BRC TAMS Channel Release Policy

Glossary of Terms

Referenced TV Channel: This is a new or current TV channel that has requested for their TV audience information to be tracked by the BRC and research company.

Referenced TV Channel but not Reporting: These TV channels have their sample sizes monitored, but no reporting of detailed information is gathered nor provided.

Reporting TV Channel: This is a new or current TV channel that has reached minimum reporting sample of their audiences over a 4-week period and requires TV event and viewing data to be reported

Non-Broadcast Devices: These are also referred to as "Other Devices" and include those that are used to view content, such mobile devices, games consoles, PCs and streaming devices (e.g. Chromecast and TV)

Official TV Channel List: This is the official list of TV channels being monitored and tracked in South Africa.

Broadcast Platform: The signal distribution platform, specifically satellite vs. terrestrial, analogue vs. digital and Pay TV vs. FTA (Free to Air)

Total Broadcast Share: Live and time-shifted broadcast share of total screen usage

Time Shifted Viewing: Time Shifted Viewing (TSV) is delayed TV viewing. In South Africa TSV definition includes all viewing up to 7 days after the live broadcast.

**Live Viewing**: Viewing taking place at the exact time of broadcast.

VOSDAL: Viewing On the Same Day As Live

PVR: A personal video recorder (PVR) is a digital video recorder.

Digital Terrestrial Television: Digital Terrestrial Television (DTT) is distributed via a terrestrial network in a digital format and received directly by means of an aerial.

Total Screen Usage: Total consumption of all content on TV (including broadcast and non-broadcast content)

Over The Top: OTT services include screen usage outside of total broadcast share. Most notably included in this is YouTube, Netflix, Google and ShowMax.
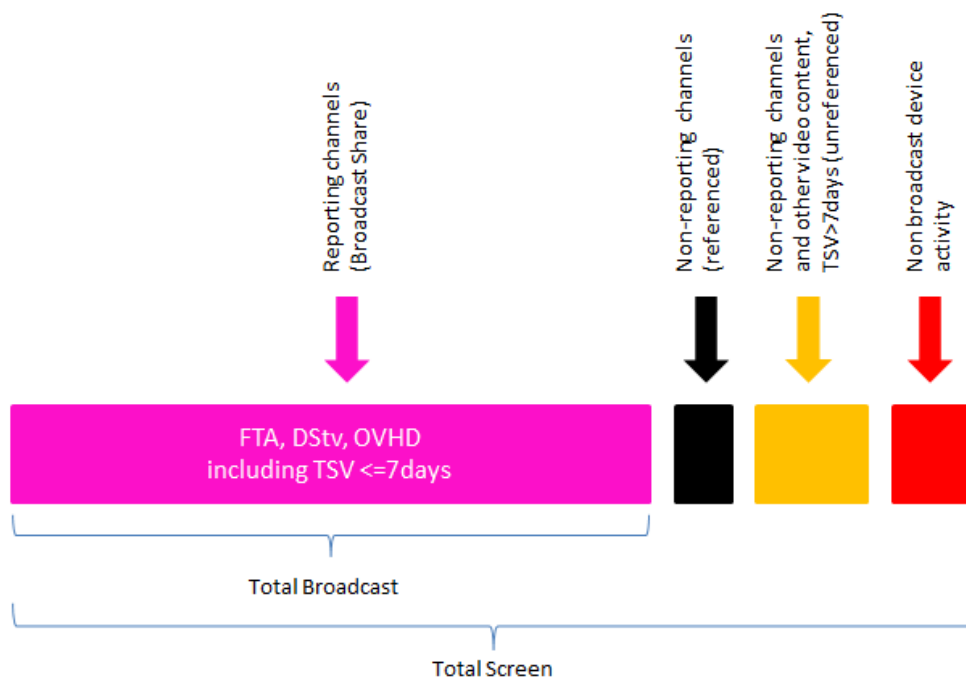
Context of the BRC TAMS Channel Release Policy

The TV landscape is evolving and will continue to undergo change, most notably through the constant launch of new TV channels and services. The consequence of this is that a growing number of TV channels need their audiences to be tracked in order to prove their performance to the wider marketing and advertising industry.

As such, a policy was required which would lay out the eligibility of a channel for audience and event measurement and release The Official TV Channel list contains both current and new channels, and informs the broadcast industry and software bureaus of the channels that are active and monitored, and those which have been terminated.

The TAMS Channel Release Process

The TAMS channel release process for new, current and pop-up channels:

Monitoring (Referencing) New and Current Channels

1.1   The BRC will notify the research company of a new or current channel (and its platforms and bouquets) that requires monitoring 2 weeks in advance of broadcast for the research company to prepare the equipment and set up the monitoring.

1.2   The research company will then add the new channel to the channel monitoring list and inform the software bureaux that the channel is being monitored but not reported.

1.3   The research company will start monitoring from the day after the channel goes live and the sample sizes of the channel will be monitored and reported to the BRC.

Monitoring (Referencing) Pop-Up Channels

1.4   Pop-Up channels that are live for a month or longer will need to be monitored to track samples and audiences.

1.5   The Pop-Up channel audience will be released 4 weeks after monitoring the samples if the samples are above the critical mass of 60 for all 4 weeks.

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1.6   For certain channels (e.g. Idols channel or Big Brother channel) the tracking will commence immediately on launch, as these channels have proven to have robust samples and audiences in the past.

Minimum Reporting Sample

1.7   The research company will monitor the channel for 4 consecutive weeks to establish if it achieves the minimum required sample of 60 respondents viewing per week.   Achievement of the minimum sample will qualify the channel for release of reported viewing data. If the average weekly channel viewing sample is not above 60 for 4 consecutive weeks monitoring will be discontinued.

Release and Reporting of New Channels

1.8   In the case of channel qualifying for release, the BRC will inform the broadcaster of the channel's performance.

1.9   Approval is required from the broadcaster for the channel's viewing and event data to be reported. The BRC will in turn will notify the research company.

Removal of Existing Monitored and Reporting Channels

1.10   In the case of a channel failing to maintain the minimum viewing sample of 60, the channel will be given 4 weeks' notice of its removal from monitoring and reporting. The Research Company will notify the BRC who in turn will notify the broadcaster.

1.11   In the case of a broadcaster requesting for a channel to be remove from monitoring and reporting, the BRC must be notified, and they will in turn notify the Research Company.

Movement of Channels on or Between Platforms and Bouquets

1.12   The broadcaster is required to notify the BRC of any changes to platforms or channel bouquets with immediate effect. The BRC will in turn notify the Research Company.

Official Channel List

The official list is used to instruct TAMS data bureaus on the following:

1.13   To either suppress a channel (while its sample is being monitored) or to report a channel.

1.14   To report viewing data.

1.15   To report event data.

1.16   To report the TV channel to either all or restricted data users.

1.17   The Official Reporting Channel List will be updated by the research company on a weekly basis.

1.18   The software bureaus will be required to adhere to this policy and configure their channel lists accordingly.

Releasing of Event Data (Program and Spot Data)

1.19   If a broadcaster requires channel event data, it must provide the Research Company with daily post transmission broadcast logs and advertising rate cards (including program information) where applicable.

1.20   The daily post transmission broadcast logs are required by the Research Company in a specific format (available from the research company on request)

1.21   The required delivery time of the daily post transmission broadcast logs is also available from the Research Company on request.

Channel Names Changes

1.22   The Broadcaster is required to communicate name changes to the BRC and the research company.

1.23   TV Channel name changes are captured on the Official Channel List and are used for updating the software bureaus.

Broadcast Platforms Structure for Total Broadcast Share
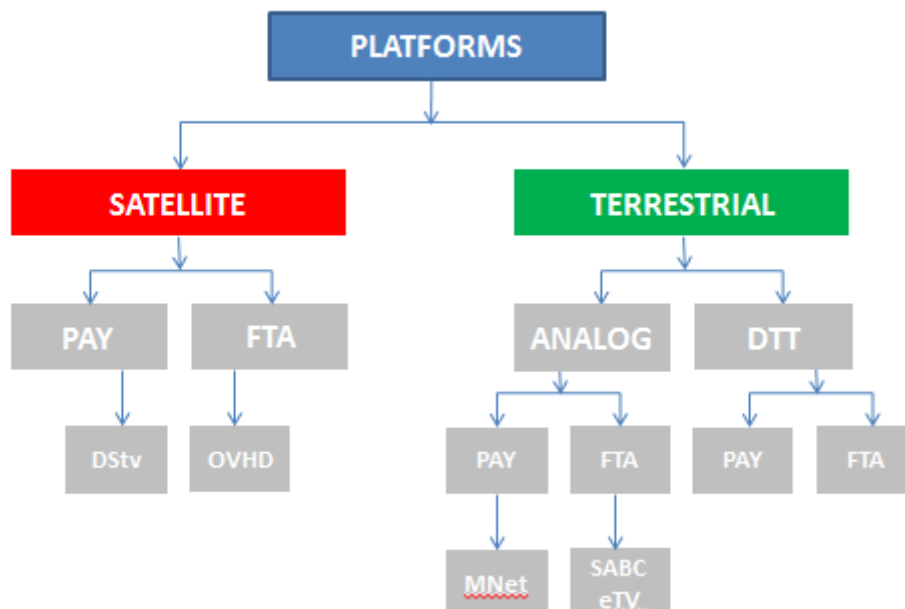
New Platforms

1.24   Monitoring and reporting of new broadcast platforms requires a three-month lead time for the Research Company and the software bureaus to set up measurement and reporting

1.25   A new broadcast platform can be included once it has achieved 5% penetration in audiences as a natural occurrence on the BRC TAMS panel.

Short form programmes

1.26   Entries in the log that have an event type as Prog (programme) but are less than 3 minutes in duration are captured as fillers. If a broadcaster would like these to be captured with a specific programme name, they are required to make a special request to the BRC who will then instruct NLSN to do so. One week's notice is required in most cases.

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