



RADIO IT IS HEAR

radio GUAGE

south africa

SA's first ever radio advertising effectiveness study conducted by the RAB South Africa.

The study aims to help advertisers understand the effects achieved as a result of their radio advertising campaigns.

First survey results will be presented in July 2010

For more information about Radio Gauge, visit www.rab.co.za or email norman@rab.co.za

radioworks CONFERENCE 2010

The RadioWorks Conference 2010 DVD will be available within the next 2 weeks

If you have not already placed your order and would like a copy of the DVD, at a cost of R50 (plus VAT), please email zama@rab.co.za

SAARF RAMS RELEASE DATES

2010

RAMS 2010/1	29 April 2010
RAMS 2010/2	15 June 2010
RAMS 2010/3	12 August 2010
RAMS 2010/4	26 October 2010
RAMS 2010/5	02 December 2010

Please note: As of 2009, SAARF expanded the AMPS®/RAMS® universe to include 15 year-olds.

The survey, therefore, covers adults aged 15 years and older, who are living in the nine provinces of South Africa.

This June 2010 release is the fifth national RAMS® release on the new 15+ year old universe. For trending purposes, both the 15+ and 16+ year old universes will be available on the RAMS® databases released until the August 2010 release.

Radio Advertising Bureau South Africa

T : +27 11 325 4935 / F : +27 11 325 4536

A : 2 Albury Park, Albury Road, Dunkeld West, 2196

W : www.rab.co.za

RAMS AUDIENCE ANALYSIS

PAST 7 DAYS (000's)	2009/2	2010/1	2010/2	INC/DEC	INC/DEC
All Adults 15+ (Population 32,498,000)	JAN-MAY 09	OCT 09-MAR 10	JAN-MAY 10	YEAR ON YEAR	DIARY ON DIARY
Regional Stations	Adults Age 16+	Adults Age 15+	Adults Age 15+		
Jacaranda 94.2	2 230	1 989	2 012	-10%	1%
Gagasi 99.5	1 846	1 911	1 833	-1%	-4%
East Coast Radio	1 833	1 679	1 685	-8%	0%
Capricorn FM	1 559	1 457	1 461	-6%	0%
Yfm 99.2	1 495	1 656	1 610	8%	-3%
Kaya FM 95.9	1 425	1 498	1 535	8%	2%
94.7 Highveld Stereo	1 283	1 229	1 322	3%	8%
94.5 Kfm	1 180	1 064	1 081	-8%	2%
Algoa FM	846	806	838	-1%	4%
Good Hope FM	599	542	544	-9%	0%
Heart 104.9FM	597	479	502	-16%	5%
Talk Radio 702	584	538	545	-7%	1%
Jacaranda RMFM	574	317	313	-45%	-1%
OFM	559	574	575	3%	0%
tru fm	433	383	383	-12%	0%
Lotus FM	380	355	336	-12%	-5%
North West FM	374	693	680	82%	-2%
Classic FM 102.7	146	206	207	42%	0%
567 Cape Talk	123	112	131	7%	17%
M-Power FM	110	50	59	-46%	18%
National Stations					
Metro FM	5 362	5 013	5 198	-3%	4%
5FM	1 839	1 950	2 033	11%	4%
RSG	1 758	1 648	1 735	-1%	5%
SAFM	601	592	608	1%	3%
Radio 2000	490	805	816	67%	1%
Radio Kansel / Pulpit	203	190	191	-6%	1%
ALS Stations					
Ukhozi FM	6 456	6 047	6 041	-6%	0%
Umhlobo Wenene FM	4 755	4 230	4 248	-11%	0%
Lesedi FM	3 409	3 602	3 585	5%	0%
Thobela FM	2 977	2 787	2 749	-8%	-1%
Motsweding FM	2 886	2 945	3 014	4%	2%
Ikwekwezi FM	1 597	1 629	1 659	4%	2%
Ligwalagwala FM	1 387	1 355	1 339	-3%	-1%
Munghana Lonene FM	1 199	1 154	1 111	-7%	-4%
Phalaphala FM	859	765	769	-10%	1%
TOTAL COMMUNITY	7 037	7 713	7 759	10%	1%
TOTAL RADIO	28 475	28 289	28 400	0%	0%



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RAMS AUDIENCE ANALYSIS

AVERAGE DAY (000's)	2009/2	2010/1	2010/2	INC/DEC	INC/DEC
All Adults 15+ (Population 32,498,000)	JAN-MAY 09	OCT 09-MAR 10	JAN-MAY 10	YEAR ON YEAR	DIARY ON DIARY
Regional Stations	Adults Age 16+	Adults Age 15+	Adults Age 15+		
East Coast Radio	1 047	911	912	-13%	0%
Jacaranda 94.2	988	870	883	-11%	1%
Gagasi 99.5	1 089	895	854	-22%	-5%
Capricorn FM	856	714	714	-17%	0%
94.7 Highveld Stereo	723	633	675	-7%	7%
Yfm 99.2	653	665	665	2%	0%
94.5 Kfm	682	564	545	-20%	-3%
Kaya FM 95.9	603	585	621	3%	6%
Algoa FM	438	405	419	-4%	3%
Good Hope FM	296	258	249	-16%	-3%
Talk Radio 702	256	249	256	0%	3%
Lotus FM	233	205	200	-14%	-2%
OFM	298	326	306	3%	-6%
Heart 104.9FM	346	250	268	-23%	7%
tru fm	216	163	164	-24%	1%
North West FM	195	307	293	50%	-5%
Jacaranda RMFM	167	94	93	-44%	-1%
567 Cape Talk	73	55	66	-10%	20%
Classic FM 102.7	62	68	69	11%	1%
M-Power FM	35	18	25	-29%	39%
National Stations					
Metro FM	2 129	1 870	1 955	-8%	5%
5FM	857	895	916	7%	2%
RSG	1 136	1 009	1 050	-8%	4%
SAFM	293	257	265	-10%	3%
Radio 2000	110	280	288	162%	3%
Radio Kansel / Pulpit	154	99	94	-39%	-5%
ALS Stations					
Ukhozi FM	4 149	3 696	3 676	-11%	-1%
Umhlobo Wenene FM	3 109	2 807	2 818	-9%	0%
Lesedi FM	2 049	2 150	2 144	5%	0%
Thobela FM	1 754	1 501	1 512	-14%	1%
Motsweding FM	1 675	1 622	1 621	-3%	0%
Ligwalagwala FM	885	753	722	-18%	-4%
Ikwekwezi FM	878	863	876	0%	2%
Munghana Lonene FM	746	653	642	-14%	-2%
Phalaphala FM	554	409	406	-27%	-1%
TOTAL COMMUNITY	3 591	3 803	3 875	8%	2%
TOTAL RADIO	23 230	22 299	22 451	-3%	1%