

STUDIO TAMANI'S AUDIENCE

5 languages

Created by Fondation Hironnelle in 2013, Studio Tamani broadcasts news, magazine and debate programmes in 5 languages (Bambara, Peulh, Tamasheq, Sonrhail and French), acting as a link between the main regions of the country (South, Centre and North). Its main objective is to provide the people of Mali with reliable, unbiased information, and encourage dialogue to find consensual solutions to conflicts affecting the country.

**3,4 million
weekly
listeners**

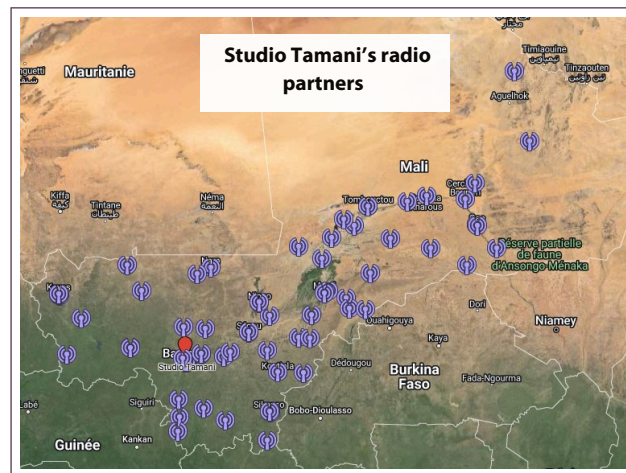
Although television is the most popular medium in urban areas, radio is the leading medium in rural areas, due to the lack of infrastructure for audio-visual media. In 2023, Studio Tamani counted 3.4 million listeners per week. Studio Tamani's programmes are broadcast through a network of 85 radio stations and 3 television partners, covering 95% of the country.

**85 radio
and 3 TV
partners**

While Studio Tamani's weekly audience remains stable in terms of coverage - which is the audience divided by the target population - compared with previous studies (31% of Malians in 2023 compared with 32% in 2017), the weekly audience has recorded a significant increase of 300,000 listeners per week compared with 2020.

**31%
population
listen**

**+ 300'000
listeners**



Consumption of Studio Tamani programs varies depending on the region. More than three quarters of the population in Ségou (77%) and Kayes (77%) listen to Studio Tamani programs, compared with 24% in Bamako and 33% in Mopti.

Among listeners, 30% recommend Studio Tamani programs to their friends. This figure rises significantly in the northern and central regions, where insecurity is most rife. This recommendation rises to 76% in Timbuktu, 66% in Mopti and 61% in Gao.

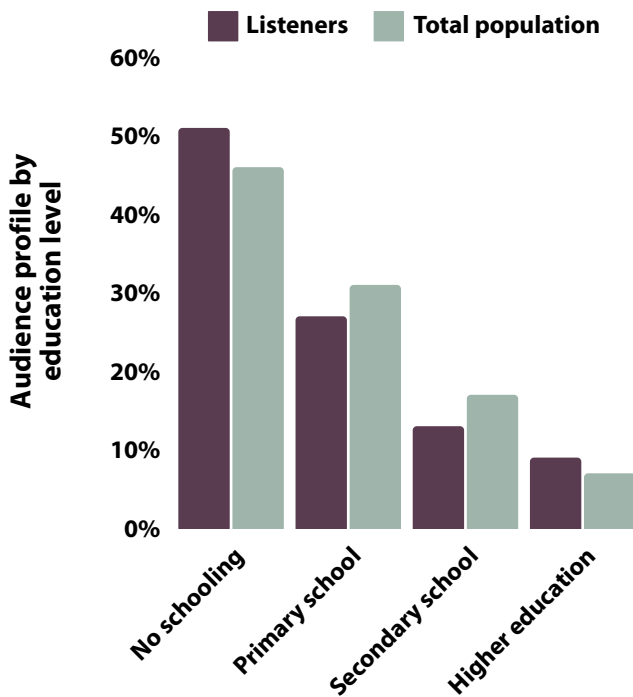
More than 9 out of 10 listeners think that Studio Tamani's programs are useful or essential for them. Over 98% consider them to be reliable, which sets them apart from other local media players.

Methodology

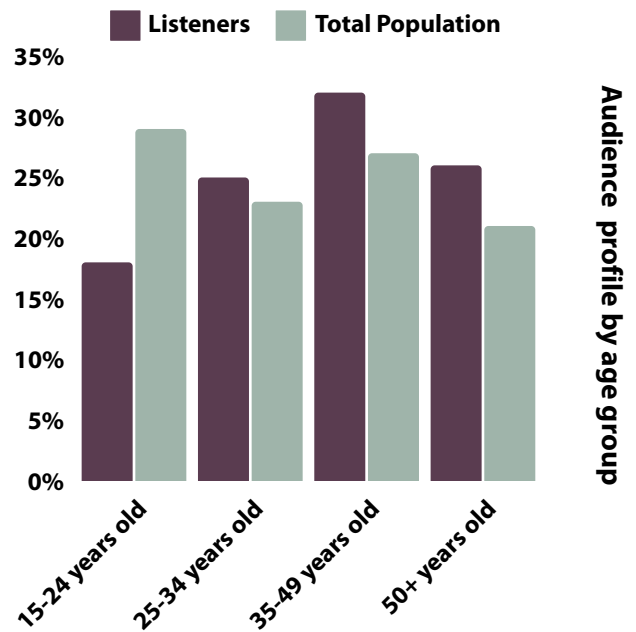
The audience research was carried out in February 2023 by IMMAR on a sample of 2,905 people aged 15 and over. Respondents were interviewed face-to-face in eight cities across Mali: Bamako/Koulikoro, Kayes, Sikasso, Ségou, Mopti, Gao and Timbuktu, using representative samples per city. It used the quota method according to socio-demographic criteria: gender, age, socio-professional category and level of education. The margin of error is 1.8%.

STUDIO TAMANI AUDIENCE PROFILE

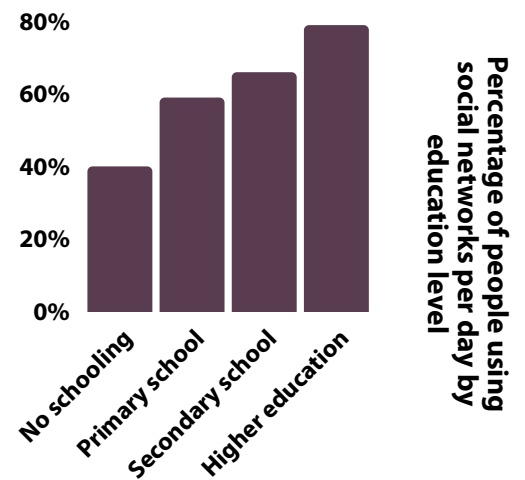
Studio Tamani's listener base is still slightly male-dominated (53%), but its female listenership has increased (from 40% in 2017, to 47% in 2023).



Audience research shows that younger people and people with higher levels of education are more likely to use social networks and the internet in Mali. Studio Tamani is developing its social media activities in order to reach these segments of the population.



Studio Tamani's audience tend to be older, with 57% falling in the 40+ age bracket, compared with 39% in 2020. Less affluent classes increasingly represent the core target audience, with 82% of listeners in the lowest socio-economic classes compared with 61% in 2020.



STUDIO TAMANI AND LOCAL POPULATIONS' NEEDS

Appreciation of the programs varies according to the geographical area of Mali. Almost unanimously, Studio Tamani listeners consider that its programs allow them:

- ➔ to have a better understanding of Mali and how it works (97%);
- ➔ to listen to news in the language they speak (98%)
- ➔ to have access to objective, non-partisan information about the country as a whole (96%)
- ➔ to change their way of dealing with certain problems (94%);
- ➔ to take an interest in areas, subjects, regions and populations of Mali in which they had little or no previous interest (94%).