

## INDUSTRY UPDATE ON THE DATA RELEASE FROM THE NEW KARF TRACKING METHODOLOGY

Dear KARF Subscriber,

On behalf of the Industry Oversight Committee, we wish to inform you that the process that the industry begun a while back in designing and executing a media audience tracking methodology that can deliver robust and up-to-date data is now complete and ready to release the first set of data and thereafter daily weighted snapshot reports.

You must be wondering what's new from the KARF methodology and when should you expect the data, wonder no more as your queries are answered below.

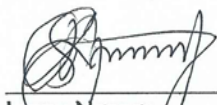
### Some of the value addition deliverables to include;

1. Face to Face panelists' recruitment to collect and physically verify LSM categorization. This is a very important requirement in audience measurement in ensuring that we get what we have confirmed.
2. Use of Mobile App. The collection and transfer of data through a technology platform will help in reducing chances of human interference and improve visibility on audit trail. This e-diary app has been specially designed to minimize recall and effort on the part of the survey respondent, whilst delivering robust data
3. Data Representativeness - The sampling and weighting is based on the 2015 Establishment Survey (KNBS, NASSEP V) delivering an accurate and nationally representative picture of daily audience behavior by media type and media brand throughout the day
4. Radio and TV Ratings: The New KARF methodology takes into account channels/stations that have been viewed/listened for at least 5 min in every 30 minutes block. This will allow for a more accurate reading of ratings
5. Cross Media Analysis: The new KARF methodology data collection is single sourced across 4 media – TV, Radio, Print and Online, therefore delivering powerful cross tabulation across media
6. Flexibility: The data collected will be accessed and analyzed through a cloud based user-friendly and interactive media dashboard installed in your device. No more waiting for PDF documents from KARF

### Release Timetable

	Media Topography	Data Set	Period Covered	Availability
1	Nairobi Only	One consolidated	11th April to 10th May 2016	From 27th May 2016
2	Nairobi, Lake, Coast and Central	Weekly consolidated	1st May to 31st May 2016	From 6th June 2016
3	Nairobi, Lake, Coast, Central, Lower Eastern, North Eastern, North Western, Rift, South Nyanza, upper Eastern and Western	<ul style="list-style-type: none"> <li>• Daily weighted snapshot (Topline) through KARF dashboard</li> <li>• Weekly weighted raw data through Telmar and Z Plan</li> </ul>	From 1st June 2016 on wards	From 13th June 2016

Yours sincerely,



Lenny Nganga  
(KARF Oversight Committee Chair)

26-05-2016  
Date

## Summary of the New KARF Tracking Survey Methodology

Requirement	Details
Target Universe	Past 7 days media consumers
Target Age	15 years and above
Sample Size	3000 nationally representative
Mode	<ul style="list-style-type: none"> <li>A fixed, quota based panel                             <ol style="list-style-type: none"> <li>media consumption</li> <li>demographs</li> </ol> </li> <li>Single source</li> <li>Mobile device</li> </ul>
Recruitment	Panel recruited face to face, accurately profiled and verifiable.
Life of panel	Natural attrition assumed with matched face to face panel replacement recruitment
Media covered	Radio, TV, Print, Internet
Data format	30 minutes blocks for Television & Radio, daily readership for print and daily Internet usage habits
Key analysis variables	Age, gender, LSM, topography, rural/urban
End user interface	<ul style="list-style-type: none"> <li>Friendly end user dashboard for daily snapshot reports</li> <li>Platform which will allow for campaign optimization across and within media with full post-campaign evaluation capabilities (<b>This is to be sourced as a separate deliverable</b>)</li> </ul>
Respondent interface	Respondent data input interface on the mobile phone

	Media Topographies	Counties
1	Nairobi	Nairobi
2	Central	Embu, Kajiado, Kiambu, Kirinyaga, Laikipia, Murang'a, Nakuru, Nyandarua, Nyeri
3	Rift	Baringo, Bomet, Elegeyo-Marakwet, Kericho, Nandi, Narok, Uasin Gishu
4	Western	Bungoma, Busia, Kakamega, Trans Nzoia, Vihiga, West Pokot
5	South Nyanza	Kisii, Nyamira
6	Lake	Homa Bay, Kisumu, Migori, Siaya
7	Lower Eastern	Kitui, Machakos, Makueni
8	Coast	Kilifi, Kwale, Lamu, Mombasa, Taita Taveta, Tana River
9	Upper Eastern	Meru, Tharaka-Nithi, Isiolo
10	North Eastern	Garissa, Mandera, Wajir
11	North Western	Marsabit, Samburu, Turkana