BRC TVM ESTABLISHMENT SURVEY 2026 LAUNCH WEBINAR

Agenda today

1. Introduction
2. Research Design and QC
3. Key Insights
4. Implications for TVM
5. How to Use ES and Next Steps

Any questions?
Please send them to
office@brcsa.co.za

THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

Our Speakers

Gary Whitaker
CEO
BRC

Karin Schut
Project lead ES
BRC

Sanna Fourie
Executive
Currency Statistician
ASK AFRICA

THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

BRC TVM Establishment Survey

Critical foundation study used to define population universes for South Africa

Objectives:

- provide input for TV and Online Video Audience Measurement, enable audience sizing and segmentation
- monitor media infrastructure and usage trends
- support panel recruitment and validation

And… withstand a high level of scrutinization

ES Methodology Changed to Capture Current Viewing more Precisely

Moving away from a broader, less precise instrument, however legacy and known instrument. This is not an easy task.

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Research methodology BRC TVM ES 2026

Presentation:
Karin Schut
ES Project Lead BRC

BRC TVM Establishment Survey 2026
Key Components

1. Gold Standard Methodology
2. Excellent Execution
3. Stakeholder Involvement

- Global best practise
- Local expertise:
  - ASK AFRICA team,
  - GTI and Dr. Ariane Neethling
  - SA Consultants
- Technical Committee Oversight

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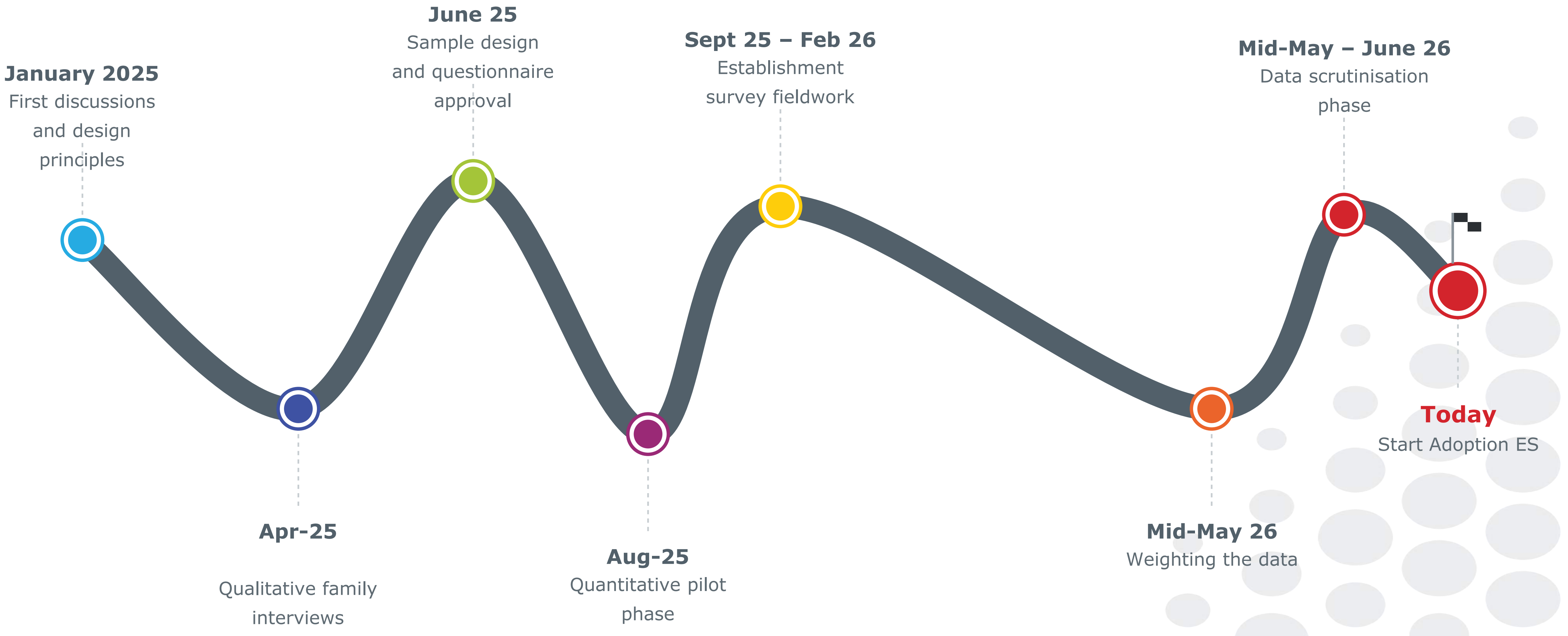
BRC TVM Establishment Survey 2026

Road to adoption



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Questionnaire design
Informed by qualitative study, tested in field

- **18** family interviews across South Africa
- Better understanding how people from different generations refer to viewing
- In field pilot to test the questionnaire

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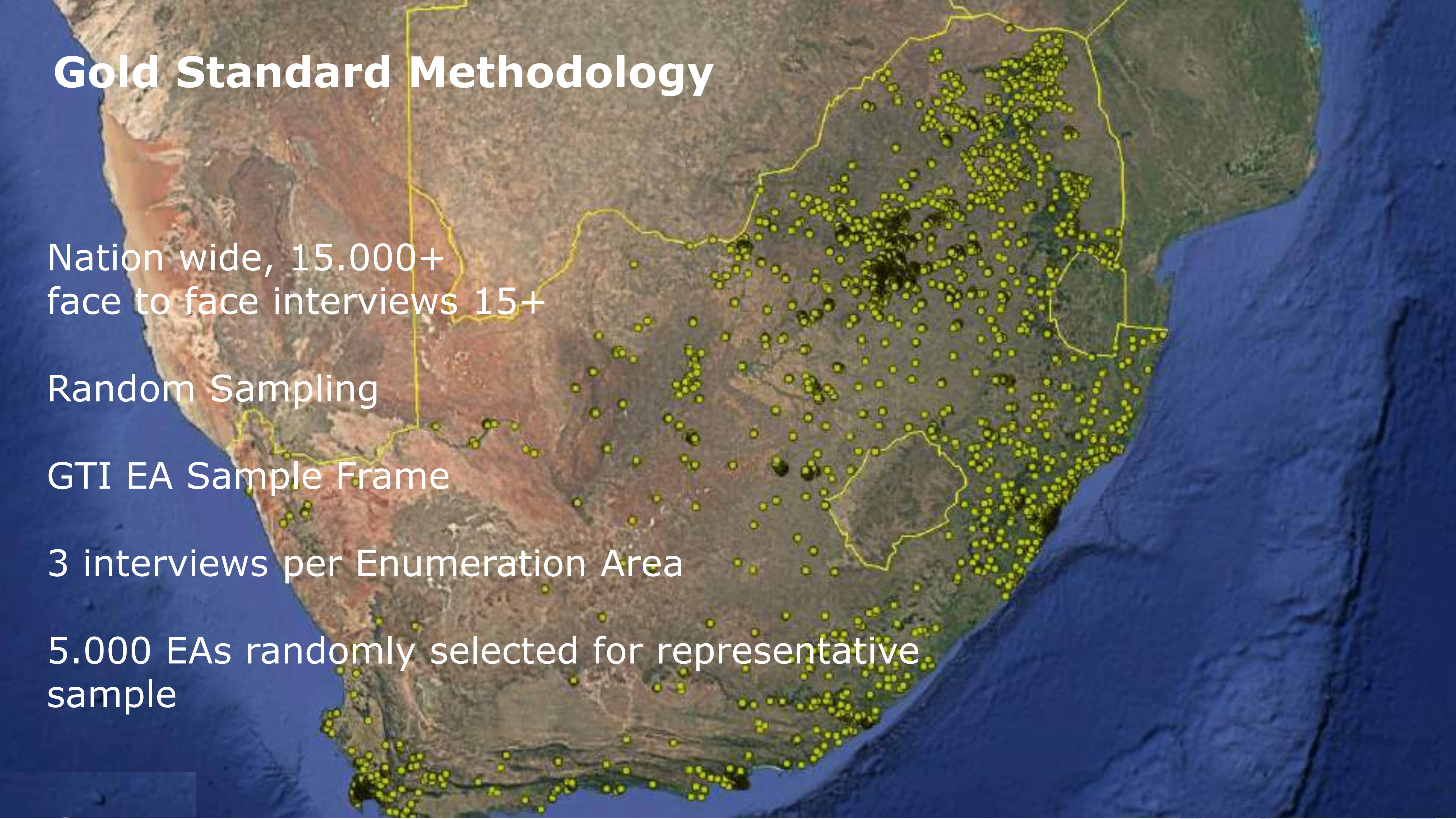
Gold Standard Methodology



Nation wide, 15.000+
face to face interviews 15+

Random Sampling

GTI EA Sample Frame

3 interviews per Enumeration Area

5.000 EAs randomly selected for representative sample

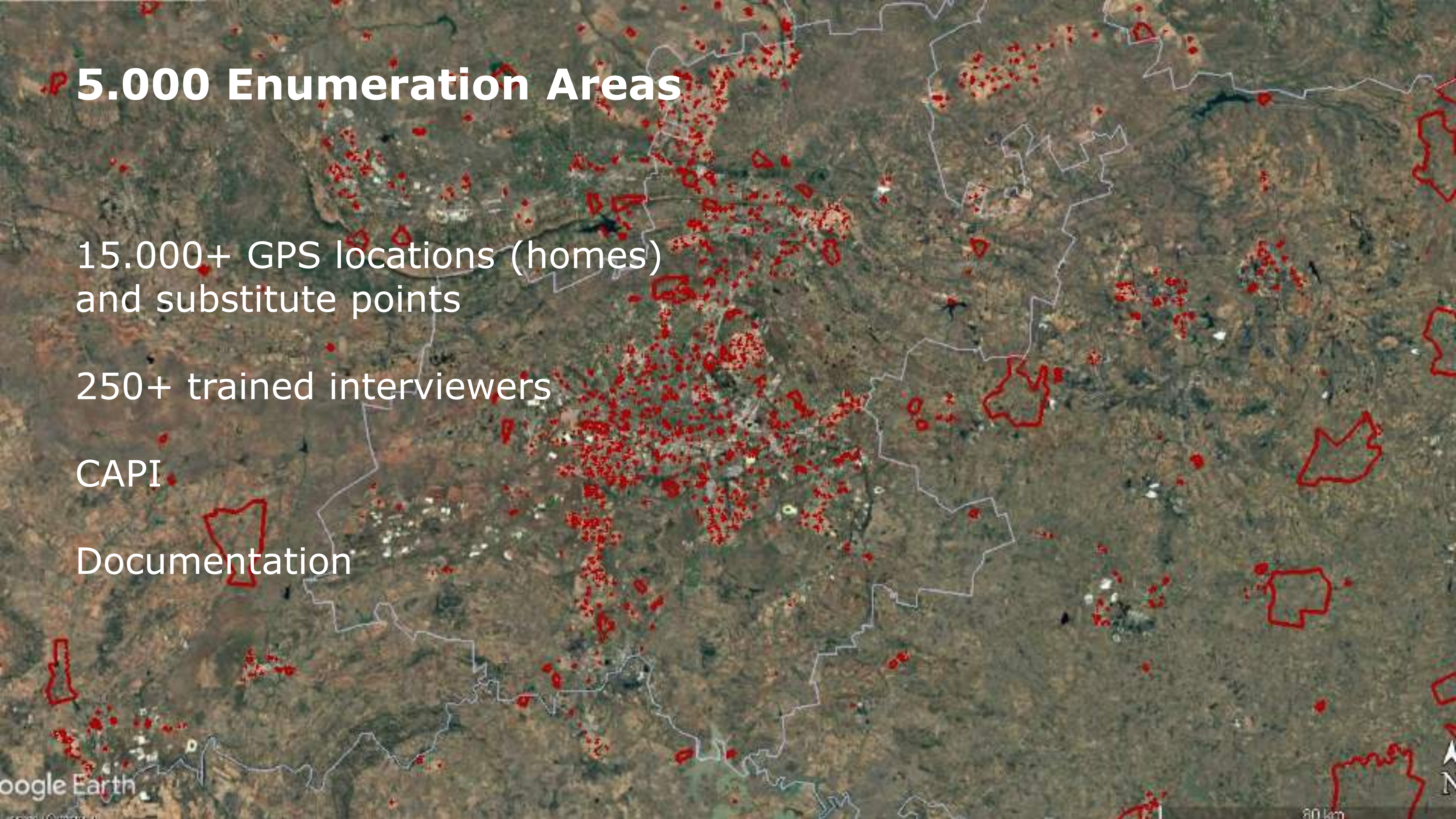
5.000 Enumeration Areas

15.000+ GPS locations (homes) and substitute points

250+ trained interviewers

CAPI

Documentation



Rigorous control measures

GPS Coordinates,
Geofencing
Timestamps

External
Field Check

Pictures and covert recordings

Monitoring fieldwork progress
Continuous updates and direct feedback

Total %	Morning	Afternoon	After 5 PM
Monday	4%	9%	1%
Tuesday	5%	11%	1%
Wednesday	6%	11%	1%
Thursday	6%	11%	1%
Friday	5%	10%	1%
Saturday	4%	7%	1%
Sunday	2%	3%	0%

Post Fieldwork Weighting

To ensure our sample is **representative** for the **South African population**.

Correct weighting helps to reduce potential bias, improve the reliability of survey results, and increase the precision of estimates.

1. **Adjust for the sampling design**
2. **Adjust for non-response**
3. **Align the sample with the population**

Weighting variables

- Province
- Population group
- Age group
- Gender

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BRC TVM Establishment Survey 2026

A representative sample of 15,000+ people aged 15+ across South Africa, interviewed about how they watch TV and Video and how their home connects.

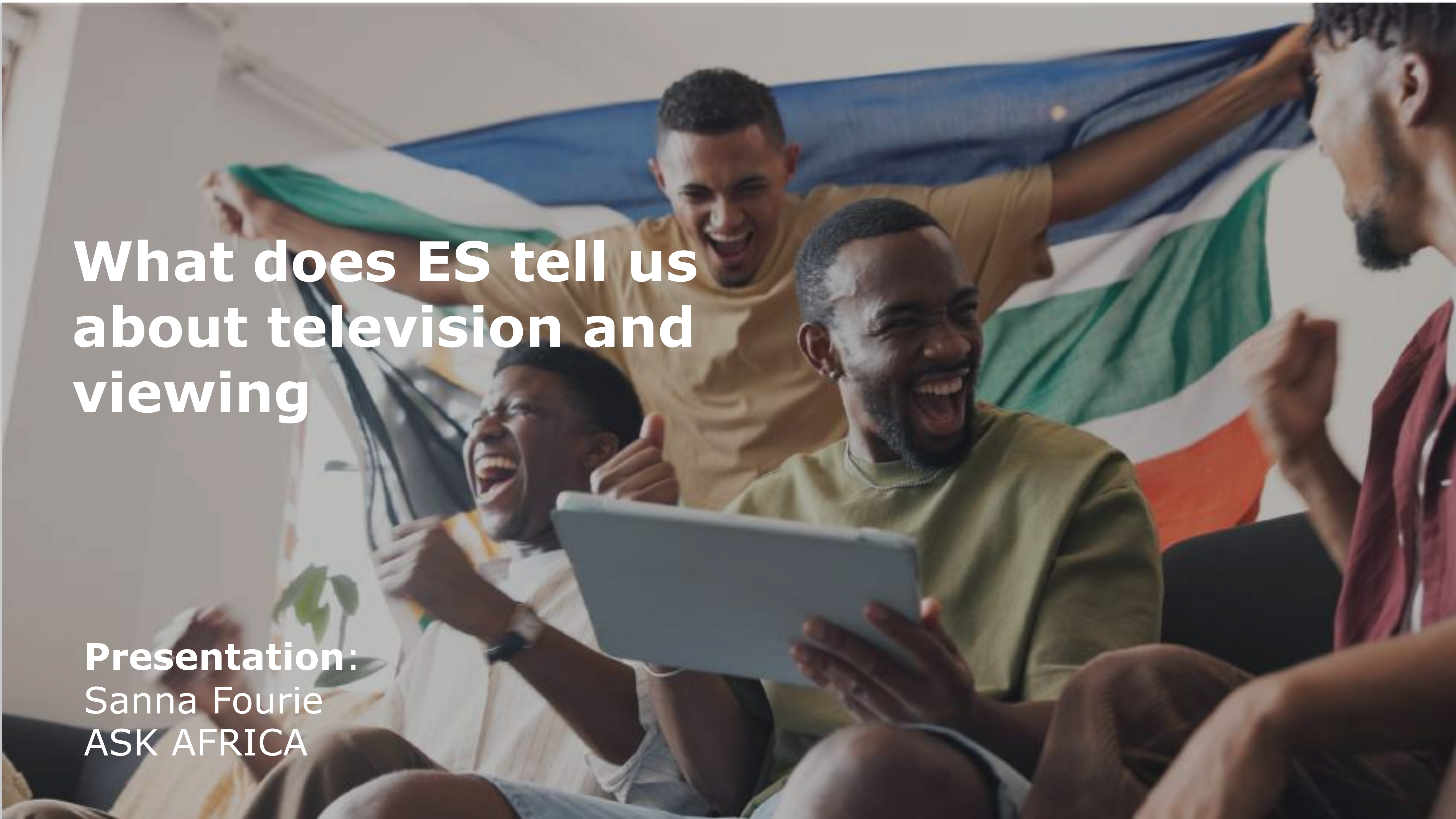
HOUSEHOLD LEVEL

- **Location & dwelling**
  Province, area type and type of home
- **Household composition**
  Who lives together, and their relationships
- **TV equipment**
  TV sets, smart TVs, decoders and backup power
- **Signals & services**
  Aerial, DTT, satellite, internet and subscriptions
- **Connectivity & resources**
  Internet access, household income and amenities

PERSONAL LEVEL

- **Personal profile**
  Age, gender, education, work and language
- **Content & providers**
  Channels, programmes, streaming and social video
- **Screens & platforms**
  TV, phone, tablet, computer and connected devices
- **Viewing behaviour**
  Recency, days, duration and time spent
- **Viewing context**
  Where people watch, alone or with others

South Africa is changing
BRC TVM ES 2026 reflects these changes



What does ES tell us about television and viewing

Presentation:
Sanna Fourie
ASK AFRICA

IT CHANGED.
IT DID NOT LEAVE.

A new national read on viewing behaviour in a changing video ecosystem and what it means for how we plan, buy and build audiences.

PRESENTED BY: ASK AFRICA • SANNA FOURIE
03 SEPTEMBER 2026

BRC TVM ESTABLISHMENT SURVEY 2026 • **LAUNCH WEBINAR.**

STILL EATING TOGETHER.

THE STORY OF HOW SOUTH AFRICA WATCHES NOW - TOLD FROM THE TABLE.

HOW WE LOOKED.

WE REFUSED TO ASSUME ANYTHING.

WE ASKED. WE DID NOT MODEL

Every claim here is something a real South African told us about, not a projection, not a trend line, not a global model applied locally.

THE WHOLE COUNTRY, NOT THE EASY HALF

Every province, every income band, every language, including the homes research usually walks past.

TWO LEVELS, ONE HOME

Each person interviewed about their own viewing, and each household recorded for what it has available and can access.

AND WE LET IT SURPRISE US

Where the data contradicted the industry, we kept the data and changed our minds.

HOW THIS STORY RUNS.

FIVE ACTS, ONE TABLE.

1

THE MEAL.

TELEVISION.

Why it still holds.

2

THE NEW KITCHEN.

DEVICES AND CONNECTION.

What changed around it.

3

THE TAKEAWAY AND THE SNACK.

STREAMING AND SHORT VIDEOS.

What arrived beside it.

4

THE DARK NIGHT.

POWER, SIGNAL, MONEY.

What can take it away.

5

THE GUEST LIST.

THE PEOPLE IN THE ROOM.

Who they are, and who decides.

E

EPILOGUE.

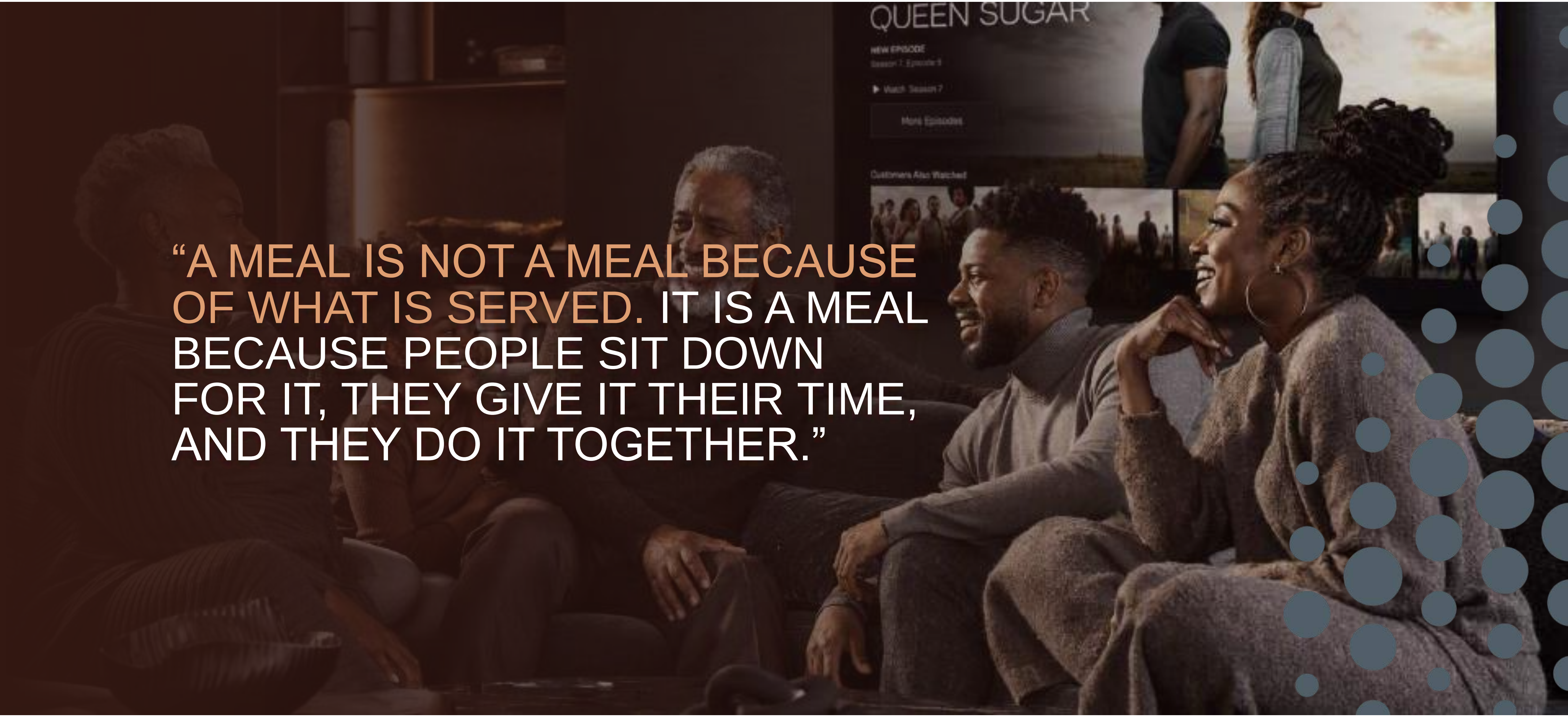
THE WHOLE PICTURE

Closing.

ACT ONE.

THE MEAL.

THEY SAID THE MEAL WAS OVER.
SO, WE WENT TO LOOK AT THE TABLE.



“A MEAL IS NOT A MEAL BECAUSE OF WHAT IS SERVED. IT IS A MEAL BECAUSE PEOPLE SIT DOWN FOR IT, THEY GIVE IT THEIR TIME, AND THEY DO IT TOGETHER.”

ACT ONE · THE EVIDENCE.

THE MEAL, MEASURED.

68%

of South Africans watched television or video in the past 7 days.

71%

of viewers (P7D), give it 2+ hours on a weekday
- 52% Saturday, 47% Sunday

86%

still watch what they watch most on the TV set itself.

WHY THEY WATCH:

48% TO BE ENTERTAINED, 40% TO RELAX AND PASS THE TIME.

The number nobody expected to still be true in 2026.

BRC ES 2026 - P1Raw2, base adults 15+ (n=15,378); P2.1–P2.3 and P4, base those who watch P7D (n=10,609). Person weights.

ACT ONE · THE EVIDENCE.

WHAT IS ACTUALLY ON THE PLATE.

1

THREE DISHES, ALWAYS.

Soapies & telenovelas, news and movies - 47%. The three that are always on the table.

2

AND THE STANDING ORDER.

Sport & games - 41%. Chosen, not stumbled into.

3

NEWS IS INHERITED.

22% of 15–24s against 68% of over-65s.

4

MOVIES ARE THE YOUNG TABLE.

55% of 15–24s, falling to 24% of over-65s.

5

SOAPIES ARE THE COUNTRY.

59% rural against 39% metro; 59% SEM L against 25% SEM H.

6

SPORT IS THE SHARED DISH.

42% SEM L, 40% SEM M, 41% SEM H - flat across every cut.

AGE AND INCOME CHANGE THE MENU.

THEY DO NOT CHANGE THE TABLE.

BRC ES 2026 - P1Raw (P7D). Person weights.

ACT ONE · THE EVIDENCE.

WHO GOT SERVED THIS WEEK

SABC STILL SETS THE TABLE.

63% watched SABC programmes or channels.

E-MEDIA TAKES THE SECOND SEAT

52% watched E-Media programmes or channels.

DSTV SITS LEVEL WITH IT

51% watched DStv programmes or channels.

EVERYTHING ELSE IS A SIDE DISH.

15% watched other programmes or channels.

STREAMING REACHES HALF.

48% watched streaming services.

SOCIAL MEDIA IS THE WIDEST NET.

63% watched programmes or video on social media.

SEVEN DAYS OUT, EVERY BROADCASTER STILL OUT-REACHES STREAMING,
BUT ONLY SABC BY A CLEAR MARGIN, AND SOCIAL VIDEO MATCHES IT AT THE TOP.

BRC ES 2026 - P1Raw (P7D). Person weights.

ACT ONE · THE EVIDENCE.

WHO ELSE IS AT THE TABLE.

62%

OF SABC VIEWERS WATCH AT HOME WITH OTHER PEOPLE.

96% of these mostly watch it on a TV set.

61%

OF E-MEDIA VIEWERS DO EXACTLY THE SAME.

97% of these mostly watch it on a TV set.

61%

OF DSTV VIEWERS TOO - IT HOLDS ACROSS PAY TV.

96% of these mostly watch it on a TV set.

57%

OF OTHER TV CHANNEL VIEWERS - STILL A SHARED ROOM.

94% of these mostly watch it on a TV set.

37%

OF STREAMING VIEWERS - 62% WATCH IT ALONE.

Highest device usage:

- SABC+ (TV 70%)
- SABC news app (TV 72%)
- eVod (TV 68%)
- DStv Stream (TV 69%)

Every broadcaster still gathers a room. Streaming is the one that watches alone.

BRC ES 2026 - alone or with others at home: P13 SABC, P24 E-Media, P35 DStv, P46 other TV, P56 streaming; “with others” = mostly with others plus both equally (n=6,907 / 6,270 / 5,606 / 1,770 / 6,291). Device used most often: P7, P18, P29, P40; P51. P1Raw (P7D) Person weights. P5, P16, P27, P38, P49 (P7D).

ACT ONE · THE EVIDENCE.

TV STILL MEANS TV.

53%
still picture a television set when they hear “watching TV”.

13%
picture a specific broadcaster - DStv, SABC, e.tv.

7%
picture online streaming - Netflix, Showmax, DStv Stream.

ASK WHAT “WATCHING TV” MEANS, AND MOST STILL PICTURE A TV SET.

ONLY 7% NAME STREAMING FIRST.

BRC ES 2026 — first thing that comes to mind when you hear “watching TV”; 15% were unsure, 13% named any screen. Person weights.

ACT ONE · THE POINT.

TELEVISION STILL HOLDS.

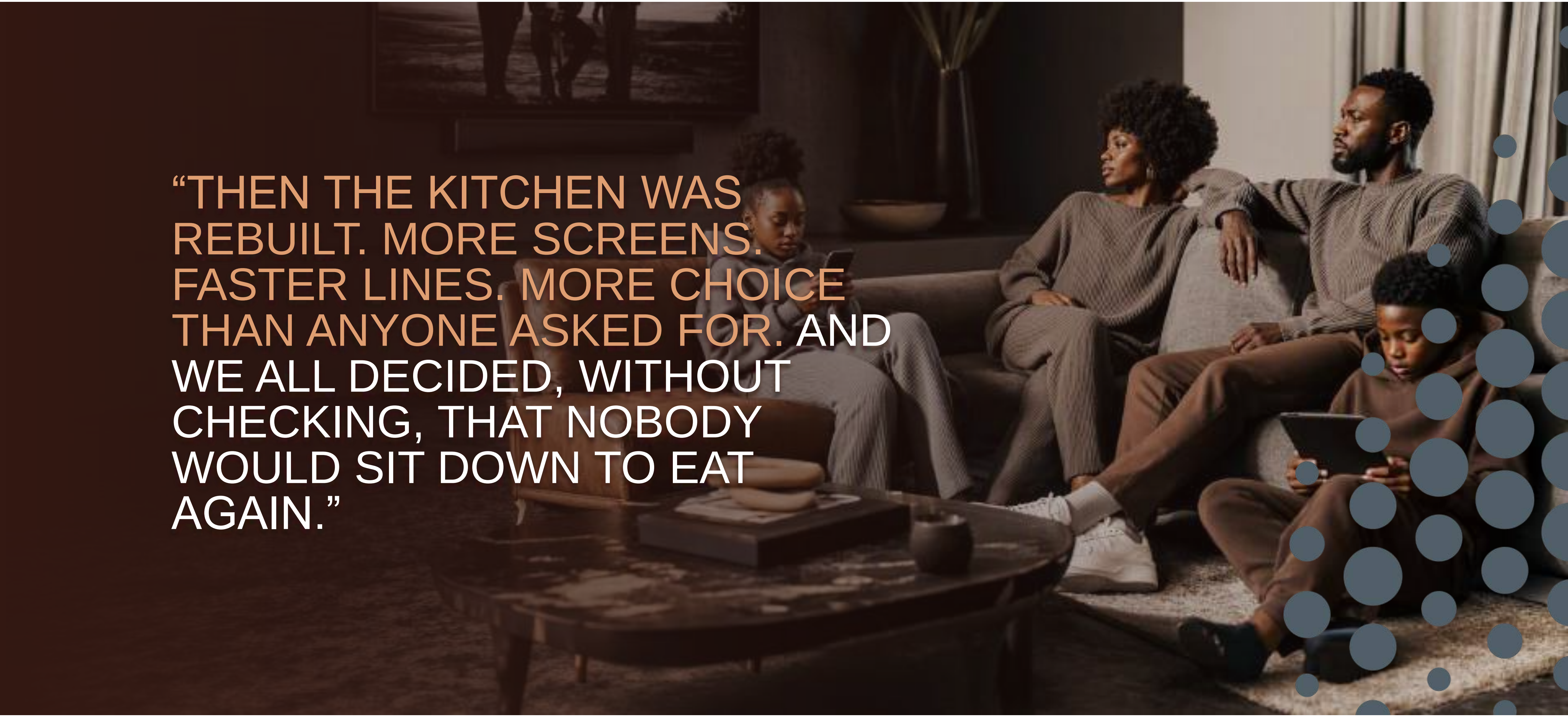
NOBODY SCHEDULES SHORT VIDEO. PEOPLE STILL SCHEDULE TELEVISION.

TELEVISION IS THE ONLY SCREEN IN THE HOUSE THAT OTHERS CAN SEE YOU WATCHING.

ATTENTION THAT IS SHARED IS ATTENTION YOU CAN BUY ONCE AND REACH A ROOM WITH.

THE NEW KITCHEN.

THE HOUSE CHANGED.
EVERYONE ASSUMED THE MEAL CHANGED WITH IT.



"THEN THE KITCHEN WAS REBUILT. MORE SCREENS. FASTER LINES. MORE CHOICE THAN ANYONE ASKED FOR. AND WE ALL DECIDED, WITHOUT CHECKING, THAT NOBODY WOULD SIT DOWN TO EAT AGAIN."

ACT TWO · THE EVIDENCE.

WHAT ACTUALLY CHANGED IN THE KITCHEN.

1

SOMETHING ON THE PLATE.

79% of homes either have broadcasting or streaming access (21% no access to TV or Video).

2

FROM THE BROAD-CASTER.

Of the 79%, 69% have Broadcaster access and 10% have Non-Broadcaster access only.

3

ONLY THE TAKEAWAY.

17% of homes only have access to streaming.

4

DELIVERED BY DISH.

24% of homes only have a satellite service in some form.

5

THE OLD/NEW AERIAL.

7% still receive through an analogue aerial / DTT only.

6

MORE THAN ONE PLATE.

31% of homes have more than one of these three: streaming, satellite or aerial.

7

NO TAKEAWAY AT ALL.

52% of homes do not have access to streaming (including the 21% no access to TV or Video).

THE PLUMBING CHANGED.

THE ROOM, AND THE PEOPLE IN IT, DID NOT.

BRC ES 2026 – Household weights.

ACT TWO · THE EVIDENCE.

WHAT THE HOME IS CONNECTED TO.

MOST HOMES ARE CONNECTED.

67% of homes have internet at home; of those, 64% have access to streaming.

THE PHONE IS THE PIPE.

39% rely on mobile data on their phones; of those, 56% have access to streaming.

FEW HOMES ARE HARD-WIRED.

16% have fibre (83% reach streaming); 8% a fixed LTE router (82%).

REACH IS NOT THE SAME AS USE.

72% of people who have a TV signal can also reach streaming (have internet at home) - 61% have access to streaming services.

MORE PHONES THAN PLATES.

92% of homes have a working mobile phone - the most widely owned screen in the house - 51% have access to streaming services.

THE PIPE REACHED MOST HOMES AND SKIPPED A THIRD.

WHERE IT ARRIVED, AS MANY SAY NOTHING CHANGED AS SAY EVERYTHING DID.

BRC ES 2026 – Household weights.

ACT TWO · THE EVIDENCE.

WHAT INTERNET AND DATA ACTUALLY CHANGED.

HOW INTERNET & WI-FI CHANGED THE WAY THEY WATCH.	
Mostly traditional TV, little change **SEM Supergroup L&M significantly higher*	**39%**
Now stream more than traditional TV **SEM Supergroup H significantly higher*	**20%**
Combine TV and streaming to find content	**12%**
Mostly online, rarely traditional TV **SEM Supergroup H significantly higher*	**9%**

HOW DATA COST & AVAILABILITY AFFECT THEIR VIEWING.	
Mostly free-to-air, little change **SEM Supergroup L&M significantly higher*	**38%**
Both pay-TV & streaming, adjust by budget **SEM Supergroup H significantly higher*	**15%**
Stream until data runs out, then TV	**14%**
Only stream, no traditional TV **SEM Supergroup H significantly higher*	**10%**
Mostly streaming, some TV by content **SEM Supergroup H significantly higher*	**7%**

FOR BOTH QUESTIONS, THE MOST COMMON ANSWER IS THE SAME: LITTLE HAS CHANGED.

TRADITIONAL TV STILL ANCHORS HOW SOUTH AFRICA WATCHES.

ACT TWO · THE CORRECTION.

THE SCREEN MOVED. THE VIEWING DID NOT.

86%
watch their most-watched programmes on the TV set.

22%
watch those same programmes on a mobile phone.

71%
of YouTube's free audience is on a phone - a different plate.

75%
who watch streaming alone, watch on a mobile (37% on a tv).

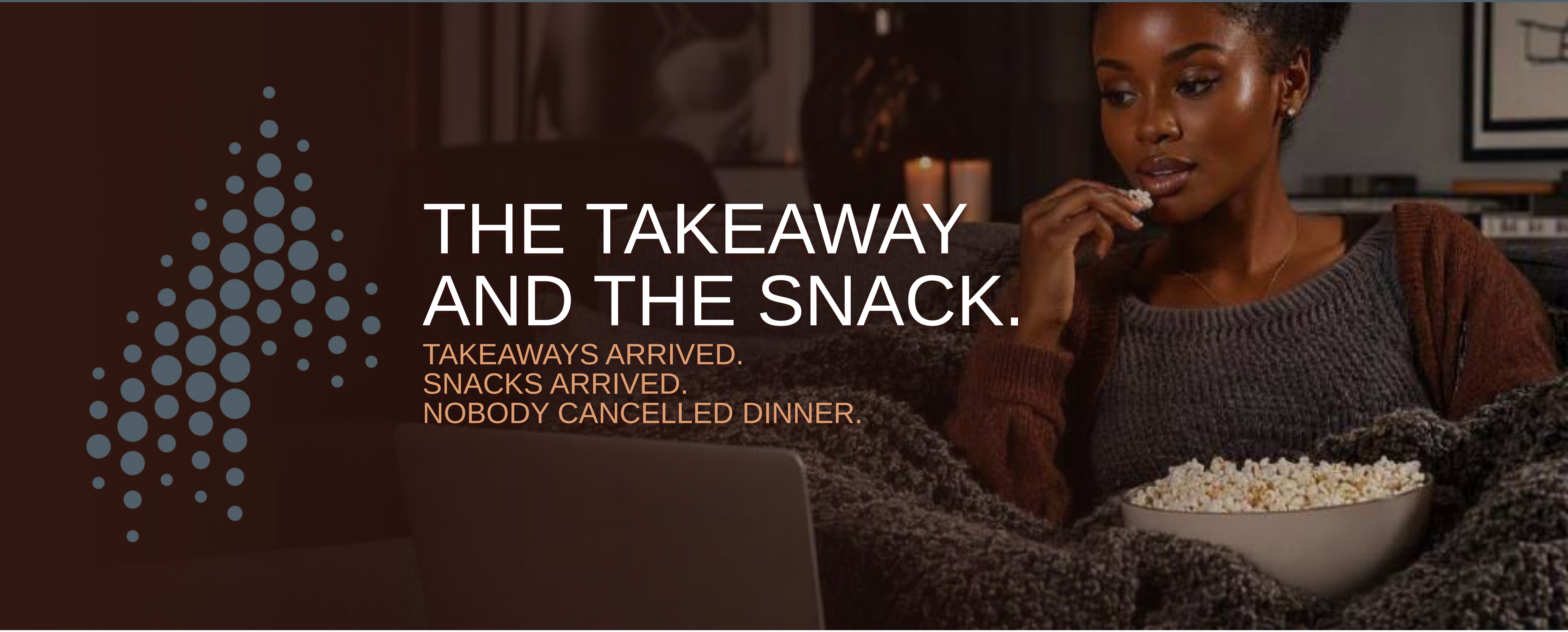
60%
who watch mostly with others, watch on a tv set (57% on a mobile).

New screens, same seat. The set still holds the room.

Source: BRC Establishment Survey 2026 - device used for most-watched programmes (P4), base those who watch, n=11,506;
device used for YouTube Free (P51), base YouTube Free users, n=4067. Person weights. BRC ES 2026 - P1Raw (P7D). Person weights.

"WHEN WE FINALLY LOOKED PROPERLY, WE DID NOT FIND LESS. WE FOUND DIFFERENT."

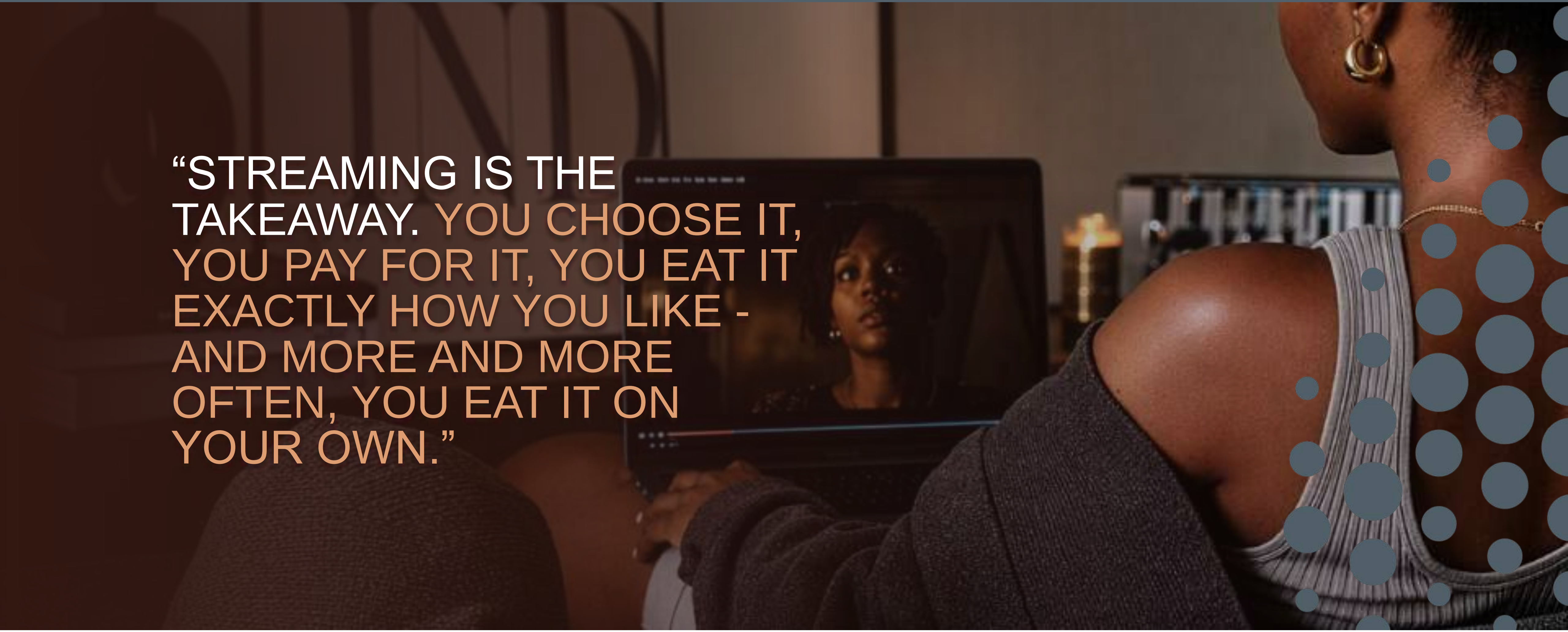
ACT THREE.



THE TAKEAWAY AND THE SNACK.

TAKEAWAYS ARRIVED.
SNACKS ARRIVED.
NOBODY CANCELLED DINNER.

THE TAKEAWAY.



"STREAMING IS THE TAKEAWAY. YOU CHOOSE IT, YOU PAY FOR IT, YOU EAT IT EXACTLY HOW YOU LIKE - AND MORE AND MORE OFTEN, YOU EAT IT ON YOUR OWN."

ACT THREE · THE TAKEAWAY.

THE BIGGEST TAKEAWAY IS FREE.

48%
of adults watched at least one streaming service in the past 7 days (free/paid).

42%
adults watched Netflix - the biggest single paid service (DStv Stream closest broadcaster - 19%).

64%
of these adults watched YouTube Free - the biggest free service (SABC News App closest broadcaster - 13%).

ALMOST HALF OF ADULTS ORDER IN

AND THE SERVICE MOST OF THEM REACH COSTS NOTHING.

BRC ES 2026 - P1Raw (P7D), P1Raw (P7D)+P49ANY2. Person weights.

ACT THREE · THE EVIDENCE.

THEY PAY FOR THE TIMING, NOT THE CONTENT.

44%
pay for streaming to watch on their own schedule, the top reason by far.

30%
pay for the variety; 18% pay to escape the ads.

17%
say fair price and only 9% exclusive content - price and shows are not what is being bought.

THEY ARE NOT PAYING FOR THE FOOD.

THEY ARE PAYING FOR THE TIMING.

BRC ES 2026 - P1Raw (P7D)+P49ANY2. Person weights.

ACT THREE · THE EVIDENCE.

A FULL MEAL, EATEN ALONE.

1

LONGEST ON A WEEKDAY.

65% give streaming 2+ hours on a weekday, easing to 62% Saturday and 52% Sunday.

2

ON A PHONE, NOT THE TV SET.

69% stream on a mobile phone; only 48% on a television set.

3

ALMOST ALWAYS AT HOME.

85% stream only at home; just 4% only away from it.

4

ALONE - BECAUSE IT IS IN THE HAND.

62% stream mostly on their own; only 20% mostly with others.

5

WHEN THE DATA RUNS OUT.

14% stream until the data runs out, then fall back to traditional TV.

6

A SMALL UNOFFICIAL EDGE.

17% use an unofficial platform - Movie Box 8%, Goojara 2%, Waka TV 2%.

THE SAME MEAL AS THE BIG SCREEN,
HELD IN ONE HAND. IT GOES SOLO BECAUSE IT IS ON THE PHONE, NOT BECAUSE IT STREAMS.

BRC ES 2026 - P1Raw (P7D)+P49ANY2. Person weights.

THE SNACK.

"SHORT VIDEO IS THE SNACK. EVERYWHERE. FREE. GONE IN A MINUTE. YOU REACH FOR IT A HUNDRED TIMES A DAY AND YOU WOULD STRUGGLE TO NAME ONE OF THEM TOMORROW."

ACT THREE · THE SNACK AND THE MEAL.

IT SITS BESIDE THE MEAL. IT DOES NOT REPLACE IT.

BESIDE THE MEAL.

70% of TV and video viewers watched social media in past 7 days.

90% 69% 67% 38%

28% 9% 7%

FOR SOME, INSTEAD OF IT.

45% of those who watched no TV or video, watched social media in the past 7 days.

DURING THE MEAL.

While the set is on, 35% are also on WhatsApp and 36% are scrolling social media.

BUT PREFERENCE IS LEVEL.

Among TV and video viewers (P7D), 39% prefer social video and 41% traditional TV; 20% have no preference.

BUT IT IS CHOSEN AS A SNACK.

Variety (61%) and constant novelty (27%) draw them in, only 8% say TV asks too much attention.

FREQUENCY IS NOT DURATION.

A HUNDRED SNACKS STILL DO NOT MAKE A MEAL.

BRC ES 2026 - P1Raw (P7D); P1Raw (Never); P1Raw (P7D)+P70ANY2; P70/P71 no filter. Person weights.

"SNACKING IS NOT A THREAT TO DINNER. IT IS WHAT YOU DO BETWEEN THEM."

ACT FOUR.

THE DARK NIGHT.

EVERY MEAL IN THIS COUNTRY DEPENDS ON SOMETHING STAYING ON.

“THERE IS A SOUTH AFRICAN DETAIL NO GLOBAL MODEL HAS. THE LIGHTS GO OUT, THE SIGNAL CHANGES, THE MONEY RUNS SHORT - AND THE TABLE IS THE FIRST THING AT RISK AND THE FIRST THING PEOPLE FIGHT TO KEEP.”

ACT FOUR · THE EVIDENCE.

WHEN THE LIGHTS GO OUT.

THE LIGHTS.

69% of homes with access to Broadcasting or streaming in the home lose viewing during load shedding.

THE WORST HIT.

63% of SEM H homes report the same interruption, rising to 75% of SEM M homes.

NOTHING TO FALL BACK ON.

Less than 6% of homes have a form of electrical backup power.

THE PREPAID METER.

74% buy their electricity in advance, only 21% get a monthly bill.

THE LAST RESORT.

2% of homes still fall back on gas, candles, paraffin or wood.

SEVEN IN TEN HOMES LOSE THE SCREEN WHEN THE POWER GOES

AND ALMOST NONE CAN KEEP IT ON.

BRC ES 2026 - Have access to Broadcasting or streaming in the home, HH Weights.

ACT FOUR · THE EVIDENCE.

WHEN THE SIGNAL, THE LINE OR THE DATA RUNS OUT.

THE BLIND SPOT.

57% of homes have never heard of the analogue switch-off.

THE DECODER THEY CANNOT BUY.

9% of homes not yet switched off cannot afford the decoder they will need.

THE ONES ALREADY IN THE DARK.

13% of homes already switched off cannot afford the decoder they now need.

THE LINE THAT ISN'T THERE.

23% of homes have no internet available at all.

THE MONEY RUNS SHORT.

14% stream until the data runs out, then fall back to broadcast TV - broadcast still catches homes when the data runs out.

POWER, SIGNAL AND MONEY ALL END THE SAME WAY - THE SET GOES DARK.

FREE-TO-AIR IS THE ONLY ROUTE INTO THE HOME THAT SURVIVES ALL THREE.

BRC ES 2026 - Have access to Broadcasting or streaming in the home, HH Weights.

ACT FIVE.

THE GUEST LIST.

REACH IS A NUMBER.
KNOWING WHO YOU’RE FEEDING IS A STRATEGY.

ACT FIVE · THE EVIDENCE.

WHO DECIDES, AND HOW.

1

WHO CHOOSES.

52% decide for themselves what goes on the main screen; 28% settle it together.

2

HOW THEY CHOOSE.

23% browse the guide, 17% choose on the spur of the moment, 16% follow a platform suggestion, 15% a word from family or friends.

3

FULLY PRESENT.

25% do nothing else at all while watching.

4

WHERE THEY WATCH.

At least 84% watch only at home or around it.

5

ONE BUY, THE WHOLE ROOM.

Buy a broadcaster and 61% are watching together - stream and you reach one person (38% shared).

6

WHO THEY ARE.

83% watch in English; soapies skew rural & lower-income, movies younger, news older.

THIS IS THE DIFFERENCE BETWEEN SELLING A SLOT
AND SELLING A TABLE.

BRC ES 2026 - P1Raw (P7D); Person weights.

ACT FIVE · THE EVIDENCE.

WHO ARE THEY.

1

MOSTLY ONE GROUP.

77% are Black South Africans.

2

A YOUNG ROOM.

76% are aged 15 to 49.

3

LOWER-INCOME.

56% earn under R4,000 a month.

4

THEY HOLD THE PURSE.

61% are mainly responsible for household purchases.

5

SCHOOLED, NOT TERTIARY.

75% have high school or Matric.

6

SEM.

41% falls within the SEM Supergroup M segment, with 29% for SEM Supergroups L and H.

7

AREA TYPE.

47% resides in Metro areas, 27% in Non-Metro Urban and 25% in Non-Metro Rural.

NOT JUST A HEADCOUNT BUT A GUEST YOU CAN NAME:
YOUNG, BLACK, LOWER-INCOME, ENGLISH-WATCHING, AND THE PERSON WHO DECIDES WHAT THE HOME BUYS.

BRC ES 2026 - P1Raw (P7D); Person weights.

THE END OF THE STORY.

"SO THE STORY IS NOT THAT WE LOST THE TABLE. IT IS THAT WE STOPPED NOTICING IT WAS STILL BEING LAID,
EVERY DAY, IN MOST HOMES IN THIS COUNTRY. IT WAS NEVER LESS. IT WAS ONLY EVER DIFFERENT."

EPILOGUE.

FIVE ACTS, FIVE FINDINGS.

1

THE MEAL.
IS THE MEAL REAL?

68% watched TV or video in the past 7 days, and 62% watch with others in the room.

2

THE NEW KITCHEN.
DID THE ROOM CHANGE?

The screen moved, the viewing did not. 86% still watch their programmes on the TV set.

3

THE SNACK AND THE TAKEAWAY.
WHAT ELSE IS ON OFFER, AND DID IT REPLACE DINNER?

48% streamed in the past 7 days, and the service most of them chose is free. But 62% stream mostly alone and 69% on a phone, a takeaway, not a meal. Social reaches wider still, beside the table, not instead of it.

4

THE DARK NIGHT.
WHAT CAN TAKE IT AWAY?

69% of homes lose viewing during load shedding, and under 6% have any backup power. 74% buy their electricity in advance, the picture goes when the money does, and free-to-air is the route still standing

5

THE GUEST LIST.
WHO'S AT THE TABLE?

At least 61% share the screen on every broadcaster, only 38% do when streaming. And at least 84% of it happens at home.

FIVE ACTS, FIVE FINDINGS:
AND ONE TABLE STILL LAID EVERY DAY, IN MOST HOMES IN THIS COUNTRY.

“IN MOST HOMES IN THIS COUNTRY, THE TABLE IS STILL BEING LAID. MAKE SURE YOU HAVE A SEAT.”

THANK YOU.

ASK AFRICA
Revealing The Unseen

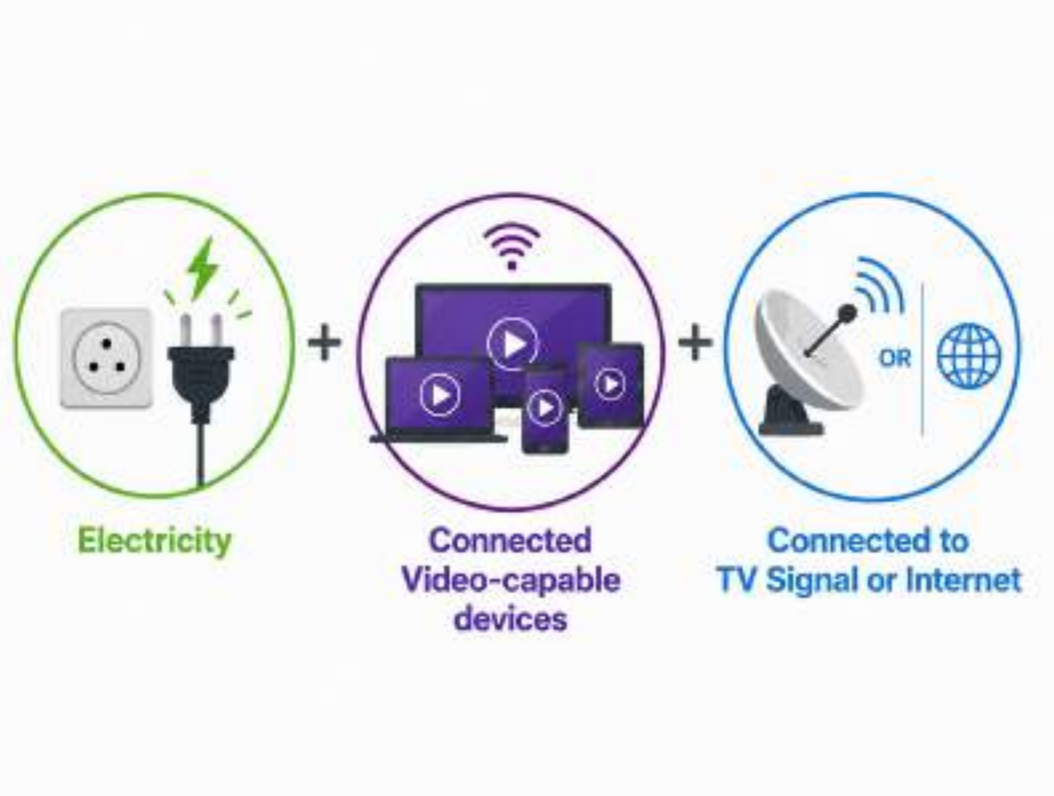
brc THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

What this means for BRC Total Video Measurement

BRC Total Video Measurement Universe definition

What is Eligible for Measurement for TVM

Homes that have
- Stable electricity
- At least one working TV Set, computer, laptop, tablet or mobile phone that is
- Connected to TV Signal or internet (including mobile internet)



THE BROADCAST RESEARCH COUNCIL OF SOUTH AFRICA

86% of households are included in the TVM universe
Representing 15,8 million households

86%

of South African households
are part of the TVM universe

INCLUDED:
Homes that have
Stable electricity and at least
one working TV Set, computer,
laptop, tablet or mobile phone
that is
Connected to TV Signal or
internet

EXCLUDED

THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

Next Steps and Closing

Presentation:
Gary Whitaker
CEO BRC

Data acces and support

1. Data release for BRC members and BRC partners on 7 September 2026
2. Get acces via approved software: TelmarHelixa (licence required)
3. Visit the open training sessions on 16, 23 or 30 September 2026
4. Visit the BRC Website for more information and documentation
5. Additional analysis and deepdives can be quoted for by ASK AFRICA upon request

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THANK YOU FOR WATCHING

GARY@BRCSA.ORG.ZA

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