

TAM Audit for BRC

August 2015



WE KNOW

TAM Audit 2015



Purpose:

- Close 2014 TAM Audit
- Inspect TAM KPI's
- Sign-off 2014B Universe Update
- LSM issues on TAM Panel
- Improve HH weighting efficiency
- Preparing TAMS for the future
- Current TAM Projects
- TAM Gold Standard
- Load-shedding update

Close 2014 TAM Audit



Purpose:

- To review progress of 2014 audit recommendations



Action:

- Feedback on *difficult to recruit* groups
- Check progress on the de-installation of *old households*

Close 2014 TAM Audit



Feedback on difficult to recruit groups

RURAL

Date	Universe	Panel Size	Disproportionate Sample Target	Actual Installed	Difference	Index
Aug-14	2013A	2668	560	506	-54	-9.6%
Aug-15	2014B	2690	591	601	10	1.7%

LSM 1 - 4

Date	Universe	Panel Size	Disproportionate Sample Target	Actual Installed	Difference	Index
Aug-14	2013A	2668	320	106	-214	-66.9%
Aug-15	2014B	2690	345	181	-164	-47.5%

DSTV PVR

Date	Universe	Panel Size	Disproportionate Sample Target	Actual Installed	Difference	Index
Aug-14	2013A	2668	214	163	-51	-23.8%
Aug-15	2014B	2690	255	220	-35	-13.7%

Close 2014 TAM Audit



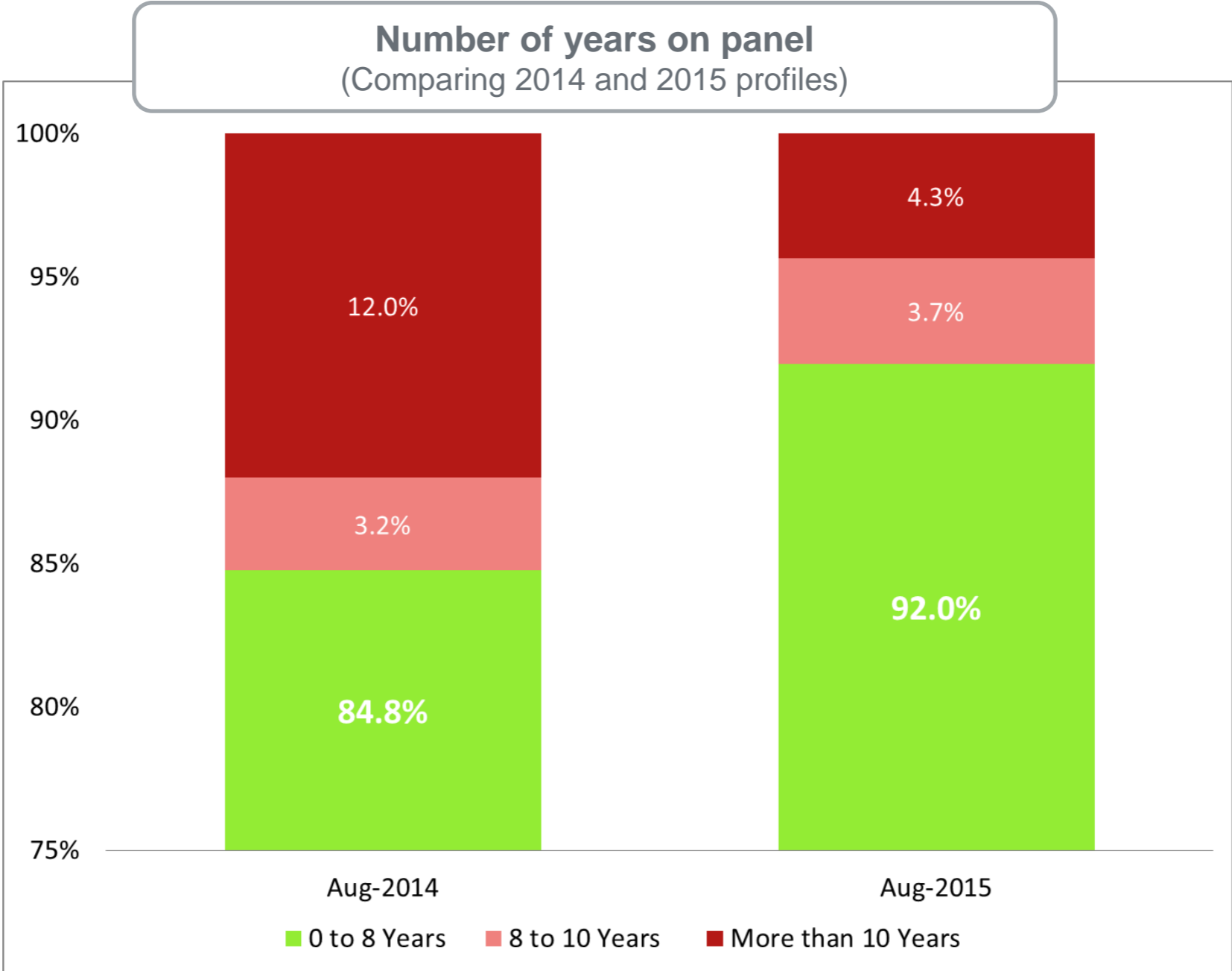
Check progress on the de-installation of old households

- A plan was implemented to steadily remove households that exceed a tenure of 8 years, by 1 January 2016.
- Good progress has been made: Out of the 542 households identified for removal, 313 have been de-installed.
- However, the fieldwork department is behind schedule due to a shortfall in weekly removal quotas.
- Rather than increase the ratio of removals, it is recommended that the rule of 8 removals per week be maintained and the deadline extended to mid-Feb 2016.
- This follows the rule of minimizing disruption to the TAM panel.

Close 2014 TAM Audit



Panel profile by years of tenure



Inspect TAM KPI's (TAM Panel Health)



Purpose:

- To ensure that all agreed panel health KPI's are being achieved, and to identify new hot spots in TAM panel, if any.



Action:

- Continue monitoring weekly KPI's
- Add TV Event error rate to KPI's

Inspect TAM KPI's (TAM Panel Health)



KPI report, comparing 2015 to 2014

KPI Panel Health	August 2013	August 2014	August 2015
Installed Panel	1980	2658	2667 ✓
Polling	87%	95%	94.5% ✓
Reporting (Intabs)	76%	90.9%	89.8% ✓
Weekly cumulative reach	80%	96.5%	96.4% ✓

Inspect TAM KPI's (TAM Panel Health)



KPI report, comparing 2015 to 2014

KPI Panel Health	Aug 2013	August 2014	August 2015
Coverage of TV sets	80%	89.3%	92.8% ✓
Ind. weighting efficiency	41.5%	64.9%	79.5% ✓
HH weighting efficiency	52%	54.5%	65% ✓
Ind. Maximum weight	99,000	40,860	22,618 ✓

Inspect TAM KPI's (TAM Panel Health)



New additions to KPI report

KPI Panel Health	2014	2015
Late delivery of viewing data	5	3
TV Event coding errors (July 2015)		34 (0.004%)

Inspect TAM KPI's (Panel Health)



Comments on KPI's

- All KPI's are steady or are improving
- All KPI scores meet TAM contract levels
- TAM Technical Committee meets every 5 weeks to inspect panel health KPI's and progress on TAM projects
- TAM User Forums are being scheduled

Sign-off 2014B Universe Update



Purpose:

- To evaluate the 2014B Universe update and assess the impact on viewing.



Action:

- Update to the 2014B Universe on the 31st August 2015.

Sign-off 2014B Universe Update



Summary of 2014B Universe Update

- Regular Universe updates ensure that the TAM data accurately represents the TV landscape.
- The last Universe update occurred on 3 March 2015.
- For 2014B, the TAM Household Universe increases by 2.2% (288 398 households); Individual Universe grows by 3.1 % (1 353 453 individuals).
- With over 1.3 Million additional viewers TVR 000's will increase.
- Efficiency for Individuals drops from 80.4% to 78.2 %, still above global standards.
- The average HH Weighting Efficiency drops from 64% to 62.5%
Low HH efficiency is addressed in this audit.
- Changes to Universe and impact on viewing was communicated to the industry via an article, distributed by software suppliers, also available on BRC website.

LSM issues on TAM Panel



Purpose:

- To continue monitoring the instability of LSMs on the TAM panel



Action:

- Test the effect of combining LSM groups on the Individuals RIM.

LSM issues on TAM Panel



Background

- LSM's have high instability on the longitudinal TAM panel
- Households frequently move from one LSM group into another due to members moving in and out of households
- The changing LSMs put's a burden on panel management, as it is difficult to balance on this unstable variable, also costly
- To what extend does LSM adequately distinguish TV viewing habits or even depict purchasing power?

LSM issues on TAM Panel



Change matrix for LSM's – Jan to June 2014

- In 6 months, 522 (22%) out of 2354 households changed LSM after having completed their update questionnaire.
- In LSM 3 to 7, the majority of changes were upwards. Conversely, the majority of changes were downwards in the higher LSMs, where upward movement is limited.

Jun-14									
Jan-14	LSM 3	LSM 4	LSM 5	LSM 6	LSM 7	LSM 8	LSM 9	LSM 10	MOVED OUT OF
LSM 3		1		1					2
LSM 4	1		22	9	1				33
LSM 5	1	14		80	5	3			103
LSM 6		1	47		78	15	5		146
LSM 7		1	2	48		48	12	1	112
LSM 8				6	32		28	3	69
LSM 9					7	19		14	40
LSM 10							17		17
MOVED INTO	2	17	71	144	123	85	62	18	522

LSM issues on TAM Panel



Change matrix for LSM's – Jan to June 2015

- In the first 6 months of 2015, 551 (22.8%) out of 2413 households changed LSM.
- Again, in LSM 3 to 7, the majority of changes were upwards, even more so than in 2014.

Jun-15									
Jan-15	LSM 3	LSM 4	LSM 5	LSM 6	LSM 7	LSM 8	LSM 9	LSM 10	MOVED OUT OF
LSM2									0
LSM 3		8	1						9
LSM 4	8		42	6					56
LSM 5		25		89	8	1			124
LSM 6		1	41		86	12	2		142
LSM 7			2	30		46	21		99
LSM 8				2	34		26	3	65
LSM 9					4	19		18	41
LSM 10							16		16
MOVED INTO	<u>8</u>	<u>34</u>	<u>86</u>	<u>127</u>	<u>132</u>	<u>78</u>	<u>65</u>	<u>21</u>	<u>551</u>

LSM issues on TAM panel



Key considerations for weighting variables

- Universes for commonly traded target markets should be anchored to maintain stable daily bases.
- Weighting variables should be:
 - ✓ Stable across time
 - ✓ Easy to collect from panel, with fewer components
 - ✓ Have fewer intervals
 - ✓ Be a distinguisher for TV consumption

Improve household weighting efficiency



Purpose:

- To improve the household weighting efficiency to match global best practice levels.



Action:

- Remove LSM's from the Household RIM.

Improve household weighting efficiency



Weighting Efficiency Test Results:

<u>Date</u>	<u>Type</u>	<u>HH Universe</u>	<u>Daily Sample</u>	<u>Min Weight</u>	<u>Average Weight</u>	<u>Max Weight</u>	<u>Weighting Efficiency</u>
3-Aug	Live Test	13029789 13029789	2373 2373	1280.1 1205.4	5490.9 5490.9	27259.8 18397.1	66.46 70.33
4-Aug	Live Test	13029789 13029789	2380 2380	1194.9 1130.2	5474.7 5474.7	29060.3 18982.7	64.32 68.8
5-Aug	Live Test	13029789 13029789	2400 2400	1249.3 1150.1	5429.1 5429.1	27720.8 18481.5	65.14 69.28
6-Aug	Live Test	13029789 13029789	2382 2382	1163.9 1117.4	5470.1 5470.1	29264.6 18627	64.52 69.53
7-Aug	Live Test	13029789 13029789	2425 2423	1145.9 1102.1	5373.1 5377.5	28760.5 18786.2	64.51 69.22
8-Aug	Live Test	13029789 13029789	2410 2410	1210.3 1143.4	5406.6 5406.6	27527.8 18436.1	65.54 70.08
9-Aug	Live Test	13029789 13029789	2399 2398	1204.4 1115.5	5431.3 5433.6	28855.5 18882.8	64.75 69.38

Improve household weighting efficiency



Household weighting efficiency recommendations

- Weighting efficiency is an important measure indicating how well the TAM panel sample matches the population. The higher the efficiency, the more precisely the panel sample matches the TV population.
- The household weight is a pre-weight and has less of an impact on the TAM data, compared to individuals weighting system.
- **Currently WE for individuals is above the global standard of 70%. The WE for households has an average of below 65%.**
- By removing LSM from the household RIM, the weighting efficiency score is significantly improved.
- Tests show that the household RIM adjustment has no impact on the viewing data.

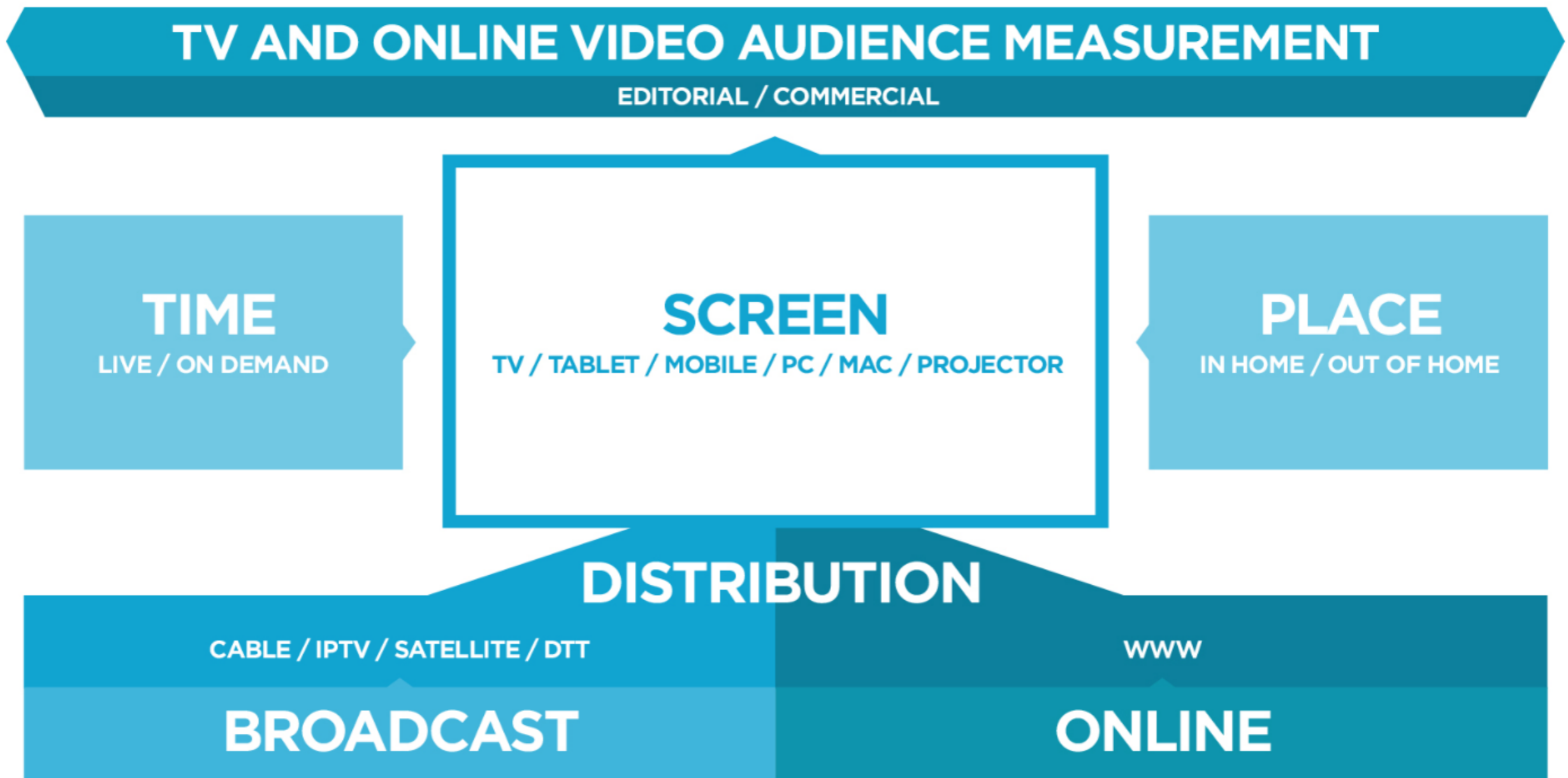
Preparing TAMS for the future



New measurement

- Biggest changes in TV landscape:
 - DTT
 - Non linear viewing
- Future measurement must include:
 - DTT/Non linear viewing measurement
 - Increasing rural sample
 - Increasing overall sample

Preparing TAM for the future



Current TAM Projects



The BRC and Nielsen are working on:

- Extending HH income beyond R 16 000 + per month
- Testing RIM changes on DSTV/Non-DSTV
- Testing RIM changes on HH language groups

Current

- Nguni
- Sotho
- English/Other
- Afrikaans/Both

Proposed

- Zulu
- English/Other
- Afrikaans/Both
- Xhosa
- North Sotho
- South Sotho
- Tswana
- Tsonga/Venda (So)
- Ndebele/Swazi (Ng)

Towards a TAM Gold Standard



Purpose:

- To produce a TAM Survey that is global best practice.



Action:

- Develop Gold Standard, using international and local expertise.

Load-shedding update



Purpose:

- To understand the impact of load-shedding on viewing and spot campaigns, for better planning.



Action:

- The impact of load-shedding on the TAM panel and viewing has been found to be very complex
- The auditor and Nielsen are investigating a viable approach for measuring load shedding's impact

Thank you

August 2015



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