

TAMS TECHNICAL COMMITTEE REPORT

08 MARCH 2019

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- Penalty Scorecard Week 9 of 2019
- Holistic Plan

KPI UPDATE

TAMS PANEL CHARACTERISTICS

PREVIOUS
ES 2017 Jul-Dec

Total TV Households

14.0 Million

Total TV Population

45.0 Million



CURRENT
ES 2018 Jan-Jul

Total TV Households

14.4 Million

Total TV Population

46.2 Million

Panel Households

3147 installed

Panel Individuals

15,612



Panel Households

3147 installed

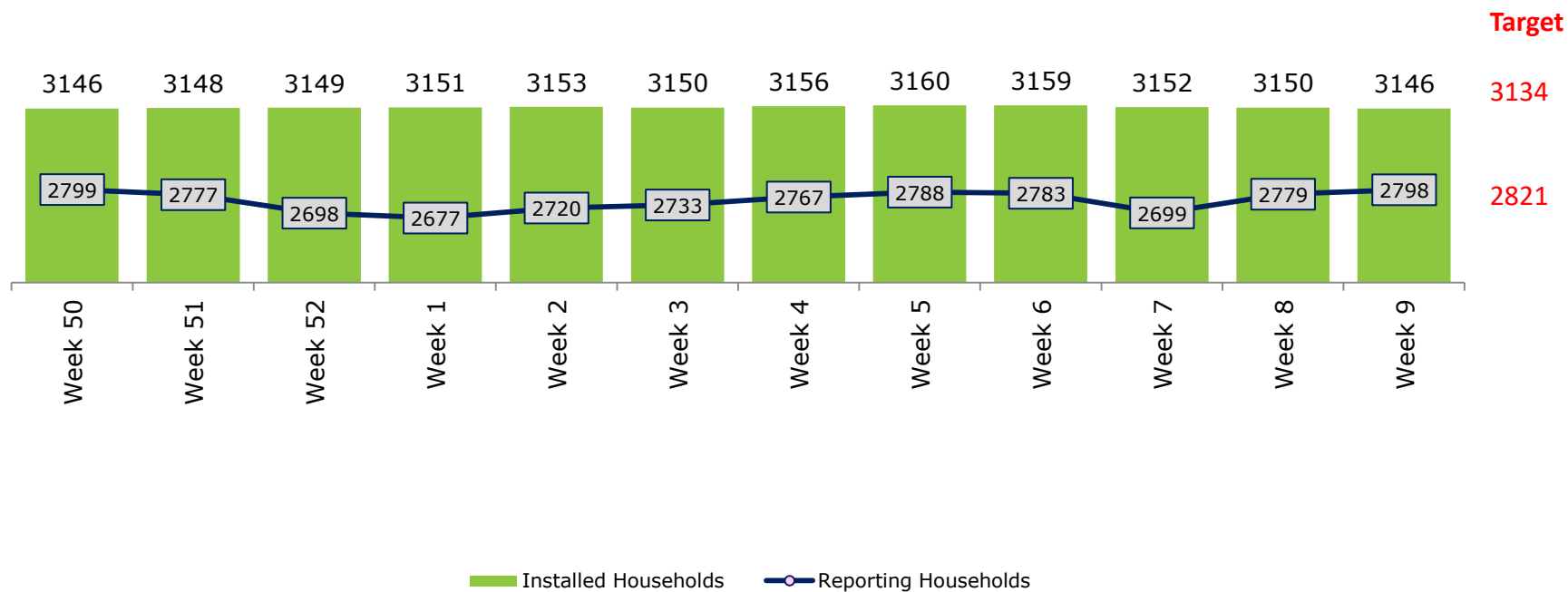
Panel Individuals

15,612

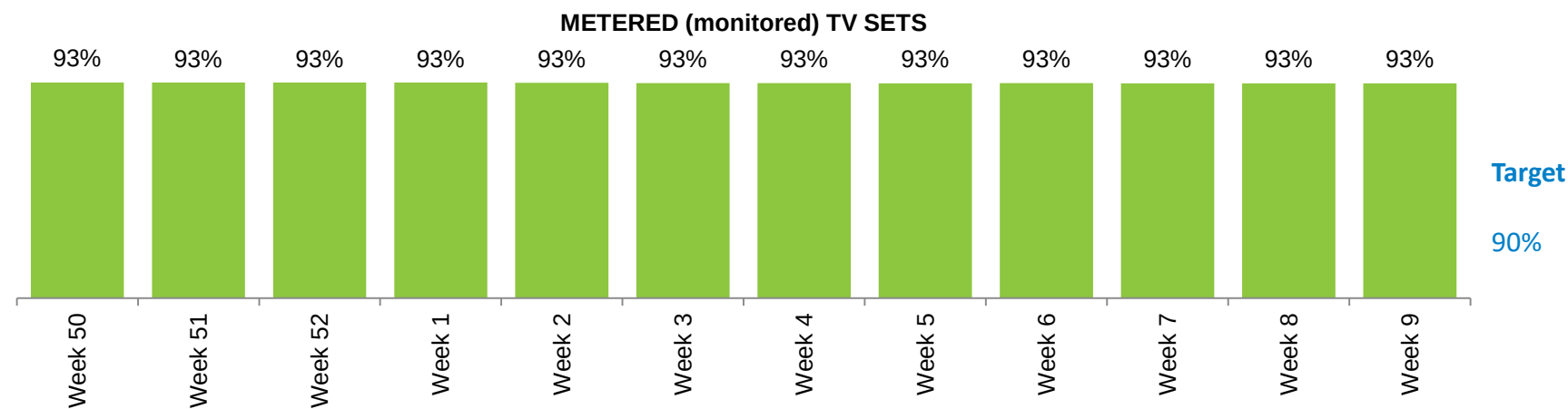
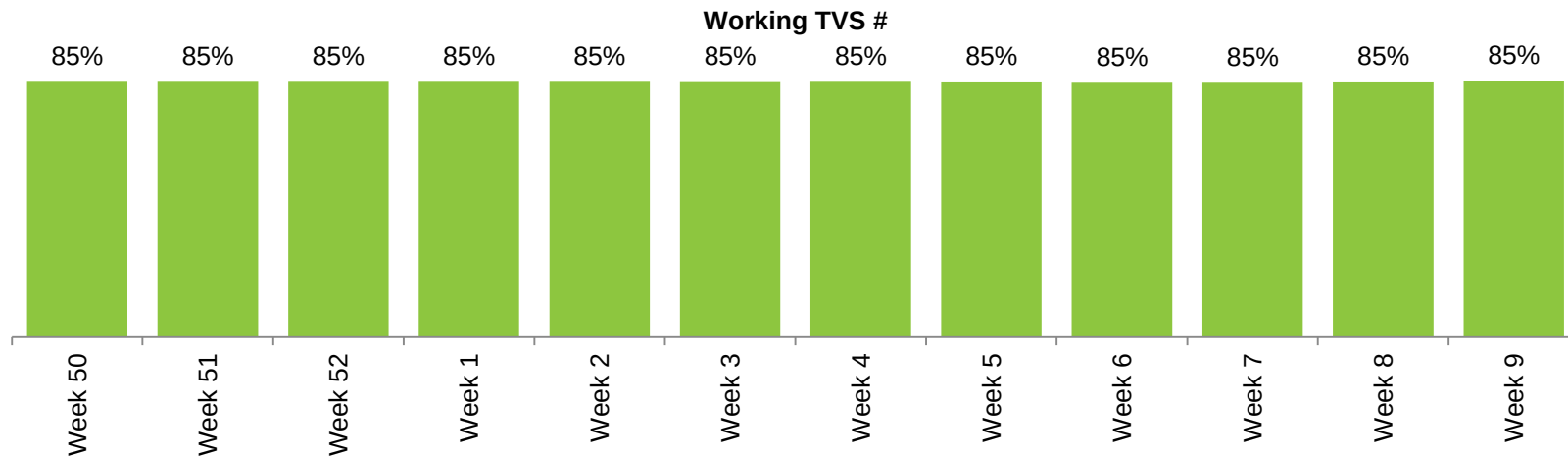
TAMS SAMPLE OVERVIEW



INSTALLED VS. REPORTING HOUSEHOLDS



TAMS SAMPLE OVERVIEW

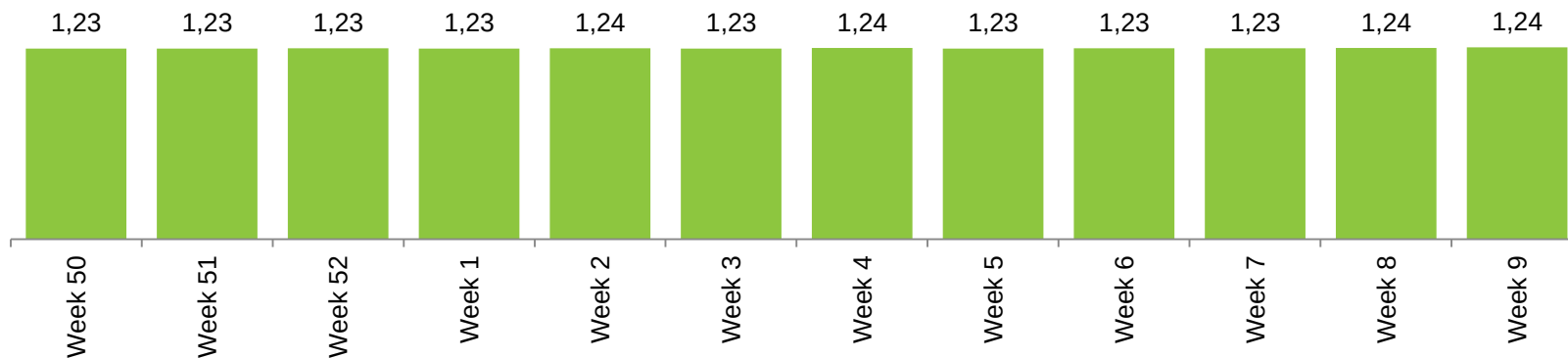


TAMS SAMPLE OVERVIEW

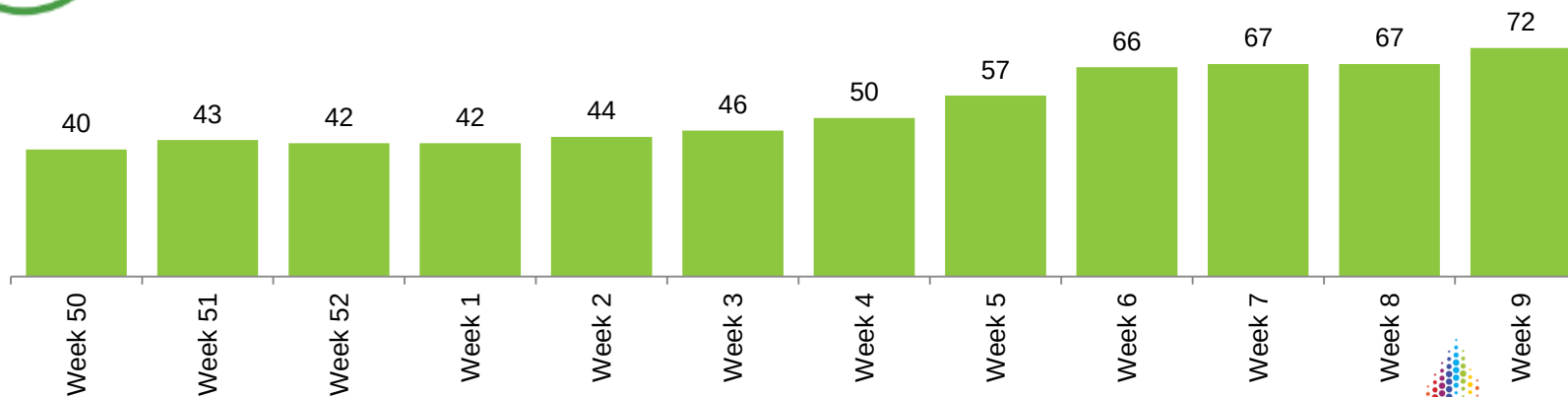


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AVG #
TV SETS



HH's WITH
NO WORKING
TV SETS

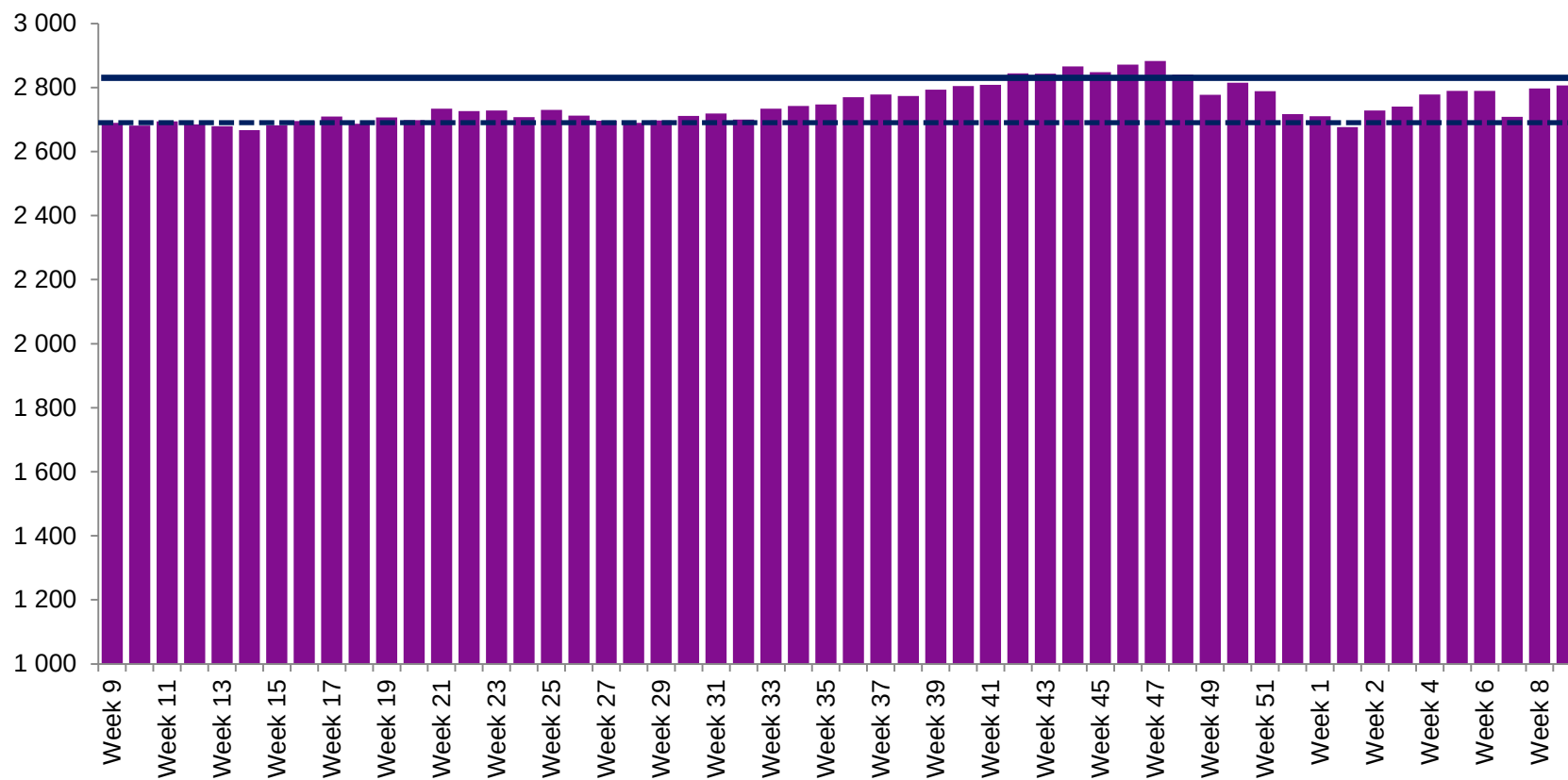


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY HOUSEHOLD SAMPLE

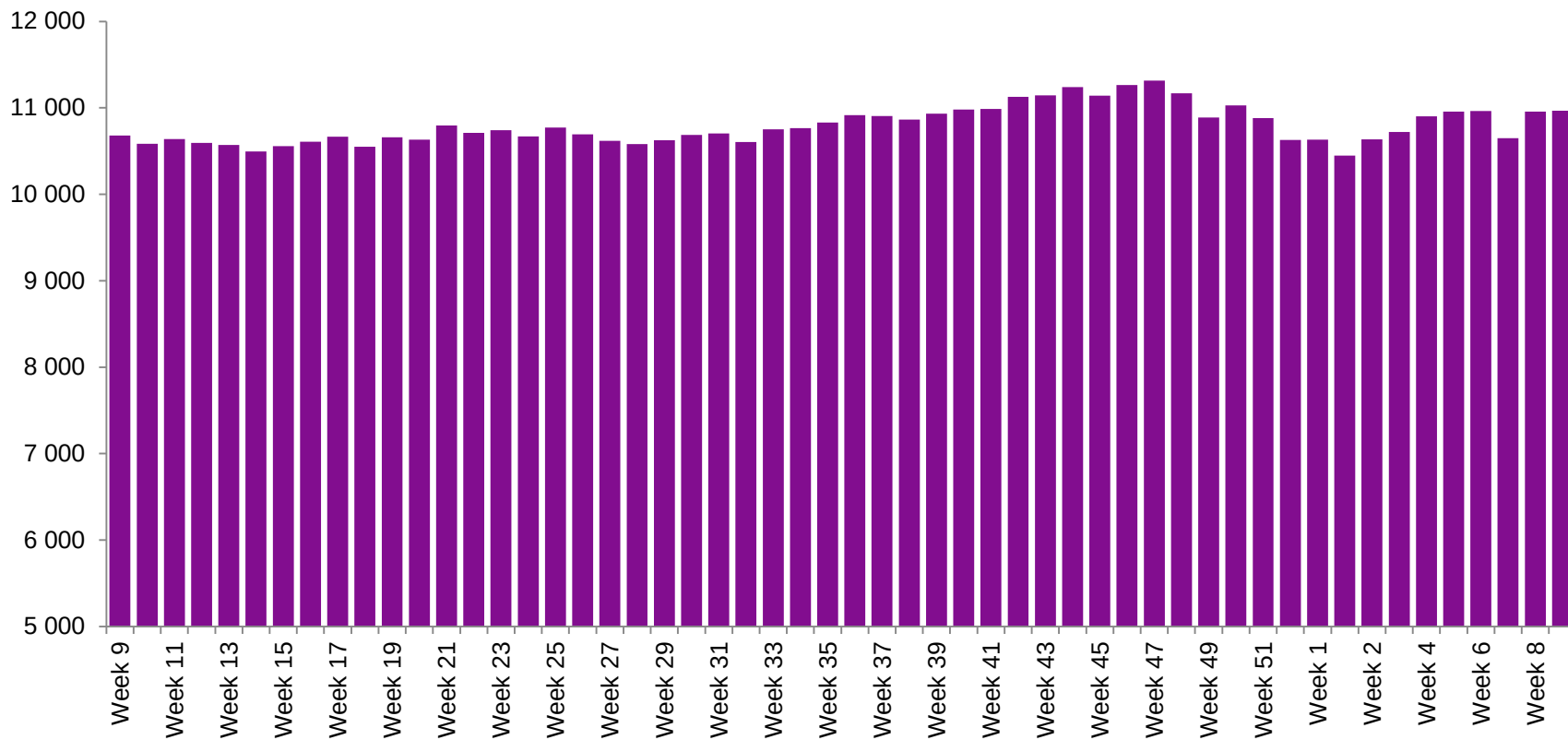


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY INDIVIDUAL SAMPLE



WEIGHTING EFFICIENCY

Efficiency Indicators – Last 6 Weeks 2019



Weekly Avg		Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
INDIVIDUAL WEIGHTING EFFICIENCY		90.2%	89.8%	89.6%	89.8%	89.9%	89.8%
INDIVIDUAL MAXIMUM WEIGHT		16,013	16,921	16,956	14,517	13,675	13,270
HOUSEHOLD WEIGHTING EFFICIENCY		72.6%	72.0%	72.0%	71.8%	71.9%	71.8%

Target

70%

Target

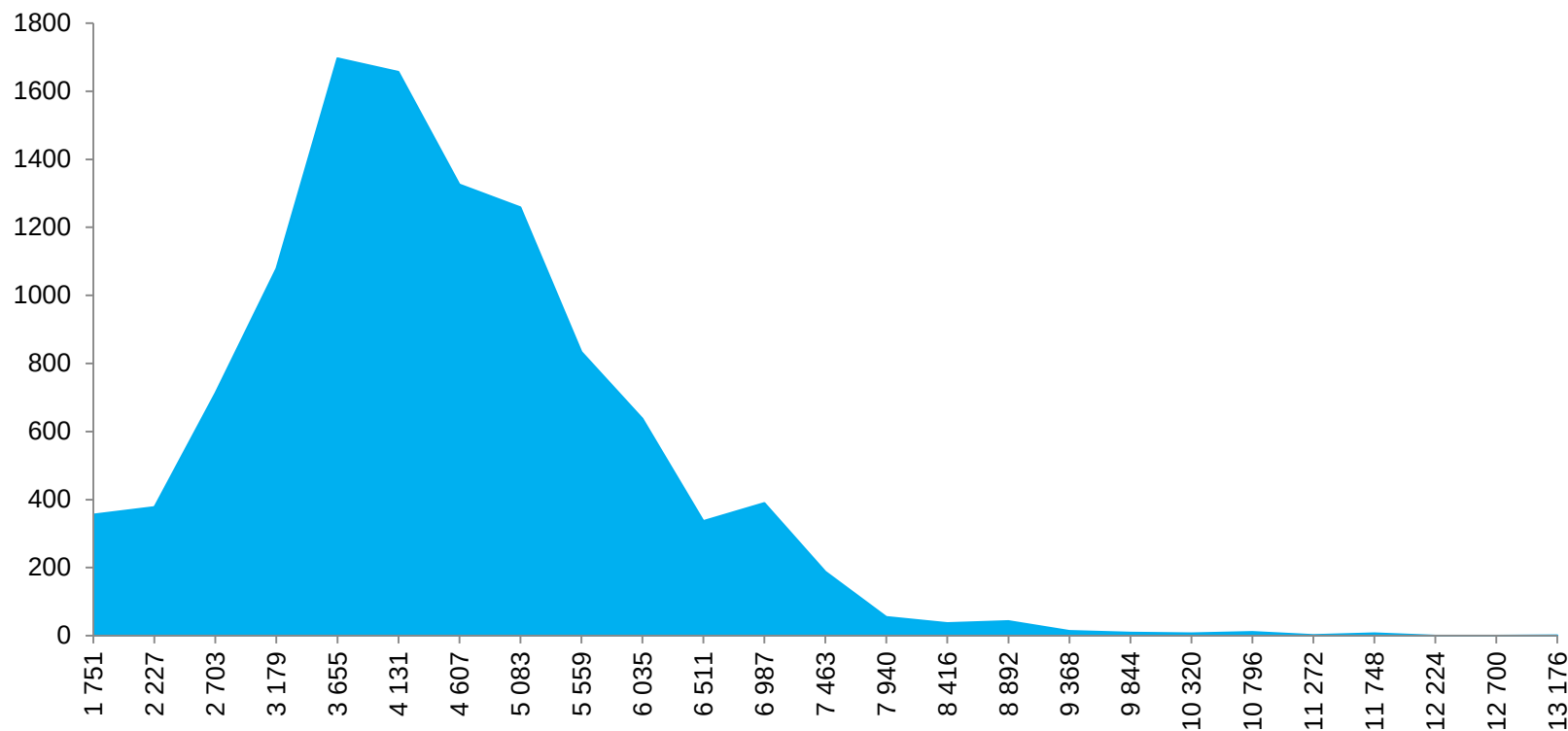
70%

WEIGHTING DISTRIBUTION

As at: week 9 2019



INDIVIDUAL WEIGHTING DISTRIBUTION

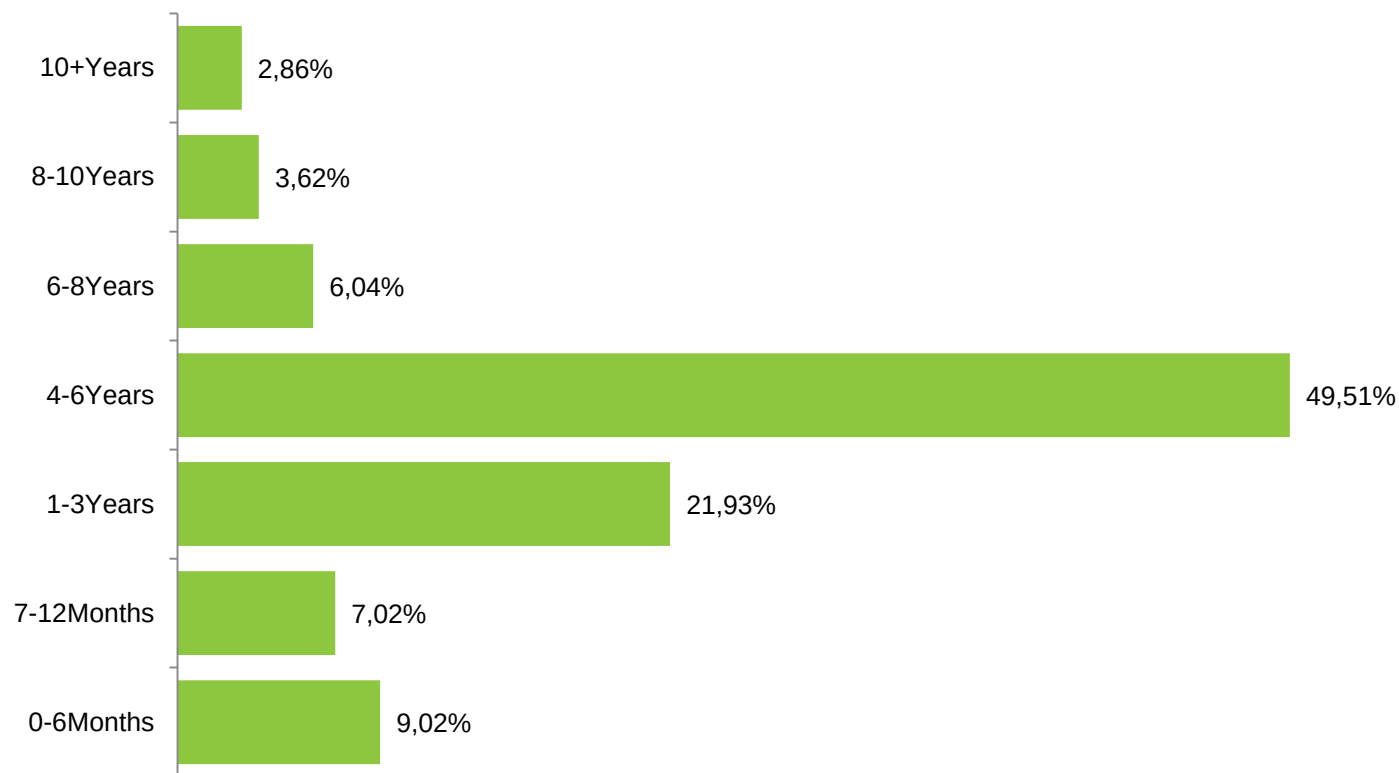


PANEL TENURE

Week 9



PANEL TENURE

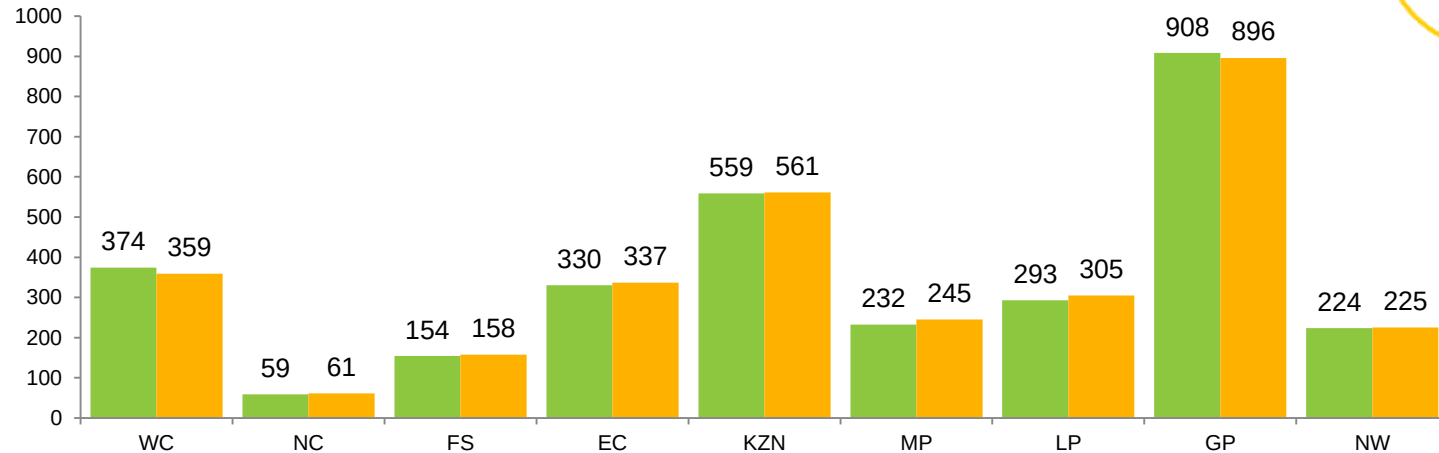


PANEL BALANCE

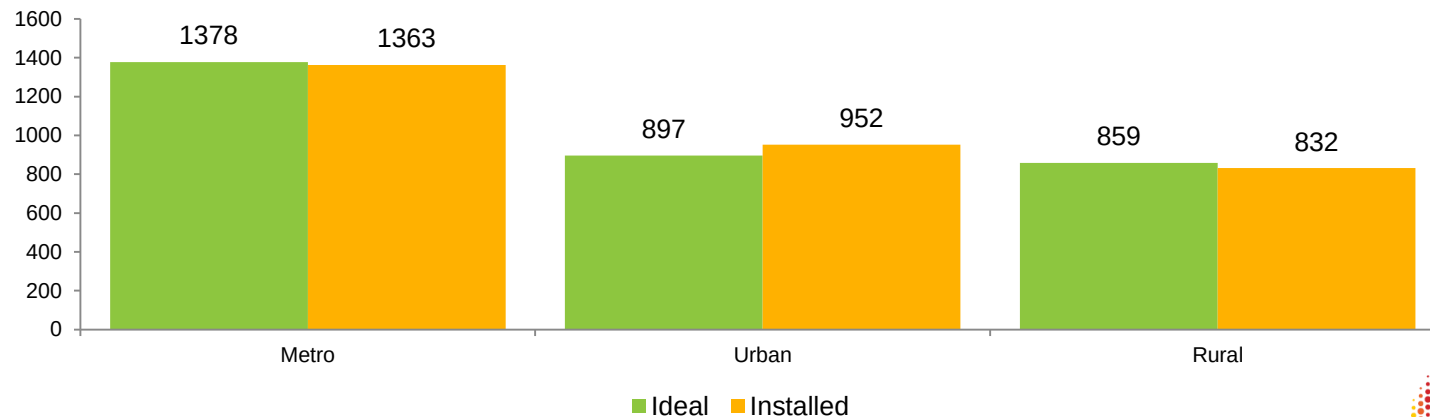
ES 2018 (Jan - Jun) Universe – 27 February 2019



PROVINCE



AREA

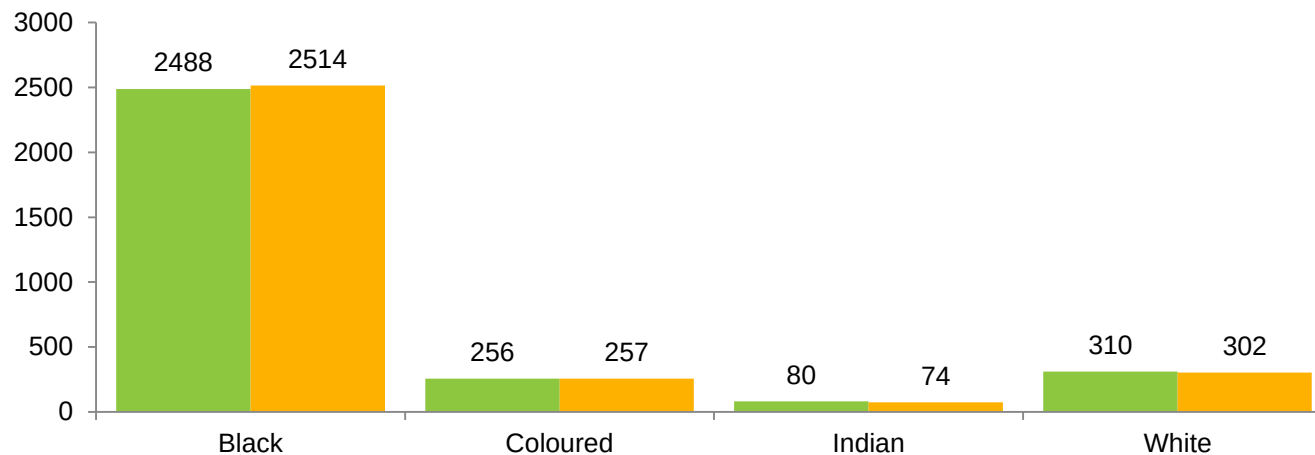


PANEL BALANCE

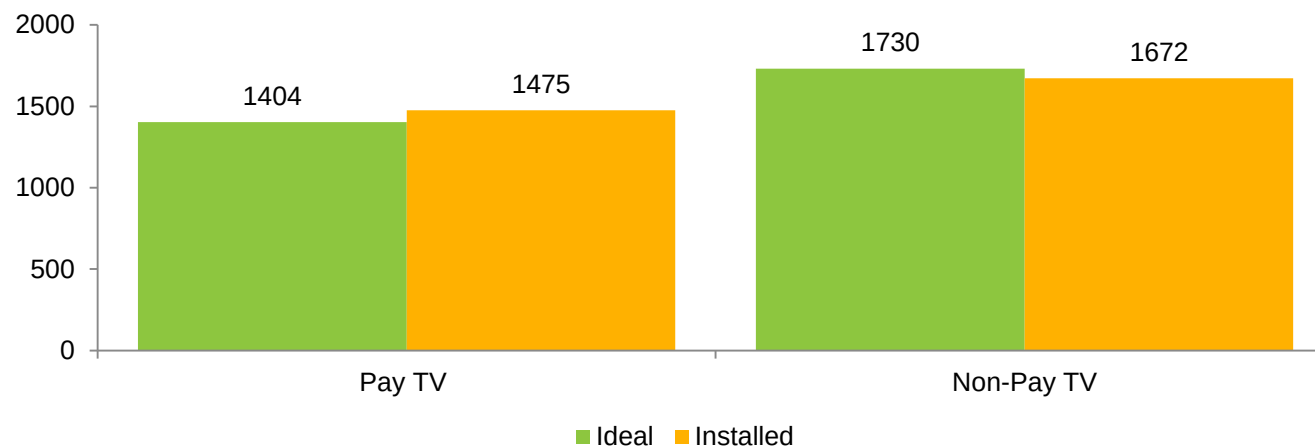
ES 2018 (Jan - Jun) Universe – 27 February 2019



RACE



PAY VS NO PAY

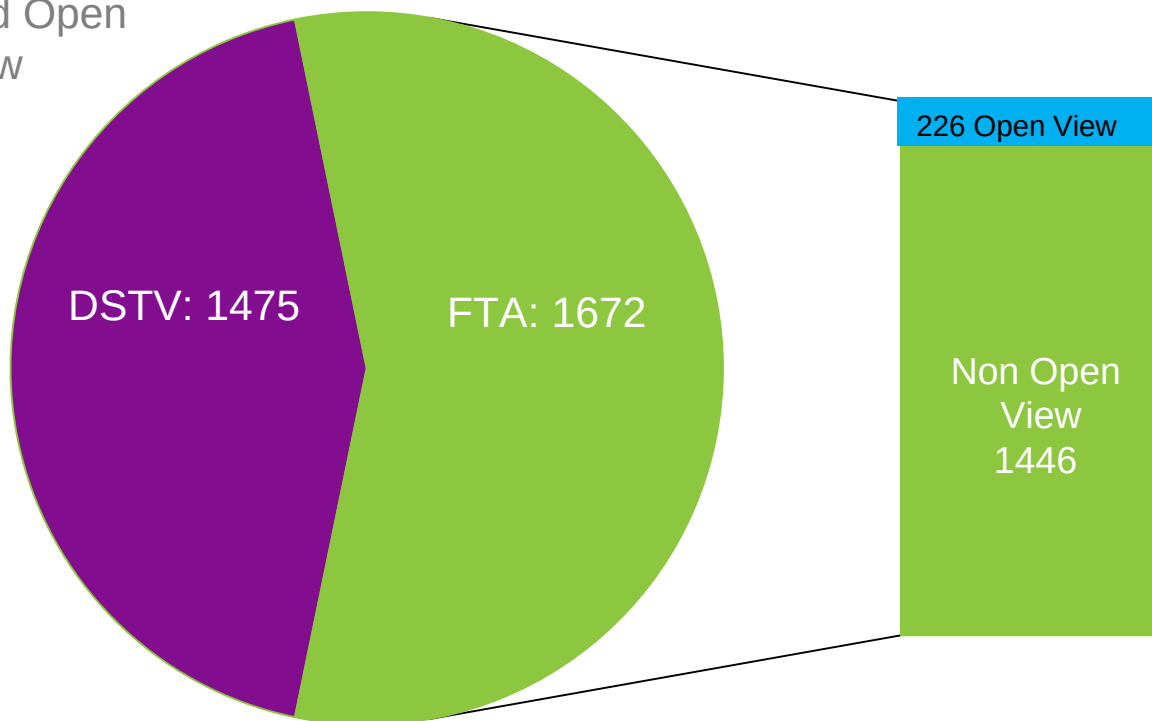


PANEL COMPOSITION 2019

Week 9



22 HH have both
DSTV and Open
View



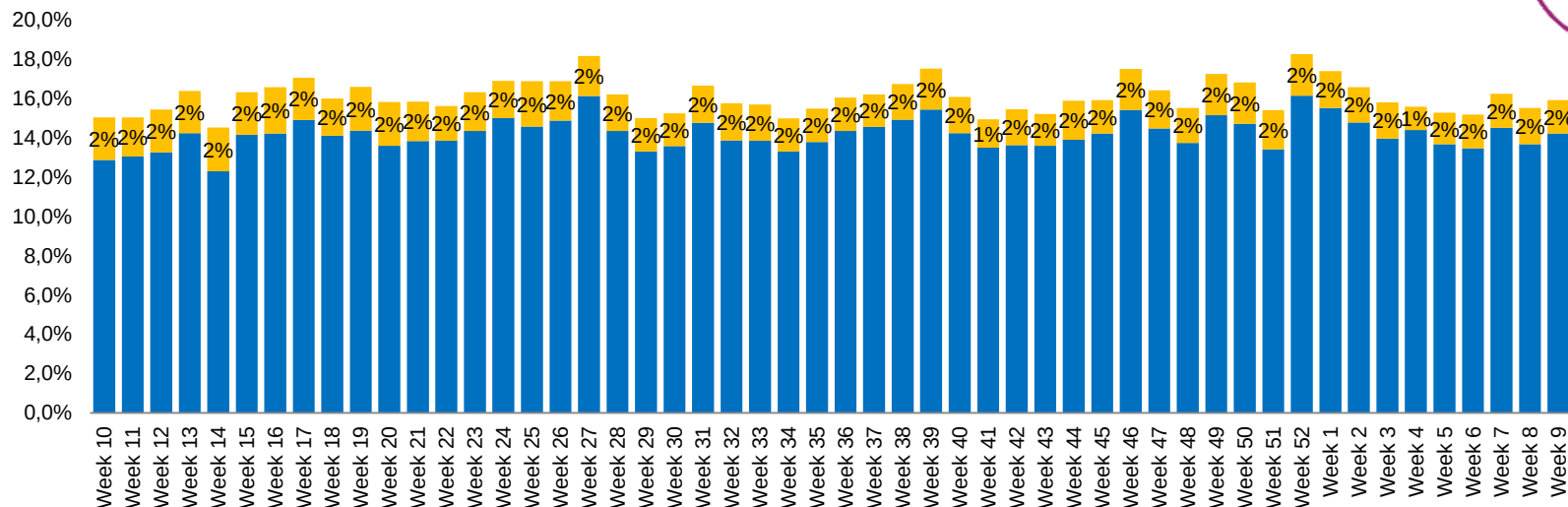
226 Open View

Non Open
View
1446

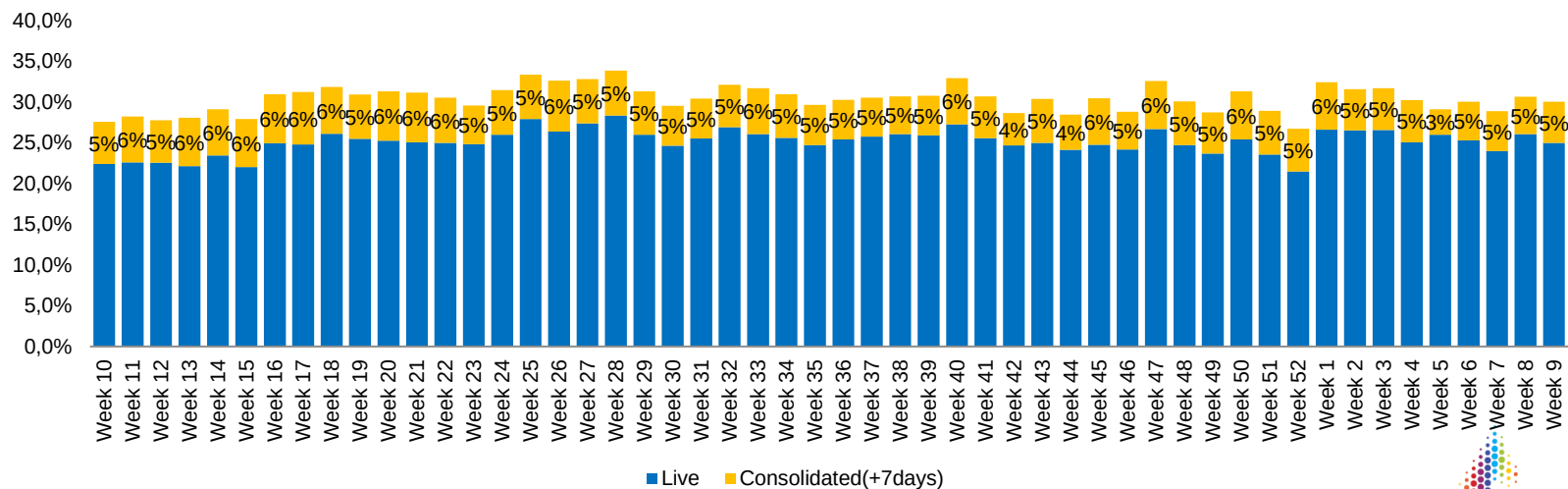
TVR% TIME SHIFTED VIEWING



PVR: ALL DAY



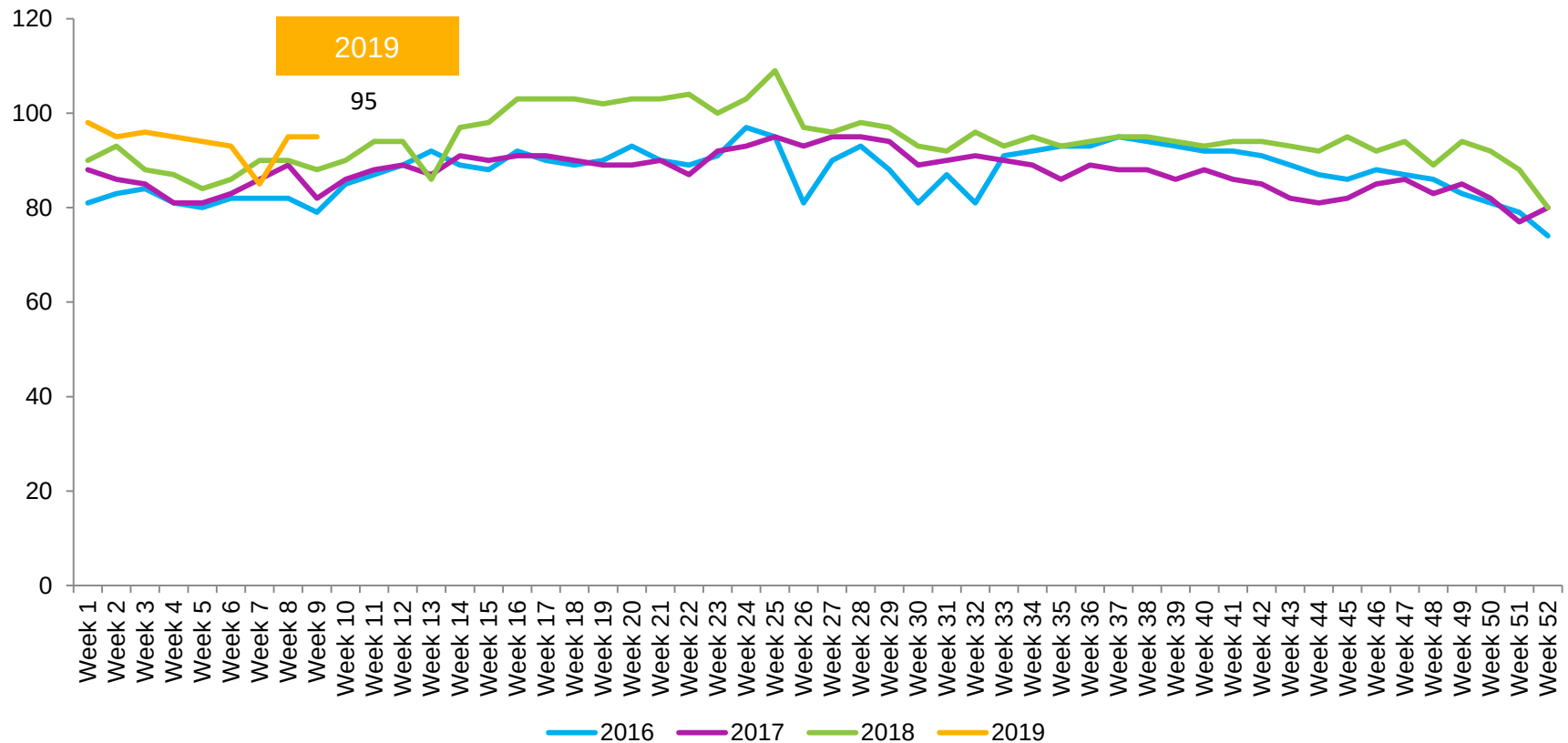
PVR: PRIME TIME



■ Live ■ Consolidated(+7 days)

AVERAGE TIME VIEWED- ATV (MINUTES)

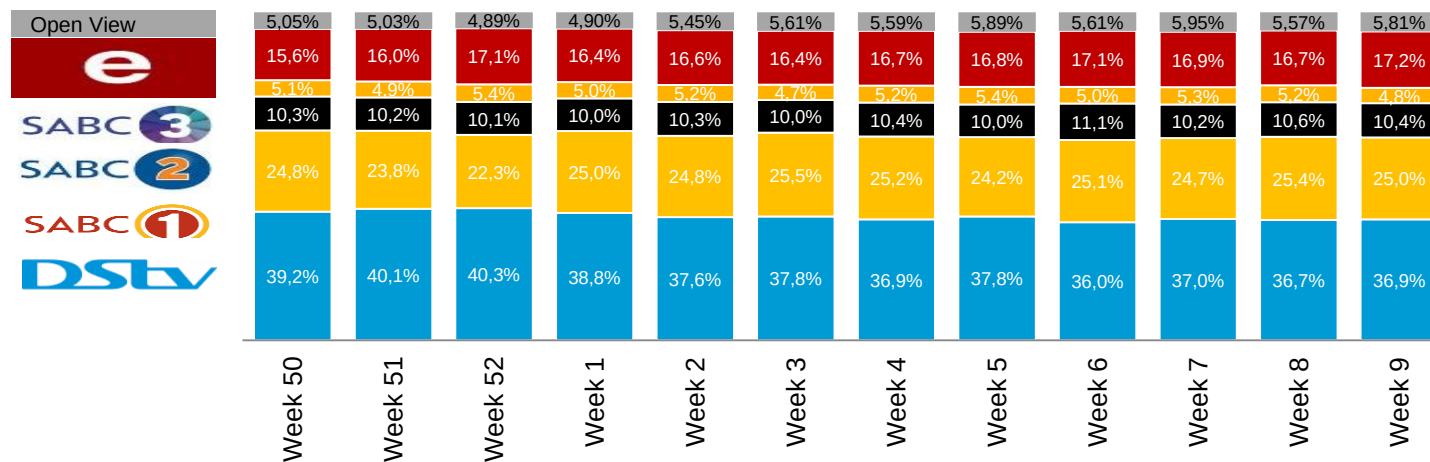
52 Weeks



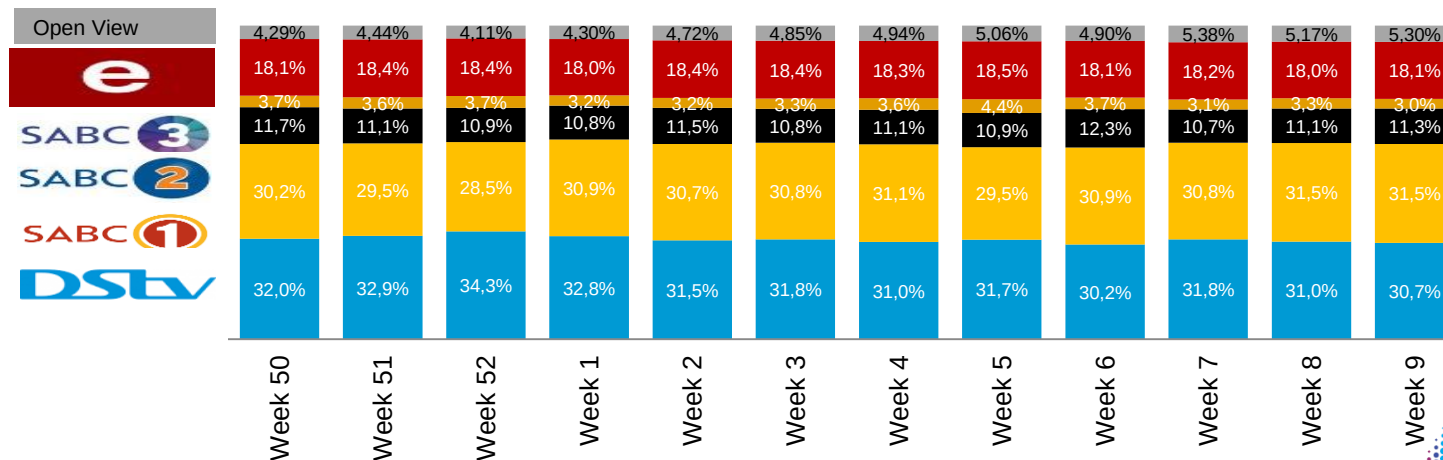
BROADCAST SHARE

2019

BROADCAST SHARE: ALL DAY - ALL INDIVIDUALS



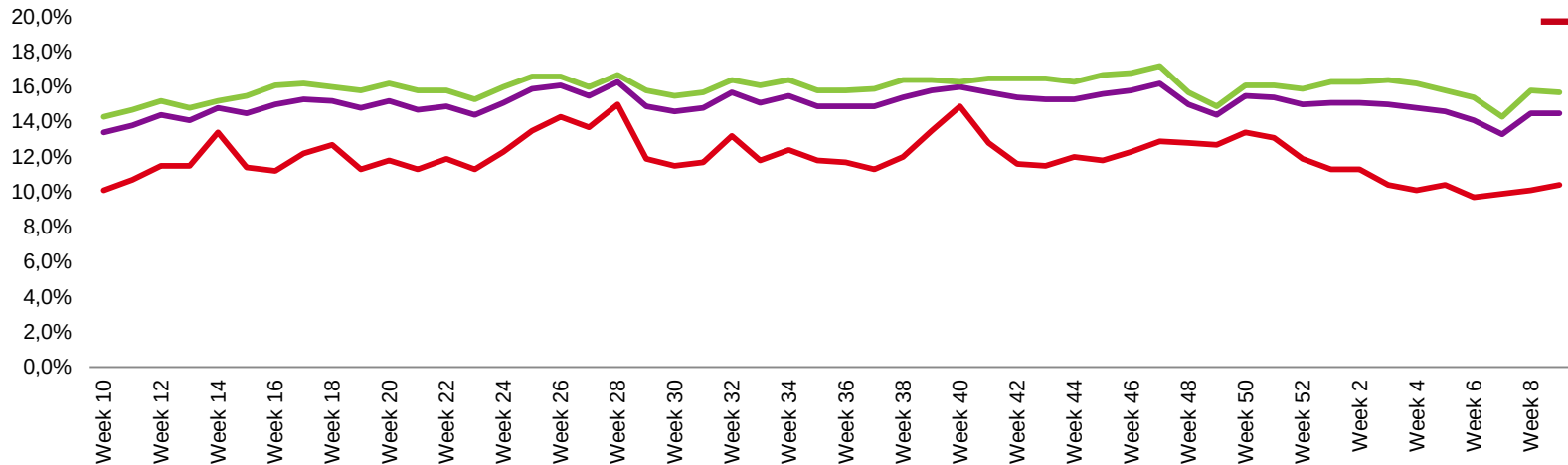
BROADCAST SHARE: PRIME TIME - ALL INDIVIDUALS



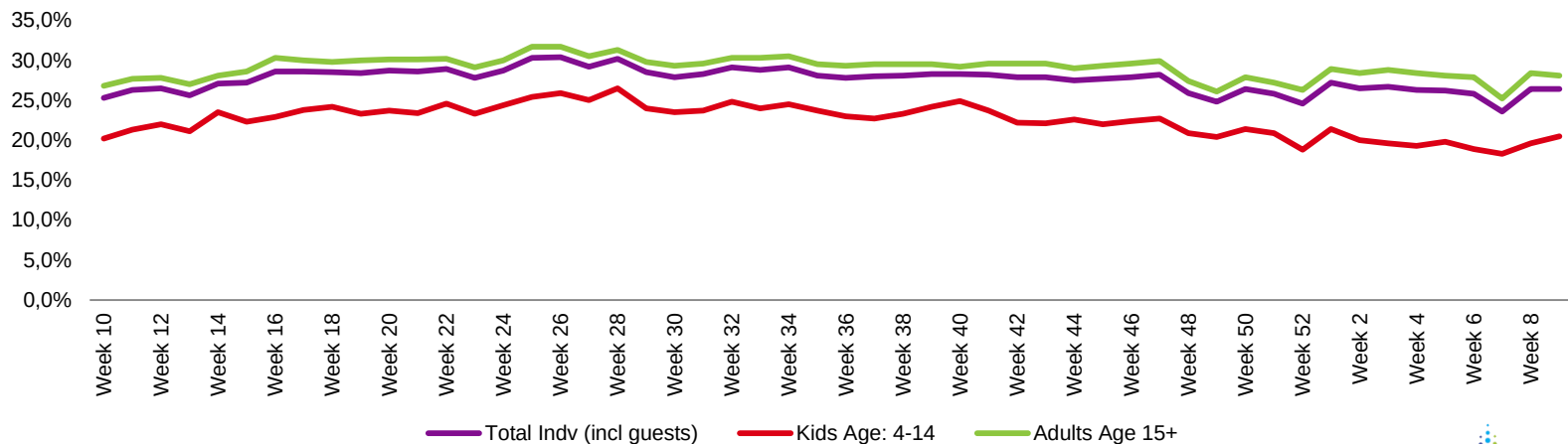
TVR% PAST 12 MONTHS



TOTAL TV: ALL DAY BY ADULTS/KIDS



TOTAL TV: PRIME TIME ADULTS/KIDS

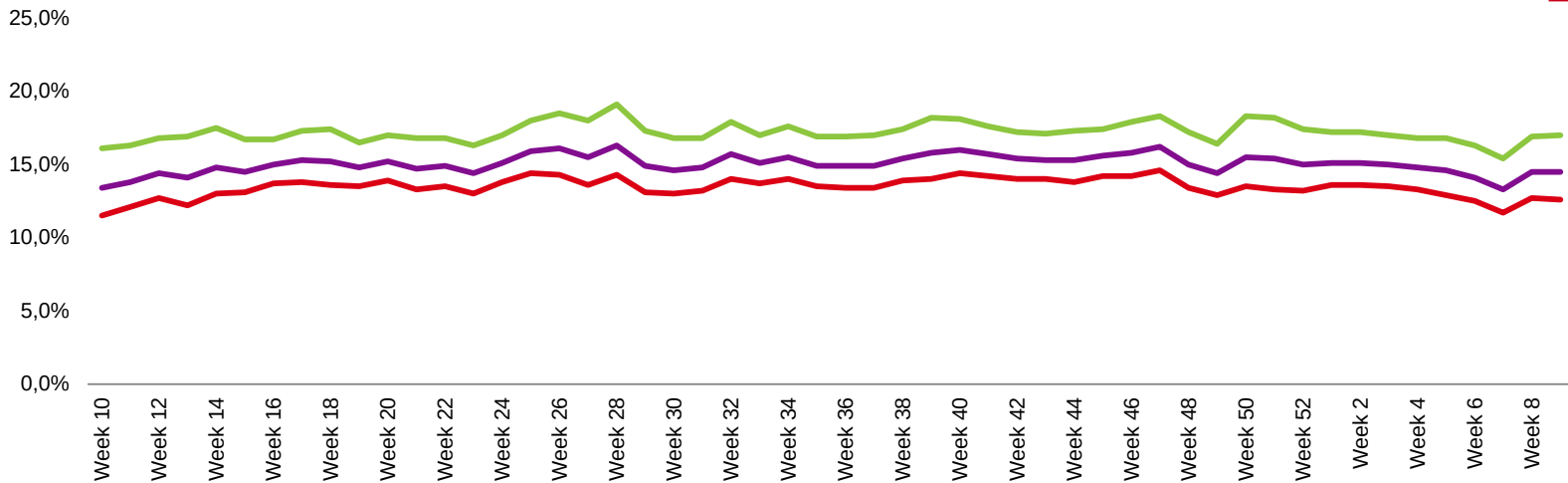


— Total Indv (incl guests) — Kids Age 4-14 — Adults Age 15+

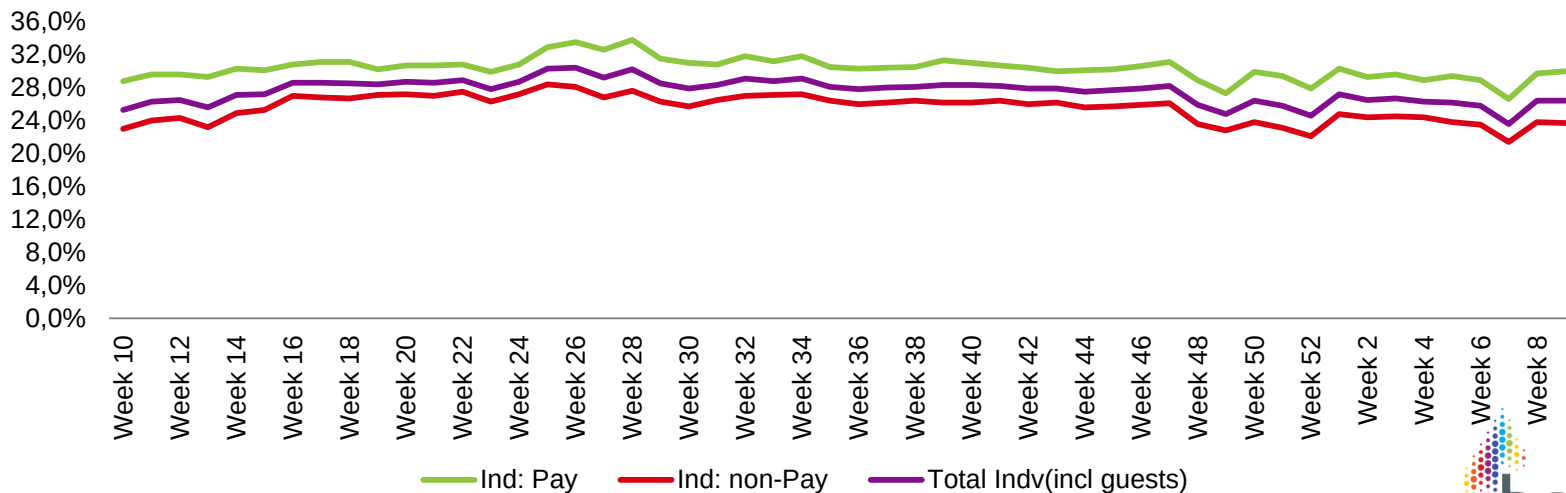
TVR% PAST 12 MONTHS



TOTAL IND: ALL DAY PAY VS NO PAY



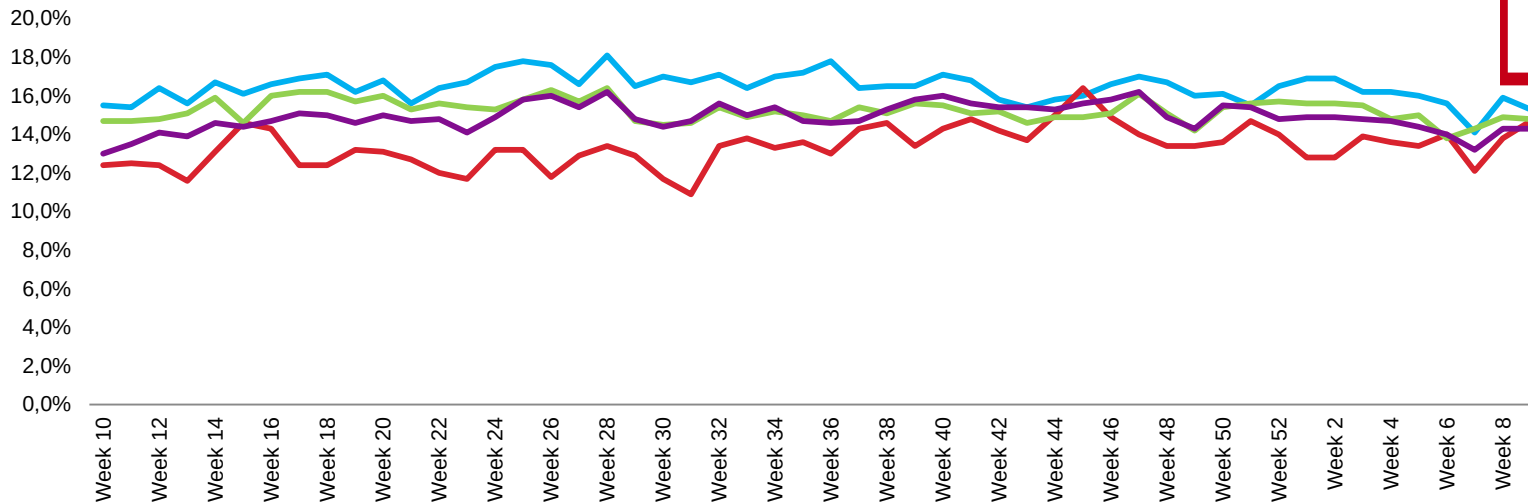
TOTAL IND: PRIME TIME PAY VS NO PAY



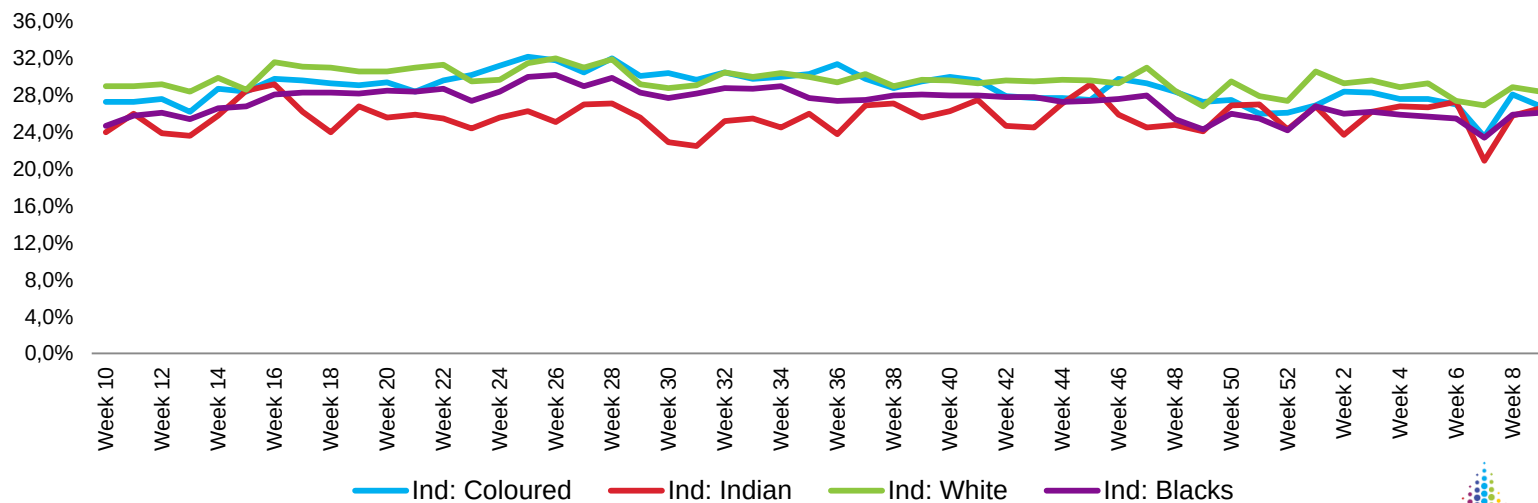
Ind: Pay Ind: non-Pay Total Indv(incl guests)

TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY RACE



TOTAL TV: PRIME TIME BY RACE

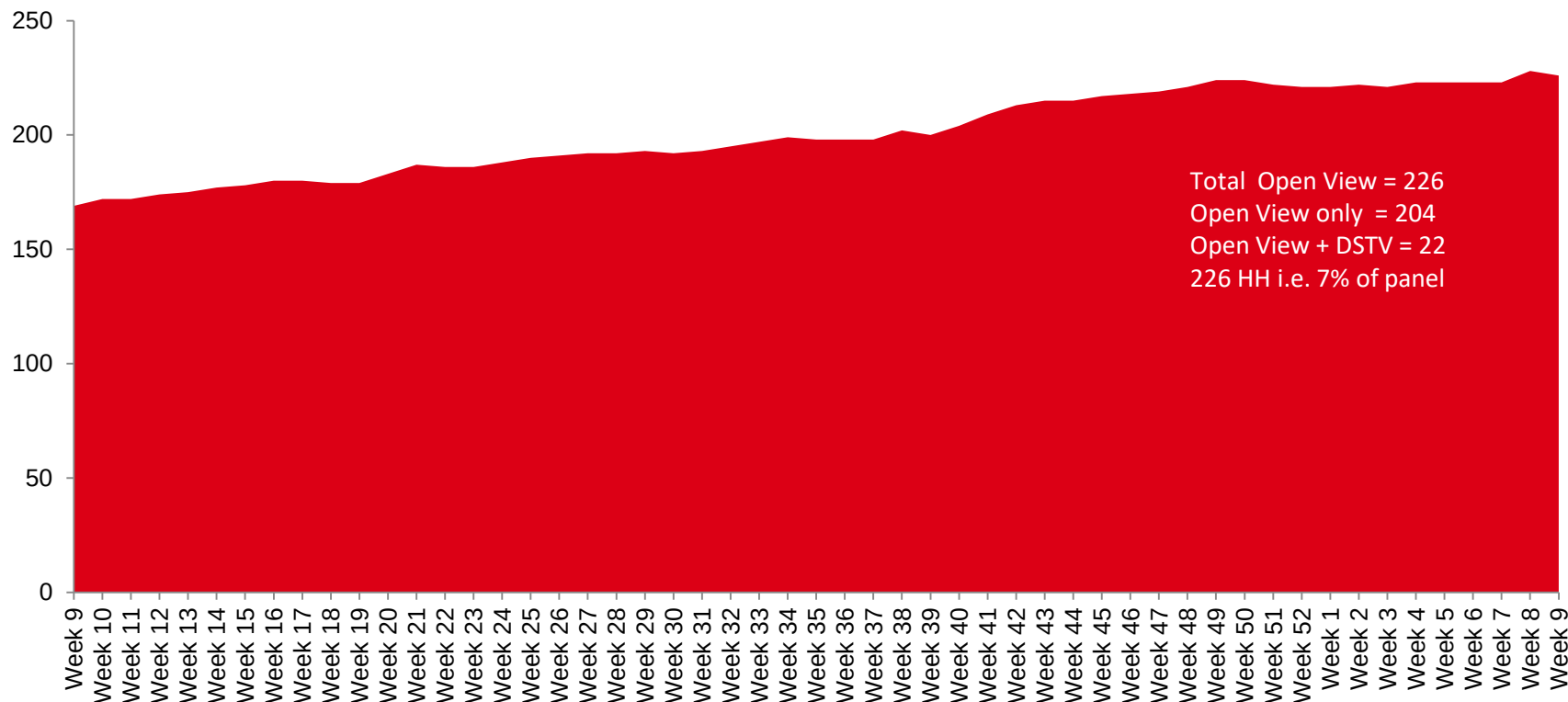


OPEN VIEW UPDATE

OPEN VIEW REVIEW



OPEN VIEW HOUSEHOLDS: Week 9 2018 - Week 9 2019



TAMS TECHNICAL COMMITTEE REPORT,
Open View Universe ES'17 Jan-Jun: 153K HOUSEHOLDS (1.1% of Total TV HH)

PENALTY SCORE CARD

TAMS SCORE CARD

27 February 2019



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
TV COVERAGE	90%	93%	▲	Weekly average of all working TV sets	
REPORTING HOUSEHOLDS	90%	85%	▲	A weekly average reach based on the installed panel	
RIM WEIGHTING EFFICIENCY HOUSEHOLDS	70%	72%	▲	Overall efficiency (excludes times of panel expansion or Universe changes)	
RIM WEIGHTING EFFICIENCY INDIVIDUALS	70%	90%	▲	Overall efficiency (excludes times of panel expansion or Universe changes)	

TAMS SCORE CARD

27 February 2019



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
PRIMARY CONTROLS					
# OF BALANCED CELLS	18	18	▲	PANEL BALANCE ON OVERALL SAMPLE (WEIGHTING MATRIX) # Balanced Cells Ideal HH 1-10: +/-2homes Ideal HH 11-50: +/- 10% of set ideal Ideal HH 51-100: +/-8% of set ideal Ideal HH 100+: +/-6% of set ideal	Cells affected: none
TENURE % < 8 YEARS		93,5%		All HHs to have tenure of less than 8 years	204 HHs to be removed

TAMS SCORE CARD

27 February 2019



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Panel Health KPIs	Target	Achieved	Grade	Description	Comment
DAILY CONSOLIDATED VIEWING DATA DELIVERY	26	31	▲	10am next business day Fri, Sat & Sun – delivered 11am Mon Day previous to/& Public Holiday – delivered 11am day after	
DELIVERY OF ALL STATION PROGRAMMES, BREAKS & SPOTS	26	15	▲	Mon delivered Wed 12pm, Tues delivered Thu 12pm, Wed delivered Fri 12pm, Thu delivered Mon 11am, Fri delivered Mon 3pm, Sat delivered Tues 12pm, Sun delivered Tues 3pm Day previous to/& Public Holiday – delivered 3pm next working day Cannot be delivered later than 5pm same day > 3x per month	

HOLISTIC PLAN 2019

HOLISTIC PLAN

Q1 2019

HOLISTIC PLAN JANUARY - DECEMBER 2019

	2019 Q1												
	JANUARY				FEBRUARY				MARCH				
	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13
Robert Rudd - Audit													
SEM Algorithm Update													
SEM RIM Weights													
Universe Update													
ES from TNS & DStv Audited figures from PWC													
Panel Balance													
De-Installations of Aged HHs (Forced turnover)	0	0	0	0	0	0	0	0	0	0	0	0	0
De-Installations - Projected natural churn	0	0	15	15	15	15	15	15	15	15	15	15	15
Installations - to replace churn HHs	0	0	15	15	15	15	15	15	15	15	15	15	15
Net change in sample	0	0	0	0	0	0	0	0	0	0	0	0	0
Projected HH's on sample:	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134

HOLISTIC PLAN

Q2 2019

HOLISTIC PLAN JANUARY - DECEMBER 2019

	2019 Q2												
	APRIL				MAY					JUNE			
	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	Week 26
Robert Rudd - Audit													
SEM Algorithm Update													
SEM RIM Weights													
Universe Update													
ES from TNS & DStv Audited figures from PWC													
Panel Balance													
De-Installations of Aged HHs (Forced turnover)	0	0	0	0	0	0	0	0	0	0	0	0	0
De-Installations - Projected natural churn	15	15	15	15	15	15	15	15	15	15	15	15	15
Installations - to replace churn HHs	15	15	15	15	15	15	15	15	15	15	15	15	15
Net change in sample	0	0	0	0	0	0	0	0	0	0	0	0	0
Projected HH's on sample:	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134

HOLISTIC PLAN

Q3 2019

HOLISTIC PLAN JANUARY - DECEMBER 2019

	2019 Q3												
	JULY				AUGUST					SEPTEMBER			
	Week 27	Week 28	Week 29	Week 30	Week 31	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37	Week 38	Week 39
Robert Rudd - Audit													
SEM Algorithm Update													
SEM RIM Weights													
Universe Update													
ES from TNS & DStv Audited figures from PWC													
Panel Balance													
De-Installations of Aged HHs (Forced turnover)	0	0	0	0	0	0	0	0	0	0	0	0	0
De-Installations - Projected natural churn	15	15	15	15	15	15	15	15	15	15	15	15	15
Installations - to replace churn HHs	15	15	15	15	15	15	15	15	15	15	15	15	15
Net change in sample	0	0	0	0	0	0	0	0	0	0	0	0	0
Projected HH's on sample:	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134

HOLISTIC PLAN

Q4 2019

HOLISTIC PLAN JANUARY - DECEMBER 2019

	2019 Q4												
	OCTOBER					NOVEMBER				DECEMBER			
	Week 40	Week 41	Week 42	Week 43	Week 44	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52
Robert Rudd - Audit													
SEM Algorithm Update													
SEM RIM Weights													
Universe Update													
ES from TNS & DStv Audited figures from PWC													
Panel Balance													
De-Installations of Aged HHs (Forced turnover)	0	0	0	0	0	0	0	0	0	0	0	0	0
De-Installations - Projected natural churn	15	15	15	15	15	15	15	15	15	15	15	0	0
Installations - to replace churn HHs	15	15	15	15	15	15	15	15	15	15	15	0	0
Net change in sample	0	0	0	0	0	0	0	0	0	0	0	0	0
Projected HH's on sample:	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134	3134

THANK YOU



brc

THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA