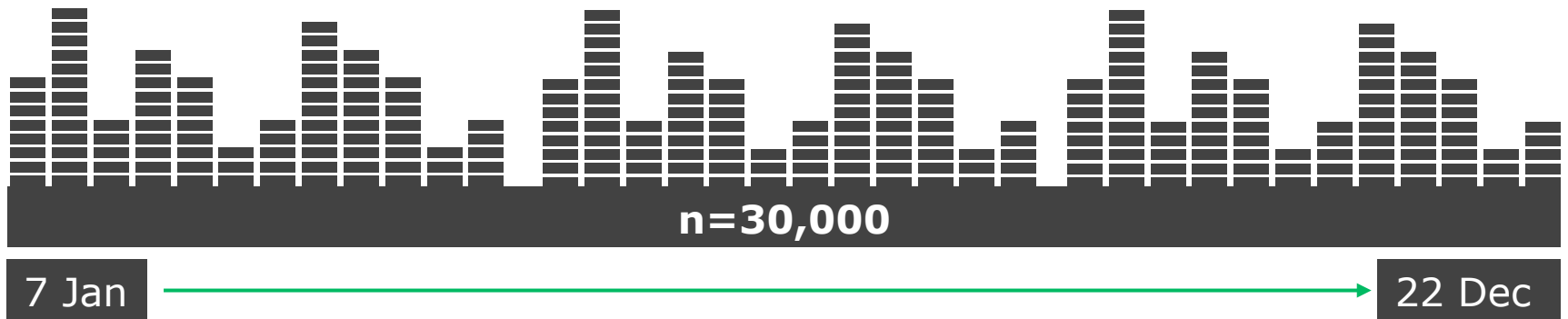


BRC RAM – FEBRUARY '17



BRC RAM COMES OF AGE

The Transformation of an Audience Measurement System



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**

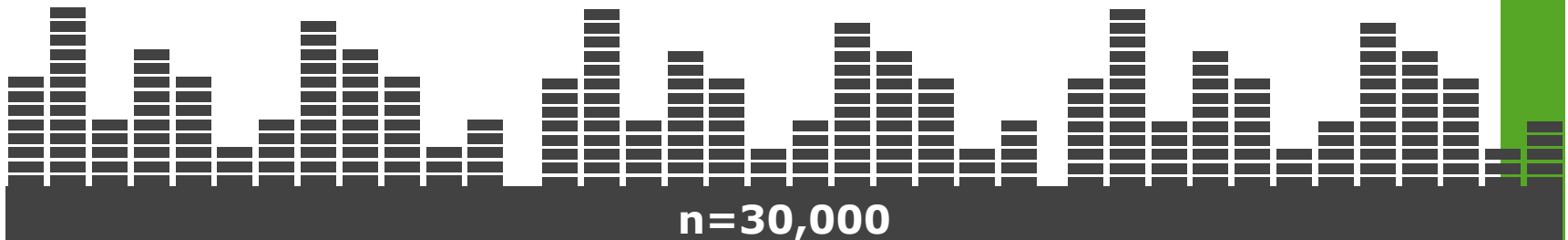
adolescent



n=7500

**Q4 (Oct – Dec)
21 year old**

adult

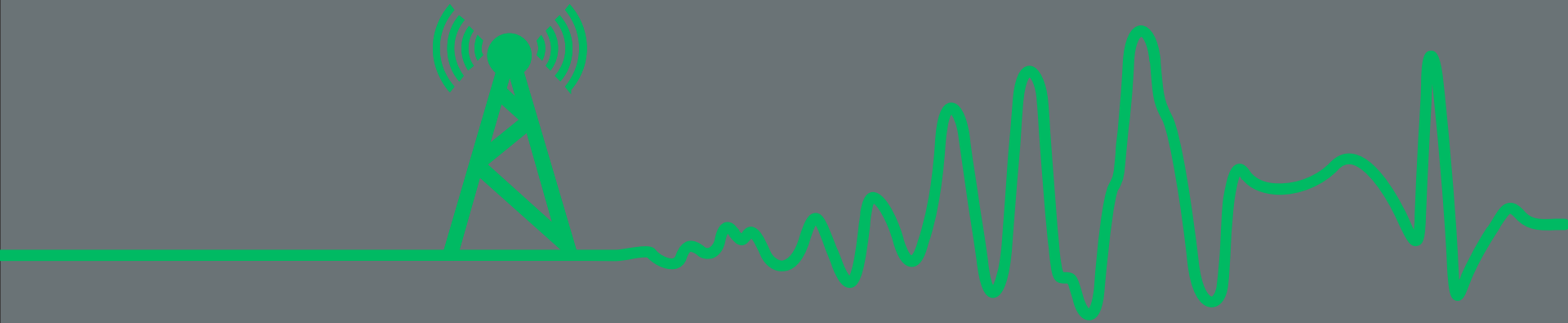


7 Jan

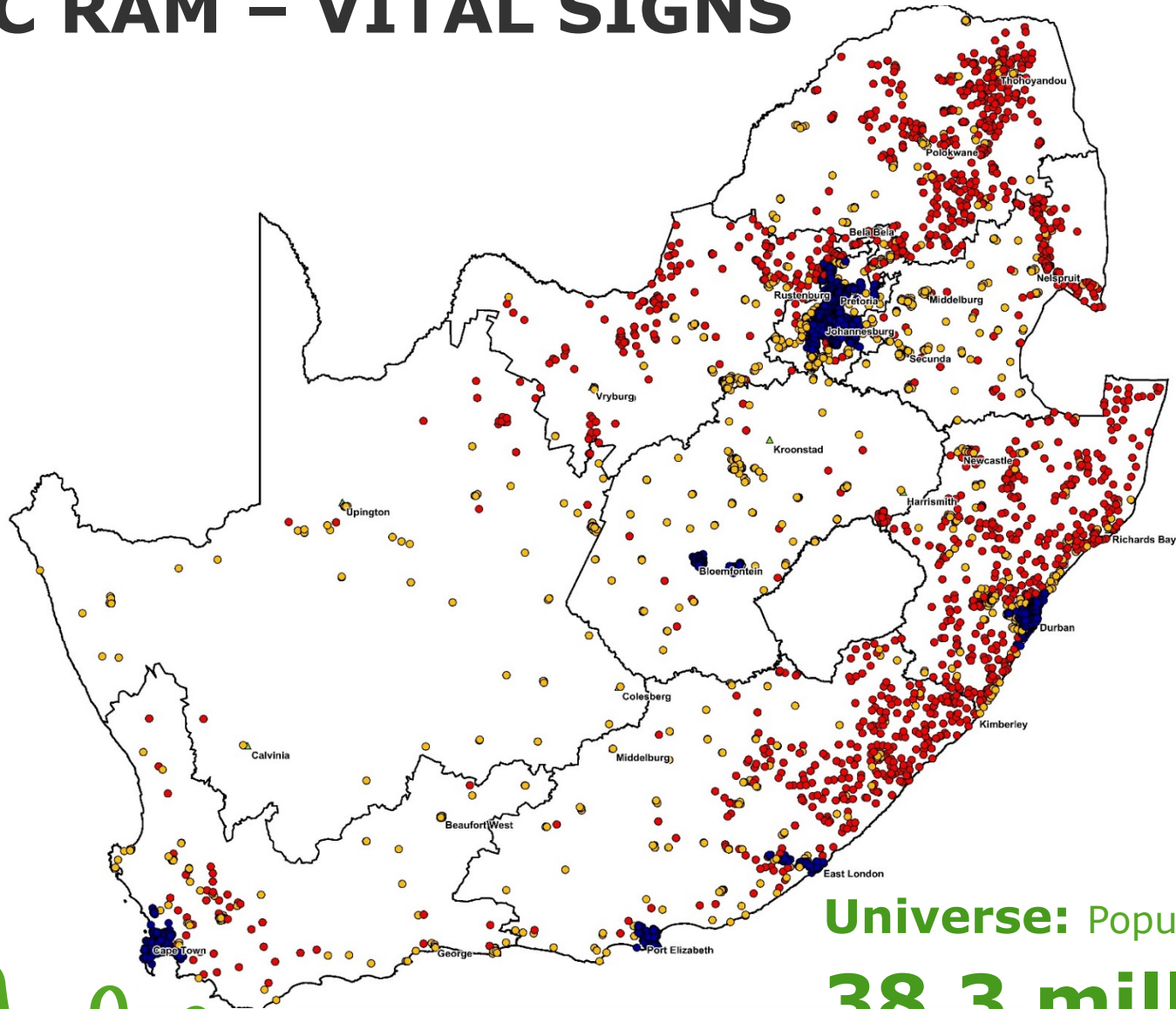
22 Dec

We are here

BRC RAM - VITAL SIGNS



BRC RAM – VITAL SIGNS



Universe: Population age 15+
38,3 million

BRC RAM – VITAL SIGNS

Random selection,
household flooding

30,872

Households



69,569

Individuals



Jan–Dec'16 sample



BRC RAM – VITAL SIGNS

Consistent area split (sample frame)



60% Metro



20% Small Urban



20% Rural

Stations included

39 Commercial and PBS stations

274 Community stations

12 months sample:

An additional 52 stations can be reported as they have a sample greater than 40.

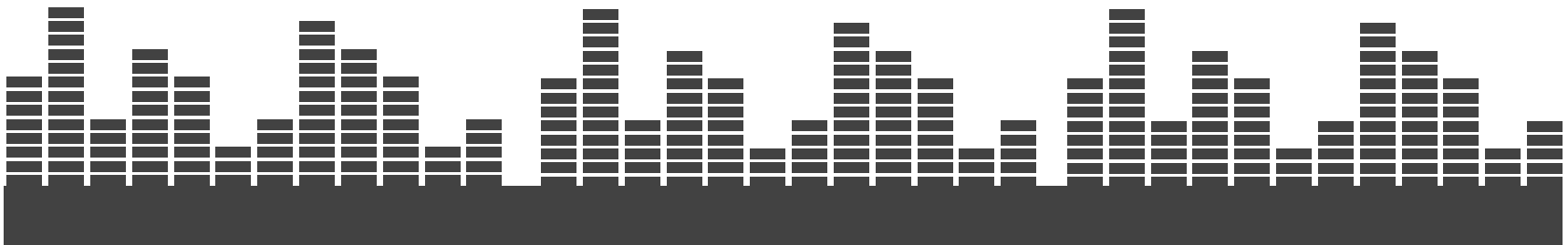
STABILITY & TRENDING



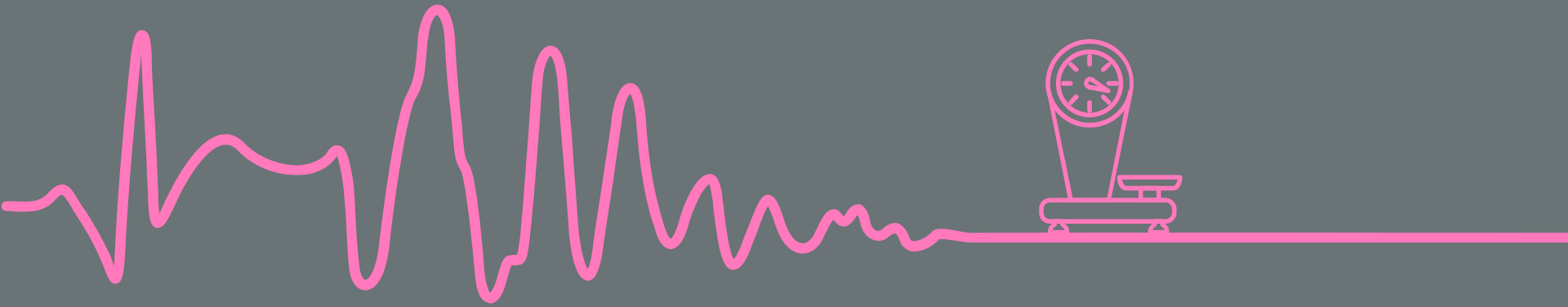
Jan-Dec'16 (sample=69,569 diaries)

Apr-Sep'16 (sample=36,879 diaries)

Jul-Dec'16 (sample=33,122 diaries)

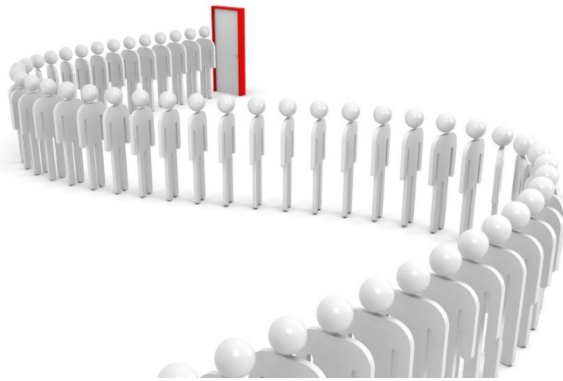


SCRUTINY & WEIGHTING



THE FOUR GATES

SAMPLE GATE



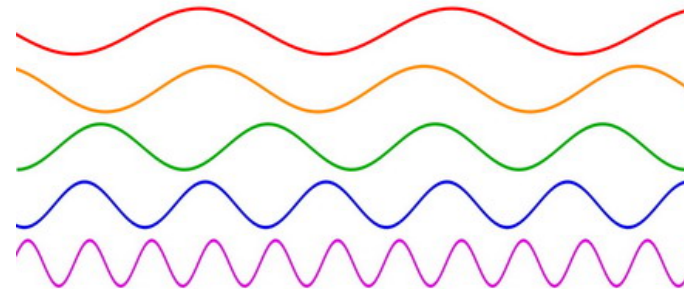
STABILITY GATE



WEIGHTING GATE



STATION CHANGE GATE



WEIGHTING



Weighting efficiency

JAN-JUN'16

83%

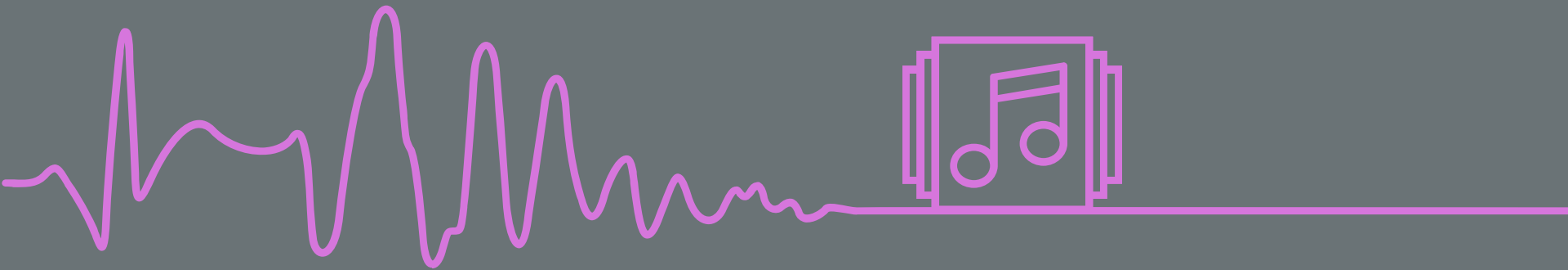
APR-SEP'16

84%

JUL-DEC'16

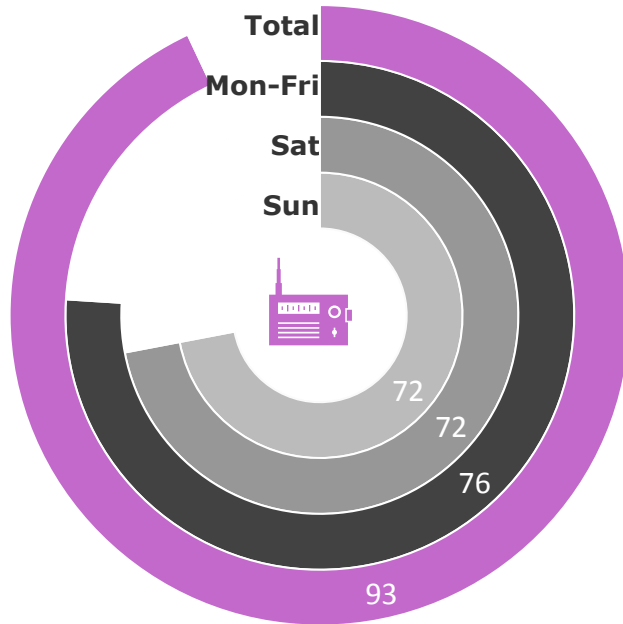
81%

KEY SOUNDBITES



RADIO REACH is ...

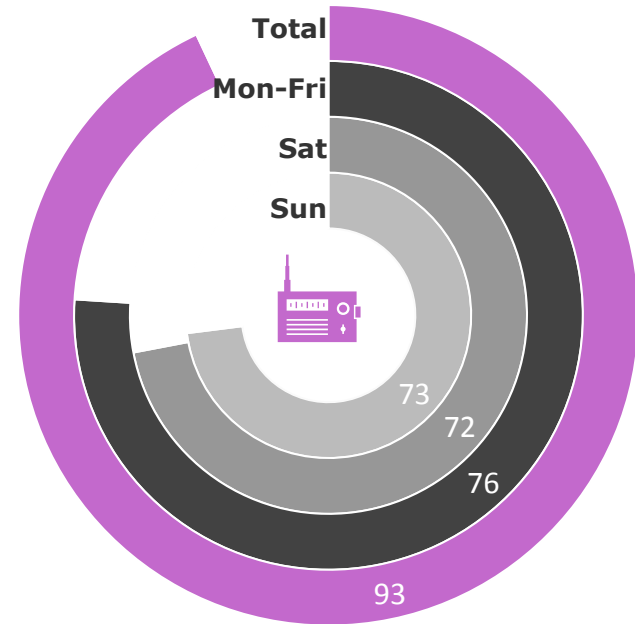
Apr-Sep 2016



93% weekly reach = 35,4 million listeners listening anytime in the week

76% daily reach (Mon-Fri) = 28,9 million listeners on an average weekday

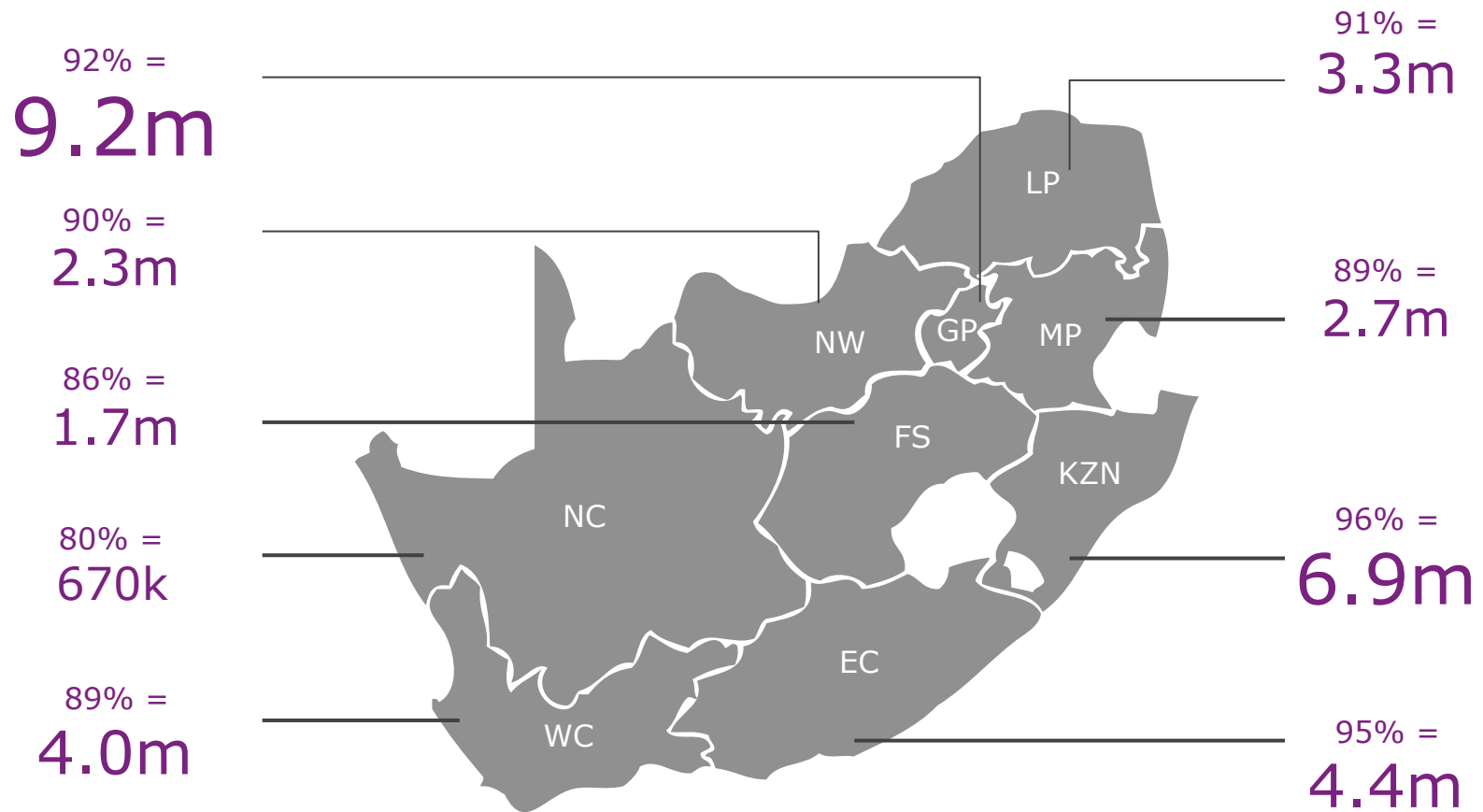
Jul-Dec 2016



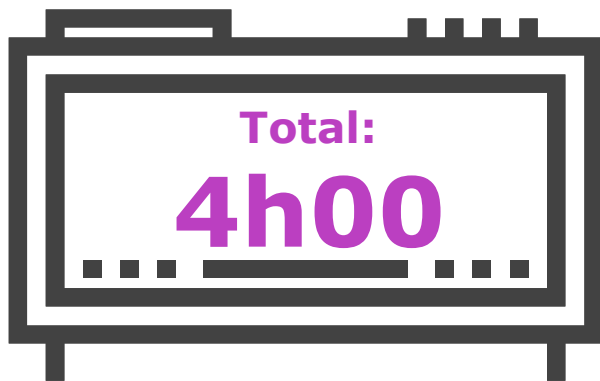
93% weekly reach = 35,5 million listeners listening anytime in the week

76% daily reach (Mon-Fri) = 29,2 million listeners on an average weekday

... EVERYWHERE!



LONG LISTENING



3h36



4h12



4h30



2h42



3h24



3h54

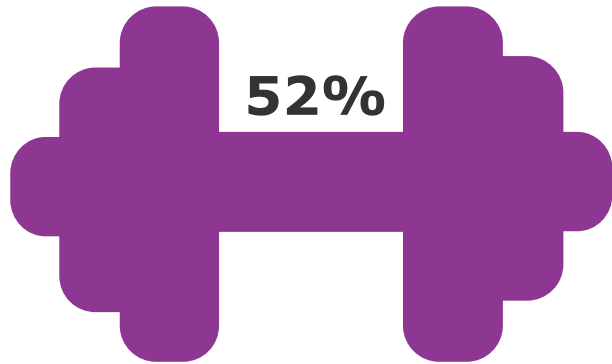


4h06

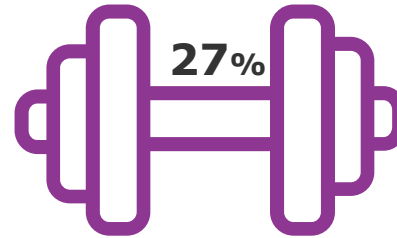


HEAVY LISTENING

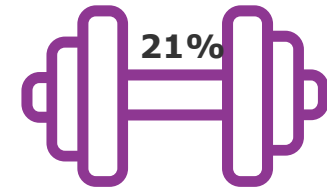
Heavy
(>20 hours pw)



Medium
(10.25-20 hours pw)



Light
(0.25-10 hours pw)



LOYAL LISTENERS

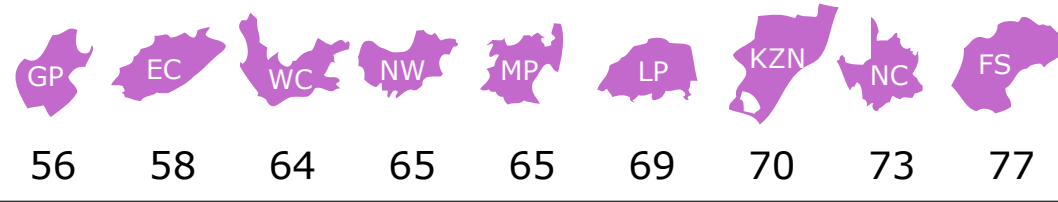


Total:

64%

listen to only one station

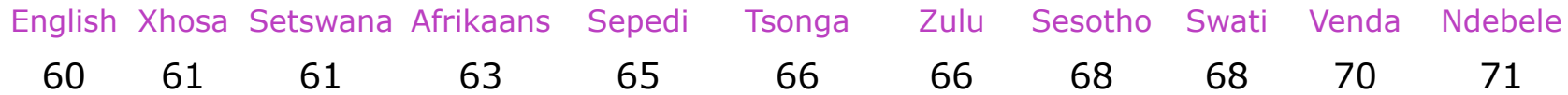
%



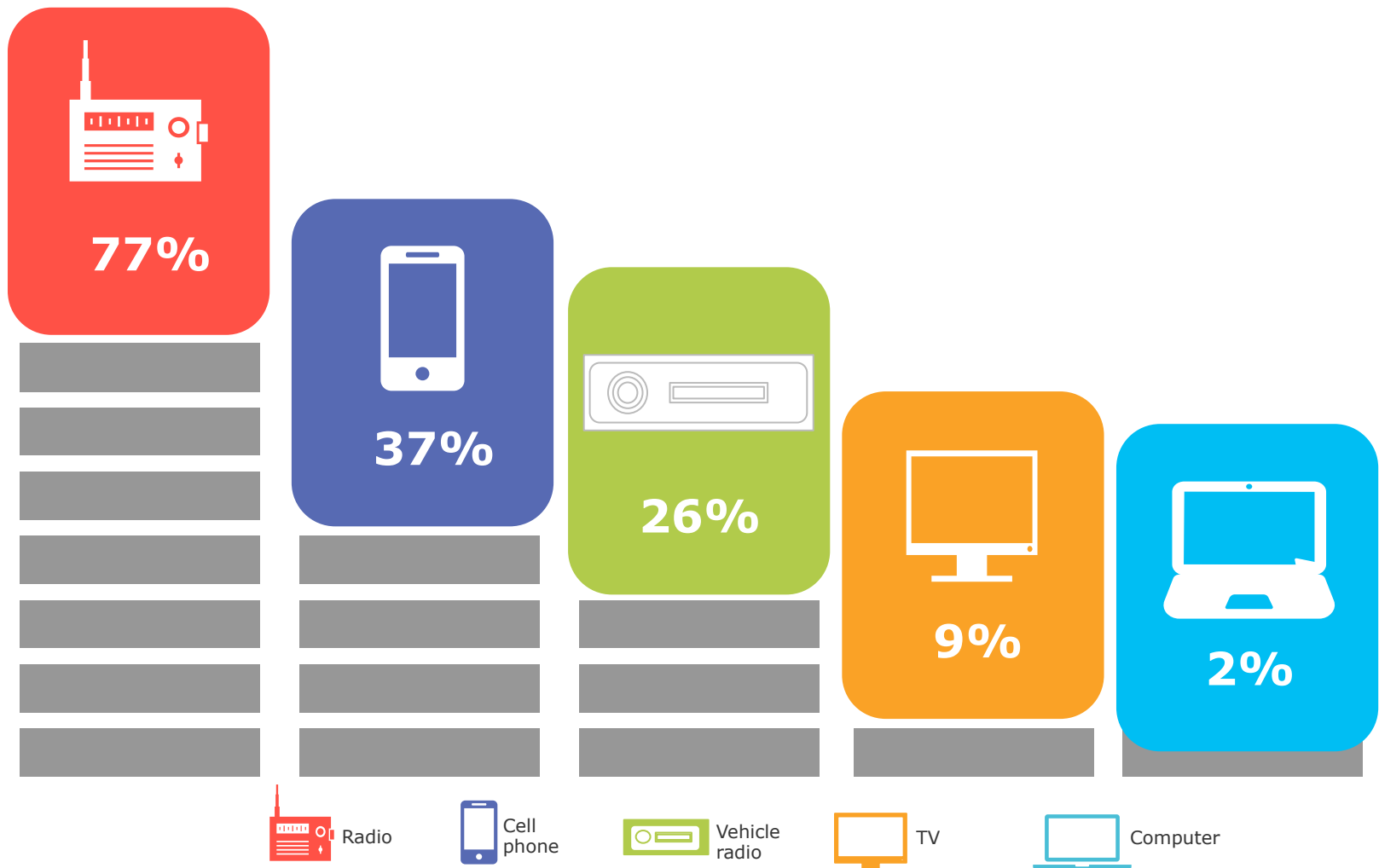
%



%

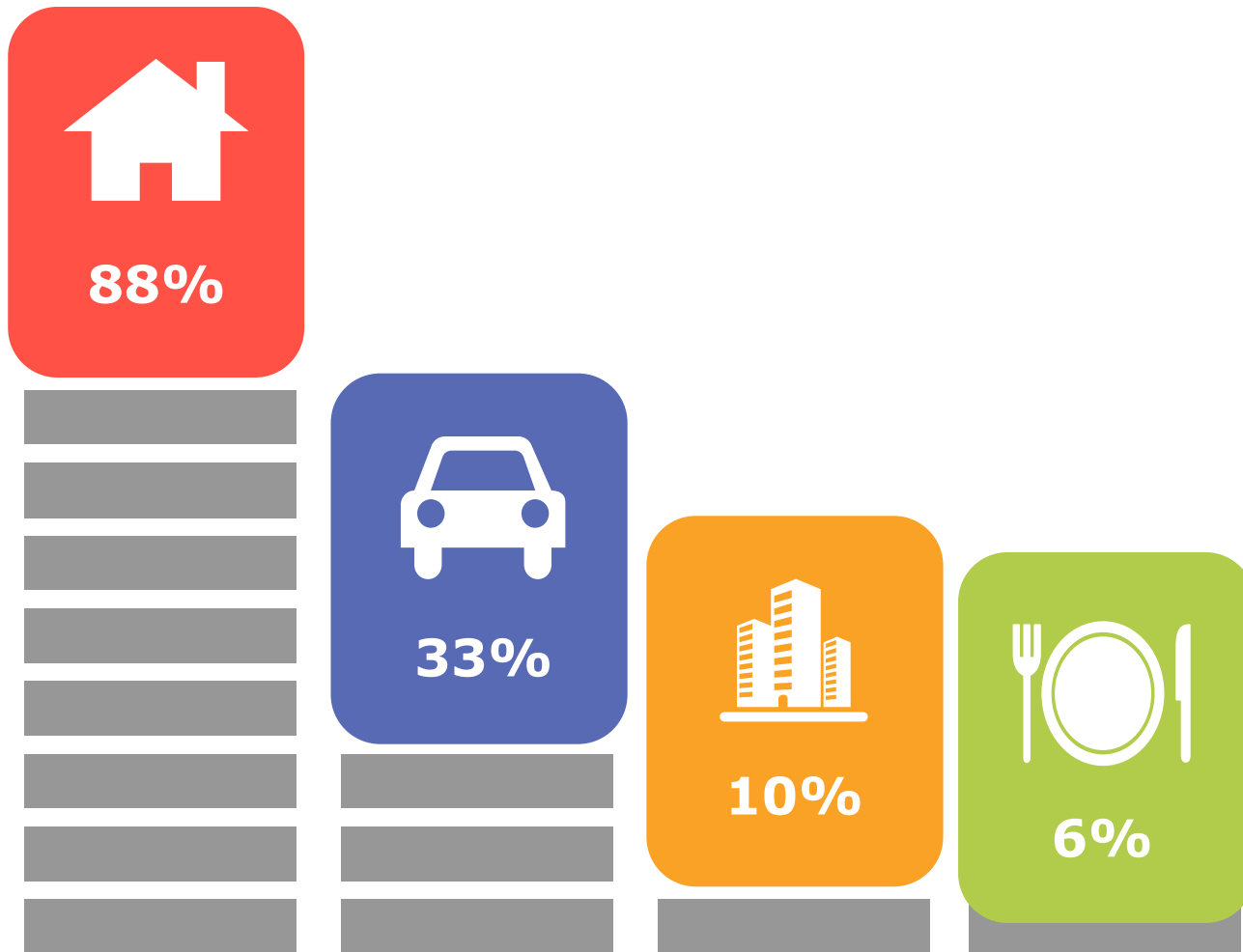


DEVICE captures HOW



Source: BRC RAM Jan-Dec'16 (n=69,569)

LOCATION captures WHERE



Home



Vehicle

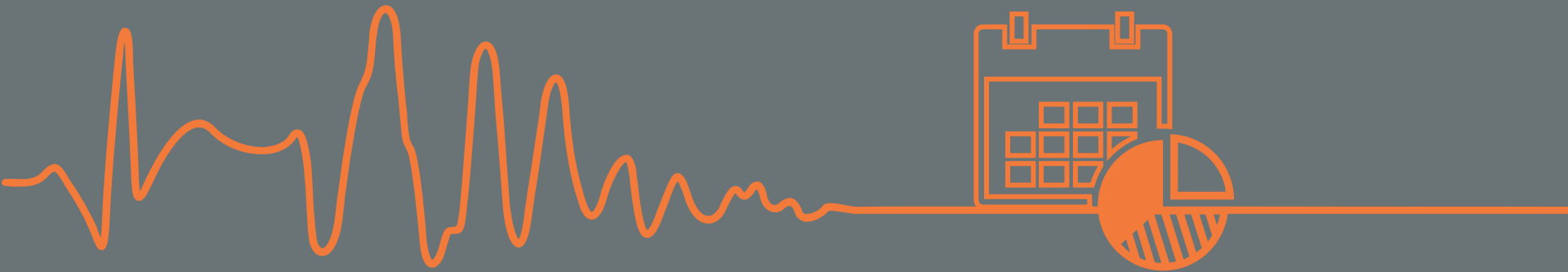


Work/University/
College







Restaurant/Shopping centre/
Airport

12 MONTH DATA PROVIDING KEY STATION MEASURES FOR MORE STATIONS







KEY STATION MEASURES

Commercial and PBS

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Ukhozi	5,484	7,311	60	3h18
Umhlobo Wenene	4,016	5,253	56	3h42
Lesedi FM	2,406	3,416	56	3h30
Metro FM	2,221	3,931	27	1h42
Thobela FM	2,020	2,829	60	3h06
Motsweding FM	1,797	2,621	50	3h06
RSG	998	1,386	50	3h12
Ikwewezi	921	1,324	54	3h12
Gagasi	829	1,344	31	2h06
Jacaranda FM	742	1,247	39	1h54

KEY STATION MEASURES





Commercial and PBS

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Munghana Lonene	717	1,019	57	3h18
Ligwalagwala	673	934	54	3h12
East Coast Radio	660	970	48	2h00
947	611	926	37	1h48
Phalaphala	600	827	65	3h30
Heart FM	564	787	48	2h48
5FM	511	862	26	1h36
Kaya	472	837	20	1h36
KFM	458	672	43	2h24
YFM	360	648	24	1h30

Source: BRC RAM Jan-Dec'16 (National: n=69,569)





KEY STATION MEASURES

Commercial and PBS

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Algoa FM	358	541	39	2h18
Good Hope	348	551	29	2h00
702	305	509	26	1h36
Radio 2000	208	425	14	1h30
Capricorn	192	430	19	1h18
Lotus FM	182	281	46	1h54
OFM	169	271	61	2h30
North West FM	137	230	26	2h06
Smile	97	140	49	2h18
SAfm	95	175	13	1h42





KEY STATION MEASURES

Commercial and PBS

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
trufm	70	134	1	1h36
Power	64	104	21	2h18
CapeTalk	62	87	39	2h18
Classic FM	41	67	22	1h24
Vuma	38	73	18	1h36
Rise	28	47	23	2h42





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Jozi	299	495	22	2h12
Unitra (UCR-FM)	177	311	4	1h42
Radio Tygerberg	141	225	37	2h24
Vukani	125	233	2	1h36
Star FM	124	172	47	3h24
Mahikeng	112	161	26	2h36
Radio Zibonele	102	193	16	2h00
Kasie	101	167	13	1h42
Radio Gamkaland	98	138	51	3h18
CCFM	94	144	33	2h24





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Voice of the Cape	94	127	36	3h12
Forte	89	159	4	2h00
Voice of Tembisa	88	130	42	2h36
Thetha	87	141	43	2h42
Moretele	80	134	51	2h30
Valley	68	103	30	2h18
Izwi LoMzansi	67	104	18	2h24
Alfred Nzo	67	126	25	2h06
Bok Radio	67	96	60	2h00
Soshanguve	65	107	34	2h24





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Inkonjane	65	118	22	2h00
QwaQwa	64	98	29	3h00
Mmabatho	59	87	21	3h18
Hindvani	57	90	36	2h06
Kouga	55	83	64	3h00
Radio Pulpit/Kansel	53	83	34	1h48
Imbokodo	53	82	24	2h48
Giyani (GCR)	53	94	34	2h42
Newcastle	52	89	13	2h00
Sekgosese	51	110	24	1h24





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Moutse	50	74	31	3h48
Emalahleni	49	79	35	1h54
Kurara	49	79	37	2h48
Umgungundlovu	48	75	8	2h30
Nkomazi	48	72	32	2h36
Divine/Itheke	45	60	27	3h24
Radio NFM	45	53	72	4h30
Radio Riverside	44	58	60	3h42
Mkhondo	42	62	23	2h30
Kopanong	41	67	12	2h06





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Bosveld	40	55	47	4h24
Motheo	40	77	23	1h48
Radio 786	40	67	19	2h18
Mala	39	68	22	2h18
Kasi FM/K Radio	38	65	18	2h36
Radio Khwezi	37	75	12	1h18
Bayfm	37	63	21	1h54
Radio West Coast	36	50	40	3h30
East/Oos Rand	35	53	38	2h42
The Rock	35	59	10	3h00





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Rainbow	34	57	14	2h12
Modiri	34	58	21	2h00
Highway	34	55	33	1h42
Tubatse	34	52	54	3h00
Mosupatsela	34	53	25	3h24
Lephalale	33	67	34	2h12
Mdantsane	32	69	3	1h12
Eden	32	47	36	3h12
Kofifi	31	47	26	2h12
Mams	30	50	18	2h00





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Maputaland	29	50	26	1h54
Link FM	28	52	6	1h18
Heartbeat	28	45	31	2h54
Inanda	27	51	10	1h24
Sekhukhune	27	53	23	2h24
Izwi Lethemba	27	48	4	1h48
Moletsi	26	50	14	2h06
Luister	26	35	43	2h18
Radio Pretoria	25	41	20	1h54
Radio Teemaneng	25	38	55	2h30





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Icora	24	34	41	2h48
Vaaltar	23	36	33	2h12
Nongoma	23	35	37	2h06
Phalaborwa	23	52	19	1h18
Namakwaland	23	28	64	4h30
VUT	22	35	40	2h48
Univen	22	57	4	1h06
Radio Rosestad	21	28	50	3h36
Radio Atlantis	21	35	46	2h36
Radio KC	21	31	35	1h36





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Radio Islam	20	34	53	1h18
Zululand	20	31	32	2h12
Nkqubela	20	45	2	1h12
Khanya	19	41	12	1h12
Fine Music	19	32	16	1h36
Alex	18	37	22	1h36
Al Ansaar	18	28	64	2h00
Vibe	18	28	18	1h54
Lukhanji	18	42	0	1h18
Energy	17	44	7	1h06





KEY STATION MEASURES

Community

	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Bushbuckridge	16	33	12	1h12
Impact	15	25	52	1h54
Nqubeko	15	30	13	1h24
TUT	13	21	29	2h12
Grootfm	12	23	26	2h00
Mix	12	24	8	1h18
Tuks	12	26	31	1h06
Radio Helderberg	12	23	17	1h36
Tshwane	11	25	12	1h18
Radio Disa	11	17	41	3h18

KEY STATION MEASURES

Community

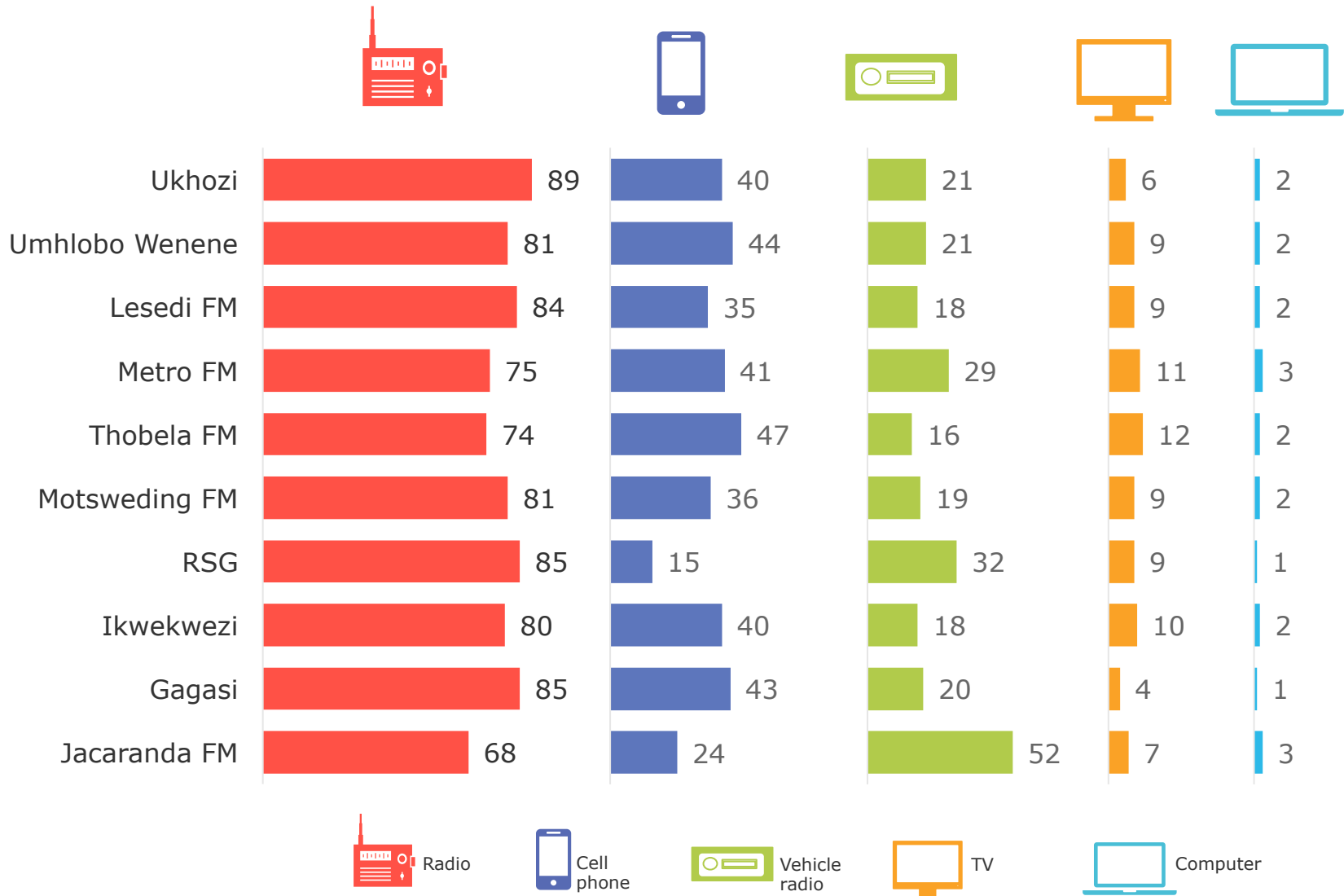
	 Avg. daily cume (Mon-Sun) ('000s)	 One week cume (000's)	 Exclusive listeners (%)	 Avg. hrs p.d
Hot	10	23	17	1h00
PE FM	10	16	31	2h12
Kingfisher	9	15	13	2h18
Bush Radio	8	17	12	1h12
Kumkani	7	19	0	0h54

DEVICE & LOCATION



Station listening by **DEVICE**

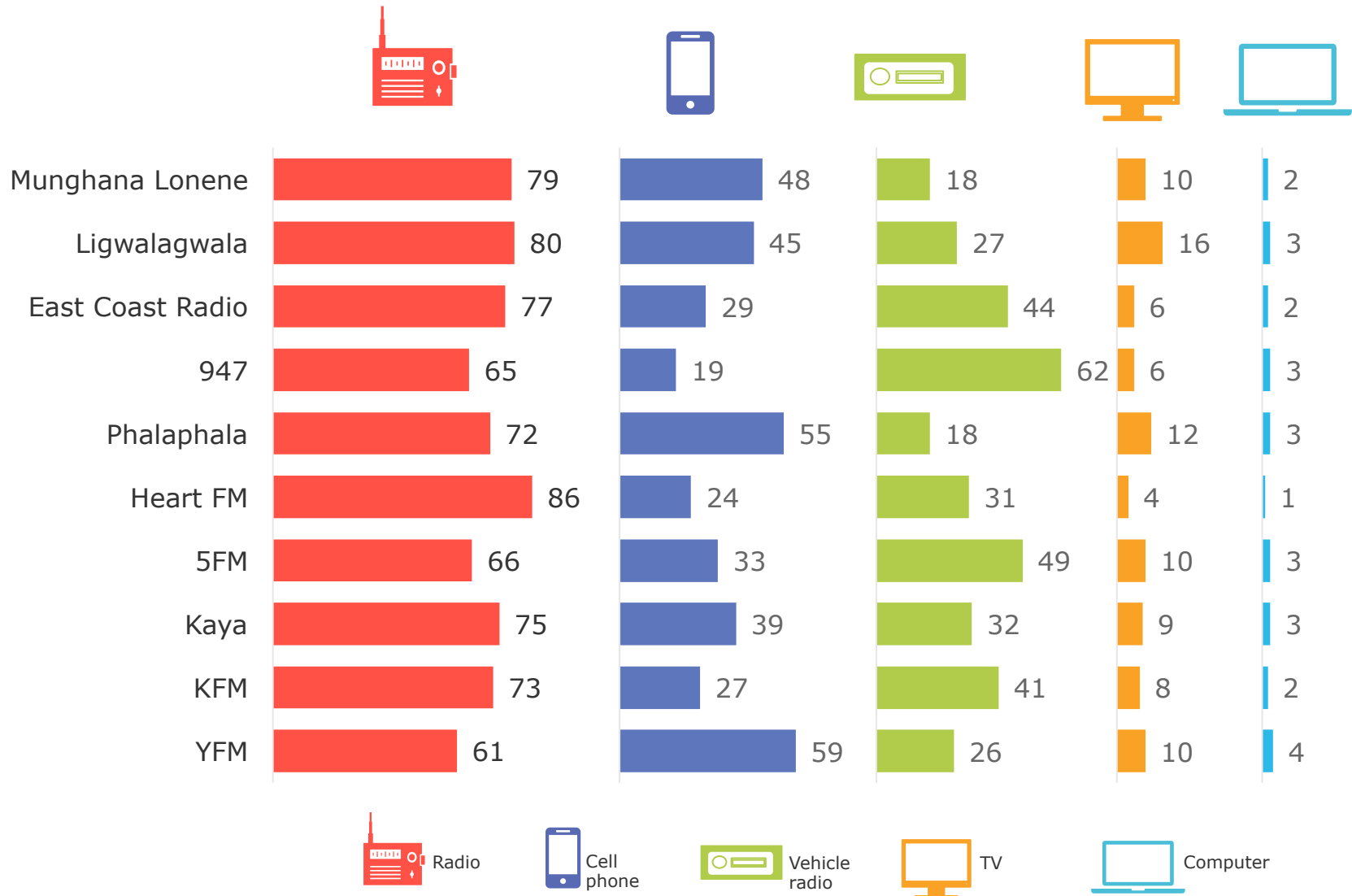
Commercial and PBS



Source: BRC RAM Jan-Dec'16 (National: n=69,569)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

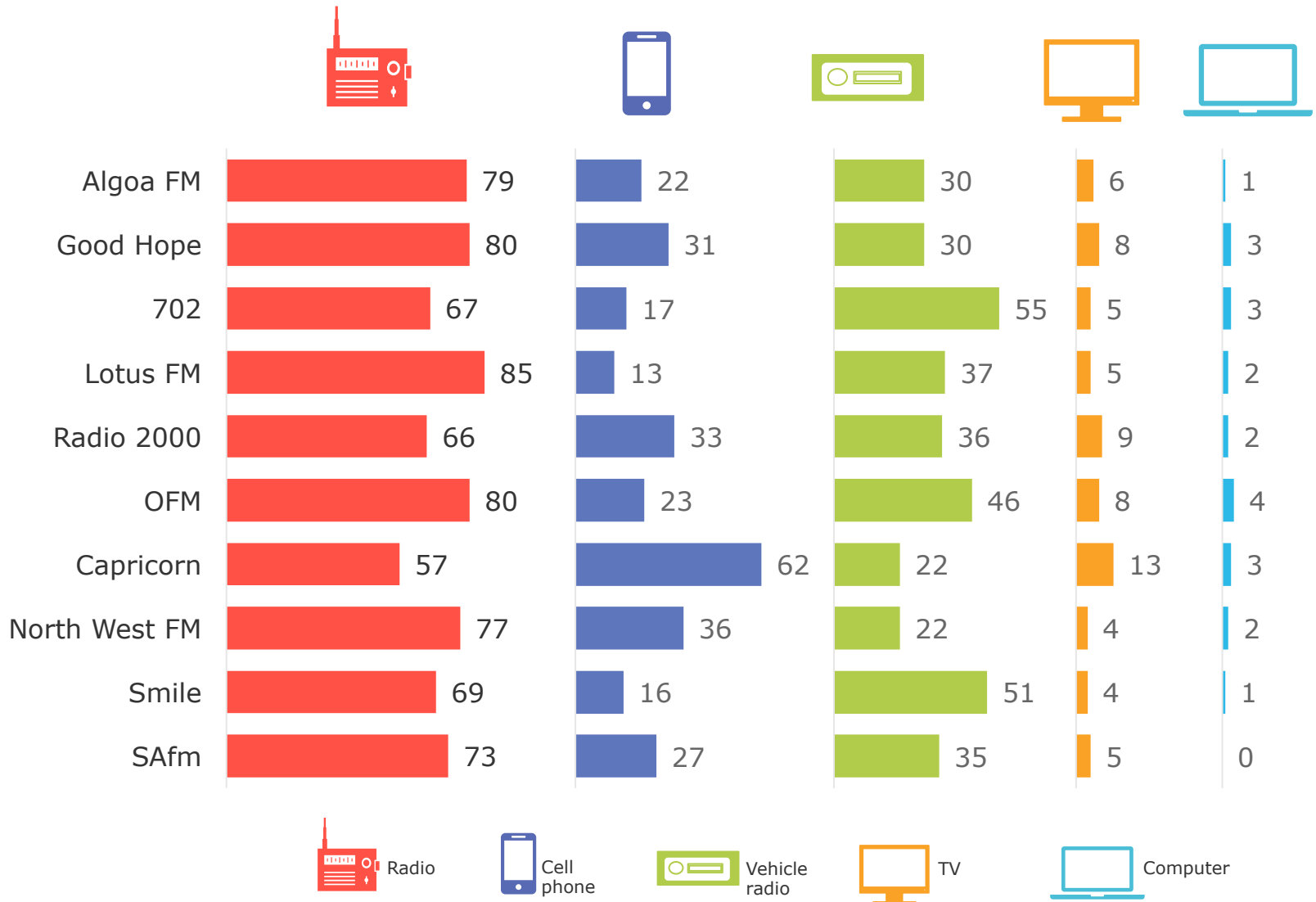
Commercial and PBS



Source: BRC RAM Jan-Dec'16 (National: n=69,569)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

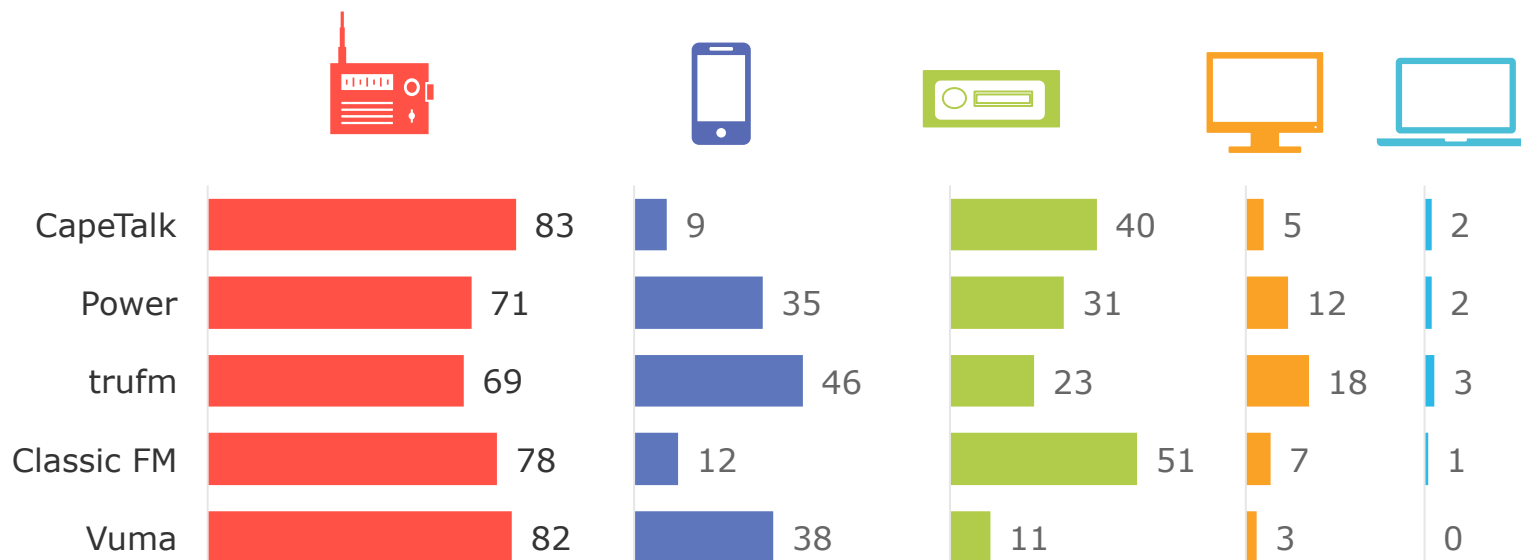
Commercial and PBS



Source: BRC RAM Jan-Dec'16 (National: n=69,569)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell phone



Vehicle radio



TV

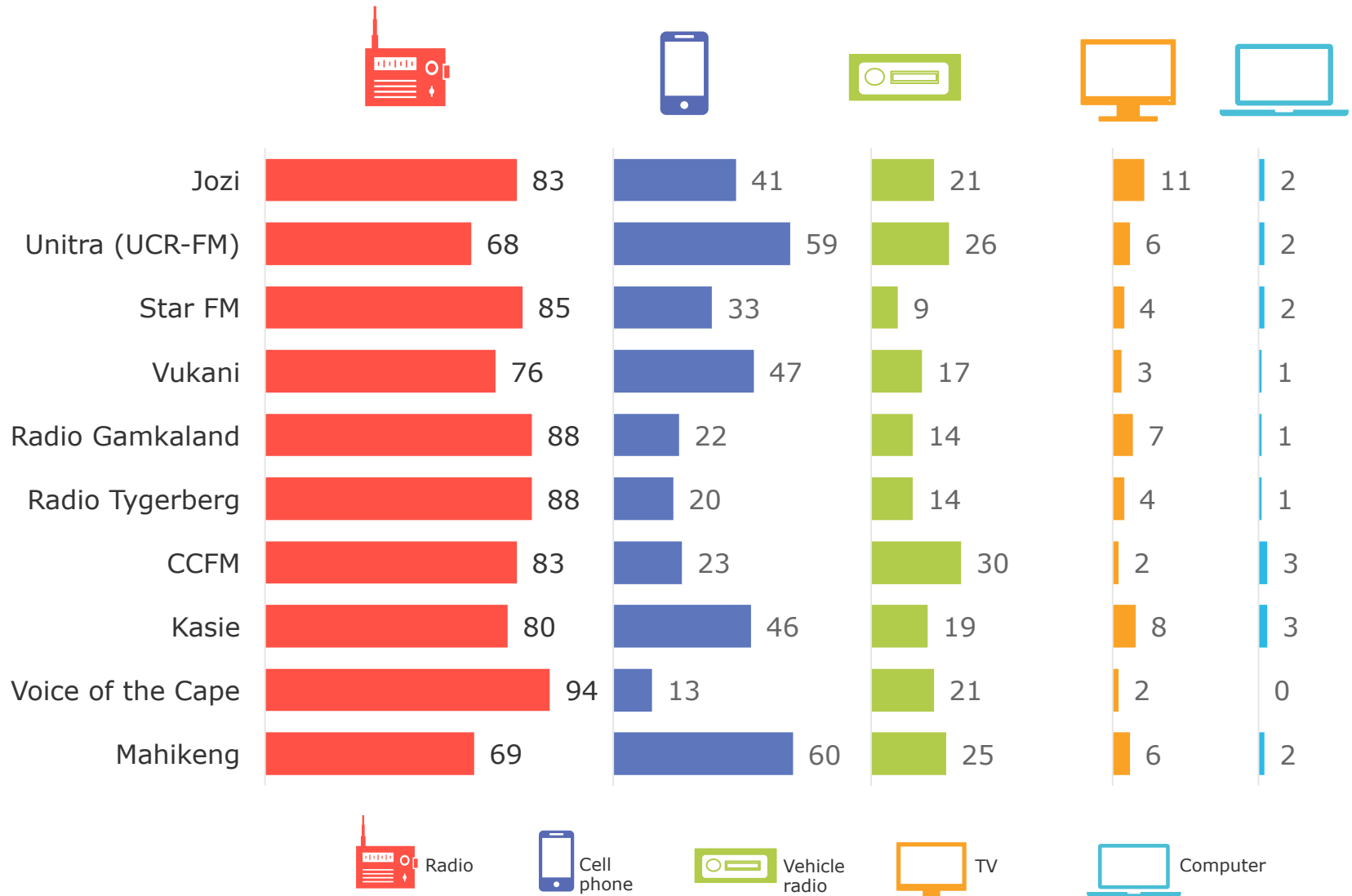


Computer

Source: BRC RAM Jan-Dec'16 (National: n=69,569)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

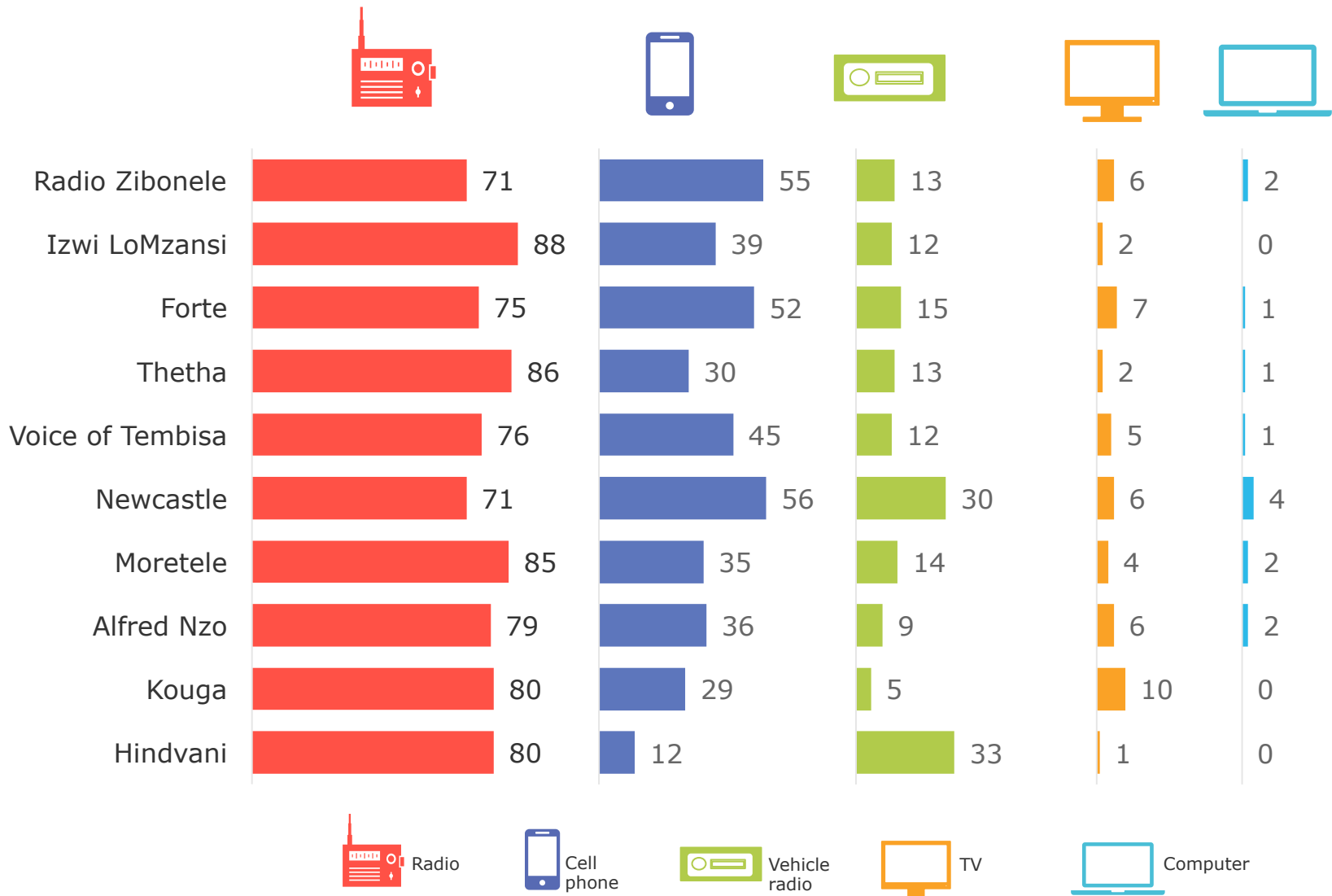
Community



Source: BRC RAM Jan-Dec'16 (National: n=69,569)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

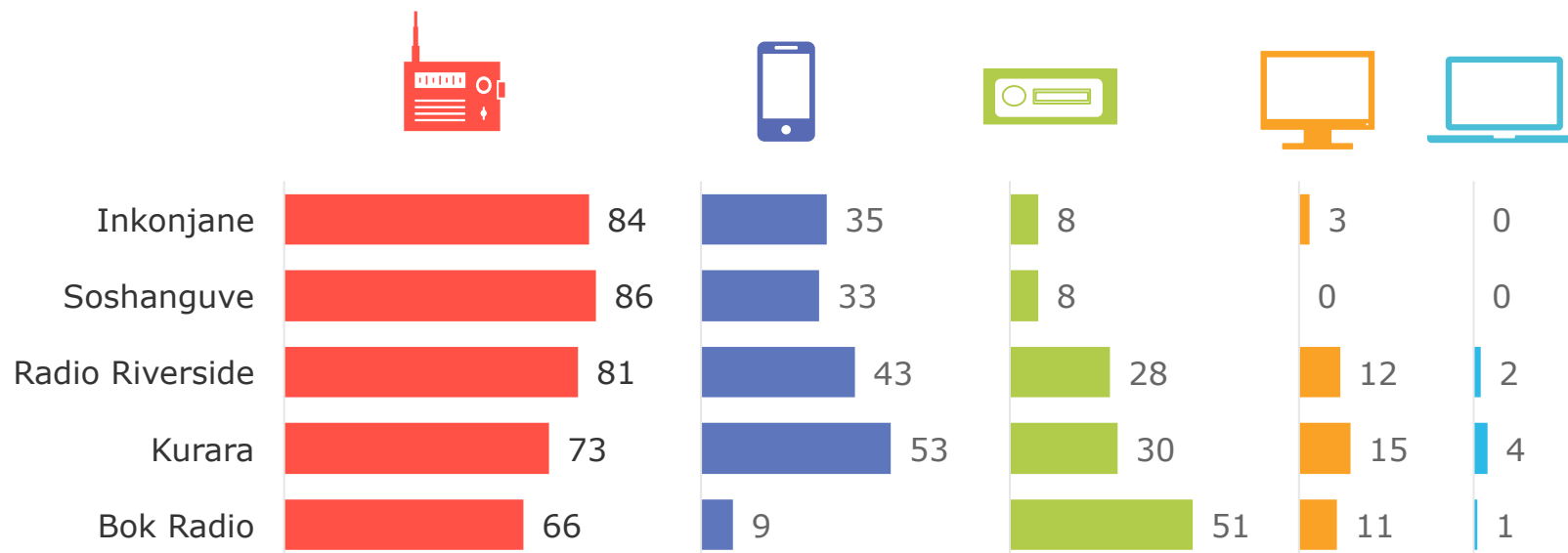
Community



Source: BRC RAM Jan-Dec'16 (National: n=69,569)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Community



Radio



Cell phone



Vehicle radio



TV

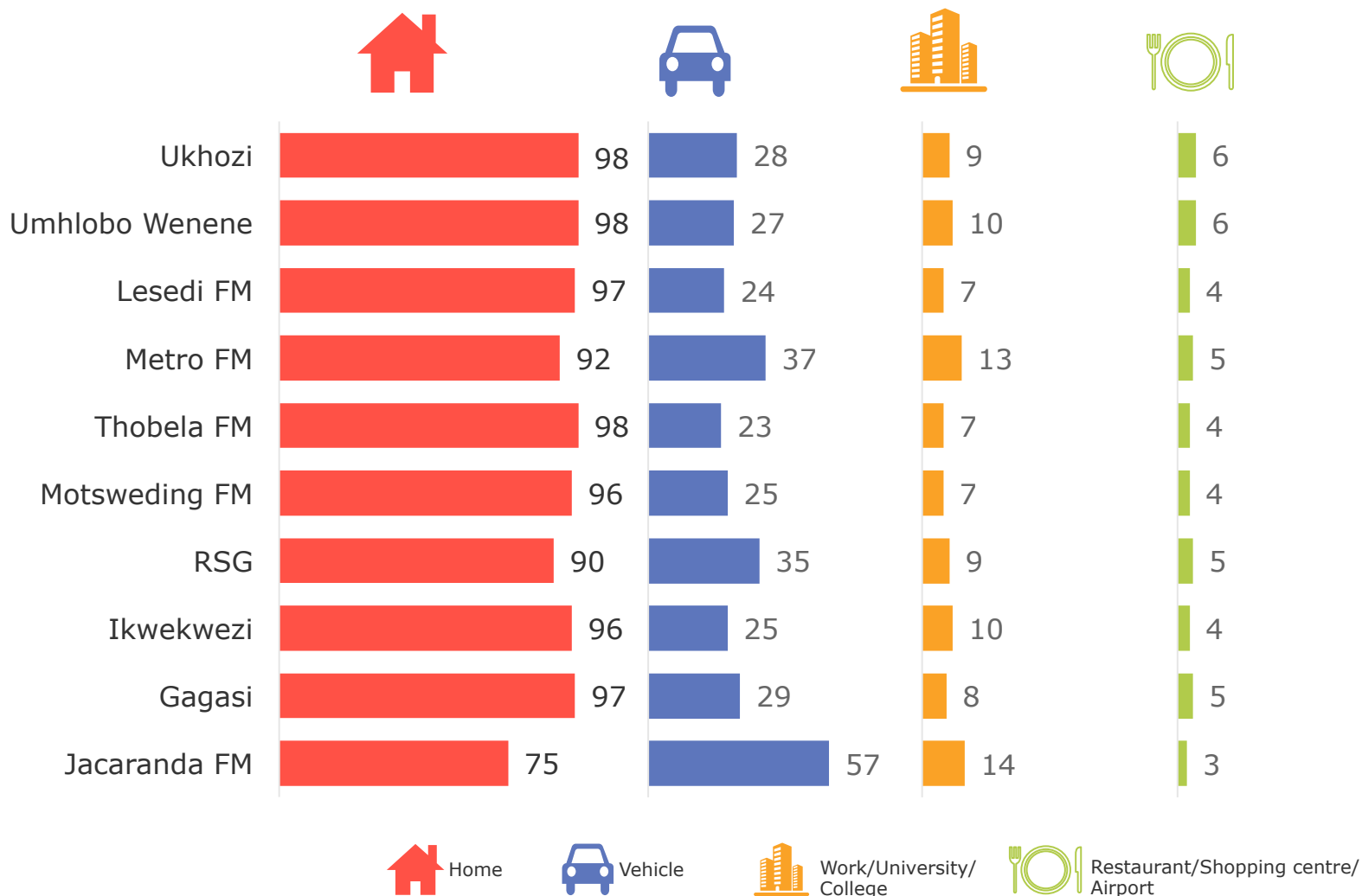


Computer

Source: BRC RAM Jan-Dec'16 (National: n=69,569)
Stations ranked on avg. daily audience (Mon-Sun)

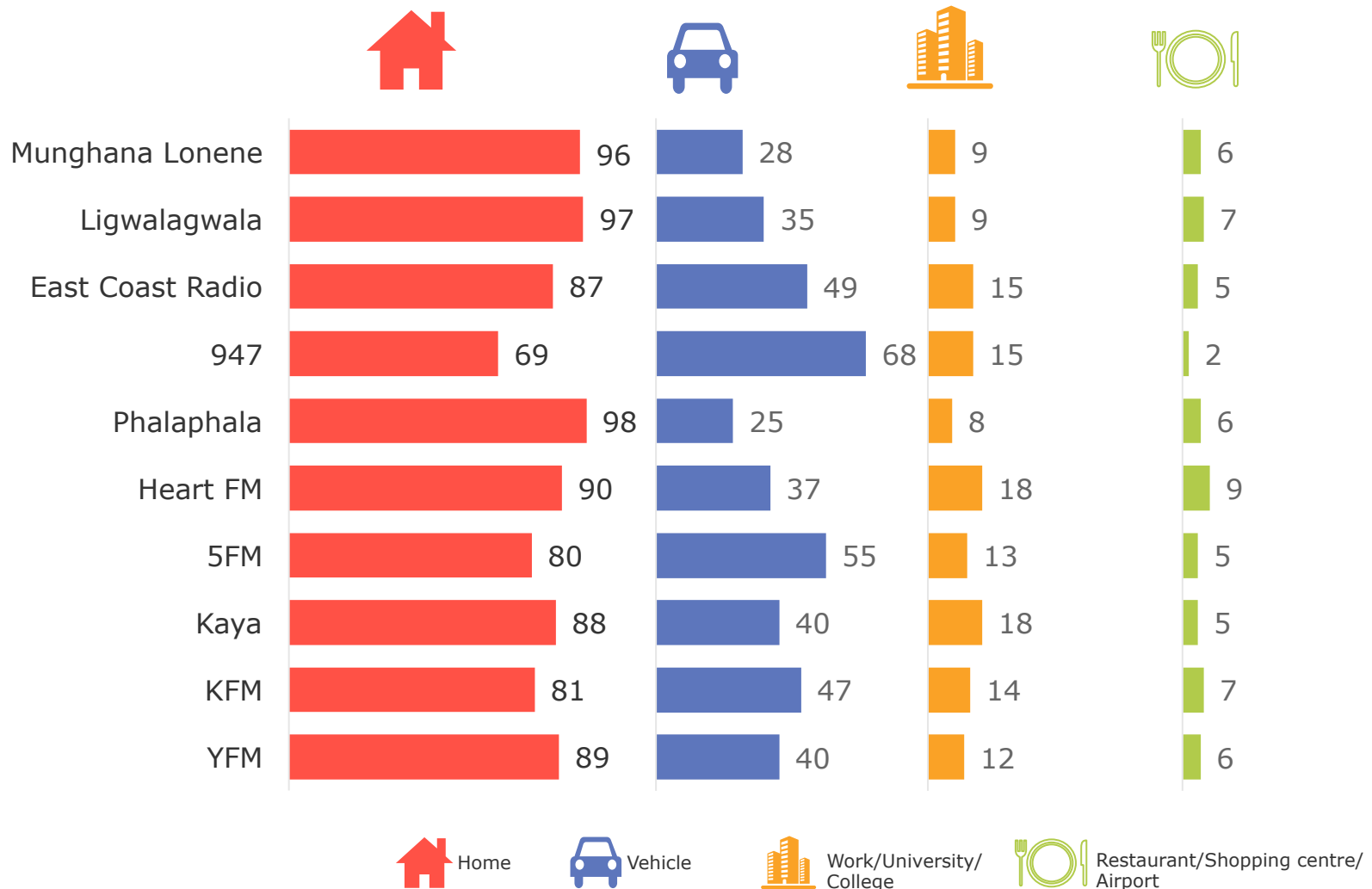
Station listening by LOCATION

Commercial and PBS



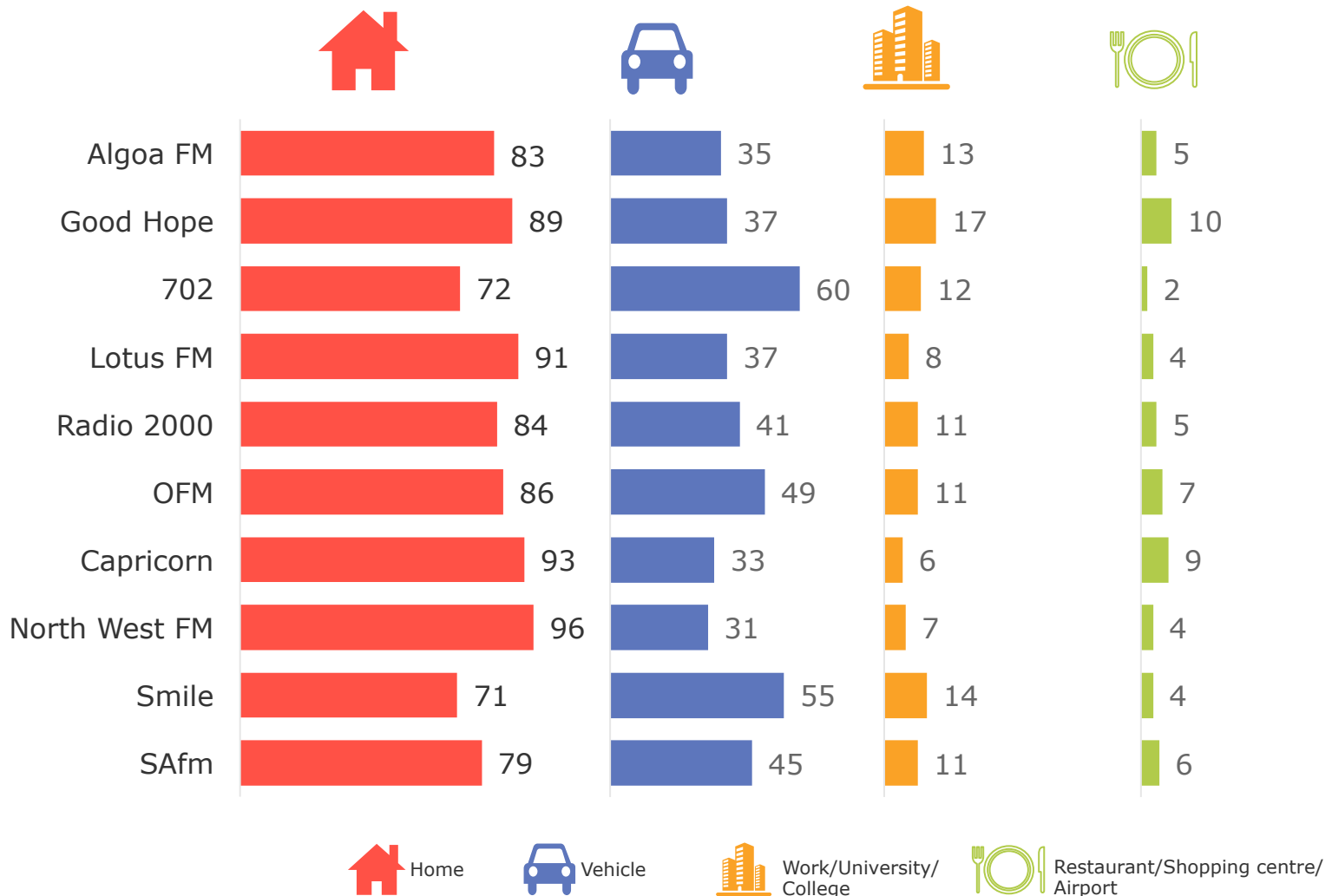
Station listening by LOCATION

Commercial and PBS



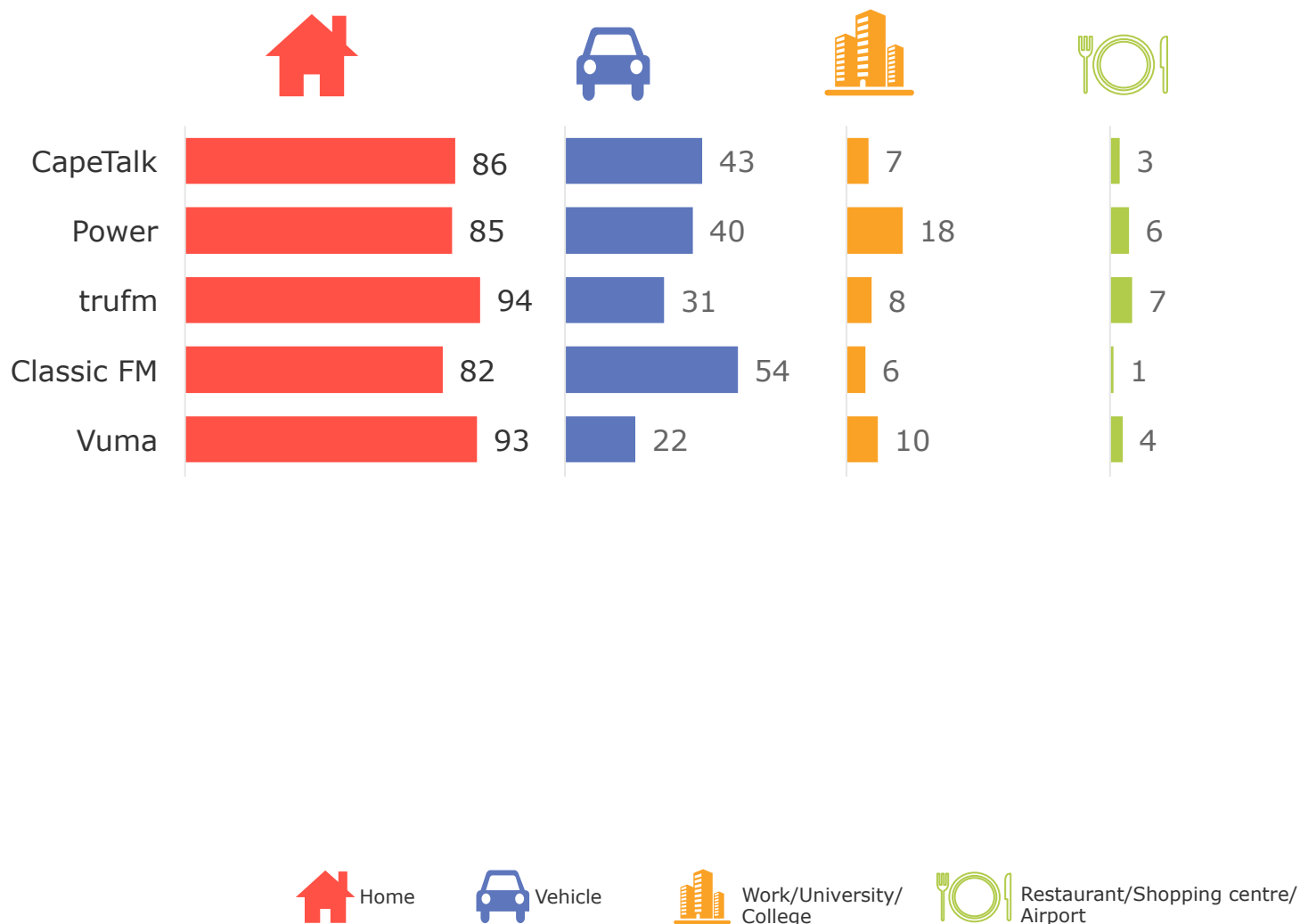
Station listening by LOCATION

Commercial and PBS



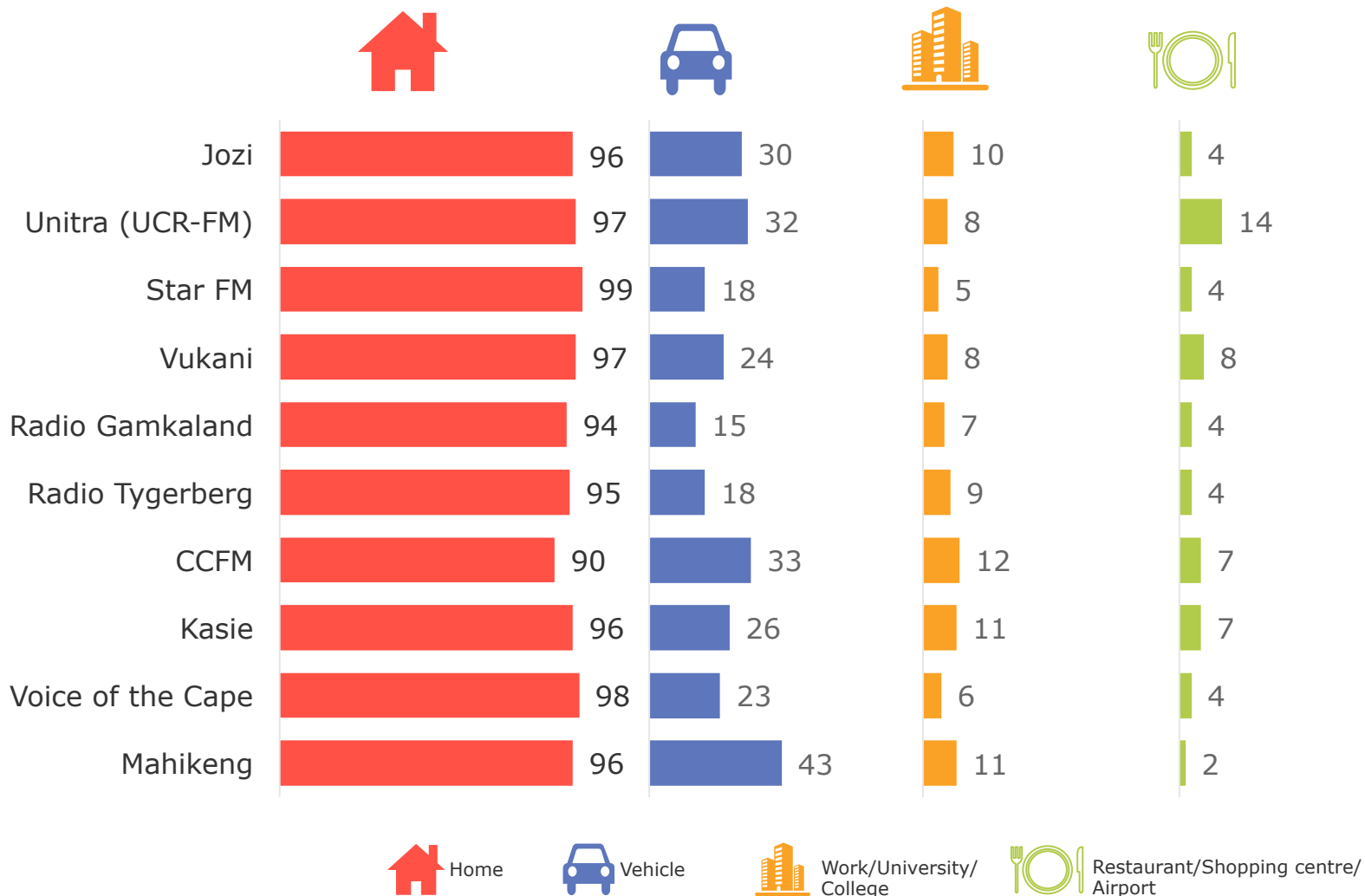
Station listening by LOCATION

Commercial and PBS



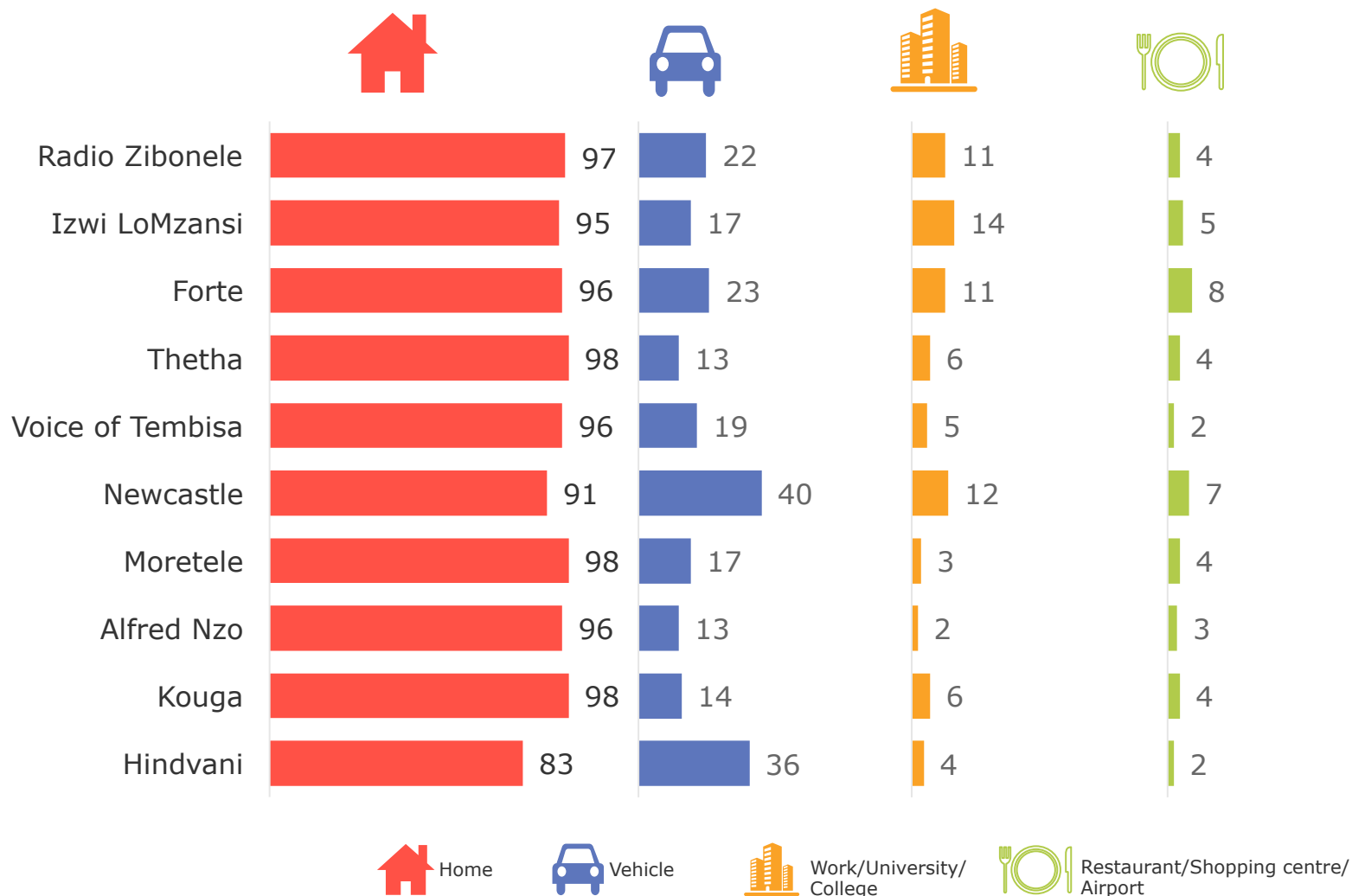
Station listening by **LOCATION**

Community



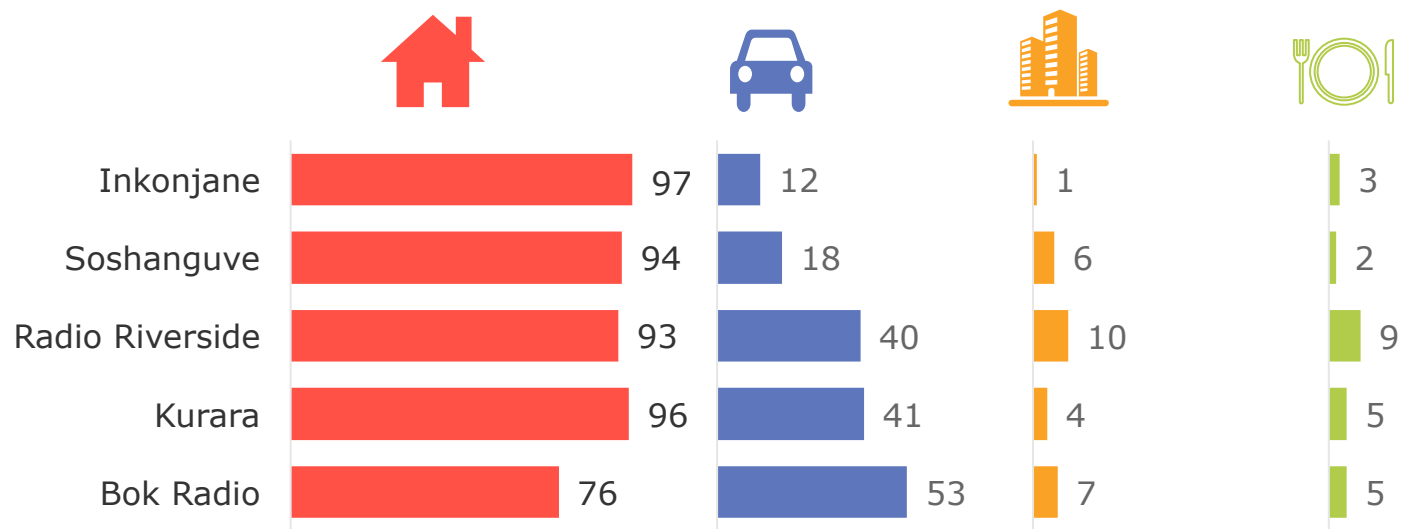
Station listening by **LOCATION**

Community



Station listening by LOCATION

Community



Home



Vehicle



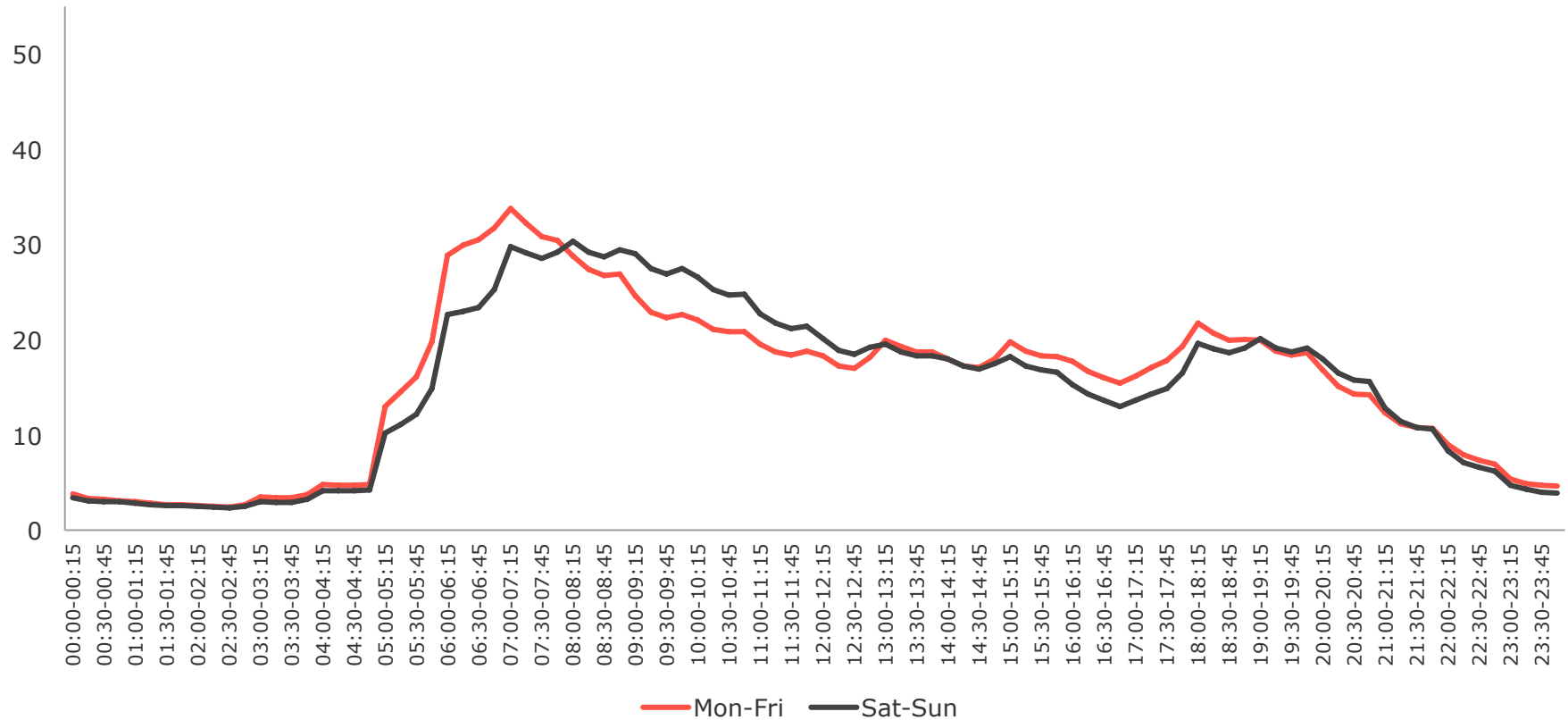
Work/University/
College



Restaurant/Shopping centre/
Airport

THE CURVE (LONG, HEAVY, LOYAL)

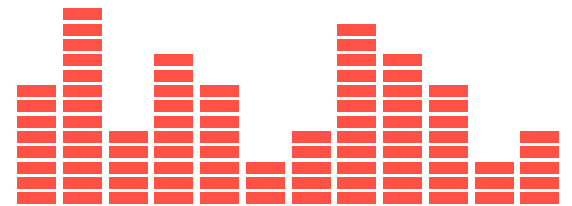
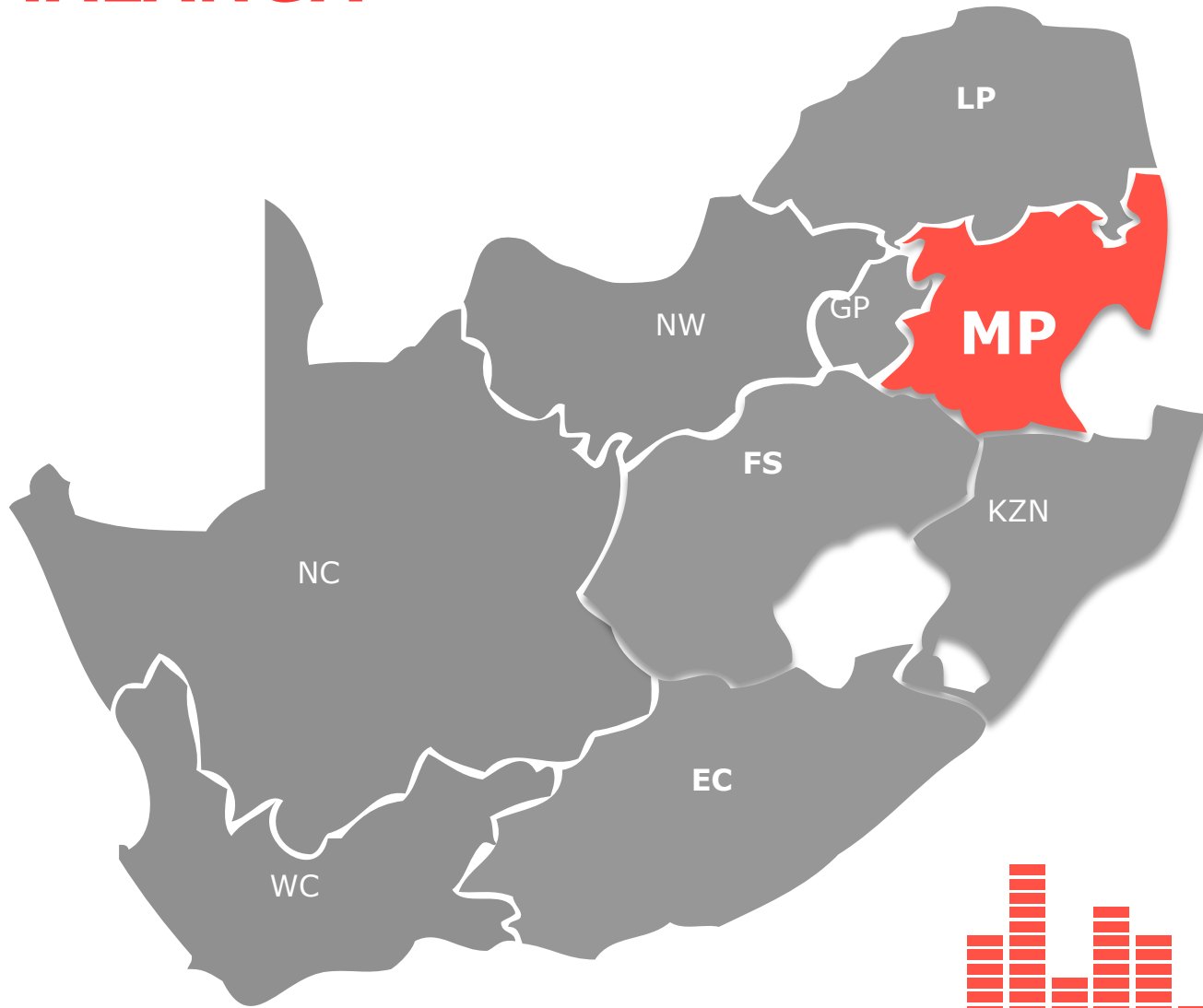
% Radio listening by ¼ hour - National
Avg. ¼ hour (Mon-Fri; Sat-Sun)

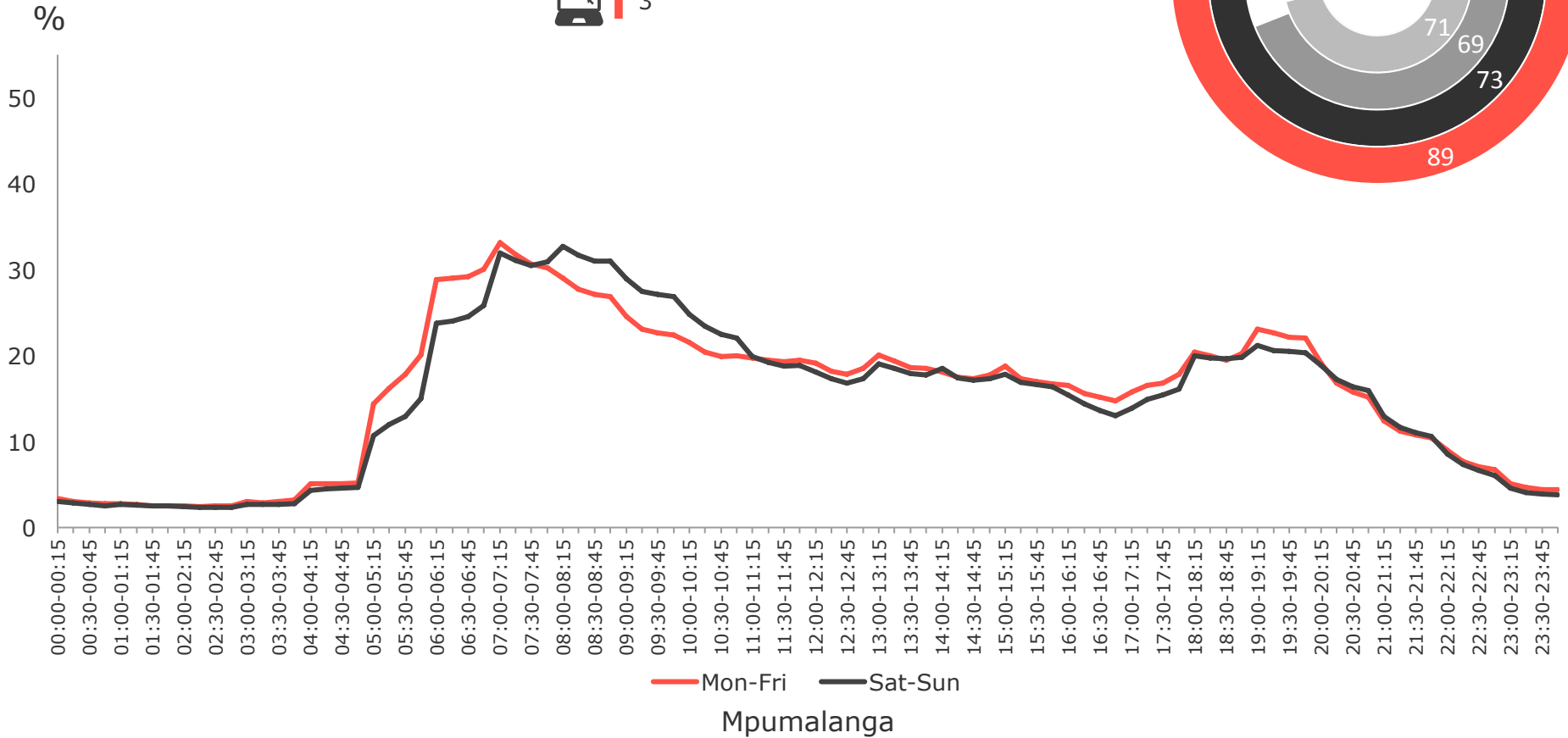
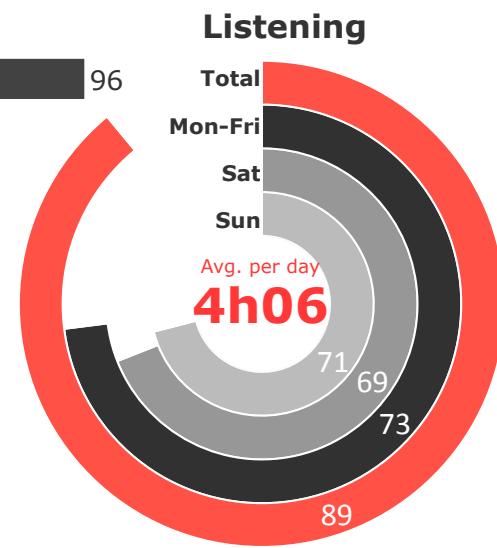
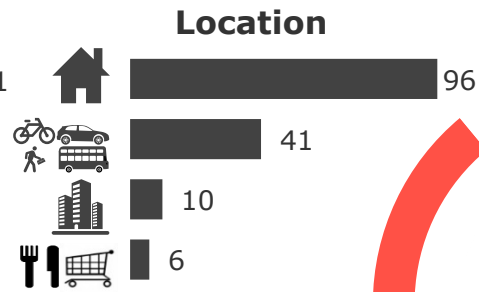
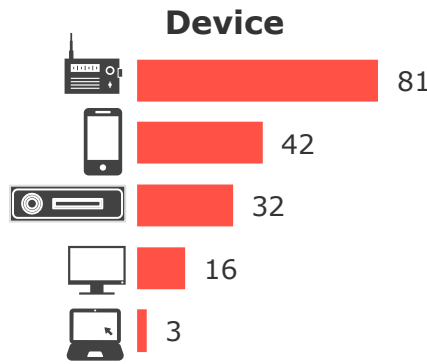


THE PROVINCES



MPUMALANGA



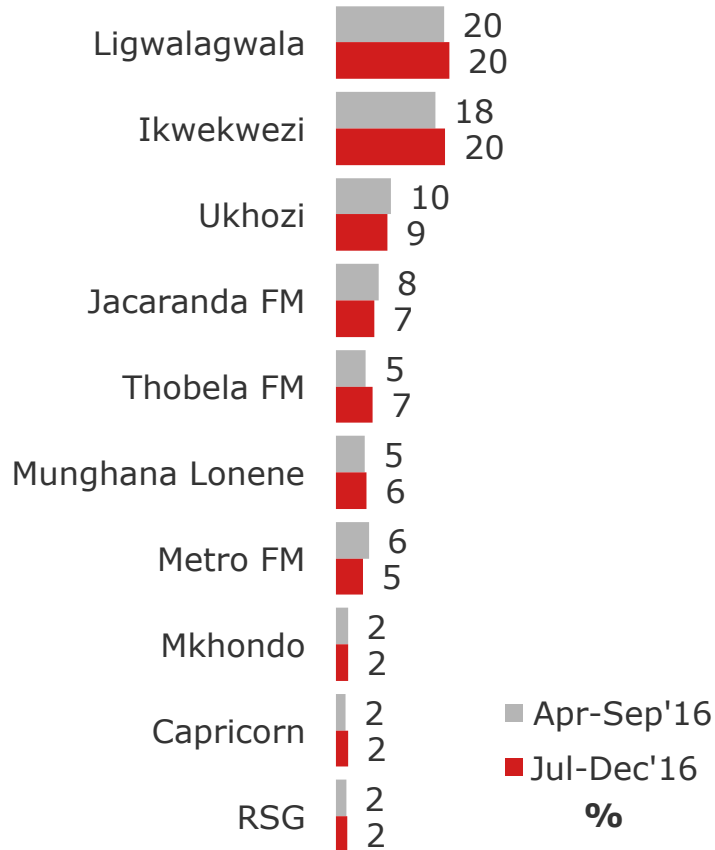


MPUMALANGA - SHARE

Share of Audience

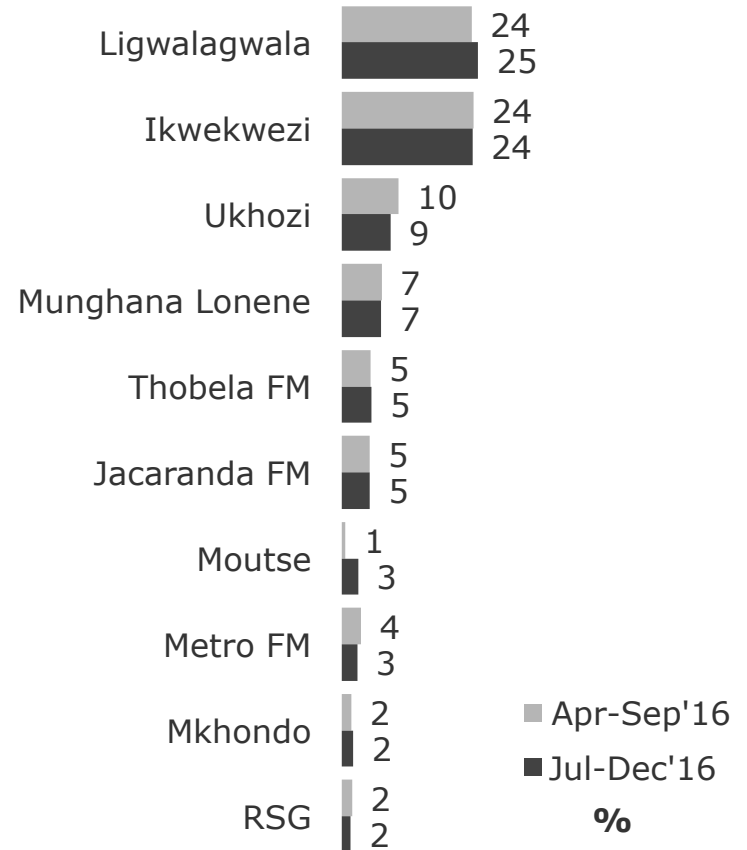


(% of 2,7m listeners who listen in a week)

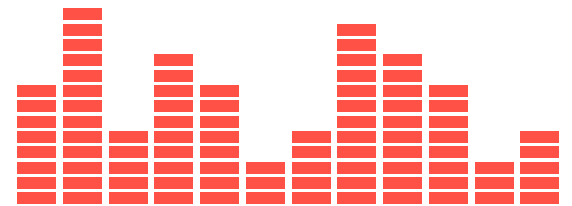
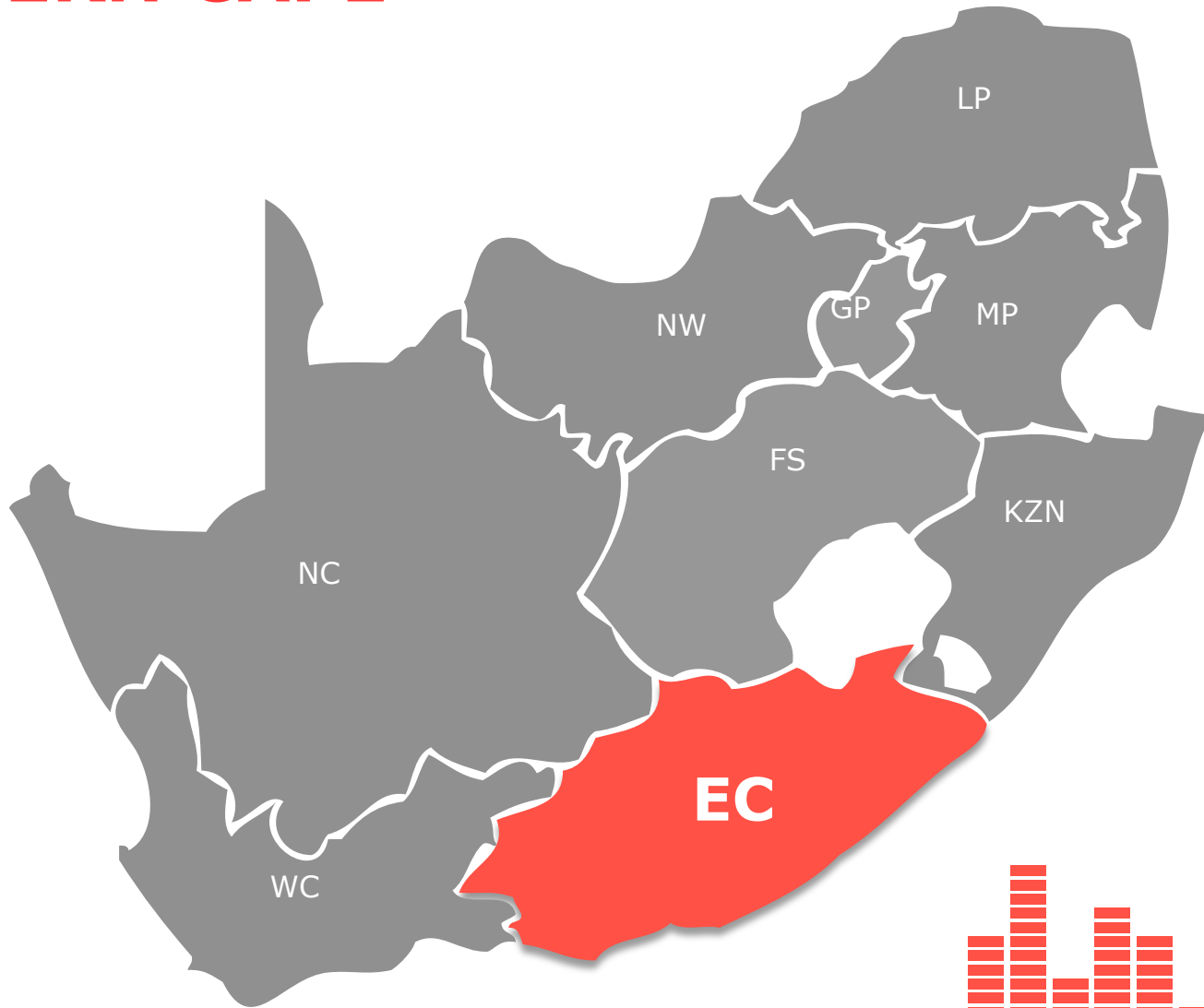


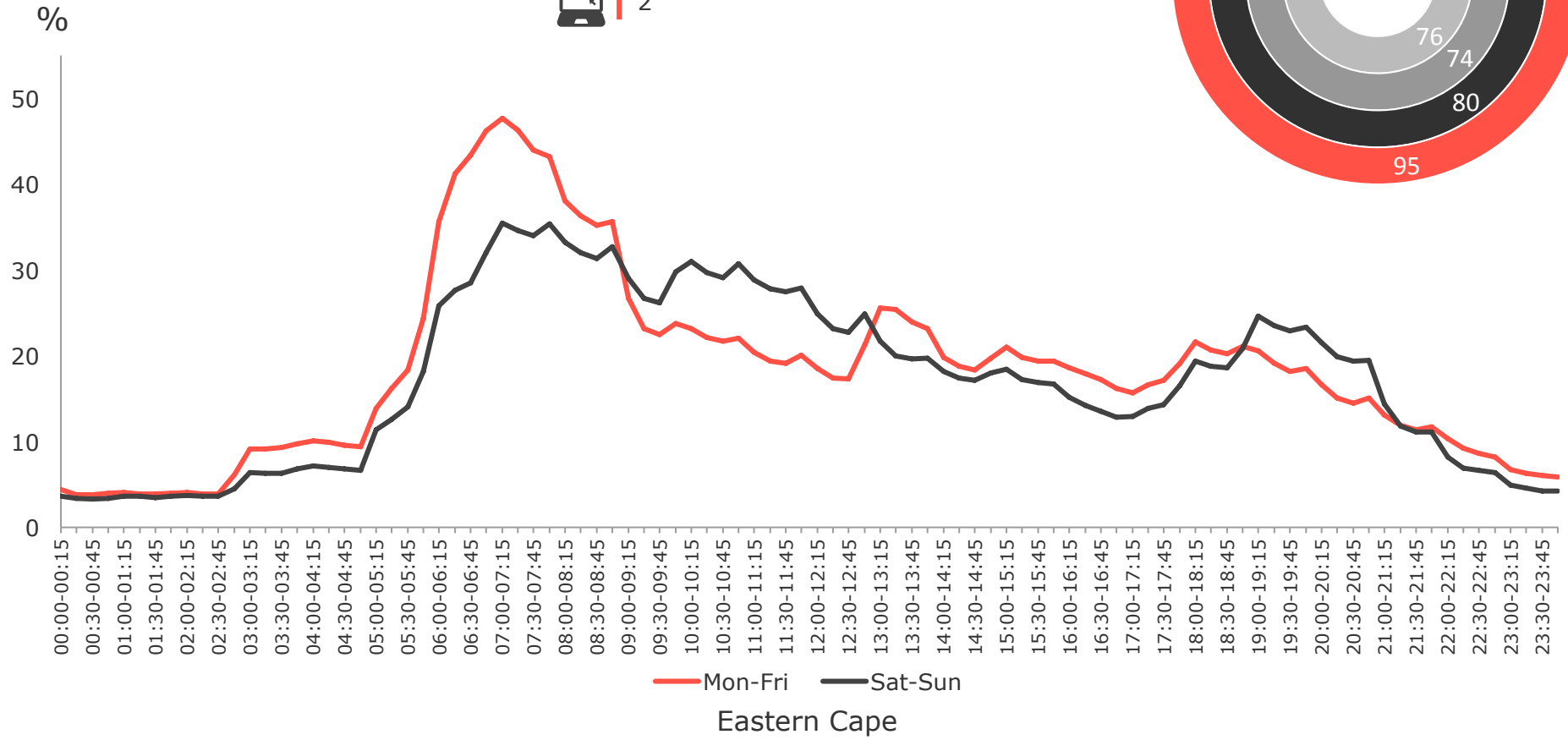
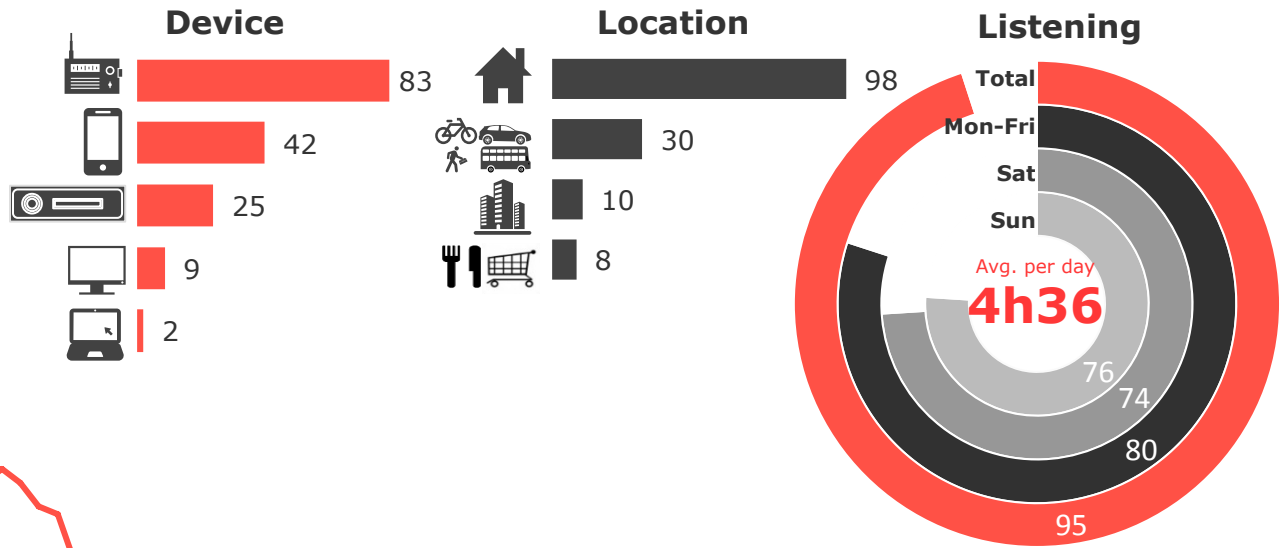
Share of Listening

(% of 4,3b listening minutes a week)



EASTERN CAPE



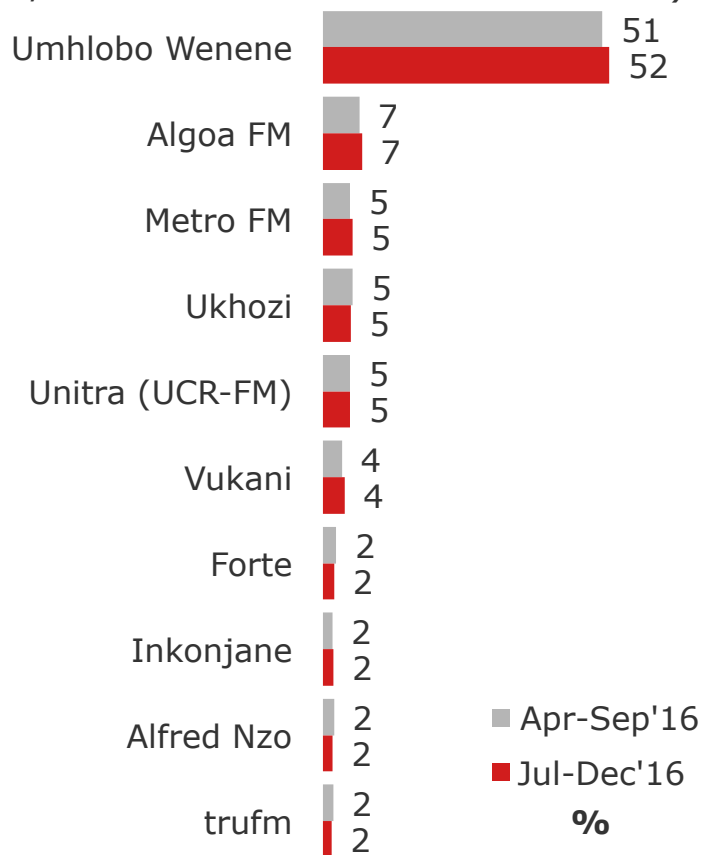


EASTERN CAPE - SHARE

Share of Audience



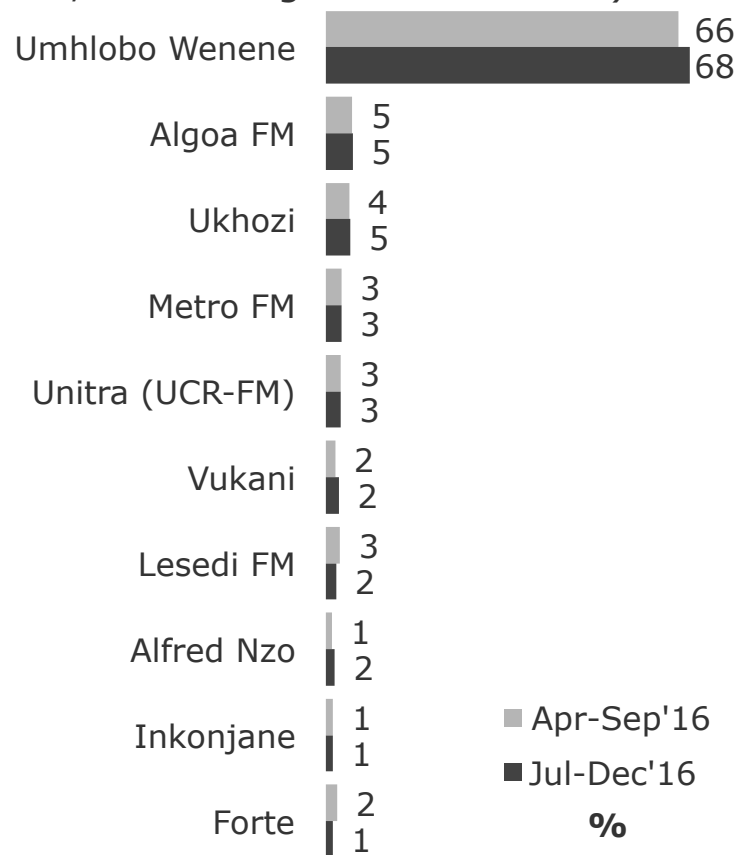
(% of 4,3m listeners who listen in a week)



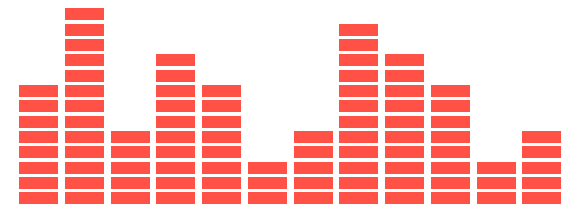
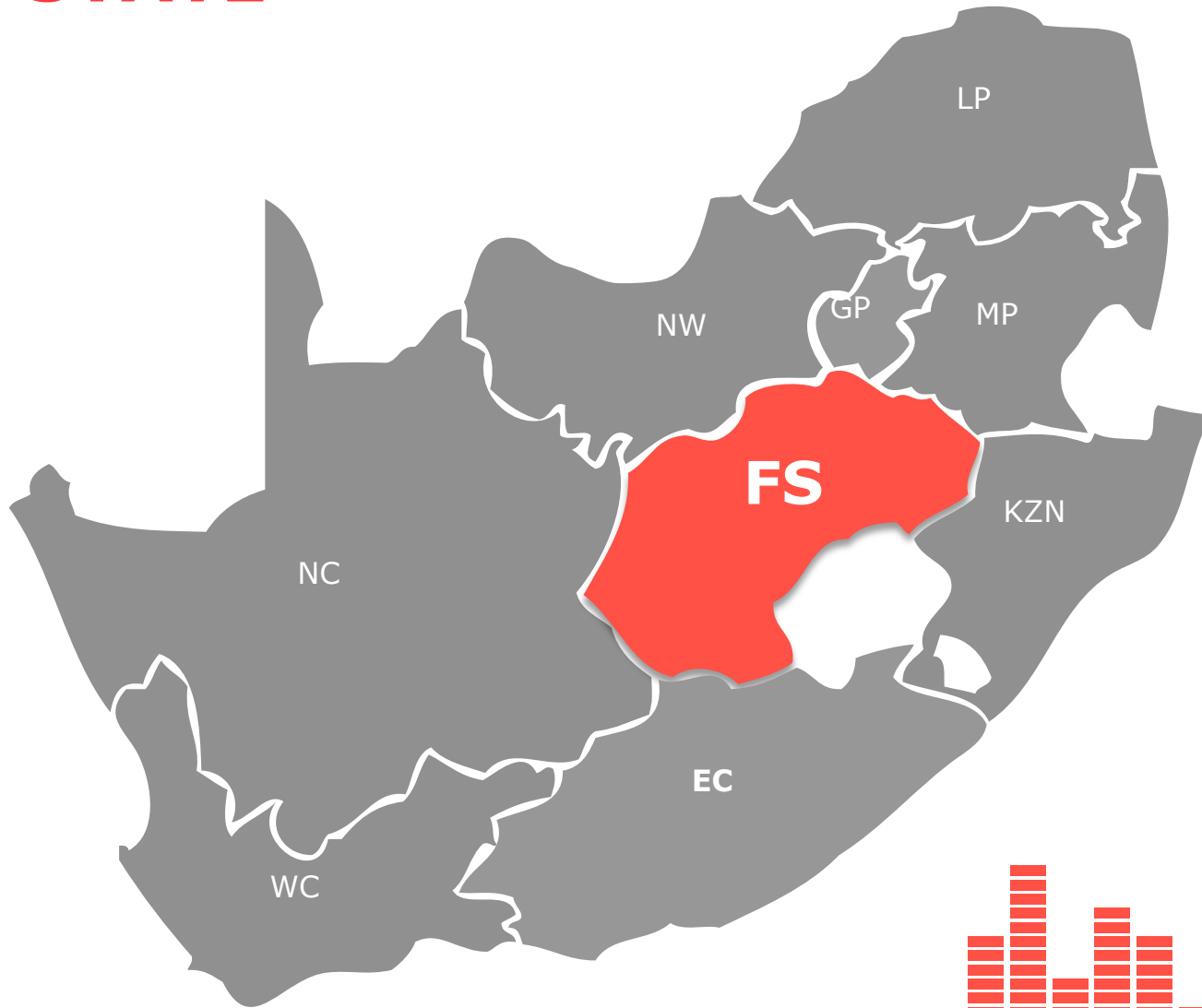
Share of Listening



(% of 7,9b listening minutes a week)



FREE STATE



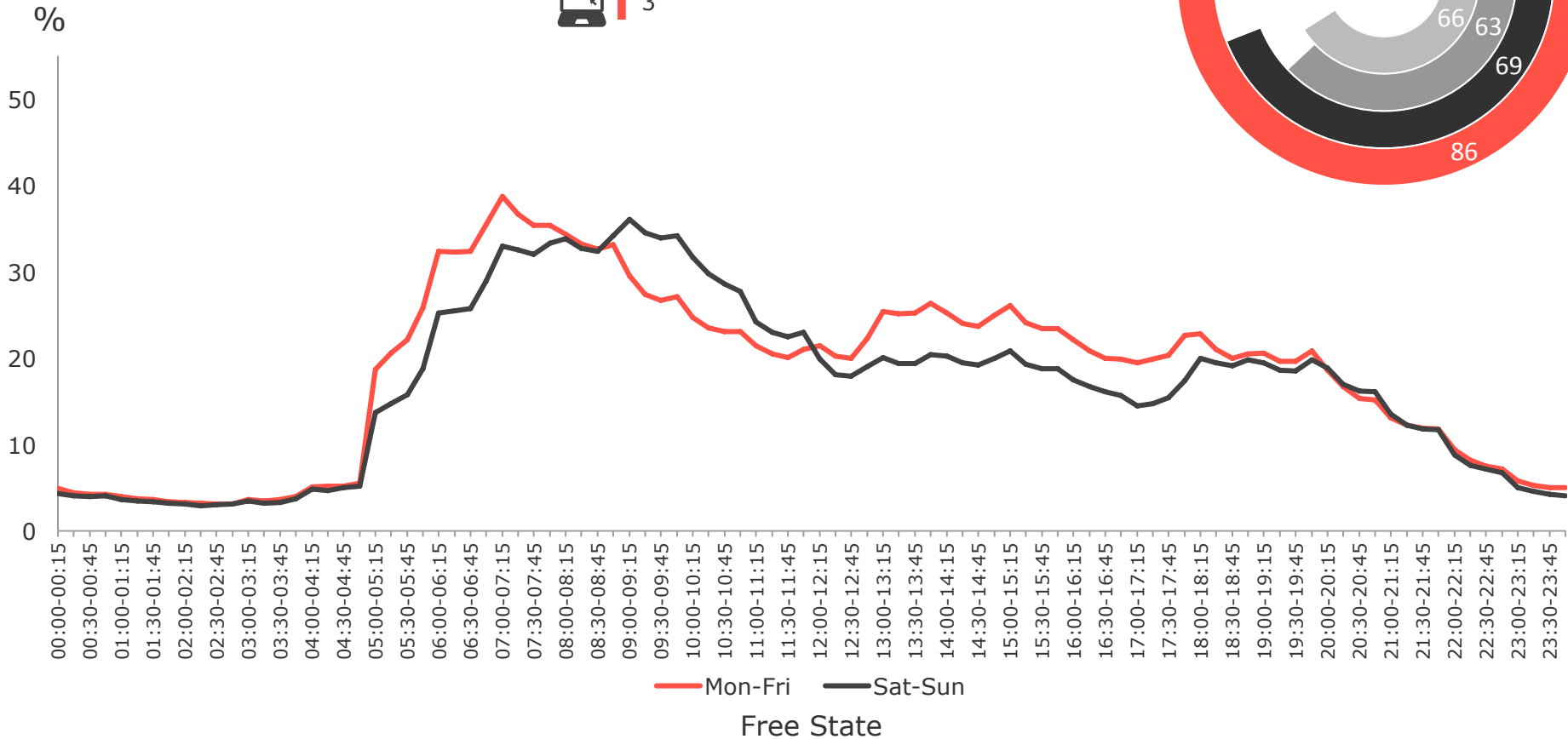
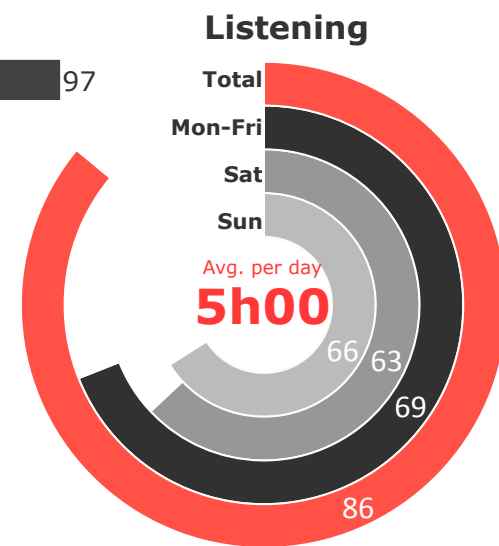
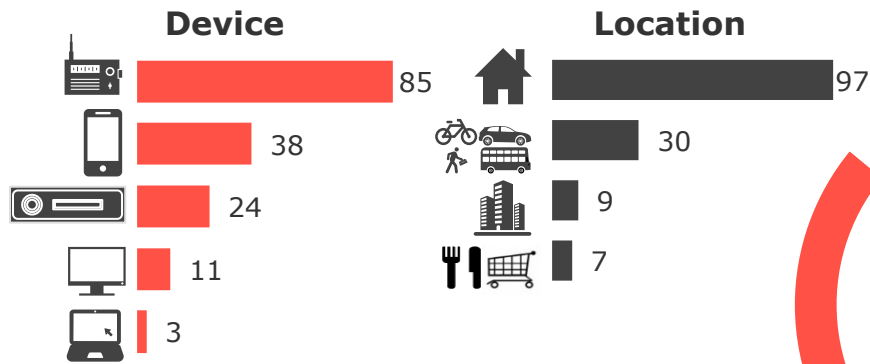
FREE STATE



“ My name is **Motseng** AKA DK, from **Bloemfontein** speak Sotho and I listen to **Lesedi FM** ”



“ My name is **Lulane** from **Bloemfontein**, I speak Sotho and I listen to **Motheo FM** ”



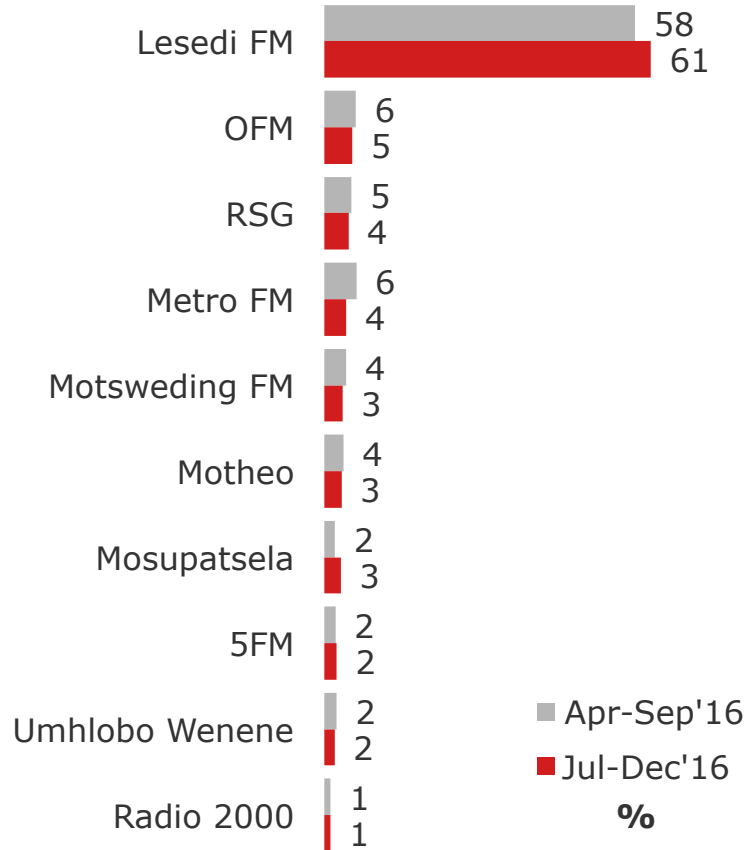
Radio listening by ¼ hour – National; Avg. ¼ hour (Mon-Fri; Sat-Sun)
 Source: BRC RAM Jan-Dec'16 (Free State: n=2,976)

FREE STATE - SHARE

Share of Audience



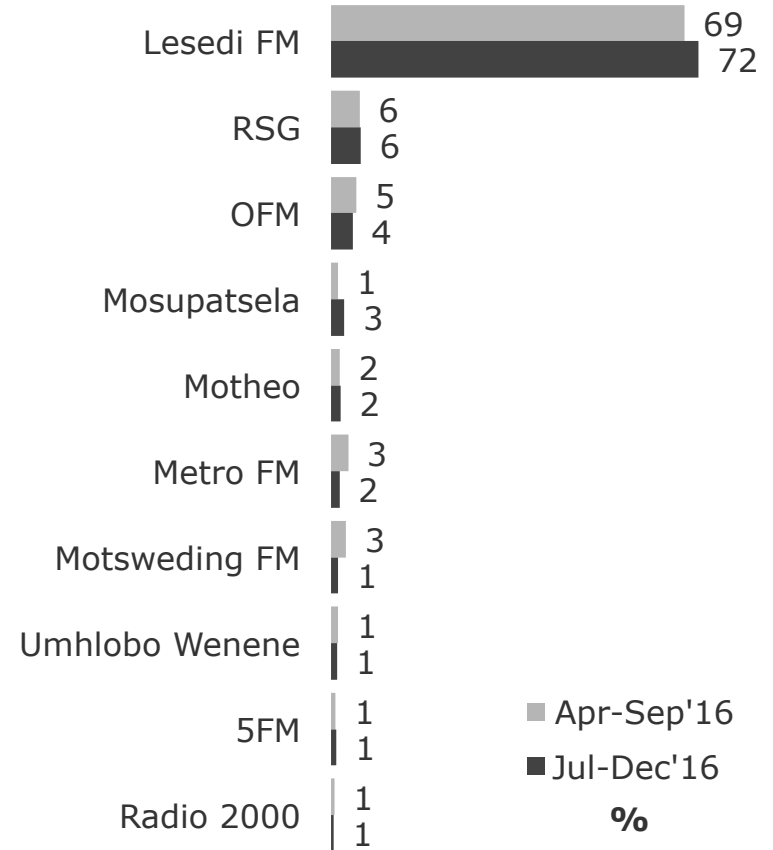
(% of 1,6m listeners who listen in a week)



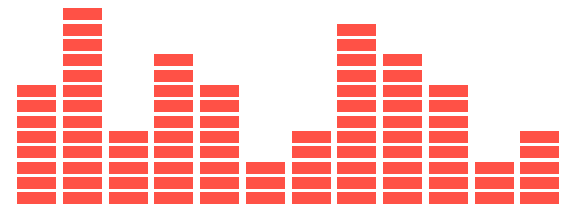
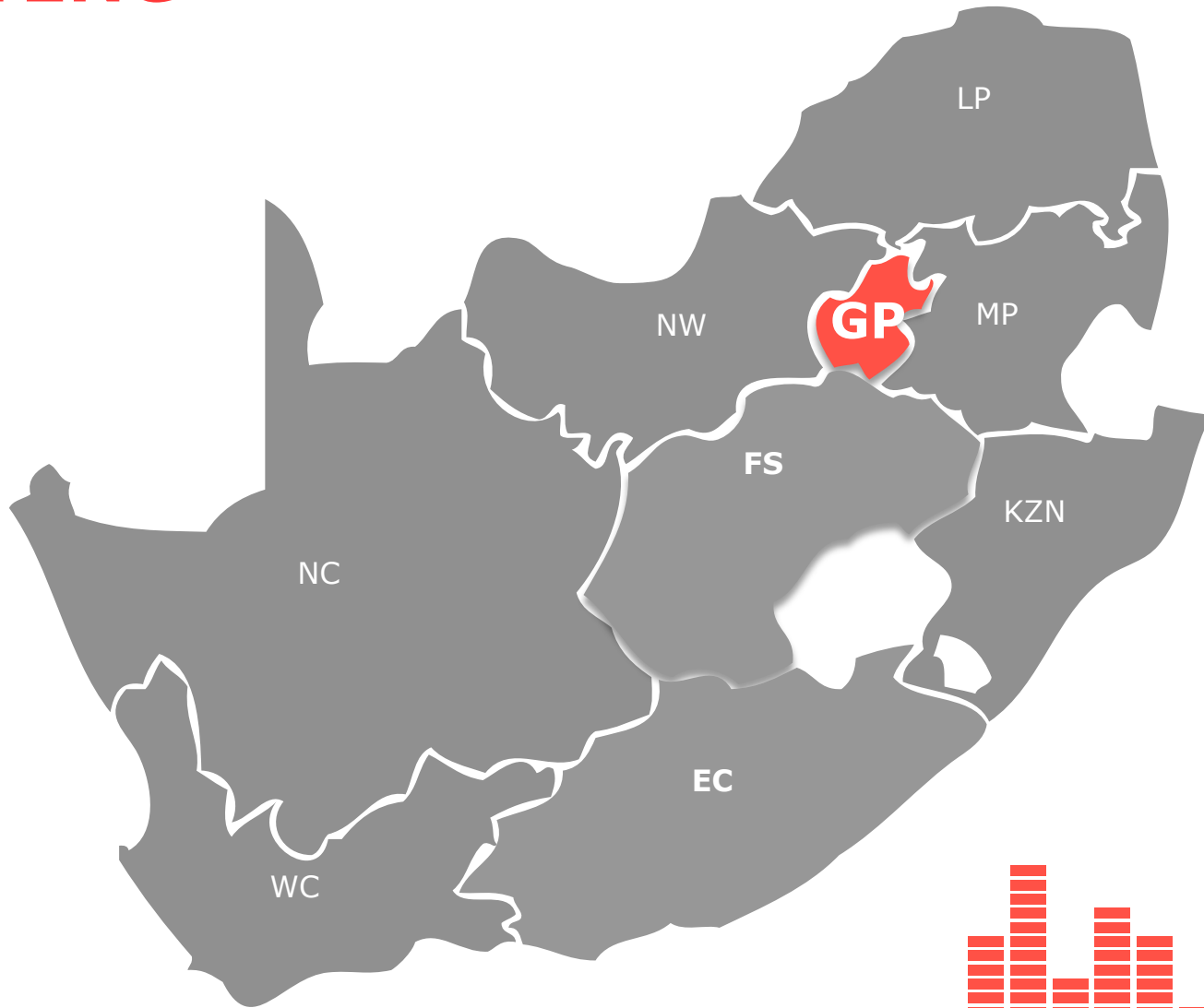
Share of Listening

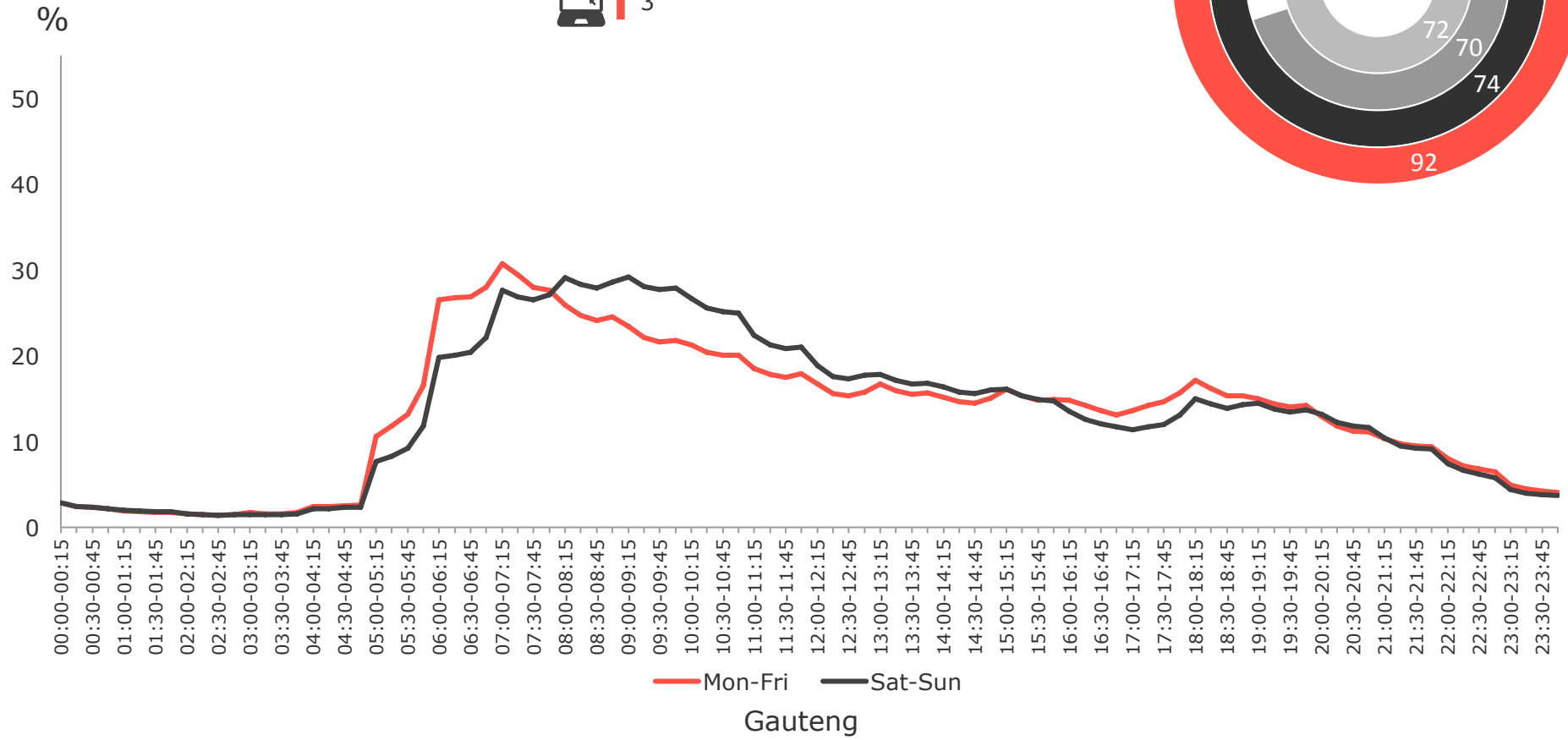
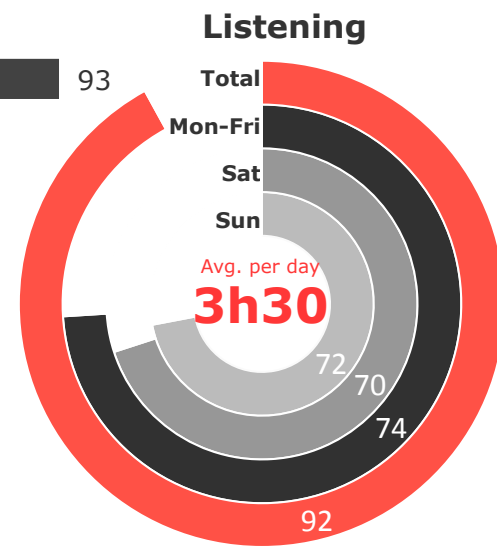
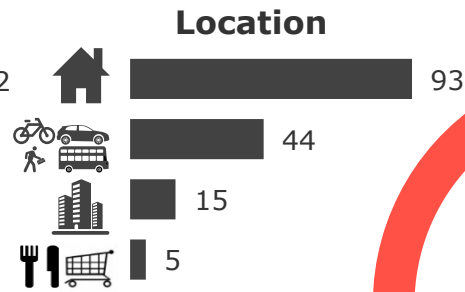
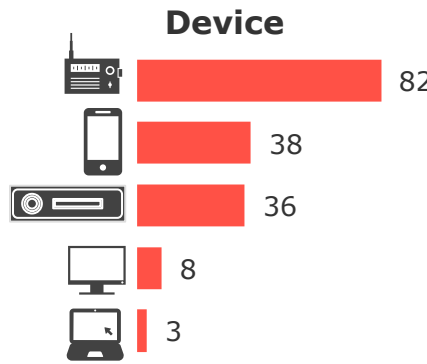


(% of 3,3b listening minutes a week)



GAUTENG



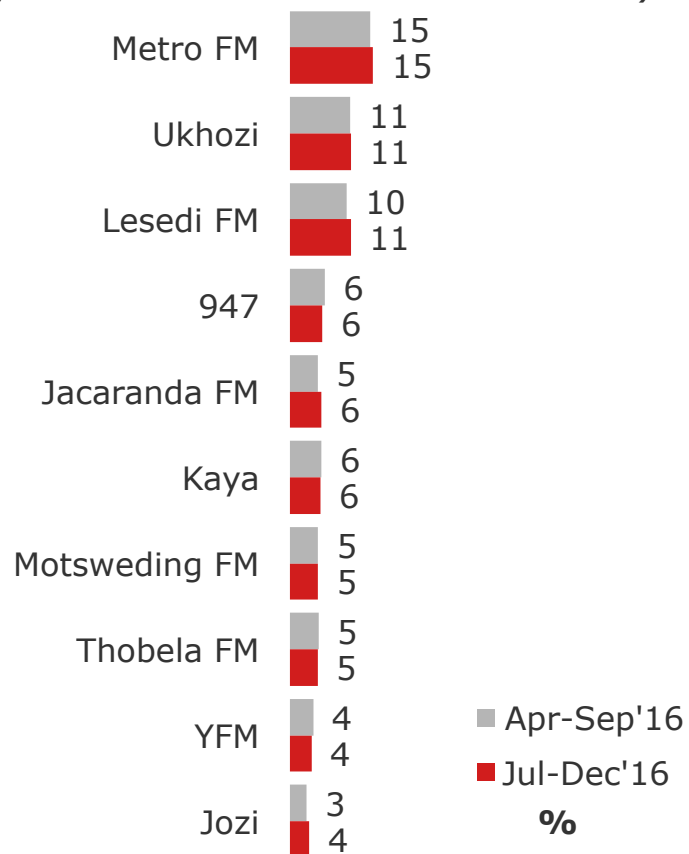


GAUTENG - SHARE

Share of Audience



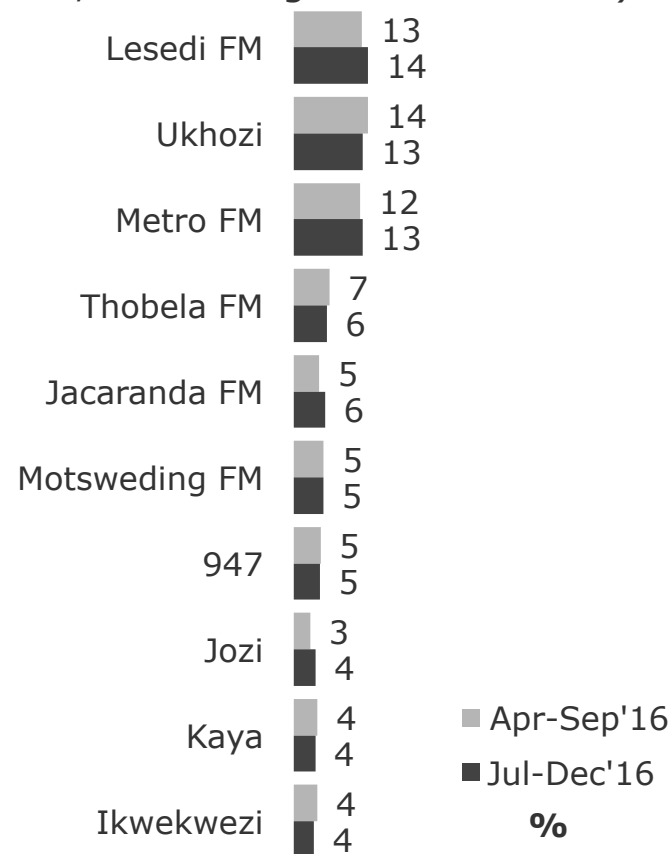
(% of 9,4m listeners who listen in a week)



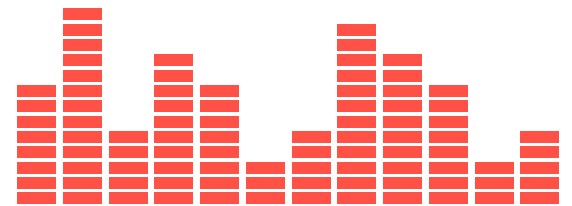
Share of Listening

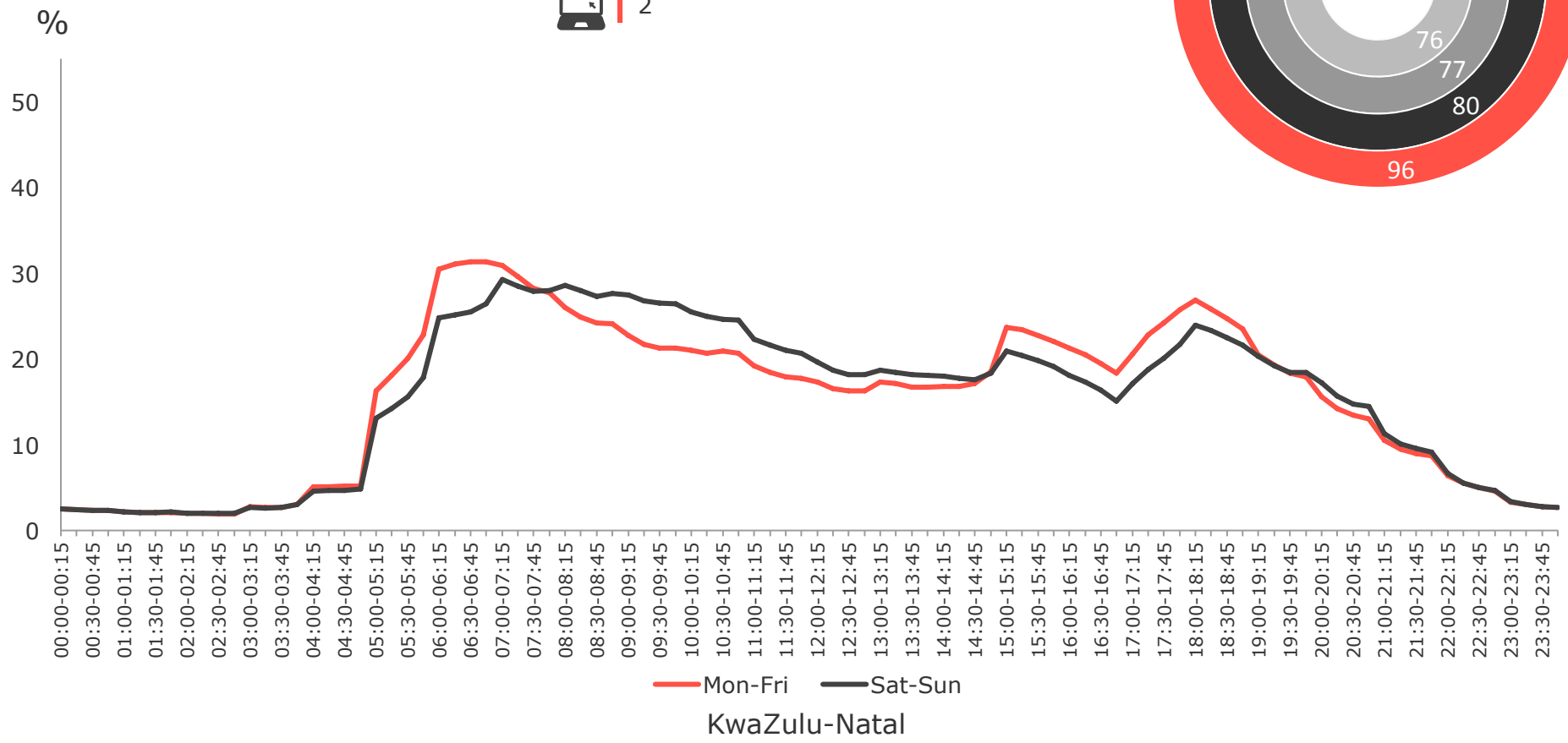
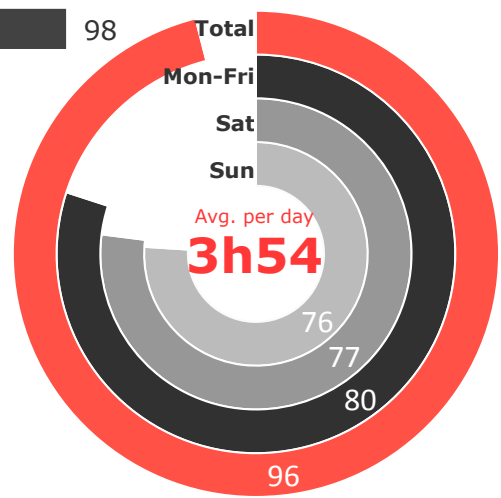
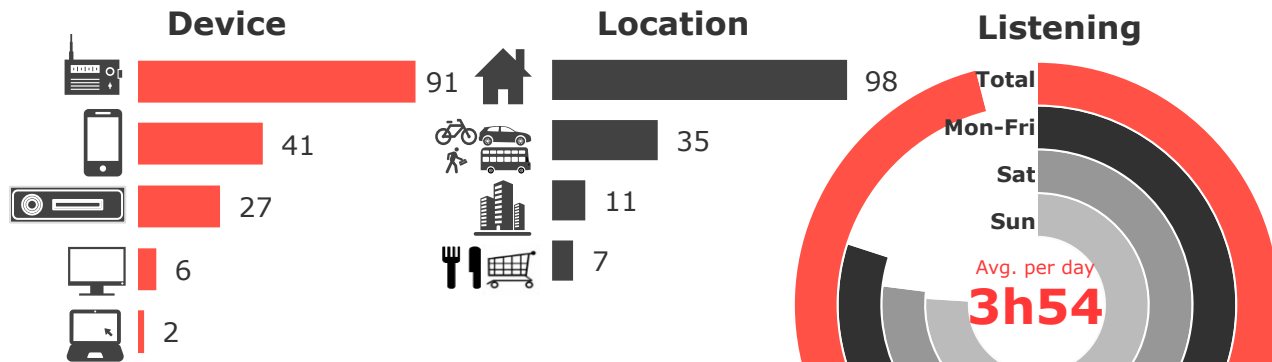


(% of 12,9b listening minutes a week)



KWAZULU-NATAL





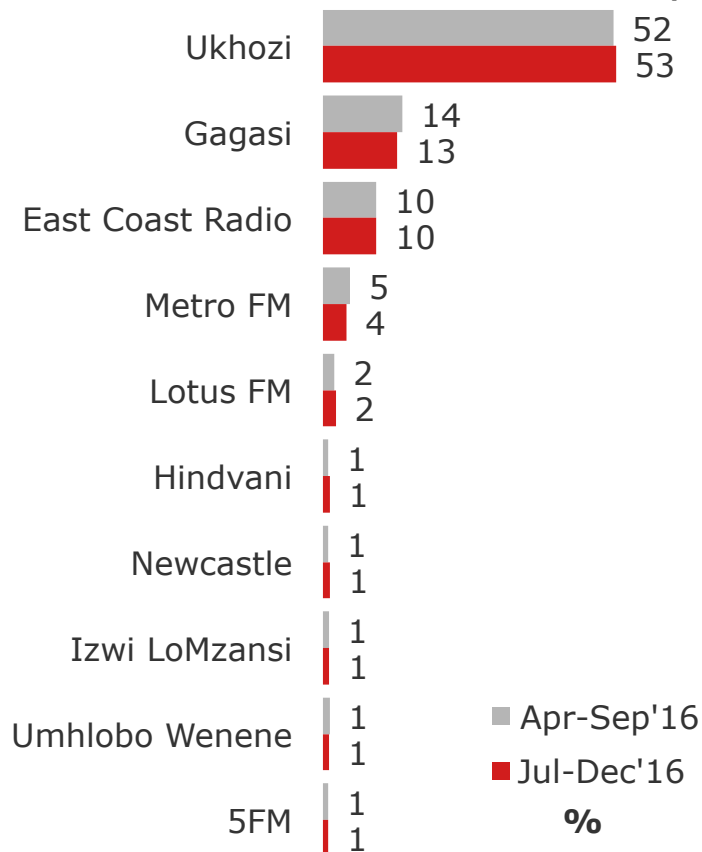
Radio listening by ¼ hour – National; Avg. ¼ hour (Mon-Fri; Sat-Sun)
 Source: BRC RAM Jan-Dec'16 (KwaZulu-Natal: n=11,839)

KWAZULU-NATAL - SHARE

Share of Audience

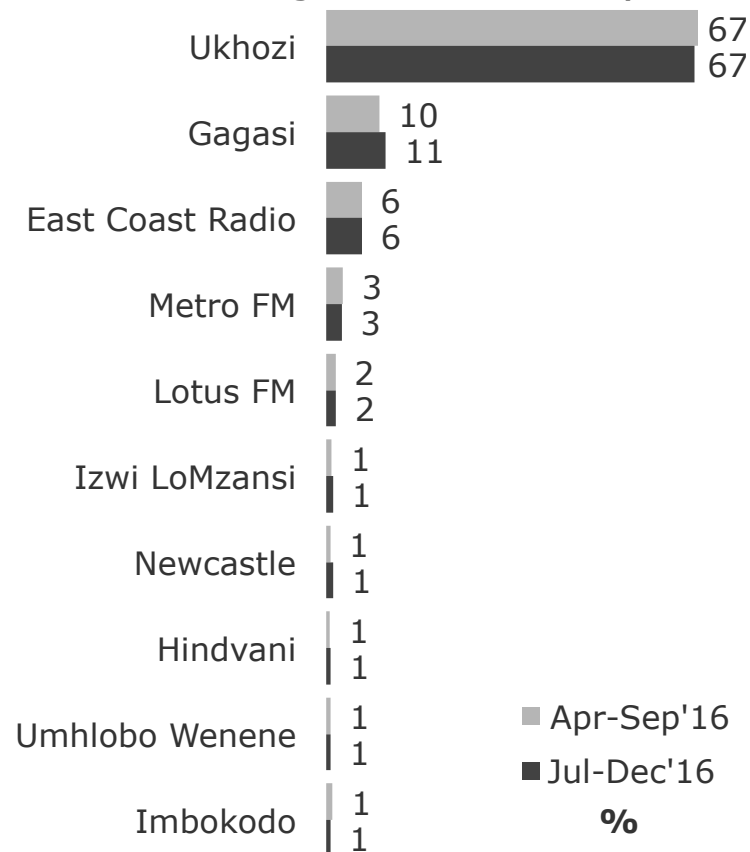


(% of 7,0m listeners who listen in a week)

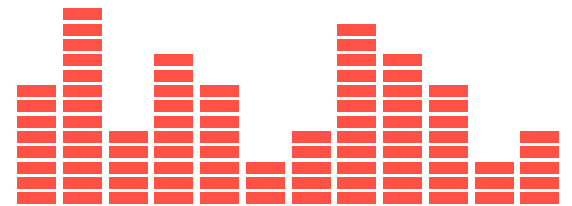
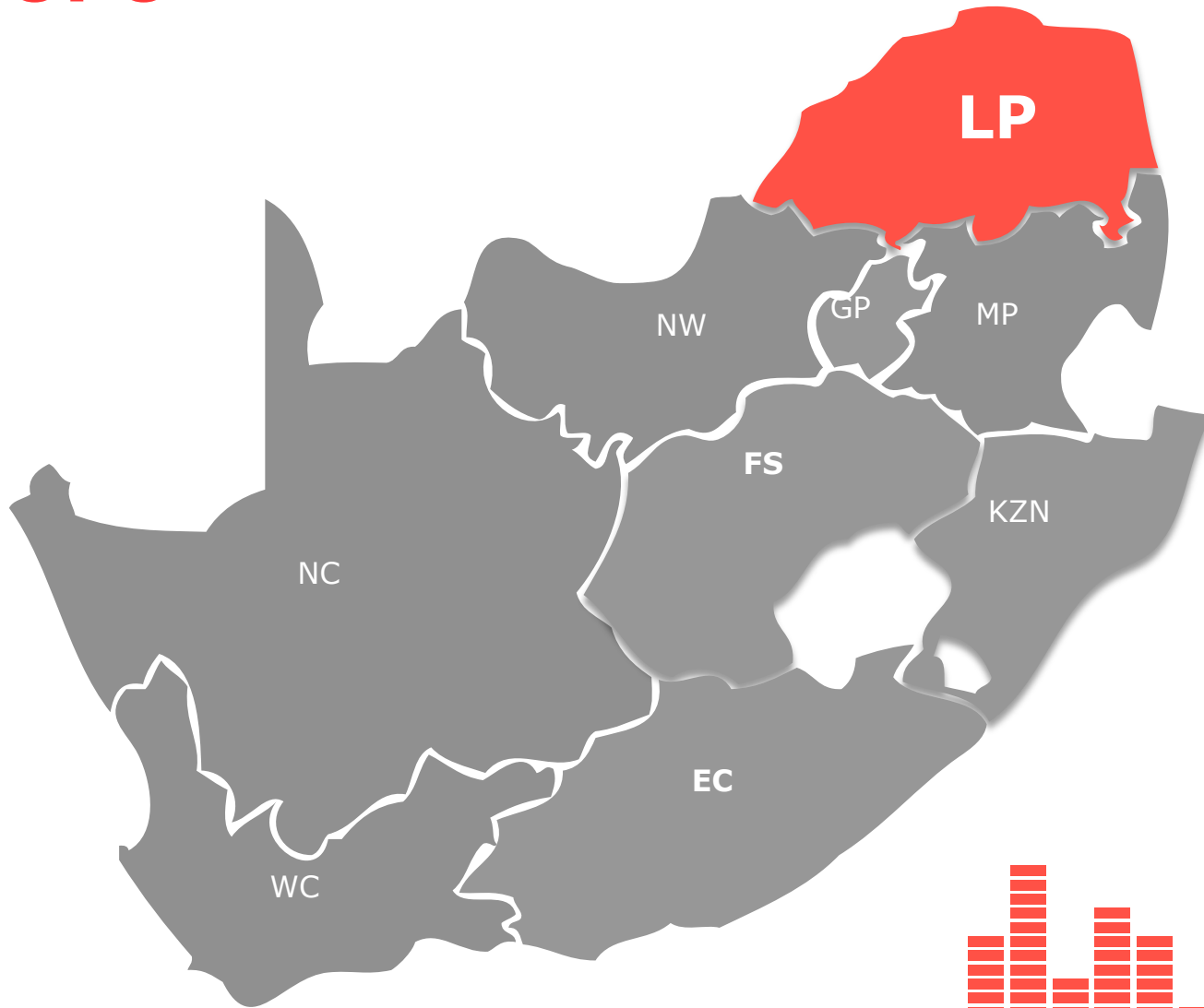


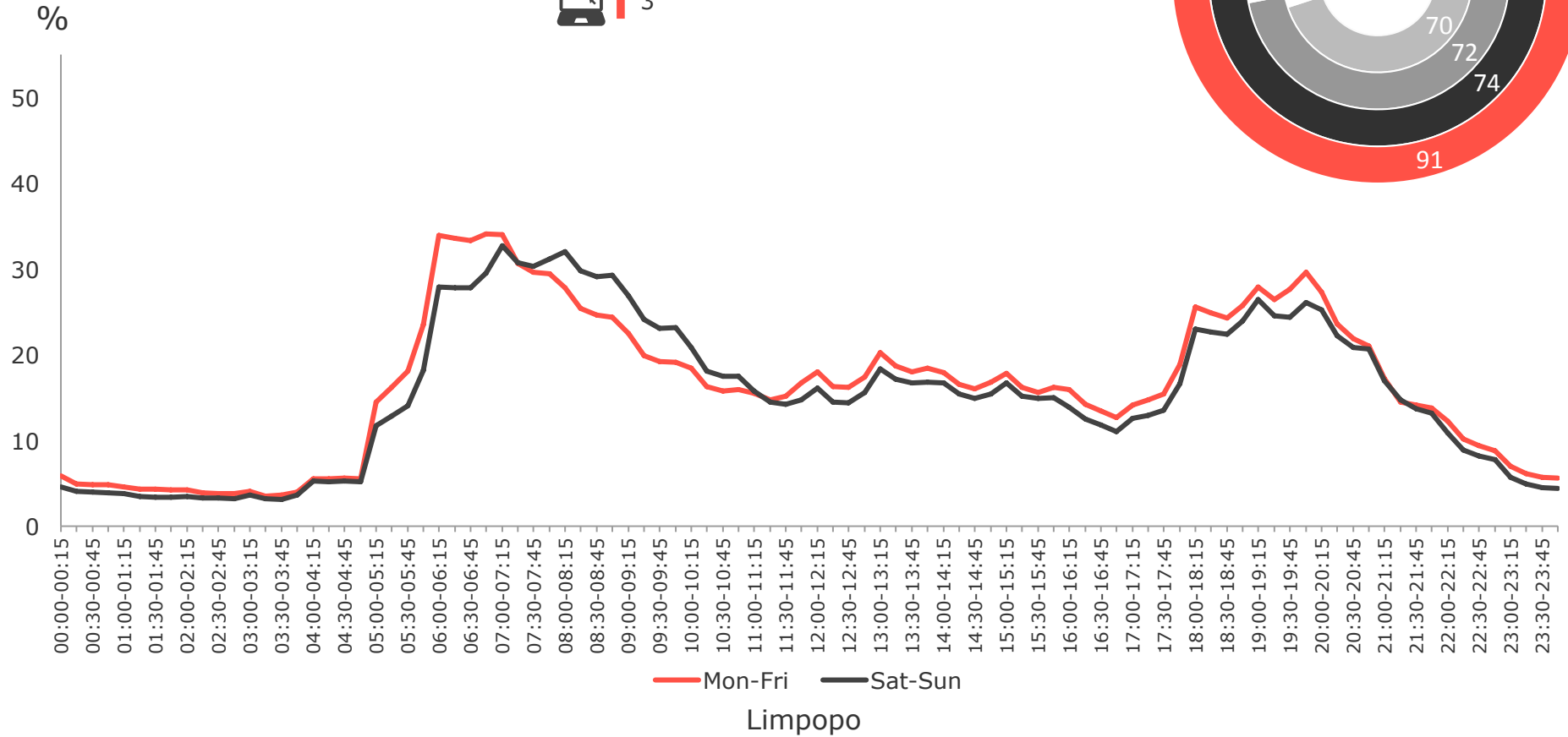
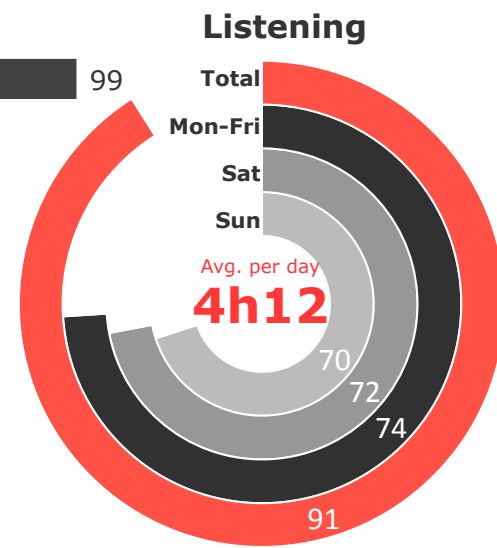
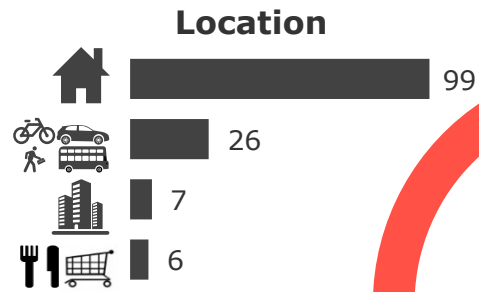
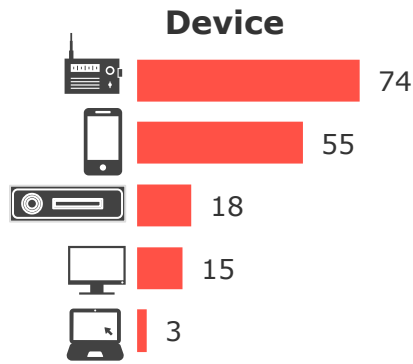
Share of Listening

(% of 10,8b listening minutes a week)



LIMPOPO



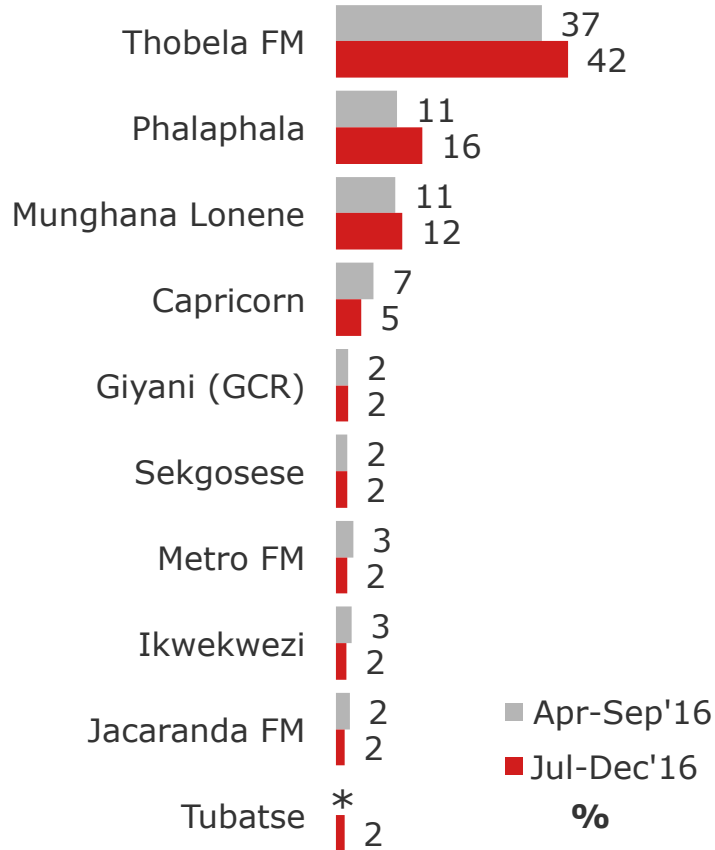


LIMPOPO - SHARE

Share of Audience



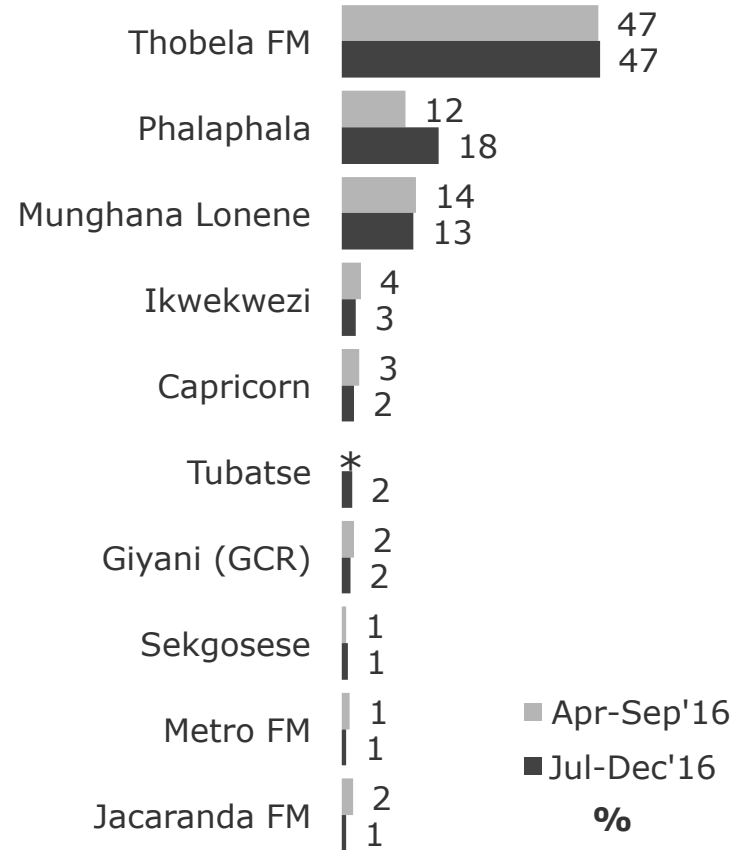
(% of 3,3m listeners who listen in a week)



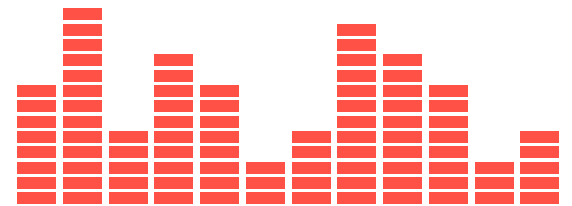
Share of Listening

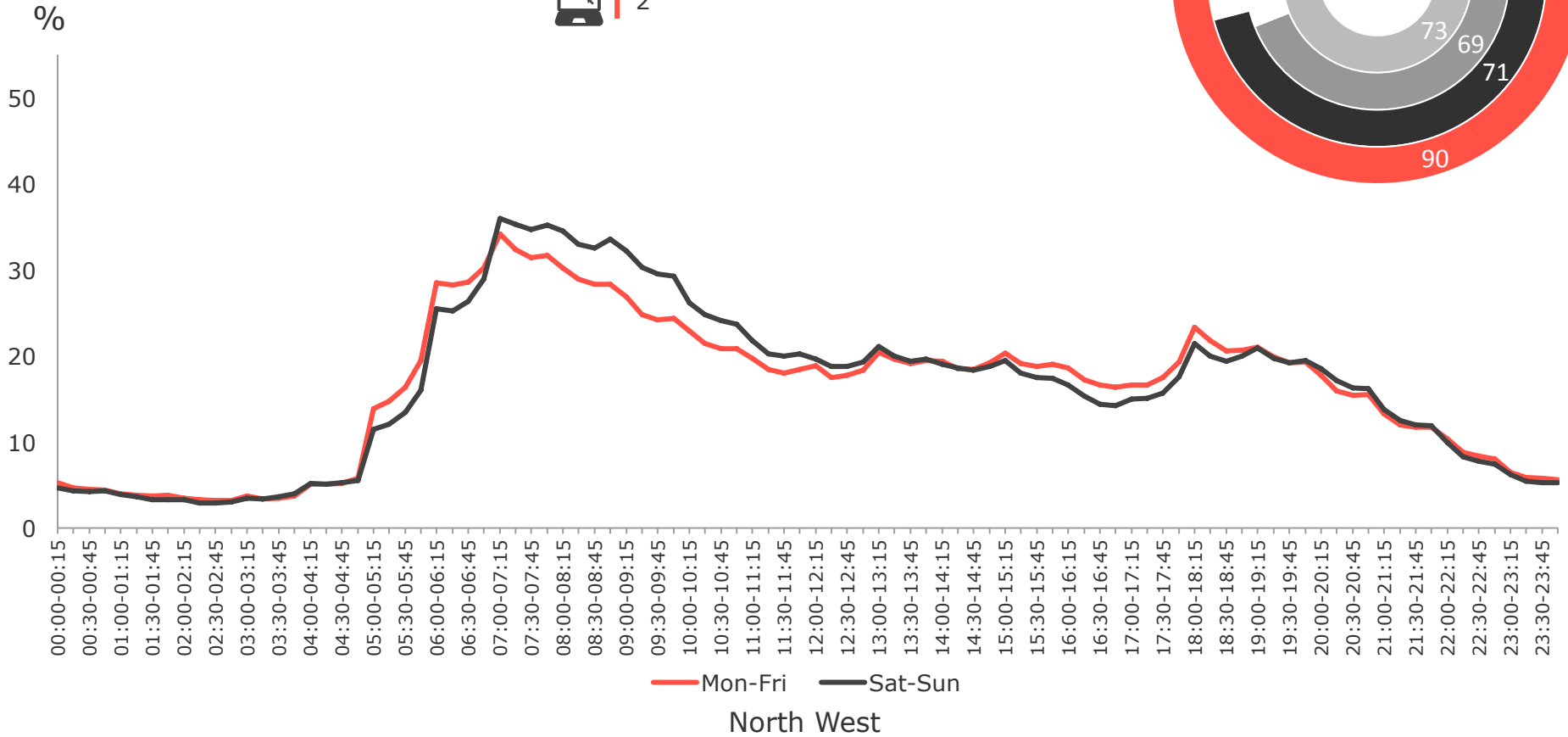
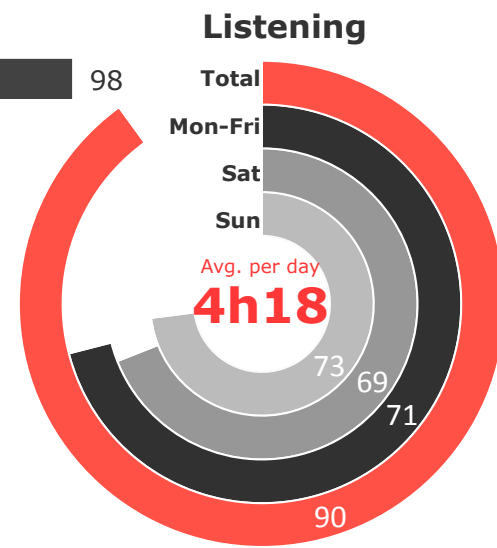
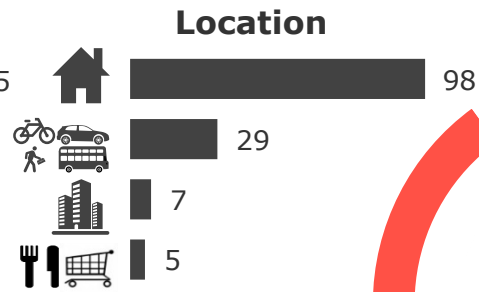
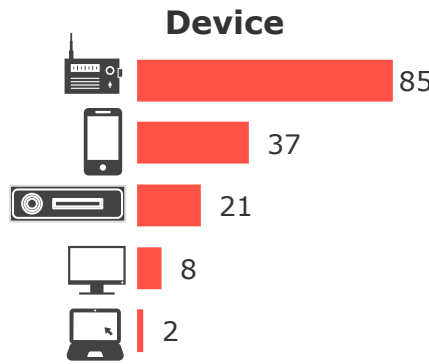


(% of 5,4b listening minutes a week)



NORTH WEST



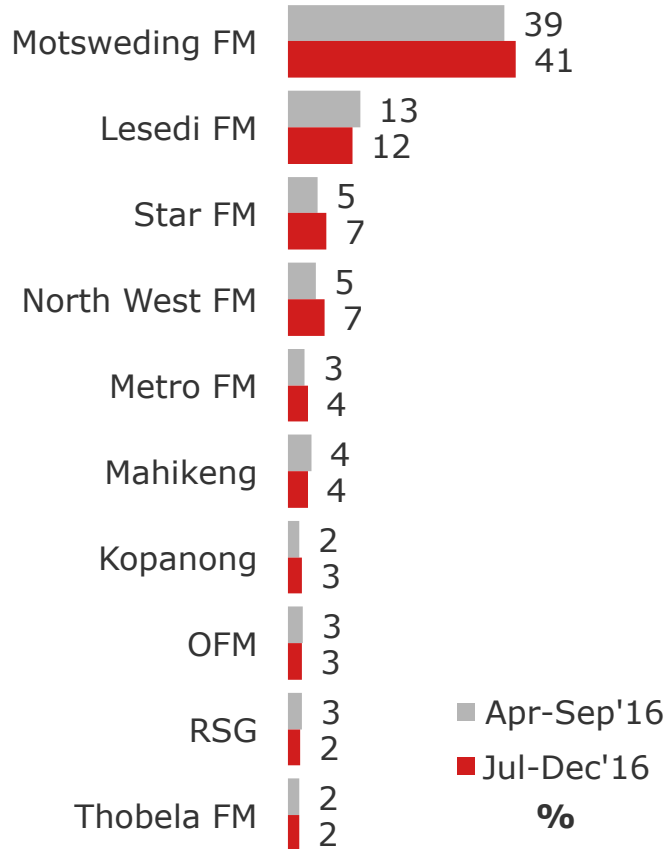


NORTH WEST - SHARE

Share of Audience



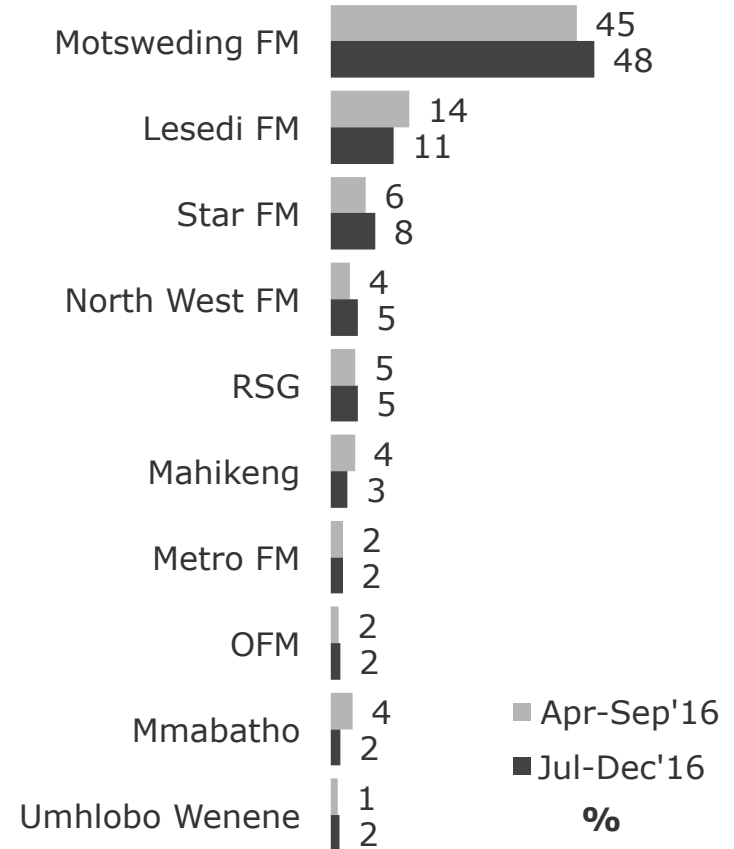
(% of 2,4m listeners who listen in a week)



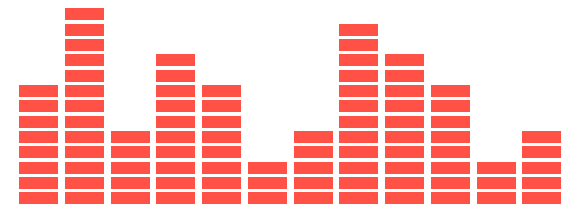
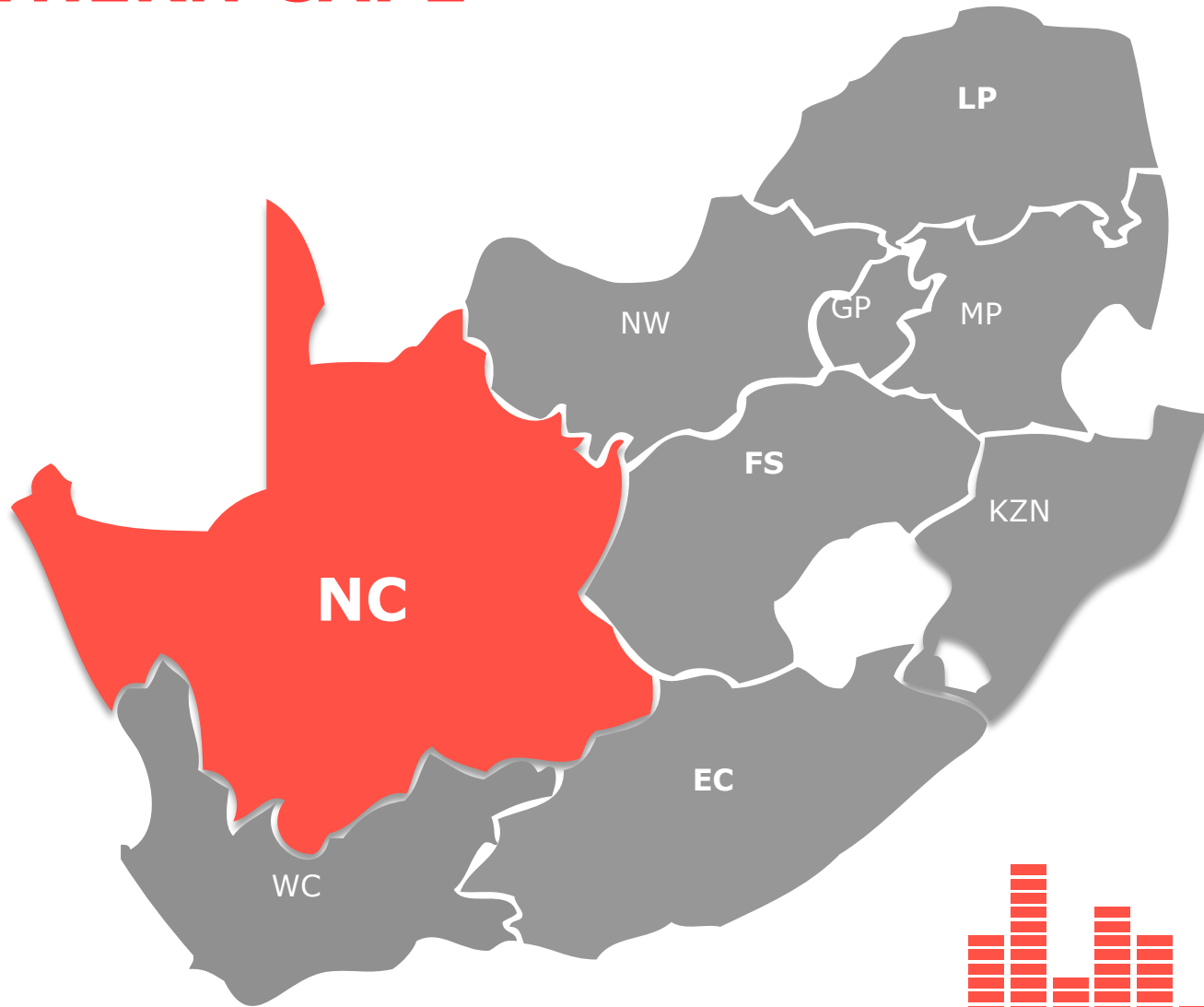
Share of Listening

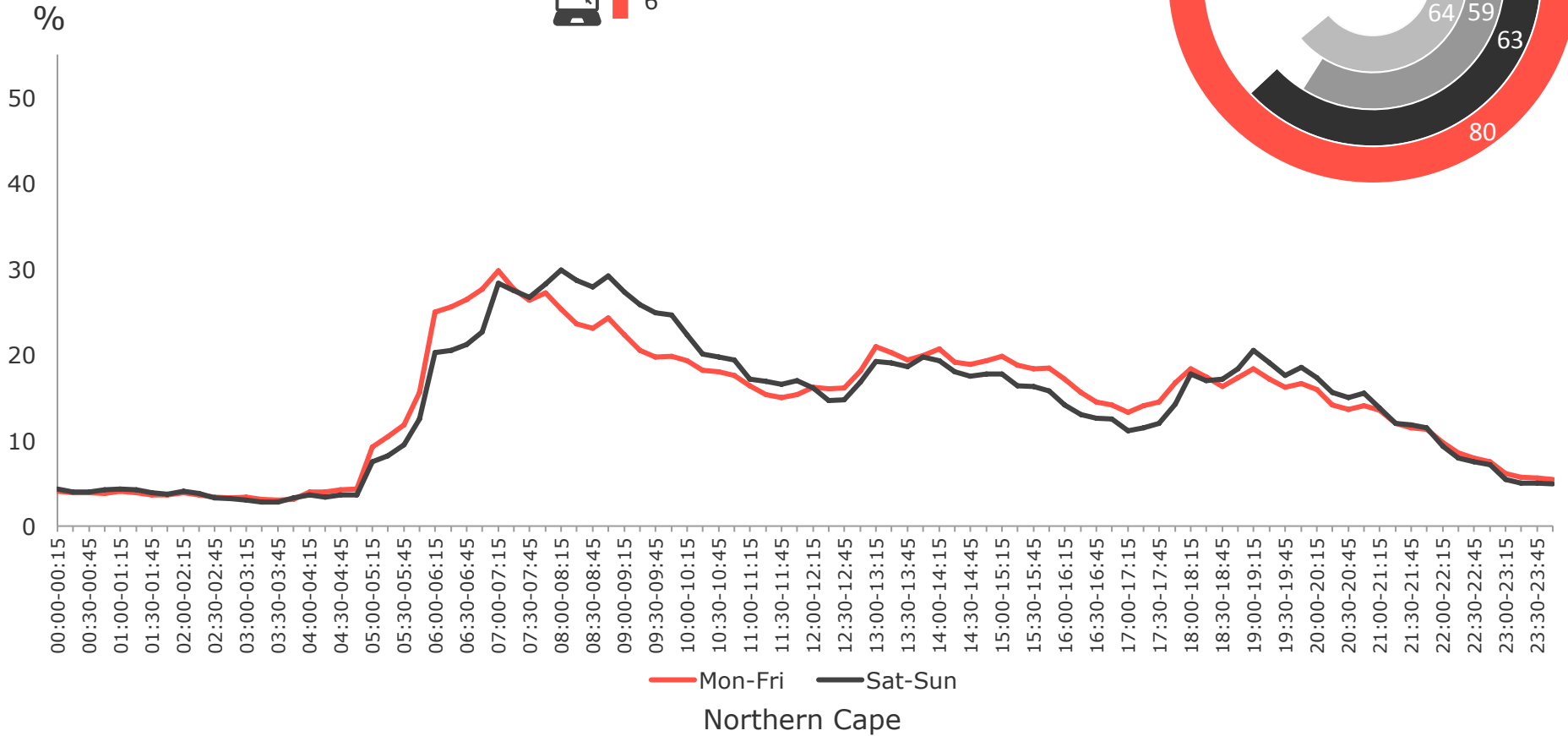
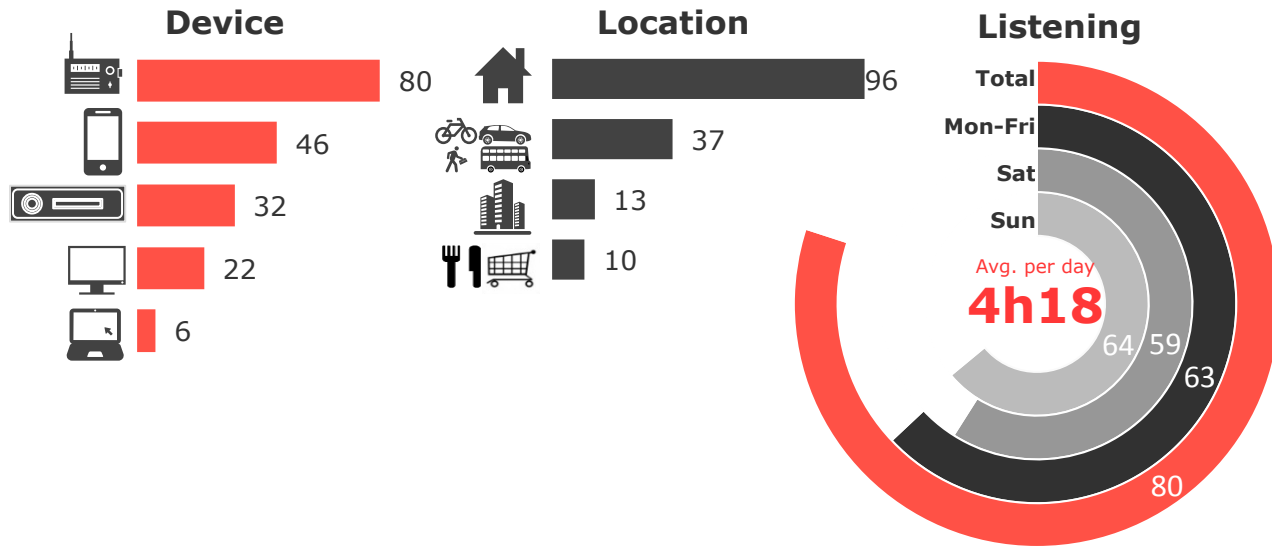


(% of 4,5b listening minutes a week)



NORTHERN CAPE



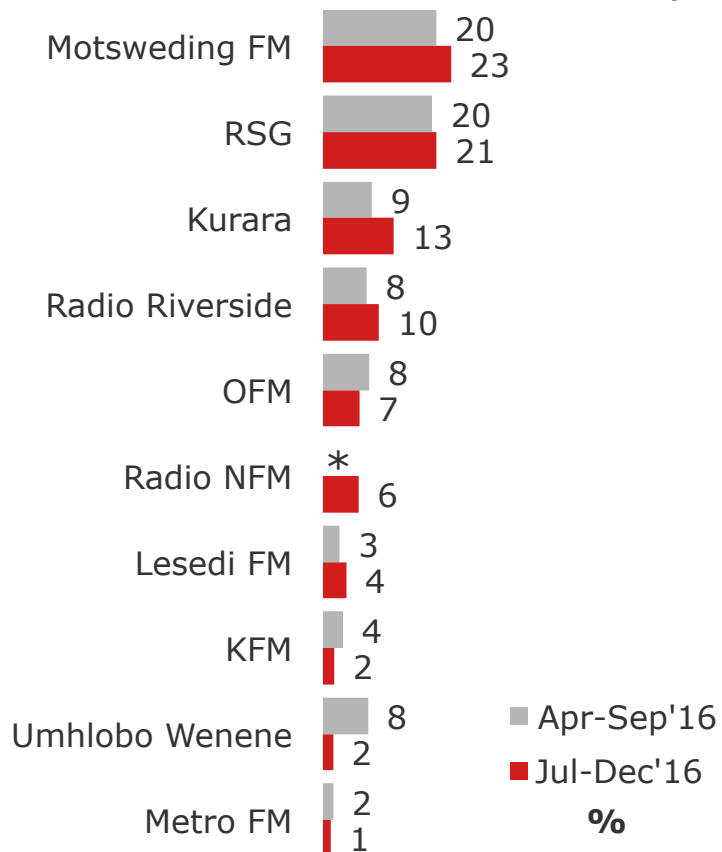


NORTHERN CAPE - SHARE

Share of Audience

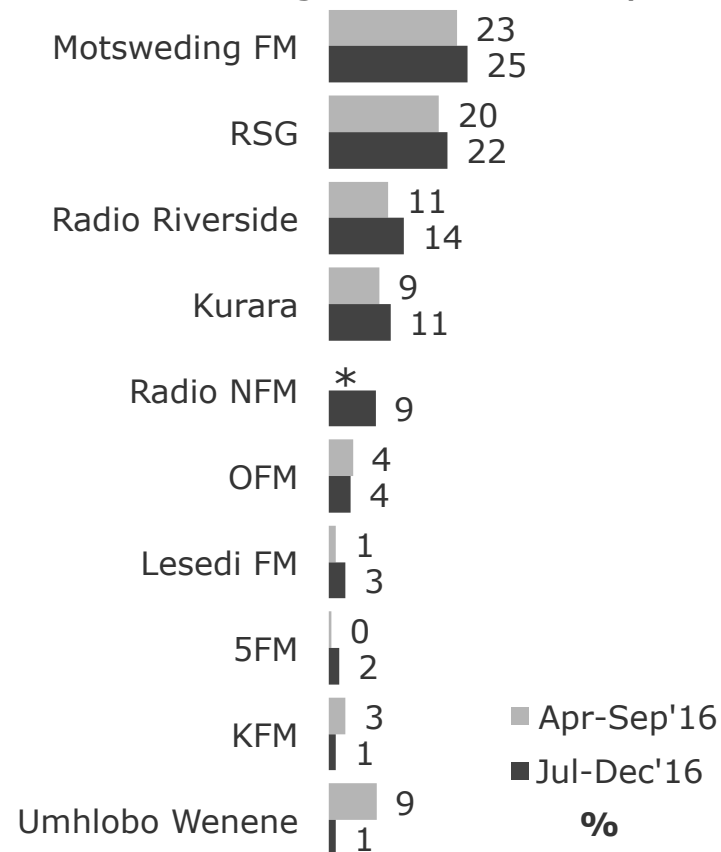


(% of 0,6m listeners who listen in a week)

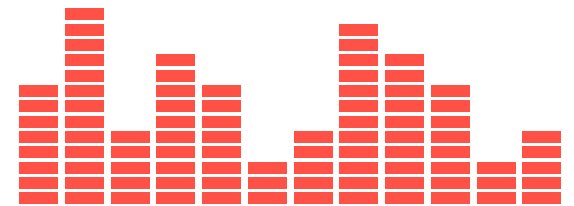
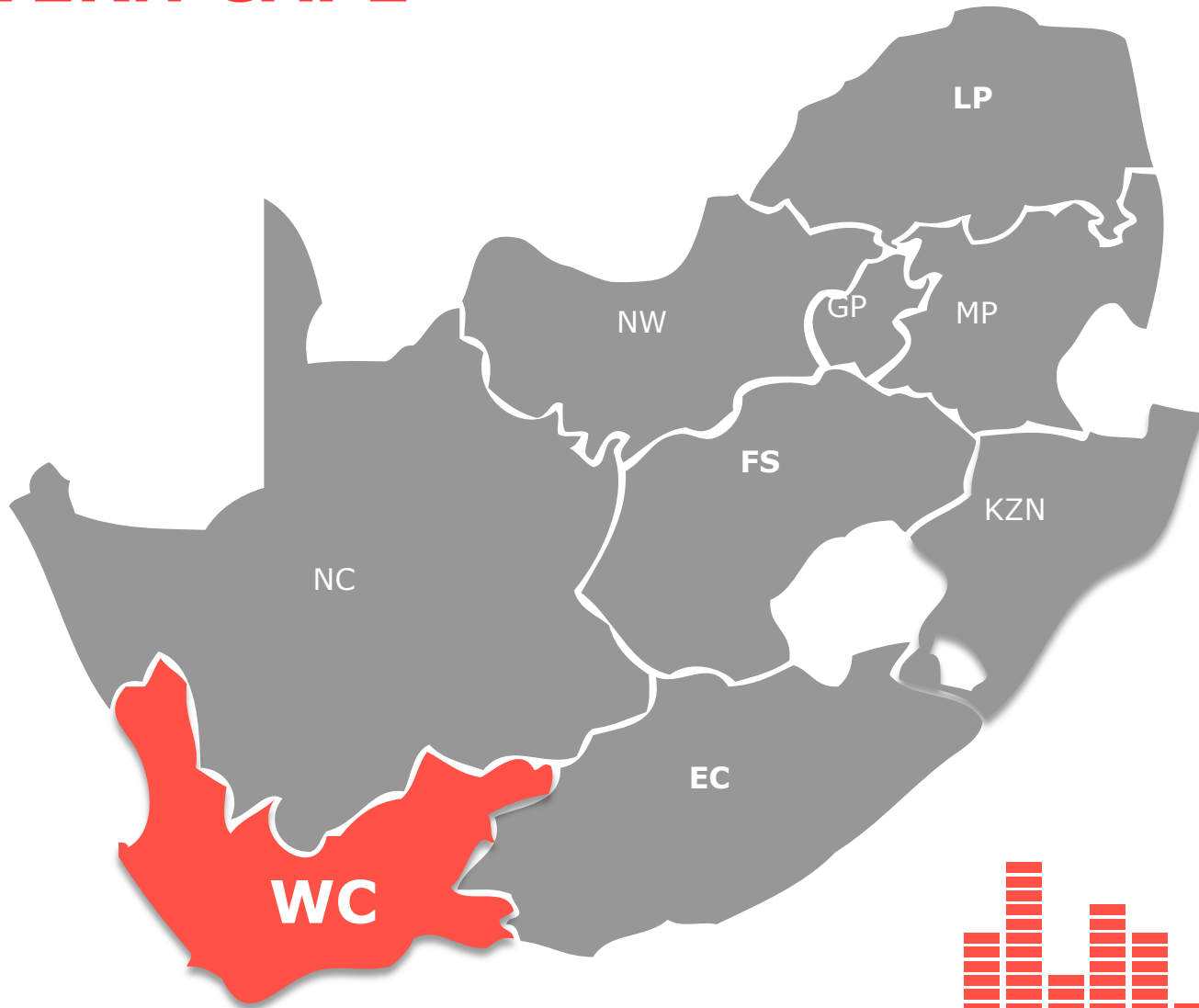


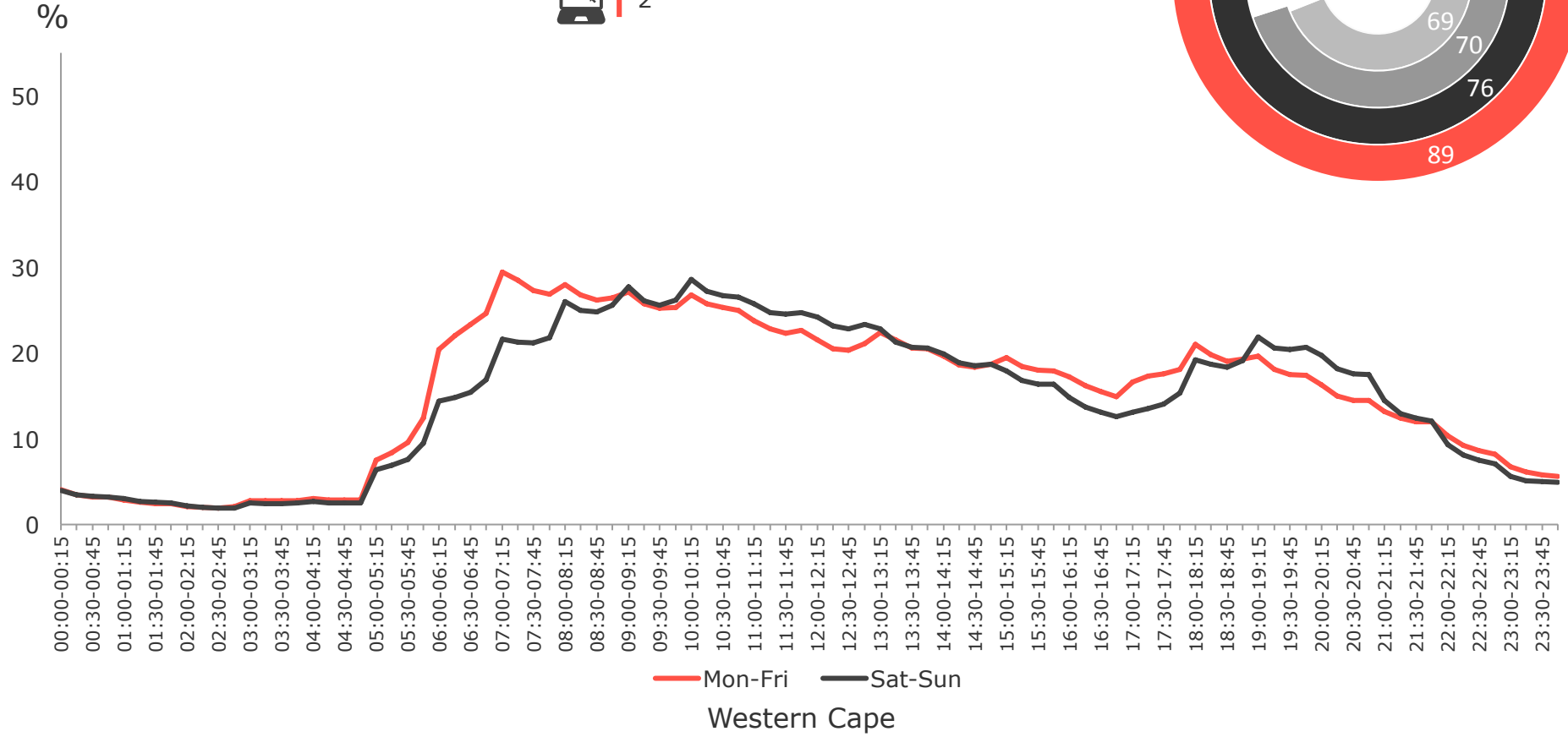
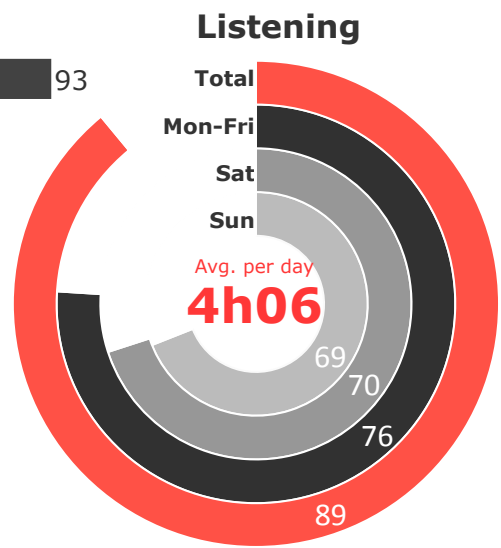
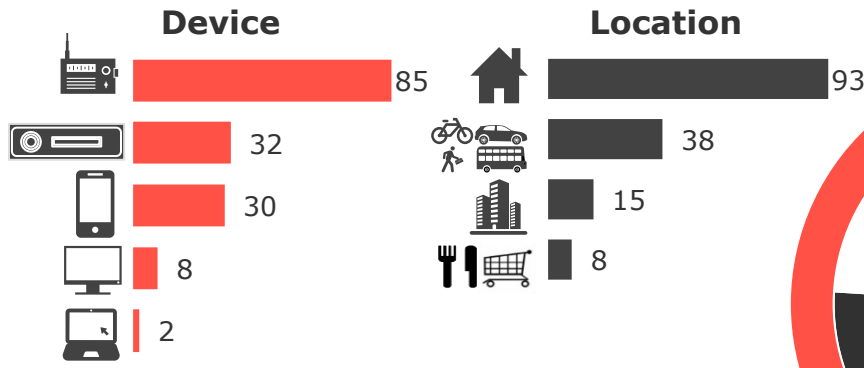
Share of Listening

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



WESTERN CAPE



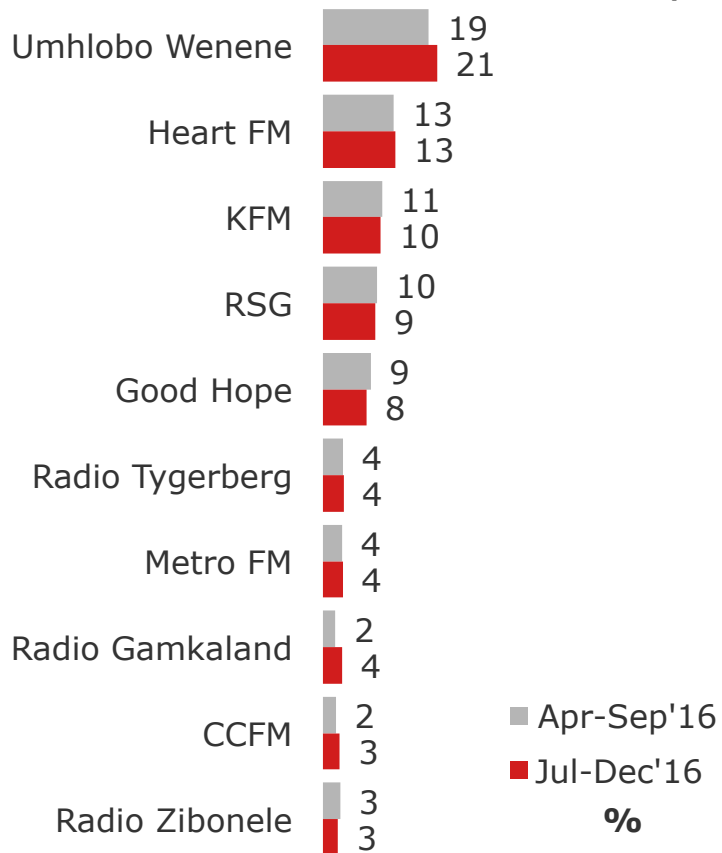


WESTERN CAPE - SHARE

Share of Audience



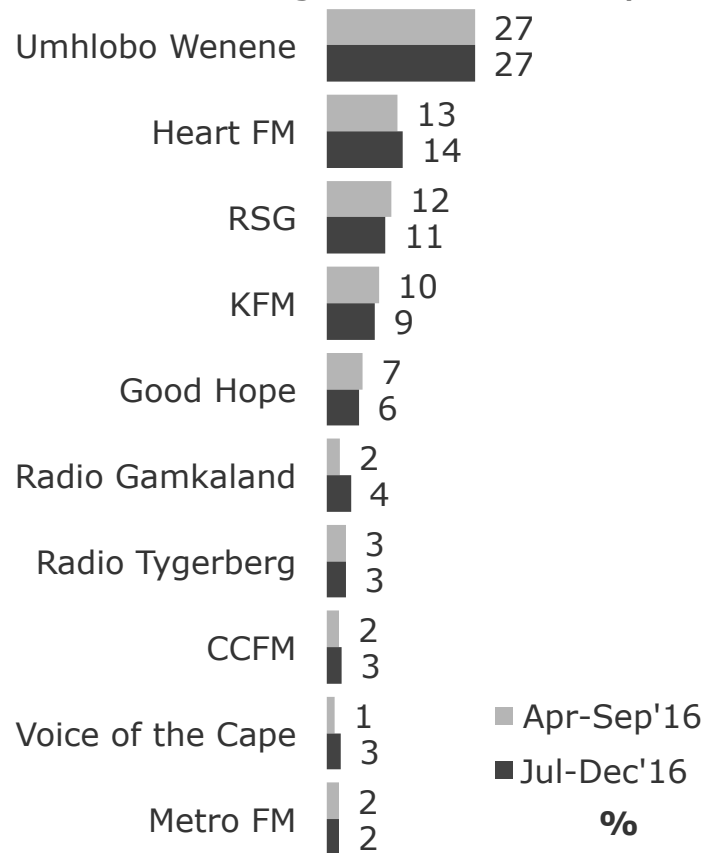
(% of 4,1m listeners who listen in a week)



Share of Listening



(% of 6,9b listening minutes a week)



KEY STATION MEASURES (THE CURRENCY)

APR'16-SEP'16
JUL'16-DEC'16



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)	
	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
Ukhozi	5,522	5,584	7,389	7,310
Umhlobo Wenene	4,009	4,016	5,263	5,274
Lesedi FM	2,347	2,398	3,387	3,404
Metro FM	2,129	2,160	3,791	3,674
Thobela FM	2,052	2,047	2,865	2,802
Motsweding FM	1,705	1,754	2,525	2,510
RSG	1,087	1,020	1,486	1,387
Ikwewezi	958	967	1,388	1,371
Gagasi	838	836	1,393	1,273
Jacaranda FM	766	794	1,283	1,270

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Apr-Sep'16

Jul-Dec'16

Apr-Sep'16

Jul-Dec'16

Ukhozi

60

60

3h18

3h06

Umhlobo Wenene

56

56

3h42

3h30

Lesedi FM

55

58

3h24

3h24

Metro FM

29

30

1h48

1h42

Thobela FM

61

68

3h06

3h06

Motsweding FM

53

52

3h06

3h06

RSG

49

50

3h12

3h12

Ikwewezi

55

55

3h18

2h54

Gagasi

29

34

1h54

2h12

Jacaranda FM

43

39

1h54

2h00

Source: BRC RAM Apr-Sep'16 (National: n=36,879) and Jul-Dec'16 (National: n=33,122); 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)	
	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
Munghana Lonene	755	729	1,099	1,027
Ligwalagwala	632	661	896	935
East Coast Radio	636	648	971	931
947	628	618	958	891
Phalaphala	471	593	697	795
Heart FM	588	578	813	764
5FM	505	507	859	822
Kaya	502	491	892	843
KFM	492	450	706	647
YFM	377	345	681	609

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Apr-Sep'16

Jul-Dec'16

Apr-Sep'16

Jul-Dec'16

Munghana Lonene

53

62

3h12

3h06

Ligwalagwala

56

55

3h06

3h00

East Coast Radio

47

53

1h48

1h48

947

35

32

1h42

1h42

Phalaphala

64

76

2h48

3h24

Heart FM

49

53

2h48

3h00

5FM

26

29

1h24

1h30

Kaya

22

21

1h36

1h30

KFM

42

42

2h24

2h18

YFM

27

26

1h30

1h30

Source: BRC RAM Apr-Sep'16 (National: n=36,879) and Jul-Dec'16 (National: n=33,122); 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)	
	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
Algoa FM	350	328	536	499
Good Hope	357	309	546	473
702	347	290	559	459
Lotus FM	186	192	278	293
Radio 2000	201	175	413	367
OFM	173	166	302	253
Capricorn	196	164	430	306
North West FM	103	143	181	233
Smile	98	92	137	128
SAfm	83	78	159	148

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Apr-Sep'16

Jul-Dec'16

Apr-Sep'16

Jul-Dec'16

Algoa FM

38

43

2h12

2h00

Good Hope

28

38

2h06

2h06

702

29

30

1h42

1h36

Lotus FM

51

54

2h06

1h48

Radio 2000

12

17

1h30

1h12

OFM

52

63

2h12

2h36

Capricorn

21

35

1h18

1h30

North West FM

28

31

2h06

2h18

Smile

55

58

2h12

1h54

SAfm

13

11

1h48

1h18

Source: BRC RAM Apr-Sep'16 (National: n=36,879) and Jul-Dec'16 (National: n=33,122); 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)	
	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
CapeTalk	63	70	91	96
Power	62	68	102	102
trufm	68	57	134	118
Classic FM	42	40	67	60
Vuma	32	33	64	62

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
CapeTalk	35	43	2h12	2h18
Power	27	25	2h18	2h12
trufm	1	0	1h30	1h24
Classic FM	16	30	1h30	1h36
Vuma	13	24	1h24	1h24

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)	
	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
Jozi	316	339	525	537
Unitra (UCR-FM)	185	188	329	329
Star FM	126	182	185	239
Vukani	125	145	235	263
Radio Gamkaland	96	144	140	205
Radio Tygerberg	147	141	229	219
CCFM	101	123	150	179
Kasie	92	115	153	183
Voice of the Cape	74	106	101	138
Mahikeng	106	91	151	124

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
Jozi	20	25	2h12	2h18
Unitra (UCR-FM)	5	5	1h42	1h36
Star FM	45	55	3h42	3h42
Vukani	2	2	1h30	1h42
Radio Gamkaland	48	54	3h00	3h30
Radio Tygerberg	40	40	2h36	2h36
CCFM	37	36	2h36	2h30
Kasie	12	12	1h48	1h36
Voice of the Cape	52	38	2h30	3h06
Mahikeng	19	29	3h06	2h42

Source: BRC RAM Apr-Sep'16 (National: n=36,879) and Jul-Dec'16 (National: n=33,122); 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)	
	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
Radio Zibonele	105	83	195	162
Izwi LoMzansi	71	77	108	111
Forte	94	76	164	134
Thetha	84	75	142	103
Voice of Tembisa	100	74	152	118
Newcastle	55	74	93	120
Moretele	78	73	135	114
Alfred Nzo	65	73	135	126
Kouga	95	73	145	105
Hindvani	58	72	93	120

KEY STATION MEASURES

Community



Exclusive listeners (%)

Avg. hrs p.d

Apr-Sep'16

Jul-Dec'16

Apr-Sep'16

Jul-Dec'16

Radio Zibonele

21

19

2h06

1h54

Izwi LoMzansi

19

20

2h24

2h42

Forte

6

2

2h36

1h42

Thetha

38

69

2h48

3h36

Voice of Tembisa

41

31

2h36

1h42

Newcastle

19

17

1h54

2h24

Moretele

52

46

2h12

2h36

Alfred Nzo

32

27

1h36

2h36

Kouga

60

65

2h48

3h00

Hindvani

34

34

1h48

1h42

Source: BRC RAM Apr-Sep'16 (National: n=36,879) and Jul-Dec'16 (National: n=33,122); 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)	
	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
Inkonjane	65	70	122	128
Soshanguve	73	68	113	104
Radio Riverside	58	68	67	84
Kurara	50	63	81	105
Bok Radio	62	62	84	84

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Apr-Sep'16	Jul-Dec'16	Apr-Sep'16	Jul-Dec'16
Inkonjane	23	23	2h12	1h54
Soshanguve	37	43	2h30	2h30
Radio Riverside	66	65	4h30	4h30
Kurara	52	45	3h24	2h54
Bok Radio	69	71	2h06	1h48

STATION DASHBOARDS



BRC RAM Station Detail
Jul'16-Dec'16

TNS

Commercial & PBS Stations



702



5FM



947



Algoa FM



Cape Talk



Capricorn



Classic FM



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



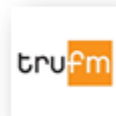
SAfm



Smile



Thobela FM



truFM



Ukhozi



Umhlobo
Wenene



Yuma



YFM

Community Stations



Alfred Nzo



Bagfm



Bok Radio



CCFM



Forte



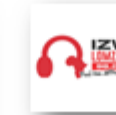
Hindvani



Imbokodo



Inkonjane



Izwi LoMzansi



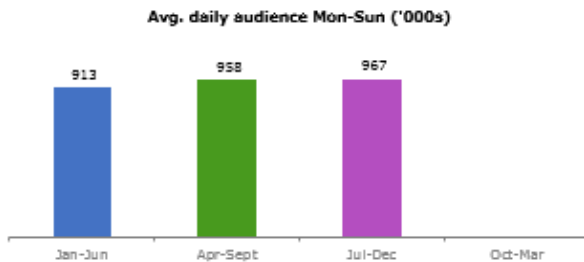
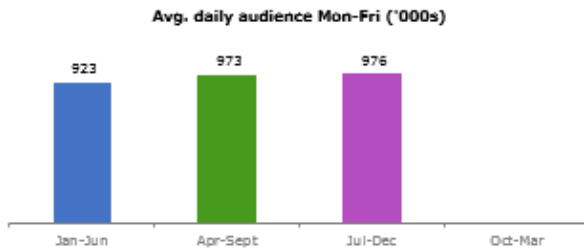
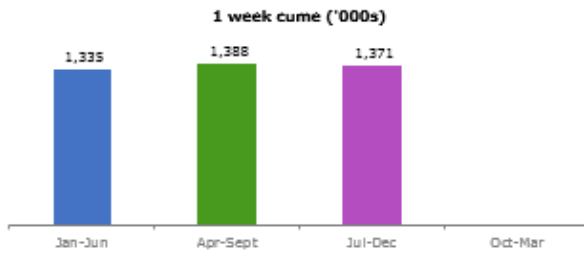
Jozi

TRENDING: JAN-JUN / APR-SEP / JUL-DEC

Station A

Key Measures (Total audience)

sample= 33122



Station listeners (one week cume)

sample= 1157

