

NEWSPAPERS

NEW VISION SALES TRENDING UP

The Vision Group's titles continued to dominate the newspaper market, figures released by the Audit Bureau of Circulation (ABC) show.

In the last quarter that ended in December, New Vision newspaper sales grew to a daily average of **32,394** up nearly 10% from the same period the previous year. Between October and December 2009 newspaper sales averaged **29,800 daily**.

The ABC – the last word on newspaper sales worldwide, draws its figures from verifiable copy and subscription sales.

Editor-in-Chief, Barbara Kaija attributed the growth in sales to, "Getting earlier to the market, a new design, providing more content relevant to our market and several other editorial innovations".

The figures also showed that the New Vision remained ahead of its nearest rival by **10,000 copies**.

The Luganda daily Bukedde's sales also grew sales by 3,000 copies to an average of 29,180 daily, giving it the highest circulation after the New Vision.

TELEVISION

BUKEDDE TV IS TOP IN CENTRAL REGION

In just over a year of operation Bukedde TV is now the most watched TV station in the central/Buganda market.

According to a study conducted by Synovate, a research firm, the more than one million people polled in central Uganda 66.4% reported to having watched Bukedde TV in the preceding week compared to NTV's 64.8% and 61.7% for WBS TV.

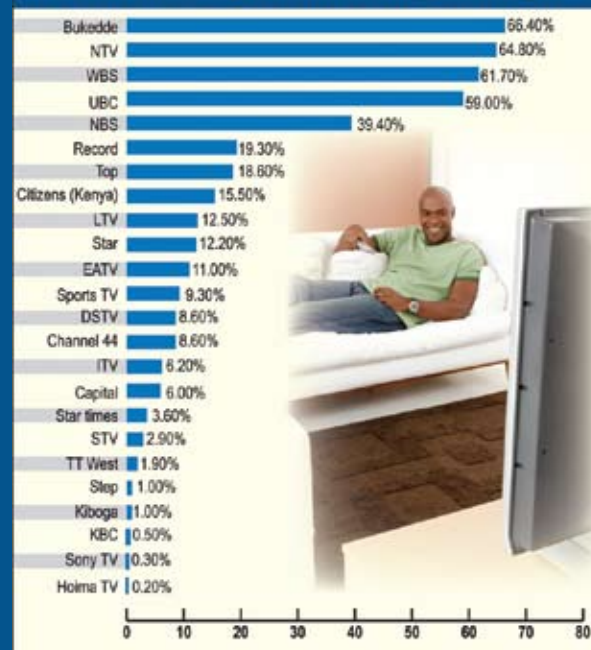
The all-Luganda station went on-air in October 2009 with its community TV format.

Similarly, in western Uganda, Vision Group's TV West has dominated viewership after less than a year of operation. According to the same survey 58.5% of viewers polled had tuned into the station in the week prior to the poll.

"It's a unique format with a unique audience," said Rose Aliguma, the corporate advertising manager.

"Prior to this all TV broadcasts were in English but Bukedde TV reached out to people who were comfortable with Luganda."

TV Performance by Central / Buganda region



VISION UPDATE

She added that the Bukedde TV audience stays with them all day.

The idea of prime time viewing has been erased, she said; "You can view television 24 hours where previously TV was designed for evening viewing. Advertisers lose out if they are not on Bukedde TV especially for the producers and distributors of fast moving consumer goods."

The wildly popular news program "Agataliiko Nfuufu" and the dubbing over of popular films and series with Luganda commentary has been received well by the public.

"The news is not your regular news but community news, about what is happening to our viewers, what is happening around them, and is more popular than anything else we offer," Mark Walungama, Head of TV said.

WEBSITES

NEW VISION WEBSITE MOST POPULAR IN EA

THE New Vision newspaper website has been ranked **fourth** out of 50 top most popular newspaper websites in Africa by an Australia-based global ranking firm.

4 International Media & Newspapers is an international directory and search engine which focuses on worldwide newspapers with 7,000 newspapers ranked by web popularity in 200 countries.

In its latest rankings, New Vision is ranked fourth in Africa. In the first place is the Al-Ahram newspaper of Egypt, followed by The Times of South Africa, with Mail & Guardian Online in third place.

New Vision is 146th in the world rankings. The New York Times is at number 1.

Within the East African region, New Vision is ranked ahead of Daily Monitor which is in 18th position. Kenya's Daily Nation holds the 13th position.

Rwanda's New Times newspaper is ranked 25th, while The East African is in 33rd position and The Arusha Times of Tanzania lies in 40th position.

Visit www.newvision.co.ug

PEOPLE

The following key appointments have been made



Godfrey Mulengi
Head of Sales



Susan Nsibirwa
Head of Marketing



Hope Nuwagaba
Senior Advertising Manager,
Corporate Sales, Digital Media
and Magazines.



Isaiah Mwalye
Senior Advertising
Manager,
Newspapers



Kenneth Kazooba
Senior Advertising
Manager,
Electronic Media

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