

Media Release

For attention: Marketing and Advertising trade media

The BRC announces interim data for RAMS

Due to the impact of the international COVID-19 pandemic, many industries have been negatively affected and South Africa's radio currency has been no exception. To alleviate the pressure of no radio data being available, and to get a comprehensive update on the industry the BRC has commissioned research experts, Ask Afrika, to implement an interim radio data study.

As the pandemic hit and Level 5 lockdown ensued there was no doubt that radio stations in South Africa would see fluctuations in audience data. A huge disruptor being the changes to people's daily routines and habits. Consumers were no longer commuting to and from work, working hours were altered by home schooling, family life, restrictions on movement, social interactions and the like.

"These shifts in routines and habits have led to massive changes in media consumption, mainly, increases in listening and viewing habits," says Gary Whitaker, CEO at The Broadcast Research Council (BRC) of South Africa.

Another implication is that the radio research currency was negatively impacted. "As the makeup of the current underlying research methodology involves face-to-face interaction, namely, interviewing respondents for RAMS (Radio Audience Measurement), we were unable to provide data in Q2, Q3 and Q4 of 2020 to demonstrate these irregular times and differences in listenership audiences," says Whitaker.

According to Sarina de Beer, Managing Director at Ask Afrika, Lockdown has changed consumer psyche and behaviour considerably, which naturally includes how we consume media. These changes did not find its onset during Lockdown however, but these restrictions have added its own layer of complexity to radio consumption.

"The focus of the interim measure will be to support the industry to gain a deeper understanding of just how radio consumption has changed over time. As an essential asset we need to leverage the opportunity as one of the most trusted media sources over time," confirms de Beer. "I believe that a fresh and deep understanding will enable just that!"

The only RAMS data currently available to the industry is Q1 2020 data and the world has gone through immense changes since then. To supplement this data, two interim sets of radio data will be released at the end of March and May 2021. Surveying will take place through a combination of face to face and online interviews which will deliver insights at a Total Radio listenership level. The assessment of the approach was completed in collaboration with, among others, the AMF (The Advertising Media Forum), a collective of media agencies and individuals including media strategists, planners, buyers and consultants.

While these two radio data sets are exactly that – interim data - the Lockdown regulations have highlighted a clear need for the Listenership currency to be futureproofed. Face to face methods and manual seven-day diaries will soon be a thing of the past. "We are looking forward to revealing the way forward - how Listenership will be measured in South Africa following international best practices as soon as the second quarter of 2021," concludes Whitaker.

Please visit the BRC's website at: <https://brcsa.org.za/>

The Broadcast Research Council of South Africa DNA

The Broadcast Research Council of South Africa (BRC), established in 2015, chief role is to commission and oversee the delivery of radio and television audience measurement research for broadcasters and the advertising and marketing industry.

Issued on behalf of:

The Broadcast Research Council of South Africa (BRC)
Gary Whitaker, CEO
gary@brcsa.org.za

Issued by:

Owlhurst Communications
Chirene / Mark Campbell
083 557 2438
083 266 2177
chirene@owlhurst.com
mark@owlhurst.com