

**South Africa's Commercial Radio Industry Commissions  
Digital Media Research with The Infinite Dial®**

*South Africa Joins the US, Canada, and Australia in  
Digital Media Research from US-Based Edison Research*

**Somerville, NJ – May 29, 2019** [The Infinite Dial®](#), the leading study on digital audio, mobile, smart speakers, podcast consumption, and social media from [Edison Research](#), will be debuting in South Africa later this year, commissioned by South Africa's National Association of Broadcasters (NAB) Commercial Radio Committee and sponsored by [Triton Digital](#), a global technology and services provider.

The Infinite Dial is the longest running survey of media consumer behavior in the U.S., tracking consumer usage of digital media over time. The series has been recently expanded into both [Australia](#) and [Canada](#).

The [National Association of Broadcasters \(NAB\) of South Africa](#) represents radio, television, and networks in the broadcast industry. This study will be the first comprehensive measurement of the digital audio media behaviors of South Africans.

“As the voice of the commercial broadcast industry in South Africa, we are looking forward to gaining valuable insight from this study into the habits of listeners and consumers. We are thrilled to be partnering with Edison on this project, which we feel will benefit the whole media sector” noted Nadia Bulbulia, NAB Executive Director.

The study has become the report card on digital audio and other digital media, and is widely used and quoted by broadcasters, internet radio publishers, ad agencies, and the financial community.

“It's an exciting endeavor to add South Africa to the roster of The Infinite Dial countries. The impressive broadcast landscape in South Africa, as well as growing online audio engagement, should provide a wealth of new knowledge for the associated industries,” said Larry Rosin, President of Edison Research.

“We take great pride in being a part of the expansion of The Infinite Dial to South Africa,” said John Rosso, President of Market Development at Triton Digital. “The first of its kind in the region, we look forward to providing meaningful insights around digital audio and podcast consumption, device ownership, and more, for the first time.”

The first study aims to have results released in late August/early September by way of presentations in South Africa's major urban centers, and will be published simultaneously online on the NAB, Edison Research, and Triton Digital's websites.

**About Edison Research**

Edison Research conducts survey research and provides strategic information to a broad array of clients, including Activision, AMC Theatres, Disney, Dolby Laboratories, Google, Oracle, the U.S. International Broadcasting Bureau, Pandora, Samsung, Siemens, Sony, The Gates

Foundation, and Univision. Edison is the leading podcast research company in the world and has conducted research on the medium for NPR, Slate, ESPN, PodcastOne, WNYC Studios, and many more companies in the space. Another specialty for Edison is its work for media companies throughout the world, conducting research in North America, South America, Africa, Asia, Australia, and Europe. Edison is also the leading provider of consumer exit polling and has conducted face-to-face research in almost every imaginable venue. Since 2004, Edison Research has been the sole provider of Election Day data to the National Election Pool, conducting exit polls and collecting precinct vote returns to project and analyze results for every major presidential primary and general election.

### **About the National Association of Broadcasters of South Africa**

The NAB is a voluntary association funded entirely by its members, comprising radio and television players in the public, community and commercial spheres. The NAB regularly engages with policy makers on behalf of its members in advocating for an enabling broadcasting environment that is robust and sustainable. It promotes an industry grounded in the principles of democracy, diversity and freedom of expression. A wide range of organisations belong to the NAB and hundreds of individuals working in the broadcasting and associated industries involve themselves in its activities.

### **About Triton Digital**

Triton Digital® is the global technology and services leader to the digital audio and podcast industry. Operating in more than 40 countries, Triton provides innovative technology that enables broadcasters, podcasters, and online music services to build their audience, maximize their revenue, and streamline their day-to-day operations. In addition, Triton powers the global online audio industry with Webcast Metrics®, the leading online audio measurement service.

With unparalleled integrity, excellence, teamwork, and accountability, Triton remains committed to connecting audio, audience, and advertisers to continuously fuel the growth of the global online industry. Triton Digital is a wholly owned subsidiary of The E.W. Scripps Company (NASDAQ: SSP). For more information, visit [www.TritonDigital.com](http://www.TritonDigital.com).

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