

Call for papers for 17th PAMRO conference

PAMRO (Pan African Media Research Organisation) has put out a call for papers from researchers wanting to present at the 17th PAMRO meeting and All Africa Media Research Conference. This will take place from 21-24 August 2016 at the Elephant Hills Resort in Victoria Falls, Zimbabwe.



The theme for this year's conference is 'Africa Media Research in a Globally Connected World'. Presentations will address a wide range of subjects, such as television audience research methodologies, as well as the measurement/status of radio, print, internet and outdoor research in Africa.

This year market segmentation will also be a focal point of the conference.

Individuals or institutions interested in presenting findings from media audience research activities from all parts of Africa and the rest of the world, are invited to contact [PAMRO](#) at: by the 15 June 2016.

PAMRO would also like to invite businesses and institutions active in Africa and worldwide to present relevant case studies regarding media audience research in Africa.

PAMRO's objectives are to create a forum for industry organisations, media research providers, media owners, marketers and advertising agencies in different African countries to exchange knowledge and to learn from one-another's successes and failures.

It also aims to ensure the highest quality and to harmonise research methodologies, so that eventually a continental media research database will exist. The latter will make Africa the world leader in providing a research database for the growing number of global media owners, marketers and agencies.

PAMRO includes the Indian Ocean Islands in all its activities and underwrites the rules of market research bodies such as those of the World Organization for Research Professionals (ESOMAR).

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