BRC Total Video Measurement (TVM)

Methodology Document — Phase 1: TV + Connected TV

A Guide to how South Africa measures Video Audiences

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How to use this document: This is written for everyone — whether you work in media buying, broadcasting, marketing or just want to understand how TV ratings work in South Africa. No technical degree needed. Where things get a bit complex, we explain them in plain English first.

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Chapter 1: What Is TVM and Why Does It Exist?

The Simple Explanation

Think of TVM — Total Video Measurement — as the official "who watched what" system for South Africa. It tells broadcasters, advertisers, and media agencies how many people watched a specific programme or advertisement, who those people were, and when they watched it.

Without a reliable measurement system, nobody knows whether an advert reached 500,000 or 5 million people. Broadcasters cannot price their airtime fairly, and advertisers cannot judge whether their campaigns are working.

Why a New System?

TV viewing has changed dramatically. South Africans no longer just watch live TV on a traditional television set. They also:

- Watch programmes they recorded or paused (Time-Shift Viewing)
- Stream content on smart TVs, streaming sticks, and set-top boxes connected to the internet (Connected TV / cTV)
- View content on phones, tablets, and laptops (to be measured in later phases)

The previous measurement system tracked only live, traditional TV. The new TVM system is built to capture the full picture — starting with TV and cTV in Phase 1, and expanding to streaming platforms and personal devices in future phases.

Who Runs This?

- **BRC (Broadcast Research Council of South Africa)** is the industry body that owns and governs the measurement system. It represents broadcasters, advertisers, and agencies.
- **GfK** is the research and technology company contracted to build, run, and deliver the measurement system on BRC's behalf.

Chapter 2: The Big Picture — What Gets Measured in Phase 1?

Phase 1 Covers:

What Gets Measured	How It Is Measured	Where Viewing Happens
Linear TV — live broadcast TV	TV Logger 2.1 (people-meter)	On a traditional TV set
Time-Shift Viewing (TSV) — recorded or paused content watched within 28 days	TV Logger 2.1	On a traditional TV set
Connected TV (cTV) — streaming apps on a TV screen via the internet	Router Meter	On a TV set connected to the internet

What Is NOT in Phase 1 (But Is Coming Soon):

- **BVOD (Broadcaster Video on Demand)** — catch-up TV on phones, tablets or computers
- **OTT/SVOD services** — Netflix, Showmax, Disney+, etc.
- **Social video** — YouTube, TikTok, etc.
- **Out-of-Home (OOH) viewing** — watching TV in pubs, hotels, shopping centres

Coming next: Full streaming data and device-level measurement will follow once Phase 1 is live and stable. See Chapter 16 for details.

Chapter 3: South Africa's TV Universe — Who Are We Measuring?

Defining the Universe

In research, the word "universe" means the total group of people we want to measure. For Phase 1 TVM, the universe is:
All South Africans aged 4 and older living in households that have at least one working TV set and a permanent electricity supply (from the national grid, off-grid solar, or a permanent generator).

Why These Criteria?

- Age 4+: Young children can and do watch TV. Measuring from age 4 is standard practice in TV research globally.
- Working TV set: If there is no TV in the home, there is no TV viewing to measure.
- Permanent electricity: Without reliable power, a TV cannot be used consistently and measurement equipment cannot function properly.

How Is the Universe Divided?

South Africa is geographically and demographically diverse. To make sure the panel reflects the real country, the universe is split into three recruitment areas:

Area Type	Definition
Metropolitan Municipalities	The 8 large metros: Johannesburg, Tshwane, Ekurhuleni, eThekwini, Mangaung, Nelson Mandela Bay, Buffalo City, Cape Town
Non-Metro Urban	Urban areas outside the metros
Non-Metro Rural	Rural and semi-rural areas

The panel is designed to mirror these proportions accurately, using a technique called *disproportionate sampling* to ensure smaller or harder-to-reach areas are still well represented. Weights are then applied so that the final data reflects the true national split.

Chapter 4: The Establishment Survey — Our Permanent Foundation

What Is an Establishment Survey?

Think of the Establishment Survey as the "ground truth" check — a large-scale, nationally representative survey of South African households that asks questions about media habits, device ownership, household composition, and socio-economic status. The Establishment Survey is not a one-off event. It runs continuously and is updated on a regular cycle. This is deliberate and essential.

Why Is a Continuous Establishment Survey So Important?

South Africa is a rapidly changing country. Households get connected to the internet. New TV platforms launch. Families move, grow, or change their viewing habits. If the measurement system is calibrated against data that is years out of date, it will gradually stop reflecting reality — and the ratings it produces will become less and less trustworthy.

A continuous, regularly updated Establishment Survey ensures that:

- The universe stays accurate. As more South African households get electricity, internet access, or new devices, the universe definition is updated to reflect this — so the panel always represents the right population.
- Panel recruitment targets stay current. The panel needs to match the demographic and geographic profile of the country. If that profile shifts — more urban households, different age structures, changing SEM distributions — the recruitment targets update accordingly.
- Weighting targets remain valid. The weights applied to panel data are only meaningful if they are based on up-to-date population figures. Stale weighting targets are one of the most common sources of bias in audience measurement.
- New technologies are tracked. The Establishment Survey monitors how many households own smart TVs, use streaming devices, or have broadband internet. These figures directly inform decisions like how many router meters to deploy in the panel.

In short: a measurement system is only as good as the population data it is calibrated against. The Establishment Survey is that calibration. Keep it fresh, and the ratings stay credible. Let it go stale, and the whole system drifts.
The Establishment Survey methodology and detailed findings are documented separately. This document focuses on how the TV and cTV measurement panel uses the ES as its foundation.

Chapter 5: The TV Panel — Our Representative Group of Households

The Simple Explanation

The panel is a carefully selected group of South African households that agree to have their TV viewing measured 24 hours a day, 7 days a week. It is like a permanent, consenting focus group for TV viewing — but much more scientific and strictly controlled.

How Big Is the Panel?

Panel Size	Detail
4,200 households	Gross panel size (total installed)
3,500 households	Net daily in-tab minimum (households providing valid data on any given day)
~11,000 people	Estimated daily individual respondents (based on average household size)

Who Can Be in the Panel?

Any household that:

- Falls within the defined universe (working TV, permanent electricity)
- Consents to participate and to having their data collected under POPIA — the Protection of Personal Information Act
- Has at least one eligible TV set

How Are Households Recruited?

Recruitment happens in two ways:

1. From the Establishment Survey: Households that participated in the ES and agreed to be re-contacted are offered the chance to join the panel.
2. Fresh field recruitment: GfK fieldworkers visit specific geographic areas and recruit households matching a detailed specification — for example, "a household of 4 people in a non-metro urban area, with the main income earner aged 35–50."

Recruitment Timeline:

- March – September 2026: First 80% of the panel (3,360 households)
- October – December 2026: Final 20% (840 households)
- January 2027: Panel goes live

What About Domestic Workers?

South Africa has a significant number of domestic workers who live in the households they work in. The TVM system handles this carefully:

- Domestic workers classified as household members (those who live in and are counted as part of the household in the Establishment Survey) are treated as full panel members with their own viewing buttons.
- Domestic workers not classified as household members (those who come and go daily) have their viewing captured as "guest" viewing.

No viewing by domestic workers is discarded from the data.

How Long Can a Household Stay in the Panel?

- Maximum panel life: **15 years** (hard cut-off).
- Target: No more than 20% of households should have been in the panel for more than 8 years.
- Households are regularly refreshed to prevent "panel fatigue" — where people start watching differently because they know they are being measured.

What Is POPIA Consent?

POPIA stands for the **Protection of Personal Information Act** (Act 4 of 2013). Before any household joins the panel, they must give written consent for GfK to collect and process their personal and viewing data. GfK's data practices comply with both POPIA and the European GDPR.

Chapter 6: The Router Meter — Capturing Connected TV (cTV)

What Is cTV?

Connected TV (cTV) means watching video content on a TV screen via the internet. Examples include:

- Watching DStv Stream on a smart TV
- Using a streaming stick (like an Amazon Fire Stick or Chromecast) to watch content on a TV
- Playing YouTube on a TV set connected to the home Wi-Fi

This is different from watching on a phone or laptop — cTV is specifically about the big screen accessed via an internet connection.

How Is cTV Measured in Phase 1?

In Phase 1, cTV is measured using a router meter installed in approximately 25% of TV panel households — specifically those with broadband internet and at least one TV set connected to that broadband.

The router meter sits between the home Wi-Fi router and the internet connection. It sees the internet traffic flowing to and from the TV screen and identifies which platform is being used — for example, DStv Stream, Netflix, or YouTube.

Important: In Phase 1, the router meter tells us which platform is being used on the TV screen, and for how long. It does not yet identify the specific programme being watched on that platform. That level of detail comes in later phases through direct broadcaster data integrations.

How Many Households Get a Router Meter?

Approximately 25-30% of TV panel households receive a router meter. This percentage is guided by the Establishment Survey's data on broadband penetration and internet-connected TV ownership, and will be reviewed annually as the market evolves.

Chapter 7: The Online Panel — A Sneak Peek at What's Coming

What Is the Online Panel?

Alongside the TV panel, GfK is setting up a separate **Online Panel** of 2,000 individuals aged 15 and over. These panellists install a measurement app on their smartphone, tablet, or laptop/PC that records their video viewing on those devices.

Why Is It Mentioned in Phase 1?

The Online Panel has one specific Phase 1 role: up to half of the 2,000 online panellists are recruited from inside TV panel households. This overlap between the TV panel and the Online Panel allows GfK to understand how the same people split their viewing between the TV screen and personal devices — essential groundwork for producing deduplicated Total Video Ratings in later phases.

The Full Online Panel Story Comes Later

The Online Panel's full contribution — measuring BVOD, OTT services, and social video on personal devices — is a Phase 2 deliverable.

Coming next: Full streaming and personal device measurement will follow once Phase 1 is live. See Chapter 16.

Chapter 8: The TV Meter (TV Logger 2.1) — The Device That Does the Watching

What Is the TV Logger 2.1?

The TV Logger 2.1 (TVL 2.1) is a people-meter — a small electronic device that attaches to each eligible TV set in the panel household. It runs continuously and sends viewing data to GfK's systems every night.

One TV Logger is installed per eligible TV set in the household. GfK aims to meter 100% of eligible TVs, with a minimum KPI of 90%.

What Makes a TV "Eligible"?

A TV set is eligible if it is:

- Working and in use
- Connected to a signal source (aerial, satellite, cable, or internet)
- Permanently connected to power
- Has an audio output (needed for audio matching — see Chapter 9)
- In a fixed position in the home
- Used at least once a month

What Does the TV Logger 2.1 Actually Do?

The TV Logger 2.1 does three things simultaneously:

1. Detects when the TV is switched on or off and records the precise time
2. Captures audio fingerprints from the TV's audio output, which are matched against a reference database to identify the channel being watched (see Chapter 9)
3. Prompts viewers to announce themselves using a dedicated remote control (see Chapter 10)

What About Guests?

When a guest watches TV in a panel home, the guest must first sign in on the remote. This can be done in two ways.

- The quickest way is to press the female or male button, then enter the guest's age.
- The other way is to press the guest button, select a new guest, and then enter gender and age. The meter gives that guest a temporary letter for that viewing session. If the guest leaves, the guest is signed out again on the remote.

That viewing is captured, but it is not added to the household members in that home. Instead, it is reassigned through guest fusion to a weighted panellist elsewhere in the panel who was not viewing at the same time and who is the closest match to the guest. The match starts with age and gender, and other modelling rules can also be applied.

Domestic workers who are not classified as household members are handled in the same way. Their viewing is kept, treated as guest viewing, and fused into the panel data. No such viewing is discarded.

This makes guest viewing and non-household domestic worker viewing part of the normal audience currency. It is included in ratings, reach and other standard outputs. So it becomes usable in the same reporting stream as all other viewing, rather than sitting outside the main reporting system

Chapter 9: How We Know What's on TV — Audio Matching

The Simple Explanation

Every TV channel has a unique audio stream. GfK continuously records a "reference fingerprint" of every measured channel, from multiple signal sources. The TV Logger 2.1 also records short audio samples from the TV in the panel household. Those samples are then matched against the reference database to identify which channel is being watched — and for exactly how long.

This audio matching technology has been in use since 2011 and works reliably even for short viewing events.

How Does It Work Step by Step?

1. Reference Recording: GfK's Sound Sampling Units (SSUs) record audio fingerprints of every TV channel continuously, with both a primary and a backup stream to ensure reliability. Both streams are cross-correlated to confirm they carry the same content.
2. Meter Recording: As soon as a TV in a panel home is detected as switched on, the TV Logger 2.1 begins recording audio fingerprints from that set.
3. Daily Matching: At the end of each broadcast day, the fingerprints from panel homes are matched against the reference database. This runs in GfK's secure cloud environment and is fully automated.
4. Channel Identified: The match confirms which channel the household was watching, and for how long, down to the second.

What About Simulcast?

Some channels broadcast the same content simultaneously on free-to-air TV and on a streaming platform — this is called a simulcast. GfK uses audio matching as the primary method to resolve simulcasts, identifying from which platform the viewing originated. Optional watermarking — a hidden identifier embedded by the broadcaster — can additionally support platform identification where needed.

What About Channels That Cannot Be Matched?

Viewing that cannot be matched to a known channel is clustered in non-matched viewing. Except for cTV homes as there it is still captured at platform level via the router meter. No viewing time is lost — even if the exact channel cannot be identified.

Chapter 10: How We Know Who Is Watching — The Announcement System

The Simple Explanation

Detecting that the TV is on is not enough. The system also needs to know *who* in the household is actually in the room watching. This is done through the announcement system, using a dedicated remote control.

How Does It Work?

Every person in the panel household — including children aged 4 and above — is assigned a personal button on the remote control, labelled with a letter (A, B, C, etc.). When the TV is switched on, the TV Logger 2.1's display lights up, prompting everyone present to press their own button. This registers them as a current viewer.
When someone leaves the room, they press their button again to de-register themselves.

What About Special Situations?

Panel members can also record specific situations:

- Holiday button: Pressed when the household is away, so absence is correctly recorded rather than interpreted as non-viewing
- No-viewer button: Pressed when the TV is on but nobody is actively watching — for example, background TV during household chores

Why Does This Matter?

This person-level data is what makes ratings commercially useful. Advertisers do not just want to know a TV was on — they want to know their ad was seen by a woman aged 25–54 in a metropolitan household earning in a certain income band. The announcement system makes this level of detail possible.

Chapter 11: Data Processing — From Raw Measurements to Ratings

The Journey from Meter to Rating

Every morning, GfK's systems process the previous day's viewing data. Here is what happens, step by step:

Step 1 — Data Collection

All TV Logger and router meter data is transmitted securely from panel homes to GfK's cloud systems overnight.

Step 2 — Technical Cleaning

Small technical noise in the data is removed:

- Very short viewing detections under 3 seconds are discarded
- Gaps between channel recognitions of up to 7–30 seconds are bridged, to avoid breaking up a continuous viewing event into fragments
- Short gaps between events on the same channel are bridged (up to 5 seconds)

Step 3 — Validation and Edit Rules

GfK's data processing engine applies a series of structured validation rules in stages:

- Stage 1: Data cleaning and completeness checks
- Stage 2: Short bridging (closing tiny gaps)
- Stage 3: Simulcast resolution (assigning viewing to the correct platform)
- Further stages: Additional validation, quality flags, and consistency checks

Step 4 — Weighting

The cleaned and validated data is weighted to represent the full South African population. See Chapter 12 for detail on how weighting works.

Step 5 — Output

Daily ratings data is produced and made available to broadcasters, agencies, and advertisers through the reporting platform.

Note on Return Path Data (RPD): The potential use of Return Path Data — large-scale viewing data transmitted back by decoder boxes and smart TVs across the full population — is being actively investigated as a future enhancement to the panel data. RPD is not part of the Phase 1 data processing pipeline. If and when it is introduced, it will be documented as a methodological update.

How Quickly Is Data Available?

Data Type	Availability
Live / Same-Day (VOSDAL)	Overnight 9:30
Time shifted	Every day delivery for the last day, reflecting watching on the broadcast day.

Day 28 (full TSV)	Includes all Time-Shift Viewing up to 27 days after broadcast-day

Chapter 12: Weighting — Making the Panel Represent South Africa

The Simple Explanation

The panel has 4,200 households. South Africa has many millions of TV households. To make the panel's data represent the whole country, each panel household is assigned a weight — a number that tells the system how many real-world households that panel home represents.

For example, if rural households are slightly under-represented in the panel, rural panel homes are given a higher weight to compensate.

How Are Weights Calculated?

GfK uses a technique called RIM (Random Iterative Method) weighting, also known as iterative proportional fitting. Weights are calculated so that the panel simultaneously matches the national universe on multiple dimensions:

- Geographic area (metro / non-metro urban / non-metro rural)
- Province
- Race group
- Household size
- Age of main income earner
- Pay-TV vs. free-to-air subscription status
- Socio-Economic Measure (SEM) group

Weights are updated every year when new universe data becomes available from the Establishment Survey cycle.

Why Does the Panel Use Disproportionate Sampling?

To ensure that smaller or groups with more diverse behavior (such as city households) have enough panel members to produce reliable ratings, the panel deliberately over-samples some groups relative to their true population share. The weighting process then corrects for this over-sampling, so the final ratings accurately reflect the national population — not the panel's deliberate skew.

Chapter 13: Total Video Ratings (TVR) — The Final Output

What Is a TVR?

A TVR (Total Video Rating) is the headline measurement produced by this system. It tells the user, for any given programme, advertisement, or time period:

- How many people watched (i.e. expressed as a percentage of a defined target audience)
- Who they were (age, gender, SEM group, province, and other demographics)
- How they watched (live TV, time-shifted, or cTV — in Phase 1)

Key Metrics Explained

Metric	What It Means
Rating (%)	The percentage of a defined target audience that watched
000s	The number of viewers expressed in thousands
Reach	How many different individuals watched at least once
Average Viewing Time (AVT)	Average time spent watching, among those who did watch
Share	A channel's percentage of total TV viewing at a given time
GRP (Gross Rating Points)	The sum of ratings across all spots or breaks in a campaign — the standard media planning currency

Phase 1 Output: TV + cTV Combined

In Phase 1, TVR combines:

- Linear TV viewing (from the TV panel people-meter data)
- Connected TV viewing (from the router meter data, at platform level)

This gives a unified view of the "big screen" — regardless of whether someone watched via a broadcast signal or via a streaming app on their television.

Chapter 14: Quality Control — Keeping the Data Honest

Why Is Quality Control So Important?

The ratings produced by this system are used to trade significant advertising budgets. Even small errors in data quality can lead to consequential financial decisions going wrong. Rigorous and systematic quality control is therefore built into every layer of the system.

Daily Automated Checks

Every day, GfK's automated systems check:

- Has data arrived from each panel household within the expected time window?
- Are arrival times and data volumes within normal ranges?
- Are there anomalies in channel matching results?
- Are individual household patterns consistent and plausible?

Any household that fails a daily check has a work order raised, which triggers a support intervention — either remote or via a field technician visit.

Household-Level QC

If a household fails quality checks 5 or more times within 8 weeks, it is flagged as "serial non-compliant" and may be temporarily suspended or replaced in the panel.

Coincidental Surveys

Once a year, each panel household receives an independent coincidental survey — an unannounced check that independently verifies whether the household actually behaved as the meter recorded. A minimum 50% completion rate is required across all panel households, with no single demographic group falling below 80%.

Panel Health Reporting

GfK provides BRC with a monthly panel health report to the BRC covering:

- Daily in-tab rates against KPI targets
- Household tenure distribution (how long each home has been in the panel)
- Technical fault rates and resolution times
- Replacement and ongoing recruitment status

Chapter 15: Reporting and Tools

How Do Users Access the Data?

Broadcasters, media agencies, and advertisers access TVM data through any software of their choosing. South Africa is an open software market where users can buy license to a software as long as that software has a BRC-Certificate. Ensuring calculations are done as prescribed by the BRC.

This allows users to:

- Query ratings by channel, programme, daypart, or custom time period
- Define target audiences by any combination of demographic variables (e.g., Women 25–49, SEM 6–10)
- Run reach and frequency analyses across advertising campaigns
- Compare linear TV and cTV viewing side by side (Phase 1)
- Export data for use in media planning and buying tools

Chapter 16: What Comes Next — Phase 2 and Beyond

Phase 1 provides the foundation: a robust, people-meter-based measurement of the big screen — whether via broadcast TV or a connected TV app. Once Phase 1 is live and performing against its KPIs, the system will expand:

Future Phase	What It Adds
Phase 2: Streaming Data	BVOD (broadcaster catch-up services) and OTT/SVOD platforms, measured via broadcaster server-to-server data integrations and the Online Panel app
Phase 2: Personal Devices	Full cross-device measurement — phones, tablets, laptops — via the Online Panel measurement app plus integrations deliver insights for broadcasters and Social video (i.e. YouTube, TikTok)
Phase 3+	Further integration of additional data sources including Return Path Data (RPD) where viable and Cross-device post campaign reporting.

The goal of Total Video Measurement is to eventually capture all video viewing, on all screens, by all South Africans — in a single, unified currency. Phase 1 is the essential first step.

Timeline note: Phase 2 and beyond will be further scoped, developed, and launched once Phase 1 is live and stable. The indicative date for Phase 2 is to progress during 2027.

Chapter 17: Glossary of Key Terms

Term	Plain-English Meaning
ASO	Analogue Switch-Off — the transition from analogue broadcast signals to fully digital
BVOD	Broadcaster Video on Demand — catch-up viewing services (e.g., DStv Catch Up)
cTV	Connected TV — watching video apps on a TV screen via an internet connection
ES	Establishment Survey — the national survey that defines the TV universe and provides calibration data
EVO	GfK's data processing engine that converts raw meter data into validated ratings
GRP	Gross Rating Points — the total of all ratings across all spots in a campaign
In-tab	A panel household or person providing valid, usable data on a given day
Linear TV	Traditional broadcast TV watched live at the time of scheduled transmission
OTT / SVOD	Over-the-top / Subscription Video on Demand services — e.g. Netflix, Showmax
People-meter	The device attached to a TV set that records both what is on and who is watching
POPIA	Protection of Personal Information Act — South Africa's data privacy legislation (Act 4 of 2013)
RIM weighting	Random Iterative Method — a statistical technique to make panel data represent the national population
Router meter	A device that measures internet traffic to and from a TV screen, identifying streaming platform usage
RPD	Return Path Data — large-scale viewing data transmitted back by set-top boxes and smart TVs; under investigation for future phases
SEM	Socio-Economic Measure — South Africa's standard audience classification framework
Simulcast	When the same content is broadcast simultaneously on multiple platforms
SSU	Sound Sampling Unit — GfK's equipment that records reference audio fingerprints of TV channels
TSV	Time-Shift Viewing — watching recorded or paused content after the original live broadcast
TVR	Total Video Rating — the headline audience measurement metric from this system

TVL 2.1	TV Logger 2.1 — the specific people-meter device deployed in South African panel homes
Universe	The total population being measured — all South Africans aged 4+ in TV households with electricity
VOSDAL	Viewing on the Same Day as Live — data available at the end of the broadcast day
Watermarking	A hidden signal embedded in a broadcast stream to identify the platform on which viewing occurs

Appendices

Appendix A: Panel Balance Matrix

[To be populated with the final panel configuration once Establishment Survey data has been fully processed and approved — targeted Q1 2026]

The panel balance matrix will define the required distribution of the 4,200 panel households across:

- The three recruitment strata (Metro / Non-Metro Urban / Non-Metro Rural)
- District municipalities
- Household size and composition
- Race group
- Age of the main income earner
- Pay-TV vs. free-to-air status

Appendix B: Weighting Dimensions

[To be confirmed following Establishment Survey finalisation]

Weighting targets will be set at both household level and individual level using RIM weighting, on dimensions including:

- Geographic area and province
- Race group
- Age and gender
- Household size
- SEM category

Appendix C: Channel List and Classification

[To be populated prior to launch — targeted Q4 2026]

The channel list will define:

- All channels measured as "Reference and Audit" (full audio matching with audited programme data)
- All channels measured as "Standard" (audio matching)
- Channel groupings and families (e.g., bouquet groupings)
- Rules for temporary and pop-up channels

Appendix D: Key Performance Indicators (KPIs) Summary

The following are the headline KPIs from the BRC-GfK Master Service Agreement. The full KPI detail is contained in the separate KPI Appendix document.

Area	Key KPI
Panel size	Minimum 3,500 net in-tab households daily
TV meter coverage	Minimum 90% of eligible TV sets metered per household
Router meter installation	Approximately 25% of broadband-connected TV panel homes
Panel rotation	Maximum 20% of households with panel life exceeding 8 years at any time
Data delivery	VOSDAL data delivered by agreed daily cut-off time

Coincidental survey	Minimum 50% completion rate annually; minimum 80% within any demographic group
Query response	BRC queries acknowledged within 1 business day; responded within 5 business days

Appendix E: Regulatory and Legal Framework

All TVM operations comply with:

- POPIA (Protection of Personal Information Act 4 of 2013)
- ICC/ESOMAR International Code of Marketing and Social Research Practice
- SAMRA (Southern African Marketing Research Association) codes of conduct
- GDPR (European General Data Protection Regulation) — applicable to GfK's data handling and storage processes