

BRC RAM – NOVEMBER '16 RELEASE



BRC RAM – MILESTONE CHART



n=7500

**Q1 (Jan – Mar)
4 days old**

new born



n=7500

**Q2 (Apr – Jun)
7 year old**

child



n=7500

**Q3 (Jul – Sep)
14 year old**

adolescent

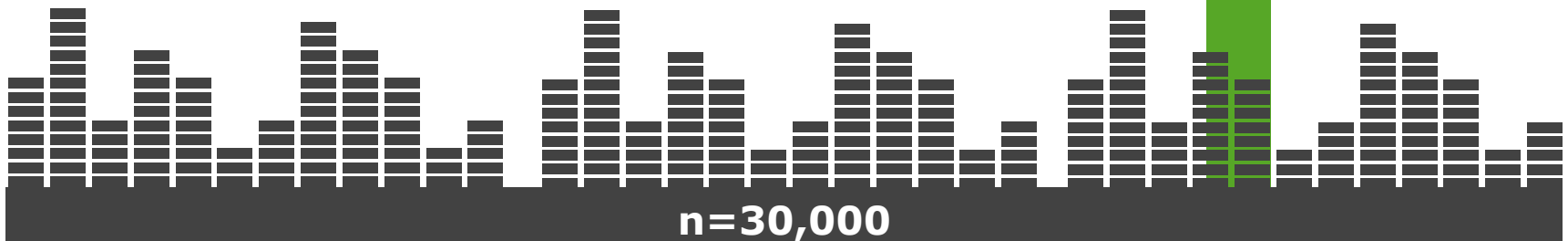


n=7500

**Q4 (Oct – Dec)
21 year old**

adult

We are here



7 Jan

22 Dec

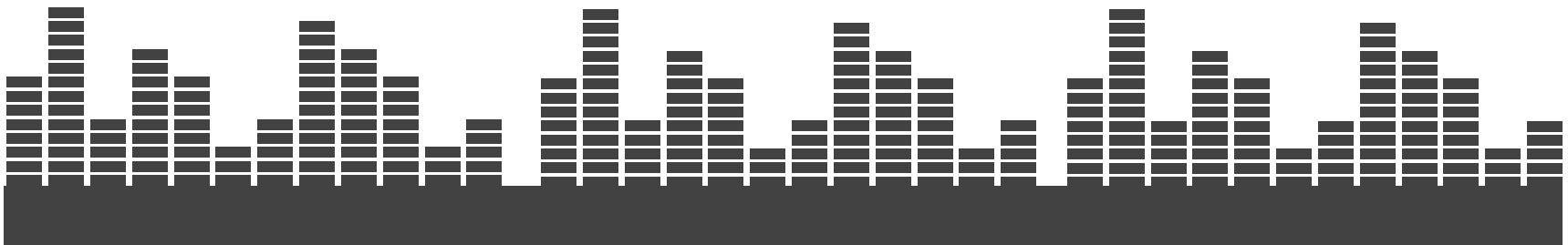
STABILITY & TRENDING



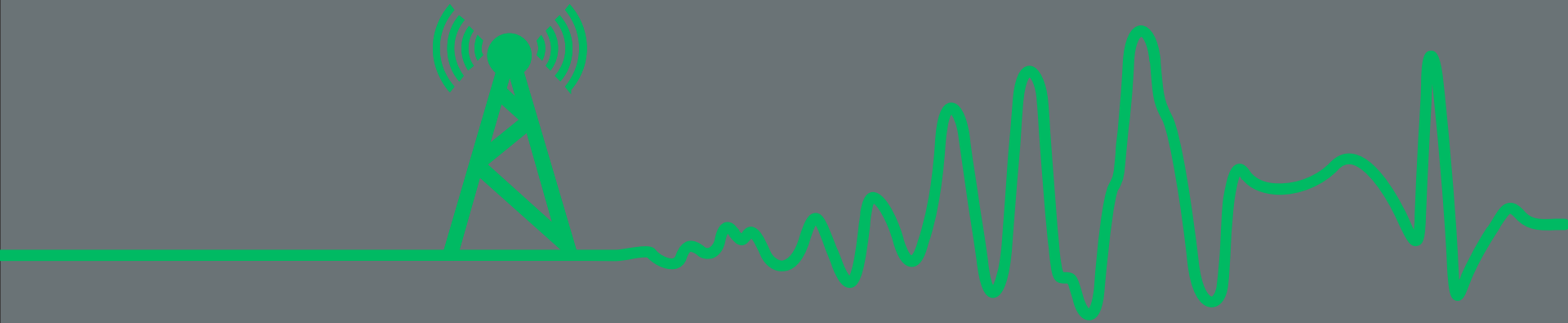
Jan – Sep (sample=53,396 diaries)

Jan – Jun (sample=36,447 diaries)

Apr - Sep (sample=36,879 diaries)

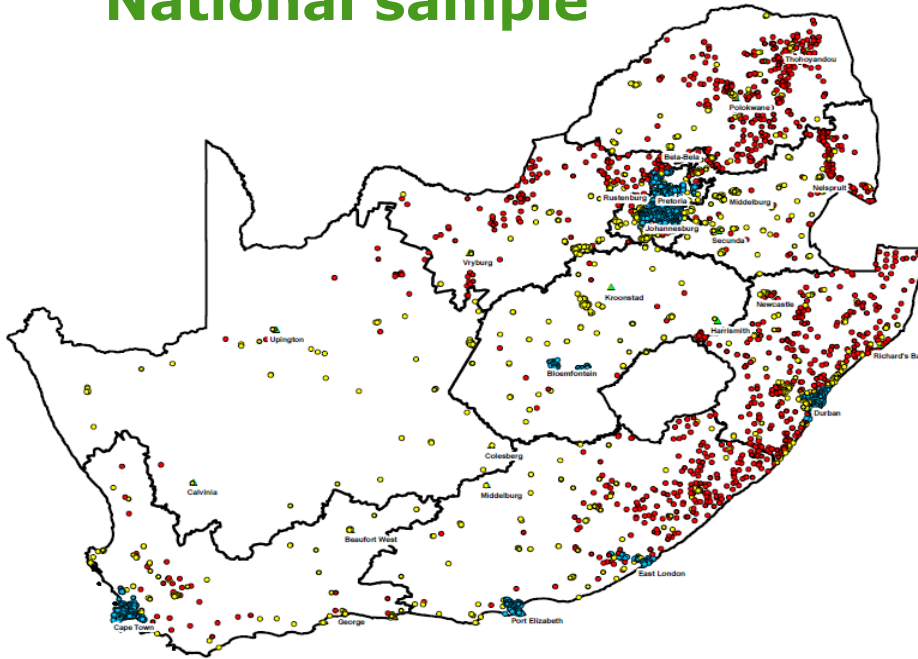


BRC RAM - VITAL SIGNS



BRC RAM – VITAL SIGNS

National sample



Universe: Population age 15+

38,3 million

Random selection,
household flooding

23,329k
Households



53,396k
Individuals



Jan – Sep sample



BRC RAM – VITAL SIGNS

Consistent area split (sample frame)



60% Metro



20% Small Urban



20% Rural

Stations included

39 Commercial and PBS stations

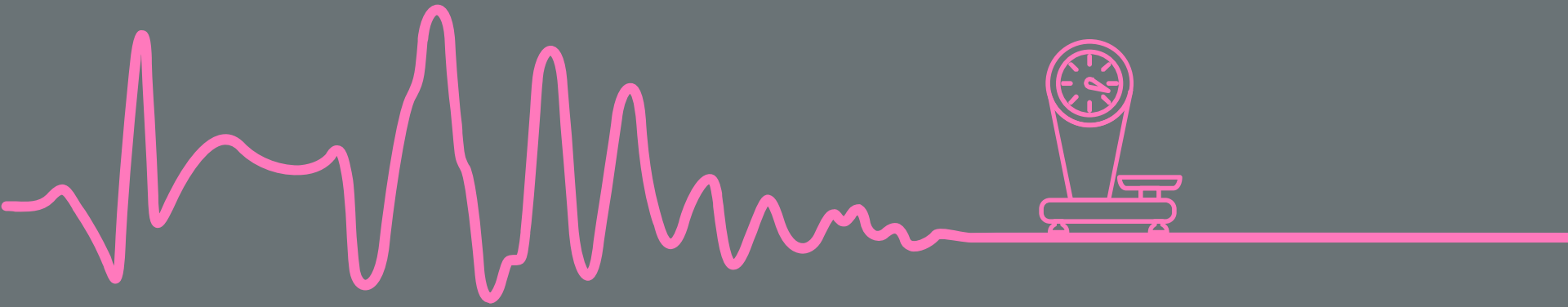
266 Community stations

Rolling sample

An additional 17 Community stations now have a sample greater than 40

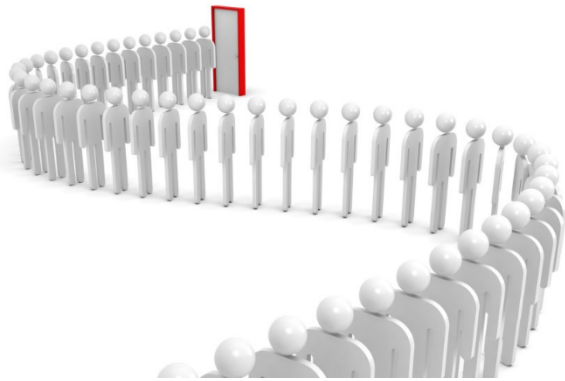


SCRUTINY & WEIGHTING



THE FOUR GATES

SAMPLE GATE



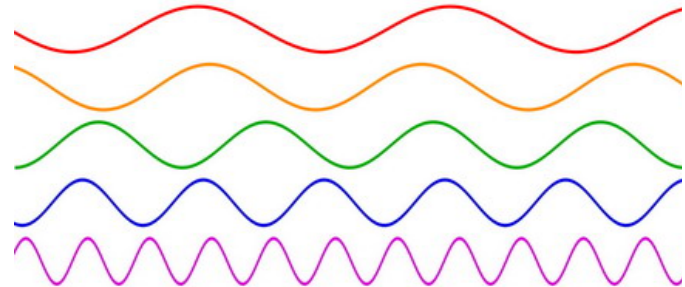
STABILITY GATE



WEIGHTING GATE



STATION CHANGE GATE



WEIGHTING



JAN - MAR Weighting efficiency

81%

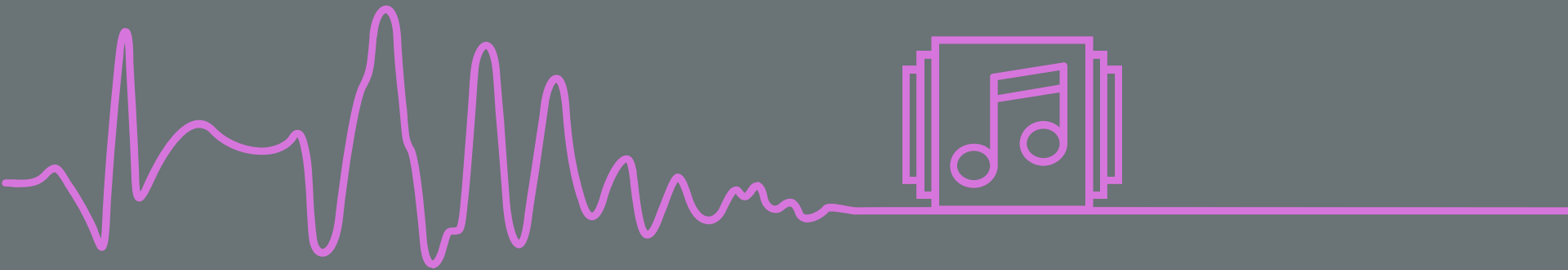
APR - JUN Weighting efficiency

84%

JUL - SEP Weighting efficiency

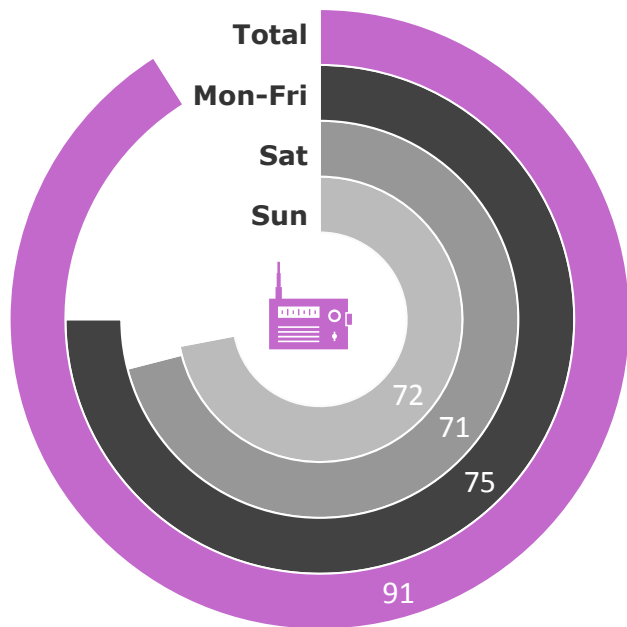
83%

KEY SOUNDBITES



RADIO REACH is ...

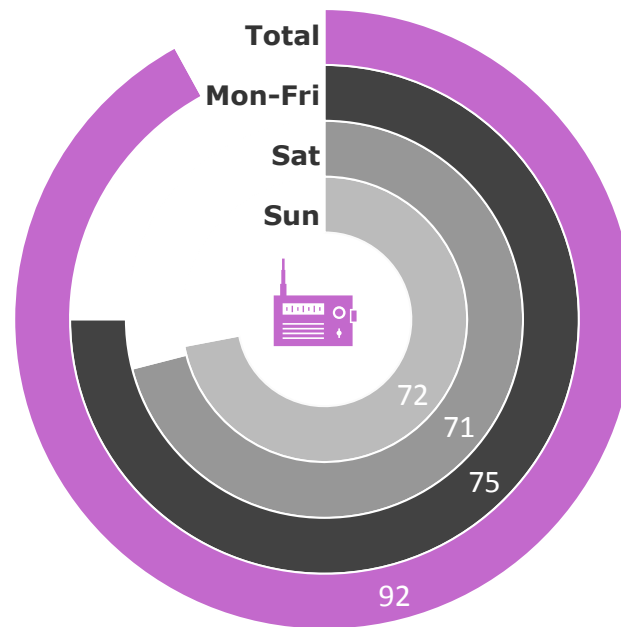
Jan – Jun 2016



91% weekly reach = 34,9 million listeners listening anytime in the week

75% daily reach (Mon-Fri) = 28,5 million listeners on an average weekday

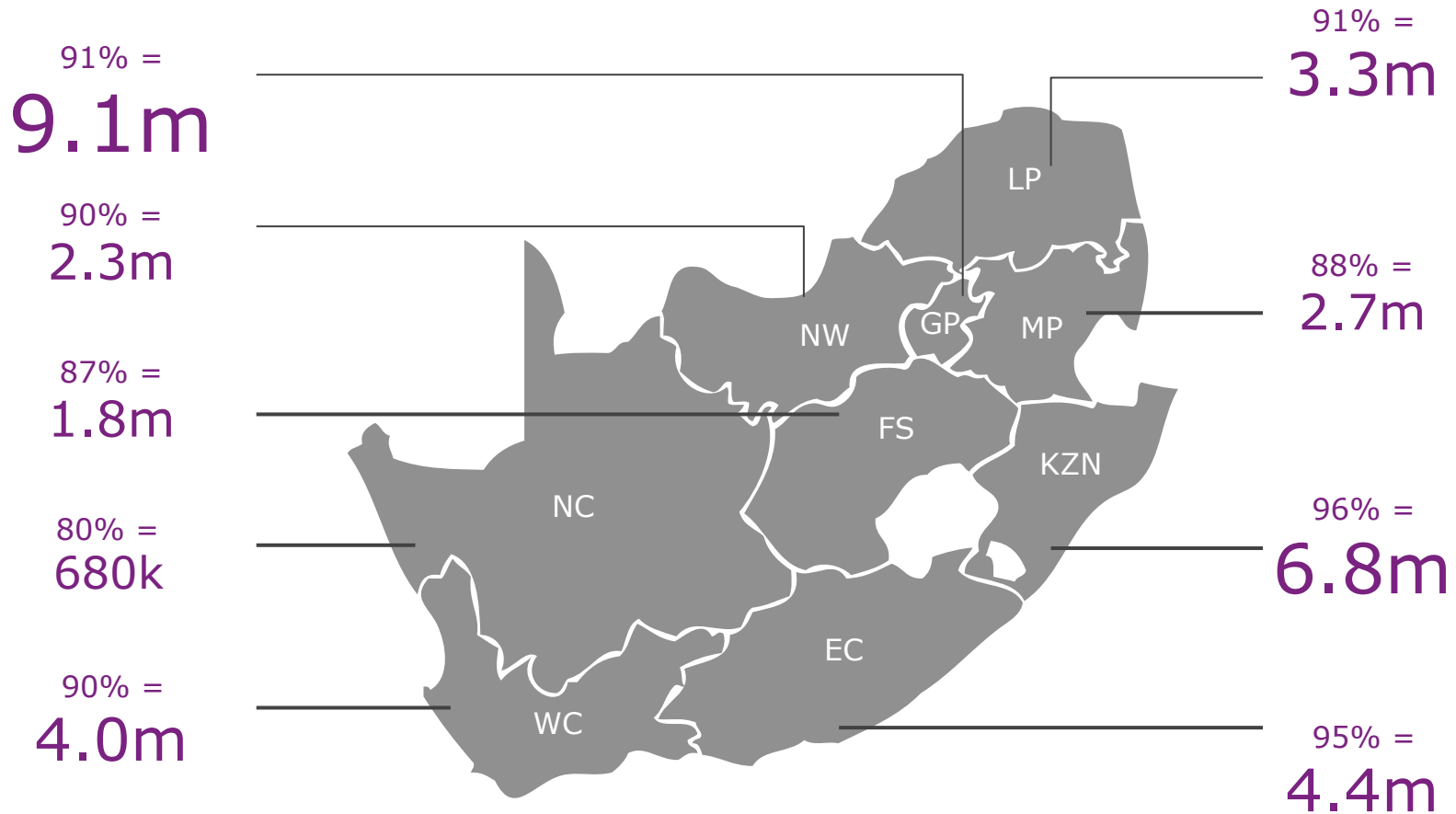
Jan– Sep 2016



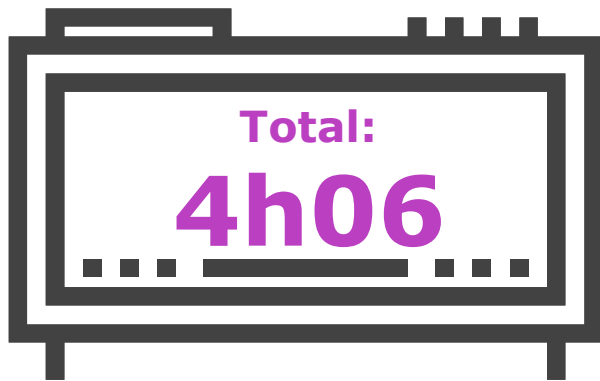
92% weekly reach = 35,0 million listeners listening anytime in the week

75% daily reach (Mon-Fri) = 28,6 million listeners on an average weekday

... EVERYWHERE!



LONG LISTENING



3h42



4h12



4h30



2h42



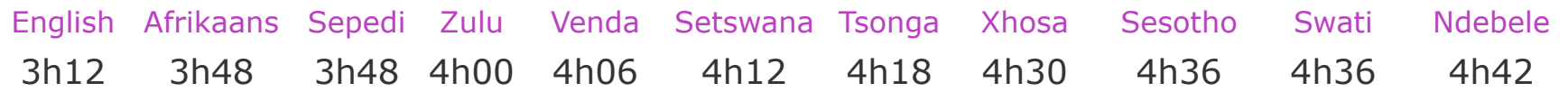
3h24



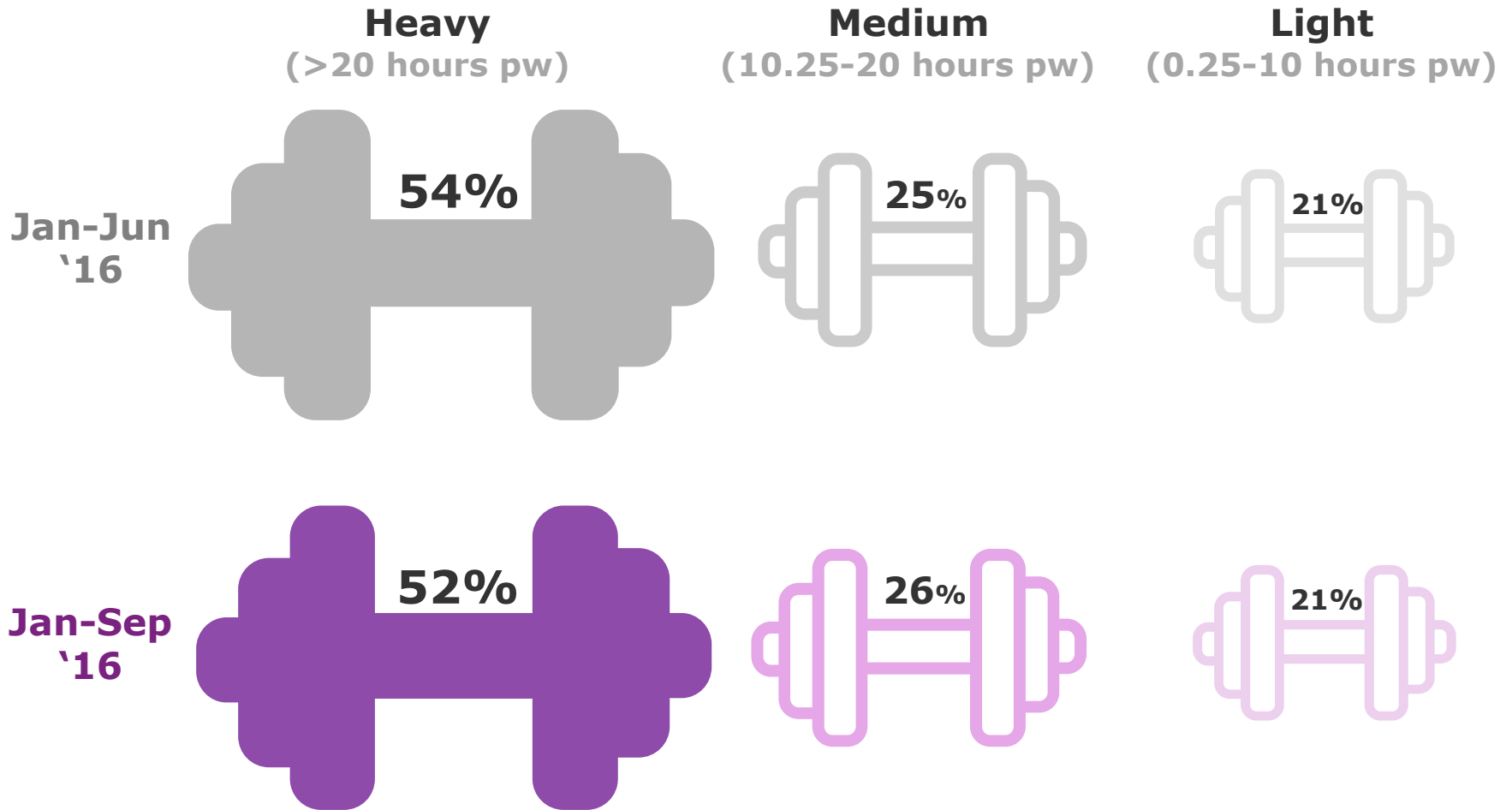
3h54



4h12



HEAVY LISTENING



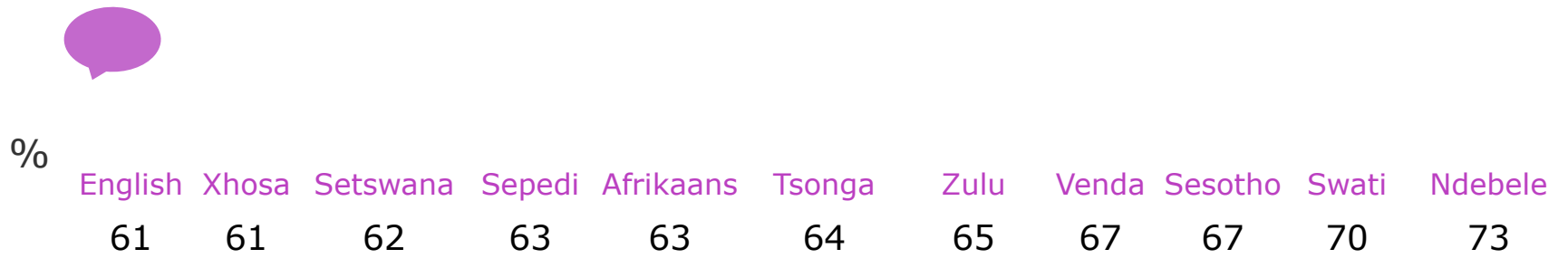
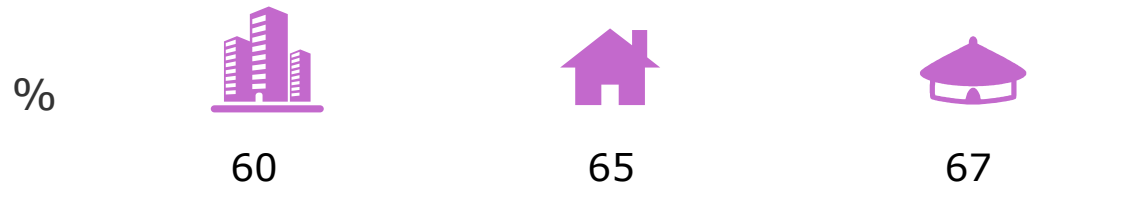
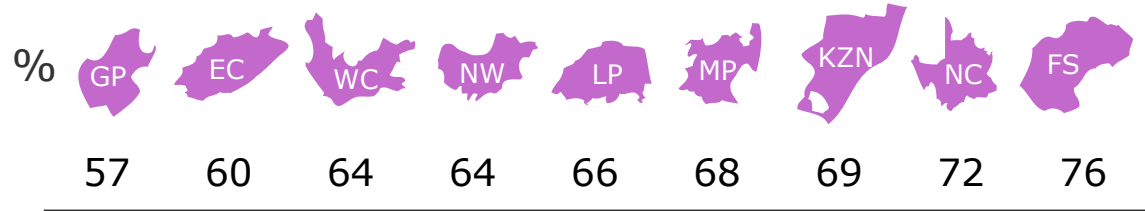
LOYAL LISTENERS



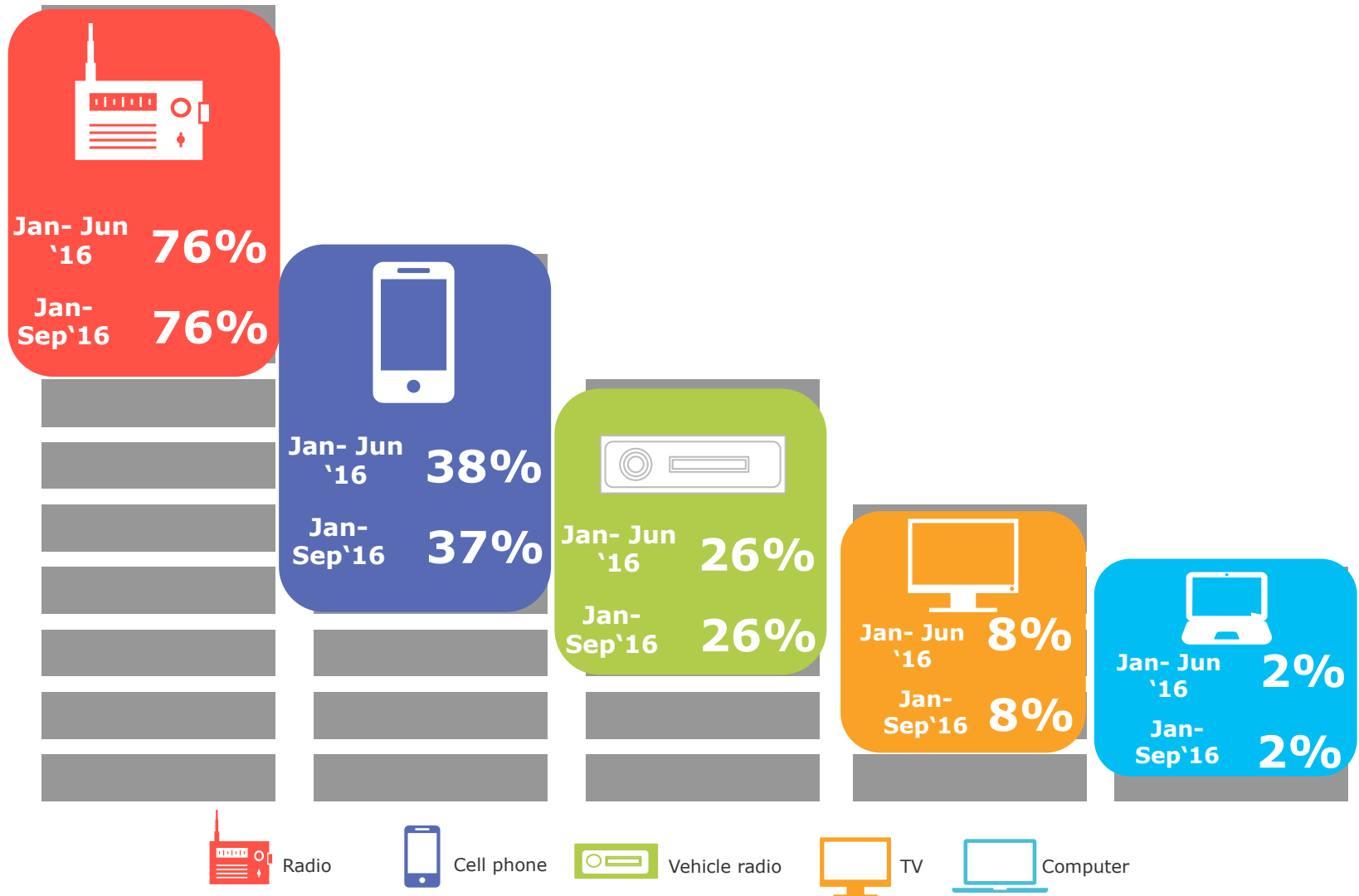
Total:

64%

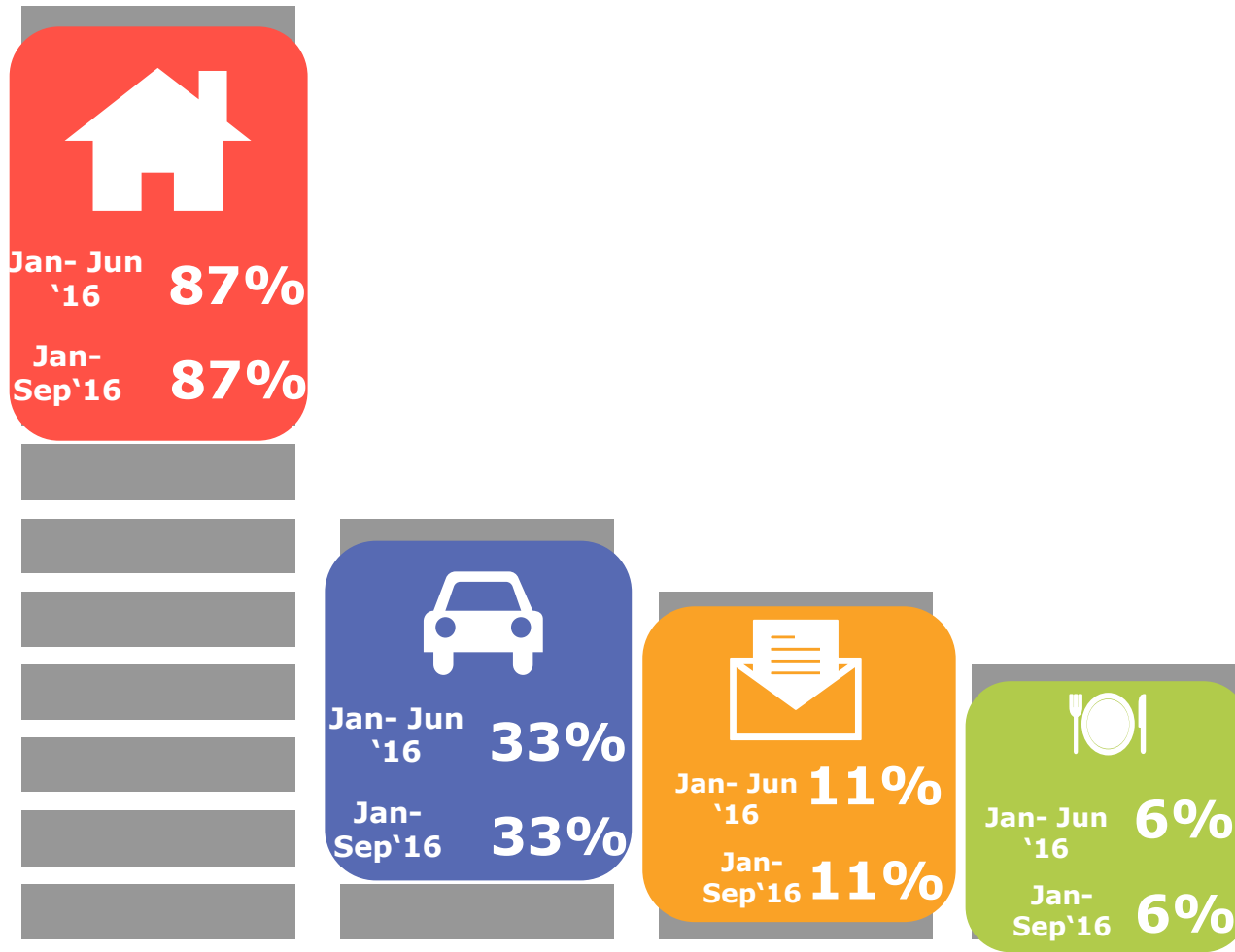
listen to only one station



DEVICE captures HOW



LOCATION captures WHERE



KEY STATION MEASURES



KEY STATION MEASURES

Commercial and PBS



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

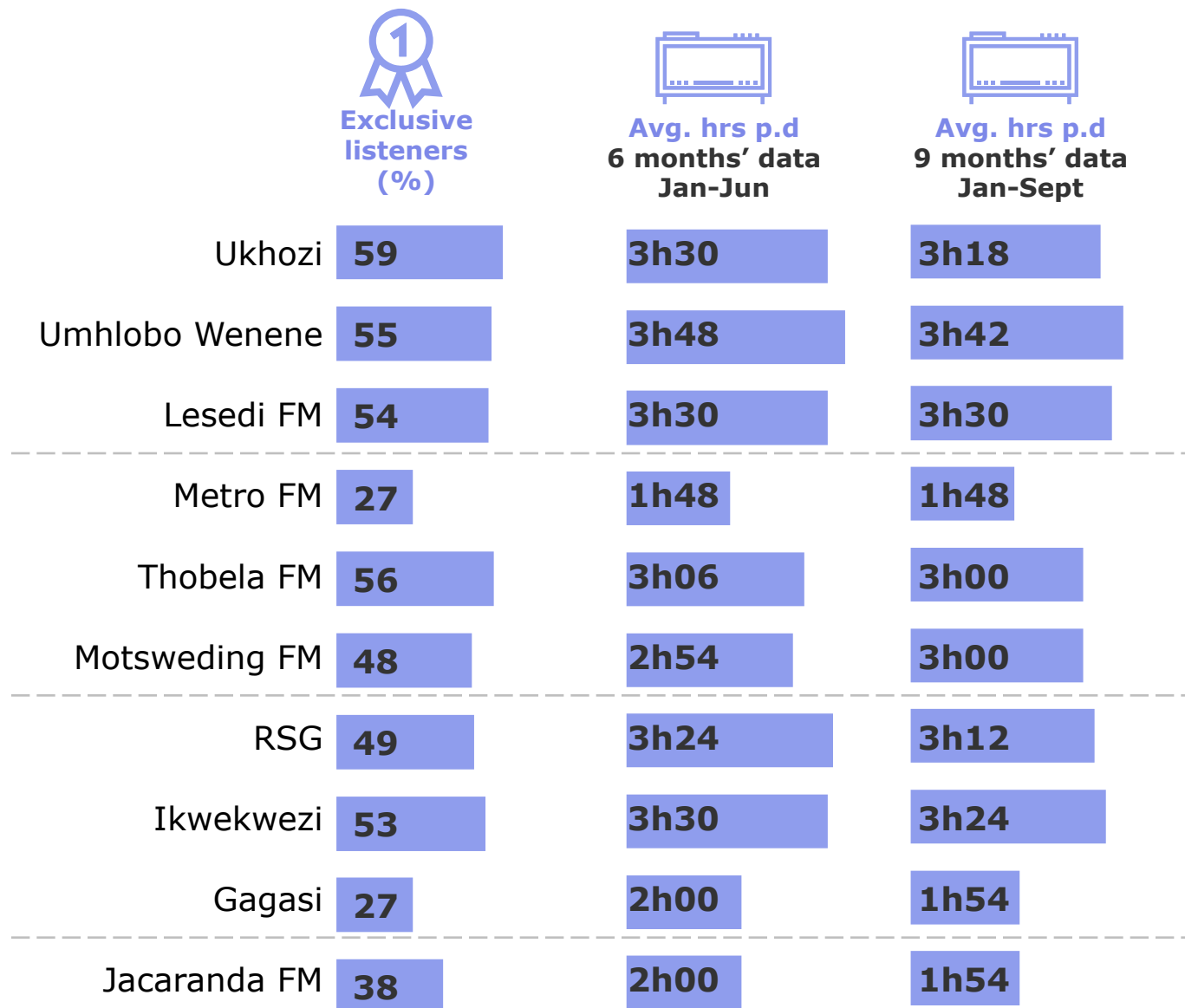


One **week**
cume (000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan-Jun'16	Jan-Sep'16	Jan-Jun'16	Jan-Sep'16
Ukhozi	5,406	5,390	7,294	7,294
Umhlobo Wenene	3,964	3,985	5,171	5,208
Lesedi FM	2,433	2,415	3,429	3,440
Metro FM	2,273	2,198	4,159	3,968
Thobela FM	1,997	1,994	2,860	2,819
Motsweding FM	1,754	1,758	2,668	2,640
RSG	1,014	1,064	1,424	1,488
Ikwewezi	913	888	1,335	1,294
Gagasi	798	833	1,366	1,408
Jacaranda FM	777	784	1,329	1,325

KEY STATION MEASURES

Commercial and PBS



Source: BRC RAM Jan-Jun '16 (National: n=36,447) and Jan-Sep '16 (National: n=53,396); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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

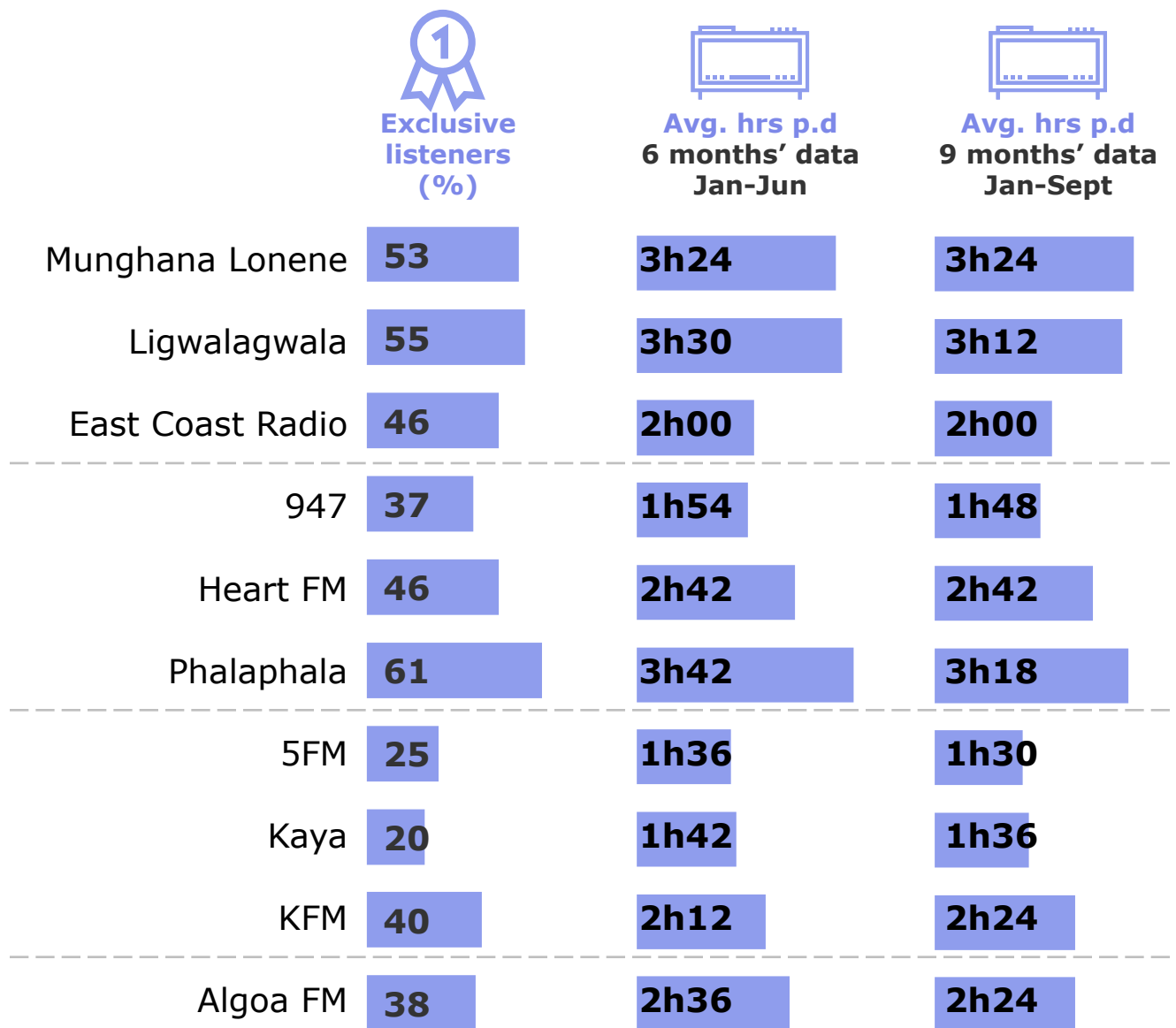


One **week**
cume ('000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000's)	
	Jan-Jun'16	Jan-Sep'16	Jan-Jun'16	Jan-Sep'16
Munghana Lonene	702	708	1,016	1,020
Ligwalagwala	673	673	917	947
East Coast Radio	644	658	987	988
947	585	625	927	952
Heart FM	577	587	838	832
Phalaphala	594	587	841	838
5FM	496	503	862	865
Kaya	462	475	841	858
KFM	449	459	681	675
Algoa FM	379	387	576	588

KEY STATION MEASURES

Commercial and PBS



Source: BRC RAM Jan-Jun '16 (National: n=36,447) and Jan-Sep '16 (National: n=53,396); ranked on Avg. daily cume

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Commercial and PBS



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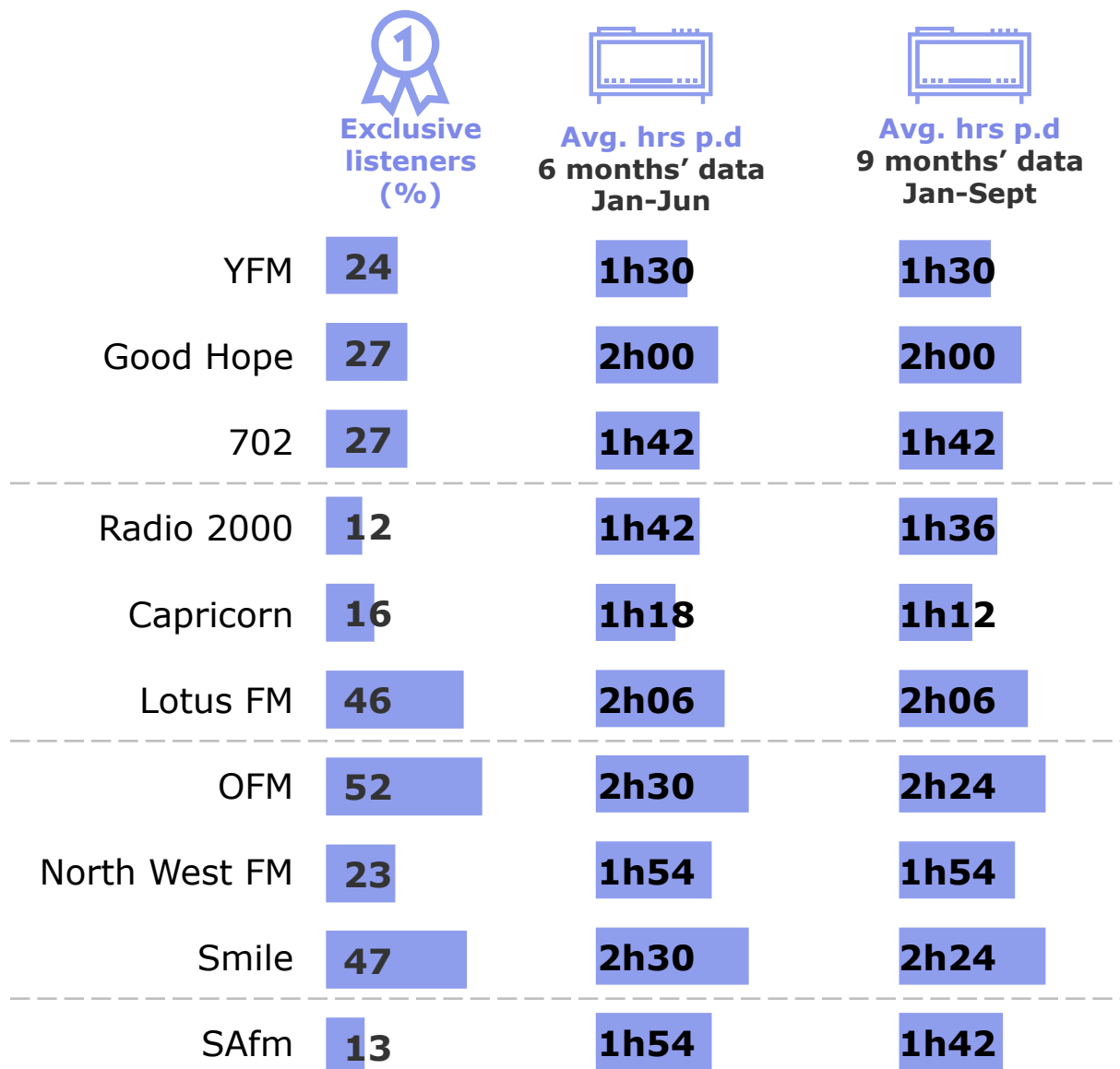


One **week**
cume (000's)

	Jan-Jun'16	Jan-Sep'16	Jan-Jun'16	Jan-Sep'16
YFM	362	387	666	706
Good Hope	406	386	658	612
702	323	318	547	530
Radio 2000	238	215	477	447
Capricorn	220	201	549	473
Lotus FM	182	184	276	274
OFM	172	167	291	282
North West FM	116	121	203	212
Smile	98	97	146	140
SAfm	95	93	176	175

KEY STATION MEASURES

Commercial and PBS



Source: BRC RAM Jan-Jun '16 (National: n=36,447) and Jan-Sep '16 (National: n=53,396); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

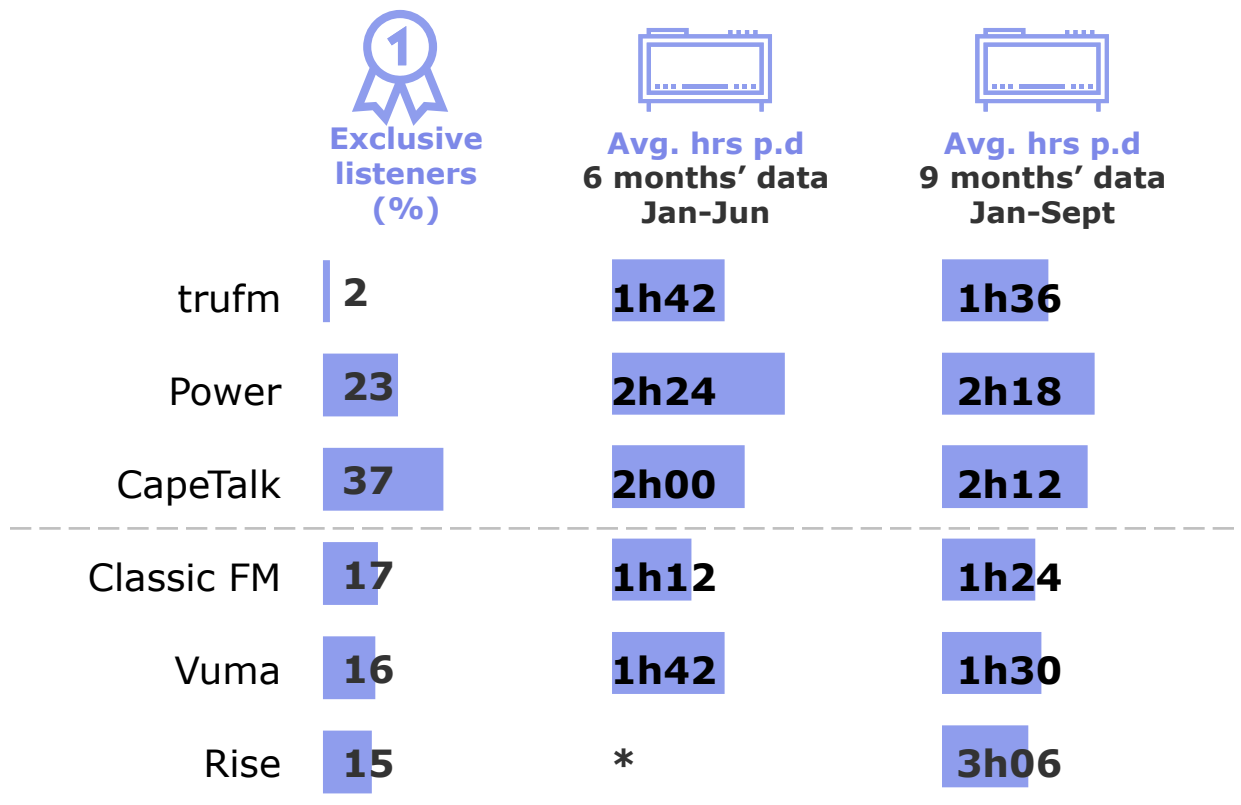
	Jan-Jun'16	Jan-Sep'16	Jan-Jun'16	Jan-Sep'16
trufm	79	68	145	129
Power	57	60	99	103
CapeTalk	50	55	77	79
Classic FM	39	42	71	71
Vuma	40	38	79	77
Rise	*	29	46	47

Source: BRC RAM Jan-Jun '16 (National: n=36,447) and Jan-Sep '16 (National: n=53,396)

*Base size too small for analysis

KEY STATION MEASURES

Commercial and PBS



KEY STATION MEASURES

Community



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

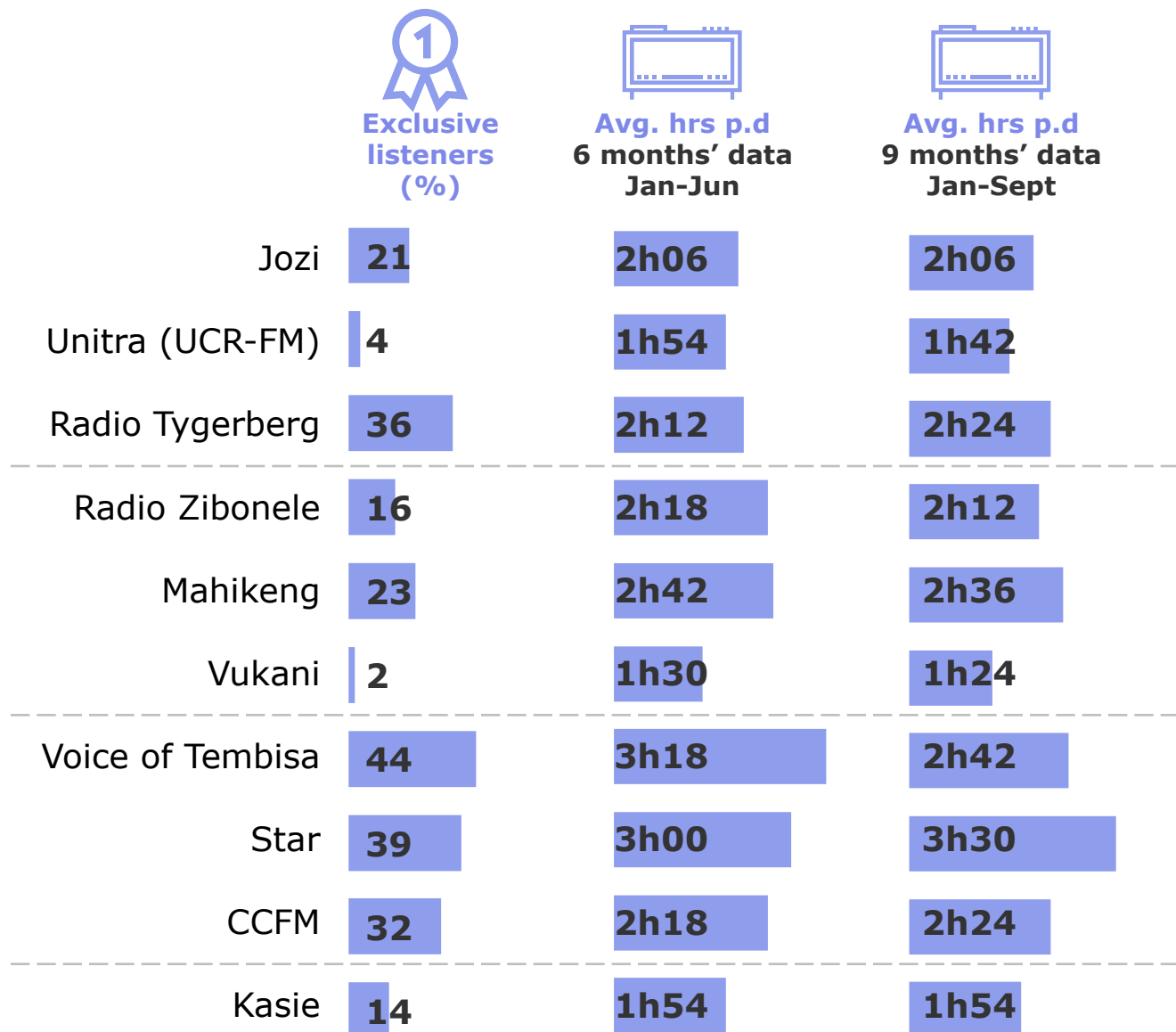


One **week**
cume (000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan-Jun'16	Jan-Sep'16	Jan-Jun'16	Jan-Sep'16
Jozi	262	292	456	497
Unitra (UCR-FM)	164	177	283	311
Radio Tygerberg	143	151	236	245
Radio Zibonele	127	118	228	216
Mahikeng	131	109	193	162
Vukani	115	109	220	207
Voice of Tembisa	102	98	142	143
Star	81	94	124	143
CCFM	68	93	112	147
Kasie	88	92	151	154

KEY STATION MEASURES

Community



Source: BRC RAM Jan-Jun '16 (National: n=36,447) and Jan-Sep '16 (National: n=53,396); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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

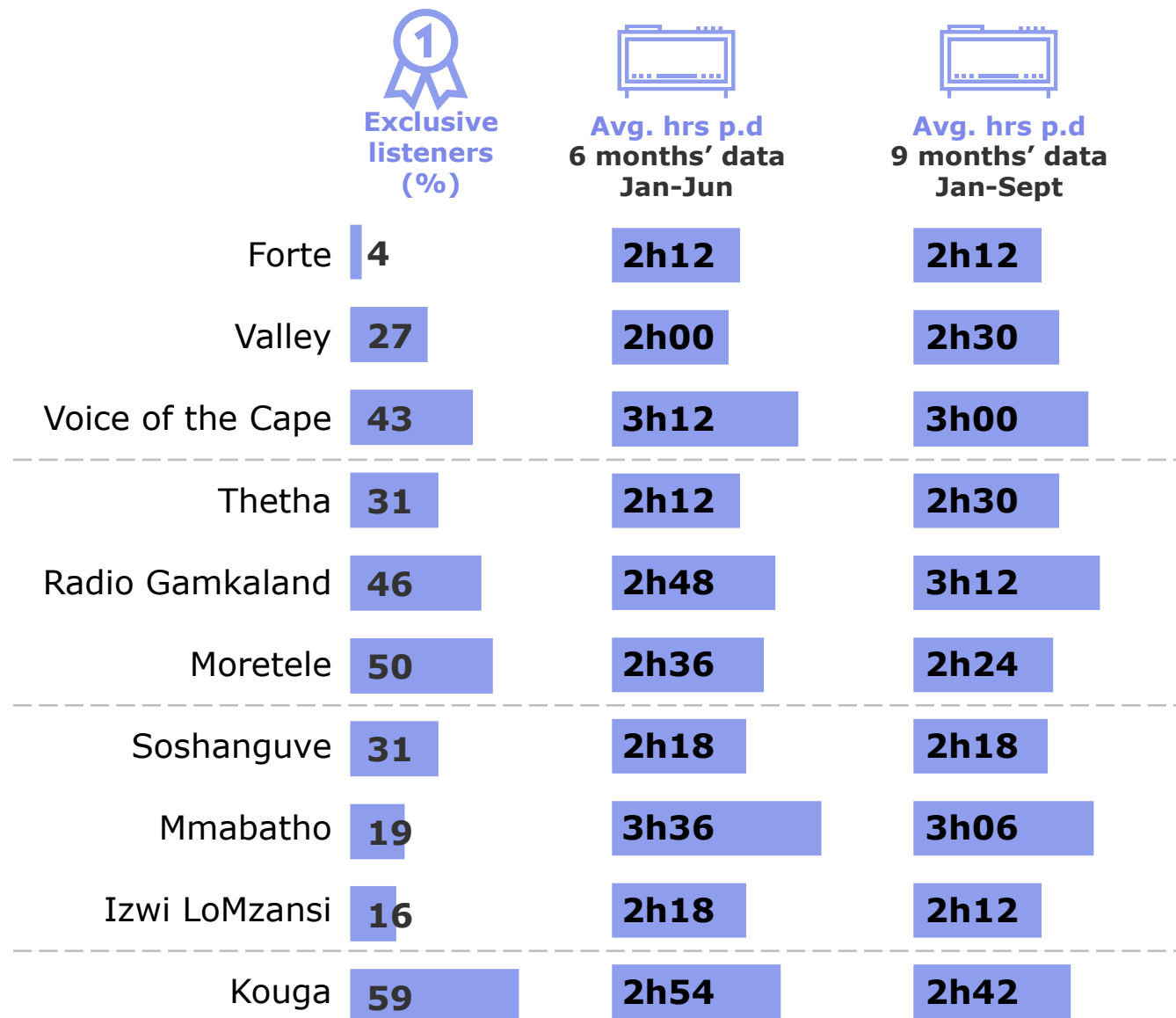


One **week**
cume (000's)

	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan-Jun'16	Jan-Sep'16	Jan-Jun'16	Jan-Sep'16
Forte	102	91	186	161
Valley	87	86	136	127
Voice of the Cape	87	86	122	121
Thetha	95	82	177	143
Radio Gamkaland	75	79	106	113
Moretele	91	78	155	139
Soshanguve	61	70	110	117
Mmabatho	72	68	111	103
Izwi LoMzansi	57	67	93	109
Kouga	49	64	75	98

KEY STATION MEASURES

Community



Source: BRC RAM Jan-Jun '16 (National: n=36,447) and Jan-Sep '16 (National: n=53,396); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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

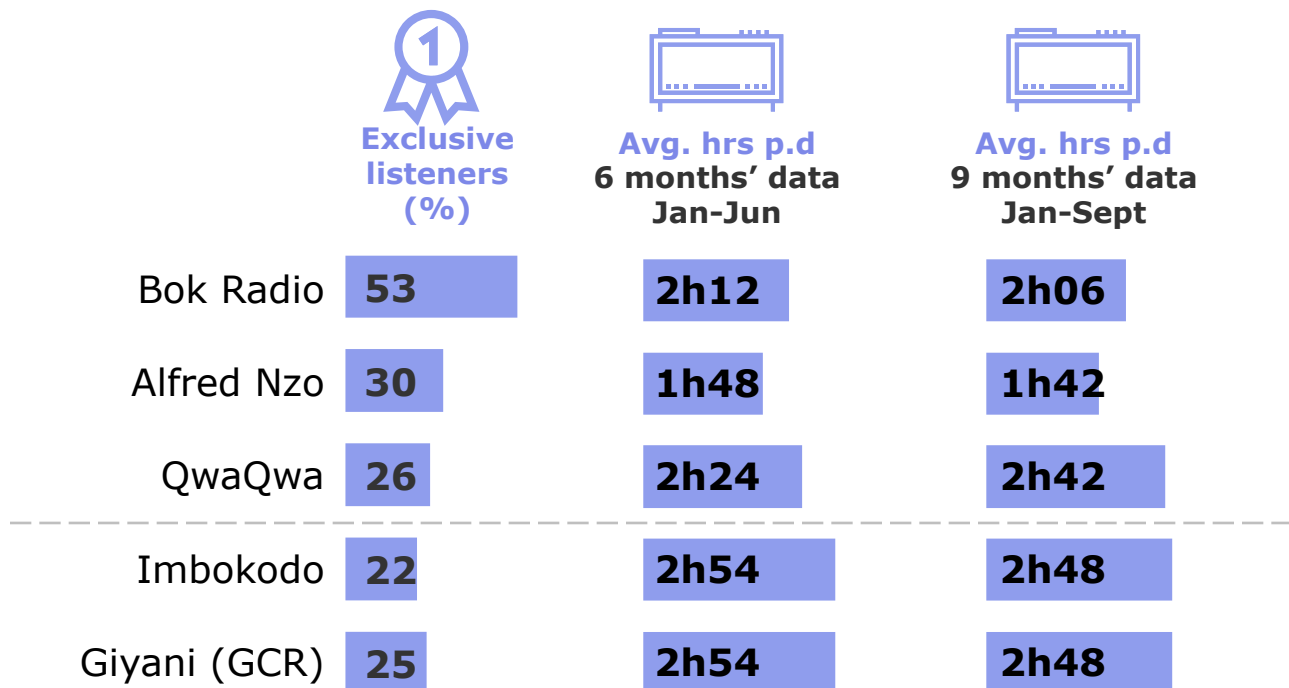


One **week**
cume (000's)

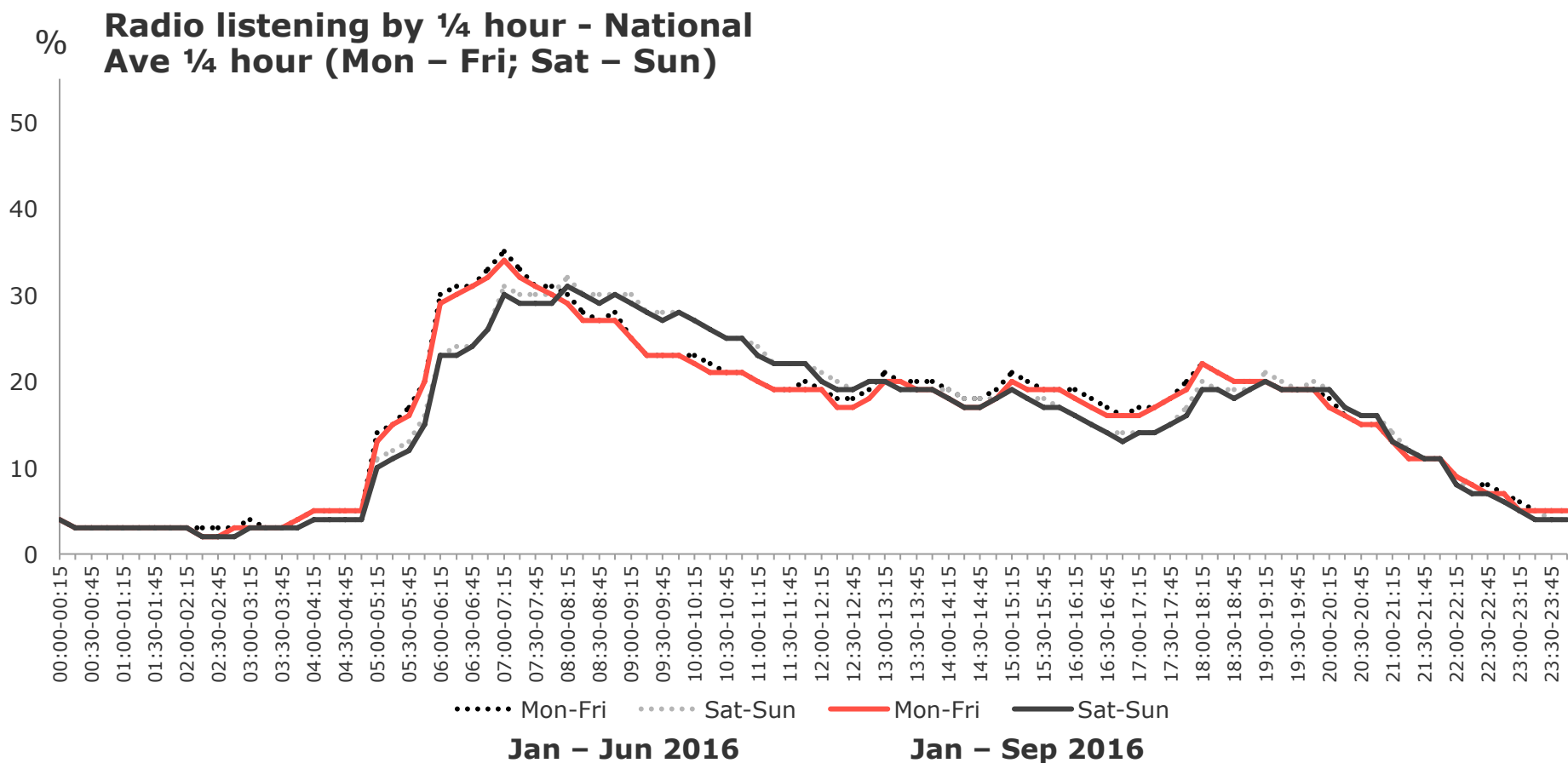
	Avg. daily cume (Mon-Sun) ('000s)		One week cume (000's)	
	Jan-Jun'16	Jan-Sep'16	Jan-Jun'16	Jan-Sep'16
Bok Radio	68	64	96	90
Alfred Nzo	68	60	136	121
QwaQwa	72	59	117	96
Imbokodo	62	57	102	91
Giyani (GCR)	48	57	94	106

KEY STATION MEASURES

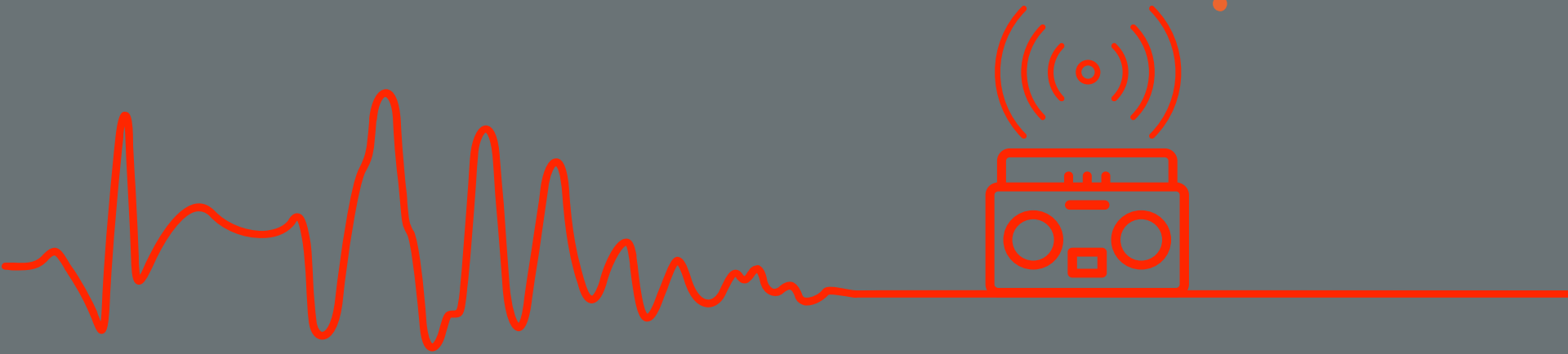
Community



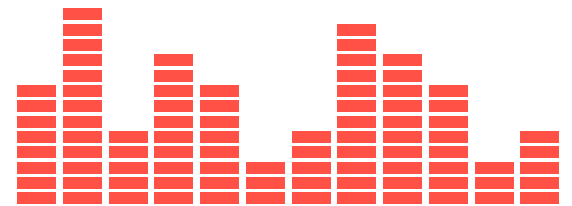
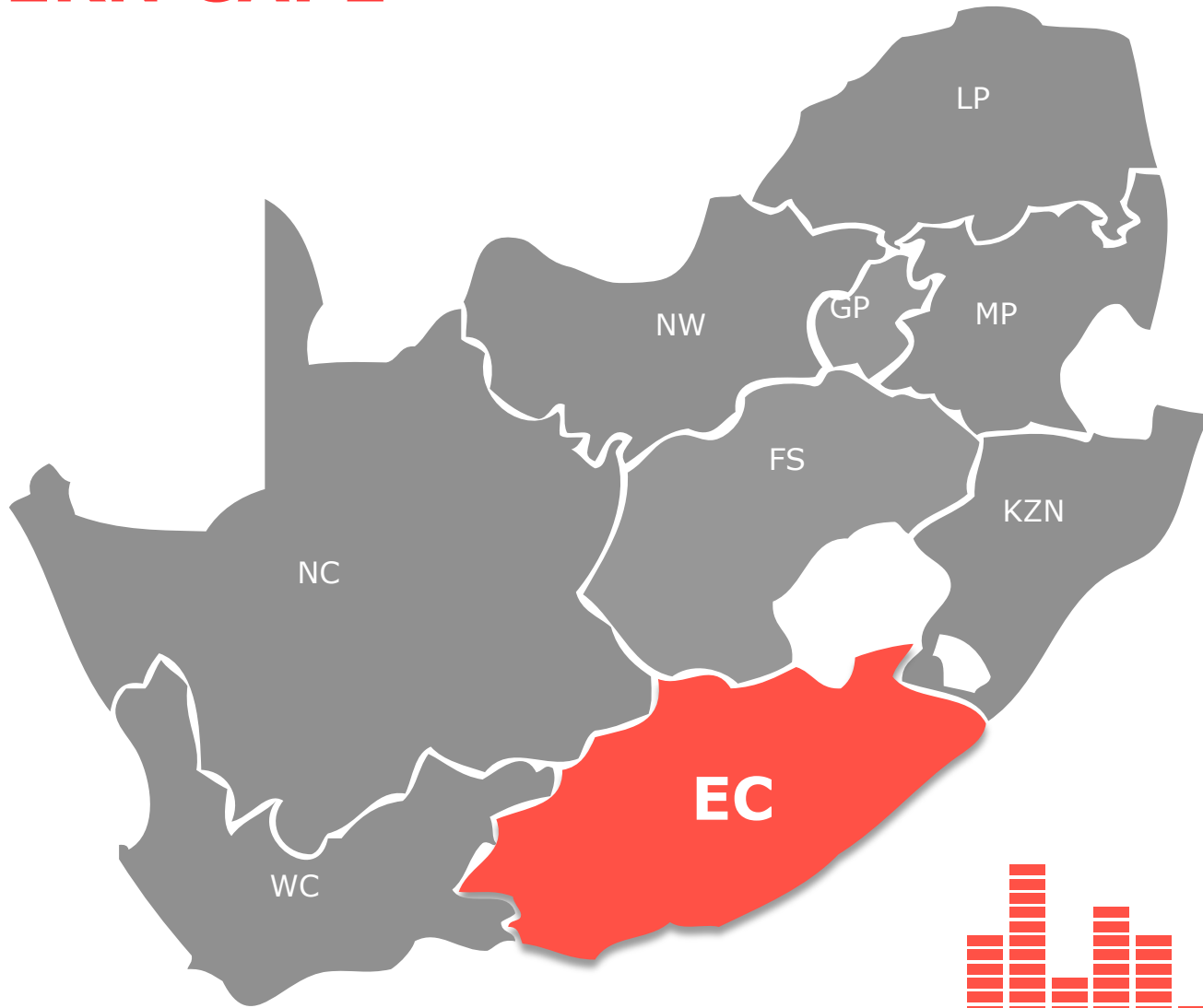
THE CURVE (LONG, HEAVY, LOYAL)

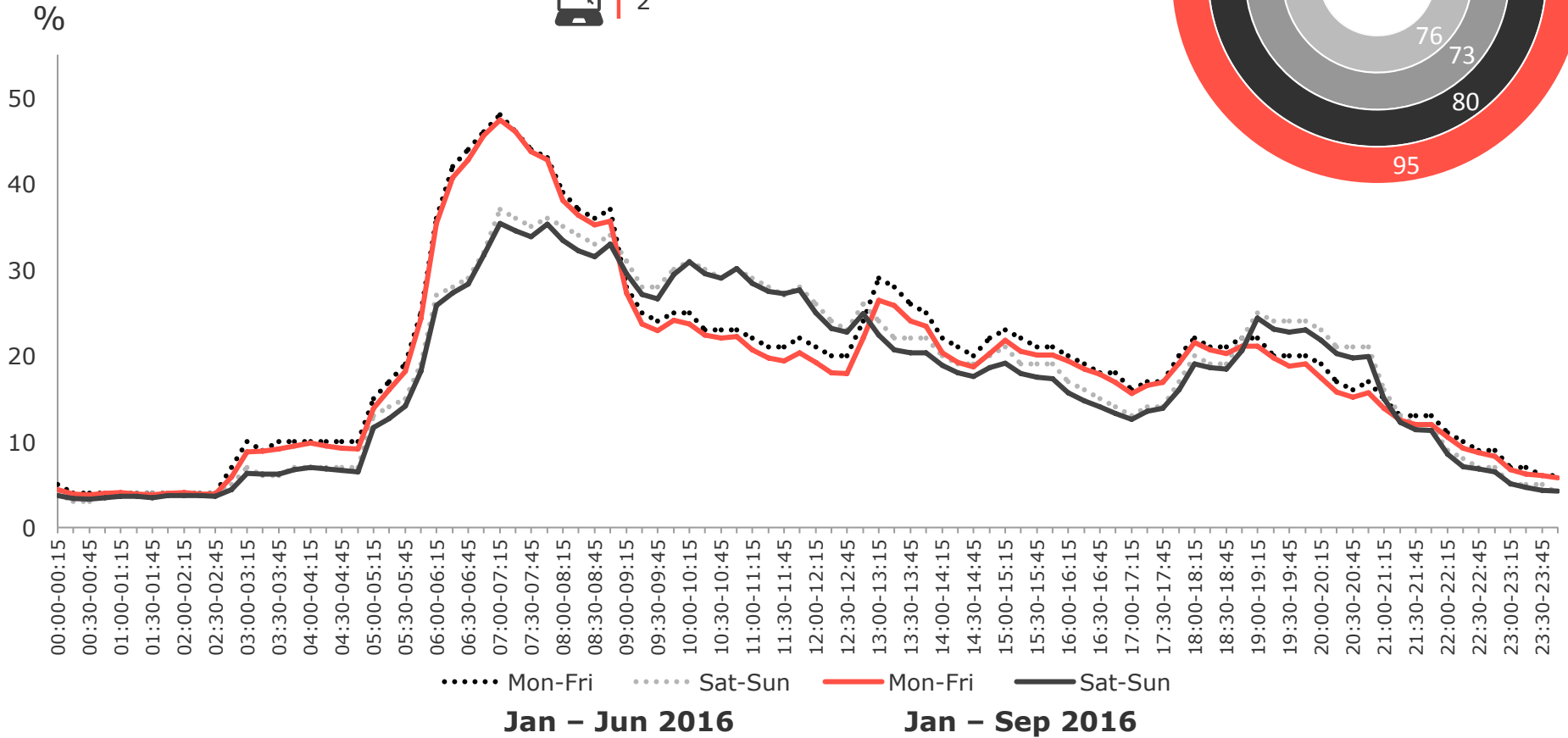
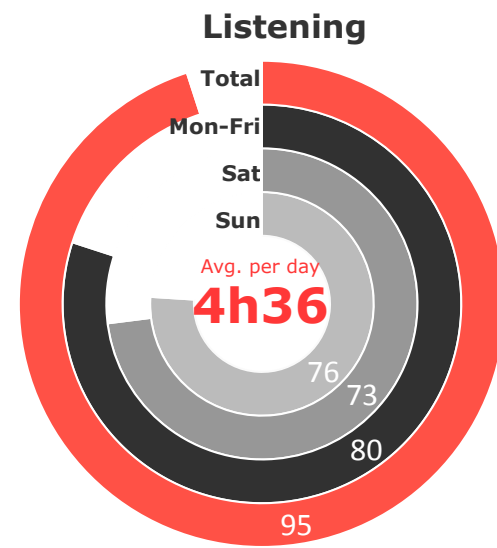
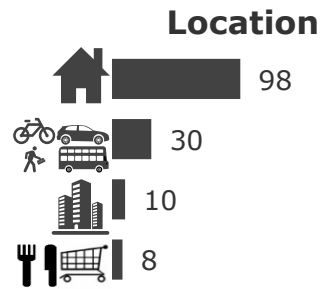
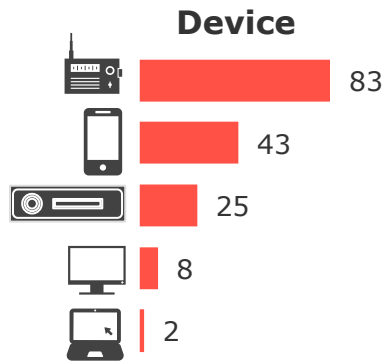


THE PROVINCES



EASTERN CAPE



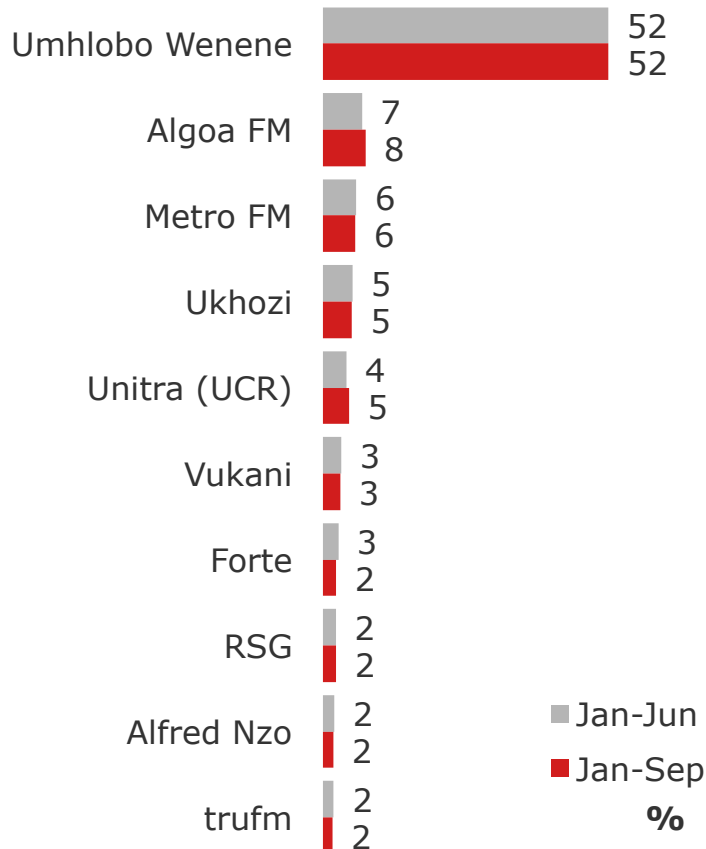


EASTERN CAPE - SHARE

Share of Audience



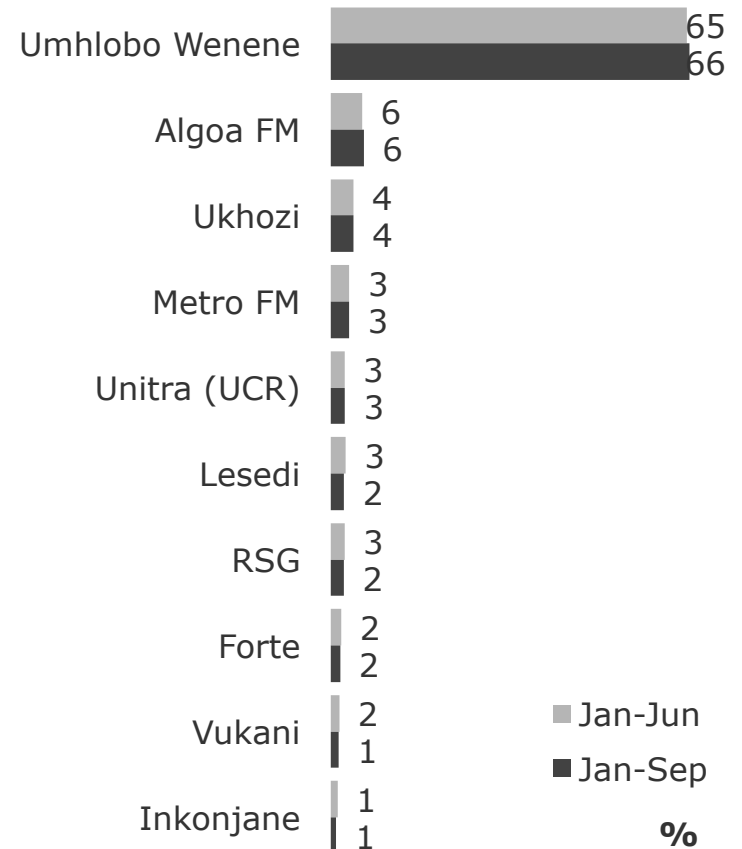
(% of 4.4m listeners who listen in a week)



Share of Listening

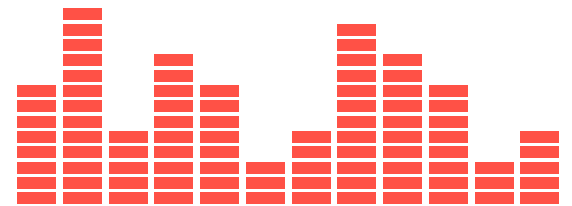
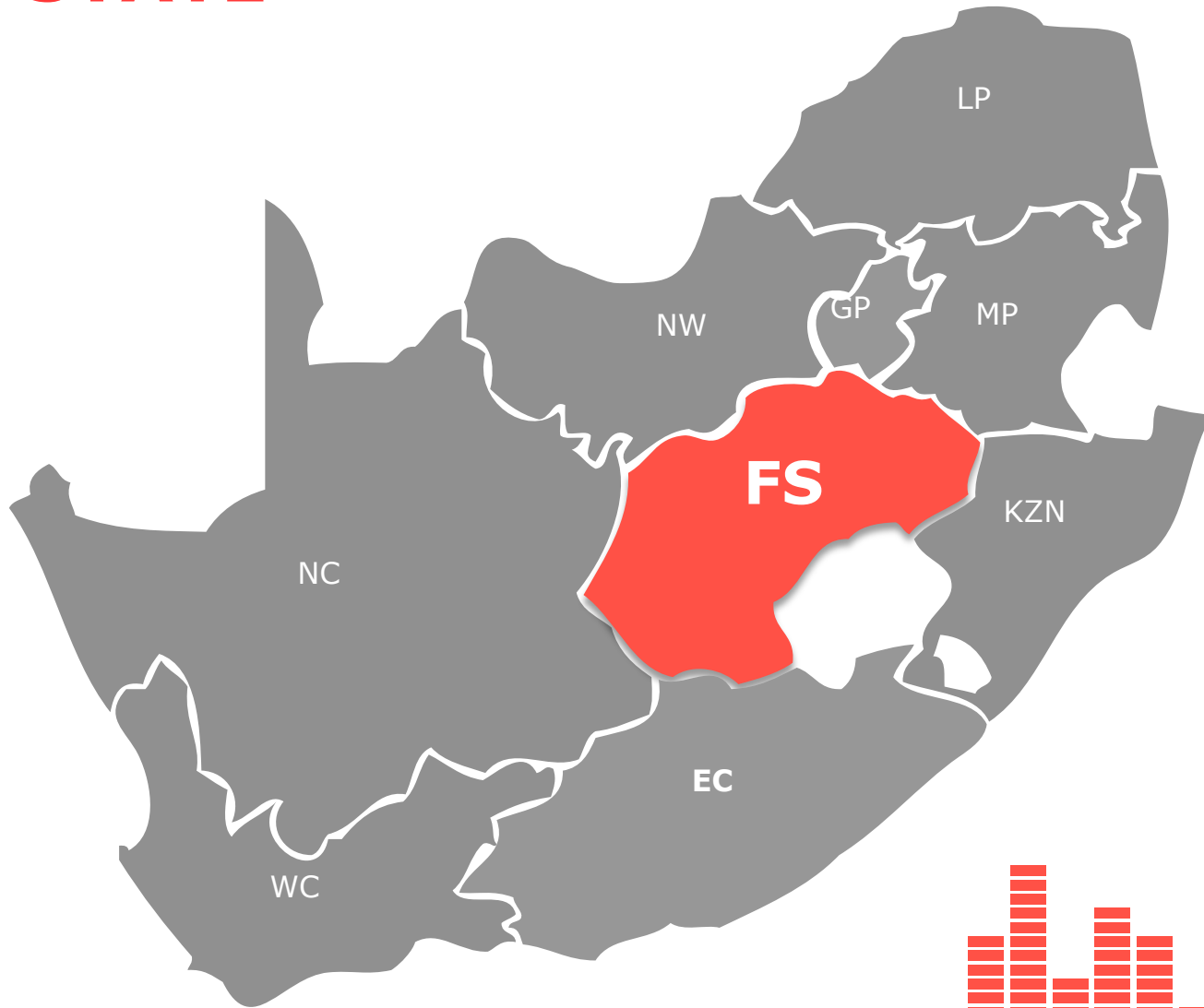


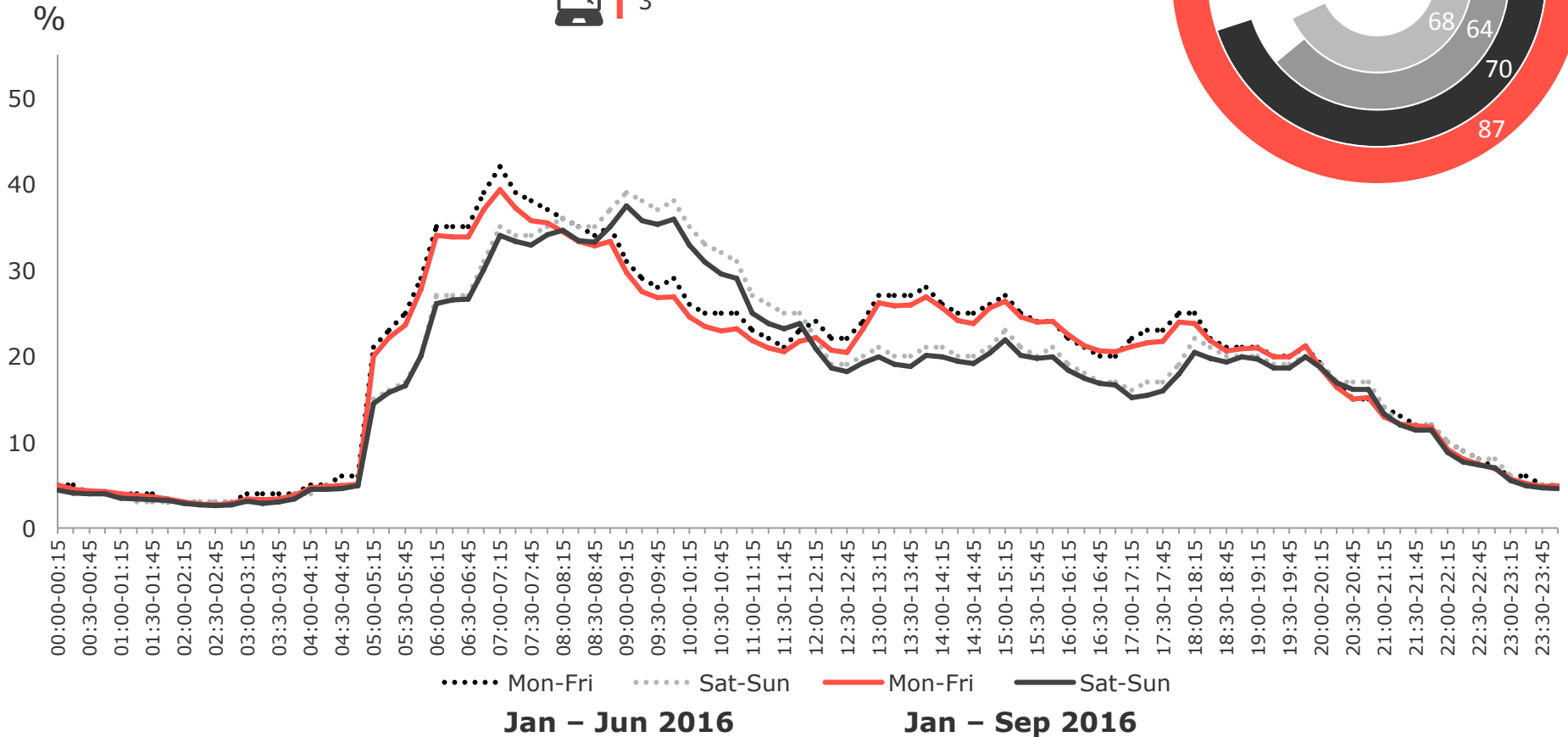
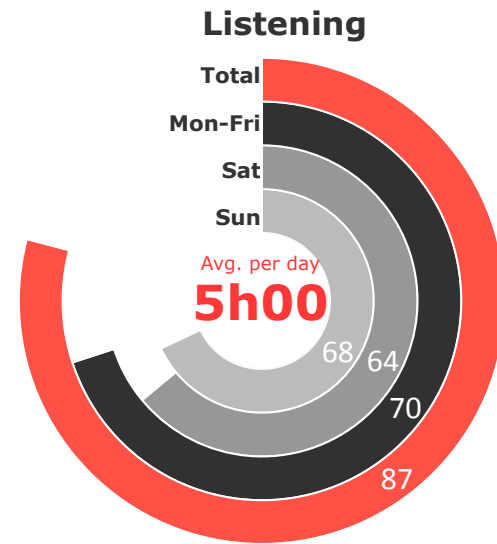
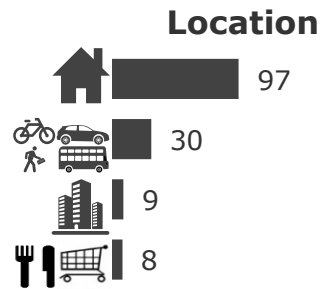
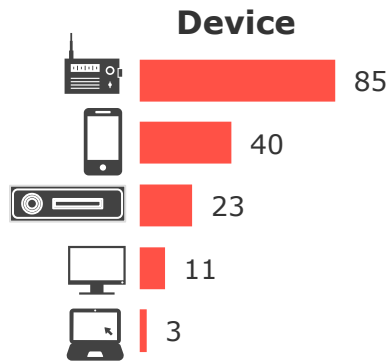
(% of 8,5b listening minutes a week)



Source: BRC RAM Jan-Jun'16 (n=4,348); Jan-Sep'16 (n=6,451)

FREE STATE



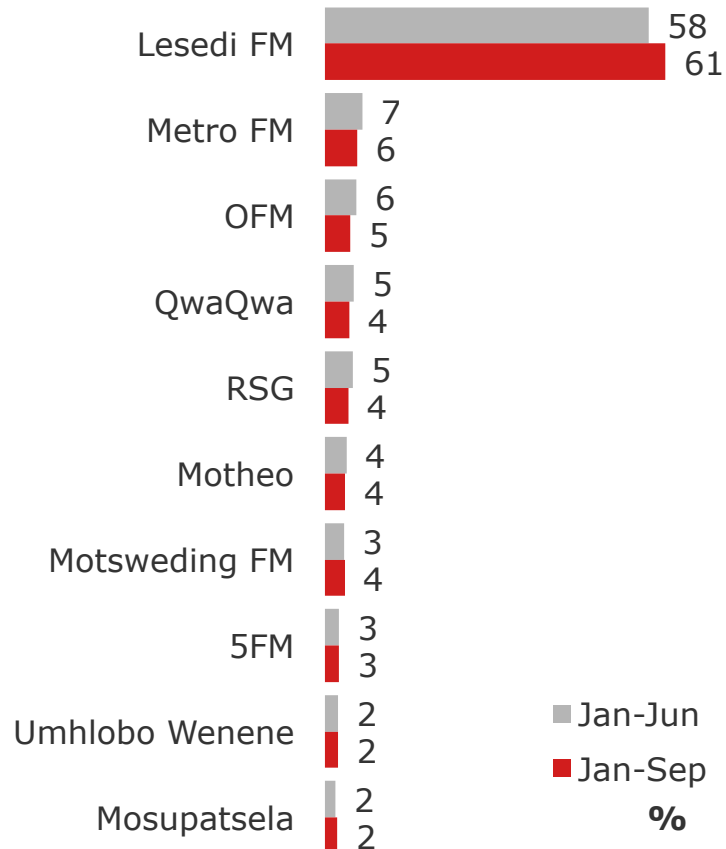


FREE STATE - SHARE

Share of Audience



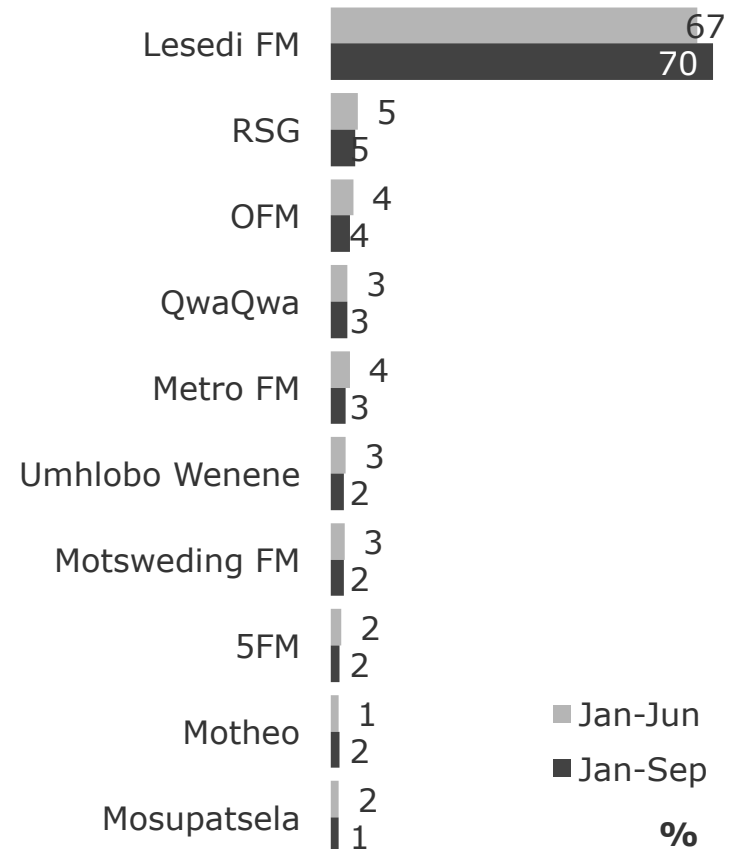
(% of 1,8m listeners who listen in a week)



Share of Listening

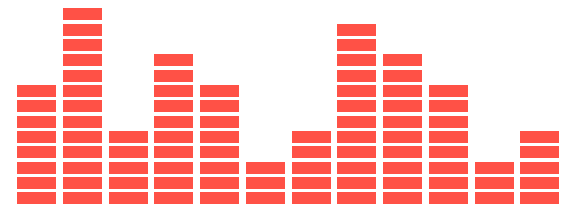
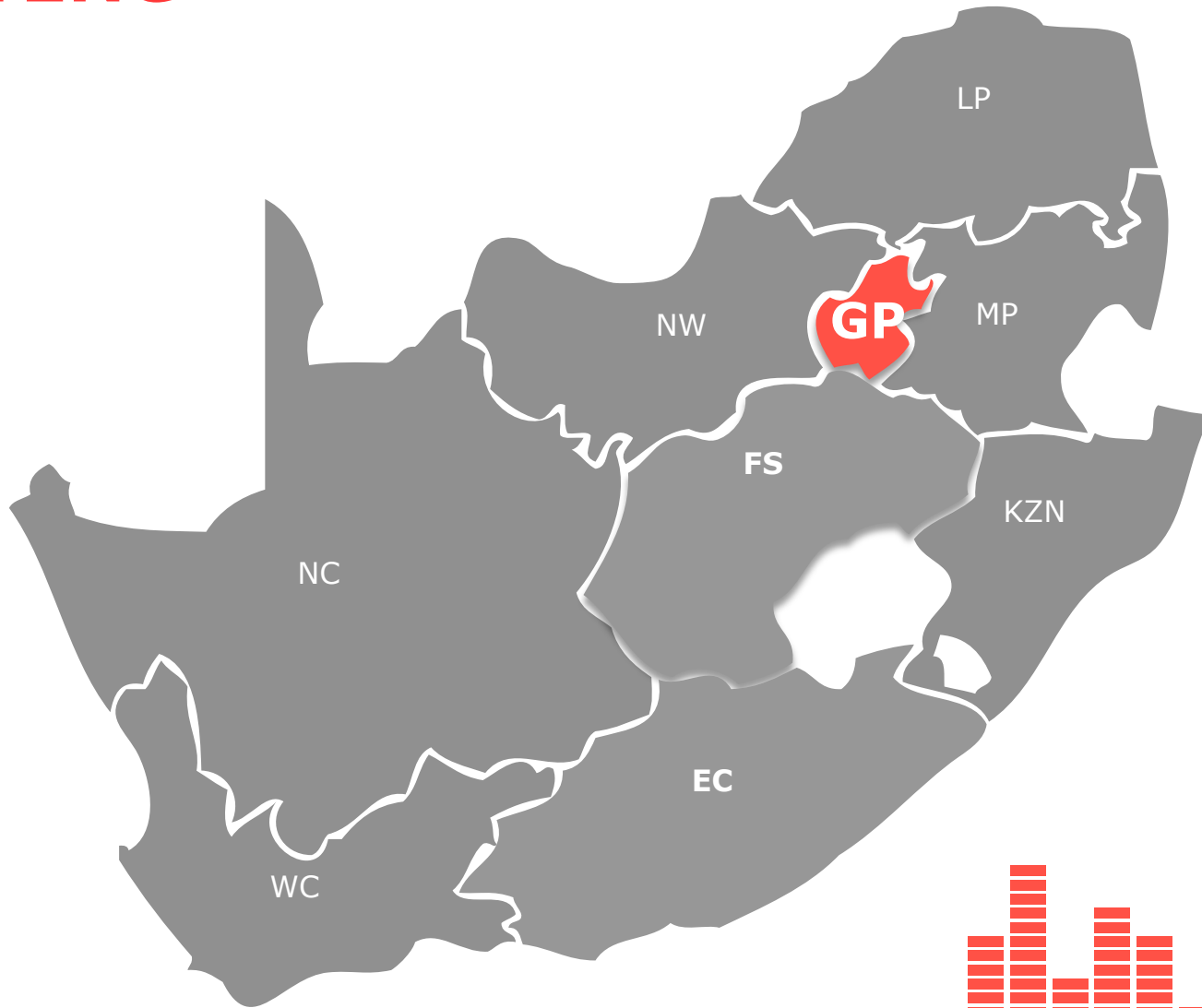


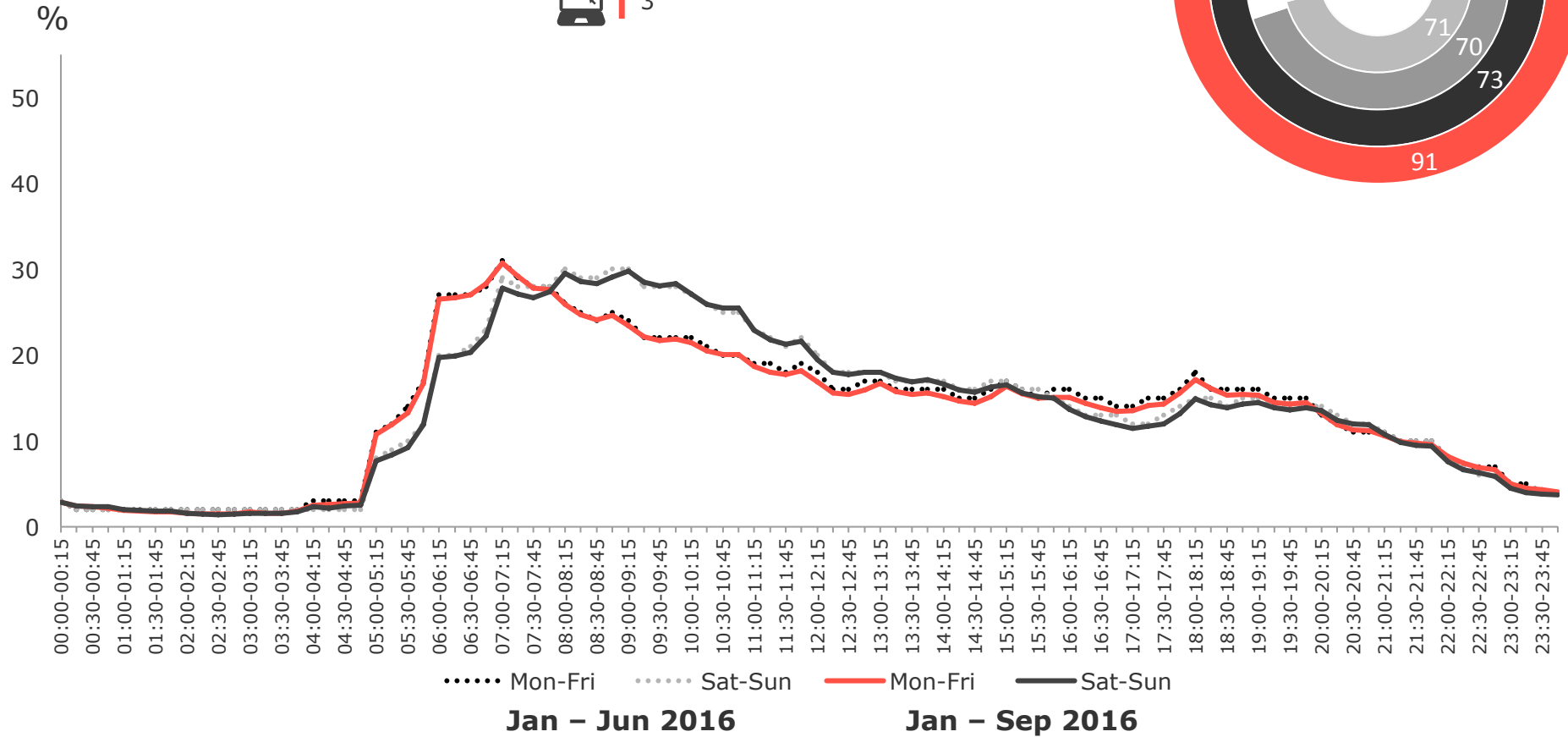
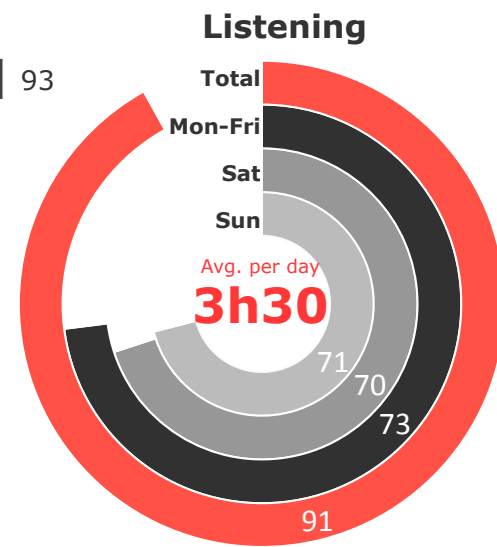
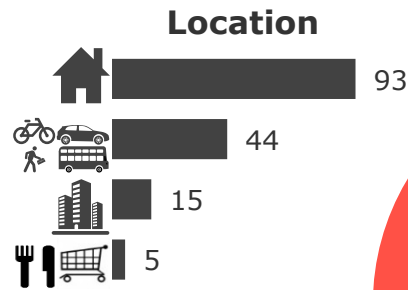
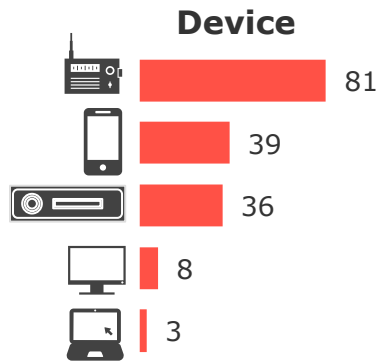
(% of 3,7b listening minutes a week)



Source: BRC RAM Jan-Jun'16 (n=1,607); Jan-Sep'16 (n=2,323)

GAUTENG



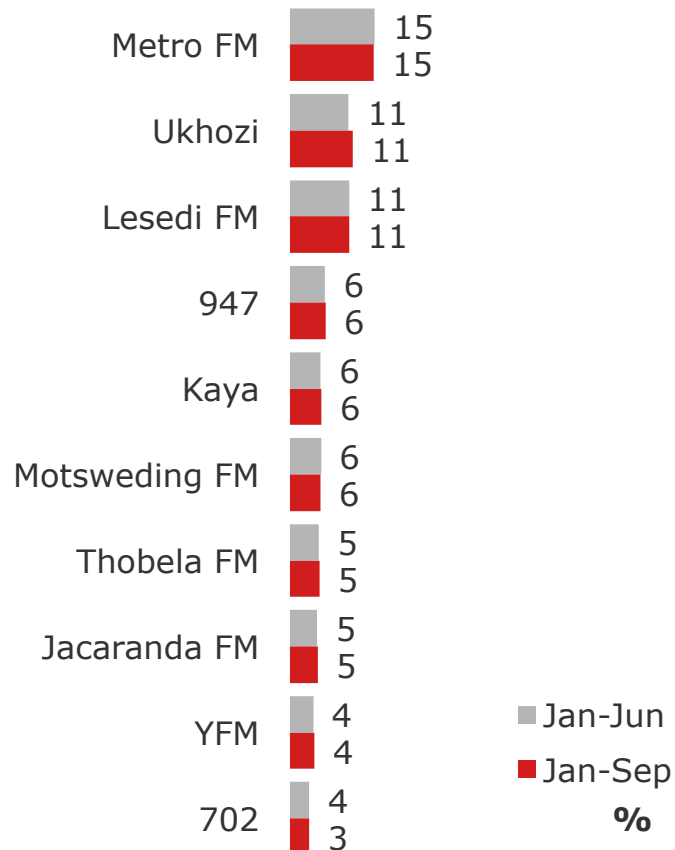


GAUTENG - SHARE

Share of Audience



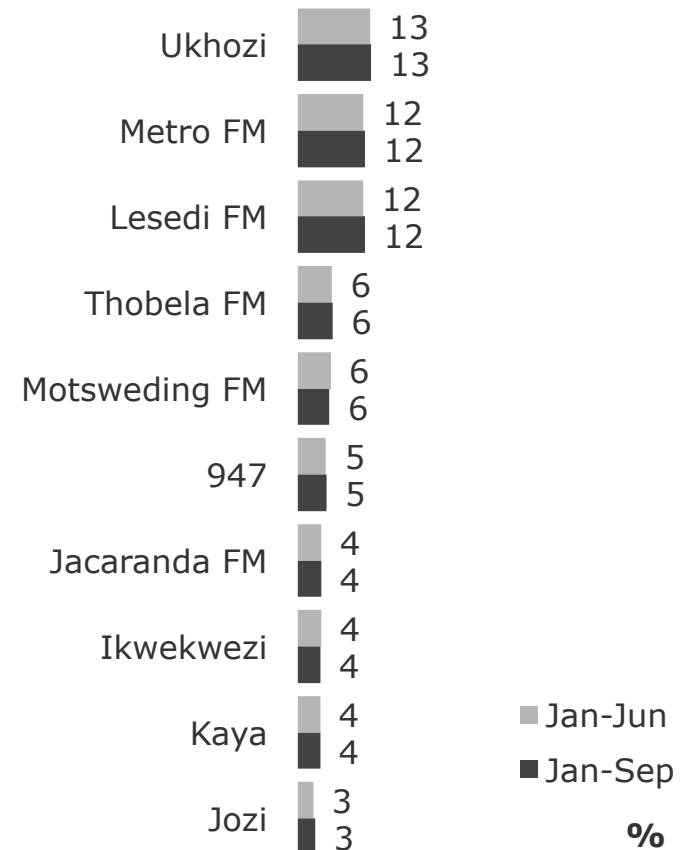
(% of 9,1m listeners who listen in a week)



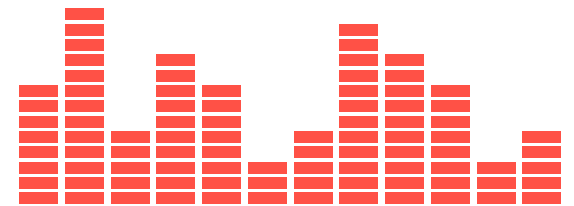
Share of Listening

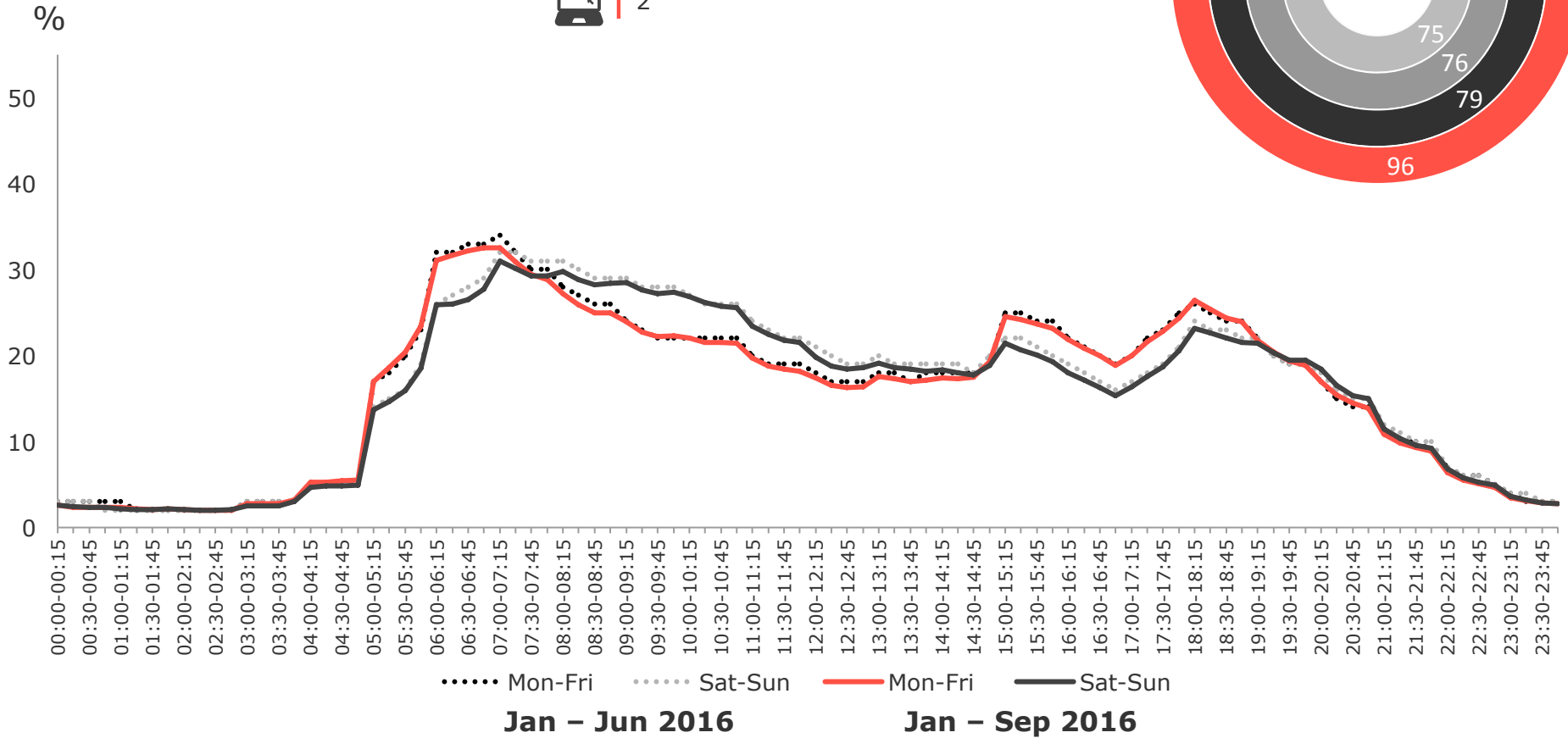
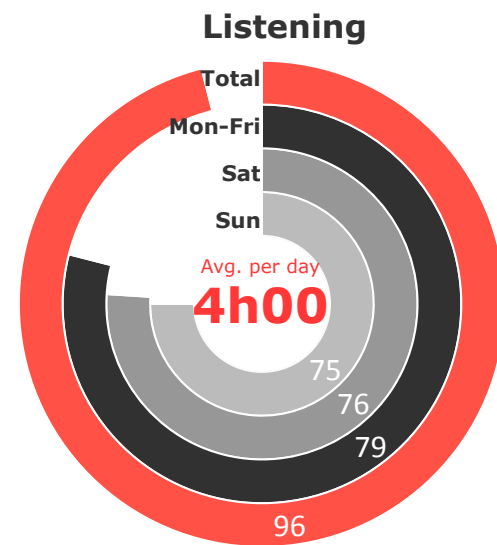
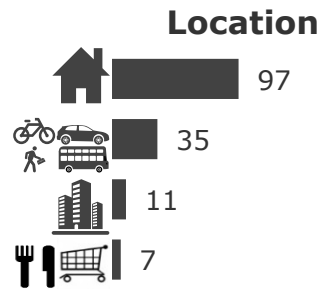
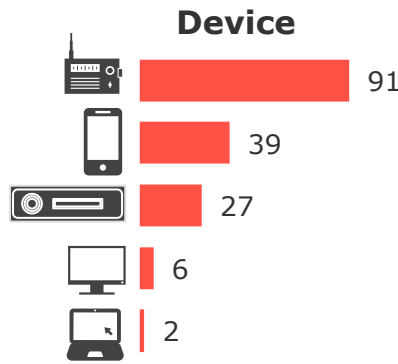


(% of 13,5b listening minutes a week)



KWAZULU-NATAL



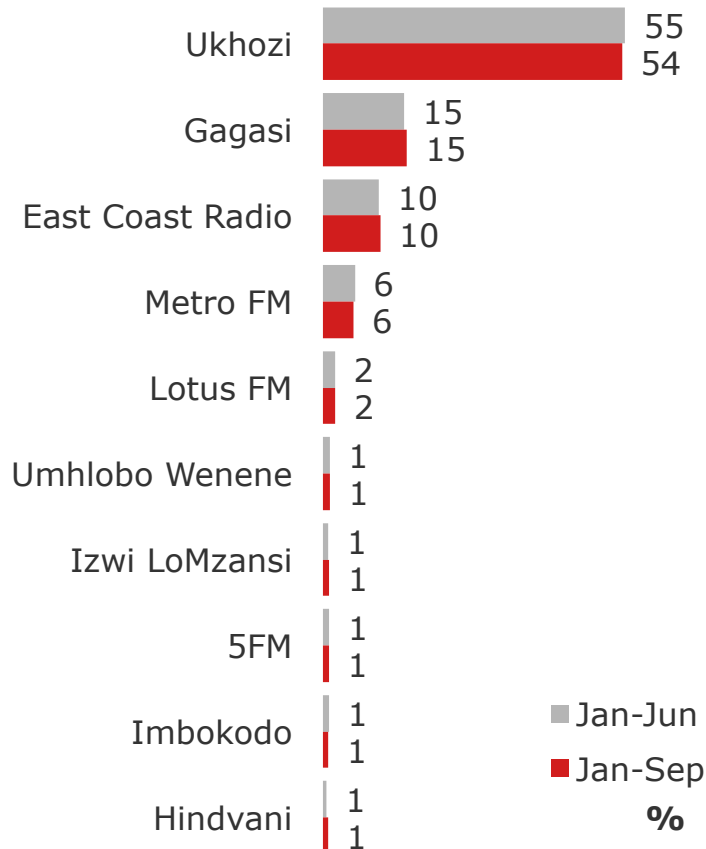


KWAZULU-NATAL - SHARE

Share of Audience



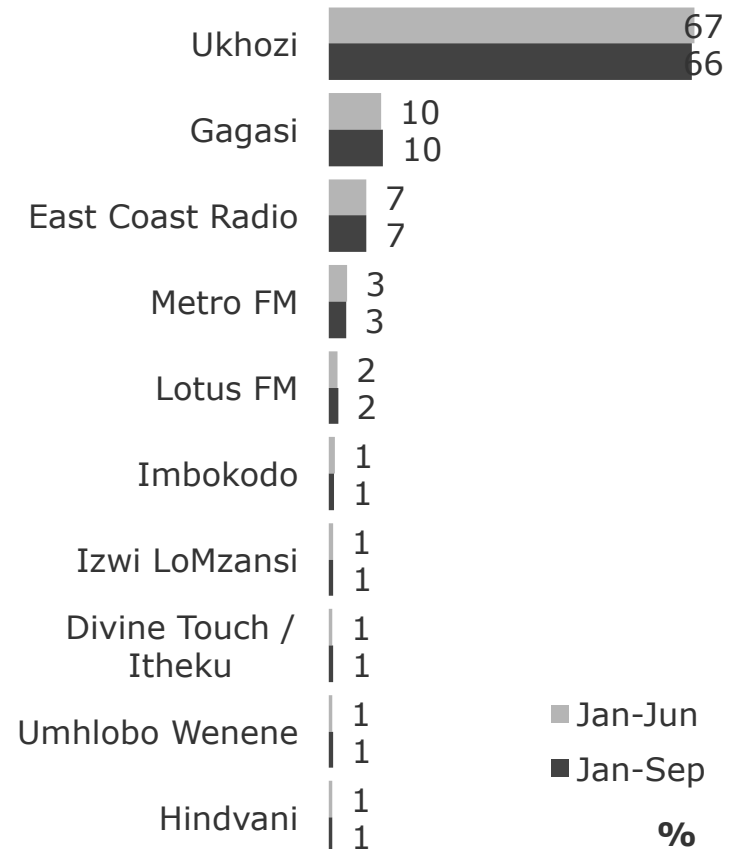
(% of 6,8m listeners who listen in a week)



Share of Listening

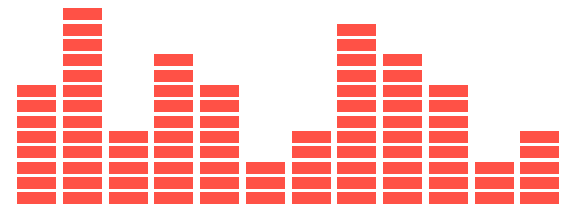
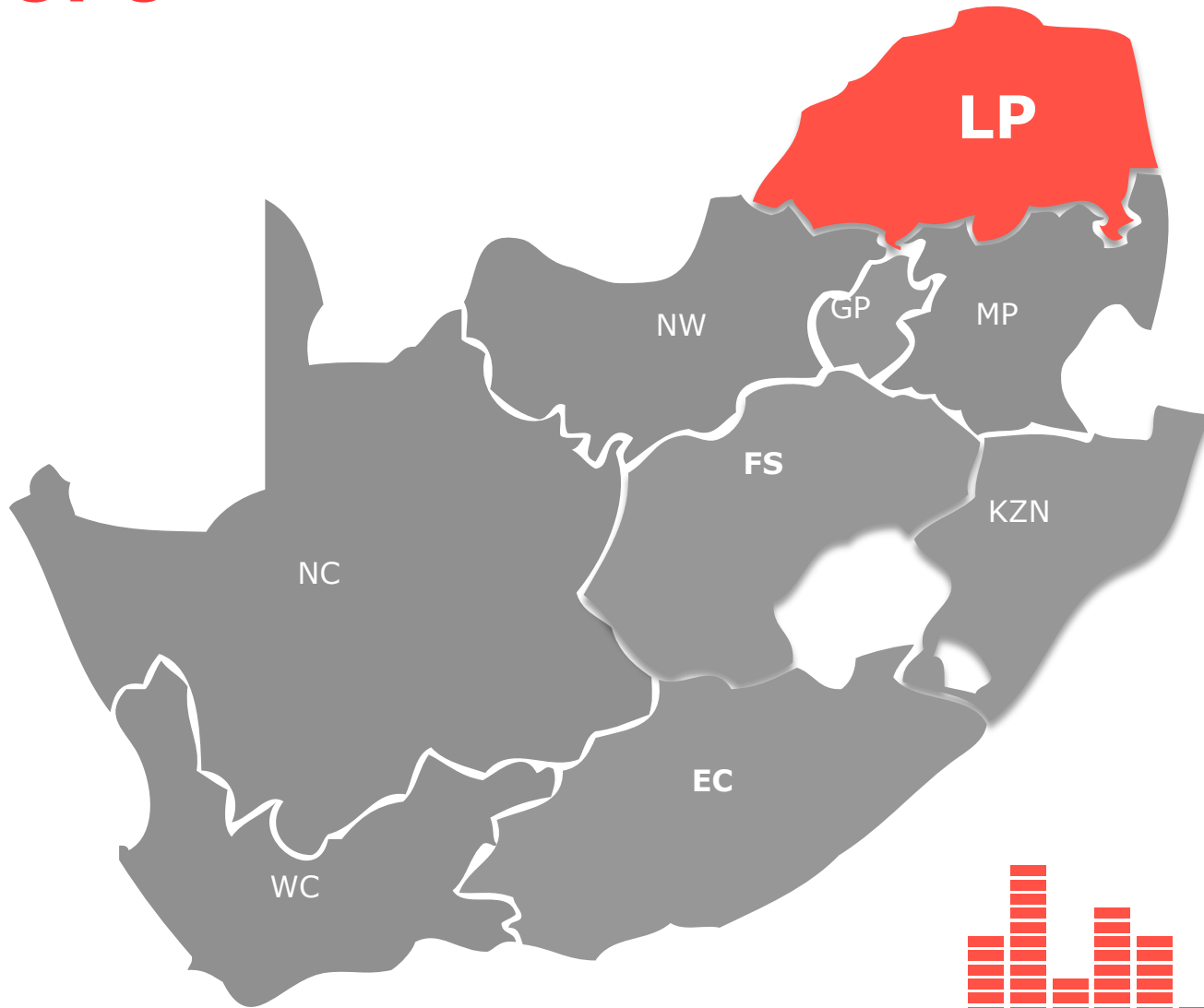


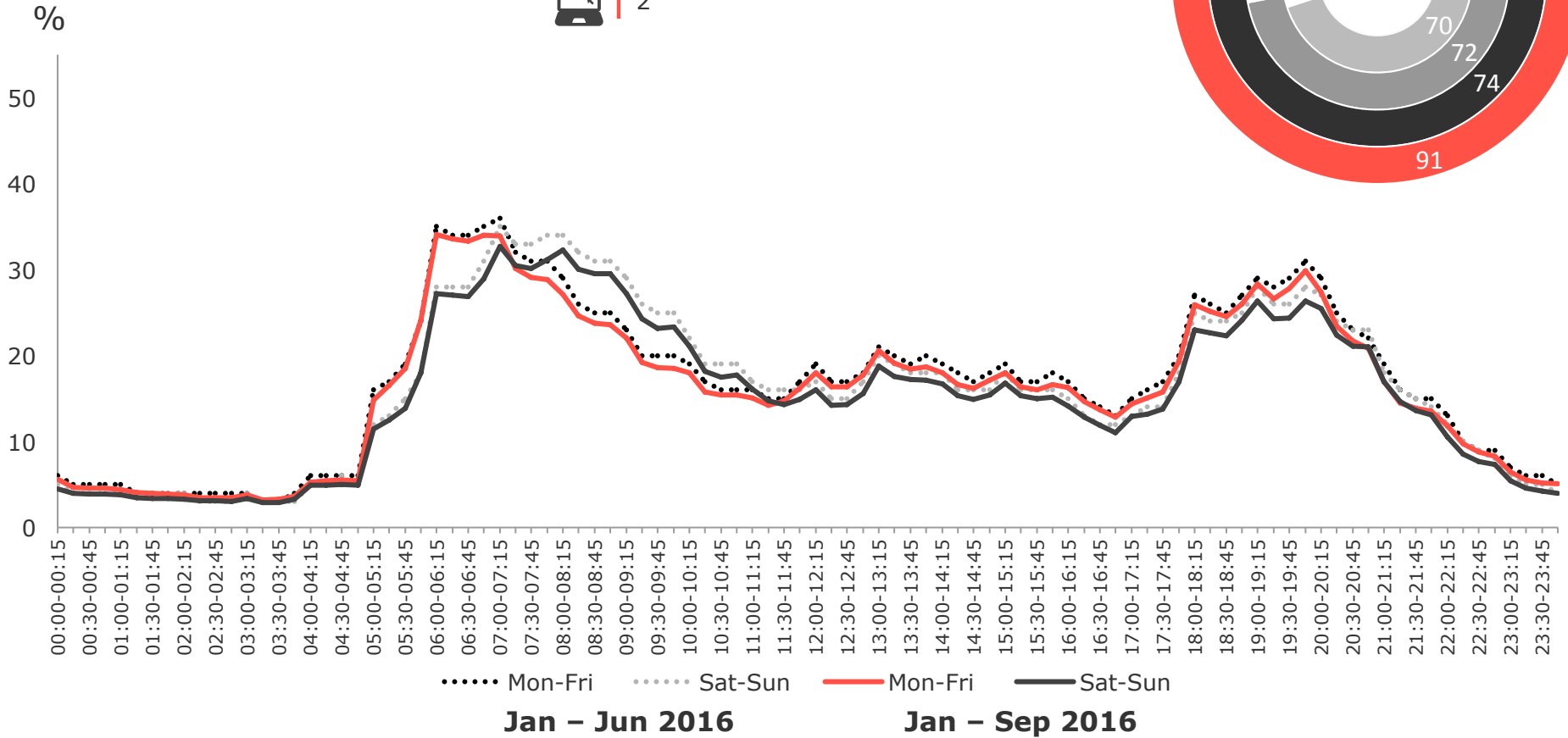
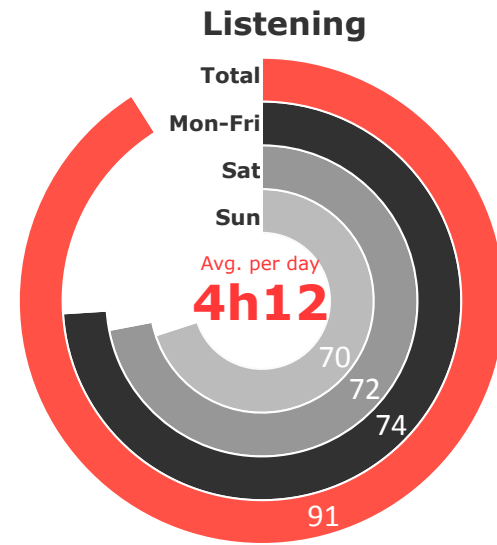
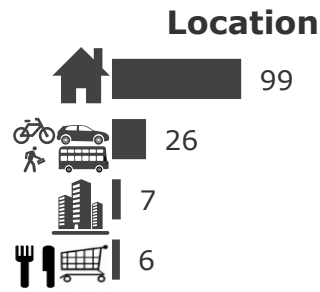
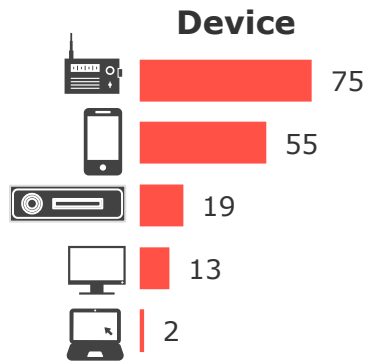
(% of 11,4b listening minutes a week)



Source: BRC RAM Jan-Jun'16 (n=6,069); Jan-Sep'16 (n=8,993)

LIMPOPO



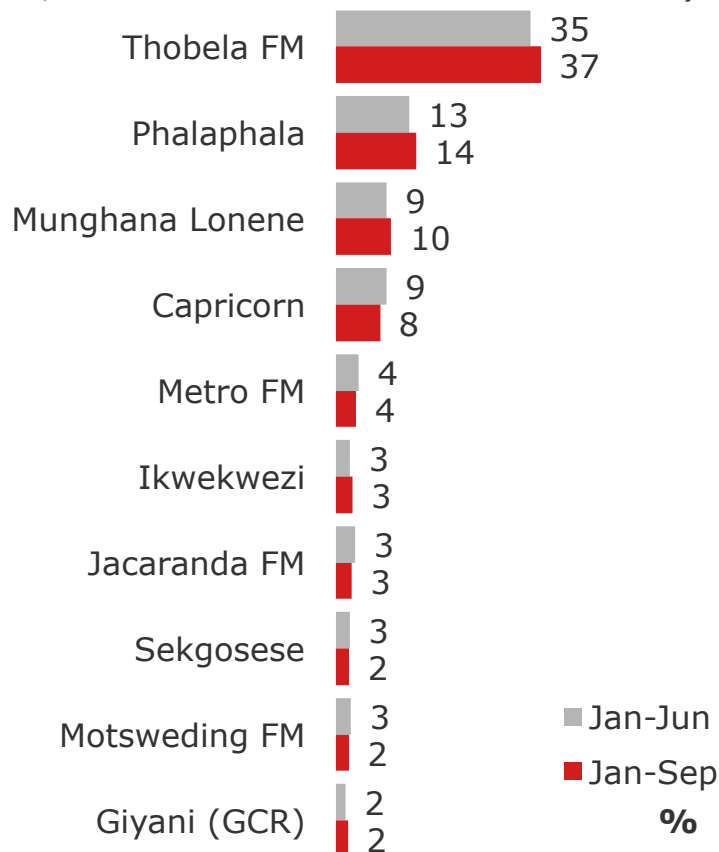


LIMPOPO - SHARE

Share of Audience



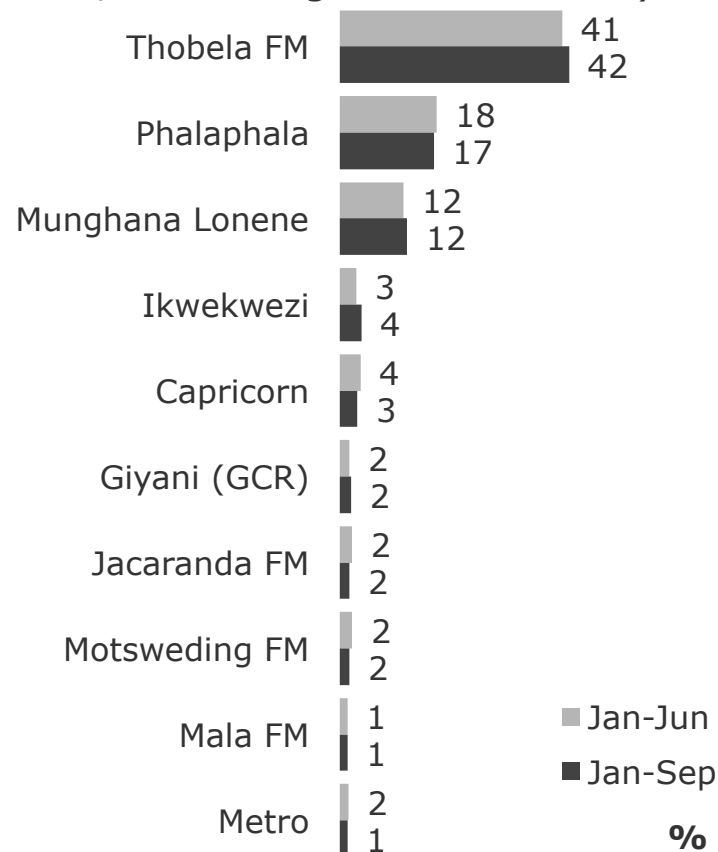
(% of 3,3m listeners who listen in a week)



Share of Listening

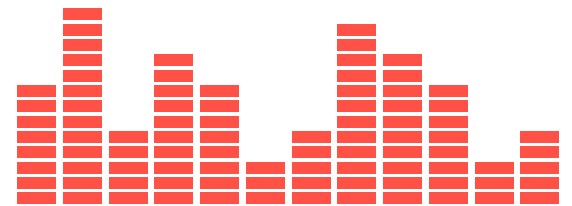
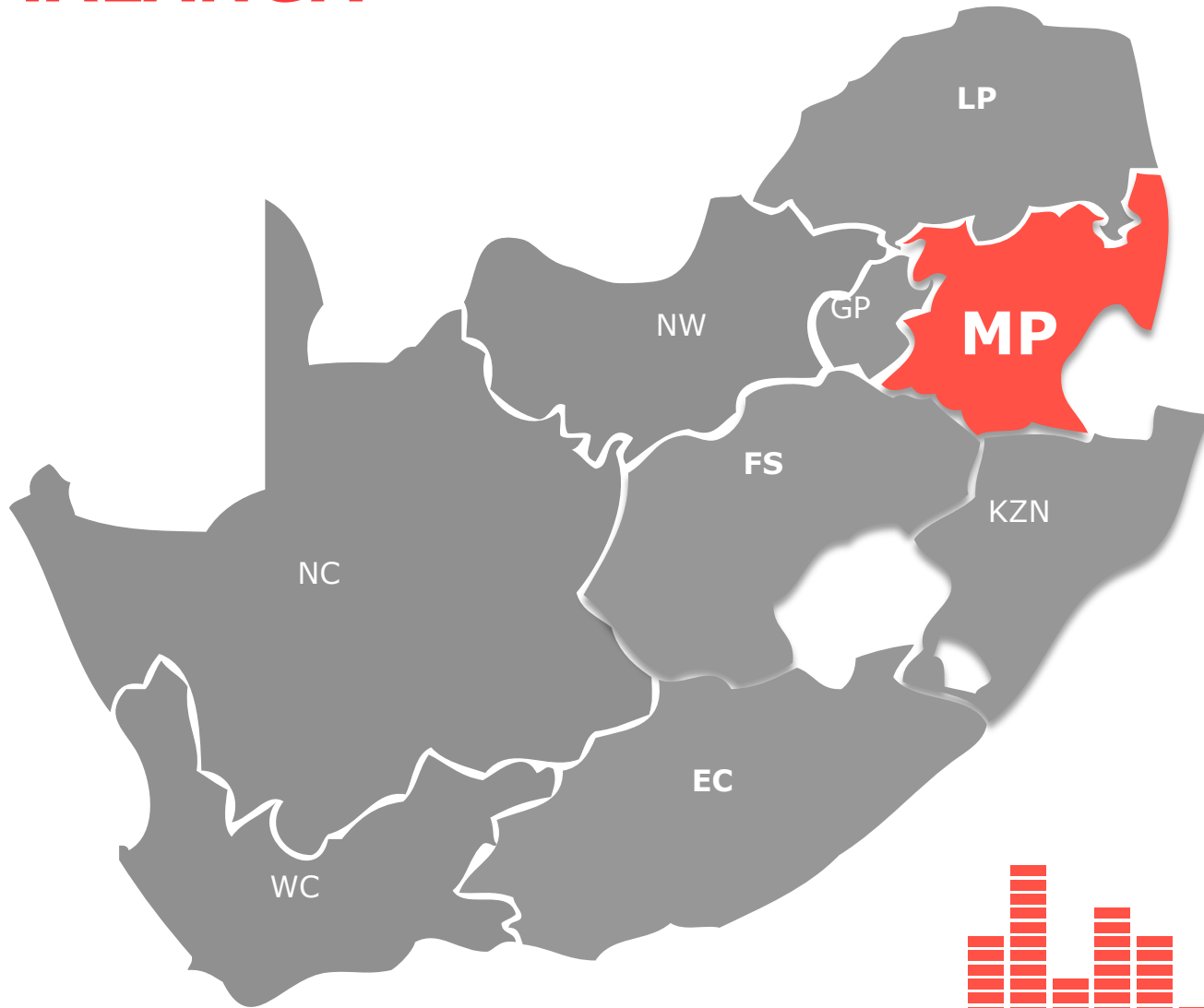


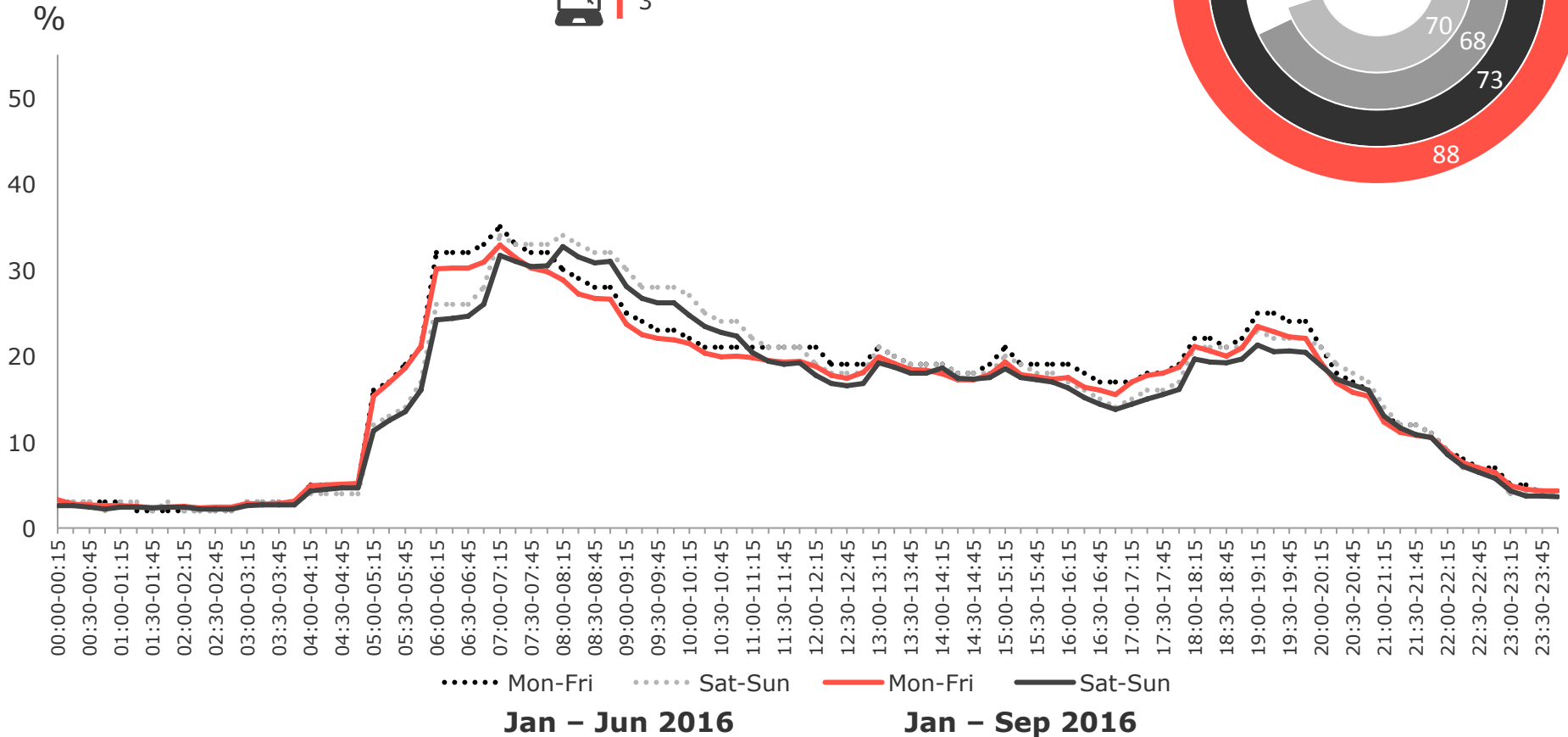
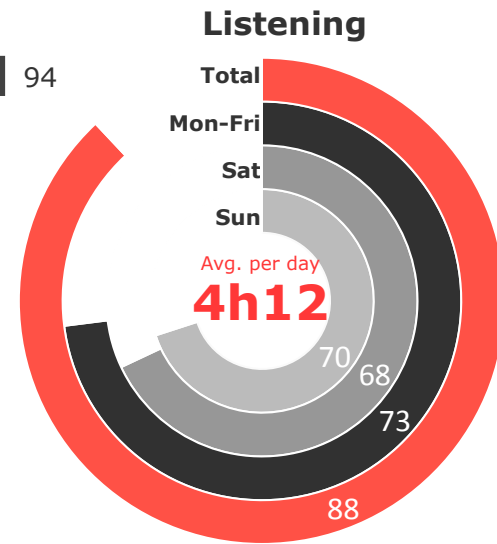
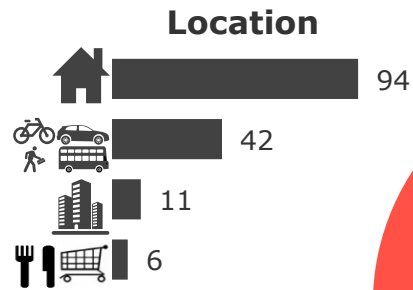
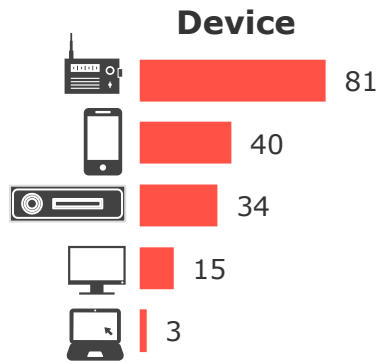
(% of 5,8b listening minutes a week)



Source: BRC RAM Jan-Jun'16 (n=2,290); Jan-Sep'16 (n=3,441)

MPUMALANGA



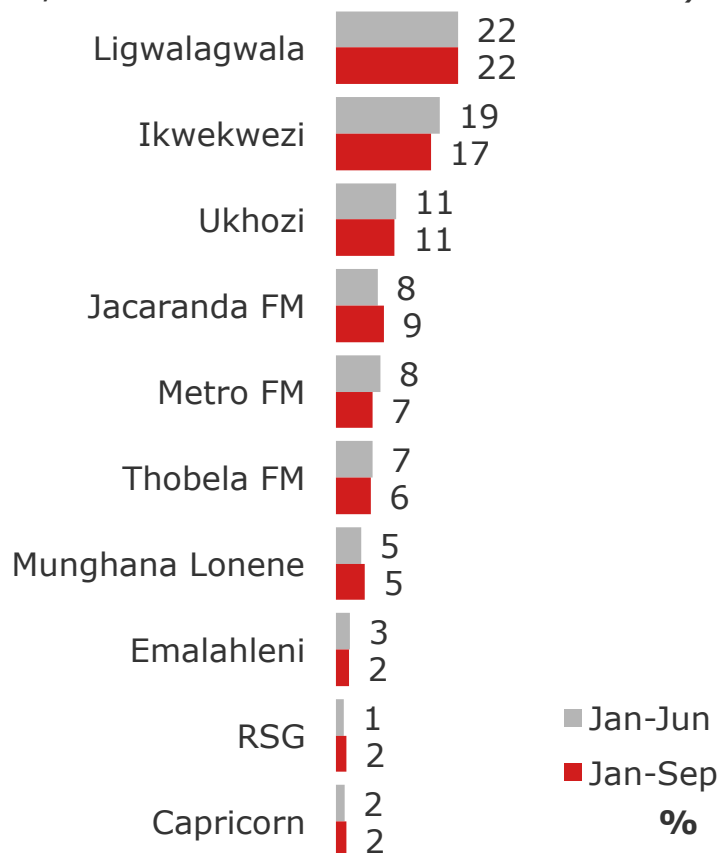


MPUMALANGA - SHARE

Share of Audience



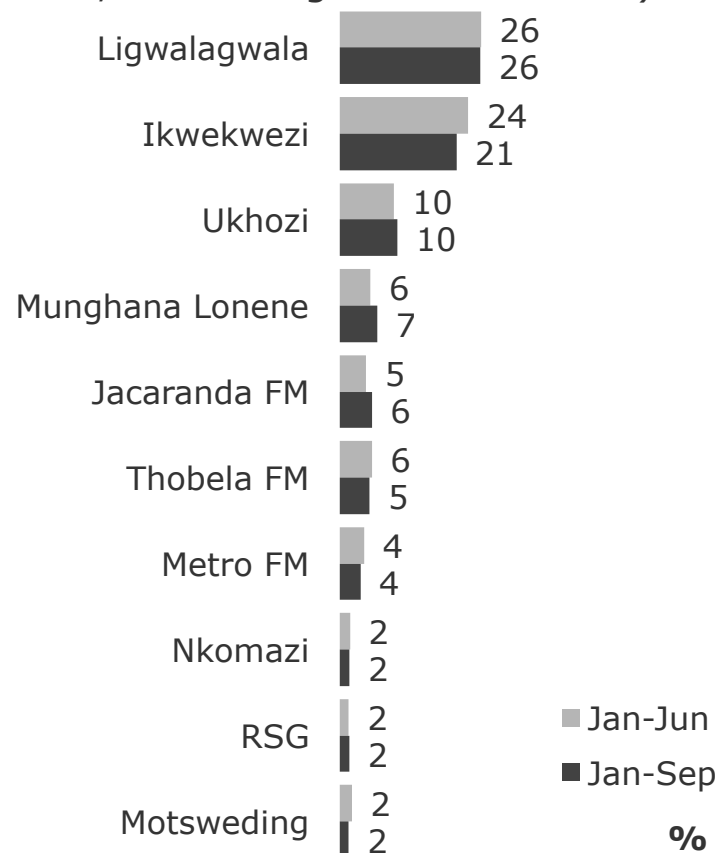
(% of 2,7m listeners who listen in a week)



Share of Listening

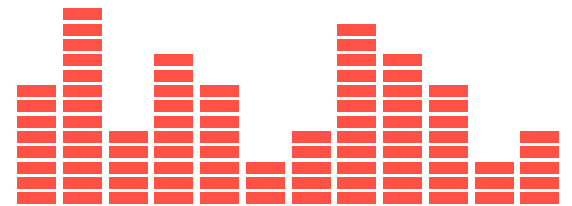


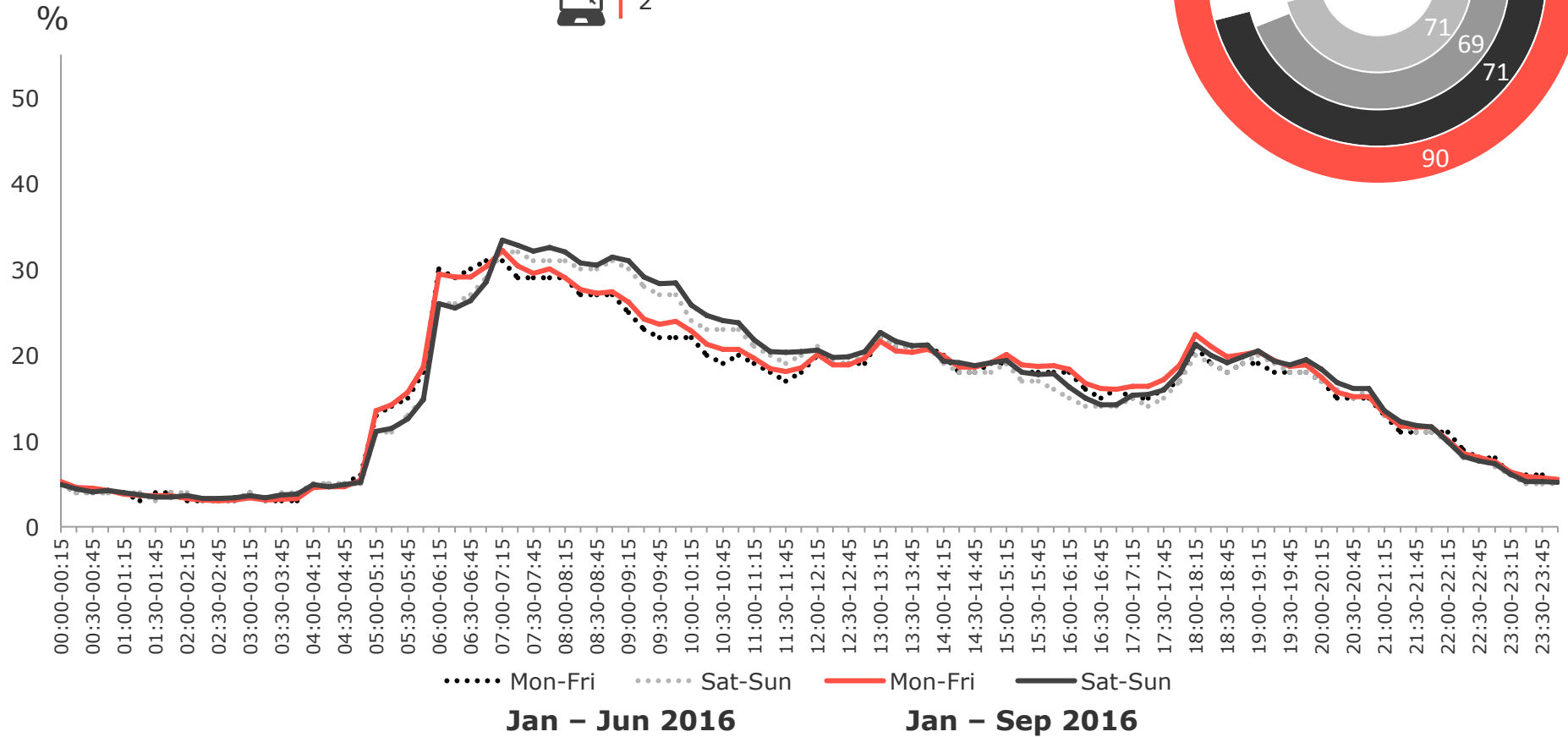
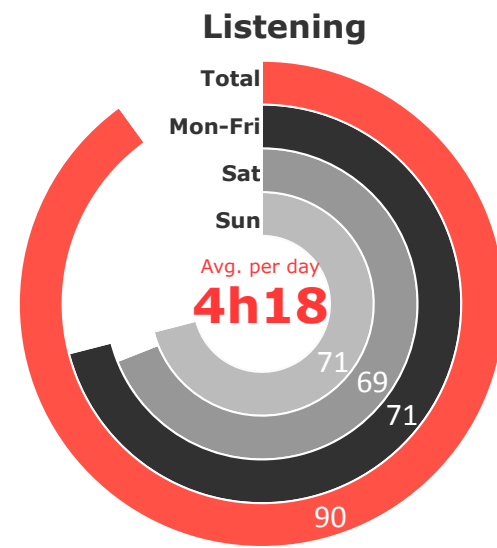
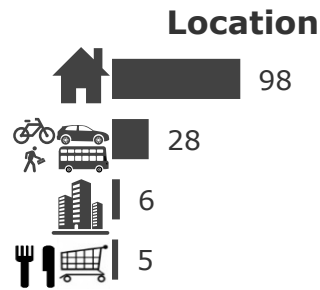
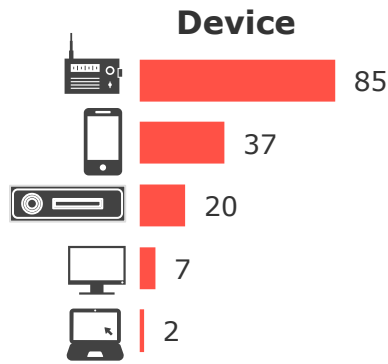
(% of 4,7b listening minutes a week)



Source: BRC RAM Jan-Jun'16 (n=2,100); Jan-Sep'16 (n=2,932)

NORTH WEST



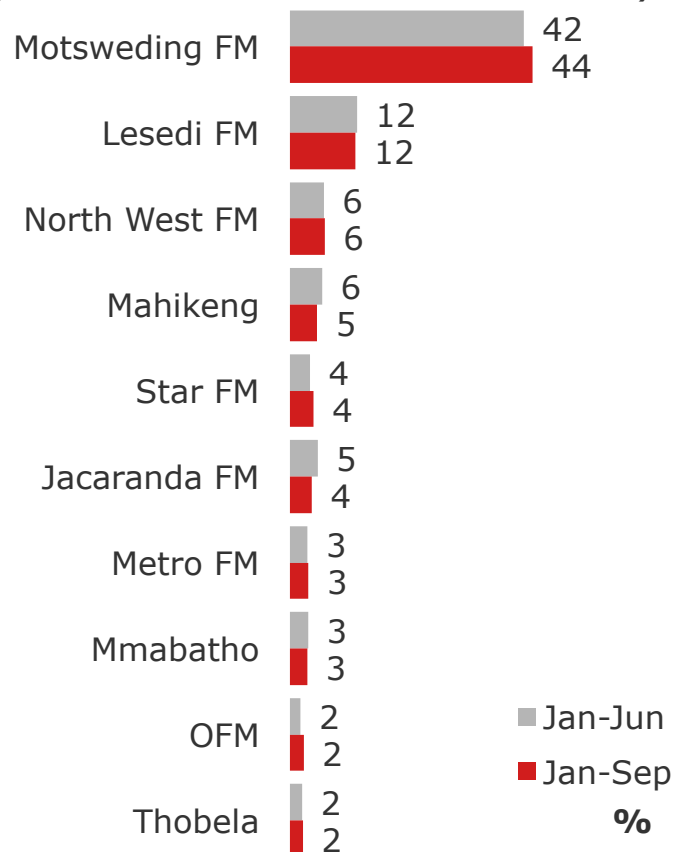


NORTH WEST - SHARE

Share of Audience



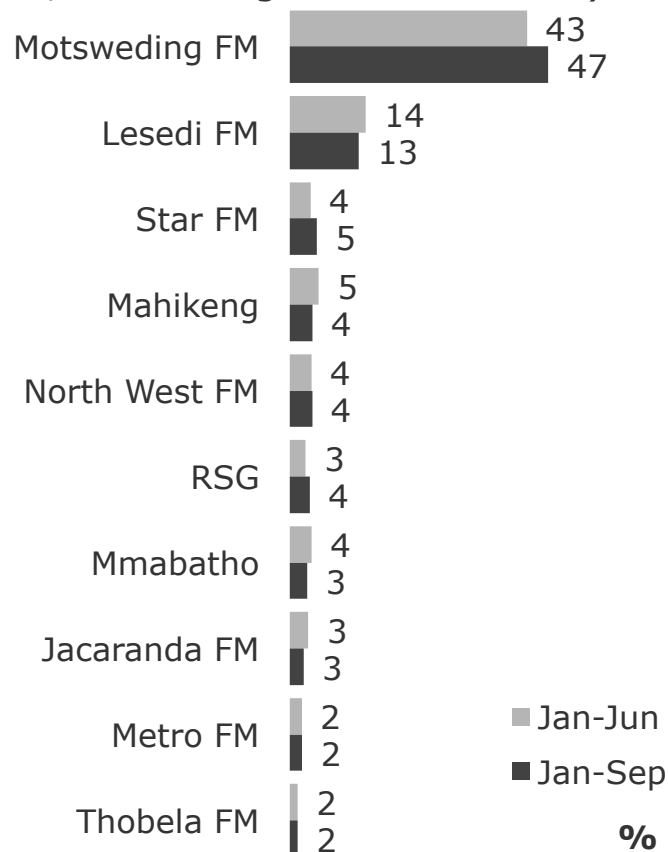
(% of 2,3m listeners who listen in a week)



Share of Listening

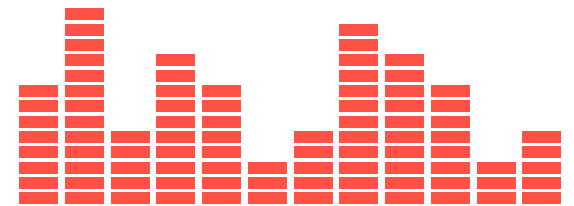
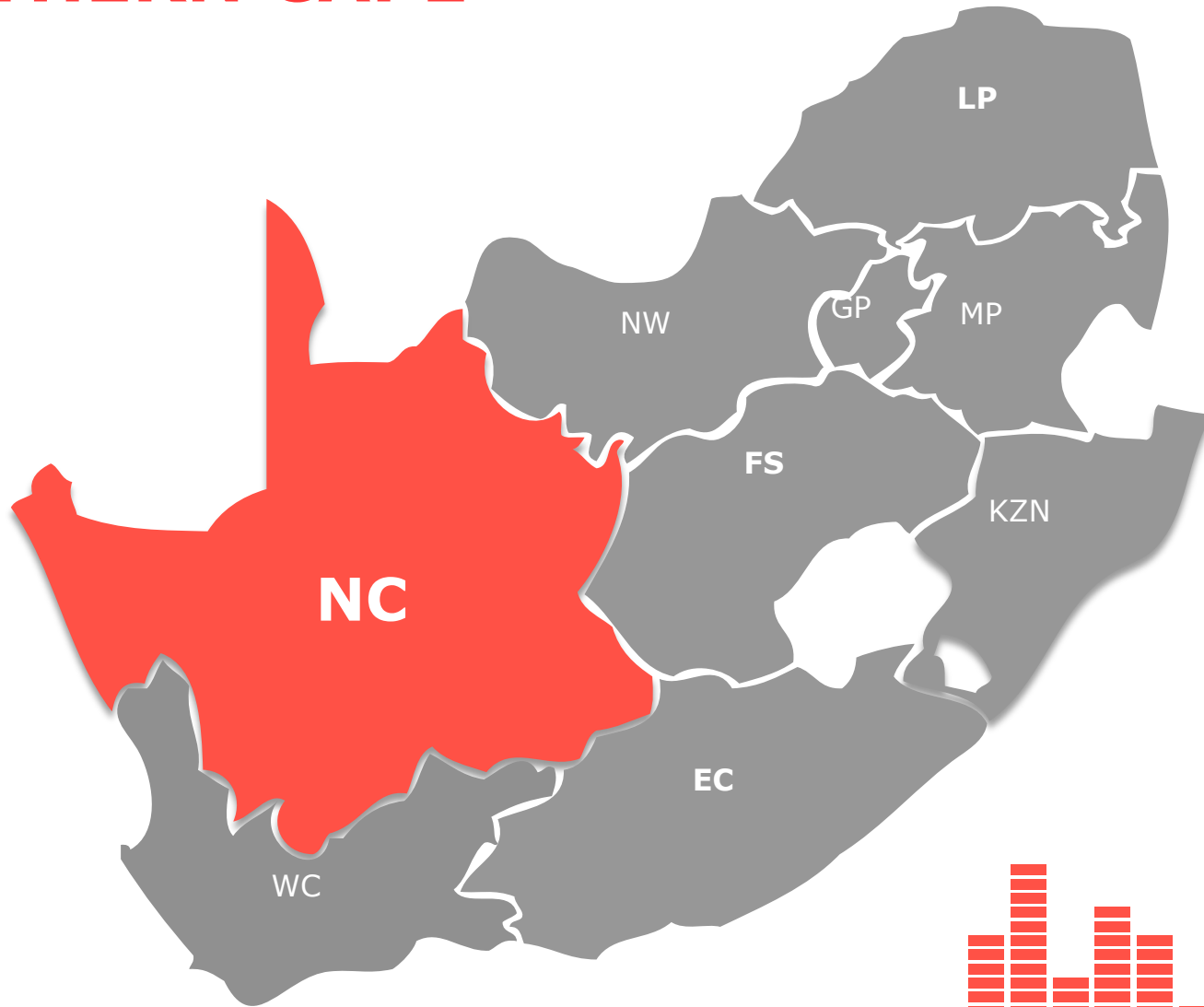


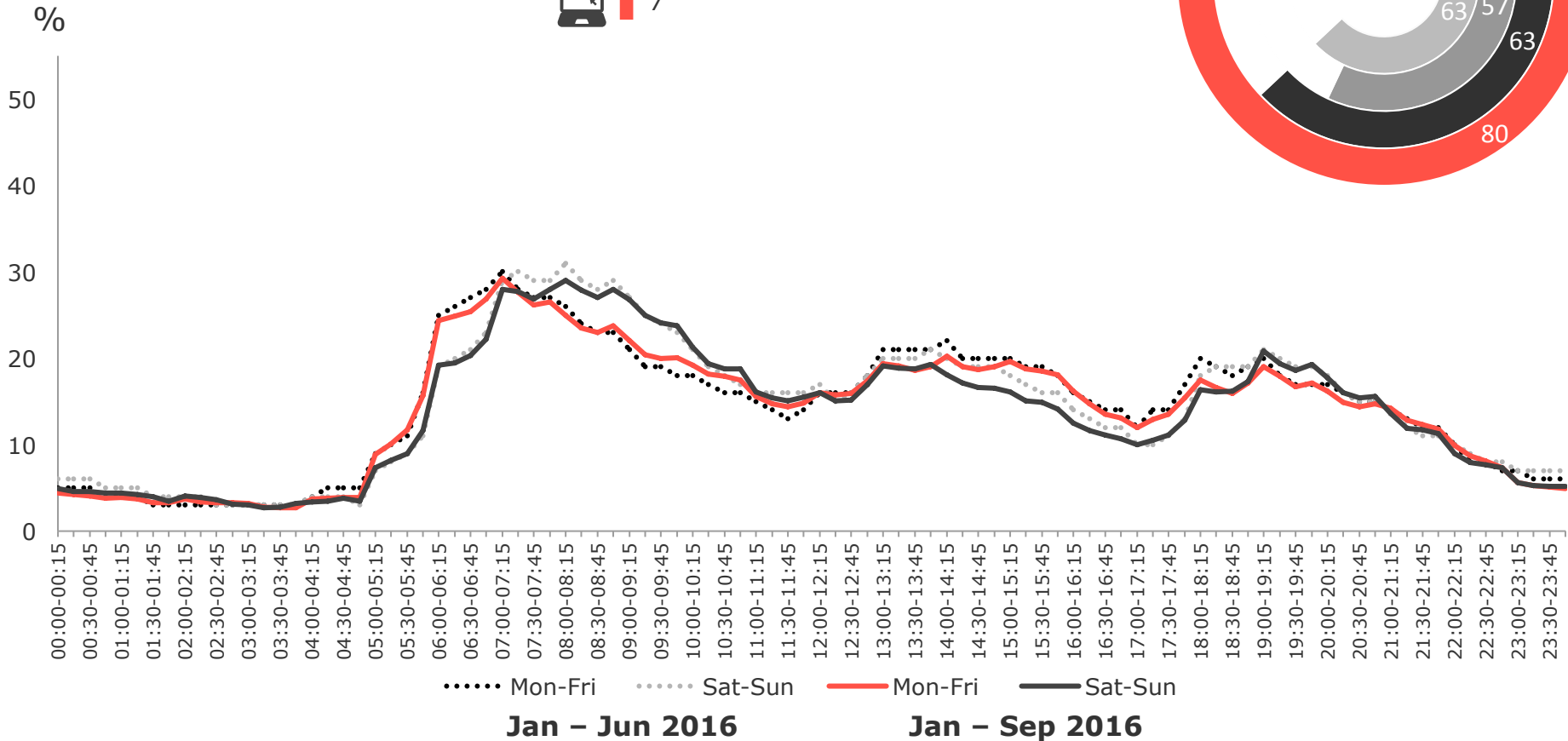
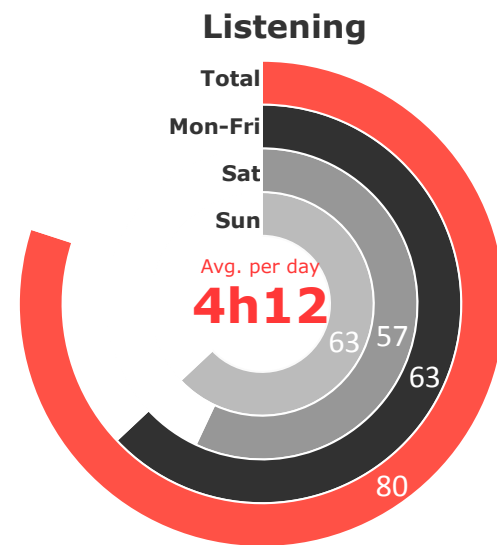
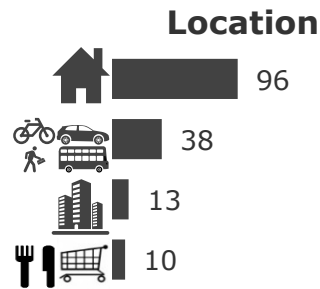
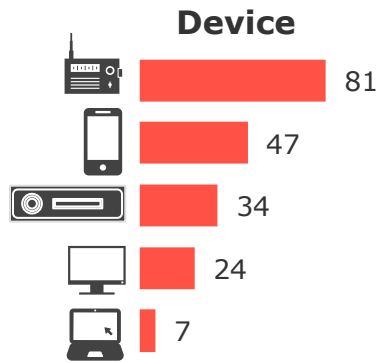
(% of 4,2b listening minutes a week)



Source: BRC RAM Jan-Jun'16 (n=1,607); Jan-Sep'16 (n=2,337)

NORTHERN CAPE



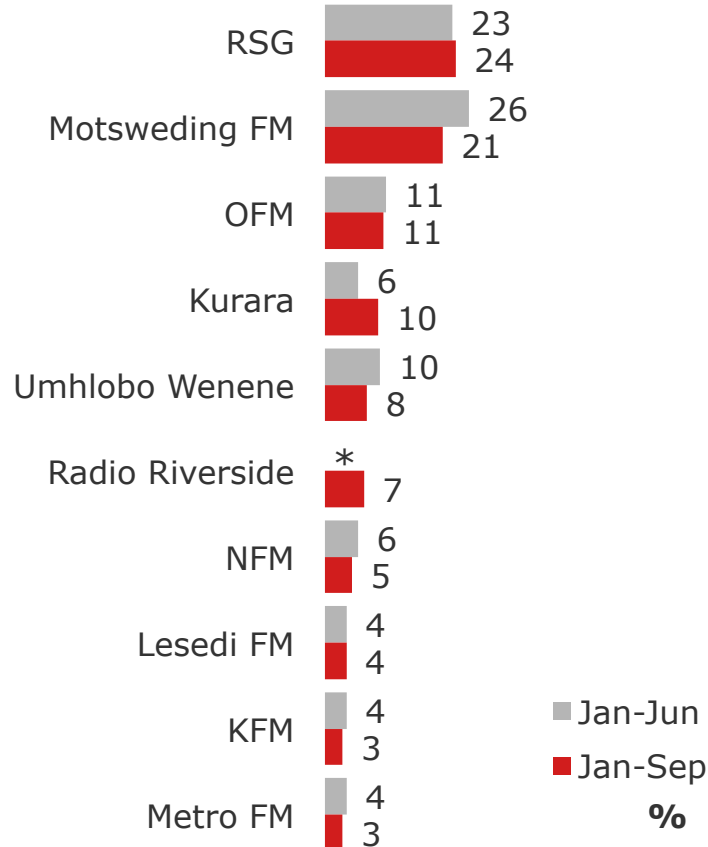


NORTHERN CAPE - SHARE

Share of Audience



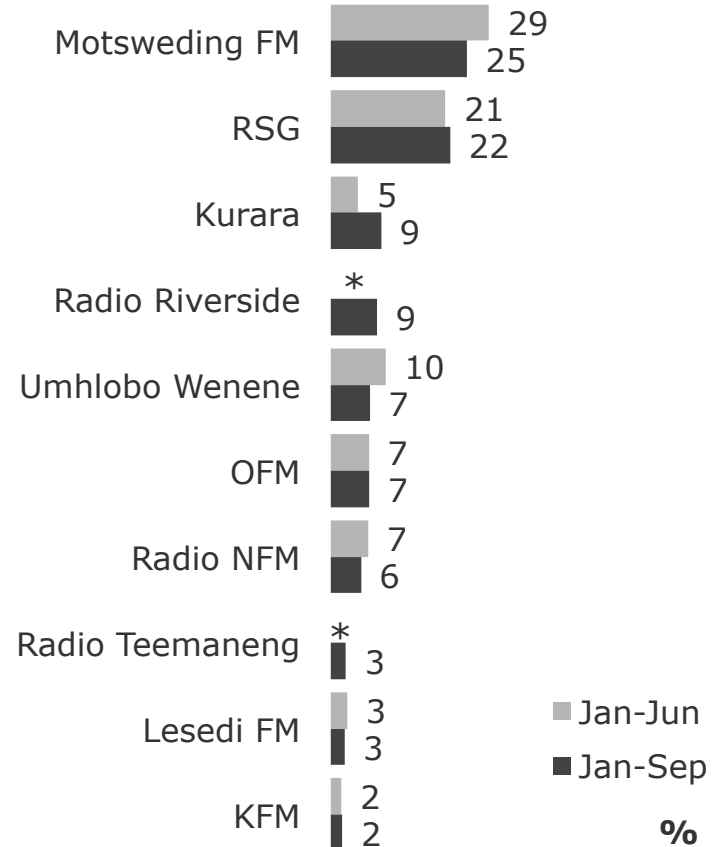
(% of 0,7m listeners who listen in a week)



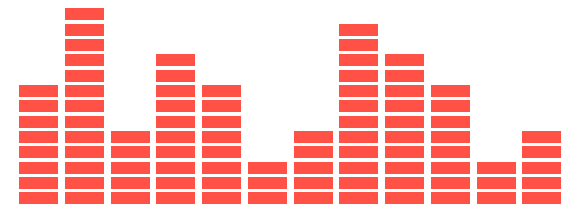
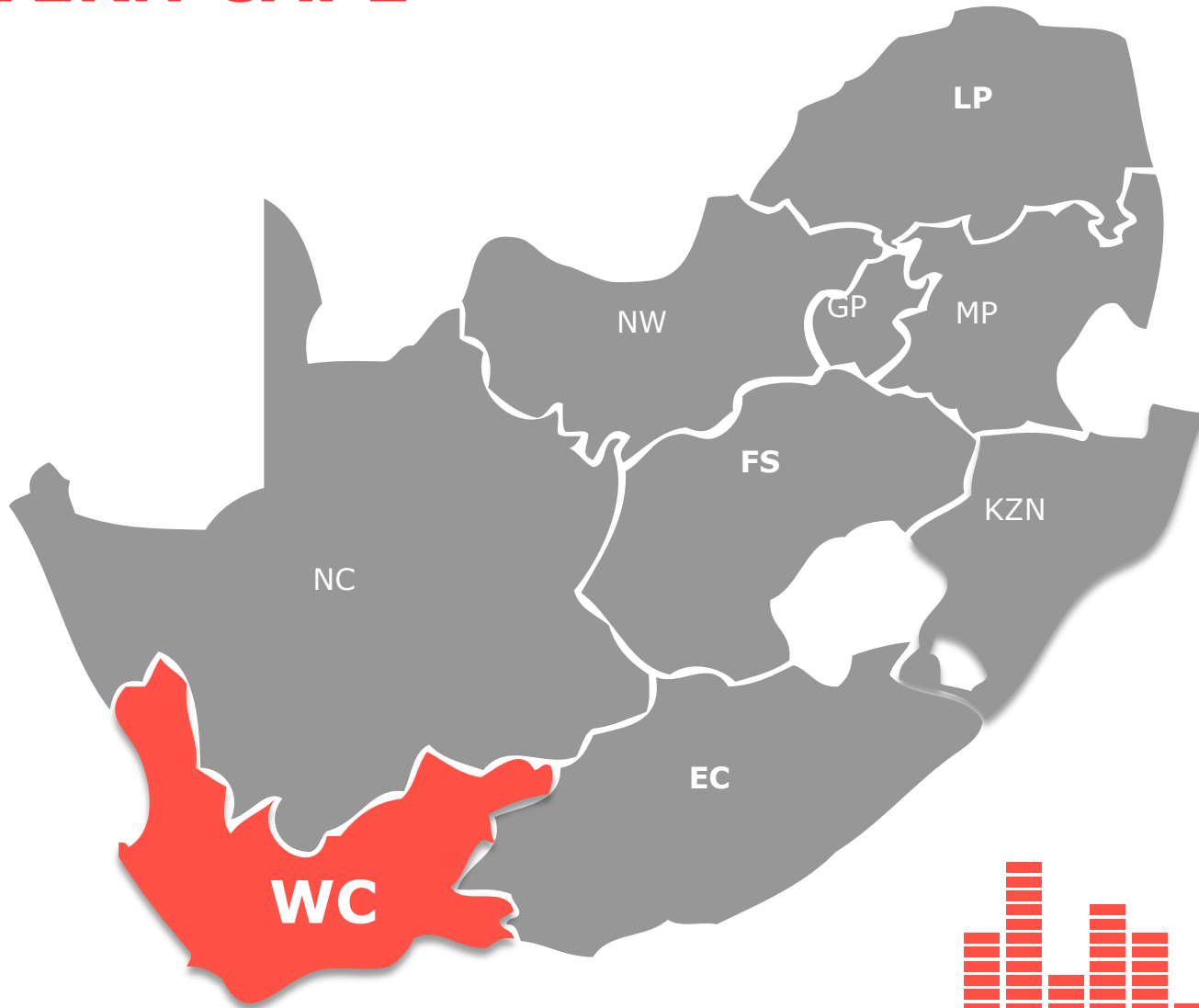
Share of Listening

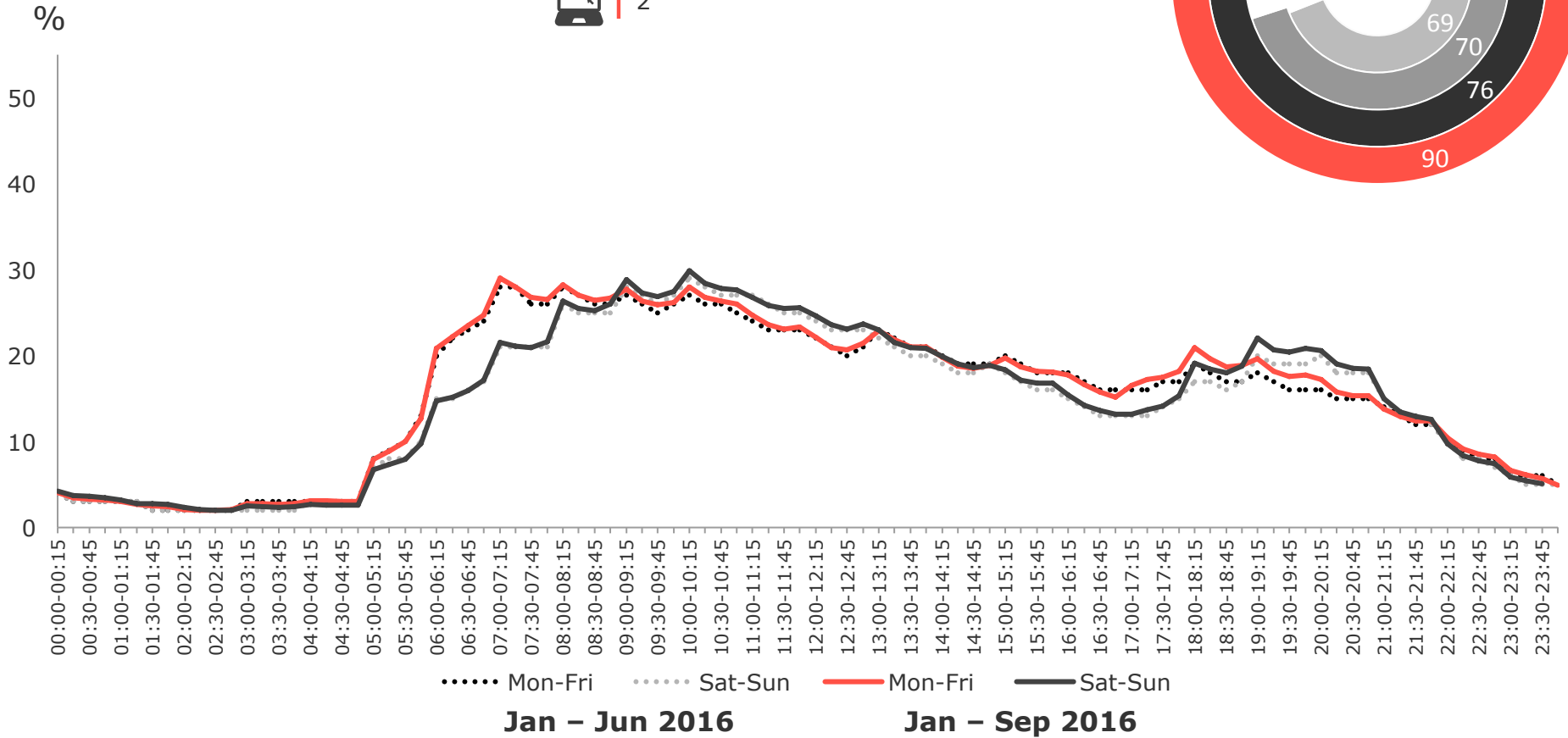
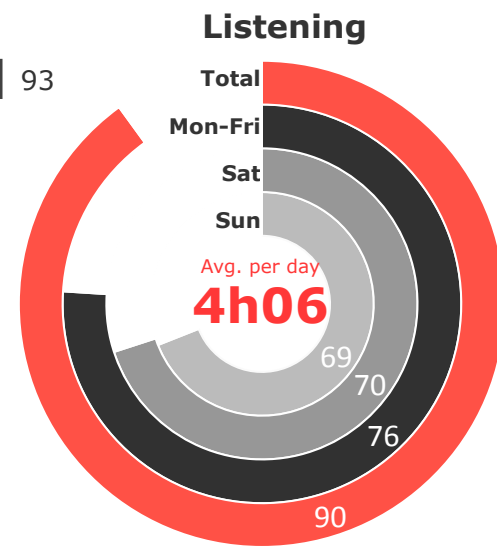
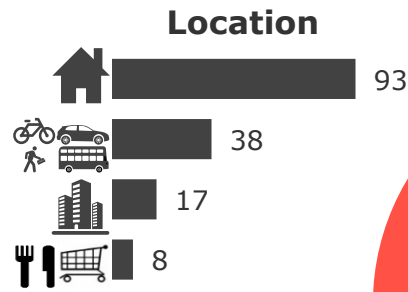
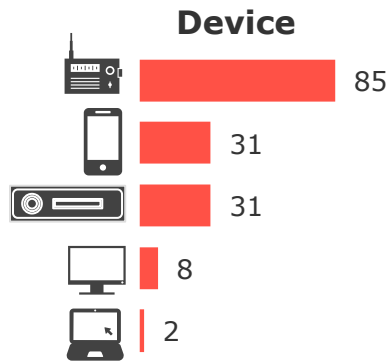


(% of 1,2b listening minutes a week)



WESTERN CAPE



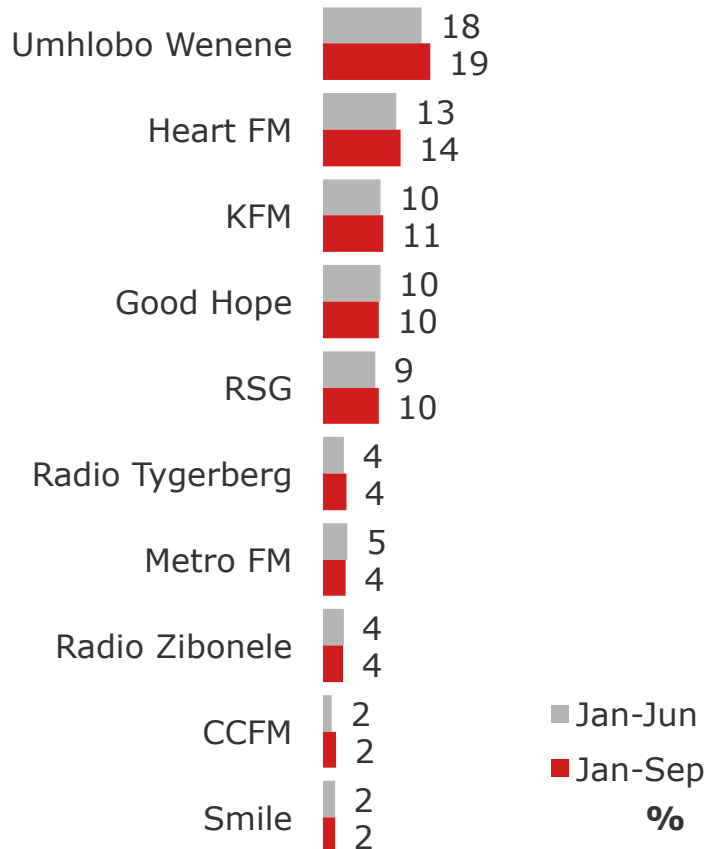


WESTERN CAPE - SHARE

Share of Audience



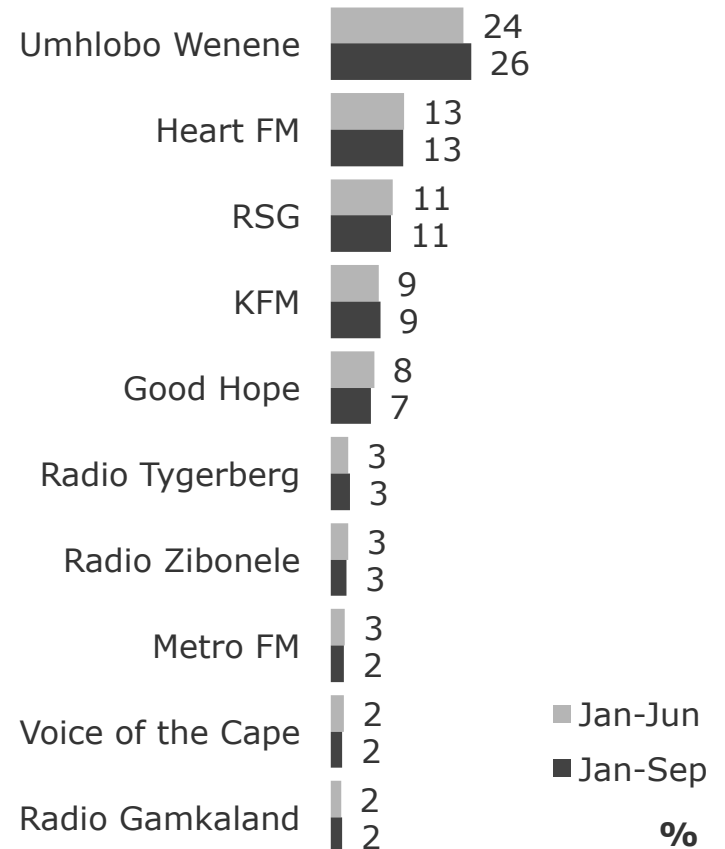
(% of 4,0m listeners who listen in a week)



Share of Listening

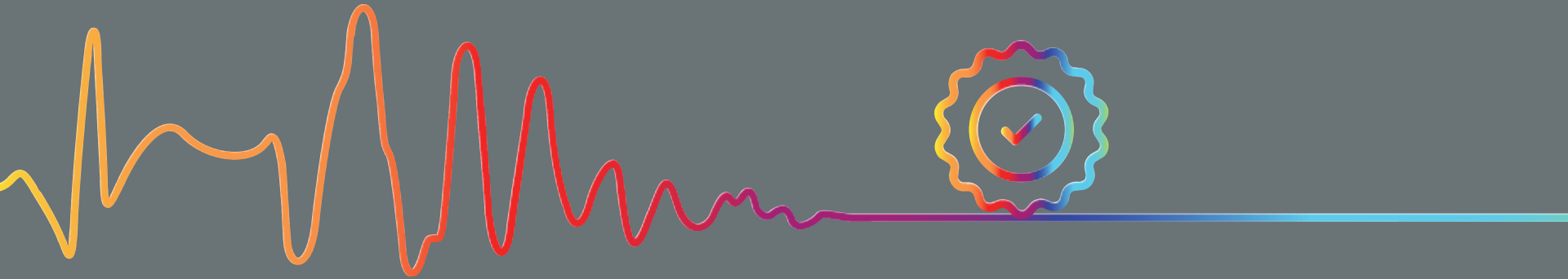


(% of 7,0b listening minutes a week)



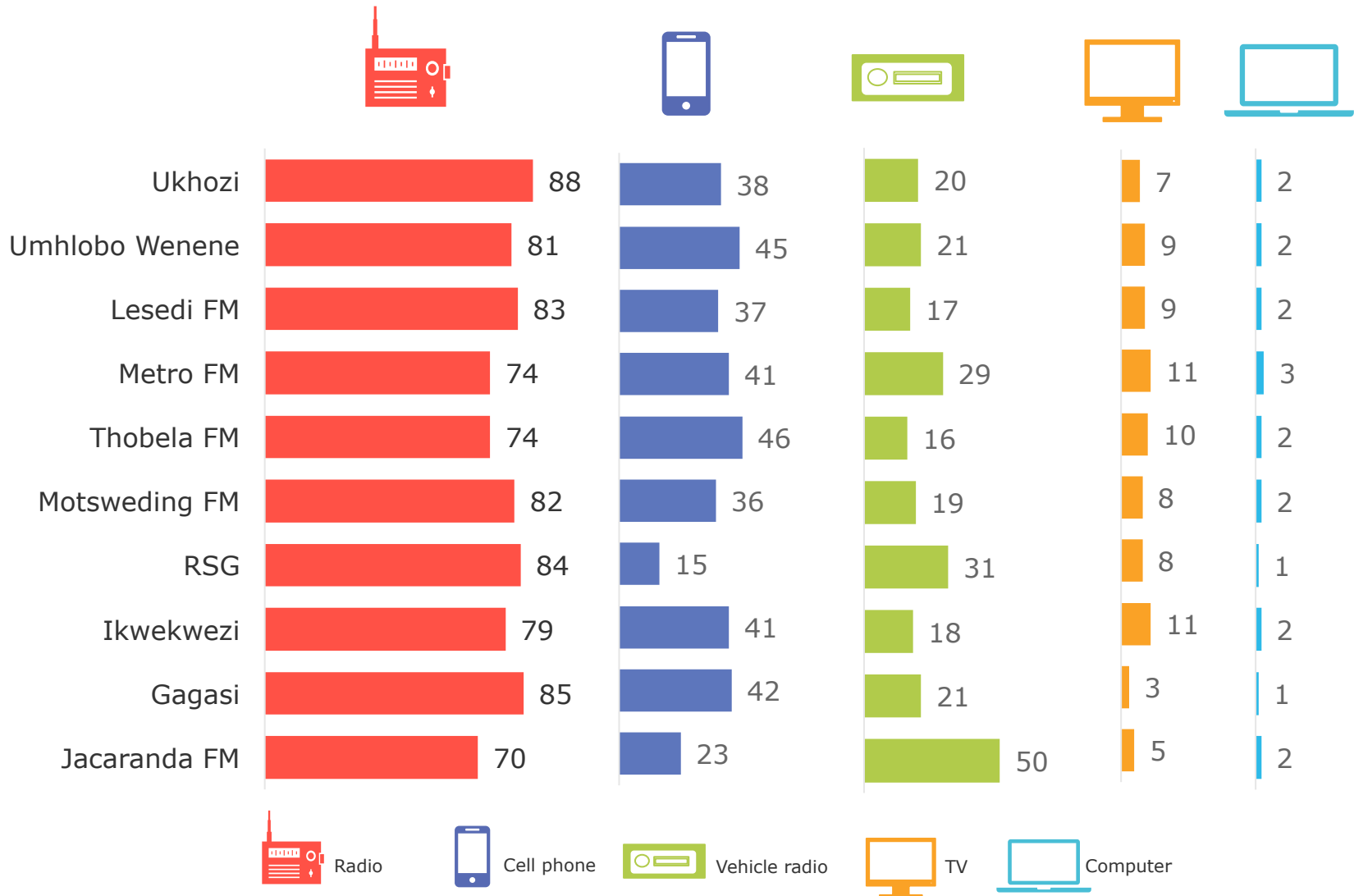
Source: BRC RAM Jan-Jun'16 (n=5,587); Jan-Sep'16 (n=8,041)

DEVICE & LOCATION



Station listening by **DEVICE**

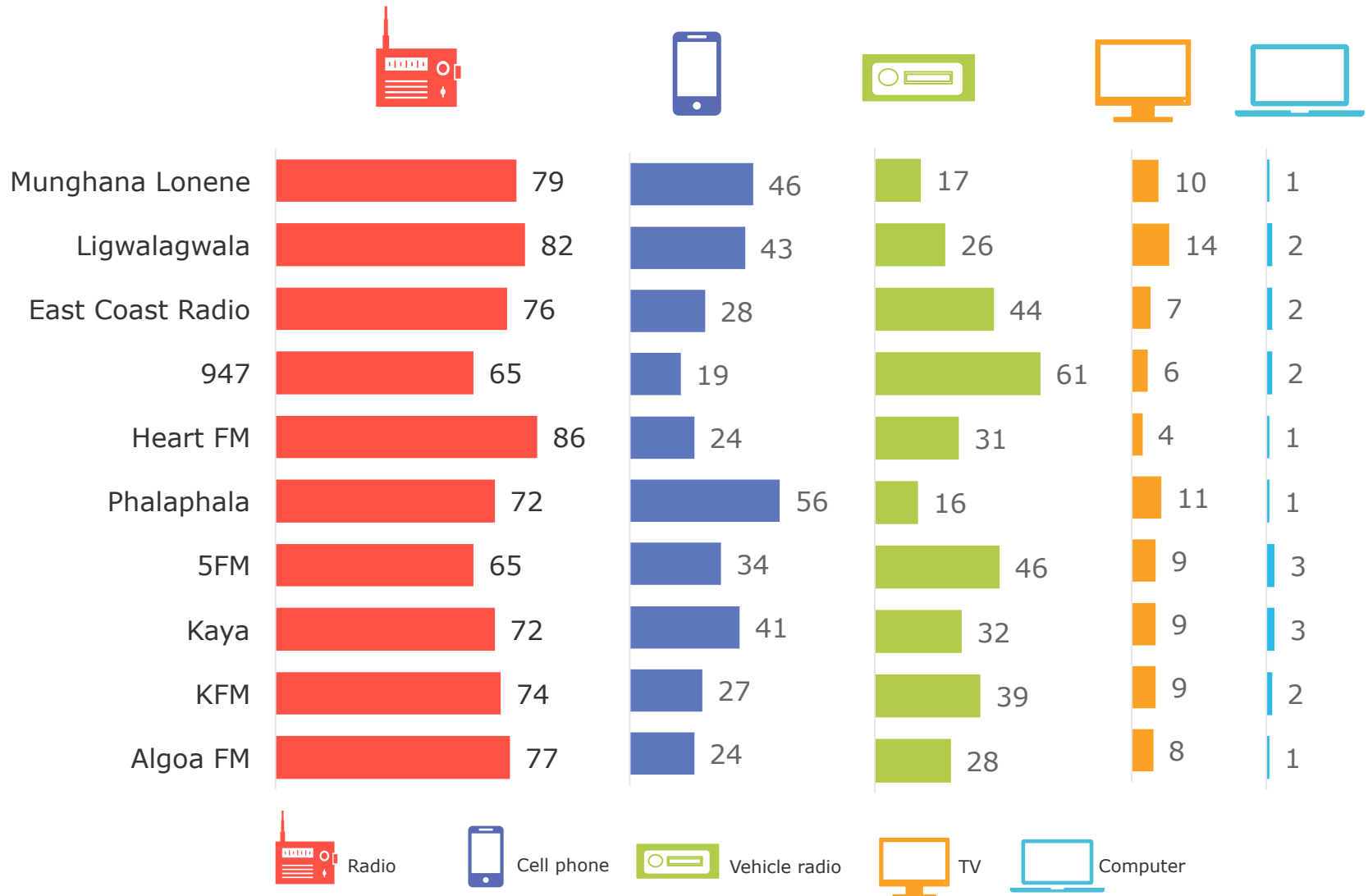
Commercial and PBS



Source: BRC RAM Jan-Sep'16 (National: n=53,396)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

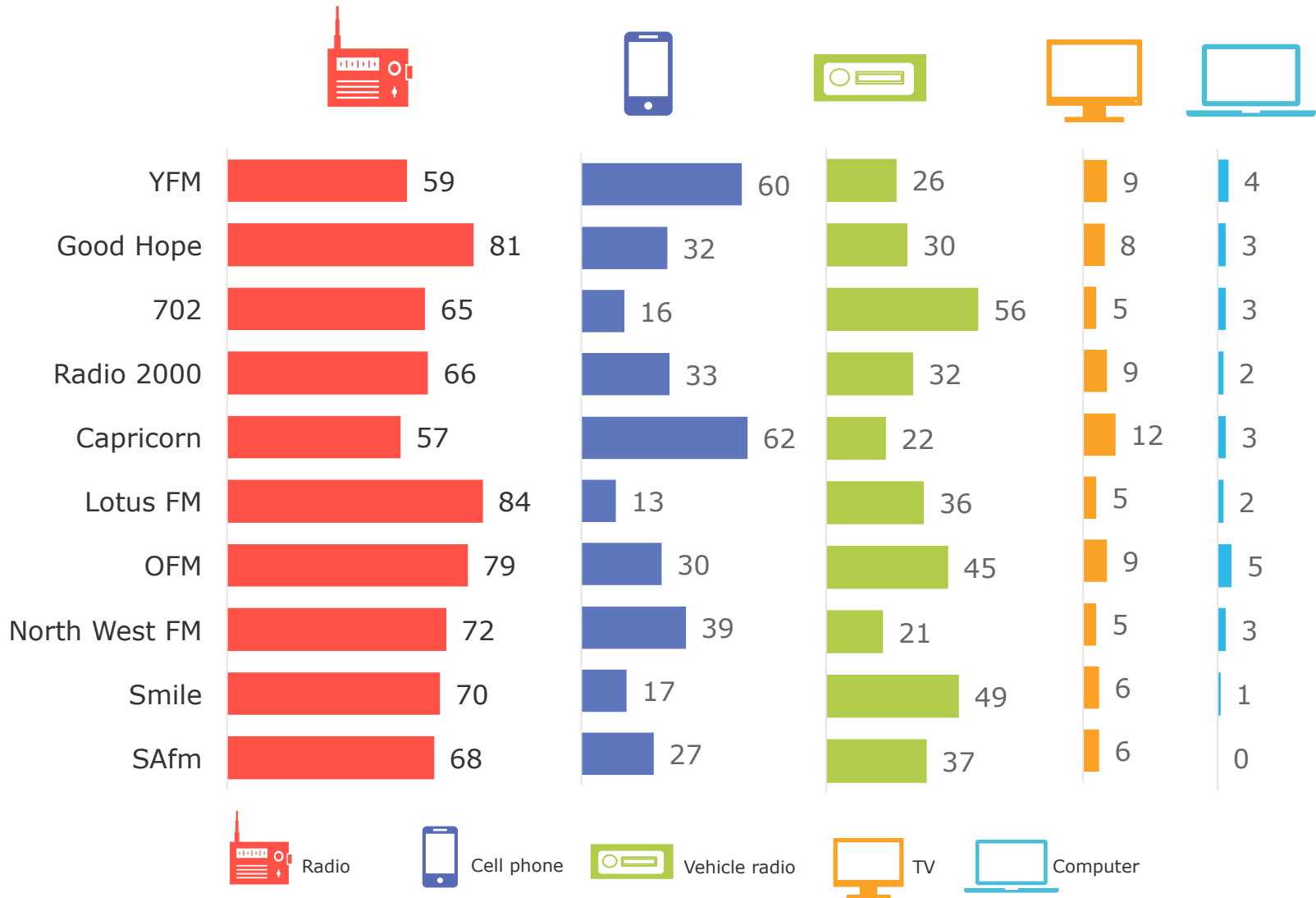
Commercial and PBS



Source: BRC RAM Jan-Sep'16 (National: n=53,396)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

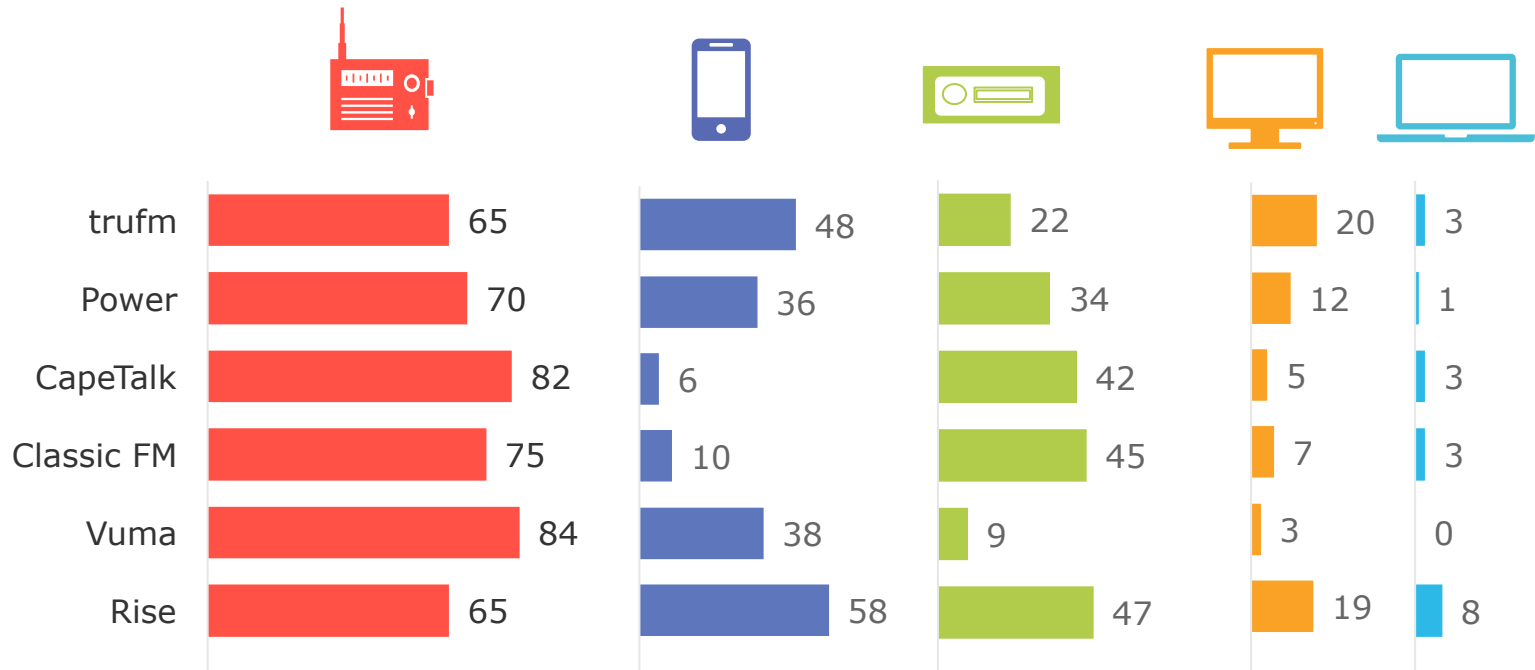
Commercial and PBS



Source: BRC RAM Jan-Sep'16 (National: n=53,396)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell phone



Vehicle radio



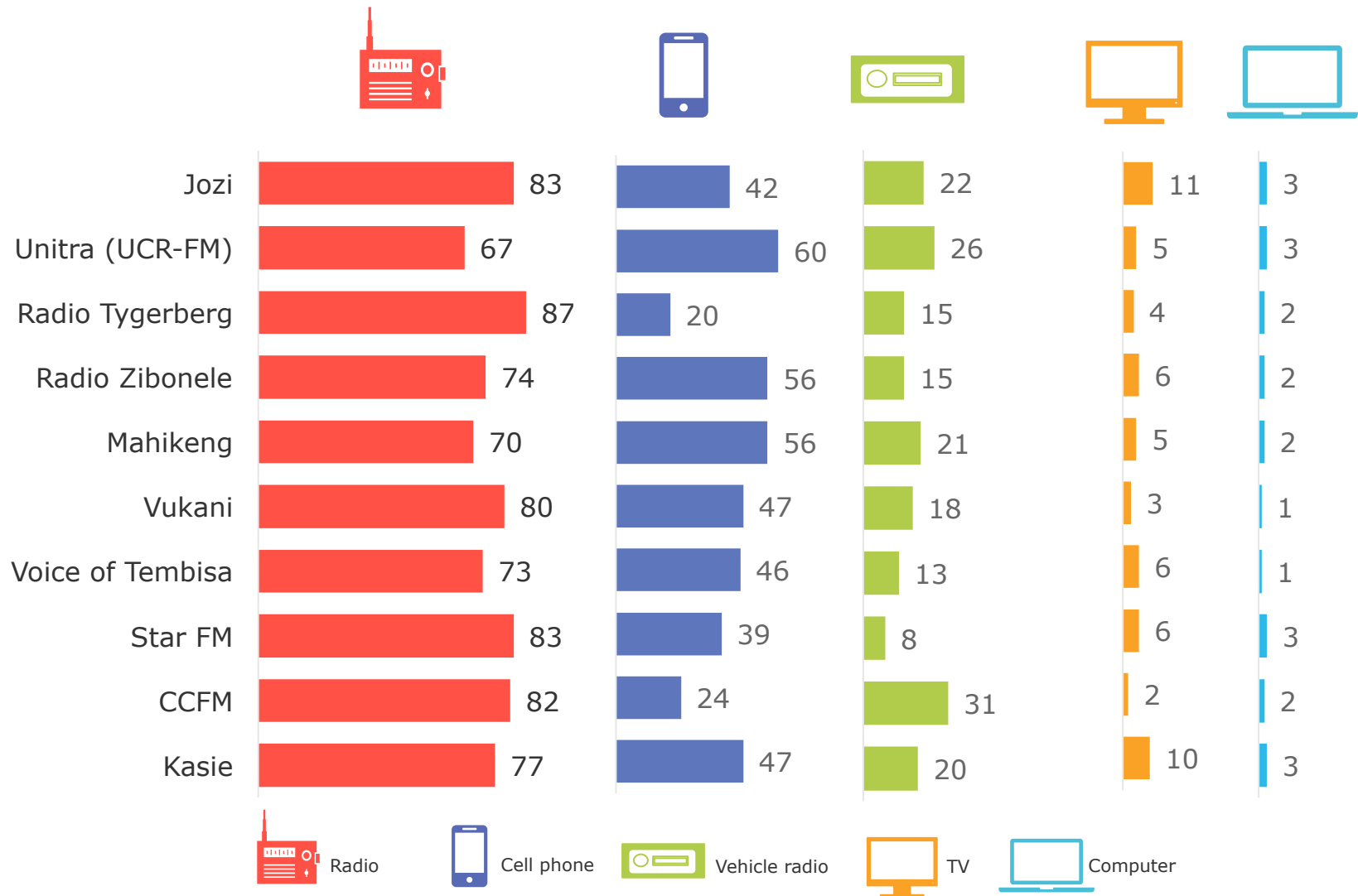
TV



Computer

Station listening by **DEVICE**

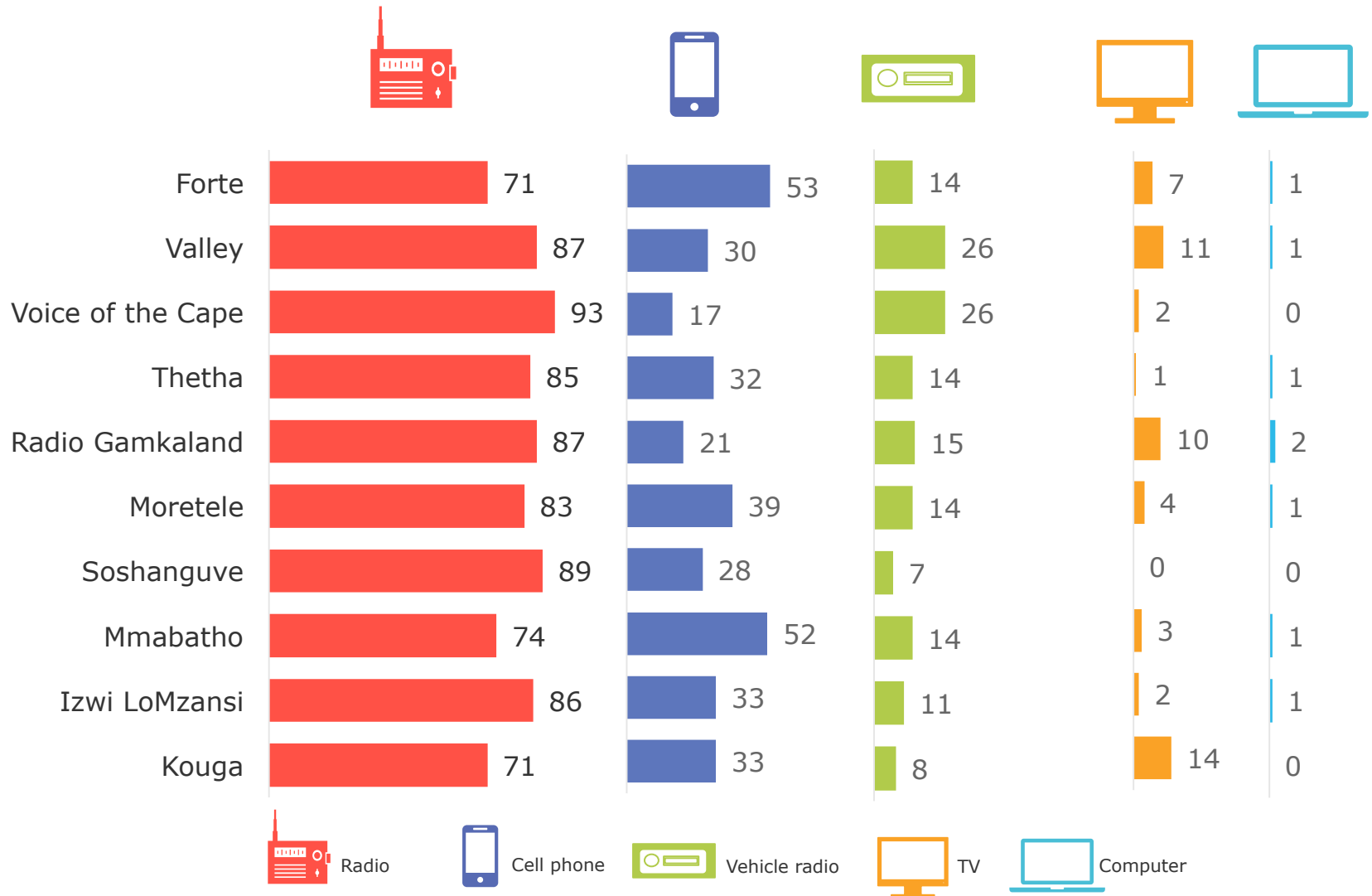
Community



Source: BRC RAM Jan-Sep'16 (National: n=53,396)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

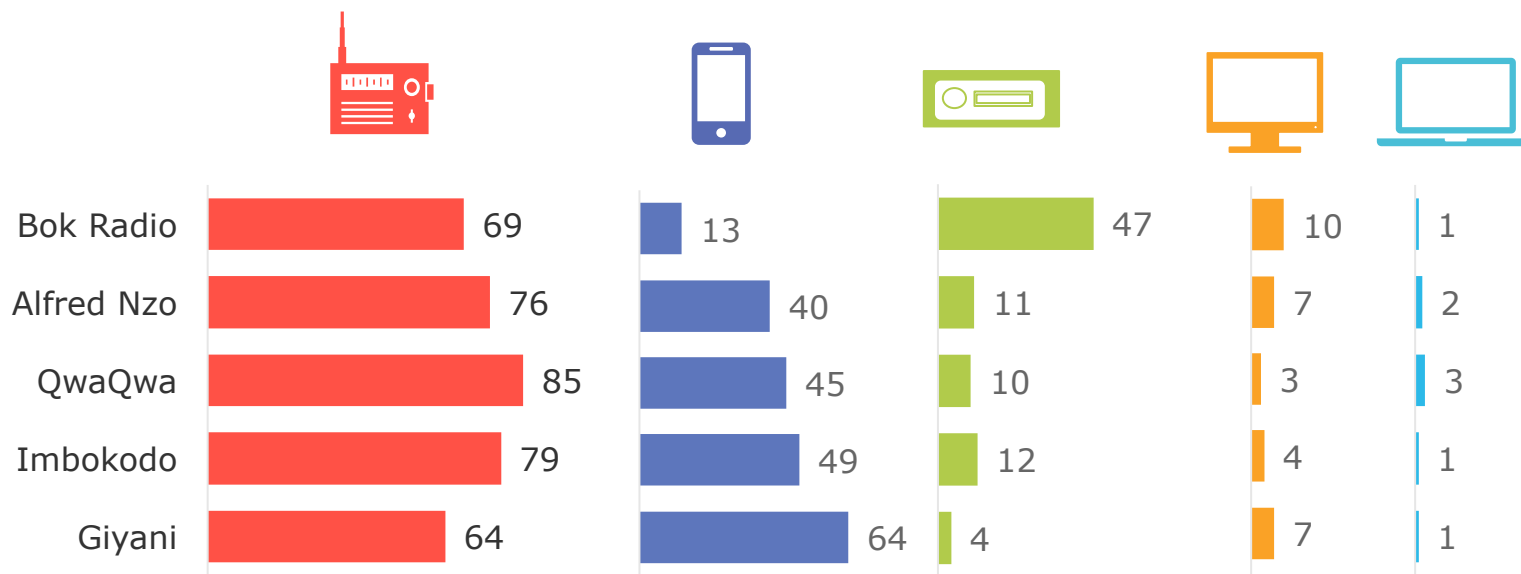
Community



Source: BRC RAM Jan-Sep'16 (National: n=53,396)
 Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Community



Radio



Cell phone



Vehicle radio



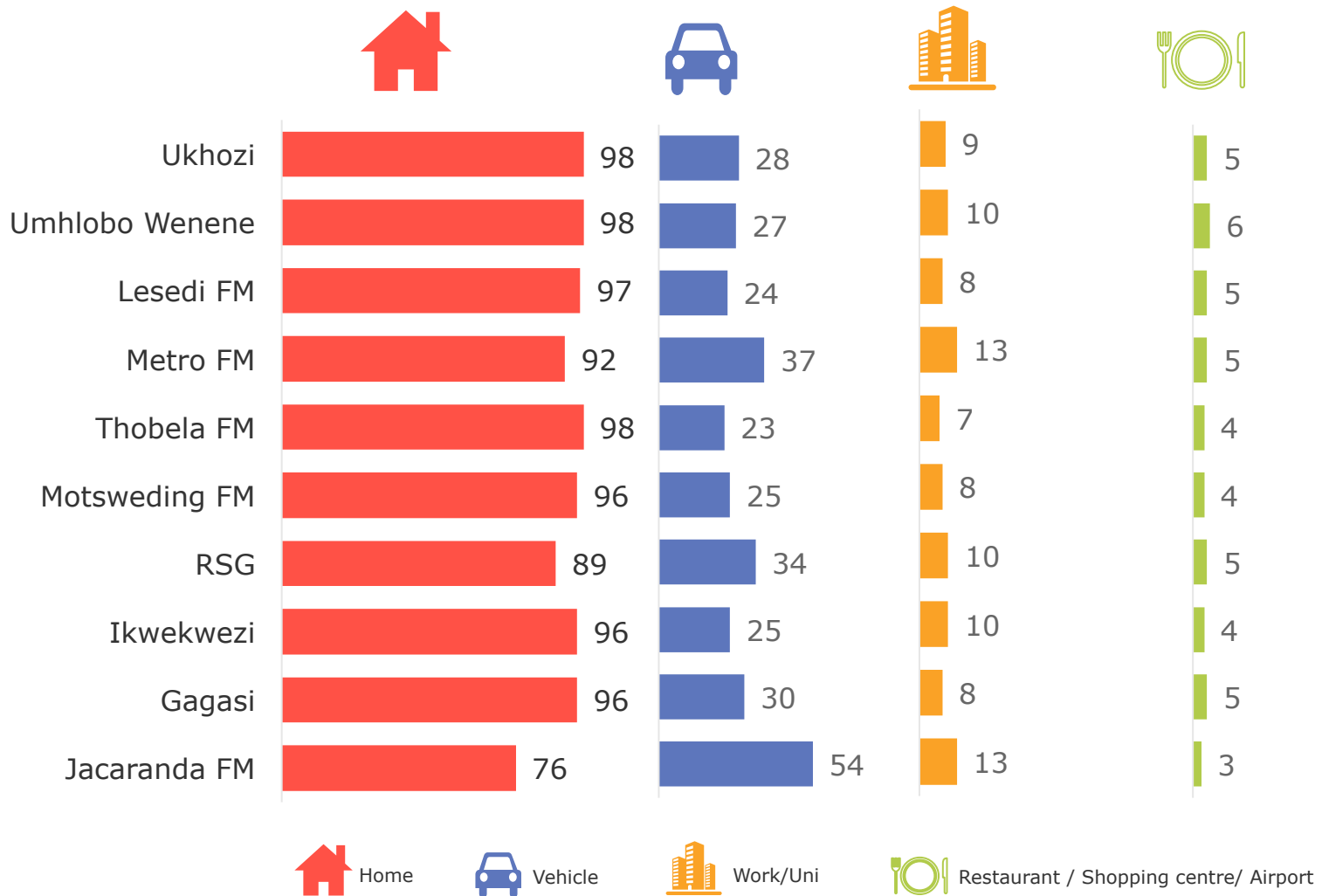
TV



Computer

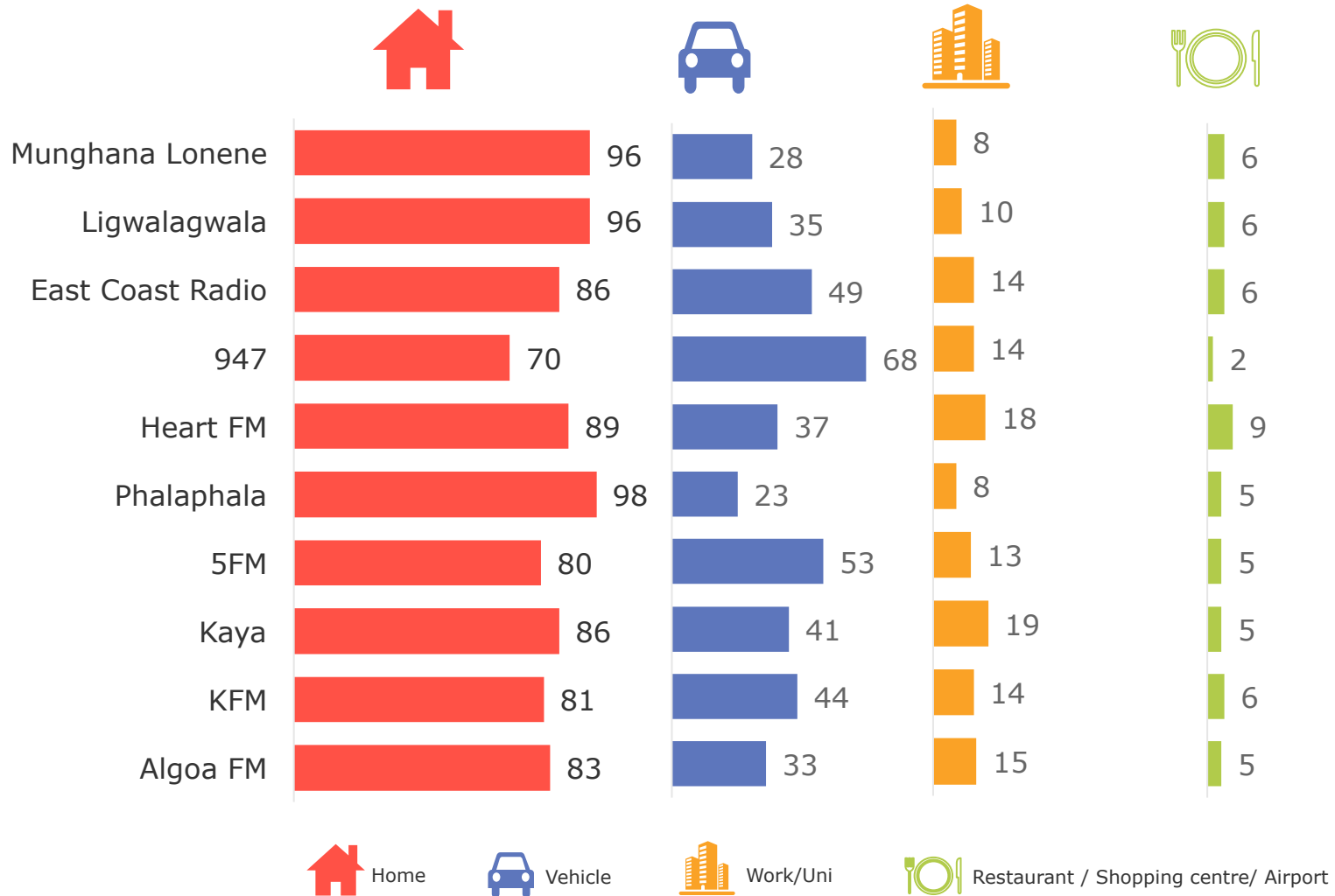
Station listening by LOCATION

Commercial and PBS



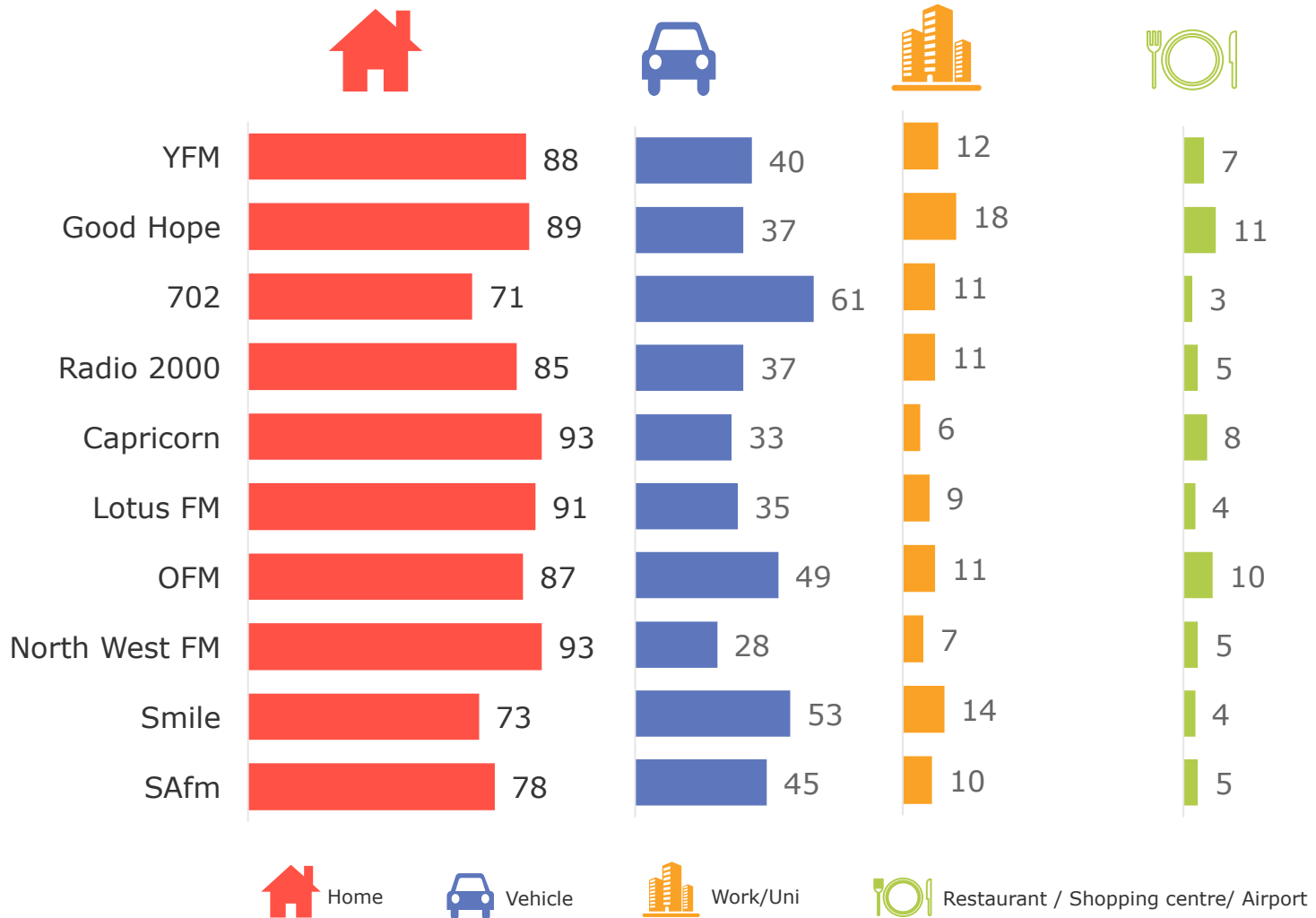
Station listening by **LOCATION**

Commercial and PBS



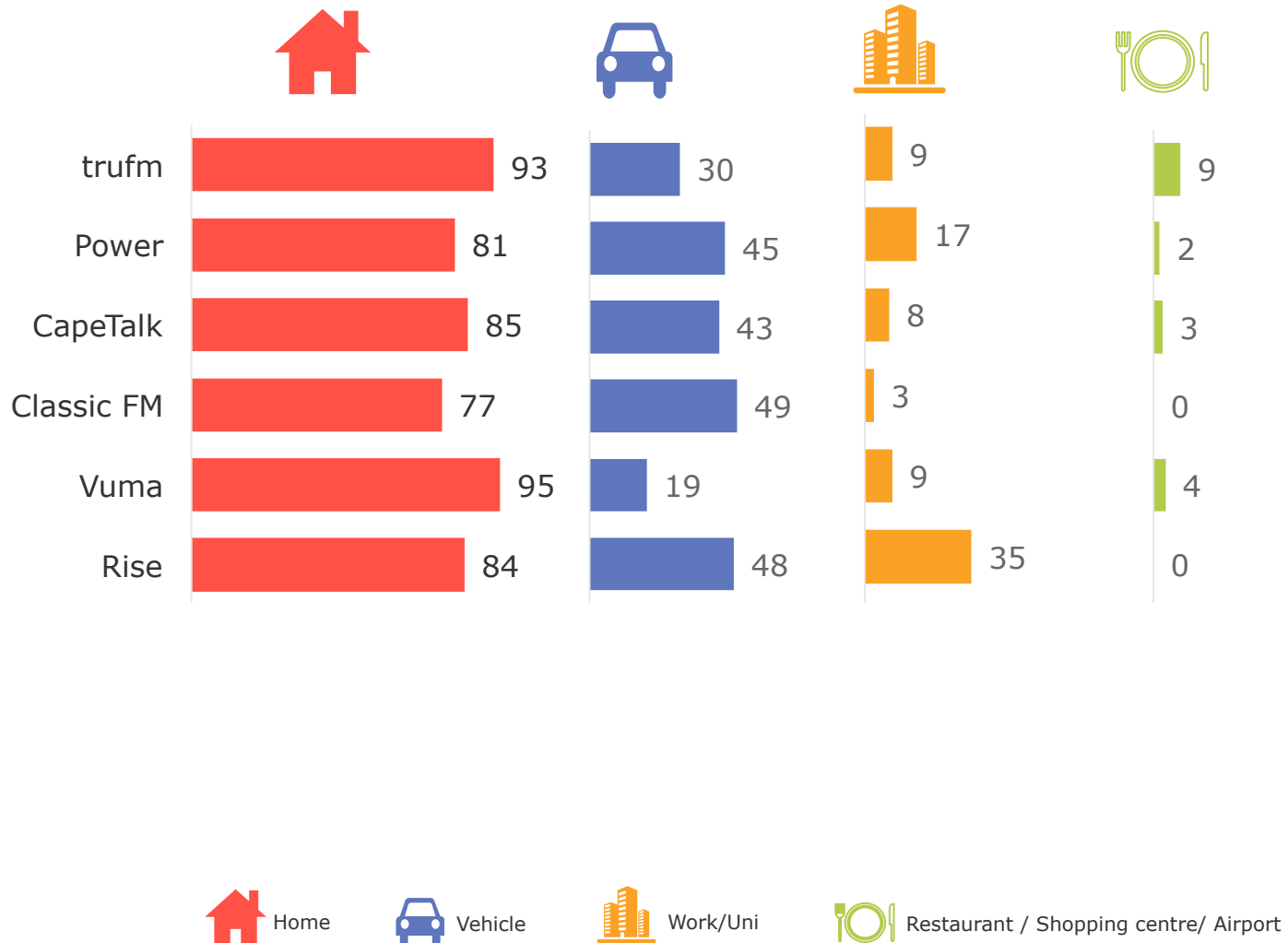
Station listening by LOCATION

Commercial and PBS



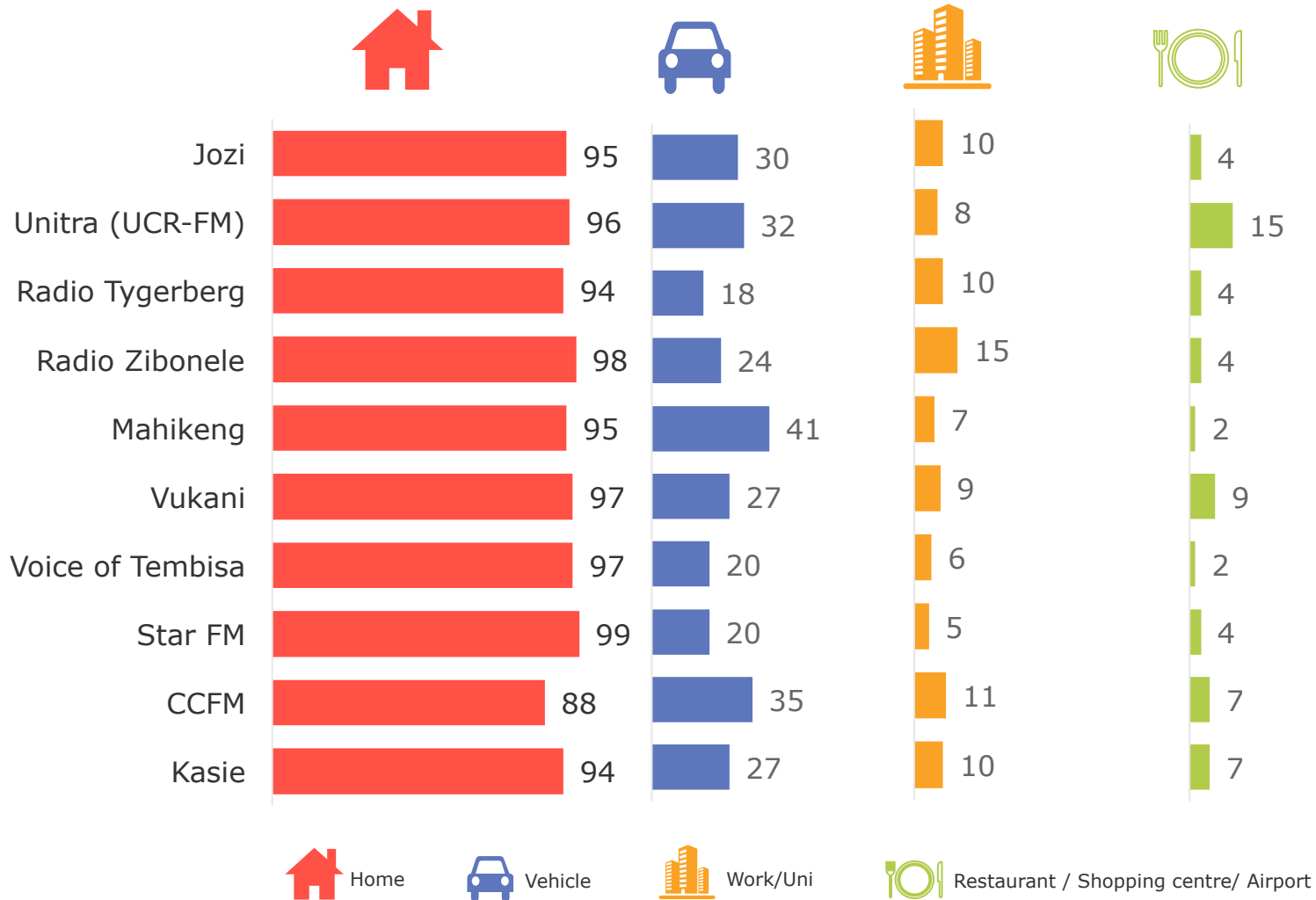
Station listening by **LOCATION**

Commercial and PBS



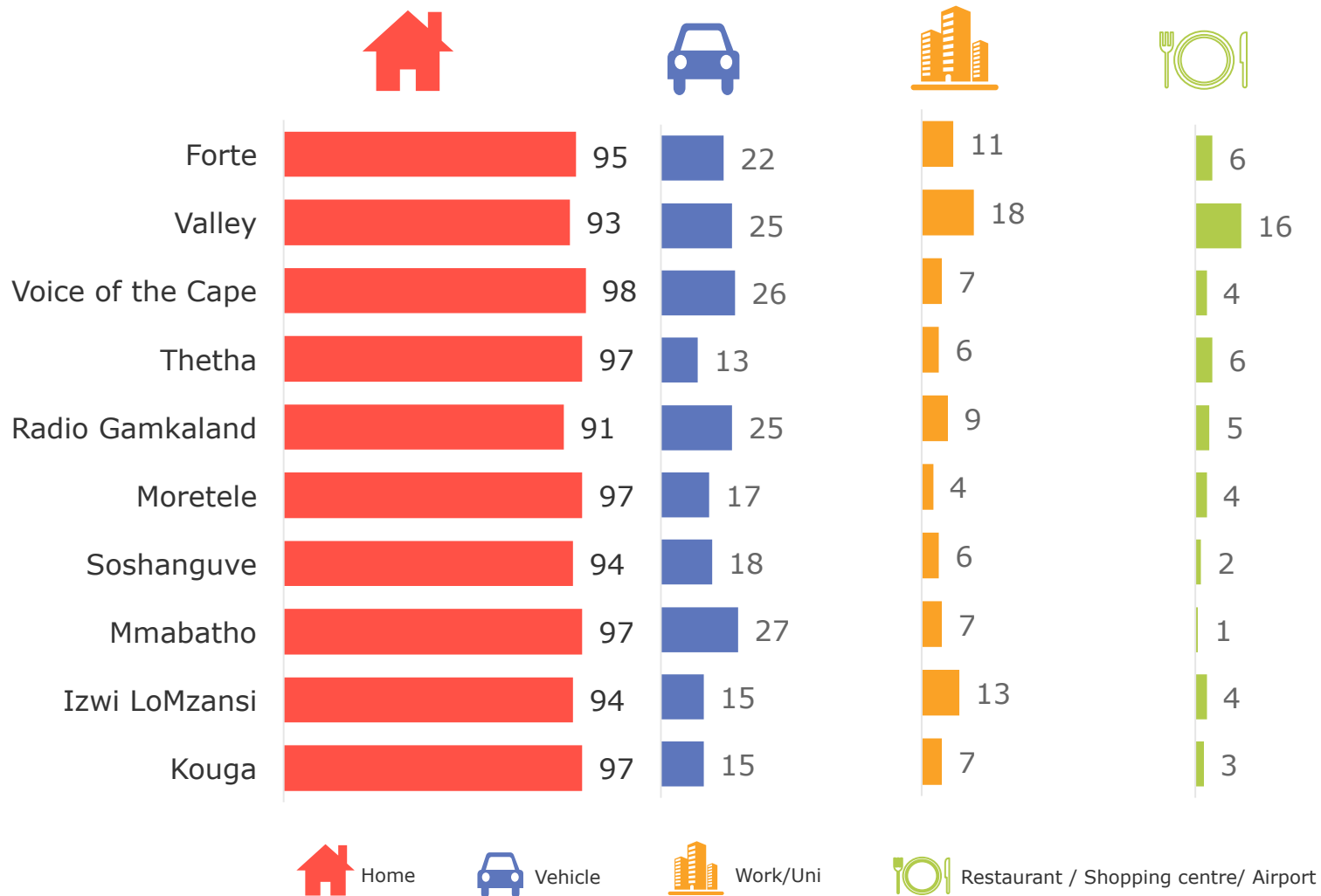
Station listening by **LOCATION**

Community



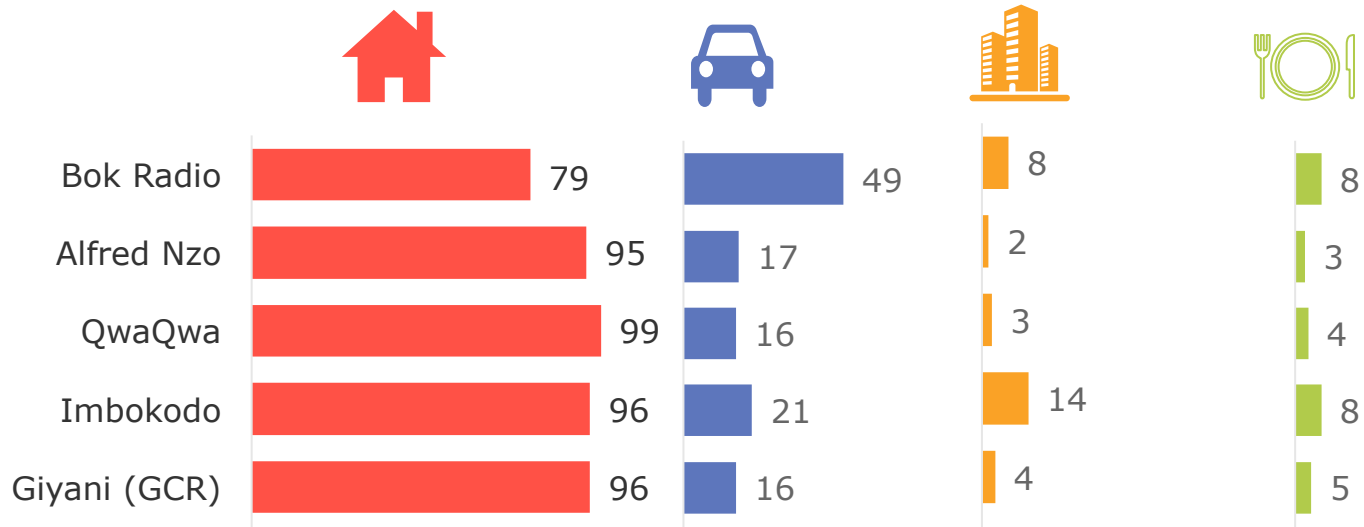
Station listening by **LOCATION**

Community



Station listening by **LOCATION**

Community



Home



Vehicle



Work/Uni



Restaurant / Shopping centre/ Airport

TRENDING

JAN – JUN / APR – SEP



TRENDING

Commercial and PBS



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



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

	Jan-Jun '16	Apr-Sep '16	Jan-Jun '16	Apr-Sep '16
Ukhozi	5406	5522	7294	7389
Umhlobo Wenene	3964	4009	5171	5263
Lesedi FM	2433	2347	3429	3387
Metro FM	2273	2129	4159	3791
Thobela FM	1997	2052	2860	2865
Motsweding FM	1754	1705	2668	2525
RSG	1014	1087	1424	1486
Ikwewezi	913	958	1335	1388
Gagasi	798	838	1366	1393
Jacaranda FM	777	766	1329	1283
Munghana Lonene	702	755	1016	1099
East Coast Radio	644	636	987	971
Ligwalagwala	673	632	917	896
947	585	628	927	958
Heart FM	577	588	838	813
5FM	496	505	862	859
Kaya	462	502	841	892
KFM	449	492	681	706
Phalaphala	594	471	841	697
YFM	362	377	666	681

TRENDING

Commercial and PBS



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



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

	Jan-Jun '16	Apr-Sep '16	Jan-Jun '16	Apr-Sep '16
Good Hope	406	357	658	546
Algoa FM	379	350	576	536
702	323	347	547	559
Radio 2000	238	201	477	413
Capricorn	220	196	549	430
Lotus FM	182	186	276	278
OFM	172	173	291	302
North West FM	116	103	203	181
Smile	98	98	146	137
Safm	95	83	176	159
Trufm	79	68	145	134
CapeTalk	50	63	77	91
Power	57	62	99	102
Classic	39	42	71	67
Vuma	40	32	79	64
Rise	*	*	46	47

TRENDING

Community (Top 20)



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



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

	Jan-Jun '16	Apr-Sep '16	Jan-Jun '16	Apr-Sep '16
Jozi	262	316	456	525
Unitra (UCR-FM)	164	185	283	329
Radio Tygerberg	143	147	236	229
Star FM	81	126	124	185
Vukani	115	125	220	235
Valley FM	87	120	136	174
Mahikeng	131	106	193	151
Radio Zibonele	127	105	228	195
CCFM 107.5	68	101	112	150
Voice of Tembisa	102	100	142	152
Radio Gamkaland	75	96	106	140
Kouga	49	95	75	145
Forte	102	94	186	164
Kasie	88	92	151	153
Thetha	95	84	177	142
Moretele	91	78	155	135
Mmabatho	72	77	111	111
Voice of the Cape	87	74	122	101
Soshanguve	61	73	110	113
Izwi LoMzansi	57	71	93	108

STATION DASHBOARDS



BRC RAM Station Detail
Apr'16-Sept'16

TNS

Commercial and PBS Stations

702	5FM	947	Alqwa FM	Cape Talk	Capricorn FM	Classic FM	East Coast Radio	Gquni FM	Good Hope FM
Heart 104.9 FM	iKuskuzezi FM	Jacaranda FM	Kaya FM 95.9	KFM	Leradi FM	Liquelalela FM	Lutur FM	Metro FM	Motsweding FM
Luseno FM (MLFM)	North West FM	OFM	Pholephole FM	Power 98.7	Radio 2000	RSG	SAfm	Smile 90.4 FM	Thubela FM
truFM	Ukhozi FM	Ukhlobo enene FM (UWFM)	Yuma 103 FM	YFM 99.2					

Community Stations

Alfred Nzo	CCFM 107.5	Furta FM	Giyani (GCR)	Inkunjane FM	Juzi FM	Kwaga FM	Mabikong FM	Murotele	Radio Tygerberg

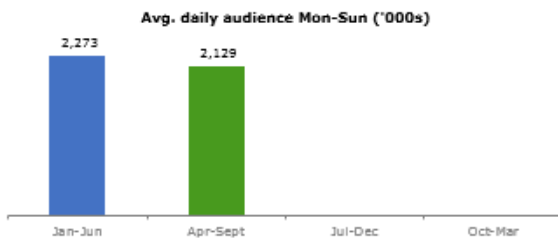
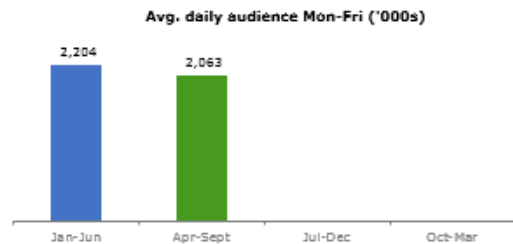
TRENDING : JAN – JUN / APR - SEP

Station A



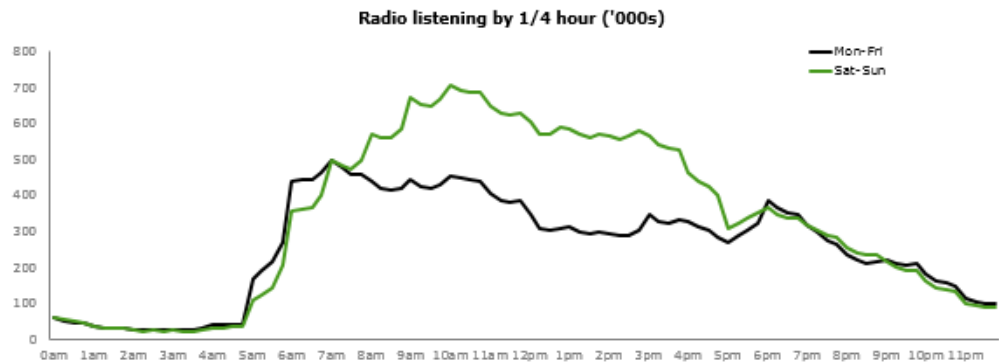
Key Measures (Total audience)

sample= 36873



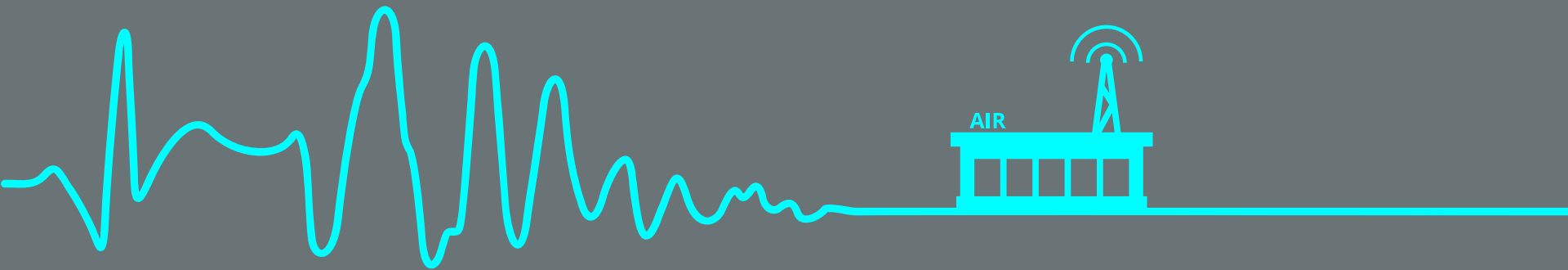
Station listeners (one week cume)

sample= 1386

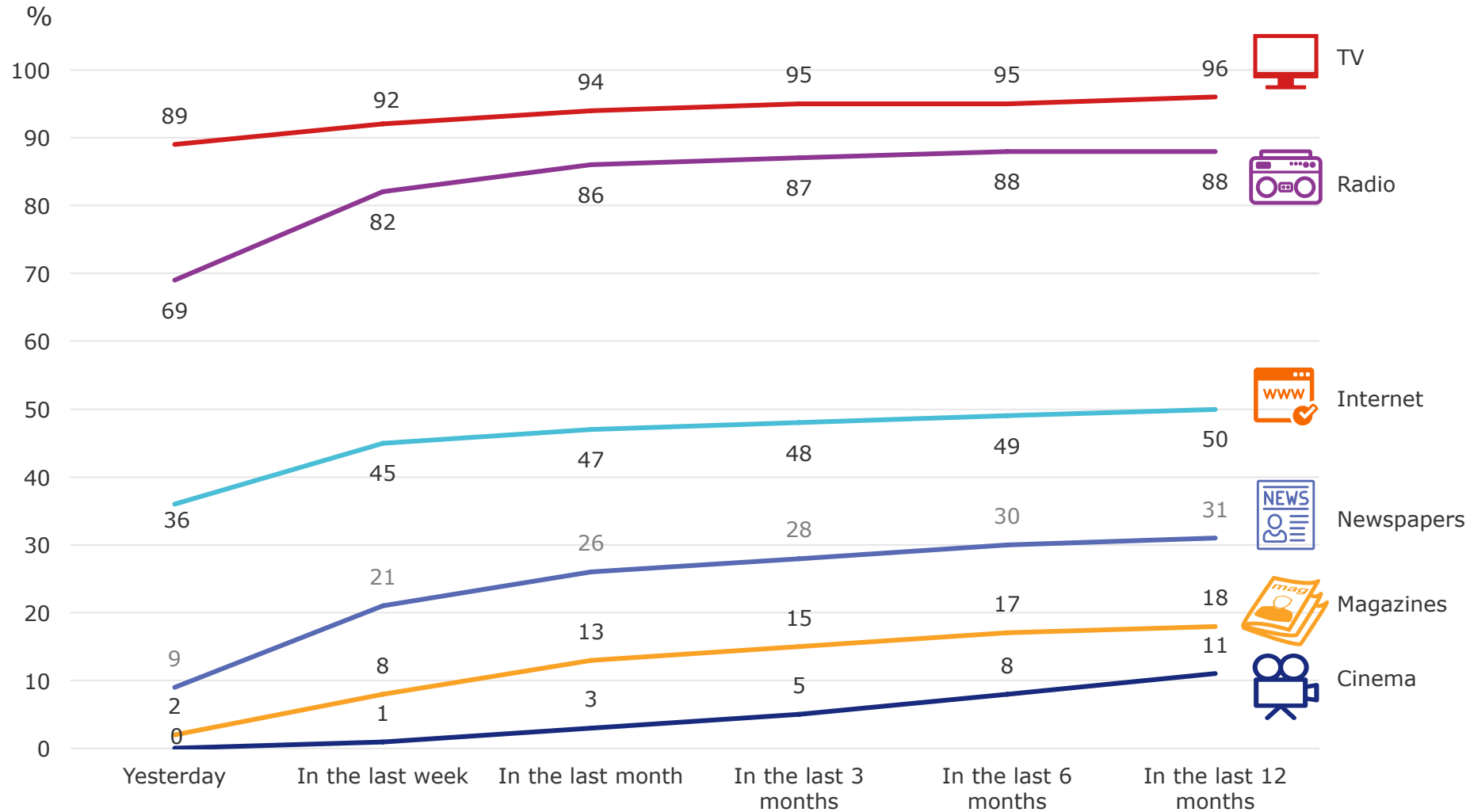


Source: BRC RAM Apr'16-Sep'16
 Axes may vary between stations and measures

A SNEAK PEAK



REACH BY MEDIA TYPE



**END FEBRUARY
2017 ...**

