

BRC RAM – MAY '17 RELEASE

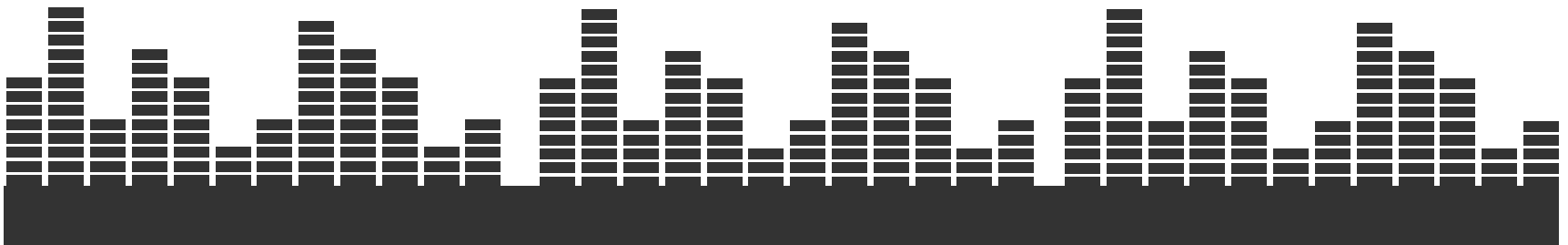


TRENDING...

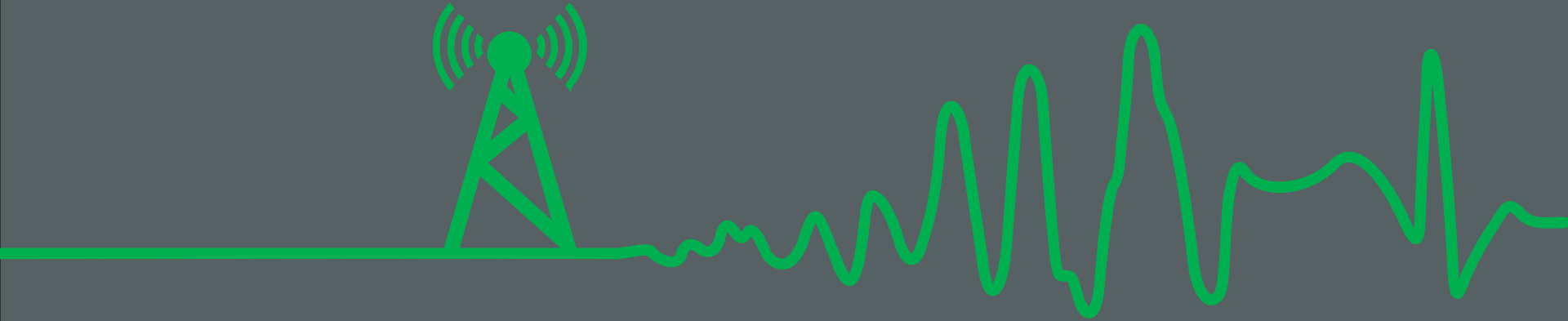


Jul-Dec'16 (sample=33,122 diaries)

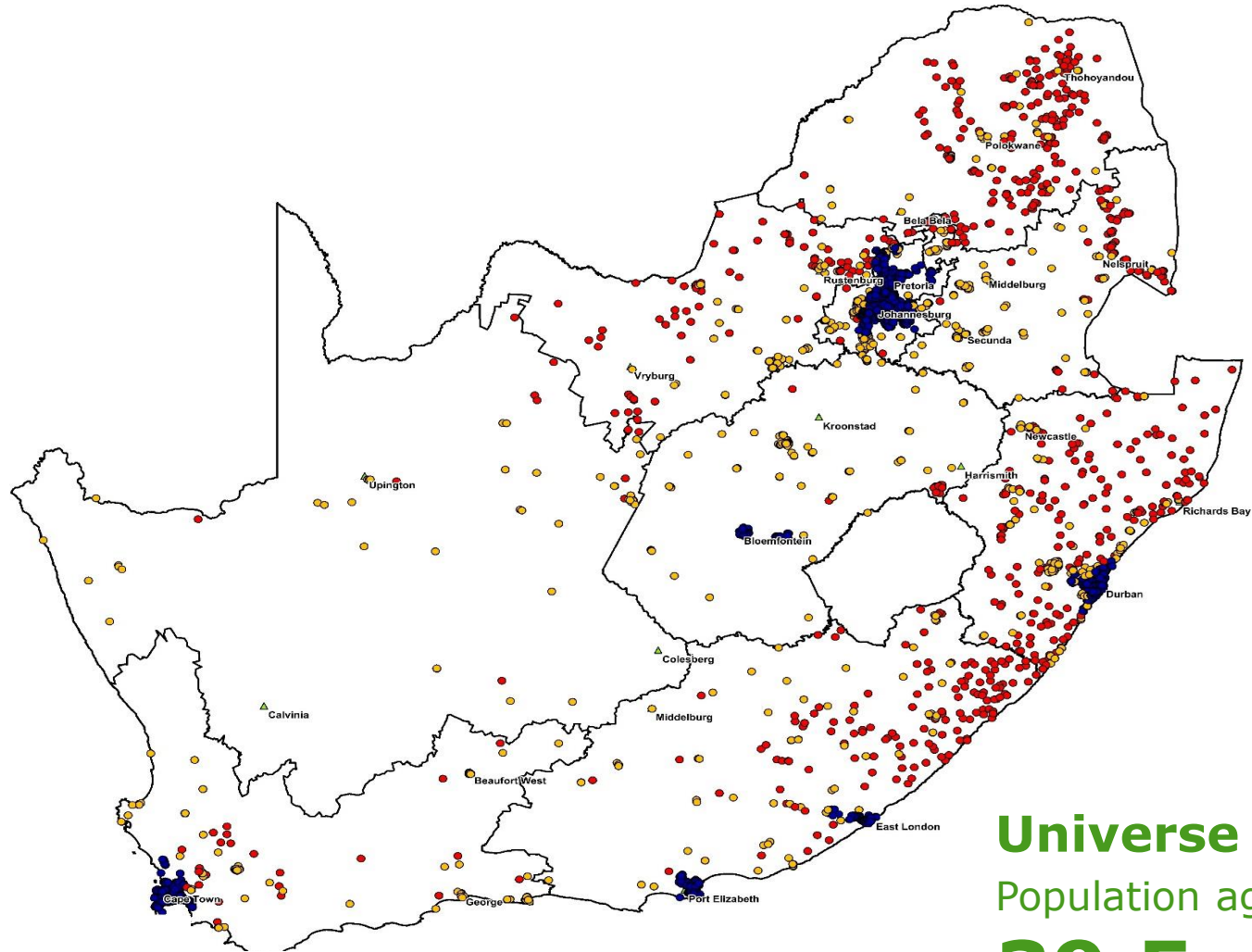
Oct'16-Mar'17 (sample=31,946 diaries)



BRC RAM - VITAL SIGNS



BRC RAM – VITAL SIGNS



Universe UPDATE:
Population age 15+
39,5 million

BRC RAM – VITAL SIGNS

Random selection,
household flooding

14,950
Households



31,946
Individuals



Oct'16-Mar'17 sample



BRC RAM – VITAL SIGNS

Consistent area split (sample frame)



60% Metro



20% Urban



20% Rural

Stations included

39 Commercial and PBS stations

268 Community stations



THE METRO SAMPLE...



Metro

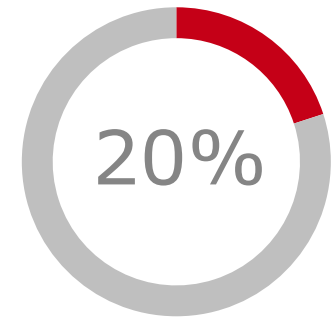
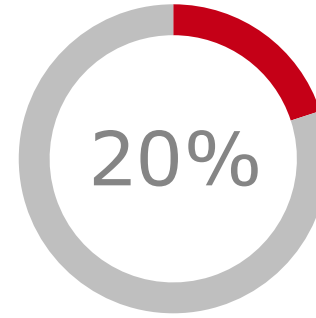
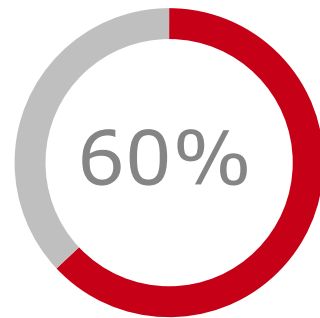


Urban

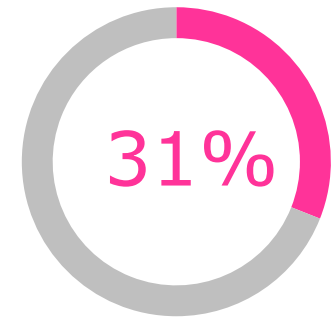
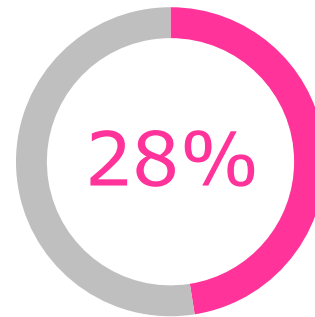
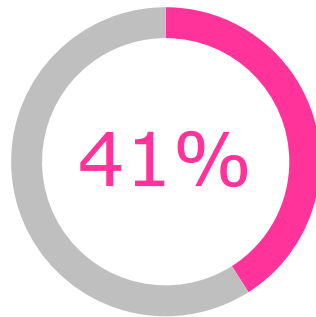


Rural

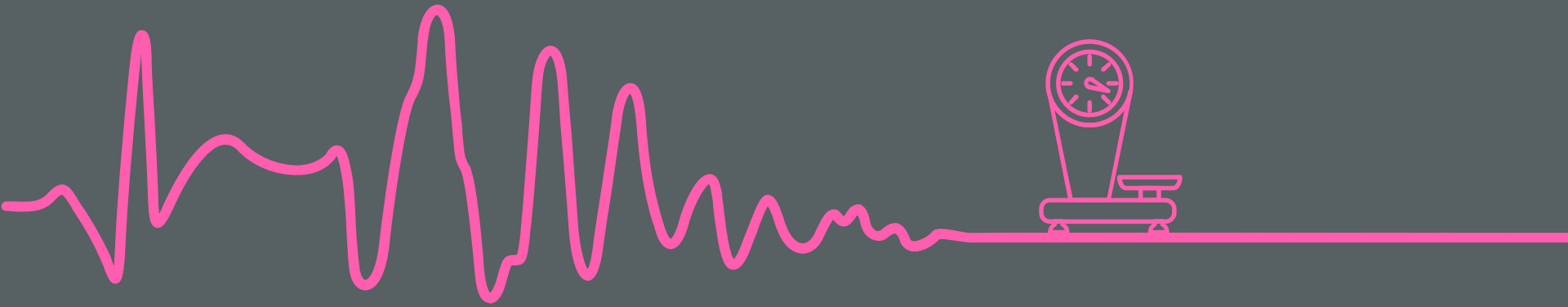
**Sample
Frame:**



Population:

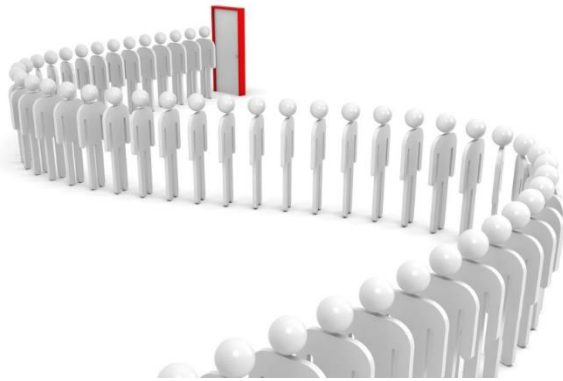


SCRUTINY & WEIGHTING



THE FOUR GATES

SAMPLE GATE



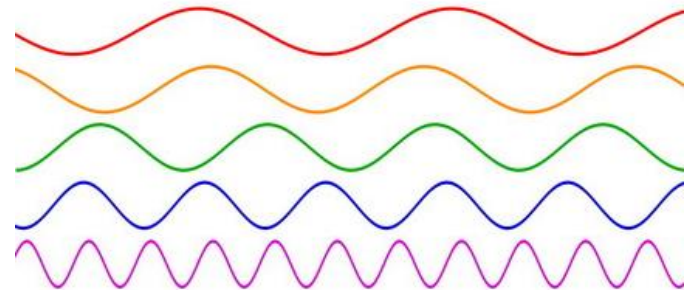
STABILITY GATE



WEIGHTING GATE



STATION CHANGE GATE



WEIGHTING



Average weighting efficiency

JAN-JUN'16

83%

APR-SEP'16

84%

JUL-DEC'16

81%

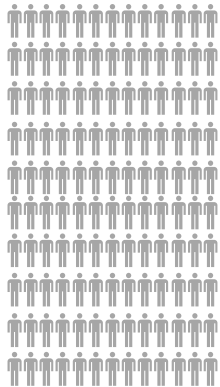
OCT'16-MAR'17

87%

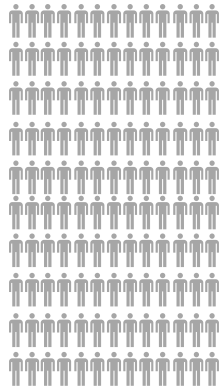
UNIVERSE UPDATE...

Total SA population Age 15+ (000s)

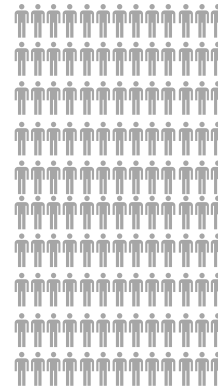
38 254



38 254



38 254



39 473



Release:

Aug'16

Nov'16

Feb'17

May'17

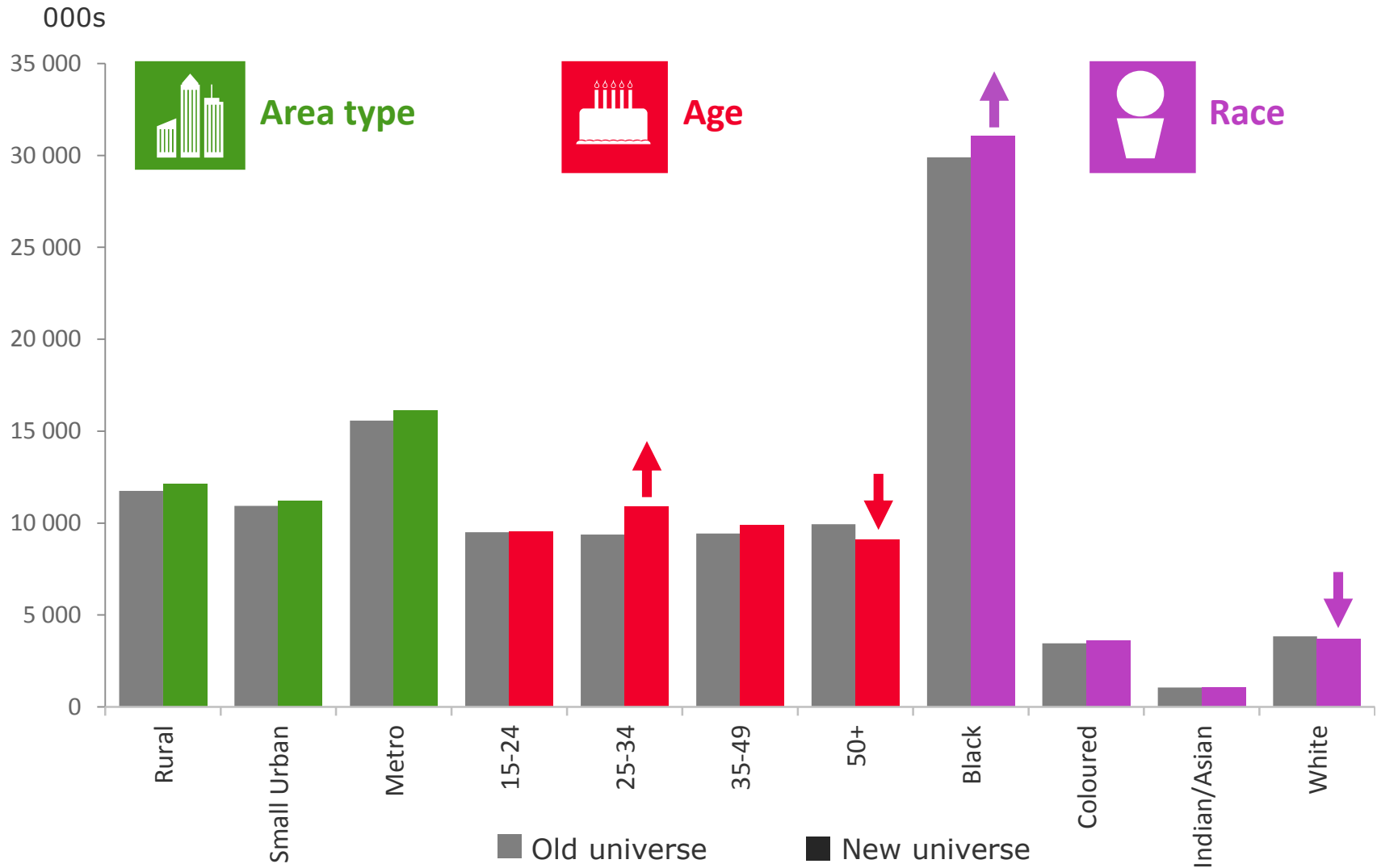
IHS dataset:

June '15

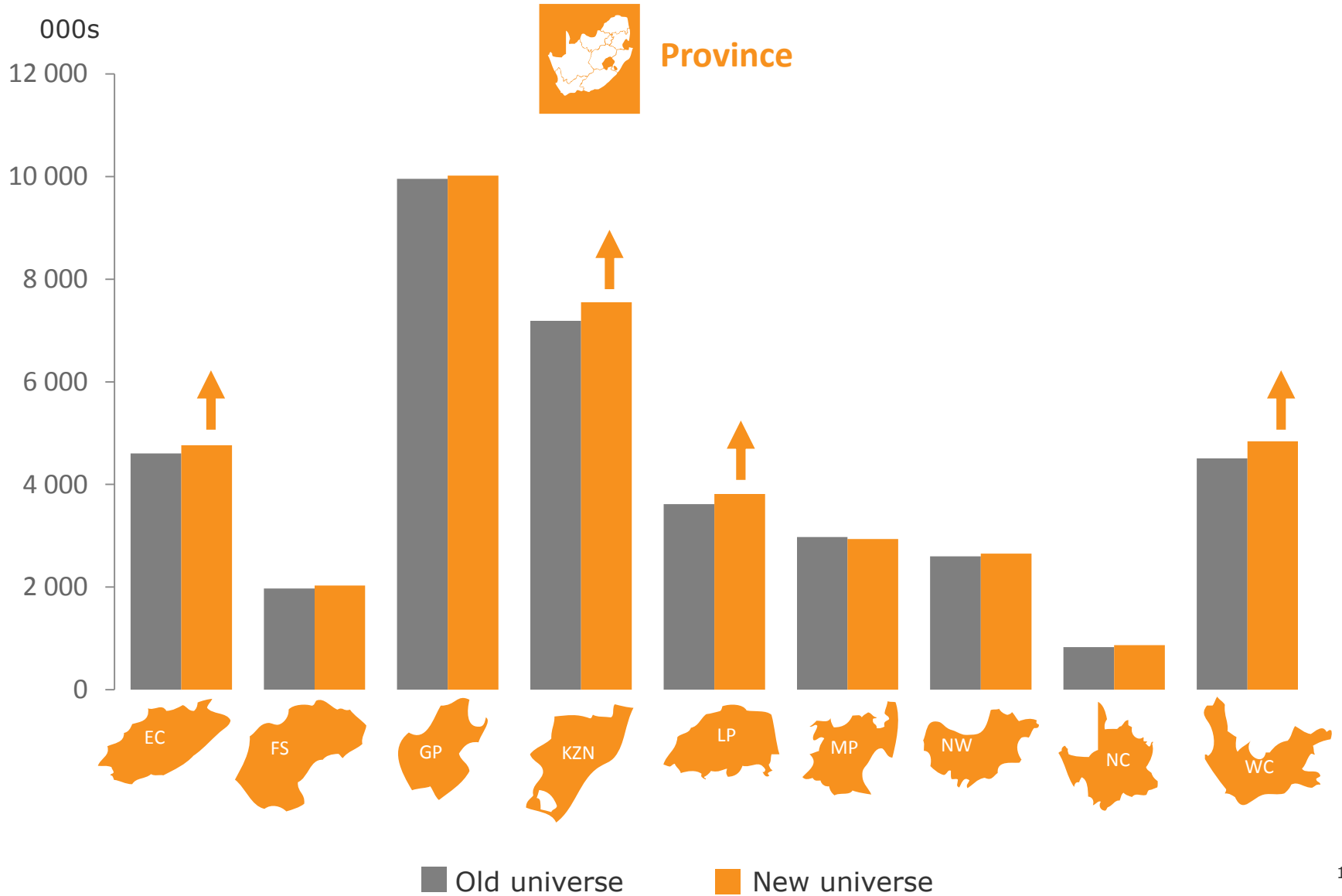
June '16

+1.2M

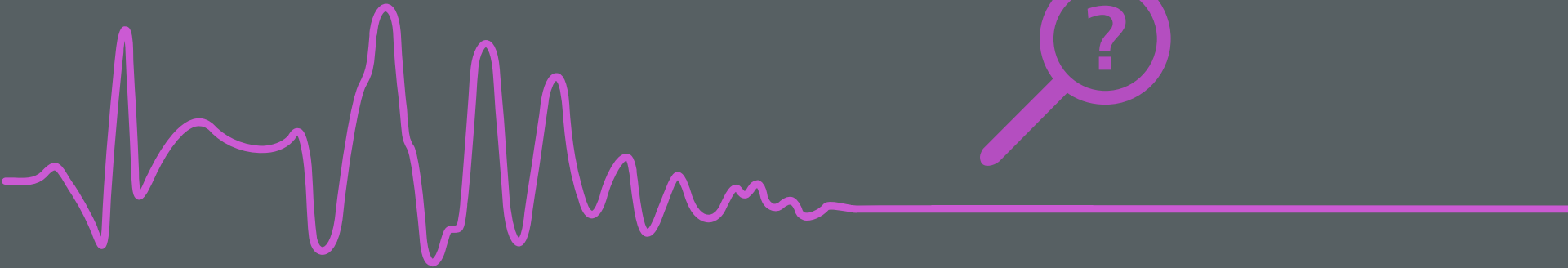
UNIVERSE UPDATE...



UNIVERSE UPDATE...

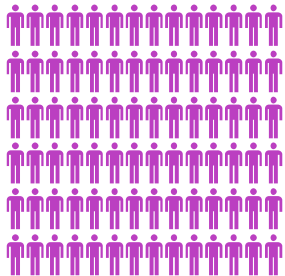


PROGRAMME INSIGHTS

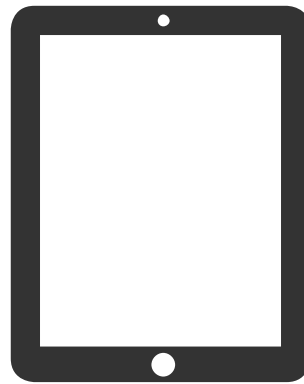


NEW INSIGHTS...

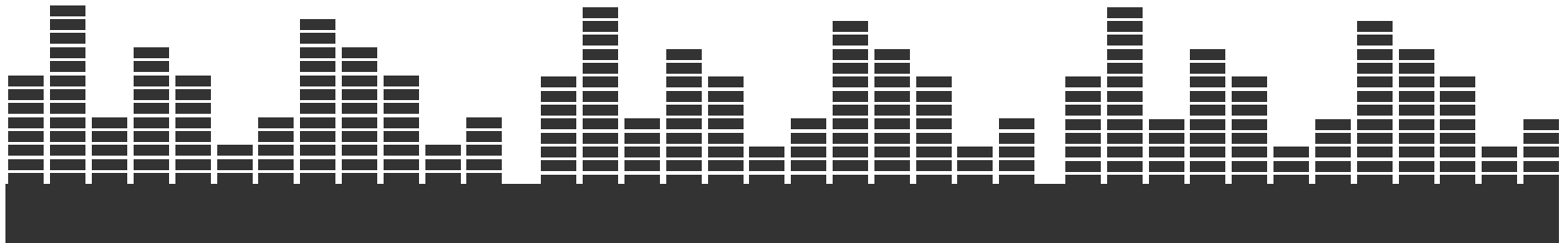
MAIN RESPONDENTS



THE INSTRUMENT (placement survey)



PROGRAMME INSIGHTS



NEW INSIGHTS...



NEWS



CURRENT AFFAIRS



FINANCIAL MARKET



MUSIC



SPORTS



TRAFFIC



WEATHER



COMPETITIONS



PHONE-IN



RELIGIOUS



CELEBRITY



SOAPIES



ADVICE



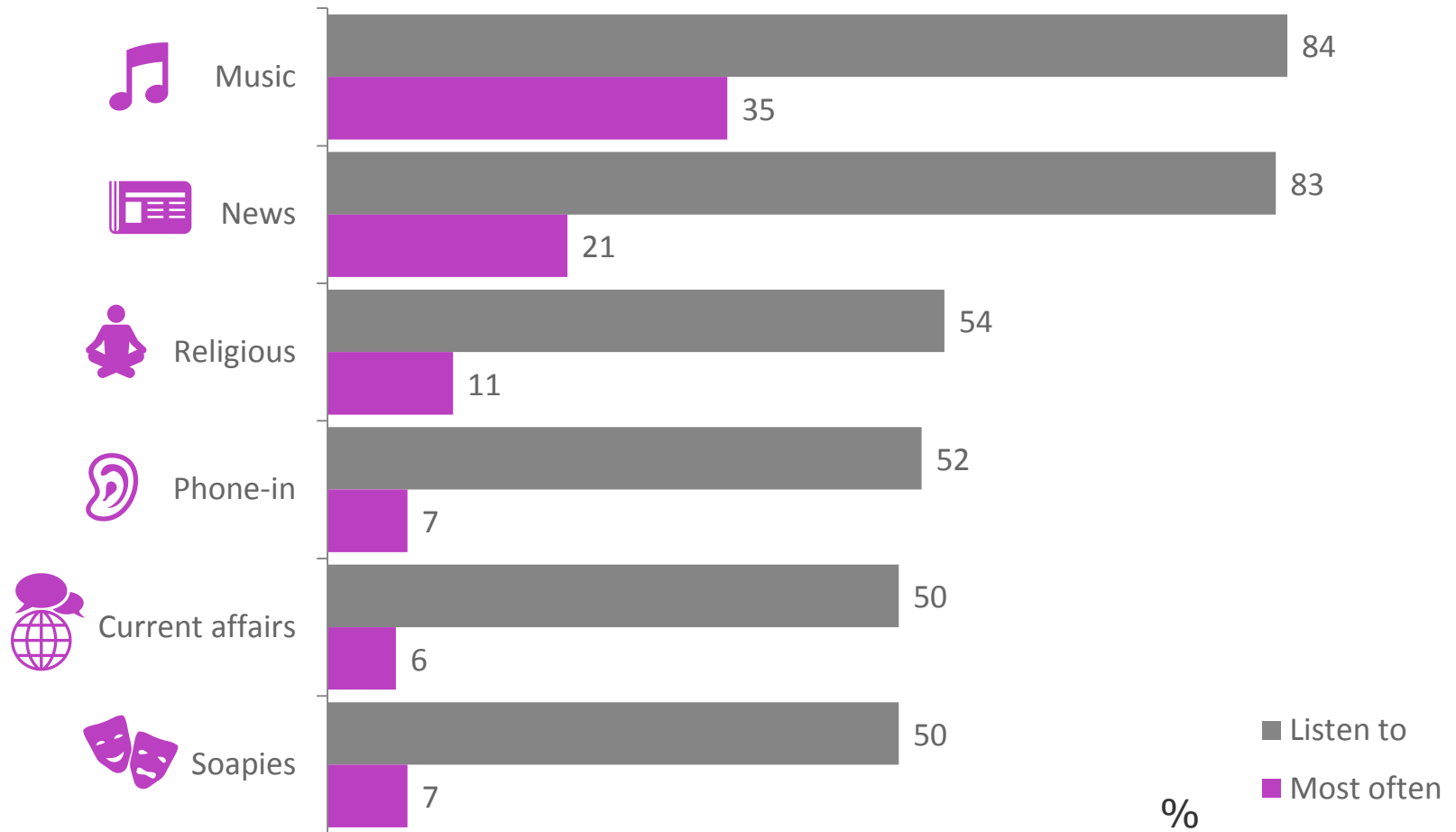
Listen to

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

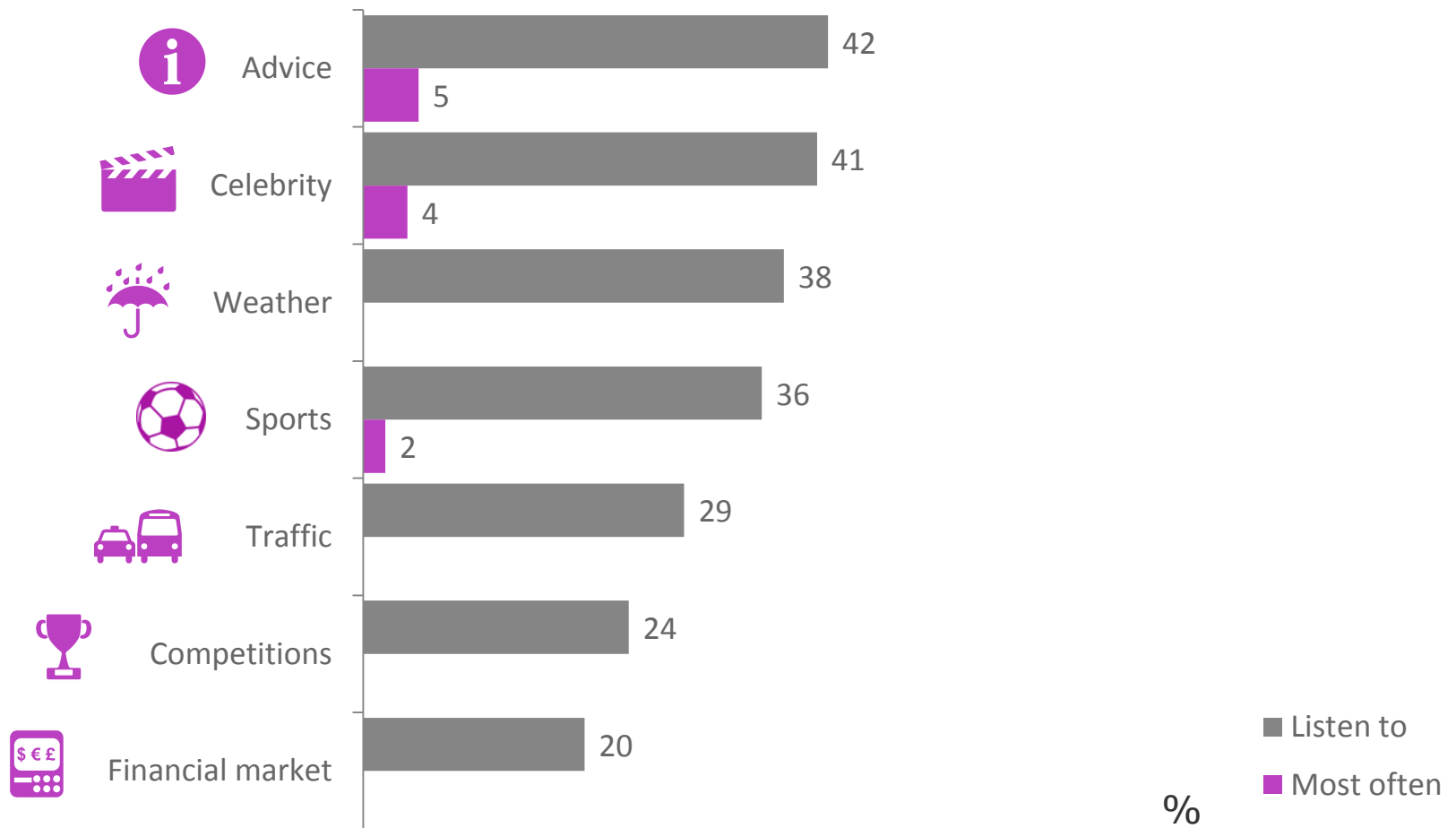
Most often

And which do you listen to most often?

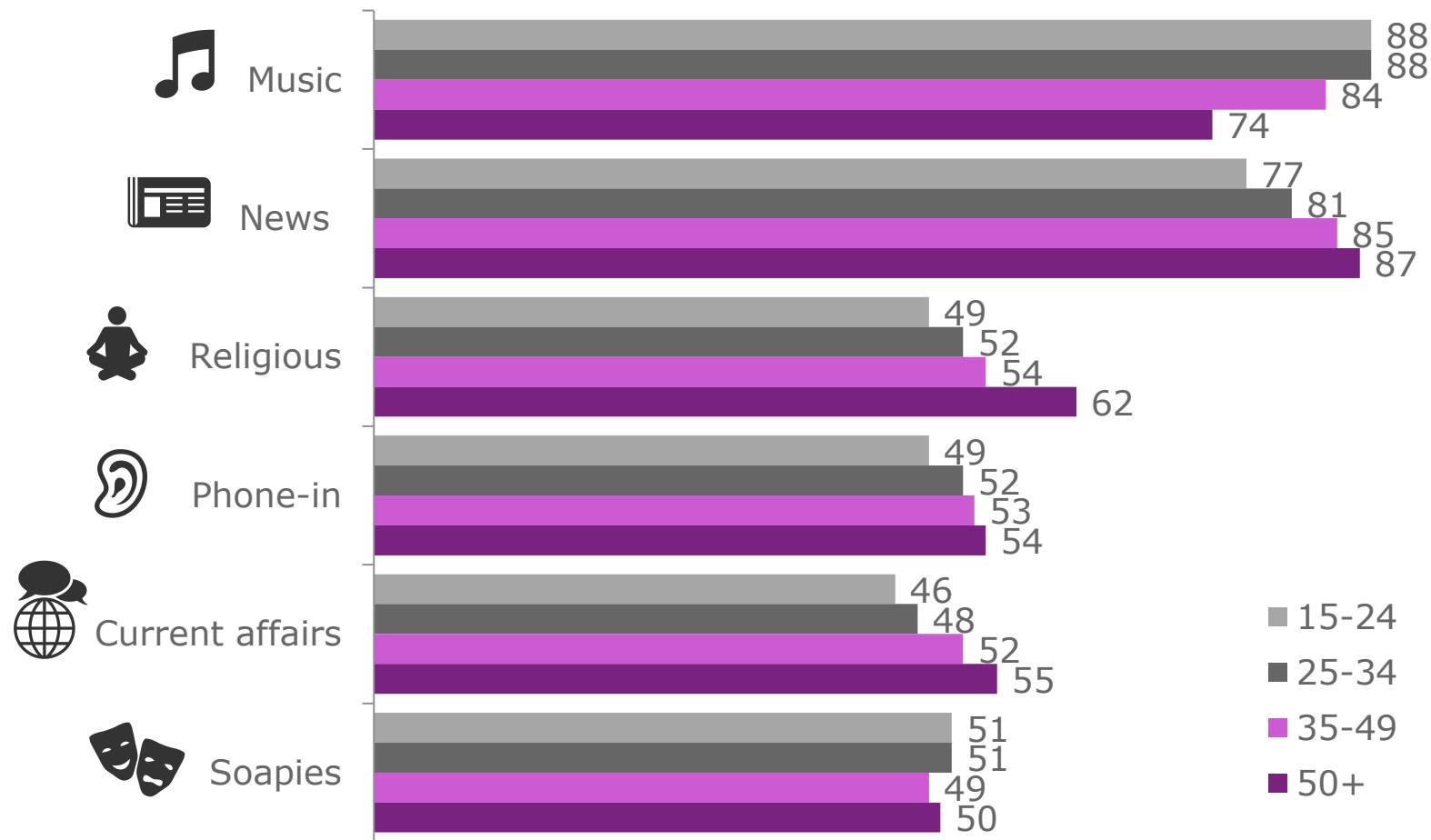
LISTEN TO/MOST OFTEN...



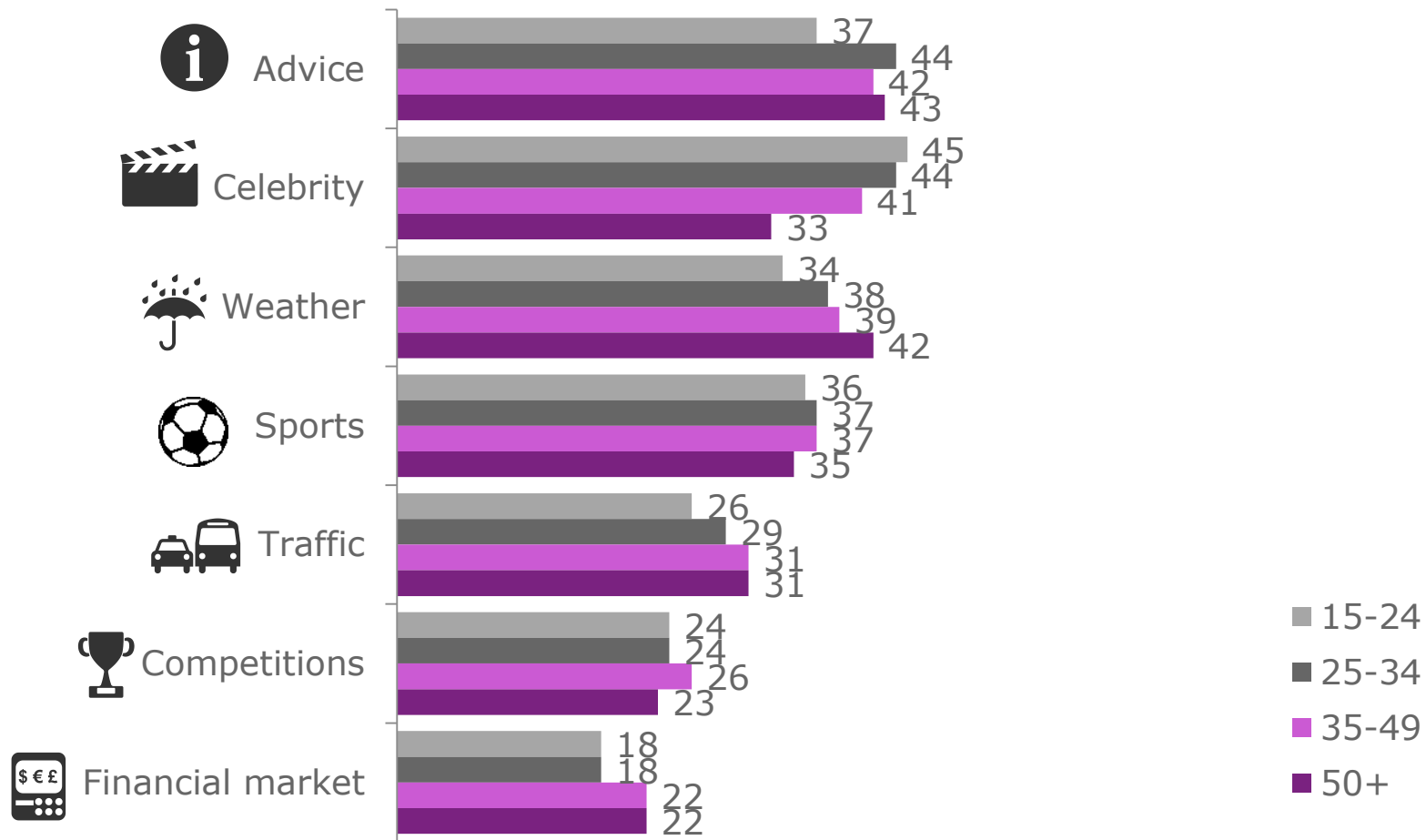
LISTEN TO/MOST OFTEN...



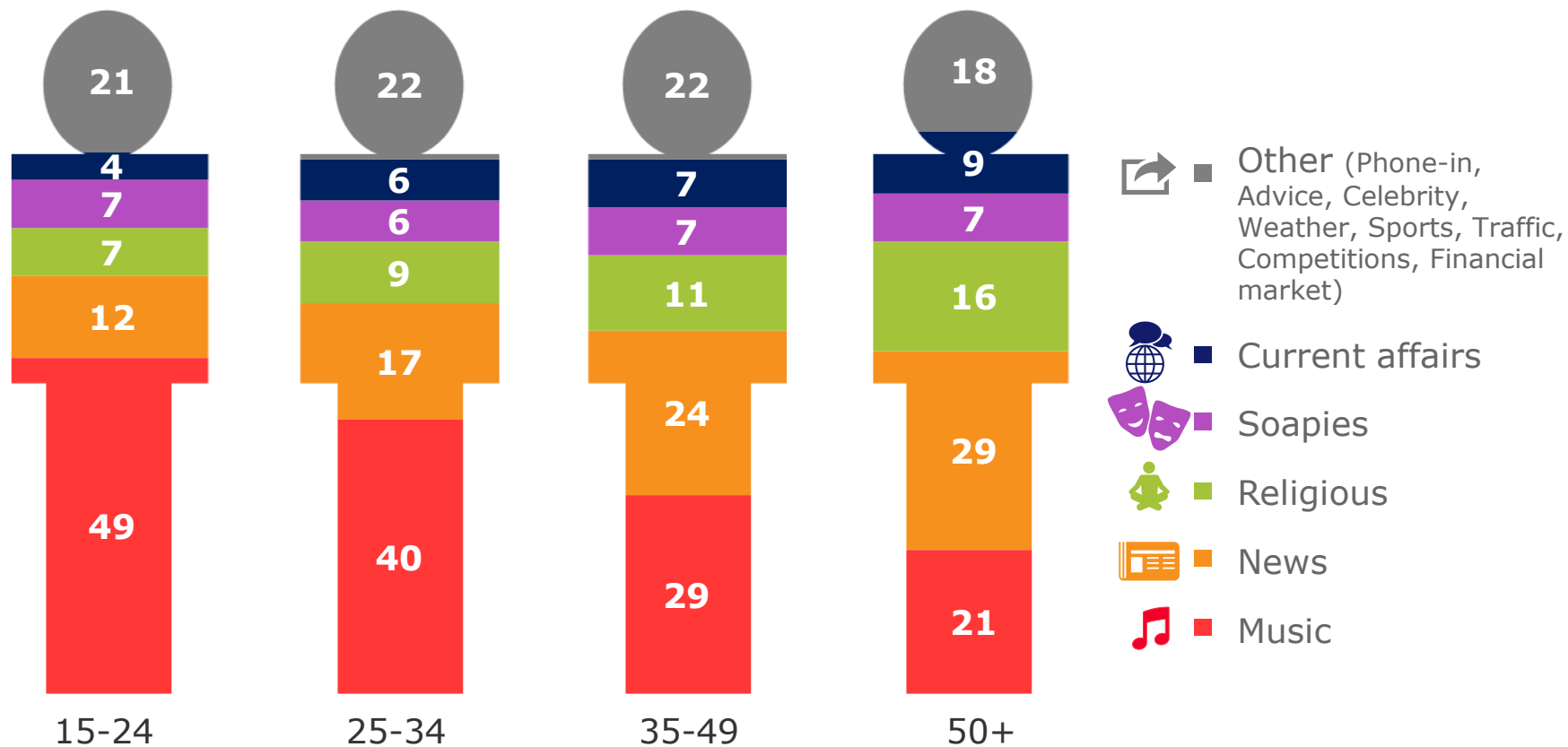
LISTEN TO... BY AGE



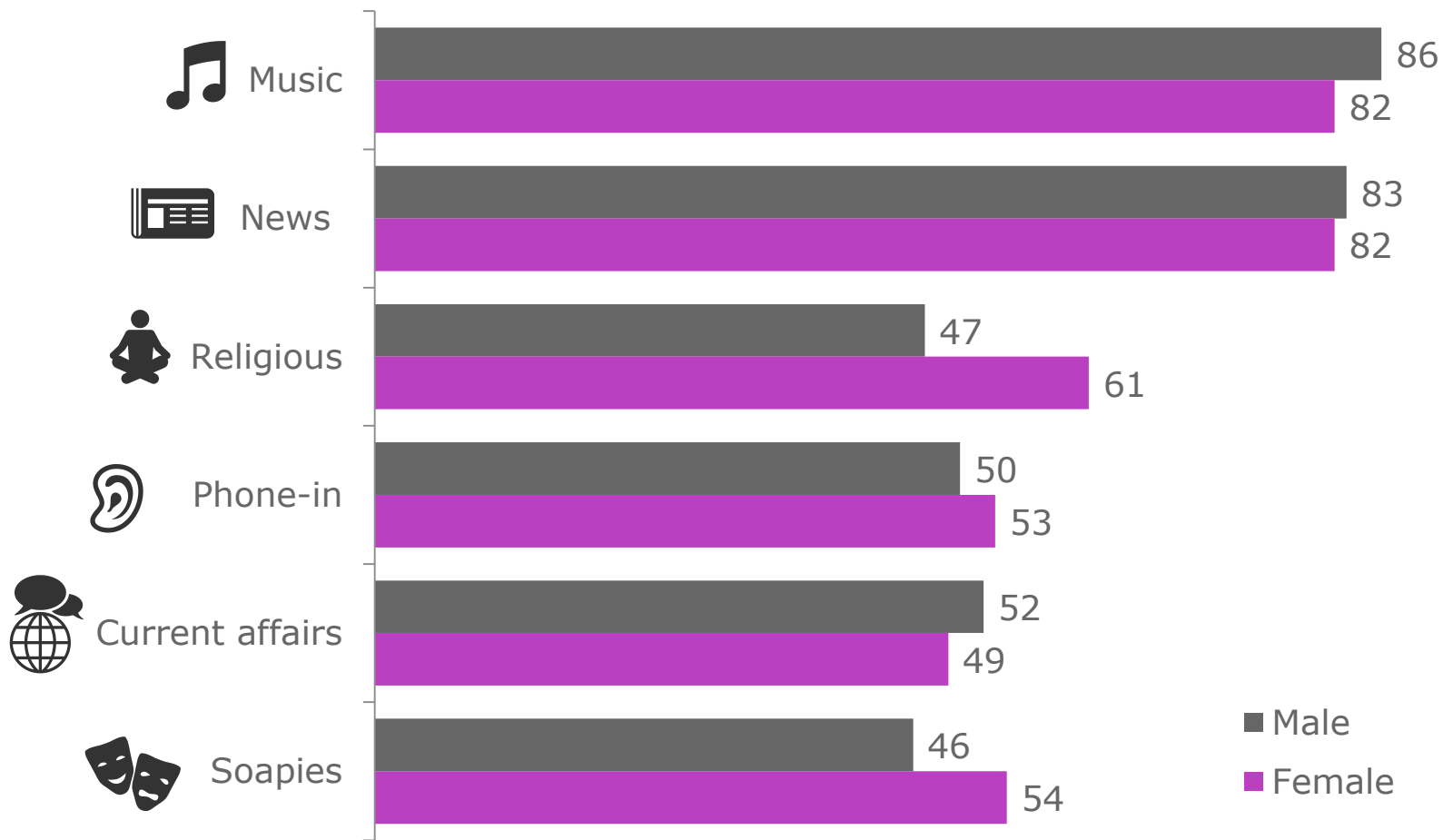
LISTEN TO... BY AGE



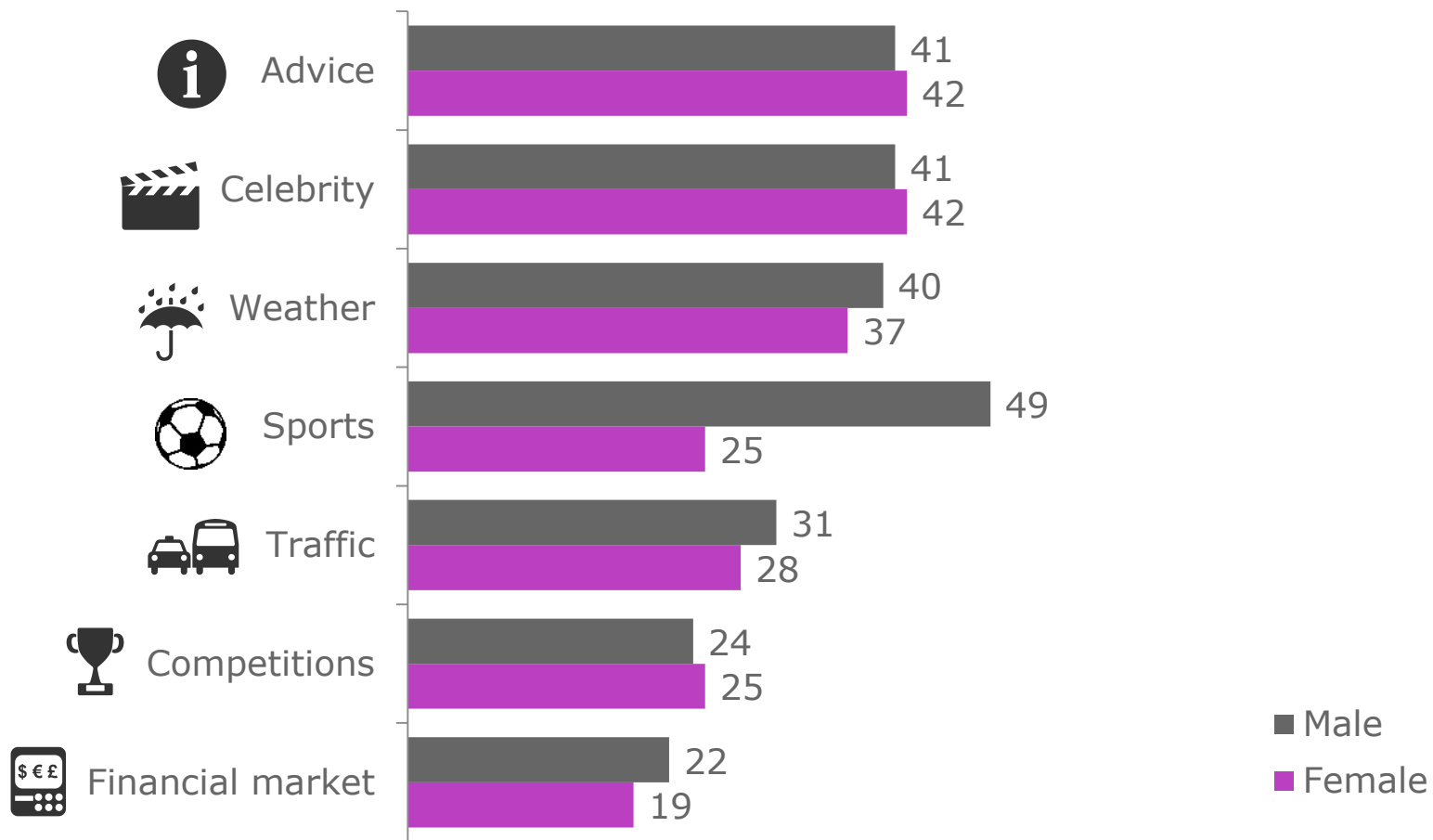
MOST OFTEN... BY AGE



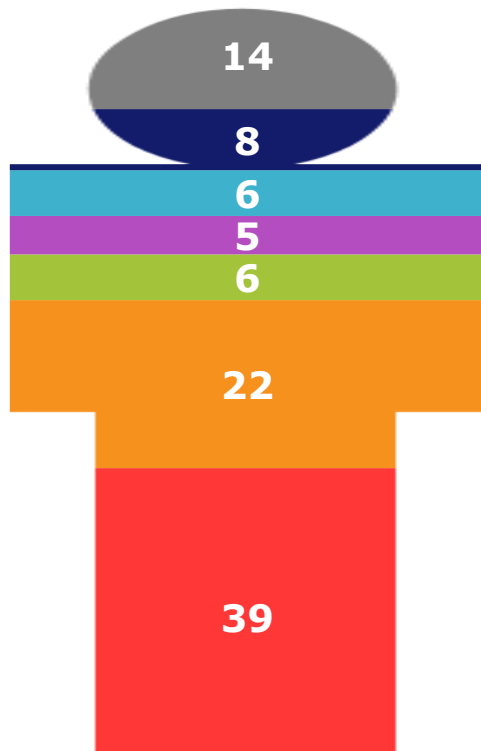
LISTEN TO... BY GENDER



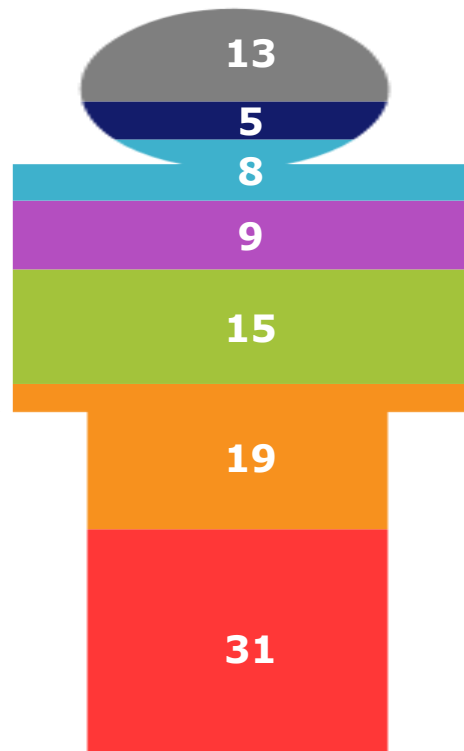
LISTEN TO... BY GENDER










MOST OFTEN... BY GENDER



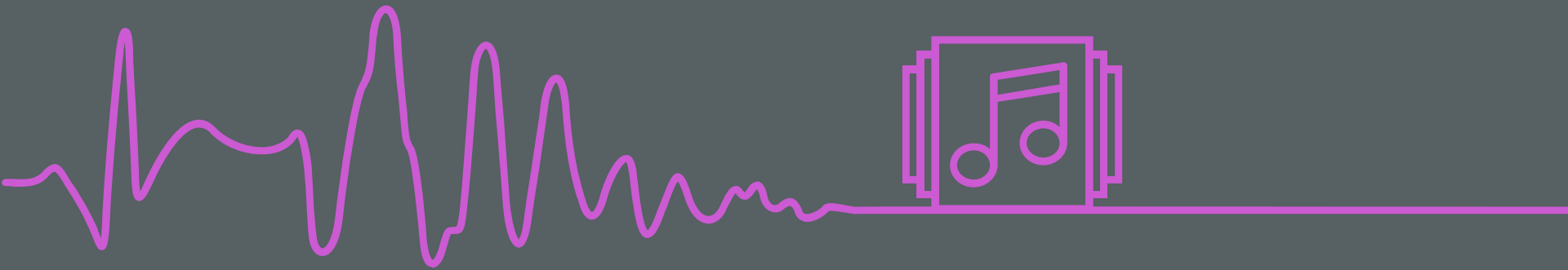
Male



Female

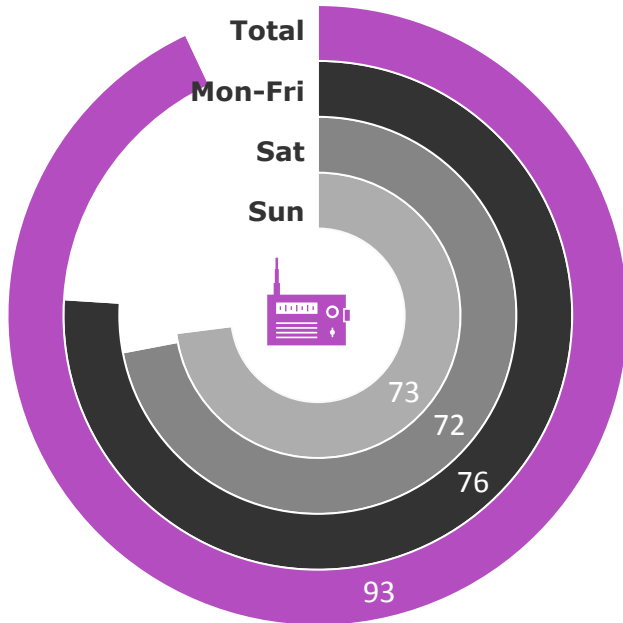
-  Other (Advice, Celebrity, Weather, Sports, Traffic, Competitions, Financial market)
-  Current affairs
-  Phone-in
-  Soapies
-  Religious
-  News
-  Music

KEY SOUNDBITES



RADIO REACH is ...

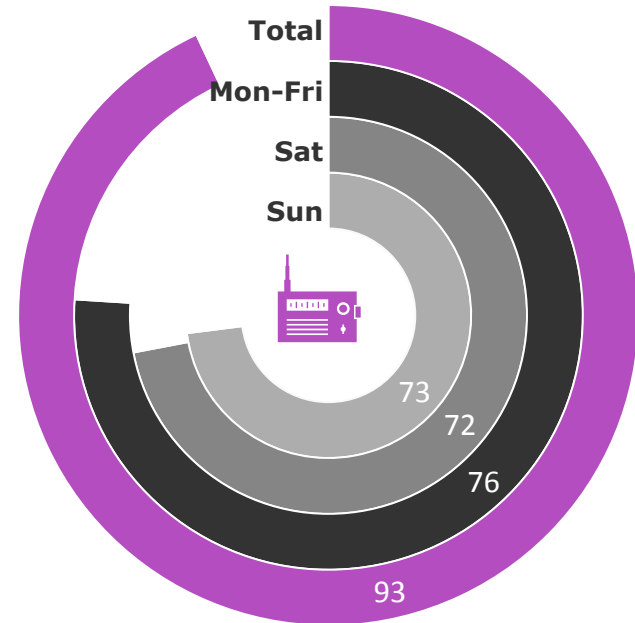
Jul'16-Dec'16



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

Oct'16-Mar'17



93% weekly reach = 36,6 million listeners listening anytime in the week

76% daily reach (Mon-Fri) = 30,1 million listeners on an average weekday

... EVERYWHERE!

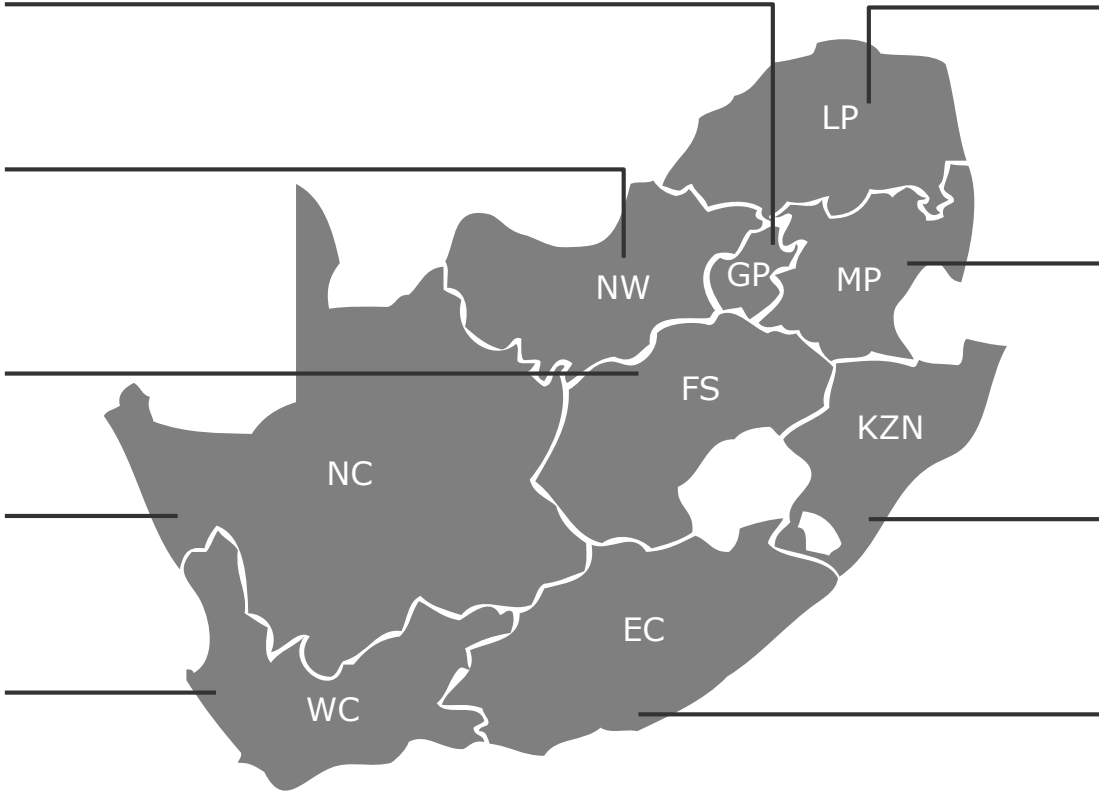
94% =
9.4m

91% =
2.4m

85% =
1.7m

86% =
748k

89% =
4.3m



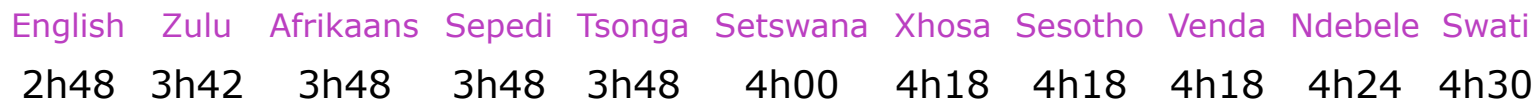
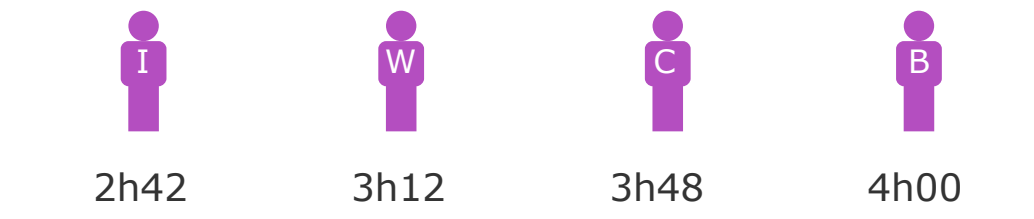
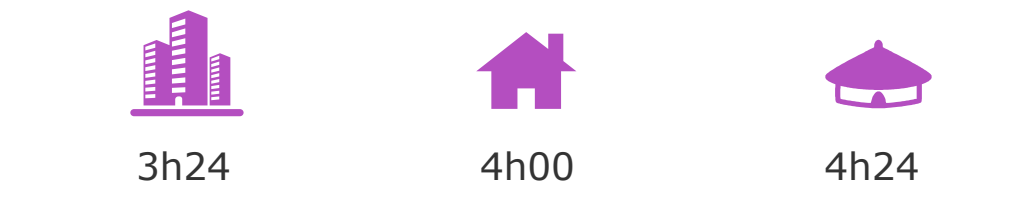
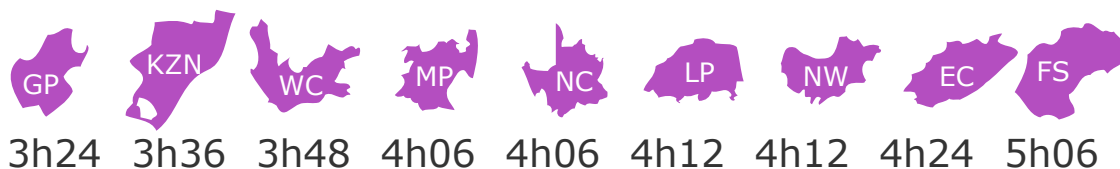
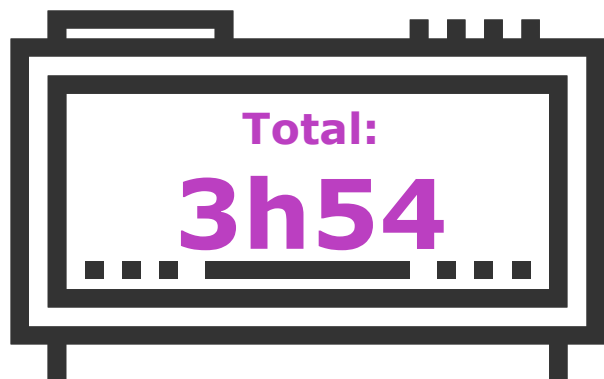
93% =
3.5m

92% =
2.7m

96% =
7.2m

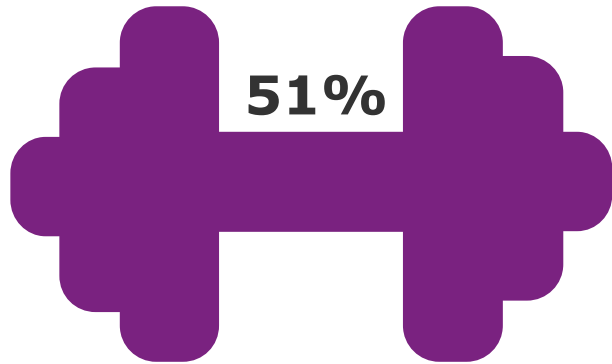
95% =
4.5m

LONG LISTENING

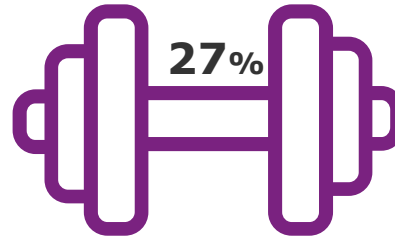


HEAVY LISTENING

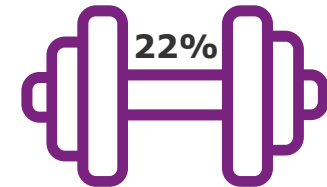
Heavy
(>20 hours pw)



Medium
(10.25-20 hours pw)



Light
(0.25-10 hours pw)



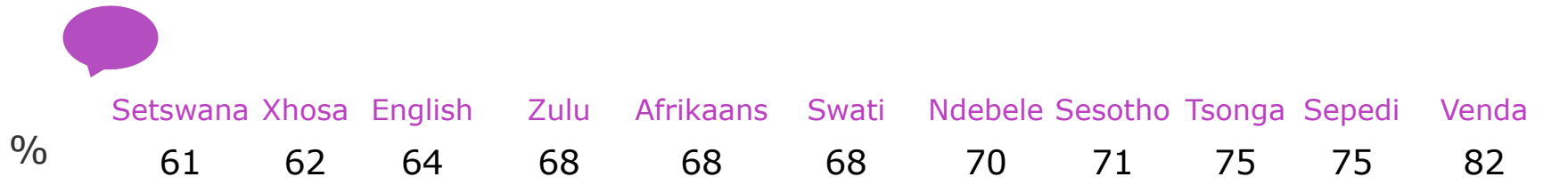
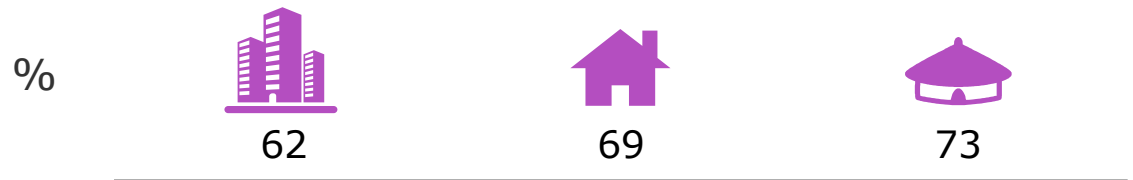
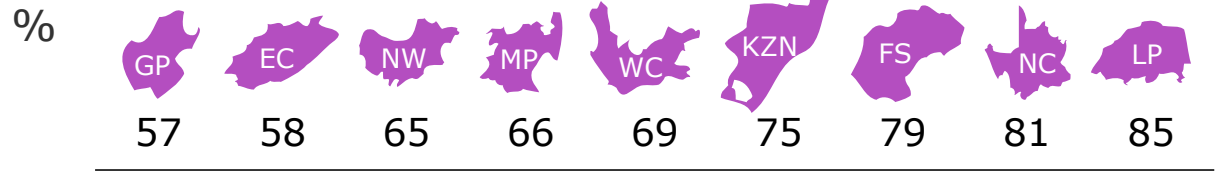
LOYAL LISTENERS



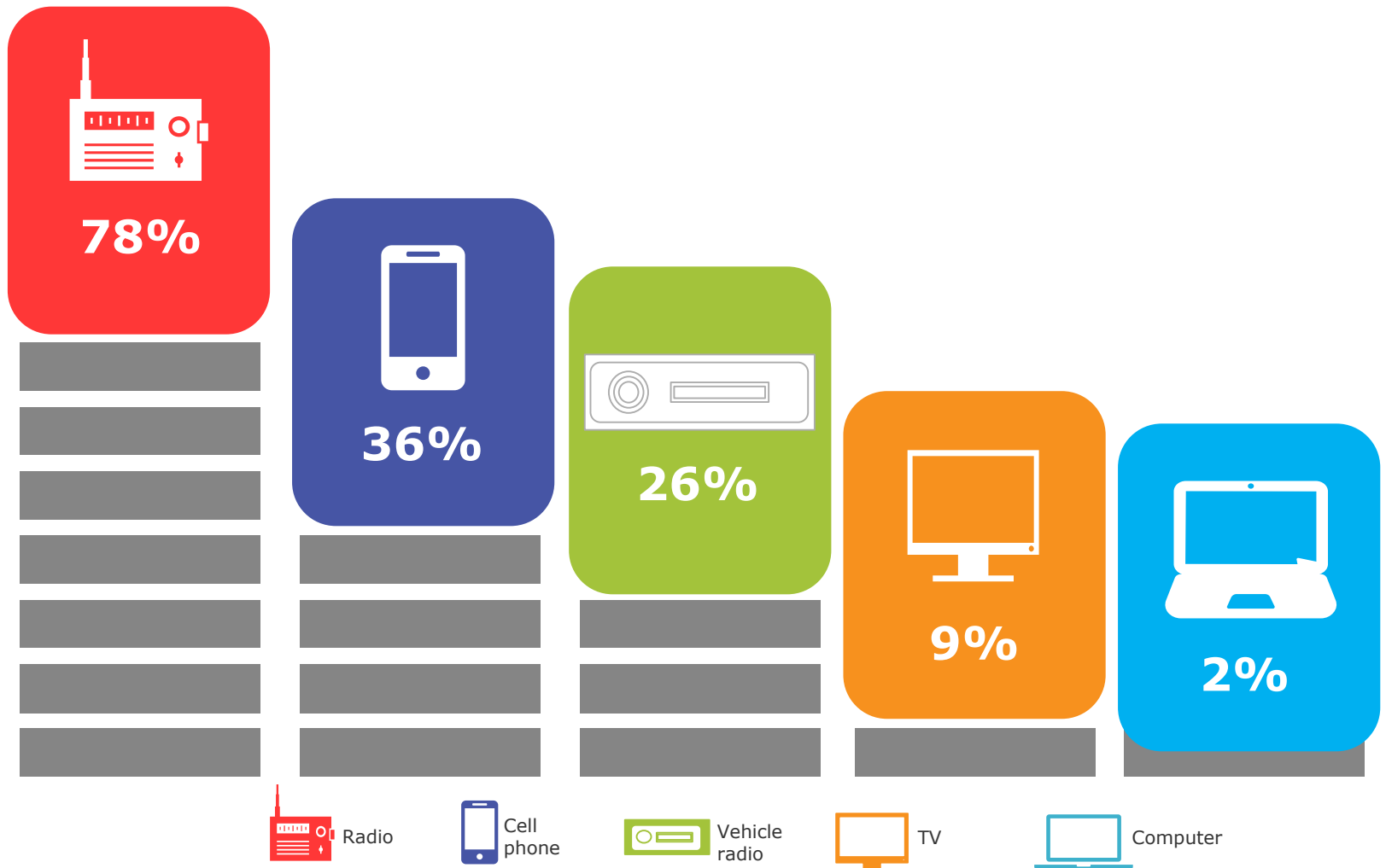
Total:

68%

listen to only one station

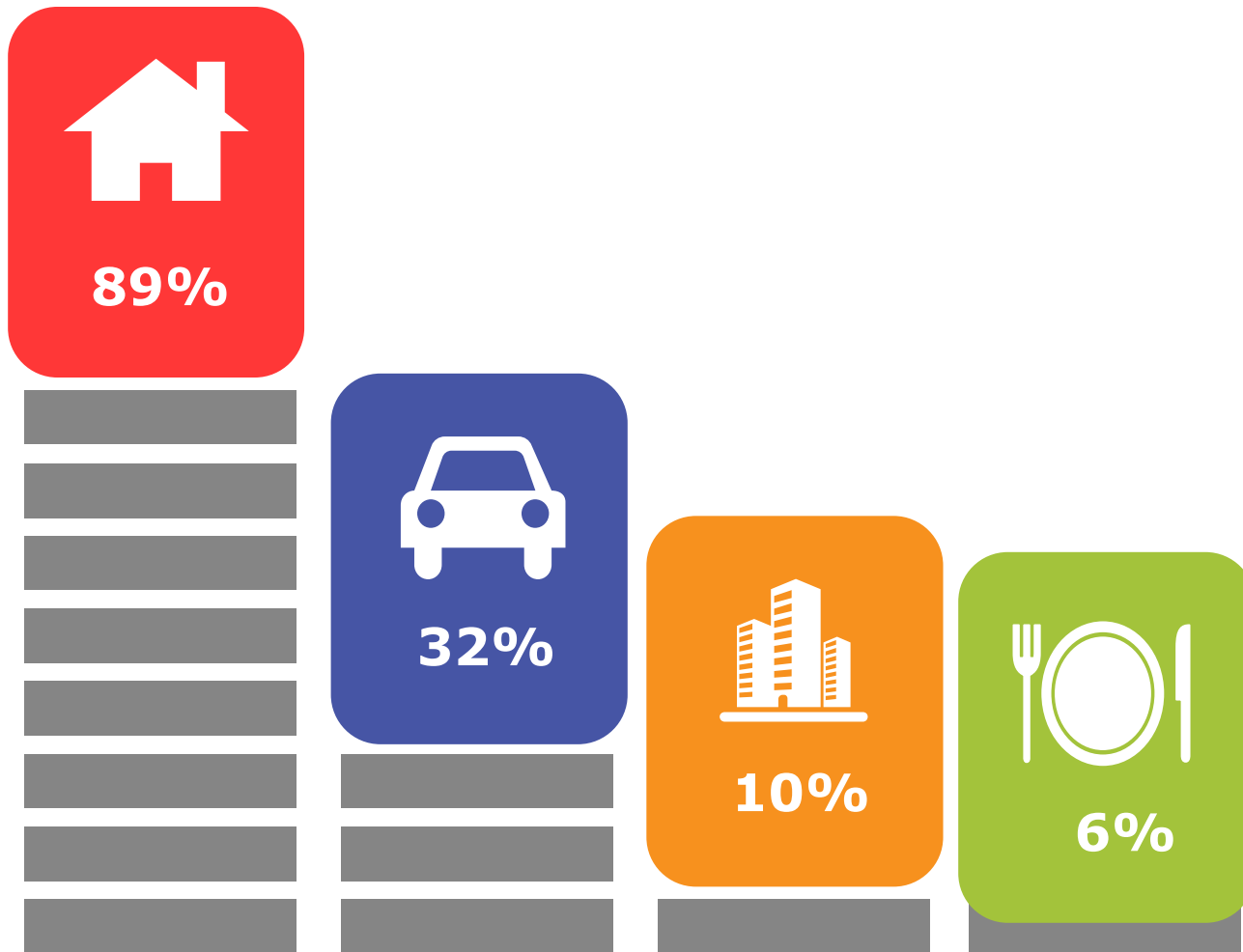


DEVICE captures HOW



Source: BRC RAM Oct'16-Mar'17 (n=31,946)

LOCATION captures WHERE



Home



Vehicle

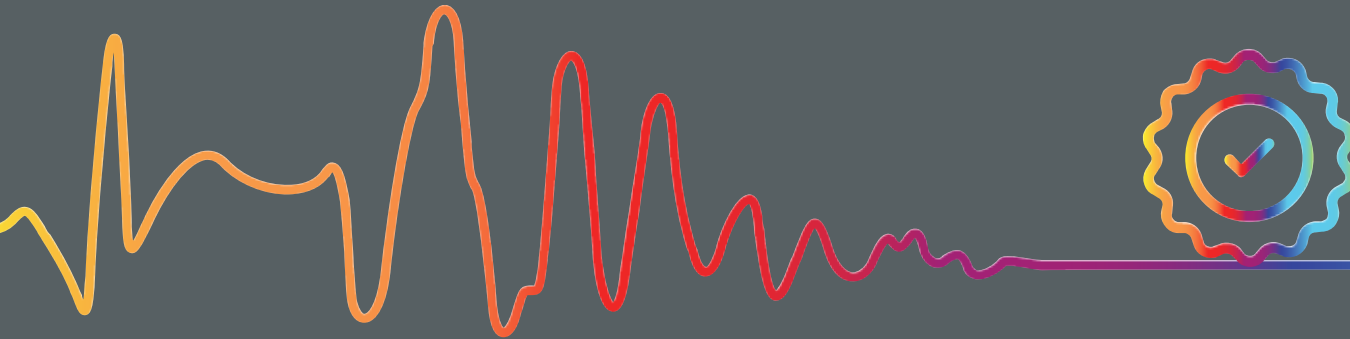


Work/University/
College



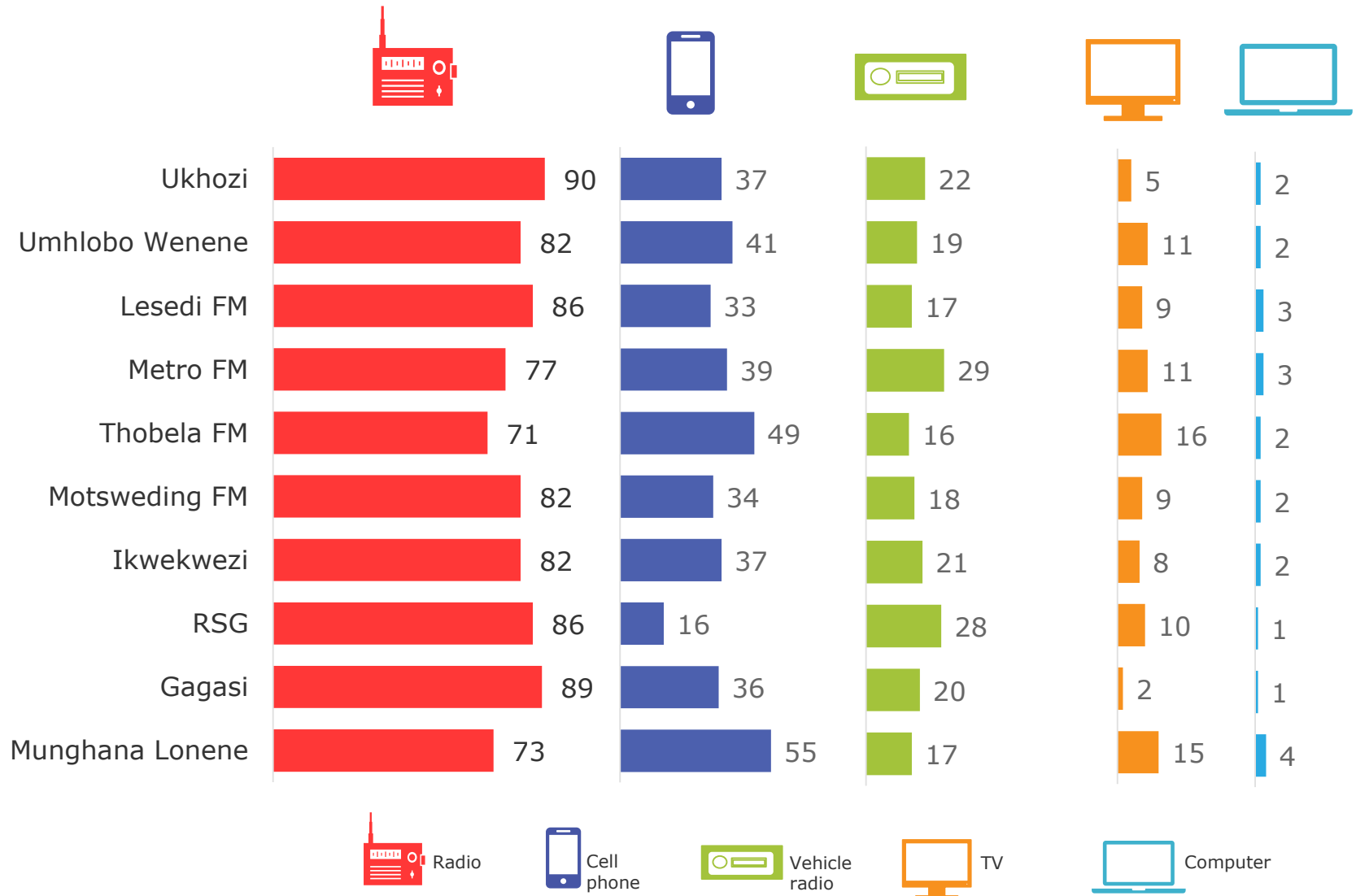
Restaurant/Shopping centre/
Airport

DEVICE & LOCATION



Station listening by **DEVICE**

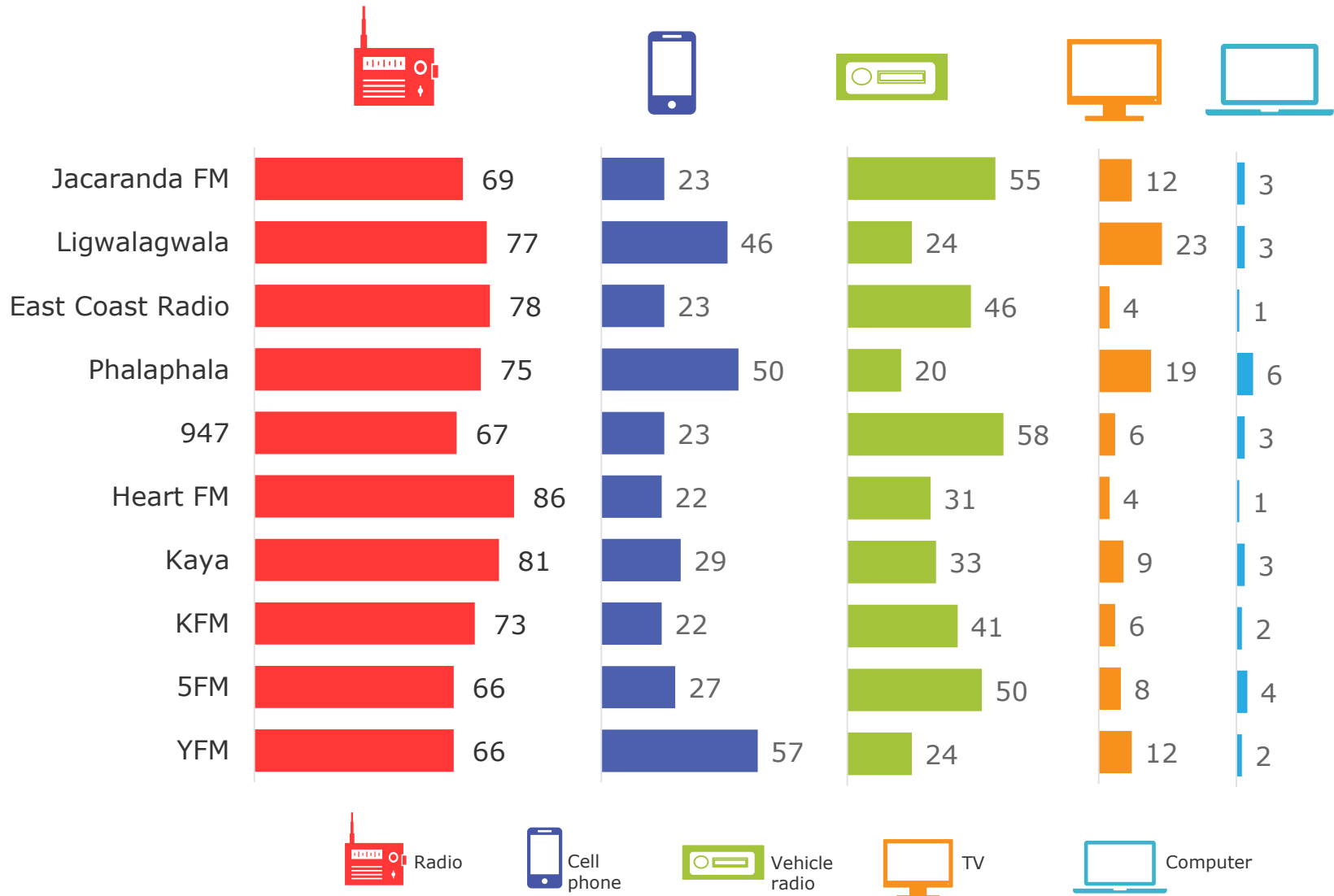
Commercial and PBS



Source: BRC RAM Oct'16-Mar'17 (National: n=31,946)
Stations ranked on avg. daily audience (Mon-Sun)

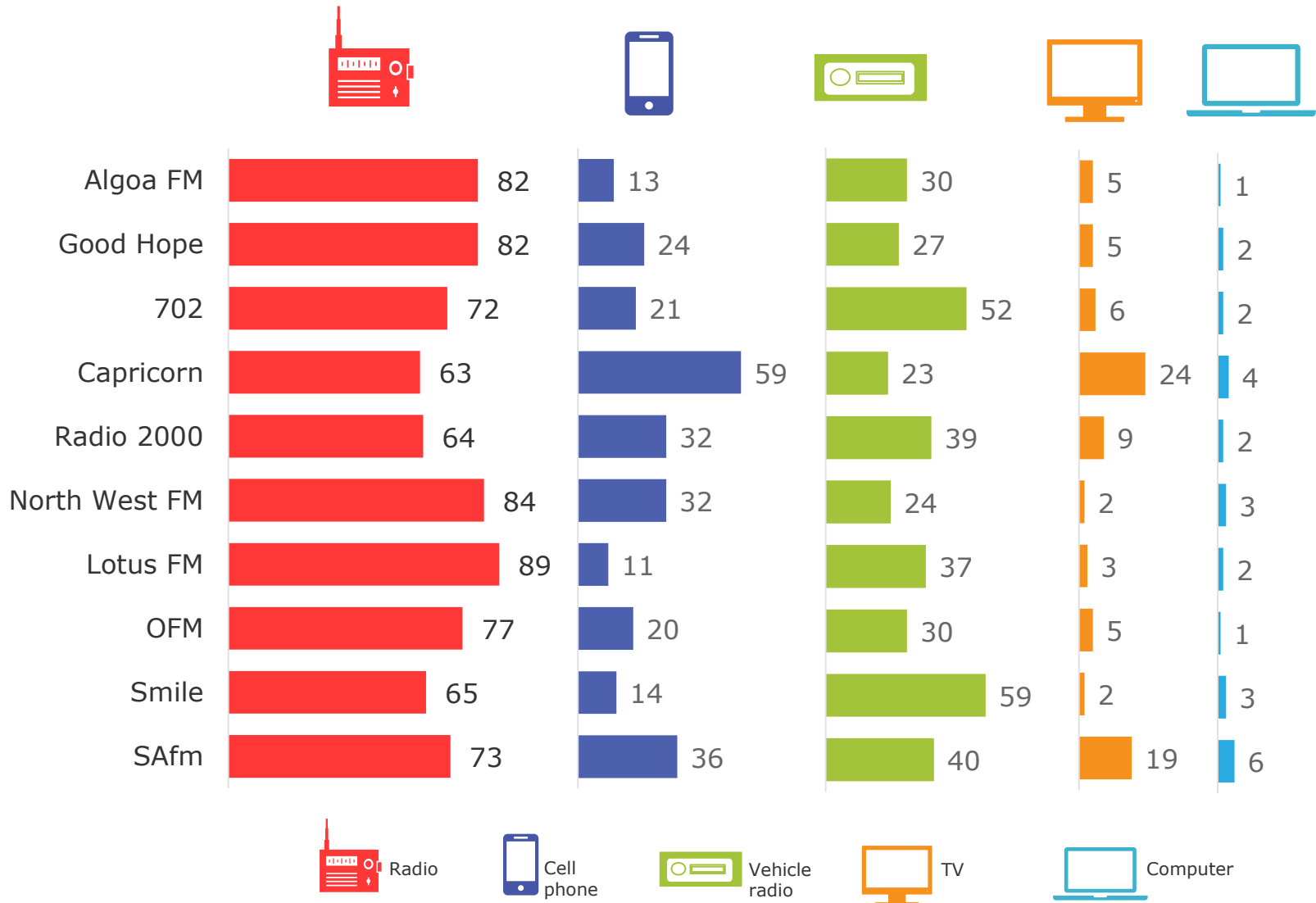
Station listening by **DEVICE**

Commercial and PBS



Station listening by **DEVICE**

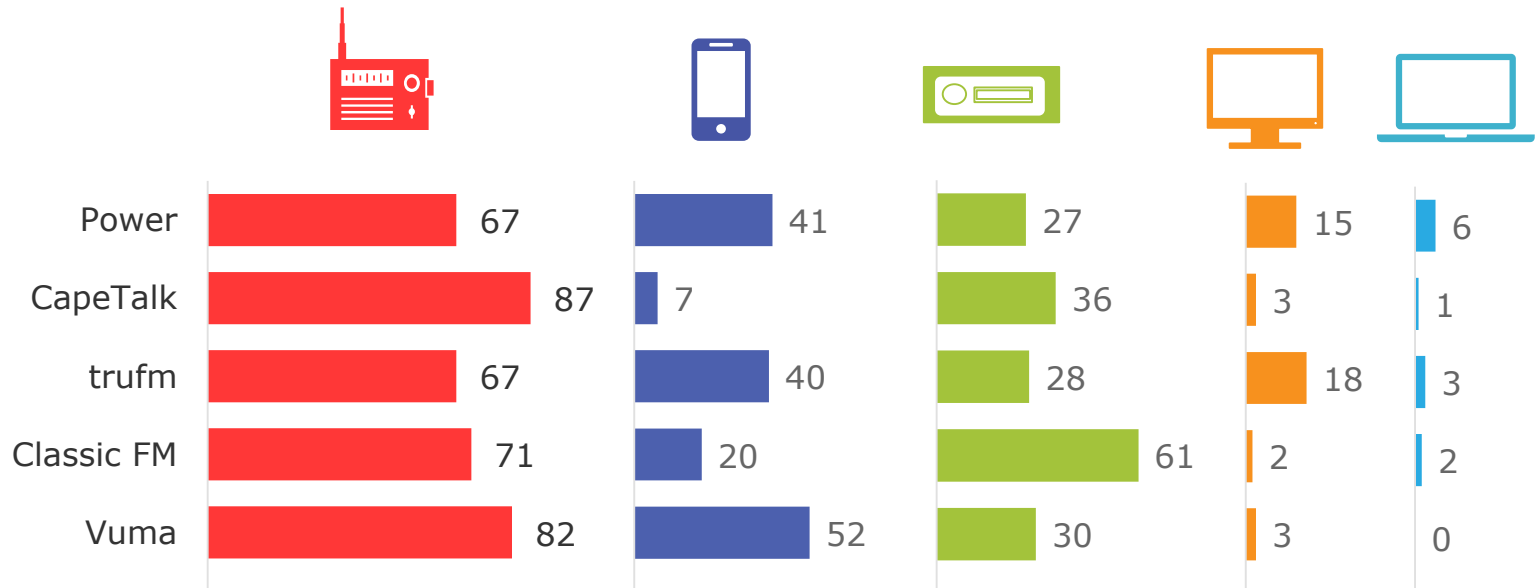
Commercial and PBS



Source: BRC RAM Oct'16-Mar'17 (National: n=31,946)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell phone



Vehicle radio



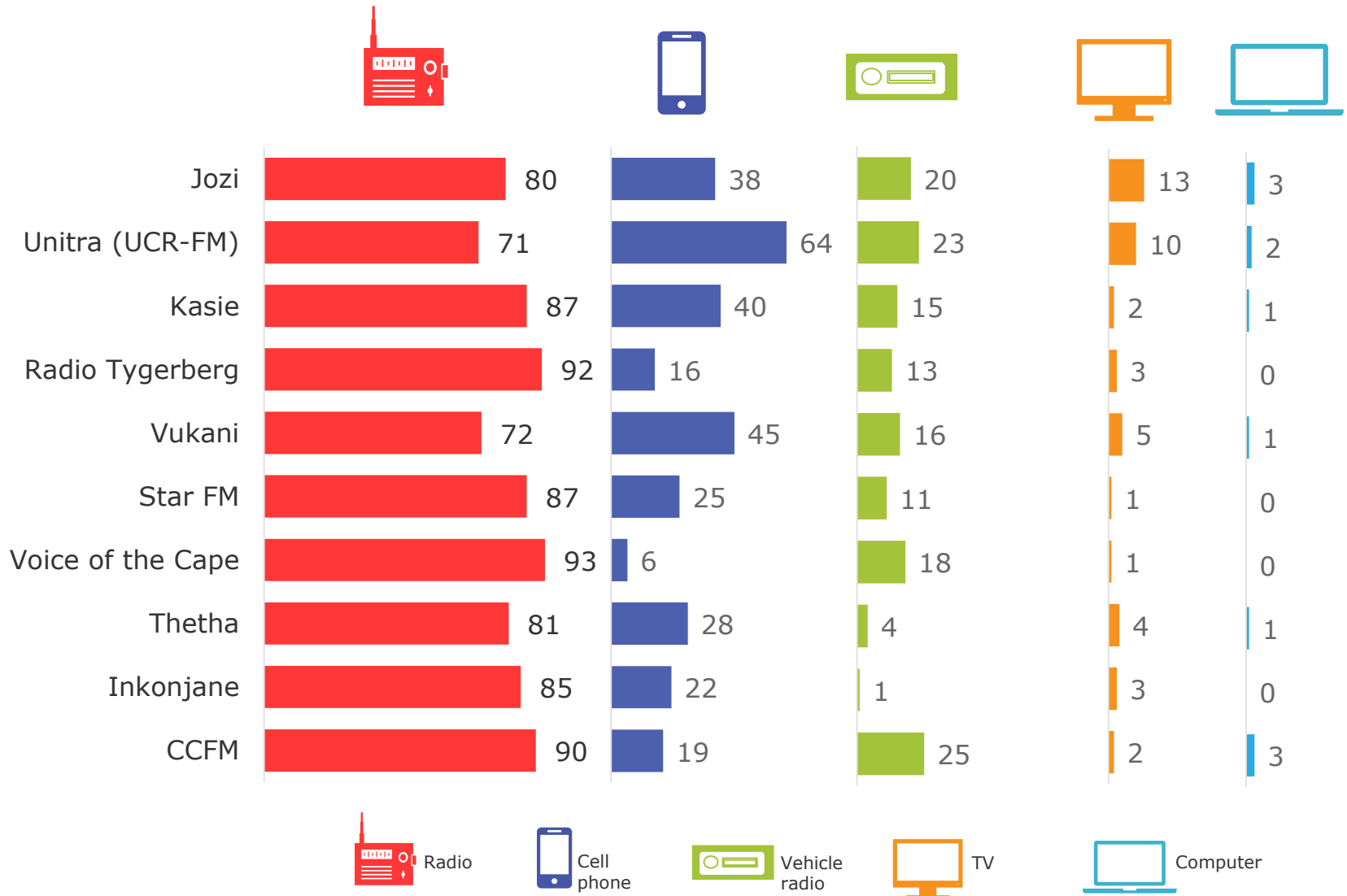
TV



Computer

Station listening by **DEVICE**

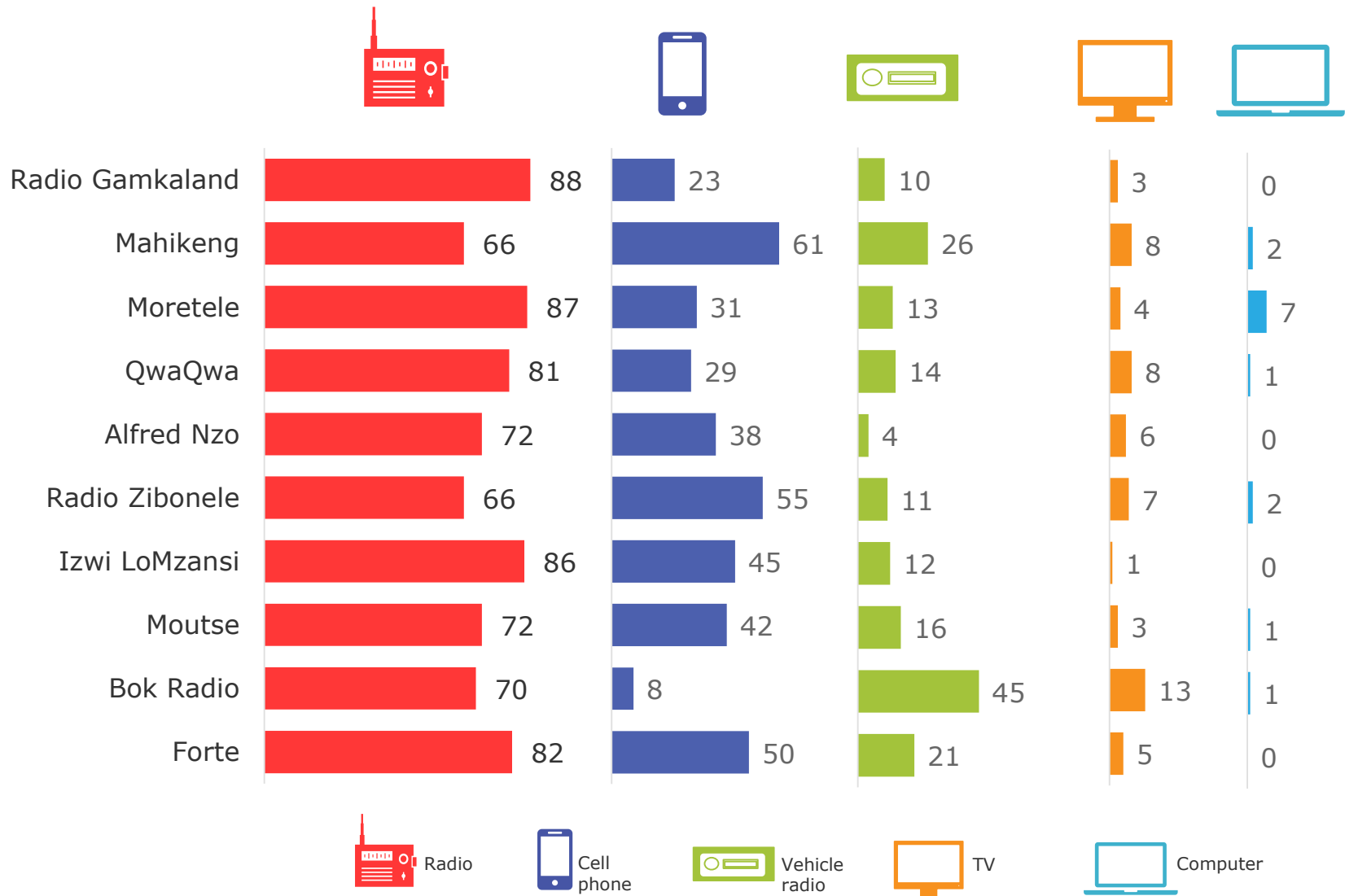
Community



Source: BRC RAM Oct'16-Mar'17 (National: n=31,946)
 Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

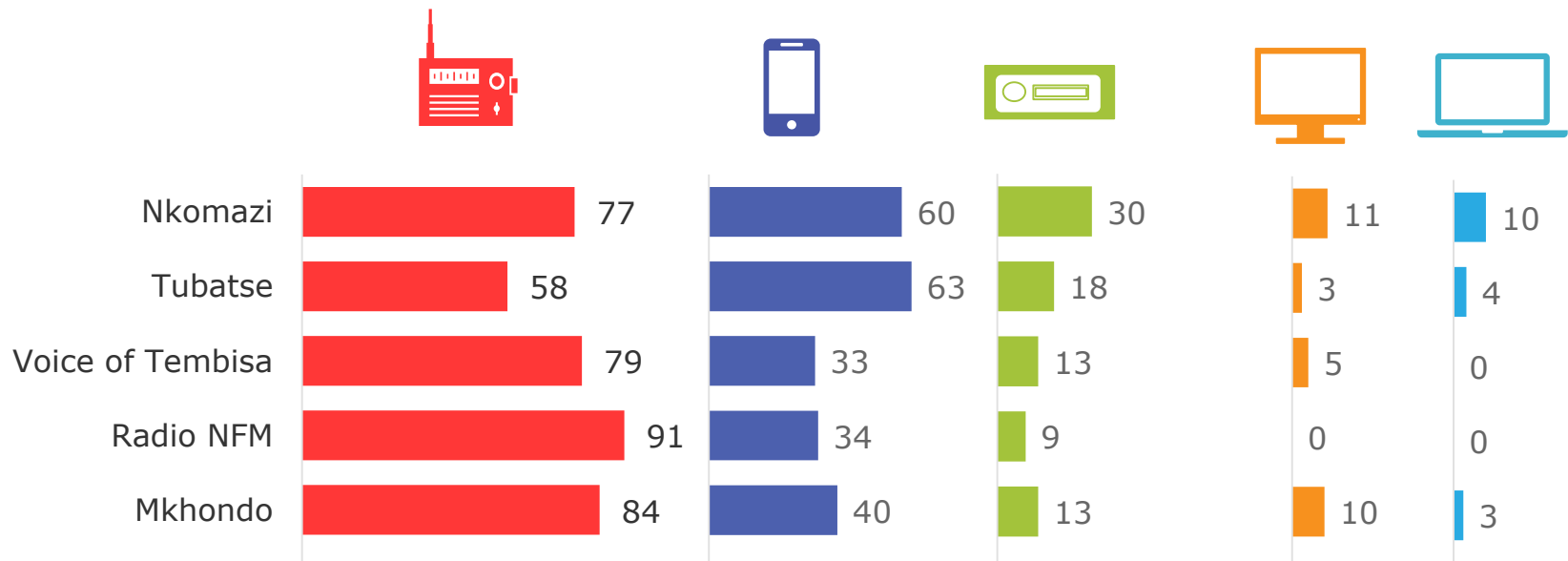
Community



Source: BRC RAM Oct'16-Mar'17 (National: n=31,946)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Community



Radio



Cell phone



Vehicle radio



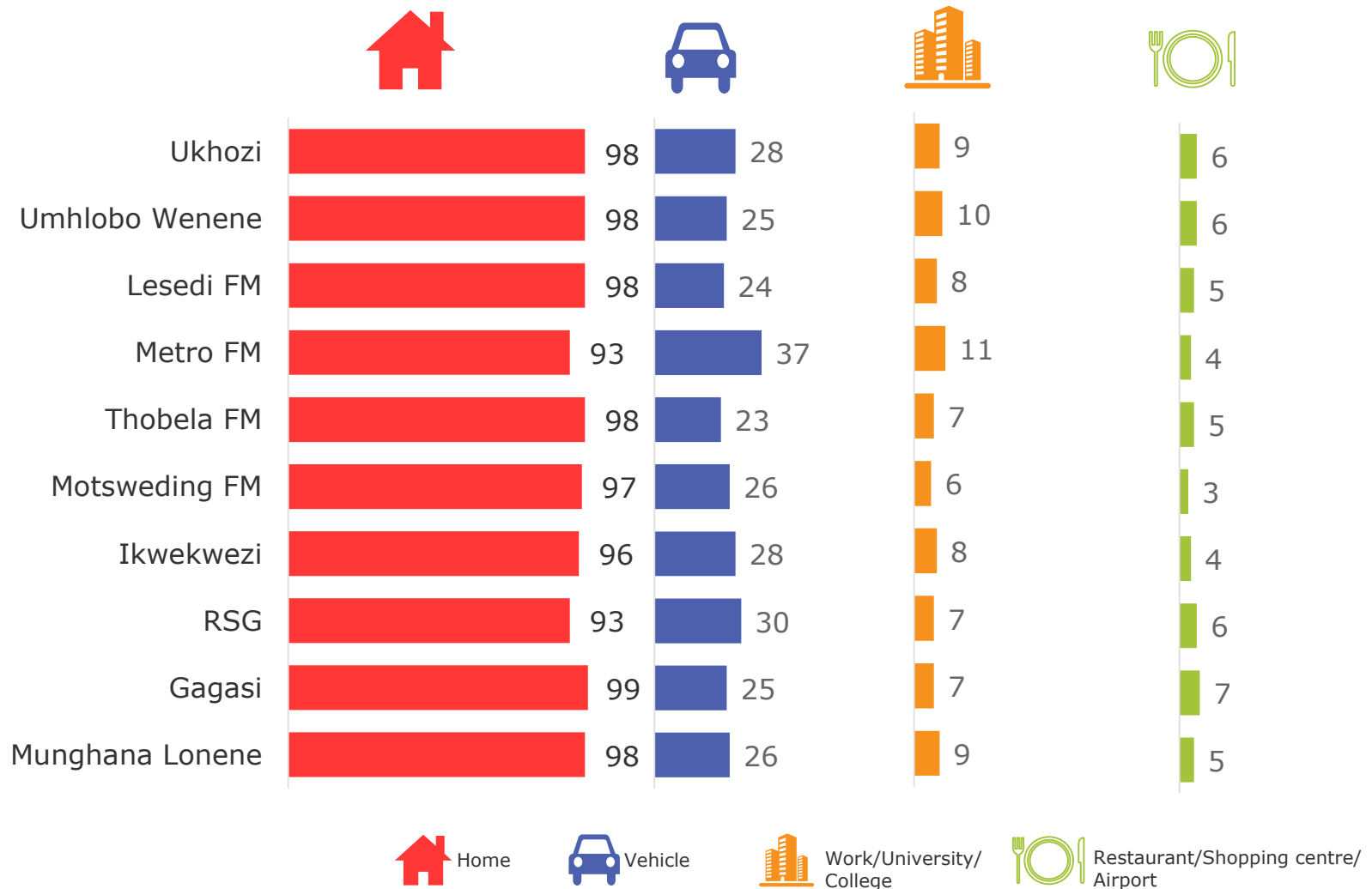
TV



Computer

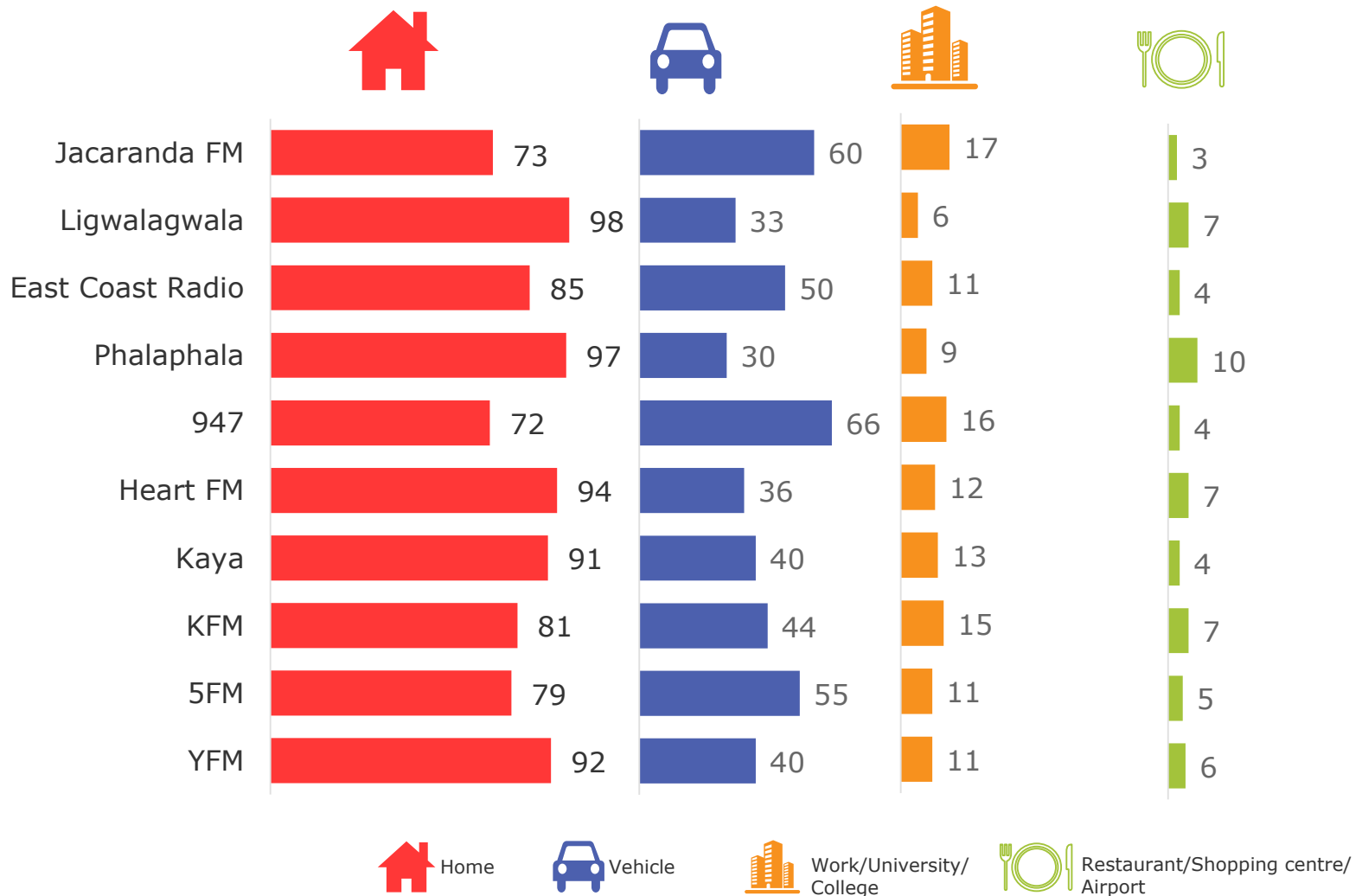
Station listening by LOCATION

Commercial and PBS



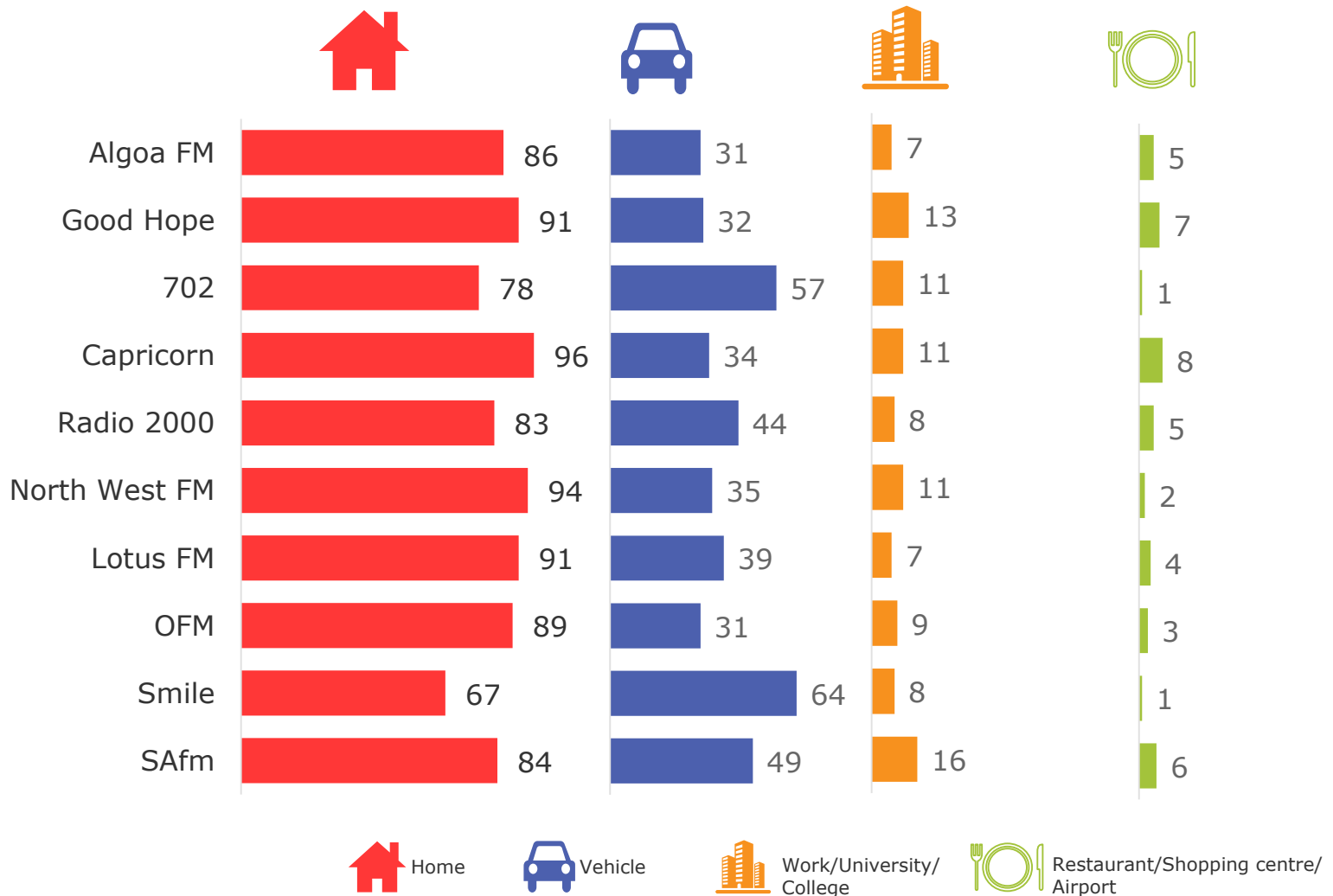
Station listening by LOCATION

Commercial and PBS



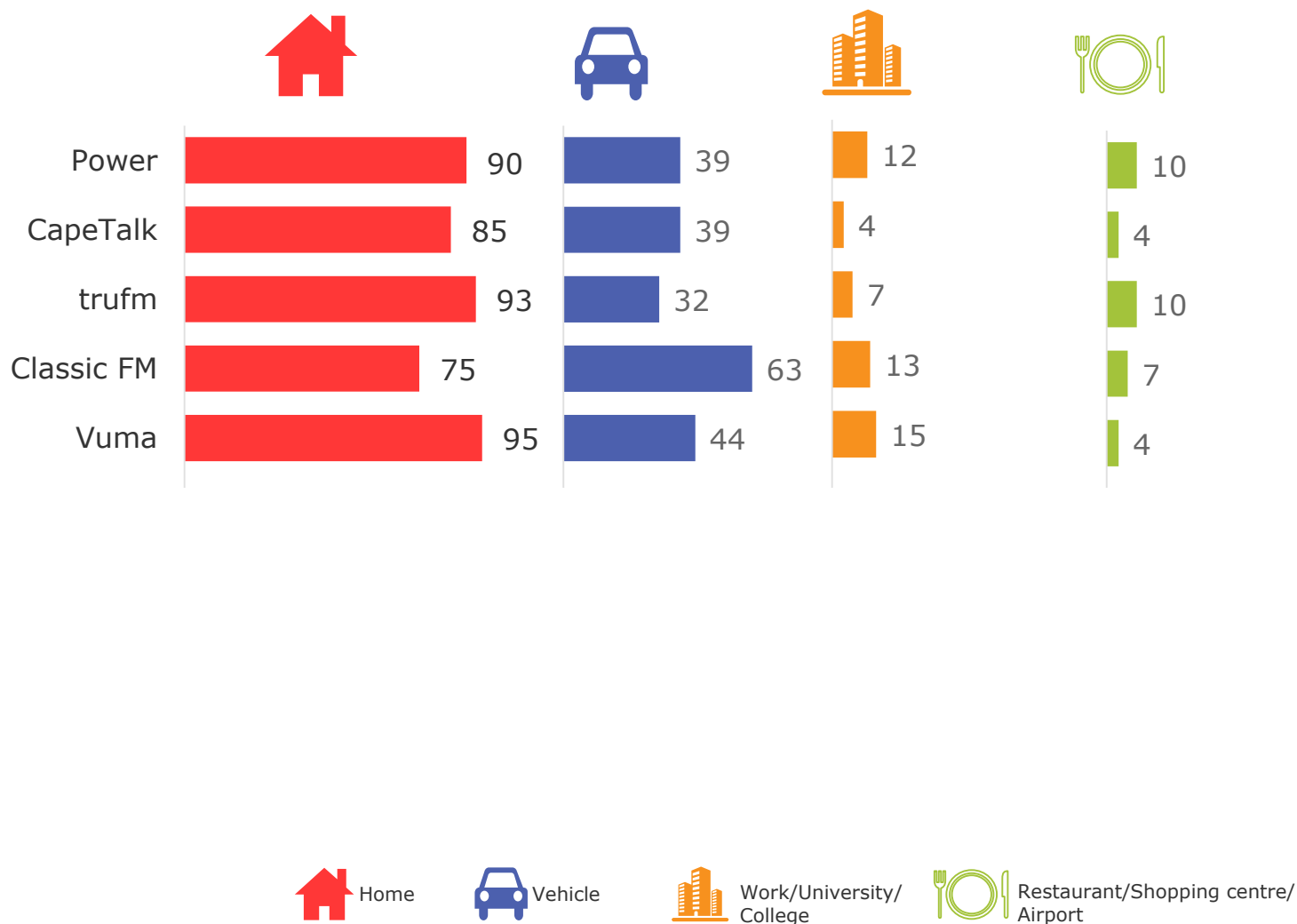
Station listening by LOCATION

Commercial and PBS



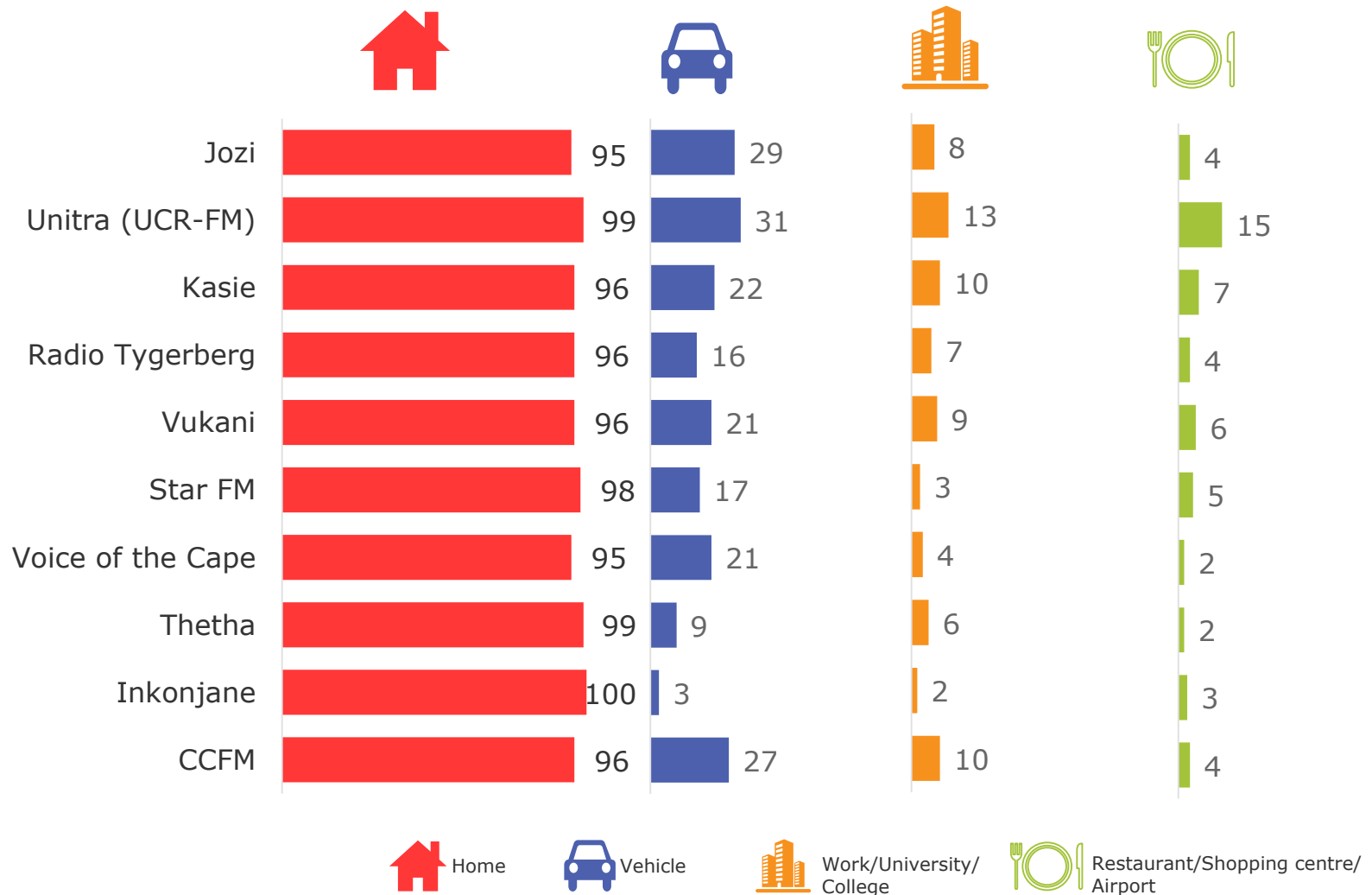
Station listening by LOCATION

Commercial and PBS



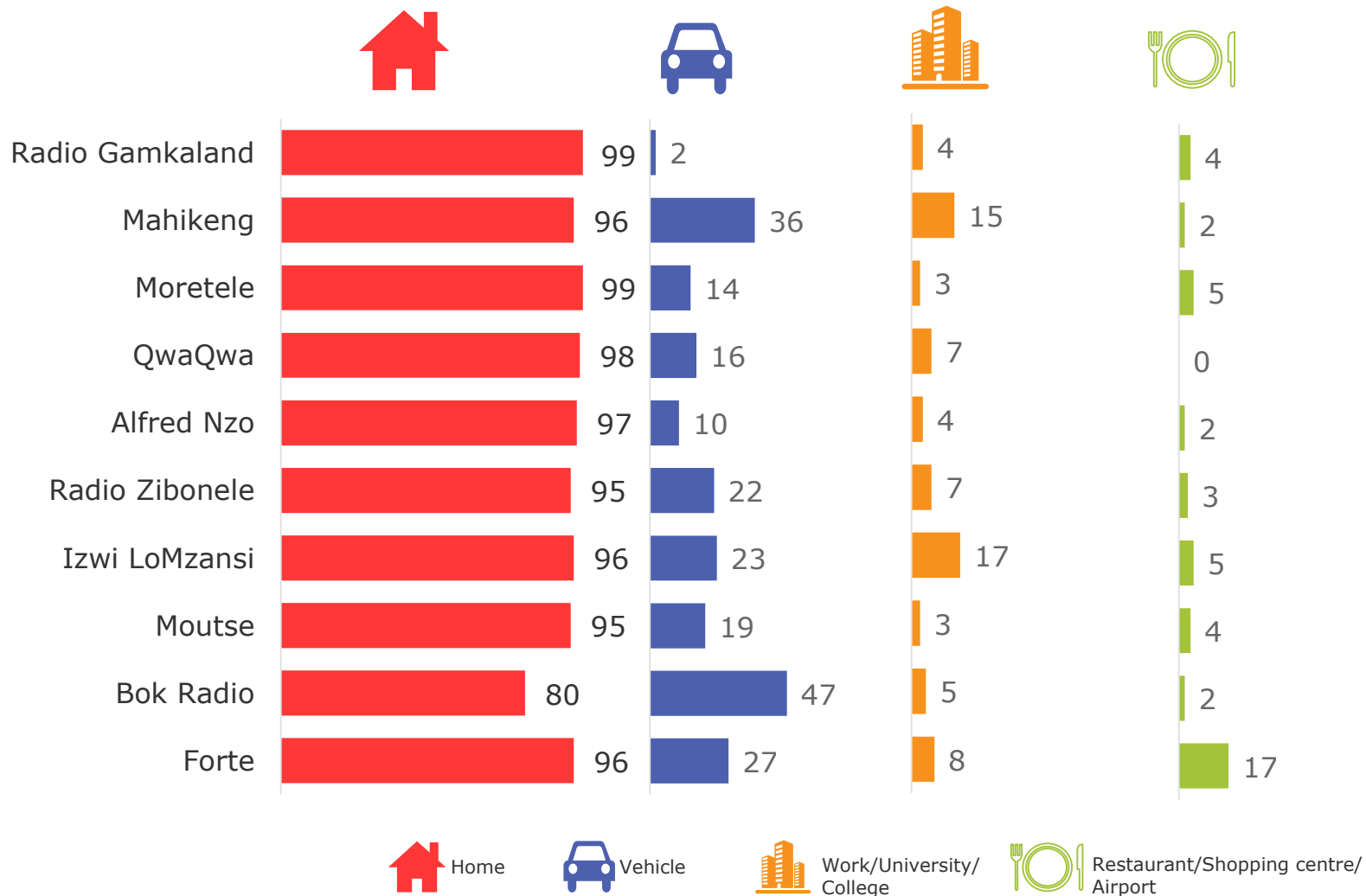
Station listening by LOCATION

Community



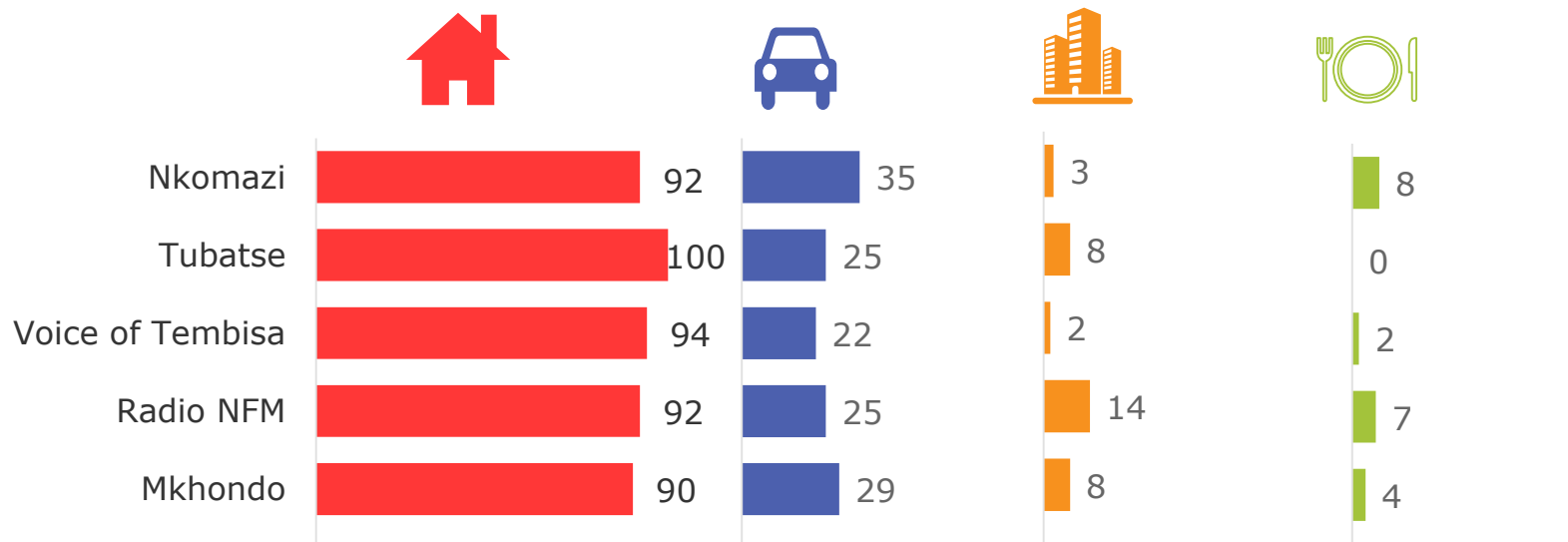
Station listening by LOCATION

Community



Station listening by LOCATION

Community



Home



Vehicle



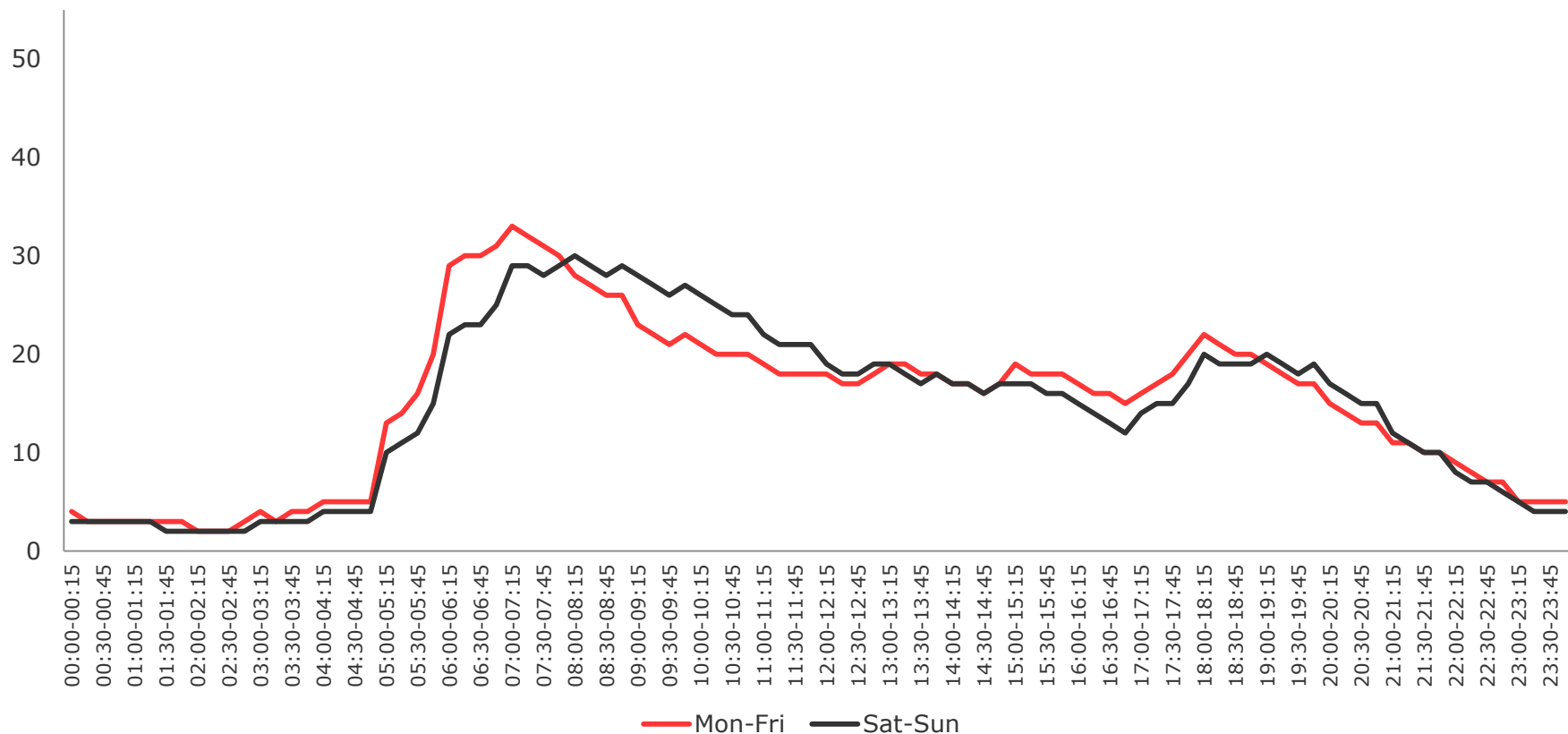
Work/University/
College



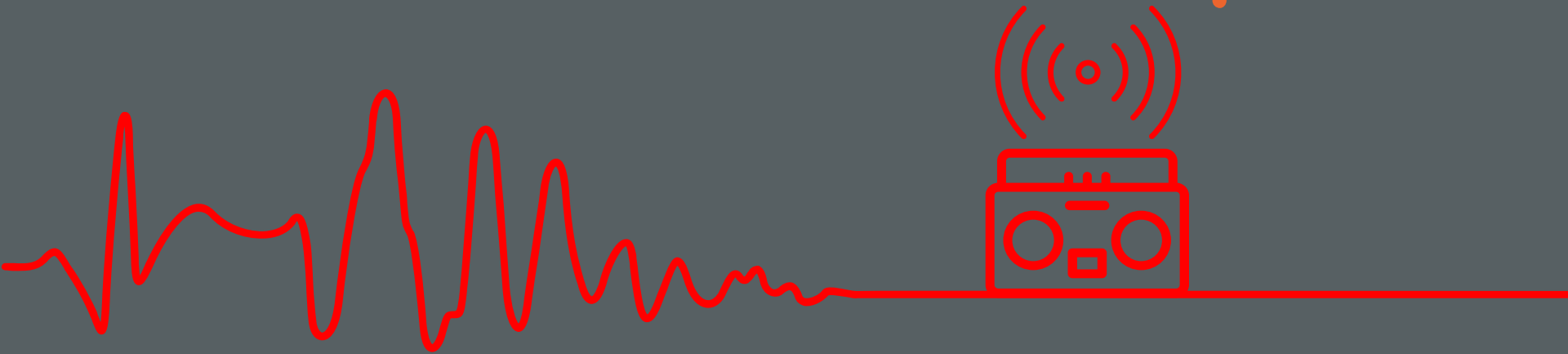
Restaurant/Shopping centre/
Airport

THE CURVE (LONG, HEAVY, LOYAL)

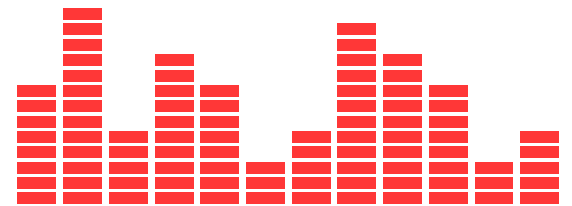
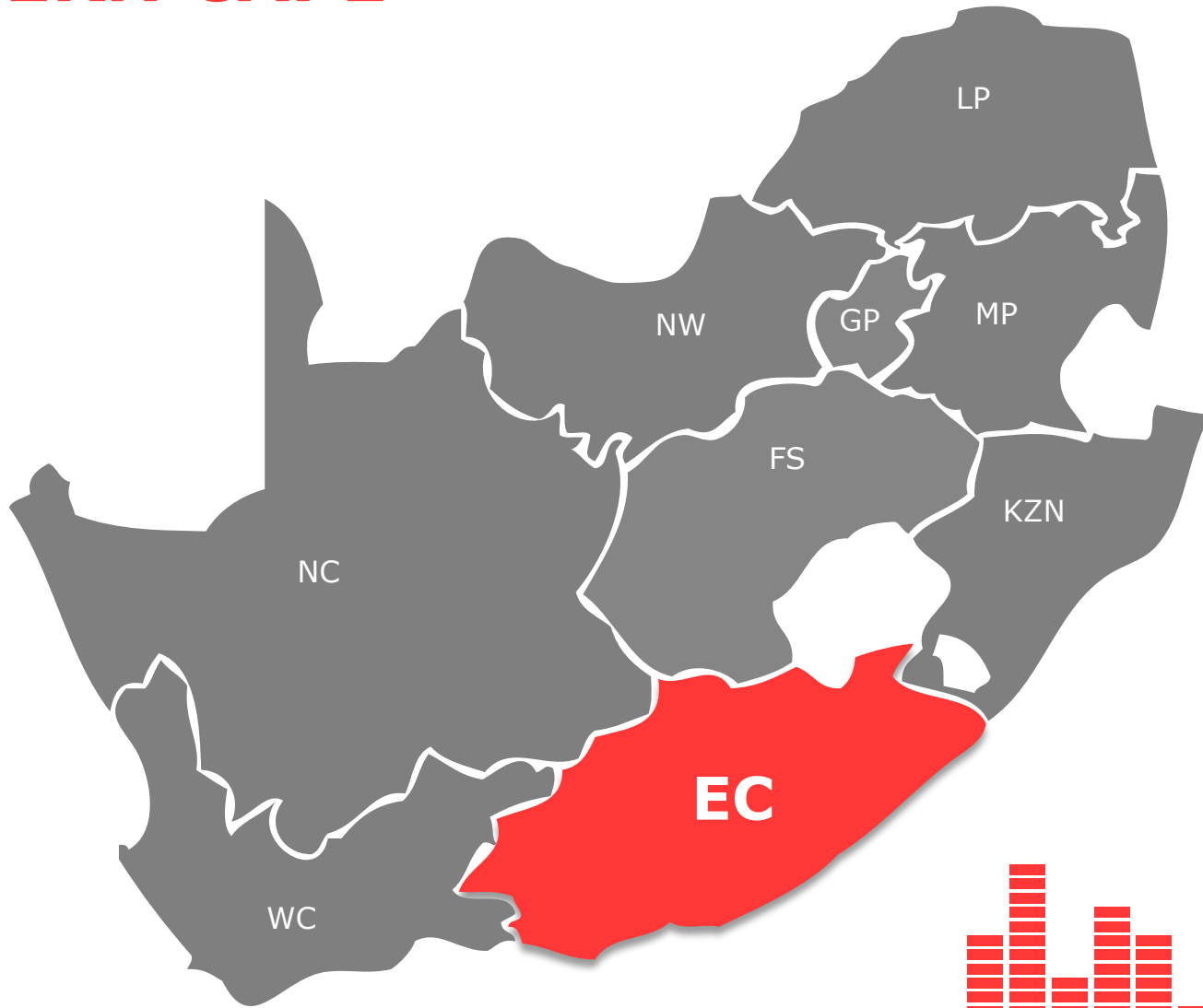
% Radio listening by ¼ hour - National
Avg. ¼ hour (Mon-Fri; Sat-Sun)

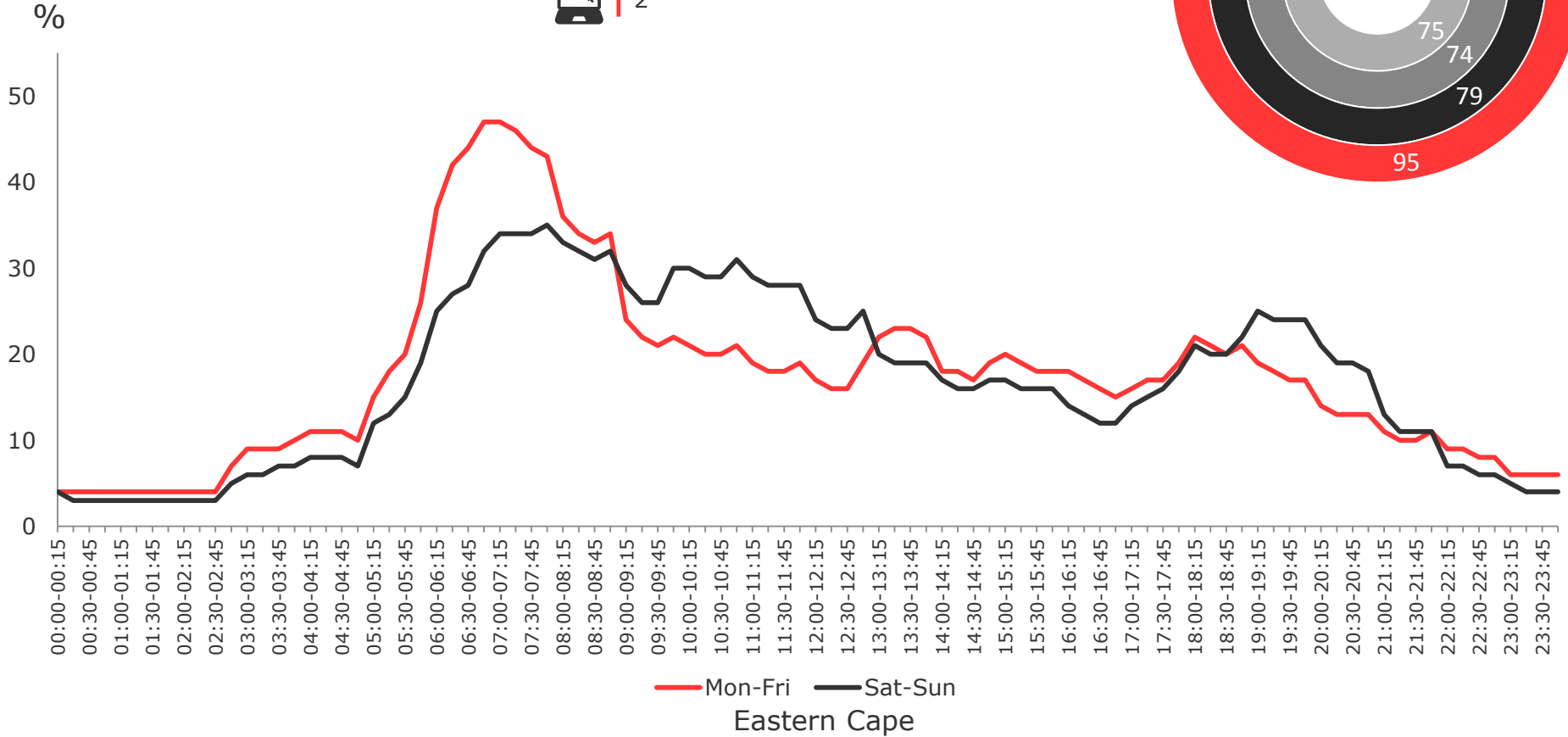
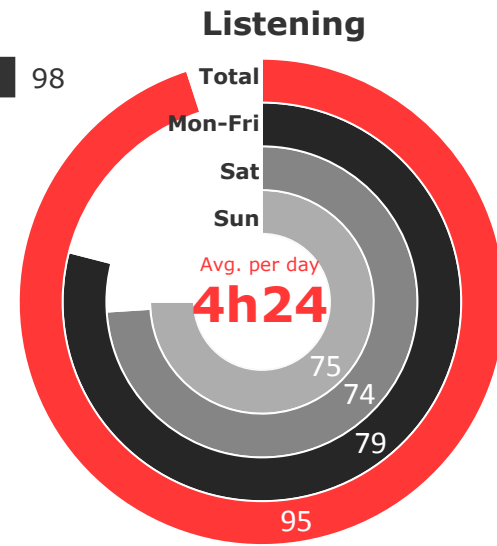
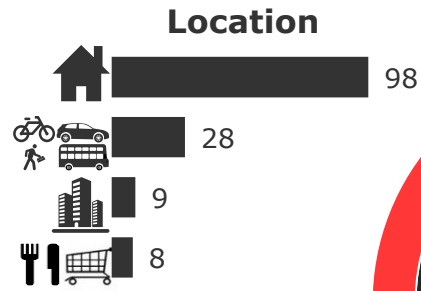
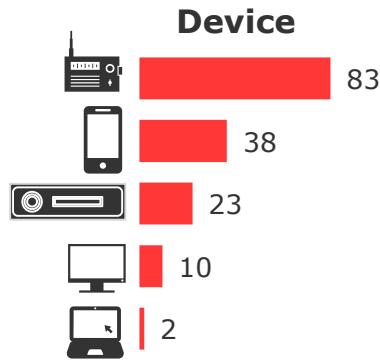


THE PROVINCES



EASTERN CAPE



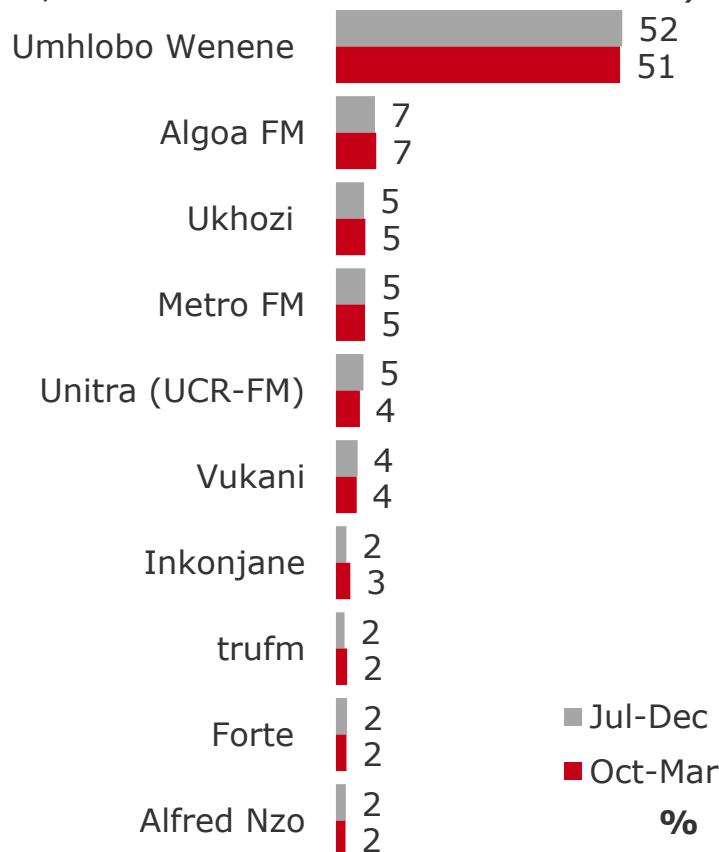


EASTERN CAPE - SHARE

Share of Audience



(% of 4,5m listeners who listen in a week)

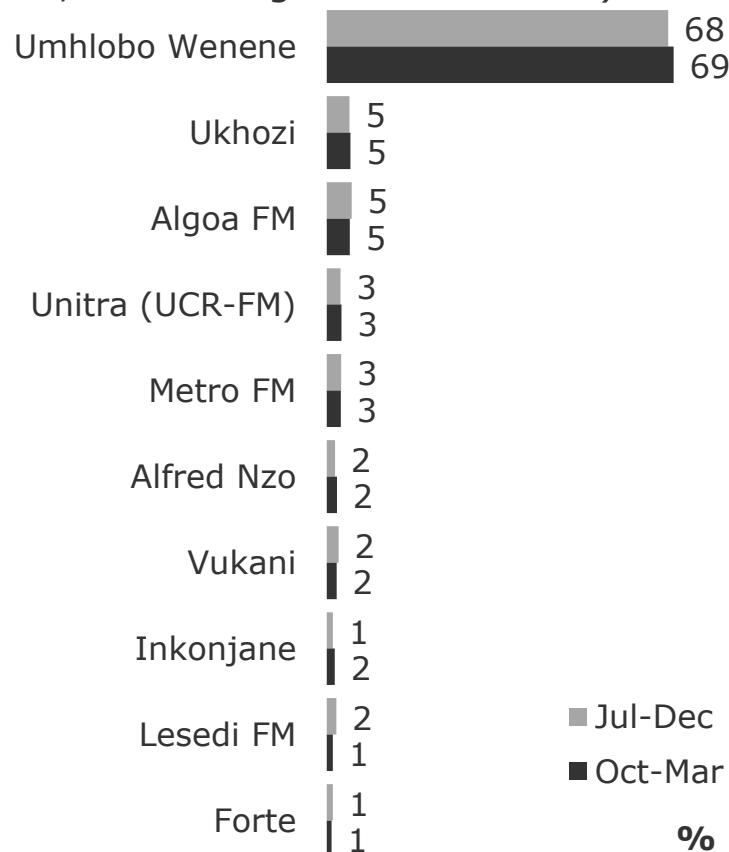


■ Jul-Dec
■ Oct-Mar
%

Share of Listening

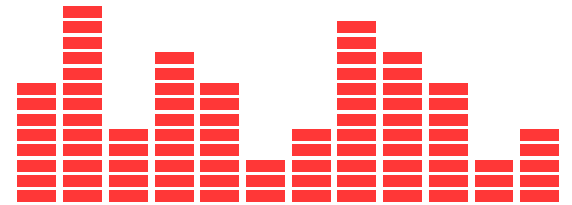
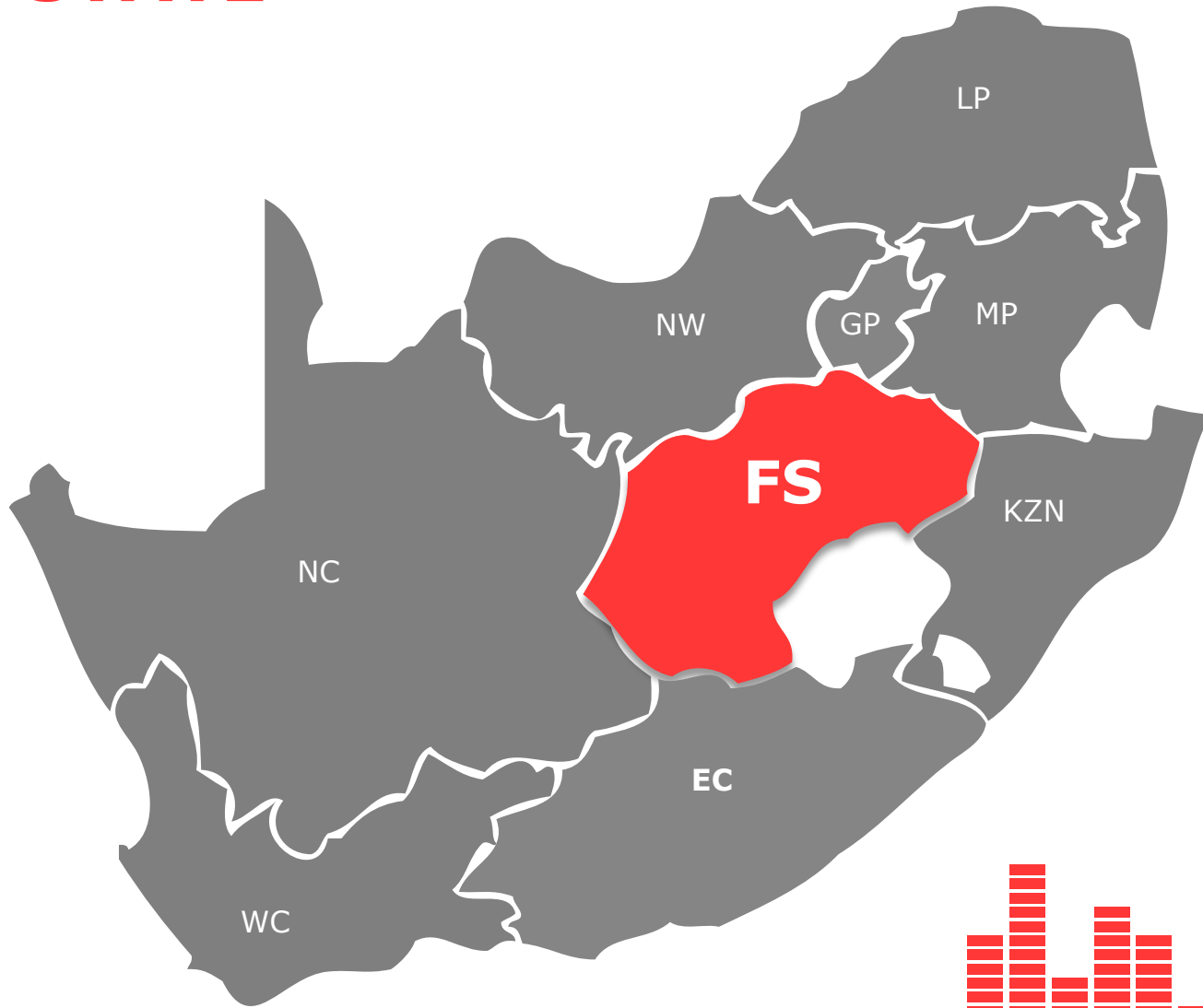


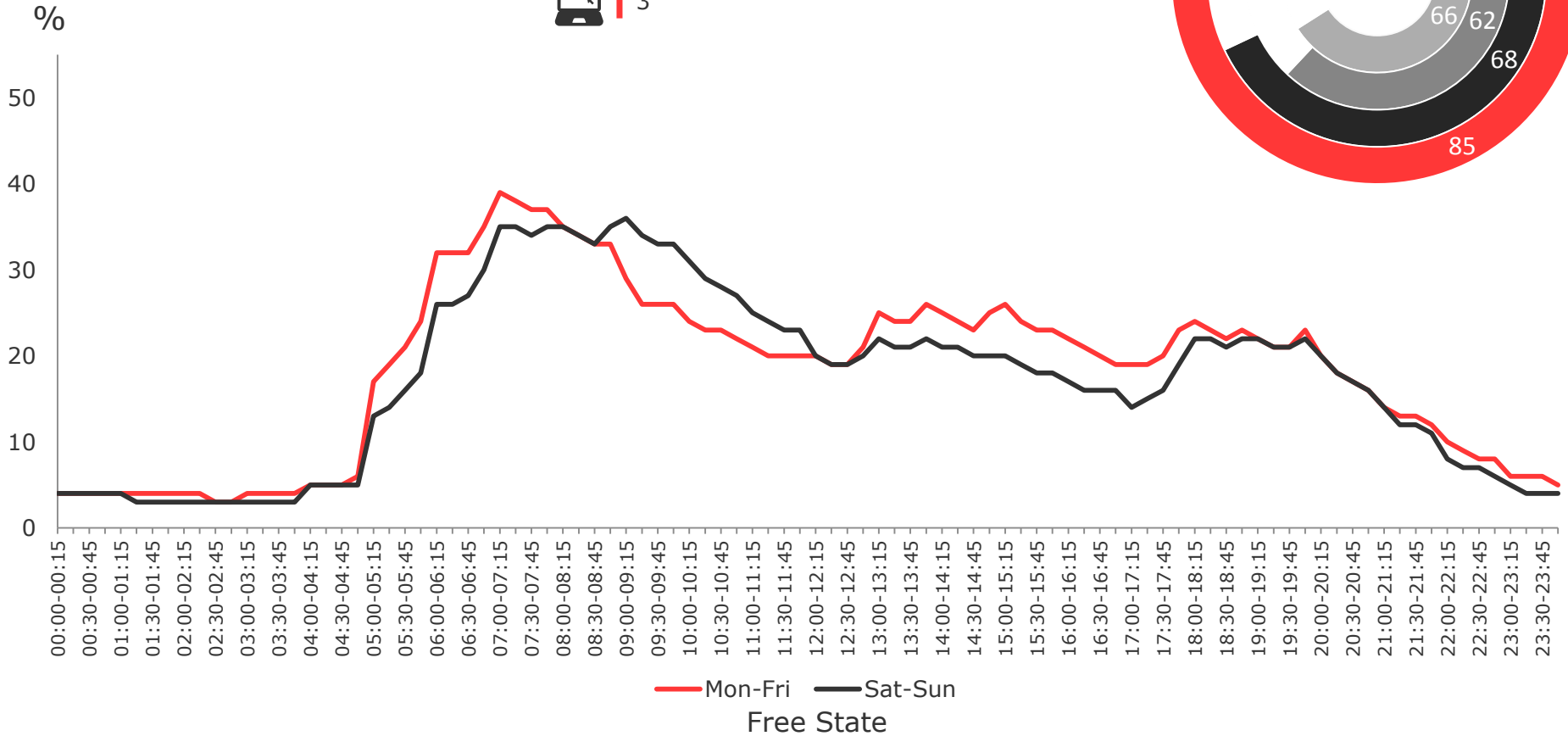
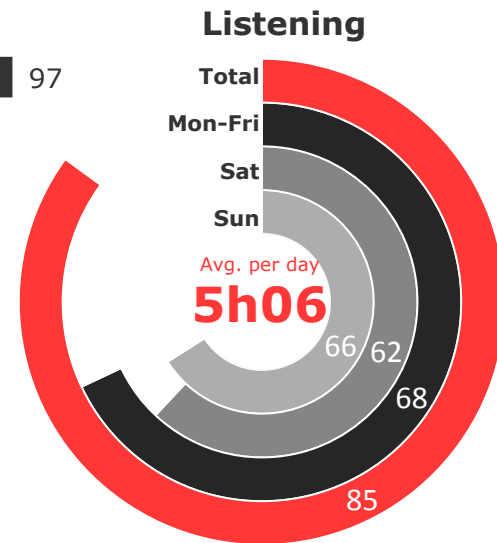
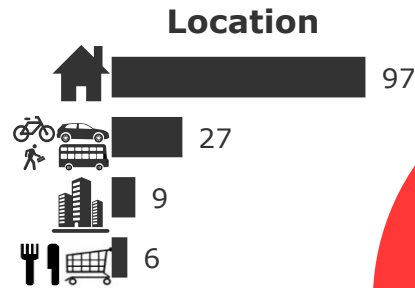
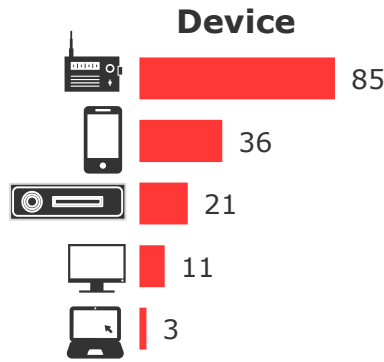
(% of 8,4b listening minutes a week)



■ Jul-Dec
■ Oct-Mar
%

FREE STATE





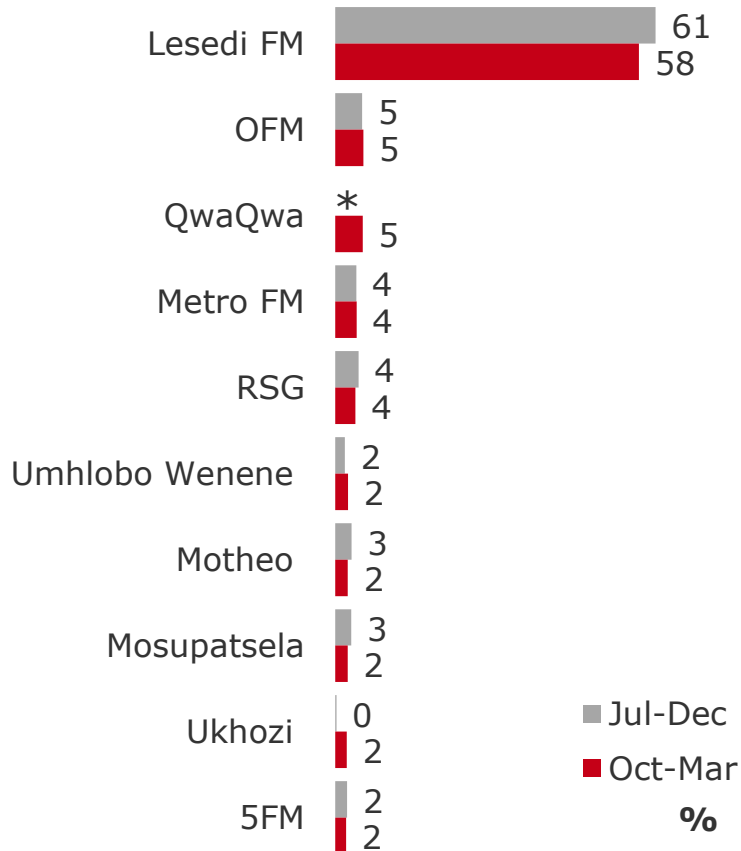
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM Oct'16-Mar'17 (Free State: n=1,313)

FREE STATE - SHARE

Share of Audience



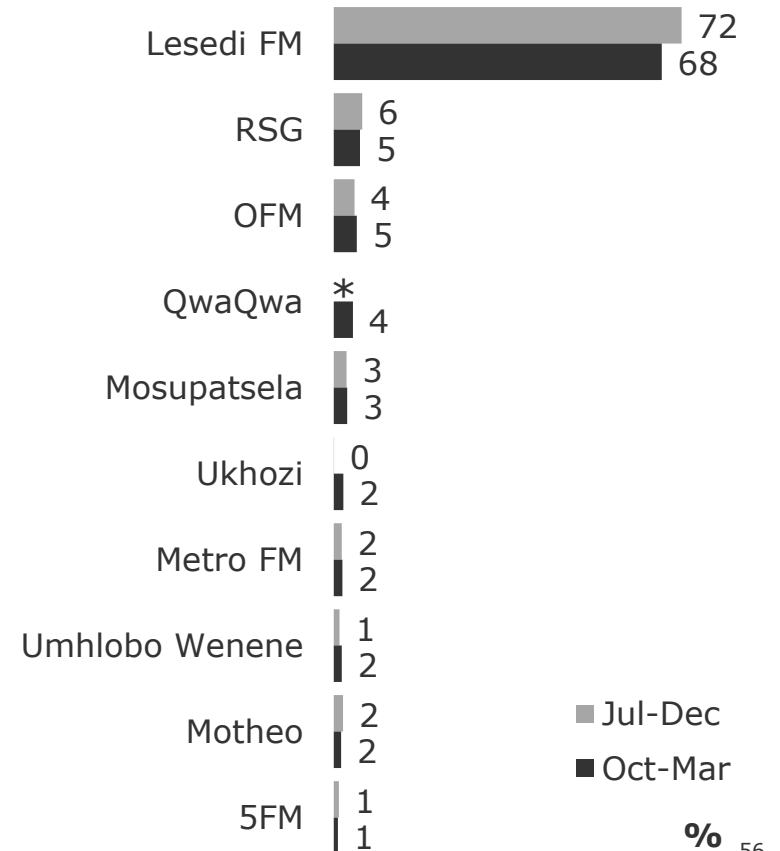
(% of 1,7m listeners who listen in a week)



Share of Listening

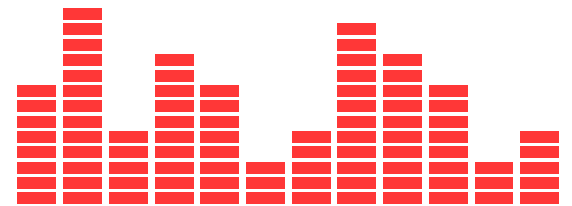
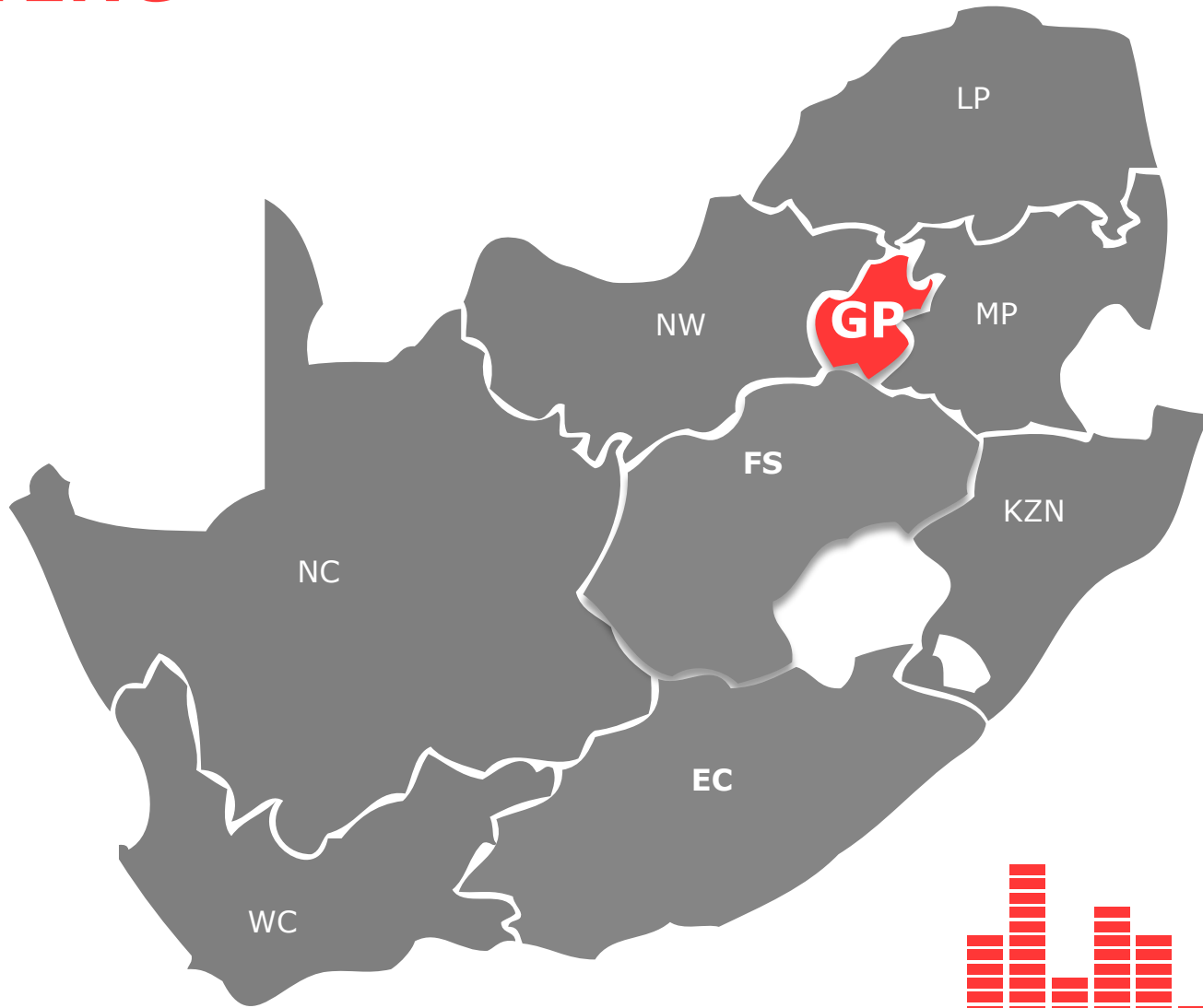


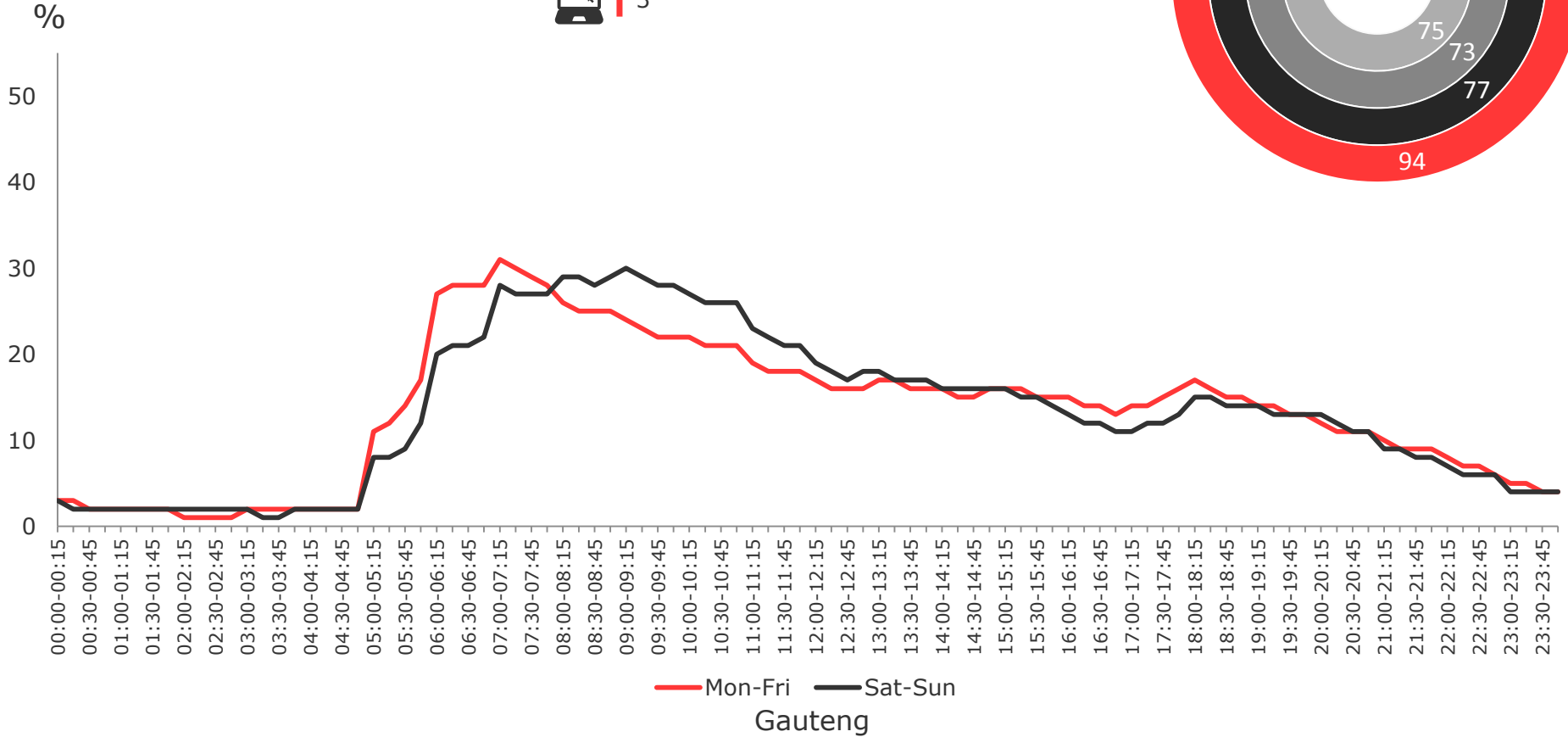
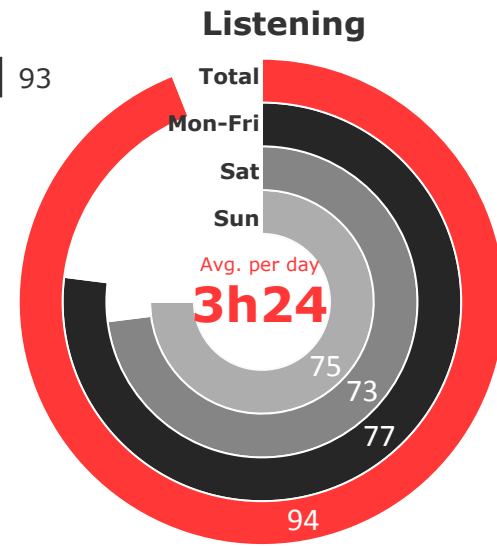
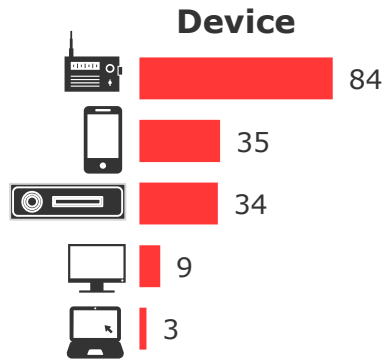
(% of 3,7b listening minutes a week)



Source: BRC RAM Jul'16-Dec'16 (n=1,369); Oct'16-Mar'17 (n=1,313); *Base size too small for analysis

GAUTENG



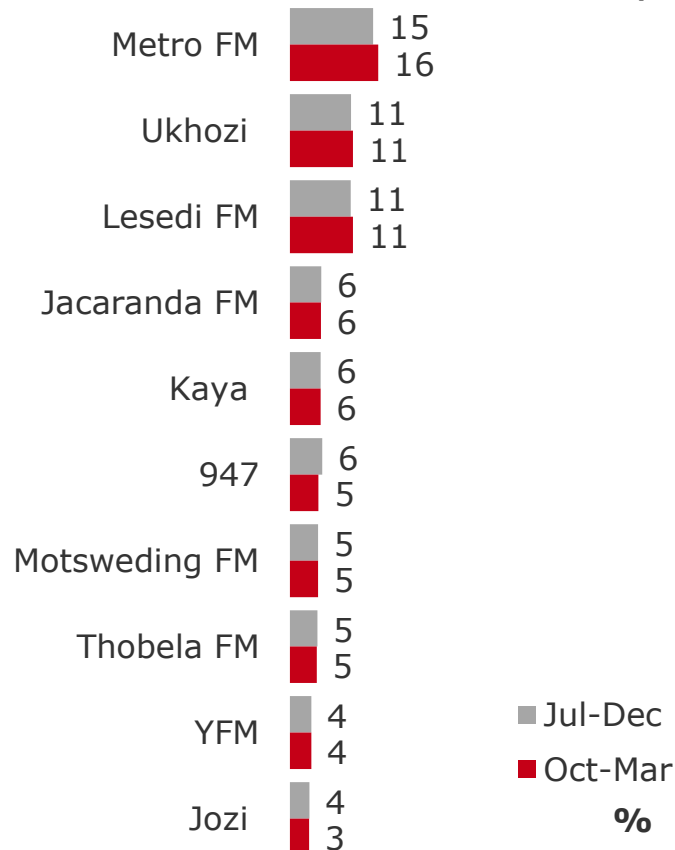


GAUTENG - SHARE

Share of Audience



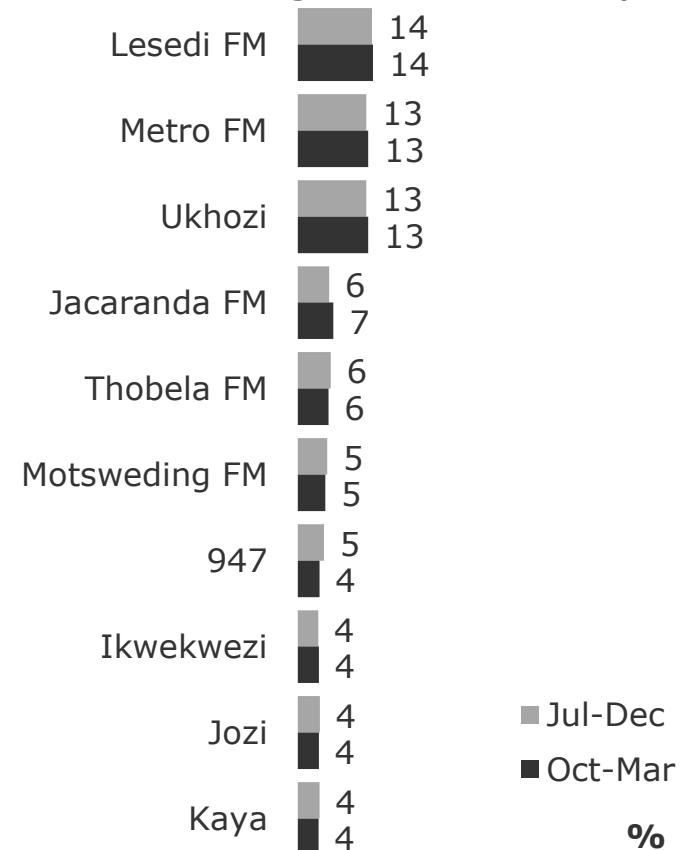
(% of 9,4m listeners who listen in a week)



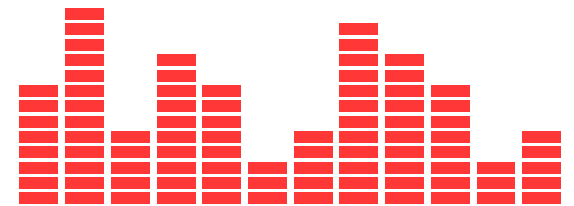
Share of Listening

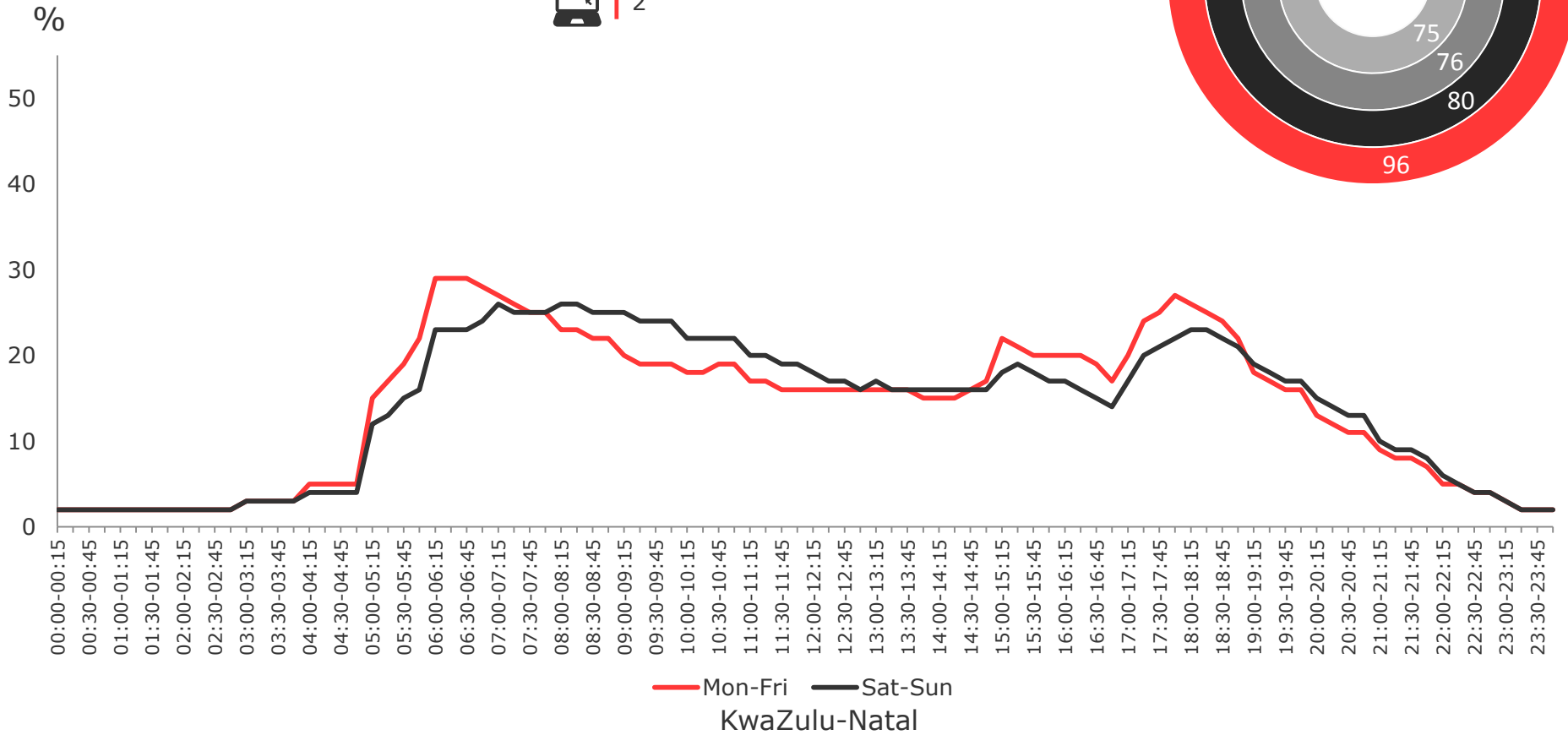
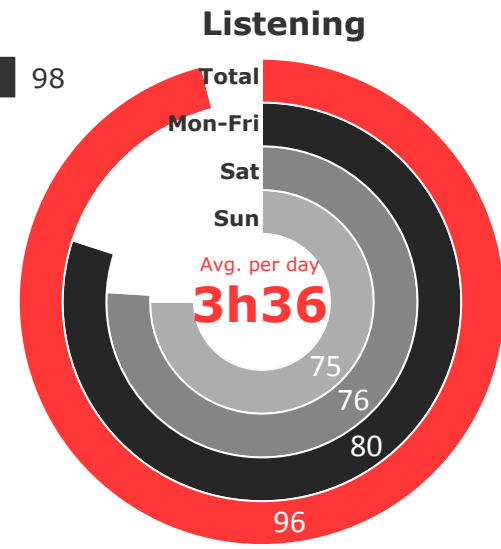
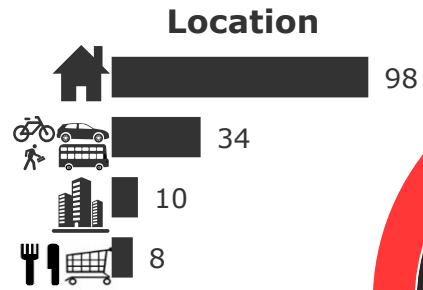
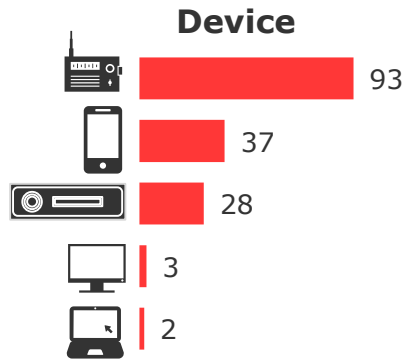


(% of 13,5b listening minutes a week)



KWAZULU-NATAL



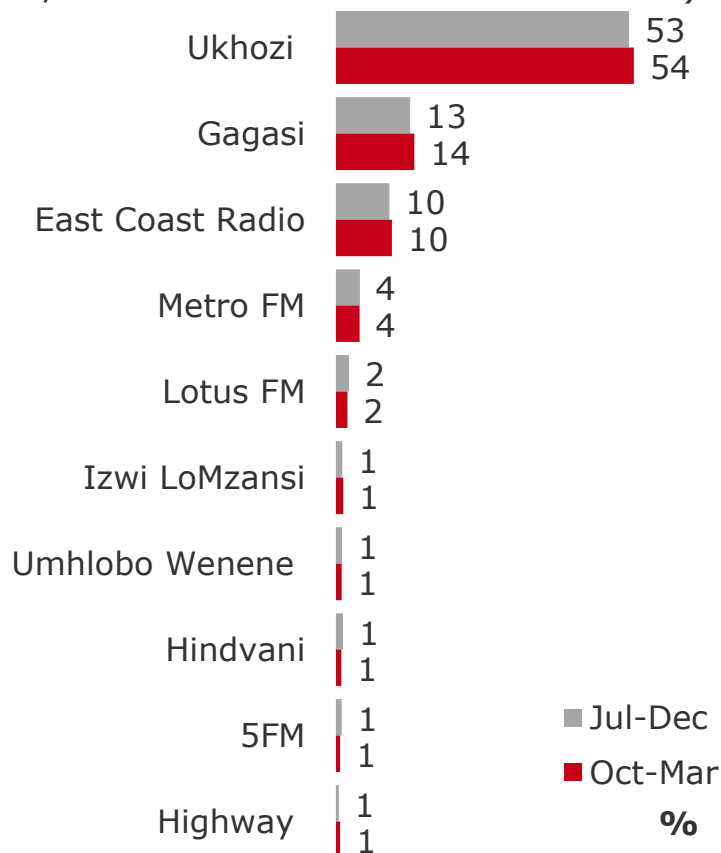


KWAZULU-NATAL - SHARE

Share of Audience



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



■ Jul-Dec

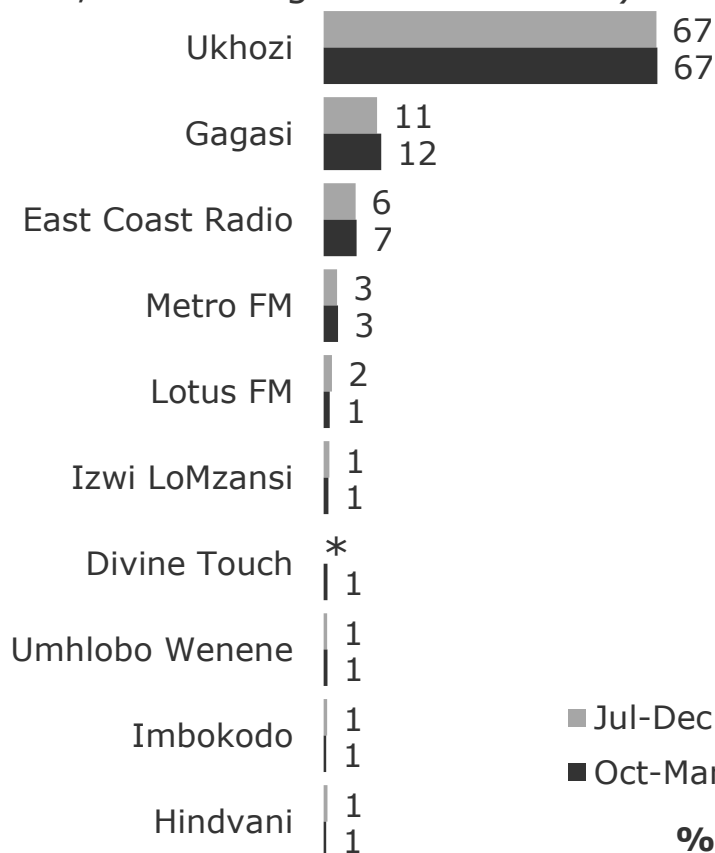
■ Oct-Mar

%

Share of Listening



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



■ Jul-Dec

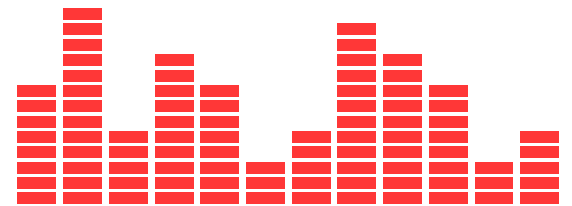
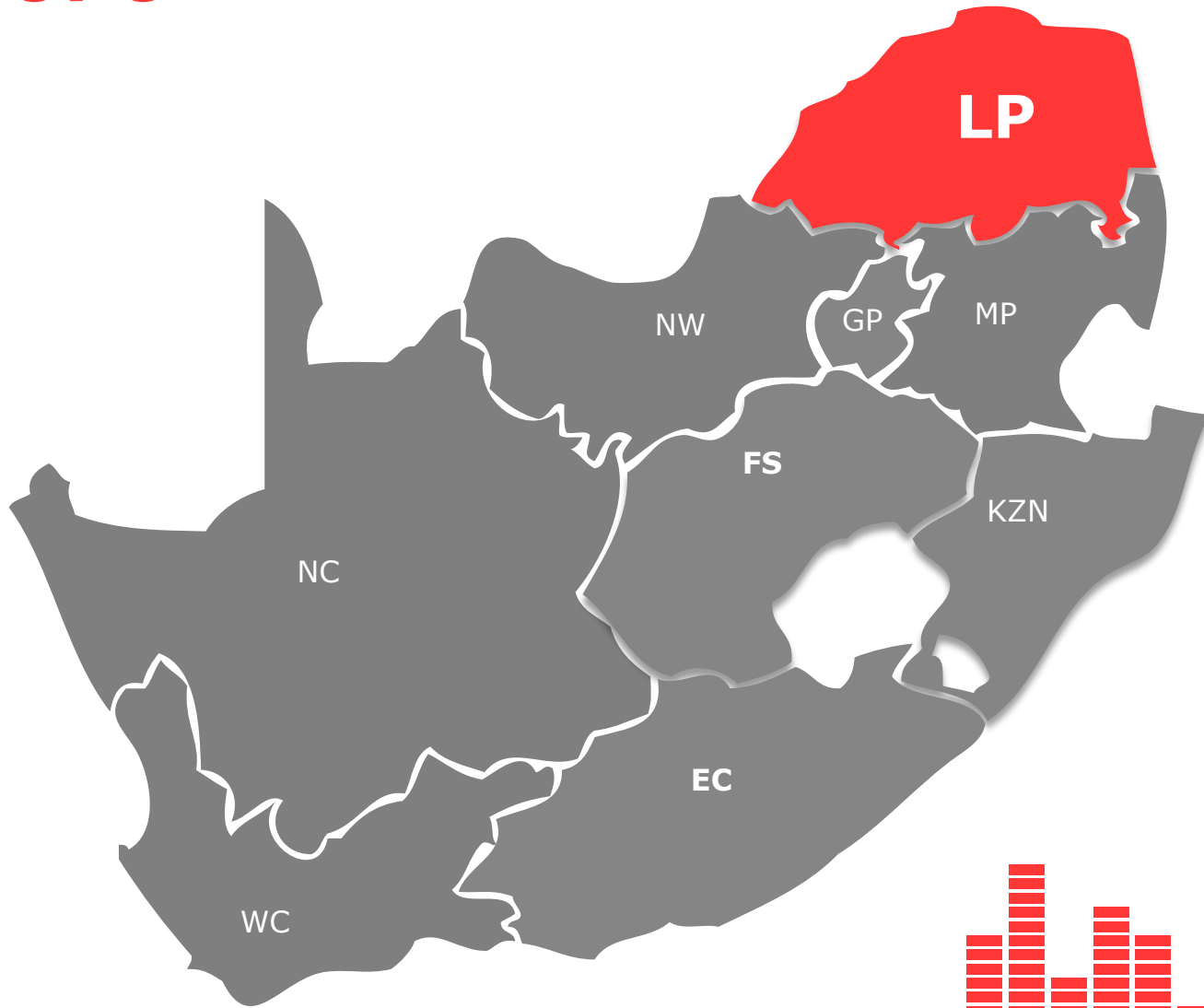
■ Oct-Mar

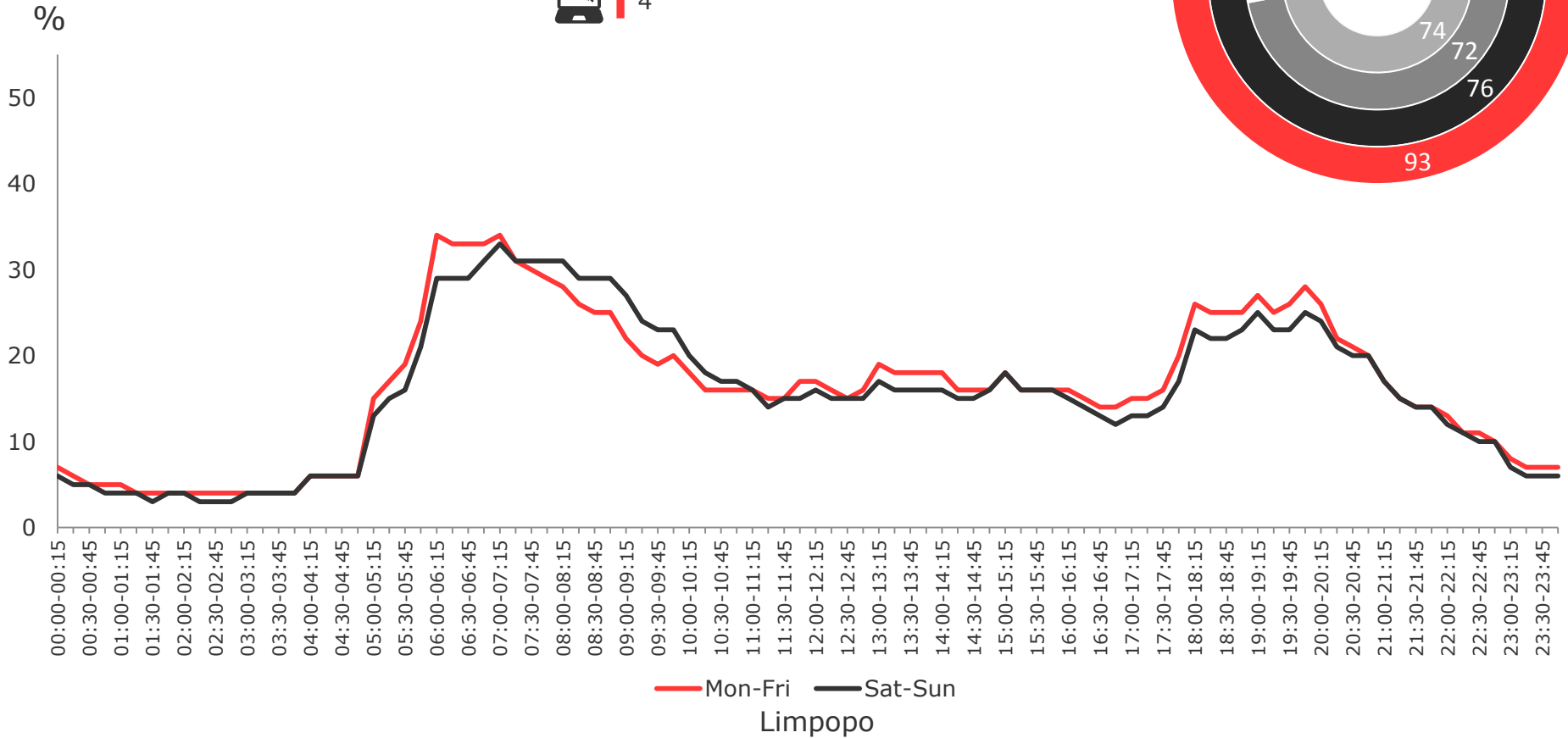
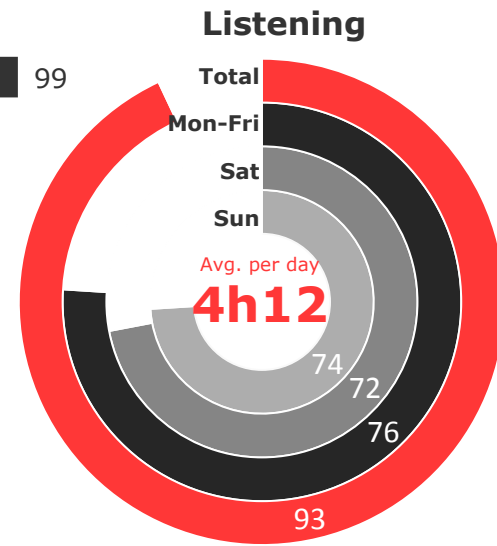
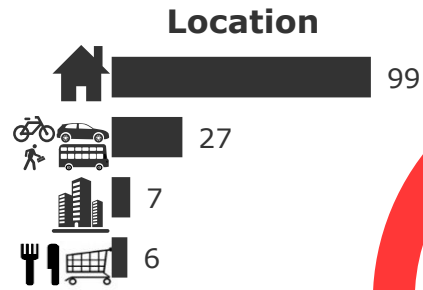
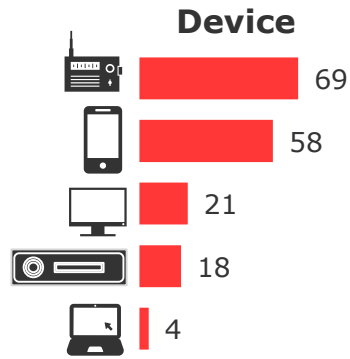
%

62

Source: BRC RAM Jul'16-Dec'16 (n=5770); Oct'16-Mar'17 (n=5376); *Base size too small for analysis

LIMPOPO





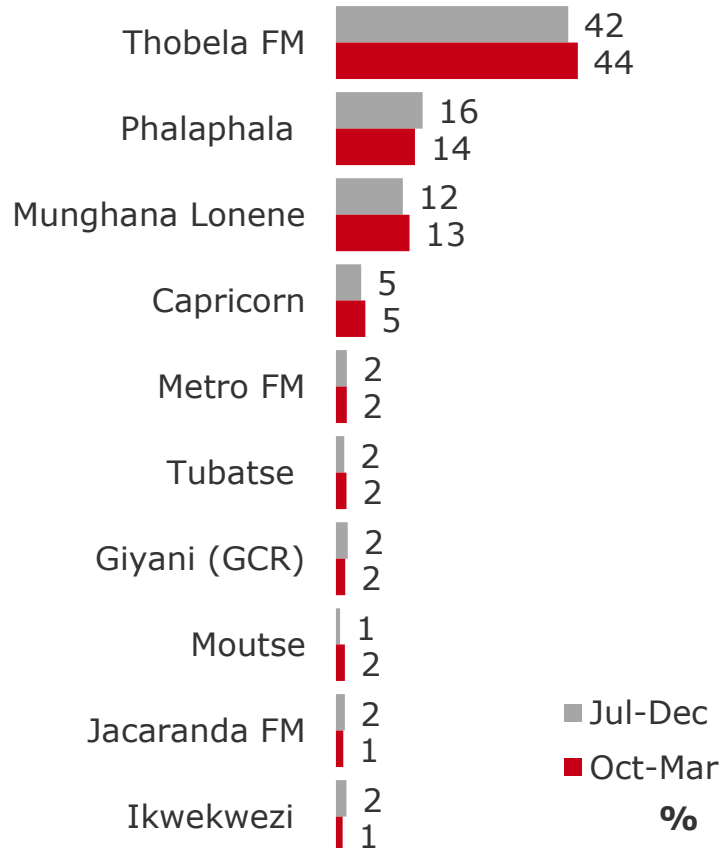
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM Oct'16-Mar'17 (Limpopo: n=2,326)

LIMPOPO - SHARE

Share of Audience



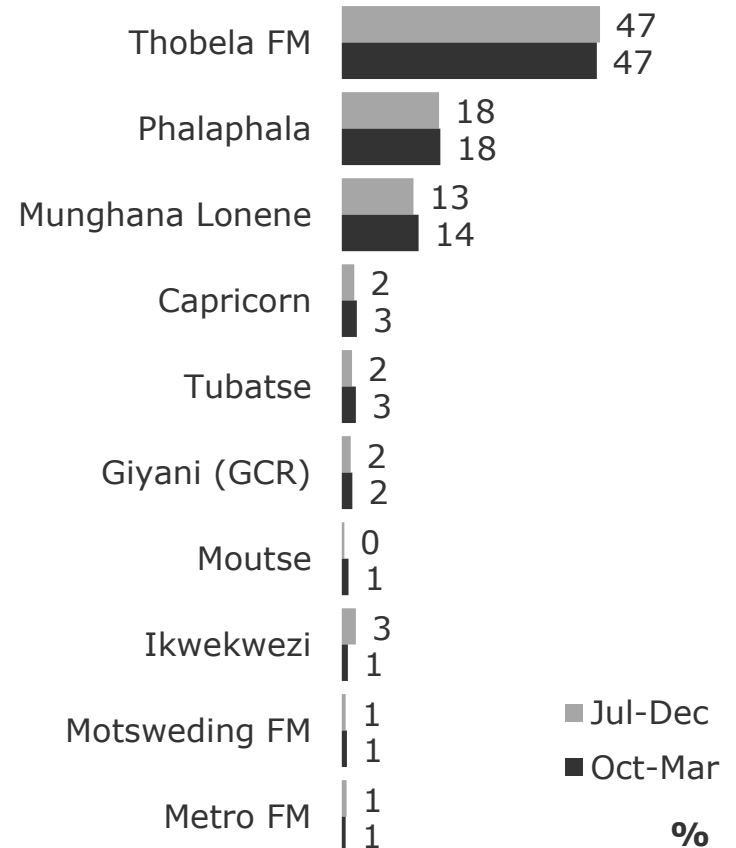
(% of 3,6m listeners who listen in a week)



Share of Listening

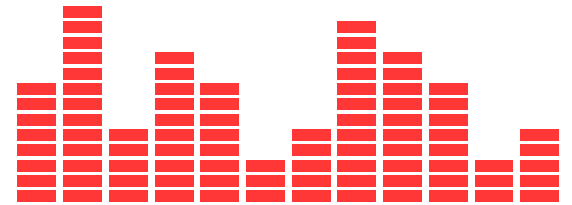
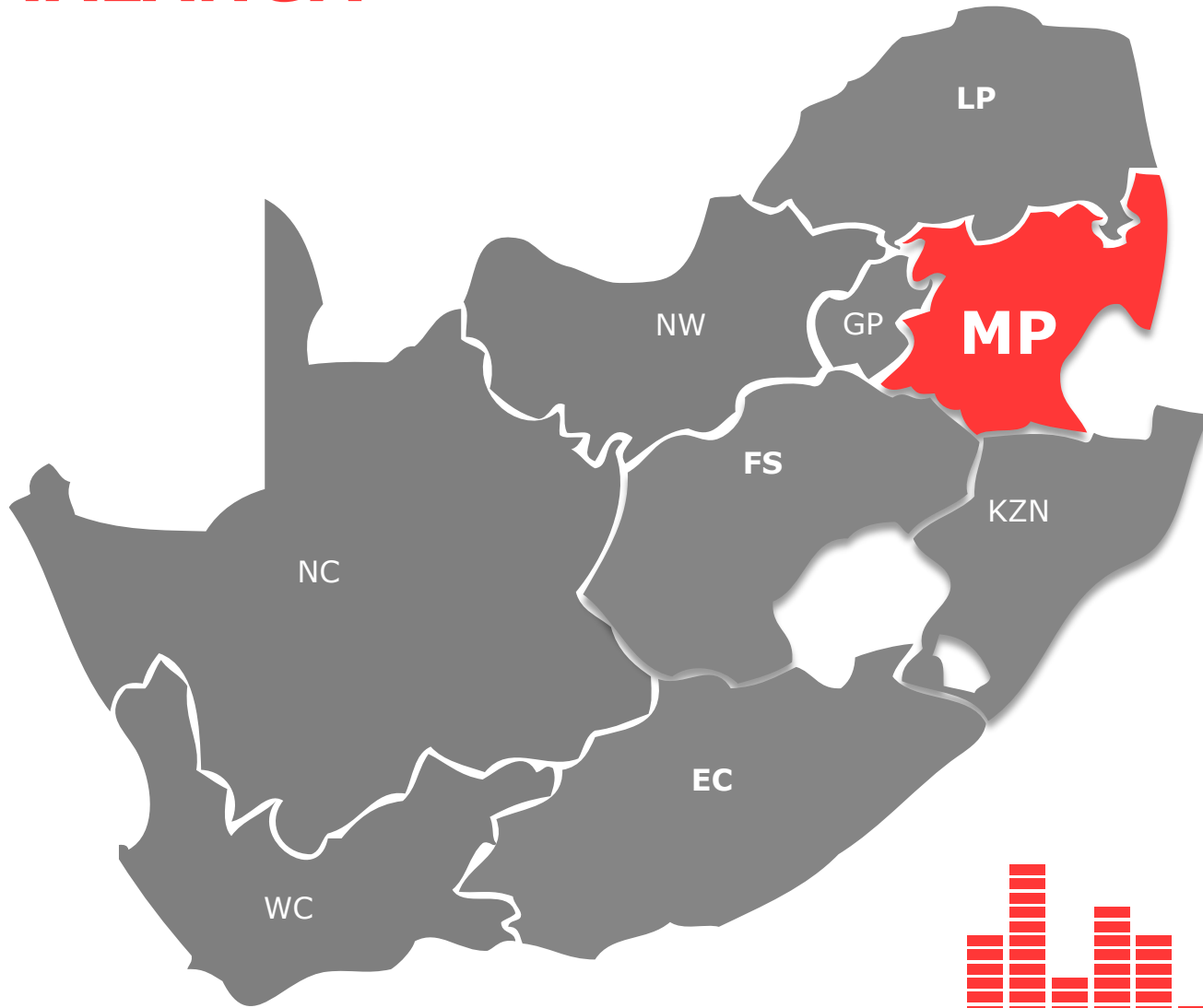


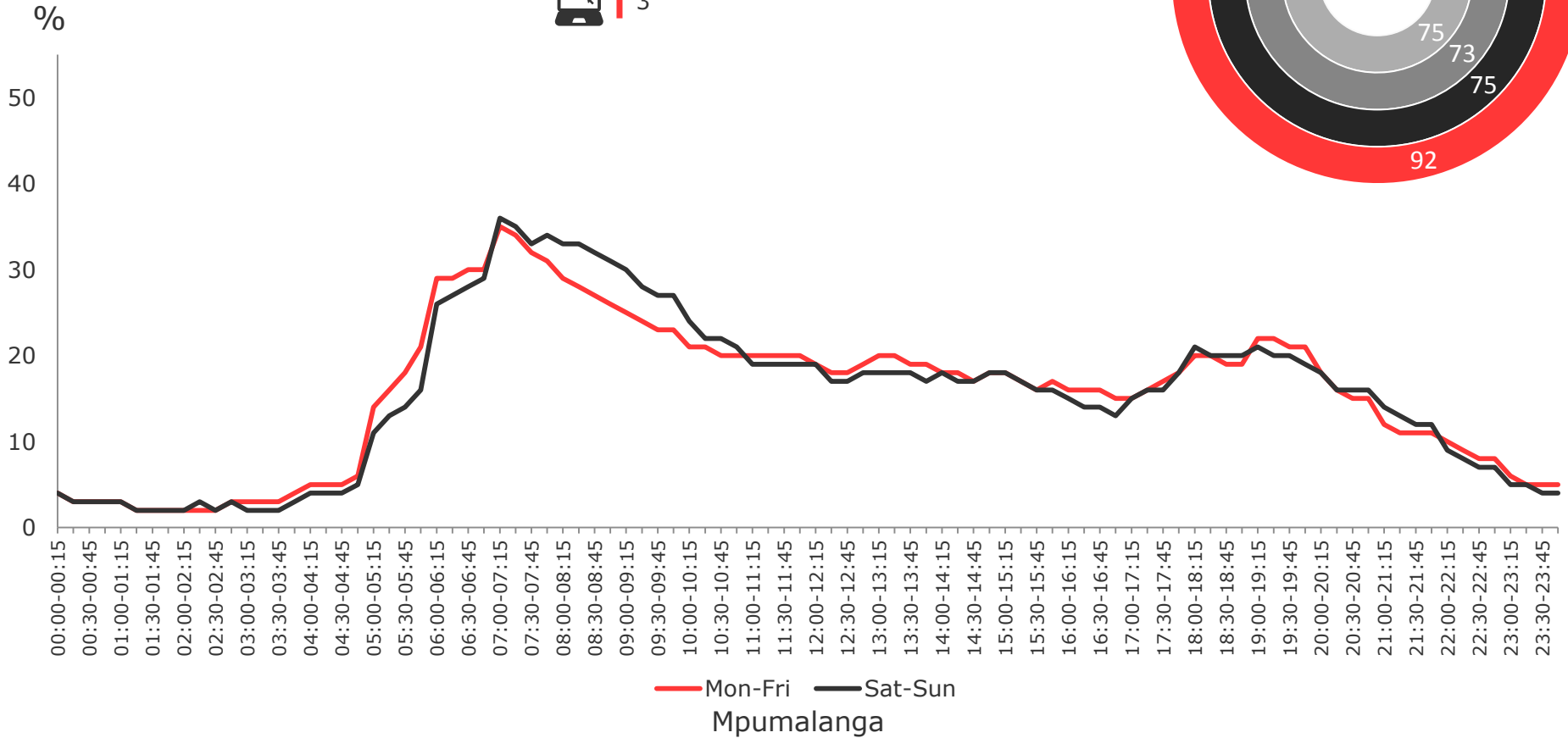
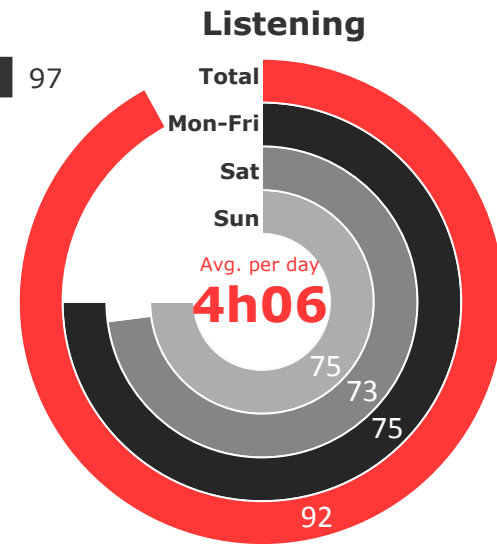
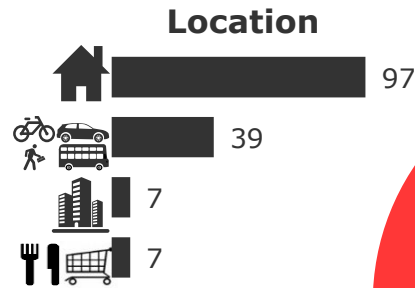
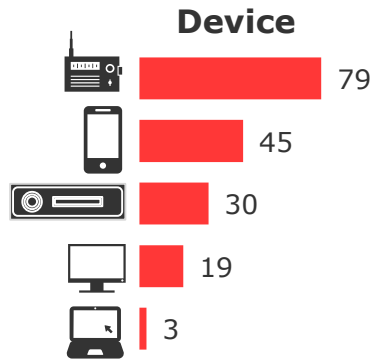
(% of 6,2b listening minutes a week)



Source: BRC RAM Jul'16-Dec'16 (n=2302); Oct'16-Mar'17 (n=2326)

MPUMALANGA





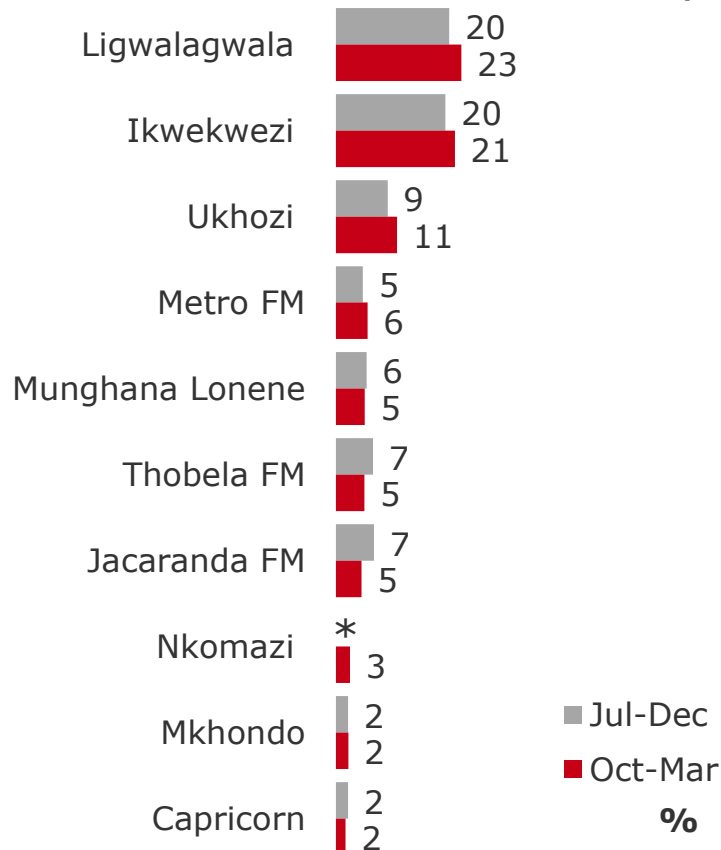
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM Oct'16-Mar'17 (Mpumalanga: n=1,599)

MPUMALANGA - SHARE

Share of Audience



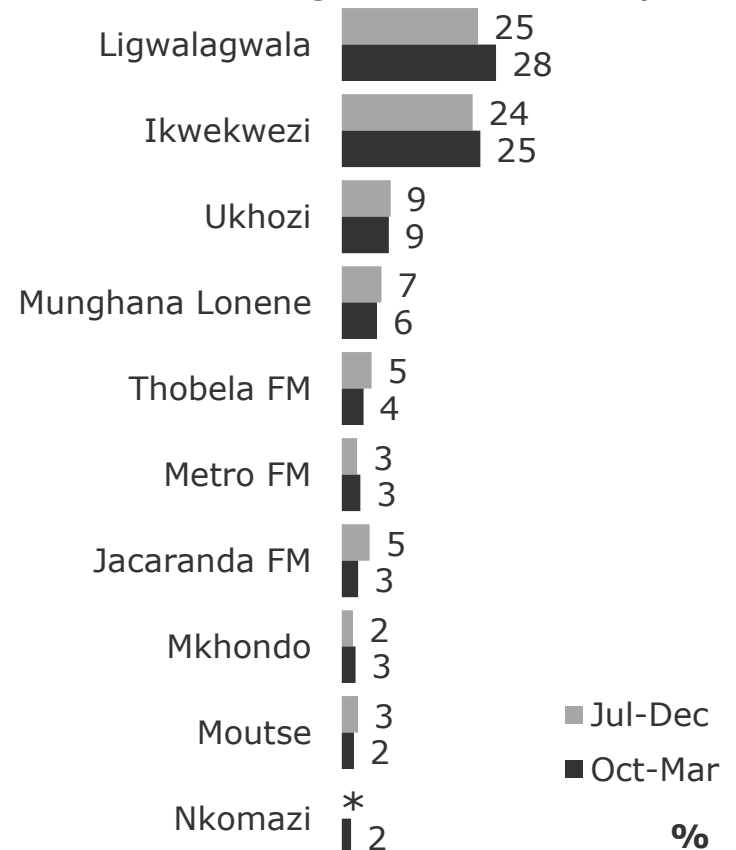
(% of 2,7m listeners who listen in a week)



Share of Listening

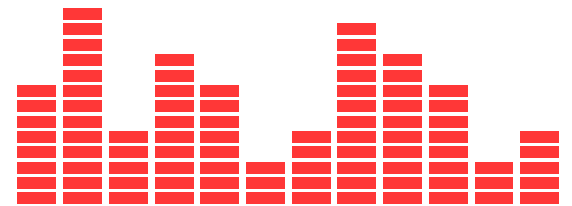


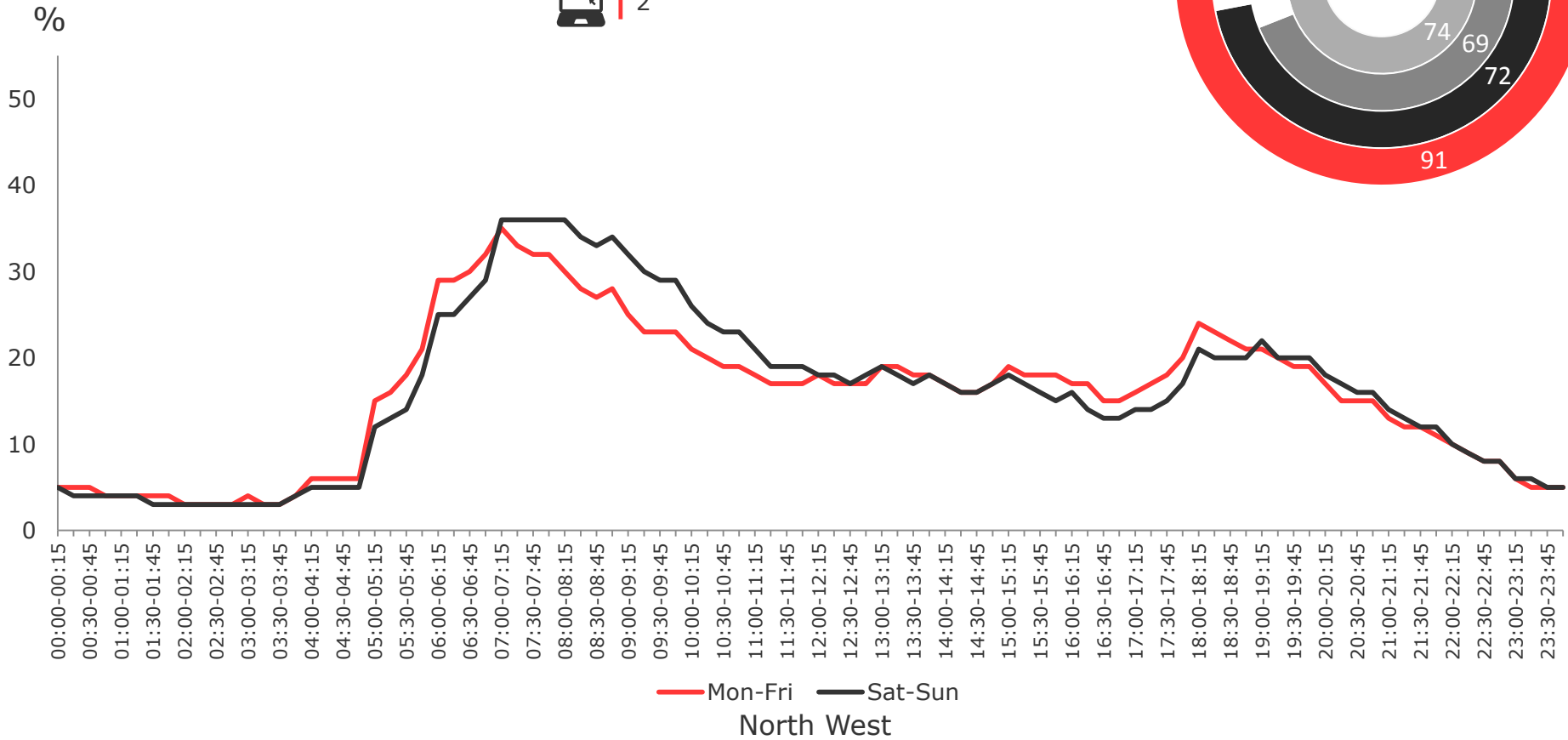
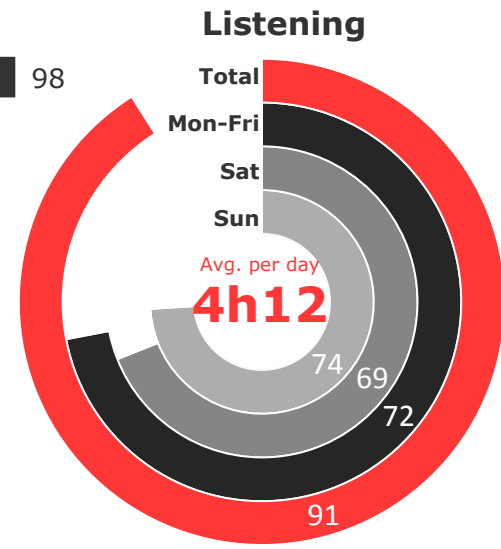
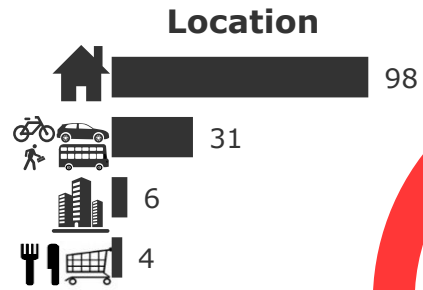
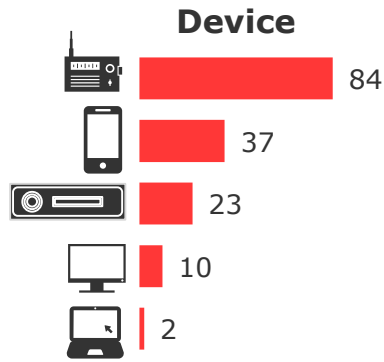
(% of 4,6b listening minutes a week)



Source: BRC RAM Jul'16-Dec'16 (n=1,628); Oct'16-Mar'17 (n=1,599); *Base size too small for analysis

NORTH WEST





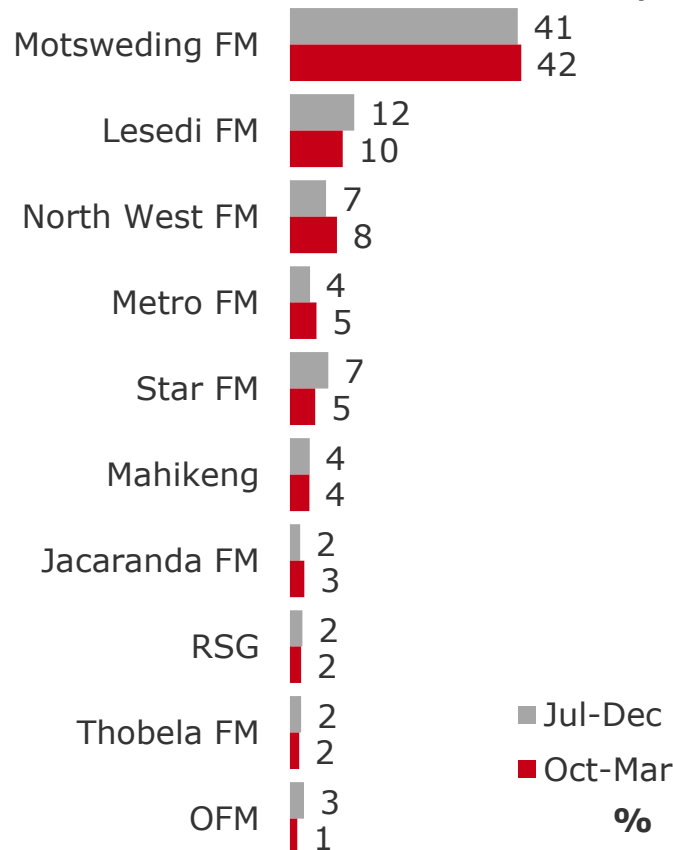
Radio listening by ¼ hour – National; Ave ¼ hour (Mon – Fri; Sat – Sun)
 Source: BRC RAM Oct'16-Mar'17 (North West: n=1,288)

NORTH WEST - SHARE

Share of Audience



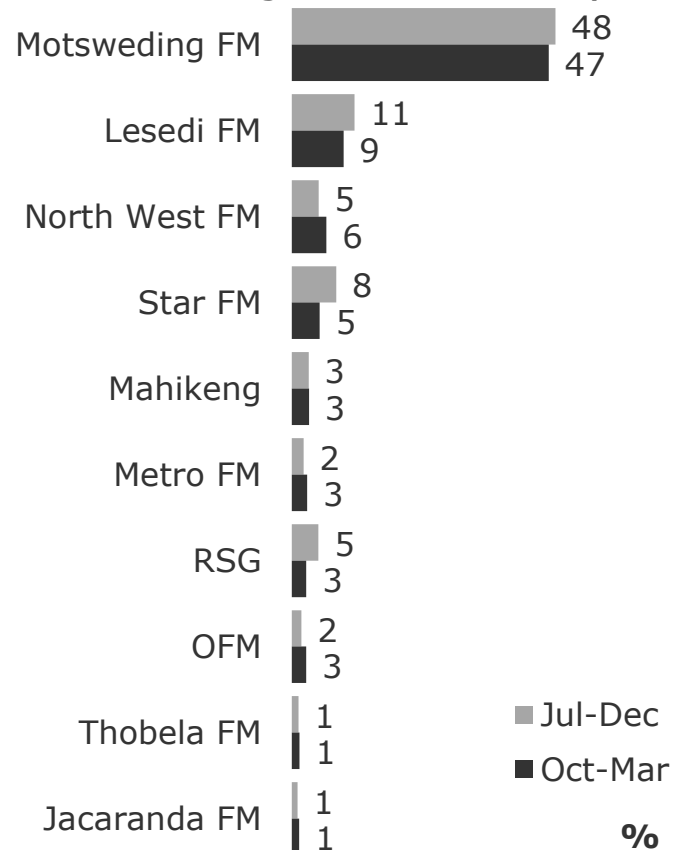
(% of 2,4m listeners who listen in a week)



Share of Listening

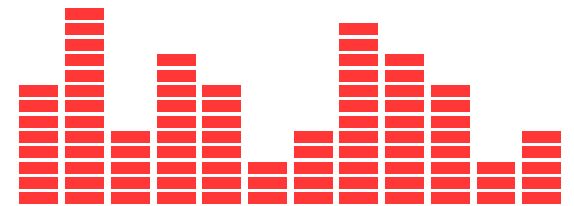
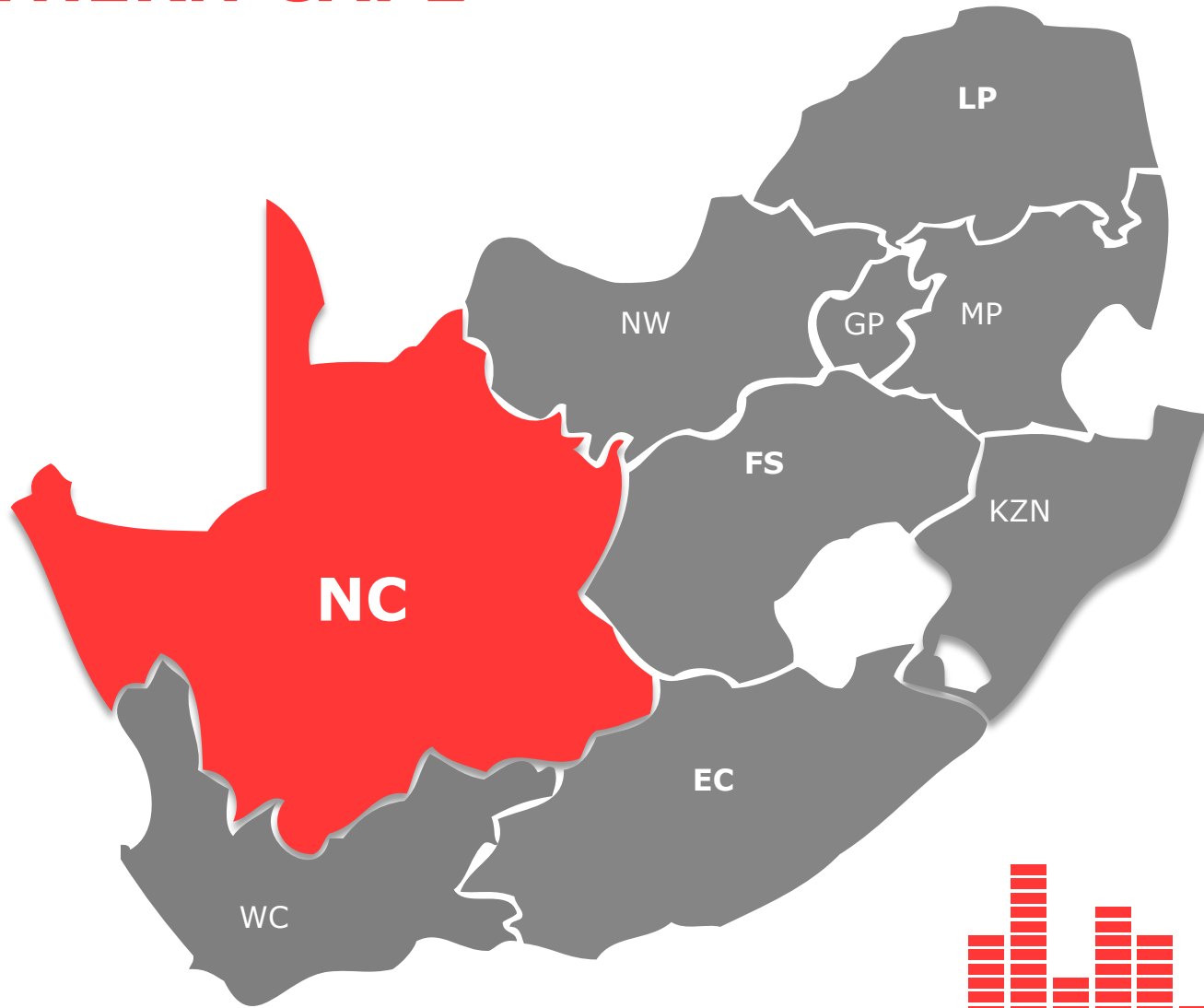


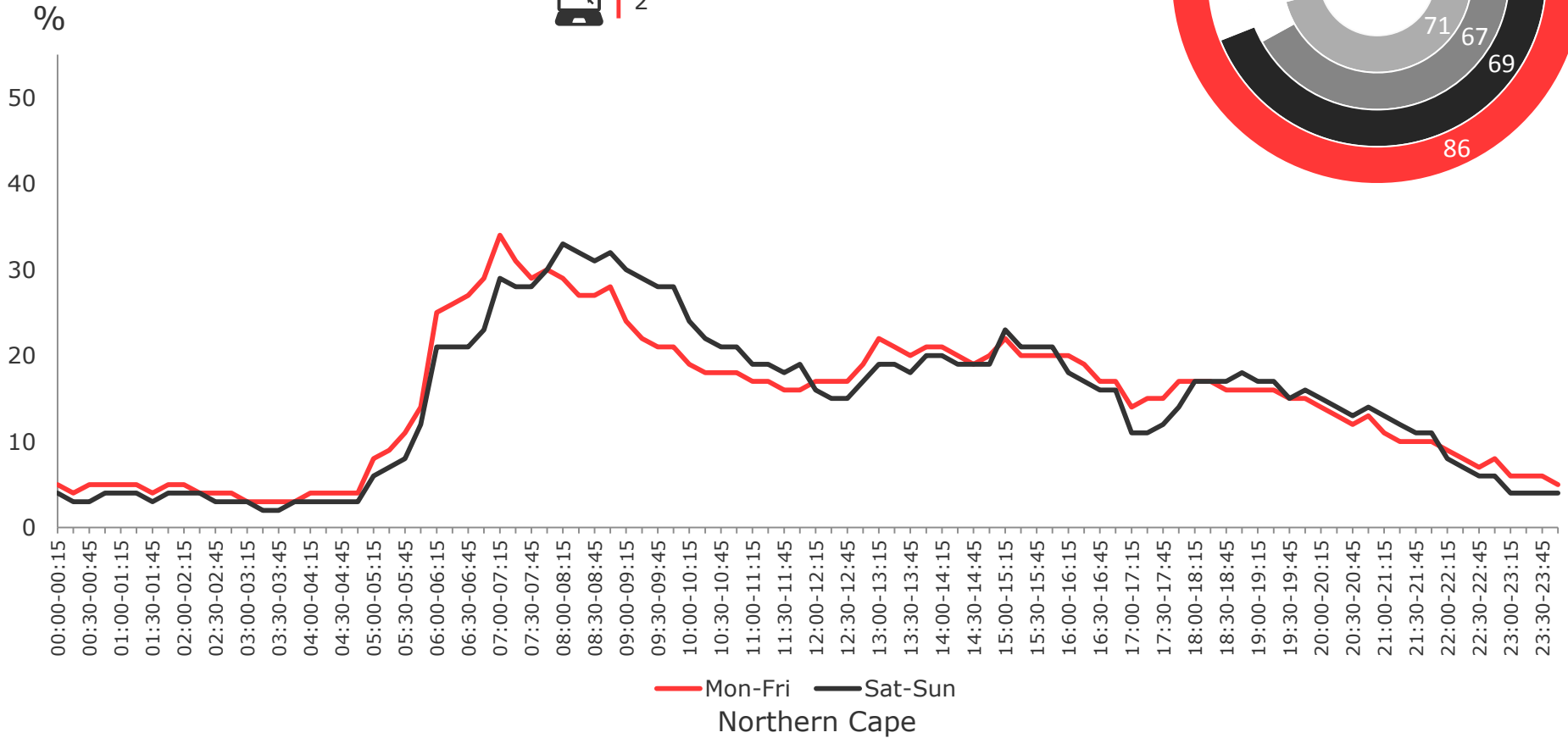
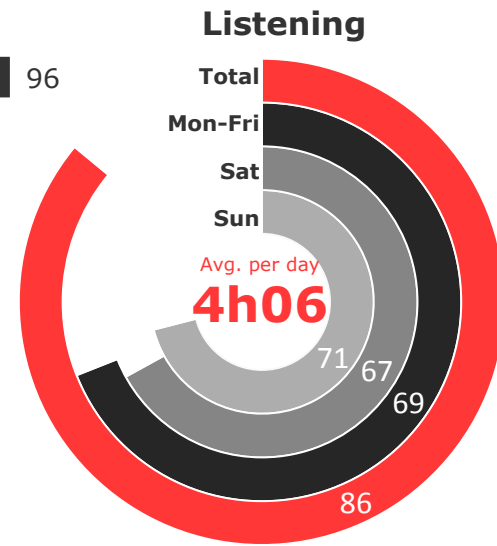
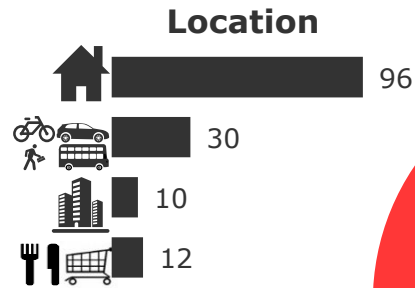
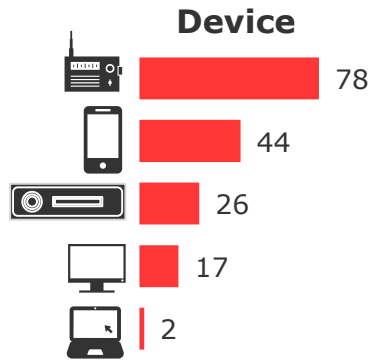
(% of 4,2b listening minutes a week)



Source: BRC RAM Jul'16-Dec'16 (n=1,368); Oct'16-Mar'17 (n=1,288)

NORTHERN CAPE



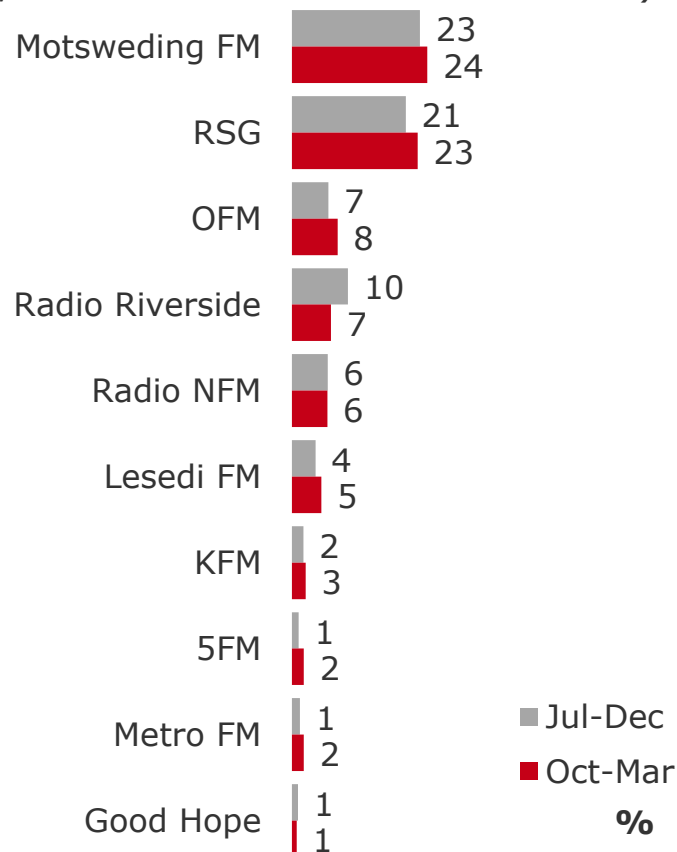


NORTHERN CAPE - SHARE

Share of Audience



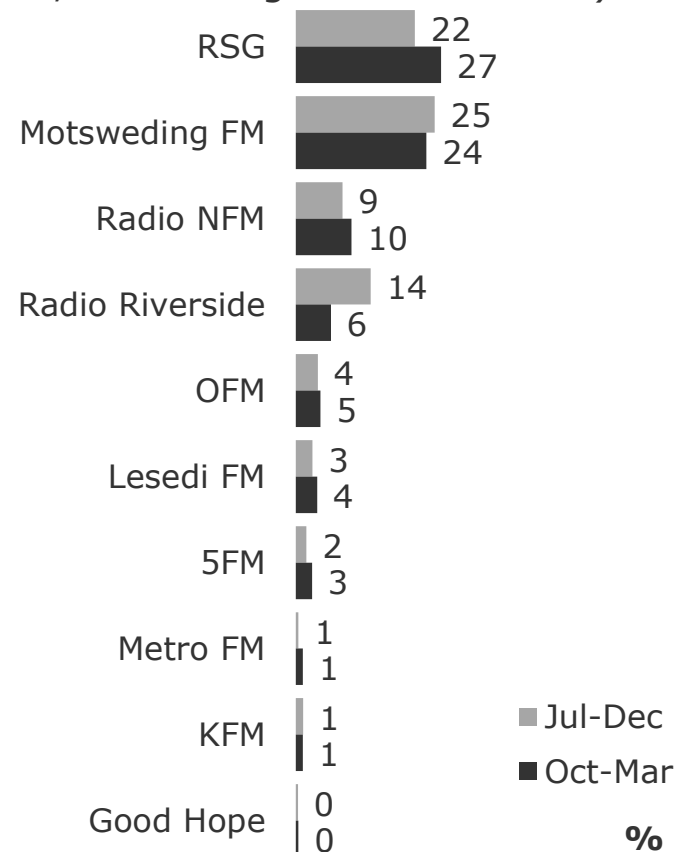
(% of 0,8m listeners who listen in a week)



Share of Listening

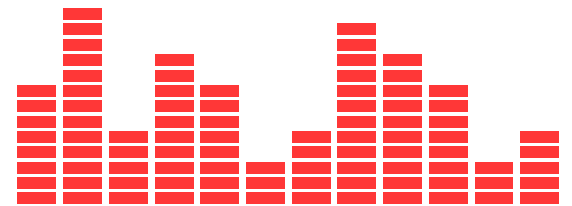
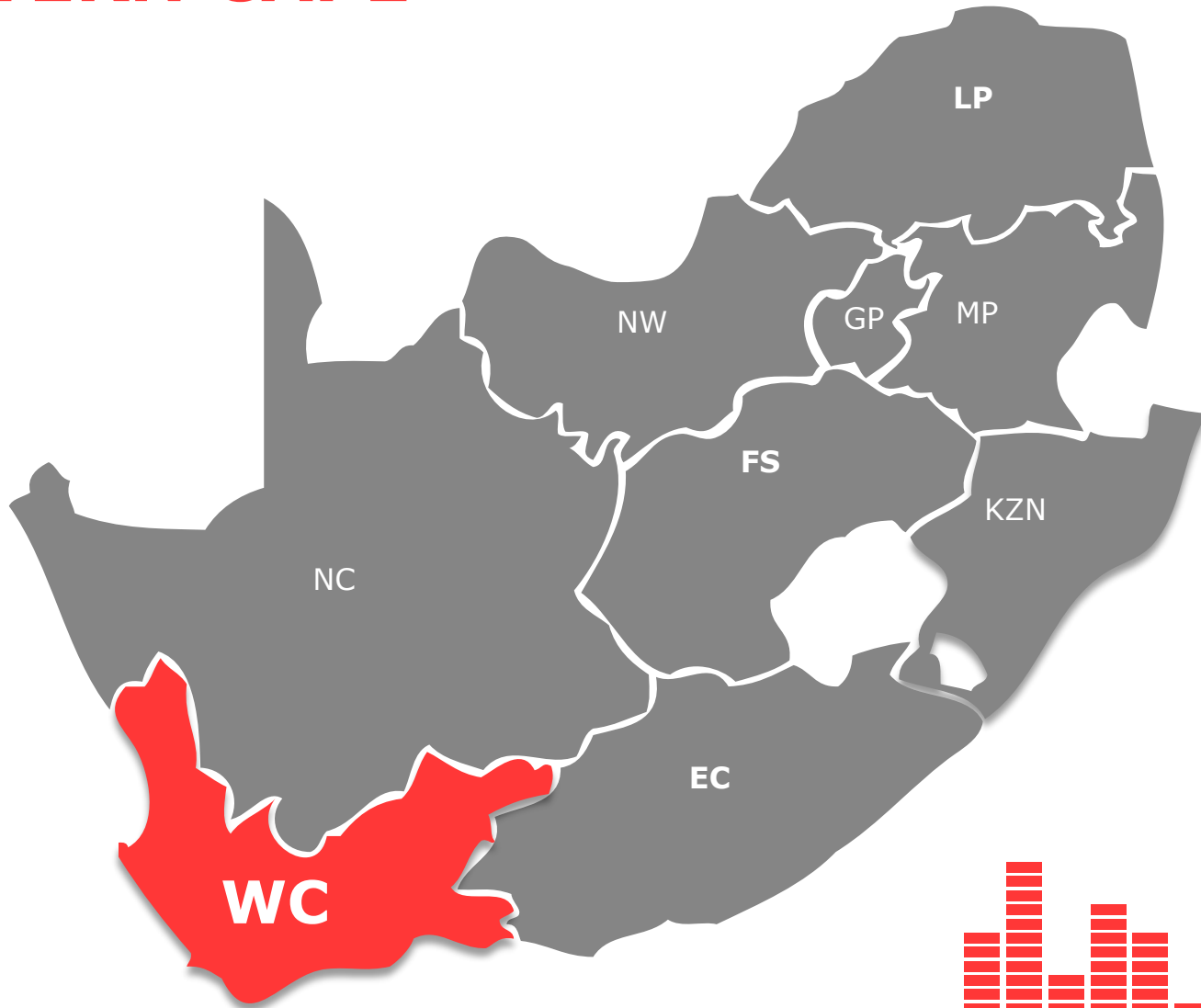


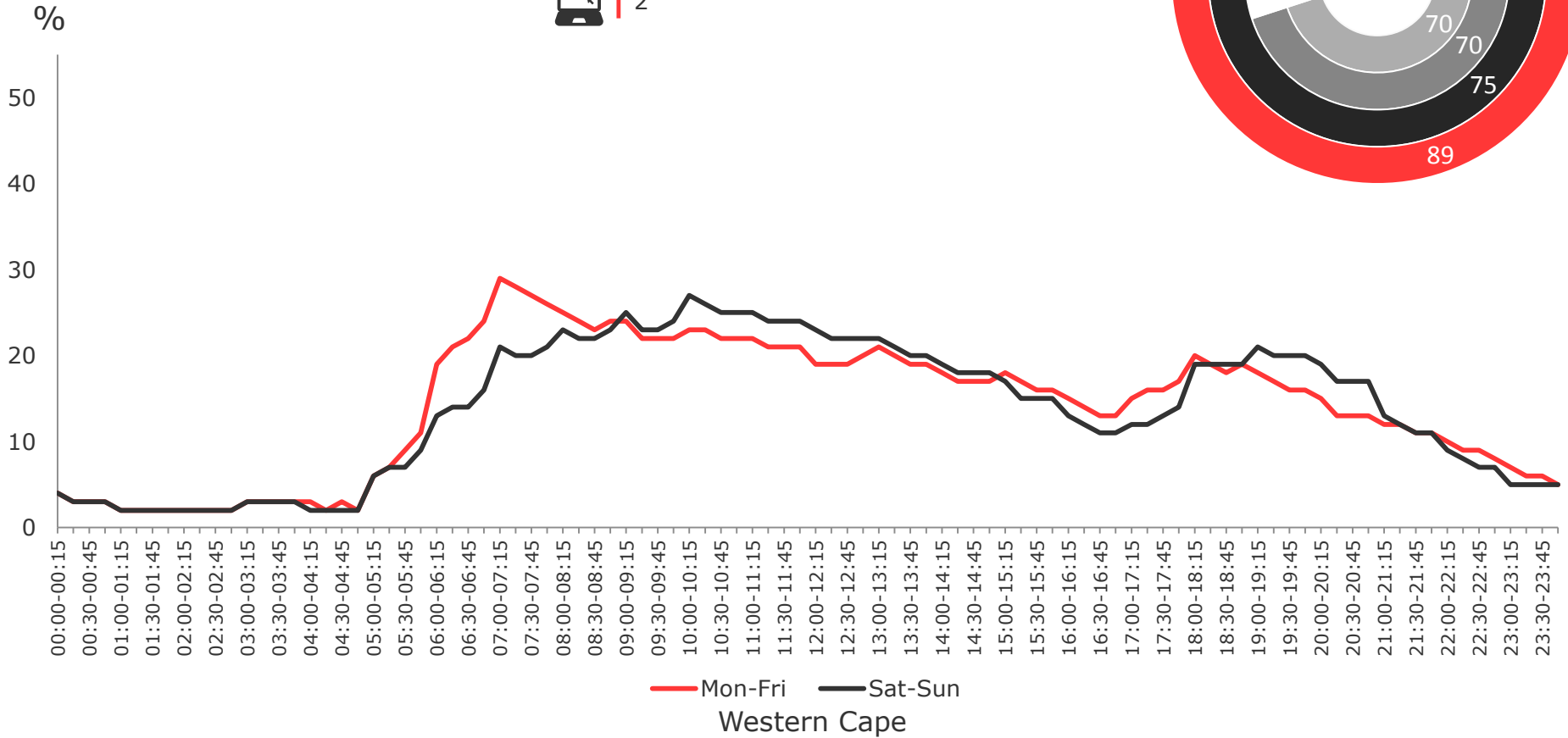
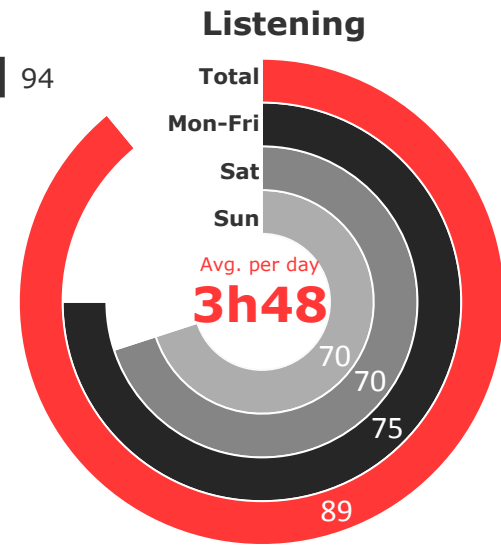
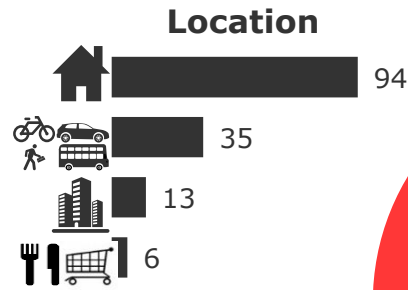
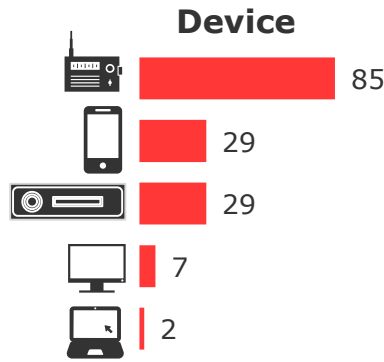
(% of 1,3b listening minutes a week)



Source: BRC RAM Jul'16-Dec'16 (n=554); Oct'16-Mar'17 (n=608)

WESTERN CAPE



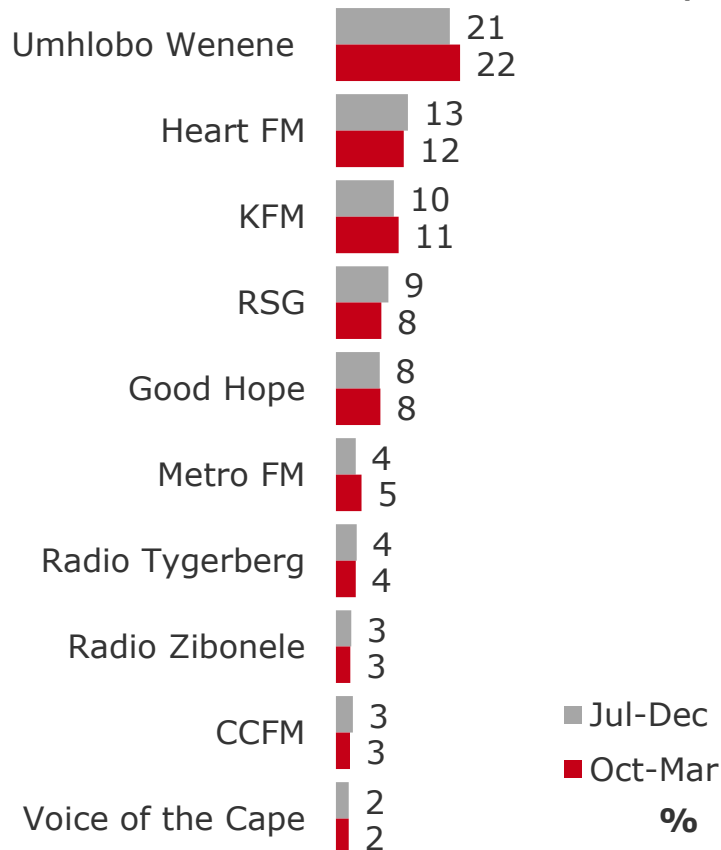


WESTERN CAPE - SHARE

Share of Audience



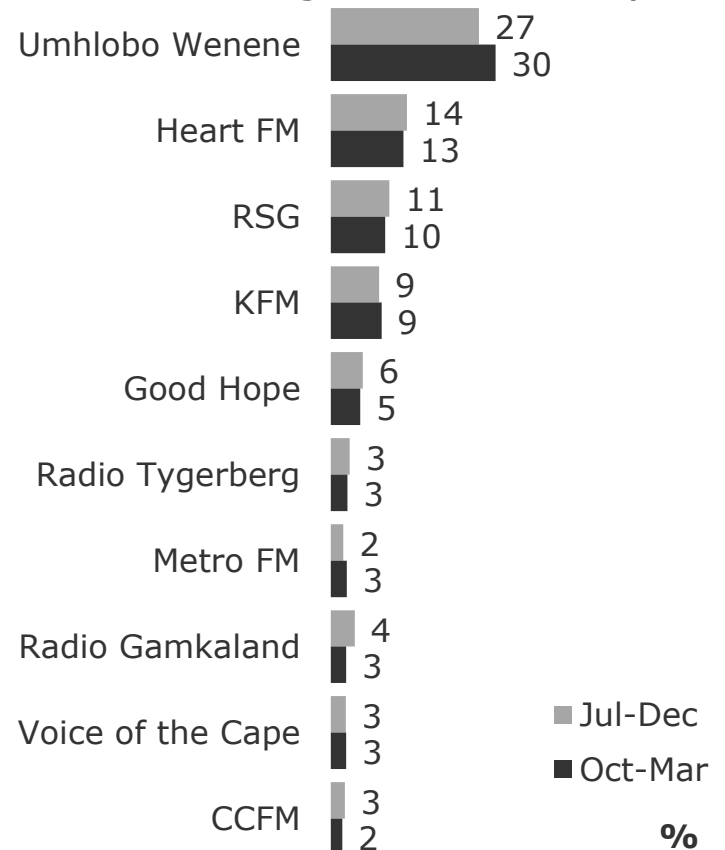
(% of 4,3m listeners who listen in a week)



Share of Listening



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



Source: BRC RAM Jul'16-Dec'16 (n=4,754); Oct'16-Mar'17 (n=4,528)

KEY STATION MEASURES (THE CURRENCY)

JUL'16-DEC'16
OCT'16-MAR'17



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)	
	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Ukhozi	5,584	5,748	7,310	7,600
Umhlobo Wenene	4,016	4,226	5,274	5,501
Lesedi FM	2,398	2,522	3,404	3,513
Metro FM	2,160	2,395	3,674	4,007
Thobela FM	2,047	2,095	2,802	2,842
Motsweding FM	1,754	1,775	2,510	2,601
Ikwekwezi	967	1,013	1,371	1,401
RSG	1,020	931	1,387	1,260
Gagasi	836	888	1,273	1,327
Munghana Lonene	729	802	1,027	1,098

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Jul'16-Dec'16

Oct'16-Mar'17

Jul'16-Dec'16

Oct'16-Mar'17

Ukhozi

60

62

3h06

3h06

Umhlobo Wenene

56

57

3h30

3h42

Lesedi FM

58

57

3h24

3h24

Metro FM

30

29

1h42

1h42

Thobela FM

68

70

3h06

3h18

Motsweding FM

52

49

3h06

2h48

Ikwekwezi

55

52

2h54

3h00

RSG

50

50

3h12

3h18

Gagasi

34

39

2h12

2h18

Munghana Lonene

62

69

3h06

3h24

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946); 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)	
	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Jacaranda FM	794	772	1,270	1,191
Ligwalagwala	661	738	935	990
East Coast Radio	648	725	931	1010
Phalaphala	593	629	795	785
947	618	550	891	810
Heart FM	578	545	764	755
Kaya	491	512	843	848
KFM	450	486	647	726
5FM	507	474	822	757
YFM	345	377	609	626

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Jul'16-Dec'16

Oct'16-Mar'17

Jul'16-Dec'16

Oct'16-Mar'17

Jacaranda FM

39

41

2h00

2h18

Ligwalagwala

55

55

3h00

3h24

East Coast Radio

53

57

1h48

1h54

Phalaphala

76

77

3h24

4h00

947

32

35

1h42

1h48

Heart FM

53

47

3h00

2h54

Kaya

21

20

1h30

1h30

KFM

42

46

2h18

2h12

5FM

29

30

1h30

1h36

YFM

26

23

1h30

1h36

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946); 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)	
	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Algoa FM	328	355	499	544
Good Hope	309	318	473	509
702	290	279	459	428
Capricorn	164	195	306	329
Radio 2000	175	195	367	371
North West FM	143	181	233	306
Lotus FM	192	171	293	258
OFM	166	169	253	248
Smile	92	96	128	140
SAfm	78	85	148	145

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)

Avg. hrs p.d

Jul'16-Dec'16

Oct'16-Mar'17

Jul'16-Dec'16

Oct'16-Mar'17

Algoa FM

43

46

2h00

1h54

Good Hope

38

36

2h06

1h48

702

30

24

1h36

1h42

Capricorn

35

32

1h30

1h48

Radio 2000

17

16

1h12

1h24

North West FM

31

23

2h18

2h06

Lotus FM

54

46

1h48

1h36

OFM

63

67

2h36

3h24

Smile

58

51

1h54

1h48

SAfm

11

21

1h18

1h30

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946); 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)	
	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Power	68	83	102	126
CapeTalk	70	76	96	97
trufm	57	71	118	151
Classic FM	40	29	60	51
Vuma	33	28	62	44
Rise FM	*	*	45	37
Magic 828AM	*	*	18	24

* Base size too small for analysis

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Power	25	14	2h12	2h00
CapeTalk	43	48	2h18	2h36
trufm	0	0	1h24	1h18
Classic FM	30	24	1h36	1h12
Vuma	24	23	1h24	1h54

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)	
	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Jozi	339	331	537	522
Unitra (UCR-FM)	188	185	329	299
Kasie	115	147	183	223
Radio Tygerberg	141	140	219	221
Vukani	145	132	263	263
Star	182	127	239	164
Voice of the Cape	106	111	138	143
Thetha	75	104	103	159
Inkonjane	70	104	128	184
CCFM	123	101	179	158

KEY STATION MEASURES

Community



Exclusive listeners (%)

Avg. hrs p.d

	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Jozi	25	27	2h18	2h24
Unitra (UCR-FM)	5	5	1h36	1h54
Kasie	12	10	1h36	1h24
Radio Tygerberg	40	39	2h36	2h18
Vukani	2	0	1h42	1h30
Star FM	55	57	3h42	3h12
Voice of the Cape	38	39	3h06	3h12
Thetha	69	64	3h36	2h54
Inkonjane	23	33	1h54	1h48
CCFM	36	37	2h30	2h12

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946); 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)	
	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Radio Gamkaland	144	89	205	125
Mahikeng	91	86	124	126
Moretele	73	85	114	127
QwaQwa	*	83	67	117
Alfred Nzo	73	82	126	128
Radio Zibonele	83	80	162	161
Izwi LoMzansi	77	79	111	126
Moutse	48	72	72	108
Bok Radio	62	71	84	95
Forte	76	69	134	135

* Base size too small for analysis

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946)

KEY STATION MEASURES

Community



Exclusive listeners (%)

Avg. hrs p.d

Jul'16-Dec'16

Oct'16-Mar'17

Jul'16-Dec'16

Oct'16-Mar'17

Radio Gamkaland

54

57

3h30

3h42

Mahikeng

29

32

2h42

2h30

Moretele

46

56

2h36

3h06

QwaQwa

*

27

*

3h00

Alfred Nzo

27

27

2h36

3h24

Radio Zibonele

19

20

1h54

1h48

Izwi LoMzansi

20

14

2h42

2h00

Moutse

29

36

5h06

4h00

Bok Radio

71

71

1h48

1h36

Forte

2

1

1h42

1h30

* Base size too small for analysis

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946) ; 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)	
	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Nkomazi	*	64	67	97
Tubatse	49	64	64	83
Voice of Tembisa	74	61	118	102
Radio NFM	49	61	53	66
Mkhondo	56	59	87	86

* Base size too small for analysis

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946)

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Exclusive listeners (%)		Avg. hrs p.d	
	Jul'16-Dec'16	Oct'16-Mar'17	Jul'16-Dec'16	Oct'16-Mar'17
Nkomazi	*	24	*	2h00
Tubatse	75	83	3h48	4h36
Voice of Tembisa	31	26	1h42	1h48
Radio NFM	79	89	4h24	4h54
Mkhondo	17	24	2h30	3h18

* Base size too small for analysis

Source: BRC RAM Jul'16-Dec'16 (National: n=33,122) and Oct'16-Mar'17 (National: n=31,946); ranked on Avg. daily cume











STATION DASHBOARDS

brc BRC RAM Station Detail
Oct'16-Mar'17 TNS

Commercial and 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	Highway	Hindvani	Inkonjane	Izwi Lethemba	Izwi LoMzansi

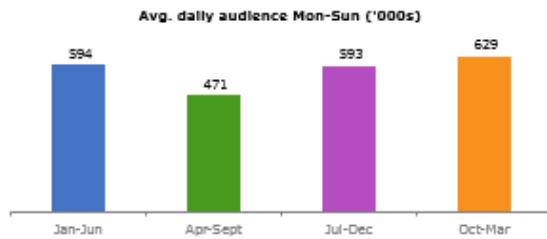
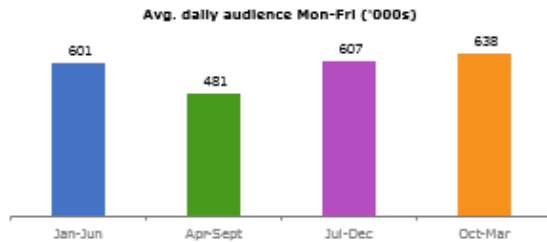
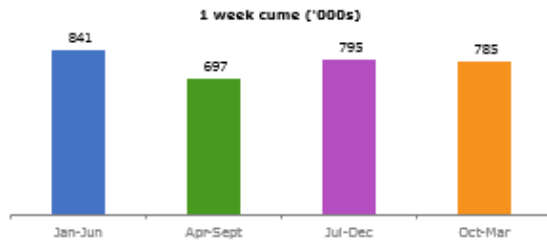
TRENDING: JAN-JUN / APR-SEP / JUL-DEC / OCT-MAR

Station A



Key Measures (Total audience)

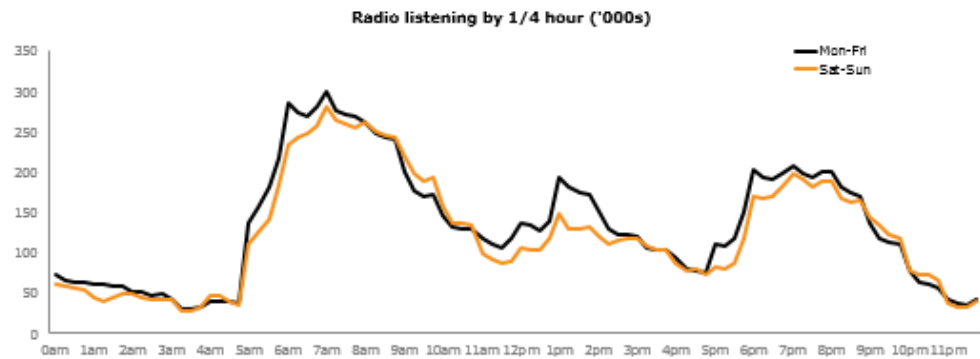
sample-31946



Source: BRC RAM Oct'16-Mar'17
 Axes may vary between stations and measures
 Note: All percentages do not add to 100% due to rounding off

Station listeners (one week cumc)

sample-568



**SEE YOU AGAIN
IN AUGUST 2017**

JAN-JUN'17

