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# TAM UNIVERSE UPDATE 2014A TO 2014B



**brc**

THE BROADCAST  
RESEARCH COUNCIL  
OF SOUTH AFRICA

JULY 2015



# BACKGROUND



- The TAM Universe is updated at regular intervals to correspond with the latest household and population figures of the All Media and Products Survey (AMPS).
- The next Universe update is scheduled for the 31 August 2015, where the TAM Universe will be updated from the AMPS 2014A to the AMPS 2014B Universe.
- The last TAM Universe update occurred on the 2nd February 2015.



# REVIEW OF POPULATION CHANGES



- The TAM Household Universe (defined as the Meter Universe in AMPS) increases substantially by 2.2% (288 398 households), and the Individual Universe grows by 3.1% (1 353 453 individuals).
- With over 1.3 Million additional viewers in the 2014B TAM Universe, TVR 000's will increase.
- Overall , TVR %s remain relatively constant, with Children ages 4-14 years showing increases in both TVR 000's and TVR %'s.



# UNIVERSE COMPARISONS: AGES 4+



		CURRENT: 2014A	NEW: 2014B	% Difference	
<b>Gender</b>					
Males	POP	21 001 266	21 606 247	2.88%	↑
Females	POP	22 270 187	23 018 659	3.36%	↑
<b>TOTAL</b>	<b>POP</b>	<b>43 271 453</b>	<b>44 624 906</b>	<b>3.13%</b>	
<b>Province</b>					
Western Cape	POP	5 358 634	5 379 583	0.39%	↑
Northern Cape	POP	989 314	970 823	-1.87%	↓
Free State	POP	2 282 641	2 368 186	3.75%	↑
Eastern Cape	POP	4 596 605	4 894 801	6.49%	↑
Kwazulu-Natal	POP	7 880 135	8 212 954	4.22%	↑
Mpumalanga	POP	3 431 714	3 408 249	-0.68%	↓
Limpopo	POP	4 359 727	4 600 704	5.53%	↑
Gauteng	POP	11 394 018	11 793 522	3.51%	↑
North-West	POP	2 978 666	2 996 087	0.58%	↑
<b>TOTAL</b>	<b>POP</b>	<b>43 271 453</b>	<b>44 624 906</b>	<b>3.13%</b>	↑

- There are 1.4 Million more female viewers in the 2014B TAM Universe, and the growth in the Female population is higher than in the Male population.
- Provinces with larger Rural populations (E.g. Eastern Cape, Kwazulu-Natal, and Limpopo) show significant growth, reflecting the overall growth of 7.4% within the Rural population.

*The growth or decline in population is expressed in percentages in the % Difference Column.*



# UNIVERSE COMPARISONS: AGES 4+



		CURRENT: 2014A	NEW: 2014B	% Difference	
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## LSM Group

		CURRENT: 2014A	NEW: 2014B	% Difference	
LSM 1 -4	POP	7 096 426	7 405 312	4.35%	↑
LSM 5	POP	7 545 978	7 332 238	-2.83%	↓
LSM 6	POP	11 268 949	11 592 270	2.87%	↑
LSM 7	POP	5 973 602	6 380 326	6.81%	↑
LSM 8	POP	4 140 441	4 120 735	-0.48%	↓
LSM 9	POP	4 453 012	4 771 077	7.14%	↑
LSM 10	POP	2 793 046	3 022 950	8.23%	↑
<b>TOTAL</b>	<b>POP</b>	<b>43 271 453</b>	<b>44 624 906</b>	<b>3.13%</b>	

- Corresponding with the growth in the rural populations, LSM 1 -4 increases.
- LSM 6 is the largest LSM population and grows by 2.9%.
- Notable growth occurs in the LSM 9 – 10.

## Access to Star Sat

		CURRENT: 2014A	NEW: 2014B	% Difference	
Non Star Sat	POP	42 892 920	44 323 658	3.34%	↑
Star Sat	POP	378 533	301 249	-20.42%	↓
<b>TOTAL</b>	<b>POP</b>	<b>43 271 453</b>	<b>44 624 906</b>	<b>3.13%</b>	

- Access to Star Sat continues to decline.

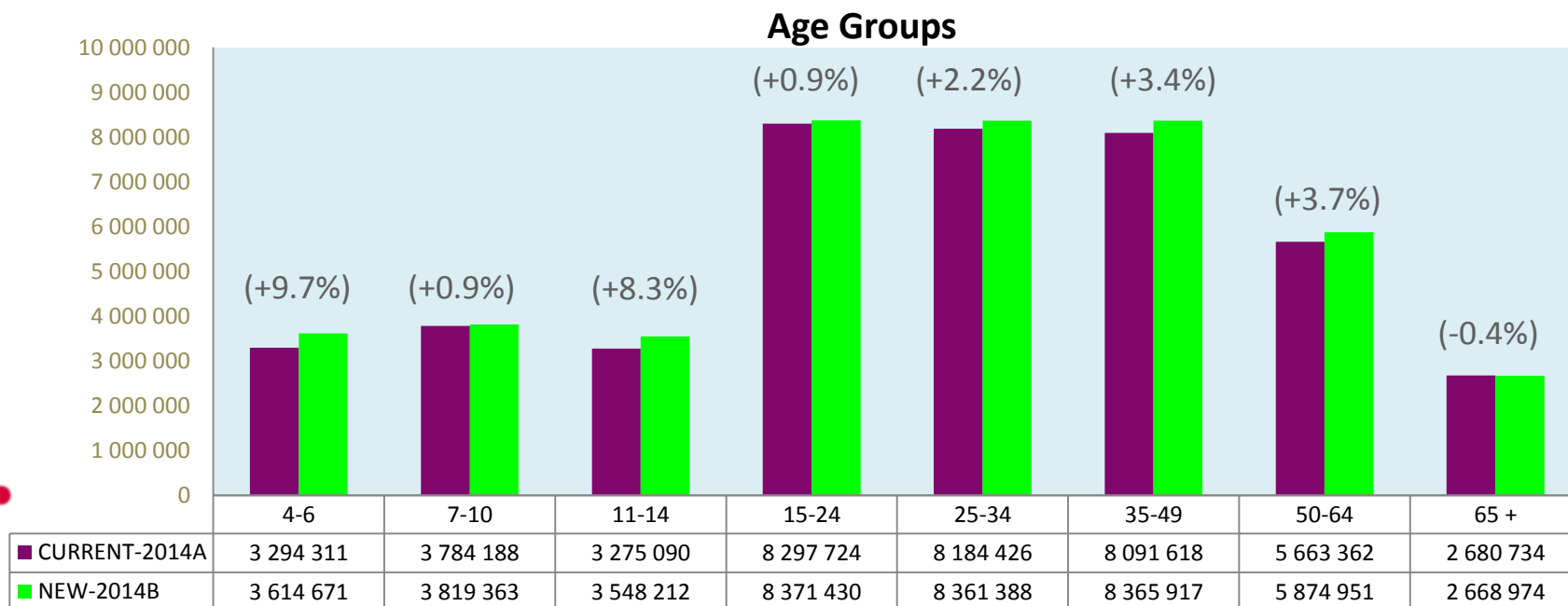
*The growth or decline in population is expressed in percentages in the % Difference Column .*



# UNIVERSE COMPARISONS: AGES 4+



- Overall, there are 10 982 246 Children (Ages 4 to 14) and 33 642 660 Adults (Ages 15+) in the 2014B Universe.
- In total, the Children's Universe has grown by 6%; Adults has increased by 2.2%.



*The growth or decline in population is expressed in percentages in brackets.*

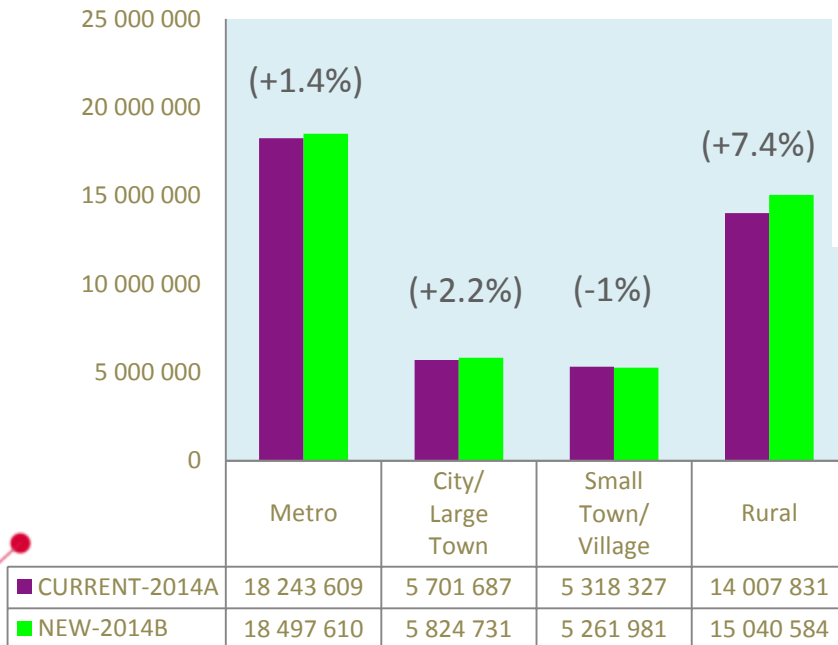


# UNIVERSE COMPARISONS: AGES 4+

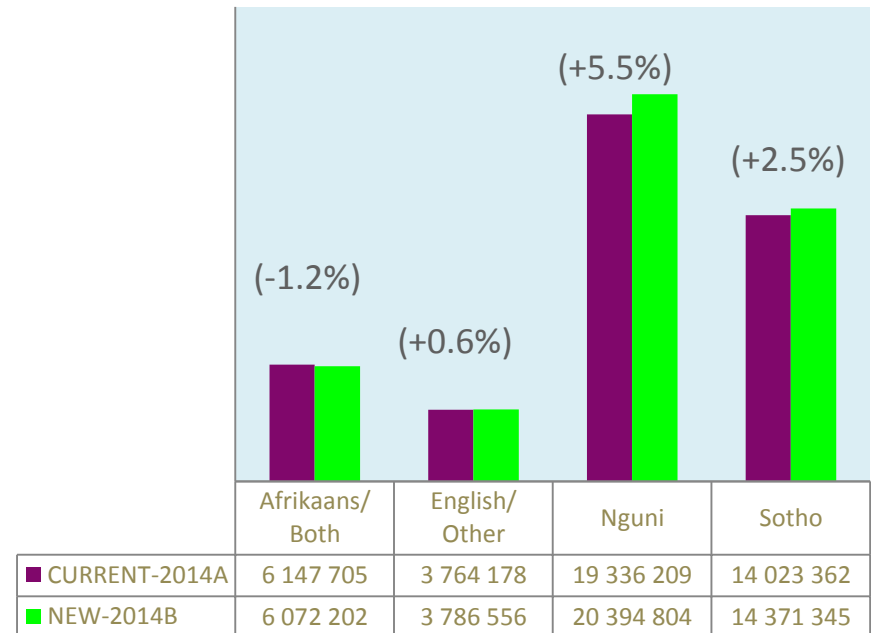


- Almost 18.5 Million viewers reside in the Metropolitan areas, the largest Community Size.
- However, Rural populations have shown significant growth over the last 2 Universe updates.
- The language groups which are categorized under the Nguni home language continue to show increases.

### Community Size



### Home Language



*The growth or decline in population is expressed in percentages in brackets.*

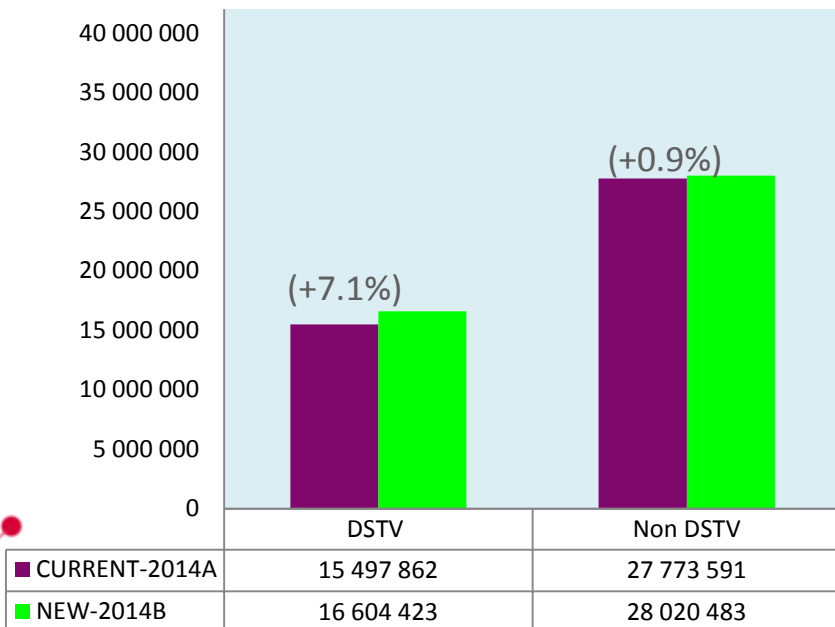


# UNIVERSE COMPARISONS: AGES 4+

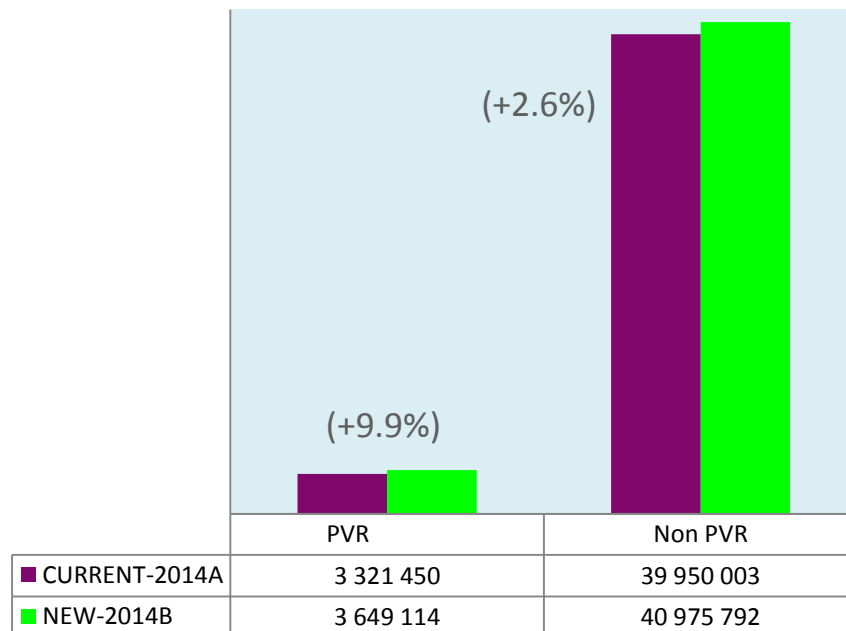


- The DSTV Universe continues to grow, and access to PVR has increased by almost 10%.
- September DSTV subscriber figures are used for the 2014B Universe update.

## Access to DSTV



## Access to PVR



*The growth or decline in population is expressed in percentages in brackets.*





# METHODOLOGY AND WEIGHTING EFF



## Methodology

- Test data based on the new Universe (AMPS 2014B) is compared to the current live data (AMPS 2014A).
- The test period covers the 4<sup>th</sup> May to 17<sup>th</sup> May; which is two full weeks, Monday to Sunday.
- Two day parts are examined: Full day: 6h00 – 23h00 and Prime time: 17h00 – 23h00.
- Tests include several target markets.

## Weighting Efficiencies

- The average Weighting Efficiency for Individuals drops from 80.4% to 78.2 %, which is still well above global standards.
- The average HH Weighting Efficiency drops from 64% to 62.5%. Work to improve this efficiency will be conducted with the TAMS external auditor in the second half of 2015.

# INDIVIDUAL WEIGHTING EFF

INDIVIDUAL RIM					
Date	Environment	Min	AVG Factor	Max	Efficiency Index
04-May	Live	1025.3	4372.2	19861.3	81.65
	Test	760.7	4508.9	22768.3	79.42
05-May	Live	980.6	4325.4	18064.1	81.58
	Test	721	4460.7	24550.2	79.21
06-May	Live	1011.9	4397.5	19668	80.89
	Test	751.5	4535.1	24093	78.39
07-May	Live	1023	4377	20540.1	79.47
	Test	761.3	4513.9	24732.5	77.21
08-May	Live	1007.5	4322.4	17737.6	80.88
	Test	745.1	4457.6	25737.2	78.66
09-May	Live	1013.5	4378.8	19400.6	80.42
	Test	743.4	4515.8	25978	78.22
10-May	Live	965.9	4423.1	22083.2	79.5
	Test	705.8	4561.5	28917.1	77.08

# HOUSEHOLD WEIGHTING EFF

HOUSEHOLD RIM					
Date	Environment	Min	AVG Factor	Max	Efficiency Index
04-May	Live	913.2	5563.5	31450.6	65.08
	Test	788.9	5686.7	33381.3	63.71
05-May	Live	894.9	5537.5	32372	64.42
	Test	743.7	5660.1	34255.4	62.97
06-May	Live	937.4	5618.7	32137.2	64.28
	Test	789.1	5743.1	34051.2	62.72
07-May	Live	943.1	5597	33665.9	63.57
	Test	794.3	5720.9	35621.9	62.06
08-May	Live	902.7	5539.9	32311.8	63.88
	Test	758.2	5662.5	34285	62.39
09-May	Live	887.2	5611.5	32331.2	64.05
	Test	737.7	5735.7	34234.9	62.58
10-May	Live	898.8	5628.4	33229.4	64.64
	Test	744.4	5753	35216.8	63.02



# TOTAL TV – VIEWING TESTS



## TVR Numbers (TVR 000's)

- As expected, the **shape of day** viewing tests for Total Individuals, shows an increase in TVR numbers (thousands) especially during prime-time, with viewing up by almost 3% per average TVR (274 261 additional viewers per average minute in prime-time).
- Notable growth in TVR numbers can be seen particularly in Children's viewing.
- Increases in viewing numbers also occur in LSM 8 -10, as well as viewers who have access to DSTV.
- Viewing in thousands, for those viewers who do not have access to Pay TV, remain stable.

## TVR Percentages (TVR %'s)

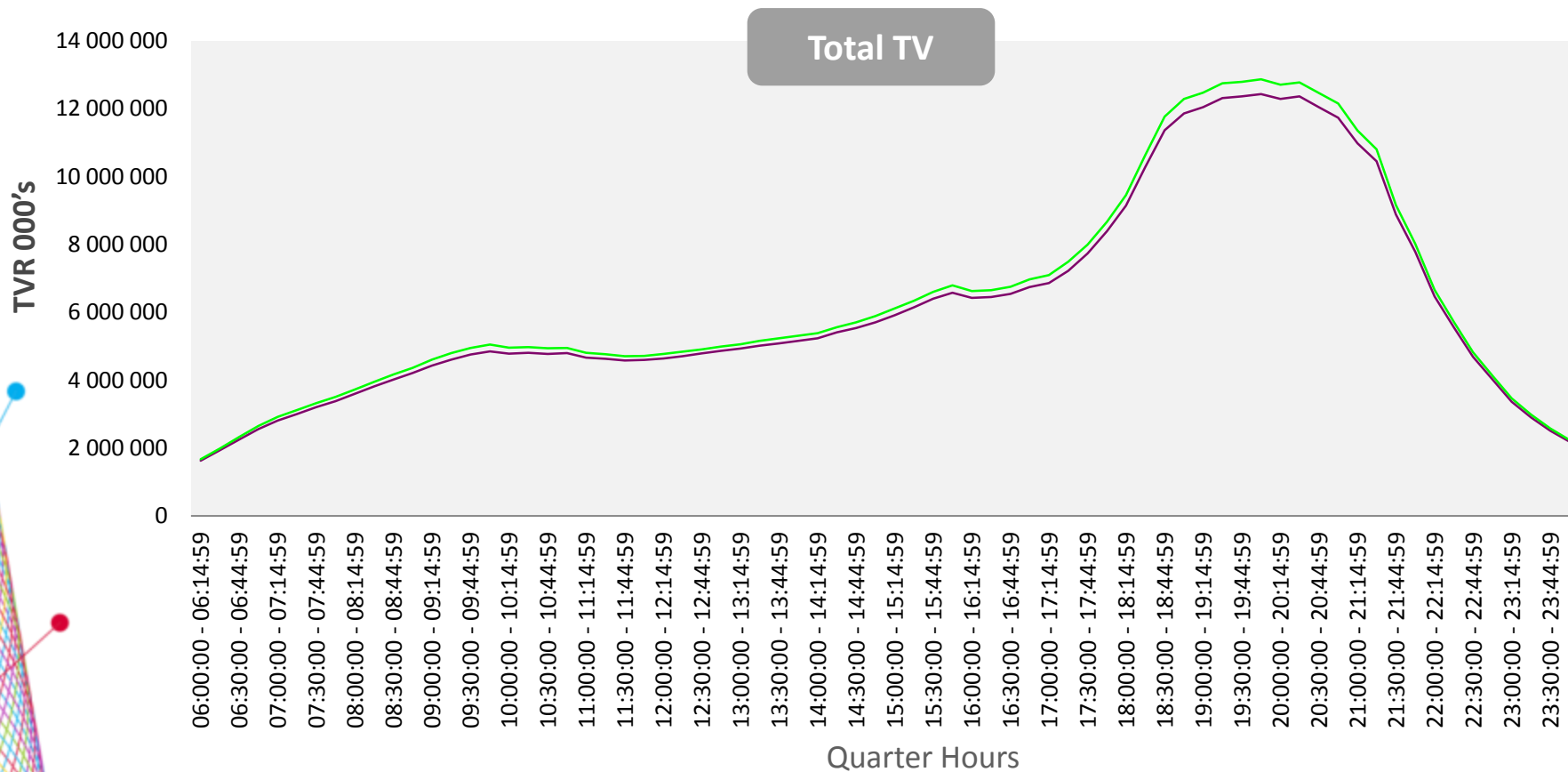
- Viewing levels based on TVR%'s remain constant for all target groups, when the new 2014B Universe is applied.



# SHAPE OF DAY VIEWING TEST – TVR'S



TOTAL TV, Total Individuals Ages 4+, 6h00 to 24h00



CURRENT – 2014A

NEW – 2014B



TAM Universe Update



# VIEWING TESTS – BY TARGET MARKET



## TOTAL TV, Various Target Markets, Full-Day and Prime -Time

CURRENT 2014A			NEW 2014B		Diff #		Diff %		
Live + VOSDAL	TOTAL TV		TOTAL TV		Diff #	Diff #	Diff %	Diff %	
Target Group	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	
TVR #	Total Indv (incl guests)	6 387 345	9 556 955	6 566 785	9 831 216	179 440	274 261	2.8%	2.9%
	Adults Age 15+	5 171 474	7 633 106	5 261 577	7 754 221	90 103	121 115	1.7%	1.6%
	Kids Age 4-14	1 215 871	1 923 849	1 305 208	2 076 995	89 337	153 146	7.3%	8.0%
	Adults LSM 1 - 4	632 415	958 708	633 802	960 411	1 387	1 703	0.2%	0.2%
	Adults: LSM 5-7	3 000 845	4 341 623	3 037 626	4 388 905	36 781	47 282	1.2%	1.1%
	Adults: LSM 8-10	1 538 214	2 332 775	1 590 149	2 404 905	51 935	72 130	3.4%	3.1%
	Adults: FTA	2 995 673	4 543 700	2 987 502	4 526 449	-8 171	-17 251	-0.3%	-0.4%
	Adults: DSTV	2 175 801	3 089 406	2 274 075	3 227 772	98 274	138 366	4.5%	4.5%
TVR %	Total Indv (incl guests)	14.76	22.09	14.72	22.03	0.0	-0.1	-0.3%	-0.3%
	Adults Age 15+	15.71	23.19	15.64	23.05	-0.1	-0.1	-0.4%	-0.6%
	Kids Age 4-14	11.74	18.58	11.88	18.91	0.1	0.3	1.2%	1.8%
	Adults LSM 1 - 4	12.56	19.05	12.44	18.85	-0.1	-0.2	-1.0%	-1.0%
	Adults: LSM 5-7	16.01	23.17	15.92	23.00	-0.1	-0.2	-0.6%	-0.7%
	Adults: LSM 8-10	16.82	25.51	16.80	25.40	0.0	-0.1	-0.1%	-0.4%
	Adults: FTA	14.27	21.64	14.22	21.55	0.0	-0.1	-0.4%	-0.4%
	Adults: DSTV	18.25	25.91	17.99	25.54	-0.3	-0.4	-1.4%	-1.4%



# SABC 1 – VIEWING TESTS



## TVR Numbers (TVR 000's)

- For SABC 1, the **shape of day** viewing tests for Total Individuals also show increases.
- During prime-time, an increase of 88 733 viewers per average minute is seen in the viewership as a result of the population increases in the 2014B Universe update. There are 23 698 additional Adults, and 65 034 more Children, per average minute.
- Interestingly, the growth in viewing numbers is partly driven by LSM 8-10, and also particularly by viewers who have access to DSTV. DSTV subscribers add 37 144 viewers per average minute during prime-time.

## TVR Percentages (TVR %'s)

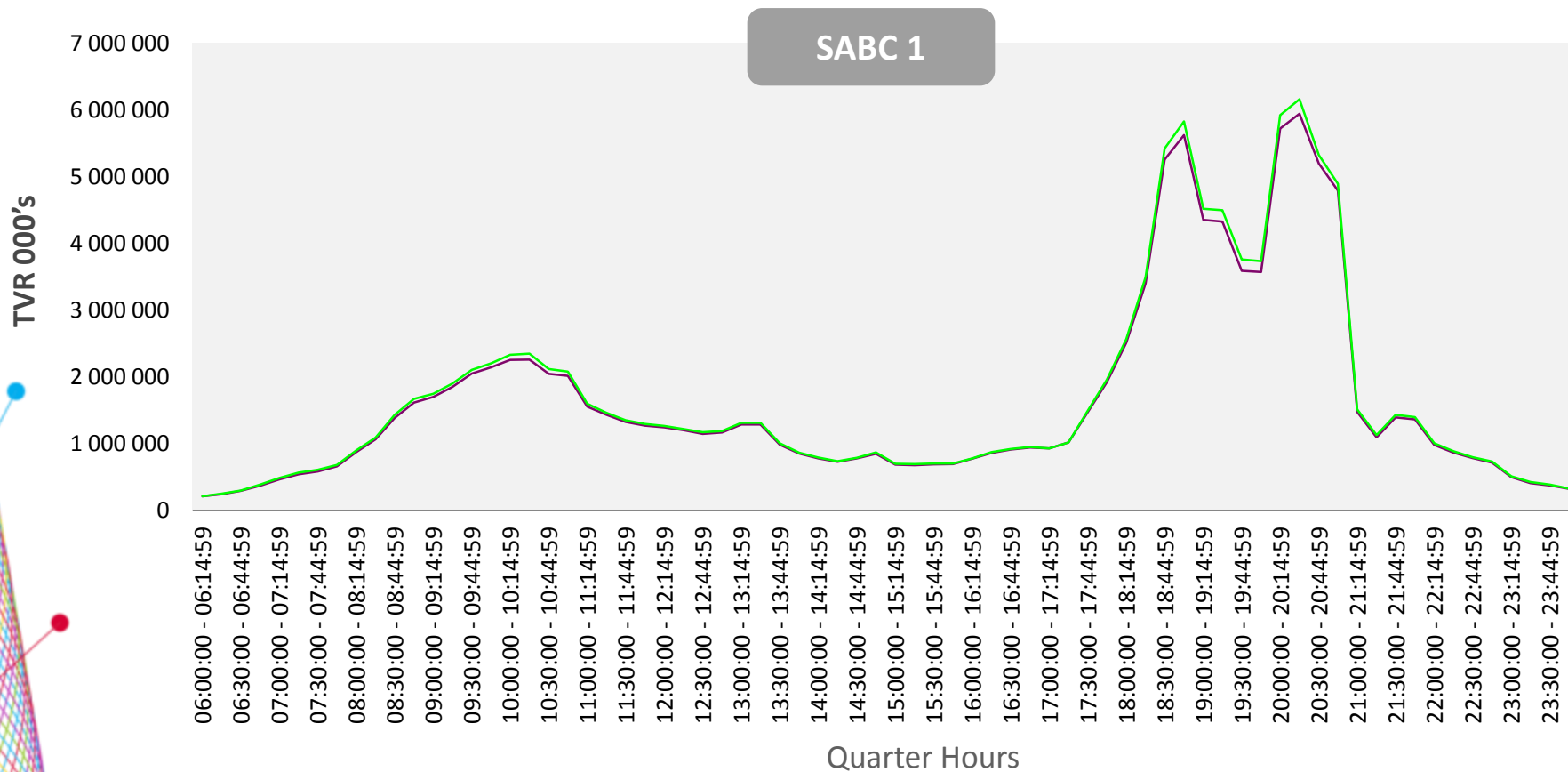
- As is the case with Total TV, viewing levels for SABC 1 TVR%'s remain steady with the new Universe update.



# SHAPE OF DAY VIEWING TEST – TVR'S



## SABC 1, Total Individuals Ages 4+, 6h00 to 24h00



**CURRENT - 2014A**

**NEW - 2014B**



TAM Universe Update





# VIEWING TESTS – BY TARGET MARKET



## SABC 1, Various Target Markets, Full-Day and Prime -Time

CURRENT 2014A			NEW 2014B		Diff #		Diff %		
Live + VOSDAL	SABC 1		SABC 1		Diff #	Diff #	Diff %	Diff %	
Target Group	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	
TVR #	Total Indv (incl guests)	1 722 755	2 847 307	1 772 701	2 936 040	49 946	88 733	2.9%	3.1%
	Adults Age 15+	1 379 270	2 198 720	1 399 788	2 222 418	20 518	23 698	1.5%	1.1%
	Kids Age 4-14	343 485	648 588	372 912	713 622	29 427	65 034	8.6%	10.0%
	Adults LSM 1 - 4	318 193	513 530	320 415	516 602	2 222	3 072	0.7%	0.6%
	Adults: LSM 5-7	909 905	1 445 085	921 586	1 455 443	11 681	10 358	1.3%	0.7%
	Adults: LSM 8-10	151 173	240 104	157 787	250 373	6 614	10 269	4.4%	4.3%
	Adults: FTA	1 131 757	1 765 529	1 131 787	1 752 082	30	-13 447	0.0%	-0.8%
	Adults: DSTV	247 514	433 191	268 001	470 335	20 487	37 144	8.3%	8.6%
TVR %	Total Indv (incl guests)	3.98	6.58	3.97	6.58	0.0	0.0	-0.3%	0.0%
	Adults Age 15+	4.19	6.68	4.16	6.61	0.0	-0.1	-0.7%	-1.0%
	Kids Age 4-14	3.32	6.26	3.40	6.50	0.1	0.2	2.4%	3.8%
	Adults LSM 1 - 4	6.32	10.20	6.29	10.14	0.0	-0.1	-0.5%	-0.6%
	Adults: LSM 5-7	4.86	7.71	4.83	7.63	0.0	-0.1	-0.6%	-1.0%
	Adults: LSM 8-10	1.65	2.63	1.67	2.64	0.0	0.0	1.2%	0.4%
	Adults: FTA	5.39	8.41	5.39	8.34	0.0	-0.1	0.0%	-0.8%
	Adults: DSTV	2.08	3.63	2.12	3.72	0.0	0.1	1.9%	2.5%



# SABC 2 – VIEWING TESTS



## TVR Numbers (TVR 000's)

- For SABC 2, the **shape of day** viewing tests, in thousands, for Total Individuals again show increases, especially during the prime-time slot.
- Viewing comparisons for prime-time show that viewing for SABC 2 increases by 53 231 viewers overall. Again viewing for Children show bigger increases than that for Adults.
- As is the case with SABC 1, the growth in viewing numbers is being driven by the higher LSM groups and viewers who have access to DSTV.

## TVR Percentages (TVR %'s)

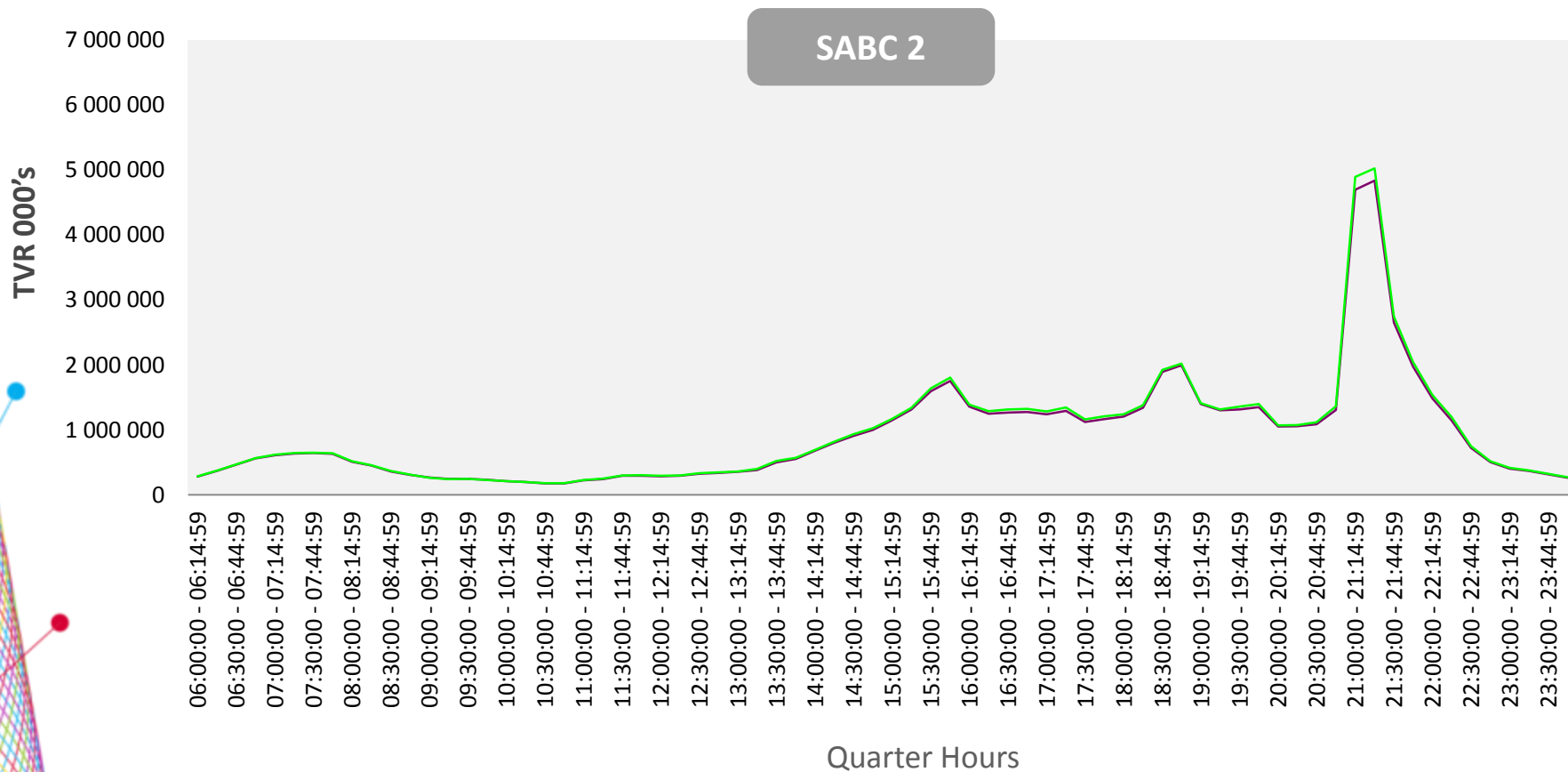
- Again, viewing levels in TVR%'s are stable with the Universe update.



# SHAPE OF DAY VIEWING TEST – TVR'S



## SABC 2, Total Individuals Ages 4+, 6h00 to 24h00



**CURRENT - 2014A**

**NEW - 2014B**



TAM Universe Update



# VIEWING TESTS – BY TARGET MARKET



## SABC 2, Various Target Markets, Full-Day and Prime -Time

CURRENT 2014A			NEW 2014B		Diff #		Diff %		
Live + VOSDAL	SABC 2		SABC 2		Diff #	Diff #	Diff %	Diff %	
Target Group	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	
TVR #	Total Indv (incl guests)	958 693	1 630 320	985 811	1 683 551	27 118	53 231	2.8%	3.3%
	Adults Age 15+	769 402	1 287 423	780 175	1 308 056	10 773	20 633	1.4%	1.6%
	Kids Age 4-14	189 292	342 897	205 636	375 494	16 344	32 597	8.6%	9.5%
	Adults LSM 1 - 4	118 553	186 667	117 882	183 054	-671	-3 613	-0.6%	-1.9%
	Adults: LSM 5-7	487 928	803 154	493 225	815 324	5 297	12 170	1.1%	1.5%
	Adults: LSM 8-10	162 921	297 602	169 068	309 679	6 147	12 077	3.8%	4.1%
	Adults: FTA	614 380	1 001 671	614 373	1 001 112	-7	-559	0.0%	-0.1%
	Adults: DSTV	155 021	285 751	165 802	306 944	10 781	21 193	7.0%	7.4%
TVR %	Total Indv (incl guests)	2.22	3.77	2.21	3.77	0.0	0.0	-0.5%	0.0%
	Adults Age 15+	2.34	3.91	2.32	3.89	0.0	0.0	-0.9%	-0.5%
	Kids Age 4-14	1.83	3.31	1.87	3.42	0.0	0.1	2.2%	3.3%
	Adults LSM 1 - 4	2.36	3.71	2.31	3.59	0.0	-0.1	-2.1%	-3.2%
	Adults: LSM 5-7	2.60	4.29	2.59	4.27	0.0	0.0	-0.4%	-0.5%
	Adults: LSM 8-10	1.78	3.25	1.79	3.27	0.0	0.0	0.6%	0.6%
	Adults: FTA	2.93	4.77	2.93	4.77	0.0	0.0	0.0%	0.0%
	Adults: DSTV	1.30	2.40	1.31	2.43	0.0	0.0	0.8%	1.3%



# SABC 3 – VIEWING TESTS



## TVR Numbers (TVR 000's)

- Compared to Total TV and the other SABC Channels, the **shape of day** viewing tests for SABC 3 show smaller increases, but increases nonetheless. Viewing for prime-time display increases of just over 8 000 viewers.
- Viewers who have access to DSTV bring an additional 4 792 viewers to SABC 3 during prime-time in an average minute.

## TVR Percentages (TVR %'s)

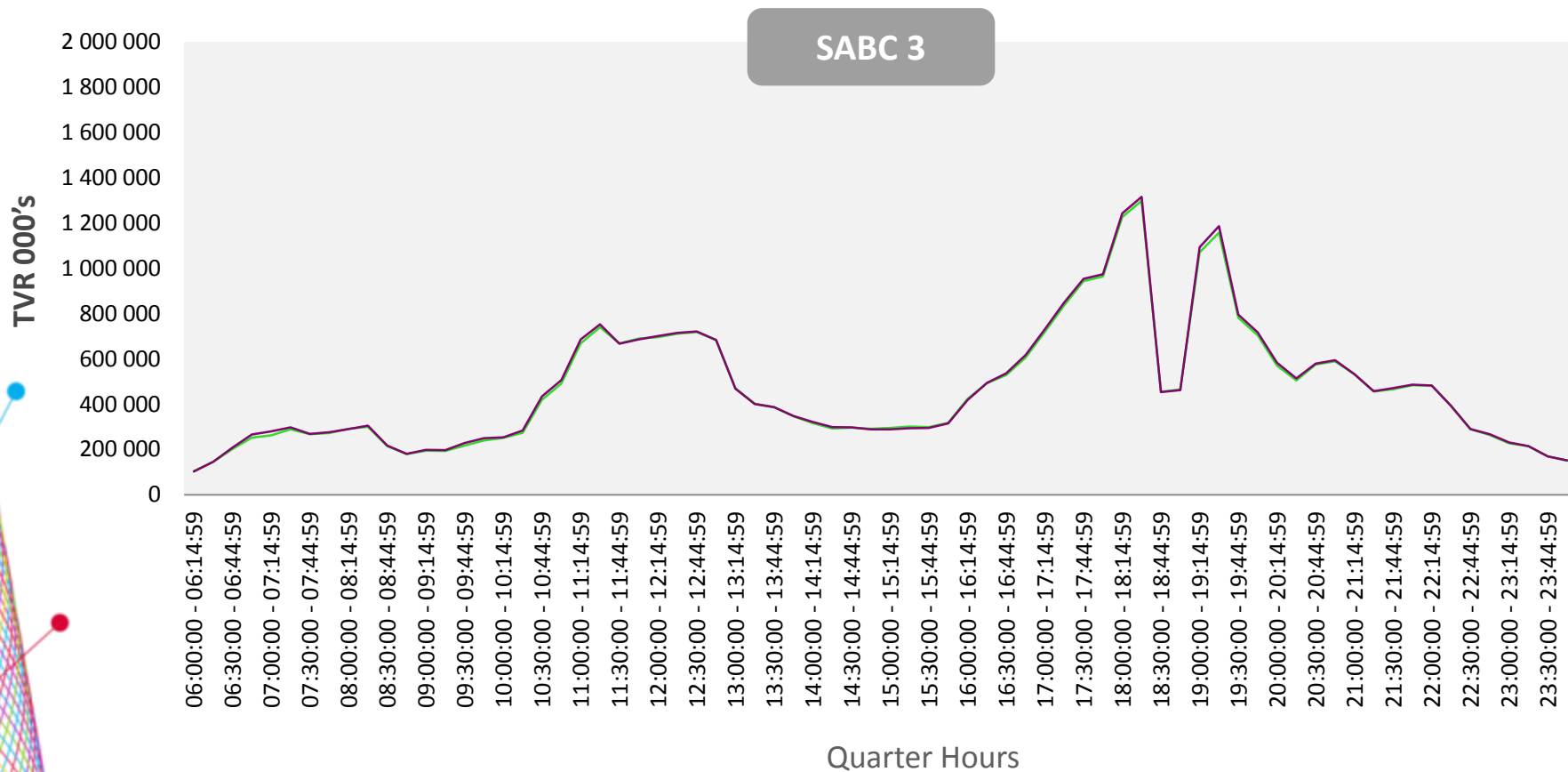
- TVR % viewing levels are generally stable with the Universe update, with potential declines in children's viewing.



# SHAPE OF DAY VIEWING TEST – TVR'S



## SABC 3, Total Individuals Ages 4+, 6h00 to 24h00



CURRENT - 2014A

NEW - 2014B



### TAM Universe Update



# VIEWING TESTS – BY TARGET MARKET



## SABC 3, Various Target Markets, Full-Day and Prime -Time

		CURRENT 2014A		NEW 2014B					
		Live + VOSDAL		SABC 3					
		SABC 3		SABC 3					
		Target Group		Target Group		Diff #		Diff %	
		06:00 - 22:59		17:00 - 22:59		06:00 - 22:59		17:00 - 22:59	
		06:00 - 22:59		17:00 - 22:59		06:00 - 22:59		17:00 - 22:59	
TVR #	Total Indv (incl guests)	484 354	676 514	489 944	684 792	5 590	8 278	1.2%	1.2%
	Adults Age 15+	412 855	580 364	416 522	587 246	3 667	6 882	0.9%	1.2%
	Kids Age 4-14	71 499	96 150	73 422	97 545	1 923	1 395	2.7%	1.5%
	Adults LSM 1 - 4	32 445	37 177	32 591	36 564	146	-613	0.4%	-1.6%
	Adults: LSM 5-7	242 376	311 988	242 048	312 996	-328	1 008	-0.1%	0.3%
	Adults: LSM 8-10	138 034	231 199	141 883	237 686	3 849	6 487	2.8%	2.8%
	Adults: FTA	350 659	483 833	351 131	485 923	472	2 090	0.1%	0.4%
	Adults: DSTV	62 196	96 531	65 391	101 323	3 195	4 792	5.1%	5.0%
TVR %	Total Indv (incl guests)	1.12	1.56	1.10	1.53	0.0	0.0	-1.8%	-1.9%
	Adults Age 15+	1.25	1.76	1.24	1.75	0.0	0.0	-0.8%	-0.6%
	Kids Age 4-14	0.69	0.93	0.67	0.89	0.0	0.0	-2.9%	-4.3%
	Adults LSM 1 - 4	0.64	0.74	0.64	0.72	0.0	0.0	0.0%	-2.7%
	Adults: LSM 5-7	1.29	1.66	1.27	1.64	0.0	0.0	-1.6%	-1.2%
	Adults: LSM 8-10	1.51	2.53	1.50	2.51	0.0	0.0	-0.7%	-0.8%
	Adults: FTA	1.67	2.30	1.67	2.31	0.0	0.0	0.0%	0.4%
	Adults: DSTV	0.52	0.81	0.52	0.80	0.0	0.0	0.0%	-1.2%



# ETV – VIEWING TESTS



## TVR Numbers (TVR 000's)

- The **shape of day** viewing tests for eTV, Total Individuals, increase. Children's viewing is the biggest driver behind the growth in viewing levels, with 13 660 Children per average minute during prime-time. For Adults, 9 477 additional viewers come through in the prime-time slot, due to the changes in the 2014B Universe.
- Viewers who have access to DSTV bring an additional 15 609 viewers to ETV during prime-time in an average minute.

## TVR Percentages (TVR %'s)

- TVR % viewing levels are generally stable with the Universe update.

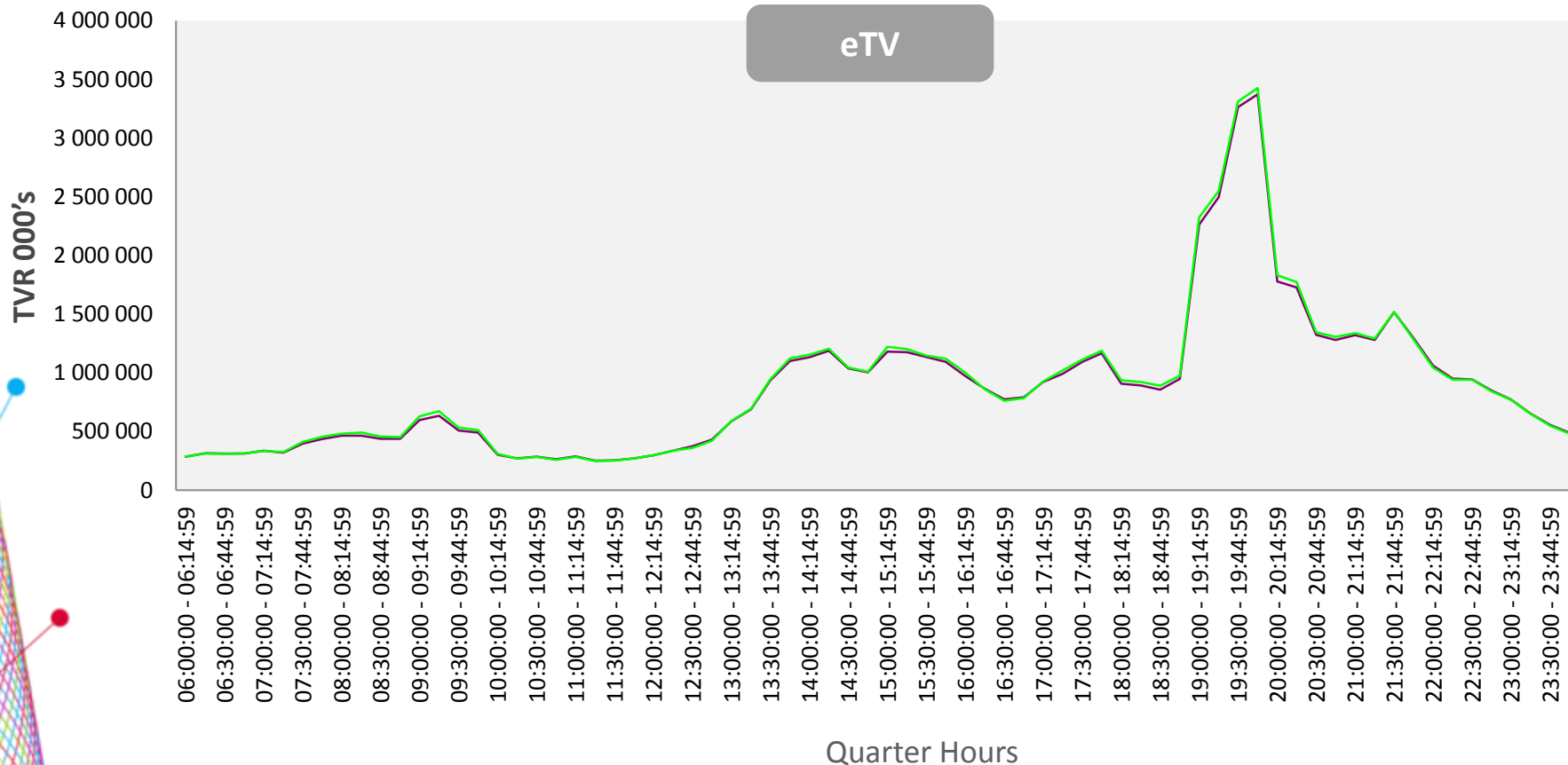




# SHAPE OF DAY VIEWING TEST – TVR'S



ETV, Total Individuals Ages 4+, 6h00 to 24h00



**CURRENT - 2014A**

**NEW - 2014B**



TAM Universe Update



# VIEWING TESTS – BY TARGET MARKET



ETV, Various Target Markets, Full-Day and Prime -Time

CURRENT 2014A			NEW 2014B		Diff #		Diff %		
Live + VOSDAL	ETV		ETV		Diff #	Diff #	Diff %	Diff %	
Target Group	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	
TVR #	Total Indv (incl guests)	891 028	1 438 274	905 153	1 461 411	14 125	23 137	1.6%	1.6%
	Adults Age 15+	698 852	1 129 954	704 128	1 139 431	5 276	9 477	0.8%	0.8%
	Kids Age 4-14	192 176	308 320	201 025	321 980	8 849	13 660	4.6%	4.4%
	Adults LSM 1 - 4	101 321	152 220	100 861	152 863	-460	643	-0.5%	0.4%
	Adults: LSM 5-7	479 273	771 026	481 081	772 634	1 808	1 608	0.4%	0.2%
	Adults: LSM 8-10	118 258	206 707	122 186	213 933	3 928	7 226	3.3%	3.5%
	Adults: FTA	578 652	909 778	574 960	903 646	-3 692	-6 132	-0.6%	-0.7%
	Adults: DSTV	120 200	220 176	129 168	235 785	8 968	15 609	7.5%	7.1%
TVR %	Total Indv (incl guests)	2.06	3.32	2.03	3.27	0.0	0.0	-1.5%	-1.5%
	Adults Age 15+	2.12	3.43	2.09	3.39	0.0	0.0	-1.4%	-1.2%
	Kids Age 4-14	1.86	2.98	1.83	2.93	0.0	0.0	-1.6%	-1.7%
	Adults LSM 1 - 4	2.01	3.02	1.98	3.00	0.0	0.0	-1.5%	-0.7%
	Adults: LSM 5-7	2.56	4.11	2.52	4.05	0.0	-0.1	-1.6%	-1.5%
	Adults: LSM 8-10	1.29	2.26	1.29	2.26	0.0	0.0	0.0%	0.0%
	Adults: FTA	2.76	4.33	2.74	4.30	0.0	0.0	-0.7%	-0.7%
	Adults: DSTV	1.01	1.85	1.02	1.87	0.0	0.0	1.0%	1.1%



# DSTV TOTAL – VIEWING TESTS



## TVR Numbers (TVR 000's)

- With a 7% growth in DSTV penetration, the **shape of day** viewing tests for DSTV, show increases as expected.
- All target markets covered in the tests show increases. For Total Individuals, viewing increases during prime-time by 81 483 viewers. And for full day, 72 781 additional viewers can be seen per average minute.

## TVR Percentages (TVR %'s)

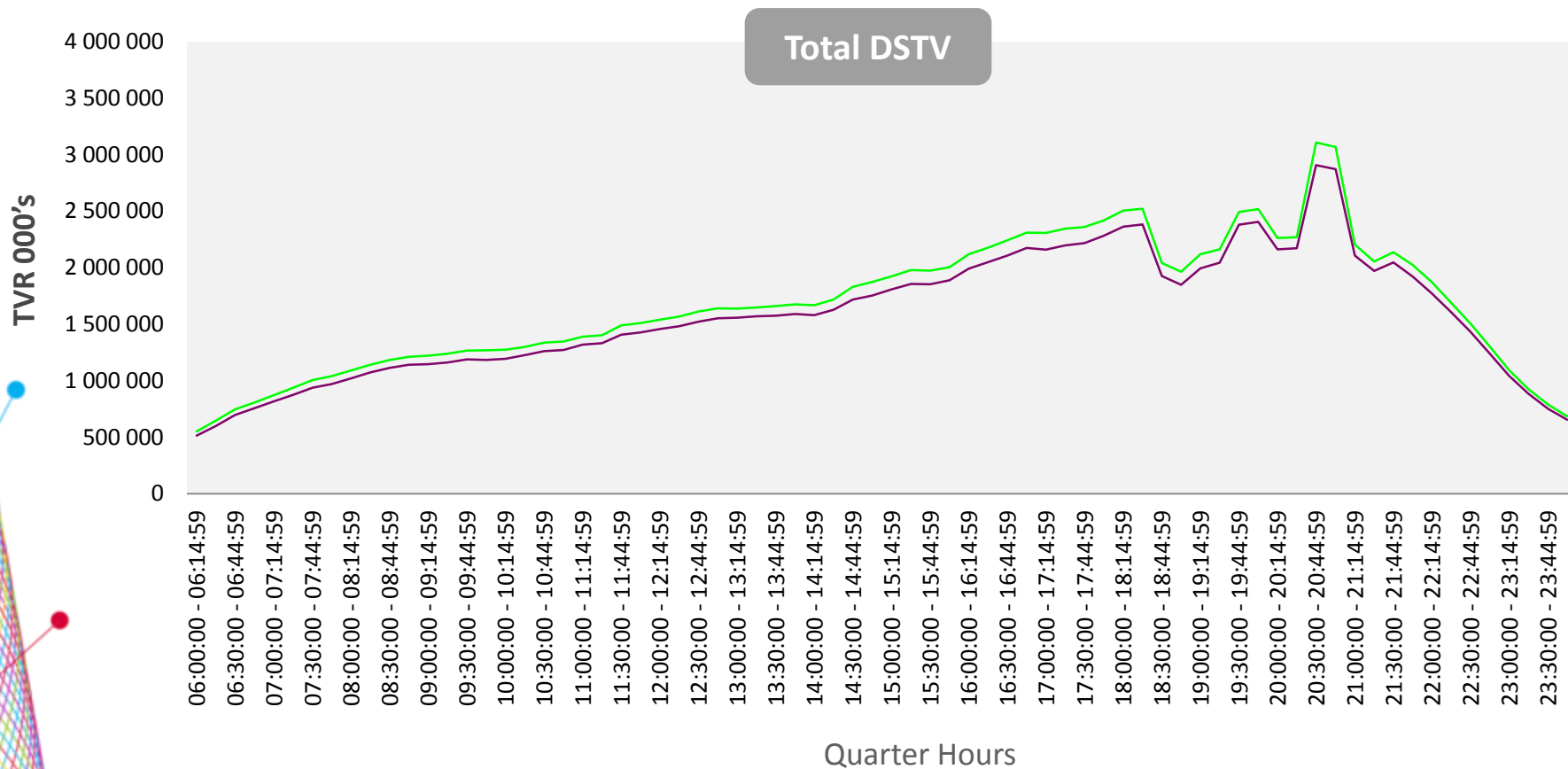
- TVR % viewing levels are generally stable when the new Universe is applied.
- Not all DStv channels will reflect the same levels of viewing in TVR%'s.
- Generally TVR % performance is stable with some growth coming through for the Mzansi group of channels and SuperSport 4.



# SHAPE OF DAY VIEWING TEST – TVR'S



TOTAL DSTV, Total Individuals Ages 4+, 6h00 to 24h00



CURRENT - 2014A

NEW - 2014B



TAM Universe Update



# VIEWING TESTS – BY TARGET MARKET



TOTAL DSTV, Various Target Markets, Full-Day and Prime -Time

		CURRENT 2014A		NEW 2014B						
		Live + VOSDAL	TOTAL DSTV	TOTAL DSTV		Diff #	Diff #	Diff %	Diff %	
		Target Group	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59	06:00 - 22:59	17:00 - 22:59
TVR #	Total Indv (incl guests)	1 628 033	2 099 441	1 700 814	2 180 924	72 781	81 483	4.5%	3.9%	
	Adults Age 15+	1 330 062	1 729 649	1 374 006	1 777 496	43 944	47 847	3.3%	2.8%	
	Kids Age 4-14	297 971	369 792	326 809	403 428	28 838	33 636	9.7%	9.1%	
	Adults: LSM 5-7	539 571	616 303	558 326	637 846	18 755	21 543	3.5%	3.5%	
	Adults: LSM 8-10	776 852	1 096 921	797 973	1 117 380	21 121	20 459	2.7%	1.9%	
	Adults: DSTV	1 316 836	1 713 648	1 360 626	1 760 171	43 790	46 523	3.3%	2.7%	
TVR %	Total Indv (incl guests)	3.76	4.85	3.81	4.89	0.1	0.0	1.3%	0.8%	
	Adults Age 15+	4.04	5.25	4.08	5.28	0.0	0.0	1.0%	0.6%	
	Kids Age 4-14	2.88	3.57	2.98	3.67	0.1	0.1	3.5%	2.8%	
	Adults: LSM 5-7	2.88	3.29	2.93	3.34	0.1	0.0	1.7%	1.5%	
	Adults: LSM 8-10	8.49	11.99	8.43	11.80	-0.1	-0.2	-0.7%	-1.6%	
	Adults: DSTV	11.05	14.37	10.76	13.93	-0.3	-0.4	-2.6%	-3.1%	



# CONCLUSION



- There is a substantial increase of the Individual Universe by 3.1 % (1 353 453 individuals).
- With over 1.3 Million additional viewers in the 2014B TAM Universe, TVR 000's increase as expected.
- Overall viewing levels in TVR%'s remain stable.