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BRC TAMS South Africa Status Check July 2020

INTRODUCTION

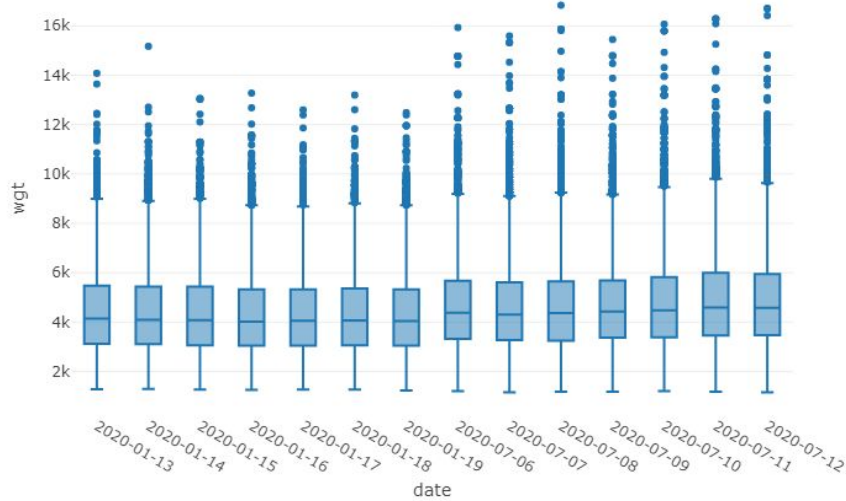
BRC have asked for a status check to be performed on the panel due to the current situation with COVID-19 and the difficulties in performing normal panel maintenance and contact with panel homes.

The check is done by comparing the panel data for two weeks in 2020, from Jan 13 - 19 and July 6 - 12. The focus is on the demography and relation to the ideals given in the ES, the viewing will be different for many reasons and it does not seem relevant to the auditor to compare the actual programme viewing for two weeks 6 months apart.

Overall summary

- The panel is smaller in size in July than in January. In the January week the average number of persons on the panel was 10727, in July it was down 8 percent to 9907.
- The decay seems to have happened in all parts of the panel - which is in fact better than an uneven deterioration in different target groups.
- We see the mean weight increasing a bit since there are fewer panel members to carry the universe weight. There is no significant increase in the standard deviation and the Panel Efficiency also stays the same.
- At this point the panel is still a good currency overall for TV advertising in South Africa.

<i>Date</i>	<i>Panel size(N)</i>	<i>Mean weight</i>	<i>sd</i>	<i>VIF</i>	<i>Panel Efficiency</i>
2020-01-13	10518	4433.89	0.39	1.15	0.87
2020-01-14	10640	4383.05	0.39	1.15	0.87
2020-01-15	10712	4353.59	0.39	1.15	0.87
2020-01-16	10824	4308.54	0.39	1.15	0.87
2020-01-17	10826	4307.74	0.39	1.15	0.87
2020-01-18	10744	4340.62	0.39	1.15	0.87
2020-01-19	10826	4307.74	0.39	1.15	0.87
2020-07-06	10075	4628.85	0.39	1.15	0.87
2020-07-07	10176	4582.90	0.39	1.15	0.87
2020-07-08	10125	4605.99	0.40	1.16	0.86
2020-07-09	9979	4673.38	0.39	1.15	0.87
2020-07-10	9820	4749.04	0.39	1.15	0.87
2020-07-11	9554	4881.27	0.40	1.16	0.86
2020-07-12	9622	4846.77	0.40	1.16	0.86



The box plot shows the same slight increase in mean weights and a limited growth in the upper extreme weights.

Changes in weighting between Races

Date	Race	Min	Mean	Max	Ratio	Date	Race	Min	Mean	Max	Ratio
2020-01-13	White	1598.2	5172.3	11755.6	7.4	2020-07-06	White	1569.4	5240.5	14770.1	9.40
	2 - Coloured	1486.6	5343.5	14077.2	9.5		2 - Coloured	1451.3	5394.5	15931.0	11.00
	3 - Asian	1422.2	4982.9	9977.7	7.0		3 - Asian	1227.0	4792.9	11152.6	9.10
	4 - Black	1277.7	4273.3	10565.0	8.3		4 - Black	1209.4	4496.8	11798.0	9.80
2020-01-14	White	1554.7	5055.4	11307.3	7.3	2020-07-07	White	1604.6	5374.3	15325.1	9.60
	2 - Coloured	1493.1	5293.5	15170.8	10.2		2 - Coloured	1416.8	5318.4	15589.7	11.00
	3 - Asian	1442.0	4939.4	9463.7	6.6		3 - Asian	1159.1	4616.8	10034.7	8.70
	4 - Black	1293.9	4227.0	10512.4	8.1		4 - Black	1173.9	4445.0	11708.4	10.00
2020-01-15	White	1536.1	4999.0	11294.0	7.4	2020-07-08	White	1648.6	5464.5	15869.4	9.60
	2 - Coloured	1491.9	5226.2	13064.0	8.8		2 - Coloured	1457.5	5499.5	16836.0	11.60
	3 - Asian	1378.1	4752.6	9388.7	6.8		3 - Asian	1177.4	4693.4	9905.6	8.40
	4 - Black	1265.8	4206.1	10193.7	8.1		4 - Black	1176.2	4449.2	12068.6	10.30
2020-01-16	White	1560.5	5020.0	11567.0	7.4	2020-07-09	White	1623.7	5310.5	14789.6	9.10
	2 - Coloured	1375.6	5000.7	13275.6	9.7		2 - Coloured	1523.2	5486.2	15446.9	10.10
	3 - Asian	1404.2	4772.6	9084.6	6.5		3 - Asian	1179.4	4654.8	9896.2	8.40
	4 - Black	1256.0	4170.0	10242.0	8.2		4 - Black	1216.2	4540.5	11814.3	9.70
2020-01-17	White	1514.5	4943.7	11087.5	7.3	2020-07-10	White	1613.8	5464.5	15794.2	9.80
	2 - Coloured	1422.4	5090.8	12597.6	8.9		2 - Coloured	1468.8	5546.8	16066.9	10.90
	3 - Asian	1360.9	4598.0	8687.9	6.4		3 - Asian	1208.9	4854.6	10350.3	8.60
	4 - Black	1262.4	4170.9	9678.9	7.7		4 - Black	1270.2	4608.2	12515.8	9.90
2020-01-18	White	1513.7	4971.2	11333.9	7.5	2020-07-11	White	1654.4	5583.9	16286.0	9.80
	2 - Coloured	1429.8	5113.8	13197.0	9.2		2 - Coloured	1626.4	5513.0	16085.4	9.90
	3 - Asian	1474.7	5072.3	10199.8	6.9		3 - Asian	1177.5	4813.3	9973.3	8.50
	4 - Black	1269.5	4194.8	9944.5	7.8		4 - Black	1301.3	4760.1	12721.3	9.80
2020-01-19	White	1578.5	5105.9	11956.2	7.6	2020-07-12	White	1665.6	5708.5	16703.4	10.00
	2 - Coloured	1350.7	4995.2	12486.3	9.2		2 - Coloured	1481.3	5615.7	16416.1	11.10
	3 - Asian	1455.1	4939.4	9558.8	6.6		3 - Asian	1155.2	4752.6	10408.3	9.00
	4 - Black	1226.6	4160.2	9754.7	8.0		4 - Black	1296.7	4703.8	13058.6	10.10

We see some change in the max weights and the max:min ratio between the Jan and July data - placed on the left and right side of the table.

<i>Race</i>	<i>Average max Jan</i>	<i>Average max July</i>	<i>Increase</i>
<i>White</i>	<i>11471.6</i>	<i>15648.3</i>	<i>36.41%</i>
<i>Coloured</i>	<i>13409.8</i>	<i>16053.1</i>	<i>19.71%</i>
<i>Asian</i>	<i>9480.2</i>	<i>10245.9</i>	<i>8.08%</i>
<i>Black</i>	<i>10127.3</i>	<i>12240.7</i>	<i>20.87%</i>
<i>Grand Total</i>	<i>11122.2</i>	<i>13547.0</i>	<i>21.80%</i>

When we look at the increase in max weights we see that the white panel participants have added most weight. (have dropped off most from the panel)

This needs close monitoring, but there is not much to do about it at this time.

Changes in weighting by TV package

<i>Broadcast</i>					<i>Broadcast</i>						
<i>Dateregion</i>	<i>Min</i>	<i>Mean</i>	<i>Max</i>	<i>Ratio</i>	<i>Date</i>	<i>region</i>	<i>Min</i>	<i>Mean</i>	<i>Max</i>	<i>Ratio</i>	
2020-01-13	Non Pay HH	1569.0	4884.0	14077.2	9.0	2020-07-06	Non Pay HH	1671.6	5363.4	15931.0	9.5
	DSTV Compact	1277.7	3908.0	9737.4	7.6		DSTV Compact	1209.4	3941.2	11554.7	9.6
	DSTV Premium	1389.1	4722.3	12410.5	8.9		DSTV Premium	1516.4	4551.9	9580.0	6.3
2020-01-14	Non Pay HH	1600.1	4856.0	15170.8	9.5	2020-07-07	Non Pay HH	1594.4	5275.9	15589.7	9.8
	DSTV Compact	1293.9	3848.5	10121.9	7.8		DSTV Compact	1159.1	3913.7	12040.9	10.4
	DSTV Premium	1362.3	4621.7	11729.0	8.6		DSTV Premium	1483.3	4599.9	9952.1	6.7
2020-01-15	Non Pay HH	1548.7	4805.7	13064.0	8.4	2020-07-08	Non Pay HH	1638.8	5340.1	16836.0	10.3
	DSTV Compact	1265.8	3837.2	9647.1	7.6		DSTV Compact	1176.2	3903.1	13038.8	11.1
	DSTV Premium	1367.9	4580.5	12424.1	9.1		DSTV Premium	1486.5	4629.3	10403.7	7.0
2020-01-16	Non Pay HH	1577.5	4795.4	13275.6	8.4	2020-07-09	Non Pay HH	1635.4	5390.4	15446.9	9.4
	DSTV Compact	1256.0	3774.7	9331.6	7.4		DSTV Compact	1179.4	3995.6	11918.2	10.1
	DSTV Premium	1338.7	4462.5	11440.1	8.5		DSTV Premium	1564.1	4593.4	9770.0	6.2
2020-01-17	Non Pay HH	1567.9	4775.9	12597.6	8.0	2020-07-10	Non Pay HH	1700.2	5529.8	16066.9	9.5
	DSTV Compact	1262.4	3795.4	9609.0	7.6		DSTV Compact	1208.9	4026.5	12235.8	10.1
	DSTV Premium	1330.3	4432.4	11185.8	8.4		DSTV Premium	1549.8	4644.3	9923.7	6.4
2020-01-18	Non Pay HH	1579.1	4825.5	13197.0	8.4	2020-07-11	Non Pay HH	1667.4	5684.5	16286.0	9.8
	DSTV Compact	1269.5	3808.0	9637.3	7.6		DSTV Compact	1177.5	4138.0	12927.9	11.0
	DSTV Premium	1340.7	4494.8	11444.4	8.5		DSTV Premium	1569.6	4758.9	10593.4	6.7
2020-01-19	Non Pay HH	1535.7	4801.1	12486.3	8.1	2020-07-12	Non Pay HH	1613.9	5642.7	16703.4	10.3
	DSTV Compact	1226.6	3766.5	9411.6	7.7		DSTV Compact	1155.2	4102.1	12998.7	11.3
	DSTV Premium	1306.9	4482.1	10725.5	8.2		DSTV Premium	1578.8	4826.0	11785.4	7.5

<i>Broadcast</i>	<i>Region</i>	<i>Average max Jan</i>	<i>Average max July</i>	<i>Increase</i>
	1 - Non Pay HH	13409.8	16122.8	20.23%
	5 - DSTV Compact	9642.3	12387.9	28.47%
	6 - DSTV Premium	11622.8	10286.9	-11.49%
	Grand Total	11558.3	12932.5	11.89%

There seems to be a struggle to keep enough DStv Compact in the panel, and the DStv Premium actually lowers the max weight. (getting a proportion in the panel closer to the ideal)

Changes in weighting by time on panel

To check whether the time households have been on the panel have an effect on their behaviour during the tested period, we have divided the panel in 5 equal size parts by their installation date.

<i>Install date</i>	<i>Date</i>	<i>Min</i>	<i>Mean</i>	<i>Max</i>	<i>Ratio</i>	<i>Date</i>	<i>Min</i>	<i>Mean</i>	<i>Max</i>	<i>Ratio</i>
<i>Oldest bef. 09/13</i>	2020-01-13	1277.7	4132.1	12410.5	9.7	2020-07-06	1209.4	4205.4	13193.2	10.9
<i>bef 09/14</i>		1296.7	4316.5	12017.5	9.3		1209.4	4580.6	14770.1	12.2
<i>bef 03/16</i>		1296.7	4409.4	12457.1	9.6		1301.6	4582.1	14777.2	11.4
<i>bef 05/18</i>		1286.5	4567.0	10860.0	8.4		1227.0	4776.3	11913.0	9.7
<i>youngest</i>		1286.5	4744.6	14077.2	10.9		1354.5	4999.9	15931.0	11.8
<i>Oldest bef 09/13</i>	2020-01-14	1293.9	4086.4	11729.0	9.1	2020-07-07	1173.9	4197.3	13474.5	11.5
<i>bef 09/14</i>		1295.3	4243.3	12517.6	9.7		1173.9	4518.0	15325.1	13.1
<i>bef 03/16</i>		1295.3	4348.8	11947.9	9.2		1290.3	4537.3	13977.2	10.8
<i>bef 05/18</i>		1347.6	4508.9	10847.6	8.0		1159.1	4708.3	12578.3	10.9
<i>youngest</i>		1295.3	4727.7	15170.8	11.7		1304.2	4953.8	15589.7	12.0
<i>Oldest bef 09/13</i>	2020-01-15	1265.8	4069.9	12424.1	9.8	2020-07-08	1176.2	4203.6	13898.4	11.8
<i>bef 09/14</i>		1279.2	4240.2	13022.7	10.2		1176.2	4535.4	15869.4	13.5
<i>bef 03/16</i>		1279.2	4271.4	12108.0	9.5		1280.5	4554.0	14972.7	11.7
<i>bef 05/18</i>		1353.1	4492.3	10854.4	8.0		1177.4	4744.7	12382.8	10.5
<i>youngest</i>		1279.2	4694.3	13064.0	10.2		1301.8	4992.2	16836.0	12.9
<i>Oldest bef 09/13</i>	2020-01-16	1256.0	4004.2	11440.1	9.1	2020-07-09	1216.2	4255.8	12825.3	10.5
<i>bef 09/14</i>		1256.0	4161.9	11567.0	9.2		1216.2	4611.0	14789.6	12.2
<i>bef 03/16</i>		1256.0	4271.7	12020.7	9.6		1334.9	4649.3	13878.3	10.4
<i>bef 05/18</i>		1331.7	4456.6	10565.5	7.9		1179.4	4785.7	11573.4	9.8
<i>youngest</i>		1256.0	4648.5	13275.6	10.6		1356.4	5065.3	15446.9	11.4
<i>Oldest bef 09/13</i>	2020-01-17	1262.4	4015.5	11185.8	8.9	2020-07-10	1270.2	4319.0	13463.7	10.6
<i>bef 09/14</i>		1262.4	4162.9	11862.2	9.4		1270.2	4675.0	15794.2	12.4
<i>bef 03/16</i>		1262.4	4255.0	12389.4	9.8		1321.1	4706.9	14313.8	10.8
<i>bef 05/18</i>		1330.3	4479.1	10435.0	7.8		1208.9	4919.8	13956.7	11.5
<i>youngest</i>		1262.4	4626.4	12597.6	10.0		1321.1	5124.5	16066.9	12.2
<i>Oldest bef 09/13</i>	2020-01-18	1269.5	4021.5	11444.4	9.0	2020-07-11	1301.3	4436.2	14152.1	10.9
<i>bef 09/14</i>		1269.5	4218.3	11831.6	9.3		1301.3	4834.5	16286.0	12.5
<i>bef 03/16</i>		1270.7	4304.6	12603.6	9.9		1350.2	4762.0	15258.6	11.3
<i>bef 05/18</i>		1340.7	4513.1	10695.3	8.0		1177.5	5131.0	14248.1	12.1
<i>youngest</i>		1270.7	4645.7	13197.0	10.4		1364.0	5242.8	16286.0	11.9
<i>Oldest bef 09/13</i>	2020-01-19	1226.6	4005.1	11222.0	9.1	2020-07-12	1296.7	4389.8	14275.4	11.0
<i>bef 09/14</i>		1226.6	4177.3	11956.2	9.7		1296.7	4766.3	16703.4	12.9
<i>bef 03/16</i>		1226.6	4241.6	12486.3	10.2		1313.4	4788.8	13598.3	10.4
<i>bef 05/18</i>		1306.9	4498.4	11171.6	8.5		1155.2	5051.5	13090.4	11.3
<i>youngest</i>		1226.6	4616.5	12390.5	10.1		1349.3	5237.8	14818.8	11.0

Install date	Average max Jan	Average max July	Increase
bef 03/16	12287.6	14396.6	17.16%
bef 05/18	10775.6	12820.4	18.98%
bef 09/14	12110.7	15648.3	29.21%
Oldest bef 09/13	11574.2	13681.6	18.21%
Oldest bef. 09/13	12410.5	13193.2	6.31%
youngest	13396.1	15853.6	18.34%
Grand Total	12052.7	14466.1	20.02%

We are not able to find a clear relation between the time a household has been on the panel and how much the group has dropped out / increased its weights.

The ratio between max and min weights is illustrated for the groups with different time on panel - but the relationship is not clear.

