

TAMS TECHNICAL COMMITTEE REPORT

27 November 2020

CONTENTS

- KPI Update
- Open View Update
- Digital Terrestrial Update
- Penalty Scorecard Week 47 of 2020
- Verified Channel List

KPI UPDATE

TAMS PANEL CHARACTERISTICS

PREVIOUS

ES 2018 Jul- 2019 Jun

Total TV Households

14.6 Million

Total TV Population

46.6 Million



CURRENT

PAMS 2019

Total TV Households

15.9 Million

Total TV Population

50 Million

Panel Households

3125 installed

Panel Individuals

15,689



Panel Households

3094 installed

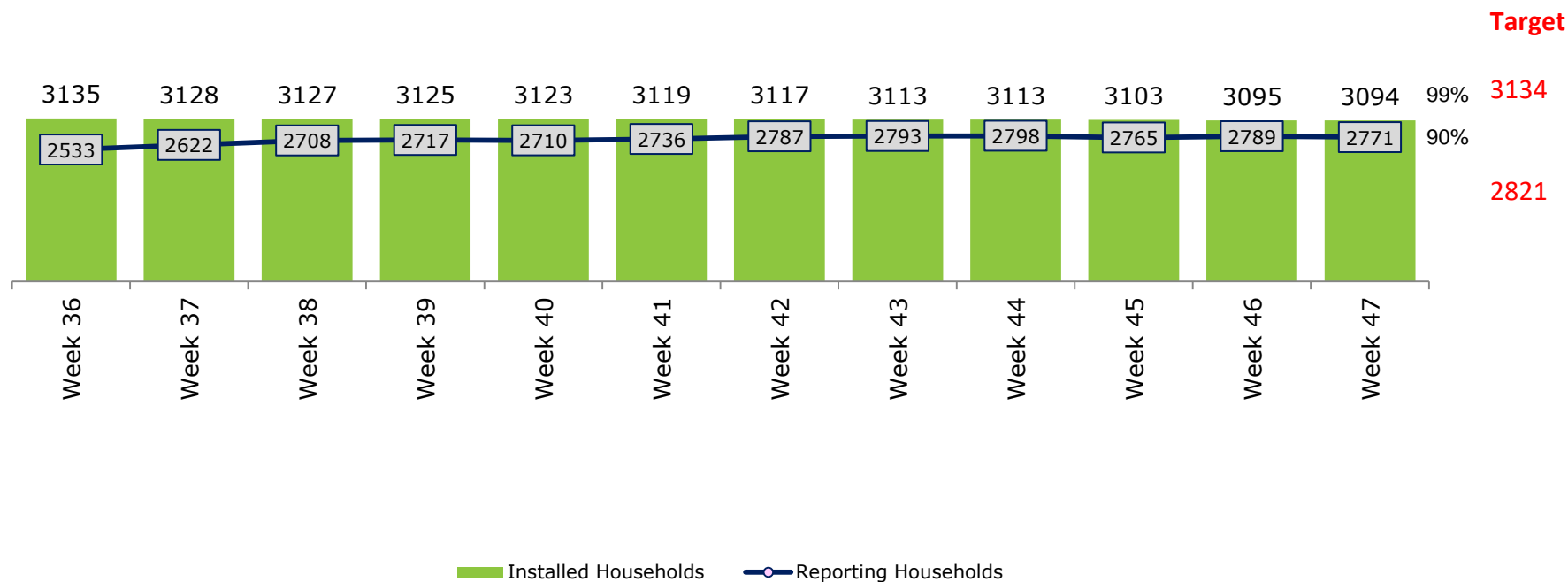
Panel Individuals

15,633

TAMS SAMPLE OVERVIEW



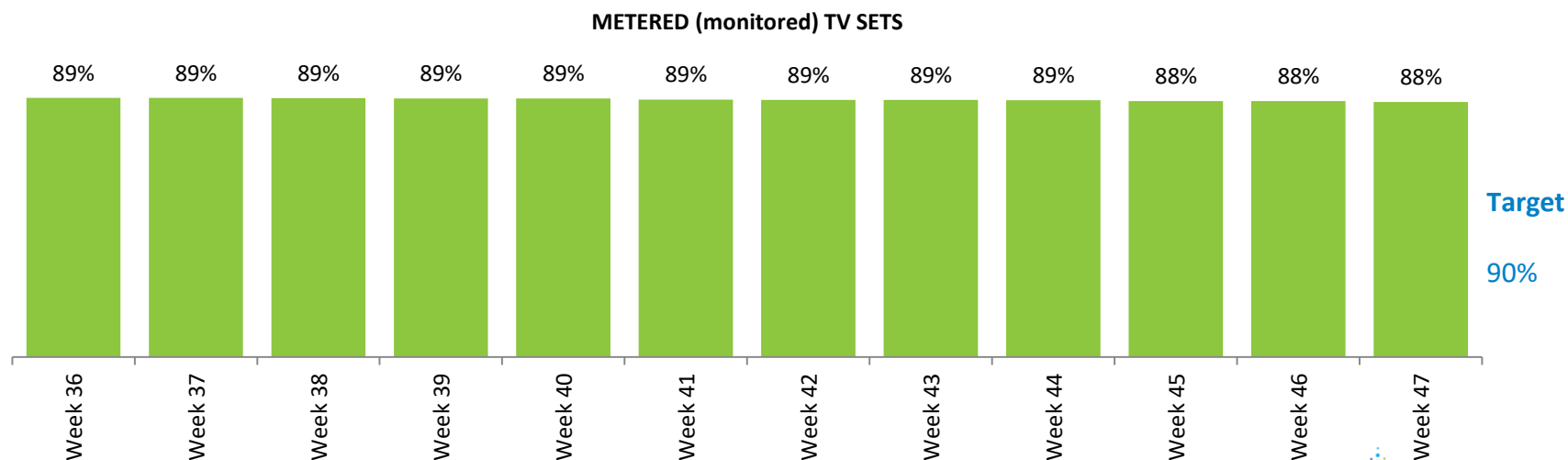
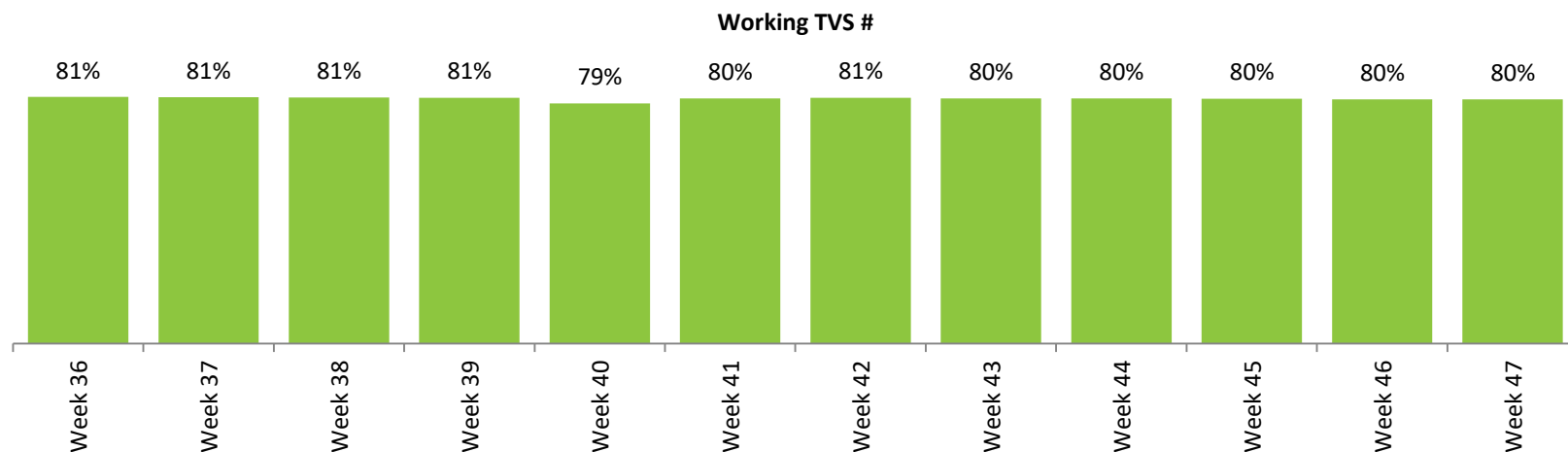
INSTALLED VS. REPORTING HOUSEHOLDS



TAMS SAMPLE OVERVIEW



nielsen

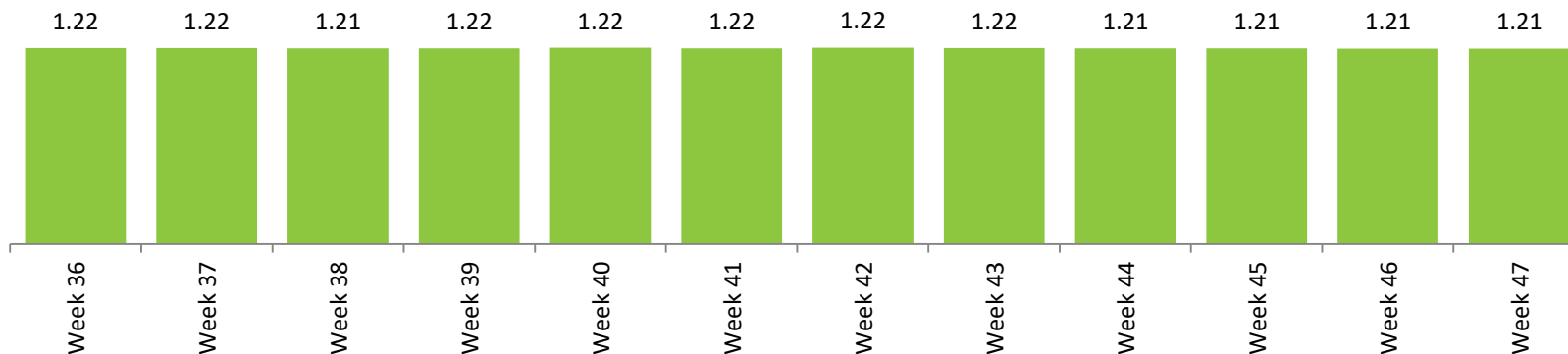


TAMS SAMPLE OVERVIEW

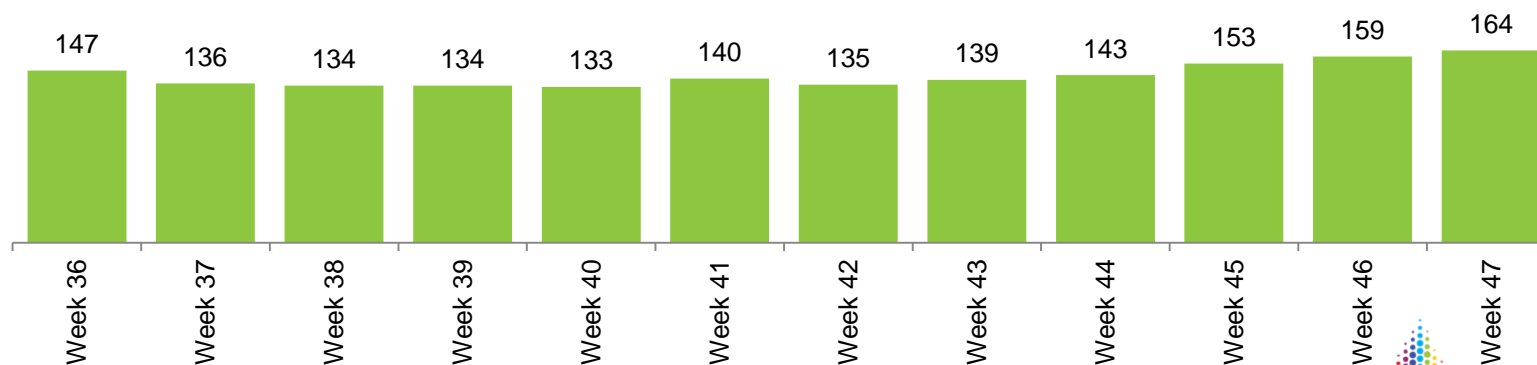


nielsen

AVG #
TV SETS



HH's WITH
NO WORKING
TV SETS

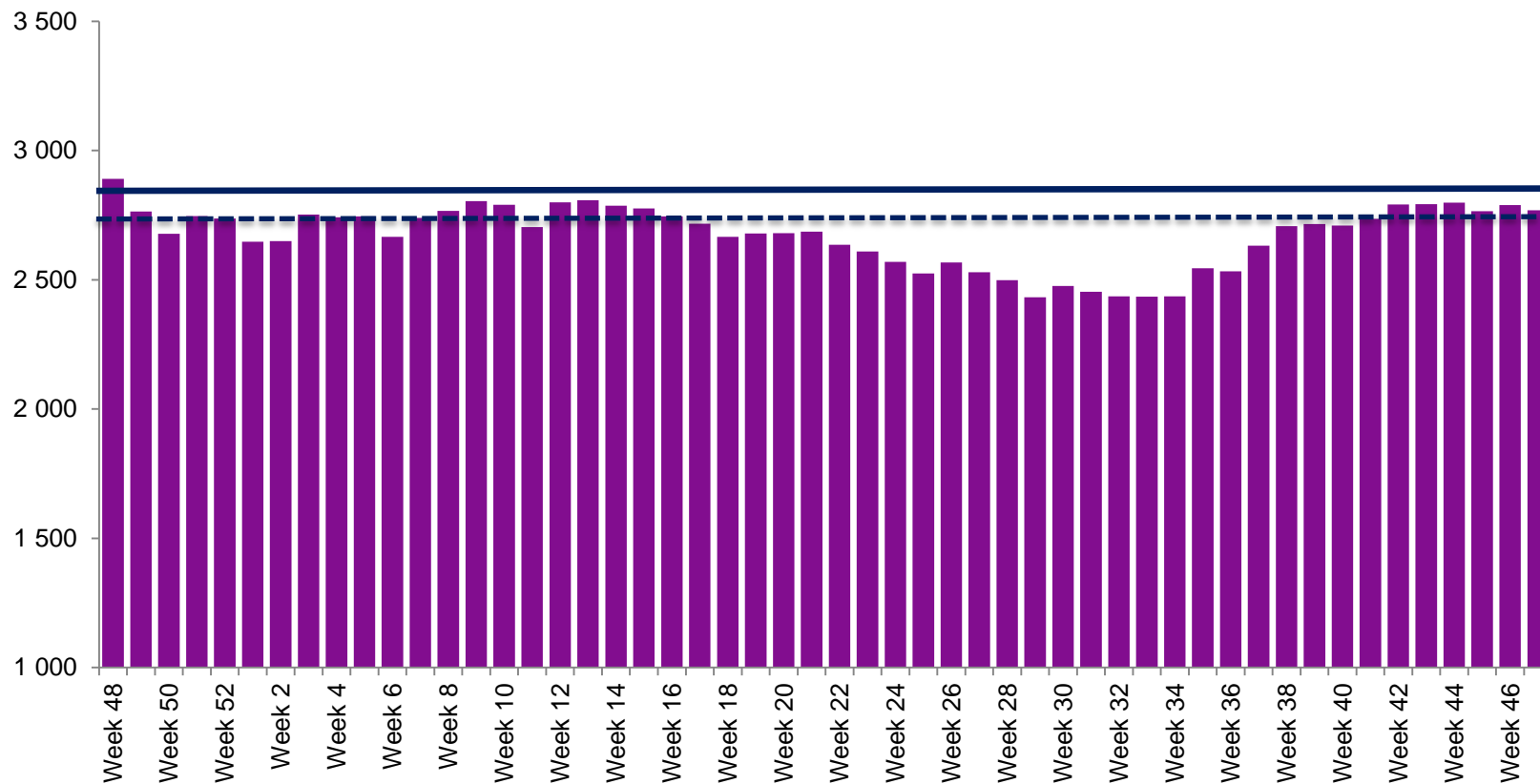


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY HOUSEHOLD SAMPLE

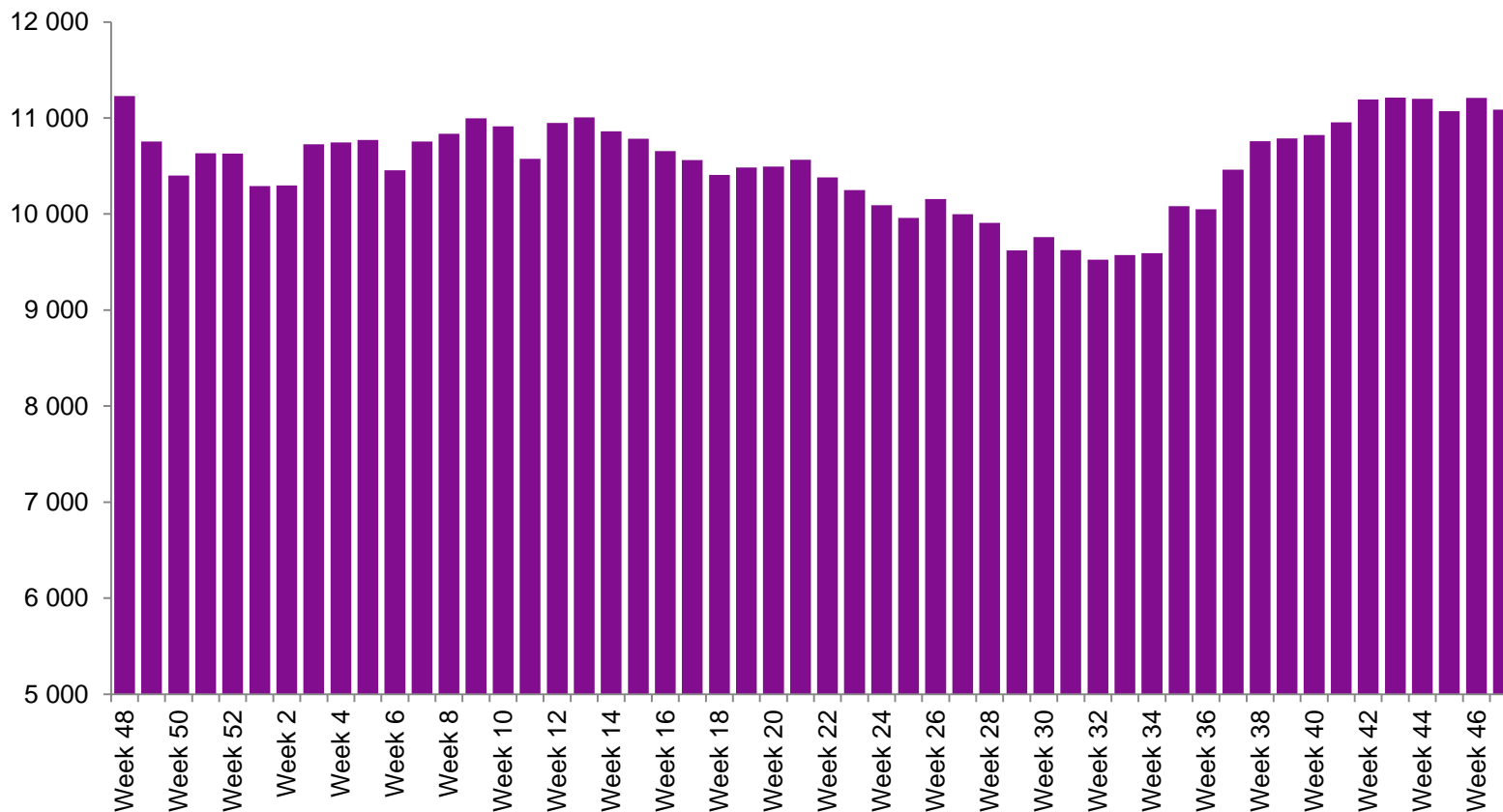


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY INDIVIDUAL SAMPLE



WEIGHTING EFFICIENCY

Efficiency Indicators – Last 6 Weeks 2020



Weekly Avg		Week 42	Week 43	Week 44	Week 45	Week 46	Week 47
INDIVIDUAL WEIGHTING EFFICIENCY		79.5%	79.2%	79.8%	79.9%	79.4%	79.2%
INDIVIDUAL MAXIMUM WEIGHT		25,696	25,470	24,453	25,087	25,311	23,197
HOUSEHOLD WEIGHTING EFFICIENCY		83.5%	83.7%	83.9%	83.9%	83.2%	83.2%

Target

70%

Target

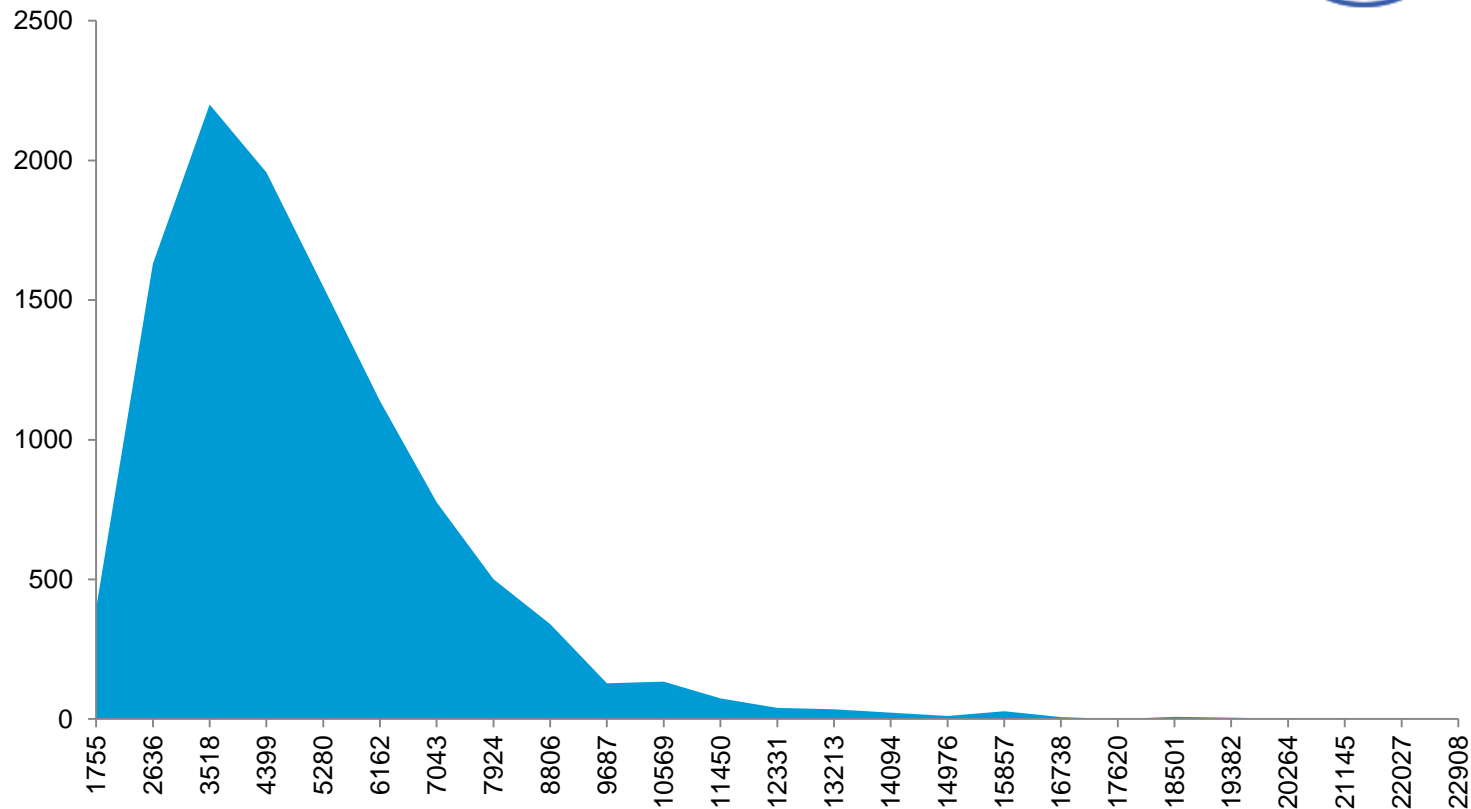
65%

WEIGHTING DISTRIBUTION

As at: Week 47 2020



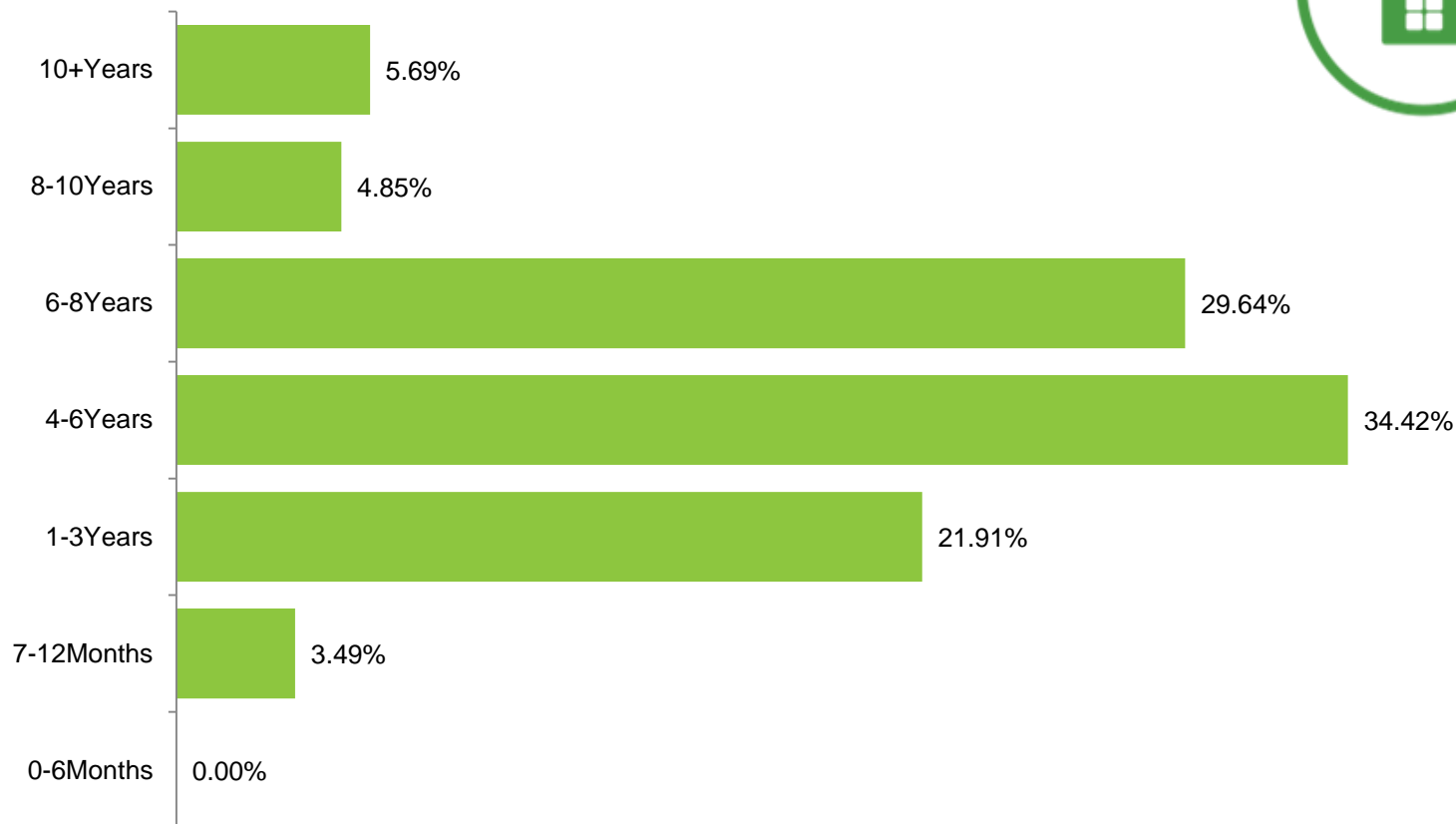
INDIVIDUAL WEIGHTING DISTRIBUTION



PANEL TENURE

Week 47

PANEL TENURE

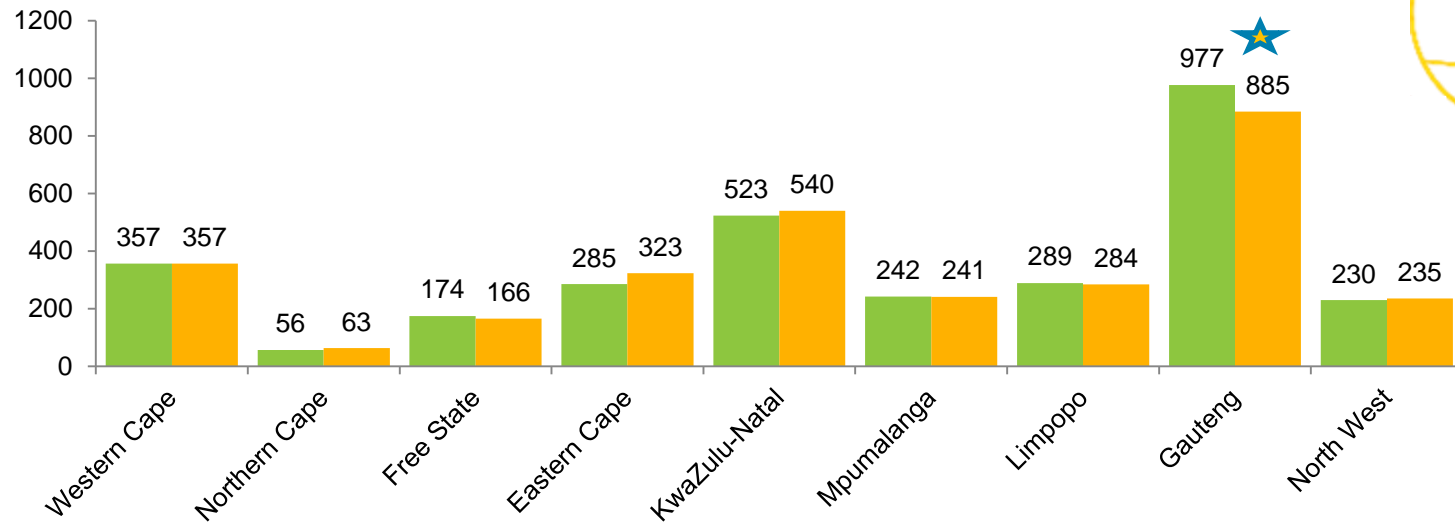


PANEL BALANCE

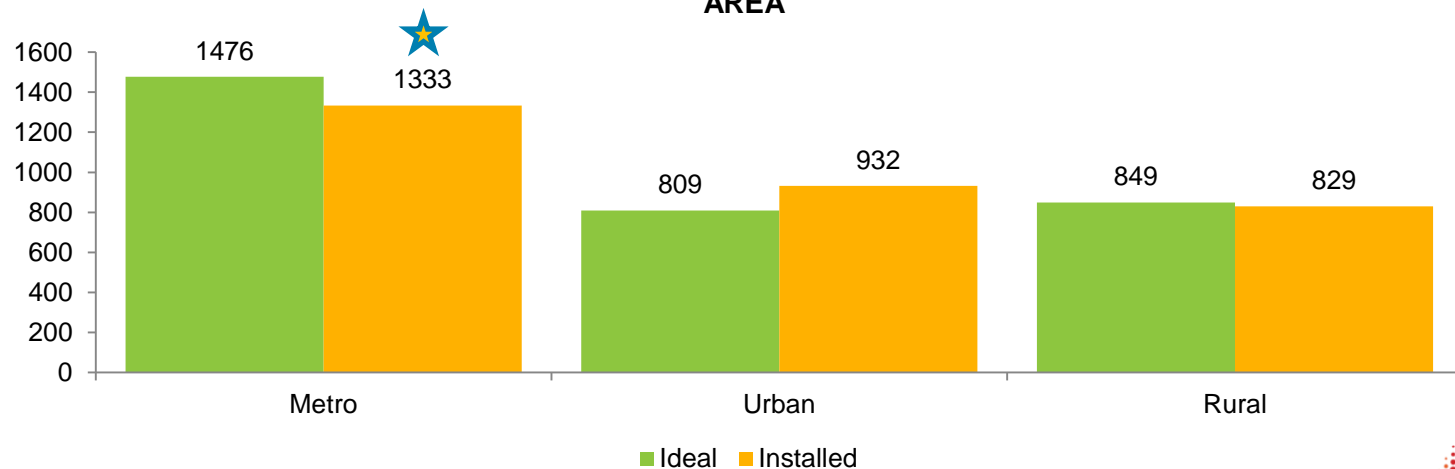
(PAMS 2019) Universe – 27 November 2020



PROVINCE



AREA

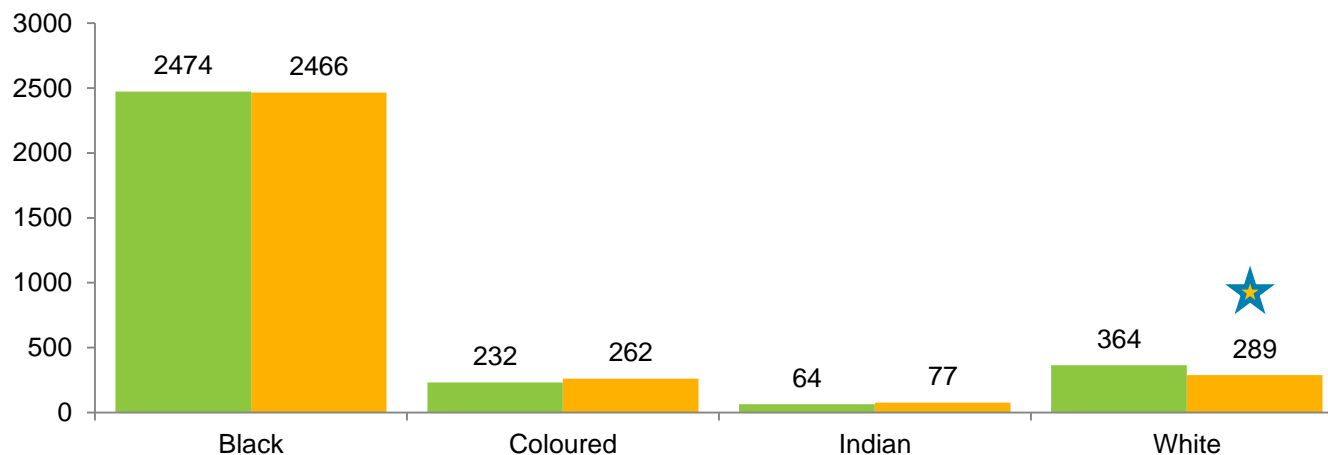


PANEL BALANCE

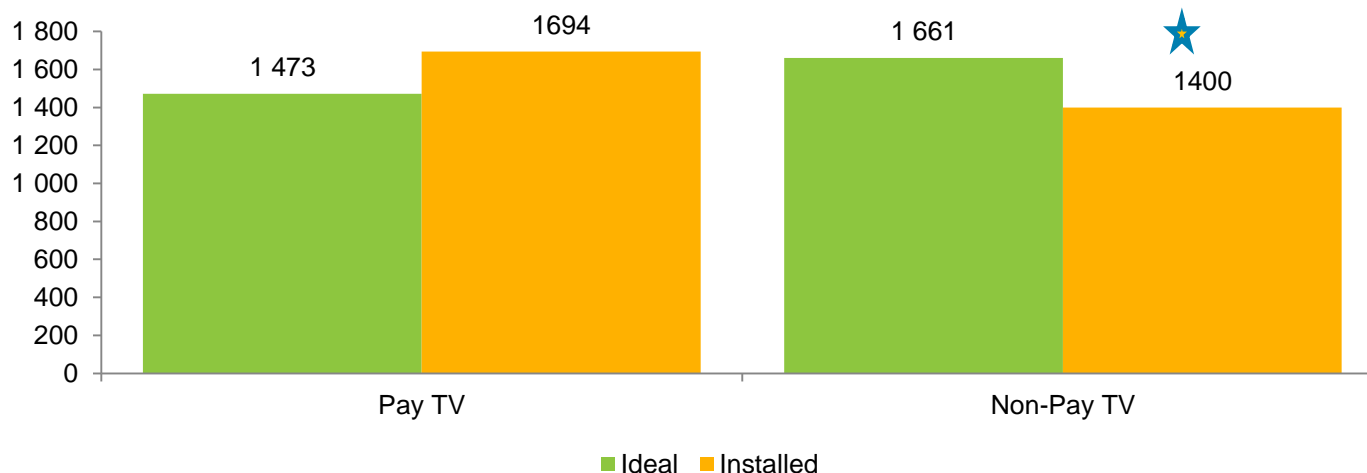
(PAMS 2019) Universe – 27 November 2020



RACE



PAY VS NO PAY



■ Ideal ■ Installed

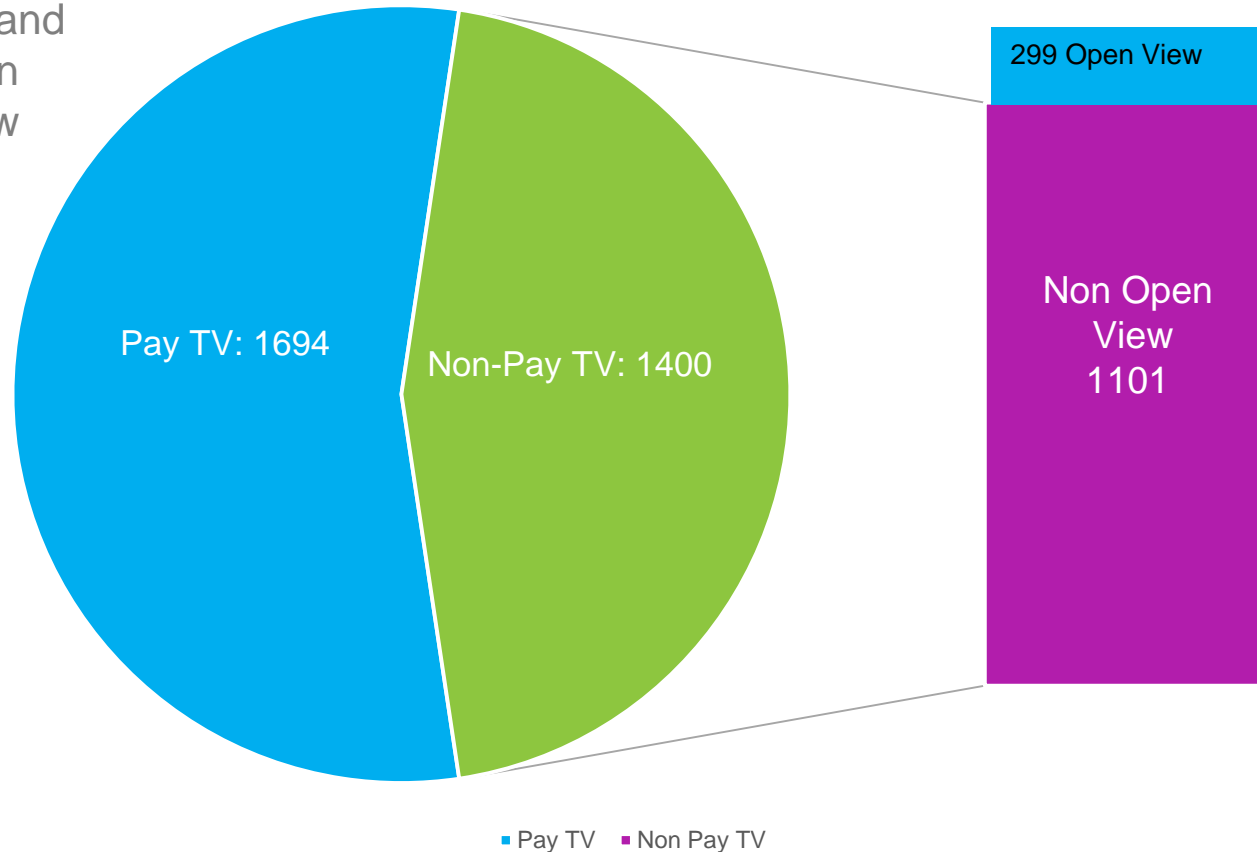
PANEL COMPOSITION 2020

Week 47



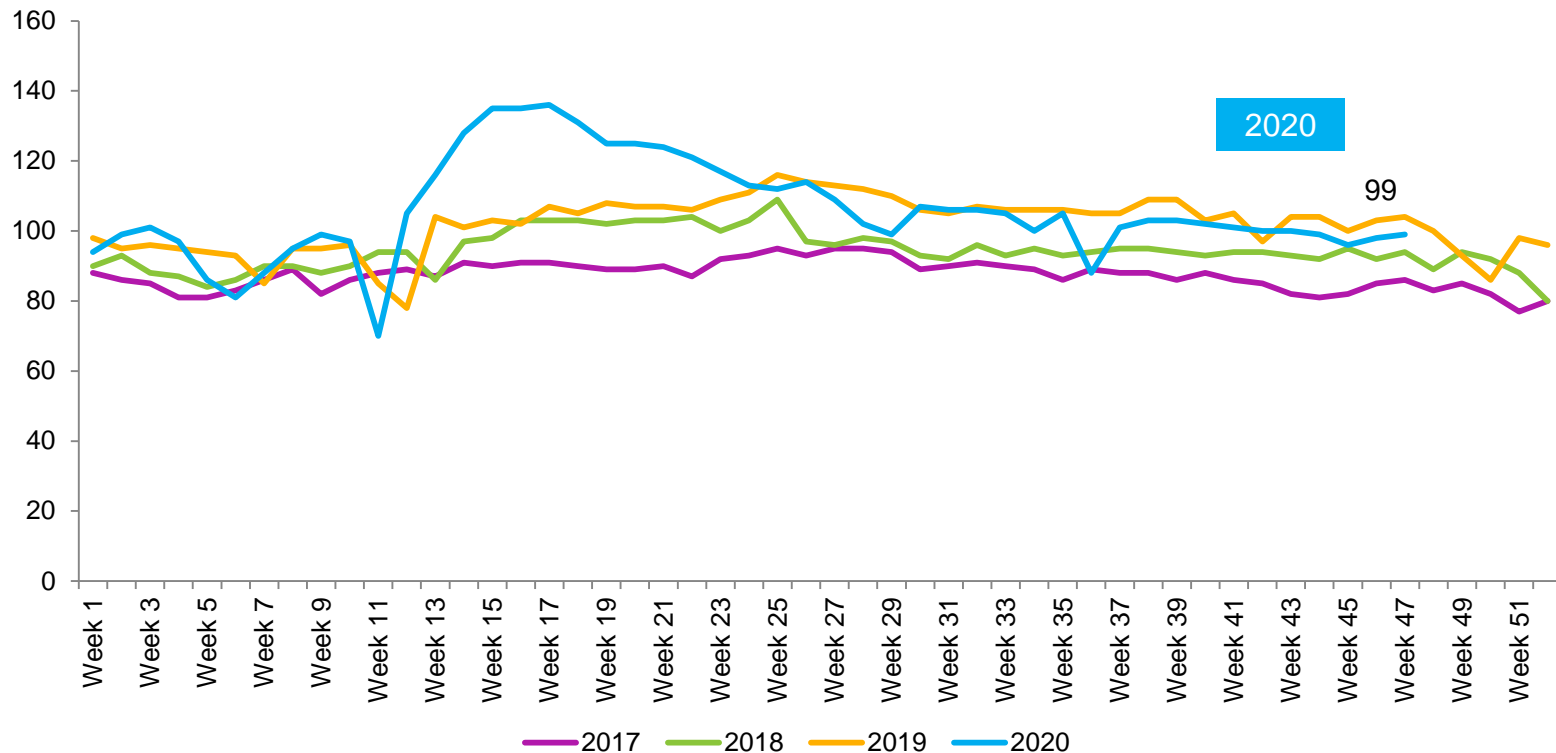
39 HH have
both
DSTV and
Open
View

Chart Title



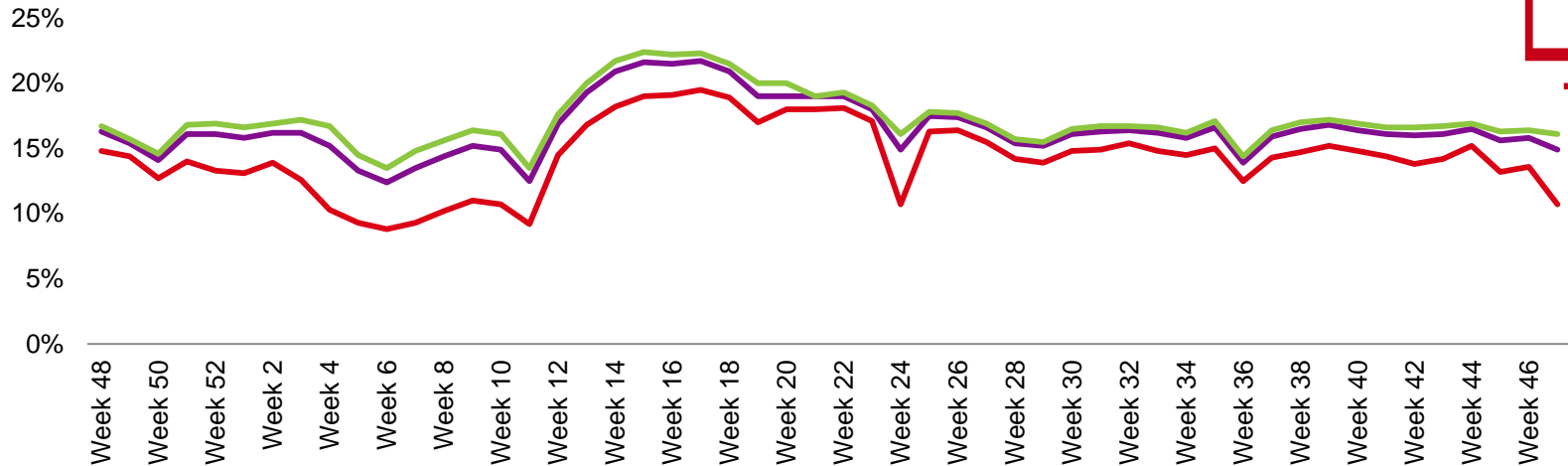
AVERAGE TIME VIEWED- ATV (MINUTES) nielsen

52 Weeks

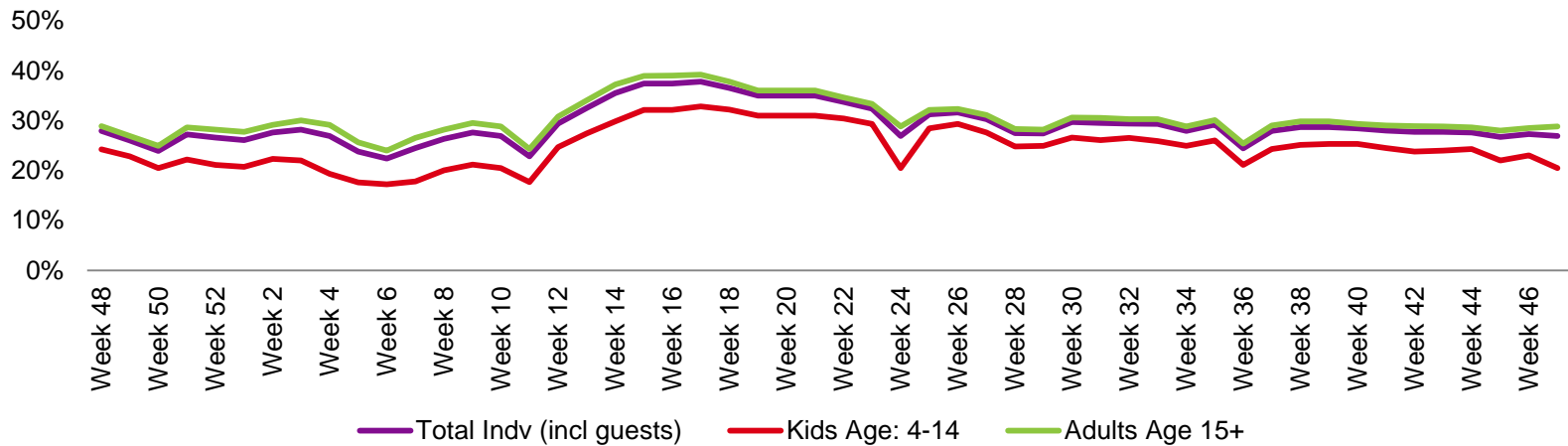


TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY ADULTS/KIDS



TOTAL TV: PRIME TIME ADULTS/KIDS

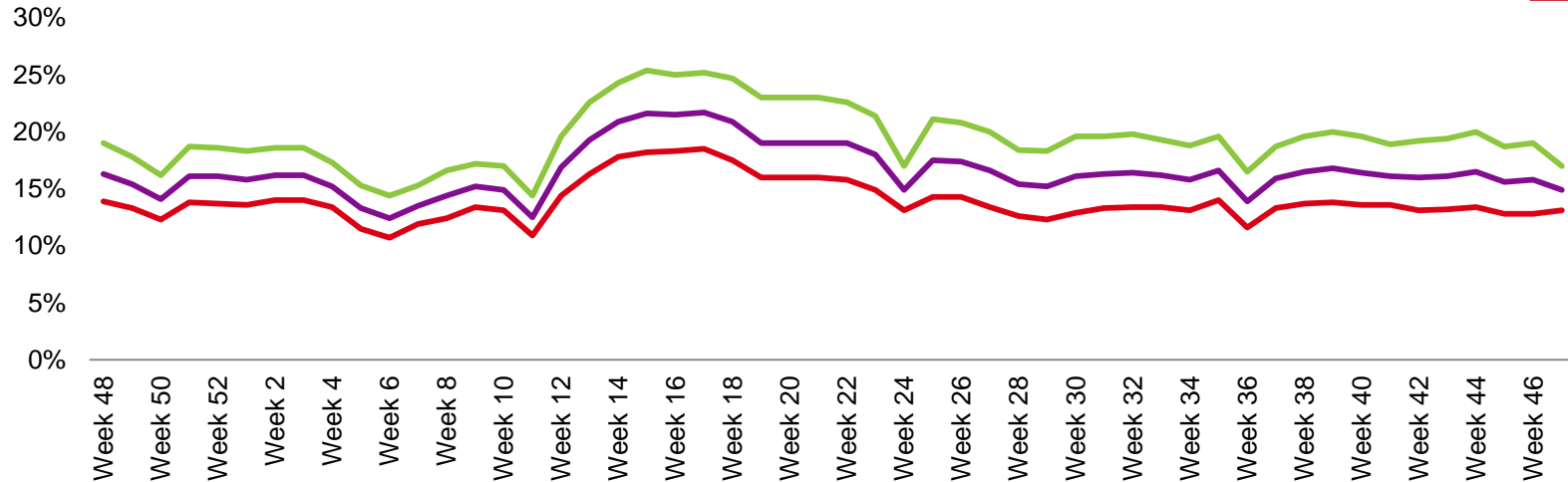


— Total Indv (incl guests) — Kids Age: 4-14 — Adults Age 15+

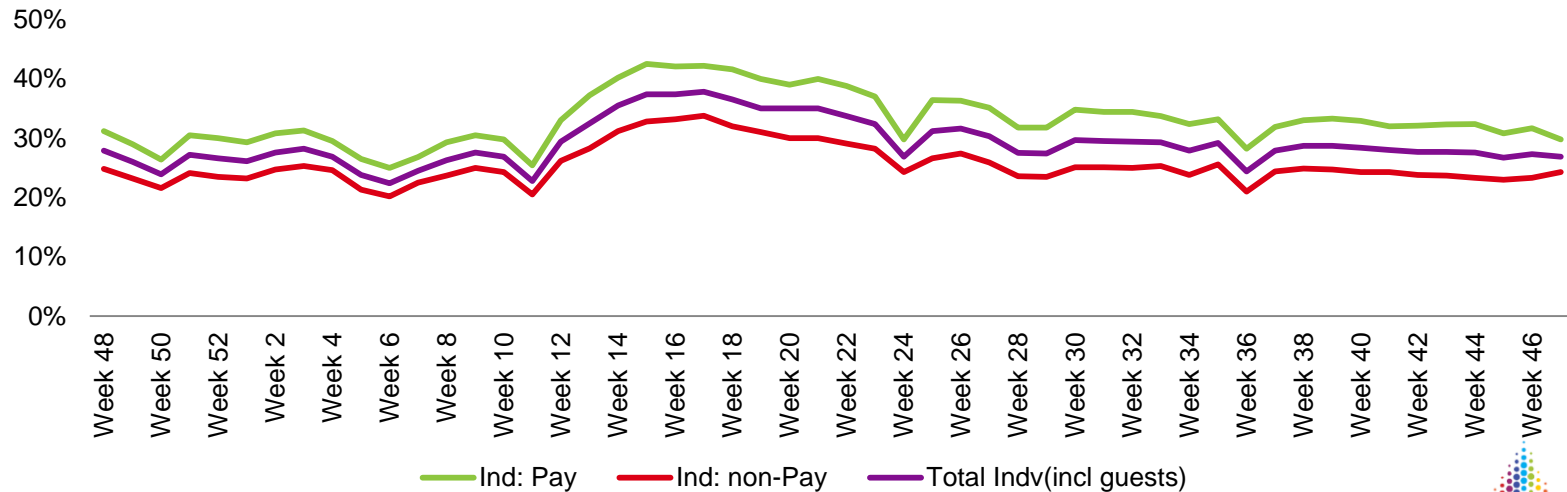
TVR% PAST 12 MONTHS



TOTAL IND: ALL DAY PAY VS NO PAY



TOTAL IND: PRIME TIME PAY VS NO PAY

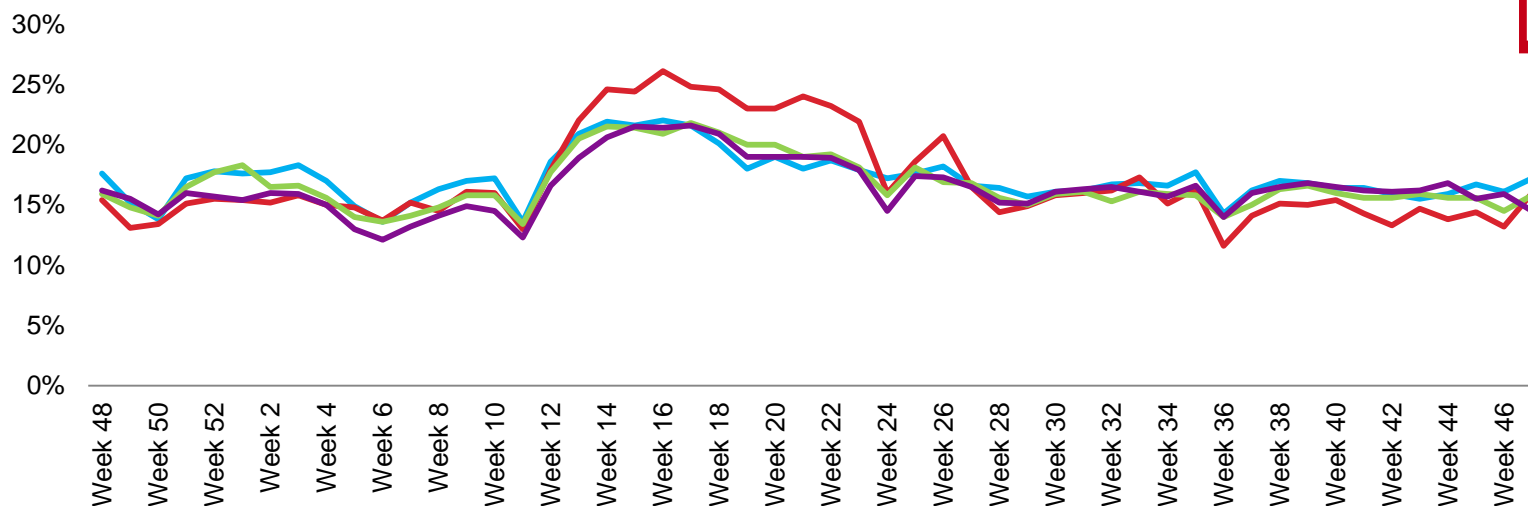


Ind: Pay Ind: non-Pay Total Indv(incl guests)

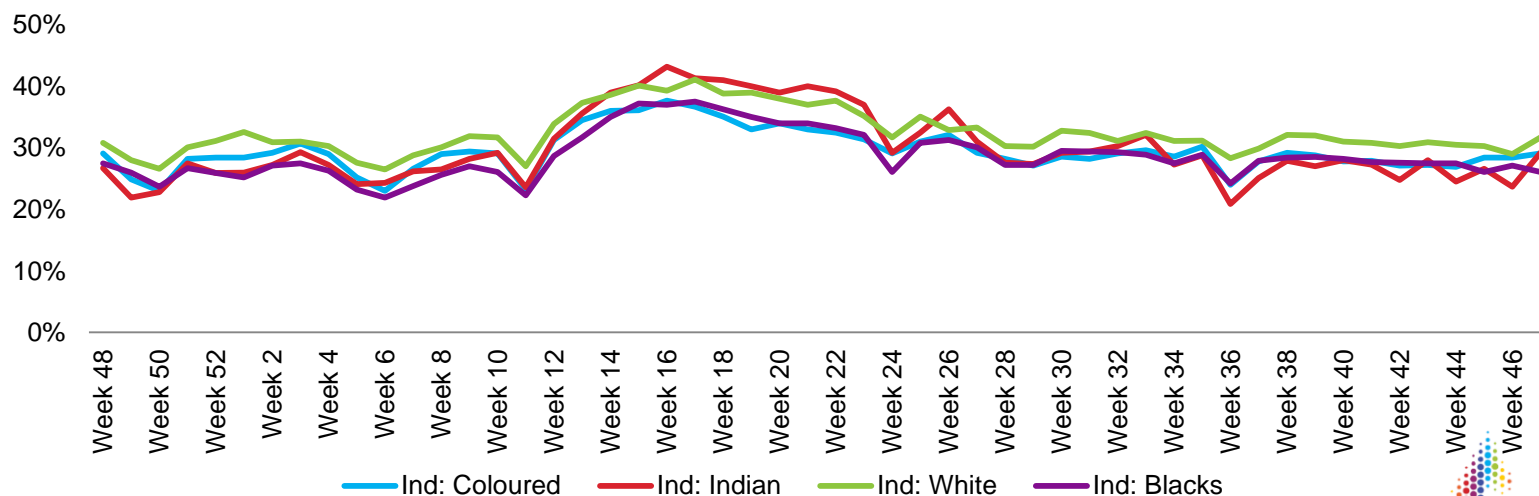
TVR% PAST 12 MONTHS



TOTAL TV: ALL DAY BY RACE



TOTAL TV: PRIME TIME BY RACE

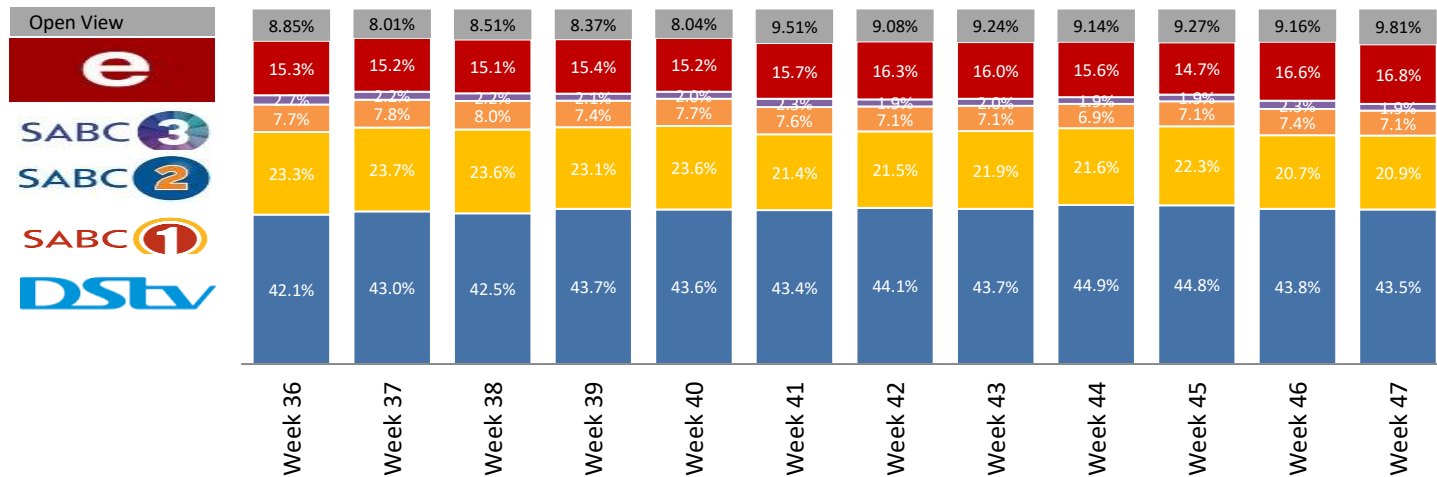


Ind: Coloured Ind: Indian Ind: White Ind: Blacks

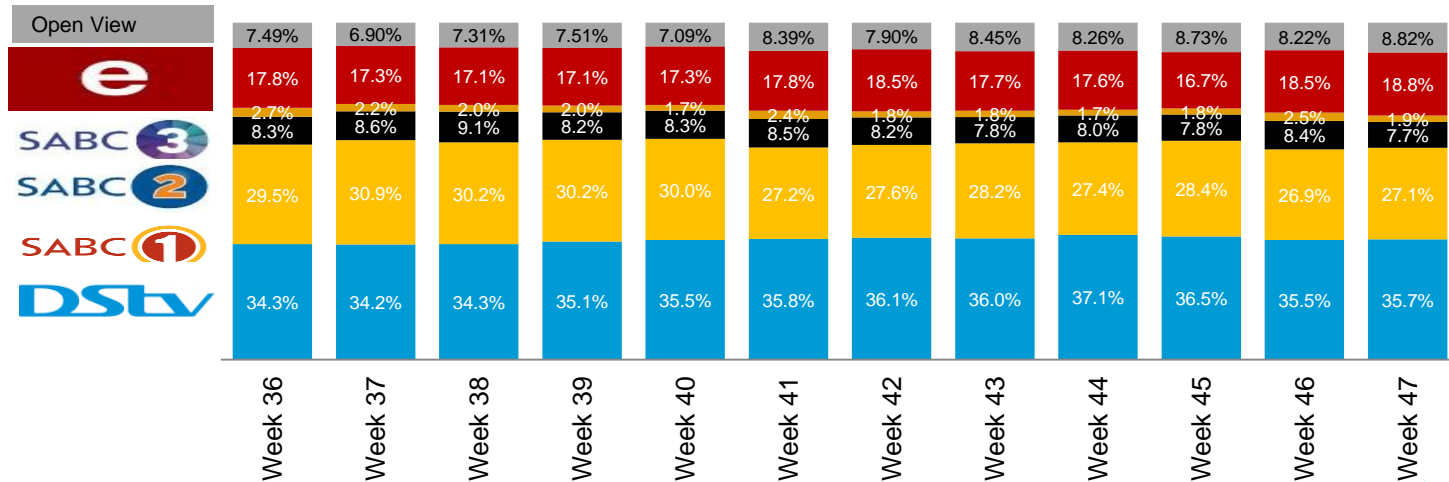
BROADCAST SHARE

2020

BROADCAST SHARE: ALL DAY - ALL INDIVIDUALS



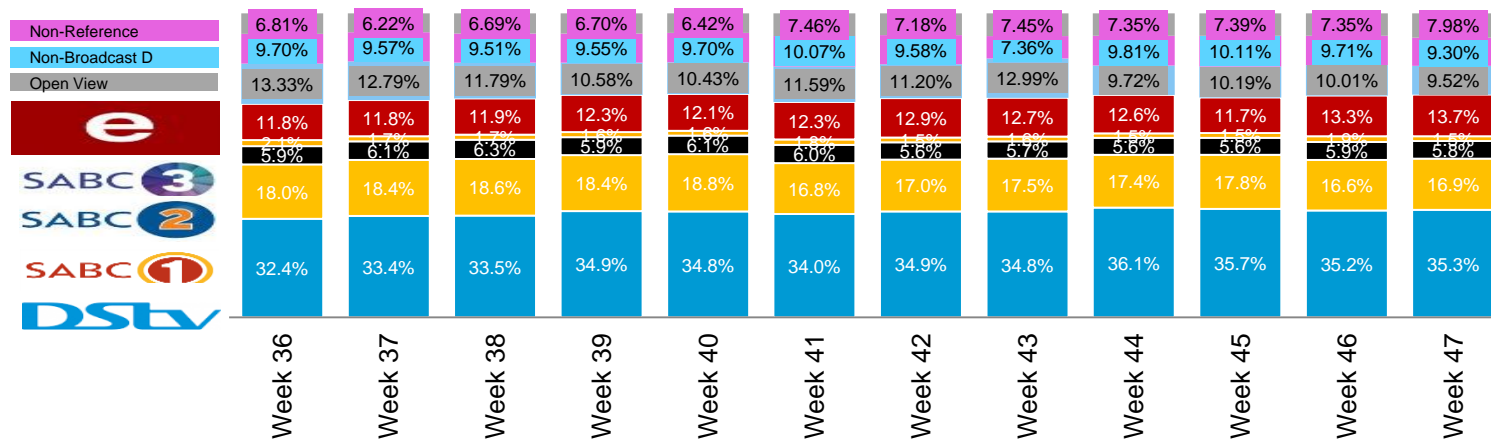
BROADCAST SHARE: PRIME TIME - ALL INDIVIDUALS



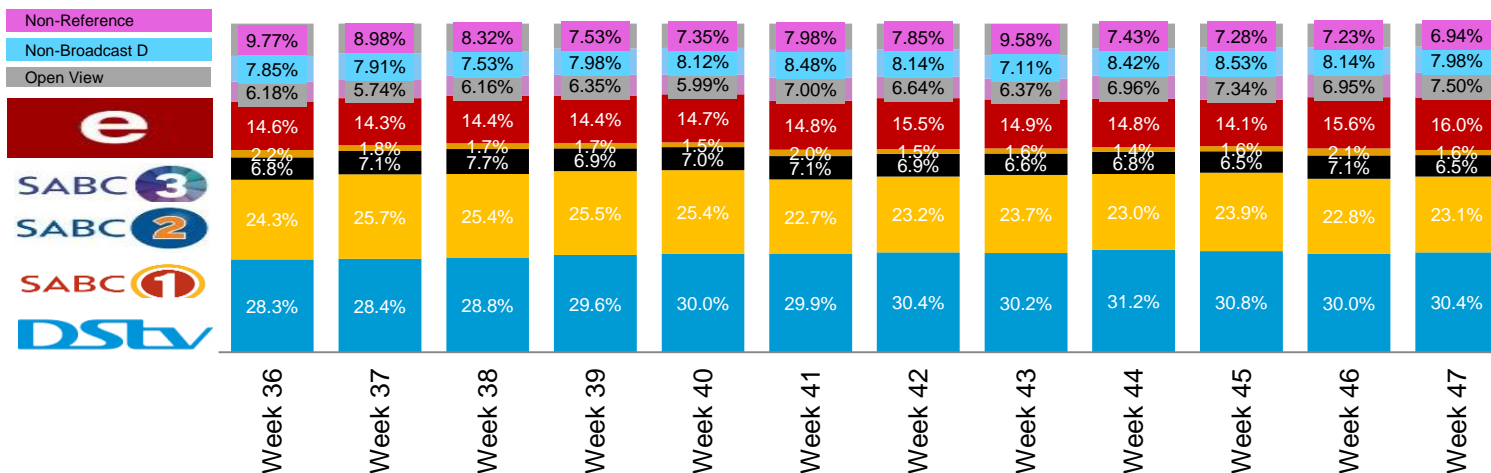
SCREEN SHARE

2020

SCREEN SHARE: ALL DAY - ALL INDIVIDUALS

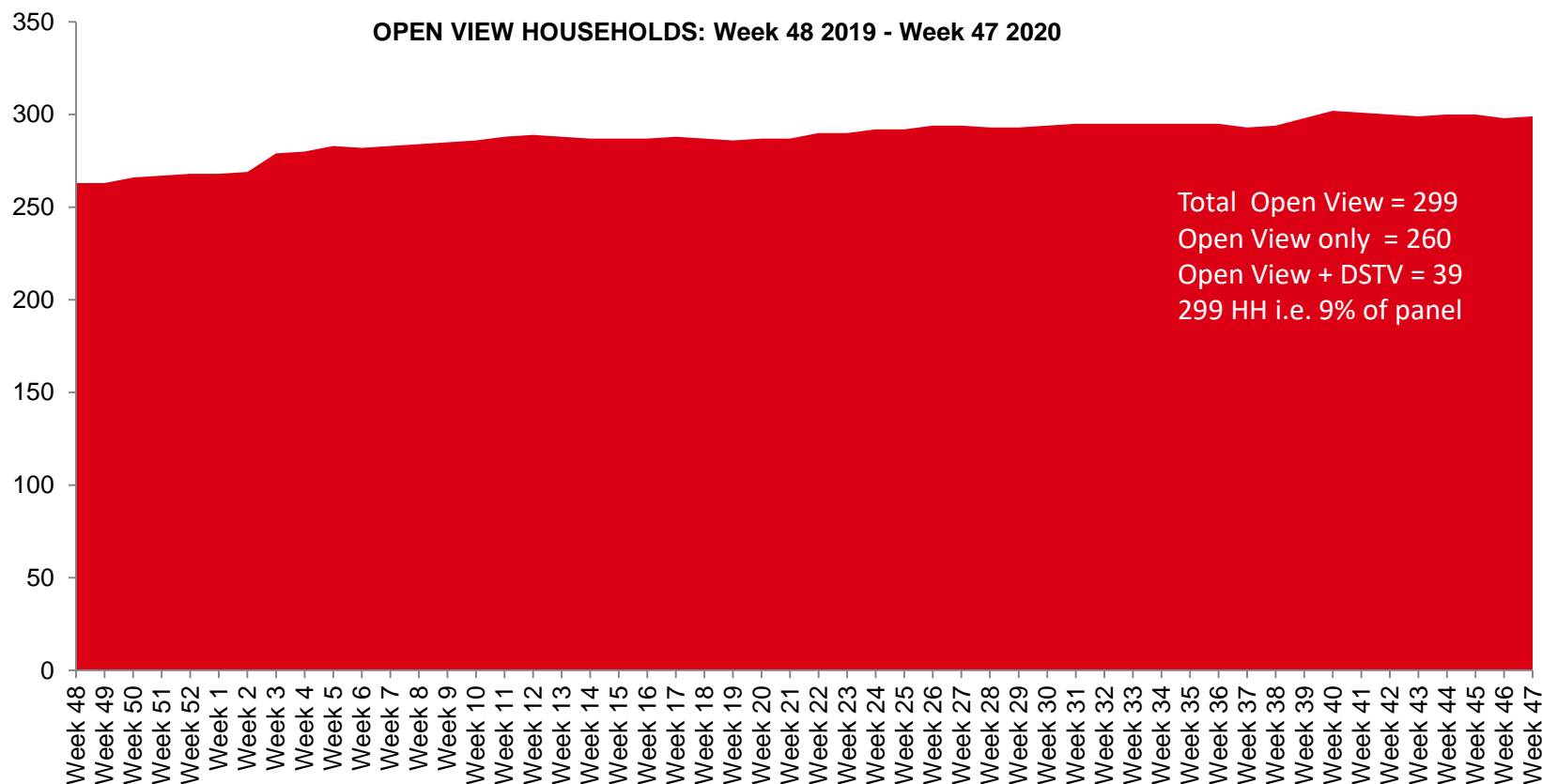


SCREEN SHARE: PRIME TIME - ALL INDIVIDUALS



OPEN VIEW UPDATE

OPENVIEW REVIEW



DIGITAL TERRESTRIAL UPDATE



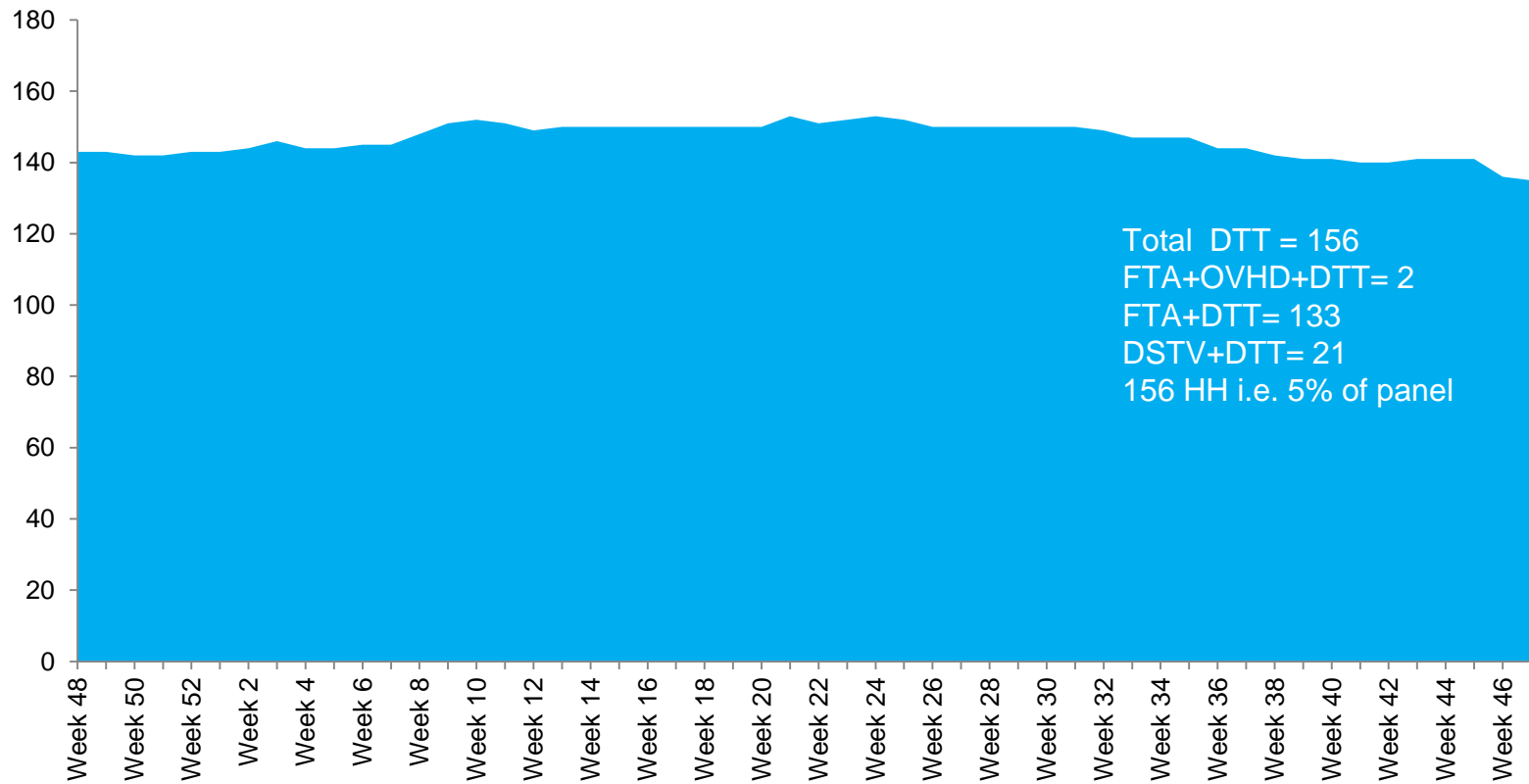
brc

THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

DIGITAL TERRESTRIAL REVIEW



Week 48 2019 to Week 47 2020

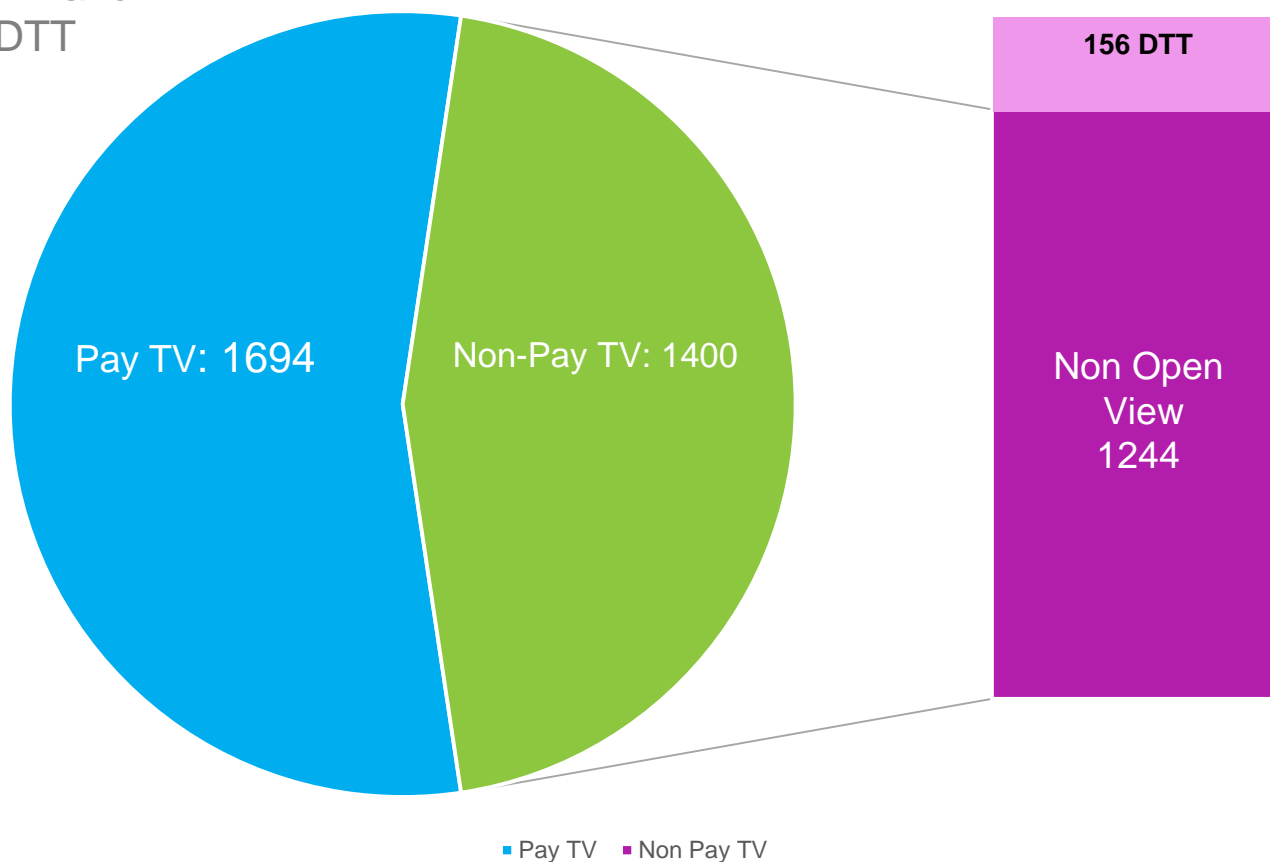


PANEL COMPOSITION 2020

Week 47



21 HH have
both
DSTV and
DTT



TAMS SCORE CARD

27 November 2020



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
TV COVERAGE	90%	88%	▲	Weekly average of all working TV sets	
REPORTING HOUSEHOLDS	90%	90%	▲	A weekly average reach based on the installed panel	
RIM WEIGHTING EFFICIENCY HOUSEHOLDS	65%	83%	▲	Overall efficiency (excludes times of panel expansion or Universe changes)	
RIM WEIGHTING EFFICIENCY INDIVIDUALS	70%	79%	▲	Overall efficiency (excludes times of panel expansion or Universe changes)	

TAMS SCORE CARD

27 November 2020



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
PRIMARY CONTROLS					
# OF BALANCED CELLS	18	14	▲	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: Metro, Gauteng (GP), White and Non-Pay TV
TENURE % < 8 YEARS		89.5%		All HHs to have tenure of less than 8 years	323 HHs to be removed

TAMS SCORE CARD

27 November 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	2	▲	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

Verified Channel List

Verified Channel List 2020

DSTV TURNAROUND	DSTV SUPERSPORT	DSTV DOMESTIC	VIACOM	SOWETO TV
BBC BRIT	SS GRANDSTAND	AFRICA MAGIC EPIC	BET	SOWETO TV
BBC EARTH	SS PSL	GINX	COMEDY CENTRAL	1
BBC LIFESTYLE	SS PREMIER LEAGUE	KYKNET	MTV	
BBC NEWS	SS LA LIGA	KYKNET NOU	REAL TIME	URBANBREW
CHANNEL O	SS FOOTBALL	KYKNET&KIE	MTV BASE	DUMISA
CNN	SS VARIETY 1	KYKNET LEKKER	NICK TOONS	1
E!	SS VARIETY 2	M-NET	NICK JNR	
FOOD NETWORK	SS VARIETY 3	M-NET CITY	NICKELODEON	1KZN
FOX	SS VARIETY 4	MM 3	DISCOVERY	1KZN
HGTV	SS BLITZ	MM 2	DISCOVERY TLC	1
HISTORY	SS ACTION	MM 1	DISCOVERY FAMILY	
LIFE TIME	SS RUBGY	MM 4	CBS REALITY	GLOW TV
NATIONAL GEOGRAPHIC	SS CRICKET	MZANSI BIOSKOP	SUNDANCE	GLOW TV
NATIONAL GEOGRAPHIC WILD	SS WWE	MZANSI MAGIC	ID XTRA	1
SKY NEWS	SS GOLF	MZANSI MUSIC	EVA	
TELEMUNDO	SS TENNIS	MZANSI WETHU	15	STAR LIFE
TRACE	SS MOTORSPORT	VUZU		STAR LIFE
TRACE AFRICA	ESPN1	1MAGIC	VIA	1
TRAVEL	ESPN2	18	VIA	
TCM	19		1	OPEN VIEW / ETV
CARTOON NETWORK		ZEE TV		eEXTRA
BOOMERANG	SABC	ZEE WORLD	CAPE TOWN TV	e MOVIES+
TRACE GOSPEL	SABC 1	1	CAPE TOWN TV	eMOVIES EXTRA
MOJA LOVE	SABC 2		1	eTOONS
ONE GOSPEL	SABC 3	DISNEY		ETV
TBN	SABC NEWS INTERNATIONAL	DISNEYJNR	TISO BLACK STAR	ENCA
FLIEKNET	4	DISNEY	IGNITION	ETV NEWS AND SPORTS
CBS JUSTICE		2	THE HOME CHANNEL	eReality
CURIOSITY	NBCUNIVERSAL		2	REWIND
29	STUDIO UNIVERSAL			9
	UNIVERSAL			
	2			
TOTAL CHANNELS VERIFIED	108			

Indicates channel move to new Broadcaster

THANK YOU



brc

THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA