

2009

SOUTH AFRICA & SADC

Media Facts



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Ad Review 

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Project editor: Tony Koenderman
Project manager: Terry Barker

Tony Koenderman's *AdReview* in association with *Finweek*
3rd Floor, South Block, 6 Protea Place (off Fredman Drive) Sandown 2196
PO Box 786466, Sandton 2146
Tel: (011) 263-4700
email: tonyk@finweek.co.za

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For more information and a free assessment of your current media plans, contact us at:

Johannesburg: CEO – Josh Dovey (011) 303-2000 josh.dovey@omd.co.za
Cape Town: Nelly McLean (021) 425 8838 nelly.mclean@omd.co.za
Durban: Nicole Kock (031) 533 7950 nicole.kock@omd.co.za
Web site: www.omd.co.za



From left: Josh Dovey
(CEO), Gary Westwater
(Financial Director)

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Background &

Background

Climate

| | | |
|---|---|--|
| Angola Total: 1,246,700sq km | In 2002 Angola started rebuilding after the end of a 27-year civil war following independence from Portugal in 1975. Up to 1.5 million lives may have been lost, and 4 million people displaced. | Semi-arid in south and along coast to Luanda; north has cool, dry season (May to Oct) and hot, rainy season (Nov to April) |
| Botswana Land: 585,370; water: 15,000; total: 600,370 | Formerly the British protectorate of Bechuanaland, Botswana adopted its new name upon independence in 1966. | Semi-arid; warm winters and hot summers |
| Democratic Republic of the Congo Land: 2,267,600; water: 77,810; total: 2,345,410 | Established as a Belgian colony in 1908, it has been marred by extreme instability since gaining independence in 1960. A successful referendum was held in 2005 and elections for the presidency, National Assembly, and provincial legislatures in 2006. | Tropical; hot and humid in equatorial river basin; cooler and drier in southern highlands; cooler and wetter in eastern highlands. |
| Lesotho Total: 30,355 | Basutoland became the Kingdom of Lesotho on independence from the UK in 1966. | Temperate; cool to cold, dry winters; hot, wet summers |
| Malawi Land: 94,080; water: 24,400; total: 118,480 | Established in 1891, the British protectorate of Nyasaland became independent Malawi in 1964. | Sub-tropical; rainy season (Nov to May); dry season (May to Nov) |
| Mauritius Land: 2,030; water: 10; total: 2,040 | First explored by the Portuguese in 1505; it was held by the Dutch, French and British before independence in 1968. | Tropical, modified by SE trade winds; warm, dry winter; hot, wet, humid summer |
| Mozambique Land: 784,090; water: 17,500; total: 801,590 | After almost 500 years as a Portuguese colony, independence came in 1975. Emigration by whites and a civil war which ended in 1992 hindered development. The 1990 constitution provided for multiparty elections and a free market economy. | Tropical to subtropical |
| Namibia Total: 825,418 | Colonised by Germany in the late 1800s, Namibia was administered by South Africa from 1918. After a 25-year bush war, it gained independence in 1990 and has been governed by SWAPO since. | Mainly desert; hot, dry; rainfall sparse and erratic |
| Seychelles Total: 455 | Britain ruled the islands from 1814 to independence in 1976. A new constitution and free elections came in 1993. | Tropical marine; humid; cooler season in southeast monsoon (late May to Sep); warmer during northwest monsoon (Mar to May) |
| South Africa Total: 1,219,912 | After rule by various Boer republics and the British the resulting Union of South Africa (1910) and Republic (1961) operated under a policy of the separation of the races. The 1990s brought an end to apartheid politically and in 1994 ushered in black majority rule. | Mostly semi-arid; subtropical along east coast; sunny days, cool nights |
| Swaziland Land: 17,203; water: 160; total: 17,363 | Autonomy for the Swazis of southern Africa was guaranteed by the British in the late 19th century; independence was granted in 1968. Political parties banned. | Varies from tropical to near temperate |
| Tanzania Land: 886,037; water: 59,050; total: 945,087 | Shortly after achieving independence from Britain in the early 1960s, Tanganyika and Zanzibar merged to form the nation of Tanzania in 1964. | Varies from tropical along coast to temperate in highlands |
| Zambia Land: 740,724; water: 11,890; total: 752,614 | Northern Rhodesia was administered by the [British] South Africa Company from 1891 until it was taken over by the UK in 1923, changing to Zambia upon independence in 1964. | Tropical; modified by altitude; rainy season (October to April) |
| Zimbabwe Land: 386,670; water: 3,910; total: 390,580 | The UK annexed Southern Rhodesia from the [British] South Africa Company in 1923. In 1965 the (White) government unilaterally declared its independence. UN sanctions and a guerrilla uprising led to free elections in 1979 and independence (as Zimbabwe) in 1980. | Tropical; moderated by altitude; rainy season (November to March) |

Geography

| Terrain | Natural resources | Land use |
|---|--|--|
| Narrow coastal plain rises abruptly to vast interior plateau | Oil, diamonds, iron ore, phosphates, copper, feldspar, gold, bauxite, uranium | Arable land: 3.0%; other 97%. |
| Predominantly flat to gently rolling tableland; Kalahari Desert in southwest | Diamonds, copper, nickel, salt, soda ash, potash, coal, iron ore, silver | Arable land: 0.7%; other 99.3%. |
| Vast central basin is a low-lying plateau; mountains in east | Cobalt, copper, oil, diamonds, gold, silver, zinc, manganese, tin, uranium, coal, hydropower, timber | Arable land: 2.9%; permanent crops: 0.5%; other 96.6%. |
| Mostly highland with plateaus, hills, and mountains | Water, agriculture, diamonds, sand, clay, building stone | Arable land: 10.9%; permanent crops: 0.1%; other 89%. |
| Narrow elongated plateau with rolling plains, rounded hills, some mountains | Limestone, arable land, hydropower, unexploited deposits of uranium, coal, and bauxite | Arable land: 20.7%; permanent crops: 1.2%; other 78%. |
| Island: small coastal plain rising to discontinuous mountains encircling central plateau | Arable land, fish | Arable land: 49%; permanent crops: 2.9%; other 48%. |
| Mostly coastal lowlands, uplands in centre, high plateaus in northwest, mountains in west | Coal, titanium, natural gas, hydropower, tantalum, graphite | Arable land: 5.4%; permanent crops: 0.3%; other 94%. |
| Mostly high plateau; Namib Desert along coast; Kalahari Desert in east | Diamonds, copper, uranium, gold, lead, tin, lithium, cadmium, zinc, salt, hydropower, fish | Arable land: 1%; permanent pasture: 46%; forests/woodland: 22%; other 22%. |
| Islands. Mahe Group is granitic, narrow coastal strip, rocky, hilly; others are coral, flat, elevated reefs | Fish, copra, cinnamon trees | Arable land: 2.2%; permanent crops: 13%; other 84.8%. |
| Vast interior plateau rimmed by rugged hills and narrow coastal plain | Gold, chromium, antimony, coal, iron ore, manganese, nickel, phosphates, tin, uranium, diamonds, platinum, copper, vanadium, salt, natural gas | Arable land: 12.1%; permanent crops: 0.8%; other 87.1%. |
| Mostly mountains and hills; some moderately sloping plains | Asbestos, coal, clay, cassiterite, hydropower, forests, small gold and diamond deposits, quarry stone and talc | Arable land: 10.3%; permanent crops: 0.8%; other 88.9%. |
| Plains along coast; central plateau; highlands in north, south | Hydropower, tin, phosphates, iron ore, coal, diamonds, gemstones, gold, natural gas, nickel | Arable land: 4.2%; permanent crops: 1.2%; other 94.6%. |
| Mostly high plateau with some hills and mountains | Copper, cobalt, zinc, lead, coal, emeralds, gold, silver, uranium, hydropower | Arable land: 7%; other 93%. |
| Mostly high plateau with higher central plateau (highveld); mountains in east | Coal, chromium, asbestos, gold, nickel, copper, iron ore, vanadium, lithium, tin, platinum group metals | Arable land: 8.2%; permanent crops: 0.3%; other 91.4%. |

Source: CIA World Book

People

| | Pop. 2007 (growth pa) | Age structure | Ethnic groups |
|---|--------------------------|--|--|
| Angola | 17.0 million (2.8%) | 0-14: 43.5%; 15-64: 53.7%; +65: 2.7% | Ovimbundu: 37%; Kimbundu: 25%; Bakongo: 13%; Mestico (mixed European and native African): 2%; European: 1%; Other 22% |
| Botswana | 1.9 million (1.2%) | 0-14: 34.8%; 15-64: 61.4%; +65: 3.9% | Tswana: 79%; Kalanga: 11%; Basarwa: 3%; Other, including Kgalagadi and White: 7% |
| Democratic Republic of the Congo | 62.4 million (2.9%) | 0-14: 46.9%; 15-64: 50.6%; +65: 2.5% | Over 200 ethnic groups, majority Bantu. Four largest tribes: Mongo, Luba, Kongo (Bantu), Mangbetu-Azande (Hamitic): about 45% |
| Lesotho | 2.0 million (0.5%) | 0-14: 34.8%; 15-64: 60.2%; +65: 5.0% | Sotho: 99.7%; White, Asian, and other: 0.3% |
| Malawi | 13.9 million (2.5%) | 0-14: 45.8%; 15-64: 51.5%; +65: 2.7% | Chewa, Nyanja, Tumbuka, Yao, Lomwe, Sena, Tonga, Ngoni, Ngonde, Asian, European |
| Mauritius | 1.3 million (0.7%) | 0-14: 22.5%; 15-64: 70.4%; +65: 7.1% | Indo-Mauritian: 68%; Creole: 27%; Sino-Mauritian: 3%; Franco-Mauritian: 2% |
| Mozambique | 21.4 million (1.9%) | 0-14: 44.3%; 15-64: 52.8%; +65: 2.9% | African (Makhuwa, Tsonga, Lomwe, Sena, and others): 99.7%; Europeans: 0.06%; Euro-Africans: 0.2%; Indian: 0.1% |
| Namibia | 2.1 million (1.3%) | 0-14: 35.9%; 15-64: 60.2%; +65: 3.9% | Ovambo: 50%; Kavangos: 9%; Herero: 7%; Damara: 7%; White 6%; Mixed 6.5%; Nama: 5%; Caprivian: 4%; Bushmen: 3%; Other: 3% |
| Seychelles | 0.09 million (0.5%) | 0-14: 22.8%; 15-64: 70.1%; +65: 7.1% | Mixed French, African, Indian, Chinese, and Arab |
| South Africa | 47.6 million (0.4%) | 0-14: 28.9%; 15-64: 65.8%; +65: 5.4% | Black African: 79%; White: 9.6%; Colored: 8.9%; Indian: 2.5% |
| Swaziland | 1.1 million (0.6%) | 0-14: 39.4%; 15-64: 56.9%; +65: 3.7% | African: 97%; European: 3% |
| Tanzania | 40.4 million (2.4%) | 0-14: 43.0%; 15-64: 54.1%; +65: 2.9% | Mainland: African: 99% (mainly Bantu from over 130 tribes); Asian, European, and Arab: 1%; Zanzibar: Arab, African, mixed Arab and African |
| Zambia | 11.9 million (1.9%) | 0-14: 45.1%; 15-64: 52.6%; +65: 2.3% | African: 98.7%; European: 1.1%; Other: 0.2% |
| Zimbabwe | 13.4 million (1.3%) | 0-14: 43.9%; 15-64: 52.2%; +65: 3.9% | Shona: 82%; Ndebele: 14%; Other Black: 2%; Mixed/Asian: 1%; White: under 1% |

| Languages | Literacy % 15+ can read/write | Share of income of highest 10% (lowest 40%) | Population % urban (% in 1m cities) | HIV/Aids % adult prevalence |
|--|--|--|--|--|
| Portuguese (official), Bantu and other African languages | Total: 67.4%; Male: 82.9%; Female: 54.2% | N/A (N/A) | 53% (17%) | 2.1% |
| Setswana: 78%; Kalanga 8%; Sekgalagadi: 3%; English (official): 2%; Other 9% | Total: 81.2%; Male: 80.4%; Female: 81.8% | 51.0% (7.1%) | 57% (-) | 23.9% |
| French (official), Lingala (a lingua franca trade language), Kingwana (dialect of Kiswahili), Kikongo, Tshiluba | Total: 67.2%; Male: 80.9%; Female: 54.1% | N/A (N/A) | 32% (17%) | 4.2% |
| Sesotho, English (official), Zulu, Xhosa | Total: 84.8%; Male: 74.5%; Female: 94.5% | 48.3% (5.8%) | 19% (-) | 23.2% |
| Chichewa (official) 57.2%; Chinyanja: 12.8%; Chiyao 10.1%; Chitumbuka: 9.5%; Other: 10.4% | Total: 62.7%; Male: 76.1%; Female: 49.8% | 31.8% (17.8) | 17% (N/A) | 11.9% |
| Creole: 80.5%; Bhojpuri: 12.1%; French: 3.4%; English (official); 1%; Other: 4% | Total: 84.4%; Male: 88.4%; Female: 80.5% | N/A (N/A) | 42% (-) | 1.7% |
| Emakhuwa: 26.1%; Xichangana 11.3%, Portuguese (official; spoken by 27%); 8.8%; Elomwe; 7.6%; Cisena; 6.8%; Other: 39.4% | Total: 47.8%; Male: 63.5%; Female: 32.7% | 39.4% (14.7%) | 35% (7%) | 12.5% |
| English (official): 7%; Afrikaans (common language of most of the population/ 60% of Whites) German: 32%; Indigenous languages (Oshivambo, Herero, Nama) | Total: 85%; Male: 86.8%; Female: 83.5% | 64.5% (4.4%) | 35% (-) | 15.3% |
| Creole; 91.8%; English (official): 4.9%; Other: 3.3% | Total: 91.8%; Male: 91.4%; Female: 92.3% | N/A (N/A) | N/A (N/A) | N/A |
| Zulu: 23.8%; Xhosa: 17.6%; Afrikaans: 13.3%; Pedi: 9.4%; English: 8.2%; Tswana: 8.2%; Sotho: 7.9%; Tsonga: 4.4%; Other: 7.2% | Total: 86.4%; Male: 87%; Female: 85.7% | 44.7% (9.8%) | 59% (30%) | 18.1% |
| English (official, government business conducted in English), siSwati (official) | Total: 81.6%; Male: 82.6%; Female: 80.8% | 40.7% (12.5%) | 24% (-) | 26.1% |
| Kiswahili (official), English (official, language of commerce, administration, and higher education), Arabic, many local languages | Total: 69.4%; Male: 77.5%; Female: 62.2% | 26.9% (19.3%) | 24% (7%) | 6.2% |
| English (official); Major vernaculars: Bemba, Kaonda, Lozi, Lunda, Luvale, Nyanja, Tonga, plus some 70 other indigenous languages | Total: 80.6%; Male: 86.8%; Female: 74.8% | 38.8% (11.5%) | 35% (11%) | 15.2% |
| English (official); Shona; Sindebele (Ndebele); Numerous minor dialects | Total: 90.7%; Male: 94.2%; Female: 87.2% | 40.3% (12.7%) | 36% (12%) | 15.3% |

Sources: World Bank/CIA World Book

| | GDP US\$ 2007 (growth) | Exports FOB US\$ | Export Partners (%) | Exports |
|---|---------------------------------------|-----------------------------|--|---|
| Angola | 58.6 billion (23.4%) | 72.6 billion (2008 est) | USA (32), China (32), France (6), Taiwan (5) | Oil, diamonds, gas, coffee, sisal, fish |
| Botswana | 11.8 billion (3.8%) | 5.1 billion (2008 est) | European Free Trade Assoc. (87), Southern African Customs Union (7), Zimbabwe (4) | Diamonds, copper, nickel, soda ash, meat, textiles |
| Democratic Republic of the Congo | 9.0 billion (6.5%) | 1.6 billion (2006 est) | Belgium (24), China (22), USA (10) | Diamonds, copper, oil, coffee, cobalt |
| Lesotho | 1,6 billion (4.9%) | 1.1 billion (2008 est) | Excl. South Africa: USA (72), Belgium (26) | Clothing, footwear, vehicles, wool and mohair, food, live animals |
| Malawi | 3.6 billion (7.4%) | 0.7 billion (2008 est) | Germany (12), South Africa (10), Egypt (9), Zimbabwe (8) | Tobacco (53%), tea, sugar, cotton, coffee, peanuts, wood products, clothing |
| Mauritius | 6,4 billion (4.7%) | 2.4 billion (2008 est) | UK (35), France (14), USA (8) | Clothing and textiles, sugar, cut flowers, molasses |
| Mozambique | 7.6 billion (7.0%) | 2.7 billion (2008 est) | Italy (19), Belgium (18), Spain (13), South Africa (12) | Aluminum, prawns, cash- ews, cotton, sugar, citrus, timber, bulk electricity |
| Namibia | 6,7 billion (5.9%) | 3.0 billion (2008 est) | South Africa (33), US (4) | Diamonds, copper, gold, ura- nium, zinc, lead; cattle, pro- cessed fish, karakul skins |
| Seychelles | 0.7 billion (6.3%) | 0.4 billion (2008 est) | UK (24), France (20), Mauritius (10) | Canned tuna, frozen fish, cinnamon bark, copra, oil products (reexports) |
| South Africa | 277.6 billion (4.8%) | 81.5 billion (2008 est) | USA (12), Japan (11), Germany (8), UK (8), China (7) | Gold, diamonds, platinum, other metals and minerals, machinery & equipment. |
| Swaziland | 2,9 billion (2.4%) | 1.8 billion (2008 est) | South Africa (60), EU (9), US (9), Mozambique (6) | Soft drink concentrates, sugar, wood pulp, cotton yarn, refrigerators, citrus and canned fruit |
| Tanzania | 16.2 billion (7.1%) | 2.5 billion (2008 est) | China (10), India (10), Neth- erlands (7), Germany (6) | Gold, coffee, cashew nuts, manufactured goods, cotton |
| Zambia | 11.4 billion (6.0%) | 5.6 billion (2008 est) | Switzerland (42), South Africa (12), Thailand (6), DRC (5) | Copper/cobalt (64%), cobalt, electricity; tobacco, flowers, cotton |
| Zimbabwe | 3.4 billion (imploding) | 1.8 billion (2008 est) | South Africa (34), Dem. Rep. Congo (8), Japan (8), Botswana (7) | Platinum, cotton, tobacco, gold, ferroalloys, textiles/ clothing |

| Imports FOB US\$ | Import partners (%) | Imports | Currency (symbol) US\$ 1 = (year) |
|-----------------------------|--|--|---|
| 15.3 billion (2008 est) | Portugal (20), USA (11), China (11), Brazil (10) | Machinery, electrical equipment, vehicles, medicines, food | Kwanza (AOA) 75.0 (2008) |
| 4.0 billion (2008 est) | Southern African Customs Union (74), EFTA (17), Zimbabwe (4) | Food, machinery, electrical goods, transport equip., textiles, fuel, wood, paper and metal products, | Pula (BWP) 6.8 (2008) |
| 2.3 billion (2006 est) | South Africa (23), Belgium (10), Zambia (9), Zimbabwe (8) | Food, mining and other machinery, transport equipment, fuel | Congolese Franc (CDF) 464.69 (2006) |
| 1.3 billion (2008 est) | Excl. South Africa: China (60), India (10), South Korea (7) | Food, building materials, vehicles, machinery, medicines, fuel | Loti (LTL) 7.75 (2008) |
| 1.0 billion (2008 est) | South Africa (36), India (9), Tanzania (6) | Food, fuel, semi-manufactured goods, consumer goods, transportation equipment | Malawian kwacha (MWK) 142.41 (2008) |
| 4.5 billion (2008 est) | India (21), China (11), France (11), South Africa (7), | Manufactured goods, capital equipment, foodstuffs, fuel, chemicals | Mauritian rupee (MUR) 27.97 (2008) |
| 3.8 billion (2008 est) | South Africa (37), Australia (9), China (5) | Machinery and equipment, vehicles, fuel, chemicals, metal products, food, textiles | Metical (MZM) 24.12 (2008) |
| 3.6 billion (2008 est) | South Africa (85), US | Food, fuel, machinery and equipment, chemicals | Namibian dollar (NAD) 7.75 (2008) |
| 1.0 billion (2008 est) | Saudi Arabia (18), Germany (11), Spain (8), France (8), South Africa (6) | Machinery and equipment, food, fuel, chemicals | Seychelles rupee (SCR) 8.00 (2008) |
| 87.3 billion (2008 est) | Germany (11), China (10), Spain (8), USA (7), Japan (6) | Machinery and equip., chemicals, fuel, scientific instruments, food | Rand (ZAR) 7.96 (2008) |
| 2.0 billion (2008 est) | South Africa (96), EU (1), Japan (1) | Vehicles, machinery, transport equipment, food, fuel, chemicals | Lilangeni (SZL) 7.75 (2008) |
| 5.9 billion (2008 est) | China (12), South Africa (8), Kenya (8), India (7) | Cons goods, machinery & transport- ation equip, ind. raw materials, oil | Tanzanian shilling (TZS) |
| 4.4 billion (2008 est) | South Africa (47), UAE (6), China (6), India (4) | Machinery, transportation equip., oil products, electricity, fertilizer; food, clothing | 1,178.1 (2008) Zambian kwacha (ZMK) |
| 2.3 billion (2008 est) | South Africa (51), China (8), USA (5) | Machinery and transport equipment, other manufactured products, chemicals, fuel | 3,512.9 (2008) Zimbabwean dollar (ZWD) N/A |

SADC countries in the World

| Country | GDP US\$ billion 2007 | Rank | GDP growth 2007 | Pop millions 2007 | Rank | GN Income US\$ per capita 2007 | Rank |
|---------------------|-----------------------------|------|-----------------------|-------------------------|------|--------------------------------------|------|
| World | | | | | | | |
| United States | 13811.2 | 1 | 2.2 | 301.6 | 3 | 46040 | 15 |
| Japan | 4376.7 | 2 | 2.1 | 127.8 | 10 | 37670 | 25 |
| Germany | 3297.2 | 3 | 2.5 | 82.3 | 14 | 38860 | 23 |
| China | 3280.1 | 4 | 11.9 | 1320.0 | 1 | 2360 | 132 |
| United Kingdom | 2727.8 | 5 | 3.0 | 61.0 | 22 | 42740 | 19 |
| France | 2562.3 | 6 | 2.2 | 61.7 | 21 | 38500 | 25 |
| Canada | 1326.4 | 9 | 2.7 | 33.0 | 36 | 39420 | 22 |
| India | 1171.0 | 12 | 9.0 | 1123.3 | 2 | 950 | 160 |
| Australia | 821.7 | 15 | 4.5 | 21.0 | 50 | 35960 | 28 |
| Finland | 246.0 | 32 | 4.4 | 5.3 | 108 | 44400 | 17 |
| Malaysia | 180.7 | 37 | 5.7 | 26.6 | 43 | 6540 | 81 |
| New Zealand | 129.4 | 51 | 3.4 | 4.2 | 120 | 28780 | 38 |
| Africa | | | | | | | |
| South Africa+ | 277.6 | 28 | 4.8 | 47.6 | 26 | 5760 | 88 |
| Nigeria | 165.7 | 41 | 6.3 | 148.0 | 8 | 930 | 161 |
| Algeria | 135.3 | 49 | 3.1 | 33.9 | 35 | 3620 | 108 |
| Egypt | 128.1 | 52 | 7.1 | 75.5 | 16 | 1580 | 144 |
| Angola+ | 58.5 | 60 | 23.4 | 17.0 | 56 | 2560 | 125 |
| Kenya | 29.5 | 79 | 6.9 | 37.5 | 34 | 680 | 173 |
| Tanzania+ | 16.2 | 95 | 7.1 | 40.4 | 30 | 400 | 187 |
| Ghana | 15.2 | 98 | 6.3 | 23.5 | 46 | 590 | 175 |
| Botswana+ | 11.8 | 105 | 3.8 | 1.9 | 143 | 5840 | 86 |
| Zambia+ | 11.4 | 108 | 6.0 | 11.9 | 69 | 800 | 169 |
| Gabon | 10.7 | 112 | 5.6 | 1.3 | 148 | 6670 | 80 |
| Congo, Dem. Rep.+ | 9.0 | 118 | 6.5 | 62.4 | 20 | 140 | 208 |
| Mozambique+ | 7.8 | 120 | 7.0 | 21.4 | 49 | 320 | 195 |
| Namibia+ | 6.7 | 127 | 5.9 | 2.1 | 139 | 3360 | 114 |
| Mauritius+ | 6.4 | 129 | 4.7 | 1.3 | 149 | 5450 | 92 |
| Malawi+ | 3.6 | 142 | 7.4 | 13.9 | 63 | 250 | 203 |
| Zimbabwe+ | 3.4 est | 146 | N/A | 13.4 | 64 | 340 | 191 |
| Swaziland+ | 2.9 | 148 | 2.4 | 1.1 | 150 | 2580 | 124 |
| Lesotho+ | 1.6 | 156 | 4.9 | 2.0 | 142 | 1000 | 157 |
| Seychelles+ | 0.7 | 167 | 6.3 | 0.09 | 191 | 8960 | 73 |
| Sub-Saharan Africa | 842.9 | | 6.2 | 799.8 | | 852 | |
| World low income | 810.0 | | 6.5 | 1295.7 | | 578 | |
| World middle income | 13342.2 | | 7.9 | 4259.9 | | 2872 | |
| World high income | 40197.3 | | 2.6 | 1056.3 | | 37566 | |
| World | 54,347.0 | | 3.8 | 6612.0 | | | |

+ SADC countries

This table reads: According to the World Bank, South Africa's Gross Domestic Product in 2007 was US\$277.6 billion (rank 28), its population 47.6 million (rank 26) and the average Gross National Income per capita was US\$5760 (rank 88).

Source: World Bank/World Development Indicators 2008.

SOUTH AFRICA

Provinces and capitals



Provinces & Capitals

| Province | Capital | Area* Sq Km | % | Population# '000 | % | GDP+ % |
|---------------|------------------|----------------|------------|---------------------|------------|------------|
| Eastern Cape | Bhisho | 169580 | 13.9 | 6579 | 13.5 | 8.1 |
| Free State | Bloemfontein | 129480 | 10.6 | 2878 | 5.9 | 5.5 |
| Gauteng | Johannesburg | 17010 | 1.4 | 10447 | 21.5 | 33.3 |
| KwaZulu-Natal | Pietermaritzburg | 92100 | 7.6 | 10106 | 20.8 | 16.7 |
| Mpumalanga | Nelspruit | 79490 | 6.5 | 3590 | 7.4 | 6.8 |
| Northern Cape | Kimberley | 361830 | 29.7 | 1126 | 2.3 | 2.2 |
| Limpopo | Polokwane | 123910 | 10.2 | 5275 | 10.8 | 6.7 |
| North West | Mafikeng | 116320 | 9.5 | 3425 | 7.0 | 6.3 |
| Western Cape | Cape Town | 129370 | 10.6 | 5262 | 10.8 | 14.4 |
| Total | | 1219090 | 100 | 48687 | 100 | 100 |

This table reads: Eastern Cape has 13.9% of the area of South Africa, 13.5% of its population and 8.1% of its GDP.

* Pre-2006 boundaries # Mid 2008 estimates based on 2001 Census with original boundaries. + Regional analysis of GDP last conducted 2004.

Source: Statistics SA/South Africa Yearbook 2007/8.

Gross Domestic Product (GDP) by Economic activity 2000 vs 2008

| R million at constant year 2000 prices Activity | 2000 | | 2008 | | % inc |
|--|---------------|-------------|----------------|-------------|-------------|
| | R millions | % | R millions | % | |
| Primary sector | | | | | |
| Agriculture, forestry, fishing | 27451 | 3.0 | 33592 | 2.6 | 22.4 |
| Mining, quarrying | 63391 | 6.9 | 64145 | 5.0 | 1.2 |
| Secondary sector | | | | | |
| Manufacturing | 159107 | 17.3 | 202116 | 15.9 | 27.0 |
| Electricity, water | 22789 | 2.5 | 25376 | 2.0 | 11.3 |
| Construction | 21114 | 2.3 | 47322 | 3.7 | 124.1 |
| Tertiary sector | | | | | |
| Wholesale, retail trade, hotels, restaurants | 122705 | 13.3 | 175436 | 13.8 | 43.0 |
| Transport, communication | 80872 | 8.8 | 127552 | 10.0 | 57.7 |
| Finance, real estate, bus. services | 156252 | 16.9 | 255378 | 20.1 | 63.4 |
| Personal services | 51383 | 5.6 | 68382 | 5.4 | 33.1 |
| General Government services | 133158 | 14.4 | 160013 | 12.6 | 20.2 |
| Total value at basic prices | 838221 | 90.9 | 1159312 | 91.2 | 38.3 |
| Taxes less subsidies | 83930 | 9.1 | 112405 | 8.8 | 33.9 |
| GDP | 922151 | 100 | 1271717 | 100 | 37.9 |

This table reads: Agriculture, forestry & fishing accounted for R27451m (3.0%) of GDP in 2000. In 2008 it accounted for R33592m (2.6%) - an increase of 22.4% at constant year 2000 prices.

Source: Statistics SA as at Q4 2008 estimates

Personal Disposable Income by Province 2006

| Province | % |
|---------------|---------|
| Eastern Cape | 8.8 |
| Free State | 5.5 |
| Gauteng | 34.8 |
| KwaZulu-Natal | 16.3 |
| Mpumalanga | 5.8 |
| North West | 6.3 |
| Northern Cape | 2.1 |
| Limpopo | 5.6 |
| Western Cape | 14.7 |
| Total | R1232bn |

This table reads: Eastern Cape accounted for 8.8% of the R1232bn Personal Disposable Income in 2006.

Source: Bureau of Market Research, UNISA

Household Expenditure by Population

| Group | Black | Coloured/ Indian | White |
|---------------------------------------|--------------|---------------------|-------------|
| Share of population | 79.4% | 11.4% | 9.2% |
| Food and non-alcoholic beverages | 62,1 | 13,6 | 24,3 |
| Alcoholic beverages and tobacco | 49,1 | 19,7 | 31,2 |
| Clothing and footwear | 62,2 | 13,8 | 24,0 |
| Housing, water, electricity/fuel | 39,8 | 14,5 | 45,7 |
| Furnishings, household equip., maint. | 49,1 | 10,4 | 40,5 |
| Health | 37,3 | 10,2 | 52,5 |
| Transport | 36,7 | 13,0 | 50,3 |
| Communication | 39,6 | 14,0 | 46,4 |
| Recreation and culture | 32,2 | 13,7 | 54,1 |
| Education | 47,1 | 10,4 | 42,5 |
| Restaurants and hotels | 43,1 | 11,1 | 45,8 |
| Miscellaneous goods and services | 37,1 | 11,0 | 51,9 |
| Total consumption expenditure | 44,3 | 12,8 | 42,9 |

This table reads: According to Statistics SA in 2005/6 Black households accounted for 62.1% of food and non-alcoholic beverage consumption expenditure, Coloured/Indian households for 13.6% and White households for 24.3%.

Source: Statistics SA Income & Expenditure of Households 2005/6.

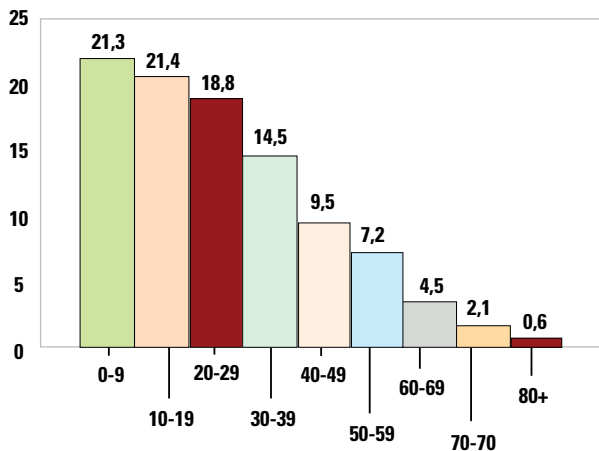
Population Profile Adults 16+

| Demographic | '000 | % |
|----------------------------|--------------|------------|
| Total | 31305 | 100 |
| Race | | |
| Black | 23617 | 75.4 |
| Coloured | 2758 | 8.8 |
| Indian | 831 | 2.7 |
| White | 4099 | 13.1 |
| Sex | | |
| Male | 15600 | 49.8 |
| Female | 15705 | 50.2 |
| Age | | |
| 16-24 | 8259 | 26.4 |
| 25-34 | 7524 | 24.0 |
| 35-49 | 8389 | 26.8 |
| 50+ | 7134 | 22.8 |
| Household income pm | | |
| R1-799 | 2202 | 7.0 |
| R800-1399 | 5204 | 16.6 |
| R1400-2499 | 5092 | 16.3 |
| R2500-4999 | 6065 | 19.4 |
| R5000-7999 | 4087 | 13.1 |
| R8000-10999 | 3077 | 9.8 |
| R11000-19999 | 3211 | 10.3 |
| R20000+ | 2366 | 7.6 |
| Community | | |
| Major metropolitan | 10801 | 34.5 |
| Cities/large towns | 4113 | 13.1 |
| Small towns/villages | 3992 | 12.8 |
| Settlements/rural | 12399 | 39.6 |
| Province | | |
| Western Cape | 3100 | 9.9 |
| Northern Cape | 775 | 2.5 |
| Free State | 2005 | 6.4 |
| Eastern Cape | 4658 | 14.9 |
| KwaZulu-Natal | 6385 | 20.4 |
| Mpumalanga | 2329 | 7.4 |
| Limpopo | 3375 | 10.8 |
| Gauteng | 6442 | 20.6 |
| North West | 2236 | 7.1 |
| Metro area | | |
| Durban | 1867 | 6.0 |
| Pietermaritzburg | 337 | 1.1 |

| Demographic | '000 | % |
|---------------------------------------|-------|------|
| Johannesburg/Soweto | 1898 | 6.1 |
| Reef | 2427 | 7.8 |
| Pretoria | 1295 | 4.1 |
| Vaal | 654 | 2.1 |
| Cape Town | 2002 | 6.4 |
| Cape fringe | 293 | 0.9 |
| Port Elizabeth/Uiten. | 849 | 2.7 |
| East London | 387 | 1.2 |
| Kimberley | 144 | 0.5 |
| Bloemfontein | 293 | 0.9 |
| Read/Understand | | |
| Yes | 30717 | 98.1 |
| No | 588 | 1.9 |
| Highest education | | |
| No school | 1044 | 3.3 |
| Some primary | 2345 | 7.5 |
| Primary completed | 2548 | 8.1 |
| Some high | 12462 | 39.8 |
| Matric | 8927 | 28.5 |
| Technikon degree | 1741 | 5.6 |
| University degree | 1075 | 3.4 |
| Other post matric | 1163 | 3.7 |
| Living Standards Measure (LSM) | | |
| Group 1 | 1062 | 3.4 |
| Group 2 | 2729 | 8.7 |
| Group 3 | 2878 | 9.2 |
| Group 4 | 4525 | 14.5 |
| Group 5 | 4855 | 15.5 |
| Group 6 | 5682 | 18.2 |
| Group 7 | 2932 | 9.4 |
| Group 8 | 2175 | 6.9 |
| Group 9 | 2561 | 8.2 |
| Group 10 | 1905 | 6.1 |
| Employment | | |
| Work full time | 9477 | 30.3 |
| Work part time | 2832 | 9.0 |
| Do not work | 18996 | 60.7 |

This table reads: According to AMPS 2008, the adult population is 31.305 million. Of these 23.617 million (75.4%) are Black, 2.758 million (8.8%) are Coloured. (Rounding-off occurs).

Source: AMPS 2008 (AB)



Population distribution by age

| Age | '000 | % |
|-------|--------|-------|
| 0-9 | 10,394 | 21.3 |
| 10-19 | 10,431 | 21.4 |
| 20-29 | 9,151 | 18.8 |
| 30-39 | 7,061 | 14.5 |
| 40-49 | 4,631 | 9.5 |
| 50-59 | 3,511 | 7.2 |
| 60-69 | 2,174 | 4.5 |
| 70-79 | 1,026 | 2.1 |
| 80+ | 309 | 0.6 |
| Total | 48,687 | 100.0 |

This table reads: The 0 to 9 age group population is just over 10 million (21.3% of the total) according to the 2001 Census, adjusted mid 2008 (rounding off occurs)

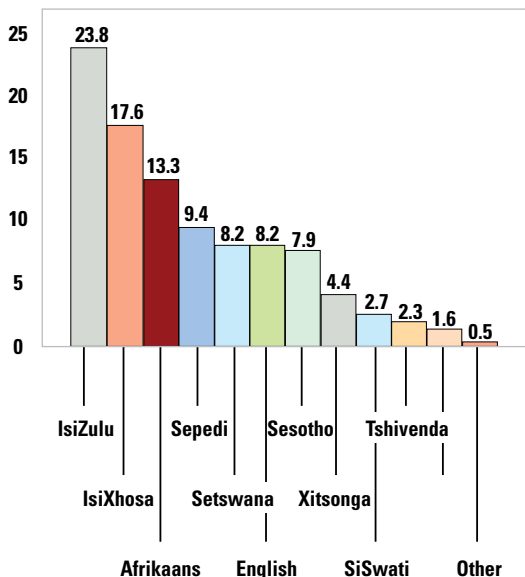
Source: Statistics SA Census 2001 adjusted mid 2008

Population by Home language

| Language | 1996 % | 2001 % |
|------------|--------|--------|
| IsiZulu | 22.9 | 23.8 |
| IsiXhosa | 17.9 | 17.6 |
| Afrikaans | 14.4 | 13.3 |
| Sepedi | 9.2 | 9.4 |
| English | 8.6 | 8.2 |
| Setswana | 8.2 | 8.2 |
| Sesotho | 7.7 | 7.9 |
| Xitsonga | 4.4 | 4.4 |
| SiSwati | 2.5 | 2.7 |
| Tshivenda | 2.2 | 2.3 |
| IsiNdebele | 1.5 | 1.6 |
| Other | 0.6 | 0.5 |

This table reads: IsiZulu home language speakers were 22.9% of the 1996 Census and 23.8% of the 2001 Census.

Source: Statistics South Africa Census 1996 and 2001



Access to Media

| | All Races | Black | Coloured | Indian | White |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Population '000 | 31305 | 23446 | 2734 | 826 | 4102 |
| | % | % | % | % | % |
| Any of AMPS newspapers | | | | | |
| Dailies (21) | 31.4 | 28.2 | 44.0 | 36.3 | 41.0 |
| Weeklies (27) | 35.4 | 30.7 | 40.4 | 63.7 | 53.3 |
| Any AMPS newspaper | 48.6 | 43.5 | 60.9 | 71.3 | 65.3 |
| Any of AMPS magazines | | | | | |
| Weeklies (13) | 22.1 | 15.0 | 39.5 | 27.9 | 49.7 |
| Fortnightlies (2) | 7.8 | 8.3 | 9.2 | 5.1 | 4.0 |
| Monthlies (75) | 29.6 | 24.0 | 39.2 | 40.3 | 53.0 |
| Alternate monthlies (19) | 8.1 | 6.8 | 9.9 | 8.1 | 14.9 |
| Any AMPS magazine | 40.0 | 32.3 | 56.4 | 51.4 | 71.5 |
| Any AMPS newspaper/magazine | 60.3 | 52.6 | 77.8 | 82.5 | 88.0 |
| Cinema/Drive-in | | | | | |
| Past 3 months | 8.7 | 5.2 | 11.4 | 28.6 | 23.2 |
| Radio | | | | | |
| Last 7 days | 94.1 | 94.7 | 89.7 | 94.1 | 94.0 |
| TV | | | | | |
| Last 7 days | 83.7 | 79.7 | 96.1 | 96.3 | 96.4 |
| Internet | | | | | |
| Accessed last 4 weeks | 9.5 | 4.6 | 12.0 | 19.9 | 33.7 |
| Ads on Outdoor last 4 weeks | | | | | |
| Billboards | 84.2 | 82.2 | 87.0 | 92.3 | 92.1 |
| In-store | 89.5 | 88.3 | 92.7 | 93.9 | 93.2 |
| Bus shelters | 53.9 | 49.4 | 61.2 | 74.0 | 70.8 |
| Taxis/minibuses | 76.6 | 75.6 | 79.8 | 87.6 | 77.9 |
| Trailer Ads | 57.9 | 53.7 | 62.3 | 73.6 | 75.8 |

This table reads: According to AMPS 2008 (rolling 12 months survey), 31.4% of all adults were reached by the average issue of all 21 daily newspapers monitored by the survey. Penetration was highest among the Coloured population (44.0%) and lowest among Blacks (28.2%).

Source: AMPS 2008 (AB)

Access to Telecommunications

| | | | |
|--------------------------------------|------|--|-------------|
| Telephone mainlines per 100 people | 10.1 | Price basket for fixed line (US\$ per month) | 22.7 |
| Mobile subscribers per 100 people | 72.4 | Price basket for mobile (US\$ per month) | 13.8 |
| Population covered by mobile | 96% | | |
| Internet users per 100 people | 10.9 | Price basket for internet (US\$ per month) | 11.6 |
| PC's per 100 people | 8.5 | Internet hosts | 1.3 million |
| Broadband subscribers per 100 people | 0.35 | Country code | .za |

Source: CIA World Book, ICT at a Glance (research 2006 republished by World Bank 2008)

Above-the-line Adspend in R millions

| Category | Year | | | | | |
|-----------------------------|---------------|------------|--------------------|------------|----------------|------------|
| | 1998 | % | 2007 | % | 2008 | % |
| | R'm | | R'm | | R'm | |
| Daily newspapers | 1104.5 | 15.2 | 3533.4 | 15.1 | 3485.8 | 14.2 |
| Weekend newspapers | 448.0 | 6.2 | 1413.8 | 6.0 | 1554.0 | 6.3 |
| Black/Coloured/Asian papers | 151.5 | 2.1 | inc. in other cat. | | | |
| Community newspapers | 422.8 | 5.8 | 1547.9 | 6.6 | 1520.6 | 6.2 |
| Consumer magazines | 732.7 | 10.1 | 2114.1 | 9.0 | 2202.9 | 9.0 |
| Trade, technical, financial | 366.9 | 5.1 | 512.4 | 2.2 | 531.4 | 2.2 |
| Total print | 3226.4 | 44.5 | 9121.6 | 39.0 | 9294.7 | 37.8 |
| TV | 2938.8 | 40.5 | 9379.4 | 40.1 | 9961.6 | 40.6 |
| Radio | 795.3 | 11.0 | 2964.8 | 12.7 | 3345.2 | 13.6 |
| Cinema | 76.8 | 1.1 | 359.5 | 1.5 | 358.1 | 1.5 |
| Outdoor | 210.9 | 2.9 | 1161.1 | 5.0 | 1079.9 | 4.4 |
| Direct mail (unaddressed) | not monitored | | 139.9 | 0.6 | 150.5 | 0.6 |
| Internet | not monitored | | 272.0 | 1.2 | 375.9 | 1.5 |
| Total | 7248.2 | 100 | 23398.3 | 100 | 24565.9 | 100 |

Rounding off occurs. **Important note:** 2007 revised upwards from original data published in 2008 Media Facts. Excludes self promotion by TV stations on TV.

This table reads: According to Multimedia, TV accounted for R2938.8 million (40.5%) of the R7248.2 million spend on media in 1998. This rose to R9379.4 million (40.1%) in 2007 and R9961.6 (40.6%) in 2008.

Source: Nielsen Media Research's Multimedia

Growth of Media Opportunities

| Medium | Dec 1991 | Dec 2000 | Dec 2002 | Dec 2004 | Mar 2006 | Mar 2008 | Mar 2009 |
|--------------------------------|----------|----------|----------|----------|----------|----------|----------|
| TV stations | 7 | 56 | 60 | 67 | 74 | 85 | 92 |
| Radio stations (separate buys) | 34 | 105 | 106 | 117 | 115 | 135 | 137 |
| Daily newspapers | 22 | 17 | 18 | 18 | 20 | 21 | 21 |
| Major weeklies | 25 | 21 | 22 | 25 | 28 | 29 | 27 |
| Consumer mags & newspapers | 250 | 480 | 515 | 550 | 610 | 690 | 660 |
| Business to business print | 300 | 580 | 580 | 640 | 725 | 775 | 735 |
| Community newspapers & mags | N/A | 260 | 272 | 330 | 375 | 475 | 470 |
| Internet web pages | | 1.4 Bn | +3 Bn | +8 Bn | 9.7 Bn | +12 Bn | N/A# |

This table reads: There were seven TV channels in 1991. In March 2009 there were 92. **Comment:** TV: Includes DStv commercial and non-commercial stations. **Radio:** Estimated to be actively broadcasting at any one time. **Print media:** Dailies and weeklies exclude regional supplements/business editions. Consumer and Business to Business is estimated total opportunities offered.

#Internet: Estimated web pages indexed internationally by Google search engine. Google stopped providing estimate in 2006 and since then widely different estimates of size of the internet and page indexing render any figures meaningless. Google users blog boasts Google carries over one trillion URL addresses. Cuil.com, a new Google competitor, claims to index 120 billion web pages. WorldwideWebSize estimates 25.4 billion pages.

Source: Media Manager

Key indices 2000 to 2008

| Year | CPI % incr. | GDP % incr. | Rand to US\$ | Prime Rate % | Adspend % incr. |
|------|----------------|----------------|-----------------|-----------------|--------------------|
| 2000 | 5.4 | 4.2 | 6.96 | 14.50 | 11.1 |
| 2001 | 5.8 | 2.7 | 8.61 | 13.00 | 8.3 |
| 2002 | 9.1 | 3.7 | 10.54 | 17.00 | 16.8 |
| 2003 | 5.8 | 3.1 | 7.58 | 11.50 | 17.7 |
| 2004 | 1.4 | 4.9 | 6.46 | 11.00 | 23.3 |
| 2005 | 3.4 | 5.0 | 6.38 | 10.50 | 15.8 |
| 2006 | 4.6 | 5.3 | 6.78 | 12.50 | 17.2 |
| 2007 | 7.2 | 5.1 | 7.06 | 14.50 | 16.4 |
| 2008 | 11.5 | 3.1 | 8.26 | 15.00 | 5.0 |

This table reads: In 2000 the Consumer Price Index (CPI) rose by 5.4% over 1999. The Gross Domestic Product (GDP) rose by 4.2%, the US\$ bought R6.96, the Prime lending rate was 14.50% and adspend increased by 11.1%.

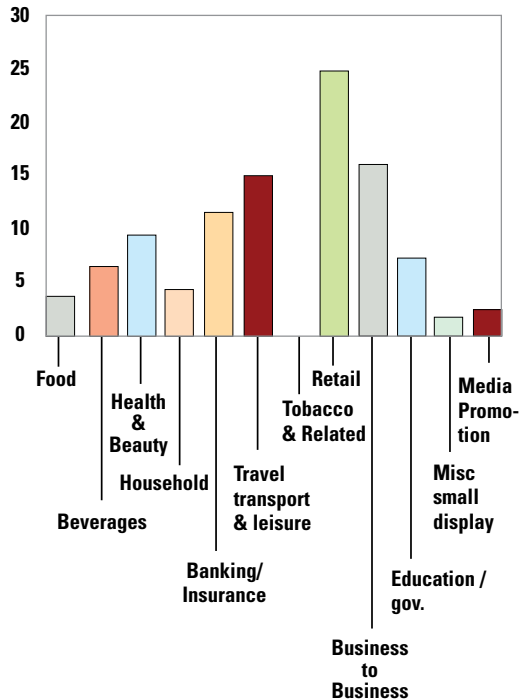
Source: Nedcor Economic Unit/Nielsen Media Research's Multimedia

Above-the-line Adspend by Category

| | 2008 R'm | % |
|-----------------------------|----------------|------------|
| Food | 916.2 | 3.7 |
| Beverages | 1496.8 | 6.1 |
| Health & beauty | 1956.5 | 8.0 |
| Household | 1031.8 | 4.2 |
| Banking/insurance | 2879.7 | 11.7 |
| Travel, transport & leisure | 3588.8 | 14.6 |
| Tobacco & related | 3.9 | 0.0 |
| Retail | 6031.3 | 24.6 |
| Business to Business | 3892.2 | 15.8 |
| Education/government etc | 1785.4 | 7.3 |
| Misc small display | 284.6 | 1.2 |
| Media promotion | 698.8 | 2.8 |
| Total | 24565.9 | 100 |

This table reads: According to Nielsen's Multimedia, above-the-line expenditure on Food was R916.2 million in 2008 (3.7%) out of the total of R24565.9 million. Note: Rounding off occurs.

Source: Nielsen Media Research's Multimedia



The market: Expected new pay TV competitors have not materialised.

Viewership trend: Continues in flux as stations jostle for audience via programming opportunities.

| Station | Ownership/ Language | Comment | Last 7 days viewership ex AMPS 2008 | | | | |
|---------|--------------------------------|---|-------------------------------------|-----------------|----------|--------|-------|
| | | | Total '000 | % of population | | | |
| | | | | Black | Coloured | Indian | White |
| SABC 1 | SABC All official languages | Free-to-air. | 22088 | 75.3 | 76.6 | 72.9 | 38.9 |
| SABC 2 | SABC All official languages | Free-to-air | 18798 | 55.3 | 86.9 | 70.5 | 67.4 |
| SABC 3 | SABC All official languages | Free-to-air | 14889 | 41.4 | 73.2 | 80.2 | 59.2 |
| eTV | eTV Mainly English | Free-to-air. | 17881 | 53.1 | 80.7 | 80.6 | 59.7 |
| M-Net | M-Net Mainly English | Analogue/digital pay TV station, predominantly upper income audience. M-Net only analogue subscriber base under 140,000 and shrinking in favour of DStv package. (NB: audience includes analogue and digital via DStv) | 2002 | 2.0 | 10.4 | 11.1 | 28.2 |
| DStv | MultiChoice Mainly English | Digital satellite pay station, over 85 channels (plus interactive offerings) 38 of which carry advertising sold by sales house Oracle. Subscriber base over 2 million (SA only, gross inc. institutions & businesses (eg bars hotels etc) and growing. (NB: audience inc M-Net digital) | 5255 | 10.4 | 19.3 | 32.1 | 48.8 |

This table reads: SABC1 is owned by the SABC and broadcasts free-to-air in all official languages. Its last 7 days viewership ex AMPS 2008 is 22.1 million adults. It reaches 75.3% of all black adults and 38.9% of all white adults.

Source: AMPS 2008

Top 5 programmes

| Station | Programme | Genre | Day | AMR | Time |
|---------|-------------------------|-------------|-----|------|-------------|
| SABC1 | Generations | Soap | Wed | 29.5 | 20h00-20h30 |
| | Soul City | Drama | Mon | 23.5 | 20h00-21h00 |
| | Tshisa | Drama | Tue | 22.3 | 20h30-21h00 |
| | Ubizo: The Calling | Drama | Thu | 21.1 | 20h30-21h30 |
| | A Place Called Home | Drama | Wed | 20.2 | 20h30-21h00 |
| SABC2 | Muvhango | Drama | Tue | 14.8 | 21h00-21h30 |
| | Mponeng | Sitcom | Thu | 12.1 | 21h30-22h00 |
| | 7 de Laan | Soap | Mon | 11.1 | 18h30-19h00 |
| | Khululeka | Drama | Sun | 9.9 | 19h00-19h30 |
| SABC3 | Nuus | News | Tue | 9.1 | 19h00-19h30 |
| | Days of Our Lives | Soap | Wed | 8.8 | 16h55-17h45 |
| | Oprah Winfrey Show | Magazine | Thu | 6.2 | 17h45-18h30 |
| | Isidingo | Soap | Tue | 5.9 | 18h30-19h00 |
| | News | News | Fri | 5.5 | 19h00-19h30 |
| e-TV | National Geographic | Documentary | Sun | 5.4 | 17h45-19h00 |
| | Lotto Draw Live | Competition | Sat | 13.1 | 21h30-21h35 |
| | Johnson Family Vacation | Movie | Sat | 12.8 | 20h00-22h00 |
| | Rhythm City | Drama | Mon | 12.4 | 18h30-19h00 |
| | Four Brothers | Movie | Sun | 11.2 | 20h00-22h10 |
| M-Net | International Raw | Sport | Sun | 11.2 | 17h00-18h00 |
| | Carte Blanche | Magazine | Sun | 2.0 | 19h00-20h00 |
| | In the Valley of Elah | Movie | Sun | 2.0 | 20h00-22h00 |
| | Idols V | Reality | Sun | 1.7 | 17h30-19h00 |
| | Grey's Anatomy | Drama | Mon | 1.5 | 19h30-20h30 |
| | Egoli | Soap | Mon | 1.5 | 18h00-18h30 |

This table reads: SABC1's leading programme week commencing 9 March 2009 was Wednesday's Generations broadcast between 20h00 and 20h30. It achieved 29.5 AMR (TV ratings) against all adults.

W/C 9 March, 2009. Base: all adults

TV Performance

| Station | SABC1 | SABC2 | SABC3 | eTV | M-Net | Total |
|--------------------------|---------|---------|---------|---------|---------|----------|
| Cost 20x30" spots | R477500 | R435000 | R473000 | R426000 | R339750 | R2151250 |
| Performance in AR | | | | | | |
| All adults | 201.0 | 94.9 | 81.8 | 127.9 | 12.5 | 518.1 |
| English/other | 57.6 | 42.7 | 127.1 | 142.2 | 29.7 | 398.3 |
| Afrikaans/both | 56.5 | 147.4 | 92.1 | 123.3 | 40.0 | 459.3 |
| Nguni | 266.7 | 72.7 | 62.6 | 112.2 | 0.4 | 514.6 |
| Sotho | 221.4 | 90.4 | 55.0 | 116.3 | 0.0 | 483.1 |
| Income high | 79.7 | 87.2 | 75.6 | 89.9 | 42.6 | 375.0 |
| Income medium | 205.4 | 90.8 | 78.2 | 138.8 | 7.2 | 520.4 |
| Income low | 224.1 | 85.2 | 67.8 | 114.2 | 0.1 | 491.4 |

Spots spread 15h00-23h00 Mon-Sun week commencing 9th March 2009. Channels per Media Inflation Watch package. Rates per rate card, significant discounts may be negotiated.

This table reads: 20 spots on SABC1 spread 15h00 to 23h00 Mon-Sun cost R477,500 without negotiation. The schedule yielded 201.0 AR (TV ratings) against all adults and 266.7 against Nguni speaking adults.

Analysis: via Telmar

The market: The medium is in a state of flux as stations vie for audience and revenue. New regional stations have intensified regional competition.

Listenership trend: Audience fragmentation and fluctuation.

| Category/Station | Language/ Owner or control | Format/Target | Audience all adult Past 7 days AMPS 2008 | |
|---|------------------------------------|---|--|------|
| | | | 000 | % |
| National stations | | | | |
| 5fm | English SABC | Popular music format to all major metropolitan areas countrywide. | 1897 | 6.1 |
| Metro FM | English SABC | Contemporary black-orientated music, news & talk shows targeted to trendy sophisticated blacks in major metropolitan areas. | 4277 | 13.7 |
| SAfm | English SABC | Public service content "for the well informed." | 571 | 1.8 |
| RSG (Radiosondergense) | Afrikaans/SABC | Public service national community/cultural station. | 1816 | 5.8 |
| Radio 2000 | Eng/Afr/SABC | Mainly sports. Audience fluctuates with events covered. | 410 | 1.3 |
| Radio Pulpit/Kansel | Eng/Afr (+ others) Radio Pulpit | Religious. | 216 | 0.7 |
| Regional/inter-regional stations | | | | |
| 702 Talk Radio | English Primedia | Mainly talk and news format to greater Gauteng and beyond. (FM). | 481 | 1.5 |
| 94.7 Highveld Stereo | English Primedia | Adult contemporary music format with humour, news & sports bulletins to Gauteng. | 1531 | 4.9 |
| Classic FM 102.7 | English Classic FM | Classic, good music and news. Gauteng based. Plus netcast. | 158 | 0.5 |
| Kaya FM 95.9 | English Primedia/others | Adult contemporary music for urban blacks in greater Johannesburg. | 1425 | 4.6 |
| 99.2 YFM | English/HCI | Youth station (mainly black) to greater Johannesburg. | 1337 | 4.3 |
| 94.2 Jacaranda | Eng/Afr Kagiso | Contemporary music format with news, sports bulletins & morning talk to Gauteng and beyond. | 2283 | 7.3 |
| North West FM | Setswana/Eng Various | Adult contemporary to NW Province and surrounds. Launched Feb 2008. | 322 | 1.0 |
| M-Power FM | Mainly English Various/AME | Adult contemporary to Mpumalanga and surrounds. Launched Dec 2007. | N/A | N/A |
| Capricorn FM | Mainly English Various | Adult contemporary to Limpopo and surrounds. Launched Dec 2007. | 1300 | 4.2 |
| 567 Capetalk | Eng/ Primedia | Talk and news for Cape metropolitan areas. | 175 | 0.6 |
| Good Hope FM | Eng/Afr SABC | Adult contemporary music format with news & sports bulletins to Western Cape. | 638 | 2.0 |
| Heart | English Makana Trust/Kagiso | Adult contemporary music format broadcasting to Western Cape metropolitan area. | 628 | 2.0 |
| 94.5 Kfm | Eng/Afr Primedia (+Broadcape) | Adult contemporary music with news, sports and entertainment info to Western Cape metropolitan area. | 1246 | 4.0 |
| East Coast Radio | English Kagiso | Adult contemporary music with news and sport to KwaZulu-Natal. | 1671 | 5.3 |

| Category/Station Language | Language/ Owner or control | Format/Target | Audience all adult Past 7 days AMPS 2008 | |
|----------------------------------|--|--|--|------|
| | | | 000 | % |
| Gagasi 99.5 | Eng/Zulu Makana Trust/Kagiso | Adult contemporary music format broadcasting KwaZulu-Natal metropolitan area. | 1817 | 5.8 |
| Algoa FM | Eng/Afr AME | Adult contemporary music with news, sports and talk to Eastern Cape. | 933 | 3.0 |
| Ofm (Oranjé) | Eng/Afr AME (+Kagiso) | Adult contemporary music with news, sports and talk to Free State, N. Cape and NW Province. | 472 | 1.5 |
| Lotus FM | Eng/Indian SABC | Community/cultural station for Indian communities in KwaZulu-Natal, Gauteng & other areas. | 454 | 1.5 |
| African language stations | | | | |
| Ukhozi FM | Zulu SABC | Full service station for Zulu speakers in KwaZulu-Natal, Gauteng, Mpumalanga & other areas. Has split broadcast facility. | 5812 | 18.6 |
| Umhlobo Wenene FM | Xhosa SABC | Full service station for Xhosa speakers in Eastern Cape, Gauteng, S. Free State and other areas. | 4512 | 14.4 |
| Motsweding FM | Setswana SABC | Full service station for Setswana speakers in NW Province, N. Cape, NE Free State & Mpumalanga. | 2860 | 9.1 |
| Lesedi FM | Sesotho SABC | Full service station for Sesotho speakers in Free State, Gauteng, N. & E. Cape, NW Province & Mpumalanga. | 3416 | 10.9 |
| Thobela FM | N. Sotho SABC | Full service station for N. Sotho speakers from the Free State, through Gauteng to Limpopo. | 2803 | 9.0 |
| Munghana-Lonene FM | Tsonga SABC | Full service station for Tsonga speakers in Limpopo, NW Province & Gauteng. | 1159 | 3.7 |
| Phalaphala FM | Venda SABC | Full service station for Venda speakers in far N. Limpopo & Gauteng. | 910 | 2.9 |
| CKI FM | Eng/Xhosa SABC | Music station for Xhosa speakers in East London/former Ciskei. | 377 | 1.2 |
| Ikwekwezi FM | Ndebele SABC | Full service station for Ndebele speakers in Mpumalanga, Gauteng & Limpopo. | 1510 | 4.8 |
| Ligwalagwala FM | Swazi SABC | Full service station for Swazi speakers in Mpumalanga & Gauteng. | 1289 | 4.1 |
| Community Various | Various Independent/ international | Community appeal, from niche geographic, retail and religious interest. Almost 100 community/ special stations monitored in AMPS 2008. | 5819 | 18.6 |

This table reads: 5fm is an English language station owned by the South African Broadcasting Corporation (SABC). It has a popular music format with 1.897 million listeners (6.1% of the population) over the past 7 days (AMPS 2008).

The Market: Traditionally each major urban centre has had its own set of competing English and/or Afrikaans dailies. The last few years has seen the surge in popular journalism with the launch and massive success of *Daily Sun*. Revenue is under extreme pressure.

Circulation trend: Most of the larger English dailies experience softening long-term circulation while many smaller niche titles are holding or increasing circulation.

Readership trend: Larger English dailies exhibit a Black readership in excess of 50%, blurring editorial appeals between 'Black' and 'White' categories.

| Area/Title | Group | Lang. | Appears | ABC Circ. Oct-Dec '08 000 | Readers AMPS '08 000 | Col Cm. BW Exc VAT | Col Cm. FC Exc VAT |
|-------------------------|---------|---------|---------|---------------------------------|----------------------------|--------------------------|--------------------------|
| Bloemfontein | | | | | | | |
| Volksblad | Media24 | Afr | AM | 26.8 | 103 | R56.91 | R84.84 |
| Cape Town | | | | | | | |
| Cape Times | INC | Eng | AM | 48.8 | 272 | R90.80 | R145.28 |
| Cape Argus | INC | Eng | PM | 63.2 | 359 | R102.80 | R164.48 |
| Daily Voice | INC | Eng | AM | N/A | 474 | R78.60 | R125.76 |
| Burger | Media24 | Afr | AM | 80.2 | 511 | R128.85 | R185.80 |
| Kaap/Cape Son (Mon-Fri) | Media24 | Afr/Eng | AM | 105.4 | 486# | R123.16 | R194.81 |
| Durban | | | | | | | |
| The Mercury | INC | Eng | AM | 37.1 | 185 | R73.81 | R118.10 |
| Daily News | INC | Eng | PM | 41.9 | 325 | R86.68 | R138.69 |
| Isolezwe | INC | Zulu | AM | 99.1 | 655 | Per FC | R85.15 |
| East London | | | | | | | |
| Daily Dispatch | Avusa | Eng | AM | 31.6 | 295 | R50.00 | R95.00 |
| Johannesburg | | | | | | | |
| Business Day | BDFM | Eng | AM | 40.0 | 118 | R132.00 | R193.00 |
| Citizen | Caxton | Eng | AM | 67.6 | 496 | R95.00 | R144.00 |
| Daily Sun | Media24 | Eng | AM | 497.4 | 5161 | R215.00 | R343.00 |
| Sowetan | Avusa | Eng | AM | 130.0 | 2097 | R166.00 | R272.00 |
| Star | INC | Eng | AM/PM | 156.9 | 1081 | R180.10 | R288.16 |
| Beeld | Media24 | Afr | AM | 94.9 | 575 | R149.28 | R209.27 |
| Kimberley | | | | | | | |
| Diamond Fields Adv. | INC | Eng | AM | 9.9 | 70 | R24.30 | R38.88 |
| Pietermaritzburg | | | | | | | |
| Witness | Media24 | Eng | AM | 21.9 | 126 | R41.86 | R83.71 |
| Port Elizabeth | | | | | | | |
| Herald | Avusa | Eng | AM | 25.1 | 245 | R58.00 | R107.00 |
| Pretoria | | | | | | | |
| Pretoria News | INC | Eng | PM | 26.4 | 220 | R52.50 | R84.00 |

This table reads: Bloemfontein's Volksblad is published by Media24 in Afrikaans, mornings Mon-Fri. Its ABC circulation Oct-Dec 2008 is 26,800 (rounded). Its all adults readership ex AMPS 2008 (12 months) is 103,000. A single column centimetre BW is R56.91 and FC is R84.84 (2009 exc VAT). # Afrikaans only.

The market: Most large urban centres have a Saturday/Sunday edition of relevant dailies. Nationals grew from Johannesburg. Recent movements include name changes and new launches, especially the emergence of Afrikaans popular journalism. Revenue is under extreme pressure.

Circulation trend: Long-term, static to softening for most titles. **Readership trend:** per dailies.

| Area/Title | Group | Lang. | Appears | ABC Circ. Oct-Dec '08 000 | Readers AMPS '08 000 | Col Cm. BW Exc VAT | Col Cm. FC Exc VAT |
|-------------------------|--------------|-------|---------|---------------------------------|----------------------------|--------------------------|--------------------------|
| National | | | | | | | |
| City Press | Media24 | Eng | Sun | 187.3 | 2329 | R240.00 | R339.00 |
| Mail & Guardian | M&G Media | Eng | Fri | 58.3 | 500 | R209.00 | R216.00 |
| Rapport | Media24 | Afr | Sun | 281.0 | 1582 | R374.00 | R571.00 |
| Soccer Laduma | Media24 | Eng | Wed | 312.7 | 2480 | Per FC | R253.00 |
| Sunday Independent | INC | Eng | Sun | 40.1 | 243 | R120.20 | R192.32 |
| Sunday Sun | Media24 | Eng | Sun | 213.6 | 3063 | R132.00 | R175.00 |
| Sunday Times | Avusa | Eng | Sun | 504.4 | 3896 | R500.00 | R797.00 |
| Sunday World | Avusa | Eng | Sun | 181.2 | 1921 | R121.00 | R167.00 |
| Bloemfontein | | | | | | | |
| Naweek Volksblad | Media24 | Afr | Sat | 22.4 | 144 | R39.20 | R66.16 |
| Cape Town | | | | | | | |
| Burger | Media24 | Afr | Sat | 99.1 | 556 | R128.85 | R185.80 |
| Weekend Cape Argus | INC | Eng | Sat/Sun | 97.4 | Sat: 312 Sun: 251 | R113.85 | R182.16 |
| Durban | | | | | | | |
| Ilanga | Mandla-Matla | Zulu | Mon/Thu | 103.4 | 874 | R71.47 | R122.14 |
| Ilanga Langesonto | Mandla-Matla | Zulu | Sat/Sun | 90.9 | 769 | R36.66 | R62.32 |
| Independent on Saturday | INC | Eng | Sat | 52.3 | 188 | R85.35 | R136.56 |
| Isolezwe ngeSonto | INC | Zulu | Sun | 48.0 | N/A | Per FC | R67.20 |
| Post | INC | Eng | Wed | 47.4 | 349 | R47.76 | R76.42 |
| Sunday Tribune | INC | Eng | Sun | 95.7 | 651 | R140.22 | R224.35 |
| Johannesburg | | | | | | | |
| Citizen | Caxton | Eng | Sat | 52.2 | 732 | R72.00 | R108.00 |
| Naweek Beeld | Media24 | Afr | Sat | 87.9 | 347 | R128.63 | R179.13 |
| Saturday Star | INC | Eng | Sat | 120.2 | 542 | R122.40 | R195.84 |
| Weekender | BDFM | Eng | Sat | 14.3 | 94 | R56.00 | R90.00 |
| Port Elizabeth | | | | | | | |
| Weekend Post | Avusa | Eng | Sat | 25.6 | 164 | R58.00 | R105.00 |

This table reads: City Press is published by Media24 in English on Sundays. Its ABC circulation Oct-Dec 2008 is 187,300 (rounded) and its AMPS 2008 readership is 2,329,000 adults all races. A single column centimetre BW is R240.00 and FC is R339.00 (2009 exc VAT).

The Market: SA has over 400 newspapers and magazines targeted to local communities. Those in urban areas tend to be free distribution and large circulating. Those in country areas tend to be sold & smaller circulating. **Circulation trend:** Many urban newspapers have increased circulation in line with the increase in local population/urbanisation. 2005 saw the first launch of a series of free-sheets into Johannesburg's massive black township, Soweto (Caxton). A number of small "grassroot" publishers are entering the market.

| Area/Title | Group | Lang. | Appears | Circulation Oct-Dec '08 000 | Col Cm. BW Exc VAT | Col Cm. FC Exc VAT |
|---|---------|-----------|-----------|-----------------------------------|--------------------------|--------------------------|
| Gauteng: Greater Johannesburg | | | | | | |
| Alberton Record | Caxton | Eng(+Afr) | Weekly | 37.5 free | R51.66 | R77.50 |
| Boksburg Advertiser | Caxton | Eng(+Afr) | Weekly | 41.4 free | R53.10 | R79.65 |
| Germiston City News | Caxton | Eng(+Afr) | Weekly | 29.3 free | R40.10 | R60.15 |
| Krugersdorp News | Caxton | Eng/Afr | Weekly | 28.4 free | R44.57 | R66.86 |
| Randburg Sun (N&S) | Caxton | Eng | Weekly | 66.1 free | R69.10 | R103.66 |
| Rooдеpoort Record | Caxton | Eng/Afr | Weekly | 53.2 free | R59.73 | R89.60 |
| Sandton Chronicle | Caxton | Eng | Weekly | 55.2 free | R61.38 | R92.06 |
| Southern Courier | Caxton | Eng(+Afr) | Weekly | 39.8 free | R39.20 | R58.80 |
| Gauteng: Pretoria | | | | | | |
| Record Centurion | Caxton | Afr/Eng | Weekly | 48.1 free | R63.86 | R95.79 |
| Gauteng: Vaal | | | | | | |
| Vanderbijlpark Ster | Media24 | Eng/Afr | Weekly | 24.5 free | R44.89 | R67.33 |
| North West | | | | | | |
| Potchefstroom Herald | Media24 | Afr(+Eng) | Weekly | 7.9 sold | R32.20 | R48.29 |
| Rustenburg Herald | Caxton | Eng/Afr | Weekly | 23.0 sold | R35.60 | R53.40 |
| Mpumalanga | | | | | | |
| Lowvelder | Caxton | Eng/Afr | Tue & Fri | 15.6 sold: Fri | R30.23 | R45.35 |
| Free State | | | | | | |
| Ons Stad | Media24 | Afr/Eng | Weekly | 36.8 free | R32.04 | R50.69 |
| Vista | Media24 | Afr(+Eng) | Weekly | 37.3 free | R38.47 | R53.59 |
| KwaZulu-Natal: Durban | | | | | | |
| Highway Mail | Caxton | Eng | Weekly | 50.8 free | R54.50 | R81.75 |
| Northglen News | Caxton | Eng | Weekly | 27.3 free | R38.18 | R57.27 |
| KwaZulu-Natal: North/South Coast | | | | | | |
| South Coast Herald | Caxton | Eng | Weekly | 16.7 sold | R33.34 | R50.01 |
| Zululand Observer | Caxton | Eng/Afr | Tue & Fri | 15.6 sold: Fri | R35.95 | R53.93 |
| Eastern Cape: Port Elizabeth | | | | | | |
| P. E. Express | Media24 | Eng(+Afr) | Weekly | 89.8 free | R47.60 | R81.00 |
| Western Cape: Cape Town | | | | | | |
| Constantiaberg Bulletin | INC | Eng | Weekly | 31.1 free | R41.90 | R67.04 |
| Southern Suburbs Tatler | INC | Eng | Weekly | 48.7 free | R42.60 | R68.16 |
| Tygerburger (12 editions) | Media24 | Afr(+Eng) | Weekly | 285.5 free | R226.11 | R280.09 |
| Western Cape: Boland | | | | | | |
| District Mail | Media24 | Eng/Afr | Weekly | 14.6 sold | R33.41 | R51.78 |
| Eikestadnuus | Media24 | Afr(+Eng) | Weekly | 8.3 sold | R28.82 | R43.18 |

Circulation verification: *Free: ABC: Free Distribution; Sold: ABC

This table reads: Alberton Record is published by Caxton in English plus some Afrikaans. Its latest circulation (ABC: Free Distribution) is 37,500 (rounded). A column centimetre BW is R51.66 and FC is R77.50 (2009 exc VAT).

The Market: SA has well over 400 consumer orientated titles, most of which are small circulating and highly niched. Churn of titles is high. The top five publishers totally dominate circulation and adspend.

Circulation trend: Depends on the category, but average title is softening. The important Women's sector is remarkably resilient despite pressure from increasing number of options allied to consumers reducing range of titles purchased.

Readership trend: Like circulation, generally softening. Most English, seemingly White editorial focus titles show significant, if not dominant, Black readership.

| Subject/Title | Group | Lang | Appears | ABC Circ. Latest 000 | Readers AMPS '08 000 | FP FC Exc VAT |
|--------------------------------|----------------------|----------|-------------|----------------------|----------------------|---------------|
| Celebrity news | | | | | | |
| Heat | Upper Case* | Eng | Weekly | 55.3 | 467 | R43600 |
| People | Caxton | Eng | Weekly | 94.9 | 1031 | R22316 |
| Consumer Computing | | | | | | |
| PC Format | Panorama | Eng | Monthly | 19.9 | 161 | R23760 |
| Current Affairs | | | | | | |
| Time Magazine | Time Warner | Eng | Weekly | 54.3 | 227 | R37500 |
| General Interest/TV | | | | | | |
| Bona + | Caxton | Eng+3 | Monthly | 73.0 | 2218 | R29960 |
| Drum + | Media24 | Eng | Weekly | 110.5 | 2008 | R33380 |
| Huisgenoot | Media24 | Afr | Weekly | 326.2 | 1835 | R66550 |
| Reader's Digest | Reader's Digest Aus. | Eng | Monthly | 56.0 | 570 | R19300 |
| Dish/Skottel | Multichoice | Eng/Afr | Monthly | 1968.1 | 976 | R75060 |
| TV Guide | | edit. | | | | |
| TV Plus | Media24 | Eng/Afr. | Fortnightly | 143.9 | N/A | R30280 |
| | | edit | | | | |
| You | Media24 | Eng | Weekly | 194.4 | 2139 | R44065 |
| Lifestyle/Entertainment | | | | | | |
| Country Life, SA | Caxton | Eng | Monthly | 35.5 | 108 | R21560 |
| Longevity | Avusa | Eng | Monthly | 20.0 | 110 | R28000 |
| Wine | Ramsay\$ | Eng | Monthly | 10.2 | 123 | R17150 |
| Men's Interest | | | | | | |
| FHM | Upper Case* | Eng | Monthly | 71.4 | 619 | R58514 |
| GQ | Conde Naste | Eng | 9xpa. | 29.1 | 270 | R34075 |
| Mens Health | Touchline* | Eng | Monthly | 69.7 | 854 | R54500 |
| Motoring | | | | | | |
| Bike SA | Bike SA | Eng | Monthly | 35.2 | 215 | R17895 |
| Car | Ramsay\$ | Eng | Monthly | 89.7 | 896 | R45450 |
| Speed & Sound | OverDrive | Eng | Monthly | 46.6 | 677 | R24043 |
| Topcar | Media24 | Eng | Monthly | 21.7 | 496 | R34475 |
| Music/Youth | | | | | | |
| Saltwater Girl | Atol* | Eng | 10xpa | 29.2 | 136 | R25069 |
| Newspaper Supplements | | | | | | |
| Tydskrif - Rapport | RCP Media* | Afr | Weekly | see Rapport | 1307 | R47500 |
| S. Times Magazine | Avusa | Eng | Weekly | see S. Times | 3423 | R70734 |

| Subject/Title | Group | Lang | Appears | ABC Circ. Latest 000 | Readers AMPS '08 000 | FP FC ExcVAT |
|------------------------------|------------------|---------------|---------|----------------------|----------------------|--------------|
| Travel/Adventure | | | | | | |
| Getaway | Ramsay\$ | Eng | Monthly | 61.9 | 371 | R33700 |
| Retailer's titles | | | | | | |
| Edgars Club Mag. | New Media* | Eng/Afr. edit | Monthly | 920.9 | 2153 | R58800 |
| Jet Club + | Publishing Part. | Eng | 10xpa | 1167.0 | 3511 | R50850 |
| Sport | | | | | | |
| Amakhosi + | Backpage | Eng | Monthly | 23.0 | 1077 | R30325 |
| Compleat Golfer | Ramsay\$ | Eng | Monthly | 28.2 | 134 | R25400 |
| Kickoff + | Touchline* | Eng | Weekly | 54.2 | 1935 | R41250 |
| Sport's Illustrated, SA | Touchline* | Eng/Afr. edit | Monthly | 41.1 | 464 | R39930 |
| Stywe Lyne/Tight Lines | Stywe Lyne | Afr(+Eng) | Monthly | 32.4 | 134 | R12500 |
| Women's/Home Interest | | | | | | |
| Cosmopolitan | Associated | Eng | Monthly | 106.3 | 823 | R52600 |
| Elle | Avusa | Eng | Monthly | 42.5 | 362 | R39600 |
| Essentials | Caxton | Eng | Monthly | 39.8 | 172 | R22470 |
| Fair Lady | Media24 | Eng | Monthly | 72.4 | 758 | R42012 |
| Femina | Media24 | Eng | Monthly | 38.0 | 274 | R28405 |
| Finesse | Carpe Diem\$ | Afr | Monthly | 93.2 | 264 | R22525 |
| Food & Home Entertaining | Caxton | Eng | Monthly | 35.9 | 499 | R21978 |
| Garden & Home, SA | Caxton | Eng | Monthly | 64.2 | 491 | R35422 |
| Glamour | Conde Naste | Eng | Monthly | 95.0 | 449 | R46450 |
| House & Garden | Conde Naste | Eng | Monthly | 49.1 | 379 | R39210 |
| House & Leisure | Associated | Eng | Monthly | 39.2 | 252 | R34350 |
| Ideas/Idees | Media24 | Eng/Afr. edit | Monthly | 88.6 | 196 | R38800 |
| Living & Loving | Caxton | Eng | Monthly | 31.7 | 468 | R22228 |
| Marie Claire | Associated | Eng | Monthly | 44.7 | 285 | R38400 |
| Move! + | Media24 | Eng | Weekly | 195.0 | 1170 | R16645 |
| O The Oprah Mag | Associated | Eng | Monthly | 51.0 | 616 | R39270 |
| Rooi Rose | Caxton | Afr | Monthly | 109.5 | 648 | R28160 |
| Sarie | Media24 | Afr | Monthly | 115.8 | 604 | R34650 |
| Shape | Touchline* | Eng | Monthly | 41.5 | 193 | R40500 |
| True Love + | Media24 | Eng | Monthly | 94.6 | 2175 | R46656 |
| Vrouekeur | Caxton | Afr | Weekly | 84.1 | 490 | R15119 |
| Your Baby | Media24 | Eng | Monthly | 23.7 | 249 | R19700 |
| Your Family | Caxton | Eng | Monthly | 64.8 | 410 | R25959 |

+ Predominantly Black editorial focus * Part of Media24 (Naspers). \$ Part of Caxton. Monthly includes 11xpa.

This table reads: Heat is published by Upper Case Media (part of Media24 Group) weekly in English. Its latest ABC circulation is 55 300 (rounded) and its AMPS 2008 readership is 467 000 adults all races. A full page full colour is R43 600 (2009 exc VAT).

The Market: SA has over 650 trade, technical and professional journals & annuals, most of which are small circulating and highly niched. Turnover of titles is high. The two big financial weeklies together with Engineering News dominate adspend. **Circulation trend:** Pressure on printing and distribution (ie, postage) costs forces publishers to continually cut non-core market circulation. Publishing costs and pressure on revenue is driving titles online.

| Subject/Title | Group | Lang. | Appears | ABC/Circ Latest 000 | Readers AMPS '08 000 | FP/FC A4/FC Exc VAT |
|----------------------------------|----------------------|-----------|---------|---------------------------|----------------------------|---------------------------|
| Agriculture | | | | | | |
| Farmers Weekly | Caxton | Eng | Weekly | 14.1 | 192 | R8518 |
| Landbouweekblad | Media24 | Afr | Weekly | 42.0 | 324 | R25900 |
| Architecture/Building | | | | | | |
| Leading Arch. & Design | Primedia | Eng | 6xpa | 5.6 | | R10700 |
| SA Builder/Bouer | Malnor | Eng/Afr | Monthly | 5.5* | | R10650 |
| Built | Avusa | Eng | 6xpa | 4.5 | | R9700 |
| Automotive/Transport | | | | | | |
| Auto. Eng. & Spares | Swift | Eng | Monthly | 15.2 | | R14950 |
| Automobile | Future Pub. | Eng(+Afr) | Monthly | 8.5 | | R17200 |
| Fleet Watch | Fleetwatch | Eng | Monthly | 5.0 | | R14750 |
| Aviation | | | | | | |
| African Pilot | Wavelengths | Eng | Monthly | 7.0 | | R8000 |
| Business/Management | | | | | | |
| Accountancy SA | Inst. Chartered Acc. | Eng | Monthly | 35.7 | | R22500 |
| Financial Mail | BDFM | Eng | Weekly | 29.2 | 192 | R43920 |
| Finweek | Media24 | Eng/Afr | Weekly | 30.8 | 67 | R42500 |
| Business Startup/Emerging | | | | | | |
| BigNews | BDFM | Eng | Monthly | 111.4 | | R31320 |
| Entrepreneur | Smart Business | Eng | Monthly | 16.2 | 154 | R25580 |
| Succeed | Succeed | Eng | Monthly | 20.5 | 95 | R22800 |
| Catering/Hotels | | | | | | |
| Hospitality | Avusa | Eng | 6xpa | 4.8* | | R9800 |
| Hotel & Restaurant | Ramsay | Eng | Monthly | 8.7 | | R17030 |
| Computers/IT | | | | | | |
| Net.work | Technews | Eng | Monthly | 5.4 | | R16200 |
| iWeek | IT Web | Eng | Weekly | 6.3 | | R14700 |
| Conservation | | | | | | |
| Urban Green File | Brooke Patrick | Eng | 6xpa | 3.2 | | R11000 |
| Electrical/Electronics | | | | | | |
| Electricity + Control | Crown | Eng | Monthly | 5.0 | | R14230 |

| Subject/Title | Group | Lang. | Appears | ABC/Circ Latest 000 | Readers AMPS '08 000 | FP/FC A4/FC Exc VAT |
|-----------------------------|--------------------|---------|---------|---------------------|----------------------|---------------------|
| Vector | EE Pub. | Eng | Monthly | 6.4 | | R14154 |
| Human Resources | | | | | | |
| HR Future | Osgard Media | Eng | Monthly | 9.2 | | R14949 |
| Industry | | | | | | |
| Civil Eng. Contractor | Brooke Patrick | Eng | Monthly | 3.0 | | R12400 |
| Construction World | Crown | Eng | Monthly | 4.8 | | R12000 |
| Engineering News | Creamer Media | Eng | Weekly | 14.9 | | R18600 |
| Marketing | | | | | | |
| AdVantage | Primedia | Eng | Monthly | 3.8 | | R15400 |
| Marketing Mix | Systems | Eng | Monthly | 3.8 | | R10000 |
| The Media | Wag The Dog | Eng | Monthly | 3.6 | | R15000 |
| Medical | | | | | | |
| Modern Medicine | IHS | Eng | Monthly | 5.9 | | R14900 |
| SA Medical Jnl | SA Medical Assoc. | Eng/Afr | Monthly | 14.3 | | R19166 |
| Mining | | | | | | |
| Mining Mirror | Brooke Patrick | Eng | Monthly | 3.0 | | R12400 |
| Mining Weekly | Creamer Media | Eng | Weekly | 14.8 | | R15600 |
| Municipal/Government | | | | | | |
| Government Digest | Malnor | Eng | Monthly | 5.0* | | R10650 |
| IMIESA | 3S | Eng/Afr | Monthly | 5.4 | | R12750 |
| Pharmacy | | | | | | |
| Modern Pharmacy | IHS | Eng | Monthly | 3.3 | | R12700 |
| SA Pharmaceutical Jnl | Medpharm | Eng/Afr | Monthly | 4.8 | | R12500 |
| Printing | | | | | | |
| Graphix | IHS | Eng | Monthly | 2.2* | | R13880 |
| Property | | | | | | |
| Property Professional | Future Pub. | Eng | 6xpa | 14.7* | | R16600 |
| Retail | | | | | | |
| Wholesale Business | Supermarket & Ret. | Eng | 6xpa | 14.0 | | R23650 |
| Supermarket & Retailer | Supermarket & Ret. | Eng | Monthly | 8.5 | | R23650 |
| Travel & Tourism | | | | | | |
| SA's Travel News Weekly | Now Media | Eng | Weekly | 6.7 | | R29421 |

Monthly includes 10 & 11xpa., * Claimed circulation

This table reads: Farmers Weekly is published by Caxton weekly in English. Its ABC circulation Oct-Dec 2008 is 14,100 (rounded) and its AMPS 2008 readership is 192,000 adults all races. A full page full colour (2009, exc. VAT) is R8518.

The market: South Africa has a very vibrant and entrepreneurial outdoor media sector. Contractors provide many different variants of the medium, from skywriting to A4 ads placed in public toilets. The following variants are numerically/strategically important.

| Variant/format | Comment | Base Rate per unit per month excl. production |
|---|--|--|
| Spectaculars/Supersigns Any size, landscape or portrait, mainly illuminated, some rotating | Placed in strategic positions. | On quotation |
| 96 sheet billboard 3m deep x 12m wide | 96 & 48 sheet billboards are the dominant outdoor variant in terms of number of sites. Available nationally. Increasing numbers of smaller and portrait units are being erected in strategic high traffic urban and highway locations. Internally illuminated, located on major arterials within suburbs. Located on major arterials and traffic routes in suburbs and CBD areas. | @ R7000 pm non-illuminated |
| 48 sheet billboard 3m deep x 6m wide | | @ R3000 pm non-illuminated |
| 12 sheet billboard 1,5m x 3m | | @ R950 non-illuminated |
| Portrait units 9m x 6m 6m x 4m | | @ R9750 pm non-illuminated @ R8250 pm non-illuminated |
| CitiLites/Primelites 3m x 6m | | R28000 per face |
| Street Pole Ads | Located on major arterials and traffic routes in suburbs and CBD areas. | R720 per face major arterials R595 per face high traffic routes R450 per face lower traffic R340 per face central JHB |
| Electronic bulletin boards Many different formats | Located in strategic positions, garage forecourts etc. Provides colour and movement. Some variants updated by telephonic/radio link. | On quotation |
| Bus shelters Various formats depending on contractor and municipality | Located along many urban bus routes. | @ R3100 illuminated @ R1600 non-illuminated |
| Trains/Buses/Taxis Opportunities range from posters pasted on vehicles to painted all over trains, plus interiors. Number of different opportunities at railway stations and taxi ranks for kiosks and promotional units | Availability subject to transport companies carrying advertising. Most units in metropolitan areas. | Trains R500 for 4 panels per coach Buses: Metro @ R12600 fully branded d/decker @ R9000 fully branded s/decker @ R2000 back of bus branding Buses: Putco @ R4300 pm Taxis: R1400 Mega taxi, R1950 Quantum taxi |
| Trailer Ads Normally adaptations of 48 sheets to fit on trailer towed by car | Major metropolitan areas. | @ R27000 pm plus out-of-town mileage plus R5200 for promoters |

The Market: Cinema chains are continually building, upgrading and revitalising cinema houses. Attendances, which in recent years have been under pressure, fluctuate with the offers of Hollywood/Bollywood. Although rates are under extreme pressure, very significant discounts may be negotiated and packages bought. The following is a sample of movie houses. Foyer, sampling, branding and other opportunities are offered.

| Area | Centre | Screens | Chain | Capacity | Av Weekly Attendance | Rate 30" non-peak |
|----------------------|---------------------|---------|--------------|----------|----------------------|-------------------|
| Gauteng | | | | | | |
| Sandton | Cine | 10 | Ster-Kinekor | 1427 | 10583 | R13710 |
| Fourways | Montecasino | 15 | Nu Metro | 3361 | 14461 | R16650 |
| Hyde Park | Hyde Park | 10 | Nu Metro | 1494 | 4928 | R11100 |
| Rosebank | Nouveau | 10 | Ster-Kinekor | 1150 | 3992 | R15300 |
| Randburg | Brightwater Commons | 10 | Nu Metro | 1714 | 2288 | R9200 |
| JHB CBD | Carlton Cine | 5 | Ster-Kinekor | 754 | 5269 | R7650 |
| Bedfordview | Bedford Centre | 8 | Nu Metro | 1562 | 3789 | R7500 |
| Roodepoort | Westgate | 10 | Ster-Kinekor | 1411 | 7344 | R14240 |
| Boksburg | East Rand Mall | 9 | Ster-Kinekor | 1427 | 5805 | R12710 |
| Pretoria CBD | Arcadia Sterland | 13 | Ster-Kinekor | 2704 | 13114 | R18830 |
| Menlyn Park | Menlyn Park | 15 | Nu Metro | 2601 | 13179 | R16000 |
| North West | | | | | | |
| Klerksdorp | Klerksdorp | 5 | Nu Metro | 814 | 1615 | R4950 |
| Limpopo | | | | | | |
| Polokwane | Savannah Mall | 6 | Ster-Kinekor | 1062 | 5823 | R8650 |
| Mpumalanga | | | | | | |
| Secunda | Secunda | 3 | Independent | 458 | 1389 | R2550 |
| Western Cape | | | | | | |
| Waterfront | V&A | 11 | Nu Metro | 1542 | 10315 | R11950 |
| Cavendish | Cineplex | 7 | Ster-Kinekor | 1256 | 7788 | R9650 |
| Tokai | Blue Route | 6 | Ster-Kinekor | 806 | 6398 | R9180 |
| Canal Walk | Canal Walk | 17 | Nu Metro | 3073 | 13002 | R17700 |
| Bellville | Tygervalley | 10 | Ster-Kinekor | 1474 | 7347 | R14240 |
| Somers West | Mall Cine | 8 | Ster-Kinekor | 1325 | 7174 | R11710 |
| Stellenbosch | Eikestad Cine | 6 | Ster-Kinekor | 894 | 4087 | R9180 |
| Worcester | Mountain Mill | 5 | Nu Metro | 788 | 2546 | R4950 |
| Eastern Cape | | | | | | |
| Port Elizabeth | Greenacres Bridge | 8 | Ster-Kinekor | 1095 | 9125 | R11710 |
| Port Elizabeth | Walmer Park | 8 | Nu Metro | 1245 | 3547 | R7500 |
| East London | Vincent Park | 5 | Ster-Kinekor | 710 | 5574 | R7120 |
| Free State | | | | | | |
| Bloemfontein CBD | Mimosa Mall | 7 | Ster-Kinekor | 914 | 6332 | R9650 |
| KwaZulu-Natal | | | | | | |
| Durban CBD | The Wheel | 9 | Ster-Kinekor | 1906 | 6665 | R12710 |
| Suncoast | Casino | 8 | Independent | 1501 | 14502 | R7450 |
| Westville | Pavilion | 12 | Nu Metro | 1786 | 13704 | R13450 |
| Musgrave | Musgrave Cine | 7 | Ster Kinekor | 1046 | 10255 | R9650 |
| Umhlanga | Gateway Cine | 17 | Ster-Kinekor | 3753 | 20734 | R24420 |

This table reads: Sandton's Cine complex consists of 10 individual movie screens and is owned by Ster-Kinekor. Its capacity is 1427 seats and in an average week in Jul-Dec 2008, 10,583 tickets were sold. A 30-second spot (flat rate, effective Jul 2008 exc VAT) on all 10 screens costs R13,710 per week.

Medium now mainstream. SA has hundreds of sites that accept or would like to accept commercial advertising. Bigger sites have sub-communities to attract specialist targets. A selection of some of the larger sites follows (all members of Online Publishers' Association):

| Category/site | Address/owner | Comment | Unique browsers (Pg impressions)+ | Base rate* |
|--------------------------------------|---|--|--------------------------------------|------------|
| Business & finance | | | | |
| Business Day Online | www.businessday.co.za Bdfm | Online companion to daily. | 143.3 (1391.5) | R0.44 |
| Fin24 | www.fin24.co.za Media24 | Online companion to weekly. | 473.7 (3613.4) | R0.22 |
| Moneyweb | www.moneyweb.co.za Moneyweb Holdings | Independent business & financial site. | 154.6 (1777.2) | R0.25 |
| Motoring | | | | |
| Wheels24 | www.wheels24.co.za Media24 | Feeds from group's daily & weekly newspapers. | 229.9 (1337.1) | R0.22 |
| News/current affairs | | | | |
| Mail & Guardian Online | www.mg.co.za Mail & Guardian | Mail & Guardian online. | 466.8 (4030.5) | R0.35 |
| The Times/ Sunday Times | www.thetimes.co.za Avusa | Community zones: inc business, sport, lifestyle, jobs. | 574.8 (4309.1) | R0.26 |
| Communities | | | | |
| Independent Online | www.iol.co.za Independent News & Media | Feeds from group's daily & weekend newspapers. | 967.2 (11496.8) | R0.11 |
| M-Web Network | www.mweb.co.za Mweb | From major service provider. | 665.3 (24291.0) | R0.22 |
| MSN ZA | http://za.msn.com Microsoft | From international giant. | 967.2 (11496.8) | R0.30 |
| News24 | www.news24.com Media24 | Feeds from group's newspapers & magazines. | 1722.8 (28052.1) | R0.22 |
| Industry | | | | |
| Engineering News | www.engineeringnews.co.za Creamer Media | Online edition of weekly magazine. | 118.6 (344.2) | R2600 pw. |
| Marketing | | | | |
| BizCommunity | www.bizcommunity.com Biz Community | Media, advertising & marketing community. | 264.4 (2213.4) | R0.25 |
| Sport | | | | |
| Supersport Zone | www.supersport.co.za Supersport Holdings | Community of sites for various sporting codes. | 422.5 (6804.3) | R0.20 |
| Technology/Telecommunications | | | | |
| IT Web | www.itweb.co.za IT Web Group | Internet, computer and telecommunications. | 101.1 (354.3) | R7300 pw. |
| MyBroadband | www.mybroadband.co.za MyBroadband | Internet, computer and telecommunications. | 634.6 (3242.9) | R0.25 |
| Women | | | | |
| Women24 | www.women24.com Media24 | Feeds from group's major magazines. | 271.4 (1276.8) | R0.22 |

+ Nielsen Online Ranking average month Q4 2008 in 000 as released by Online Publishers' Association. * Per impression for standard 468x60 (sometimes 120) pixel/max 12k banner run-of-site or equivalent. Excludes volume discounts or additions for targeting. Other sizes, keywords and rich media, sponsorship etc opportunities usually available.

INDUSTRY INTEREST BODIES

Advertising Media Forum (AMF)

Web: www.amf.org.za
C/O Ebony & Ivory,
Private Bag X2, GREENSIDE, 2034.
Tel: +27 011 327 6871,
Fax: +27 011 327 6875,
E-mail: paul@ebonyivory.co.za
Contact: Mr. Paul Middleton (JHB
Acting Chair)

Association for Communication & Advertising (ACA)

Web: www.acasa.co.za
PO Box 2302, PARKLANDS, 2121.
Tel: +27 011 781 2772,
Fax: +27 011 781 2797,
E-mail: ceo@aaaltd.co.za
Contact: Ms. Odette Roper (CEO),
Ms. Levonah Wingyip (PA)

The Creative Circle

Web: www.creativecircle.co.za
C/O East Block Dunkeld Crescent,
Cnr Jan Smuts Avenue & Albany
Road, HYDE PARK
Tel: +27 011 912 0062, E-mail:
arlene@creativecircle.co.za
Contact: Mrs Arlene Donnenberg
(Administrator)

Southern African Marketing Research Association (SAMRA)

Web: www.samra.co.za
PO Box 1713, RANDBURG, 2125.
Tel: +27 011 886 3771,
Fax: +27 011 886 9721,
E-mail: info@samra.co.za
Contact: Ms. Nadia Cassim (Senior
Office Administrator)

MEDIA OWNER BODIES

National Association of Broadcasters (NAB)

Web: www.nab.org.za
PO Box 412363, CRAIGHALL, 2024.
Tel: +27 011 325 5741,

Fax: +27 011 325 5743,
E-mail: lois@nabsa.co.za
Contact: Mr. Johann Koster
(Executive Director)

Out of Home Media SA (OHMSA)

Web: www.ohmsa.co.za
PO Box 1894, PARKLANDS, 2121.
Tel: +27 011 781 9367,
Fax: +27 011 781 8963,
E-mail: info@ohmsa.co.za Contact:
Mr. Les Holley (General Manager)

Print Media SA (PMSA)

*Incorporates Newspaper
Association of South Africa,
Magazine Publishers Association
of South Africa, Association
of Independent Publishers
of Southern Africa (formerly
Community Press Association of
South Africa).*

Web: www.printmedia.org.za
PO Box 47180, PARKLANDS, 2121.
Tel: +27 011 551 9600,
Fax: +27 011 551 9650, E-mail:
printmediasa@printmedia.org.za
Contact: Mrs. Ingrid Louw (CEO)

MEDIA INDUSTRY BODIES

Advertising Media Association of SA (AMASA)

Web: www.amasa.org.za
JHB: C/O FGI PO Box 302,
RIVONIA, 2128.
Tel: +27 011 562 6802,
Fax: +27 011 562 6809,
E-mail: brada@fgi.co.za
Contact: Mr. Brad Aigner
(Chairperson)
CT: Ms. Kim Alberts (Chairperson)
Tel: +27 021 880 1037, E-mail:
kim.alberts@onedigitalmedia.com

Audit Bureau of Circulations (ABC)

Web: www.abc.org.za
PO Box 47189, PARKLANDS, 2121.

Tel: +27 011 551 9700,
Fax: +27 011 551 9720,
E-mail: abc@abc.org.za
Contact: Mr. Mishack
Nekhavhambe (Admin. Manager)

Online Publishers Association (OPA)

Web: www.opa.org.za
PO Box 23820, CLAREMONT, 7735.
Tel: +27 011 454 3534,
Fax: +27 011 454 3534,
E-mail: tvitale@opa.org.za
Contact: Ms. Theresa Vitale
(Secretary)

SA Advertising Research Foundation (SAARF)

Web: www.saarf.co.za
PO Box 98874, SLOANE PARK, 2152.
Tel: +27 011 463 5340,
Fax: +27 011 463 5010,
E-mail: saarf@saarf.co.za
Contact: Dr. Paul Haupt (CEO)

INDUSTRY CONTROL BODIES

Advertising Standards Authority (ASA)

Web: www.asasa.org.za
PO Box 41555, CRAIGHALL, 2024.
Tel: +27 011 781 2006,
Fax: +27 011 781 1616, E-mail:
executive@asasa.org.za
Contact: Ms. Thembi Msibi (CEO)

Independent Communications Authority of SA (ICASA)

Web: www.icasa.org.za
Private Bag X10002, SANDTON,
2146.
Tel: +27 011 566 3000/3001,
Fax: +27 011 566 3004,
E-mail: info@icasa.org.za
Contact: Mr. Paris Mashile
(Chairperson), Ms. Violet Somtseu
(Secretary), Mr. Karabo Motlana
(CEO)

Angola

State of the media

A rapidly growing media sector in a rapidly growing economy. Government grappling with concept of free media.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|------|
| Telephone mainlines per 100 people | 0.6 | Mobile subscribers per 100 people | 13.7 |
|------------------------------------|-----|-----------------------------------|------|

Research availability

No recent accurate or comprehensive media performance data exists. Some earlier research conducted by TV station.

Television

TV per 100 households: 9

6 TV stations plus international satellite services. Most important are:

TPA1 (Portuguese/mainly urban/supervised by Government)

TVC (Portuguese/mainly urban/private)

TV Globo (Portuguese/broadcast Brazil and Angola/popular for soaps)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 6.8

Stations: AM (21), FM (6), Shortwave (7). Important medium:

Canal A (Multilingual/national)

Radio LAC (Portuguese/national/commercial & vibey music with youth target)

Radio Cinco (Portuguese/regional around Luanda/launched 1995)

RNA (network of regional stations)

Print

Dailies (4), Weeklies (8), Magazines (14+) Pan-African titles circulated.

Journal de Angola (Portuguese/national daily newspaper)

Journal dos Desportos (Portuguese/daily newspaper)

Folha 8 (Portuguese/2x per week)

Angolense (Portuguese/weekly newspaper)

O Independente (Portuguese/weekly magazine)

Economia & Mercados (Portuguese/quarterly business magazine)

Cinema

Too few cinemas exist to be a viable medium.

Outdoor

Full range of conventional outdoor opportunities exist. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|-------|
| Internet users per 100 people | 0.5 | Internet hosts | 3,562 |
| PC's per 100 people | 0.7 | Broadband subscribers per 100 people | 0.0 |
| Country code | .ao | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Botswana

State of the media

A vibrant albeit small media sector concentrated around Gaborone.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|------|
| Telephone mainlines per 100 people | 7.4 | Mobile subscribers per 100 people | 52.7 |
|------------------------------------|-----|-----------------------------------|------|

Research availability

No recent accurate or comprehensive media performance data exists. Earlier academic research conducted.

Television

TV per 100 households: 10

2 TV stations (1 government, 1 private) plus 8 international satellite services:

Botswana TV (BTV/English & Setswana/national government owned)

GBC TV (English & Setswana/mainly regional around Gaborone)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 16

Stations: National (2 government), Regional (2 private), plus overspill from South Africa. Most important are:

Radio Botswana 2 (English & Setswana/national)

GABZ FM (English & Setswana/regional around Gaborone)

Yarona FM (English & Setswana/mainly youth regional around Gaborone)

Print

Dailies (3), Weekly (12), a few magazines. South African and pan-African magazines circulated.

Daily News (English & Setswana/daily newspaper/government)

Mgegi/The Reporter (English & Setswana/national daily newspaper/private)

Mgeni/Monitor (English & Setswana/national weekly newspaper/private)

Midweek Sun (English & Setswana/weekly newspaper/private)

Kutlwano (English & Setswana/monthly general interest magazine/government)

Cinema

Too few cinemas exist to be a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|-------|
| Internet users per 100 people | 3.3 | Internet hosts | 6,374 |
| PC's per 100 people | 4.7 | Broadband subscribers per 100 people | 0.1 |
| Country code | .bw | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Congo, Democratic Republic of

State of the media

A vast country with massive challenges but a suprisingly large and comprehensive media industry. Huge potential.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|-----|
| Telephone mainlines per 100 people | 0.0 | Mobile subscribers per 100 people | 7.3 |
|------------------------------------|-----|-----------------------------------|-----|

Research availability

No data exists.

Television

TV per 100 households: 4

Stations: over 75 in total: 3 national/almost national (1 government, 2 private), 72 regional (10 government, 62 private). Includes a large number of church stations. Some important DRC commercial stations:

Radio Television Nationale Congolaise (RTNC2/French & others/almost national/cultural/government)

Raga Plus (French & others/regional around Kinshasa/entertainment/private)

Raga TV (French & others/regional around Kinshasa/entertainment inc soccer/private)

Radio

Radio sets per 100 people: 35.6

Stations: Over 300 including community: 7 national, 13 government owned, balance private. State of flux. Important stations are:

Radio Television Nationale Congolaise (French & others/national/government owned)

Raga FM (French & others/virtually national/private)

Radio Top Congo (French & others/regional/private)

Radio Tele Kin Malebo (RTKM/French & others/regional/music & entertainment/private)

RTGA (French & others/main centres/general interest/private)

RTAE (French & others/main centres/Christian/private)

Print

An elastic situation with an estimated 150 newspapers of all types, down from over 500 in 2002 (many politically orientated titles ceased after the election). Plus French and pan-African magazines circulated.

Les Palmares (French only/daily newspaper/mainly Kinshasa)

Le Potentiel (French only/daily newspaper/mainly Kinshasa)

Congo News (French only/weekly newspaper/multi-regional)

Mwangaza (French only/weekly newspaper/multi-regional)

Inter Media Magazine (French/monthly magazine)

Cinema

Not a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|-------|
| Internet users per 100 people | 0.3 | Internet hosts | 3,211 |
| PC's per 100 people | 0.0 | Broadband subscribers per 100 people | 0.0 |
| Country code | .cd | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Lesotho

State of the media

A small, poor country with rudimentary local media industry. Much overspill from South Africa.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|------|
| Telephone mainlines per 100 people | 2.4 | Mobile subscribers per 100 people | 12.6 |
|------------------------------------|-----|-----------------------------------|------|

Research availability

No data exists.

Television

TV per 100 households: 2

Stations: 1 station, government owned plus international satellite services.

Lesotho TV (Sesotho & English/national broadcaster/cultural & social upliftment)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 3.3

Stations: 7 stations (1 government, 6 private). Important stations are:

Radio Lesotho (Sesotho & English/national/government owned)

Ultimate Radio (English only/regional/private)

Kingdom of Joy Radio (English mainly/largely national/social upliftment/private)

Print

12 weeklies, few magazines produced for the local market.

Public Eye (English & Sesotho/weekly newspaper/largely national/private)

The Mirror (English & Sesotho/weekly newspaper/major centres/private)

Mololi (Sesotho & English/weekly newspaper/major centres & citizens in SA/private)

Family Mirror (English only/quarterly magazine/female target with social issues/private)

Cinema

Not a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced mainly by South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|-----|
| Internet users per 100 people | 2.6 | Internet hosts | 83 |
| PC's per 100 people | 0.1 | Broadband subscribers per 100 people | 0.0 |
| Country code | .ls | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Malawi

State of the media

Rather rudimentary media industry. Radio very important.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|-----|
| Telephone mainlines per 100 people | 0.8 | Mobile subscribers per 100 people | 3.2 |
|------------------------------------|-----|-----------------------------------|-----|

Research availability

No data exists.

Television

TV per 100 households: 3

Stations: 1 station, government owned plus international satellite services:

Television Malawi (TVM/English & Chichewa/major centres/government)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 22.6

Stations: 9 stations (2 government, 7 private). Some important stations are:

Malawi Broadcasting Corp 1 (MBC1/Chichewa & others/national/mainly educational talk/government)

Malawi Broadcasting Corp 2 (MBC2/English & Chichewa/national/entertainment/youth/government)

Capital FM (English/regional in south/contemporary music and news)

Power 101 (English & Chichewa/south & central areas/music & community upliftment/private)

Print

12 weeklies, a few magazines produced for the local market.

The Nation (English & Chichewa/daily newspaper/major urban areas/

Daily Times (English & Chichewa/daily newspaper/major urban areas/private)

The Nation on Sunday (English & others/weekly newspaper/major centres/private)

Malawi News (English & Chichewa/weekly newspaper/major centres/private)

Pride Magazine (English only/monthly magazine/general interest)

Malawi First (English only/quarterly magazine/business & inflight magazine)

Cinema

Not a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|-----|
| Internet users per 100 people | 0.4 | Internet hosts | 107 |
| PC's per 100 people | 0.2 | Broadband subscribers per 100 people | 0.0 |
| Country code | .mw | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Mauritius

State of the media

Despite the relatively low population its high education and income standards are served by a diverse media industry. Print is particularly active.

Telecommunications

| | | | |
|------------------------------------|------|-----------------------------------|------|
| Telephone mainlines per 100 people | 28.5 | Mobile subscribers per 100 people | 61.6 |
|------------------------------------|------|-----------------------------------|------|

Research availability

No data exists.

Television

TV per 100 households: 93

Stations: 4 stations, government owned. Plus international satellite services:

MBC1 (French & English/national/general interest/government)

MBC2 (French & English/major urban areas/general interest/government)

MBC3 (French & English/national/community upliftment & general interest/government)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 35

Stations: 11 stations (2 government, 9 private). Some important stations are:

Radio 1 (French only/regional around Port Louis/family, music & talk/private)

Top FM (English & French/regional around Port Louis/family, pop & talk/private)

World Hit Radio (English/regional around Port Louis/family, pop & talk/private)

Radio Plus (French & English/regional around Port Louis/family/private)

Print

6 dailies, 9 weeklies, over 10 magazines produced for the local market.

L' Express (French & English, Creole/daily newspaper/major centres/private)

Le Matinal (French & English/daily newspaper/regional around Port Louis/private)

Le Mauricien (French & English, Creole/daily newspaper/major centres/private)

Le Defit Plus (French & English/weekly newspaper/major centres/private)

Weekend (French & English, Creole/weekly newspaper/major centres/private)

Weekend-Scope (French & English/weekly magazine/major centres/private)

Business Magazine (French & English, Creole/weekly business magazine/major centres/private)

Cinema

Not a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|------|--------------------------------------|-------|
| Internet users per 100 people | 14.5 | Internet hosts | 9,609 |
| PC's per 100 people | 16.9 | Broadband subscribers per 100 people | 1.75 |
| Country code | .mu | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Mozambique

State of the media

A rapidly growing entrepreneurial media industry evolving with the country. North is particularly active.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|------|
| Telephone mainlines per 100 people | 0.3 | Mobile subscribers per 100 people | 11.2 |
|------------------------------------|-----|-----------------------------------|------|

Research availability

Limited data exists.

Television

TV per 100 households: 6

Stations: 1 national & 4 regional (government) and over 34 private/NGO/community stations. Plus international satellite services. Some important commercial services:

TV Miramar (Portuguese/regional around Maputo)

TVM (Portuguese/major centres/general interest & sport/government)

STV (Portuguese/major centres/general interest & sport/private)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 4.6

Stations: 1 national, 11 regional, 1 sports stations (government). Plus some 50 private/NGO/community stations. Some important commercial stations:

Radio Mozambique Antena Nacional (Portuguese/network covering country/government)

Radio Cidade (Portuguese/regional around Maputo/youth & entertainment)

RM Desporto 93.1 (Portuguese/regional around Maputo/youth & entertainment)

9 FM Maputo (Portuguese/regional around Maputo/music and vibey)

Print

2 dailies, 11 weeklies, some magazines produced for the local market. Plus a number of fax distribution newspapers.

Noticias (Portuguese/daily newspaper/major centres)

Diario de Mozambique (Portuguese/daily newspaper/Maputo & Beira)

Domingo (Portuguese/Sunday newspaper/major centres)

Jornal Campeao (Portuguese/weekly newspaper/major centres/mainly sport)

Tempo (Portuguese/monthly magazine/major centres/general interest & sport)

Africa Hoje (Portuguese/monthly magazine/official business title)

Cinema

Not a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|--------|
| Internet users per 100 people | 0.9 | Internet hosts | 22,532 |
| PC's per 100 people | 1.4 | Broadband subscribers per 100 people | 0.0 |
| Country code | .mz | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Namibia

State of the media

A large country with a small diverse population. Media industry relatively mature.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|-----|
| Telephone mainlines per 100 people | 6.9 | Mobile subscribers per 100 people | 4.0 |
|------------------------------------|-----|-----------------------------------|-----|

Research availability

Namibian All Media & Products Survey (NAMPS) was conducted up to 2001. Since then no industrywide data has been released.

Television

TV per 100 households: 39

Stations: 1 state owned, 2 private free-to-air stations. Plus international satellite services.

Namibian Broadcasting Corporation (English Afrikaans, German & others/national/government)

One Africa TV (English/free-to-air/main centres)

DETV (English/free-to-air/main centres)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 13.7

Stations: 1 national, 10 language/regional community (government). Plus number of private stations. Some important commercial stations:

NBC National Radio (English/national/government)

Radio Energy (English and others/national/youth orientated)

Radio Oshiwambo (Oshiwambo & English/national/largest of NBC language stations)

Radio 99 (English/major centres/youth & general interest/private)

Print

3 dailies, about 6 weeklies, some magazines produced for the local market.

Allgemeine Zeitung (German/daily newspaper/major centres)

Die Republikein (Afrikaans, English and others/daily newspaper/major centres)

The Namibian (English/daily newspaper/major centres)

Onyika/Lanterna (Portuguese and Oshiwambo & English/tabloid newspaper/mainly in north)

Namibian Economist (English/weekly newspaper/major centres/business)

Windhoek Observer (English/weekly newspaper/major centres)

The Big Issue (English/monthly magazine/major centres/entertainment & lifestyle)

Cinema

Limited number of cinemas in main centres.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|------|--------------------------------------|-------|
| Internet users per 100 people | 4.0 | Internet hosts | 6,296 |
| PC's per 100 people | 12.3 | Broadband subscribers per 100 people | 0.0 |
| Country code | .na | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Seychelles

State of the media

A very small population highly geared to tourism supports a similarly sized media industry.

Telecommunications

| | | | |
|------------------------------------|------|-----------------------------------|------|
| Telephone mainlines per 100 people | 24.4 | Mobile subscribers per 100 people | 83.1 |
|------------------------------------|------|-----------------------------------|------|

Research availability

No data exists.

Television

TV per 100 households: 89

Stations: 1 national station. Plus international satellite services.

Seychelles TV (French plus English & Creole/major islands/government)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 49.0

Stations: 2 stations:

AM Radio Seychelles (French plus English & Creole/larger islands/youth orientated)

Paradise FM (French plus English & Creole/larger islands/general interest)

Print

1 daily plus a few politically orientated weekly newspapers. Limited magazines.

Seychelles Nation (French plus English & Creole/daily newspaper/all islands)

Regar (English plus French & Creole/weekly newspaper/main islands)

The People (English plus French & Creole/weekly newspaper/main islands)

Isola Bella (English & French/monthly general interest magazine/main islands)

Cinema

Not a viable advertising medium.

Outdoor

Range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|------|--------------------------------------|------|
| Internet users per 100 people | 34.3 | Internet hosts | 284 |
| PC's per 100 people | 19.3 | Broadband subscribers per 100 people | 1.57 |
| Country code | .sc | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Swaziland

State of the media

A small poor country with a media industry to match. Much overspill from South Africa.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|------|
| Telephone mainlines per 100 people | 3.9 | Mobile subscribers per 100 people | 22.0 |
|------------------------------------|-----|-----------------------------------|------|

Research availability

No data exists.

Television

TV per 100 households: 18

Stations: 2 TV stations. Plus international satellite services.

- Swazi TV (English, Siswati & Zulu/all major centres/national broadcaster)
- Channel Swazi (English & Siswati/larger centres/younger upmarket target)
- DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 15.0

Stations: 3 government stations. Plus 1 private religious station:

- Radio Swaziland national Service (Siswati/national/traditional orientation)
- Radio Swaziland English Service (English/national/youth & entertainment)

Print

2 dailies, a few weeklies and magazines produced for the local market.

- Swazi Observer (English & Siswati/daily newspaper/national)
- Times of Swaziland (English/daily newspaper/national)
- Swazi News (English/weekly newspaper/major centres)
- Weekend Observer (English & Siswati/weekly newspaper/major centres)
- Nation Magazine (English/monthly magazine/urban/official magazine)
- Destiny Magazine (English/monthly magazine/urban/business & tourism)

Cinema

Not a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exist. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|-------|
| Internet users per 100 people | 3.7 | Internet hosts | 2,582 |
| PC's per 100 people | 3.7 | Broadband subscribers per 100 people | 0.0 |
| Country code | .sz | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Tanzania

State of the media

A large, poor country with a high population. Fuelled by development in Kenya, it supports a remarkably diverse and relatively strong media industry.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|------|
| Telephone mainlines per 100 people | 0.4 | Mobile subscribers per 100 people | 14.6 |
|------------------------------------|-----|-----------------------------------|------|

Research availability

Steadman Group has conducted commercial media audience surveys since 2002.

Television

TV per 100 households: 14

Stations: 15 licenced stations: 4 near national (1 government, 3 private), 11 regional stations. Plus 2 local cable networks and international satellite services. Some important commercial services:

ITV (Independent Television/Kiswahili & English/major centres/private)

TVT (Telvison ta Taifa/Kiswahili & English/national/government)

Channel 10 (English & Kiswahili/regional around Dar-es-Salaam/private)

Channel 5 (Kiswahili & English/coastal areas/music & documentaries/private)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 45.0

Stations: 47 in total: 1 national, 2 regional (government), 4 national, 32 private, 6 international and 2 community. Some important commercial stations:

RFA (Radio Free Africa/Kiswahili & English/urban areas/entertainment/private)

Radio One (Kiswahili & English/urban/information & education/private)

Voice of Tanzania (Radio Tanzania/Kiswahili/national/family/government)

Shy FM (Kiswahili & English/coastal areas/news ex BBC & education/private)

Print

15 dailies, 27 weeklies, some magazines produced for the local market. Plus Pan-East African and international titles.

Nipashe (Kiswahili/daily newspaper/major centres)

Dar Leo (Kiswahili/daily newspaper/national)

Business Times Tanzania (English & Kiswahili/weekly business newspaper/major centres)

Mwananchi (Kiswahili/weekly newspaper/popular content/major centres)

Bang Magazine (English & Kiswahili/6 x pa/showcases E. Africa & educational)

Cinema

Not a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|--------|
| Internet users per 100 people | 1.0 | Internet hosts | 24,271 |
| PC's per 100 people | 0.9 | Broadband subscribers per 100 people | 0.0 |
| Country code | .tz | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Zambia

State of the media

The range of media available is limited because the State controlled mainstream media until recent years.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|------|
| Telephone mainlines per 100 people | 0.8 | Mobile subscribers per 100 people | 14.2 |
|------------------------------------|-----|-----------------------------------|------|

Research availability

Some local media audience research (mainly Steadman Group).

Television

TV per 100 households: 23

Stations: 1 national (government), 2 regional (private) and 2 foreign satellite stations:

ZNBC Television (English & vernacular/urban/government)

Muvi TV (English/urban/private)

DStv (English/satellite broadcast from SA)

Radio

Radio sets per 100 people: 20.0

Stations: 26 stations: 1 national, 1 regional (government), 1 national, 6 regional (private), 2 international, 14 community (Catholic church dominant). Some important commercial stations:

Radio Phoenix (English & vernacular/urban/general interest/private)

Zambia Radio 2 (English & vernacular/major centres/upper income interests)

Zambia Radio 1 (Nyanja & other vernaculars/national/government)

Hone FM (English/regional/general interest)

Print

2 national dailies, 4 national, 3 regional weeklies, a few magazines produced for the local market:

The Post (English/daily newspaper/major centres/private)

Times of Zambia (English/daily newspaper/major centres/government)

Zambian Daily Mail (English/daily newspaper/major centres/government)

Zambian Financial Mail (English/weekly supplement to Daily Mail/national/government)

Beauty Zambia Magazine (English/monthly magazine/major centres/general interest, health, music)

Zambi Business Review (English/monthly magazine/urban/official business title)

Cinema

6 cinemas owned by Ster-Kinekor (South Africa).

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|-------|
| Internet users per 100 people | 4.3 | Internet hosts | 7,610 |
| PC's per 100 people | 1.1 | Broadband subscribers per 100 people | 0.02 |
| Country code | .zm | | |

Sources: African Extension, BBC, CIA World Book, World Bank/ICT, own files

Zimbabwe

State of the media

State domination of media ownership together with an increasing chronic operating and economic environment is shrinking the industry.

Telecommunications

| | | | |
|------------------------------------|-----|-----------------------------------|-----|
| Telephone mainlines per 100 people | 2.5 | Mobile subscribers per 100 people | 6.3 |
|------------------------------------|-----|-----------------------------------|-----|

Research availability

Zimbabwe Advertising Research Foundation (ZARF) produced research until recent years.

Television

TV per 100 households: 34

Stations: 1 national (government). Plus international satellite services:

ZTV (English plus Shona & Ndebele/urban areas/government)

DStv (English/satellite broadcast from SA/paid with foreign currency)

Radio

Radio sets per 100 people: 10.5

Stations: 4 national (government). Plus 4 international stations broadcasting into Zimbabwe:

National FM (Shona & other vernaculars/national/rural appeal/government)

Spot FM (English/urban/upmarket appeal/government)

Power FM (English/major centres/youth appeal/government)

Radio Zimbabwe (Ndebele & Shona/national/government)

Print

Shrinking numbers. Dailies (2), Weeklies (8). Government now owns/controls most newspapers. A few consumer and special interest magazines produced for the local market. Overspill of magazines from South Africa.

The Chronicle (English/daily newspaper/major centres/government)

The Herald (English, Shona & Ndebele/daily newspaper/major centres/government)

The Sunday Mail (English/Sunday newspaper/major centres/government)

The Financial Gazette (English/weekly newspaper/major centres/business, news & politics/private)

Zimbabwe Independent (English/weekly newspaper/urban centres/investigative style/private)

Cinema

No longer a viable advertising medium.

Outdoor

Full range of conventional outdoor opportunities exists. Serviced by local and South African contractors.

Online

| | | | |
|-------------------------------|-----|--------------------------------------|--------|
| Internet users per 100 people | 9.2 | Internet hosts | 19,157 |
| PC's per 100 people | 6.5 | Broadband subscribers per 100 people | 0.08 |
| Country code | .zw | | |

Sources: African Extension, BBC, CIA World Book, Media 360, World Bank/ICT, own files

- Johannesburg:** OMG House, 66 Peter Place, Hurlingham, Sandton, 2196
P O Box 785584, Sandton, 2146
Tel (011) 303 2000 Fax (011) 884 1418
- Cape Town:** Edward Nathan Sonnenberg Building
8th Floor , 2 Lower Loop Street, Foreshore, Cape Town, 8001
Private Bag X23, Vlaeberg, 8018
Tel (021) 425 8838 Fax (021) 425 9499
- Durban:** Media House
43 Imvubu Park Place
Riverhorse Valley, Business Estate, Durban, 4017
P O Box 20162, Durban North, 4016
Tel (031) 533 7950 Fax (031) 533 7999
- Ghana:** OMD MediaReach Ghana
24 Dzatsui Street, ABN Building, Osu Ako-Adjei, Accra - Ghana
Tel (233) 249 138 516 Fax (233) 21 784 306
Uwem Afanide
- Kenya:** OMD Saracen
1st Floor Mobil Plaza, Muthiaga, Nairobi, Kenya
Tel 254 (20) 376 0491 Fax 254 (20) 376 0927
Lenny Nganga
- Nigeria:** OMD MediaReach Nigeria
7 Shonny Highway, Sam Shonibare Estate, Maryland
Tel 234 (01) 470 4402 Fax 234 (01) 496 2499
OMD MediaReach Nigeria
51 Faramobi Ajike Street, Anthony Village, Lagos
Tel 234 (01) 493 2208 Fax 234 (01) 497 8409
Tolu Okunkaya
- Uganda:** OMD Uganda Ltd
Plot 14 Lower Kololo Terrace
P O Box 36332, Kampala, Uganda
Tel +256414 348098/9
George Wanjehi



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