

# BRC TAMS UNIVERSE UPDATE

## ESTABLISHMENT SURVEY (JAN – JUN 2018) TV UNIVERSE

### BACKGROUND

- The TAMS Universe is updated twice a year to correspond with the latest Household and Population figures from the Establishment Survey.
- This universe update will be implemented in the TAMS data from Monday the 8th October 2018.
- The last TAMS universe update occurred on Monday the 16th April 2018.

### HISTORY OF TV UNIVERSE UPDATES

- Below is a history of both the TV Household and TV Individuals universe updates that have been implemented since 2016. The total Individual universe comprises people age 4 years and over.

	2016	2016	2017	2017	2018	2018
Implemented	4-Apr-2016	5-Sep-2016	5-Jun-2017	2-Oct-2017	16-Apr-2018	8-Oct-2018
Source	AMPS TV Universe 2015A	AMPS TV Universe 2015B	ES TV Universe Jul -Dec 2016	ES TV Universe Jan-Jun 2017	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018
Households	13 422 570	13 651 164	13 996 480	14 006 143	14 085 579	14 410 723
Individuals	44 266 250	44 998 436	44 068 935	45 062 118	45 353 968	46 280 043
Growth in Individuals	-358 657	732 186	-929 501	993 183	291 851	926 075

### REVIEW OF POPULATION CHANGES FOR THE OCTOBER 2018 TAMS UNIVERSE UPDATE

#### General

- TAMS universe updates reflect the population shifts of private households that have access to at least one working TV set, and mains electricity. 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 Household and Individual Universes

- The ES TV household universe has increased by 2.31% (325 144 households), and the individuals' universe showed a similar level of change with a 2.04% increase (926 075 individuals).

	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	Difference #	Difference %
Households	14 085 579	14 410 723	325 144	2.31
Individuals	45 353 968	46 280 043	926 075	2.04

## TV Individuals

- The total children universe increased by 2.17% (225 138 children). The total adult universe increased by 2.00% (700 937 adults), with a noticeable growth seen in the adult age group of 50-64 year olds of 11.24% (624 061 adults 50-64). In comparison, we see a noticeable decline in the adult age group of 65+, with a decline of 11.20% (270 985 adults 65+).

	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	Difference #	Difference %
Total Male	22 077 732	22 522 860	445 128	2.02
Total Female	23 276 236	23 757 183	480 947	2.07
Total Individuals	45 353 968	46 280 043	926 075	2.04
Age 04 - 06	3 072 749	3 109 108	36 359	1.18
Age 07 - 10	3 861 260	3 941 585	80 325	2.08
Age 11 - 14	3 442 148	3 550 602	108 454	3.15
Total Children	10 376 157	10 601 295	225 138	2.17
Age 15 - 24	8 589 762	8 356 672	-233 090	-2.71
Age 25 - 34	9 588 450	9 741 304	152 854	1.59
Age 35 - 49	8 826 178	9 254 275	428 097	4.85
Age 50 - 64	5 552 997	6 177 058	624 061	11.24
Age 65+	2 420 424	2 149 439	-270 985	-11.20
Total Adults	34 977 811	35 678 748	700 937	2.00
Total Individuals	45 353 968	46 280 043	926 075	2.04

- The new ES TV universe shows the highest increase in MPU of 4.30% (151 383 individuals) followed by NWP of 2.88% (85 974 individuals) and KZN of 2.83% (253 199 individuals). None of the provinces are showing a decline.

	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	Difference #	Difference %
WC	5 538 971	5 585 531	46 560	0.84
NC	926 181	935 179	8 998	0.97
FS	2 197 502	2 198 019	517	0.02
EC	5 125 244	5 265 821	140 577	2.74
KZN	8 944 870	9 198 069	253 199	2.83
MPU	3 516 460	3 667 843	151 383	4.30
LIM	4 664 232	4 666 061	1 829	0.04
GAU	11 451 472	11 688 510	237 038	2.07
NWP	2 989 036	3 075 010	85 974	2.88
Total Individuals	45 353 968	46 280 043	926 075	2.04

- The ES makes use of 3 area types (metro, urban and rural). An increase is seen across the rural areas of 2.26% (323 990 individuals) as well as the metro areas of 2.70% (489 006 individuals). The urban areas show a slight increase of 0.87% (113 079 individuals).

	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	Difference #	Difference %
Metro	18 096 502	18 585 508	489 006	2.70
Rural	14 318 832	14 642 822	323 990	2.26
Urban	12 938 634	13 051 713	113 079	0.87
Total Individuals	45 353 968	46 280 043	926 075	2.04

- The ES TV universe shows very slight decreases in the white, Indian and Coloured population groups. The most noticeable increase is seen in the black population group of 2.59% (935 232 individuals).

	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	Difference #	Difference %
African Black	36 166 143	37 101 375	935 232	2.59
White	3 763 245	3 760 522	-2 723	-0.07
Indian	1 138 043	1 133 902	-4 141	-0.36
Coloured	4 286 537	4 284 244	-2 293	-0.05
Total Individuals	45 353 968	46 280 043	926 075	2.04

- DStv universes are updated using audited DStv subscriber figures, at the mid-point of the ES fieldwork period; that being March 2018 for the October 2018 universe update.
- At this point, with DStv being the only Pay-TV operator at critical mass in South Africa, the DStv subscriber figures are adopted for the Total Pay group.
- As alternative Pay-TV operator's increase in size, their audited subscriber figures will be added to the Total Pay group.
- DStv penetration at a household level continues to grow, at 4.84%, while growth on an individual level is now 3.87%.

	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	Difference #	Difference %
Pay TV	19 077 247	19 815 914	738 667	3.87
No Pay TV	26 276 721	26 464 129	187 408	0.71
Total Individuals	45 353 968	46 280 043	926 075	2.04

	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	Difference #	Difference %
Pay TV	6 156 745	6 454 501	297 756	4.84
No Pay TV	7 928 834	7 956 222	27 388	0.35
Total Households	14 085 579	14 410 723	325 144	2.31

## TESTING METHODOLOGY AND PERIOD (TAMS DATA)

### Testing Methodology

- The test data includes the new universe update.
- The new universe update is based on the Establishment Survey January – June 2018 and is compared to the current live data which uses the Establishment Survey July - December 2017 universe estimates.
- The test period (off TAMS data) covers the 30th July to 12th August 2018; which is 2 full weeks, Monday to Sunday.
- Two day-parts (off TAMS data) are examined: Full Day: 02h00 to 26h00 and Prime Time: 17h00 to 22h00.
- Tests include several target markets. (The sample sizes and the universe sizes of these target markets are at the end of the document.)

## RIM Weighting Structure and Efficiency (off TAMS data)

- 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.

### Household RIM Weighting Structure and Efficiency

RIM Household	Categories
Province	9
Race	4
Area	3
Pay TV vs No Pay TV	2
Household Size	2
Total number of categories	20

Min Factor	AVG Factor	Max Factor	Efficiency %
1 219	5 276	14 152	71.7

### Individual Weighting Structure and Efficiency

RIM Individuals	Categories
Age groups	8
Kids/adults x Pay TV vs No Pay TV	4
Kids/adults x Gender	4
Kids/adults x Province	18
Kids/adults x Race	8
Kids/adults x Area	6
Total number of categories	48

Min Factor	AVG Factor	Max Factor	Efficiency %
1 484	4 359	14 036	91.6

## VIEWING TEST DATA (OFF TAMS DATA)

### Total TV

Target \ Day Part	TVR %							
	ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	15.21	31.44	15.28	31.52	0.07	0.08	0.46	0.25
Adults Age 15+	16.04	32.76	16.11	32.85	0.07	0.09	0.44	0.27
Kids Age 4-14	12.41	27.01	12.46	27.07	0.05	0.06	0.40	0.22
Adults Age 15-24	12.29	26.11	12.31	26.13	0.02	0.02	0.16	0.08
Adults Age 25-34	15.90	31.22	15.92	31.24	0.02	0.02	0.13	0.06
Adults Age 35-49	16.93	33.87	16.93	33.86	0.00	-0.01	0.00	-0.03
Adults Age 50-64	19.10	39.62	19.04	39.45	-0.06	-0.17	-0.31	-0.43
Adults Age 65+	19.70	42.63	19.82	42.88	0.12	0.25	0.61	0.59
Women 15+	16.81	34.99	16.87	35.07	0.06	0.08	0.36	0.23
Men 15+	15.22	30.35	15.30	30.46	0.08	0.11	0.53	0.36
Housewives	16.86	34.92	16.88	34.92	0.02	0.00	0.12	0.00
Indiv: White	15.03	32.45	15.01	32.37	-0.02	-0.08	-0.13	-0.25
Indiv: Black	15.13	31.44	15.19	31.51	0.06	0.07	0.40	0.22
Indiv: Indian	12.13	26.00	12.15	26.08	0.02	0.08	0.16	0.31
Indiv: Coloured	16.88	32.02	17.08	32.28	0.20	0.26	1.18	0.81

Target \ Day Part	TVR							
	ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	6 899 105	14 259 824	7 069 418	14 588 342	170 313	328 518	2.47	2.30
Adults Age 15+	5 611 640	11 457 056	5 748 628	11 719 067	136 988	262 011	2.44	2.29
Kids Age 4-14	1 287 465	2 802 768	1 320 789	2 869 275	33 324	66 507	2.59	2.37
Adults Age 15-24	1 055 522	2 242 659	1 028 442	2 183 673	-27 080	-58 986	-2.57	-2.63
Adults Age 25-34	1 524 905	2 993 156	1 551 078	3 043 414	26 173	50 258	1.72	1.68
Adults Age 35-49	1 494 021	2 989 270	1 566 800	3 133 233	72 779	143 963	4.87	4.82
Adults Age 50-64	1 060 392	2 200 139	1 176 333	2 437 019	115 941	236 880	10.93	10.77
Adults Age 65+	476 801	1 031 831	425 975	921 728	-50 826	-110 103	-10.66	-10.67
Women 15+	3 047 704	6 343 890	3 115 030	6 476 339	67 326	132 449	2.21	2.09
Men 15+	2 563 935	5 113 166	2 633 598	5 242 728	69 663	129 562	2.72	2.53
Housewives	2 068 707	4 284 489	2 137 740	4 423 180	69 033	138 691	3.34	3.24
Indiv: White	565 466	1 221 107	564 509	1 217 263	-957	-3 844	-0.17	-0.31
Indiv: Black	5 471 825	11 370 211	5 635 572	11 692 434	163 747	322 223	2.99	2.83
Indiv: Indian	138 067	295 845	137 770	295 665	-297	-180	-0.22	-0.06
Indiv: Coloured	723 746	1 372 662	731 567	1 382 980	7 821	10 318	1.08	0.75

# SABC 1

		TVR %							
		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
Target \ Day Part		02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)		3.54	10.03	3.55	10.07	0.01	0.04	0.28	0.40
Adults Age 15+		3.66	10.26	3.68	10.33	0.02	0.07	0.55	0.68
Kids Age 4-14		3.12	9.24	3.09	9.19	-0.03	-0.05	-0.96	-0.54
Adults Age 15-24		3.01	8.86	3.01	8.87	0.00	0.01	0.00	0.11
Adults Age 25-34		3.79	10.47	3.79	10.48	0.00	0.01	0.00	0.10
Adults Age 35-49		3.79	10.49	3.80	10.53	0.01	0.04	0.26	0.38
Adults Age 50-64		4.14	11.48	4.15	11.52	0.01	0.04	0.24	0.35
Adults Age 65+		3.91	10.80	3.99	11.03	0.08	0.23	2.05	2.13
Women 15+		3.94	11.14	3.96	11.21	0.02	0.07	0.51	0.63
Men 15+		3.36	9.32	3.39	9.39	0.03	0.07	0.89	0.75
Housewives		3.83	10.72	3.85	10.80	0.02	0.08	0.52	0.75
Indiv: White		0.16	0.28	0.16	0.28	0.00	0.00	0.00	0.00
Indiv: Black		4.29	12.23	4.28	12.22	-0.01	-0.01	-0.23	-0.08
Indiv: Indian		0.35	0.74	0.35	0.74	0.00	0.00	0.00	0.00
Indiv: Coloured		1.03	2.48	1.02	2.46	-0.01	-0.02	-0.97	-0.81

		TVR							
		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
Target \ Day Part		02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)		1 603 796	4 548 183	1 641 624	4 659 292	37 828	111 109	2.36	2.44
Adults Age 15+		1 280 083	3 589 344	1 314 023	3 685 548	33 940	96 204	2.65	2.68
Kids Age 4-14		323 713	958 839	327 601	973 744	3 888	14 905	1.20	1.55
Adults Age 15-24		258 454	760 699	251 544	740 935	-6 910	-19 764	-2.67	-2.60
Adults Age 25-34		363 035	1 003 445	369 174	1 021 048	6 139	17 603	1.69	1.75
Adults Age 35-49		334 208	926 222	351 407	974 686	17 199	48 464	5.15	5.23
Adults Age 50-64		229 651	637 475	256 191	711 763	26 540	74 288	11.56	11.65
Adults Age 65+		94 735	261 503	85 707	237 116	-9 028	-24 387	-9.53	-9.33
Women 15+		713 768	2 019 956	731 357	2 070 153	17 589	50 197	2.46	2.49
Men 15+		566 316	1 569 388	582 666	1 615 395	16 350	46 007	2.89	2.93
Housewives		469 474	1 315 773	487 912	1 368 236	18 438	52 463	3.93	3.99
Indiv: White		5 852	10 519	5 845	10 543	-7	24	-0.12	0.23
Indiv: Black		1 549 963	4 423 025	1 588 025	4 534 870	38 062	111 845	2.46	2.53
Indiv: Indian		3 996	8 473	3 964	8 365	-32	-108	-0.80	-1.27
Indiv: Coloured		43 985	106 166	43 789	105 515	-196	-651	-0.45	-0.61

## SABC 2

		TVR %							
		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
Target \ Day Part		02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)		1.45	3.42	1.44	3.40	-0.01	-0.02	-0.69	-0.58
Adults Age 15+		1.56	3.62	1.56	3.61	0.00	-0.01	0.00	-0.28
Kids Age 4-14		1.07	2.75	1.05	2.70	-0.02	-0.05	-1.87	-1.82
Adults Age 15-24		1.04	2.61	1.03	2.59	-0.01	-0.02	-0.96	-0.77
Adults Age 25-34		1.38	3.07	1.37	3.06	-0.01	-0.01	-0.72	-0.33
Adults Age 35-49		1.58	3.49	1.57	3.46	-0.01	-0.03	-0.63	-0.86
Adults Age 50-64		2.25	5.23	2.23	5.15	-0.02	-0.08	-0.89	-1.53
Adults Age 65+		2.44	6.21	2.44	6.20	0.00	-0.01	0.00	-0.16
Women 15+		1.71	4.08	1.70	4.06	-0.01	-0.02	-0.58	-0.49
Men 15+		1.40	3.13	1.40	3.11	0.00	-0.02	0.00	-0.64
Housewives		1.77	4.20	1.76	4.16	-0.01	-0.04	-0.56	-0.95
Indiv: White		1.36	4.59	1.34	4.53	-0.02	-0.06	-1.47	-1.31
Indiv: Black		1.37	3.00	1.37	2.99	0.00	-0.01	0.00	-0.33
Indiv: Indian		0.57	1.01	0.56	1.00	-0.01	-0.01	-1.75	-0.99
Indiv: Coloured		2.39	6.57	2.40	6.57	0.01	0.00	0.42	0.00

		TVR							
		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
Target \ Day Part		02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)		655 792	1 552 696	666 540	1 571 942	10 748	19 246	1.64	1.24
Adults Age 15+		544 762	1 267 868	555 266	1 286 236	10 504	18 368	1.93	1.45
Kids Age 4-14		111 030	284 828	111 274	285 706	244	878	0.22	0.31
Adults Age 15-24		88 939	224 265	85 933	216 581	-3 006	-7 684	-3.38	-3.43
Adults Age 25-34		132 294	294 551	133 822	297 807	1 528	3 256	1.16	1.11
Adults Age 35-49		139 620	308 232	145 563	320 434	5 943	12 202	4.26	3.96
Adults Age 50-64		124 864	290 506	137 440	318 244	12 576	27 738	10.07	9.55
Adults Age 65+		59 047	150 313	52 509	133 170	-6 538	-17 143	-11.07	-11.40
Women 15+		309 721	740 094	314 874	750 220	5 153	10 126	1.66	1.37
Men 15+		235 041	527 774	240 392	536 016	5 351	8 242	2.28	1.56
Housewives		216 896	515 784	222 557	527 400	5 661	11 616	2.61	2.25
Indiv: White		51 057	172 771	50 419	170 444	-638	-2 327	-1.25	-1.35
Indiv: Black		495 913	1 086 683	507 104	1 108 530	11 191	21 847	2.26	2.01
Indiv: Indian		6 435	11 517	6 359	11 386	-76	-131	-1.18	-1.14
Indiv: Coloured		102 388	281 725	102 658	281 582	270	-143	0.26	-0.05



# SABC 3

		TVR %							
		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
Target \ Day Part		02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)		0.61	0.90	0.60	0.89	-0.01	-0.01	-1.64	-1.11
Adults Age 15+		0.68	1.00	0.68	0.99	0.00	-0.01	0.00	-1.00
Kids Age 4-14		0.36	0.56	0.35	0.55	-0.01	-0.01	-2.78	-1.79
Adults Age 15-24		0.46	0.65	0.46	0.65	0.00	0.00	0.00	0.00
Adults Age 25-34		0.65	0.91	0.65	0.91	0.00	0.00	0.00	0.00
Adults Age 35-49		0.67	0.98	0.66	0.97	-0.01	-0.01	-1.49	-1.02
Adults Age 50-64		0.91	1.38	0.90	1.35	-0.01	-0.03	-1.10	-2.17
Adults Age 65+		1.13	1.81	1.12	1.79	-0.01	-0.02	-0.88	-1.10
Women 15+		0.74	1.14	0.74	1.13	0.00	-0.01	0.00	-0.88
Men 15+		0.62	0.85	0.61	0.85	-0.01	0.00	-1.61	0.00
Housewives		0.78	1.20	0.77	1.18	-0.01	-0.02	-1.28	-1.67
Indiv: White		0.69	1.30	0.68	1.28	-0.01	-0.02	-1.45	-1.54
Indiv: Black		0.52	0.71	0.51	0.71	-0.01	0.00	-1.92	0.00
Indiv: Indian		0.86	1.60	0.85	1.58	-0.01	-0.02	-1.16	-1.25
Indiv: Coloured		1.24	1.93	1.25	1.93	0.01	0.00	0.81	0.00

		TVR							
		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
Target \ Day Part		02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)		276 015	408 226	279 313	412 108	3 298	3 882	1.19	0.95
Adults Age 15+		238 936	350 006	242 233	353 865	3 297	3 859	1.38	1.10
Kids Age 4-14		37 079	58 220	37 081	58 243	2	23	0.01	0.04
Adults Age 15-24		39 659	56 257	38 247	54 085	-1 412	-2 172	-3.56	-3.86
Adults Age 25-34		62 413	87 570	62 952	88 224	539	654	0.86	0.75
Adults Age 35-49		58 916	86 071	61 327	89 531	2 411	3 460	4.09	4.02
Adults Age 50-64		50 531	76 382	55 546	83 528	5 015	7 146	9.92	9.36
Adults Age 65+		27 417	43 726	24 161	38 497	-3 256	-5 229	-11.88	-11.96
Women 15+		134 842	206 392	136 579	208 165	1 737	1 773	1.29	0.86
Men 15+		104 094	143 614	105 654	145 699	1 560	2 085	1.50	1.45
Housewives		95 179	146 970	97 225	149 386	2 046	2 416	2.15	1.64
Indiv: White		26 004	48 877	25 599	48 164	-405	-713	-1.56	-1.46
Indiv: Black		186 982	258 574	190 711	263 374	3 729	4 800	1.99	1.86
Indiv: Indian		9 767	18 234	9 591	17 877	-176	-357	-1.80	-1.96
Indiv: Coloured		53 261	82 542	53 413	82 694	152	152	0.29	0.18

eTV

		TVR %							
		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
Target \ Day Part		02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)		2.01	4.50	2.00	4.48	-0.01	-0.02	-0.50	-0.44
Adults Age 15+		2.09	4.62	2.08	4.62	-0.01	0.00	-0.48	0.00
Kids Age 4-14		1.75	4.09	1.72	4.03	-0.03	-0.06	-1.71	-1.47
Adults Age 15-24		1.84	4.18	1.83	4.16	-0.01	-0.02	-0.54	-0.48
Adults Age 25-34		2.07	4.40	2.06	4.39	-0.01	-0.01	-0.48	-0.23
Adults Age 35-49		2.16	4.72	2.14	4.70	-0.02	-0.02	-0.93	-0.42
Adults Age 50-64		2.38	5.35	2.36	5.30	-0.02	-0.05	-0.84	-0.93
Adults Age 65+		2.12	5.07	2.13	5.08	0.01	0.01	0.47	0.20
Women 15+		2.26	5.11	2.25	5.10	-0.01	-0.01	-0.44	-0.20
Men 15+		1.91	4.10	1.90	4.10	-0.01	0.00	-0.52	0.00
Housewives		2.20	4.96	2.19	4.95	-0.01	-0.01	-0.45	-0.20
Indiv: White		1.23	2.86	1.23	2.85	0.00	-0.01	0.00	-0.35
Indiv: Black		1.99	4.54	1.98	4.51	-0.01	-0.03	-0.50	-0.66
Indiv: Indian		1.90	4.94	1.89	4.92	-0.01	-0.02	-0.53	-0.40
Indiv: Coloured		2.87	5.54	2.88	5.53	0.01	-0.01	0.35	-0.18

		TVR							
		ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
Target \ Day Part		02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)		911 924	2 042 281	926 045	2 074 334	14 121	32 053	1.55	1.57
Adults Age 15+		730 073	1 617 633	743 620	1 646 884	13 547	29 251	1.86	1.81
Kids Age 4-14		181 851	424 648	182 425	427 450	574	2 802	0.32	0.66
Adults Age 15-24		157 863	359 169	152 984	348 000	-4 879	-11 169	-3.09	-3.11
Adults Age 25-34		198 483	422 287	200 838	427 569	2 355	5 282	1.19	1.25
Adults Age 35-49		190 386	416 530	198 458	434 759	8 072	18 229	4.24	4.38
Adults Age 50-64		131 967	297 037	145 542	327 401	13 575	30 364	10.29	10.22
Adults Age 65+		51 374	122 610	45 799	109 154	-5 575	-13 456	-10.85	-10.97
Women 15+		409 037	926 240	415 879	941 847	6 842	15 607	1.67	1.68
Men 15+		321 036	691 392	327 741	705 037	6 705	13 645	2.09	1.97
Housewives		269 861	608 614	277 863	627 087	8 002	18 473	2.97	3.04
Indiv: White		46 274	107 512	46 079	107 167	-195	-345	-0.42	-0.32
Indiv: Black		720 866	1 640 923	735 163	1 674 677	14 297	33 754	1.98	2.06
Indiv: Indian		21 599	56 210	21 477	55 776	-122	-434	-0.56	-0.77
Indiv: Coloured		123 185	237 635	123 326	236 714	141	-921	0.11	-0.39

## DStv Commercial Total

Target \ Day Part	TVR %							
	ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	3.45	6.00	3.51	6.09	0.06	0.09	1.74	1.50
Adults Age 15+	3.59	6.26	3.63	6.32	0.04	0.06	1.11	0.96
Kids Age 4-14	2.98	5.13	3.10	5.34	0.12	0.21	4.03	4.09
Adults Age 15-24	2.86	5.05	2.90	5.11	0.04	0.06	1.40	1.19
Adults Age 25-34	3.81	6.26	3.84	6.32	0.03	0.06	0.79	0.96
Adults Age 35-49	3.54	6.22	3.57	6.27	0.03	0.05	0.85	0.80
Adults Age 50-64	4.16	7.35	4.17	7.37	0.01	0.02	0.24	0.27
Adults Age 65+	4.21	8.11	4.24	8.16	0.03	0.05	0.71	0.62
Women 15+	3.67	6.47	3.71	6.53	0.04	0.06	1.09	0.93
Men 15+	3.51	6.03	3.55	6.09	0.04	0.06	1.14	1.00
Housewives	3.58	6.31	3.61	6.36	0.03	0.05	0.84	0.79
Indiv: White	5.09	9.55	5.11	9.55	0.02	0.00	0.39	0.00
Indiv: Black	3.39	5.79	3.44	5.89	0.05	0.10	1.47	1.73
Indiv: Indian	2.28	4.76	2.30	4.82	0.02	0.06	0.88	1.26
Indiv: Coloured	2.87	4.96	2.98	5.14	0.11	0.18	3.83	3.63

Target \ Day Part	TVR							
	ES TV UNIVERSE JUL-DEC 2017 (OFF TAMS DATA)		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	1 564 899	2 720 538	1 623 775	2 820 260	58 876	99 722	3.76	3.67
Adults Age 15+	1 256 124	2 188 116	1 295 469	2 254 080	39 345	65 964	3.13	3.01
Kids Age 4-14	308 775	532 422	328 306	566 180	19 531	33 758	6.33	6.34
Adults Age 15-24	245 962	433 983	242 049	426 968	-3 913	-7 015	-1.59	-1.62
Adults Age 25-34	365 301	600 428	374 533	615 576	9 232	15 148	2.53	2.52
Adults Age 35-49	312 200	549 133	330 144	580 626	17 944	31 493	5.75	5.74
Adults Age 50-64	230 764	408 382	257 646	455 544	26 882	47 162	11.65	11.55
Adults Age 65+	101 897	196 189	91 097	175 365	-10 800	-20 824	-10.60	-10.61
Women 15+	665 283	1 172 790	684 744	1 206 025	19 461	33 235	2.93	2.83
Men 15+	590 841	1 015 326	610 725	1 048 055	19 884	32 729	3.37	3.22
Housewives	439 348	774 452	457 518	805 697	18 170	31 245	4.14	4.03
Indiv: White	191 370	359 353	192 138	359 285	768	-68	0.40	-0.02
Indiv: Black	1 224 565	2 094 278	1 278 099	2 185 995	53 534	91 717	4.37	4.38
Indiv: Indian	25 975	54 165	26 032	54 645	57	480	0.22	0.89
Indiv: Coloured	122 988	212 742	127 505	220 335	4 517	7 593	3.67	3.57

## SAMPLE AND UNIVERSE SIZES (OFF TAMS DATA)

Variable	ES TV Universe Jul-Dec 2017 (OFF TAMS DATA)		ES TV Universe Jan-Jun 2018 (OFF TAMS DATA)	
	Universe	Sample	Universe	Sample
Total Indv (incl guests)	45 353 967	10 578	46 280 043	10 578
Adults Age 15+	34 977 810	8 069	35 678 748	8 069
Kids Age 4-14	10 376 156	2 509	10 601 295	2 509
Adults Age 15-24	8 589 761	2 064	8 356 672	2 064
Adults Age 25-34	9 588 449	1 677	9 741 304	1 677
Adults Age 35-49	8 826 179	1 764	9 254 275	1 764
Adults Age 50-64	5 552 997	1 575	6 177 058	1 575
Adults Age 65+	2 420 425	989	2 149 439	989
Women 15+	18 130 049	4 660	18 468 313	4 660
Men 15+	16 847 761	3 409	17 210 435	3 409
Housewives	12 235 022	3 218	12 629 255	3 218
Indiv. White	3 763 245	762	3 760 522	762
Indiv. Black	36 166 141	8 780	37 101 375	8 780
Indiv. Indian	1 138 043	209	1 133 902	209
Indiv. Coloured	4 286 537	827	4 284 244	827

## CONCLUSION

- For October 2018 TAMS universe update, data shows overall stability in both weighting efficiencies and TV ratings. The observed changes in TV ratings reflect the movements in population estimates in the latest ES. The industry can look forward to stable and accurate TAMS data going forward.