

# BRC TAMS UNIVERSE UPDATE

## FROM THE JAN – JUN 2018 TO THE JAN - DEC 2018 ESTABLISHMENT SURVEY

### BACKGROUND

- The TAMS Universe is updated at regular intervals 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 20th May 2019.
- The last TAMS universe update occurred on Monday the 8th October 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.
- Effective May 2019 update, TAMS uses a 12-month rolling ES to determine the TV universe.
- The reason for this change is to improve the stability of the universe estimates delivered out of the Establishment Survey: by removing unnecessary noise created by shorter sample period of an independent 6 month ES TV universe estimates.

	2016	2017	2017	2018	2018	2019
Implemented	5-Sep-2016	5-Jun-2017	2-Oct-2017	16-Apr-2018	8-Oct-2018	20-May-2019
Source	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	ES TV Universe Jan-Dec 2018
Households	13 651 164	13 996 480	14 006 143	14 085 579	14 410 723	14 469 184
Individuals	44 998 436	44 068 935	45 062 118	45 353 968	46 280 043	46 444 215
Growth in Individuals	732 186	-929 501	993 183	291 851	926 075	164 172

### REVIEW OF POPULATION CHANGES FOR THE MAY 2019 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 0.41% (58 461 households), and the individuals' universe showed a similar level of change with a 0.35% increase (164 172 individuals).

	ES TV Universe Jan-Jun 2018	ES TV Universe Jan-Dec 2018	Difference #	Difference %
Households	14 410 723	14 469 184	58 461	0,41
Individuals	46 280 043	46 444 215	164 172	0,35

## TV Individuals

- The total children universe increased by 0.12% (12 553 children). The total adult universe increased by 0.42% (151 619 adults), with a noticeable growth seen in the adult age group of 65+ of 8.68% (186 654 adults 65+).

	ES TV Universe Jan-Jun 2018	ES TV Universe Jan-Dec 2018	Difference #	Difference %
Total Male	22 522 860	22 673 481	150 621	0,67
Total Female	23 757 183	23 770 734	13 551	0,06
Total Individuals	46 280 043	46 444 215	164 172	0,35
Age 04 - 06	3 109 108	3 124 257	15 149	0,49
Age 07 - 10	3 941 585	3 934 486	-7 099	-0,18
Age 11 - 14	3 550 602	3 555 105	4 503	0,13
Total Children	10 601 295	10 613 848	12 553	0,12
Age 15 - 24	8 356 672	8 442 052	85 380	1,02
Age 25 - 34	9 741 304	9 802 259	60 955	0,63
Age 35 - 49	9 254 275	9 215 426	-38 849	-0,42
Age 50 - 64	6 177 058	6 034 537	-142 521	-2,31
Age 65+	2 149 439	2 336 093	186 654	8,68
Total Adults	35 678 748	35 830 367	151 619	0,42
Total Individuals	46 280 043	46 444 215	164 172	0,35

- The new ES TV universe shows the highest increase in FS of 5.43% (119 335 individuals) followed by NC of 3.46% (32 314 individuals). None of the provinces are showing a significant decline.

	ES TV Universe Jan - Jun 2018	ES TV Universe Jan-Dec 2018	Difference #	Difference %
WC	5 585 531	5 594 064	8 533	0.15
NC	935 179	967 493	32 314	3.46
FS	2 198 019	2 317 354	119 335	5.43
EC	5 265 821	5 280 553	14 732	0.28
KZN	9 198 069	9 098 944	-99 125	-1.08
MPU	3 667 843	3 710 356	42 513	1.16
LIM	4 666 061	4 643 962	-22 099	-0.47
GAU	11 688 510	11 706 283	17 773	0.15
NWP	3 075 010	3 125 206	50 196	1.63
Total Individuals	46 280 043	46 444 215	164 172	0.35

- The ES makes use of 3 area types (metro, urban and rural). There is a small increase in metro areas of 0.46% (84 928 individuals) and in urban areas of 0.66% (85 569 individuals).

	ES TV Universe Jan-Jun 2018	ES TV Universe Jan-Dec 2018	Difference #	Difference %
Metro	18 585 508	18 670 436	84 928	0.46
Rural	14 642 822	14 636 497	-6 325	-0.04
Urban	13 051 713	13 137 282	85 569	0.66
Total Individuals	46 280 043	46 444 215	164 172	0.35

- The ES TV universe shows very slight decreases in the white population groups. An increase is seen in the coloured population group of 2.12% (90 861 individuals) and the Indian population group of 1.08% (12 207 individuals).

	ES TV Universe Jan-Jun 2018	ES TV Universe Jan-Dec 2018	Difference #	Difference %
African Black	37 101 375	37 206 819	105 444	0,28
White	3 760 522	3 716 182	-44 340	-1,18
Indian	1 133 902	1 146 109	12 207	1,08
Coloured	4 284 244	4 375 105	90 861	2,12
Total Individuals	46 280 043	46 444 215	164 172	0,35

- DStv universes are updated using audited DStv subscriber figures, at the mid-point of the ES fieldwork period; that being September 2018 for the May 2019 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 4.43%, while growth on an individual level is now 4.98%.

	ES TV Universe Jan-Jun 2018	ES TV Universe Jan-Dec 2018	Difference #	Difference %
Pay TV	19 815 914	20 803 373	987 459	4,98
No Pay TV	26 464 129	25 640 842	-823 287	-3,11
Total Individuals	46 280 043	46 444 215	164 172	0,35

	ES TV Universe Jan-Jun 2018	ES TV Universe Jan-Dec 2018	Difference #	Difference %
Pay TV	6 454 501	6 740 265	285 764	4,43
No Pay TV	7 956 222	7 728 919	-227 303	-2,86
Total Households	14 410 723	14 469 184	58 461	0,41

## TESTING METHODOLOGY AND PERIOD (TAMS DATA)

### Testing Methodology

- The test data includes the new universe update.
- The new universe update is based on the 12-month rolling Establishment Survey January – December 2018 and is compared to the current live data which uses the Establishment Survey January – June 2018 universe estimates.
- The test period (off TAMS data) covers the 18<sup>th</sup> February to 3<sup>rd</sup> March 2019; 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 %
1 192	5 084	12 415	71

### 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 %
1 260	4 234	12 520	89

## VIEWING TEST DATA (OFF TAMS DATA)

### Total TV

Target \ Day Part	TVR %							
	ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)	14.49	28.63	14.56	28.74	0.07	0.11	0.48	0.38
Adults Age 15+	15.75	30.55	15.81	30.64	0.06	0.09	0.38	0.29
Kids Age 4-14	10.24	22.18	10.33	22.32	0.09	0.14	0.88	0.63
Adults Age 15-24	11.86	23.74	11.91	23.83	0.05	0.09	0.42	0.38
Adults Age 25-34	15.13	28.73	15.23	28.86	0.10	0.13	0.66	0.45
Adults Age 35-49	16.55	31.40	16.58	31.45	0.03	0.05	0.18	0.16
Adults Age 50-64	18.98	37.32	19.04	37.37	0.06	0.05	0.32	0.13
Adults Age 65+	20.90	42.17	20.93	42.18	0.03	0.01	0.14	0.02
Women 15+	16.68	33.07	16.76	33.18	0.08	0.11	0.48	0.33
Men 15+	14.74	27.85	14.80	27.93	0.06	0.08	0.41	0.29
Housewives	16.62	32.88	16.70	33.00	0.08	0.12	0.48	0.36
Indiv: White	14.85	31.13	15.03	31.45	0.18	0.32	1.21	1.03
Indiv: Black	14.33	28.37	14.41	28.48	0.08	0.11	0.56	0.39
Indiv: Indian	14.26	28.10	14.24	28.08	-0.02	-0.02	-0.14	-0.07
Indiv: Coloured	15.57	28.85	15.54	28.81	-0.03	-0.04	-0.19	-0.14

Target \ Day Part	TVR							
	ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)	6 703 890	13 251 471	6 761 338	13 347 960	57 448	96 489	0.86	0.73
Adults Age 15+	5 618 368	10 900 255	5 664 458	10 978 978	46 090	78 723	0.82	0.72
Kids Age 4-14	1 085 522	2 351 216	1 096 879	2 368 982	11 357	17 766	1.05	0.76
Adults Age 15-24	990 750	1 984 095	1 005 361	2 011 616	14 611	27 521	1.47	1.39
Adults Age 25-34	1 474 195	2 798 716	1 492 778	2 828 445	18 583	29 729	1.26	1.06
Adults Age 35-49	1 531 516	2 905 870	1 528 221	2 898 509	-3 295	-7 361	-0.22	-0.25
Adults Age 50-64	1 172 581	2 305 205	1 149 192	2 255 084	-23 389	-50 121	-1.99	-2.17
Adults Age 65+	449 327	906 369	488 906	985 325	39 579	78 956	8.81	8.71
Women 15+	3 080 785	6 106 609	3 098 179	6 134 192	17 394	27 583	0.56	0.45
Men 15+	2 537 583	4 793 646	2 566 280	4 844 786	28 697	51 140	1.13	1.07
Housewives	2 079 152	4 114 771	2 088 895	4 128 610	9 743	13 839	0.47	0.34
Indiv: White	558 436	1 170 711	558 359	1 168 914	-77	-1 797	-0.01	-0.15
Indiv: Black	5 316 539	10 526 053	5 359 796	10 596 667	43 257	70 614	0.81	0.67
Indiv: Indian	161 684	318 584	163 175	321 849	1 491	3 265	0.92	1.02
Indiv: Coloured	667 231	1 236 123	680 008	1 260 530	12 777	24 407	1.91	1.97

# SABC 1

		TVR %							
		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)		3.09	8.36	3.05	8.28	-0.04	-0.08	-1.29	-0.96
Adults Age 15+		3.32	8.82	3.28	8.73	-0.04	-0.09	-1.20	-1.02
Kids Age 4-14		2.30	6.80	2.27	6.74	-0.03	-0.06	-1.30	-0.88
Adults Age 15-24		2.66	7.37	2.63	7.31	-0.03	-0.06	-1.13	-0.81
Adults Age 25-34		3.32	8.88	3.29	8.81	-0.03	-0.07	-0.90	-0.79
Adults Age 35-49		3.53	9.02	3.48	8.92	-0.05	-0.10	-1.42	-1.11
Adults Age 50-64		3.78	10.04	3.73	9.94	-0.05	-0.10	-1.32	-1.00
Adults Age 65+		3.71	9.77	3.65	9.65	-0.06	-0.12	-1.62	-1.23
Women 15+		3.57	9.75	3.53	9.67	-0.04	-0.08	-1.12	-0.82
Men 15+		3.06	7.81	3.02	7.74	-0.04	-0.07	-1.31	-0.90
Housewives		3.50	9.41	3.45	9.31	-0.05	-0.10	-1.43	-1.06
Indiv: White		0.08	0.19	0.08	0.19	0.00	0.00	0.00	0.00
Indiv: Black		3.74	10.16	3.70	10.07	-0.04	-0.09	-1.07	-0.89
Indiv: Indian		0.32	0.55	0.32	0.54	0.00	-0.01	0.00	-1.82
Indiv: Coloured		0.79	1.97	0.77	1.93	-0.02	-0.04	-2.53	-2.03

		TVR							
		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)		1 429 507	3 866 882	1 416 902	3 843 684	-12 605	-23 198	-0.88	-0.60
Adults Age 15+		1 186 081	3 145 501	1 176 432	3 128 678	-9 649	-16 823	-0.81	-0.53
Kids Age 4-14		243 425	721 381	240 471	715 006	-2 954	-6 375	-1.21	-0.88
Adults Age 15-24		222 269	615 475	222 231	617 184	-38	1 709	-0.02	0.28
Adults Age 25-34		323 669	865 176	322 531	863 810	-1 138	-1 366	-0.35	-0.16
Adults Age 35-49		326 814	834 930	321 033	822 410	-5 781	-12 520	-1.77	-1.50
Adults Age 50-64		233 633	619 956	225 316	599 796	-8 317	-20 160	-3.56	-3.25
Adults Age 65+		79 697	209 965	85 321	225 479	5 624	15 514	7.06	7.39
Women 15+		659 732	1 800 551	652 794	1 786 781	-6 938	-13 770	-1.05	-0.76
Men 15+		526 350	1 344 950	523 637	1 341 897	-2 713	-3 053	-0.52	-0.23
Housewives		438 059	1 177 198	431 953	1 164 559	-6 106	-12 639	-1.39	-1.07
Indiv: White		3 149	7 257	3 042	6 975	-107	-282	-3.40	-3.89
Indiv: Black		1 388 933	3 769 140	1 376 342	3 746 073	-12 591	-23 067	-0.91	-0.61
Indiv: Indian		3 634	6 194	3 624	6 166	-10	-28	-0.28	-0.45
Indiv: Coloured		33 790	84 290	33 895	84 469	105	179	0.31	0.21

## SABC 2

		TVR %							
		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)		1.29	2.90	1.27	2.88	-0.02	-0.02	-1.55	-0.69
Adults Age 15+		1.43	3.13	1.41	3.11	-0.02	-0.02	-1.40	-0.64
Kids Age 4-14		0.81	2.13	0.80	2.10	-0.01	-0.03	-1.23	-1.41
Adults Age 15-24		0.89	2.13	0.88	2.11	-0.01	-0.02	-1.12	-0.94
Adults Age 25-34		1.19	2.70	1.18	2.68	-0.01	-0.02	-0.84	-0.74
Adults Age 35-49		1.52	3.00	1.49	2.96	-0.03	-0.04	-1.97	-1.33
Adults Age 50-64		2.05	4.36	2.02	4.29	-0.03	-0.07	-1.46	-1.61
Adults Age 65+		2.53	6.04	2.50	5.97	-0.03	-0.07	-1.19	-1.16
Women 15+		1.55	3.47	1.53	3.44	-0.02	-0.03	-1.29	-0.86
Men 15+		1.31	2.77	1.29	2.75	-0.02	-0.02	-1.53	-0.72
Housewives		1.61	3.55	1.59	3.52	-0.02	-0.03	-1.24	-0.85
Indiv: White		1.15	4.03	1.13	3.96	-0.02	-0.07	-1.74	-1.74
Indiv: Black		1.21	2.52	1.19	2.49	-0.02	-0.03	-1.65	-1.19
Indiv: Indian		0.48	0.79	0.47	0.79	-0.01	0.00	-2.08	0.00
Indiv: Coloured		2.35	5.85	2.30	5.76	-0.05	-0.09	-2.13	-1.54

		TVR							
		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)		597 125	1 344 206	591 244	1 335 296	-5 881	-8 910	-0.98	-0.66
Adults Age 15+		511 132	1 118 428	506 675	1 112 636	-4 457	-5 792	-0.87	-0.52
Kids Age 4-14		85 993	225 778	84 569	222 660	-1 424	-3 118	-1.66	-1.38
Adults Age 15-24		74 086	178 342	73 947	178 512	-139	170	-0.19	0.10
Adults Age 25-34		115 792	262 974	115 252	262 275	-540	-699	-0.47	-0.27
Adults Age 35-49		140 206	277 872	137 438	273 225	-2 768	-4 647	-1.97	-1.67
Adults Age 50-64		126 571	269 353	121 651	259 182	-4 920	-10 171	-3.89	-3.78
Adults Age 65+		54 476	129 887	58 387	139 442	3 911	9 555	7.18	7.36
Women 15+		286 319	640 866	283 034	635 818	-3 285	-5 048	-1.15	-0.79
Men 15+		224 814	477 563	223 641	476 818	-1 173	-745	-0.52	-0.16
Housewives		201 535	444 160	198 831	440 164	-2 704	-3 996	-1.34	-0.90
Indiv: White		43 391	151 659	41 987	147 030	-1 404	-4 629	-3.24	-3.05
Indiv: Black		447 823	933 109	443 181	927 420	-4 642	-5 689	-1.04	-0.61
Indiv: Indian		5 420	8 965	5 416	9 035	-4	70	-0.07	0.78
Indiv: Coloured		100 491	250 473	100 660	251 810	169	1 337	0.17	0.53



# SABC 3

		TVR %							
		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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	0.77	0.60	0.76	-0.01	-0.01	-1.64	-1.30
Adults Age 15+		0.69	0.87	0.68	0.85	-0.01	-0.02	-1.45	-2.30
Kids Age 4-14		0.32	0.43	0.32	0.42	0.00	-0.01	0.00	-2.33
Adults Age 15-24		0.43	0.51	0.42	0.50	-0.01	-0.01	-2.33	-1.96
Adults Age 25-34		0.60	0.73	0.59	0.71	-0.01	-0.02	-1.67	-2.74
Adults Age 35-49		0.73	0.96	0.72	0.94	-0.01	-0.02	-1.37	-2.08
Adults Age 50-64		0.89	1.15	0.88	1.12	-0.01	-0.03	-1.12	-2.61
Adults Age 65+		1.39	1.74	1.36	1.70	-0.03	-0.04	-2.16	-2.30
Women 15+		0.70	0.87	0.69	0.85	-0.01	-0.02	-1.43	-2.30
Men 15+		0.69	0.87	0.68	0.85	-0.01	-0.02	-1.45	-2.30
Housewives		0.70	0.92	0.69	0.90	-0.01	-0.02	-1.43	-2.17
Indiv: White		0.92	1.30	0.90	1.26	-0.02	-0.04	-2.17	-3.08
Indiv: Black		0.47	0.58	0.46	0.57	-0.01	-0.01	-2.13	-1.72
Indiv: Indian		1.11	1.32	1.09	1.31	-0.02	-0.01	-1.80	-0.76
Indiv: Coloured		1.43	1.76	1.40	1.72	-0.03	-0.04	-2.10	-2.27

		TVR							
		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)		282 045	355 605	278 568	350 955	-3 477	-4 650	-1.23	-1.31
Adults Age 15+		247 878	309 985	245 073	306 181	-2 805	-3 804	-1.13	-1.23
Kids Age 4-14		34 167	45 619	33 495	44 774	-672	-845	-1.97	-1.85
Adults Age 15-24		36 025	42 270	35 788	41 962	-237	-308	-0.66	-0.73
Adults Age 25-34		58 933	70 841	58 292	70 047	-641	-794	-1.09	-1.12
Adults Age 35-49		67 746	88 577	66 227	86 845	-1 519	-1 732	-2.24	-1.96
Adults Age 50-64		55 253	70 932	52 919	67 621	-2 334	-3 311	-4.22	-4.67
Adults Age 65+		29 921	37 365	31 846	39 706	1 925	2 341	6.43	6.27
Women 15+		129 304	160 596	127 393	158 038	-1 911	-2 558	-1.48	-1.59
Men 15+		118 575	149 389	117 680	148 142	-895	-1 247	-0.75	-0.83
Housewives		87 919	114 526	86 511	112 527	-1 408	-1 999	-1.60	-1.75
Indiv: White		34 553	48 739	33 487	46 895	-1 066	-1 844	-3.09	-3.78
Indiv: Black		173 833	216 446	171 523	213 735	-2 310	-2 711	-1.33	-1.25
Indiv: Indian		12 537	14 943	12 480	15 025	-57	82	-0.45	0.55
Indiv: Coloured		61 122	75 477	61 078	75 300	-44	-177	-0.07	-0.23

eTV

		TVR %							
		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)		2.07	4.47	2.04	4.42	-0.03	-0.05	-1.45	-1.12
Adults Age 15+		2.25	4.78	2.22	4.72	-0.03	-0.06	-1.33	-1.26
Kids Age 4-14		1.47	3.43	1.44	3.39	-0.03	-0.04	-2.04	-1.17
Adults Age 15-24		1.99	4.21	1.96	4.17	-0.03	-0.04	-1.51	-0.95
Adults Age 25-34		2.37	4.91	2.34	4.87	-0.03	-0.04	-1.27	-0.81
Adults Age 35-49		2.24	4.76	2.20	4.70	-0.04	-0.06	-1.79	-1.26
Adults Age 50-64		2.38	5.20	2.33	5.12	-0.05	-0.08	-2.10	-1.54
Adults Age 65+		2.46	5.29	2.41	5.19	-0.05	-0.10	-2.03	-1.89
Women 15+		2.42	5.29	2.39	5.22	-0.03	-0.07	-1.24	-1.32
Men 15+		2.07	4.24	2.04	4.19	-0.03	-0.05	-1.45	-1.18
Housewives		2.33	5.13	2.29	5.06	-0.04	-0.07	-1.72	-1.36
Indiv: White		1.19	2.75	1.14	2.65	-0.05	-0.10	-4.20	-3.64
Indiv: Black		2.14	4.61	2.11	4.57	-0.03	-0.04	-1.40	-0.87
Indiv: Indian		1.88	5.16	1.85	5.12	-0.03	-0.04	-1.60	-0.78
Indiv: Coloured		2.30	4.59	2.24	4.48	-0.06	-0.11	-2.61	-2.40

		TVR							
		ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)		959 671	2 069 301	947 588	2 052 303	-12 083	-16 998	-1.26	-0.82
Adults Age 15+		803 895	1 705 806	794 275	1 692 129	-9 620	-13 677	-1.20	-0.80
Kids Age 4-14		155 776	363 495	153 313	360 174	-2 463	-3 321	-1.58	-0.91
Adults Age 15-24		166 036	351 656	165 266	351 742	-770	86	-0.46	0.02
Adults Age 25-34		230 502	478 401	228 939	477 249	-1 563	-1 152	-0.68	-0.24
Adults Age 35-49		207 719	440 864	203 016	433 104	-4 703	-7 760	-2.26	-1.76
Adults Age 50-64		146 773	321 260	140 830	308 769	-5 943	-12 491	-4.05	-3.89
Adults Age 65+		52 865	113 625	56 225	121 265	3 360	7 640	6.36	6.72
Women 15+		447 494	976 181	440 951	965 762	-6 543	-10 419	-1.46	-1.07
Men 15+		356 401	729 625	353 325	726 367	-3 076	-3 258	-0.86	-0.45
Housewives		291 353	641 719	286 029	632 532	-5 324	-9 187	-1.83	-1.43
Indiv: White		44 706	103 352	42 470	98 611	-2 236	-4 741	-5.00	-4.59
Indiv: Black		795 220	1 710 911	785 812	1 698 868	-9 408	-12 043	-1.18	-0.70
Indiv: Indian		21 262	58 512	21 253	58 679	-9	167	-0.04	0.29
Indiv: Coloured		98 484	196 526	98 053	196 146	-431	-380	-0.44	-0.19

## DStv Commercial Total

Target \ Day Part	TVR %							
	ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)	3.15	5.36	3.28	5.57	0.13	0.21	4.13	3.92
Adults Age 15+	3.37	5.66	3.49	5.87	0.12	0.21	3.56	3.71
Kids Age 4-14	2.43	4.36	2.56	4.59	0.13	0.23	5.35	5.28
Adults Age 15-24	2.71	4.57	2.81	4.73	0.10	0.16	3.69	3.50
Adults Age 25-34	3.47	5.48	3.60	5.67	0.13	0.19	3.75	3.47
Adults Age 35-49	3.33	5.65	3.45	5.86	0.12	0.21	3.60	3.72
Adults Age 50-64	3.87	6.75	4.02	7.01	0.15	0.26	3.88	3.85
Adults Age 65+	4.11	7.59	4.25	7.84	0.14	0.25	3.41	3.29
Women 15+	3.57	6.06	3.70	6.29	0.13	0.23	3.64	3.80
Men 15+	3.15	5.22	3.26	5.41	0.11	0.19	3.49	3.64
Housewives	3.42	5.87	3.56	6.11	0.14	0.24	4.09	4.09
Indiv: White	4.55	8.43	4.73	8.78	0.18	0.35	3.96	4.15
Indiv: Black	3.12	5.23	3.25	5.44	0.13	0.21	4.17	4.02
Indiv: Indian	1.88	3.40	1.97	3.53	0.09	0.13	4.79	3.82
Indiv: Coloured	2.52	4.35	2.62	4.54	0.10	0.19	3.97	4.37

Target \ Day Part	TVR							
	ES TV UNIVERSE JAN-JUN 2018 (OFF TAMS DATA)		ES TV UNIVERSE JAN-DEC 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)	1 458 103	2 481 066	1 521 157	2 588 713	63 054	107 647	4.32	4.34
Adults Age 15+	1 200 604	2 019 111	1 249 343	2 101 674	48 739	82 563	4.06	4.09
Kids Age 4-14	257 499	461 955	271 814	487 039	14 315	25 084	5.56	5.43
Adults Age 15-24	226 433	381 676	236 920	399 450	10 487	17 774	4.63	4.66
Adults Age 25-34	338 387	533 759	352 757	556 271	14 370	22 512	4.25	4.22
Adults Age 35-49	308 131	523 234	317 832	539 897	9 701	16 663	3.15	3.18
Adults Age 50-64	239 265	417 209	242 527	422 886	3 262	5 677	1.36	1.36
Adults Age 65+	88 388	163 233	99 306	183 170	10 918	19 937	12.35	12.21
Women 15+	659 303	1 119 920	684 618	1 163 260	25 315	43 340	3.84	3.87
Men 15+	541 301	899 191	564 725	938 415	23 424	39 224	4.33	4.36
Housewives	428 036	734 570	445 489	764 492	17 453	29 922	4.08	4.07
Indiv: White	170 965	317 008	175 790	326 197	4 825	9 189	2.82	2.90
Indiv: Black	1 158 000	1 938 929	1 207 982	2 023 175	49 982	84 246	4.32	4.34
Indiv: Indian	21 355	38 555	22 543	40 506	1 188	1 951	5.56	5.06
Indiv: Coloured	107 783	186 574	114 842	198 835	7 059	12 261	6.55	6.57

## SAMPLE AND UNIVERSE SIZES (OFF TAMS DATA)

Variable	ES TV Universe Jan-Jun 2018 (OFF TAMS DATA)		ES TV Universe Jan-Dec 2018 (OFF TAMS DATA)	
	Universe	Sample	Universe	Sample
Total Indv (incl guests)	46 280 040	10 967	46 444 215	10 967
Adults Age 15+	35 678 745	8 404	35 830 366	8 404
Kids Age 4-14	10 601 295	2 563	10 613 849	2 563
Adults Age 15-24	8 356 672	2 123	8 442 052	2 123
Adults Age 25-34	9 741 304	1 779	9 802 259	1 779
Adults Age 35-49	9 254 273	1 827	9 215 425	1 827
Adults Age 50-64	6 177 058	1 653	6 034 537	1 653
Adults Age 65+	2 149 438	1 022	2 336 093	1 022
Women 15+	18 468 311	4 834	18 486 921	4 834
Men 15+	17 210 434	3 570	17 343 446	3 570
Housewives	12 512 502	3 319	12 507 223	3 319
Indiv: White	3 760 522	759	3 716 182	759
Indiv: Black	37 101 372	9 149	37 206 819	9 149
Indiv: Indian	1 133 902	207	1 146 109	207
Indiv: Coloured	4 284 244	852	4 375 105	852

## CONCLUSION

- For May 2019 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.