Radio & TV Ratings
Tanzania
April 2018 – June 2018

Presented to: Media Council of Tanzania
Radio Ratings - National
Clouds Radio is ranked 1st with 16.92% of the share market among the top 20 stations. Radio Free Africa 8.55% and E FM 7.28% ranked 2nd and 3rd respectively.
Radio Ratings - Regional
Clouds Radio and Tbc Taifa were the top 2 stations in the Central Region having a share of 17.31% and 12.29% respectively. Dodoma FM is 3rd with a share of 8.53%.
Clouds Radio had the highest share of 16.33% in the Coastal Region. Abood FM 8.93% and TK FM 7.84% took 2nd and 3rd place respectively.

Panel Universe Estimate: 5,206,551
TV Universe Estimate: 4,391,177
E FM and Clouds Radio took the lead in the Dar Es Salaam Region with share of 19.39% and 14.89% respectively making a wider gap for its competitors among the top 20 stations.
KL FM led by 14.36% share for Q2 2018 in Kilimanjaro Region while Moshi FM and Fountain FM were in a tight competition by attaining 9.33% and 9.30% share respectively.
23.64% of listeners from the Lake Region tuned in to Clouds Radio in Q2, followed by Radio Free Africa with a share of 12.38% amongst the top 20 stations.

Panel Universe Estimate: 8,055,696
TV Universe Estimate: 6,794,130
In Northern Region, the audience mostly tuned in to Radio Free Africa having a share of 18.76%, East Africa Radio and Tbc Taifa were 2nd and 3rd with 11.26% and 9.64% respectively.
Listenership of Tbc FM is highest in the Pemba Region with 55.25% share, attaining half the market share in the region hence its popularity. Radio One was 2nd with 14.67% share and Radio Free Africa 3rd with 12.44% share.

Panel Universe Estimate: 3,376
TV Universe Estimate: 2,847
Key FM is favorite amongst listeners from Ruvuma Region leading by 28.01%, Jogoo FM 18.68% and Ruvuma FM 12.34% took 2nd and 3rd place respectively.

Panel Universe Estimate: 360,895
TV Universe Estimate: 304,377
Clouds FM had a higher share in Q2 2018 while Radio One was 2nd having 11.79% and 10.57% share respectively. The top 5 stations all achieved a share of 9.11% and above for the Southern Region.
Listeners had their loyalty on Clouds FM with a share of 21.97% giving its competitors a gap of over 10% share.
Unguja listeners prefer Swahiba FM which led with 18.21% listenership share, BBC was 2\textsuperscript{nd} with 12.12% share and Nuru FM 3\textsuperscript{rd} with 9.18% share.
In Q2 2018, 10.47% of the viewers watched ITV while 10.15% and 9.81% viewed East Africa TV and Azam Two respectively.