



DIGITIZATION

ADOPT OR DIE



Truth. For its own sake.

Why? Advertise with us

- *2nd largest daily newspaper*
- *Distributed Nationwide*
- *Reaches all 14 Regions*
- *Reaches 80% of 121 Constituencies*
- *Distributes over 3 million copies a year*
- *One copy read by 6 people*





Truth. For its own sake.

Read News in your Indigenous language

“
*Friday (Kundana)
Oshiwambo*

“
*Monday
Silozi*

*Friday
Otjiherero*”

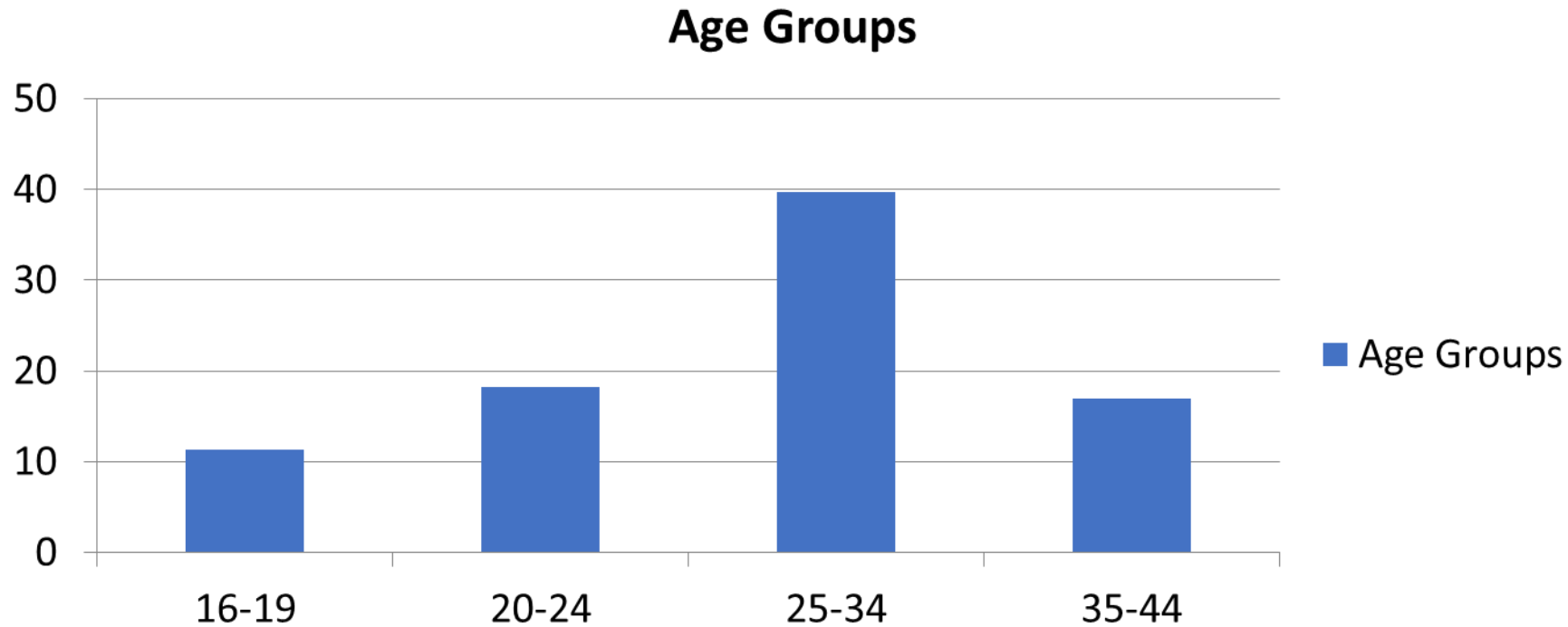
“
*Thursday
Rukwangali*

*Tuesday
Khoekhoegowab*”



CLASSIFIED

Readership



THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE


MOBILE SOCIAL
MEDIA USERS

3.256

BILLION

PENETRATION:

42%

 Hootsuite™ we are social

JAN
2018

DIGITAL IN NAMIBIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



2.56
MILLION

URBANISATION:

49%

INTERNET
USERS



0.80
MILLION

PENETRATION:

31%

ACTIVE SOCIAL
MEDIA USERS



0.62
MILLION

PENETRATION:

24%

MOBILE
CONNECTIONS



2.76
MILLION

vs. POPULATION:

108%

ACTIVE MOBILE
SOCIAL USERS



0.57
MILLION

PENETRATION:

22%

DIGITALIZATION KEY DRIVERS

JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+37%

SINCE JAN 2017

+217 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



+7%

SINCE JAN 2017

+40 THOUSAND

MOBILE
CONNECTIONS



-7%

SINCE JAN 2017

-207 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+10%

SINCE JAN 2017

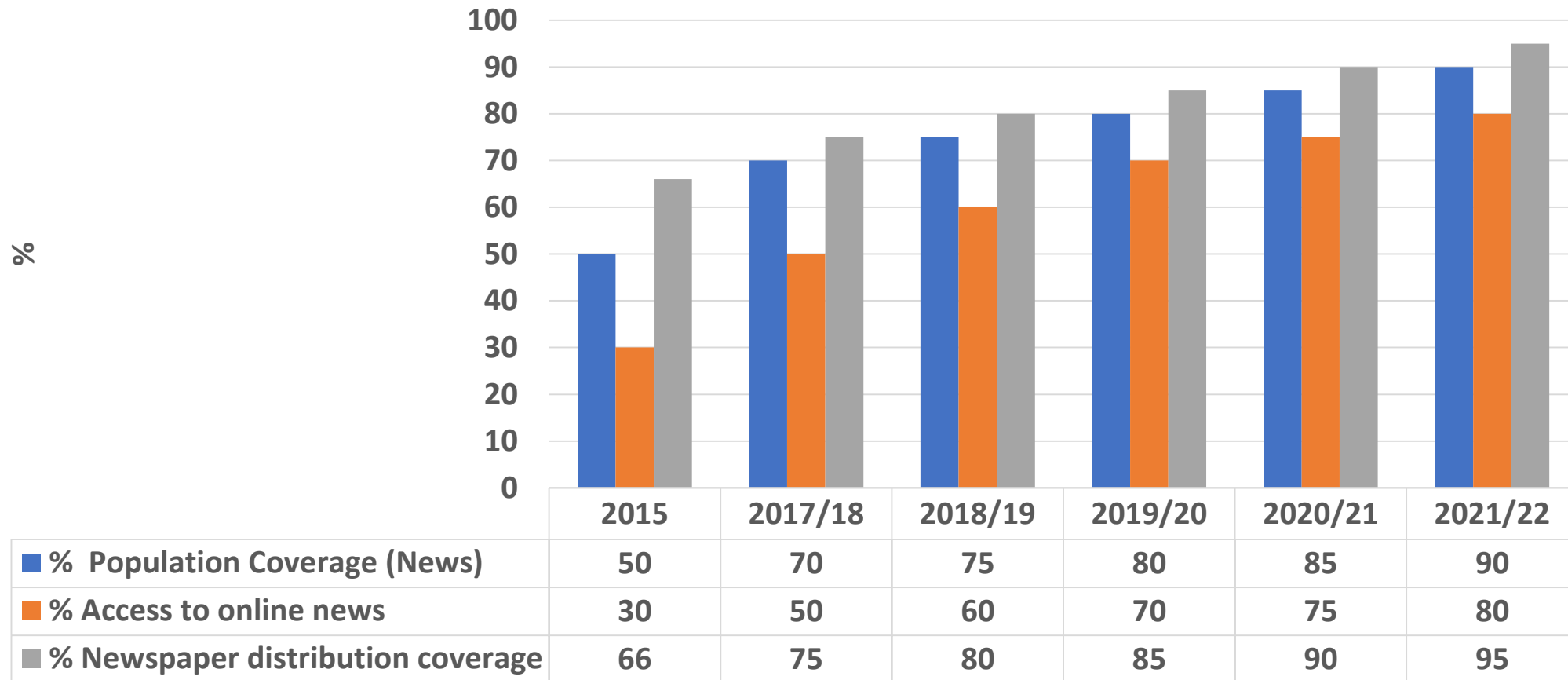
+50 THOUSAND



SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA AND MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** G-SMA INTELIGENCE; G-OOGL; ERICSSON; KEPIOS ANALYSIS. **GROWTH DATA:** WE ARE SOCIAL & HOOTSUITE'S DIGITAL IN 2017 REPORT.



HPP Desired Outcomes Indicators and Targets

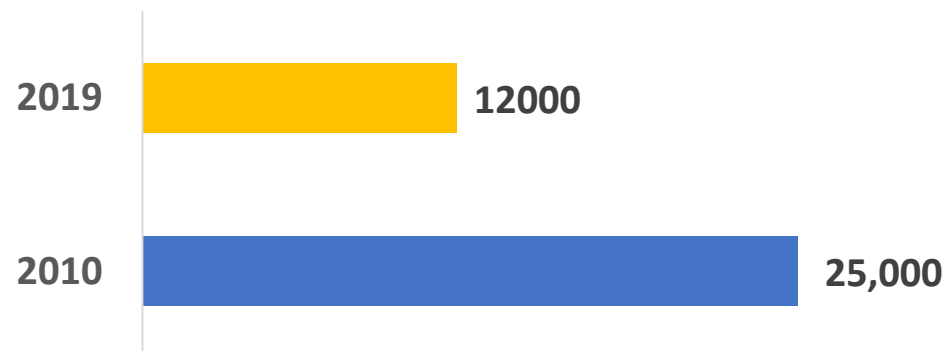


IMPACT OF DIGITALIZATION ON NEPC ENVIRONMENT



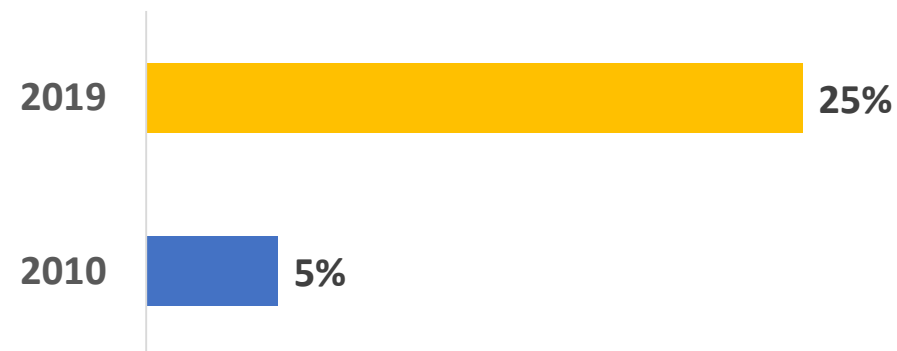
CIRCULATION

■ 2010 ■ 2019

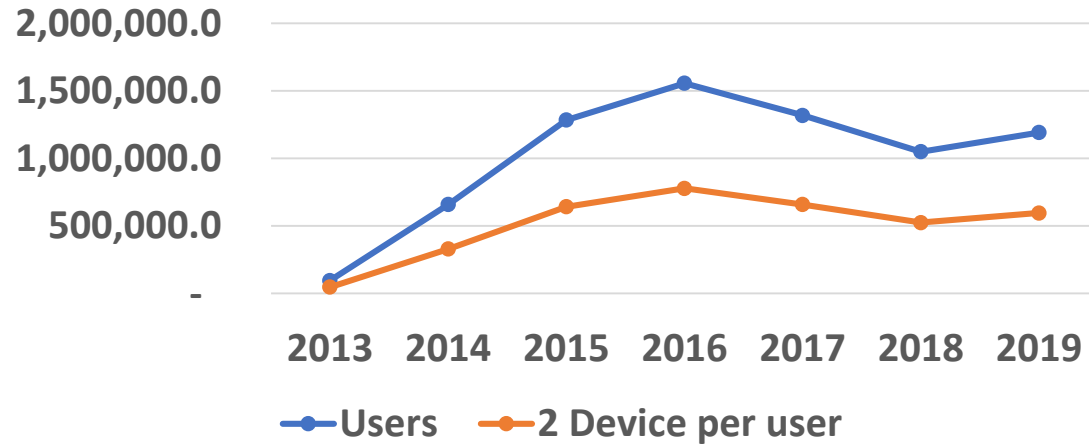


Returns

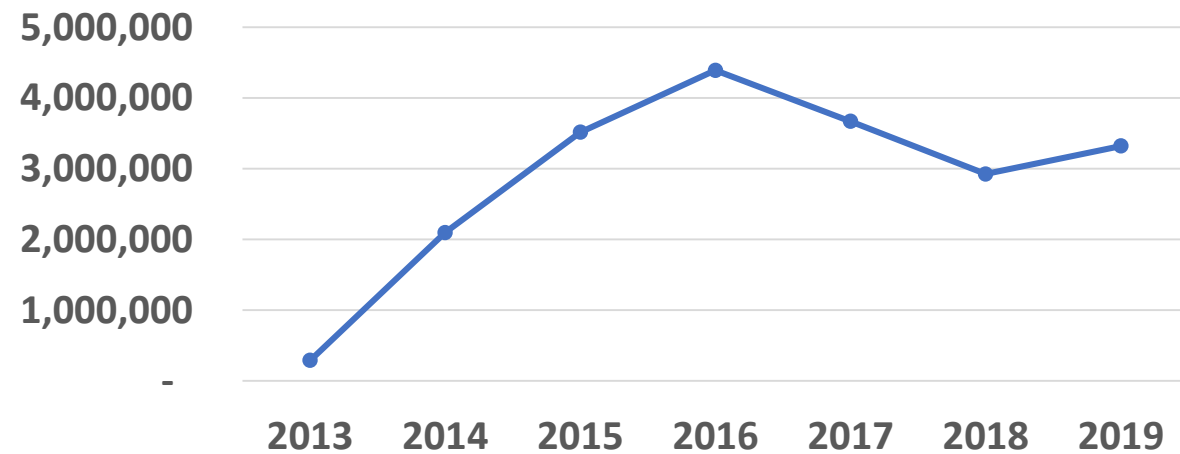
■ 2010 ■ 2019



USERS



SESSIONS



LIVE



257k



31k



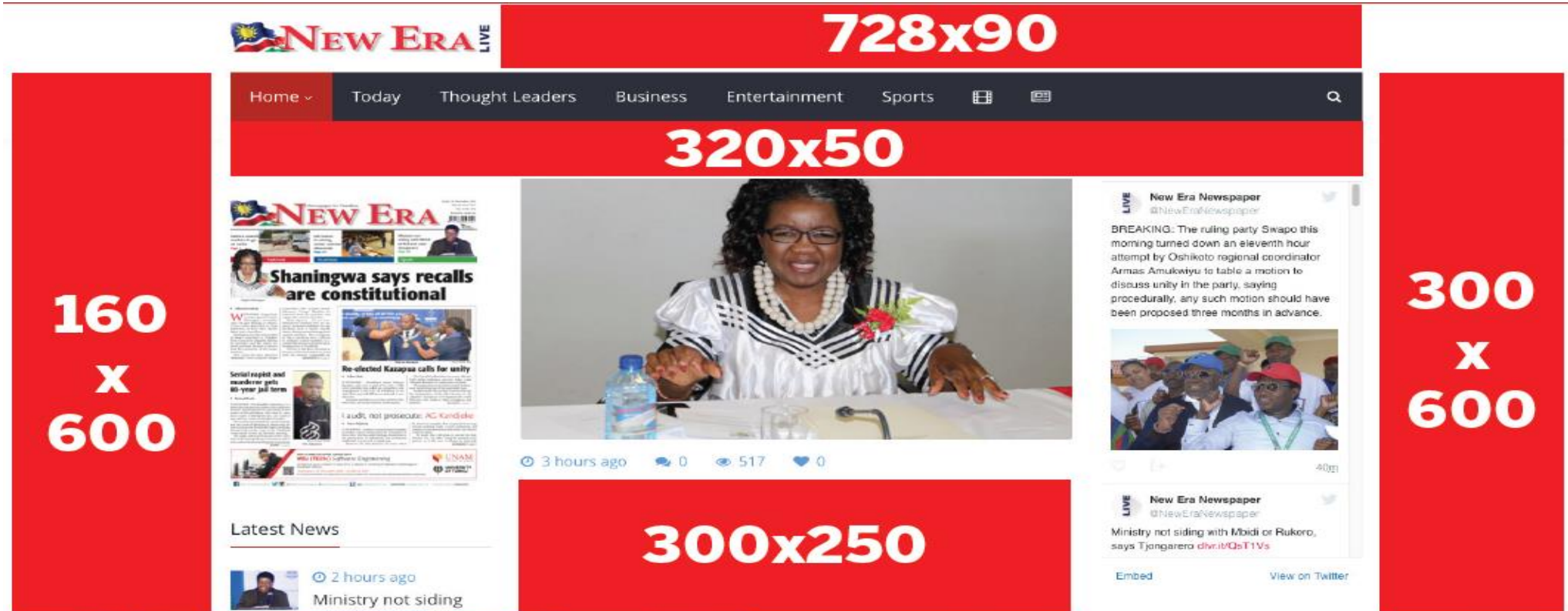
47k

Online Advertising



Use of the Internet as an advertising medium

ADOPT OR DIE



728x90

320x50

160 x 600

300 x 600

300x250

2019 ADVERTISING RATES

Name	Size	Price
Top Leaderboard	728x90	N\$630
Mobile Banner	320x50	N\$350
Medium Rectangle	300x250	N\$700



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Step 3:
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- “PENNY WISE OR POUND FOOLISH”

