

TAMS TECHNICAL COMMITTEE REPORT

29 January 2021

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

KPI UPDATE



brc

THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

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

3084 installed

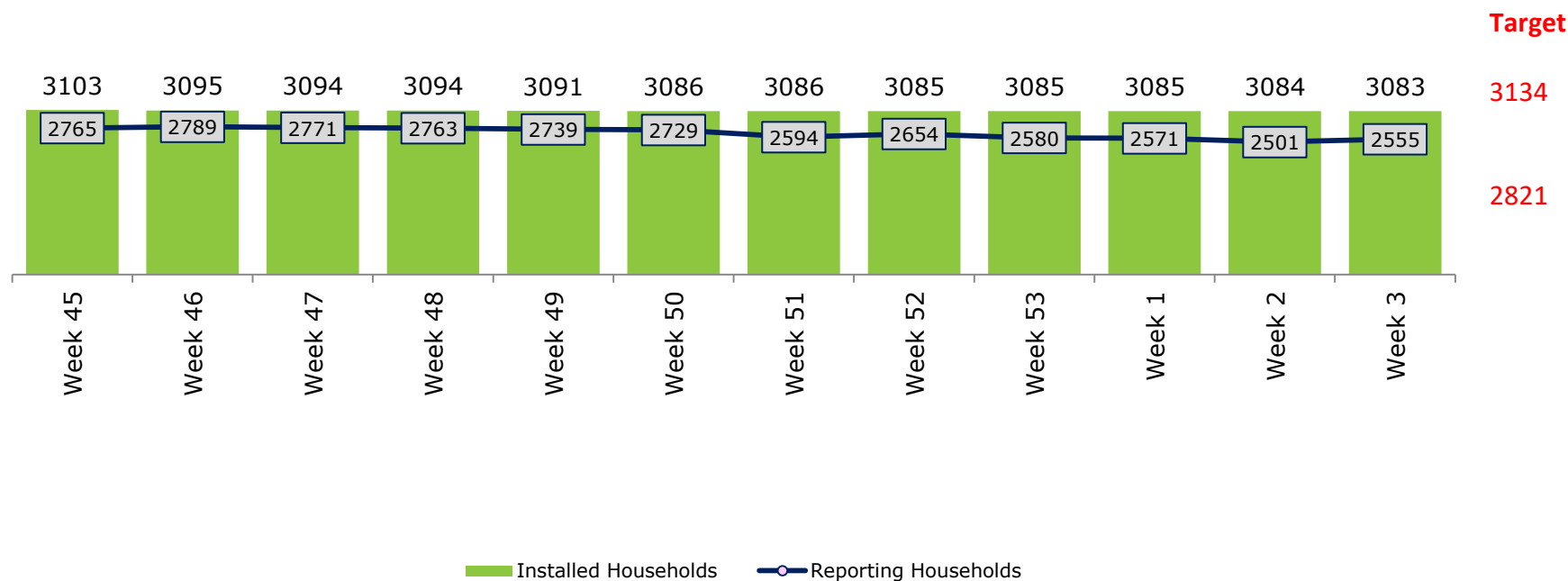
Panel Individuals

15,633

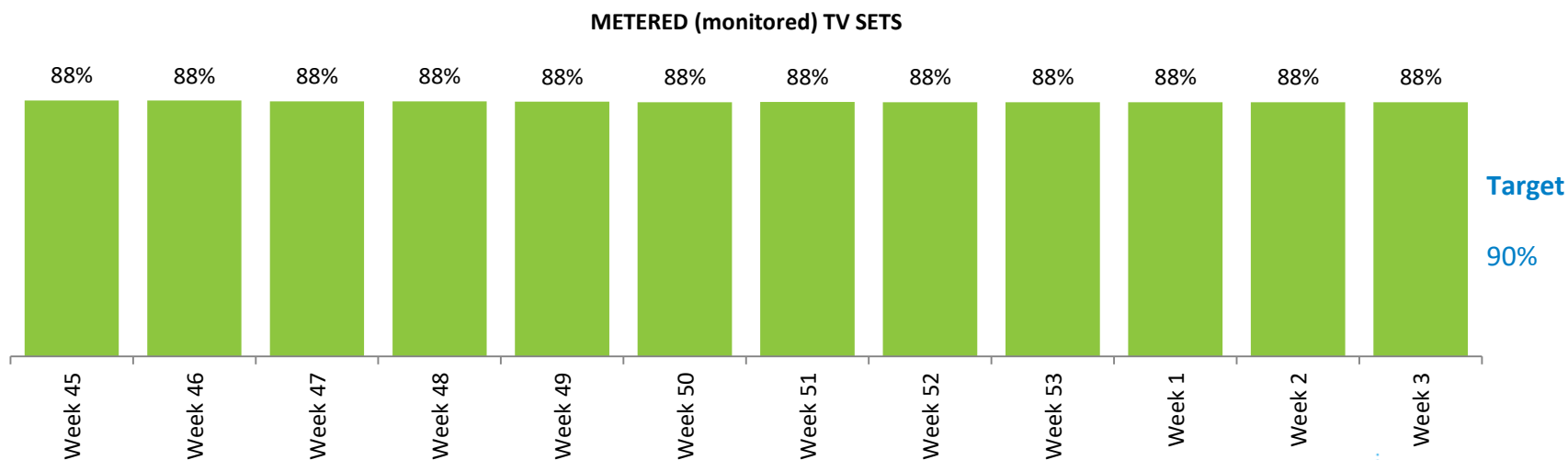
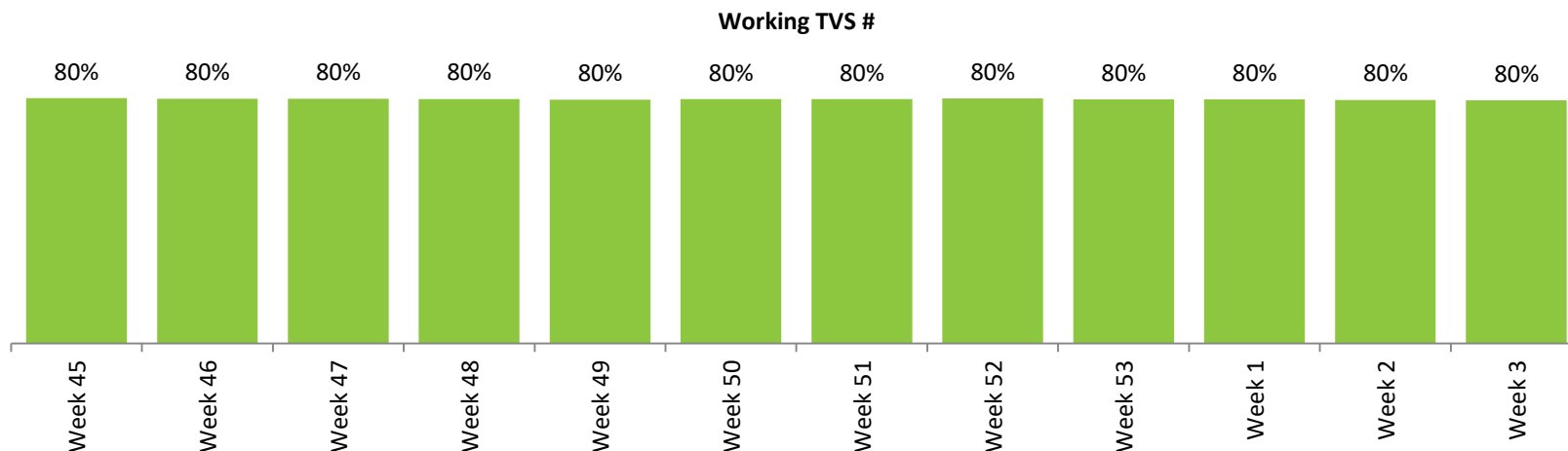
TAMS SAMPLE OVERVIEW



INSTALLED VS. REPORTING HOUSEHOLDS



TAMS SAMPLE OVERVIEW

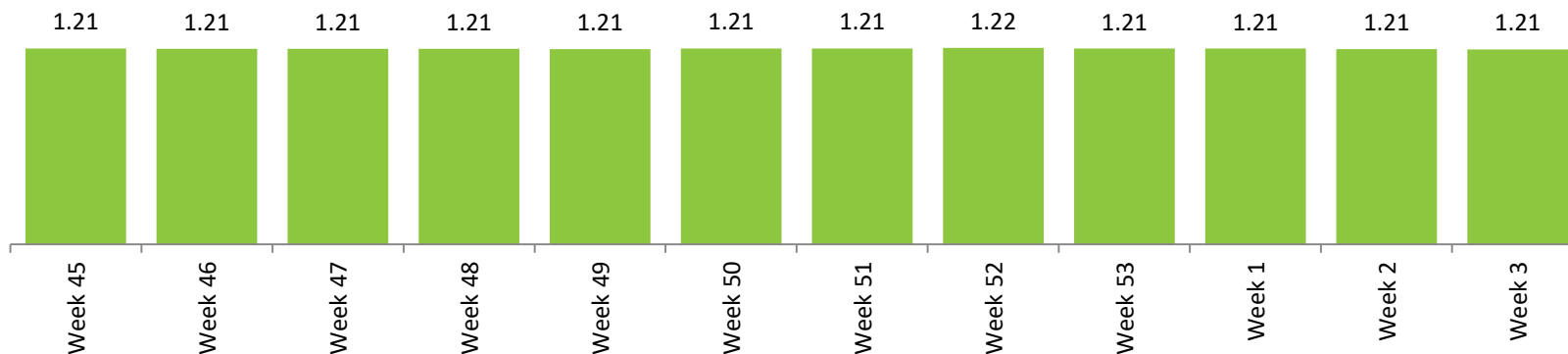


TAMS SAMPLE OVERVIEW

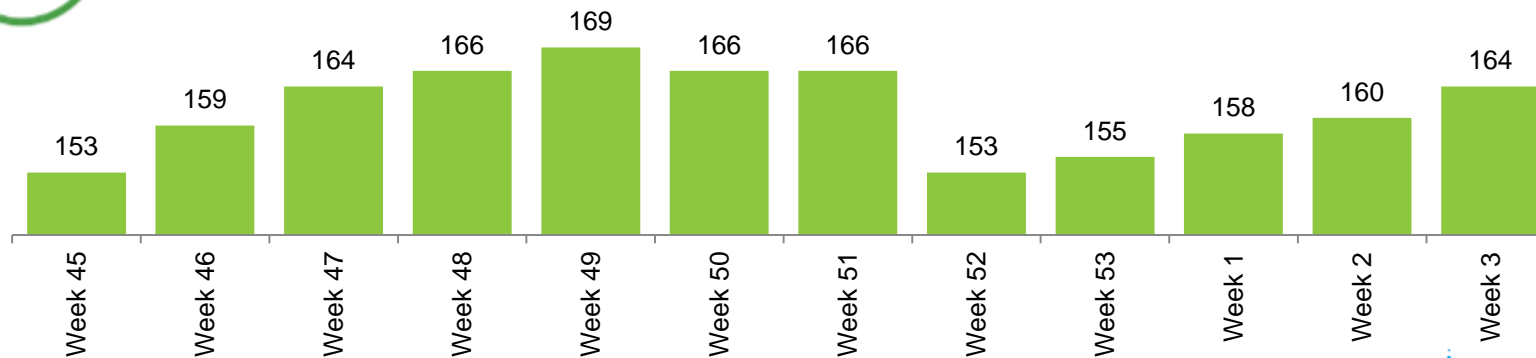


nielsen

AVG #
TV SETS



HH's WITH
NO WORKING
TV SETS

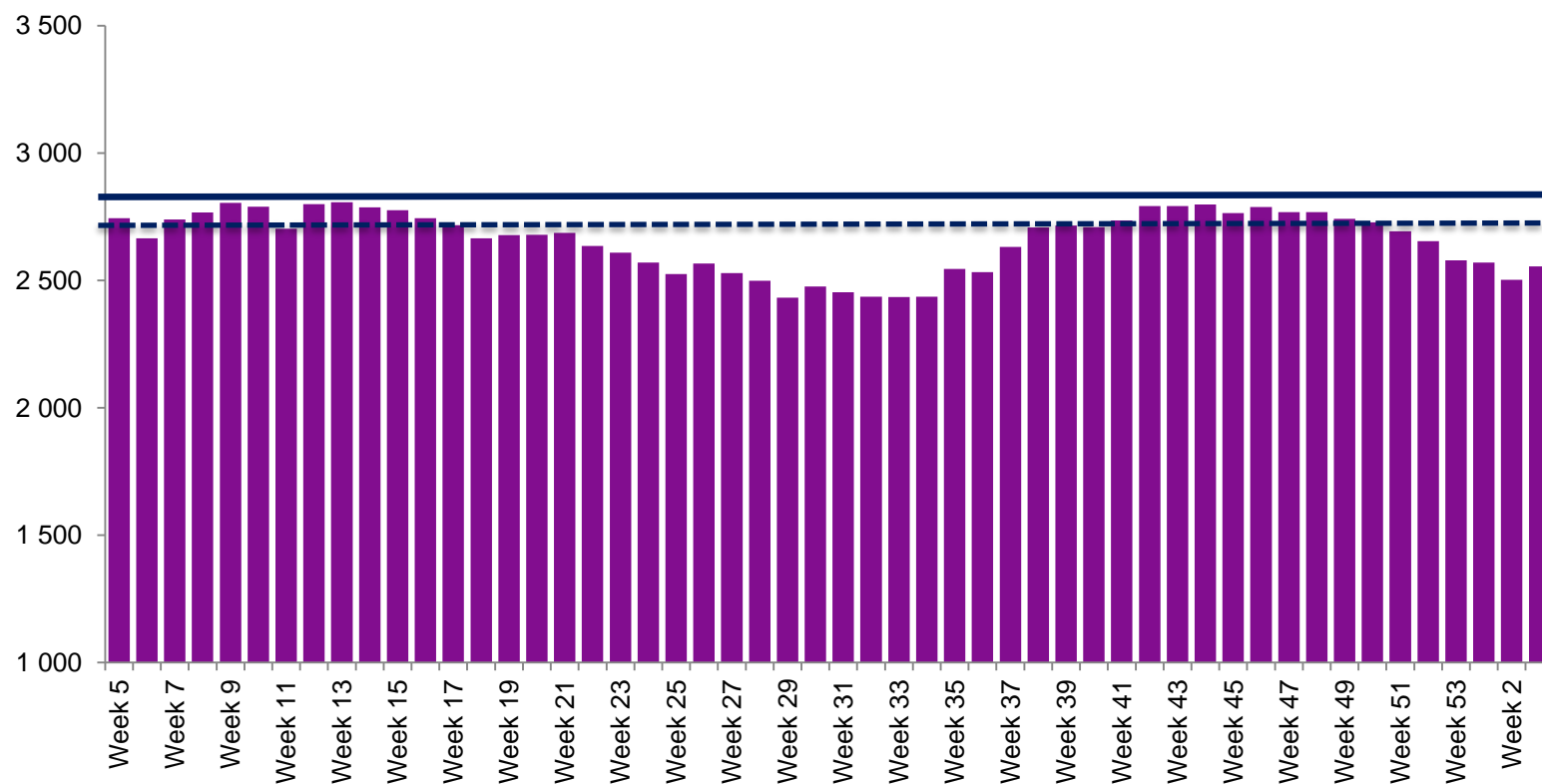


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY HOUSEHOLD SAMPLE

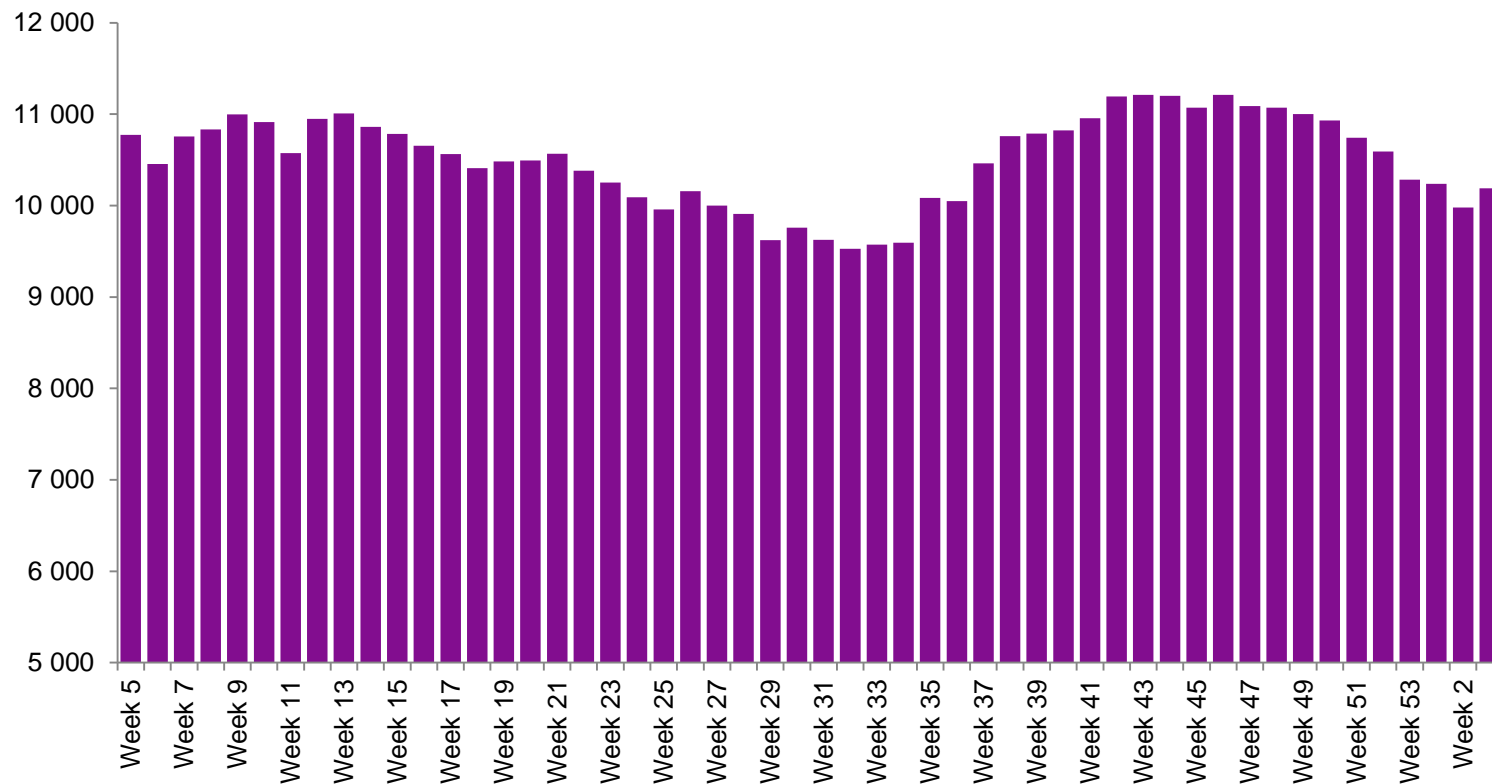


WEEKLY REPORTING

52 Weeks



AVERAGE DAILY INDIVIDUAL SAMPLE



WEIGHTING EFFICIENCY

Efficiency Indicators – Last 6 Weeks 2021



Weekly Avg		Week 51	Week 52	Week 53	Week 1	Week 2	Week 3
INDIVIDUAL WEIGHTING EFFICIENCY		77.8%	77.8%	77.7%	77.3%	77.1%	77.6%
INDIVIDUAL MAXIMUM WEIGHT		27,361	27,116	30,365	29,831	30,717	36,646
HOUSEHOLD WEIGHTING EFFICIENCY		83.5%	83.1%	83.8%	83.8%	83.6%	83.7%

Target

70%

Target

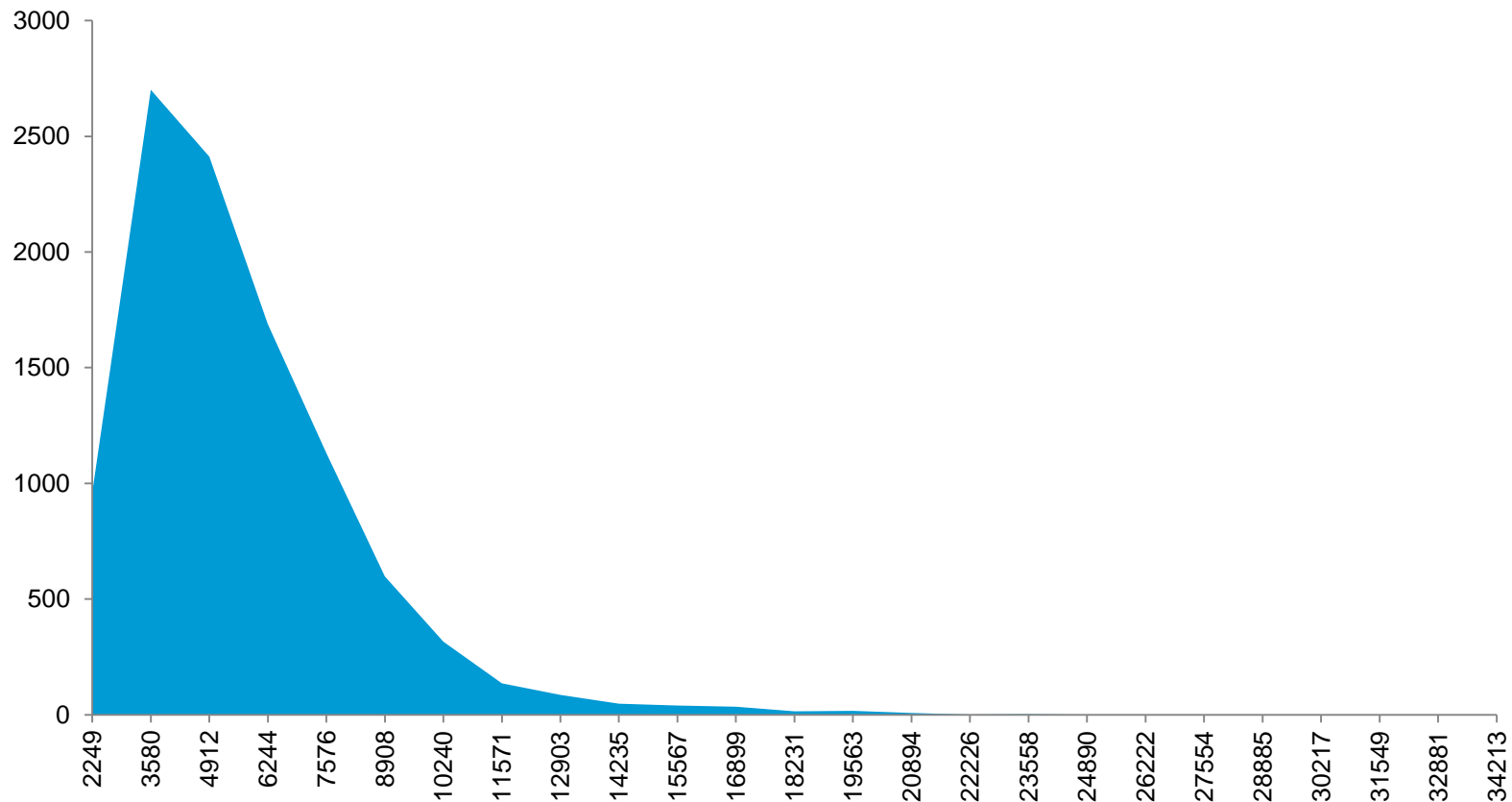
65%

WEIGHTING DISTRIBUTION

As at: Week 3 2021



INDIVIDUAL WEIGHTING DISTRIBUTION

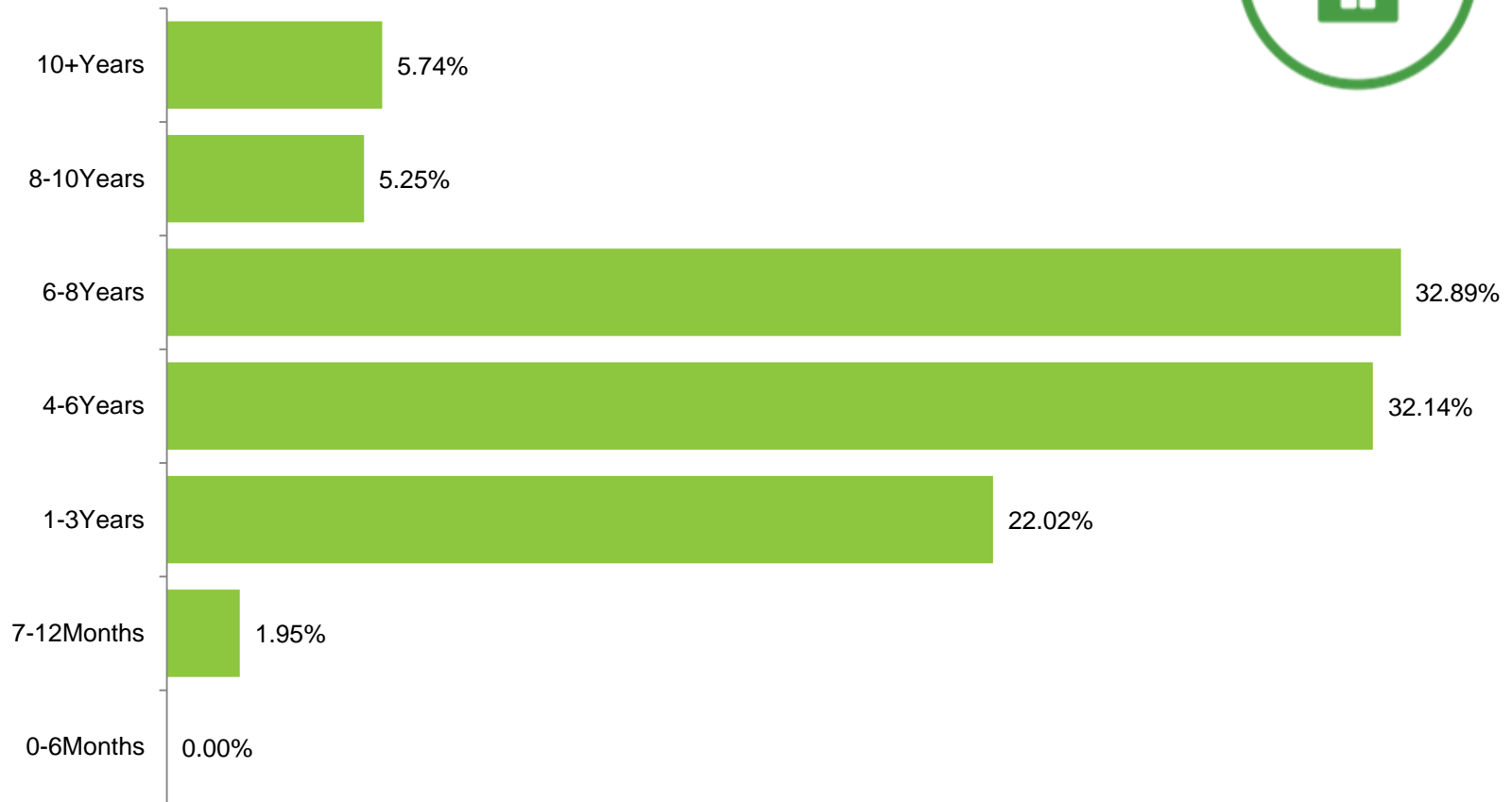


PANEL TENURE

Week 3



PANEL TENURE

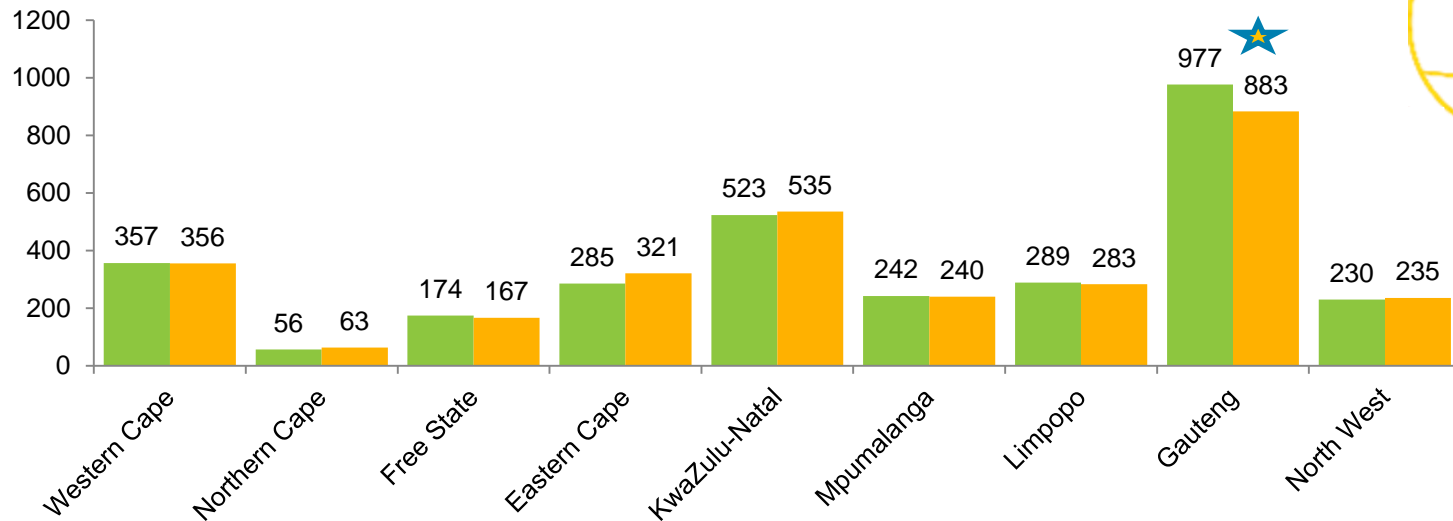


PANEL BALANCE

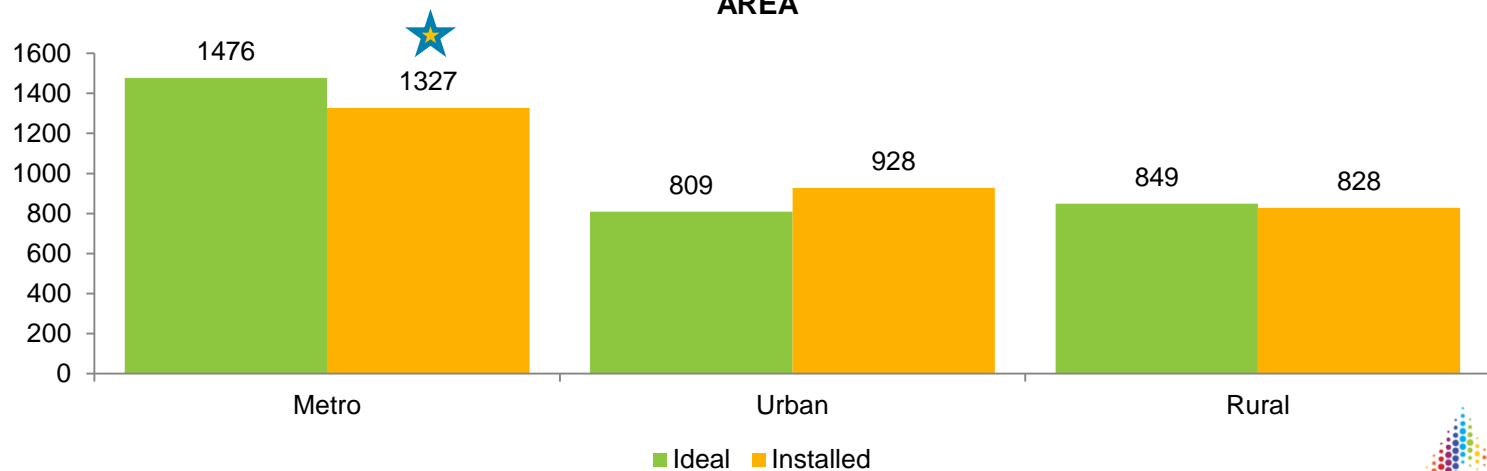
(PAMS 2019) Universe – 29 January 2021



PROVINCE



AREA

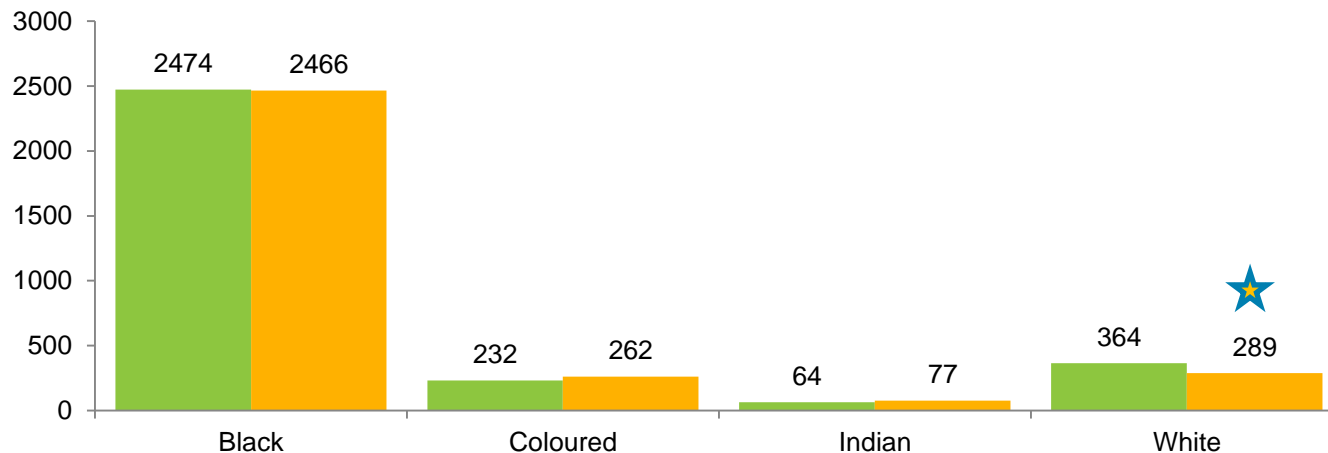


PANEL BALANCE

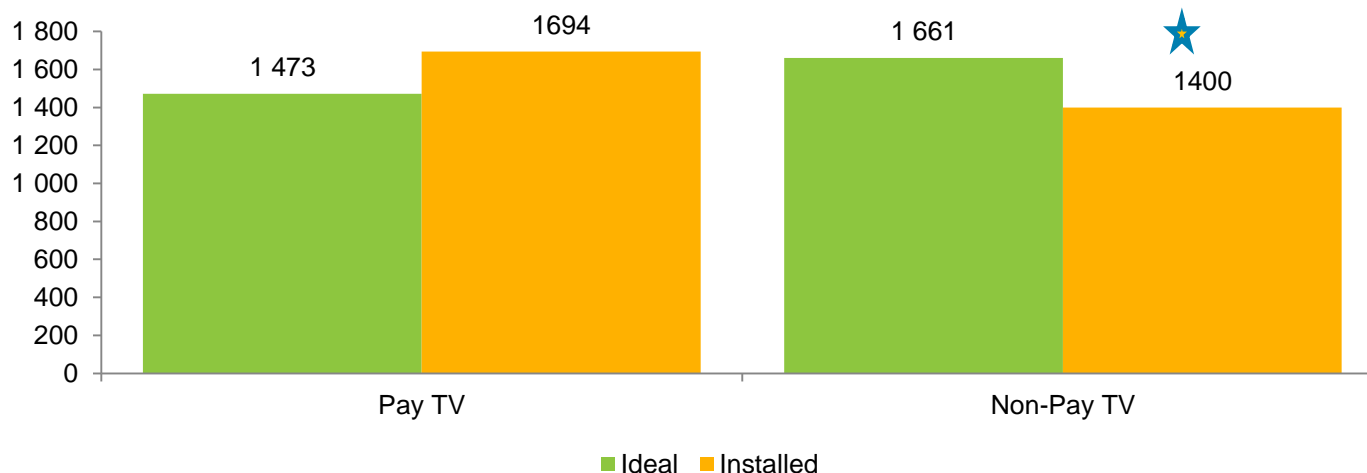
(PAMS 2019) Universe – 29 January 2021



RACE



PAY VS NO PAY



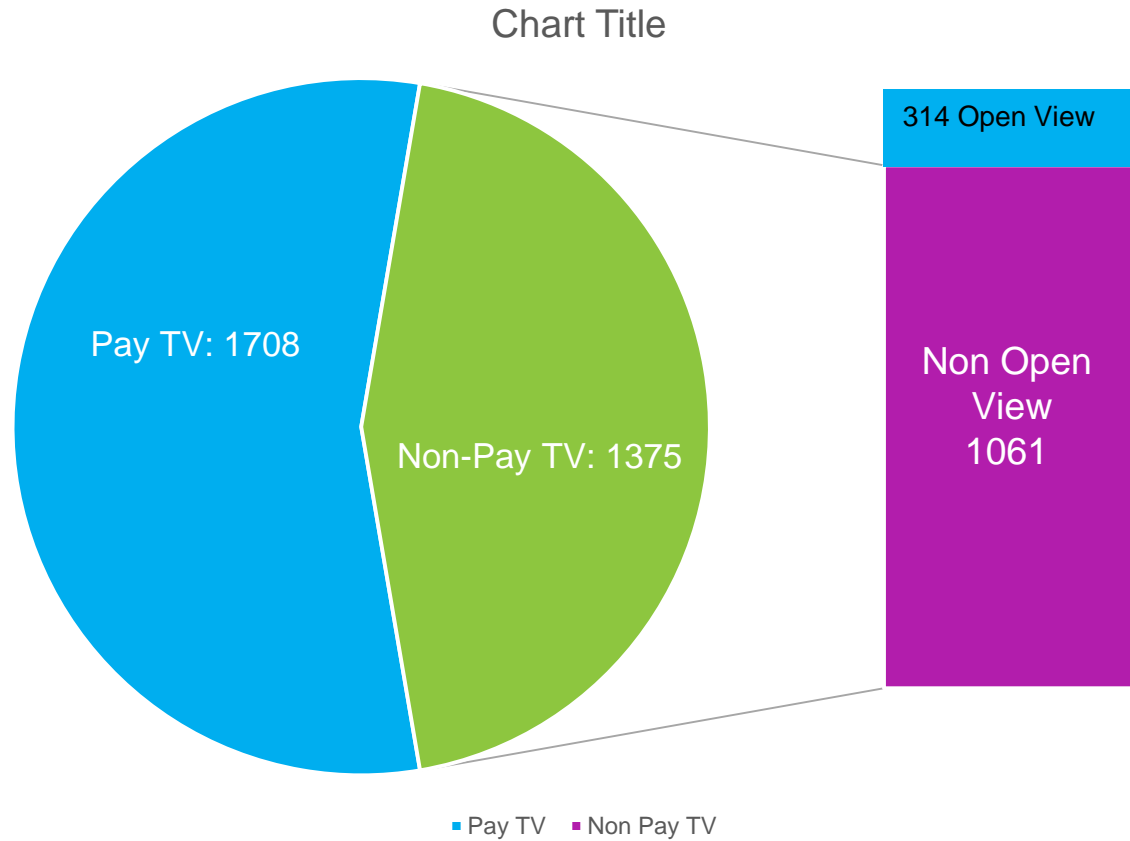
■ Ideal ■ Installed

PANEL COMPOSITION 2020

Week 3

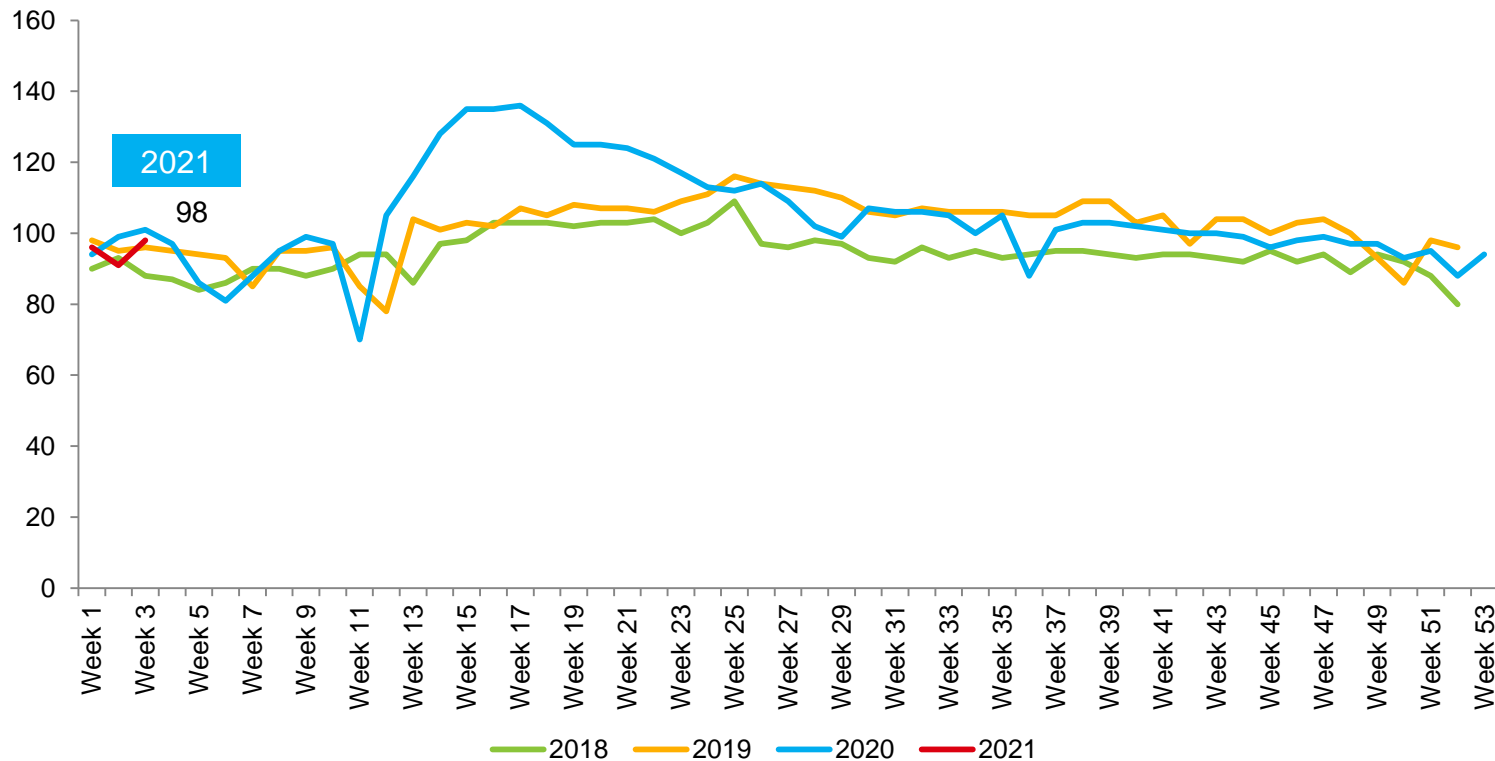


41 HH have
both
DSTV and
Open
View



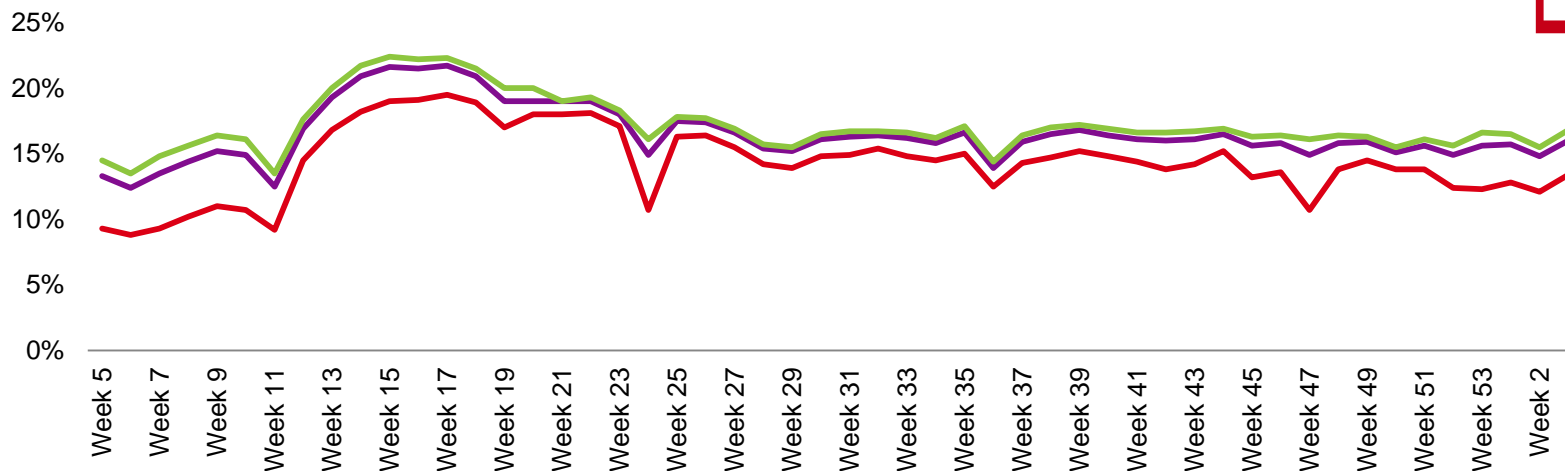
AVERAGE TIME VIEWED- ATV (MINUTES) nielsen

52 Weeks

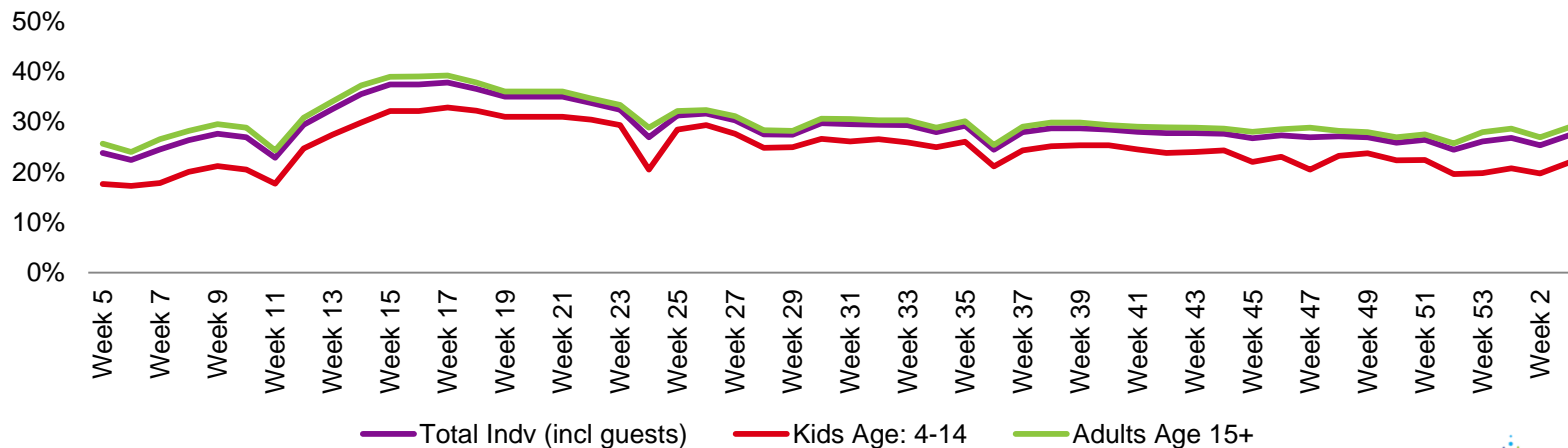


TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY ADULTS/KIDS



TOTAL TV: PRIME TIME ADULTS/KIDS

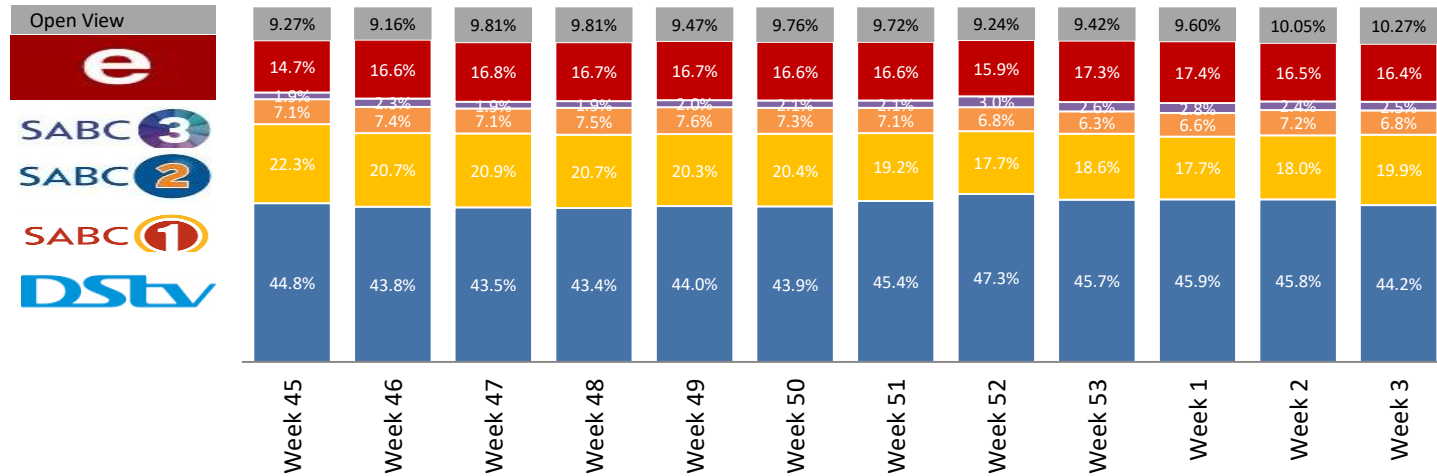


— Total Indv (incl guests) — Kids Age: 4-14 — Adults Age 15+

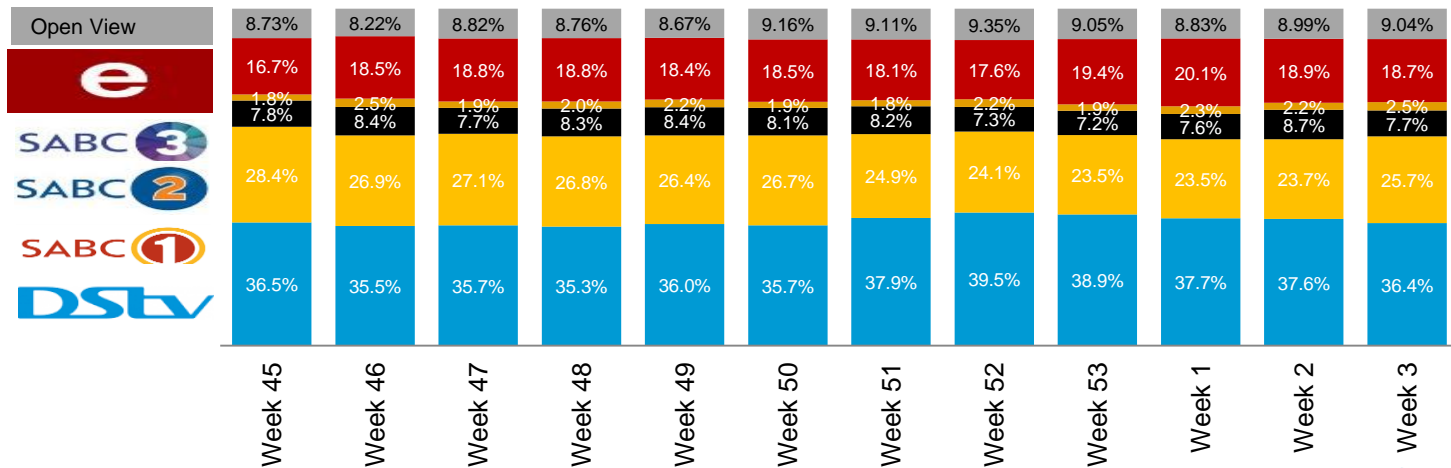
BROADCAST SHARE

2021

BROADCAST SHARE: ALL DAY - ALL INDIVIDUALS



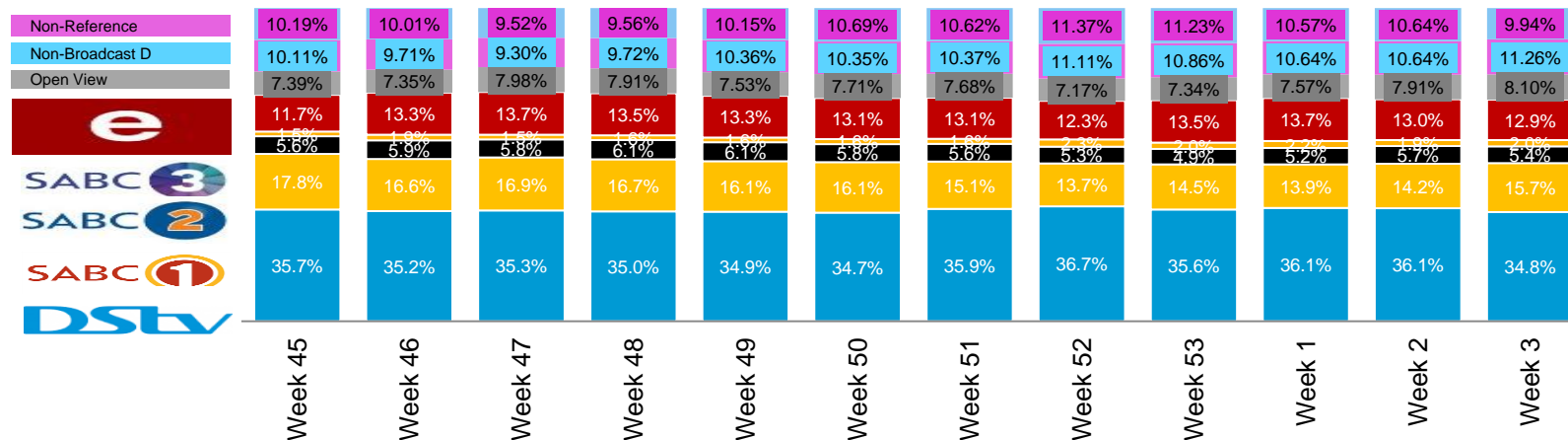
BROADCAST SHARE: PRIME TIME - ALL INDIVIDUALS



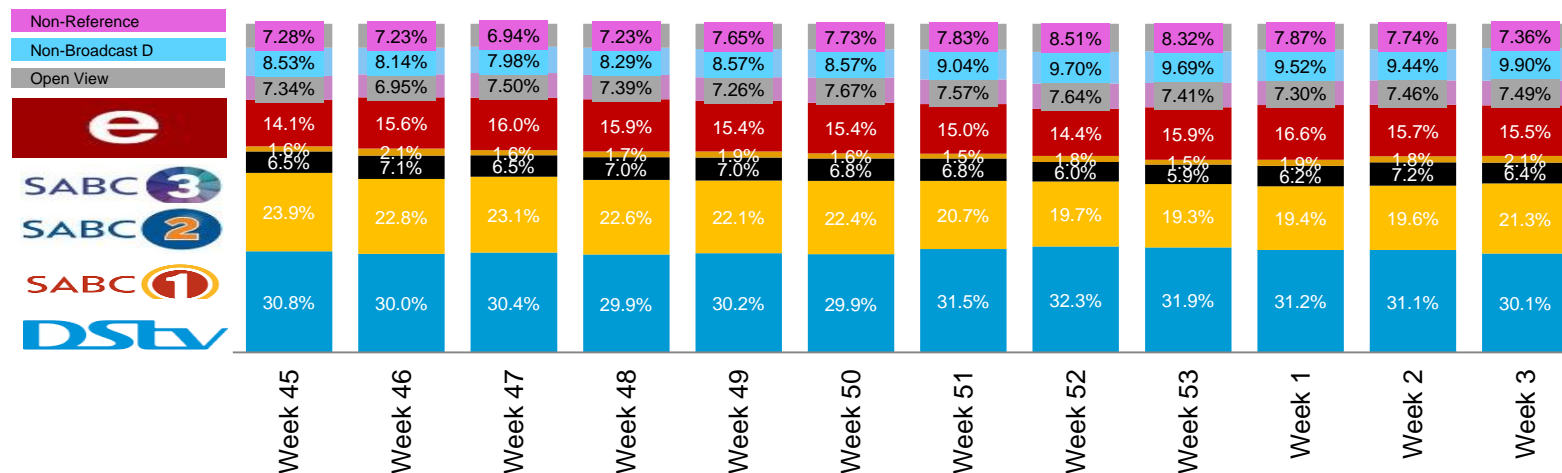
SCREEN SHARE

2021

SCREEN SHARE: ALL DAY - ALL INDIVIDUALS



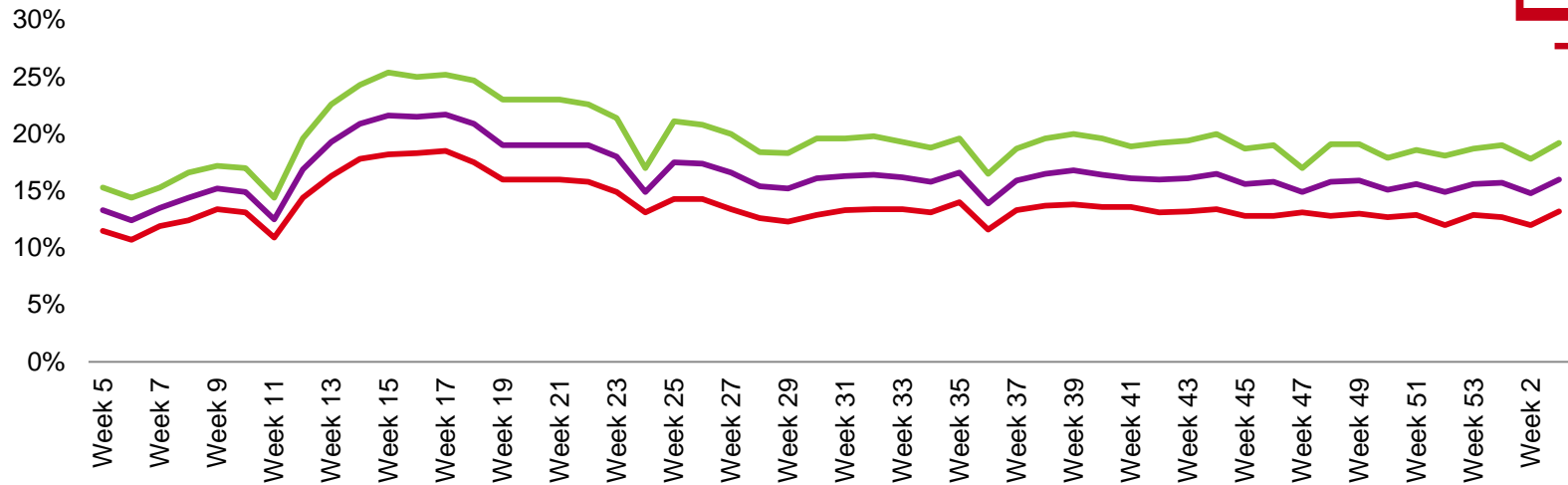
SCREEN SHARE: PRIME TIME - ALL INDIVIDUALS



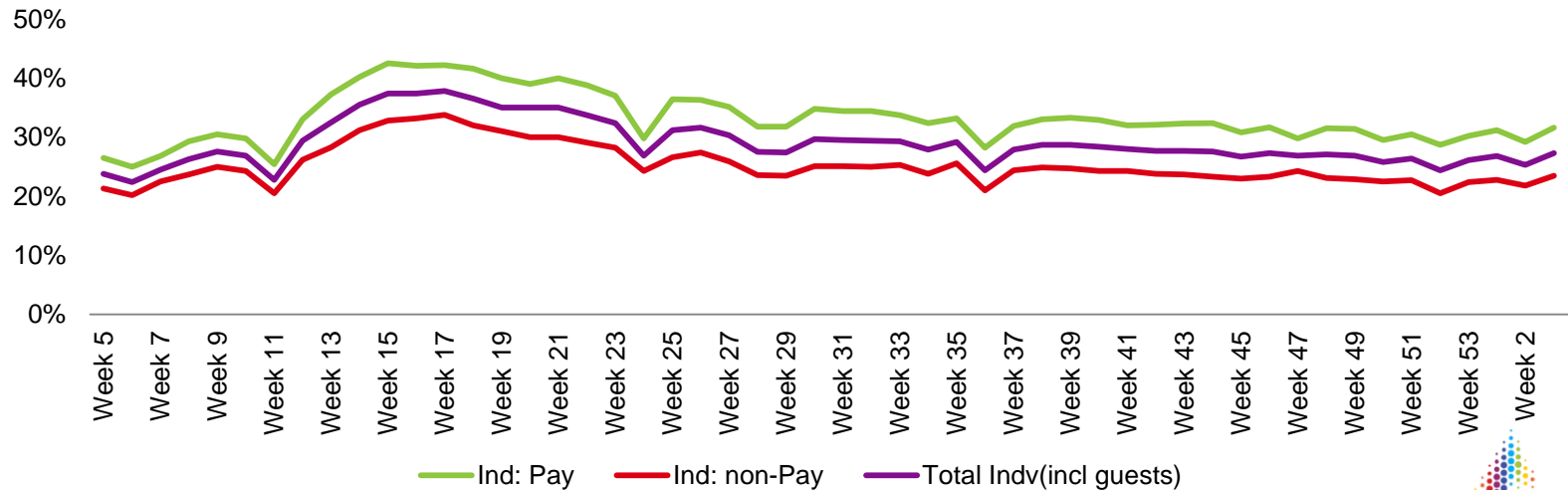
TVR% PAST 12 MONTHS



TOTAL IND: ALL DAY PAY VS NO PAY



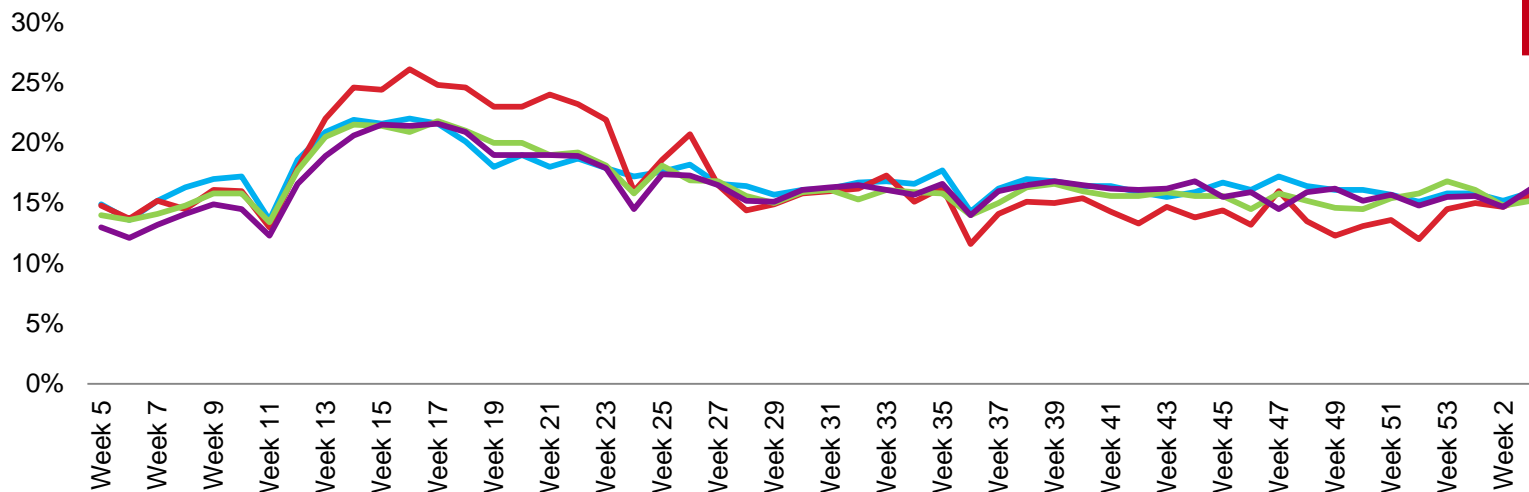
TOTAL IND: PRIME TIME PAY VS NO PAY



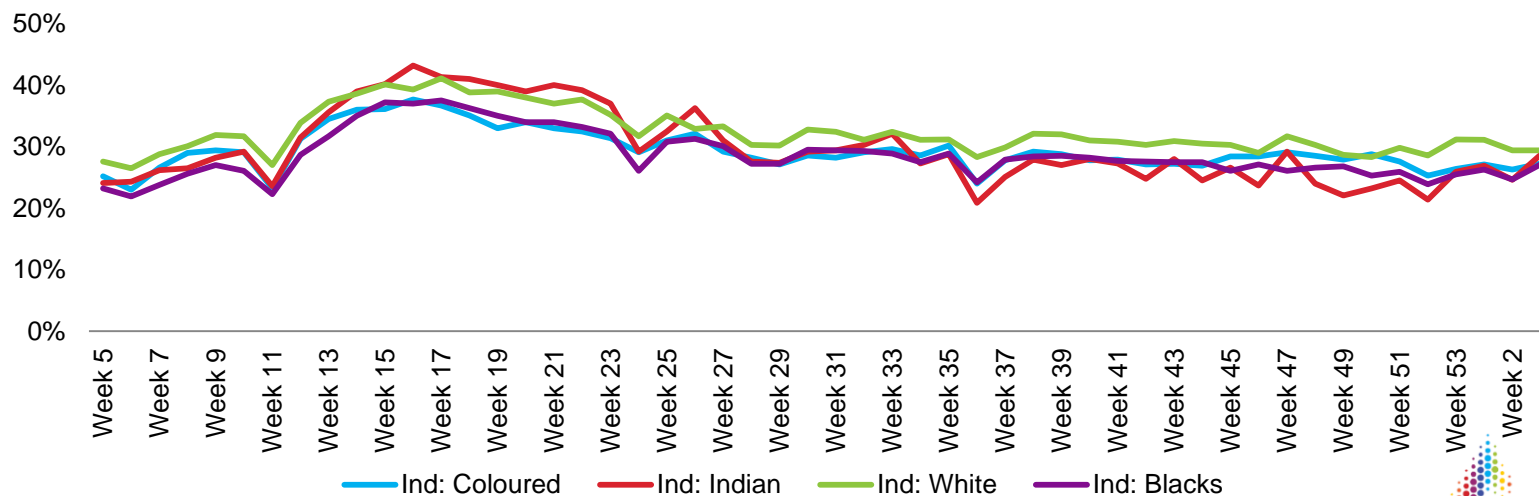
Ind: Pay Ind: non-Pay Total Indv(incl guests)

TVR% PAST 12 MONTHS

TOTAL TV: ALL DAY BY RACE

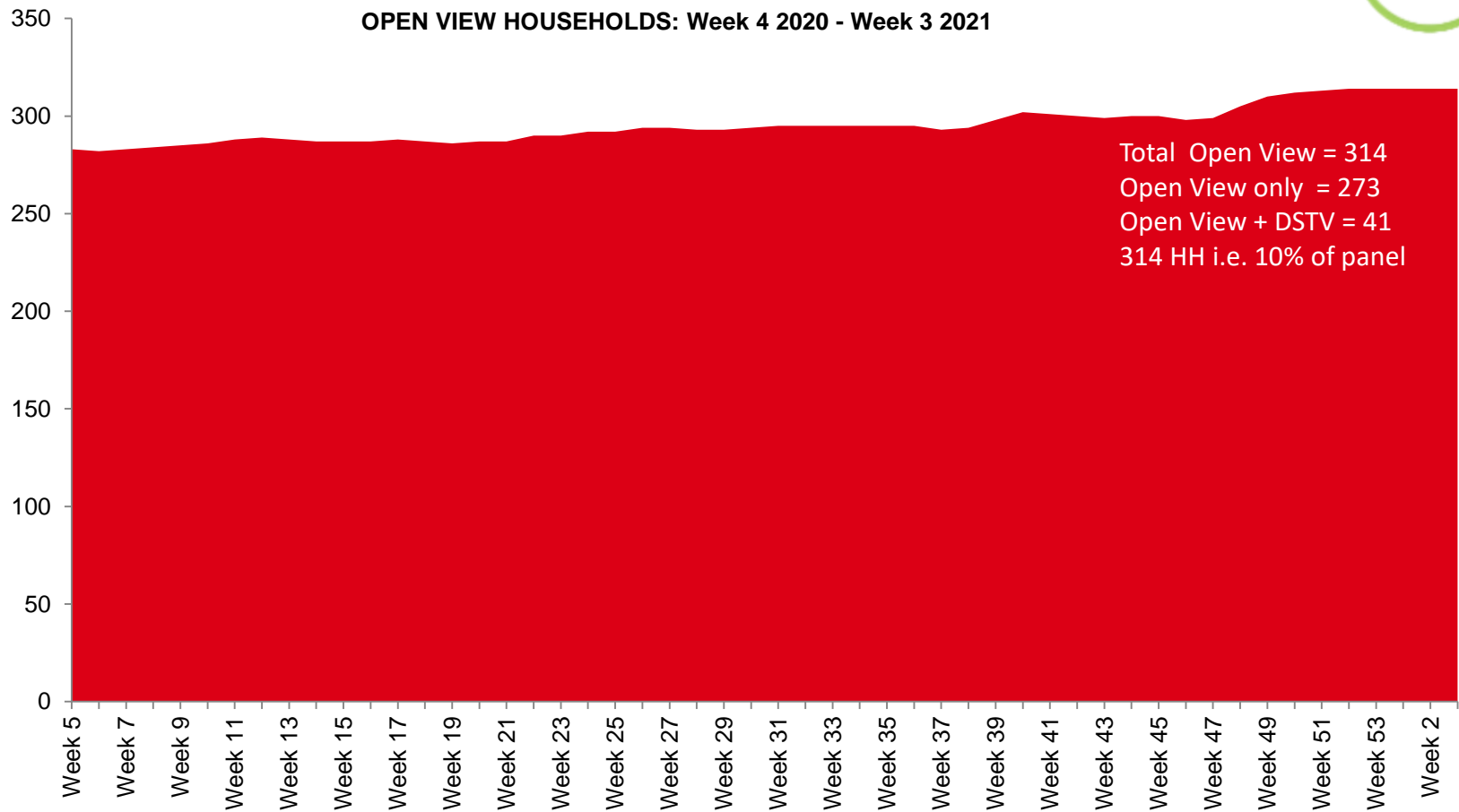


TOTAL TV: PRIME TIME BY RACE



OPEN VIEW UPDATE

OPEN VIEW REVIEW



DIGITAL TERRESTRIAL UPDATE



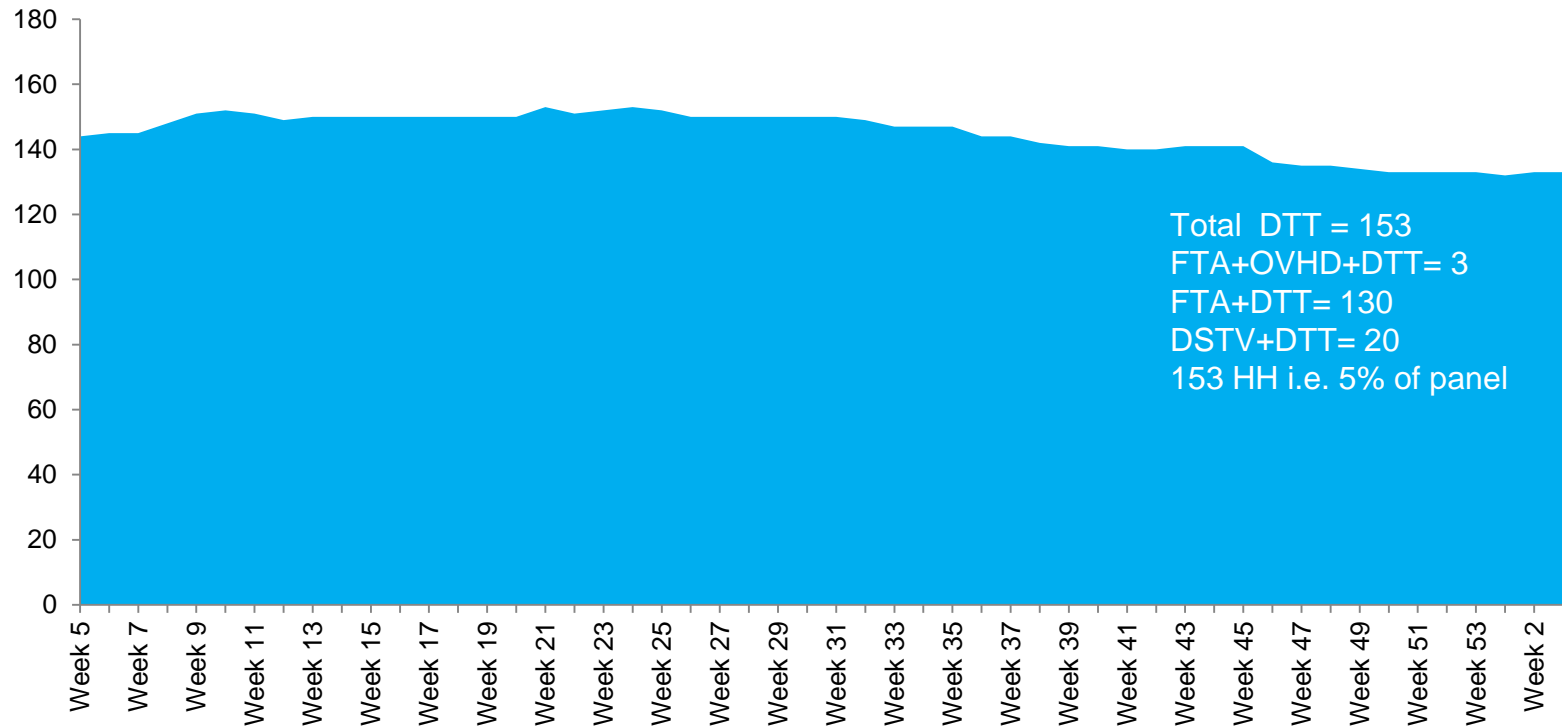
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OF SOUTH AFRICA

DIGITAL TERRESTRIAL REVIEW



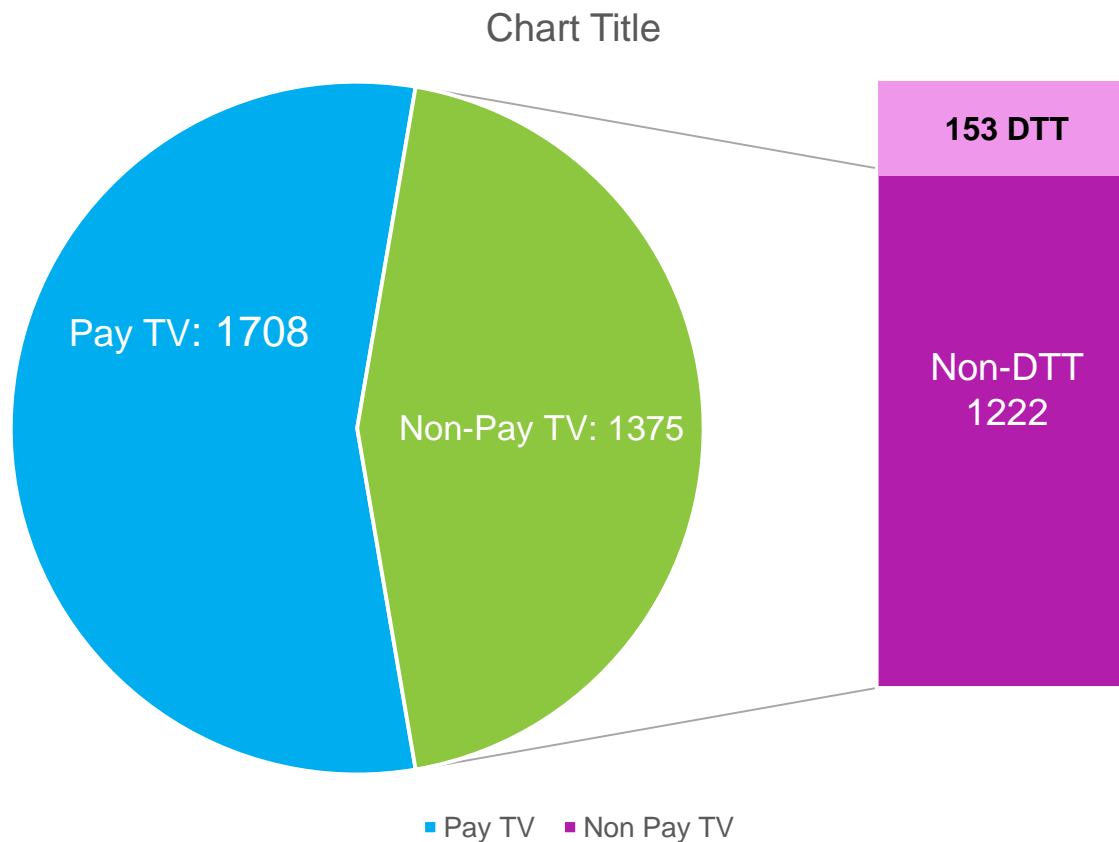
Week 4 2020 to Week 3 2021



PANEL COMPOSITION 2020

Week 3

20 HH have
both
DSTV and
DTT



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
PANEL BALANCE ON OVERALL SAMPLE (WEIGHTING MATRIX)					
PRIMARY CONTROLS					
# OF BALANCED CELLS	18	14	▲	# 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

TAMS SCORE CARD

29 January 2021



nielsen

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	
DELIVERY OF ALL STATION PROGRAMMES, BREAKS & SPOTS	26	5	▲	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 2021

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	FLJEKNET	NICK JNR	
FOOD NETWORK	SS VARIETY 3	M-NET	NICKELODEON	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 WILD	SS WWE	MZANSI BIOSKOP	EVA	1
SKY NEWS	SS GOLF	MZANSI MAGIC	ROK	
TELEMUNDO	SS TENNIS	MZANZI MUSIC	15	STAR LIFE
TRACE	SS MOTORSPORT	MZANZI WETHU		STAR LIFE
TRACE AFRICA	ESPN1	VUZU		1
TRAVEL	ESPN2	1MAGIC	VIA	
TNT	19	19	VIA	OPEN VIEW / ETV
CARTOON NETWORK			1	eEXTRA
BOOMERANG	SABC	ZEE TV		e MOVIES+
TRACE GOSPEL	SABC 1	ZEE WORLD	CAPE TOWN TV	eMOVIES EXTRA
MOJA LOVE	SABC 2	1	CAPE TOWN TV	eTOONS
ONE GOSPEL	SABC 3		1	ETV
NEWZROOM AFRIKA	SABC NEWS INTERNATIONAL	DISNEY		ENCA
TBN	4	DISNEYJNR	TISO BLACK STAR	ETV NEWS AND SPORTS
CBS JUSTICE		DISNEY	IGNITION	eReality
CURIOSITY	NBCUNIVERSAL	2	THE HOME CHANNEL	REWIND
29	STUDIO UNIVERSAL		2	9
	UNIVERSAL			
	2			
TOTAL CHANNELS VERIFIED	109			

Indicates channel move to new Broadcaster

THANK YOU



brc

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