



# SHIFT HAPPENS - NOT!

...And that's a good thing! With radio audience figures looking so stable, 'more of the same' has never sounded quite so pleasing!

## CAN YOU KEEP A SECRET?

**Great!**  
Because we're not asking you to...

In fact shout this out through the air waves, scream it from the rooftops, tell everyone you know that the **RAB** is getting ready to release this year's absolute must-have review, 'Radio. The Best of 2011'.

Packing a serious radio punch, the all-in-one review features the year's best client case studies, local and international radio creative winners, ground-breaking radio research, insights from the Radio-Works 2011 Conference, together with radio successes, trends and opportunities to take advantage of in the coming year, from a wide range of industry heavy-weights. And it's headed for your desk end November!

If you'd like to submit a radio case study that's helped you build brand, increase footfall or market share, leave absolutely everything you're doing right now and email [zama@rab.co.za](mailto:zama@rab.co.za) for all details!

**CLICK HERE TO BREAK THROUGH THE 30" MINDSET BARRIER!**



## RAMS AUDIENCE ANALYSIS

PAST 7 DAYS (000's)	2010/4	2011/3	2011/4	INC / DEC	INC / DEC
All Adults 15+ (Population: 34,020,000)	October '10	August '11	October '11	YEAR ON YEAR	DIARY ON DIARY
<b>National Stations</b>	Adults Age 15+	Adults Age 15+	Adults Age 15+		
METRO FM	5472	5961	6088	11%	2%
5FM	2237	2339	2329	4%	0%
RSG	1830	1856	1836	0%	-1%
Radio 2000	701	909	928	32%	2%
SA fm	525	476	550	5%	16%
<b>ALS Stations</b>					
Ukhozi FM	6154	6438	6664	8%	4%
Umhlobo Wenene FM	4137	4126	3838	-7%	-7%
Motsweding FM	3262	3319	3400	4%	2%
Lesedi FM	3377	3275	3303	-2%	1%
Thobela FM	3049	3094	2697	-12%	-13%
iKwekwezi FM	1550	1412	1379	-11%	-2%
Ligwalagwala FM	1434	1581	1234	-14%	-22%
Munghana Lonene FM	1011	1166	1113	10%	-5%
Phalaphala FM	1030	1020	926	-10%	-9%
<b>Regional Stations</b>					
Jacaranda 94.2 **	2116	2199	1975	-7%	-10%
Gagasi 99.5FM	1811	1872	1875	4%	0%
East Coast Radio (ECR)	1841	1849	1831	-1%	-1%
Capricorn FM	1482	1206	1521	3%	26%
99.2 YFM	1448	1584	1429	-1%	-10%
KAYA FM 95.9	1425	1430	1421	0%	-1%
94.7 Highveld Stereo	1356	1376	1320	-3%	-4%
94.5 Kfm	1112	1149	1189	7%	3%
North West FM	752	731	768	2%	5%
Algoa FM (Radio Algoa)	716	809	724	1%	-11%
Good Hope FM	659	631	682	3%	8%
Talk Radio 702	659	645	628	-5%	-3%
OFM	535	546	580	8%	6%
Heart 104.9 FM (P4 CT 104.9)	538	543	542	1%	0%
Lotus FM	367	348	384	5%	10%
tru fm	326	346	310	-5%	-10%
Classic 102.7	204	175	153	-25%	-13%
BRFM (The Border Drive)	129	182	149	16%	-18%
567 CapeTalk	108	136	119	10%	-13%
MPowerFM	120	66	60	-50%	-9%
<b>TOTAL COMMUNITY</b>	7854	8229	8480	8%	3%
<b>TOTAL COMMERCIAL / PBS</b>	29051	29127	29041	0%	0%
<b>TOTAL RADIO</b>	30010	30138	30125	0%	0%



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## Radio measurement's 'tipping point'

Our recently appointed GM, Gilda De Araujo has expanded our RADIO GAUGE study to fifteen advertisers next year! This is your opportunity to refine the radio element of your campaign through a tried and tested, confidential and highly relevant effectiveness study...

Would you like to improve the results you're getting from radio?

Is the radio element of your campaign to the value of R1-million or more?

Are you targeting LSM 6-10?

Want to find out if your creative message is making the right impact?

The RAB is offering 15 advertisers R300 000 worth of free research per wave, to have the effectiveness of your radio campaign measured. Gratis. Free. Seriously – no charge.

If you've ticked all the boxes above, e-mail [gilda@rab.co.za](mailto:gilda@rab.co.za) to book an introductory presentation, and find out how RADIOGAUGE can improve your results on radio.

### 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

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All Adults 15+ (Population: 34,020,000)	October '10	August '11	October '11	YEAR ON YEAR	DIARY ON DIARY
<b>National Stations</b>	Adults Age 15+	Adults Age 15+	Adults Age 15+		
Metro FM	2100	2365	2419	15%	2%
RSG	1087	1078	1092	0%	1%
5FM	1016	1010	1003	-1%	-1%
Radio 2000	250	311	334	34%	7%
SAFM	218	199	241	11%	21%
<b>ALS Stations</b>					
Ukhozi FM	3800	3899	4095	8%	5%
Umhlobo Wenene FM	2632	2576	2394	-9%	-7%
Lesedi FM	2106	2038	2069	-2%	2%
Motsweding FM	1917	1893	1956	2%	3%
Thobela FM	1723	1740	1520	-12%	-13%
Ligwalagwala FM	850	816	720	-15%	-12%
iKwekwezi FM	821	695	667	-19%	-4%
Munghana Lonene FM	594	675	630	6%	-7%
Phalaphala FM	640	633	481	-25%	-24%
<b>Regional Stations</b>					
East Coast Radio (ECR)	1009	1054	1048	4%	-1%
Jacaranda 94.2 **	1011	1009	922	-9%	-9%
Gagasi 99.5FM	821	873	841	2%	-4%
94.7 Highveld Stereo	697	717	697	0%	-3%
Capricorn FM	707	504	675	-5%	34%
94.5 Kfm	561	612	642	14%	5%
KAYA FM 95.9	537	600	604	12%	1%
99.2 YFM	588	640	570	-3%	-11%
Algoa FM (Radio Algoa)	362	374	362	0%	-3%
Good Hope FM	314	308	346	10%	12%
North West FM	321	280	329	2%	18%
OFM	333	323	320	-4%	-1%
Heart 104.9 FM (P4 CT 104.9)	286	301	299	5%	-1%
Talk Radio 702	304	285	285	-6%	0%
Lotus FM	209	190	208	0%	9%
tru fm	140	167	142	1%	-15%
Classic 102.7	87	70	68	-22%	-3%
567 CapeTalk	50	71	60	20%	-15%
BRFM (The Border Drive)	48	66	60	25%	-9%
MPowerFM	45	21	16	-64%	-24%
<b>TOTAL COMMUNITY</b>	3999	4136	4356	9%	5%
<b>TOTAL COMMERCIAL / PBS</b>	22151	21764	21767	-2%	0%
<b>TOTAL RADIO</b>	23688	23473	23481	-1%	0%