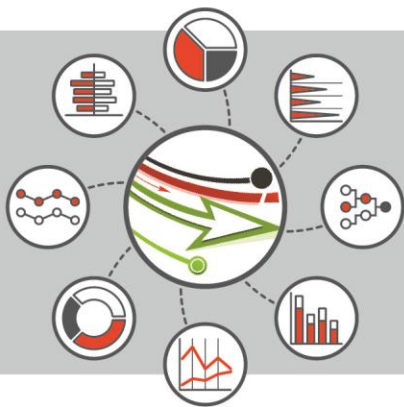




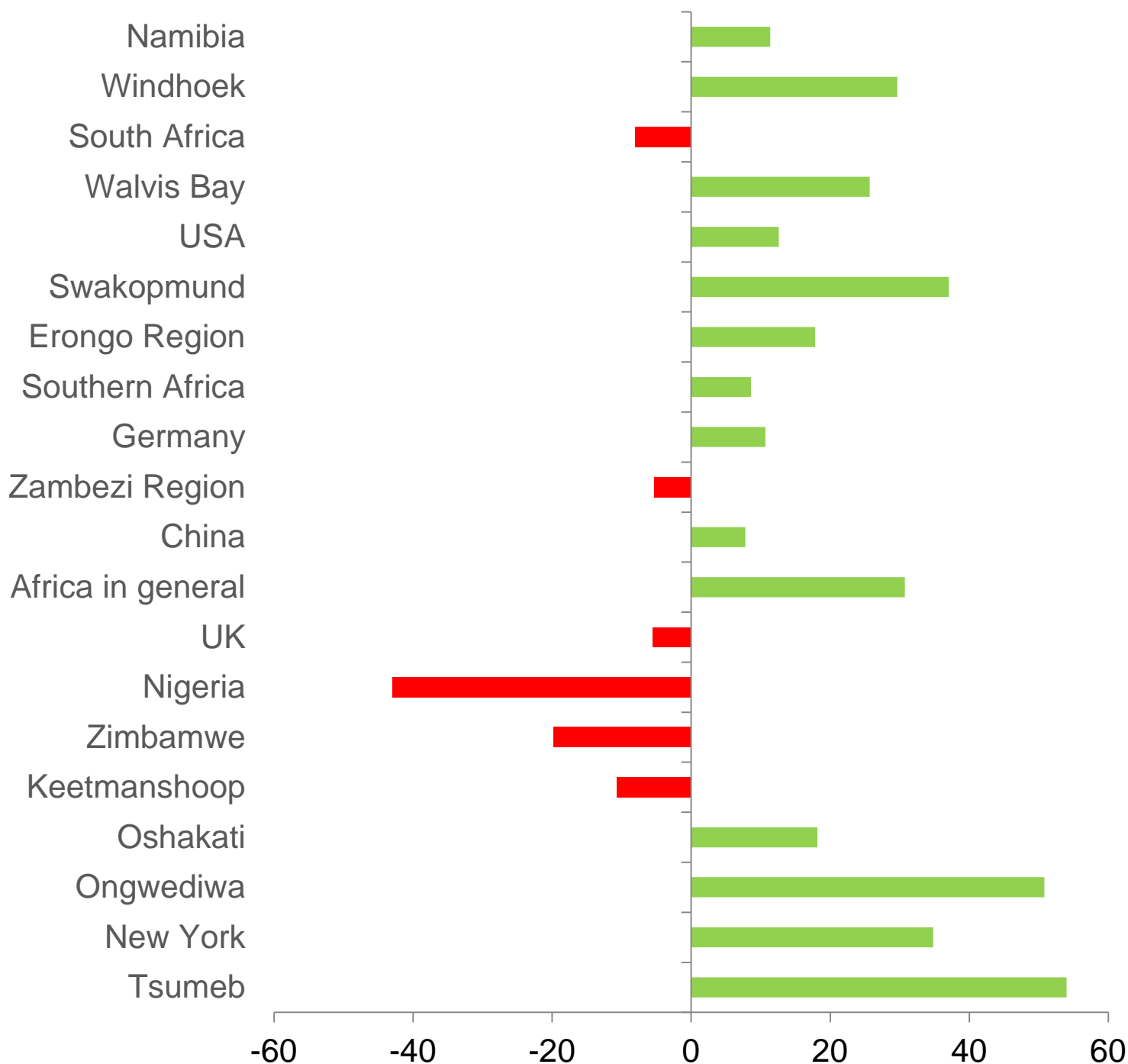
2016

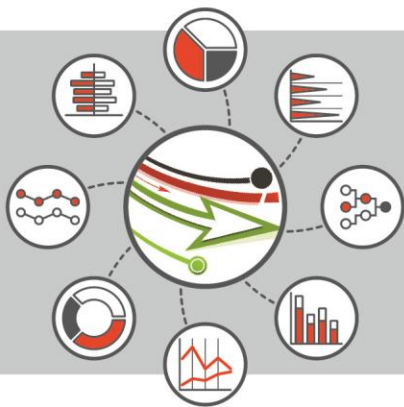
Media Content Analysis Report
Trending Issues



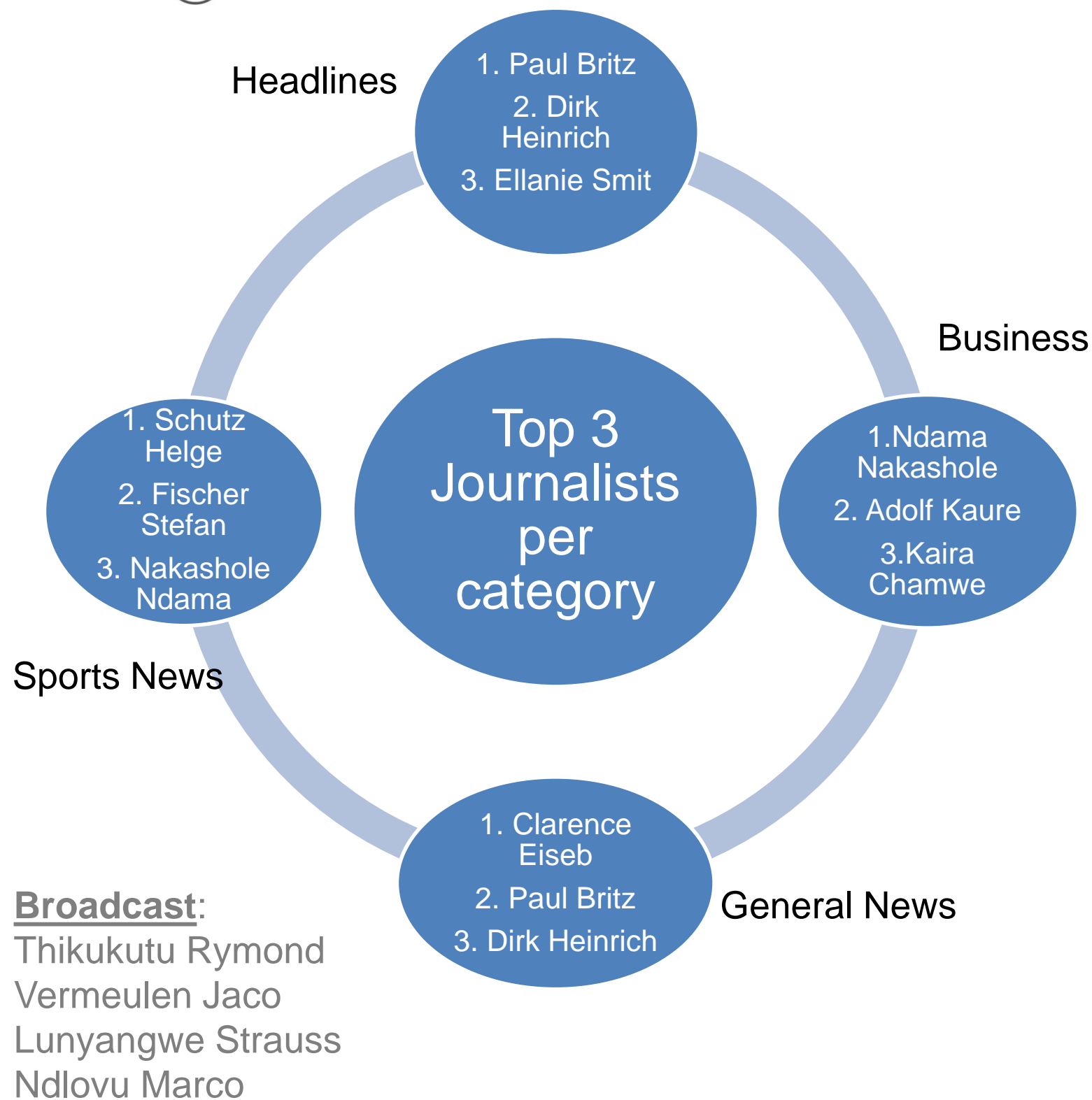
Top 20 Countries/Regions/Towns Covered on Namibian Agenda 2016

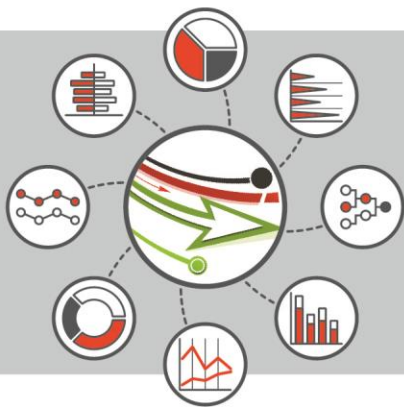
Sentiment of Coverage based on Country/Region receiving most coverage in Namibia





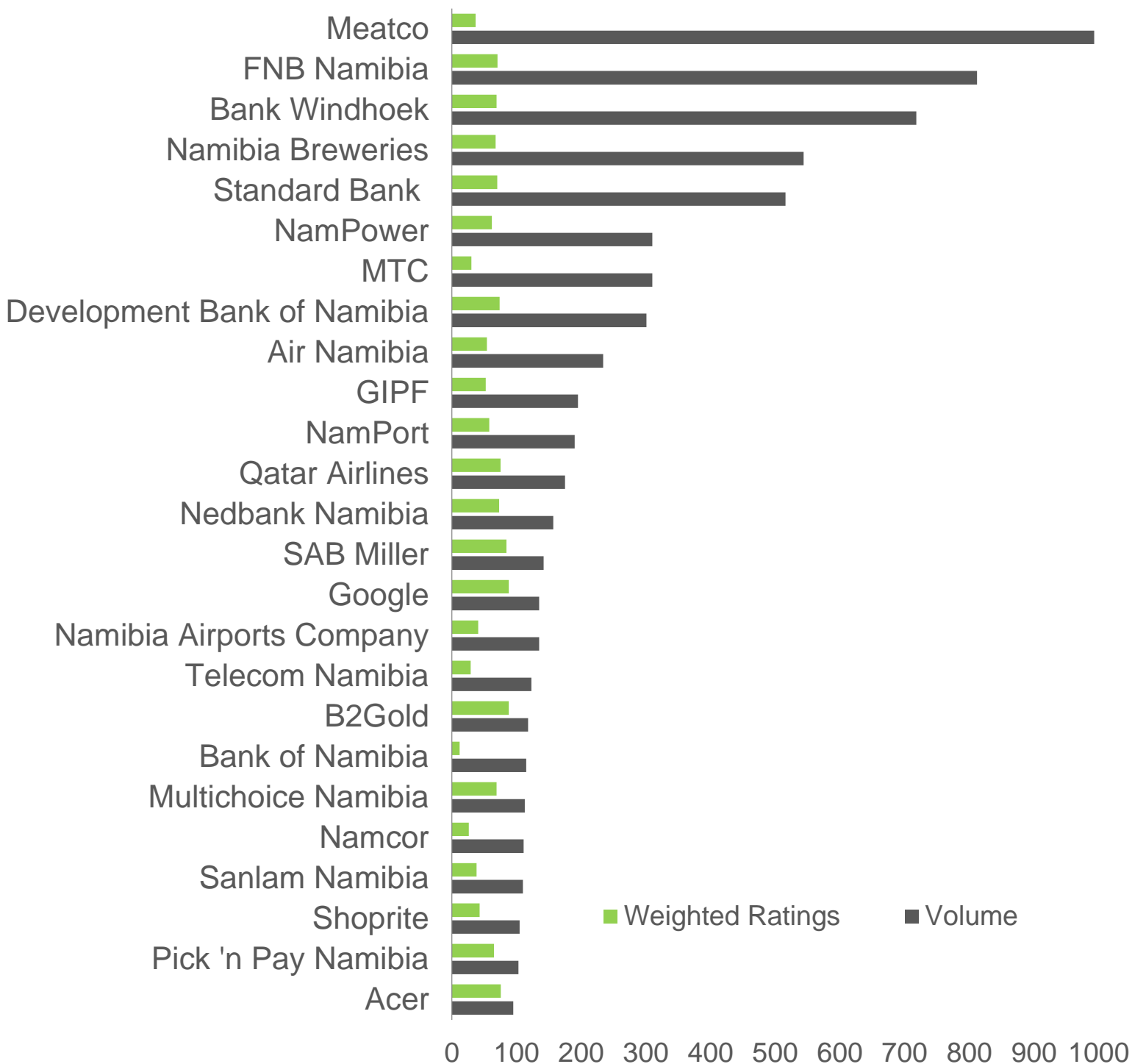
Print Media Journalists with most appearances in leading a) headlines, b) business/economy sections, c) general news sections, and d) sports news





25 companies generating highest volume coverage paired with positive sentiment: Q3 2016

Top 25 Companies National Agenda: Q3 2016





Topics most discussed by female sources:
Jul'15 – Jun'16
2014 set priorities towards SME development and social services

Jun'14-Jul'15

Jun'15-Jul'16

Economy/ Business

- **SME development**
- Value of the currency
- Inflation rate
- Building/Construction
- Food Prices

Economy

- **Value of the currency**
- Economic condition
- Inflation rate
- **Housing Prices**
- **Food Prices**

Social

- Service Delivery
- Poverty reduction
- Drought relief (government)
- Relation to the media, PR, advertisement
- Water Reservoirs/water needs

Social

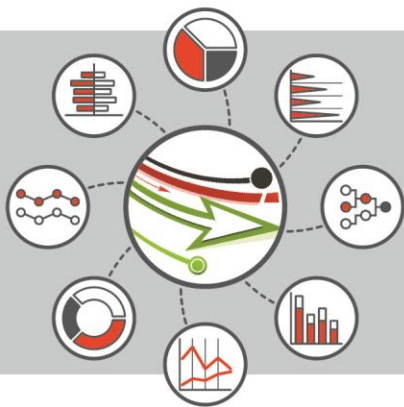
- Improvement of social services
- Water Reservoirs/water needs
- Poverty reduction
- Food security in general
- Service Delivery

Politics

- **Unite the country**
- Social Stability/ Peace
- Land reform and distribution
- Government 50/50 Gender representation
- Nomination of officials

Politics

- Improvement of social services
- Water Reservoirs
- Poverty reduction
- **Equality: Narrowing the Rich-Poor Gap**
- **Diplomacy**



Top mentioned Issues

Economy, Social, Political : 2016

His Excellency and other male protagonists focus more on message that promote nation building and sense of unity (one Namibian House)- whilst female voices directed coverage towards quality of social services.

Economy

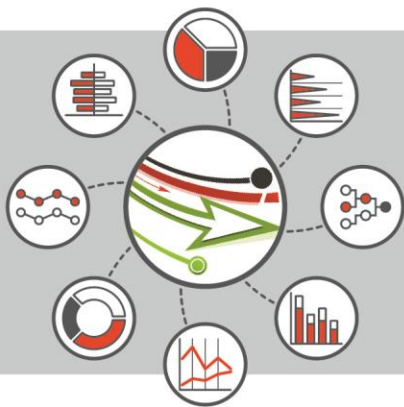
1. (NDP) National Development plan
2. Economic growth in general
3. Oil, petrol price
4. SME development
5. Budget Policy: spending

Social

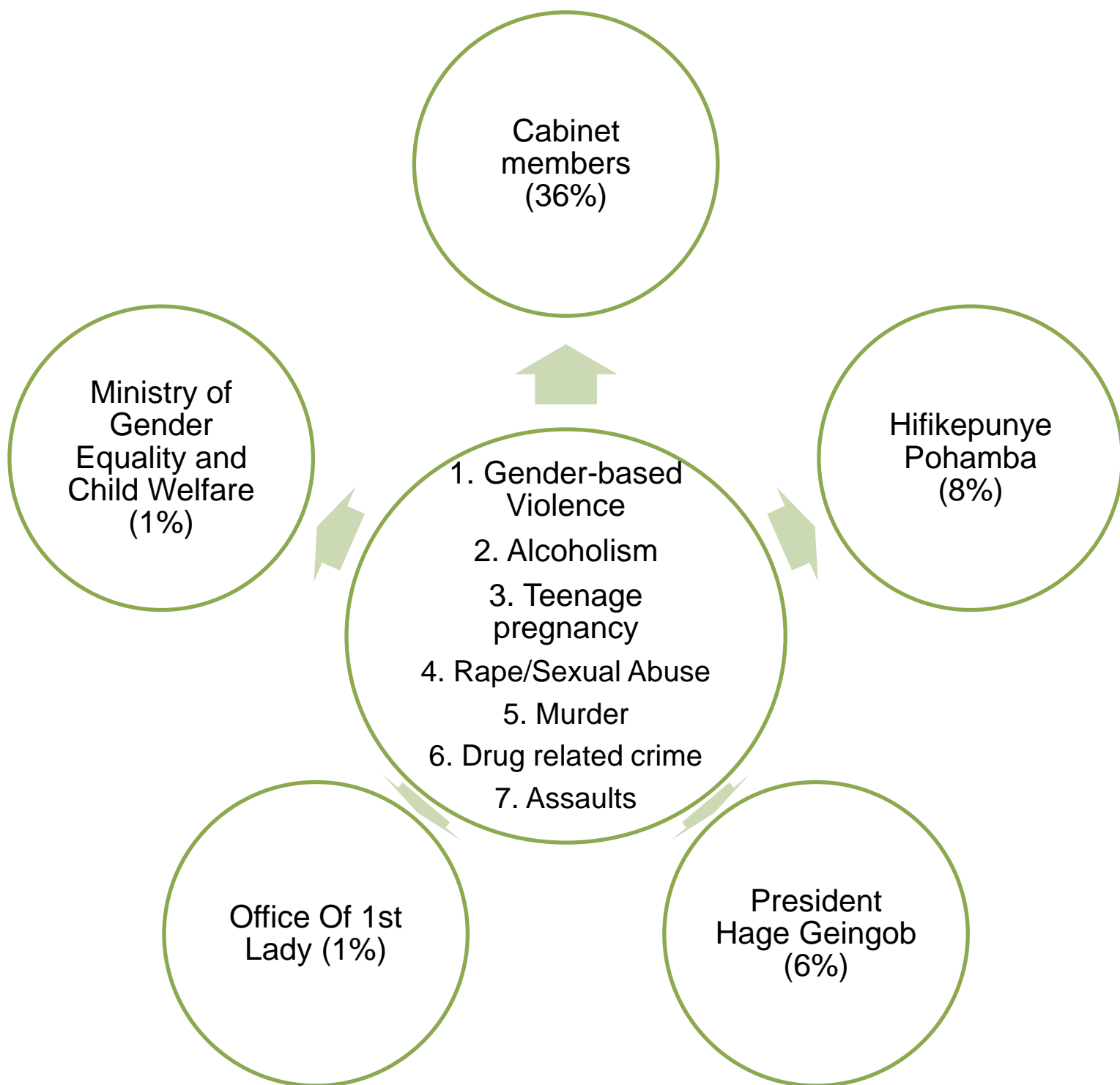
1. Food security in general
2. Water Reservoirs/water needs
3. Poverty reduction
4. Food Banks
5. Service Delivery

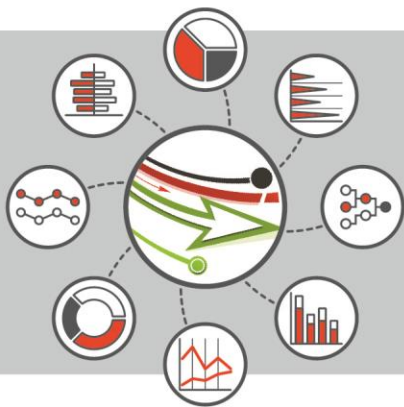
Politics

1. Unite the country
2. Improvement level of social services
3. Water Reservoirs/water needs
4. Number of persons depending on social welfare fallen
5. Community values in general



Coverage on Social ills: June 2015 – June 2016





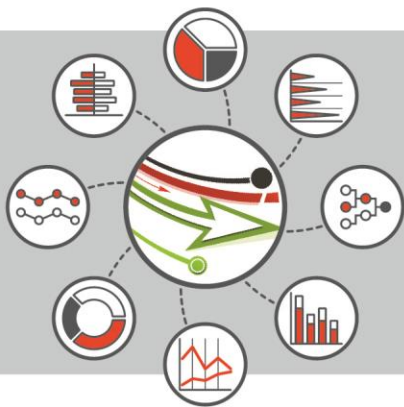
2016:

Top Protagonists on the National Agenda:
Corporate spokespeople & Cabinet set the agenda.

1. Company representatives
2. Cabinet members
3. President Hage Geingob
4. Foreign Companies
5. Namibia:
Professors/lecturers/
teachers
6. Citizens
7. **SWAPO members**
8. Prime Minister Saara
Kuugongelwa-Amadhila
9. SA Company
representatives
10. Company Economists
11. Economist(s)
12. Local Authority
13. **DTA National Leader**
14. Namibia: Schools
15. First Lady Monica Geingos
16. **Farmers**
17. Bank Of Namibia
18. Civil Servants
19. Ministry of Environment and
Tourism
20. Deputy Prime Minister (Nandi-
Ndeitwah, Netumbo)
21. Ministry of Agriculture, Water
and Forestry
22. Ministry of Finance
23. Sportspeople
24. USA company representatives
25. Employee(s)

* (Red)

indicates sources that reported more negatively than positively



Top sources for State, Economy (local, international), and Business (local).

State

1. President Geingob Hage
2. Schlettwein, Calle
3. Pohamba Shifeta

Top spokespersons

Economy

1. Company representative(s)
2. Foreign companies
3. Cabinet members

Business

1. Company representative(s)
2. Thieme, Sven
3. Vekuii Rukoro



Methodology

Print Media



New Era + New Era Weekender
The Namibian, Indi Post
Republikein (WE, B7, Die Boer)
Allgemeine Zeitung
Namibian Sun
Namibia Economist
Windhoek Observer
Namib Times, Southern Times
Informantè Villager Confidente Kundana
The Patriot Namib Independent, Elegance
Magazine Insight Namibia, Consumer News
Prime Focus, Leadership Magazine



Radio

NEWS: Base FM; Fresh FM, Hitradio,
Kanaal 7, Kosmos; One FM (Old
Kudu); NBC Afrikaans; NBC Damara;
NBC English; NBC German; NBC
Oshiwambo; Omulunga; Radio 99;
Energy; Radio Wave, NBC Silozi

TV



NEWS: NBC, One Africa, NBC
Business Today,
Good Morning Namibia, Talk of the
Nation, One on One, Green
Horizon

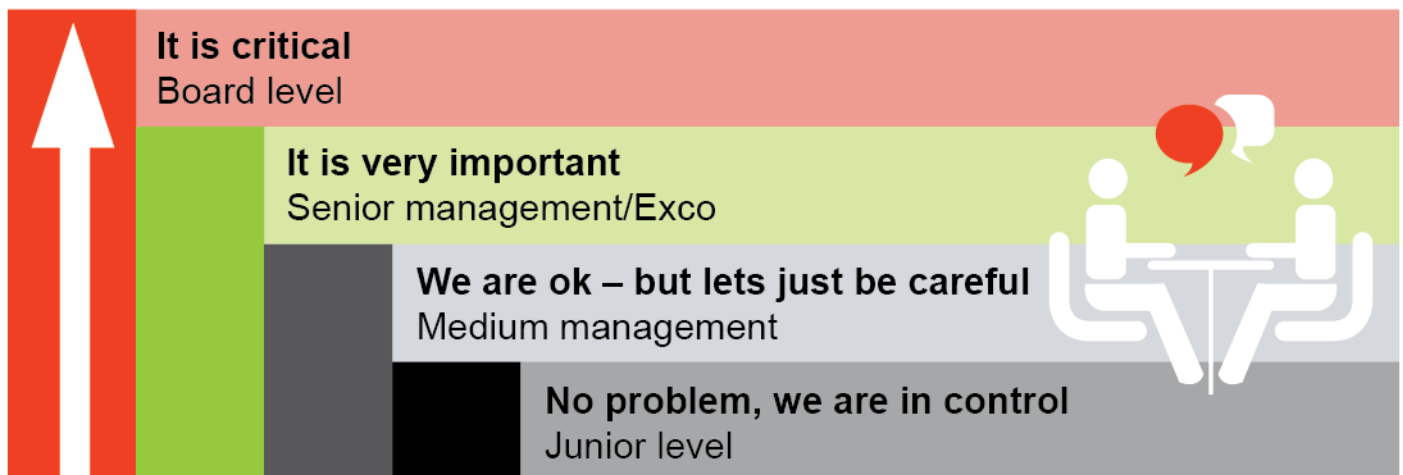


Data from millions of sources

Online, Social Media



How important is reputation management for us?



Active use of media analysis

- Measurement of potential reputational impact
- Assessment of communication goals and objectives
- Support for long-term strategic objectives
- Support for development and implementation of KPI's
- Correlations of impact with other data

For Reputation Sake.



Explore Your Social Media Menu



Social Networking

- Facebook (measure engagement)
- linkedIn

Namibia has about 500,000 Facebook users, of which 200,000 post at least once or twice a week



Micro-Blogging & Blogging

- Twitter (Twilerts)
- Blogger.com; wordpress

Namibia has about 50,000 twitter users of which 10k-15,000 are regularly active



Videos and Podcasts

- Youtube (Youtube insight)
- Google Video

Digi Media Monitoring

Data from millions of sources



Blogs



News



Facebook



Twitter



Forums



Reviews



Images



Videos

Clients can receive reports any time of the day, to add to awareness and to ensure **proactive consumer engagement & social listening.**

- Cost reduction via social media engagement (vs. ex. cost of customer care via phone/person)
- Engage in the conversation(s)
- Improve marketing and customer service efforts (social listening)
- Home in on conversations worth joining (alerts feature) – identify industry key words linked to campaigns

THANK YOU!

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