



**NaMedia**  
Namibia Media Monitoring

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## *COMPANY PROFILE*

# Company Overview

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On the 12<sup>th</sup> 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, tertiary education research projects).

The core business of the company is to conduct daily media content analysis of all mainstream print and broadcast (radio, TV) media in Namibia, and to direct that towards strategic communication evaluation. The company also started coding six social/business chat shows (radio, TV) as to provide insight to what Namibians are discussing, and how that aligns (or challenges) the status quo. Early 2015 the company also expanded services towards online and social media tracking (covering searches throughout millions of digital media), to offer online engagement and analysis tools to clients.

NaMedia employs (7 full-time, 3 part-time) Namibians that share the passion of providing Namibia with media content analytics that reflect on perceived dominant public awareness, and perceptions. NaMedia has a database of ten years of print media content analysis, that has provided their clients and the general public with in-depth insight on;

- Media coverage on reputation drivers (e.g. Finance, Leadership, Ethics, Strategy, etc.)
- Political 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)

NaMedia wants to work with our Government, ministries, corporate companies; SMEs and pave the way to effective communication that has sustainable and respectable standards. Team NaMedia procures all local 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*

*[www.namedia-nam.com](http://www.namedia-nam.com)*

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## 1. Company information

### 1.1. NaMedia

*For Reputation Sake*

### 1.2. Vision

*To be the most valued and preferred strategic media monitoring partner in Namibia.*

#### Mission

*Delivering 1<sup>st</sup> class communication evaluation reports that are appreciated at top level. Innovate, listen, deliver!*

### 1.3. Business location

Erf 108, Top Floor Left: Corner of Feld and Lazarett Street, Luxury Hill

### 1.4. Description of business

NaMedia specialises in strategic communication evaluation by means of daily media content analysis. Currently, NaMedia codes all mainstream radio, TV and print media in Namibia (with the digi analysis and dashboards available online). Mainstream print + broadcast data analysis takes place on two levels:

#### **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. 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.

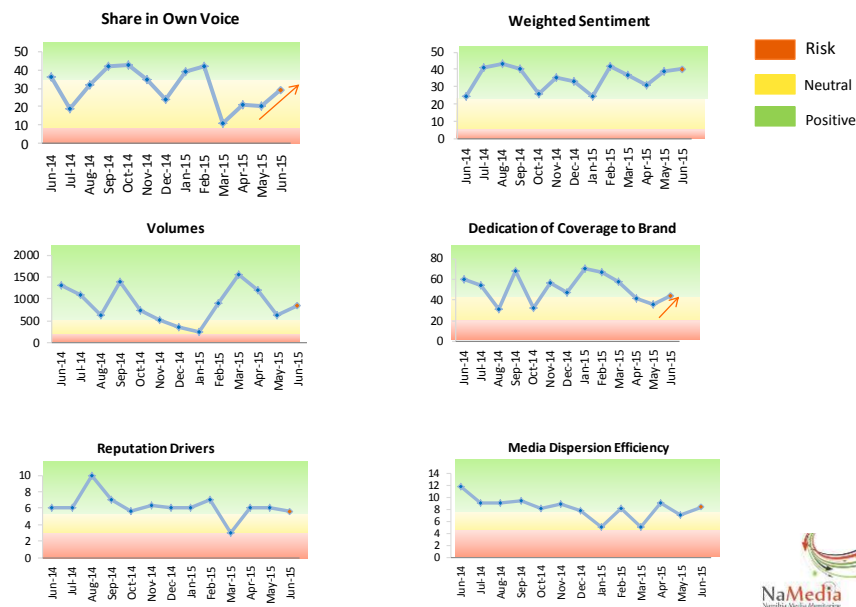
Client support enables NaMedia to provide National Complimentary reports/analytics as featured on the company webpage and social pages from time to time.

#### **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 are able to 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.

### EXTERNAL COMMUNICATIONS: MONTHLY KPI TRENDS



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.

#### 1.5. NaMedia background, methodology

NaMedia is not a clipping agency, but a media content analyser. 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 during 2015 and years to come. 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. NaMedia also codes editorial coverage in languages Oshiwambo, English, Damara, Afrikaans, German, and Silozi.

- 1.6. The software used is Namibianized, independent from the Media Tenor International Group of Companies.

## 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 'persons' (internal and external)
- NaMedia for Namibia (partnerships, stakeholder relationships, co-creating best practise guidelines for public communication in Namibia and abroad)
- 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 slogan and belief that "NaMedia (is) for Namibia"
- NaMedia is one of the 'brand managers' linked with all opportunities to create, sustain and evolve best practise initiatives for communication evaluation in Namibia.
- NaMedia has attained a sustainable and working relationship with Government communicators – to support Government's open and prompt communication to stakeholders via insight delivered in communication-evaluation reports

## 3. NaMedia Permanent Employees

**Research and Report Writing:** Natasja Beyleveld and Julia Ya Kasita-Nalisa

**Media Content Analysts:** Timo Lippert, Konstasia Inamutuhala Ishitile, Gift Siukuta, Queenteline Nanus

**Clippings Manager:** Essme Kanhalelo

**Office Cleaner:** Veronica Seibes

NaMedia's bookkeeping/accounting is done by an independent consultant; Ronell Oberprieler, and also contracted auditing firm Stier Vente.

NaMedia's IT/software is maintained by consulting engineers.

#### **Experience and technical ability of management/applicants**

The senior media analysts and Julia Ya Kasita-Nalisa have bachelor degrees (UNAM, Polytech). The clippings manager recently completed her degree in Business Administration. Natasja Beyleveld has a bachelors, honours and master's degree (University of Stellenbosch). NaMedia also attained the Young Business Woman of the Year 2013-, and SNIEDA Woman Innovator of the Year 2014 awards.

#### **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;

The media analysts are trained to issue and collect data (daily) on the central database ORGA, 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)

#### **4. Invested in the community**

Commitment to a pro-life, anti-baby dumping NPO (registered trust) called 'Hannah for Life' in Namibia. NaMedia also considers assistance in multiple other projects that benefit disadvantaged children and women, mostly in the Katatura State Hospital.

## Thank you

### Methodology/ Media list

#### Print Media

New Era  
The Namibian  
Republikein  
Allgemeine Zeitung  
Namibian Sun  
Namibia Economist  
Windhoek Observer  
Namib Times  
Southern Times  
Informantè  
Villager  
Confidente  
Kundana  
Namib Independent  
Insight Namibia  
Prime Focus

#### Radio

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

#### Television

NEWS: NBC1, One Africa, NBC Business Today, Good Morning Namibia, Vision 2030

#### Social Media

Talk of the Nation, One On One, Lungada Show, Cup-a-Java Morning Show, Masters of Destiny

NaMedia has 10 years of data archives (daily content analysis of all editorial coverage in mainstream print). Radio and TV was included in analysis since June 2013.

- 2005-2008
- 2009-2011
- 2011-current

Media Tenor Namibia  
Survey Warehouse

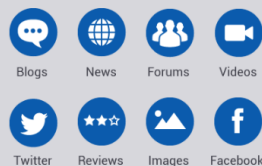
**NaMedia (Namibia Media Monitoring)**

A social chat show analysis of selected National Chat shows were included since 15 June - 15 July 2015, and serve as a snapshot into consumer interest stories or debates, either formed by the public agenda or co-shaping the public agenda.



# New

Data from millions of sources



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

