nielsen



## TAMS TECHNICAL COMMITTEE REPORT

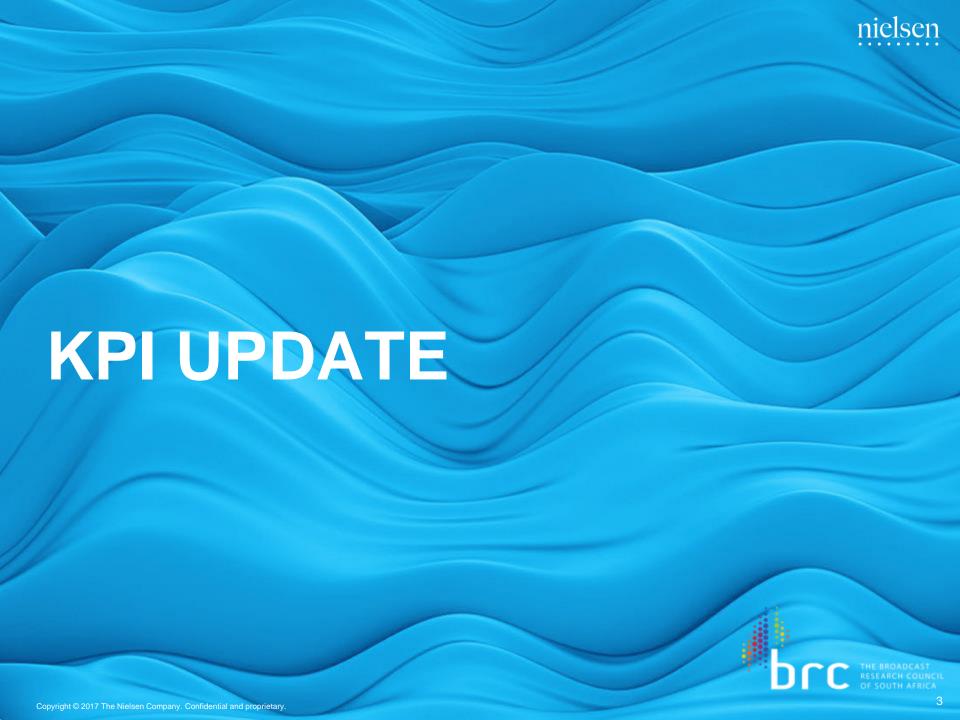
29 January 2021



## **CONTENTS**

- KPI Update
- Open View Update
- Digital Terrestrial Update
- Penalty Scorecard Week 3 of 2021
- Verified Channel List





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## TAMS PANEL CHARACTERISTICS



## PREVIOUS ES 2018 Jul- 2019 Jun

Total TV Households

14.6 Million



Total TV Households
15.9 Million

Total TV Population
50 Million

**CURRENT** 

**PAMS 2019** 

Total TV Population 46.6 Million

Panel Households

3125 installed



Panel Individuals

15,689

Panel Households

3084 installed

Panel Individuals

15,633



## TAMS SAMPLE OVERVIEW





### **INSTALLED VS. REPORTING HOUSEHOLDS**



Installed Households ——Reporting Households

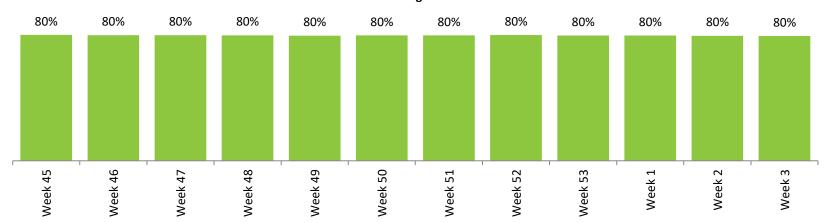


## TAMS SAMPLE OVERVIEW

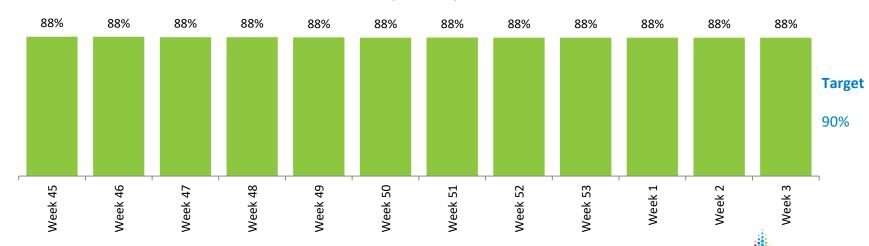








### **METERED (monitored) TV SETS**

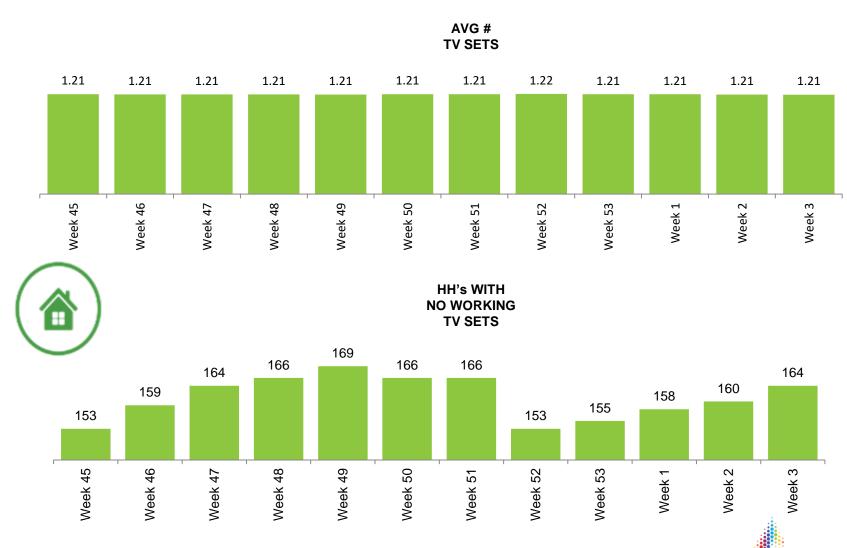


## TAMS SAMPLE OVERVIEW





THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

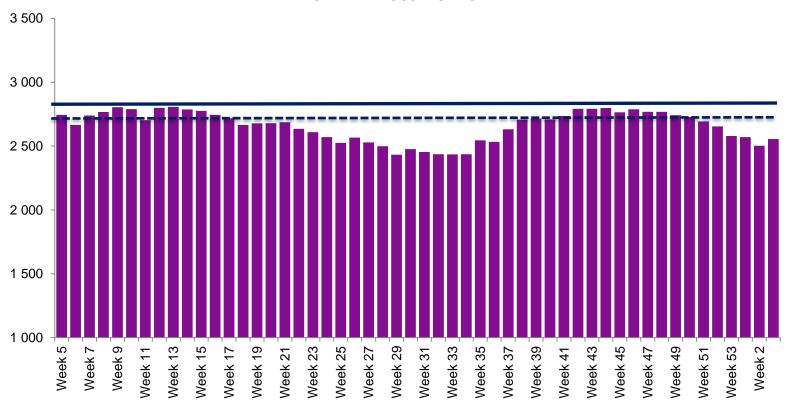


## **WEEKLY REPORTING**

52 Weeks



### **AVERAGE DAILY HOUSEHOLD SAMPLE**





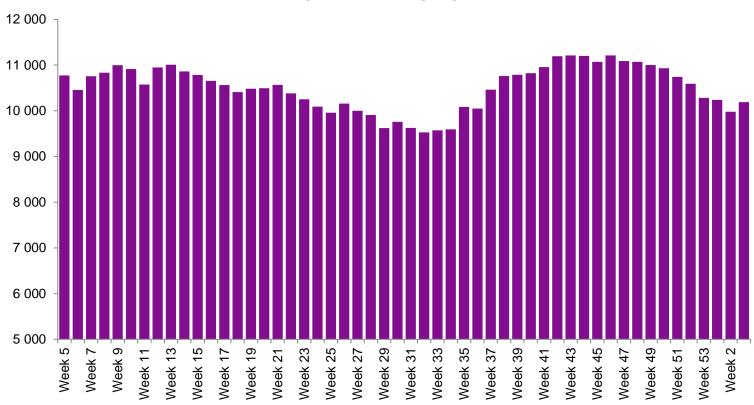
## **WEEKLY REPORTING**

nielsen

52 Weeks



### **AVERAGE DAILY INDIVIDUAL SAMPLE**





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## **WEIGHTING EFFICIENCY**

Efficiency Indicators – Last 6 Weeks 2021





Weekly Avg		Week 51	Week 52	Week 53	Week 1	Week 2	Week 3	Target
INDIVIDAL WEIGHTING EFFICIENCY	<b>^</b>	77.8%	77.8%	77.7%	77.3%	77.1%	77.6%	70%
INDIVIDUAL MAXIMUM WEIGHT	<b>*</b>	27,361	27,116	30,365	29,831	30,717	36,646	
								Target
HOUSEHOLD WEIGHTING EFFICIENCY	(Î) A	83.5%	83.1%	83.8%	83.8%	83.6%	83.7%	65%



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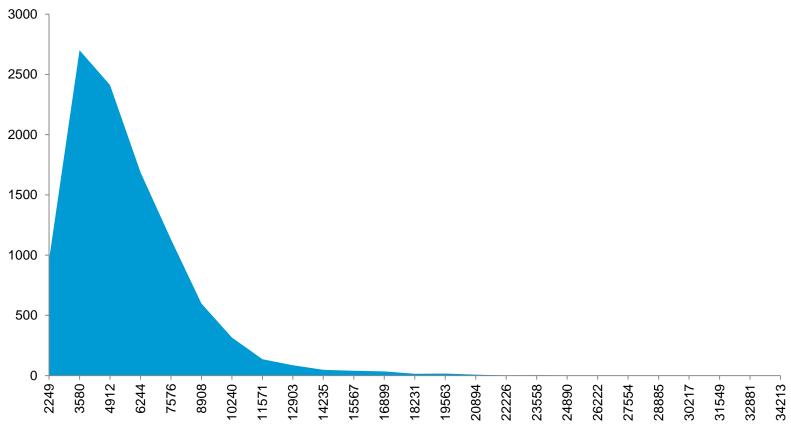
## WEIGHTING DISTRIBUTION

nielsen

As at: Week 3 2021



### INDIVIDUAL WEIGHTING DISTRIBUTION



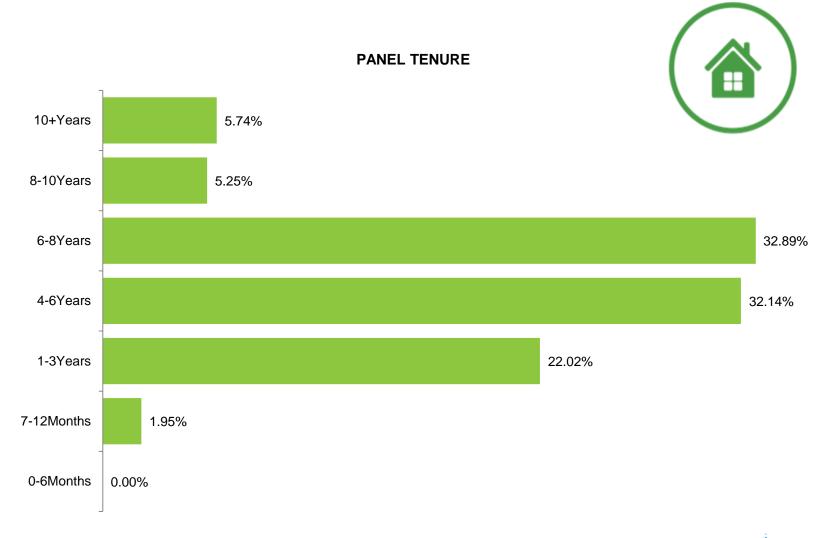


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## **PANEL TENURE**

## nielsen

Week 3



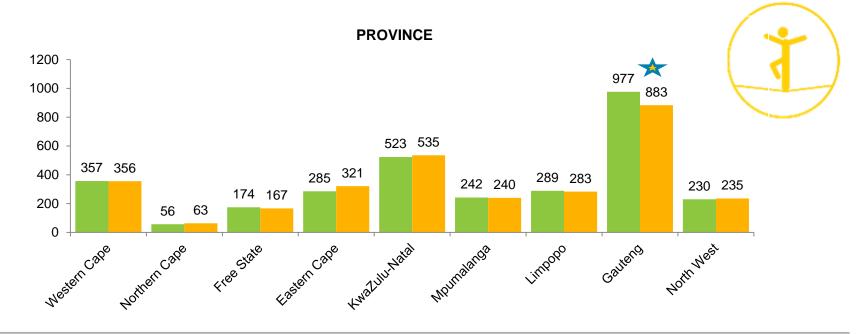


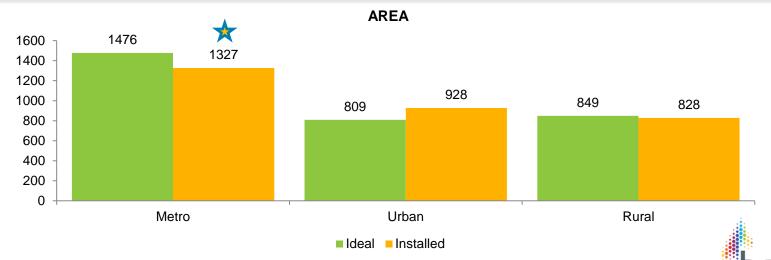
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## PANEL BALANCE



(PAMS 2019) Universe - 29 January 2021



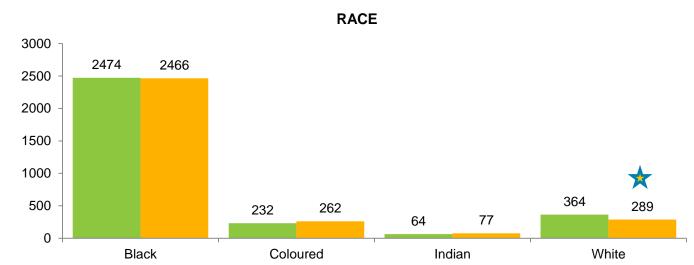


## 2017 The Nielsen Company. Confidential and proprie

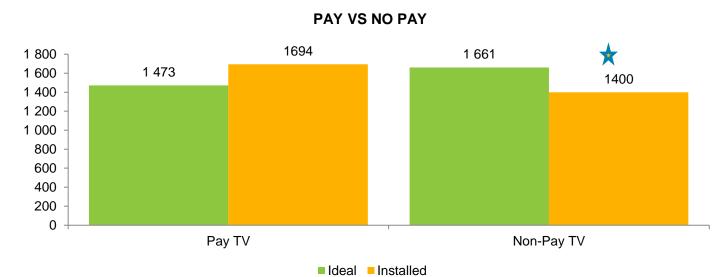
## PANEL BALANCE

nielsen

(PAMS 2019) Universe – 29 January 2021









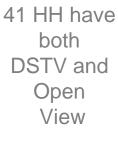
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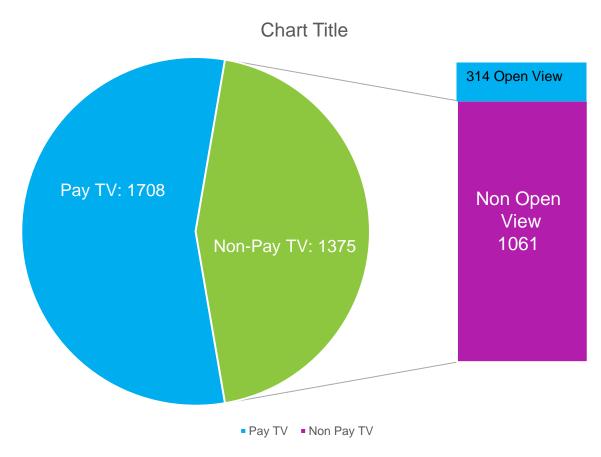
## **PANEL COMPOSITION 2020**



Week 3







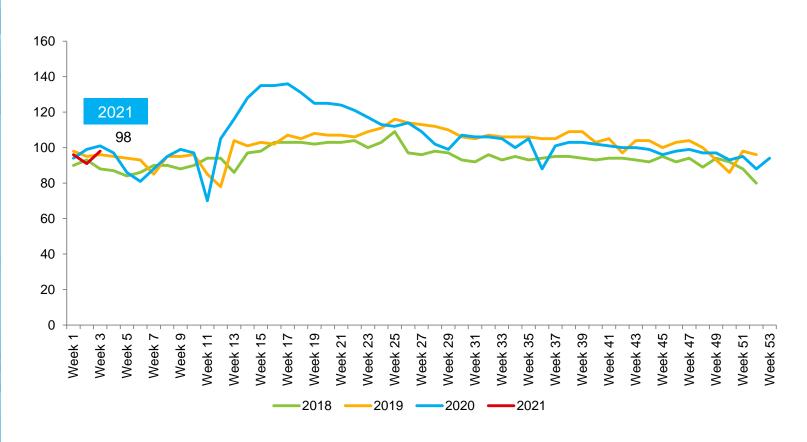


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## AVERAGE TIME VIEWED- ATV (MINUTES) nielsen

52 Weeks



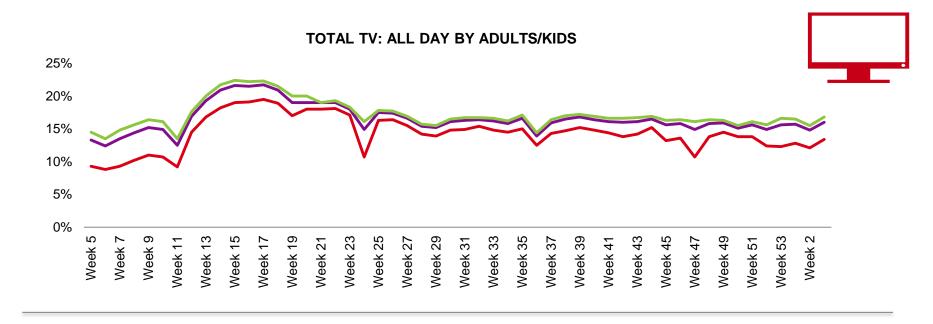




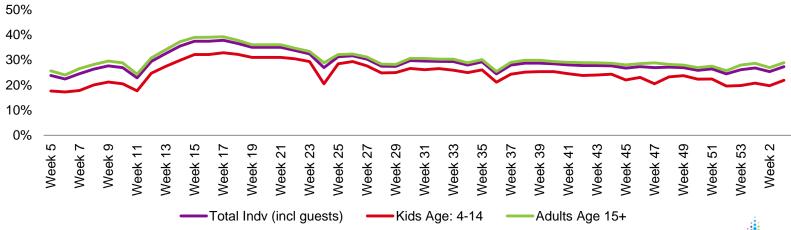
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## **TVR% PAST 12 MONTHS**





### **TOTAL TV: PRIME TIME ADULTS/KIDS**

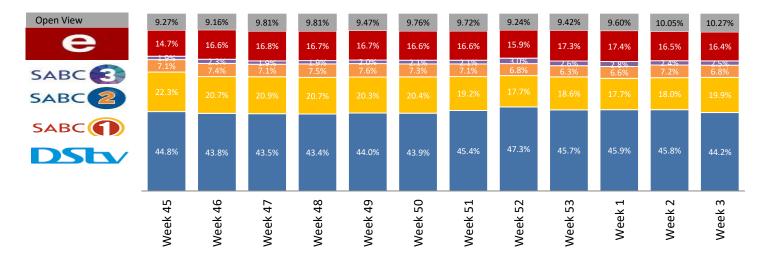


## **BROADCAST SHARE**

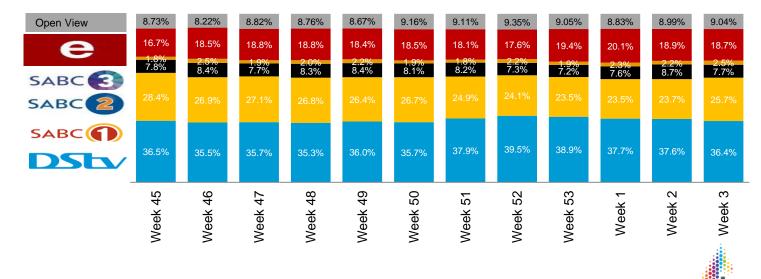
2021

### **BROADCAST SHARE: ALL DAY - ALL INDIVIDUALS**





### **BROADCAST SHARE: PRIME TIME - ALL INDIVIDUALS**



## **SCREEN SHARE**



2021

### **SCREEN SHARE: ALL DAY - ALL INDIVIDUALS**

Non-Reference Non-Broadcast D Open View  SABC SABC SABC	10.19% 10.11% 7.39% 11.7% 5:8% 17.8%	10.01% 9.71% 7.35% 13.3% 5.9% 16.6%	9.52% 9.30% 7.98% 13.7% 5.3% 16.9%	9.56% 9.72% 7.91% 13.5% 6:1% 16.7%	10.15% 10.36% 7.53% 13.3% 6.1% 16.1%	10.69% 10.35% 7.71% 13.1% 5.8% 16.1%	10.62% 10.37% 7.68% 13.1% 5.6% 15.1%	11.37% 11.11% 7.17% 12.3% 5.3% 13.7%	11.23% 10.86% 7.34% 13.5% 23.9% 14.5%	10.57% 10.64% 7.57% 13.7% 5:2% 13.9%	10.64% 10.64% 7.91% 13.0% 14.2% 36.1%	9.94% 11.26% 8.10% 12.9% 5.4% 15.7%
	Week 45	Week 46	Week 47	Week 48	Week 49	Week 50	Week 51	Week 52	Week 53	Week 1	Week 2	Week 3

### **SCREEN SHARE: PRIME TIME - ALL INDIVIDUALS**

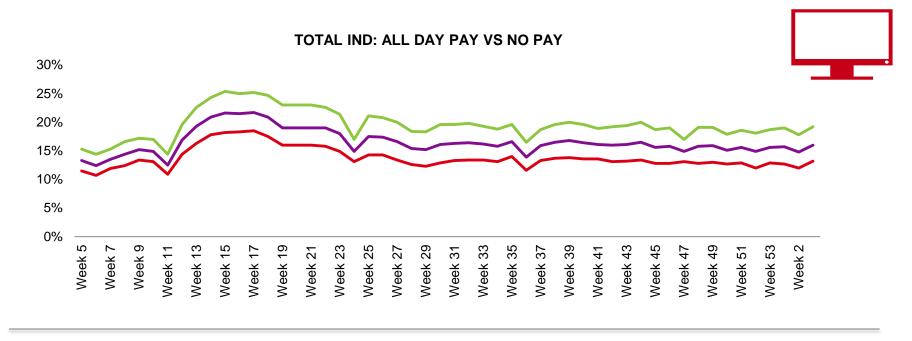
Non-Reference Non-Broadcast D	7.28%	7.23%	6.94%	7.23%	7.65%	7.73%	7.83%	8.51%	8.32%	7.87%	7.74%	7.36%
Open View	8.53% 7.34%	8.14% 6.95%	7.98% 7.50%	8.29% 7.39%	8.57% 7.26%	8.57% 7.67%	9.04% 7.57%	9.70% 7.64%	9.69% 7.41%	9.52% 7.30%	9.44% 7.46%	9.90% 7.49%
e	14.1% 1.6%	15.6%	16.0%	15.9%	15.4%	15.4%	15.0%	14.4%	15.9%	16.6%	15.7%	15.5%
SABC	1.6% 6.5%	2.1% 7.1%	1.6% 6.5%	1.7% 7.0%	1.9% 7.0%	1.6% 6.8%	6.8%	6:8%	1.5% 5.9%	1.9% 6.2%	1.8% 7.2%	6:4%
SABC 2	23.9%	22.8%	23.1%	22.6%	22.1%	22.4%	20.7%	19.7%	19.3%	19.4%	19.6%	21.3%
SABC	30.8%	30.0%	30.4%	29.9%	30.2%	29.9%	31.5%	32.3%	31.9%	31.2%	31.1%	30.1%
DSb/												
	45	46	47	48	49	20	51	52	53	<del>조</del> -	<del>X</del> 2	<del>χ</del> ω
	Week	Week	Week									



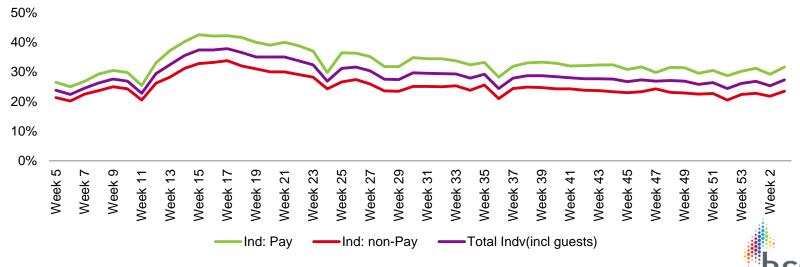
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## **TVR% PAST 12 MONTHS**



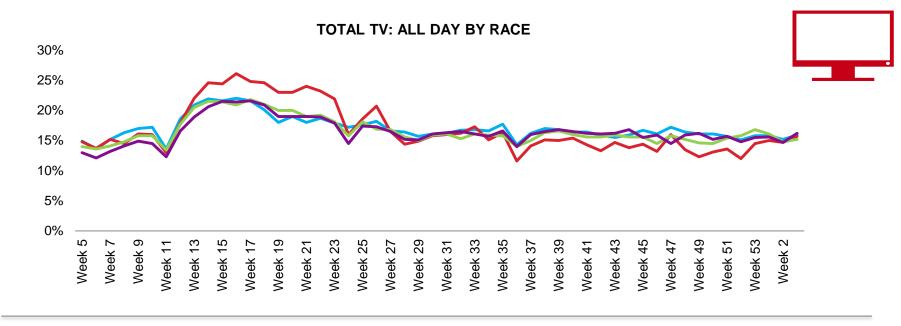




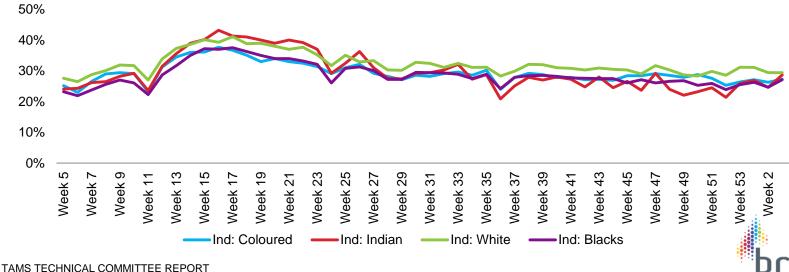


## **TVR% PAST 12 MONTHS**









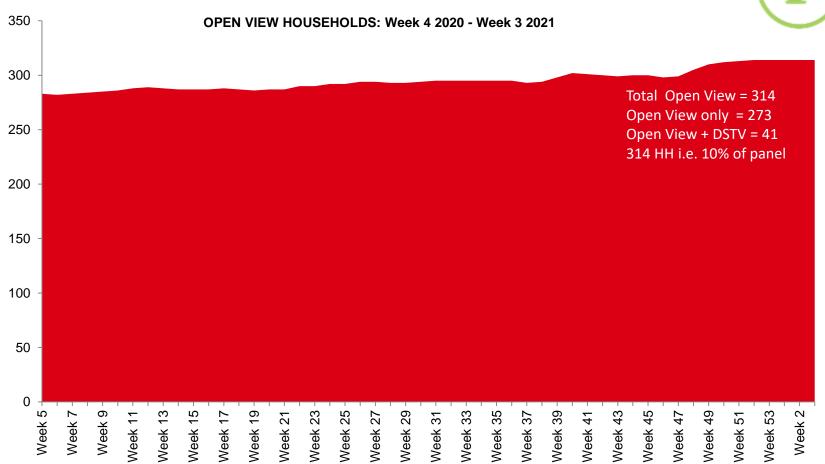


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## **OPEN VIEW REVIEW**











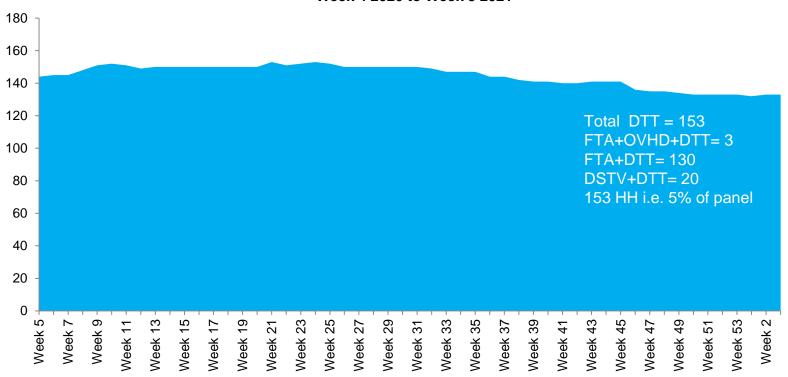
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## DIGITAL TERRESTRIAL REVIEW





### Week 4 2020 to Week 3 2021





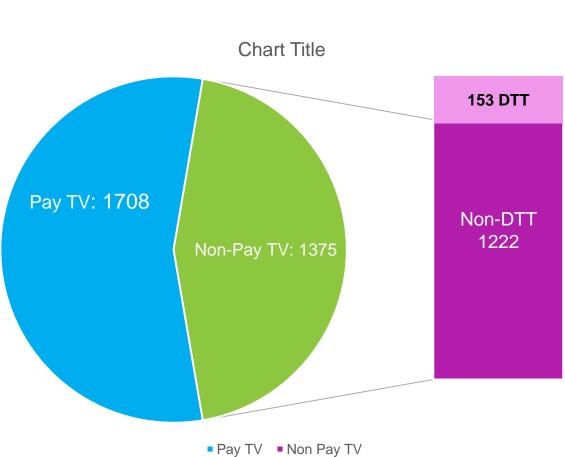
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## **PANEL COMPOSITION 2020**



Week 3









## **TAMS SCORE CARD**

29 January 2021



Panel Health KPIs	Target	Achieved	Grade	Description	Comment
TV COVERAGE	90%	88%		Weekly average of all working TV sets	
REPORTING HOUSEHOLDS	90%	83%		A weekly average reach based on the installed panel	
RIM WEIGHTING EFFICIENCY HOUSEHOLDS	65%	84%		Overall efficiency (excludes times of panel expansion or Universe changes)	
RIM WEIGHTING EFFICIENCY INDIVIDUALS	70%	78%		Overall efficiency (excludes times of panel expansion or Universe changes)	



## **TAMS SCORE CARD**

29 January 2021





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		89.1%		All HHs to have tenure of less than 8 years	339 HHs to be removed



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## TAMS SCORE CARD

26

29 January 2021

**DELIVERY OF ALL** 

**STATION** 

PROGRAMMES,

**BREAKS & SPOTS** 





Panel Health KPIs	Target	Achieved	Grade	Description	Comment
DAILY CONSOLIDATED VIEWING DATA DELIVERY	26	29		10am next business day Fri, Sat & Sun – delivered 11am Mon Day previous to/& Public Holiday – delivered 11am day after	
				Mon delivered Wed 12pm, Tues delivered Thu	



delivered Tues 12pm, Sun delivered Tues 3pm Delayed due

12pm, Wed delivered Fri 12pm, Thu delivered

Day previous to/& Public Holiday – delivered

Cannot be delivered later than 5pm same day

Mon 11am, Fri delivered Mon 3pm, Sat

3pm next working day



to Covid 19



## **Verified Channel List 2021**



BBC BRIT S GRANDSTAND AFRICA MAGIC EPIC BET SOWETO TV BBC BRIT S GRANDSTAND AFRICA MAGIC EPIC BET SOWETO TV BBC EARTH SS PSL GINX COMEDY CENTRAL BBC LIFESTYLE SS PREMIER LEAGUE KYKNET MITV BBC NEWS S LA LIGA KYKNET NOU REAL TIME URBANBREW CHANNEL O SS POOTBALL KYKNET RIKE MITV BASE DUMISA CHANNEL O SS FOOTBALL KYKNET RIKE MITV BASE DUMISA CNN SS VARIETY 1 KYKNET LEKKER NICK TOONS 1 EI SS VARIETY 2 FLIEKNET NICK JNR FOOD NETWORK SS VARIETY 3 M-NET NICK JNR HOTV SS BLITZ MM 3 DISCOVERY LIKEN HISTORY SS ACTION MM 2 DISCOVERY TIC 1 HISTORY SS ACTION MM 1 CBS REALTHY GLOW TV LIFE TIME SS RUBGY MM 1 CBS REALTHY GLOW TV NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV SS WE MANSI BIOSKOP EVA 1 SKY NEWS SS GOLF MZANSI MUSIC JS STARLIFE TRACE SS MOTORSPORT MZANZI MUSIC JS STARLIFE TRACE FRICA ESPIN VUZU 1 TRACE SS MOTORSPORT MZANZI MUSIC JS STARLIFE TRACE AFRICA ESPIN VUZU 1 TRACE AFRICA ESPIN ESPIN ENDONSES ABC ZEE TV ENDONSES AB						
BBC EARTH SS PSL GINX COMEDY CENTRAL BBC LIFESTIVE SS PREMIER LEAGUE KYKNET MITY BBC NEWS SS LAUGA KYKNET NOU REAL TIME URBANIBREW CHANNELO SS FOOTBALL KYKNET NOU REAL TIME UURBANIBREW CHANNELO SS FOOTBALL KYKNET KEE MITY BASE DUMISA CNN SS VARIETY 1 KYKNET LEKKER NICK TOONS EL SS VARIETY 2 FUEKNET NICK LOONS FOOD NETWORK SS VARIETY 3 M-NET NICKELODEON IXZN FOX SS VARIETY 4 M-NET CITY DISCOVERY 1KZN HOTV SS BLITZ MM 3 DISCOVERY MILLY HISTORY SS ACTION MM 2 DISCOVERY LL HISTORY SS ACTION MM 2 DISCOVERY FAMILY LIFE TIME SS RUBGY MM 1 CBS REALITY GLOW TV NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV NATIONAL GEOGRAPHIC WILD SS WWE MZANS BIOSKOP EVA SKY NEWS SS GOLF MZANSI MAGIC ROK TELEMUNDO SS TENNIS MZANZI MUSIC 15 STAR LIFE TRACE SS MOTORSPORT MZANZI WETHU STAR LIFE TRACE AFRICA ESPIN1 VUZU 1 TRAVEL ESPIN2 1 MAGIC VIA OPEN VIEW / ETV CARTOON NEIWORK BOOMERANG SABC ZEETV @ MOVIES + ETV CARTOON NEIWORK BOOMERANG SABC ZEETV @ MOVIES + ETV NEW GROW TO NIS OF THE NIS O	DSTV TURNAROUND	DSTV SUPERSPORT	DSTV DOMESTIC	VIACOM	SOWETO TV	
BBC LIFESTYLE BBC NEWS S S LALIGA KYKNET NOU REALTIME URBANBREW CHANNELO SS FOOTBALL KYKNET KKE MIV BASE DUMISA CNN SS VARIETY 1 KYKNET KKEKE NICK TOONS EL SS VARIETY 2 FILEKNET FOOD NETWORK SS VARIETY 3 M-NET NICK INR FOX SS VARIETY 3 M-NET NICK LODEON IKZN HGTV SS BLITZ MM 3 DISCOVERY 1 LIFE TIME SS RACTION MM 2 DISCOVERY TLC 1 HISTORY SS ACTION MM 1 CBS REALTY STANLIFE NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC SS GOLF MZANSI BIOSKOP SKY NEWS SS GOLF MZANSI BIOSKOP TELEMUNDO SS TENIS MZANZI WUSIC TRACE SS MOTORSPORT MZANZI WETHU STARLIFE TRACE AFRICA ESPN1 VUZU TAVEL ESPN2 THAGIC TIME CARLON NETWORK SABC ZEE TV CAPE TOWN TV eMOVIES KETRA MOJA LOVE SABC 1 ZEE WORLD CAPE TOWN TV eMOVIES KETRA MOJA LOVE SABC 2 1 CAPE TOWN TV eMOVIES KETRA ETV NEWS AND SPORTS ONE GOSPEL SABC 3 1 ETV NEWZROOM AFRIKA SABC NEWS INTERNATIONAL DISNEY TEND CUROSITY NEURONICA TEND TISO BLACK STARL ETV NEWS AND SPORTS CBS JUSTICE UNIVERSAL  ZO 1 THE HOME CHANNEL THE OME CHANNEL THE OWE CHANNEL THE OWE CHANNEL THE OWE CHANNEL THE OWE CHANNEL TH	BBC BRIT	SS GRANDSTAND	AFRICA MAGIC EPIC	BET	SOWETO TV	
BBC LIFESTYLE BBC NEWS S S LA LIGA RYKNET NOU REAL TIME URBANBREW CHANNEL O SS FOOTBALL KYKNET NOU REAL TIME URBANBREW CHANNEL O SS FOOTBALL KYKNET NOU REAL TIME URBANBREW CHANNEL O SS FOOTBALL KYKNET NOU REAL TIME URBANBREW TO BASE DUMISA CNN SS VARIETY 1 KYKNET LEKKER NICK TOONS EI SS VARIETY 2 FIJEKNET FOOD NETWORK SS VARIETY 3 M-NET NICK LIDE NICK JUR FOX SS VARIETY 3 M-NET NICK LIDE NICK JUR HISTORY SS VARIETY 4 M-NET CITY DISCOVERY 1 KZN HISTORY SS BLITZ MM 3 DISCOVERY TIC I HISTORY SS ACTION MM 2 DISCOVERY FAMILY LIFE TIME SS RUBGY MM 1 CBS REALITY GLOW TV NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV NATIONAL GEOGRAPHIC WILD SS WWE MZANSI BIOSKOP EVA I SKY NEWS SS GOLF MZANSI MAGIC ROK TELEMUNDO SS TENNIS MZANZI WETHU STARLIFE TRACE SS MOTORSPORT MZANZI WETHU STARLIFE TRACE SS MOTORSPORT MZANZI WETHU STARLIFE TRAVEL ESPN1 VUZU TIM TRAVEL ESPN2 I MAGIC TNT 19 19 19 VIA OPEN VIEW / ETV CARTOON NETWORK BOOMERANG SABC ZEE TV CARTOON NETWORK BOOMERANG SABC ZEE TV CARTOON NETWORK SABC ZEE TV CARTOON NETWORK BOOMERANG SABC ZEE TV CAPE TOWN TV EMONYES SEXTRA MOJA LOVE SABC 2 1 CAPE TOWN TV EMONYES SEXTRA MOJA LOVE SABC 2 1 CAPE TOWN TV EMONYES SEXTRA MOJA LOVE SABC 3 1 EIV NEWZROOM AFRIKA SABC NEWS INTERNATIONAL DISNEY TISO BLACK STAR ETV NEWS AND SPORTS CBS JUSTICE UNIVERSAL  Z THE HOME CHANNEL REWIND	BBC EARTH	SS PSL	GINX	COMEDY CENTRAL	1	
BBC NEWS CHANNEL O SS FOOTBALL KYKNETTÄKIE MTY BASE DUMISA CNN SS VARIETY 1 KYKNETLEKKER NICK TOONS E E SS VARIETY 2 FUEKNET NICK TOONS FOOD NETWORK SS VARIETY 3 M-NET NICKELODEON NICK JNR FOX SS VARIETY 4 M-NET CITY DISCOVERY IL HISTORY SS BLITZ MM 3 DISCOVERY TIC HISTORY SS CRICKET MM 1 CBS REALITY NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID SS WWE MZANSI BIOSKOP SKY NEWS SS GOF MZANSI MAGIC TELEMUNDO SS TENNIS MZANZI MUSIC TRACE SS MOTORSPORT MZANZI WETHU TRACE AFRICA ESPN1 VUZU TARACE SS MOTORSPORT MZANZI WETHU CARTOON NETWORK BOOMERANG SABC ZEE TV CAPE TOWN TV EMOVIES AND SOROLS ONE GOSPEL SABC 1 ZEE WORLD CAPE TOWN TV EMOVIES AND SOROLS CRICKET  MODIA LOVE SABC 2 I CAPE TOWN TV EMOVIES AND SOROLS CRICKET ON OPEN VIEW / ETV EMOVIES AND SOROLS CRICKET ON OPEN VIEW / ETV EMOVIES AND SOROLS CRICKET ON OPEN VIEW / ETV EMOVIES AND SOROLS CRICKET ON OPEN VIEW / ETV CARTOON NETWORK  BOOMERANG SABC ZEE TV CAPE TOWN TV EMOVIES EXTRA MOJA LOVE SABC 2 I CAPE TOWN TV EMOVIES AND SOROTS CB JUSTICE UNIVERSAL  O DISNEY I THE HOME CHANNEL REWIND  O DISNEY I THE HOME CHANNEL REWIND  ON ECOSISTI  O DISNEY THE HOME CHANNEL REWIND	BBC LIFESTYLE	SS PREMIER LEAGUE	KYKNET			
CHANNELO SS FOOTBALL KYKNET & MICK BASE DUMISA  CNN SS VARIETY 1 KYKNET LEKKER NICK TOONS 1  EI SS VARIETY 2 FLIEKNET NICK HOONS 1  FOOD NETWORK SS VARIETY 3 M-NET NICK HODEON 1KZN  FOX SS VARIETY 4 M-NET CITY DISCOVERY 1KZN  HGTV SS BLITZ MM 3 DISCOVERY TLC 1  HISTORY SS ACTION MM 2 DISCOVERY FAMILY  LIFE TIME SS RUBGY MM 1 CBS REALITY GLOW TV  NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV  NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV  NATIONAL GEOGRAPHIC SS CRICKET MM 4 ID GLOW TV  NATIONAL GEOGRAPHIC SS SWE MZANSI BIOSKOP EVA 1  SKY NEWS SS GOLF MZANSI MAGIC ROK STEENIS MZANZI MUSIC 15 STAR LIFE  TRACE SS MOTORSPORT MZANZI MUSIC 15 STAR LIFE  TRACE SS MOTORSPORT MZANZI WETHU STAR LIFE  TRAVEL ESPN1 VUZU 1  TRAVEL ESPN2 1MAGIC VIA OPEN VIEW /ETV  CARTOON NETWORK 1 PER WORLD CAPE TOWN TV EMOVIES-  TRACE GOSPEL SABC ZEETV EMOVIES EXTRA  MOJA LOVE SABC 2 CAPE TOWN TV EMOVIES EXTRA  MOJA LOVE SABC 3  NEWZROOM AFRIKA SABC NEWS INTERNATIONAL DISNEY IGNITION GREALITY  CRED JUSTICE TO NEW SAND SPORTS  CBS JUSTICE TURIVERSAL 7 THE HOME CHANNEL REWIND  29 STUDIO UNIVERSAL 7					URBANBREW	
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