

AudienceScapes

www.audiencescapes.org



A COMMUNICATION RESOURCE FOR GLOBAL DEVELOPMENT

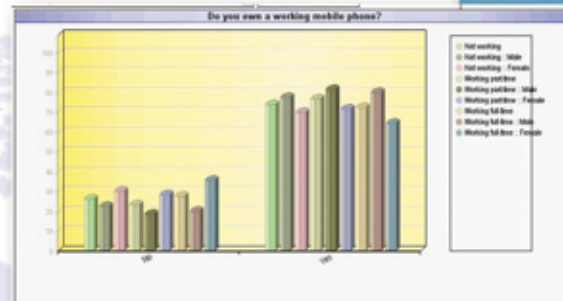
Innovative research – launched in Africa, applicable worldwide

In-depth analysis on media use, information flows and communication habits in developing countries

A rich online knowledge center for development practitioners

What is AudienceScapes?

- **A two-pronged country research program**—national surveys plus in-depth interviews with senior government officials – aimed at helping development practitioners communicate effectively and efficiently at the grassroots level and the policy level.
- **Analytical reports** that distill the research into actionable recommendations.
- **A tool for assessing local needs** in media, communication technologies, development information and development policy.
- **A unique website** (www.audiencescapes.org) providing user-friendly access to AudienceScapes data, research reports, analysis, practitioners' blog, discussion pages, and more.



The AudienceScapes research model is being field-tested in Africa—in Ghana, Kenya and Zambia—and showing practical value for development workers.

They're using this data and analysis to answer strategic questions such as:

- How does use of "mobile money" services vary by gender and age group?
- How can we most effectively use radio to share information about new seed varieties with small farmers?
- What media or other sources do young urban males trust for information about HIV/AIDS?
- What are the best ways to interact with policymakers on education issues?
- What gaps exist in policymakers' access to critical country data on development?

Rwanda Communication Profile

COUNTRY OVERVIEW

- Mobile Communications:** The mobile phone market has seen exponential growth in recent years, with activities such as branchless banking becoming more popular.
- Internet:** Internet use is becoming commonplace in Rwanda, with almost 20 million reported users by June 2008. Forty-five percent of urban residents said they have household access.
- Radio:** Radio continues to be an important source for news and entertainment for Rwandans, despite the near universal use of television.
- Television:** Television is the dominant media format in urban Rwanda, leading all other media formats in general use and as a source for news and information.
- Newspapers:** Newspapers continue to be an important source of news and information for most urban Rwandans, with about 58 percent reading one at least weekly.
- Media Environment:** Private media in Rwanda are free to express a variety of opinions and cover sensitive issues. However, Rwanda continues to be one of the world's most dangerous countries for journalists.

MEDIA OUTLET MATRIX

- Top Five Television Stations: Canal 2, Canal 1, Canal 3, Canal 4, Canal 5
- Top Five Radio Stations: Canal 2, Canal 1, Canal 3, Canal 4, Canal 5
- Top Five Newspapers: Canal 2, Canal 1, Canal 3, Canal 4, Canal 5

COUNTRY STATISTICS

- COMMUNICATION STATISTICS
- DEMOGRAPHIC STATISTICS
- ECONOMIC STATISTICS

The site's **Country Communication Profiles** provide detailed overviews of national media and communication landscapes from the user perspective, with details on media use, technology use and word-of-mouth patterns. AudienceScapes data from Africa are accessible via a custom query tool. Each profile also includes updates from in-country analysts, country statistics and helpful links.

Urban Colombia

Television Radio Internet

View Edit Track Delete

Urban Colombia: Popular Television
Percent of those who report watching

- Top Channel: Canal 2 TV
- Radio Cadena Network (RCN)
- City TV
- Canal 3
- El Nueve Colombia

Urban Colombia: Popular Internet
Percent of those who report watching

- Popular Information Channels: Discovery Channel, Animal Planet, TNT, National Geographic, Fox

Knowledge for Development Research - Colombia
UNESCO Education Statistics - Colombia
UNEP Human Development Report - Colombia
Mobile Action.org - Colombia
Governance Matters 2008 Indicators - Colombia
Freedom House - Map of Freedom - Colombia
Global Access Online - Colombia
Doing Business 2008 Rankings



Feedback from users:

"This [AudienceScapes] data is immensely useful. It helps us frame the opportunity in mobile money when dealing with financial services regulators. Having access to good data to support our hypotheses is critical for promoting any type of regulatory change."

- Paul Leishman, knowledge manager, Mobile Money for the Unbanked program, GSMA

"We needed this, we need this now and we will need this in the future. [AudienceScapes] is useful for multiple sectors—academia, the NGO/donor development community, government, policy think tanks—and even the private sector, as we try to make our work more evidence based....and more importantly, demand influenced."

- Ravi Palepu, managing director of ICTD group Predictglobal.org

"Our project is looking at radio information for farmers...and your research will be very useful for us as a solid statistical basis and for our situational analysis."

- Dr. Mary Myers, development communications consultant working in Africa

Survey Reports Give the Broad View

National face-to-face surveys produce the kind of reliable, comparable data that development groups seek on how people stay informed and how they share information. They also gauge people's access to and use of various information sources and communication technologies.

Our reports include special sections on how people are getting (and not getting) information about key development topics—including finance, mobile money, health care and agriculture.

Our data tool allows development professionals to slice and dice the data by key demographic variables—gender, age, education, income level, region and more—to get media and communication profiles of specific segments of the population.

Policy Reports Focus on Decision Makers

Effective development requires effective policies. Development organizations and issues-based advocacy groups devote considerable time and effort to communication with government officials, to try to positively influence and support the policy process.

But what are the most effective methods of policy communication? And how can development groups best support development policy? The AudienceScapes' research goes to the government officials themselves to find out.

We conduct in-depth interviews with senior policymakers and ask about their information-gathering habits and needs. Policy reports feature recommendations for the development community on how to improve their policy communication as well as how to bolster senior officials' capacity for crafting evidence-based development policies.

The AudienceScapes Vision: A public-private initiative aimed at supporting development and improving lives. We aim to:

- **Expand the AudienceScapes research program** to more countries in Africa and in other developing regions, supported by a mix of grant funding and commercial revenue from customized research and analysis.
- **Create a global source of extensive, objective and comparable information** on communication, media and development.
- **Ensure that this practical information is available to local NGOs** and others to help them better serve those in developing countries.

The AudienceScapes team also offers customized analysis for development organizations, media groups, communications companies, and more.

For more information about supporting AudienceScapes, accessing our research products or requesting custom analysis, please contact:

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InterMedia (www.intermedia.org) is a nonprofit research, evaluation and consulting company with expertise in media, communications and development. We creatively equip clients to understand audiences, design projects, target communications and gauge project impact in developing and transitional societies worldwide. Our corporate mission is to enhance the lives of people around their world through quality research and analysis. InterMedia carries out roughly 300 projects annually and has worked in more than 70 countries.

The AudienceScapes project, launched in April 2009 with funding from the Bill & Melinda Gates Foundation, applies InterMedia's core competencies to the needs of development practitioners worldwide.

Other InterMedia clients: The World Bank • Search for Common Ground • U.K. Foreign and Commonwealth Office UNESCO • United Nations News and Media Division • BBC World Service • Sesame Workshop • USAID • Microsoft Corp. The International Research and Exchanges Board (IREX)