



Wishing you Jingles all the way!

STAY TUNED TO RADIO FOR A JOYOUS FESTIVE SEASON!

Festive Wishes!

Making sure you're at the cutting edge of effective radio use has all been in a year's work for us at the RAB, and as we bid farewell to a great 2011 for radio in every sense of the word, we wish you and yours a fabulous festive season and a 2012 that's filled with both inspiration and enlightenment.

There's lots more where it all came from, so stay safe, stay focussed and most importantly - stay 'tuned' in! See you on the other side!

Team RAB



NEXT SURVEY DATES: BOOK YOUR SPACE FOR FREE!

Just because it's the end of the year, doesn't mean you can't get the ball rolling for 2012. We certainly are, with RadioGAUGE, the global standard for measuring radio advertising effectiveness!

If you have a large radio campaign ending around either 2 March or 4 May 2012 and would like to measure its effectiveness, the RAB invites you to secure your place in one of the next two waves of the RadioGAUGE survey.

Your campaign should be national, targeting LSM 7 - 10 consumers, with an airtime value of around R1-million.

If you'd like to submit your application or book a RadioGAUGE presentation to better understand the research, simply e-mail gilda@rab.co.za or call Gilda on 011 325 4935 to discuss.

Here's to maximising your effectiveness on radio in 2012!

RAMS AUDIENCE ANALYSIS

PAST 7 DAYS ('000s)	Dec - 10	Oct - 11	Dec - 11	INC / DEC	INC / DEC
All Adults 15+ (Population: 34,020,000)	Jul - Oct '10	May - Aug '11	Jul - Oct '11	YEAR ON YEAR	DIARY ON DIARY
Totals	34 020	34 020	34 020		
National Stations	Adults Age 15+	Adults Age 15+	Adults Age 15+		
Metro FM	5 514	6 088	5 976	8%	-2%
5FM	2 179	2 329	2 355	8%	1%
RSG	1 837	1 836	1 797	-2%	-2%
Radio 2000	722	928	914	27%	-2%
SA FM	561	550	557	-1%	1%
ALS Stations					
Ukhozi FM	6 142	6 664	6 674	9%	0%
Umhlobo Wenene FM	4 155	3 838	3 796	-9%	-1%
Motsweding	3 266	3 400	3 281	0%	-4%
Lesedi FM	3 448	3 303	3 230	-6%	-2%
Thobela FM	3 003	2 697	2 682	-11%	-1%
Ikwekwezi FM	1 565	1 379	1 403	-10%	2%
Ligwalagwala FM	1 430	1 234	1 204	-16%	-2%
Munghana Lonene FM	949	1 113	1 148	21%	3%
Phalaphala FM	1 042	926	951	-9%	3%
Regional Stations					
Jacaranda	2 075	1 975	2 003	-3%	1%
Gagasi 99.5	1 814	1 875	1 855	2%	-1%
East Coast Radio	1 807	1 831	1 833	1%	0%
Capricorn FM	1 464	1 521	1 531	5%	1%
99.2 YFM	1 424	1 429	1 448	2%	1%
Kaya FM 95.9	1 450	1 421	1 408	-3%	-1%
94.7 Highveld Stereo	1 329	1 320	1 317	-1%	0%
94.5 KFM	1 163	1 189	1 208	4%	2%
North West FM	761	768	746	-2%	-3%
Good Hope FM	618	682	745	21%	9%
Algoa FM	728	724	703	-3%	-3%
Talk Radio 702	635	628	665	5%	6%
OFM	549	580	577	5%	-1%
Heart 104.9 FM	548	542	548	0%	1%
Lotus FM	371	384	381	3%	-1%
Tru FM	322	310	316	-2%	2%
Classic FM 102.7	189	153	147	-22%	-4%
BRFM	129	149	128	-1%	-14%
567 Cape Talk	117	119	108	-8%	-9%
Mpower FM	108	60	55	-49%	-8%
TOTAL COMMUNITY	7 858	8 480	8 446	7%	0%
TOTAL COMMERCIAL / PBS	28 945	29 041	29 034	0%	0%
TOTAL RADIO	29 880	30 125	30 109	1%	0%



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SAARF RAMS RELEASE DATES

2011

RAMS 2011/1	21 April 2011
RAMS 2011/2	15 June 2011
RAMS 2011/3	12 August 2011
RAMS 2011/4	25 October 2011
RAMS 2011/5	1 December 2011

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.

* Figures reflect large urban only.
** Jacaranda 94.2FM audience figures now include RMFM

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RAMS AUDIENCE ANALYSIS

AVE DAY: MON-FRI (000's)	Dec - 10	Oct - 11	Dec - 11	INC / DEC	INC / DEC
All Adults 15+ (Population: 34,020,000)	Jul - Oct '10	May - Aug '11	Jul - Oct '11	YEAR ON YEAR	DIARY ON DIARY
Totals	34 020	34 020	34 020		
National Stations	Adults Age 15+	Adults Age 15+	Adults Age 15+		
Metro FM	2 165	2 419	2 305	6%	-5%
RSG	1 092	1 092	1 087	0%	0%
5FM	997	1 003	1 038	4%	3%
Radio 2000	254	334	338	33%	1%
SA FM	244	241	249	2%	3%
ALS Stations					
Ukhozi FM	3 814	4 095	4 083	7%	0%
Umhlobo Wenene FM	2 636	2 394	2 366	-10%	-1%
Lesedi FM	2 098	2 069	1 985	-5%	-4%
Motsweding	1 906	1 956	1 895	-1%	-3%
Thobela FM	1 736	1 520	1 528	-12%	1%
Ligwalagwala FM	843	720	712	-16%	-1%
Ikwewezi FM	834	667	658	-21%	-1%
Munghana Lonene FM	557	630	649	17%	3%
Phalaphala FM	652	481	493	-24%	2%
Regional Stations					
East Coast Radio	989	1 048	1 023	3%	-2%
Jacaranda National F	1 005	922	973	-3%	6%
Gagasi 99.5	828	841	815	-2%	-3%
94.7 Highveld Stereo	678	697	699	3%	0%
Capricorn FM	698	675	676	-3%	0%
94.5 KFM	580	642	646	11%	1%
99.2 YFM	592	570	565	-5%	-1%
Kaya FM 95.9	560	604	562	0%	-7%
Good Hope FM	283	346	363	28%	5%
Algoa FM	364	362	341	-6%	-6%
OFM	330	320	324	-2%	1%
Talk Radio 702	299	285	320	7%	12%
North West FM	337	329	311	-8%	-5%
Heart 104.9 FM	277	299	307	11%	3%
Lotus FM	203	208	206	1%	-1%
Tru FM	136	142	133	-2%	-6%
Classic FM 102.7	81	68	66	-19%	-3%
567 Cape Talk	56	60	59	5%	-2%
BRFM	49	60	53	8%	-12%
MPowerFM	38	16	13	-66%	-19%
TOTAL COMMUNITY	3 940	4 356	4 330	10%	-1%
TOTAL COMMERCIAL / PBS	22 063	21 767	21 724	-2%	0%
TOTAL RADIO	23 577	23 481	23 412	-1%	0%