

GIBA announces partnership with GeoPoll and Kantar Media

The Ghana Independent Broadcasters Association announced that it has partnered with mobile surveying company GeoPoll to be the provider of media data to GIBA members, who include TV radio, and web broadcasters throughout Ghana.



GeoPoll's joint product with Kantar Media, Kantar-GeoPoll Media Measurement (KGMM), is Africa's largest provider of overnight media data and the only source of next-day ratings for TV, radio, and print in Ghana. GIBA's partnership with KGMM comes at a pivotal time for Ghanaian broadcasters: the television industry preparing a switch to digital signal in early 2016, a move which will introduce new channels to the market and increase the need for a fast, reliable audience measurement system.

"We are extremely pleased to partner with GeoPoll to bring better media data to broadcasters in Ghana. Broadcasting in Ghana is at a turning point, and audiences are becoming increasingly savvy about the way they consume media. We are confident that with this data broadcasters will better understand the behavior of their audiences, make more effective programming decisions, and improve their ratings in this competitive media environment" said Akwasi Agyeman, President of GIBA.

KGMM's mobile-based methodology has become increasingly valuable as mobile penetration increases throughout Africa and media consumption moves away from the home. Conducted through panel-based text-message surveys, KGMM's daily data clearly demonstrate media trends including popular stations and peak viewing or listening times.

KGMM allows for filtering of data by demographics including age, gender, and location, or psychographics such as bank account ownership and preferred brands. In addition, KGMM provides media planning and post-campaign evaluation tools which can be used by broadcasters or agencies looking to plan their advertising based on the most up-to-date data available.

The Ghana Independent Broadcasters Association is an association of private and independent broadcasting organizations in Ghana, and membership is open to all non-state owned broadcasters in the country. GIBA supports its members by providing top quality research, consulting, and advocacy services. With this partnership, all GIBA members will have access to quarterly KGMM data at no cost, and will be able to subscribe to KGMM's monthly, weekly, or overnight data services at a discounted rate. GIBA and GeoPoll will work together to promote KGMM to the industry, and GeoPoll will provide GIBA members with specialized training on how to best leverage KGMM's data and toolset for their advantage.

Kantar-GeoPoll Media Measurement is also available in Kenya, Nigeria, Rwanda, Tanzania, and Uganda, and will launch in the Democratic Republic of Congo, Ivory Coast, and Mozambique in the coming months.

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