



Namibia Media Monitoring

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COMPANY PROFILE

Company Overview

NaMedia is situated in Windhoek Namibia, albeit the vision of the company is global. The core business of the company is to conduct daily media content analysis of all mainstream print and broadcast (radio, TV) media for Namibian clients, and to direct that towards strategic communications evaluation. The digital era calls for real time global media monitoring and live interactive dashboards and reporting services, which is offered to Namibian clients as well as agencies and companies abroad. Covering more than 80 million sources of information across blogs, forums, social media channels, news channels and more, NaMedia also offers single-platform social media engagement and analysis tools to clients linked to the reporting services. NaMedia employs media content analytics that both capture and analyse data as an portrayal of perceived and dominant public awareness, and perceptions towards top communicating brands. NaMedia has a database of twelve years to draw from, that has provided clients and the general public with in-depth insight on various research topics that align with or inform the corporate strategy.

NaMedia proactively works with Government, ministries, corporate companies, and SMEs to pave the way to effective communication that has sustainable and respectable standards. Team NaMedia procures all local and international resources to ensure that we collectively convert challenges into opportunities.

On the 12th of March 2012, the Competition Commission approved a management-buy-out between Namibia Media Monitoring and the Survey Warehouse Media Department. Since then the company has traded under the business name **NaMedia (Namibia Media Monitoring Pty Ltd)**. The NaMedia data archives dates back to 2005, and NaMedia has had the privilege of working with big brands within Namibia (commercial banks, development bank, financial regulator, national transport, energy, holdings companies, the national broadcaster, the milling industry, mines, and tertiary education research projects).

- Competitor benchmark reports

- Environmental analysis
- Media coverage on reputation drivers (e.g. Finance, Leadership, Ethics, Strategy, etc.)
- Political & corporate sector highlights
- Media coverage on sustainability reporting (the need to advocate for sustainability)
- Media agenda-setting; the status quo, the most reported on negative or positive themes (reputation drivers, reputation threats)
- Government and the corporate sector; leaders in industry in terms of voicing economic, political, corporate, or social aspects, and many more (view products and services)

Team NaMedia procures all local and international resources to ensure that we collectively convert challenges into opportunities.

Economist Young Business Woman of the Year 2013; SNIEDA Woman Innovator of the Year Award 2014; Namibia Standards Institute Product of the Year (2nd) and SME of the Year (2nd) 2016; Namibia Standards Institute SME of the Year (2nd) 2017; Namibia Standards Institute SME & Product of the Year (2nd) 2018; IPM CEO of the Year 2019

1. Company information

1.1. NaMedia

For Reputation Sake

Innovate, listen, deliver, change, repeat. It's all about the way you communicate with your stakeholders; it influences perceptions and strategic partnerships that shape trust and a steadfast reputation.

1.2. Business location

Windhoek West, Pasteur Street 33

1.3. Description of business

NaMedia specialises in strategic communication evaluation & -management by means of daily media content analysis. Currently, NaMedia codes all mainstream radio, TV and print media in Namibia (with the digital analysis and dashboards available online that incorporate social media data). Mainstream print + broadcast

data analysis takes place on two levels, and is used to analyse perceived public perceptions towards any protagonist appearing on the public agenda:

Profile analysis:

This macro analysis includes a complete data set on all political, socio-/economic, and corporate media communication on thousands of different topics. This data is used to indicate the general media agenda (and inter-media agenda setting), and examples of trend analysis would include the tracking of electoral campaigns, leadership branding, corporate/political identities (dominant perceptions held), and the media status quo. This data is mostly used for bench-marking by our clients, as to indicate their company's performance amongst competitors, but also as a competitor for general media space from all other protagonists on the public agenda. For public communications to bare impact, the volume coverage needs to be above the awareness threshold. Irrespective of the industry the client is involved in, on whichever level, the content analysis contextualises the placement of 'your agenda'. Agenda analysis deems essential in the Namibian Market Environment, as to best keep senior management informed for proactive decision making and communication strategies.

Client support enables NaMedia to provide National Complimentary reports/analytics as featured on the company webpage and social pages.

Detailed analysis:

Currently, NaMedia clients range from corporates to parastatals. The detailed data sets are client-specific and are generated by means of client-specific codebook at a once-off cost price to the client. Clients use the data for a Key Performance Indicator (KPI) overview of their communication outputs.

In summary; clients monitor whether their communication strategy is effectively addressing the media status quo, but also introducing relevant and innovative topics to the existing media agenda. Clients can view their volumes of coverage communicated to the media, the ratings of the coverage (the tone of general perceptions created on different topics), the specific issues driven, the media utilised, the amount of coverage that was dedicated to the institution specifically, and

importantly – the amount of coverage that was generated from own spokespeople. NaMedia, together with its clients, establish client specific targets that determine their overall Media Strategy Effectiveness score (MSE score). The KPI and trend analysis is regularly viewed by Directors from the Executive Committees, and most clients use the KPI results for performance appraisals within the marketing and communication departments, and for inclusion into Board reports.

NaMedia will continue to deliver these products in future, whilst adapting to a developing media agenda and the requirements thereof. NaMedia remains humble to serve, and realistic towards best addressing broad-based client demands.

1.4. NaMedia background, methodology

NaMedia is not a clipping agency, but a media content analyst and strategic partner to great brands with great ideas. The methodology entails regular inter-coder reliability checks, and code list updates being done to ensure that the data basis remains relevant and inclusive.

NaMedia will become the third brand that this product has been connected to. Media Content Analysis was first introduced to Namibia by Media Tenor Namibia (in partnership with Media Tenor South Africa). In 2009 the Media and Market Research (RFS) merged to become Survey Warehouse – for a fusion of products available to clients. With the take-over of Media Research, the Market Research continued to operate as Survey Warehouse, whereas the Media Research continued under NaMedia. NaMedia's software solutions are exclusive to NaMedia and are undergoing upgrades and updates on a regular interval. NaMedia's product value is price-reflected and relates to the scope, and size of the project but is also linked to the number of media that is scanned, coded and analysed (report writing) to the client as part of the NaMedia media standard media list. NaMedia offers a 'hands-on, Namibianized' approach and understanding, with a global interest. NaMedia also codes editorial coverage in languages Oshiwambo, English, Damara, Afrikaans, German, and Silozi. However, Namibia's client reach is not limited to Namibia, with our monitoring solutions begin offered to clients in South Africa, Botswana, and London. NaMedia's vision is larger than Namibia, but driven from the heart of Windhoek.

- 1.5. The software used is Namibianized, independent from the Media Tenor International Group of Companies. In August 2016, NaMedia started using an upgraded (new) software solution for data capturing, with continuous aims to innovate as an adaptation to the fast-changing market environment.

2. **The context, and the ‘bigger picture’**

How can NaMedia contribute to Namibia’s strive to attain international communication standards, but create and attain local and country specific targets? What is best for Namibia? How can NaMedia contribute to educating the country and its leaders about the absolute necessity and importance of vibrant and honest communication along with the country’s passionate PROs? Word of Mouth is a powerful tool in Namibia, and NaMedia will continue to grow via positive word of mouth, and an open business mind.

The developmental objectives can be summarized as;

- Invest in human capital and –knowledge (internal and external)
- NaMedia for the World: NaMedia recognises the importance of smart partnerships, stakeholder relationships, co-creating best practise guidelines for public communication in Namibia and abroad, and being an authentic brand, that others can relate to.
- Sustainability: Being profitable (increasing income, expanding investment initiatives, creating jobs that align with the growth of the monitoring industry)

NaMedia will be successful once the brand has become inseparable with

- The belief that “NaMedia is the most engaged, honest, hands-on, and relevant media monitoring partner that my company wants to grow with”.
- NaMedia offers tools and guidance that links our brand with opportunities to create, sustain and evolve best practise communications with our stakeholders.
- NaMedia has attained a sustainable and working relationship with public-private partnerships, state owned enterprises, and political leadership –

towards taking charge of first-class public communications and – reporting, towards ensuring that long term strategic goals are attained.

Experience and technical ability of management/applicants

Owner and director, Natasja Beyleveld, attained a bachelors, honours and master's degree at the University of Stellenbosch. Since, NaMedia has received awards of recognition for high quality services rendered, and during 2018 restructured as to appoint a head of business operations (Gift Siukuta).

The technical abilities of the media analysts include;

Vast knowledge of categorising topics into their respective issue clusters (media analysts are trained on hundreds of issue clusters with thousands of individual topics) to capture data into a specialised software programme.

The media analysts are trained in all client codebooks, meaning that they have extensive knowledge of clients' products, protagonists (products or spokespeople) and focus topic areas. Analysts follow political and corporate protagonists and leading topics throughout local media daily.

The media analysts are trained to issue and collect data (daily) on the central database NAMC, in order for the final, checked datasets to be stored for collection by month end;

The media analysts are required to adhere to strict data deadlines, tests for inter coder reliability, and schedule their planning accordingly.

The technical abilities of the research and management department include;

Macro and micro data analysis in order to graphically indicate the communication performance of all Namibian or other international protagonists on a monthly basis;

Monthly completion of profile and detail data checks to ensure that the media analysts coded all articles and all mediums with 80% inter-coder reliability;

The completion of list updates to ensure that new topics are included into the media analysts' coding system, and also that these requests are implemented;

Client contract negotiations, proposals, methodology review sessions;

Client training sessions, conference presentations;

Detail data preparation and presentations, and strategic sessions with clients;

Networking for knowledge sharing partnership opportunities (research projects) in Namibia and beyond

Social media monitoring & a single platform for social media posts and engagement.

3. Invested in the community

NaMedia supports various projects that benefit disadvantaged children by means of education, and support (mentorship, physical & emotional needs towards attaining an education). The company also allocates funds where needy individuals with potential have been identified (adults, children in school), and periodically supports the IEconomy Foundation and their efforts to provide top quality schooling opportunities to identified children from impoverished communities. NaMedia is an advocate for women and child rights globally, and regularly writes thought leadership pieces towards enhancing awareness on social- and leadership matters that impact on economic growth.

