



## SIX FACTS ABOUT BUKEDDE THAT EVERY ADVERTISER NEEDS TO KNOW:

### 1 Family Matters

The Bukedde 'family' is made up of four dynamic and highly prolific media channels i.e radio, television, newspaper and website. Together the four platforms command an audience of over 3 million Luganda speakers (UAMPS 2010 and in-house research Feb 2011).

### 2 Radio Works

After only 2 years in a highly competitive environment, Bukedde FM is a leading Luganda station in Kampala and in the Central Region.

Some of the stations leading time slots are:

**Monday - Friday : 6 - 10am**  
*Bukedde Butya*

**Saturday: Before midday**  
*Amakya kulwomukaga*

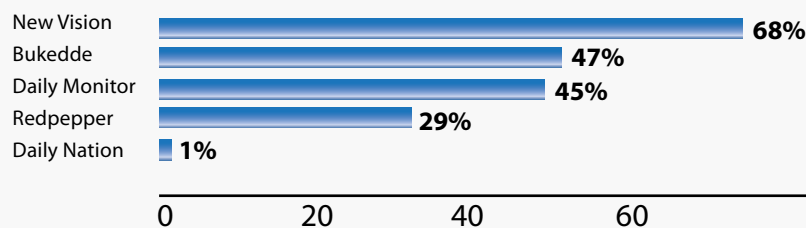
**Sunday: 12 noon - 6pm**  
*Kadongo Kamu*

### 3 Ugandans do read... Bukedde Newspaper

Bukedde Newspaper is the fastest growing newspaper in Uganda with an average daily circulation of 29,180 copies (Audit Bureau of Circulation Oct-Dec 2010) up from 26,124 in July-Sep 2010. Each copy has an average readership of 15 people, thus reaching at least 437,000 daily. Furthermore the paper's adver-

tising rates are a bargain vis-à-vis its circulation and readership.

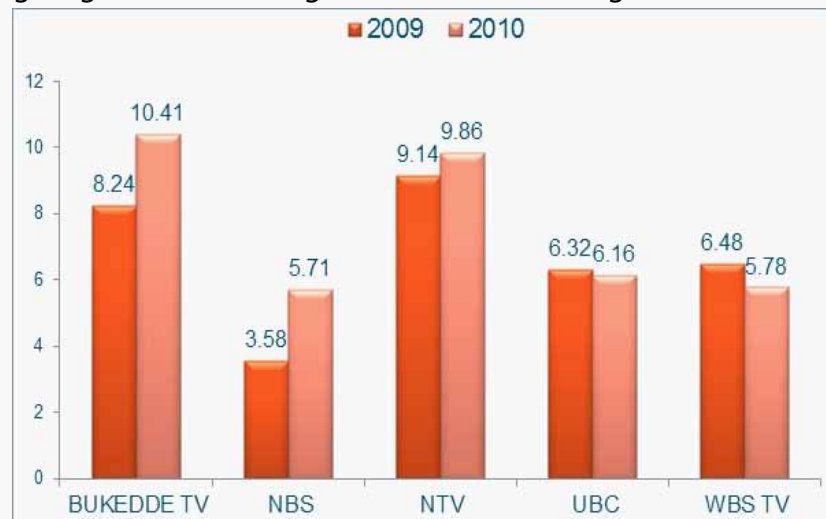
The table below shows newspaper readership for the past 7 days (UAMPS Dec 2010, Synovate).



### 4 A local language TV channel breaks all boundaries

Bukedde Television is also the fastest growing television in Uganda after only one year in the market. Whilst its popular community news program 'Agataliko Nfuufu' has proved to be a must-watch in households in Kampala and the Central region, there are several other programs that are also chart-toppers. The Uganda Audience Media and Products Survey Of Dec 2010 showed that 13 out of 20 of the most popular television programs were on Bukedde TV.

Bukedde Television also commands a higher share of viewing – giving advertisers a higher chance of reaching their audiences.



## TELEVISION

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### Who says local language internet does not work?

[www.bukedde.co.ug](http://www.bukedde.co.ug) is very popular with Ugandans living in the diaspora who wish to catch up with events happening locally, presented in a non-conventional way. Advertisers can take advantage of the 2010 usage figures below and reach Ugandans living abroad.



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### Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals (David Ogilvy)

For the advertiser looking to reach an audience with FMCG's, shopping bargains and mass-market advertising, to ignore the Bukedde family is to miss tremendous opportunities to have their brands seen, heard and experienced.

Advertisers also have unique opportunities to partner with Bukedde in their audience events such as:

**Ekgwo** – traditional wrestling competitions that are held in different sub-counties

**Embuutu Y'Ebuutikizi** – an annual music concert that attracted over 100,000 people in 2010 at Namboole Stadium.

