

## The Infinite Dial to debut in SA later this year

South Africa is to join the Infinite Dial, the study from US-based Edison Research, later this year. It was commissioned by South Africa's National Association of Broadcasters (NAB) Commercial Radio Committee.

The Infinite Dial is the longest-running survey of media consumer behaviour in the US, tracking consumer usage of digital media over time.

For more, visit: <https://www.bizcommunity.com>