



# Understanding Audiences

*In this highly fragmented media landscape it is now, more so than ever, important to understand who your audience is. Audiences are now consuming more media than ever before and they are consuming it on new devices and platforms at the same time they consume traditional media. Ask Afrika have a range of products that allow us to fully understand your audience in an evolving and converged media landscape. Our expertise in this area are demonstrated in the execution of the following industry leading surveys.*

## TGI SA

TGI offers insights through interviewing 15,000 adult consumers annually, measuring 8,000+ brands across 19 sectors which intelligently integrate lifestyle, media and demographic insights. These inform new product development, they identify consumer trends to inspire creativity, they identify market gaps/opportunities and competitive advantages. They also differentiate effective target markets to unravel purchase decisions; they distinguish sponsorship opportunities, and inform digital and media strategies.

Visit [www.tgi.co.za](http://www.tgi.co.za) for more information.

## Out of Home Currency Survey

Ask Afrika and Cuende Informatics has partnered to produce an innovation solution to measuring OoH audiences in South Africa. Using satellite, tracking and travel survey data we are able to build traffic models and thereby estimate audiences for street side media. This solution provides the trading currency for OoH media in South Africa.

## Compass 24

Compass 24 is the industry currency survey for all Media 24's local Newspapers. With an effective sample size of 33,000 interviews this makes it one of the largest surveys in South Africa. The survey produces AIR, reach and frequency data that is used to plan media sales. The survey also has rich demographic, product and psychographics data.

**For TGI subscriptions, contact Maria Petousis on [maria.petousis@tgi.co.za](mailto:maria.petousis@tgi.co.za) and for Audience Surveys contact Sarina de Beer on [sarina.debeer@askafrika.co.za](mailto:sarina.debeer@askafrika.co.za) or Dr Amelia Richards, Email: [amelia.richards@askafrika.co.za](mailto:amelia.richards@askafrika.co.za) or 012 428 7400**

## Customised Media Research

In addition to these three currencies Ask Afrika works in the following areas:

1. Radio Moods™: Used to determine radio station playlists in terms of listener preferences, mood states and occasions
2. Readership behaviour and trends in reading
3. Concept testing of new formats
4. Research to support the business case for new radio licence bids
5. Landscape surveys on how consumers are responding to the new media landscape
6. Advertising campaign effectiveness

## Benefits

- Access to extensive media and consumer data through TGI
- Experience in currency measurement
- Understanding the intricacies of probability sampling in media surveys

## This product will appeal to:

- Media Owners looking to increase advertising sales
- Editors looking to understand their audience
- Media Owners looking to launch a new station, title or platform
- Radio station managers looking to build audience engagement by optimally managing playlists

