

BRC TAMS UNIVERSE UPDATE

FROM THE JUL 2018 – JUN 2019 ESTABLISHMENT SURVEY TO PAMS 2019

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 5th October 2020.
- The last TAMS universe update occurred on Monday the 28th October 2019.
- PAMS 2019 has been used for the October 2020 universe update.

HISTORY OF TV UNIVERSE UPDATES

- Below is a history of both the TV Household and TV Individuals universe updates that have been implemented since 2017. The total Individual universe comprises people age 4 years and over.
- As of May 2019, TAMS used 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.
- Effective October 2020, TAMS used the PAMS 2019 database to determine the TV universe.

	2017	2018	2018	2019	2019	2020
Implemented	2-Oct-2017	16-Apr-2018	8-Oct-2018	20-May-2019	28-Oct-2019	5-Oct-2020
Source	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	PAMS TV Universe 2019
Households	14 006 143	14 085 579	14 410 723	14 469 184	14 577 947	15 876 571
Individuals	45 062 118	45 353 968	46 280 043	46 444 215	46 635 618	49 995 283
Growth in Individuals	993 183	291 851	926 075	164 172	191 403	3 359 665

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 PAMS TV household universe has increased by 8.91% (1.298m households), and the individuals' universe showed a 7.2% increase (3.359m individuals).

	ES TV Universe Jul 18 - Jun 19	PAMS TV Universe 2019	Difference #	Difference %
Households	14 577 947	15 876 571	1 298 624	8.91
Individuals	46 635 618	49 995 283	3 359 665	7.20

TV Individuals

- Most demographics are showing an increase between 4% - 10% with the change in databases. The biggest change is being reflected against the 65+ age group (24.6%) and the smallest change among the 4-6 age group (+2.28%).

	ES TV Universe Jul 18-Jun 19	PAMS TV Universe 2019	Difference #	Difference %
Total Male	22 845 231	24 245 996	1 400 765	6.13
Total Female	23 790 387	25 749 286	1 958 899	8.23
Total Individuals	46 635 618	49 995 282	3 359 664	7.20
Age 04 - 06	3 093 141	3 163 803	70 662	2.28
Age 07 - 10	3 939 369	4 184 796	245 427	6.23
Age 11 - 14	3 591 978	3 952 683	360 705	10.04
Total Children	10 624 488	11 301 282	676 794	6.37
Age 15 - 24	8 426 665	8 768 365	341 700	4.05
Age 25 - 34	9 707 580	10 141 216	433 636	4.47
Age 35 - 49	9 446 367	10 334 844	888 477	9.41
Age 50 - 64	5 860 734	6 247 501	386 767	6.60
Age 65+	2 569 784	3 202 074	632 290	24.60
Total Adults	36 011 130	38 694 000	2 682 870	7.45
Total Individuals	46 635 618	49 995 282	3 359 664	7.20

- The PAMS TV Universe shows an increase in individuals living in most of the provinces. The provinces showing the highest increase are LIM (11.41%) and Gauteng (13.04%).

	ES TV Universe Jul 18-Jun 19	PAMS TV Universe 2019	Difference #	Difference %
WC	5 648 462	6 141 344	492 882	8.73
NC	983 918	1 011 666	27 748	2.82
FS	2 366 218	2 436 205	69 987	2.96
EC	5 394 853	5 195 505	-199 348	-3.70
KZN	8 978 348	9 449 131	470 783	5.24
MPU	3 695 326	3 977 300	281 974	7.63
LIM	4 532 157	5 049 476	517 319	11.41
GAU	11 822 948	13 364 327	1 541 379	13.04
NWP	3 213 388	3 370 328	156 940	4.88
Total Individuals	46 635 618	49 995 282	3 359 664	7.20

- PAMS makes use of 3 area types (metro, urban and rural). There is a big increase in metro areas of (15.92%) and marginal increases in the other area types.

	ES TV Universe Jul 18-Jun 19	PAMS TV Universe 2019	Difference #	Difference %
Metro	18 828 503	21 825 158	2 996 655	15.92
Rural	14 528 260	14 759 259	230 999	1.59
Urban	13 278 855	13 410 865	132 010	0.99
Total Individuals	46 635 618	49 995 282	3 359 664	7.20

- The PAMS TV universe shows an increase in all population groups with higher proportionate growth among the White (20.62%) and Indian (17.51%) universes.

	ES TV Universe Jul 18-Jun 19	PAMS TV Universe 2019	Difference #	Difference %
African Black	37 404 628	39 712 324	2 307 696	6.17
White	3 579 254	4 317 234	737 980	20.62
Indian	1 131 114	1 329 174	198 060	17.51
Coloured	4 520 622	4 636 550	115 928	2.56
Total Individuals	46 635 618	49 995 282	3 359 664	7.20

- DStv universes are updated using audited DStv subscriber figures, that being March 2020 for the October 2020 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.
- Both Pay TV and Non-Pay TV individual universes have increased in line with the population growth. There has been a greater growth in Non-Pay TV households.

	ES TV Universe Jul 18-Jun 19	PAMS TV Universe 2019	Difference #	Difference %
Pay TV	22 044 617	23 689 564	1 644 947	7.46
No Pay TV	24 591 001	26 305 718	1 714 717	6.97
Total Individuals	46 635 618	49 995 282	3 359 664	7.20

	ES TV Universe Jul 18-Jun 19	PAMS TV Universe 2019	Difference #	Difference %
Pay TV	7 142 118	7 460 182	318 064	4.45
No Pay TV	7 435 829	8 416 389	980 560	13.19
Total Households	14 577 947	15 876 571	1 298 624	8.91

TESTING METHODOLOGY AND PERIOD (TAMS DATA)

Testing Methodology

- The test data includes the new universe update.
- The new universe update is based on the 2019 PAMS survey and is compared to the current live data which uses the Establishment Survey July 2018 – June 2019 universe estimates.
- The test period (off TAMS data) covers the 13th July to 26th July 2020; which is 2 weeks, 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 %
1 847	6 470	13 395	84%

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
Total number of categories	54

Min Factor	AVG Factor	Max Factor	Efficiency %
1 073	5 160	25 466	82%

VIEWING TEST DATA (OFF TAMS DATA)

Total TV

Target \ Day Part	TVR							
	ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)	7 290 398	14 409 486	7 908 989	15 601 029	618 591	1 191 543	8.49	8.27
Adults Age 15+	5 766 221	11 417 645	6 300 484	12 436 808	534 263	1 019 163	9.27	8.93
Kids Age 4-14	1 524 177	2 991 841	1 608 505	3 164 220	84 328	172 379	5.53	5.76
Adults Age 15-24	1 095 571	2 176 281	1 157 665	2 293 631	62 094	117 350	5.67	5.39
Adults Age 25-34	1 465 393	2 840 185	1 551 786	2 985 728	86 393	145 543	5.90	5.12
Adults Age 35-49	1 592 967	3 090 364	1 765 776	3 397 029	172 809	306 665	10.85	9.92
Adults Age 50-64	1 106 846	2 250 585	1 191 755	2 423 687	84 909	173 102	7.67	7.69
Adults Age 65+	505 444	1 060 230	633 501	1 336 734	128 057	276 504	25.34	26.08
Women 15+	3 074 595	6 149 586	3 385 332	6 772 739	310 737	623 153	10.11	10.13
Men 15+	2 691 626	5 268 059	2 915 152	5 664 069	223 526	396 010	8.30	7.52
Housewives	2 099 286	4 185 378	2 337 976	4 668 394	238 690	483 016	11.37	11.54
Indiv: White	553 523	1 223 808	665 554	1 472 669	112 031	248 861	20.24	20.33
Indiv: Black	5 844 959	11 509 916	6 297 360	12 348 764	452 401	838 848	7.74	7.29
Indiv: Indian	173 944	340 242	199 326	386 800	25 382	46 558	14.59	13.68
Indiv: Coloured	717 972	1 335 520	746 749	1 392 797	28 777	57 277	4.01	4.29

Target \ Day Part	TVR %							
	ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)	15.6	30.9	15.8	31.2	0.20	0.30	1.28	0.97
Adults Age 15+	16.0	31.7	16.3	32.1	0.30	0.40	1.88	1.26
Kids Age 4-14	14.3	28.2	14.2	28.0	-0.10	-0.20	-0.70	-0.71
Adults Age 15-24	13.0	25.8	13.2	26.2	0.20	0.40	1.54	1.55
Adults Age 25-34	15.1	29.3	15.3	29.4	0.20	0.10	1.32	0.34
Adults Age 35-49	16.9	32.7	17.1	32.9	0.20	0.20	1.18	0.61
Adults Age 50-64	18.9	38.4	19.1	38.8	0.20	0.40	1.06	1.04
Adults Age 65+	19.7	41.3	19.8	41.7	0.10	0.40	0.51	0.97
Women 15+	16.6	33.3	16.8	33.5	0.20	0.20	1.20	0.60
Men 15+	15.4	30.1	15.8	30.6	0.40	0.50	2.60	1.66
Housewives	16.5	33.0	16.7	33.3	0.20	0.30	1.21	0.91
Indiv: White	15.5	34.2	15.4	34.1	-0.10	-0.10	-0.65	-0.29
Indiv: Black	15.6	30.8	15.9	31.1	0.30	0.30	1.92	0.97
Indiv: Indian	15.4	30.1	15.0	29.1	-0.40	-1.00	-2.60	-3.32
Indiv: Coloured	15.9	29.5	16.1	30.0	0.20	0.50	1.26	1.69

SABC 1

		TVR							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		1 322 315	3 774 231	1 379 092	3 945 917	56 777	171 686	4.29	4.55
Adults Age 15+		1 054 744	2 971 088	1 102 691	3 116 417	47 947	145 329	4.55	4.89
Kids Age 4-14		267 571	803 144	276 401	829 500	8 830	26 356	3.30	3.28
Adults Age 15-24		198 645	595 209	202 091	606 197	3 446	10 988	1.73	1.85
Adults Age 25-34		298 814	831 062	301 887	844 567	3 073	13 505	1.03	1.63
Adults Age 35-49		296 577	805 436	311 875	849 857	15 298	44 421	5.16	5.52
Adults Age 50-64		181 036	519 730	189 747	544 263	8 711	24 533	4.81	4.72
Adults Age 65+		79 671	219 652	97 091	271 533	17 420	51 881	21.86	23.62
Women 15+		549 452	1 579 597	582 147	1 684 375	32 695	104 778	5.95	6.63
Men 15+		505 291	1 391 490	520 544	1 432 042	15 253	40 552	3.02	2.91
Housewives		359 993	1 025 316	386 812	1 111 718	26 819	86 402	7.45	8.43
Indiv: White		2 003	5 135	2 392	6 381	389	1 246	19.42	24.26
Indiv: Black		1 290 977	3 691 026	1 349 420	3 867 627	58 443	176 601	4.53	4.78
Indiv: Indian		9 353	26 825	6 489	18 516	-2 864	-8 309	-30.62	-30.97
Indiv: Coloured		19 982	51 245	20 792	53 393	810	2 148	4.05	4.19

		TVR %							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		2.8	8.1	2.8	7.9	0.00	-0.20	0.00	-2.47
Adults Age 15+		2.9	8.3	2.8	8.1	-0.10	-0.20	-3.45	-2.41
Kids Age 4-14		2.5	7.6	2.4	7.3	-0.10	-0.30	-4.00	-3.95
Adults Age 15-24		2.4	7.1	2.3	6.9	-0.10	-0.20	-4.17	-2.82
Adults Age 25-34		3.1	8.6	3.0	8.3	-0.10	-0.30	-3.23	-3.49
Adults Age 35-49		3.1	8.5	3.0	8.2	-0.10	-0.30	-3.23	-3.53
Adults Age 50-64		3.1	8.9	3.0	8.7	-0.10	-0.20	-3.23	-2.25
Adults Age 65+		3.1	8.5	3.0	8.5	-0.10	0.00	-3.23	0.00
Women 15+		3.0	8.5	2.9	8.3	-0.10	-0.20	-3.33	-2.35
Men 15+		2.9	7.9	2.8	7.7	-0.10	-0.20	-3.45	-2.53
Housewives		2.8	8.1	2.8	7.9	0.00	-0.20	0.00	-2.47
Indiv: White		0.1	0.1	0.1	0.1	0.00	0.00	0.00	0.00
Indiv: Black		3.5	9.9	3.4	9.7	-0.10	-0.20	-2.86	-2.02
Indiv: Indian		0.8	2.4	0.5	1.4	-0.30	-1.00	-37.50	-41.67
Indiv: Coloured		0.4	1.1	0.4	1.2	0.00	0.10	0.00	9.09

SABC 2

		TVR							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		484 059	1 175 716	524 488	1 273 485	40 429	97 769	8.35	8.32
Adults Age 15+		405 382	963 784	439 138	1 043 027	33 756	79 243	8.33	8.22
Kids Age 4-14		78 677	211 932	85 350	230 458	6 673	18 526	8.48	8.74
Adults Age 15-24		60 273	164 004	61 512	168 596	1 239	4 592	2.06	2.80
Adults Age 25-34		91 613	222 825	94 294	230 144	2 681	7 319	2.93	3.28
Adults Age 35-49		112 032	239 439	126 564	266 071	14 532	26 632	12.97	11.12
Adults Age 50-64		97 340	221 480	101 225	232 096	3 885	10 616	3.99	4.79
Adults Age 65+		44 124	116 036	55 542	146 120	11 418	30 084	25.88	25.93
Women 15+		211 702	517 142	229 417	562 289	17 715	45 147	8.37	8.73
Men 15+		193 680	446 641	209 721	480 737	16 041	34 096	8.28	7.63
Housewives		156 882	375 584	172 726	415 749	15 844	40 165	10.10	10.69
Indiv: White		41 471	129 074	50 436	157 642	8 965	28 568	21.62	22.13
Indiv: Black		336 569	794 711	362 519	852 295	25 950	57 584	7.71	7.25
Indiv: Indian		4 344	7 660	4 573	7 184	229	-476	5.27	-6.21
Indiv: Coloured		101 675	244 271	106 960	256 364	5 285	12 093	5.20	4.95

		TVR %							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		1.0	2.5	1.0	2.5	0.00	0.00	0.00	0.00
Adults Age 15+		1.1	2.7	1.1	2.7	0.00	0.00	0.00	0.00
Kids Age 4-14		0.7	2.0	0.8	2.0	0.10	0.00	14.29	0.00
Adults Age 15-24		0.7	1.9	0.7	1.9	0.00	0.00	0.00	0.00
Adults Age 25-34		0.9	2.3	0.9	2.3	0.00	0.00	0.00	0.00
Adults Age 35-49		1.2	2.5	1.2	2.6	0.00	0.10	0.00	4.00
Adults Age 50-64		1.7	3.8	1.6	3.7	-0.10	-0.10	-5.88	-2.63
Adults Age 65+		1.7	4.5	1.7	4.6	0.00	0.10	0.00	2.22
Women 15+		1.1	2.8	1.1	2.8	0.00	0.00	0.00	0.00
Men 15+		1.1	2.5	1.1	2.6	0.00	0.10	0.00	4.00
Housewives		1.2	3.0	1.2	3.0	0.00	0.00	0.00	0.00
Indiv: White		1.2	3.6	1.2	3.7	0.00	0.10	0.00	2.78
Indiv: Black		0.9	2.1	0.9	2.1	0.00	0.00	0.00	0.00
Indiv: Indian		0.4	0.7	0.3	0.5	-0.10	-0.20	-25.00	-28.57
Indiv: Coloured		2.2	5.4	2.3	5.5	0.10	0.10	4.55	1.85

SABC 3

		TVR							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		150 938	257 617	169 044	292 722	18 106	35 105	12.00	13.63
Adults Age 15+		128 369	217 720	143 426	247 515	15 057	29 795	11.73	13.69
Kids Age 4-14		22 569	39 897	25 619	45 207	3 050	5 310	13.51	13.31
Adults Age 15-24		20 521	34 890	21 689	38 645	1 168	3 755	5.69	10.76
Adults Age 25-34		23 963	44 735	25 470	49 508	1 507	4 773	6.29	10.67
Adults Age 35-49		36 372	59 300	40 097	65 458	3 725	6 158	10.24	10.38
Adults Age 50-64		29 058	48 935	32 030	54 090	2 972	5 155	10.23	10.53
Adults Age 65+		18 455	29 860	24 140	39 814	5 685	9 954	30.80	33.34
Women 15+		62 850	101 649	71 571	117 280	8 721	15 631	13.88	15.38
Men 15+		65 518	116 071	71 855	130 235	6 337	14 164	9.67	12.20
Housewives		48 447	74 887	56 380	88 572	7 933	13 685	16.37	18.27
Indiv: White		18 789	33 474	23 915	42 351	5 126	8 877	27.28	26.52
Indiv: Black		98 698	178 781	107 861	198 571	9 163	19 790	9.28	11.07
Indiv: Indian		4 324	5 484	4 955	6 532	631	1 048	14.59	19.11
Indiv: Coloured		29 127	39 878	32 314	45 268	3 187	5 390	10.94	13.52

		TVR %							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		0.3	0.6	0.3	0.6	0.00	0.00	0.00	0.00
Adults Age 15+		0.4	0.6	0.4	0.6	0.00	0.00	0.00	0.00
Kids Age 4-14		0.2	0.4	0.2	0.4	0.00	0.00	0.00	0.00
Adults Age 15-24		0.2	0.4	0.2	0.4	0.00	0.00	0.00	0.00
Adults Age 25-34		0.2	0.5	0.3	0.5	0.10	0.00	50.00	0.00
Adults Age 35-49		0.4	0.6	0.4	0.6	0.00	0.00	0.00	0.00
Adults Age 50-64		0.5	0.8	0.5	0.9	0.00	0.10	0.00	12.50
Adults Age 65+		0.7	1.2	0.8	1.2	0.10	0.00	14.29	0.00
Women 15+		0.3	0.5	0.4	0.6	0.10	0.10	33.33	20.00
Men 15+		0.4	0.7	0.4	0.7	0.00	0.00	0.00	0.00
Housewives		0.4	0.6	0.4	0.6	0.00	0.00	0.00	0.00
Indiv: White		0.5	0.9	0.6	1.0	0.10	0.10	20.00	11.11
Indiv: Black		0.3	0.5	0.3	0.5	0.00	0.00	0.00	0.00
Indiv: Indian		0.4	0.5	0.4	0.5	0.00	0.00	0.00	0.00
Indiv: Coloured		0.6	0.9	0.7	1.0	0.10	0.10	16.67	11.11

		TVR							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		872 005	2 142 979	931 091	2 295 187	59 086	152 208	6.78	7.10
Adults Age 15+		703 306	1 721 616	751 273	1 846 226	47 967	124 610	6.82	7.24
Kids Age 4-14		168 699	421 363	179 818	448 961	11 119	27 598	6.59	6.55
Adults Age 15-24		125 209	319 617	127 736	328 232	2 527	8 615	2.02	2.70
Adults Age 25-34		202 662	467 889	209 286	485 551	6 624	17 662	3.27	3.77
Adults Age 35-49		195 121	484 022	212 677	523 504	17 556	39 482	9.00	8.16
Adults Age 50-64		126 872	316 533	133 931	336 397	7 059	19 864	5.56	6.28
Adults Age 65+		53 441	133 554	67 643	172 542	14 202	38 988	26.58	29.19
Women 15+		384 966	952 932	415 935	1 035 961	30 969	83 029	8.04	8.71
Men 15+		318 340	768 684	335 338	810 265	16 998	41 581	5.34	5.41
Housewives		267 721	653 179	293 220	719 785	25 499	66 606	9.52	10.20
Indiv: White		49 599	140 077	61 518	176 160	11 919	36 083	24.03	25.76
Indiv: Black		694 759	1 681 383	737 930	1 783 150	43 171	101 767	6.21	6.05
Indiv: Indian		21 592	55 065	22 170	58 968	578	3 903	2.68	7.09
Indiv: Coloured		106 055	266 454	109 472	276 909	3 417	10 455	3.22	3.92

		TVR %							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		1.9	4.6	1.9	4.6	0.00	0.00	0.00	0.00
Adults Age 15+		2.0	4.8	1.9	4.8	-0.10	0.00	-5.00	0.00
Kids Age 4-14		1.6	4.0	1.6	4.0	0.00	0.00	0.00	0.00
Adults Age 15-24		1.5	3.8	1.5	3.7	0.00	-0.10	0.00	-2.63
Adults Age 25-34		2.1	4.8	2.1	4.8	0.00	0.00	0.00	0.00
Adults Age 35-49		2.1	5.1	2.1	5.1	0.00	0.00	0.00	0.00
Adults Age 50-64		2.2	5.4	2.1	5.4	-0.10	0.00	-4.55	0.00
Adults Age 65+		2.1	5.2	2.1	5.4	0.00	0.20	0.00	3.85
Women 15+		2.1	5.2	2.1	5.1	0.00	-0.10	0.00	-1.92
Men 15+		1.8	4.4	1.8	4.4	0.00	0.00	0.00	0.00
Housewives		2.1	5.1	2.1	5.1	0.00	0.00	0.00	0.00
Indiv: White		1.4	3.9	1.4	4.1	0.00	0.20	0.00	5.13
Indiv: Black		1.9	4.5	1.9	4.5	0.00	0.00	0.00	0.00
Indiv: Indian		1.9	4.9	1.7	4.4	-0.20	-0.50	-10.53	-10.20
Indiv: Coloured		2.3	5.9	2.4	6.0	0.10	0.10	4.35	1.69

DStv Commercial Total

Target \ Day Part	TVR							
	ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)	1 354 614	2 498 232	1 481 959	2 748 713	127 345	250 481	9.40	10.03
Adults Age 15+	1 076 999	1 986 457	1 197 848	2 221 534	120 849	235 077	11.22	11.83
Kids Age 4-14	277 615	511 776	284 111	527 179	6 496	15 403	2.34	3.01
Adults Age 15-24	234 296	421 066	252 780	459 385	18 484	38 319	7.89	9.10
Adults Age 25-34	286 945	513 028	311 442	558 955	24 497	45 927	8.54	8.95
Adults Age 35-49	278 167	514 296	318 661	590 024	40 494	75 728	14.56	14.72
Adults Age 50-64	199 432	384 095	218 259	422 242	18 827	38 147	9.44	9.93
Adults Age 65+	78 160	153 972	96 706	190 928	18 546	36 956	23.73	24.00
Women 15+	579 624	1 094 774	646 812	1 228 373	67 188	133 599	11.59	12.20
Men 15+	497 375	891 683	551 036	993 161	53 661	101 478	10.79	11.38
Housewives	374 207	708 744	419 876	797 840	45 669	89 096	12.20	12.57
Indiv: White	116 032	224 927	131 416	256 488	15 384	31 561	13.26	14.03
Indiv: Black	1 146 687	2 096 768	1 257 226	2 312 842	110 539	216 074	9.64	10.31
Indiv: Indian	19 411	40 399	21 298	44 679	1 887	4 280	9.72	10.59
Indiv: Coloured	72 483	136 138	72 019	134 703	-464	-1 435	-0.64	-1.05

Target \ Day Part	TVR %							
	ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)	2.9	5.4	3.0	5.5	0.10	0.10	3.45	1.85
Adults Age 15+	3.0	5.5	3.1	5.7	0.10	0.20	3.33	3.64
Kids Age 4-14	2.6	4.8	2.5	4.7	-0.10	-0.10	-3.85	-2.08
Adults Age 15-24	2.8	5.0	2.9	5.2	0.10	0.20	3.57	4.00
Adults Age 25-34	3.0	5.3	3.1	5.5	0.10	0.20	3.33	3.77
Adults Age 35-49	2.9	5.4	3.1	5.7	0.20	0.30	6.90	5.56
Adults Age 50-64	3.4	6.6	3.5	6.8	0.10	0.20	2.94	3.03
Adults Age 65+	3.0	6.0	3.0	6.0	0.00	0.00	0.00	0.00
Women 15+	3.1	5.9	3.2	6.1	0.10	0.20	3.23	3.39
Men 15+	2.8	5.1	3.0	5.4	0.20	0.30	7.14	5.88
Housewives	2.9	5.6	3.0	5.7	0.10	0.10	3.45	1.79
Indiv: White	3.2	6.3	3.0	5.9	-0.20	-0.40	-6.25	-6.35
Indiv: Black	3.1	5.6	3.2	5.8	0.10	0.20	3.23	3.57
Indiv: Indian	1.7	3.6	1.6	3.4	-0.10	-0.20	-5.88	-5.56
Indiv: Coloured	1.6	3.0	1.6	2.9	0.00	-0.10	0.00	-3.33

Open View

		TVR							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		509 817	870 260	560 268	970 401	50 451	100 141	9.90	11.51
Adults Age 15+		402 420	697 069	441 283	774 167	38 863	77 098	9.66	11.06
Kids Age 4-14		107 396	173 191	118 984	196 234	11 588	23 043	10.79	13.30
Adults Age 15-24		72 725	118 768	75 377	125 815	2 652	7 047	3.65	5.93
Adults Age 25-34		87 237	136 051	90 664	139 424	3 427	3 373	3.93	2.48
Adults Age 35-49		111 717	186 965	122 697	207 998	10 980	21 033	9.83	11.25
Adults Age 50-64		87 320	165 121	96 988	184 725	9 668	19 604	11.07	11.87
Adults Age 65+		43 422	90 164	55 556	116 205	12 134	26 041	27.94	28.88
Women 15+		213 369	368 956	233 913	411 573	20 544	42 617	9.63	11.55
Men 15+		189 051	328 113	207 370	362 595	18 319	34 482	9.69	10.51
Housewives		158 811	280 321	177 002	317 408	18 191	37 087	11.45	13.23
Indiv: White		66 436	155 217	83 070	192 365	16 634	37 148	25.04	23.93
Indiv: Black		274 309	395 525	293 829	432 170	19 520	36 645	7.12	9.26
Indiv: Indian		29 826	54 333	36 856	67 740	7 030	13 407	23.57	24.68
Indiv: Coloured		139 246	265 185	146 512	278 126	7 266	12 941	5.22	4.88

		TVR %							
		ES TV UNIVERSE JUL18 - JUN 19 (OFF TAMS DATA)		PAMS TV UNIVERSE 2019 (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)		1.1	1.9	1.1	1.9	0.00	0.00	0.00	0.00
Adults Age 15+		1.1	1.9	1.1	2.0	0.00	0.10	0.00	5.26
Kids Age 4-14		1.0	1.6	1.1	1.7	0.10	0.10	10.00	6.25
Adults Age 15-24		0.9	1.4	0.9	1.4	0.00	0.00	0.00	0.00
Adults Age 25-34		0.9	1.4	0.9	1.4	0.00	0.00	0.00	0.00
Adults Age 35-49		1.2	2.0	1.2	2.0	0.00	0.00	0.00	0.00
Adults Age 50-64		1.5	2.8	1.6	3.0	0.10	0.20	6.67	7.14
Adults Age 65+		1.7	3.5	1.7	3.6	0.00	0.10	0.00	2.86
Women 15+		1.2	2.0	1.2	2.0	0.00	0.00	0.00	0.00
Men 15+		1.1	1.9	1.1	2.0	0.00	0.10	0.00	5.26
Housewives		1.3	2.2	1.3	2.3	0.00	0.10	0.00	4.55
Indiv: White		1.9	4.3	1.9	4.5	0.00	0.20	0.00	4.65
Indiv: Black		0.7	1.1	0.7	1.1	0.00	0.00	0.00	0.00
Indiv: Indian		2.6	4.8	2.8	5.1	0.20	0.30	7.69	6.25
Indiv: Coloured		3.1	5.9	3.2	6.0	0.10	0.10	3.23	1.69

SAMPLE AND UNIVERSE SIZES (OFF TAMS DATA)

Variable	ES TV Universe Jul 18 - Jun 19 (OFF TAMS DATA)		TV Universe PAMS 2019 (OFF TAMS DATA)	
	Universe	Sample	Universe	Sample
Total Indv (incl guests)	46 635 619	9 486	49 995 283	9 486
Adults Age 15+	36 011 131	7 342	38 694 000	7 342
Kids Age 4-14	10 624 488	2 144	11 301 283	2 144
Adults Age 15-24	8 426 665	1 839	8 768 364	1 839
Adults Age 25-34	9 707 581	1 500	10 141 216	1 500
Adults Age 35-49	9 446 368	1 627	10 334 844	1 627
Adults Age 50-64	5 860 734	1 432	6 247 501	1 432
Adults Age 65+	2 569 784	944	3 202 074	944
Women 15+	18 494 355	4 153	20 201 730	4 153
Men 15+	17 516 777	3 189	18 492 271	3 189
Housewives	12 505 957	2 901	14 053 852	2 901
Indiv: White	3 579 254	614	4 317 234	614
Indiv: Black	37 404 629	7 839	39 712 325	7 839
Indiv: Indian	1 131 114	234	1 329 174	234
Indiv: Coloured	4 520 622	799	4 636 550	799

CONCLUSION

- For October 2020 TAMS universe update, data shows a step change in universe sizes due to the introduction of PAMS 2019 as the source of the TV audiences.
- The observed changes in the ratings reflect a stable move.
- The industry can look forward to stable and accurate TAMS data going forward.