

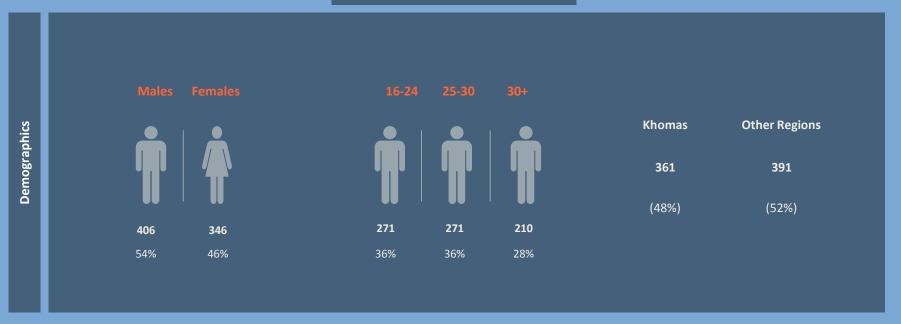
Audience Research- ICT Summit

October 2019

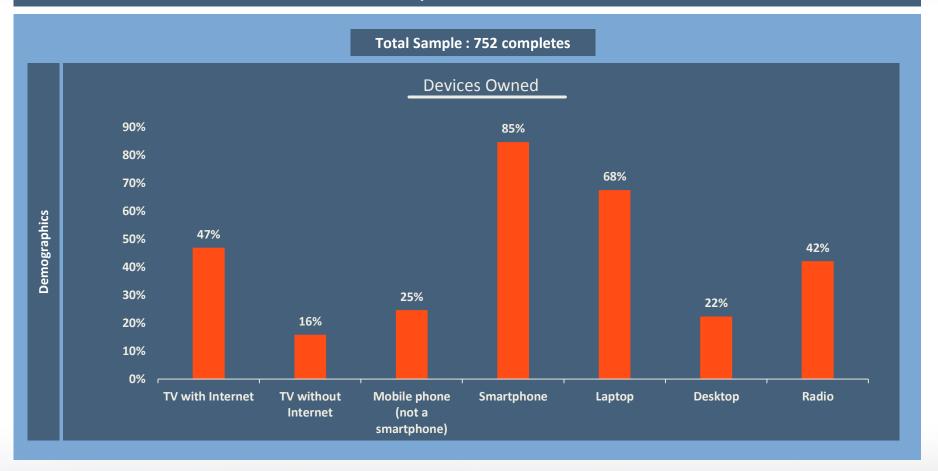
#### **Respondent Profile**

- Both Males and Females
- Age 16+ year olds
- Radio Listeners and TV Viewers

**Total Sample: 752 completes** 



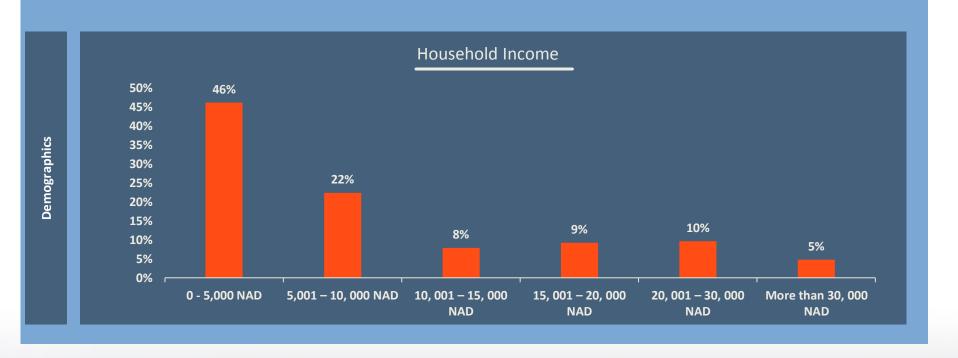




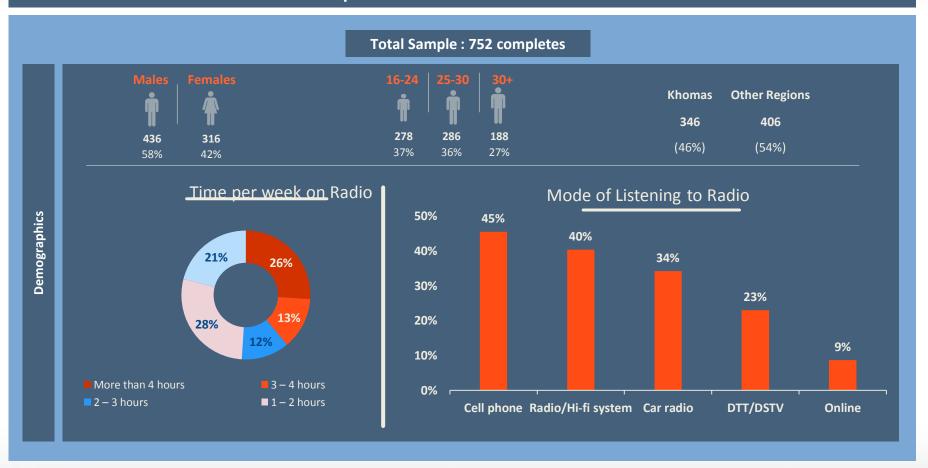
#### **Respondent Profile**

 46 percent of households earn between (0-5001 NAD) **Total Sample: 752 completes** 

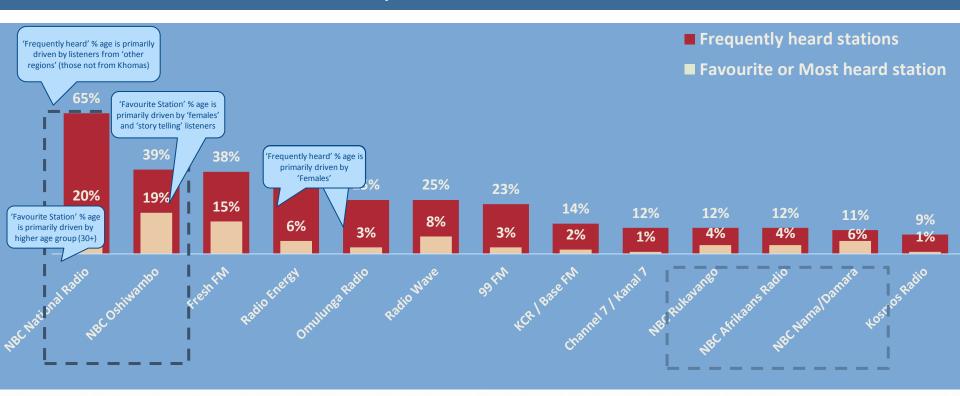
Only 5 percent households earn more than 30, 000 NAD



#### **Respondent Profile – Radio Listeners**



NBC National Radio' dominates the category being the most frequently heard radio station. It also is the listener's favourite station followed by 'NBC Oshiwambo' and 'Fresh FM'



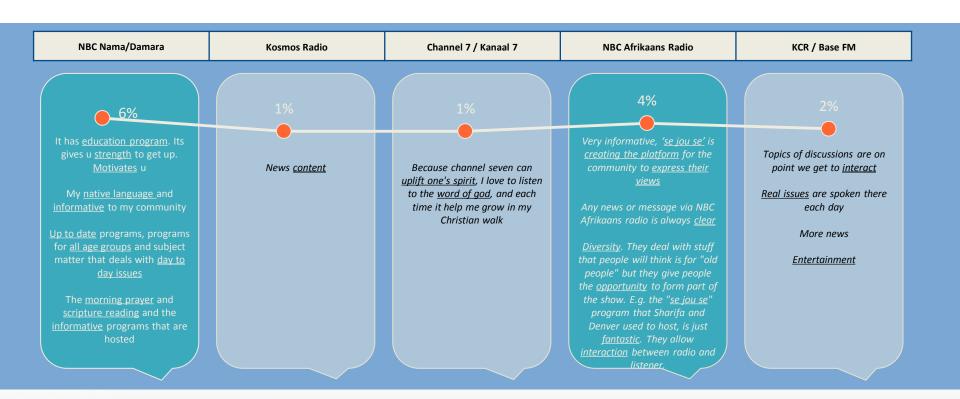
Frequently watched: Please select which of these stations you listen frequently: Favourite channel: Which of these is your favourite station? Or the station you listen most often?

#### Which Radio Station is your favourite and why is it your favourite station

NBC National Radio	Radio Energy	Fresh FM	NBC Oshiwambo	Omulunga radio	Radio Wave	99 FM
			100/			
20%			19%			
				3%	8%	
I <u>understand</u> better and	The <u>music</u> they play and	They give of an	Oshiwambo is my first		Latest music and news	
<u>relate</u> more to their	the <u>topics</u> they bring up	awesome <u>vibe</u> , love their	<u>language</u> . So I	They play <u>gospel</u> on		They play really <u>cool</u>
contents compared to		morning show	<u>understand</u> it very well. I	Sundays	They just don't stick to	<u>music</u>
other radio services. And	It's <u>diversity</u>		<u>love</u> their programs		local but <u>international</u>	
above they are more informative and educative		It <u>inspires</u> me		Their <u>advertisements</u>	too plus I like the <u>rick d's</u>	<u>Nice</u> programs. Good
<u>injormative</u> and <u>educative</u>	It's <u>vibrant</u> and <u>versatile</u>		Because of <u>morning</u>		weekly countdown	music. <u>Informative</u>
The fact that its <u>in English</u> ,	Offers sureseme music	I love the morning show	<u>announcement</u> and	Shares current	Describe the along accord	The average and the average
I like it for improving my	Offers <u>awesome music</u> and updates me about	from <u>6-9 am</u>	other <u>educational</u>	happenings and shares motivations	Because the play good music that feeds my	They always have interesting discussions
English proficiency	the news	Their good morning	<u>programs</u>	<u>inotivations</u>	soul. They don't do much	interesting discussions
Liller the a war for a linear	and <u>news</u>	newspapers wrap-up is	Thursday night program	Live presenters and good	talking but when they	It always talk about the
I like the <u>professionalism</u> of the <u>presenters</u>	Their morning show is	just on point to not like	by <u>Maldini</u>	music been played that	do, it's very <u>informative</u> ,	<u>current and relevant</u>
oj the <u>presenters</u>	always <u>on point</u> plus	it. The entire crew is just		takes out my stress	entertaining and straight	issue and it always give
It keeps me <u>updated</u> every	they <u>support local music</u>	the definition of	Because of the Sunday		to the point	a hit on <u>what</u> is on the
hour		entertainment	early morning <u>spiritual</u>			<u>newspaper</u>
			section			

Favourite channel: Which of these is your favourite station? Or the station you listen most often? Reasons favourite channel: Why is '[Radio Station X]' your favourite station? Mention one thing that you like most about it.

#### Which Radio Station is your favourite and why is it your favourite station



Respondents' presence through the day and the type of activities performed when at home.

Presence through 7 AM -8 AM -9 AM -10 AM -1 PM -3 PM -11 AM -12 PM -2 PM -8 AM 9 AM 10 AM 11 AM 12 PM 1 PM 2 PM 3 PM 4 PM the day: Presence Weekday 合金 合金 命血 Weekend performed when Activities at home Social Media Radio **Household Chores** 



Represents the top activities performed on **weekdays** during the respective time slots while the television is on Represents the top activities performed on **weekend** during the respective time slots while the television is on



Respondents' presence through the day and the type of activities performed when at home.





Represents the top activities performed on **weekdays** during the respective time slots while the television is on Represents the top activities performed on **weekend** during the respective time slots while the television is on



Radio Stations tuned in to and the type of programs listened to on WEEKDAYS (top 4 slots)

Time Slot

**Radio Station** 

**Programs** 

7 AM - 7:30 AM

nbcafrikaansradio nbcotjiherero kosmosradio channeli/kanaali nbcoshiwambofreshfm nbcnationalradio

currentaffairs/announcements radiostationname

7:30 AM - 8 AM

nbcnationalradio nbc nbcnama/damara radioenergy jacktin nbcoshiwambo nbcrukavango nbcafrikaansradio radiowave nbcoţjiherero

currentaffairs/announcements..... morningshows **NEWS** 

Radio Stations tuned in to and the type of programs listened to on WEEKDAYS (top 4 slots)

**Time Slot** 

**Radio Station** 

**Programs** 

5 PM - 5:30 PM





5:30 AM - 6 PM

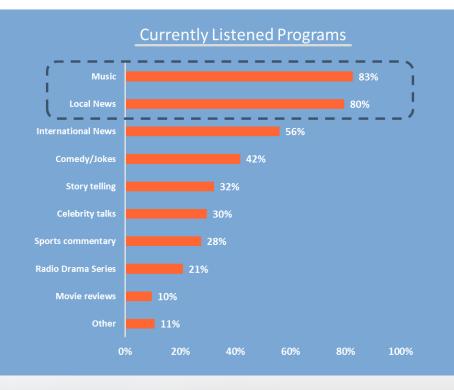


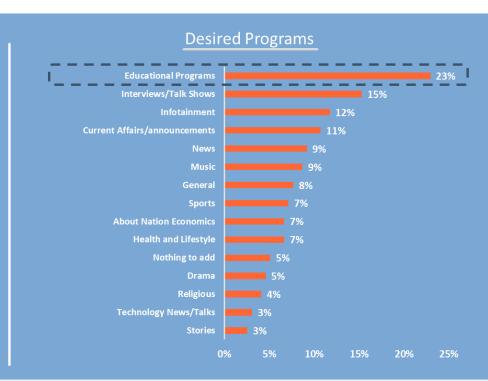


# Audience Research: Desired Programs on Radio

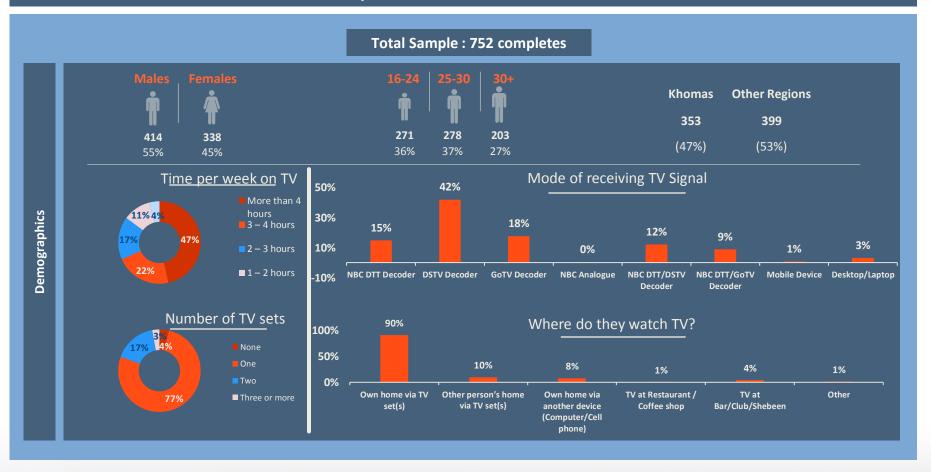
'Local News' and 'Music' are the most popular type of programs listened to on the radio; However, listeners desire to listen to more of 'Educational' programs

Type of Programs – Currently listened and Desired





#### **Respondent Profile – TV Viewers**



TV Channels viewed and the type of programs watched on WEEKDAYS (top 6 slots)

**Time Slot** 

**TV Channels** 

**Programs** 

7 PM - 7:30 PM

kyknet oneafricatelevision

animalplanet sabc
supersport m-net trace

nbc
gotv channelo
nbc
bbc
zeeworld telemundo
national/geographic

sitcoms/soaps/tvseries
news/currentaffairs

7:30 PM - 8 PM





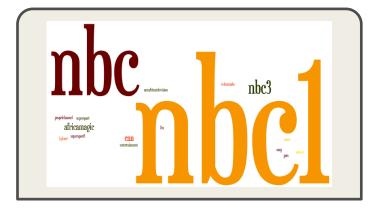
TV Channels viewed and the type of programs watched on <u>WEEKDAYS</u> (top 6 slots)

**Time Slot** 

**TV Channels** 

**Programs** 

8 PM - 8:30 PM



news/currentaffairs -

8:30 PM - 9 PM





TV Channels viewed and the type of programs watched on WEEKDAYS (top 6 slots)

**Time Slot** 

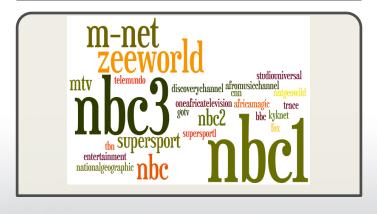
**TV Channels** 

9 PM - 9:30 PM

**Programs** 

sitcoms/soaps/tvseries movies

9:30 PM - 10 PM



sitcoms/soaps/tvseries sports movies news/currentaffairs

TV Channels viewed and the type of programs watched on WEEKENDS (top 6 slots)

**Time Slot** 

**TV Channels** 

**Programs** 

7 PM - 7:30 PM

m-net
prophetic SUPERS port nbc3
prophetic SUPERS port nbc4
gotv SUPERS port nbc5
discovery channel nbc6
supersport3 one africate levision
universal channel national geographic nbc5
studiouniversal trace nbc1

news/currentaffairs unitation in the property of the property

7:30 PM - 8 PM



movies sports realityshows documentaries news/currentaffairs sitcoms/soaps/tvseries

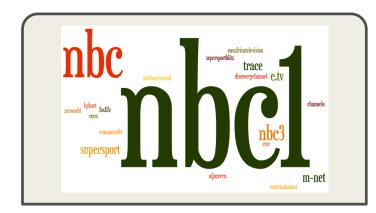
TV Channels viewed and the type of programs watched on WEEKENDS (top 6 slots)

**Time Slot** 

**TV Channels** 

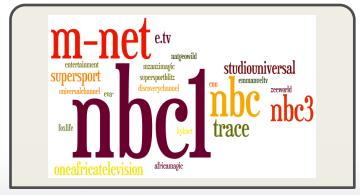
**Programs** 

8 PM - 8:30 PM





8:30 PM - 9 PM





TV Channels viewed and the type of programs watched on WEEKENDS (top 6 slots)

**Time Slot** 

**TV Channels** 

**Programs** 

9 PM - 9:30 PM





9:30 PM - 10 PM

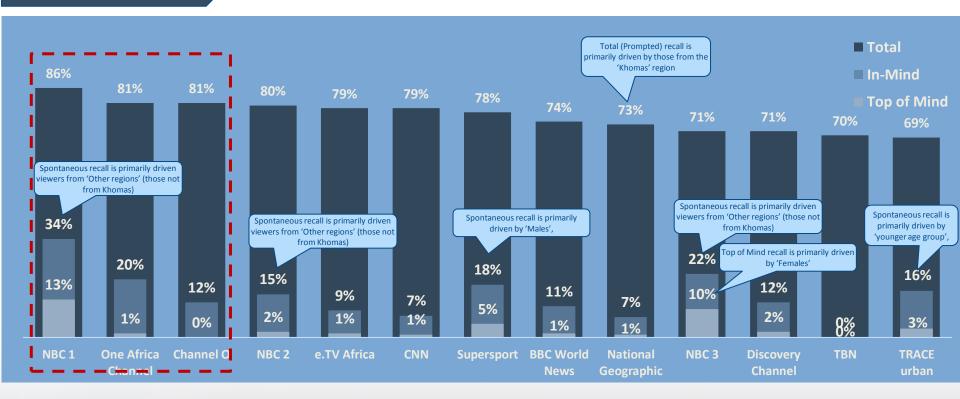




#### **Audience Research**

'NBC 1' has the relatively highest spontaneous brand recall in the category; However when prompted, it is closely followed by 'One Africa Television', 'Channel O' and 'NBC 2'

#### **Awareness**

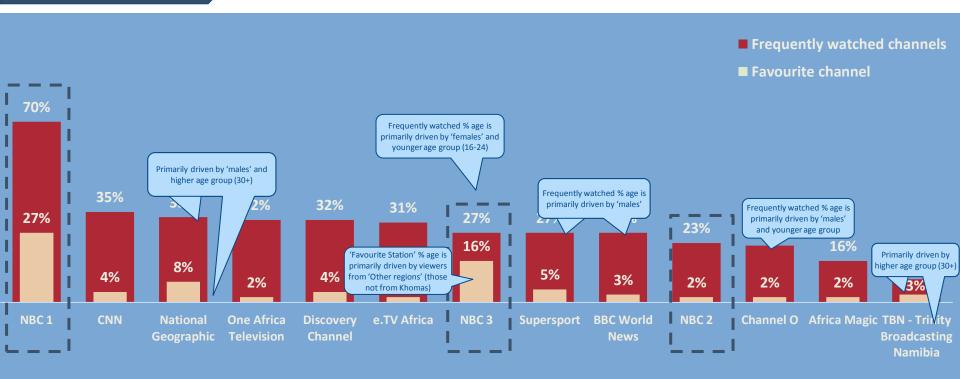


Top of Mind: Thinking of the TV channels that you watch, which is the first channel that comes to your mind? (Unaided)
In-Mind: Thinking of the TV channels that you watch, which other channels come to your mind, in addition to the one you mentioned in the previous question? (Unaided) (Inclusive of ToM)
Total: From the list below, please select the TV channels that you have heard of. (Aided)

#### **Audience Research**

'NBC 1' dominates the category being the most frequently watched TV channel. It also is the viewers' favourite channel followed by 'NBC3'

Frequently Watched / Favourite Channel



Frequently watched: Please select which of these channels do you watch frequently. Favourite channel: Which of these is your favourite channel? OR the channel you watch most often?

#### **Audience Research**

Viewers like 'NBC 1' the most as it covers most of the current affairs in Namibia and is informative & cultivates knowledge, while 'NBC 2' is liked for covering the world news; 'NBC 3' is liked for the telenovela series

#### **Favourite Channel and Reasons**

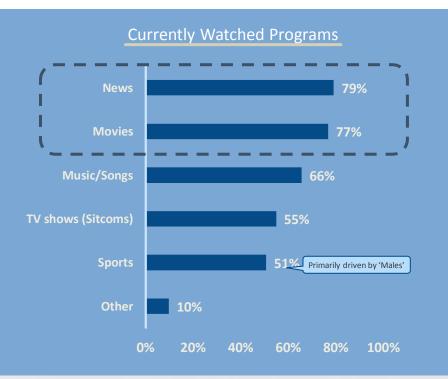
NBC 1	One Africa Television	NBC 2	CNN	National Geographic	e.TV Africa	NBC 3
0.270/						150/
27%						16%
		2%				
Because it always	270	-			270	
broadcast programs that						I like the weekly
talk about the <u>serious</u>				Documentaries on	Because its a channel	<u>telenovela</u> series that
<u>issues of life</u> or what is	It broadcasts 7de laan	I like NBC 2 because of	How they present the	current/past events	that show variety of	play at 7 o'clock
pasically happening in the	<u>soapie</u>	the <u>world news</u> its	news and the reporters		programs ranging from	
country e.g. news/talk of		showing	<u>skills</u>	Its a <u>learning experience</u>	entertainment, sport,	Has favourite movies
he nation and Tupopyeni	It plays a lot of films that			every time you watch it	movies and current	and telenovelas
	I like watching. E.g.,	Its <u>24 hours news</u> update	It broadcasts 24 hours		affairs program	
<u>Cultivates</u> knowledge of	revenge, the blacklist,		and you are always	<u>Wide variety</u> of		<u>Entertainment</u>
<u>diversity</u>	modern family, etc.		<u>updated</u> with <u>global</u>	programs very	Has <u>South African</u>	
It is very <u>informative</u> and			news	<u>educational</u> and	soapies	It has the series which
they have relatable	Because of the <u>news</u> on			<u>interesting</u>		have longing to watch
ontent as it is a Namibian	it		They talk more about		The show WWE, and	for a long time
channel and they cover			<u>Donald trump</u>	It covers about <u>animals</u>	South African <u>home</u>	
most issues happening in				and the <u>environment</u>	<u>grown</u> shows and series	<u>Old telenovelas come</u>
Namibia.				that sometimes is	and I <u>get to see</u> how	<u>back (India a love stor</u> )
				unknown	they do things and learn	
Prime news @8:00pm						

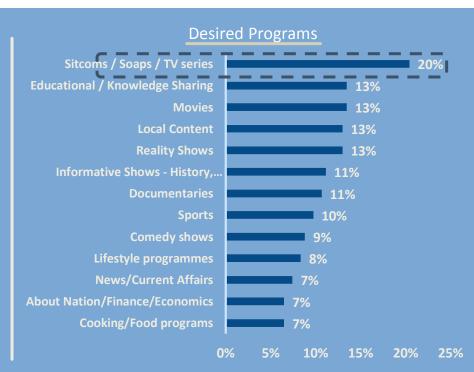
Favourite channel: Which of these is your favourite channel? Or the channel you watch most often? Reasons favourite channel: Why is '[TV Channel X]' your favourite channel? Mention one thing that you like most about it.

## **Audience Research: Desired programs for TV**

'News' and 'Movies' are the most watched programs on TV; While viewers desire to watch 'Sitcoms / Soaps / TV Series' the most

Type of Programs – Currently Watched and Desired

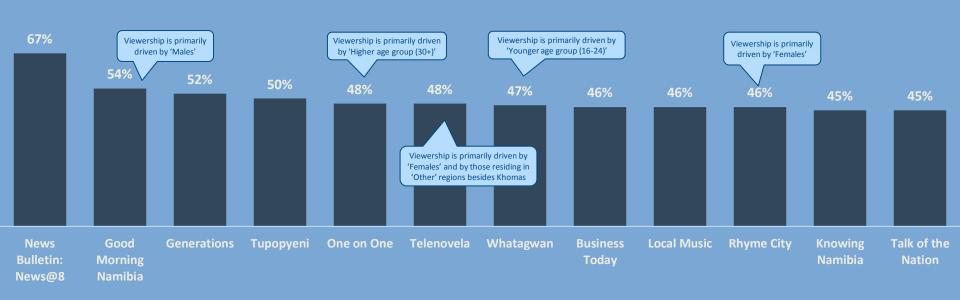




# Audience Research: Programs highly watched onTV

'News Bulletin: News@8' is the most watched program followed by 'Good Morning Namibia', 'Generations' and 'Tupopyeni'

Programs watched on NBC channels



# Thank you!

## Get in touch with us

nbc its ours

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