

Studio Tamani's audience

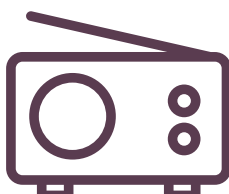
Created by Fondation Hironnelle in 2013, Studio Tamani broadcasts news, magazine and debate programmes in 5 languages (Bambara, Peulh, Tamasheq, Sonrhail and French), acting as a link between the main regions of the country (South, Centre and North). Its main objective is to provide the people of Mali with reliable, unbiased information, and encourage dialogue to find consensual solutions to conflicts affecting the country. Thanks to its network of 85 partner radio stations and 3 partner television channels, Studio Tamani covered 95% of Malian territory in 2025.



3,8 million
weekly listeners



5
languages



46
radios partners in
2026



1
TV partner

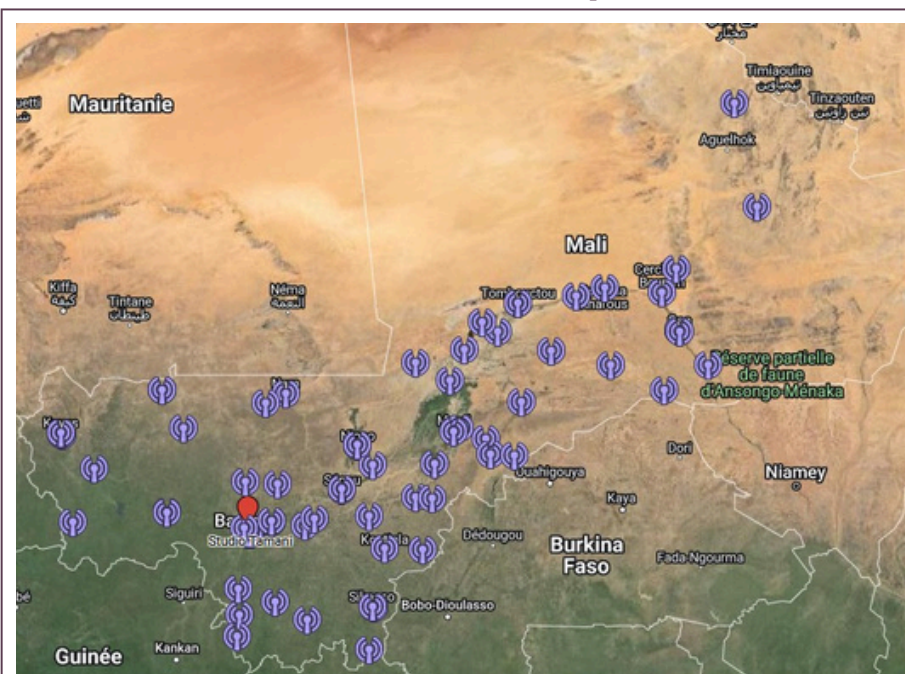


250 000
followers

Each week, 28% of the Malian population aged 15 and over listens to Studio Tamani's programmes. The studio's weekly audience has remained relatively stable in terms of reach compared with previous surveys (31% of Malians in 2023 versus 32% in 2017). Today, the studio has 3,8 million weekly listeners, a significant increase of 400 000 listeners per week compared with 2023.

Consumption of Studio Tamani's programs varies depending on the region. More than three quarters of the population aged 15 and over of Timbuktu (82%) and Mopti (74%) listen, mainly in Sonrhail, to Studio Tamani programs, compared with 19% in Sikasso and 14% in Bamako (mainly in Bambara).

Studio Tamani's radio partners



Methodology

This study was conducted by Ipsos BVA between 21 July and 3 August 2025 on a sample of 3,000 people aged 15 and over, 83% of whom live in major cities, surveyed through face-to-face questionnaires and online via social media. The study was carried out in eight cities in Mali: Bamako, Koulikoro, Ségou, Kayes, Sikasso, Timbuktu, Mopti and Gao. It used a quota sampling method based on socio-demographic criteria: gender, age, socio-professional category and educational level.

Media consumption in Mali

In major cities in Mali, social media have become the most frequently consulted media by the study population (63% use them at least once a week), ahead of radio and television (52% of participants listen to or watch these media at least once a week).

Radio, however, remains the most accessible medium for rural Malians: in smaller towns, where 71% of participants listen to the radio every week.

Digitalisation and exposure to fake news

In urban areas, more and more people are digitalising their media consumption: on a daily basis, 59% of participants use social media, 53% watch TV and 51% listen to the radio. The data highlight that in Mali, social media — particularly TikTok (66%), Facebook (37%) and WhatsApp (28%) — are the main channels of exposure to fake news. Over the past six months, 49% of Malians have been exposed to fake news. For Studio Tamani's audiences, radio remains the primary listening channel (85%), ahead of television (7%), mobile phones (7%), the website (4%) and social media (4% follow the programmes on Facebook).



"I have been listening to radio stations since the 1960s, and to this day I have never seen a media outlet like Studio Tamani, which provides real information.

[...] Studio Tamani is always about delivering facts, nothing but the facts."

Neighborhood chief of Hamdallaye–Sikasso, January 2025

Studio Tamani, a trusted media outlet

Nearly 6 out of 10 Malians know Studio Tamani. A large share of listeners are regular ones: 72% listen regularly, with 34% listening every day and 38% at least once a week. This reflects a strong attachment to the programmes broadcast.

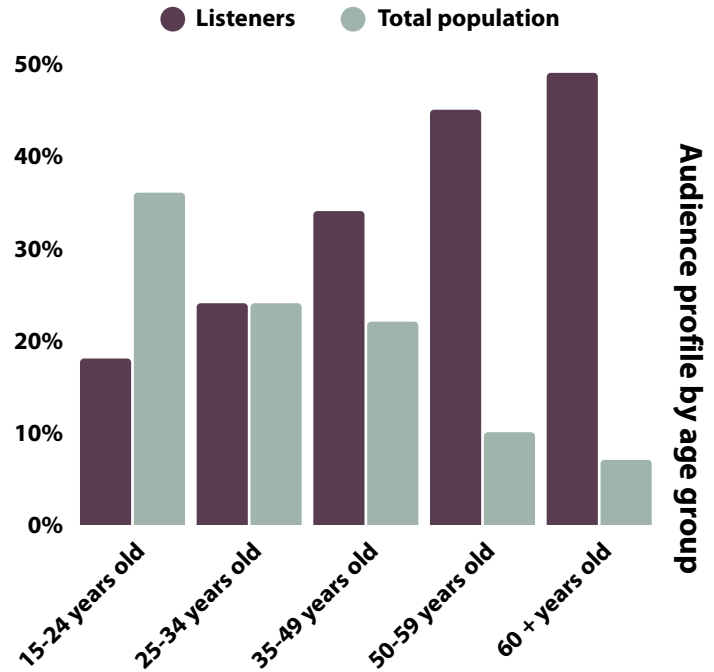
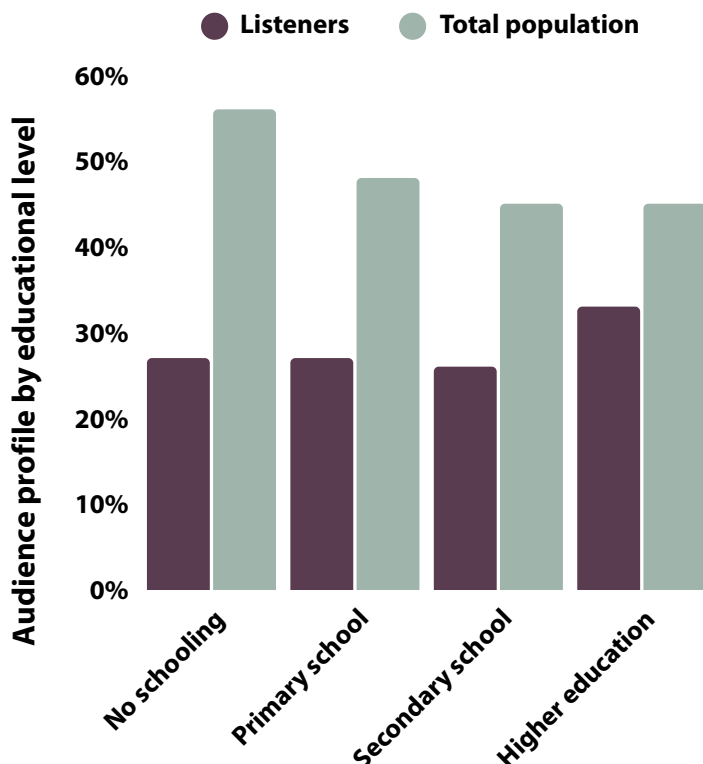
Nearly 4 out of 10 Malians recommend Studio Tamani and share the information they hear with those around them, mainly through conversations. Indeed, 39% of listeners recommend Studio Tamani to their relatives, and 38% share information from the studio with them.

Moreover, 33% say that Studio Tamani is their main, or only, source of information. Studio Tamani is perceived as useful, reliable and more credible than other information sources: 94% of respondents consider its programmes useful, and 95% trust Studio Tamani more than other sources.



Studio Tamani audience profile

Studio Tamani has a more male than female audience: it reaches 33% of men in Mali and 22% of women. Its programmes reach a larger share of the population living in small and medium-sized towns (43%) than those living in major cities (26%).



Studio Tamani's programmes are listened to by a large share of lower-income populations and by people over the age of 35. Indeed, its audience is composed of 34% aged 35 to 49, 45% aged 50 to 59, and 49% aged 60 and above.

Studio Tamani is also listened to equally by audiences with no formal schooling (27%) and by those with primary (27%), secondary (26%) and higher education (33%).

Studio Tamani and populations' needs

Studio Tamani's listeners strongly value the programmes it broadcasts. They particularly appreciate being able to access information in their own language (63%), having reliable and objective news (62%), and improving their ability to identify false information (63%).

