

Radio listening trends from SABC

SABC Radio Sales recently embarked on a Radio Effectiveness Study conducted by AC Nielson using the AMPS and RAMS sample size, to assist them in inciting interest and influencing decisions to place advertising with SABC radio stations in preference to other media. Through this study SABC can in detail list the attributes of a programme, DJ/presenter, station in general, and attitude towards advertising, reflecting how its listeners consume SABC radio stations.

The study is available through Telmar software. Explains Kgauelo Maphai, SABC radio national trade marketing manager: "The industry has been seeking insights on radio consumption for years now, and we have taken the initiative to be the first media owner to offer this in-depth study on our radio platforms, which collectively command the biggest audiences than any other advertising medium in Southern Africa. We hope this will assist planners in using radio, and more importantly our stations, more effectively."

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