



Pan African Media
Research Organisation

11th PAMRO Meeting and All Africa Media Research Conference and Exhibition

Laico Regency Hotel, Nairobi, Kenya

23-25 August 2009

CONFERENCE PROGRAMME

SUPPORTING ORGANISATIONS



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PROGRAMME

Sunday 23 August

Registration and Welcome Function

14:00 – 17:00	Pre - Conference Registration
18:00 – 20:00	Networking Cocktail

Main Conference Programme

DAY ONE - Monday 24 August

08:00 – 09:00	Registration Continued/ Early Morning Tea/Coffee
<p>09:00 -10:00</p> <p>09:00 – 09:15</p> <p>09:15 – 09:30</p> <p>09:30 – 10:00</p>	<p>SESSION ONE: Official Opening and Keynote Address CHAIR: George Waititu, President PAMRO</p> <p>INTRODUCTORY REMARK: George Waititu, President, PAMRO</p> <p>KEY NOTE ADDRESS: Linus Gitahi, Chairman, Media Owners Association (Kenya)</p> <p>CREATING THE SCENE:</p> <p>A taste of the future: what media and communications will look like in 2010 and beyond.</p> <p>Steve Garton, Director of Media Research, Synovate</p> <p>We are seeing the transition from buying time to creating time. What does this means for marketers and media who now need to build conversations? What content, times of the day, places and platforms can marketers use for cross-media storytelling? Does ROI mean Return On Involvement?</p>
10:00 – 10:30	Mid-Morning Tea/Coffee Break
<p>10:30 – 13:00</p> <p>10:30 – 11:00</p> <p>11:00 – 11:20</p> <p>11:20 – 11:40</p>	<p>SESSION TWO: NEW MEDIA CHAIR: Jennifer Daniel, General Manager Research & Audience Strategy, e.tv</p> <p>Word of Mouth: Why we talk. George Lutta – Regional Media Director, ScanGroup/Mediacom Ltd</p> <p>This paper will explore the African traditional word of mouth and how it has changed the extent to which WoM is formally used as strategic media, the extent to which is it enhanced by technology, internet, mobile, viral marketing etc, its impact and influence and how can it be measured.</p> <p>Web Marketing: South African Marketers’ Perceptions of Social Media, its Impact and Future Role</p> <p>Oresti Patricios, CEO, Ornicogroup Pty. Ltd.</p> <p>Consumers’ attitudes are changing toward brands, and their acceptance of traditional “push” advertising has diminished. Social media has created and connected a network of consumers who can easily collaborate with one another. This collaboration and constant conversation between customers builds trust within the network which, in turn, can create opportunities for brands but could also affect their reputation. This descriptive study seeks to understand whether South African marketers perceive social media as a threat to their brands and, if so, how they are engaging with their consumers. It also tries to identify whether they will increase collaboration and the use of social networks in the future.</p> <p>New media, are we paying attention?</p> <p>Salim Amin, Managing Director, A24 and Camerapix</p> <p>New Media and technology is changing the face of Africa. Information is being</p>

<p>11:40 – 12:00</p>	<p>distributed and disseminated outside of the normal channels of communication and A24 Media is at the forefront of this new era. Africans are trying to tell their own stories and to get away from the stereotypes we are constantly being associated with. A look at the set up of this ground-breaking project and the great need to change the perception of Africa both within the Continent and on a global level</p> <p>Yahoo - Pan African Online Video Case Study</p> <p>Will Green – Yahoo</p> <p>This study will demonstrate the power that Internet has in providing a consolidated Pan African reach and solution to extend offline TVC's online. This study offers a solution for enhancing reach into Africa and technology that allows for the delivery of optimised Video content in low broadband internet conditions.</p>
<p>12:00 – 12:20</p>	<p>The big case of Out of home media in Africa</p> <p>Frikkie Cornelius, Primedia, South Africa</p> <p>This paper will explore the general landscape of out of home media, its dynamics, space in the wider media landscape and its consumer engagement.</p>
<p>12:20 – 12:40</p>	<p>Advertising Measurement – What’s in, What’s Out & Why</p> <p>Tim Smyth, Managing Director, Millward Brown</p> <p>A presentation exploring the need to go beyond tradition measures in today’s rapidly changing media environment. It will use case study examples to demonstrate advertisers response to the ever evolving media scene, what metrics have worked so far, what haven’t and what needs to be developed going forward?</p>
<p>12:40 – 13:00</p>	<p>Q & A</p>
<p>13:00 – 14:00</p>	<p>Lunch Break</p>
<p>14:00 – 16:30</p>	<p>SESSION THREE: POWER OF MEDIA RESEARCH THE AMPS WAY CHAIR: Joseph Waruingi, Managing Director, Advantech Consulting</p>
<p>14:00 -14:30</p>	<p>SHOWCASE PRESENTATION: e.tv & SABC</p> <p>The South African DTT Migration and the Future for Broadcasters. Jennifer Daniel, General Manager Research & Audience Strategy, e.tv & Yusuf Nabee, DTT Project Leader, SABC Ltd, South Africa</p> <p>The paper will update the audience on progress with the DTT migration in South Africa and report on a pilot study that was conducted recently. A quick look at the future TV scenario will also be taken.</p>
<p>14:30 – 14:50</p>	<p>Africa Media 360 – The Full Monty! : The holistic proposition!</p> <p>Sharon Penhallrick, Managing Director Telmar South Africa</p> <p>A ‘full exposure’ into the many ways of reaching the minds of the consumer. Everything communicates - either conventionally or unconventionally. It is of vital importance to be able to assess and evaluate media and markets, both quantitatively and qualitatively. All elements of the process are of equal value and therefore a holistic understanding is key to success in African markets.</p>
<p>14:50 – 15:10</p>	<p>Re-imagining AMPS – Does the one size fit all concept still hold or is it time to</p>

	<p>shift our paradigms?</p> <p>Josiah Kimanzi, Account Director, RMS Nigeria</p> <p>This is an attempt to shift the traditional thinking behind the science of AMPS and its attempts to measure audience ratings across the changing media landscape. Is AMPS still relevant in this age of blogging, twitter, face-book and myspace.com? The paper tries to evaluate the complex issue of how dynamic and multifunctional consumers have become and whether it is still a misnomer to try and target them using an AMPS approach. The paper concludes by stating that there are opportunities to reach out and conduct more industry specific studies that would enable clients to have a more precise targeting of their consumers. With changing consumer psychographics and lifestyles, how do we align our AMPS methodology to reflect this phenomenon or should we maintain the status quo?</p>
15:10 – 15:30	<p>NIGERIAN AMPS (NAMPS): A trend Analysis of Key Indicators 2007 – 09</p> <p>Olayiwola Afolabi, General Manager, Media planning Services & Jonadab Egbowon, Group Head, StarCom Media Services, Lagos, Nigeria</p>
15:30 – 15:50	<p>The South African Teen RAMS - is thirteen the new sixteen?</p> <p>Dr Paul Haupt, CEO SAARF & Dr Michelle Boehme, Technical Manager SAARF</p> <p>During 2008 the reporting age for the South African RAMS was lowered from 16 to 13. This presentation will discuss the methodology and results of this study.</p>
15:50 – 16:10	<p>Double Screen CAPI - SAARF AMPS takes a big step forward</p> <p>Dr Michelle Boehme, Technical Manager SAARF, Dr Paul Haupt, CEO SAARF and Claire Welsh Technical Support Executive SAARF</p> <p>A discussion about the evolution of the South African AMPS from the original pen and paper model to single screen CAPI and now to double screen CAPI.</p>
16:10 – 16:30	Q&A
16:30 – 15:00	Tea/Coffee Break - end of Day One
18:00	AGM (Paid-up Members only)

DAY TWO - Tuesday 25 August

08:00 – 09:00	Early Morning Tea/Coffee
<p>09:00 – 10:30</p> <p>09:00 – 09:20</p> <p>09:20 – 09:40</p> <p>09:40 – 10:10</p> <p>10:10 – 10:30</p>	<p>SESSION FOUR: MEDIA CONTENT: NOW & THE FUTURE CHAIR: Stephen Isaboke, GM, Multichoice Kenya</p> <p>The Football comes to Africa – Are you ready? Ken McArthur, Managing Director, Nielsen Media Research, The Nielsen Company</p> <p>Global and South African insights into the forthcoming and biggest sporting event ever on the African continent;</p> <ul style="list-style-type: none"> • Referencing World cup events of the USA; Korea/Japan; and Germany • Recently conducted Global Internet Omnibus study leading to 2010 Audience and expenditure levels of past tournaments specific to South Africa soccer <p>Content is King, but what content? Wachira Waruru, Managing Director, Royal Media Services and Chairman, Kenya Media Council</p> <p>This paper will explore what content currently appeals and what is likely to appeal to the African market in future? How can we use research to demonstrate what content will work.</p> <p>SHOWCASE PRESENTATION:</p> <p> MillwardBrown</p> <p>The Future of Media has already happened</p> <p>Tim Smyth, MD, Millward Brown East & West Africa</p> <p>The Impact of Digital Media on Consumers, Media Companies and Traditional Advertising and why this is relevant to African markets and the potential for marketers in Africa to shape the future of media</p> <p>Q & A</p>
10:30-11:00	Mid-Morning Tea/Coffee Break

11:00 – 13:00	<p>SESSION FIVE: MEDIA RESEARCH ITS POWER IN SOCIAL COMMUNICATION</p> <p>CHAIR: Hanningtone Gaya, Chairman, Brand Kenya Board</p>
11:00 – 11:20	<p>The role of media in social communication</p> <p>Mburugu Gikunda, Assistant Director, Media Focus on Africa Foundation</p> <p>Media in Conflict Zones</p> <p>Research is essential to inform media initiatives in conflict area's. Research must include investigation of the causes, stakeholders, effect and possible solutions; finding common ground between the opposing parties can be an essential element of coming to lasting solutions. Two examples of the application of research and the usage of the research outcomes in a Kenyan context will be presented</p>
11:20 – 11:40	<p>Changing hearts and minds with Media Research</p> <p>David Campbell, Managing Director, MediaE</p>
11:40– 12:10	<p>Challenges of doing research in conflict and post conflict areas. Is media research necessary? The role of media in conflict resolution</p> <p>Graham Mytton, MD, Consumer Options</p> <p>Researching media in conflict areas. Ethical issues in an environment with a torn social fabric. The paper looks at evidence from recent experience and field research in Sierra Leone and South Sudan. For the first time at PAMRO, full media data from these two countries will be presented</p>
12:10 – 12:30	<p>Estimating the magnitude and trends in orphan-hood among younger persons in the era of HIV/AIDS in South Africa, 2001-2008.</p> <p>Prof Eric Udjo, Director: Demographic Research, Bureau of Market Research, University of South Africa</p> <p>This paper will estimate the biases in the reporting of mother, father alive as well as the magnitude and trends in orphan-hood due to AIDS and non AIDS in South Africa during the period 2001- 2009. The probable socio-economic consequences of the trends in orphan-hood would also be examined</p>
12:30 – 13:00	<p>Q & A</p>
13:00 – 14:00	<p>Lunch Break</p>

14:00 – 16:30	<p>SESSION SIX: NEW METHODS: GOING BENEATH THE SERVICE</p> <p>CHAIR: Lauren Shapiro, Vice President, PAMRO</p>
14:00 – 14:30	<p>Audience measurement – A guide to market penetration “Silent Whisper -Africa joins in the World Debate”</p> <p>Vivien Marles – Director of Media Research, Steadman Group</p> <p>This paper will explore how to creatively engage new segments and particularly rural markets.</p>
14:30 – 15:00	<p>Fighting Piracy With Creative Solutions</p> <p>Cherise Barsell, Head of Audiovisual Sector/Africa, The DISCOP Organization / BASIC LEAD</p> <p>In order to develop the African TV landscape, The DISCOP Organisation, in collaboration with the University of Paris-Sud, has launched a study to better aid their clients in finding creative solutions to fight piracy as they buy and sell audiovisual content through the DISCOP AFRICA audiovisual content markets. Focusing on the most economically dynamic African countries, this initial inquiry into audiovisual piracy provides a much-needed evaluation of the current struggle to protect and value content. The presentation will address the following questions: How much money do legal content distributors and broadcasters lose due to piracy? What explains the level of piracy in each country? How do audiences treat pirated content? What solutions can we implement or strengthen to best deal with the current problem?</p>
15:00 – 15:30	<p>Spatial Representation of Research Data</p> <p>Bob Currin, CEO AfricaScope (Pty) Ltd</p> <p>The paper will explore:</p> <ul style="list-style-type: none"> • Spatial representation of LSM's in Africa – the need and the methodology • Introduction of Media Maps – Unique methodology for determining: Market Making, Market Finding and Market Analyzing using spatial media data
15:30 – 16:00	<p>Point of Information; Quick Update on Media Research in Africa</p> <p>Liz Pillay, Starcom World Wide and Monica Kambo, McCann Kenya</p>
16:00 – 16:30	Q & A
16:30 - 17:00	<p style="text-align: center;">Closing Address Dr Bitange Ndemo, Permanent Secretary, Ministry of Communication</p>
17:00 – 17:30	Tea/Coffee Break - End of Conference
18:30 – 22:00	Gala Dinner at Laico

NOTE: PAMRO reserves the right to make changes to the programme as dictated by the availability of speakers or due to any other circumstances.