

BRC RAM™

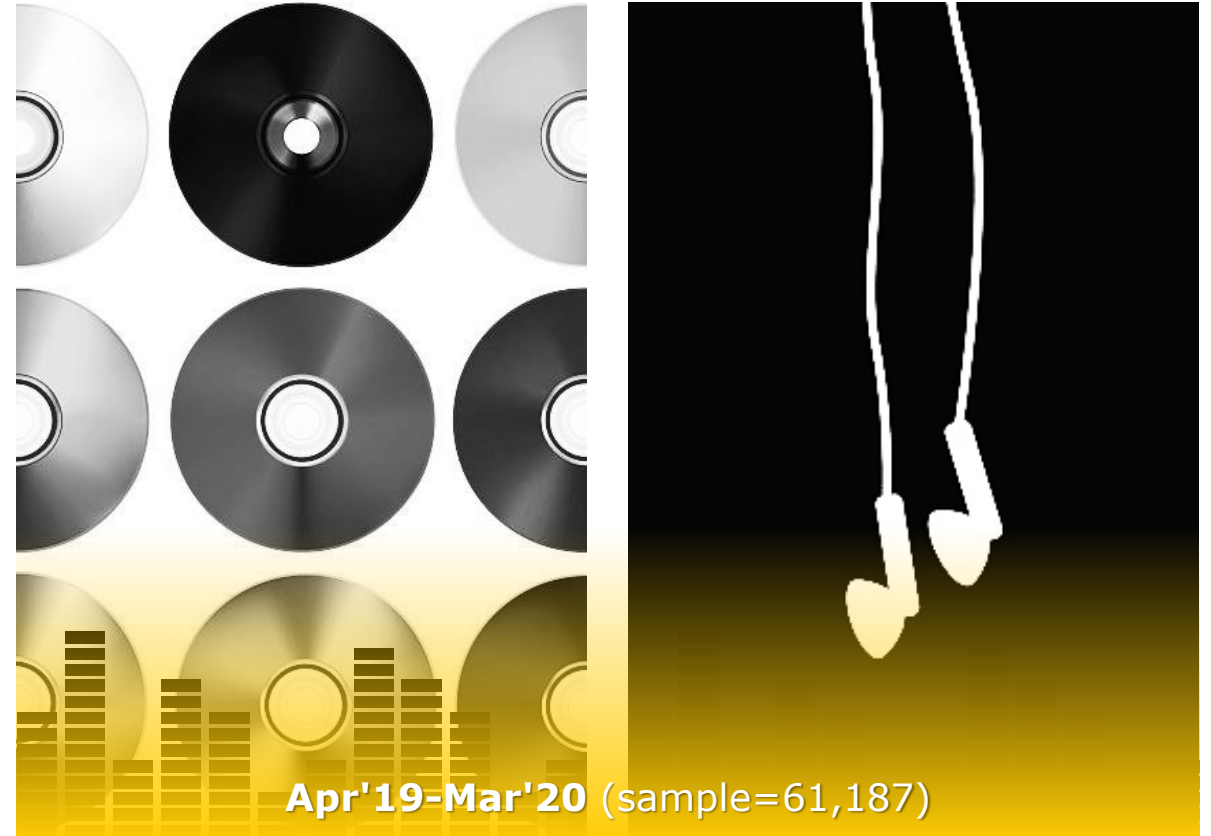
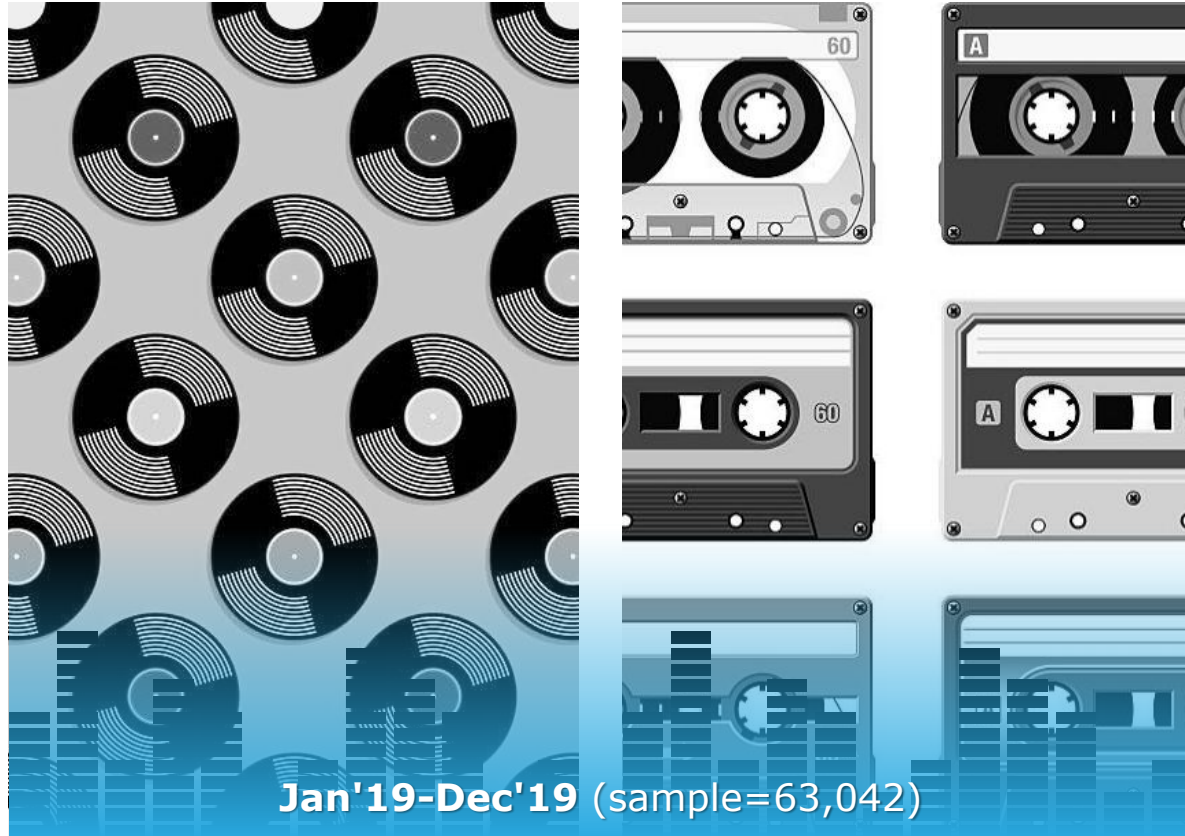
May/June 2020

Release Presentation

12 Month Rolling: Apr'19-Mar'20



Trending



1

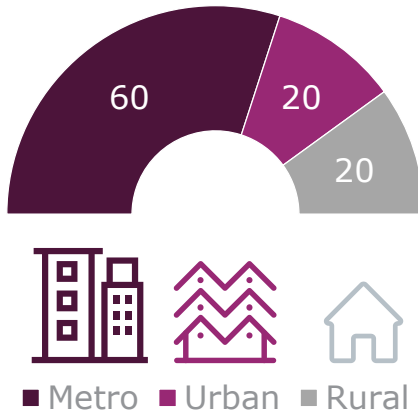
BRC RAM™ - Vital signs



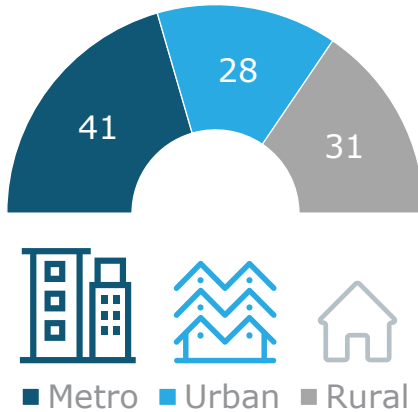
BRC RAM™

At a glance...

Metro-skewed Sample (%)



Re-weighted To population (%)



Random selection



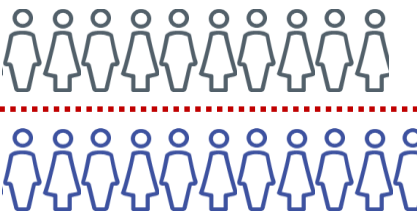
Methodology



Weighting variables



Annual universe update

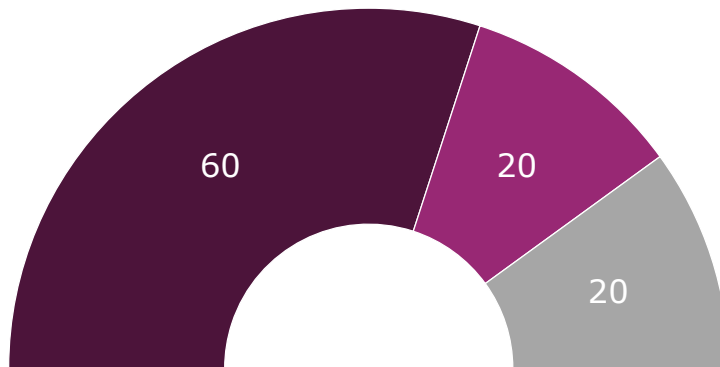


IHS population estimates

BRC RAM™

Vital signs...

Consistent area split (sample frame) %



■ Metro



■ Urban



■ Rural

Number of Stations included

	2016	2017	2018	2019
Commercial and PBS stations	39	39	39	39
Community stations	274	264	266	266

12 months sample:

Community Stations qualify for reporting (n=40>)

(Q2'18-Q1'19) May 2019 - Apr'18-Mar'19:

81 Stations

(Q3'18-Q2'19) August 2019 - Jul'18-Jun'19:

77 Stations

(Q4'18-Q3'19) November 2019 - Oct'18-Sep'19:

77 Stations

(Q1'19-Q4'19) February 2020 - Jan'19-Dec'19:

74 Stations

(Q2'19-Q1'20) May 2020 - Apr'19-Mar'20:

77 Stations

BRC RAM™

Vital signs...

Population (Age 15+): 40,1 million

**Random selection,
household flooding**

15,173
Households

61,187
Individuals

Apr'19-Mar'20
sample

2

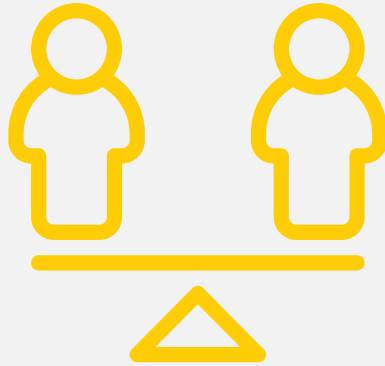
Scrutiny & Weighting



The four gates



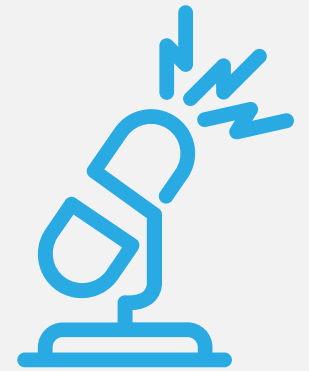
**Sample
gate**



**Stability
gate**



**Weighting
gate**



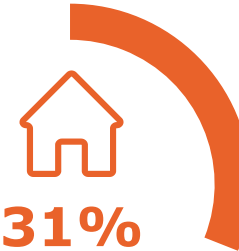
**Station
change gate**

The Metro Sample

Sample frame:



Population:



 Metro  Urban  Rural

Weighting efficiency

Average weighting efficiency

Jan'17 - Dec'17	Jan'18- Dec'18	Apr'18- Mar'19	Jul'18- Jun'19	Oct'18- Sep'19	Jan'19- Dec'19	Apr'19- Mar'20
87%	86%	88%	86%	88%	88%	88%



Weighting gate

The RIM weighting efficiency is the percentage which gives an indication of how well balanced the sample is

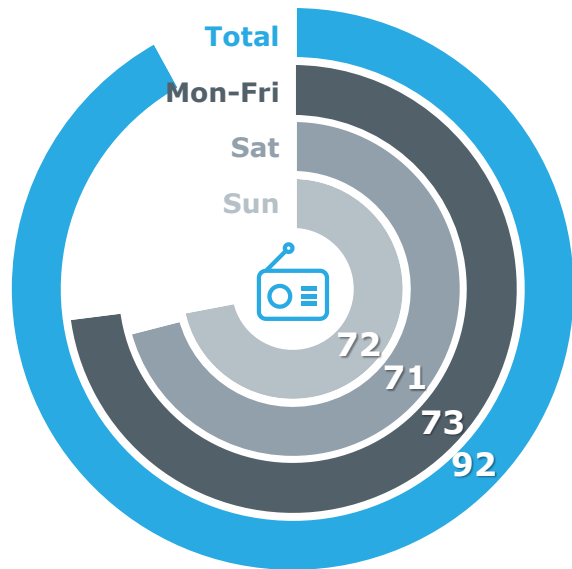
3

Key soundbites



Radio Reach is ...

Jan'19-Dec'19



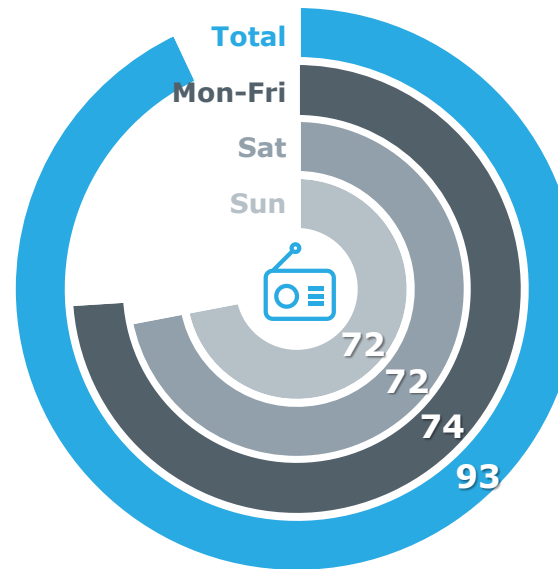
92% **weekly** reach =

37.5 million listeners listening anytime in the week

73% **daily** reach (Mon-Fri) =

29.9 million listeners on an average weekday

Apr'19-Mar'20



93% **weekly** reach =

37.8 million listeners listening anytime in the week

74% **daily** reach (Mon-Fri) =

30.2 million listeners on an average weekday

... Everywhere!

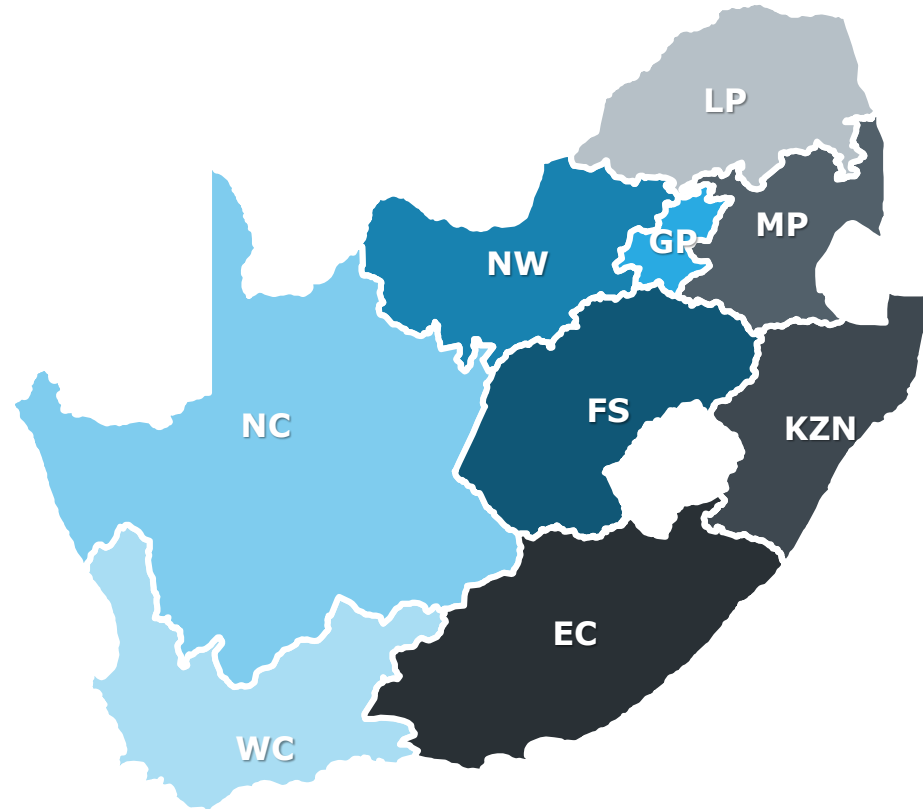
GP 91% = **9.5m**

NW 90% = **2.4m**

FS 87% = **1.8m**

NC 87% = **800k**

WC 94% = **4.7m**



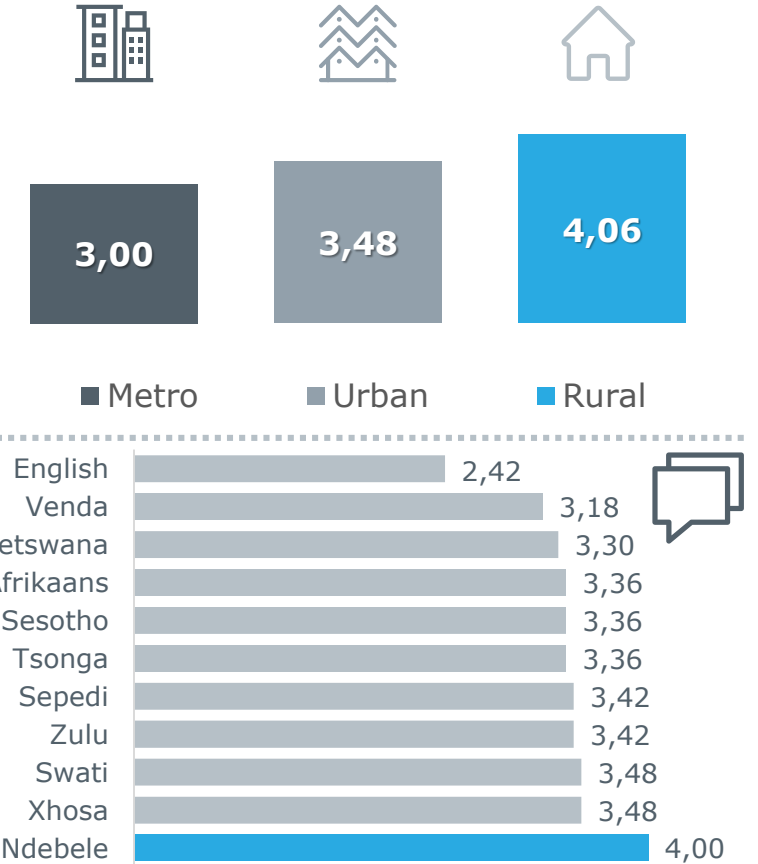
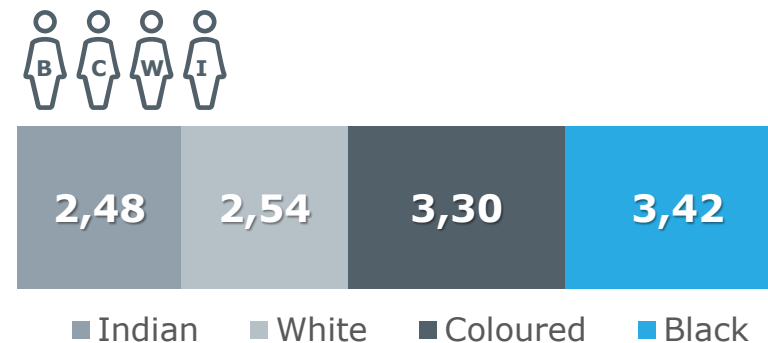
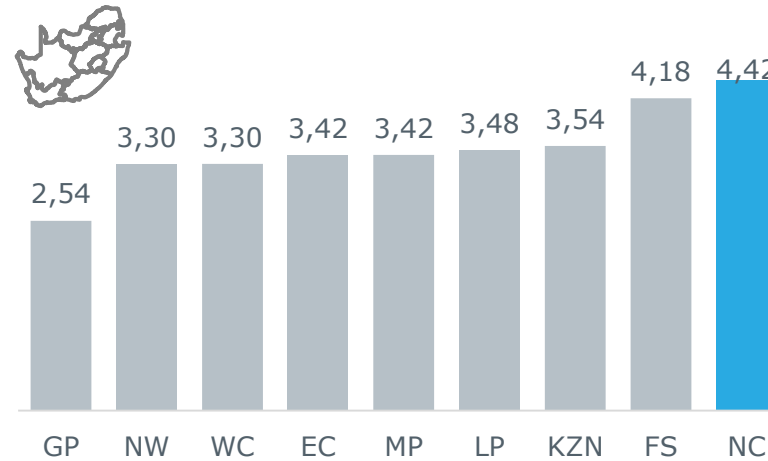
LP 94% = **3.7m**

MP 93% = **2.8m**

KZN 95% = **7.4m**

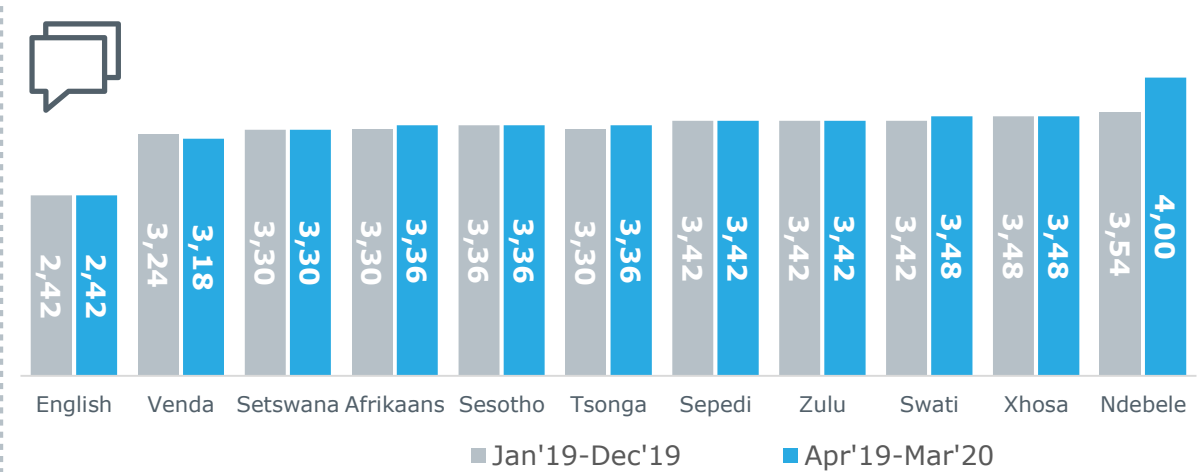
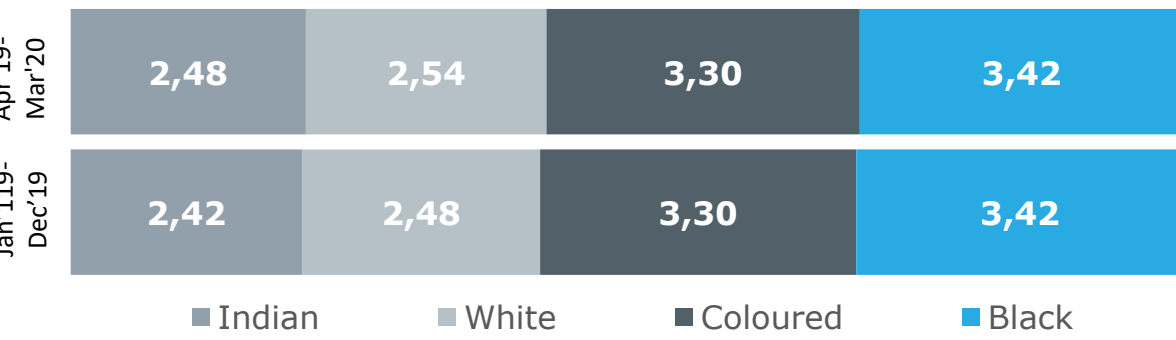
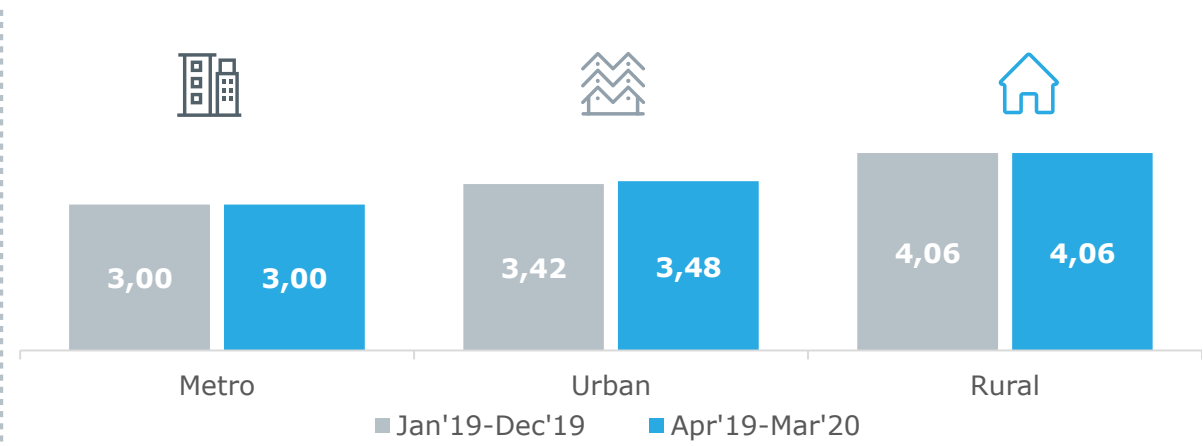
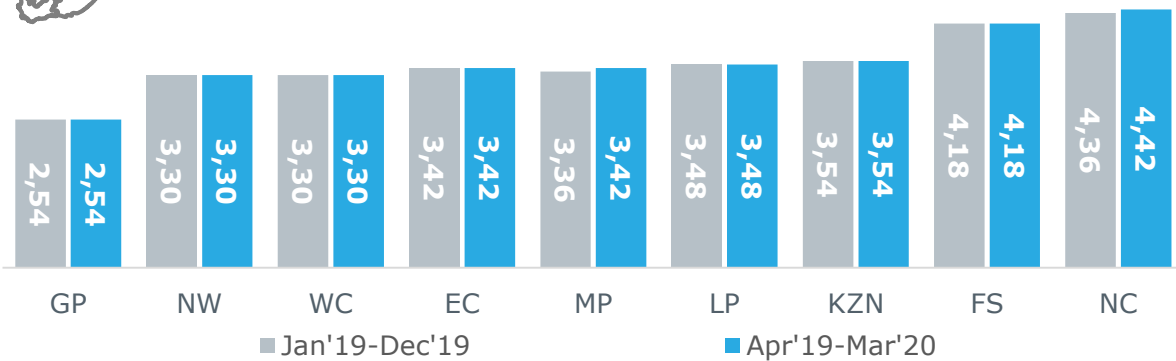
EC 97% = **4.7m**

Long listening: Average time spent listening per day

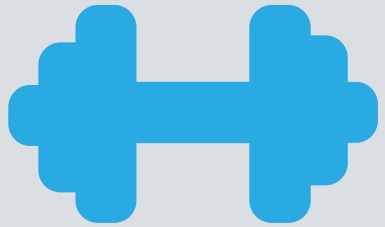


Time Spent Listening by key demographics

 Hour:min



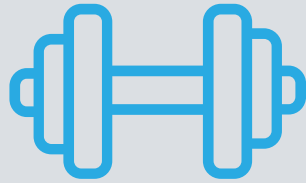
Heavy listening



HEAVY

46%

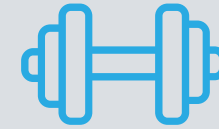
(More than 20 hours per week)



MEDIUM

28%

(10.25-20 hours per week)

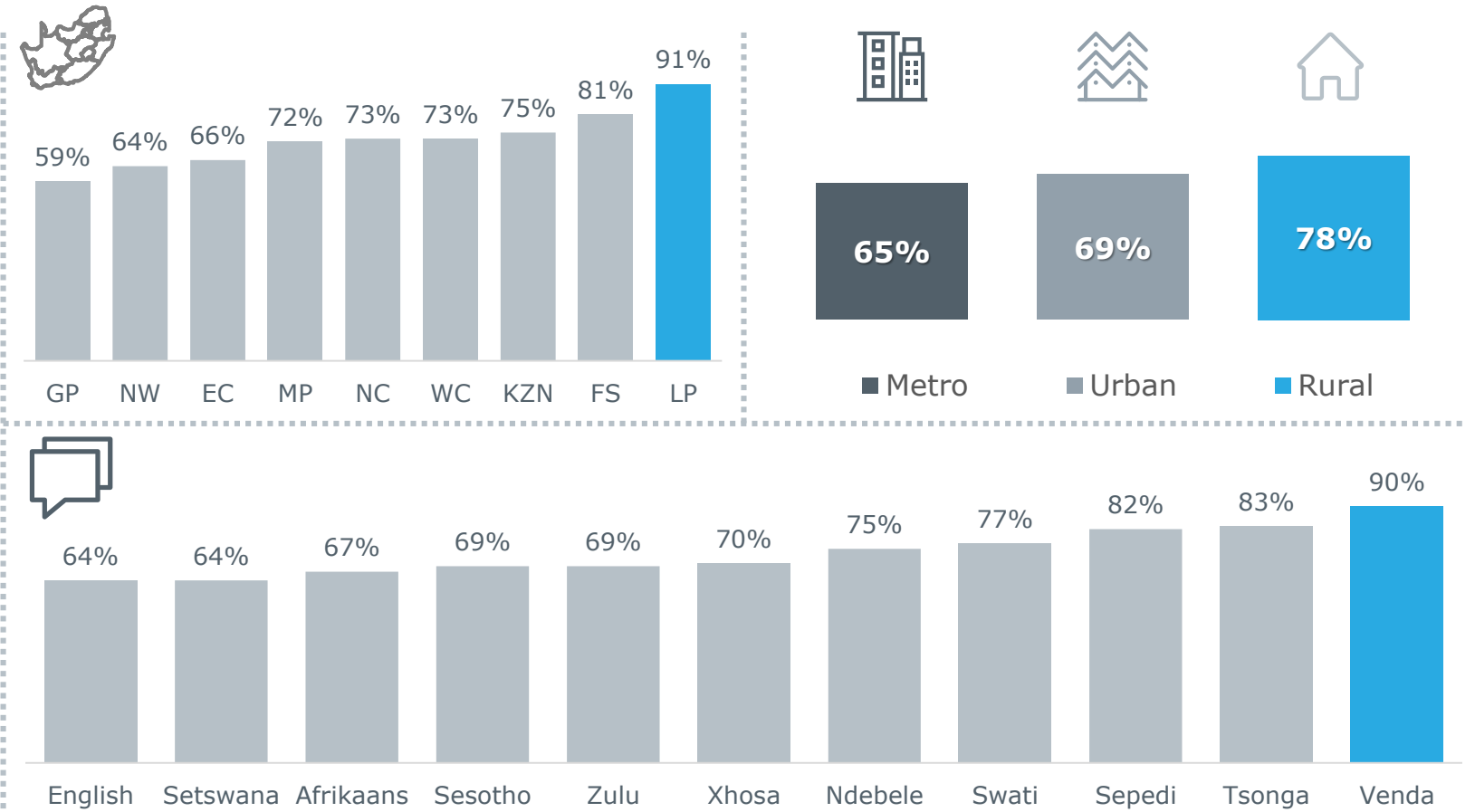


LIGHT

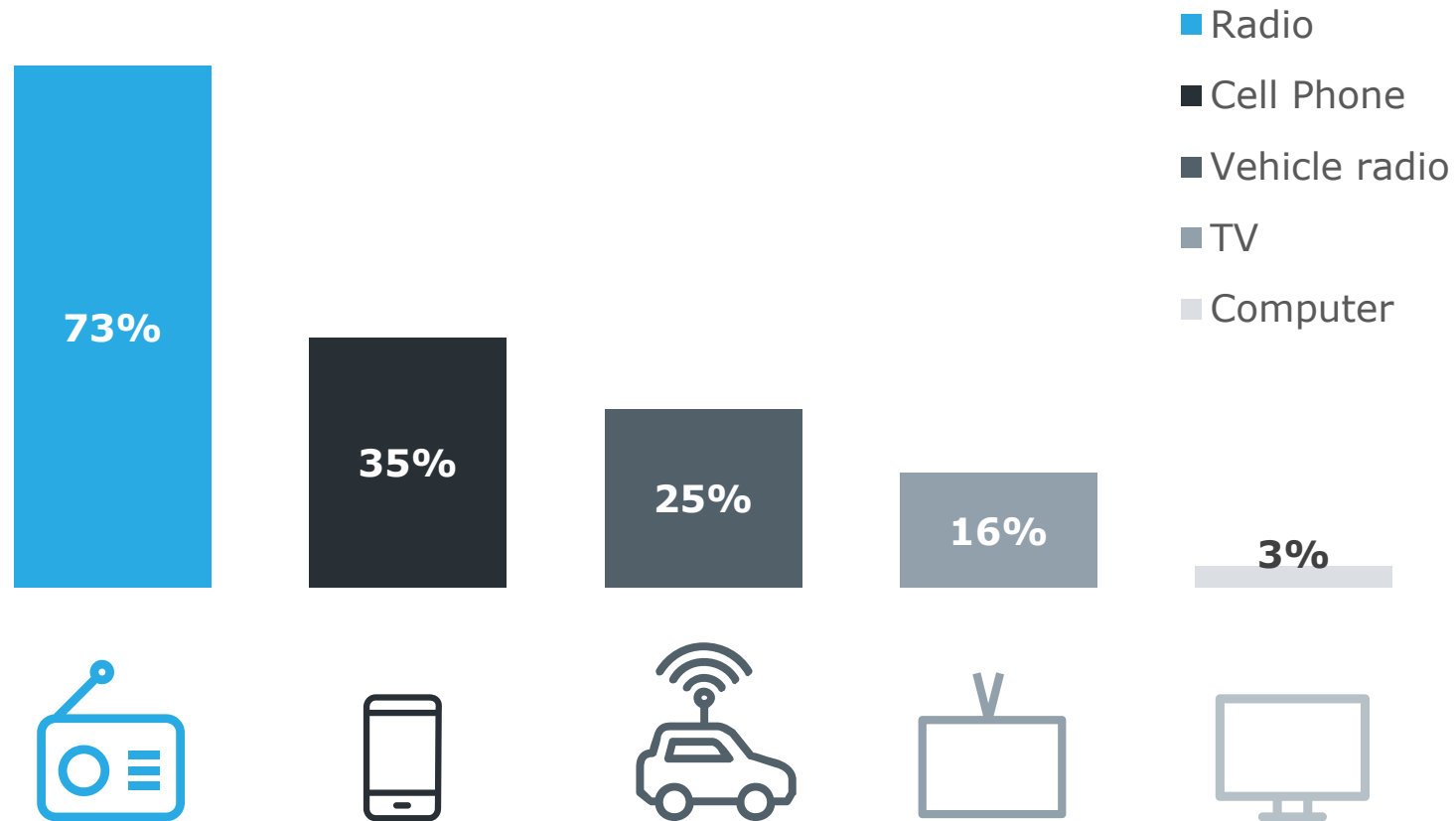
26%

(0.25-10 hours per week)

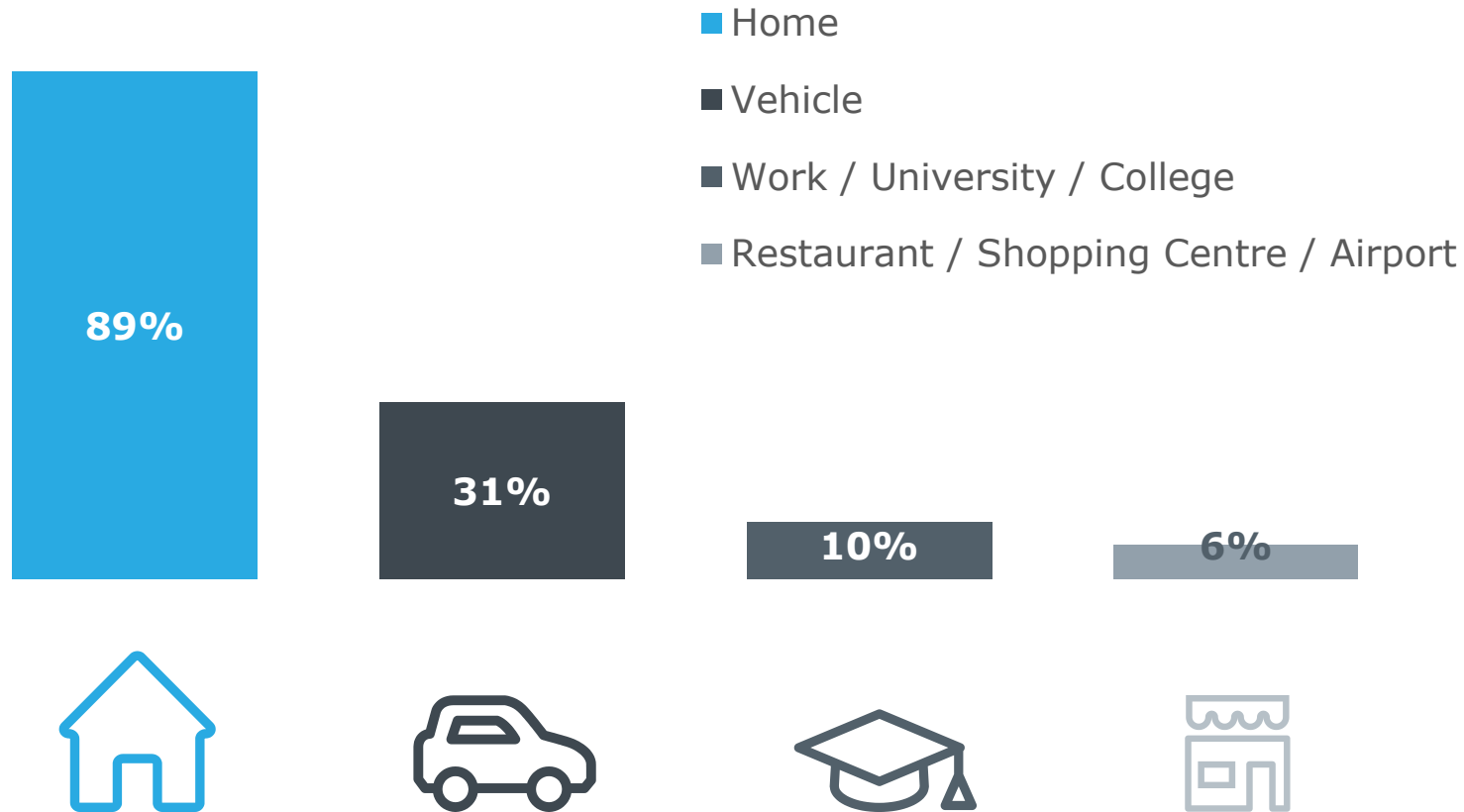
Loyal listeners ...



Radio listening by device



Radio listening by location



4

Programme Content



Programme content ...



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

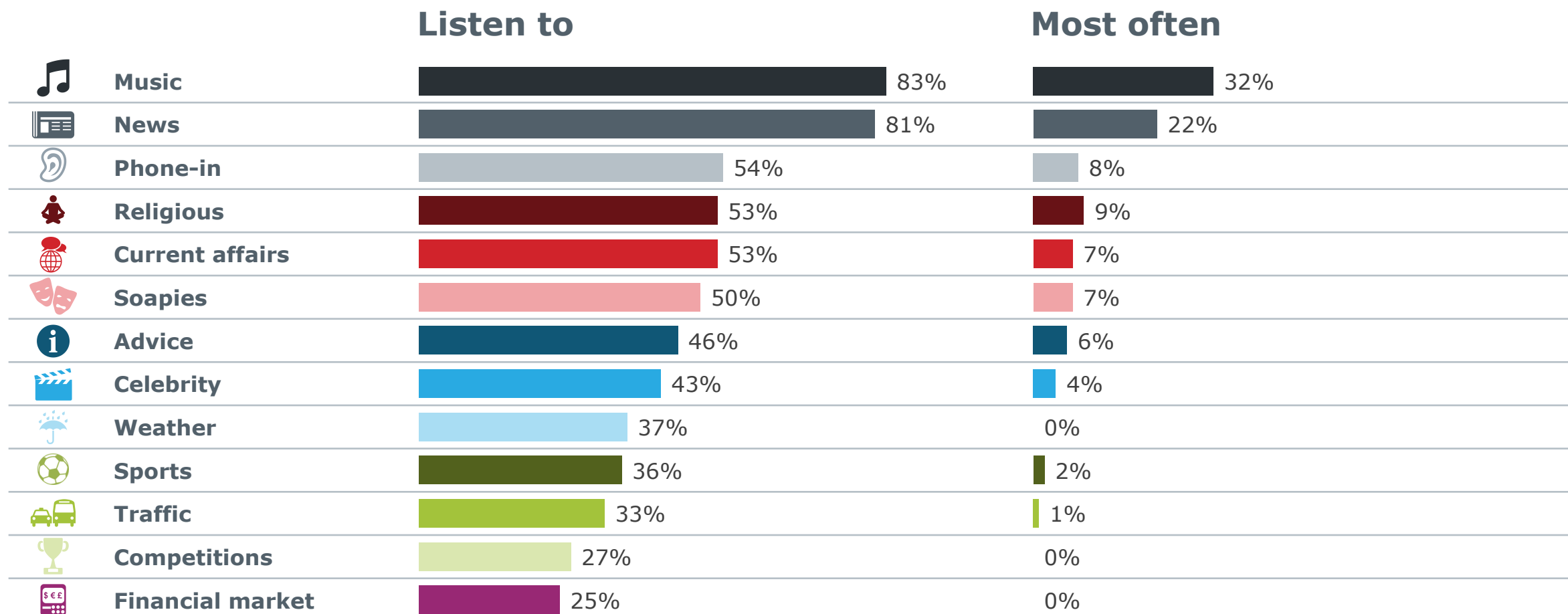
"And which do you listen to **most often**?"



General radio preference, not asked of a specific station

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

Programmes listen to / most often

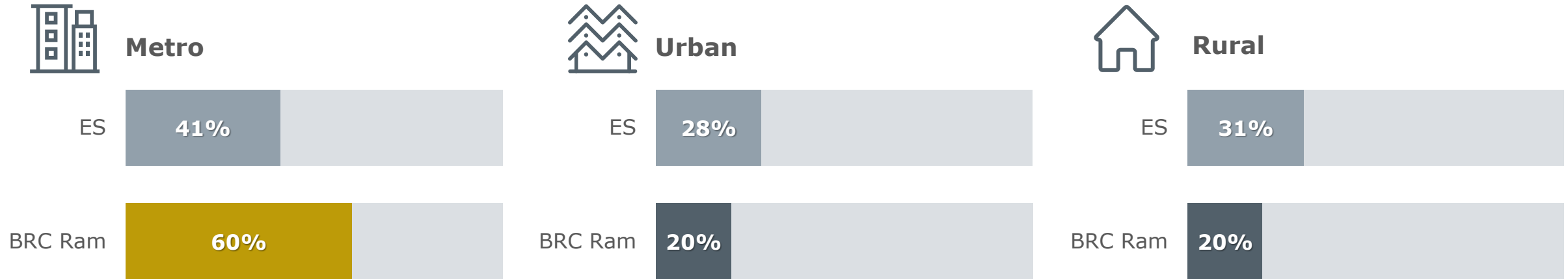


5 SEM's



SEM's in BRC RAM™...

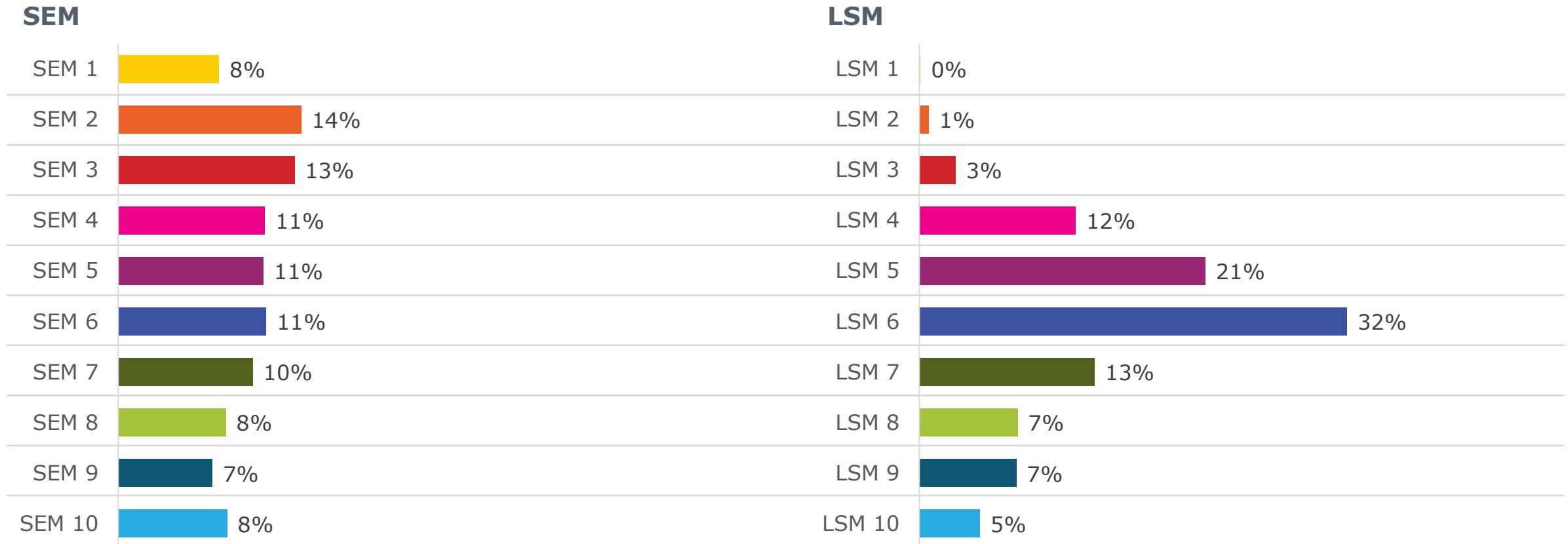
Different sample frames:



Different recruitment:

- ES: Individuals (One individual per household)
- BRC RAM™: Households (Flooding)

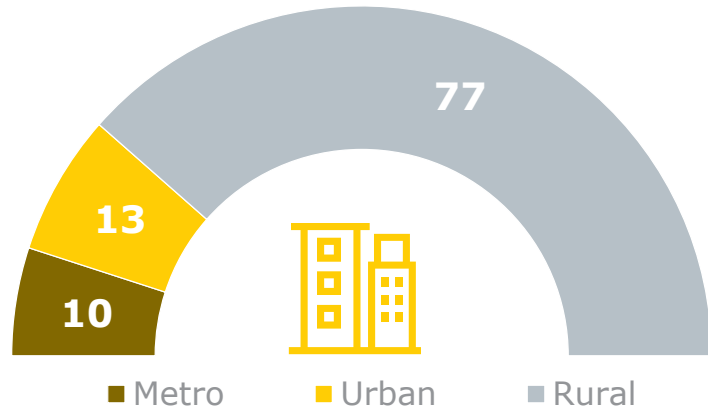
SEM's vs. LSM's in BRC RAM™...



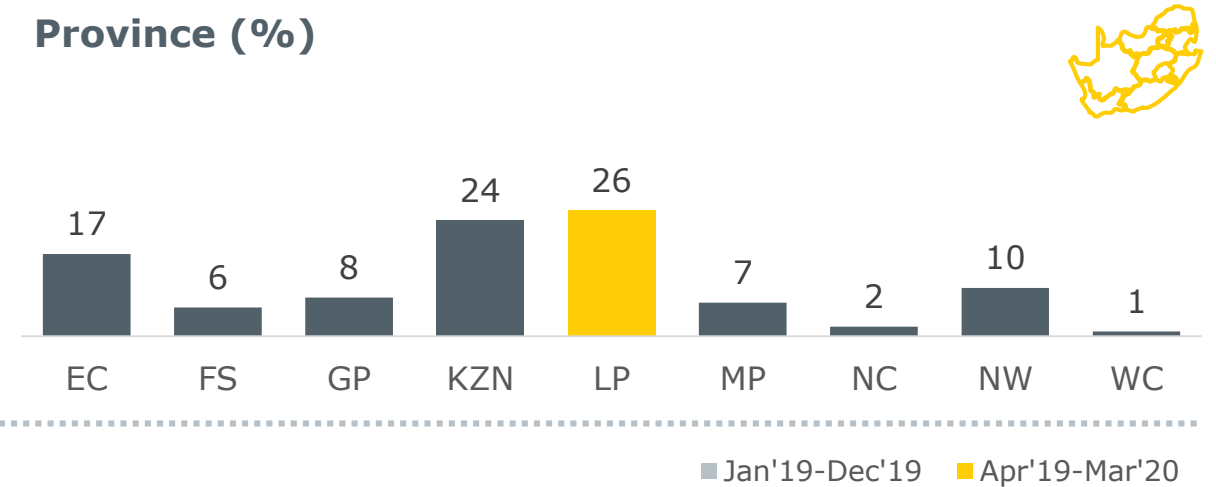
SEM 1 – Radio Listeners

Population: 2.8 million (7.5%)

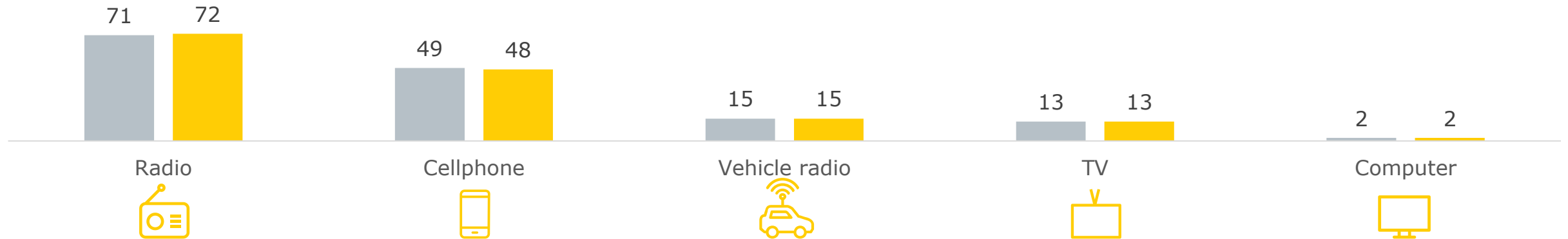
Area (%)



Province (%)



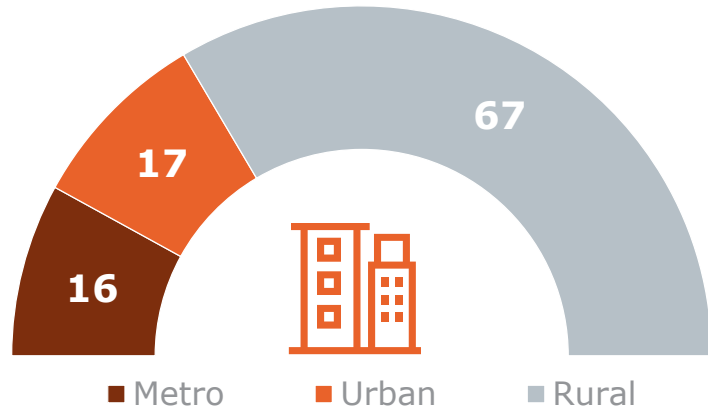
Devices (%)



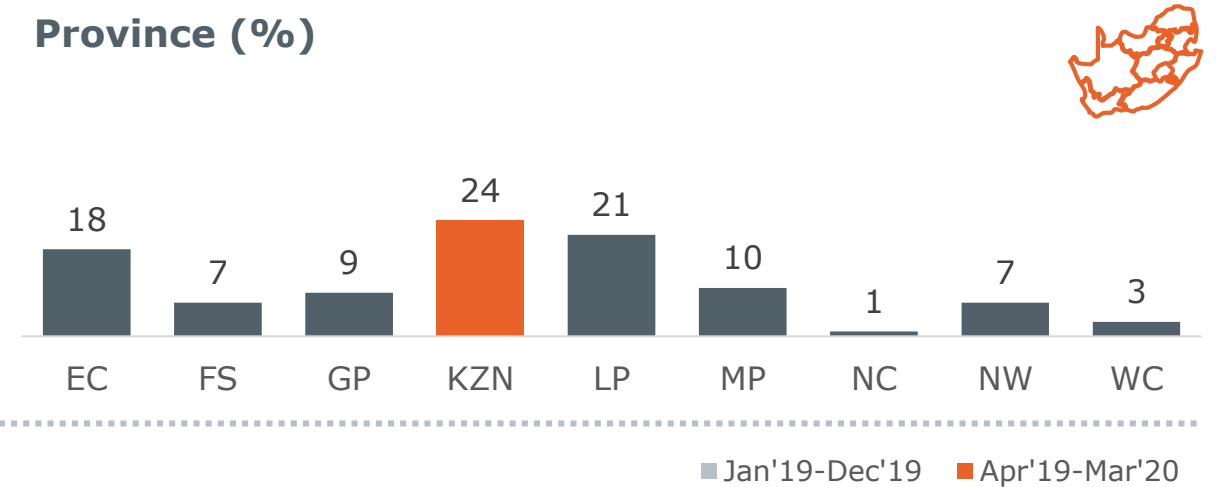
SEM 2 – Radio Listeners

Population: 5.1 million (13.6%)

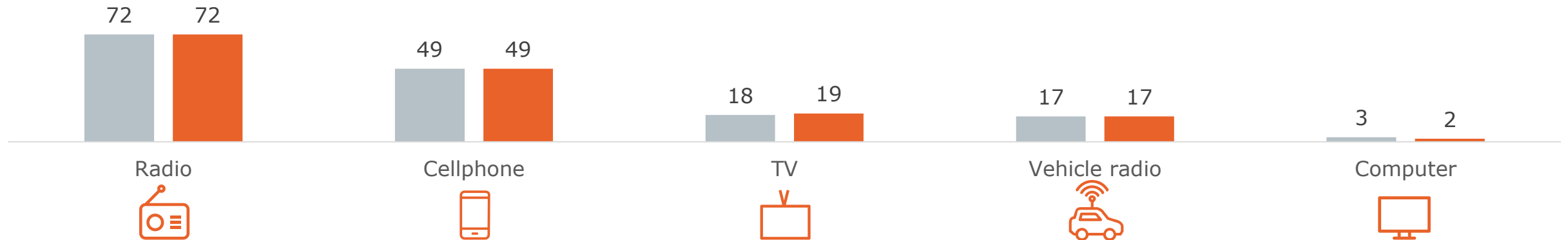
Area (%)



Province (%)



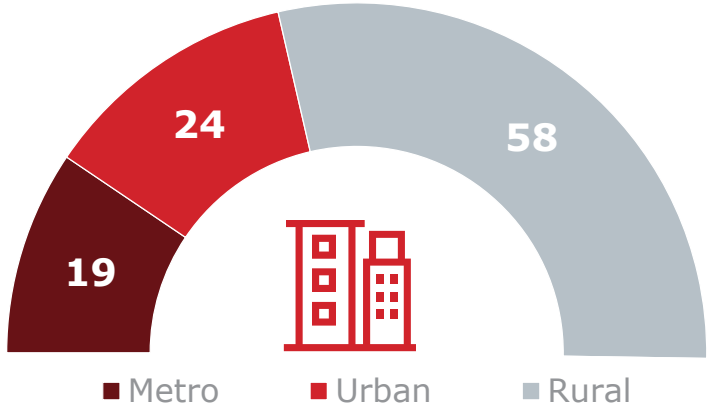
Devices (%)



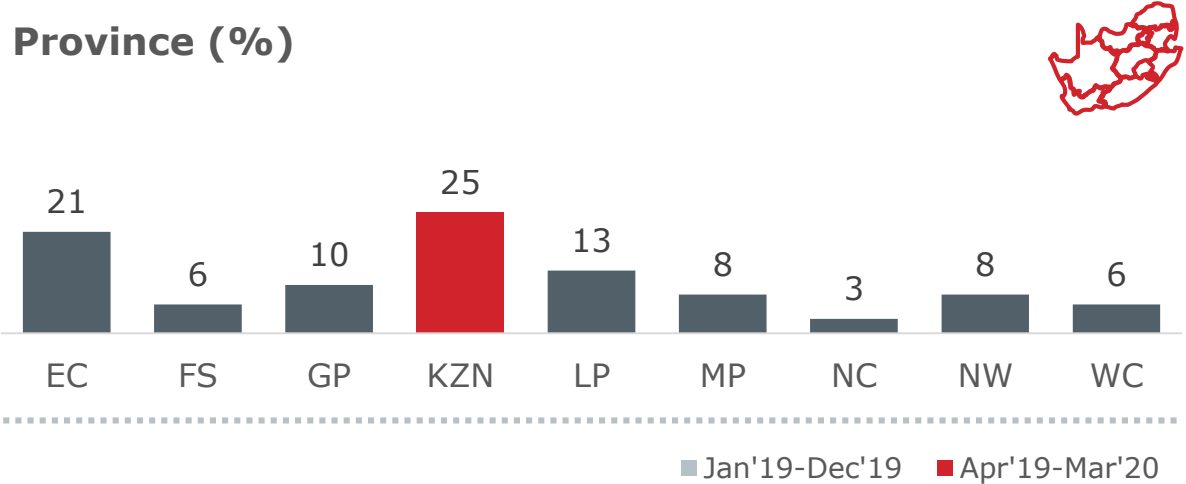
SEM 3 – Radio Listeners

Population: 5.0 million (13.1%)

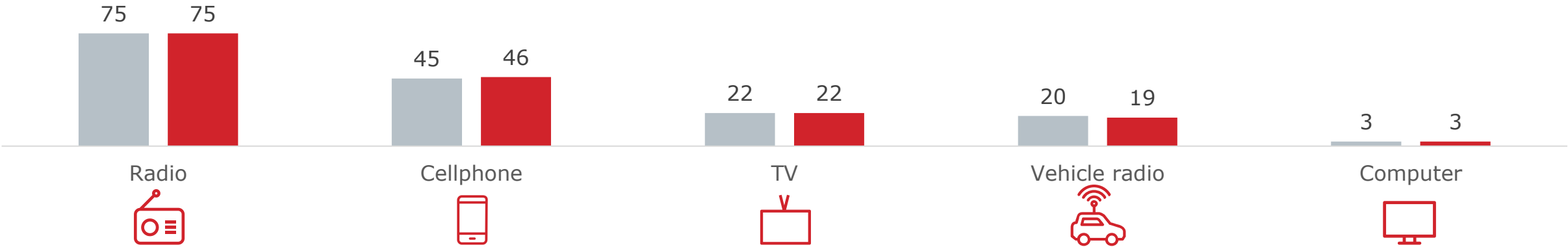
Area (%)



Province (%)



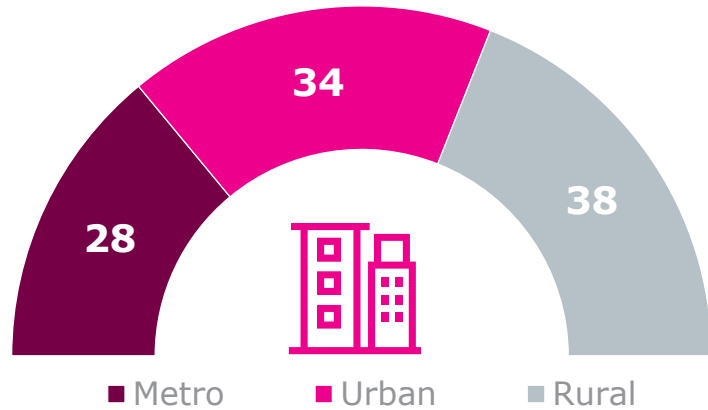
Devices (%)



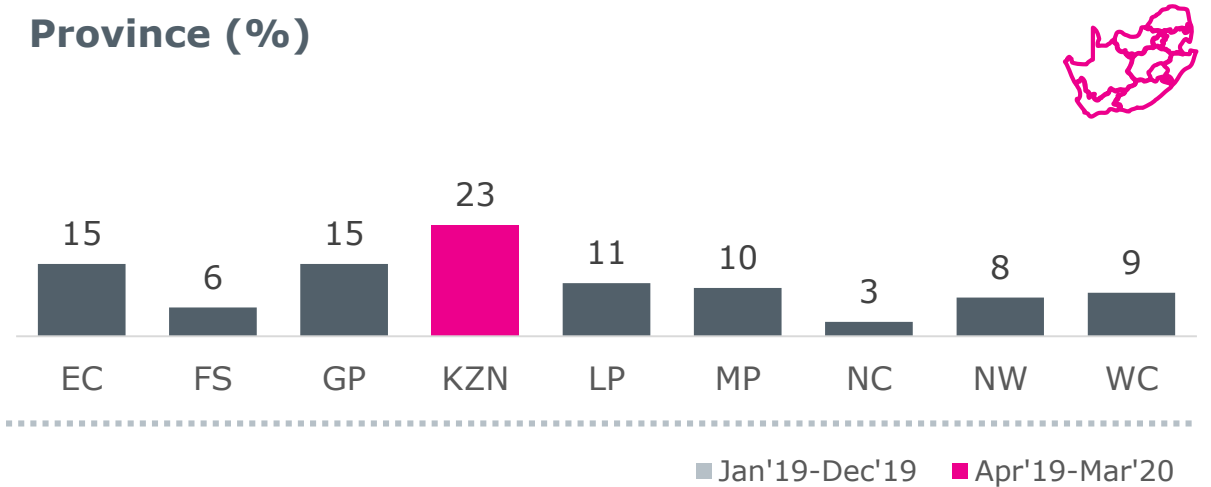
SEM 4 – Radio Listeners

Population: 4.1 million (10.9%)

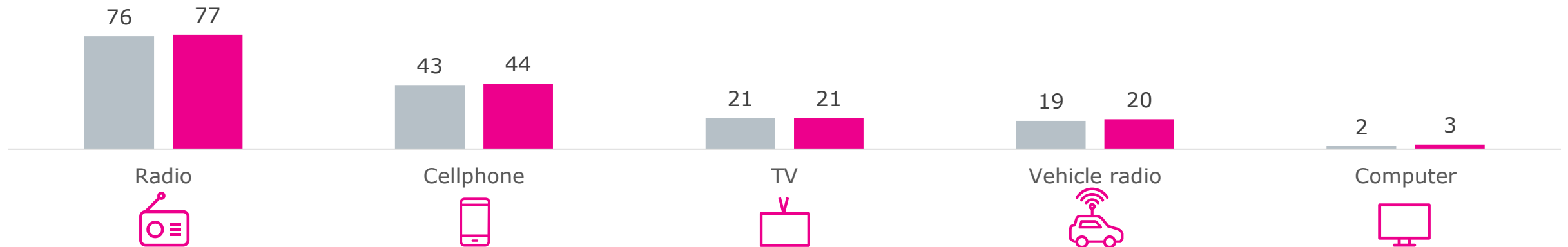
Area (%)



Province (%)



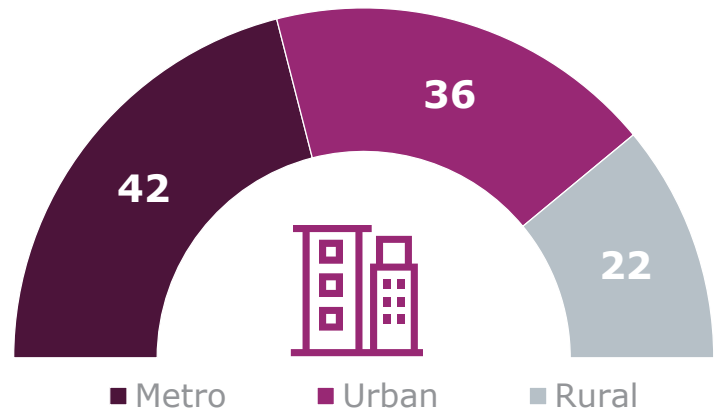
Devices (%)



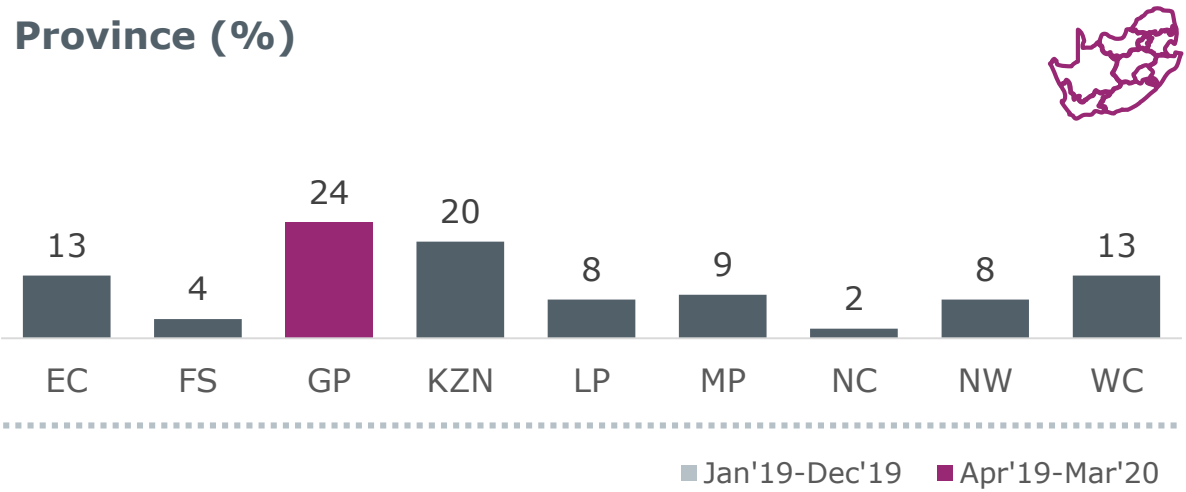
SEM 5 – Radio Listeners

Population: 4.1 million (10.8%)

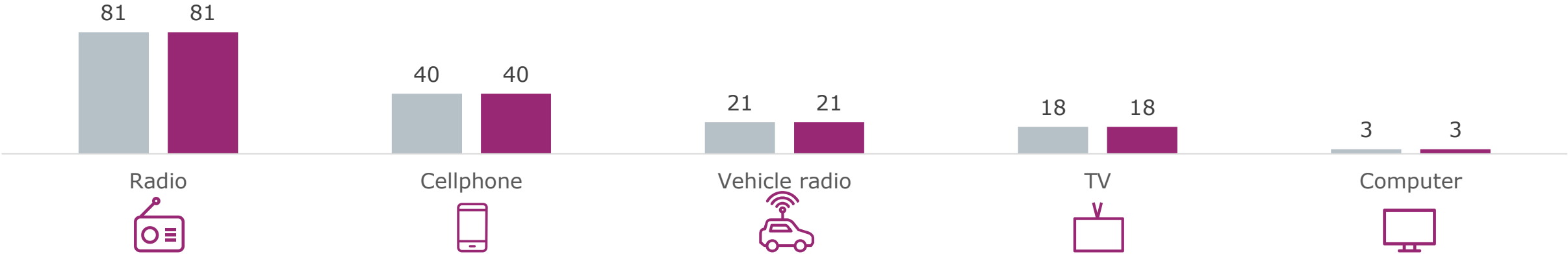
Area (%)



Province (%)



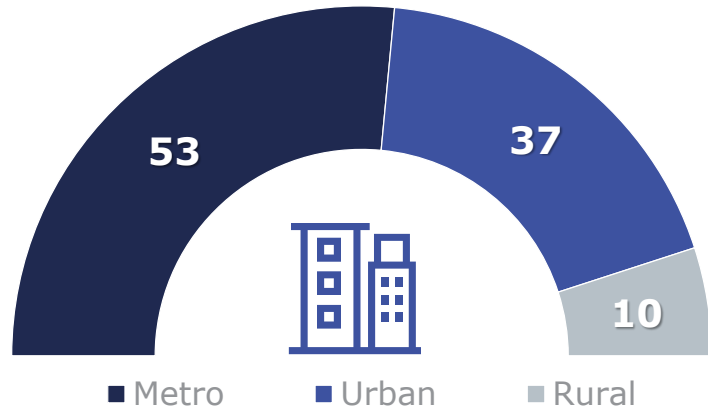
Devices (%)



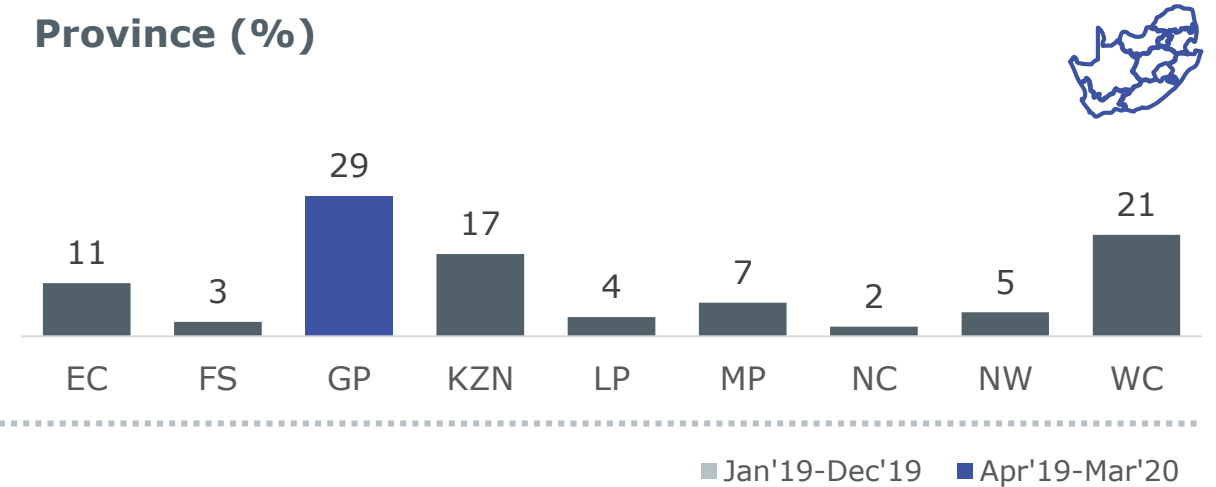
SEM 6 – Radio Listeners

Population: 4.2 million (11.0%)

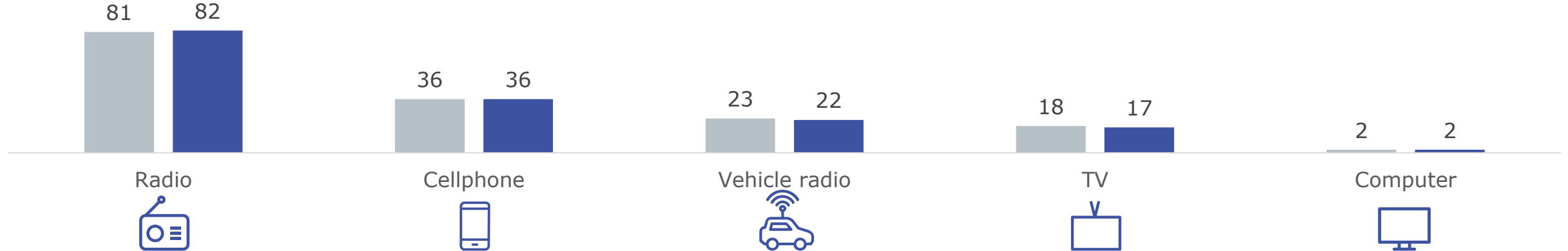
Area (%)



Province (%)



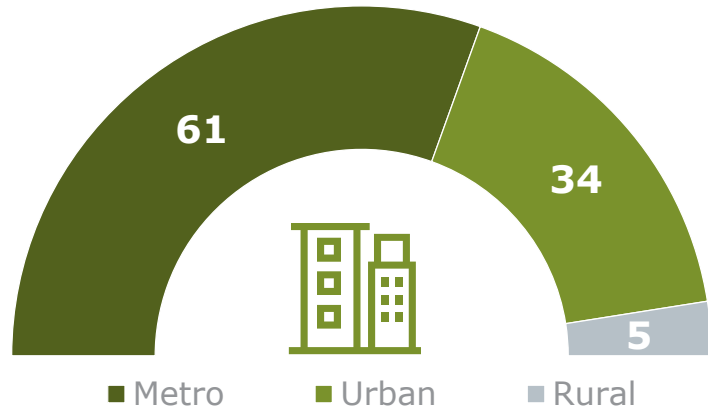
Devices (%)



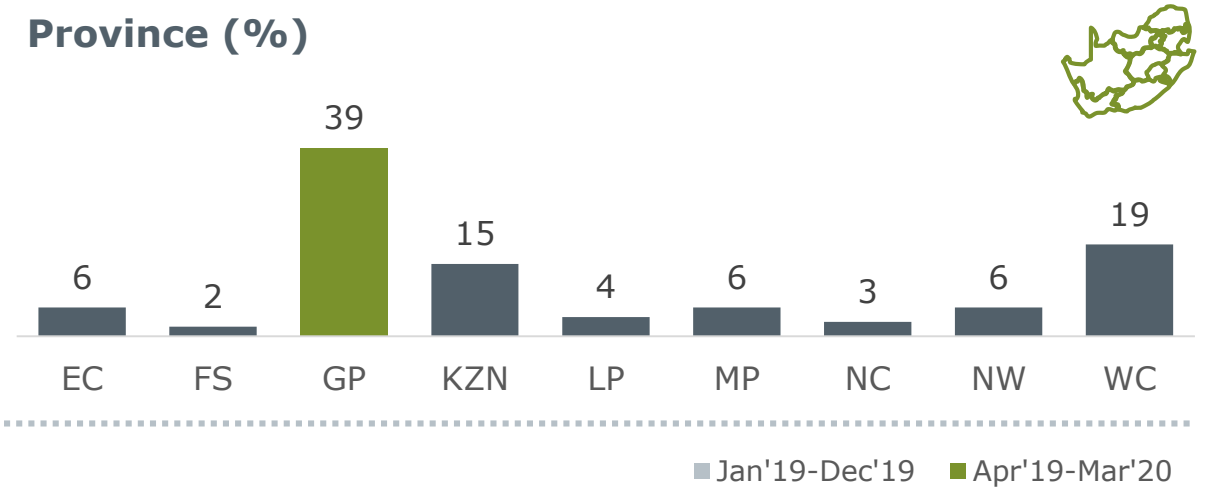
SEM 7 – Radio Listeners

Population: 3.8 million (10.0%)

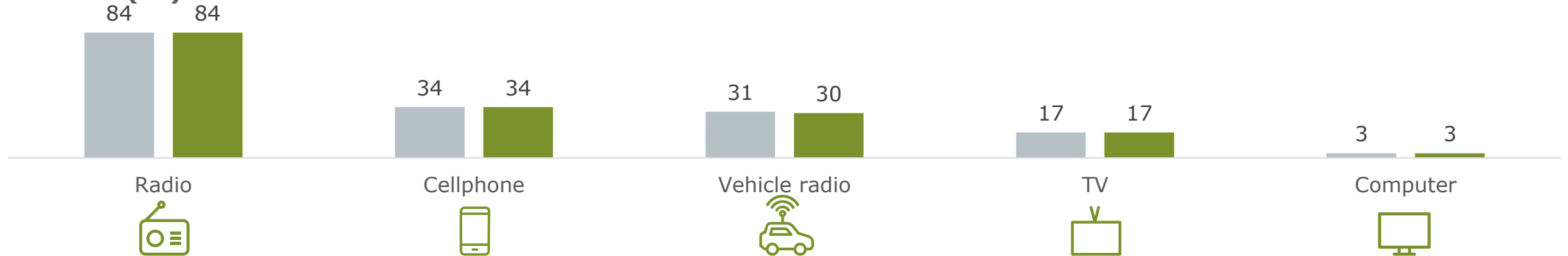
Area (%)



Province (%)



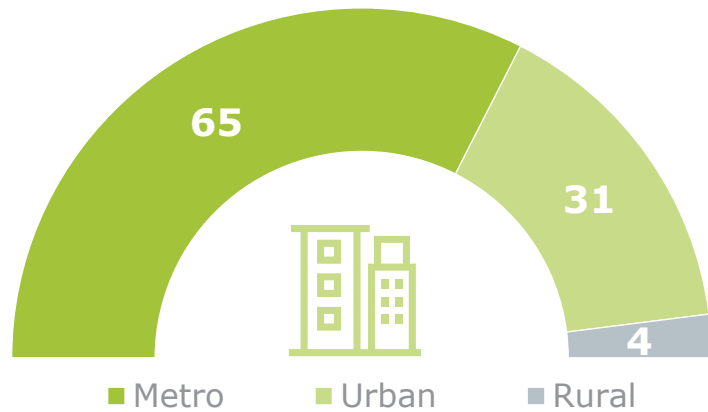
Devices (%)



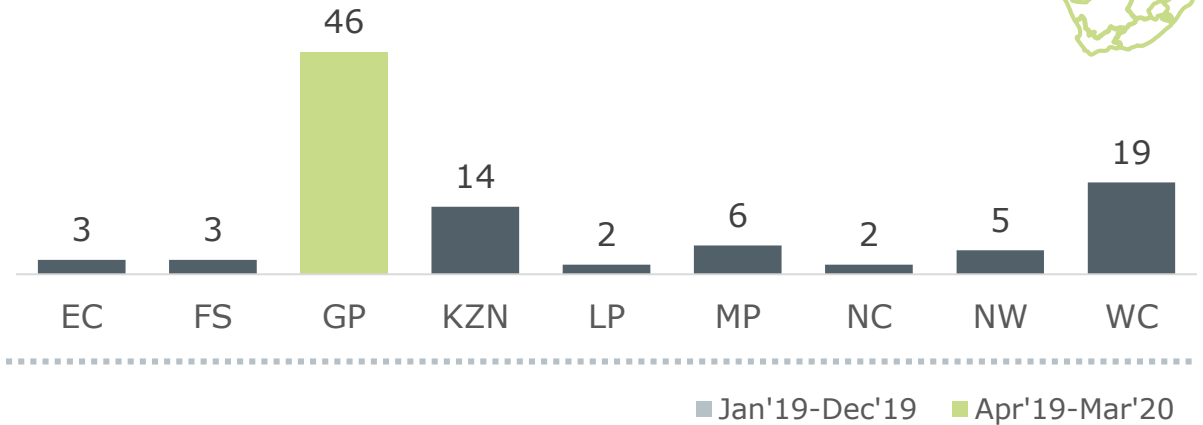
SEM 8 – Radio Listeners

Population: 3.0 million (8.0%)

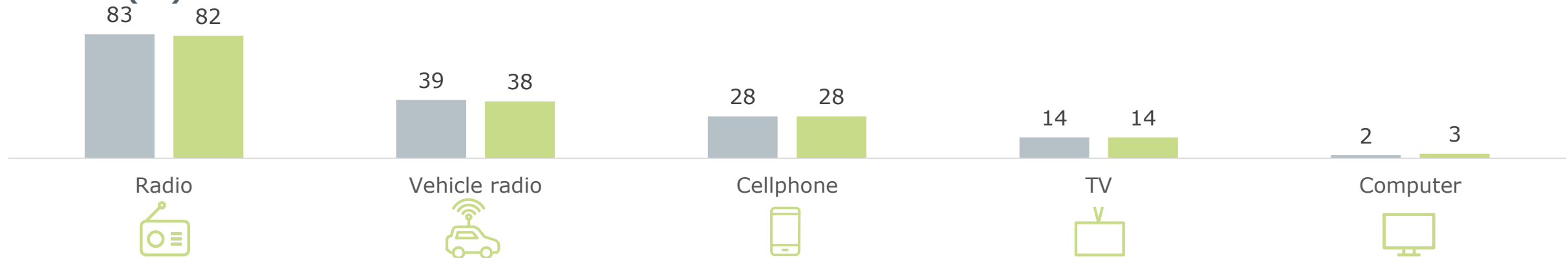
Area (%)



Province (%)

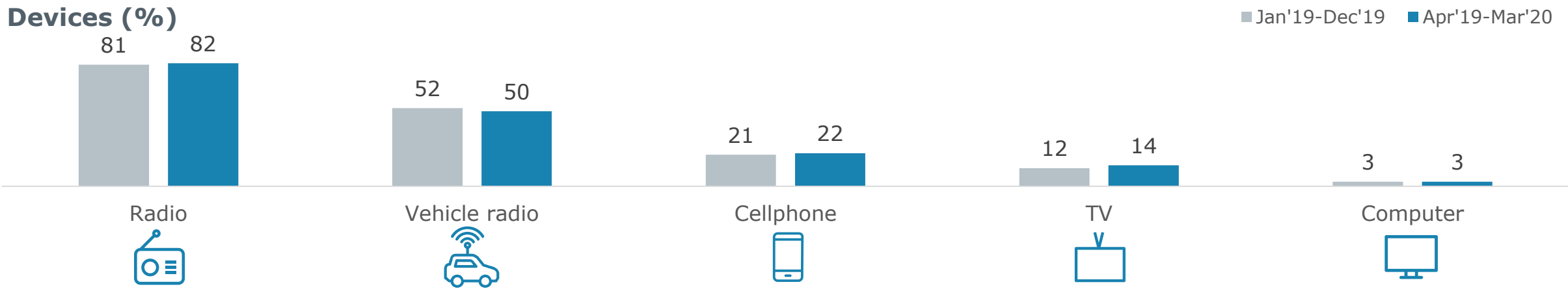
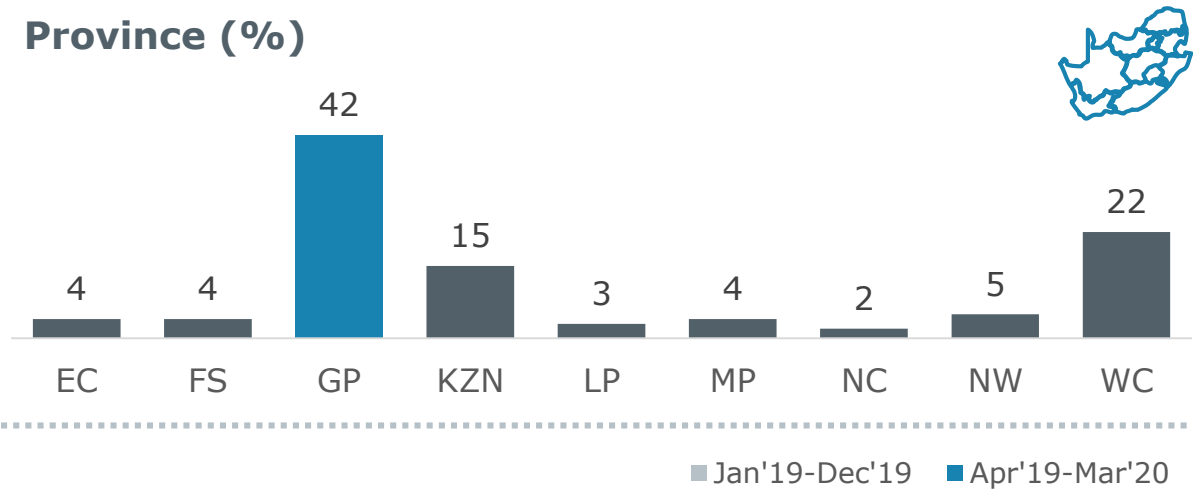
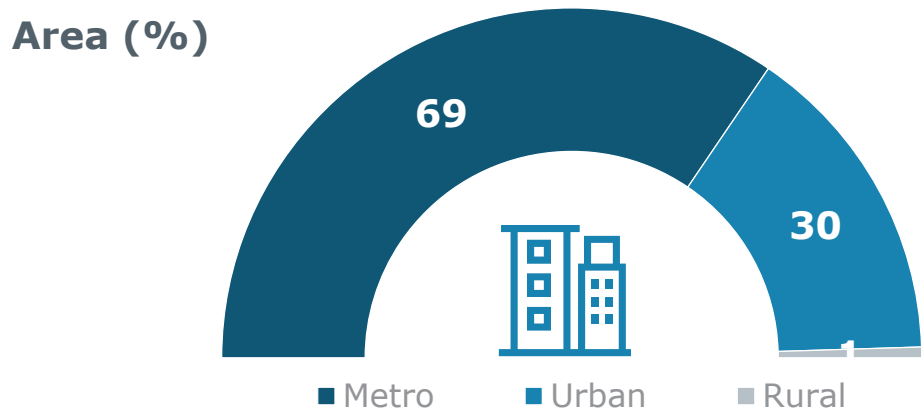


Devices (%)



SEM 9 – Radio Listeners

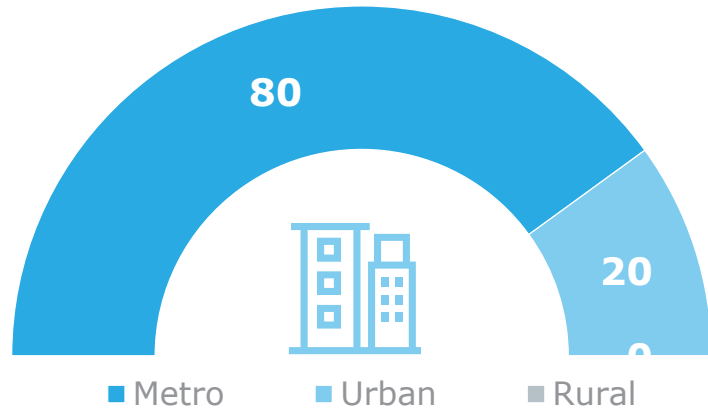
Population: 2.6 million (7.0%)



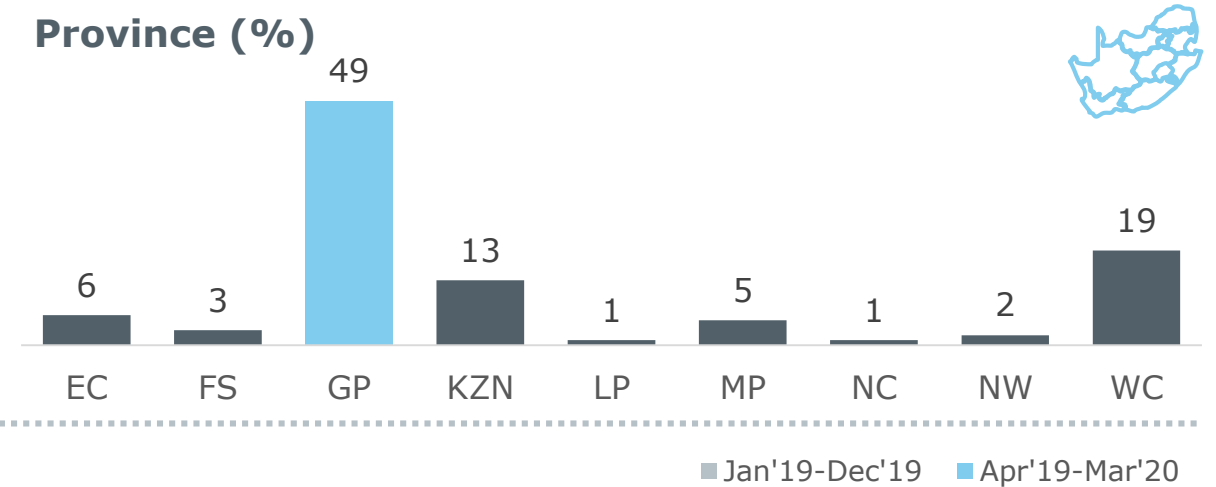
SEM 10 – Radio Listeners

Population: 3.1 million (8.1%)

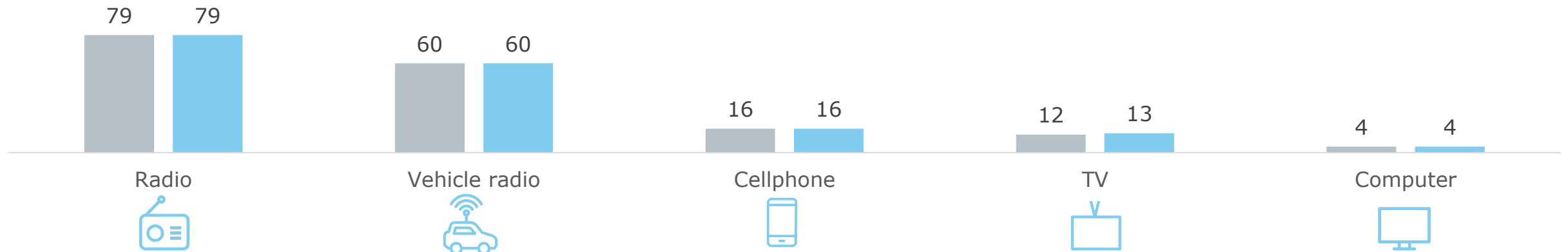
Area (%)



Province (%)



Devices (%)

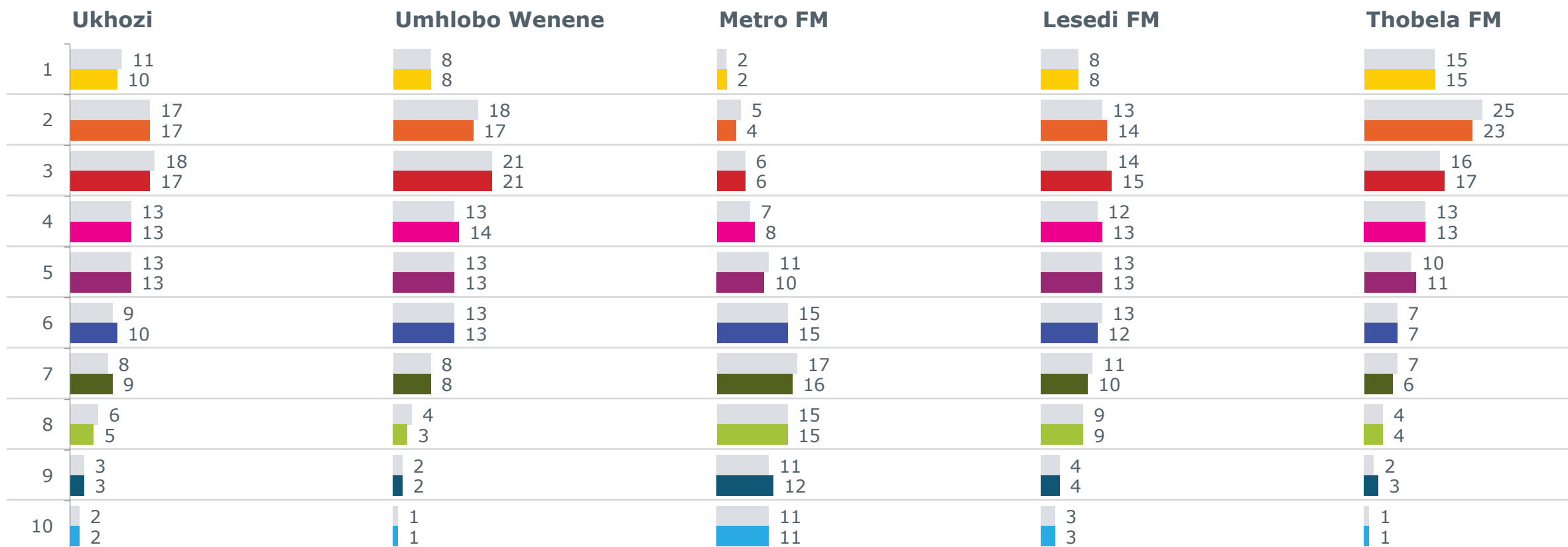


Station Profile by SEM

Commercial and PBS



Station Profile (%)

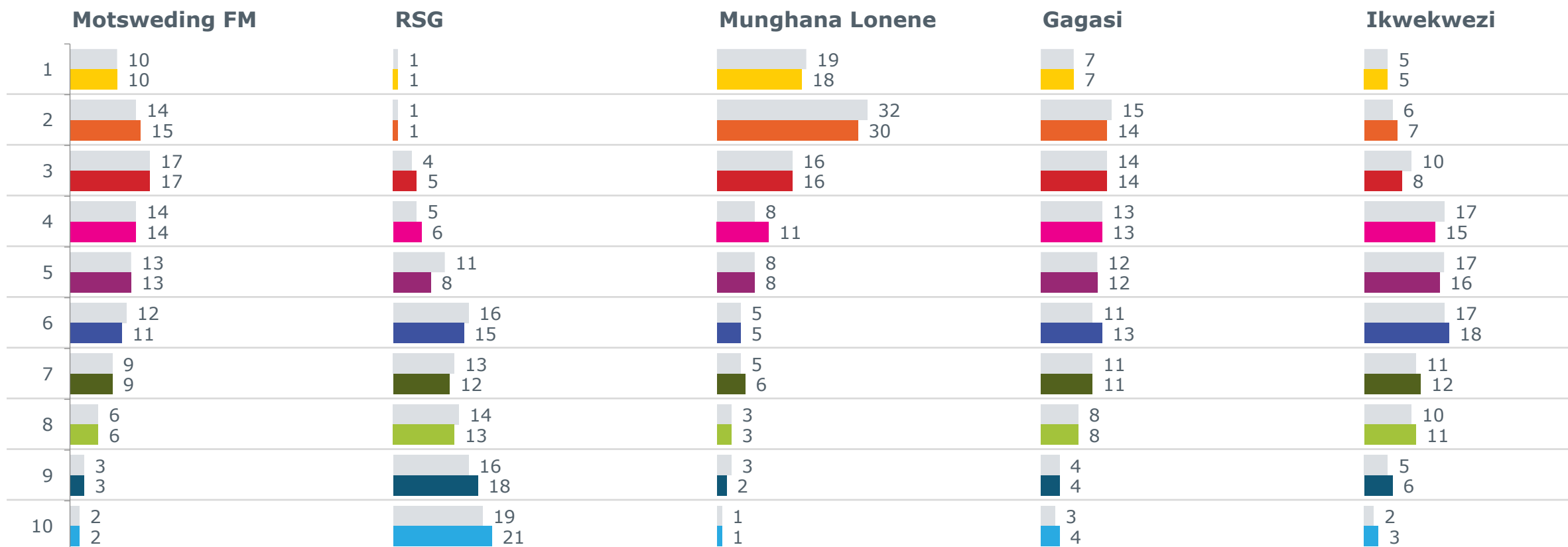


Station Profile by SEM

Commercial and PBS



Station Profile (%)

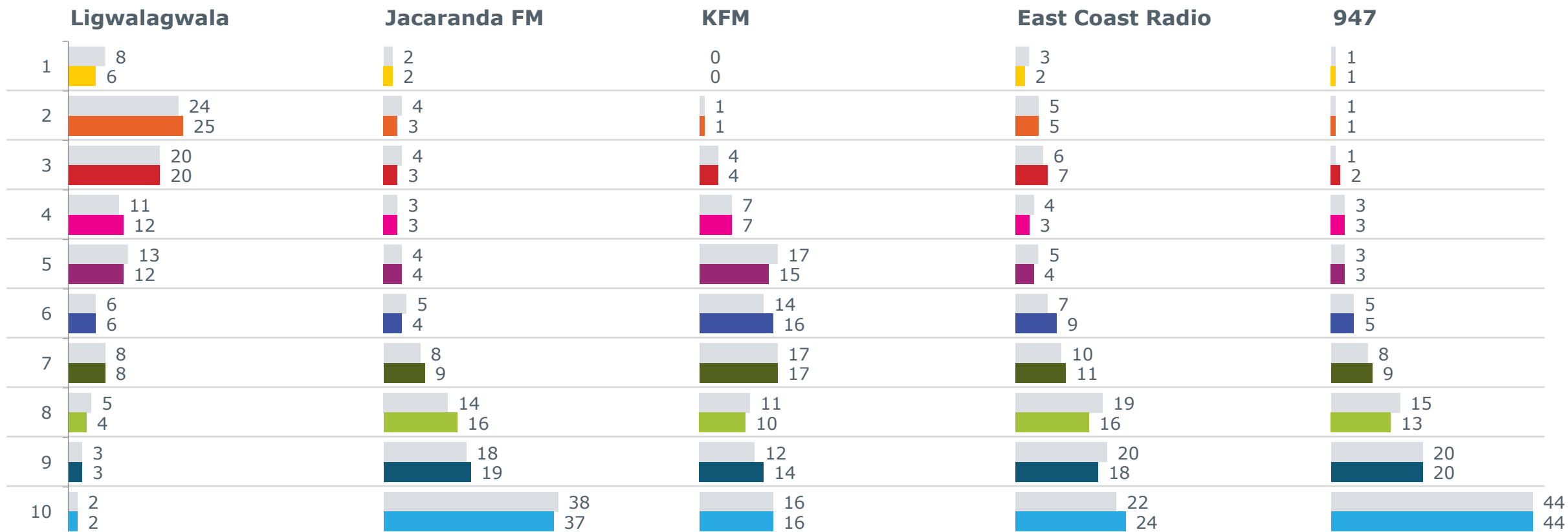


Station Profile by SEM

Commercial and PBS



Station Profile (%)

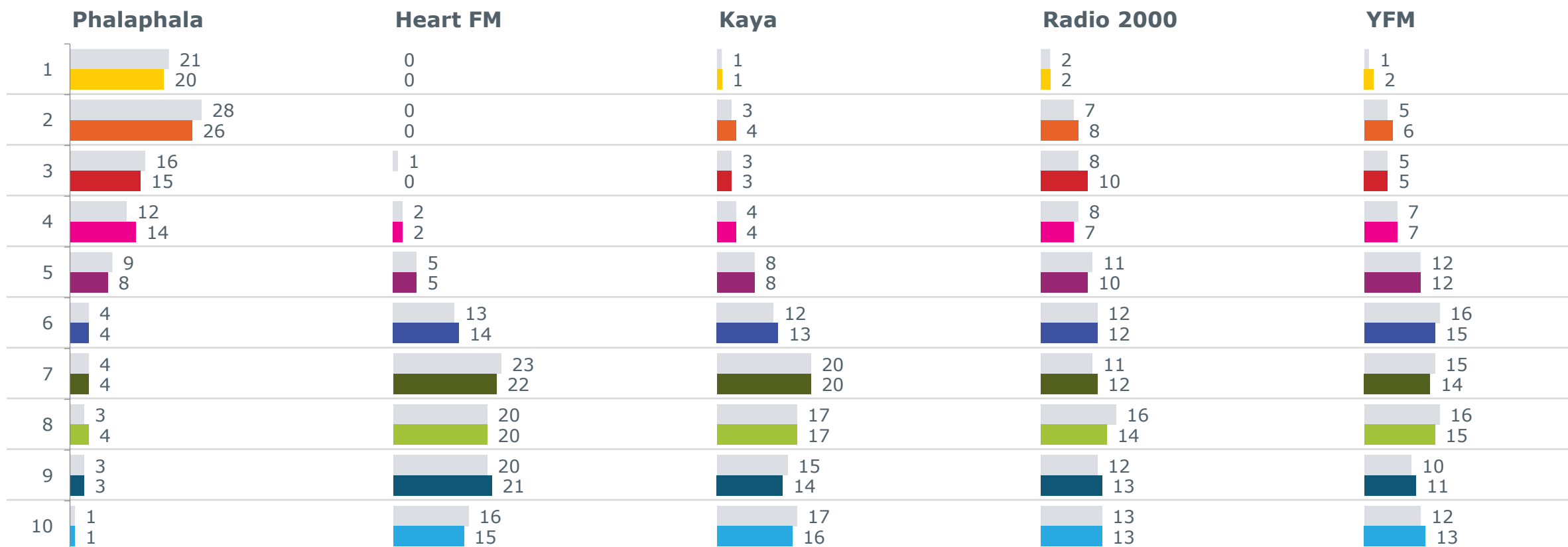


Station Profile by SEM

Commercial and PBS



Station Profile (%)

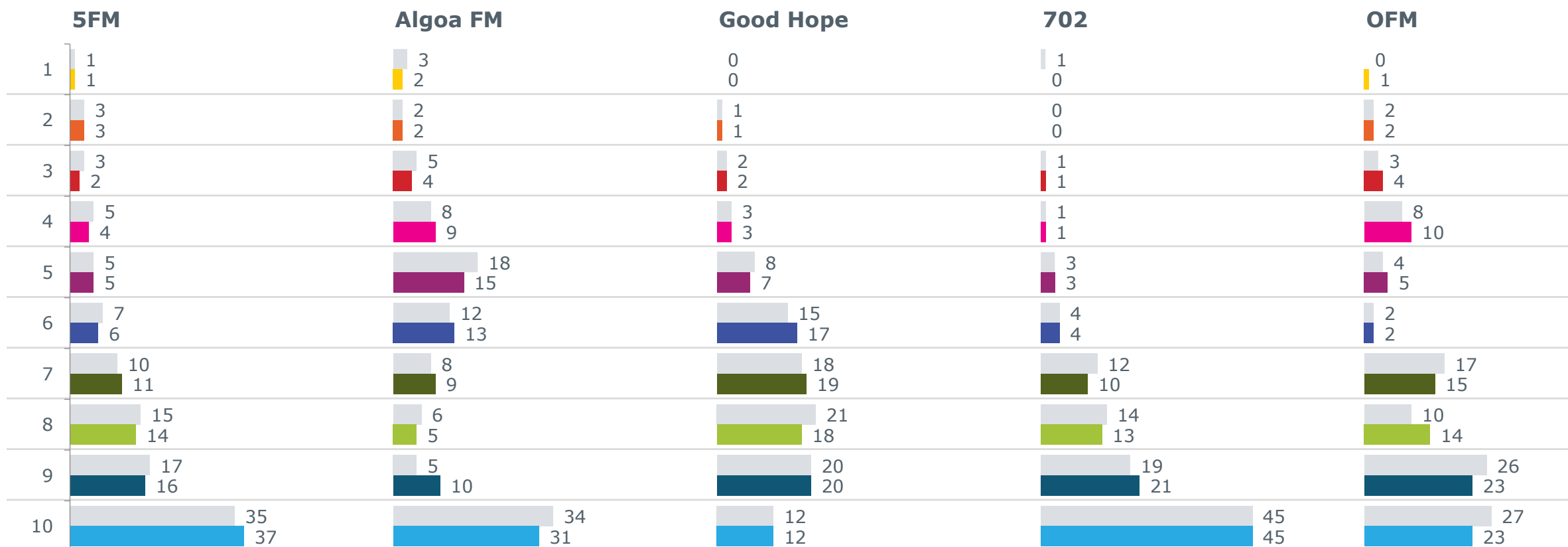


Station Profile by SEM

Commercial and PBS



Station Profile (%)

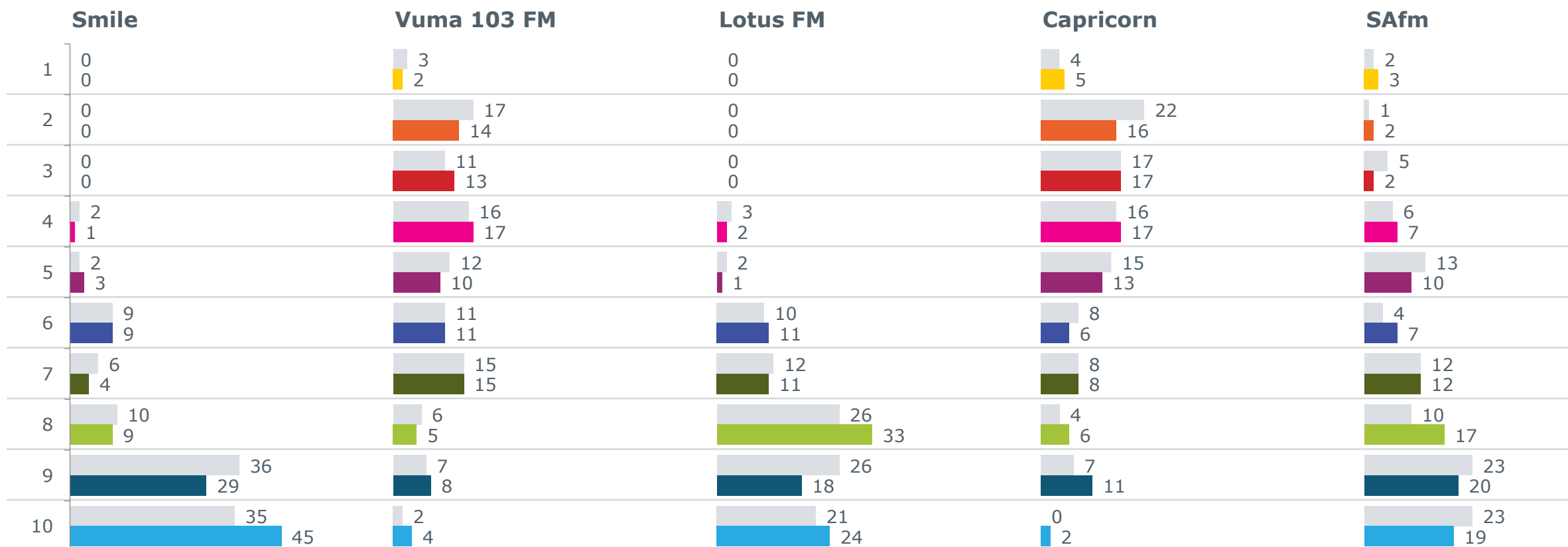


Station Profile by SEM

Commercial and PBS



Station Profile (%)

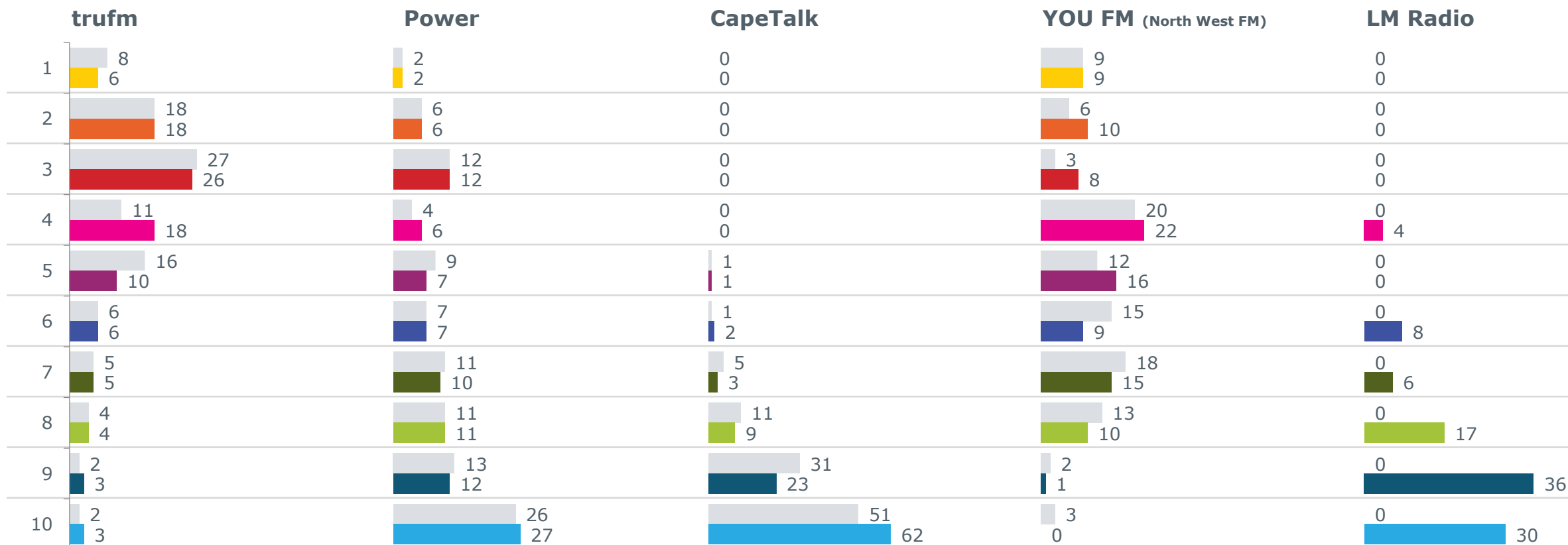


Station Profile by SEM

Commercial and PBS



Station Profile (%)

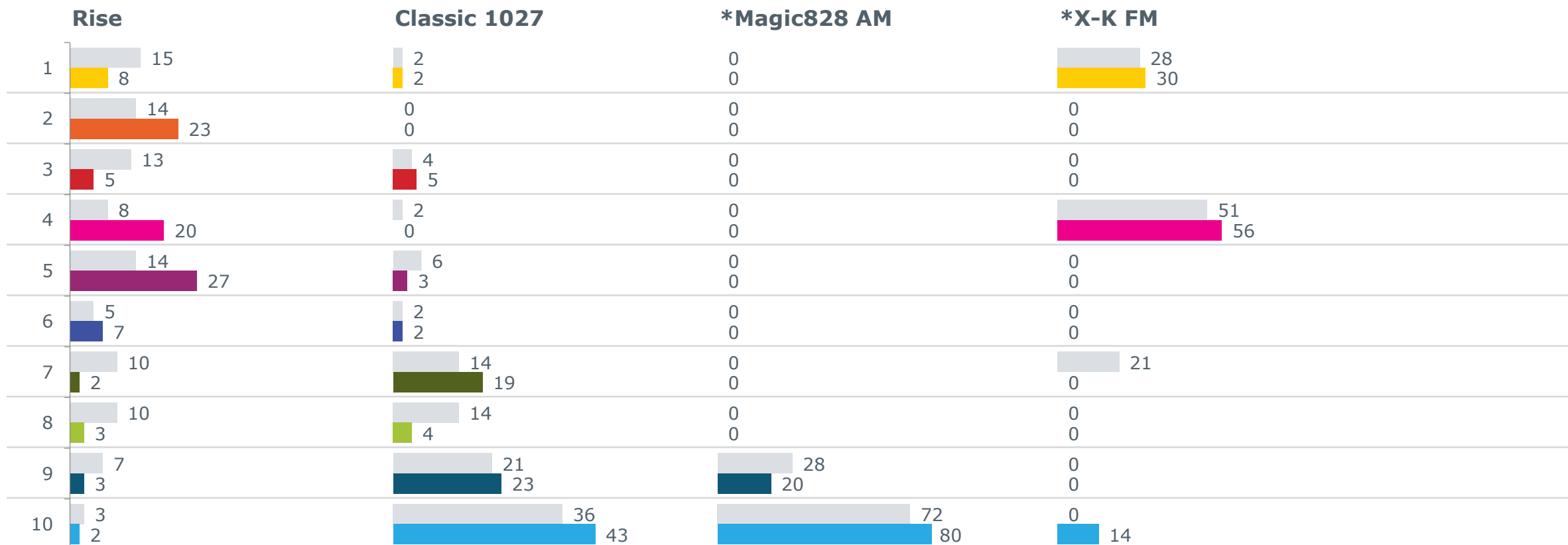


Station Profile by SEM

Commercial and PBS



Station Profile (%)

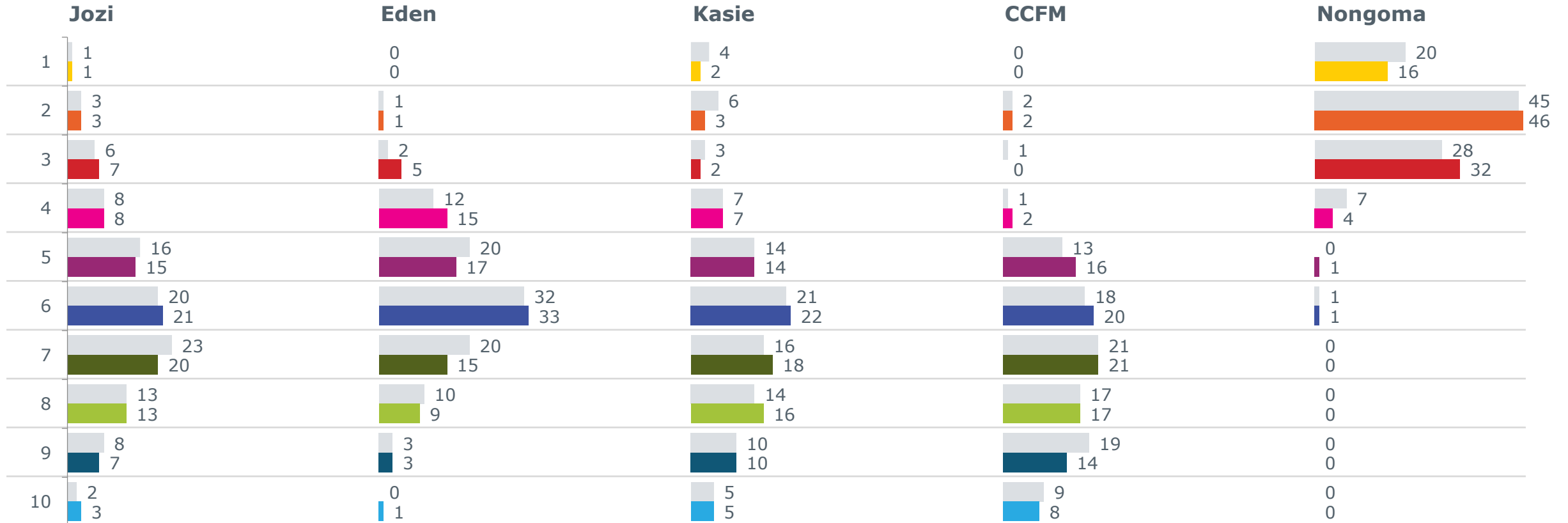


Station Profile by SEM

Community



Station Profile (%)

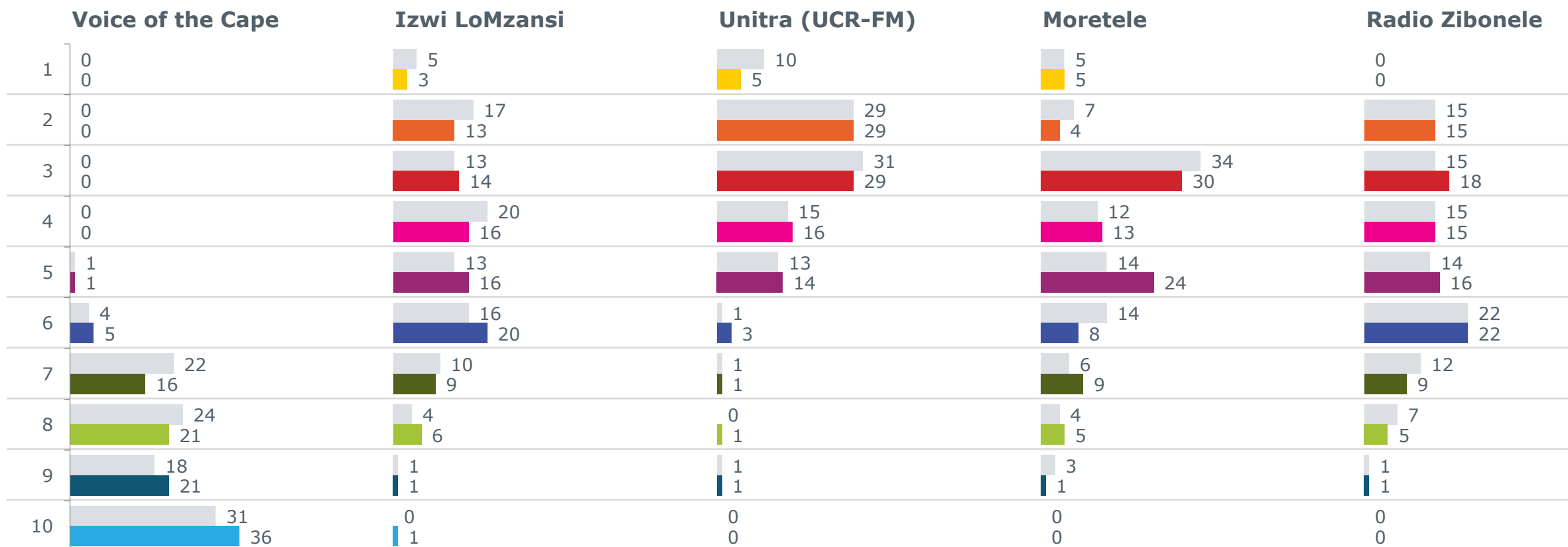


Station Profile by SEM

Community



Station Profile (%)

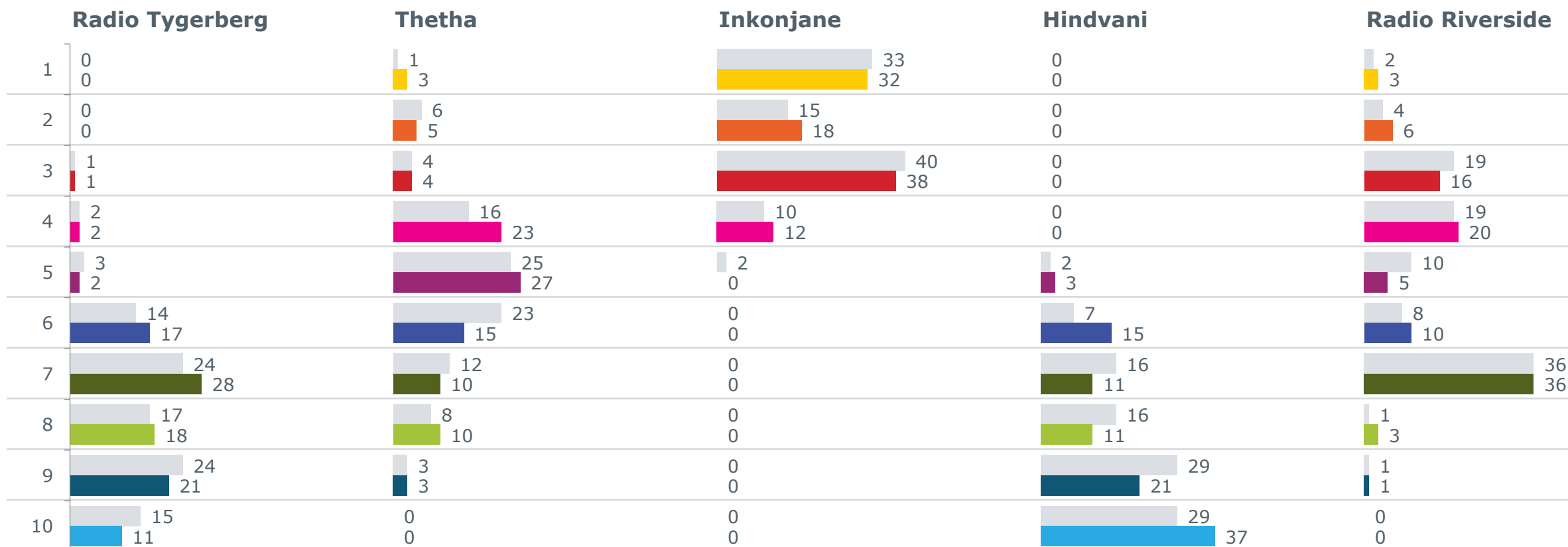


Station Profile by SEM

Community



Station Profile (%)

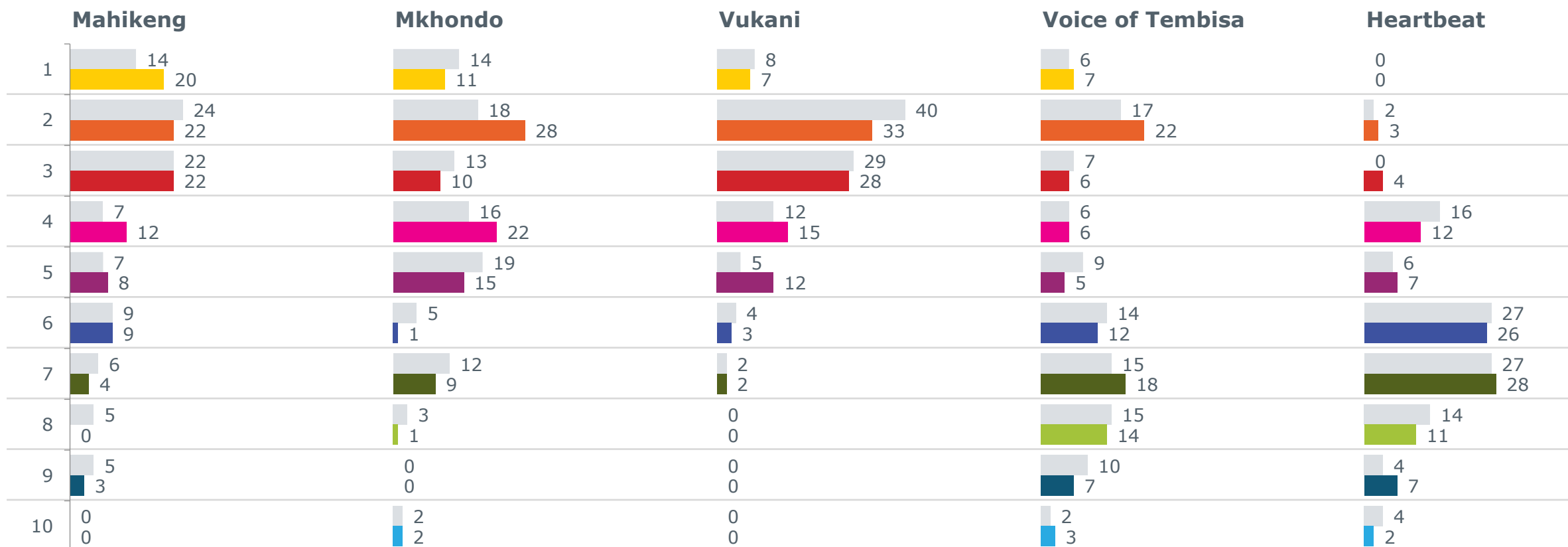


Station Profile by SEM

Community



Station Profile (%)

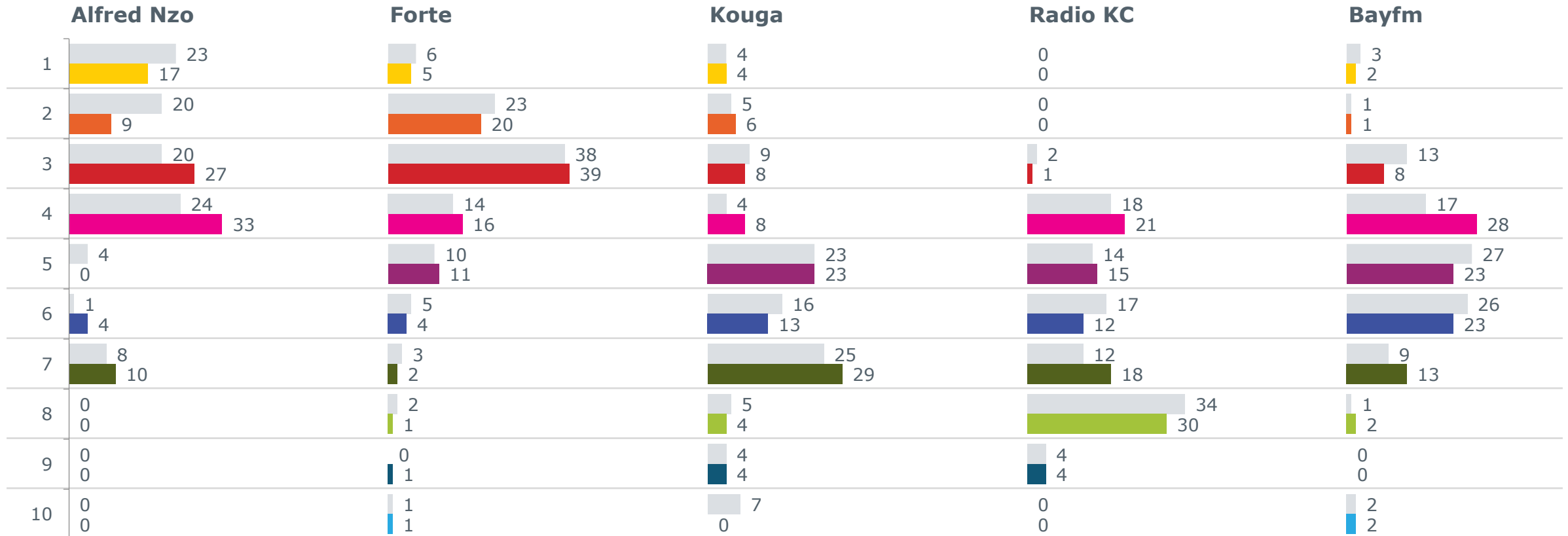


Station Profile by SEM

Community



Station Profile (%)



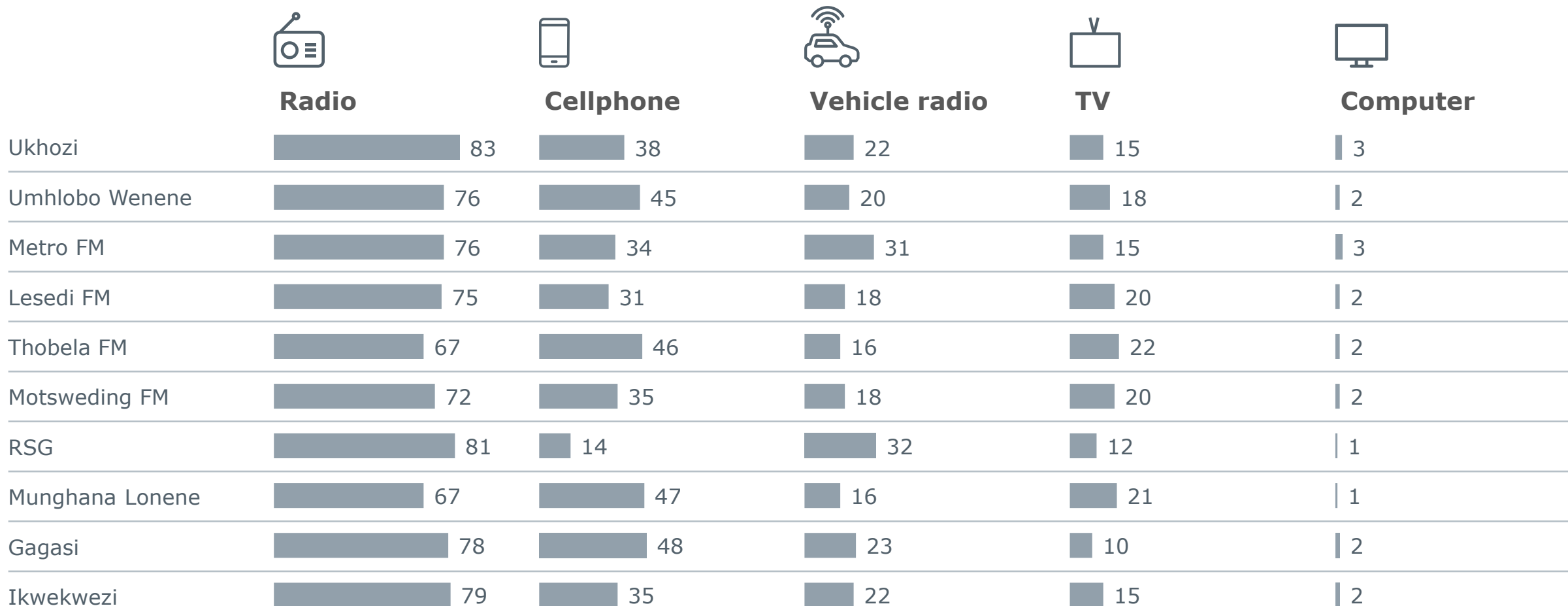
6

Device & Location



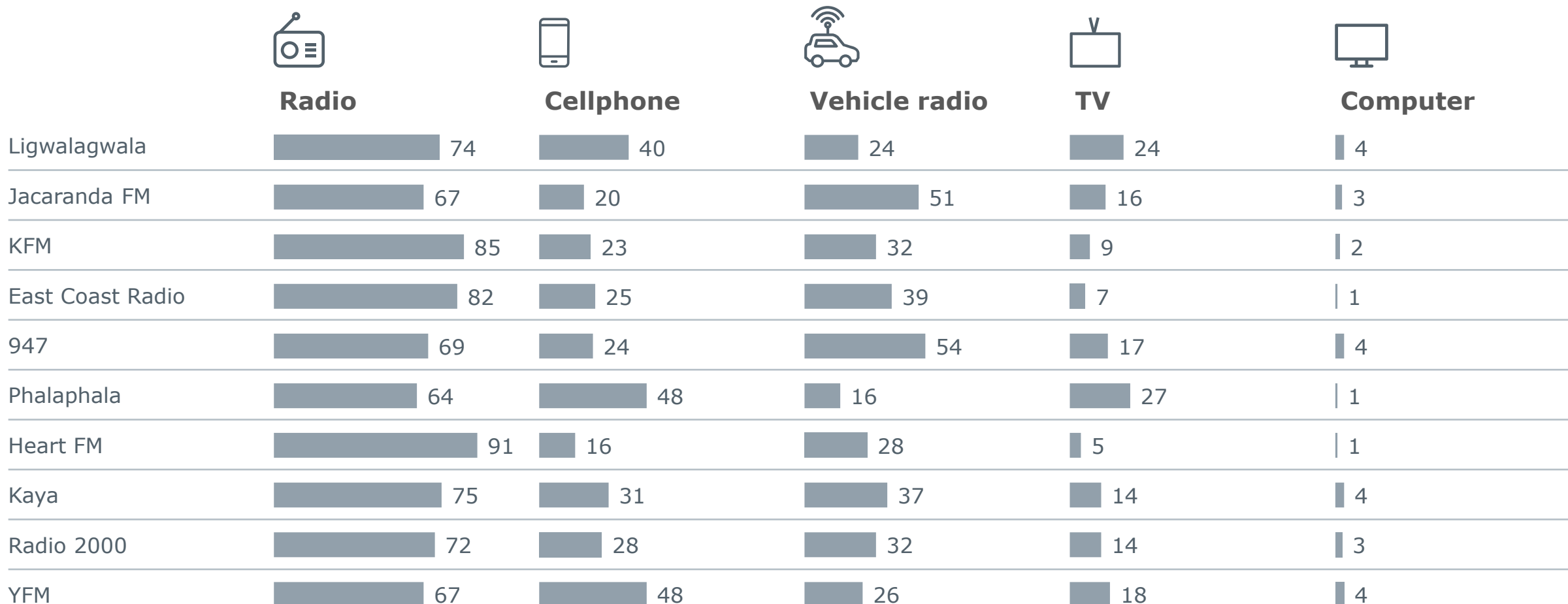
Station listening by Device

Commercial and PBS



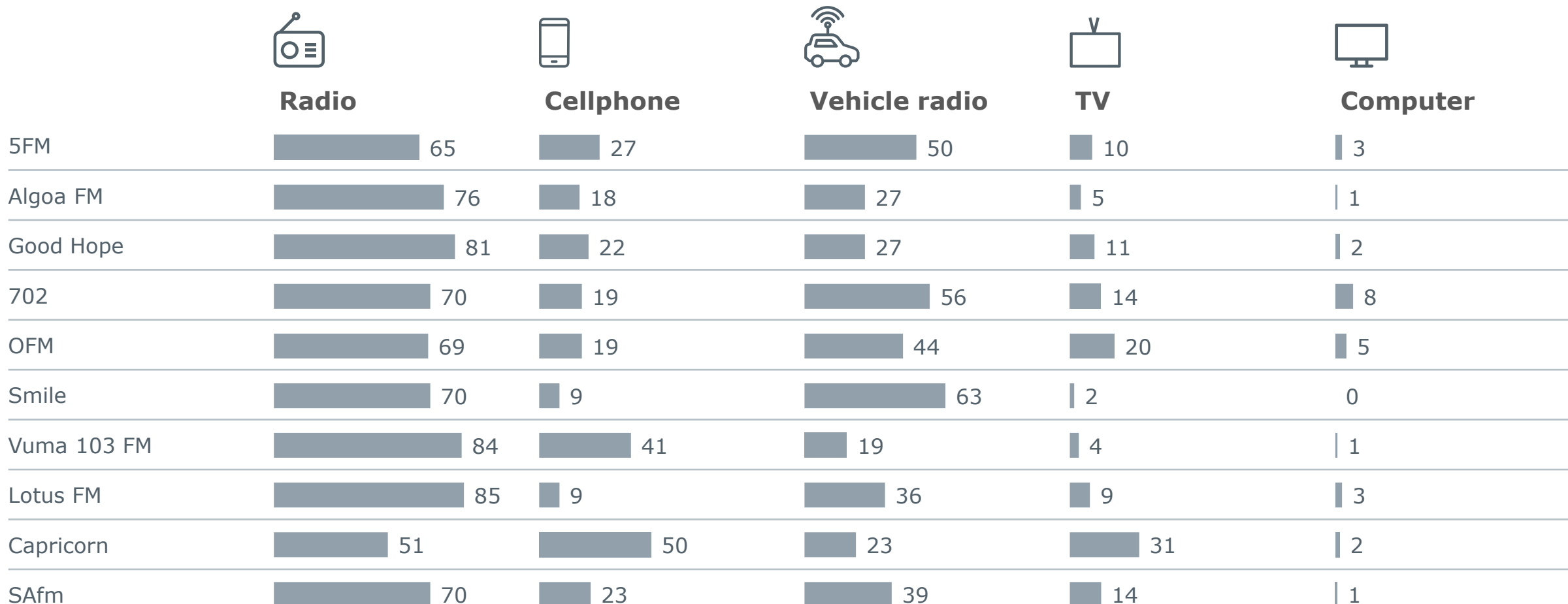
Station listening by Device

Commercial and PBS



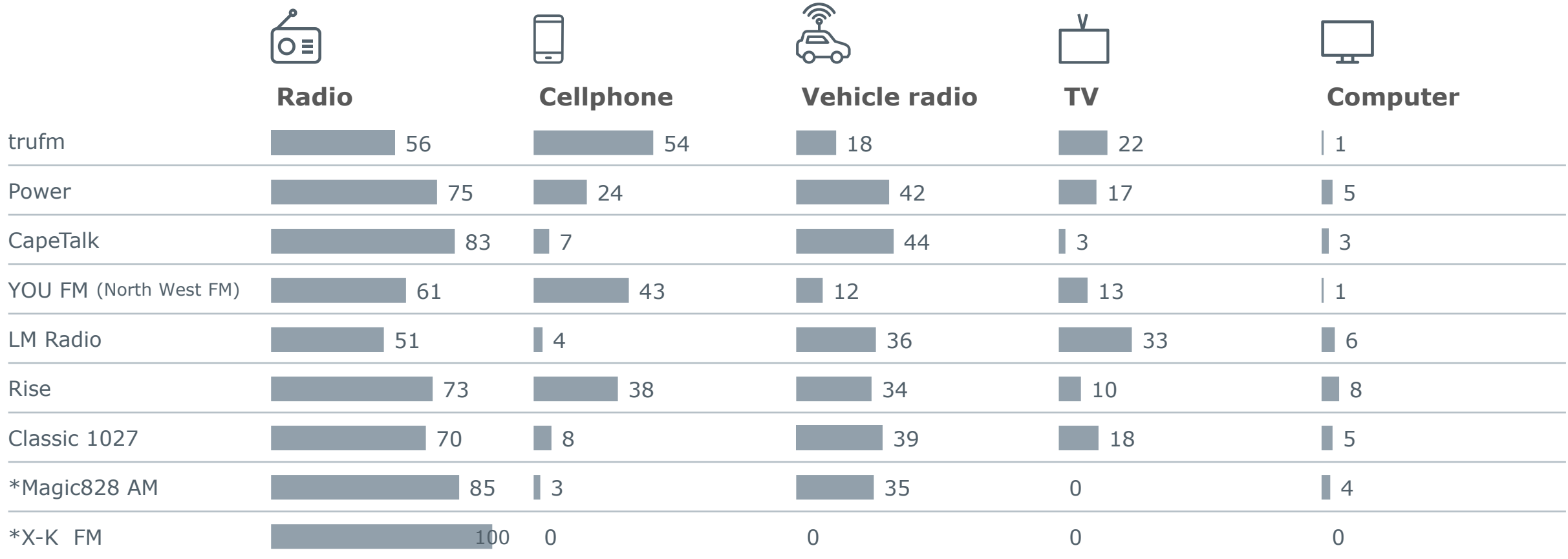
Station listening by Device

Commercial and PBS



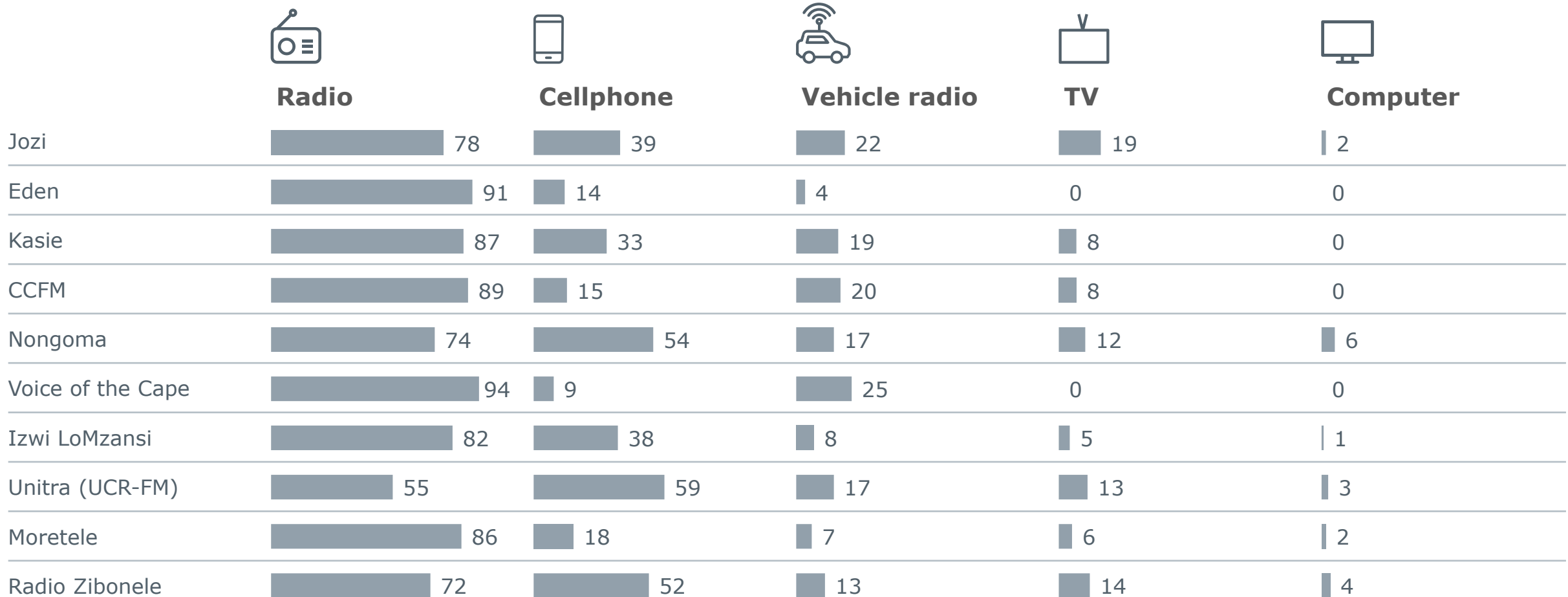
Station listening by Device

Commercial and PBS



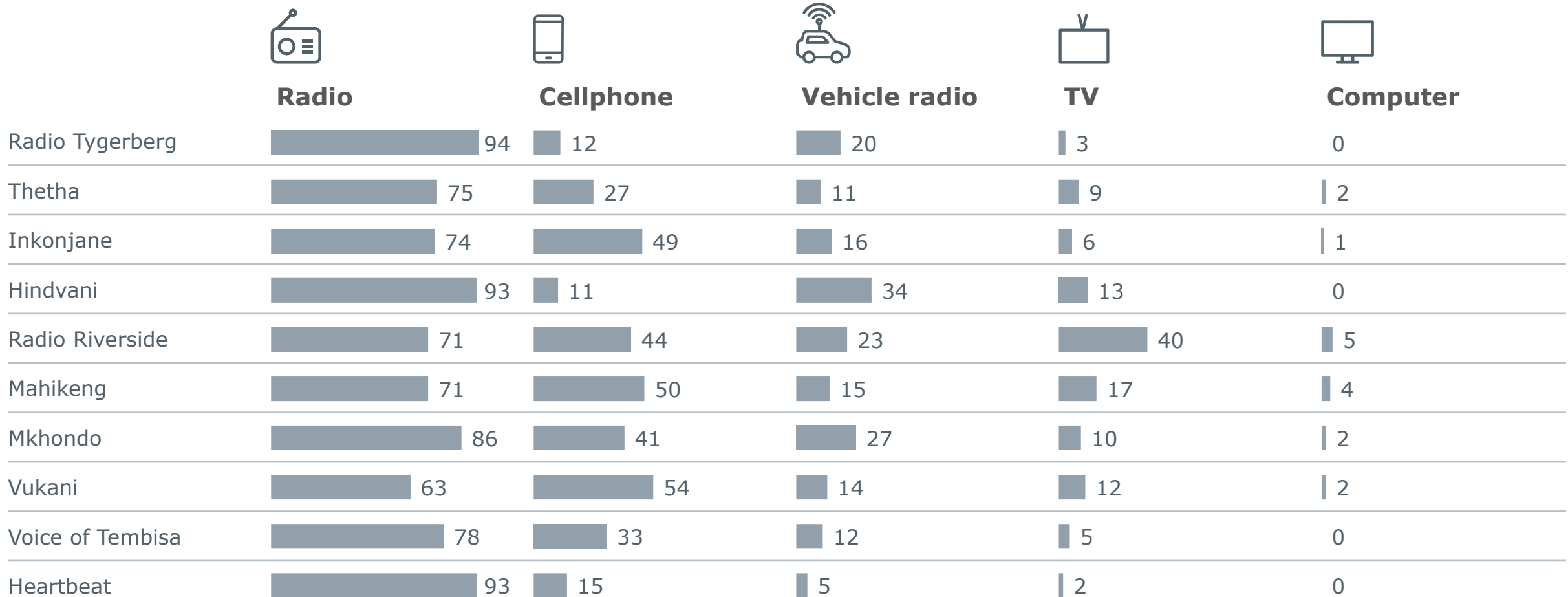
Station listening by Device

Community



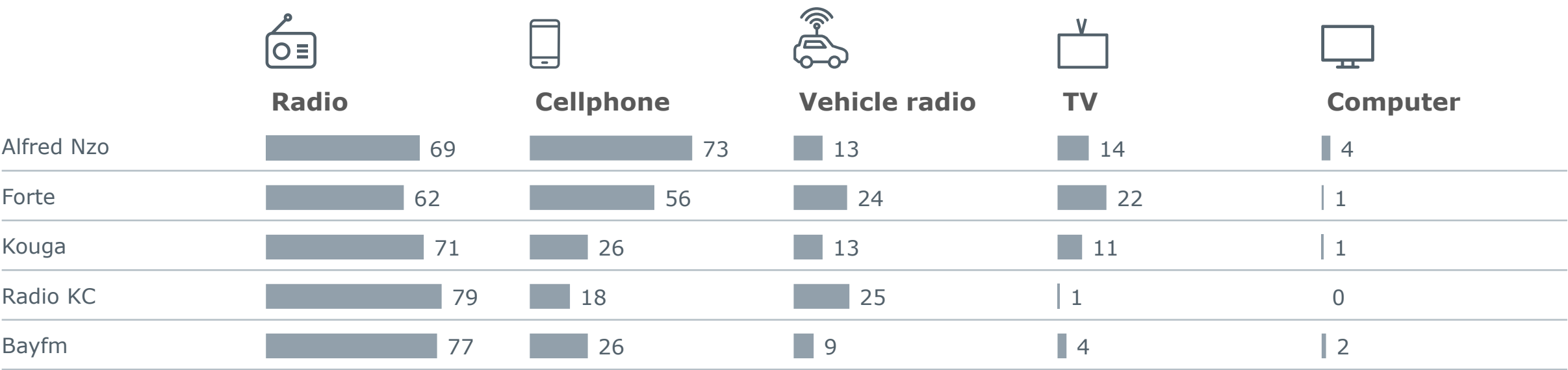
Station listening by Device

Community



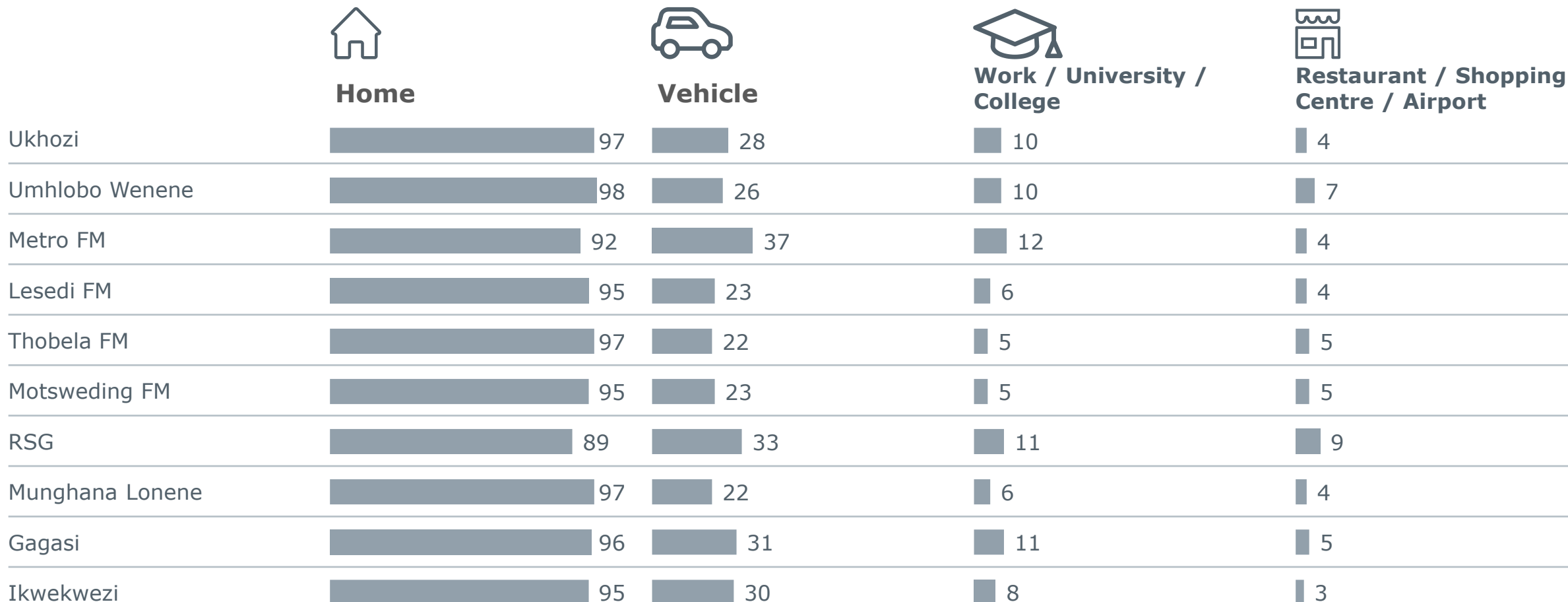
Station listening by Device

Community



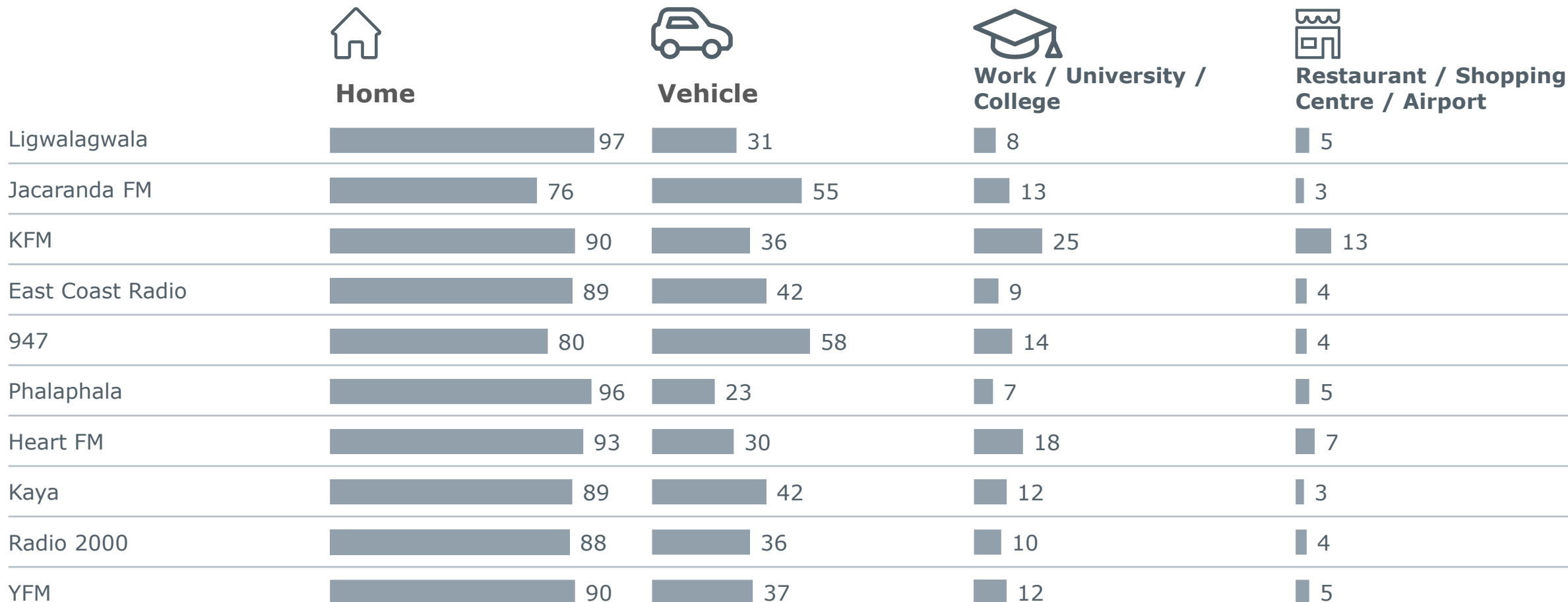
Station listening by Location

Commercial and PBS



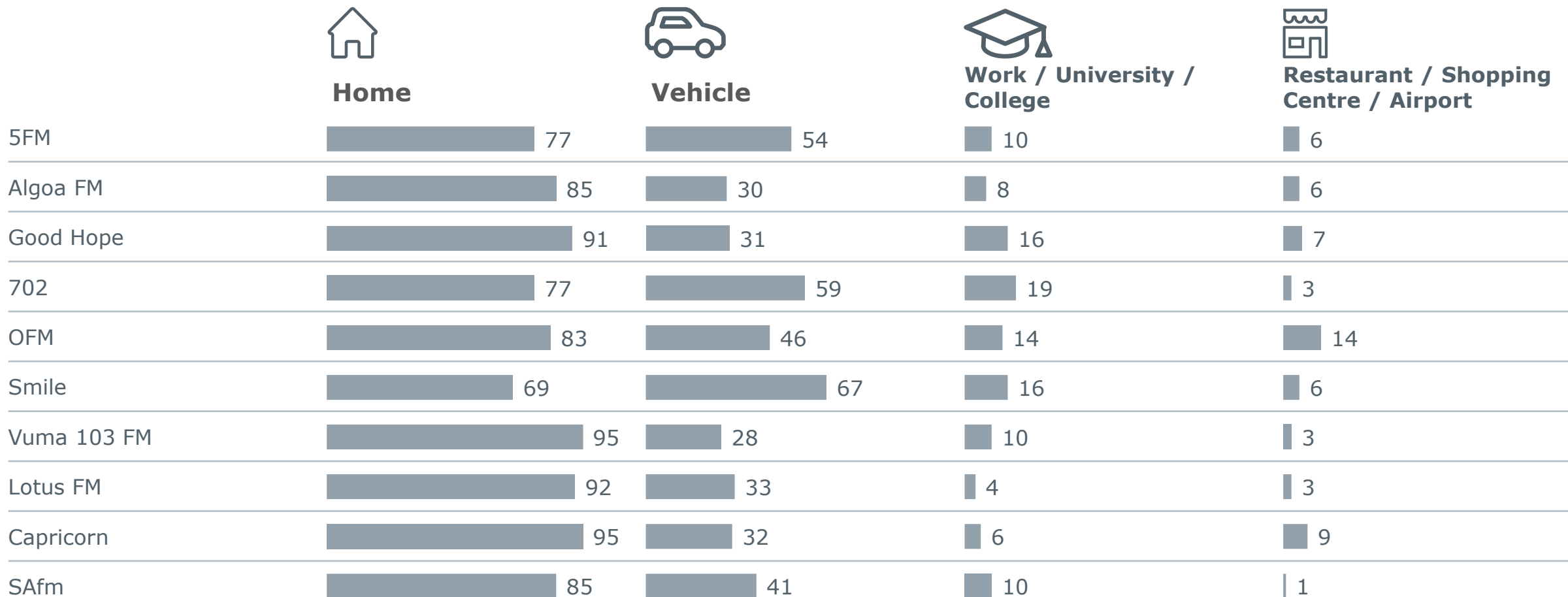
Station listening by Location

Commercial and PBS



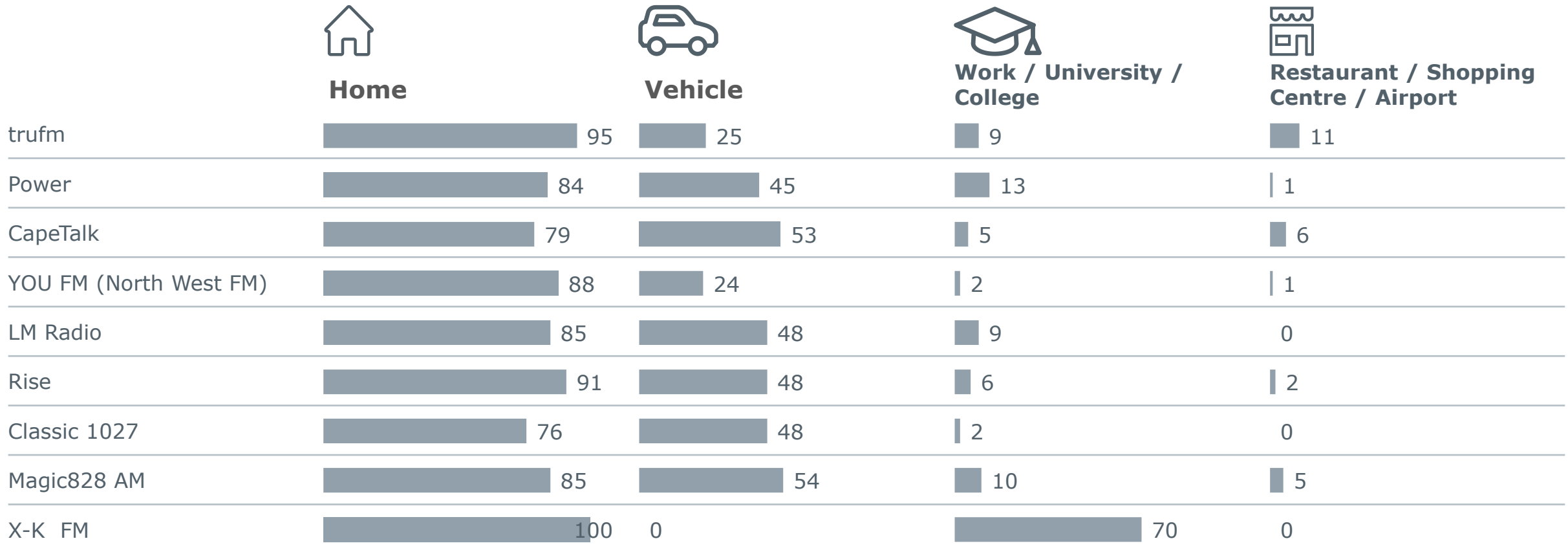
Station listening by Location

Commercial and PBS



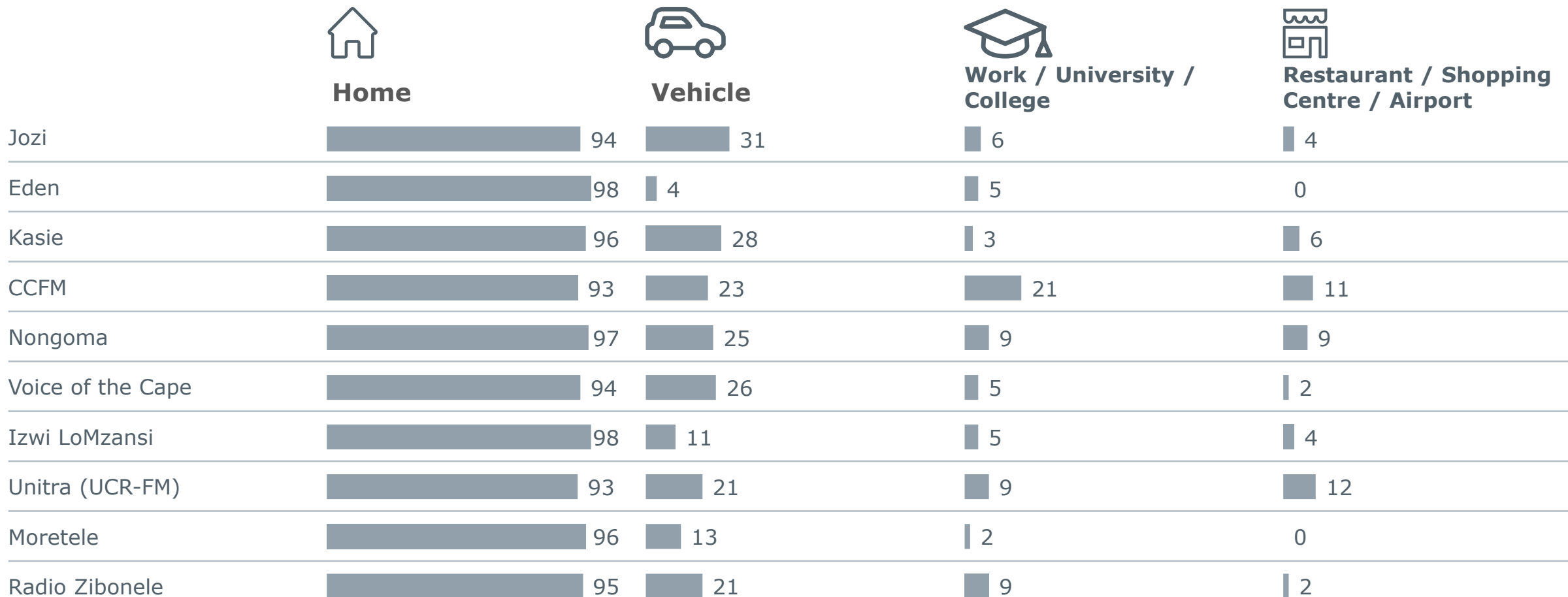
Station listening by Location

Commercial and PBS



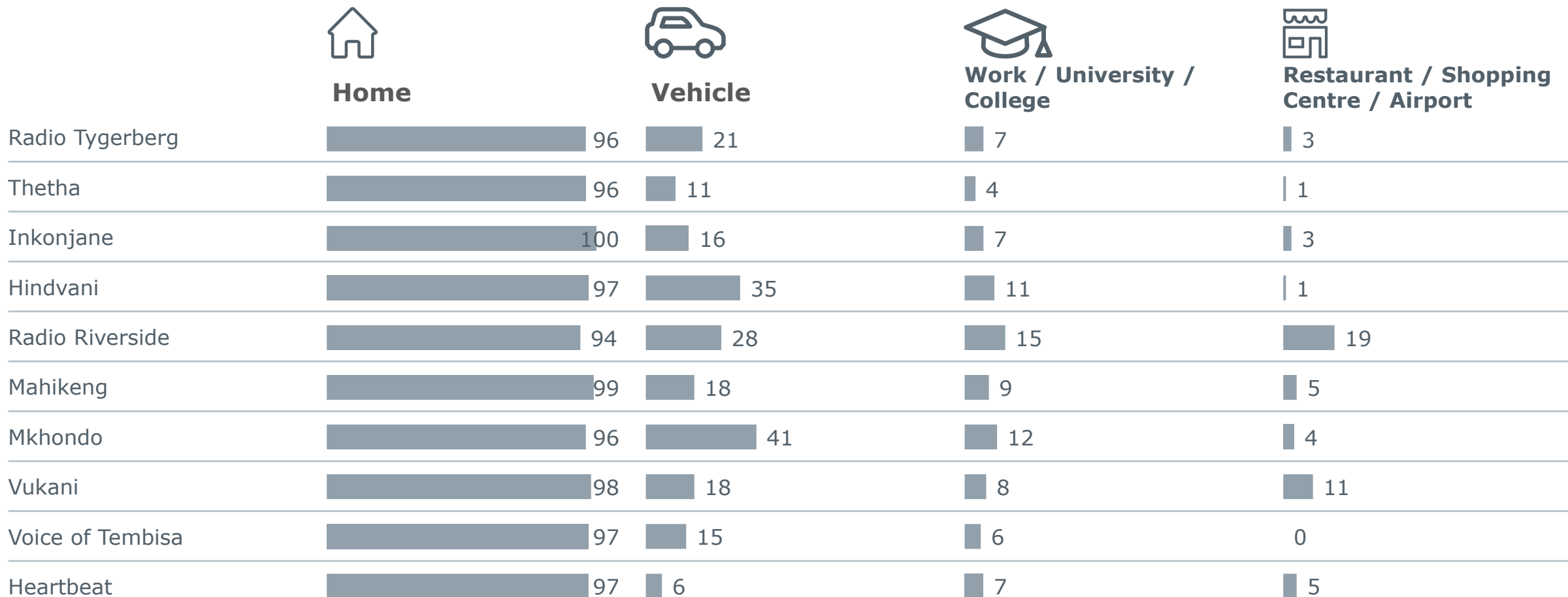
Station listening by Location

Community



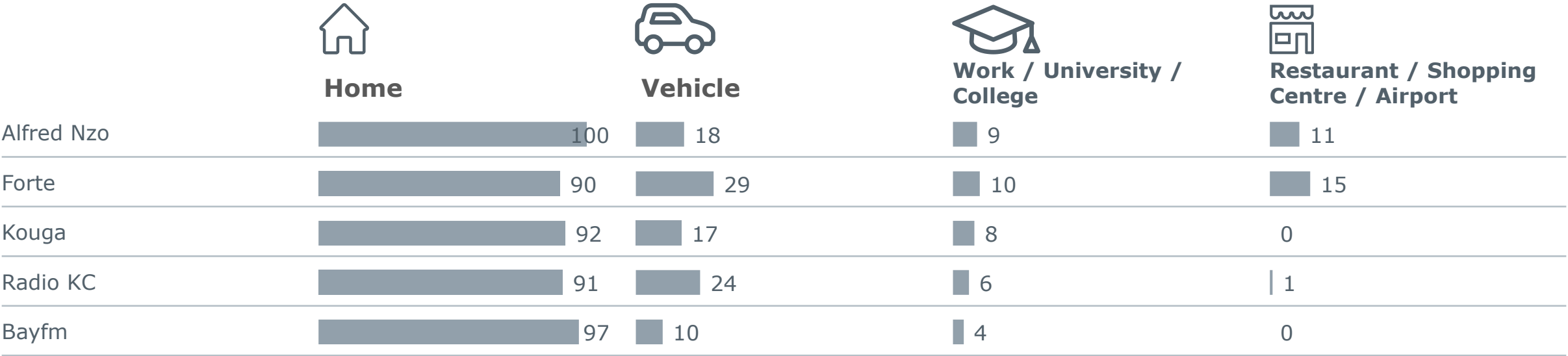
Station listening by Location

Community



Station listening by Location

Community



7

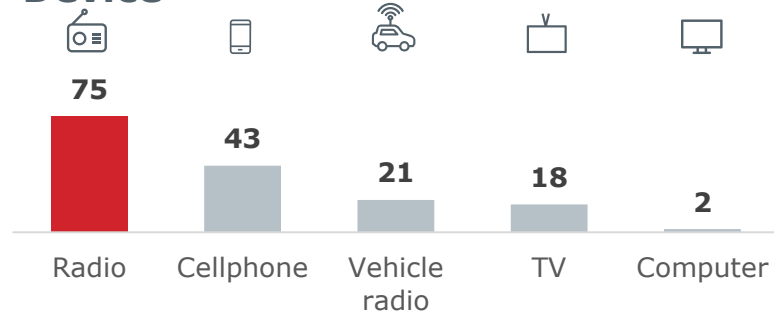
The Provinces



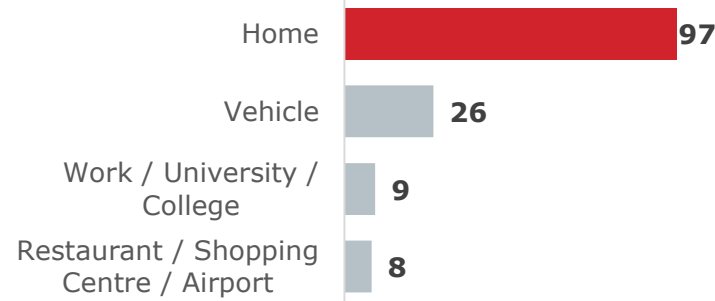
Eastern Cape

(%)

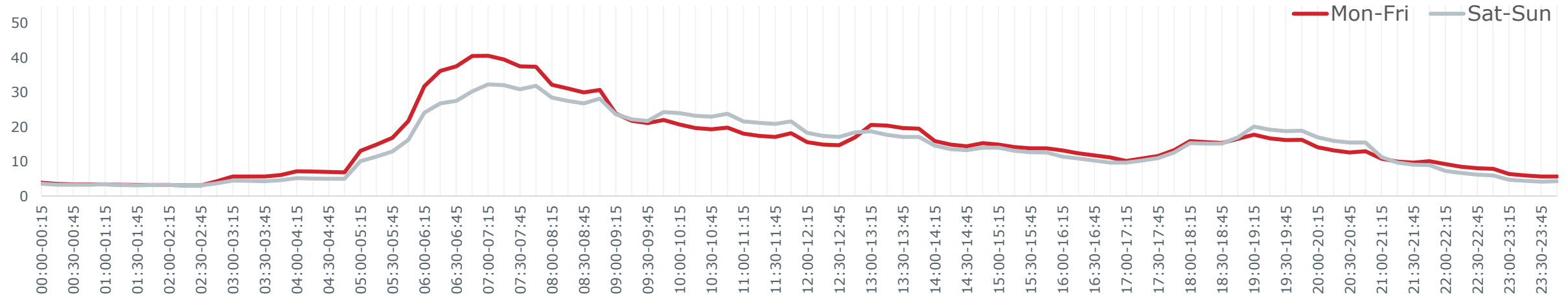
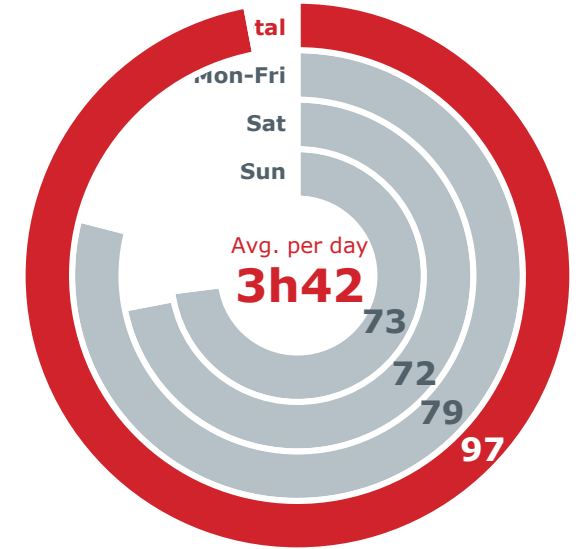
Device



Location



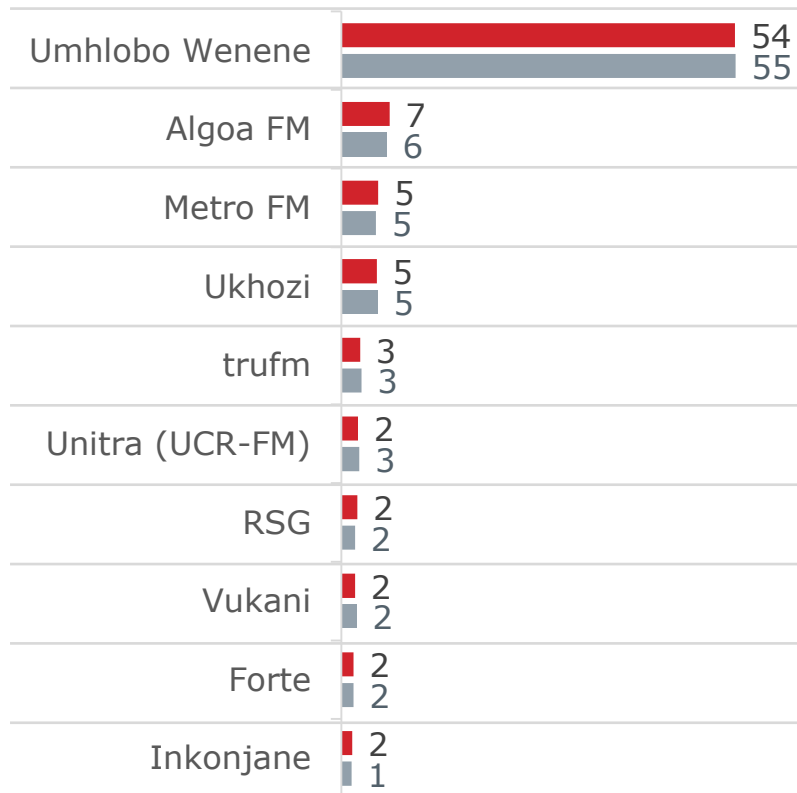
Listening



Eastern Cape

Share of Audience

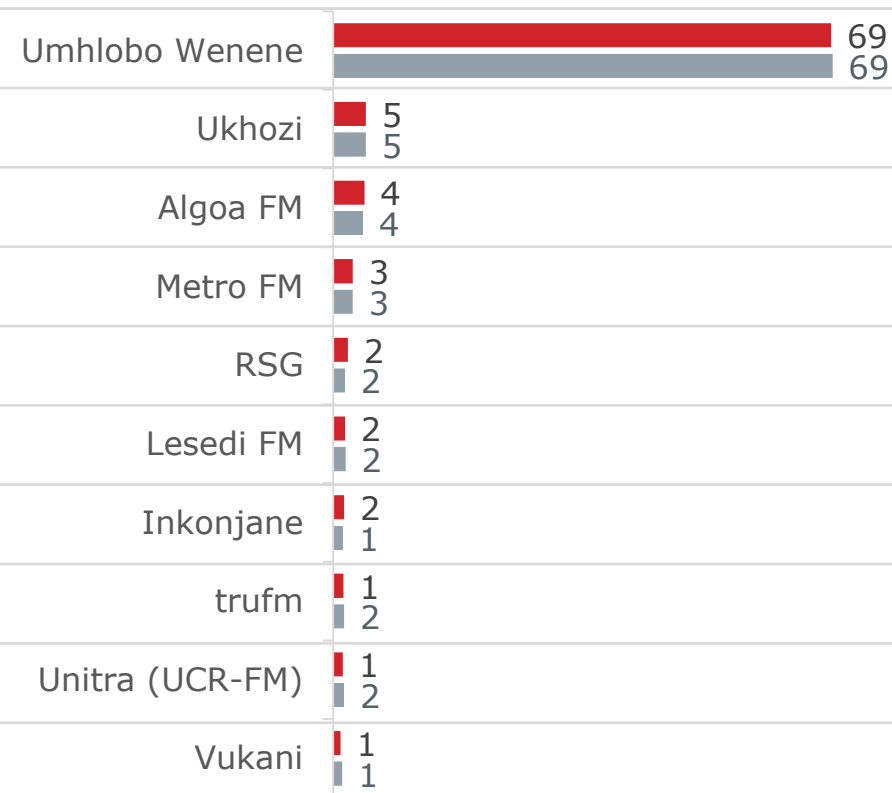
(% of 4.7m listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

(% of 7.4b listening minutes a week)

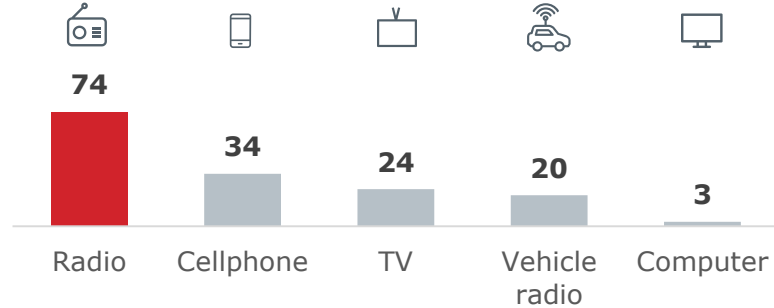


■ Apr-Mar ■ Jan-Dec

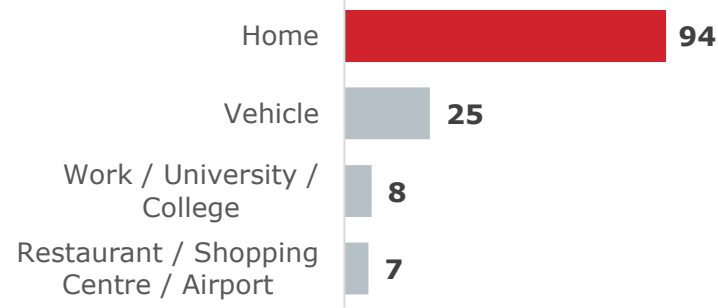
Free State

(%)

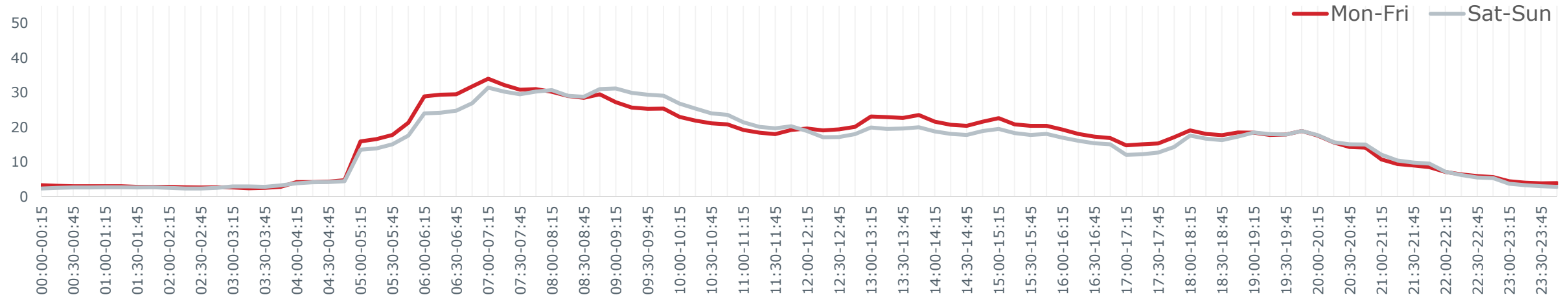
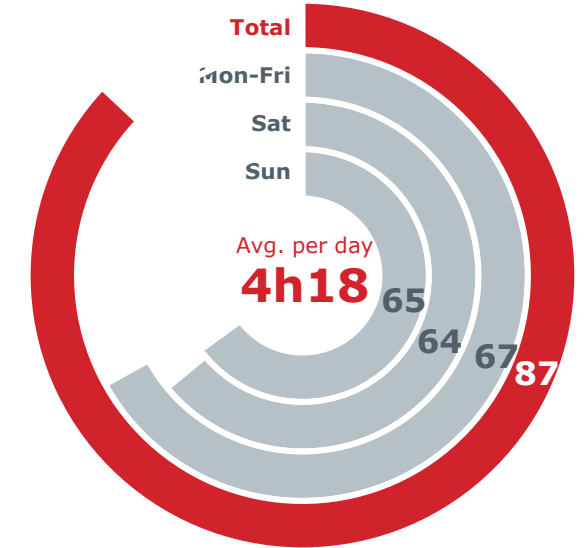
Device



Location



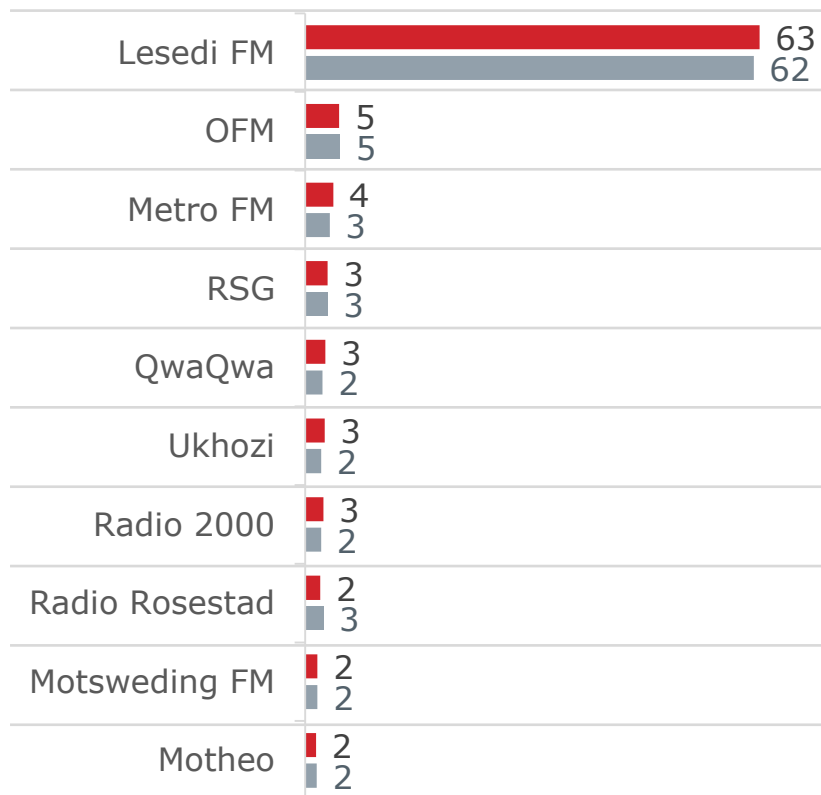
Listening



Free State

Share of Audience

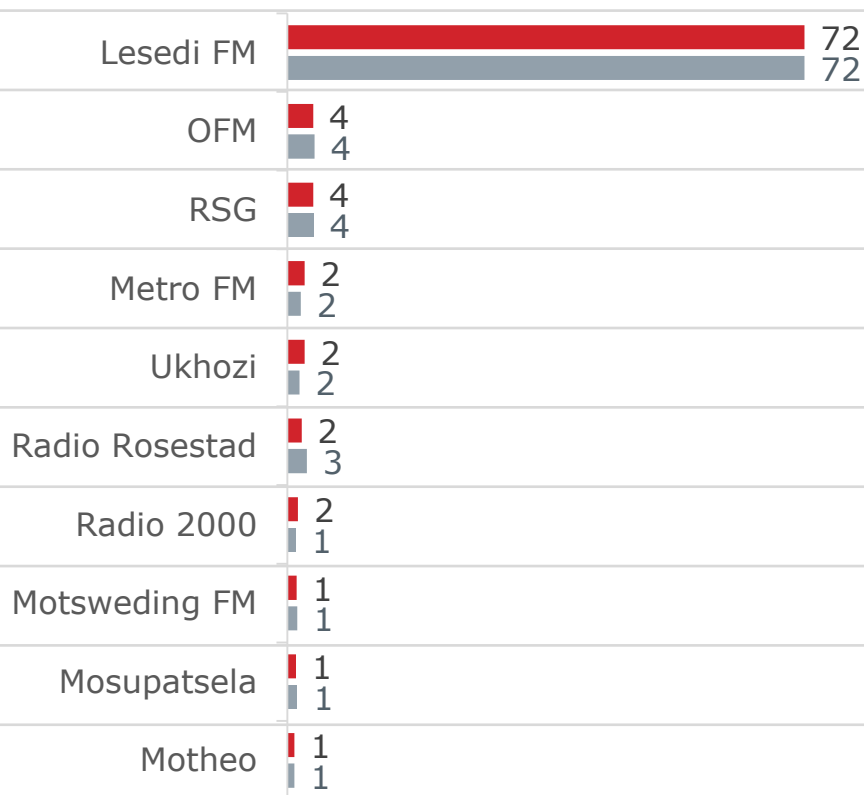
(% of 1.8m listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

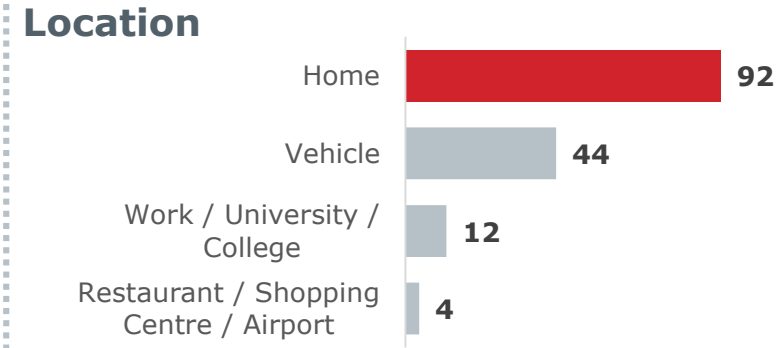
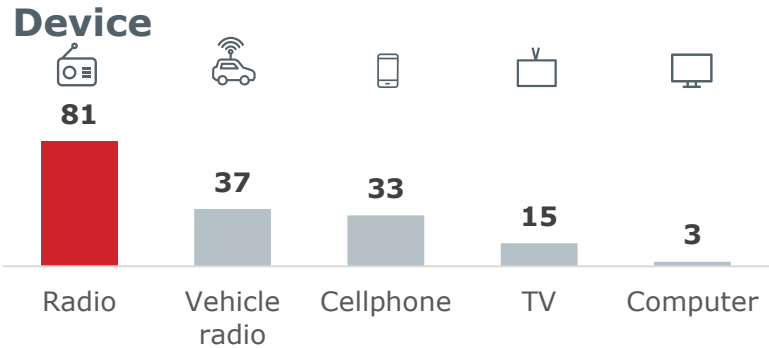
(% of 3.3b listening minutes a week)



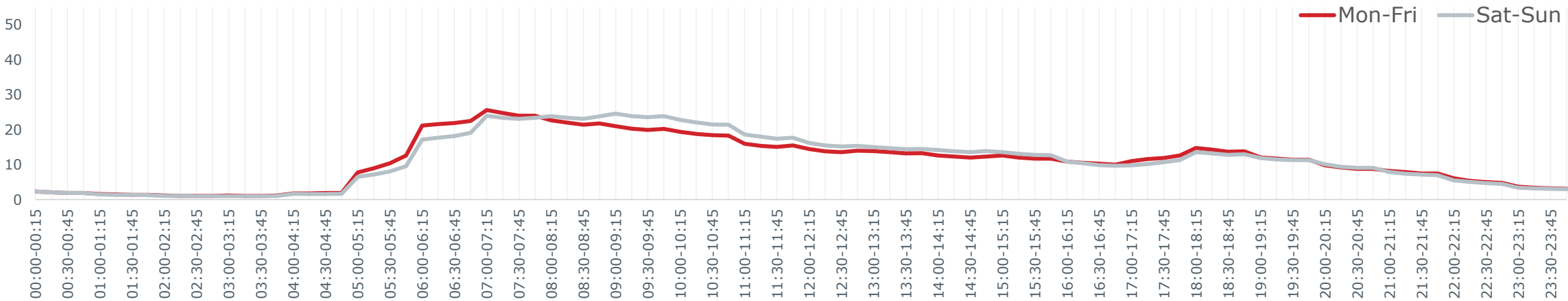
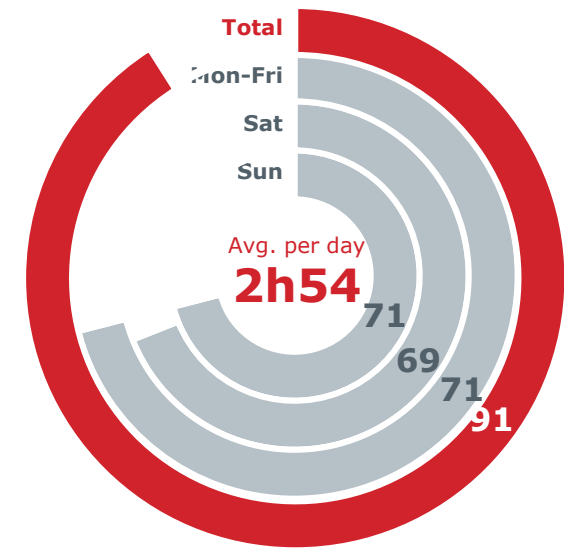
■ Apr-Mar ■ Jan-Dec

Gauteng

(%)



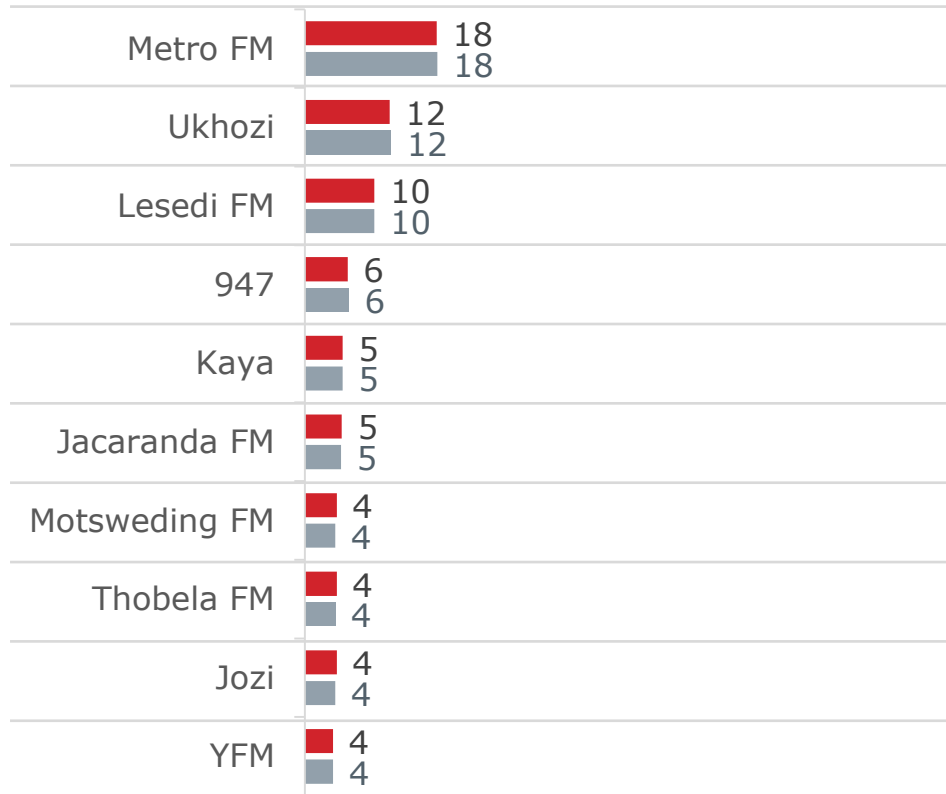
Listening



Gauteng

Share of Audience

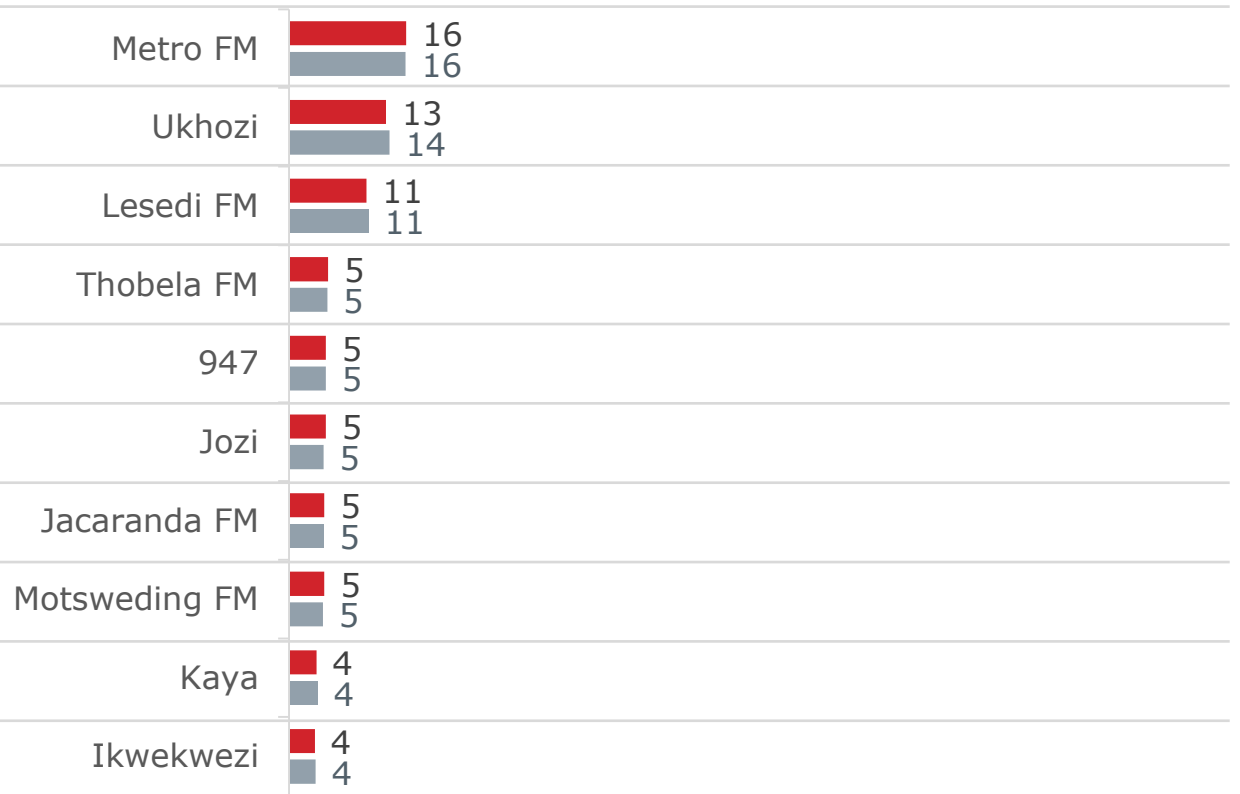
(% of 9.5m listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

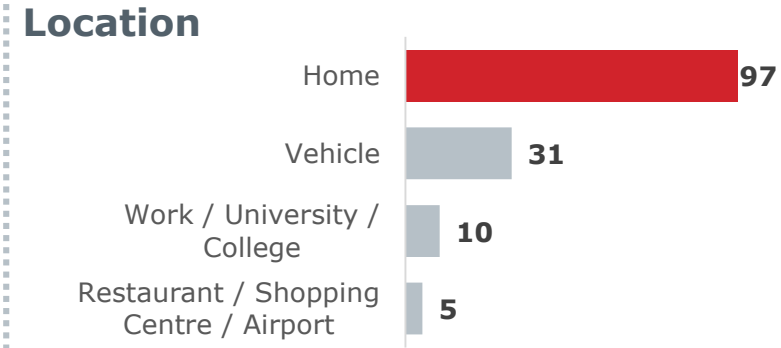
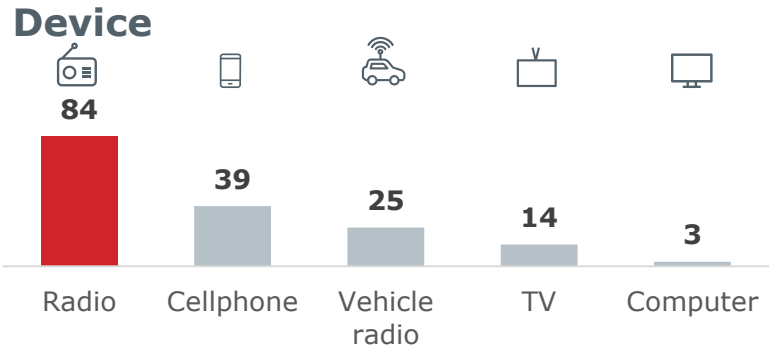
(% of 11.7b listening minutes a week)



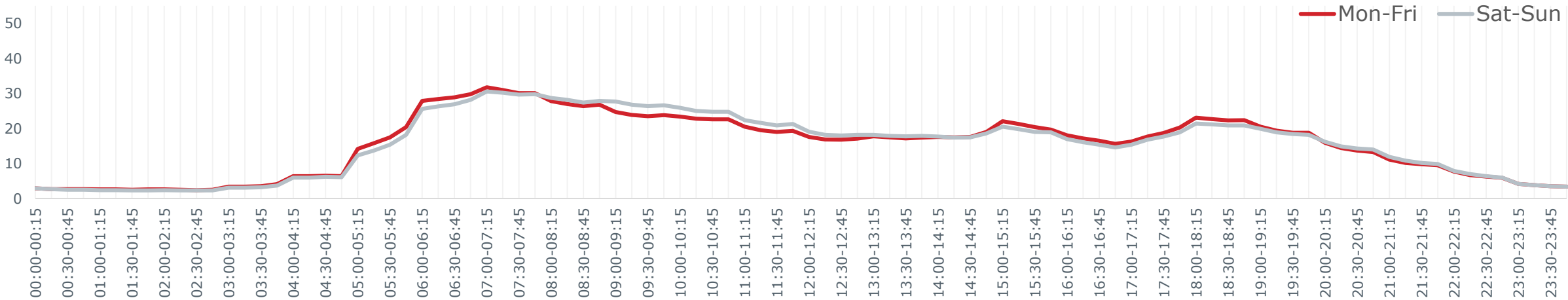
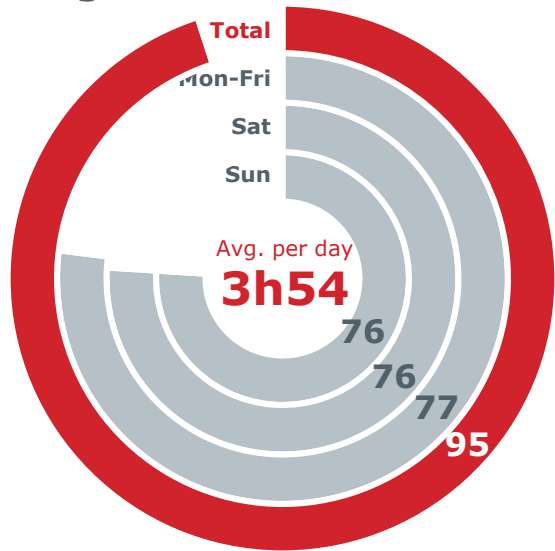
■ Apr-Mar ■ Jan-Dec

KwaZulu-Natal

(%)



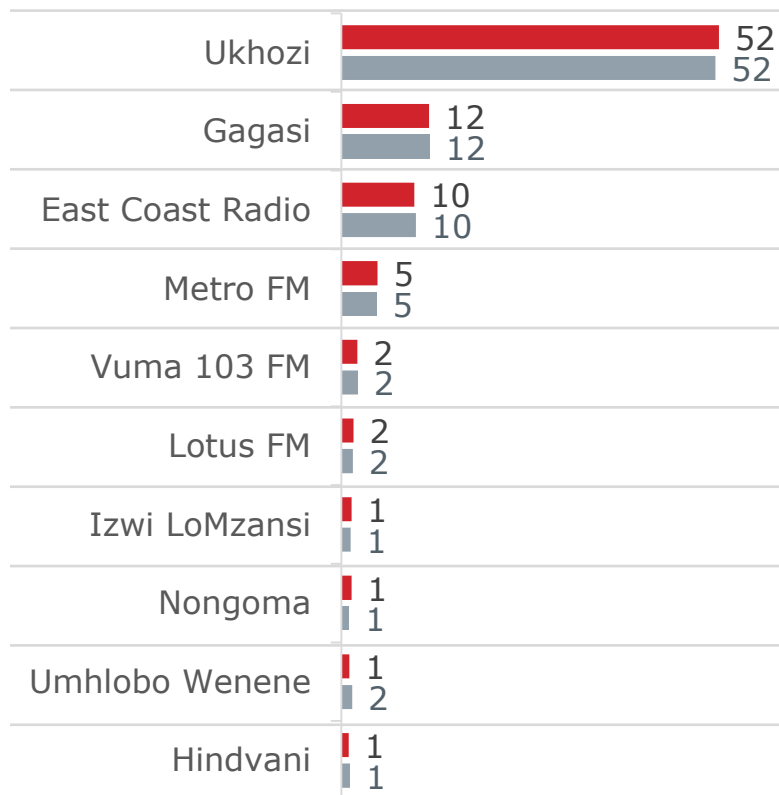
Listening



KwaZulu-Natal

Share of Audience

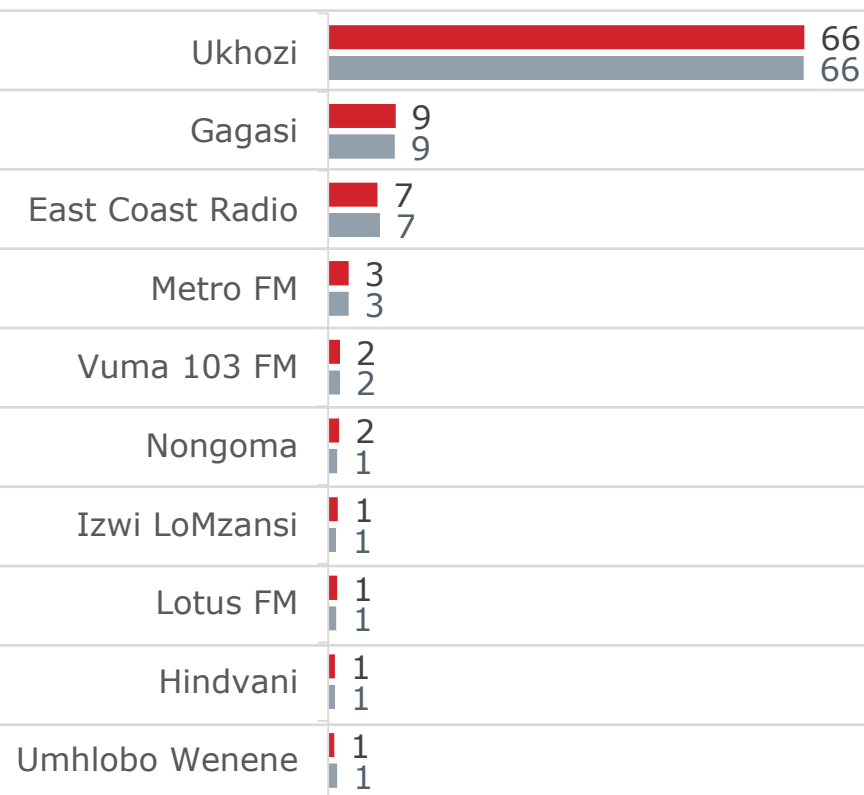
(% of 7.4m listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

(% of 12.2b listening minutes a week)

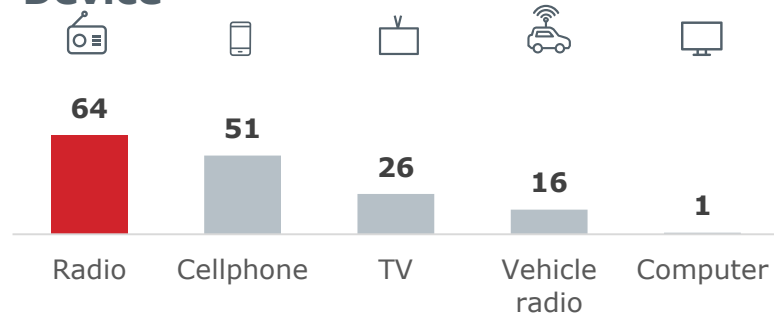


■ Apr-Mar ■ Jan-Dec

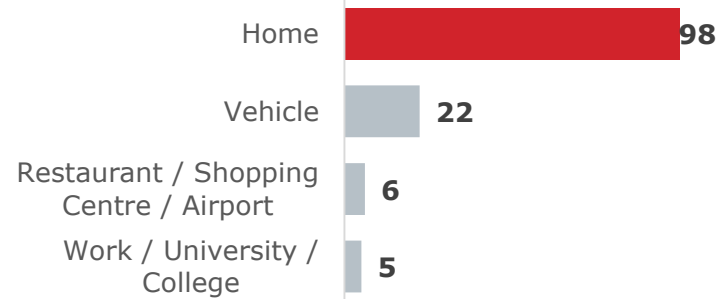
Limpopo

(%)

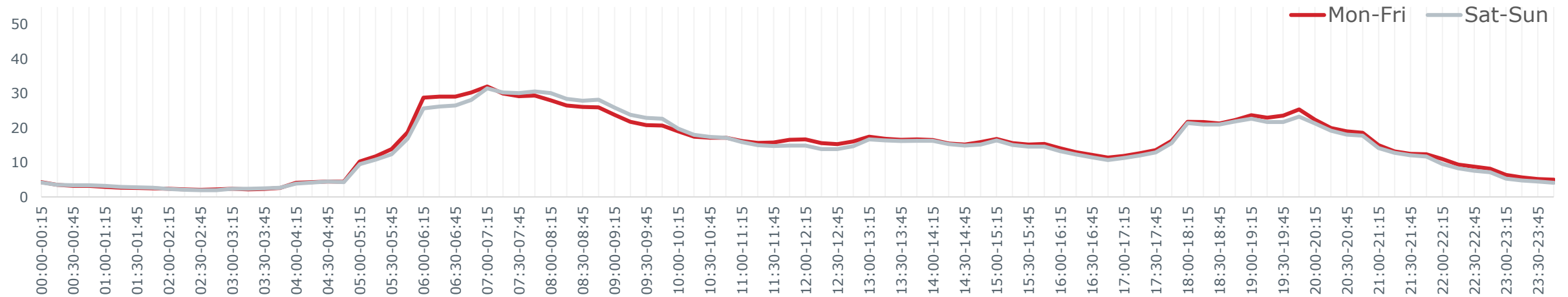
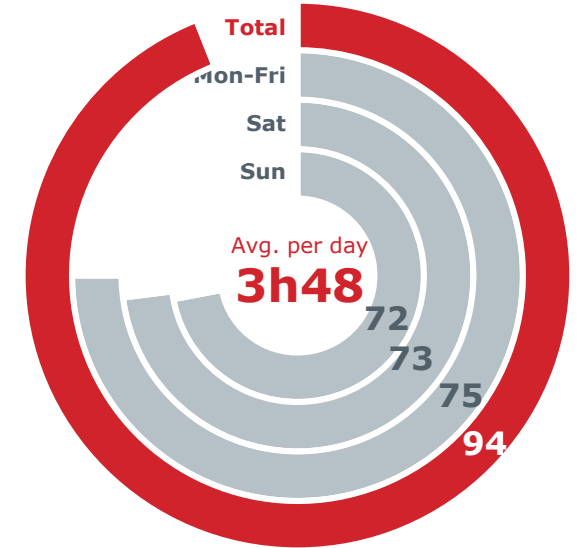
Device



Location



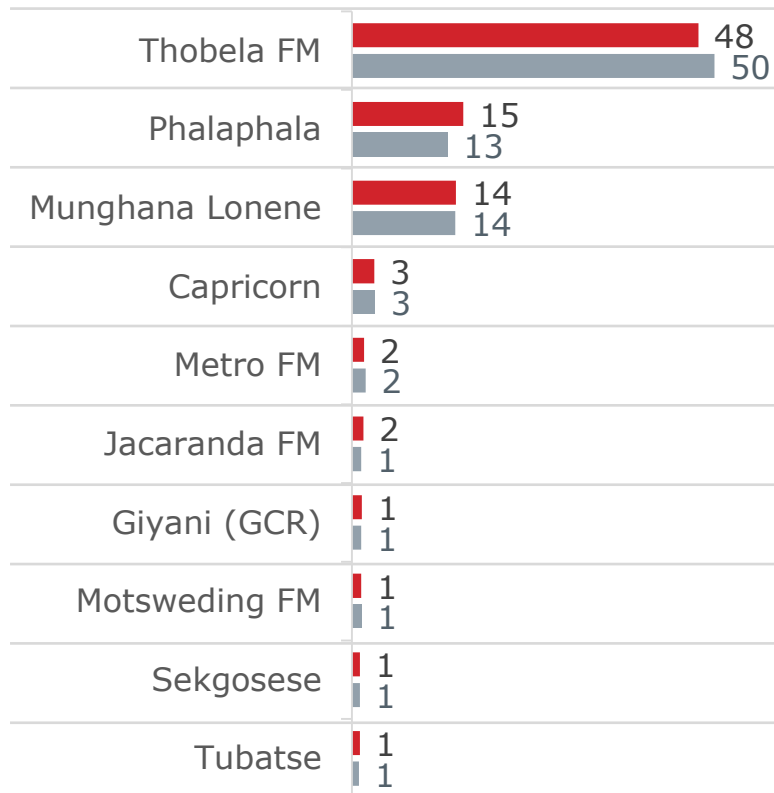
Listening



Limpopo

Share of Audience

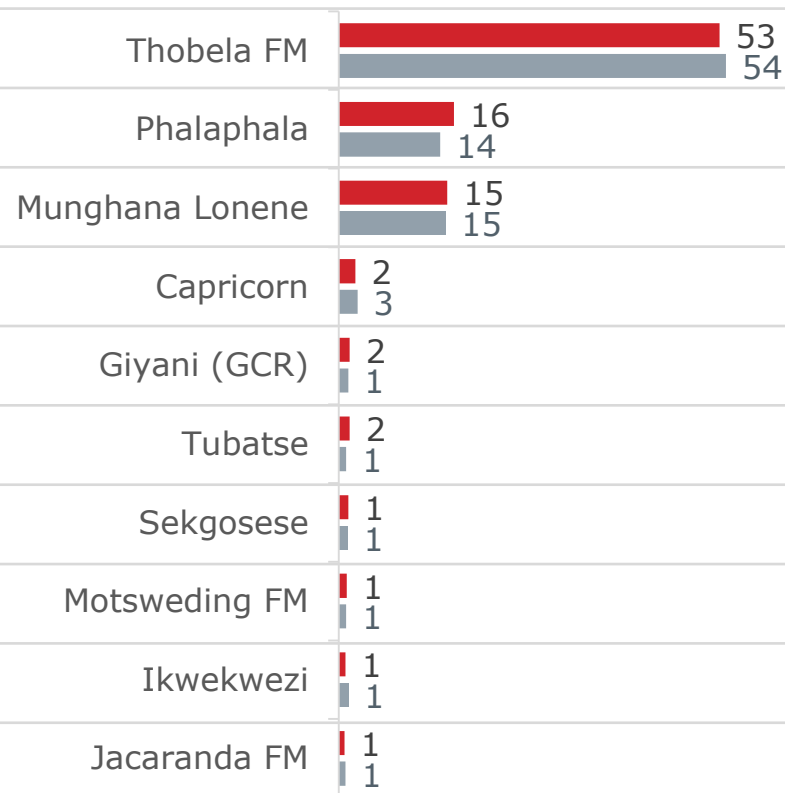
(% of 3.7m listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

(% of 5.8b listening minutes a week)

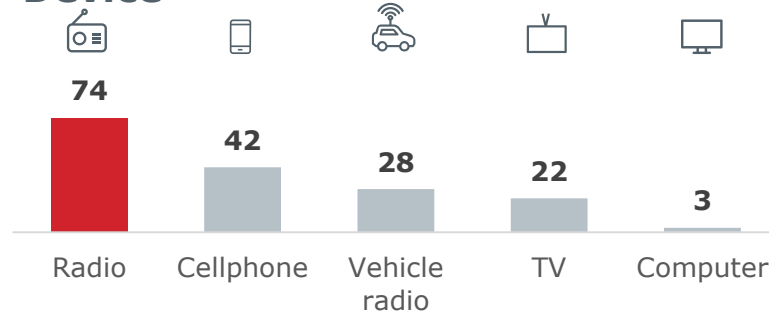


■ Apr-Mar ■ Jan-Dec

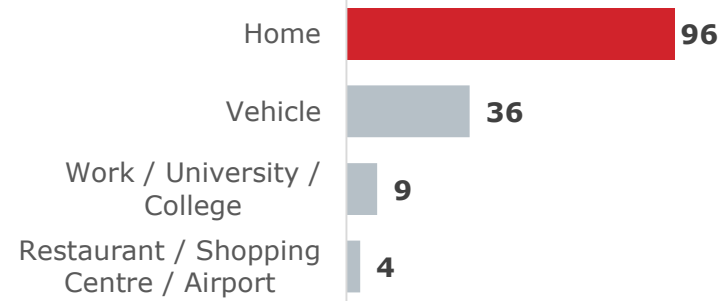
Mpumalanga

(%)

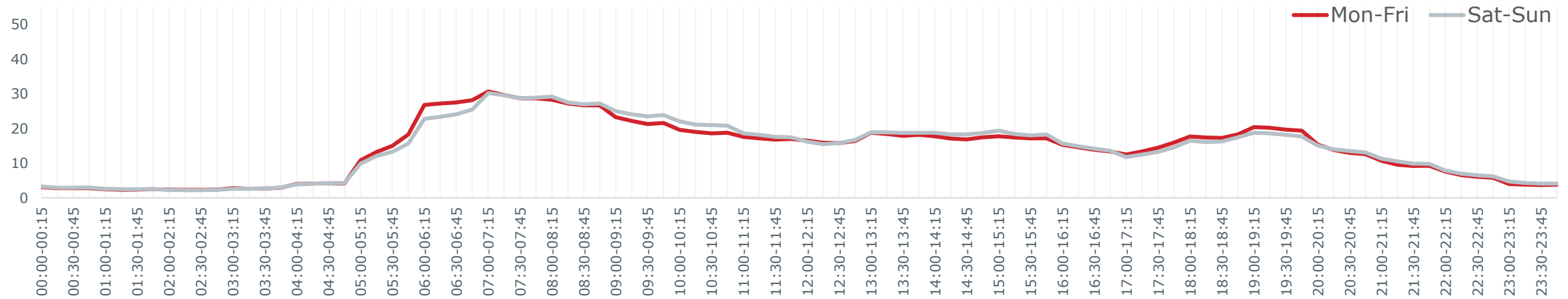
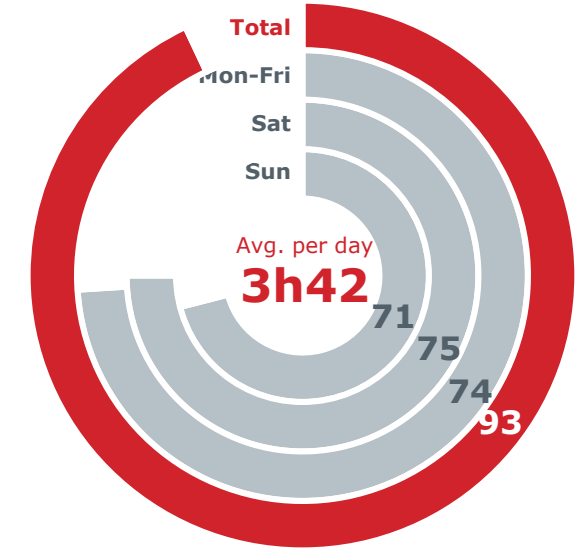
Device



Location



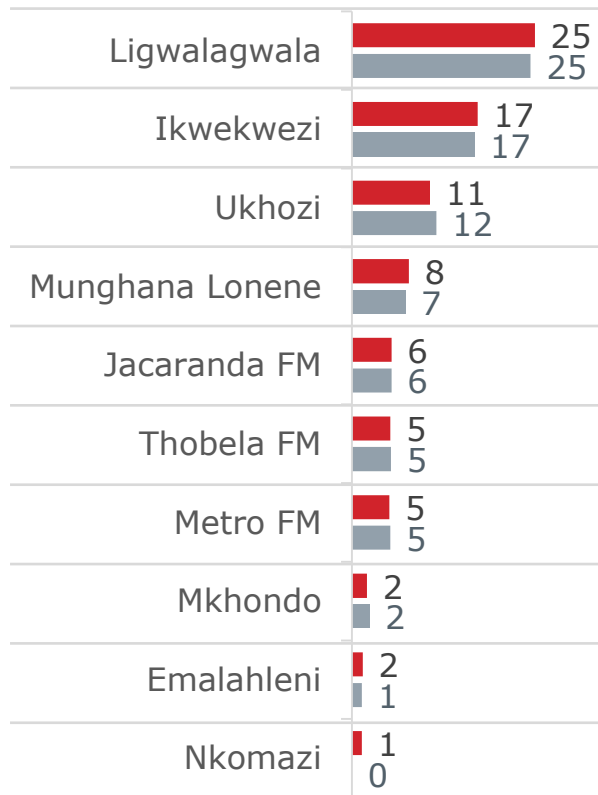
Listening



Mpumalanga

Share of Audience

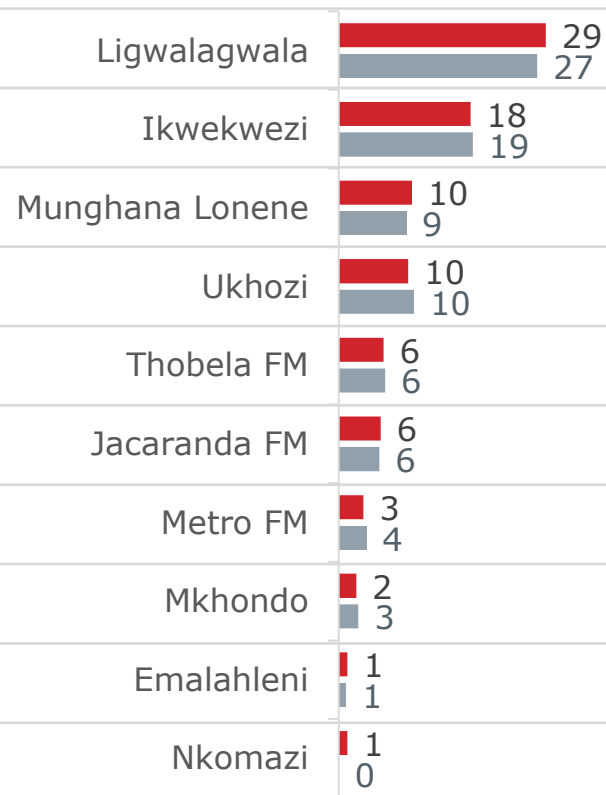
(% of 2.8m listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

(% of 4.4b listening minutes a week)

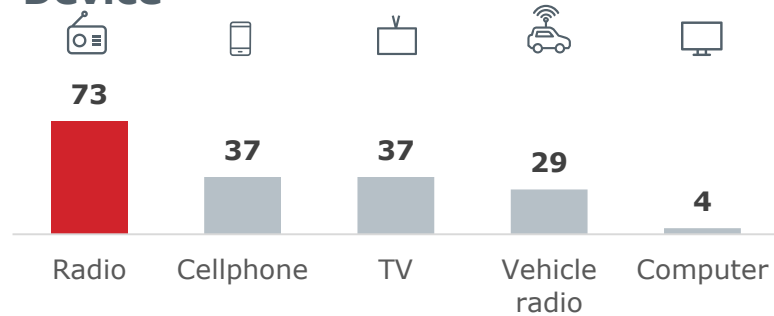


■ Apr-Mar ■ Jan-Dec

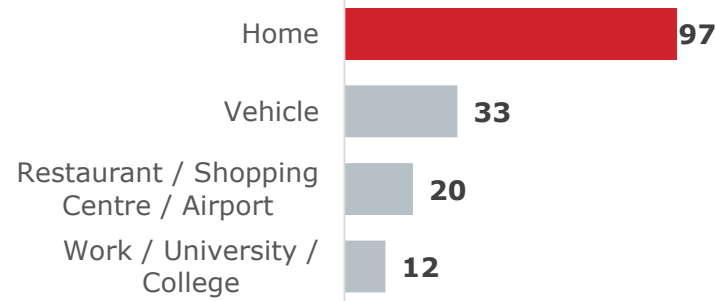
Northern Cape

(%)

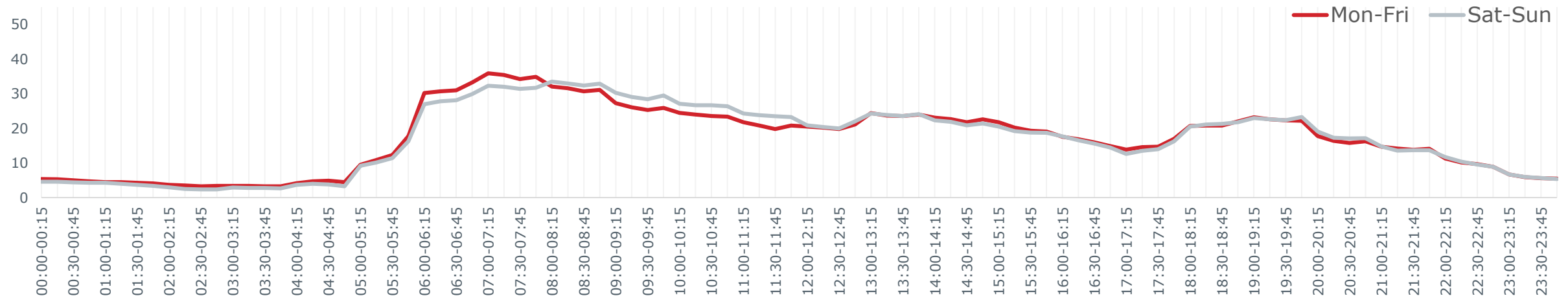
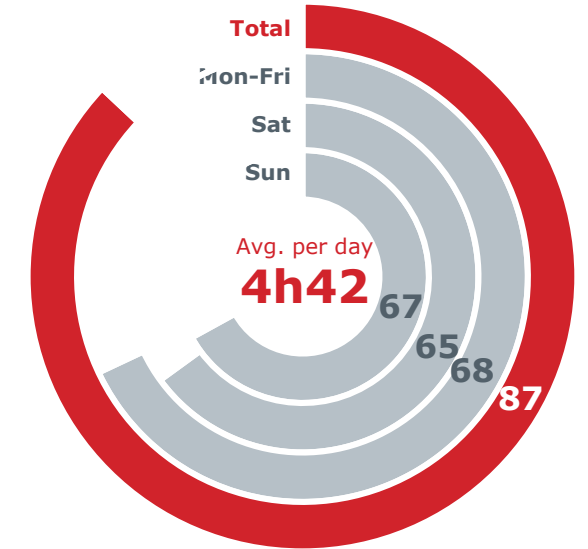
Device



Location



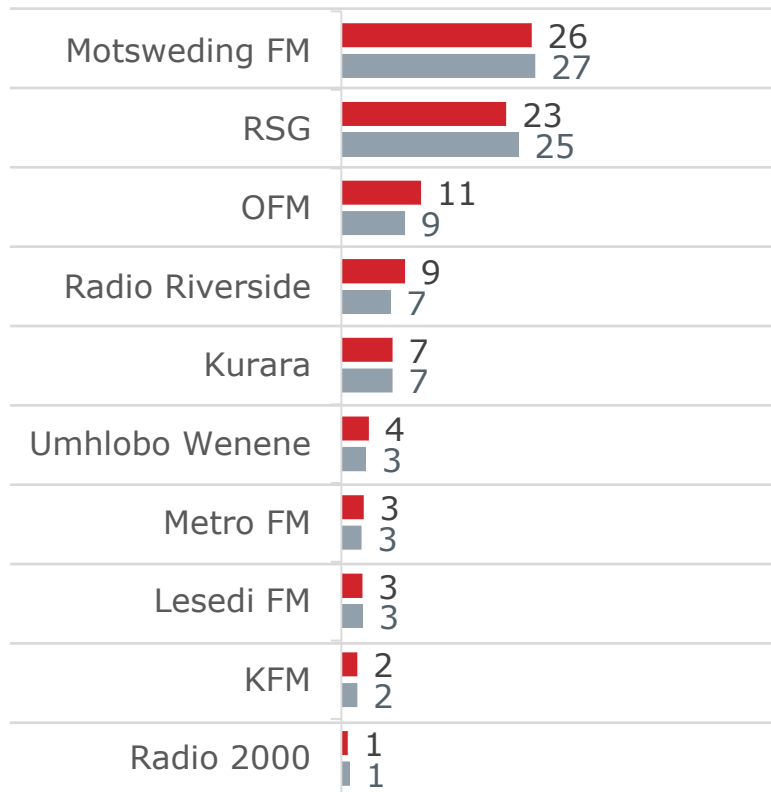
Listening



Northern Cape

Share of Audience

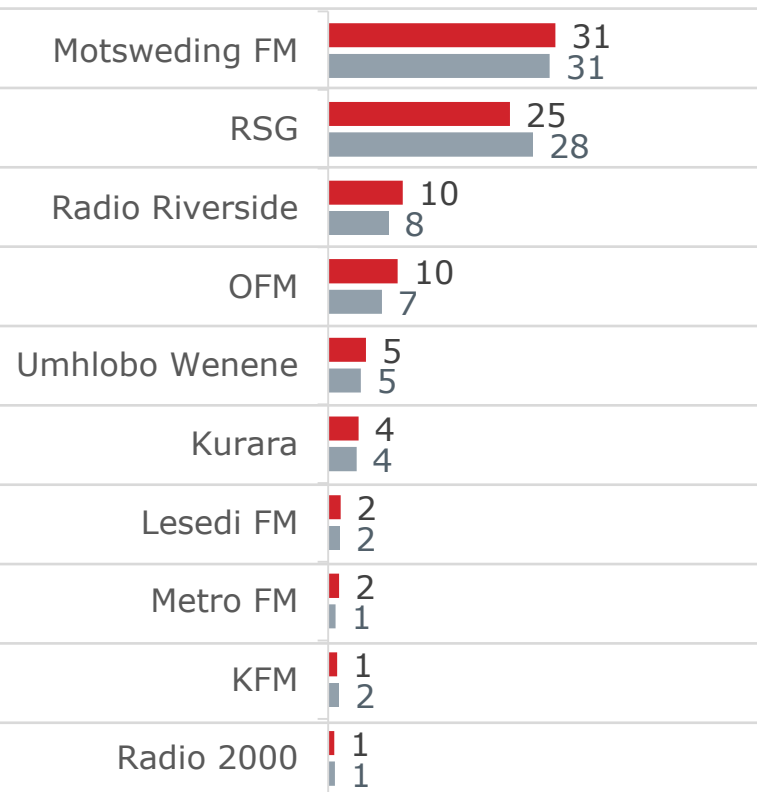
(% of 800k listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

(% of 1.5b listening minutes a week)

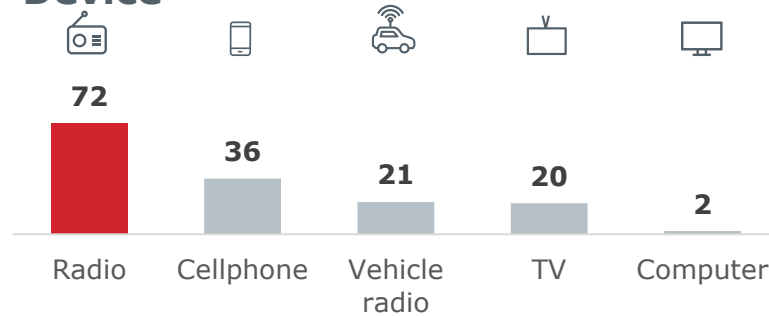


■ Apr-Mar ■ Jan-Dec

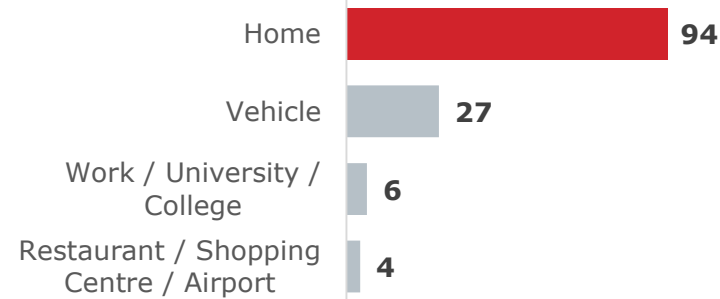
North West

(%)

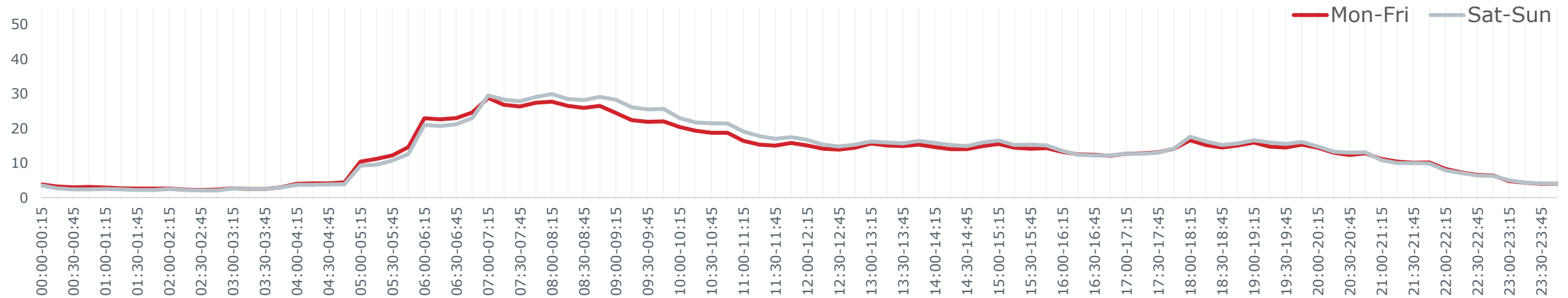
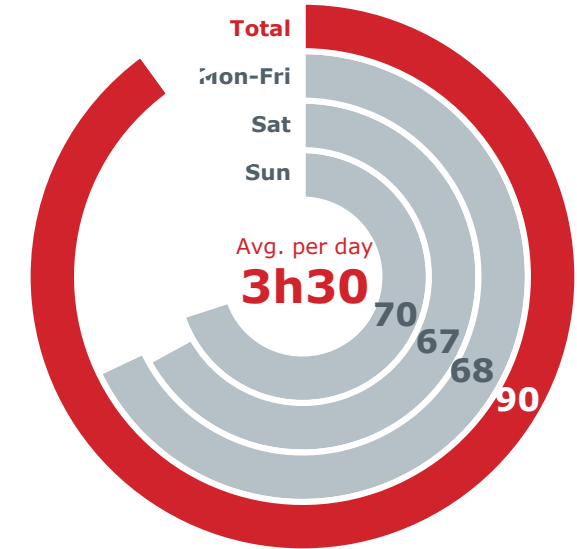
Device



Location



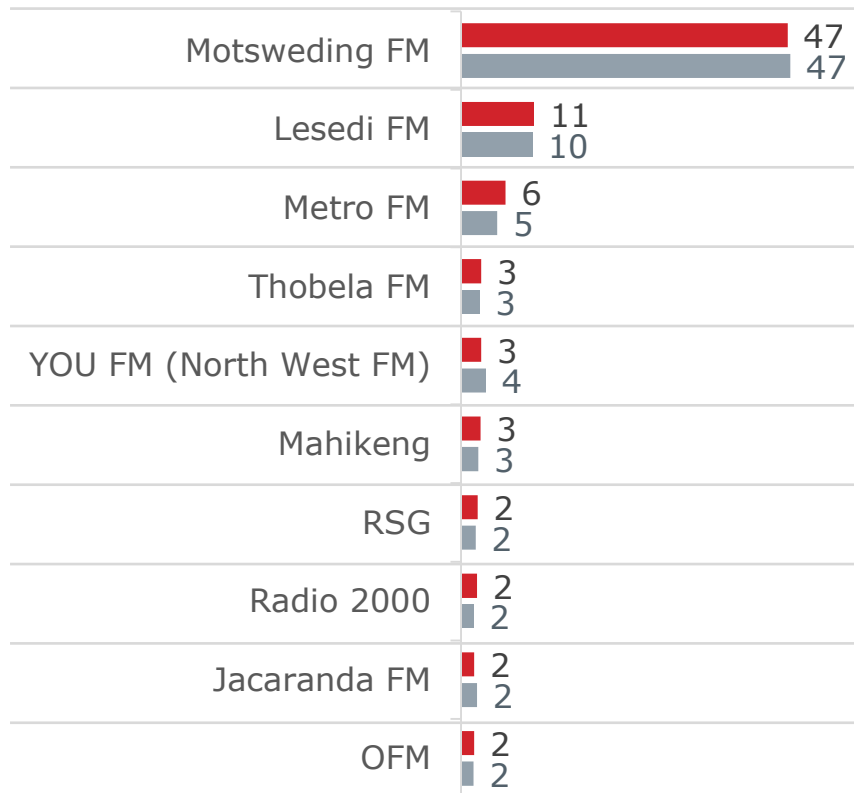
Listening



North West

Share of Audience

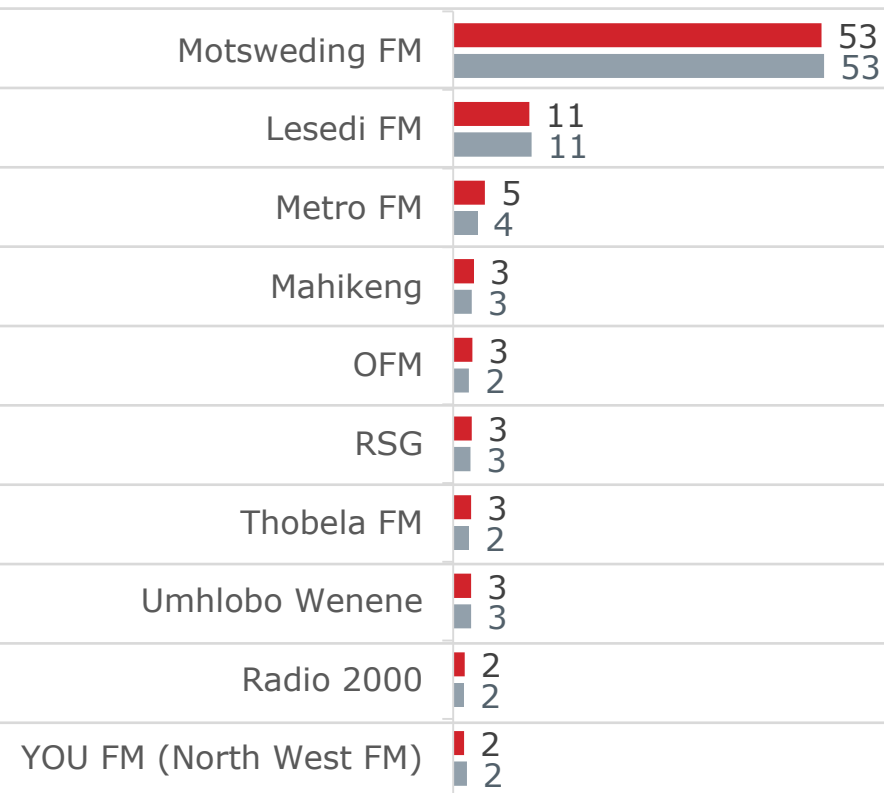
(% of 2.4m listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

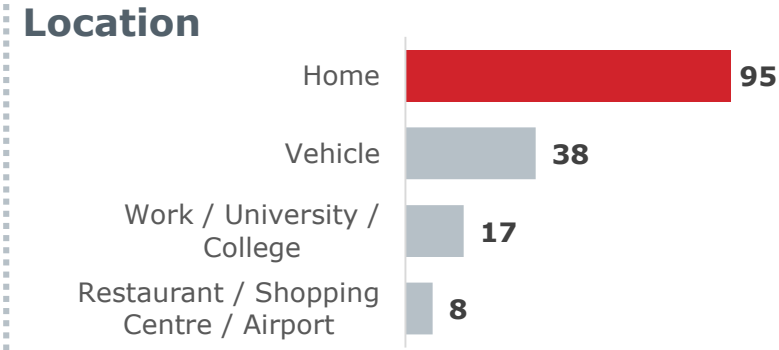
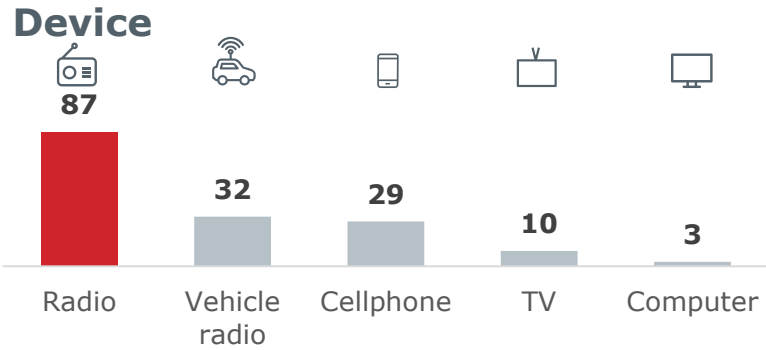
(% of 3.6b listening minutes a week)



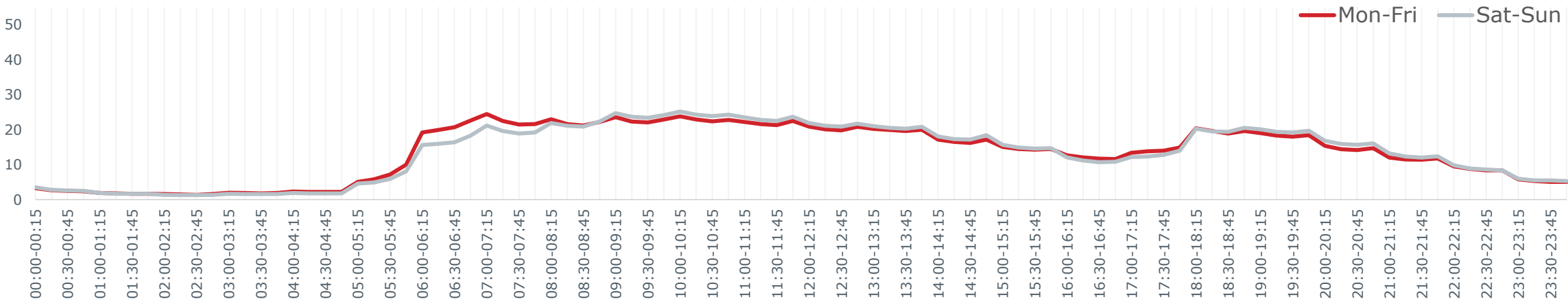
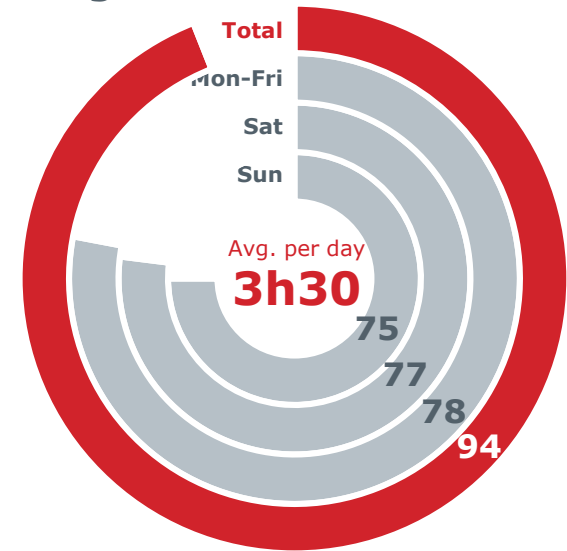
■ Apr-Mar ■ Jan-Dec

Western Cape

(%)



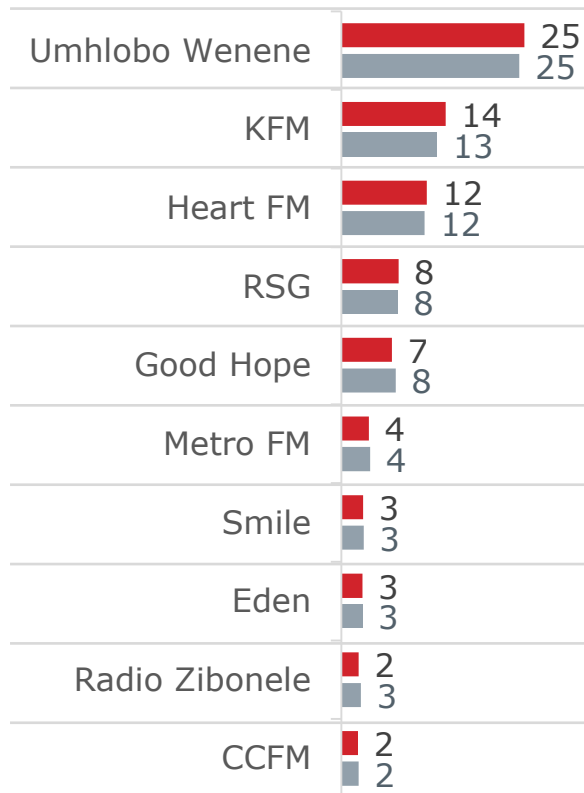
Listening



Western Cape

Share of Audience

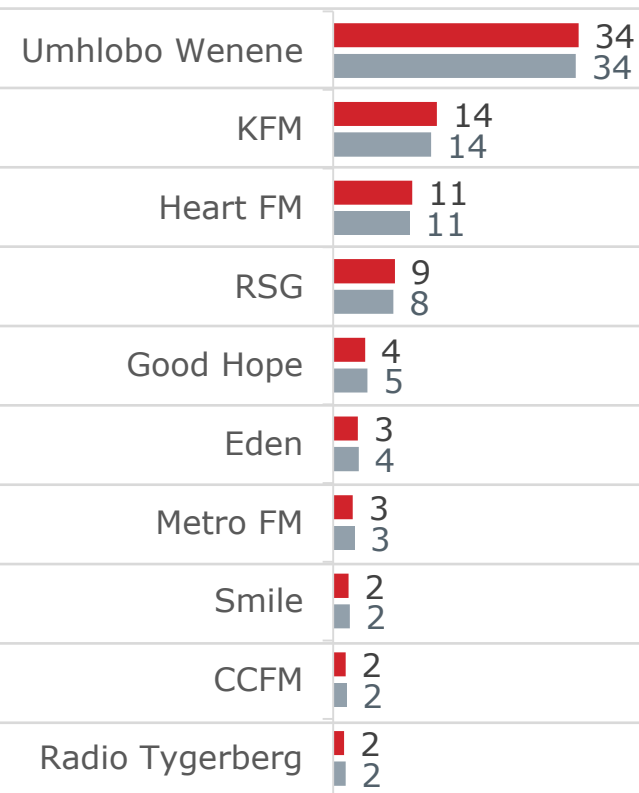
(% of 4.7m listeners who listen in a week)



■ Apr-Mar ■ Jan-Dec

Share of Listening

(% of 6.8b listening minutes a week)



■ Apr-Mar ■ Jan-Dec

8

Key station measures

The currency

Jan'19-Dec'19

Apr'19-Mar'20



Key Station Measures

Commercial and PBS



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

	Jan'19-Dec'19	Apr'19-Mar'20
Ukhozi	5,736	5,720
Umhlobo Wenene	4,441	4,448
Metro FM	2,551	2,596
Lesedi FM	2,255	2,290
Thobela FM	2,245	2,217
Motsweding FM	1,745	1,861
RSG	954	969
Munghana Lonene	870	891
Gagasi	791	801
Ikwewezi	766	770



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

	Jan'19-Dec'19	Apr'19-Mar'20
	7,661	7,607
	5,861	5,850
	4,277	4,331
	3,317	3,346
	2,963	2,925
	2,624	2,755
	1,295	1,329
	1,177	1,208
	1,219	1,191
	1,085	1,090

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Jan'19-Dec'19	Apr'19-Mar'20	Jan'19-Dec'19	Apr'19-Mar'20
Ukhozi	63	65	3h18	3h18
Umhlobo Wenene	65	67	3h12	3h18
Metro FM	32	32	1h42	1h42
Lesedi FM	57	59	3h00	3h00
Thobela FM	78	77	3h18	3h18
Motsweding FM	56	55	2h42	2h42
RSG	49	48	2h54	2h48
Munghana Lonene	80	80	3h06	3h12
Gagasi	40	44	2h12	2h18
Ikwekwezi	56	55	2h54	2h48

Key Station Measures

Commercial and PBS



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

	Jan'19-Dec'19	Apr'19-Mar'20
Ligwalagwala	736	767
Jacaranda FM	705	743
KFM	637	695
East Coast Radio	705	681
947	621	581
Phalaphala	507	579
Heart FM	527	535
Kaya	456	452
Radio 2000	416	440
YFM	386	386



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

	Jan'19-Dec'19	Apr'19-Mar'20
Ligwalagwala	1,066	1,090
Jacaranda FM	1,079	1,120
KFM	881	943
East Coast Radio	1,051	1,022
947	945	899
Phalaphala	706	804
Heart FM	734	746
Kaya	774	777
Radio 2000	735	751
YFM	638	638

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Jan'19-Dec'19	Apr'19-Mar'20	Jan'19-Dec'19	Apr'19-Mar'20
Ligwalagwala	60	63	2h48	3h00
Jacaranda FM	51	50	2h00	2h00
KFM	41	43	2h36	2h36
East Coast Radio	52	49	2h00	2h00
947	38	36	1h36	1h42
Phalaphala	85	84	3h18	3h12
Heart FM	53	55	2h18	2h24
Kaya	25	22	1h30	1h24
Radio 2000	20	20	1h42	1h42
YFM	31	31	1h36	1h36

Key Station Measures

Commercial and PBS



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

	Jan'19-Dec'19	Apr'19-Mar'20
5FM	383	369
Algoa FM	313	337
Good Hope	312	284
702	279	251
OFM	184	207
Smile	146	137
Vuma 103 FM	136	132
Lotus FM	116	125
Capricorn	115	114
SAfm	110	106



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

	Jan'19-Dec'19	Apr'19-Mar'20
	638	607
	472	505
	506	468
	440	401
	271	315
	200	189
	222	210
	188	185
	170	173
	193	192

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Jan'19-Dec'19	Apr'19-Mar'20	Jan'19-Dec'19	Apr'19-Mar'20
5FM	26	28	1h24	1h30
Algoa FM	47	46	1h42	1h36
Good Hope	39	39	1h36	1h36
702	28	28	1h30	1h36
OFM	61	57	2h48	2h48
Smile	62	65	1h48	1h48
Vuma 103 FM	22	23	2h06	2h12
Lotus FM	35	31	1h54	2h00
Capricorn	51	47	2h36	2h18
SAfm	23	23	1h30	1h24

Key Station Measures

Commercial and PBS



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

	Jan'19-Dec'19	Apr'19-Mar'20
trufm	98	95
Power	64	59
CapeTalk	54	50
YOU FM (North West FM)	62	50
LM Radio	0	25
Rise	21	25
Classic 1027	25	21
Magic828 AM	12	14
X-K FM	2	2



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

	Jan'19-Dec'19	Apr'19-Mar'20
	203	187
	118	108
	71	68
	128	109
	0	39
	36	42
	48	39
	14	16
	3	3

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Jan'19-Dec'19	Apr'19-Mar'20	Jan'19-Dec'19	Apr'19-Mar'20
trufm	6	4	1h24	1h24
Power	18	17	1h24	1h30
CapeTalk	55	59	1h54	1h42
YOU FM (North West FM)	23	19	1h24	1h18
LM Radio	0	44	0	2h18
Rise	11	19	1h24	1h30
Classic 1027	21	18	1h24	1h18
Magic828 AM	43	31	2h36	2h42
X-K FM	0	0	1h00	1h12

Key Station Measures

Community



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

	Jan'19-Dec'19	Apr'19-Mar'20
Jozi	377	392
Eden	141	143
Kasie	127	135
CCFM	105	101
Nongoma	72	87
Voice of the Cape	113	87
Izwi LoMzansi	76	84
Unitra (UCR-FM)	91	79
Moretele	71	77
Radio Zibonele	86	76



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

	Jan'19-Dec'19	Apr'19-Mar'20
Jozi	617	641
Eden	188	188
Kasie	215	226
CCFM	153	149
Nongoma	111	140
Voice of the Cape	146	115
Izwi LoMzansi	128	137
Unitra (UCR-FM)	170	154
Moretele	103	103
Radio Zibonele	176	153

Key Station Measures

Community



Exclusive Listeners (%)



Avg. hrs p.d

	Jan'19-Dec'19	Apr'19-Mar'20	Jan'19-Dec'19	Apr'19-Mar'20
Jozi	40	42	2h12	2h12
Eden	61	62	3h06	3h06
Kasie	12	14	1h18	1h24
CCFM	31	28	2h00	2h00
Nongoma	23	29	3h06	3h06
Voice of the Cape	50	49	2h06	2h00
Izwi LoMzansi	29	31	2h36	2h48
Unitra (UCR-FM)	4	5	1h30	1h30
Moretele	59	65	3h00	3h54
Radio Zibonele	13	17	1h30	1h30

Key Station Measures

Community



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

	Jan'19-Dec'19	Apr'19-Mar'20
Radio Tygerberg	85	75
Thetha	87	73
Inkonjane	63	73
Hindvani	80	68
Radio Riverside	51	67
Mahikeng	59	66
Mkhondo	69	65
Vukani	70	65
Voice of Tembisa	56	64
Heartbeat	63	61



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

	Jan'19-Dec'19	Apr'19-Mar'20
Radio Tygerberg	127	111
Thetha	160	133
Inkonjane	93	106
Hindvani	115	99
Radio Riverside	68	92
Mahikeng	88	104
Mkhondo	94	83
Vukani	139	126
Voice of Tembisa	101	113
Heartbeat	83	80

Key Station Measures

Community



Exclusive Listeners (%)



Avg. hrs p.d

	Jan'19-Dec'19	Apr'19-Mar'20	Jan'19-Dec'19	Apr'19-Mar'20
Radio Tygerberg	43	47	2h06	2h12
Thetha	40	35	1h30	1h30
Inkonjane	20	24	2h24	2h36
Hindvani	28	23	2h24	2h42
Radio Riverside	68	57	4h24	4h06
Mahikeng	32	29	2h36	2h30
Mkhondo	40	39	2h54	3h00
Vukani	2	2	1h24	1h18
Voice of Tembisa	20	19	1h24	1h18
Heartbeat	53	61	2h00	2h18

Key Station Measures

Community



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

	Jan'19-Dec'19	Apr'19-Mar'20
Alfred Nzo	59	56
Forte	55	55
Kouga	47	49
Radio KC	52	46
Bayfm	35	44



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

	Jan'19-Dec'19	Apr'19-Mar'20
Alfred Nzo	84	80
Forte	114	116
Kouga	65	68
Radio KC	71	65
Bayfm	60	76

Key Station Measures

Community



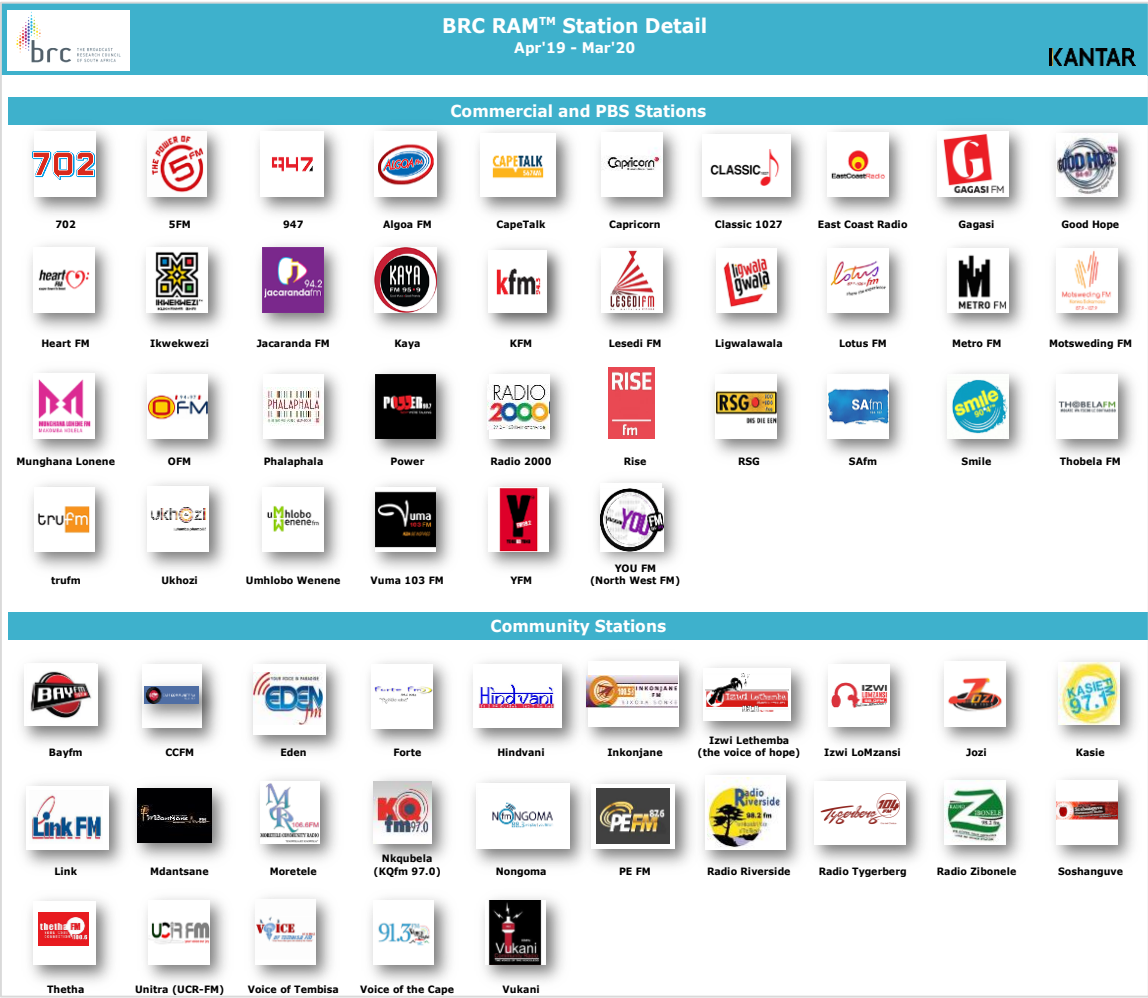
Exclusive Listeners (%)



Avg. hrs p.d

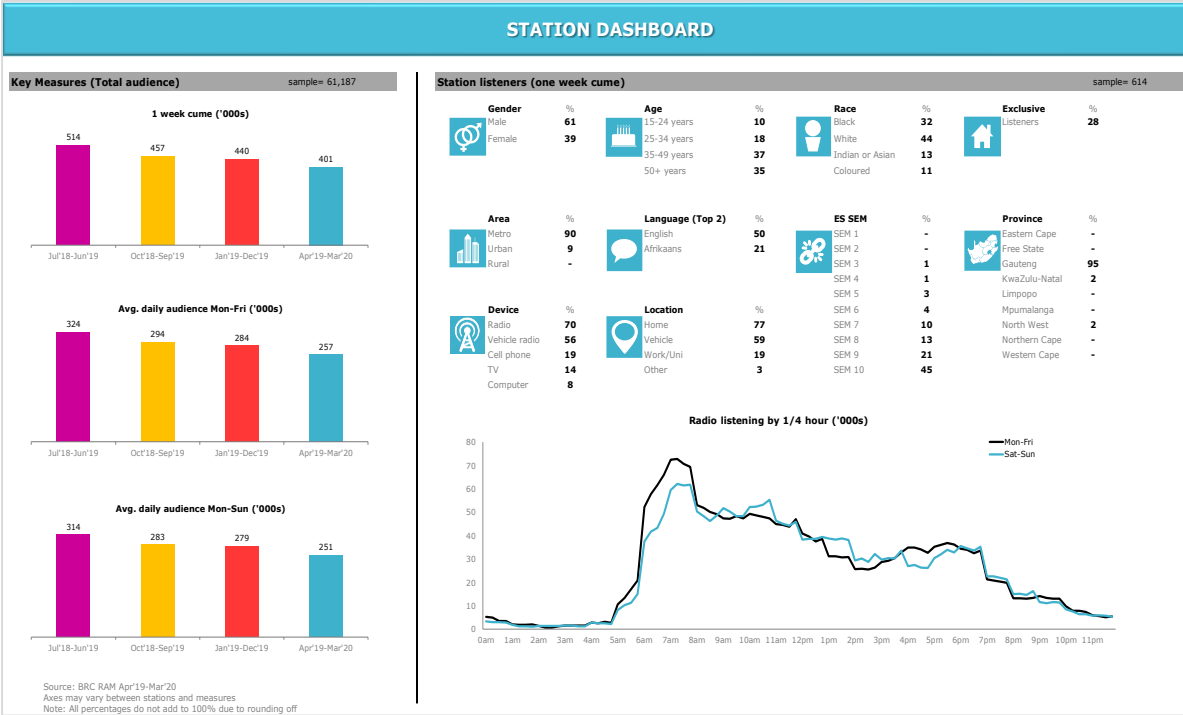
	Jan'19-Dec'19	Apr'19-Mar'20	Jan'19-Dec'19	Apr'19-Mar'20
Alfred Nzo	39	35	2h30	2h12
Forte	3	3	1h24	1h24
Kouga	51	51	2h54	3h06
Radio KC	69	71	2h24	2h18
Bayfm	18	24	1h24	1h48

Station Dashboards



TRENDING:

JUL'18-JUN'19 / OCT'18-SEP'19 / JAN'19-DEC'19 / APR'19-Mar'20



The background of the image is a solid dark grey-blue color. It is decorated with a pattern of circles in five distinct colors: red, orange, yellow, blue, and purple. The circles vary in size, with some being quite large and others being small. They are scattered across the entire frame, creating a vibrant, abstract pattern.

See you again