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.
- **Whilst this data was ready for release on the 10th April 2017, the AMF (Advertising Media Forum) requested that this particular universe update be implemented in the TAMS data from Monday the 5th June 2017.**
- **It is however, the view of Nielsen, the TAMS Auditor and the BRC that this data should be released by no later than the 2nd May 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 populations.

	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 TEST PERIOD OF TAMS DATA: 20th FEBRUARY – 2nd APRIL 2017, A FULL SIX WEEKS, MONDAY to SUNDAY

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 the TAMS data) covers the 20th February to the 2nd April 2017; which is a full SIX weeks, Monday to Sunday.

- Two day parts (of the 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 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
Province	9
Language	4
Area/Community size (old)	4
Pay TV / DSTV bouquet	3
PVR in Household	2
Household Size	3
Total number of categories	25

Min Factor	AVG Factor	Max Factor	Efficiency %
617	5,230	24,946	64.56

RIM Household New	Categories
Province	9
Race	4
Area (new)	3
Pay TV vs No Pay TV	2
Household Size	3
Total number of categories	21

Min Factor	AVG Factor	Max Factor	Efficiency %
1,124	5,402	16,523	73.14

Individual Weighting Structure and Efficiency

RIM Individuals Current	Categories
Age groups	8
Kids/adults x Pay TV/DStv bouquet	6
Kids/adults x Gender	4
Kids/adults x Province	18
Kids/adults x Language	8
Kids/adults x LSM's	14
Kids/adults x Area/Community Size	8
Kids/adults x PVR ownership	4
Total number of categories	70

Min Factor	AVG Factor	Max Factor	Efficiency %
534	4,096	29,353	73.36

RIM Individuals New	Categories
Age groups	8
Kids/adults x Pay TV vs No Pay TV	4
Kids/adults x Gender	4
Kids/adults x Province	18
Kids/adults x Race	8
Kids/adults x Area (new)	6
Total number of categories	48

Min Factor	AVG Factor	Max Factor	Efficiency %
1,689	4,043	13,487	93.28

VIEWING TEST DATA (OFF TAMS DATA)

Total TV

	TVR %							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
Target\Day Part	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)	12.90	26.51	12.66	26.00	-0.24	-0.51	-1.86	-1.92
Adults Age 15+	13.77	28.06	13.43	27.30	-0.34	-0.76	-2.47	-2.71
Kids Age 4-14	10.18	21.61	10.16	21.77	-0.02	0.16	-0.20	0.74
Adults Age 15-24	10.53	21.86	9.65	20.12	-0.88	-1.74	-8.36	-7.96
Adults Age 25-34	12.52	24.48	12.93	24.91	0.41	0.43	3.27	1.76
Adults Age 35-49	14.75	29.79	14.05	28.47	-0.70	-1.32	-4.75	-4.43
Adults Age 50-64	16.59	34.34	16.41	34.06	-0.18	-0.28	-1.08	-0.82
Adults Age 65+	18.19	38.48	18.34	38.55	0.15	0.07	0.82	0.18
Women 15+	14.50	30.01	14.14	29.06	-0.36	-0.95	-2.48	-3.17
Men 15+	13.00	25.98	12.67	25.40	-0.33	-0.58	-2.54	-2.23
Housewives	15.07	31.10	15.13	31.27	0.06	0.17	0.40	0.55
Indiv: White	12.15	26.35	16.28	33.59	4.13	7.24	33.99	27.48
Indiv: Black	12.92	26.68	12.16	25.23	-0.76	-1.45	-5.88	-5.43
Indiv: Indian	10.85	24.03	10.98	25.00	0.13	0.97	1.20	4.04
Indiv: Coloured	14.04	25.84	14.00	25.65	-0.04	-0.19	-0.28	-0.74
Adults: LSM 5-7	13.90	28.60	12.94	26.63	-0.96	-1.97	-6.91	-6.89
Adults: LSM 8-10	14.91	29.29	15.66	30.48	0.75	1.19	5.03	4.06

	TVR							
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
Target\Day Part	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)	5,807,030	11,927,825	5,580,480	11,456,550	-226,550	-471,275	-3.90	-3.95
Adults Age 15+	4,702,862	9,582,860	4,526,597	9,197,817	-176,265	-385,043	-3.75	-4.02
Kids Age 4-14	1,104,168	2,344,965	1,053,884	2,258,732	-50,284	-86,233	-4.55	-3.68
Adults Age 15-24	887,617	1,843,162	812,386	1,692,879	-75,231	-150,283	-8.48	-8.15
Adults Age 25-34	1,054,166	2,061,811	1,065,706	2,052,473	11,540	-9,338	1.09	-0.45
Adults Age 35-49	1,234,201	2,493,726	1,186,682	2,404,995	-47,519	-88,731	-3.85	-3.56
Adults Age 50-64	1,003,777	2,077,615	965,100	2,003,213	-38,677	-74,402	-3.85	-3.58
Adults Age 65+	523,102	1,106,545	496,723	1,044,258	-26,379	-62,287	-5.04	-5.63
Women 15+	2,559,745	5,297,893	2,472,633	5,080,254	-87,112	-217,639	-3.40	-4.11
Men 15+	2,143,118	4,284,966	2,053,964	4,117,563	-89,154	-167,403	-4.16	-3.91
Housewives	1,879,781	3,880,209	1,866,306	3,858,216	-13,475	-21,993	-0.72	-0.57
Indiv: White	496,390	1,076,862	630,488	1,300,723	134,098	223,861	27.01	20.79
Indiv: Black	4,591,474	9,483,474	4,252,105	8,822,948	-339,369	-660,526	-7.39	-6.97
Indiv: Indian	117,713	260,563	122,859	279,734	5,146	19,171	4.37	7.36
Indiv: Coloured	601,452	1,106,927	575,029	1,053,145	-26,423	-53,782	-4.39	-4.86
Adults: LSM 5-7	2,741,937	5,639,333	3,029,300	6,232,898	287,363	593,565	10.48	10.53
Adults: LSM 8-10	1,377,650	2,705,850	1,241,580	2,416,644	-136,070	-289,206	-9.88	-10.69

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	9.11	3.35	8.71	-0.18	-0.40	-5.10	-4.39
Adults Age 15+	3.74	9.52	3.53	9.02	-0.21	-0.50	-5.61	-5.25
Kids Age 4-14	2.89	7.83	2.77	7.70	-0.12	-0.13	-4.15	-1.66
Adults Age 15-24	3.05	7.92	2.80	7.35	-0.25	-0.57	-8.20	-7.20
Adults Age 25-34	3.59	8.90	3.27	8.05	-0.32	-0.85	-8.91	-9.55
Adults Age 35-49	4.00	10.37	3.76	9.83	-0.24	-0.54	-6.00	-5.21
Adults Age 50-64	4.24	10.93	4.25	10.95	0.01	0.02	0.24	0.18
Adults Age 65+	4.33	10.55	4.30	10.48	-0.03	-0.07	-0.69	-0.66
Women 15+	4.08	10.34	3.87	9.87	-0.21	-0.47	-5.15	-4.55
Men 15+	3.37	8.64	3.16	8.11	-0.21	-0.53	-6.23	-6.13
Housewives	4.10	10.31	4.12	10.46	0.02	0.15	0.49	1.45
Indiv: White	0.12	0.20	0.14	0.25	0.02	0.05	16.67	25.00
Indiv: Black	4.30	11.21	4.04	10.59	-0.26	-0.62	-6.05	-5.53
Indiv: Indian	0.69	2.14	1.04	3.49	0.35	1.35	50.72	63.08
Indiv: Coloured	1.14	1.98	1.16	2.08	0.02	0.10	1.75	5.05
Adults: LSM 5-7	4.30	11.05	4.06	10.40	-0.24	-0.65	-5.58	-5.88
Adults: LSM 8-10	1.61	4.30	1.45	3.85	-0.16	-0.45	-9.94	-10.47

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)	1,588,907	4,099,497	1,477,338	3,838,773	-111,569	-260,724	-7.02	-6.36
Adults Age 15+	1,275,445	3,250,057	1,189,742	3,040,415	-85,703	-209,642	-6.72	-6.45
Kids Age 4-14	313,462	849,440	287,596	798,359	-25,866	-51,081	-8.25	-6.01
Adults Age 15-24	257,461	667,946	235,608	618,823	-21,853	-49,123	-8.49	-7.35
Adults Age 25-34	302,048	749,854	269,410	663,175	-32,638	-86,679	-10.81	-11.56
Adults Age 35-49	334,635	867,558	318,027	830,149	-16,608	-37,409	-4.96	-4.31
Adults Age 50-64	256,763	661,184	250,121	644,291	-6,642	-16,893	-2.59	-2.55
Adults Age 65+	124,538	303,514	116,577	283,977	-7,961	-19,537	-6.39	-6.44
Women 15+	720,012	1,824,926	677,148	1,725,808	-42,864	-99,118	-5.95	-5.43
Men 15+	555,433	1,425,130	512,594	1,314,606	-42,839	-110,524	-7.71	-7.76
Housewives	511,618	1,286,713	508,588	1,290,050	-3,030	3,337	-0.59	0.26
Indiv: White	5,029	8,234	5,603	9,832	574	1,598	11.41	19.41
Indiv: Black	1,527,607	3,983,118	1,412,299	3,704,608	-115,308	-278,510	-7.55	-6.99
Indiv: Indian	7,452	23,167	11,679	39,069	4,227	15,902	56.72	68.64
Indiv: Coloured	48,819	84,977	47,757	85,264	-1,062	287	-2.18	0.34
Adults: LSM 5-7	847,549	2,179,729	950,084	2,434,022	102,535	254,293	12.10	11.67
Adults: LSM 8-10	148,553	396,998	114,820	305,163	-33,733	-91,835	-22.71	-23.13

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)	1.60	3.53	1.55	3.47	-0.05	-0.06	-3.13	-1.70
Adults Age 15+	1.73	3.82	1.67	3.69	-0.06	-0.13	-3.47	-3.40
Kids Age 4-14	1.18	2.64	1.19	2.77	0.01	0.13	0.85	4.92
Adults Age 15-24	1.22	2.84	1.11	2.58	-0.11	-0.26	-9.02	-9.15
Adults Age 25-34	1.43	3.02	1.38	2.96	-0.05	-0.06	-3.50	-1.99
Adults Age 35-49	1.85	3.84	1.74	3.64	-0.11	-0.20	-5.95	-5.21
Adults Age 50-64	2.22	5.06	2.30	5.16	0.08	0.10	3.60	1.98
Adults Age 65+	2.67	6.38	2.66	6.30	-0.01	-0.08	-0.37	-1.25
Women 15+	1.93	4.31	1.88	4.23	-0.05	-0.08	-2.59	-1.86
Men 15+	1.51	3.29	1.44	3.11	-0.07	-0.18	-4.64	-5.47
Housewives	2.04	4.55	2.05	4.58	0.01	0.03	0.49	0.66
Indiv: White	1.14	3.87	1.29	4.52	0.15	0.65	13.16	16.80
Indiv: Black	1.56	3.22	1.49	3.07	-0.07	-0.15	-4.49	-4.66
Indiv: Indian	0.66	1.22	0.71	1.39	0.05	0.17	7.58	13.93
Indiv: Coloured	2.52	6.39	2.61	6.48	0.09	0.09	3.57	1.41
Adults: LSM 5-7	1.99	4.35	1.88	4.04	-0.11	-0.31	-5.53	-7.13
Adults: LSM 8-10	1.06	2.77	0.98	2.65	-0.08	-0.12	-7.55	-4.33

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)	717,839	1,590,197	685,037	1,529,835	-32,802	-60,362	-4.57	-3.80
Adults Age 15+	589,300	1,303,877	561,829	1,242,180	-27,471	-61,697	-4.66	-4.73
Kids Age 4-14	128,539	286,320	123,207	287,655	-5,332	1,335	-4.15	0.47
Adults Age 15-24	102,685	239,134	93,699	217,179	-8,986	-21,955	-8.75	-9.18
Adults Age 25-34	120,253	254,249	113,723	243,731	-6,530	-10,518	-5.43	-4.14
Adults Age 35-49	155,041	321,210	146,817	307,217	-8,224	-13,993	-5.30	-4.36
Adults Age 50-64	134,527	305,927	135,558	303,341	1,031	-2,586	0.77	-0.85
Adults Age 65+	76,794	183,357	72,031	170,712	-4,763	-12,645	-6.20	-6.90
Women 15+	340,878	761,696	328,862	738,692	-12,016	-23,004	-3.53	-3.02
Men 15+	248,422	542,181	232,967	503,489	-15,455	-38,692	-6.22	-7.14
Housewives	254,496	567,630	252,995	564,717	-1,501	-2,913	-0.59	-0.51
Indiv: White	46,769	158,225	50,062	175,043	3,293	16,818	7.04	10.63
Indiv: Black	555,773	1,145,039	519,884	1,073,099	-35,889	-71,940	-6.46	-6.28
Indiv: Indian	7,169	13,228	7,960	15,500	791	2,272	11.03	17.18
Indiv: Coloured	108,127	273,704	107,130	266,193	-997	-7,511	-0.92	-2.74
Adults: LSM 5-7	392,991	857,162	440,235	946,823	47,244	89,661	12.02	10.46
Adults: LSM 8-10	97,506	255,708	77,857	210,048	-19,649	-45,660	-20.15	-17.86

SABC 3

TVR %									
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
Target\Day Part	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)	0.63	1.09	0.62	1.08	-0.01	-0.01	-1.59	-0.92
Adults Age 15+	0.69	1.20	0.68	1.19	-0.01	-0.01	-1.45	-0.83
Kids Age 4-14	0.42	0.72	0.43	0.73	0.01	0.01	2.38	1.39
Adults Age 15-24	0.48	0.74	0.46	0.70	-0.02	-0.04	-4.17	-5.41
Adults Age 25-34	0.60	0.95	0.61	0.99	0.01	0.04	1.67	4.21
Adults Age 35-49	0.73	1.19	0.69	1.17	-0.04	-0.02	-5.48	-1.68
Adults Age 50-64	0.85	1.59	0.87	1.60	0.02	0.01	2.35	0.63
Adults Age 65+	1.17	2.47	1.19	2.45	0.02	-0.02	1.71	-0.81
Women 15+	0.75	1.30	0.75	1.29	0.00	-0.01	0.00	-0.77
Men 15+	0.63	1.09	0.61	1.08	-0.02	-0.01	-3.17	-0.92
Housewives	0.81	1.46	0.84	1.48	0.03	0.02	3.70	1.37
Indiv: White	0.83	1.89	0.88	2.01	0.05	0.12	6.02	6.35
Indiv: Black	0.52	0.82	0.51	0.81	-0.01	-0.01	-1.92	-1.22
Indiv: Indian	0.79	2.00	0.88	2.30	0.09	0.30	11.39	15.00
Indiv: Coloured	1.33	2.30	1.27	2.19	-0.06	-0.11	-4.51	-4.78
Adults: LSM 5-7	0.76	1.23	0.72	1.19	-0.04	-0.04	-5.26	-3.25
Adults: LSM 8-10	0.68	1.41	0.64	1.33	-0.04	-0.08	-5.88	-5.67

TVR									
	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
Target\Day Part	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)	282,545	488,572	274,554	475,128	-7,991	-13,444	-2.83	-2.75
Adults Age 15+	237,154	410,010	230,414	399,720	-6,740	-10,290	-2.84	-2.51
Kids Age 4-14	45,390	78,562	44,140	75,408	-1,250	-3,154	-2.75	-4.01
Adults Age 15-24	40,216	62,556	38,908	58,878	-1,308	-3,678	-3.25	-5.88
Adults Age 25-34	50,681	80,207	49,857	81,638	-824	1,431	-1.63	1.78
Adults Age 35-49	60,846	99,925	57,888	98,779	-2,958	-1,146	-4.86	-1.15
Adults Age 50-64	51,724	96,302	51,402	94,157	-322	-2,145	-0.62	-2.23
Adults Age 65+	33,686	71,021	32,359	66,268	-1,327	-4,753	-3.94	-6.69
Women 15+	132,567	230,060	130,769	225,341	-1,798	-4,719	-1.36	-2.05
Men 15+	104,588	179,950	99,645	174,379	-4,943	-5,571	-4.73	-3.10
Housewives	101,446	181,569	103,034	182,062	1,588	493	1.57	0.27
Indiv: White	33,789	77,298	34,222	77,858	433	560	1.28	0.72
Indiv: Black	183,241	291,064	178,320	281,821	-4,921	-9,243	-2.69	-3.18
Indiv: Indian	8,564	21,640	9,848	25,703	1,284	4,063	14.99	18.78
Indiv: Coloured	56,950	98,569	52,163	89,745	-4,787	-8,824	-8.41	-8.95
Adults: LSM 5-7	149,774	241,716	169,327	277,851	19,553	36,135	13.06	14.95
Adults: LSM 8-10	62,969	130,498	50,343	105,249	-12,626	-25,249	-20.05	-19.35

eTV

TVR %	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
Target\Day Part	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)	2.10	4.50	2.08	4.46	-0.02	-0.04	-0.95	-0.89
Adults Age 15+	2.20	4.68	2.15	4.56	-0.05	-0.12	-2.27	-2.56
Kids Age 4-14	1.79	3.94	1.86	4.13	0.07	0.19	3.91	4.82
Adults Age 15-24	1.82	4.11	1.71	3.85	-0.11	-0.26	-6.04	-6.33
Adults Age 25-34	2.12	4.39	2.07	4.29	-0.05	-0.10	-2.36	-2.28
Adults Age 35-49	2.42	5.09	2.34	4.95	-0.08	-0.14	-3.31	-2.75
Adults Age 50-64	2.39	5.03	2.39	5.05	0.00	0.02	0.00	0.40
Adults Age 65+	2.49	5.34	2.57	5.33	0.08	-0.01	3.21	-0.19
Women 15+	2.23	4.91	2.20	4.82	-0.03	-0.09	-1.35	-1.83
Men 15+	2.17	4.44	2.09	4.29	-0.08	-0.15	-3.69	-3.38
Housewives	2.25	4.94	2.32	5.05	0.07	0.11	3.11	2.23
Indiv: White	0.91	1.95	1.07	2.35	0.16	0.40	17.58	20.51
Indiv: Black	2.15	4.68	2.11	4.58	-0.04	-0.10	-1.86	-2.14
Indiv: Indian	1.64	3.73	1.78	4.10	0.14	0.37	8.54	9.92
Indiv: Coloured	2.90	5.66	2.86	5.51	-0.04	-0.15	-1.38	-2.65
Adults: LSM 5-7	2.63	5.60	2.49	5.26	-0.14	-0.34	-5.32	-6.07
Adults: LSM 8-10	1.27	2.86	1.15	2.59	-0.12	-0.27	-9.45	-9.44

TVR	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
Target\Day Part	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)	944,982	2,027,019	915,988	1,966,282	-28,994	-60,737	-3.07	-3.00
Adults Age 15+	750,825	1,599,345	723,338	1,537,570	-27,487	-61,775	-3.66	-3.86
Kids Age 4-14	194,157	427,675	192,650	428,712	-1,507	1,037	-0.78	0.24
Adults Age 15-24	153,774	346,224	144,300	323,727	-9,474	-22,497	-6.16	-6.50
Adults Age 25-34	178,711	369,439	170,443	353,692	-8,268	-15,747	-4.63	-4.26
Adults Age 35-49	202,331	425,755	198,076	418,491	-4,255	-7,264	-2.10	-1.71
Adults Age 50-64	144,478	304,334	140,807	297,146	-3,671	-7,188	-2.54	-2.36
Adults Age 65+	71,531	153,593	69,712	144,513	-1,819	-9,080	-2.54	-5.91
Women 15+	393,607	866,921	384,096	841,849	-9,511	-25,072	-2.42	-2.89
Men 15+	357,218	732,424	339,242	695,720	-17,976	-36,704	-5.03	-5.01
Housewives	280,383	615,834	286,432	623,478	6,049	7,644	2.16	1.24
Indiv: White	36,987	79,665	41,581	90,893	4,594	11,228	12.42	14.09
Indiv: Black	765,924	1,664,408	737,061	1,603,200	-28,863	-61,208	-3.77	-3.68
Indiv: Indian	17,820	40,412	19,908	45,876	2,088	5,464	11.72	13.52
Indiv: Coloured	124,251	242,535	117,437	226,314	-6,814	-16,221	-5.48	-6.69
Adults: LSM 5-7	519,044	1,103,704	582,836	1,230,800	63,792	127,096	12.29	11.52
Adults: LSM 8-10	117,603	264,221	91,467	205,595	-26,136	-58,626	-22.22	-22.19

DStv Commercial Total

	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
TVR %								
Target\Day Part	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)	2.64	4.44	2.66	4.44	0.02	0.00	0.76	0.00
Adults Age 15+	2.78	4.68	2.80	4.68	0.02	0.00	0.72	0.00
Kids Age 4-14	2.19	3.66	2.19	3.65	0.00	-0.01	0.00	-0.27
Adults Age 15-24	2.22	3.66	1.98	3.26	-0.24	-0.40	-10.81	-10.93
Adults Age 25-34	2.48	3.85	3.07	4.76	0.59	0.91	23.79	23.64
Adults Age 35-49	2.87	4.91	2.74	4.66	-0.13	-0.25	-4.53	-5.09
Adults Age 50-64	3.54	6.18	3.33	5.78	-0.21	-0.40	-5.93	-6.47
Adults Age 65+	3.44	6.34	3.56	6.56	0.12	0.22	3.49	3.47
Women 15+	2.76	4.71	2.69	4.46	-0.07	-0.25	-2.54	-5.31
Men 15+	2.81	4.66	2.92	4.93	0.11	0.27	3.91	5.79
Housewives	2.89	4.95	2.83	4.83	-0.06	-0.12	-2.08	-2.42
Indiv: White	4.70	9.01	7.10	12.60	2.40	3.59	51.06	39.84
Indiv: Black	2.35	3.83	2.13	3.47	-0.22	-0.36	-9.36	-9.40
Indiv: Indian	3.02	5.88	2.81	5.40	-0.21	-0.48	-6.95	-8.16
Indiv: Coloured	2.95	4.73	2.92	4.71	-0.03	-0.02	-1.02	-0.42
Adults: LSM 5-7	2.00	3.16	1.77	2.82	-0.23	-0.34	-11.50	-10.76
Adults: LSM 8-10	5.81	10.28	6.57	11.44	0.76	1.16	13.08	11.28

	AMPS TV Universe 2015B (OFF TAMS DATA)		ES TV Universe 2016 (OFF TAMS DATA)		Difference #		Difference %	
TVR								
Target\Day Part	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)	1,186,977	1,997,123	1,170,317	1,955,797	-16,660	-41,326	-1.40	-2.07
Adults Age 15+	949,305	1,599,495	943,559	1,577,361	-5,746	-22,134	-0.61	-1.38
Kids Age 4-14	237,672	397,628	226,758	378,435	-10,914	-19,193	-4.59	-4.83
Adults Age 15-24	187,422	308,167	166,833	274,337	-20,589	-33,830	-10.99	-10.98
Adults Age 25-34	208,588	324,537	252,632	391,946	44,044	67,409	21.12	20.77
Adults Age 35-49	240,437	410,825	231,899	393,629	-8,538	-17,196	-3.55	-4.19
Adults Age 50-64	214,046	373,620	195,694	339,775	-18,352	-33,845	-8.57	-9.06
Adults Age 65+	98,811	182,346	96,501	177,674	-2,310	-4,672	-2.34	-2.56
Women 15+	486,480	830,831	470,752	778,827	-15,728	-52,004	-3.23	-6.26
Men 15+	462,825	768,664	472,807	798,534	9,982	29,870	2.16	3.89
Housewives	360,949	618,028	348,767	596,383	-12,182	-21,645	-3.37	-3.50
Indiv: White	191,978	368,163	275,073	488,048	83,095	119,885	43.28	32.56
Indiv: Black	835,907	1,362,450	743,819	1,213,944	-92,088	-148,506	-11.02	-10.90
Indiv: Indian	32,764	63,726	31,481	60,388	-1,283	-3,338	-3.92	-5.24
Indiv: Coloured	126,328	202,784	119,944	193,416	-6,384	-9,368	-5.05	-4.62
Adults: LSM 5-7	394,201	623,613	415,437	660,894	21,236	37,281	5.39	5.98
Adults: LSM 8-10	536,380	949,843	521,139	906,519	-15,241	-43,324	-2.84	-4.56

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.