



Ghana Top Shows on TV & Radio, 2018

GeoPoll is pleased to release updated media data from Ghana which shows the top radio and television programs in certain key categories in Ghana in 2018. 2018 marked 25 years since Ghana implemented a free press system, opening up broadcasting to the masses. There are now [estimated to be over 350 commercial radio stations](#) and more than 30 television stations operational in Ghana, in addition to international media houses who broadcast through satellite and digital subscriptions.

In the past five years, the media landscape has been further diversified as Internet penetration has grown, bringing with it a myriad of new, online-only media outlets that [compete with traditional media houses](#) for audience. Ghana's analog to digital migration, [originally scheduled for 2015](#), has been pushed back, and as of March 2019 still has not been completed. These factors, along with a new slate of shows from telenovelas to reality TV shows, have contributed to a fractured media landscape, where no one station gets a majority of TV share and there are large differences in top stations by region. Below, we provide high-level data on some of the key programming categories in Ghana for media houses and advertisers:

Ghana Radio Ratings:

As noted above, Ghana has a huge number of radio stations in operation, with many of them being regional stations and a few national syndication via local independent affiliates. For our analysis of radio ratings, GeoPoll has examined ratings regionally for two of the most important times of day in terms of radio listenership and advertising rates: Morning Shows, those which are broadcast between the hours of 6am - 11am, when audiences are getting ready for and driving to work, and Drive Time Shows, broadcast in the afternoon hours from roughly 2pm-7pm, when audiences are on their way back from work in the late afternoon.

The regional top ten shows for Greater Accra, Ashanti, and Western are listed below, however we do observe two key trends in Ghana radio audiences overall: First, we find that Kokrokoo, hosted by well-known media personality Kwami Sefa Kayi, is the top listened-to morning show program in all regions, despite being aired on different stations in each area. Other nationally notable radio programmes include the Super Morning Show and Dwaso Nsem, which both are in the top ten in more than one region. Second, GeoPoll data shows that morning show ratings are consistently higher than afternoon drive time show ratings, indicating that audiences do not consistently listen to the same stations in the morning and afternoon, and overall tune in less in the afternoon hours.

Greater Accra Radio Ratings:

Morning Shows:

The top ten morning shows broadcast in Greater Accra are listed below, with Peace FM drawing the highest ratings, at 3.6, during the Kokrokoo morning show which airs from 6am – 11am. In second is Citi FM's Breakfast Show, and third is Joy FM's Super Morning Show.

GeoPoll: Top Morning Radio Shows 2018 Greater Accra, Ghana

POSITION	STATION	PROGRAM	AIR TIME	RATINGS AVERAGE
1	Peace	Kokrokoo	6am - 11am	3.6
2	Citi	Citi Breakfast Show	6:25am - 10am	3.4
3	Joy	Super Morning Show	6am - 10am	3.1
4	Adom	Dwaso Nsem	6am -10am	2.4
4	Radio Gold	Gold Power Drive	6am - 10am	2.4
6	Vision 1	Ghana Beye Yie	9am - 2pm	2.2
7	Starr	Morning Star	6am - 10am	1.7
8	Okay	Ade Akye Abia	6am -10am	1.4
8	Sweet Melodies	What's going on	7am - 9am	1.4
10	Asempa	Ultimate Sports Show	6am - 10am	1.3

Drive Time Shows:

The top shows in the afternoon in Greater Accra are also led by Peace FM, who's show Ekwanso Brebre, which airs from 3pm – 6pm, gets a rating of 3.1. In the afternoon, Joy FM's Drive Time takes the second slot from Citi, who is third with Traffic Avenue. During the afternoon time YFM, who does not make an appearance in the morning top ten shows, ties for the ninth slot with their show Dryve of Ur Lyfe, which gets the same rating as Asempa's Ekosiisen and Sweet Melodies' Melody Drive.

GeoPoll: Top Drive Time Radio Shows 2018 Greater Accra, Ghana

POSITION	STATION	PROGRAM	AIR TIME	RATINGS AVERAGE
1	Peace	Ekwanso Brebre	3pm - 6pm	3.1
2	Joy	Drive Time	2pm - 6pm	2.9
3	Citi	Traffic Avenue	2pm - 5:30pm	2.8
4	Adom	Ofiekwanso	3pm - 6pm	2.2
5	Radio Gold	Agro	6pm - 10pm	2.0
6	Starr	Starr Drive	2pm - 5pm	1.7
6	Vision 1	M'abrabo Show	3pm - 6pm	1.7
8	Okay	Ekwanso jojoo	2pm - 6.00pm	1.4
9	Asempa	Ekosiisen	2pm - 6.00pm	1.3
9	Sweet Melodies	Melody Drive	2pm - 6.00pm	1.3
9	YFM	Dryve of Ur Lyfe	3pm -7pm	1.3

Ashanti Radio Ratings:

Morning Shows:

The Ashanti morning shows are dominated by stations Hello and Nhyira, who achieve ratings of 4.6 and 4.3 for their airings of Kokorkoo and Kro Yi Mu Nsem. Luv is in number three with the Super Morning Show, and YFM's morning show, Rise and Shine, gets a 2.2 rating for the number seven position in Ashanti.

GeoPoll: Top Morning Radio Shows 2018 Ashanti, Ghana

POSITION	STATION	PROGRAM	AIR TIME	RATINGS AVERAGE
1	Hello	Kokorkoo	7am - 11am	4.6
2	Nhyira	Kro Yi Mu Nsem	6am - 10am	4.3
3	Luv	Super Morning Show	6am - 10am	4.0
4	Kessben	Maakye	6:30am - 10am	3.7
5	Radio Silver	Kick off Morning	6am - 10am	3.2
6	Angel	Angel in the morning	6am - 10am	2.9
7	YFM	Rise and Shine	6:30am - 9am	2.2
8	Ultimate	Breakfast Show	6am - 10am	2.0
9	Fox	Morning Show	6:30am - 10am	1.8
10	Sikka	Morning Show	6:30am - 10am	1.7

GeoPoll: Top Drive Time Radio Shows 2018 Ashanti, Ghana

Drive Time Shows:

Hello, Nhyira, and Luv stations maintain their top order for the afternoon drive time period, though have slightly lower ratings in the afternoon than in the morning, at 4.5, 4.0, and 3.5 respectively. Otec FM, though not ranked in the top ten morning shows, gets a rating of 2.0 and has the eighth top show during the afternoon with their show Dwabrem.

POSITION	STATION	PROGRAM	AIR TIME	RATINGS AVERAGE
1	Hello	Ekwanso Dwodwo	3pm - 6pm	4.5
2	Nhyira	Ofie Kwanso	4pm - 6pm	4.0
3	Luv	Drive Time	3pm - 6pm	3.5
4	Kessben	Drive Time	3pm - 6pm	3.1
5	Angel	Angel Drive	4pm - 6pm	2.7
6	YFM	Drive of your life	3pm - 7pm	2.5
7	Silver	Akwaaba Drive	3pm - 6pm	2.3
8	Otec	Dwabrem	3pm - 6pm	2.0
9	Fox	Drive Hour	3pm - 6pm	1.9
10	Ultimate	Ultimate Drive Talk Show	2pm - 6pm	1.8

Morning Shows

Kokoroo again is the top listened-to morning show, and in the Western region is aired on Rok FM with a rating of 3.0. The second most popular show in Western is Dwaso Nsem, an Adom FM production which has previously been voted the best [morning show in the country](#), and is broadcast in the Western region by GoodNews FM. Space FM holds the third spot with Ade Akye Ye Bia, broadcast from 6am – 10am with a rating of 2.2.

**GeoPoll: Top Morning Radio Shows 2018
Western, Ghana**

POSITION	STATION	PROGRAM	AIR TIME	RATINGS AVERAGE
1	Rok	Kokrokoo	6am - 10am	3
2	Goodnews	Dwaso Nsem	6:30am - 10am	2.5
3	Space	Ade akye ye bia	6am - 10am	2.2
4	Connect	Oman Ba Pa	6am - 10am	1.9
4	Empire	Morning Star	6am - 10am	1.9
6	Angel	Angel in the morning	6am - 10am	1.6
6	Twin City	Morning Show	6:30am - 10am	1.6
8	Radio Maxx	Super morning show	6am - 10am	1.5
8	Skyy Power	Jolly Breakfast show	6am - 10am	1.5
10	Melody	Melody Morning	6am - 11am	1.4

**GeoPoll: Top Drive Time Radio Shows 2018
Western, Ghana**

Drive Time Shows

Rok FM, Goodnews FM, and Space FM also have the top afternoon shows, airing Ekwanso Bokoboko, Kwantenpon, and Space Drive respectively. Rok FM gets a rating of 2.4 in from 4pm – 6pm, and GoodNews FM and Space FM each achieve ratings of 2.2 during their shows airing from 3pm – 6pm, which are all the same or lower than their ratings in the morning hours. Radio Silver, which does not appear in the top morning shows in Western, is in the tenth slot with their afternoon show Akwaaba Drive, with a 1.2 rating.

POSITION	STATION	PROGRAM	AIR TIME	RATINGS AVERAGE
1	Rok	Ekwanso Bokoboko	4pm - 6pm	2.4
2	Goodnews	Kwantenpon	3pm - 6pm	2.2
2	Space	Space Drive	3pm - 6pm	2.2
4	Skyy Power	Drive Jam	3pm - 6pm	2.1
5	Twin City	High way Drive	3pm - 6pm	1.6
6	Melody	Home Strech	3pm - 6pm	1.5
7	Connect	Asem Yi Dzi Ka	4pm - 6pm	1.4
7	Empire	Empire Drive	3pm - 6pm	1.4
9	Beach	Sunset Beach	2.30pm - 5.30pm	1.3
10	Radio Silver	Akwaaba Drive	3pm - 6pm	1.2

Ghana TV Ratings

The TV landscape in Ghana is less regionally fragmented than the radio landscape, and therefore here we examine TV ratings at a national level. The full GeoPoll Audience Measurement data also allows for TV ratings to be viewed at a regional level or by specific audiences, such as females or youth groups. For this analysis, we focused on the top news programmes, top reality TV programmes, and top telenovelas broadcast in Ghana in 2018.

News Programmes

GeoPoll data shows that news coverage is dominated by 5 stations: TV3, Adom TV, UTV, Gh One, and Joy News. The top rating for news shows overall is achieved by TV3, which gets a rating of 3.6 for its News 360 show, broadcast from 7pm – 8pm every night of the week. TV3’s Mid-Day Live news show also performs well, getting a 2.7 rating and tying with Adom TV’s evening news programme for the second highest-rated news show. UTV’s Evening News is the third highest-rating evening news programme and fourth highest-rated news programme overall. Full ratings of the top news programmes in Ghana are below:

GeoPoll: Top News Shows in Ghana, 2018

POSITION	STATION	PROGRAM	AIR DAY	AIR TIME	RATINGS AVERAGE
1	TV3	NEWS 360	Mon - Sun	7pm - 8pm	3.6
2	Adom TV	Adom Kasee	Mon - Fri	6.30pm - 7.30pm	2.7
2	TV3	Mid-Day Live	Mon - Sun	12noon - 1pm	2.7
4	UTV	Evening News	Mon - Sun	7pm - 8pm	2.6
5	Adom TV	Premtubre Kasee	Mon - Fri	12noon - 12.30pm	2.3
6	UTV	Midday News	Mon - Sun	12noon - 1pm	2.2
7	Gh One	News Tonight	Mon - Sun	6.30pm - 7.30pm	1.8
8	Joy Prime	Joy News Prime (same feed as Joy news)	Mon - Fri	7pm - 8pm	1.7
9	Gh One	GH News room	Mon - Fri	11:30am - 12:30pm	1.4
9	Joy News	Joy News Prime	Mon - Fri	7pm - 9pm	1.4

Telenovelas

In order to measure the telenovela category, we have compiled air dates for the top Telenovelas broadcast in 2018 and compiled them into the below rankings. GeoPoll ratings demonstrate that Adom TV dominates with this audience, housing all three of the top three telenovelas from last year. The top ratings of the year in this category all went to Indian soap operas, with Gangaa, shown daily on Adom TV in the 4pm – 5pm timeslot, getting a 3.6 rating, followed by Kumkum Bagya with a 3.3 rating for its run from January to March 2018 in the 7:30pm timeslot, and Kuchrang, with a 2.9 during its run in the same timeslot as Kumkum Bagya from April to December.

TV3 also airs two popular telenovelas: Till the End of Time, which had a 2.8 rating during its run, and Elina's Ghost, originally developed by Telemundo, which also had a 2.8 rating. Joy Prime also airs three popular telenovelas, while UTV's airing of Who Killed Libia is their only entrance in the top ten telenovela ratings.

GeoPoll: Top Telenovelas in Ghana, 2018

POSITION	STATION	PROGRAM	AIR DAY	AIR TIME	START DAY	END DAY	RATINGS AVERAGE
1	Adom TV	Gangaa	Mon - Fri	4pm - 5pm	10-Jan-18	31-Dec-18	3.6
2	Adom TV	Kumkum Bagya	Mon - Fri	7.30pm - 8.30pm	1-Jan-18	18-Mar-18	3.3
3	Adom TV	Kuchrang	Mon - Fri	7.30pm - 8.30pm	4-Apr-18	31-Dec-18	2.9
4	TV3	Till the End of Time	Mon - Thurs	8.30pm - 9pm	23-Jul-18	31-Dec-18	2.8
4	TV3	Elina's Ghost	Tue - Fri	6pm - 7pm	18-Jun-18	31-Dec-18	2.8
5	Joy Prime	Ashoka samrat	Mon - Fri	6pm - 7pm	5-Sep-18	31-Dec-18	2.7
6	UTV	Who killed Libia	Fri - Sun	8pm - 9pm	18-May-18	31-Dec-18	2.6
7	TV3	The Candidate	Tue - Fri	9pm - 9.30	26-Jun-18	31-Dec-18	2.4
8	Joy Prime	jhansi ki rani	Mon - Fri	6pm - 7pm	17-Jan-18	4-Sep-18	2.2
8	Joy Prime	Runaways	Mon - Fri	8pm - 9pm	11-Sep-18	31-Dec-18	2.2

Reality TV Shows

In terms of reality TV shows, TV3 is the strongest player nationally, airing four of the top ten shows, including Ghana's Most Beautiful (GMB), which had an average rating of 5.2 during its run from September to December 2018. The show Celebrations, which replaced GMB in the same Sunday timeslot on TV3 following the conclusion of GMB, also achieved a high rating of 4.8, while Talented Kids had a rating of 3.9 during its airing earlier on Sundays in February – May 2018. The audience for other reality shows is split between channels, with Adom TV, Angel TV, Atinka TV, and Light TV each having just one entry in the top reality TV shows in Ghana.

GeoPoll: Top Reality TV Shows in Ghana, 2018

POSITION	STATION	PROGRAM	AIR DAY	AIR TIME	START DAY	END DAY	RATINGS AVERAGE
1	TV3	GMB	Sunday	8pm - 10pm	16-Sep-18	2-Dec-18	5.2
2	TV3	Celebrations	Sunday	8pm - 10pm	9-Dec-18	30-Dec-18	4.8
3	TV3	Talented Kids	Sunday	4pm - 6pm	18-Feb-18	27-May-18	3.9
4	Adom TV	Nsroma	Sunday	6pm - 7.30pm	7-Oct-18	5-Jan-19	3.8
5	TV3	Ghana's Strongest	Sunday	5pm - 6pm	17-Jun-18	9-Sep-18	2.1
6	Angel TV	Miss Golden Stool	Sundays	7pm - 10pm	21-Oct-18	14-Dec-18	1.0
7	Atinka TV	De Asa	Sundays & Wednesday	Sun, 4pm - 8pm; Wed, 4pm - 8pm	31-Mar-18	25-Aug-18	0.8
8	Light TV	Gospel New Star	Mon - Sun	7pm - 8pm	10-Mar-18	31-Dec-18	0.3

Full Report Available from GeoPoll

An in-depth analysis of Ghana's media landscape collected through GeoPoll Audience Measurement's daily panel includes additional data points on the below:

- Demographic profile of all stations and programs, allowing for granular targeting of audiences by brands and advertising agencies
- Additional data on the behavior of audiences and affinity ratings
- Spend information and analysis for programs per channel, per programming category
- Share of voice and GRP analysis for sponsors
- Sponsorship tracking

To request pricing for this report please [contact us here](#) and a GeoPoll representative will get back to you shortly.