

TAMS TECHNICAL COMMITTEE REPORT

26 June 2020

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- Open View Update
- Penalty Scorecard Week 25 of 2020

KPI UPDATE



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THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

TAMS PANEL CHARACTERISTICS

PREVIOUS

ES 2018 Jan-Dec

Total TV Households

14.5 Million

Total TV Population

46.4 Million



CURRENT

ES 2018 Jul - 2019 Jun

Total TV Households

14.6 Million

Total TV Population

46.6 Million

Panel Households

3125 installed

Panel Individuals

15,689



Panel Households

3143 installed

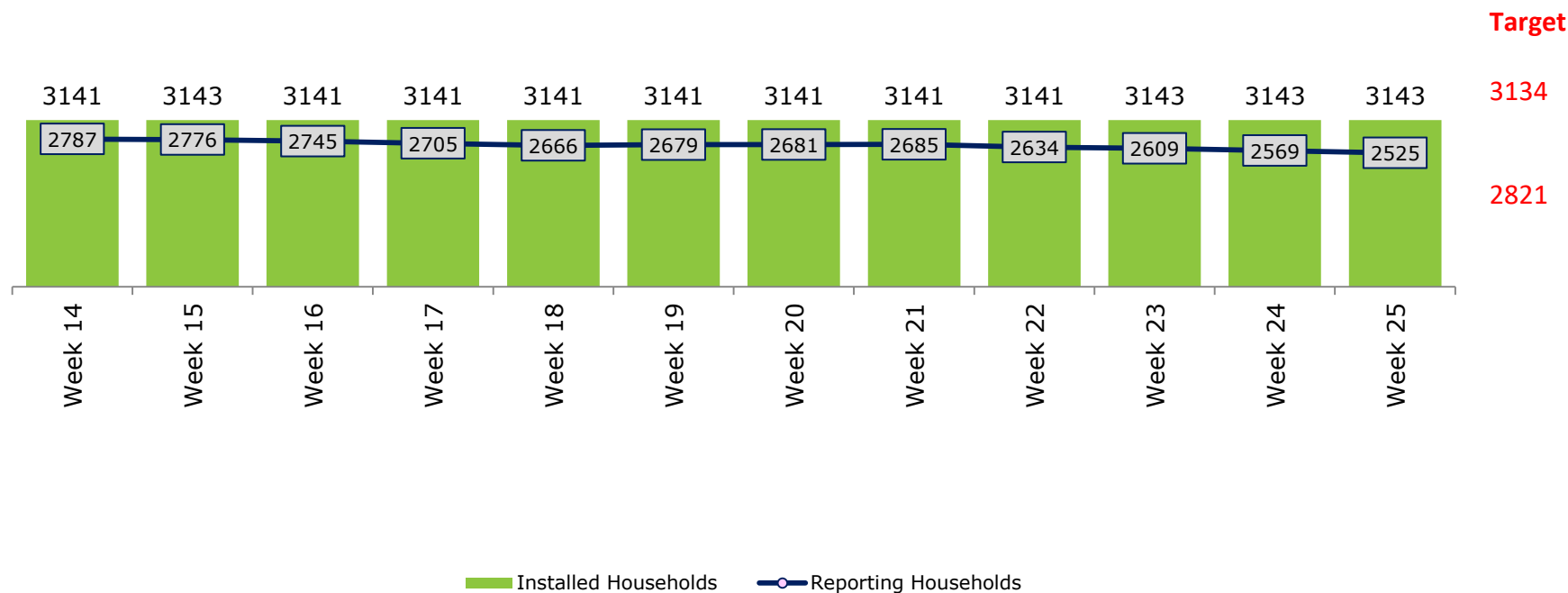
Panel Individuals

15,689

TAMS SAMPLE OVERVIEW



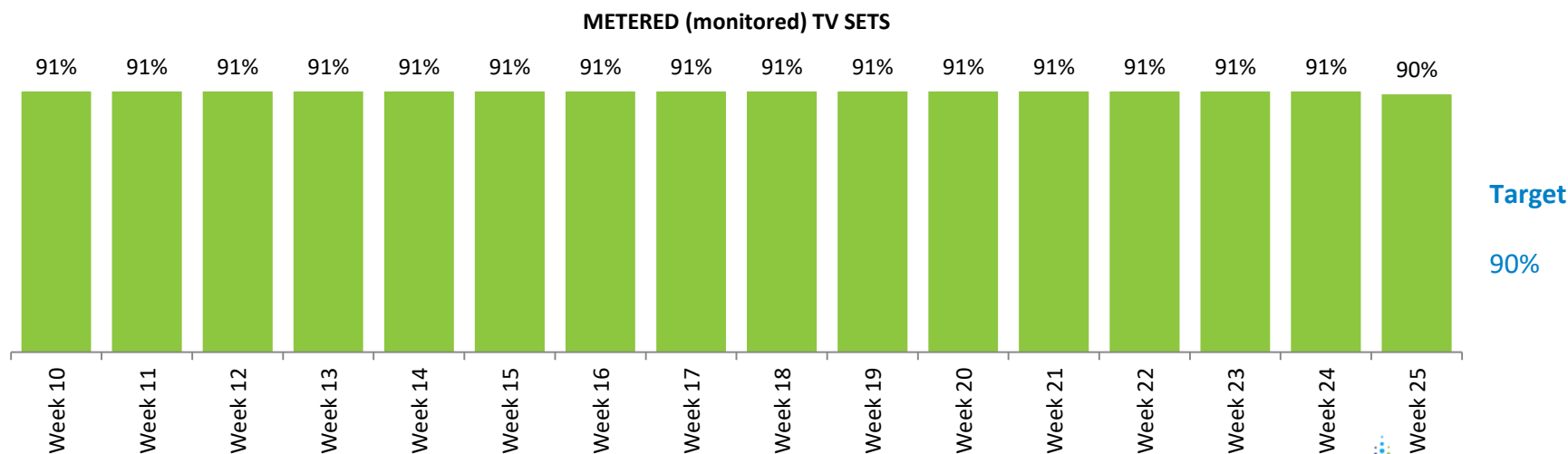
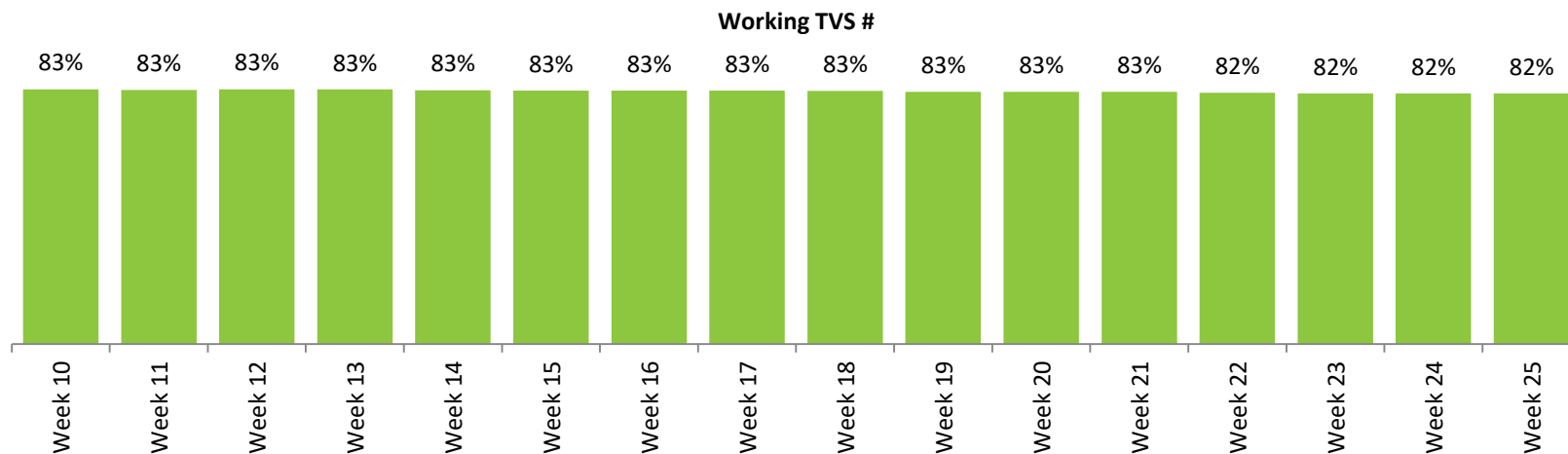
INSTALLED VS. REPORTING HOUSEHOLDS



TAMS SAMPLE OVERVIEW



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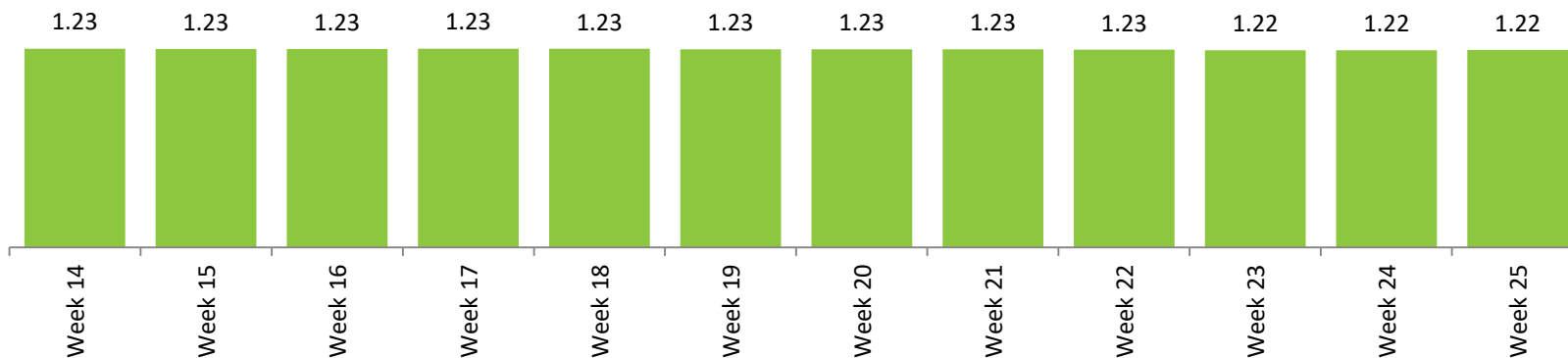


TAMS SAMPLE OVERVIEW

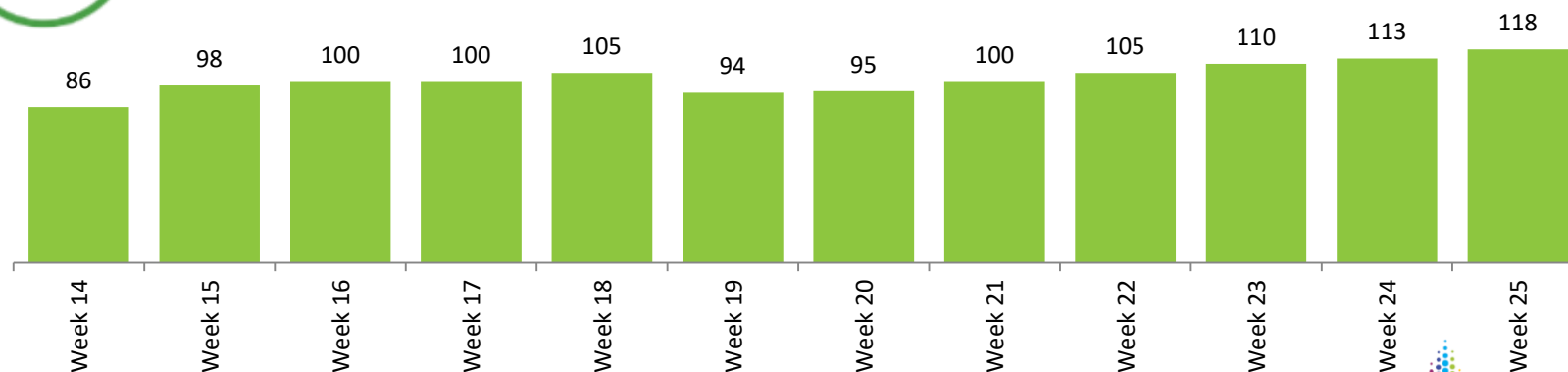


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AVG #
TV SETS



HH's WITH
NO WORKING
TV SETS

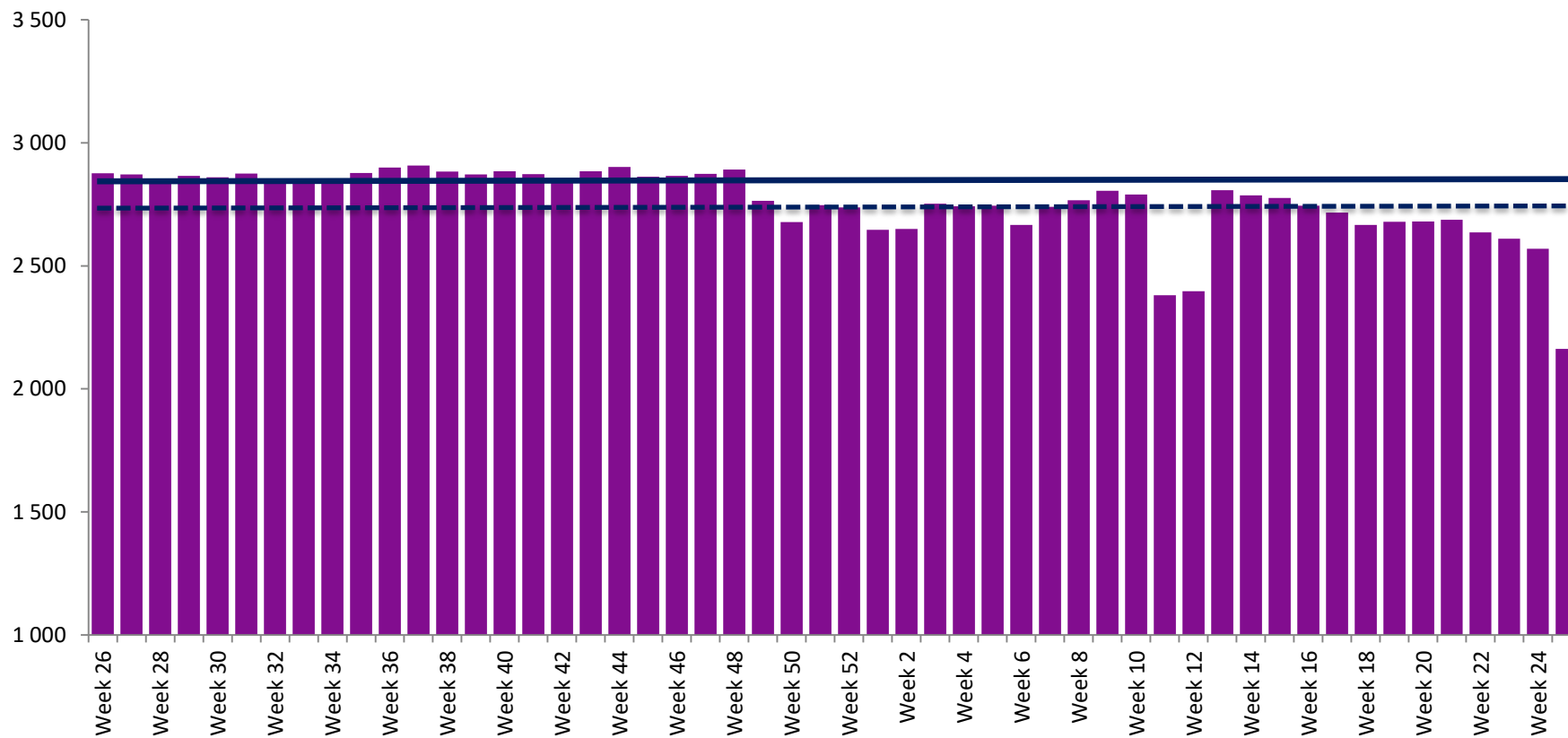


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY HOUSEHOLD SAMPLE

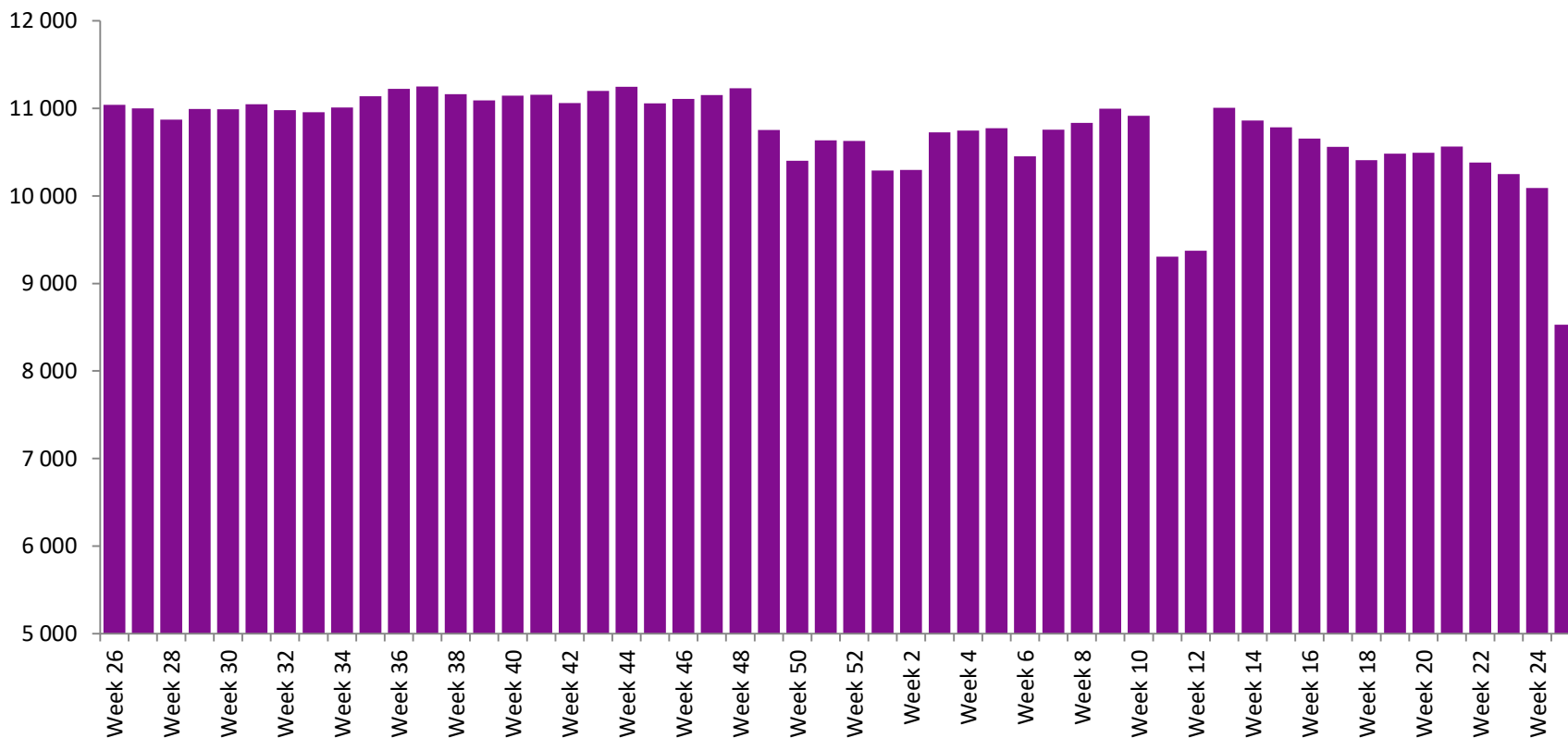


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY INDIVIDUAL SAMPLE



WEIGHTING EFFICIENCY

Efficiency Indicators – Last 6 Weeks 2020



Weekly Avg		Week 20	Week 21	Week 22	Week 23	Week 24	Week 25
INDIVIDUAL WEIGHTING EFFICIENCY		86,6%	86,6%	86,8%	86,2%	86,5%	87%
INDIVIDUAL MAXIMUM WEIGHT		14,177	13,835	14,231	15,852	16,639	16,672
HOUSEHOLD WEIGHTING EFFICIENCY		68,5%	68,4%	68,6%	68,8%	68,7%	68,5%

Target

70%

Target

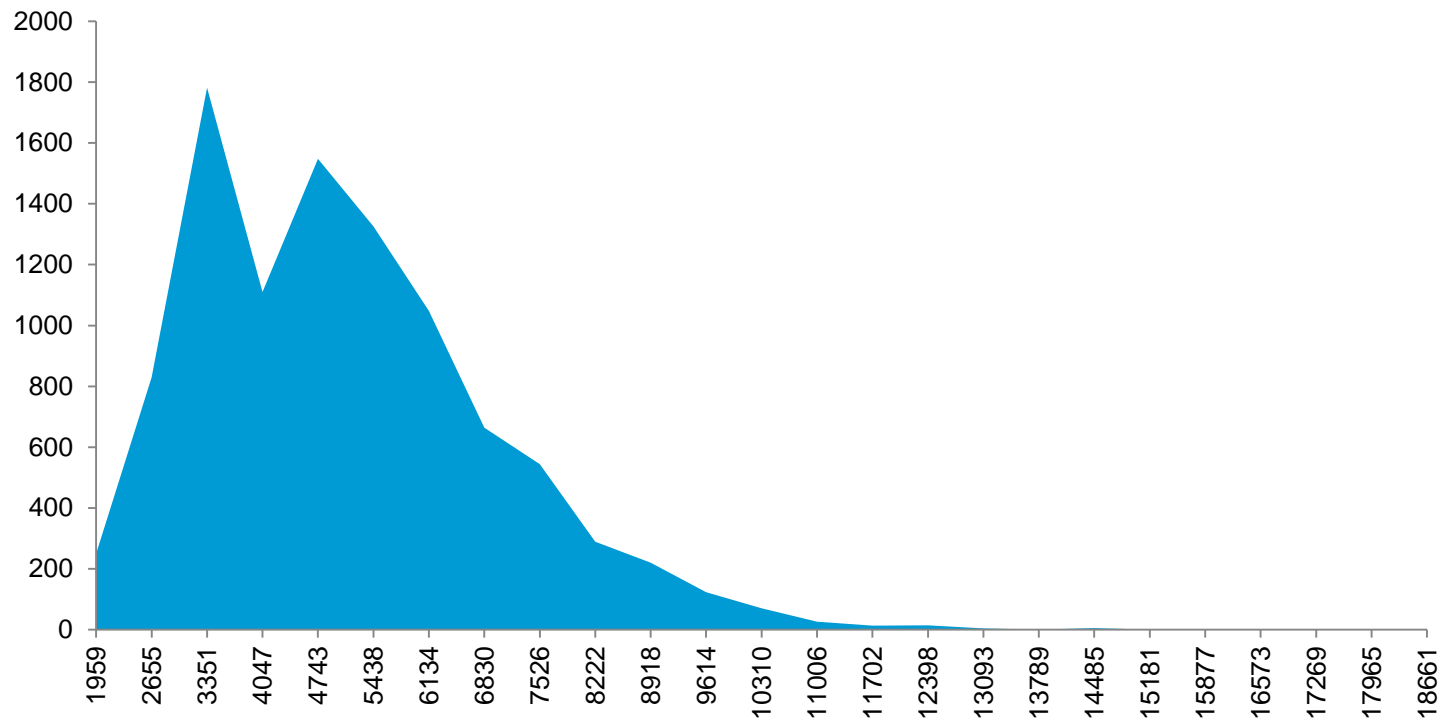
65%

WEIGHTING DISTRIBUTION

As at: Week 25 2020



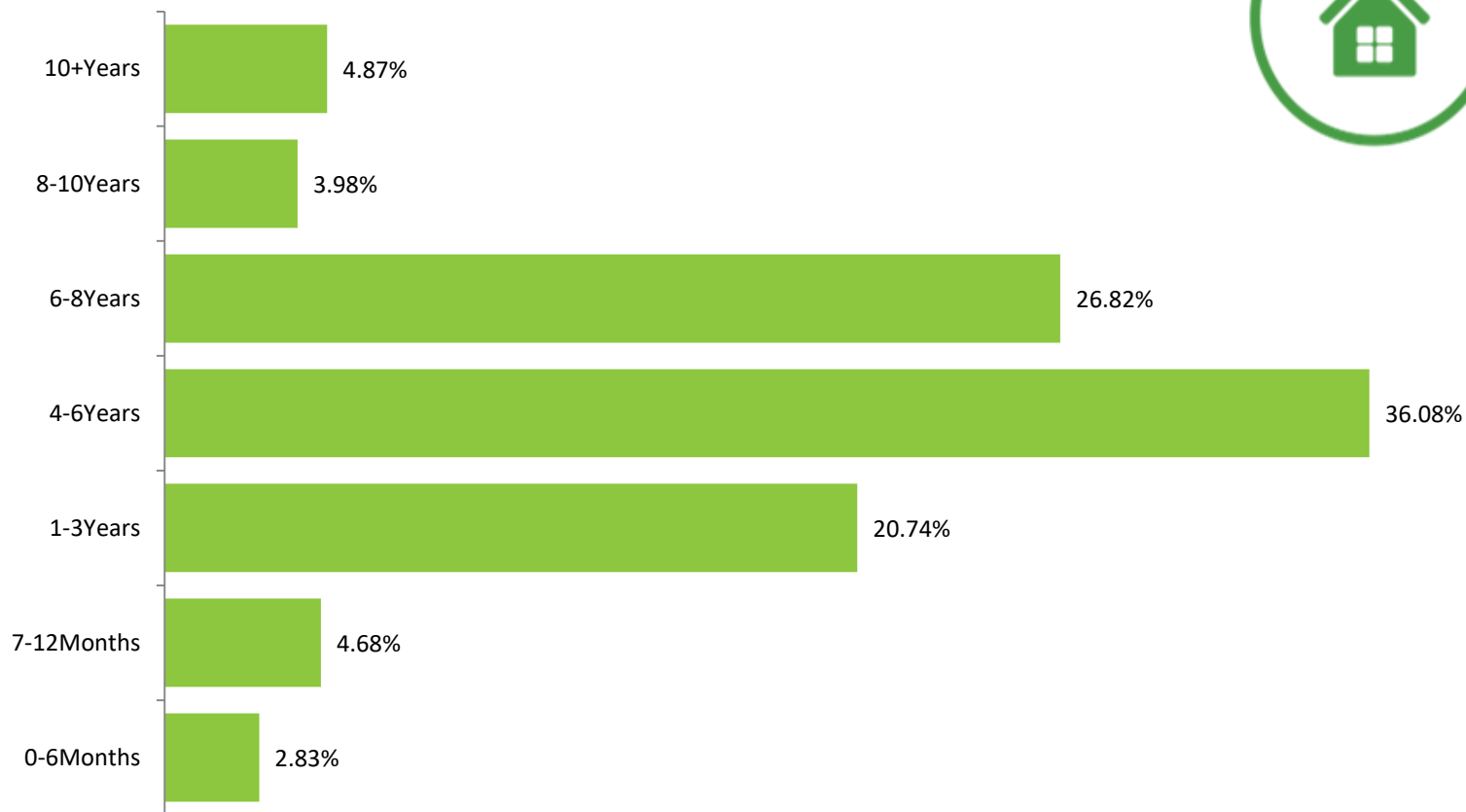
INDIVIDUAL WEIGHTING DISTRIBUTION



PANEL TENURE

Week 25

PANEL TENURE

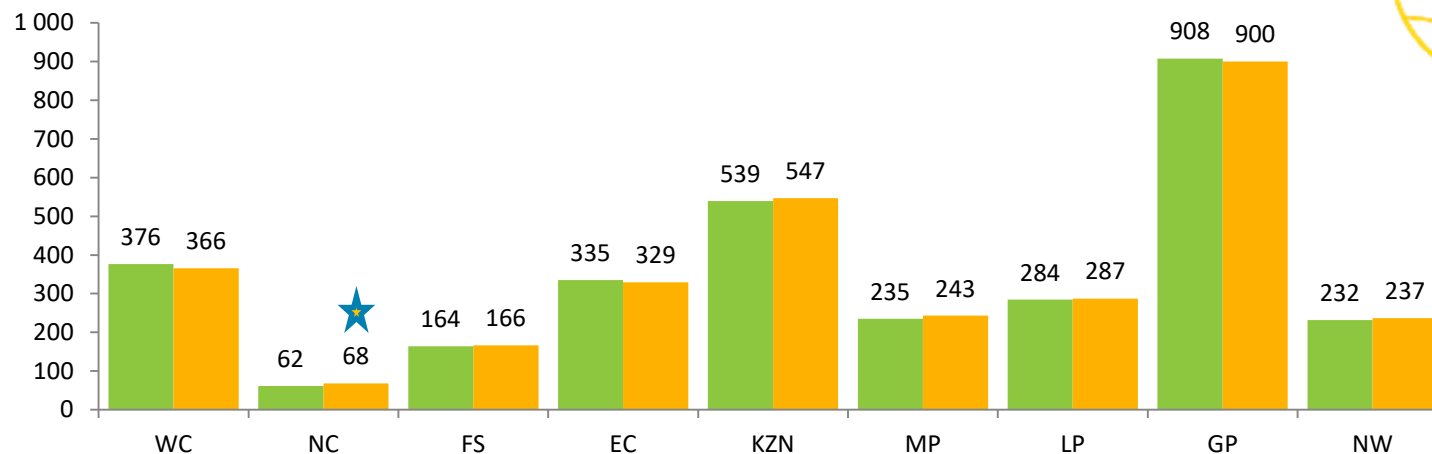


PANEL BALANCE

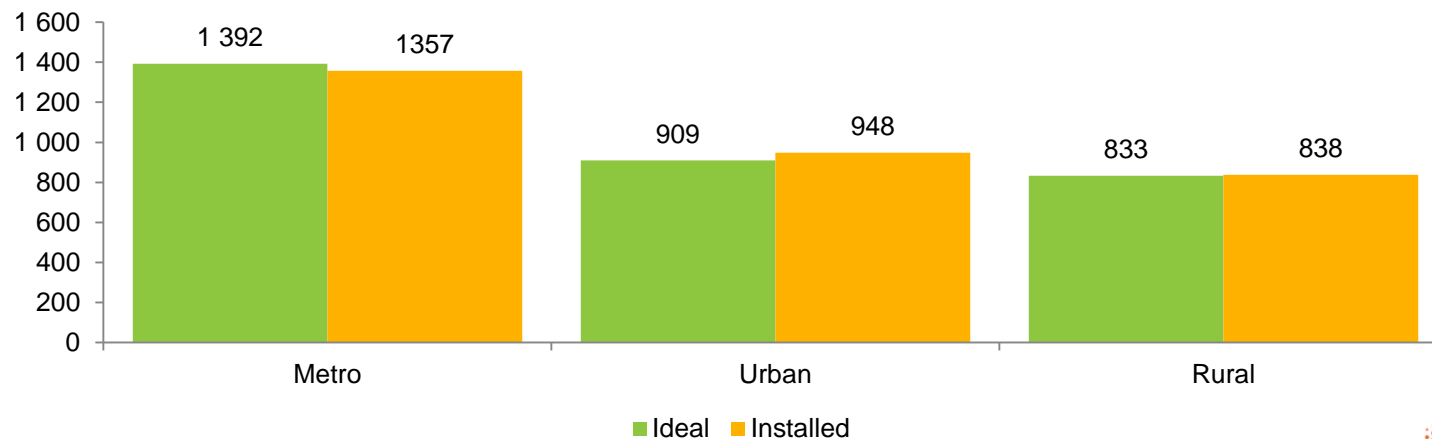
ES (Jul 18 – Jun 19) Universe – 26 June 2020



PROVINCE



AREA

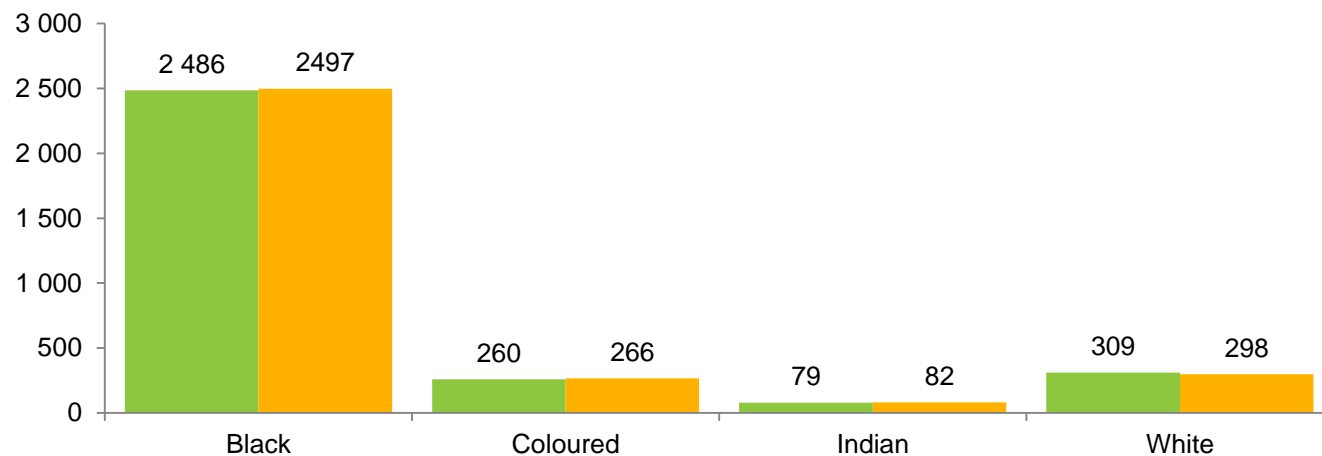


PANEL BALANCE

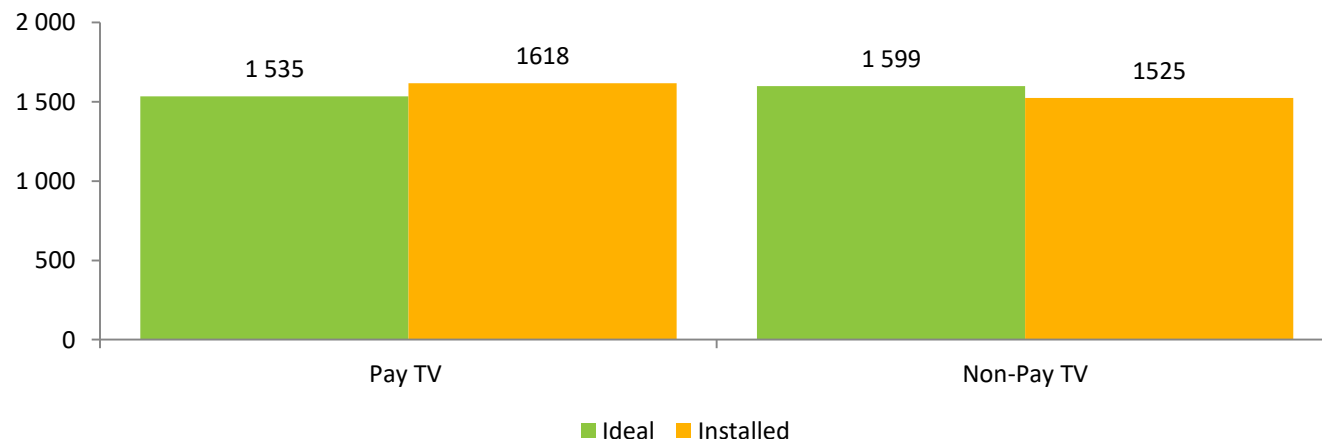
ES (Jul 18 – Jun 19) Universe – 26 June 2020



RACE



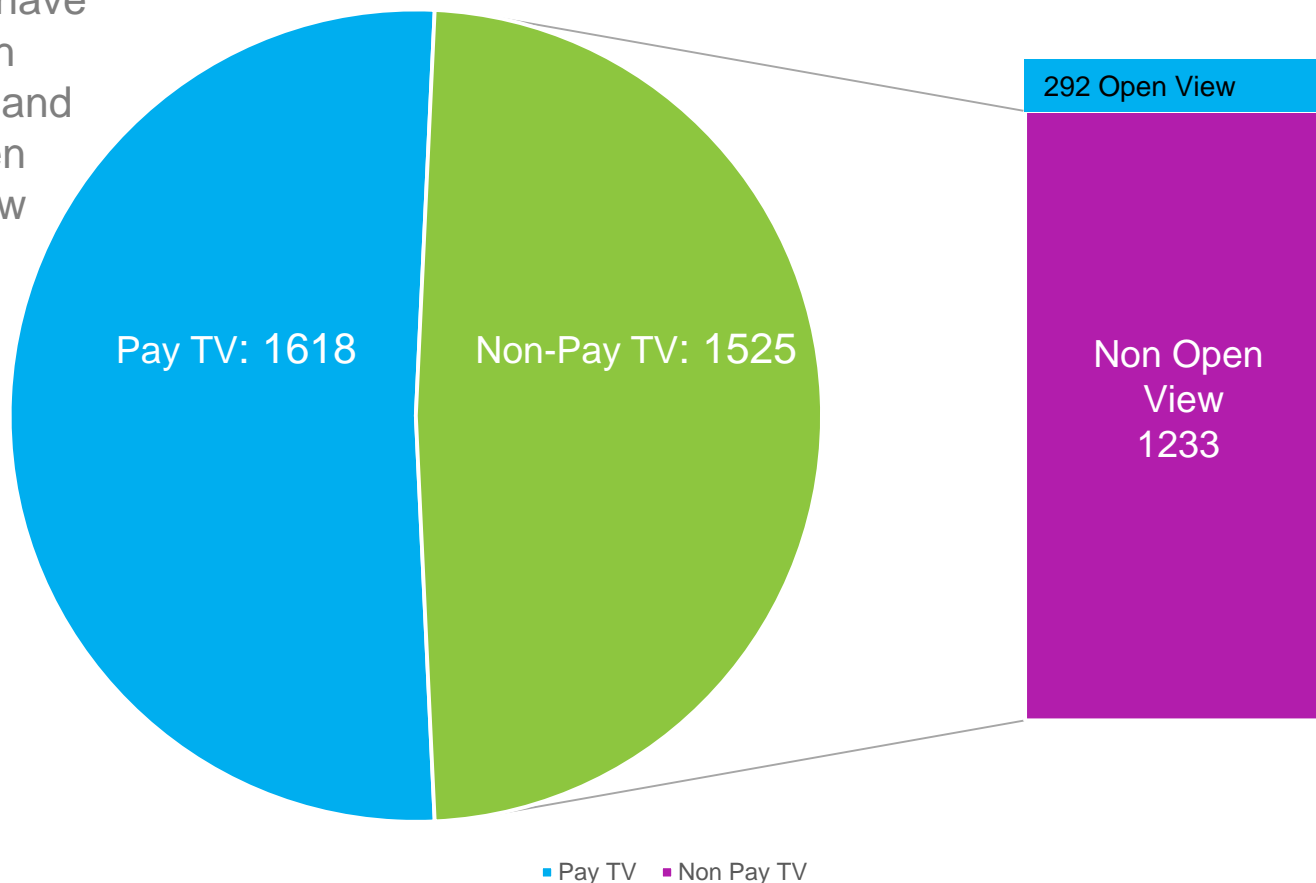
PAY VS NO PAY



PANEL COMPOSITION 2020

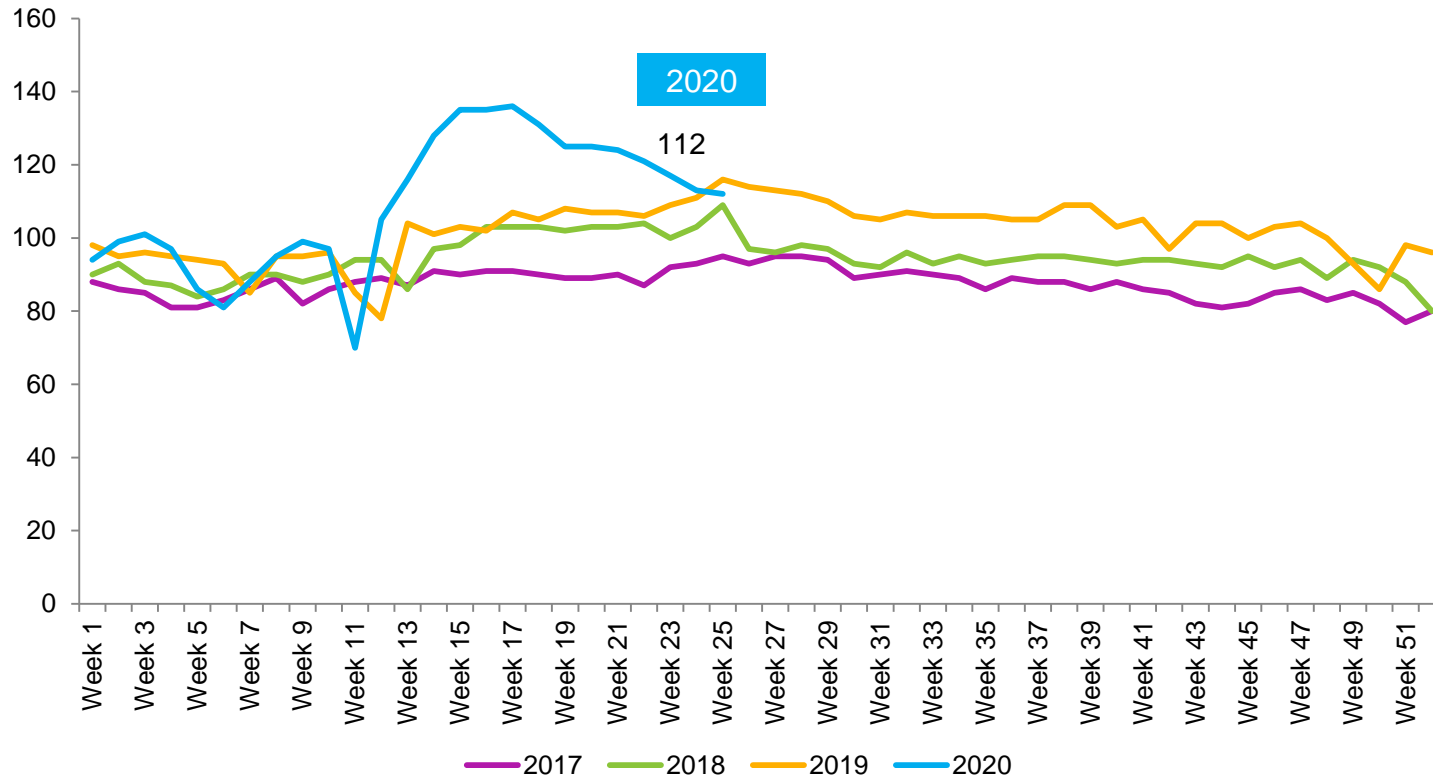
Week 25

38 HH have
both
DSTV and
Open
View



AVERAGE TIME VIEWED- ATV (MINUTES) nielsen

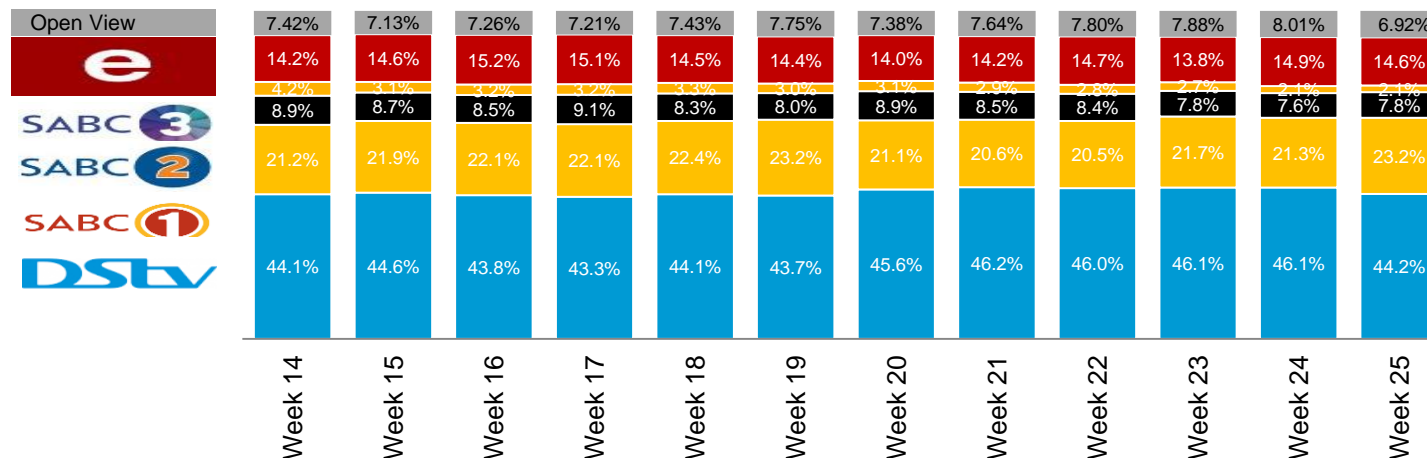
52 Weeks



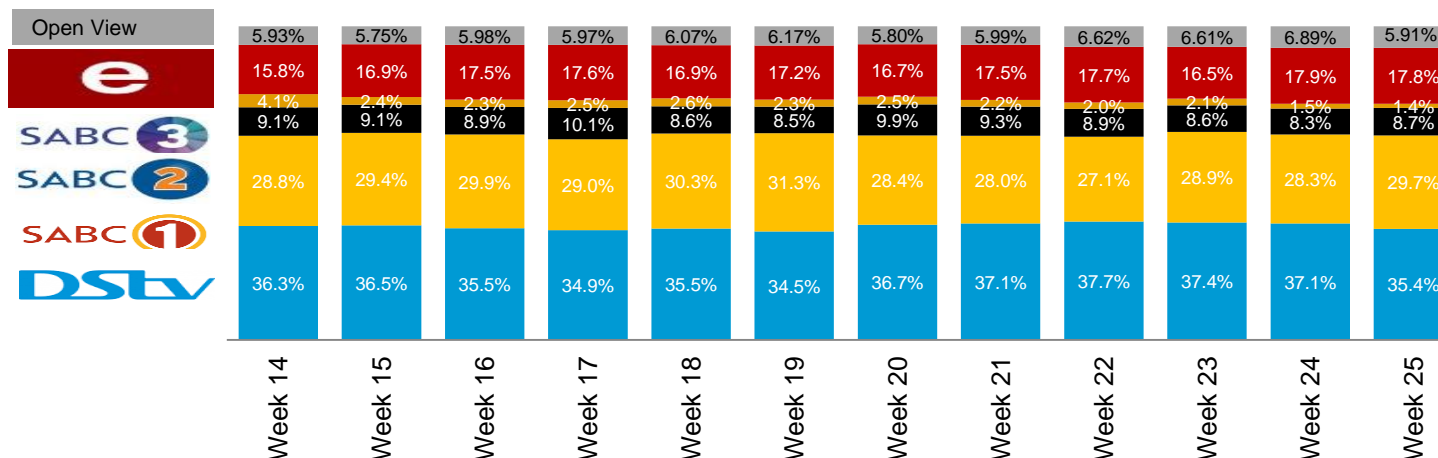
BROADCAST SHARE

2020

BROADCAST SHARE: ALL DAY - ALL INDIVIDUALS

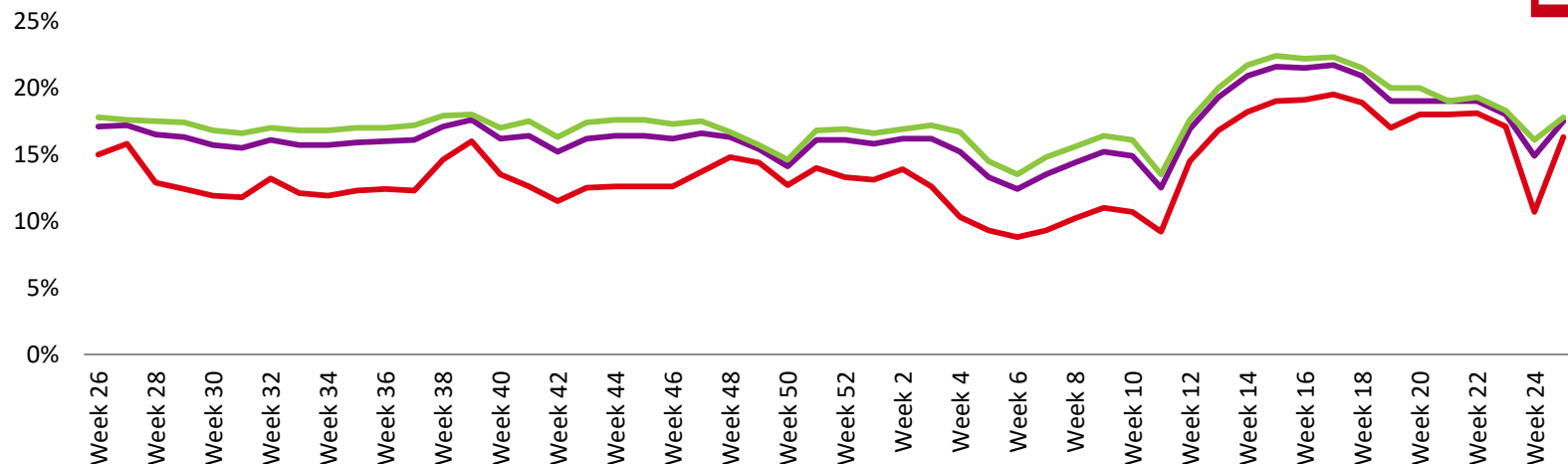


BROADCAST SHARE: PRIME TIME - ALL INDIVIDUALS

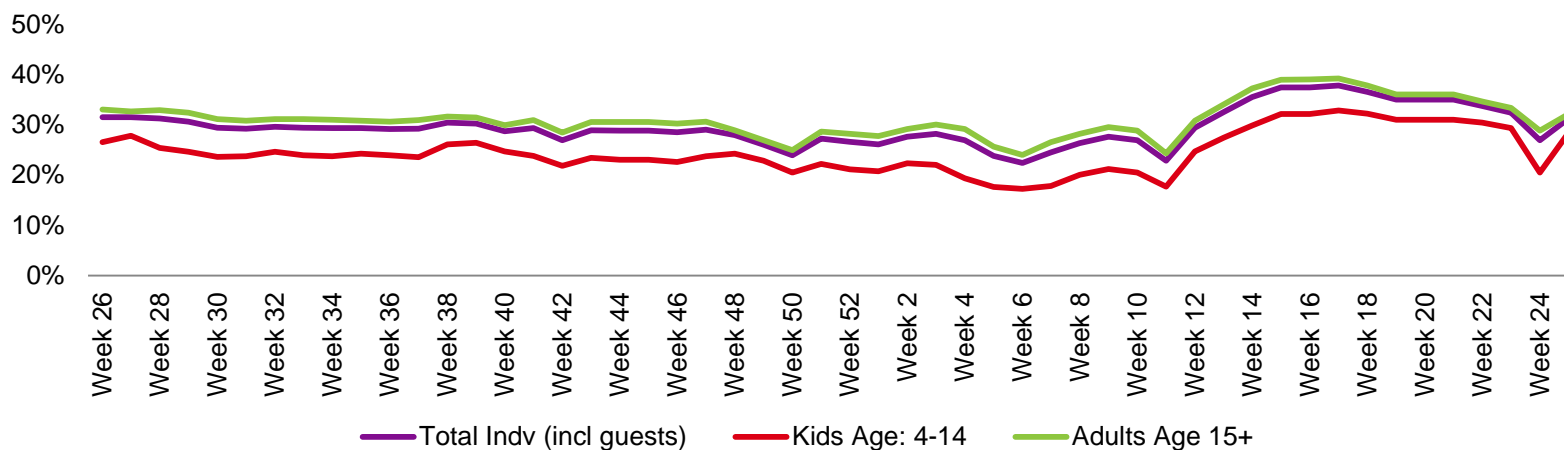


TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY ADULTS/KIDS



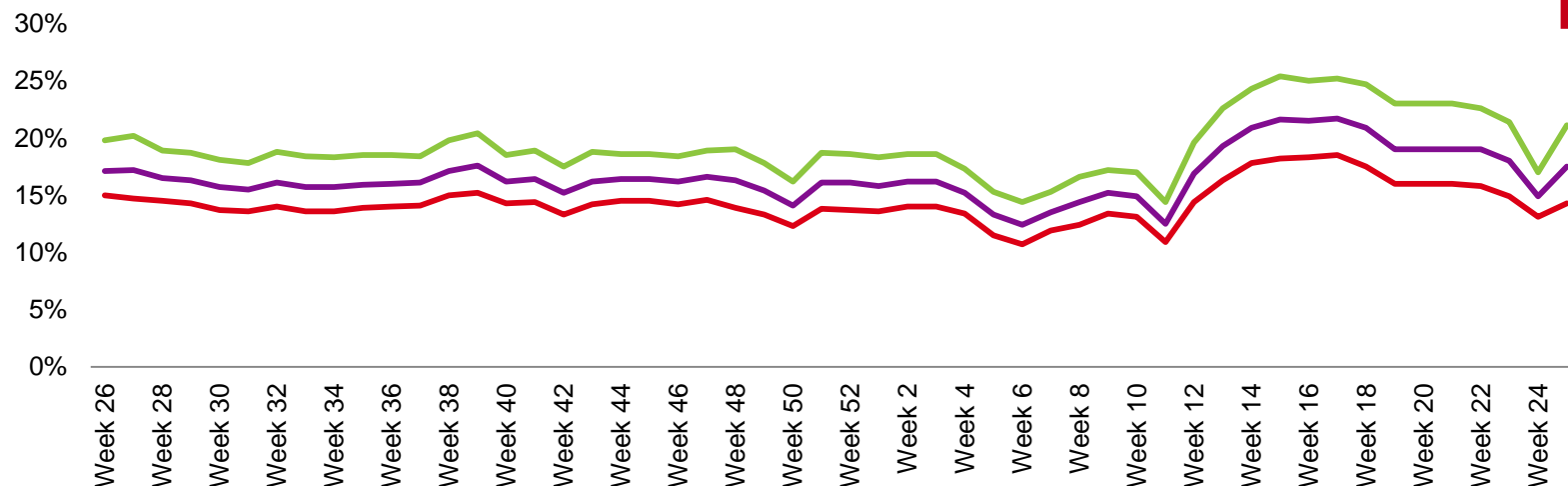
TOTAL TV: PRIME TIME ADULTS/KIDS



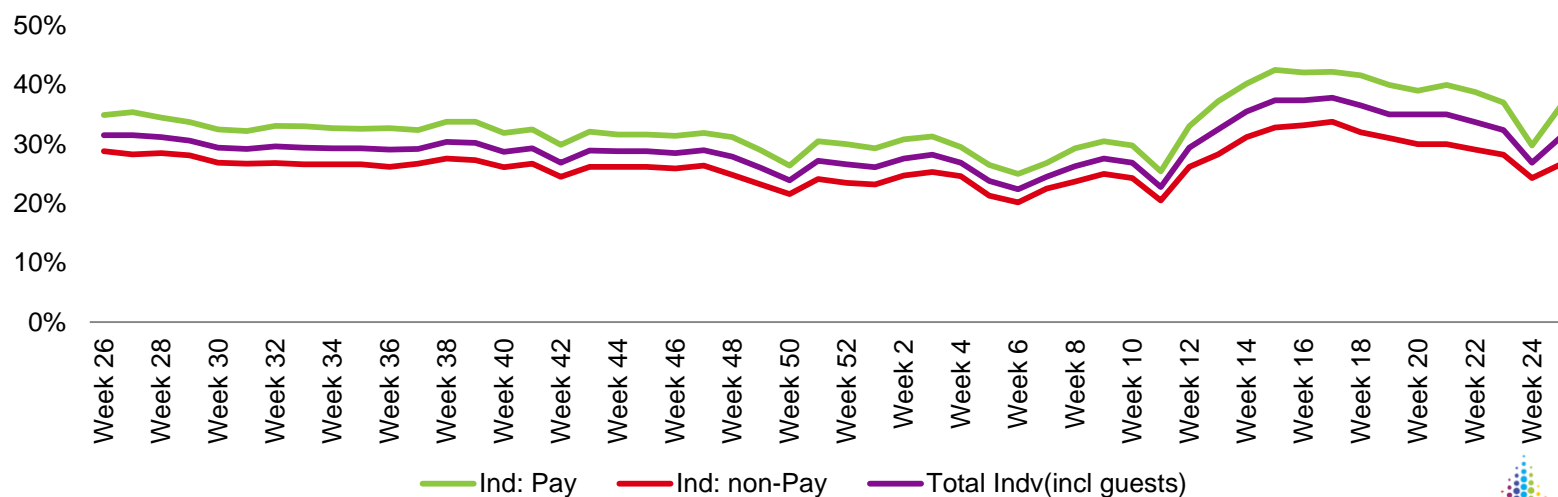
— Total Indv (incl guests) — Kids Age: 4-14 — Adults Age 15+

TVR% PAST 12 MONTHS

TOTAL IND: ALL DAY PAY VS NO PAY

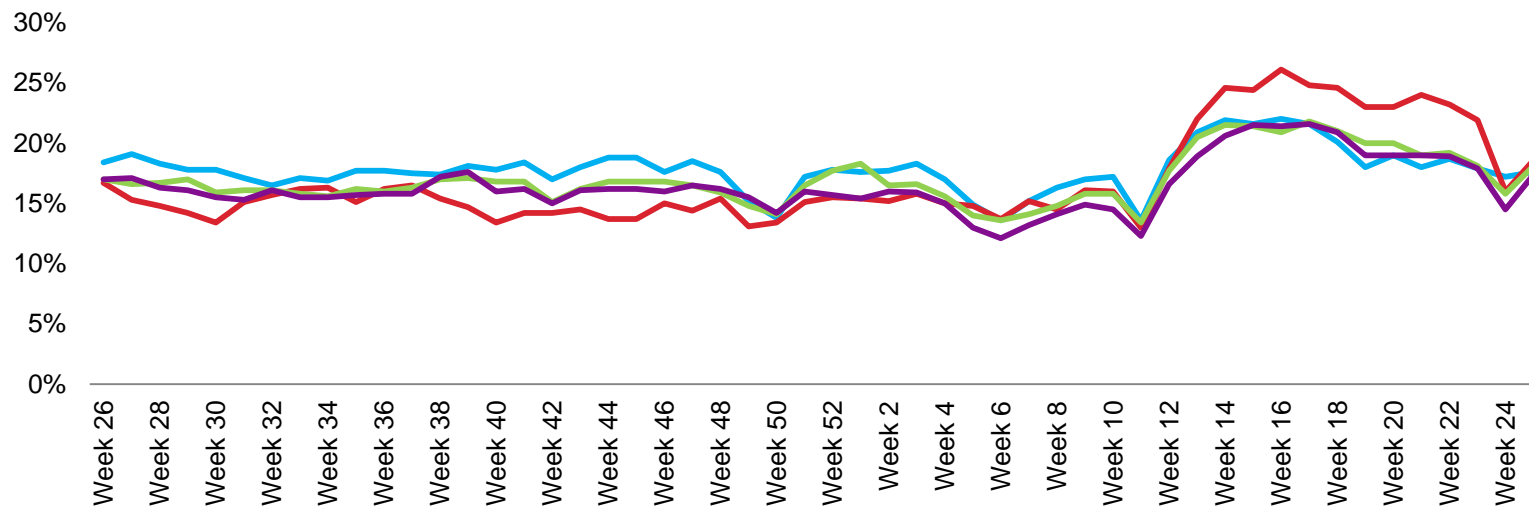


TOTAL IND: PRIME TIME PAY VS NO PAY

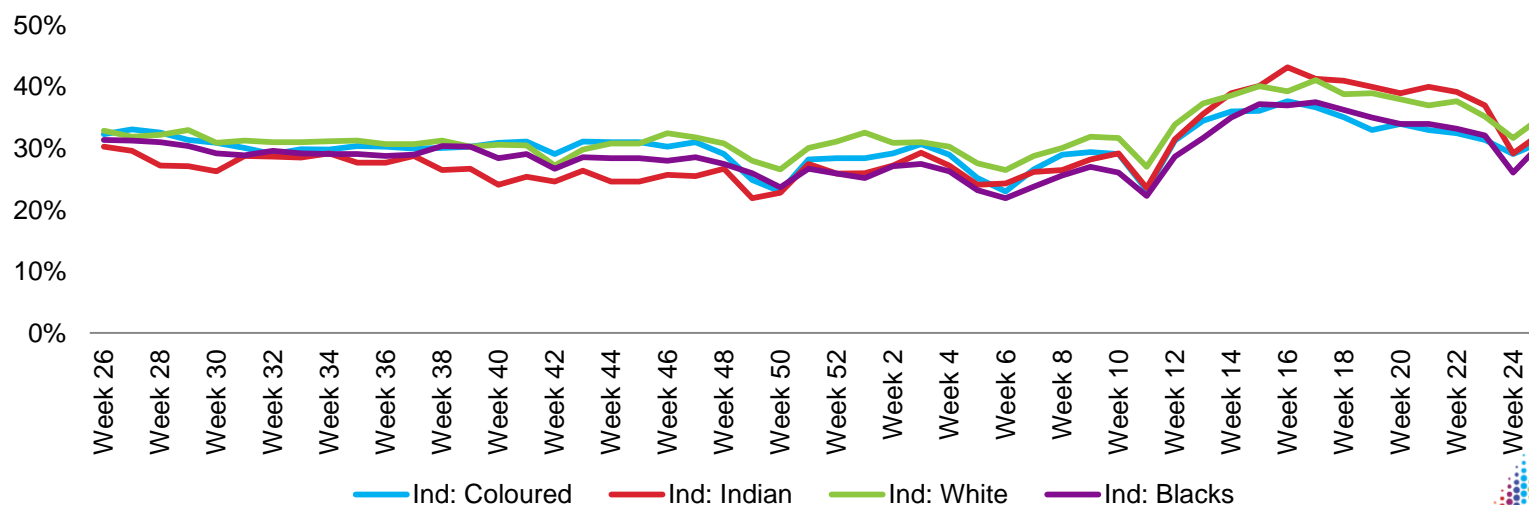


TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY RACE



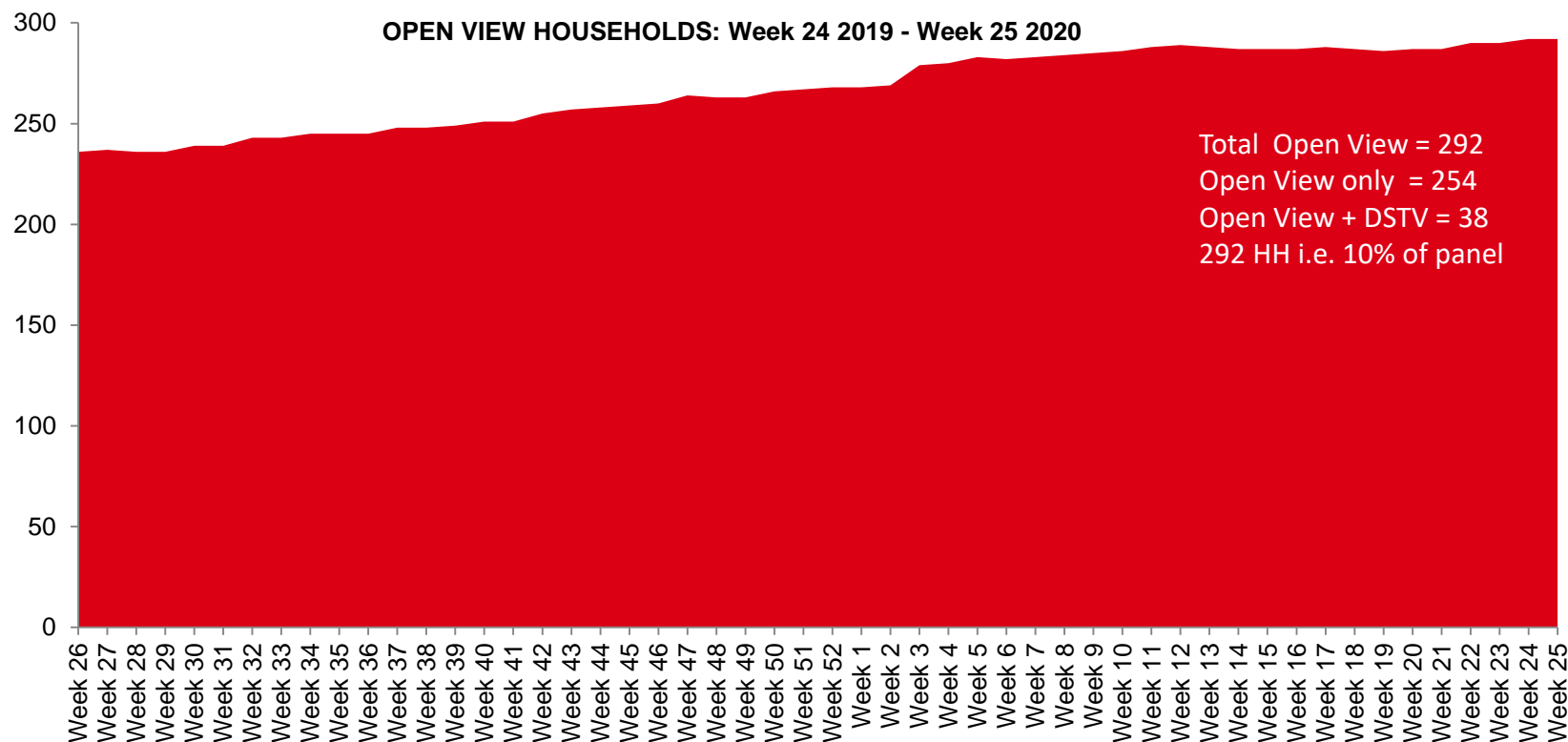
TOTAL TV: PRIME TIME BY RACE



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

OPEN VIEW UPDATE

OPEN VIEW REVIEW



PENALTY SCORE CARD



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THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

TAMS SCORE CARD

26 June 2020



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
TV COVERAGE	90%	90%	▲	Weekly average of all working TV sets	
REPORTING HOUSEHOLDS	90%	80%	▲	A weekly average reach based on the installed panel	
RIM WEIGHTING EFFICIENCY HOUSEHOLDS	65%	68%	▲	Overall efficiency (excludes times of panel expansion or Universe changes)	
RIM WEIGHTING EFFICIENCY INDIVIDUALS	70%	87%	▲	Overall efficiency (excludes times of panel expansion or Universe changes)	

TAMS SCORE CARD

26 June 2020



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
PANEL BALANCE ON OVERALL SAMPLE (WEIGHTING MATRIX)					
PRIMARY CONTROLS					
# OF BALANCED CELLS	18	17	▲	# 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: Northern Cape (NC)
TENURE % < 8 YEARS		91.2%		All HHs to have tenure of less than 8 years	278 HHs to be removed

TAMS SCORE CARD

26 June 2020



nielsen

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	10	▲	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	Delayed due to Covid 19

THANK YOU



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THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA