

TAMS UNIVERSE UPDATE FROM 2015A TO 2015B

BACKGROUND

- The TAM Universe is updated at regular intervals to correspond with the latest Household and Population figures from the Establishment Survey.
- The next Universe update is scheduled for Monday, 5th September 2016, where the TAM Universe will be updated from the AMPS 2015A to the AMPS 2015B Universe.
- The last TAM Universe update occurred earlier this year, on the 4th April 2016.

HISTORY OF TV UNIVERSE UPDATES

- Below is a history of both the TV Household and TV Population Universe Updates that have been implemented since 2013. With the Universe Update in September, the TV Population would have grown by 4.9 Million Individuals (Ages 4+), since 2013.

	2013	2014	2015	2015	2016	2016
	1/14/2013 to 3/2/2014	3/3/2014 to 2/1/2015	2/2/2015 to 8/30/2015	8/31/2015 to 4/3/2016	4/4/2016 to 5/9/2016	5/9/2016 to TBC
	Meter Universe 2012a	Meter Universe 2013a	Meter Universe 2014a	Meter Universe 2014b	Meter Universe 2015a	Meter Universe 2015b
Households	12,140,345	12,837,052	13,029,789	13,318,186	13,422,570	13,651,164
Individuals*	40,104,080	42,900,434	43,271,453	44,624,907	44,266,250	44,998,436
		+ 2,8 M	+3.7 M	+1.4 M	-0.4 M	+0.7 M

REVIEW OF POPULATION CHANGES FOR THE 2015B UNIVERSE

General

- TAM Universe Updates reflect the population shifts of private households that have access to at least one working TV set. Populations in the TV Universe tend to be more changeable than those seen in the general South African population, since this Universe is impacted by unique factors such as electrification, disposable income and the purchase of durables.

TV Households

- The TAM Household Universe increases slightly by 1.70% (228,594 Households), and the Individuals Universe shows a growth of 1.65% (732,186 Individuals).
- This results in overall increases in TV Ratings by 000's. However, each demographic group must be evaluated separately to understand the changes within the TV Population.

	Meter Universe 2015a	Meter Universe 2015b	Difference #	Difference %
Households	13,422,570	13,651,164	228,594	1.70%
Individuals*	44,266,250	44,998,436	732,186	1.65%

TV Individuals (Ages 4+)

- In the Total Kids Universe (Ages 4 to 14 years), an increase of 2.7% (289,368 Kids) is exhibited, with 11 to 14 year olds showing the most notable growth at 6.9%.
- Adult age groups between 15 and 49 years remain stable. However, an increase of 8.5% is observed in the 50 to 64 years age group, and conversely, we see a drop of -6.5% in Ages 65+.

		New Universe 2015B AGES 4+	Current Universe 2015A AGES 4+	Growth #	Growth %
TOTAL INDIVIDUALS		44,998,436	44,266,250	732,186	1.7%
Total Males	POP	22,008,988	21,392,085	616,904	2.9%
Total Females	POP	22,989,448	22,874,166	115,283	0.5%
TOTAL	POP	44,998,436	44,266,250	732,186	1.7%
Age 04 - 06	POP	3,484,844	3,504,455	-19,611	-0.6%
Age 07 - 10	POP	3,923,956	3,836,181	87,775	2.3%
Age 11 - 14	POP	3,442,861	3,221,657	221,204	6.9%
Age 15 - 24	POP	8,430,304	8,378,243	52,061	0.6%
Age 25 - 34	POP	8,420,990	8,347,235	73,755	0.9%
Age 35 - 49	POP	8,369,745	8,326,074	43,671	0.5%
Age 50-64	POP	6,049,764	5,576,786	472,978	8.5%
Age 65 +	POP	2,875,972	3,075,619	-199,647	-6.5%
TOTAL	POP	44,998,436	44,266,250	732,186	1.7%

- In recent Universe updates there have been slight decreases in Rural populations, and growth in the numbers of Urban dwellers. However, in the 2015B Universe, Rural TV Viewers increase by almost 7%, with the most sizable contribution to the TV Universe.
- In line with this, growth is seen in Provinces such as Eastern Cape (8%) and Kwa-Zulu Natal (4.7%), with large Rural dwelling populations.

		New Universe 2015B AGES 4+	Current Universe 2015A AGES 4+	Growth #	Growth %
TOTAL INDIVIDUALS		44,998,436	44,266,250	732,186	1.7%
Western Cape	POP	5,353,294	5,494,028	-140,734	-2.6%
Northern Cape	POP	949,785	960,647	-10,862	-1.1%
Free State	POP	2,358,365	2,334,214	24,152	1.0%
Eastern Cape	POP	4,978,152	4,608,048	370,104	8.0%
Kwazulu-Natal	POP	8,716,877	8,327,549	389,329	4.7%
Mpumalanga	POP	3,547,447	3,590,752	-43,305	-1.2%
Limpopo	POP	4,257,526	4,327,811	-70,285	-1.6%
Gauteng	POP	11,906,493	11,718,507	187,986	1.6%
North-West	POP	2,930,497	2,904,697	25,801	0.9%
TOTAL	POP	44,998,436	44,266,250	732,186	1.7%
Metro	POP	18,549,794	18,461,454	88,340	0.5%
C/LT	POP	5,972,705	5,989,599	-16,894	-0.3%
ST/V	POP	5,241,109	5,248,836	-7,727	-0.1%
Rural	POP	15,234,828	14,566,361	668,467	4.6%
TOTAL	POP	44,998,436	44,266,250	732,187	1.7%

- We continue to see declines in the English and Afrikaans language groups, although these decreases are small.
- LSM 1- 4 contracts in the 2015B Universe, and this decline is seen in the viewing tests shown and discussed later in this article.
- Traditionally LSM 6 is the largest population segment within the LSMs, and we see a swelling of this group by 6.5%. Similarly, LSM 7 shows a growth of 4.2%.
- Declines are exhibited in LSM 9 and 10, reflecting the economic downturn.
- It should be noted that LSMs are very sensitive to change due to the high mobility of the South African population, where durables are moved in and out of households.

		New Universe 2015B AGES 4+	Current Universe 2015A AGES 4+	Growth #	Growth %
TOTAL INDIVIDUALS		44,998,436	44,266,250	732,186	1.7%
Afrikaans/Both	POP	6,093,104	6,118,871	-25,767	-0.4%
English/Other	POP	3,762,048	3,807,426	-45,378	-1.2%
Nguni	POP	20,885,904	20,240,813	645,091	3.2%
Sotho	POP	14,257,380	14,099,140	158,240	1.1%
TOTAL	POP	44,998,436	44,266,250	732,186	1.7%
LSM 1 -4	POP	7,579,892	7,632,425	-52,533	-0.7%
LSM 5	POP	7,919,568	8,061,483	-141,915	-1.8%
LSM 6	POP	11,215,544	10,534,525	681,020	6.5%
LSM 7	POP	6,683,505	6,411,843	271,662	4.2%
LSM 8	POP	4,246,579	4,054,687	191,892	4.7%
LSM 9	POP	4,477,365	4,601,582	-124,217	-2.7%
LSM 10	POP	2,875,983	2,969,705	-93,722	-3.2%
TOTAL	POP	44,998,436	44,266,250	732,187	1.7%

- DSTV Universes are updated using audited DSTV subscriber figures, at the mid-point of the AMPS 2015B fieldwork period; that being September 2015.
- DSTV penetration continues to grow, particularly in the lower tiers of the DSTV bouquet offering.
- The TV Population that has access to PVRs has decreased slightly by -1.5%.

		New Universe 2015B AGES 4+	Current Universe 2015A AGES 4+	Growth #	Growth %
TOTAL INDIVIDUALS		44,998,436	44,266,250	732,186	1.7%
DSTV SUBSCRIBER FIGURES					
DSTV	POP	17,480,549	17,197,191	283,358	1.6%
NON DSTV	POP	27,517,887	27,069,058	448,829	1.7%
TOTAL	POP	44,998,436	44,266,250	732,187	1.7%
DSTV SUBSCRIBER FIGURES					
PVR	POP	3,517,341	3,569,141	-51,800	-1.5%
NON PVR	POP	41,481,095	40,697,109	783,986	1.9%
TOTAL	POP	44,998,436	44,266,250	732,186	1.7%

- It should be noted that penetration of OVHD households, a satellite Free to Air Service by ETV, is registered on the 2015B AMPS, with an approximate penetration of 1%. The growth of this service is monitored and will be weighted at a 3% to 5% penetration. The bigger OVHD Channels are listed in the current TAMS data.

TESTING METHOD AND PERIOD

Testing Methodology

- Test data based on the new Universe (AMPS 2015B) is compared to the current live data (AMPS 2015A).
- The test period covers the 30th May to 12th June; which is two full weeks, Monday to Sunday.
- Two day parts are examined: Full Day: 2h00 to 26h00 and Prime Time: 17h00 – 23h00.
- Tests include several target markets.

WEIGHTING EFFICIENCY

- Weighting efficiency is a statistical measure that shows how closely the panel sample matches the population which it represents. The higher the efficiency %, the more representative the sample.
- The average Household weighting efficiency remains stable.
- The average weighting efficiency for Individuals increases from 74.3% to 76% with the Universe update. A >70% weighting efficiency is recommended in terms of global best practice.

Test data covered 30 May to 12 June 2016 (2 Weeks)

	Live Ave	Test Ave	
Households	65.3%	65.2%	↓
Individuals	74.3%	76%	↑

VIEWING TEST DATA

Total TV

- When the 2015B Universe is applied, the viewing for Total Individuals on Total TV remains extremely stable across the full day and prime time.
- Following the Universe changes, an increase in the actual number of viewers for both Adults and Kids is observed, although Kids viewing shows bigger increases at above 3%.
- The most notable audience adjustments are seen for LSM 1 – 4, which shows declines across all channels.

		TVR %							
Channel	Target ¹ Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59
Total TV	Total Indv (incl guests)	12.49	25.27	12.50	25.27	0.01	0.00	0.08%	0.00%
Total TV	Adults Age 15+	13.08	26.12	13.08	26.09	0.00	-0.03	0.00%	-0.11%
Total TV	Kids Age 4-14	10.60	22.53	10.69	22.66	0.09	0.13	0.85%	0.58%
Total TV	Adults LSM 1-4	10.93	23.44	10.95	23.49	0.02	0.05	0.18%	0.21%
Total TV	Adults LSM 5-7	13.14	26.21	13.08	26.10	-0.06	-0.11	-0.46%	-0.42%
Total TV	Adults LSM 8-10	14.24	27.54	14.26	27.54	0.02	0.00	0.14%	0.00%
Total TV	Adults: Nguni	13.28	26.22	13.25	26.15	-0.03	-0.07	-0.23%	-0.27%
Total TV	Adults: Sotho	12.73	25.98	12.75	26.01	0.02	0.03	0.16%	0.12%
Total TV	Adults: Eng/Other	11.36	22.76	11.37	22.81	0.01	0.05	0.09%	0.22%
Total TV	Adults: Afr/Both	14.36	28.30	14.36	28.21	0.00	-0.09	0.00%	-0.32%
Total TV	Housewife LSM 5-7	13.75	27.17	13.69	27.08	-0.06	-0.09	-0.44%	-0.33%
Total TV	Housewife LSM 8-10	14.71	29.42	14.68	29.32	-0.03	-0.10	-0.20%	-0.34%

		TVR #							
Channel	Target ¹ Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59
Total TV	Total Indv (incl guests)	5,529,418	11,184,632	5,625,253	11,369,144	95,835.00	184,512.00	1.73%	1.65%
Total TV	Adults Age 15+	4,410,038	8,804,553	4,464,840	8,909,996	54,802.00	105,443.00	1.24%	1.20%
Total TV	Kids Age 4-14	1,119,380	2,380,079	1,160,413	2,459,148	41,033.00	79,069.00	3.67%	3.32%
Total TV	Adults LSM 1-4	601,375	1,289,280	568,333	1,218,750	-33,042.00	-70,530.00	-5.49%	-5.47%
Total TV	Adults LSM 5-7	2,489,872	4,964,342	2,579,199	5,147,126	89,327.00	182,784.00	3.59%	3.68%
Total TV	Adults LSM 8-10	1,318,791	2,550,931	1,317,307	2,544,120	-1,484.00	-6,811.00	-0.11%	-0.27%
Total TV	Adults: Nguni	1,990,449	3,929,175	2,017,532	3,983,065	27,083.00	53,890.00	1.36%	1.37%
Total TV	Adults: Sotho	1,355,924	2,766,764	1,395,840	2,847,096	39,916.00	80,332.00	2.94%	2.90%
Total TV	Adults: Eng/Other	358,890	719,318	354,716	711,636	-4,174.00	-7,682.00	-1.16%	-1.07%
Total TV	Adults: Afr/Both	704,775	1,389,295	696,751	1,368,199	-8,024.00	-21,096.00	-1.14%	-1.52%
Total TV	Housewife LSM 5-7	1,669,299	3,299,226	1,732,422	3,427,466	63,123.00	128,240.00	3.78%	3.89%
Total TV	Housewife LSM 8-10	502,009	1,003,649	497,134	992,925	-4,875.00	-10,724.00	-0.97%	-1.07%

SABC 1

- Total Individuals for SABC 1 on the 2015B Universe increases in both TVR percentages and TVR thousands.
- There are increases in all language groups except for Nguni speakers who show a slight dip in TVR percentages, but an increase in TVR thousands, due to growth of Nguni speakers in the TV Universe Update.
- Apart from LSM 1 – 4, which contracts with the 2015B Universe Update, there is a slight increase in viewing of all other LSM Groups.

		TVR %							
Channel	Target\Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00: - 25:59:	17:00: - 22:59:	02:00: - 25:59:	17:00: - 22:59:
SABC 1	Total Indv (incl guests)	3.43	8.49	3.46	8.56	0.03	0.07	0.87%	0.82%
SABC 1	Adults Age 15+	3.54	8.54	3.55	8.57	0.01	0.03	0.28%	0.35%
SABC 1	Kids Age 4-14	3.10	8.34	3.18	8.53	0.08	0.19	2.58%	2.28%
SABC 1	Adults LSM 1-4	5.14	12.76	5.16	12.81	0.02	0.05	0.39%	0.39%
SABC 1	Adults LSM 5-7	4.04	9.61	4.04	9.63	0.00	0.02	0.00%	0.21%
SABC 1	Adults LSM 8-10	1.56	3.83	1.59	3.92	0.03	0.09	1.92%	2.35%
SABC 1	Adults: Nguni	4.97	12.30	4.94	12.24	-0.03	-0.06	-0.60%	-0.49%
SABC 1	Adults: Sotho	3.71	8.94	3.71	8.94	0.00	0.00	0.00%	0.00%
SABC 1	Adults: Eng/Other	0.43	0.87	0.44	0.89	0.01	0.02	2.33%	2.30%
SABC 1	Adults: Afr/Both	0.79	1.15	0.80	1.16	0.01	0.01	1.27%	0.87%
SABC 1	Housewife LSM 5-7	4.16	9.82	4.17	9.85	0.01	0.03	0.24%	0.31%
SABC 1	Housewife LSM 8-10	1.55	3.67	1.59	3.76	0.04	0.09	2.58%	2.45%

		TVR #							
Channel	Target\Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00: - 25:59:	17:00: - 22:59:	02:00: - 25:59:	17:00: - 22:59:
SABC 1	Total Indv (incl guests)	1,519,500	3,759,276	1,556,572	3,852,047	37,072	92,771	2.44%	2.47%
SABC 1	Adults Age 15+	1,192,038	2,878,054	1,211,748	2,926,528	19,710	48,474	1.65%	1.68%
SABC 1	Kids Age 4-14	327,462	881,222	344,824	925,519	17,362	44,297	5.30%	5.03%
SABC 1	Adults LSM 1-4	282,673	701,812	267,465	664,499	-15,208	-37,313	-5.38%	-5.32%
SABC 1	Adults LSM 5-7	765,241	1,821,121	797,250	1,899,459	32,009	78,338	4.18%	4.30%
SABC 1	Adults LSM 8-10	144,125	355,120	147,033	362,570	2,908	7,450	2.02%	2.10%
SABC 1	Adults: Nguni	744,455	1,842,554	752,716	1,863,829	8,261	21,275	1.11%	1.15%
SABC 1	Adults: Sotho	395,305	951,740	406,521	978,643	11,216	26,903	2.84%	2.83%
SABC 1	Adults: Eng/Other	13,700	27,420	13,804	27,685	104	265	0.76%	0.97%
SABC 1	Adults: Afr/Both	38,578	56,340	38,707	56,371	129	31	0.33%	0.06%
SABC 1	Housewife LSM 5-7	505,419	1,192,063	527,869	1,247,110	22,450	55,047	4.44%	4.62%
SABC 1	Housewife LSM 8-10	52,723	125,044	53,686	127,442	963	2,398	1.83%	1.92%

SABC 2

- SABC 2 exhibits stability overall.
- Shifts in TVR thousands are in line with the Universe Update, where the gross number of Nguni and Sotho speakers increase, while the English and Afrikaans viewing population decreases.

		TVR %							
Channel	Target\Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00: - 25:59:	17:00: - 22:59:	02:00: - 25:59:	17:00: - 22:59:
SABC 2	Total Indv (incl guests)	1.65	3.51	1.64	3.48	-0.01	-0.03	-0.61%	-0.85%
SABC 2	Adults Age 15+	1.77	3.71	1.76	3.69	-0.01	-0.02	-0.56%	-0.54%
SABC 2	Kids Age 4-14	1.27	2.86	1.26	2.81	-0.01	-0.05	-0.79%	-1.75%
SABC 2	Adults LSM 1-4	2.00	3.42	1.99	3.40	-0.01	-0.02	-0.50%	-0.58%
SABC 2	Adults LSM 5-7	2.02	4.22	2.00	4.17	-0.02	-0.05	-0.99%	-1.18%
SABC 2	Adults LSM 8-10	1.14	2.84	1.14	2.83	0.00	-0.01	0.00%	-0.35%
SABC 2	Adults: Nguni	1.51	2.68	1.49	2.65	-0.02	-0.03	-1.32%	-1.12%
SABC 2	Adults: Sotho	2.06	4.36	2.04	4.34	-0.02	-0.02	-0.97%	-0.46%
SABC 2	Adults: Eng/Other	0.82	1.82	0.83	1.83	0.01	0.01	1.22%	0.55%
SABC 2	Adults: Afr/Both	2.56	6.66	2.59	6.70	0.03	0.04	1.17%	0.60%
SABC 2	Housewife LSM 5-7	2.19	4.57	2.17	4.51	-0.02	-0.06	-0.91%	-1.31%
SABC 2	Housewife LSM 8-10	1.35	3.45	1.35	3.44	0.00	-0.01	0.00%	-0.29%
		TVR #							
Channel	Target\Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00: - 25:59:	17:00: - 22:59:	02:00: - 25:59:	17:00: - 22:59:
SABC 2	Total Indv (incl guests)	731,351	1,552,348	738,639	1,565,852	7,288	13,504	1.00%	0.87%
SABC 2	Adults Age 15+	597,567	1,250,659	602,258	1,261,005	4,691	10,346	0.79%	0.83%
SABC 2	Kids Age 4-14	133,784	301,689	136,381	304,846	2,597	3,157	1.94%	1.05%
SABC 2	Adults LSM 1-4	109,895	188,121	103,183	176,553	-6,712	-11,568	-6.11%	-6.15%
SABC 2	Adults LSM 5-7	382,302	799,885	393,700	823,092	11,398	23,207	2.98%	2.90%
SABC 2	Adults LSM 8-10	105,370	262,654	105,375	261,360	5	-1,294	0.00%	-0.49%
SABC 2	Adults: Nguni	226,536	401,690	227,065	403,508	529	1,818	0.23%	0.45%
SABC 2	Adults: Sotho	219,235	464,810	223,718	475,507	4,483	10,697	2.04%	2.30%
SABC 2	Adults: Eng/Other	26,008	57,425	25,828	57,104	-180	-321	-0.69%	-0.56%
SABC 2	Adults: Afr/Both	125,788	326,735	125,647	324,886	-141	-1,849	-0.11%	-0.57%
SABC 2	Housewife LSM 5-7	266,479	554,938	274,795	571,318	8,316	16,380	3.12%	2.95%
SABC 2	Housewife LSM 8-10	46,015	117,844	45,753	116,596	-262	-1,248	-0.57%	-1.06%

SABC 3

- Stability in Ratings is observed for SABC 3 as well.
- Following the changes in the Universe Update, there is a decline in LSM 1 – 4.
- Growth in TVR thousands for Adults, Kids, LSM 5 – 7, Nguni and Sotho speakers is exhibited.

		TVR %							
Channel	Target ¹ Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59
SABC 3	Total Indv (incl guests)	0.86	1.46	0.86	1.45	0.00	-0.01	0.00%	-0.68%
SABC 3	Adults Age 15+	0.96	1.64	0.95	1.62	-0.01	-0.02	-1.04%	-1.22%
SABC 3	Kids Age 4-14	0.58	0.91	0.58	0.92	0.00	0.01	0.00%	1.10%
SABC 3	Adults LSM 1-4	0.58	0.82	0.57	0.81	-0.01	-0.01	-1.72%	-1.22%
SABC 3	Adults LSM 5-7	1.03	1.68	1.02	1.65	-0.01	-0.03	-0.97%	-1.79%
SABC 3	Adults LSM 8-10	1.02	2.03	1.02	2.00	0.00	-0.03	0.00%	-1.48%
SABC 3	Adults: Nguni	0.59	0.88	0.59	0.88	0.00	0.00	0.00%	0.00%
SABC 3	Adults: Sotho	0.75	1.11	0.74	1.10	-0.01	-0.01	-1.33%	-0.90%
SABC 3	Adults: Eng/Other	1.52	3.15	1.54	3.18	0.02	0.03	1.32%	0.95%
SABC 3	Adults: Afr/Both	2.16	4.12	2.17	4.11	0.01	-0.01	0.46%	-0.24%
SABC 3	Housewife LSM 5-7	1.17	1.92	1.15	1.89	-0.02	-0.03	-1.71%	-1.56%
SABC 3	Housewife LSM 8-10	1.32	2.72	1.32	2.70	0.00	-0.02	0.00%	-0.74%

		TVR #							
Channel	Target ¹ Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59
SABC 3	Total Indv (incl guests)	382,800	647,969	387,080	652,814	4,280	4,845	1.12%	0.75%
SABC 3	Adults Age 15+	321,979	551,631	324,265	553,495	2,286	1,864	0.71%	0.34%
SABC 3	Kids Age 4-14	60,822	96,337	62,814	99,319	1,992	2,982	3.28%	3.10%
SABC 3	Adults LSM 1-4	31,761	44,904	29,619	42,218	-2,142	-2,686	-6.74%	-5.98%
SABC 3	Adults LSM 5-7	195,661	319,099	200,593	326,182	4,932	7,083	2.52%	2.22%
SABC 3	Adults LSM 8-10	94,557	187,628	94,052	185,096	-505	-2,532	-0.53%	-1.35%
SABC 3	Adults: Nguni	88,246	131,488	89,568	133,714	1,322	2,226	1.50%	1.69%
SABC 3	Adults: Sotho	79,604	118,650	81,382	120,948	1,778	2,298	2.23%	1.94%
SABC 3	Adults: Eng/Other	48,029	99,402	47,943	99,338	-86	-64	-0.18%	-0.06%
SABC 3	Adults: Afr/Both	106,100	202,092	105,373	199,495	-727	-2,597	-0.69%	-1.29%
SABC 3	Housewife LSM 5-7	141,657	233,698	145,238	238,994	3,581	5,296	2.53%	2.27%
SABC 3	Housewife LSM 8-10	45,117	92,947	44,746	91,593	-371	-1,354	-0.82%	-1.46%

ETV

- Growth in TVR thousands occurs in all target markets for ETV, except for LSM 1 – 4, which has contracted across all Channels.

		TVR %							
Channel	Target ¹ Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59
e.tv	Total Indv (incl guests)	2.03	4.62	2.04	4.62	0.01	0.00	0.49%	0.00%
e.tv	Adults Age 15+	2.08	4.68	2.09	4.69	0.01	0.01	0.48%	0.21%
e.tv	Kids Age 4-14	1.86	4.41	1.89	4.41	0.03	0.00	1.61%	0.00%
e.tv	Adults LSM 1-4	2.23	4.84	2.24	4.83	0.01	-0.01	0.45%	-0.21%
e.tv	Adults LSM 5-7	2.49	5.52	2.47	5.48	-0.02	-0.04	-0.80%	-0.72%
e.tv	Adults LSM 8-10	1.17	2.87	1.19	2.91	0.02	0.04	1.71%	1.39%
e.tv	Adults: Nguni	1.96	4.31	1.95	4.29	-0.01	-0.02	-0.51%	-0.46%
e.tv	Adults: Sotho	2.52	6.08	2.51	6.06	-0.01	-0.02	-0.40%	-0.33%
e.tv	Adults: Eng/Other	1.00	2.20	1.02	2.25	0.02	0.05	2.00%	2.27%
e.tv	Adults: Afr/Both	2.21	4.37	2.24	4.40	0.03	0.03	1.36%	0.69%
e.tv	Housewife LSM 5-7	2.56	5.53	2.53	5.50	-0.03	-0.03	-1.17%	-0.54%
e.tv	Housewife LSM 8-10	1.15	2.89	1.16	2.92	0.01	0.03	0.87%	1.04%

		TVR #							
Channel	Target ¹ Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59
e.tv	Total Indv (incl guests)	899,057	2,043,183	917,743	2,078,577	18,686	35,394	2.08%	1.73%
e.tv	Adults Age 15+	702,465	1,577,347	712,190	1,600,311	9,725	22,964	1.38%	1.46%
e.tv	Kids Age 4-14	196,592	465,836	205,552	478,267	8,960	12,431	4.56%	2.67%
e.tv	Adults LSM 1-4	122,940	266,367	115,970	250,814	-6,970	-15,553	-5.67%	-5.84%
e.tv	Adults LSM 5-7	471,184	1,045,460	486,272	1,080,755	15,088	35,295	3.20%	3.38%
e.tv	Adults LSM 8-10	108,341	265,520	109,948	268,741	1,607	3,221	1.48%	1.21%
e.tv	Adults: Nguni	293,921	646,260	296,616	653,257	2,695	6,997	0.92%	1.08%
e.tv	Adults: Sotho	268,415	646,986	275,121	663,301	6,706	16,315	2.50%	2.52%
e.tv	Adults: Eng/Other	31,640	69,684	31,887	70,227	247	543	0.78%	0.78%
e.tv	Adults: Afr/Both	108,489	214,417	108,566	213,525	77	-892	0.07%	-0.42%
e.tv	Housewife LSM 5-7	310,640	672,183	320,855	696,036	10,215	23,853	3.29%	3.55%
e.tv	Housewife LSM 8-10	39,270	98,665	39,383	98,968	113	303	0.29%	0.31%

DSTV Total

- DSTV on a total level remains stable, however, it should be noted the impact of the Universe Update will vary for each individual DSTV channel.
- Growth in TVR thousands is seen for both Adults and Children, but particularly in LSM 5 to 7.

		TVR %							
Channel	Target ¹ Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00: - 25:59:	17:00: - 22:59:	02:00: - 25:59:	17:00: - 22:59:
DSTV Tot	Total Indv (incl guests)	3.18	5.25	3.16	5.20	-0.02	-0.05	-0.63%	-0.95%
DSTV Tot	Adults Age 15+	3.31	5.49	3.30	5.45	-0.01	-0.04	-0.30%	-0.73%
DSTV Tot	Kids Age 4-14	2.74	4.45	2.71	4.40	-0.03	-0.05	-1.09%	-1.12%
DSTV Tot	Adults LSM 5-7	2.25	3.43	2.24	3.42	-0.01	-0.01	-0.44%	-0.29%
DSTV Tot	Adults LSM 8-10	7.31	12.75	7.25	12.62	-0.06	-0.13	-0.82%	-1.02%
DSTV Tot	Adults: Nguni	2.80	4.13	2.82	4.16	0.02	0.03	0.71%	0.73%
DSTV Tot	Adults: Sotho	2.40	3.68	2.42	3.73	0.02	0.05	0.83%	1.36%
DSTV Tot	Adults: Eng/Other	5.98	11.62	5.93	11.54	-0.05	-0.08	-0.84%	-0.69%
DSTV Tot	Adults: Afr/Both	5.15	9.65	5.08	9.47	-0.07	-0.18	-1.36%	-1.87%
DSTV Tot	Housewife LSM 5-7	2.30	3.56	2.30	3.56	0.00	0.00	0.00%	0.00%
DSTV Tot	Housewife LSM 8-10	7.35	13.40	7.25	13.20	-0.10	-0.20	-1.36%	-1.49%

		TV #							
Channel	Target ¹ Day Part	LIVE DATA(2015A)		TEST DATA(2015B)		DIFFERENCES #		DIFFERENCES %	
		02:00 - 25:59	17:00 - 22:59	02:00 - 25:59	17:00 - 22:59	02:00: - 25:59:	17:00: - 22:59:	02:00: - 25:59:	17:00: - 22:59:
DSTV Tot	Total Indv (incl guests)	1,406,341	2,321,820	1,420,495	2,338,579	14,154	16,759	1.01%	0.72%
DSTV Tot	Adults Age 15+	1,116,923	1,851,673	1,126,048	1,861,307	9,125	9,634	0.82%	0.52%
DSTV Tot	Kids Age 4-14	289,417	470,147	294,447	477,273	5,030	7,126	1.74%	1.52%
DSTV Tot	Adults LSM 5-7	425,668	649,085	442,014	674,263	16,346	25,178	3.84%	3.88%
DSTV Tot	Adults LSM 8-10	676,548	1,180,916	669,480	1,165,598	-7,068	-15,318	-1.04%	-1.30%
DSTV Tot	Adults: Nguni	419,371	618,567	429,256	633,414	9,885	14,847	2.36%	2.40%
DSTV Tot	Adults: Sotho	255,647	392,407	265,293	408,213	9,646	15,806	3.77%	4.03%
DSTV Tot	Adults: Eng/Other	189,075	367,213	184,949	360,140	-4,126	-7,073	-2.18%	-1.93%
DSTV Tot	Adults: Afr/Both	252,831	473,486	246,551	459,541	-6,280	-13,945	-2.48%	-2.95%
DSTV Tot	Housewife LSM 5-7	279,150	431,797	290,980	450,040	11,830	18,243	4.24%	4.22%
DSTV Tot	Housewife LSM 8-10	250,718	457,159	245,602	447,033	-5,116	-10,126	-2.04%	-2.21%

CONCLUSION

- TAM TVR % remains remarkably stable with the 2015B Universe Update.
- Due to the growth in the actual number of TV Viewers, an increase in TVR thousands is seen for all channels.
- The contraction of LSM 1 – 4 is reflected in viewing across all channels.