

## 2009 PAMRO Conference Fast Changing Media Landscape – Where Does Africa Stand?

**The 11<sup>th</sup> Pan Africa Media Research Organization (PAMRO) conference was held in Nairobi last month (August).**

The papers illuminated our knowledge on the fast changing media scene of Africa. Not only has there been a proliferation of radio stations, but TV is now also doing the same and the advent of digital broadcasting will accelerate the trend.

The mobile phone is rapidly changing its role into a multi-purpose gadget that will accept streams of radio and TV as well as the internet. Social networks are the most recent interactive media and all this demonstrates how the media landscape is changing not only globally but here in Africa. The call to action for media researchers is to not only keep pace but to anticipate the trends and develop metrics for audience patterns of not only viewers, readers and listeners – but also for surfers.

What about the debate on local or foreign content? Undisputedly, most of the content on African media has been foreign. However, two case studies presented at the conference demonstrated how locally made TV drama build large audiences for TV stations. Africa has the ability to combat foreign content with well targeted quality local productions.

With the World Cup just a few months away, the paper on sports marketing and audiences measurement was timely. The paper gave authoritative account of global televised events and their impact on audiences and advertising revenue. The paper demonstrated how audience research data showed how marketers for globally televised events (i.e. Wembley Nelson Mandela Concert and the Eurovision Song Contest) had made serious over-claims on their audiences. The challenge now is to measure the audiences for World Cup, the Olympics, and all the other globally televised events in order to inform advertising decisions.

The conference ended with an Annual General Meeting that saw the appointment of new office bearers. The new team already has 2 tasks set out for them. Although PAMRO has made a lot of progress in the harmonization of media research data in Africa and the data sets are now very compatible, there is still the challenge of geographical coverage. PAMRO's past initiatives represent mainly the Anglophone parts of the continent and there is a need to extend the initiative to the Lusophone, Francophone and Arabic speaking countries. The second task is to address the concern on the target respondents for AMPS. Most of the surveys cover respondents aged 15+ yet Africa is a continent of young people. We hope to hear more about how to address these challenges at the next conference.

QUARTER 4  
OCT/NOV/DEC  
CALENDAR OF ACTIVITIES  
TO PARTICIPATE CONTACT  
THE SECRETARIAT

EVENT - **2009 ADVANCED TRAINING**

TIMING OCTOBER TO JANUARY 2010

VENUE STEADMAN- SYNOVATE

EVENT - **CELEBRITY TALK**

TIMING 22<sup>ND</sup> OCTOBER 2009

VENUE HOLIDAY INN WESTLANDS

EVENT - **QUIZ NIGHT**

TIMING DECEMBER 2009

# Alvaro vs. Novida

## Who's winning?

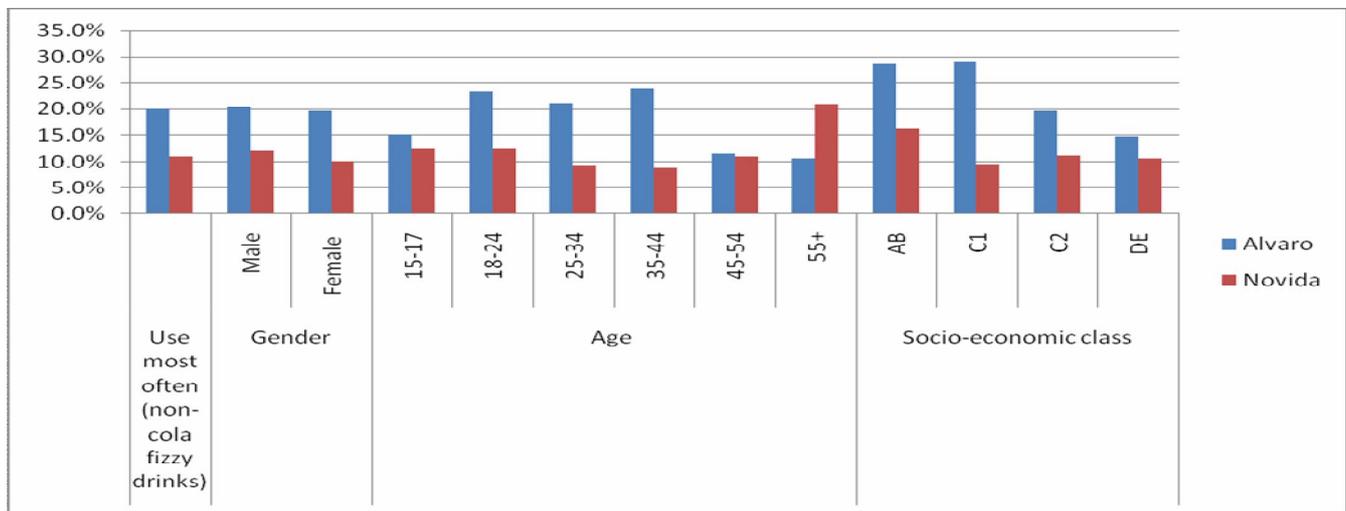
*This data is based on the annual TGI survey conducted in urban and peri-urban areas of Kenya using a self-filling questionnaire. For more information, contact Dr Havi Murungi ([hmurungi@ciafrica.com](mailto:hmurungi@ciafrica.com))*

Any time business giants clash in the marketplace, researchers appear to get more excited than consumers. That's because researchers are often more interested in the reasons behind product and brand successes and failures; consumers just want a fair deal with regard to product quality and price.

Take the case of EABL's Alvaro and Coca-Cola's Novida. That's an exciting match - two non-alcoholic brands contesting the cold beverage space dominated by the latter but of strategic interest to the former. Both drinks are decent products, are well packaged, have adequate marketing support, and are widely distributed. Differences in price are negligible. On the face of it, very similar propositions which should result in an even share of the market.

But the evidence from Consumer Insight's TGI 2009 study shows Alvaro gaining traction in the malt-based non-alcoholic drink category. If consumption is a measure of brand appeal, then Alvaro has a particular resonance among the 18 to 44 years olds and the higher socio-economic classes (AB, C1). Being first to market certainly has helped Alvaro take a bigger share in this category. Creating an adult, non-alcoholic drink whose consumers feel quite comfortable taking in clubs and bars was a formula for success.

**Consume brand most often (TGI 2009 half year)**



## MSRA ADVANCED TRAINING

MSRA are pleased to announce their first advanced training course. This is targeted at research professionals with over 3 years experience and aims at equipping participants with advanced knowledge and skills in a number of areas. The course is modular in nature and course facilitators will use a combination of teaching methodologies that include lectures, real-life examples, and also get the participants to engage in practical exercises. The course is spread over a period of 4 months from October 2009 to January 2010. This year we will cover:



**Jean Claude Dicka Dicka** has recently joined Research Solutions Ltd in the position of Business Development Director. Working mainly in West and Central Africa he has over 10 years research experience.

**new faces**

9 October	Advanced Sampling
23 October	Multivariate Analysis
6 November	Qualitative Research
	Semiotics
20 November	Marketing & Client Service
	Questionnaire Design
4 December	Media Research
18 December	Pricing Research
	Online Research
	B2B Research