

BRC RAM™ & SEM – FEBRUARY '18 RELEASE



TNS

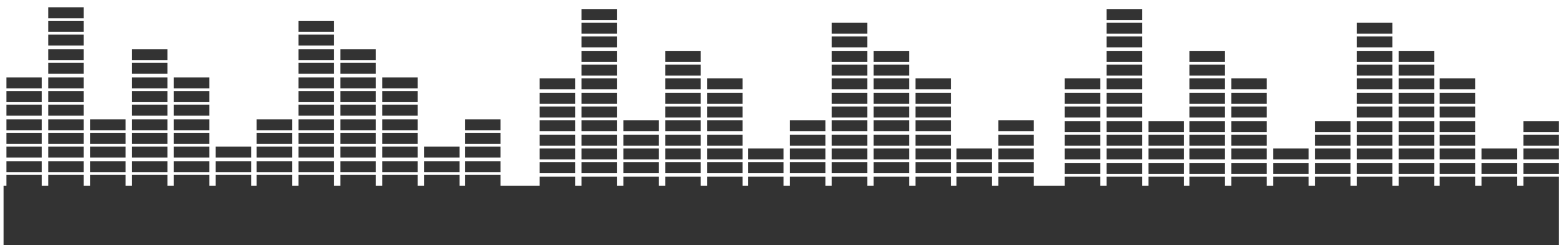
TRENDING...



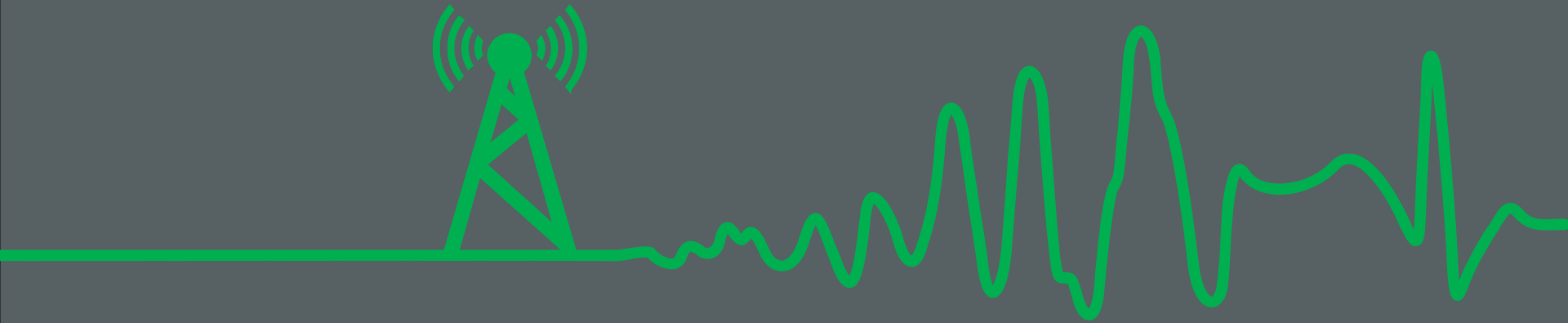
Jan'17-Dec'17 (sample=61,276 diaries)

Apr'17-Sep'17 (sample=30,427 diaries)

Jul'17-Dec'17 (sample=30,098 diaries)



BRC RAM™ - VITAL SIGNS



REPRESENTATIVE NATIONAL & PROVINCIAL SAMPLE...

30,000 households
per annum



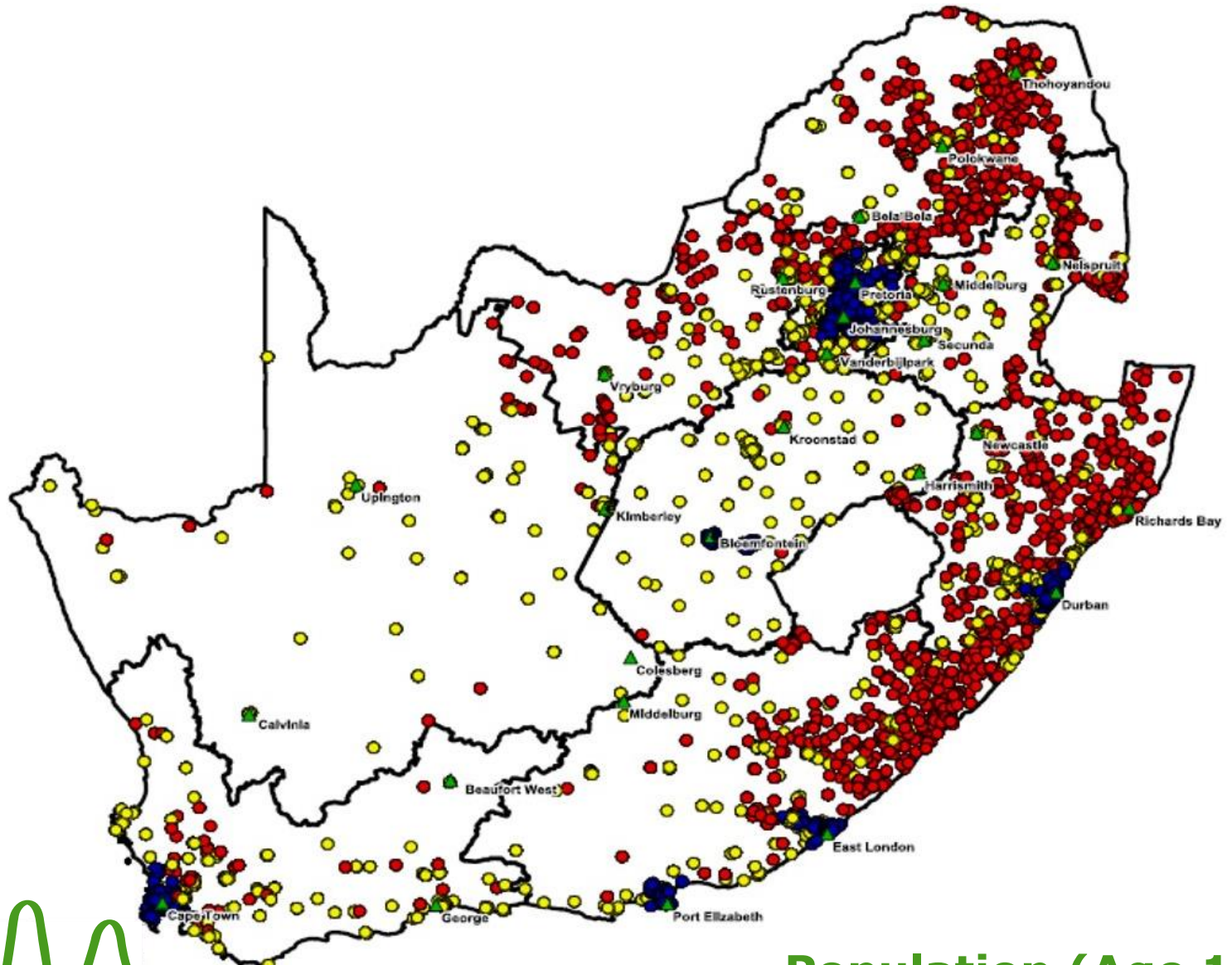
BRC RAM™ sample:
representative of the South
African population on a **National**
and **Provincial** level

300,000 households
per annum



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

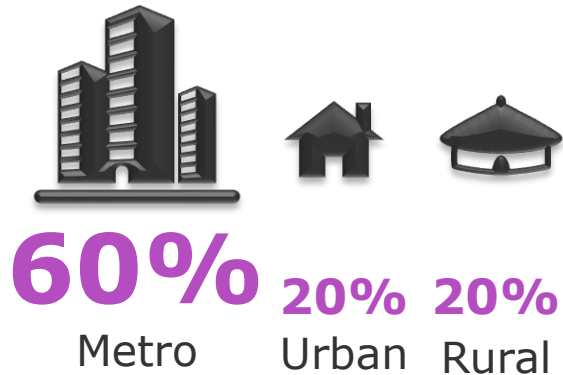
BRC RAM™ – VITAL SIGNS...



Population (Age 15+):
39,5 million

BRC RAM™ AT A GLANCE...

Metro-skewed sample



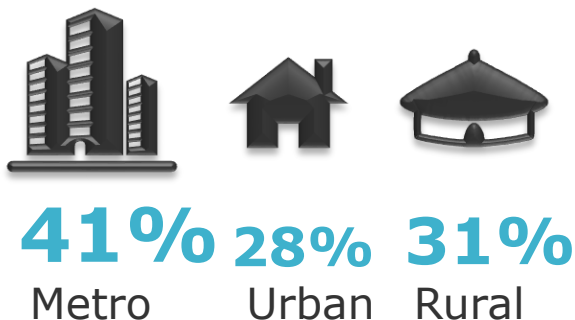
Random selection

- Small areas
- Starting points
- Households
- Main respondents

Methodology

- Placement interview
- 7-day diary

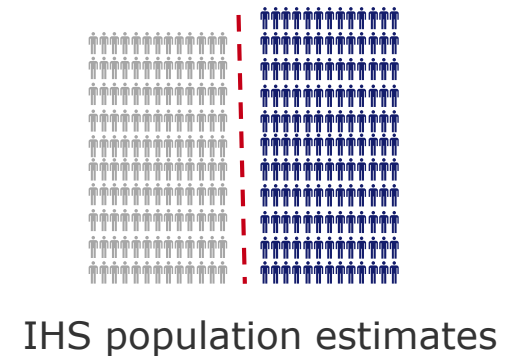
Re-weighted to population



Weighting variables

- Province
- Area type
- Gender
- Age
- Race

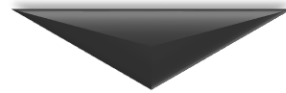
Annual universe update



BRC RAM™ – VITAL SIGNS...

**Random selection,
household flooding**

30,014
Households



61,276
Individuals



Jan'17-Dec'17 sample

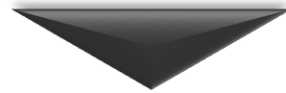


BRC RAM™ – VITAL SIGNS...

**Random selection,
household flooding**

15 076

Households



30 098

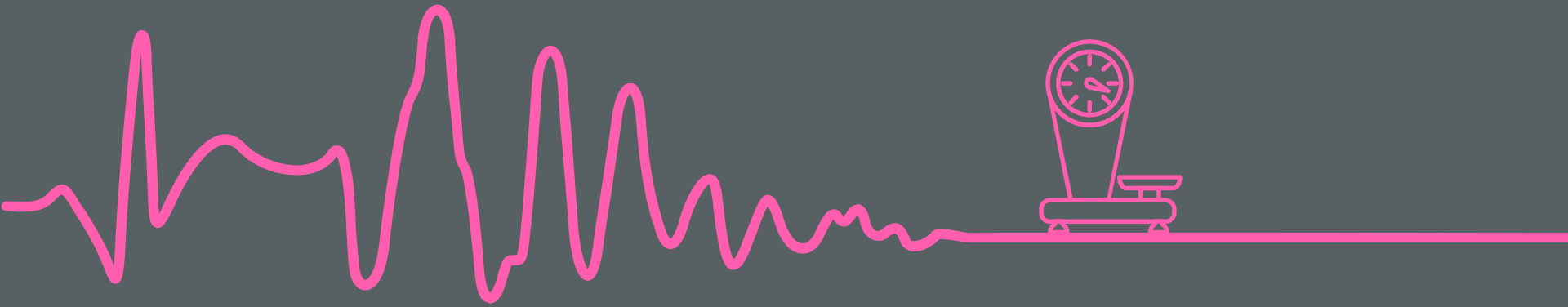
Individuals



Jul '17 – Dec '17 sample



WEIGHTING



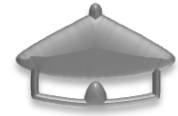
SAMPLE WEIGHTED TO POPULATION...



Metro

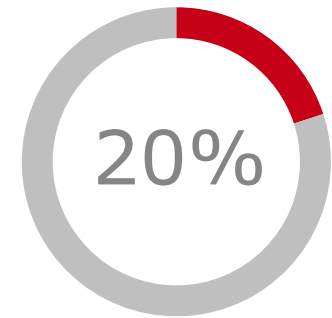
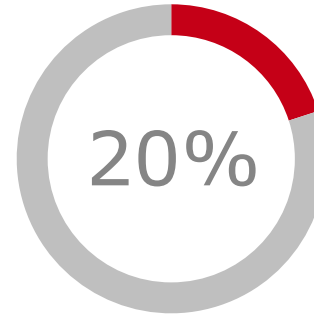
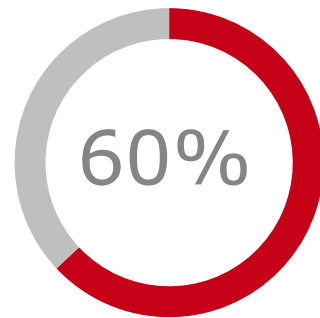


Urban

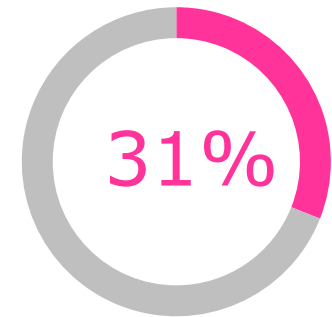
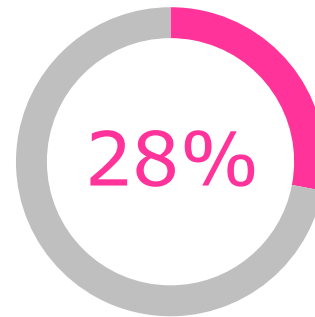
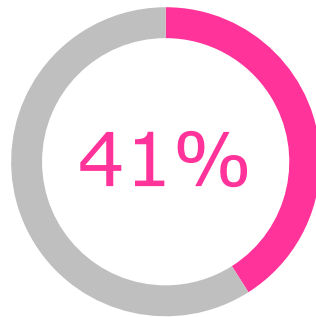


Rural

**Sample
Frame:**



Population:



WEIGHTING...



Average weighting efficiency

OCT'16-MAR'17

87%

JAN'17-JUN'17

89%

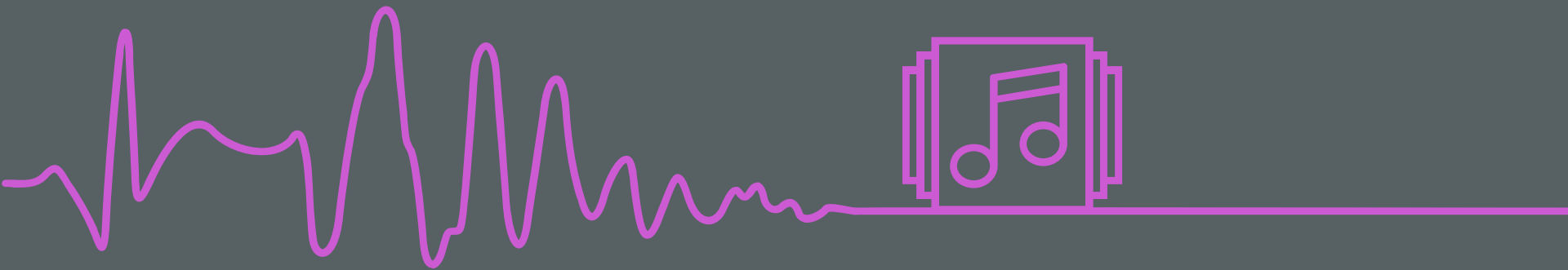
APR'17-SEP'17

88%

JUL'17-DEC'17

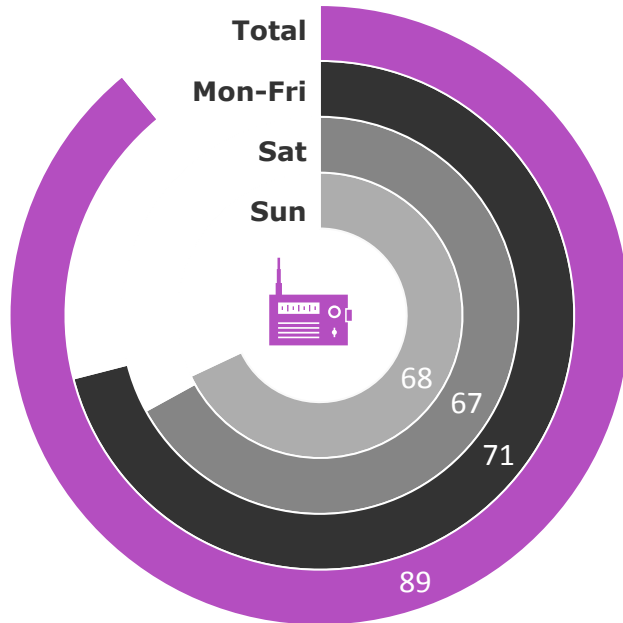
88%

KEY SOUNDBITES



RADIO REACH is...

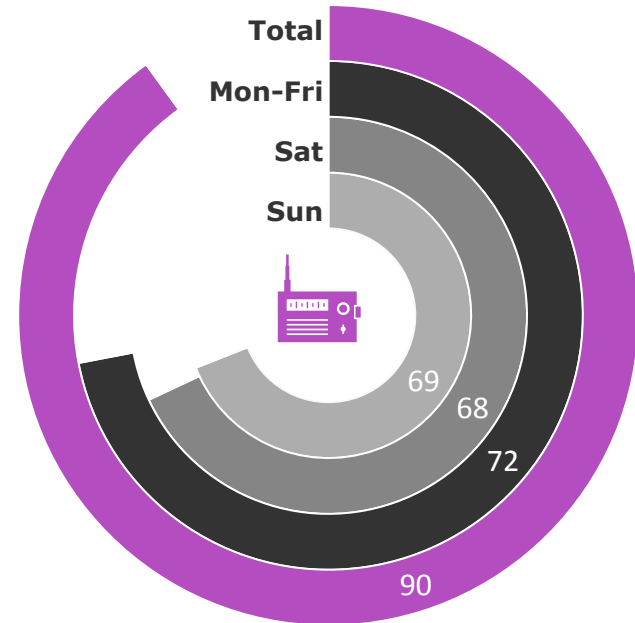
Apr'17-Sep'17



89% weekly reach = 35.0 million listeners listening anytime in the week

71% daily reach (Mon-Fri) = 27.9 million listeners on an average weekday

Jul'17-Dec'17



90% weekly reach = 35.5 million listeners listening anytime in the week

72% daily reach (Mon-Fri) = 28.3 million listeners on an average weekday

... EVERYWHERE!

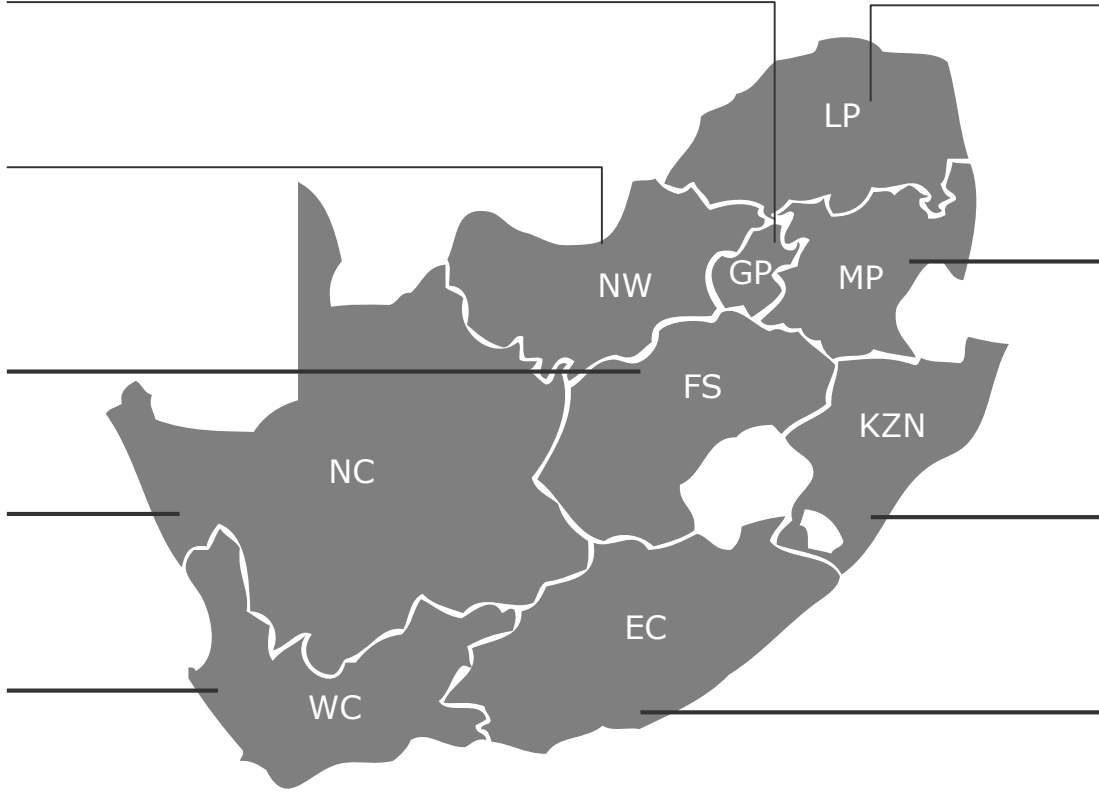
91% =
9.2m

80% =
2.1m

85% =
1.7m

79% =
686k

86% =
4.2m



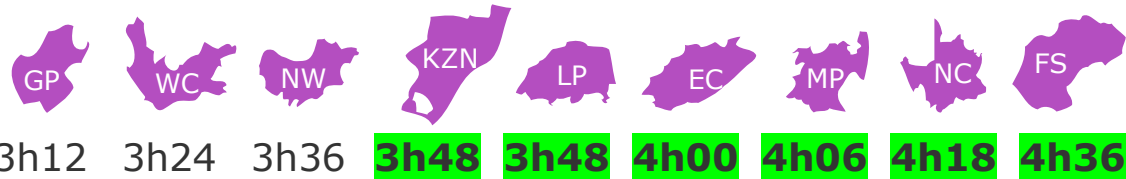
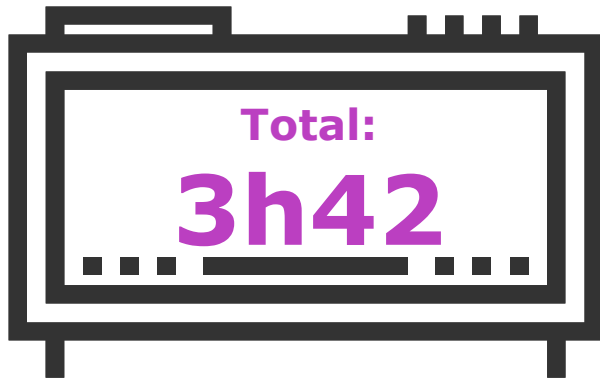
92% =
3.5m

87% =
2.6m

94% =
7.1m

93% =
4.5m

LONG LISTENING...



3h12



3h48



4h12



2h24



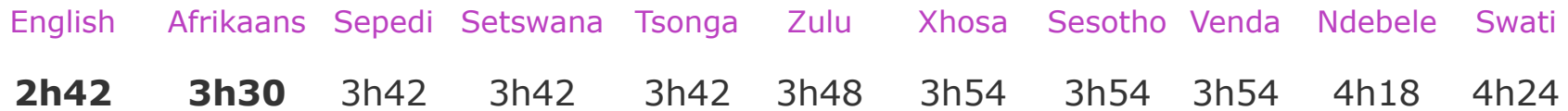
2h54



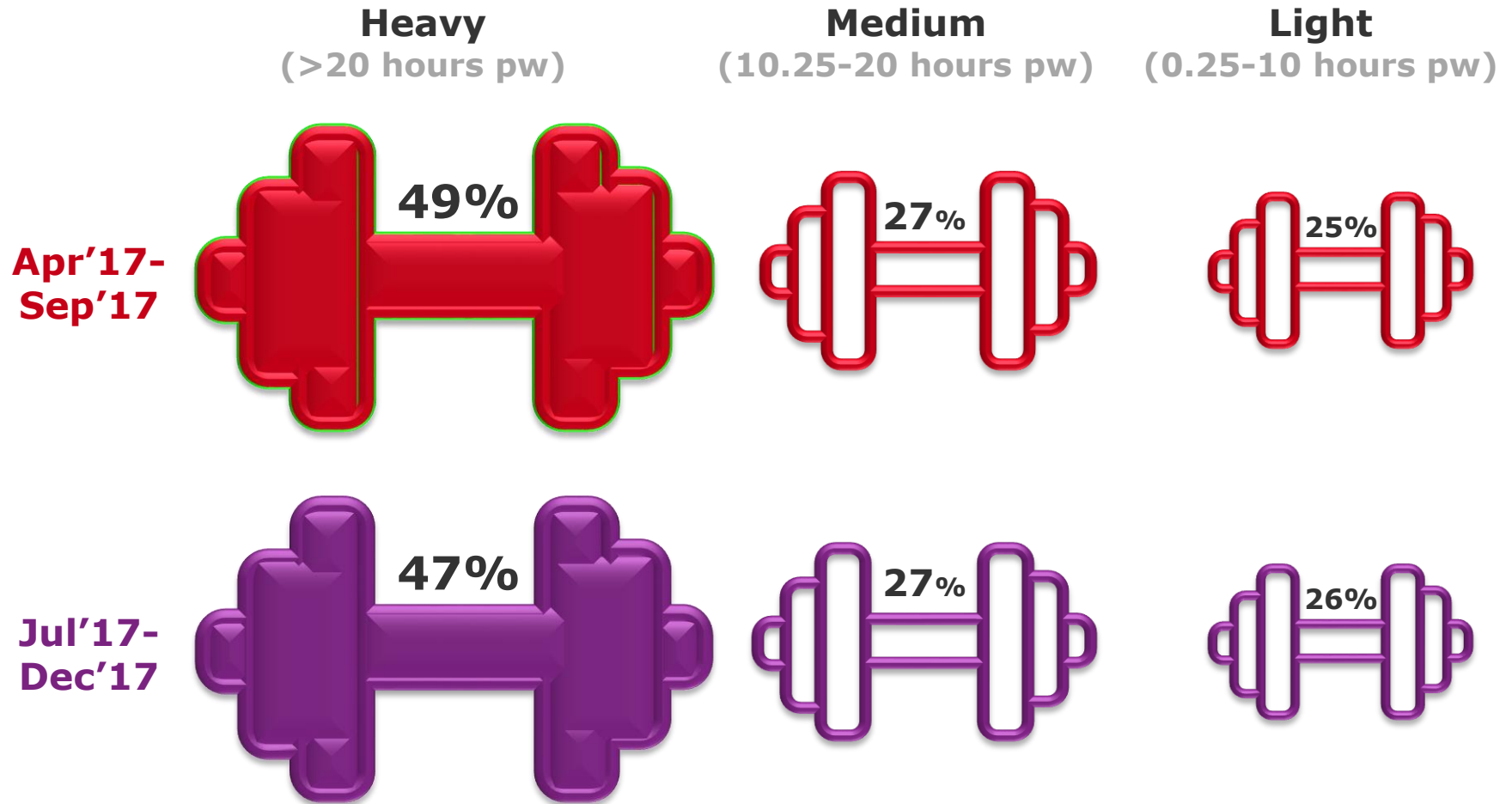
3h30



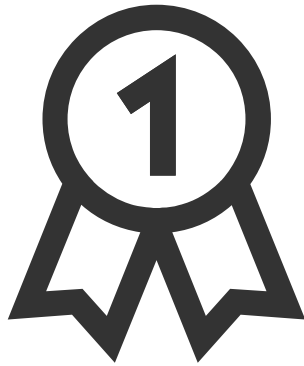
3h48



HEAVY LISTENING...



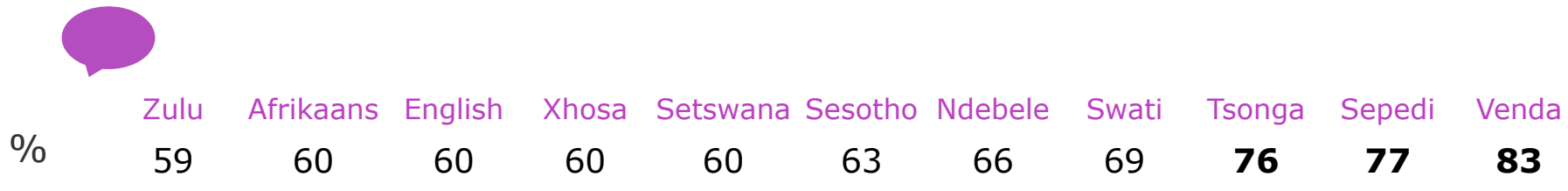
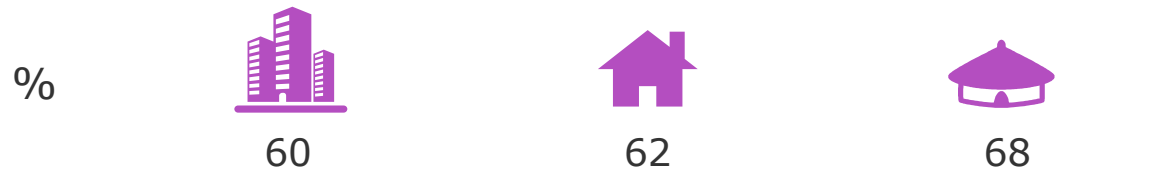
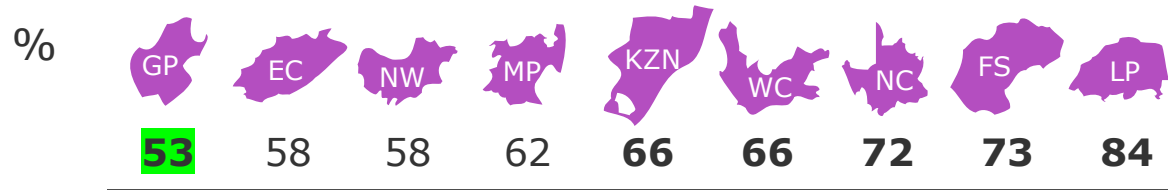
LOYAL LISTENERS...



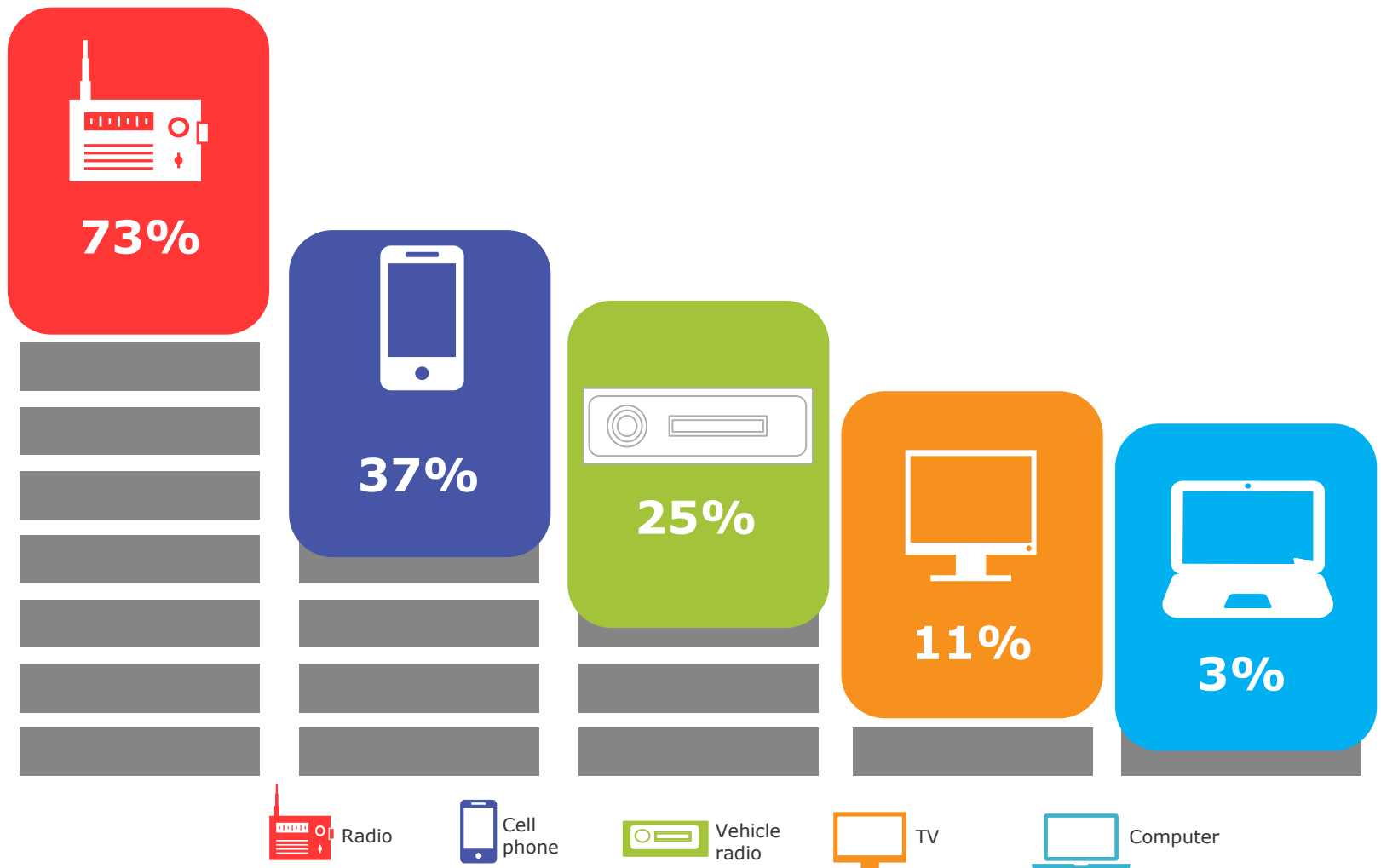
Total:

63%

listen to only one station

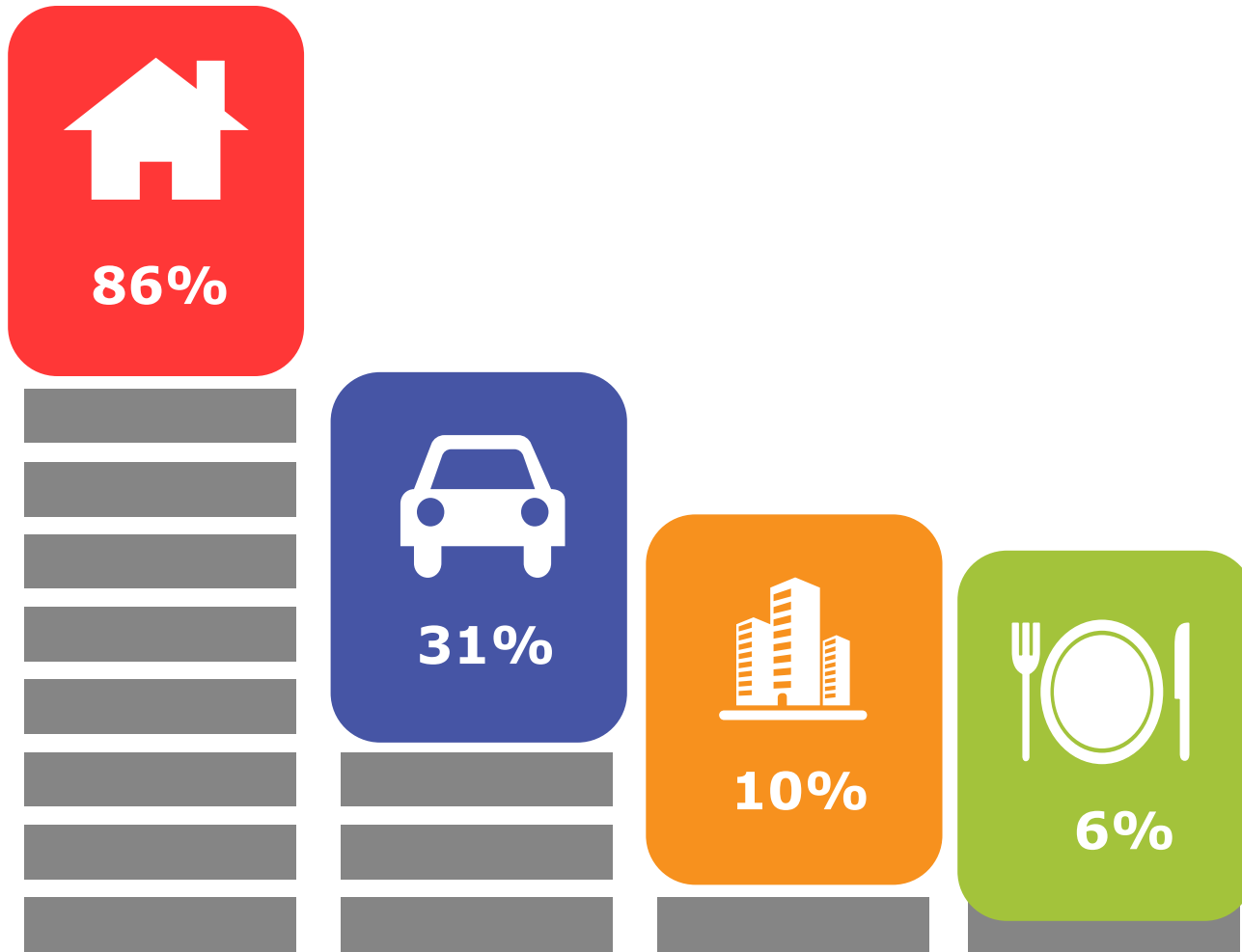


DEVICE captures HOW...



Source: BRC RAM™ Jul'17-Dec'17 (n=30,098)

LOCATION captures WHERE...



Home



Vehicle

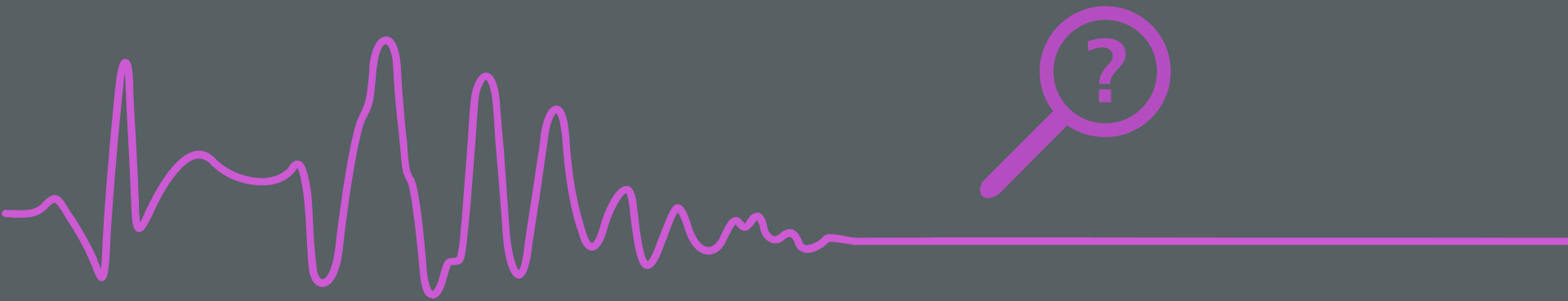


Work/University/
College



Restaurant/Shopping centre/
Airport

PROGRAMME INSIGHTS



NEW INSIGHTS...

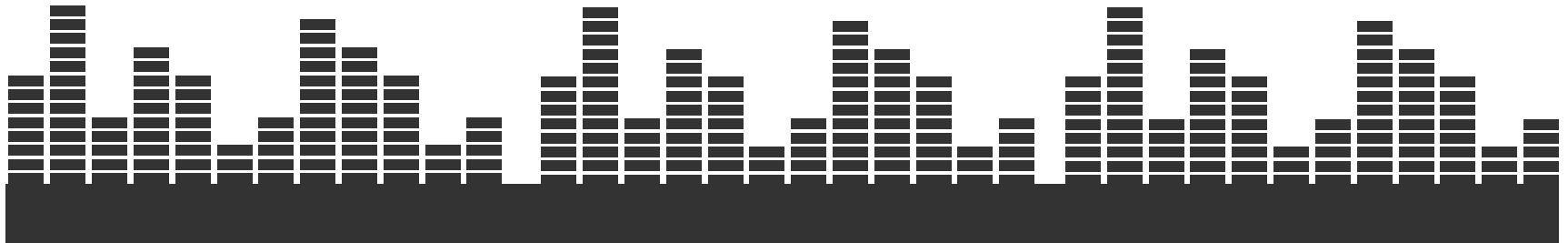
**MAIN
RESPONDENTS**



**THE INSTRUMENT
(placement
survey)**



**PROGRAMME
INSIGHTS**



PROGRAMME INSIGHTS...



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

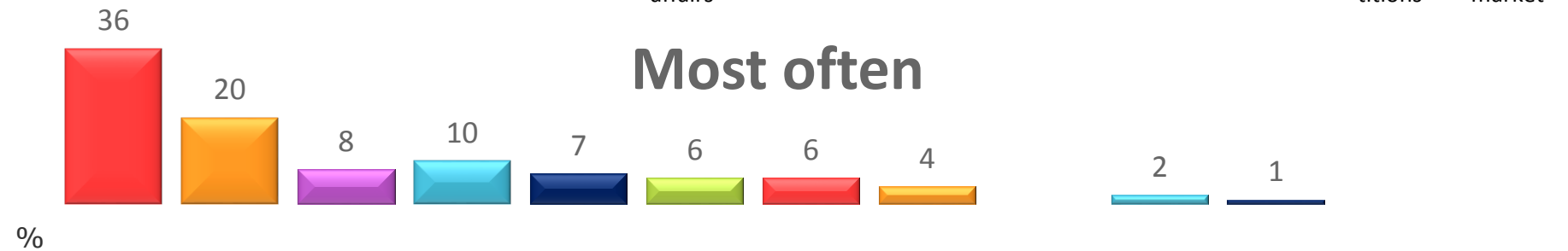
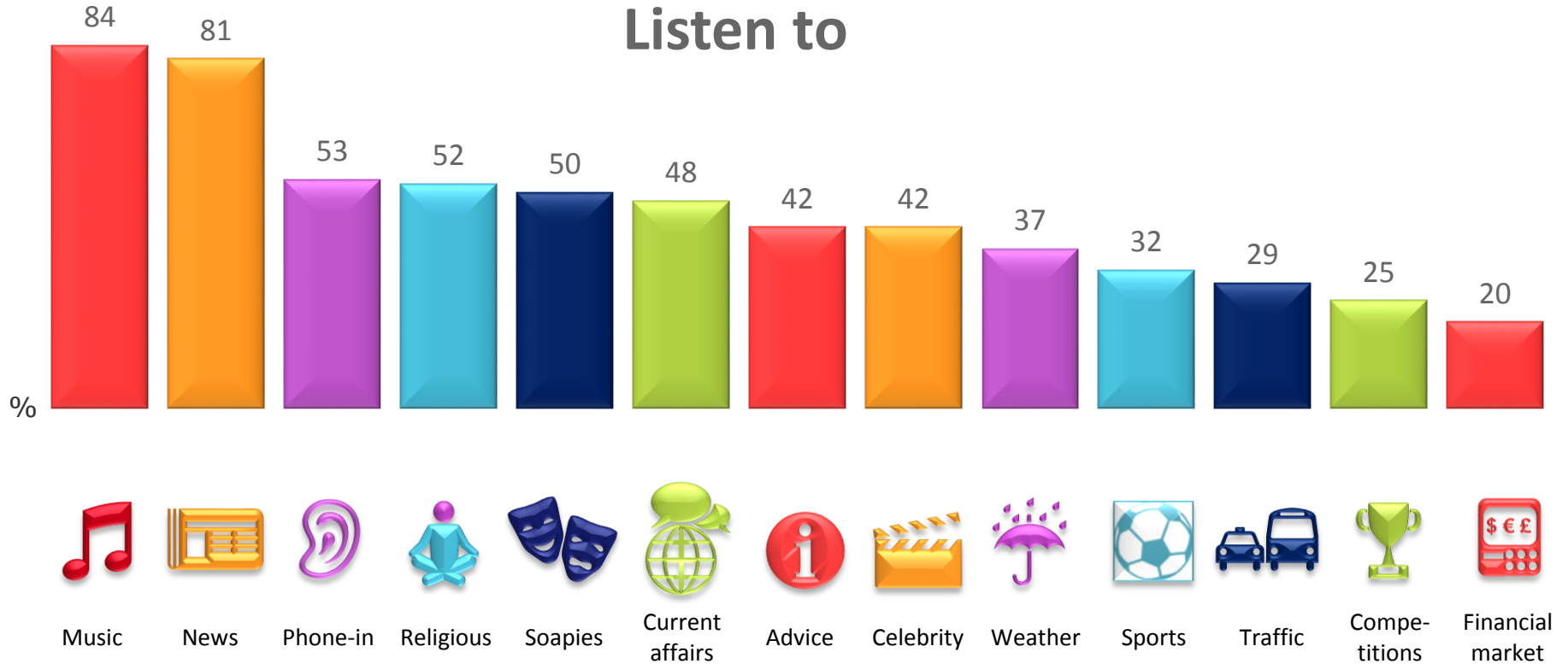
“And which do you listen to **most often**?”



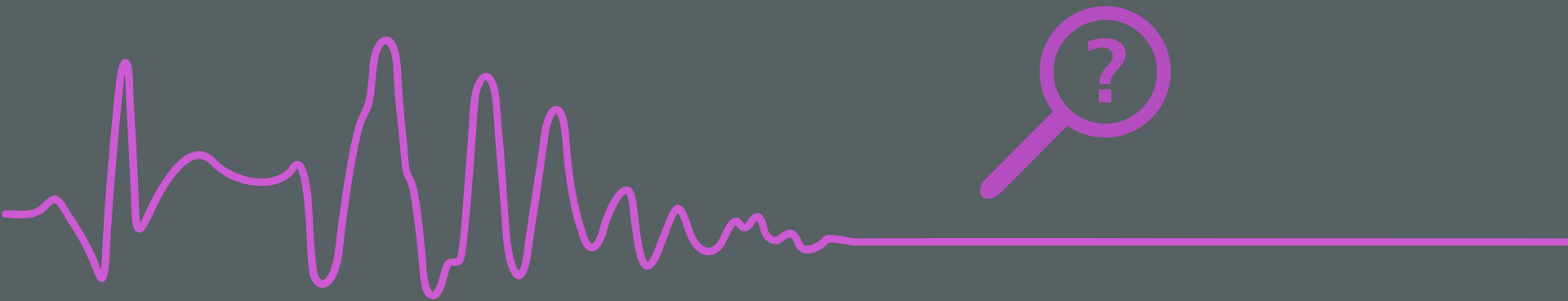
General radio preference,
not asked of a specific station

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

LISTEN TO/MOST OFTEN...



SEM'S IN BRC RAM DATA



SEM's in BRC RAM™...

ES

BRC RAM™

Different sample frames:



Metro

41%



Urban

28%



Rural

31%

60%

20%

20%

Different recruitment:

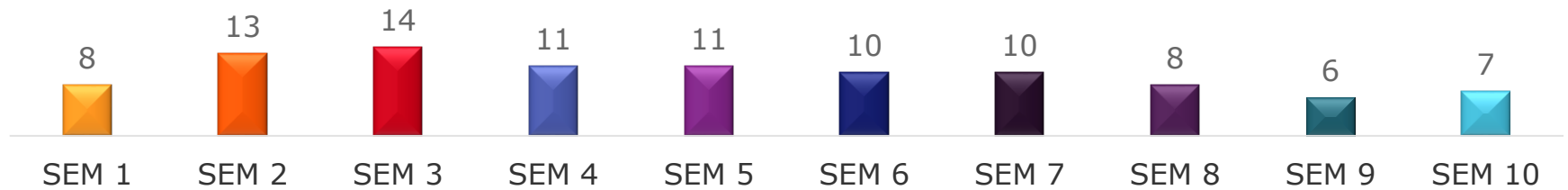
Individuals (One individual per household)

Households (Flooding)

SEM's vs LSM's in BRC RAM™...

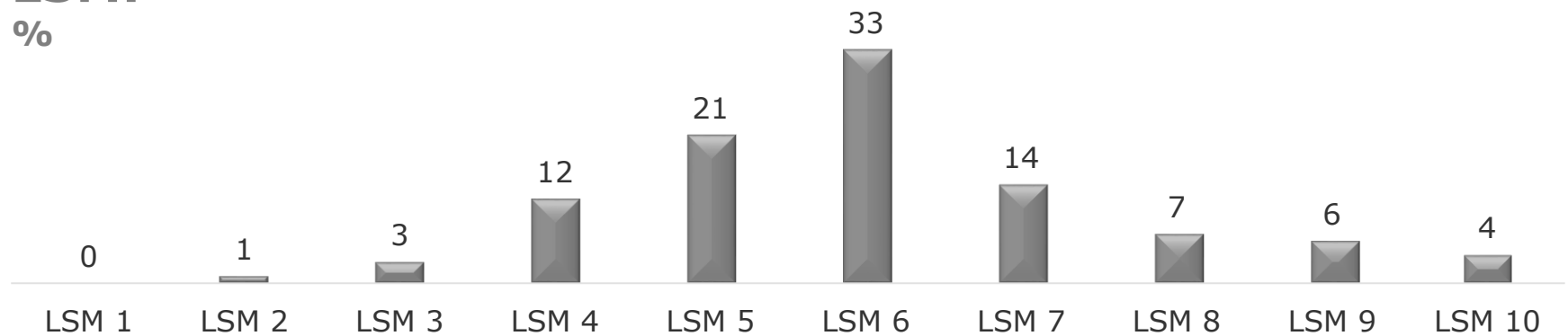
SEM:

%



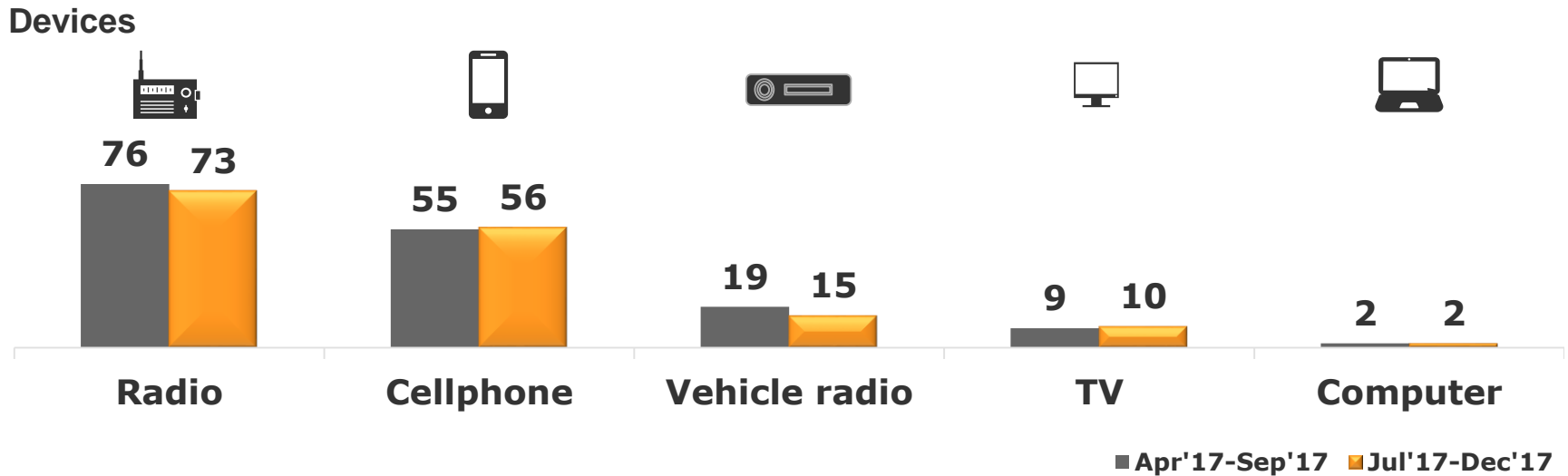
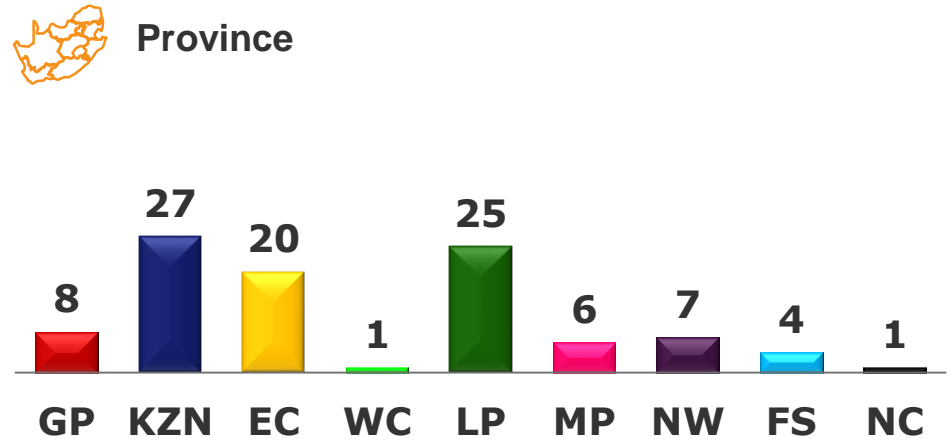
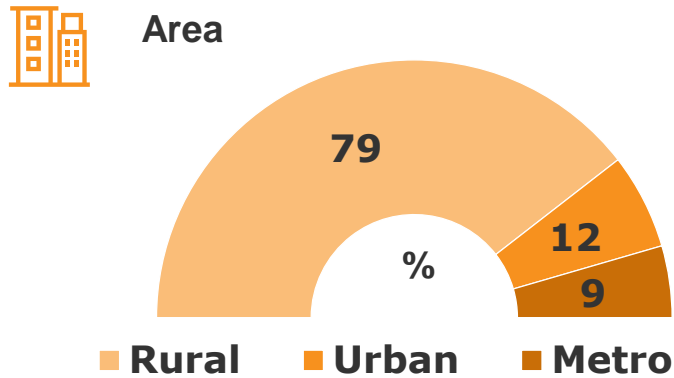
LSM:

%



SEM 1 – RADIO LISTENERS

Population: 3.0 million (8%)



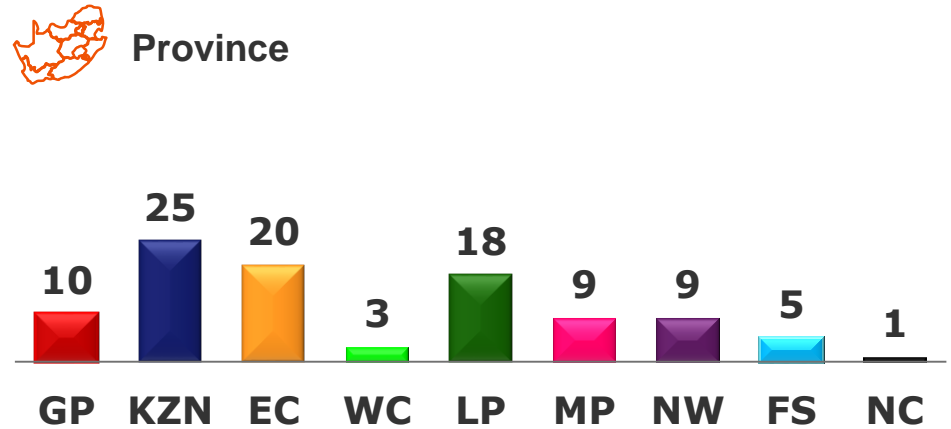
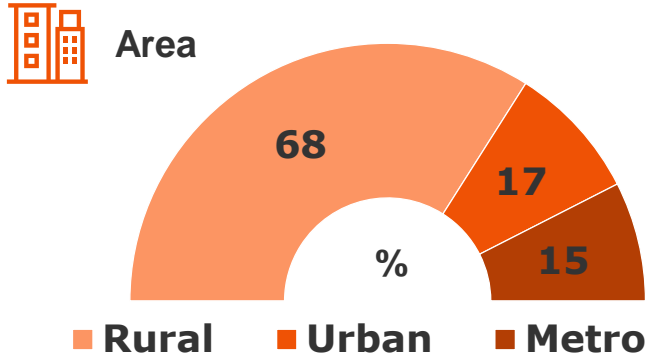
■ Apr'17-Sep'17 ■ Jul'17-Dec'17

Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

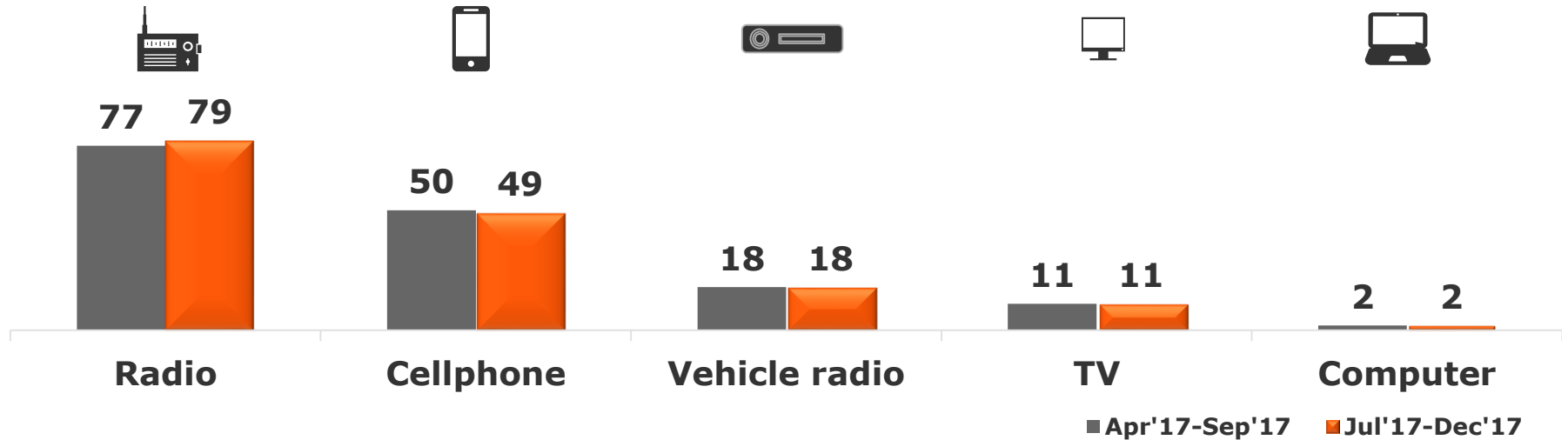
Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 2 – RADIO LISTENERS

Population: 4.7 million (13%)



Devices



■ Apr'17-Sep'17 ■ Jul'17-Dec'17

Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

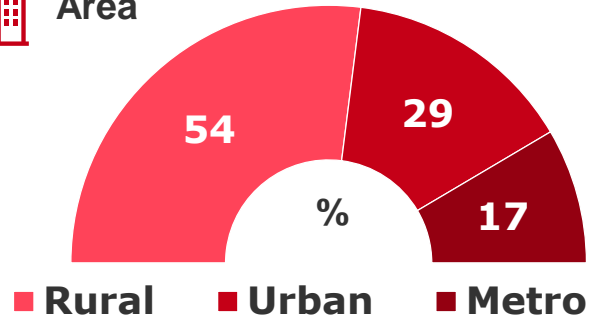
Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 3 – RADIO LISTENERS

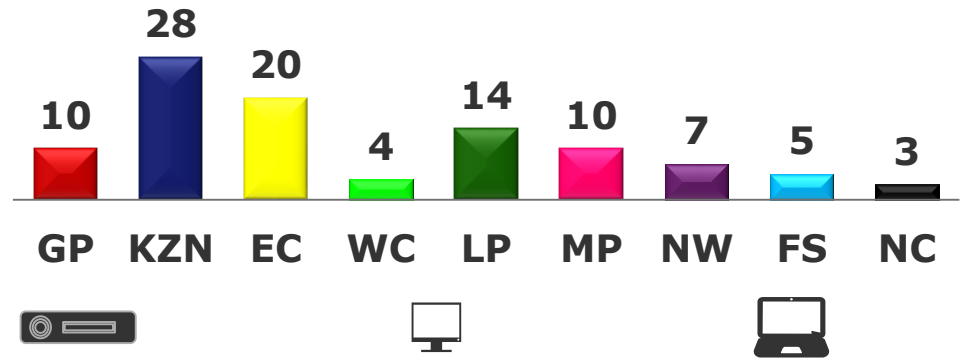
Population: 5.0 million (14%)



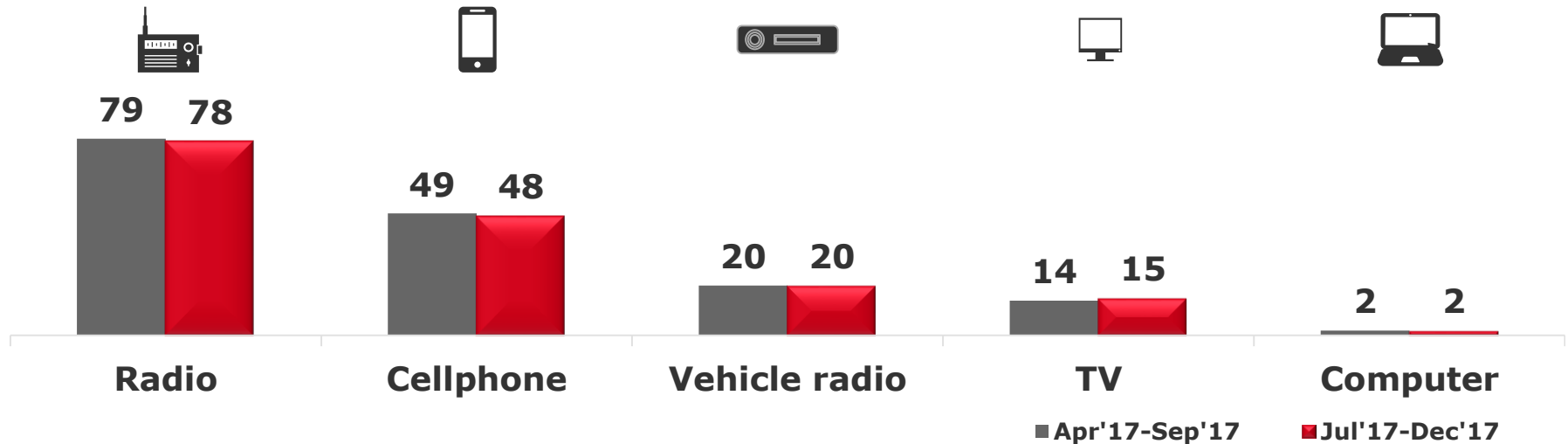
Area



Province



Devices

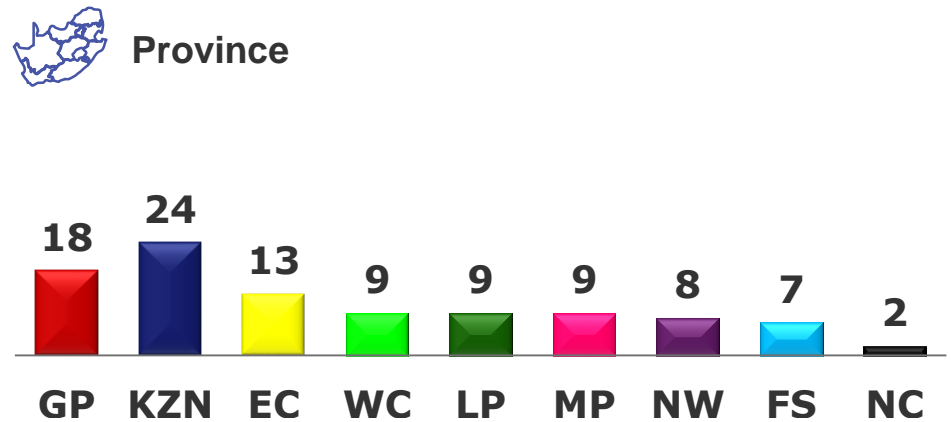
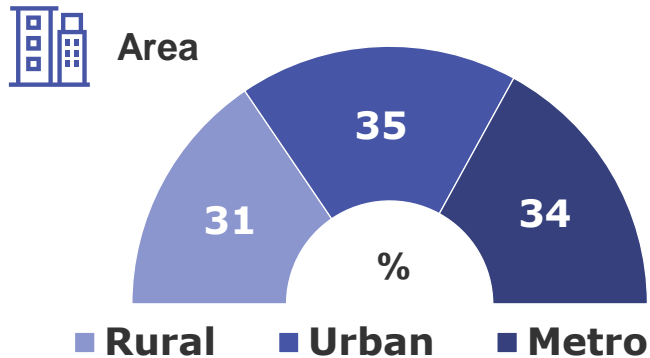


Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

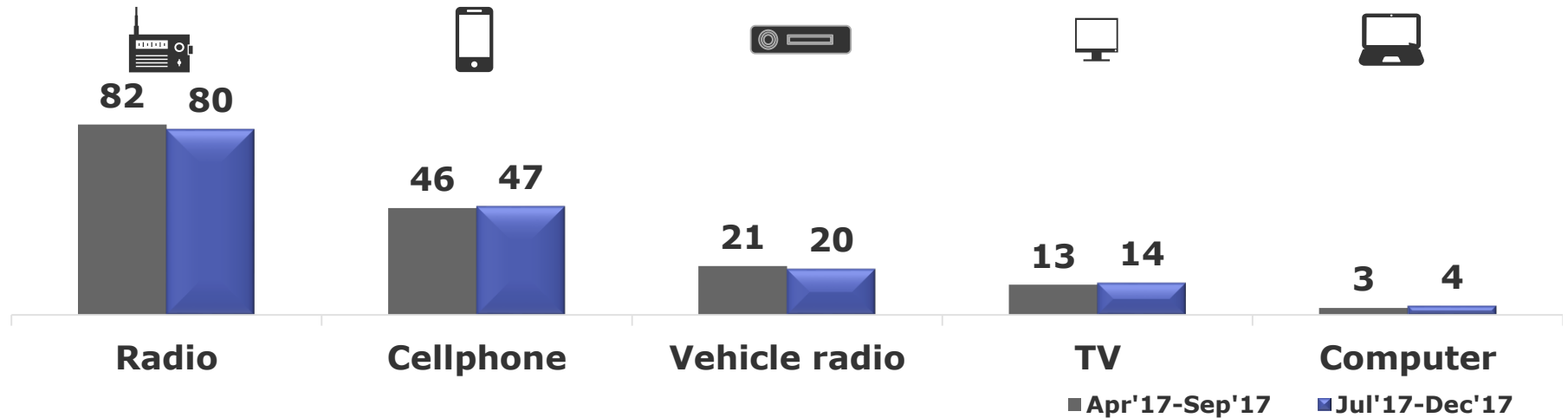
Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 4 – RADIO LISTENERS

Population: 4.0 million (11%)



Devices

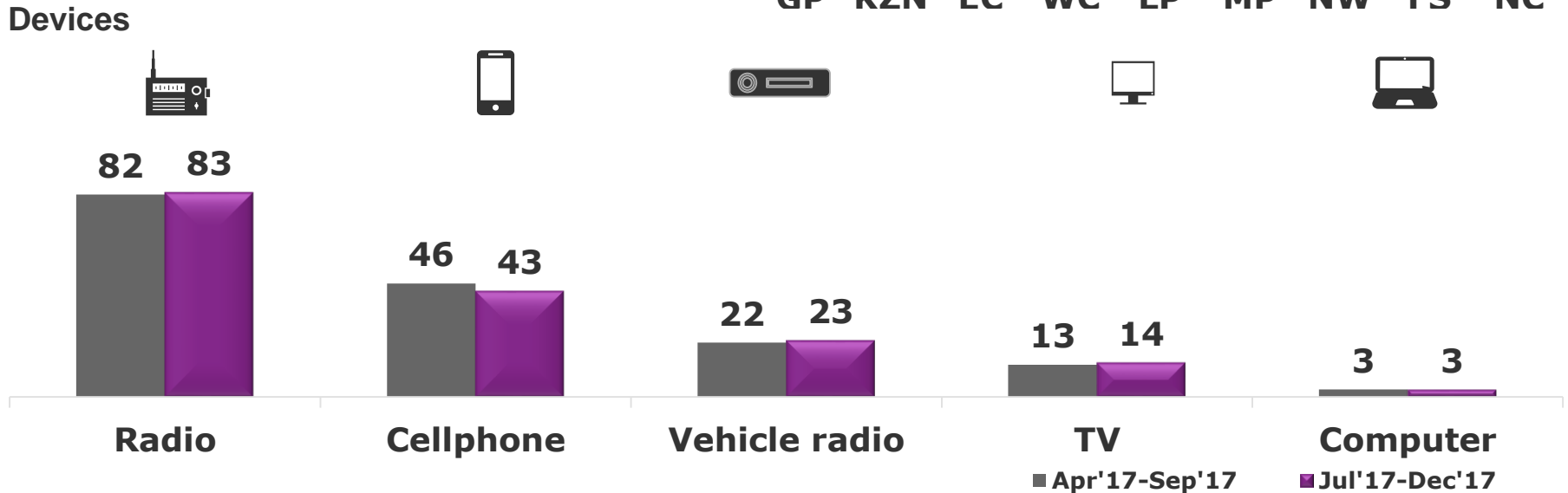
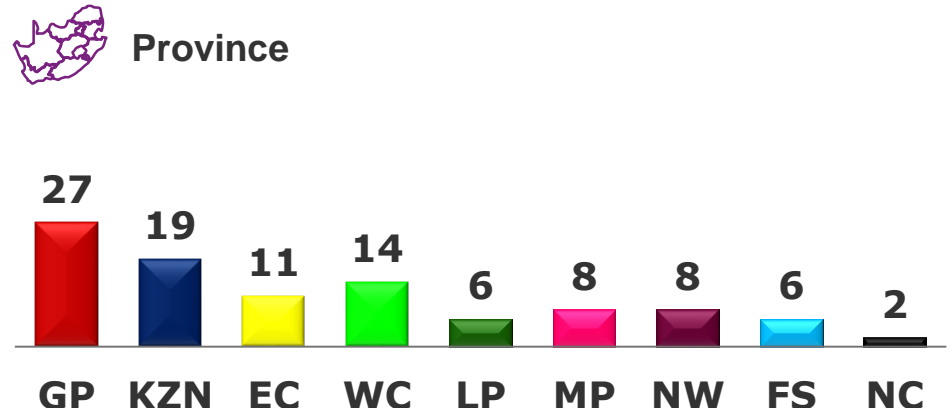
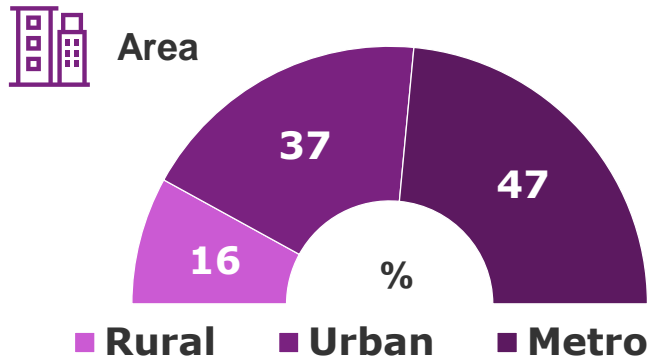


Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 5 – RADIO LISTENERS

Population: 4.0 million (11%)

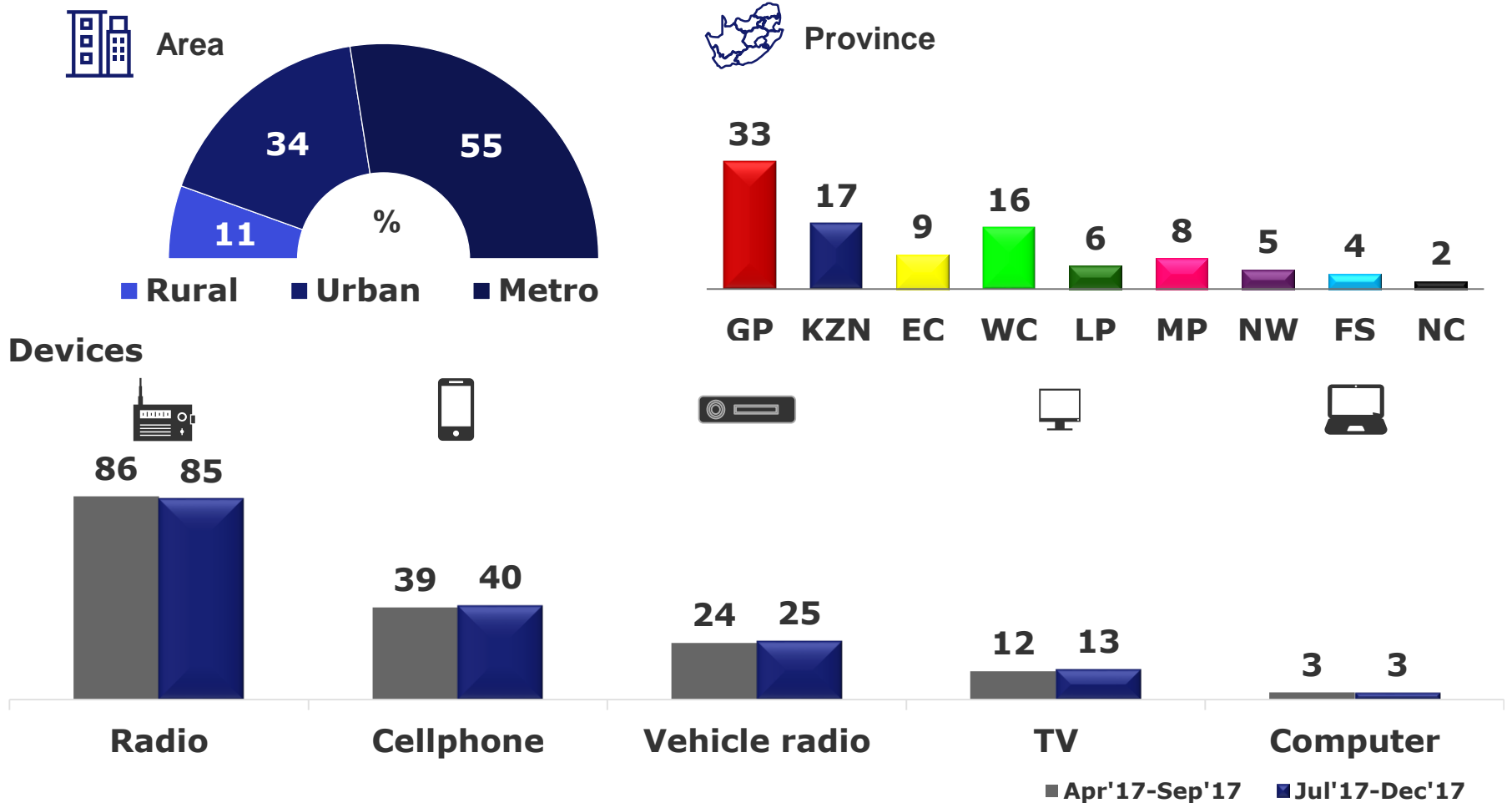


Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 6 – RADIO LISTENERS

Population: 3.5 million (10%)

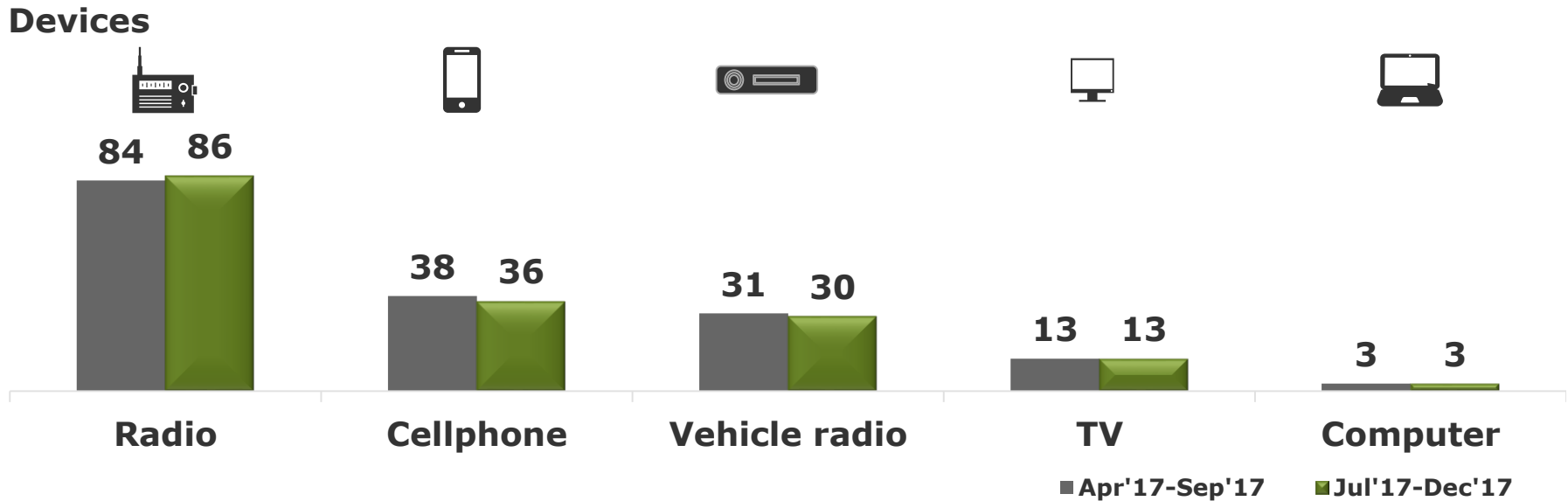
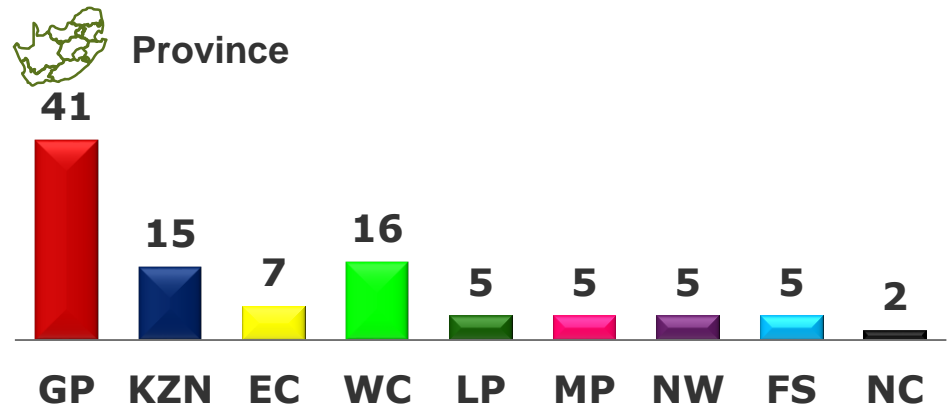
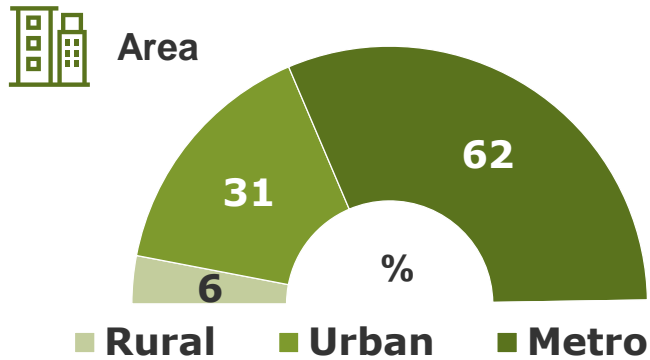


Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 7 – RADIO LISTENERS

Population: 3.7 million (10%)

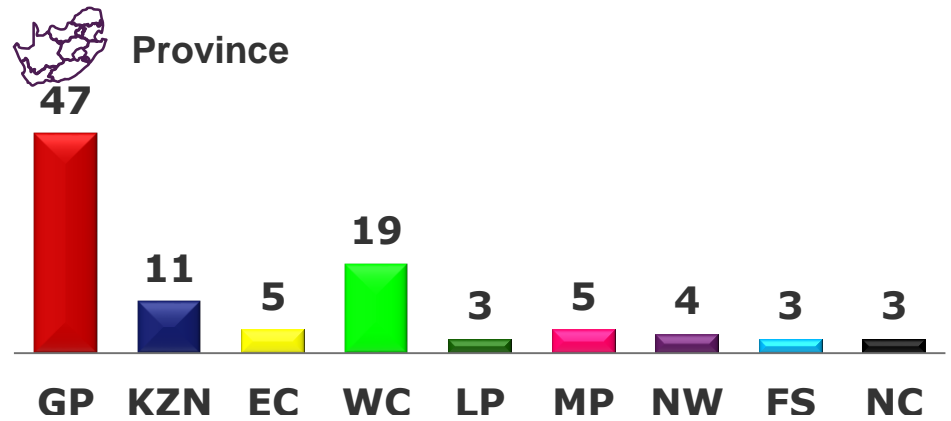
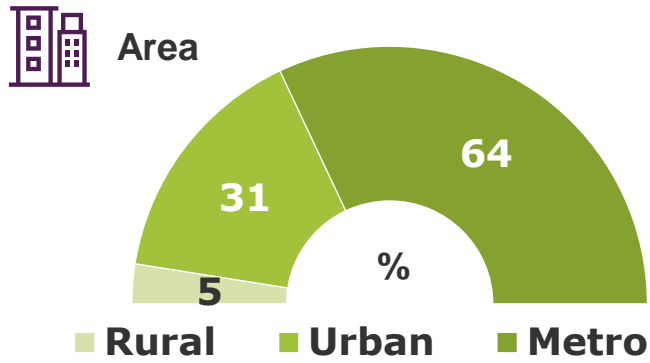


Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

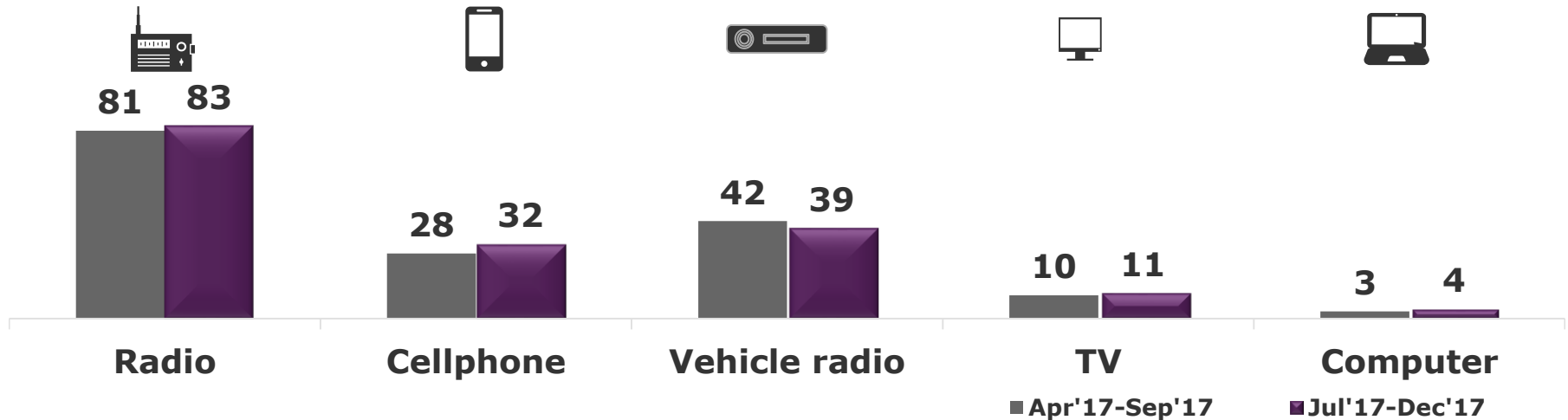
Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 8 – RADIO LISTENERS

Population: 3.0 million (8%)



Devices

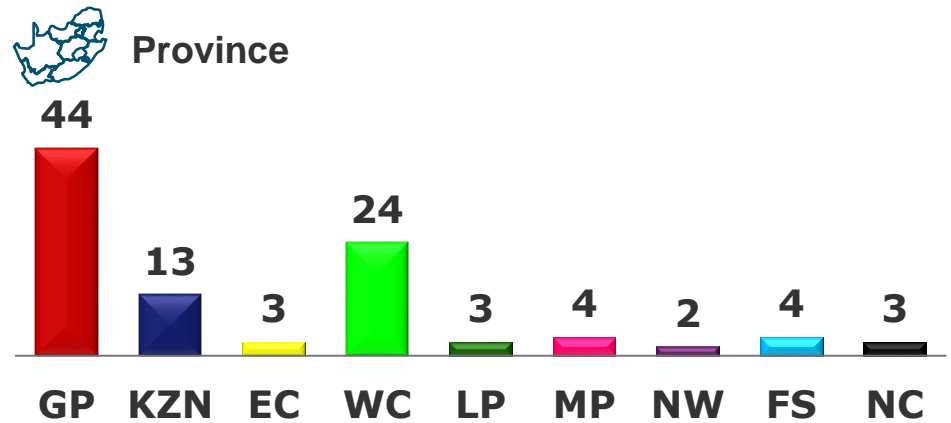
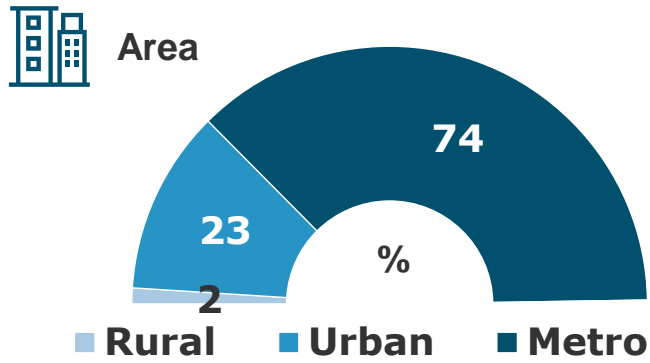


Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

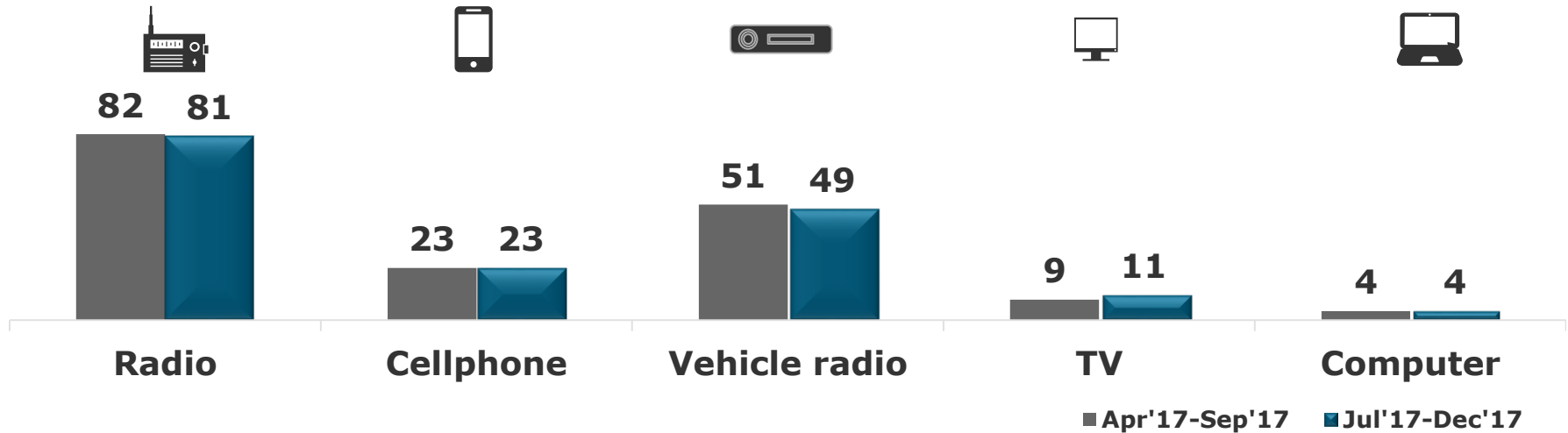
Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 9 – RADIO LISTENERS

Population: 2.2 million (6%)



Devices



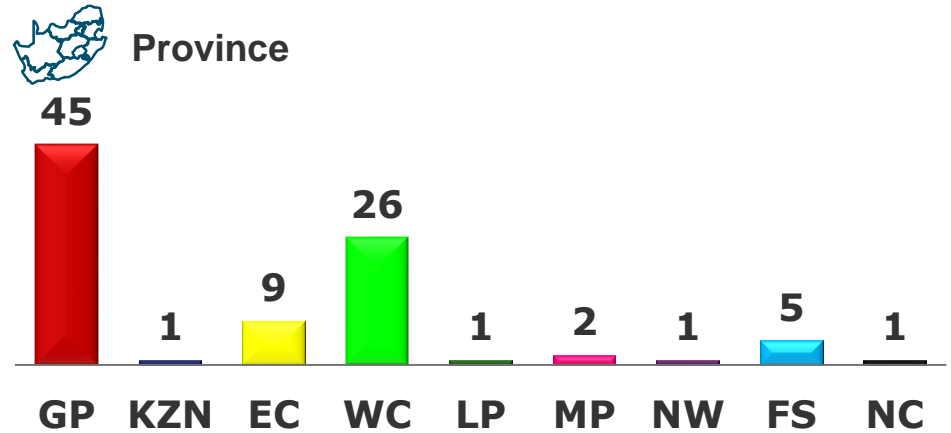
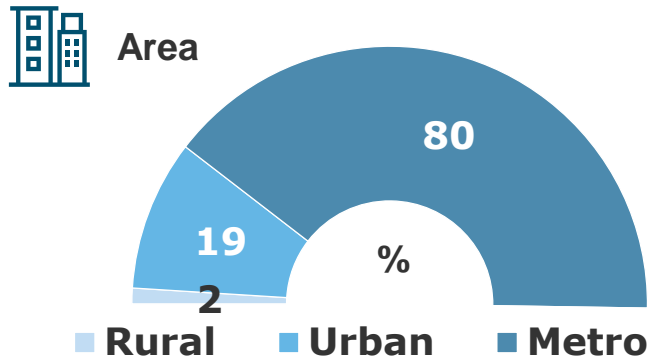
■ Apr'17-Sep'17 ■ Jul'17-Dec'17

Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

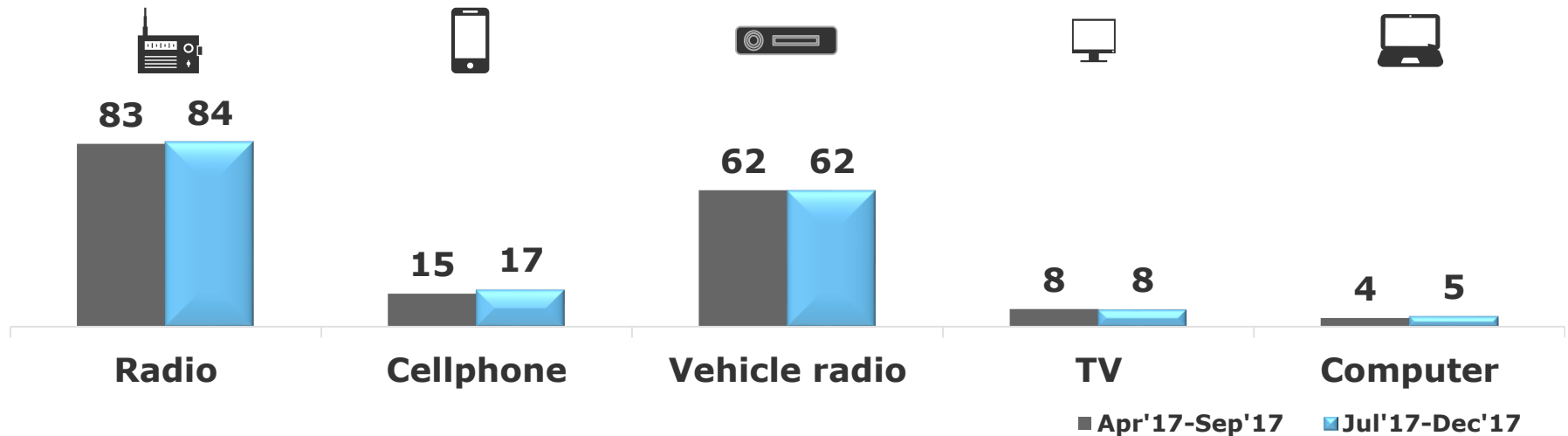
Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

SEM 10 – RADIO LISTENERS

Population: 2.4 million (7%)



Devices

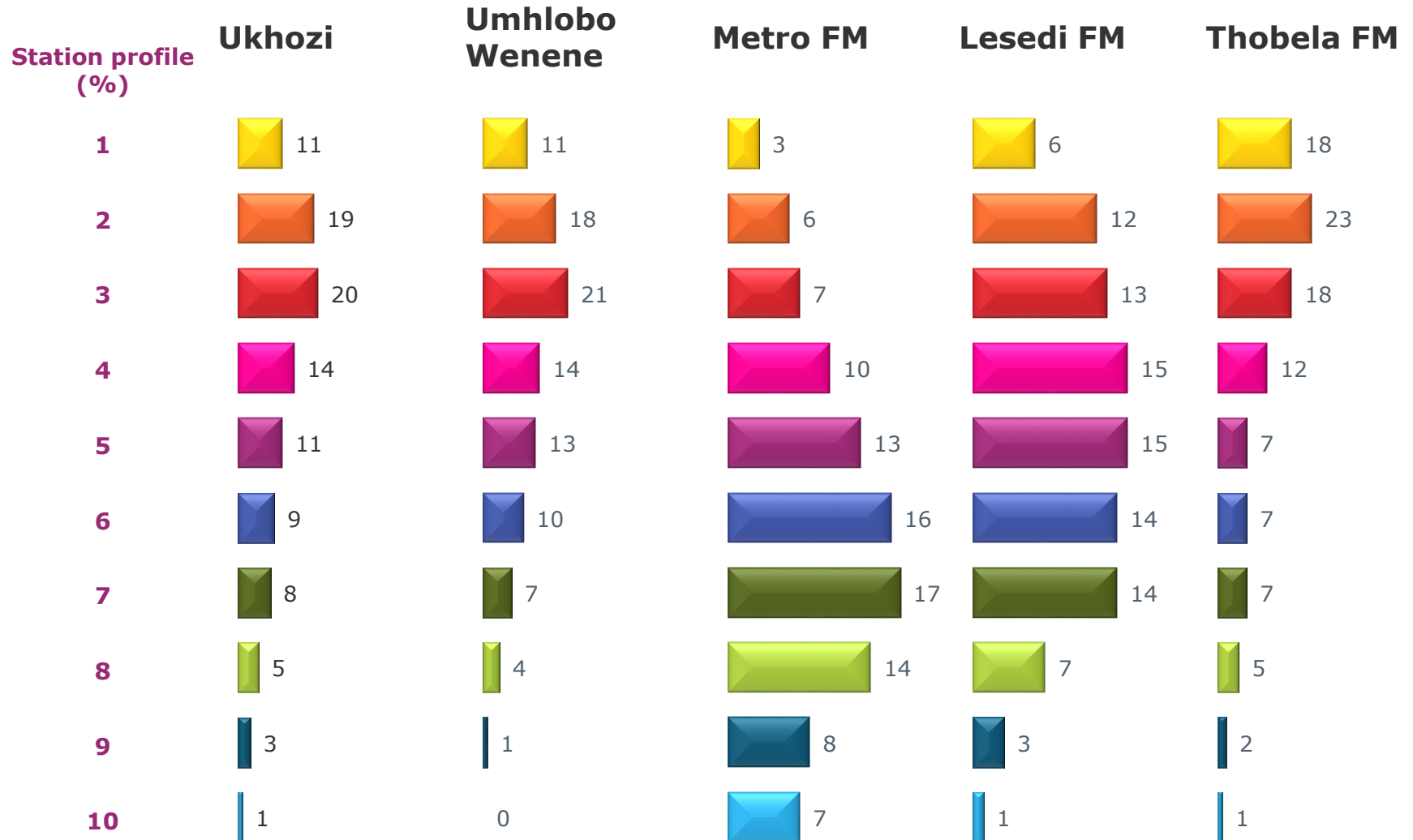


Source: BRC RAM™ Population/Area/Province: Jul'17-Dec'17 (National: n=30,098)

Source: BRC RAM™ Devices: Apr'17-Sep'17 (National: n=30,427), Jul'17-Dec'17 (National: n=30,098)

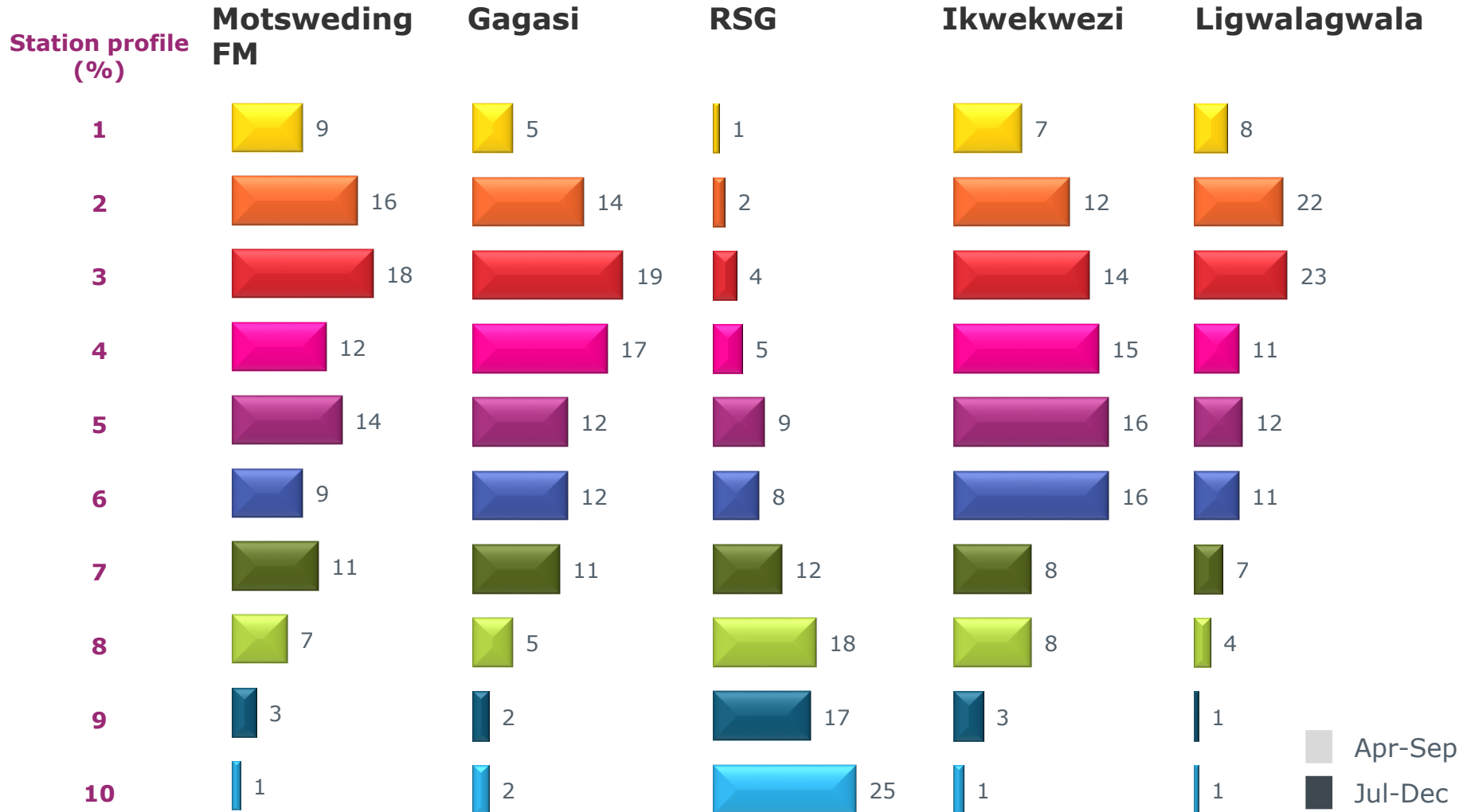
STATION PROFILE BY SEM

Commercial and PBS



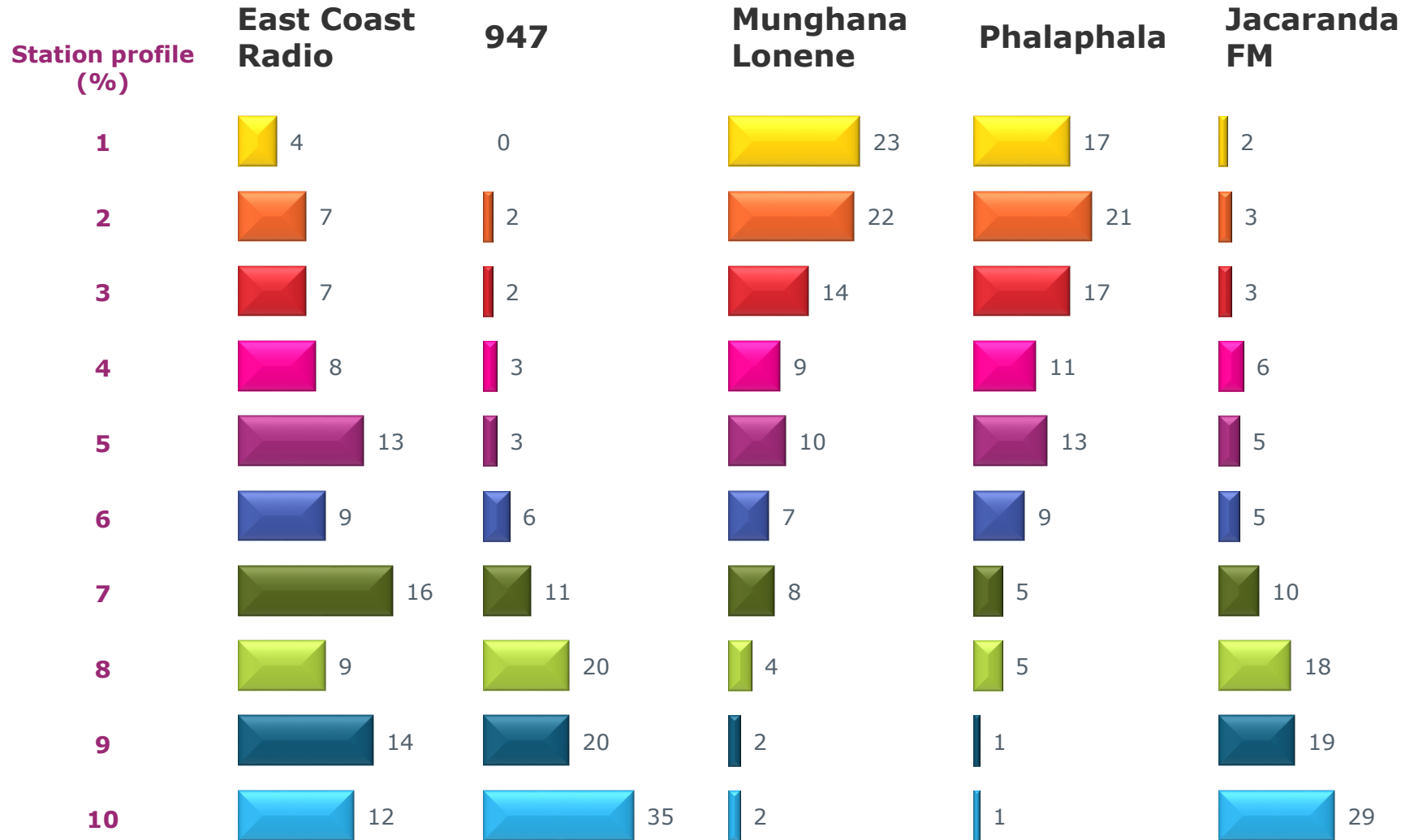
STATION PROFILE BY SEM

Commercial and PBS



STATION PROFILE BY SEM

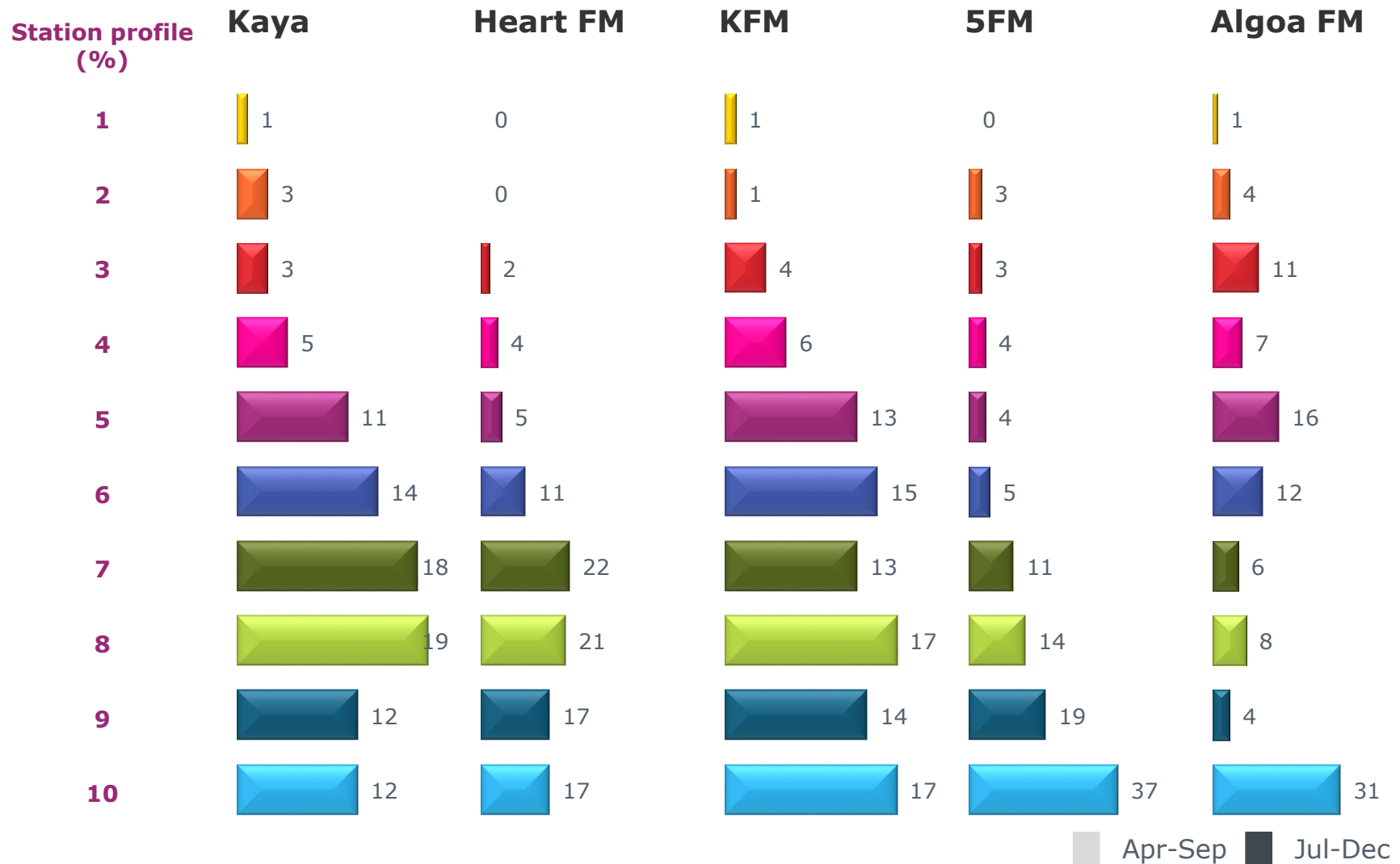
Commercial and PBS



Apr-Sep Jul-Dec

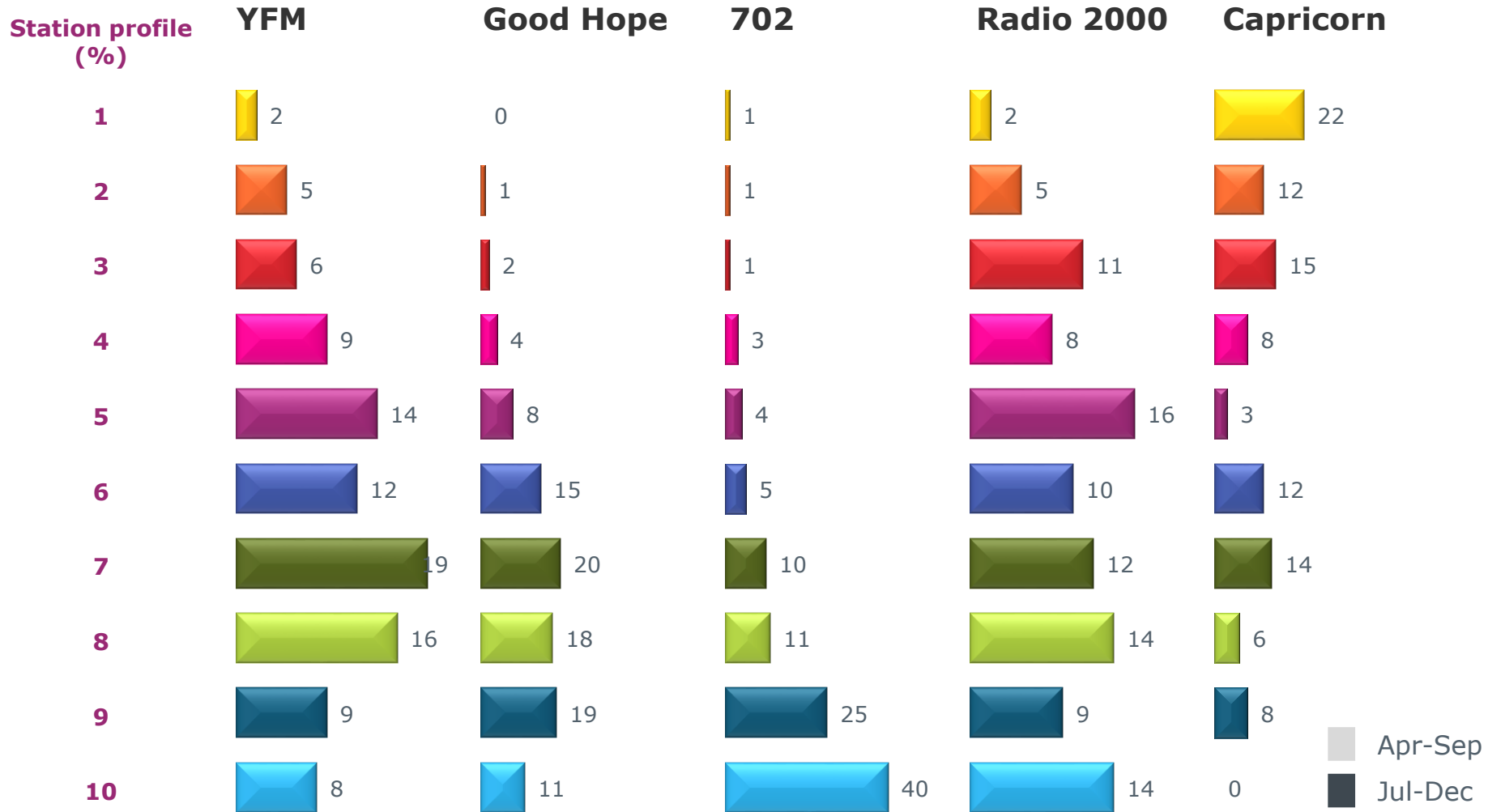
STATION PROFILE BY SEM

Commercial and PBS



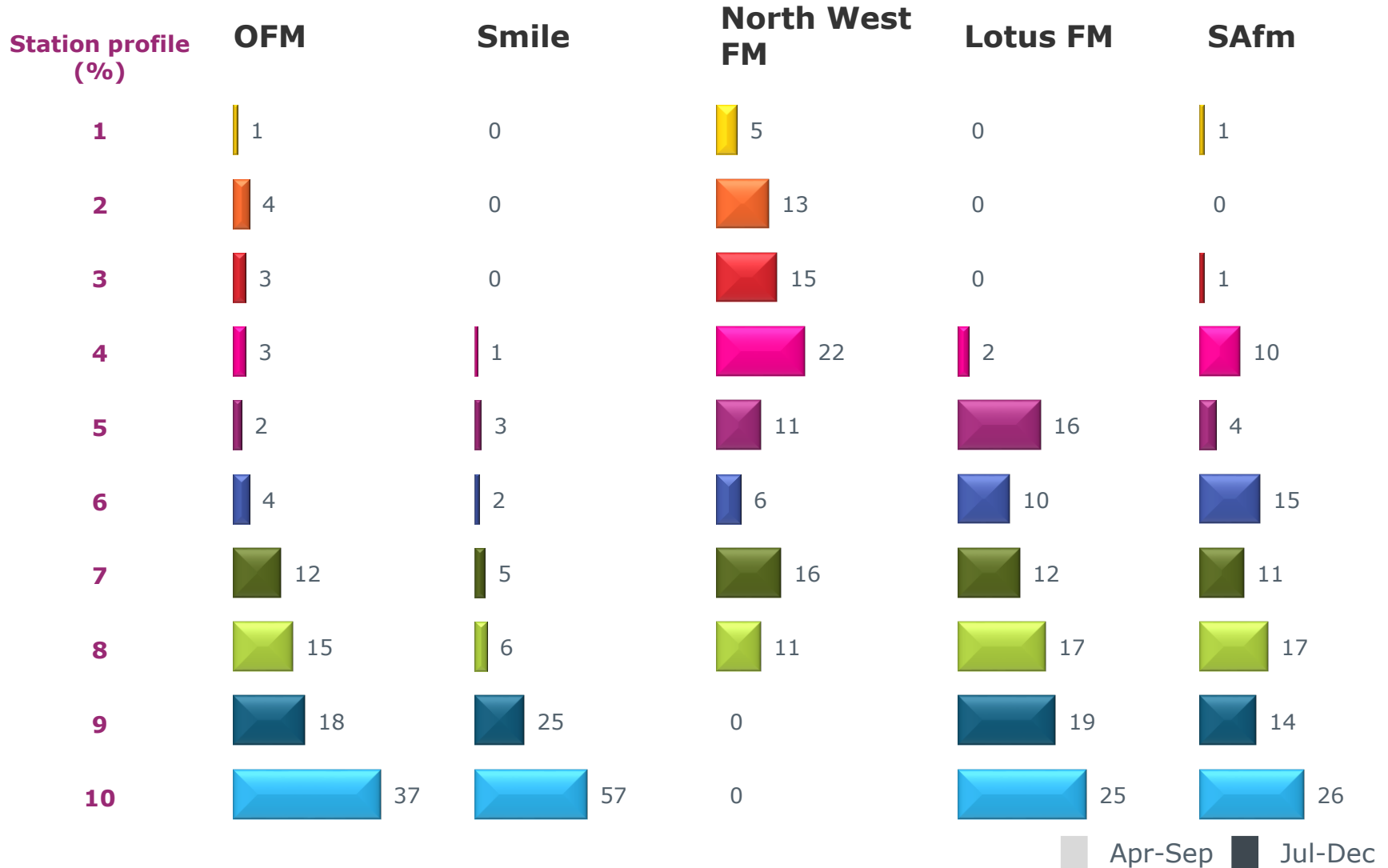
STATION PROFILE BY SEM

Commercial and PBS



STATION PROFILE BY SEM

Commercial and PBS

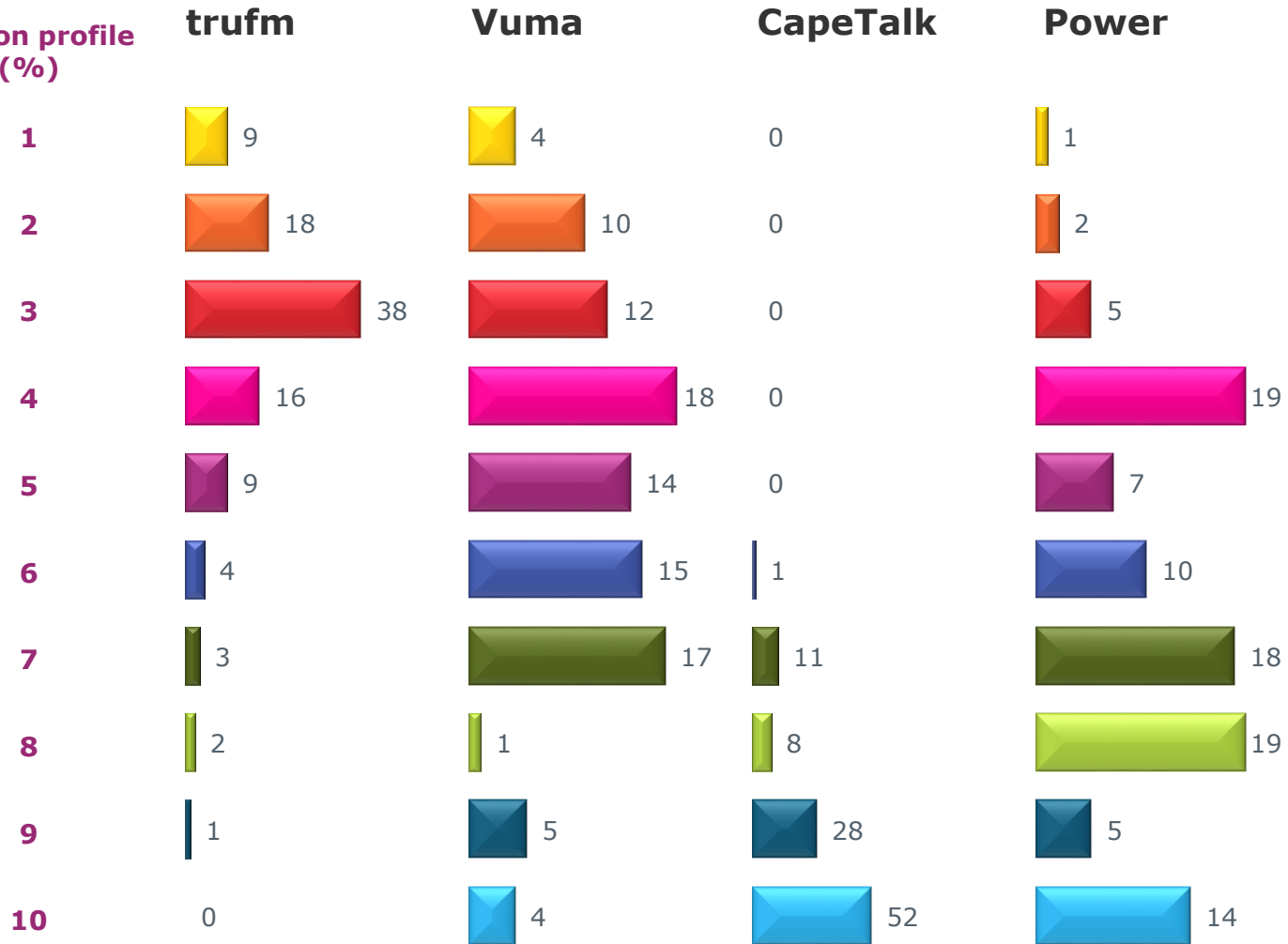


STATION PROFILE BY SEM

Commercial and PBS



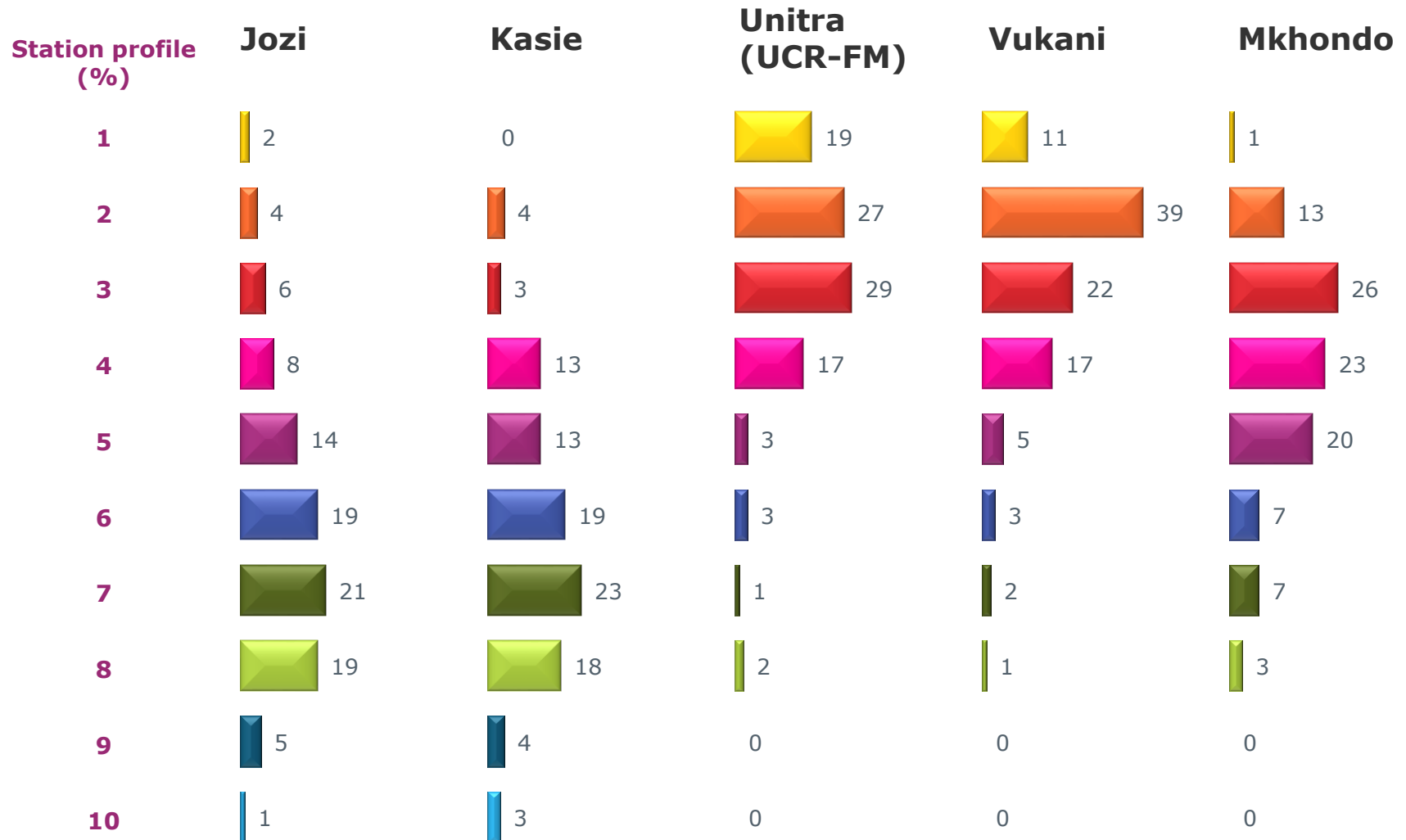
Station profile (%)



Apr-Sep
Jul-Dec

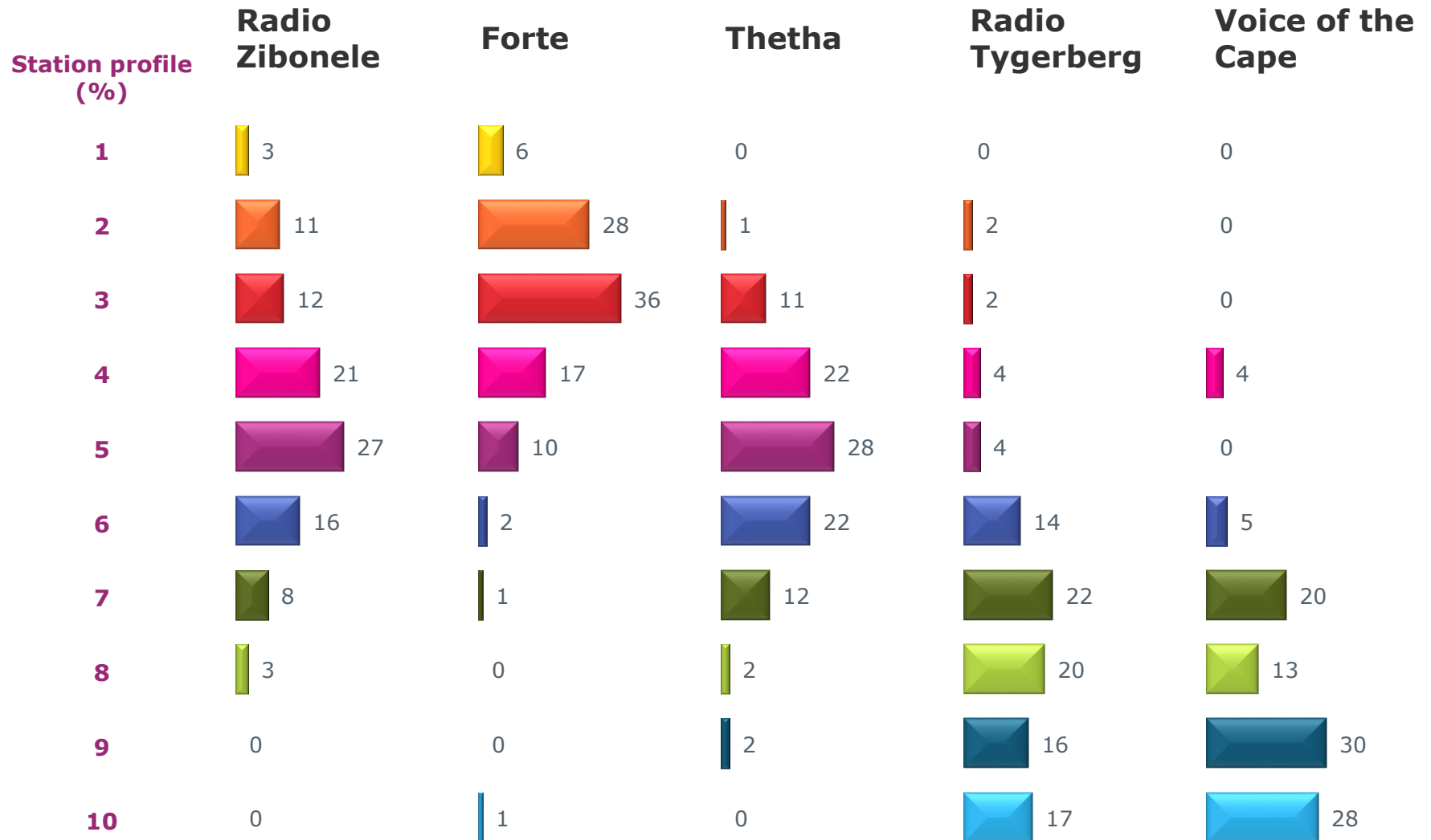
STATION PROFILE BY SEM

Community



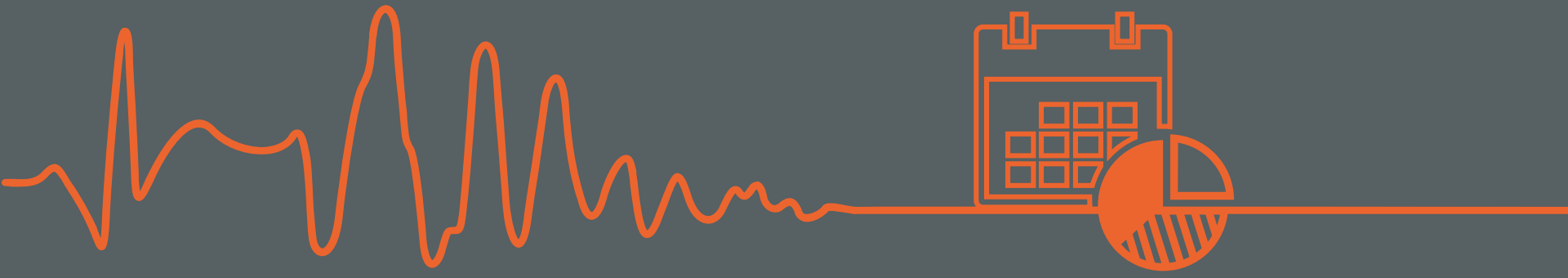
STATION PROFILE BY SEM

Community



KEY STATION MEASURES – 12 MONTH

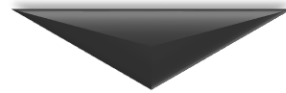
JAN – DEC 2016
JAN – DEC 2017



BRC RAM™ – VITAL SIGNS...

**Random selection,
household flooding**

30,014
Households



61,276
Individuals



Jan'17-Dec'17 sample



BRC RAM™ – VITAL SIGNS...

Consistent area split (sample frame)



60% Metro



20% Urban



20% Rural

Stations included

2016

2017

39

39

Commercial and PBS stations

274

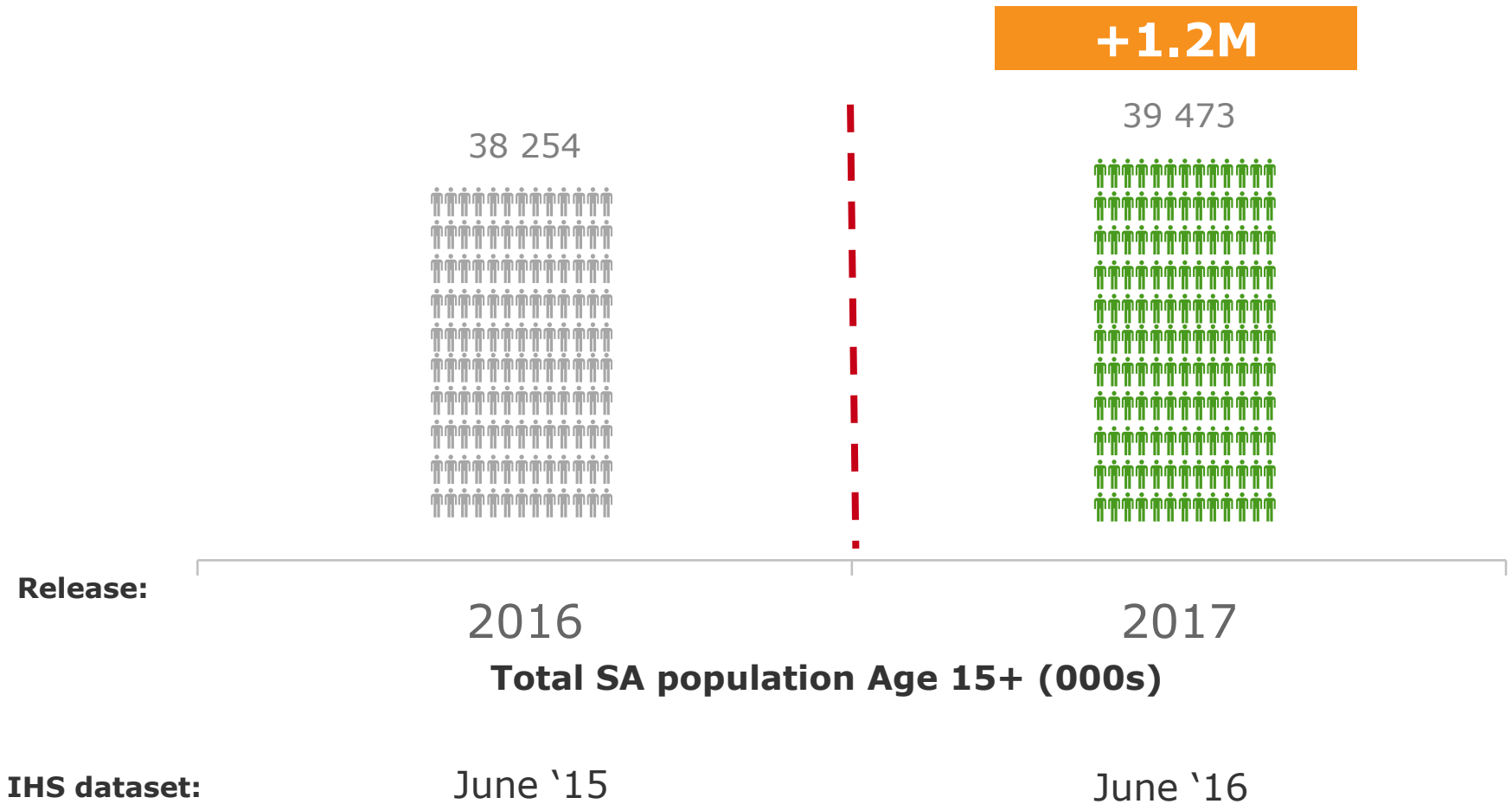
264

Community stations

12 months sample:

**An additional 51 stations
can be reported as they
have a sample greater
than 40.**

UNIVERSE UPDATE...



Next IHS POPULATION update: Nov'18 release

KEY STATION MEASURES

Commercial and PBS



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



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

	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Ukhozi	5,484	5,318	7,311	7,424
Umhlobo Wenene	4,016	4,075	5,253	5,464
Metro FM	2,221	2,369	3,931	4,082
Lesedi FM	2,406	2,202	3,416	3,166
Thobela FM	2,020	2,171	2,829	2,864
Motsweding FM	1,797	1,631	2,621	2,450
Gagasi	829	974	1,344	1,538
RSG	998	924	1,386	1,259
Ikwewezi	921	890	1,324	1,223
Ligwalagwala	673	741	934	1,018

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Ukhozi	60	56	3h18	3h06
Umhlobo Wenene	56	59	3h42	3h24
Metro FM	27	28	1h42	1h42
Lesedi FM	56	55	3h30	3h12
Thobela FM	60	75	3h06	3h30
Motsweding FM	50	52	3h06	2h54
Gagasi	31	35	2h06	2h12
RSG	50	49	3h12	3h06
Ikwewezi	54	52	3h12	3h06
Ligwalagwala	54	56	3h12	3h24

KEY STATION MEASURES

Commercial and PBS



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Munghana Lonene	717	723	1,019	959
East Coast Radio	660	697	970	1,093
Jacaranda FM	742	671	1,247	1,025
947	611	633	926	935
Phalaphala	600	584	827	749
Kaya	472	558	837	942
Heart FM	564	522	787	740
KFM	458	493	672	723
5FM	511	430	862	717
YFM	360	364	648	623

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Munghana Lonene	57	74	3h18	3h30
East Coast Radio	48	51	2h00	1h48
Jacaranda FM	39	42	1h54	2h06
947	37	36	1h48	1h42
Phalaphala	65	81	3h30	3h54
Kaya	20	17	1h36	1h24
Heart FM	48	46	2h48	2h36
KFM	43	42	2h24	2h12
5FM	26	30	1h36	1h24
YFM	24	23	1h30	1h30

KEY STATION MEASURES

Commercial and PBS



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Algoa FM	358	333	541	512
Good Hope	348	317	551	505
702	305	281	509	459
Radio 2000	208	224	425	421
Capricorn	192	179	430	278
OFM	169	165	271	241
North West FM	137	139	230	259
Lotus FM	182	126	281	188
Smile	97	117	140	166
SAfm	95	102	175	187

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Algoa FM	39	51	2h18	1h48
Good Hope	29	36	2h00	1h48
702	26	22	1h36	1h30
Radio 2000	14	13	1h30	1h30
Capricorn	19	38	1h18	2h12
OFM	61	57	2h30	3h24
North West FM	26	19	2h06	1h48
Lotus FM	46	41	1h54	1h48
Smile	49	55	2h18	1h36
SAfm	13	30	1h42	1h18

KEY STATION MEASURES

Commercial and PBS



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
trufm	70	97	134	189
Vuma	38	69	73	113
Power	64	68	104	118
CapeTalk	62	62	87	86
Classic FM	41	29	67	55
Rise FM	28	23	47	43
LM Radio *	-	-	25	24
Magic828 AM *	-	-	17	13
X-K FM *	-	-	6	8

Additional stations available in the 12 month sample

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

Source: BRC RAM™ Jan'16-Dec'16 (National: n=69,569) and Jan'17-Dec'17 (National: n=61,276)

KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Exclusive listeners (%)		Avg. hrs p.d	
	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
trufm	1	4	1h36	1h30
Vuma	18	10	1h36	2h06
Power	21	16	2h18	1h54
CapeTalk	39	35	2h18	2h00
Classic FM	22	16	1h24	1h18
Rise FM	23	5	2h42	1h18

Additional stations available in the 12 month sample

Source: BRC RAM™ Jan'16-Dec'16 (National: n=69,569) and Jan'17-Dec'17 (National: n=61,276); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Jozi	299	349	495	578
Kasie	101	174	167	267
Unitra (UCR-FM)	177	145	311	255
Vukani	125	125	233	249
Radio Tygerberg	141	114	225	184
Mkhondo	42	106	62	158
Voice of the Cape	94	104	127	135
Thetha	87	103	141	168
Radio Zibonele	102	103	193	214
Eden	32	91	47	146

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Jozi	22	33	2h12	2h12
Kasie	13	9	1h42	1h30
Unitra (UCR-FM)	4	4	1h42	1h48
Vukani	2	4	1h36	1h24
Radio Tygerberg	37	38	2h24	2h00
Mkhondo	23	22	2h30	2h30
Voice of the Cape	36	48	3h12	2h54
Thetha	43	47	2h42	2h48
Radio Zibonele	16	21	2h00	2h00
Eden	36	46	3h12	2h42

KEY STATION MEASURES

Community



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
CCFM	94	89	144	144
Bok Radio	67	87	96	119
Izwi LoMzansi	67	78	104	127
<hr/>				
Forte	89	77	159	157
QwaQwa	64	74	98	118
Inkonjane	65	73	118	116
<hr/>				
Nongoma	23	70	35	100
Voice of Tembisa	88	68	130	113
Kurara	49	58	79	82
<hr/>				
Radio Pulpit / Kansel	53	55	83	83

Additional stations available in the 12 month sample

Source: BRC RAM™ Jan'16-Dec'16 (National: n=69,569) and Jan'17-Dec'17 (National: n=61,276)

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
CCFM	33	34	2h24	2h12
Bok Radio	60	66	2h00	1h48
Izwi LoMzansi	18	21	2h24	2h06
Forte	4	7	2h00	1h36
QwaQwa	29	30	3h00	2h06
Inkonjane	22	25	2h00	2h30
Nongoma	37	30	2h06	3h06
Voice of Tembisa	42	33	2h36	1h48
Kurara	37	41	2h48	2h54
Radio Pulpit / Kansel	34	20	1h48	1h54

Additional stations available in the 12 month sample

Source: BRC RAM™ Jan'16-Dec'16 (National: n=69,569) and Jan'17-Dec'17 (National: n=61,276); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

	Avg. daily cume ('000s)		One week cume ('000s)	
	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Alfred Nzo	67	55	126	105
Icora	24	53	34	89
Soshanguve	65	50	107	71
Hindvani	57	47	90	62
Nkomazi	48	47	72	76

Additional stations available in the 12 month sample

Source: BRC RAM™ Jan'16-Dec'16 (National: n=69,569) and Jan'17-Dec'17 (National: n=61,276)

KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Jan'16-Dec'16	Jan'17-Dec'17	Jan'16-Dec'16	Jan'17-Dec'17
Alfred Nzo	25	23	2h06	2h18
Icora	41	29	2h48	2h42
Soshanguve	34	65	2h24	3h24
Hindvani	36	48	2h06	2h18
Nkomazi	32	17	2h36	2h12

Additional stations available in the 12 month sample

Source: BRC RAM™ Jan'16-Dec'16 (National: n=69,569) and Jan'17-Dec'17 (National: n=61,276); ranked on Avg. daily cume

SHARE BY PROVINCE

APR'17 – SEP'17

JUL'17 – DEC'

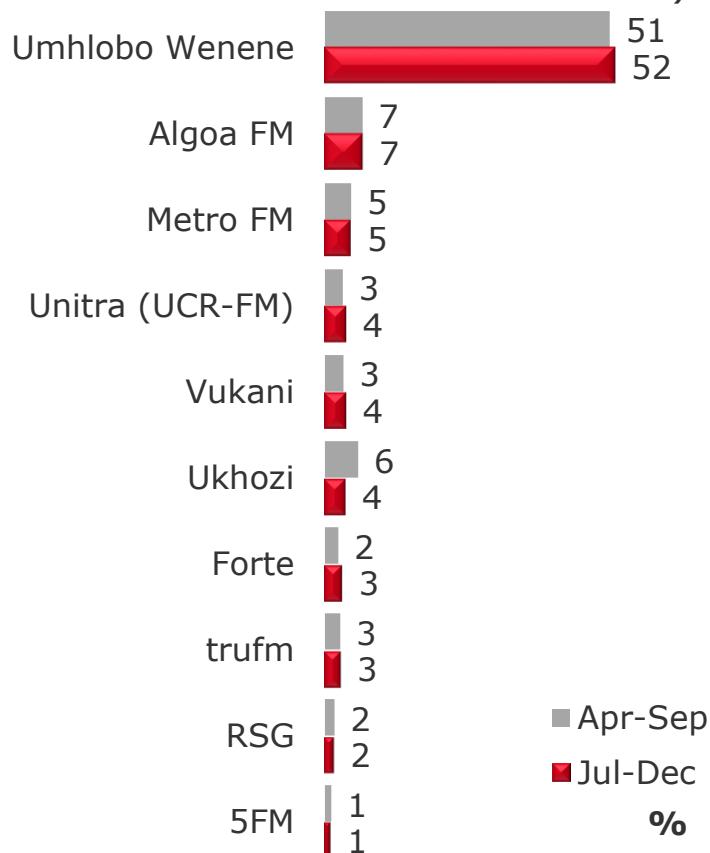


EASTERN CAPE - SHARE

Share of Audience



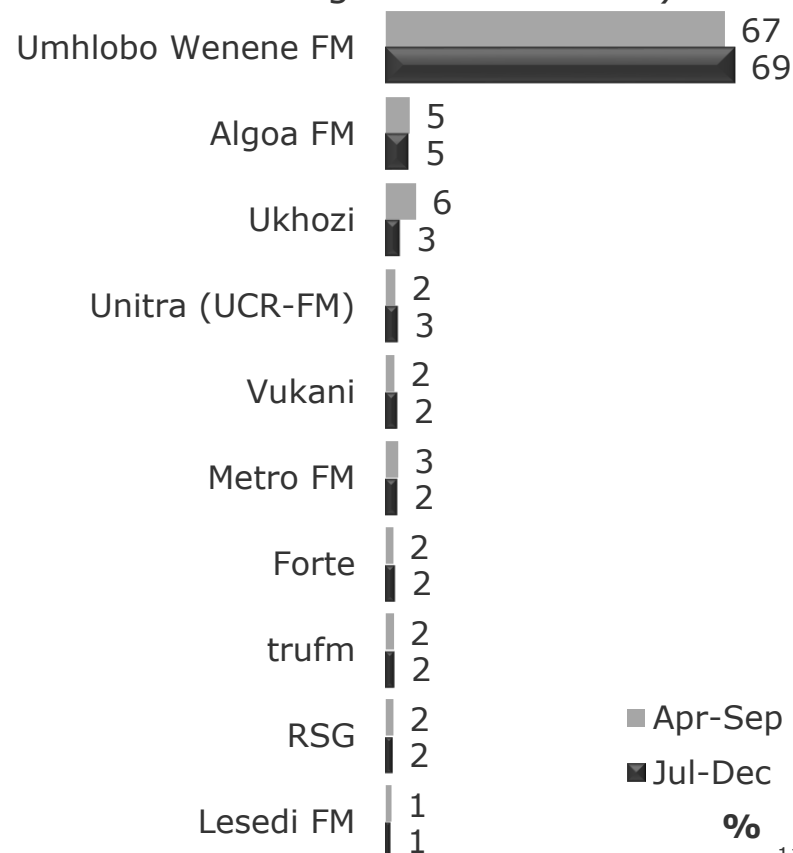
(% of 4.5m listeners who listen in a week)



Share of Listening



(% of 7.5b listening minutes a week)

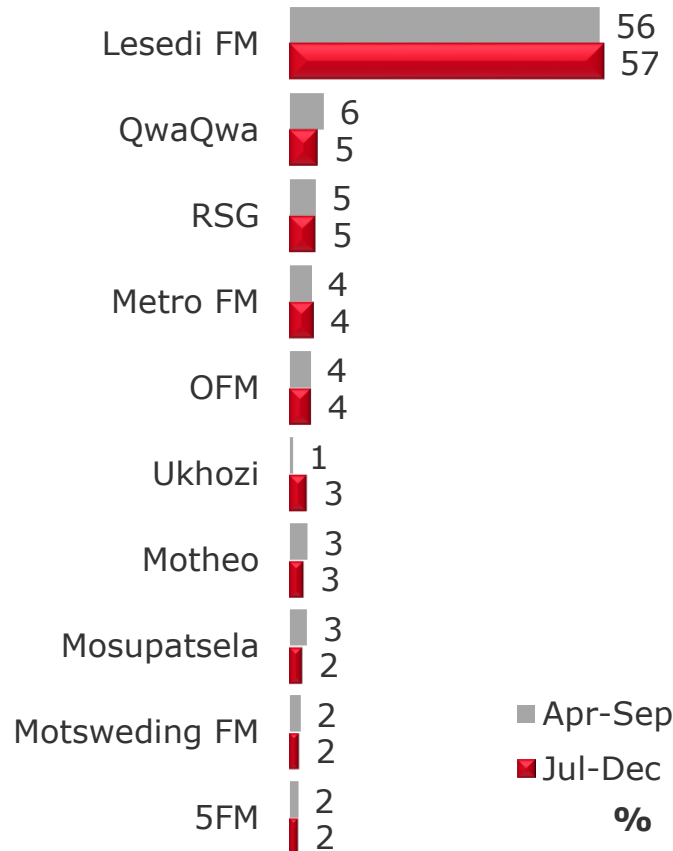


FREE STATE - SHARE

Share of Audience



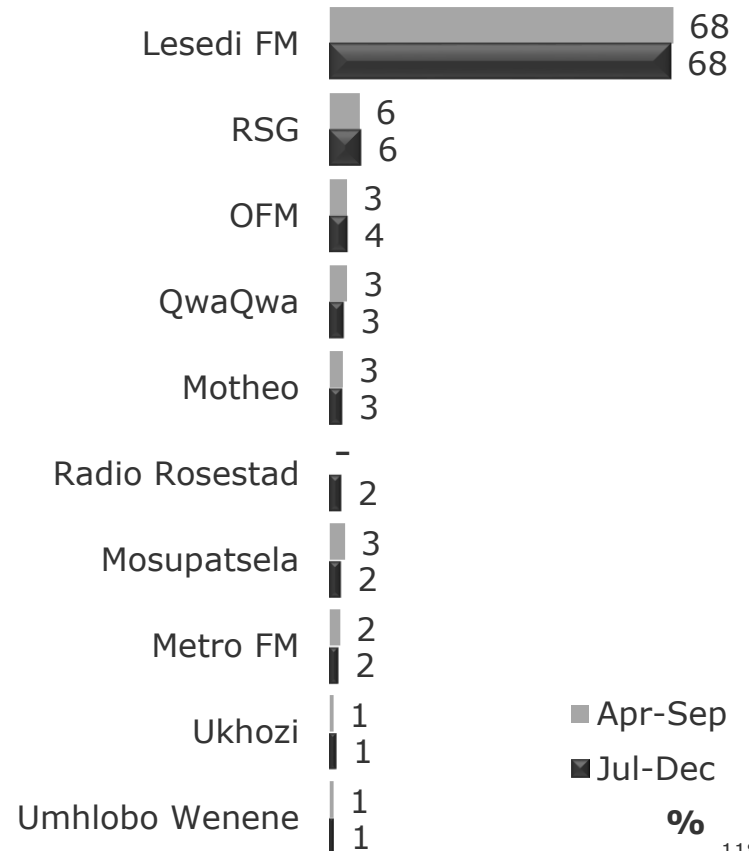
(% of 1.7m listeners who listen in a week)



Share of Listening



(% of 3.4b listening minutes a week)

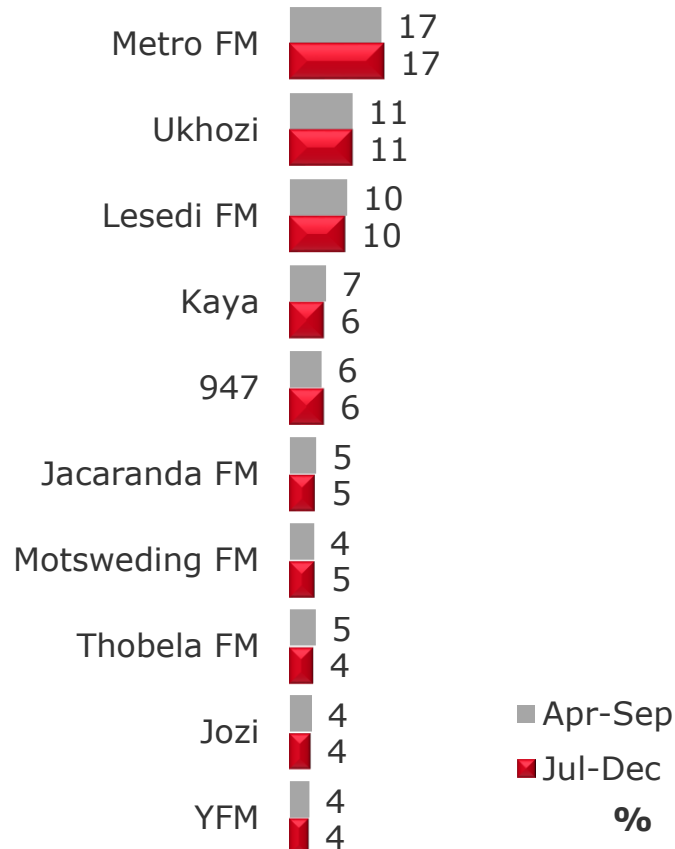


GAUTENG - SHARE

Share of Audience



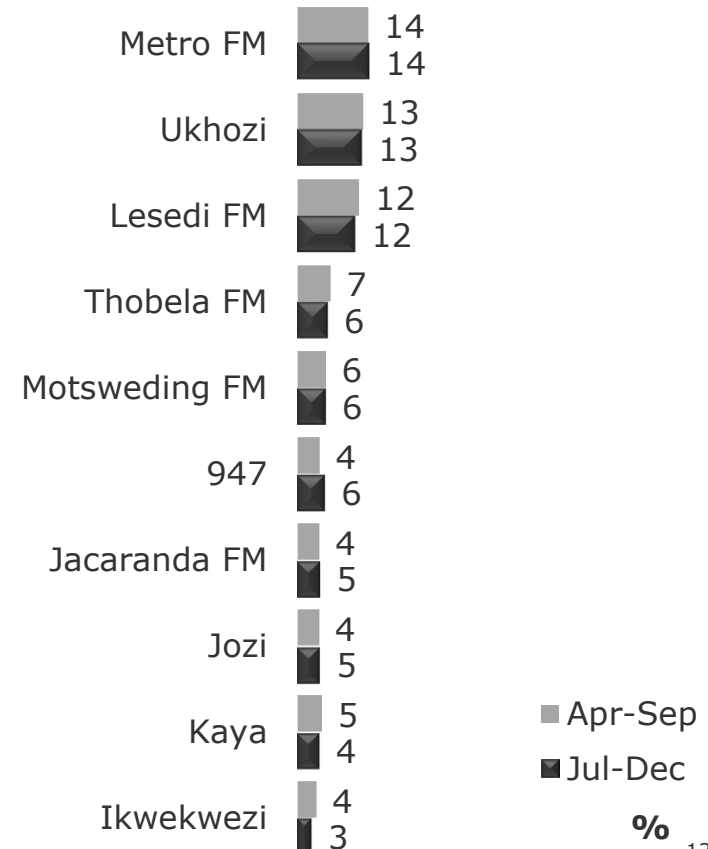
(% of 9.2m listeners who listen in a week)



Share of Listening



(% of 12.1b listening minutes a week)

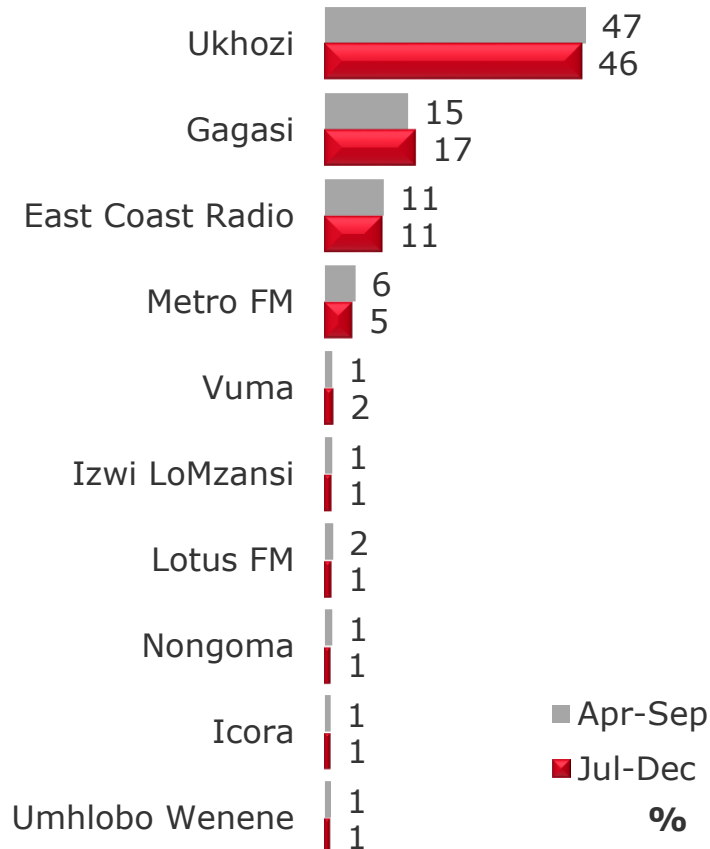


KWAZULU-NATAL - SHARE

Share of Audience



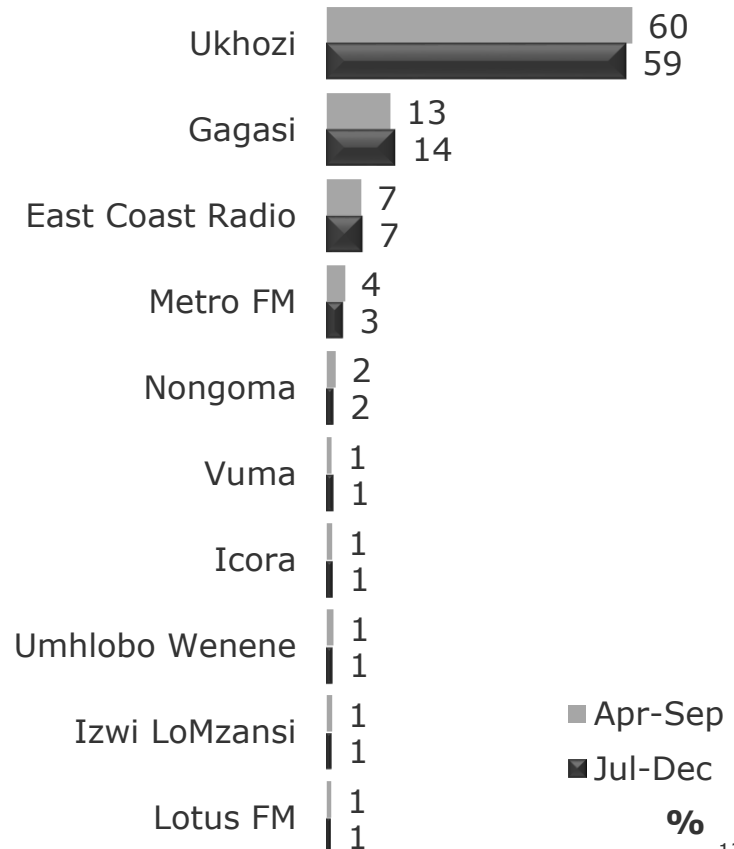
(% of 7.1m listeners who listen in a week)



Share of Listening



(% of 11.3b listening minutes a week)

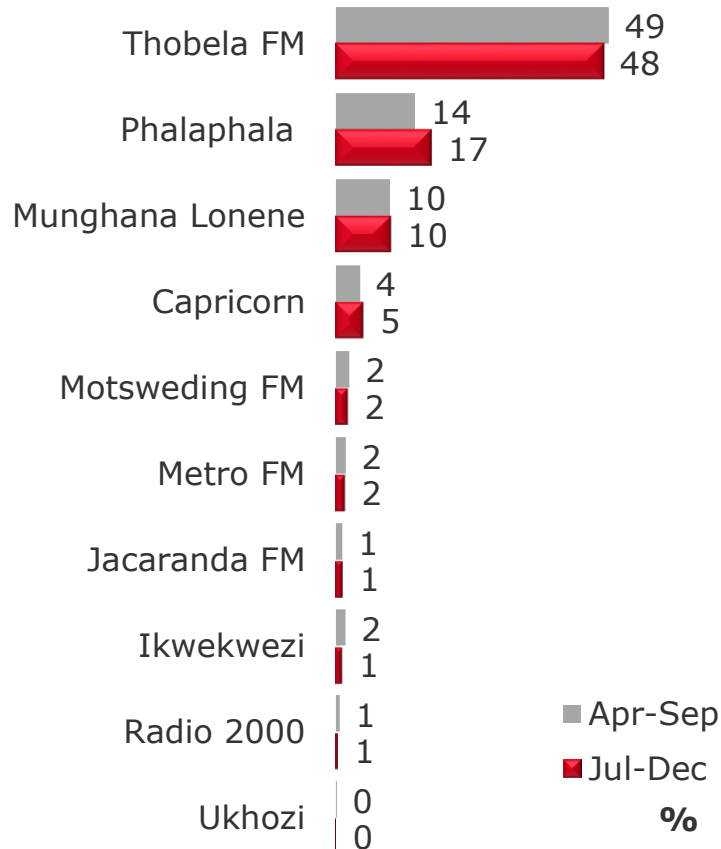


LIMPOPO - SHARE

Share of Audience



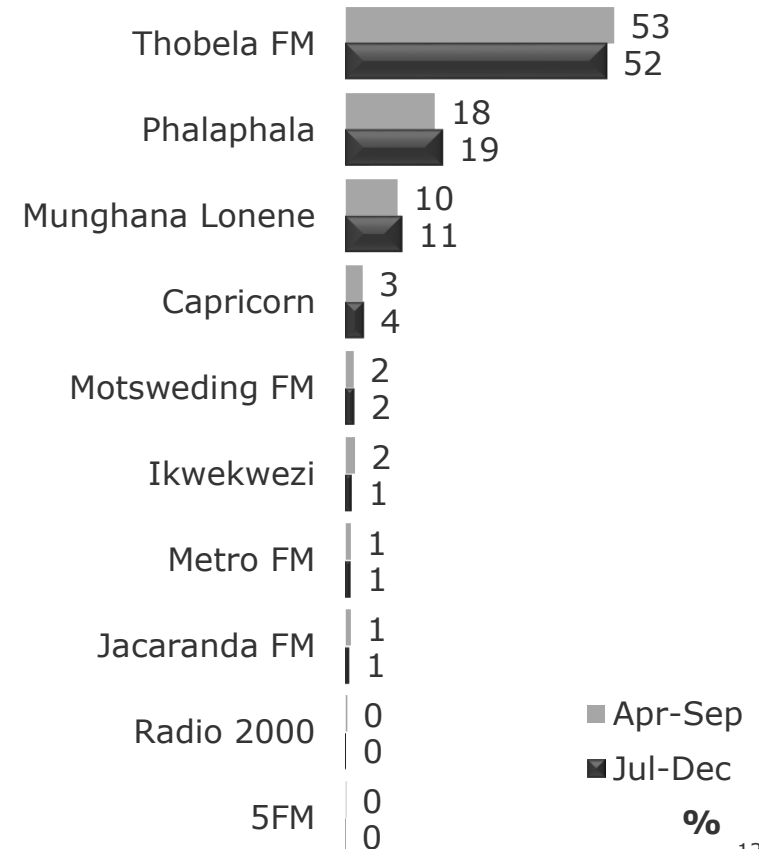
(% of 3.5m listeners who listen in a week)



Share of Listening



(% of 5.6b listening minutes a week)

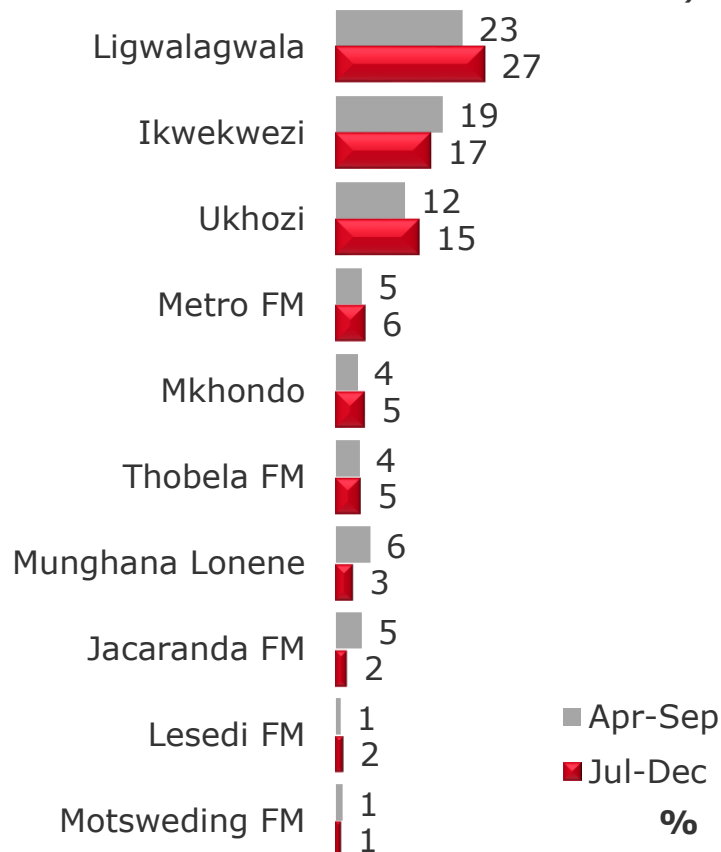


MPUMALANGA - SHARE

Share of Audience



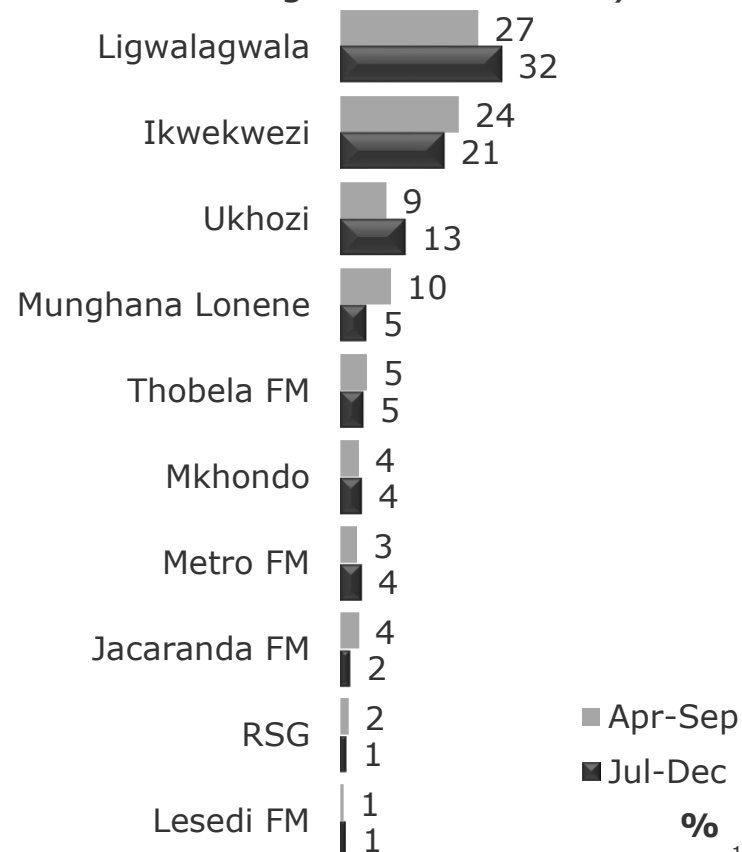
(% of 2.6m listeners who listen in a week)



Share of Listening



(% of 4.4b listening minutes a week)

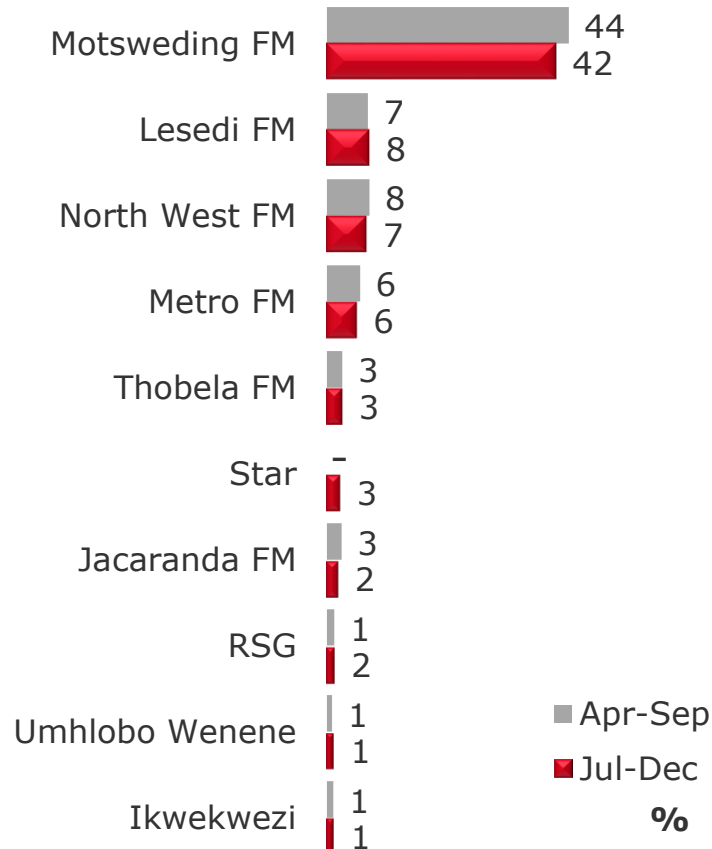


NORTH WEST - SHARE

Share of Audience



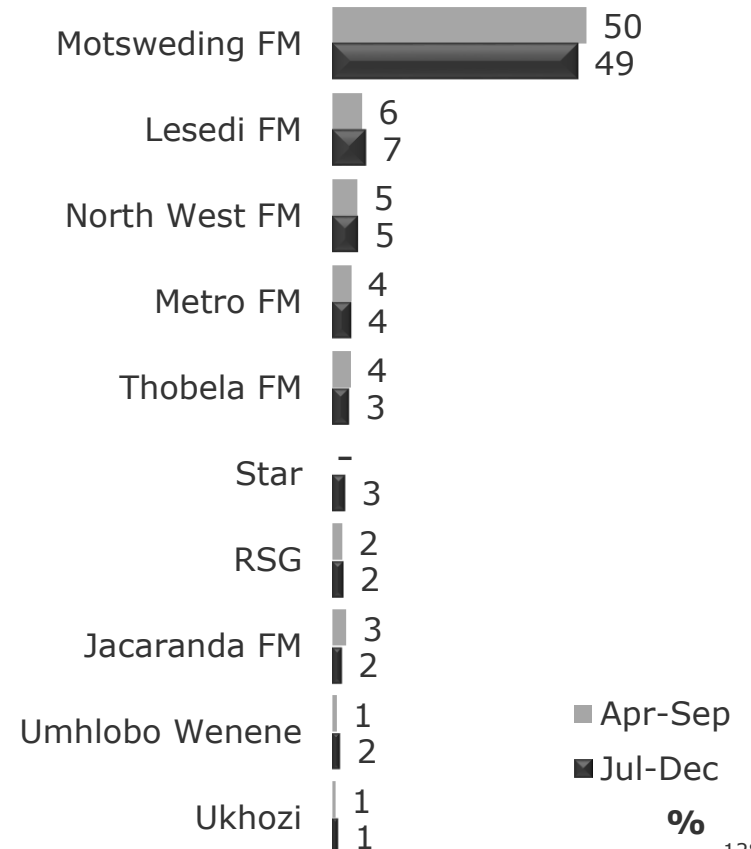
(% of 2.1m listeners who listen in a week)



Share of Listening



(% of 3.2b listening minutes a week)

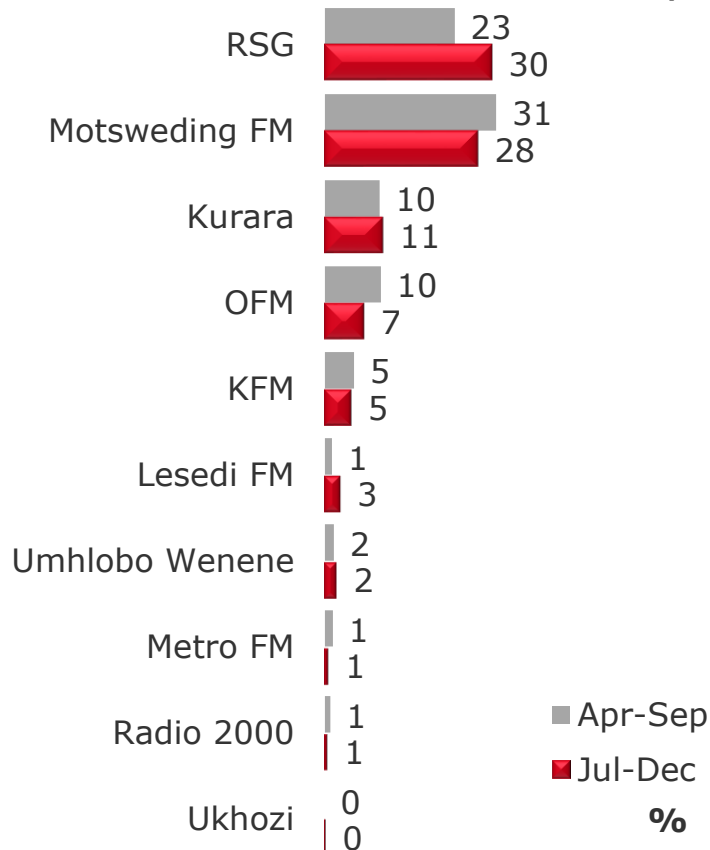


NORTHERN CAPE - SHARE

Share of Audience



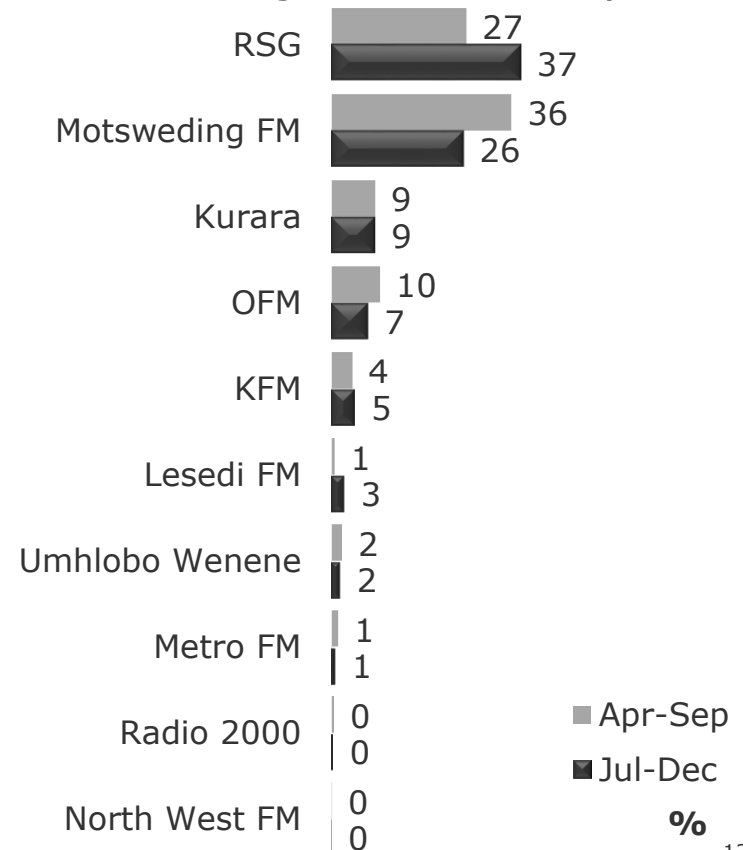
(% of 686k listeners who listen in a week)



Share of Listening



(% of 1.2b listening minutes a week)

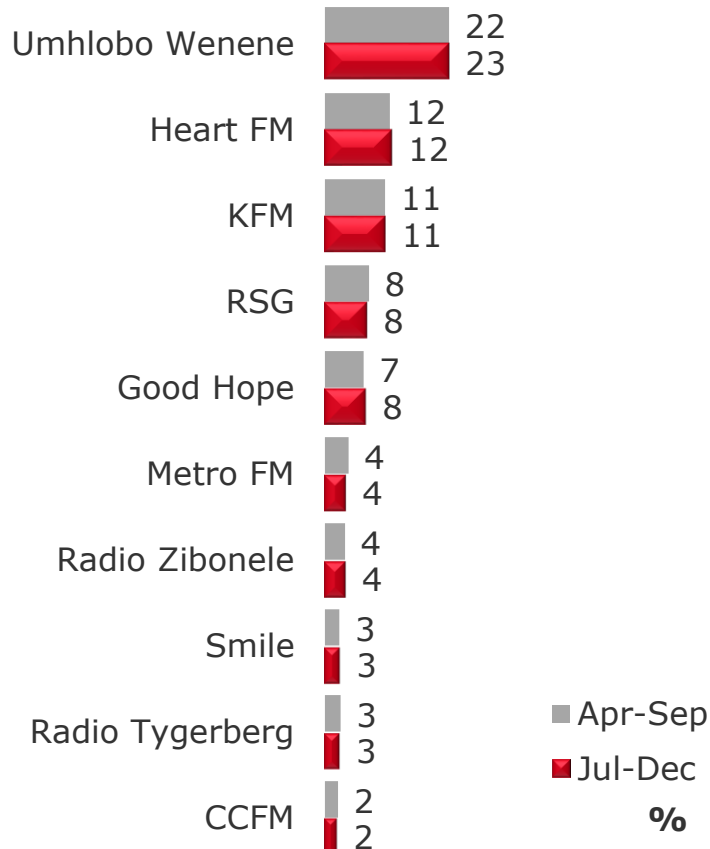


WESTERN CAPE - SHARE

Share of Audience



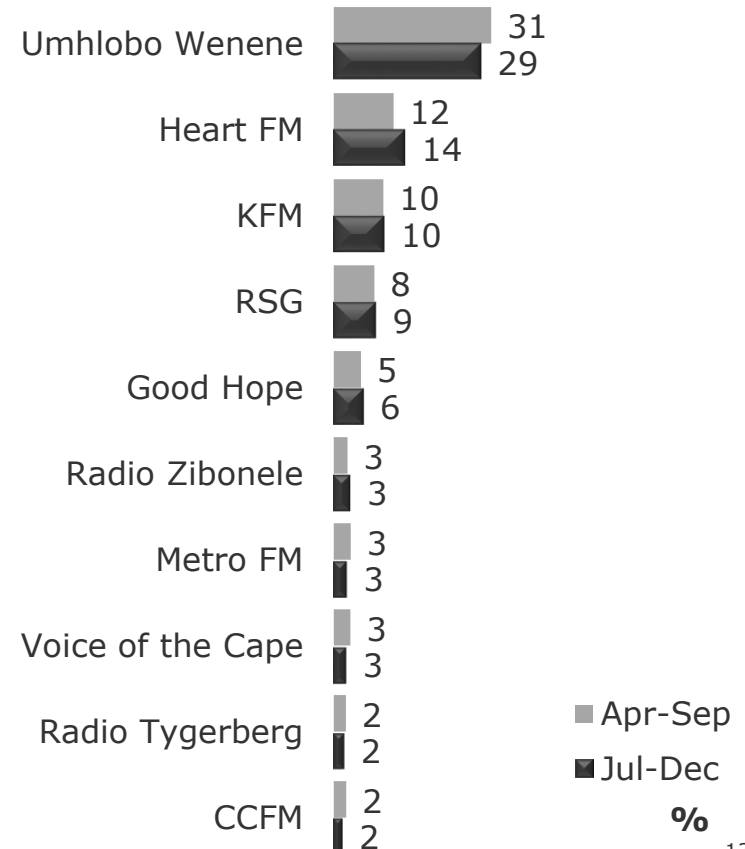
(% of 4.2m listeners who listen in a week)



Share of Listening



(% of 5.9b listening minutes a week)



KEY STATION MEASURES (THE CURRENCY)

APR'17-SEP'17
JUL'17-DEC'17



KEY STATION MEASURES

Commercial and PBS



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
Ukhozi	5,091	5,138	7,209	7,274
Umhlobo Wenene	3,990	4,032	5,409	5,506
Metro FM	2,313	2,366	4,028	4,120
Lesedi FM	2,089	2,159	3,057	3,119
Thobela FM	2,219	2,109	2,915	2,789
Motsweding FM	1,604	1,564	2,383	2,363
Gagasi	943	1,066	1,514	1,680
RSG	914	951	1,259	1,273
Ikwewezi	917	798	1,249	1,109
Ligwalagwala	655	790	920	1,105

135 KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
Ukhozi	53	54	3h06	3h00
Umhlobo Wenene	59	58	3h24	3h12
Metro FM	28	29	1h42	1h42
Lesedi FM	56	54	3h12	3h06
Thobela FM	76	79	3h30	3h24
Motsweding FM	54	54	3h06	2h48
Gagasi	33	35	2h18	2h12
RSG	49	54	3h00	3h06
Ikwekwezi	56	51	3h06	3h00
Ligwalagwala	54	56	3h12	3h12

Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427) and Jul'17-Dec'17 (National: n=30,098); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
East Coast Radio	665	664	1,105	1,084
947	599	662	900	958
Munghana Lonene	696	648	925	861
Phalaphala	537	607	689	802
Jacaranda FM	655	600	1,005	913
Kaya	577	549	979	953
Heart FM	525	543	745	745
KFM	497	499	726	711
5FM	435	415	735	702
Algoa FM	340	336	501	513

137 KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
East Coast Radio	48	53	1h48	1h48
947	34	36	1h30	1h42
Munghana Lonene	75	75	3h30	3h24
Phalaphala	81	84	4h00	3h36
Jacaranda FM	43	40	2h00	2h00
Kaya	16	17	1h24	1h24
Heart FM	47	48	2h24	2h48
KFM	38	43	2h12	2h12
5FM	27	31	1h18	1h24
Algoa FM	55	56	1h54	1h42

Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427) and Jul'17-Dec'17 (National: n=30,098); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
YFM	312	334	560	581
Good Hope	282	299	457	473
702	279	284	471	471
Radio 2000	224	223	420	429
Capricorn	166	169	257	258
OFM	158	129	224	188
Smile	112	120	162	169
North West FM	126	119	232	230
Lotus FM	106	117	176	171
SAfm	117	117	201	230

139 KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
YFM	22	26	1h24	1h24
Good Hope	31	42	1h54	1h54
702	23	25	1h24	1h24
Radio 2000	14	14	1h36	1h30
Capricorn	33	48	2h18	2h18
OFM	62	49	3h24	3h12
Smile	59	56	1h36	1h36
North West FM	22	18	1h48	1h42
Lotus FM	37	51	1h42	1h48
SAfm	32	30	1h24	1h06

Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427) and Jul'17-Dec'17 (National: n=30,098); ranked on Avg. daily cume

KEY STATION MEASURES

Commercial and PBS



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
trufm	105	117	209	220
Vuma	80	104	134	173
CapeTalk	58	59	87	80
Power	67	53	114	97
Classic FM *	-	-	59	50
Rise FM *	-	-	40	42
LM Radio *	-	-	22	27
Magic828 AM *	-	-	19	9
X-K FM 107.9 *	-	-	5	1

* **Caution: small base size.**

Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427) and Jul'17-Dec'17 (National: n=30,098)

141 KEY STATION MEASURES

Commercial and PBS



Exclusive listeners (%)



Avg. hrs p.d

	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
trufm	6	4	1h30	1h36
Vuma	11	9	1h54	2h18
CapeTalk	24	38	1h48	1h48
Power	18	15	2h06	1h36

KEY STATION MEASURES

Community



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



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

	Avg. daily cume ('000s)		One week cume ('000s)	
	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
Jozi	345	355	580	582
Kasie	175	176	276	277
Unitra (UCR-FM)	118	150	219	275
Vukani	116	148	229	276
Mkhondo	97	130	146	197
Radio Zibonele	104	115	226	231
Forte	86	112	164	224
Thetha	98	111	161	181
Radio Tygerberg	111	104	176	167
Voice of the Cape	136	98	177	125

143 KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
Jozi	35	39	2h06	2h18
Kasie	9	5	1h24	1h24
Unitra (UCR-FM)	1	5	1h36	1h36
Vukani	5	7	1h24	1h36
Mkhondo	14	20	2h36	2h18
Radio Zibonele	18	22	1h48	2h06
Forte	11	9	1h42	1h36
Thetha	46	45	2h48	3h00
Radio Tygerberg	40	37	2h00	1h54
Voice of the Cape	39	53	2h48	2h54

Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427) and Jul'17-Dec'17 (National: n=30,098); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

	Avg. daily cume ('000s)		One week cume ('000s)	
	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
CCFM	97	91	152	139
Izwi LoMzansi	85	86	138	136
Nongoma	101	82	135	121
Bok Radio	77	82	108	114
Eden	79	82	125	128
Soshanguve	40	73	62	94
Radio Pulpit/ Kansel	48	72	75	115
QwaQwa	80	72	137	118
Icora	66	70	105	119
Voice of Tembisa	71	66	115	113

145 KEY STATION MEASURES

Community



Exclusive listeners (%)



Avg. hrs p.d

	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
CCFM	30	38	2h30	1h54
Izwi LoMzansi	27	24	2h12	2h06
Nongoma	32	17	3h36	3h24
Bok Radio	65	68	2h06	1h42
Eden	47	41	2h54	2h00
Soshanguve	69	70	2h48	4h06
Radio Pulpit / Kansel	31	18	2h00	1h48
QwaQwa	41	19	2h06	2h00
Icora	37	34	2h54	3h06
Voice of Tembisa	40	35	1h48	1h48

Source: BRC RAM™ Apr'17-Sep'17 (National: n=30,427) and Jul'17-Dec'17 (National: n=30,098); ranked on Avg. daily cume

KEY STATION MEASURES

Community



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



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

	Avg. daily cume (Mon-Sun) ('000s)		One week cume ('000s)	
	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
Kurara	66	60	88	91
Star	-	57	-	86
Hindvani	43	47	55	63
Radio KC	-	46	-	68
Inanda	38	41	64	62

147 KEY STATION MEASURES

Community



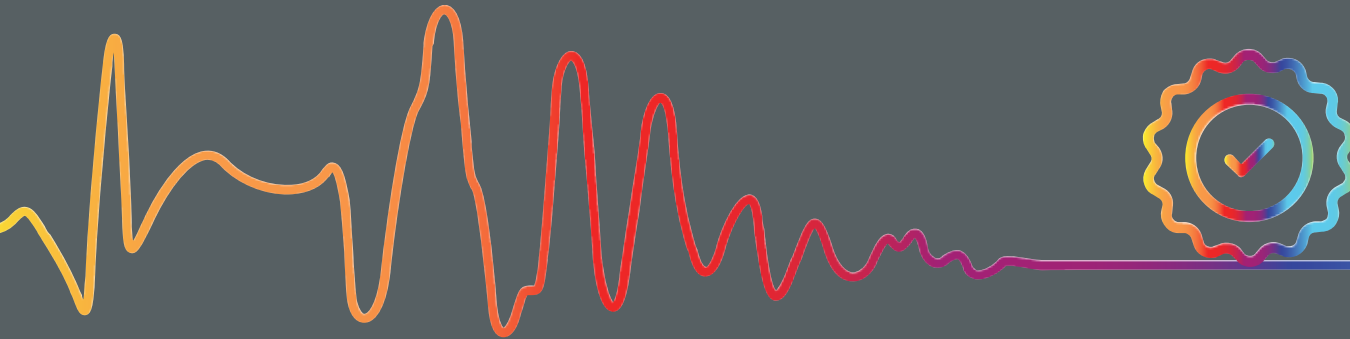
Exclusive listeners (%)



Avg. hrs p.d

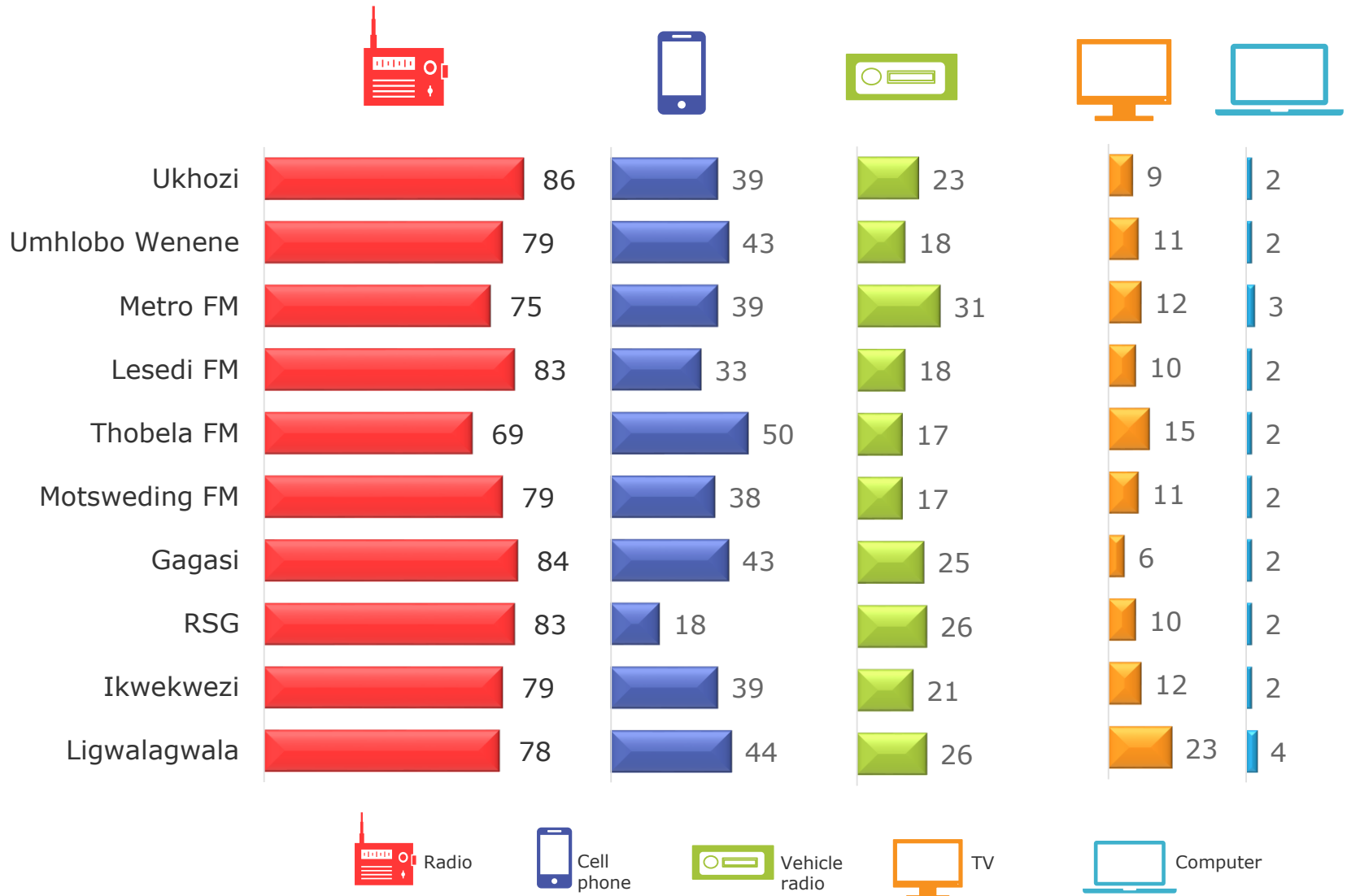
	Apr'17-Sep'17	Jul'17-Dec'17	Apr'17-Sep'17	Jul'17-Dec'17
Kurara	43	38	3h12	2h48
Star	-	38	-	2h36
Hindvani	62	41	2h42	2h24
Radio KC	-	59	-	2h12
Inanda	14	16	1h42	1h48

DEVICE & LOCATION



Station listening by **DEVICE**

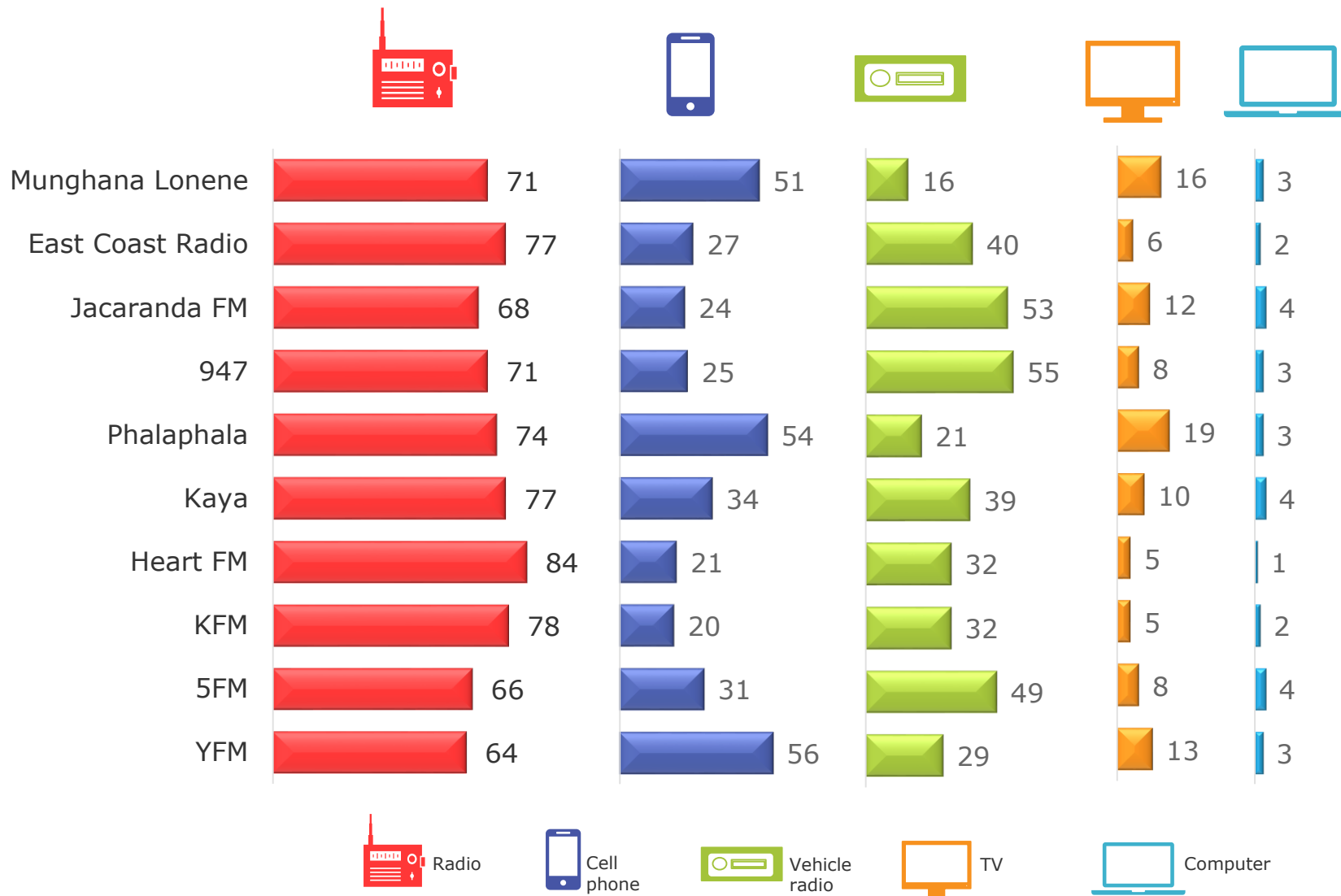
Commercial and PBS



Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276)
 Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

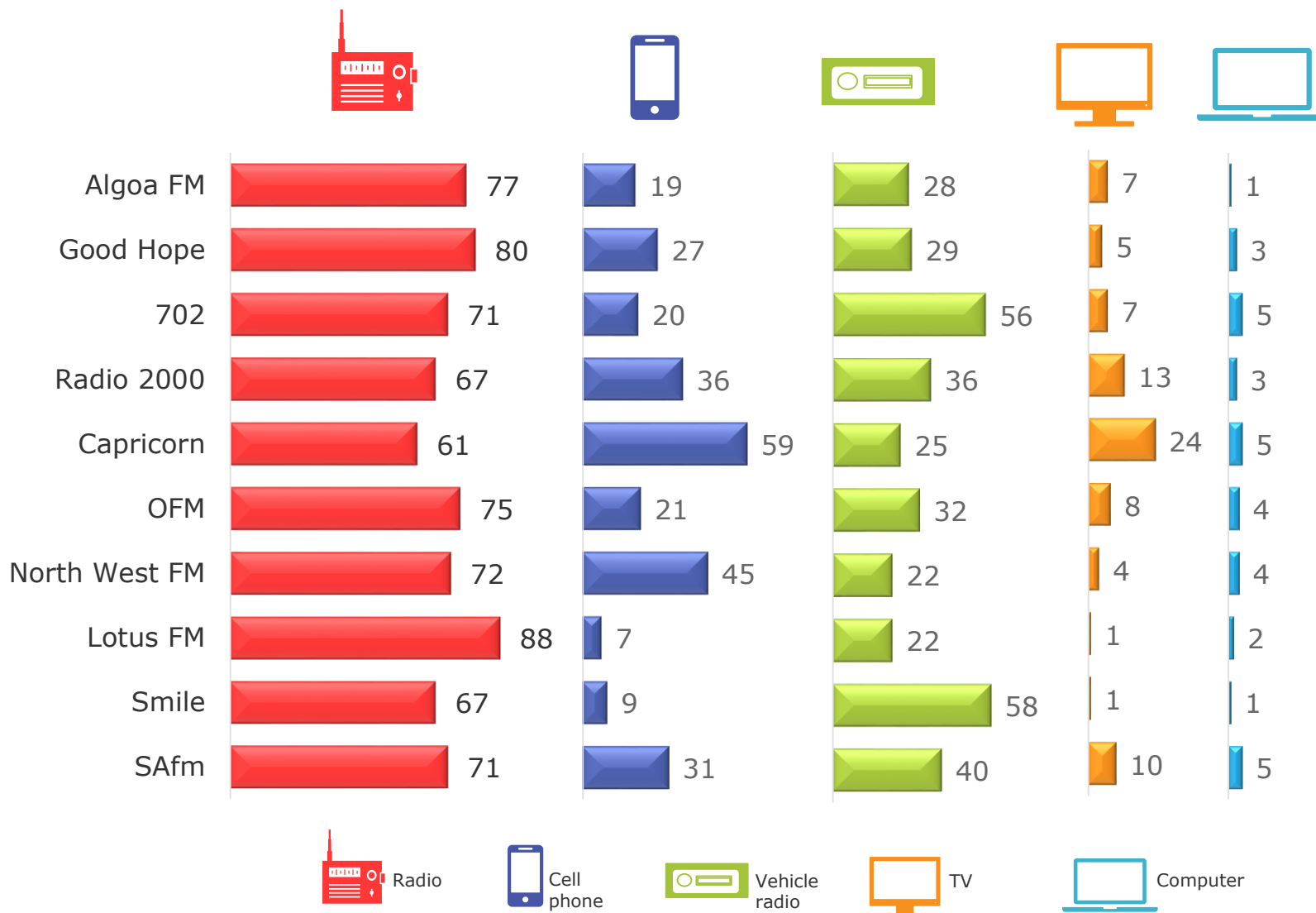
Commercial and PBS



Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276)
 Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

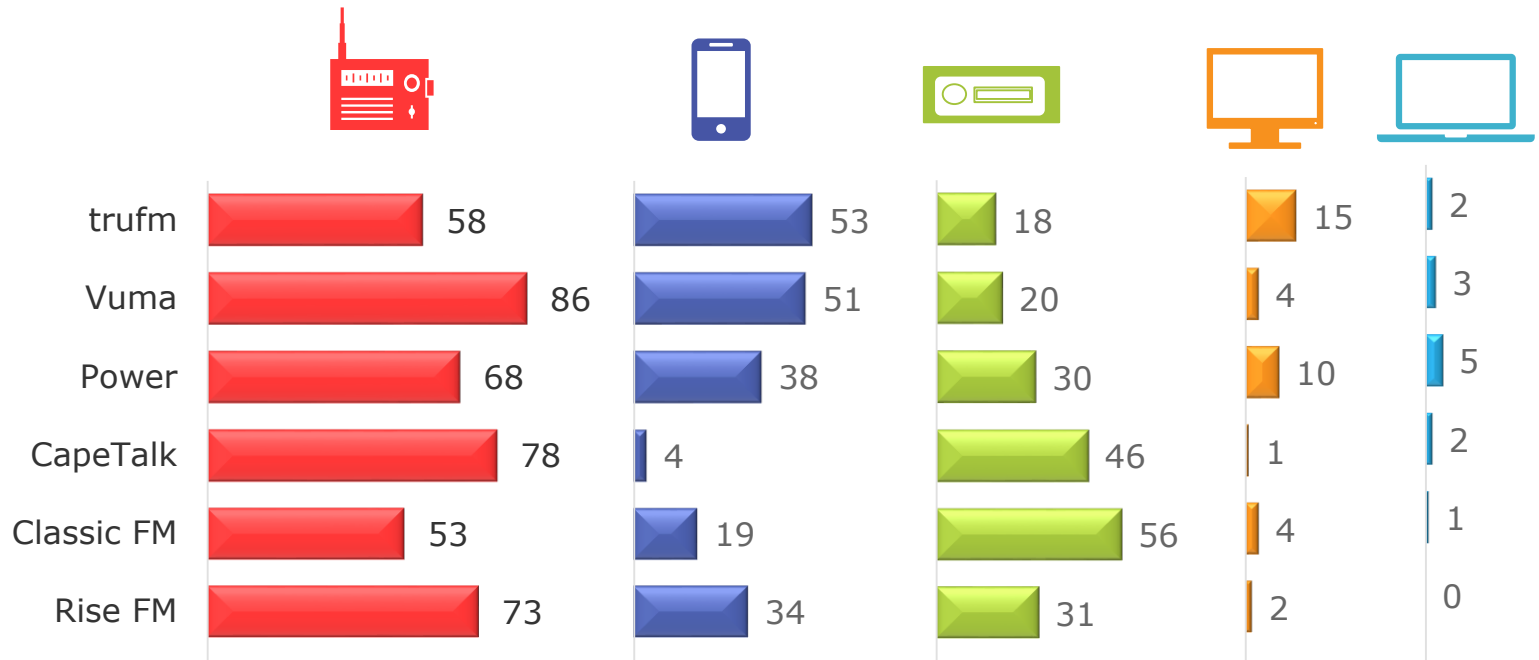
Commercial and PBS



Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Commercial and PBS



Radio



Cell phone



Vehicle radio



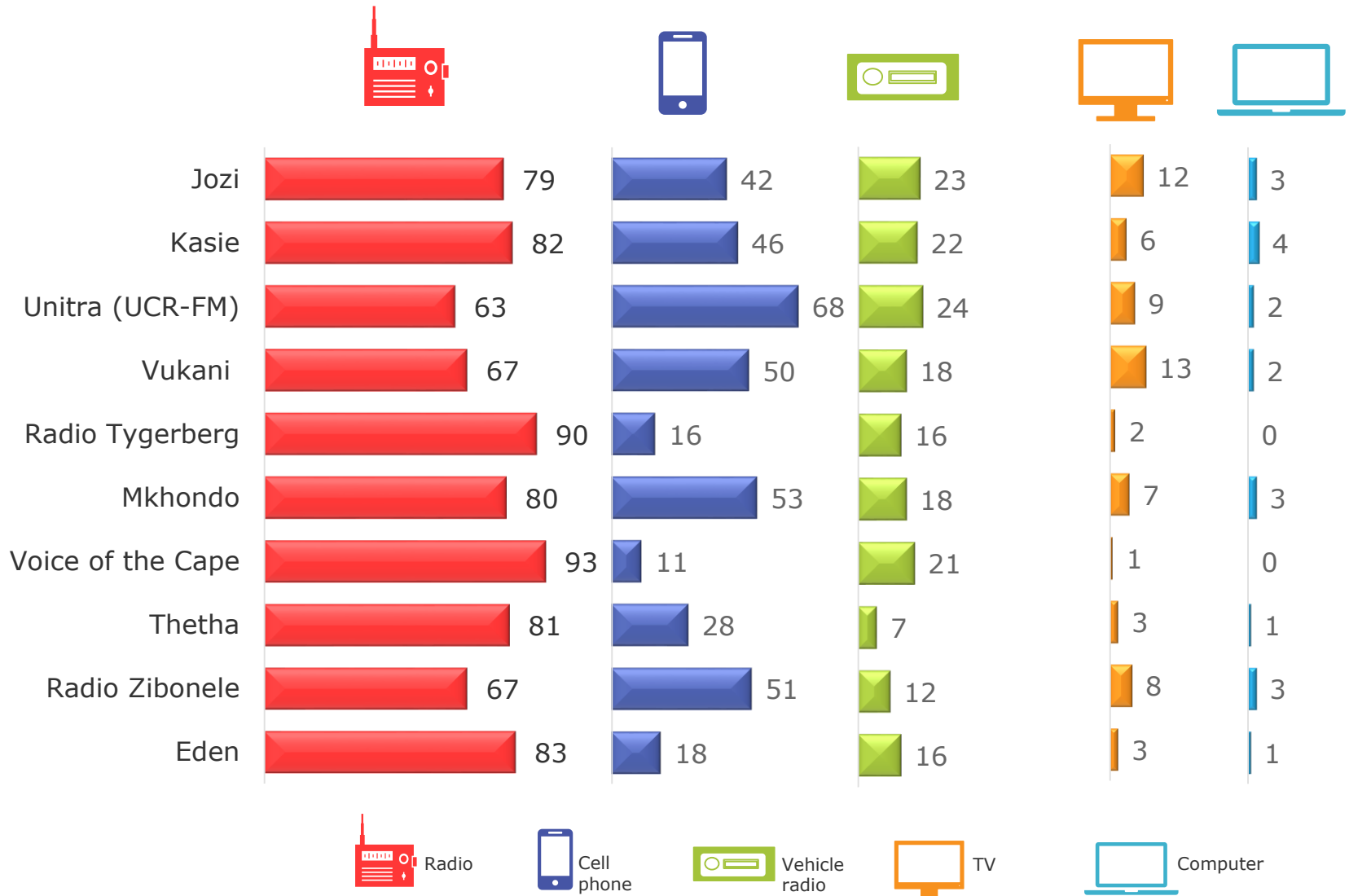
TV



Computer

Station listening by **DEVICE**

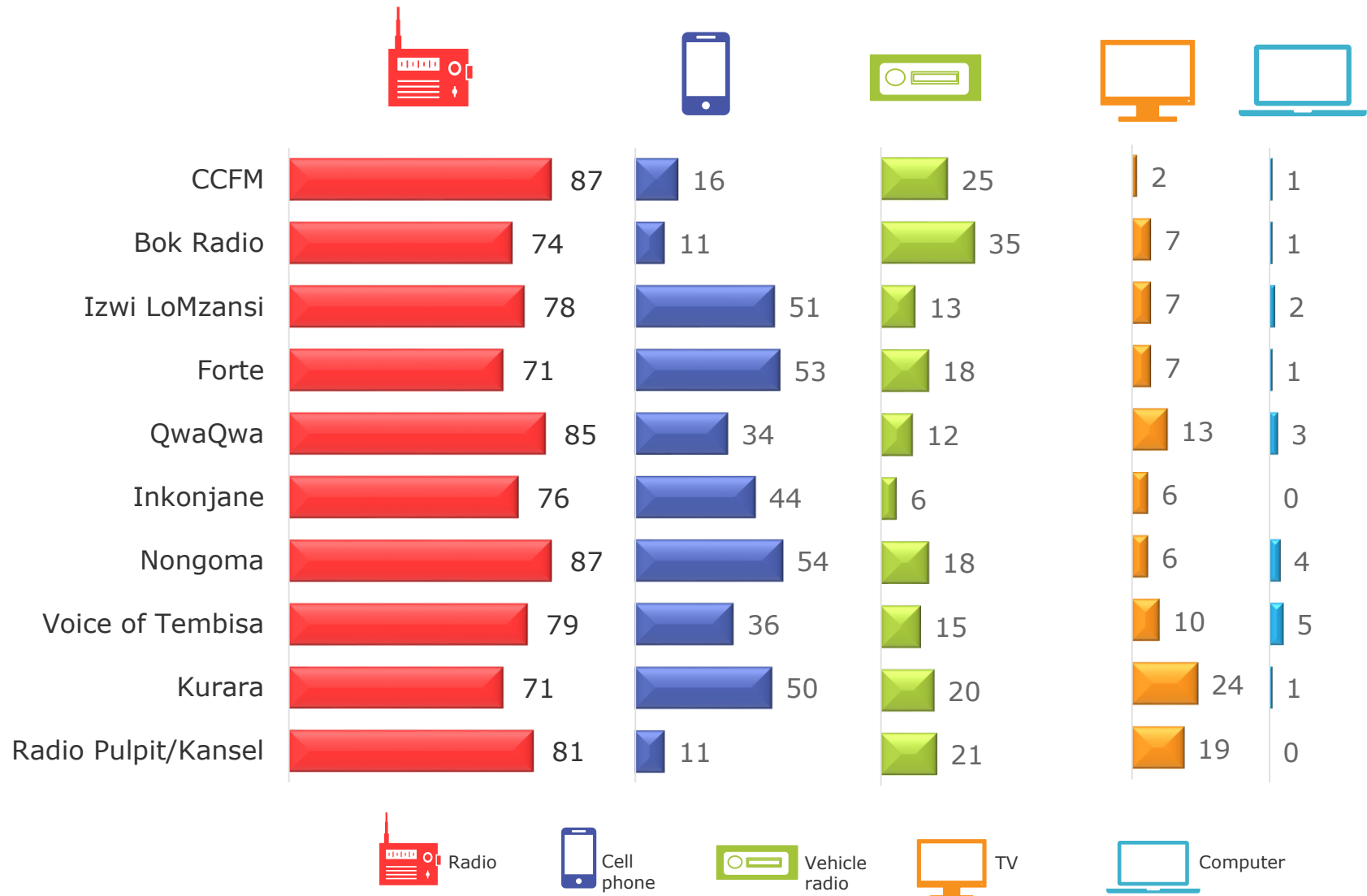
Community



Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276)
 Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

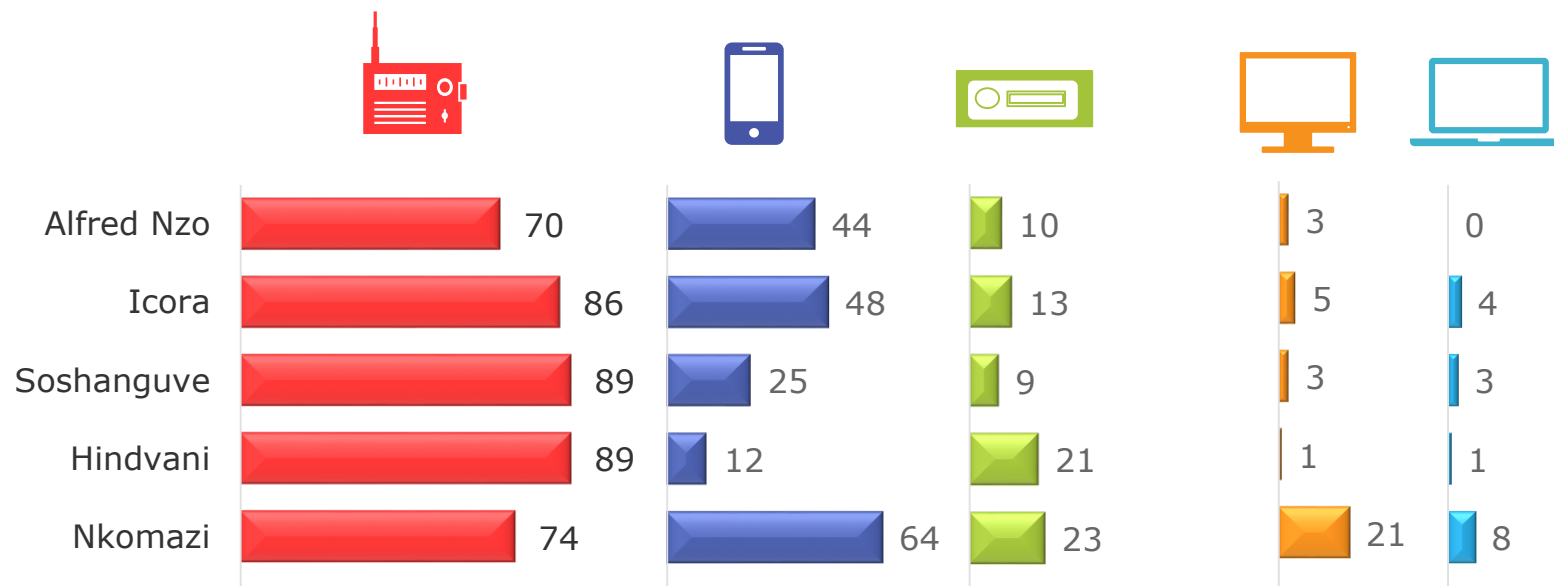
Community



Source: BRC RAM™ Jan'17-Dec'17 (National: n=61,276)
Stations ranked on avg. daily audience (Mon-Sun)

Station listening by **DEVICE**

Community



Radio



Cell phone



Vehicle radio



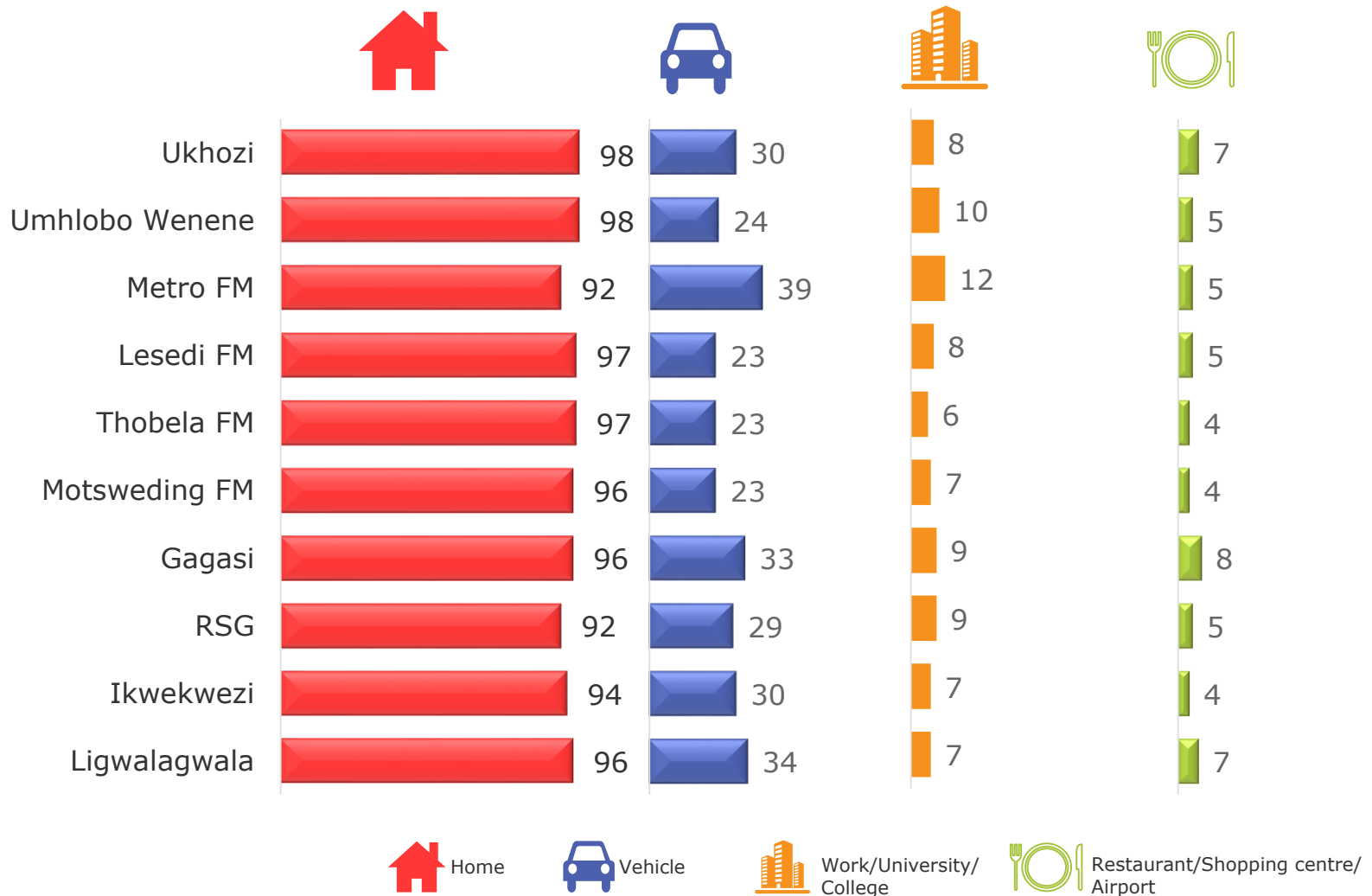
TV



Computer

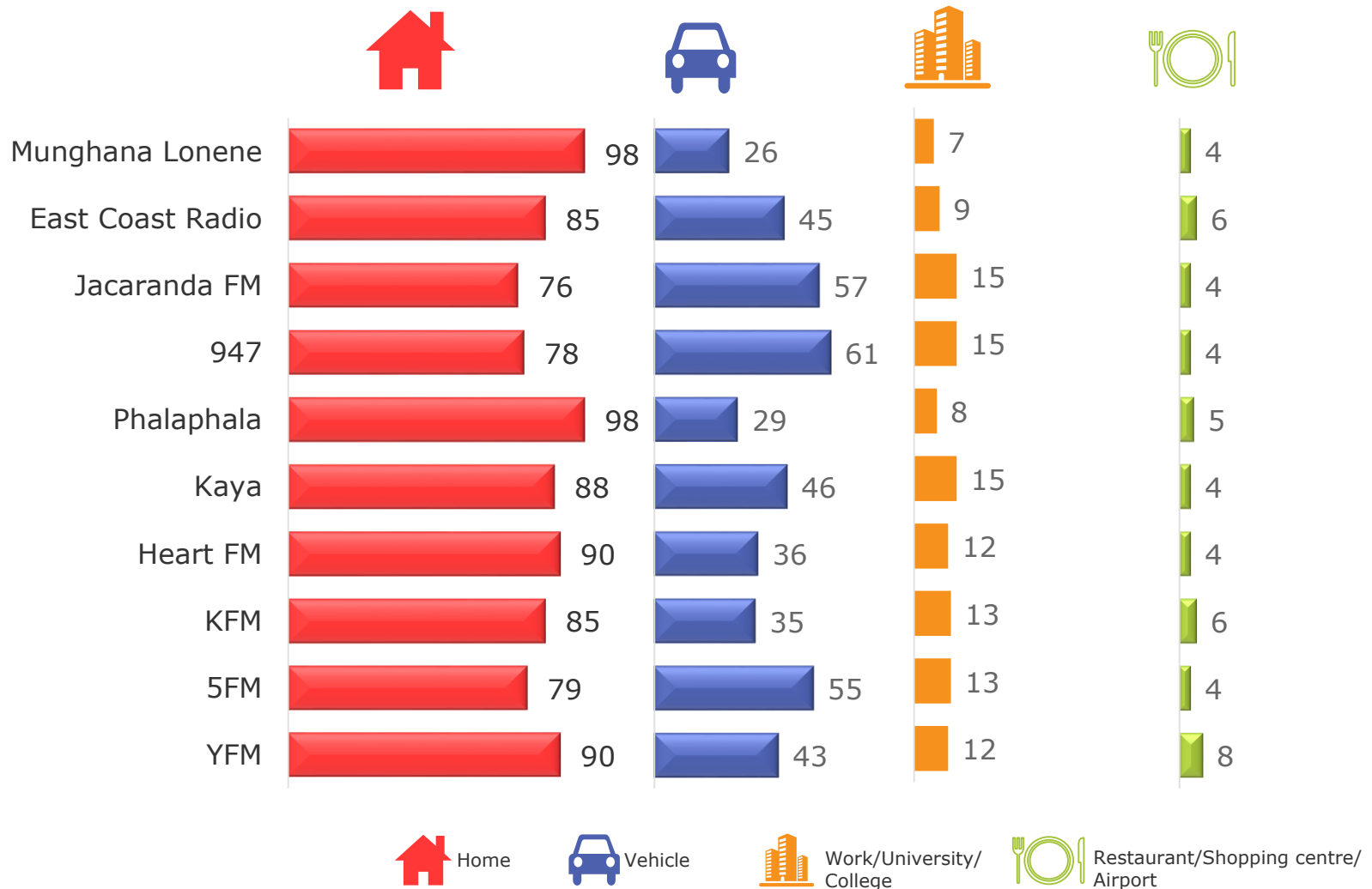
Station listening by LOCATION

Commercial and PBS



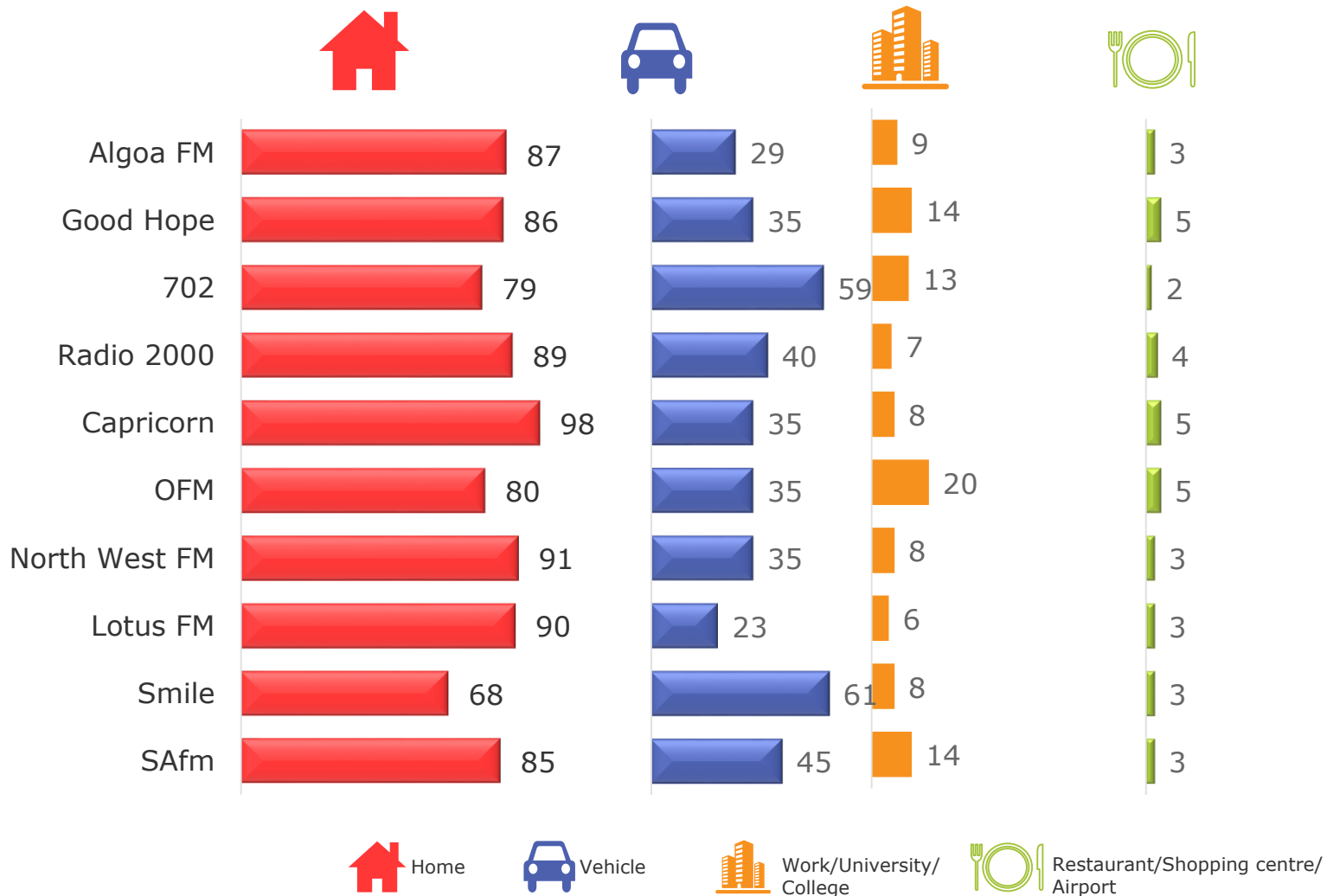
Station listening by **LOCATION**

Commercial and PBS



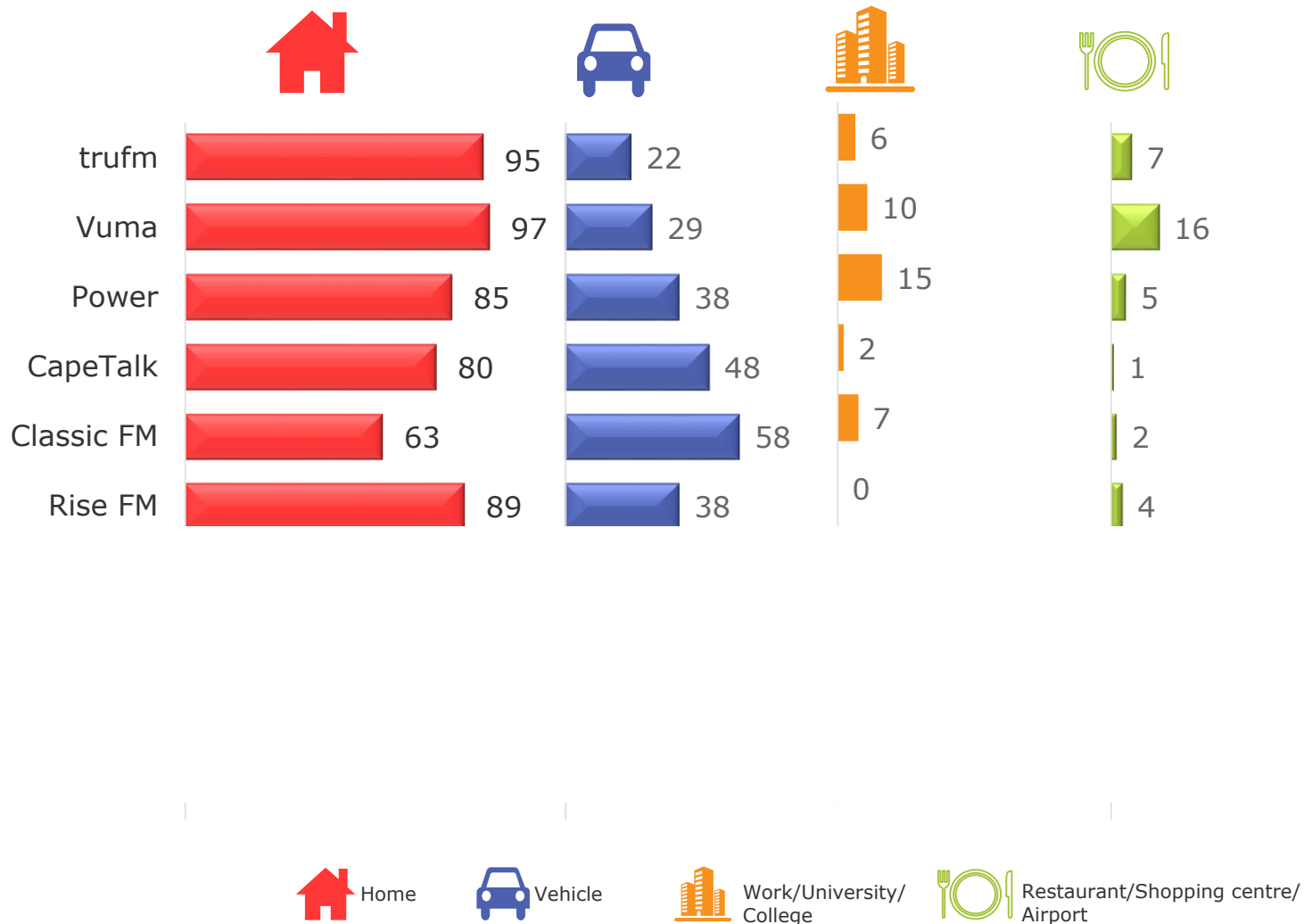
Station listening by LOCATION

Commercial and PBS



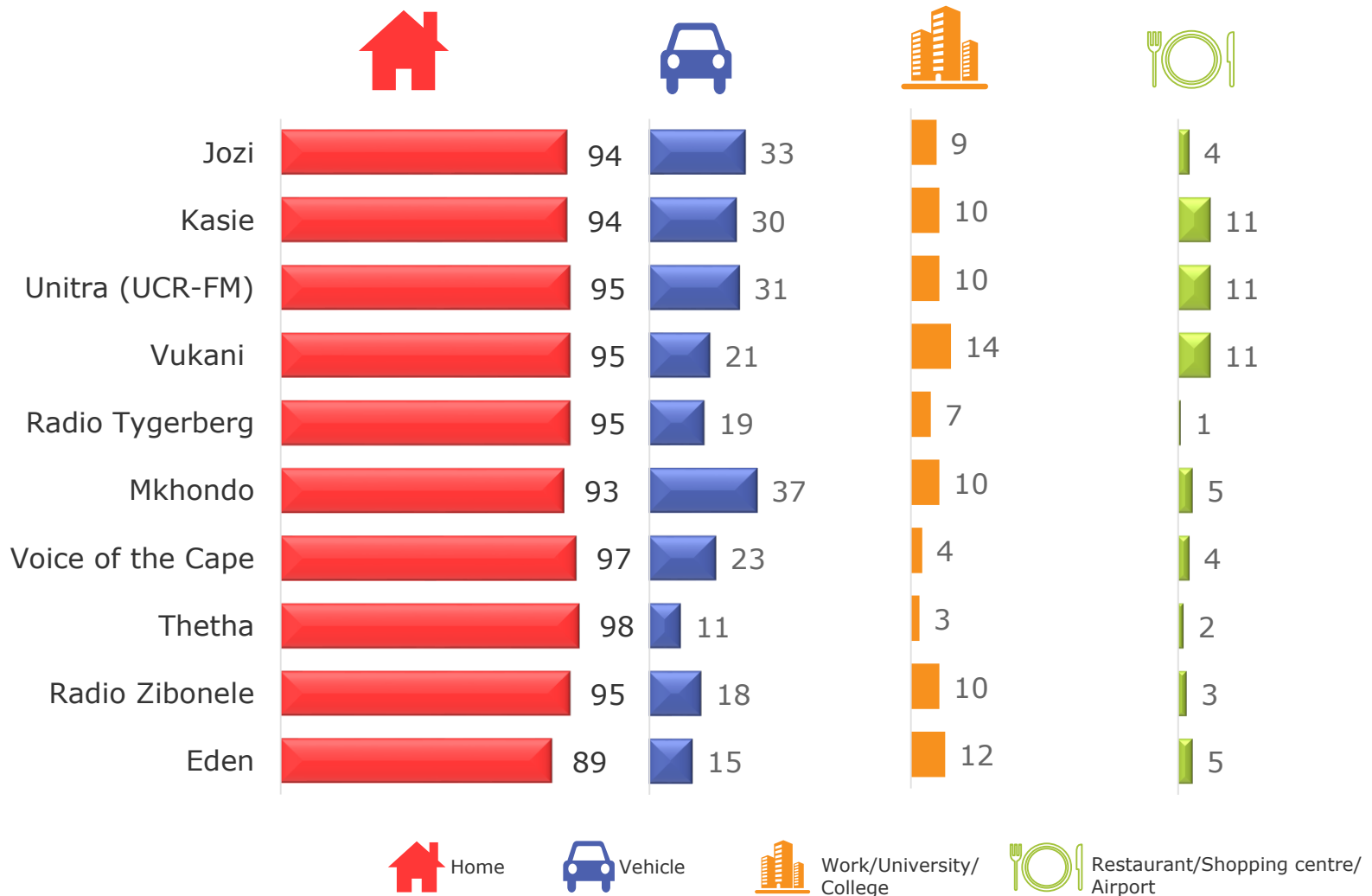
Station listening by LOCATION

Commercial and PBS



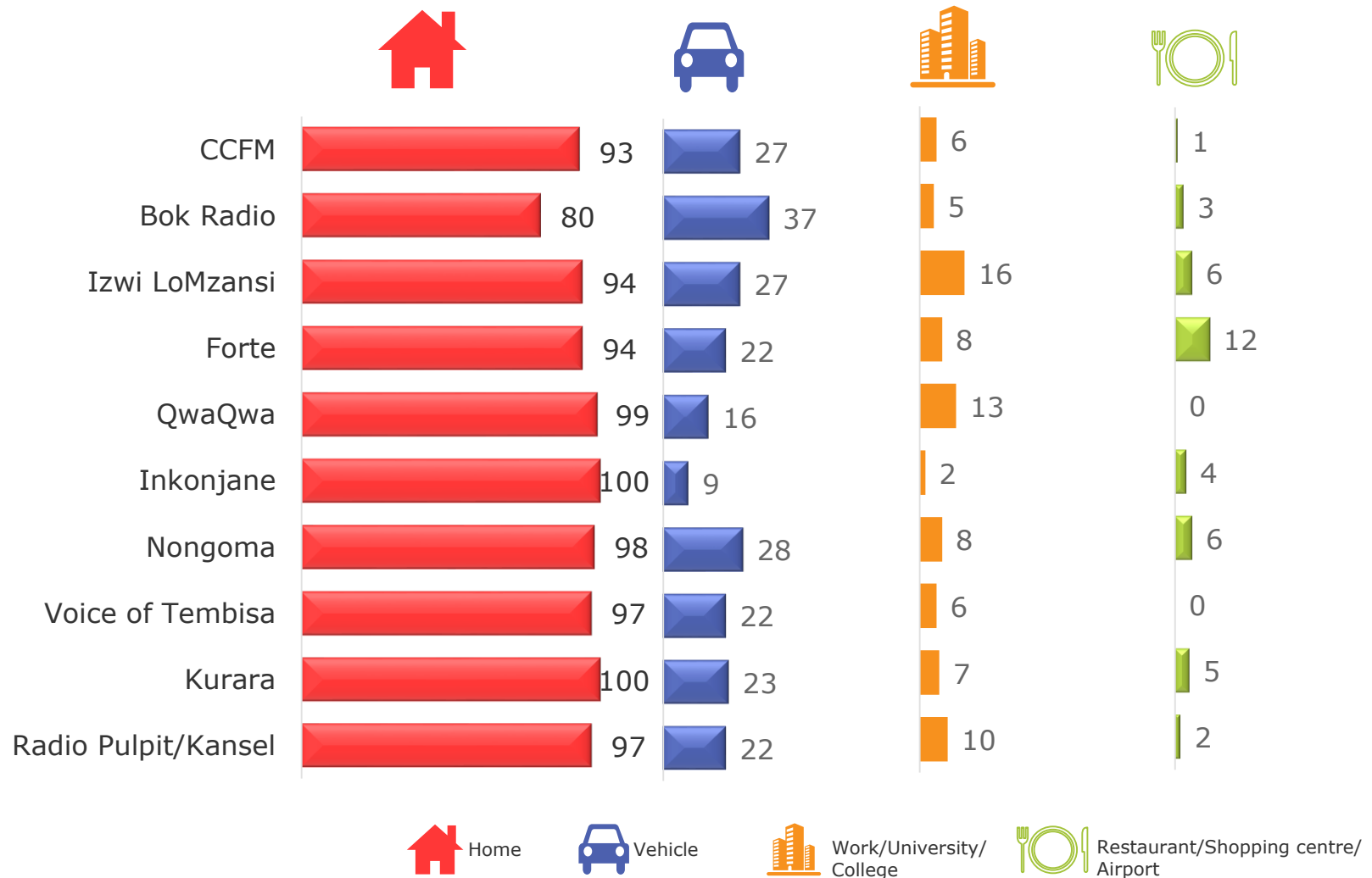
Station listening by LOCATION

Community



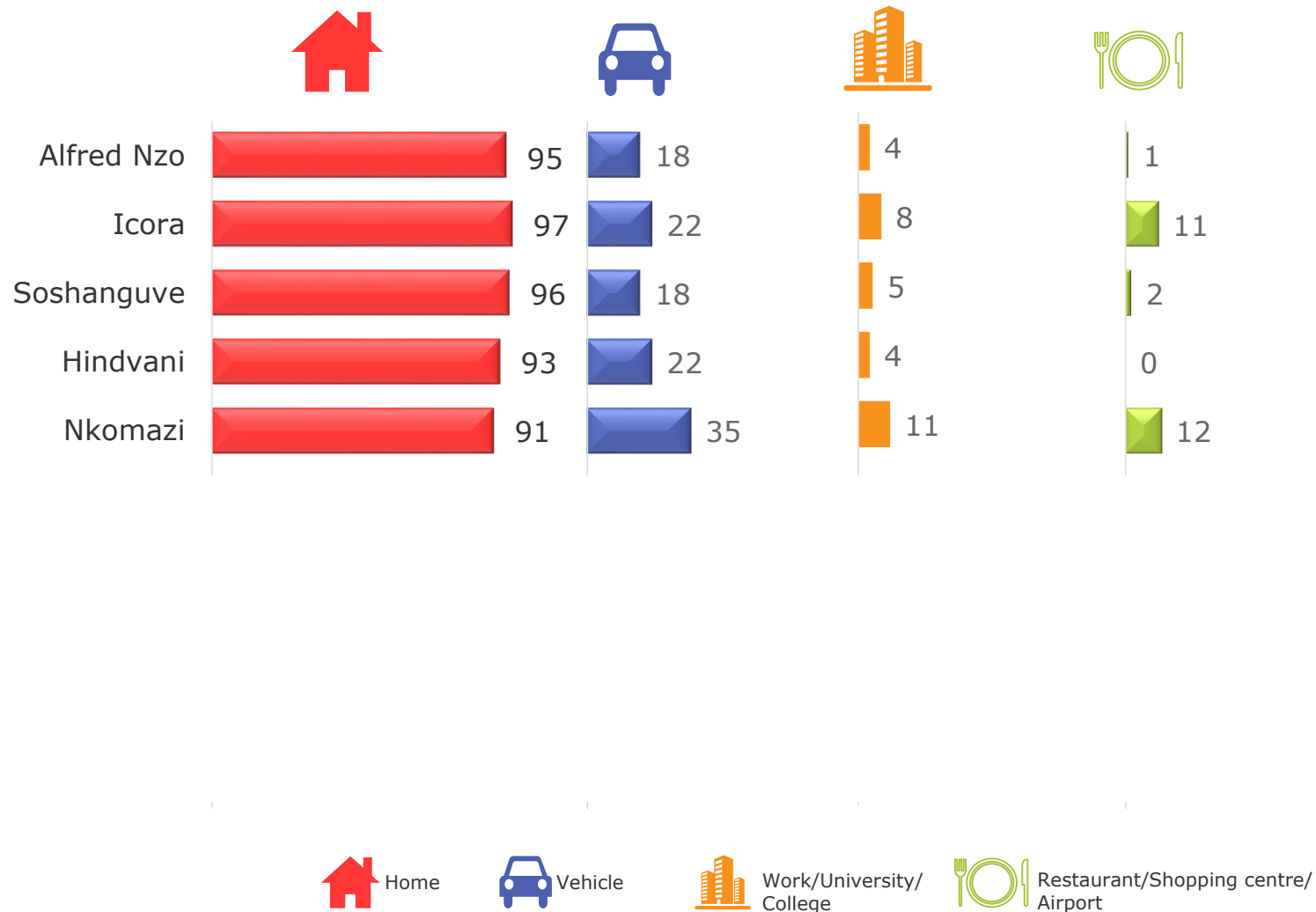
Station listening by **LOCATION**

Community



Station listening by LOCATION

Community



STATION DASHBOARDS

brc BRC RAM Station Detail
Jul'17-Dec'17 TNS

Commercial and PBS Stations

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

Community Stations

									
Alex	Bok Radio	CCFM	Eden	Forte	Izwi Lethemba	Izwi LoMzansi	Jozi	Kasie	Kofifi

TRENDING: OCT '16 -MAR '17/ JAN-JUN '17/ APR-SEP '17/ JUL'17-DEC'17



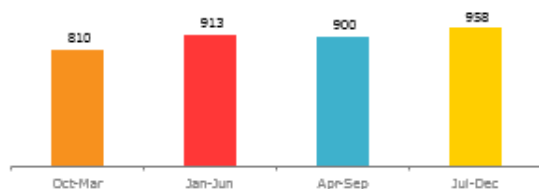
Station



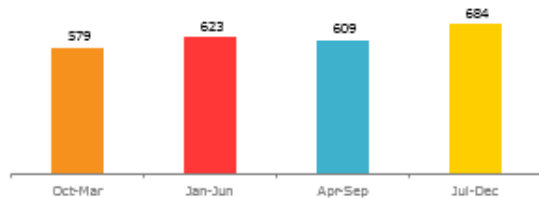
Key Measures (Total audience)

sample-30998

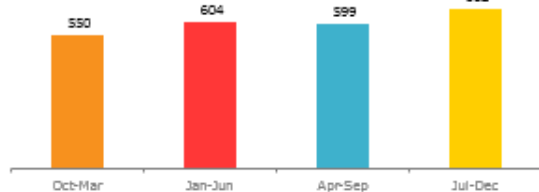
1 week cumc ('000s)



Avg. daily audience Mon-Fri ('000s)

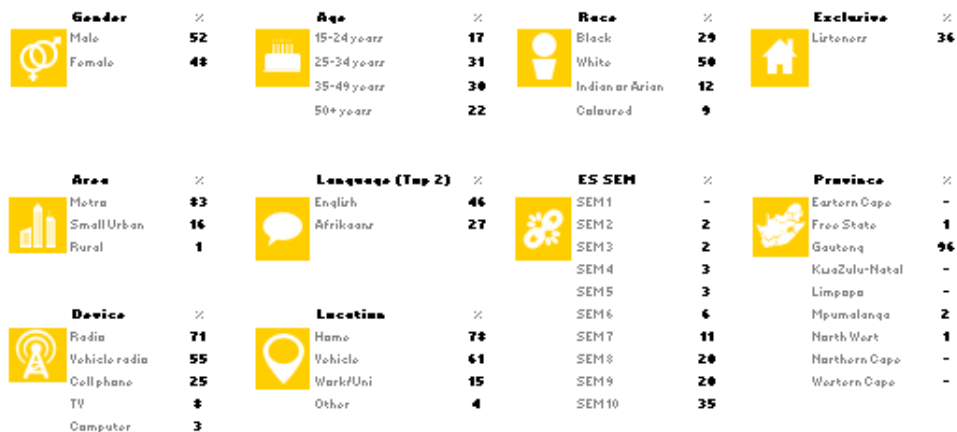


Avg. daily audience Mon-Sun ('000s)

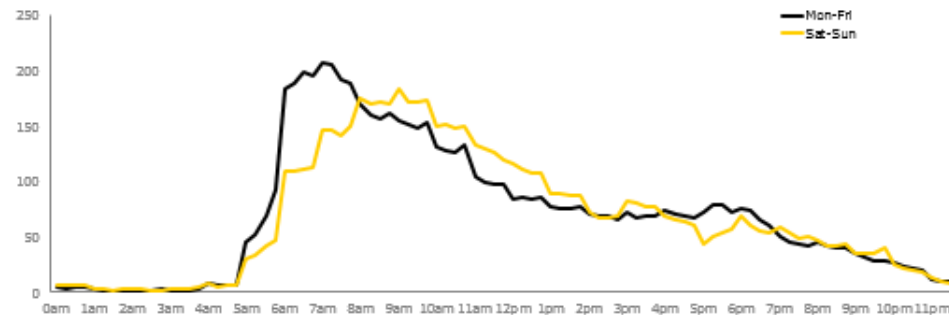


Station listeners (one week cumc)

sample-772



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



**SEE YOU AGAIN IN
MAY 2018!**

