2011 PAMRO meeting, media research conference set for Senegal

The 13th PAMRO meeting and All Africa Media Research Conference will take place from 21-24 August 2011 in Dakar, Senegal at the Le Méridien President Hotel. Updates on media audience research activities from countries from all parts of Africa will be provided.

Presentations will address a wide range of subjects such as television audience research methodologies, as well as the measurement and status of radio, print, internet and outdoor in Africa. Speakers will examine what the future holds and discuss, inter alia, research conducted over the past year in member countries.

For information, go to www.pamro.org.

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