

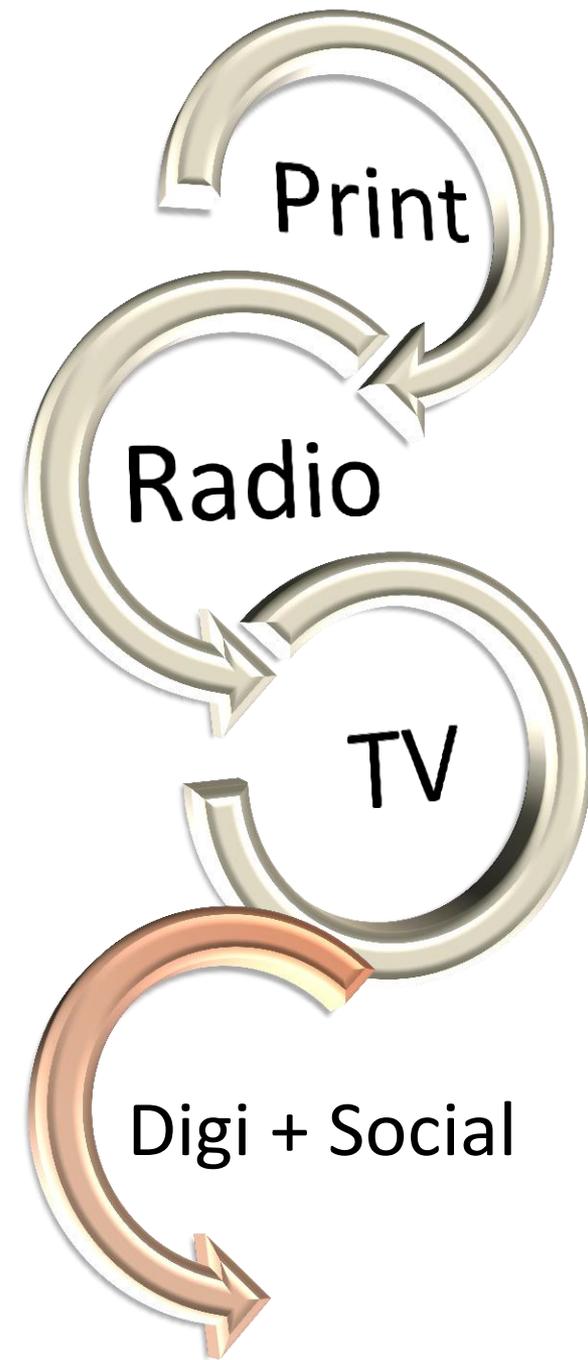


NaMedia
Namibia Media Monitoring

Media Reports: Namibia

Coverage on economy, environment, politics

- Jan'15-Feb'15 vs
- Jan'16-Feb'16



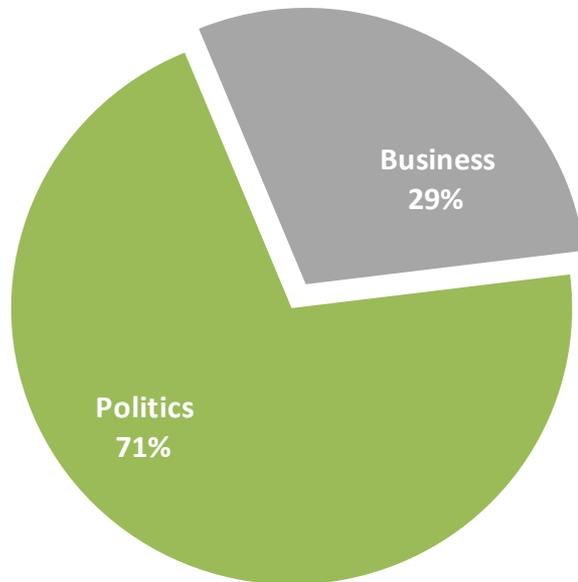


Highlights

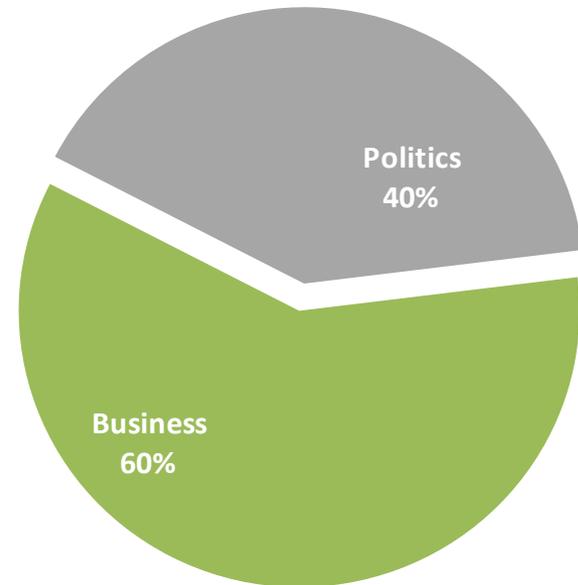
- 2016 directs debates towards provision of **water**, sanitation, food, energy, and infrastructure throughout Namibia
- Media projects emphasis on Namibia's sustainable management of pension funds, social grants, and ambitions towards more equal wealth, -education (ex. vocational training) and job creation
- Namibia still shadowed by the circumstances of continued economic uncertainty in world markets, poor international demand for commodity, and the negative impact of the drought (and performance of Rand)
- Namibians question the NEEEF and solidarity tax movements. The impact of the NEEEF policy must still be clarified as any uncertainties in the country's regulatory framework hampers listings on the local index, and primary listings will become increasingly important for institutional investors seeking Namibian assets to comply with legislation
- Acts of crime; cyber security on the one end, and impact of gender based violence (women, children, rehabilitation of perpetrators), baby dumping, alcohol abuse, and high road accident rates still top the agenda on a consistent basis
- Towards 2016, Namibia meets increased reports on human trafficking and anti-corruption measures, with coverage also streaming towards digi-forums and social media channels on a more consistent basis

During 2016, Namibian businesses were allocated the majority of the available media space (whereas 2015 directed focus towards political leadership). Entering the 'media chat rooms' were projects & policies that bare impact on economic growth, whilst emphasis was placed on the sustainability of target development programmes amidst seasons of drought, high inflation & consumer debt

**Balance of Print & Broadcast Media:
Jan-Feb 2015**



**Balance of Print & Broadcast Media:
Jan-Feb 2016**



During 2016, Namibian media reported most on the business environment, which directed focus towards projects/investments that enhance long term economic growth, amidst an environment impacted by high inflation, and food-, commodity-, oil demand/prices. Namibia's interest rates, budget policy and the R/\$ value were top of mind, whilst the real impact of the drought (declined production, increased prices, land & livestock, quality of imports, water conservation efforts) now frequently drive print and broadcast media headlines.



2016

Trending Economic Issues: Jan-Feb 2016

1. Interest rate (4%)
2. Budget Policy (4%)
3. Value of the currency (3%)
4. Economic growth
5. Price indicators, inflation rate
6. Commodity price
7. Development/Investment: Infrastructure
8. Oil price
9. Monetary policy
10. Food Prices

Trending Environment Issues: Jan-Feb 2016

1. Sustainable Development (12%)
2. Human-Wildlife conflict (8%)
3. Drought (7%)
4. Fishing; rights allocation
5. Fisheries
6. Control, monitoring of fishing activities
7. Environmental Protection
8. Poaching
9. Weather forecasts
10. Water conservation

Trending Political Issues: Jan-Feb 2016

1. Water shortage/supply (4%)
2. Improvement, level of social services (3%)
3. Poverty reduction (3%)
4. Land reform and distribution
5. School pass rate
6. Budget Policy, tax policy
7. Service Delivery
8. Public procurement
9. Food security, Food banks
10. Free education (no school fees)



2016 records mostly negative reporting on sector corporate's employee relations, government regulations, manufacturing processes, trials/investigations, and decreased productivity (due to unavailability/impact of drought). Businesses continue to build their reputations on providing local product solutions, being steered by sound leadership, and envisioning widespread reach (enlarged footprint) paired with expert management strategies.



Corporate Agenda 2016

Products & services
Leadership/Spokespeople: Positioning
Location / Footprint / Expansion
Management strategies
Project management
Employees
Customer relations
Public relations
Shareholders, partners
Events
Prices, price policies
Government regulations
Corporate Social Responsibility
Relation to the media, PR, advertisements

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