

TAMS TECHNICAL COMMITTEE REPORT

18 September 2020

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- Open View Update
- Digital Terrestrial Update
- Penalty Scorecard Week 37 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

3130 installed

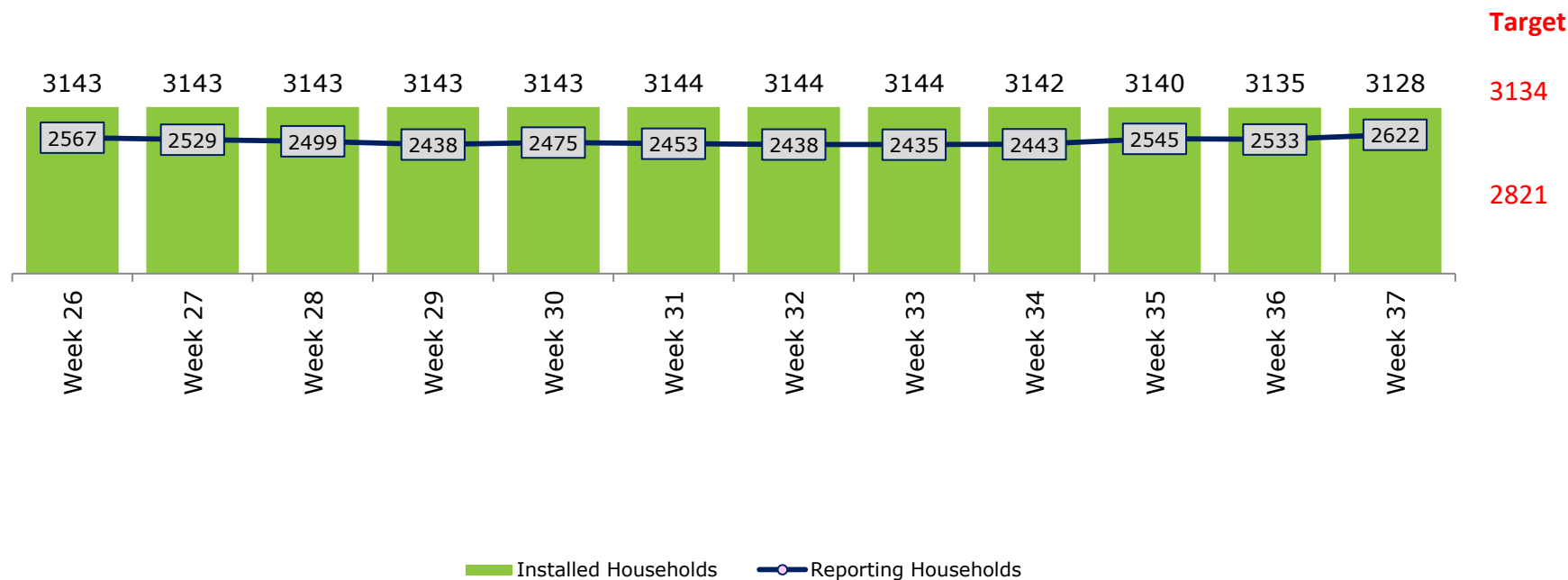
Panel Individuals

15,689

TAMS SAMPLE OVERVIEW



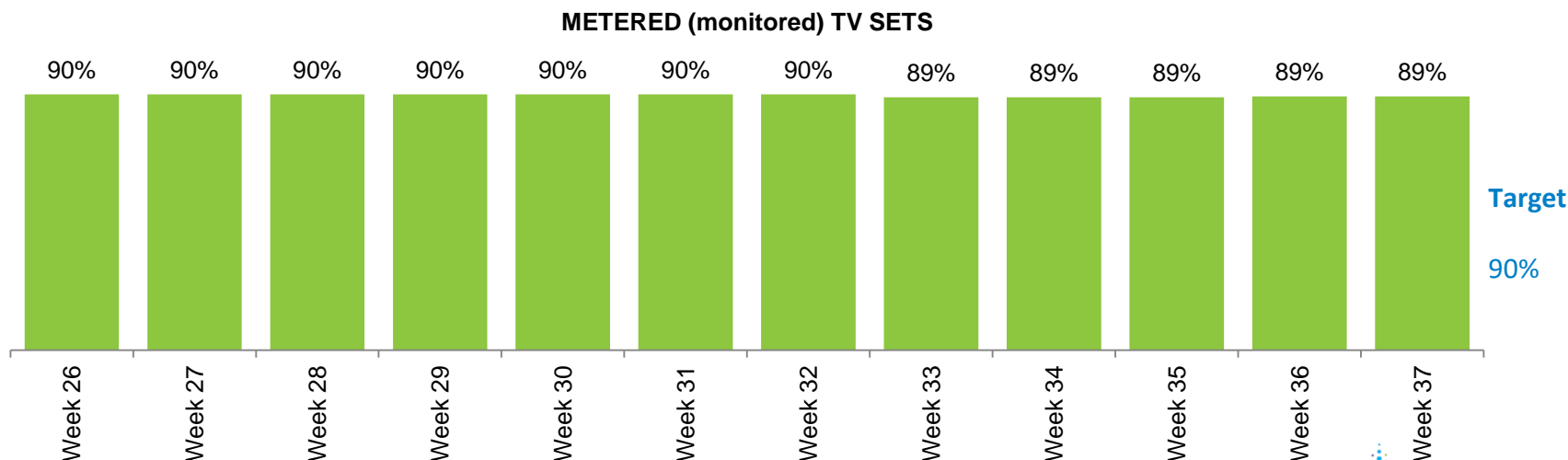
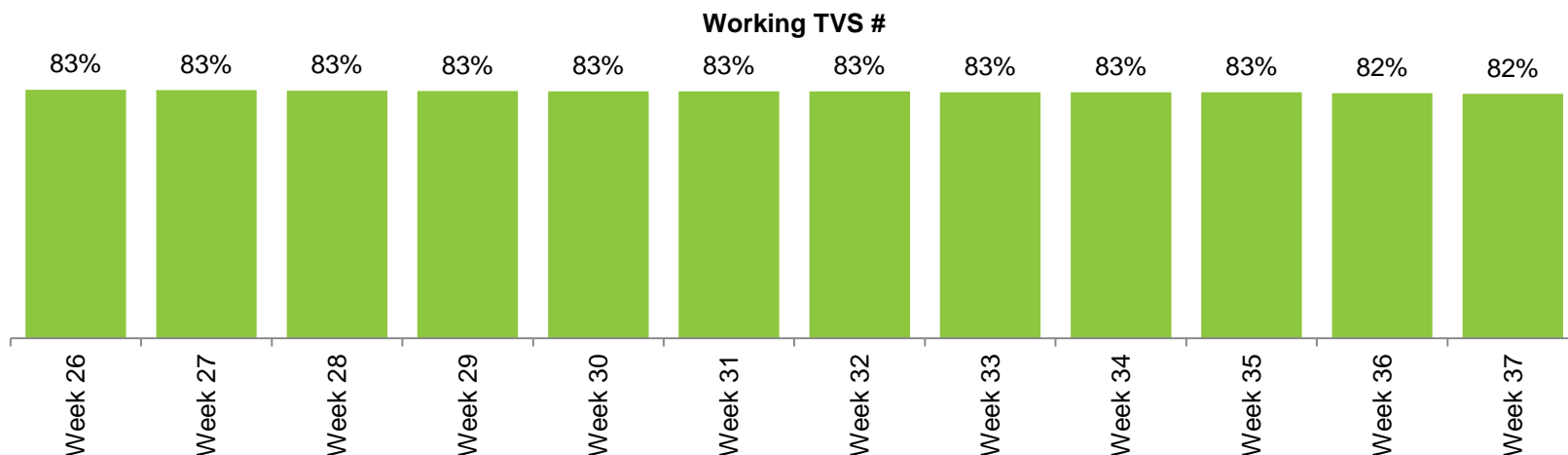
INSTALLED VS. REPORTING HOUSEHOLDS



TAMS SAMPLE OVERVIEW



nielsen

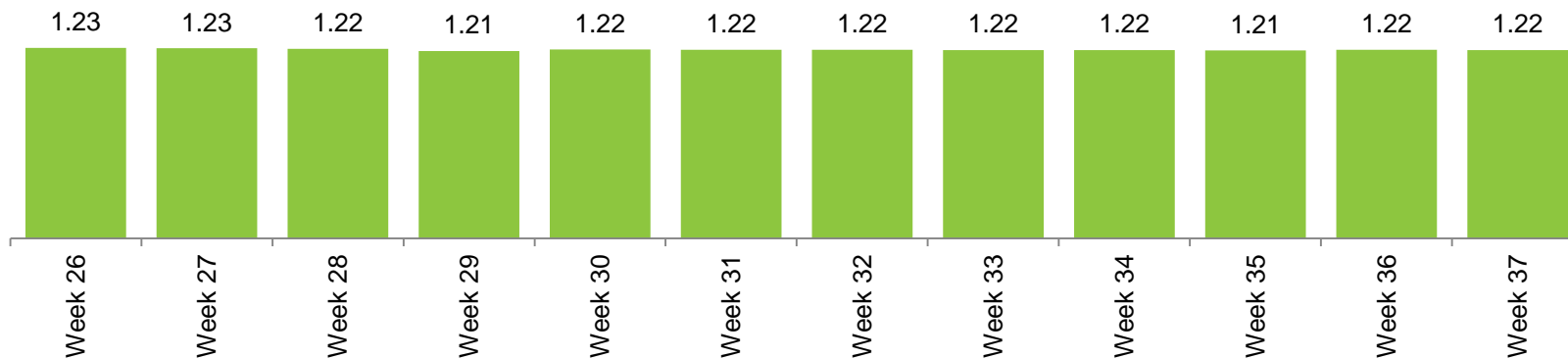


TAMS SAMPLE OVERVIEW

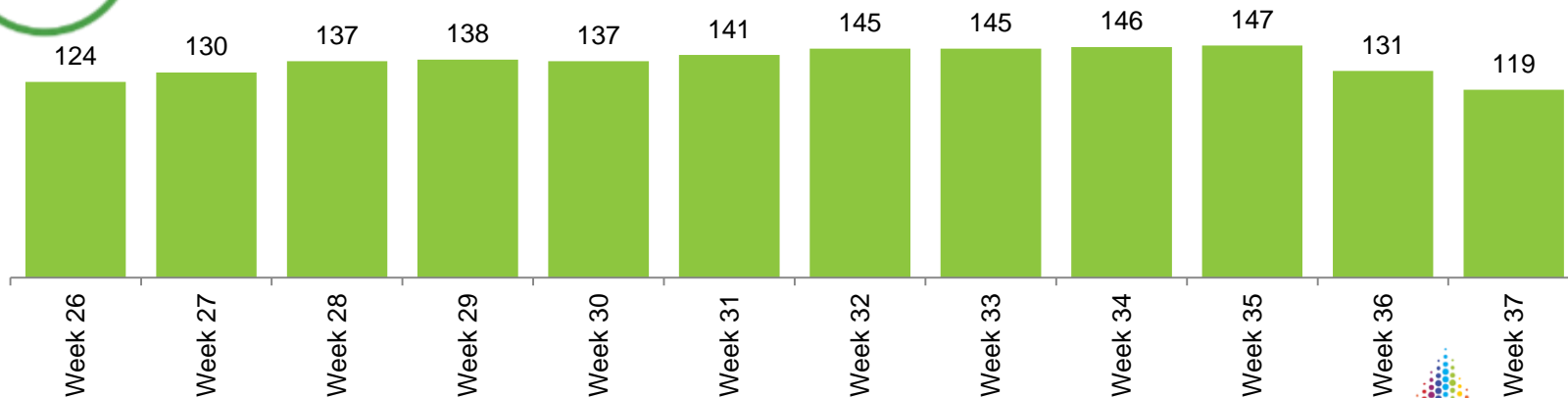


nielsen

AVG #
TV SETS



HH's WITH
NO WORKING
TV SETS

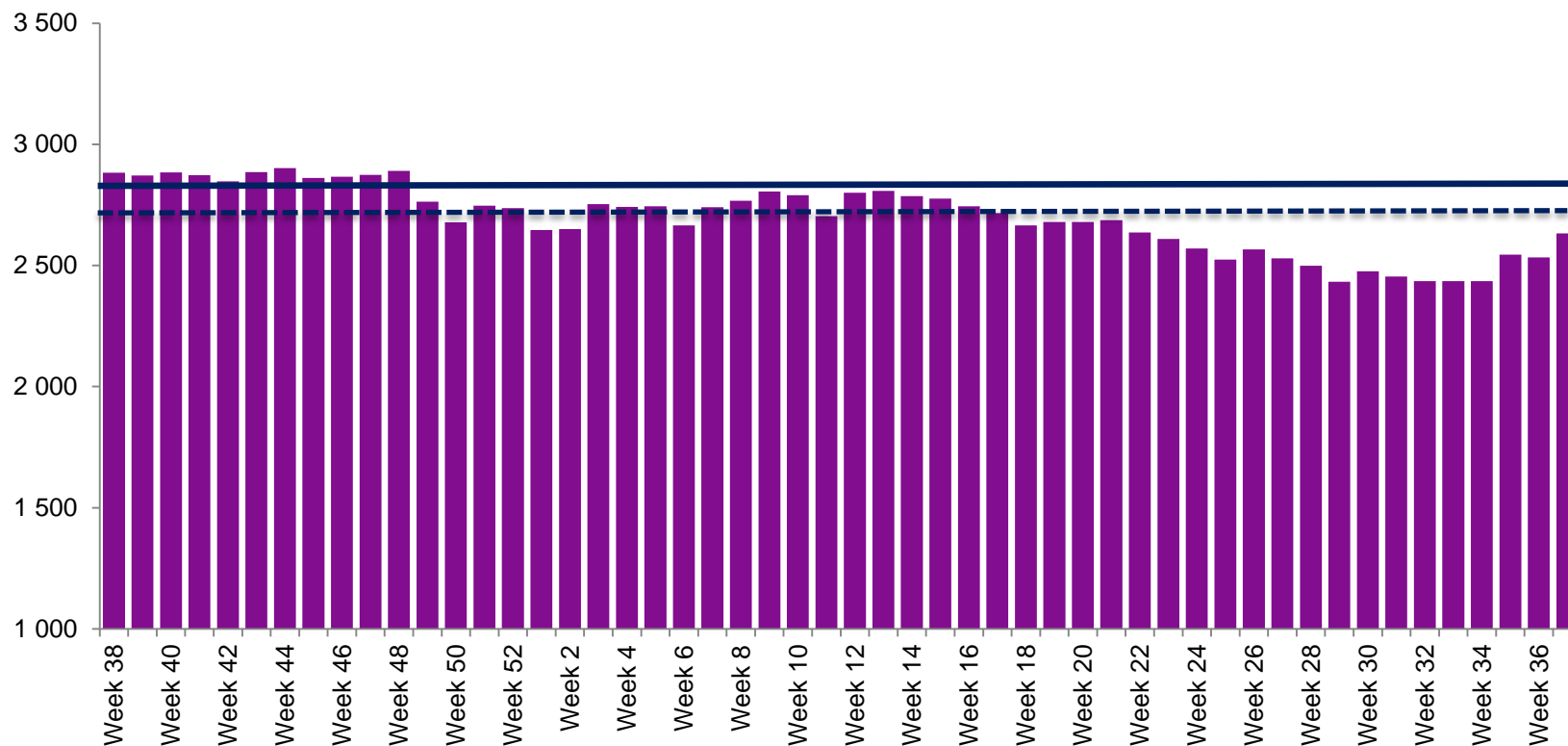


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY HOUSEHOLD SAMPLE

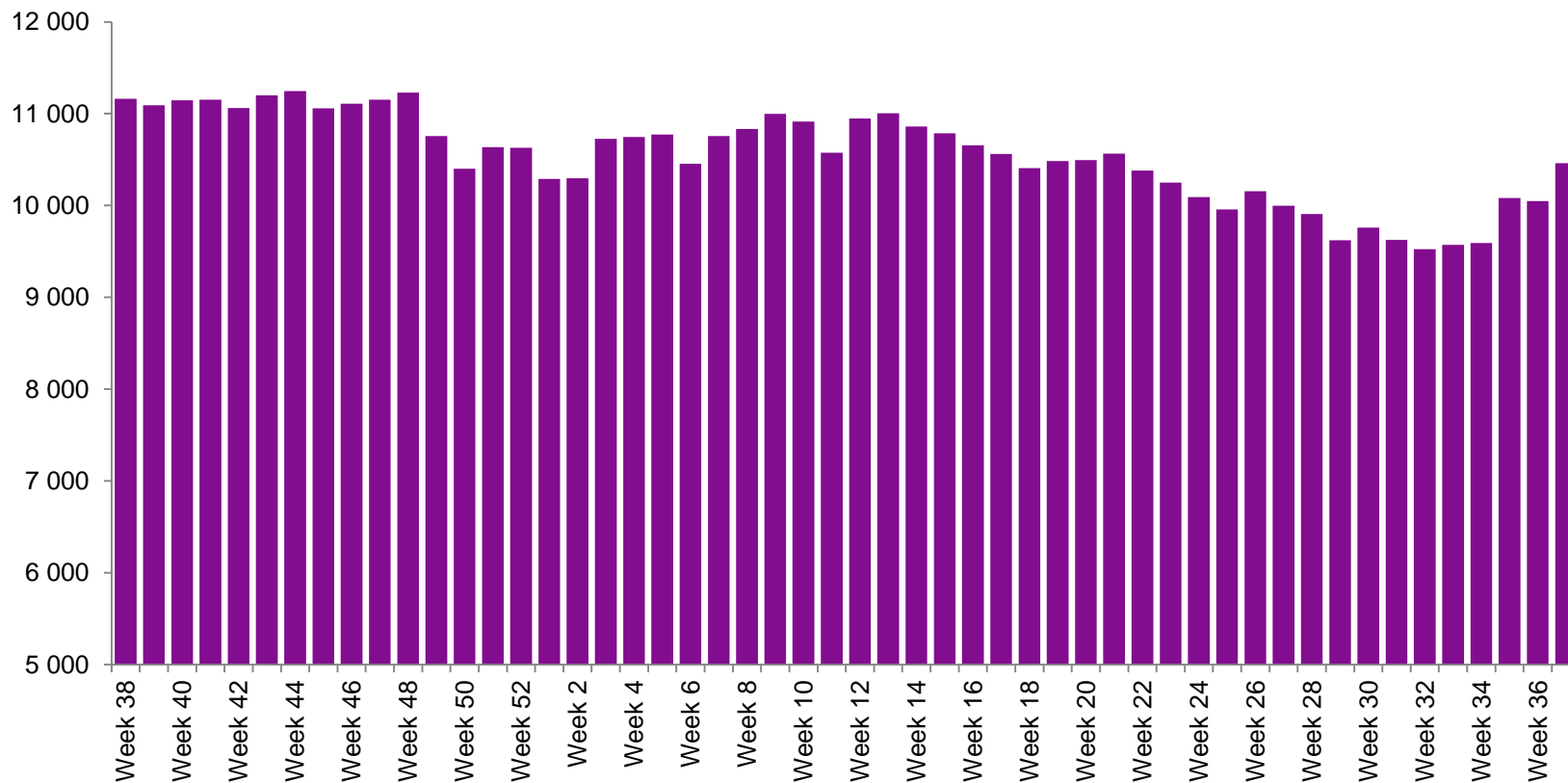


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY INDIVIDUAL SAMPLE



WEIGHTING EFFICIENCY

Efficiency Indicators – Last 6 Weeks 2020



Weekly Avg		Week 32	Week 33	Week 34	Week 35	Week 36	Week 37
INDIVIDUAL WEIGHTING EFFICIENCY		86,1%	85,4%	84,9%	84,9%	84.6%	84.6%
INDIVIDUAL MAXIMUM WEIGHT		19,089	19,885	20,979	20.049	21,341	21,752
HOUSEHOLD WEIGHTING EFFICIENCY		69,2%	68,4%	68,2%	68,2%	68,5%	68,3%

Target

70%

Target

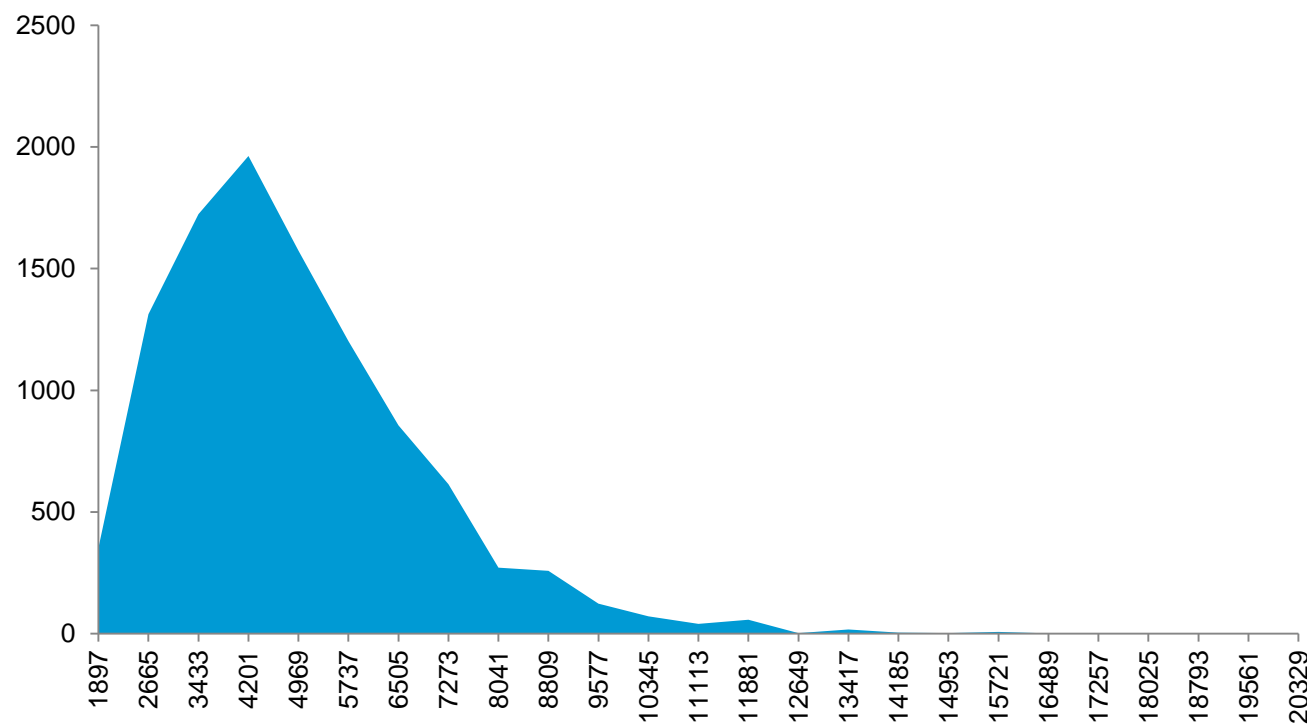
65%

WEIGHTING DISTRIBUTION

As at: Week 37 2020



INDIVIDUAL WEIGHTING DISTRIBUTION

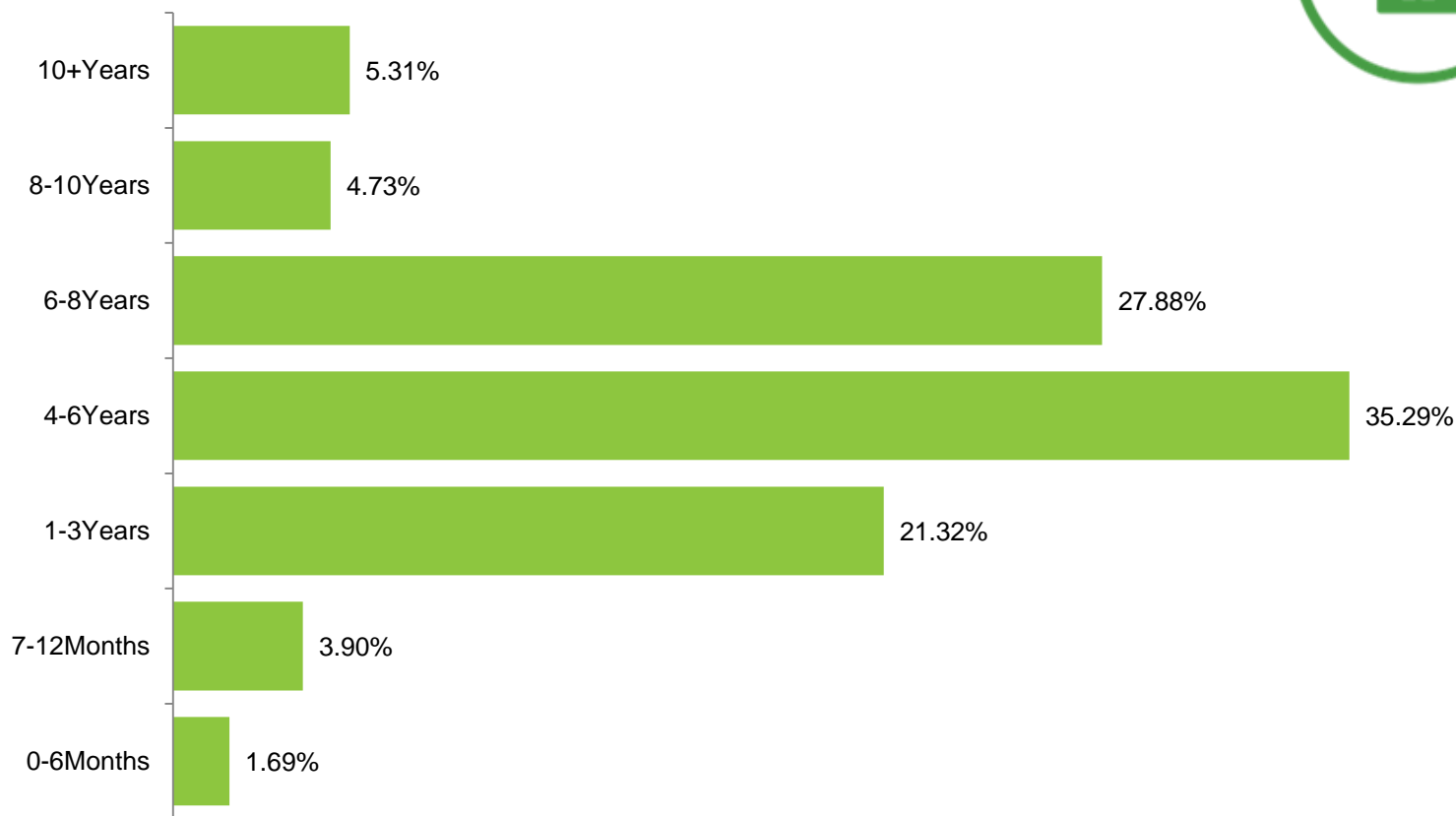


PANEL TENURE

Week 37



PANEL TENURE

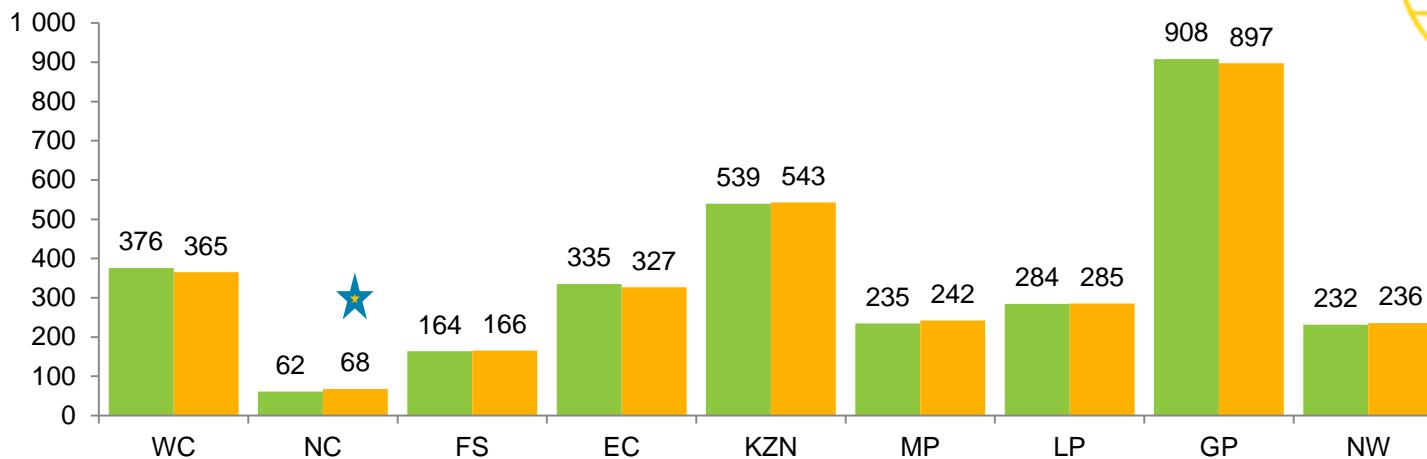


PANEL BALANCE

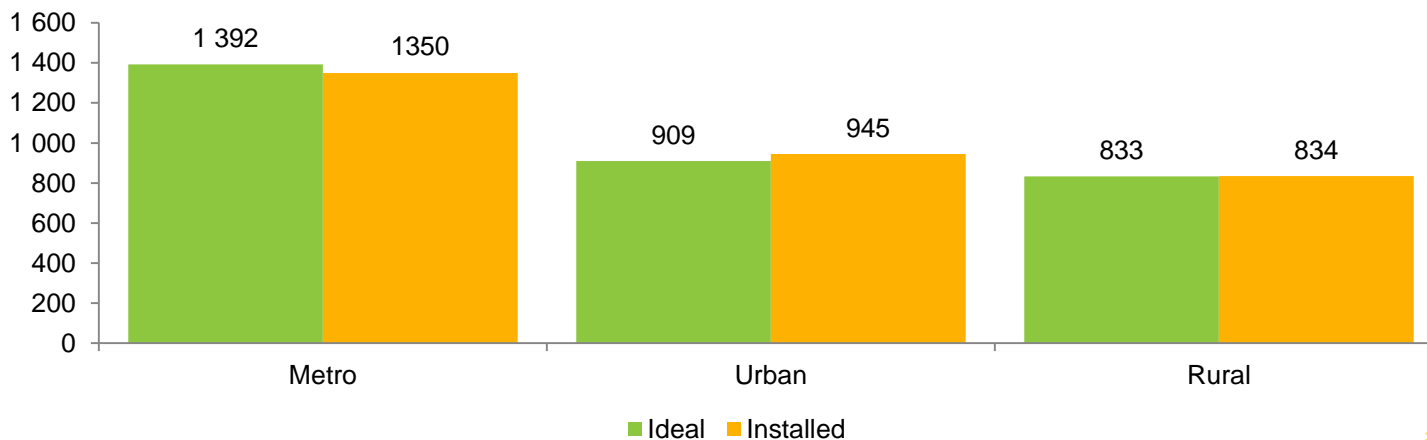
ES (Jul 18 – Jun 19) Universe – 18 September 2020



PROVINCE



AREA

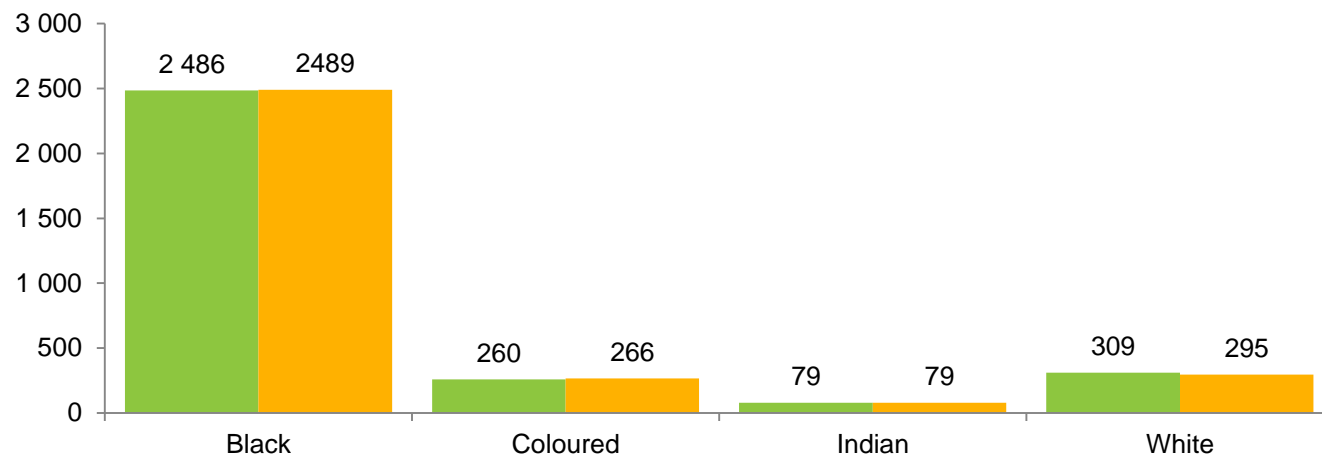


PANEL BALANCE

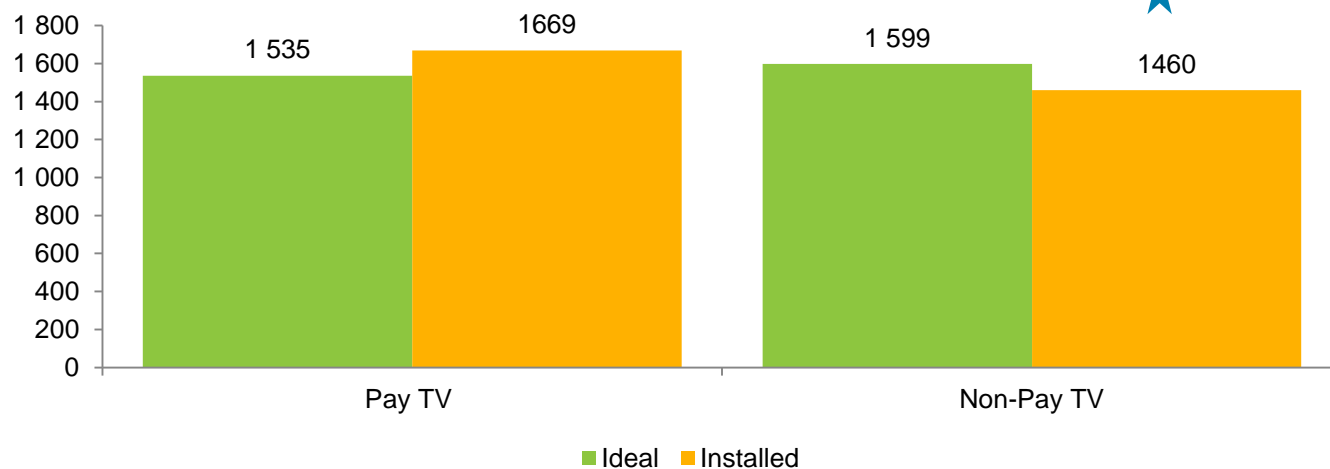
ES (Jul 18 – Jun 19) Universe – 18 September 2020



RACE



★ PAY VS NO PAY

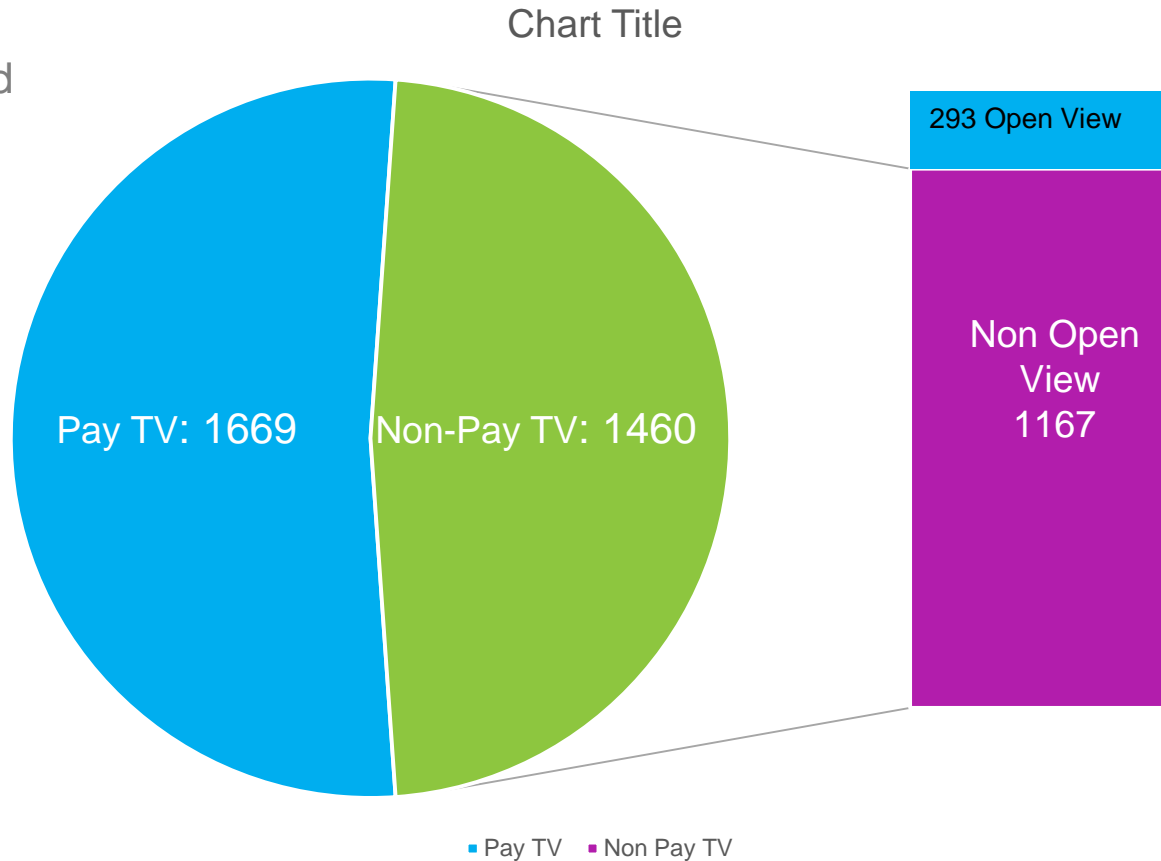


PANEL COMPOSITION 2020

Week 37

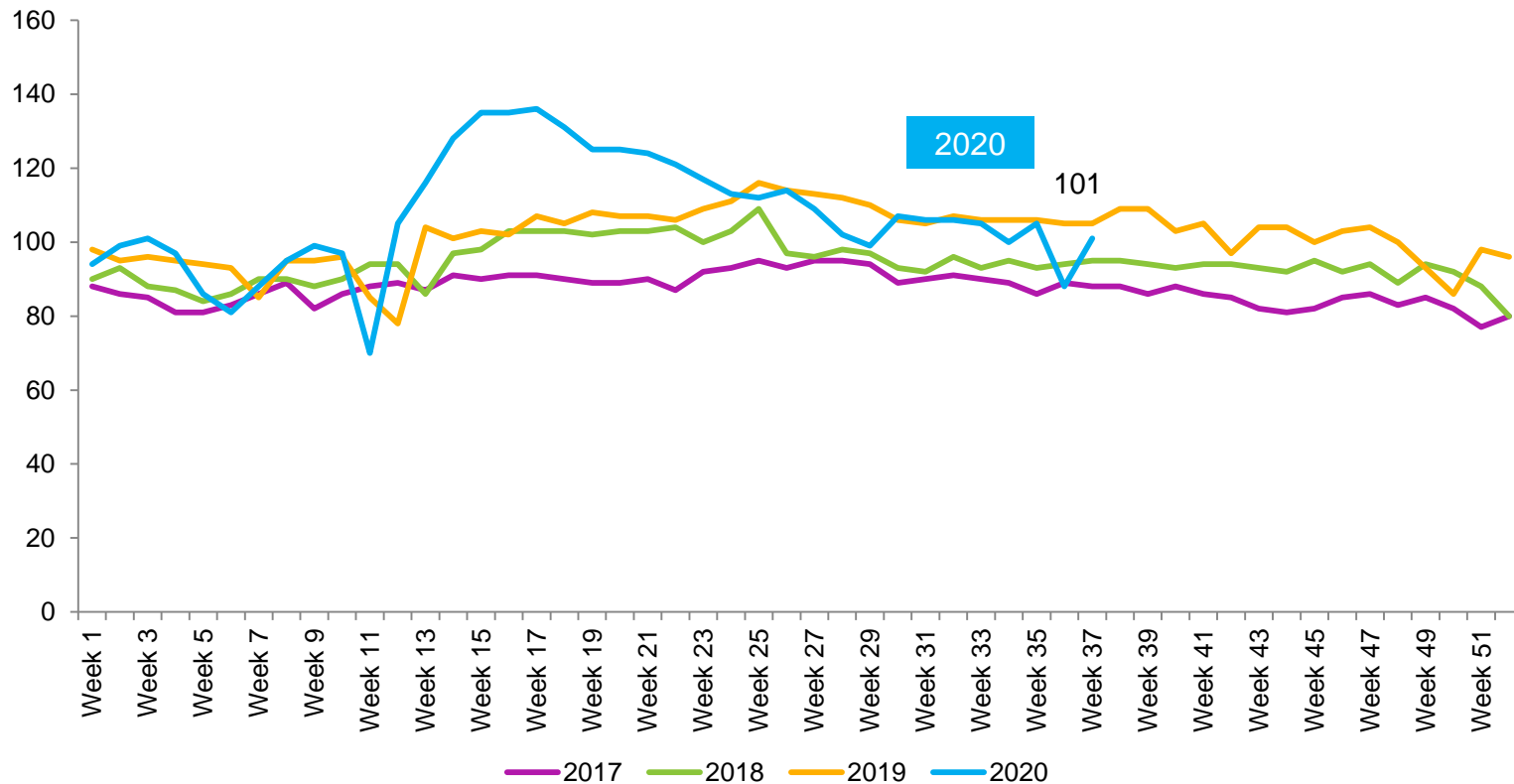


43 HH have
both
DSTV and
Open
View



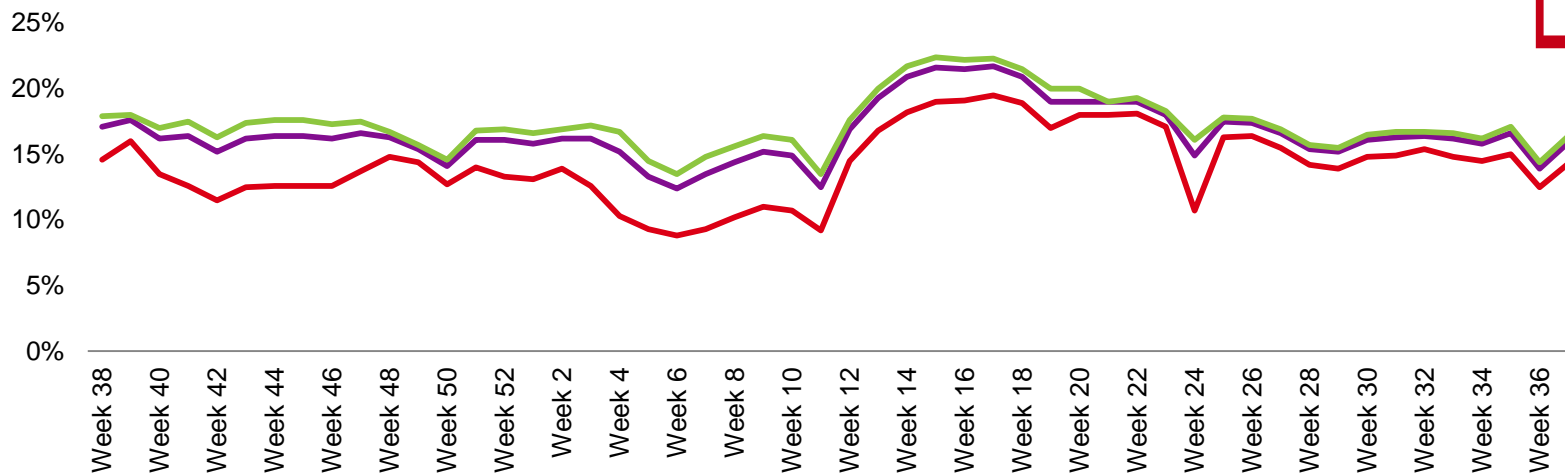
AVERAGE TIME VIEWED- ATV (MINUTES) nielsen

52 Weeks

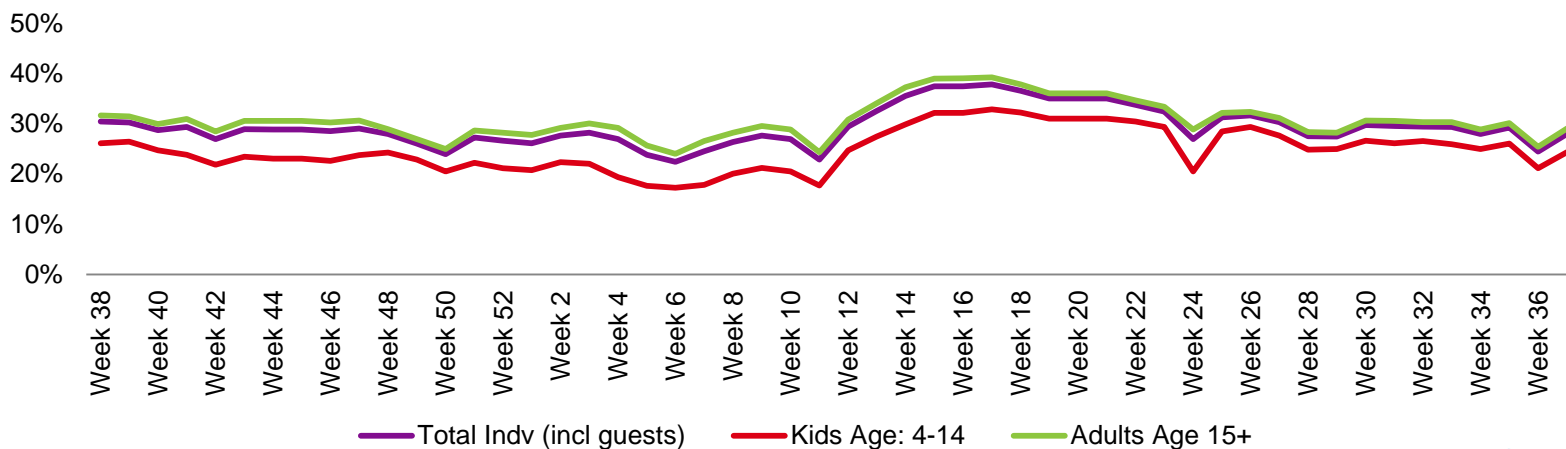


TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY ADULTS/KIDS



TOTAL TV: PRIME TIME ADULTS/KIDS

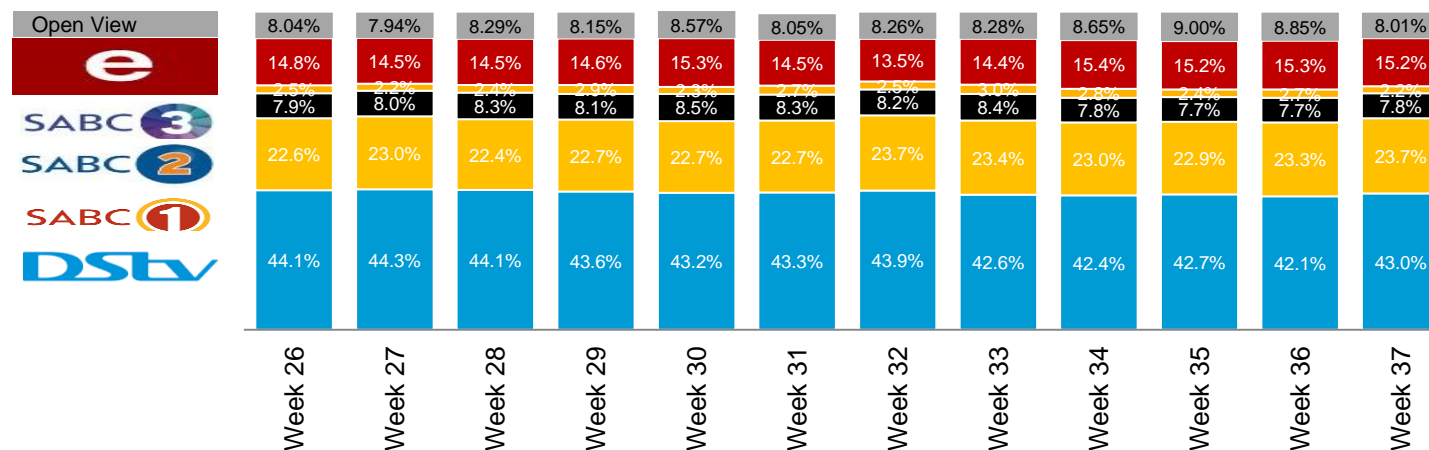


— Total Indv (incl guests) — Kids Age: 4-14 — Adults Age 15+

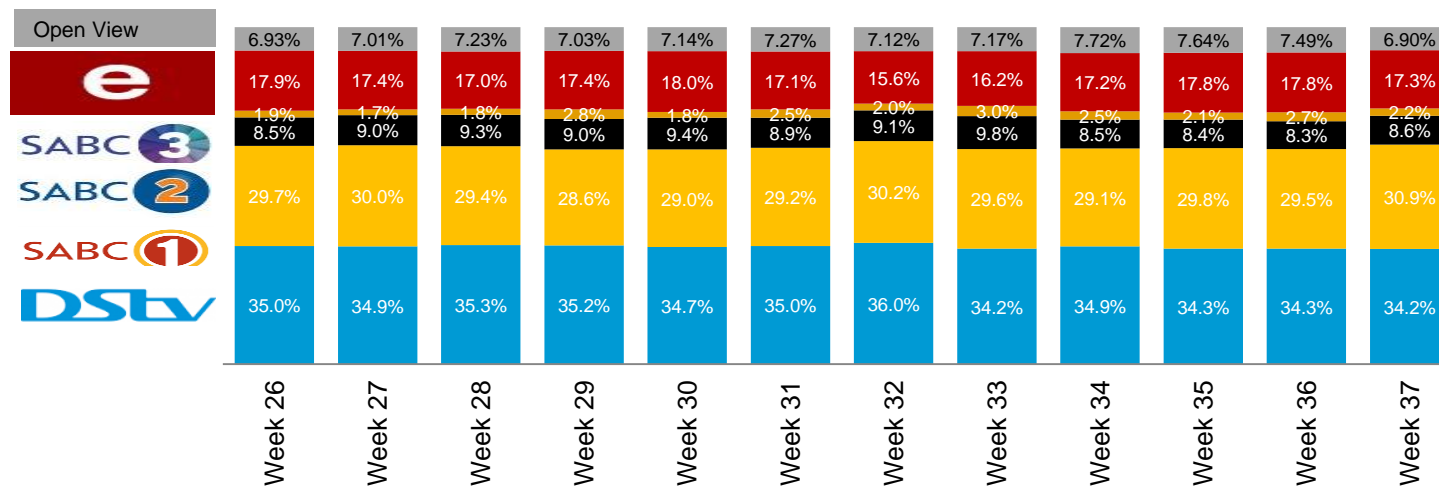
BROADCAST SHARE

2019

BROADCAST SHARE: ALL DAY - ALL INDIVIDUALS



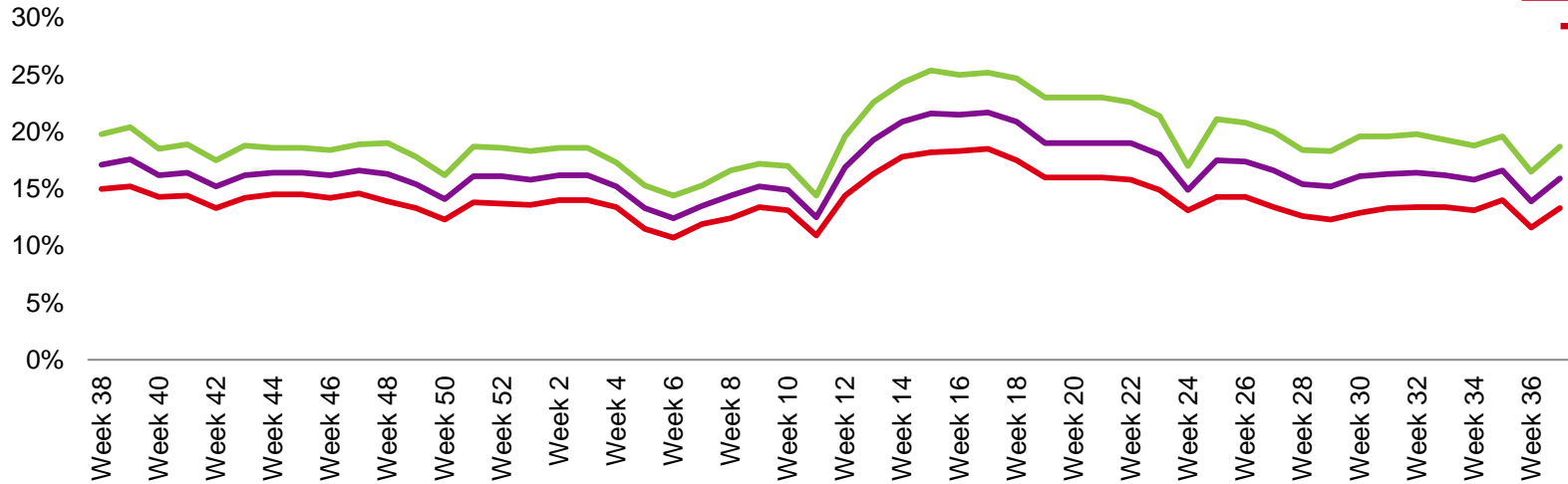
BROADCAST SHARE: PRIME TIME - ALL INDIVIDUALS



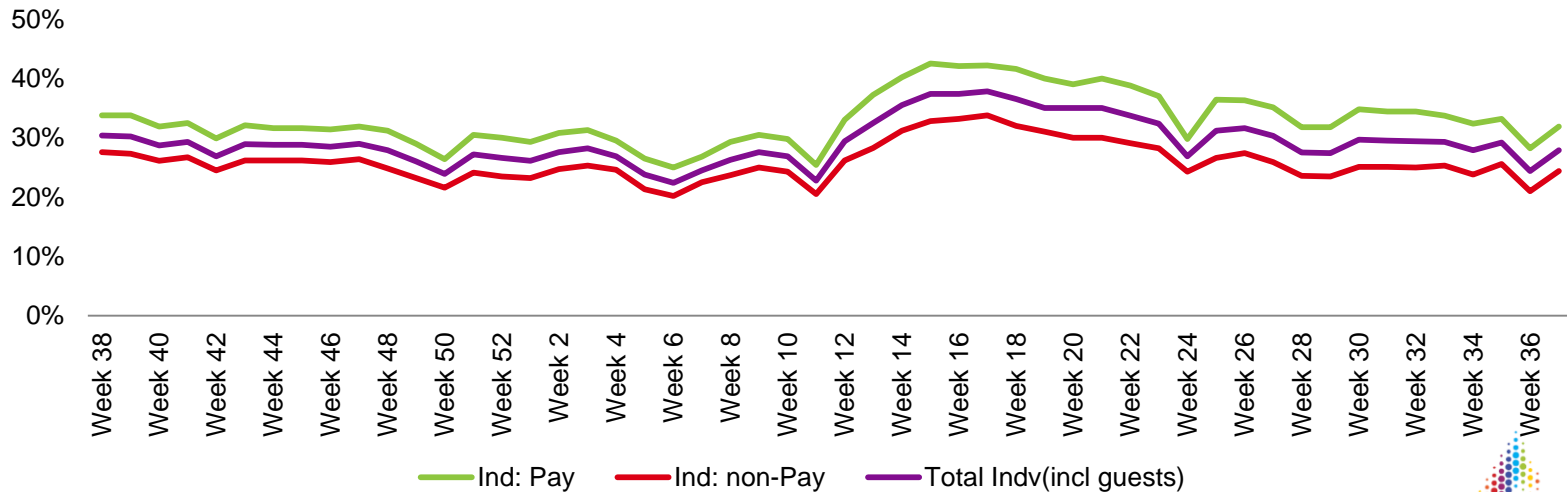
TVR% PAST 12 MONTHS



TOTAL IND: ALL DAY PAY VS NO PAY



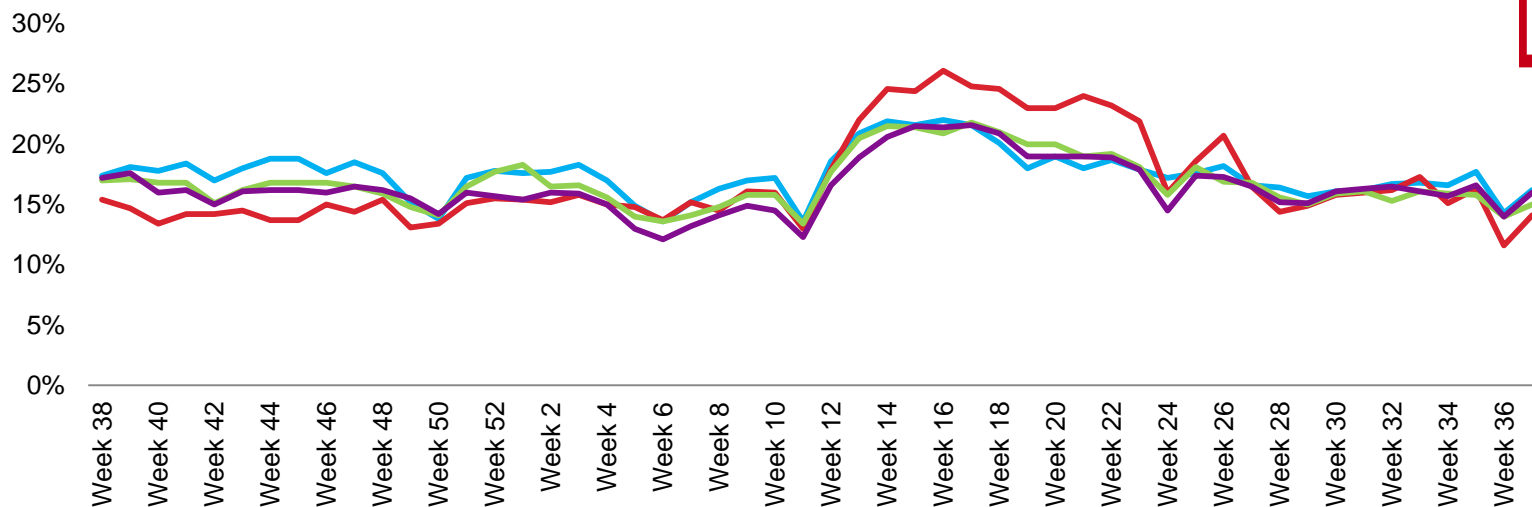
TOTAL IND: PRIME TIME PAY VS NO PAY



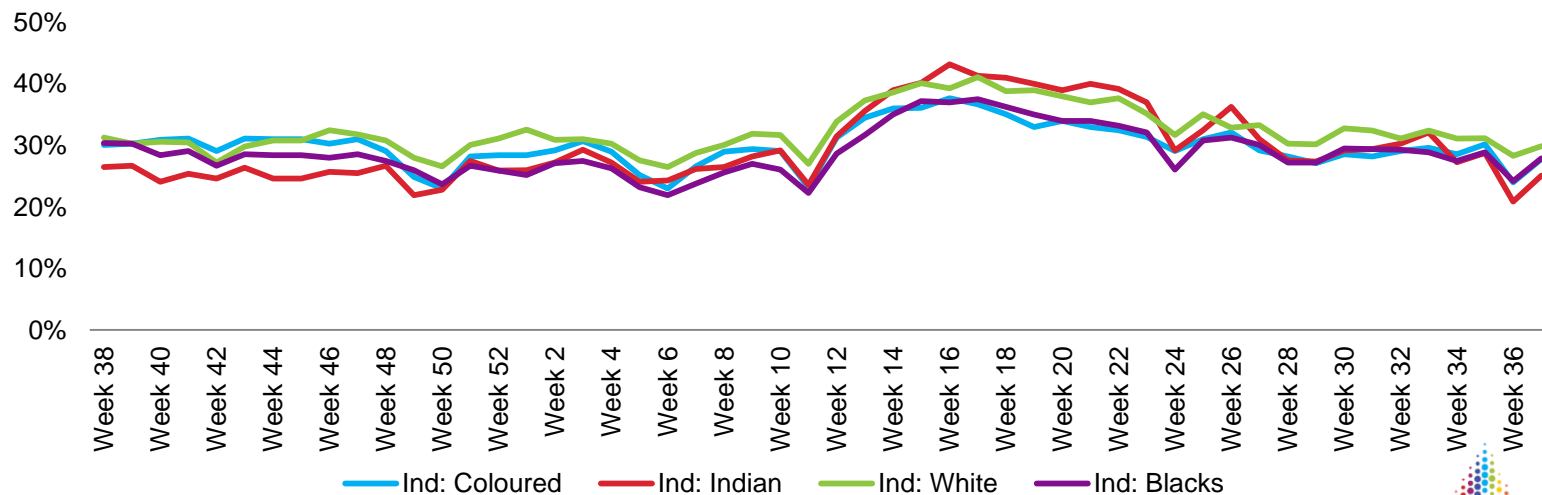
Ind: Pay Ind: non-Pay Total Indv(incl guests)

TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY RACE

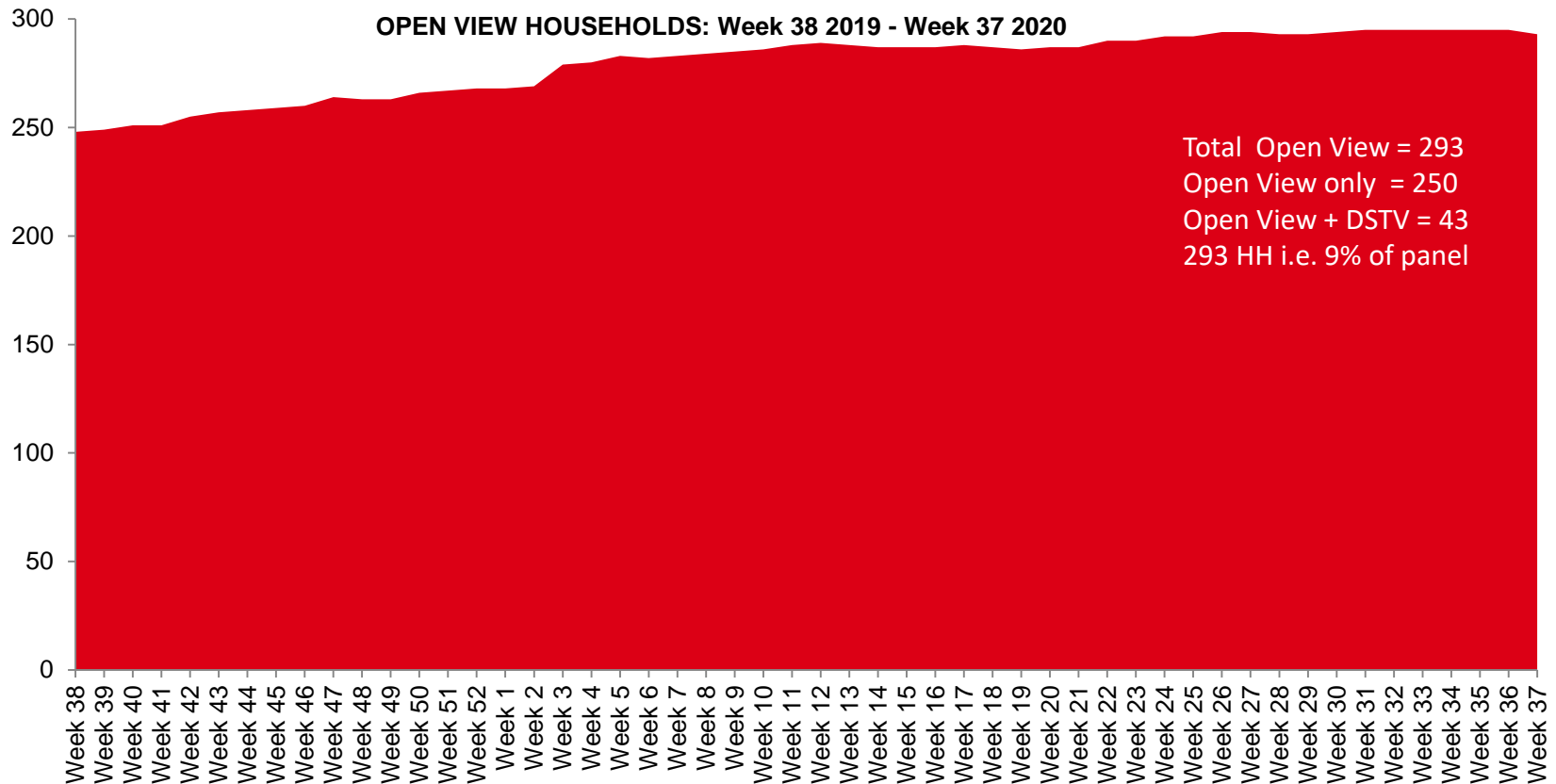


TOTAL TV: PRIME TIME BY RACE



OPEN VIEW UPDATE

OPEN VIEW REVIEW



DIGITAL TERRESTRIAL UPDATE



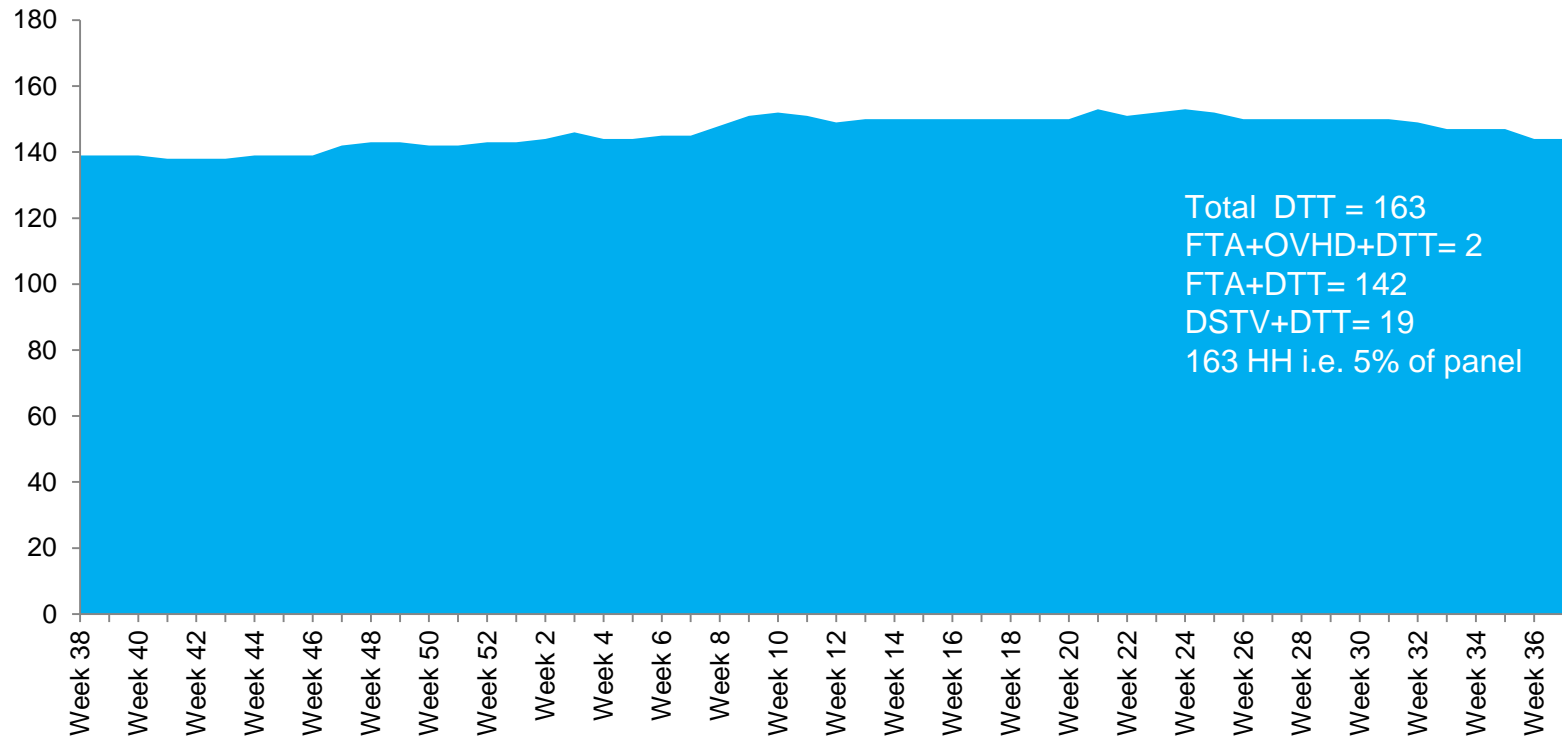
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THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

DIGITAL TERRESTRIAL REVIEW



Week 29 2019 to Week 30 2020

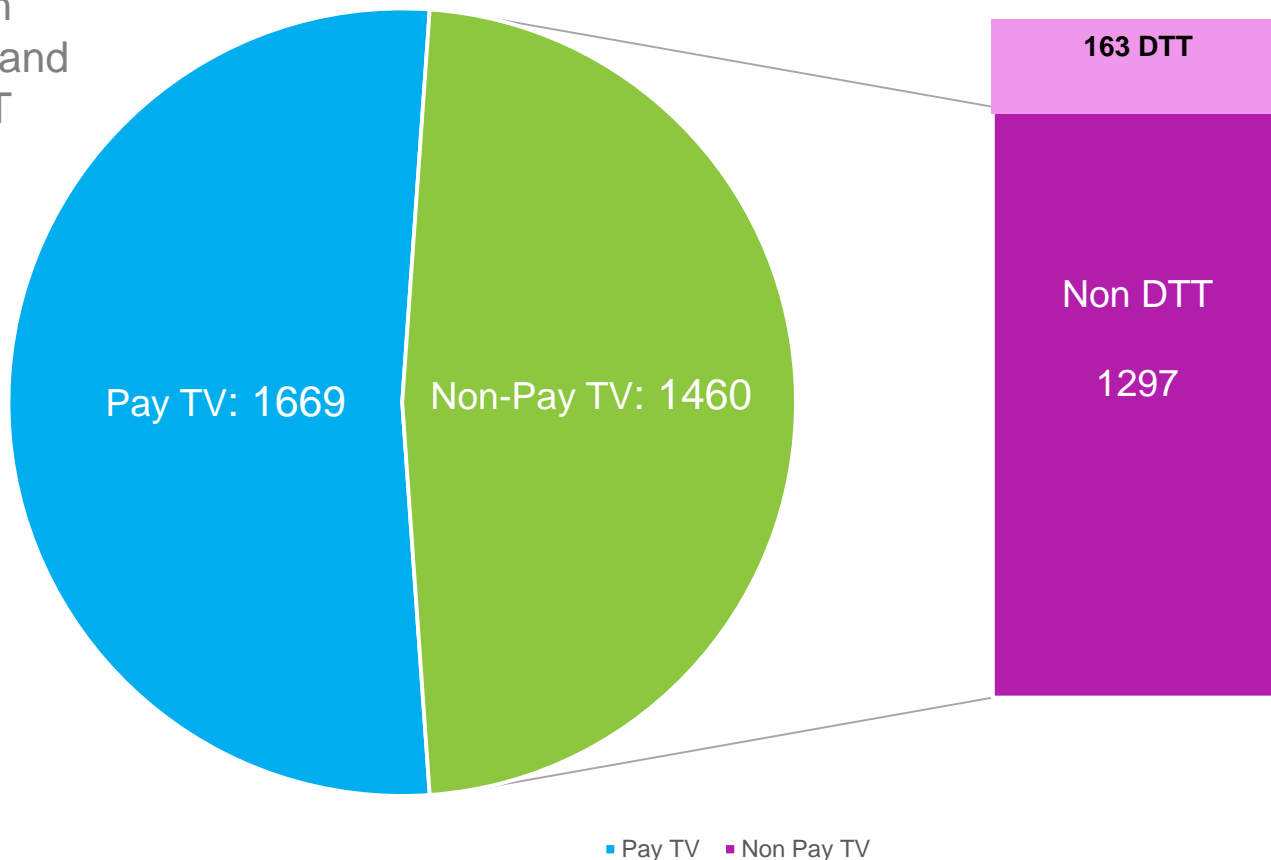


PANEL COMPOSITION 2020

Week 37



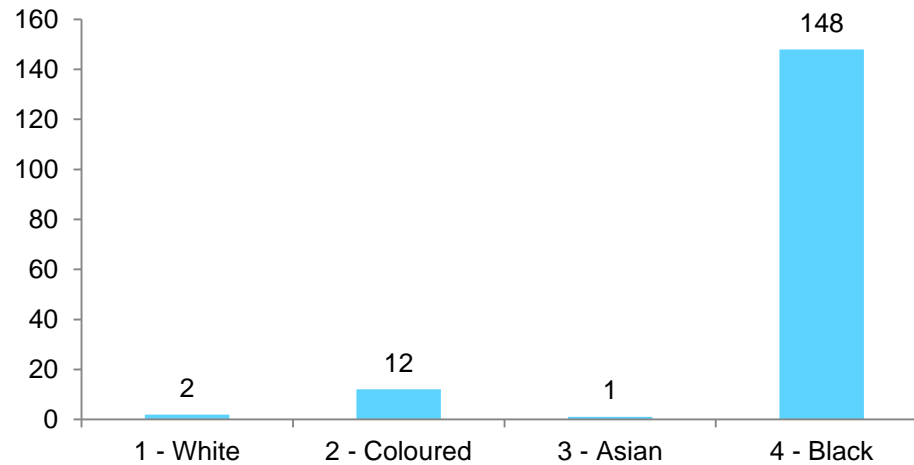
19 HH have
both
DSTV and
DTT



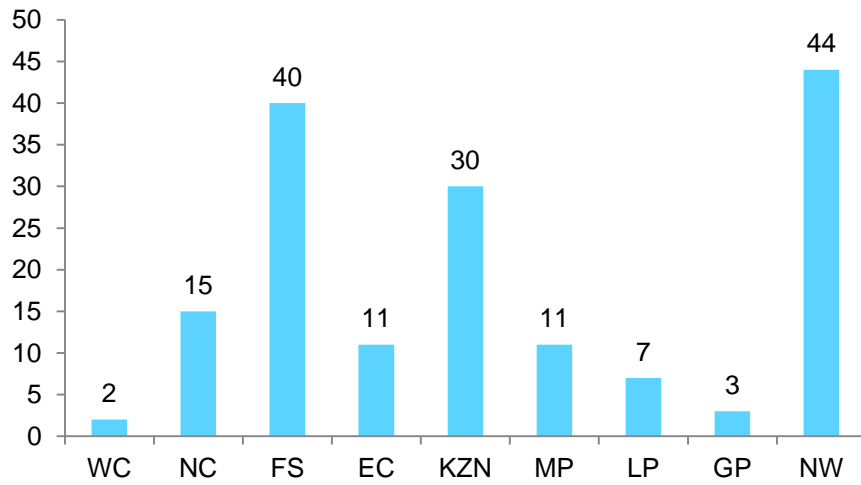
■ Pay TV ■ Non Pay TV

DTT Panel Profile – 18 September 2020

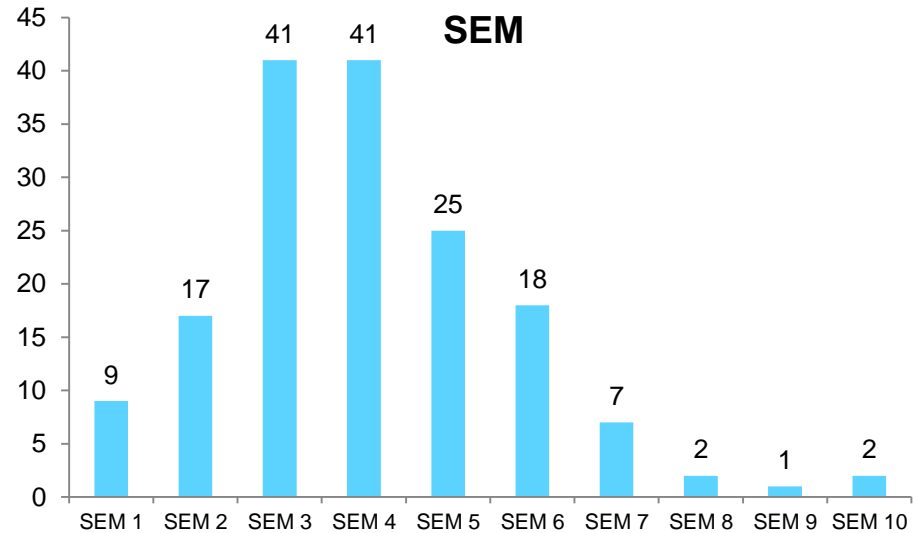
Race



Province



SEM



TAMS SCORE CARD

18 September 2020



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
TV COVERAGE	90%	89%	▲	Weekly average of all working TV sets	
REPORTING HOUSEHOLDS	90%	84%	▲	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%	85%	▲	Overall efficiency (excludes times of panel expansion or Universe changes)	

TAMS SCORE CARD

18 September 2020



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
PANEL BALANCE ON OVERALL SAMPLE (WEIGHTING MATRIX)					
PRIMARY CONTROLS				# Balanced Cells	Cells affected:
# OF BALANCED CELLS	18	15	▲	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	Northern Cape (NC), Pay TV and Non-Pay
TENURE % < 8 YEARS		90.0%		All HHs to have tenure of less than 8 years	314 HHs to be removed

TAMS SCORE CARD

18 September 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	3	▲	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



brc

THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA