



Phase 2 Profiles
18th September 2018

ICASA RFQ: 004/06/2018

Pulse Research reference: Pulse 838

Objective: To identify specific consumer segments based on television viewing habits and socioeconomic backgrounds for the six focus groups to be conducted in Phase 3.

Results: Based on desk research, TAMS presentation and in-depth interviews with industry experts, the following six profiles were developed which will serve as the criteria for recruitment:

- **Group 1: Premium DStv subscribers**
 - Pay between R809 and R959 in subscription per month
 - Must be the decision maker regarding TV viewership purchases in the household
 - Gender: Male x 4, female x 4
 - Age group: Under 35 years (x 3), 35 – 45 years (x 3), over 45 years (x 2)
 - Population group: Black x 4, white / Coloured / Indian x 4
- **Group 2: Mid-range package DStv subscribers / Star Sat subscribers**
 - Subscribe to Compact Plus, Compact or Family packages
 - Pay between R249 and R579 in subscription per month
 - Must be the decision maker regarding TV viewership purchases in the household
 - StarSat subscriber x 1
 - Gender: No quota
 - Age group: No quota
 - Population group: Black x 6, white / Coloured / Indian x 2
- **Group 3: Basic DStv subscribers**
 - Subscribe to Access or Easy View packages
 - Pay R99 or less in subscription per month
 - Must be the decision maker regarding TV viewership purchases in the household
 - Gender: Male x 6, female x 2
 - Age group: No quota
 - Population group: Black x 8

- Group 4: SABC / eTV consumers
 - Do not pay a TV subscription
 - Must be the decision maker regarding TV viewership purchases in the household
 - Household income: R5,000 – R10,000 per month
 - Gender: Male x 4, female x 4
 - Age group: Under 35 years (x 3), 35 – 45 years (x 3), over 45 years (x 2)
 - Population group: Black x 8
- Group 5: Youth
 - Parents with DStv subscriptions including the DStv Now app
 - Watch on smart phone or tablet
 - Gender: Male x 4, female x 4
 - Age group: 15 years – 24 years (15 – 18 years with parental consent x 3)
 - Population group: Black x 4, white/ Coloured / Indian x 4
- Group 6: Netflix users
 - Subscribe to Netflix only
 - Gender: No quota
 - Age group: Under 40 years x 8
 - Population group: No quota

Next steps:

- Recruitment brief and questionnaire to be developed – 18 September
- Recruitment to commence – 19 September