

# BRC TAMS UNIVERSE UPDATE

## FROM THE JAN – DEC 2019 TO THE JUL 2018 – JUN 2019 ESTABLISHMENT SURVEY

### BACKGROUND

- The TAMS Universe is updated at regular intervals to correspond with the latest Household and Population figures from the Establishment Survey.
- This universe update will be implemented in the TAMS data from Monday the 28<sup>th</sup> October 2019.
- The last TAMS universe update occurred on Monday the 20<sup>th</sup> May 2019.

### HISTORY OF TV UNIVERSE UPDATES

- Below is a history of both the TV Household and TV Individuals universe updates that have been implemented since 2016. The total Individual universe comprises people age 4 years and over.
- Effective May 2019 update, TAMS uses a 12-month rolling ES to determine the TV universe.
- The reason for this change is to improve the stability of the universe estimates delivered out of the Establishment Survey: by removing unnecessary noise created by shorter sample period of an independent 6 month ES TV universe estimates.

	2017	2017	2018	2018	2019	2019
Implemented	5-Jun-2017	2-Oct-2017	16-Apr-2018	8-Oct-2018	20-May-2019	28-Oct-2019
Source	ES TV Universe Jul -Dec 2016	ES TV Universe Jan-Jun 2017	ES TV Universe Jul-Dec 2017	ES TV Universe Jan-Jun 2018	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18 - Jun 19
Households	13 996 480	14 006 143	14 085 579	14 410 723	14 469 184	14 577 947
Individuals	44 068 935	45 062 118	45 353 968	46 280 043	46 444 215	46 635 618
Growth in Individuals	-929 501	993 183	291 851	926 075	164 172	191 403

### REVIEW OF POPULATION CHANGES FOR THE MAY 2019 TAMS UNIVERSE UPDATE

#### 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 Household and Individual Universes

- The ES TV household universe has increased by 0.75% (108 763 households), and the individuals' universe showed a change of 0.41% increase (191 403 individuals).

	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18 - Jun 19	Difference #	Difference %
Households	14 469 184	14 577 947	108 763	0.75
Individuals	46 444 215	46 635 618	191 403	0.41

## TV Individuals

- The total children universe increased by 0.10% (10 640 children). The total adult universe increased by 0.50% (180 763 adults), with a noticeable growth seen in the adult age group of 65+ of 10% (233 691 adults 65+).

	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18-Jun 19	Difference #	Difference %
Total Male	22 673 481	22 845 231	171 750	0.76
Total Female	23 770 734	23 790 387	19 653	0.08
Total Individuals	46 444 215	46 635 618	191 403	0.41
Age 04 - 06	3 124 257	3 093 141	-31 116	-1.00
Age 07 - 10	3 934 486	3 939 369	4 883	0.12
Age 11 - 14	3 555 105	3 591 978	36 873	1.04
Total Children	10 613 848	10 624 488	10 640	0.10
Age 15 - 24	8 442 052	8 426 665	-15 387	-0.18
Age 25 - 34	9 802 259	9 707 580	-94 679	-0.97
Age 35 - 49	9 215 426	9 446 367	230 941	2.51
Age 50 - 64	6 034 537	5 860 734	-173 803	-2.88
Age 65+	2 336 093	2 569 784	233 691	10.00
Total Adults	35 830 367	36 011 130	180 763	0.50
Total Individuals	46 444 215	46 635 618	191 403	0.41

- The new ES TV universe shows small increases in NWP of 2.82% (88 182 individuals) followed by EC of 2.16% (114 300 individuals). LIM is showing the biggest decrease of -2.41% (111 805 individuals).

	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18-Jun 19	Difference #	Difference %
WC	5 594 064	5 648 462	54 398	0.97
NC	967 493	983 918	16 425	1.70
FS	2 317 354	2 366 218	48 864	2.11
EC	5 280 553	5 394 853	114 300	2.16
KZN	9 098 944	8 978 348	-120 596	-1.33
MPU	3 710 356	3 695 326	-15 030	-0.41
LIM	4 643 962	4 532 157	-111 805	-2.41
GAU	11 706 283	11 822 948	116 665	1.00
NWP	3 125 206	3 213 388	88 182	2.82
Total Individuals	46 444 215	46 635 618	191 403	0.41

- The ES makes use of 3 area types (metro, urban and rural). There is a small increase in metro areas of 0.85% (158 067 individuals) and in urban areas of 1.08% (141 573 individuals).

	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18-Jun 19	Difference #	Difference %
Metro	18 670 436	18 828 503	158 067	0.85
Rural	14 636 497	14 528 260	-108 237	-0.74
Urban	13 137 282	13 278 855	141 573	1.08
Total Individuals	46 444 215	46 635 618	191 403	0.41

- The ES TV universe shows a decrease in the white population group of -3.68% (136 928 individuals). An increase is seen in the coloured population group of 3.33% (145 517 individuals).

	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18-Jun 19	Difference #	Difference %
African Black	37 206 819	37 404 628	197 809	0.53
White	3 716 182	3 579 254	-136 928	-3.68
Indian	1 146 109	1 131 114	-14 995	-1.31
Coloured	4 375 105	4 520 622	145 517	3.33
Total Individuals	46 444 215	46 635 618	191 403	0.41

- DStv universes are updated using audited DStv subscriber figures, at the mid-point of the ES fieldwork period; that being March 2019 for the October 2019 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 5.96%, while growth on an individual level is now 5.97%.

	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18-Jun 19	Difference #	Difference %
Pay TV	20 803 373	22 044 617	1 241 244	5.97
No Pay TV	25 640 842	24 591 001	-1 049 841	-4.09
Total Individuals	46 444 215	46 635 618	191 403	0.41

	ES TV Universe Jan-Dec 2018	ES TV Universe Jul 18-Jun 19	Difference #	Difference %
Pay TV	6 740 265	7 142 118	401 853	5.96
No Pay TV	7 728 919	7 435 829	-293 090	-3.79
Total Households	14 469 184	14 577 947	108 763	0.75

## TESTING METHODOLOGY AND PERIOD (TAMS DATA)

### Testing Methodology

- The test data includes the new universe update.
- The new universe update is based on the 12-month rolling Establishment Survey July 2018 – June 2019 and is compared to the current live data which uses the Establishment Survey January – December 2018 universe estimates.
- The test period (off TAMS data) covers the 16<sup>th</sup> September to 22<sup>nd</sup> September 2019; which is 1 full week, Monday to Sunday.
- Two day-parts (off TAMS data) are examined: Full Day: 02h00 to 26h00 and Prime Time: 17h00 to 22h00.
- Tests include several target markets. (The sample sizes and the universe sizes of these target markets are at the end of the document.)

### RIM Weighting Structure and Efficiency (off TAMS data)

- 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	Categories
Province	9
Race	4
Area	3
Pay TV vs No Pay TV	2
Household Size	2
Total number of categories	20

Min Factor	AVG Factor	Max Factor	Efficiency %
970	5 056	13 436	68%

## Individual Weighting Structure and Efficiency

RIM Individuals	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	6
Kids/adults x 3 SEM Super Groups	6
<b>Total number of categories</b>	<b>54</b>

Min Factor	AVG Factor	Max Factor	Efficiency %
1 252	4 179	14 544	87%

## VIEWING TEST DATA (OFF TAMS DATA)

### Total TV

Target \ Day Part	TVR %							
	ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)	17.14	33.11	17.31	33.33	0.17	0.22	0.99	0.66
Adults Age 15+	17.90	34.35	18.06	34.56	0.16	0.21	0.89	0.61
Kids Age 4-14	14.59	28.95	14.76	29.14	0.17	0.19	1.17	0.66
Adults Age 15-24	15.03	28.94	15.16	29.14	0.13	0.20	0.86	0.69
Adults Age 25-34	17.09	31.93	17.31	32.22	0.22	0.29	1.29	0.91
Adults Age 35-49	18.73	35.52	18.82	35.63	0.09	0.11	0.48	0.31
Adults Age 50-64	20.26	40.07	20.39	40.13	0.13	0.06	0.64	0.15
Adults Age 65+	22.24	44.63	22.30	44.56	0.06	-0.07	0.27	-0.16
Women 15+	19.09	37.36	19.19	37.47	0.10	0.11	0.52	0.29
Men 15+	16.63	31.14	16.86	31.49	0.23	0.35	1.38	1.12
Housewives	18.41	36.27	18.46	36.27	0.05	0.00	0.27	0.00
Indiv: White	16.95	33.97	17.17	34.31	0.22	0.34	1.30	1.00
Indiv: Black	17.19	33.26	17.35	33.47	0.16	0.21	0.93	0.63
Indiv: Indian	15.37	28.31	15.46	28.10	0.09	-0.21	0.59	-0.74
Indiv: Coloured	17.37	32.39	17.51	32.70	0.14	0.31	0.81	0.96

Target \ Day Part	TVR							
	ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)	7 961 062	15 379 890	8 071 245	15 542 648	110 183	162 758	1.38	1.06
Adults Age 15+	6 412 286	12 307 059	6 502 615	12 446 676	90 329	139 617	1.41	1.13
Kids Age 4-14	1 548 776	3 072 830	1 568 629	3 095 973	19 853	23 143	1.28	0.75
Adults Age 15-24	1 269 028	2 443 513	1 277 406	2 455 923	8 378	12 410	0.66	0.51
Adults Age 25-34	1 674 953	3 129 469	1 680 128	3 127 905	5 175	-1 564	0.31	-0.05
Adults Age 35-49	1 726 246	3 273 636	1 777 369	3 365 950	51 123	92 314	2.96	2.82
Adults Age 50-64	1 222 612	2 417 950	1 194 765	2 351 684	-27 847	-66 266	-2.28	-2.74
Adults Age 65+	519 447	1 042 491	572 947	1 145 213	53 500	102 722	10.30	9.85
Women 15+	3 528 285	6 905 958	3 549 019	6 929 833	20 734	23 875	0.59	0.35
Men 15+	2 884 001	5 401 101	2 953 597	5 516 843	69 596	115 742	2.41	2.14
Housewives	2 286 829	4 504 537	2 298 599	4 514 929	11 770	10 392	0.51	0.23
Indiv: White	629 950	1 262 424	614 381	1 228 139	-15 569	-34 285	-2.47	-2.72
Indiv: Black	6 394 957	12 375 866	6 490 578	12 518 605	95 621	142 739	1.50	1.15
Indiv: Indian	176 186	324 447	174 876	317 821	-1 310	-6 626	-0.74	-2.04
Indiv: Coloured	759 969	1 417 154	791 410	1 478 084	31 441	60 930	4.14	4.30

# SABC 1

Target \ Day Part	TVR %							
	ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)	3.41	9.49	3.38	9.42	-0.03	-0.07	-0.88	-0.74
Adults Age 15+	3.57	9.81	3.53	9.73	-0.04	-0.08	-1.12	-0.82
Kids Age 4-14	2.86	8.40	2.85	8.39	-0.01	-0.01	-0.35	-0.12
Adults Age 15-24	3.07	8.68	3.04	8.64	-0.03	-0.04	-0.98	-0.46
Adults Age 25-34	3.58	9.72	3.53	9.65	-0.05	-0.07	-1.40	-0.72
Adults Age 35-49	3.67	9.97	3.63	9.87	-0.04	-0.10	-1.09	-1.00
Adults Age 50-64	4.02	11.04	3.97	10.94	-0.05	-0.10	-1.24	-0.91
Adults Age 65+	3.84	10.47	3.78	10.29	-0.06	-0.18	-1.56	-1.72
Women 15+	3.86	10.80	3.83	10.69	-0.03	-0.11	-0.78	-1.02
Men 15+	3.26	8.75	3.23	8.71	-0.03	-0.04	-0.92	-0.46
Housewives	3.69	10.17	3.62	10.01	-0.07	-0.16	-1.90	-1.57
Indiv: White	0.15	0.24	0.12	0.22	-0.03	-0.02	-20.00	-8.33
Indiv: Black	4.12	11.53	4.09	11.45	-0.03	-0.08	-0.73	-0.69
Indiv: Indian	0.49	1.38	0.44	1.22	-0.05	-0.16	-10.20	-11.59
Indiv: Coloured	0.87	2.11	0.82	1.96	-0.05	-0.15	-5.75	-7.11

Target \ Day Part	TVR							
	ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)	1 584 012	4 405 931	1 575 450	4 393 919	-8 562	-12 012	-0.54	-0.27
Adults Age 15+	1 280 218	3 514 620	1 272 471	3 502 868	-7 747	-11 752	-0.61	-0.33
Kids Age 4-14	303 793	891 311	302 979	891 051	-814	-260	-0.27	-0.03
Adults Age 15-24	258 909	732 531	256 403	727 853	-2 506	-4 678	-0.97	-0.64
Adults Age 25-34	350 945	952 796	342 877	936 825	-8 068	-15 971	-2.30	-1.68
Adults Age 35-49	338 332	918 369	343 170	932 768	4 838	14 399	1.43	1.57
Adults Age 50-64	242 292	666 430	232 948	640 905	-9 344	-25 525	-3.86	-3.83
Adults Age 65+	89 740	244 494	97 072	264 517	7 332	20 023	8.17	8.19
Women 15+	714 387	1 996 975	707 515	1 977 689	-6 872	-19 286	-0.96	-0.97
Men 15+	565 831	1 517 644	564 956	1 525 179	-875	7 535	-0.15	0.50
Housewives	458 043	1 262 749	450 725	1 245 584	-7 318	-17 165	-1.60	-1.36
Indiv: White	5 468	9 022	4 349	7 973	-1 119	-1 049	-20.46	-11.63
Indiv: Black	1 534 683	4 288 879	1 528 840	4 283 615	-5 843	-5 264	-0.38	-0.12
Indiv: Indian	5 587	15 824	5 024	13 809	-563	-2 015	-10.08	-12.73
Indiv: Coloured	38 274	92 206	37 236	88 523	-1 038	-3 683	-2.71	-3.99



## SABC 2

Target \ Day Part	TVR %							
	ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)	1.37	3.12	1.35	3.07	-0.02	-0.05	-1.46	-1.60
Adults Age 15+	1.47	3.31	1.45	3.25	-0.02	-0.06	-1.36	-1.81
Kids Age 4-14	1.01	2.49	0.99	2.43	-0.02	-0.06	-1.98	-2.41
Adults Age 15-24	1.05	2.47	1.05	2.46	0.00	-0.01	0.00	-0.40
Adults Age 25-34	1.16	2.64	1.15	2.60	-0.01	-0.04	-0.86	-1.52
Adults Age 35-49	1.55	3.24	1.52	3.19	-0.03	-0.05	-1.94	-1.54
Adults Age 50-64	2.11	4.68	2.06	4.51	-0.05	-0.17	-2.37	-3.63
Adults Age 65+	2.39	5.84	2.31	5.65	-0.08	-0.19	-3.35	-3.25
Women 15+	1.57	3.64	1.54	3.57	-0.03	-0.07	-1.91	-1.92
Men 15+	1.36	2.96	1.36	2.91	0.00	-0.05	0.00	-1.69
Housewives	1.63	3.73	1.59	3.64	-0.04	-0.09	-2.45	-2.41
Indiv: White	1.34	4.20	1.25	3.93	-0.09	-0.27	-6.72	-6.43
Indiv: Black	1.28	2.67	1.27	2.65	-0.01	-0.02	-0.78	-0.75
Indiv: Indian	0.71	0.88	0.66	0.75	-0.05	-0.13	-7.04	-14.77
Indiv: Coloured	2.29	6.59	2.23	6.42	-0.06	-0.17	-2.62	-2.58

Target \ Day Part	TVR							
	ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)	634 726	1 449 511	628 488	1 429 421	-6 238	-20 090	-0.98	-1.39
Adults Age 15+	527 645	1 184 879	523 445	1 170 775	-4 200	-14 104	-0.80	-1.19
Kids Age 4-14	107 081	264 632	105 044	258 646	-2 037	-5 986	-1.90	-2.26
Adults Age 15-24	88 652	208 570	88 313	207 485	-339	-1 085	-0.38	-0.52
Adults Age 25-34	113 607	258 504	111 218	252 700	-2 389	-5 804	-2.10	-2.25
Adults Age 35-49	142 508	298 986	143 959	301 023	1 451	2 037	1.02	0.68
Adults Age 50-64	127 121	282 492	120 655	264 419	-6 466	-18 073	-5.09	-6.40
Adults Age 65+	55 756	136 327	59 298	145 149	3 542	8 822	6.35	6.47
Women 15+	291 130	672 323	285 482	661 162	-5 648	-11 161	-1.94	-1.66
Men 15+	236 515	512 556	237 963	509 613	1 448	-2 943	0.61	-0.57
Housewives	202 799	463 445	197 609	453 499	-5 190	-9 946	-2.56	-2.15
Indiv: White	49 630	155 911	44 801	140 724	-4 829	-15 187	-9.73	-9.74
Indiv: Black	476 748	995 282	475 581	990 037	-1 167	-5 245	-0.24	-0.53
Indiv: Indian	8 182	10 110	7 436	8 512	-746	-1 598	-9.12	-15.81
Indiv: Coloured	100 166	288 208	100 670	290 150	504	1 942	0.50	0.67

# SABC 3

		TVR %							
		ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)		0.54	0.75	0.53	0.73	-0.01	-0.02	-1.85	-2.67
Adults Age 15+		0.60	0.81	0.58	0.79	-0.02	-0.02	-3.33	-2.47
Kids Age 4-14		0.36	0.55	0.35	0.53	-0.01	-0.02	-2.78	-3.64
Adults Age 15-24		0.40	0.51	0.39	0.49	-0.01	-0.02	-2.50	-3.92
Adults Age 25-34		0.58	0.78	0.58	0.78	0.00	0.00	0.00	0.00
Adults Age 35-49		0.60	0.81	0.58	0.79	-0.02	-0.02	-3.33	-2.47
Adults Age 50-64		0.70	1.01	0.68	0.98	-0.02	-0.03	-2.86	-2.97
Adults Age 65+		1.09	1.41	1.04	1.35	-0.05	-0.06	-4.59	-4.26
Women 15+		0.64	0.89	0.62	0.86	-0.02	-0.03	-3.13	-3.37
Men 15+		0.55	0.72	0.54	0.71	-0.01	-0.01	-1.82	-1.39
Housewives		0.64	0.90	0.62	0.87	-0.02	-0.03	-3.13	-3.33
Indiv: White		0.70	1.06	0.66	1.01	-0.04	-0.05	-5.71	-4.72
Indiv: Black		0.48	0.65	0.47	0.63	-0.01	-0.02	-2.08	-3.08
Indiv: Indian		0.60	1.04	0.51	0.95	-0.09	-0.09	-15.00	-8.65
Indiv: Coloured		0.96	1.26	0.95	1.24	-0.01	-0.02	-1.04	-1.59

		TVR							
		ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)		251 798	347 322	247 387	339 335	-4 411	-7 987	-1.75	-2.30
Adults Age 15+		213 528	288 843	210 400	283 126	-3 128	-5 717	-1.46	-1.98
Kids Age 4-14		38 270	58 480	36 988	56 209	-1 282	-2 271	-3.35	-3.88
Adults Age 15-24		33 597	43 227	32 658	41 396	-939	-1 831	-2.79	-4.24
Adults Age 25-34		56 551	76 585	55 889	75 280	-662	-1 305	-1.17	-1.70
Adults Age 35-49		55 568	74 824	55 068	74 430	-500	-394	-0.90	-0.53
Adults Age 50-64		42 295	61 249	40 014	57 420	-2 281	-3 829	-5.39	-6.25
Adults Age 65+		25 517	32 957	26 771	34 600	1 254	1 643	4.91	4.99
Women 15+		117 904	164 832	115 088	158 955	-2 816	-5 877	-2.39	-3.57
Men 15+		95 624	124 011	95 312	124 171	-312	160	-0.33	0.13
Housewives		78 976	112 184	76 587	107 760	-2 389	-4 424	-3.02	-3.94
Indiv: White		25 994	39 401	23 597	36 308	-2 397	-3 093	-9.22	-7.85
Indiv: Black		177 057	240 857	175 173	236 165	-1 884	-4 692	-1.06	-1.95
Indiv: Indian		6 831	11 881	5 726	10 705	-1 105	-1 176	-16.18	-9.90
Indiv: Coloured		41 915	55 183	42 892	56 157	977	974	2.33	1.77

		TVR %							
		ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)		2.39	5.27	2.33	5.14	-0.06	-0.13	-2.51	-2.47
Adults Age 15+		2.47	5.45	2.41	5.32	-0.06	-0.13	-2.43	-2.39
Kids Age 4-14		2.12	4.66	2.07	4.56	-0.05	-0.10	-2.36	-2.15
Adults Age 15-24		2.35	5.17	2.31	5.08	-0.04	-0.09	-1.70	-1.74
Adults Age 25-34		2.49	5.35	2.44	5.26	-0.05	-0.09	-2.01	-1.68
Adults Age 35-49		2.53	5.56	2.45	5.40	-0.08	-0.16	-3.16	-2.88
Adults Age 50-64		2.50	5.67	2.42	5.47	-0.08	-0.20	-3.20	-3.53
Adults Age 65+		2.57	5.92	2.46	5.67	-0.11	-0.25	-4.28	-4.22
Women 15+		2.81	6.22	2.73	6.07	-0.08	-0.15	-2.85	-2.41
Men 15+		2.12	4.63	2.07	4.52	-0.05	-0.11	-2.36	-2.38
Housewives		2.68	6.02	2.58	5.80	-0.10	-0.22	-3.73	-3.65
Indiv: White		1.40	3.17	1.27	2.91	-0.13	-0.26	-9.29	-8.20
Indiv: Black		2.49	5.54	2.43	5.42	-0.06	-0.12	-2.41	-2.17
Indiv: Indian		1.67	3.70	1.67	3.64	0.00	-0.06	0.00	-1.62
Indiv: Coloured		2.64	5.19	2.56	5.02	-0.08	-0.17	-3.03	-3.28

		TVR							
		ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)		1 111 266	2 447 698	1 087 531	2 399 254	-23 735	-48 444	-2.14	-1.98
Adults Age 15+		886 646	1 953 310	868 034	1 914 880	-18 612	-38 430	-2.10	-1.97
Kids Age 4-14		224 620	494 388	219 497	484 374	-5 123	-10 014	-2.28	-2.03
Adults Age 15-24		198 422	436 435	194 351	427 753	-4 071	-8 682	-2.05	-1.99
Adults Age 25-34		244 260	524 573	237 038	510 834	-7 222	-13 739	-2.96	-2.62
Adults Age 35-49		232 838	512 108	231 483	509 816	-1 355	-2 292	-0.58	-0.45
Adults Age 50-64		151 039	341 899	141 867	320 651	-9 172	-21 248	-6.07	-6.21
Adults Age 65+		60 087	138 296	63 295	145 825	3 208	7 529	5.34	5.44
Women 15+		519 117	1 150 768	505 759	1 122 773	-13 358	-27 995	-2.57	-2.43
Men 15+		367 530	802 542	362 275	792 107	-5 255	-10 435	-1.43	-1.30
Housewives		333 296	747 666	320 742	722 310	-12 554	-25 356	-3.77	-3.39
Indiv: White		52 031	117 777	45 298	104 090	-6 733	-13 687	-12.94	-11.62
Indiv: Black		924 710	2 060 395	907 720	2 026 991	-16 990	-33 404	-1.84	-1.62
Indiv: Indian		19 171	42 416	18 937	41 196	-234	-1 220	-1.22	-2.88
Indiv: Coloured		115 355	227 110	115 576	226 977	221	-133	0.19	-0.06

## DStv Commercial Total

Target \ Day Part	TVR %							
	ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)	3.61	5.79	3.81	6.11	0.20	0.32	5.54	5.53
Adults Age 15+	3.66	5.93	3.86	6.27	0.20	0.34	5.46	5.73
Kids Age 4-14	3.45	5.31	3.63	5.58	0.18	0.27	5.22	5.08
Adults Age 15-24	3.19	5.00	3.33	5.24	0.14	0.24	4.39	4.80
Adults Age 25-34	3.75	5.99	3.95	6.36	0.20	0.37	5.33	6.18
Adults Age 35-49	3.71	6.02	3.90	6.35	0.19	0.33	5.12	5.48
Adults Age 50-64	3.86	6.49	4.08	6.90	0.22	0.41	5.70	6.32
Adults Age 65+	4.31	7.25	4.53	7.62	0.22	0.37	5.10	5.10
Women 15+	3.84	6.39	4.02	6.71	0.18	0.32	4.69	5.01
Men 15+	3.48	5.45	3.68	5.81	0.20	0.36	5.75	6.61
Housewives	3.54	5.91	3.74	6.27	0.20	0.36	5.65	6.09
Indiv: White	4.64	7.53	5.02	8.11	0.38	0.58	8.19	7.70
Indiv: Black	3.68	5.90	3.86	6.21	0.18	0.31	4.89	5.25
Indiv: Indian	2.03	3.13	2.29	3.52	0.26	0.39	12.81	12.46
Indiv: Coloured	2.60	4.08	2.81	4.41	0.21	0.33	8.08	8.09

Target \ Day Part	TVR							
	ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)	1 678 667	2 688 994	1 774 587	2 851 011	95 920	162 017	5.71	6.03
Adults Age 15+	1 312 664	2 125 369	1 388 819	2 258 410	76 155	133 041	5.80	6.26
Kids Age 4-14	366 003	563 625	385 769	592 601	19 766	28 976	5.40	5.14
Adults Age 15-24	269 125	421 812	280 998	441 293	11 873	19 481	4.41	4.62
Adults Age 25-34	367 930	587 492	383 765	617 144	15 835	29 652	4.30	5.05
Adults Age 35-49	342 194	554 888	368 530	599 573	26 336	44 685	7.70	8.05
Adults Age 50-64	232 658	391 858	239 101	404 558	6 443	12 700	2.77	3.24
Adults Age 65+	100 757	169 319	116 425	195 842	15 668	26 523	15.55	15.66
Women 15+	709 467	1 180 758	743 406	1 241 321	33 939	60 563	4.78	5.13
Men 15+	603 197	944 611	645 413	1 017 090	42 216	72 479	7.00	7.67
Housewives	439 937	734 573	465 450	780 350	25 513	45 777	5.80	6.23
Indiv: White	172 514	279 797	179 536	290 294	7 022	10 497	4.07	3.75
Indiv: Black	1 368 957	2 194 584	1 441 958	2 321 503	73 001	126 919	5.33	5.78
Indiv: Indian	23 251	35 893	25 954	39 774	2 703	3 881	11.63	10.81
Indiv: Coloured	113 945	178 719	127 138	199 441	13 193	20 722	11.58	11.59

## Open View

		TVR %							
		ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)		1.38	2.38	1.38	2.36	0.00	-0.02	0.00	-0.84
Adults Age 15+		1.45	2.50	1.45	2.49	0.00	-0.01	0.00	-0.40
Kids Age 4-14		1.16	1.97	1.15	1.93	-0.01	-0.04	-0.86	-2.03
Adults Age 15-24		1.19	1.92	1.20	1.93	0.01	0.01	0.84	0.52
Adults Age 25-34		1.19	1.87	1.19	1.83	0.00	-0.04	0.00	-2.14
Adults Age 35-49		1.39	2.38	1.40	2.40	0.01	0.02	0.72	0.84
Adults Age 50-64		2.11	3.84	2.11	3.79	0.00	-0.05	0.00	-1.30
Adults Age 65+		1.96	4.28	1.93	4.21	-0.03	-0.07	-1.53	-1.64
Women 15+		1.56	2.71	1.55	2.69	-0.01	-0.02	-0.64	-0.74
Men 15+		1.33	2.28	1.34	2.28	0.01	0.00	0.75	0.00
Housewives		1.57	2.89	1.55	2.85	-0.02	-0.04	-1.27	-1.38
Indiv: White		2.83	5.80	2.77	5.63	-0.06	-0.17	-2.12	-2.93
Indiv: Black		0.88	1.36	0.89	1.37	0.01	0.01	1.14	0.74
Indiv: Indian		4.81	9.55	4.61	8.99	-0.20	-0.56	-4.16	-5.86
Indiv: Coloured		3.49	6.31	3.48	6.37	-0.01	0.06	-0.29	0.95

		TVR							
		ES TV UNIVERSE JAN-DEC 2018 (OFF TAMS DATA)		ES TV UNIVERSE JUL 18 - JUN 19 (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)		641 778	1 105 555	643 380	1 102 153	1 602	-3 402	0.25	-0.31
Adults Age 15+		518 723	896 105	521 450	897 010	2 727	905	0.53	0.10
Kids Age 4-14		123 056	209 450	121 930	205 142	-1 126	-4 308	-0.92	-2.06
Adults Age 15-24		100 509	162 501	100 836	162 663	327	162	0.33	0.10
Adults Age 25-34		116 434	182 936	115 170	177 976	-1 264	-4 960	-1.09	-2.71
Adults Age 35-49		128 448	219 101	132 377	226 353	3 929	7 252	3.06	3.31
Adults Age 50-64		127 539	231 514	123 454	221 927	-4 085	-9 587	-3.20	-4.14
Adults Age 65+		45 793	100 054	49 613	108 091	3 820	8 037	8.34	8.03
Women 15+		287 864	500 988	286 568	497 009	-1 296	-3 979	-0.45	-0.79
Men 15+		230 859	395 117	234 882	400 001	4 023	4 884	1.74	1.24
Housewives		194 732	359 530	193 384	354 771	-1 348	-4 759	-0.69	-1.32
Indiv: White		105 017	215 556	99 114	201 402	-5 903	-14 154	-5.62	-6.57
Indiv: Black		329 112	504 485	334 625	511 134	5 513	6 649	1.68	1.32
Indiv: Indian		55 105	109 465	52 174	101 639	-2 931	-7 826	-5.32	-7.15
Indiv: Coloured		152 544	276 049	157 467	287 977	4 923	11 928	3.23	4.32

## SAMPLE AND UNIVERSE SIZES (OFF TAMS DATA)

Variable	ES TV Universe Jan-Dec 2018 (OFF TAMS DATA)		ES TV Universe Jul 18 - Jun 19 (OFF TAMS DATA)	
	Universe	Sample	Universe	Sample
Total Indv (incl guests)	46 444 215	11 115	46 635 619	11 115
Adults Age 15+	35 830 366	8 519	36 011 131	8 519
Kids Age 4-14	10 613 849	2 596	10 624 488	2 596
Adults Age 15-24	8 442 052	2 133	8 426 665	2 133
Adults Age 25-34	9 802 259	1 734	9 707 581	1 734
Adults Age 35-49	9 215 425	1 878	9 446 368	1 878
Adults Age 50-64	6 034 537	1 681	5 860 734	1 681
Adults Age 65+	2 336 093	1 093	2 569 784	1 093
Women 15+	18 486 921	4 874	18 494 355	4 874
Men 15+	17 343 446	3 645	17 516 777	3 645
Housewives	12 507 223	3 345	12 505 957	3 345
Indiv: White	3 716 182	726	3 579 254	726
Indiv: Black	37 206 819	9 298	37 404 629	9 298
Indiv: Indian	1 146 109	236	1 131 114	236
Indiv: Coloured	4 375 105	855	4 520 622	855

## CONCLUSION

- For October 2019 TAMS universe update, data shows overall stability in both weighting efficiencies and TV ratings. The observed changes in TV ratings reflect the movements in population estimates in the latest ES. The industry can look forward to stable and accurate TAMS data going forward.