

Television stations battle for superiority in Uganda

 By [Walter Wafula](#)

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Uganda's television houses are battling for superiority in the eyes of advertisers following the release of a new media survey by research firm Steadman Synnovate in Uganda.

Three television stations including; Nation TV, Nile Broadcasting Service (NBS) TV and Bukedde TV have all released print adverts showing they are the number one television stations either in the country or in certain regions of the country.

NTV, most viewed television station

But the newly released Synnovate 2011 Media Survey rates Nation Media Group's NTV as the most viewed television station across the country. Statistics from the survey which was done around the country show that NTV leads with 26% of the viewership followed by New Vision's Bukedde TV at 16%. Bukedde largely broadcasts its programmes in Luganda, an indigenous language spoken by many Ugandans.

There is an estimated one million television sets in the emerging market although with high growth in uptake. NTV was ranked the number one for the second time after it was placed in the same position last year. The station appeals to all categories of viewers with its top notch programmes and innovative presentation skills.

Uganda Broadcasting Corporation (UBC) TV, the public broadcaster with the widest free network is ranked number three with 15%, followed by Wavah Broadcasting Service (WBS) TV, at 12%. In the new survey, pay television DSTV, a MultiChoice Uganda service came fifth with 7%. The other 30 stations share 24% of the remaining viewership. Before NTV launched its operations in Uganda, WBS TV enjoyed the limelight of being tops.

Bukedde rushes to make first impression

Following the release of the survey, Bukedde TV rushed to announce that it was the number one television station in the central region of Uganda. The area is home to Kampala, the nation's capital city with over three million inhabitants. It also has the wealthiest residents because of the high rate of urbanisation. Bukedde TV exploited its relationship with Vision Group's New Vision and Bukedde newspaper to issue multiple print messages about its status to make an impression before others.

NBS TV responded to Bukedde TV's claim with its own adverts in the New Vision's competitor paper, the *Daily Monitor*, showing it is the number one station in the eastern region. The area has the poorest people in the country but has the

largest population according to official statistics.

To bring the publicity and superiority wars to a halt, NTV started issuing multiple adverts in the *Daily Monitor* of its national superiority.

"Thank you Uganda for making NTV your No.1 TV station," reads the advert that it has publicised in the last two weeks to correct the perceptions of viewers and advertisers in Uganda. Analysts believe the publicity war is intended to attract advertisement to the media houses as the economy heats up with new investments, product and service launches, especially by players in the telecommunication and banking sectors.

ABOUT WALTER WAFULA

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