

## SAARF TV audience measurement forum in March

Television will undergo its biggest change since its inception during the next few years. Every household in South Africa will be affected by this and will have to change from the current analogue system to digital. New and improved TV sets, personal video recorders (PVRs) and other equipment will become widely available, high definition (HD) TV will become widely used and the number of available TV channels will grow explosively. SAARF, in co-operation with the TV industry and other SAARF stakeholders, is currently investigating what the TV scene will look like in 5 - 10 years from now, as there are huge implications for the ongoing measurement of this dynamic medium. It will also be hosting a Television Audience Measurement Forum, on 4 March 2009 in Bryanston, Johannesburg, where leading international experts will be sharing their experiences and insights into the changing TV market and the future of TV audience measurement. For more, go to [www.saarf.co.za](http://www.saarf.co.za).

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