

BRC RAM™

February 2020

Release Presentation

12 Month Rolling: Jan'19-Dec'19



Trending



1

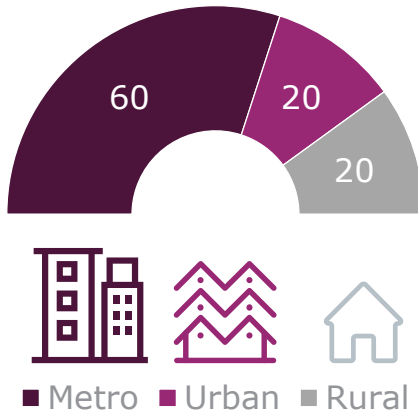
BRC RAM™ - Vital signs



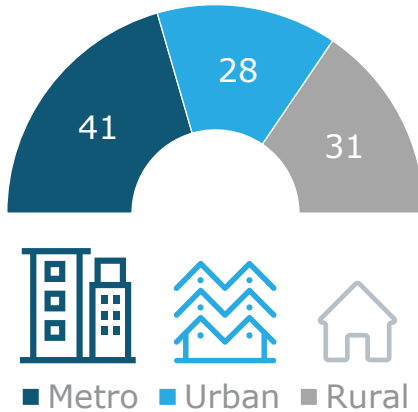
BRC RAM™

At a glance...

Metro-skewed Sample (%)



Re-weighted To population (%)



Random selection



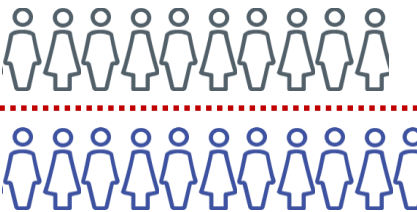
Methodology



Weighting variables



Annual universe update

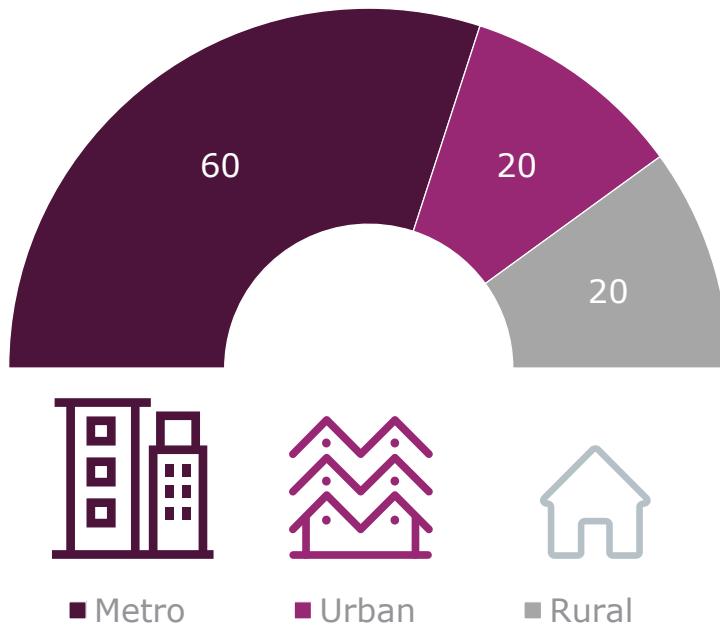


IHS population estimates

BRC RAM™

Vital signs...

Consistent area split (sample frame) %



Number of Stations included

	'16	'17	'18	'19	'20
Commercial and PBS stations	39	39	39	39	39
Community stations	274	264	266	266	271

12 months sample:

Community Stations qualify for reporting (n=40>)

(Q1-Q4'18) February 2019 - Jan'18-Dec'18:
84 Stations

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

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

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

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

BRC RAM™

Vital signs...

Population (Age 15+): 40,7 million

**Random selection,
household flooding**

30,000
Households

63,042
Individuals

Jan'19-Dec'19 sample

2

Scrutiny & Weighting



The four gates



**Sample
gate**



**Stability
gate**



**Weighting
gate**



**Station
change gate**

The Metro Sample

Sample frame:



Population:



 Metro  Urban  Rural

Weighting efficiency

Average weighting efficiency

Jan'16 - Dec'16	Jan'17 - Dec'17	Jan'18- Dec'18	Apr'18- Mar'19	Jul'18- Jun'19	Oct'18- Sep'19	Jan'19- Dec'19
86%	87%	86%	88%	86%	88%	89%



Weighting gate

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

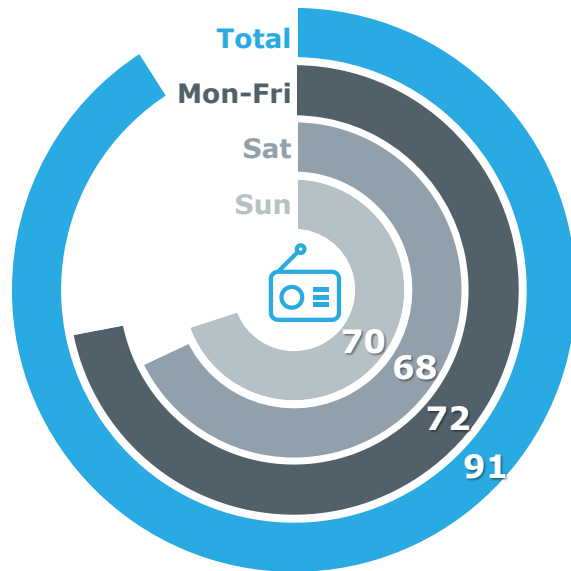
3

Key soundbites



Radio Reach is ...

Oct'18-Sep'19



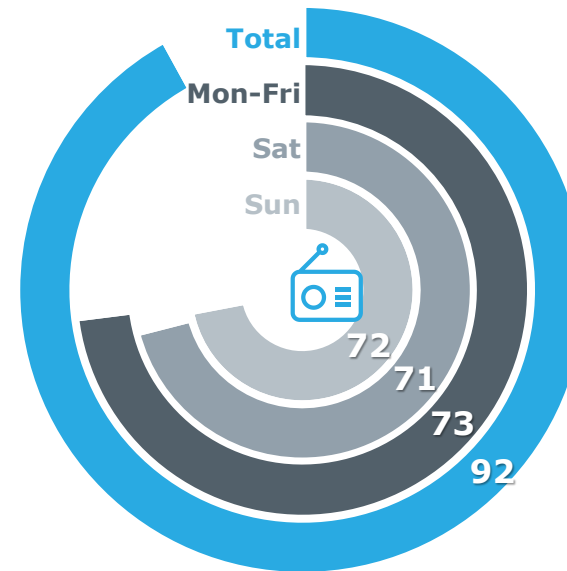
91% **weekly** reach =

37.0 million listeners listening anytime in the week

72% **daily** reach (Mon-Fri) =

29.4 million listeners on an average weekday

Jan'19-Dec'19



92% **weekly** reach =

37.5 million listeners listening anytime in the week

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

29.9 million listeners on an average weekday

... Everywhere!

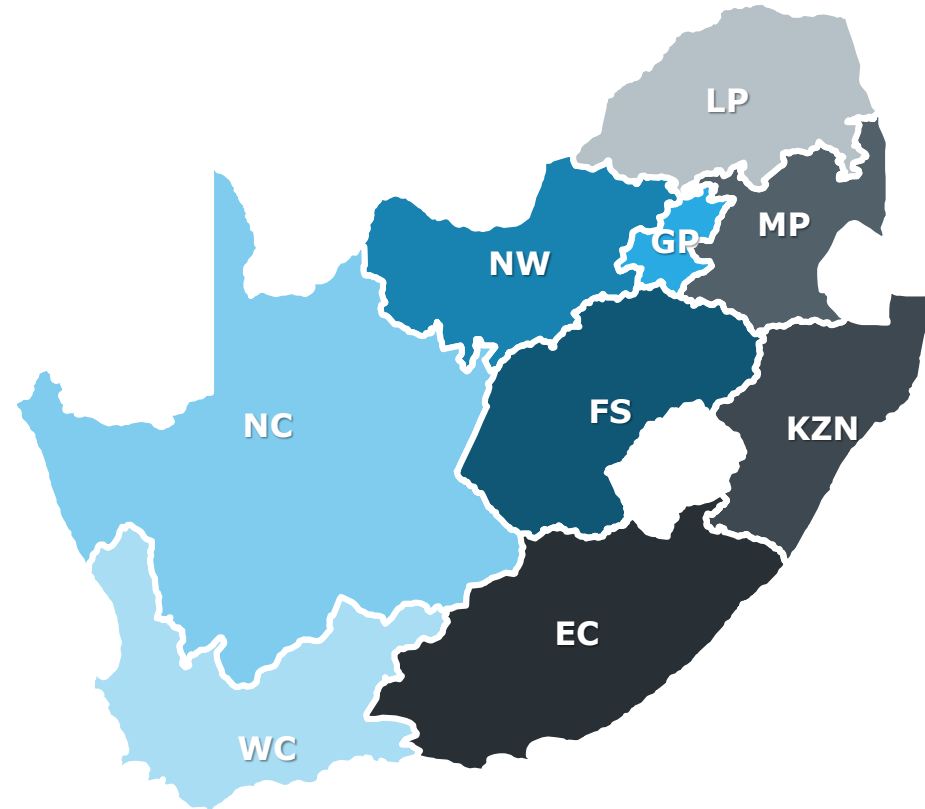
GP 91% = **9.4m**

NW 88% = **2.4m**

FS 85% = **1.8m**

NC 88% = **800k**

WC 93% = **4.6m**



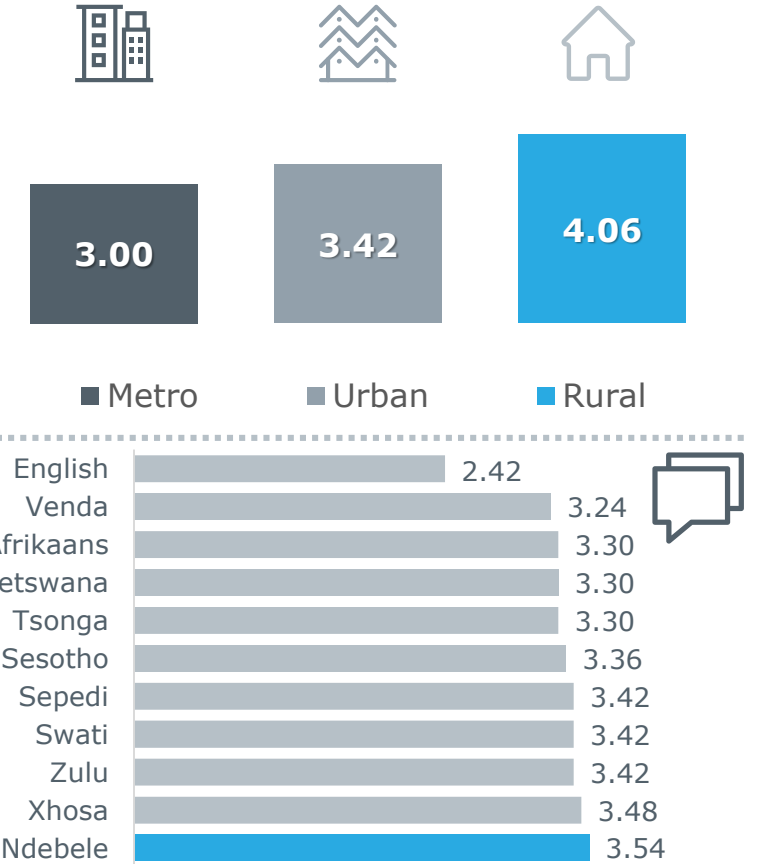
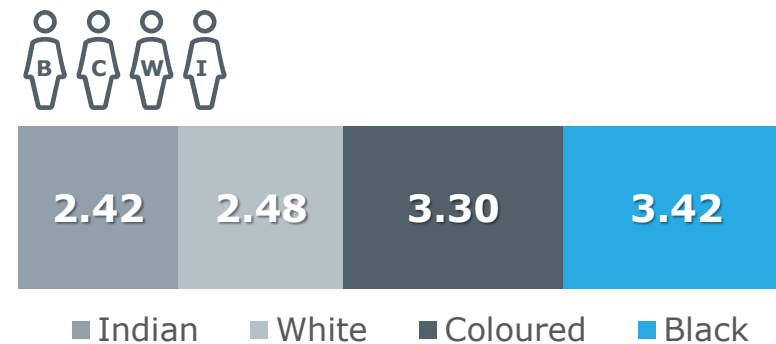
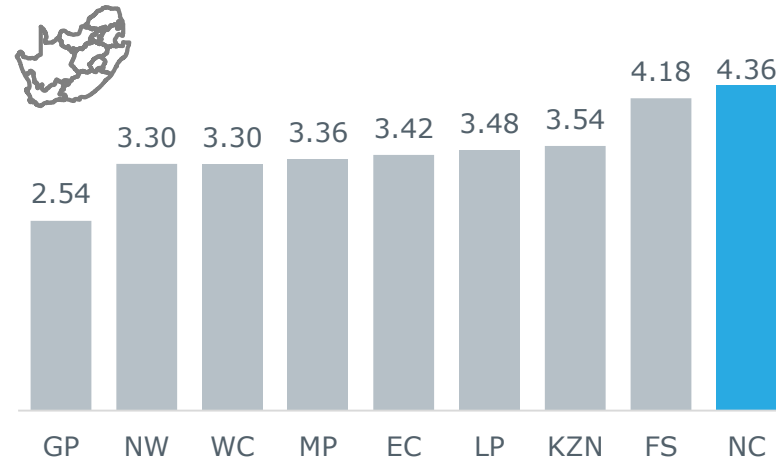
LP 94% = **3.7m**

MP 92% = **2.8m**

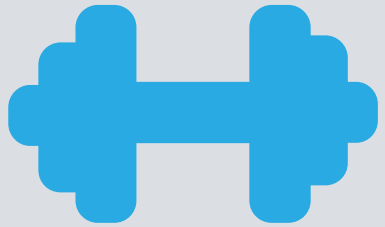
KZN 95% = **7.4m**

EC 95% = **4.7m**

Long listening: Average time spent listening per day



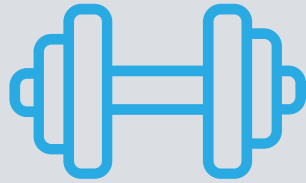
Heavy listening



HEAVY

46%

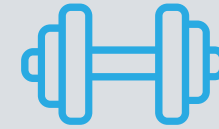
(More than 20 hours per week)



MEDIUM

28%

(10.25-20 hours per week)

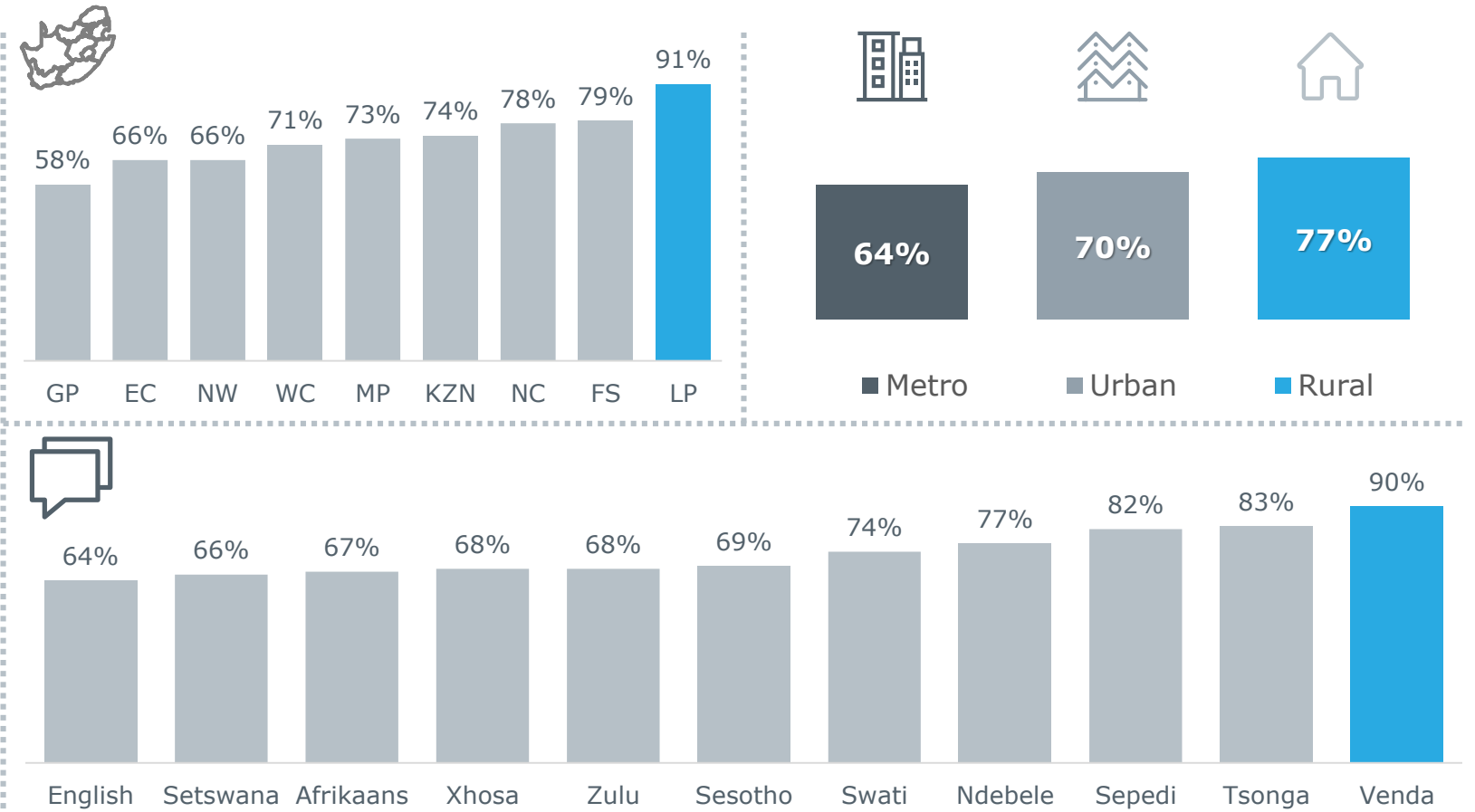


LIGHT

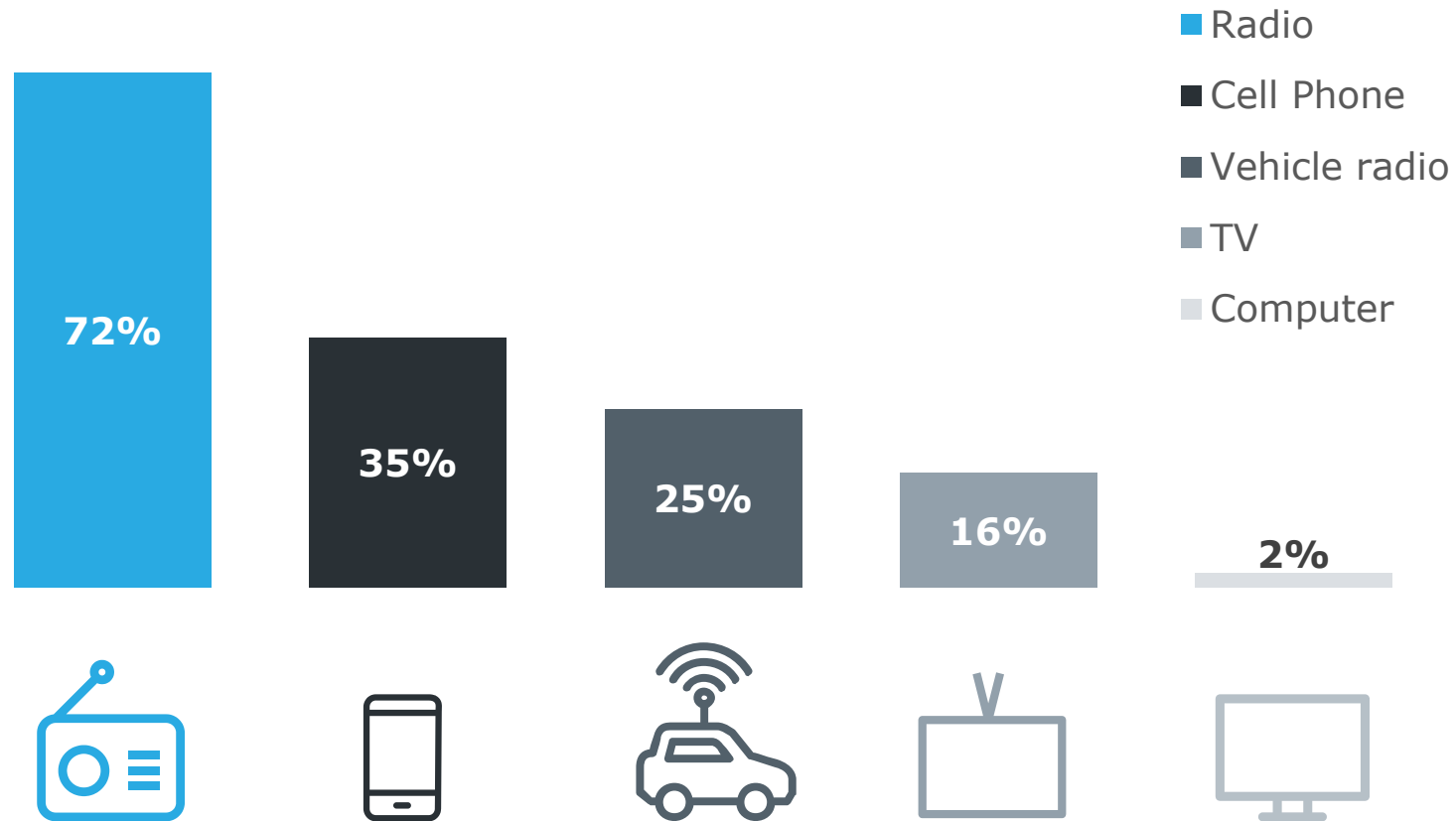
26%

(0.25-10 hours per week)

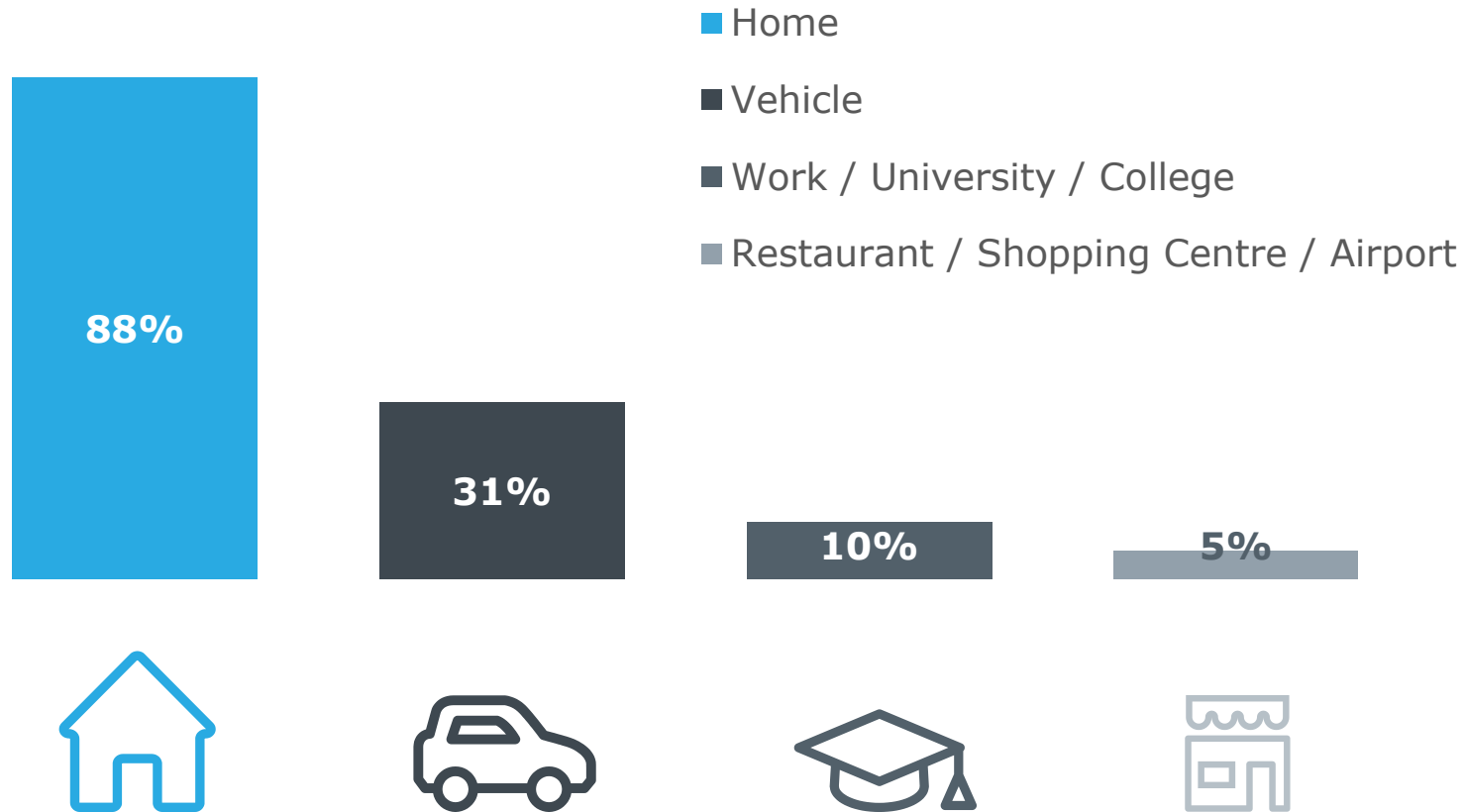
Loyal listeners ...



Radio listening by device

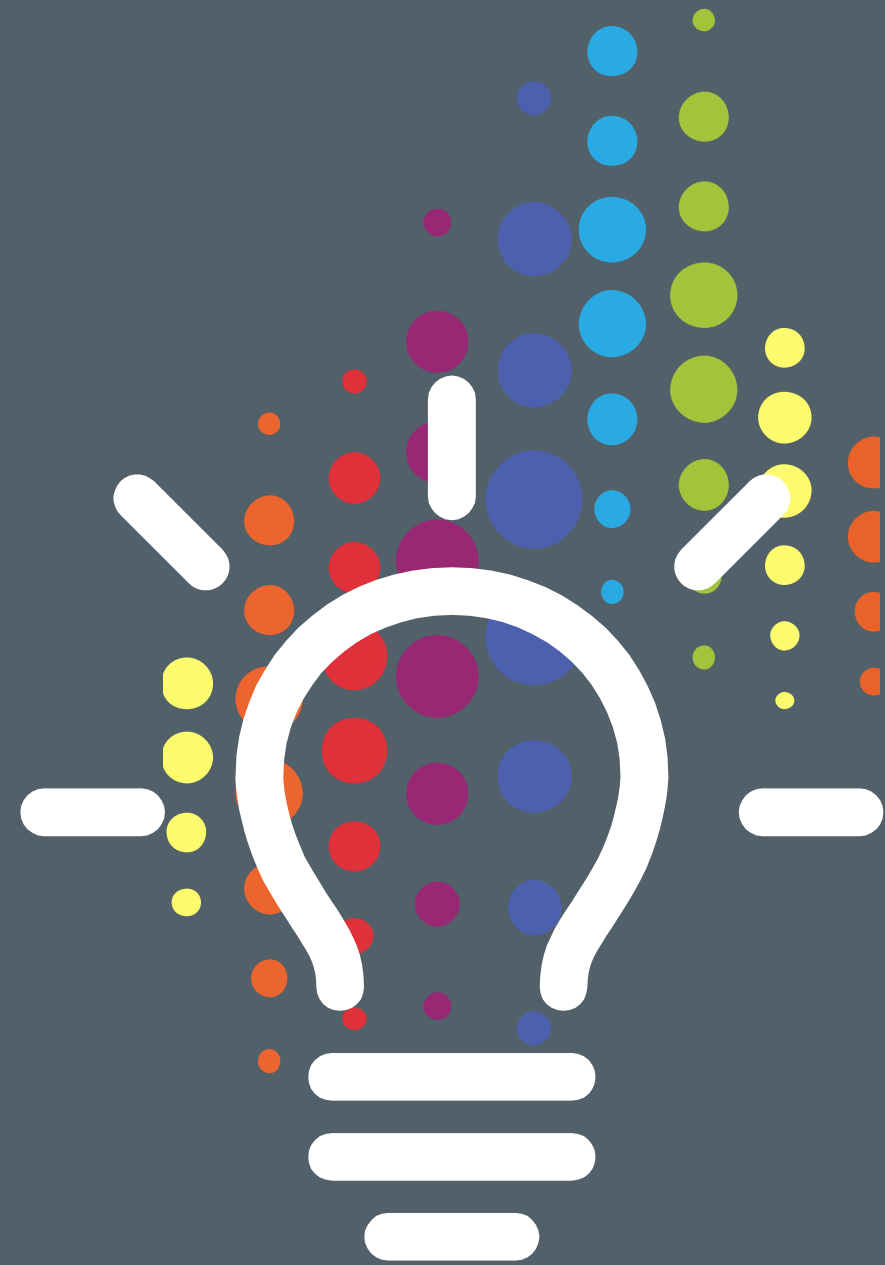


Radio listening by location



4

Programme Content



Programme content ...



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

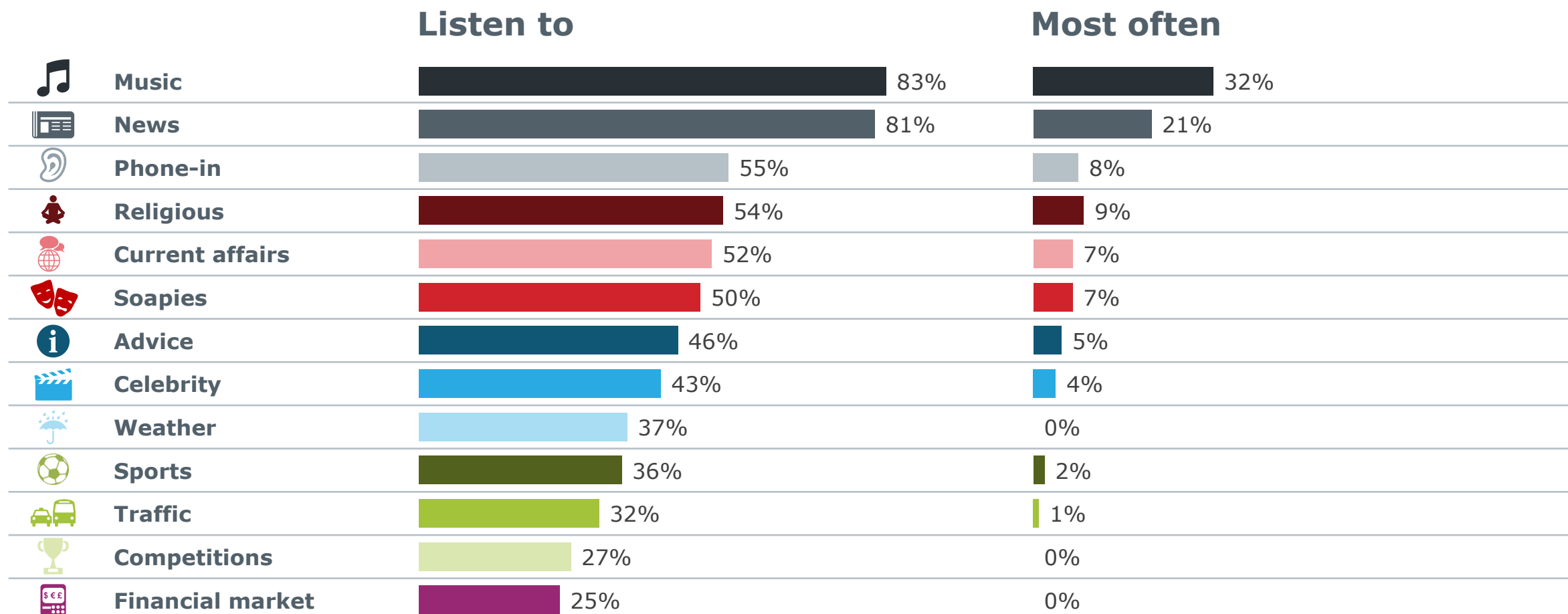
"And which do you listen to **most often**?"



General radio preference, not asked of a specific station

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

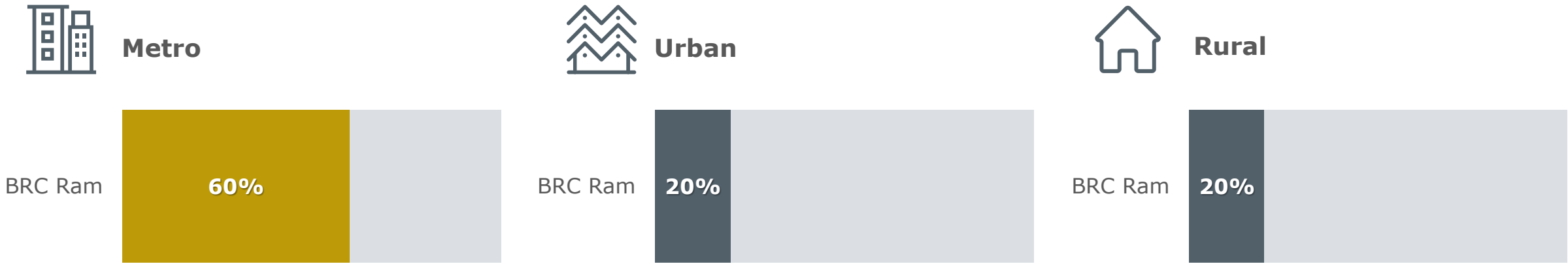
Programmes listen to / most often



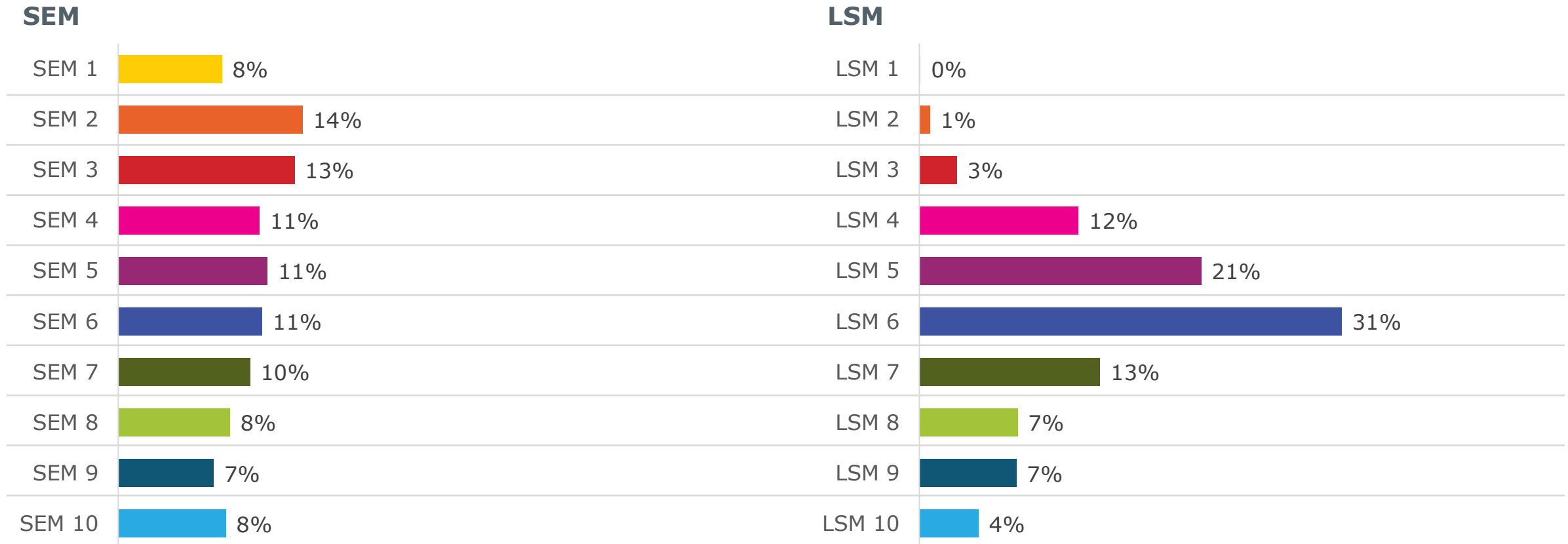
5
SEM's



SEM's in BRC RAM™...



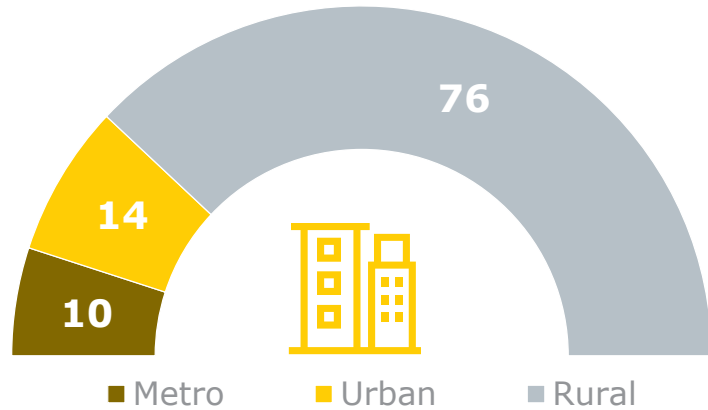
SEM's vs. LSM's in BRC RAM™...



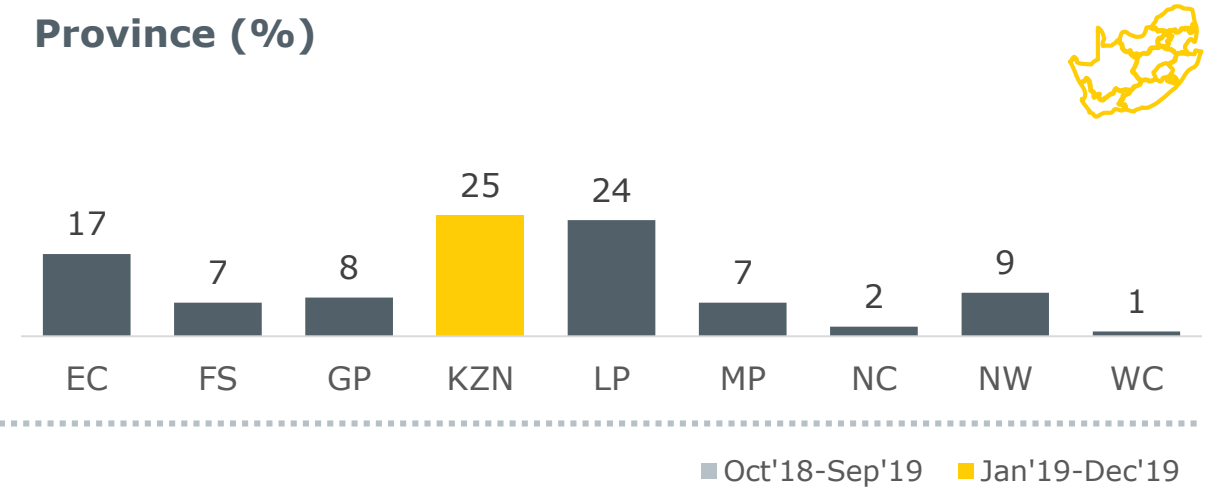
SEM 1 – Radio Listeners

Population: 2.9 million (7.7%)

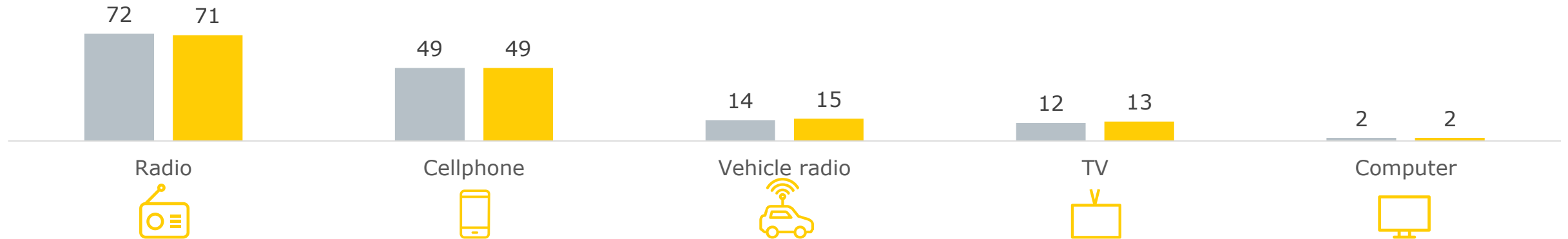
Area (%)



Province (%)



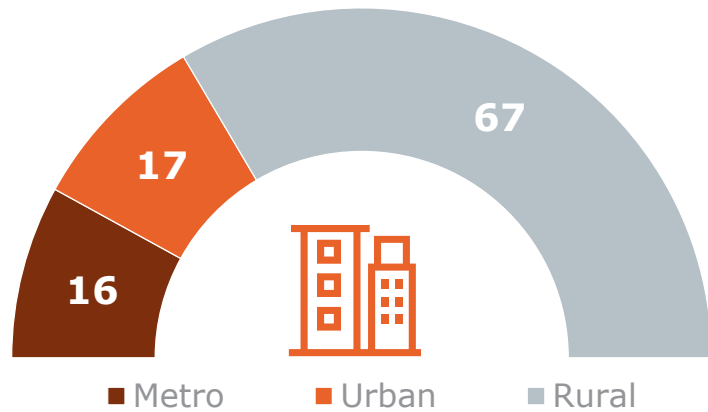
Devices (%)



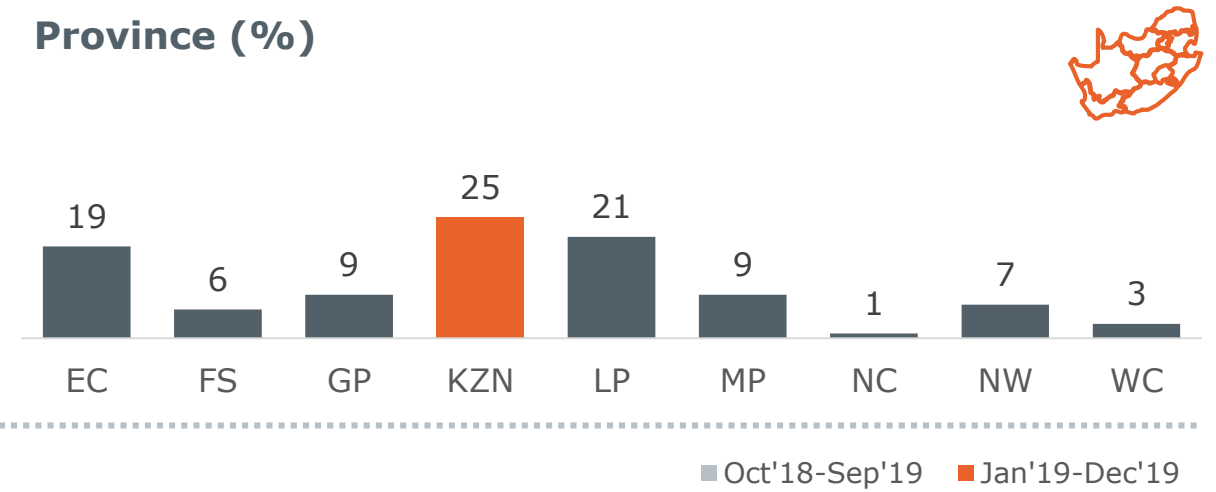
SEM 2 – Radio Listeners

Population: 5.1 million (13.7%)

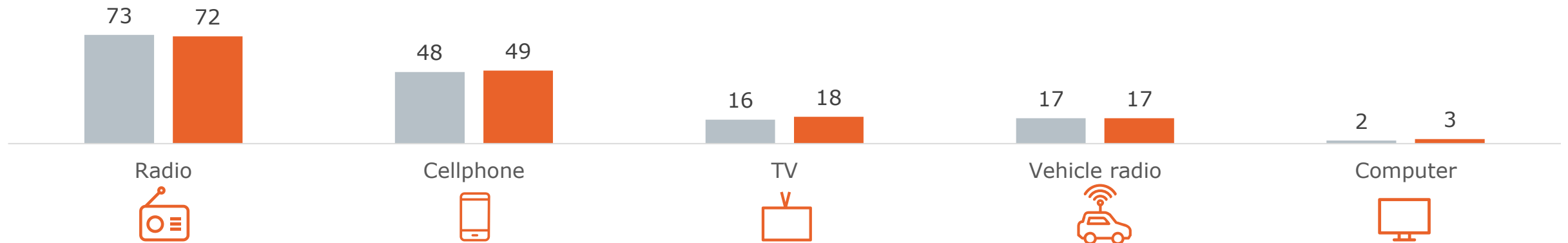
Area (%)



Province (%)



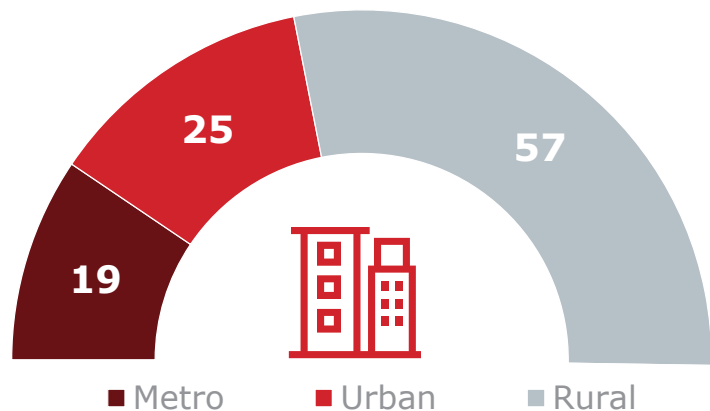
Devices (%)



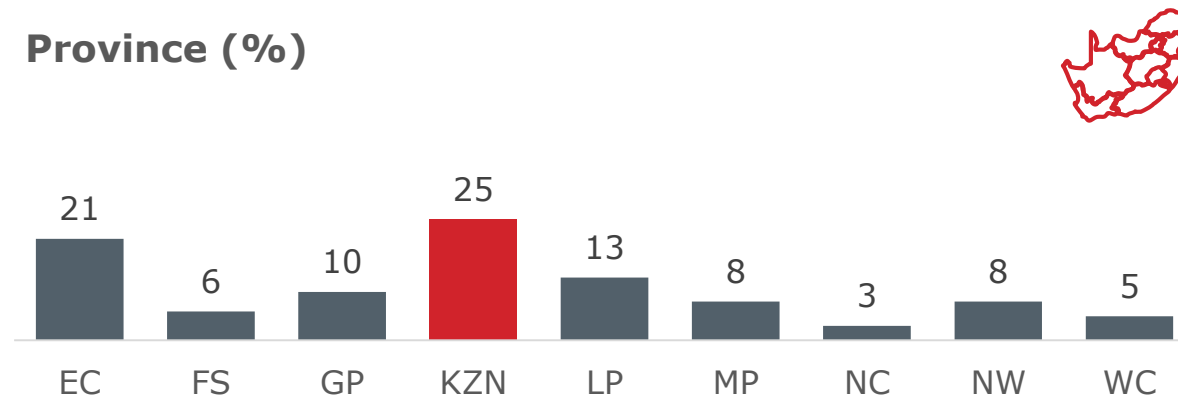
SEM 3 – Radio Listeners

Population: 4.9 million (13.1%)

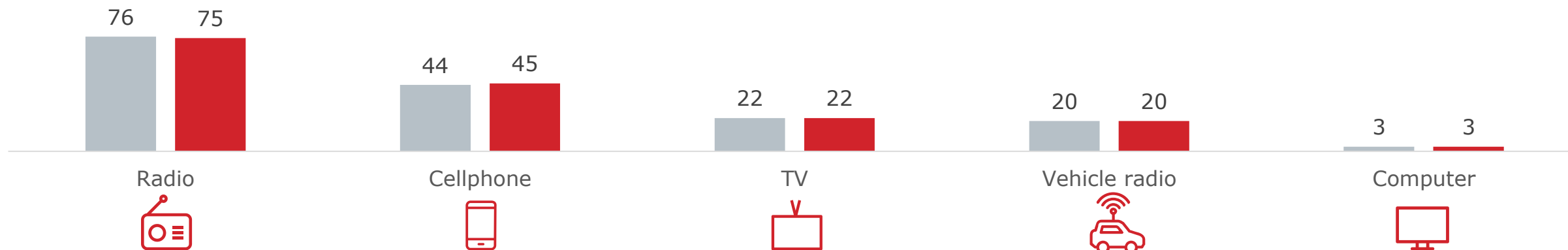
Area (%)



Province (%)



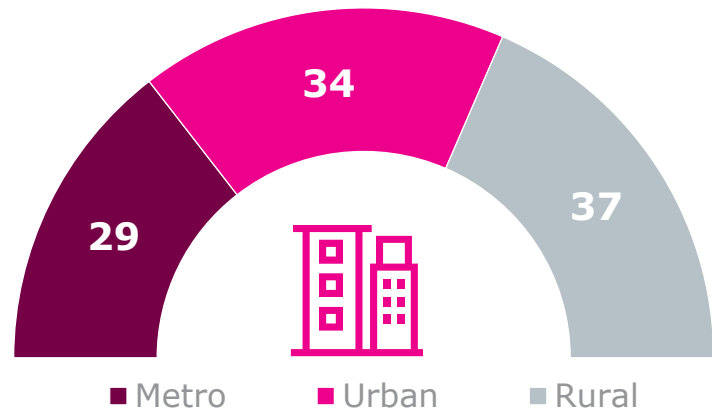
Devices (%)



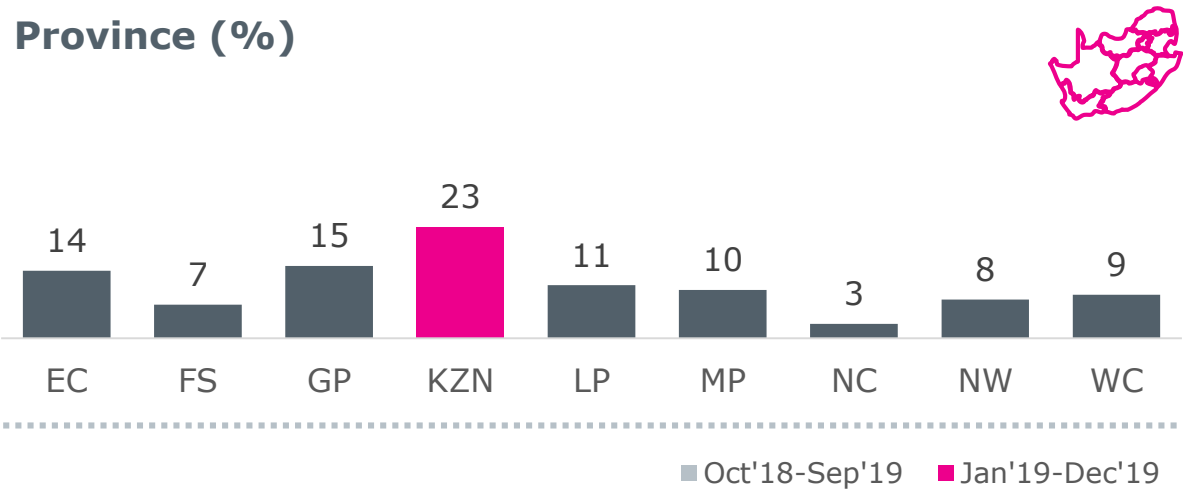
SEM 4 – Radio Listeners

Population: 3.9 million (10.5%)

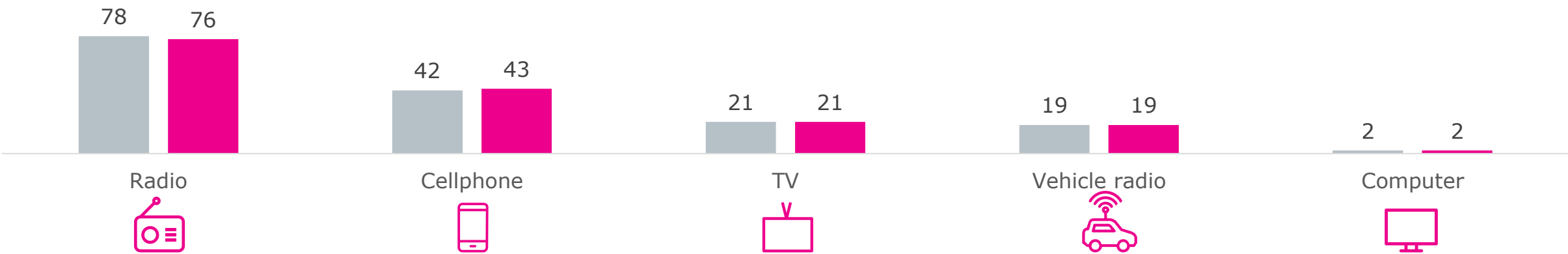
Area (%)



Province (%)



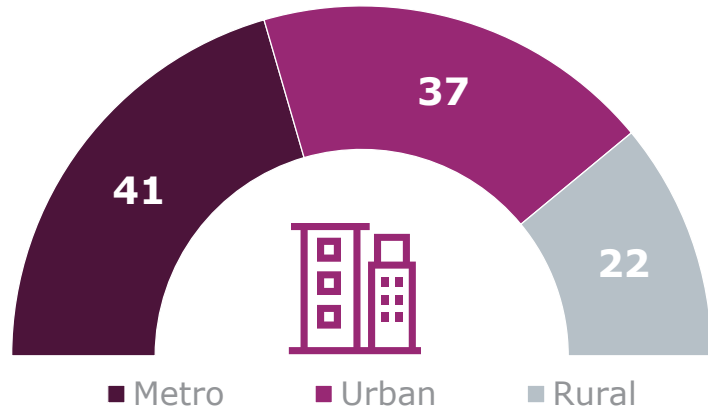
Devices (%)



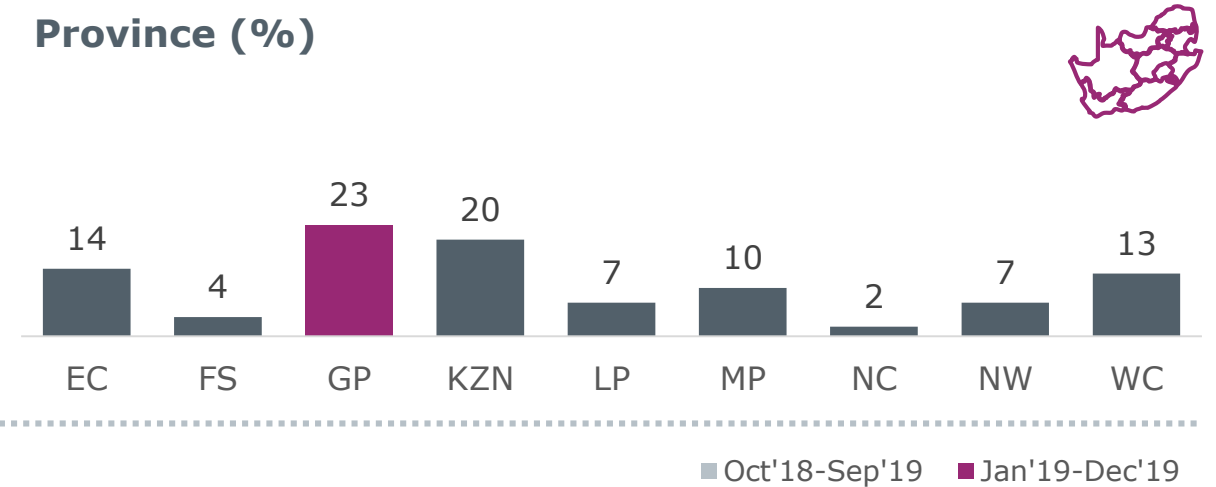
SEM 5 – Radio Listeners

Population: 4.1 million (11.1%)

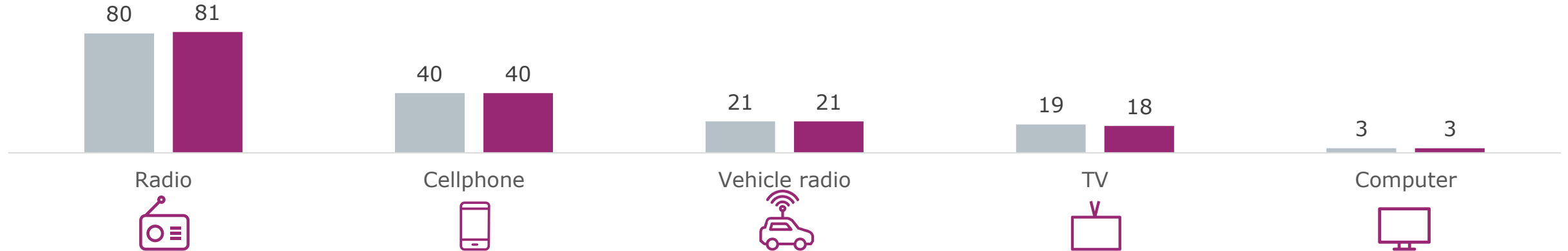
Area (%)



Province (%)

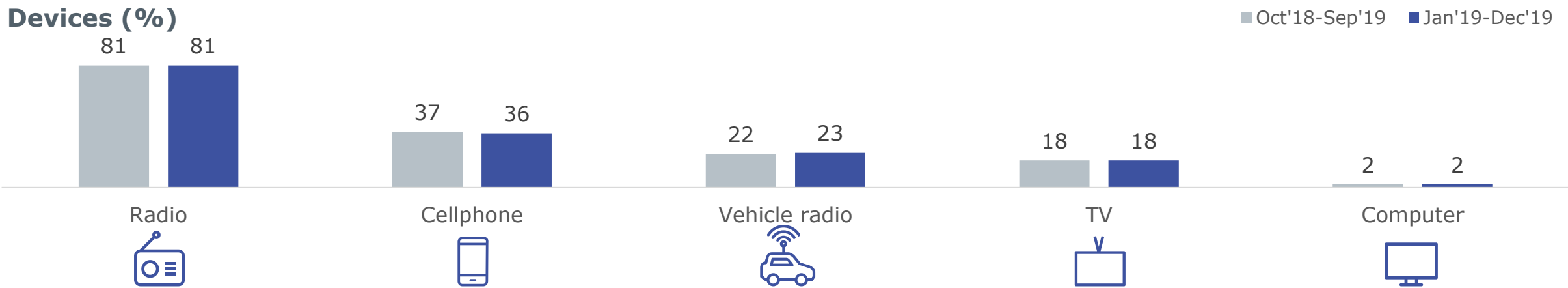
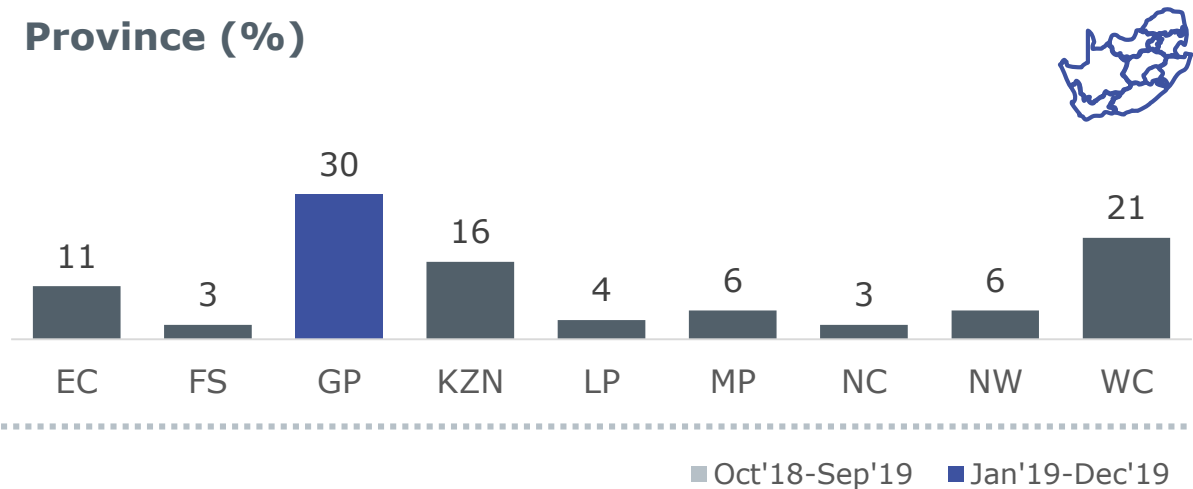
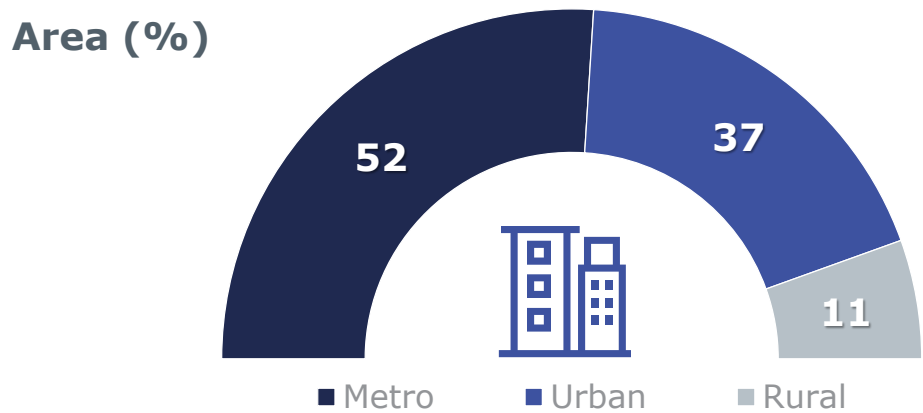


Devices (%)



SEM 6 – Radio Listeners

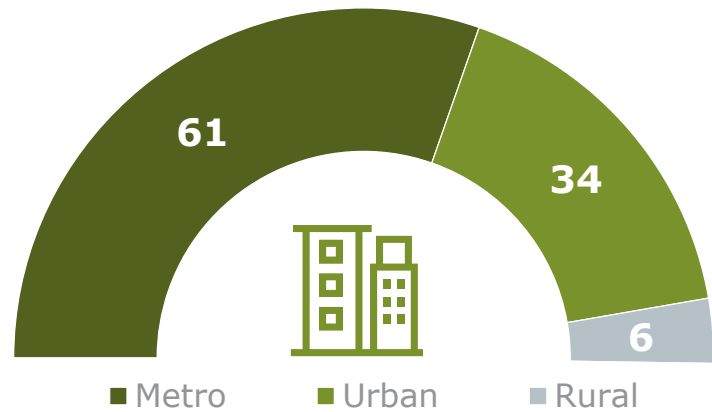
Population: 4.0 million (10.7%)



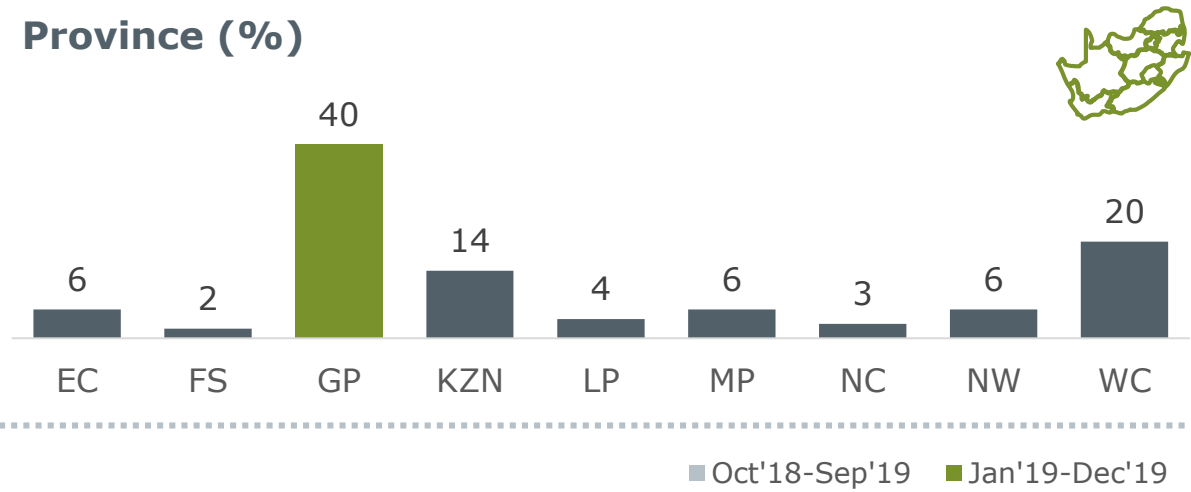
SEM 7 – Radio Listeners

Population: 3.7 million (9.8%)

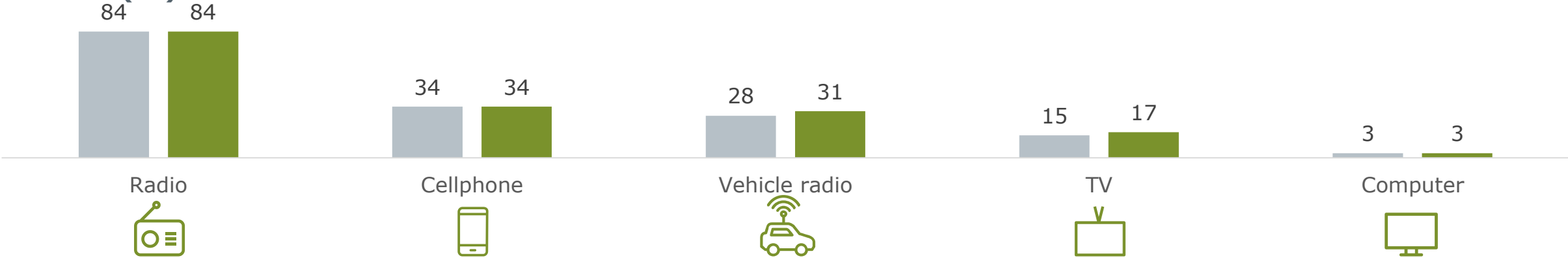
Area (%)



Province (%)



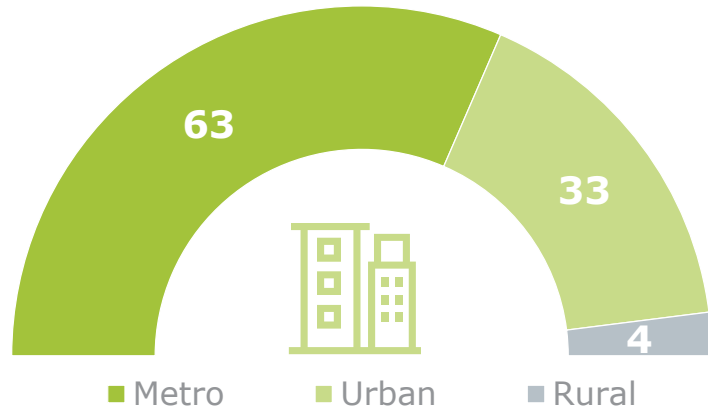
Devices (%)



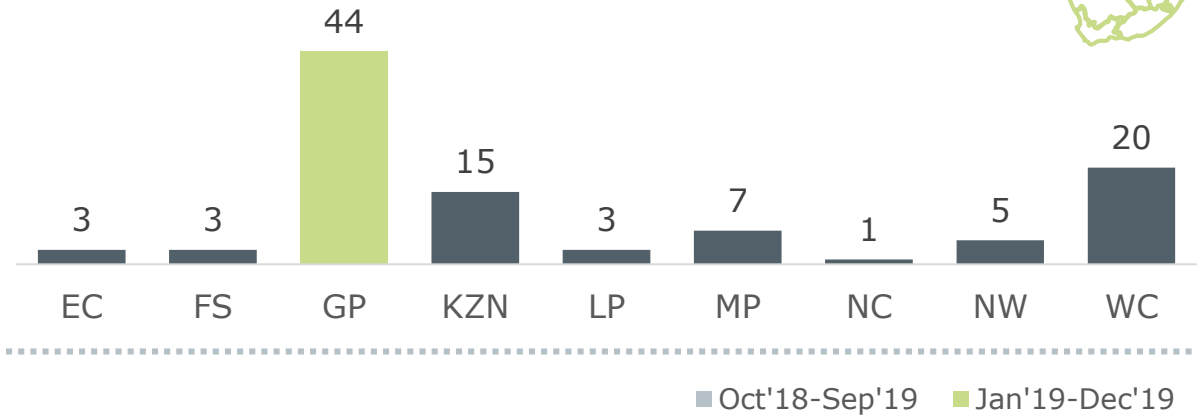
SEM 8 – Radio Listeners

Population: 3.1 million (8.3%)

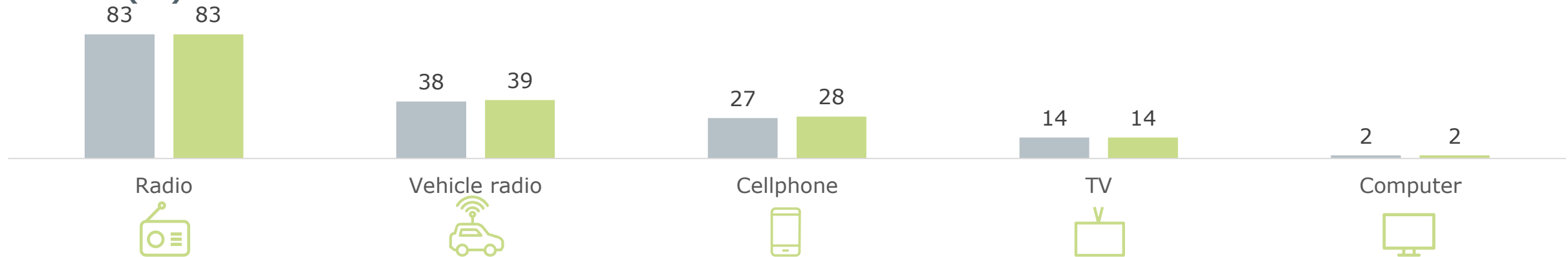
Area (%)



Province (%)



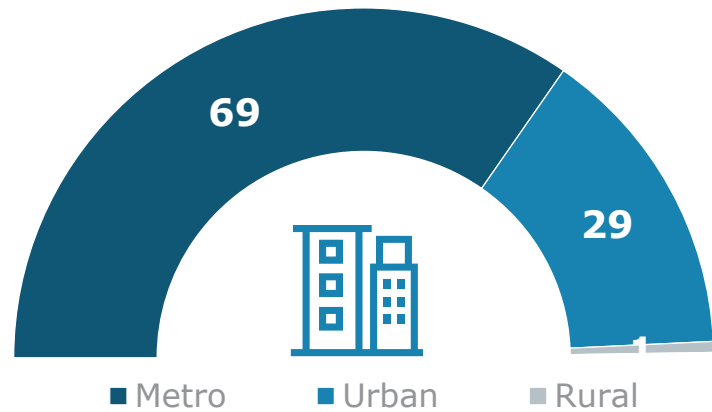
Devices (%)



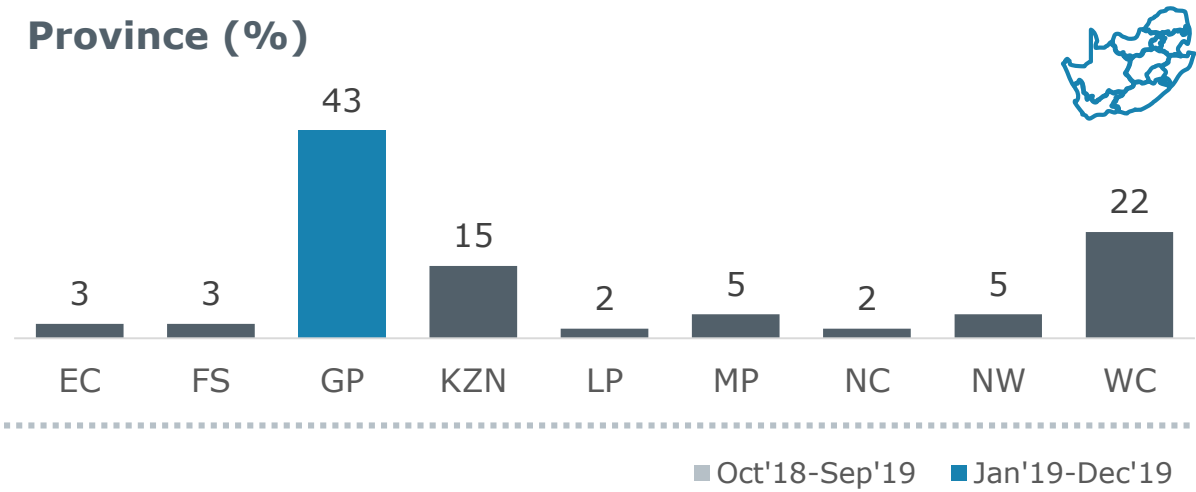
SEM 9 – Radio Listeners

Population: 2.6 million (7.1%)

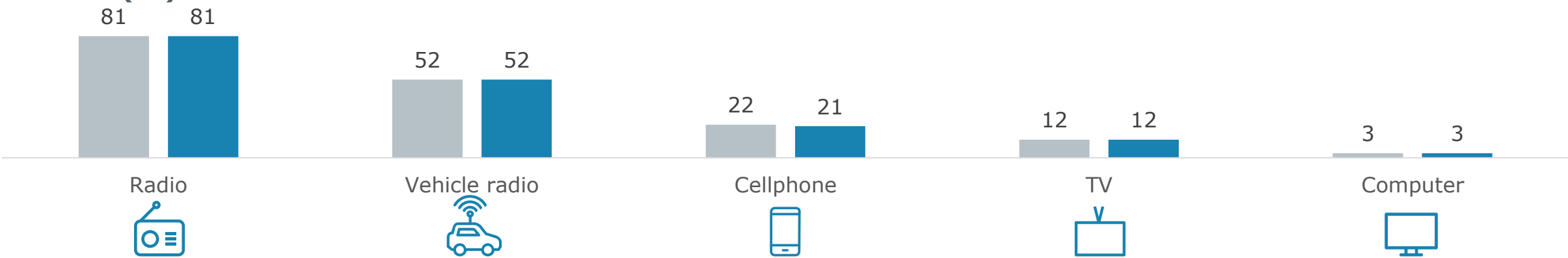
Area (%)



Province (%)



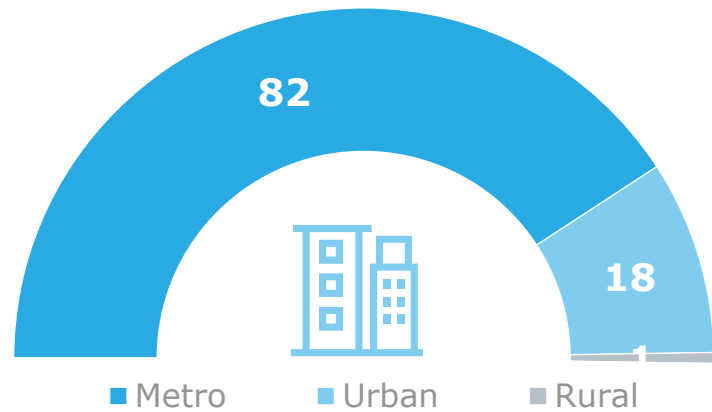
Devices (%)



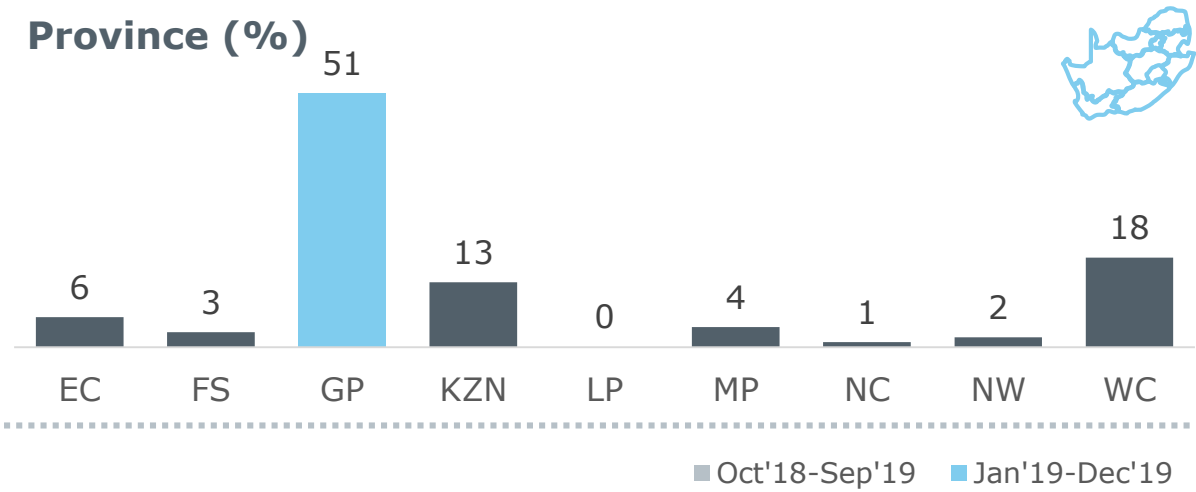
SEM 10 – Radio Listeners

Population: 3.0 million (8.0%)

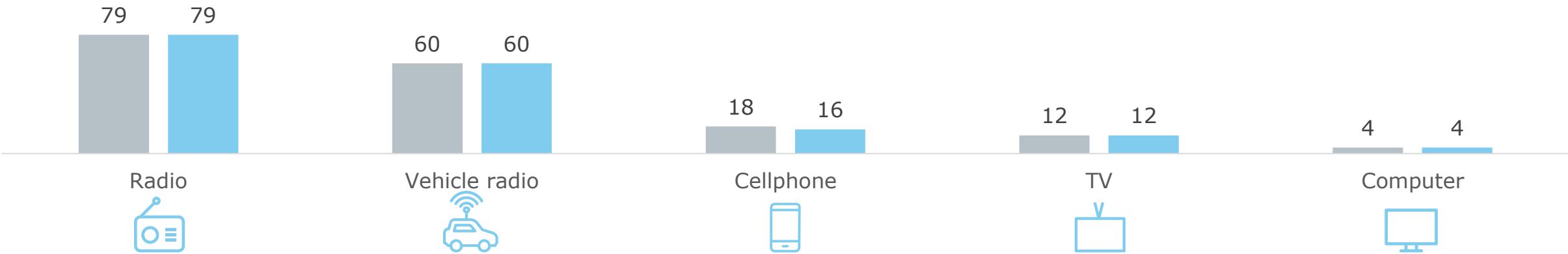
Area (%)



Province (%)



Devices (%)

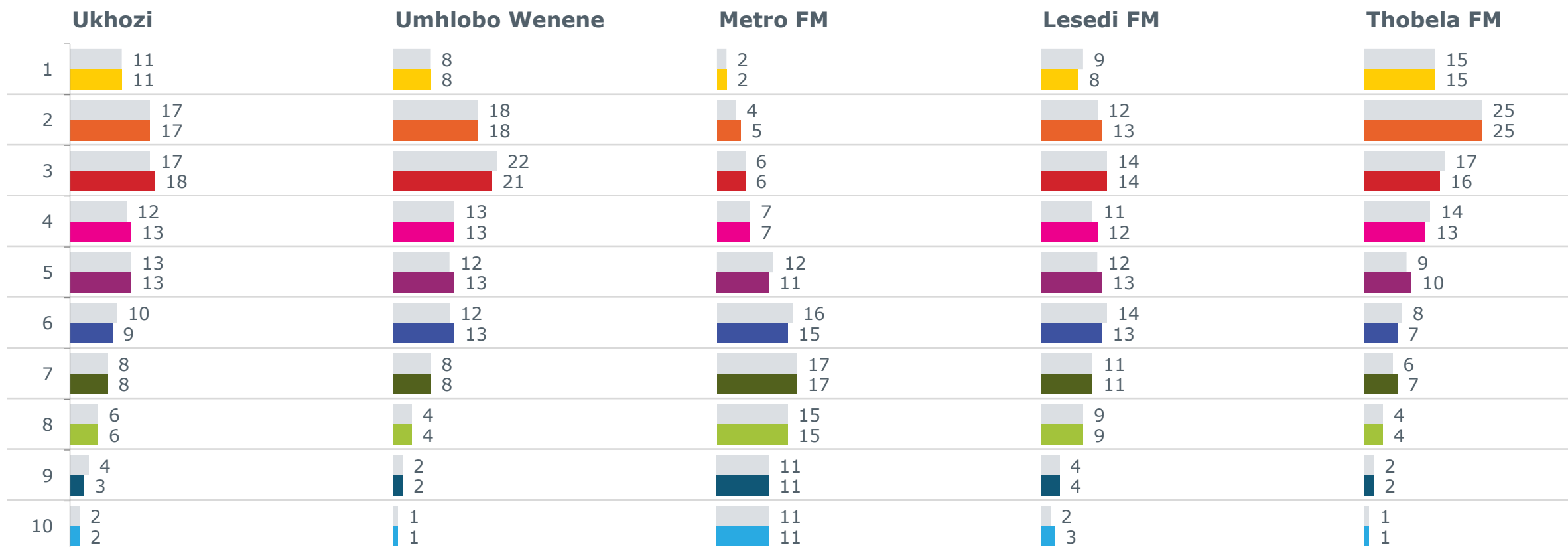


Station Profile by SEM

Commercial and PBS



Station Profile (%)

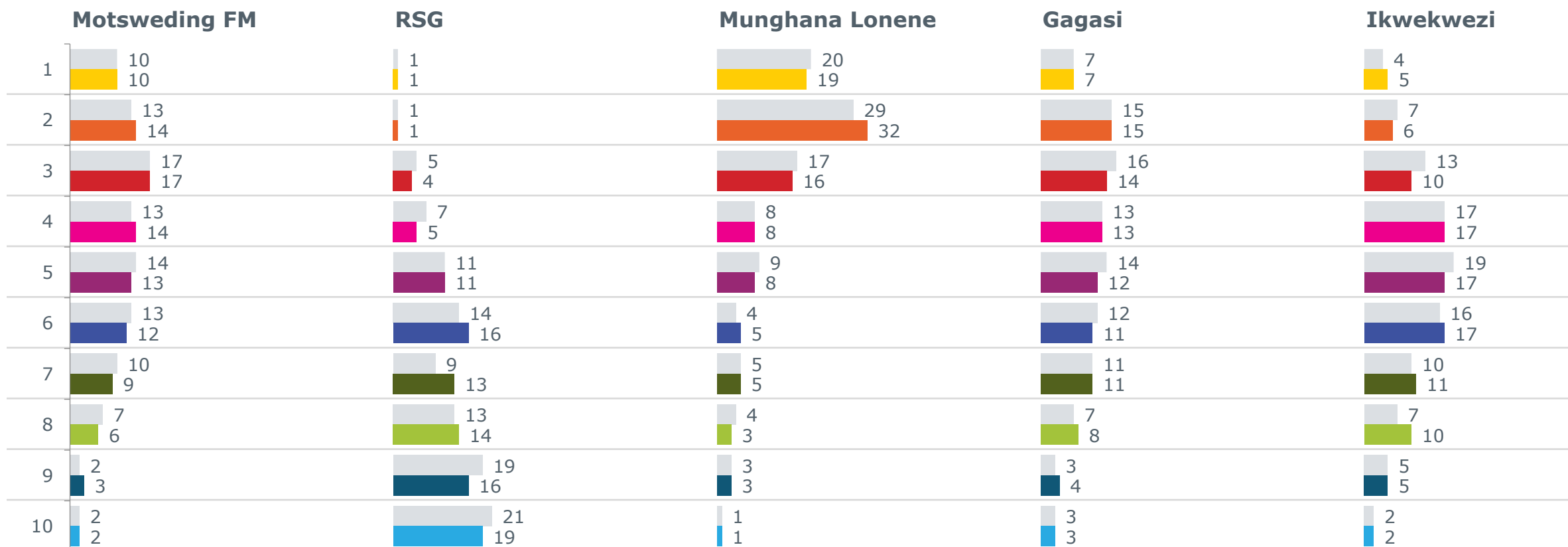


Station Profile by SEM

Commercial and PBS



Station Profile (%)

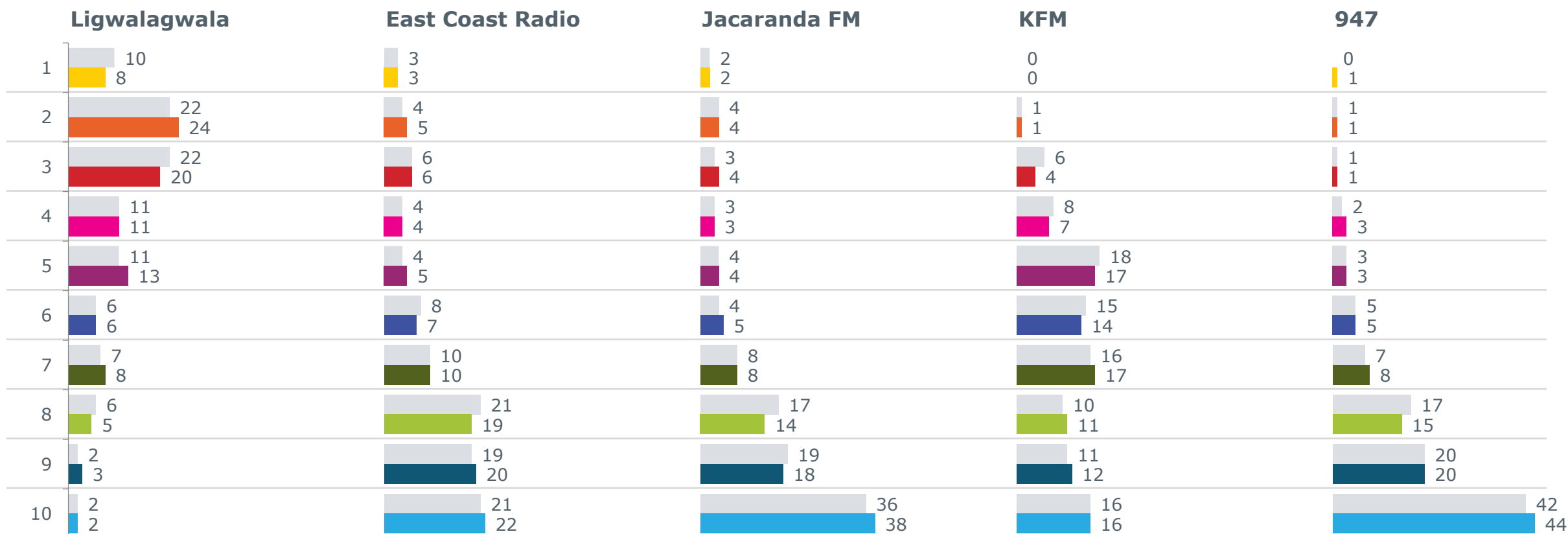


Station Profile by SEM

Commercial and PBS



Station Profile (%)

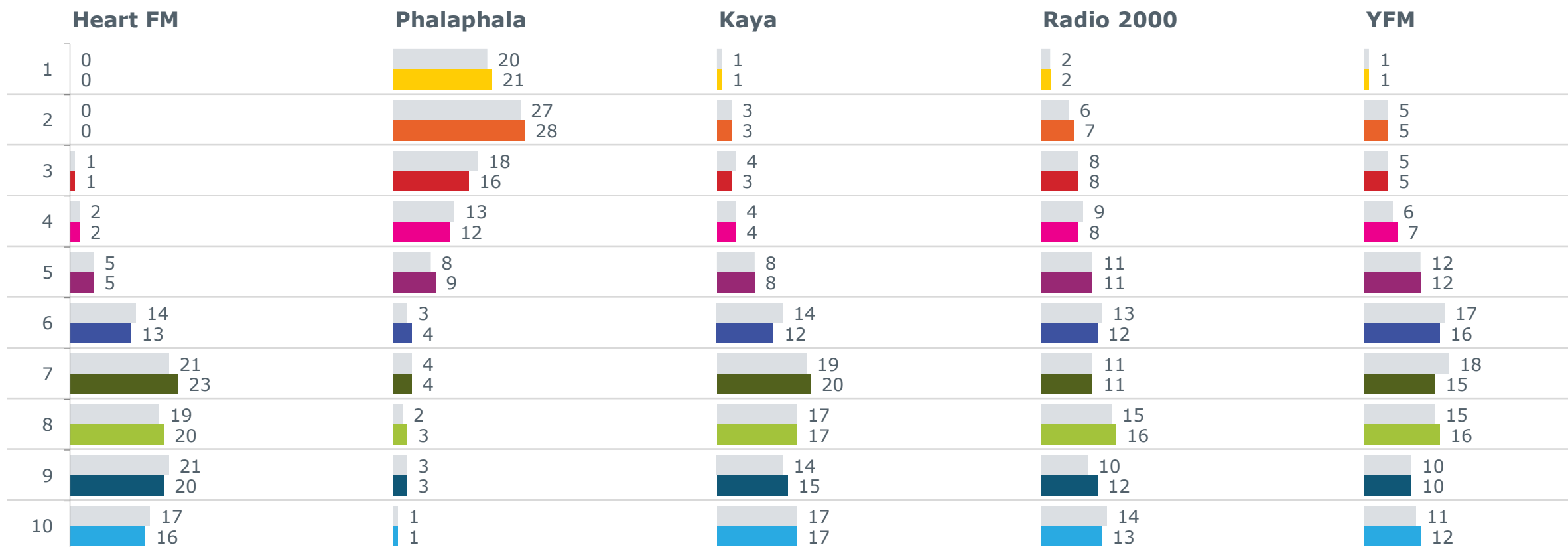


Station Profile by SEM

Commercial and PBS



Station Profile (%)

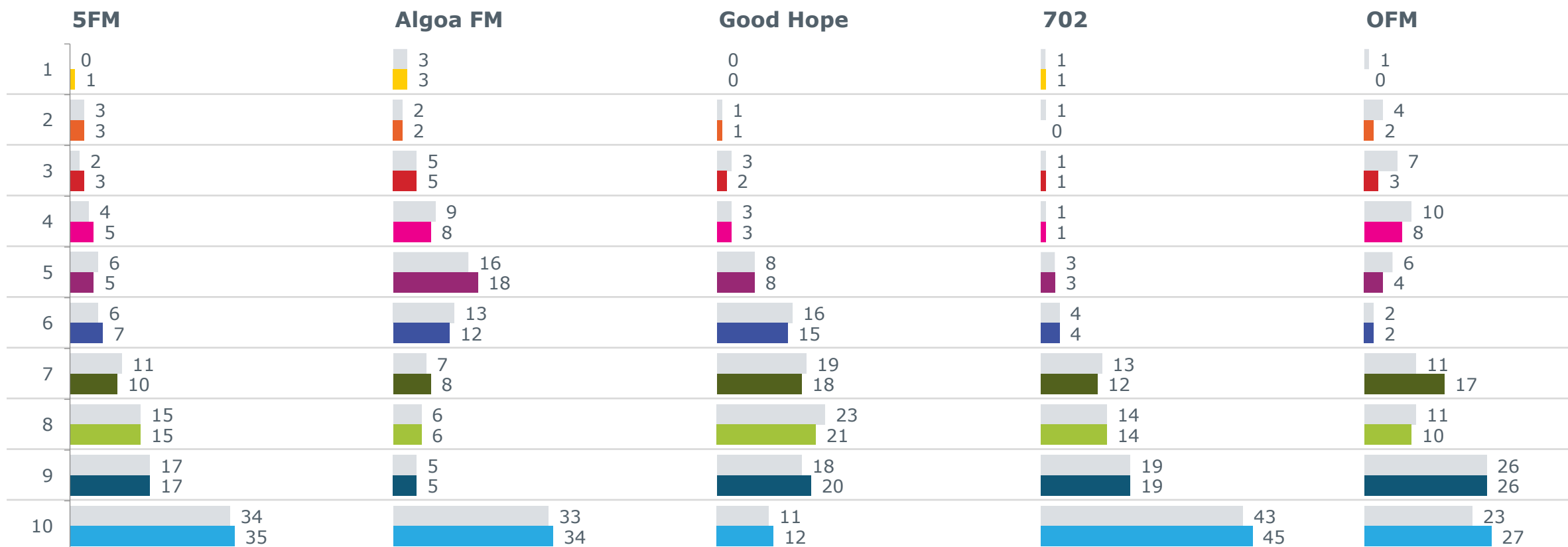


Station Profile by SEM

Commercial and PBS



Station Profile (%)

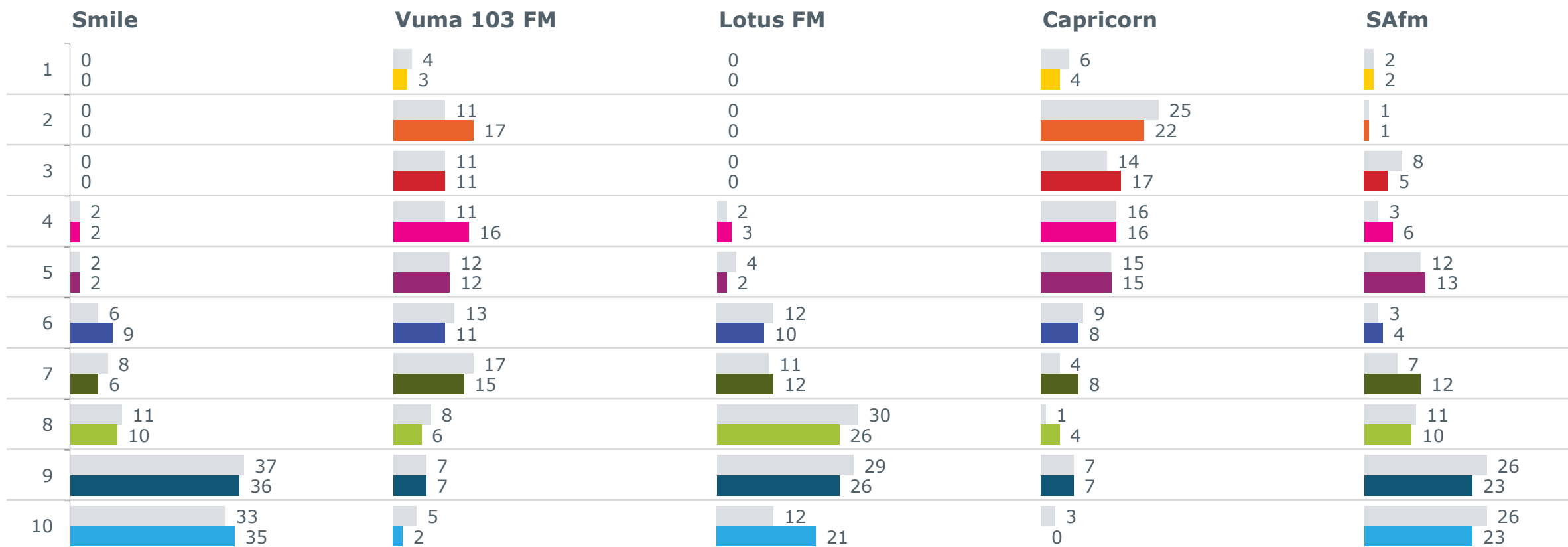


Station Profile by SEM

Commercial and PBS



Station Profile (%)

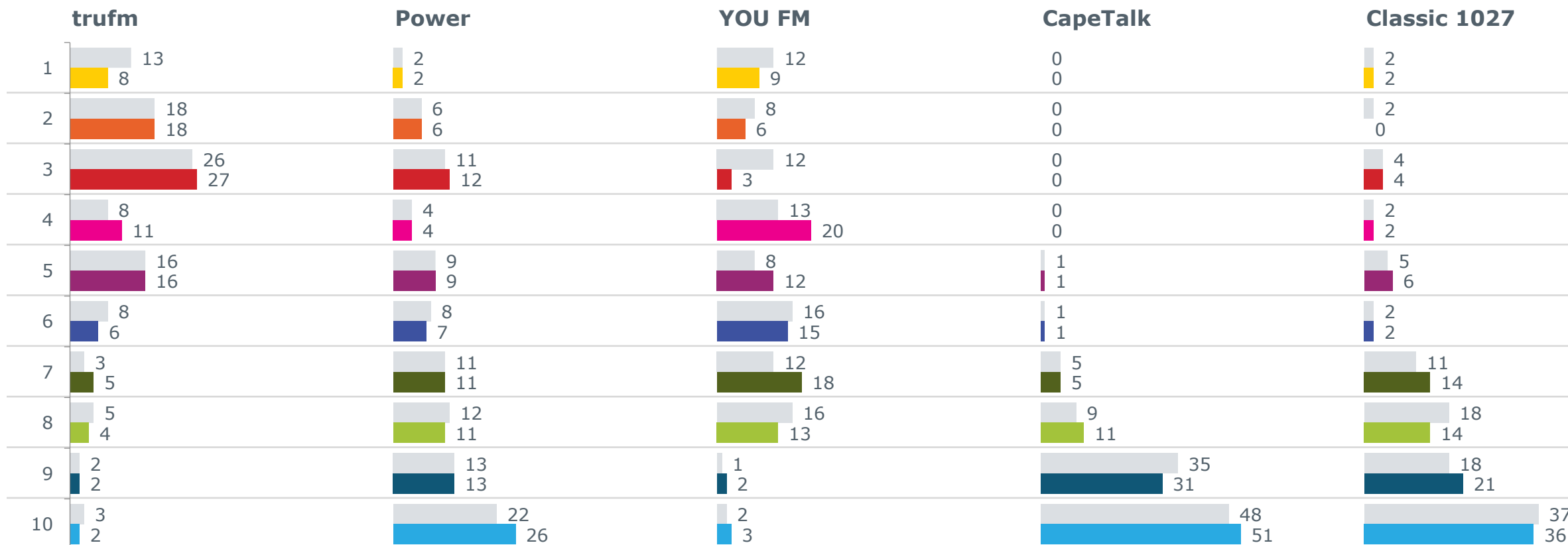


Station Profile by SEM

Commercial and PBS



Station Profile (%)

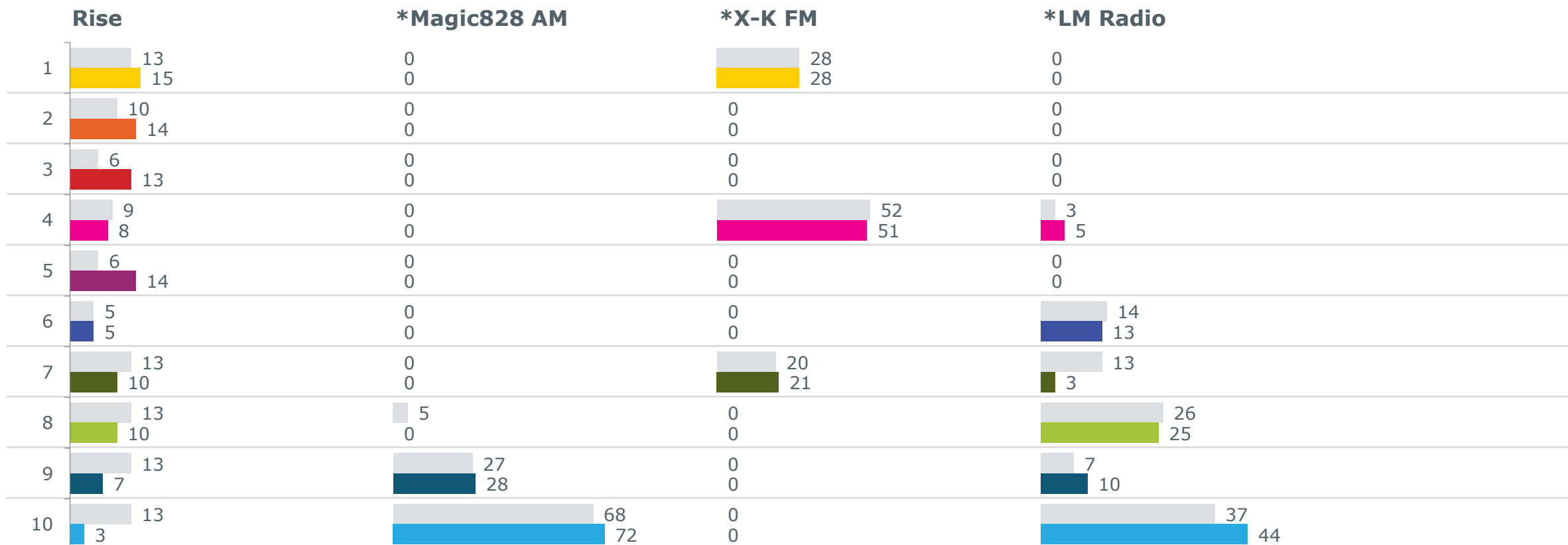


Station Profile by SEM

Commercial and PBS



Station Profile (%)

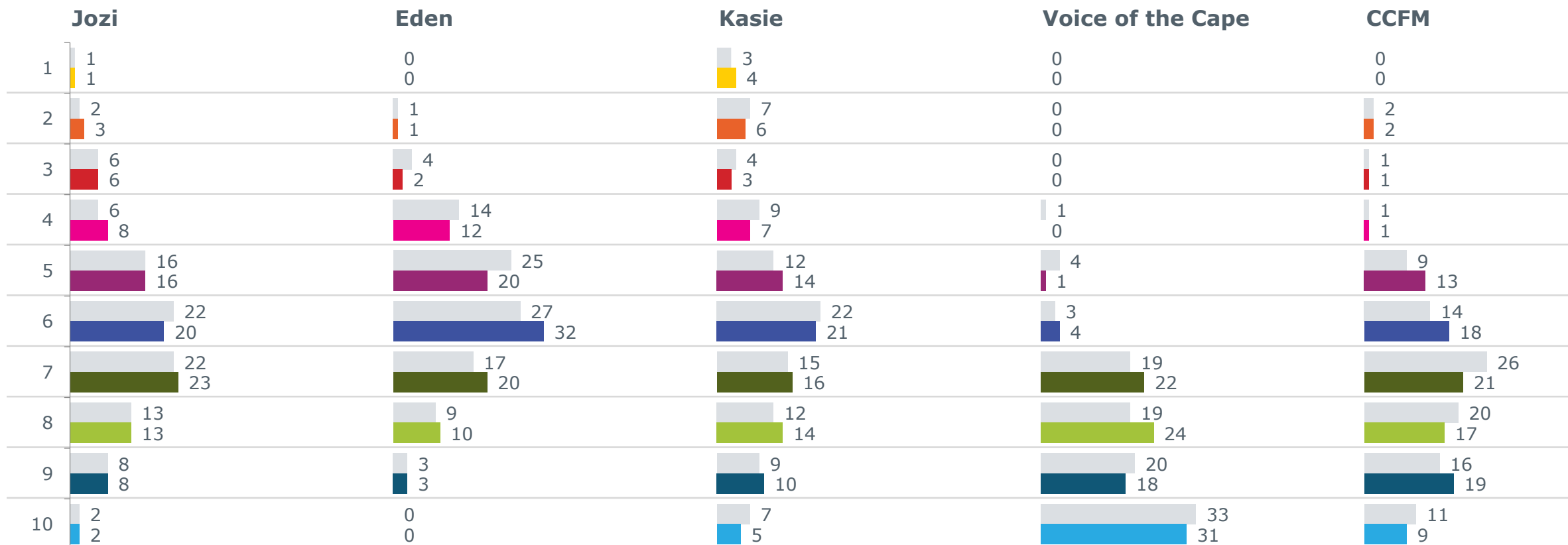


Station Profile by SEM

Community



Station Profile (%)

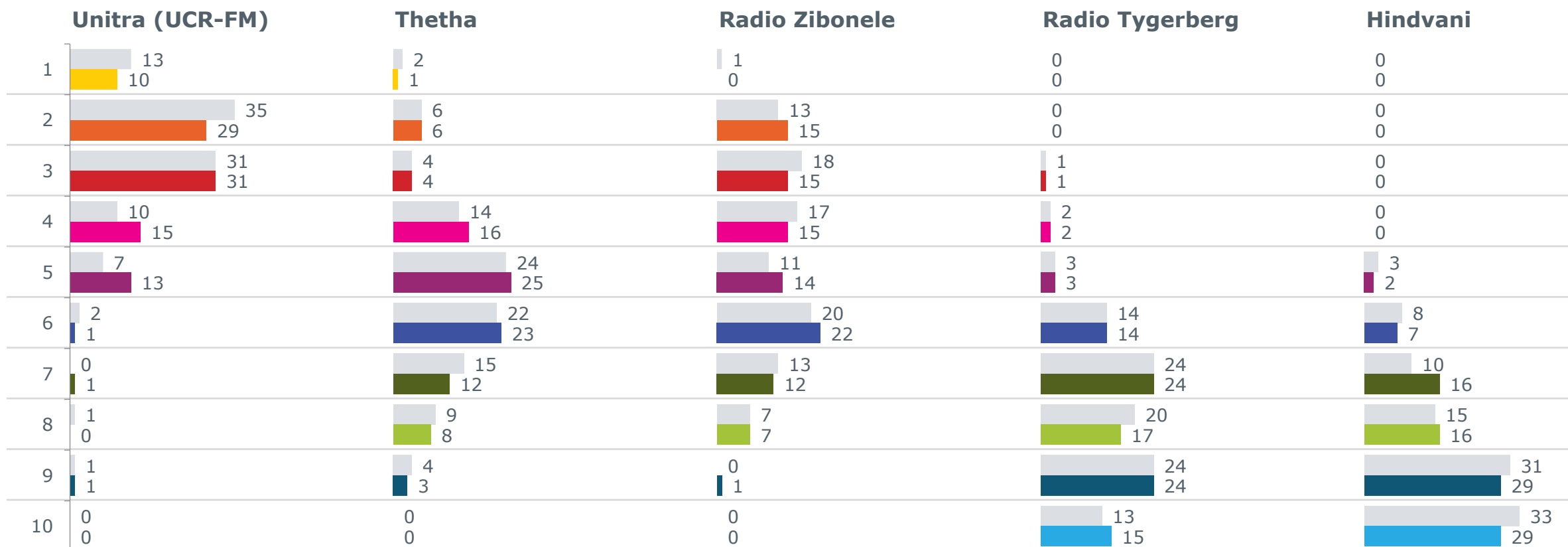


Station Profile by SEM

Community



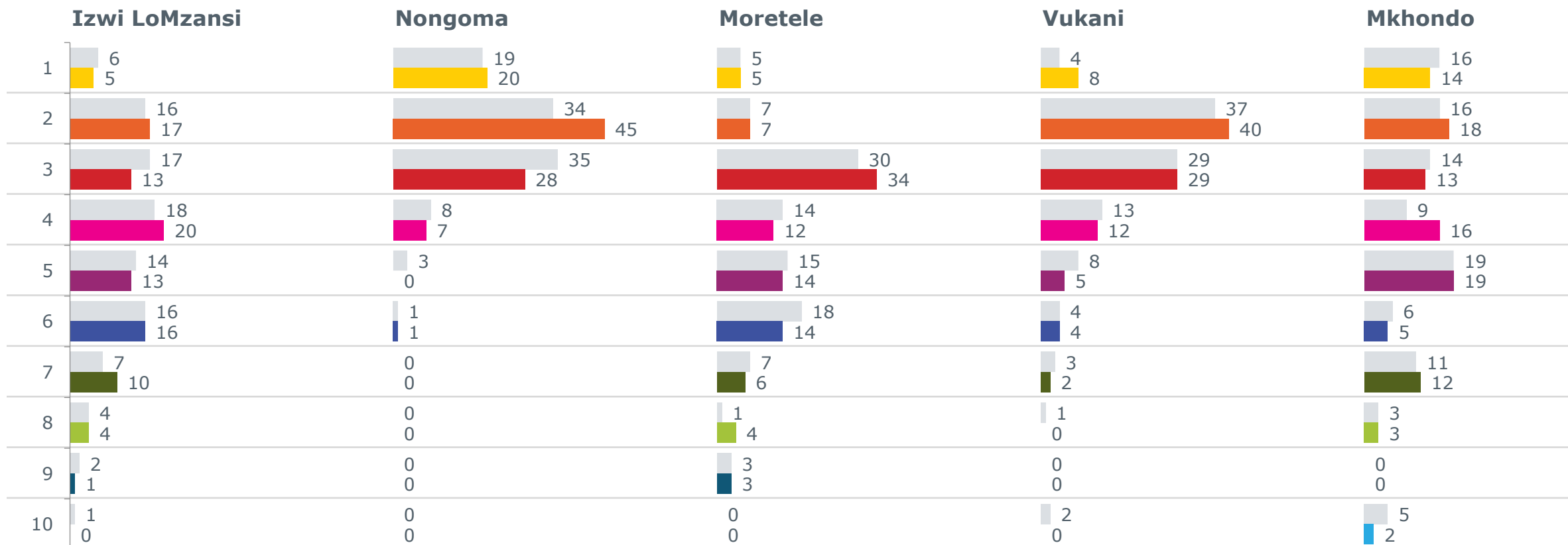
Station Profile (%)



Station Profile by SEM

Community

Station Profile (%)

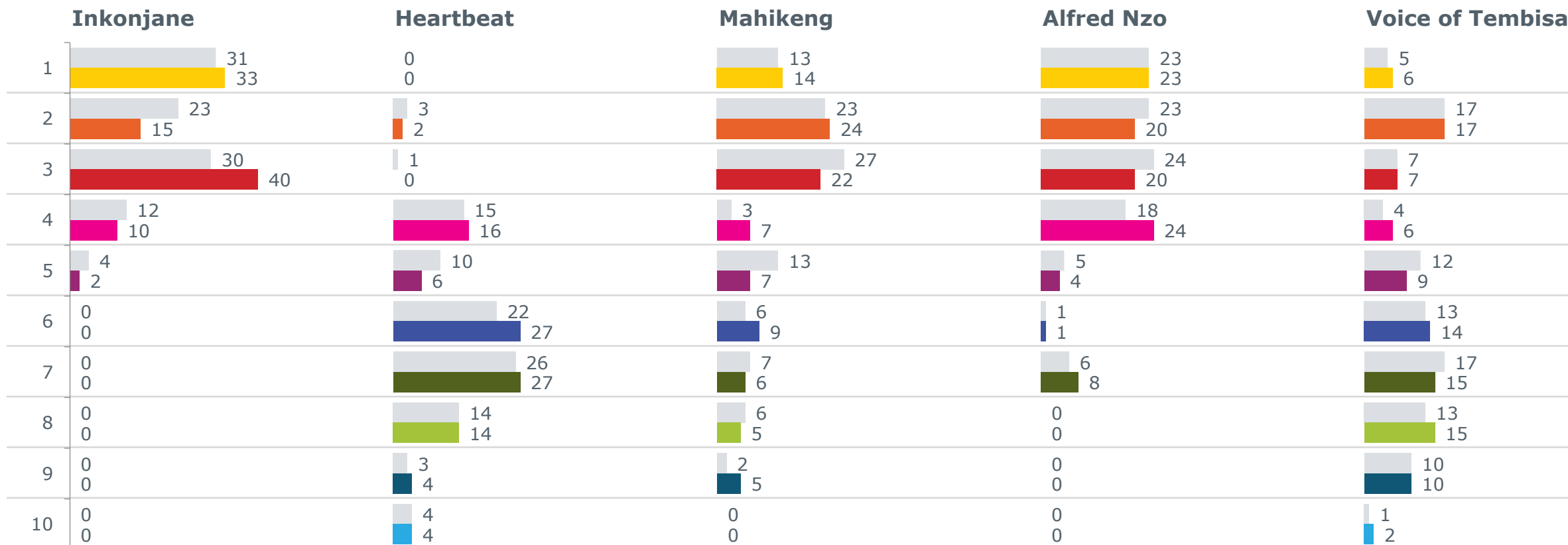


Station Profile by SEM

Community



Station Profile (%)

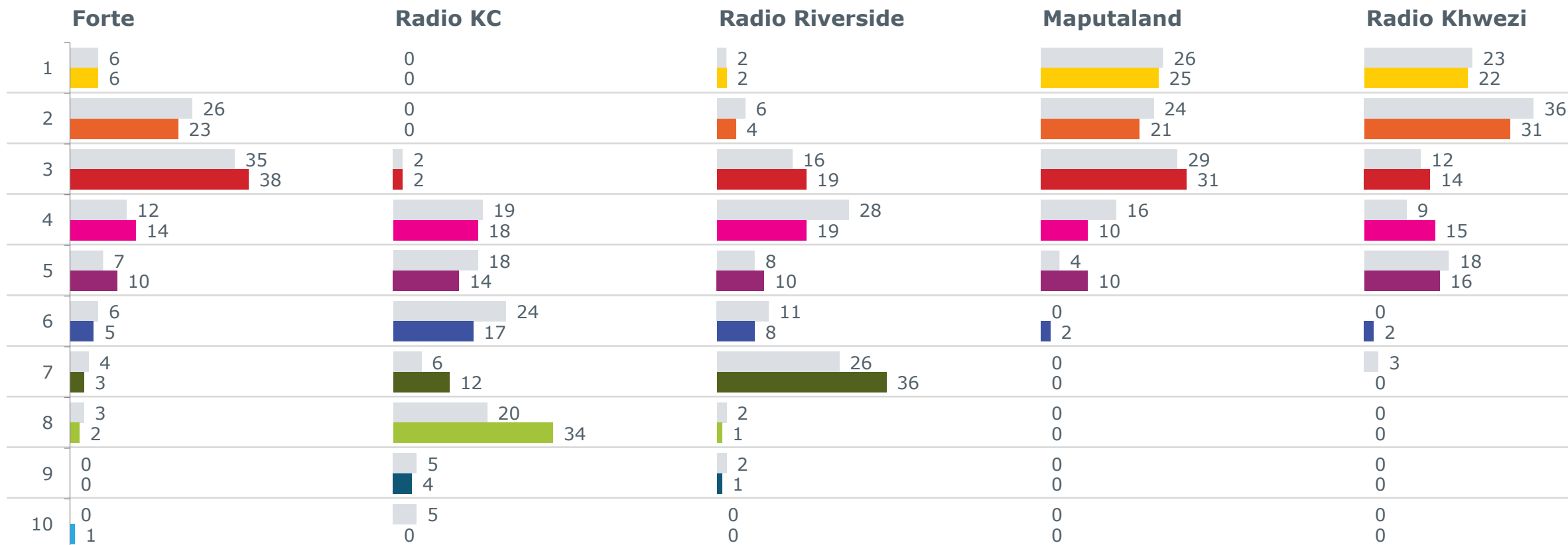


Station Profile by SEM

Community



Station Profile (%)



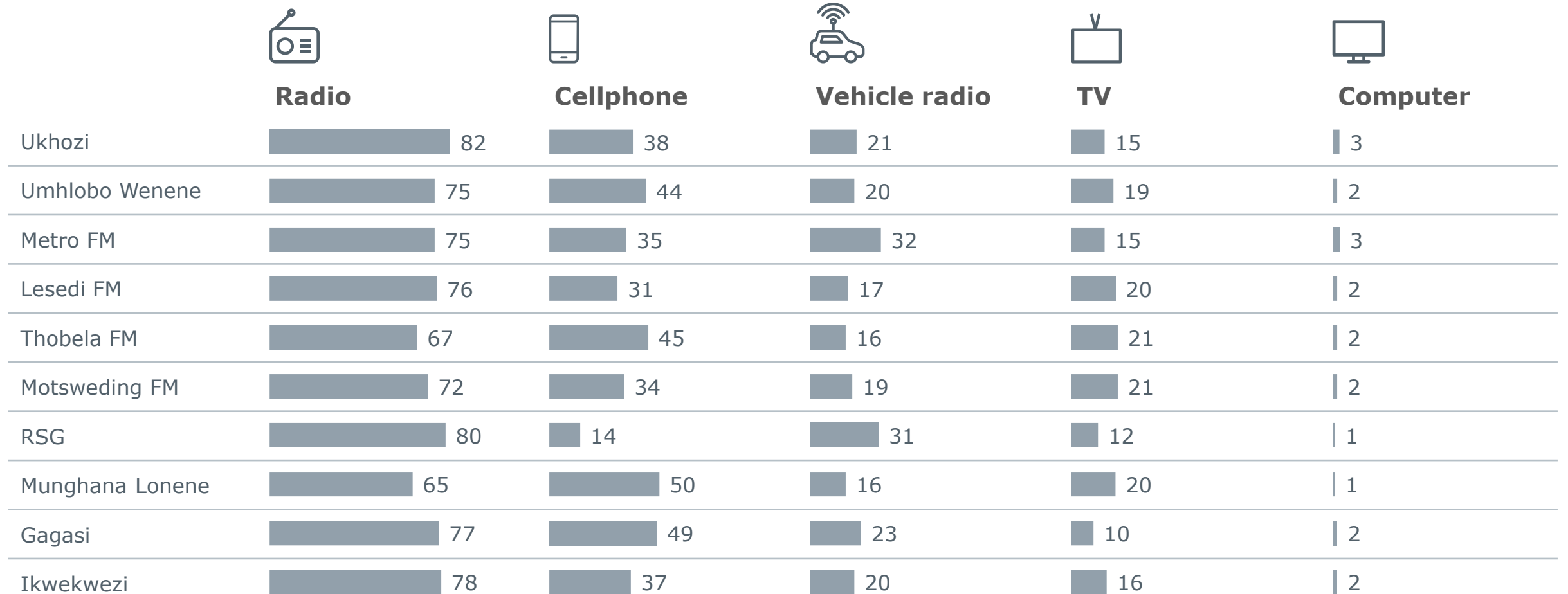
6

Device & Location



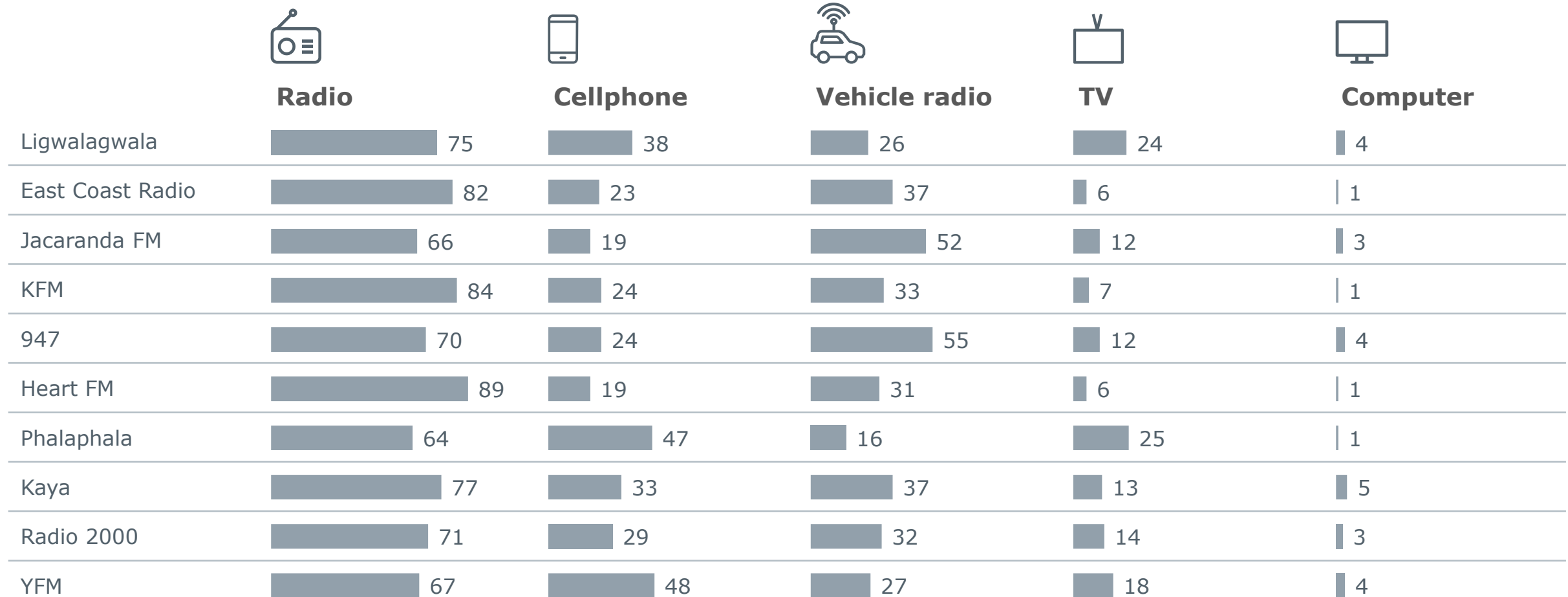
Station listening by Device

Commercial and PBS



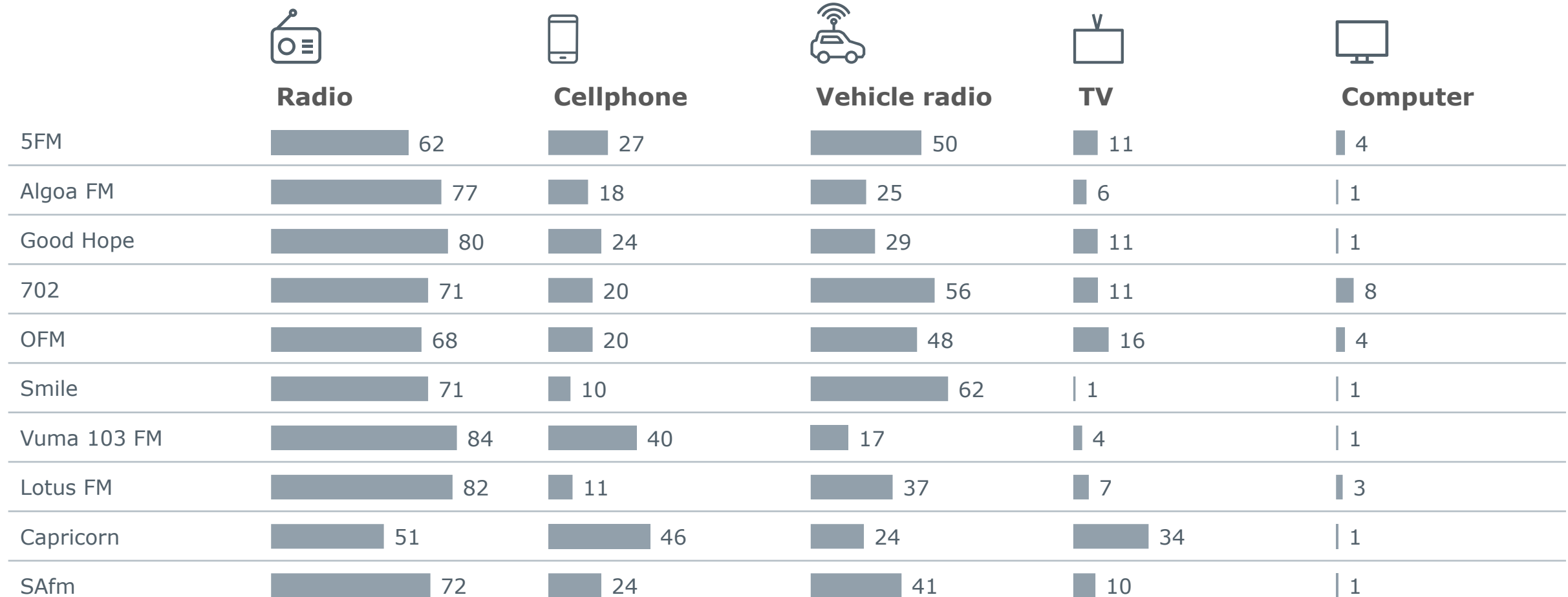
Station listening by Device

Commercial and PBS



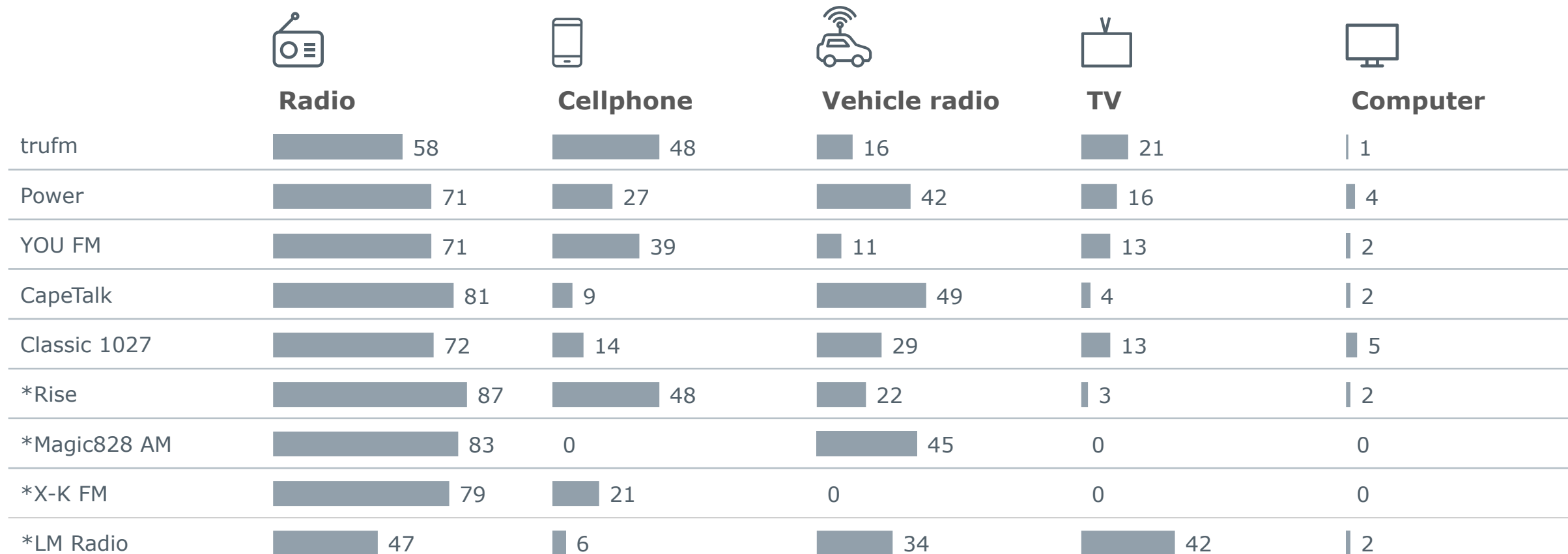
Station listening by Device

Commercial and PBS



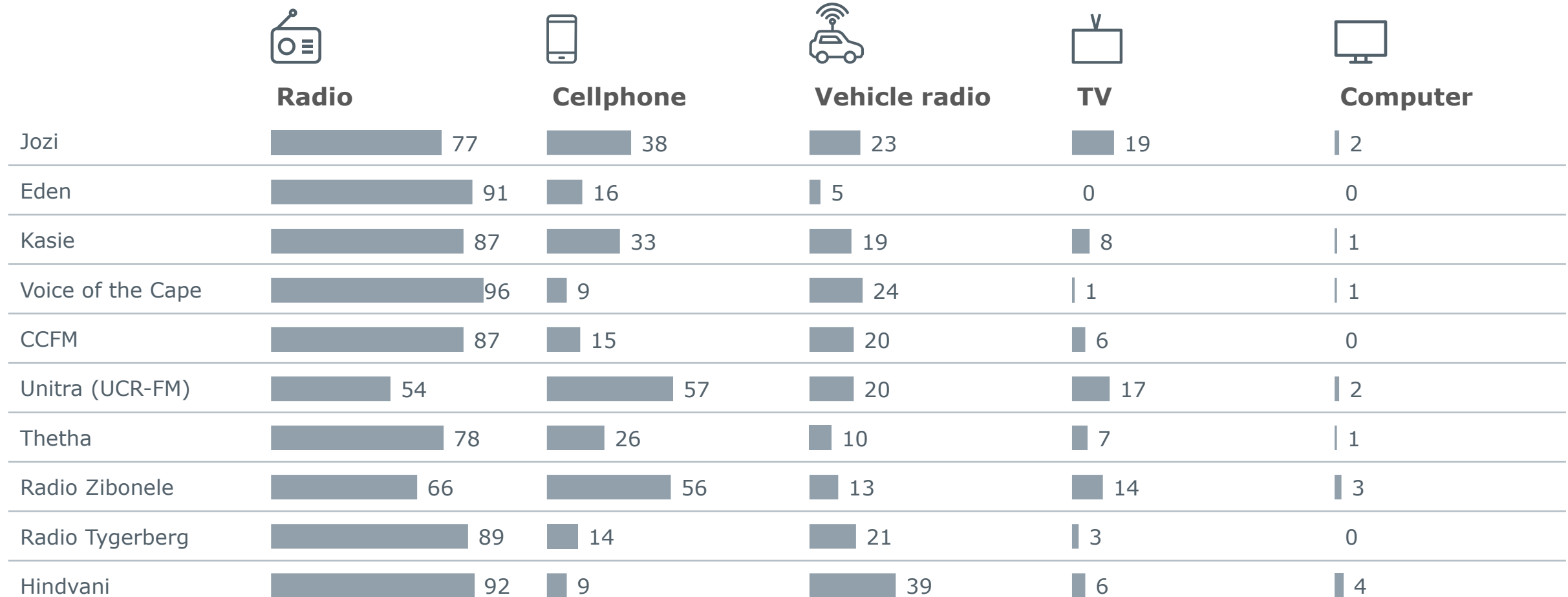
Station listening by Device

Commercial and PBS



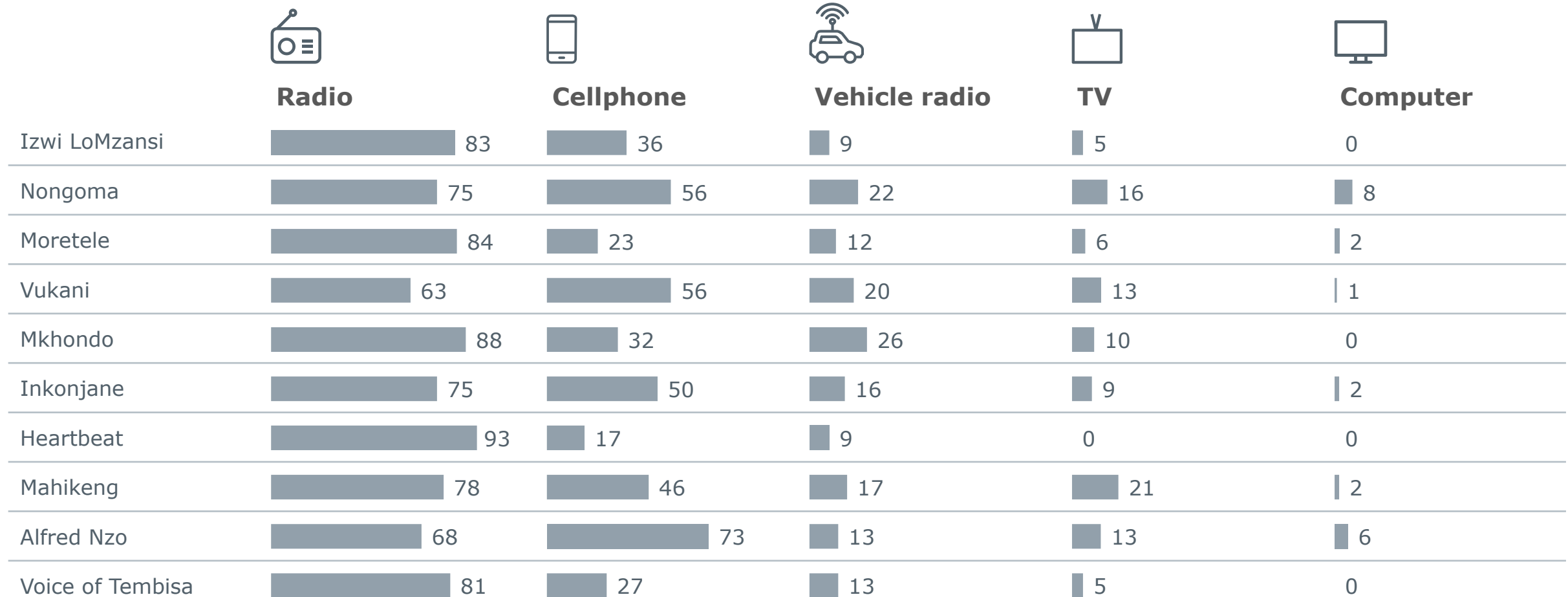
Station listening by Device

Community



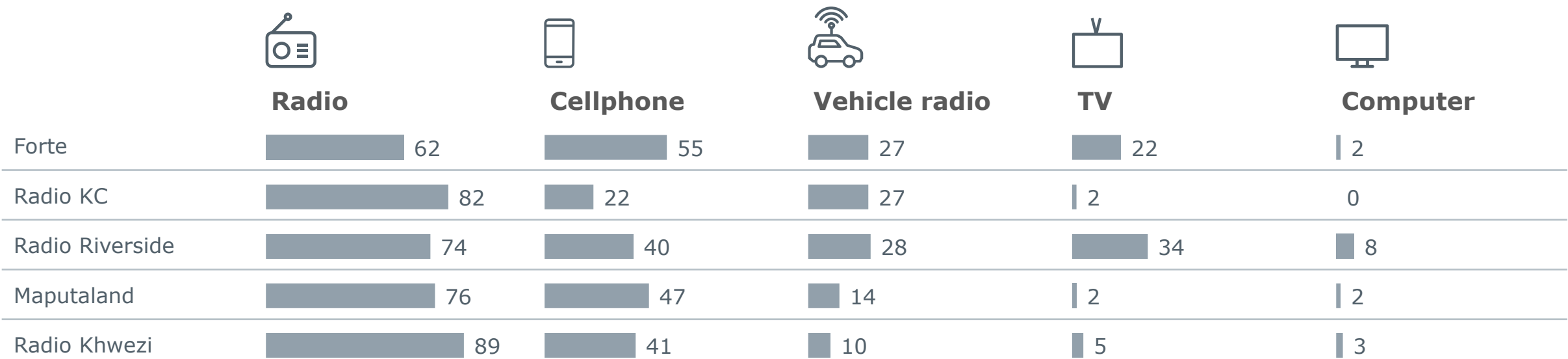
Station listening by Device

Community



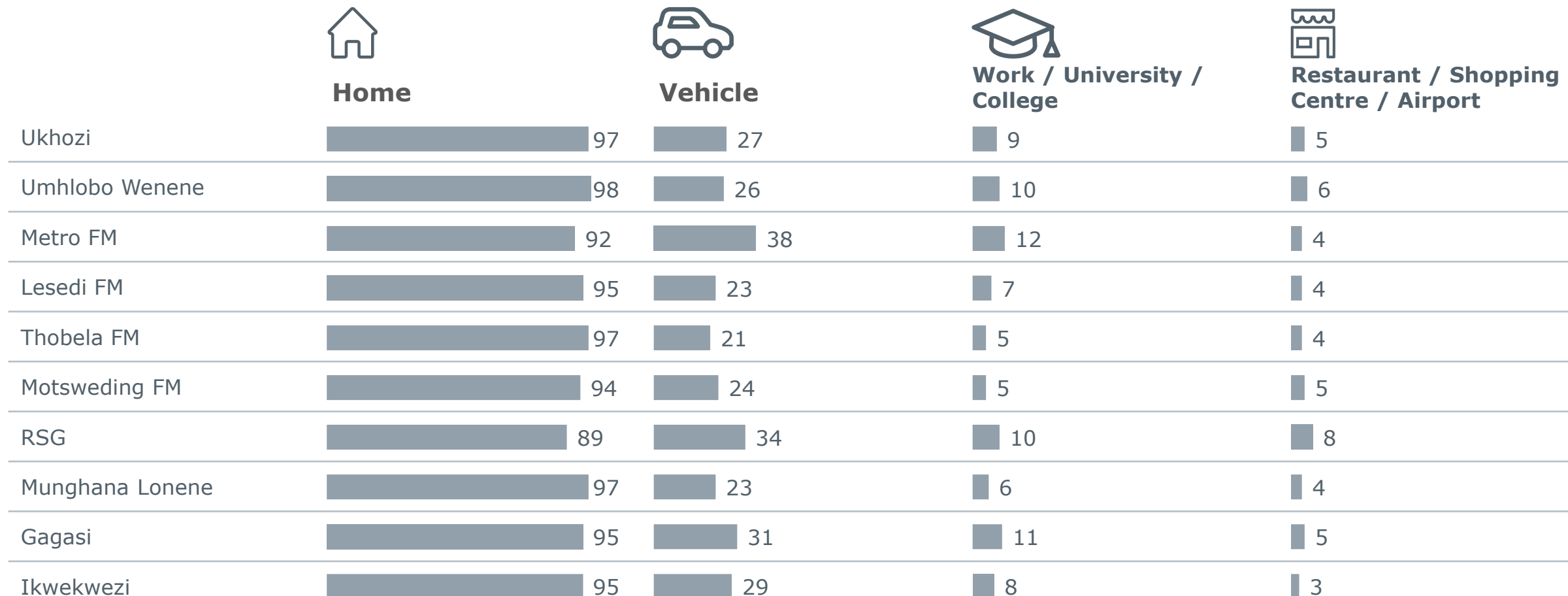
Station listening by Device

Community



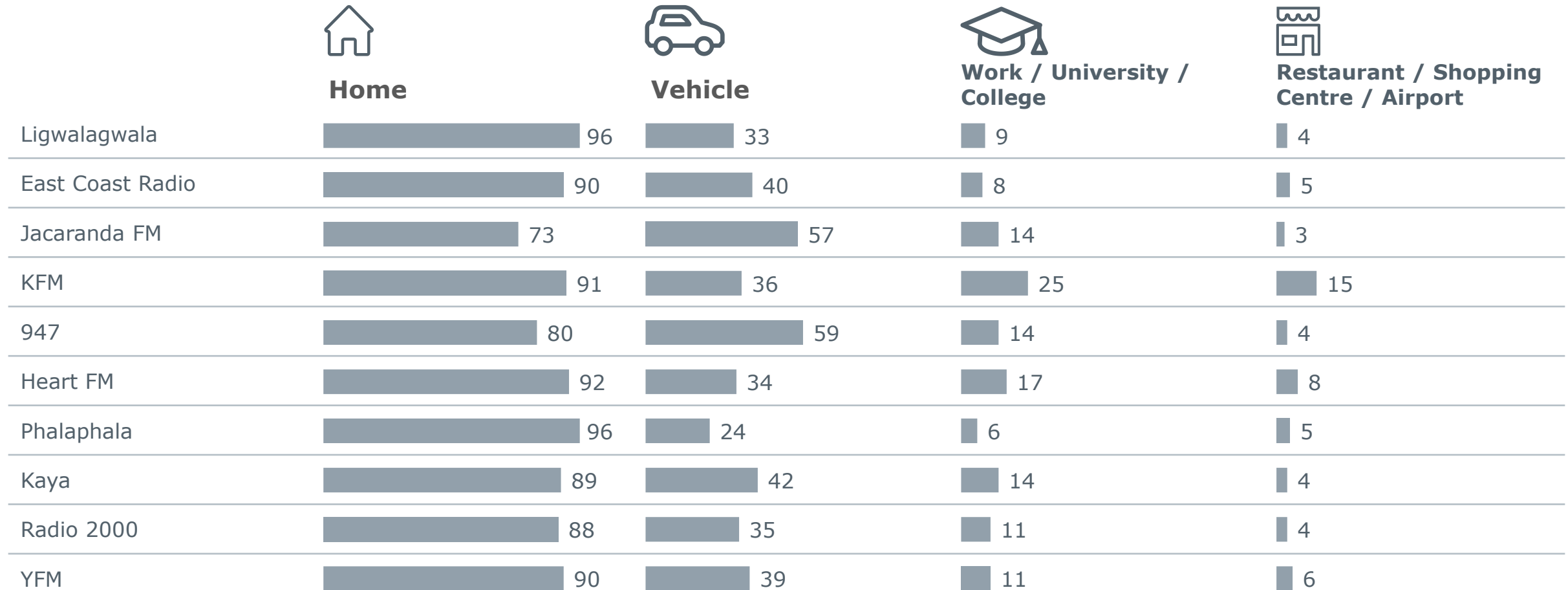
Station listening by Location

Commercial and PBS



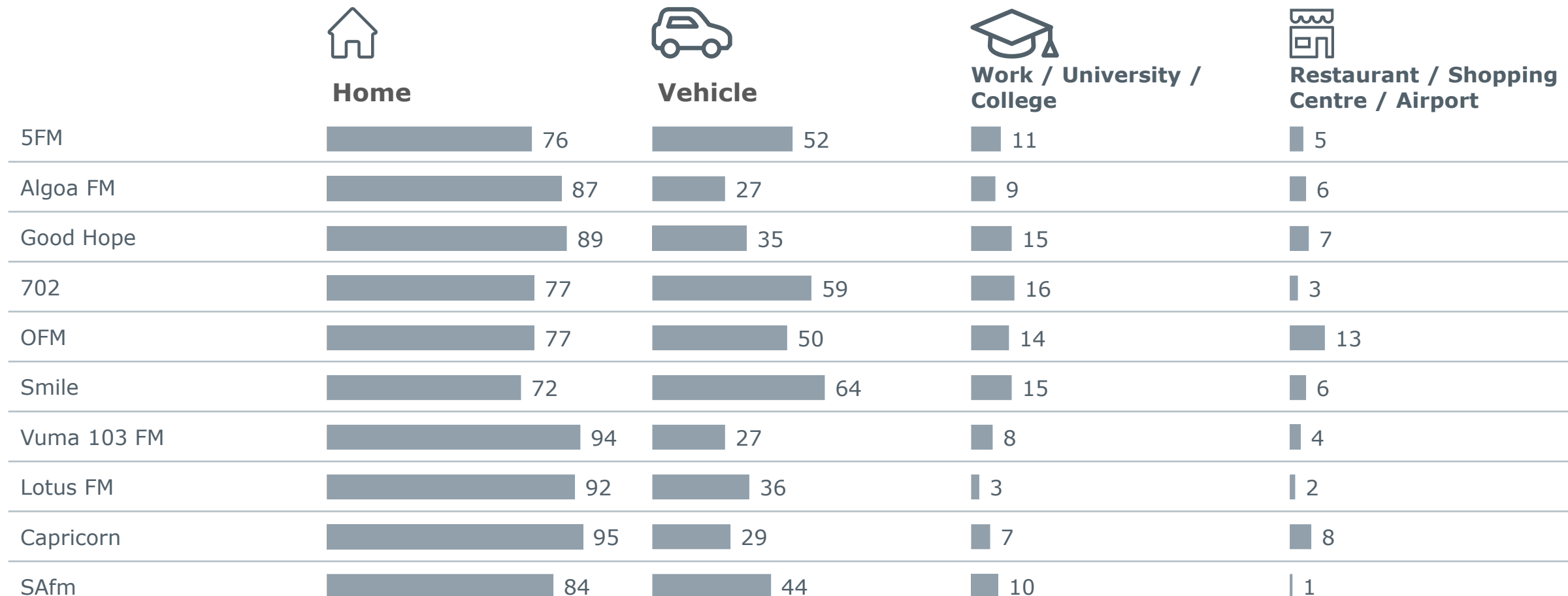
Station listening by Location

Commercial and PBS



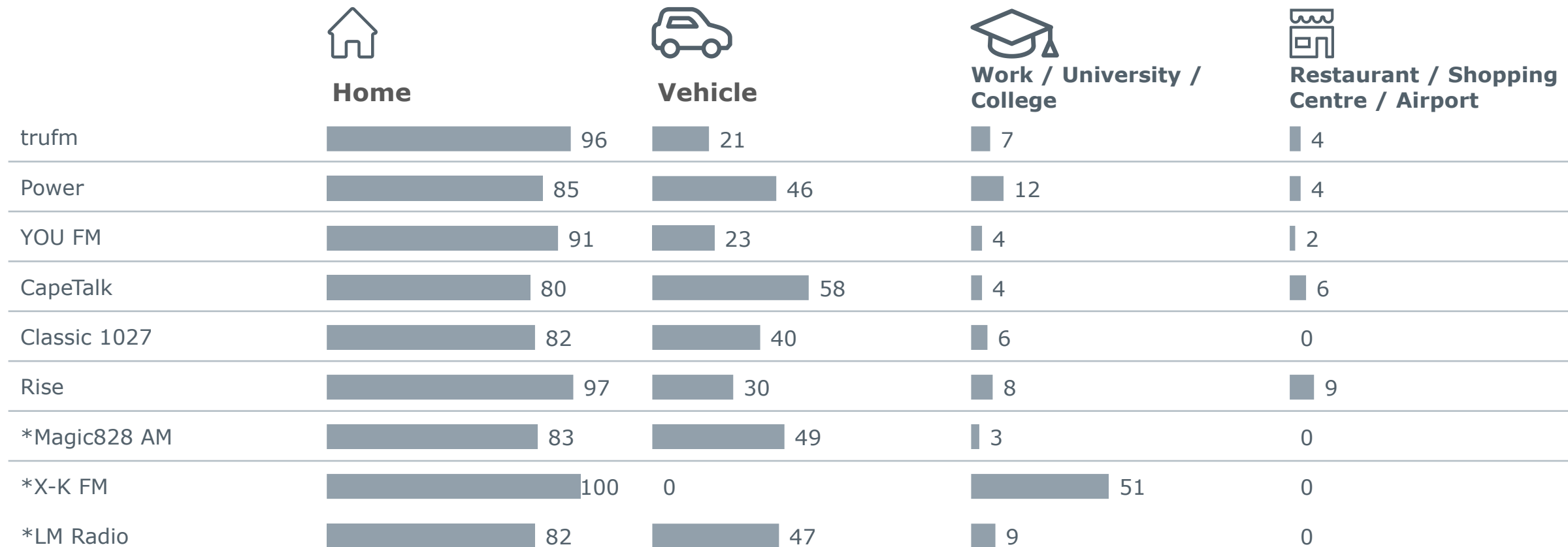
Station listening by Location

Commercial and PBS



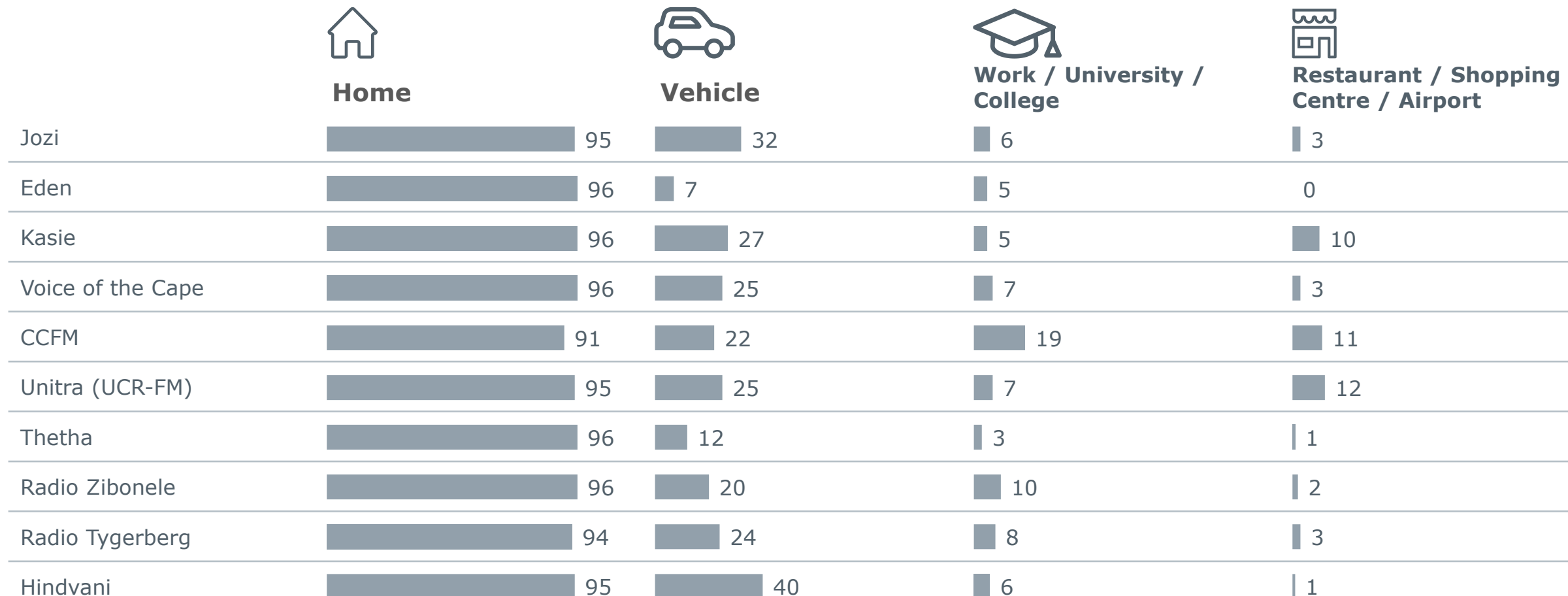
Station listening by Location

Commercial and PBS



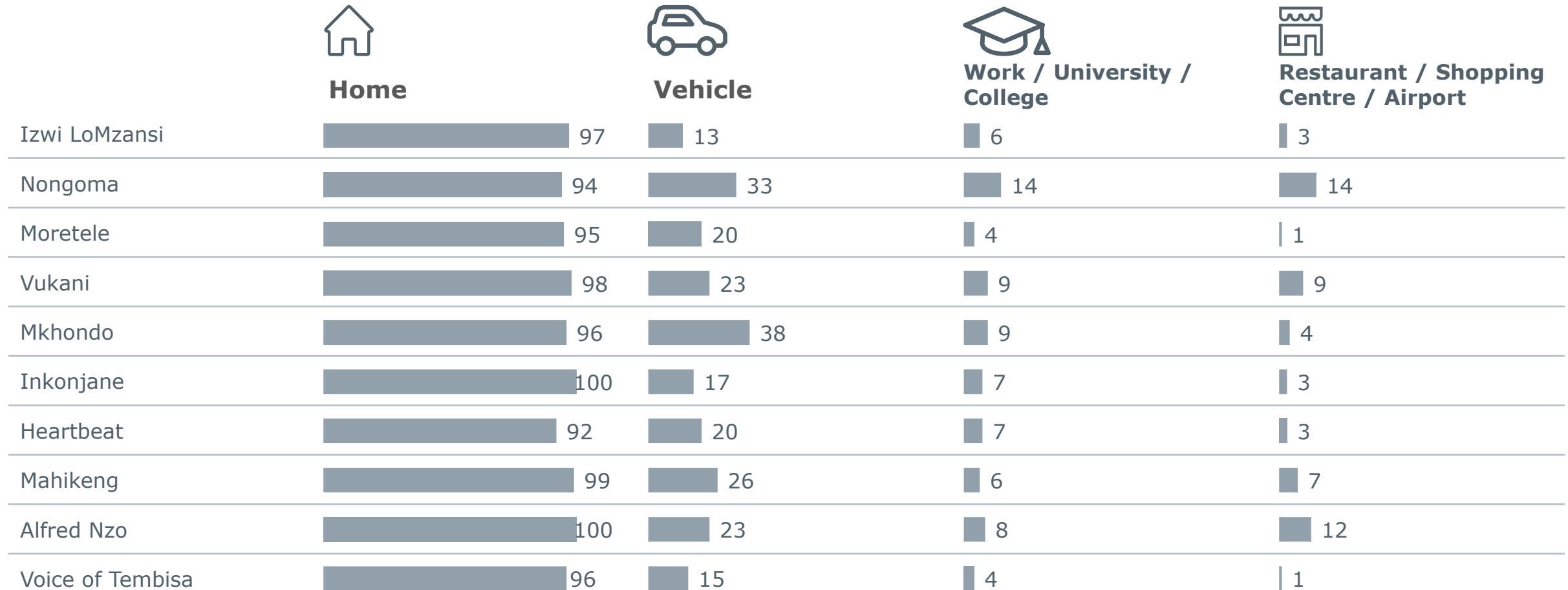
Station listening by Location

Community



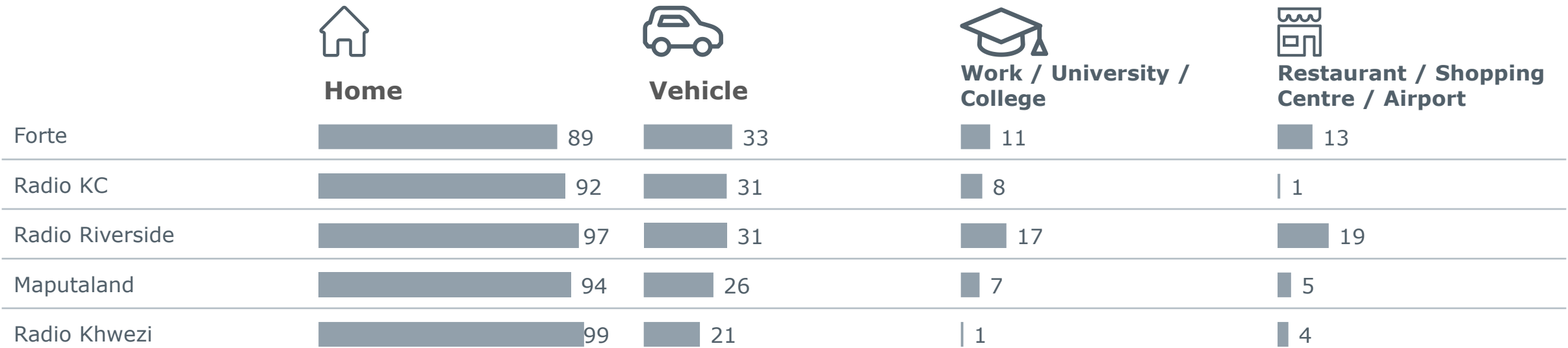
Station listening by Location

Community



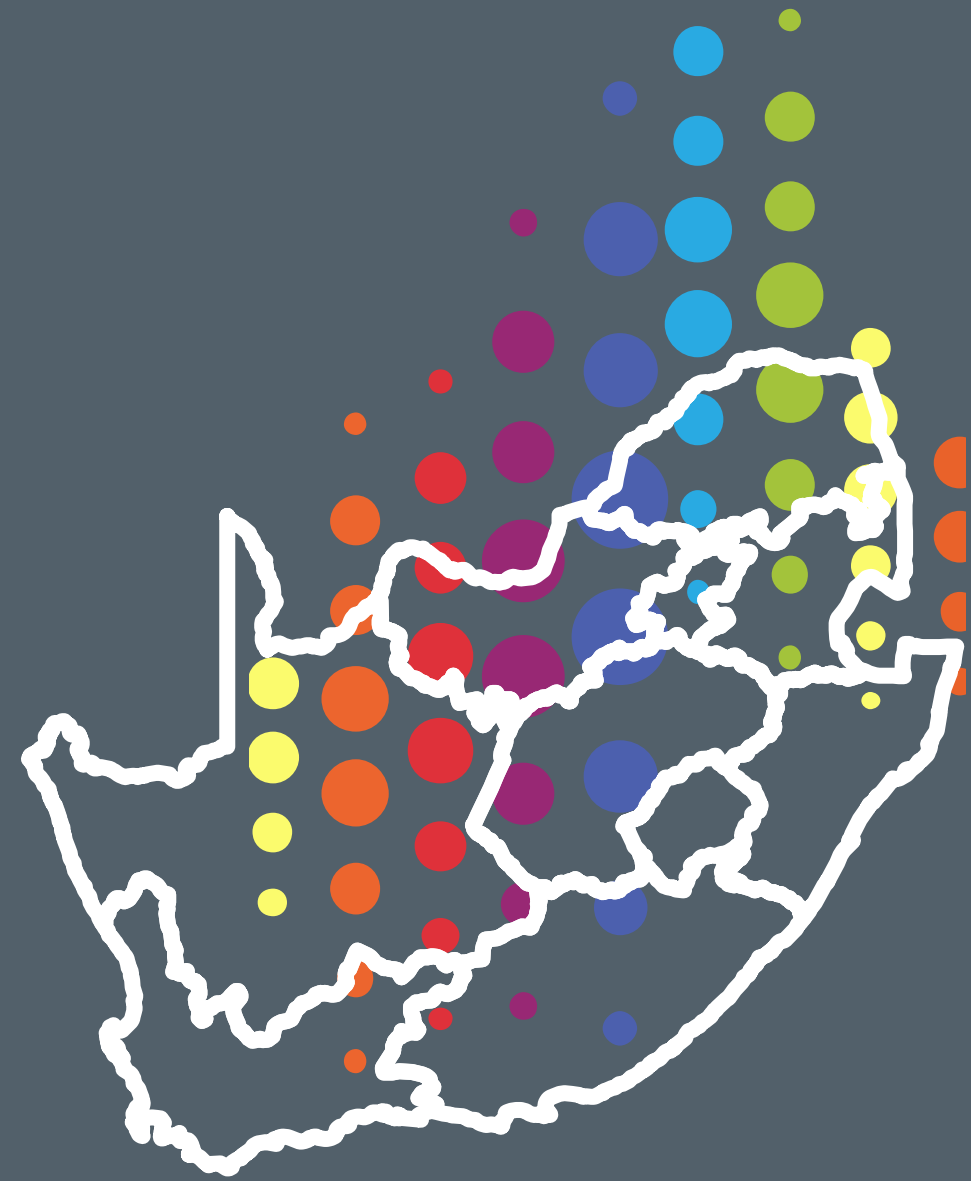
Station listening by Location

Community



7

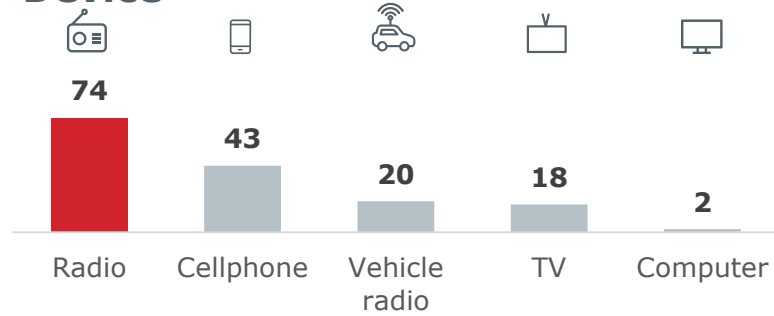
The Provinces



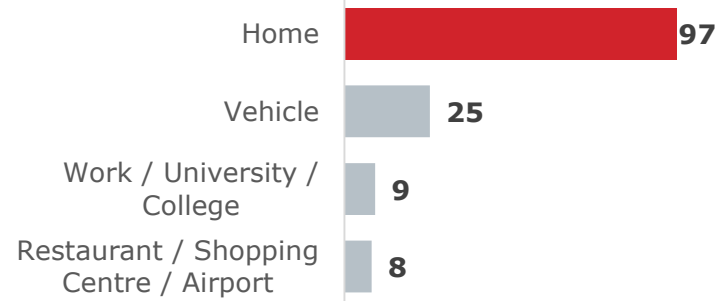
Eastern Cape

(%)

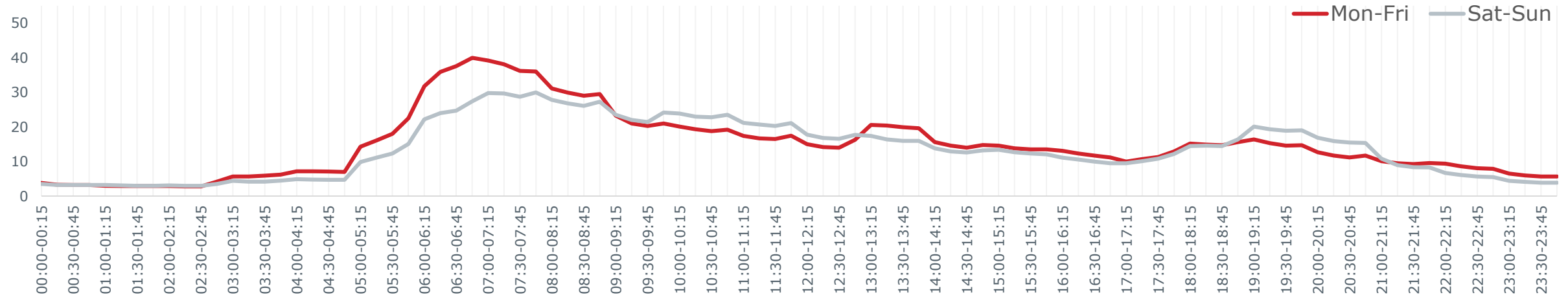
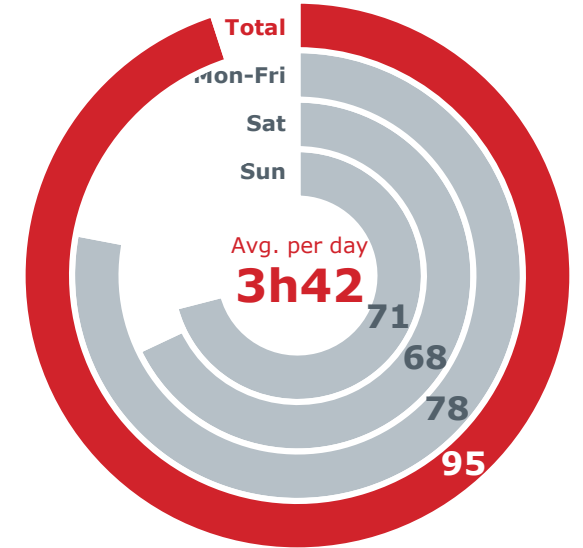
Device



Location



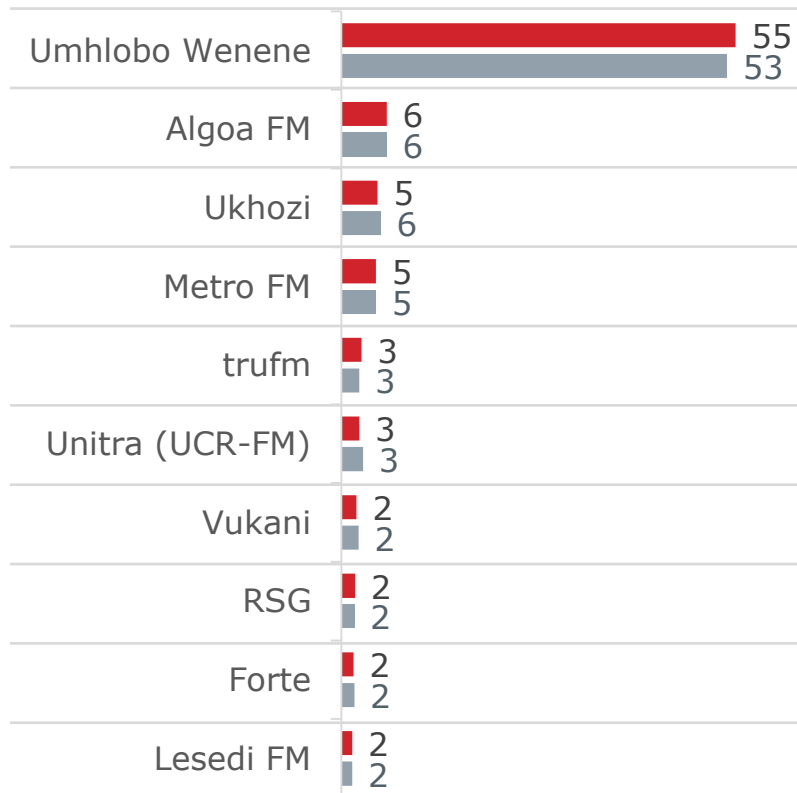
Listening



Eastern Cape

Share of Audience

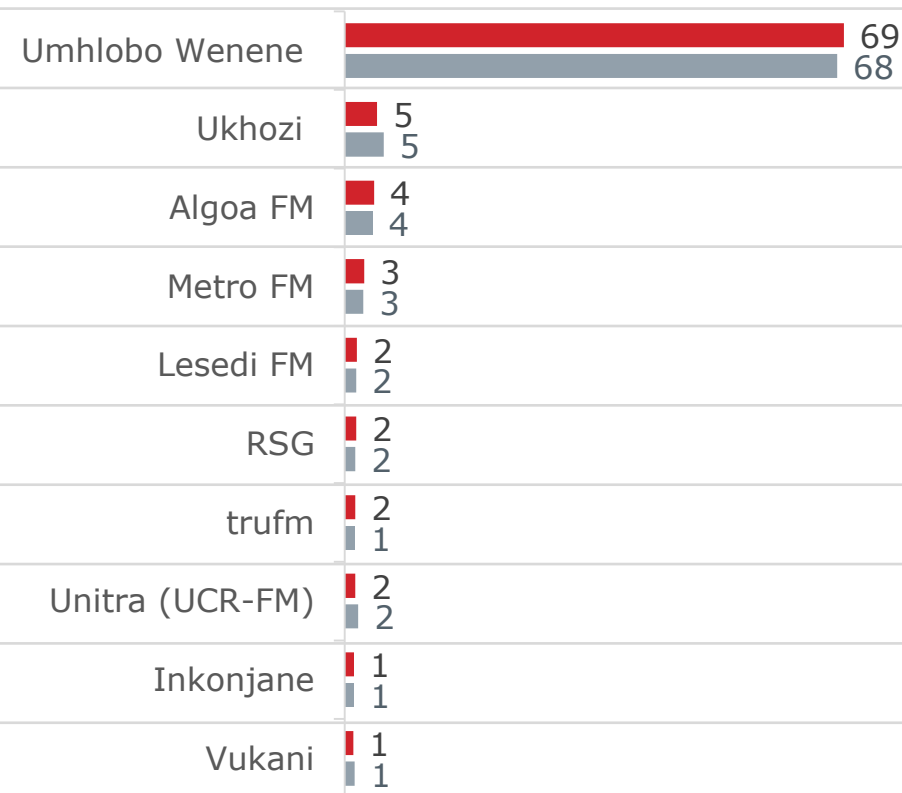
(% of 4.7m listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

(% of 7.1b listening minutes a week)

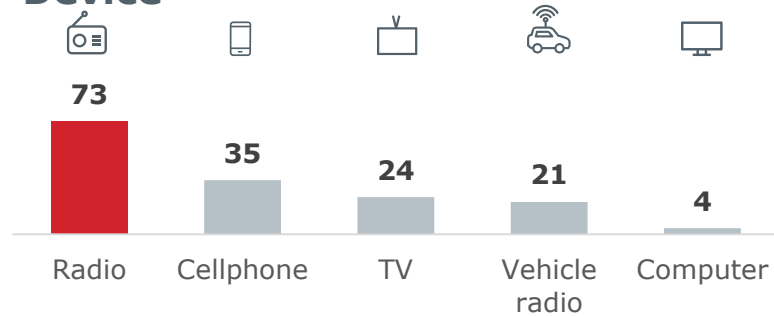


■ Jan-Dec ■ Oct-Sep

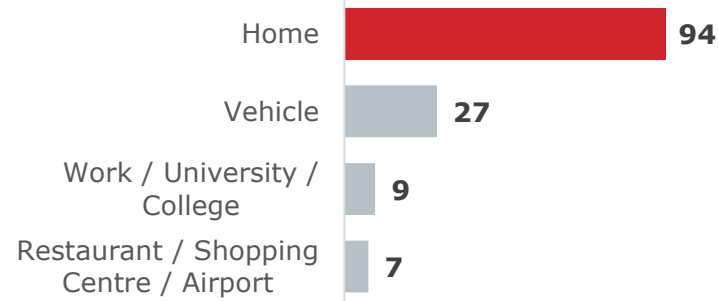
Free State

(%)

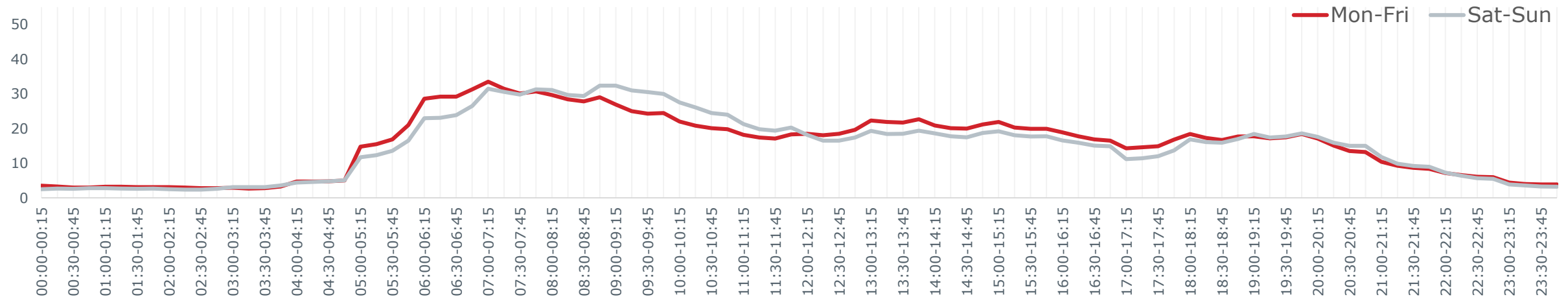
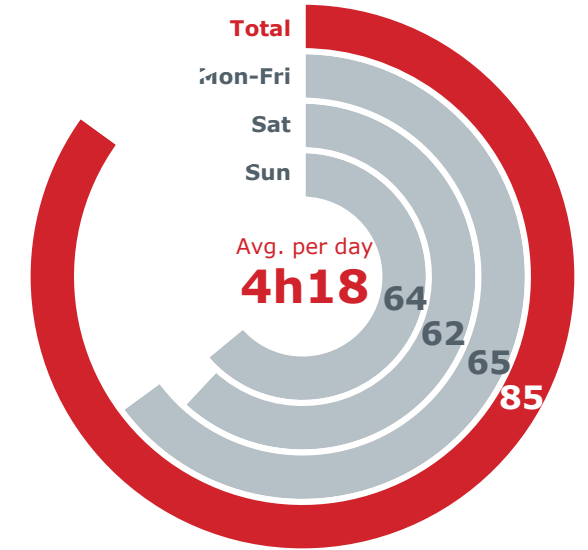
Device



Location



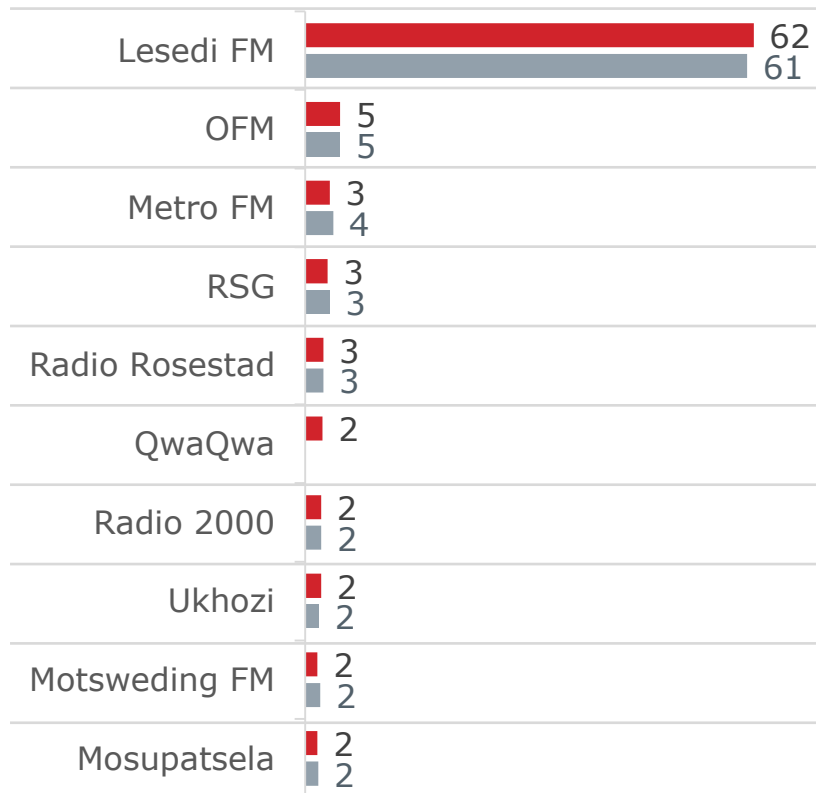
Listening



Free State

Share of Audience

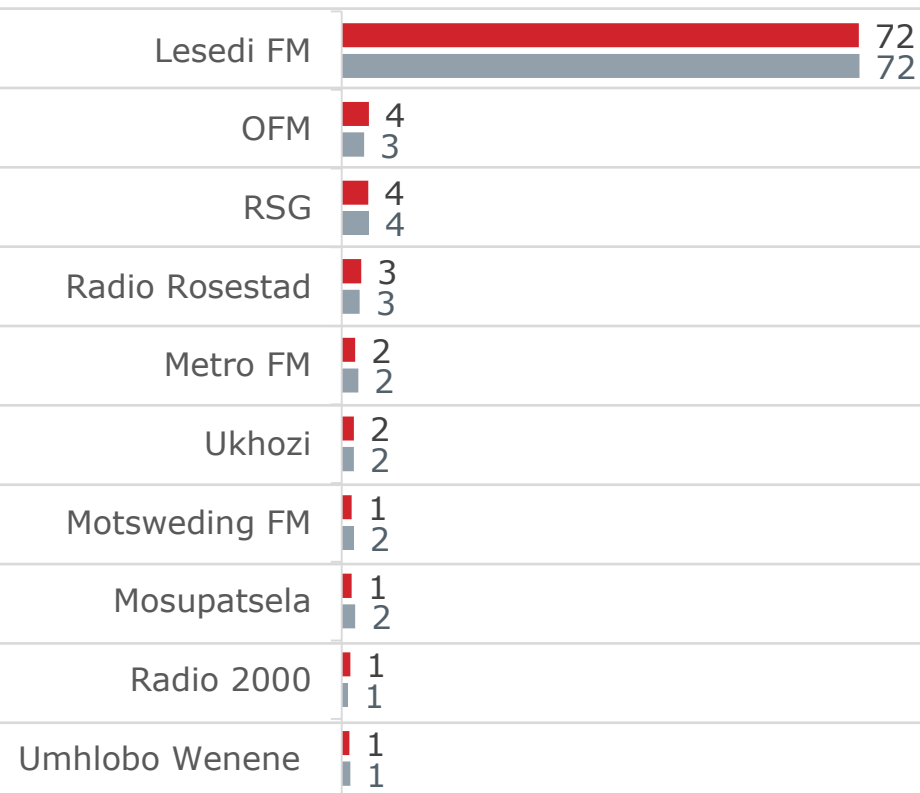
(% of 1.8m listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

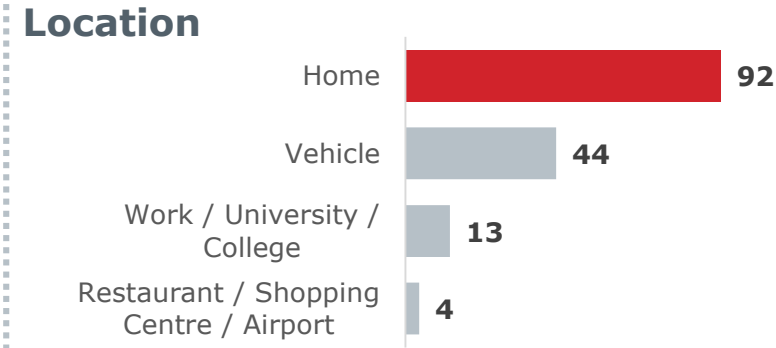
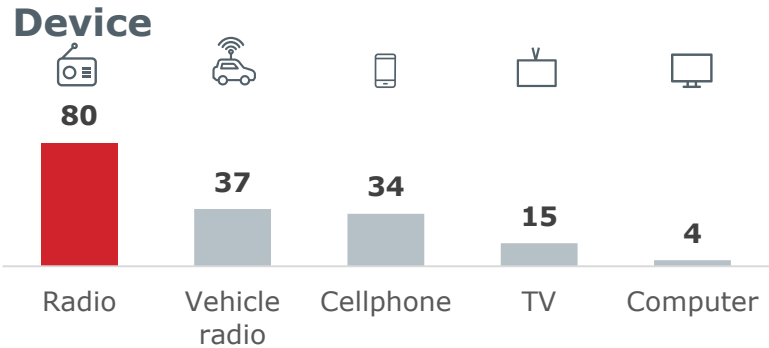
(% of 3.2b listening minutes a week)



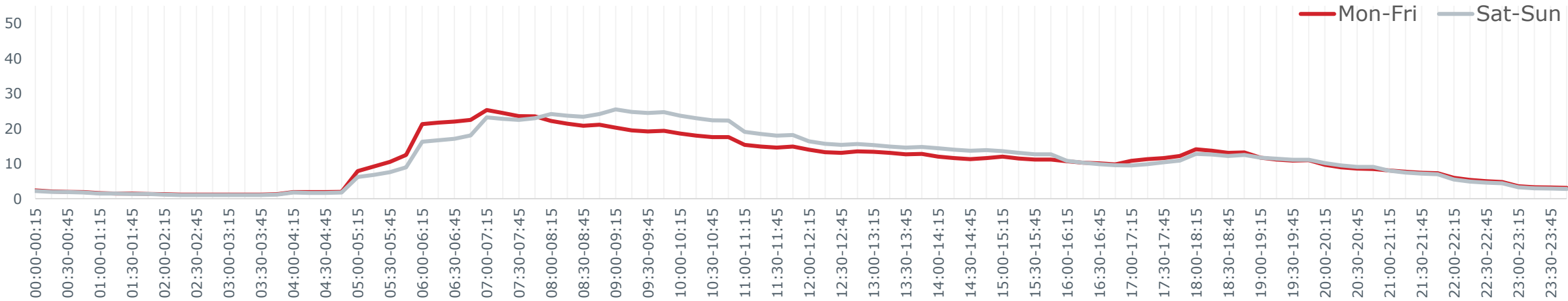
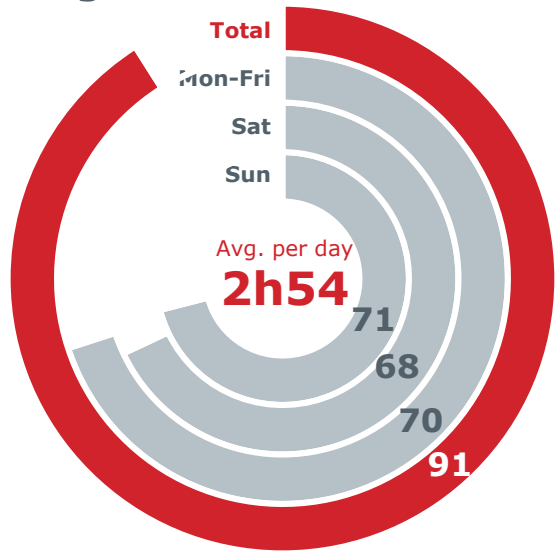
■ Jan-Dec ■ Oct-Sep

Gauteng

(%)



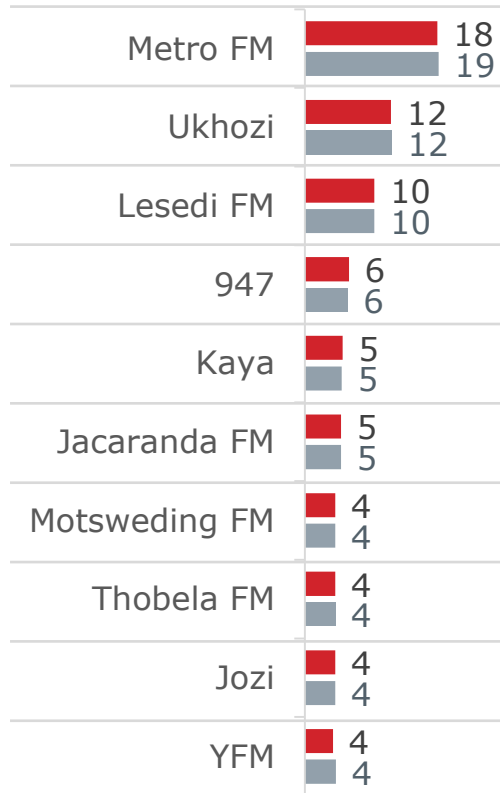
Listening



Gauteng

Share of Audience

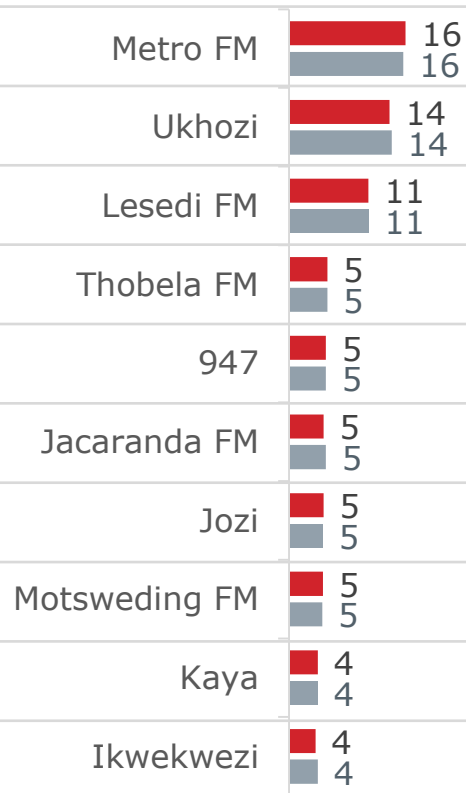
(% of 9.4m listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

(% of 11.5b listening minutes a week)

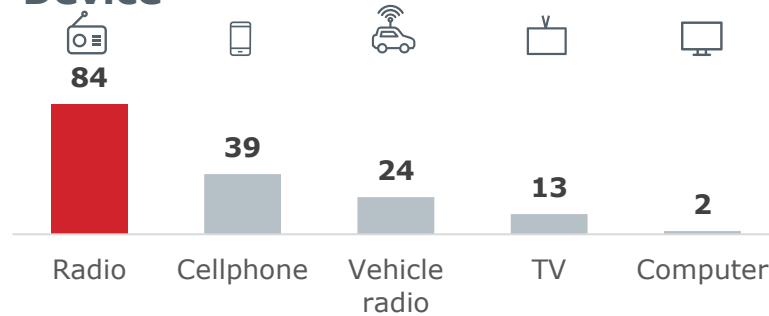


■ Jan-Dec ■ Oct-Sep

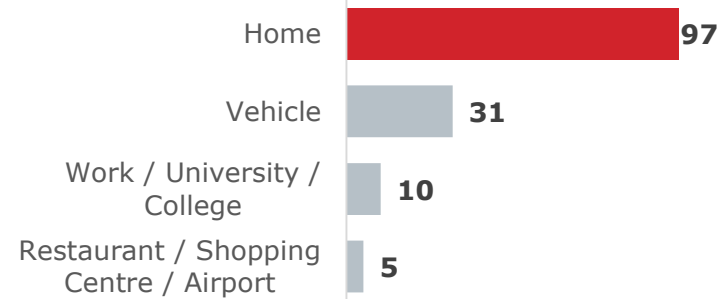
KwaZulu-Natal

(%)

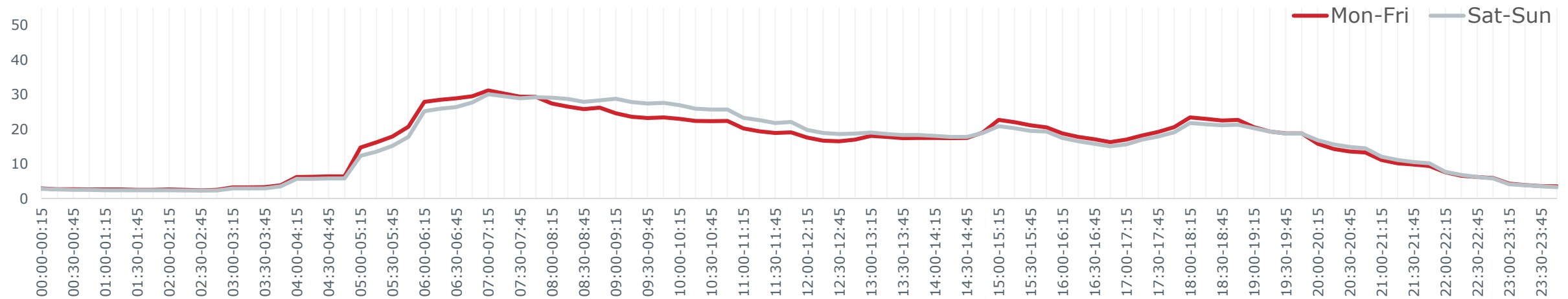
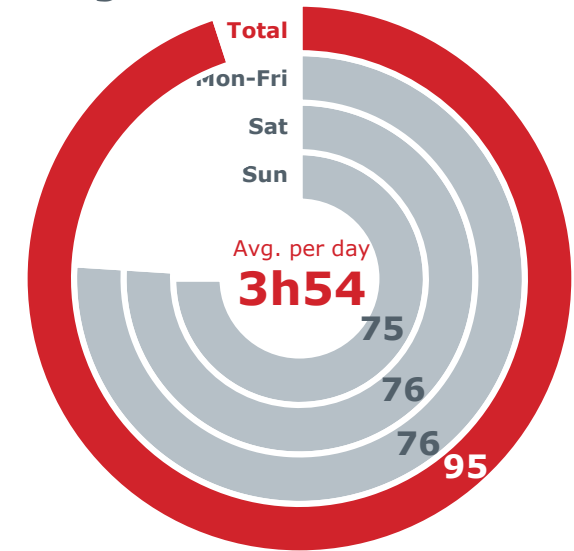
Device



Location



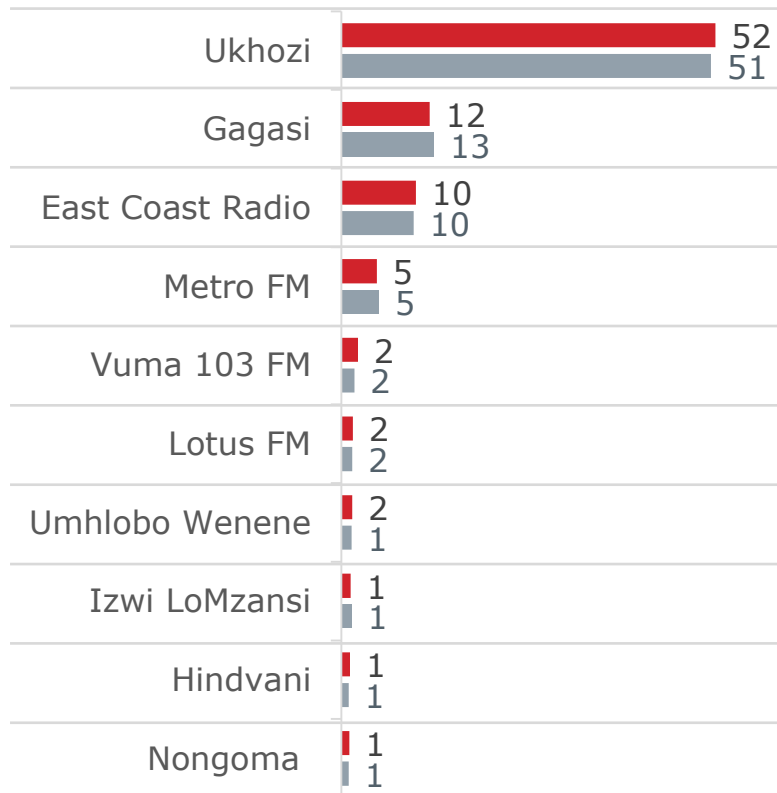
Listening



KwaZulu-Natal

Share of Audience

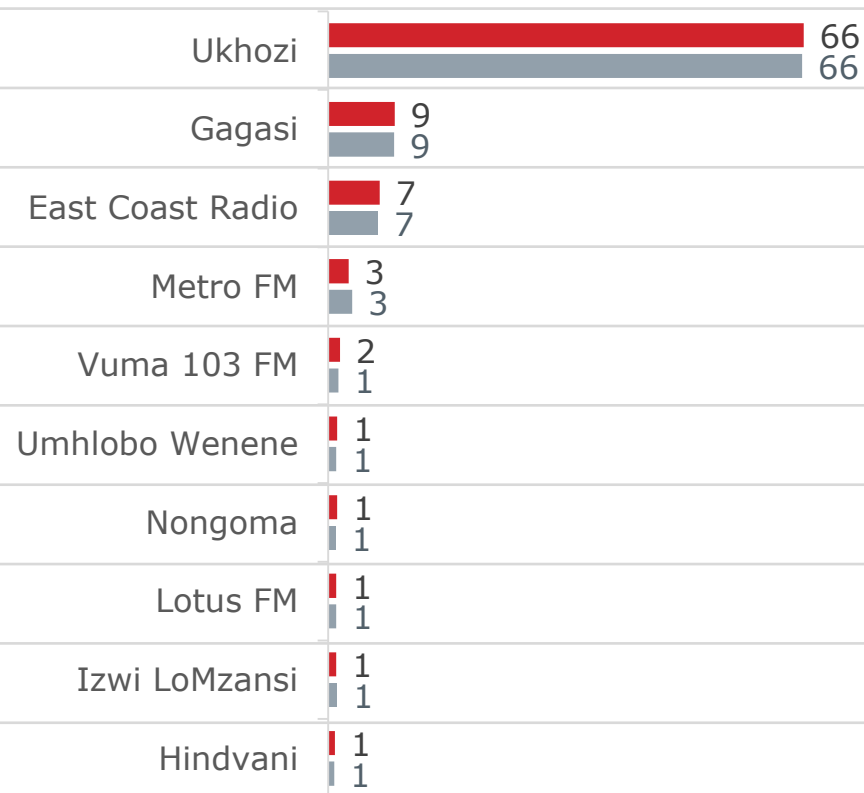
(% of 7.4m listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

(% of 12.2b listening minutes a week)

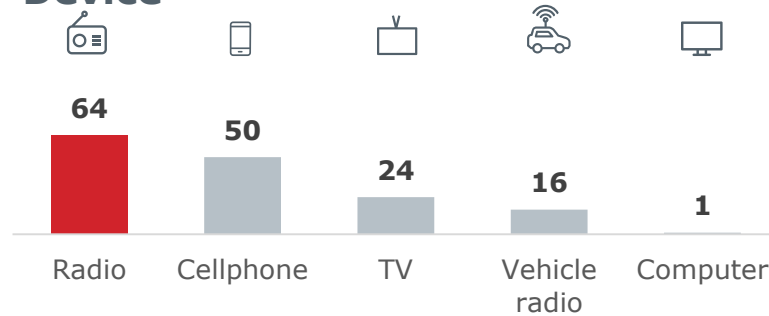


■ Jan-Dec ■ Oct-Sep

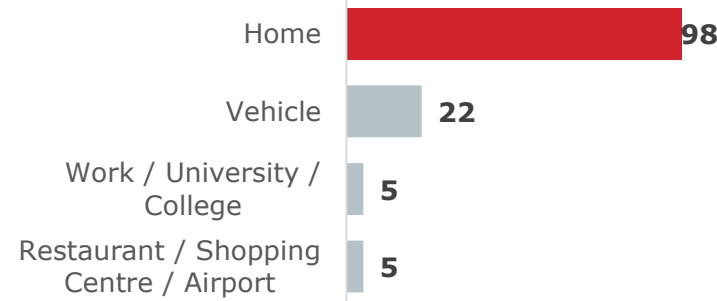
Limpopo

(%)

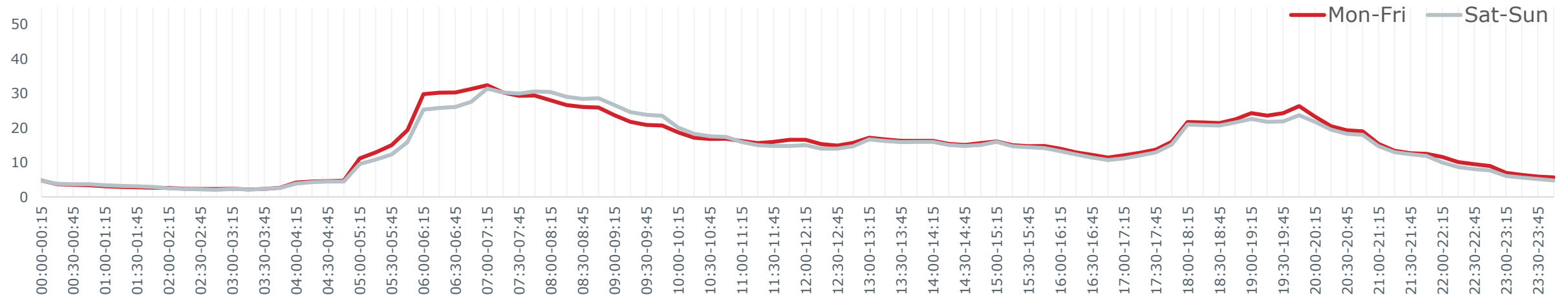
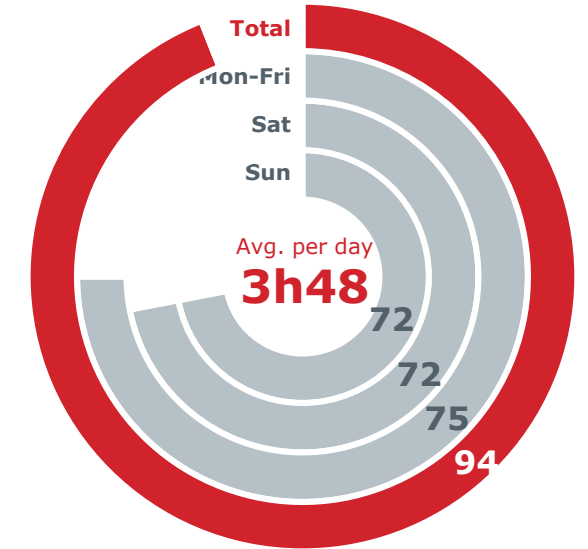
Device



Location



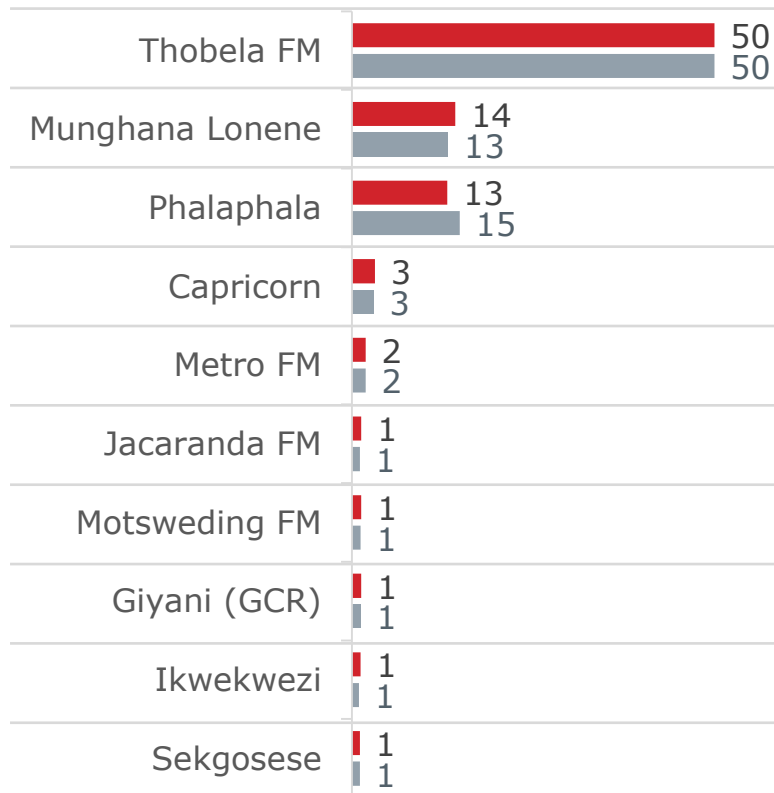
Listening



Limpopo

Share of Audience

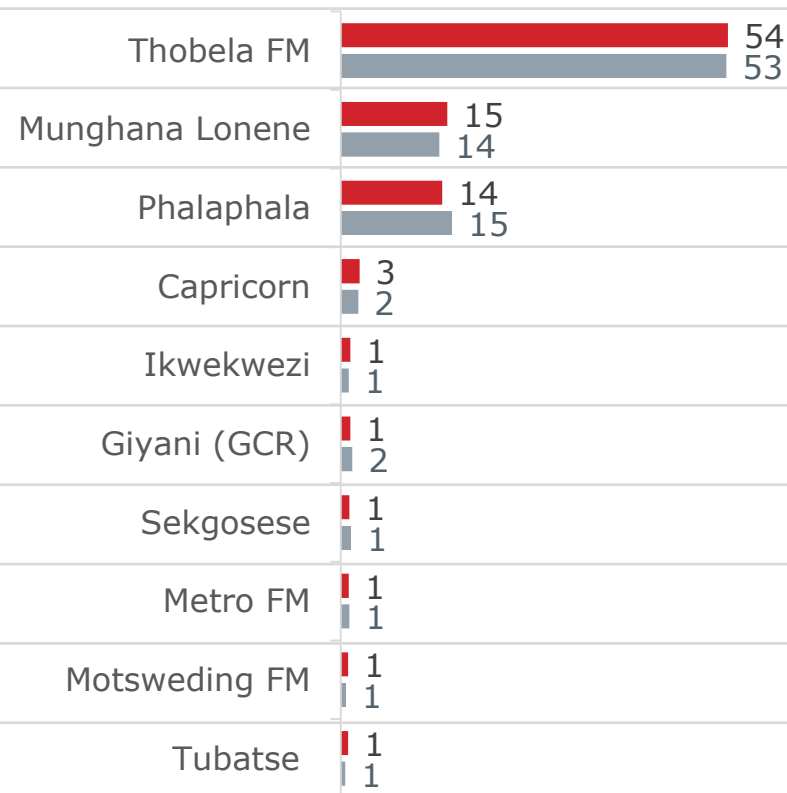
(% of 3.7m listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

(% of 5.9b listening minutes a week)

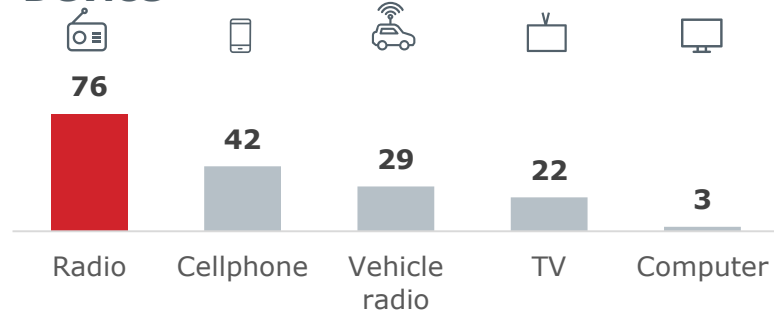


■ Jan-Dec ■ Oct-Sep

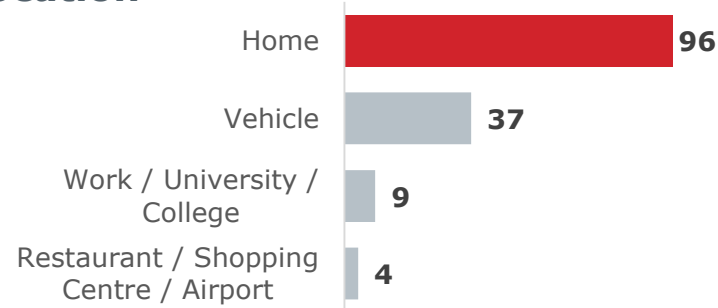
Mpumalanga

(%)

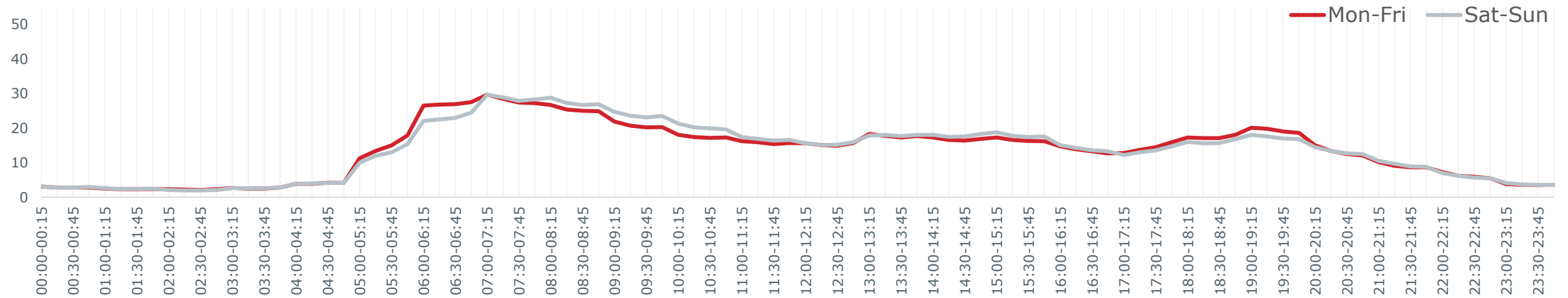
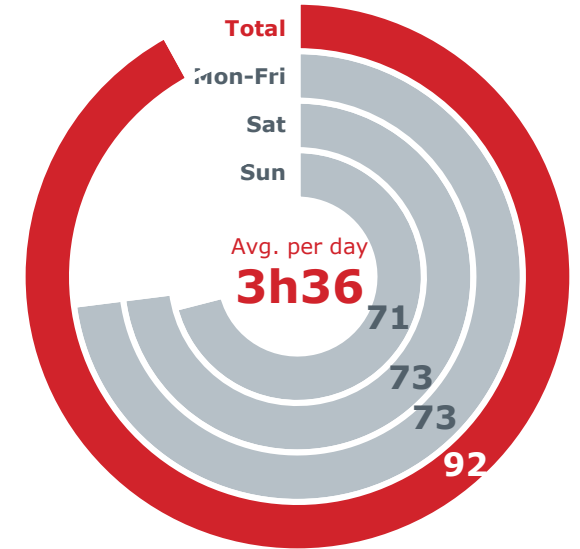
Device



Location



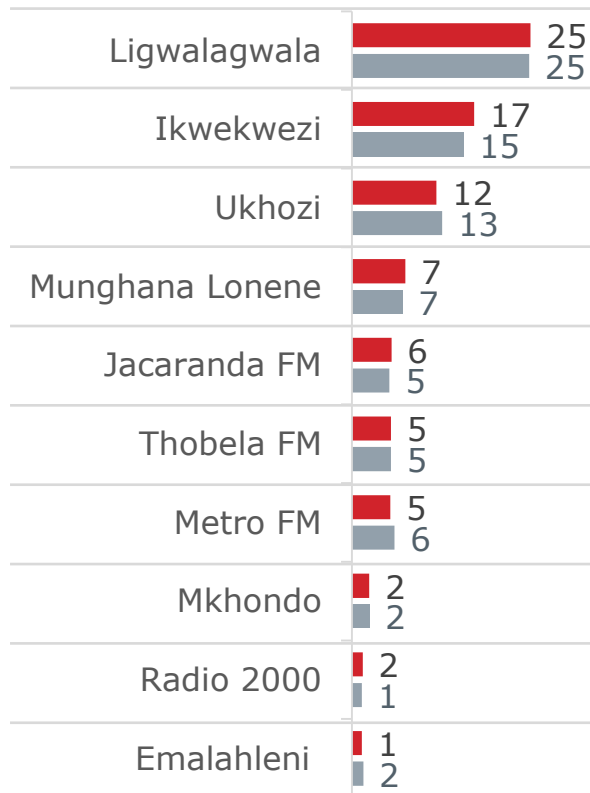
Listening



Mpumalanga

Share of Audience

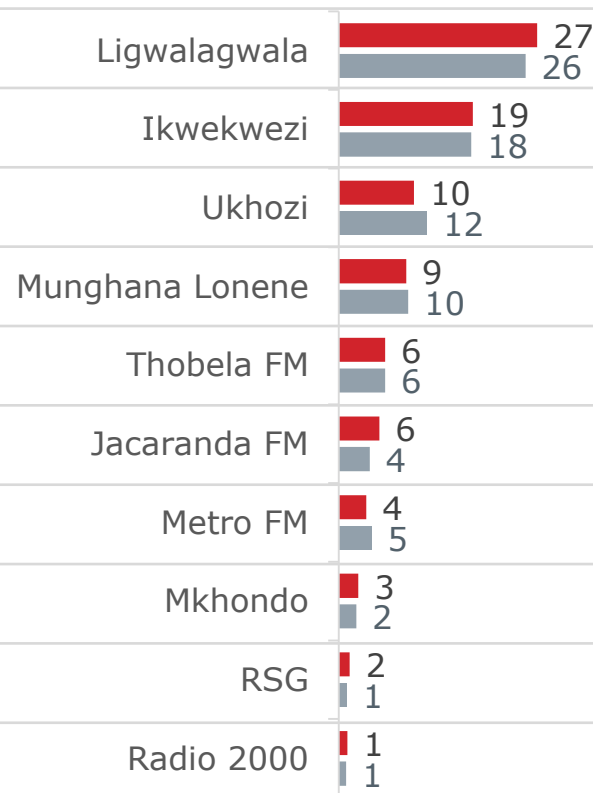
(% of 2.8m listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

(% of 4.2b listening minutes a week)

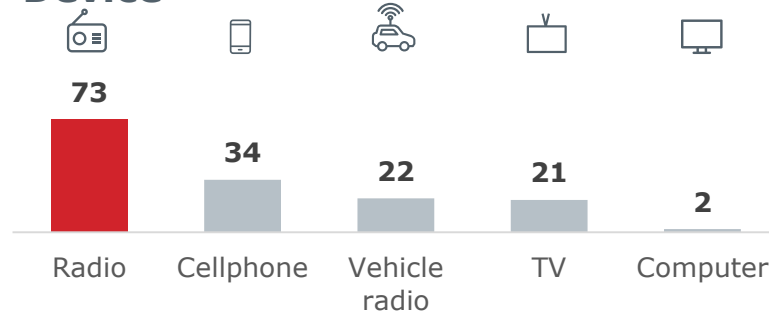


■ Jan-Dec ■ Oct-Sep

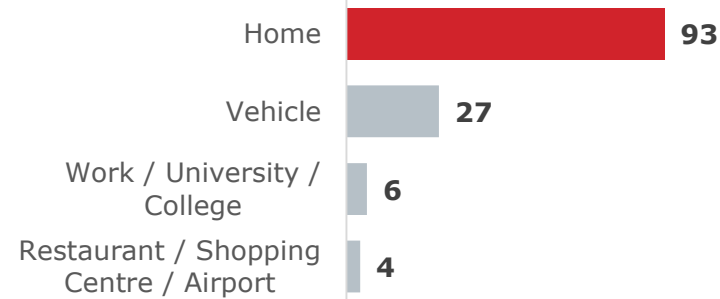
North West

(%)

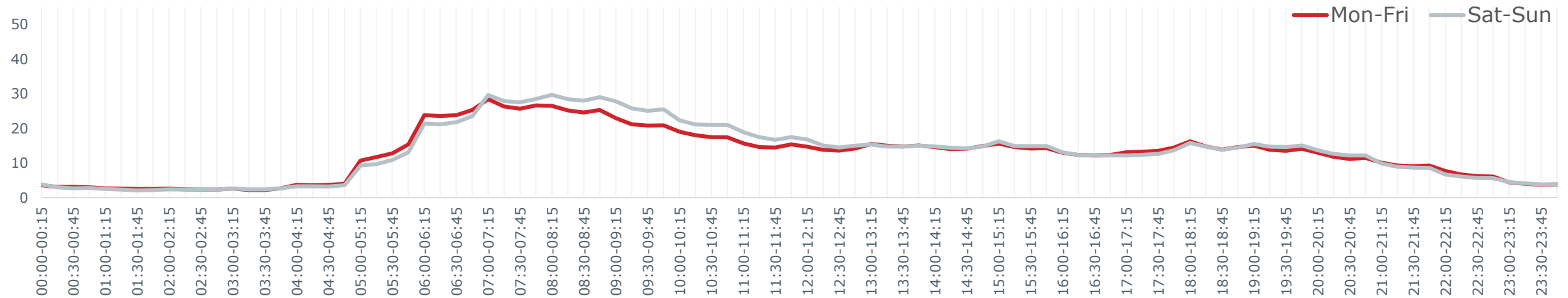
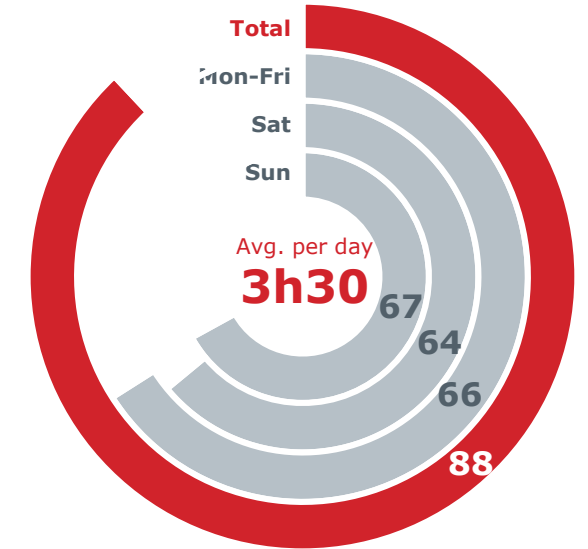
Device



Location



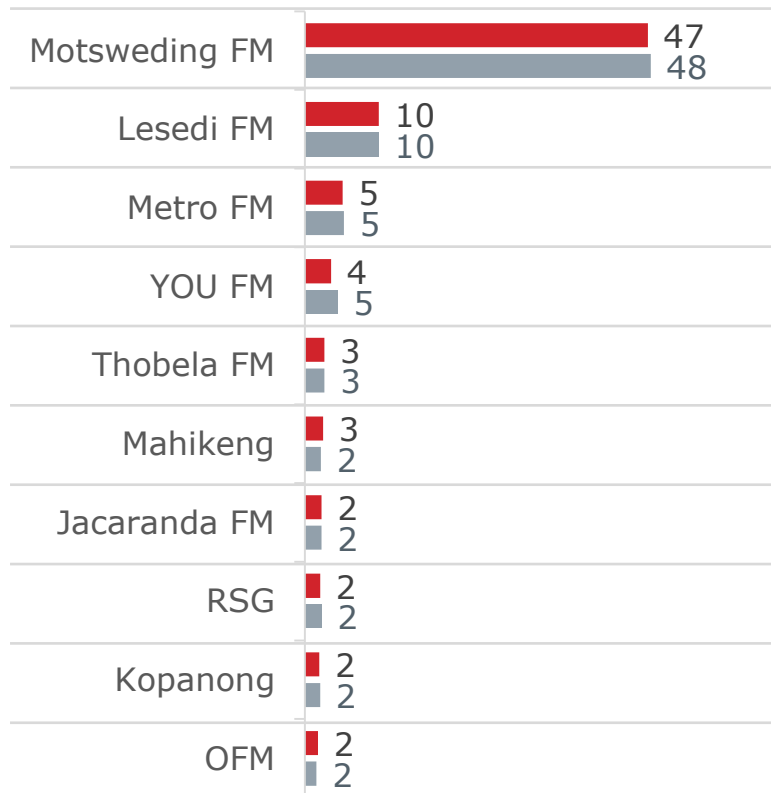
Listening



North West

Share of Audience

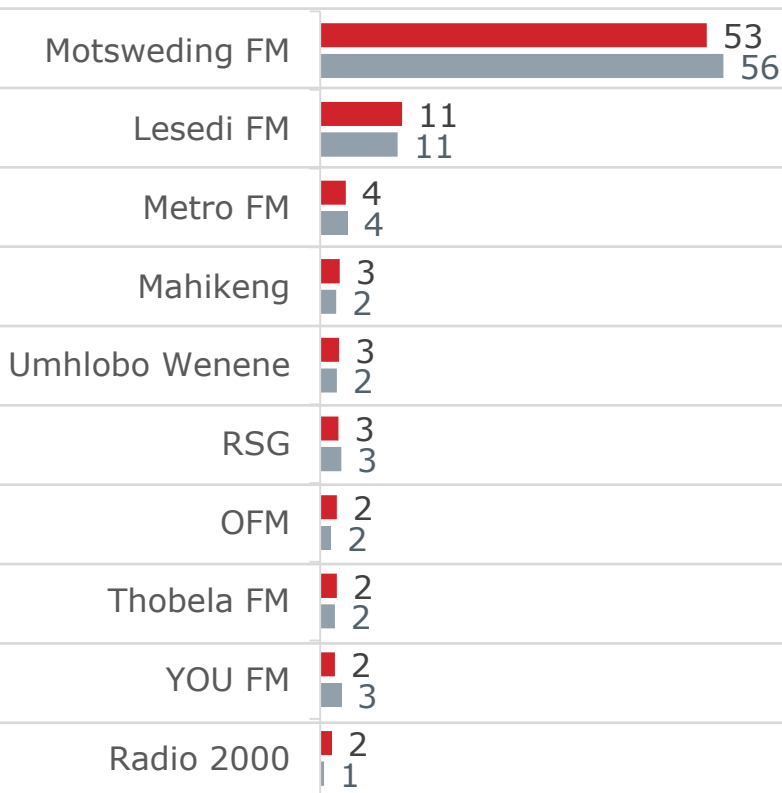
(% of 2.4m listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

(% of 3.5b listening minutes a week)

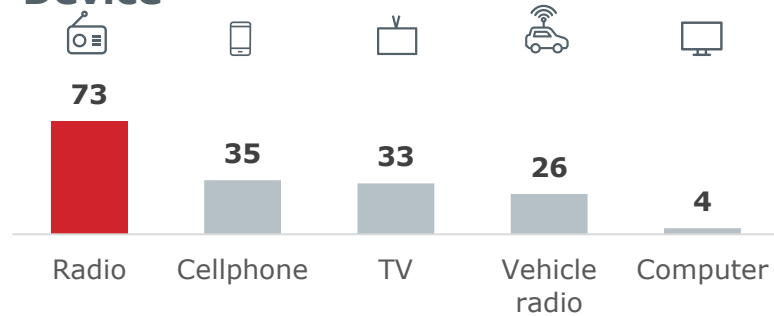


■ Jan-Dec ■ Oct-Sep

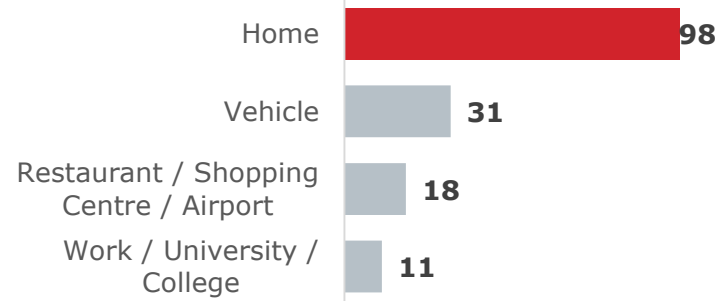
Northern Cape

(%)

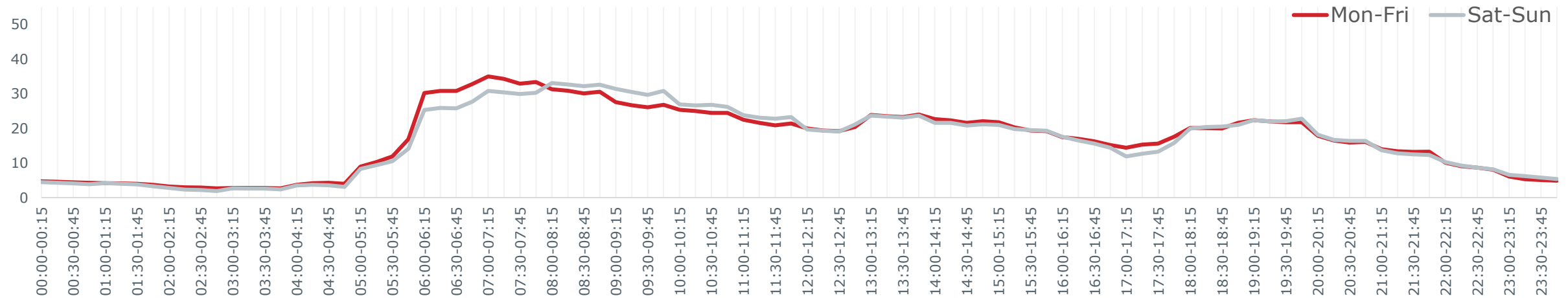
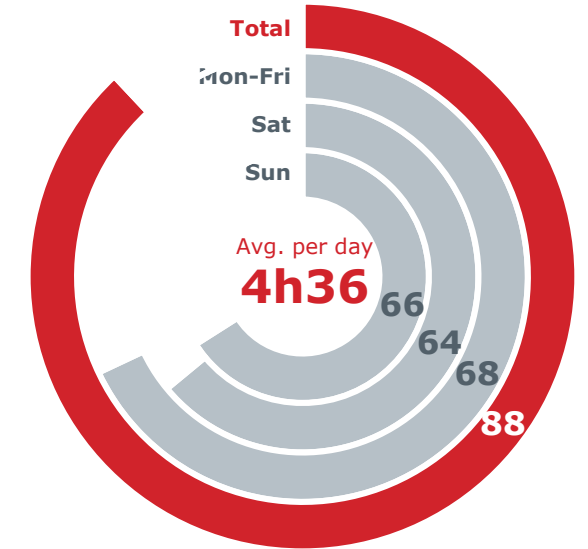
Device



Location



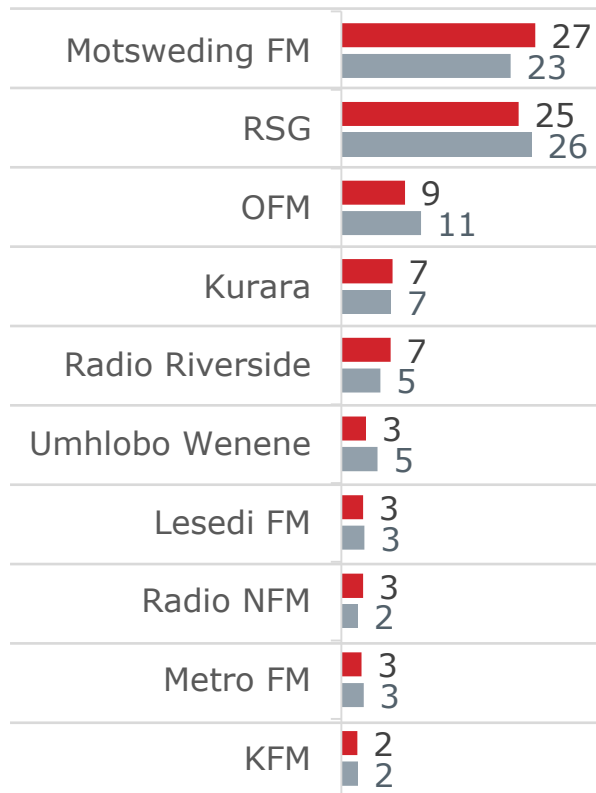
Listening



Northern Cape

Share of Audience

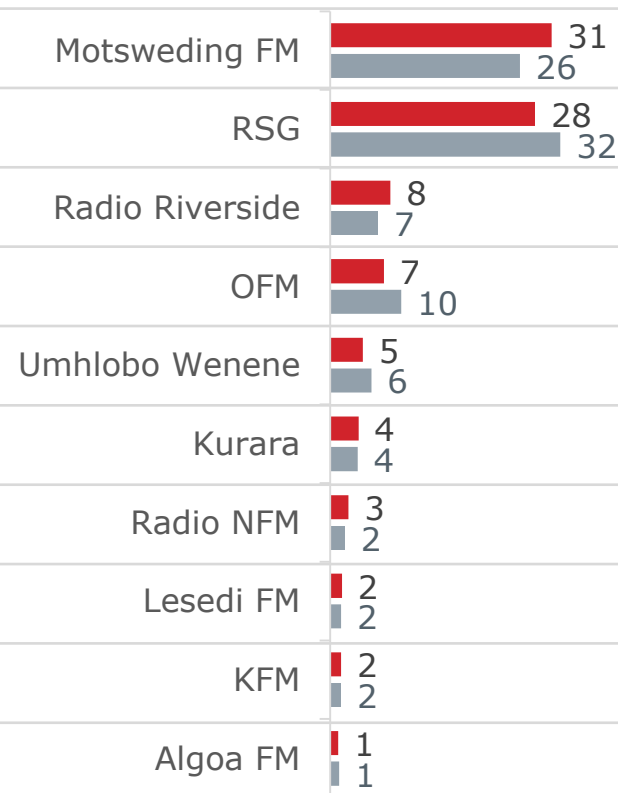
(% of 800k listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

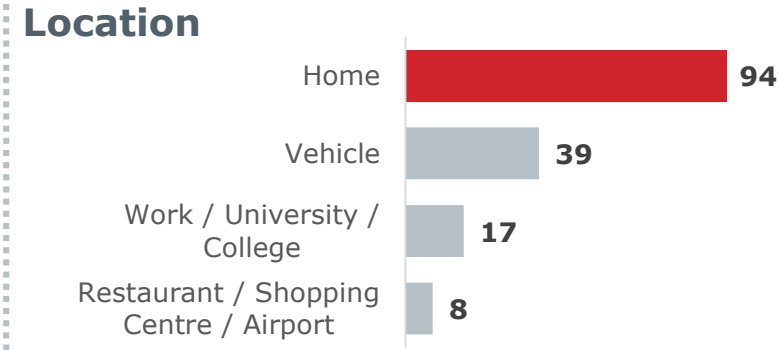
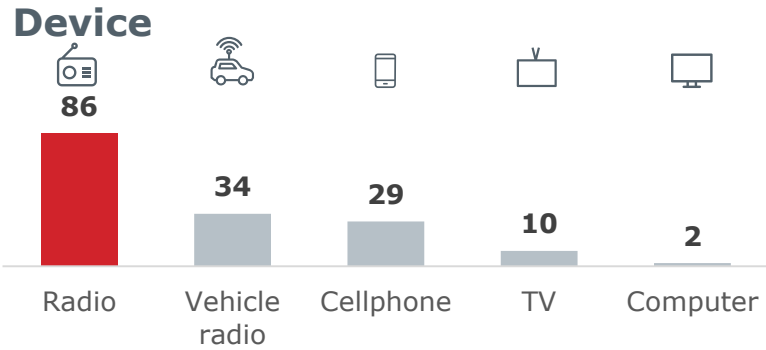
(% of 1.5b listening minutes a week)



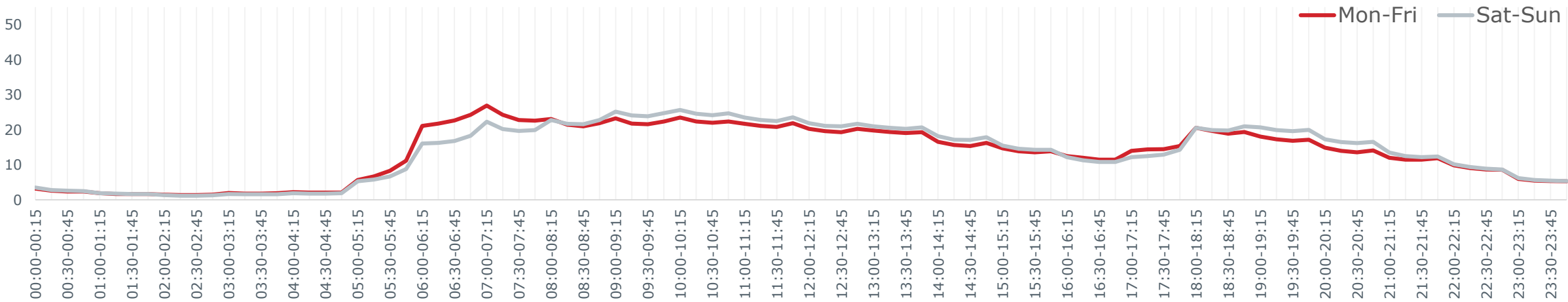
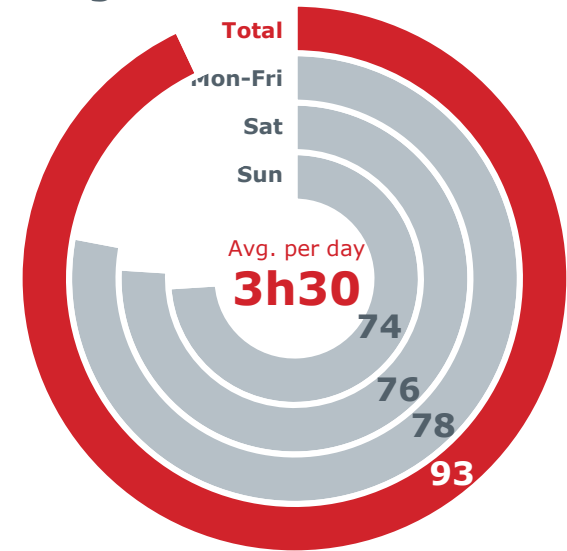
■ Jan-Dec ■ Oct-Sep

Western Cape

(%)



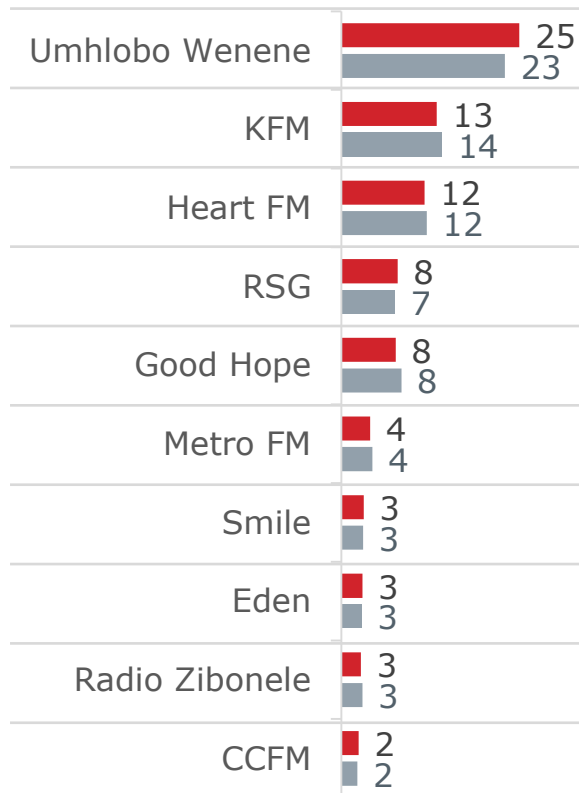
Listening



Western Cape

Share of Audience

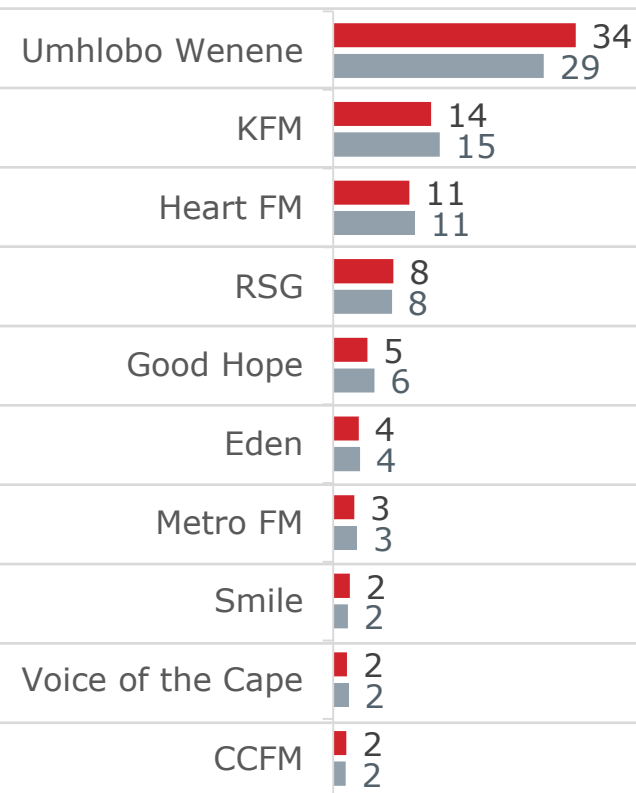
(% of 4.6m listeners who listen in a week)



■ Jan-Dec ■ Oct-Sep

Share of Listening

(% of 6.9b listening minutes a week)



■ Jan-Dec ■ Oct-Sep

8

Key station measures

The currency

Oct'18-Sep'19

Jan'19-Dec'19



Key Station Measures

Commercial and PBS



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

	Oct'18-Sep'19	Jan'19-Dec'19
Ukhozi	5,720	5,736
Umhlobo Wenene	4,219	4,441
Metro FM	2,580	2,551
Lesedi FM	2,177	2,255
Thobela FM	2,219	2,245
Motsweding FM	1,689	1,745
RSG	960	954
Munghana Lonene	834	870
Gagasi	796	791
Ikwewezi	755	766



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

	Oct'18-Sep'19	Jan'19-Dec'19
	7,671	7,661
	5,621	5,861
	4,386	4,277
	3,247	3,317
	2,952	2,963
	2,588	2,624
	1,311	1,295
	1,122	1,177
	1,279	1,219
	1,055	1,085

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Oct'18-Sep'19	Jan'19-Dec'19	Oct'18-Sep'19	Jan'19-Dec'19
Ukhozi	62	63	3h18	3h18
Umhlobo Wenene	63	65	3h12	3h12
Metro FM	32	32	1h42	1h42
Lesedi FM	56	57	3h00	3h00
Thobela FM	77	78	3h12	3h18
Motsweding FM	54	56	2h42	2h42
RSG	49	49	2h54	2h54
Munghana Lonene	79	80	3h12	3h06
Gagasi	38	40	2h12	2h12
Ikwekwezi	54	56	3h00	2h54

Key Station Measures

Commercial and PBS



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

	Oct'18-Sep'19	Jan'19-Dec'19
Ligwalagwala	736	736
East Coast Radio	682	705
Jacaranda FM	676	705
KFM	665	637
947	597	621
Heart FM	545	527
Phalaphala	535	507
Kaya	450	456
Radio 2000	360	416
YFM	414	386



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

	Oct'18-Sep'19	Jan'19-Dec'19
Ligwalagwala	1,094	1,066
East Coast Radio	1,019	1,051
Jacaranda FM	1,061	1,079
KFM	932	881
947	896	945
Heart FM	767	734
Phalaphala	752	706
Kaya	765	774
Radio 2000	665	735
YFM	689	638

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Oct'18-Sep'19	Jan'19-Dec'19	Oct'18-Sep'19	Jan'19-Dec'19
Ligwalagwala	54	60	2h36	2h48
Jacaranda FM	49	51	1h54	2h00
East Coast Radio	54	52	2h06	2h00
KFM	40	41	2h36	2h36
947	37	38	1h36	1h36
Heart FM	49	53	2h24	2h18
Phalaphala	86	85	3h18	3h18
Kaya	25	25	1h30	1h30
Radio 2000	20	20	1h30	1h42
YFM	28	31	1h36	1h36

Key Station Measures

Commercial and PBS



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

	Oct'18-Sep'19	Jan'19-Dec'19
5FM	375	383
Algoa FM	303	313
Good Hope	350	312
702	283	279
OFM	182	184
Smile	139	146
Vuma 103 FM	112	136
Lotus FM	111	116
Capricorn	103	115
SAfm	114	110



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

	Oct'18-Sep'19	Jan'19-Dec'19
	629	638
	463	472
	553	506
	457	440
	272	271
	193	200
	180	222
	175	188
	157	170
	202	193

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Oct'18-Sep'19	Jan'19-Dec'19	Oct'18-Sep'19	Jan'19-Dec'19
5FM	28	26	1h30	1h24
Algoa FM	48	47	1h42	1h42
Good Hope	38	39	1h42	1h36
702	25	28	1h30	1h30
OFM	58	61	2h36	2h48
Smile	57	62	1h42	1h48
Vuma 103 FM	23	22	2h18	2h06
Lotus FM	30	35	2h00	1h54
Capricorn	46	51	2h36	2h36
SAfm	19	23	1h24	1h30

Key Station Measures

Commercial and PBS



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

	Oct'18-Sep'19	Jan'19-Dec'19
trufm	87	98
Power	64	64
YOU FM	80	62
CapeTalk	56	54
Classic 1027	28	25
*Rise		
*Magic828 AM		
*LM Radio		
*X-K FM		



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

	Oct'18-Sep'19	Jan'19-Dec'19
	179	203
	115	118
	153	128
	76	71
	50	48
	35	36
	13	14
	27	34
	3	3

Key Station Measures

Commercial and PBS



Exclusive Listeners (%)



Avg. hrs p.d

	Oct'18-Sep'19	Jan'19-Dec'19	Oct'18-Sep'19	Jan'19-Dec'19
trufm	7	6	1h24	1h24
Power	18	18	1h30	1h24
YOU FM	22	23	1h36	1h24
CapeTalk	57	55	1h54	1h54
Classic 1027	18	21	1h18	1h24
*Rise	14	11	1h18	1h24
*Magic828 AM				
*X-K FM				
*LM Radio				

Key Station Measures

Community



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

	Oct'18-Sep'19	Jan'19-Dec'19
Jozi	373	377
Eden	136	141
Kasie	119	127
Voice of the Cape	113	113
CCFM	95	105
Unitra (UCR-FM)	109	91
Thetha	80	87
Radio Zibonele	87	86
Radio Tygerberg	84	85
Hindvani	64	80



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

	Oct'18-Sep'19	Jan'19-Dec'19
Jozi	614	617
Eden	182	188
Kasie	205	215
Voice of the Cape	153	146
CCFM	140	153
Unitra (UCR-FM)	202	170
Thetha	147	160
Radio Zibonele	189	176
Radio Tygerberg	129	127
Hindvani	95	115

Key Station Measures

Community



Exclusive Listeners (%)



Avg. hrs p.d

	Oct'18-Sep'19	Jan'19-Dec'19	Oct'18-Sep'19	Jan'19-Dec'19
Jozi	37	40	2h06	2h12
Eden	56	61	3h18	3h06
Kasie	10	12	1h18	1h18
Voice of the Cape	48	50	2h12	2h06
CCFM	34	31	2h00	2h00
Unitra (UCR-FM)	6	4	1h42	1h30
Thetha	41	40	1h36	1h30
Radio Zibonele	11	13	1h24	1h30
Radio Tygerberg	40	43	2h06	2h06
Hindvani	34	28	2h24	2h24

Key Station Measures

Community



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

	Oct'18-Sep'19	Jan'19-Dec'19
Izwi LoMzansi	85	76
Nongoma	65	72
Moretele	55	71
Vukani	87	70
Mkhondo	69	69
Inkonjane	65	63
Heartbeat	60	63
Mahikeng	48	59
Alfred Nzo	64	59
Voice of Tembisa	56	56



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

	Oct'18-Sep'19	Jan'19-Dec'19
Izwi LoMzansi	139	128
Nongoma	98	111
Moretele	85	103
Vukani	161	139
Mkhondo	98	94
Inkonjane	102	93
Heartbeat	85	83
Mahikeng	77	88
Alfred Nzo	97	84
Voice of Tembisa	105	101

Key Station Measures

Community



Exclusive Listeners (%)



Avg. hrs p.d

	Oct'18-Sep'19	Jan'19-Dec'19	Oct'18-Sep'19	Jan'19-Dec'19
Izwi LoMzansi	26	29	2h42	2h36
Nongoma	22	23	3h06	3h06
Moretele	61	59	2h12	3h00
Vukani	1	2	1h36	1h24
Mkhondo	28	40	2h30	2h54
Inkonjane	21	20	2h18	2h24
Heartbeat	48	53	1h42	2h00
Mahikeng	26	32	2h24	2h36
Alfred Nzo	35	39	2h24	2h30
Voice of Tembisa	25	20	1h30	1h24

Key Station Measures

Community



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

	Oct'18-Sep'19	Jan'19-Dec'19
Forte	60	55
Radio KC	49	52
Radio Riverside	40	51
Maputaland	53	49
Radio Khwezi	45	48



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

	Oct'18-Sep'19	Jan'19-Dec'19
Forte	119	114
Radio KC	61	71
Radio Riverside	54	68
Maputaland	90	87
Radio Khwezi	70	79

Key Station Measures

Community



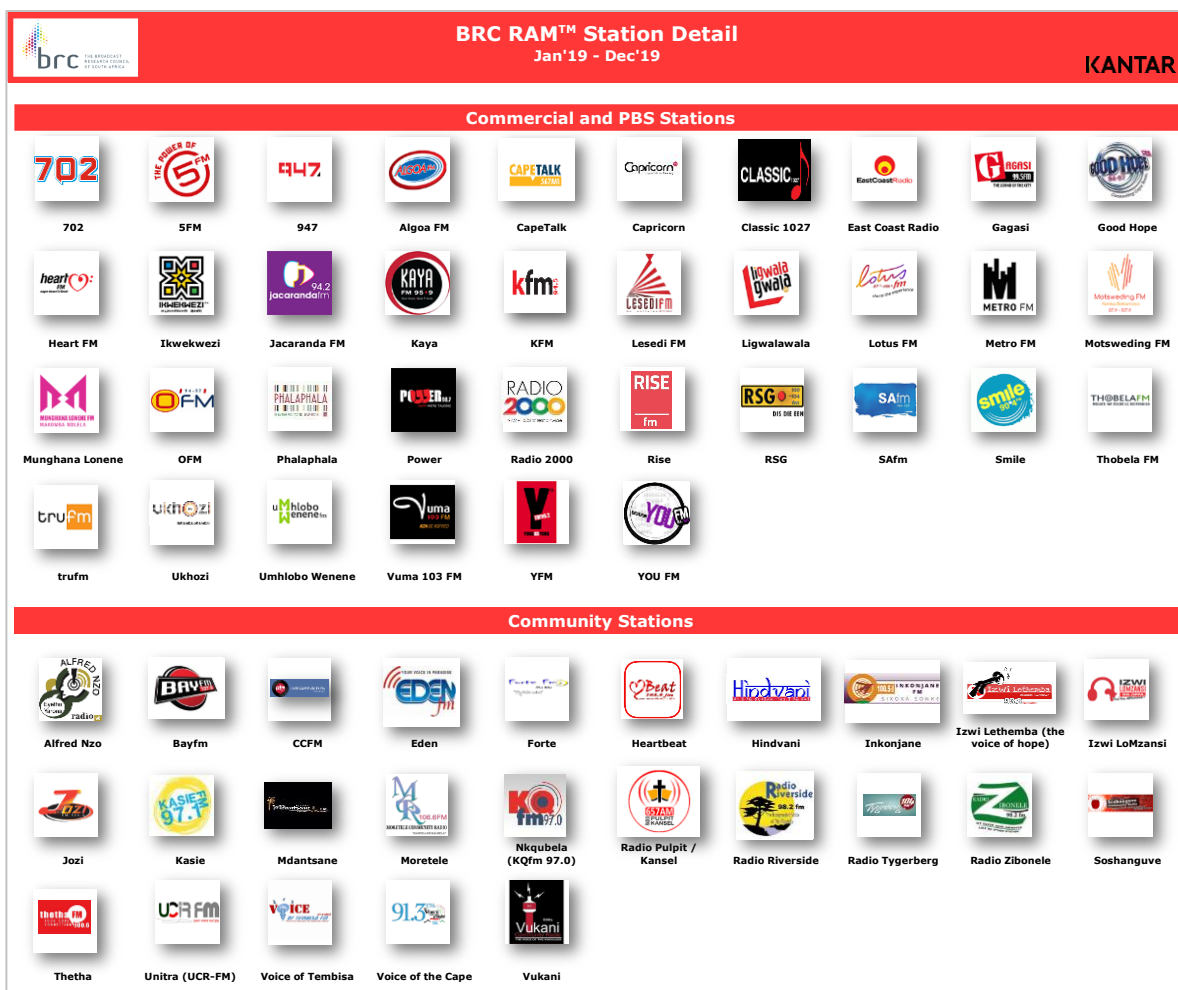
Exclusive Listeners (%)



Avg. hrs p.d

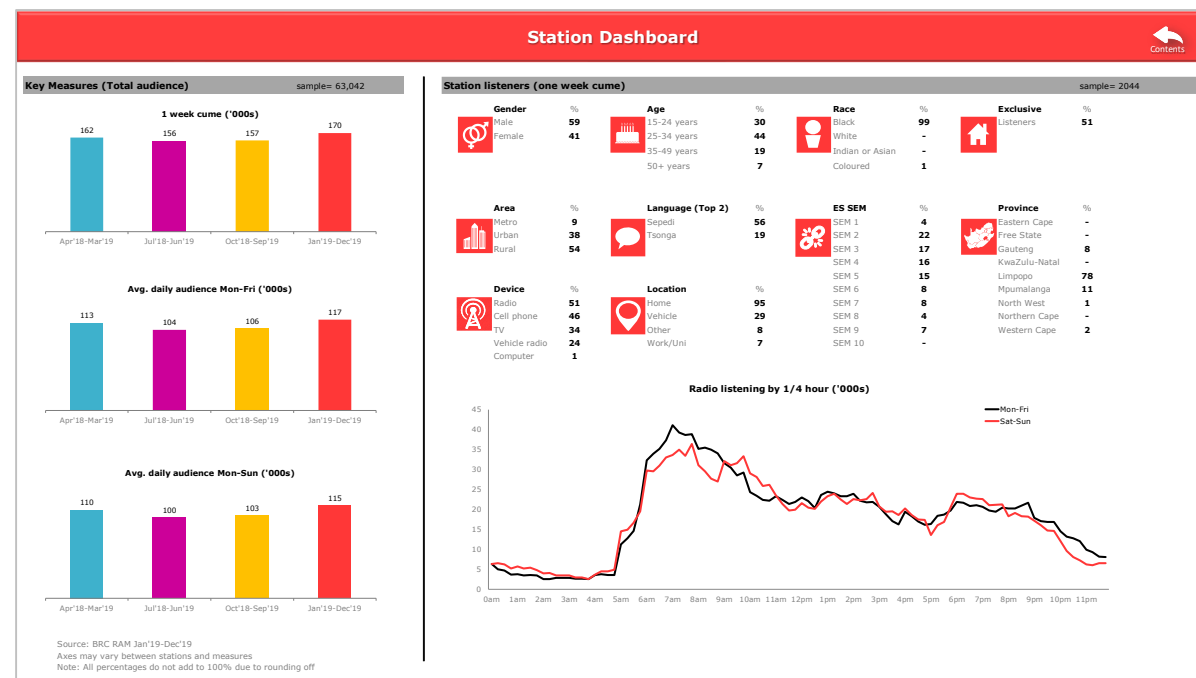
	Exclusive Listeners (%)		Avg. hrs p.d	
	Oct'18-Sep'19	Jan'19-Dec'19	Oct'18-Sep'19	Jan'19-Dec'19
Forte	3	3	1h30	1h24
Radio KC	56	69	2h42	2h24
Radio Riverside	59	68	4h12	4h24
Maputaland	13	13	3h24	3h06
Radio Khwezi	17	18	1h42	1h36

Station Dashboards



TRENDING:

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





See you again
In May 2020