

BRC TAMS UNIVERSE UPDATE

FROM AMPS 2015B TO THE NEW ESTABLISHMENT SURVEY (2016 ES)

BACKGROUND

- The TAMS Universe is updated at regular intervals to correspond with the latest Household and Population figures from the Establishment Survey.
- The Establishment Survey (ES) sampling methodology and research provider changed at the end of 2015 from SAARFs AMPS to the new Establishment Survey in 2016. The new sampling approach is a stratified random probability sample which is more representative of the SA population structure.
- With this change comes a number of important adjustments to the TAMS Panel that are dealt with through the document, namely, improved demographic controls and weighting variables which are evident through the new RIM weighting structure and its resultant improvements in panel stability.
- This universe update will be implemented in the TAMS data from Monday the 5th June 2017
- The last TAMS universe update occurred on Monday the 5th of September 2016

HISTORY OF TV UNIVERSE UPDATES

- Below is a history of both the TV Household and TV Individuals universe updates that have been implemented since 2014. The total Individual universe comprises people age 4 years and over.

	2014	2015	2015	2016	2016	2017
Implemented	3-Mar-2015	2-Feb-2015	31-Aug-2015	4-Apr-2016	5-Sep-2016	5-Jun-2016
Source	AMPS TV Universe 2013A	AMPS TV Universe 2014A	AMPS TV Universe 2014B	AMPS TV Universe 2015A	AMPS TV Universe 2015B	ES TV Universe 2016
Households	12,837,052	13,029,789	13,318,186	13,422,570	13,651,164	13,996,480
Individuals	42,900,434	43,271,453	44,624,907	44,266,250	44,998,436	44,068,935
Growth in Individuals		371,019	1,353,454	-358,657	732,186	-929,501

REVIEW OF POPULATION CHANGES FOR THE 2016 UNIVERSE

General

- TAMS Universe Updates reflect the population shifts of private households that have access to at least one working TV set, and mains electricity. Populations in the TV Universe tend to be more changeable than those seen in the general South African population, since this Universe is impacted by unique factors such as electrification, disposable income and the purchase of durables.

TV Households

- The ES TV Universe increased slightly by 2.53% (345,316 Households), while the Individuals Universe shows a contraction of 2.07% (929,501 Individuals).

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
Households	13,651,164	13,996,480	345,316	2.53
Individuals	44,998,436	44,068,935	-929,501	-2.07

TV Individuals (Ages 4+)

- In the Total Children's Universe (Ages 4 to 14 years) a decline of 4.4% (477,152 Children) is exhibited, with 4 to 6 year olds showing the most notable decline of 12.06%.
- Adult age groups between 15 and 64 years remain relatively stable. However, a decrease of 5.81% is observed in the 65+ year's age group.

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
Total Male	22,008,988	21,363,329	-645,659	-2.93
Total Female	22,989,448	22,705,606	-283,842	-1.23
Total Individuals	44,998,436	44,068,935	-929,501	-2.07
Age 04 - 06	3,484,844	3,064,611	-420,233	-12.06
Age 07 - 10	3,923,956	3,857,619	-66,337	-1.69
Age 11 - 14	3,442,861	3,452,278	9,417	0.27
Total Children	10,851,661	10,374,509	-477,152	-4.40
Age 15 - 24	8,430,304	8,414,778	-15,526	-0.18
Age 25 - 34	8,420,990	8,240,042	-180,948	-2.15
Age 35 - 49	8,369,745	8,448,716	78,971	0.94
Age 50 - 64	6,049,764	5,882,072	-167,692	-2.77
Age 65+	2,875,972	2,708,817	-167,155	-5.81
Total Adults	34,146,775	33,694,426	-452,349	-1.32
Total Individuals	44,998,436	44,068,935	-929,501	-2.07

- The new ES TV Universe shows lower populations in 4 provinces (NC, FS, EC, KZN) and higher populations in one province (LIM)

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
WC	5,353,294	5,340,188	-13,106	-0.24
NC	949,785	895,647	-54,138	-5.70
FS	2,358,365	2,197,717	-160,648	-6.81
EC	4,978,152	4,681,447	-296,705	-5.96
KZN	8,716,877	8,414,082	-302,795	-3.47
MPU	3,547,447	3,582,762	35,315	1.00
LIM	4,257,526	4,520,869	263,343	6.19
GAU	11,906,493	11,600,183	-306,310	-2.57
NWP	2,930,497	2,836,040	-94,457	-3.22
Total Individuals	44,998,436	44,068,935	-929,501	-2.07

- The new ES makes use of 3 Area types (Metro, Urban and Rural) whereas the previous AMPS universe made use of 4 Area Types (Metro, City/Large Town, Small Town/Village and Rural). These Area Types cannot be compared as the geographical boundaries differ.

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
CS Metro	18,549,794			
City/Large town	5,972,705			
CS ST/Village	5,241,109			
Rural	15,234,828			
Total Individuals	44,998,436			

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
Metro		17,959,916		
Urban		12,542,817		
Rural		13,566,202		
Total Individuals		44,068,935		

- The new ES TV Universe shows a lower White and Indian population.

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
African Black	35,143,284	34,971,052	-172,232	-0.49
White	4,363,283	3,872,479	-490,804	-11.25
Indian	1,253,211	1,118,969	-134,242	-10.71
Coloured	4,238,659	4,106,435	-132,224	-3.12
Total Individuals	44,998,437	44,068,935	-929,502	-2.07

- The new ES TV Universe shows lower populations for LSMs 1 through 4 and significantly lower LSM 8 through 10.
- The mid-market (LSMs 5 through 7) now represents 60% of total TV universe as a result of a 20% increase in this segment.

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
LSM 1-4	7,579,892	6,811,583	-768,309	-10.14
Total LSM 1-4	7,579,892	6,811,583	-768,309	-10.14
LSM 5	7,919,568	10,029,526	2,109,958	26.64
LSM 6	11,215,544	16,002,143	4,786,599	42.68
LSM 7	6,683,505	5,028,516	-1,654,989	-24.76
Total LSM 5-7	25,818,617	31,060,185	5,241,568	20.30
LSM 8	4,246,579	2,362,252	-1,884,328	-44.37
LSM 9	4,477,365	2,518,383	-1,958,982	-43.75
LSM 10	2,875,983	1,316,532	-1,559,451	-54.22
Total LSM 8-10	11,599,927	6,197,166	-5,402,761	-46.58
Total Individuals	44,998,436	44,068,935	-929,501	-2.07

- DStv Universes are updated using audited DStv subscriber figures, at the mid-point of the AMPS/ES fieldwork period; that being September 2016 for the June 2017 universe update.
- At this point, with DStv being the only Pay-TV operator at critical mass in South Africa, the DStv subscriber figures are adopted for the Total Pay group.
- As alternative Pay-TV operator's increase in size, their audited subscriber figures will be added to the Total Pay group.
- DStv penetration at a household level continues to grow, at 7.8% in 2016. The lower number of people per household in the new ES resulted in a decline in Pay Individuals.

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
Pay TV	17,480,549	16,538,488	-942,061	-5.39
No Pay TV	27,517,887	27,530,447	12,560	0.05
Total Individuals	44,998,436	44,068,935	-929,501	-2.07

	AMPS TV Universe 2015B	ES TV Universe 2016	Difference #	Difference %
Pay TV	5,092,853	5,494,540	401,687	7.89
No Pay TV	8,558,311	8,501,940	-56,371	-0.66
Total Households	13,651,164	13,996,480	345,316	2.53

- It should be noted that penetration of OVHD households, a satellite Free to Air Service by eTV is registered on the new ES with an approximate penetration of 0.86%.
- StarSat, another Pay-TV operator, is registered on the new ES with an approximate penetration of 0.33%.
- The growth of these services is monitored and will be reported when they reach a natural occurrence on the panel of 5% (as per the BRC Channel Release Policy)

TESTING METHOD AND PERIOD (TAMS DATA)

Testing Methodology

- The test data includes both a new universe update and a new RIM weighting structure.
- The new RIM structure makes use of amended demographic variables as detailed below.
- The new universe update is based on the 2016 Establishment Survey (2016 ES) and is compared to the current live data which uses the AMPS 2015B universe estimates.
- **The test period (of TAMS data) covers the 20th to the 5th March 2017; which is 2 full weeks, Monday to Sunday.**
- **The test data for the six week period will be distributed on the 24th April 2017.**
- **Two day parts (of TAMS data) are examined: Full Day: 02h00 to 25h59 and Prime Time: 17h00 – 21h59.**
- Tests include several target markets. (The sample sizes and the universe sizes of these target markets are at the end of the document)

NEW RIM WEIGHTING STRUCTURE OF THE TAMS DATA

- The new RIM weighting structure has been created to take into account statistical factors (i.e. having the most significant influence on viewing), usability factors (e.g. targets used for trading and commercial purposes) and those specific to South African market dynamics.
- The new RIM structure results in greater overall stability and accuracy which is measured by improved weighting efficiency.
- Weighting efficiency is a statistical measure that shows how closely the panel sample matches the population which it represents. The higher the efficiency, the more representative the sample.

Household RIM Weighting Structure and Efficiency

RIM Household Current		Categories	RIM Household New		Categories
Province		9	Province		9
Language		4	Race		4
Area/Community size (old)		4	Area (new)		3
Pay TV / DSTV bouquet		3	Pay TV vs No Pay TV		2
PVR in Household		2	Household Size		3
Household Size		3			
Total number of categories		25	Total number of categories		21

Min Factor	AVG Factor	Max Factor	Efficiency %	Min Factor	AVG Factor	Max Factor	Efficiency %
617	5,230	24,946	64.56	1,124	5,402	16,523	73.14

Individual Weighting Structure and Efficiency

RIM Individuals Current		Categories	RIM Individuals New		Categories
Age groups		8	Age groups		8
Kids/adults x Pay TV/DSTV bouquet		6	Kids/adults x Pay TV vs No Pay TV		4
Kids/adults x Gender		4	Kids/adults x Gender		4
Kids/adults x Province		18	Kids/adults x Province		18
Kids/adults x Language		8	Kids/adults x Race		8
Kids/adults x LSM's		14	Kids/adults x Area (new)		6
Kids/adults x Area/Community Size		8			
Kids/adults x PVR ownership		4	Total number of categories		48
Total number of categories		70			

Min Factor	AVG Factor	Max Factor	Efficiency %	Min Factor	AVG Factor	Max Factor	Efficiency %
534	4,096	29,353	73.36	1,689	4,043	13,487	93.28

VIEWING TEST DATA (OFF TAMS DATA)

Total TV

Target \ Day Part	TVR %							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	12.69	26.03	12.32	25.32	-0.37	-0.71	-2.92	-2.73
Adults Age 15+	13.61	27.56	13.18	26.68	-0.43	-0.88	-3.16	-3.19
Kids Age 4-14	9.81	21.22	9.52	20.88	-0.29	-0.34	-2.96	-1.60
Adults Age 15-24	10.26	21.12	9.40	19.52	-0.86	-1.60	-8.38	-7.58
Adults Age 25-34	12.49	24.17	12.53	24.01	0.04	-0.16	0.32	-0.66
Adults Age 35-49	14.55	29.36	13.85	27.96	-0.70	-1.40	-4.81	-4.77
Adults Age 50-64	16.37	33.72	16.16	33.48	-0.21	-0.24	-1.28	-0.71
Adults Age 65+	18.19	38.14	18.37	38.34	0.18	0.20	0.99	0.52
Women 15+	14.37	29.50	14.09	28.76	-0.28	-0.74	-1.95	-2.51
Men 15+	12.80	25.48	12.21	24.45	-0.59	-1.03	-4.61	-4.04
Housewives	14.97	30.62	15.02	30.81	0.05	0.19	0.33	0.62
Indiv: White	11.30	24.81	14.40	30.01	3.10	5.20	27.43	20.96
Indiv: Black	12.76	26.29	11.93	24.78	-0.83	-1.51	-6.50	-5.74
Indiv: Indian	10.54	24.33	10.65	25.41	0.11	1.08	1.04	4.44
Indiv: Coloured	14.01	25.44	14.11	25.48	0.10	0.04	0.71	0.16
Adults: LSM 5-7	13.72	28.02	12.81	26.19	-0.91	-1.83	-6.63	-6.53
Adults: LSM 8-10	14.60	28.60	14.90	29.09	0.30	0.49	2.05	1.71

Target \ Day Part	TVR							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	5 712 544	11 712 510	5 429 877	11 157 027	-282 667	-555 483	-4.95	-4.74
Adults Age 15+	4 648 123	9 409 865	4 442 287	8 991 044	-205 836	-418 821	-4.43	-4.45
Kids Age 4-14	1 064 421	2 302 645	987 589	2 165 982	-76 832	-136 663	-7.22	-5.94
Adults Age 15-24	865 014	1 780 849	791 139	1 642 449	-73 875	-138 400	-8.54	-7.77
Adults Age 25-34	1 051 889	2 035 289	1 032 363	1 978 415	-19 526	-56 874	-1.86	-2.79
Adults Age 35-49	1 217 468	2 457 049	1 170 565	2 362 359	-46 903	-94 690	-3.85	-3.85
Adults Age 50-64	990 639	2 039 802	950 697	1 969 144	-39 942	-70 658	-4.03	-3.46
Adults Age 65+	523 113	1 096 876	497 523	1 038 676	-25 590	-58 200	-4.89	-5.31
Women 15+	2 537 599	5 207 873	2 463 126	5 026 779	-74 473	-181 094	-2.93	-3.48
Men 15+	2 110 524	4 201 993	1 979 161	3 964 265	-131 363	-237 728	-6.22	-5.66
Housewives	1 873 203	3 830 635	1 856 186	3 806 836	-17 017	-23 799	-0.91	-0.62
Indiv: White	458 004	1 005 558	557 613	1 162 061	99 609	156 503	21.75	15.56
Indiv: Black	4 534 279	9 343 355	4 173 599	8 664 209	-360 680	-679 146	-7.95	-7.27
Indiv: Indian	112 923	260 751	119 170	284 341	6 247	23 590	5.53	9.05
Indiv: Coloured	607 338	1 102 846	579 495	1 046 416	-27 843	-56 430	-4.58	-5.12
Adults: LSM 5-7	2 705 932	5 525 268	2 982 836	6 099 056	276 904	573 788	10.23	10.38
Adults: LSM 8-10	1 348 615	2 642 042	1 197 953	2 339 149	-150 662	-302 893	-11.17	-11.46

SABC 1

Target \ Day Part	TVR %							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	3.53	9.16	3.34	8.72	-0.19	-0.44	-5.38	-4.80
Adults Age 15+	3.74	9.55	3.54	9.05	-0.20	-0.50	-5.35	-5.24
Kids Age 4-14	2.86	7.92	2.68	7.65	-0.18	-0.27	-6.29	-3.41
Adults Age 15-24	3.06	7.91	2.80	7.36	-0.26	-0.55	-8.50	-6.95
Adults Age 25-34	3.57	8.88	3.28	8.09	-0.29	-0.79	-8.12	-8.90
Adults Age 35-49	4.03	10.44	3.78	9.82	-0.25	-0.62	-6.20	-5.94
Adults Age 50-64	4.20	10.92	4.21	10.95	0.01	0.03	0.24	0.27
Adults Age 65+	4.44	10.83	4.40	10.73	-0.04	-0.10	-0.90	-0.92
Women 15+	4.10	10.43	3.91	9.98	-0.19	-0.45	-4.63	-4.31
Men 15+	3.36	8.61	3.14	8.05	-0.22	-0.56	-6.55	-6.50
Housewives	4.12	10.42	4.15	10.57	0.03	0.15	0.73	1.44
Indiv: White	0.12	0.21	0.15	0.30	0.03	0.09	25.00	42.86
Indiv: Black	4.29	11.23	4.00	10.56	-0.29	-0.67	-6.76	-5.97
Indiv: Indian	0.88	2.76	1.34	4.52	0.46	1.76	52.27	63.77
Indiv: Coloured	1.17	2.08	1.21	2.18	0.04	0.10	3.42	4.81
Adults: LSM 5-7	4.27	10.94	4.06	10.39	-0.21	-0.55	-4.92	-5.03
Adults: LSM 8-10	1.65	4.46	1.49	4.00	-0.16	-0.46	-9.70	-10.31

Target \ Day Part	TVR							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	1 588 399	4 120 731	1 470 550	3 844 371	-117 849	-276 360	-7.42	-6.71
Adults Age 15+	1 277 781	3 261 223	1 192 660	3 050 521	-85 121	-210 702	-6.66	-6.46
Kids Age 4-14	310 618	859 508	277 890	793 849	-32 728	-65 659	-10.54	-7.64
Adults Age 15-24	257 980	667 083	235 785	619 611	-22 195	-47 472	-8.60	-7.12
Adults Age 25-34	300 736	748 009	270 682	666 500	-30 054	-81 509	-9.99	-10.90
Adults Age 35-49	337 233	873 774	319 164	829 718	-18 069	-44 056	-5.36	-5.04
Adults Age 50-64	254 136	660 917	247 710	643 901	-6 426	-17 016	-2.53	-2.57
Adults Age 65+	127 695	311 440	119 319	290 791	-8 376	-20 649	-6.56	-6.63
Women 15+	724 496	1 841 013	683 356	1 745 364	-41 140	-95 649	-5.68	-5.20
Men 15+	553 285	1 420 211	509 304	1 305 158	-43 981	-115 053	-7.95	-8.10
Housewives	515 387	1 304 031	512 254	1 305 936	-3 133	1 905	-0.61	0.15
Indiv: White	4 954	8 453	5 720	11 641	766	3 188	15.46	37.71
Indiv: Black	1 523 401	3 992 653	1 400 236	3 692 517	-123 165	-300 136	-8.08	-7.52
Indiv: Indian	9 447	29 617	14 965	50 568	5 518	20 951	58.41	70.74
Indiv: Coloured	50 596	90 008	49 629	89 645	-967	-363	-1.91	-0.40
Adults: LSM 5-7	841 271	2 157 643	945 224	2 418 813	103 953	261 170	12.36	12.10
Adults: LSM 8-10	152 264	412 466	120 024	321 918	-32 240	-90 548	-21.17	-21.95

SABC 2

Target \ Day Part	TVR %							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	1.55	3.37	1.50	3.28	-0.05	-0.09	-3.23	-2.67
Adults Age 15+	1.69	3.66	1.63	3.50	-0.06	-0.16	-3.55	-4.37
Kids Age 4-14	1.11	2.46	1.10	2.56	-0.01	0.10	-0.90	4.07
Adults Age 15-24	1.17	2.68	1.06	2.42	-0.11	-0.26	-9.40	-9.70
Adults Age 25-34	1.37	2.84	1.31	2.71	-0.06	-0.13	-4.38	-4.58
Adults Age 35-49	1.85	3.79	1.70	3.52	-0.15	-0.27	-8.11	-7.12
Adults Age 50-64	2.16	4.73	2.27	4.89	0.11	0.16	5.09	3.38
Adults Age 65+	2.77	6.35	2.74	6.23	-0.03	-0.12	-1.08	-1.89
Women 15+	1.90	4.13	1.84	4.02	-0.06	-0.11	-3.16	-2.66
Men 15+	1.47	3.16	1.39	2.95	-0.08	-0.21	-5.44	-6.65
Housewives	2.01	4.36	2.02	4.37	0.01	0.01	0.50	0.23
Indiv: White	1.11	3.71	1.15	3.98	0.04	0.27	3.60	7.28
Indiv: Black	1.53	3.10	1.45	2.95	-0.08	-0.15	-5.23	-4.84
Indiv: Indian	0.65	1.16	0.67	1.24	0.02	0.08	3.08	6.90
Indiv: Coloured	2.41	5.83	2.51	6.05	0.10	0.22	4.15	3.77
Adults: LSM 5-7	1.92	4.10	1.83	3.85	-0.09	-0.25	-4.69	-6.10
Adults: LSM 8-10	1.05	2.68	0.95	2.45	-0.10	-0.23	-9.52	-8.58

Target \ Day Part	TVR							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	698 468	1 518 473	661 651	1 446 839	-36 817	-71 634	-5.27	-4.72
Adults Age 15+	578 509	1 251 082	547 891	1 180 918	-30 618	-70 164	-5.29	-5.61
Kids Age 4-14	119 959	267 392	113 760	265 921	-6 199	-1 471	-5.17	-0.55
Adults Age 15-24	98 263	226 072	89 330	203 540	-8 933	-22 532	-9.09	-9.97
Adults Age 25-34	115 378	238 752	107 606	223 509	-7 772	-15 243	-6.74	-6.38
Adults Age 35-49	154 423	317 317	143 223	297 739	-11 200	-19 578	-7.25	-6.17
Adults Age 50-64	130 659	286 405	133 445	287 455	2 786	1 050	2.13	0.37
Adults Age 65+	79 787	182 536	74 288	168 676	-5 499	-13 860	-6.89	-7.59
Women 15+	335 799	729 324	322 412	703 357	-13 387	-25 967	-3.99	-3.56
Men 15+	242 710	521 758	225 479	477 560	-17 231	-44 198	-7.10	-8.47
Housewives	251 512	544 835	249 381	540 118	-2 131	-4 717	-0.85	-0.87
Indiv: White	45 098	150 300	44 438	154 155	-660	3 855	-1.46	2.56
Indiv: Black	542 198	1 102 865	506 448	1 030 334	-35 750	-72 531	-6.59	-6.58
Indiv: Indian	6 922	12 408	7 548	13 877	626	1 469	9.04	11.84
Indiv: Coloured	104 250	252 900	103 217	248 473	-1 033	-4 427	-0.99	-1.75
Adults: LSM 5-7	378 642	809 444	425 380	897 349	46 738	87 905	12.34	10.86
Adults: LSM 8-10	97 426	247 654	76 701	196 653	-20 725	-51 001	-21.27	-20.59

SABC 3

Target \ Day Part	TVR %							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	0.62	1.11	0.62	1.09	0.00	-0.02	0.00	-1.80
Adults Age 15+	0.70	1.23	0.69	1.21	-0.01	-0.02	-1.43	-1.63
Kids Age 4-14	0.38	0.72	0.38	0.71	0.00	-0.01	0.00	-1.39
Adults Age 15-24	0.48	0.77	0.47	0.73	-0.01	-0.04	-2.08	-5.19
Adults Age 25-34	0.63	0.98	0.62	0.98	-0.01	0.00	-1.59	0.00
Adults Age 35-49	0.72	1.21	0.68	1.18	-0.04	-0.03	-5.56	-2.48
Adults Age 50-64	0.86	1.67	0.88	1.68	0.02	0.01	2.33	0.60
Adults Age 65+	1.17	2.44	1.21	2.46	0.04	0.02	3.42	0.82
Women 15+	0.74	1.30	0.74	1.31	0.00	0.01	0.00	0.77
Men 15+	0.66	1.15	0.63	1.10	-0.03	-0.05	-4.55	-4.35
Housewives	0.79	1.43	0.82	1.46	0.03	0.03	3.80	2.10
Indiv: White	0.78	1.77	0.84	1.85	0.06	0.08	7.69	4.52
Indiv: Black	0.50	0.83	0.50	0.81	0.00	-0.02	0.00	-2.41
Indiv: Indian	0.85	2.23	0.92	2.55	0.07	0.32	8.24	14.35
Indiv: Coloured	1.41	2.51	1.33	2.35	-0.08	-0.16	-5.67	-6.37
Adults: LSM 5-7	0.77	1.28	0.73	1.23	-0.04	-0.05	-5.19	-3.91
Adults: LSM 8-10	0.70	1.42	0.65	1.31	-0.05	-0.11	-7.14	-7.75

Target \ Day Part	TVR							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	281 061	497 713	271 866	481 065	-9 195	-16 648	-3.27	-3.34
Adults Age 15+	239 576	419 289	231 970	407 479	-7 606	-11 810	-3.17	-2.82
Kids Age 4-14	41 485	78 424	39 896	73 586	-1 589	-4 838	-3.83	-6.17
Adults Age 15-24	40 641	64 961	39 620	61 840	-1 021	-3 121	-2.51	-4.80
Adults Age 25-34	52 702	82 117	50 890	80 541	-1 812	-1 576	-3.44	-1.92
Adults Age 35-49	60 361	101 068	57 183	99 346	-3 178	-1 722	-5.26	-1.70
Adults Age 50-64	52 310	100 936	51 541	99 004	-769	-1 932	-1.47	-1.91
Adults Age 65+	33 562	70 208	32 736	66 748	-826	-3 460	-2.46	-4.93
Women 15+	130 274	229 499	129 480	228 484	-794	-1 015	-0.61	-0.44
Men 15+	109 302	189 790	102 490	178 995	-6 812	-10 795	-6.23	-5.69
Housewives	99 050	178 479	100 893	180 369	1 843	1 890	1.86	1.06
Indiv: White	31 773	71 694	32 511	71 662	738	-32	2.32	-0.04
Indiv: Black	179 087	293 202	174 368	284 203	-4 719	-8 999	-2.64	-3.07
Indiv: Indian	9 089	23 927	10 324	28 504	1 235	4 577	13.59	19.13
Indiv: Coloured	61 111	108 890	54 663	96 696	-6 448	-12 194	-10.55	-11.20
Adults: LSM 5-7	152 743	253 293	170 156	287 301	17 413	34 008	11.40	13.43
Adults: LSM 8-10	64 495	131 379	51 981	105 119	-12 514	-26 260	-19.40	-19.99

Etv

Target \ Day Part	TVR %							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	2.04	4.23	2.01	4.21	-0.03	-0.02	-1.47	-0.47
Adults Age 15+	2.17	4.46	2.11	4.35	-0.06	-0.11	-2.76	-2.47
Kids Age 4-14	1.62	3.52	1.67	3.73	0.05	0.21	3.09	5.97
Adults Age 15-24	1.76	3.85	1.66	3.63	-0.10	-0.22	-5.68	-5.71
Adults Age 25-34	2.12	4.20	2.07	4.12	-0.05	-0.08	-2.36	-1.90
Adults Age 35-49	2.37	4.80	2.28	4.66	-0.09	-0.14	-3.80	-2.92
Adults Age 50-64	2.38	4.87	2.36	4.87	-0.02	0.00	-0.84	0.00
Adults Age 65+	2.49	5.15	2.60	5.22	0.11	0.07	4.42	1.36
Women 15+	2.17	4.64	2.15	4.58	-0.02	-0.06	-0.92	-1.29
Men 15+	2.17	4.27	2.07	4.10	-0.10	-0.17	-4.61	-3.98
Housewives	2.20	4.67	2.28	4.81	0.08	0.14	3.64	3.00
Indiv: White	0.79	1.62	0.97	1.96	0.18	0.34	22.78	20.99
Indiv: Black	2.09	4.38	2.03	4.31	-0.06	-0.07	-2.87	-1.60
Indiv: Indian	1.69	3.82	1.79	4.14	0.10	0.32	5.92	8.38
Indiv: Coloured	2.86	5.57	2.88	5.47	0.02	-0.10	0.70	-1.80
Adults: LSM 5-7	2.60	5.37	2.46	5.04	-0.14	-0.33	-5.38	-6.15
Adults: LSM 8-10	1.22	2.70	1.12	2.48	-0.10	-0.22	-8.20	-8.15

Target \ Day Part	TVR							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	916 645	1 904 940	885 297	1 853 784	-31 348	-51 156	-3.42	-2.69
Adults Age 15+	741 081	1 523 047	712 065	1 466 565	-29 016	-56 482	-3.92	-3.71
Kids Age 4-14	175 564	381 893	173 232	387 219	-2 332	5 326	-1.33	1.39
Adults Age 15-24	148 076	324 754	139 437	305 386	-8 639	-19 368	-5.83	-5.96
Adults Age 25-34	178 515	353 657	170 441	339 674	-8 074	-13 983	-4.52	-3.95
Adults Age 35-49	198 716	402 012	192 798	393 712	-5 918	-8 300	-2.98	-2.06
Adults Age 50-64	144 119	294 514	138 841	286 396	-5 278	-8 118	-3.66	-2.76
Adults Age 65+	71 655	148 111	70 548	141 397	-1 107	-6 714	-1.54	-4.53
Women 15+	383 844	819 142	376 697	801 414	-7 147	-17 728	-1.86	-2.16
Men 15+	357 237	703 905	335 367	665 151	-21 870	-38 754	-6.12	-5.51
Housewives	275 706	583 931	281 649	594 577	5 943	10 646	2.16	1.82
Indiv: White	32 118	65 732	37 660	76 038	5 542	10 306	17.26	15.68
Indiv: Black	742 588	1 556 847	709 561	1 506 935	-33 027	-49 912	-4.45	-3.21
Indiv: Indian	18 068	40 967	20 005	46 369	1 937	5 402	10.72	13.19
Indiv: Coloured	123 871	241 394	118 071	224 442	-5 800	-16 952	-4.68	-7.02
Adults: LSM 5-7	513 581	1 059 612	573 018	1 172 845	59 437	113 233	11.57	10.69
Adults: LSM 8-10	112 754	249 487	89 740	199 303	-23 014	-50 184	-20.41	-20.11

DStv Commercial Total

Target \ Day Part	TVR %							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	2.56	4.35	2.50	4.25	-0.06	-0.10	-2.34	-2.30
Adults Age 15+	2.69	4.55	2.65	4.49	-0.04	-0.06	-1.49	-1.32
Kids Age 4-14	2.13	3.74	2.01	3.46	-0.12	-0.28	-5.63	-7.49
Adults Age 15-24	2.13	3.49	1.89	3.13	-0.24	-0.36	-11.27	-10.32
Adults Age 25-34	2.42	3.71	2.76	4.36	0.34	0.65	14.05	17.52
Adults Age 35-49	2.76	4.74	2.66	4.54	-0.10	-0.20	-3.62	-4.22
Adults Age 50-64	3.49	6.19	3.26	5.74	-0.23	-0.45	-6.59	-7.27
Adults Age 65+	3.29	6.07	3.39	6.24	0.10	0.17	3.04	2.80
Women 15+	2.70	4.59	2.68	4.39	-0.02	-0.20	-0.74	-4.36
Men 15+	2.68	4.50	2.63	4.60	-0.05	0.10	-1.87	2.22
Housewives	2.86	4.85	2.78	4.72	-0.08	-0.13	-2.80	-2.68
Indiv: White	4.45	8.80	6.07	11.22	1.62	2.42	36.40	27.50
Indiv: Black	2.29	3.76	2.05	3.39	-0.24	-0.37	-10.48	-9.84
Indiv: Indian	2.86	5.55	2.63	5.12	-0.23	-0.43	-8.04	-7.75
Indiv: Coloured	2.90	4.73	2.91	4.75	0.01	0.02	0.34	0.42
Adults: LSM 5-7	1.92	3.08	1.70	2.74	-0.22	-0.34	-11.46	-11.04
Adults: LSM 8-10	5.61	9.91	6.08	10.76	0.47	0.85	8.38	8.58

Target \ Day Part	TVR							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59	02:00 - 25:59	17:00 - 21:59
Total Indv (incl guests)	1 151 089	1 957 822	1 102 188	1 872 385	-48 901	-85 437	-4.25	-4.36
Adults Age 15+	919 578	1 552 201	894 120	1 513 125	-25 458	-39 076	-2.77	-2.52
Kids Age 4-14	231 511	405 621	208 068	359 260	-23 443	-46 361	-10.13	-11.43
Adults Age 15-24	179 320	293 864	158 784	263 500	-20 536	-30 364	-11.45	-10.33
Adults Age 25-34	203 517	312 464	227 033	359 165	23 516	46 701	11.55	14.95
Adults Age 35-49	230 596	397 136	224 744	383 933	-5 852	-13 203	-2.54	-3.32
Adults Age 50-64	211 433	374 259	191 638	337 411	-19 795	-36 848	-9.36	-9.85
Adults Age 65+	94 712	174 477	91 921	169 117	-2 791	-5 360	-2.95	-3.07
Women 15+	477 521	810 835	468 491	767 874	-9 030	-42 961	-1.89	-5.30
Men 15+	442 057	741 366	425 629	745 252	-16 428	3 886	-3.72	0.52
Housewives	357 186	607 376	343 637	583 325	-13 549	-24 051	-3.79	-3.96
Indiv: White	180 403	356 492	234 956	434 567	54 553	78 075	30.24	21.90
Indiv: Black	814 353	1 336 899	718 177	1 185 273	-96 176	-151 626	-11.81	-11.34
Indiv: Indian	30 632	59 538	29 468	57 296	-1 164	-2 242	-3.80	-3.77
Indiv: Coloured	125 701	204 894	119 588	195 249	-6 113	-9 645	-4.86	-4.71
Adults: LSM 5-7	379 578	607 066	396 902	636 938	17 324	29 872	4.56	4.92
Adults: LSM 8-10	518 496	915 973	489 212	864 999	-29 284	-50 974	-5.65	-5.57

SAMPLE AND UNIVERSE SIZES (OFF TAMS DATA)

Target \ Variable	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)	
	Universe	Sample	Universe	Sample
Total Indv (incl guests)	44,998,436	10,888	44,068,935	10,888
Adults Age 15+	34,146,775	8,382	33,694,426	8,382
Kids Age 4-14	10,851,661	2,505	10,374,509	2,505
Adults Age 15-24	8,430,304	2,231	8,414,778	2,231
Adults Age 25-34	8,420,990	1,837	8,240,043	1,837
Adults Age 35-49	8,369,745	1,871	8,448,716	1,871
Adults Age 50-64	6,049,764	1,524	5,882,072	1,524
Adults Age 65+	2,875,972	920	2,708,817	920
Women 15+	17,655,708	4,761	17,480,681	4,761
Men 15+	16,491,067	3,621	16,213,745	3,621
Housewives	12,510,409	3,338	12,355,793	3,338
Indiv. White	4,052,427	887	3,872,479	887
Indiv. Black	35,539,508	8,861	34,971,052	8,862
Indiv. Indian	1,071,836	233	1,118,969	233
Indiv. Coloured	4,334,665	906	4,106,435	906
Adults: LSM 5-7	19,720,197	5,773	23,286,038	5,773
Adults: LSM 8-10	9,238,264	2,092	8,041,215	2,092
Adults: Nguni	15,229,622	3,711	14,997,328	3,711
Adults: Sotho	10,947,144	2,904	11,043,471	2,904
Adults: Afr/Both	4,850,361	1,112	4,831,928	1,112
Adults: Eng/Other	3,119,648	656	2,821,698	656

CONCLUSION

- With the changes brought on by the new establishment survey and the new TAMS RIM weighting structure with its improved weighting efficiency, the industry can look forward to better stability and accuracy of TAMS data on these aligned platforms going forward.