

Infinite Dial study to be released in first quarter of 2022

The Broadcast Research Council of South Africa (BRC) has announced that The Infinite Dial South Africa, the leading study on digital audio from Edison Research, will be released in the coming weeks.



Source: www.pexels.com

This second iteration of what has become a global benchmark to compare digital media consumption trends is once again sponsored by Triton Digital, and produced in association with the National Association of Broadcasters South Africa (NAB).

“We are excited to release the results of this second Infinite Dial study in South Africa, particularly given how changing media consumption habits during the pandemic have needed to be measured. To be able to see trended and comparative data since the 2019 study will be of great benefit,” said the BRC’s CEO, Gary Whitaker.

The Infinite Dial has been published in six countries around the world, and provides broadcasters, online audio publishers, podcasters, advertisers and the financial community with insightful data around consumption of streaming radio, online music and podcasts, as well as the usage of smart speakers and more.

The Infinite Dial South Africa explores the consumption of audio among South Africans living within the major metro commercial areas, covering the upper two of the three SEM Supergroups (or upper three of the five SEM Clusters).

“We believe that the broader scope of the study will make for a richer and more comprehensive dataset, and we look

forward to releasing the full results,” concludes Whitaker.

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