



The Alphabet Soup Times

May - June 2008 Edition

And They're Off

It seems as though we have blinked and we are already 5 months into this year, which has seen many political and economic changes both locally and abroad. Personally, my biggest change has been the birth of the newest member of our family, our daughter Tallulah Paige Baillie Lewin.

But from a business perspective, what we have noticed is the number of changes taking place internally – a high level of staff turnover within various organisations due to the most spoken about topic immigration. The debates continue among so many young families and people – to “semigrate” to Cape Town or immigrate, but for those who have so much invested here it’s onwards and upwards. Africa teaches you to evolve, to see the gaps where others don’t and after all “’n boer maak ’n plan” is still a great philosophy when dealing with issues such as load shedding. At this point my whole house has become energy friendly, the downside is that it’s a big cost and the upside – it’s made me very aware how important it is to run an eco friendly home.

For a lot of us there really isn’t a choice to leave and I think the continued South African optimism that lies buried deep within our souls will remain. What is evident is that some major changes need to take place in order to prevent more young people from leaving and to inspire hope among those who have so little of it.

This country has so much to offer, and for anyone who wants to control their destiny there is so much potential here to really make a difference and achieve what most people can’t do in other evolved societies.

Changes in the media industry are plentiful, as per the norm. As always our newsletter highlights a few of the more interesting updates that we need to ensure our clients are aware of, without boring you to death with facts and figures.

With that being said, we have tried to keep the format to “short easy reading”, so if you would like any more information on any of these topics feel free to drop us an e-mail. I will be maternity leave until the end of July, however the team are well equipped to handle all requests and I will still be involved from a distance and “big brother” perspective. Thank you to all our treasured clients for continued support and we look forward to a great year.

So here it is.

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In Online

The Online Publishers Association (OPA) recently published a list of the top 15 web publishers and sites in South Africa. These rankings are based on the number of unique browsers and page impressions the sites of the various publishers (registered with the OPA) achieved.

The members of the OPA include many of the top online publishers in SA, including the following examples Ananzi, DStv, Independent Online, Avusa, ITweb, Mail and Guardian online, Mweb, Media24 and many others.

The top 15 domestic market sites in April 08 were as follows:

Rank	Site	Unique Browsers	Page Impressions
1	news24.com	1 202 710	24 992 616
2	MSN	753 643	9 128 351
3	iol.co.za	622 873	9 597 755
4	Webmail	621 118	34 875 489
5	Hotmail	615 307	28 400 647
6	www.mweb.co.za	609 934	23 621 457
8	24.com	549 822	8 963 506
9	News24 South Africa	473 417	3 450 486
10	Vodacom4Me	434 761	11 321 649
11	www.mweb.co.za/home	409 844	5 514 446
12	careerjunction.co.za	306 590	14 054 705
13	supersport.co.za	302 920	6 417 543
14	fin24.co.za	296 921	1 831 501
15	yellowpages.co.za	287 155	3 119 674



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Soweto TV

South Africa's first community television station, Soweto TV, was awarded a one year broadcasting license from ICASA in July 2007.

The community television station aims to provide a voice for the community to speak about issues which relate to them, as well as to use the station as a tool for upliftment in Soweto. The station will attempt to do this by using an entirely Sowetan production crew, who are supported by the experienced Urban Brew staff, to run the station and produce all the content, as well as constantly scouting for new talent in the community.

The channel, which has the potential to reach between 2 and 3 million people in the largest black community in South Africa, is broadcast on a terrestrial platform and via a digital signal on channel 360 of the DSTV bouquet.

And the top ten fm are...

The latest RAMS (Radio Audience Measurement Survey) were released in February 2008.

The top 8 stations remained the same namely: Ukhozi fm, Umhlobo Wenene, Lesedi, Thobela, Motsweding, Metro fm, RSG and East Coast Radio. However, in the latest release the 9th spot went to Jacaranda fm, which was ranked 10th last year, and the final spot went to Gagasi fm, which made its first time appearance in the top ten.

Research showed that the average number of stations people listen to in a week is two and that a total of 28,635 million people in SA listen to radio, this equates to 92% of the total adult population.

Some of the stations which showed a significant increases in listenership included Gagasi, Kaya fm, Metro and Talk Radio 702.

Those which showed a significant decrease in listenership included 94.5 K fm, Ofm and 94.7 among others.

For the complete RAMS presentation visit www.alphabetsoup.co.za, under the content section.

Check out the updated
Alphabet Soup Website at
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Streaming hot radio

Vodacom have announced that they are planning to make their internal radio station, Yebo Radio, available to their customers by streaming it to their cell phones, however they have not been specific with regards to the timing, saying that it will happen sometime in the future.

The station was launched on the 3rd November 2007 and it currently offers music from 8:00 – 21:00 to all Vodacom staff, Vodaworld customers and Vodacom retail outlets and customer care centres.



Regional Times

Last year on the 1st of June 2007, Avusa Media (which was then named Johnnic Communications) launched a daily newspaper which leveraged itself off the *Sunday Times* brand, called *The Times*.

At first the paper was exclusively available to *Sunday Times* Subscribers only, however due to the success of the paper, Avusa decided to make it available through selected outlets.

The newest announcement from Avusa is that due to their success in achieving a circulation of 133, 354, in the period January to March 2008, they have decided to carry regional advertising in the Western and Eastern Cape from the 28 May 2008.

Surveying the wealthy

Avusa recently released the results of the Gauteng Wealth Survey, this survey gives marketers valuable insights into the wealthy markets of Gauteng.

The study includes a Wealth Measurement Index (WMI) which segments the total market into eight (approximately equal) groups of measurable wealth, beginning with WM-A (the most prosperous group) and ending with WM-H (the least prosperous group).

This is the first time the survey has been conducted and 5, 000 of Gauteng's wealthy residents (who earn a minimum of R 40 000 a month) were canvassed to find out what they bought, what media they consume, where they invest their money and much more.

To see a copy of the survey results look under the contents section of our website, on www.alphabetsoup.co.za.

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How Now Purple Cow

Online advertising is growing in strengths from year to year from an advertising spend perspective, as well as in terms of online offerings.

Due to the importance of this growing medium, Alphabet Soup have partnered with online gurus and digital communication specialist agency Purple Cow Communications, as of January 2008.

As a result Alphabet Soup now offer clients expert online media buying and planning, Search Engine Optimisation, Pay-Per-Click advertising as well as a variety of other digital marketing and advertising solutions.



Extra Extra, Read all about it

MNet have made sure that DStv viewers no longer miss their favourite local and international prime time series due to Eskom's sporadic load shedding schedules, by launching a new channel called MNet Extra.

MNet Extra, broadcast on Saturdays and Sundays on Channel 103 on the DStv bouquet, will rebroadcast prime time series from 14:00 onwards so that viewers who have missed their favourite show due to the rolling black out can catch up to the series before the following weeks episode.

The X, Y and Z

Hopefully our newsletter provided you with some insight into the media industry, or at the very least provided a welcomed short distraction from whatever it was that you didn't want to do.

Please drop us a mail or give us a call should you like more information on any of the above, or if you would like to give us some feedback.

We wish you all the best for the remainder of the year, or at least until the next edition of The Alphabet Soup Times.

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