

TAMS TECHNICAL COMMITTEE REPORT

20 SEPTEMBER 2019

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- Open View Update
- Penalty Scorecard Week 37 of 2019
- Holistic Plan

KPI UPDATE



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THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

TAMS PANEL CHARACTERISTICS

PREVIOUS
ES 2018 Jan-Jun

Total TV Households

14.4 Million

Total TV Population

46.2 Million



CURRENT
ES 2018 Jan-Dec

Total TV Households

14.5 Million

Total TV Population

46.4 Million

Panel Households

3136 installed

Panel Individuals

15,649



Panel Households

3136 installed

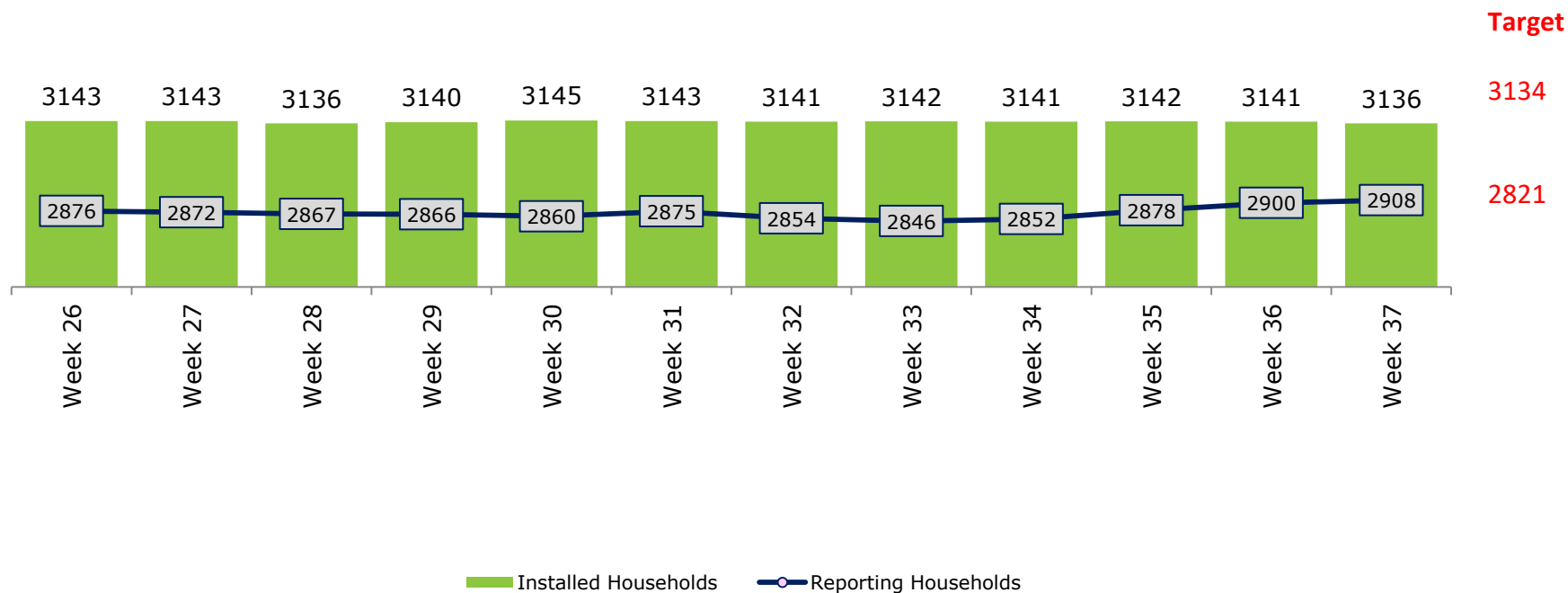
Panel Individuals

15,649

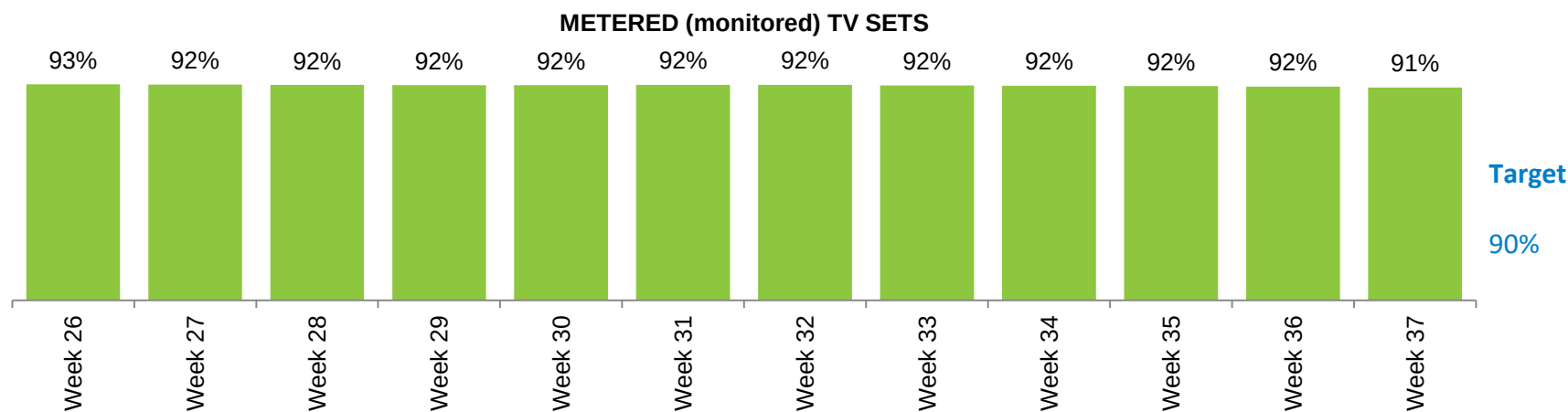
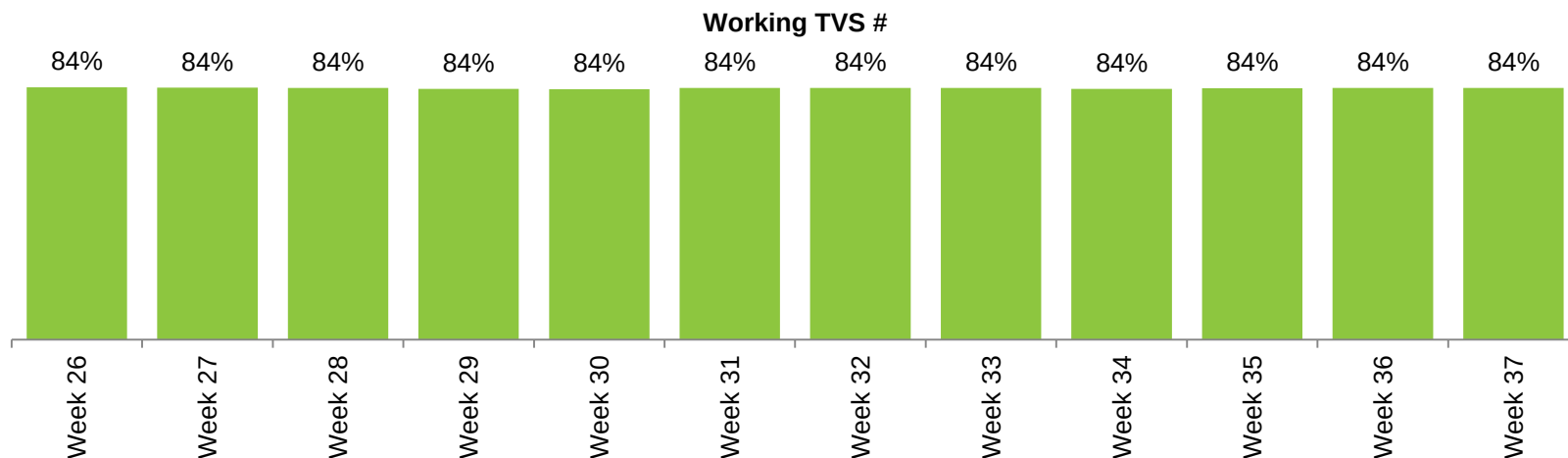
TAMS SAMPLE OVERVIEW



INSTALLED VS. REPORTING HOUSEHOLDS



TAMS SAMPLE OVERVIEW

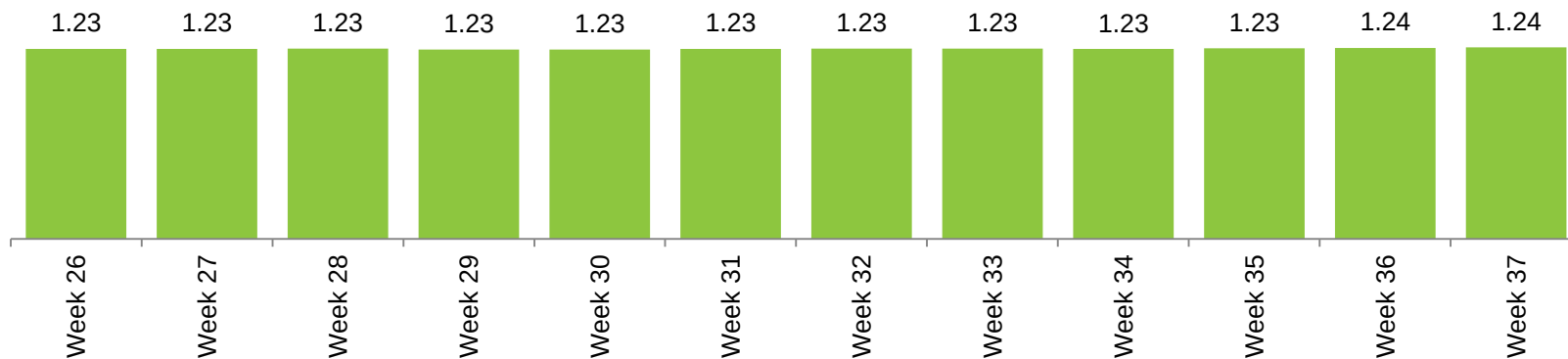


TAMS SAMPLE OVERVIEW

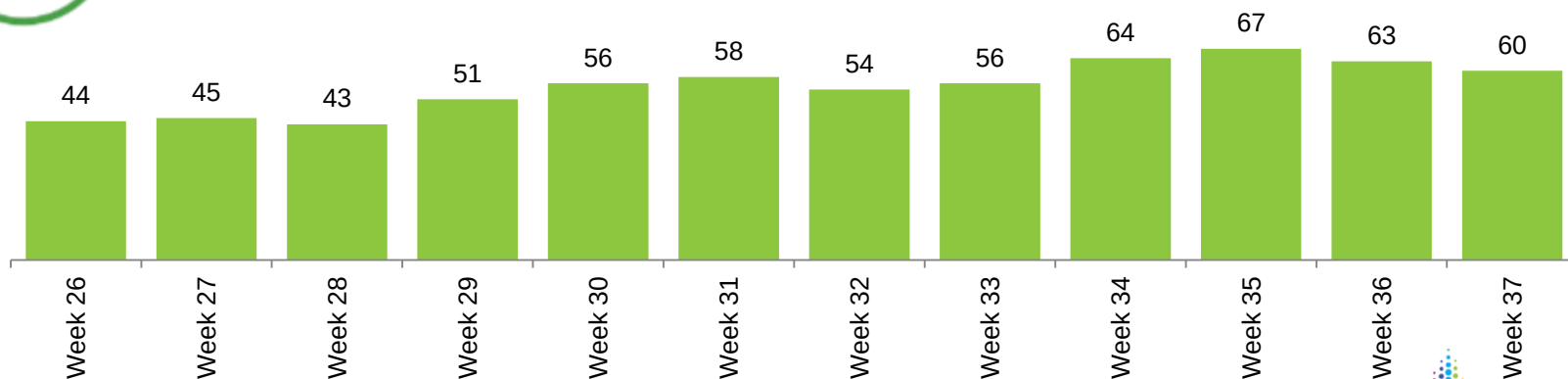


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AVG #
TV SETS



HH's WITH
NO WORKING
TV SETS

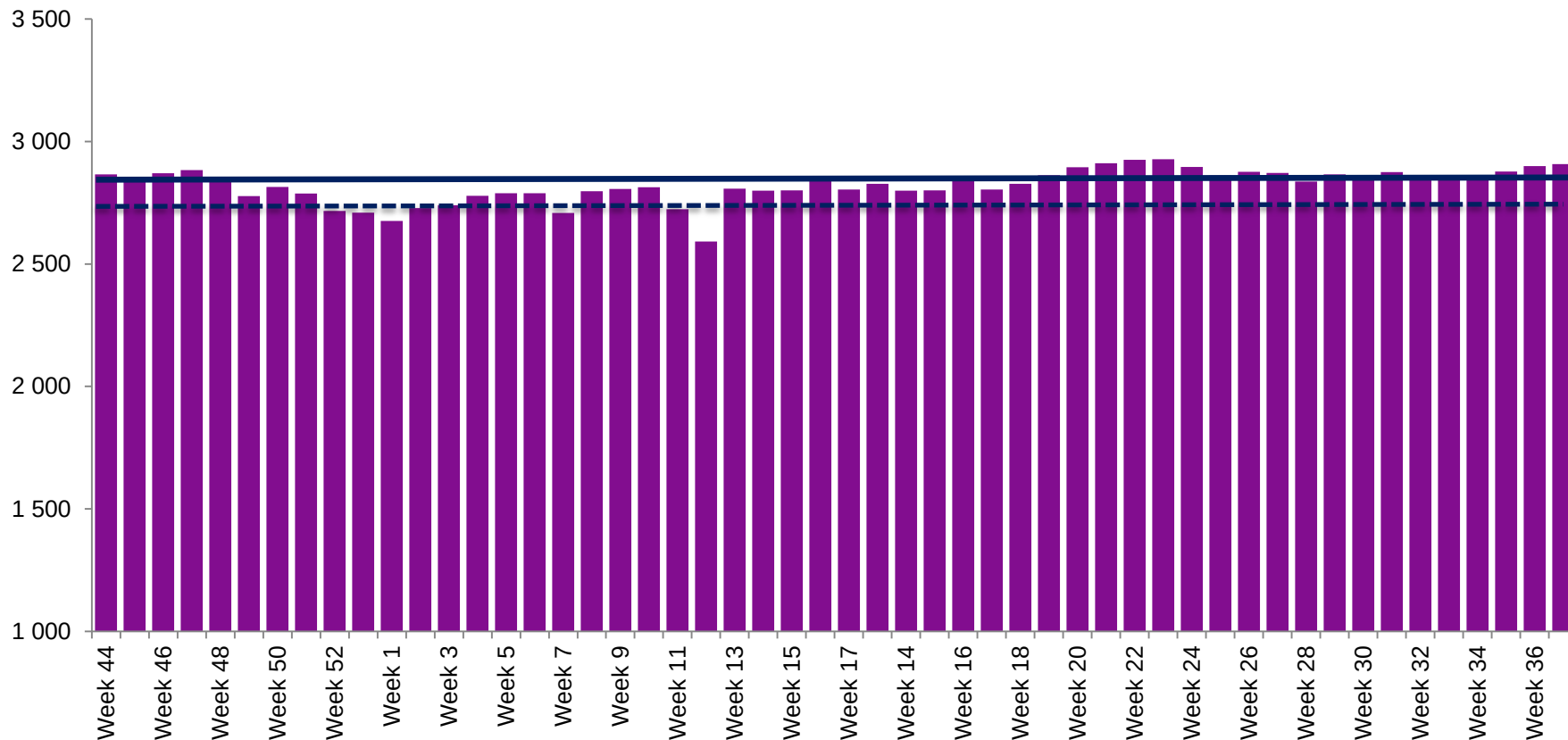


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY HOUSEHOLD SAMPLE

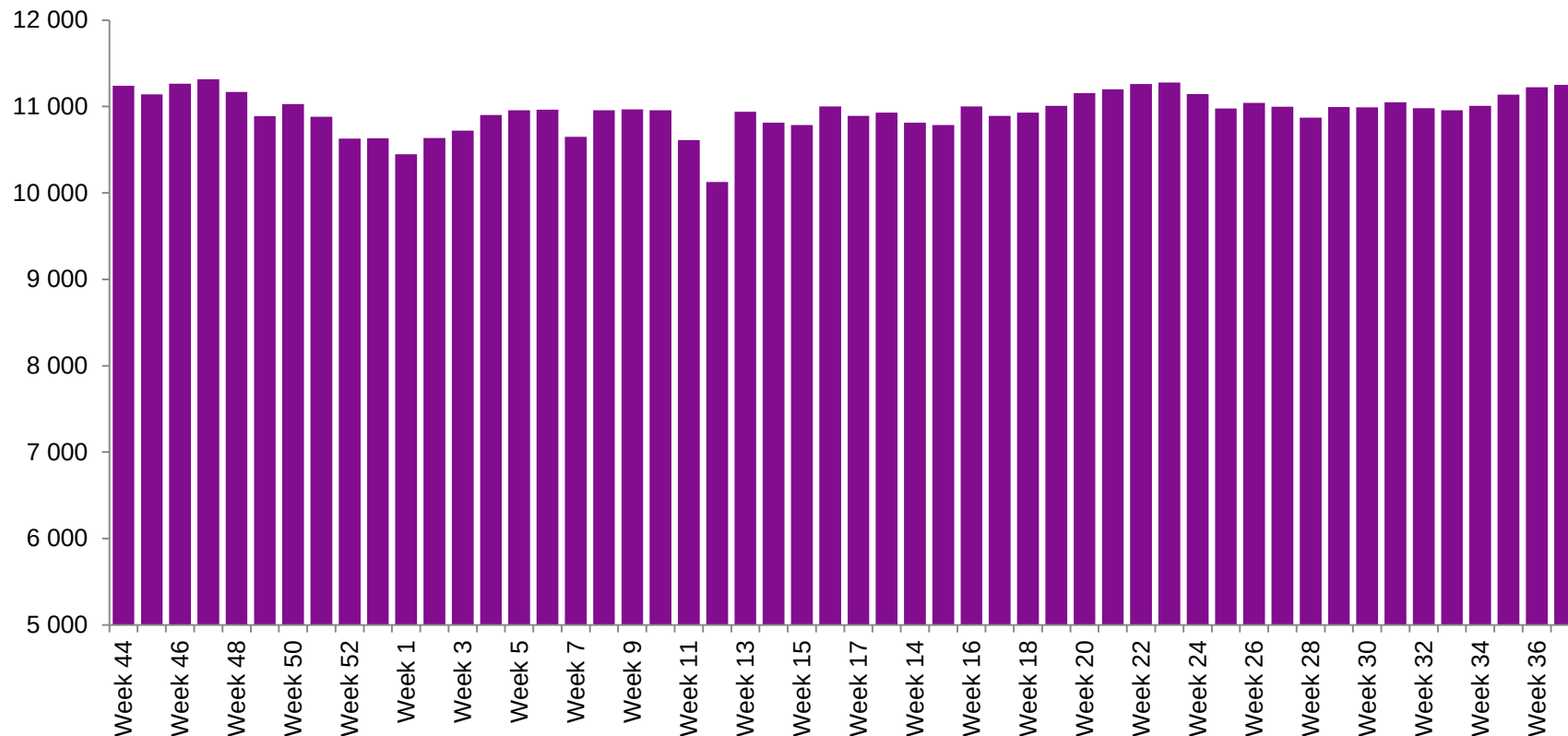


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY INDIVIDUAL SAMPLE



WEIGHTING EFFICIENCY

Efficiency Indicators – Last 6 Weeks 2019



Weekly Avg		Week 32	Week 33	Week 34	Week 35	Week 36	Week 37
INDIVIDUAL WEIGHTING EFFICIENCY		89,9%	90,18	89,89	89,96	89,71	89,62
INDIVIDUAL MAXIMUM WEIGHT		13,221	12,291	13,989	14,241	13,412	11,404
HOUSEHOLD WEIGHTING EFFICIENCY		70,3%	69,98	69,75	70,03	69,83	69,58

Target

70%

Target

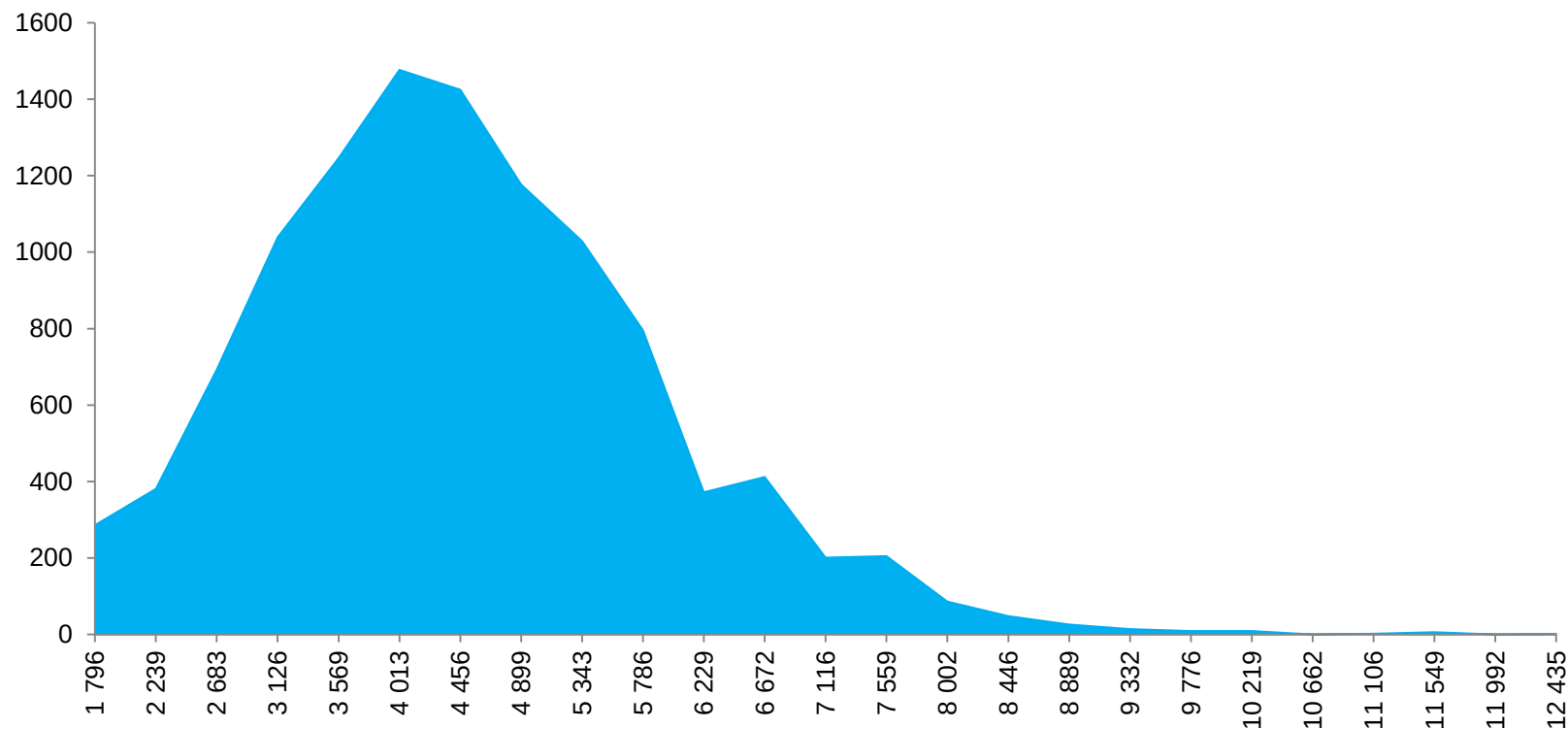
70%

WEIGHTING DISTRIBUTION

As at: Week 37 2019



INDIVIDUAL WEIGHTING DISTRIBUTION

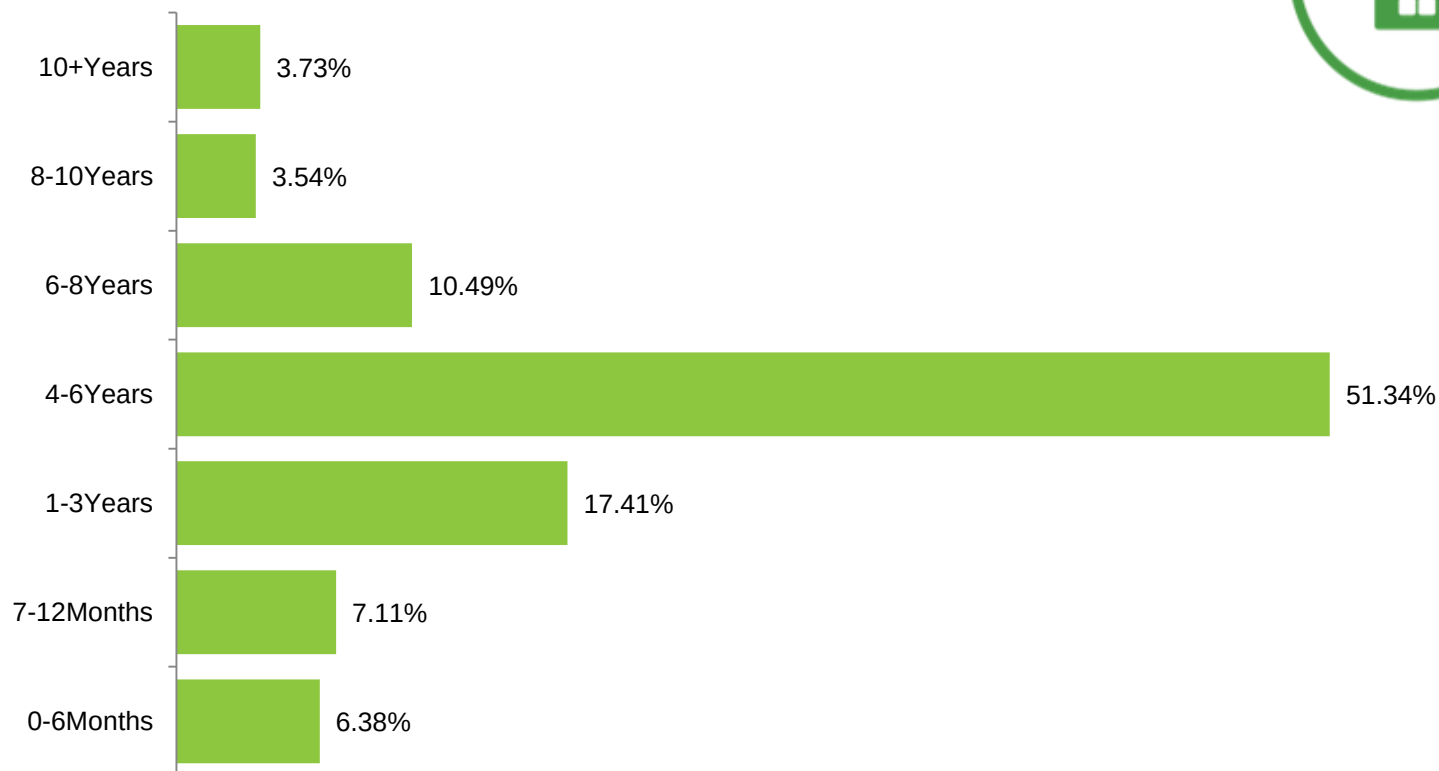


PANEL TENURE

Week 37



PANEL TENURE

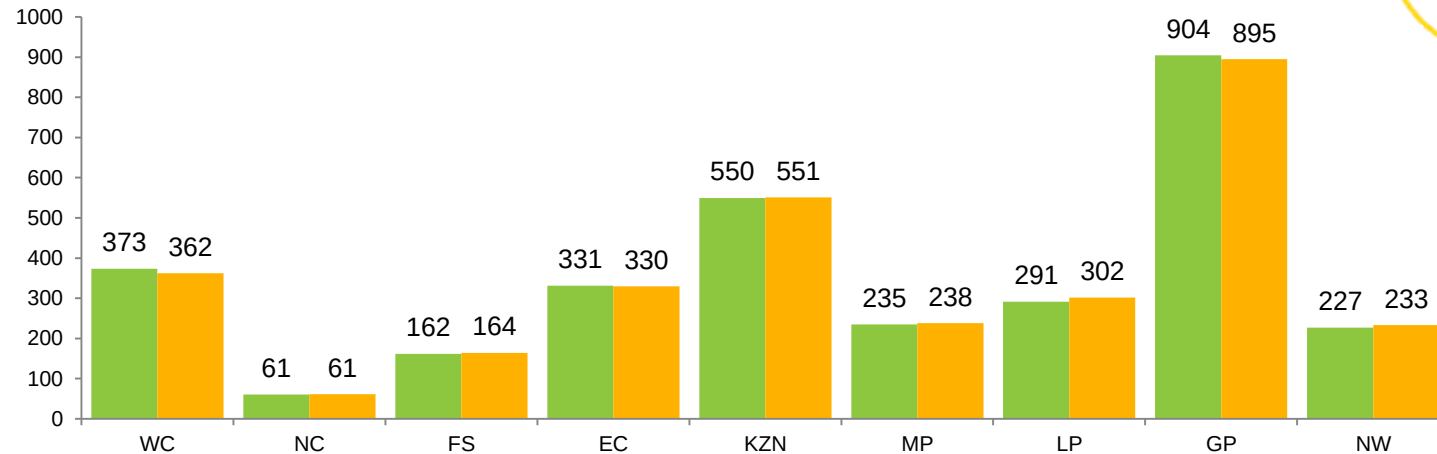


PANEL BALANCE

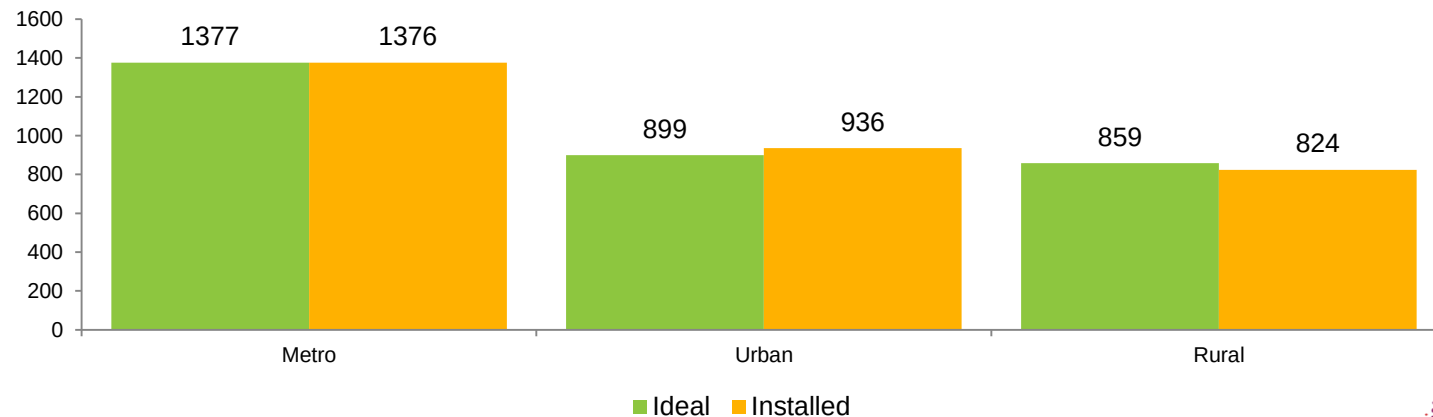
ES 2018 (Jan - Dec) Universe – 11 September 2019



PROVINCE



AREA

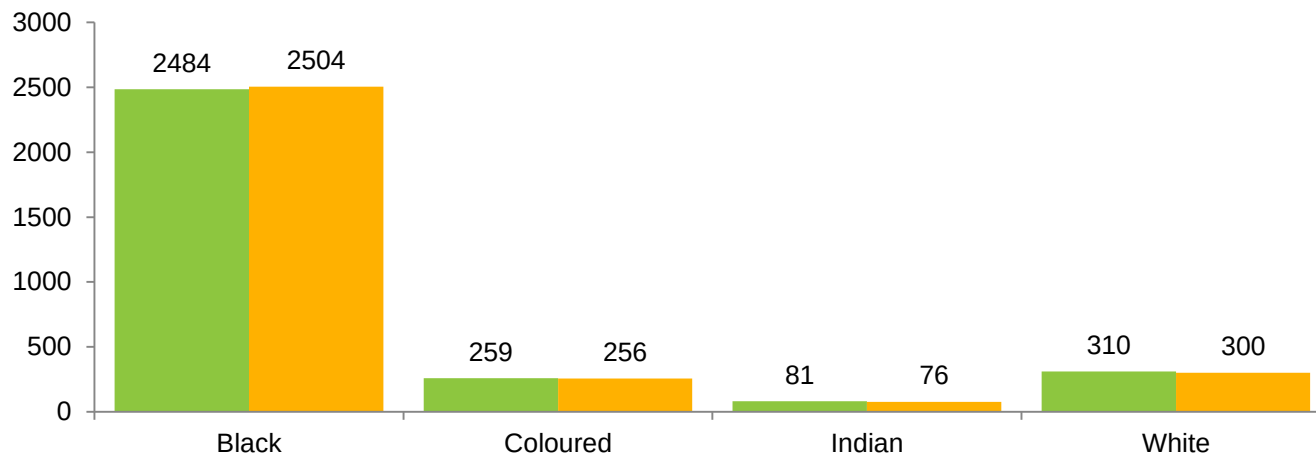


PANEL BALANCE

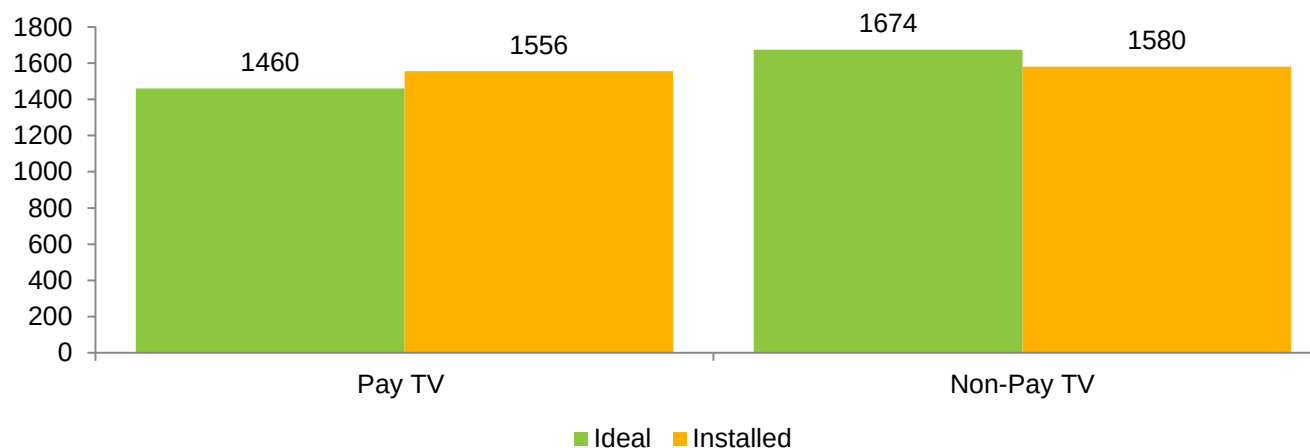
ES 2018 (Jan - Dec) Universe – 11 September



RACE



PAY VS NO PAY



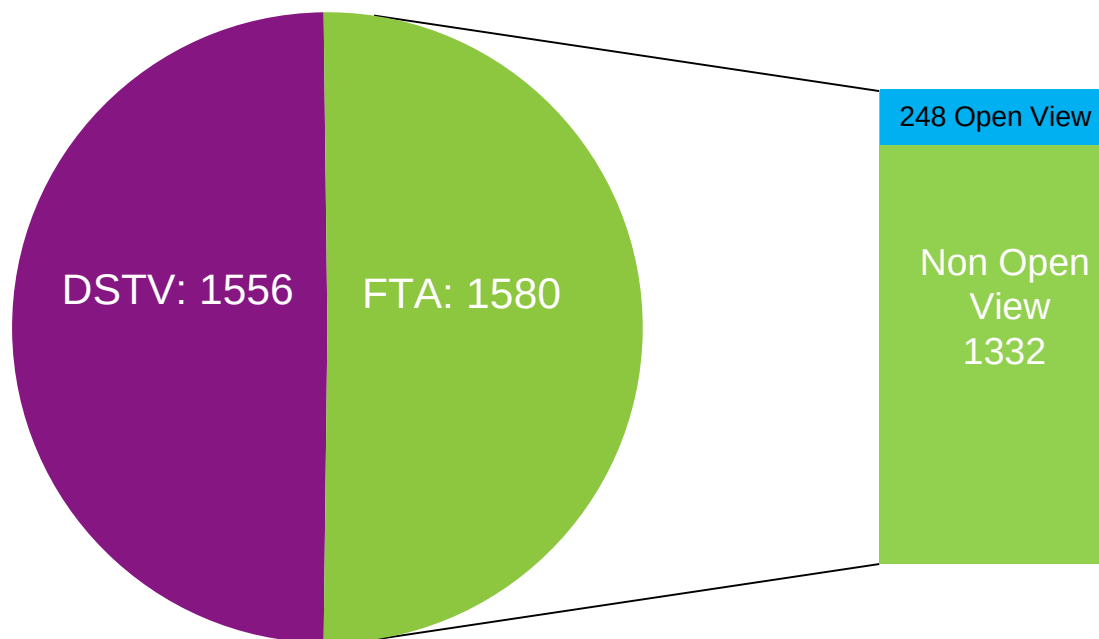
Pay TV has gone above the maximum threshold due to the change in DStv Panel Management. However, when we move to the new universe update, Pay/Non-Pay will be well balanced.

PANEL COMPOSITION 2019

Week 37



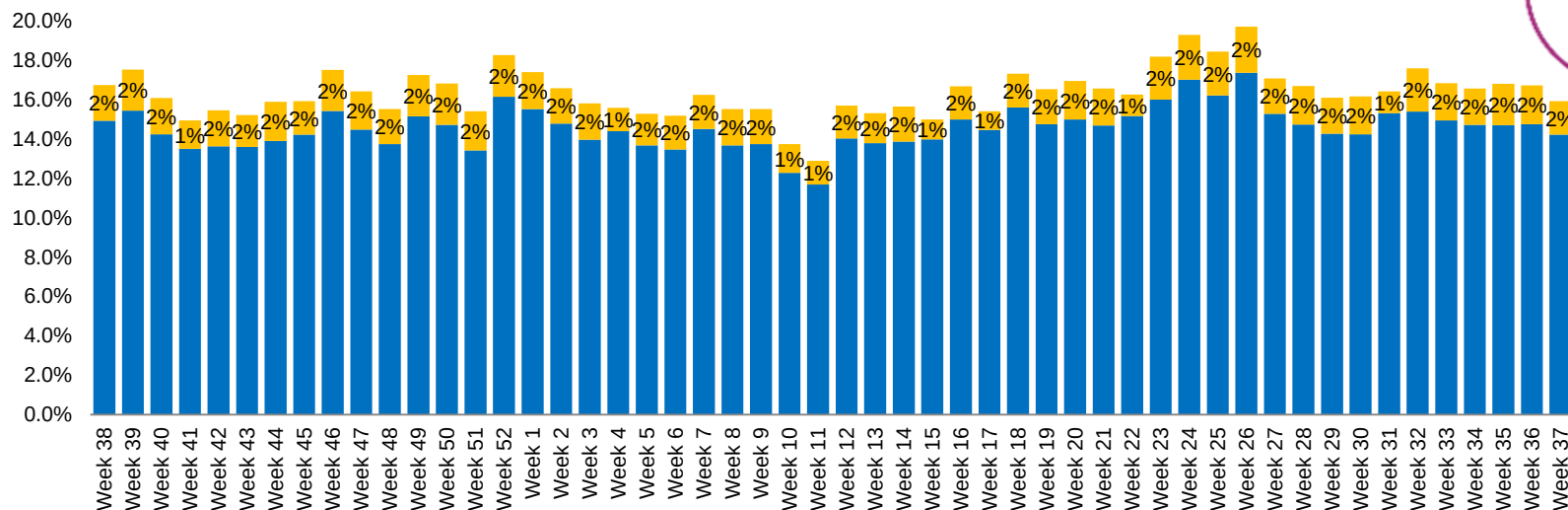
25 HH have
both
DSTV and
Open
View



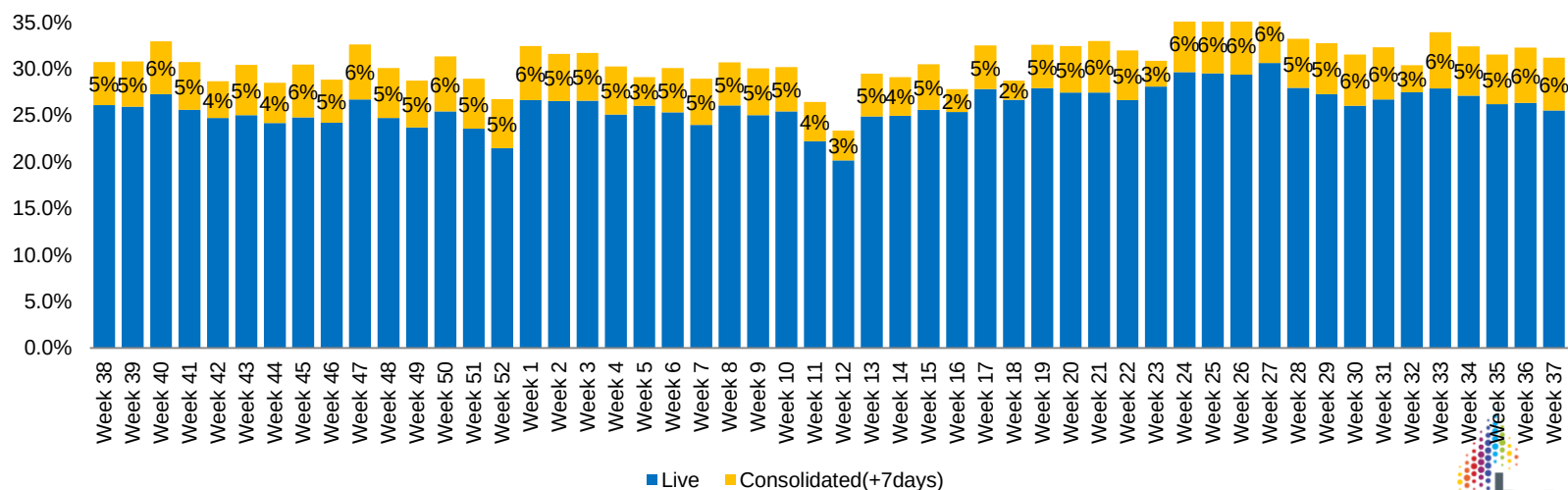
TVR% TIME SHIFTED VIEWING



PVR: ALL DAY



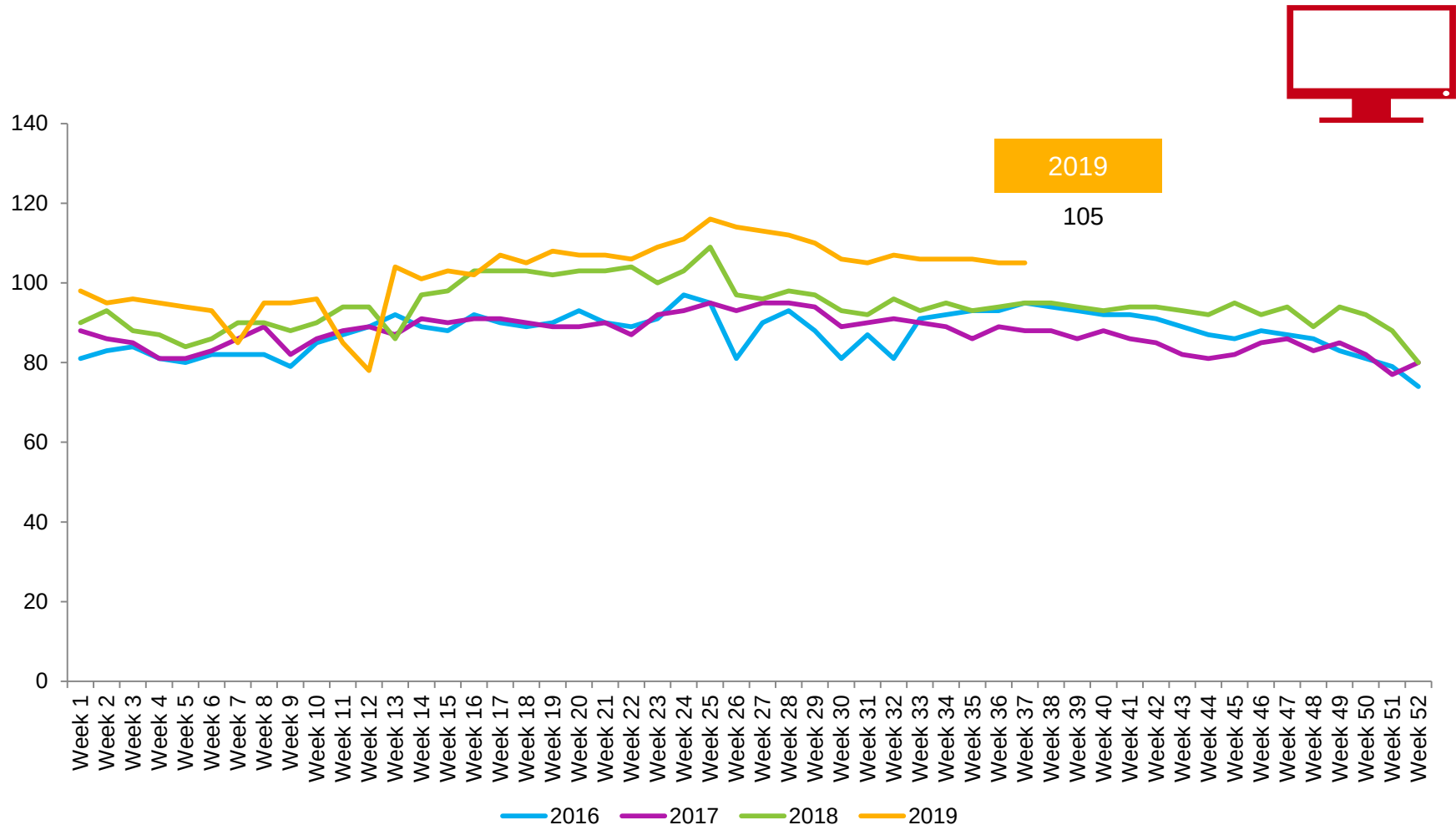
PVR: PRIME TIME



■ Live ■ Consolidated(+7days)

AVERAGE TIME VIEWED- ATV (MINUTES) nielsen

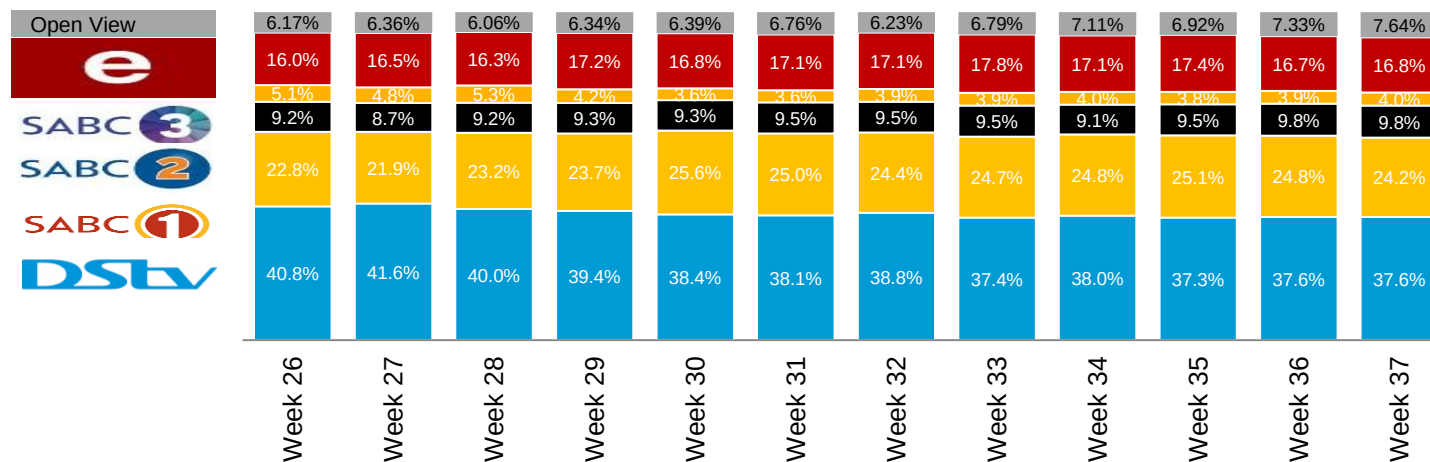
52 Weeks



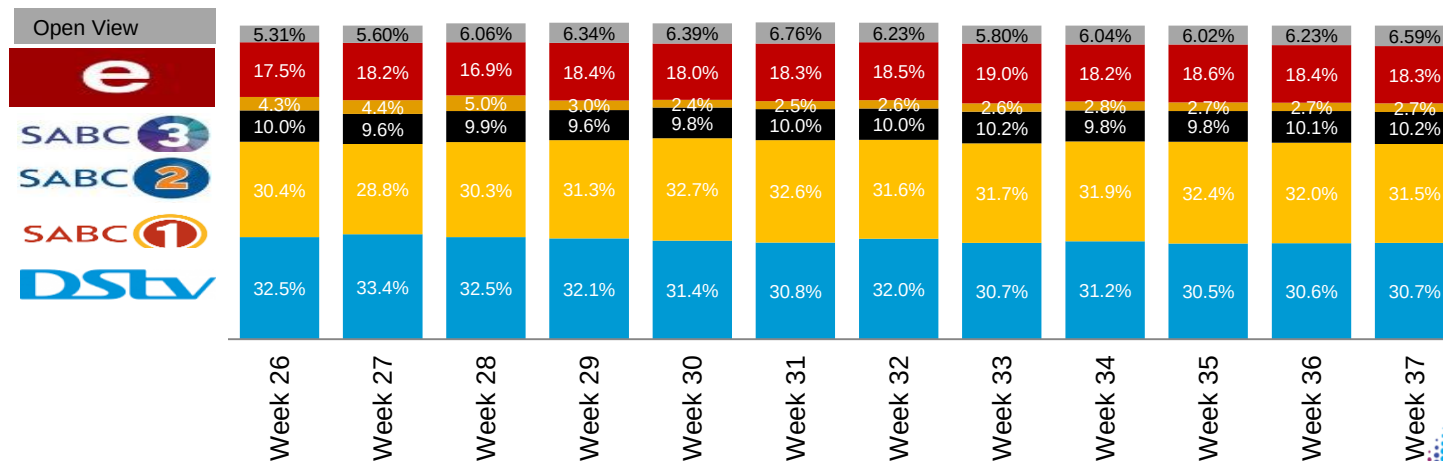
BROADCAST SHARE

2019

BROADCAST SHARE: ALL DAY - ALL INDIVIDUALS

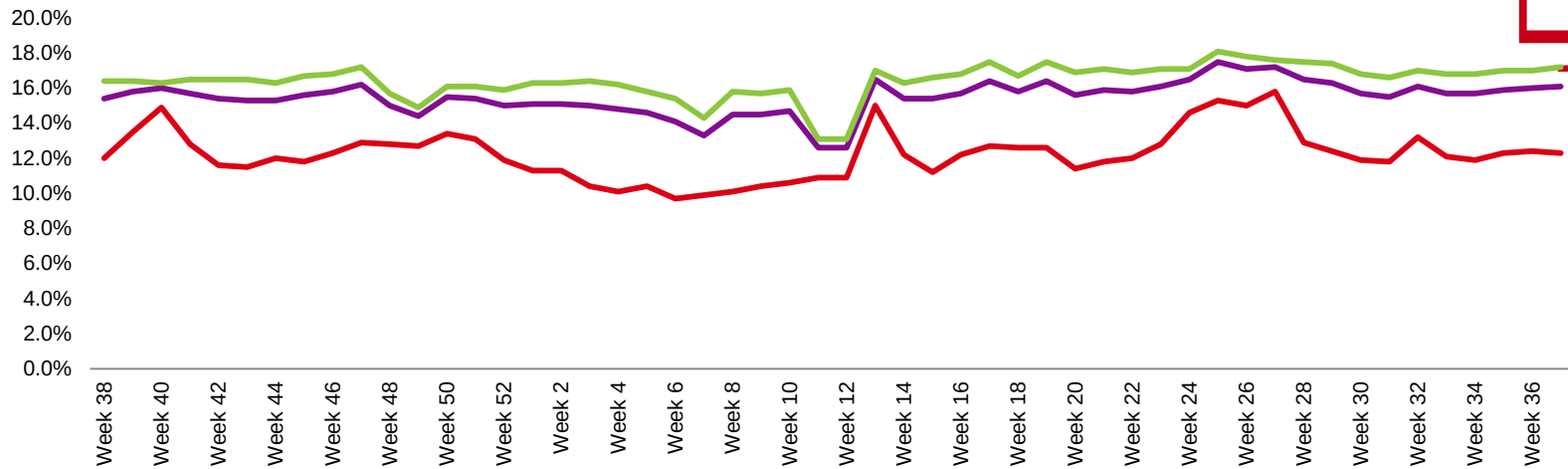


BROADCAST SHARE: PRIME TIME - ALL INDIVIDUALS

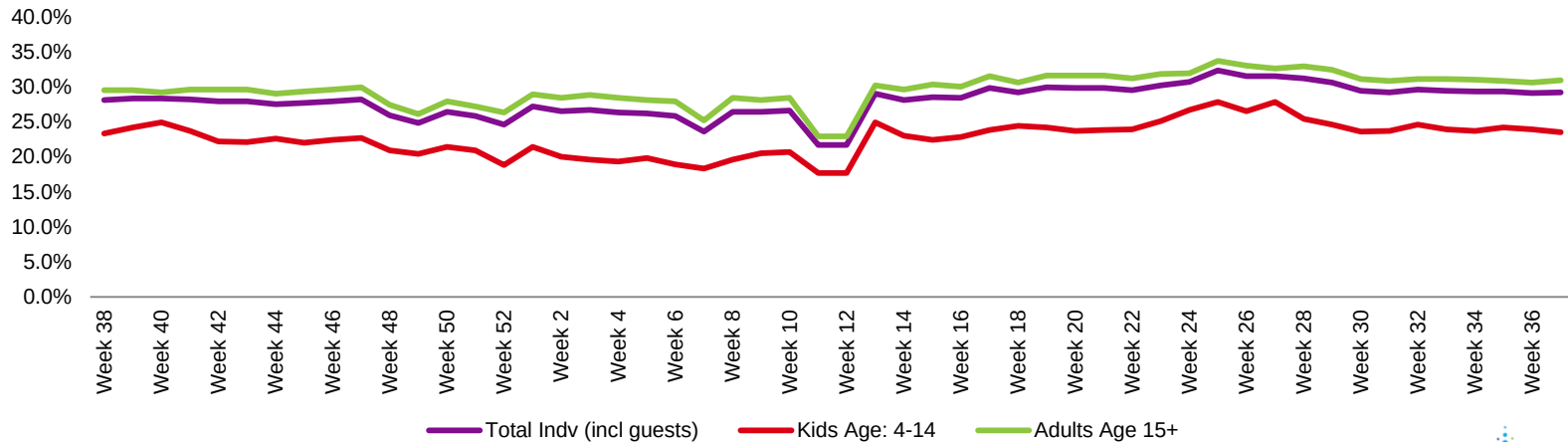


TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY ADULTS/KIDS

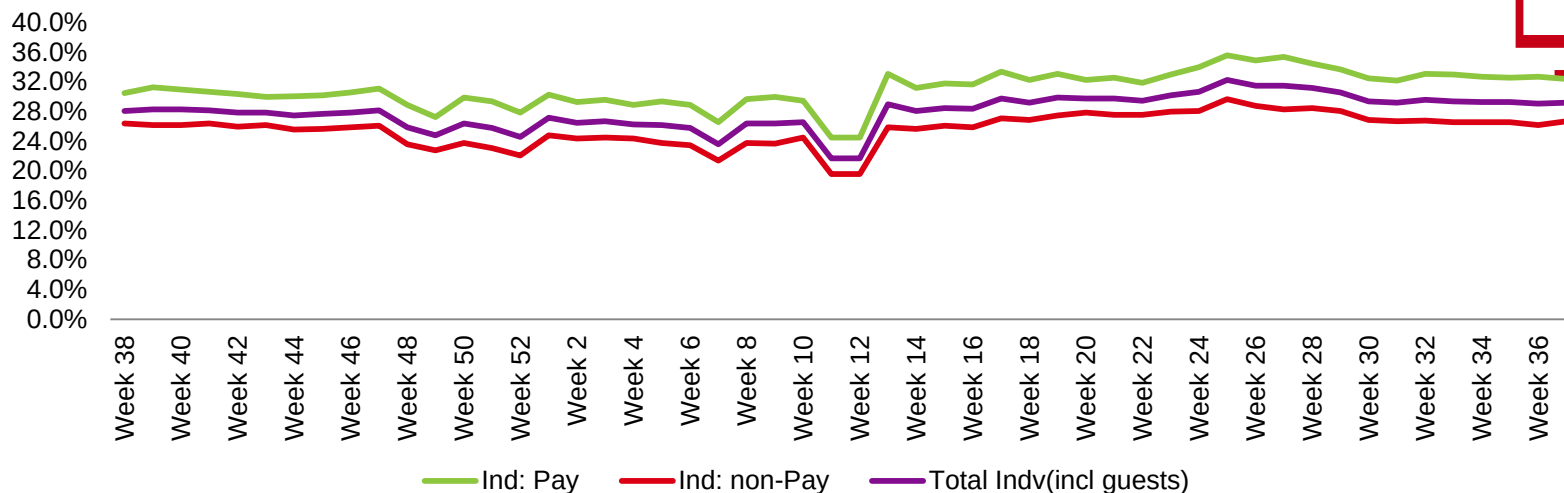


TOTAL TV: PRIME TIME ADULTS/KIDS

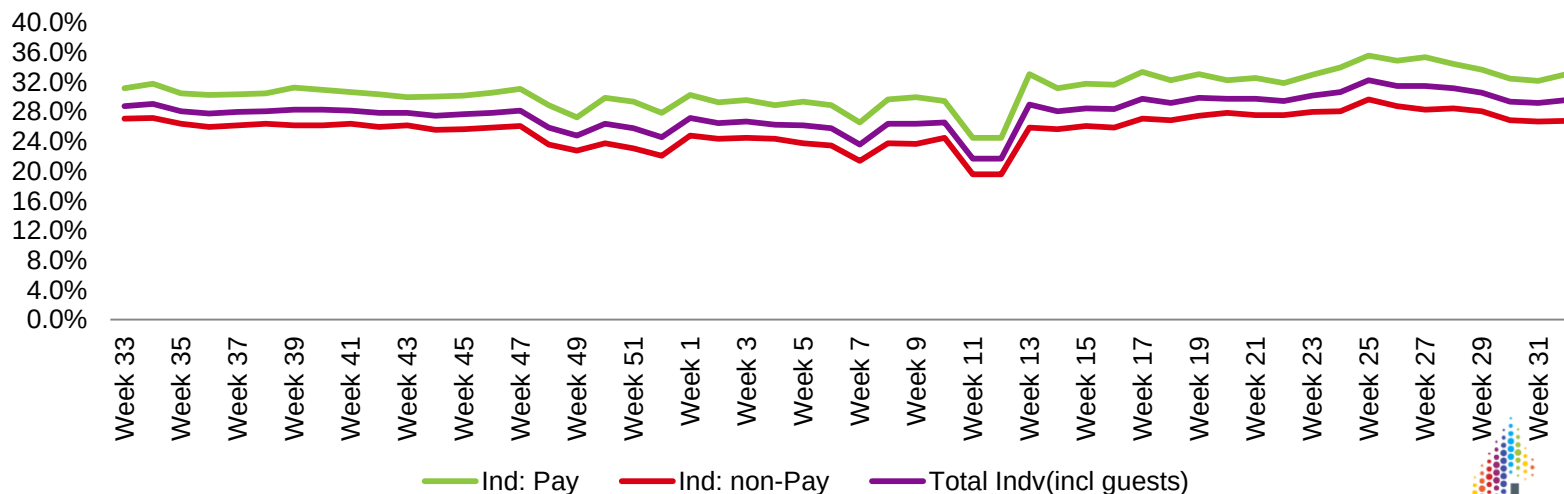


TVR% PAST 12 MONTHS

TOTAL IND: PRIME TIME PAY VS NO PAY

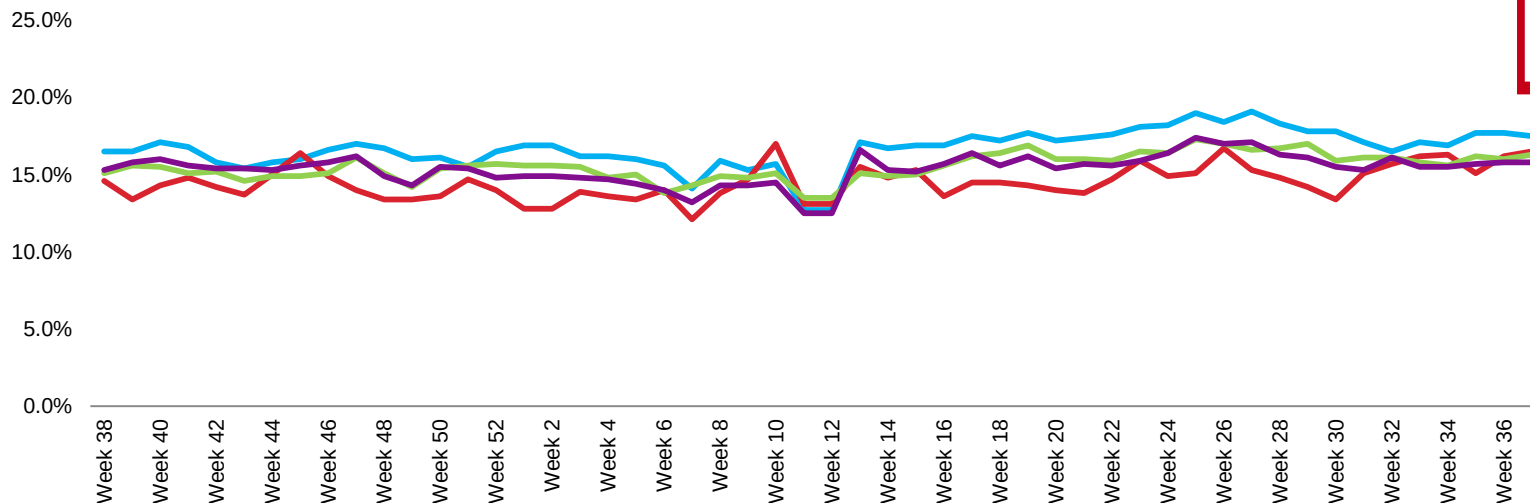


TOTAL IND: PRIME TIME PAY VS NO PAY

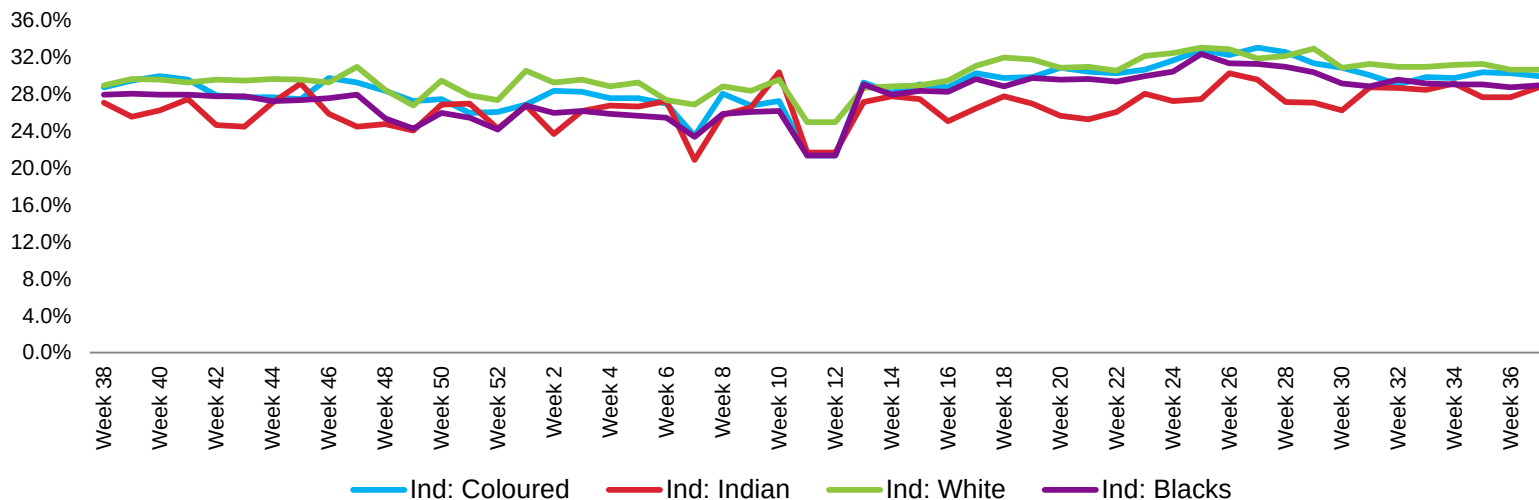


TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY RACE



TOTAL TV: PRIME TIME BY RACE



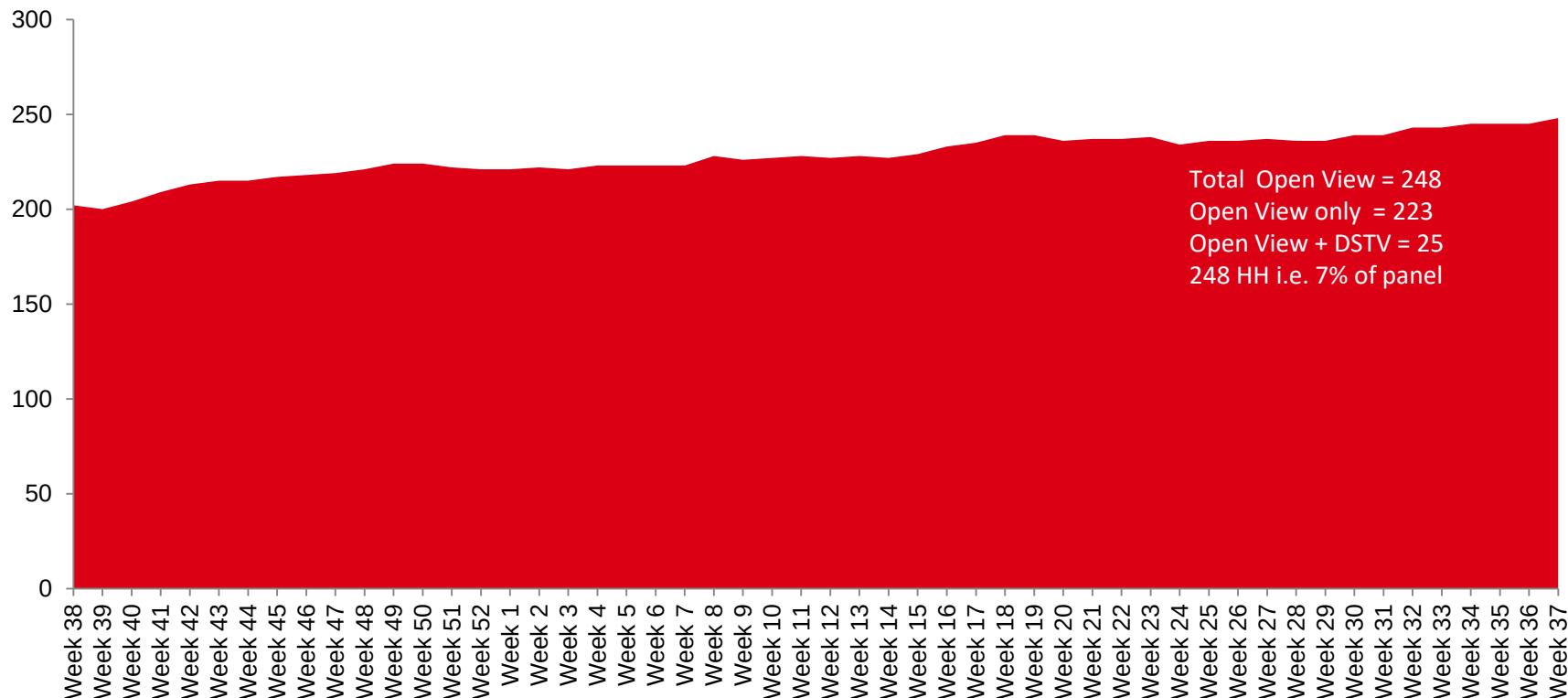
Ind: Coloured Ind: Indian Ind: White Ind: Blacks

OPEN VIEW UPDATE

OPEN VIEW REVIEW



OPEN VIEW HOUSEHOLDS: Week 38 2018 - Week 37 2019



PENALTY SCORE CARD



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TAMS SCORE CARD

11 September 2019



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
TV COVERAGE	90%	91%	▲	Weekly average of all working TV sets	
REPORTING HOUSEHOLDS	90%	93%	▲	A weekly average reach based on the installed panel	
RIM WEIGHTING EFFICIENCY HOUSEHOLDS	70%	70%	▲	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

11 September 2019



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
PRIMARY CONTROLS . # OF BALANCED CELLS	18	17	▲	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: Pay TV
TENURE % < 8 YEARS		92,7%		All HHs to have tenure of less than 8 years	228 HHs to be removed

TAMS SCORE CARD

11 September 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	19	▲	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



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HOLISTIC PLAN

Q3 2019

HOLISTIC PLAN JANUARY - DECEMBER 2019

										2019 Q4													
	AUGUST					SEPTEMBER				OCTOBER					NOVEMBER				DECEMBER				
	Week 31	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37	Week 38	Week 39	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	
Universe Update																							
SEM RIM Weights																							
DStv Audited figures from PWC																							
Receive ES data from TNS																							
Process Universe Update Files																							
Release Universe Update																							
Panel Balance																							
De-Installations of Aged HHs (Forced turnover)	0	0	0	0	0	0	0	0	0	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	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	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	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	3134	3134	3134	3134	3134	3134	3134	3134	3134	

THANK YOU



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