BRC TAMS UNIVERSE UPDATE

FROM THE PAMS 2019 ESTABLISHMENT SURVEY
TO THE TV ESTABLISHMENT SURVEY 2023

BACKGROUND

- Historically the TAMS Universe was updated at regular intervals to correspond with the latest Household and Population figures from the Establishment Survey.
- Due to Covid 19 and other factors, there was no Establishment Survey conducted between 2020 - 2022.
- This universe update will be implemented in the TAMS data from Monday the 29th January 2024.
- The last TAMS universe update occurred on Monday the 5th October 2020.
- This universe update is based on the TV Establishment Survey 2023.

HISTORY OF TV UNIVERSE UPDATES

- Below is a history of both the TV Household and TV Individuals universe updates that have been implemented since 2018. The total Individual universe comprises people aged 4 years and over.
- Effective January 2024, TAMS has used the TV ES 2023 database to determine the TV universe.

	2018	2018	2019	2019	2020	2024
Implemented	16-Apr-2018	8-Oct-2018	20-May-2019	28-Oct-2019	5-Oct-2020	29-Jan-2024
Source	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18 - Jun 19	PAMS TV Universe 2019	TV ES 2023
Households	14,085,579	14,410,723	14,469,184	14,577,947	15,876,571	13,938,569
Individuals	45,353,968	46,280,043	46,444,215	46,635,618	49,995,283	45,271,225
Change in individuals	291,851	926,075	164,172	191,403	3,359,665	-4,724,058

REVIEW OF POPULATION CHANGES FOR THE JANUARY 2024 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 2023 TV household universe has decreased by 12.2% (1.9m households), and the individuals' universe showed a 9.45% decrease (4.7m individuals).

	PAMS TV Universe 2019	TV ES Universe 2023	Difference #	Difference %
Households	15,876,571	13,938,569	-1,938,002	-12.21
Individuals	49,995,283	45,271,225	-4,724,058	-9.45

TV Individuals

- Due to the decrease in the overall total TV universe, all demographic universes will also show a decrease in line with this. The age groups 15-34 are showing an above average decrease when compared to the total TV universe.

	PAMS TV Universe 2019	TV ES Universe 2023	Difference #	Difference %
Total Male	24,245,996	22,281,640	-1,964,356	-8.10
Total Female	25,749,286	22,989,585	-2,759,701	-10.72
Total Individuals	49,995,281	45,271,225	-4,724,056	-9.45
Age 04 - 06	3,163,803	2,756,019	-407,784	-12.89
Age 07 - 10	4,184,796	3,782,248	-402,548	-9.62
Age 11 - 14	3,952,683	3,827,126	-125,557	-3.18
Total Children	11,301,282	10,365,393	-935,889	-8.28
Age 15 - 24	8,768,365	7,453,631	-1,314,734	-14.99
Age 25 - 34	10,141,216	8,577,751	-1,563,465	-15.42
Age 35 - 49	10,334,844	10,307,959	-26,885	-0.26
Age 50 - 64	6,247,501	5,478,803	-768,698	-12.30
Age 65+	3,202,074	3,087,688	-114,386	-3.57
Total Adults	38,694,000	34,905,832	-3,788,168	-9.79

- All provinces will show a decrease due to the overall drop in total universes. Limpopo is showing an above average drop when compared to the total universe.

	PAMS TV Universe 2019	TV ES Universe 2023	Difference #	Difference %
WC	6,141,344	5,694,888	-446,456	-7.27
NC	1,011,666	934,828	-76,838	-7.60
FS	2,436,205	2,218,242	-217,963	-8.95
EC	5,195,505	4,953,018	-242,487	-4.67
KZN	9,449,131	8,571,834	-877,297	-9.28
MPU	3,977,300	3,690,615	-286,685	-7.21
LIM	5,049,476	4,138,858	-910,618	-18.03
GAU	13,364,327	12,149,067	-1,215,260	-9.09
NWP	3,370,328	2,919,875	-450,453	-13.37
Total Individuals	49,995,282	45,271,225	-4,724,057	-9.45

- There is an above average drop reflected in the rural areas.

	PAMS TV Universe 2019	TV ES Universe 2023	Difference #	Difference %
Metro	21,825,158	21,057,505	-767,653	-3.52
Rural	14,759,259	11,368,622	-3,390,637	-22.97
Urban	13,410,865	12,845,098	-565,767	-4.22
Total Individuals	49,995,282	45,271,225	-4,724,057	-9.45

- All population group universes have decreased in line with the total TV universe, with the exception of the Indian group which is not reflecting decreases.

	PAMS TV Universe 2019	TV ES Universe 2023	Difference #	Difference %
African Black	39,712,324	35,849,564	-3,862,760	-9.73
White	4,317,234	3,859,805	-457,429	-10.60
Indian	1,329,174	1,316,537	-12,637	-0.95
Coloured	4,636,550	4,245,319	-391,231	-8.44
Total Individuals	49,995,282	45,271,225	-4,724,057	-9.45

- DStv universes are updated using audited DStv subscriber figures, that being an average of March and September 2023 for the January 2024 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 figures will be added to the Total Pay group.

- The Pay TV universe has increased based on the DStv audited subscriber numbers. The Non-Pay TV universe is reflecting a decrease that is relatively above average.

	PAMS TV Universe 2019	TV ES Universe 2023	Difference #	Difference %
Pay TV	23,689,564	24,980,663	1,291,099	5.45
No Pay TV	26,305,718	20,290,562	-6,015,156	-22.87
Total Individuals	49,995,282	45,271,225	-4,724,057	-9.45

	PAMS TV Universe 2019	TV ES Universe 2023	Difference #	Difference %
Pay TV	7,460,182	7,691,270	231,088	3.10
No Pay TV	8,416,389	6,247,299	-2,169,090	-25.77
Total Households	15,876,571	13,938,569	-1,938,002	-12.21

TESTING METHODOLOGY AND PERIOD (TAMS DATA)

Testing Methodology

- The test data includes the new universe update.

- The new universe update is based on the TV ES 2023 survey and is compared to the current live data which uses the PAMS 2019 universe estimates.

- The test period (off TAMS data) covered in this document is the 20-26 November 2023.

- 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 %
1,697	5,086	11,666	80%

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
Kids/adults x 3 SEM Super Groups	6
Total number of categories	54

Min Factor	AVG Factor	Max Factor	Efficiency %
727	4,053	39,996	64%

VIEWING TEST DATA (OFF TAMS DATA)

Total TV

| | TVR | | | | | | | |
| | PAMS TV UNIVERSE 2019 (OFF TAMS DATA) | | TV ES UNVIERSE 2023 (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)	6,280,964	11,001,930	5,793,540	10,132,409	-487,424	-869,521	-7.76	-7.90
Adults Age 15+	5,120,426	8,913,706	4,710,096	8,182,463	-410,330	-731,243	-8.01	-8.20
Kids Age 4-14	1,160,538	2,088,223	1,083,443	1,949,946	-77,095	-138,277	-6.64	-6.62
Adults Age 15-24	947,418	1,616,925	814,164	1,388,643	-133,254	-228,282	-14.06	-14.12
Adults Age 25-34	1,187,766	2,033,291	1,026,104	1,750,042	-161,662	-283,249	-13.61	-13.93
Adults Age 35-49	1,430,269	2,424,270	1,437,464	2,431,950	7,195	7,680	0.50	0.32
Adults Age 50-64	999,175	1,804,707	883,256	1,592,274	-115,919	-212,433	-11.60	-11.77
Adults Age 65+	555,798	1,034,512	549,108	1,019,554	-6,690	-14,958	-1.20	-1.45
Women 15+	2,783,477	4,883,978	2,517,387	4,417,594	-266,090	-466,384	-9.56	-9.55
Men 15+	2,336,950	4,029,728	2,192,710	3,764,868	-144,240	-264,860	-6.17	-6.57
Housewives	1,935,012	3,438,586	1,776,107	3,154,036	-158,905	-284,550	-8.21	-8.28
Indiv: White	536,957	1,149,047	480,438	1,038,850	-56,519	-110,197	-10.53	-9.59
Indiv: Black	4,892,067	8,399,553	4,527,966	7,741,512	-364,101	-658,041	-7.44	-7.83
Indiv: Indian	166,465	289,209	166,145	286,766	-320	-2,443	-0.19	-0.84
Indiv: Coloured	685,475	1,164,121	618,991	1,065,281	-66,484	-98,840	-9.70	-8.49

| | TVR % | | | | | | | |
| | PAMS TV UNIVERSE 2019 (OFF TAMS DATA) | | TV ES UNVIERSE 2023 (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)	12.56	22.01	12.80	22.38	0.24	0.37	1.91	1.68
Adults Age 15+	13.23	23.04	13.49	23.44	0.26	0.40	1.97	1.74
Kids Age 4-14	10.27	18.48	10.45	18.81	0.18	0.33	1.75	1.79
Adults Age 15-24	10.80	18.44	10.92	18.63	0.12	0.19	1.11	1.03
Adults Age 25-34	11.71	20.05	11.96	20.40	0.25	0.35	2.13	1.75
Adults Age 35-49	13.84	23.46	13.95	23.59	0.11	0.13	0.79	0.55
Adults Age 50-64	15.99	28.89	16.12	29.06	0.13	0.17	0.81	0.59
Adults Age 65+	17.36	32.31	17.78	33.02	0.42	0.71	2.42	2.20
Women 15+	13.78	24.18	14.04	24.65	0.26	0.47	1.89	1.94
Men 15+	12.64	21.79	12.91	22.17	0.27	0.38	2.14	1.74
Housewives	13.75	24.43	13.95	24.78	0.20	0.35	1.45	1.43
Indiv: White	12.44	26.62	12.45	26.91	0.01	0.29	0.08	1.09
Indiv: Black	12.32	21.15	12.63	21.59	0.31	0.44	2.52	2.08
Indiv: Indian	12.52	21.76	12.62	21.78	0.10	0.02	0.80	0.09
Indiv: Coloured	14.78	25.11	14.58	25.09	-0.20	-0.02	-1.35	-0.08

SABC 1

Target\Day Part	TVR							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	716,593	1,784,320	619,033	1,559,174	-97,560	-225,146	-13.61	-12.62
Adults Age 15+	592,726	1,449,403	515,872	1,271,670	-76,854	-177,733	-12.97	-12.26
Kids Age 4-14	123,868	334,917	103,161	287,503	-20,707	-47,414	-16.72	-14.16
Adults Age 15-24	103,210	257,654	84,460	214,327	-18,750	-43,327	-18.17	-16.82
Adults Age 25-34	147,255	352,516	120,483	290,365	-26,772	-62,151	-18.18	-17.63
Adults Age 35-49	158,555	381,478	152,370	368,138	-6,185	-13,340	-3.90	-3.50
Adults Age 50-64	117,259	297,974	96,427	249,046	-20,832	-48,928	-17.77	-16.42
Adults Age 65+	66,447	159,781	62,131	149,794	-4,316	-9,987	-6.50	-6.25
Women 15+	321,911	787,730	276,524	682,008	-45,387	-105,722	-14.10	-13.42
Men 15+	270,815	661,673	239,348	589,663	-31,467	-72,010	-11.62	-10.88
Housewives	227,829	549,113	198,023	478,572	-29,806	-70,541	-13.08	-12.85
Indiv: White	1,178	2,359	1,025	2,141	-153	-218	-12.99	-9.24
Indiv: Black	694,228	1,741,016	598,617	1,519,498	-95,611	-221,518	-13.77	-12.72
Indiv: Indian	270	246	308	301	38	55	14.07	22.36
Indiv: Coloured	20,917	40,699	19,082	37,233	-1,835	-3,466	-8.77	-8.52

Target\Day Part	TVR %							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	1.43	3.57	1.37	3.44	-0.06	-0.13	-4.20	-3.64
Adults Age 15+	1.53	3.75	1.48	3.64	-0.05	-0.11	-3.27	-2.93
Kids Age 4-14	1.10	2.96	1.00	2.77	-0.10	-0.19	-9.09	-6.42
Adults Age 15-24	1.18	2.94	1.13	2.88	-0.05	-0.06	-4.24	-2.04
Adults Age 25-34	1.45	3.48	1.40	3.39	-0.05	-0.09	-3.45	-2.59
Adults Age 35-49	1.53	3.69	1.48	3.57	-0.05	-0.12	-3.27	-3.25
Adults Age 50-64	1.88	4.77	1.76	4.55	-0.12	-0.22	-6.38	-4.61
Adults Age 65+	2.08	4.99	2.01	4.85	-0.07	-0.14	-3.37	-2.81
Women 15+	1.59	3.90	1.54	3.80	-0.05	-0.10	-3.14	-2.56
Men 15+	1.46	3.58	1.41	3.47	-0.05	-0.11	-3.42	-3.07
Housewives	1.62	3.90	1.56	3.76	-0.06	-0.14	-3.70	-3.59
Indiv: White	0.03	0.05	0.03	0.06	0.00	0.01	0.00	20.00
Indiv: Black	1.75	4.38	1.67	4.24	-0.08	-0.14	-4.57	-3.20
Indiv: Indian	0.02	0.02	0.02	0.02	0.00	0.00	0.00	0.00
Indiv: Coloured	0.45	0.88	0.45	0.88	0.00	0.00	0.00	0.00

SABC 2

Target\Day Part	TVR							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	201,473	372,099	176,062	325,706	-25,411	-46,393	-12.61	-12.47
Adults Age 15+	171,386	314,906	150,921	275,963	-20,465	-38,943	-11.94	-12.37
Kids Age 4-14	30,087	57,194	25,141	49,743	-4,946	-7,451	-16.44	-13.03
Adults Age 15-24	21,725	45,169	17,399	36,306	-4,326	-8,863	-19.91	-19.62
Adults Age 25-34	31,792	60,680	25,969	48,837	-5,823	-11,843	-18.32	-19.52
Adults Age 35-49	44,368	75,687	43,280	72,813	-1,088	-2,874	-2.45	-3.80
Adults Age 50-64	43,040	75,696	36,032	62,886	-7,008	-12,810	-16.28	-16.92
Adults Age 65+	30,462	57,673	28,240	55,122	-2,222	-2,551	-7.29	-4.42
Women 15+	90,397	178,464	77,707	153,857	-12,690	-24,607	-14.04	-13.79
Men 15+	80,990	136,441	73,214	122,106	-7,776	-14,335	-9.60	-10.51
Housewives	67,609	130,129	59,121	114,173	-8,488	-15,956	-12.55	-12.26
Indiv: White	20,680	49,645	17,092	41,242	-3,588	-8,403	-17.35	-16.93
Indiv: Black	140,907	264,415	122,586	229,198	-18,321	-35,217	-13.00	-13.32
Indiv: Indian	1,849	358	1,930	359	81	1	4.38	0.28
Indiv: Coloured	38,036	57,682	34,454	54,907	-3,582	-2,775	-9.42	-4.81

Target\Day Part	TVR %							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	0.40	0.74	0.39	0.72	-0.01	-0.02	-2.50	-2.70
Adults Age 15+	0.44	0.81	0.43	0.79	-0.01	-0.02	-2.27	-2.47
Kids Age 4-14	0.27	0.51	0.24	0.48	-0.03	-0.03	-11.11	-5.88
Adults Age 15-24	0.25	0.52	0.23	0.49	-0.02	-0.03	-8.00	-5.77
Adults Age 25-34	0.31	0.60	0.30	0.57	-0.01	-0.03	-3.23	-5.00
Adults Age 35-49	0.43	0.73	0.42	0.71	-0.01	-0.02	-2.33	-2.74
Adults Age 50-64	0.69	1.21	0.66	1.15	-0.03	-0.06	-4.35	-4.96
Adults Age 65+	0.95	1.80	0.91	1.79	-0.04	-0.01	-4.21	-0.56
Women 15+	0.45	0.88	0.43	0.86	-0.02	-0.02	-4.44	-2.27
Men 15+	0.44	0.74	0.43	0.72	-0.01	-0.02	-2.27	-2.70
Housewives	0.48	0.92	0.46	0.90	-0.02	-0.02	-4.17	-2.17
Indiv: White	0.48	1.15	0.44	1.07	-0.04	-0.08	-8.33	-6.96
Indiv: Black	0.35	0.67	0.34	0.64	-0.01	-0.03	-2.86	-4.48
Indiv: Indian	0.14	0.03	0.15	0.03	0.01	0.00	7.14	0.00
Indiv: Coloured	0.82	1.24	0.81	1.29	-0.01	0.05	-1.22	4.03

SABC 3

Target\Day Part	TVR							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	80,770	123,218	68,873	105,577	-11,897	-17,641	-14.73	-14.32
Adults Age 15+	70,454	107,083	60,332	91,597	-10,122	-15,486	-14.37	-14.46
Kids Age 4-14	10,316	16,136	8,541	13,981	-1,775	-2,155	-17.21	-13.36
Adults Age 15-24	8,206	12,329	6,576	10,336	-1,630	-1,993	-19.86	-16.17
Adults Age 25-34	11,538	18,093	8,965	14,148	-2,573	-3,945	-22.30	-21.80
Adults Age 35-49	20,723	29,012	19,651	27,687	-1,072	-1,325	-5.17	-4.57
Adults Age 50-64	19,109	29,871	15,279	23,662	-3,830	-6,209	-20.04	-20.79
Adults Age 65+	10,877	17,779	9,860	15,764	-1,017	-2,015	-9.35	-11.33
Women 15+	31,165	44,338	26,441	37,578	-4,724	-6,760	-15.16	-15.25
Men 15+	39,288	62,745	33,891	54,019	-5,397	-8,726	-13.74	-13.91
Housewives	24,986	34,102	21,068	28,141	-3,918	-5,961	-15.68	-17.48
Indiv: White	16,371	35,138	12,424	27,239	-3,947	-7,899	-24.11	-22.48
Indiv: Black	43,119	66,938	36,470	58,543	-6,649	-8,395	-15.42	-12.54
Indiv: Indian	2,757	2,557	2,783	2,793	26	236	0.94	9.23
Indiv: Coloured	18,523	18,585	17,197	17,002	-1,326	-1,583	-7.16	-8.52

Target\Day Part	TVR %							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	0.16	0.25	0.15	0.23	-0.01	-0.02	-6.25	-8.00
Adults Age 15+	0.18	0.28	0.17	0.26	-0.01	-0.02	-5.56	-7.14
Kids Age 4-14	0.09	0.14	0.08	0.13	-0.01	-0.01	-11.11	-7.14
Adults Age 15-24	0.09	0.14	0.09	0.14	0.00	0.00	0.00	0.00
Adults Age 25-34	0.11	0.18	0.10	0.16	-0.01	-0.02	-9.09	-11.11
Adults Age 35-49	0.20	0.28	0.19	0.27	-0.01	-0.01	-5.00	-3.57
Adults Age 50-64	0.31	0.48	0.28	0.43	-0.03	-0.05	-9.68	-10.42
Adults Age 65+	0.34	0.56	0.32	0.51	-0.02	-0.05	-5.88	-8.93
Women 15+	0.15	0.22	0.15	0.21	0.00	-0.01	0.00	-4.55
Men 15+	0.21	0.34	0.20	0.32	-0.01	-0.02	-4.76	-5.88
Housewives	0.18	0.24	0.17	0.22	-0.01	-0.02	-5.56	-8.33
Indiv: White	0.38	0.81	0.32	0.71	-0.06	-0.10	-15.79	-12.35
Indiv: Black	0.11	0.17	0.10	0.16	-0.01	-0.01	-9.09	-5.88
Indiv: Indian	0.21	0.19	0.21	0.21	0.00	0.02	0.00	10.53
Indiv: Coloured	0.40	0.40	0.41	0.40	0.01	0.00	2.50	0.00

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	TVR							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	784,552	1,886,798	664,593	1,625,978	-119,959	-260,820	-15.29	-13.82
Adults Age 15+	637,994	1,504,922	535,043	1,281,443	-102,951	-223,479	-16.14	-14.85
Kids Age 4-14	146,557	381,876	129,550	344,535	-17,007	-37,341	-11.60	-9.78
Adults Age 15-24	120,746	291,363	94,600	233,583	-26,146	-57,780	-21.65	-19.83
Adults Age 25-34	164,293	396,035	130,476	317,392	-33,817	-78,643	-20.58	-19.86
Adults Age 35-49	186,724	437,983	172,171	411,402	-14,553	-26,581	-7.79	-6.07
Adults Age 50-64	116,501	269,349	92,564	218,016	-23,937	-51,333	-20.55	-19.06
Adults Age 65+	49,730	110,192	45,232	101,051	-4,498	-9,141	-9.04	-8.30
Women 15+	356,699	847,910	294,515	710,217	-62,184	-137,693	-17.43	-16.24
Men 15+	281,295	657,012	240,528	571,226	-40,767	-85,786	-14.49	-13.06
Housewives	247,228	575,998	206,039	487,840	-41,189	-88,158	-16.66	-15.31
Indiv: White	26,604	51,987	20,487	40,459	-6,117	-11,528	-22.99	-22.17
Indiv: Black	660,503	1,663,049	559,531	1,434,712	-100,972	-228,337	-15.29	-13.73
Indiv: Indian	4,051	8,597	4,034	8,267	-17	-330	-0.42	-3.84
Indiv: Coloured	93,394	163,164	80,542	142,540	-12,852	-20,624	-13.76	-12.64

	TVR %							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	1.57	3.77	1.47	3.59	-0.10	-0.18	-6.37	-4.77
Adults Age 15+	1.65	3.89	1.53	3.67	-0.12	-0.22	-7.27	-5.66
Kids Age 4-14	1.30	3.38	1.25	3.32	-0.05	-0.06	-3.85	-1.78
Adults Age 15-24	1.38	3.32	1.27	3.13	-0.11	-0.19	-7.97	-5.72
Adults Age 25-34	1.62	3.91	1.52	3.70	-0.10	-0.21	-6.17	-5.37
Adults Age 35-49	1.81	4.24	1.67	3.99	-0.14	-0.25	-7.73	-5.90
Adults Age 50-64	1.86	4.31	1.69	3.98	-0.17	-0.33	-9.14	-7.66
Adults Age 65+	1.55	3.44	1.46	3.27	-0.09	-0.17	-5.81	-4.94
Women 15+	1.77	4.20	1.64	3.96	-0.13	-0.24	-7.34	-5.71
Men 15+	1.52	3.55	1.42	3.36	-0.10	-0.19	-6.58	-5.35
Housewives	1.76	4.09	1.62	3.83	-0.14	-0.26	-7.95	-6.36
Indiv: White	0.62	1.20	0.53	1.05	-0.09	-0.15	-14.52	-12.50
Indiv: Black	1.66	4.19	1.56	4.00	-0.10	-0.19	-6.02	-4.53
Indiv: Indian	0.30	0.65	0.31	0.63	0.01	-0.02	3.33	-3.08
Indiv: Coloured	2.01	3.52	1.90	3.36	-0.11	-0.16	-5.47	-4.55

DStv Commercial Total

	TVR							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	1,657,839	2,633,292	1,704,424	2,727,251	46,585	93,959	2.81	3.57
Adults Age 15+	1,345,114	2,130,041	1,369,646	2,185,433	24,532	55,392	1.82	2.60
Kids Age 4-14	312,724	503,251	334,778	541,818	22,054	38,567	7.05	7.66
Adults Age 15-24	259,868	406,114	244,994	385,552	-14,874	-20,562	-5.72	-5.06
Adults Age 25-34	330,302	516,509	314,480	495,383	-15,822	-21,126	-4.79	-4.09
Adults Age 35-49	361,349	556,246	399,717	620,925	38,368	64,679	10.62	11.63
Adults Age 50-64	241,517	403,430	242,335	408,343	818	4,913	0.34	1.22
Adults Age 65+	152,078	247,742	168,119	275,231	16,041	27,489	10.55	11.10
Women 15+	752,777	1,206,519	751,709	1,218,075	-1,068	11,556	-0.14	0.96
Men 15+	592,337	923,523	617,937	967,358	25,600	43,835	4.32	4.75
Housewives	506,393	825,197	520,347	857,379	13,954	32,182	2.76	3.90
Indiv: White	101,091	200,323	106,889	213,203	5,798	12,880	5.74	6.43
Indiv: Black	1,478,918	2,296,107	1,510,280	2,360,505	31,362	64,398	2.12	2.80
Indiv: Indian	18,278	25,328	21,216	29,713	2,938	4,385	16.07	17.31
Indiv: Coloured	59,552	111,534	66,039	123,831	6,487	12,297	10.89	11.03

	TVR %							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	3.32	5.27	3.76	6.02	0.44	0.75	13.25	14.23
Adults Age 15+	3.48	5.50	3.92	6.26	0.44	0.76	12.64	13.82
Kids Age 4-14	2.77	4.45	3.23	5.23	0.46	0.78	16.61	17.53
Adults Age 15-24	2.96	4.63	3.29	5.17	0.33	0.54	11.15	11.66
Adults Age 25-34	3.26	5.09	3.67	5.78	0.41	0.69	12.58	13.56
Adults Age 35-49	3.50	5.38	3.88	6.02	0.38	0.64	10.86	11.90
Adults Age 50-64	3.87	6.46	4.42	7.45	0.55	0.99	14.21	15.33
Adults Age 65+	4.75	7.74	5.44	8.91	0.69	1.17	14.53	15.12
Women 15+	3.73	5.97	4.19	6.80	0.46	0.83	12.33	13.90
Men 15+	3.20	4.99	3.64	5.70	0.44	0.71	13.75	14.23
Housewives	3.60	5.86	4.09	6.74	0.49	0.88	13.61	15.02
Indiv: White	2.34	4.64	2.77	5.52	0.43	0.88	18.38	18.97
Indiv: Black	3.72	5.78	4.21	6.58	0.49	0.80	13.17	13.84
Indiv: Indian	1.38	1.91	1.61	2.26	0.23	0.35	16.67	18.32
Indiv: Coloured	1.28	2.41	1.56	2.92	0.28	0.51	21.88	21.16

Open View

	TVR							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	1,150,333	1,827,687	977,602	1,570,805	-172,731	-256,882	-15.02	-14.06
Adults Age 15+	921,791	1,469,107	796,223	1,280,222	-125,568	-188,885	-13.62	-12.86
Kids Age 4-14	228,542	358,580	181,379	290,583	-47,163	-67,997	-20.64	-18.96
Adults Age 15-24	159,155	232,624	127,086	187,290	-32,069	-45,334	-20.15	-19.49
Adults Age 25-34	175,787	246,793	141,855	203,659	-33,932	-43,134	-19.30	-17.48
Adults Age 35-49	270,711	406,101	254,270	381,780	-16,441	-24,321	-6.07	-5.99
Adults Age 50-64	190,105	345,414	158,273	287,827	-31,832	-57,587	-16.74	-16.67
Adults Age 65+	126,034	238,175	114,739	219,667	-11,295	-18,508	-8.96	-7.77
Women 15+	510,575	816,146	431,623	700,546	-78,952	-115,600	-15.46	-14.16
Men 15+	411,216	652,962	364,600	579,676	-46,616	-73,286	-11.34	-11.22
Housewives	368,505	615,931	315,036	534,091	-53,469	-81,840	-14.51	-13.29
Indiv: White	164,892	368,763	136,827	305,715	-28,065	-63,048	-17.02	-17.10
Indiv: Black	631,994	796,157	524,144	662,921	-107,850	-133,236	-17.07	-16.73
Indiv: Indian	64,924	143,382	63,994	142,144	-930	-1,238	-1.43	-0.86
Indiv: Coloured	288,523	519,386	252,637	460,024	-35,886	-59,362	-12.44	-11.43

	TVR %							
	PAMS TV UNIVERSE 2019 (OFF TAMS DATA)		TV ES UNVIERSE 2023 (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)	2.30	3.66	2.16	3.47	-0.14	-0.19	-6.09	-5.19
Adults Age 15+	2.38	3.80	2.28	3.67	-0.10	-0.13	-4.20	-3.42
Kids Age 4-14	2.02	3.17	1.75	2.80	-0.27	-0.37	-13.37	-11.67
Adults Age 15-24	1.82	2.65	1.71	2.51	-0.11	-0.14	-6.04	-5.28
Adults Age 25-34	1.73	2.43	1.65	2.37	-0.08	-0.06	-4.62	-2.47
Adults Age 35-49	2.62	3.93	2.47	3.70	-0.15	-0.23	-5.73	-5.85
Adults Age 50-64	3.04	5.53	2.89	5.25	-0.15	-0.28	-4.93	-5.06
Adults Age 65+	3.94	7.44	3.72	7.11	-0.22	-0.33	-5.58	-4.44
Women 15+	2.53	4.04	2.41	3.91	-0.12	-0.13	-4.74	-3.22
Men 15+	2.22	3.53	2.15	3.41	-0.07	-0.12	-3.15	-3.40
Housewives	2.62	4.38	2.47	4.20	-0.15	-0.18	-5.73	-4.11
Indiv: White	3.82	8.54	3.54	7.92	-0.28	-0.62	-7.33	-7.26
Indiv: Black	1.59	2.00	1.46	1.85	-0.13	-0.15	-8.18	-7.50
Indiv: Indian	4.88	10.79	4.86	10.80	-0.02	0.01	-0.41	0.09
Indiv: Coloured	6.22	11.20	5.95	10.84	-0.27	-0.36	-4.34	-3.21

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THE BROADCAST
RESEARCH COUNCIL
OF SOUTH AFRICA

SAMPLE AND UNIVERSE SIZES (OFF TAMS DATA)

Target\Variable	TV Universe PAMS 2019 (OFF TAMS DATA)		TV ES Universe 2023 (OFF TAMS DATA)		Difference #		Difference %	
	Universe	Sample	Universe	Sample	Universe	Sample	Universe	Sample
Total Indv (incl guests)	49,995,281	10,457	45,271,225	10,457	-4,724,056	0	-9.45	0
Adults Age 15+	38,694,000	8,269	34,905,832	8,269	-3,788,168	0	-9.79	0
Kids Age 4-14	11,301,281	2,188	10,365,393	2,188	-935,888	0	-8.28	0
Adults Age 15-24	8,768,364	2,092	7,453,631	2,092	-1,314,733	0	-14.99	0
Adults Age 25-34	10,141,216	1,721	8,577,751	1,721	-1,563,465	0	-15.42	0
Adults Age 35-49	10,334,844	1,863	10,307,959	1,863	-26,885	0	-0.26	0
Adults Age 50-64	6,247,501	1,563	5,478,803	1,563	-768,698	0	-12.30	0
Adults Age 65+	3,202,074	1,030	3,087,688	1,030	-114,386	0	-3.57	0
Women 15+	20,201,729	4,694	17,924,732	4,694	-2,276,997	0	-11.27	0
Men 15+	18,492,271	3,575	16,981,100	3,575	-1,511,171	0	-8.17	0
Indiv: White	4,317,234	540	3,859,805	540	-457,429	0	-10.60	0
Indiv: Black	39,712,323	8,940	35,849,564	8,940	-3,862,759	0	-9.73	0
Indiv: Indian	1,329,174	163	1,316,537	163	-12,637	0	-0.95	0
Indiv: Coloured	4,636,550	814	4,245,319	814	-391,231	0	-8.44	0

CONCLUSION

- For the January 2024 TAMS universe update, data shows a step change in universe sizes because there has been a 4 year hiatus between universe updates due to Covid and other factors playing out in the market.

- TV and video content viewing behaviour has changed dramatically since 2019. We are living in a completely different world from a behavioural and economic point of view. These changes are reflected in the reduced size of the TAMS TV universes.

- The observed changes in the ratings reflect a stable move considering all of these factors..