



GET READY TO HAVE YOUR VIEWS, IDEAS AND MISCONCEPTIONS ON RADIO ADVERTISING SWIRLED, SHIFTED - BLASTED INTO A WHOLE NEW FREQUENCY!
THE RADIO ADVERTISING BUREAU IS TURNING UP THE VOLUME WITH OUR 2ND ANNUAL CONFERENCE.

TILT
FROM A DIFFERENT ANGLE
RADIO

JHB AUGUST 31
CPT SEPTEMBER 01



RAMS & SENSE

Some useful observations and insights from the latest RAMS (2011/3) listenership figures...

The latest Radio Audience Measurement Survey (RAMS 2011/3) results were recently released, and as in the previous Release (2011/2), radio listening on the whole is stable, with radio remaining a top performing medium.

At a glance, Time Spent Listening (TSL) is slightly down by four minutes per day over RAMS August 2010, when compared with the June 2011 release. On average, South African adults (15+) listen to the radio for three hours and 41 minutes per day.

Interestingly, TSL on the LSM 1-3 audience profile has declined while LSM 6 and 7 has grown, year on year.

There are also some interesting shifts in Gauteng; the third biggest station is now Ukhozi FM, previously ranked fourth under Lesedi FM. With so many variables affecting overall listenership, it becomes increasingly important for marketers to not only glance at topline findings, but also delve deeper and unpack the data, to make informed, strategic decisions.

No doubt that with radio's stability on RAMS, coupled with the latest Media Inflation Watch data, indicating that audience growth outnumbered rate card rate increases – "the most positive result seen by radio for some years", Radio's certainly never looked this good! What an exciting time to be investing in the medium! [CLICK HERE FOR MORE.](#)

Speaking of 'investment', the RAB is gearing up for the mother of radio Conferences, on the 31st of August in JHB, as well as the 1st of September in CT, with big brands including MTN, FNB and Coca Cola, all talking radio advertising from a different angle. Time is running out fast, and the tickets – even faster!

(*Source: Media Inflation Watch: 2011 Q1)

**KHAYA DLANGA,
COCA COLA SOUTH AFRICA
SNR COMMUNICATIONS
MANAGER & THOUGHT
LEADER SPEAKS AT
RADIOWORKS 2011**

[CLICK HERE TO BOOK](#)



RAMS AUDIENCE ANALYSIS

PAST 7 DAYS (000's)	2010/3	2011/2	2011/3	INC / DEC	INC / DEC
All Adults 15+ (Population: 34,019,000)	August '10	June '11	August '11	YEAR ON YEAR	DIARY ON DIARY
National Stations	Adults Age 15+	Adults Age 15+	Adults Age 15+		
Metro FM	5281	6172	5961	13%	-3%
5FM	2035	2307	2339	15%	1%
RSG	1746	1802	1856	6%	3%
Radio 2000	754	912	909	21%	0%
SAFM	582	460	476	-18%	3%
Radio Kansel/Radio Pulpit	159	154	166	4%	8%
ALS Stations					
Ukhozi FM	5972	6405	6438	8%	1%
Umhlobo Wenene FM	4229	4100	4126	-2%	1%
Lesedi FM	3394	3432	3275	-4%	-5%
Motsweding FM	2995	3337	3319	11%	-1%
Thobela FM	2815	3122	3094	10%	-1%
Ligwalagwala FM	1326	1554	1581	19%	2%
iKwekwezi FM	1648	1467	1412	-14%	-4%
Munghana Lonene FM	1109	1174	1166	5%	-1%
Phalaphala FM	736	1030	1020	39%	-1%
Regional Stations					
Jacaranda 94.2 **	2044	2246	2199	8%	-2%
East Coast Radio (ECR)	1706	1900	1849	8%	-3%
Gagasi 99.5FM	1810	1871	1872	3%	0%
99.2 YFM	1413	1634	1584	12%	-3%
Kaya FM 95.9	1511	1476	1430	-5%	-3%
94.7 Highveld Stereo	1309	1393	1376	5%	-1%
Capricorn FM	1459	1200	1206	-17%	1%
94.5 Kfm	1001	1153	1149	15%	0%
Algoa FM	802	827	809	1%	-2%
North West FM	711	694	731	3%	5%
Good Hope FM	562	683	631	12%	-8%
Talk Radio 702	595	646	645	8%	0%
HEART 104.9 FM	521	595	543	4%	-9%
OFM	558	555	546	-2%	-2%
tru fm	362	367	346	-4%	-6%
Lotus FM	333	341	348	5%	2%
Classic FM 102.7	231	179	175	-24%	-2%
BRFM (The Border Drive)	163	175	182	12%	4%
567 CapeTalk	112	124	136	21%	10%
Mpower FM	88	58	66	-25%	14%
TOTAL COMMUNITY	7 591	8 355	8 229	8%	-2%
TOTAL COMMERCIAL / PBS	27 374	29 210	29 127	6%	0%
TOTAL RADIO	28 267	30 229	30 138	7%	0%



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Radio measurement's 'tipping point'

Our recently appointed GM, Gilda De Araujo has expanded our RADIO GAUGE study to six advertisers this year! This is your opportunity to refine the radio element of your campaign through a tried and tested, confidential and highly relevant effectiveness study...

Would you like to improve the results you're getting from radio?

Is the radio element of your campaign to the value of R1-million or more?

Are you targeting LSM 6-10?

Want to find out if your creative message is making the right impact?

The RAB is offering 6 advertisers R300 000 worth of free research, to have the effectiveness of your radio campaign measured. Gratis. Free. Seriously – no charge.

If you've ticked all the boxes above, e-mail gilda@rab.co.za to book an introductory presentation, and find out how RADIOGAUGE can improve your results on radio.

SAARF RAMS RELEASE DATES

2011

RAMS 2011/1	21 April 2011
RAMS 2011/2	15 June 2011
RAMS 2011/3	12 August 2011
RAMS 2011/4	25 October 2011
RAMS 2011/5	1 December 2011

Please note: As of 2009, SAARF expanded the AMPS® / RAMS® universe to include 15 year-olds. The survey, therefore, covers adults aged 15 years and older, who are living in the nine provinces of South Africa.

* Figures reflect large urban only.

** Jacaranda 94.2FM audience figures now include RMFM

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RAMS AUDIENCE ANALYSIS

AVE DAY: MON-FRI (000's)	2010/3	2011/2	2011/3	INC / DEC	INC / DEC
All Adults 15+ (Population: 34,019,000)	August '10	June '11	August '11	YEAR ON YEAR	DIARY ON DIARY
National Stations	Adults Age 15+	Adults Age 15+	Adults Age 15+		
Metro FM	1955	2391	2365	21%	-1%
RSG	1073	1041	1078	0%	4%
5FM	888	1030	1010	14%	-2%
Radio 2000	262	307	311	19%	1%
SAFM	247	194	199	-19%	3%
Radio Kansel/Radio Pulpit	71	68	72	1%	6%
ALS Stations					
Ukhozi FM	3651	3837	3899	7%	2%
Umhlobo Wenene FM	2793	2573	2576	-8%	0%
Lesedi FM	2107	2131	2038	-3%	-4%
Motsweding FM	1605	1907	1893	18%	-1%
Thobela FM	1535	1750	1740	13%	-1%
Ligwalagwala FM	730	803	816	12%	2%
iKwekwezi FM	881	728	695	-21%	-5%
Munghana Lonene FM	650	673	675	4%	0%
Phalaphala FM	396	635	633	60%	0%
Regional Stations					
East Coast Radio (ECR)	923	1058	1054	14%	0%
Jacaranda 94.2 **	905	1046	1009	11%	-4%
Gagasi 99.5FM	836	884	873	4%	-1%
94.7 Highveld Stereo	671	738	717	7%	-3%
99.2 YFM	552	676	640	16%	-5%
Kaya FM 95.9	610	619	600	-2%	-3%
94.5 Kfm	514	599	612	19%	2%
Capricorn FM	711	499	504	-29%	1%
Algoa FM	401	391	374	-7%	-4%
OFM	298	326	323	8%	-1%
HEART 104.9 FM	294	306	301	2%	-2%
Good Hope FM	267	299	308	15%	3%
Talk Radio 702	277	298	285	3%	-4%
North West FM	287	258	280	-2%	9%
Lotus FM	202	182	190	-6%	4%
tru fm	155	168	167	8%	-1%
Classic FM 102.7	86	69	70	-19%	1%
BRFM (The Border Drive)	61	67	66	8%	-1%
567 CapeTalk	55	54	71	29%	31%
Mpower FM	38	18	21	-45%	17%
TOTAL COMMUNITY	3816	4203	4136	8%	-2%
TOTAL COMMERCIAL / PBS	20773	21880	21764	5%	0%
TOTAL RADIO	22300	23590	23473	5%	-1%