



16 May 2018

Attention: To whom it may concern  
ICASA evaluation committee

**Ask Afrika research: Feasibility of free-to-air television stations**

The research has been conducted based on the following three target markets identified by FTA-TV that it wants to address its content to i.e.:

- Market 1: Black, 18 – 34, Youth, Metropolitan
- Market 2: Black, 20 – 35, Mothers, Township
- Market 3: Black, 18-34, Parents, Non-Metro

The research team used the TGI 2016C database that is a demographically representative database of the South African population that live in communities 8,000+ to identify where the most significant concentrations of these target market exists. The research sample focussed on those areas tailored to the specific target audience relevant for each channel's content as discussed above. It was also used to draw the sample and determine the areas with the highest penetration of the different target markets, wherein the biggest proportion of the potential viewer can be reached. The research groups included was identified based on the content of the different channels e.g. content directed towards black single and pregnant black women. For the children channel, it was directed towards parents that must approve the content watched by underaged children. Once this profiling exercise was complete, the research team could then draw statistically representative samples from these communities. In other words, one can have confidence that the samples accurately represent the target markets. These samples were then used to determine if there was an appetite for the proposed services within the proposed target markets.

Kind regards

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