

Gauteng Billboard Landscape Report - 2013

 By [Tatenda Chiweshe](#)

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The Gauteng billboard market, the largest in South Africa, is estimated at R540m a year and has a stock level of approximately 3,000 faces.

It has taken Media Trace over 8,000km of intensive travel in the province and 1600 man-hours to document these sites and create what is undoubtedly the only comprehensive database of billboards in the province.

The report was developed in response to Media Trace's clients who pointed out that the industry specific data they receive from us would have a more meaningful context if they had a better understanding of the overall landscape from which the data is drawn.



Market research data on your boards in Sandton, Sharpeville, Soshanguve or Sebokeng is difficult to manipulate intelligently without an understanding of the environments, their nuances, the opportunities and the pitfalls. Particularly when it comes to handling proposals from and negotiating with other industry players, it is important to be able to interrogate value from a position of being on the same page.

Gauteng's status as the rational province to master first comes from both its population size and economic prowess. Census 2011 confirmed that the province is home to more than 12.2 million people; a figure that has risen by 33.7% from a total of 7 million of the 1996 Census. This makes it the country's largest province as it accounts for 23.7% of the total population; despite occupying about 1.4% of South Africa's land area, the smallest in size. The tiny province punches way above its weight, contributing 33.7% to the national gross domestic product in 2010 and a phenomenal 10% to the GDP of Africa as a whole.

ABOUT TATENDA CHIWESHE

Tatenda Chiweshe is the CEO of Media Trace, a specialised outdoor media insights company operating across Africa. Contact Tatenda on +27 (0)74 839 7440 or email him on Chiweshe@gmail.com

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