

Increasing viewership for Channel O

Recent research by Oracle Airtime Sales' Market Analysis Department indicates that Channel O's viewership has been steadily increasing and consequently there has been a greater demand by advertisers, according to Oracle Airtime Sales' Lucasta Stephen.

"For this reason, we have been able to price the channel at a better rate, thus increasing overall investment for the channel. The value remains outstanding whether prime, off-prime or package rates are bought, and frequency and reach remain optimal," says Stephen.

40% increase

Due to the increase in audiences for the period Oct - Dec 2006, Channel O has held the majority share of the DStv age 13 - 24 audience among the music channel genre. The second half of 2006 saw a 40% increase in audience share. The highest AR average was achieved in June 2006, measured against the DStv age 13 - 24 audience in the 2pm - 6pm time band.

Channel O appeals to an equal gender split of age 16 - 34 black, coloured and white, English and African-language speaking viewers. Most viewers are based in Gauteng, KwaZulu-Natal and the Western Cape.

Stephen explains that content on the channel is at an all-time high, with good quality local shows being produced across southern Africa and Africa. The content is tailored to the demographic Channel O attracts. An example of such is Dance Africa, a recently launched contest to find the most original freestyle dancer on the continent.

Immense confidence

Yolisa Phahle, Channel O GM, comments, "I have always had immense confidence in Channel O's ability. We are unique in that nearly 10 years on, we are still the only music channel to be produced in Africa for Africans by Africans."

"For me, it is a priority to remain in constant and close touch with our audience, the music industry, and the musicians who continue to supply us with world-class music".

She concludes, "It is wonderful that today our audience have chosen to support something that is original and African. The challenge is to continue to meet their expectations."