

# Media Monitoring Africa

## 2016 Local Election Coverage

Interim Results



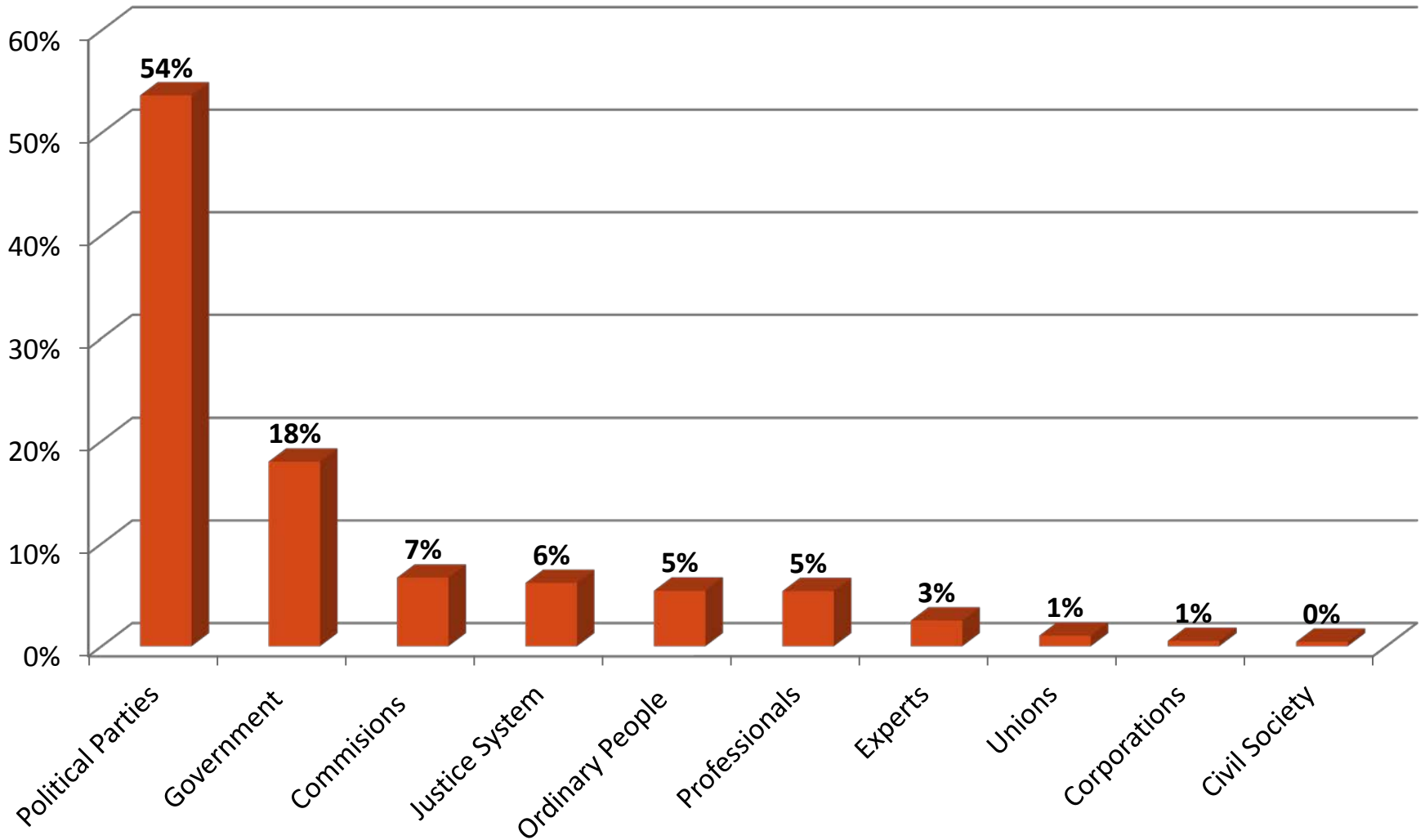
# What are we doing for 2016?

- Monitoring 74 media
- Including small commercial to big online
- Monitoring all SABC media
- Only interim results, with only 1366 stories thus far
- We will soon be offering media house disaggregated figures
- Offering tools such as [www.wazimap.co.za](http://www.wazimap.co.za) / [www.newstools.co.za](http://www.newstools.co.za)

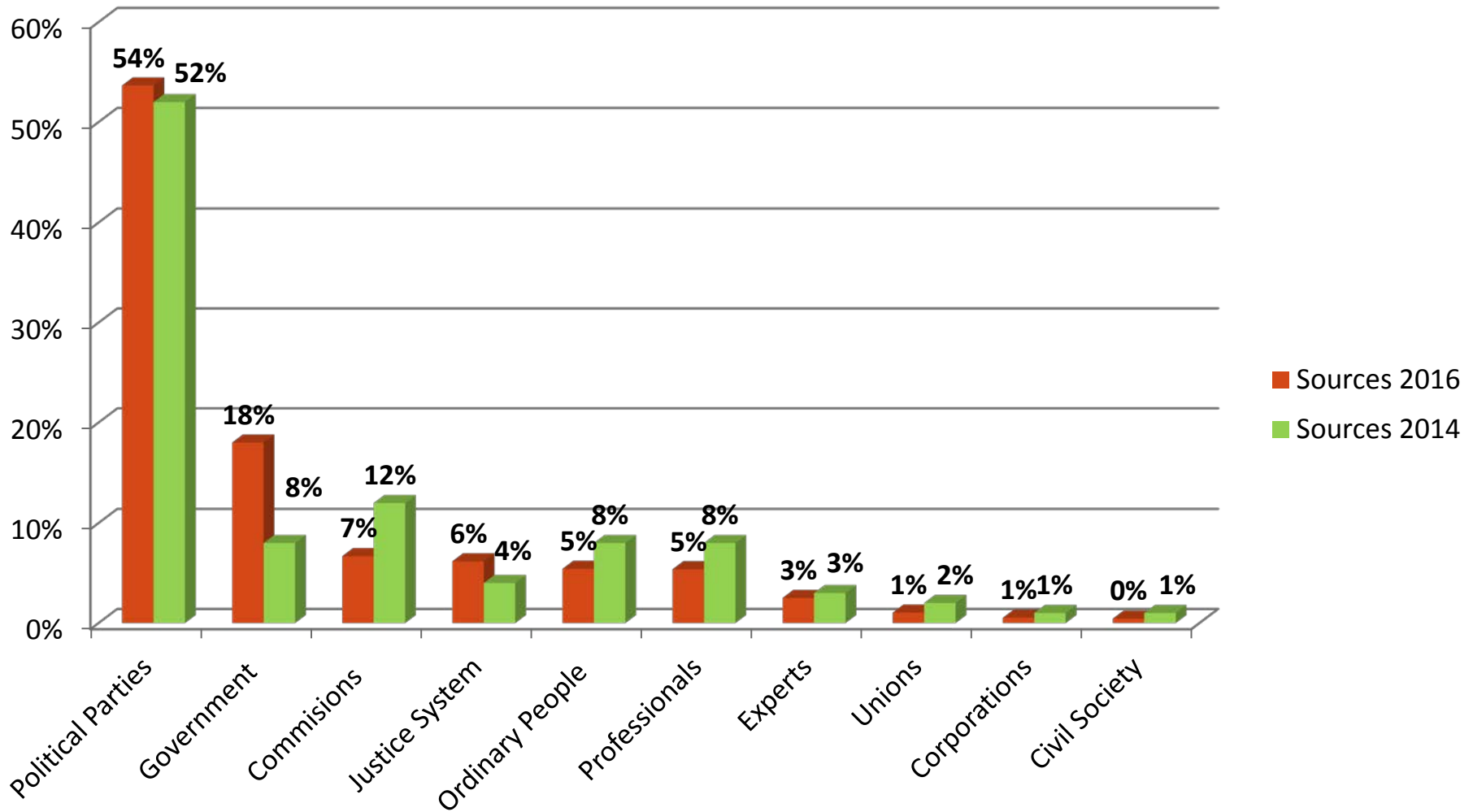
# What to expect

- Online analysis
- Real time results
- Political party advertising
- In the next two weeks - weekly analysis covering a range of topics
  - Media diversity
  - Topic coverage
  - Sources
  - Fairness

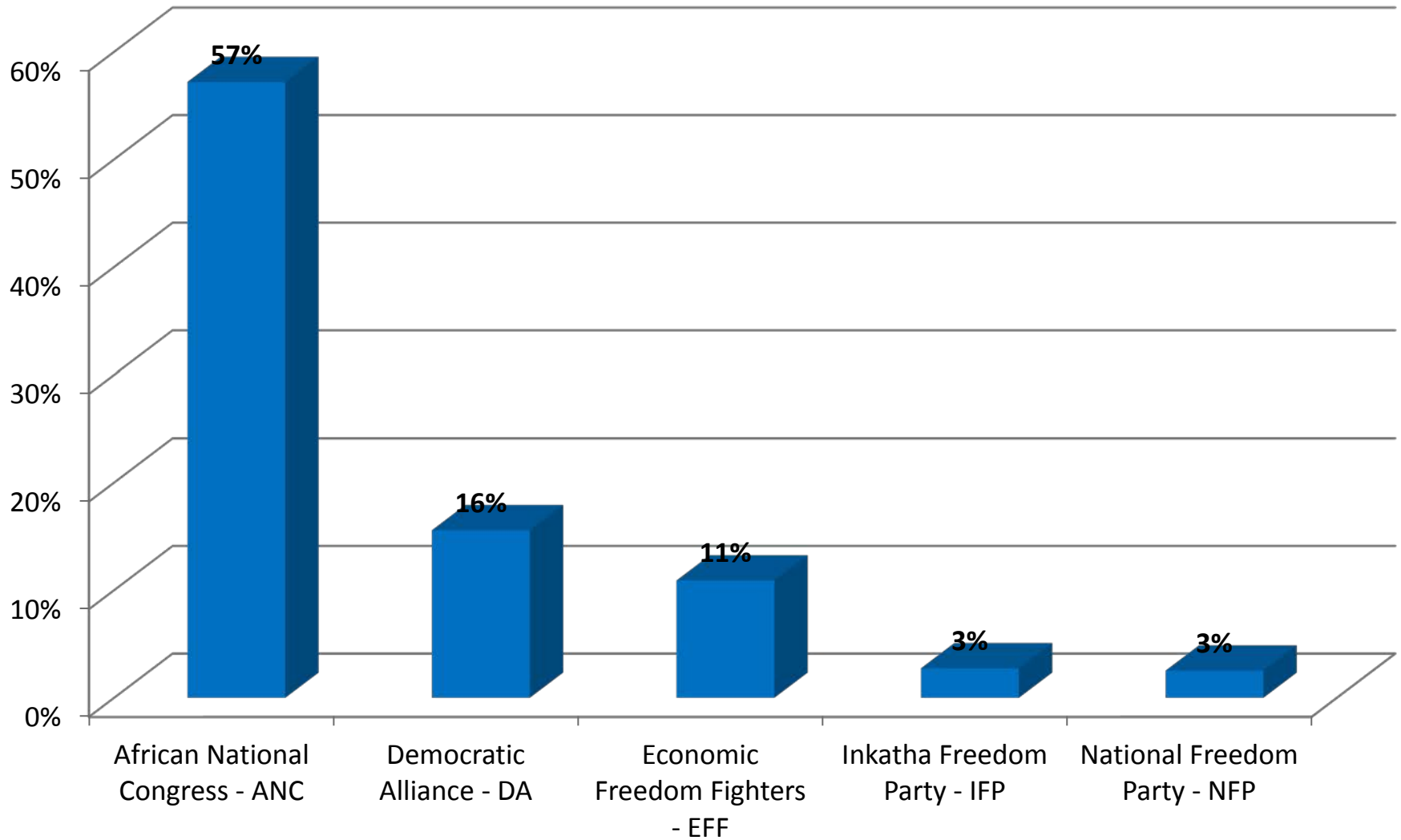
## Sources Accessed - All Media



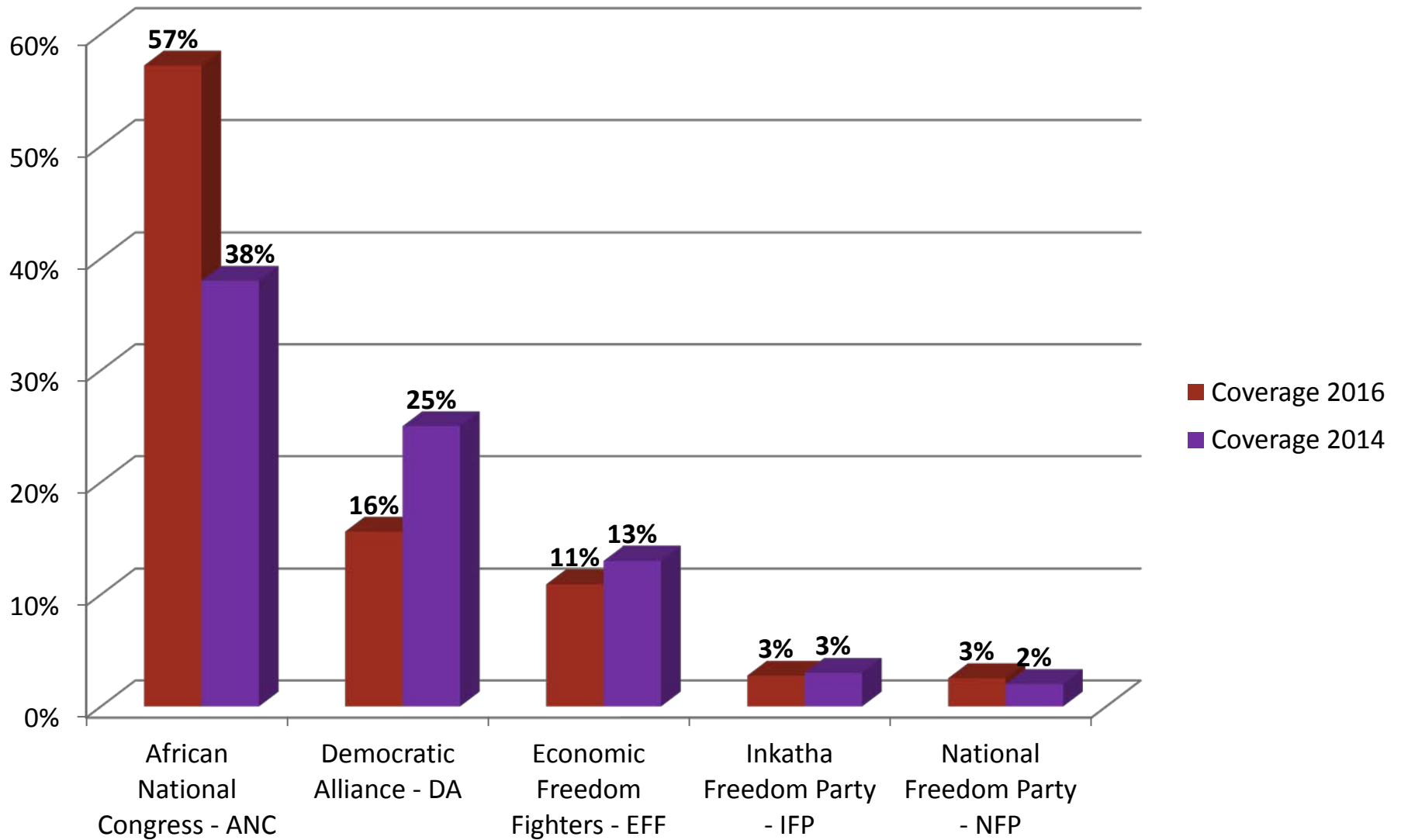
# Source Accessed Comparison



## Political Party Sources



## Political Party Coverage 2016 vs 2014



# Thank you

For any further information, please contact:

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