

Study Overview

- ▶ The Infinite Dial is the longest-running survey of digital media consumer behavior in America
- ▶ The Infinite Dial South Africa report mirrors the Infinite Dial U.S. reports, which have been undertaken annually since 1998 by Edison Research, and cover a wide range of online digital media topics
- ▶ The premier Infinite Dial South Africa report explores the penetration of online digital audio and social media in South Africa, as well as the online platforms and technologies that South Africans are using
- ▶ This study is designed to allow for direct comparisons between the South African and U.S. markets

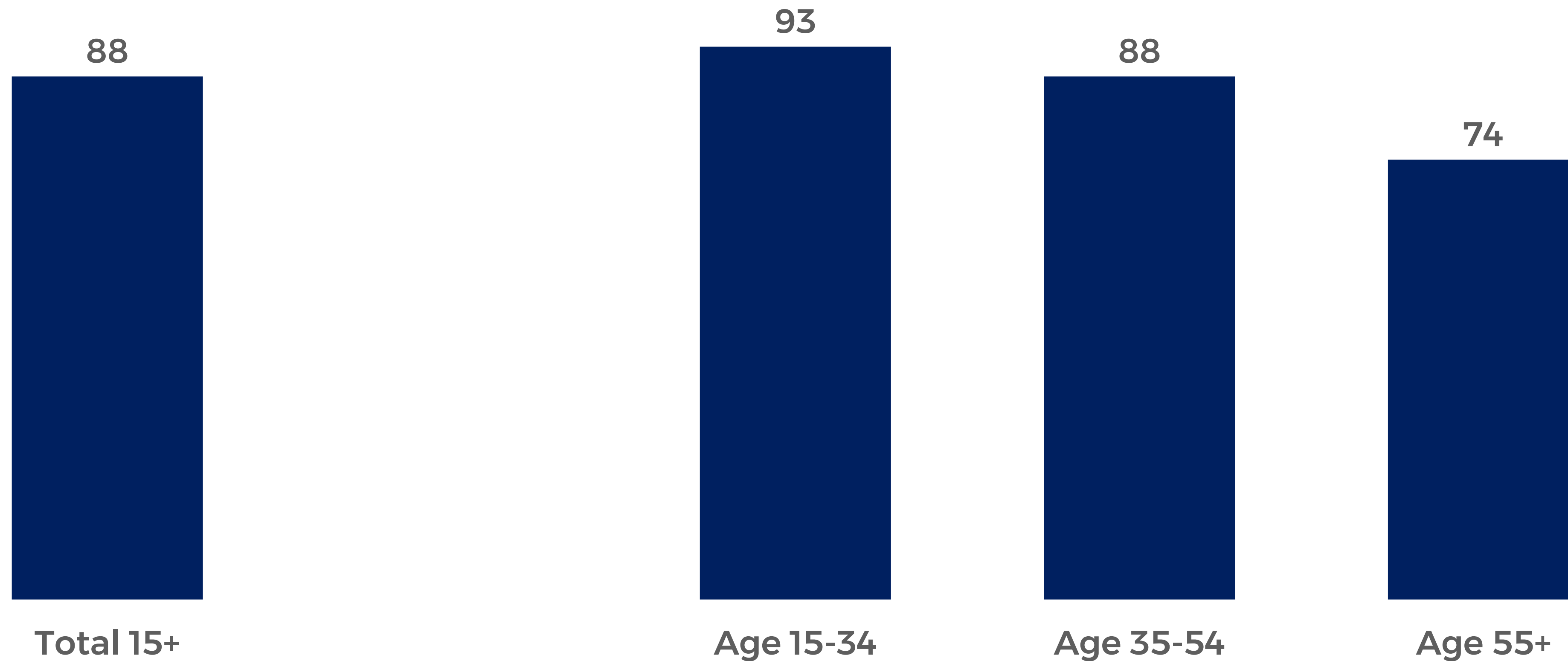
Study Methodology

- ▶ In July of 2019, Edison Research conducted face-to-face interviews with 1,510 people aged 15 and older
- ▶ Sample population consists of the those living within the major metro areas, covering the upper 2 of the 3 SEM Supergroups (or upper 3 of the 5 SEM Clusters), referred to hereafter as “Major Metro Commercial Population”
- ▶ Data weighted to reflect the gender, age, and race of this population

Smartphone Ownership in South Africa

TOTAL SAMPLE (SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+)

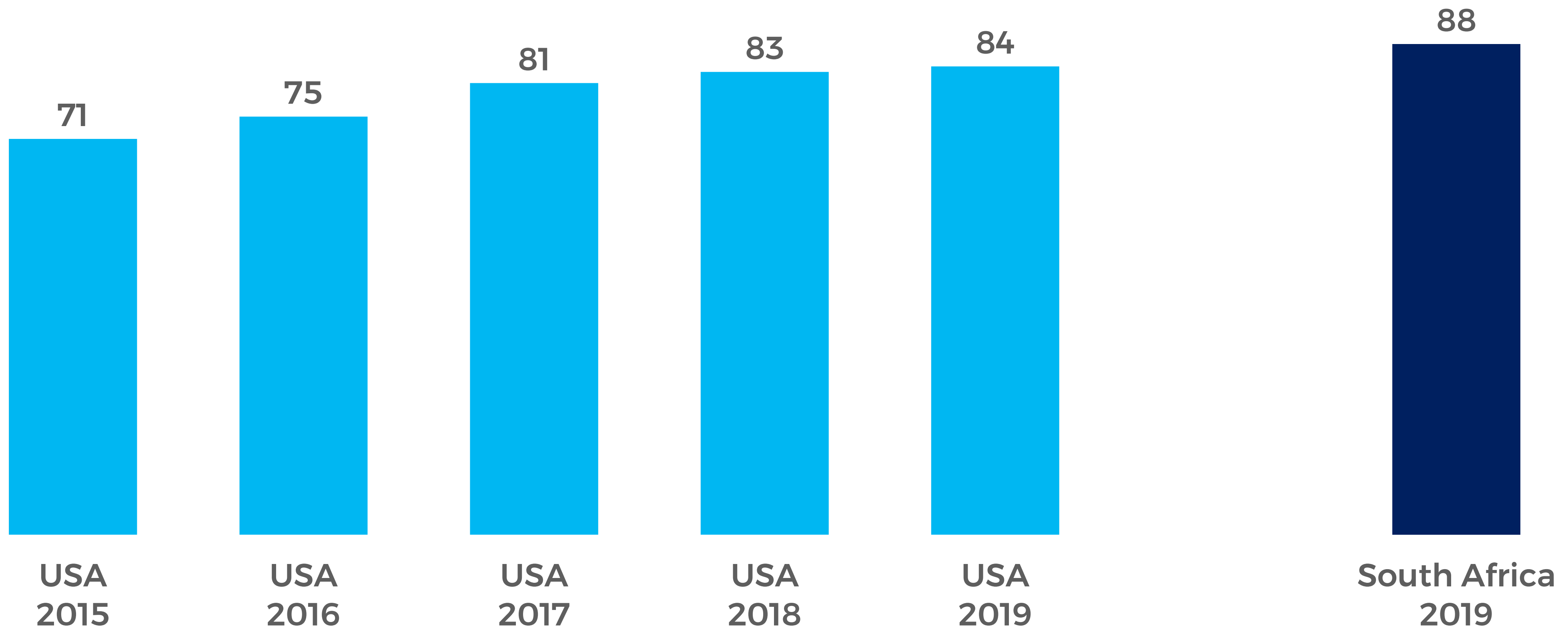
% OWNING A SMARTPHONE



Smartphone Ownership

USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

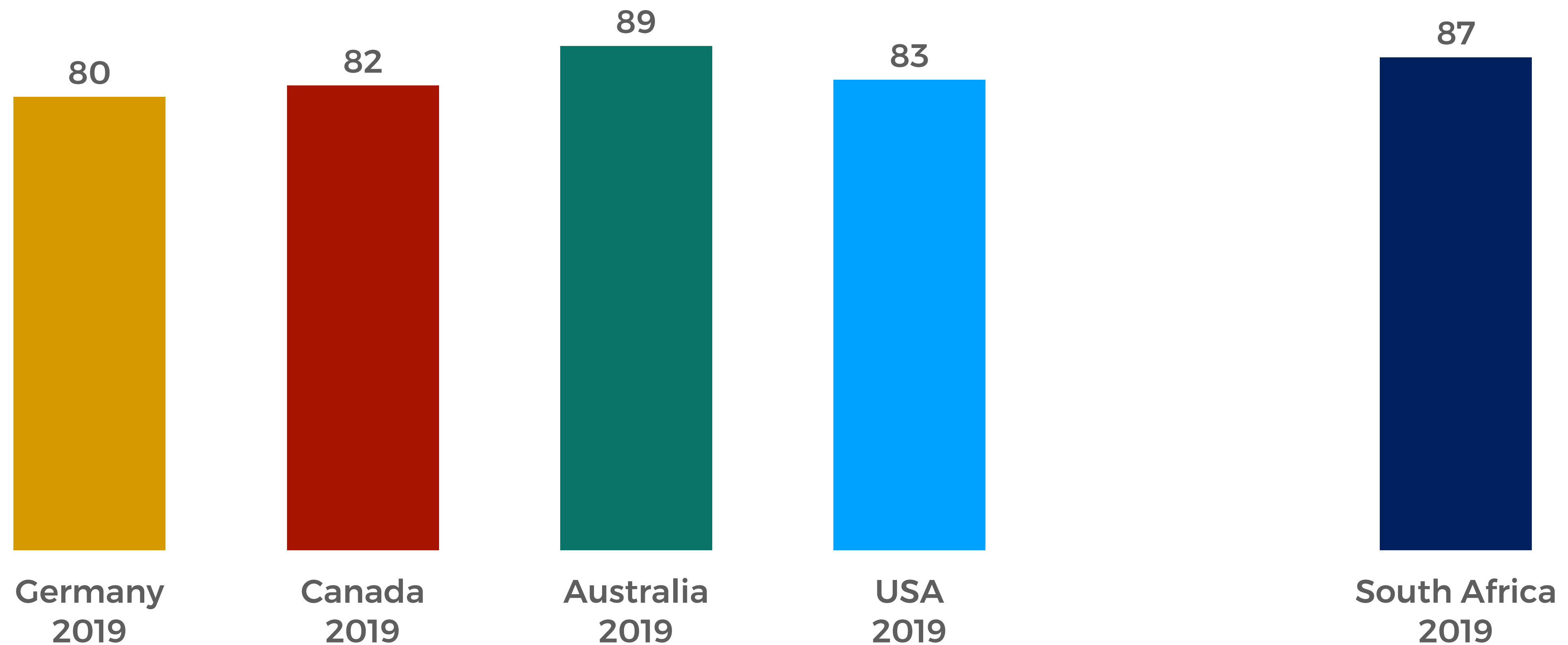
% OWNING A SMARTPHONE



Smartphone Ownership

GERMAN, CANADIAN, AUSTRALIAN, AND USA TOTAL POPULATIONS 18+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 18+

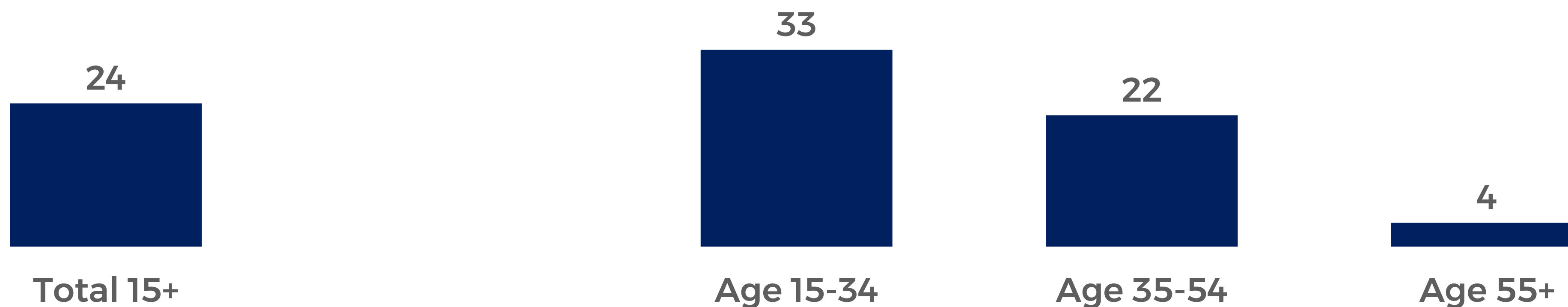
% OWNING A SMARTPHONE



Smart Speaker Awareness in South Africa

TOTAL SAMPLE (SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+)

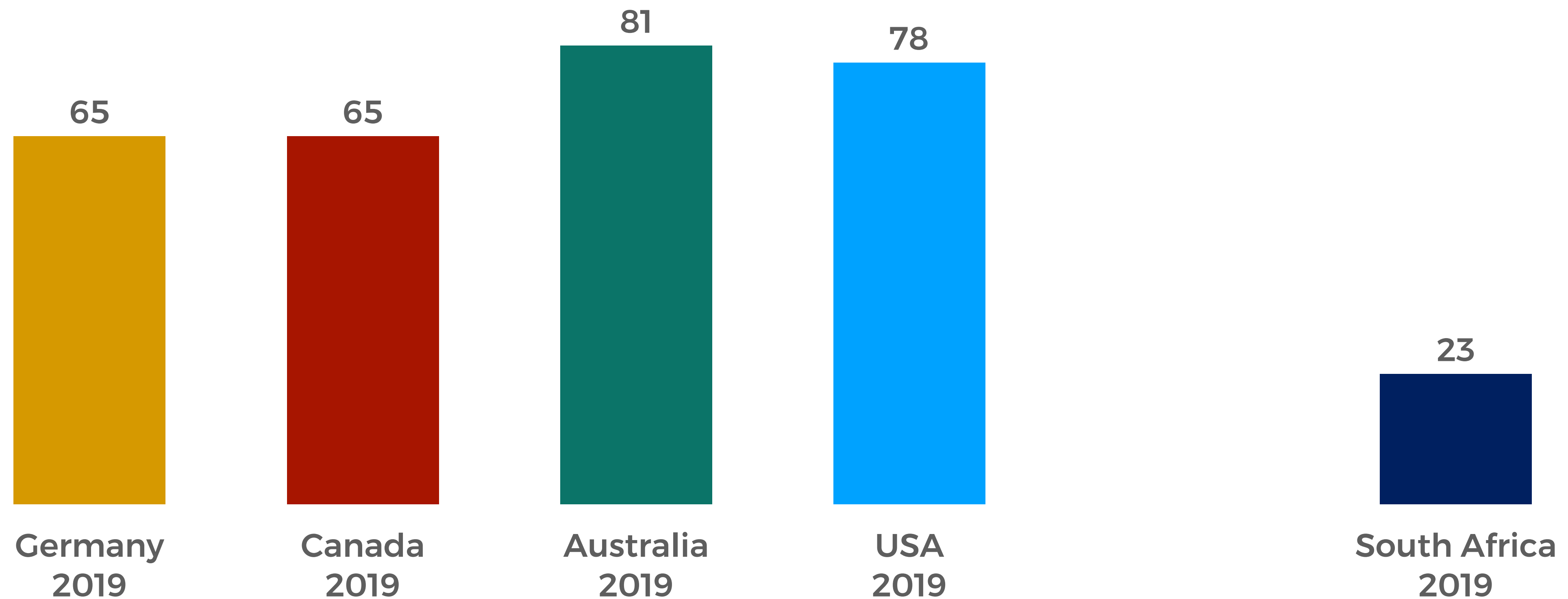
% AWARE OF ANY SMART SPEAKER BRAND



Smart Speaker Awareness

GERMAN, CANADIAN, AUSTRALIAN, AND USA TOTAL POPULATIONS 18+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 18+

% AWARE OF ANY SMART SPEAKER BRAND

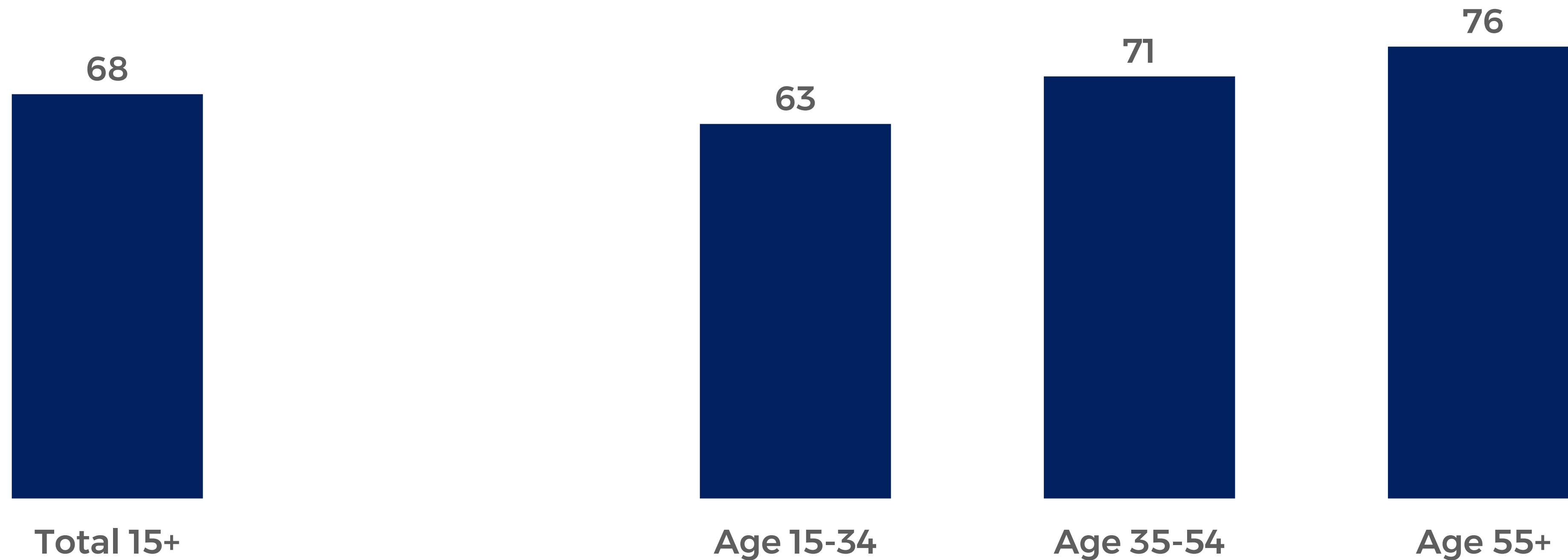


Listening to AM/FM Radio in the Last Week in South Africa

TOTAL SAMPLE (SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+)

% LISTENING TO AM/FM RADIO IN LAST WEEK

AM/FM RADIO INCLUDES OVER-THE-AIR, ONLINE, AND TELEVISION



Listening to AM/FM Radio in the Last Week

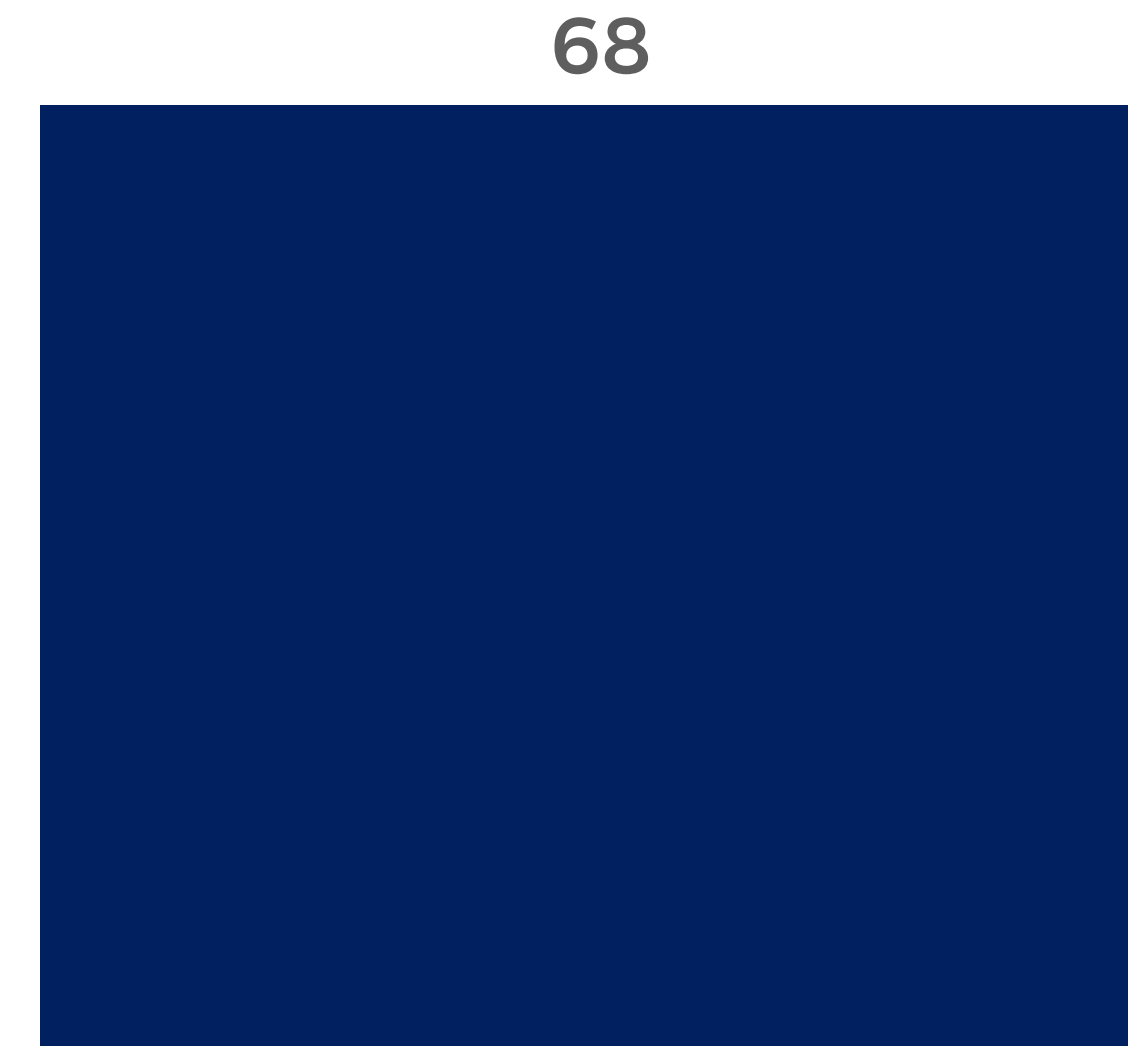
USA TOTAL POPULATION 15+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+

% LISTENING TO AM/FM RADIO IN LAST WEEK

AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE



USA 2019



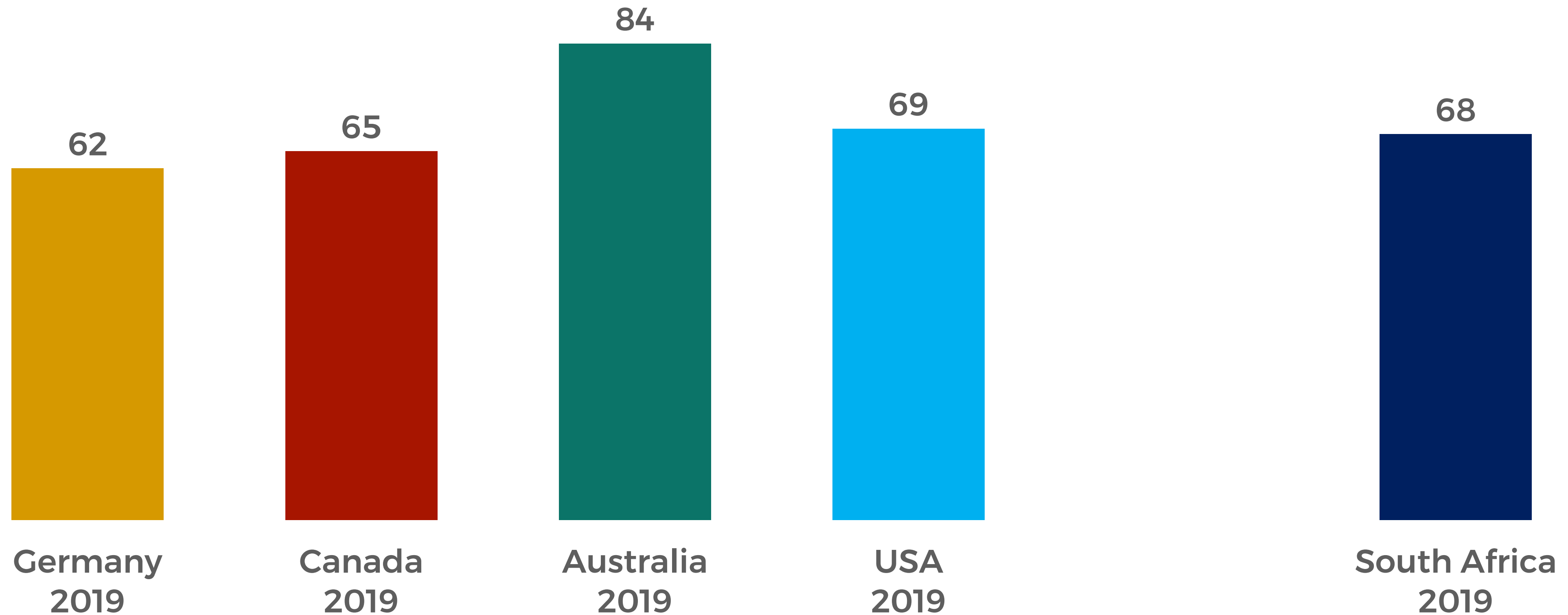
South Africa 2019

Listening to AM/FM Radio in the Last Week

GERMAN, CANADIAN, AUSTRALIAN, AND USA TOTAL POPULATIONS 18+; SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 18+

% LISTENING TO AM/FM RADIO IN LAST WEEK

AM/FM RADIO INCLUDES BOTH OVER-THE-AIR AND ONLINE



Radio Listening at Home on Non-Radio Devices in South Africa

TOTAL SAMPLE (SOUTH AFRICAN MAJOR METRO COMMERCIAL POPULATION 15+)

% LISTENING TO RADIO WHILE AT HOME USING A MOBILE PHONE, COMPUTER, OR TV

