

Pamro 2022 "Elevating media measurement and evaluation in a resilient Africa"

Issued by [Spark Media](#)

20 Oct 2022

The Pan African Media Research Organisation (Pamro) is hosting its much anticipated 23rd annual conference. Pamro 2022 is being hosted in Cape Town at the Radisson Blu Waterfront Conference Centre, Monday 24 and Tuesday 25 October. They have invited [Borderless Access](#) to present a paper - the same team that partnered with [Spark Media](#) to conduct their 8th edition of Roots research.



Lynne Krog, senior research strategist at Spark Media

Joining the Borderless Access team as a co-presenter at this year's conference is Lynne Krog, senior research strategist at Spark Media. Lynne has been integral in the Roots 8.0 research conducted by Spark Media.

Pamro obtains actionable knowledge based on the behaviours of African people, particularly surrounding the media, lifestyles, and product usage. Given the shift to digital first, Roots Research is well positioned to be showcased, inclusive of the supplementary qualitative work, and online quantitative deliverables. Lynne will be highlighting a strong case for the role of community papers to the audience.

Register for the conference and have the opportunity to gain insights from leading industry researchers.

[Book your tickets for the much-anticipated Pamro media conference \(businesslive.co.za\).](https://businesslive.co.za)

" Spark Media 'leaps into local' with comedian Themba Robin 14 May 2024

" Spark Media 'leaps into local' with new digital ad offering 29 Feb 2024

" New advertising opportunities for retailers as load shedding changes consumer purchase patterns 30 Jan 2024

" Spark Media in the 'Big Apple' for Retail's Big Show 8 Mar 2023

" Local papers continue to dominate as SA's top-performing print media 1 Mar 2023

Spark Media



Spark Media, a division of Caxton & CTP Publishers and Printers Ltd, is South Africa's largest print and digital media solutions sales company. It represents Caxton's 115 local newspapers and 58 local websites, providing location-targeted content for brands and ad agencies at scale in 120 economically-active communities. It also produces ROOTS, SA's leading urban, community-level quantitative survey that provides unequalled demographic and behavioural information on local consumers.

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