Mandatory Calculation and Reporting rules

for

BRC Total Video Measurement data

Date: September 24th, 2026

Version V2.7

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Release notes: The below sections have been amended / added against the version dated April / May '26

- This version extends the calculation and reporting rules from a TV-panel-only measurement service to a Total Video Measurement (TVM) service built on a merged television and online panel. Sections: System overview; Evolution roadmap reference.
- Two reporting levels are introduced: Total Video Currency and Broadcaster Total TV Currency, each defined by a distinct universe and, where applicable, content scope. Sections: Reporting levels; Population and universe definitions; Official currencies and totals.
- New universe and content-scope definitions have been added: Total Video universe, and Broadcaster-owned content, alongside the existing TV universe. Section: Population and universe definitions.
- Two official reporting totals are defined: Total Video Total and Broadcaster Total TV Total, replacing the legacy TV Total / Broadcast Total distinction. Section: Official currencies and totals.
- Mandatory disclosure and calculation rules have been updated to require that the applicable reporting level always be stated alongside the currency and total used. Sections: Mandatory disclosure; Mandatory calculation rules; Mandatory disclosure in publications.
- The vendor implementation checklist has been extended with a new Total Video Measurement (TVM) readiness section covering TV-subset selection, broadcaster-content distinction, and three-level reporting production. Section: Appendix A.14.
- A new rule has been added limiting content-level reporting (including advertising breaks and spots) in the initial (1 January) implementation to viewing captured on TV-set and connected-TV (CTV) devices only; a future iteration will introduce a content-level split across TV-set, CTV, and other online devices. Sections: Evolution roadmap reference; Advertising reporting rules; Appendix A.14.
- A new rule has been added confirming that streaming platforms (broadcaster-owned or third-party) are reported strictly at service/platform level (e.g. SABC+ total, Netflix total); channel-level calculation and reporting rules apply for cross-device reporting of these platforms. Sections: Streaming service on connected TV (CTV); Reporting levels; Appendix A.14.
- V2.3 update: Share is no longer produced at Total Video Currency level. Because the Total Video Total is not stable across additions or removals of streaming platforms, share at that level would mechanically shift for every player without any change in observed viewing. Share remains available at Broadcaster Total TV Currency level, and — where explicitly labelled — within a defined constrained universe. Sections: Reporting levels; Official currencies and totals; Share; Appendix A.10; Appendix A.14.
- V2.3 update: Household-level ratings and household-level reach are discontinued in the merged Total Video panel setup. Household weights are not maintained after digital fusion, aligning South Africa with comparable fused TV+digital services (e.g. Germany, Switzerland). Household characteristics remain available as individual-level target-group descriptors. Sections: Household universe; Units of analysis; Appendix A.14.

Endorsement by the Technical Committee (September session) is pending; the Caloplus / SABC household-reach requirement will be raised in that session.

- V2.3 update: Version bumped to V2.3; effective date pending Technical Committee approval.
- V2.4 update: Age base is now determined by device scope rather than by population selection. A new Device scope definition is introduced (set-based and all-device), the 4-year minimum is limited to outputs restricted to set-based scope, and a 15-year minimum applies to any output that includes viewing captured on other online devices, at either reporting level. A mandatory not-measured indicator is introduced for online-sourced viewing on records of individuals aged under 15. Device scope and age base become mandatory disclosure items and mutually constrained software selections. Sections: Reporting levels; Population and universe definitions; Household universe; Age limits and reporting targets; Reporting totals; Share; Mandatory disclosure; Prohibition of currency mixing; Mandatory disclosure in publications; Appendix A.2; Appendix A.14.
- This amendment corrects an inconsistency carried forward from the consolidation of three reporting levels into two, in which the 4-year minimum previously attaching to the television-set-only "Broadcaster TV" level was applied to the Broadcaster Total TV Currency after that level's device restriction had been removed.
- V2.4 update: Editorial correction to the minimum effective sample size rule.
- V2.4 update: Version bumped to V2.4; effective date pending Technical Committee approval.
- V2.5 update: V2.5 contains textual clarification edits only; there are no material changes to the rules themselves.
- V2.6 update: the TV universe definition is aligned with the accredited Establishment Survey wording (television set connected to a TV signal or to a fixed internet connection; sets under repair and expected back in use within 14 days included). A definition of the Online universe has been added, and the final 2026 Establishment Survey universe totals have been recorded for households, individuals aged 4 years and older (TV universe only) and individuals aged 15 years and older. No calculation rule is otherwise changed.
- V2.7 update: Clarification edits; one share rule is made explicit. The start-minute attribution and half-minute contact rule for advertising spots is now consistently named the Spot-Minute-Rule, and "children" or "kids" is defined as individuals aged 4–14 years. Share now explicitly excludes Audio Rest (other screen usage and non-recognised TV-set usage) from the denominator by default when calculated on TV-screen data; this must be disclosed in reporting. Sections: Age limits and reporting targets; Start-minute attribution rule (minute-level); Advertising spots; Advertising exposure rule – spots reach; Reporting totals (denominators); Mandatory disclosure; Share; Mandatory disclosure in publications; Appendix A.8.

1. Document control and status

1.1. Version history and effective date

This document is subject to formal version control. Each version shall include a unique version number, the date of approval by the South African Broadcast Research Council (BRC), and the effective date from which the rules defined herein apply to market reporting.

All audience measurement results, analyses, and publications released after the stated effective date **must comply** with the calculation and reporting rules set out in this document. Results produced prior to the effective date are not required to be retrospectively restated unless explicitly mandated by the BRC.

Any modification to this document, including clarifications or methodological changes, shall result in the issuance of a new version, accompanied by a documented change log.

1.2. Governance and ownership

This document is owned by the South African Broadcast Research Council (BRC), which is the ultimate authority for the official audience measurement currencies in South Africa, delivered as a Total Video Measurement (TVM) service across the Total Video Currency and Broadcaster Total TV Currency reporting levels defined in this document.

Methodological stewardship and interpretation of these rules are delegated by the BRC to the designated Technical Committee. The Technical Committee is responsible for:

- proposing changes or clarifications to the rules;
- assessing the methodological impact of such changes;
- ensuring consistent implementation across all authorised software tools and reporting environments.

This document operates alongside, but is distinct from, contractual agreements, Statements of Work (SOWs), and supplier-specific technical or operational manuals. In the event of inconsistency, the rules defined in this document shall prevail for the purposes of calculation and reporting of official audience measurement results.

1.3. Scope of this document

This document defines the mandatory calculation and reporting rules for South Africa's official audience measurement currencies, delivered as a Total Video Measurement (TVM) service across the Total Video Currency and Broadcaster Total TV Currency reporting levels defined in this document. Compliance with these rules is required for all official reporting, publication, and commercial use of audience measurement data.

Specifically, this document:

- defines official currencies, metrics, totals, and reporting conventions;
- establishes mandatory calculation principles to ensure market-wide consistency;
- specifies disclosure and publication requirements.

This document does **not** define or prescribe:

- panel design, recruitment, or maintenance;
- fieldwork procedures or quality control processes;
- software user interfaces, workflows, or analytical tooling.

Operational, technical, and procedural matters are documented separately and are not within the normative scope of this rulebook.

2. Purpose and guiding principles

2.1. Purpose of the calculation and reporting rules

The purpose of this document is to define a single, authoritative set of calculation and reporting rules for South Africa's official audience measurement currencies, delivered as a Total Video Measurement (TVM) service.

These rules are intended to ensure that all audience measurement results used for trading, planning, evaluation, public communication, and industry analysis are:

- calculated in a consistent manner;
- directly comparable across broadcasters, platforms, and time periods; and
- reproducible across all authorised software tools and reporting environments.

Guiding principles:

- The setup of these rules are build from global common practice, support from GfK-NIQ and for some decisions backed by audits done in South Africa (i.e. decision on minute-level reporting).
- This document establishes *how* results must be calculated and reported, not *how* measurement operations are executed.

2.2. Single currency and consistency principle

South Africa operates on the basis of a single, harmonised Total Video Measurement (TVM) framework, delivered through its official Total Video Currency and Broadcaster Total TV Currency.

All official results published to the market must be derived from:

- the same underlying definitions;
- the same calculation logic;
- the same approved currencies and totals, as defined in this document.

No alternative calculations, adjusted figures, or selectively filtered results may be presented as official currency outcomes unless explicitly approved by the BRC.

2.3. Mandatory versus non-mandatory outputs

This document distinguishes clearly between:

- mandatory outputs, which form part of the official currency and may be used for external reporting and commercial purposes; and
- non-mandatory or analytical outputs, which may be produced for internal analysis or research purposes only. Internal use is unrestricted, software vendors may expose all calculations, and liability for compliant external reporting rests with broadcasters/ agencies, provided currency vs non-currency is clearly labelled.

Only mandatory outputs, calculated strictly in accordance with this document, may be published, traded, or referenced publicly as official audience measurement results.

2.4. Transparency and disclosure

Transparency is a fundamental principle of the South African audience measurement system.

All externally reported results must:

- clearly state the data source;
- identify the currency and time window used;
- specify the relevant total or denominator.

Any limitations, exclusions, or modelling components that materially affect interpretation must be disclosed in accordance with the reporting rules set out later in this document.

2.5. Simplicity and market clarity

Where multiple methodological options exist, the preferred approach is the one that:

- is simplest to explain;
- minimises the risk of inconsistent implementation;
- supports clear and unambiguous market communication.

Complex or experimental methodologies may be explored within controlled environments, but will only be incorporated into the official currency once they are formally approved and documented.

2.6. Stability and change management

Stability of the audience measurement currency is essential for market confidence.

Changes to calculation or reporting rules shall:

- be introduced only when there is a clear methodological or market need;
- follow a formal approval and communication process;
- include defined transition arrangements where appropriate.

No material change may be applied retrospectively unless explicitly mandated by the BRC.

3. System overview

This chapter provides a high-level overview of the audience measurement system and its main components. It is descriptive in nature and intended to support understanding of the calculation and reporting rules set out in subsequent chapters.

Nothing in this chapter is normative. In the event of any inconsistency between this overview and the mandatory rules defined elsewhere in this document, the mandatory rules shall prevail.

3.1. Measurement components

The South African audience measurement system is based on a combination of complementary measurement components. These components jointly enable the calculation and reporting of official audience metrics.

The core measurement components include:

TV panel measurement
A nationally representative panel of households equipped with television measurement technology, capturing viewing on television sets at individual level. This panel forms the primary basis for the Broadcaster Total TV Total currency, which underpins the Broadcaster Total TV Currency reporting level.

Time-shifted viewing capture
Viewing of television content that occurs after the original broadcast, captured and attributed to the original transmission in accordance with defined time-shift rules and approved time windows.

Online panel measurement
A panel of individuals recruited and measured specifically to capture online and streaming video consumption, including viewing that occurs outside of homes equipped with a television set. This panel extends measurement coverage beyond the TV universe and is a required input to the Total Video Currency and Broadcaster Total TV Currency reporting levels.

Online and digital video inputs
Digital viewing data sources that support the measurement of video consumption beyond traditional linear broadcast, including viewing on connected television devices. Measurement of streaming services viewed on connected TVs (CTV), as well as other online and streaming video consumption captured by the online panel, is within scope from the outset of this document.

Panel integration (merged Total Video panel)
The TV panel and the online panel are combined, through the applicable fusion and weighting methodology, into a single merged panel representing the full Total Video universe. Reporting from this merged panel is delivered at two defined reporting levels – Total Video Currency and Broadcaster Total TV Currency – as set out in the Reporting levels section below.

These components are combined at reporting level to produce coherent, market-ready outputs, without altering the fundamental calculation principles defined in this document. The calculation rules defined in this document apply identically at every reporting level; only the population (universe) and the content scope in-scope for the calculation differ by level.

3.2. Reporting levels

The South African audience measurement system delivers official outputs at two distinct reporting levels, both derived from the single merged Total Video panel described above. Each level differs by population (universe) and, where applicable, by content scope; the mandatory calculation rules set out later in this document apply identically at both levels.

Total Video Currency
Reporting across the full Total Video universe (every individual in the merged panel) and the full content scope captured by the panel – all video content viewed on any measured platform or device, irrespective of ownership. Share is not an official metric at this reporting level; see the Share section below.

Broadcaster Total TV Currency
Reporting restricted to the TV-subset of the merged panel – individuals living in Homes with a TV, matching the TV universe definition set out in the Definitions chapter –but covering any viewing of broadcaster-owned content on any device (linear television, time-shifted viewing, connected-TV apps, and broadcaster-owned online and streaming services). Only the population (universe) is restricted to the TV-subset; the content scope is not restricted to television-set viewing only. The Broadcaster Total TV Currency is produced against a stated device scope. At all-device scope it covers broadcaster-owned viewing on any device and is reported at an age base of 15+. At set-based scope it is restricted to viewing captured on television sets and connected-TV devices and may be reported at an age base of 4+ or 15+. Both scopes use the same TV-subset population and the same broadcaster-owned content criterion; they differ only in the measurement sources included and, consequently, in the permitted age base.

Accordingly:

- official mandatory currencies for Broadcaster Total TV Currency is based on viewing captured across the full merged panel, restricted to the TV-subset population and to broadcaster-owned content only, on any device;
- official mandatory currencies for Total Video Currency is based on viewing captured across the full merged panel, covering the full universe and the full content scope; and

- calculation and reporting rules remain optimised for consistency with established television trading, planning, and evaluation practices, extended to the merged panel and the additional reporting level without altering the underlying calculation principles.

As part of the Total Video measurement service delivered through the merged panel, calculation and reporting of platform-level performance of streaming services on any device, including connected TVs are within scope. For these services:

- usage and reporting for the non-broadcaster platforms is produced strictly at service/platform level (e.g. YouTube total, Netflix total); no programme-, break-, or spot-level breakdown is produced for non-broadcaster streaming platforms in the initial measurement setup;
- audience ratings are calculated and reported using principles aligned with channel-level calculations and reporting;
- for broadcaster streamed content, if on the bigscreen and within 28 days timeshift, content will be measured and can be reported, in accordance with the channel attribution rule for connected TV set out below.
- Audience ratings for these streaming platformes are subject to the same calculation discipline, totals, and disclosure requirements as for other services.

The treatment of these platform-level results in relation to Total Video Total and Broadcaster Total TV Total is defined in the Official currencies and totals chapter of this document.

Cross-platform metrics that combine television-set viewing with viewing on other devices, delivered as the Total Video Currency and Broadcaster Total TV Currency reporting levels described above, are in scope for mandatory reporting from launch.

3.3. Evolution roadmap reference

The South African Total Video measurement system is designed to evolve over time in response to changes in viewing behaviour, technology, and market needs.

Further evolution of the merged panel and the reporting levels defined in this document — including additional online sources, expanded content coverage, refined attribution methods, and additional platforms — will be addressed through the established governance and change control process as the market and technology continue to develop.

For the initial (1 January) implementation, content-level reporting – including programme, advertising break, and advertising spot-level detail – is limited to viewing captured on TV-set and connected-TV (CTV) devices. Content-level detail for viewing captured on other online devices is not part of the initial mandatory scope. A future iteration of this document will introduce a content-level split across TV-set, CTV, and other online devices, subject to the established governance and change control process.

As part of this ongoing evolution:

- additional calculation and reporting refinements will be formally defined through this document as new sources, platforms, or methods are introduced;
- this document will be updated through the established governance and change control process.

Until such updates are approved and published, any outputs beyond the two reporting levels defined in this document remain non-mandatory and may not be represented as part of the official Total Video measurement currency.

4. Definitions, universes, and reference concepts

This chapter defines the fundamental reference concepts used throughout this document. The definitions set out below are normative and apply consistently to all calculations, aggregations, and reporting outputs forming part of South Africa's official audience measurement currencies across all reporting levels defined in this document.

Unless explicitly stated otherwise, the definitions in this chapter are binding for all official reporting and publication.

4.1. Time reference and clock

All viewing, broadcasts, programmes, and advertising events are reported in South African Standard Time (SAST).

Time-stamping of viewing and content attribution shall be based exclusively on SAST, irrespective of the geographic origin of content, broadcaster, platform, or distributor.

For calculation and reporting purposes, the official broadcast day is defined as a continuous 24-hour period. The broadcast-day boundary applied within the South African television measurement system (for example, 02:00–01:59) shall be specified by the BRC and applied consistently across all calculations and reporting outputs.

Calendar-day and broadcast-day results may not be mixed within a single analysis, dataset, or publication.

4.2. Population and universe definitions

4.2.1. TV universe

The TV universe consists of all individuals aged 4 years and older, residing in private households within South Africa, who live in a household that:

- has at least one working television set connected to a signal (either antenna, DTT, satellite or a fixed internet connection), or a set under repair and expected back in use within 14 days;
- and has permanent electricity supply, either via mains electricity or a permanent off-grid solution (e.g. solar or generator).

This definition reflects the approved universe definition for the South African TV Panel at launch and forms the reference population for the Broadcaster Total TV Currency. Within the merged Total Video panel, individuals meeting this definition constitute the TV-subset that must be selected in the calculation software to produce Broadcaster Total TV currencies.

The merged Total Video panel is delivered to software bureaus as a single dataset covering all panel members. Each individual record in this dataset carries a mandatory TV-Home indicator field (e.g. "TV_Home") identifying whether that individual lives in a household meeting the TV universe definition above. Selection of the TV-subset for Broadcaster Total TV Currency reporting must be performed by filtering on this field; a separately delivered TV-only file may not be used for this purpose.

4.2.2. Total Video universe

The Total Video universe is the union of the TV universe and the Online universe: all individuals aged 15 years and older, residing in private households within South Africa, who either live in a household meeting the TV universe definition, form part of the Online universe, or both. The Total Video universe is the reference population for the Total Video Currency.

4.2.3. Online universe

The Online universe consists of all individuals aged 15 years and older, residing in private households within South Africa, who live in a household in which any computer, laptop, tablet or mobile phone is connected to the internet, including via mobile data. The Online universe is not a reporting currency in its own right; together with the TV universe it constitutes the Total Video universe.

4.2.4. Current universe totals

Universe totals are taken from the Establishment Survey and are re-issued only with a new Establishment Survey release, applied from the effective date set by the BRC. On the basis of the final 2026 Establishment Survey output, the following totals apply. TV universe: 28,301,642 individuals aged 15 years and older (61.9% of the 15+ population), 36,646,052 individuals aged 4 years and older (62.9% of the 4+ population), in 11,224,019 households (61.5% of all households). Online universe: 33,980,057 individuals aged 15 years and older (74.4%), in 13,607,094 households (74.6%). Total Video universe: 39,526,800 individuals aged 15 years and older (86.5%), in 15,760,321 households (86.4%). The corresponding national totals are 45,688,544 individuals aged 15 years and older, 58,247,006 individuals aged 4 years and older, and 18,248,172 private households.

No 4 years and older total is defined for the Online universe or for the Total Video universe. Online measurement covers individuals aged 15 years and older only, so a 4+ base exists for the TV universe alone, where it is applied at set-based scope in accordance with the age base rules set out below. Individuals who watch television only as guests in other households, and who live in a household that does not meet the TV universe definition, are not part of the TV universe and may not be added to it. Such individuals form part of the Online universe and therefore of the Total Video universe where they meet the Online universe definition. Their television viewing is included in the currency through guest attribution and fusion, as set out in the chapter on guest viewing, and is reported against the weight of the matched panellist in a TV household.

4.2.5. Broadcaster-owned content

Content, channels, and platforms owned, licensed, or operated by a broadcaster participating in the measurement system, including their catch-up and streaming services, as identified in the official channel and platform metadata. Broadcaster-owned content is the content-scope criterion used to define the Broadcaster Total TV. Only viewing to broadcaster-owned content is included within that currency — on any device where the device scope applied is all-device, and on television sets and connected-TV devices only where the device scope applied is set-based. Viewing is weighted against the TV-subset population at the age base applicable to the device scope, as set out under Age limits and reporting targets. Non-broadcaster content (e.g. third-party or user-generated video platforms) is included in the Total Video Currency but excluded from Broadcaster Total TV Currency.

4.2.6. Device scope

Device scope is the mandatory attribute identifying which measurement sources contribute to a reporting output. Two device scopes are defined.

Set-based scope. Viewing captured on a television set or connected-TV (CTV) device, measured through the television measurement technology installed in TV-panel households. Set-based measurement covers all individuals aged 4 years and over present in the household, including guests, and includes viewing of broadcaster and non-broadcaster applications accessed through the television set.

All-device scope. Set-based viewing together with viewing captured on other online devices (computer, laptop, tablet, or mobile), measured through the online panel. Online measurement covers individuals aged 15 years and over only.

Device scope is independent of population and content scope. Every official output must be produced against exactly one device scope, and the device scope applied must be disclosed in accordance with the Mandatory disclosure requirements.

The Total Video Currency is produced at all-device scope only. The Broadcaster Total TV Currency may be produced at either device scope, subject to the age base rules set out under Age limits and reporting targets.

4.2.7. Household universe

The household universe comprises all private households within South Africa that meet the TV universe eligibility criteria.

Household characteristics (e.g. presence of children, household income, SEM, household size) remain available as target-group descriptors applied to individuals — i.e. individuals living in a household meeting the characteristic. A separate household-level rating (a rating with the household as the unit of analysis) is not produced in the merged Total Video panel setup, as household weights are not maintained after digital fusion. This aligns with practice in comparable fused TV+digital services (e.g. Germany, Switzerland).

Because household ratings are discontinued, no household-level rating outputs are produced from the merged Total Video panel. Household characteristics, where applicable, are applied only as descriptors of individuals living in the TV-subset of the merged panel; individuals belonging to the Online universe only, and not living in a household meeting the TV universe definition, have no household identifier and are not included in household-characteristic target groups. Household-characteristic target groups are defined from the registered household roster irrespective of the age of the household members used to establish the characteristic, but the individuals reported against such a target group are subject to the age base applicable to the output. A target group such as “individuals living in a household with children under 5” is therefore valid at 15+ at all-device scope, where the children establishing the characteristic are not themselves reported.

4.2.8. Age limits and reporting targets

The permitted minimum age for an official output, referred to in this document as its age base, is determined by the device scope of that output and not by the population selected. Two age bases are defined: 4+ and 15+. Every official output must be produced against exactly one age base.

Children (kids). Wherever this document, or any output, target group or label produced under it, refers to “children” or “kids”, this means individuals aged 4 to 14 years inclusive (4–14). Because this age range falls below the 15+ age base, children may only be reported at set-based scope, and the age range must be stated in the output label (e.g. “Children 4–14”). Household-composition descriptors that explicitly state a different age (e.g. “households with children under 5”) are roster-based characteristics and are not affected by this definition.

Set-based scope. Set-based measurement covers all individuals aged 4 years and over. An output restricted to set-based scope may be produced at an age base of either 4+ or 15+. The 4+ age base remains the minimum age for inclusion in the official South African television audience measurement currency and remains available for the Broadcaster Total TV Currency at set-based scope, preserving continuity with television results published before the effective date of this document.

All-device scope. Online measurement covers individuals aged 15 years and over only. Any output that includes viewing captured on devices other than a television set or connected-TV device must be produced at an age base of 15+. No individual younger than 15 may be selected, included, or reported against in any such output. This applies to official currency outputs, to non-currency outputs, and to custom or analytical outputs, at either reporting level, whether or not the output is restricted to the TV-subset population.

Accordingly:

- Individuals aged 4 to 14 who form part of the merged Total Video panel have no online measurement. Their records must carry an explicit not-measured indicator for online-sourced viewing. A value of zero may not be used to represent viewing that was not measured. Calculation software must exclude individuals carrying the not-measured indicator from both the numerator and the denominator of any output produced at all-device scope, rather than including them with a zero numerator.
- Results produced at different age bases may not be combined, compared, or aggregated as if equivalent, and may not be presented as a single time series across a change of age base without explicit labelling.

Any reporting based on alternative age ranges (e.g. children 4–14, youth, or custom demographic targets) must be explicitly labelled and may not be presented as the default market currency. Custom age ranges are subject to the age base rules set out above: a custom target group with a lower bound below 15 may only be produced at set-based scope.

4.3. Units of analysis

4.3.1. Individual versus household viewing

Viewing is analysed and reported at individual level only in the merged Total Video panel setup.

Household composition characteristics (for example "households with children under 5," "households with at least one member aged 25–49," "households in SEM 1") may be used to define individual-level target groups — i.e. individuals living in a household meeting the characteristic — based on the registered household roster and not on observed viewing behaviour.

The official South African audience measurement currencies are based on individual viewing. Household-level ratings and household-level reach are discontinued in the merged Total Video panel setup.

Household-level output as a rating type is not produced; household characteristics remain available only as individual-level target-group descriptors.

4.3.2. Viewing time unit

Viewing is accumulated using second-level granularity at collection and processing stage.

Aggregation into reporting units (e.g. minutes, averages, cumulative measures) is governed by the mandatory calculation and rounding rules defined in later chapters of this document.

Resolution of source data. Viewing data is held at second level. Content and advertising event data is delivered at the following resolutions: programme events, including advertising breaks, at minute level, identified by the clock minute in which the event starts; advertising spots at second level, with the clock minute in which the spot starts identified. All calculation rules in this document are applied on this basis. Where a rule refers to the start or end of a programme or an advertising break, that boundary is the boundary of the logged minute.

4.4. Content, channel, and advertising definitions

All content and advertising entities used in calculation and reporting are based on harmonised, verified metadata provided through BRC-approved registration, verification, and harmonisation services.

4.4.1. Channel

A channel is an individual linear television service with a defined schedule of programming and advertising, distributed via terrestrial, satellite, cable, or equivalent broadcast infrastructure.

A channel represents the primary and atomic reporting entity for linear television audience measurement in South Africa.

Each channel:

- is uniquely identified using a BRC-approved identifier;
- is measured, calculated, and reported independently;
- may only be aggregated where explicitly permitted under approved rules.

Only channels included in the official BRC channel registry may be reported as part of the official audience measurement currency.

4.4.2. Streaming service on connected TV (CTV)

A streaming service on connected TV (CTV) is a branded video service accessed via an application or interface on a television set.

- streaming services viewed on connected TVs are treated as individual reporting entities at platform level;
- usage and reporting for these services is limited to service/platform level (e.g. SABC+ total, Netflix total); no programme-, break-, or spot-level detail is produced for streaming services in the initial measurement setup;
- calculation and reporting principles are aligned with channel-level outputs; For cross-device reporting of these platforms, all channel-level calculation and reporting rules apply without exception.
- results are subject to the same calculation discipline, totals, and disclosure requirements as linear TV outputs, unless explicitly stated otherwise.

4.4.3. Channel attribution on connected TV (CTV) and platform totals

Where viewing captured on a TV-set or connected-TV (CTV) device is positively identified via content/audio matching as a specific registered channel (e.g. SABC 1), that viewing is attributed and reported as viewing of that channel—including for programme, break, and spot-level reporting—irrespective of the platform or application through which it was accessed (e.g. the SABC+ streaming app).

Each such record retains a source/access-platform attribute recording the delivery platform (e.g. “SABC+”), to support platform-level and distribution-level analysis, but this attribute does not override channel-level attribution.

Where viewing on a TV-set or CTV device is recognised only at platform level (the platform is identified but audio matching cannot resolve the specific channel), it is attributed to the platform as its own reporting entity, not to any channel.

On devices without content-matching capability (second-screen, mobile, or other online devices), platform viewing is always attributed at platform level only; specific-channel recognition is not available on these devices.

The service/platform-level total for a broadcaster-owned streaming platform (e.g. “SABC+ total”) comprises: (a) all usage of that platform on devices other than TV-set/CTV, where channel-level recognition is not available; plus (b) usage on TV-set/CTV devices that is recognised as that platform but not matched to a specific channel via content matching. Usage matched to a specific channel is reported against that channel per the attribution rule above and is not double-counted in the platform total, though it remains within Broadcaster Total TV Total as broadcaster-owned content.

4.4.4. Channel group

A channel group is a logical aggregation of two or more individual channels operated by the same broadcaster, media owner, or network.

Channel groups:

- are derived entities, not primary measurement units;
- may be used for reporting and analysis where explicitly permitted;
- are calculated exclusively by aggregating underlying channel-level results using approved aggregation rules.

Channel-group reporting does not replace channel-level reporting as the default market currency.

4.4.5. Programme

A programme is a discrete editorial content item with a defined start and end time, identified via a unique programme identifier.

Programmes may form part of a hierarchical structure (e.g. series → season → episode). Viewing attribution is based on verified transmission logs reconciled with centrally registered metadata.

4.4.6. Commercial spot and commercial elements

A commercial spot is a discrete advertising execution transmitted within a commercial break or other defined advertising context.

For the purposes of the South African television audience measurement system, all commercial elements are in scope for reporting, including but not limited to:

- traditional spot advertising;
- promos and auto-promotions;
- billboards, squeeze-backs, overlays, and similar formats;
- branded content and sponsorship elements;
- addressable and dynamically inserted advertising;
- in-content advertising (ICA), where applicable.

Each commercial element is uniquely identified using a BRC-approved advertising identifier, generated through the central registration and harmonisation service. This identifier constitutes the single source of truth for logging, verification, reconciliation, and reporting across all broadcasters and platforms.

4.5. Relationship between logs, metadata, and reported content

All reported programme and advertising performance is derived from the reconciliation of:

- broadcaster transmission and as-run logs;
- centrally registered and harmonised metadata; and
- approved verification and correction processes.

Only content and advertising elements that are registered, verified, and harmonised in accordance with BRC standards may be included in official audience measurement reporting.

5. Time-shifted viewing and currency windows

This section defines the treatment of live and time-shifted viewing within the South African television audience measurement system. The definitions below are normative and apply to all official calculation, reporting, and publication of audience measurement results.

The approach is broadcast-centric and aligned with established international Joint Industry Committee (JIC) practices.

5.1. Live viewing

Live viewing refers to viewing of television content that occurs at the same time as the original broadcast transmission of that content on a channel.

Live viewing includes viewing that:

- starts during the broadcast transmission; and
- may continue beyond the nominal end time of the broadcast, provided the viewing is continuous and directly follows the broadcast.

Live viewing is always attributed to the broadcast on which it occurs.

5.2. Time-shifted viewing (TSV)

Time-shifted viewing (TSV) refers to viewing of television content that occurs after the original broadcast transmission.

For the purposes of the South African television audience measurement system, time-shifted viewing is defined relative to the day of broadcast (Day 0).

Time-shifted viewing includes all qualifying viewing that takes place:

- on the day of broadcast after live transmission (Day 0); and
- during the seven broadcast days following the day of broadcast (Day 1 to Day 7).

Together, this constitutes Day 0 to Day 7 inclusive, being 8 broadcast days: the broadcast day itself plus the seven following broadcast days. All day ranges in this document are inclusive of both the first and the last day stated.

All time-shifted viewing is attributed to the original broadcast of the content.

5.3. Official time-shift windows and currency status

The following viewing windows are defined and may be calculated within the system:

Overnight Currency
Live viewing plus all viewing that occurs on the same day as the broadcast (Day 0).

Currency time shifted consolidated 1 week (Day 0–7)
Live viewing plus all time-shifted viewing from Day 0 to Day 7 inclusive, being 8 broadcast days of total viewing.

This window constitutes the official time-shifted viewing currency for South Africa.

Extended window (Day 0–27)
Live viewing plus time-shifted viewing from Day 0 to Day 27 inclusive, being 28 broadcast days of total viewing.

The extended window may be calculated and reported, but it is not an official currency and must be explicitly labelled as non-currency whenever used.

Only the Overnight and Currency window (Day 0–7) may be used for official trading, benchmarking, and publication unless otherwise approved.

5.4. Broadcast-centric versus viewer-centric logic

The South African television audience measurement currency is based on a broadcast-centric logic.

Under this logic:

- viewing is attributed to the broadcast event (programme, channel, and broadcast day);
- time-shifted viewing is credited back to the original broadcast;
- results support consistent scheduling, trading, and advertising evaluation.

Viewer-centric outputs, where viewing is aggregated based on the day of viewing rather than the day of broadcast, may be produced for analytical purposes but do **not** form part of the official currency unless explicitly approved. They may become currency once the BRC decides to shift to adding a second reporting frame “time of viewing”.

5.5. Weights for time-shifted viewing

For all official currencies that include time-shifted viewing, time-shifted seconds are always projected using the weights of the day of broadcast (Day 0), not the weights of the day on which the viewing occurs. This applies to all programme, channel, timeband, and campaign results that combine live and time-shifted viewing within the Overnight and Day 0–7 currency windows.

Where a panellist has valid time-shifted viewing for a broadcast but was not part of the panel or the relevant universe on the day of broadcast (Day 0), this viewing is not discarded from the database. However, such viewing cannot be included in broadcast-centric currency results for that programme or campaign, because no valid Day-0 weight exists. These viewing statements may only be used in analyses that are based on the viewing moment (e.g. viewer-centric day-of-viewing reports or extended analytical outputs).

6. Guest viewing in the official currency

This section defines the treatment of guest viewing within the South African television audience measurement system. The principles set out below are normative and apply to all official calculation, reporting, and publication of audience measurement results.

6.1. Definition of guest viewing

Guest viewing refers to television viewing by individuals who are not registered members of the panel household but are present in the household at the time of viewing.

Guest viewers are not part of the household roster and do not form part of the household demographic structure.

6.2. Inclusion of guest viewing in the currency

Guest viewing is included in the official South African television audience measurement currency.

Where valid guest viewing is identified, it contributes to reported audience metrics in the same manner as viewing by registered household members, subject to the applicable calculation rules.

Guest viewing is treated consistently across:

- channels and channel groups;
- programmes and advertising;
- live and time-shifted viewing windows.

6.3. Attribution principles

Guest viewing is attributed according to the same broadcast-centric principles that apply to all viewing:

- viewing is attributed to the relevant broadcast event;
- time-shifted guest viewing is credited back to the original broadcast;
- guest viewing is included within the applicable viewing window (e.g. Overnight, Day 0–7).

Guest viewing is not reported as a separate audience category unless explicitly approved.

6.4. Guest viewing and demographic reporting

Guest viewers:

- are included in total audience measures (e.g. ratings, reach, viewing time);
- are excluded from household demographic definitions and projections.

Household demographics are based exclusively on registered household members. Guest viewing is attached to a registered household member and is projected using that member's demographics and weights in all cases. For the treatment of domestic workers in household classification and demographic reporting groups, see Domestic workers and household classification.

6.5. Guest implementation and projection

In the TVM data structures, guests are not stored as separate individuals. Valid guest viewing is technically attached to a registered panel member within the household and identified via a guest flag or equivalent indicator. For all official currency calculations, guest viewing is projected using the demographics and weights of the linked panel member, and therefore contributes to audience metrics through that panel member's profile. Guest-level demographic profiles may be maintained operationally, but they do not create separate individuals for weighting or projection in the official currency.

6.6. Domestic workers and household classification

For the purposes of household classification and demographic reporting, domestic workers that are part of the household (have a normal HH and Person number):

- Domestic numbers have a flag to identify them within a Household.
- domestic workers are not counted as household members for household characteristic demographics like household income et cetera, and are to be excluded in building specific demographic reporting groups.

Domestic workers who are not part of the household are not separately identifiable in the measurement data. Where they view television, their viewing is captured as guest viewing and follows the guest viewing rules in full: it is attached to a registered panel member, projected using that member's demographics and weights, and included in all official audience measures. No separate domestic-worker identification, demographic treatment, or inclusion or exclusion option applies.

6.7. Transparency and reporting

Where guest viewing materially contributes to reported results, this contribution is implicitly included in the currency definition.

Any reporting that excludes guest viewing, or treats guest viewing differently from the standard approach defined above, must be explicitly labelled and may not be presented as official currency output unless approved.

7. Official currencies and totals

This section defines the official audience measurement currencies and reporting totals used within the South African audience measurement system, across all reporting levels. The principles set out below are normative and apply to all official calculation, reporting, publication, and commercial use of audience measurement data.

Only the currencies and totals explicitly defined in this section may be used for official reporting unless otherwise approved.

7.1. Definition of an official currency

An official currency is defined as a specific combination of:

- viewing scope (e.g. live, time-shifted);
- time window;
- attribution logic; and
- reporting total (denominator).

Only currencies explicitly designated as official may be used for trading, benchmarking, or public communication of audience measurement results.

7.2. Official viewing currencies

The South African audience measurement system defines the following official viewing currencies:

Overnight currency

The Overnight currency consists of:

- live viewing; and
- all viewing that occurs on the same day as the broadcast (Day 0).

Overnight results represent early performance indicators and may be reported as official currency where explicitly labelled as such.

Currency time shifted consolidated window (Day 0–7)

The Currency window (Day 0–7) consists of:

- live viewing; and
- all time-shifted viewing from Day 0 to Day 7 inclusive, being 8 broadcast days of total viewing.

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This window constitutes the primary official currency for South Africa and is the default reference for programme, channel, advertising, and campaign evaluation.

7.3. Extended viewing window (non-currency)

An extended viewing window may be calculated:

- Extended window (Day 0–27): live viewing plus time-shifted viewing from Day 0 to Day 27 inclusive (28 broadcast days in total).

The extended window:

- does not constitute an official currency;
- may be used for analytical or supplementary reporting only;
- must be explicitly labelled as non-currency whenever reported.

Extended-window results may not be used for trading or benchmark comparisons unless explicitly approved.

7.4. Reporting totals (denominators)

All official currencies are reported against a defined total, which determines the denominator used in calculation of ratings, shares, and related metrics.

Currency: Broadcaster Total TV Total

Represents all qualifying viewing to broadcaster-owned content (linear broadcast and online usage) within the TV-subset population, at all-device scope and an age base of 15+. This is the reporting total for the Broadcaster Total TV Currency at all-device scope (see Reporting levels). Where the Broadcaster Total TV Currency is produced at set-based scope, the applicable total is restricted to viewing captured on television sets and connected-TV devices within the TV-subset population, at the stated age base. The set-based and all-device totals are distinct denominators and may not be interchanged, combined, or compared as if equivalent. For Share calculation, Audio Rest is excluded from this total by default (see Share).

Currency: Total Video Total

Total Video Total represents all qualifying viewing captured across the Total Video universe, combining television-set viewing and online/streaming viewing measured through the merged panel. Total Video Total is the reporting total for the Total Video Currency- Total Video Total is used as the denominator for Rating, Reach, and Viewing time only. It is not used as a denominator for Share (see Share section for the rationale and permitted constrained-universe exception).

7.5. Treatment of connected TV platforms

Streaming services accessed via connected TVs may be reported as individual reporting entities using calculation principles aligned with channel-level reporting. Within the merged Total Video panel, such viewing is natively captured as part of the Total Video Currency and Broadcaster Total TV Currency reporting levels; the treatment set out below applies specifically to the Broadcaster Total TV Currency, using the TV-subset.

The inclusion of such platforms within:

- Total Video Total
- Broadcaster Total TV Total

shall be explicitly defined in the applicable reporting context and may not be assumed.

7.6. Mandatory disclosure

All external reporting of audience measurement results must clearly state:

- the viewing currency used (e.g. Overnight, Day 0–7);
- the reporting total applied (e.g. Total Video Total, Broadcaster Total TV Total);
- for Share, the share denominator applied, including whether Audio Rest is excluded (default) or included;
- the reporting level applied (Total Video Currency or Broadcaster Total TV Currency);
- the device scope applied (set-based or all-device);
- the age base applied (4+ or 15+);
- whether results are official currency or non-currency.

Failure to disclose currency, reporting level, device scope, age base, and total renders the reporting non-compliant.

7.7. Prohibition of currency mixing

Results calculated using different currencies or totals may not be combined, compared, or aggregated within a single analysis unless explicitly approved and clearly labelled.

Official currency results must always be presented independently from non-currency outputs.

Results produced under different reporting levels (Total Video Currency, Broadcaster Total TV Currency) may likewise not be combined, compared, or aggregated as if equivalent, as each level is calculated against a distinct universe and, where applicable, a distinct content scope.

Calculation software must treat Total Video Currency and Broadcaster Total TV Currency as mutually exclusive selections within a single report or run: a report may be built against exactly one reporting level's universe at a time, not both simultaneously. This operationalises the prohibition on mixing set out above and must be enforced at the point of report configuration, not only at the point of output review.

Results produced at different device scopes or different age bases may likewise not be combined, compared, or aggregated as if equivalent. Calculation software must treat device scope and age base as explicit selections within a report or run, must prevent selection of a 4+ age base together with all-device scope, and must enforce both constraints at the point of report configuration rather than only at the point of output review.

8. Mandatory calculation rules

This section defines the mandatory calculation rules for the official South African audience measurement currencies. The rules set out below are normative and must be applied consistently across all authorised software tools, reports, and publications.
The calculation logic is described in methodological wording, in line with established international Joint Industry Committee (JIC) practice. Mathematical implementation follows directly from these definitions and must yield identical results across all systems.
The Rating, Share, Reach, and Viewing time formulas set out in this chapter apply identically across both reporting levels defined in this document (Total Video Currency and Broadcaster Total TV Currency). The formulas themselves do not change between levels; only the underlying universe and, where applicable, the content scope differ, as set out in the Definitions and Official currencies and totals chapters.

8.1. Rating

Definition
The rating of a programme, channel, time period, or advertising element is defined as the average percentage of individuals within the defined universe who are viewing the entity.
Calculation rule
The rating is calculated as follows:

- for each second within the reporting period, the number of individuals viewing the entity is determined, where the reporting period for a broadcast event is the event's window as established at the resolution defined under Resolution of source data;
- these viewing counts are projected to the universe using the applicable individual weights;
- the projected viewing counts are averaged over the duration of the reporting period;
- the resulting average audience is expressed as a percentage of the defined universe.

Ratings are therefore based on average audience, not on cumulative viewing.
The applicable reporting level, universe and reporting total (e.g. Total Video Total or Broadcaster Total TV Total) must always be explicitly stated.

8.2. Share

Definition
Share expresses the proportion of total television viewing that is attributable to a specific entity.
Calculation rule
Share is calculated by:

- determining the average audience to the entity over the reporting period;
- determining the average audience to the defined total over the same reporting period;
- expressing the entity audience as a percentage of the total audience.

The definition of the total used in the denominator is mandatory and must be disclosed in reporting.

Default share denominator. By default, Share is calculated against total viewing to broadcaster-owned linear and streaming content in TV homes, i.e. the Broadcaster Total TV Total. Where Share is calculated on television-screen (set-based) data, viewing classified as "Audio Rest" is excluded from the denominator by default. Audio Rest comprises all other use of the television screen and any television-set usage that cannot be recognised as a measured channel or platform. Audio Rest is never reported as an entity with its own share.
Share is calculated only against a stable, defined total. Accordingly, Share is not produced at Total Video Currency level, because the Total Video Total is not stable across additions or removals of streaming platforms: introducing a new platform (e.g. a third-party streamer) mechanically shifts the share of every existing entity without any change in observed viewing to those entities. Share is produced at Broadcaster Total TV Currency level, using Broadcaster Total TV Total as the denominator. Share against a constrained universe (e.g. share of viewing on the TV-set device only, or share within a specifically defined subset of platforms) may be produced for analysis, provided the constraint is explicitly labelled in the output. Such constrained shares may not be labelled or presented as "Total Video Share."
A constrained share is produced at the age base applicable to the device scope of the constraint. A share constrained to television-set and connected-TV viewing may therefore be produced at an age base of 4+; any constrained share that includes viewing on other online devices is produced at 15+. The constraint and the age base must both appear in the output label. A share whose denominator includes Audio Rest is a constrained share and must be labelled as such, e.g. "Share incl. Audio Rest".

8.3. Reach

Definition
Reach represents the number or percentage of unique individuals who are exposed to an entity at least once within a defined reporting period.
Reach is a cumulative measure: each individual is counted only once, regardless of the number or duration of viewing occasions.
Calculation rule
An individual is counted as reached when their accumulated exposure to the entity meets or exceeds a defined minimum exposure threshold.
The concept of reach is mandatory; the specific exposure threshold:

- is defined in the reporting rules section of this document; and
- must be explicitly stated in any external reporting.

Reach is calculated and reported using broadcast-centric attribution.

8.4. Viewing time

Definition

Viewing time represents the duration of viewing attributed to an entity.
Viewing time may be reported as:

- total viewing time;
- average viewing time per viewer; or
- average viewing time per individual in the universe.

Calculation rule
Viewing time is calculated by:

- accumulating all valid viewing seconds attributed to the entity;
- projecting viewing using the applicable individual weights;
- aggregating and averaging according to the defined reporting context.

All reported viewing time measures must clearly state the basis used.

8.5. Aggregation rules

Temporal aggregation
Results may be aggregated across multiple days or broadcasts, provided that:

- the same currency definition applies throughout;
- the same reporting total is used;
- no mixing of currency and non-currency outputs occurs.

Content aggregation
Where results are aggregated across multiple programmes, channels, or advertising elements:

- aggregation must be performed at the lowest available reporting level;
- all constituent elements must be eligible for inclusion under the same calculation rules.

Prohibition of mixed aggregation
Results calculated using different currencies, reporting totals, or attribution logics may not be aggregated or compared within a single output unless explicitly approved and clearly labelled.

These calculation rules apply uniformly to live viewing, time-shifted viewing, guest viewing, and all commercial elements included in the official currency.

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9. Reporting rules

This chapter defines the mandatory rules governing the reporting and publication of official audience measurement results in South Africa, across all reporting levels. The rules set out below are **normative** and apply to all external reporting, publication, and commercial use of audience measurement data.

9.1. General principles

1. Reporting is based on defined broadcast events (e.g., programme broadcasts, advertising breaks, advertising spots) or defined reporting time units (e.g., minutes, timebands, days).
2. Reported results must be deterministic and reproducible across all authorised tools.
3. Different result types (programme, break, spot) are not interchangeable and must not be mixed unless explicitly defined.

9.2. Panel turnover and multi-day reach calculations

The television audience measurement panel is a continuously maintained probability sample. Panel membership may change over time due to recruitment, attrition, or replacement. Panel turnover is expected and does not invalidate multi-day reach calculations.

Daily change of weighting distribution (due to panel departure, new panel members, technically unreachable households) may lead to a daily change of potentials in target groups. To avoid variations of potential for analysis extending over several days, a constant target group potential is generated for the evaluated period.

For this purpose, an average weight for each member of target audience is calculated for observed period. The daily weight for reported days on which a person is not part of the panel is considered with 0.

Difference between average weight and daily weight is then balanced by a calibration factor.

The calibration factor is the quotient of sum of the daily weights of the target group's members on the 1st day of the month (=calibration day) and the sum of the average weights.

$$weight_i^A = \frac{\Sigma_t \ weight_{i,t}}{d} = average \ weight \ of \ respondent_i$$

$$weight_i^C = weight \ of \ respondent_i \ on \ calibration \ day \ C$$

$$\frac{\Sigma_i \ weight_i^C}{\Sigma_i \ weight_i^A} = \frac{\Sigma_i \ weight_i^C}{\Sigma_t \Sigma_i \ weight_{it}} * d = calibration \ n \ factor$$

Legend: i = each respondent, A = average, C = Calibration day, d = number of days, t = spans all days of the evaluation period (1…,d)

An example on how this approach is to work is on the next page.

When panel-members change demo's (I.e. age on Monday week 27) they are part of the reporting sample for those days they belong to the specific selection. If they move out- or in the sample definition (i.e. by aging one year) they contribute to the results only for those days in which they are applicable target group members.

Period weights are used **for all multi-day reach calculations, including programmes, channels, and campaigns.**

An individual contributes to multi-day reach for an entity if they meet the applicable exposure threshold (e.g. minimum programme viewing time or valid advertising contact) on at least one day within the reporting period and have valid measurement data on the days on which exposure occurs. No additional stable-sample or minimum-presence filters may be applied to official multi-day reach calculations unless explicitly approved by the BRC.

Example on how the calibration weighting approach is to be applied.

Case 1 - Defined Target A: Analyzing April 1st to 3rd	April 1st Weight	April 1st Viewer	April 2nd Weight	April 2nd Viewer	April 3rd Weight	April 3rd Viewer	Step 1a Average Weight
Panel Member 1	220	Yes	290		140	Yes	216,67
Panel Member 2	0		100	Yes	0		33,33
Panel Member 3	0		270		170		146,67
Panel Member 4	510	Yes	0		410	Yes	306,67
Panel Member 5	0		100	Yes	0		33,33
Universe '000, **P1-P5**	730		760		720		**736,67**
Total Rch '000 for P1-P5 without Calibration Factor							**590,00**
Total Rch % for P1-P5 without Calibration Factor							**80,09%**

Step3 Period Weight (Applied Calibration Factor)	Defined Target A	
Panel Member 1	214,71	
Panel Member 2	33,03	
Panel Member 3	145,34	
Panel Member 4	303,89	
Panel Member 5	33,03	
Universe '000 **(P1-P5)**		
Total Rch '000 for P1-P5 with Calibration Factor	**584,66**	
Total Rch % for P1-P5 with Calibration Factor	**80,09%**	
Determination of the period weight		
1) Determine the **Average Weight**		
2) Determine the **Calibration Factor (CF)**		
3) Determine the **Period Weight**		
Panel Member 1 - 5 (Total Population)		
1st Day Calibration Factor (CF)		
1st Day Weight	**Step 1b Sum of Average Weight**	**Step 2 Calibration Factor**
730	736,67	0,99095

Case 2 - Defined Target A: Analyzing April 3rd to 5th	April 1st Weight	April 1st Viewer	April 3rd Weight	April 3rd Viewer	April 4th Weight	April 4th Viewer	April 5th Weight	April 5th Viewer	Step 1a Average Weight
Panel Member 1	220	Yes	140	Yes	250		0		130,00
Panel Member 2	0		0		170	Yes	110	Yes	93,33
Panel Member 3	0		170		270		0		146,67
Panel Member 4	510	Yes	410	Yes	0		410	Yes	273,33
Panel Member 5	0		0		0		190	Yes	63,33
Universe '000, **P1-P5**	730		720		690		710		**706,67**
Total Rch '000 for P1-P5 without Calibration Factor									**560,00**
Total Rch % for P1-P5 without Calibration Factor									**79,25%**

Step3 Period Weight (Applied Calibration Factor)	Defined Target A	
Panel Member 1	134,29	
Panel Member 2	96,42	
Panel Member 3	151,51	
Panel Member 4	282,36	
Panel Member 5	65,42	
Universe '000 **(P1-P5)**		
Total Rch '000 for P1-P5 with Calibration Factor	**578,49**	
Total Rch % for P1-P5 with Calibration Factor	**79,25%**	
Determination of the period weight		
1) Determine the **Average Weight**		
2) Determine the **Calibration Factor (CF)**		
3) Determine the **Period Weight**		
Panel Member 1 - 5 (Total Population)		
1st Day of moth for Calibration Factor (CF)		
First day of this month	**Step 1b Sum of Average Weight**	**Step 2 Calibration Factor**
730	706,67	1,03302

9.3. Minute-level reporting and attribution rules

Status of the minute frame. Minute-level attribution is (i) the mandatory calculation basis for all official advertising results, including spot ratings, break ratings, campaign reach, frequency and GRPs; and (ii) the basis on which programme and advertising break events are located, since these events are delivered at minute level. A minute-by-minute audience profile is a separate optional analytical output and is not required by (i) or (ii). No calculation over sub-minute programme or break boundaries is permitted, as no such boundaries exist in the source data.

9.3.1. Start-minute attribution rule (minute-level)

Where results are reported at minute level, an event is attributed to the minute in which the event starts. Events are not split across multiple minutes for official reporting.

This applies to:

- programmes (minute-level programme timebanding),
- advertising breaks,
- advertising spots.

Example (spot crossing a minute boundary):
A 30” spot starts at 20:25:40 and ends at 20:26:10. For minute-level reporting, the spot is attributed to the 20:25 minute (20:25:00–20:25:59), not to the 20:26 minute—even though most seconds occur after 20:26:00. This matches the Spot-Minute-Rule and example logic as used in other markets (i.e. UK/NL’s).

The second-level detail carried on the advertising spot log exists to establish the start-minute contact test and does not permit an exact-overlap calculation to be presented as currency. Programme and advertising break events carry no sub-minute boundary in the source data, so start-minute attribution is the only available basis for those events.

9.4. Programme exposure, rating, and reach

For editorial programmes, exposure is defined on the basis of accumulated viewing time to the programme broadcast.

- Viewing is captured at second level and attributed to the programme’s transmission window within the applicable currency window (e.g. Day 0–Day 7). The transmission window runs from the start of the logged start minute to the end of the logged end minute of the programme. Programme boundaries are therefore at minute resolution, while the viewing attributed within them remains at second level.
- A minimum viewing threshold is applied for reach to distinguish meaningful programme exposure from incidental contact. Unless otherwise specified by the BRC, an individual is considered exposed to a programme when they have viewed at least 60 consecutive

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seconds of that programme, whether live or time-shifted within the currency window. The test is applied to second-level viewing falling within the programme's transmission window.

- Programme rating is defined as the average percentage of individuals in the defined universe who are viewing the programme, calculated by (i) determining, for each second within the programme's transmission window, the number of individuals viewing, (ii) projecting these viewing counts using the applicable individual weights, and (iii) averaging the projected audience across all seconds of that window. Because the transmission window is always a whole number of minutes, averaging across seconds and averaging the projected per-minute audiences across the same window produce an identical result. No proration of partial minutes is permitted.
- Programme reach over a single broadcast or a series of broadcasts is defined as the proportion of individuals in the relevant sample who meet the minimum exposure threshold for at least one in-scope programme, using daily weights for single-day results and period weights for multi-day or series-level results, as defined in the sampling and weighting rules.

9.4.1. Programmes crossing broadcast day boundaries

- For currency and reporting purposes, a programme that starts on one broadcast day and ends on the next is defined as one programme entity tied to the broadcast day on which it starts.

- Implementations may represent such a programme as either:
    - a single record spanning the full on-air duration; or
    - two technical records, one per broadcast day segment, provided that they are clearly linked as parts of the same programme (e.g. via a common identifier and a "spans-day-boundary" flag).

- Where a two-record implementation is used, official broadcast-centric programme results (rating, share, viewing time) must be calculated as if there were one continuous programme on the start day, by:
    - combining viewing across both segments; and
    - calculating the average audience as the viewing-time-weighted average across the two segments.
- Programme reach for the broadcast is calculated on the combined viewing of both segments: an individual is counted as reached if their accumulated valid viewing across either or both segments meets or exceeds the defined minimum exposure threshold for the programme.

For a programme crossing a broadcast day boundary, the weights and demographics of the broadcast day on which the programme starts (Day 0) apply to the whole programme, including the segment after the boundary. An individual without a valid Day 0 weight is not included in broadcast-centric currency results for that programme. Segment boundaries are aligned to the minute at the broadcast day boundary. The same principle applies to advertising breaks and other broadcast events split across a broadcast day boundary.

- The metadata should include a “spans-day-boundary” indicator for any programme, break, or spot that is split across broadcast days in the logs, so that systems can consistently re-combine segments for currency calculations and clearly distinguish such cases in diagnostics.
- The same principle applies to advertising breaks or other broadcast events that are technically split across a broadcast-day boundary: the currency event is one break; two-record implementations are allowed, but official results must be based on the combined, viewing-time-weighted events.

9.4.2. Short programmes

Short programmes are reported using the same logic as other programmes:

- measured over their actual transmission duration;
- included in ranking/reporting where relevant.

9.4.3. Repeats

Where a programme is broadcast more than once:

- each transmission is a separate programme broadcast;
- aggregation across broadcasts is only allowed where explicitly defined and labelled (e.g., “total of all broadcasts”).

9.5. Advertising reporting rules

In the initial (1 January) implementation, advertising break and spot-level reporting is limited to viewing captured on TV-set and connected-TV (CTV) devices; break- and spot-level detail for other online devices is not part of the initial mandatory scope and will be introduced in a future iteration, subject to the established governance and change control process.

9.5.1. Advertising breaks are programme-type events

An advertising break is treated as its own programme-type broadcast event:

- it has its own start/end time;
- it is measured and reported as a break;
- its audience/rating is not calculated by aggregating spot ratings.

Important definition nuance:
A break often starts with a jingle and may not start in the same minute as the first spot; similarly, the break end may differ from the end of the last spot. This is why break reporting must use the break event definition rather than spot timing alone.

Where two or more broadcast events start in the same clock minute, each remains a distinct reporting event with its own separately measured audience. The audiences of such events may not be summed or netted into a single minute total.

Example (break vs first spot):
A break is logged as starting in the 19:12 minute, opening with a jingle; the first paid spot starts at 19:12:10 and is attributed to the 19:12 minute. Break and spot therefore share a start minute but remain distinct events with separately measured audiences; the break audience is not derived from the spot.

9.5.2. Advertising spots

Advertising spots are reported as individual advertising events.

Spot-Minute-Rule (mandatory):

A spot's audience/rating is based on the minute in which the spot begins (start-minute attribution). Spots are not split across minutes for official reporting. Throughout this document, this start-minute attribution and the associated half-minute contact test for advertising spots are referred to as the Spot-Minute-Rule.

Spot ratings (daily results) are calculated as the percentage of individuals in the reference universe who are present in the viewing panel for the clock minute in which the spot starts and who have seen at least half of that minute (live or time-shifted within the applicable currency window). For each panellist, viewing of the start minute is accumulated second-by-second; if the total number of seconds seen in that minute is greater than or equal to the ceiling of half the minute, the panellist is counted as a viewer of the spot (contact = 1), otherwise not (contact = 0). The spot rating for that day is then obtained by summing the weights of all panellists with contact = 1 for the start-minute of the spot, dividing this by the total weighted reference universe for that minute/day, and expressing the result as a percentage, based on unrounded minute-level data and only rounded at output.

9.6. Campaign reach, frequency, and GRPs

This section defines the mandatory rules for the calculation and reporting of campaign-level advertising metrics.

The rules in this section are normative and apply to all campaign reporting used for planning evaluation, trading, and market communication.

9.6.1. Campaign definition

A campaign consists of a defined set of advertising spots that are grouped together for reporting purposes, based on registered campaign identifiers and metadata.

Campaign reporting is based exclusively on the advertising spots assigned to the campaign.

9.6.2. Campaign reach

Definition

Campaign reach represents the number or percentage of unique individuals who were exposed at least once to one or more advertising spots belonging to the campaign during the defined reporting period.

Each individual is counted once only, regardless of:

- the number of spots viewed;
- the number of channels on which exposure occurred;
- the number of viewing occasions or days.

9.6.3. Advertising exposure rule – spots reach

Please note: For campaign reach and frequency also minute level event data is to be used. This aligns with the overall minute level reporting standard.

- A valid advertising contact for an individual spot is defined using a duration-based exposure threshold. For each measured individual and spot, the total number of seconds viewed for that minute the spot started (as broadcasted) is accumulated across all live and time-shifted viewing within the applicable currency window, irrespective of whether these seconds are consecutive.
- A person is considered exposed to a spot for reach calculations, when the accumulated viewing time (to the specific broadcasted spot-minute) is at least half of the minute the spot started in, expressed in whole seconds and rounded up where necessary. This exposure test applies the Spot-Minute-Rule.

Campaign reach is calculated by:

- identifying all valid advertising spot-minute exposures belonging to the campaign;
- determining, at individual level, whether an individual had at least one valid (50% seen as per above) exposure during the campaign period;
- projecting reached individuals to the universe using applicable weights.

Campaign reach is based on directly observed exposure once it fits the defined threshold .

9.6.4. Campaign frequency

Definition

Campaign frequency represents the average number of advertising contacts per reached individual.

Frequency describes intensity of exposure among those individuals who were reached by the campaign.

Calculation principle

Campaign frequency is calculated as:

- the total number of valid advertising contacts generated by the campaign,
- divided by the number of individuals reached by the campaign.

Frequency is calculated only among reached individuals and is not calculated on the full universe.

Campaign frequency must always be reported together with campaign reach.

9.6.5. Advertising contacts

An advertising contact is defined as a valid exposure to an individual advertising spot belonging to the campaign, in accordance with the approved advertising exposure rules.

Contacts are accumulated across:

- all spots in the campaign;
- all channels;
- the full campaign reporting period.

9.6.6. Gross Rating Points (GRPs)

Definition

Gross Rating Points (GRPs) represent the total volume of advertising exposure generated by a campaign.

Calculation principle

- GRPs are calculated as the sum of the ratings of all advertising spots belonging to the campaign over the reporting period.
- GRPs do not represent unique individuals and may exceed 100.

9.6.7. Spot- and break-based GRP reporting

Campaign Gross Rating Points (GRPs) may be reported using either spot-level or break-level reporting units, provided that the underlying calculation principles are applied consistently.

Where spot-based GRPs are used:

- GRPs are calculated as described in the section on campaign reach. The % of individuals that had a “contact” (50%seen of that minute) summed across the individual advertising spots belonging to the campaign;
- each spot contributes its own rating based on measured exposure to that spot-minute.

Where break-based GRPs are used:

- GRPs are calculated based on the audience to the advertising breaks in which the campaign’s spots are broadcast;
- the break audience is treated as the exposure unit for GRP calculation;
- break-based GRPs reflect exposure to the break as a whole, not to individual spots within the break.

Spot-based and break-based GRPs are alternative reporting approaches and may not be mixed within a single campaign GRP total unless explicitly stated and clearly labelled.
In all cases:

- the reporting unit used (spot-based or break-based) must be explicitly disclosed;
- the use of break-based GRPs does not alter the definition of campaign reach, which remains based on valid exposure to advertising spots.

9.7. Reporting requirements

When reporting campaign reach, frequency, or GRPs, the following must be explicitly stated:

- the campaign definition and reporting period;
- the viewing currency used (e.g. Overnight, Day 0–7);
- the reporting total applied;
- whether results are official currency.

Campaign metrics calculated using alternative methodologies or modelling approaches must be clearly labelled as non-currency.

9.8. Viewing time and duration reporting (avoid minute overlap errors)

To prevent errors caused by “minute overlap” when summing programme durations, reporting should:

- prefer timeband-based analysis for total viewing time where possible; and
- build viewing time and duration metrics from accumulated valid viewing seconds rather than from minute-boundary arithmetic.

Note (shared start minutes):
Sub-minute programme elements do not occur in the source data, but several short elements may share a single start minute. Summing minute-derived durations across such events can therefore count a minute more than once. Timeband analysis remains the required approach for summing across events.

9.9. Simulcast and parallel airing

If identical content is broadcast simultaneously on multiple channels:

- viewing is attributed to the channel selected by the viewer;
- each channel gets its own audience result.

No individual may be double-counted in the same time unit in aggregated totals.

9.10. Mandatory disclosure in publications

Every external publication must state:

- data source,
- currency (Overnight / Day 0–7),
- time window,
- total used (Total Video Total / Broadcaster Total TV Total),
- share denominator (Audio Rest excluded by default / included),
- reporting level used (Total Video Currency / Broadcaster Total TV Currency),
- target definition (incl. age range).
- device scope used (set-based / all-device),
- age base used (4+ / 15+).

9.11. Reach reporting threshold (SA-specific rule)

For programme reach reporting, an individual counts as reached only if they have viewed at least 60 consecutive seconds of the programme, whether live or time-shifted within the currency window. The test is applied to second-level viewing falling within the programme's transmission window.

9.12. Rounding, precision, and stability

- Rounding must be applied only at final reporting stage.
- Decimal precision must be consistent within a report.

9.13. Minimum effective sample and stability flagging

For all externally reported results at target-group level, a minimum effective sample size of 100 individuals shall apply. Where reporting is produced on a virtually expanded panel, this threshold will be restated by the BRC. Results based on an effective sample below 100 must not be used or presented as official currency outputs, including but not limited to ratings, reach, share, and viewing time.

All authorised software systems and reporting tools must implement this rule by automatically applying a stability flag whenever the effective sample for a reported cell is below 100. Flagged results must remain visible to users but must be clearly marked with a standardised warning (for example "effective sample <100 – not for currency use") indicating that they may not be used for trading, benchmarking, or external market communication. Systems must not silently suppress or hide such results for official reporting purposes.

10. Governance, compliance, and change control

This chapter defines the governance framework for the South African audience measurement system and establishes the rules for compliance, audit, and methodological change.

The provisions in this chapter are normative and apply to all parties producing, using, or publishing official audience measurement results.

10.1. Ownership of the currency

The official audience measurement currencies are owned by the South African Broadcast Research Council (BRC).

The BRC is the sole authority responsible for:

- defining the official audience measurement currency;
- approving calculation and reporting rules;
- determining which outputs qualify as official currency.

No organisation or individual may redefine, adjust, or reinterpret the currency outside the framework approved by the BRC.

10.2. Methodological authority

Methodological oversight of the audience measurement system is delegated by the BRC to the designated Technical Committee.

The Technical Committee is responsible for:

- interpretation of calculation and reporting rules;
- assessment of methodological questions and edge cases;
- evaluation of proposed changes to methodology, metrics, or reporting;
- ensuring consistent implementation across all authorised systems.

Interpretations issued by the Technical Committee are binding unless overruled by the BRC.

10.3. Compliance obligations

All parties producing, processing, or publishing audience measurement results are required to comply with:

- the calculation rules defined in this document;
- the reporting rules defined in this document;
- any formally approved clarifications or amendments.

Compliance is mandatory for:

- broadcasters;
- agencies;
- research suppliers;
- software providers;
- any third party authorised to access or publish audience measurement data.

Results that do not comply with these rules may not be presented as official currency.

10.4. Audit and verification

The BRC reserves the right to:

- audit calculation and reporting processes;
- request documentation demonstrating compliance;
- verify outputs against approved rules and definitions.

Audits may include, but are not limited to:

- verification of calculation logic;
- consistency checks across reporting tools;
- review of published outputs and disclosures.

All authorised suppliers and reporting parties must cooperate fully with audit and verification activities.

10.5. Handling of non-compliance

Where non-compliant reporting is identified, the BRC may require one or more of the following actions:

- correction of reported results;
- withdrawal or retraction of published outputs;
- publication of clarifying statements;
- suspension of authorisation to publish official currency results.

The nature of corrective action will be proportionate to the severity and impact of the non-compliance.

10.6. Change control principles

Stability of the audience measurement currency is essential for market confidence.

Changes to calculation rules, reporting rules, definitions, or currency structure may be introduced only where:

- there is a clear methodological or market need;
- the impact on trends and comparability has been assessed;
- appropriate consultation has taken place.

No material change may be implemented without formal approval by the BRC.

10.7. Implementation of changes

Approved changes shall:

- be documented in a new version of this rulebook;
- include a clear description of the change and its rationale;
- specify an effective date.

Where appropriate, transition arrangements (e.g. parallel runs or overlap periods) may be defined to support market adoption.

Unless explicitly stated otherwise, changes are not applied retrospectively.

10.8. Relationship to contracts and operational documents

This rulebook defines the authoritative calculation and reporting framework for the official audience measurement currency.

Operational documents, contracts, supplier manuals, and Statements of Work:

- must be consistent with this rulebook;
- may not override or contradict the rules defined herein.

In the event of inconsistency, the rules defined in this document shall prevail for the purposes of calculation and reporting.

10.9. Document maintenance and versioning

This document is subject to formal version control.

Each version shall:carry a unique version identifier;

- include an approval date and effective date;
- maintain a clear change history.

Only the most recently approved version of this document is authoritative.

Closing statement

This document defines the mandatory calculation, reporting, and governance rules for the South African audience measurement currencies, delivered as a Total Video Measurement (TVM) service across the Total Video Currency and Broadcaster Total TV Currency reporting levels.

Adherence to these rules ensures:

- consistency of results;
- comparability over time;
- transparency for the market;
- and long-term credibility of the currency.

Appendix A – Vendor implementation checklist

This appendix provides a non-exhaustive but mandatory implementation checklist for vendors and systems that calculate, process, or report official South African audience measurement results across all reporting levels.

Compliance with this checklist is required for any system authorised to produce official currency outputs.

A.1 General system compliance

☐ The system implements broadcast-centric attribution for all official currency outputs.
☐ The system applies a single, consistent time reference (South African Standard Time).
☐ The system supports broadcast day definitions as specified by the BRC.
☐ The system distinguishes clearly between currency and non-currency outputs.

A.2 Universes and weighting

☐ Individual viewing is calculated at individual level, not household level, for official currency.
☐ Projection weights are applied consistently to all viewing statements.
☐ The defined TV universe is applied consistently across all outputs, at the age base permitted for the device scope of each output (4+ for set-based scope, 15+ for all-device scope).
☐ Guest viewing is included in totals in accordance with the rules.
☐ In-household domestic workers, identified by the domestic flag, are excluded from household characteristic demographics and from household-based demographic reporting groups.
☐ Domestic workers who are not part of the household are handled under the guest viewing rules and are not separately identified.

A.3 Time-shifted viewing

☐ Live viewing is correctly identified and attributed to the broadcast event.
☐ Time-shifted viewing is attributed back to the original broadcast.
☐ The system supports the following windows:

- Overnight (Day 0)
- Currency window (Day 0–7)
  ☐ Extended window (Day 0–27) outputs are clearly flagged as non-currency.
  ☐ No alternative or custom TSV windows are exposed as official currency.

A.4 Official currencies and totals

☐ Overnight and Day 0–7 are implemented as distinct currencies.

☐ The system produces Total Video Total and Broadcaster Total TV Total as the two official reporting totals, correctly scoped to their respective universes.
☐ Currencies and totals cannot be mixed within a single output.
☐ Currency and total are always explicitly declared in output metadata.

A.5 Reporting time units

☐ The system supports minute-level reporting as an approved reporting unit.
☐ For minute-level reporting, start-minute attribution is applied:

- programmes,
- advertising breaks,
- advertising spots.
  ☐ Broadcast events are not split across minutes for reporting purposes.
  ☐ Content event data is ingested at the delivered resolution: programme and advertising break events at minute level, advertising spots at second level with the start minute identified.
  ☐ No attempt is made to reconstruct sub-minute programme or advertising break boundaries.

A.6 Programme reporting

☐ Programmes crossing broadcast day boundaries are reported as single programme broadcasts.
☐ Viewing is attributed to the broadcast day on which the programme starts.
☐ Short programmes are reported using their actual broadcast duration.
☐ Repeated broadcasts are treated as separate programme instances.
☐ Aggregation across programme broadcasts is possible only where explicitly labelled.
☐ Programme rating is computed over the minute-bounded transmission window, with no proration of partial minutes.

A.7 Advertising reporting – breaks

☐ Advertising breaks are treated as programme-type broadcast events.
☐ Breaks have independent start and end times.
☐ Break audience is measured directly, not derived from spot aggregation.
☐ Break reporting is independent from spot reporting.

A.8 Advertising reporting – spots

☐ Advertising spots are reported as individual advertising events.
☐ Spot viewing is attributed based on start-minute attribution (Spot-Minute-Rule).

☐ For minute-level reporting, each spot is attributed to the minute in which it starts.
☐ Spots are not split across minutes for official reporting.
☐ Split or truncated spots are reported based on actually broadcast portions only.
☐ Each spot is linked to a unique registered advertising identifier.
☐ Second-level spot detail is used only for the start-minute contact test.

A.9 Simulcast and parallel airing

☐ Identical content aired simultaneously on multiple channels is attributed to the channel selected by the viewer.
☐ Individual viewing is counted once per reporting time unit.
☐ Aggregated totals do not double-count individuals.

A.10 Calculation rules

☐ Ratings are based on average audience, not cumulative viewing.
☐ Share is produced only against Broadcaster Total TV Total, or an explicitly labelled constrained universe.
☐ Share is not produced against Total Video Total.
☐ Share on set-based data excludes Audio Rest from the denominator by default; any share including Audio Rest is labelled as constrained.

☐ Reach is calculated as a cumulative unique measure.
☐ Programme reach applies a minimum exposure of 1 consecutive minute.
☐ Viewing time is accumulated from valid viewing seconds and projected correctly.

A.11 Aggregation controls

☐ Aggregation is performed only between entities using the same currency and total.
☐ Currency and non-currency outputs cannot be aggregated together.
☐ Viewer-centric outputs are flagged as non-currency.

A.12 Reporting and disclosure

☐ All outputs declare:

- data source,
- currency,
- time window,
- reporting total,
- target definition.

  ☐ Rounding is applied only at final reporting stage.
  ☐ Decimal precision is consistent within a report.
  ☐ Unstable or low-base results are flagged where applicable.

A.13 Audit readiness

☐ Calculation logic is documented and reproducible.
☐ Output results can be traced back to defined rules.
☐ The system can demonstrate compliance during audit.
☐ Non-compliant outputs can be identified and suppressed.

A.14 Total Video Measurement (TVM) readiness

☐ The system supports selection of the TV-subset (individuals in TV Homes) from within the merged Total Video panel for Broadcaster Total TV reporting.
☐ The system distinguishes broadcaster-owned content from non-broadcaster content for Broadcaster Total TV Currency reporting.
☐ The system can produce Rating, Share, Reach, and Viewing time outputs for both reporting levels (Total Video Currency, Broadcaster Total TV Currency).
☐ All outputs are labelled with the applicable device scope and age base, in addition to reporting level, universe, and reporting total.
☐ The system produces content-level (programme, break, and spot) outputs only for TV-set and CTV devices in the initial implementation; other online devices are excluded from content-level detail pending a future iteration.
☐ The system reports streaming platforms (broadcaster-owned or third-party) strictly at service/platform level, applying channel-level calculation and reporting rules for cross-device outputs.
☐ The merged Total Video panel dataset includes a mandatory TV-Home indicator field, and the system selects the TV-subset by filtering on this field—reusing existing TV-household panel IDs—rather than from a separately delivered TV-only file.
☐ The system enforces mutual exclusivity between Total Video Currency and Broadcaster Total TV Currency selections within a single report or run.
☐ The system does not produce household-level ratings or household-level reach. Household characteristics are available only as individual-level target-group descriptors, and only for the TV-subset of the merged panel where a valid household identifier exists.
☐ The system prevents Share outputs at Total Video Currency level. Share is produced only against Broadcaster Total TV Total or an explicitly labelled constrained universe.
☐ The system supports selection of device scope (set-based or all-device) as an explicit reporting attribute, independently of reporting level and population selection.
☐ The system permits a 4+ age base only for outputs restricted to set-based scope, and enforces a 15+ age base for all outputs that include viewing captured on devices other than TV-set and CTV.
☐ The merged Total Video panel dataset carries an explicit not-measured indicator for online-sourced viewing on records of individuals aged under 15, and the system excludes those individuals from both numerator and denominator of all-device outputs rather than treating unmeasured viewing as zero.
☐ Constrained-universe Share outputs are labelled with both the constraint applied and the age base applied.

A.15 Declaration

By producing official audience measurement results, the vendor confirms that:

☐ the system complies with this checklist;
☐ all deviations are explicitly approved by the BRC;
☐ non-currency outputs are clearly identified as such.