



## **“POWER OUTAGE” TARGET MARKET**

### **WHAT IS IT?**

- Due to frequent scheduled load-shedding and the adoption of pre-paid electricity meters, a new feature in the TAM data has been developed to better understand the impact of these factors on TV viewing.
- The “Power Outage” target market allows data users to exclude audiences that are unavailable due to power failures. This feature runs alongside the full sample of released TAM data and is updated daily.
- The audiences affected by “Power Outages”, can be isolated to a specific demographic group, for example, Males, Ages 25 to 34 years and NOT affected by Power outages.

### **HOW DOES IT WORK?**

- The Nielsen TAM peplemeter intelligence detects whether a plugged-in peplemeter has power.
- After data collection every morning, an automated script flags households that have not received power to their meter between 17h00 and 23h00, for longer than 2 hours.
- This rule is used to infer that households have either experienced load-shedding or power outages.

### **HOW DOES IT HELP ME?**

- Data users can understand the impact of power outages on TV viewing.
- Planners can plan better by being able to answer questions such as: “Does the impact of power outages on viewing differ across time and target market?”
- Planners can understand how power outages impact on their post campaigns by excluding unavailable audience (without power).

TURN OVER FOR CASE STUDIES...

## CASE STUDY 1

Data runs covering February 2019, showing how the "Power Outage" target market works:

- Between 58 - 595 Individuals are excluded from **SAMPLE** due to power outages

Target <sup>Week</sup>	04/02/2019 - 10/02/2019	11/02/2019 - 17/02/2019	18/02/2019 - 24/02/2019
Total Individuals Currency	10,963	10,648	10,957
Total Individuals Excl. Power Outage HHS	10,823	10,053	10,899

- This means that from the Total **TV UNIVERSE**, between 261 745 to 2 709 926 TV viewers were not available to view due to power outages

TargetWeek	04/02/2019 - 10/02/2019	11/02/2019 - 17/02/2019	18/02/2019 - 24/02/2019
Total Indv (excl guests)	46,280,042	46,280,043	46,280,044
Total Individuals with no Load Shedding	45,646,558	43,570,117	46,018,299

- A slight lift in **TV RATING %** is observed when power outage viewers are excluded

TargetWeek	04/02/2019 - 10/02/2019	11/02/2019 - 17/02/2019	18/02/2019 - 24/02/2019
Total Indv (excl guests)	12.7	12.0	13.0
Total Individuals with no Load Shedding	14.2	13.5	14.6

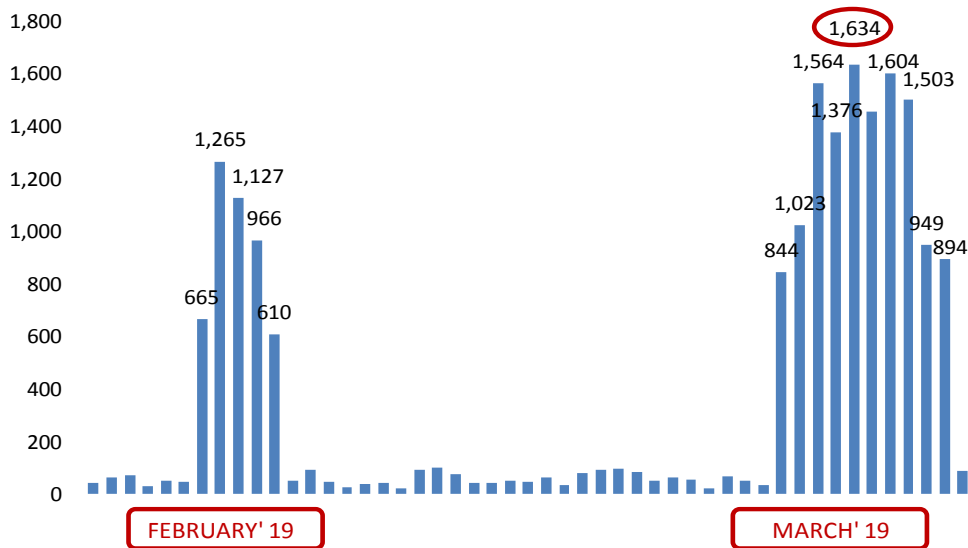
- Between 355 743 and 677 146 viewers are not available in **TV RATING 000's** due to power outages.

TargetWeek	04/02/2019 - 10/02/2019	11/02/2019 - 17/02/2019	18/02/2019 - 24/02/2019
Total Indv (excl guests)	5,861,646	5,540,402	6,018,863
Total Individuals with no Load Shedding	6,469,676	5,896,145	6,696,009

## CASE STUDY 2:

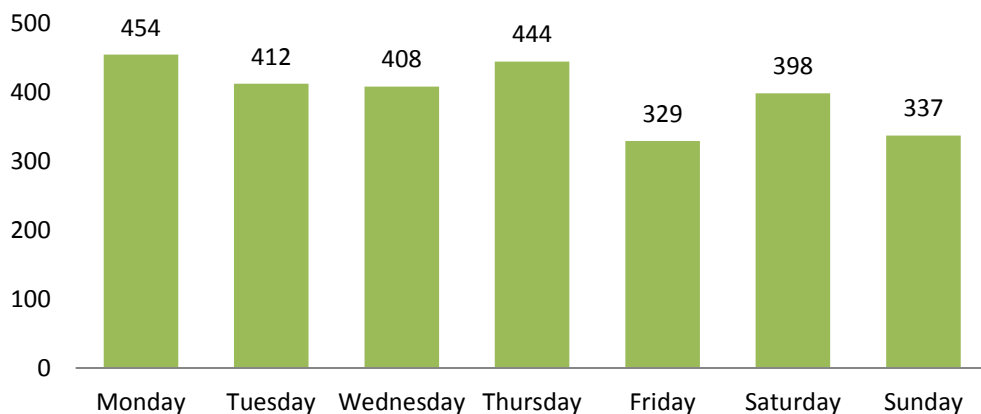
Do power outages have a bigger impact on week-day or weekend viewing?

- The number of viewers on the TAMS panel that are impacted by power outages from February to March varies significantly by day (ranging from 21 viewers to 1 634 viewers).



Full Day: 2h00 to 26h00  
 Total TV, Total Individuals  
 Period covers: 4 February to 24 March

- Monday, followed by Thursday, has slightly more viewers impacted by power outages.



Full Day: 2h00 to 26h00  
 Total TV, Total Individuals  
 Period covers: 4 February to 24 March

### CASE STUDY 3:

Do power outages have a bigger impact on certain target markets?

- Females ages 25 to 34 years have slightly more viewers impacted by power outages. When these females are excluded from the data because they are unavailable the effect is a slightly lower TVR #, but slightly increased TVR %.

Live + VOSDAL		Sample	
Date\Target	Total Individuals	Total Individuals Excl. Power Outage	Difference %
11/02/2019	10,195	8,930	-14.17%
12/02/2019	10,494	9,367	-12.03%
13/02/2019	10,384	9,418	-10.26%
14/02/2019	10,546	9,936	-6.14%
15/02/2019	11,038	10,987	-0.46%
16/02/2019	10,962	10,871	-0.84%
17/02/2019	10,914	10,865	-0.45%
	<b>10,648</b>	<b>10,053</b>	<b>-6.34%</b>

Male Ages 25 to 34 years	Male Ages 25 to 34 years Excl. Power Outage HHS	Difference %
738	649	-13.71%
783	710	-10.28%
772	698	-10.60%
770	735	-4.76%
806	800	-0.75%
797	792	-0.63%
793	784	-1.15%
<b>780</b>	<b>738</b>	<b>-5.98%</b>

Females Ages 25 to 34 years	Females Ages 25 to 34 years Excl. Power Outage HHS	Difference %
906	797	-13.68%
937	842	-11.28%
930	844	-10.19%
947	902	-4.99%
979	974	-0.51%
972	957	-1.57%
965	960	-0.52%
<b>948</b>	<b>897</b>	<b>-6.11%</b>

Live + VOSDAL		TVR#	
Date\Target	Total Individuals	Total Individuals Excl. Power Outage	Difference %
11/02/2019	4,637,085	4,130,330	-12.27%
12/02/2019	5,203,837	4,721,089	-10.23%
13/02/2019	5,487,527	4,990,119	-9.97%
14/02/2019	5,944,466	5,633,949	-5.51%
15/02/2019	7,129,921	7,117,035	-0.18%
16/02/2019	7,421,022	7,392,942	-0.38%
17/02/2019	7,314,892	7,287,553	-0.38%
	<b>6,162,679</b>	<b>5,896,145</b>	<b>-5.56%</b>

Male Ages 25 to 34 years	Male Ages 25 to 34 years Excl. Power Outage HHS	Difference %
475,282	426,625	-11.41%
519,761	467,911	-11.08%
563,817	505,906	-11.45%
590,470	566,507	-4.23%
697,617	696,534	-0.16%
717,201	714,116	-0.43%
692,448	684,888	-1.10%
<b>608,085</b>	<b>580,355</b>	<b>-5.69%</b>

Females Ages 25 to 34 years	Females Ages 25 to 34 years Excl. Power Outage HHS	Difference %
574,658	510,998	-12.46%
657,039	604,484	-8.69%
639,990	575,881	-11.13%
709,558	684,058	-3.73%
856,060	855,137	-0.11%
781,826	775,579	-0.81%
824,816	822,767	-0.25%
<b>720,564</b>	<b>689,843</b>	<b>-5.31%</b>

Live + VOSDAL		TVR%	
Date\Target	Total Individuals	Total Individuals Excl. Power Outage	Difference %
11/02/2019	10.00%	10.20%	1.96%
12/02/2019	11.20%	11.40%	1.75%
13/02/2019	11.90%	11.90%	0.00%
14/02/2019	12.80%	13.00%	1.54%
15/02/2019	15.40%	15.50%	0.65%
16/02/2019	16.00%	16.10%	0.62%
17/02/2019	15.80%	15.80%	0.00%
	<b>13.30%</b>	<b>13.41%</b>	<b>0.93%</b>

Male Ages 25 to 34 years	Male Ages 25 to 34 years Excl. Power Outage HHS	Difference %
9.70%	9.90%	2.02%
10.50%	10.50%	0.00%
11.40%	11.40%	0.00%
12.10%	12.20%	0.82%
14.20%	14.30%	0.70%
14.60%	14.60%	0.00%
14.10%	14.10%	0.00%
<b>12.37%</b>	<b>12.43%</b>	<b>0.51%</b>

Females Ages 25 to 34 years	Females Ages 25 to 34 years Excl. Power Outage HHS	Difference %
11.90%	12.10%	1.65%
13.70%	14.00%	2.14%
13.30%	13.20%	-0.76%
14.60%	14.80%	1.35%
17.80%	17.90%	0.56%
16.20%	16.30%	0.61%
17.10%	17.10%	0.00%
<b>14.94%</b>	<b>15.06%</b>	<b>0.79%</b>