

# Gearing up for Pamro 2018

This year's theme for the 19th Pamro All Africa Media Research Conference, is: *A Billion Africans, The Billion Dollar Media Question, Media Data and Analytics for Change*.



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This year the conference is taking place in Nigeria, from 26 – 28 August 2018 at the [Radisson Blu Hotel](#) Ikeja in Lagos, Nigeria.

With its thriving media and entertainment industry – which is expected to generate revenue of up to [\\$2.8 billion between 2016 and 2021](#) – Nigeria is the perfect destination to explore this year's theme.

The theme, *A Billion Africans, The Billion Dollar Media Question, Media Data and Analytics for Change*, will explore a 360° view of how to effectively use media research and measurement to drive relevance, creativity and innovation in advertising and media planning – now and in the future.

Pamro's objective is to create a forum for industry organisations, media research providers, media owners, marketers and advertising agencies in different African countries to exchange knowledge and to learn from one-another's successes and failures.

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## Pamro confirms conference speakers

11 Aug 2017



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It also aims to ensure the highest quality and to harmonise research methodologies, so that eventually a continental media research database will exist. The latter will make Africa the world leader in providing a research database for the growing number of global media owners, marketers and agencies.

Pamro includes the Indian Ocean Islands in all its activities and underwrites the rules of market research bodies such as those of the World Organization for Research Professionals (ESOMAR).

For further information visit [PAMRO](#).

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