You can’t have an idea without ID.

COLLECTIVE ID

Our diversity of voices, views and backgrounds give us the insights to create ideas that speak to all South Africans.

Brenda Khumalo – MD  Sharon Bergmann – CFO  Qingqile Mdlulwa – ECD
Contact: Tshepang Louw – New Business Director  E: tshepangl@collectiveid.co.za  T: 0782698704
Here is the 2019 edition of OMD’s SA and SADC Media Facts, now in its 22nd year of publication. Much has changed over that time but the requirement for accurate data across the African continent is more acute than ever as advertisers continue to push into new territories. All this information is also available as a PDF download.

The growth of the Digital platform continues at rapid pace in all parts of the continent, with a young and urbanising population that quickly adapts to new technology and has a voracious appetite for it. This provides new challenges for advertisers but also new opportunities. For 2019 OMD and Omnicom Media Group are rolling out planning tools under the OMNI© banner into all our offices across the region. This will provide world class analytics from our global networks to assist strategy development and implementation at a local level in Africa. A world first.

L-R : Marco Santos OMD SA Managing Director, Gary Westwater Omnicom Media Group SA CFO, Josh Dovey Omnicom Media Group SA CEO.

*Source: RECMA September 2018

<table>
<thead>
<tr>
<th>CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3. Map of SA, provinces &amp; capitals</td>
</tr>
<tr>
<td>4. Population profile of SA</td>
</tr>
<tr>
<td>5. Media consumption</td>
</tr>
<tr>
<td>6. Adspend:</td>
</tr>
<tr>
<td>7. Television stations</td>
</tr>
<tr>
<td>8. Daily newspapers</td>
</tr>
<tr>
<td>9. Consumer magazines</td>
</tr>
<tr>
<td>10. Local newspapers</td>
</tr>
<tr>
<td>11. Radio stations</td>
</tr>
<tr>
<td>12. Cinema</td>
</tr>
<tr>
<td>13. Online media</td>
</tr>
<tr>
<td>14. Social</td>
</tr>
<tr>
<td>15. Mobile advertising</td>
</tr>
<tr>
<td>16. E-newsletters</td>
</tr>
<tr>
<td>17. Country specific data</td>
</tr>
</tbody>
</table>

**OMD MEDIA FACTS 2019 INTRODUCTION**

South Africa is a world first. A country that quickly adapts to change and consumer habits, where a young population that consistently engages with the digital platform. A country where the requirements for accurate data across the African continent is more acute than ever as advertisers continue to push into new territories.

This information is also available as a PDF download.

**SOUTH AFRICA**

**Background**

After the fall of European Boer republics and the British leading Union of South Africa (1910) and Republic (1926) operated in a poly of the separation of the races. The 1950s brought an end to apartheid politically and in 1994 black majority rule via ANC. New president 2018.

**Climate**

Mostly semi-arid, subtropical along east coast; sunny days, cool nights in winter.

**Terrain**

Mostly semi-arid plateau rimmed by rugged hills and narrow coastal plain.

**Resources**

Gold, chromium, antimony, coal, iron, manganese, nickel, phosphates, tin, rare earth elements, uranium, diamonds, platinum, copper, vanadium, salt, natural gas.

**Population**

66.7m (2017); world rank: 25; growth: 1.5% pa.

**Urbanisation**

56.5% of total population (2016 est).

**Income per capita**

US$5,430 (2017 est), world rank: 87

**Income share**

Highest 20%: 68.2% of income,

**Age structure**

0-9 years: 21.3%, 10-14 years: 15.3%, 15-24 years: 16.7%, 25-44 years: 42.7%, 45-54 years: 6.7%, 55-64 years: 6.7%, 65+ years: 5.7%.

**Ethnic groups**

Black African 80.2%, Coloured 8.6%, White: 8.4%, Indian: 2.5%.

**Languages**

Zulu: 22.7%, Xhosa: 15.0%, Afrikaans: 13.5%, English: 9.6%, Pedi: 9.1%, Tsawana: 8.0%, Sotho: 7.8%, Tsonga: 6.9%, other: 9%.

**Literacy**

15+ read/write: total: 94.4%, male: 95.4%, female: 93.4% (2015 est)

**Age structure**

0-9 years: 21.3%, 10-14 years: 15.3%, 15-24 years: 16.7%, 25-44 years: 42.7%, 45-54 years: 6.7%, 55-64 years: 6.7%, 65+ years: 5.7%.

**Ethnic groups**

Black African 80.2%, Coloured 8.6%, White: 8.4%, Indian: 2.5%.

**Languages**

Zulu: 22.7%, Xhosa: 15.0%, Afrikaans: 13.5%, English: 9.6%, Pedi: 9.1%, Tsawana: 8.0%, Sotho: 7.8%, Tsonga: 6.9%, other: 9%.

**Literacy**

15+ read/write: total: 94.4%, male: 95.4%, female: 93.4% (2015 est)

**Income per capita**

US$5,430 (2017 est), world rank: 87

**Income share**

Highest 20%: 68.2% of income,

**Age structure**

0-9 years: 21.3%, 10-14 years: 15.3%, 15-24 years: 16.7%, 25-44 years: 42.7%, 45-54 years: 6.7%, 55-64 years: 6.7%, 65+ years: 5.7%.

**Ethnic groups**

Black African 80.2%, Coloured 8.6%, White: 8.4%, Indian: 2.5%.

**Languages**

Zulu: 22.7%, Xhosa: 15.0%, Afrikaans: 13.5%, English: 9.6%, Pedi: 9.1%, Tsawana: 8.0%, Sotho: 7.8%, Tsonga: 6.9%, other: 9%.

**Literacy**

15+ read/write: total: 94.4%, male: 95.4%, female: 93.4% (2015 est)

**Income per capita**

US$5,430 (2017 est), world rank: 87

**Income share**

Highest 20%: 68.2% of income,

**Age structure**

0-9 years: 21.3%, 10-14 years: 15.3%, 15-24 years: 16.7%, 25-44 years: 42.7%, 45-54 years: 6.7%, 55-64 years: 6.7%, 65+ years: 5.7%.

**Ethnic groups**

Black African 80.2%, Coloured 8.6%, White: 8.4%, Indian: 2.5%.

**Languages**

Zulu: 22.7%, Xhosa: 15.0%, Afrikaans: 13.5%, English: 9.6%, Pedi: 9.1%, Tsawana: 8.0%, Sotho: 7.8%, Tsonga: 6.9%, other: 9%.

**Literacy**

15+ read/write: total: 94.4%, male: 95.4%, female: 93.4% (2015 est)

**Income per capita**

US$5,430 (2017 est), world rank: 87

**Income share**

Highest 20%: 68.2% of income,
### OMD Media Facts

#### Demographic Profile (Adults 15+)

**Location**
- **KwaZulu-Natal**: 50+ years old, 31,332 male, 10,017 female, 9,540 Black, 4,841 Coloured, 3,431 Indian, 1,021 White.

**Education**
- **Any other post-matric qualification**: 9.0%
- **Primary school completed**: 48.2%
- **Some primary school**: 27.7%
- **Secondary school completed**: 9.0%
- **Some tertiary education**: 10.2%
- **Tertiary education completed**: 10.5%
- **Any other post-matric qualification**: 6.5%

**Media Consumption (Adults 15+)**

- **Television**:
  - Radio stations: 10,050, 52.9%
  - TV stations (linear channel): 14,235, 96.2%
- **Radio**:
  - 80.4%
- **Newspaper and digital or printed**:
  - 82.3%
- **Magazine and digital or printed**:
  - 97.0%
- **Online**:
  - 89.5%
- **Television**:
  - 80.5%
- **Magazine and digital or printed**:
  - 89.5%
- **Newspaper and digital or printed**:
  - 89.5%
- **Internet**:
  - 80.5%

**Change in Media Opportunities**

- **Traditional Media**:
  - TV stations (linear channel): 14,235, 96.2%
  - Radio stations: 10,050, 52.9%
  - Newspaper and digital or printed: 11,739, 80.4%
  - Magazine and digital or printed: 11,456, 89.5%
  - Internet: 11,456, 89.5%

- **Online Media**:
  - TV stations (linear channel): 14,235, 96.2%
  - Radio stations: 10,050, 52.9%
  - Newspaper and digital or printed: 11,739, 80.4%
  - Magazine and digital or printed: 11,456, 89.5%
  - Internet: 11,456, 89.5%

**Telecommunications & Online**

- **Mobile subscriptions per 100 people (2017)**: 87%
  - South Africa: 87%
  - Mobile subscriptions per 100 people (2017): 87%
  - Internet users per 100 people (Dec 2017): 32%
  - Mobile subscriptions per 100 people (2017): 87%
  - Internet users per 100 people (Dec 2017): 32%

**Country code**: za

**Source**: World Bank, ITU, Internet World Stats, Hootsuite 2018

---

### Demographic Facts

#### Population Profile (Adults 15+)

**Location**
- **KwaZulu-Natal**: 50+ years old, 31,332 male, 10,017 female, 9,540 Black, 4,841 Coloured, 3,431 Indian, 1,021 White.

**Education**
- **Any other post-matric qualification**: 9.0%
- **Primary school completed**: 48.2%
- **Some primary school**: 27.7%
- **Secondary school completed**: 9.0%
- **Some tertiary education**: 10.2%
- **Tertiary education completed**: 10.5%
- **Any other post-matric qualification**: 6.5%

**Media Consumption (Adults 15+)**

- **Television**:
  - Radio stations: 10,050, 52.9%
  - TV stations (linear channel): 14,235, 96.2%
- **Radio**:
  - 80.4%
- **Newspaper and digital or printed**:
  - 82.3%
- **Magazine and digital or printed**:
  - 97.0%
- **Online**:
  - 89.5%

**Change in Media Opportunities**

- **Traditional Media**:
  - TV stations (linear channel): 14,235, 96.2%
  - Radio stations: 10,050, 52.9%
  - Newspaper and digital or printed: 11,739, 80.4%
  - Magazine and digital or printed: 11,456, 89.5%
  - Internet: 11,456, 89.5%

- **Online Media**:
  - TV stations (linear channel): 14,235, 96.2%
  - Radio stations: 10,050, 52.9%
  - Newspaper and digital or printed: 11,739, 80.4%
  - Magazine and digital or printed: 11,456, 89.5%
  - Internet: 11,456, 89.5%

**Telecommunications & Online**

- **Mobile subscriptions per 100 people (2017)**: 87%
  - South Africa: 87%
  - Mobile subscriptions per 100 people (2017): 87%
  - Internet users per 100 people (Dec 2017): 32%
  - Mobile subscriptions per 100 people (2017): 87%
  - Internet users per 100 people (Dec 2017): 32%

**Country code**: za

**Source**: World Bank, ITU, Internet World Stats, Hootsuite 2018
US$ bought R8.26, the Prime lending rate was 15.00%, adspend increased by 5.0% and the Media Inflation Watch Index (MIW) was 12.0%.

### OMD Media Facts

- **Category**: Small display, Media adv., promotions, Social responsibility, welfare, Travel, sport & leisure, Financial services, Retail

### TABLE: ADSPEND by agency Net of agency commission

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Retail</strong></td>
<td>22.4</td>
<td>21.9</td>
<td>22.3</td>
<td>22.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Financial services</td>
<td>10.8</td>
<td>14.9</td>
<td>17.5</td>
<td>12.1</td>
<td>6.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FMCG - Health &amp; beauty</td>
<td>8.7</td>
<td>8.3</td>
<td>9.0</td>
<td>10.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automobiles</td>
<td>9.4</td>
<td>9.5</td>
<td>10.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multimedia</td>
<td>11.5</td>
<td>9.1</td>
<td>6.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Travel, sport &amp; leisure</td>
<td>6.2</td>
<td>5.1</td>
<td>5.4</td>
<td>6.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FMCG - Drinks</td>
<td>6.9</td>
<td>6.0</td>
<td>6.9</td>
<td>6.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FMCG - Food</td>
<td>5.0</td>
<td>4.7</td>
<td>4.9</td>
<td>4.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Professional services</td>
<td>3.9</td>
<td>3.1</td>
<td>3.3</td>
<td>3.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government, education</td>
<td>3.1</td>
<td>3.7</td>
<td>3.2</td>
<td>3.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FMCG - House &amp; Home</td>
<td>2.8</td>
<td>3.7</td>
<td>2.9</td>
<td>3.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social responsibility, welfare</td>
<td>3.2</td>
<td>3.1</td>
<td>3.1</td>
<td>2.6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business to business, industrial</td>
<td>3.3</td>
<td>3.3</td>
<td>2.4</td>
<td>2.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media adv., promotions</td>
<td>2.3</td>
<td>2.4</td>
<td>2.1</td>
<td>1.8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FMCG - Baby care</td>
<td>0.4</td>
<td>0.4</td>
<td>0.6</td>
<td>0.7</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small display</td>
<td>1.0</td>
<td>0.7</td>
<td>0.6</td>
<td>0.3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FMCG - Pet &amp; pet care</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
<td>0.2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FMCG - Tobacco related</td>
<td>0.1</td>
<td>0.0</td>
<td>0.1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

This table reflects Nielsen’s Ad Dynamo, below the line advertising expenditure, net of agency commission, are listed. It was R8.06 billion between Aug 2017 and Jul 2018 (excluding commission). Source: Nielsen Media Research Ad Dynamo.

### TABLE: MIW by agency 2010-2018

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase %</th>
<th>CPI % Increase</th>
<th>GDP % Increase</th>
<th>Rand to $</th>
<th>Prime rate</th>
<th>Adspend increase</th>
<th>MIW % Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>14.2</td>
<td>13.3</td>
<td>3.2</td>
<td>8.26</td>
<td>30.0</td>
<td>5.0</td>
<td>12.0</td>
</tr>
<tr>
<td>2009</td>
<td>-0.5</td>
<td>7.1</td>
<td>-1.5</td>
<td>8.44</td>
<td>30.0</td>
<td>-0.3</td>
<td>6.3</td>
</tr>
<tr>
<td>2010</td>
<td>6.0</td>
<td>4.3</td>
<td>3.0</td>
<td>7.33</td>
<td>30.0</td>
<td>18.0</td>
<td>17.7</td>
</tr>
<tr>
<td>2011</td>
<td>8.4</td>
<td>9.0</td>
<td>9.0</td>
<td>7.22</td>
<td>9.0</td>
<td>18.1</td>
<td>18.6</td>
</tr>
<tr>
<td>2012</td>
<td>6.2</td>
<td>2.2</td>
<td>8.22</td>
<td>8.50</td>
<td>9.0</td>
<td>6.9</td>
<td>6.3</td>
</tr>
<tr>
<td>2013</td>
<td>6.0</td>
<td>5.8</td>
<td>2.5</td>
<td>9.60</td>
<td>9.0</td>
<td>6.5</td>
<td>6.4</td>
</tr>
<tr>
<td>2014</td>
<td>7.5</td>
<td>6.1</td>
<td>1.8</td>
<td>10.86</td>
<td>9.0</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>2015</td>
<td>3.6</td>
<td>4.6</td>
<td>1.3</td>
<td>12.77</td>
<td>9.0</td>
<td>9.5</td>
<td>12.4</td>
</tr>
<tr>
<td>2016</td>
<td>7.0</td>
<td>6.4</td>
<td>1.6</td>
<td>14.71</td>
<td>10.0</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>2017</td>
<td>4.8</td>
<td>5.3</td>
<td>1.3</td>
<td>13.26</td>
<td>10.0</td>
<td>4.4</td>
<td>6.2</td>
</tr>
</tbody>
</table>

This table reflects the Prime Breakout Index (PBI) index by 12.4% over 2007. The Consumer Price Index (CPI) rose by 1.1%, the Gross Domestic Product (GDP) rose by 1.2%, the US$ to R10.36, the Prime lending rate was 15.00%, adjusted increased by 0.5% and the Media Inflation Watch (MIW) was 12.0%.

<table>
<thead>
<tr>
<th>Year</th>
<th>Increase %</th>
<th>CPI % Increase</th>
<th>GDP % Increase</th>
<th>Rand to $</th>
<th>Prime rate</th>
<th>Adspend increase</th>
<th>MIW % Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>4.2</td>
<td>13.3</td>
<td>3.2</td>
<td>8.26</td>
<td>30.0</td>
<td>5.0</td>
<td>12.0</td>
</tr>
<tr>
<td>2009</td>
<td>-0.5</td>
<td>7.1</td>
<td>-1.5</td>
<td>8.44</td>
<td>30.0</td>
<td>-0.3</td>
<td>6.3</td>
</tr>
<tr>
<td>2010</td>
<td>6.0</td>
<td>4.3</td>
<td>3.0</td>
<td>7.33</td>
<td>30.0</td>
<td>18.0</td>
<td>17.7</td>
</tr>
<tr>
<td>2011</td>
<td>8.4</td>
<td>9.0</td>
<td>9.0</td>
<td>7.22</td>
<td>9.0</td>
<td>18.1</td>
<td>18.6</td>
</tr>
<tr>
<td>2012</td>
<td>6.2</td>
<td>2.2</td>
<td>8.22</td>
<td>8.50</td>
<td>9.0</td>
<td>6.9</td>
<td>6.3</td>
</tr>
<tr>
<td>2013</td>
<td>6.0</td>
<td>5.8</td>
<td>2.5</td>
<td>9.60</td>
<td>9.0</td>
<td>6.5</td>
<td>6.4</td>
</tr>
<tr>
<td>2014</td>
<td>7.5</td>
<td>6.1</td>
<td>1.8</td>
<td>10.86</td>
<td>9.0</td>
<td>3.9</td>
<td>3.0</td>
</tr>
<tr>
<td>2015</td>
<td>3.6</td>
<td>4.6</td>
<td>1.3</td>
<td>12.77</td>
<td>9.0</td>
<td>9.5</td>
<td>12.4</td>
</tr>
<tr>
<td>2016</td>
<td>7.0</td>
<td>6.4</td>
<td>1.6</td>
<td>14.71</td>
<td>10.0</td>
<td>9.7</td>
<td>9.7</td>
</tr>
<tr>
<td>2017</td>
<td>4.8</td>
<td>5.3</td>
<td>1.3</td>
<td>13.26</td>
<td>10.0</td>
<td>4.4</td>
<td>6.2</td>
</tr>
<tr>
<td>2018</td>
<td>4.8</td>
<td>5.3</td>
<td>1.3</td>
<td>13.26</td>
<td>10.0</td>
<td>4.4</td>
<td>6.2</td>
</tr>
</tbody>
</table>

This table reflects the Prime Breakout Index (PBI) index by 12.4% over 2007. The Consumer Price Index (CPI) rose by 1.1%, the Gross Domestic Product (GDP) rose by 1.2%, the US$ to R10.36, the Prime lending rate was 15.00%, adjusted increased by 0.5% and the Media Inflation Watch (MIW) was 12.0%.

### TABLE: TV PERFORMANCE

- **Network**: Mzansi Magic, Multichoice, SABC 1, eTV, eTV Digital, SABC 2, SABC 3, M-Net, e.tv, M-Net, M-Net Series.

### TABLE: SABC 1 and 2

- **Multi-channel Digital Pay TV service. Broadcast on DStv platform**

### TABLE: M-Net

- **Multi-channel Digital Pay TV service. Broadcast on DStv platform**

### TABLE: TV PERFORMANCE

- **Network**: Mzansi Magic, Multichoice, SABC 1, eTV, eTV Digital, SABC 2, SABC 3, M-Net, e.tv, M-Net, M-Net Series.

### TABLE: M-Net

- **Multi-channel Digital Pay TV service. Broadcast on DStv platform**

### TABLE: TV PERFORMANCE

- **Network**: Mzansi Magic, Multichoice, SABC 1, eTV, eTV Digital, SABC 2, SABC 3, M-Net, e.tv, M-Net, M-Net Series.

### TABLE: M-Net

- **Multi-channel Digital Pay TV service. Broadcast on DStv platform**

### TABLE: TV PERFORMANCE

- **Network**: Mzansi Magic, Multichoice, SABC 1, eTV, eTV Digital, SABC 2, SABC 3, M-Net, e.tv, M-Net, M-Net Series.
### DAILY NEWSPAPERS

The market: Traditionally, each major urban center has had its own set of competing English and/or Afrikaans dailies. Last 20 years have seen a surge in popular journalism with the launch and mass sales success of Daily Sun, driven under severe circulation decline. Readership trend: Most dailies show modernist decline in circulation. 

**Circulation trend:** Most dailies display modernist severe decline in circulation. 

**Readership trend:** Larger English dailies exhibit a Black readership in excess of 50%, slumping editorial appears between traditional Black and White categories. 

<table>
<thead>
<tr>
<th>Area</th>
<th>Title</th>
<th>Group</th>
<th>Language</th>
<th>Appears</th>
<th>ABC circulation Apr-June 2018 (000)</th>
<th>2018 Cost per FC ex VAT &amp; agency comm.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bloemfontein</td>
<td>Volksblad</td>
<td>Af</td>
<td>AM</td>
<td>143</td>
<td>R342.00</td>
<td></td>
</tr>
<tr>
<td>Cape Town</td>
<td>Cape Times</td>
<td>INC</td>
<td>Eng</td>
<td>29.6</td>
<td>R122.15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cape Argus</td>
<td>INC</td>
<td>Eng</td>
<td>27.3</td>
<td>R105.77</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Daily Voice</td>
<td>INC</td>
<td>n/a</td>
<td>8.9</td>
<td>R90.49</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Burger Voice</td>
<td>Media24</td>
<td>Af</td>
<td>39.5</td>
<td>R57.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Son Times (Mon-Fri)</td>
<td>Af</td>
<td></td>
<td></td>
<td>R57.00</td>
<td></td>
</tr>
<tr>
<td>Durban</td>
<td>The Mercury</td>
<td>INC</td>
<td>Eng</td>
<td>25.0</td>
<td>R98.20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday Star</td>
<td>Intl</td>
<td>Zul</td>
<td>23.1</td>
<td>R158.41</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Isilo</td>
<td>Zul</td>
<td></td>
<td>79.8</td>
<td>R130.14</td>
<td></td>
</tr>
<tr>
<td>East London</td>
<td>Daily Dispatch</td>
<td>Tiso Blackstar</td>
<td>Eng</td>
<td>16.6</td>
<td>R67.23</td>
<td></td>
</tr>
<tr>
<td>Johannesburg</td>
<td>Business Day</td>
<td>Tiso Blackstar</td>
<td>Eng</td>
<td>20.1</td>
<td>R199.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Citizen</td>
<td>INC</td>
<td>Eng</td>
<td>48.6</td>
<td>R154.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Daily Sun</td>
<td>Media24</td>
<td></td>
<td>129.9</td>
<td>R466.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evening</td>
<td>INC</td>
<td>Eng</td>
<td>70.1</td>
<td>R205.94</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Star</td>
<td>INC</td>
<td>Eng</td>
<td>72.4</td>
<td>R239.65</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sabelo</td>
<td>INC</td>
<td>Eng</td>
<td>39.2</td>
<td>R344.00</td>
<td></td>
</tr>
<tr>
<td>Kimberley</td>
<td>Diamond Fields Adv</td>
<td>INC</td>
<td>Eng</td>
<td>7.4</td>
<td>R14.28</td>
<td></td>
</tr>
<tr>
<td>Pietermaritzburg</td>
<td>Pretoria News</td>
<td>Media24</td>
<td>Eng</td>
<td>11.7</td>
<td>R92.00</td>
<td></td>
</tr>
<tr>
<td>Port Elizabeth</td>
<td>Herald</td>
<td>Tiso Blackstar</td>
<td>Eng</td>
<td>16.2</td>
<td>R76.02</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>R145.53</td>
<td></td>
</tr>
<tr>
<td>Pretoria</td>
<td>Pretoria News</td>
<td>INC</td>
<td>Eng</td>
<td>11.7</td>
<td>R92.00</td>
<td></td>
</tr>
<tr>
<td>Bloemfontein</td>
<td>Volksblad</td>
<td>Af</td>
<td>AM</td>
<td>143</td>
<td>R342.00</td>
<td></td>
</tr>
<tr>
<td>Cape Town</td>
<td>Cape Times</td>
<td>INC</td>
<td>Eng</td>
<td>29.6</td>
<td>R122.15</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Cape Argus</td>
<td>INC</td>
<td>Eng</td>
<td>27.3</td>
<td>R105.77</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Daily Voice</td>
<td>INC</td>
<td>n/a</td>
<td>8.9</td>
<td>R90.49</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Burger Voice</td>
<td>Media24</td>
<td>Af</td>
<td>39.5</td>
<td>R57.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Son Times (Mon-Fri)</td>
<td>Af</td>
<td></td>
<td></td>
<td>R57.00</td>
<td></td>
</tr>
<tr>
<td>Durban</td>
<td>The Mercury</td>
<td>INC</td>
<td>Eng</td>
<td>25.0</td>
<td>R98.20</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday Star</td>
<td>Intl</td>
<td>Zul</td>
<td>23.1</td>
<td>R158.41</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Isilo</td>
<td>Zul</td>
<td></td>
<td>79.8</td>
<td>R130.14</td>
<td></td>
</tr>
<tr>
<td>East London</td>
<td>Daily Dispatch</td>
<td>Tiso Blackstar</td>
<td>Eng</td>
<td>16.6</td>
<td>R67.23</td>
<td></td>
</tr>
<tr>
<td>Johannesburg</td>
<td>Business Day</td>
<td>Tiso Blackstar</td>
<td>Eng</td>
<td>20.1</td>
<td>R199.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Citizen</td>
<td>INC</td>
<td>Eng</td>
<td>48.6</td>
<td>R154.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Daily Sun</td>
<td>Media24</td>
<td></td>
<td>129.9</td>
<td>R466.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Evening</td>
<td>INC</td>
<td>Eng</td>
<td>70.1</td>
<td>R205.94</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Star</td>
<td>INC</td>
<td>Eng</td>
<td>72.4</td>
<td>R239.65</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sabelo</td>
<td>INC</td>
<td>Eng</td>
<td>39.2</td>
<td>R344.00</td>
<td></td>
</tr>
<tr>
<td>Kimberley</td>
<td>Diamond Fields Adv</td>
<td>INC</td>
<td>Eng</td>
<td>7.4</td>
<td>R14.28</td>
<td></td>
</tr>
</tbody>
</table>

### MAJOR WEEKLY NEWSPAPERS

The market: Most large urban centres have a Saturday/Sunday edition of relevant dailies. Nationalism grew from Johannesburg. 

**Readership trend:** Daily Reader trend is declining, dramatically. Readership trend per dailies.

<table>
<thead>
<tr>
<th>Area</th>
<th>Title</th>
<th>Group</th>
<th>Language</th>
<th>Appears</th>
<th>2018 ABC circulation (000)</th>
<th>2018 FC cost ex VAT &amp; agency comm.</th>
</tr>
</thead>
<tbody>
<tr>
<td>National</td>
<td>Mail Press</td>
<td>INC</td>
<td>Eng</td>
<td>50.2</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>M&amp;G Media</td>
<td>Media24</td>
<td>Eng</td>
<td>23.6</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Daily Dispatch</td>
<td>Tiso Blackstar</td>
<td>Eng</td>
<td>123.1</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>CT Media (Media24)</td>
<td>Media24</td>
<td>Eng</td>
<td>235.9</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday Independent</td>
<td>Media24</td>
<td>Eng</td>
<td>196.4</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday+</td>
<td>Media24</td>
<td>Eng</td>
<td>54.9</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday Times</td>
<td>Media24</td>
<td>Eng</td>
<td>50.2</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>World Daily</td>
<td>Media24</td>
<td>Eng</td>
<td>46.2</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td>Bloemfontein</td>
<td>Volksblad Saturday</td>
<td>Media24</td>
<td>Eng</td>
<td>14.3</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td>Cape Town</td>
<td>Saturday Hungry</td>
<td>Media24</td>
<td>Eng</td>
<td>31.4</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday Star</td>
<td>Media24</td>
<td>Eng</td>
<td>16.1</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td>Durban</td>
<td>Morning Edition</td>
<td>Daily News</td>
<td>Eng</td>
<td>57.4</td>
<td>R268.25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Independent</td>
<td>Daily News</td>
<td>Eng</td>
<td>37.4</td>
<td>R268.25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Isilo</td>
<td>Zul</td>
<td></td>
<td>65.0</td>
<td>R268.25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Tribune</td>
<td>Daily News</td>
<td>Eng</td>
<td>375.9</td>
<td>R268.25</td>
<td></td>
</tr>
<tr>
<td>Johannesburg</td>
<td>Saturday Citizen</td>
<td>Media24</td>
<td>Eng</td>
<td>31.4</td>
<td>R268.25</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday Star</td>
<td>Media24</td>
<td>Eng</td>
<td>16.1</td>
<td>R353.34</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sunday Dispatch</td>
<td>Tiso Blackstar</td>
<td>Eng</td>
<td>31.7</td>
<td>R268.25</td>
<td></td>
</tr>
</tbody>
</table>

### CONSUMER MAGAZINES

The market: SA has over 350 consumer oriented titles, most of which are small circulating and highly niched. Churn of titles is high. The top 4 publishers totally dominate circulation.

**Circulation trend:** Depends on the category, but average title is declining. The important Women's sector is under pressure from large number of options allied to consumers reducing range of titles purchased. Readership trend: Generally, sales, particularly ABC circulation, generally suffer. Most Eng, some Afrikaans, titles show significant. Black readership is growing.

<table>
<thead>
<tr>
<th>Title</th>
<th>Group</th>
<th>Language</th>
<th>Appears</th>
<th>2018 ABC circulation (000)</th>
<th>2018 FC cost ex VAT &amp; agency comm.</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>Caxton</td>
<td>Eng</td>
<td>29.5</td>
<td>R35.00</td>
<td></td>
</tr>
<tr>
<td>Time Magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weekly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business Mag</td>
<td>Media24</td>
<td>Eng</td>
<td>59.2</td>
<td>R31.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>House &amp; Leisure</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australia's ABC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Caxton</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CT Media*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ramsay£</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DC Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stuff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complex Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City Press</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CT Media*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ramsay£</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media 24</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supa Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country Life, SA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lose it!</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time Magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stuff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DC Media</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### LOCAL NEWSPAPERS

The market: SA has over 400 newspapers and newspapers targeted to local communities. Those in urban areas tend to be free distribution and large Circulation trend: Many urban & local newspapers have increased circulation in line with increases in population/urbanisation and wealth. Small "grassroots" publishers are entering the market but circ is high.

<table>
<thead>
<tr>
<th>Area</th>
<th>Title</th>
<th>Group</th>
<th>Language</th>
<th>Appears</th>
<th>Circulation Apr-Jun 2018 (000)</th>
<th>Col cm BW excl VAT ad comm</th>
<th>Col cm FC excl VAT &amp; agency comm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eastern Cape:</td>
<td>Rekord Centurion</td>
<td>Custom</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>165.1 free</td>
<td>R76.50</td>
<td>R130.88</td>
</tr>
<tr>
<td>Port Elizabeth</td>
<td>Plettenblouster Herald</td>
<td>Media44</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>5.0 paid</td>
<td>R50.00</td>
<td>R67.00</td>
</tr>
<tr>
<td>Kwazulu Natal:</td>
<td>South Coast Herald</td>
<td>Custom</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>126.3 free</td>
<td>R59.51</td>
<td>R83.35</td>
</tr>
<tr>
<td>North West</td>
<td>Bloem Noue/News</td>
<td>Media44</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>44.8 free</td>
<td>R30.00</td>
<td>R40.00</td>
</tr>
<tr>
<td>Mpumalanga</td>
<td>Mpumalanga</td>
<td>Custom</td>
<td>En/Eng</td>
<td>Tue &amp; Fri</td>
<td>12.4 sold/Free</td>
<td>R46.31</td>
<td>R59.46</td>
</tr>
<tr>
<td>North West</td>
<td>Plettenblouster Herald</td>
<td>Media44</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>5.0 paid</td>
<td>R50.00</td>
<td>R67.00</td>
</tr>
<tr>
<td>Kwazulu Natal:</td>
<td>South Coast Herald</td>
<td>Custom</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>126.3 free</td>
<td>R59.51</td>
<td>R83.35</td>
</tr>
<tr>
<td>North West</td>
<td>Bloem Noue/News</td>
<td>Media44</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>44.8 free</td>
<td>R30.00</td>
<td>R40.00</td>
</tr>
<tr>
<td>Kwazulu Natal:</td>
<td>Zuidafrika Herald</td>
<td>Custom</td>
<td>En/Eng</td>
<td>Mon &amp; Thu</td>
<td>12.0 sold/Free</td>
<td>R50.00</td>
<td>R67.00</td>
</tr>
<tr>
<td>Eastern Cape:</td>
<td>F.E. Express</td>
<td>Media44</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>129.9 free</td>
<td>R70.21</td>
<td>R88.52</td>
</tr>
<tr>
<td>Western Cape:</td>
<td>Cape Times</td>
<td>INC Media44</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>102.1 free</td>
<td>R58.25</td>
<td>R79.36</td>
</tr>
<tr>
<td>Western Cape:</td>
<td>Cape Times</td>
<td>District Max</td>
<td>EN/AFR</td>
<td>Monthly</td>
<td>52.0 sold</td>
<td>R48.00</td>
<td>R77.00</td>
</tr>
</tbody>
</table>

### BUSINESS TO BUSINESS

The market: SA has over 3000 telemarketing, business & professional journals & annuals, most of which are small & circulating and highly niche. Turnover critical and high in total numbers is declining. The financial titles together with Engineering News dominate circulation. Circulation trend: Pressure on printing & distribution (e, postages) costs forces publishers to continue or move non-core market circulation. Publishing cost and pressure on revenue are challenges online too.

### INTEREST

<table>
<thead>
<tr>
<th>Interest</th>
<th>Title</th>
<th>Group</th>
<th>Language</th>
<th>Appears</th>
<th>ABC circulation Apr-Jun 2018 (000)</th>
<th>FFC/FC excl VAT &amp; agency comm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture</td>
<td>Farmers Weekly/Landleuks/week</td>
<td>Custom Media44</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>11.0</td>
<td>R16.300</td>
</tr>
<tr>
<td>Architecture/Building</td>
<td>SA Builder</td>
<td>Master</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>5.0</td>
<td>R9.752</td>
</tr>
<tr>
<td>Automotive</td>
<td>Automobile</td>
<td>Future (Two Blackstar)</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>9.0</td>
<td>R12.000</td>
</tr>
<tr>
<td>Aviation</td>
<td>African Pilot</td>
<td>Waveswing</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>8.5</td>
<td>R11.000</td>
</tr>
<tr>
<td>Business/Management</td>
<td>Accounting SA</td>
<td>Invest Now</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>6.0</td>
<td>R12.500</td>
</tr>
<tr>
<td>Business Start-Up/Emerging</td>
<td>Entrepreneur</td>
<td>Entrepreneurs Media</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>14.0</td>
<td>R15.887</td>
</tr>
<tr>
<td>Electrical/Electronic</td>
<td>EE Publishers</td>
<td>EE Publishers</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>2.9</td>
<td>R52.308</td>
</tr>
<tr>
<td>Personal Finance</td>
<td>Payfuture</td>
<td>Oxid Media</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>10.4</td>
<td>R13.245</td>
</tr>
<tr>
<td>Retail &amp; Travel</td>
<td>S.A. Travel News Weekly</td>
<td>mansap</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>6.4</td>
<td>R9.137</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>Focus on Travel &amp; Logistics</td>
<td>Charmed</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>13.8</td>
<td>R18.319</td>
</tr>
<tr>
<td>Automotive</td>
<td>Future (Two Blackstar)</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>9.0</td>
<td>R12.000</td>
<td></td>
</tr>
<tr>
<td>Automotive</td>
<td>Automobile</td>
<td>Future (Two Blackstar)</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>9.0</td>
<td>R12.000</td>
</tr>
<tr>
<td>Aviation</td>
<td>African Pilot</td>
<td>Waveswing</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>8.5</td>
<td>R11.000</td>
</tr>
<tr>
<td>Business/Management</td>
<td>Accounting SA</td>
<td>Invest Now</td>
<td>En/Eng</td>
<td>Weekly</td>
<td>6.0</td>
<td>R12.500</td>
</tr>
<tr>
<td>Business Start-Up/Emerging</td>
<td>Entrepreneur</td>
<td>Entrepreneurs Media</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>14.0</td>
<td>R15.887</td>
</tr>
<tr>
<td>Electrical/Electronic</td>
<td>EE Publishers</td>
<td>EE Publishers</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>2.9</td>
<td>R52.308</td>
</tr>
<tr>
<td>Personal Finance</td>
<td>Payfuture</td>
<td>Oxid Media</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>10.4</td>
<td>R13.245</td>
</tr>
<tr>
<td>Retail &amp; Travel</td>
<td>S.A. Travel News Weekly</td>
<td>mansap</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>6.4</td>
<td>R9.137</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>Focus on Travel &amp; Logistics</td>
<td>Charmed</td>
<td>En/Eng</td>
<td>Monthly</td>
<td>13.8</td>
<td>R18.319</td>
</tr>
</tbody>
</table>

### BUSINESS TO BUSINESS

The market: SA has over 3000 telemarketing, business & professional journals & annuals, most of which are small & circulating and highly niche. Turnover critical and high in total numbers is declining. The financial titles together with Engineering News dominate circulation. Circulation trend: Pressure on printing & distribution (e, postages) costs forces publishers to continue or move non-core market circulation. Publishing cost and pressure on revenue are challenges online too.
OUT OF HOME

OMD South Africa has thousands of sites that accept or would like to accept commercial advertising. Bigger sites have sub-communities to attract specialist targets. Following is a selection of some of the larger members of Interactive Advertising Bureau SA.

ONLINE MEDIA

Social

Active Social Media Users: 18m (32% of population) of which mHealth

Social Media

Media Facts

Mobile Advertising

Mobile phone penetration of South Africans is almost 100%. The distinction between Online via desktop and mobile devices is non-existent. The focus being on mobile, especially smartphones to read web/mob sites, participate in social media, watch video and other content. Mobile also offers a range of customised features including texting, calling, internet, social networking, location based services and other content.

E-NEWSLETTERS

Many online sites and other media owners use e-mail newsletters to keep in contact with their target and to drive traffic. Many are advertising vehicles in their own right.

SOUTH AFRICA HAS THOUSANDS OF SITES THAT ACCEPT OR WOULD LIKE TO ACCEPT COMMERCIAL ADVERTISING. BIGGER SITES HAVE SUB-COMMUNITIES TO ATTRACT SPECIALIST TARGETS. FOLLOWING IS A SELECTION OF SOME OF THE LARGER MEMBERS OF INTERACTIVE ADVERTISING BUREAU SA.

CATEGORY SITE ADDRESS/OWNER COMMENT

Business & Finance

BusinessLive

www.businesslive.co.za

Tiso Blackstar

Online companion to group's news services.

1,083.0

4,734.3

1,543.6

R550*

Motoring

Wheels24

www.wheels24.co.za

Media24

Feeds from group's daily & weekly newspapers.

672.7

2,046.3

856

2,379.1

R290*

News/Current Affairs

Daily Maverick

www.dailymaverick.co.za

Daily Maverick

Investigative journalism & politics

664.1

1,347.5

849.7

3,031.5

R118,700 per day

Lifestyle

Nico Smith

www.nicosmith.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Motoring

Wheels24

www.wheels24.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Lifestyle

Nico Smith

www.nicosmith.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Motoring

Wheels24

www.wheels24.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Lifestyle

Nico Smith

www.nicosmith.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Motoring

Wheels24

www.wheels24.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Lifestyle

Nico Smith

www.nicosmith.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Motoring

Wheels24

www.wheels24.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Lifestyle

Nico Smith

www.nicosmith.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Motoring

Wheels24

www.wheels24.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Lifestyle

Nico Smith

www.nicosmith.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Motoring

Wheels24

www.wheels24.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*

Lifestyle

Nico Smith

www.nicosmith.co.za

Media24

Free standing units 9m x 6m (12 Sheeter)

6,208.0

12,072.0

815.0

3,415.0

R290*
ANGOLA

Background
Angola gained independence from Portugal in 1979. In 2002 rebuilding started following the 27-year civil war. Governor MPLA won 2012 election. New president 2017

Climate
Seasonal, warm rains and hot summers

Terrain
Narrow coastal plain rises abruptly to vast interior plateau

Resources
Petroleum, diamonds, iron ore, phosphates, copper, bauxite, gold, bauxite, uranium

Land area
1,346,980 km², world rank: 24

Land use
Agricultural: 47.0%, Forest: 42.7%, Other: 10.3%

Population
26.4m (2017 est.), world rank: 32, growth: 3.1% pa.

Urbanisation
65.5% of total population (2018)

Age structure
0-14 years: 32.0%, 15-24 years: 18.9%, 25-54 years: 38.5%, 55-64 years: 8.5%, 65+: 2.3%

Ethnic groups
Ovimbundu: 36%, Kimbundu: 25%, Bakongo: 13%, Other: 22%

Languages
Portuguese (official), Bantu and other African languages

State of the media
A growing media sector but still very regulated. Self censorship of content common

Telecommunications
Mobile subscribers per 100 people (2017): 44.7
Population covered by mn. 3G mobile: 42%

Research availability
Keyresearch 2016 covering Luanda. Plus ad-hoc surveys.

Television
TV covers the majority of the country but electricity supply issues and set ownership costs are limiters. However in the major urban areas: Luanda, Benguela, Huambo and Huila access is good and use high, with 98% watching regularly in Luanda.

Internet users per 100 people (Dec 2017): 68%
Households per 100 with internet access: 3.8m

Facebook accounts (Dec 2017):
3,8m

Currency
Kwanza (ANA)

BOTSWANA

Background
Formerly the British protectorate of Bechuanaland, Botswana adopted new name upon independence in 1966. Has 45 years of uninterrupted civilian leadership, progressive social policies and stable economy.

Climate
Semiarid; warm winters and hot summers

Terrain
Predominantly flat to gently rolling tableland; Kalahari Desert in southeast

Resources
Diamonds, copper, nickel, salt, soda ash, potash, coal, iron ore, silver

Land area
581,730 km², world rank: 49

Land use
Agricultural: 45.8% (arable: 0.6%, permanent pasture: 43.3%), Forest: 46.5%, Other: 6.0%

Population
2.3m (2017 est.), world rank: 142, growth: 1.8% pa.

Urbanisation
69.4% of total population (2018)

Age structure
0-14 years: 32.0%, 15-24 years: 18.9%, 25-54 years: 38.5%, 55-64 years: 5.5%, 65+: 2.2%

Ethnic groups
Tswana: 79%, Kalanga: 11%, Basarwa: 3%, Other, including Hupaejse and white: 1%

Languages
Tswana (or Setswana) 77.3%, Sekalanga 7.4%, other

State of the media
One of Africa’s stable countries. The continent’s longest continuous multi-party democracy. It is relatively free of corruption and has a good human rights record. The constitution provides for freedom of expression and the government generally respects this right.

Telecommunications
Mobile subscribers per 100 people (2017): 141.4
Population covered by mn. 3G mobile: 84%

Research availability
Some research produced in 2011. Plus BAMPS and academic research conducted earlier.

Television
TV per 100 households (2008): 59.8
National: Radio Botswana L.U.C. (government, general/news), Regional: E Botswana (private, general), 250,000+ households plus international satellite services available. Most important are: National: TPA 1 & 2 (government, general/sport), National: Radio Botswana 1, 2 (government), Regional: Radio Luanda (government), Radio Mais (government), Radio Cinco (5) (government), Radio Casaca (government), Radio Despertar (government), Escola (government), Ecclesia (Catholic, private)

Radio
Radio penetration: 79%, an important rural medium. 85% in last 4-weeks in Luanda.

Print
Press: National: Jornal de Angola (government), Jornal dos Desportos (sport), Nova Jornal (weekly, private), Folha 8 (weekly, private), Magazine: Chocolate (monthly, private, Luanda), Chess (monthly, private), Economa & Mercado (business, private)

Cinema
Too few cinemas exist to be a viable medium.

Online
Internet users per 100 people (Dec 2017): 3.8
Households per 100 with computer: 28.5
Households per 100 with internet access: 42.7

Source: BIC, CIA World Factbook

Currency
Pula (BWP)

OMD Media Facts
November 2018
**Democratic Republic of Congo**

**Background**

Established as a Belgian colony in 1908 and named by extreme instability since independence in 1960, 2011 national elections sparked conflict renewed. Election delayed.

**Climate**

Tropical; hot and humid in equatorial rain forest; cools and drier in southern highlands; cooler and wetter in eastern highlands.

**Terrain**

Vast central basin is a low-lying plateau; mountains in east

**Resources**

Cobalt, copper, oil, timber, hydroelectric power.

**Land area**

2,344,858 sq km; world rank: 12

**Land use**

Agricultural: 37.7% (arable: 9.3%, permanent crops: 0.3%, permanent pasture: 6.6%); Forest: 63.8%; Other: 2.7%

**Population**

81.3m (2017); world rank: 17; growth: 3.3%

**Demographics**

Over 200 ethnic groups; majority Bantu; Four largest tribes: Mangbetu, Mangbetu, Kikongo, Tshiluba.

**Languages**

French (official); Lingala (a lingua franca trade language); Kikongo (dialect of Kikongo); Kikongo, Tshiluba.

**State of the media**

Media are flourishing and consumption has reached an encouraging level; TV remaining the most consumed media type. Majority of press readership falls within those gainfully employed, and leadership of public and private sectors.

**Telecommunications**

Telephone lines per 100 persons (2017): 8.0
Mobile subscribers per 100 persons (2017): 41.4
Population covered by SIMs: 3G mobile: 20%

**Research availability**

Most recent research: Africa Scope (TNS) 2016/17 covering Kinshasa.

**Television**

More than 300 stations broadcast with little content differentiation. Includes: Semi-national: RTGA (private), Regional: Makabola (private), Minas (private), Digital Congo (private), RTNC1 (private)

**Radio**

Stations: over 300 in total; radio is the dominant medium outside of urban areas. Important stations are: National: Okapi (UN Mission), RTGA (general population station), RTNC (Catholic). Regional: Minas FM (private), Digital Congo (private), Top Congo FM (private), Bone FM (private), Radio France (private), Luvu (private), La Jole (private), Le Phare (private)

**Print**

An elastic situation with over 5.75 print media of all types, down from over 500 in 2002. Most are low circulating and face printing and distribution challenges. French and pan-African magazines circulated.

**Cinema**

Some few cinemas exist to a viable medium.

**Outdoor**

Full range of conventional outdoor opportunities exist.

**Online**

Internet users per 100 persons (Dec 2017): 6.1
Fixed broadband per 100 persons (2017): 0.0
Households per 100 with computer: 2.7
Households per 100 with internet access: 2.8
Web traffic share: mobile: 95%
Facebook accounts (Dec 2017): 2.1m
Country code: .cd

**Source**

BBC, CIA World Book, World Bank, ITU, Facebook, Internet World Stats, Hootsuite, PAMRO, own files

---

**Malawi**

**Background**

Established in 1891, the British protectorate of Nyasaland became independent Malawi in 1964. First multiparty elections held in 1994; 2013 and 2014 saw smooth transitions to new presidents.

**Climate**

Sub-tropical; rainy season (November to May); dry season (May to November)

**Terrain**

Vast group of elongated plateau with rolling plains, rounded hills, some mountains

**Resources**

Limestone, granite, land, hydropower, unexploited deposits of uranium, coal, and bauxite

**Land area**

156,484 km²; world rank: 101

**Land use**

Agricultural: 37.2% (arable: 8.2%, permanent crops: 1.4%, permanent pasture: 31.6%); Forest: 34.6%; Other: 6.8%

**Population**

1.76m (2017); world rank: 63; growth: 2.9%

**Urbanisation**

16.9% of total population (2016)

**Age structure**

0-14 years: 45.6%; 15-24 years: 21.4%; 25-54 years: 30.5%; 55-64 years: 3.6%; over 65: 2.7%

**Ethnic groups**

Over 200 ethnic groups; majority Bantu. Four largest tribes: Mangbetu, Mangbetu, Kikongo, Tshiluba.

**Languages**

English (official), Chichewa (common), Chilima, Chichewa, Chichewa, Chichewa, Chichewa.

**State of the media**

The Malawian media industry provides a range of media opportunities. Media are both privately and government owned, with content censorship a threat on the former.

**Telecommunications**

Telephone lines per 100 persons (2017): 0.3
Mobile subscribers per 100 persons (2017): 47.2
Population covered by SIMs: 3G mobile: 42%

**Research availability**

No recent research conducted.

**Television**

TV per 100 households (2011): 8.7
TV penetration in rural areas is one due to electricity supply issues but high in urban areas of Blantyre, Lilongwe, Zomba and major trading towns Luchenza, Karonga, Kasungu, Balaka and Mangochi. Broadcast language is English alongside Chichewa.

**Radio**

Radio per 100 households (2011): 45.6
An important medium: Malawi Broadcasting Corp 1 (MBC) (Chichewa & others)/national (mainly educational)/government, Malawi Broadcasting Corp 2 (MBC) (English)/Chinese/national (information)/government, Capital FM (English)/trading in south/contemporary music and news/private, FM 185 (English) (Chichewa/south & central areas/music & community spirit/private)

**Print**

Newspapers remain useful in Malawi despite a booming number of magazines. The lack of medium having production and consistency problems.

**Cinema**

Too few cinemas exist to be a viable medium.

**Outdoor**

Full range of conventional outdoor opportunities exist. Serviced by local and South African contractors. Various sizes available along key routes and locations, is mostly carrier in urban areas.

**Online**

Internet users per 100 persons (Dec 2017): 8.0
Fixed broadband per 100 persons (2017): 0.0
Households per 100 with computer: 2.6
Households per 100 with internet access: 2.5
Web traffic share: mobile: 95%
Facebook accounts (Dec 2017): 710,000
Country code: .mw

**Source**

BBC, CIA World Book, World Bank, ITU, Facebook, Internet World Stats, Hootsuite, PAMRO, own files
MAURITIUS

Background
First explored by the Portuguese in 1505; it was held by the Dutch, French and British before independence in 1968. Stable democracy, regular free elections, considerable foreign involvement.

Climate
Tropical, modified by SE trade winds; warm, dry winter; hot, wet, humid summer

Terrain
Island: small coastal plain rising to discontinuous mountains encroaching central plateau

Resources
Avaliable land: fish

Land area
2,040 km², world rank: 181

Land use
Agricultural: 43.8% (arable: 38.4%, permanent crops: 2.2%, permanent pasture: 14.4%), Forest: 33.3%, Other: 23.9%

Population
1.3m (2017), world rank: 157, growth: 2.9% pa.

Urbanisation
40.8% of total population (2018)

Age structure
0-14 years: 20.1%, 15-24 years: 14.8%, 25-54 years: 43.7%, 55-64 years: 3.4%, 65+: 2.9%

Ethnic groups
African (Makhuwa, Tsonga, Lomwe, Sena, and others): 68%; Creole: 27%; Sino-Mauritian: 3%; African (other): 2%

Languages
Creole: 86.5%, Bhojpuri: 5.3%, French: 4.1%, English (official): 1%, Other: 3%

State of the media
The media of Mauritius is limited by its small population size. Nonetheless, Mauritius has a robust economy, and there are a number of major media outlets, including print, radio and television stations.

Telecommunications
Mobile subscribers per 100 people (2017): 141.4
Population covered by: 3G mobile: 90%

Research availability
THS ARMS 2018

Television
TV per 100 households (2014): 912
A particularly popular medium with local national and regional stations plus foreign satellite pay services: National: NDB (government, news and films), MBC2 (government, series and telefilms), MBC (government, sports), Digital 4 (private), Indian Serials and films), Sports 7, Thai World, CNN, Kids Channel Regional, Canal + and Parabola Maurico (private, general).

Radio
Households with radio: N/A
A vibrant medium

Print

Cinema
Cinema a becoming popular and useful for local and national entertainment. Houses run by Cinema Star, Mire.

Outdoor
Full range of conventional outdoor opportunities exist. Serviced by local and South African contractors, including: JC Decaux, Flowervid, Tract'Dhon, Alliance Media, Rent a Sign.

Online
Internet users per 100 people (2017): 82.7
Mobile subscribers per 100 people (2017): 141.4
Households per 100 people: N/A
Households per 100 with internet access: 63.9
Web traffic share: mobile: 47%
Facebook accounts (Dec 2017): 700,000

Source: IBC, CIA World Book, World Bank, FT, Facebook, Internet World Stats, Hostcele, own files

Literacy
15+ read/write: total: 92.7%, male: 94.9%, female: 90.7% (2015 est.)

HIV/AIDS
15+ read/write: total: 92.7%, male: 94.9%, female: 90.7% (2015 est.)

Internet users per 100 people (Dec 2017): 63.4
Fixed broadband per 100 people (2017): 19.4
Households per 100 with computer: 61.2
Households per 100 with internet access: 63.9
Web traffic share: mobile: 47%
Facebook accounts (Dec 2017): 700,000
Country code: .mu

OEM Media Facts
November 2018

MOZAMBIQUE

Background
After almost 500 years as a Portuguese colony independence came in 1975. Emigration by seafarers and a civil war which ended in 1992 (hindered development). The 1992 constitution provided for multiparty elections and a free market economy

Climate
Predominantly temperate

Terrain
Mostly coastal lowlands, uplands in center, high plateaus in north-east, mountains in west

Resources
Coral, titanium, natural gas, hydropower, tantalum, graphite

Land area
799,330 km², world rank: 36

Land use
Agricultural: 56.2% (arable: 6.4%, permanent crops: 0.3%, permanent pasture: 46.9%), Forest: 43.7%

Population
9.9m (2013), world rank: 111, growth: 2.3% pa.

Urbanisation
60% of total population (2016)

Age structure
0-14 years: 45.7%, 15-24 years: 21.6%, 25-54 years: 23.3%, 55-64 years: 4.7%, 65+: 2.1%

Ethnic groups
African (Malawiana, Tsonga, Lomwe, Sena, and others): 99.7%, Europeans: 0.06%, Euro-Africans: 0.2%, Indian: 0.1%

Languages
Emakhuwa: 25.3%, Xichangana: 10.3%, Portuguese (official: spoken by 27%): 10.7%, Cisena: 7.5%, Elomwe: 3.4%, Other: 3%

State of the media
A rapidly growing entrepreneurial media industry is evolving with the country.

Telecommunications
Mobile subscribers per 100 people (2017): 8.3
Mobile subscribers per 100 people (2017): 20.4
Population covered by: 3G mobile: 35%

Research availability
AMPS 2017

Television
TV reach: 95% of urban population
14 stations: 1 national & 4 regional (government) plus private/NGO/community stations and international satellite services.

Some important commercial services: National: TVM (government, general), Regional: TV Miramar (private, general), TVSTV (government, general/sport), DStv (government, sports), DFS (private from South Africa, satellite)

Radio
Radio reach: 95% of urban population
6 stations: 1 national, 2 regional, 5 sports stations (government). Plus private/NGO/community stations. Some important commercial services: National: Radio Mozambiquantara (government, news and films), Radio Miramar (private, general), Super FM (private), Radio Indico, SFM (private)

Print
Print reach: 95% of urban population
Some 21 newspapers and 10 magazines publish. Important include: Newspapers: Notícias (national, daily government), Diario de Mozambique (daily, private), O Pássar (daily, private), Sâmar (weekly, private) Magazines: Abolone (bi-monthly), Viso Jovem (youth, private), Exame (business, monthly)

Cinema
Cinema with 3D (in Maputo and Matola), otherwise limited.

Outdoor
Full range of conventional outdoor opportunities exist. Serviced by local and South African contractors.

Online
Internet users per 100 people (Dec 2017): 13.3
Fixed broadband per 100 people (2017): 19.1
Households per 100 with computer: 6.5
Households per 100 with internet access: 16.2
Web traffic share: mobile: 85%
Facebook accounts (Dec 2017): 1,0m
Country code: .mz


OEM Media Facts
November 2018
NAMIBIA

Background
Colored by Germany in the late 1800’s, Namibia was administered by South Africa from 1920. After a 25 year struggle, it gained independence in 1990 and has been governed by SWAPO since.

Climate
Mangar desert; hot, dry, rainfall sparse and erratic

Terrain
Mostly high plateau, Namib Desert along coast; Karaher Desert in east

Resources
Diamonds, copper, uranium, gold, silver, lead, tin, lithium, cadmium, zinc, salt, hydrogen, fish

Land area
824,292 km², world rank: 35

Population
5.2m (2017), world rank: 122

Language
Oshiwambo languages: 48.9%, Afrikaans (common language of most of the population/60% of Whites): 10.4%, English (official) 3.4%, Nama 3.1%, Xhosa 2.5%, Venda 2.2%, Sotho 2.1%, Zulu 1.9%, Tswana 1.8%, Xitsonga 1.7%, Siswati 1.6%, Zande 1.6%, Tshwana 1.5%, Ga 1.5%, Scottish 1.0%, Other 22%

Population by age group
0-14 years: 36.9%, 15-24 years: 20.4%, 25-54 years: 34.4%, 55-64 years: 4.4%, 65+: 4.0%

Literacy
15+ reader: 90.0%, male: 92.2%, female: 88.5%

HIV/AIDS
12.1% (2017 est.), world rank: 4

Income per capita
US$4.4k (2017 est.), world rank: 153, growth: 1.6% on 2016

Income share
Highest 20%: 44.6% of income, Q1 Index: 9.0

Exports
Diamonds, copper, gold, iron, lead, uranium, cattle, processed fish

Vehicles owned per 100 people
Car: 9.6% (2017), world rank: 102

Imports
Food, fuel, machinery & equipment, chemicals

Currency
Namibian dollar (NAD)

Web traffic share: mobile
87% (2017)

Internet users per 100 people
57.0% (2017)

Facebook accounts Dec 2017
156k

Print
Newspapers, Allgemeine Zeitung (daily, private), Namibia Economist (business daily, private), Informante (weekly, private).

Online
Internet users per 100 people (Dec 2017): 57.0%

Radio
National: NBC National Radio (government). Regional: Radio Oshiwambo (NBC government), Omulunga (private), Fresh FM (private), Base FM (private)

Television
National: NBC National Radio (government). Regional: Radio Oshiwambo (NBC government), Omulunga (private), Fresh FM (private), Base FM (private)

Internet users per 100 people, Dec 2017
9.0%

Facebook accounts Dec 2017
61k

Twitter accounts: mobile
9.5k

Seychelles

Leisure
Full range of conventional outdoor opportunities exist.

Television
National: Seychelles Broadcasting Corporation (general and community, very pro-government)

Radio
National: Seychelles Broadcasting Corporation (English, French, Creole, weekly, major centres, voice). Radio Good Morning (English, Creole, weekly, Official Magazine)

Print
Newspapers: the Newsprint Mail, Print Newspapers - Local (English plus French & Creole, weekly, major centres, voice)

Outdoor
Full range of conventional outdoor opportunities exist.

Lesotho

Leisure
Full range of conventional outdoor opportunities exist.

Television
National: Swazi TV (English, Swati & Zulu, national, general, government), Overseas 5 (English & Swati, large centres, younger upmarket target, DStv) (English/satellite broadcast from SA)

Radio
National: Radio Lesotho (Sesotho & English, national, general, government), Channel S (English, radio & community, very pro-government)

Print
Newspapers, The People (English plus French & Creole, weekly, major centres, voice), Weekend Observer (English & Swati, weekly, major centres), Voice (private), Magazines: Nation Magazine (English, monthly, urban, official magazine).

Outdoor
Full range of conventional outdoor opportunities exist.

Leisure
Full range of conventional outdoor opportunities exist.

Television
National: Swazi TV (English, Swati & Zulu, national, general, government), Overseas 5 (English & Swati, large centres, younger upmarket target, DStv) (English/satellite broadcast from SA)

Radio
National: Swazi TV (English, Swati & Zulu, national, general, government), Overseas 5 (English & Swati, large centres, younger upmarket target, DStv) (English/satellite broadcast from SA)

Print
Newspapers, The People (English plus French & Creole, weekly, major centres, voice), Weekend Observer (English & Swati, weekly, major centres), Voice (private), Magazines: Nation Magazine (English, monthly, urban, official magazine).

Outdoor
Full range of conventional outdoor opportunities exist.

Seychelles

Leisure
Full range of conventional outdoor opportunities exist.

Television
National: Seychelles Broadcasting Corporation (general and community, very pro-government)

Radio
National: Seychelles Broadcasting Corporation (English, French, Creole, weekly, major centres, voice). Radio Good Morning (English, French, Creole, weekly, Official Magazine)

Print
Newspapers - Local (English plus French & Creole, weekly, major centres, voice)

Outdoor
Full range of conventional outdoor opportunities exist.
**TANZANIA**

**Background**
Shortly after achieving independence from Britain in the early 1960s, Tanzania and Zanzibar merged to form the nation of Tanzania in 1964. Government of national unity in 2010.

**Climate**
Varies from tropical along coast to temperate in highlands.

**Terrain**
Flats along coast, central plateau, highlands in north and south.

**Resources**
Hydropower, tin, phosphates, iron ore, coal, gemstones, gold, natural gas, nickel.

**Land area**
947,300 km², world rank: 32

**Land use**
Agricultural 43.7% (arable 14.1%, permanent crops 2.3%, permanent pasture: 21.5%), Forest: 37.7%, Other: 19%

**Population**
57.3m (2017), world rank: 24, growth: 3.1% pa.

**Urbanisation**
33.8% of total population (1992).

**Age structure**
0-14 years: 43.3%, 15-24 years: 29.9%, 25-64 years: 33.1%, 65 years+: 1.9%

**Ethnic groups**

**Languages**
Kiswahili (official), English (official), major vernaculars: Bemba, Nyanja, Tumbuka, total some 70 other indigenous languages.

**State of the media**
Highly diverse and spirited. Overall a healthy and competitive environment. But some government restrictions and censorship.

**Telecommunications**
Mobile substitutions per 100 people (2017): 0.6
Mobile subscribers per 100 people (2017): 89.7
Population covered by min. 3G mobile: 85%

**Research availability**
IPSOS Day-After Recall Survey: 2014

**Television**
Total TV households: 50 (3.1%) in 2014, recent research indicates 95% reach of the population. Compact with 100 TV stations broadcast in 10 national languages.

**Radio**
Radio stations per 100 households: 15 (0.15) in 2012, recent research indicates 95% reach of the population. Stations: 70 over 6. Total: 6. National: 2, regional: 4, national 4, private 8, internet and community.

**Print**
Though 80 newspapers including 15 daily, large number of weekly newspapers produced for the local market. Plus Pan-East African and international titles. There are Kiswahili and English papers alike. Newspaper (Kiswahili) Sunday, daily newspapers/majors centres, Daily News (daily), Business Times Tanzania (English and Kiswahili/weekly business newspaper/majors centres), Amanarchi (Kiswahili/daily newspaper/popular content/majors centres), The Citizen (English/daily/private), Maji (national/information/entertainment), Time L. Times/Tanzania newspaper published. Daily News Media Group/news/urban/International in Kiswahili, Bang Magazine (English and Kiswahili/tech in ps/Inovations E. Africa and cultural)

**Cinema**
No few cinemas exist to be a viable medium.

**Outdoor**
Full range of conventional outdoor opportunities exist.

**Online**
Internet users per 100 people (Dec 2017): 2.3
Facebook accounts per 100: 4%
Facebook accounts per 100: 23

**Currency**
Tanzanian shilling (TZS)

**OMD Media Facts**

**ZAMBIA**

**Background**
Northern Rhodesia was administered by the [British] Southern Rhodesia Company from 1931 until it was taken over by the UK in 1923, changing to Zambia upon independence in 1964. New presidents 2011, 2015.

**Climate**
Tropical; modified by altitude, rainy season (October to April).

**Terrain**
Mostly high plateau with some hills and mountains.

**Resources**
Copper, cobalt, ore, coal, iron ore, emeralds, silver, uranium, hydropower

**Land area**
762,632 km², world rank: 42

**Land use**
Agriculture: 43.4% (arable: 4.4%, permanent pasture 36.9%), Forested 66.3%, Other: 2%

**Population**
17.3m (2017), world rank: 66, growth: 3.0% pa.

**Urbanisation**
43.5% of total population (2016).

**Age structure**
0-14 years: 46.0%, 15-24 years: 22.0%, 25-64 years: 28.7%, 65 years+: 2.3%

**Ethnic groups**
African (inc Bemba, Tonga, Chewa, Luo, Nsenga, Tumbuka), 99.6%, European & other: 0.4%

**Languages**
English (official), major vernaculars: Bemba, Nyanja, Tonga, Luo, Nsenga, Nsenga, total some 70 other indigenous languages

**State of the media**
Until recent years the State controlled main-stream media. Relaxing ownership has produced an expansion of the industry but some government restrictions and censorship.

**Telecommunications**
Mobile substitutions per 100 people (2017): 0.6
Mobile subscribers per 100 people (2017): 78.0
Population covered by min. 3G mobile: 53%

**Research availability**
Zambia All Products Media Survey 2014, 4 days After Recall: 2017

**Television**
TV households per 100 households: 10 (0.2) in 2014, recent research indicates 95% reach of the population. Fifty 46 stations broadcast in 10 national languages.

**Radio**
Radio stations per 100 households: 10 (0.2) in 2012, recent research indicates 95% reach of the population. Stations: 70 over 6. Total: 6. National: 2, regional: 4, national 4, private 8, internet and community.

**Print**
Newspapers, 10 titles reach 35% of population including: The Post (daily, private), Times of Zambia (daily, government), Zambia Daily Mail (daily, government), Sunday Mail (weekly, government), Sunday Times (weekly, private) Harare Post (weekly, private).

**Currency**
Zambian kwacha (ZMK)
Financial Mail Page 68-69 -13/11/18 07:32:17 PM

TAILORING EVENTS
THAT LIVE OFF THE PAGES.

Differentiating brands in today’s cluttered environment has become one of the greatest challenges facing companies and marketers, who need to find a space where their target audience will find relevance and value.

Tailored events provide companies with a number of opportunities to engage with their audience, share memorable experiences and enhance business relationships; while simultaneously creating increased brand awareness.

Tiso Blackstar Events hosts regular tailor-made, thought-leadership events where companies and brands can align themselves with well-respected media titles that enhance their brand value. Our expert turnkey process provides converged offerings from initial discussions through to execution and evaluation of the event.

For more information on tailored opportunities, visit www.tailoredevent.co.za

ZIMBABWE

Background
The UK annexed Southern Rhodesia in 1923. In 1965 the (White) government unilaterally declared independence. UN sanctions and a guerrilla uprising led to free elections in 1979 and independence (as Zimbabwe) in 1980. Subsequent political problems well known and continue.

Climate
Tropical, moderated by altitude; rainy season (November to March).

Terrain
Mostly high plateau with higher central plateau (highveld), mountains in east.

Resources
Coal, chromium, asbestos, gold, nickel, copper, iron ore, vanadium, lithium, tin, platinum group metals.

Land area
390,757 km², world rank: 62.

Land use
Agriculture: 42.5% (cereal 10.9%, permanent crops 3.5%, permanent pasture 31.3%), Forest: 30.9%, Other: 18.6%.

Population
16.5m (2017), world rank: 69, growth: 2.4% pa.

Urbanisation
22.2% of total population (2018).

Age structure
0-14 years: 38.9%, 15-24 years: 20.5%, 25-54 years: 31.9%, 55-64 years: 4.3%, 65+ years: 4.4%.

Ethnic groups
Africans 99.4% (predominantly Shona, Ndebele second largest), other inc white 0.4%, unspecified 0.2%.

Languages
English (official), Shona, Ndebele (Ndebele), 13 minor languages.

State of the media
State dominated media ownership, decrease in censorship in recent years, troubled by worsening chronic economic environment.

Telecommunications
Telephone lines per 100 people (2012): 3.6.
Mobile subscribers per 100 people (2017): 82.3.
Population covered by mn: 36, mobile: 85%.

Research availability

Television
TV per 100 households (2012): 38.3. Recent research indicates 75% reach of population in peak time hours.
National: ZTV 1 & 2 (general, government), satellite services both free and paid are popular, including DFS (satellite broadcast from South Africa), particularly Zee World, TeleMundo & sport, eAfrica (eTV ex South Africa).

Radio

Print

Cinema
Almost all cinema screens located in Harare.

Outdoor
Full range of conventional outdoor opportunities exist.

Online
Internet users per 100 people (Dec 2017): 40.2.
Fixed broadband per 100 people (2017): 1.1.
Households per 100 with computer: 12.3.
Households per 100 with internet access: 22.1.
Web traffic share: mobile: 67%.
Facebook accounts (Dec 2017): 880,000.
Country code: .zw.

Source: OMD, CIA World Book, World Bank (IF), Facebook, Internet World Stats, Hostadvis, PAMRO, own files.

LITERACY
15+ read/write: total: 86.5%, male: 89.5%, female: 83.6% (2015 est).

HIV/AIDS
13.3% (2017 est.), world rank: 6.

Income per capita

Income share
Highest 20%: 49.7%, GINI Index: 41.2.

GDP

Exports FOB

Exports partners
South Africa (50), Mozambique (22), UAE (10), Zambia (5).

Imports FOB
US$5.6bn (2017 est.), world rank: 120.

Imports partners
South Africa (48), Zambia (21).

Currency

Climate
Tropical; moderated by altitude; rainy season (November to March).

Terrain
Mostly high plateau with higher central plateau (highveld); mountains in east.

Resources
Coal, chromium, asbestos, gold, nickel, copper, iron ore, vanadium, lithium, tin, platinum group metals.

Land area
390,757 km², world rank: 62.

Land use
Agriculture: 42.5% (cereal 10.9%, permanent crops 3.5%, permanent pasture 31.3%), Forest: 30.9%, Other: 18.6%.

Population
16.5m (2017), world rank: 69, growth: 2.4% pa.

Urbanisation
22.2% of total population (2018).

Age structure
0-14 years: 38.9%, 15-24 years: 20.5%, 25-54 years: 31.9%, 55-64 years: 4.3%, 65+ years: 4.4%.

Ethnic groups
Africans 99.4% (predominantly Shona, Ndebele second largest), other inc white 0.4%, unspecified 0.2%.

Languages
English (official), Shona, Ndebele (Ndebele), 13 minor languages.

State of the media
State dominated media ownership, decrease in censorship in recent years, troubled by worsening chronic economic environment.

Telecommunications
Telephone lines per 100 people (2012): 3.6.
Mobile subscribers per 100 people (2017): 82.3.
Population covered by mn: 36, mobile: 85%.

Research availability

Television
TV per 100 households (2012): 38.3. Recent research indicates 75% reach of population in peak time hours.
National: ZTV 1 & 2 (general, government), satellite services both free and paid are popular, including DFS (satellite broadcast from South Africa, particularly Zee World, TeleMundo & sport), eAfrica (eTV ex South Africa).

Radio

Print

Cinema
Almost all cinema screens located in Harare.

Outdoor
Full range of conventional outdoor opportunities exist.

Online
Internet users per 100 people (Dec 2017): 40.2.
Fixed broadband per 100 people (2017): 1.1.
Households per 100 with computer: 12.3.
Households per 100 with internet access: 22.1.
Web traffic share: mobile: 67%.
Facebook accounts (Dec 2017): 880,000.
Country code: .zw.

Source: OMD, CIA World Book, World Bank (IF), Facebook, Internet World Stats, Hostadvis, PAMRO, own files.