

TAMS UNIVERSE UPDATE 2014B TO 2015A

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 April 2016, where the TAM Universe will be updated from the AMPS 2014B to the AMPS 2015A Universe.
- The last TAM Universe update occurred on the 31st August 2015.

REVIEW OF POPULATION CHANGES FOR THE 2015A 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.

Households

- The TAM Household Universe increases slightly by 0.8% (104,384 Households), and the Individuals Universe declines slightly by -0.8% (-358,656 Individuals), indicating smaller household sizes.
- In particular, there has been an increase in the number of households with 3 household members, while the number of households with more than 3 members has decreased slightly. Overall, this results in a slight decline in the average number of household members per home.

	2015A NEW UNIVERSE	2014B CURRENT UNIVERSE	DIFFERENCE #	DIFFERENCE %
TOTAL HOUSEHOLDS	13,422,570	13,318,186	104,384	0.8%
TOTAL INDIVIDUALS	44,266,250	44,624,906	-358,656	-0.8%

Individuals (Ages 4+)

- In the Kids Universe (Ages 4 to 14 years), a decrease of – 3.8% (- 419, 953 Kids) is exhibited, with 11 to 14 year olds showing the most notable decrease.
- Most Adult age groups remain stable, except for a drop of – 5.1 % in the 50 to 64 year old age group. Conversely, a notable increase is seen in the Age 65 + group. This age group, however, is a larger age category, with no upper limit.

TOTAL INDIVIDUALS	2015A Individuals AGES 4+ yrs NEW UNIVERSE	2014B Individuals AGES 4+ yrs CURRENT UNIVERSE	DIFFERENCE #	DIFFERENCE %
Age 04 - 06	3,504,455	3,614,671	-110,216	-3.0%
Age 07 - 10	3,836,180	3,819,363	16,817	0.4%
Age 11 - 14	3,221,656	3,548,212	-326,556	-9.2%
Age 15 - 24	8,378,243	8,371,430	6,813	0.1%
Age 25 - 34	8,347,237	8,361,388	-14,151	-0.2%
Age 35 - 49	8,326,074	8,365,917	-39,843	-0.5%
Age 50-64	5,576,786	5,874,951	-298,165	-5.1%
Age 65 +	3,075,619	2,668,974	406,645	15.2%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%
Afrikaans/Both	6,118,871	6,072,204	46,668	0.8%
English/Other	3,807,426	3,786,556	20,871	0.6%
Nguni	20,240,813	20,394,804	-153,991	-0.8%
Sotho	14,099,140	14,371,345	-272,205	-1.9%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%

- In recent Universe updates we have seen decreases in Rural populations, and growth in the numbers of Urban dwellers. In the 2015A Universe, Rural households stabilize, with only a slight decrease of individuals, again indicating a change in the distribution of household size.
- Growth of City/Large Town Urban dwellers continues, in line with the trend seen in recent Universe Updates.
- Both Eastern Cape and Limpopo Universes decline by almost 6% (larger Rural populations), and Mpumalanga dwellers increase by 5.4%, mirroring the Universe changes in Community Size.

TOTAL INDIVIDUALS	2015A Individuals AGES 4+ yrs NEW UNIVERSE	2014B Individuals AGES 4+ yrs CURRENT UNIVERSE	DIFFERENCE #	DIFFERENCE %
Total Males	21,392,085	21,606,247	-214,163	-1.0%
Total Females	22,874,166	23,018,659	-144,494	-0.6%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%
Metro	18,461,456	18,497,610	-36,154	-0.2%
C/LT	5,989,599	5,824,731	164,868	2.8%
ST/V	5,248,836	5,261,981	-13,146	-0.2%
Rural	14,566,360	15,040,584	-474,224	-3.2%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%
Western Cape	5,494,028	5,379,583	114,445	2.1%
Northern Cape	960,647	970,823	-10,176	-1.0%
Free State	2,334,214	2,368,186	-33,972	-1.4%
Eastern Cape	4,608,048	4,894,801	-286,753	-5.9%
Kwazulu-Natal	8,327,549	8,212,954	114,595	1.4%
Mpumalanga	3,590,752	3,408,249	182,504	5.4%
Limpopo	4,327,811	4,600,704	-272,893	-5.9%
Gauteng	11,718,507	11,793,523	-75,016	-0.6%
North-West	2,904,697	2,996,088	-91,391	-3.1%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%

- There is a general regression in the LSM Groups with growth in the lower LSM groups and declines in the upper LSM Groups, reflecting the effects of the global economic crises.
- LSM 5 increases by almost 10% and LSM 6, the largest LSM group, declines significantly by - 9.1%.
- Since LSM 5 to 7 is a commonly traded target market, it should be noted that combined, LSM 5 to 7 shows a decline of – 1.2% (- 296,983 Individuals).

TOTAL INDIVIDUALS	2015A Individuals AGES 4+ yrs NEW UNIVERSE	2014B Individuals AGES 4+ yrs CURRENT UNIVERSE	DIFFERENCE #	DIFFERENCE %
LSM 1 -4	7,632,425	7,405,312	227,114	3.1%
LSM 5	8,061,483	7,332,238	729,245	9.9%
LSM 6	10,534,524	11,592,270	-1,057,746	-9.1%
LSM 7	6,411,843	6,380,326	31,518	0.5%
LSM 8	4,054,687	4,120,735	-66,048	-1.6%
LSM 9	4,601,582	4,771,077	-169,495	-3.6%
LSM 10	2,969,706	3,022,950	-53,244	-1.8%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%

- DSTV Universes are updated using audited DSTV subscriber figures, at the mid-point of the AMPS fieldwork period; March 2015.
- DSTV penetration continues to grow, particularly the lower tiers of the DSTV bouquet offering. Increases in people who have access to PVR continues in parallel.
- The StarSat Pay TV service shows a negative growth.

TOTAL INDIVIDUALS	2015A Individuals AGES 4+ yrs NEW UNIVERSE	2014B Individuals AGES 4+ yrs CURRENT UNIVERSE	DIFFERENCE #	DIFFERENCE %
Star Sat No	44,012,549	44,323,658	-311,109	-0.7%
Star Sat Yes	253,701	301,249	-47,548	-15.8%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%
DSTV SUBSCRIBER FIGURES				
DSTV	17,197,192	16,604,423	592,769	3.6%
NON DSTV	27,069,058	28,020,482	-951,425	-3.4%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%
DSTV SUBSCRIBER FIGURES				
PVR Yes	3,569,142	3,649,113	-79,971	-2.2%
PVR No	40,697,109	40,975,792	-278,683	-0.7%
TOTAL	44,266,250	44,624,906	-358,656	-0.8%

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 weighting efficiency for Individuals drops from 76.6% to 74.4% with the Universe update. A >70% weighting efficiency is recommended.
- The average Household weighting efficiency drops from 69% to 67.4%, which is an improvement on the household weighting efficiency (62.5%) seen with the last Universe update.

VIEWING TESTS

Methodology

- Test data based on the new Universe (AMPS 2015A) is compared to the current live data (AMPS 2014B).
- The test period covers the 2nd November to 15th November 2015; which is two full weeks, Monday to Sunday.
- Two day parts are examined: Full Day: 2h00 to 25h00 and Prime Time: 17h00 – 23h00.
- Tests include several target markets.

Total TV

- When the 2015A Universe is applied, the viewing for Total Individuals on Total TV remains stable.
- Viewing for most target markets show only slight variations.
- The most notable audience adjustments are seen for LSM 1 to 4 AMR #'s. However, viewing in AMR %'s for these groups are less noteworthy.

	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR #							
Total TV	Total Indv (incl guests)	5,766,904	10,840,196	5,770,288	10,814,047	3,384.0	-26,149.0	0.1%	-0.2%
Total TV	Adults Age 15+	4,559,428	8,474,399	4,607,351	8,543,143	47,923.0	68,744.0	1.1%	0.8%
Total TV	Kids Age 4-14	1,207,476	2,365,797	1,162,937	2,270,904	-44,539.0	-94,893.0	-3.7%	-4.0%
Total TV	Adults LSM 1-4	590,296	1,082,465	642,069	1,177,386	51,773.0	94,921.0	8.8%	8.8%
Total TV	Adults LSM 5-7	2,634,714	4,892,310	2,644,764	4,895,156	10,050.0	2,846.0	0.4%	0.1%
Total TV	Adults LSM 8-10	1,334,418	2,499,625	1,320,517	2,470,601	-13,901.0	-29,024.0	-1.0%	-1.2%
Total TV	Adults: Nguni	2,122,638	3,869,164	2,126,062	3,870,606	3,424.0	1,442.0	0.2%	0.0%
Total TV	Adults: Sotho	1,338,782	2,515,524	1,364,305	2,554,985	25,523.0	39,461.0	1.9%	1.6%
Total TV	Adults: Eng/Other	393,725	741,905	392,526	737,844	-1,199.0	-4,061.0	-0.3%	-0.5%
Total TV	Adults: Afr/Both	704,283	1,347,806	724,458	1,379,707	20,175.0	31,901.0	2.9%	2.4%
Total TV	Housewife LSM 5-7	1,696,934	3,170,597	1,710,259	3,181,696	13,325.0	11,099.0	0.8%	0.4%
Total TV	Housewife LSM 8-10	513,333	998,276	506,886	983,567	-6,447.0	-14,709.0	-1.3%	-1.5%
	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR %							
Total TV	Total Indv (incl guests)	12.9	24.3	13.0	24.4	0.1	0.1	0.9%	0.6%
Total TV	Adults Age 15+	13.6	25.2	13.7	25.4	0.1	0.2	0.9%	0.6%
Total TV	Kids Age 4-14	11.0	21.5	11.0	21.5	0.0	0.0	0.2%	-0.2%
Total TV	Adults LSM 1-4	11.6	21.2	11.7	21.4	0.1	0.2	0.8%	0.8%
Total TV	Adults LSM 5-7	13.8	25.6	14.0	25.8	0.2	0.2	1.1%	0.8%
Total TV	Adults LSM 8-10	14.1	26.4	14.3	26.7	0.2	0.3	1.1%	1.0%
Total TV	Adults: Nguni	14.1	25.7	14.2	25.8	0.1	0.1	0.5%	0.3%
Total TV	Adults: Sotho	12.7	23.8	12.8	24.0	0.2	0.2	1.2%	0.9%
Total TV	Adults: Eng/Other	12.3	23.2	12.4	23.4	0.1	0.1	0.7%	0.5%
Total TV	Adults: Afr/Both	14.6	27.9	14.8	28.1	0.2	0.3	1.4%	0.9%
Total TV	Housewife LSM 5-7	14.1	26.3	14.3	26.6	0.2	0.2	1.3%	0.9%
Total TV	Housewife LSM 8-10	14.7	28.7	14.9	28.8	0.1	0.2	0.9%	0.7%

SABC 1

- Total Individuals for SABC 1 on the 2015A Universe remain stable.
- As seen for Total TV, the LSM 1 to 4 group increases in the actual number of viewers, while AMR %'s are more flat.
- Audiences in the higher LSM groups decline slightly.

	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR #							
SABC 1	Total Indv (incl guests)	1,574,038	3,366,018	1,564,451	3,337,751	-9,587.0	-28,267.0	-0.6%	-0.8%
SABC 1	Adults Age 15+	1,244,997	2,585,643	1,249,033	2,590,945	4,036.0	5,302.0	0.3%	0.2%
SABC 1	Kids Age 4-14	329,041	780,375	315,419	746,806	-13,622.0	-33,569.0	-4.1%	-4.3%
SABC 1	Adults LSM 1-4	289,773	567,730	313,596	614,813	23,823.0	47,083.0	8.2%	8.3%
SABC 1	Adults LSM 5-7	821,271	1,707,438	806,959	1,677,688	-14,312.0	-29,750.0	-1.7%	-1.7%
SABC 1	Adults LSM 8-10	133,952	310,475	128,479	298,445	-5,473.0	-12,030.0	-4.1%	-3.9%
SABC 1	Adults: Nguni	801,139	1,701,497	799,785	1,697,798	-1,354.0	-3,699.0	-0.2%	-0.2%
SABC 1	Adults: Sotho	394,883	808,113	399,705	817,267	4,822.0	9,154.0	1.2%	1.1%
SABC 1	Adults: Eng/Other	13,864	24,913	13,648	24,142	-216.0	-771.0	-1.6%	-3.1%
SABC 1	Adults: Afr/Both	35,112	51,120	35,894	51,738	782.0	618.0	2.2%	1.2%
SABC 1	Housewife LSM 5-7	527,232	1,104,259	519,387	1,086,395	-7,845.0	-17,864.0	-1.5%	-1.6%
SABC 1	Housewife LSM 8-10	51,512	118,225	49,275	113,429	-2,237.0	-4,796.0	-4.3%	-4.1%
	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR %							
SABC 1	Total Indv (incl guests)	3.5	7.5	3.5	7.5	0.0	0.0	0.0%	0.0%
SABC 1	Adults Age 15+	3.7	7.7	3.7	7.7	0.0	0.0	0.3%	0.0%
SABC 1	Kids Age 4-14	3.0	7.1	3.0	7.1	0.0	0.0	-0.3%	-0.6%
SABC 1	Adults LSM 1-4	5.7	11.1	5.7	11.2	0.0	0.0	0.2%	0.4%
SABC 1	Adults LSM 5-7	4.3	9.0	4.3	8.9	0.0	-0.1	-0.9%	-1.0%
SABC 1	Adults LSM 8-10	1.4	3.3	1.4	3.2	0.0	-0.1	-2.1%	-1.8%
SABC 1	Adults: Nguni	5.3	11.3	5.3	11.3	0.0	0.0	0.2%	0.1%
SABC 1	Adults: Sotho	3.7	7.6	3.8	7.7	0.0	0.0	0.5%	0.4%
SABC 1	Adults: Eng/Other	0.4	0.8	0.4	0.8	0.0	0.0	0.0%	-2.6%
SABC 1	Adults: Afr/Both	0.7	1.1	0.7	1.1	0.0	0.0	0.0%	-0.9%
SABC 1	Housewife LSM 5-7	4.4	9.2	4.3	9.1	0.0	-0.1	-1.1%	-1.0%
SABC 1	Housewife LSM 8-10	1.5	3.4	1.4	3.3	0.0	-0.1	-2.7%	-1.8%

SABC 2

- SABC 2 exhibits a similar pattern to SABC 1, where Total Individuals for the 2015A Universe are stable overall.
- Again, viewers in the LSM 1 to 4 group increase in audience numbers, with less significant AMR% increases.
- Audiences in the higher LSM groups are in decline, but less so when compared to SABC 1.

	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR #							
SABC 2	Total Indv (incl guests)	726,794	1,476,362	718,899	1,461,023	-7,895.0	-15,339.0	-1.1%	-1.0%
SABC 2	Adults Age 15+	578,306	1,162,313	578,678	1,163,819	372.0	1,506.0	0.1%	0.1%
SABC 2	Kids Age 4-14	148,489	314,049	140,220	297,205	-8,269.0	-16,844.0	-5.6%	-5.4%
SABC 2	Adults LSM 1-4	85,280	152,153	93,660	166,633	8,380.0	14,480.0	9.8%	9.5%
SABC 2	Adults LSM 5-7	383,387	746,622	379,284	741,155	-4,103.0	-5,467.0	-1.1%	-0.7%
SABC 2	Adults LSM 8-10	109,639	263,538	105,734	256,030	-3,905.0	-7,508.0	-3.6%	-2.8%
SABC 2	Adults: Nguni	233,839	402,303	229,814	396,693	-4,025.0	-5,610.0	-1.7%	-1.4%
SABC 2	Adults: Sotho	209,230	437,300	213,476	444,144	4,246.0	6,844.0	2.0%	1.6%
SABC 2	Adults: Eng/Other	27,069	55,139	26,414	54,486	-655.0	-653.0	-2.4%	-1.2%
SABC 2	Adults: Afr/Both	108,167	267,571	108,975	268,496	808.0	925.0	0.7%	0.3%
SABC 2	Housewife LSM 5-7	255,354	492,619	253,521	490,355	-1,833.0	-2,264.0	-0.7%	-0.5%
SABC 2	Housewife LSM 8-10	49,013	119,733	46,980	115,416	-2,033.0	-4,317.0	-4.1%	-3.6%
	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR %							
SABC 2	Total Indv (incl guests)	1.6	3.3	1.6	3.3	0.0	0.0	-0.6%	-0.3%
SABC 2	Adults Age 15+	1.7	3.5	1.7	3.5	0.0	0.0	0.0%	0.0%
SABC 2	Kids Age 4-14	1.4	2.9	1.3	2.8	0.0	0.0	-1.5%	-1.7%
SABC 2	Adults LSM 1-4	1.7	3.0	1.7	3.0	0.0	0.0	1.8%	1.3%
SABC 2	Adults LSM 5-7	2.0	3.9	2.0	3.9	0.0	0.0	-0.5%	0.0%
SABC 2	Adults LSM 8-10	1.2	2.8	1.1	2.8	0.0	0.0	-1.7%	-0.7%
SABC 2	Adults: Nguni	1.6	2.7	1.5	2.7	0.0	0.0	-1.9%	-1.1%
SABC 2	Adults: Sotho	2.0	4.1	2.0	4.2	0.0	0.0	1.0%	1.0%
SABC 2	Adults: Eng/Other	0.9	1.7	0.8	1.7	0.0	0.0	-1.2%	-0.6%
SABC 2	Adults: Afr/Both	2.2	5.5	2.2	5.5	0.0	-0.1	-0.9%	-1.1%
SABC 2	Housewife LSM 5-7	2.1	4.1	2.1	4.1	0.0	0.0	0.0%	0.0%
SABC 2	Housewife LSM 8-10	1.4	3.4	1.4	3.4	0.0	-0.1	-2.1%	-1.7%

SABC 3

- SABC 3 is fairly stable when the Universe Update is implemented, with increases in the LSM 1 to 4 target market, and reduced audiences in the Kids, and LSM 8 to 10 target markets.

	TARGET GROUP	LIVE DATA (2014B)		TEST DATA (2015A)		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
		AMR #							
SABC 3	Total Indv (incl guests)	430,429	747,466	423,182	735,353	-7,247.0	-12,113.0	-1.7%	-1.6%
SABC 3	Adults Age 15+	349,416	620,556	346,928	616,339	-2,488.0	-4,217.0	-0.7%	-0.7%
SABC 3	Kids Age 4-14	81,013	126,910	76,254	119,014	-4,759.0	-7,896.0	-5.9%	-6.2%
SABC 3	Adults LSM 1-4	31,783	47,632	34,886	52,221	3,103.0	4,589.0	9.8%	9.6%
SABC 3	Adults LSM 5-7	218,347	367,962	216,850	366,464	-1,497.0	-1,498.0	-0.7%	-0.4%
SABC 3	Adults LSM 8-10	99,286	204,962	95,192	197,655	-4,094.0	-7,307.0	-4.1%	-3.6%
SABC 3	Adults: Nguni	116,599	178,018	115,208	176,108	-1,391.0	-1,910.0	-1.2%	-1.1%
SABC 3	Adults: Sotho	70,969	112,808	70,388	111,981	-581.0	-827.0	-0.8%	-0.7%
SABC 3	Adults: Eng/Other	48,684	104,235	47,338	101,734	-1,346.0	-2,501.0	-2.8%	-2.4%
SABC 3	Adults: Afr/Both	113,164	225,496	113,995	226,515	831.0	1,019.0	0.7%	0.5%
SABC 3	Housewife LSM 5-7	145,943	253,400	145,495	253,328	-448.0	-72.0	-0.3%	0.0%
SABC 3	Housewife LSM 8-10	47,475	104,788	44,926	99,660	-2,549.0	-5,128.0	-5.4%	-4.9%
	TARGET GROUP	LIVE DATA (2014B)		TEST DATA (2015A)		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
		AMR %							
SABC 3	Adults Age 15+	1.0	1.8	1.0	1.8	0.0	0.0	-1.0%	-0.5%
SABC 3	Kids Age 4-14	0.7	1.2	0.7	1.1	0.0	0.0	-2.7%	-2.6%
SABC 3	Adults LSM 1-4	0.6	0.9	0.6	1.0	0.0	0.0	1.6%	2.2%
SABC 3	Adults LSM 5-7	1.1	1.9	1.1	1.9	0.0	0.0	0.0%	0.0%
SABC 3	Adults LSM 8-10	1.1	2.2	1.0	2.1	0.0	0.0	-1.9%	-1.8%
SABC 3	Adults: Nguni	0.8	1.2	0.8	1.2	0.0	0.0	-1.3%	0.0%
SABC 3	Adults: Sotho	0.7	1.1	0.7	1.1	0.0	0.0	-1.5%	-1.9%
SABC 3	Adults: Eng/Other	1.5	3.3	1.5	3.2	0.0	0.0	-1.3%	-1.2%
SABC 3	Adults: Afr/Both	2.3	4.7	2.3	4.6	0.0	0.0	-0.9%	-1.1%
SABC 3	Housewife LSM 5-7	1.2	2.1	1.2	2.1	0.0	0.0	0.0%	0.5%
SABC 3	Housewife LSM 8-10	1.4	3.0	1.3	2.9	0.0	-0.1	-2.9%	-3.0%

eTV

- Etv also shows increases in LSM 1 to 4 viewers.
- Kids audiences are slightly adjusted downwards with the Universe Update to 2015A, as are LSM 8 to 10 viewers.

	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR #							
e.tv	Total Indv (incl guests)	964,092	2,069,460	950,078	2,040,098	-14,014.0	-29,362.0	-1.5%	-1.4%
e.tv	Adults Age 15+	736,085	1,565,011	735,513	1,563,888	-572.0	-1,123.0	-0.1%	-0.1%
e.tv	Kids Age 4-14	228,007	504,450	214,565	476,210	-13,442.0	-28,240.0	-5.9%	-5.6%
e.tv	Adults LSM 1-4	106,164	221,665	115,097	240,978	8,933.0	19,313.0	8.4%	8.7%
e.tv	Adults LSM 5-7	519,434	1,089,697	514,732	1,079,139	-4,702.0	-10,558.0	-0.9%	-1.0%
e.tv	Adults LSM 8-10	110,487	253,649	105,683	243,770	-4,804.0	-9,879.0	-4.3%	-3.9%
e.tv	Adults: Nguni	340,060	707,297	336,565	700,819	-3,495.0	-6,478.0	-1.0%	-0.9%
e.tv	Adults: Sotho	251,129	566,851	253,614	571,796	2,485.0	4,945.0	1.0%	0.9%
e.tv	Adults: Eng/Other	40,123	80,159	39,534	78,534	-589.0	-1,625.0	-1.5%	-2.0%
e.tv	Adults: Afr/Both	104,773	210,703	105,801	212,738	1,028.0	2,035.0	1.0%	1.0%
e.tv	Housewife LSM 5-7	328,224	689,359	326,119	683,672	-2,105.0	-5,687.0	-0.6%	-0.8%
e.tv	Housewife LSM 8-10	40,619	94,295	38,610	90,087	-2,009.0	-4,208.0	-4.9%	-4.5%
	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR %							
e.tv	Total Indv (incl guests)	2.2	4.6	2.2	4.6	0.0	0.0	-0.5%	-0.6%
e.tv	Adults Age 15+	2.2	4.7	2.2	4.6	0.0	0.0	-0.5%	-0.2%
e.tv	Kids Age 4-14	2.1	4.6	2.0	4.5	-0.1	-0.1	-2.4%	-1.7%
e.tv	Adults LSM 1-4	2.1	4.4	2.1	4.4	0.0	0.0	0.5%	0.7%
e.tv	Adults LSM 5-7	2.7	5.7	2.7	5.7	0.0	0.0	0.0%	-0.2%
e.tv	Adults LSM 8-10	1.2	2.7	1.1	2.6	0.0	-0.1	-2.6%	-1.9%
e.tv	Adults: Nguni	2.3	4.7	2.3	4.7	0.0	0.0	-0.4%	-0.4%
e.tv	Adults: Sotho	2.4	5.4	2.4	5.4	0.0	0.0	0.4%	0.2%
e.tv	Adults: Eng/Other	1.3	2.5	1.3	2.5	0.0	0.0	-0.8%	-1.2%
e.tv	Adults: Afr/Both	2.2	4.4	2.2	4.3	0.0	0.0	-0.5%	-0.5%
e.tv	Housewife LSM 5-7	2.7	5.7	2.7	5.7	0.0	0.0	0.0%	-0.2%
e.tv	Housewife LSM 8-10	1.2	2.7	1.1	2.6	0.0	-0.1	-3.4%	-2.6%

DSTV Total

- The growth in access to DSTV, particularly in the more affordable bouquet tiers, translate into increased audience numbers and AMR %'s across the board.
- DSTV Channels will, however, vary.
- It should be noted that sharp increases in LSM 1 to 4 viewing is a function of a growth off a relatively small base in the number of viewers.

	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR #							
DSTV Total	Total Indv (incl guests)	1,435,106	2,279,922	1,476,410	2,342,585	41,304.0	62,663.0	2.9%	2.7%
DSTV Total	Adults Age 15+	1,142,227	1,832,239	1,182,819	1,893,974	40,592.0	61,735.0	3.6%	3.4%
DSTV Total	Kids Age 4-14	292,879	447,683	293,591	448,611	712.0	928.0	0.2%	0.2%
DSTV Total	Adults LSM 1-4	9,400	14,422	11,722	17,761	2,322.0	3,339.0	24.7%	23.2%
DSTV Total	Adults LSM 5-7	398,213	579,088	430,018	626,533	31,805.0	47,445.0	8.0%	8.2%
DSTV Total	Adults LSM 8-10	734,614	1,238,729	741,079	1,249,680	6,465.0	10,951.0	0.9%	0.9%
DSTV Total	Adults: Nguni	409,063	599,770	422,295	619,154	13,232.0	19,384.0	3.2%	3.2%
DSTV Total	Adults: Sotho	252,180	372,710	262,989	388,346	10,809.0	15,636.0	4.3%	4.2%
DSTV Total	Adults: Eng/Other	217,686	396,311	219,756	398,517	2,070.0	2,206.0	1.0%	0.6%
DSTV Total	Adults: Afr/Both	263,297	463,448	277,779	487,957	14,482.0	24,509.0	5.5%	5.3%
DSTV Total	Housewife LSM 5-7	251,436	371,394	274,190	405,578	22,754.0	34,184.0	9.0%	9.2%
DSTV Total	Housewife LSM 8-10	267,297	467,623	270,494	472,434	3,197.0	4,811.0	1.2%	1.0%
	TARGET	LIVE DATA (2014B)		TEST DATA (2015A)		DIFFERENCES #		DIFFERENCES %	
	GROUP	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
		AMR %							
DSTV Total	Total Indv (incl guests)	3.2	5.1	3.3	5.3	0.1	0.2	3.7%	3.5%
DSTV Total	Adults Age 15+	3.4	5.5	3.5	5.6	0.1	0.2	3.2%	3.1%
DSTV Total	Kids Age 4-14	2.7	4.1	2.8	4.3	0.1	0.2	4.1%	4.2%
DSTV Total	Adults LSM 1-4	0.2	0.3	0.2	0.3	0.0	0.0	16.7%	14.3%
DSTV Total	Adults LSM 5-7	2.1	3.0	2.3	3.3	0.2	0.3	8.6%	8.9%
DSTV Total	Adults LSM 8-10	7.8	13.1	8.0	13.5	0.2	0.4	3.1%	3.1%
DSTV Total	Adults: Nguni	2.7	4.0	2.8	4.1	0.1	0.1	3.7%	3.5%
DSTV Total	Adults: Sotho	2.4	3.5	2.5	3.7	0.1	0.1	3.8%	3.7%
DSTV Total	Adults: Eng/Other	6.8	12.4	7.0	12.6	0.1	0.2	1.9%	1.6%
DSTV Total	Adults: Afr/Both	5.4	9.6	5.7	9.9	0.2	0.4	4.0%	3.8%
DSTV Total	Housewife LSM 5-7	2.1	3.1	2.3	3.4	0.2	0.3	9.6%	10.1%
DSTV Total	Housewife LSM 8-10	7.7	13.4	7.9	13.9	0.3	0.4	3.4%	3.2%