



# TAMS USER OVERSIGHT FORUM JUNE 2016 UPDATE



# Contents

- Characteristics of the TAMS Panel
- Panel Demographic Profile
- KPI Update
- Penalty Scorecard May 2016
- Recent TAMS Panel Expansion
- Explanation of Fixed Weighted variable target markets Vs. Floating variable target markets.
- Time Shifted viewing & Playback Channel



# CHARACTERISTICS OF THE TAMS PANEL

# TV Audience 2013 to 2016

- 4.8 M TV Viewers Added to Universe since 2013

Year	2013	2014	2015	2016
AMPS Universe	2011b	2012a	2014a	2015a
<b>Universe</b>	<b>39,491,695</b>	<b>40,104,080</b>	<b>43,271,453</b>	<b>44,266,250</b>
		+	+	+
		<b>612,385</b>	<b>3,167,373</b>	<b>994,797</b>
<b>TVR %</b>	24.74%	22.35%	22.28%	22.67%
<b>TVR #</b>	9,915,580	9,483,254	9,736,900	10,096,150
<b>Ave Time Spent</b>	104	94	94	95

TVR%; TVR #; and ATS based on Total Individuals; Total TV, 16h00 TO 23h00



# CHARACTERISTICS OF THE TAMS PANEL



TV Households

13.3 Million

TV Population

44.6 Million

Panel Households

2 900 installed

Panel Individuals

12 000 installed

Number of Channels

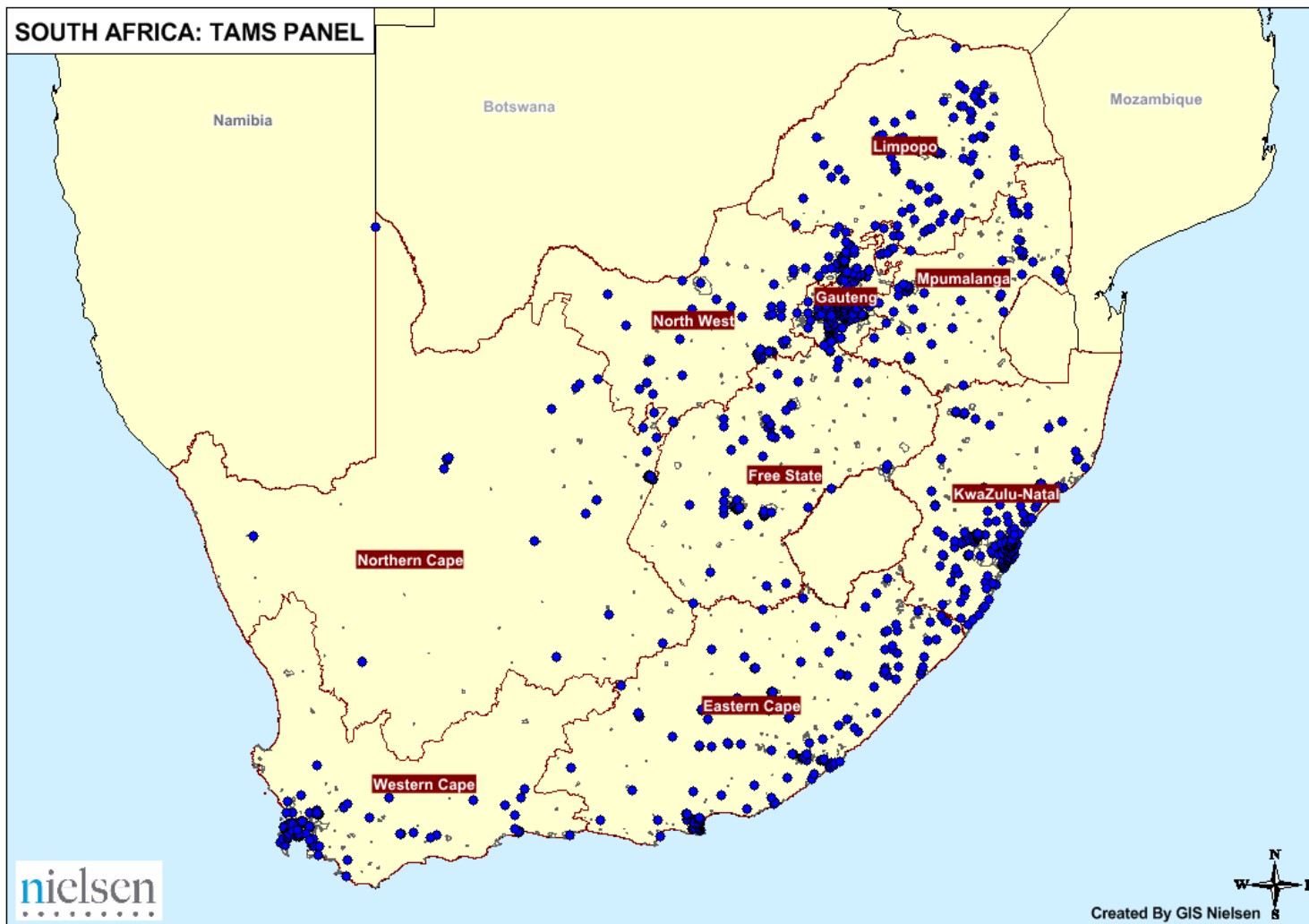
120 Channels





# CHARACTERISTICS OF THE TAMS PANEL

## National Coverage

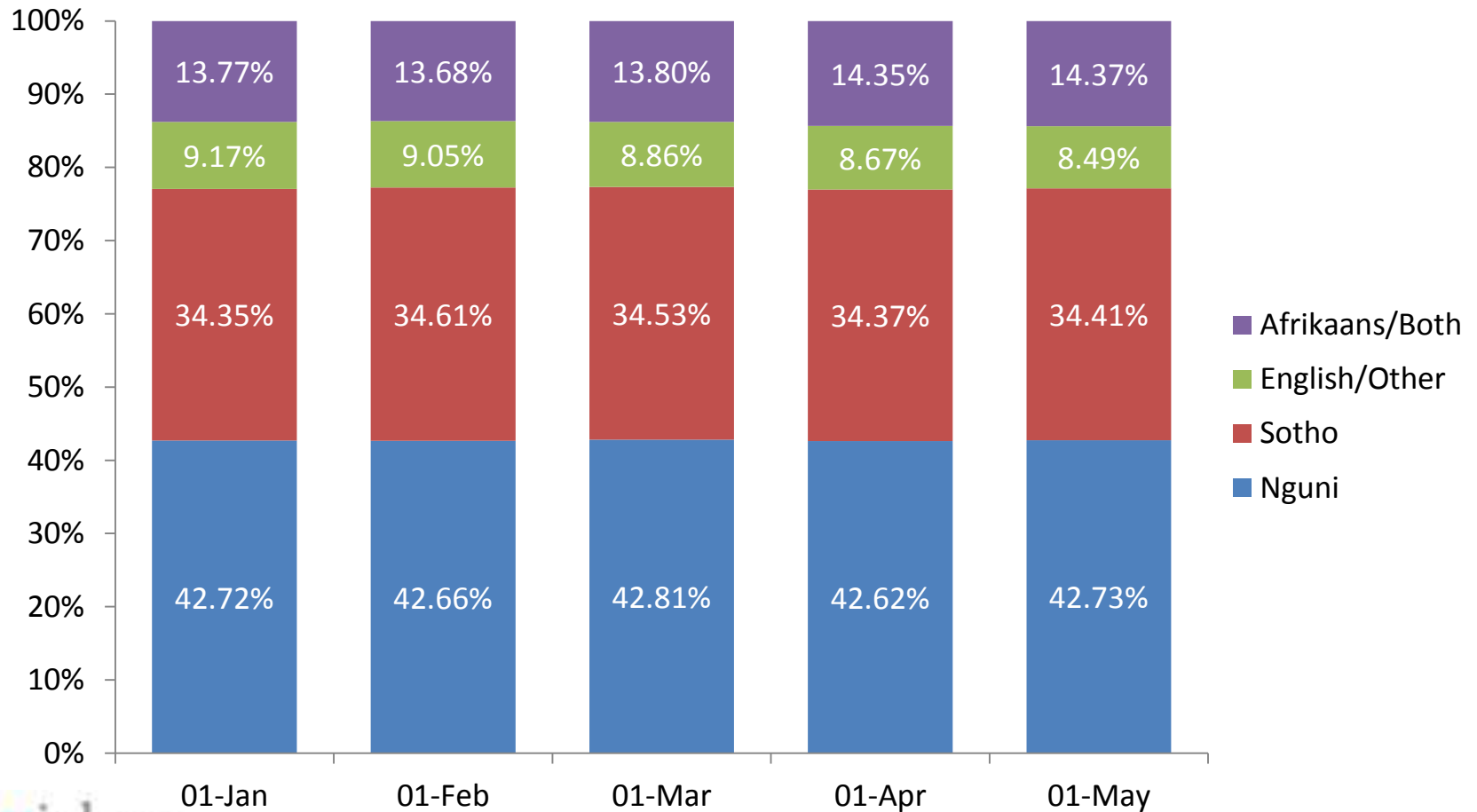


# TAMS PANEL DEMOGRAPHIC PROFILE



# Panel demographic profile by home language

Jan to May 2016



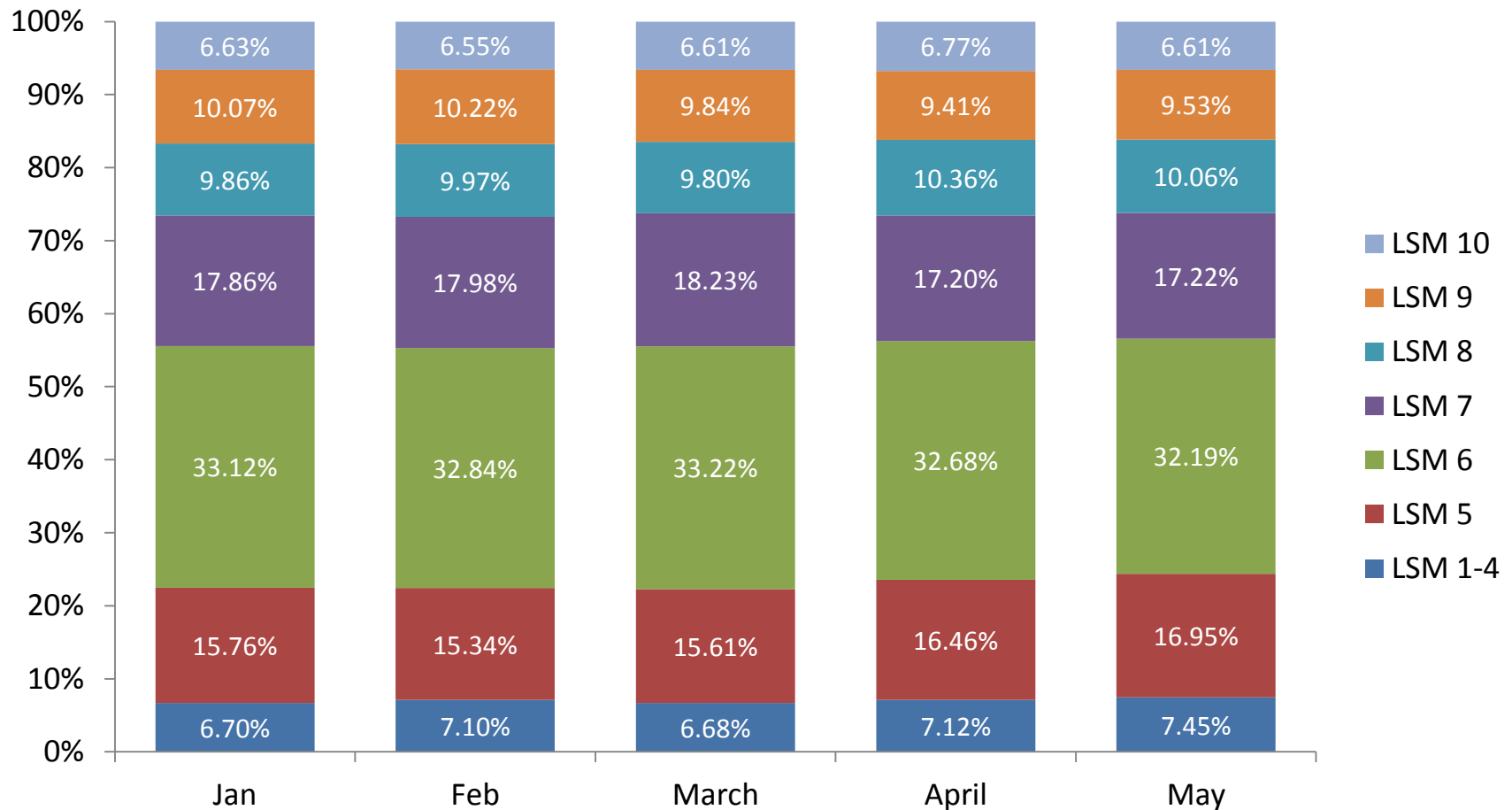




# Panel demographic profile by lsm group



Jan to May 2016

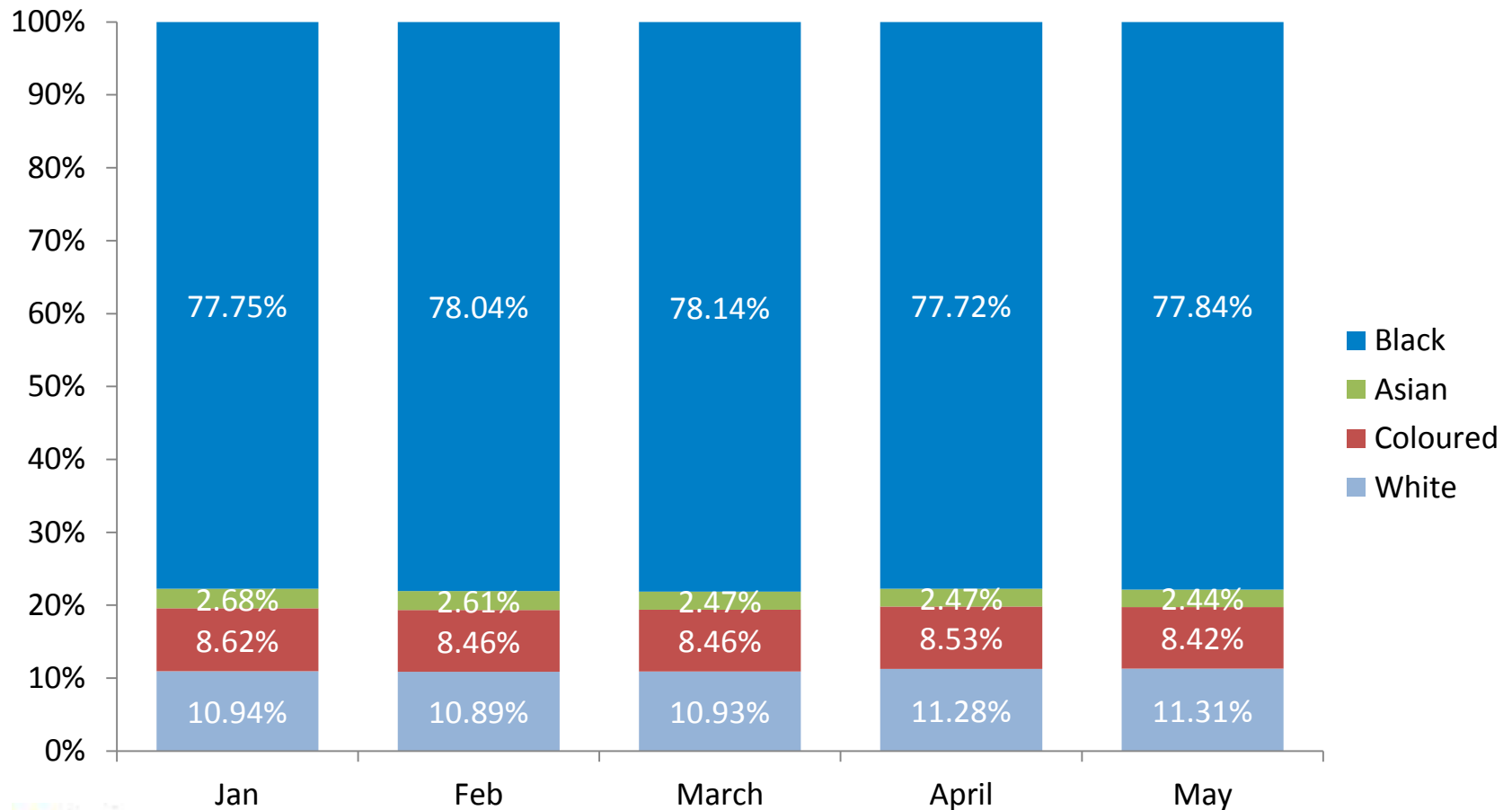




# Panel demographic profile by ethnic group



Jan to May 2016

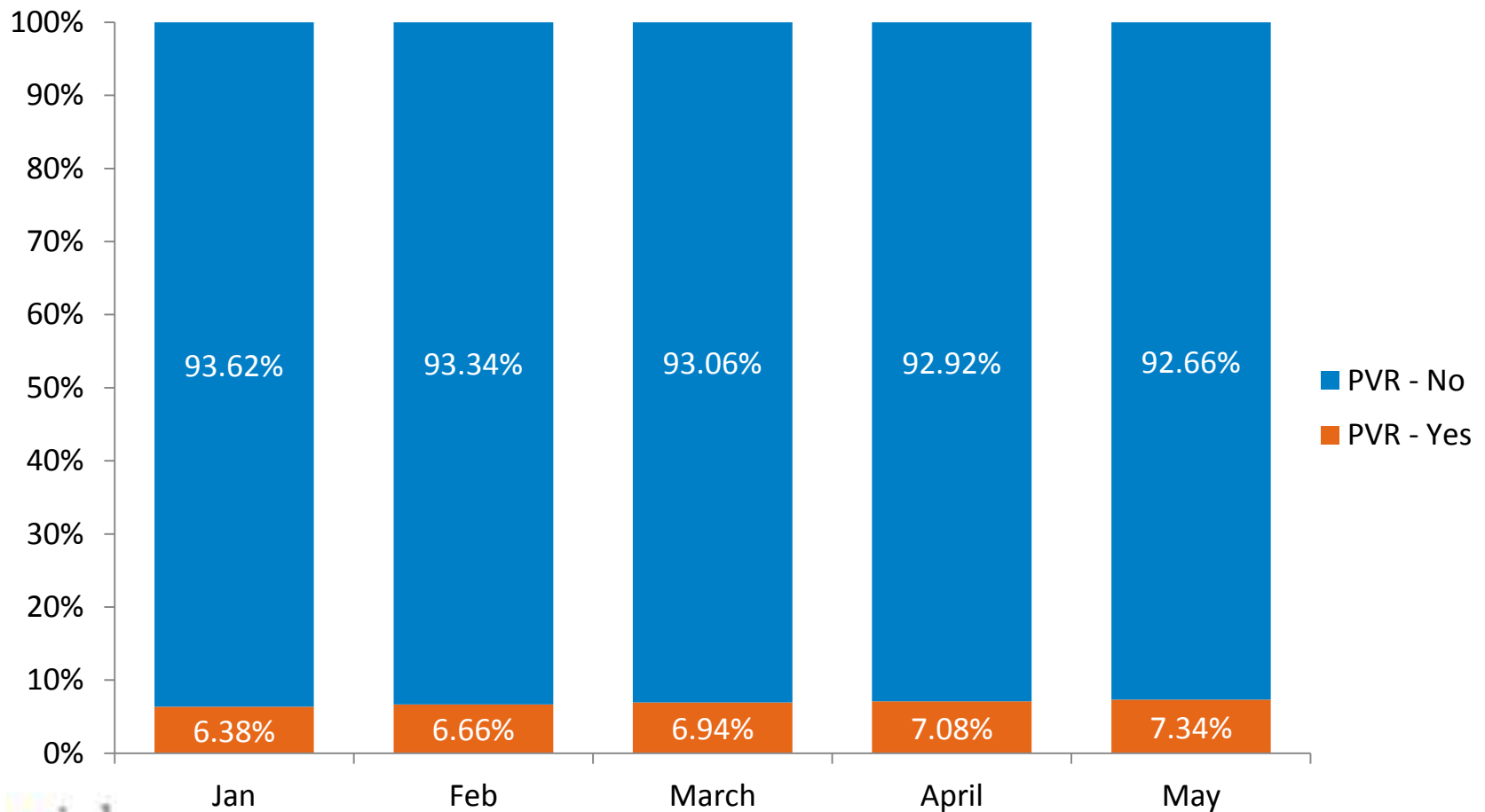




# Panel demographic profile by PVR & Non PVR



Jan to May 2016

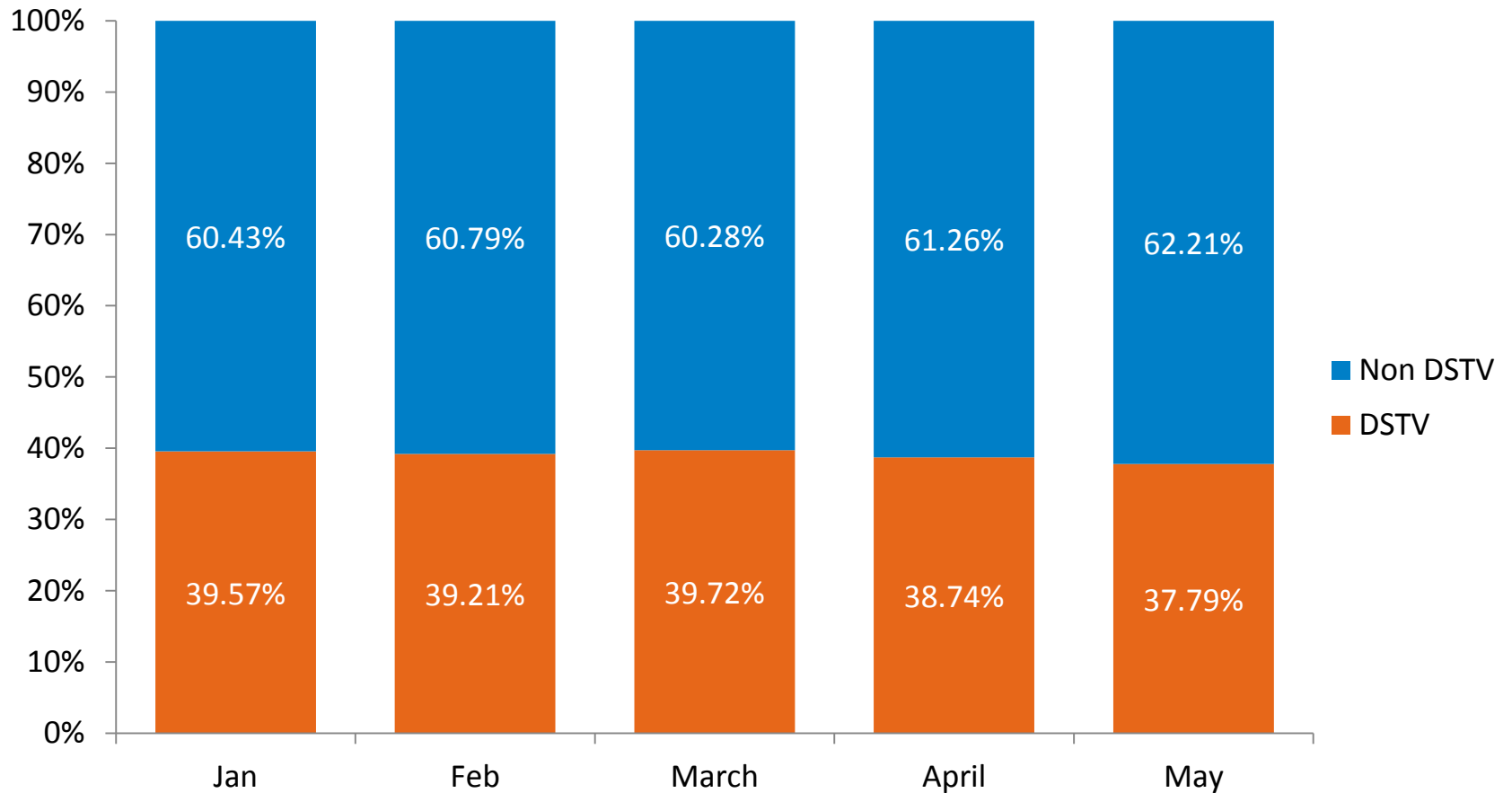




# Panel demographic profile by FTA & DSTV



Jan to May 2016

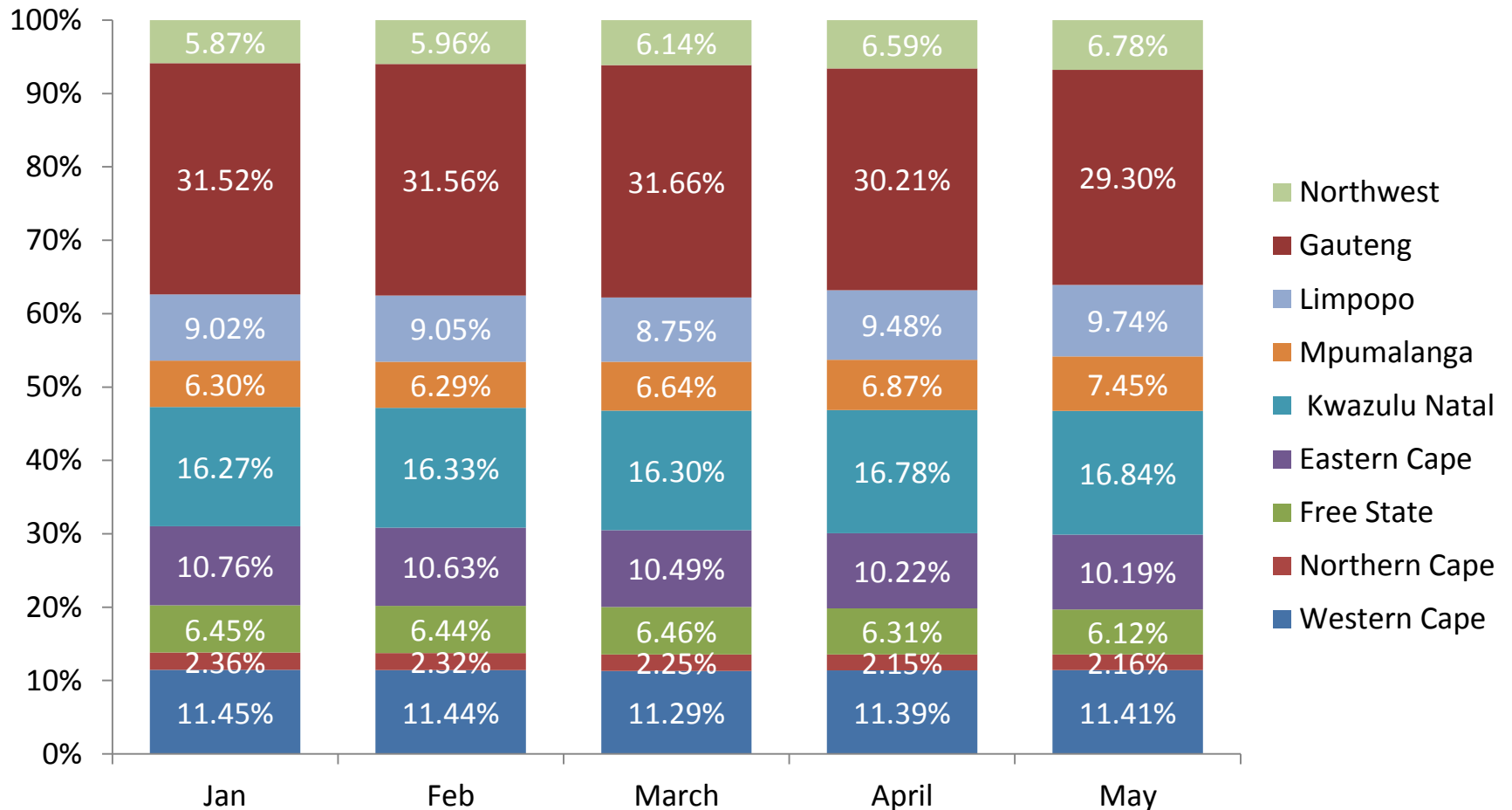




# Panel Demographic profile by Province



Jan to May 2016



# TAMS PANEL KPI'S



# WEIGHTING EFFICIENCY

## EFFICIENCY INDICATORS – LAST 6 WEEKS



Average Weekly figures	2016					
	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21
Individual Weighting Efficiency	72.6%	72.6%	73.3%	74.0%	73.9 %	74.1%
Individual Maximum Weight	29,409	28,527	27,574	27,168	27,413	25,921
Household Weighting Efficiency	64.5%	64.2%	64.7%	65.4%	65.7%	65.5%

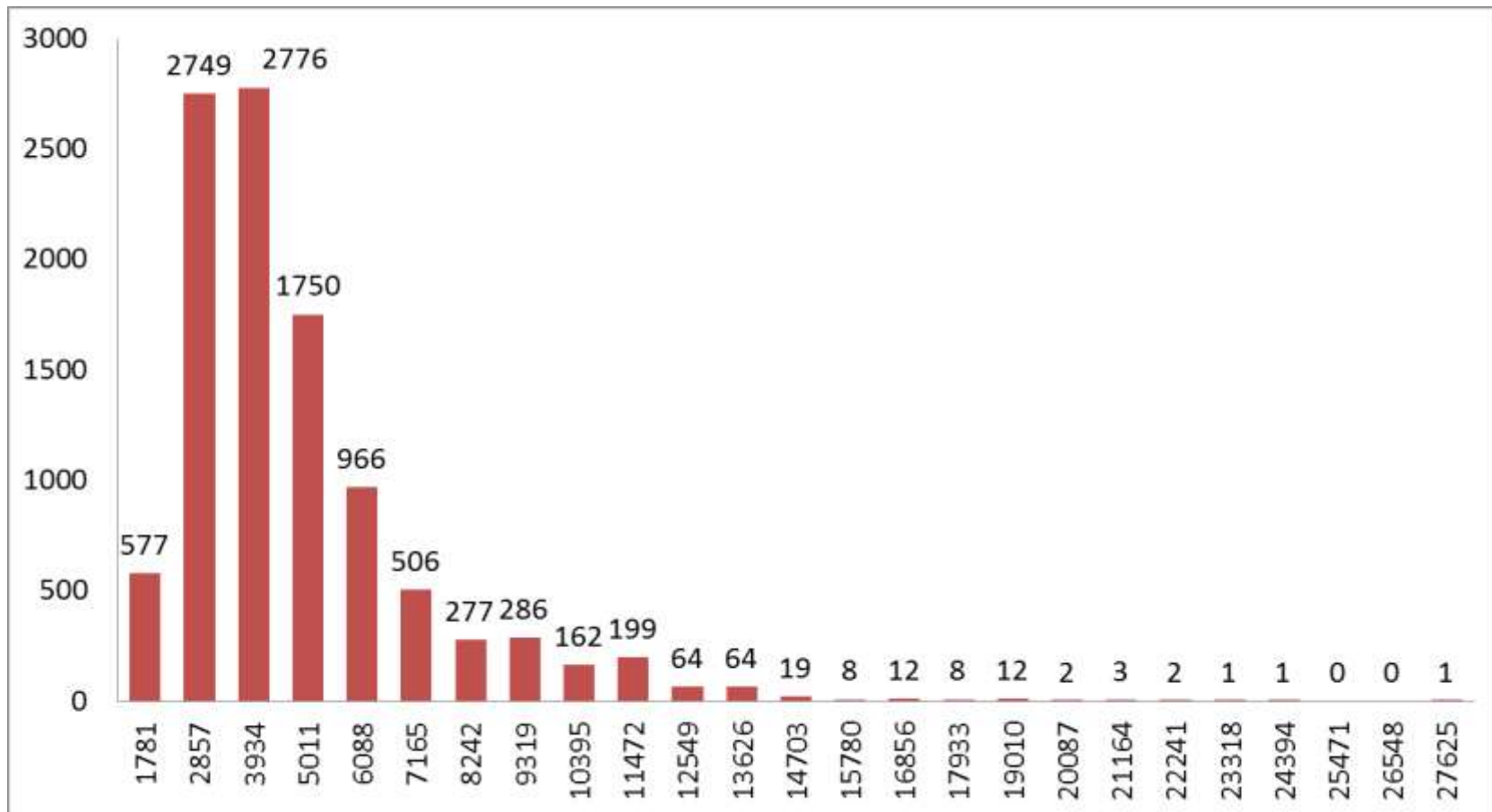


# WEIGHTING DISTRIBUTION

DATE: 29 MAY 2016



Count of Individuals



Weighting Range

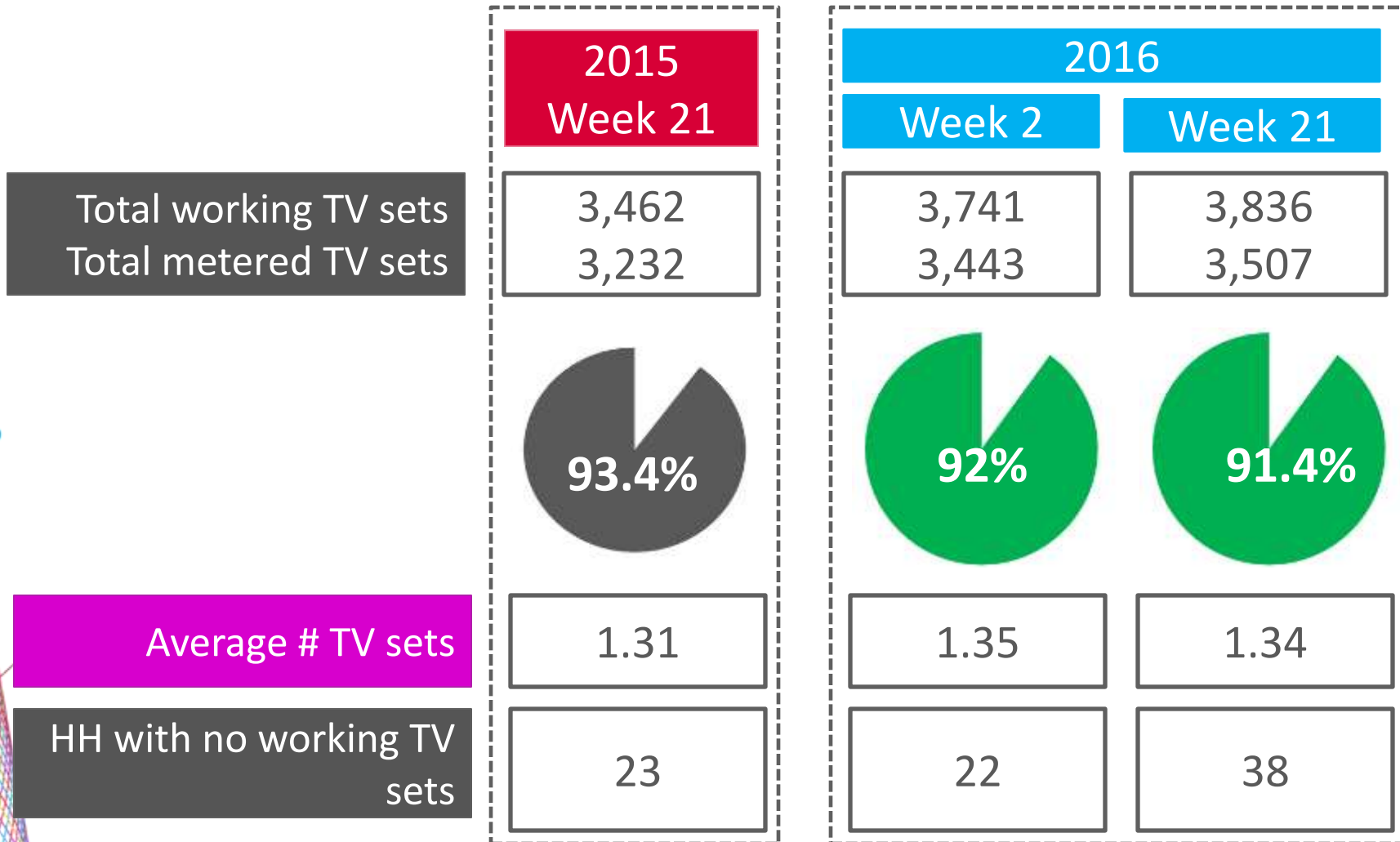






# COVERAGE OF TV SETS IN HOME

29 MAY 2016



Copyright ©2012 The Nielsen Company. Confidential and proprietary.



# PANEL TENURE



<i>PANEL TENURE</i>	<i>23 May to 29 May Week 21</i>	
6 Months and Less ( <i>0-6mnths</i> )	426	14.8%
7 Months to 1 Year ( <i>7-12mnths</i> )	377	13.1%
1 Year to 3 Years ( <i>13-36mnths</i> )	1414	49.3%
4 Years to 6 Years ( <i>37-72mnths</i> )	381	13.3%
6 Years to 8 Years ( <i>73-96mnths</i> )	143	5.0%
<b>TOTAL : LESS THAN 8 YEARS</b>	<b>2741</b>	<b>95.5%</b>
8 to 10 Years ( <i>97-120mnths</i> )	85	3.0%
More than 10 Years ( <i>121+ mnths</i> )	45	1.6%
<b>TOTAL : MORE THAN 8 YEARS</b>	<b>130</b>	<b>4.5%</b>

# PENALTY SCORE CARD



# MAY 2016 TAMS SCORE CARD



<u>MAY 2016 - Panel Health Key Performance Indicator</u>	<u>Target</u>	<u>Achieved</u>	<u>Grade</u>	<u>Description</u>	<u>Comment</u>
TV Coverage	90%	91.40%	Pass	Weekly cumulative meter coverage of all working TV sets in TAM Panel	
RIM Weighting Efficiency HHs	65%	65.30%	Pass	Overall efficiency (excludes times of panel expansion or Universe changes)	
RIM Weighting Efficiency Individuals	68%	73.80%	Pass	Overall efficiency (excludes times of panel expansion or Universe changes)	
Reporting Households	90%	94.40%	Pass	A weekly cumulative reach based on the installed panel	Cumulative weekly score



# MAY 2016 TAMS SCORE CARD



MAY 2016 - Panel Health Key Performance Indicator	Target	Achieved	Grade	Description	Comment
Panel balance primary controls on overall sample (weighting matrix). Number of balanced cells	21	19	Fail	Number of balanced cells. Ideal of 1 - 10 Homes: plus or minus 2 home//Ideal of 11 to 50 Homes: plus or minus 10% of stipulated ideal // Ideal of 51 to 100 Homes: plus or minus 8% of stipulated ideal// Ideal of 100 +Homes: plus or minus 6% of	Cells affected are: English/Other, PVR/Non PVR. Excluded from penalty during panel expansions
Panel balance secondary controls on overall sample (weighting matrix). Number of balanced cells	3	3	Pass	Ideal of 1 - 10 Homes: plus or minus 2 homes// Ideal of 11 to 50 Homes: plus or minus 15% of stipulated ideal// Ideal of 51 to 100 Homes: plus or minus 12% of stipulated ideal// Ideal of + 100 Homes: plus or minus 9% of stipulated	Number of balance cells
All households have a tenure less than 8 years	100%	95.5%	Pass	All households have a tenure less than 8 years	Plan underway to de-install all households that exceed an 8 year tenure, by end July
Rate of successful recruits	25%	43%	Pass	A minimum of 25% of the households that have been contacted should result in a successful recruit	
Demographic and equipment updates	Reported in July	Reported in July	Jan to June will be reported in	80% of panel will be updated twice per annum; 95% of the panel will be updated once per annum	



# MAY 2016 TAMS SCORE CARD



<u>MAY 2016 - Panel Health Key Performance Indicator</u>	<u>Target</u>	<u>Achieved</u>	<u>Grade</u>	<u>Description</u>	<u>Comment</u>
Daily delivery overnights of consolidated data	26	31	Pass	10am next business day/11am Fri, Sat & Sun - Mon delivery/Day previous to Public Holidays and public holiday 11am day after	
Delivery of Top 10 Stations Programmes & Breaks	26	31	Pass	10am next business day/1pm Fri, Sat & Sun - Mon delivery/Day previous to Public Holidays and public holiday 1pm next working day. Can't be delivered later than 17:00 same day more than 3 times in a month	
Delivery of All Stations Programmes & Breaks & Spots	26	28	Pass	9am next business day/Thursday delivered 9am Monday/Friday delivered 11am Monday/Saturday delivered 1pm Monday/Day previous to Public Holidays and public holiday by 3pm next working day. Can't be delivered later than 17:00 same day more than 3 times in a month	
Weekly TV events files re-issued	28	31	Pass	9am next business day/Thursday delivered 9am Monday/Friday delivered 11am Monday/Saturday delivered 1pm Monday/Day previous to Public Holidays and public holiday by 3pm next working day. Can't be delivered later than 17:00 same day more than 3 times in a month	
Coding	99%	99.99%	Pass	No more than 1% of Spots or Programmes in any given week will be coded incorrectly. This however excludes changes made by broadcasts after a programme or spot has aired	

# TAMS PANEL EXPANSION & BENEFITS OF LARGER SAMPLES

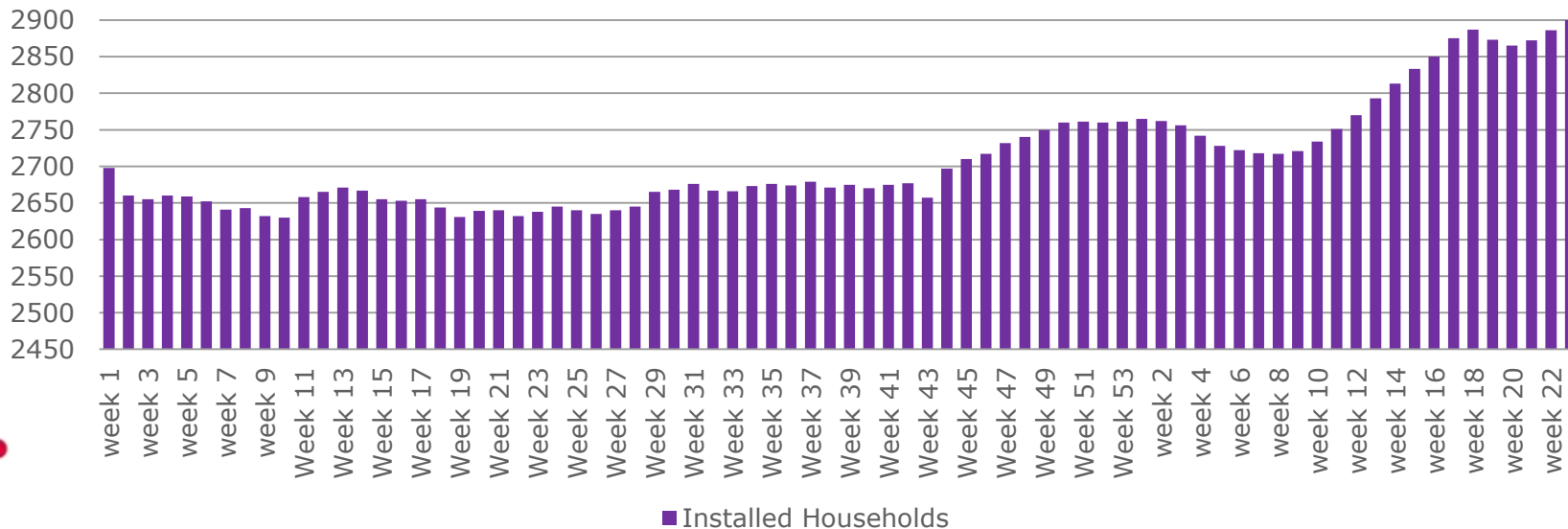


# TAMS PANEL EXPANSION



TAMS Panel Increase to 2 900 HHs Installed - 200 HH installed in 2016

## Installed Households







# BENEFITS OF PANEL EXPANSION & LARGER SAMPLES



- ✓ Enhances data stability since smaller weights are carried by each individual on the panel
- ✓ Allows more granular analysis by target market
- ✓ Channels would more easily and promptly reach the minimum threshold for reporting
- ✓ Reduces margin of error, and improves the precision of measurement
- ✓ More adequately represents the Total TV Universe (bigger target markets, as well as smaller ones)
- ✓ Reduces impact of outliers
- ✓ Ensures better coverage in diverse populations

# USING STABLE TARGET MARKETS FOR PLANNING & POST CAMPAIGN

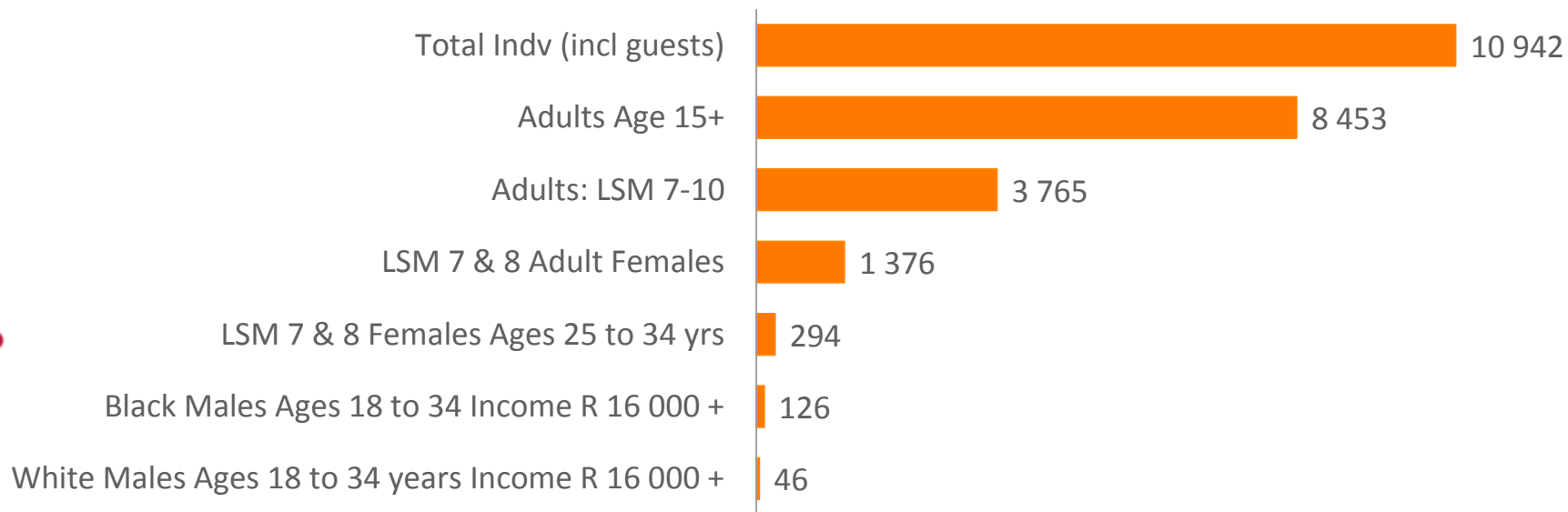


# SAMPLE SIZE BY TARGET MARKET

Note how sample sizes declines as target market is refined  
Start Planning by using robust sample size - min 100 individuals per day)

## TOTAL TV

### Samples by Target Market (6 June 2016)





# HOW TO ENSURE STABLE PLANS & POST CAMPAIGNS



## Weighted Target Markets

<u>Code</u>	<u>Target Market</u>	<u>Universe</u>
10202010	Age 04 - 06	3,504,456
10202020	Age 07 - 10	3,836,180
10202030	Age 11 - 14	3,221,657

**10,562,293**

10501110	Kids Male	5,207,463
10501130	Kids Female	5,354,830

**10,562,293**

<u>Code</u>	<u>Target Market</u>	<u>Universe</u>
10202040	Age 15 - 24	8,378,243
10202050	Age 25 - 34	8,347,236
10202060	Age 35 - 49	8,326,074
10202080	Age 50 - 64	5,576,785
10202090	Age 65+	3,075,619

**33,703,957**

10501120	Adults Male	16,184,621
10501140	Adults Female	17,519,336

**33,703,957**



# HOW TO ENSURE STABLE PLANS & POST CAMPAIGNS



## Weighted Target Markets

<u>Code</u>	<u>Target Market</u>	<u>Universe</u>
10501710	Kids CS Metro	3,813,974
10501720	Kids CS City/Large town	1,457,655
10501730	Kids CS ST/village	1,321,182
10501740	kids CS Rural	3,969,482
		<b>10,562,293</b>

10501210	Kids WC	1,189,823
10501220	Kids NC	241,036
10501230	Kids FS	583,096
10501240	Kids EC	992,250
10501250	Kids KZN	2,332,278
10501260	Kids MPU	1,014,408
10501270	Kids LIM	1,048,105
10501280	Kids GAU	2,491,154
10501290	Kids NWP	670,143
		<b>10,562,293</b>

<u>Code</u>	<u>Target Market</u>	<u>Universe</u>
10501750	Adults CS Metro	14,647,483
10501760	Adults City/Large town	4,531,944
10501770	Adults CS ST/Village	3,927,654
10501780	Adults Rural	10,596,876
		<b>33,703,957</b>

10501310	Adults WC	4,304,204
10501320	Adults NC	719,611
10501330	Adults FS	1,751,118
10501340	Adults EC	3,615,798
10501350	Adults KZN	5,995,271
10501360	Adults MPU	2,576,343
10501370	Adults LIM	3,279,707
10501380	Adults GAU	9,227,350
10501390	Adults NWP	2,234,555
		<b>33,703,957</b>



# HOW TO ENSURE STABLE PLANS & POST CAMPAIGNS



## Weighted Target Markets

<u>Code</u>	<u>Target Market</u>	<u>Universe</u>
10501410	Kids Afr/Both	1,209,844
10501420	Kids Eng/Oth	647,015
10501430	Kids Nguni	5,255,531
10501440	Kids Sotho	3,449,903
		<b>10,562,293</b>

10501510	Kids LSM 1-4	2,131,684
10501520	Kids LSM 5	2,167,221
10501530	Kids LSM 6	2,524,379
10501540	Kids LSM 7	1,374,311
10501550	kids LSM 8	855,209
10501560	Kids LSM 9	886,664
10501570	Kids LSM 10	622,825
		<b>10,562,293</b>

<u>Code</u>	<u>Target Market</u>	<u>Universe</u>
10501450	Adults Afr/Both	4,909,027
10501460	Adults Eng/Other	3,160,411
10501470	Adults Nguni	14,985,282
10501480	Adults Sotho	10,649,237
		<b>33,703,957</b>

10501580	Adults LSM 1-4	5,500,740
10501590	Adults LSM 5	5,894,262
10501600	Adults LSM 6	8,010,146
10501610	Adults LSM 7	5,037,532
10501620	Adults LSM 8	3,199,478
10501630	Adults LSM 9	3,714,918
10501640	Adults LSM 10	2,346,881
		<b>33,703,957</b>



# HOW TO ENSURE STABLE PLANS & POST CAMPAIGNS



## Weighted Target Markets

<u>Code</u>	<u>Target Market</u>	<u>Universe</u>
10501010	Kids NO DSTV	6,572,442
10501030	Kids DSTV	3,989,851
		<b>10,562,293</b>

10501910	Kids DSTV PVR YES	760,178
10501920	Kids DSTV PVR NO	9,802,115
		<b>10,562,293</b>

<u>Code</u>	<u>Target Market</u>	<u>Universe</u>
10501040	Adults NO DSTV	20,496,618
10501060	Adults DSTV	13,207,339
		<b>33,703,957</b>

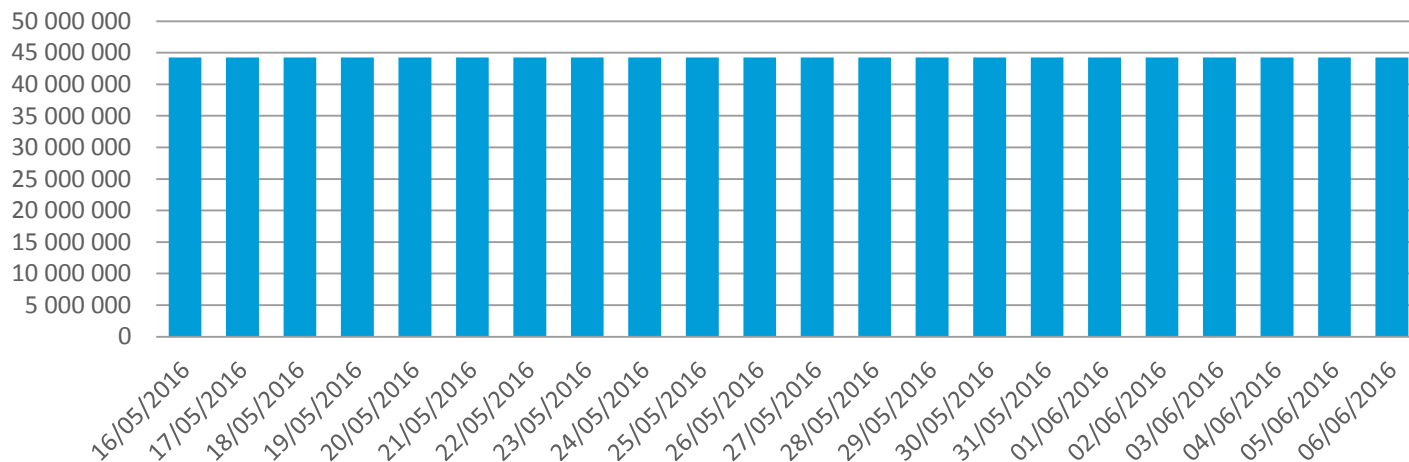
10501930	Adults DSTV PVR YES	2,808,963
10501940	Adults DSTV PVR NO	30,894,994
		<b>33,703,957</b>



# HOW TO ENSURE STABLE PLANS & POST CAMPAIGNS

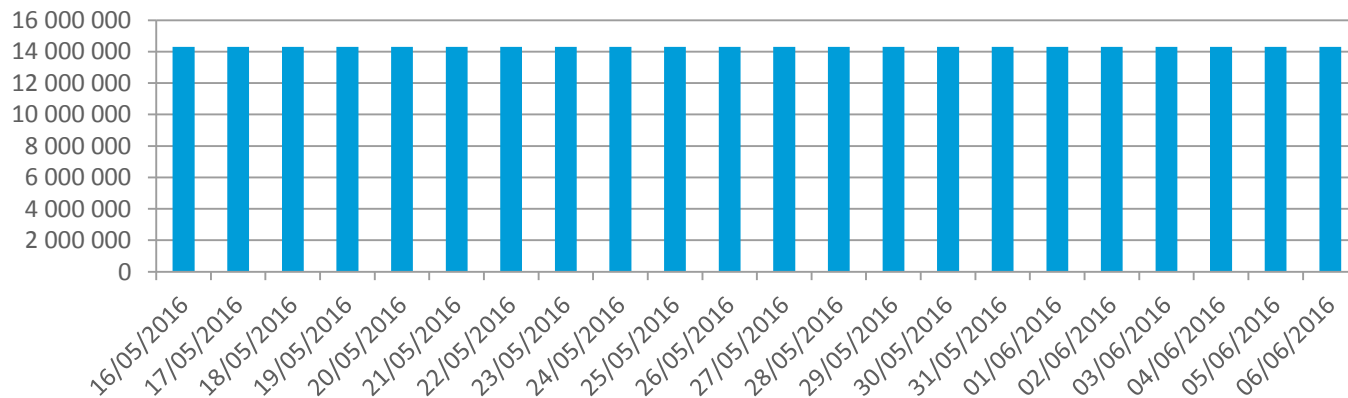


### Total Indv (incl guests)



Fixed Universes

### Adults: LSM 7-10



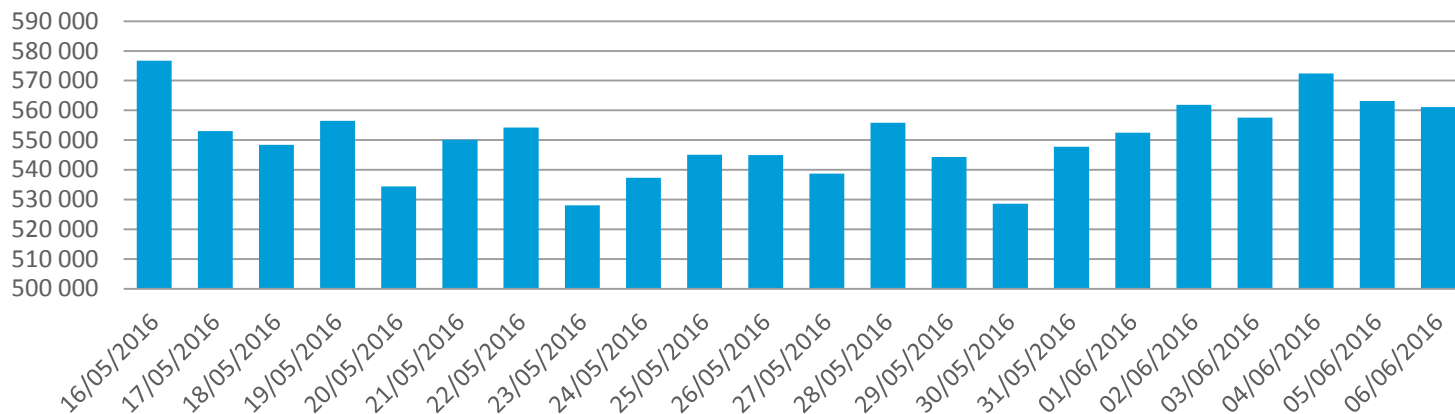




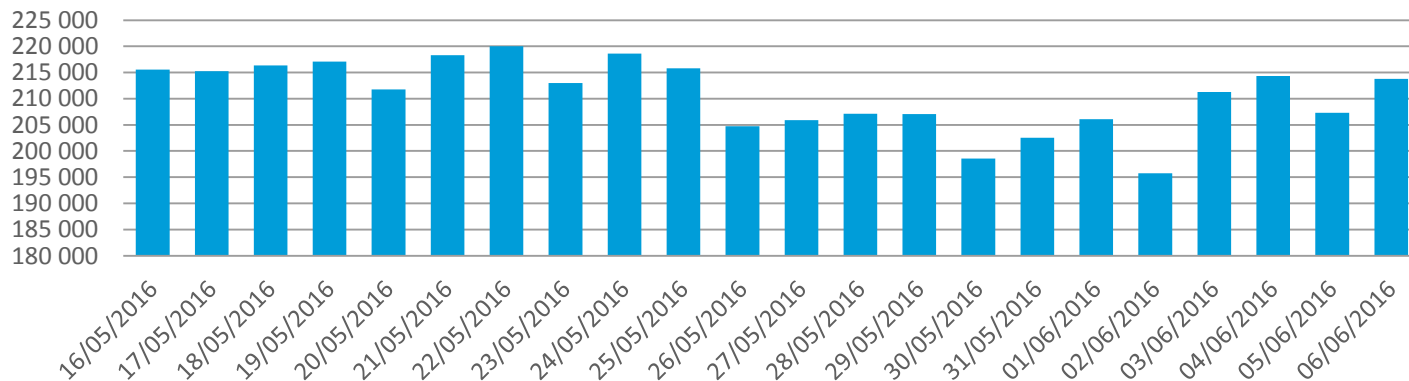
# HOW TO ENSURE STABLE PLANS & POST CAMPAIGNS



## Black Males Ages 18 to 34 Income R 16 000 +



## White Males Ages 18 to 34 years Income R 16 000 +



Floating Universes



# TIME SHIFTED VIEWING & PLAYBACK CHANNEL



# STRUCTURE OF DATA – TIME SHIFTED VIEWING(TSV)



Day Part \ Activity	Live	VOSDAL	(+1d)	(+2d)	(+3d)	(+4d)	(+5d)	(+6d)	(+7d)	Consolidated	Difference
06:00 - 22:59	16.207%	1.003%	0.440%	0.222%	0.152%	0.118%	0.092%	0.068%	0.036%	18.321%	2.114%
<b>Contribution</b>	<b>88.5%</b>	<b>5.5%</b>	<b>2.4%</b>	<b>1.2%</b>	<b>0.8%</b>	<b>0.6%</b>	<b>0.5%</b>	<b>0.4%</b>	<b>0.2%</b>	<b>100.0%</b>	
Day Part \ Activity	Live	VOSDAL	(+1d)	(+2d)	(+3d)	(+4d)	(+5d)	(+6d)	(+7d)	Consolidated	Difference
06:00 - 22:59	563,174	34,842	15,296	7,731	5,293	4,107	3,210	2,369	1,248	636,629	73,455



# TIME SHIFTED VIEWING

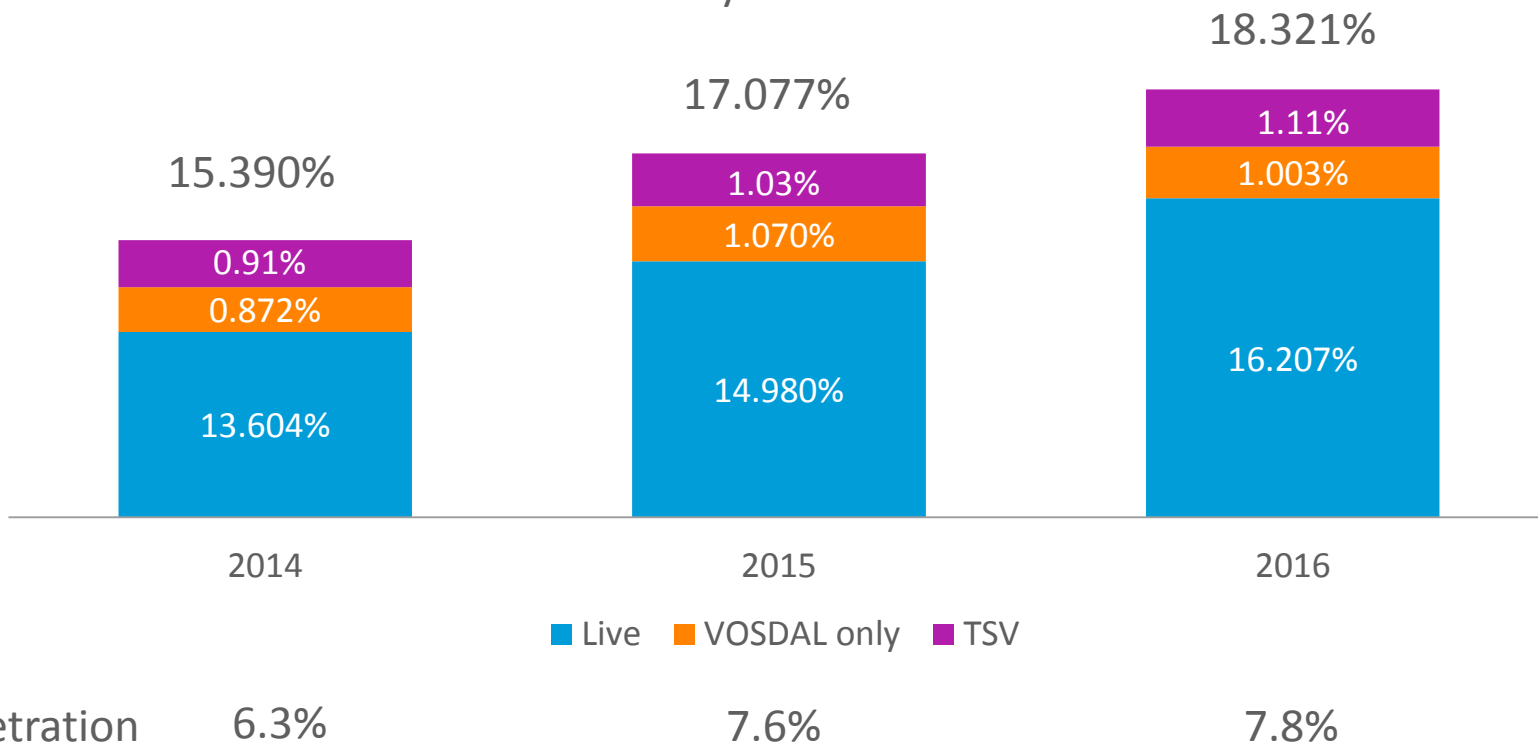


## CONSOLIDATED VIEWING

06h00 to 23h00

DSTV Universe

By Year



PVR

Penetration



TAM User Forum June 2016

# PLAYBACK ACTIVITY - CHANNEL

## Background

- Since the introduction of TSV in 2011, all non linear viewing is attributed back to the original broadcast as VOSDAL or Consolidated Viewing.
- The industry was appreciative of TSV, but wanted to understand how “Playback” was distributed across the day, and to what extent it impacted live viewing.
- In collaboration with the Nielsen Support Centre, and in order to monitor this activity, a “Playback” channel was created.
- “Playback” is not a channel per se, but rather an activity indicator and although the TV rating is displayed in Arianna, it should not be added back into the day-part ratings. TSV is already attributed back to original day-part or programme.
- “Playback” shows when Viewers tend to watch their pre-recorded or time-shifted content.



# PLAYBACK ACTIVITY - CHANNEL

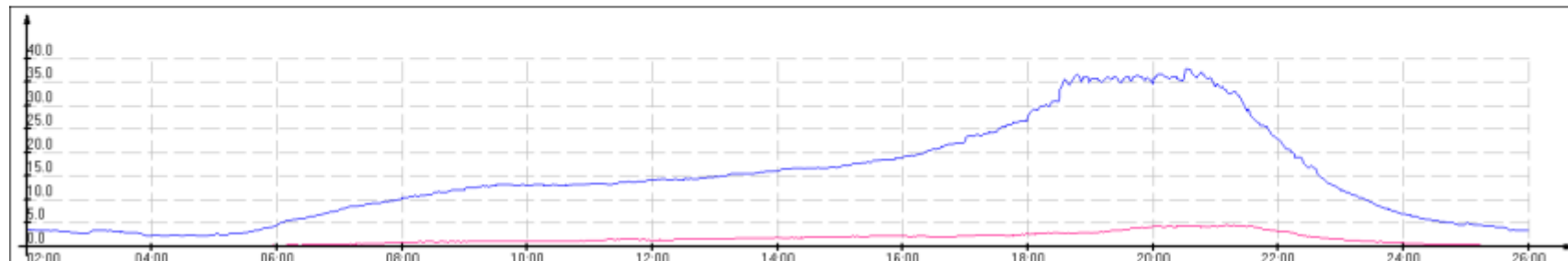


PVR Individuals Ages 4+  
Jan to May 2016

## Results

Variables	Market	Target	Activity	Month
AMR %	National	PVR	Consolidated(+7days)	May

	Series description	Event description	Start time	End time	Current value	Pivot diff.
<input checked="" type="checkbox"/>	Total TV		n.a.	n.a.	8.7	0.0
<input checked="" type="checkbox"/>	Playback		n.a.	n.a.	0.5	-8.2



THANK YOU

