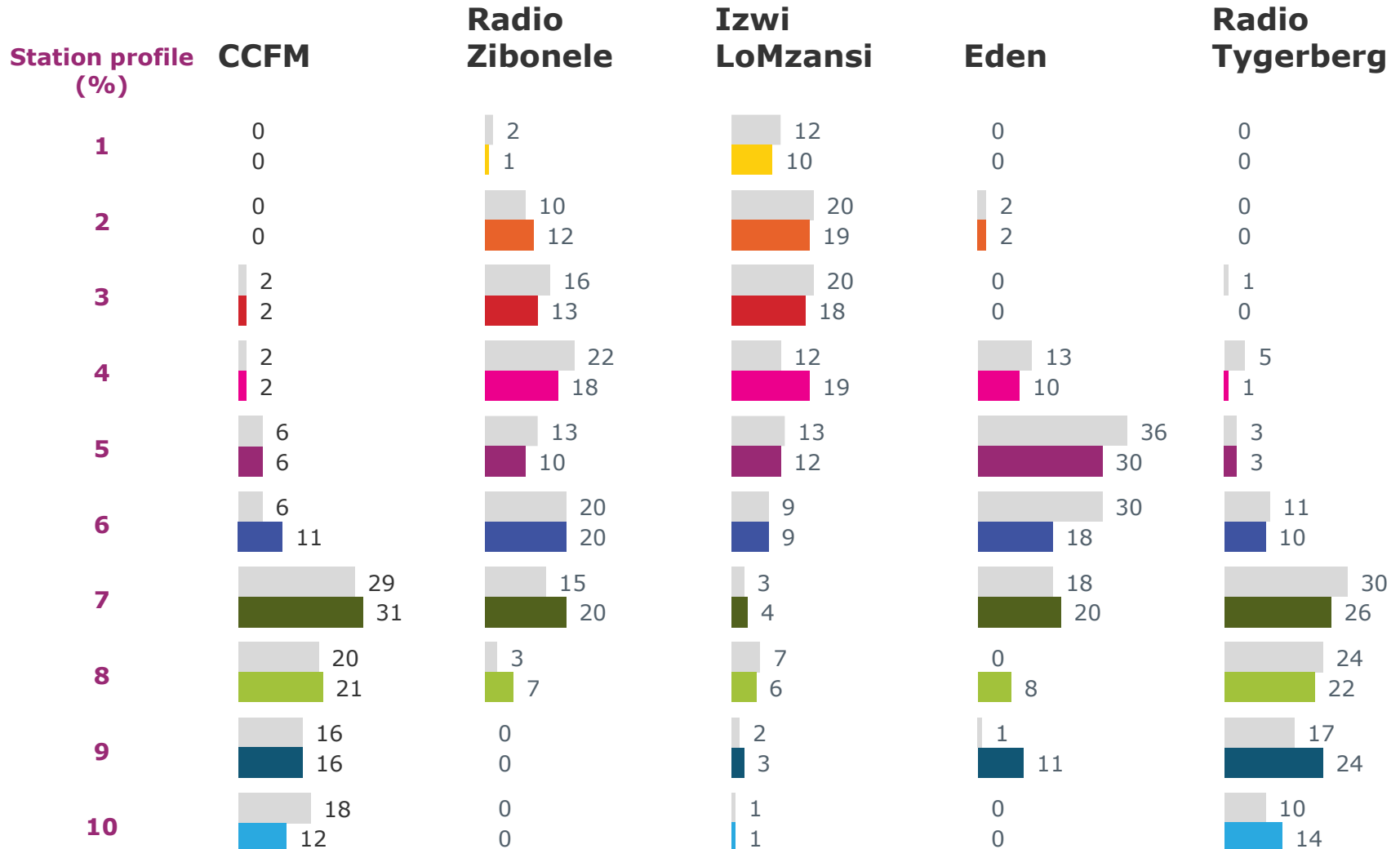
STATION PROFILE BY SEM

Community



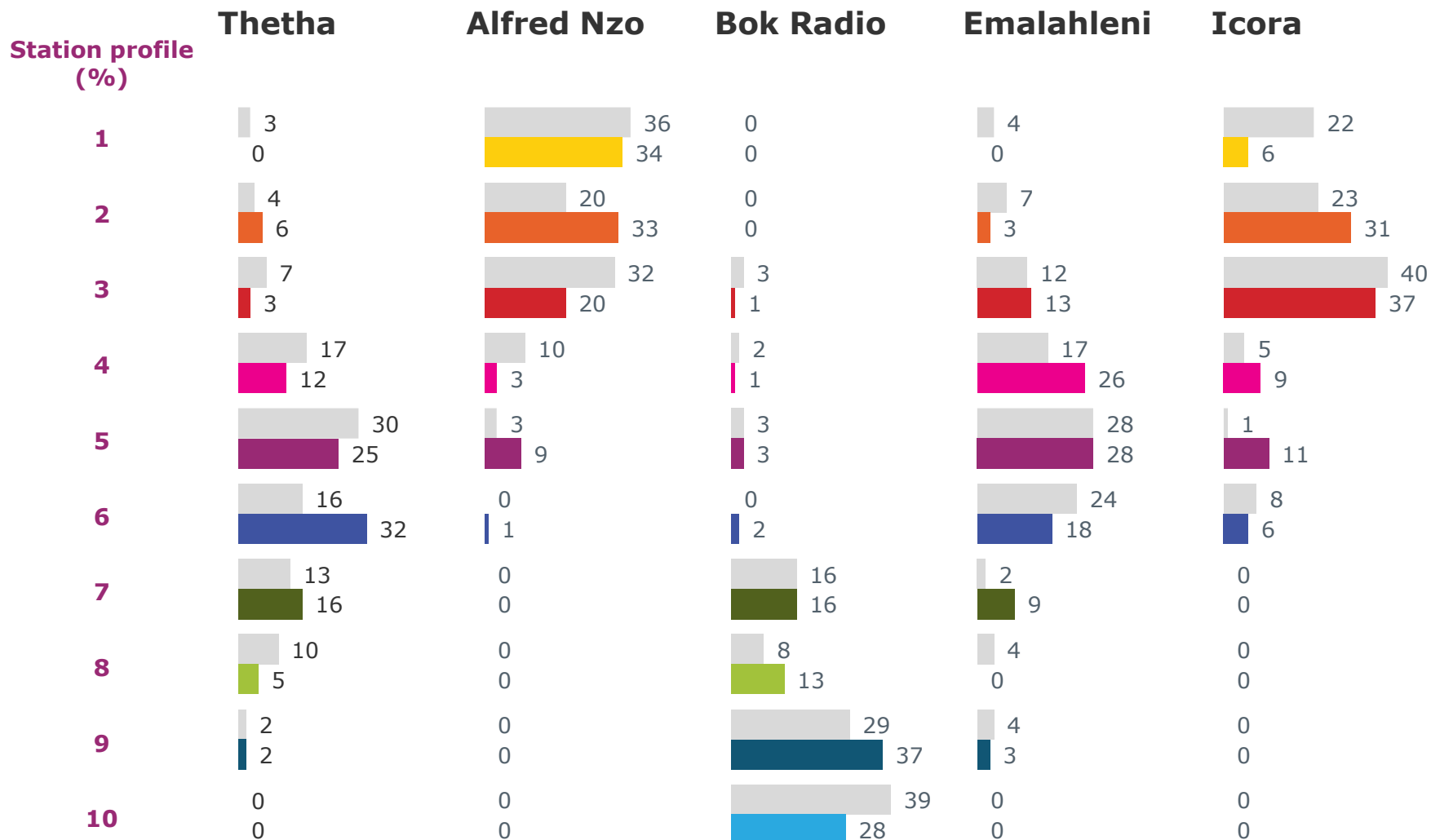
STATION PROFILE BY SEM

Community



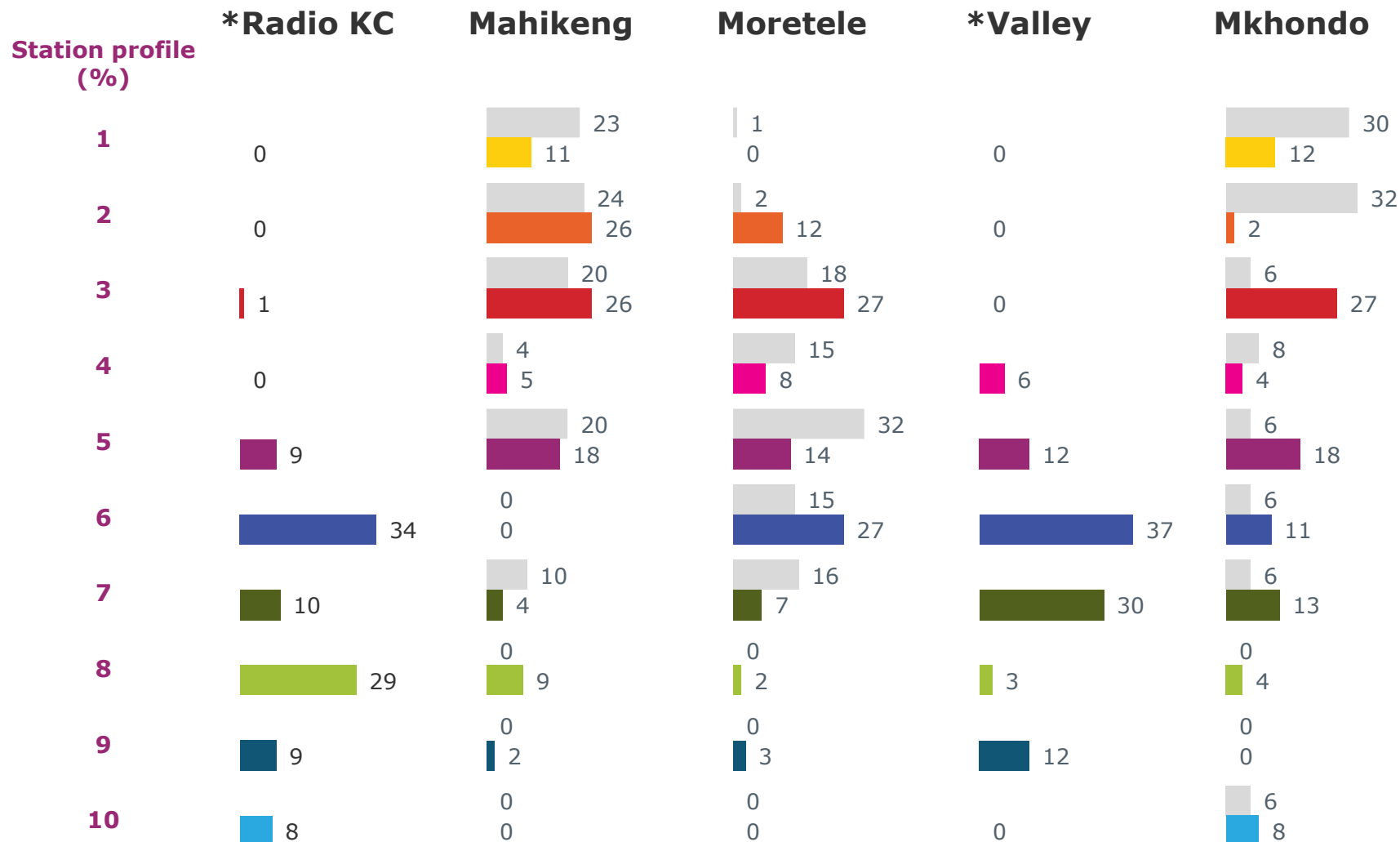
STATION PROFILE BY SEM

Community



STATION PROFILE BY SEM

Community

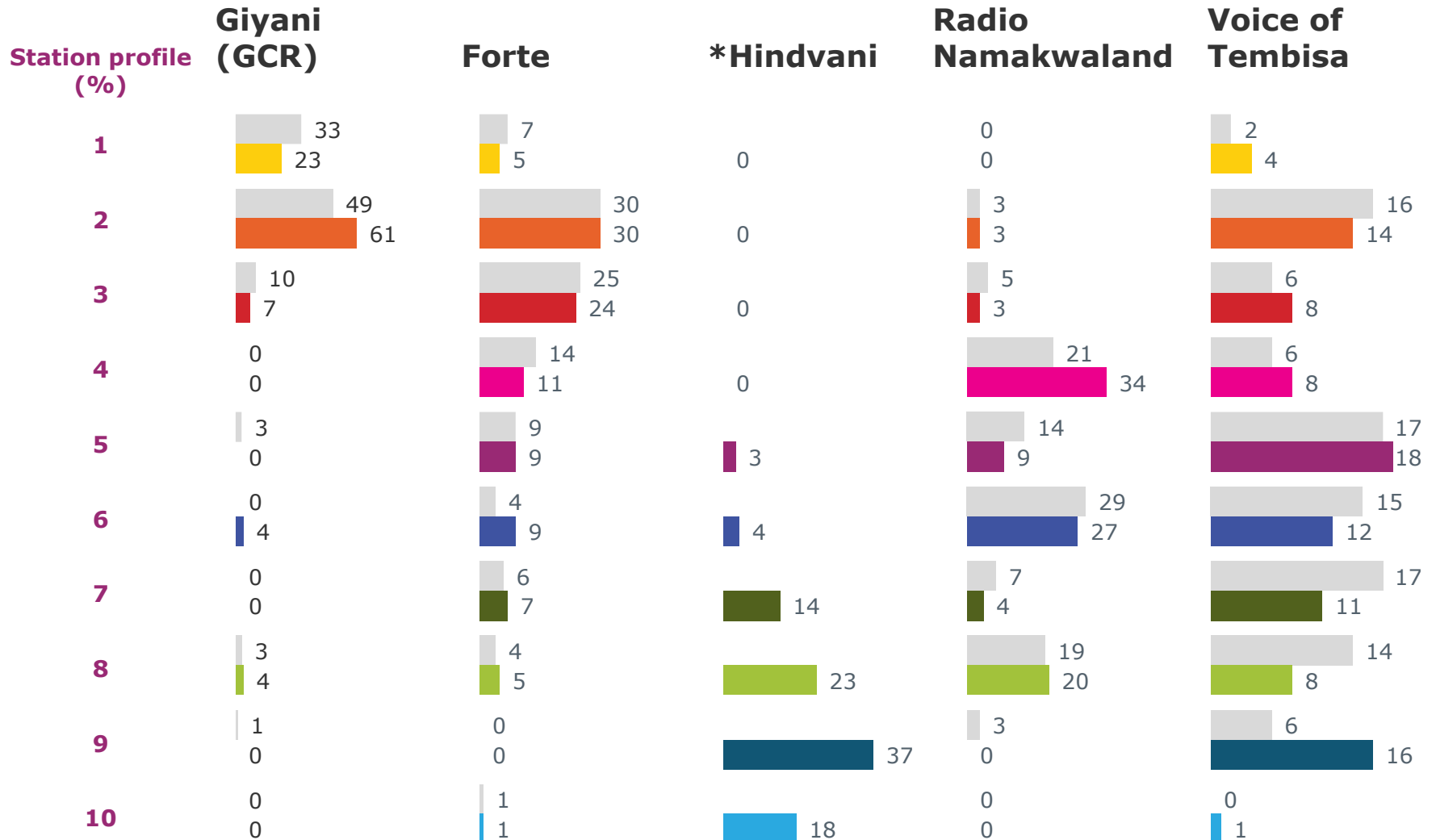


*Jul'18-Dec'18: Small base stations

Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857), Oct'18-Mar'19 (National: n=30,533), axes vary; ranked on avg. daily cume

STATION PROFILE BY SEM

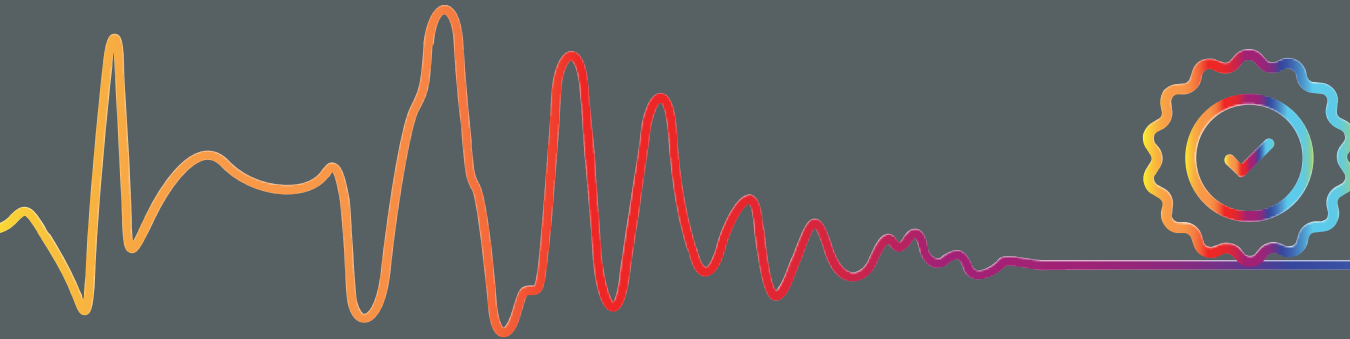
Community



*Jul'18-Dec'18: Small base stations

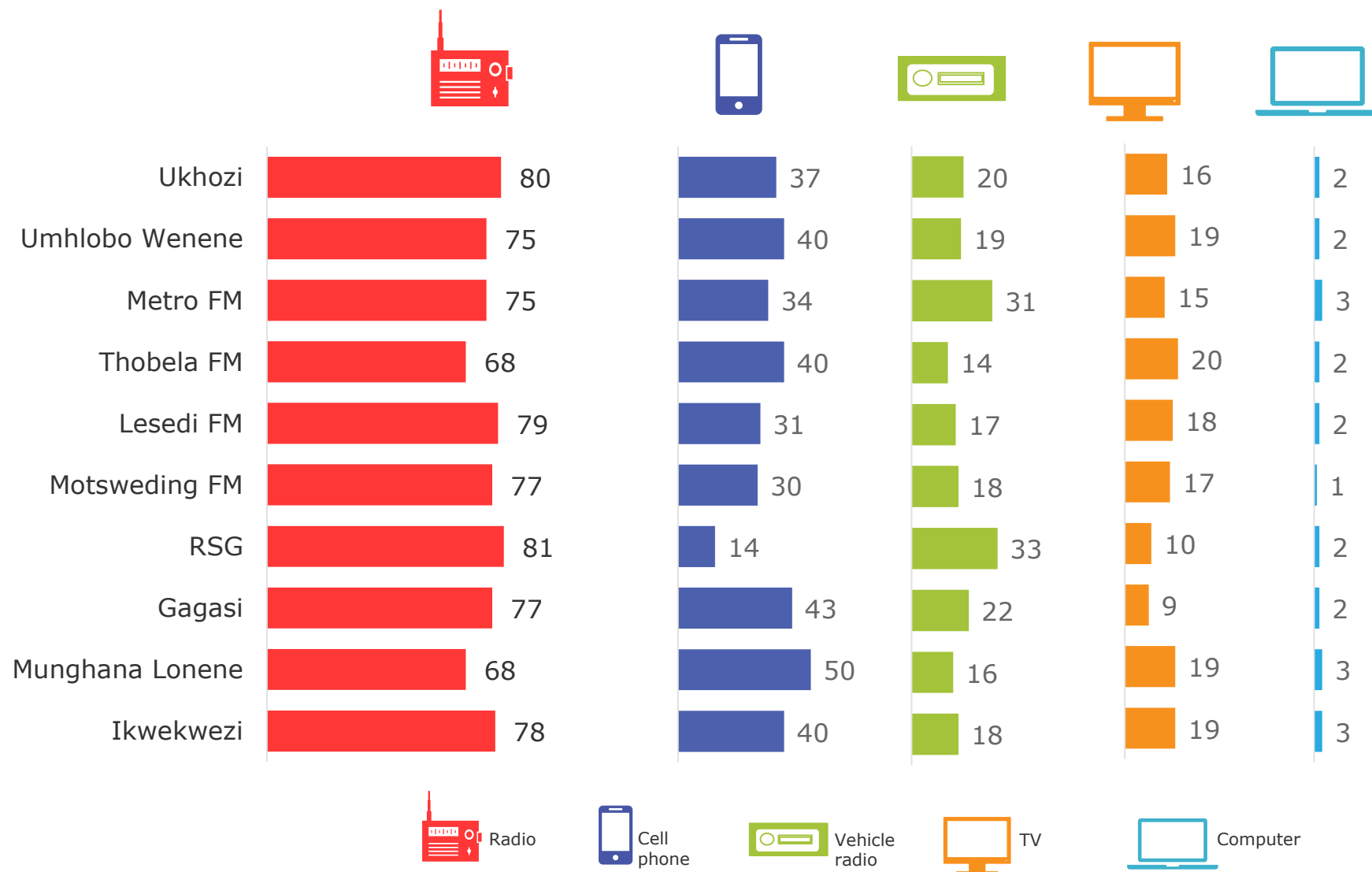
Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857), Oct'18-Mar'19 (National: n=30,533), axes vary; ranked on avg. daily cume

DEVICE & LOCATION



Station listening by **DEVICE**

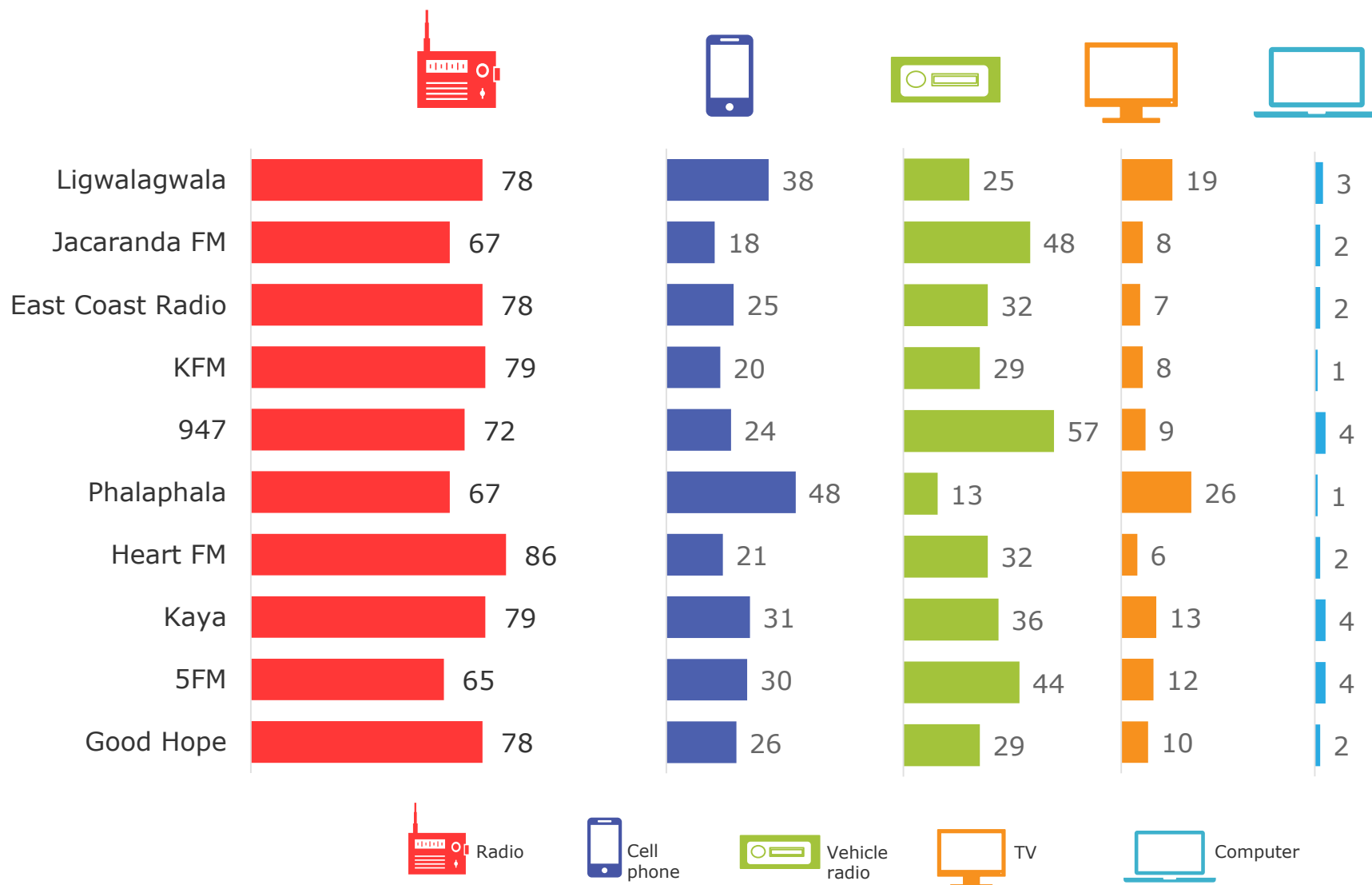
Commercial and PBS



Source: BRC RAM™ Oct'18-Mar'19 (National: n=30,533)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

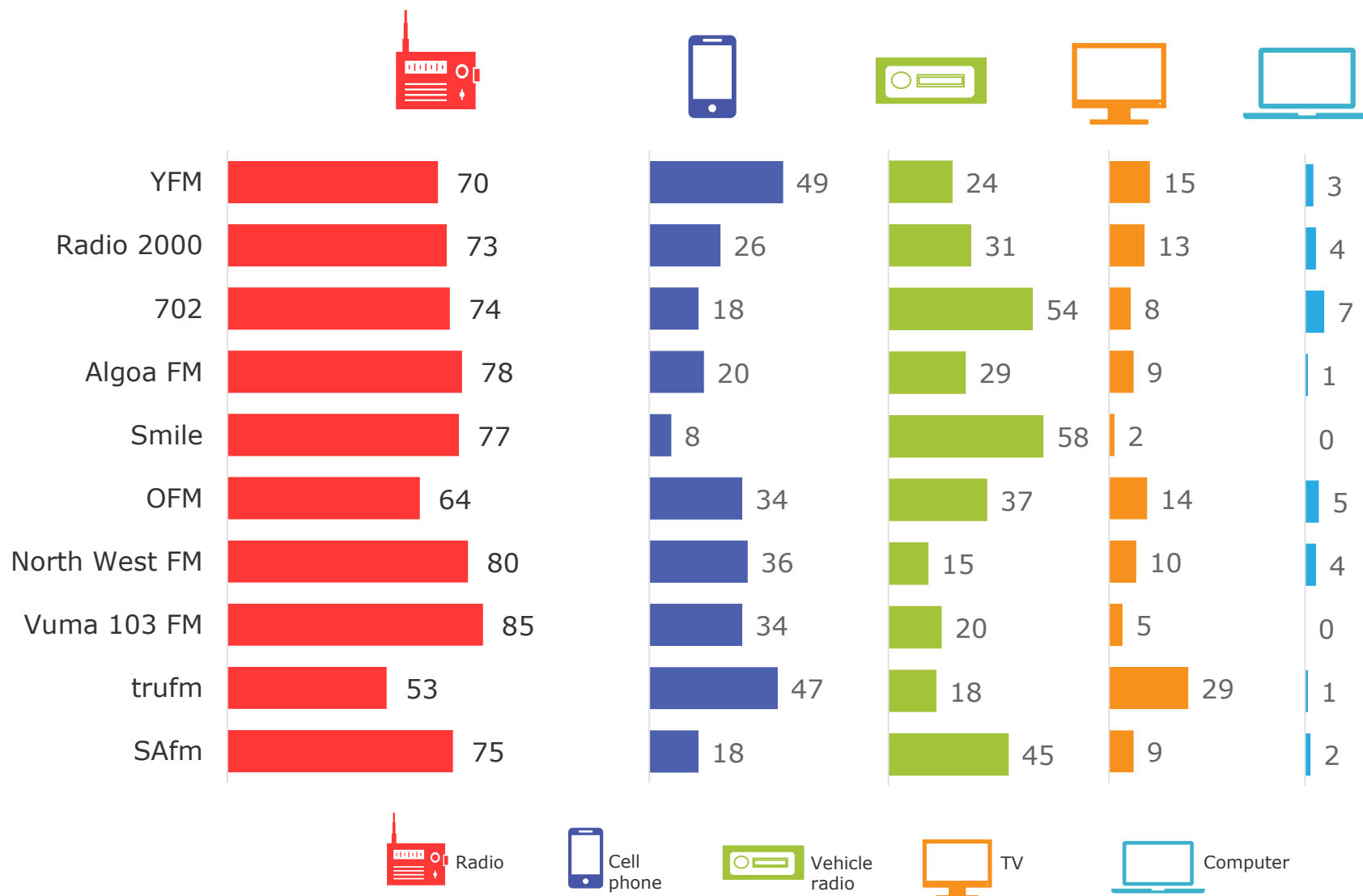
Commercial and PBS



Source: BRC RAM™ Oct'18-Mar'19 (National: n=30,533)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

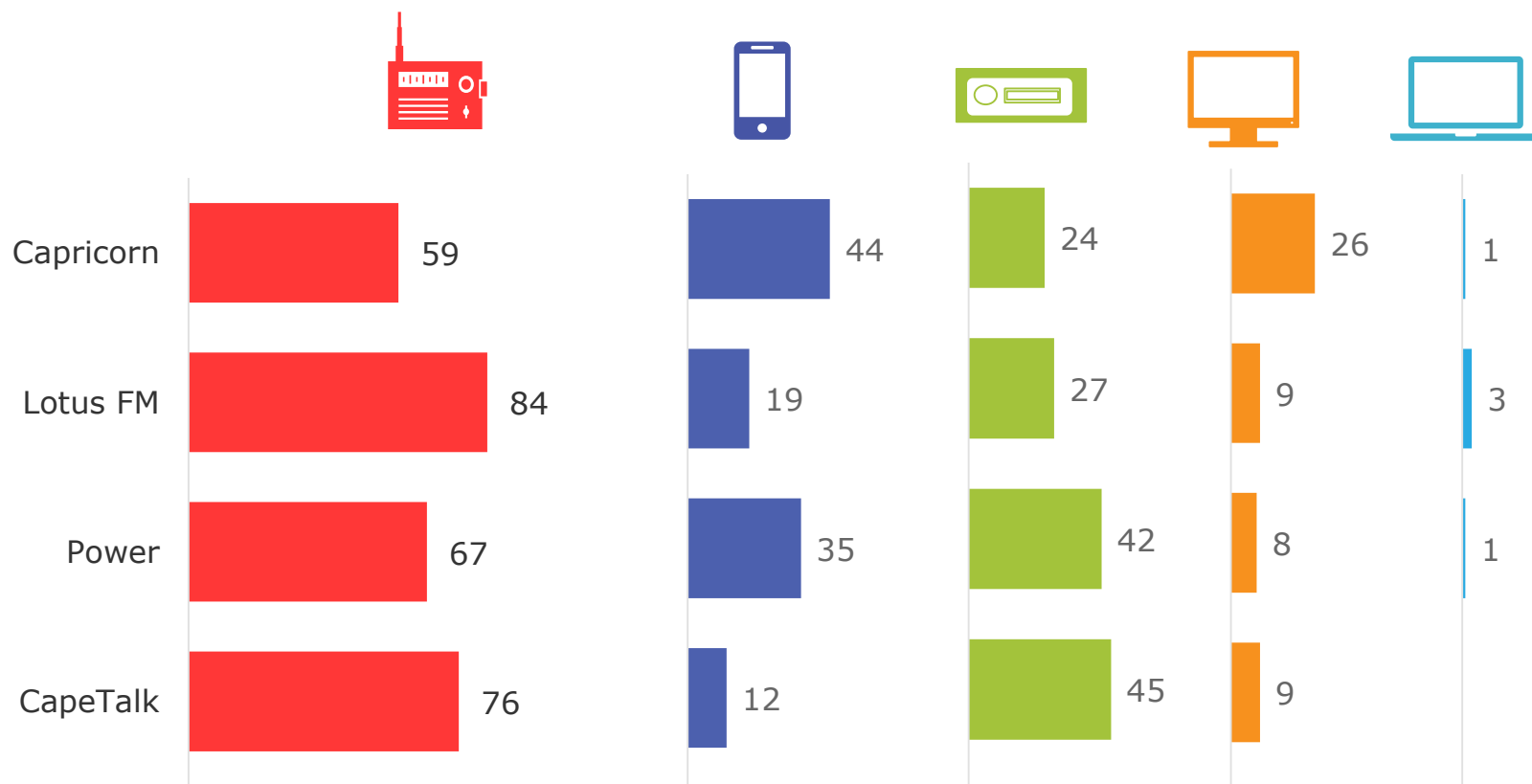
Commercial and PBS



Source: BRC RAM™ Oct'18-Mar'19 (National: n=30,533)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell
phone



Vehicle
radio



TV

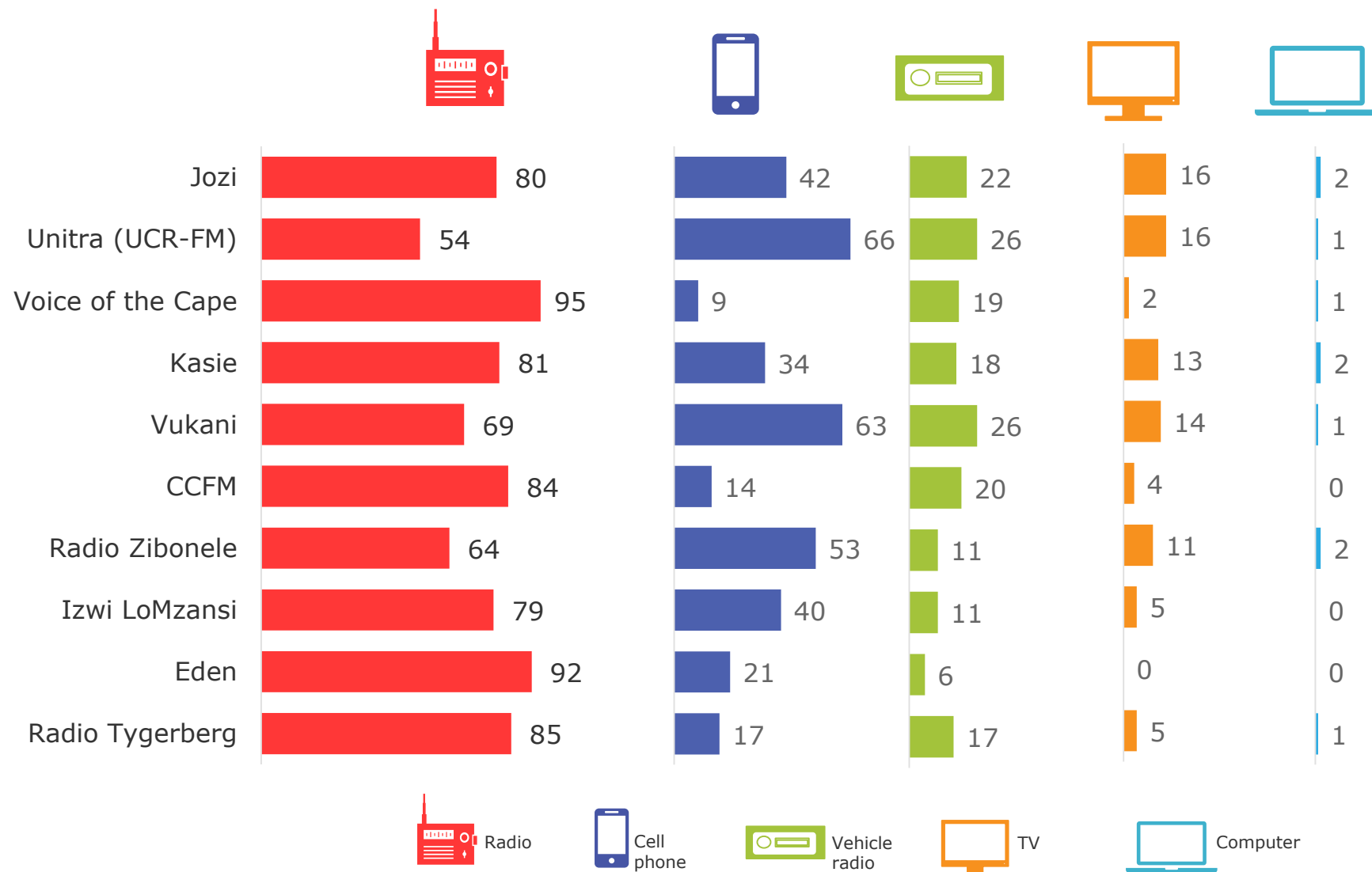


Computer

Source: BRC RAM™ Oct'18-Mar'19 (National: n=30,533)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

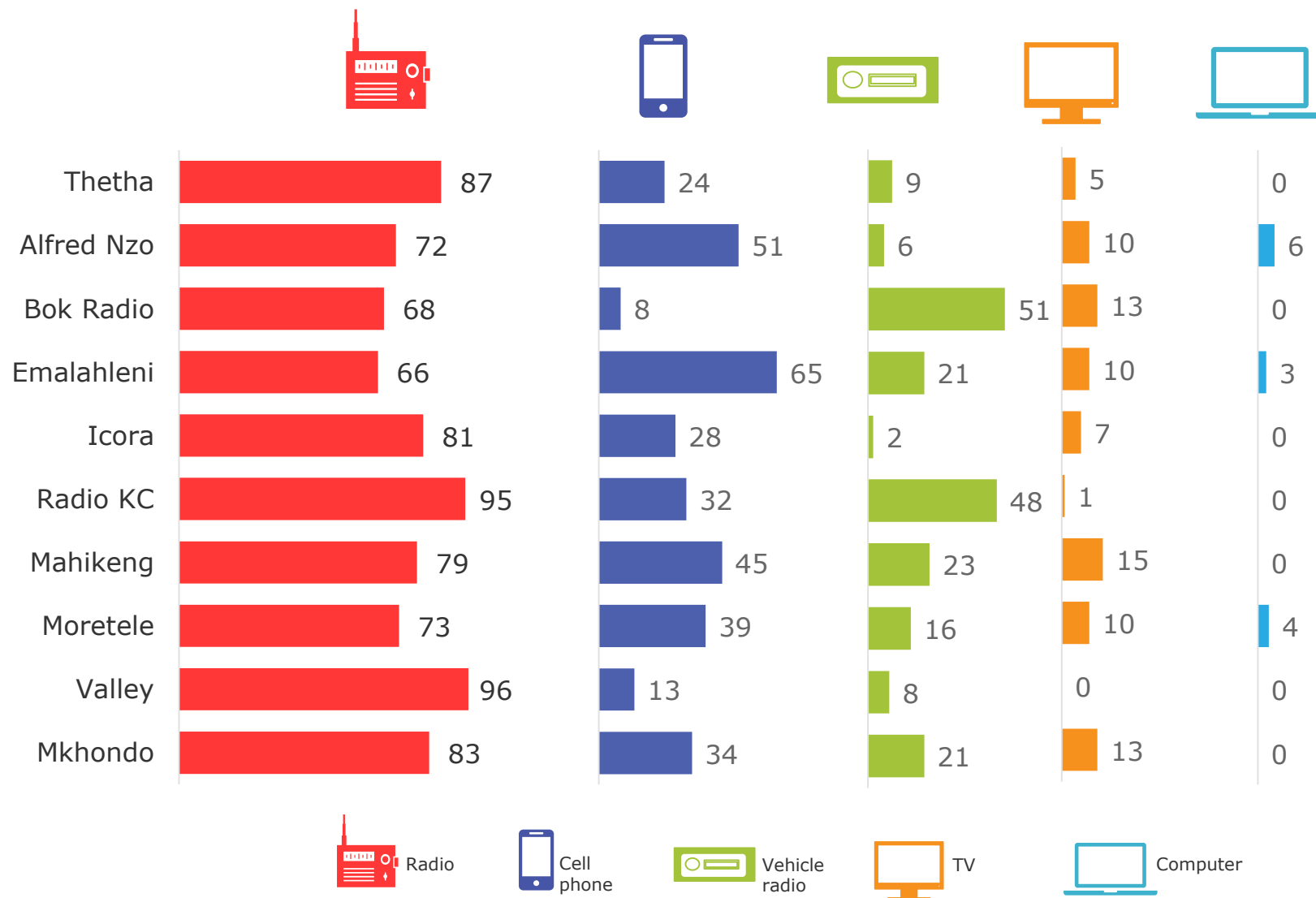
Community



Source: BRC RAM™ Oct'18-Mar'19 (National: n=30,533)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

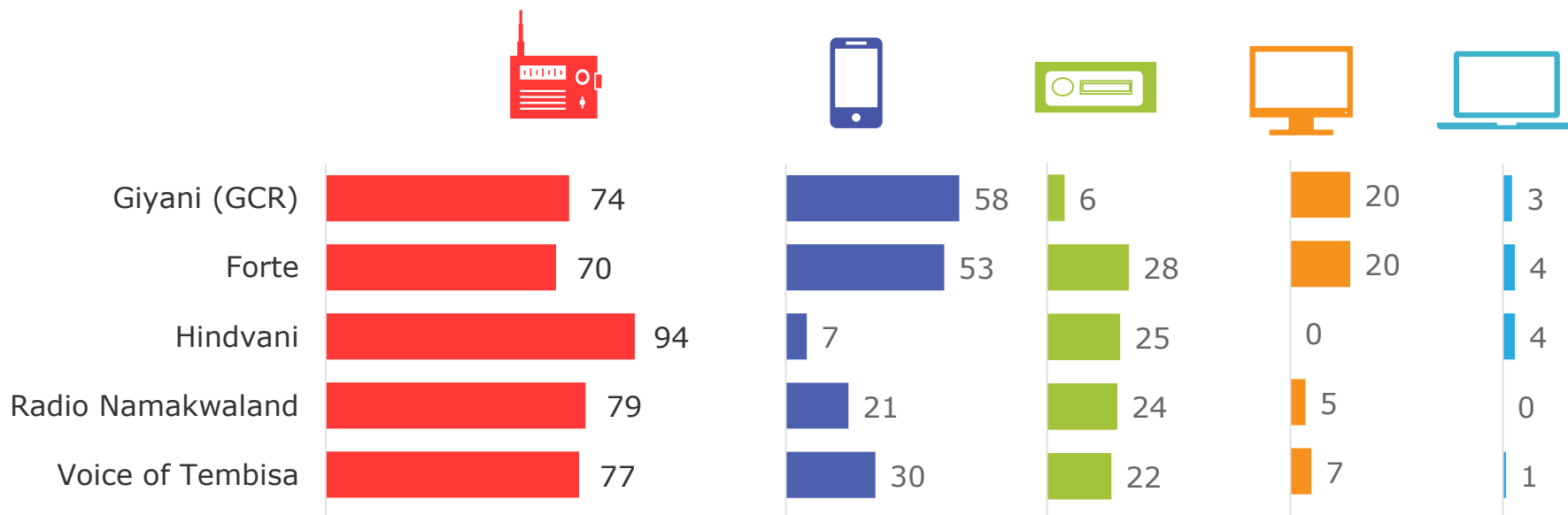
Community



Source: BRC RAM™ Oct'18-Mar'19 (National: n=30,533)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Community



Radio



Cell
phone



Vehicle
radio



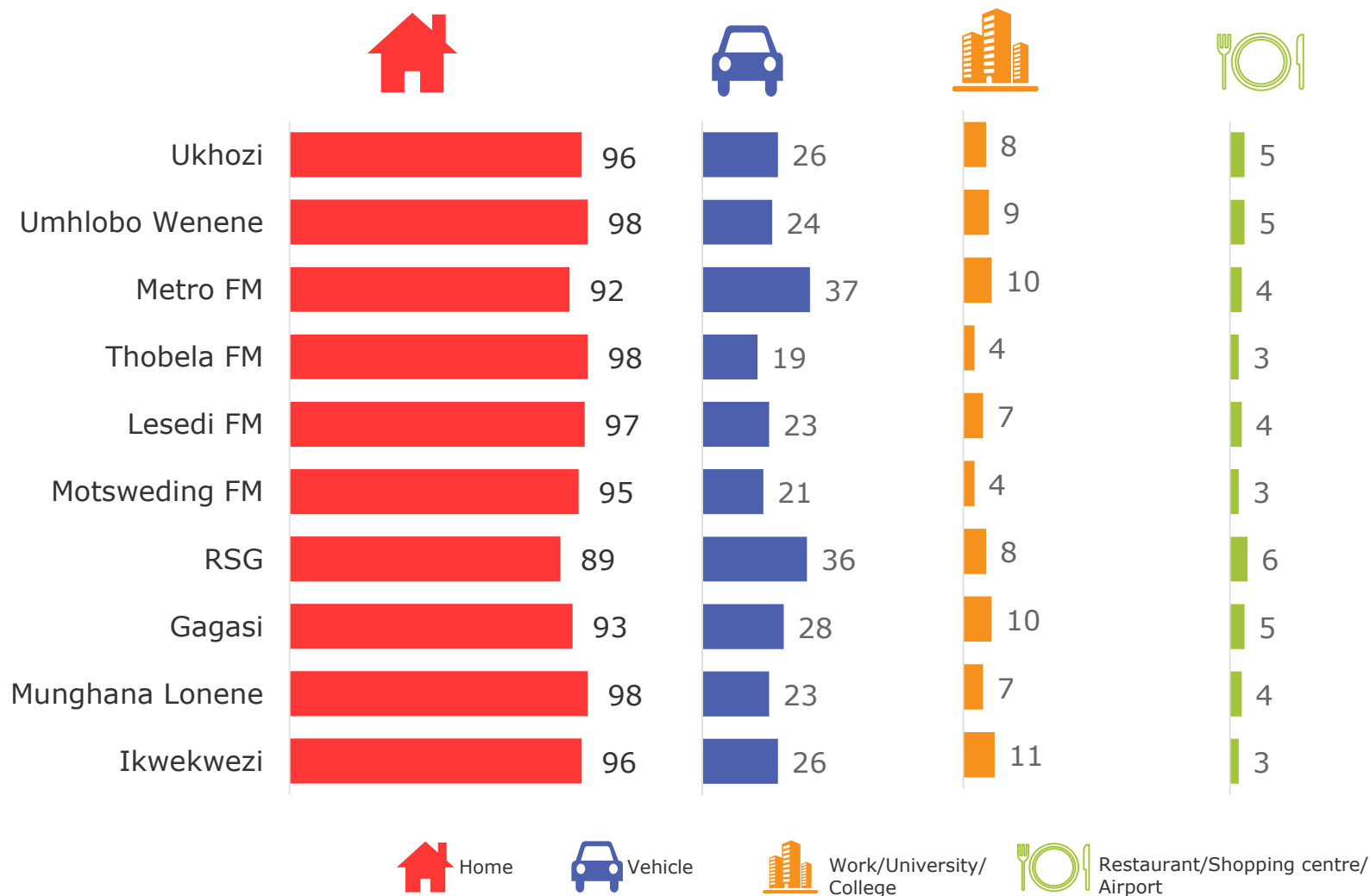
TV



Computer

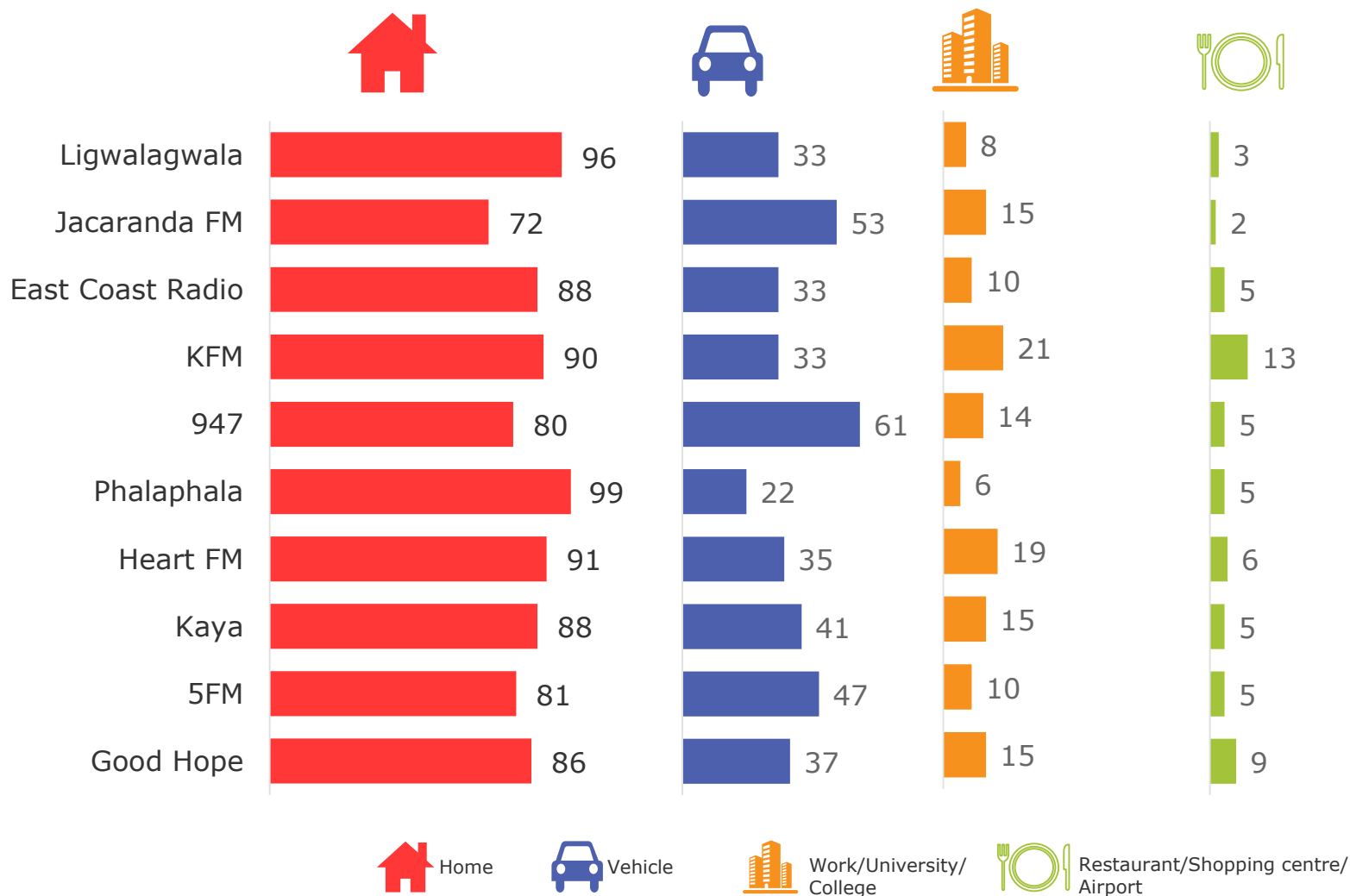
Station listening by LOCATION

Commercial and PBS



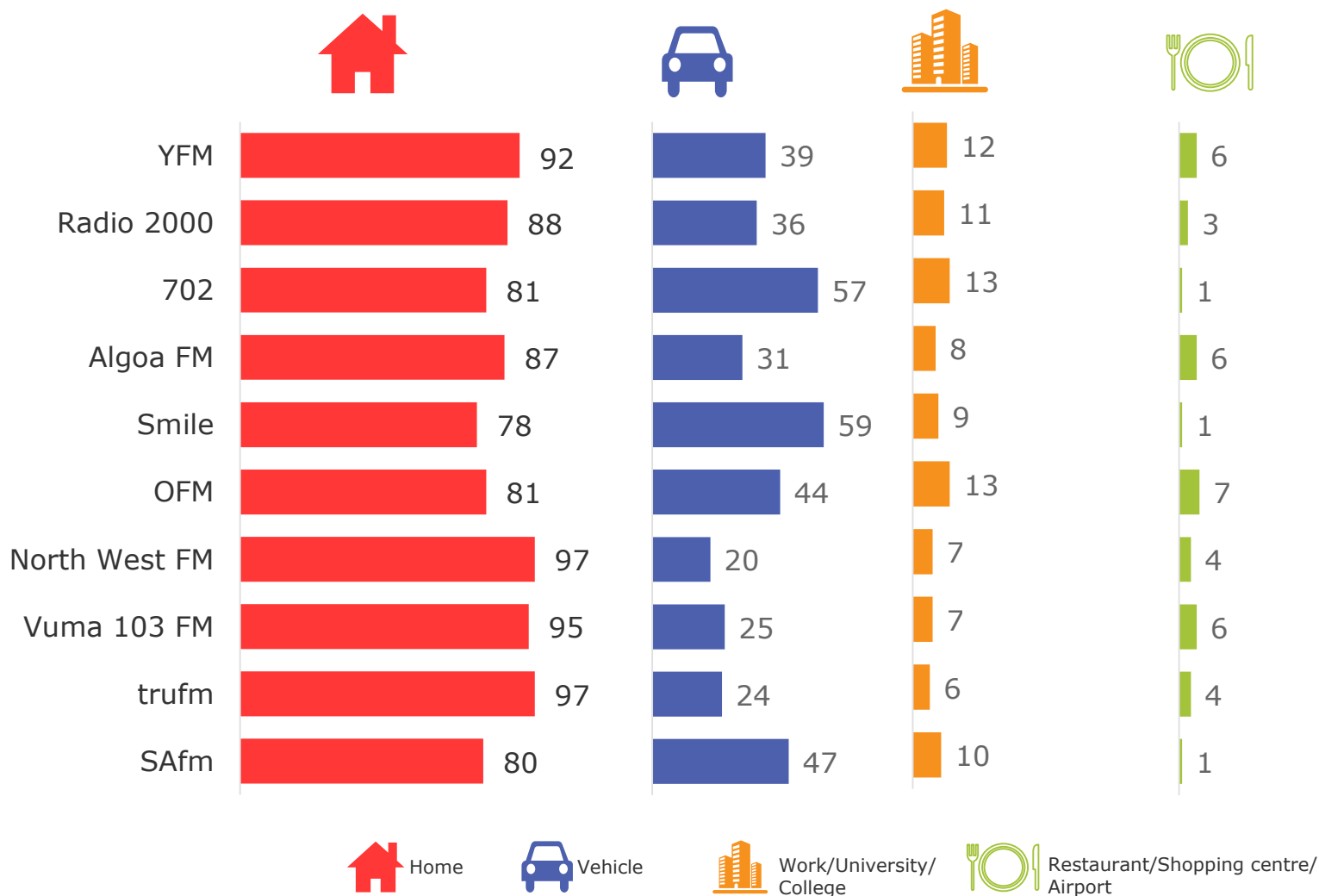
Station listening by LOCATION

Commercial and PBS



Station listening by LOCATION

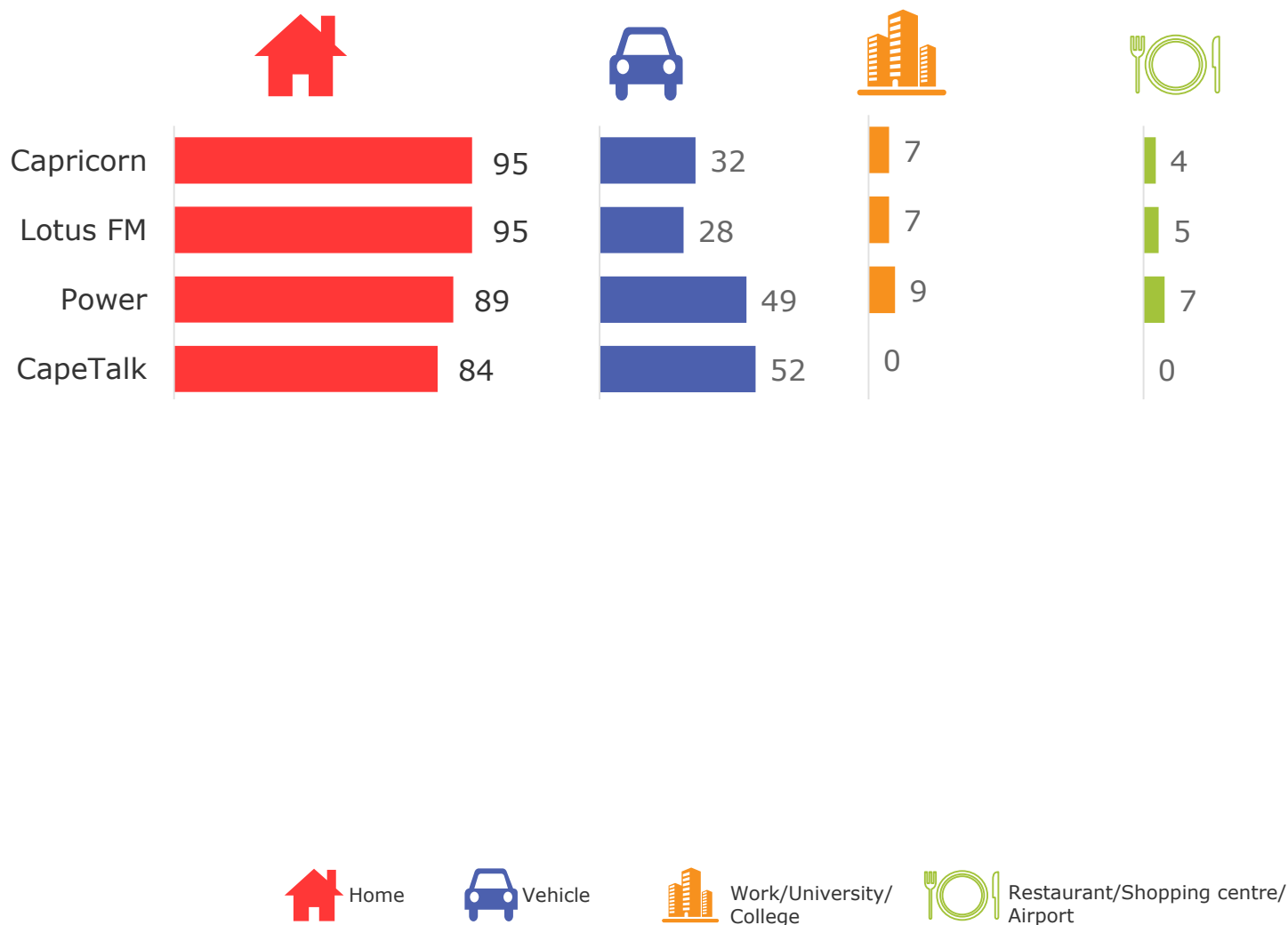
Commercial and PBS



Source: BRC RAM™ Oct'18-Mar'19 (National: n=30,533)
Stations ranked on avg. daily audience (Mon-Sun)

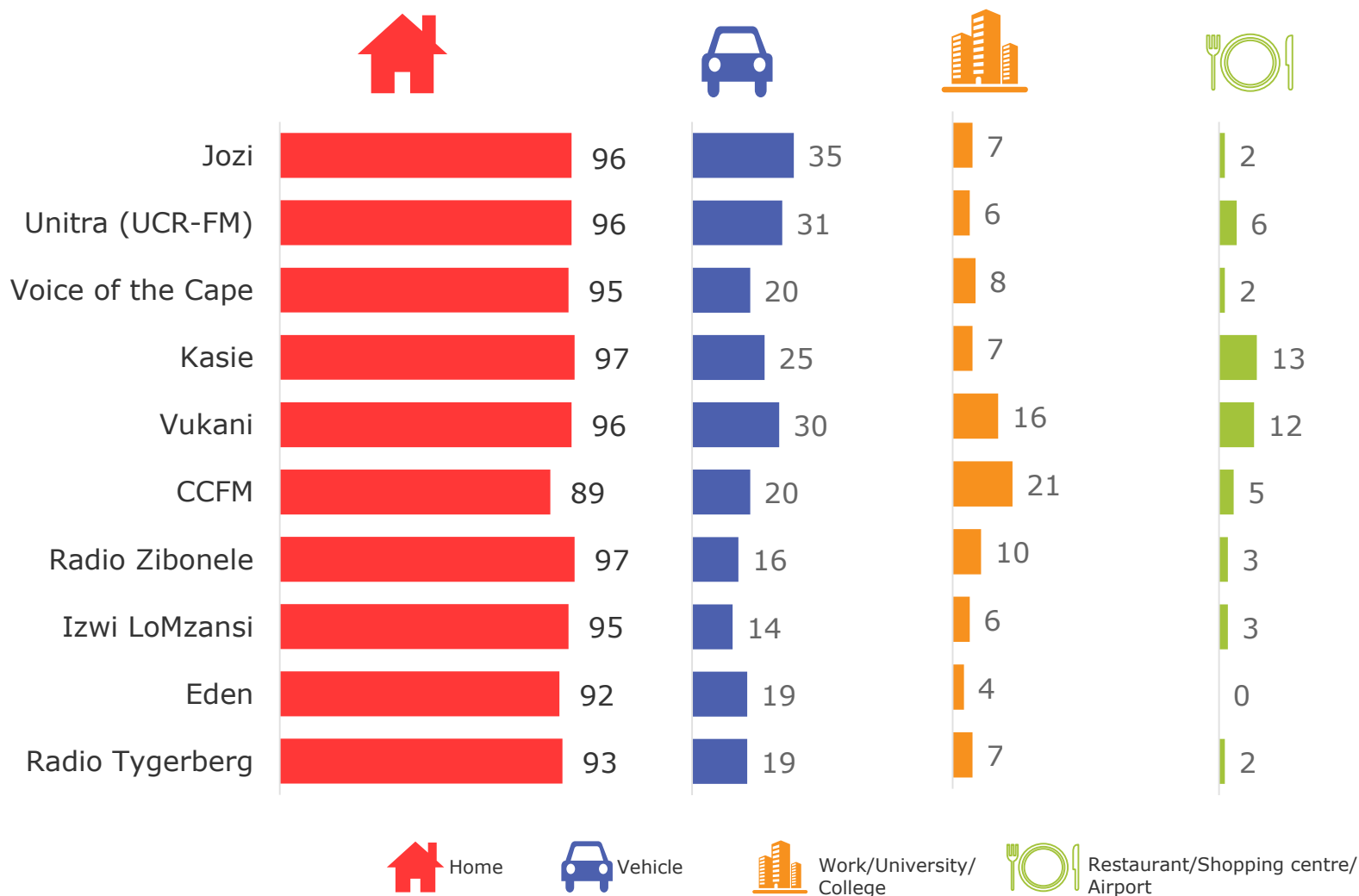
Station listening by LOCATION

Commercial and PBS



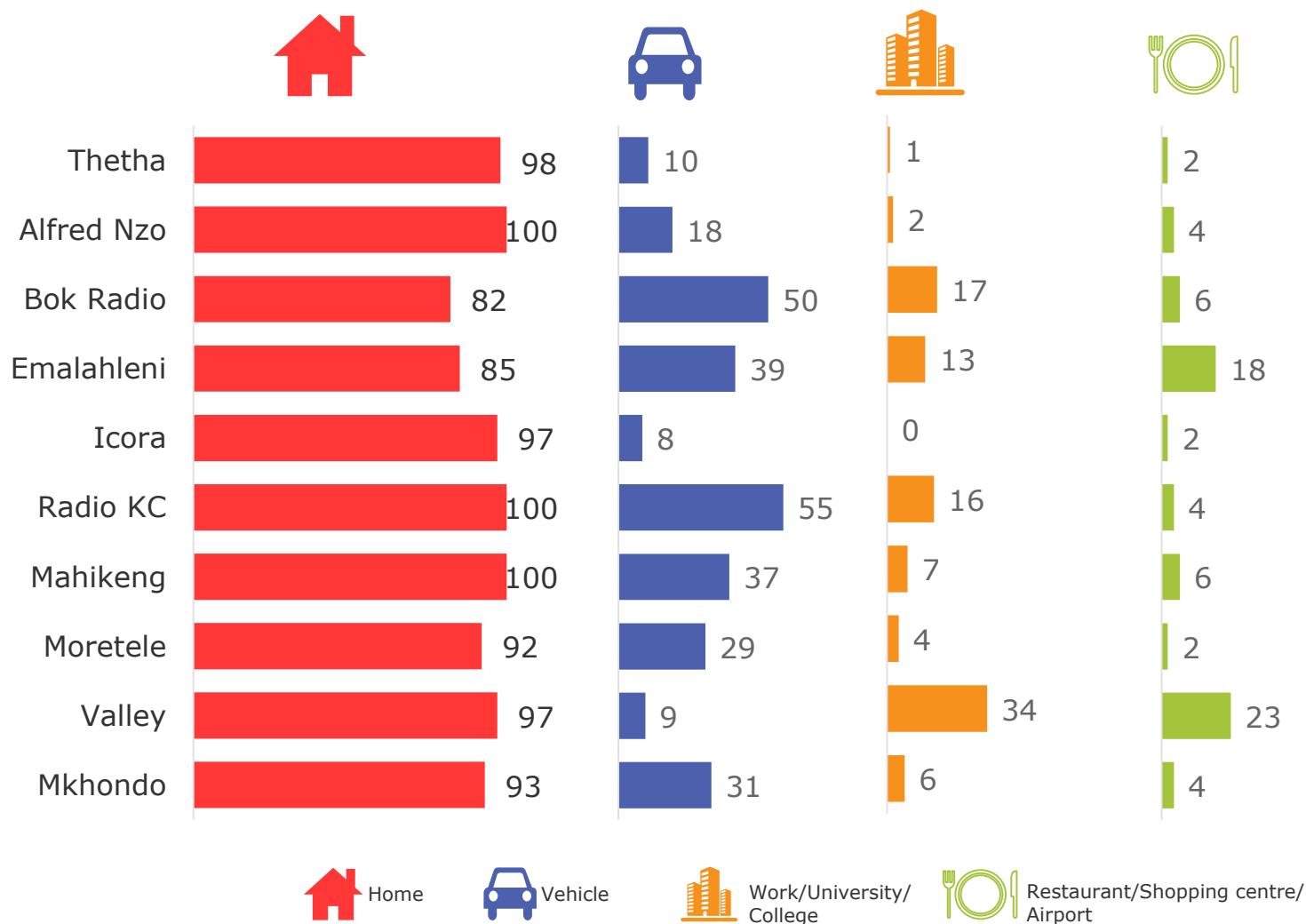
Station listening by **LOCATION**

Community



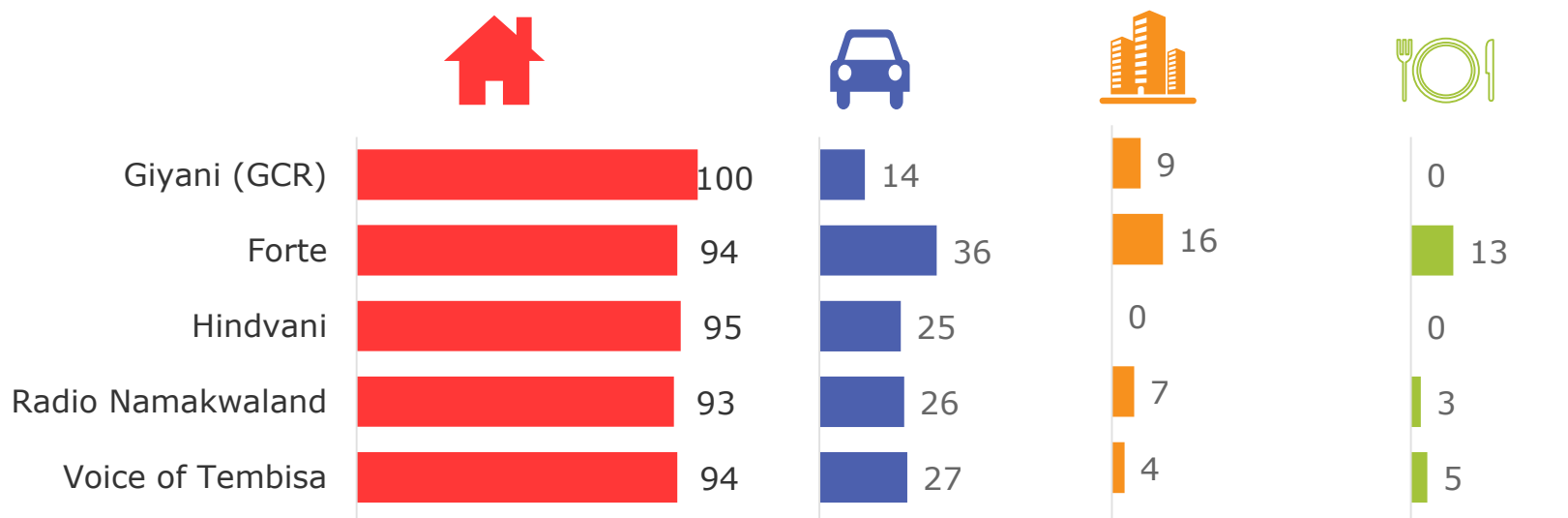
Station listening by LOCATION

Community



Station listening by **LOCATION**

Community



Home



Vehicle

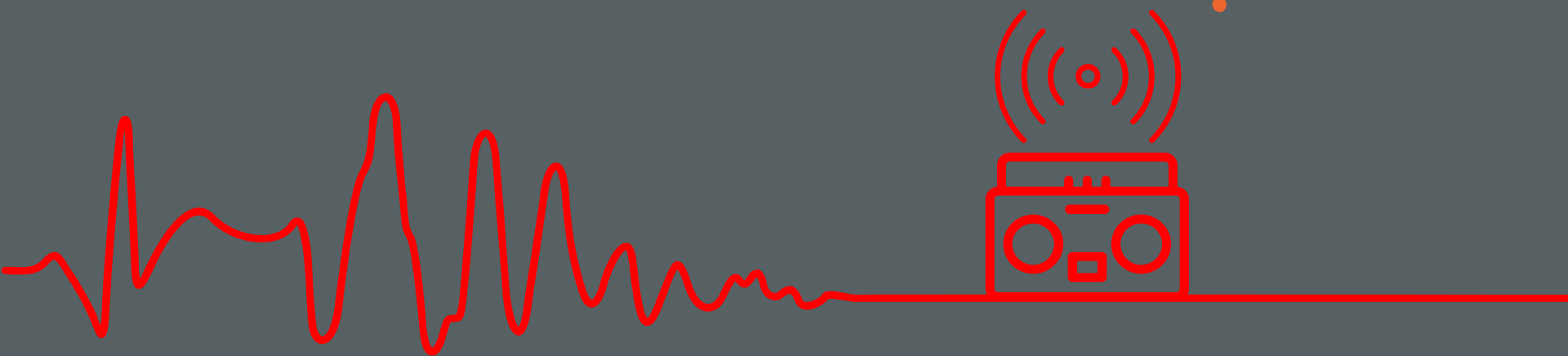


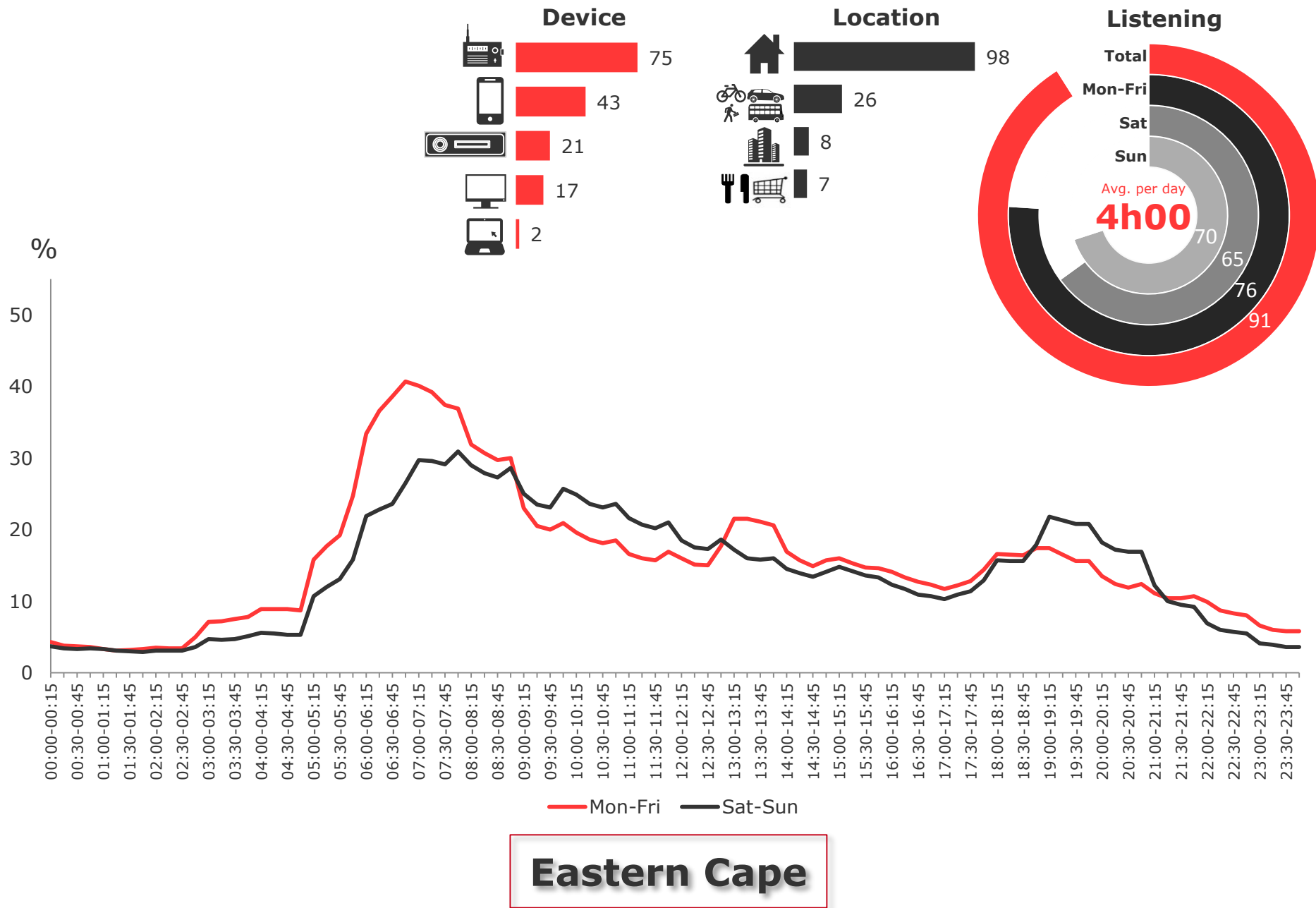
Work/University/
College



Restaurant/Shopping centre/
Airport

THE PROVINCES



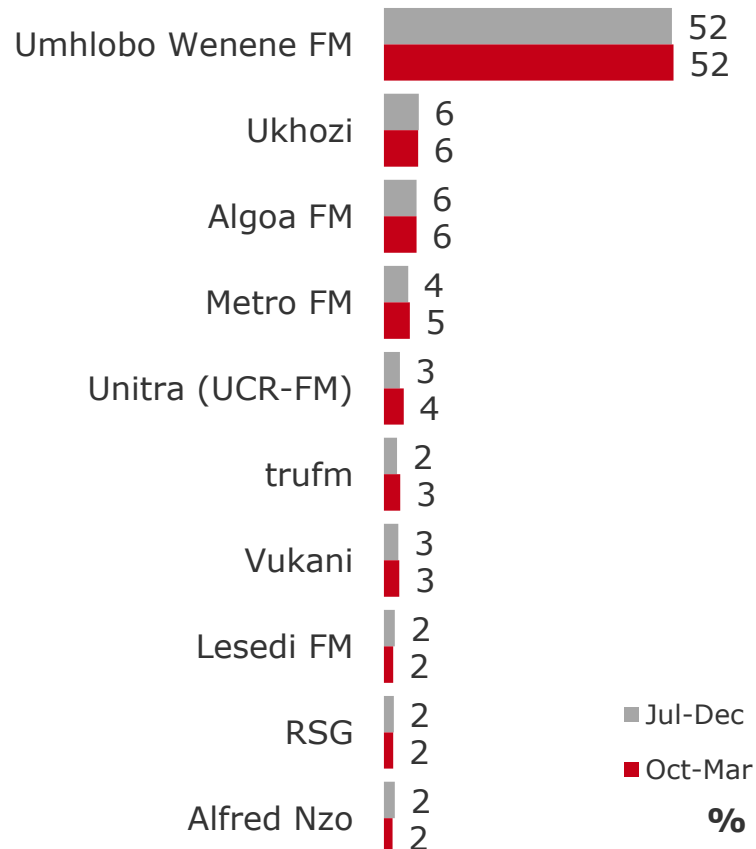


EASTERN CAPE - SHARE

Share of Audience



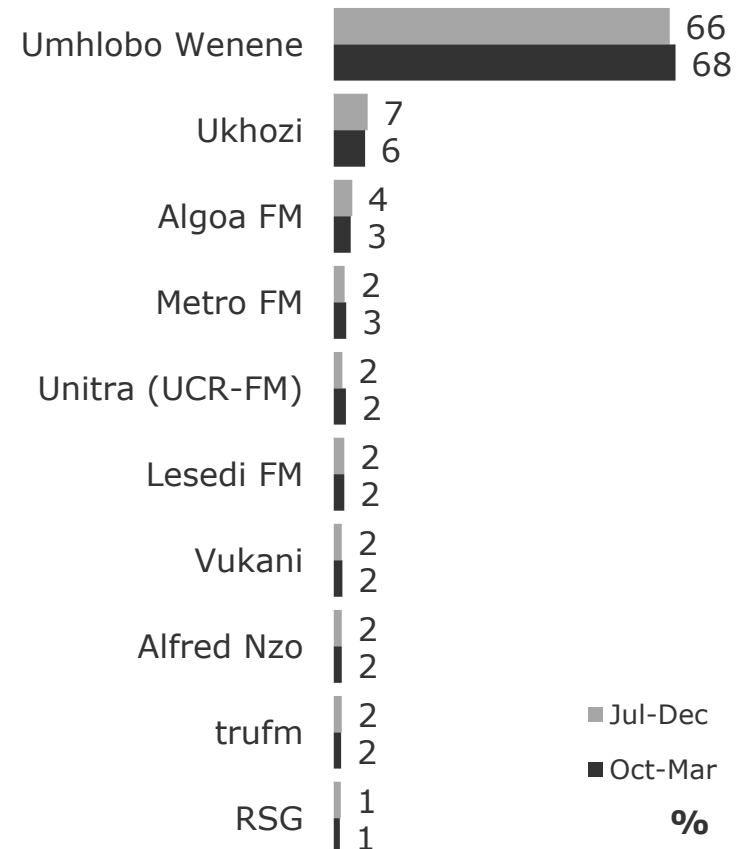
(% of 4.4m listeners who listen in a week)

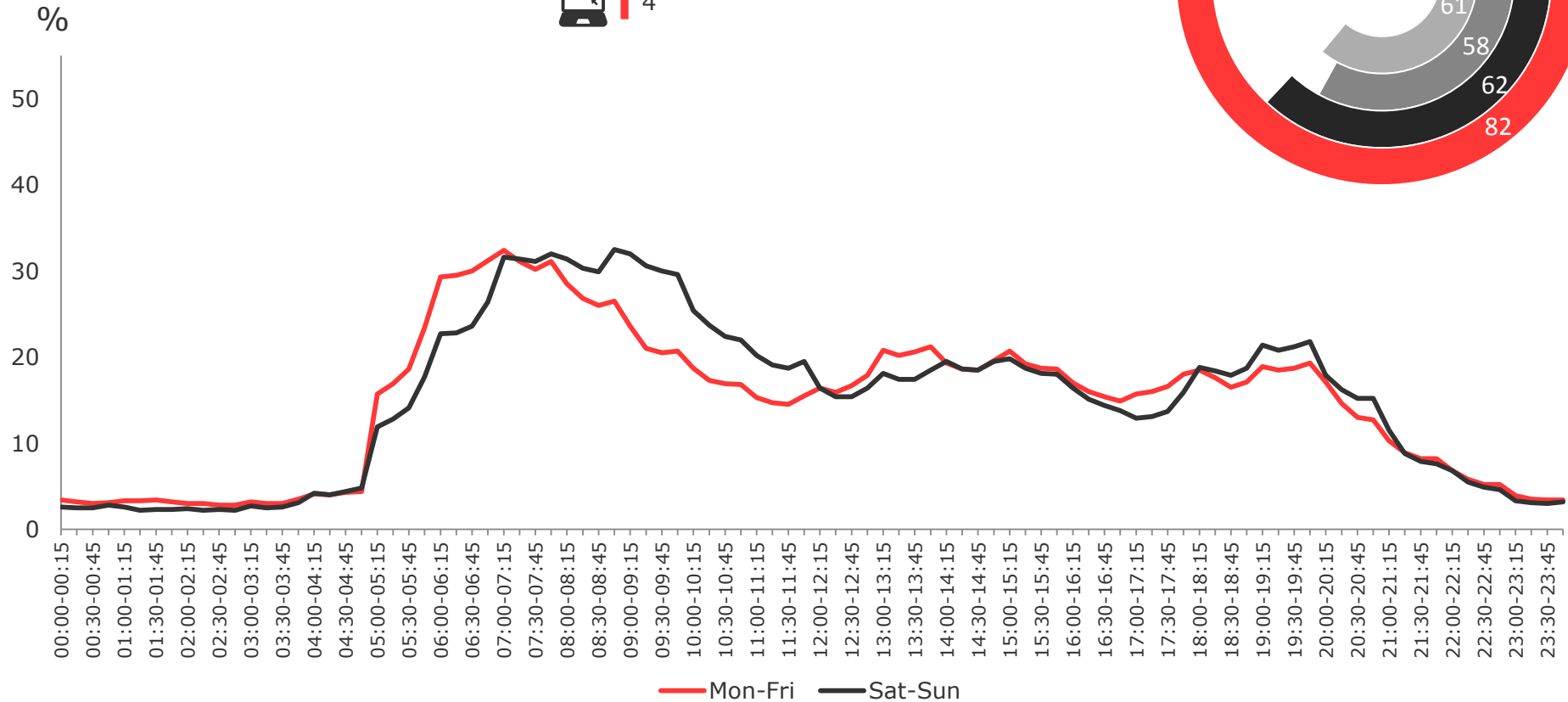
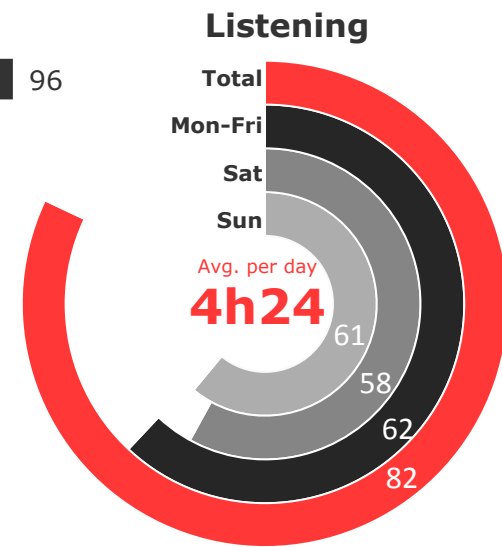
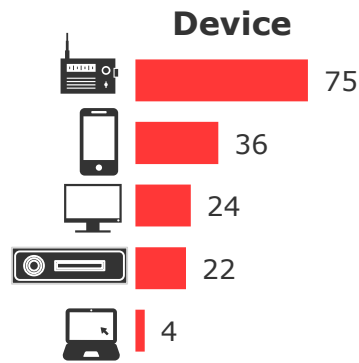


Share of Listening



(% of 7.4b listening minutes a week)





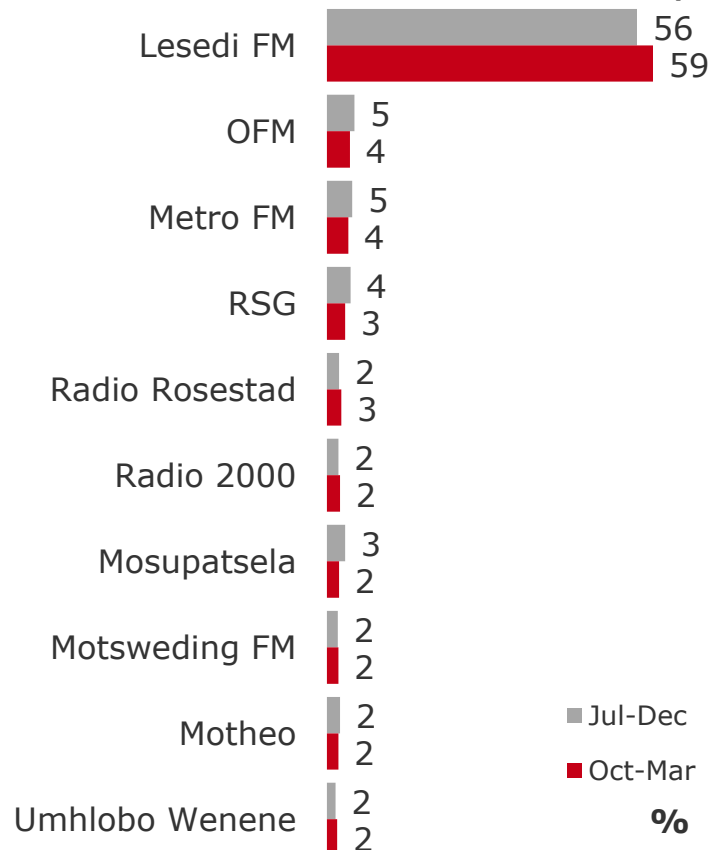
Free State

FREE STATE - SHARE

Share of Audience



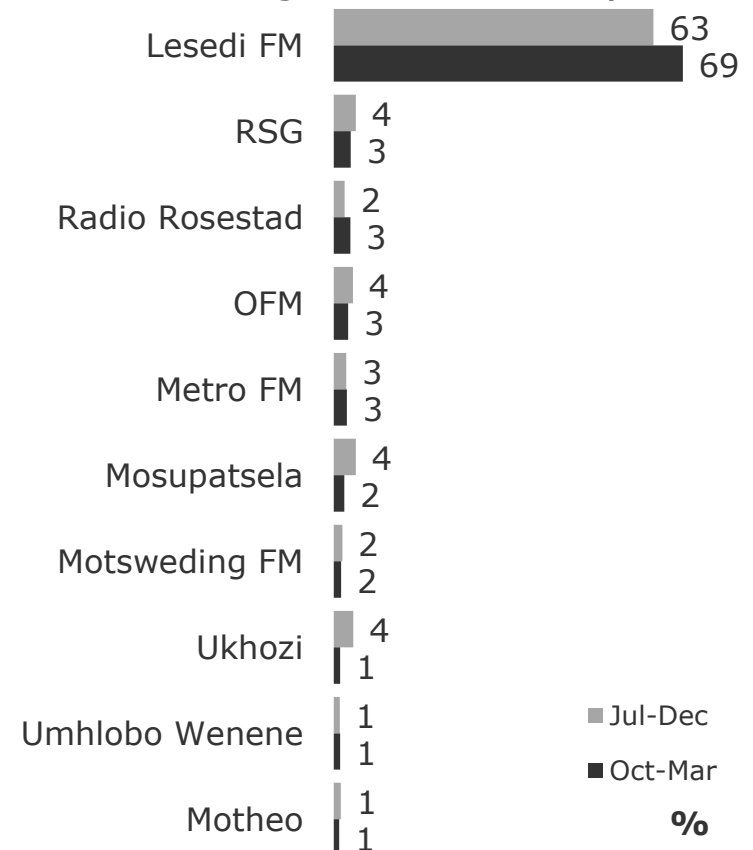
(% of 1.7m listeners who listen in a week)

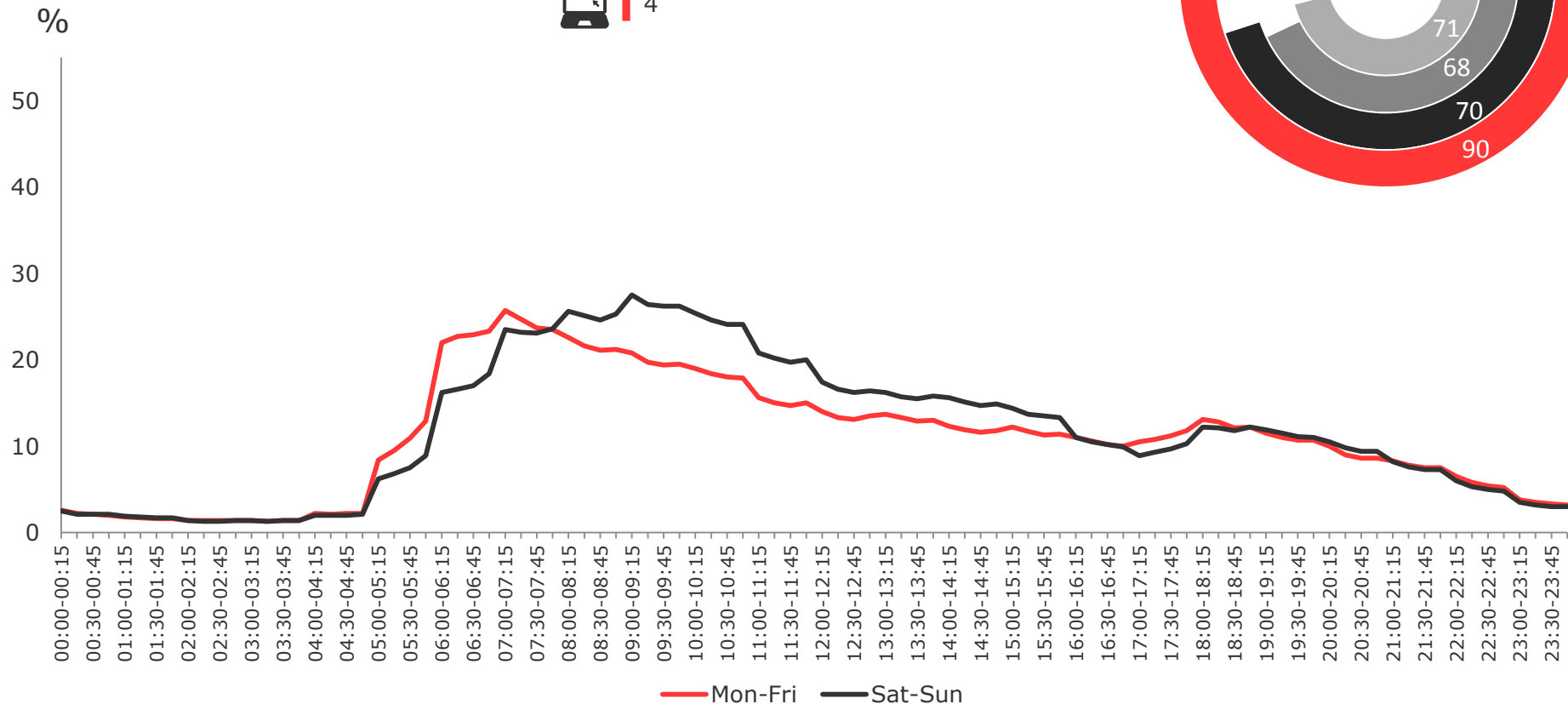
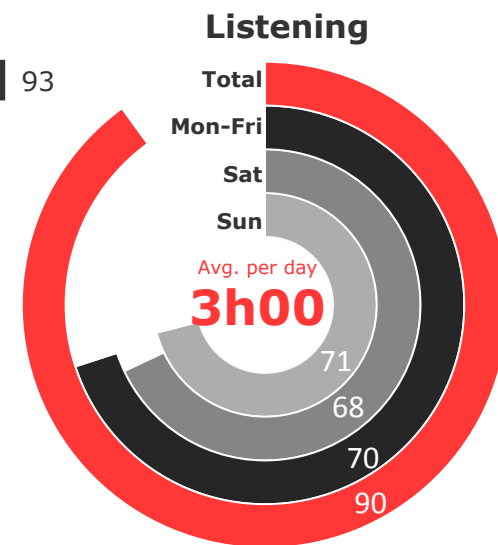
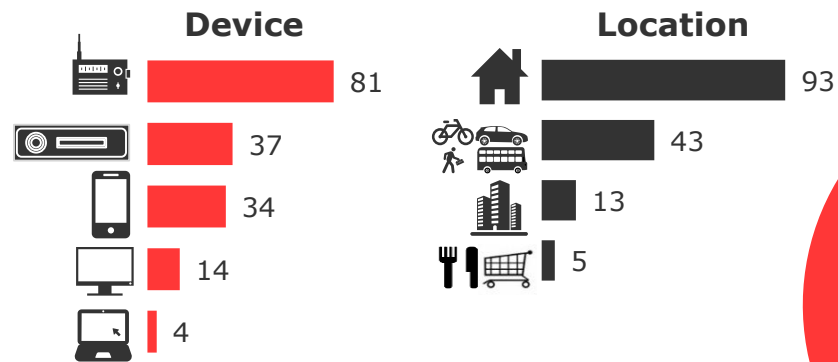


Share of Listening



(% of 3.1b listening minutes a week)





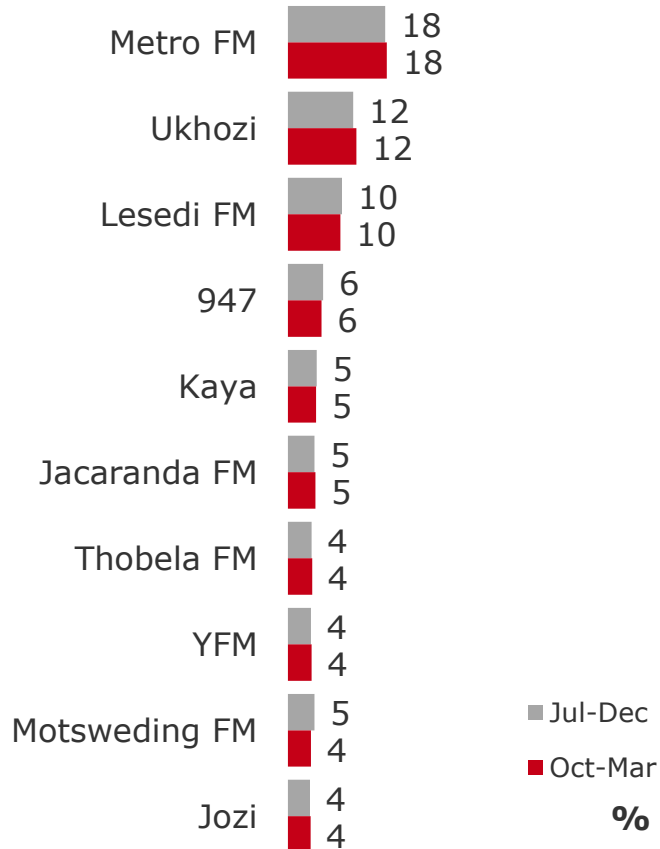
Gauteng

GAUTENG - SHARE

Share of Audience



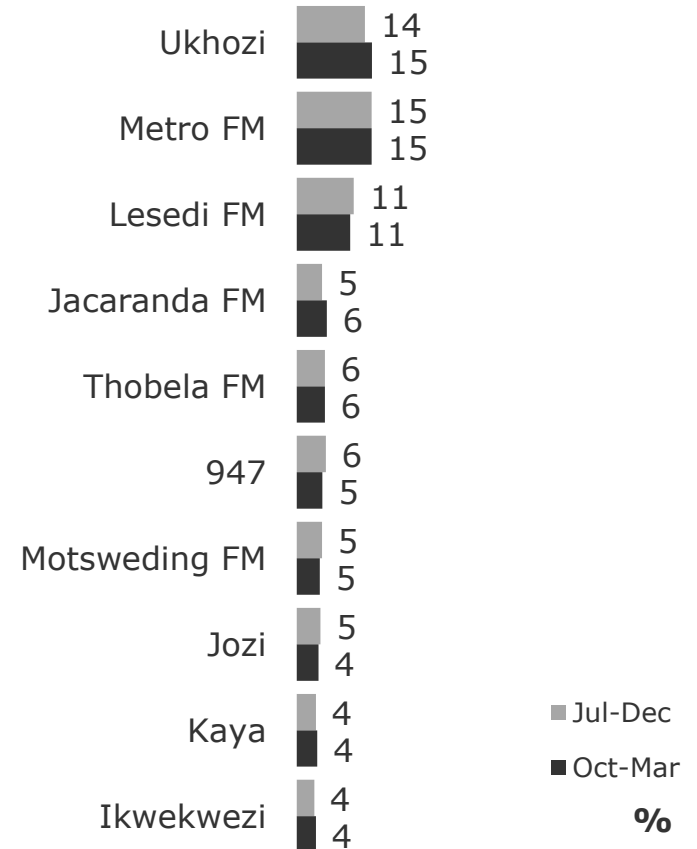
(% of 9.2m listeners who listen in a week)

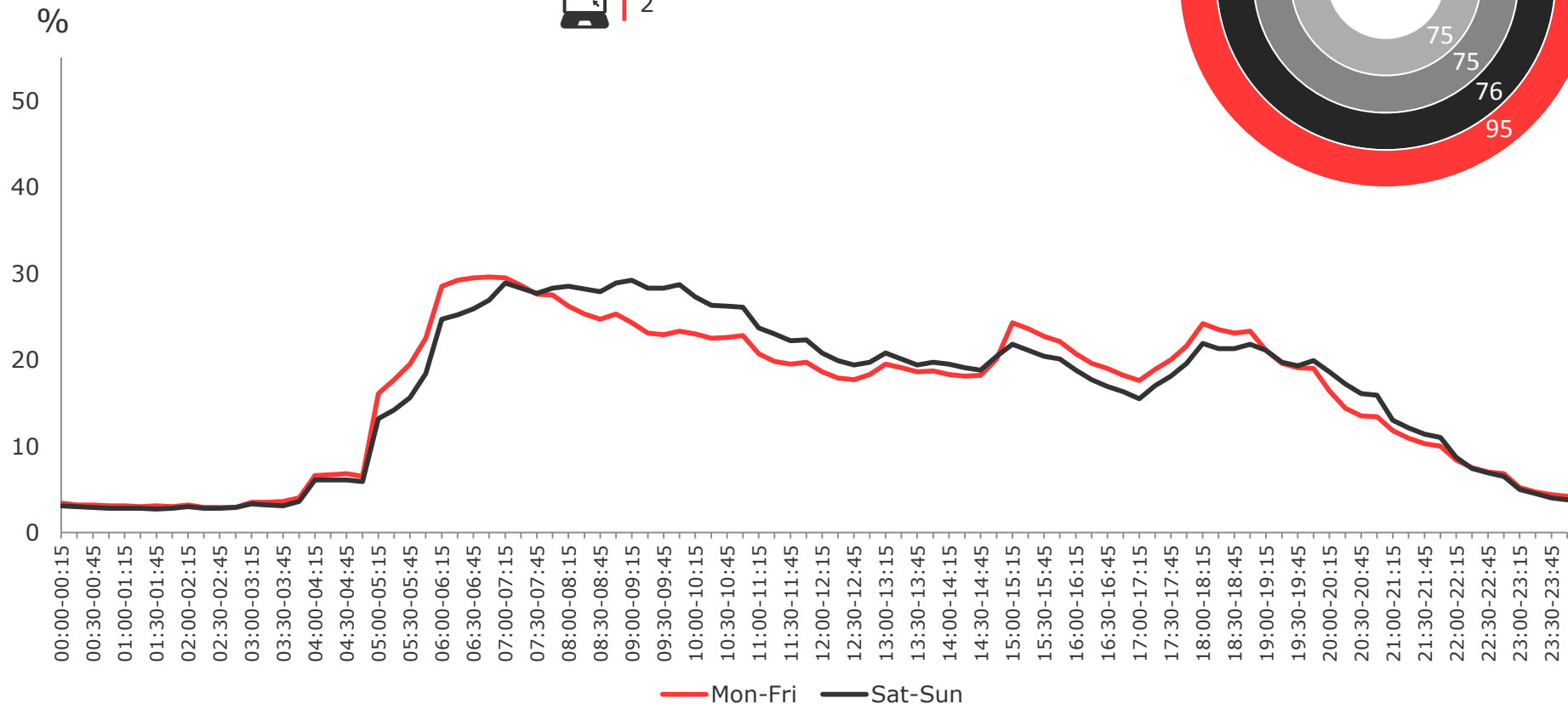
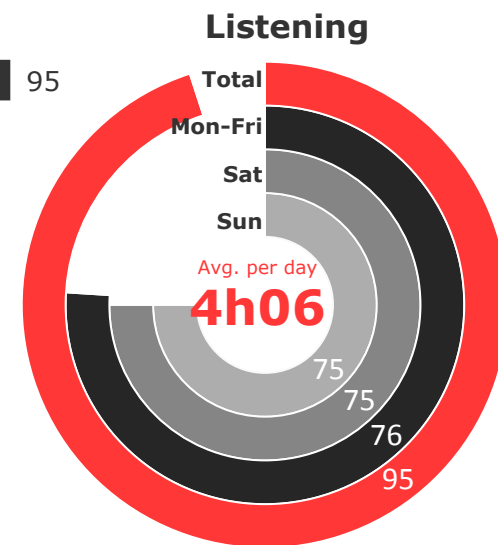
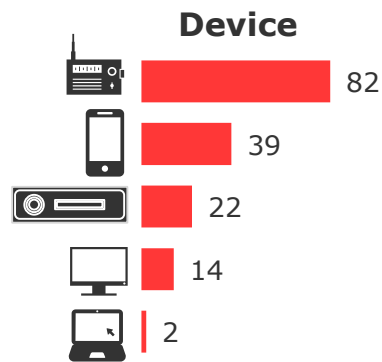


Share of Listening



(% of 11.5b listening minutes a week)





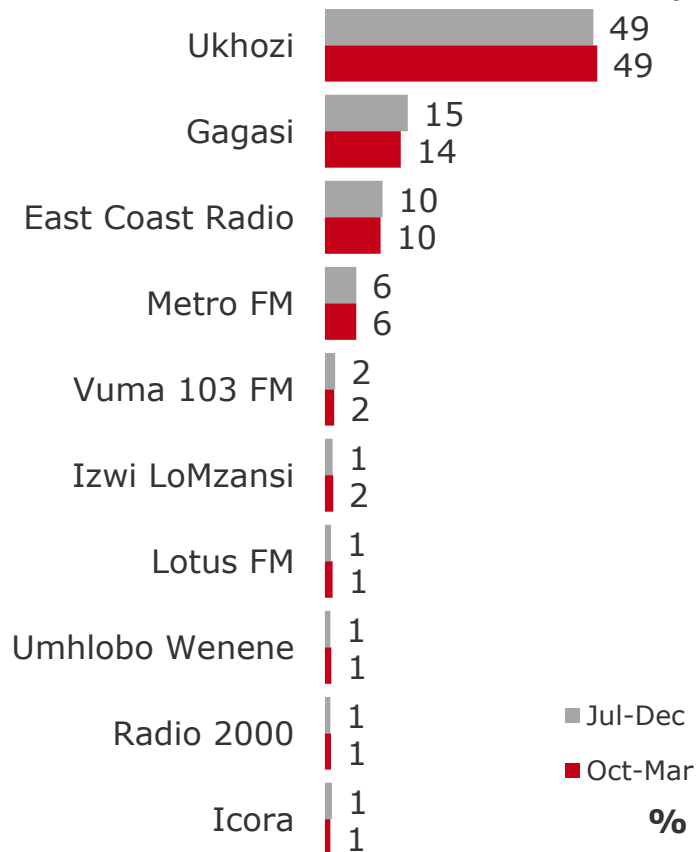
KwaZulu-Natal

KWAZULU-NATAL - SHARE

Share of Audience



(% of 7.3m listeners who listen in a week)

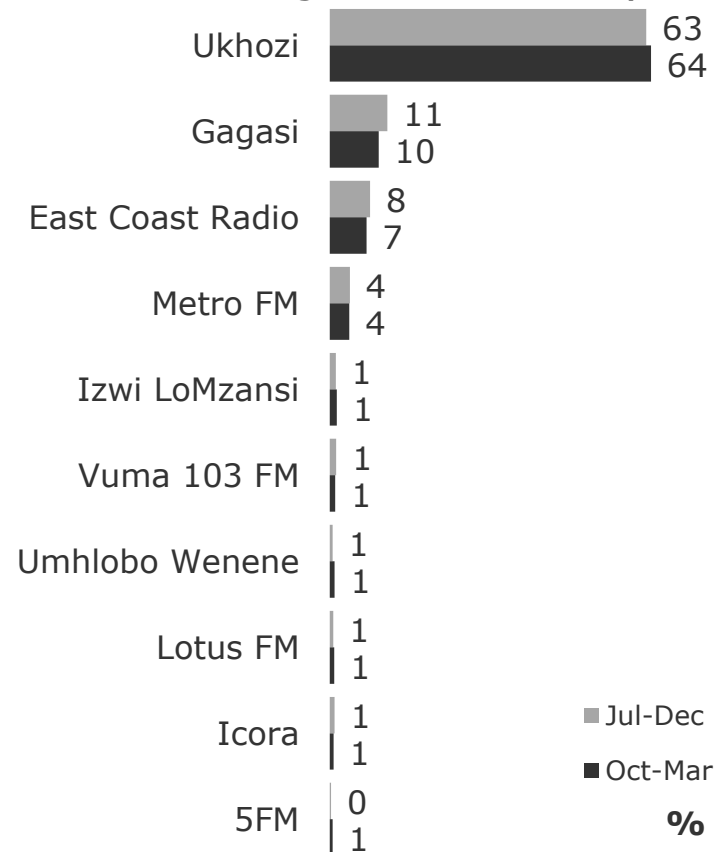


■ Jul-Dec
■ Oct-Mar
%

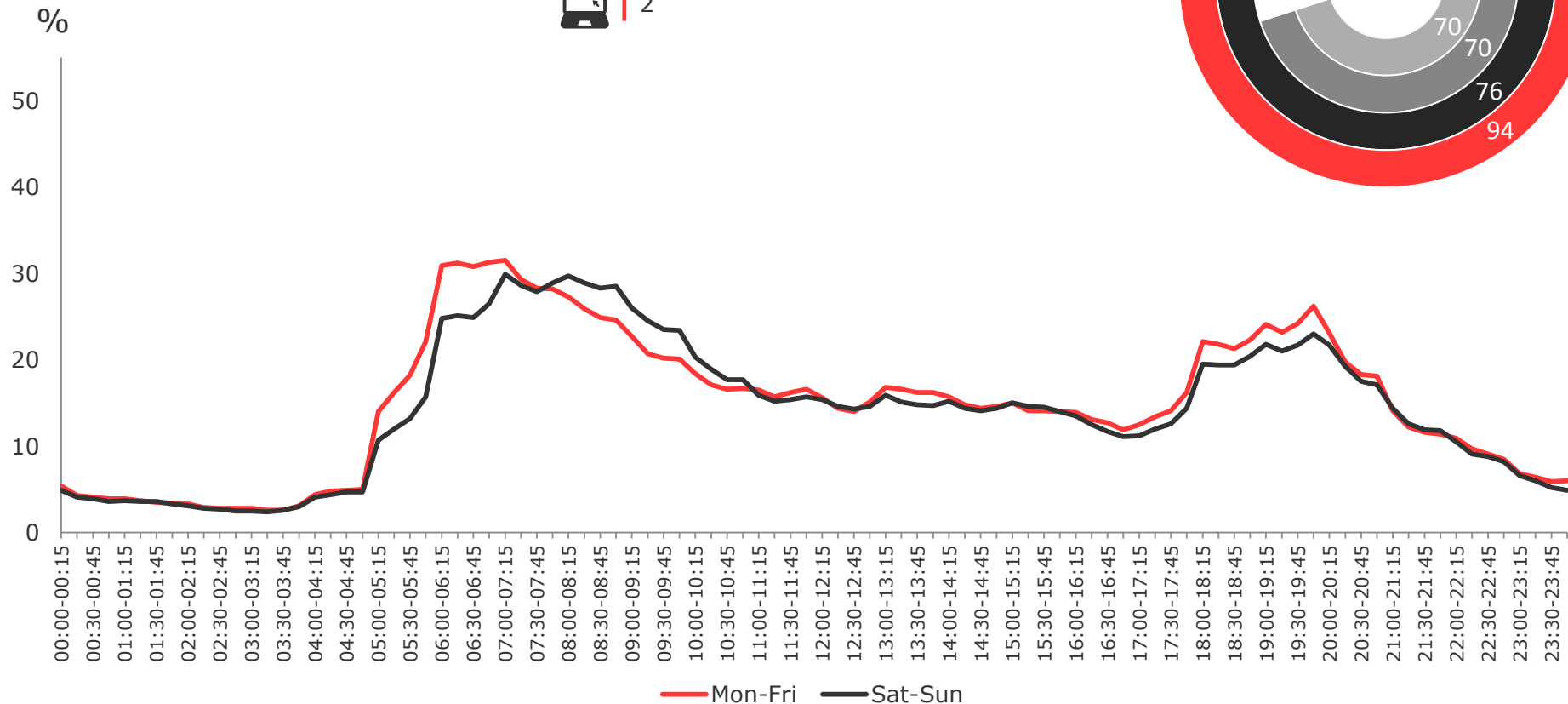
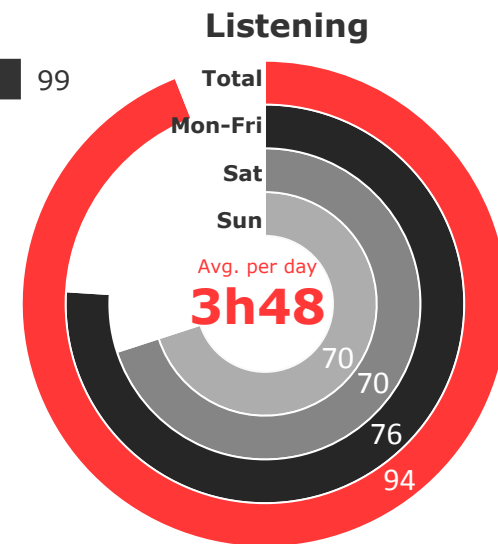
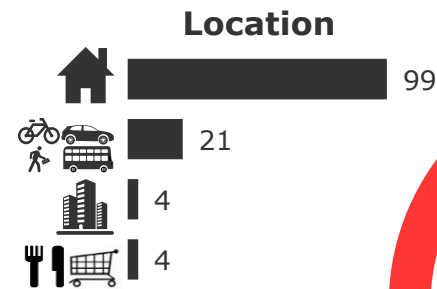
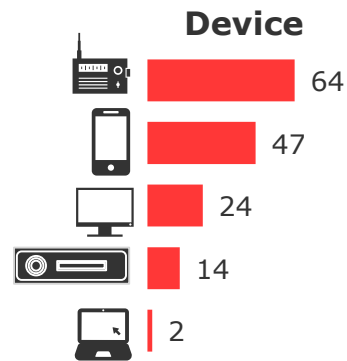
Share of Listening



(% of 12.5b listening minutes a week)



■ Jul-Dec
■ Oct-Mar
%



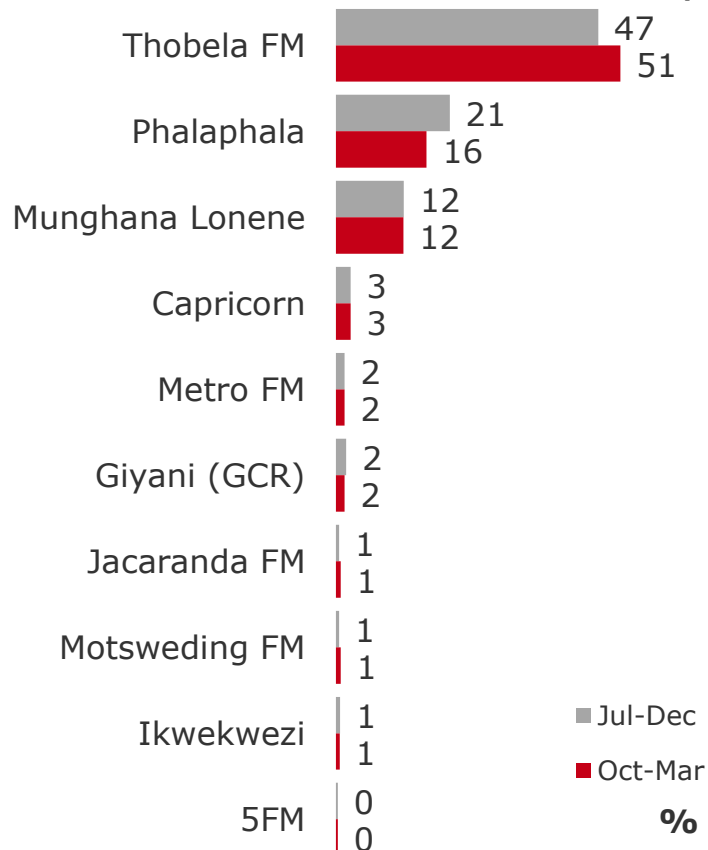
Limpopo

LIMPOPO - SHARE

Share of Audience



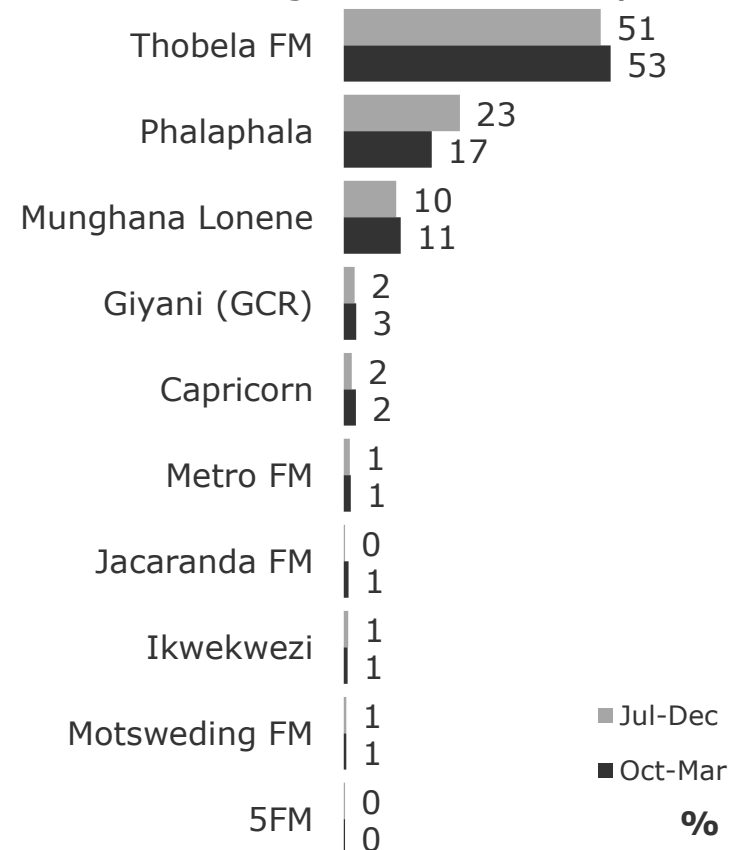
(% of 3.6m listeners who listen in a week)

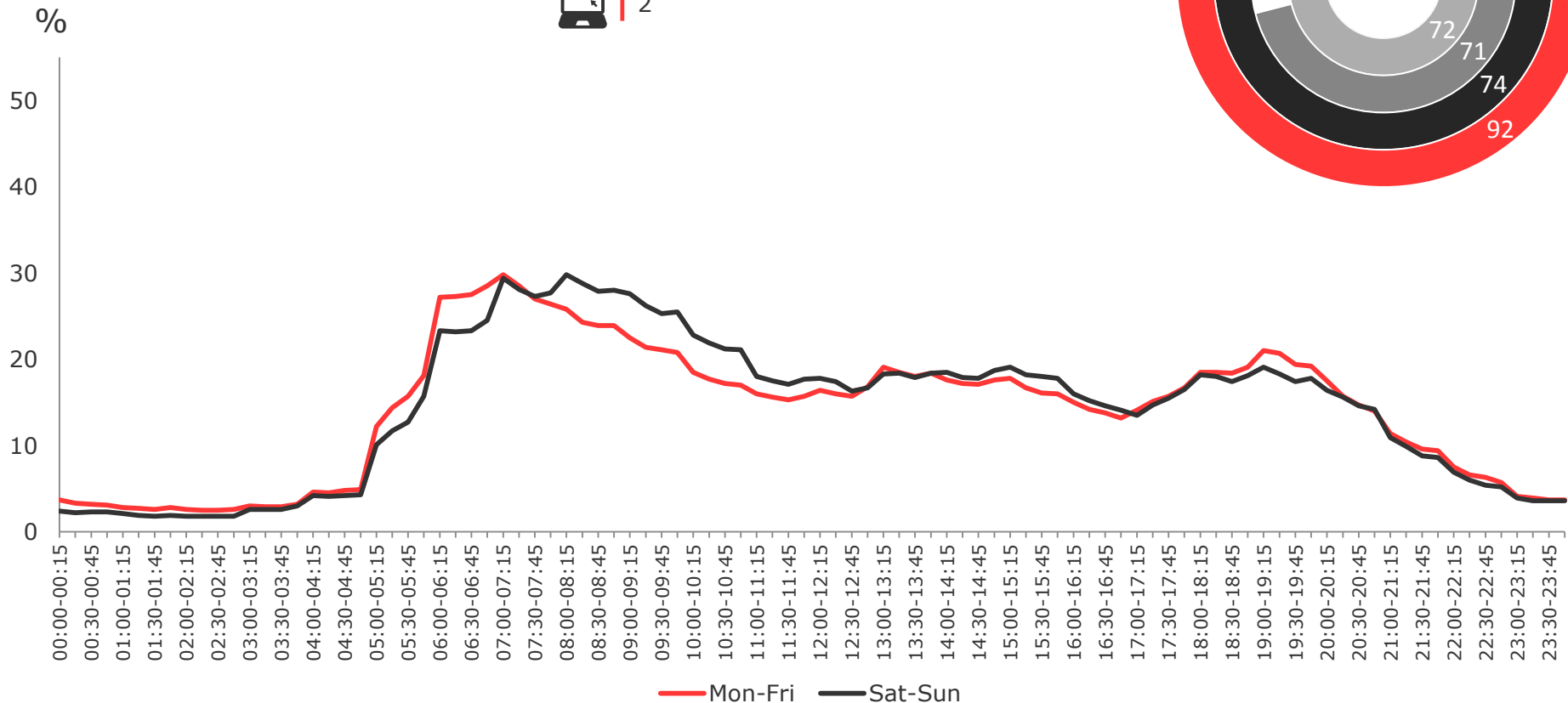
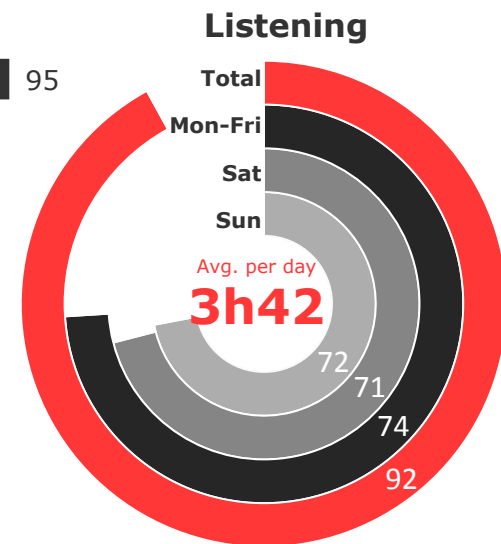
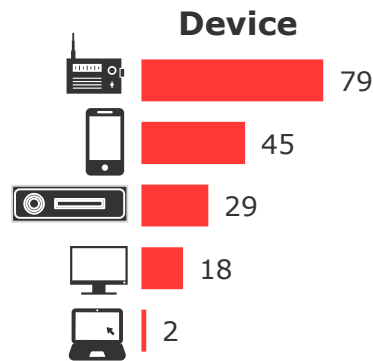


Share of Listening



(% of 5.7b listening minutes a week)





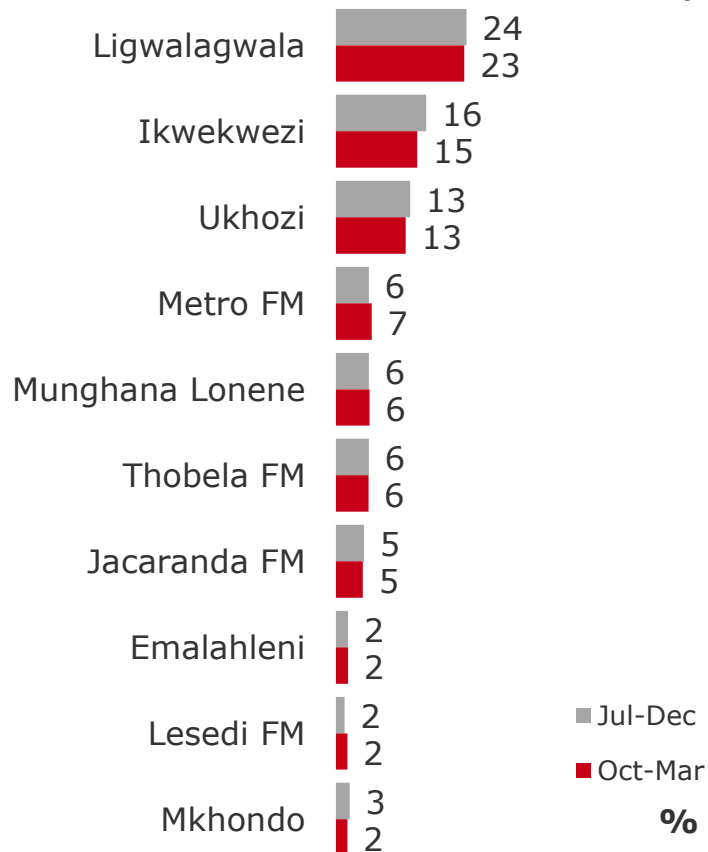
Mpumalanga

MPUMALANGA - SHARE

Share of Audience



(% of 2.7m listeners who listen in a week)

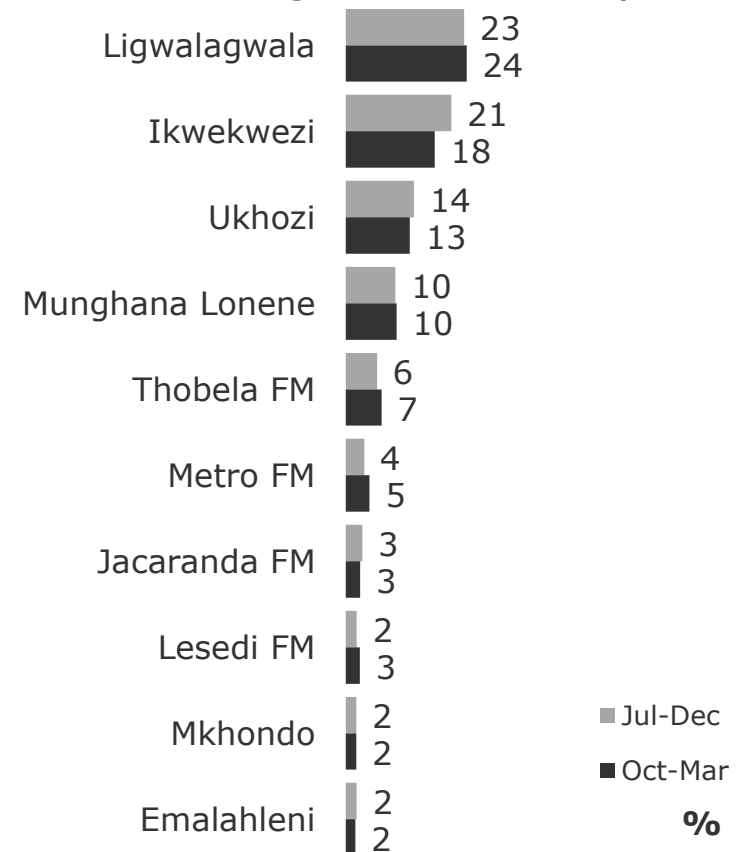


■ Jul-Dec
■ Oct-Mar
%

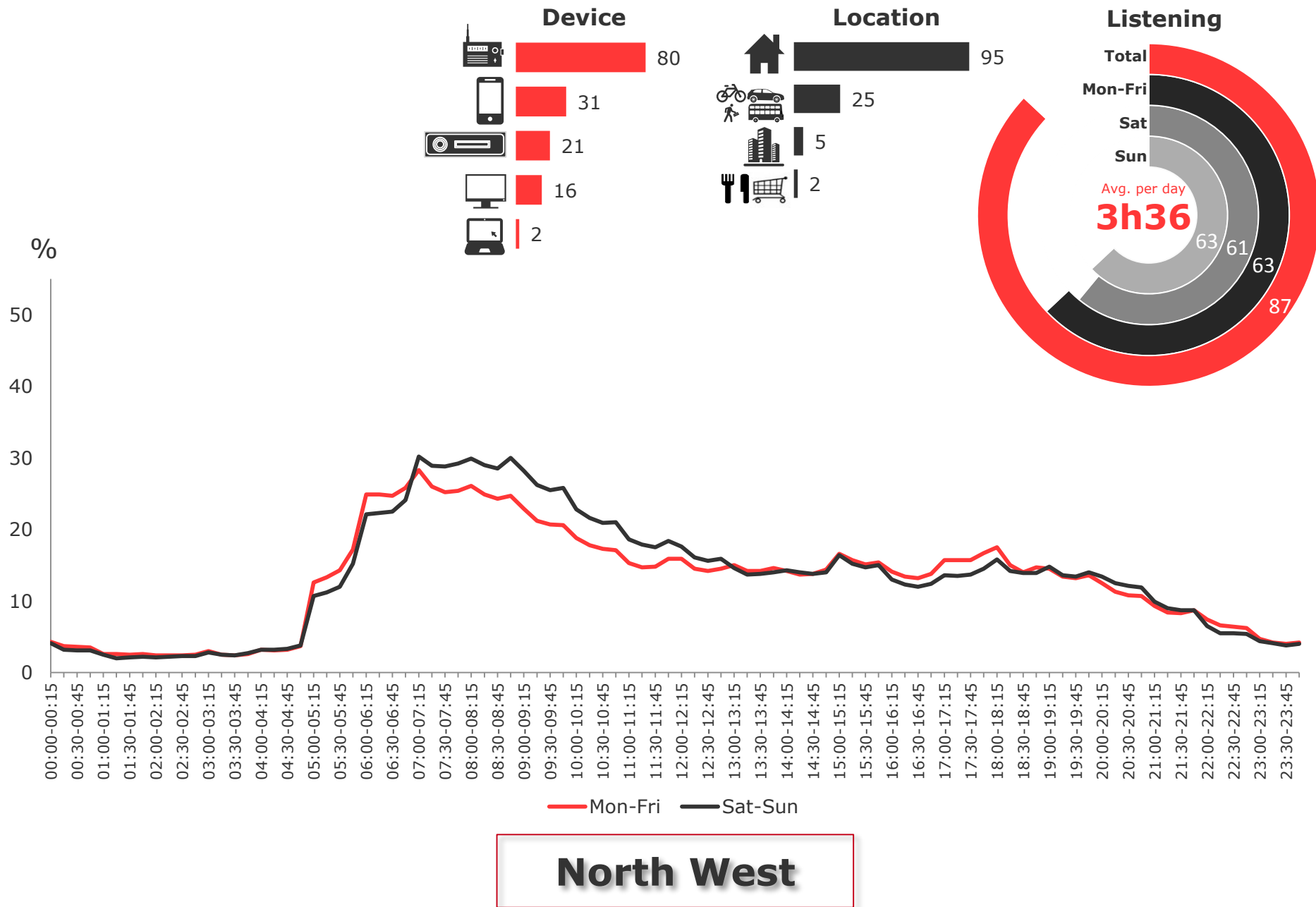
Share of Listening



(% of 4.3b listening minutes a week)



■ Jul-Dec
■ Oct-Mar
%

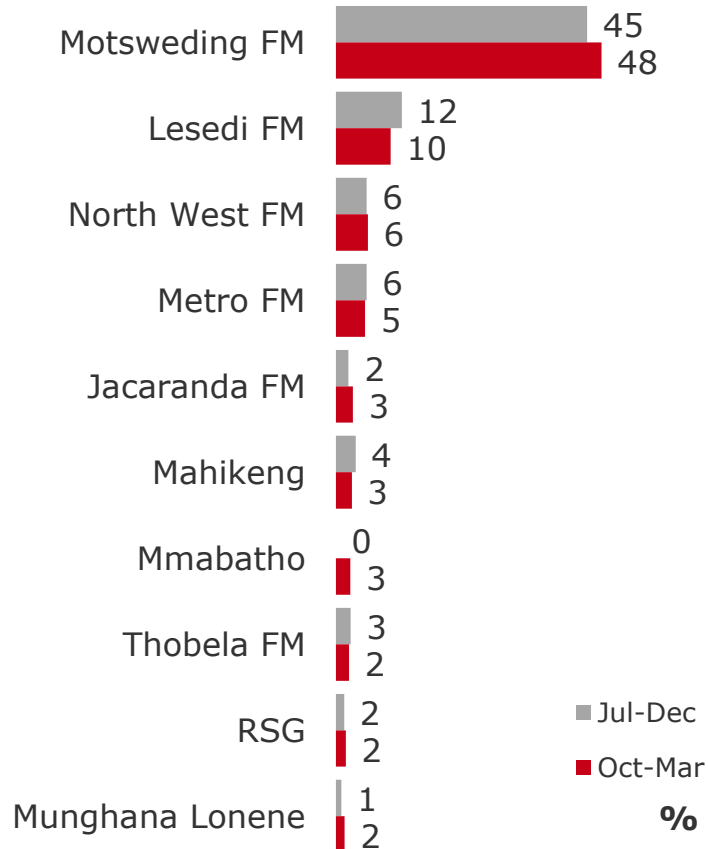


NORTH WEST - SHARE

Share of Audience



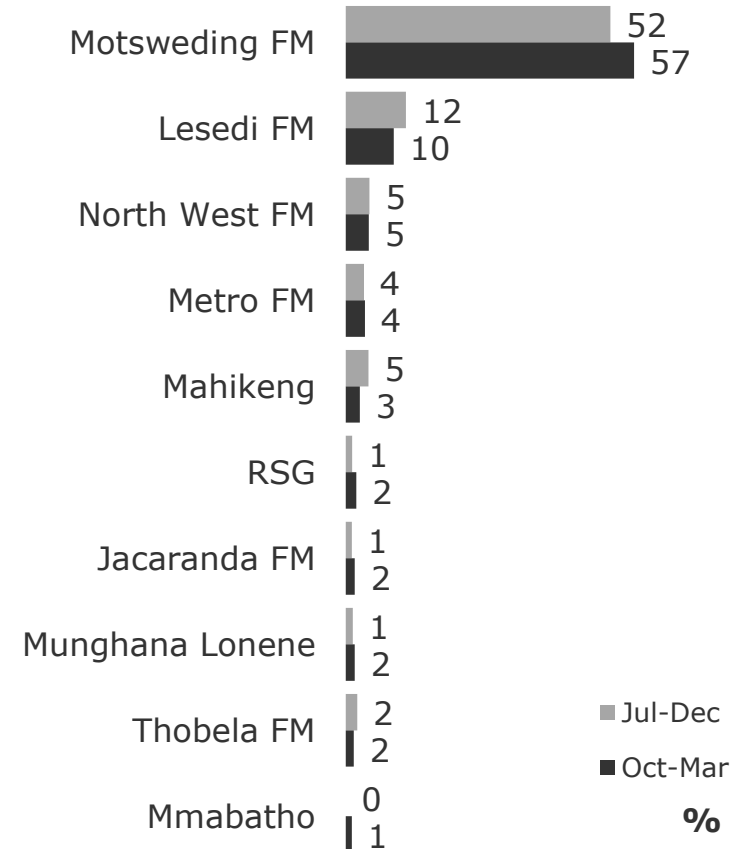
(% of 2.3m listeners who listen in a week)

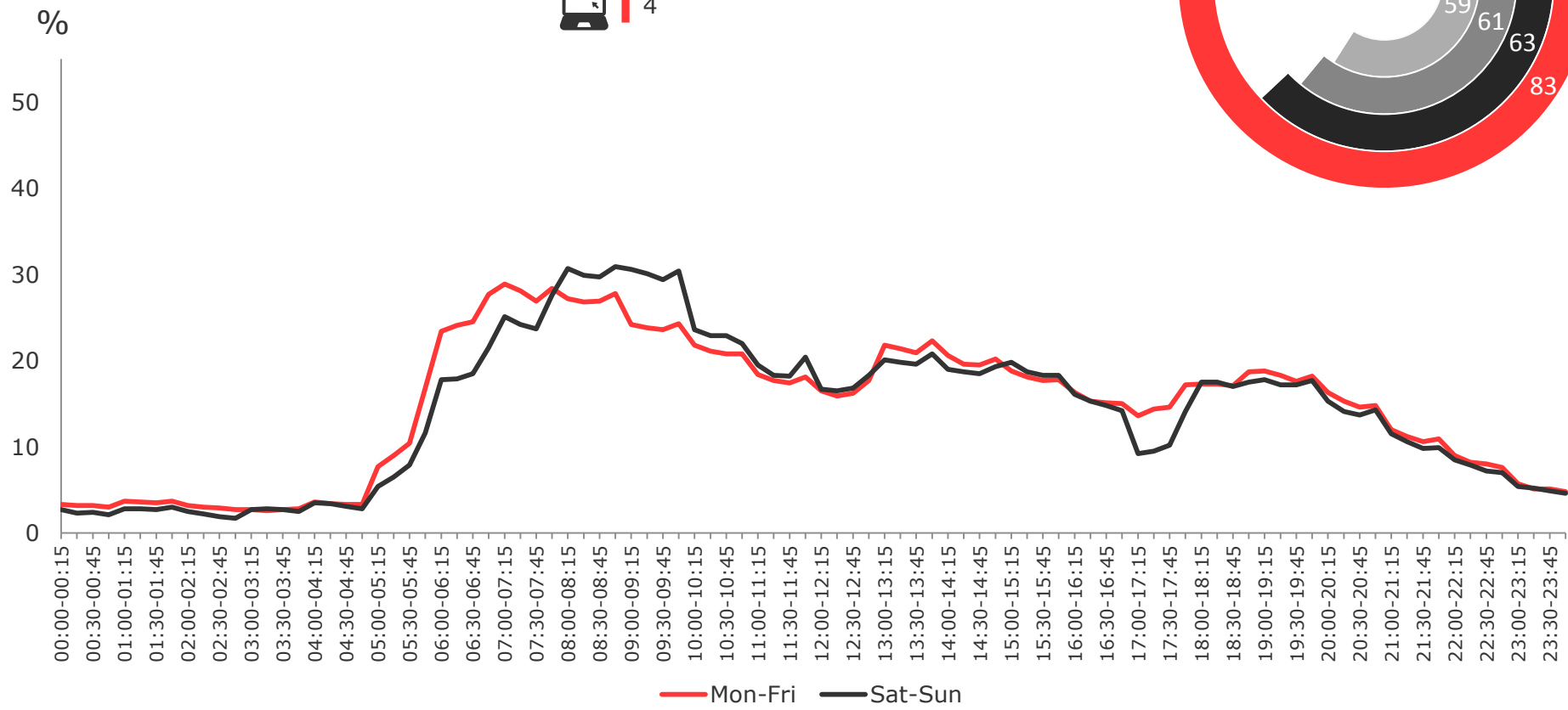
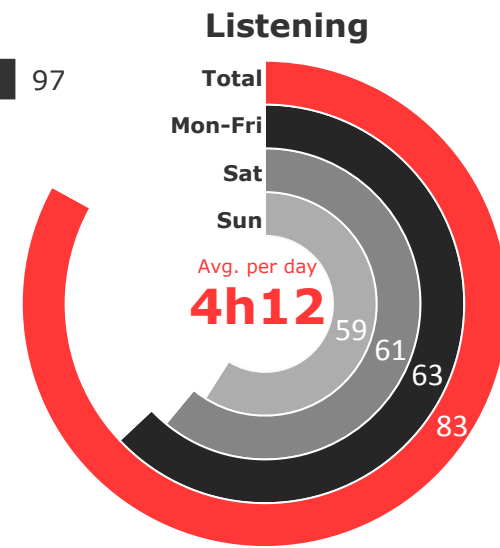
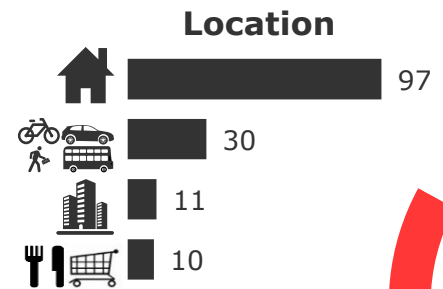
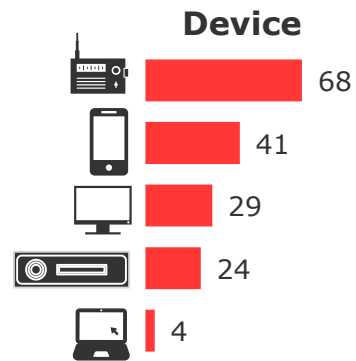


Share of Listening



(% of 3.5b listening minutes a week)





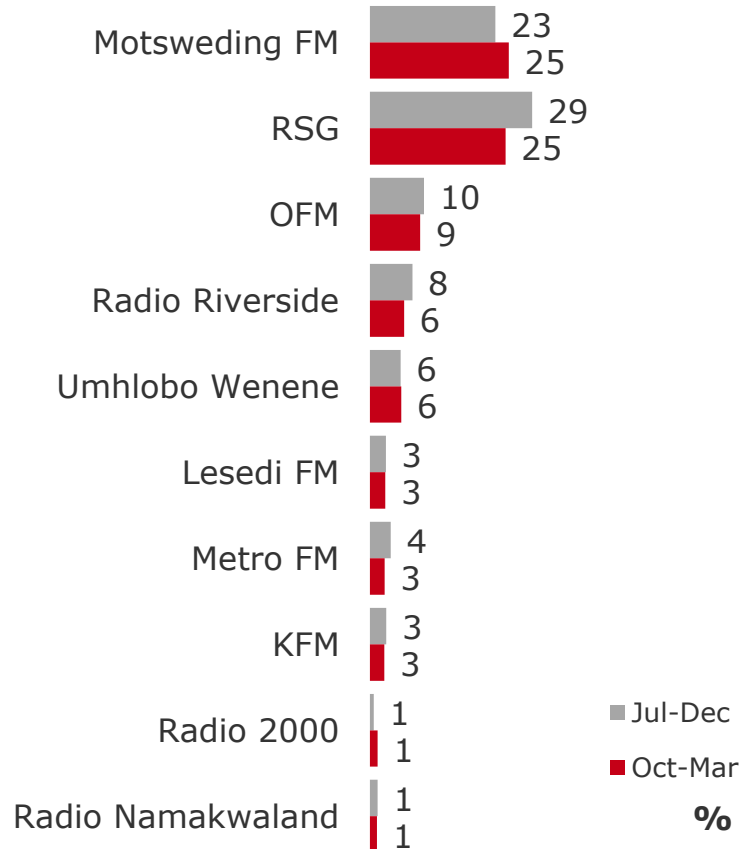
Northern Cape

NORTHERN CAPE - SHARE

Share of Audience



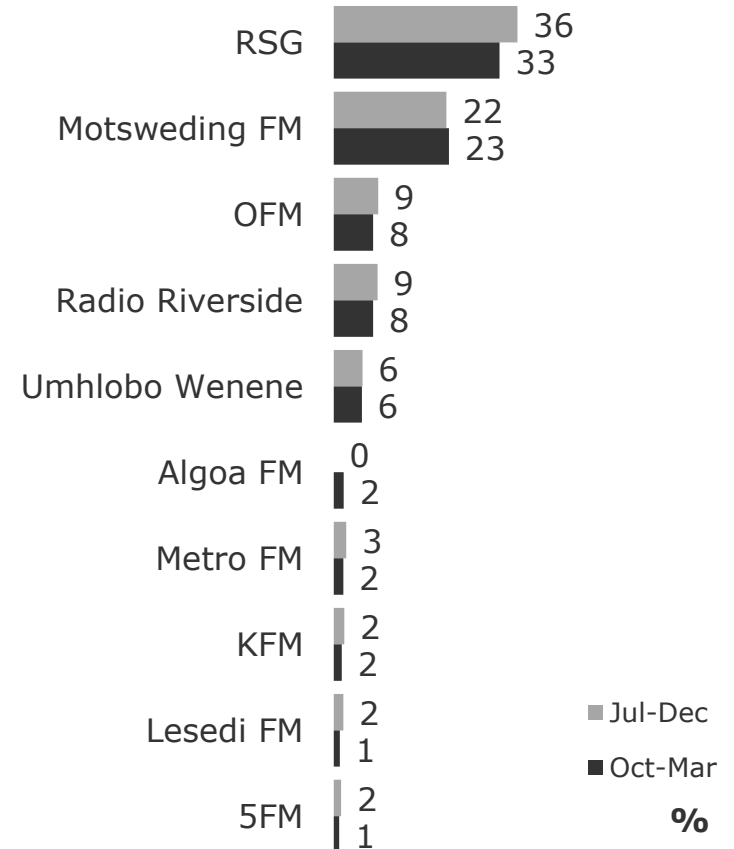
(% of 730k listeners who listen in a week)

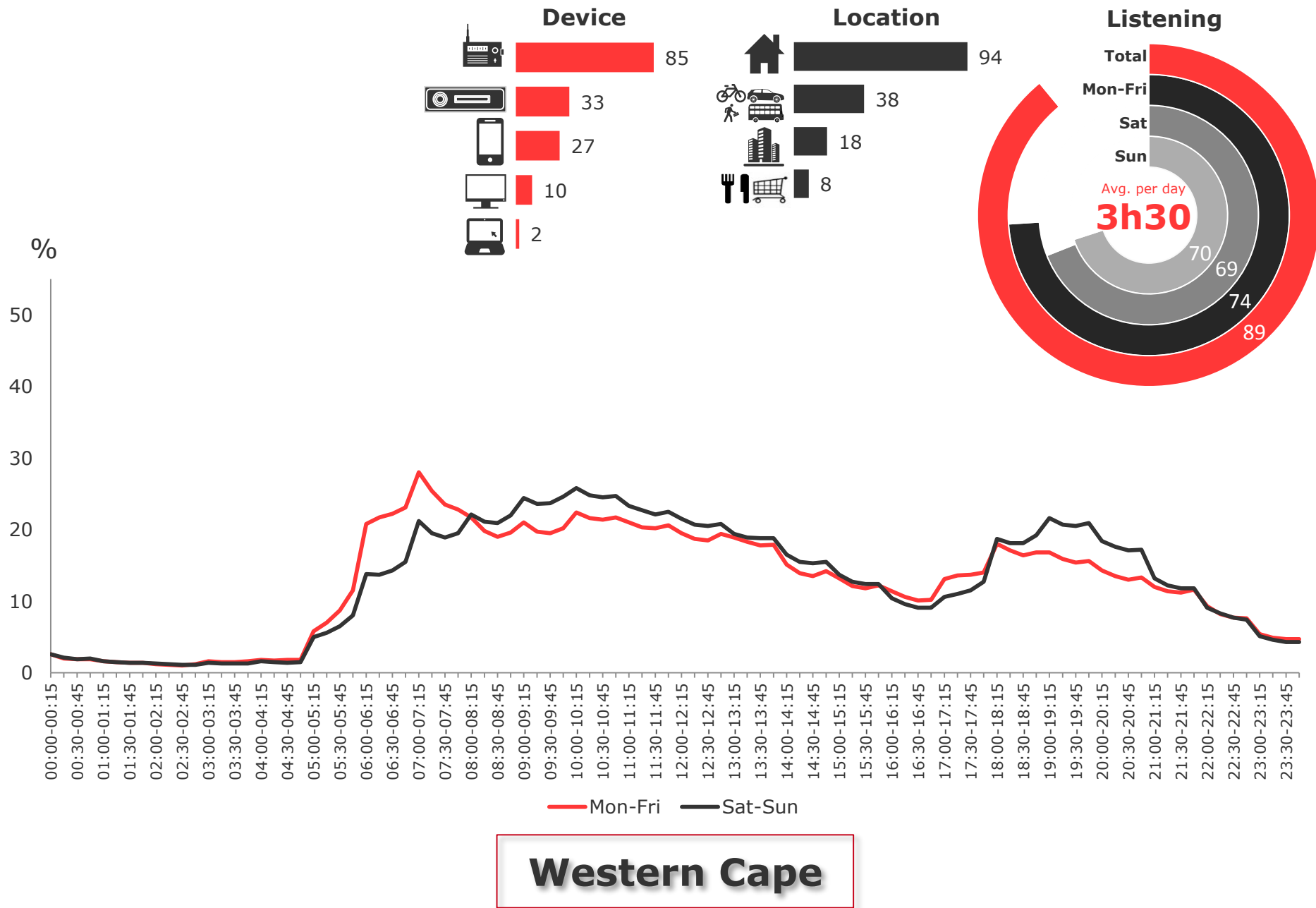


Share of Listening



(% of 1.3b listening minutes a week)



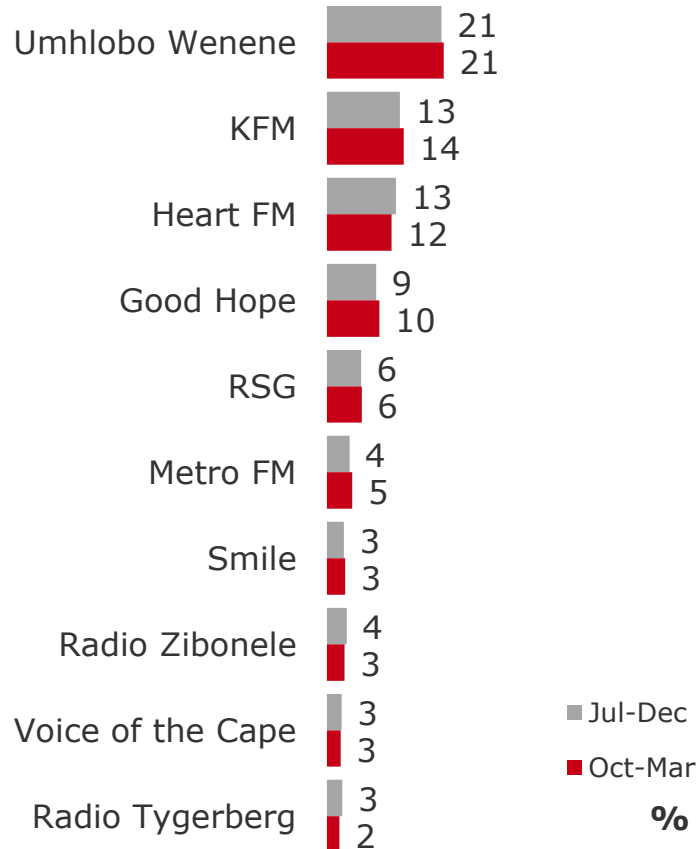


WESTERN CAPE - SHARE

Share of Audience



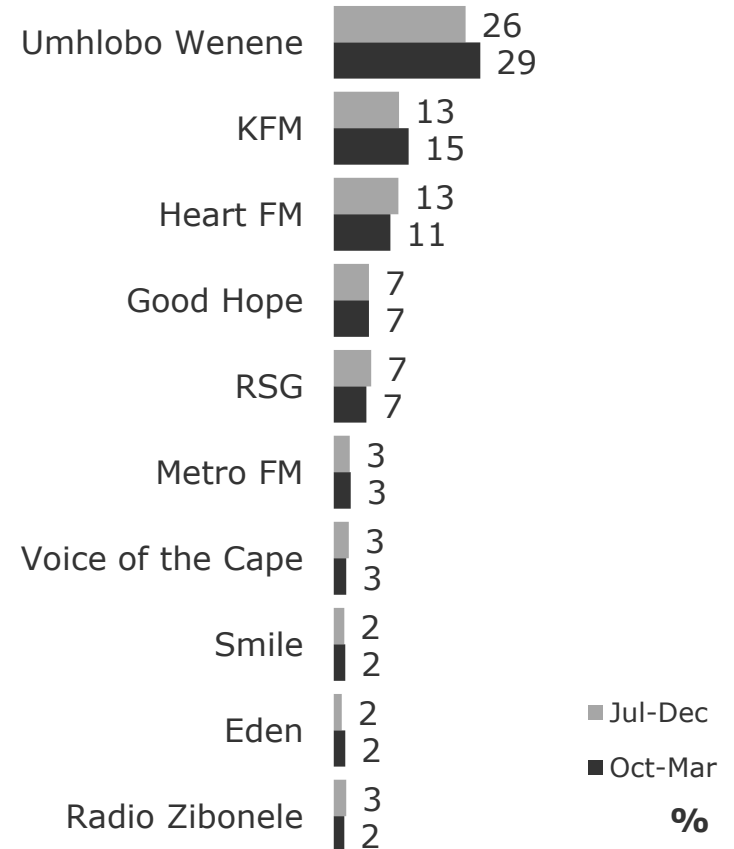
(% of 4.4m listeners who listen in a week)



Share of Listening



(% of 6.3b listening minutes a week)



KEY STATION MEASURES (THE CURRENCY)

JUL'18-DEC'18
OCT'18-MAR'19



KEY STATION MEASURES

Commercial and PBS



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume ('000s)

	Jul'18-Dec'18	Oct'18-Mar'19	Jul'18-Dec'18	Oct'18-Mar'19
Ukhozi	5,459	5,658	7,518	7,670
Umhlobo Wenene	3,883	4,102	5,216	5,409
Metro FM	2,363	2,542	4,176	4,372
Thobela FM	2,085	2,233	2,812	2,978
Lesedi FM	2,012	2,093	3,124	3,196
Motsweding FM	1,559	1,650	2,410	2,546
RSG	875	855	1,200	1,170
Gagasi	971	843	1,535	1,394
Munghana Lonene	772	749	1,032	1,020
Ikwewezi	775	742	1,060	1,029

Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857) and Oct'18-Mar'19 (National: n=30,533)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Jul'18-Dec'18

Oct'18-Mar'19

Jul'18-Dec'18

Oct'18-Mar'19

Ukhozi

57

59

3h12

3h18

Umhlobo Wenene

60

60

3h12

3h18

Metro FM

33

32

1h42

1h42

Thobela FM

78

78

3h18

3h12

Lesedi FM

56

55

2h54

3h00

Motsweding FM

55

54

2h42

2h42

RSG

48

47

3h00

3h00

Gagasi

38

36

2h12

2h06

Munghana Lonene

80

81

3h12

3h18

Ikwekwezi

57

52

3h06

2h54

Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857) and Oct'18-Mar'19 (National: n=30,533); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume ('000s)

Jul'18-Dec'18

Oct'18-Mar'19

Jul'18-Dec'18

Oct'18-Mar'19

Ligwalagwala	689	710	1,090	1,074
Jacaranda FM	605	697	1,004	1,079
East Coast Radio	706	684	1,052	1,023
KFM	583	648	869	944
947	627	639	923	942
Phalaphala	704	568	932	778
Heart FM	547	530	799	768
Kaya	438	459	762	754
5FM	363	409	632	674
Good Hope	359	406	580	628

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Jul'18-Dec'18

Oct'18-Mar'19

Jul'18-Dec'18

Oct'18-Mar'19

Ligwalagwala

52

47

2h30

2h36

Jacaranda FM

47

51

1h48

2h06

East Coast Radio

62

57

2h12

2h12

KFM

38

40

2h12

2h30

947

36

37

1h42

1h30

Phalaphala

86

87

3h42

3h24

Heart FM

41

42

2h18

2h12

Kaya

23

24

1h24

1h30

5FM

28

28

1h30

1h36

Good Hope

36

37

1h48

1h42

Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857) and Oct'18-Mar'19 (National: n=30,533); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume ('000s)

Jul'18-Dec'18

Oct'18-Mar'19

Jul'18-Dec'18

Oct'18-Mar'19

YFM	381	404	624	676
Radio 2000	311	360	577	671
702	343	321	565	517
Algoa FM	278	279	416	435
Smile	133	149	198	212
OFM	165	143	250	215
North West FM	114	116	179	191
Vuma 103 FM	116	106	189	175
trufm	81	100	164	207
SAfm	97	96	157	174

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Jul'18-Dec'18

Oct'18-Mar'19

Jul'18-Dec'18

Oct'18-Mar'19

YFM

30

26

1h42

1h36

Radio 2000

26

22

1h30

1h36

702

16

22

1h24

1h24

Algoa FM

50

47

1h42

1h36

Smile

49

51

1h30

1h42

OFM

57

59

2h30

2h30

North West FM

20

24

2h06

2h00

Vuma 103 FM

15

18

2h00

1h54

trufm

5

9

1h54

1h24

SAfm

13

17

1h24

1h24

Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857) and Oct'18-Mar'19 (National: n=30,533); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume ('000s)

Jul'18-Dec'18

Oct'18-Mar'19

Jul'18-Dec'18

Oct'18-Mar'19

Capricorn	99	95	154	150
Lotus FM	73	95	140	181
Power	61	61	109	113
CapeTalk	48	48	66	68
*Classic 1027	36	28	60	49
*Rise	-	-	23	37
*LM Radio	-	-	24	28
*Magic828 AM	-	-	8	7
*X-K FM	-	-	5	1

* Caution: small base size, provided for indicative purposes only

Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857) and Oct'18-Mar'19 (National: n=30,533)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Jul'18-Dec'18

Oct'18-Mar'19

49

47

39

35

21

20

56

56



Avg. hrs p.d

Jul'18-Dec'18

Oct'18-Mar'19

2h12

2h54

1h42

1h42

1h36

1h36

2h00

2h00

Capricorn

Lotus FM

Power

CapeTalk

KEY STATION MEASURES

Community



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume ('000s)

Jul'18-Dec'18

Oct'18-Mar'19

Jul'18-Dec'18

Oct'18-Mar'19

Jozi	345	360	565	595
Unitra (UCR-FM)	98	134	188	241
Voice of the Cape	120	120	173	165
Kasie	116	114	199	204
Vukani	100	102	171	184
CCFM	105	98	155	142
Radio Zibonele	102	98	231	207
Izwi LoMzansi	93	97	142	155
Eden	74	96	108	131
Radio Tygerberg	109	94	175	150

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Jul'18-Dec'18	Oct'18-Mar'19	Jul'18-Dec'18	Oct'18-Mar'19
Jozi	37	37	2h12	2h00
Unitra (UCR-FM)	6	6	1h36	1h48
Voice of the Cape	33	47	2h30	2h18
Kasie	15	8	1h24	1h12
Vukani	5		1h42	1h36
CCFM	37	34	2h00	1h54
Radio Zibonele	18	11	1h30	1h30
Izwi LoMzansi	16	19	2h30	2h36
Eden	61	53	2h12	2h42
Radio Tygerberg	35	39	2h12	2h00

Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857) and Oct'18-Mar'19 (National: n=30,533); ranked on Avg. daily cume

KEY STATION MEASURES

Community



Avg. **daily** cume
(Mon-Sun) ('000s)



One **week**
cume ('000s)

Jul'18-Dec'18

Oct'18-Mar'19

Jul'18-Dec'18

Oct'18-Mar'19

Thetha	83	69	135	116
Alfred Nzo	78	69	129	110
Bok Radio	70	67	93	91
Emalahleni	68	65	91	90
Icora	70	64	126	101
Radio KC	-	64	-	76
Mahikeng	78	63	115	95
Moretele	41	59	62	96
Valley	-	59	-	78
Mkhondo	71	58	116	91

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Jul'18-Dec'18	Oct'18-Mar'19	Jul'18-Dec'18	Oct'18-Mar'19
Thetha	53	47	2h06	1h48
Alfred Nzo	21	28	2h12	2h30
Bok Radio	67	59	2h06	2h12
Emalahleni	44	42	2h30	2h06
Icora	6	29	2h18	2h24
Radio KC		55		2h48
Mahikeng	17	21	3h12	2h24
Moretele	76	52	1h54	1h36
Valley		14		3h00
Mkhondo	5	26	2h18	2h24

Source: BRC RAM™ Jul'18-Dec'18 (National: n=29,857) and Oct'18-Mar'19 (National: n=30,533); ranked on Avg. daily cume

KEY STATION MEASURES

Community



Avg. **daily** cume
(Mon-Sun) ('000s)

Jul'18-Dec'18

Oct'18-Mar'19

Giyani (GCR)

62

58

Forte

61

58

Hindvani

-

57

Radio Namakwaland

49

57



One **week**
cume ('000s)

Jul'18-Dec'18

Oct'18-Mar'19

79

69

108

105

-

89

74

81

KEY STATION MEASURES

Community



Exclusive listeners (%)

Jul'18-Dec'18

Oct'18-Mar'19

Giyani (GCR)

73

71

Forte

2

2

Hindvani

34

Radio Namakwaland

42

59



Avg. hrs p.d

Jul'18-Dec'18

Oct'18-Mar'19

4h00

5h24

2h00

1h42

1h30

2h24

2h18

STATION DASHBOARDS



BRC RAM Station Detail
 Oct'18-Mar'19

TNS

Commercial and PBS Stations

									
702	5FM	947	Algoa FM	CapeTalk	Capricorn	East Coast Radio	Gagasi	Good Hope	Heart FM
									
Ikwekwezi	Jacaranda FM	Kaya	KFM	Lesedi FM	Ligwalawala	Lotus FM	Metro FM	Motsweding FM	Munghana Lonene
									
North West FM	OFM	Phalaphala	Power	Radio 2000	RSG	SAfm	Smile	Thobela FM	truFM
									
Ukhozi	Umhlobo Wenene	Vuma 103 FM	YFM						

Community Stations

									
Alfred Nzo	Bok Radio	CCFM	Eden	Forte	Heartbeat	Inanda	Izwi LoMzansi	Jozi	Kasie
									
Link	Mdantsane	Moretele	Nkqubela (KQfm 97.0)	PE FM	Radio KC	Radio Tygerberg	Radio Zibonele	Soshanguve	Thetha
									
Unitra (UCR-FM)	Valley	Voice of Tembisa	Voice of the Cape	Vukani					

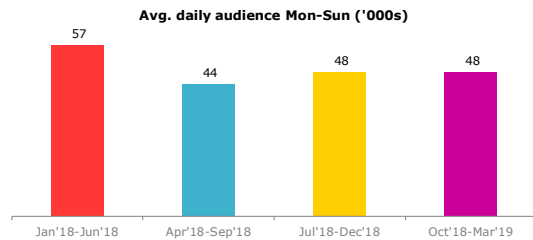
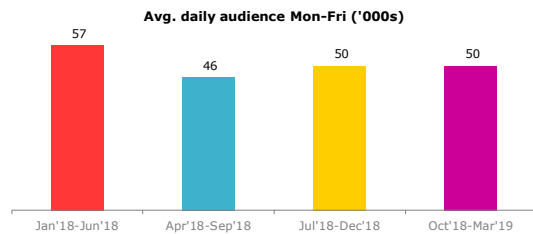
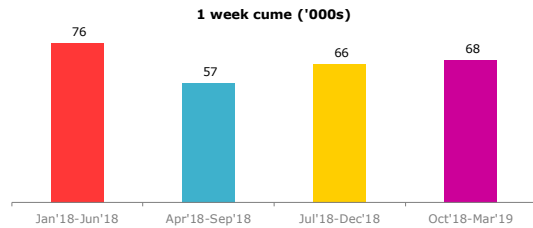
TRENDING: JAN-JUN '18/ APR-SEP '18/ JUL-DEC'18 / OCT'18-MAR'19

Station



Key Measures (Total audience)

sample= 30 533



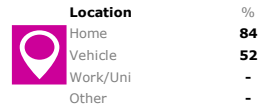
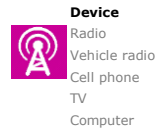
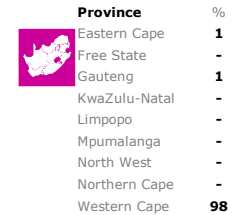
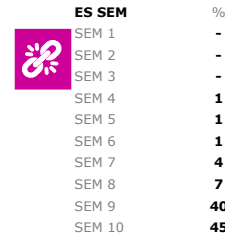
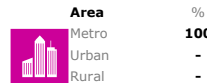
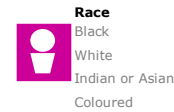
Source: BRC RAM Oct'18-Mar'19

Axes may vary between stations and measures

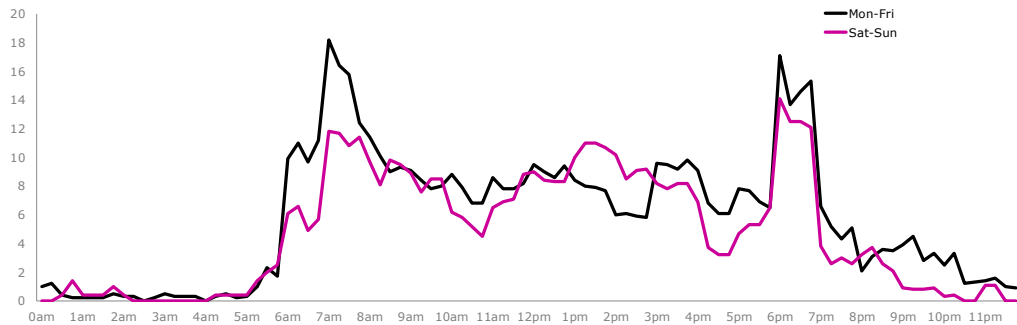
Note: All percentages do not add to 100% due to rounding off

Station listeners (one week cume)

sample= 100



Radio listening by 1/4 hour ('000s)



**SEE YOU AGAIN IN
AUGUST 2019!**

