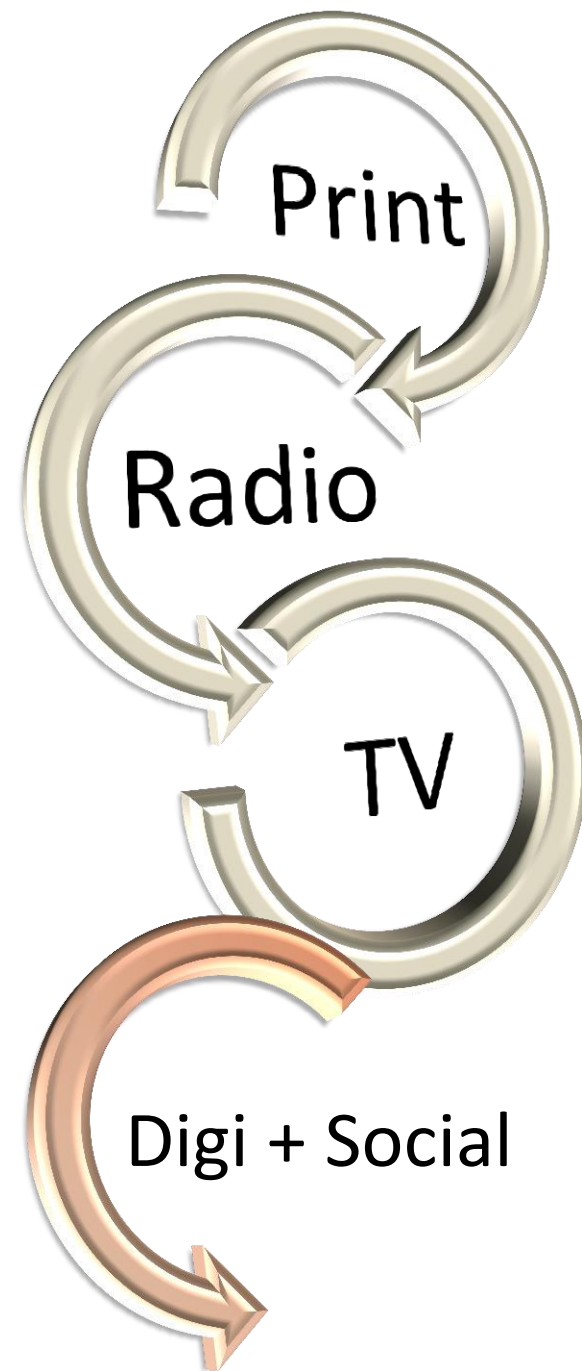




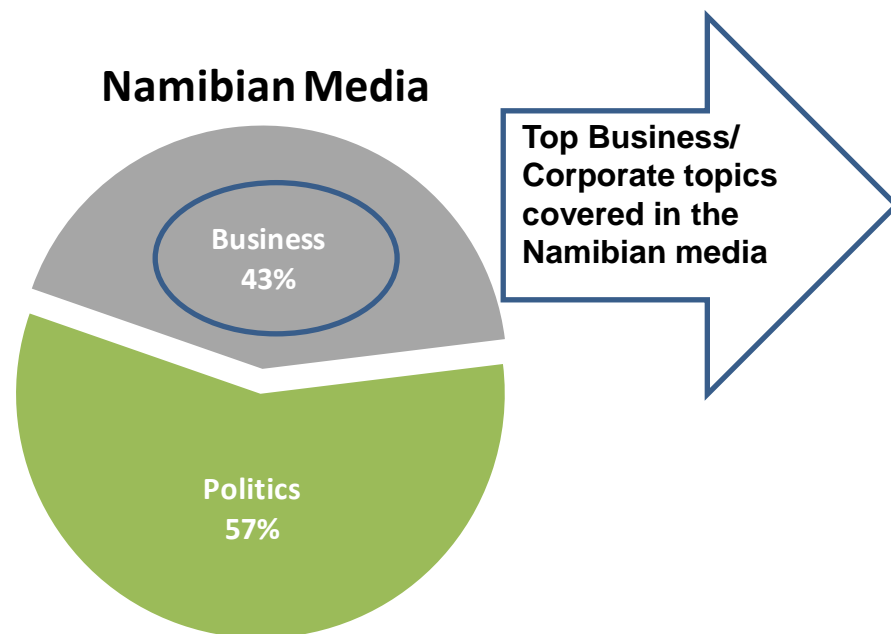
# Media Reports: Namibia

## Coverage on National Economy

- For this analysis, content of print and broadcast media were analysed



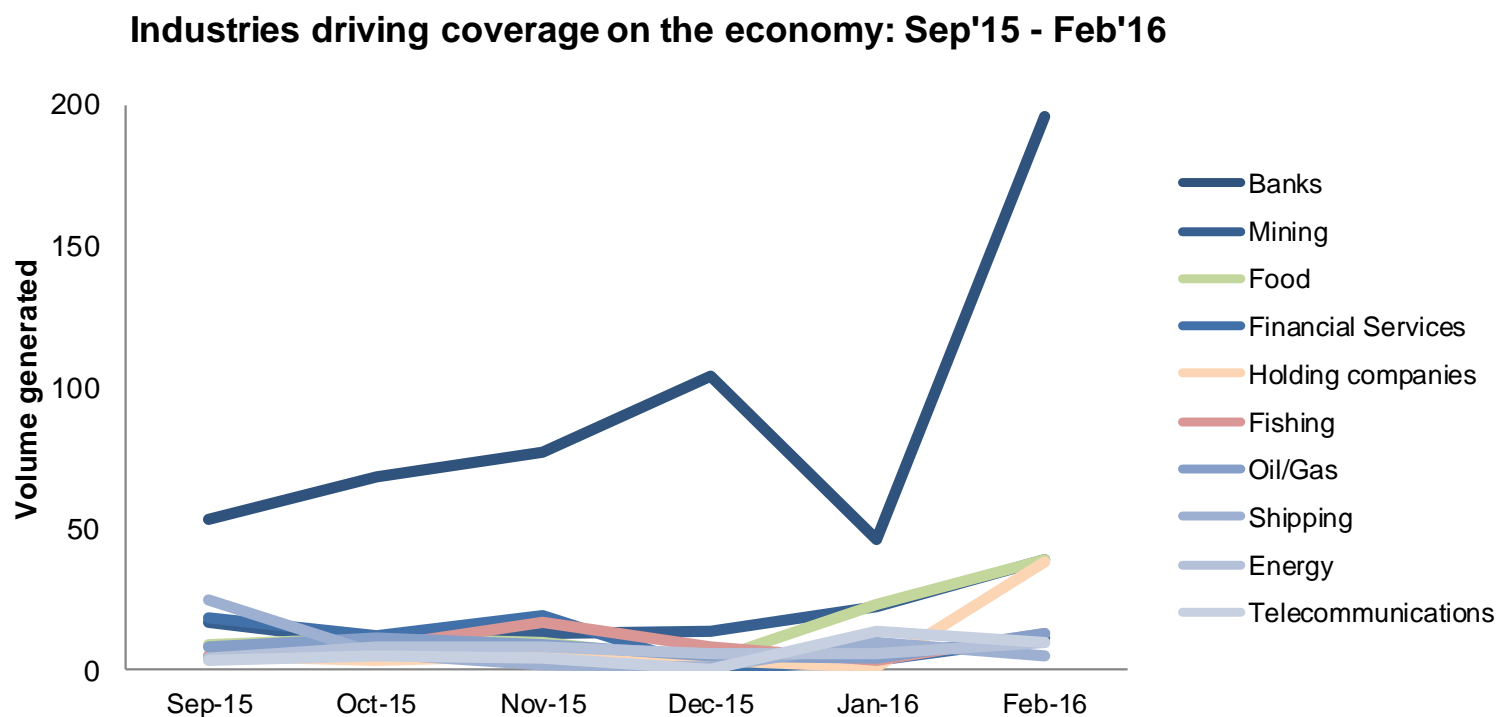
During September 2015 to February 2016, 43% of Namibian Media coverage was dedicated to the business sector, and within this sector the economy was the second most covered topic-cluster



Top Corporate Topics	Volumes	Weighted Ratings
Business	41922	33
Economy	1517	20
R&D/Science	1412	48
General Interest	1028	8
Politics	936	10



For the corporate sector; banks lead the share of voice amongst industries driving coverage on economics.  
Increased coverage from companies in sectors food and holdings since Jan'16



Banks were amongst the most mentioned brands, whilst media directed coverage towards interest rates, currency performance, commodities and markets, regulations, and infrastructure development.



### Trending Economic Issues: Sep'15- Feb'16

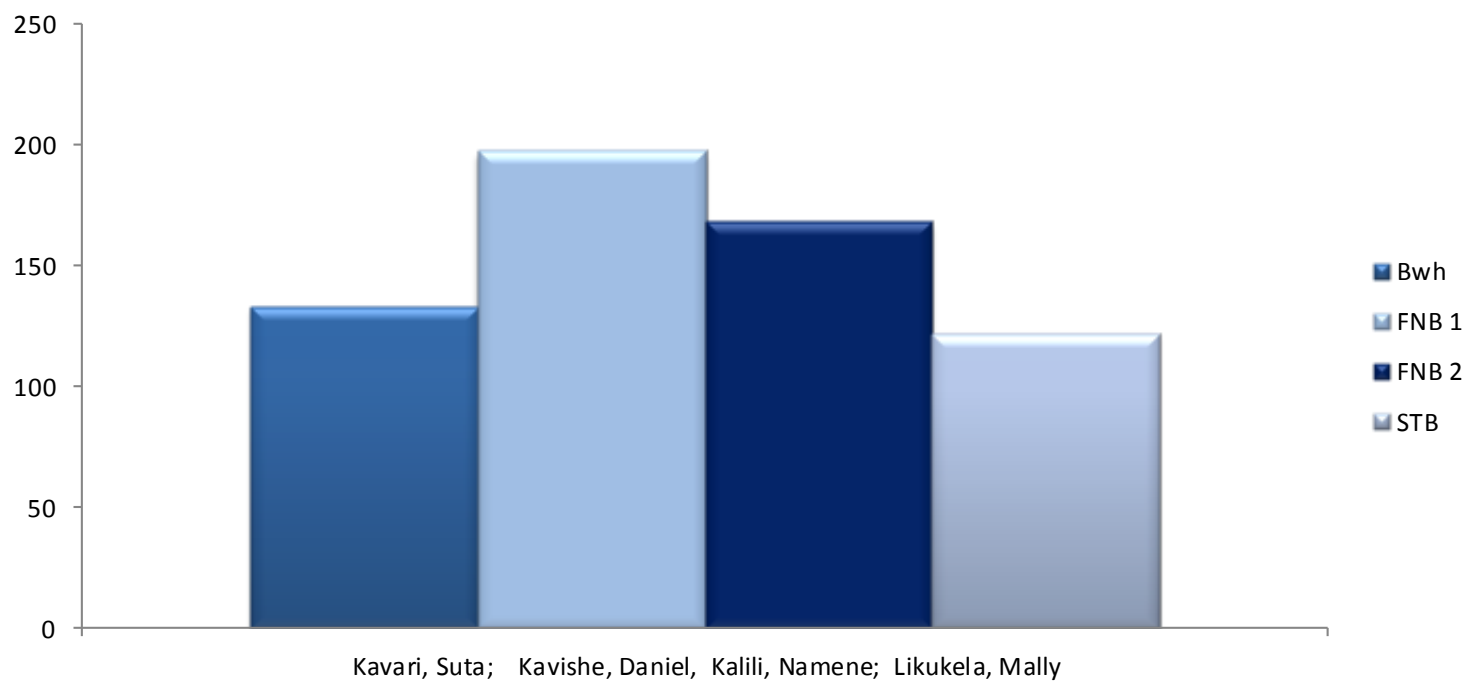
1. Interest rates
2. Currency performance, value
3. Commodities; markets
4. Laws, regulations, bureaucracy
5. Tariff agreements, negotiations
6. Commodity prices
7. Infrastructure (transport, communication etc.)
8. Development/Investment: Infrastructure Budget
9. Policy: spending; budget analysis
10. Promotion of local products

### Corporates Linking with Coverage on Economics: Sep'15- Feb'16

1. FNB
2. Bank Windhoek
3. Volkswagen
4. NBC
5. Namibia Breweries
6. Standard Bank
7. MTC
8. Namibia Wildlife Resorts
9. Bank of Namibia
10. SAB Miller



Kavishe generated most public communications amongst the 'Big 3' banks' economists







## Political protagonists (economy):

1. President Geingob, Hage
2. Prime Minister (Kuugongelwa-Amadhila, Saara)
3. Aochamub, Albertus
4. Ya Nangoloh, Phil
5. Nandi-Ndaitwah, Netumbo
6. Vice President, Iyambo Nickey
7. Former president Pohamba, Hifikepunye
8. Nambinga Jeremia
9. McHenry Venaani
10. Mines & Energy
11. Kanime, Philemon
12. Agriculture, Water & Forestry
13. Ignatius Shixwameni
14. IPPR
15. IJG Securities

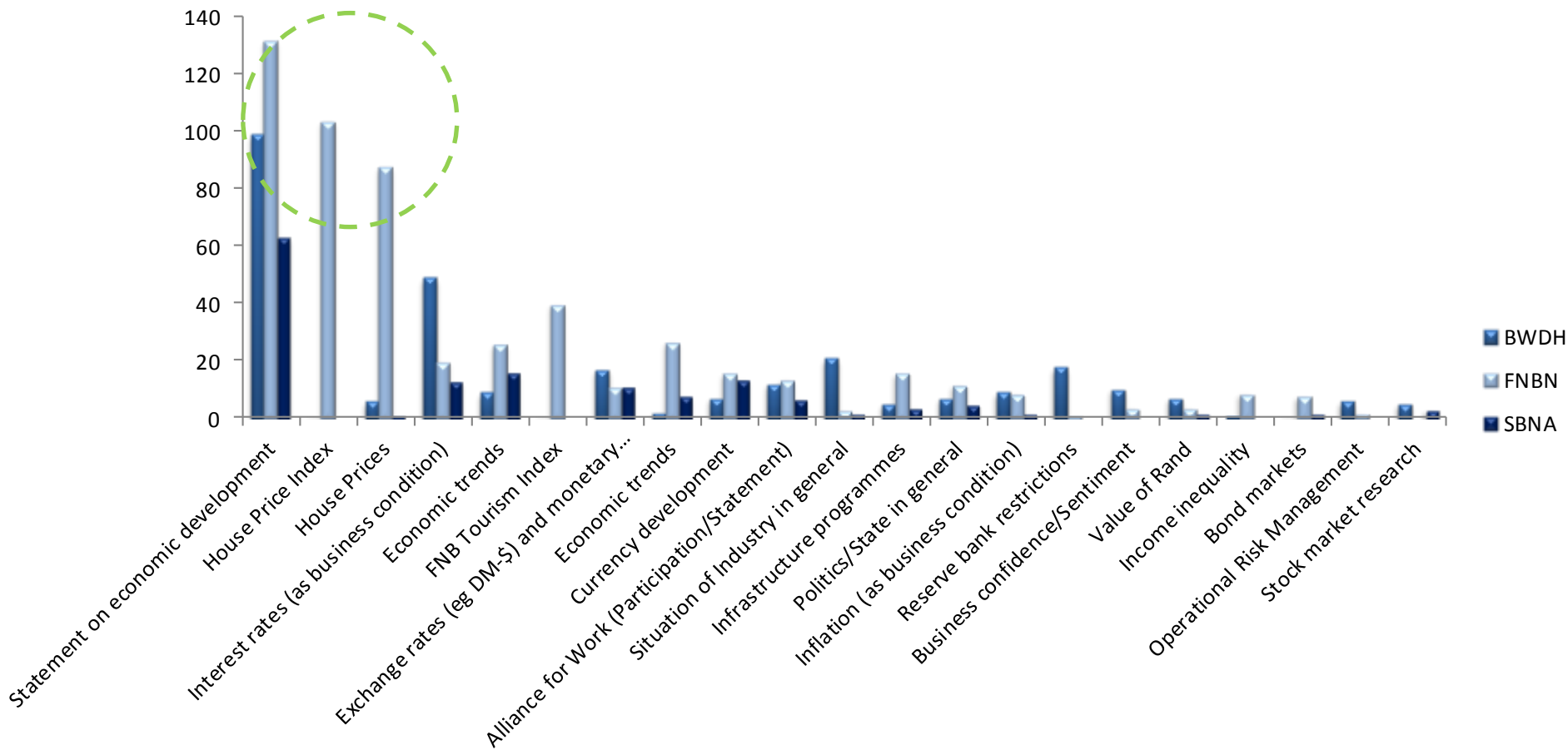


## Corporate spokespeople (economy):

1. Kavishe, Daniel
2. Namene Kalili
3. Iipumbu Shiimi
4. Suta Kavari
5. Mally Likukela
6. Jauch, Herbert
7. Schlettwein, Calle
8. Prime Minister Kuugongelwa-Amadhila
9. Development Bank
10. RMB Holdings
11. Deloitte
12. Sanlam
13. Old Mutual
14. NCC
15. GIPF
16. KPMG International

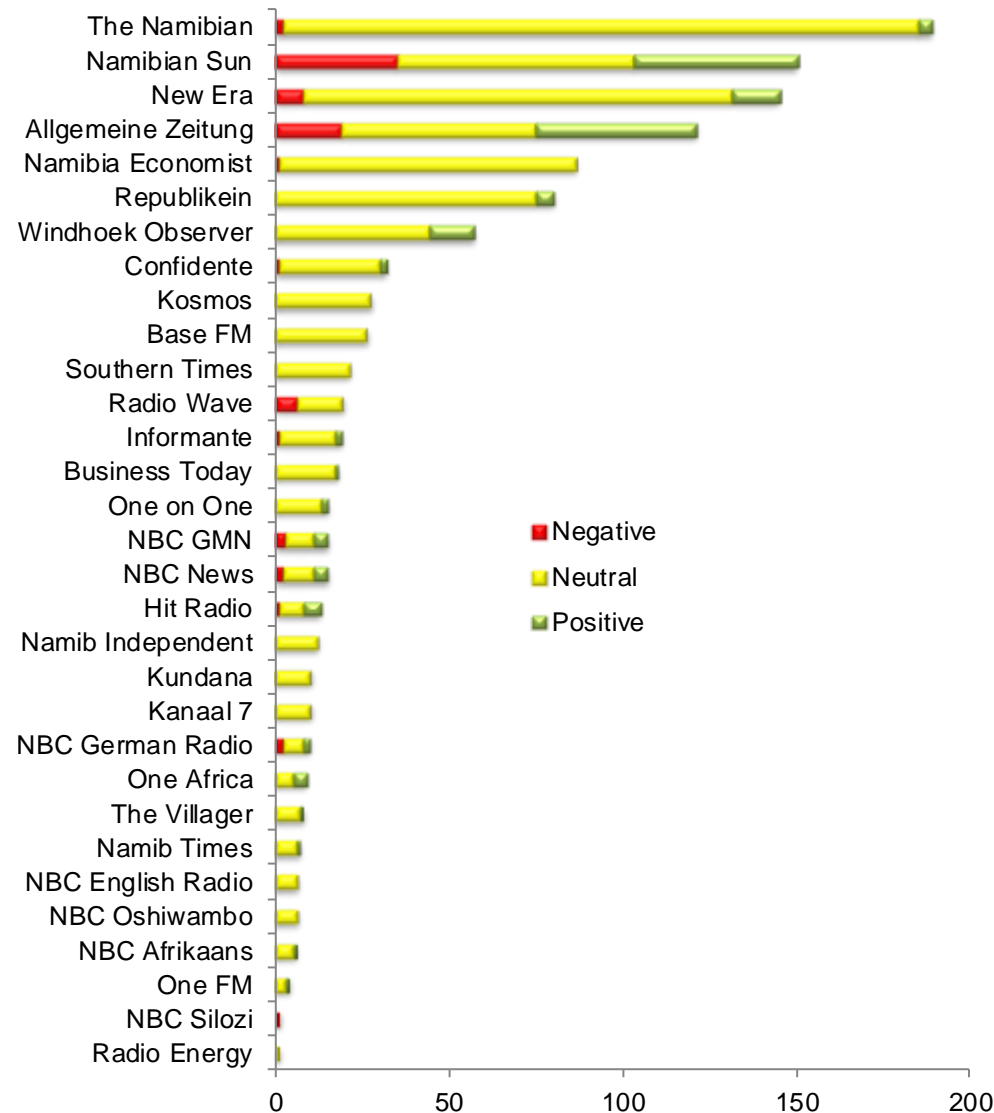


FNB dominated coverage on housing and tourism. Bwh reported more on business confidence, reserve bank restrictions, business conditions, and job creation. Standard Bank put more emphasis on import prices, and market volatility.

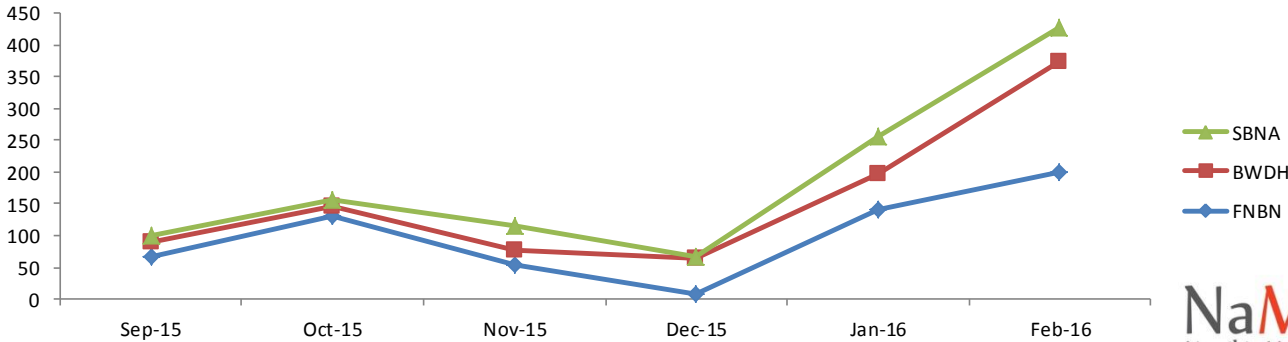
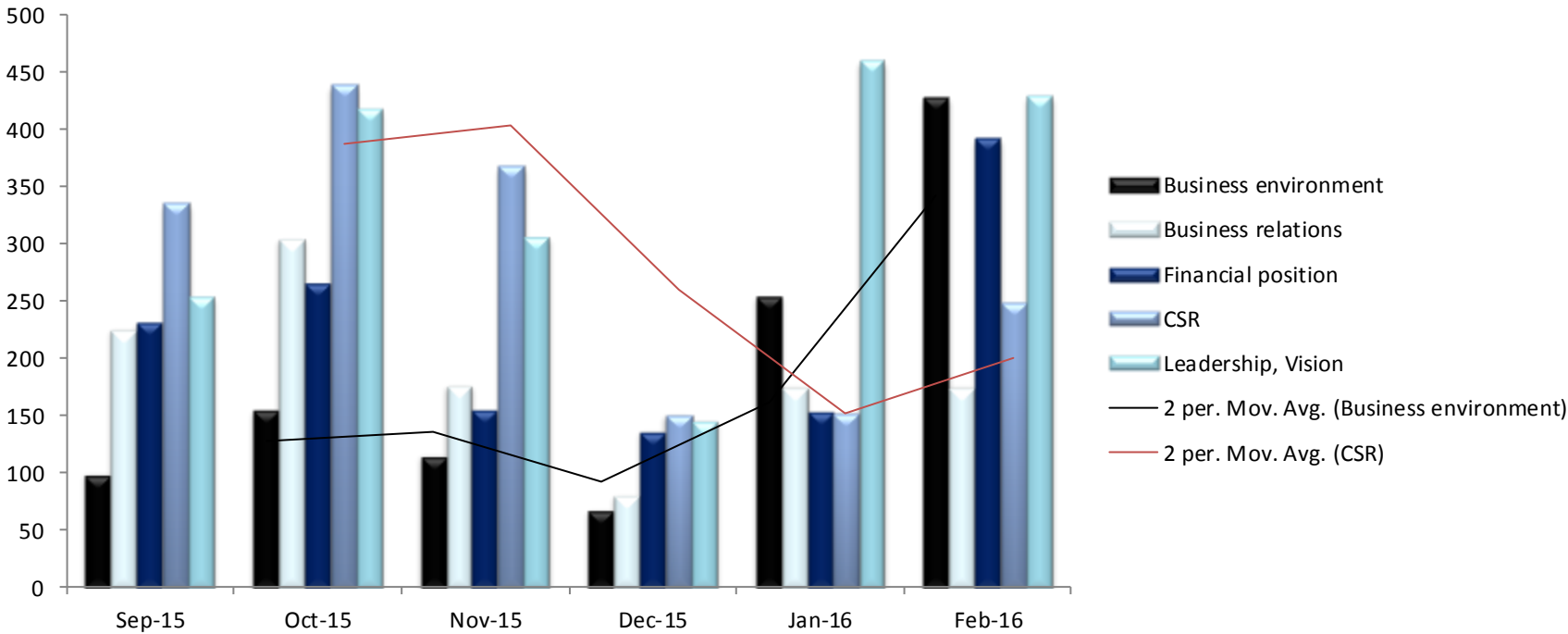




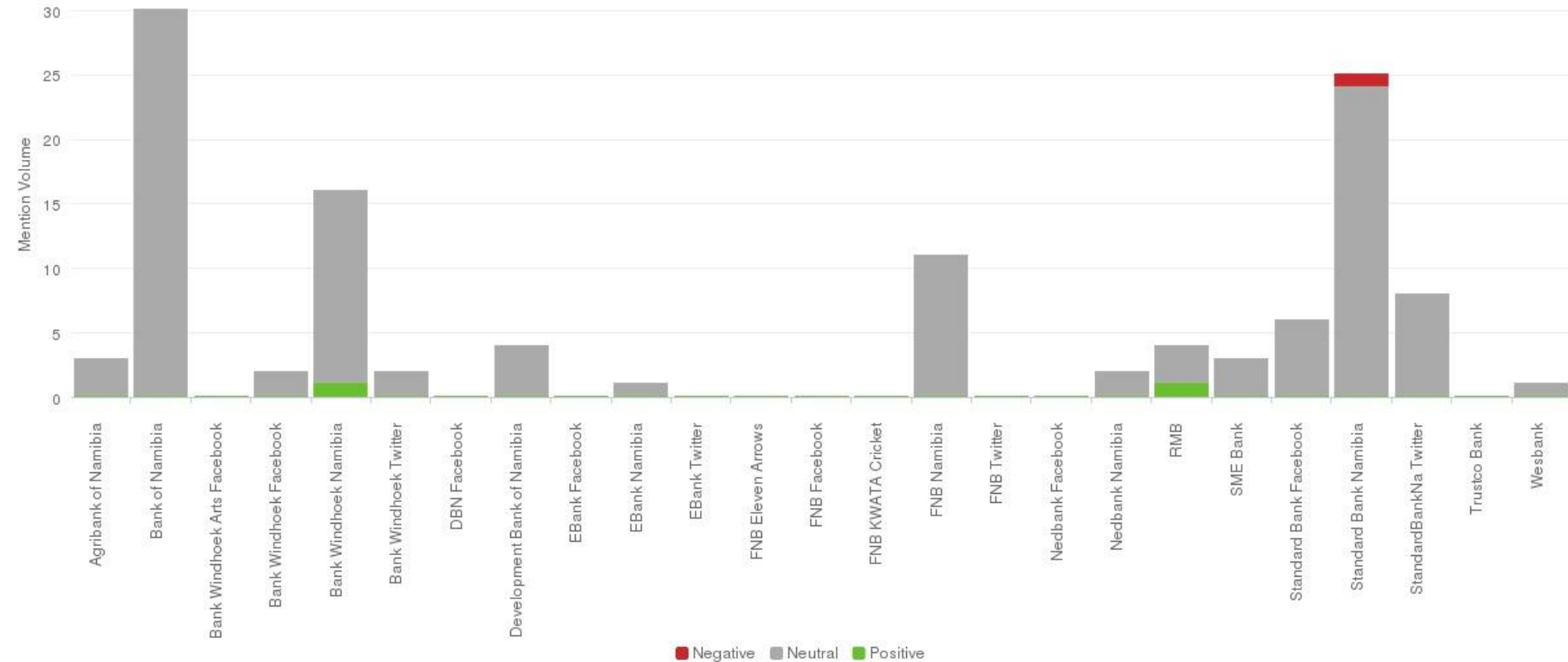
The Namibian Sun directed more focus towards critical analysis of exchange rates, syndicates/fraud, interest (and inflation) rates, and high housing prices in Namibia



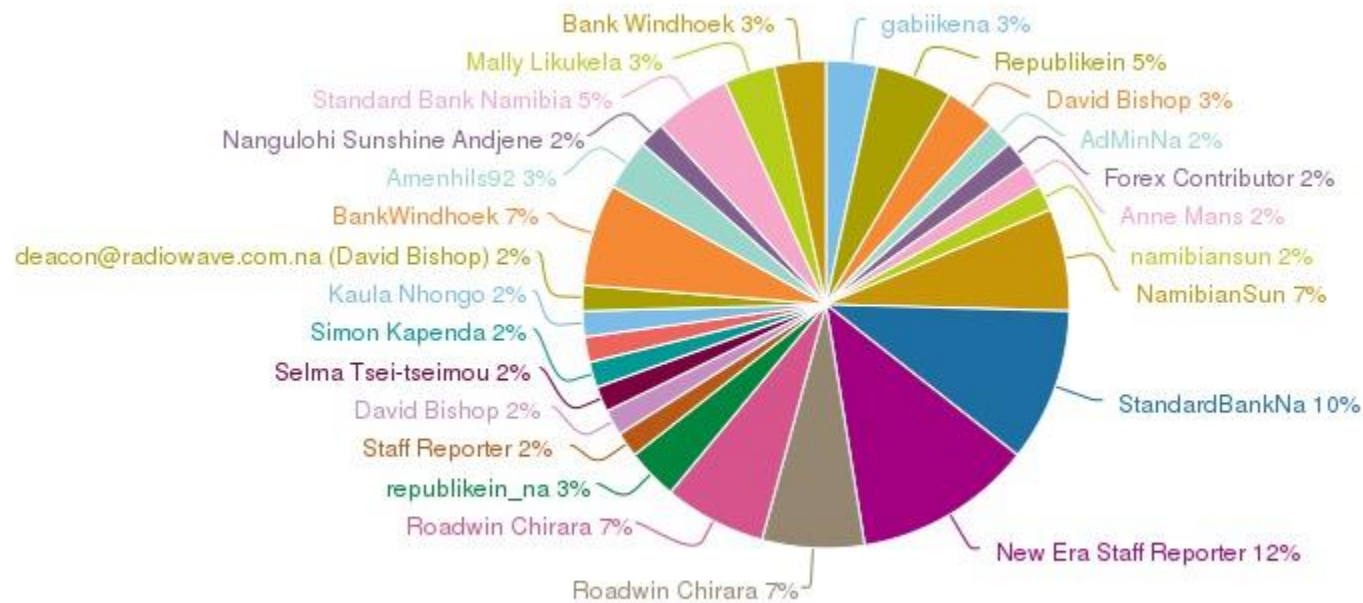
Media preference for 'harder business' stories saw the Big 3 marginally decrease coverage on CSR, whilst increasing coverage on business environment issues. **Stb and Bwh most noticeably increased coverage on reputation driver 'Business Environment' since December 2015**



## Bank Windhoek & Standard Bank received most online and social media mentions relating to keywords budget, analysis, and economy



Standard Bank created advertorial coverage regarding the national budget; “Will the budget achieve government’s macroeconomic goals being price stability, full employment, & economic growth?”



FNB:

Economic growth is a country savings  
increase Namene Kaliili  
research and development  
investment FNB Namibia Holdings  
market  
Bank Windhoek Holdings Namibian

Data Group

FNB Data

Date

Last 90 days

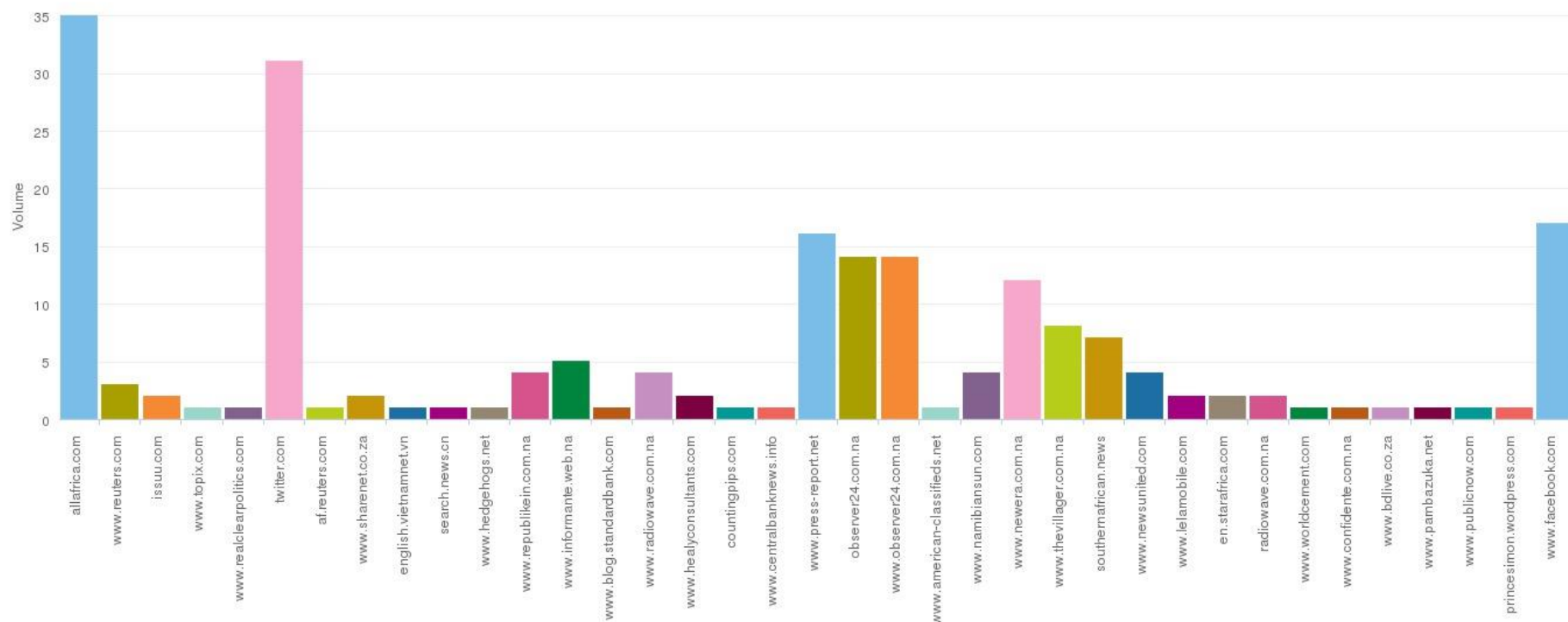
☐ Fixed date range

Apply

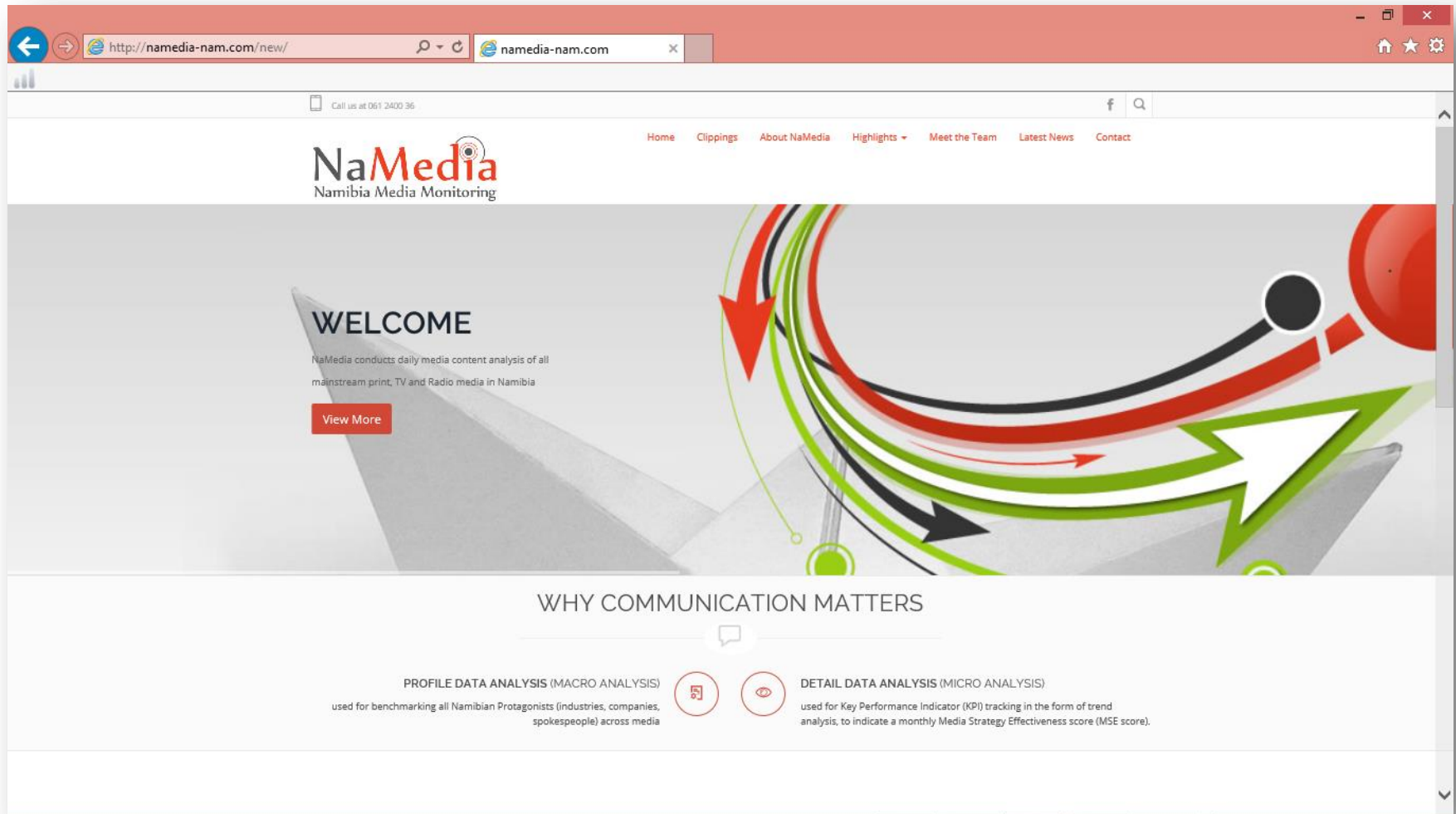
Filters

- > Sentiment & Page Type
- > Author
- > Impact
- > Forum thread
- > Blog
- > Twitter
- > Site
- > Location
- > Site visitors

Most popular digi platforms were: allafrica.com, Twitter, Facebook, press-report.net, observer24, and newera.com



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