

How mobile, the internet has changed Africa's truth

This year's Pan African All Media Research Conference (PAMRO), kicks off next week with presentations featuring how mobile and the internet have changed Africa's truth, as well as advanced media monitoring across all channels on the continent.



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[PAMRO 2018](#) takes place from 26 to 28 August, in Lagos and, this year, offers an impressive line-up of world class speakers.

“It feels relevant that PAMRO is being held in Lagos this year. Nigeria is a particularly media-rich nation and plays a vital role in PAMRO’s greater goal to attain a uniform research infrastructure across Africa. It is only by consolidating our efforts and learning from each other’s successes and failures that we will achieve this goal,” said PAMRO President, Joe Otin.

Presentations at this year’s conference include:

1. Mobile and internet have changed Africa’s truth: Allen Kambuni (Bean Interactive). Just 10 years ago, marketers relied on the ‘wizardry’ of Social Economic Classification and Living Standards Measurement to establish consumer demand by determining wallet size, share of basket and buying power. Fast forward to 2018 where paid TV set top boxes, 4G internet and FireTV sticks are prolific across Kenya’s slums. The demand-supply chain has become the new African

Truth: solutions born and built in an environment of sheer scarcity. To survive the next couple of decades, companies in Africa need to delve deep into the data that defines this new population. It is no longer about building your product or marketing it, it is about building solutions and products to answer real African problems.

2. Closing the return path to advanced media monitoring: Mike Smit (Media Host). Media Host has launched a premier media-monitoring and data insights service in Africa, called Adlytics. Over 200 DTH and DTT digital TV channels across sub-Saharan Africa are monitored, whereby metadata (digital representative of the content) is collected via decentralised mesh-networked infrastructure, which consolidates all the insights into global cloud-reporting infrastructure. All channels are recorded and all content can be securely re-streamed for human playback analysis. The primary objective is to extract and pin-point advertising related data from thousands of hours of content and eliminate the risk of a dispute between campaigns, schedules, and actual broadcasted material.

This year PAMRO will take place at the new Radisson Blu Hotel Lagos Ikeja, which was chosen for its central location just 5km from the Murtala Muhammed International Airport.

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