







DStv-i Overview



-  Establish a common currency across the DStv platform, channels and advertisers
-  Robust sample sizes at an individual channel level
-  Credible, reliable audience
-  Facilitate the development of a new sales model
-  Complement the TAMS panel
-  Measurement of time shifted viewing, Video on Demand (VOD) and mobile

The Multichoice platform:

- Assist in channel acquisition decisions
- Used to performance manage the channels
- Determine subscriber needs and preferences
- Identify hardware and software requirements

Channel suppliers, schedulers and content producers:

- To determine scheduling and repeat patterns
- Assist with content and production decisions
- Provide audience share and competitive analysis

Advertisers and Agencies:

- To provide greater accountability
- Allow for guaranteed audience trading
- Credible ratings and precise targeting would lead to increased efficiency and reduced risk



- Recruitment of representative panel via Call Centre
- Personal demos captured
- Collection of household diary data

- Local Infosys installation in South Africa
- Data also available to end users through 3rd Party software suppliers: Telmar, Arianna & TechEdge



- Decoders and modems installed
- Household activated on server

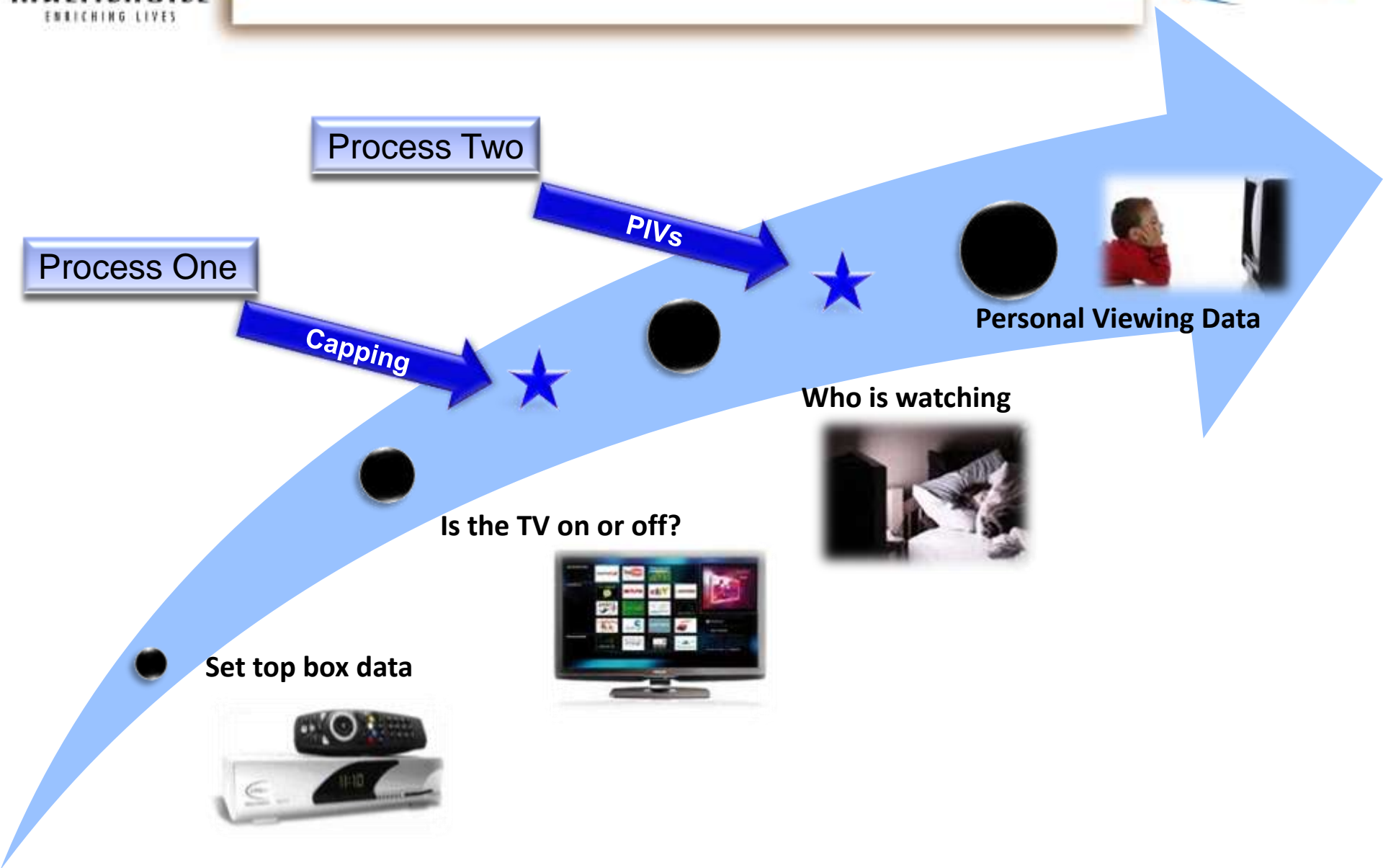


- STB polled daily via mobile MTN network

KANTAR MEDIA

- Data to Kantar Media UK for processing
- Diary data is matched with STB data
- Capping algorithm is applied
- PIV algorithm is applied to get to personal viewing
- Data is weighted to population and personal viewing TVR's are released

How does the Algorithm work?



- **Progressive Capping** is employed to account for the occasions where the decoder has been left on but the viewing session has ended
- Two stages are employed:
 - Determine which sessions are going to be capped
 - By how much the session will be capped
- **Dynamic (un)capping** is deployed in Kantar RPD services to cope with programmes greater than one hour where viewing would typically be capped but genuine viewing continues to the end of the programme.
 - For example, soccer and cricket matches, big events like the royal wedding, Idols final etc.

People Meters	Return Path Data (RPD)
Universe updated twice a year	Universe updated monthly
11,245 million DStv Individuals on 1 Feb-12 Based on 488 households and 1,680 household members	11,463 million DStv-i Individuals on 1 Feb-12 Based on 1,655 households and 5,403 household members
Includes Guests and Domestic helpers viewing	Excludes Guests and Domestic helpers viewing Drops viewing by approximately 10-15%
Measures analogue and digital viewing	Measures only the TV's connected to the DStv satellite – No analogue viewing
Panel composition differs: representative of the population	Panel composition differs: representative of the subscriber base
Requires panel interaction and active management	Passive, non-intrusive panel

- The DStv-i panel consists of approximately 3,000 installed Single and Xtra View households with a minimum daily reporting sample of 1,500
- It is currently being expanded to include additional SV and XV homes as well as an SD PVR sample base with the aim of reaching a daily reporting sample of 2,000
- The universe is made up of Compact and Premium paying subscribers living in South Africa and is currently being expanded to represent all bouquets
- SD PVR data is anticipated to be available by Q2/Q3 2012. At this stage Video on Demand (VOD) data will be excluded

Channels available on DStv-i – by Genre

Entertainment & Movies
Africa Magic
Africa Magic Plus
BBC Entertainment
Comedy Central
Discovery Channel
E! Entertainment
e.tv
Events 1
Events 2
kykNet
Magic World
M-Net
M-Net Action
M-Net Movies 1
M-Net Movies 2
M-Net Series
M-Net Stars
Mzansi Magic
SABC 1
SABC 2
SABC 3
Sony Entertainment
Sony Max
Soweto TV
Studio Universal
TCM
Universal Channel
VUZU
Zone Reality

Sport
ESPN
ESPN Classic
SuperSport 1
SuperSport 2
SuperSport 3
SuperSport 4
SuperSport 5
SuperSport 6
SuperSport 7
SuperSport Action
SuperSport Blitz
SuperSport Maximo
Telly Track

Children
Boomerang
Cartoon Network
CBeebies
Disney Channel
Disney Junior
Disney XD
KidsCo
Koowe
Mindset Learn
Nickelodeon

Lifestyle & Culture
BBC Lifestyle
Fashion TV
Food Network
Home Channel
Saffron TV
Style
TLC
Travel Channel

Music
AfroMusic
Channel O
DStv Audio
MK
MTV
MTV Base
One Gospel
Trace Urban
VH1

Documentary
Animal Planet
BBC Knowledge
C&I Network
Discovery World
History Channel
ID Discovery Investigation
Ignition
Nat Geo Wild
National Geographic

News & Commerce
Al Jazeera
BBC World News
Bloomberg
CCTV News
CNBC Africa
CNN
eNews Channel
EuroNews
NDTV
Parliamentary Service
Russia Today
Sky News
Summit TV

Religion
Islam
Rhema TV
TBN

DStv Touch
Dish
SuperSport Active
Weather 24

Indian
B4U Movies
Set Asia
SET MAX
Sun TV
Zee Television

Specialist
3SAT
ARD
BVN TV
CCTV 4
Deutsche Welle
ERT Sat
Globo TV
ProSieben
Rai International
RTL
RTP International
SAT 1
SIC International
TV5 Monde Afrique

Channels currently available

Will be available Q1 2012

Channels grouped into 'Other'

- Please note that even though data is published for the following dates, it would be advisable to exclude them from your source periods. Due to technical issues beyond our control, the reporting sample, reach and TVR levels dropped to below our tolerance levels :

2010

- 10th May
- 1st June
- 19th July
- 28th October
- 28th November

2011

- 5th Jan

- DStv-i data is freely available to existing users of Telmar, Arianna and TechEdge
- DStv-i data files are sent to Telmar and Arianna on a daily basis.
- There is no data integration between DStv-i and TAMS, they are set up as 2 separate databases
- The same programme event data are used (TV Events).
- Panels (TAMS and DStv-i) are clearly labeled.
- The DStv-i systems developed by Telmar and Arianna allow for viewing data, planning and post campaigning on the DStv platform.
- The DStv Media Sales commercial channels are broken out while the remainder of channels can choose to subscribe. Non broken out channels are grouped into 'Other'. Channels broken out:
 - From 3 January 2011: **Disney Channel, CNBC Africa, Food Network and Zone Reality**
 - From 21 February 2011: **SonyMax, MTV, MTV Base, VH1, Nickelodeon, CBeebies**
 - From 4 April 2011: **eNews**
 - From 1 August 2011: **Disney XD and Animal Planet**
 - From 21 October 2011: **Studio Universal and One Gospel (VH1 back into 'Other')**
 - From 12 December 2011: **Soweto TV**
 - From 15 February 2012: **ESPN Classic**
- Any Channel on the MultiChoice bouquet could subscribe to the data for a monthly fee. Their data would then be broken out for all users to access.

New audience broken out to 3rd Parties: The DStv-i Wealth Indicator

As part of the recruitment process, panelists completed the LSM questions.
As having a DStv or M-Net subscription is one of the LSM variables, the resultant data was skewed.
Further discussion surrounding limitations of LSM as an indicator of Wealth at the top end resulted in developing a DStv-i specific behaviour/wealth indicator to complement LSM.



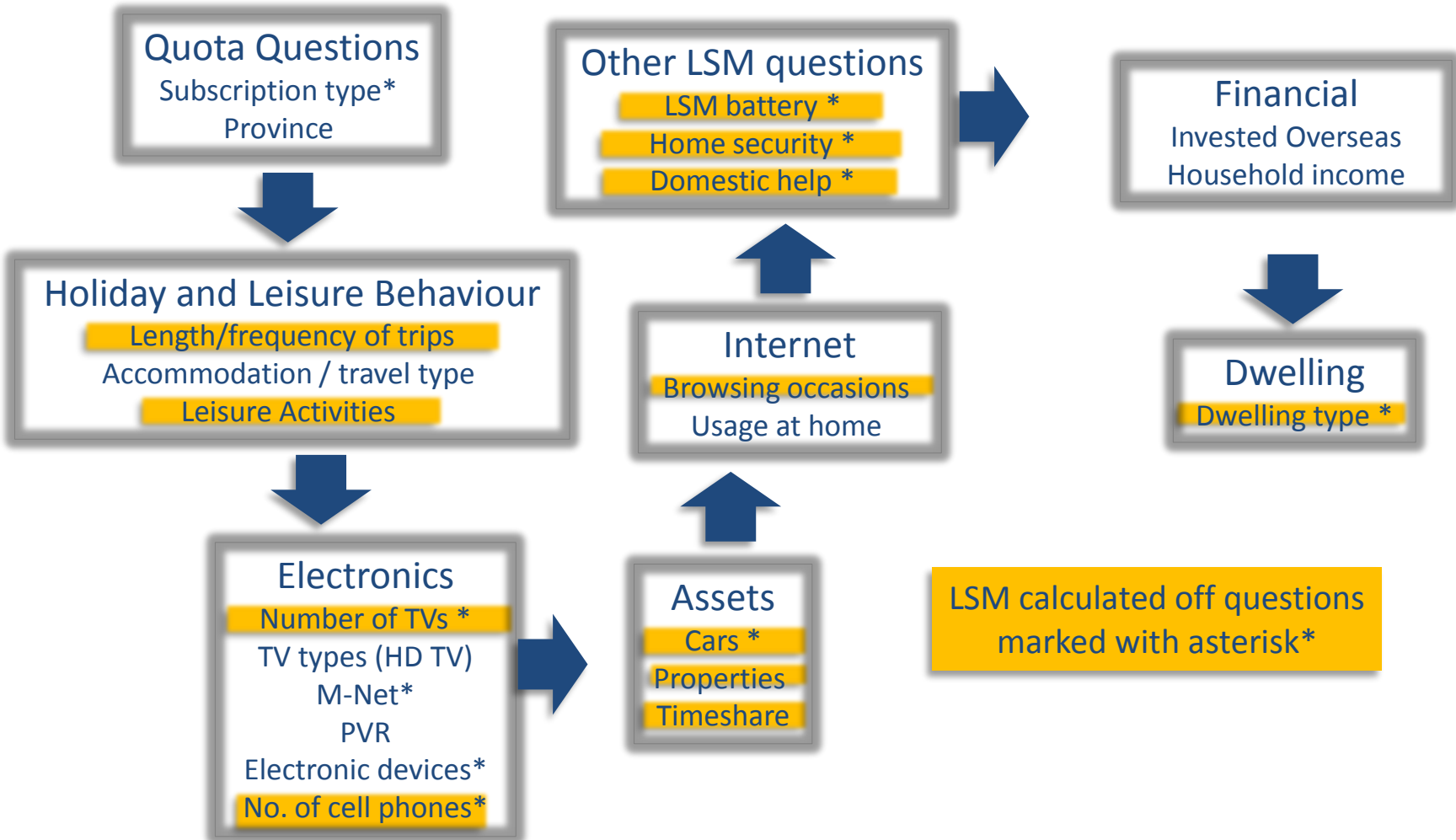
Wealth/Behaviour Indicator:

A behavioural measure correlated to Wealth and LSM.
Based on **BEHAVIOUR** and **LIFE CHOICES** as well as products.

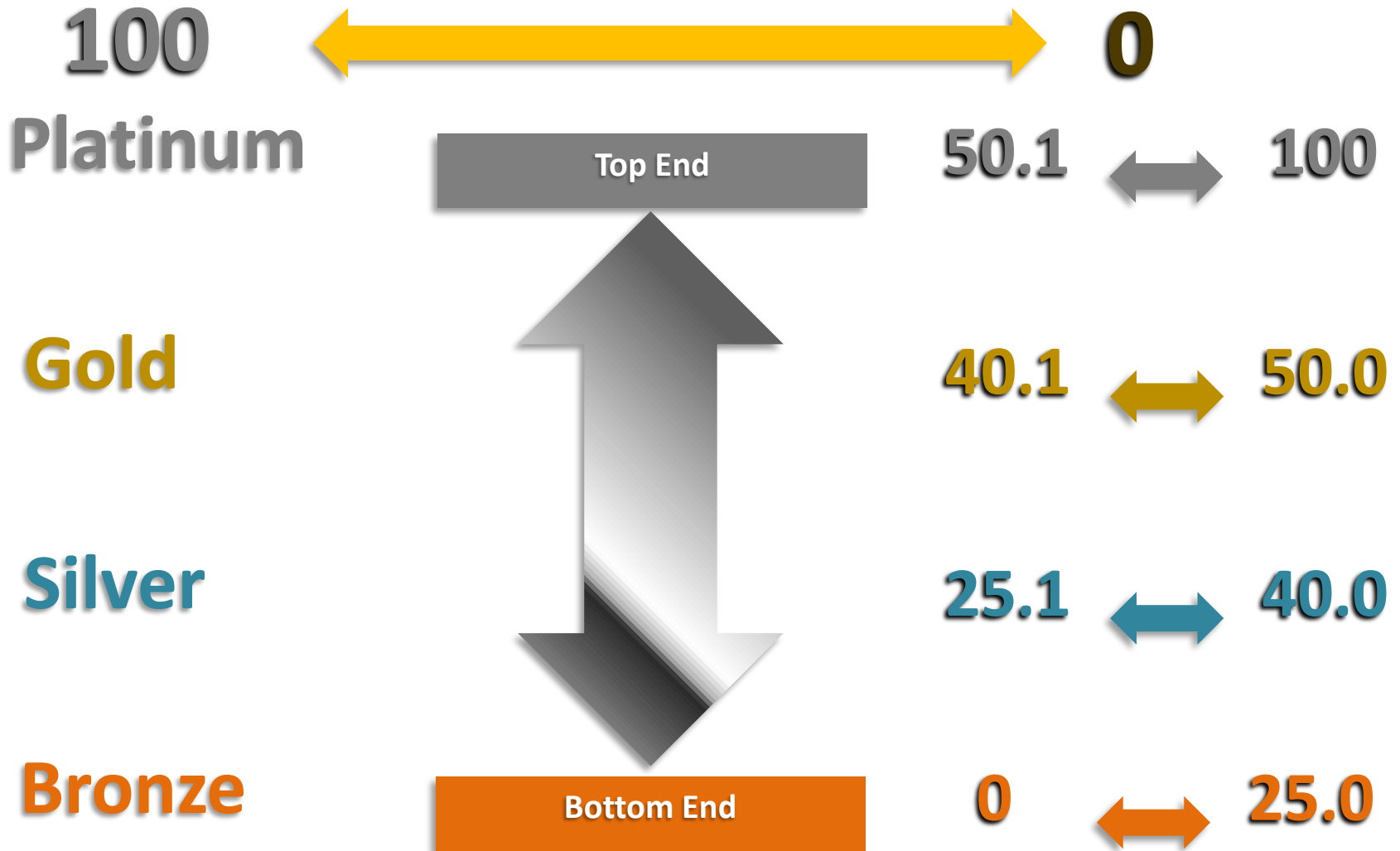
It consists of four categories, Platinum, Gold, Silver and Bronze.

These audiences are now available with data from 19 December 2012

Wealth is based on **activities** as well as products in home



Each respondent gets a cumulated score and then placed in one of eight categories



The DStv-i Wealth Indicator: Household scoring example

	Replies	Score
1. Travel Frequency in Last Year (1-3 nights)		
1 - 2 Times	Yes	2.3
2.1 Travel Frequency in Last Year (1 week)		
1 - 2 Times (1 week)	Yes	2.4
3. Holiday accommodation / travel (multiple mention)		
Self-Catering	Yes	2.8
2 or 3 Star Hotel	Yes	3
4 or 5 Star Hotel	Yes	3.5
Caravan Park	No	0
Holiday Home	Yes	2.4
First or Business Class	No	0
Ship	No	0
Game Lodge	No	0
Overseas	No	0
4. Social Activities (Multiple mention)		
Theatre	Yes	3.5
Golf Club	No	0
Exclusive Restaurant	Yes	3.3
Invested Overseas	No	0
Public Transport	No	0
Helicopter	No	0
5. Number of Televisions (Single Mention)		
2 TV Sets	Yes	3

6.1 Number of Cell Phones (single mention)		
3 Cell Phones	Yes	2.7
6.2 Landline telephones		
Telkom	No	0
Neotel	No	0
7. Number of Motor Cars (Single mention)		
2 Motor Cars	Yes	4.3
8. Number of Homes owned (Single mention)		
None	Yes	0
9. Timeshare		
Timeshare - Yes	No	0
10. Internet		
Internet - Home	Yes	3.8
11. Dishwasher		
Dishwasher - Yes	No	0
12. Home Security		
Home Security - Yes	Yes	1.9
13. Domestic Worker		
Domestic - Full-time	Yes	3.5
Domestic - Part-time	Yes	2.5
14. Dwelling Type (Single mention)		
House/Semi Detached	Yes	3.9

SCORE = 48.8 which is GOLD

DStv-i on Transmit

NOTE:

Transmit 360 reflects DStv-i data as well but only carry Quarter Hours and Profiles currently. No planning can be done on it.

The logo for Telmar, featuring the word "telmar" in a bold, blue, lowercase sans-serif font.

3.4.6 - [Programmes - Untitled]

ct Schedules Layout Window Reports Display Booking Help

Period Audience Station Programmes TimeBands Options Layout

Panel
Select Panel to use: DStv-i

Source period
Available 04/01/2010 - 05/02/2012
201002-Mon - 201206-Sun

Wk	Mo	Tu	We	Th	Fr	Sa	Su
6	30	31	1	2	3	4	5
7	6	7	8	9	10	11	12
8	13	14	15	16	17	18	19
9	20	21	22	23	24	25	26
10	27	28	29	1	2	3	4
11	5	6	7	8	9	10	11

Reset Dates

Start: 05/02/2012 End: 05/02/2012
1 day selected.

Period Options
 Apply Day by Day
 Average Data

First select the required panel from the drop down box

Projected Period
Available 01/06/2010 - 30/04/2012
201023-Tue - 201219-Mon

Wk	Mo	Tu	We	Th	Fr	Sa	Su
14	26	27	28	29	30	31	1
15	2	3	4	5	6	7	8
16	9	10	11				
17	16	17	18				
18	23	24	25				
19	30	1	2				

Use projected dates

Start: 29/04/2012 End: ...
1 day selected.

Period Event Type
Programme

NOTES:

- Telmar downloads DStv-i data once a week and TAMS data daily. A DStv-i daily load will commence in the near future.
- Time-shift data not yet available on DStv-i.

Panel
Select Panel to use: TAMS

Source period
Available 04/10/1993 - 08/02/2012
199341-Mon - 201207-Wed

Wk	Mo	Tu	We	Th	Fr	Sa	Su
6	30	31	1	2	3	4	5
7	6	7	8	9	10	11	12
8	13	14	15	16	17	18	19
9	20	21	22	23	24	25	26
10	27	28	29	1	2	3	4
11	5	6	7	8	9	10	11

Reset Dates

Start: 08/02/2012 End: 08/02/2012
1 day selected.

Period Options
 Apply Day by Day
 Average Data

Projected Period
Available 01/06/2010 - 30/04/2012
201023-Tue - 201219-Mon

Wk	Mo	Tu	We	Th	Fr	Sa	Su
14	26	27	28	29	30	31	1
15	2	3	4	5	6	7	8
16	9	10	11	12	13	14	15
17	16	17	18	19	20	21	22
18	23	24	25	26	27	28	29
19	30	1	2	3	4	5	6

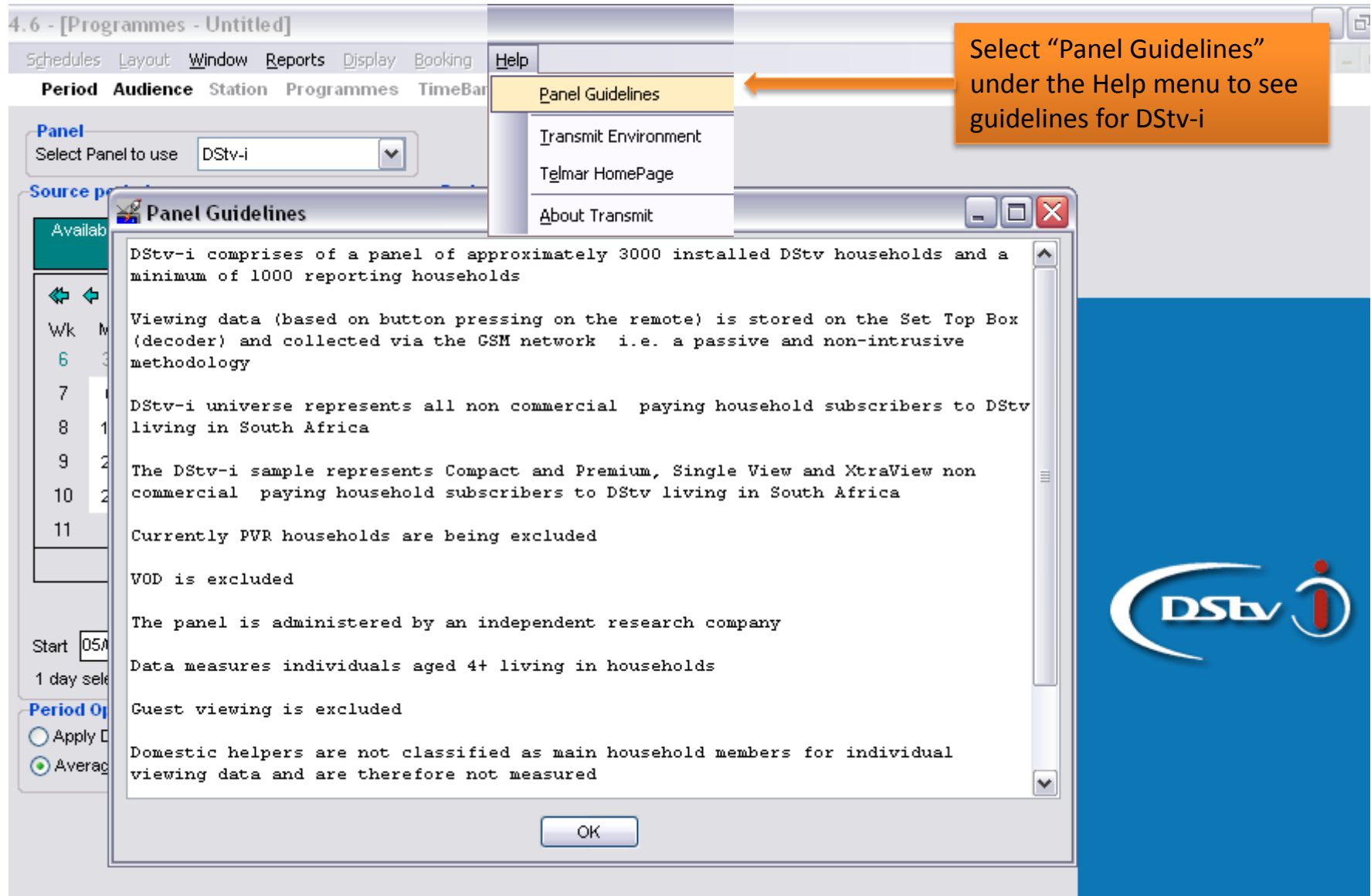
Use projected dates

Start: 25/04/2012 End: 25/04/2012
1 day selected.

Period Event Type
Programme

Viewing options
 Live
 VOSDAL
 Live+7
 See More

Available from 19/12/2011



4.6 - [Programmes - Untitled]

Schedules Layout Window Reports Display Booking Help

Period Audience Station Programmes TimeBar

Panel
Select Panel to use DStv-i

Source p...

Panel Guidelines

DStv-i comprises of a panel of approximately 3000 installed DStv households and a minimum of 1000 reporting households

Viewing data (based on button pressing on the remote) is stored on the Set Top Box (decoder) and collected via the GSM network i.e. a passive and non-intrusive methodology

DStv-i universe represents all non commercial paying household subscribers to DStv living in South Africa

The DStv-i sample represents Compact and Premium, Single View and XtraView non commercial paying household subscribers to DStv living in South Africa

Currently PVR households are being excluded

VOD is excluded

The panel is administered by an independent research company


Data measures individuals aged 4+ living in households

Guest viewing is excluded

Domestic helpers are not classified as main household members for individual viewing data and are therefore not measured

OK

Select "Panel Guidelines" under the Help menu to see guidelines for DStv-i



NEW: Wealth Indicators – a Behavioural measure correlated to Wealth and LSM .

Non Standard Audiences					
Title	Code	Title	Code	Title	Code
All		Wealth Indicator		R30000 - R34999 per month	NINC11
All Individuals 4+ years	ALL	Bronze	WBRON	R35000 - R44999 per month	NINC12
Adults 15+ years	ADS15	Silver	WSILV	R45000 - R54999 per month	NINC13
Children 4-14 years	CHIL15	Gold	WGOLD	R55000 - R64999 per month	NINC14
		Platinum	WPLAT	R65000+	NINC15
				Don't Know/Refused	NINC99
Gender					
Males 4+ years	MAL	Income Summary (After 22/08/2011)			
Females 4+ years	FEM	High Income(R35000+)	HINC	Inc nnnn-nnnn	INC
Men 15+ years	MEN15	Medium Income(R14000-R34999)	MINC		
Women 15+ years	WOM15	Low Income(R1-R13999)	LINC	Women's Status	
Boys 4-14 years	BOY15	Unknown Income	UINC	Mothers	MOTH
Girls 4-14 years	GIRL15			Housewives	HW
				Non-Housewives	NHW
Income Detailed (After 31/01/2011)					
		R1 - R5999	NINC01		
Aged 4-6	AGE4	R6000 - R7999 per month	NINC02	Household Status	
Aged 7-11	AGE7	R8000 - R9999 per month	NINC03	Household Purchsg	HPUR
Aged 12-14	AGE12	R10000 - R11999 per month	NINC04	Wholly Resp Purchsg	WPUR
Aged 15-24	AGE15	R12000 - R13999 per month	NINC05	Partly Resp Purchsg	PPUR
Aged 25-34	AGE25	R14000 - R15999 per month	NINC06	Not Resp Purchsg	NPUR
Aged 35-49	AGE35	R16000 - R17999 per month	NINC07	Unknown	UPUR
Aged 50+	AGE50	R18000 - R19999 per month	NINC08		
Age nn-nn	AGE	R20000 - R24999 per month	NINC09		
		R25000 - R29999 per month	NINC10		

NOTE: Coding of non standard targets functions in the usual way.

- Inc nnnn-nnnn can only utilise the breakdown in Income Detailed e.g. Inc R13,000-15,000 cannot be selected as an audience.
- There are no LSM's. Kantar/TNS has developed a Wealth/Behaviour Indicator which is available on Telmar DStv-i with data from 19 December 2012 onwards.

Non Standard Audiences			
Title	Code	Title	Code
Main Language (After 31/01/2011)		Language Spoken	
English	NENG	English	CENG
Afrikaans	NAFR	Afrikaans	CAFR
Zulu	NZUL	Zulu	CZUL
Xhosa	NXHO	Xhosa	CXHO
Ndebele	NNDE	Ndebele	CNDE
Swazi	NSWA	Swazi	CSWA
North Sotho	NNST	North Sotho	CNST
South Sotho	NSST	South Sotho	CSST
Tswana	NTSW	Tswana	CTSW
Venda	NVEN	Venda	CVEN
Tsonga	NTSO	Tsonga	CTSO
German	NGER	German	CGER
Italian	NITA	Italian	CITA
French	NFRE	French	CFRE
Greek	NGRE	Greek	CGRE
Portuguese	NPOR	Portuguese	CPOR
Chinese	NCHI	Chinese	CCHI
Hindi	NHIN	Hindi	CHIN
Tamil	NTAM	Tamil	CTAM
Arabic	NARA	Arabic	CARA
Other	NOTH	Other	COTH

- Languages are broken into two groups. 'Main Language from 31/01/11' reflects Main language spoken. In this section more languages are available for selection e.g. Chinese, Hindi etc. Please check sample sizes before using these.
- The second group with header 'Language Spoken' reflects all mentions of a language spoken; main language as well as secondary language. For that reason the universes are bigger than that of the main language group.

Transmit 4.8.4.6 - [Programmes - Untitled]

File Edit Select Schedules Layout Window Reports Display Booking Help

Transmit Period Audience Station Programmes TimeBands Options Layout

File

- New
- Open
- Save
- Close
- Exit

Analysis


- Clone
- Refresh
- Run
- Build
- Show
- Print

Actuals

- Show

Booking

- Send
- Receive
- Alerts

Data supplied by 

Station List

- Africa Magic
- Africa Magic +
- Animal Planet
- BBC Entertainment
- BBC Knowledge
- BBC Lifestyle
- BBC World News
- Boomerang
- Cartoon Network
- Cbeebies
- Channel O
- CNBC Africa
- CNN
- Comedy Central
- Crime Channel
- Discovery Channel
- Discovery ID
- Discovery TLC
- Discovery World
- Disney Channel
- Disney XD
- E! Entertainment
- E News
- ESPN
- Food Network
- History Channel
- Kyk NET
- Magic World
- Mk

Station Selection

Use All Stations for Share Calculations

Include Station Costs in run

NOTE:

- Only digital channels are available on the DStv-i panel.
- All the channels mentioned earlier are available on DStv-i. The rest of the channels are grouped together in "Other". That includes digital viewing for SABC and e.TV
- Initially only channels commercially represented by DStv Media Sales were broken out but we've subsequently broken out additional channels who now subscribe to our data.

Transmit 4.8.4.6 - [Programmes Result - test 1213]

File Edit Select Schedules Layout Window Reports Display Booking Help

Transmit Uses Default Query Sort/Time Average Adjust Summary Q R&F R & F Xcelerator Packages Best Breaks Import Export

Sort Order : Plan 000's Calculation Method : Programme rating

Day	Date	From	To	Station	Plan Title	Dur	Feature	U1	Plan Spot Time	Ratecard Cost	Plan Cost	Plan 000's	Plan TVR	Plan CPT	Plan CPP	Plan Share
Thu	02/02/2012	1902	1959	KNOW	Top Gear Classic	30	Maga	1		4500	4500	60	0.51	75.62	8671	1.1
Sat	04/02/2012	1017	1109	KNOW	Top Gear Classic	30	Maga	1		1800	1800	34	0.00	52.30	6000	1.2
Fri	03/02/2012	1738	1805	KNOW	Jeremy Clarkson's Motorworld	30	Maga	1		4500	4500	24	0.206	190.40	21845	0.6
Wed	01/02/2012	1609	1704	KNOW	Lady Killers	30	Docu	1		1800	1800	24	0.211	74.40	8531	0.9
Sat	04/02/2012	1945	2039	KNOW	Arctic with Bruce Parry	30	Docu	1		4500	4500		0.067	590.16	67164	0.2
Sun	05/02/2012	1600	1759	BBC	Bbc 1600-1759	30	News	1		800	800	6	0.052	133.07	15385	0.2

Option to switch between analogue and digital not available anymore

Important Note:

- The data items: Thousands and Cost per Thousand are now available on Transmit

Title	Secs	Cost	Budget	Variance	30Sec Cost	Orig Cost	Free Value	Free Spots	Spots	All Individuals 4+					
										Total 000's	Total TVR	Total CPT	Total CPP	30Sec CPP	Index
Schedule 1	180	17900	0	0	17900	17900	0	0	6	155	1.356	115.19	13201	13201	100

Transmit 4.8.4.6 - [Programmes - test 1213]

File Edit Select Schedules Layout Window Reports Display Booking Help

Transmit Period Audience Station Programmes TimeBands Options Layout

File
New
Open
Save
Close
Exit

Analysis
Clone
Refresh
Run
Build
Show

Actuals
Show

Booking
Send
Receive

Panel
Select Panel to use: TAMS

Source period
Available 04/01/2010 - 05/02/2012
201002-Mon - 201206-Sun

Wk	Mo	Tu	We	Th	Fr	Sa	Su
6	30	31	1	2	3	4	5
7	6	7	8	9	10	11	12
8	13	14	15	16	17	18	19
9	20	21	22	23	24	25	26
10	27	28	29	1	2	3	4
11	5	6	7	8	9	10	

Reset De

Start 01/02/2012 ... End 05/02/2012
5 days selected.

Projected Period
Available 01/06/2010 - 30/04/2012
201023-Tue - 201219-Mon

Wk	Mo	Tu	We	Th	Fr	Sa	Su
14	26	27	28	29	30	31	1
15	2	3	4	5	6	7	8
16	9	10	11	12	13	14	15
17	16	17	18	19	20	21	22
18	23	24	25	26	27	28	29

Confirm [X]

? Changing panels will create a new schedule and attempt to insert spots. Do you wish to continue?

Yes No

When switching between panels you will be asked if you wish to continue... Select "Yes"

6 - [Programmes - test 1213]

Schedules Layout Window Reports Display Booking Help

Period Audience Station Programmes TimeBands Options Layout

Panel
Select Panel to use: TAMS

Source period

Available 04/10/1993 - 08/02/2012
199341-Mon - 201207-Wed

February 2012

Wk	Mo	Tu	We	Th	Fr	Sa	Su
6	30	31	1	2	3	4	5
7	6	7	8	9	10	11	12
8	13	14	15	16	17	18	19
9	20	21	22	23	24	25	26
10	27	28	29	1	2	3	4
11	5	6	7	8	9	10	11

Reset Dates

Start: 01/02/2012 End: 05/02/2012
5 days selected.

Projected Period

Available 01/06/2010 - 30/04/2012
201023-Tue - 201219-Mon

April 2012

Wk	Mo	Tu	We	Th	Fr	Sa	Su
14	26	27	28	29	30	31	1
15	2	3	4	5	6	7	8
16	9	10	11	12	13	14	15
17	16	17	18	19	20	21	22
18	23	24	25	26	27	28	29

Viewing options

Live

VOSDAL

Live+7

See More

Information

NOT A VALID AUDIENCE CATEGORY. NINC15

OK

NOTE:

- The channels or audiences available for selection could be different between panels. This would result in an alert message.
- Accept and change relevant channels or audiences

Transmit 4.8.4.6 - [Programmes - test 1213]

File Edit Select Schedules Layout Window Reports Display Booking Help

Transmit Period Audience Station Programmes TimeBands Options Layout

File

- New
- Open
- Save
- Close
- Exit

Analysis

- Clone
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Actuals


- Show

Booking

- Send
- Receive

Alerts

Data supplied by



Station List

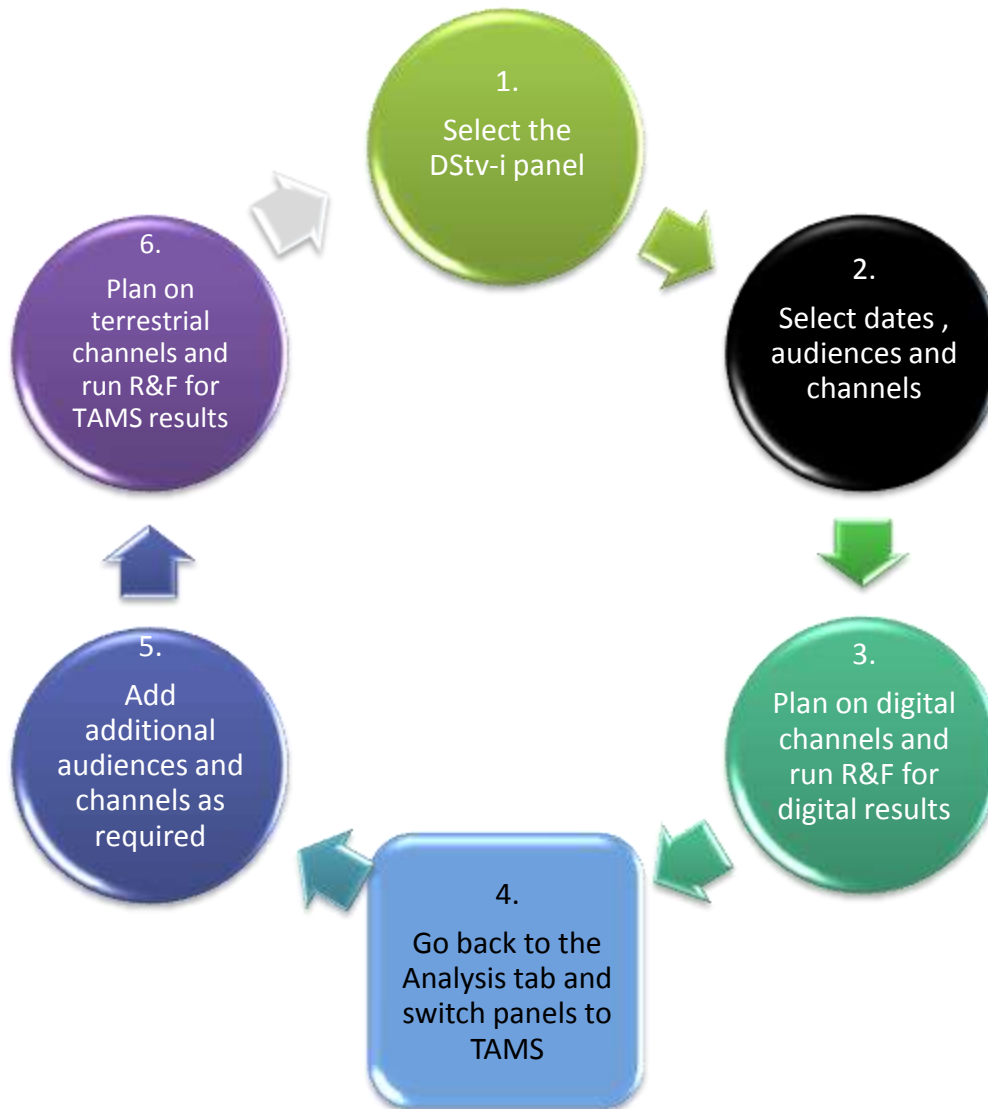
- SABC1
- SABC2
- SABC3
- e-TV
- M-Net
- M-Net Analogue
- M-Net Movies1
- M-Net Movies2
- M-Net Stars
- Sony Entertainment
- Studio Universal
- KykNET
- M-Net Action
- BBC Entertainment
- E! Ent
- BBC Lifestyle
- BBC Knowledge
- Style
- Universal Channel
- M-Net Series
- Africa Magic
- Africa Magic +
- M-Net Extra
- Discovery
- Travel
- National Geographic
- National Geographic Wild
- Animal Planet
- History

Station Selection

- Use All Stations for Share Calculations
- Include Station Costs in run

NOTE:

- On the TAMS panel the terrestrial channels will be available for inclusion in the plan.



NOTE: Rating data is exclusive to each panel. Although the selected spots will carry across panels, the data is never merged. When you are in the DStv-i panel you will see DStv-i ratings for digital channels. When you are in the TAMS panel you will see TAMS ratings.

For queries relating to DStv-i data, please contact:

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For Telmar related issues please contact the Telmar helpdesk:

Tel: 011-804 4489

Thank You

