

Zim newspaper readership slumps, TV viewership grows

By [Dumisani Ndlela](#)

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Newspaper readership slumped across the board during the second quarter (Q2) of the year, largely reflecting a liquidity crunch triggered by the dollarisation of the country's economy last year, according to the 2010 Zimbabwe All Media Products and Services Survey (ZAMPS).

But television viewership increased during the period across all channels, recording an overall growth of 3% during Q2 2010, the survey showed.

Television broadcast is still state-controlled, with efforts to open the market to independent players having stalled despite pledged by political principals under the country's inclusive government.

Satellite subscription subdued

The Zimbabwe Broadcasting Corporation Holdings (ZBC) had introduced a new channel, ZBC Channel 2, during the quarter which managed a viewership of 14%. ZBC TV1 had a bigger growth rate of 21%, against satellite viewership growth of 2%.

The satellite TV subscription was further subdued during the quarter from 25% in the last quarter to 18%, against free to air at 82%.

Readership across all weeklies slumped over the three month period, although monthly magazines maintained readership levels from the previous quarter.

Dailies readership high

Daily newspapers had the highest readership levels among urbanites at 56%, followed by weekly newspapers at 47% and magazines at 7%.

One daily newspaper, *News Day*, was launched during the period but was late for inclusion in the survey, which covered the period April to June.

People magazine was the most read among foreign publications at 22%, followed by *You* (11%), *Drum* (7%) with the *Sunday Times* and the *Mail & Guardian* trailing at 2% and 1% respectively.

Internet usage gained 19 percentage points to settle at 22% during the quarter.

Effectively targeting consumers

The ZAMPS 2010 is a continuous survey commissioned by the Zimbabwe Advertising Research Foundation to provide information on media consumption and products. The core objective of the study is to provide comprehensive information to the marketers on the audience for all media, including all the radio stations, TV channels, newspapers and the internet.

The prime purpose of the study remains to provide both media and product information that will allow marketers to more effectively target and reach consumers.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk

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