Research Report: Consumer Online Survey

Phase 4 of RFQ 004/06/2018

Prepared for:

ICASA

By:

Pulse Research (Pty) Ltd

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Contents

Executive summary

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1002 interviews were conducted online amongst Free to Air (FTA) viewers, DStv subscribers and Over the Top (OTT) subscribers in order to understand the prevailing usage and attitudes amongst TV viewers. A summary of results indicates the following:

General Viewers

- The highest incidence of subscriptions is in the metros and the highest incidence of FTA is in the rural areas;
- The incidence of OTT is highest in Gauteng;
- As subscription costs rise, so does the incidence of females, Whites and respondents who are employed full time;
- The largest "sport" audience is rural dwelling Black males, aged 25 to 44 years from lower income households;
- Over 60% of rural dwellers have never subscribed to a TV content service;
- Monthly subscriptions appear to be increasing proportionately as episodic viewing increases.

Devices

- Single view decoders are most prevalent overall, especially in rural areas and lower income households;
- The incidence of Explora decoders increases with age and income;
- The incidence of smart TVs is lowest in rural areas;
- Laptops and smartphones are the most used alternative devices.

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Viewing habits

- The most frequent viewing duration is 2 to 4 hours, both on weekdays and weekends;
- The most watched programmes are movies, drama series, news and sports;
- In metros and urban areas movies are most popular, whereas in rural areas it is the news;
- 78% of eligible subscribers regularly record on PVR or Explora, and 64% of relevant subscribers regularly view CatchUp;
- 87% of viewers who record, binge watch;
- A PC or laptop is used more frequently than a TV to watch OTT content;
- Fibre is having its greatest impact in metros before radiating to outlying areas;
- Cellular data usage is highest amongst Blacks and lower income households.

Future perspective

- Overall, the most desired programming options are more movie options, the latest drama series, more sitcoms and comedy, and more sport;
- Satisfaction levels are mediocre across all viewer segments, scores indicating cautious approval to indifference to the content offered;
- Resistance to adoption of subscription services or upgrading of services is grounded in economic factors and value perceptions.

Background and project objective

The Independent Communications Authority of South Africa (ICASA) is mandated to promote competition in the ICT sector, including the provision of television broadcasting services. The Authority's mandate is to ensure that all communications and broadcasting services are open, competitive and sustainable. The promotion of competition involves putting in place pro-competitive measures (as per the guiding principles in Section 2 of the Electronic Communications Act (ECA) No 36 of 2005) amongst other actions.

Through various consultative processes conducted by the Authority, different stakeholders alluded that competition in various markets, including the subscription television broadcasting services market, is ineffective. The Authority therefore published a Discussion Document in terms of Section 4B of the ICASA Act, read with Section 67(4) of the ECA, for the purposes of an inquiry into subscription television broadcasting services in South Africa.

In terms of RFQ 004/06/2018 a study was commissioned, the overall objective of which was to conduct a consumer survey in South Africa for the purposes of determining the actual and potential competitive demand-side substitutability between subscription television broadcasting services and other similar services or products.

Research objectives

The specific research objectives included:

- To assist the Authority to understand consumer behaviour to perform a systematic assessment of the retail market of television subscription broadcasting services;
- To establish baseline television viewing patterns among television viewers in South Africa;
- To identify the key factors that influence these patterns;
- To assess the key content sought from television viewing;
- To identify the barriers to switching to alternative television broadcasting products / services;
- To measure households' ability and willingness to switch television broadcasting products / services upon payment of a fee; and
- To determine the cross-price demand elasticities between alternative television broadcasting products / services.

Research methodology

- The project adopted a phased approach during which several expert interviews were conducted followed by a series of consumer focus groups. The results of these phases were presented separately;
- The final phase (Phase 4) comprised a quantitative methodology, the results of which are presented herein;

- Phase 4 involved an online survey that targeted a representative sample of the South African population who are subscribers to pay television services as well as consumers of non-pay television offerings and OTT consumers;
- The sample comprised 1,002 completed questionnaires, which provides statistical significance at a 95% confidence level with a confidence interval (margin of error) of +/- 3%;
- The questionnaire was developed in English and comprised almost exclusively closed-ended questions and a structured format in order to facilitate quantification of the objectives;
- The questionnaire was formatted to be completed on laptop, desktop or mobile phone and was tabled for approval by Evolut Consulting. Completion of the questionnaire took approximately 20 minutes;
- The output data was provided in Excel format and the open-ended questions were post-coded;
- Data was analysed using survey systems and presented as technical tables in Excel for both unweighted and weighted data;
- Data was weighted by location as follows: metro (42%), urban (including large towns) (29%) and rural (29%) based on consumption data from the BRC TAMS report of April 2018.
- The technical tables are provided separately in support of this report and are split as follows:
  - Run 1: By TV consumption group, location and demographics;
  - Run 2: By province, household monthly income, education level and work status;
  - Run 3: By specific TV viewership package consumed.
- Samples of less than 30 are directional only.

Results

- The results are presented for the total survey, by consumption grouping and various demographics, as applicable;
- Consumption grouping information is split as follows:

- *FTA/OTT*: Consumers of SABC and eTV including those who also consume OTT in addition to the FTA offering;
- *DStv Basic/OTT*: Subscribers to DStv EasyView, Access or Family packages including those who also consume OTT in addition to the DStv Basic offering;
- *DStv Mid-range/OTT*: Subscribers to DStv Compact or Compact Plus packages including those who also consume OTT in addition to the DStv Mid-range offering;
- *DStv Premium/OTT*: Subscribers to DStv Premium package including those who also consume OTT in addition to the DStv Premium offering;
- *StarSat/OTT*: Subscribers to StarSat including those who also consume OTT in addition to the StarSat offering;
- *Total OTT*: All consumers of OTT whether exclusively or in addition to one of the TV broadcast offerings identified above.
- *OTT only:* Consumers who make exclusive use of OTT and do not consume any TV broadcast service

- OTT for the purposes of the study was defined as consumers of at least one of the following products or services:
  - Showmax
  - Netflix
  - Black
  - DEOD
  - Amazon Prime Video

Respondent Profile

Respondent profile

Residential profile by consumer group including OTT usage

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat/OTT N=8	OTT only N=20

Residential location:							
Metro	41.9	20.1	40.3	59.6	53.2	75.0	70.0
Urban (incl. large towns)	29.0	18.0	37.1	28.2	41.4	25.0	30.0
Rural	29.0	61.9	22.5	12.2	5.4	0.0	0.0
Province:							
Eastern Cape	5.9	3.7	11.0	5.3	6.3	8.0	5.0
Freestate	3.9	2.5	5.5	4.6	4.6	0.0	0.0
Gauteng	38.8	60.9	25.1	30.1	27.3	16.1	20.0
KwaZulu Natal	16.1	10.0	14.4	23.5	18.9	38.0	5.0
Limpopo	5.6	4.4	11.1	6.8	2.4	0.0	0.0
Mpumalanga	10.9	7.8	15.2	6.4	6.6	13.9	0.0
North West	3.6	2.2	3.3	3.4	6.0	0.0	10.0
Northern Cape	2.0	0.3	3.6	2.5	2.2	0.0	10.0
Western Cape	13.1	8.2	10.9	7.5	25.8	24.1	50.0
Type of dwelling:							
Temporary structure/shack	9.4	26.4	1.1	0.5	0.6	0.0	0.0
Single room (in larger dwelling)	12.9	25.3	7.6	8.6	3.7	12.5	0.0
A hostel	0.9	2.2	0.0	0.7	0.0	0.0	0.0
Flat in apartment building	11.6	5.4	11.9	17.1	13.8	12.5	20.0
Townhouse / cluster	16.5	8.5	17.3	22.7	20.9	12.5	25.0
Free standing house	45.1	28.1	56.6	46.6	59.6	75.0	55.0
Other	3.6	4.1	5.5	3.8	1.4	0.0	0.0

* DStv packages

- The highest incidence of any subscription TV service occurs in the metros. Conversely, the highest incidence of Free to Air viewers is in rural areas;
- OTT households occur with highest frequency in Gauteng amongst Premium subscribers;

Respondent profile

Demographic profile by consumer group including OTT usage

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat/OTT N=8	OTT only N=20
Gender:							

Male	56.1	67.6	53.9	50.8	46.9	37.5	50.0
Female	43.9	32.4	46.1	49.2	53.1	62.5	50.0
Race group:							
Black	69.4	82.0	77.2	80.2	36.4	25.0	10.0
Coloured	7.9	5.5	4.6	6.8	15.4	37.5	5.0
Indian or Asian	4.2	1.6	4.3	4.6	7.3	25.0	0.0
White	18.6	10.9	13.9	8.4	40.9	12.5	85.0
Age group:							
18 – 24 years	19.0	18.0	18.6	22.8	17.9	12.5	5.0
25 – 34 years	43.9	42.8	41.7	49.4	40.9	25.0	50.0
35 – 44 years	22.4	24.4	28.7	16.3	19.8	50.0	30.0
45 – 54 years	10.2	11.9	8.1	6.6	13.7	12.5	5.0
55 years or more	4.5	2.9	3.0	5.0	7.6	0.0	5.0
Marital status:							
Married	25.4	15.9	19.6	25.1	43.2	12.5	70.0
Single	48.4	51.2	52.4	50.2	41.0	50.0	15.0
Co-habiting	26.2	32.9	28.0	24.7	15.7	37.5	15.0
Educational status:							
Some schooling	13.7	31.9	7.1	1.6	5.0	12.5	0.0
Matric	37.2	44.1	42.9	28.9	32.5	12.5	10.0
Some tertiary education	25.6	16.8	31.0	31.1	26.5	50.0	60.0
University/ professional	23.5	7.2	19.0	38.4	36.0	25.0	30.0

* DStv packages

- Incidence of males and Blacks in the sample declines as the cost of subscription TV rises;
- Incidence of females and Whites increases as the cost of subscription rises;
- Households with OTT over index on males, singles and higher education levels compared to households without OTT services;

Respondent profile

Employment profile by consumer group including OTT usage

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat/OTT N=8	OTT only N=20
Monthly household income:							
Less than R5,000	29.3	66.3	23.1	8.8	2.8	12.5	0.0
R5,001 to R8,000	10.9	8.9	17.3	14.9	4.7	12.5	0.0
R8,001 to R10,000	6.7	5.1	11.2	8.5	3.8	12.5	0.0
R10,001 to R15,000	10.2	4.8	12.7	13.8	13.0	12.5	5.0
R15,001 to R20,000	10.0	3.4	14.7	15.2	10.6	0.0	15.0
R20,001 to R30,000	10.9	4.3	11.3	14.3	16.8	25.0	10.0
R30,001 to R50,000	10.9	2.6	4.3	14.4	24.1	12.5	30.0
R50,001 to R75,000	4.5	0.7	1.1	6.3	9.4	12.5	20.0
R75,001 to R100,000	2.3	1.0	0.0	1.0	7.5	0.0	5.0
More than R100,000	0.9	0.4	0.0	0.3	2.8	0.0	5.0
Don’t know	3.5	2.5	4.3	2.5	4.6	12.5	10.0
Work status:							
Full time employed	55.6	35.5	57.7	68.4	70.6	75.0	85.0
Part time employed	22.5	33.5	24.0	17.6	10.7	12.5	10.0
Unemployed	21.9	31.0	18.3	14.0	18.7	12.5	5.0
Employment position:							
Top management / executive	4.1	2.1	1.1	4.1	8.9	0.0	10.0
Senior management	6.9	2.6	6.6	6.5	14.9	12.5	5.0
Middle management	12.8	4.7	15.4	17.9	17.0	12.5	20.0
Junior management	14.3	6.7	16.0	20.8	17.0	25.0	15.0
Worker	29.3	29.4	35.0	31.8	21.5	50.0	20.0
Self employed	13.8	18.8	13.0	11.7	9.2	0.0	20.0
Not applicable	18.8	35.8	12.9	7.2	11.5	12.5	10.0

* DStv packages

Respondent profile

- **Employment profile by consumer group including OTT usage**

- ➢ Most respondents are from households earning less than R5 000 per month and see themselves as “workers”;
- ➢ Level of TV subscription services rises with income and full time employment;
- ➢ Respondents in households with OTT have higher incomes and are more likely to be employed full time in more senior positions;

Respondent profile

- Residential profile by consumer group excluding OTT usage

Incidence %	Total N=547	FTA only N=260	*Basic only N=85	*Mid only N=102	*Premium only N=96	StarSat only N=4
Residential location:						
Metro	32.5	13.6	40.6	60.3	44.5	75.0
Urban (incl. large towns)	26.1	14.4	39.7	28.8	43.8	25.0
Rural	41.3	72.1	19.6	11.0	11.7	0.0
Province:						
Eastern Cape	6.6	3.7	13.7	6.9	7.2	0.0
Freestate	4.6	1.3	7.8	6.7	8.2	0.0
Gauteng	48.8	73.9	22.2	26.8	29.4	25.0
KwaZulu Natal	12.4	6.8	13.7	24.4	12.1	25.0
Limpopo	4.2	2.3	11.9	4.5	2.1	0.0
Mpumalanga	7.7	4.3	11.2	12.8	7.2	25.0
North West	3.8	2.4	2.7	6.2	7.1	0.0
Northern Cape	2.0	0.4	3.3	3.8	3.6	0.0
Western Cape	10.2	4.8	13.5	8.0	23.3	25.0
Type of dwelling:						
Temporary structure/shack	16.1	33.2	0.8	0.0	0.0	0.0
Single room (in larger dwelling)	17.4	31.1	3.4	5.9	4.1	25.0
A hostel	0.5	1.1	0.0	0.0	0.0	0.0
Flat in apartment building	9.9	4.0	13.4	18.4	13.7	25.0
Townhouse / cluster	9.3	3.9	12.0	16.8	14.3	0.0
Free standing house	44.0	23.6	66.8	55.3	66.7	75.0
Other	2.9	3.1	3.6	3.7	1.2	0.0

* DStv packages

Respondent profile

Demographic profile by consumer group excluding OTT usage

Incidence %	Total	FTA only	*Basic only	*Mid only	*Premium only	StarSat only

	N=547	N=260	N=85	N=102	N=96	N=4
Gender:						
Male	56.1	73.1	41.5	43.0	36.8	75.0
Female	43.9	26.1	58.8	57.0	63.2	25.0
Race group:						
Black	73.1	88.1	71.2	76.2	31.4	50.0
Coloured	7.5	2.9	6.5	9.3	17.0	25.0
Indian or Asian	2.7	0.3	4.4	3.9	5.5	25.0
White	17.0	8.8	17.9	10.7	46.1	0.0
Age group:						
18 – 24 years	12.4	11.0	12.8	16.7	10.7	25.0
25 – 34 years	44.2	45.2	44.1	46.7	39.9	25.0
35 – 44 years	25.8	27.3	33.4	19.2	20.2	50.0
45 – 54 years	12.2	13.7	3.6	9.6	17.8	25.0
55 years or more	5.9	2.9	6.1	7.8	11.3	0.0
Marital status:						
Married	14.9	12.6	21.5	32.0	45.7	25.0
Single	59.5	51.0	51.1	48.9	39.8	50.0
Co-habiting	25.7	36.5	27.4	19.1	14.5	25.0
Educational status:						
Some schooling	21.4	38.8	8.3	1.1	7.8	0.0
Matric	39.5	44.8	38.8	35.8	30.2	0.0
Some tertiary education	22.2	12.5	27.9	35.4	27.6	75.0
University/ professional	16.9	3.9	25.0	27.7	34.4	25.0

* DStv packages

Respondent profile

Employment profile by consumer group excluding OTT usage

Incidence %	Total	FTA only	*Basic only	*Mid only	*Premium only	StarSat only

	N=547	N=260	N=85	N=102	N=96	N=4
Monthly household income:						
Less than R5,000	45.3	78.8	29.2	12.5	4.2	25.0
R5,001 to R8,000	8.0	6.1	15.5	8.5	5.8	0.0
R8,001 to R10,000	6.6	4.4	11.4	9.6	4.2	25.0
R10,001 to R15,000	6.8	2.6	7.5	10.6	14.1	0.0
R15,001 to R20,000	7.7	1.6	11.8	17.9	10.4	0.0
R20,001 to R30,000	8.6	2.3	12.8	15.0	14.6	25.0
R30,001 to R50,000	8.4	1.2	5.7	16.1	20.9	25.0
R50,001 to R75,000	2.9	0.0	1.5	5.1	10.6	0.0
R75,001 to R100,000	0.2	0.0	0.0	0.6	8.8	0.0
More than R100,000	0.2	0.3	0.0	0.0	1.4	0.0
Don’t know	0.4	2.8	4.6	4.1	4.9	25.0
Work status:						
Full time employed	45.8	29.0	50.4	66.2	65.9	70.3
Part time employed	26.2	35.5	25.0	16.7	12.9	0.0
Unemployed	28.0	35.5	24.6	17.1	21.2	29.7
Employment position:						
Top management / executive	2.9	0.5	1.5	5.3	9.7	0.0
Senior management	3.1	0.7	5.0	5.0	6.3	0.0
Middle management	7.9	3.3	9.5	13.5	12.1	0.0
Junior management	10.2	2.6	10.7	23.0	15.8	50.0
Worker	31.1	30.1	38.1	30.1	27.0	50.0
Self employed	15.0	19.1	13.4	11.5	9.7	0.0
Not applicable	30.2	43.7	22.0	11.8	19.4	25.0

* DStv packages

Viewership patterns

Profile of ‘sport’ audience

Incidence %	Total N=356
Age group:	
18 – 24 years	16.9
25 – 34 years	40.4
35 – 44 years	27.0

Incidence %	Total N=356
Residential location:	
Metro	36.2
Urban (incl. large towns)	23.0
Rural	40.7
Consumer grouping:	
FTA/OTT	42.1
DStv Basic/OTT	16.6
DStv Mid/OTT	19.4
DStv Premium/OTT	20.5
StarSat/OTT	0.6
OTT only	0.8
Gender:	
Male	85.1
Female	14.9
Race group:	
Black	77.5
Coloured	6.7
Indian or Asian	3.7
White	12.1

- The largest sport audience is amongst rural dwelling Black males aged 25 to 44 years, from lower income households, viewing FTA content;

Usage Profile

Usage profile

- **Services used by consumer groupings**

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat/OTT N=8	OTT only N=20

SABC & eTV	33.9	100	0.0	0.0	0.0	0.0	0.0
DStv EasyView	3.9	0.0	22.7	0.0	0.0	0.0	0.0
DStv Access	7.2	0.0	41.6	0.0	0.0	0.0	0.0
DStv Family	6.2	0.0	35.8	0.0	0.0	0.0	0.0
DStv Compact	20.5	0.0	0.0	81.4	0.0	0.0	0.0
DStv Compact Plus	4.7	0.0	0.0	18.6	0.0	0.0	0.0
DStv Premium	20.8	0.0	0.0	0.0	100	0.0	0.0
StarSat	0.8	0.0	0.0	0.0	0.0	100	0.0
Showmax (an extra service #)	17.5	9.2	28.3	33.5	0.0	12.5	45.0
Netflix	32.2	15.7	22.9	40.9	50.7	37.5	85.0
black	10.4	4.2	18.3	15.4	7.9	12.5	5.0
DEOD	1.6	0.4	1.0	2.5	3.2	0.0	0.0
Amazon Prime Video	5.5	2.5	3.7	8.8	7.9	0.0	10.0
No OTT	54.7	76.7	49.2	40.4	46.0	50.0	0.0

* DStv packages # Excludes Premium subscribers who receive Showmax as part of the package

- Overall, FTA TV services occur with the highest incidence;
- Incidence of Netflix increases as household TV subscription service increases;
- Incidence of OTT is lowest in FTA households, but is fairly evenly distributed in TV subscribing households;

Usage profile

Contract duration

Incidence %	Total N=643

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Purchase an annual contract and pay a monthly subscription	55.4
Purchase a subscription monthly as I need it	44.6

➢ The majority of subscribing households select an annual contract and pay a monthly subscription;

Contract duration by location

Incidence %	Total N=643	Metro N=337	Urban/large town N=224	Rural N=81
Purchase an annual contract and pay a monthly subscription	55.4	54.6	55.6	58.6
Purchase a subscription monthly as I need it	44.6	45.4	44.4	41.4

Contract duration by consumer groupings

Incidence %	Total N=643	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat/OTT N=8
Purchase an annual contract and pay a monthly subscription	55.4	45.6	55.2	64.9	25.0
Purchase a subscription monthly as I need it	44.6	54.4	44.8	35.1	75.0

* DStv packages

➢ Incidence of an annual contract with a monthly subscription is highest amongst Premium / OTT households;

➢ Increasingly subscribers appear to have become episodic, taking up shorter periods of ad hoc subscription;

Usage profile

Contract duration by gender and race group

Incidence %	Total N=643	Male N=323	Female N=320	Black N=415	Coloured N=60	Asian N=37	White N=131

Annual contract and pay a monthly subscription	55.4	50.8	60.1	54.3	51.5	52.0	61.6
Purchase a subscription monthly as I need it	44.6	49.2	39.9	45.7	48.5	48.0	38.4

- ### Contract duration by age group

Incidence %	Total N=643	18-24 years N=128	25-34 years N=285	35-44 years N=135	45-54 years N=61	55 years plus N=34
Annual contract and pay a monthly subscription	55.4	59.7	52.7	56.1	58.2	54.9
Purchase a subscription monthly as I need it	44.6	40.3	47.3	43.9	41.8	45.1

- ### Contract duration by income

Incidence %	Total N=643	<R5k N=69	R5-R10k N=129	R10-R20k N=171	R20-R30k N=93	R30-R50k N=95	>R50k N=63
Annual contract and pay a monthly subscription	55.4	53.9	53.8	53.3	53.9	59.6	67.7
Purchase a subscription monthly as I need it	44.6	46.1	46.2	46.7	46.1	40.4	32.3

- Higher income households are more likely to enter into an annual contract and pay a monthly subscription;

Usage profile

- ### Prior usage of subscription / OTT services

Q. Have you subscribed to any of the following in the last 3 to 5 years? (Current subscriptions excluded)

Incidence % Multiple answer	Total N=1002

DStv EasyView	9.3
DStv Access	12.6
DStv Family	9.6
DStv Compact	22.7
DStv Compact Plus	12.6
DStv Premium (incl. Showmax)	11.2
StarSat	5.1
Showmax (Extra service)	9.2
Netflix	3.7
Black	3.2
DEOD	0.3
Amazon Prime Video	1.8
None of the above	38.3

- Over 60% of the sample have subscribed and then discontinued the subscription to a DStv, StarSat or OTT service;

Usage profile

Prior usage of subscription / OTT services by location

Incidence % Multiple answer	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
DStv EasyView	9.3	11.9	8.2	6.7

DStv Access	12.6	14.7	11.7	10.6
DStv Family	9.6	12.2	10.5	4.8
DStv Compact	22.7	24.2	26.9	16.4
DStv Compact Plus	12.6	17.2	12.8	5.8
DStv Premium (incl. Showmax)	11.2	15.9	10.9	4.8
StarSat	5.1	6.6	6.2	1.9
Showmax (Extra service)	9.2	12.5	12.8	1.0
Netflix	3.7	3.9	5.1	1.9
Black	3.2	4.4	3.9	1.0
DEOD	0.3	0.2	0.0	1.0
Amazon Prime Video	1.8	2.2	3.1	0.0
None of the above	38.3	25.6	31.5	63.5

- Rural dwellers are least likely to have sampled a subscription service, possibly due to bandwidth constraints;

Usage profile

Prior usage of subscription / OTT services by consumer groupings

Incidence % Multiple answer	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
DStv EasyView	9.3	8.4	9.8	11.5	7.5	25.0	5.0

DStv Access	12.6	5.0	25.4	17.8	9.1	12.5	0.0
DStv Family	9.6	2.7	11.8	16.7	9.4	37.5	5.0
DStv Compact	22.7	15.5	45.3	13.8	26.6	37.5	10.0
DStv Compact Plus	12.6	1.2	3.7	32.5	15.5	12.5	0.0
DStv Premium (incl. Showmax)	11.2	4.7	11.8	25.5	0.0	25.0	50.0
StarSat	5.1	1.8	7.6	8.5	5.0	0.0	0.0
Showmax (Extra service)	9.2	0.5	1.3	5.5	35.3	12.5	5.0
Netflix	3.7	1.5	6.1	4.5	4.3	0.0	5.0
Black	3.2	1.4	4.0	4.2	4.5	12.5	0.0
DEOD	0.3	0.8	0.0	0.0	0.3	0.0	0.0
Amazon Prime Video	1.8	0.4	0.7	1.9	5.0	0.0	5.0
None of the above	38.3	66.2	18.4	19.1	34.1	25.0	35.0

* DStv packages

- Prior usage of a subscription service is most likely to have occurred amongst current DStv Basic and Compact subscribers;

Usage profile

Prior usage of subscription / OTT services by gender and race group

Incidence % Multiple answer	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
DStv EasyView	9.3	11.1	7.0	10.1	10.3	10.5	5.6
DStv Access	12.6	13.2	11.8	14.8	8.7	12.5	6.0

DStv Family	9.6	10.2	8.7	9.7	9.9	16.7	7.4
DStv Compact	22.7	20.8	25.1	22.9	29.3	31.5	16.9
DStv Compact Plus	12.6	11.9	13.5	13.8	17.9	13.6	5.6
DStv Premium (incl. Showmax)	11.2	9.8	13.1	8.9	13.4	21.4	16.6
StarSat	5.1	6.0	4.0	5.1	5.6	10.5	3.8
Showmax (Extra service)	9.2	8.8	9.8	5.9	14.8	22.1	16.5
Netflix	3.7	3.9	3.3	3.4	8.4	3.1	2.6
Black	3.2	3.3	3.2	2.9	3.3	9.4	3.2
DEOD	0.3	0.6	0.0	0.4	0.0	1.6	0.0
Amazon Prime Video	1.8	1.8	1.8	1.7	0.8	2.7	2.4
None of the above	38.3	41.1	34.8	38.5	27.6	24.1	45.4

- Whites and males are less likely to have had prior usage of a subscription TV service;
- Compact and Compact Plus as a category is the largest subscriber base of Blacks, Coloureds and Asians;

Usage profile

Prior usage of subscription / OTT services by age group

Incidence % Multiple answer	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
DStv EasyView	9.3	14.2	9.7	6.6	5.6	6.5
DStv Access	12.6	16.5	16.0	7.0	7.4	2.9

DStv Family	9.6	14.2	10.5	5.3	6.4	9.2
DStv Compact	22.7	27.0	22.6	20.6	20.5	20.0
DStv Compact Plus	12.6	12.9	14.9	12.0	6.7	5.4
DStv Premium (incl. Showmax)	11.2	11.0	10.4	13.7	9.9	11.3
StarSat	5.1	7.9	5.0	4.2	4.8	0.0
Showmax (Extra service)	9.2	10.4	9.5	9.2	7.4	6.9
Netflix	3.7	5.7	3.5	3.1	1.3	5.0
Black	3.2	5.8	2.9	1.9	3.0	2.9
DEOD	0.3	1.5	0.2	0.0	0.0	0.0
Amazon Prime Video	1.8	4.4	1.8	0.3	0.6	1.5
None of the above	38.3	28.1	35.5	44.5	49.8	52.4

- Prior usage of a TV subscription service decreases with the age of the viewer;
- Compact has the highest subscriber base across all age groups;

Usage profile

Prior usage of subscription / OTT services by income

Incidence % Multiple answer	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
DStv EasyView	9.3	4.3	16.7	14.0	6.4	6.3	9.8
DStv Access	12.6	7.4	20.1	17.0	13.5	8.8	7.5

DStv Family	9.6	5.2	14.2	16.5	7.9	8.4	3.4
DStv Compact	22.7	15.3	28.8	25.5	25.5	23.0	26.8
DStv Compact Plus	12.6	3.2	14.7	21.3	15.9	15.8	15.6
DStv Premium (incl. Showmax)	11.2	1.9	10.0	15.4	12.7	18.9	21.2
StarSat	5.1	1.7	5.6	8.9	6.7	6.3	2.6
Showmax (Extra service)	9.2	1.1	6.3	13.9	14.8	15.9	21.2
Netflix	3.7	1.1	5.7	4.5	3.9	3.9	3.2
Black	3.2	1.3	6.4	2.8	3.9	5.7	1.7
DEOD	0.3	0.0	0.0	1.4	0.6	0.0	0.0
Amazon Prime Video	1.8	1.0	0.7	1.8	3.4	3.9	3.2
None of the above	38.3	66.8	21.7	22.9	28.4	31.7	28.5

- The income split by prior usage of a TV subscription service shows highest incidence of DStv Basic services to be lower income households and incidence of the more expensive DStv packages to be increasing amongst upper income households;
- A third of the lowest income households have never subscribed to a TV subscription service;

Usage profile

Reasons for cancelling subscription / OTT services

Incidence % Multiple answer	Total N=618
I could no longer afford it	35.8

It did not represent value for money	22.3
I upgraded to a more expensive package	22.2
I do not watch enough TV for it to be worth it	20.7
I could get the TV content I need from another source	14.7
I don't have time to watch TV	10.0
I do not want to be tied into a contract	7.4
I no longer have the decoder and/or TV	2.7

- Financial constraints and value perceptions are the most frequent reasons for cancelling a subscription service;
- Over one third of cancellations can be ascribed to a slowing economy;

Devices Used

Devices used

- **DStv decoders used**

Incidence % Multiple answer	Total N=635
Single view decoder	50.9
PVR decoder	22.6

Pulse Research (Pty) Ltd * 11 Rockleigh, 14 Chrysler Street, Woodmead 2191 * P.O. Box 72461, 2122 * Tel: 011 803 2716 * Fax: 086 600 7673
e-mail: mk@pulseresearch.co.za * Directors : JM Diakakis * MHC Keevy * AH Nanabhay * CK 2005/037692/07

Explora decoder	38.7

- Single view decoders occur with highest frequency overall;

DStv decoders used by location

Incidence % Multiple answer	Total N=635	Metro N=332	Urban/large town N=222	Rural N=81
Single view decoder	50.9	50.2	49.0	58.6
PVR decoder	22.6	24.9	19.9	20.7
Explora decoder	38.7	38.7	43.9	24.1

DStv decoders used by consumer groupings

Incidence % Multiple answer	Total N=695	DStv Basic/OTT N=174	DStv Mid/OTT N=253	DStv Premium/OTT N=208
Single view decoder	50.9	76.5	55.5	23.8
PVR decoder	22.6	15.8	22.1	29.0
Explora decoder	38.7	15.7	34.7	62.8

- There is a correlation between the package subscribed to and decoder incidence;

Devices used

DStv decoders used by gender and race group

Incidence % Multiple answer	Total N=695	Male N=320	Female N=315	Black N=413	Coloured N=57	Asian N=34	White N=131
Single view decoder	50.9	53.1	48.6	58.2	43.6	39.6	33.7
PVR decoder	22.6	24.0	21.2	19.8	22.5	22.4	31.5
Explora decoder	38.7	37.0	40.4	33.1	45.5	52.8	49.4

DStv decoders used by age group

Incidence % Multiple answer	Total N=695	18-24 years N=127	25-34 years N=282	35-44 years N=132	45-54 years N=59	55 years plus N=34
Single view decoder	50.9	56.3	52.6	48.4	41.6	41.2
PVR decoder	22.6	21.1	21.8	26.3	26.7	13.1
Explora decoder	38.7	31.7	37.3	41.2	48.4	49.6

DStv decoders used by income

Incidence % Multiple answer	Total N=695	<R5k N=68	R5-R10k N=126	R10-R20k N=170	R20-R30k N=91	R30-R50k N=94	>R50k N=62
Single view decoder	50.9	75.0	72.3	46.3	53.3	28.4	27.2
PVR decoder	22.6	10.0	14.9	28.2	19.4	26.5	29.3
Explora decoder	38.7	19.3	20.7	37.0	46.1	61.3	62.3

- Incidence of the Explora decoder rises with age and income;

Devices used

Number of smart TVs in the home

Incidence %	Total N=1002
None	45.6
One	33.7
Two	13.4
Three	3.8

Four	0.3
More than four	0.8
Don't know	2.5

➢ Claimed incidence of smart TVs is currently over 50%;

Number of smart TVs in the home by location

Incidence %	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
None	45.6	32.0	39.7	71.2
One	33.7	41.5	37.7	18.3
Two	13.4	18.4	14.8	4.8
Three	3.8	5.2	4.7	1.0
Four	0.3	0.6	0.0	0.0
More than four	0.8	1.1	1.2	0.0
Don't know	2.5	1.3	2.0	4.8

➢ The lowest incidence of smart TVs is in rural households, in line with the low penetration of data and HD content in rural areas;

Devices used

Number of smart TVs in the home by consumer groupings

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
None	45.6	71.5	41.2	32.4	24.1	50.0	35.0
One	33.7	17.8	41.3	40.6	44.1	50.0	35.0
Two	13.4	4.7	12.0	19.3	21.4	0.0	20.0
Three	3.8	1.3	3.1	5.0	6.6	0.0	5.0

Four	0.3	0.0	0.4	0.0	0.6	0.0	5.0
More than four	0.8	0.9	1.0	0.5	1.0	0.0	0.0
Don't know	2.5	3.9	1.0	2.1	2.2	0.0	0.0

* DStv packages

- FTA households have the lowest incidence of smart TVs, and Premium households the highest;

Number of smart TVs in the home by gender and race group

Incidence %	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
None	45.6	50.7	39.1	50.7	37.3	19.9	35.8
One	33.7	29.7	38.7	29.4	39.9	40.4	45.6
Two	13.4	13.7	13.0	12.7	11.3	24.1	14.7
Three	3.8	3.1	4.6	2.7	9.0	12.5	3.6
Four	0.3	0.2	0.3	0.1	0.8	1.6	0.4
More than four	0.8	0.9	0.7	1.0	0.8	1.6	0.0
Don't know	2.5	1.6	3.6	3.5	0.8	0.0	0.0

- Asian households have the highest incidence of smart TVs in home;

Devices used

Number of smart TVs in the home by age group

Incidence %	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
None	45.6	34.3	46.7	52.2	47.4	46.2
One	33.7	41.6	31.8	31.5	32.5	32.0
Two	13.4	17.7	13.4	8.6	14.7	16.1
Three	3.8	2.9	3.5	4.9	4.1	4.4

Four	0.3	0.3	0.0	0.6	0.6	0.0
More than four	0.8	0.6	1.3	0.3	0.0	1.5
Don't know	2.5	2.5	3.4	2.1	0.6	0.0

- Younger households enjoy the highest incidence of smart TVs, although one third of 18 to 24 years do not have a smart TV at home;

Number of smart TVs in the home by income

Incidence %	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
None	45.6	79.6	40.1	32.4	27.9	29.9	15.5
One	33.7	13.5	42.0	38.3	54.2	41.2	39.8
Two	13.4	3.8	11.1	19.1	14.3	21.9	29.4
Three	3.8	0.8	1.0	6.4	3.6	5.8	11.3
Four	0.3	0.0	0.4	0.0	0.0	0.6	0.9
More than four	0.8	0.0	1.8	0.9	0.0	0.6	1.7
Don't know	2.5	2.3	3.6	2.9	0.0	0.0	1.5

- Incidence of smart TVs in home rises with income;

Devices used

Use of alternative devices

Incidence % Multiple answer	Total N=1002
Desktop or laptop	47.5
Cellphone/smartphone	47.0
Tablet or iPad	33.7
Games console/media player	11.1
None of the above	33.8

Where alternative devices are watched

Incidence % Multiple answer	Total N=1002
At home using my mobile data plan	51.0
Office wifi	35.6
Free wifi at coffee shop / church / tavern	30.3
At home on a fibre connection	27.2
At home on an ADSL line	27.0
Other	5.5

- Personal computers and smartphones are the alternative devices most likely be used to watch TV content, followed by a tablet;
- A mobile data plan is the most likely source of streaming, followed by office wifi;

Devices used

Use of alternative devices by location

Incidence % Multiple answer	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
Desktop or laptop	47.5	59.8	55.3	22.1
Cellphone/smartphone	47.0	59.4	54.1	22.1
Tablet or iPad	33.7	42.3	33.9	21.1
Games console/media player	11.1	13.6	14.8	3.9

None of the above	33.8	17.5	23.7	67.3

Where alternative devices are watched by location

Incidence % Multiple answer	Total N=568	Metro N=292	Urban/large town N=187	Rural N=90
At home using my mobile data plan	51.0	51.7	50.3	50.0
Office wifi	35.6	37.3	32.1	37.5
Free wifi at coffee shop / church / tavern	30.3	28.5	32.7	31.3
At home on a fibre connection	27.2	30.8	24.2	21.9
At home on an ADSL line	27.0	24.5	30.3	28.1
Other	5.5	5.2	7.3	3.1

- Metro and urban dwellers exhibit similar usage on alternative devices;
- Although at a lower incidence, rural dwellers bandwidth sources are similar to urban and metro dwellers sources;
- Usage of mobile devices to view content is lowest in rural areas;

Devices used

Use of alternative devices by consumer groupings

Incidence % Multiple answer	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
Desktop or laptop	47.5	24.9	54.5	58.3	62.0	75.0	70.0
Cellphone/smartphone	47.0	25.1	53.8	61.1	59.1	62.5	50.0
Tablet or iPad	33.7	15.8	35.2	44.3	47.4	50.0	45.0
Games console/media player	11.1	4.4	10.5	10.5	20.7	25.0	30.0

None of the above	33.8	63.3	22.8	19.4	15.5	12.5	10.0

* DStv packages

Where alternative devices are watched by consumer groupings

Incidence % Multiple answer	Total N=568	FTA/OTT N=104	*Basic/OTT N=116	*Mid/OTT N=180	*Premium/OTT N=146	StarSat N=6	OTT only N=16
At home using my mobile data plan	51.0	57.4	57.7	59.6	36.1	16.7	12.5
Office wifi	35.6	30.0	34.1	41.8	37.7	16.7	6.3
Free wifi at coffee shop / church / tavern	30.3	22.7	36.5	32.5	31.0	33.3	6.3
At home on a fibre connection	27.2	25.0	20.0	26.4	35.7	16.7	31.3
At home on an ADSL line	27.0	21.6	22.4	23.4	36.6	33.3	43.8
Other	5.5	6.0	3.2	4.0	6.8	16.7	18.8

* DStv packages

- Incidence of usage of alternative devices rises with cost of subscription service selected;
- At home fibre and ADSL usage exhibit similar patterns currently;
- There is a high incidence of laptop use to view OTT only content;

Devices used

Use of alternative devices by gender and race group

Incidence % Multiple answer	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
Desktop or laptop	47.5	44.3	51.7	43.7	61.7	67.4	51.4
Cellphone/smartphone	47.0	42.2	53.2	46.8	57.5	73.9	37.5
Tablet or iPad	33.7	32.4	35.3	30.3	46.0	60.7	35.2
Games console/media player	11.1	10.3	12.1	7.9	18.8	31.1	15.4
None of the above	33.8	38.2	28.1	37.9	18.5	8.9	30.6

Where alternative devices are watched by gender and race group

Incidence % Multiple answer	Total N=568	Male N=293	Female N=275	Black N=377	Coloured N=56	Asian N=34	White N=110
At home using my mobile data plan	51.0	55.6	46.0	61.4	50.0	35.2	18.0
Office wifi	35.6	36.3	35.0	39.4	38.0	30.9	22.0
Free wifi at coffee shop etc	30.3	28.4	32.4	37.6	28.4	15.3	9.5
At home on a fibre connection	27.2	28.1	26.3	27.9	19.9	22.4	30.4
At home on an ADSL line	27.0	27.3	26.6	17.5	37.1	55.2	47.2
Other	5.5	6.5	4.5	3.9	7.0	7.1	10.2

- Asian viewers exhibit the highest incidence of adoption of alternative devices;
- Coloureds lag other race groups in use of fibre and Blacks lag in ADSL usage;

Devices used

Use of alternative devices by age group

Incidence % Multiple answer	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
Desktop or laptop	47.5	58.3	51.6	37.8	26.2	36.3
Cellphone/smartphone	47.0	61.9	51.1	39.2	28.6	25.5
Tablet or iPad	33.7	37.6	34.3	31.6	31.2	27.3
Games console/media player	11.1	12.7	10.6	10.9	11.0	10.6
None of the above	33.8	19.7	30.5	42.4	44.3	57.8

Where alternative devices are watched by age group

Incidence % Multiple answer	Total N=568	18-24 years N=138	25-34 years N=262	35-44 years N=109	45-54 years N=44	55 years plus N=15
At home using my mobile data plan	51.0	57.6	51.6	47.5	43.8	26.7
Office wifi	35.6	34.8	39.9	33.1	28.9	6.7
Free wifi at coffee shop etc	30.3	36.5	33.1	22.3	19.8	13.3
At home on a fibre connection	27.2	31.9	29.1	19.2	22.9	26.7
At home on an ADSL line	27.0	24.2	23.8	32.0	33.8	53.3
Other	5.5	5.1	4.9	7.3	6.7	6.7

- Incidence of usage of alternative devices for viewing decreases with age;
- ADSL usage increases with age, whereas other bandwidth sources decrease with age;

Devices used

Alternative devices by income

Incidence % Multiple answer	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
Desktop or laptop	47.5	20.3	58.3	54.5	55.7	65.5	64.0
Cellphone/smartphone	47.0	21.5	58.0	56.7	57.9	53.9	56.9
Tablet or iPad	33.7	12.4	34.3	44.1	38.8	50.3	52.2
Games console/media player	11.1	2.9	9.4	15.7	9.3	17.4	22.9
None of the above	33.8	68.2	20.5	21.3	20.2	18.6	15.2

Where alternative devices are watched by income

Incidence % Multiple answer	Total N=568	<R5k N=77	R5-R10k N=115	R10-R20k N=141	R20-R30k N=74	R30-R50k N=74	>R50k N=58
At home using my mobile data plan	51.0	65.4	60.9	47.9	37.6	47.5	48.6
Office wifi	35.6	25.7	45.1	35.4	38.5	34.5	33.1
Free wifi at coffee shop etc	30.3	38.0	29.7	34.9	15.3	25.9	31.2
At home on a fibre connection	27.2	16.5	20.4	31.9	26.6	33.0	40.3
At home on an ADSL line	27.0	12.1	16.3	24.9	42.0	39.1	31.8
Other	5.5	9.8	3.7	3.1	4.9	2.7	13.4

- Except for the lowest income groups, there is little differentiation in alternative devices used by household income;

Viewership Patterns

Viewership patterns

- **Average hours of personal viewing per weekday**

Incidence %	Total N=1002
Up to 1 hour	8.6
1 to 2 hours	27.9
2 to 4 hours	37.3
4 to 6 hours	17.5
More than 6 hours	8.8

- **Average hours of personal viewing on weekends**

Incidence %	Total N=1002
Up to 1 hour	5.0
1 to 2 hours	14.7
2 to 4 hours	28.3
4 to 6 hours	26.9
6 to 10 hours	16.6
More than 10 hours	8.4

- 2 to 4 hours per day is the most frequent viewer window for both weekdays and weekends;

Viewership patterns

Average hours of personal viewing per weekday by location

Incidence %	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
Up to 1 hour	8.6	8.9	7.0	9.6
1 to 2 hours	27.9	22.5	24.1	39.4
2 to 4 hours	37.3	38.1	35.0	38.5
4 to 6 hours	17.5	18.3	24.1	9.6
More than 6 hours	8.8	12.3	9.7	2.9

Average hours of personal viewing on weekends by location

Incidence %	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
Up to 1 hour	5.0	4.4	4.3	6.7
1 to 2 hours	14.7	11.2	13.2	21.2
2 to 4 hours	28.3	25.0	18.3	43.3
4 to 6 hours	26.9	28.7	31.9	19.2
6 to 10 hours	16.6	20.8	20.6	6.7
More than 10 hours	8.4	10.0	11.7	2.9

- Metro and urban viewing profiles are similar, rural dwellers spend less time watching TV on weekdays and weekends;

Viewership patterns

Average hours of personal viewing per weekday by consumer groupings

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
Up to 1 hour	8.6	9.7	12.8	5.7	5.9	0.0	20.0
1 to 2 hours	27.9	38.6	24.1	21.1	21.2	25.0	35.0
2 to 4 hours	37.3	35.0	35.0	38.6	42.4	37.5	25.0
4 to 6 hours	17.5	11.5	18.7	23.0	19.2	25.0	15.0
More than 6 hours	8.8	5.2	9.5	11.6	11.4	0.0	5.0

* DStv packages

Average hours of personal viewing on weekends by consumer groupings

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
Up to 1 hour	5.0	7.0	6.3	3.2	2.0	12.5	15.0
1 to 2 hours	14.7	20.8	11.6	13.9	7.6	12.5	25.0
2 to 4 hours	28.3	39.1	30.7	18.3	21.8	25.0	20.0
4 to 6 hours	26.9	20.5	28.0	30.8	31.2	50.0	25.0
6 to 10 hours	16.6	8.5	17.6	22.1	23.0	12.5	10.0
More than 10 hours	8.4	4.1	5.9	11.7	14.4	0.0	5.0

* DStv packages

- FTA viewers spend less time watching TV than do subscribers;

Viewership patterns

- **Average hours of personal viewing per weekday by gender and race group**

Incidence %	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
Up to 1 hour	8.6	9.0	8.0	7.6	8.7	5.8	12.8
1 to 2 hours	27.9	29.7	25.5	27.7	21.9	36.5	29.3
2 to 4 hours	37.3	37.9	36.6	37.9	40.1	21.8	37.2
4 to 6 hours	17.5	16.2	19.1	17.5	18.2	18.7	16.8
More than 6 hours	8.8	7.2	10.9	9.3	11.1	17.2	4.0

- **Average hours of personal viewing on weekends by gender and race group**

Incidence %	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
Up to 1 hour	5.0	5.8	4.0	4.4	3.1	0.0	9.3
1 to 2 hours	14.7	17.0	11.7	15.3	11.8	14.8	13.7
2 to 4 hours	28.3	32.0	23.7	29.8	34.0	23.0	21.8
4 to 6 hours	26.9	23.4	31.3	25.2	25.2	35.8	32.1
6 to 10 hours	16.6	15.1	18.7	16.6	20.4	15.6	15.4
More than 10 hours	8.4	6.7	10.6	8.8	5.6	10.9	7.8

➢ Females and Asians spend more time viewing TV than do other demographic groups;

Viewership patterns

Average hours of personal viewing per weekday by age group

Incidence %	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
Up to 1 hour	8.6	10.8	8.0	9.0	5.1	10.2
1 to 2 hours	27.9	23.9	32.5	24.0	31.2	11.3
2 to 4 hours	37.3	35.3	34.3	40.4	46.6	39.3
4 to 6 hours	17.5	18.7	16.6	17.7	11.2	33.4
More than 6 hours	8.8	11.3	8.7	8.9	6.0	5.8

Average hours of personal viewing on weekends by age group

Incidence %	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
Up to 1 hour	5.0	5.3	4.8	4.4	6.4	6.2
1 to 2 hours	14.7	20.7	14.3	12.3	10.7	14.2
2 to 4 hours	28.3	25.4	29.4	29.0	33.7	15.3
4 to 6 hours	26.9	22.0	24.4	31.9	31.7	35.9
6 to 10 hours	16.6	13.9	18.6	15.7	12.4	24.0
More than 10 hours	8.4	12.8	8.6	6.8	5.0	4.4

➢ Overall, the 55 years plus age group are the heaviest TV viewers;

Viewership patterns

Average hours of personal viewing per weekday by income

Incidence %	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
Up to 1 hour	8.6	6.8	14.2	8.0	7.8	4.8	9.0
1 to 2 hours	27.9	37.9	21.9	25.7	23.9	23.7	28.5
2 to 4 hours	37.3	35.4	35.8	41.8	39.0	39.0	32.6
4 to 6 hours	17.5	12.3	21.9	15.9	21.2	21.4	15.0
More than 6 hours	8.8	7.8	6.2	8.6	8.2	11.2	15.0

Average hours of personal viewing on weekends by income

Incidence %	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
Up to 1 hour	5.0	6.9	6.9	2.8	6.0	2.8	3.4
1 to 2 hours	14.7	20.5	13.9	11.1	11.9	7.3	12.6
2 to 4 hours	28.3	39.4	22.0	22.6	26.3	21.9	28.0
4 to 6 hours	26.9	20.1	26.2	36.4	33.6	29.3	20.1
6 to 10 hours	16.6	8.2	19.9	18.7	17.3	25.7	22.7
More than 10 hours	8.4	5.0	11.2	8.3	4.9	12.9	13.0

- Viewing time rises with household income;

Viewership patterns

Average household viewing pattern

Incidence % Multiple answer	Total N=1002
Movies	72.5
Series/drama/crime	64.7
News	63.6
Sport	58.5
Soap operas/Telenovellas	57.4
Comedy/sitcoms	56.1
Reality shows	46.6
Music	46.6
Documentaries	43.7

Children's shows	41.4
Lifestyle (food and home)	41.2
Wildlife	34.0
Quiz/Game shows	23.0
Actuality	21.7
Other	0.4

- Movies are the most watched content, followed by drama series, news and sport;

Viewership patterns

Average household viewing pattern by location

Incidence % Multiple answer	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
Movies	72.5	81.1	72.0	60.6
Series/drama/crime	64.7	72.9	69.7	48.1
News	63.6	59.1	65.4	68.3
Sport	58.5	58.5	56.4	60.6
Soap operas/Telenovellas	57.4	52.7	61.9	59.6
Comedy/sitcoms	56.1	60.7	58.4	47.1
Reality shows	46.6	52.4	48.3	36.5
Music	46.6	51.0	46.3	40.4
Documentaries	43.7	47.3	45.5	36.5
Children's shows	41.4	47.6	47.9	26.0
Lifestyle (food and home)	41.2	49.0	47.1	24.0

Wildlife	34.0	38.1	38.9	23.1
Quiz/Game shows	23.0	22.2	27.6	19.2
Actuality	21.7	22.8	17.9	24.0
Other	0.4	0.4	0.8	0.0

➢ Movies are most popular amongst metro and urban viewers, news amongst rural viewers;

Viewership patterns

Average household viewing pattern by consumer groupings

Incidence % Multiple answer	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
Movies	72.5	61.4	72.3	75.9	83.6	100	95.0
Series/drama/crime	64.7	53.4	62.9	69.0	77.0	87.5	85.0
News	63.6	66.7	65.9	65.2	59.3	87.5	5.0
Sport	58.5	56.3	53.6	57.5	69.0	75.0	40.0
Soap operas/Telenovellas	57.4	59.9	62.0	63.9	46.9	50.0	5.0
Comedy/sitcoms	56.1	47.4	53.0	63.6	62.3	100	55.0
Reality shows	46.6	33.7	46.9	57.2	55.1	62.5	35.0
Music	46.6	34.4	47.4	62.0	48.8	62.5	20.0
Documentaries	43.7	36.4	36.3	49.2	53.4	75.0	45.0
Children’s shows	41.4	29.1	46.3	51.9	44.2	37.5	45.0
Lifestyle (food and home)	41.2	25.9	36.7	49.8	58.1	75.0	40.0

Wildlife	34.0	23.2	38.9	38.2	43.3	50.0	15.0
Quiz/Game shows	23.0	20.4	21.2	24.3	27.4	50.0	5.0
Actuality	21.7	23.1	17.3	20.2	25.7	37.5	5.0
Other	0.4	0.3	0.0	0.7	0.6	0.0	0.0

* DStv packages

- Movies are the most popular content amongst all subscriber groups, except FTA viewers, who watch news most frequently;

Viewership patterns

Average household viewing pattern by income

Incidence % Multiple answer	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
Movies	72.5	63.9	64.7	80.5	71.8	81.4	87.0
Series/drama/crime	64.7	57.0	59.9	64.9	73.5	76.6	75.2
News	63.6	71.8	64.0	63.7	53.4	59.0	54.8
Sport	58.5	56.3	55.1	60.3	57.6	64.0	69.8
Soap operas/Telenovellas	57.4	61.9	60.8	61.0	47.2	51.4	43.5
Comedy/sitcoms	56.1	45.6	56.2	62.2	55.4	66.4	67.8
Reality shows	46.6	35.0	48.9	53.5	54.2	56.6	47.8
Music	46.6	41.1	51.3	53.4	46.5	43.6	45.4
Documentaries	43.7	36.0	33.9	52.3	43.0	52.5	61.7
Children's shows	41.4	30.3	41.6	53.0	40.3	53.0	34.7
Lifestyle (food and home)	41.2	25.0	44.5	44.6	46.2	58.0	55.0
Wildlife	34.0	21.6	35.9	37.8	25.8	51.0	51.2

Quiz/Game shows	23.0	19.0	21.8	21.5	19.3	32.0	35.3
Actuality	21.7	21.5	16.4	21.8	20.8	28.3	30.2
Other	0.4	0.0	1.0	0.0	1.0	0.6	0.0

- Incidence of watching movies generally increases with household income whereas incidence of watching news decreases with household income;
- Sport is strongest amongst upper income households;

Viewership patterns

Personal viewing pattern (Top 3)

Incidence % Multiple answer	Total N=1002
Movies	43.9
Sport	35.5
Series/drama/crime	33.6
News	33.0
Soap operas/Telenovellas	28.9
Comedy/sitcoms	16.2
Reality shows	15.5
Lifestyle (food and home)	12.0
Documentaries	10.7
Children's shows	10.3
Music	8.3
Wildlife	6.2
Actuality	3.0

Quiz/Game shows	2.8
Other	0.4

➢ Movies, sport and drama series are mentioned most frequently when personal preference is addressed;

Viewership patterns

Personal viewing pattern (Top 3) by location

Incidence % Multiple answer	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
Movies	43.9	48.8	41.3	39.4
Sport	35.5	30.7	28.0	50.0
Series/drama/crime	33.6	39.6	37.4	21.1
News	33.0	24.5	31.1	47.1
Soap operas/Telenovellas	28.9	21.4	29.2	39.4
Comedy/sitcoms	16.2	17.6	17.9	12.5
Reality shows	15.5	19.3	12.8	12.5
Lifestyle (food and home)	12.0	15.1	11.7	7.7
Documentaries	10.7	11.2	10.1	10.6
Children's shows	10.3	11.7	13.6	4.8
Music	8.3	8.0	8.6	8.7
Wildlife	6.2	6.9	4.7	6.7
Actuality	3.0	2.3	3.9	2.9

Quiz/Game shows	2.8	3.0	4.3	1.0
Other	0.4	0.5	0.8	0.0

- Metro and urban dwellers list movies as their most preferred content;
- Rural dwellers list sport as their most preferred content;

Viewership patterns

Personal viewing pattern (Top 3) by consumer groupings

Incidence % Multiple answer	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
Movies	43.9	41.9	46.5	42.7	45.0	52.5	50.0
Sport	35.5	44.2	34.1	27.1	35.2	25.0	15.0
Series/drama/crime	33.6	27.0	29.2	34.6	43.5	50.0	60.0
News	33.0	45.3	40.2	25.8	18.7	25.0	5.0
Soap operas/Telenovellas	28.9	38.8	30.6	29.3	13.9	12.5	5.0
Comedy/sitcoms	16.2	12.9	12.9	20.9	18.0	37.5	15.0
Reality shows	15.5	11.4	16.7	19.5	16.4	12.5	15.0
Lifestyle (food and home)	12.0	6.6	9.6	20.5	12.3	25.0	10.0
Documentaries	10.7	9.9	10.3	8.9	13.8	5.0	20.0
Children's shows	10.3	6.5	18.4	9.9	11.0	0.0	5.0
Music	8.3	6.2	7.2	12.7	8.2	5.0	0.0
Wildlife	6.2	3.5	9.5	7.4	7.1	0.0	0.0
Actuality	3.0	4.3	0.0	3.1	2.9	0.0	5.0

Quiz/Game shows	2.8	1.2	1.7	4.9	3.8	5.0	0.0
Other	0.4	0.3	0.0	0.7	0.6	0.0	0.0

* DStv packages

➢ News and sport is the preference of FTA viewers, all other groups preferring movies;

Viewership patterns

Personal viewing pattern (Top 3) by gender and race group

Incidence % Multiple answer	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
Movies	43.9	45.4	42.0	42.0	49.7	65.4	43.8
Sport	35.5	54.0	12.0	39.8	30.9	29.9	23.0
Series/drama/crime	33.6	25.7	43.7	27.5	40.7	45.1	50.8
News	33.0	43.0	20.2	40.5	20.9	10.9	15.0
Soap operas/Telenovellas	28.9	24.3	34.	36.6	14.2	10.9	10.5
Comedy/sitcoms	16.2	16.1	16.3	13.1	24.2	30.4	21.1
Reality shows	15.5	10.4	22.0	14.8	14.5	17.9	17.9
Lifestyle (food and home)	12.0	7.3	17.9	10.5	11.1	27.2	14.2
Documentaries	10.7	13.0	7.8	9.8	7.5	13.6	14.9
Children's shows	10.3	4.6	17.5	8.9	16.7	13.2	12.0
Music	8.3	5.7	11.7	10.1	3.9	3.1	4.7
Wildlife	6.2	6.7	5.6	5.5	4.5	7.8	9.0
Actuality	3.0	3.4	2.3	2.6	3.7	0.0	4.5
Quiz/Game shows	2.8	1.8	4.0	1.6	6.2	0.0	6.5

Other	0.4	0.1	0.8	0.4	0.0	0.0	1.0

- Males preference is sport, followed by movies and news;
- Females preference is drama series, followed by movies and reality shows;
- Blacks preference is movies, followed by news and sport;
- Coloureds preference is movies, followed drama series and sport;
- Asians preference is movies, followed by drama series and comedy / sitcoms;
- Whites preference is drama series, followed by movies and sport;

Viewership patterns

Personal viewing pattern (Top 3) by age group

Incidence % Multiple answer	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
Movies	43.9	45.6	46.7	39.0	42.5	36.6
Sport	35.5	31.3	32.8	43.0	37.1	39.3
Series/drama/crime	33.6	33.5	31.3	36.9	33.8	40.0
News	33.0	25.4	31.8	38.3	38.3	38.5
Soap operas/Telenovellas	28.9	24.1	33.8	26.9	22.8	24.4
Comedy/sitcoms	16.2	21.9	14.3	15.7	16.2	13.1
Reality shows	15.5	17.0	15.6	15.9	12.0	13.1
Lifestyle (food and home)	12.0	11.2	10.1	11.0	15.2	31.3
Documentaries	10.7	10.0	9.3	8.1	19.9	20.4
Children’s shows	10.3	8.7	11.5	12.5	5.0	5.4
Music	8.3	14.6	9.2	5.9	1.3	1.5
Wildlife	6.2	5.9	3.9	7.5	12.5	8.8
Actuality	3.0	4.8	1.9	2.4	4.1	5.0
Quiz/Game shows	2.8	4.6	1.6	1.6	4.8	8.0

Other	0.4	0.0	0.8	0.3	0.0	0.0

- Movies generally decline in appeal as age increases;
- Sport and news generally increase in appeal as age increases;
- Drama series is generally constant in appeal by age;

Viewership patterns

Personal viewing pattern (Top 3) by income

Incidence % Multiple answer	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
Movies	43.9	43.4	41.3	44.9	40.8	45.1	48.4
Sport	35.5	45.7	33.3	31.6	28.7	29.5	40.4
Series/drama/crime	33.6	26.0	29.9	34.3	38.2	44.8	44.3
News	33.0	49.3	29.8	28.5	27.3	20.7	20.5
Soap operas/Telenovellas	28.9	39.4	34.3	28.2	17.3	15.5	13.3
Comedy/sitcoms	16.2	11.0	12.4	19.3	19.7	20.7	25.7
Reality shows	15.5	10.6	21.3	16.5	22.6	18.9	6.0
Lifestyle (food and home)	12.0	8.2	14.5	14.5	13.1	15.4	11.2
Documentaries	10.7	9.8	6.2	11.3	11.7	14.1	19.1
Children's shows	10.3	7.7	10.1	11.9	17.5	10.9	3.2
Music	8.3	8.2	11.1	7.8	11.8	2.2	4.7
Wildlife	6.2	4.0	5.1	8.4	5.1	8.8	10.3
Actuality	3.0	3.1	2.7	1.9	3.7	2.2	4.1
Quiz/Game shows	2.8	0.8	4.4	1.5	3.7	7.3	3.2
Other	0.4	0.0	1.0	0.0	1.0	0.6	0.0

- Sport and news have strongest appeal amongst lower income groups, and generally decline in appeal as income rises;
- Movies appeal is generally constant across income groups;
- Drama series appeal increases with income;

Viewership patterns

Local versus international content

Incidence %	Total N=1002
Locally produced programmes	50.3
International programmes	49.7

- There is no significant preference for locally produced programming;

Local versus international content by location

Incidence %	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
Locally produced programmes	50.3	39.0	44.0	73.1
International programmes	49.7	61.0	56.0	26.9

Local versus international by consumer groupings

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20

Locally produced programmes	50.3	69.0	56.5	48.0	23.5	25.0	0
International programmes	49.7	31.0	43.5	52.0	76.5	75.0	100

* DStv packages

- Preference for locally produced programming declines with the increase in the price of subscription TV package;

Viewership patterns

Local versus international content by gender and race group

Incidence %	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
Locally produced programmes	50.3	52.5	47.6	65.5	24.3	3.1	15.6
International programmes	49.7	47.5	52.4	34.5	75.7	96.9	84.4

Local versus international content by age group

Incidence %	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
Locally produced programmes	50.3	48.3	53.1	51.3	48.7	31.3
International programmes	49.7	51.7	46.9	48.7	51.3	68.7

Local versus international content by income

Incidence %	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
Locally produced programmes	50.3	73.4	55.4	44.7	33.1	25.0	26.8
International programmes	49.7	26.6	44.6	55.3	66.9	75.0	73.2

- Asians do not favour locally produced programmes, possibly for language and cultural reasons;
- Conversely, possibly for the same reasons, Blacks prefer locally produced programming;
- Income is a stronger determinant of international programming preference than age;

Viewership patterns

Category of sports watched by the 'sport' audience (Those who chose sport as a top 3 viewing priority)

Incidence % Multiple answer	Total N=356
Local soccer	77.2
UK Premier League soccer	69.6
International soccer	44.4
Cricket	40.8
Rugby	40.5
Wrestling	27.8
Motor sports	21.9
Athletics	20.3
Tennis	15.1
Swimming	10.9
Golf	8.3
Boxing	7.9
Other	2.0

- Soccer from all sources is the most preferred category amongst the sport audience;

Viewership patterns

Category of sports watched by the ‘sport’ audience by location

Incidence % Multiple answer	Total N=356	Metro N=129	Urban/large town N=82	Rural N=145
Local soccer	77.2	69.5	62.5	92.3
UK Premier League soccer	69.6	74.1	59.7	71.2
International soccer	44.4	46.2	41.7	44.2
Cricket	40.8	52.8	56.9	21.2
Rugby	40.5	55.8	54.2	19.2
Wrestling	27.8	23.9	31.9	28.9
Motor sports	21.9	29.4	25.0	13.5
Athletics	20.3	25.9	30.6	9.6
Tennis	15.1	25.4	22.2	1.9
Swimming	10.9	21.3	13.9	0.0
Golf	8.3	11.2	15.3	1.9
Boxing	7.9	25.4	20.8	9.6
Other	2.0	2.0	5.6	0.0

- The appeal of soccer is universal, but particularly strong amongst rural viewers;

Viewership patterns

Category of sports watched by the 'sport' audience by consumer groupings

Incidence % Multiple answer	Total N=356	FTA/OTT N=150	*Basic/OTT N=59	*Mid/OTT N=69	*Premium/OTT N=73	StarSat N=2	OTT only N=3
Local soccer	77.2	93.0	78.2	76.7	47.6	100	0.0
UK Premier League soccer	69.6	64.5	69.2	79.1	74.0	100	0.0
International soccer	44.4	39.3	57.9	45.0	44.4	50.0	33.3
Cricket	40.8	20.9	47.1	56.7	60.3	100	33.3
Rugby	40.5	16.4	41.9	51.0	75.7	100	100
Wrestling	27.8	27.8	32.1	40.7	12.2	50.0	0.0
Motor sports	21.9	11.3	28.9	22.4	36.6	50.0	33.3
Athletics	20.3	8.6	32.2	27.9	26.5	50.0	33.3
Tennis	15.1	2.2	17.9	20.2	35.4	0.0	0.0
Swimming	10.9	1.8	11.8	14.3	26.6	0.0	0.0
Golf	8.3	1.3	11.9	6.4	21.3	0.0	33.3
Boxing	7.9	10.2	23.4	28.6	19.6	0.0	33.3
Other	2.0	1.2	4.9	1.0	2.4	0.0	0.0

* DStv packages

- The appeal of cricket, tennis, swimming, golf and rugby strengthens with the increasing cost of the DStv package;

Viewership patterns

Category of sports watched by the 'sport' audience by gender and race group

Incidence % Multiple answer	Total N=356	Male N=303	Female N=53	Black N=276	Coloured N=24	Asian N=13	White N=43
Local soccer	77.2	78.5	70.0	91.9	40.0	30.8	17.1
UK Premier League soccer	69.6	72.5	53.1	71.7	78.1	84.6	45.3
International soccer	44.4	46.4	32.5	44.9	50.0	46.2	37.0
Cricket	40.8	40.6	41.9	33.0	54.6	84.6	70.4
Rugby	40.5	37.9	55.4	30.1	68.8	46.2	88.6
Wrestling	27.8	27.5	29.3	30.3	12.7	23.1	20.6
Motor sports	21.9	22.0	21.0	18.4	20.7	46.2	38.0
Athletics	20.3	17.9	34.4	17.7	29.3	23.1	31.9
Tennis	15.1	12.7	28.5	10.7	33.4	30.8	28.1
Swimming	10.9	8.1	27.3	8.0	20.7	7.7	24.3
Golf	8.3	7.6	12.7	5.3	10.0	7.7	26.6
Boxing	7.9	19.0	11.8	18.3	15.4	15.4	17.5
Other	2.0	0.8	8.9	1.2	7.3	0.0	5.3

- There is a male bias in the soccer viewing audience;
- Interest in cricket and rugby is strongest amongst Coloureds, Asians and Whites, and also amongst females;

Viewership patterns

Category of sports watched by the 'sport' audience by age group

Incidence % Multiple answer	Total N=356	18-24 years N=60	25-34 years N=144	35-44 years N=96	45-54 years N=38	55 years plus N=18
Local soccer	77.2	81.4	82.2	77.7	69.4	37.2
UK Premier League soccer	69.6	79.2	72.2	65.4	64.1	51.0
International soccer	44.4	37.1	47.1	47.4	41.1	37.2
Cricket	40.8	29.3	43.3	41.7	33.6	70.3
Rugby	40.5	29.3	39.6	33.0	65.2	74.0
Wrestling	27.8	43.9	23.1	23.7	32.4	23.3
Motor sports	21.9	17.8	21.6	18.8	29.8	37.9
Athletics	20.3	14.0	22.0	18.9	25.8	24.0
Tennis	15.1	13.9	15.2	14.7	16.4	17.6
Swimming	10.9	5.2	10.6	10.1	16.9	20.3
Golf	8.3	8.7	4.9	9.5	12.5	20.3
Boxing	7.9	26.8	15.4	12.0	24.3	27.0
Other	2.0	6.0	0.0	1.9	1.7	6.4

- Overall, interest in soccer and wrestling decreases with age, and interest in rugby, motor sports, swimming, boxing and golf increases with age;
- Cricket is relatively broad based with a peak amongst viewers over 55;

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Viewership patterns

Category of sports watched by the 'sport' audience by income

Incidence % Multiple answer	Total N=356	<R5k N=134	R5-R10k N=59	R10-R20k N=64	R20-R30k N=31	R30-R50k N=32	>R50k N=31
Local soccer	77.2	94.3	72.7	72.7	58.3	59.6	64.8
UK Premier League soccer	69.6	66.4	71.5	71.2	63.5	77.3	76.3
International soccer	44.4	41.8	46.1	44.3	42.2	56.1	47.1
Cricket	40.8	19.9	48.4	48.3	53.6	70.7	56.6
Rugby	40.5	14.8	43.9	52.6	59.9	63.7	75.1
Wrestling	27.8	26.1	33.4	35.0	30.2	18.6	16.4
Motor sports	21.9	11.6	22.5	17.2	34.4	43.9	33.4
Athletics	20.3	7.3	22.5	29.4	30.2	23.3	36.5
Tennis	15.1	1.5	16.6	16.9	17.7	38.4	39.2
Swimming	10.9	2.8	5.6	17.1	7.8	32.8	25.5
Golf	8.3	0.8	3.0	11.8	14.6	12.6	28.6
Boxing	7.9	8.6	24.8	21.5	23.0	22.9	28.6
Other	2.0	0.0	3.9	0.0	5.7	3.5	4.3

- Interest in local soccer peaks in low income households whereas interest in the UK Premier League strengthens with income;
- Interest in rugby, motor sports, athletics, tennis, swimming, golf and cricket strengthens with income;
- Interest in boxing is stable across all subscription segments and interest in wrestling decreases with income;

Viewership patterns

Regularly record on PVR/Explora decoders (DStv subscribers)

Incidence %	Total N=349
Yes	78.0
No	22.0

- Almost 80% of those with the facility to record, make use of the functionality;

Regularly record on PVR/Explora decoders by location

Incidence %	Total N=349	Metro N=187	Urban/large town N=126	Rural N=36
Yes	78.0	80.4	74.8	76.9
No	22.0	19.6	25.2	23.1

Regularly record on PVR/Explora decoders by consumer groupings

Incidence %	Total N=349	DStv Basic/OTT N=50	DStv Mid/OTT N=130	DStv Premium/OTT N=169
Yes	78.0	66.7	73.8	84.8
No	22.0	33.3	26.2	15.2

- Recording incidence increases with value of the DStv package;

Viewership patterns

Regularly record on PVR/Explora decoders by gender and race group

Incidence %	Total N=349	Male N=173	Female N=175	Black N=198	Coloured N=36	Asian N=23	White N=92
Yes	78.0	79.4	76.6	73.5	79.9	65.6	90.1
No	22.0	20.6	23.4	26.5	20.1	34.4	9.9

Regularly record on PVR/Explora decoders by age group

Incidence %	Total N=349	18-24 years N=61	25-34 years N=151	35-44 years N=78	45-54 years N=38	55 years plus N=20
Yes	78.0	72.0	73.8	84.2	89.8	85.0
No	22.0	28.0	26.2	15.8	10.2	15.0

Regularly record on PVR/Explora decoders content by income

Incidence %	Total N=349	<R5k N=20	R5-R10k N=42	R10-R20k N=99	R20-R30k N=52	R30-R50k N=73	>R50k N=49
Yes	78.0	47.2	70.4	76.5	78.4	82.6	90.7
No	22.0	52.8	29.6	23.5	21.6	17.4	9.3

- Whites record content most frequently and Asians with lowest frequency;
- Incidence of recording generally increases with age and income levels;

Viewership patterns

Regularly make use of CatchUp (DStv Compact, Compact Plus and Premium subscribers)

Incidence %	Total N=461
Yes	64.7
No	35.3

➢ Approximately two thirds of those with the CatchUp functionality, make use of the facility;

Regularly make use of CatchUp by location

Incidence %	Total N=461	Metro N=261	Urban/large town N=157	Rural N=42
Yes	64.7	63.7	67.6	60.0
No	35.3	36.3	32.4	40.0

Regularly make use of CatchUp by consumer groupings

Incidence %	Total N=461	DStv Mid/OTT N=253	DStv Premium/OTT N=208
Yes	64.7	52.9	79.1
No	35.3	47.1	20.9

➢ CatchUp is relatively even across viewer locations but is significantly more frequent amongst Premium subscribers;

Viewership patterns

Regularly make use of CatchUp by gender and race group

Incidence %	Total N=461	Male N=226	Female N=235	Black N=278	Coloured N=49	Asian N=27	White N=106
Yes	64.7	71.9	57.8	62.9	59.2	57.3	73.8
No	35.3	28.1	42.2	37.1	40.8	42.7	26.2

Regularly make use of CatchUp by age group

Incidence %	Total N=461	18-24 years N=95	25-34 years N=210	35-44 years N=82	45-54 years N=45	55 years plus N=28
Yes	64.7	63.9	64.2	64.9	68.9	63.3
No	35.3	36.1	35.8	35.1	31.1	36.7

Regularly make use of CatchUp by income

Incidence %	Total N=461	<R5k N=28	R5-R10k N=77	R10-R20k N=122	R20-R30k N=71	R30-R50k N=87	>R50k N=60
Yes	64.7	52.6	50.3	65.0	65.2	72.3	76.3
No	35.3	47.4	49.7	35.0	34.8	27.7	23.7

- Use of CatchUp is evenly distributed by age but is more prevalent amongst males, whites and higher income households;

Viewership patterns

Binge watching duration (amongst those who record content and/or use CatchUp)

Incidence %	Total N=354
I do not binge watch	12.8
1 to 2 hours	23.9
2 to 4 hours	37.0
4 to 6 hours	15.4
6 to 10 hours	6.5
More than 10 hours	4.3

- Over 87% of viewers who record content binge watch, most frequently for 2 to 4 hours;

Binge watching duration by location

Incidence %	Total N=354	Metro N=196	Urban/large town N=125	Rural N=34
I do not binge watch	12.8	12.7	11.8	16.7
1 to 2 hours	23.9	24.8	24.6	16.7
2 to 4 hours	37.0	35.8	35.5	50.0
4 to 6 hours	15.4	16.1	16.4	8.3
6 to 10 hours	6.5	6.0	9.1	0.0
More than 10 hours	4.3	4.7	2.7	8.3

- Directionally, rural dwellers binge watch over the longest time periods;

Viewership patterns

Binge watching duration by consumer groupings

Incidence %	Total N=354	DStv Basic N=33	DStv Mid/OTT N=147	DStv Premium/OTT N=174
I do not binge watch	12.8	18.0	12.4	12.1
1 to 2 hours	23.9	32.3	26.7	20.0
2 to 4 hours	37.0	28.3	35.7	39.8
4 to 6 hours	15.4	14.5	13.6	17.2
6 to 10 hours	6.5	6.9	8.0	5.3
More than 10 hours	4.3	0.0	3.6	5.8

Binge watching duration by gender and race group

Incidence %	Total N=354	Male N=186	Female N=168	Black N=205	Coloured N=34	Asian N=20	White N=95
I do not binge watch	12.8	13.0	12.5	11.5	18.1	9.6	14.3
1 to 2 hours	23.9	23.3	24.6	26.1	20.9	22.5	20.7
2 to 4 hours	37.0	38.4	35.5	34.1	44.3	27.1	42.8
4 to 6 hours	15.4	14.6	16.4	14.4	11.0	24.8	17.3
6 to 10 hours	6.5	5.8	7.4	9.5	1.9	0.0	3.1
More than 10 hours	4.3	4.9	3.7	4.4	3.8	16.0	1.9

- Incidence of binge watching for more than 2 hours increases with the level of TV subscription received;

Viewership patterns

Binge watching duration by age group

Incidence %	Total N=354	18-24 years N=69	25-34 years N=152	35-44 years N=75	45-54 years N=38	55 years plus N=20
I do not binge watch	12.8	5.2	10.9	16.8	26.9	10.0
1 to 2 hours	23.9	27.0	26.5	24.4	11.7	15.0
2 to 4 hours	37.0	36.2	36.0	35.6	41.1	45.0
4 to 6 hours	15.4	17.5	14.9	15.2	13.9	15.0
6 to 10 hours	6.5	8.0	7.7	5.4	4.7	0.0
More than 10 hours	4.3	6.1	4.0	2.6	1.7	10.0

Binge watching duration by income

Incidence %	Total N=354	<R5k N=15	R5-R10k N=47	R10-R20k N=99	R20-R30k N=56	R30-R50k N=71	>R50k N=50
I do not binge watch	12.8	8.5	9.0	19.4	4.7	11.5	14.9
1 to 2 hours	23.9	43.1	34.2	25.2	29.3	12.3	17.5
2 to 4 hours	37.0	29.6	40.9	34.6	40.9	40.2	36.7
4 to 6 hours	15.4	7.3	10.7	11.1	12.5	20.0	22.0
6 to 10 hours	6.5	11.5	1.4	6.3	7.5	8.5	6.2
More than 10 hours	4.3	0.0	3.8	3.5	5.2	7.4	2.6

- Binge watching for 1 to 2 hours decreases with age but binge watching for 2 to 4 hours increases with age;
- There is no clear relationship between binge watching and household income levels;

Viewership patterns – OTT consumers

Download versus live streaming

Incidence %	Total N=454
Download programmes to watch later	24.6
Use live streaming	27.8
Both download and live streaming	47.6

- The majority of OTT viewers both stream and download content for later viewing;

Download versus live streaming by location

Incidence %	Total N=454	Metro N=242	Urban/large town N=147	Rural N=64
Download programmes to watch later	24.6	17.3	24.6	52.2
Use live streaming	27.8	28.4	27.7	26.1
Both download and live streaming	47.6	54.3	47.7	21.7

Download versus live streaming by gender and race group

Incidence %	Total N=454	Male N=254	Female N=200	Black N=295	Coloured N=38	Asian N=28	White N=93
Download programmes to watch later	24.6	27.6	20.8	28.7	15.7	15.9	18.0
Use live streaming	27.8	30.4	24.6	24.5	20.8	22.3	43.0
Both download and live streaming	47.6	42.0	54.6	46.8	63.5	61.8	39.0

- The higher incidence of downloading programmes to watch later relative to location is possibly linked to bandwidth availability;

Viewership patterns – OTT consumers

Download versus live streaming by age group

Incidence %	Total N=454	18-24 years N=123	25-34 years N=198	35-44 years N=84	45-54 years N=35	55 years plus N=13
Download programmes to watch later	24.6	31.1	23.2	20.9	21.0	15.4
Use live streaming	27.8	20.4	29.3	28.4	32.5	61.5
Both download and live streaming	47.6	48.5	47.4	50.8	46.5	23.0

Download versus live streaming by income

Incidence %	Total N=454	<R5k N=46	R5-R10k N=97	R10-R20k N=122	R20-R30k N=62	R30-R50k N=64	>R50k N=49
Download programmes to watch later	24.6	27.5	32.6	29.2	26.2	11.7	9.7
Use live streaming	27.8	15.5	26.4	35.4	23.0	33.1	20.2
Both download and live streaming	47.6	57.1	41.0	35.5	50.9	55.2	70.1

- Downloading programmes to watch later decreases with age and household income level;
- Incidence of live streaming is relatively constant by income but increases with age;

Viewership patterns – OTT consumers

□ Screen used to view OTT content

Incidence %	Total N=454
On a PC or laptop	48.4
PC/Laptop connected to a TV	43.0
Another screen	8.6

➢ There are proportionately more favouring consumption of OTT content on a PC/laptop versus a TV set;

□ Screen used to view OTT content by location

Incidence %	Total N=454	Metro N=242	Urban/large town N=147	Rural N=64
On a PC or laptop	48.4	42.7	48.5	69.6
PC/Laptop connected to a TV	43.0	48.9	40.8	26.1
Another screen	8.6	8.4	10.8	4.4

□ Screen used to view OTT content by gender and race group

Incidence %	Total N=454	Male N=254	Female N=200	Black N=295	Coloured N=38	Asian N=28	White N=93
On a PC or laptop	48.4	46.4	50.9	54.6	44.6	33.0	34.6
PC/Laptop connected to a TV	43.0	45.5	39.9	38.4	45.2	51.1	54.5
Another screen	8.6	8.1	9.2	7.0	10.3	15.9	10.8

➢ PC or laptop viewing of OTT content is strongest in rural areas and amongst Blacks and Coloureds;

Viewership patterns – OTT consumers

Screen used to view OTT content by age group

Incidence %	Total N=454	18-24 years N=123	25-34 years N=198	35-44 years N=84	45-54 years N=35	55 years plus N=13
On a PC or laptop	48.4	57.1	48.3	38.4	44.7	46.2
PC/Laptop connected to a TV	43.0	34.7	45.5	46.3	46.5	53.8
Another screen	8.6	8.2	6.2	15.3	8.8	7.7

Screen used to view OTT content by income

Incidence %	Total N=454	<R5k N=46	R5-R10k N=97	R10-R20k N=122	R20-R30k N=62	R30-R50k N=64	>R50k N=49
On a PC or laptop	48.4	45.4	66.8	42.1	47.2	39.7	39.6
PC/Laptop connected to a TV	43.0	45.5	28.4	50.7	47.8	44.4	44.2
Another screen	8.6	9.2	4.9	7.2	5.0	15.9	16.2

- Incidence of viewing on a PC or laptop peaks with younger viewers but is reasonably constant across all age groups;
- Incidence of viewing on PC or laptop connected to a TV increases with age and is constant across income groups;

Viewership patterns – OTT consumers

Time spent viewing OTT content per week

Incidence %	Total N=454
Up to 1 hour	10.9
1 to 2 hours	24.1
2 to 4 hours	30.3
4 to 6 hours	20.0
6 to 10 hours	9.7
More than 10 hours	5.1

- Two thirds of the sample views up to 4 hours of content per week;

Time spent viewing OTT content per week by location

Incidence %	Total N=454	Metro N=242	Urban/large town N=147	Rural N=64
Up to 1 hour	10.9	7.8	9.2	26.1
1 to 2 hours	24.1	23.2	24.6	26.1
2 to 4 hours	30.3	30.0	30.8	30.4
4 to 6 hours	20.0	20.8	21.5	13.0
6 to 10 hours	9.7	11.4	9.2	4.4
More than 10 hours	5.1	6.8	4.6	0.0

- Time spent viewing content varies by location, with light usage occurring more frequently amongst rural viewers and heavy usage more frequently amongst metro viewers;

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Time spent viewing OTT content per week by gender and race group

Incidence %	Total N=454	Male N=254	Female N=200	Black N=295	Coloured N=38	Asian N=28	White N=93
Up to 1 hour	10.9	10.5	11.4	9.1	4.7	8.8	19.9
1 to 2 hours	24.1	23.8	24.5	27.1	26.9	20.0	12.5
2 to 4 hours	30.3	28.5	32.7	31.2	34.8	33.5	24.6
4 to 6 hours	20.0	21.7	17.8	20.3	15.4	18.9	21.1
6 to 10 hours	9.7	11.2	7.8	8.6	6.8	7.1	15.1
More than 10 hours	5.1	4.4	6.0	3.1	11.5	11.8	6.9

Time spent viewing OTT content per week by age group

Incidence %	Total N=454	18-24 years N=123	25-34 years N=198	35-44 years N=84	45-54 years N=35	55 years plus N=13
Up to 1 hour	10.9	12.3	9.0	11.5	17.3	7.7
1 to 2 hours	24.1	28.0	25.2	19.4	16.3	23.1
2 to 4 hours	30.3	27.0	32.3	32.6	28.3	23.1
4 to 6 hours	20.0	21.1	20.3	16.7	22.4	23.1
6 to 10 hours	9.7	6.1	9.0	14.5	8.3	23.1
More than 10 hours	5.1	5.4	4.5	5.3	7.5	7.7

- Males and Asians appear to be the heaviest OTT content viewers and Blacks the lightest;
- Directionally viewers 55 plus years old appear to be the heaviest OTT viewer group;

Viewership patterns – OTT consumers

Time spent viewing OTT content per week by income

Incidence %	Total N=454	<R5k N=46	R5-R10k N=97	R10-R20k N=122	R20-R30k N=62	R30-R50k N=64	>R50k N=49
Up to 1 hour	10.9	13.4	13.6	11.2	11.6	3.8	12.5
1 to 2 hours	24.1	32.1	32.2	20.5	27.1	21.3	12.4
2 to 4 hours	30.3	20.5	26.6	37.2	30.1	31.1	29.9
4 to 6 hours	20.0	21.4	16.5	21.0	13.8	21.3	25.3
6 to 10 hours	9.7	6.3	7.5	7.6	13.2	15.5	9.5
More than 10 hours	5.1	6.3	3.7	2.5	4.2	7.1	10.4

➢ Overall, time spent viewing OTT content correlates with a rise in income;

Viewership patterns – OTT consumers

- **Source of data to view OTT content**

Incidence %	Total N=454
From the cellular network	41.3
ADSL line to my home	31.7
Fibre connection to my home	22.4
Other	4.6

- Cellular data is the most frequently used bandwidth source, followed by an ADSL line;

Source of data to view OTT content by location

Incidence %	Total N=454	Metro N=242	Urban/large town N=147	Rural N=64
From the cellular network	41.3	38.7	48.5	34.8
ADSL line to my home	31.7	26.8	26.9	60.9
Fibre connection to my home	22.4	30.8	18.5	0.0
Other	4.6	3.8	6.2	4.4

- In metro areas the use of fibre for bandwidth exceeds ADSL lines;

Viewership patterns – OTT consumers

Source of data to view OTT content by gender and race group

Incidence %	Total N=454	Male N=254	Female N=200	Black N=295	Coloured N=38	Asian N=28	White N=93
From the cellular network	41.3	41.4	41.1	52.8	36.5	15.9	14.4
ADSL line to my home	31.7	34.8	27.7	24.5	45.2	49.4	43.6
Fibre connection to my home	22.4	20.3	25.2	19.2	16.6	32.4	32.3
Other	4.6	3.5	6.0	3.7	1.7	2.4	9.6

Source of data to view OTT content by age group

Incidence %	Total N=454	18-24 years N=123	25-34 years N=198	35-44 years N=84	45-54 years N=35	55 years plus N=13
From the cellular network	41.3	42.2	41.5	44.8	37.6	15.4
ADSL line to my home	31.7	25.5	34.4	28.4	34.9	61.5
Fibre connection to my home	22.4	24.7	21.0	21.2	25.6	23.1
Other	4.6	7.7	3.1	5.6	1.9	0.0

Source of data to view OTT content by income

Incidence %	Total N=454	<R5k N=46	R5-R10k N=97	R10-R20k N=122	R20-R30k N=62	R30-R50k N=64	>R50k N=49
From the cellular network	41.3	68.7	58.2	39.5	30.4	31.1	21.6
ADSL line to my home	31.7	13.4	24.8	35.7	34.8	33.7	36.7
Fibre connection to my home	22.4	13.0	10.5	20.8	32.7	31.5	35.3
Other	4.6	4.9	6.6	4.0	2.1	3.8	6.4

- Incidence of cellular data usage is highest amongst Blacks and younger, lower income households;
- Incidence of fibre usage is highest amongst Asians and Whites and upper income households, whereas ADSL shows a slight increase as household income increases;

Viewership patterns – OTT consumers

Watch free content from YouTube

Incidence %	Total N=454
Yes	82.9
No	17.1

➢ Incidence of watching free content on YouTube is high;

Watch free content from YouTube by location

Incidence %	Total N=454	Metro N=242	Urban/large town N=147	Rural N=64
Yes	82.9	88.4	77.7	73.9
No	17.1	11.6	22.3	26.1

Watch free content from YouTube by gender and race group

Incidence %	Total N=454	Male N=254	Female N=200	Black N=295	Coloured N=38	Asian N=28	White N=93
Yes	82.9	83.1	82.6	83.6	79.7	88.8	80.2
No	17.1	16.9	17.4	16.4	20.3	11.2	19.8

➢ Watching free YouTube content is most prevalent in the metros and occurs across all race groups;

Viewership patterns – OTT consumers

Watch free content from YouTube by age group

Incidence %	Total N=454	18-24 years N=123	25-34 years N=198	35-44 years N=84	45-54 years N=35	55 years plus N=13
Yes	82.9	81.3	84.7	80.8	83.2	84.6
No	17.1	18.7	15.3	19.2	16.8	15.4

- **Watch free content from YouTube by income**

Incidence %	Total N=454	<R5k N=46	R5-R10k N=97	R10-R20k N=122	R20-R30k N=62	R30-R50k N=64	>R50k N=49
Yes	82.9	81.4	81.2	84.1	80.5	83.1	87.2
No	17.1	18.6	18.8	15.9	19.5	16.9	12.8

- Watching free content on YouTube occurs equally across all age groups and household income levels;

Viewership Satisfaction

Viewership satisfaction

- **Additional content ideally like to get**

Incidence % Multiple answer	Total N=1002

More movies	58.1
More series/drama	43.4
More comedy/sitcoms	35.1
More local sport	32.9
More international sport	31.4
More reality shows	30.5
More children's shows	27.6
More documentaries	25.1
More lifestyle programmes	24.7
More 24 hour news channels	24.4
More music channels	23.1
More soap operas/Telenovellas	22.5
More wildlife programmes	20.4
More actuality programmes	13.4
More quiz/game shows	12.4
None – happy with current content	5.0

- More movie options and updated drama series are the most desired content;
- Overall, it appears that movies, sport and drama series drive audience size;

Viewership satisfaction

Additional content ideally like to get by location

Incidence % Multiple answer	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
More movies	58.1	64.0	57.6	50.0

More series/drama	43.4	45.8	46.3	38.5
More comedy/sitcoms	35.1	41.0	30.0	31.7
More local sport	32.9	22.0	26.9	54.8
More international sport	31.4	27.9	23.7	44.2
More reality shows	30.5	33.2	33.9	23.1
More children's shows	27.6	31.2	24.9	25.0
More documentaries	25.1	27.3	24.9	22.1
More lifestyle programmes	24.7	27.2	23.7	22.1
More 24 hour news channels	24.4	21.2	20.6	32.7
More music channels	23.1	24.2	27.2	17.3
More soap operas/Telenovellas	22.5	18.9	25.3	25.0
More wildlife programmes	20.4	22.5	19.5	18.3
More actuality programmes	13.4	15.1	7.8	16.4
More quiz/game shows	12.4	15.9	12.1	7.7
None – happy with current content	5.0	5.5	5.5	3.9

- Metro, urban and rural dwellers needs are similar, although rural priorities also include more local sport coverage;

Viewership satisfaction

Additional content ideally like to get by consumer groupings

Incidence % Multiple answer	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
More movies	58.1	45.3	65.4	69.1	59.8	87.5	45.0
More series/drama	43.4	39.9	42.7	47.0	45.7	75.0	25.0

More comedy/sitcoms	35.1	29.5	29.6	44.5	36.8	62.5	30.0
More local sport	32.9	45.7	37.6	24.0	21.0	12.5	20.0
More international sport	31.4	41.4	23.8	24.4	32.1	25.0	15.0
More reality shows	30.5	27.9	29.9	37.5	29.8	12.5	5.0
More children's shows	27.6	24.4	27.9	38.9	20.7	12.5	10.0
More documentaries	25.1	24.5	20.6	30.9	22.8	37.5	20.0
More lifestyle programmes	24.7	24.6	20.8	30.2	23.5	12.5	5.0
More 24 hour news channels	24.4	31.4	21.8	23.6	18.2	25.0	5.0
More music channels	23.1	18.6	29.2	26.5	24.0	0.0	5.0
More soap operas/Telenovellas	22.5	24.8	23.0	27.5	14.8	12.5	0.0
More wildlife programmes	20.4	19.6	22.3	20.8	20.5	25.0	5.0
More actuality programmes	13.4	14.9	6.2	16.3	14.0	12.5	5.0
More quiz/game shows	12.4	11.4	8.0	14.3	16.5	12.5	5.0
None – happy with current content	5.0	5.4	3.0	1.0	8.4	12.5	30.0

* DStv packages

- FTA viewers would like more movies and more local sport programming, all other consumer groups would like more movies and more drama series;
- Overall, only 5% of respondents declared themselves happy with the current content – although caution is required in the interpretation of this outcome due to the style of the question asked;

Viewership satisfaction

Additional content ideally like to get by gender and race group

Incidence % Multiple answer	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
More movies	58.1	54.4	62.8	55.8	58.6	69.7	63.7
More series/drama	43.4	37.1	51.4	43.4	43.5	47.1	42.3
More comedy/sitcoms	35.1	35.3	34.9	34.9	43.1	48.7	29.5

More local sport	32.9	44.4	18.3	41.8	18.2	14.8	10.4
More international sport	31.4	44.0	15.4	33.2	28.0	40.9	24.4
More reality shows	30.5	24.0	38.8	34.1	26.4	33.5	17.8
More children's shows	27.6	21.6	35.3	29.9	29.1	28.8	18.1
More documentaries	25.1	27.2	22.4	26.0	17.2	33.9	23.3
More lifestyle programmes	24.7	19.8	30.9	27.0	20.3	35.5	15.6
More 24 hour news channels	24.4	28.5	19.1	29.8	12.2	25.0	9.3
More music channels	23.1	20.8	26.0	25.8	20.6	26.1	13.1
More soap operas/Telenovellas	22.5	19.5	26.4	28.5	8.4	19.9	6.7
More wildlife programmes	20.4	21.1	19.4	18.8	23.9	26.5	23.4
More actuality programmes	13.4	14.9	11.3	14.6	11.1	21.4	7.7
More quiz/game shows	12.4	11.4	13.8	12.4	9.7	24.5	10.8
None – happy with current content	5.0	4.0	6.3	3.0	6.4	3.1	12.2

- All demographic groups would like more movie options, males would like more sport, females and Asians more drama series and sitcoms;
- The need for more children's programming is driven by the role of TV in maintaining control in the household when parents are absent;

Viewership satisfaction

Additional content ideally like to get by age group

Incidence % Multiple answer	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
More movies	58.1	56.2	60.8	51.7	57.0	73.1
More series/drama	43.4	46.7	47.0	33.3	38.9	54.2
More comedy/sitcoms	35.1	37.2	36.9	31.2	34.0	31.3
More local sport	32.9	31.3	35.8	34.1	31.7	8.8

More international sport	31.4	29.3	27.9	37.2	38.3	30.9
More reality shows	30.5	31.5	35.5	23.8	27.2	17.8
More children's shows	27.6	26.6	31.3	28.1	16.2	18.6
More documentaries	25.1	20.2	27.5	19.7	29.5	39.3
More lifestyle programmes	24.7	26.4	26.5	20.9	26.3	15.3
More 24 hour news channels	24.4	14.2	28.8	25.6	23.2	20.7
More music channels	23.1	28.0	24.7	20.8	16.0	13.4
More soap operas/Telenovellas	22.5	24.7	27.2	15.1	15.7	20.0
More wildlife programmes	20.4	13.6	19.1	21.0	36.8	29.9
More actuality programmes	13.4	14.0	14.2	12.5	10.7	12.7
More quiz/game shows	12.4	12.3	14.3	10.9	9.5	8.4
None – happy with current content	5.0	2.4	4.6	7.2	3.9	11.7

- More movies, more drama series, more sport and more sitcoms are the desired improvements across all age groups;

Viewership satisfaction

Additional content ideally like to get by income

Incidence % Multiple answer	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
More movies	58.1	50.5	56.4	64.7	61.8	63.7	59.7
More series/drama	43.4	42.4	50.3	43.3	38.5	41.8	42.2
More comedy/sitcoms	35.1	27.9	33.2	42.7	37.9	35.3	43.5
More local sport	32.9	49.3	35.6	25.6	23.6	20.7	21.0
More international sport	31.4	41.7	20.5	26.9	28.2	27.5	43.1

More reality shows	30.5	29.4	31.7	33.6	36.3	30.8	23.3
More children's shows	27.6	21.3	33.5	34.3	29.7	29.0	17.6
More documentaries	25.1	23.3	25.3	27.9	19.7	30.9	30.0
More lifestyle programmes	24.7	24.1	24.4	25.9	27.9	26.2	21.2
More 24 hour news channels	24.4	33.0	18.6	24.1	19.1	26.1	16.5
More music channels	23.1	20.5	26.4	25.7	26.0	22.8	16.2
More soap operas/Telenovellas	22.5	29.8	30.5	21.6	12.4	14.7	13.5
More wildlife programmes	20.4	14.7	19.7	26.3	20.4	24.7	27.0
More actuality programmes	13.4	15.3	8.5	15.8	9.4	16.1	16.5
More quiz/game shows	12.4	9.8	10.3	14.9	11.2	16.5	18.4
None – happy with current content	5.0	4.0	4.1	3.6	5.2	8.2	6.9

- The desire for more movies, drama series and sitcoms increases as household income increases;
- Lowest and highest income households have a desire for more sport;

Viewership satisfaction

Importance of live sport content (those who want more sport)

Incidence %	Total N=465
Very important	56.8
Quite important	33.7
Not particularly important	7.3
Not important at all	2.2

- Sport is very important or quite important to 90.7% of viewers wanting more sport;

Importance of live sport content by location

Incidence %	Total N=465	Metro N=156	Urban/large town N=113	Rural N=196
Very important	56.8	61.3	60.0	51.4
Quite important	33.7	27.7	26.0	42.9
Not particularly important	7.3	8.4	11.0	4.3
Not important at all	2.2	2.5	3.0	1.4

Importance of live sport content by consumer groupings

Incidence %	Total N=465	FTA/OTT N=199	*Basic/OTT N=84	*Mid/OTT N=90	*Premium/OTT N=84	StarSat N=2	OTT only N=6
Very important	56.8	50.2	59.8	60.4	70.4	0.0	16.7
Quite important	33.7	42.4	33.3	25.2	20.6	50.0	66.7
Not particularly important	7.3	6.9	6.0	11.5	2.9	50.0	16.7
Not important at all	2.2	0.6	0.8	2.9	6.0	0.0	16.7

* DStv packages

- The importance of live sport programming increases in line with the increasing cost of the TV subscription service;

Viewership satisfaction

Importance of live sport content by gender and race group

Incidence %	Total N=465	Male N=351	Female N=114	Black N=363	Coloured N=30	Asian N=18	White N=54
Very important	56.8	61.7	41.7	58.0	52.3	66.7	48.5
Quite important	33.7	31.1	41.8	34.3	26.9	33.3	32.7
Not particularly important	7.3	6.3	10.3	7.3	14.8	0.0	5.8
Not important at all	2.2	0.9	6.2	0.4	6.0	0.0	13.1

Importance of live sport content by age group

Incidence %	Total N=465	18-24 years N=96	25-34 years N=194	35-44 years N=109	45-54 years N=49	55 years plus N=16
Very important	56.8	46.4	59.7	68.7	44.7	43.8
Quite important	33.7	44.3	29.7	26.2	45.7	31.3
Not particularly important	7.3	7.4	8.5	5.1	8.3	6.3
Not important at all	2.2	1.9	2.2	0.0	1.3	18.8

Importance of live sport content by income

Incidence %	Total N=465	<R5k N=175	R5-R10k N=77	R10-R20k N=79	R20-R30k N=44	R30-R50k N=39	>R50k N=37
Very important	56.8	55.5	52.7	65.6	61.4	55.2	54.3
Quite important	33.7	37.9	36.2	27.5	23.1	34.0	33.4
Not particularly important	7.3	5.9	10.3	5.3	8.6	10.8	3.0
Not important at all	2.2	0.7	0.9	1.7	6.7	0.0	9.3

- Live sport programming is most important to males, Blacks and Asians, those aged 25 to 44, and living in middle income households;

Viewership satisfaction

Level of satisfaction with current service

10 point scale	Total N=1002
Mean	6.48
Top 3 box	37.9

- The mean of 6.48 in overall satisfaction rating suggests cautious approval of viewing options with much room for improvement;

Level of satisfaction with current service by location

10 point scale	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
Mean	6.48	6.41	6.57	6.48
Top 3 box	37.9	35.6	38.9	40.4

Level of satisfaction with current service by consumer groupings

10 point scale	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
Mean	6.48	6.28	6.64	6.29	6.72	7.46	7.78
Top 3 box	37.9	36.9	41.5	31.4	40.8	46.0	73.9

* DStv packages

- Regardless of location, satisfaction levels suggest room for improvement;

Viewership satisfaction

Level of satisfaction with current service by gender and race group

10 point scale	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
Mean	6.48	6.48	6.47	6.62	5.94	6.00	6.27
Top 3 box	37.9	39.8	35.5	40.3	28.4	26.5	35.8

Level of satisfaction with current service by age group

10 point scale	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
Mean	6.48	6.60	6.46	6.44	6.53	6.19
Top 3 box	37.9	41.2	36.1	38.2	40.3	35.8

Level of satisfaction with current service by income

10 point scale	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
Mean	6.48	6.48	6.56	6.40	6.03	6.67	6.81
Top 3 box	37.9	39.6	39.3	36.3	31.0	37.0	45.8

- All demographic groups are cautiously approving of the viewing programming available to them;

Viewership satisfaction

Reasons for dissatisfaction (Scored 7 or less on 10 point scale)

Incidence % Multiple answer	Total N=620
Too many repeats	62.9
Price is too high	40.6
Content is old	40.4
Does not represent value for money	35.5
Do not get the content I want	34.0

Not enough movies	30.5
Not enough series	26.0
Variety was better in the past	23.6
Not enough sport	20.7
Not enough children's shows	12.7
Other: Too many adverts	0.4
Other: Picture freezes when streaming	0.1
Other: Programme schedule is not adhered to	0.1
Other: Not enough international sport	0.1

- Repeats of programmes, old content, limited choice, and the pricing structure add up to a general level of dissatisfaction with the programming options for 62% of the sample;

Reasons for Not Switching: Group-specific

Reasons for not switching: FTA/OTT viewers

- **Main reasons for not purchasing a subscription option such as DStv or StarSat**

Incidence % Multiple answer	Total N=338
It is too expensive	63.6
I am used to SABC and eTV and have no reason to change	24.6
I do not watch enough TV for it to be worth it	19.9
I would have to forgo some other expense in order to meet my budget	17.2
The decoder is too expensive	16.3
It is a waste of money/I do not see the value	15.6
I do not want to be tied into a contract	13.2

I am not familiar with what they offer	11.0
I already pay a licence fee	7.5
I have got the channels I need	6.5
Other: There are too many adverts	0.3
Other: Would rather stream what I want	0.3
Other: There are too many repeats	0.3

- Concern regarding the subscription cost, or indifference to the offering, are the main reasons why FTA viewers have not purchased a TV subscription service;

Reasons for not switching: DStv EasyView/Access/Family subscribers

Main reasons for choosing a DStv Basic package rather than just receiving the FTA offering

Incidence % Multiple answer	Total N=174
In order to get a good TV signal	45.0
I am used to DStv EasyView/Access/Family and have no reason to change	26.4
I can afford DStv and it benefits me and my family	26.3
My family insists on getting the DStv channels	22.9
I would miss the movies	21.4
I would miss the live sport	20.1
The DStv is worth the money for the extra channels I receive	17.1
I like to keep up with my friends and discuss the DStv shows with them	16.3

I would miss Mzanzi	15.5
I don't like the SABC/eTV soapies	12.0
I am pressurised to get DStv by family and/or friends	5.9
Other: I would miss the 24hour news channel	0.6
Other: I would miss the children's channel	0.6
Other: I would miss the Indian channels	0.6

- A better quality TV signal is the strongest reason to purchase the Basic DStv package over the FTA offering;
- Other reasons relate to programming content enjoyed;

Reasons for not switching: DStv EasyView/Access/Family subscribers

Main reasons for not subscribing to DStv Compact, Compact Plus or Premium packages

Incidence % Multiple answer	Total N=174
It is too expensive	66.2
I do not watch enough TV for it to be worth it	24.0
I would have to forgo some other expense in order to meet my budget	19.3
It is a waste of money	18.4
I am used to DStv EasyView/Access/Family and have no reason to change	12.1
There is no benefit in it for my family	10.2
I have got the channels I need and have no need for more	8.6
I watch live soccer at a friend/bar/tavern	6.2

I am not familiar with what they offer	3.4

- Cost is the main reason why Basic DStv subscribers do not upgrade to Compact or Compact Plus;

Reasons for not switching: DStv EasyView/Access/Family subscribers

Main reasons for not subscribing to StarSat

Incidence % Multiple answer	Total N=174
I do not know what StarSat (Top TV) offers	34.8
I have not heard of StarSat or Top TV	22.9
I have got the channels I need	17.4
I am used to DStv EasyView/Access/Family and have no reason to change	18.7
It is a waste of money	14.8
I would have to buy another decoder	12.8
It is too expensive	8.4
I do not watch enough TV for it to be worth it	5.7
There is not enough local content on StarSat (Top TV)	6.0

I would have to forgo some other expense in order to meet my budget	5.1
Other: There is not enough international content	0.6
Other: I don't like the content	0.6

- Lack of awareness and familiarity with StarSat is the main reason for Basic DStv subscribers not subscribing to it;

Reasons for not switching: DStv Compact or Compact Plus subscribers

Main reasons for choosing a DStv Mid-range package rather than one of the DStv Basic packages

Incidence % Multiple answer	Total N=253
I am used to DStv Compact / Compact Plus and have no reason to change	35.6
It is affordable and it benefits me and my family	29.6
It is worth the money for the extra channels I receive	24.7
I can get local and international sport live in HD	23.8
My family insists on getting the DStv Compact / Compact Plus package	21.8
I get CatchUp which enables me to watch what I want, when I want	20.2
I can get international movies	20.2
My family members can watch online on a smartphone or tablet using the DStv Now App	19.2
Through XtraView my family members can watch different things at the same time	17.7
My TV time is important for me to relax so I will pay the extra	16.5

I am pressurised to get DStv Compact / Compact Plus by family and/or friends	11.3
Other: I can get Mzanzi Magic	0.4

➢ Familiarity and value perception are the main reasons for choosing Mid-Range DStv packages over the Basic packages;

Reasons for not switching: DStv Compact or Compact Plus subscribers

Main reasons for choosing a DStv Mid-range package rather than the DStv Premium package

Incidence % Multiple answer	Total N=253
It is too expensive	60.4
I would have to forgo some other expense in order to meet my budget	23.8
It is a waste of money	23.7
I am used to DStv Compact/Compact Plus and have no reason to change	22.9
It does not represent value to me	20.3
I have got the channels I need and have no need for more	18.4
I do not watch enough TV for it to be worth it	18.1
There is no benefit in it for my family	11.9
I am not familiar with what the Premium package offers	11.4
Other: Many of the Premium channels are of no interest to me	0.4
Other: I can download what I want online	0.4

➢ Budget constraints and value perspectives are the reasons why DStv Mid-range subscribers do not upgrade to DStv Premium;

Reasons for not switching: DStv Compact or Compact Plus subscribers

Main reasons for not subscribing to Showmax in additional to a DStv Mid-range package

Incidence % Multiple answer	Total N=168
I cannot afford the extra money	46.1
I am not familiar with what Showmax offers	23.3
It is a waste of money	22.0
I do not watch enough TV for it to be worth it	19.1
I have got the channels I need and have no need for more	13.1
There is no benefit in it for my family	10.1
I do not watch many movies and series so it is not of value to me	8.6
I have not heard of Showmax	1.1
Other: I can download what I want online	0.6
Other: Netflix is better value	1.2

➢ Affordability is the main reason for Mid-range DStv subscribers refraining from adding Showmax to the viewing portfolio;

Reasons for not switching: DStv Compact or Compact Plus subscribers

Main reasons for not subscribing to Netflix in additional to a DStv Mid-range package

Incidence % Multiple answer	Total N=150
I cannot afford the extra money	36.8
The cost of data to view Netflix is too high	32.7
I do not have an ADSL line to my home	22.7
I am not familiar with what Netflix offers	21.2
I do not have an internet fibre connection at home	21.1
I have got the channels I need and have no need for more	14.2
It is a waste of money	13.3
I do not watch enough TV for it to be worth it	11.2
I have not heard of Netflix	6.5
I do not watch many movies and series so it is not of value to me	7.7
There is no benefit in it for my family	3.4

Other: I am in the process of acquiring Netflix	0.7
Other: There is no sport on Netflix	0.7
Other: There is no local content on Netflix	0.7

- Affordability and cost of data are the main reason for Mid-range DStv subscribers choosing not to subscribe to Netflix;

Reasons for not switching: DStv Premium subscribers

Main reasons for choosing DStv Premium rather than DStv Compact or Compact Plus

Incidence % Multiple answer	Total N=208
I can get all the sport channels	42.1
I get CatchUp which enables me to watch what I want, when I want	36.6
I am used to DStv Premium and have no reason to change	28.5
My family can watch online on smartphone or tablet using the DStv Now App	25.4
I can get the latest movies	25.0
Through XtraView my family can watch different things at the same time	19.5
I have access to Showmax for free	19.2
My family insists on getting the DStv Premium package	17.7
Premium is worth the money for the extra channels I receive	16.7
My TV time is important for me to relax so I will pay the extra	15.3
I want the maximum offering that Multichoice provides regardless of cost	15.5

I can get all the children's channels	14.6
I can get all the news channels	13.9
It is affordable and it benefits me and my family	12.2
I am not familiar with what Compact or Compact Plus offers	6.0
Other: To access the Indian channels	0.5

- Sports channels, CatchUp and variety are the main reasons behind subscribing to DStv Premium;

Reasons for not switching: DStv Premium subscribers

Main reasons for not subscribing to Netflix in additional to the DStv Premium package

Incidence % Multiple answer	Total N=103
I cannot afford the extra cost of Netflix	37.0
The cost of data to view Netflix is too high	28.1
I do not have an ADSL line to my home	27.5
I do not have an internet fibre connection at home	27.0
I am not familiar with what Netflix offers	17.2
I do not watch enough TV for it to be worth it	15.2
It is a waste of money	14.6
I have got the channels I need and have no need for more	14.0
There is no benefit in it for my family	13.7
I do not watch many movies and series so it is not of value to me	4.1
I have not heard of Netflix	1.7
Other: I have Showmax so do not need Netflix	1.0

➢ Subscription cost and data cost are the main reasons why Premium subscribers do not add Netflix;

Reasons for not switching: StarSat subscribers

Main reasons for choosing StarSat rather than just receiving the FTA offering

Incidence % Multiple answer	Total N=8
The SABC channels are too limited	75.0
I can afford StarSat (Top TV) and it benefits me and my family	62.5
StarSat (Top TV) is worth the money for the extra channels I receive	50.0
I don't like the SABC/eTV soapies	50.0
My family insists on getting the StarSat (Top TV) channels	25.0
I wish to support an alternative TV programme supplier to Multichoice	25.0
I am used to StarSat (Top TV) and have no reason to change	25.0
I like to keep up with my friends and discuss the StarSat (Top TV) shows with them	0.0
Other: There are too many adverts	12.5

➢ The data provided in this table is directional due to the low number of StarSat subscribers identified;

Reasons for not switching: StarSat subscribers

Main reasons for not subscribing to DStv EasyView, Access or Family packages

Incidence % Multiple answer	Total N=8
It is a waste of money	50.0
They are not good value	37.5
I prefer the StarSat (Top TV) offering to DStv	37.5
I would have to buy another decoder	37.5
My family and friends recommended StarSat (Top TV)	25.0
I am used to StarSat (Top TV) and have no reason to change	25.0
I am not familiar with what they offer	12.5
I do not wish to support Multichoice (DStv)	12.5
There is no benefit in it for my family	0.0

- StarSat subscribers do not see value in the Basic DStv packages;

Reasons for not switching: StarSat subscribers

Main reasons for not subscribing to DStv Compact, Compact Plus or Premium packages

Incidence % Multiple answer	Total N=8
It is too expensive	75.0
It is a waste of money	50.0
I would have to forgo some other expense in order to meet my budget	37.5
I would have to buy another decoder	37.5
I have got the channels I need and have no need for more	25.0
I am used to StarSat (Top TV) and have no reason to change	25.0
I do not watch enough TV for it to be worth it	12.5
There is no benefit in it for my family	12.5
I am not familiar with what they offer	0.0

- Budget constraints are the primary reason why StarSat subscribers do not switch to the Mid-range or Premium DSTV options;

Reasons for not switching: OTT subscribers

- **Main reasons for choosing an online service in addition to your DStv subscription**

Incidence % Multiple answer	Total N=351
I can watch anywhere on my smartphone or tablet	39.8
I can download the content I want and view it offline	38.5
I get access to the latest series	36.4
It provides greater variety in terms of viewing options	34.6
I get access to the latest movies	33.6
I need DStv and online to maximise my viewing options	20.0
I prefer to stream online	19.0
It gives me a measure of control over what my children watch	14.1
I get DStv in addition to online TV purely for the sport	13.8
I get Netflix because everyone is talking about it	12.7
My family insists I get Netflix/Showmax (or other online offering)	12.0
Other: I can watch when I want to	0.3
Other: I use a family member's account	0.3
Other: There are no adverts on Netflix	0.3

➢ Convenience, flexibility, more viewing options are some of the reasons given for selecting an online service in addition to DStv;

Reasons for not switching: OTT subscribers

Main reasons for not subscribing to a DStv package

Incidence % Multiple answer	Total N=20
It is a waste of money	60.0
It is too expensive	55.0
I get all the content I need online	50.0
It does not represent value to me	45.0
I prefer to stream online	40.0
I do not watch enough TV for it to be worth it	30.0
I am used to watching online and have no reason to change	25.0
I would have to forgo some other expense in order to meet my budget	20.0
There is no benefit in it for my family	15.0
I can download the content I want and view it offline	15.0
I do not have a TV	5.0
I prefer to watch on my laptop/tablet/smartphone	5.0
I am not familiar with the DStv packages	0.0
Other: There are too many repeats	5.0

- Online subscribers who do not subscribe to a DStv package mainly because it is not seen as value;

Cross-price Elasticity of Demand

Cross-price elasticity of demand

- **Proposed packages**

Following a series of six focus group discussions undertaken to gain insights into FTA and subscriber usage and attitudes towards the current TV regime, the following packages were developed based on viewer preferences:
Basic Package – SABC News, SABC Encore, SABC 1, SABC 2, SABC 3, eTV, eTV Movies;

To the Basic package was added 2 series channels, 3 movie channels, 2 news channels, 2 local live sport channels and 1 children's channel. This package is referred to as Package 1 and could be defined as the Basic Package plus 10 channels. The subscription cost for Package 1 was set at R300 per month excluding VAT;

Package 2 consisted of the Basic Package plus 25 channels. The additional channels comprised 5 series channels, 3 reality channels, 3 movie channels, 4 news channels, 6 sport channels, 3 children's channels and 1 comedy channel. The subscription cost of Package 2 was set at R600 per month excluding VAT;

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Package 3 consisted of the Basic Package plus 40 channels. The additional channels comprised 5 series channels, 6 reality channels, 5 movie channels, 5 news channels, 10 sport channels, 5 children's channels, 1 comedy channel and 3 documentary channels. The subscription cost of Package 3 was set at R900 per month excluding VAT;

Once usage and attitude to their current FTA, DStv or OTT package was established, propensity to switch to each proposed new package was then established. Top line results are as follows:

Cross-price elasticity of demand

Incidence of switching to proposed packages

Incidence %	Total N=1002
Package 1	23.9
Package 2	24.7
Package 3	16.8

- Overall, Package 2 appears to have the broadest appeal;

Incidence of switching to proposed packages by location

Incidence %	Total N=1002	Metro N=420	Urban/large town N=291	Rural N=291
Package 1	23.9	24.5	23.7	23.1
Package 2	24.7	27.5	28.0	17.3
Package 3	16.8	22.5	16.7	8.7

Incidence of switching to proposed packages by consumer groupings

Incidence %	Total N=1002	FTA/OTT N=339	*Basic/OTT N=174	*Mid/OTT N=253	*Premium/OTT N=208	StarSat N=8	OTT only N=20
Package 1	23.9	26.3	24.6	23.9	20.1	37.5	10.0
Package 2	24.7	18.1	19.8	28.0	37.9	12.5	5.0
Package 3	16.8	9.8	14.8	18.2	30.0	12.5	0.0

* DStv packages

- Metros respondents are more likely to adopt the proposed packages and rural respondents least likely;
- Package 1 was most popular amongst FTA and DStv Basic viewers. Package 2 was most popular amongst Premium viewers. Package 3 was well received amongst Premium viewers, less so by other groups;

Cross-price elasticity of demand

Incidence of switching to proposed packages by gender and race group

Incidence %	Total N=1002	Male N=562	Female N=440	Black N=695	Coloured N=79	Asian N=42	White N=186
Package 1	23.9	24.7	22.7	27.9	18.8	13.6	13.2
Package 2	24.7	26.4	22.4	25.5	27.8	20.6	21.2
Package 3	16.8	17.0	16.5	18.5	16.3	12.5	11.5

Incidence of switching to proposed packages by age group

Incidence %	Total N=1002	18-24 years N=191	25-34 years N=440	35-44 years N=224	45-54 years N=102	55 years plus N=45
Package 1	23.9	27.4	28.3	21.5	10.2	8.8
Package 2	24.7	37.0	24.5	17.6	15.0	30.9
Package 3	16.8	24.4	17.9	12.5	7.8	15.7

Incidence of switching to proposed packages by income

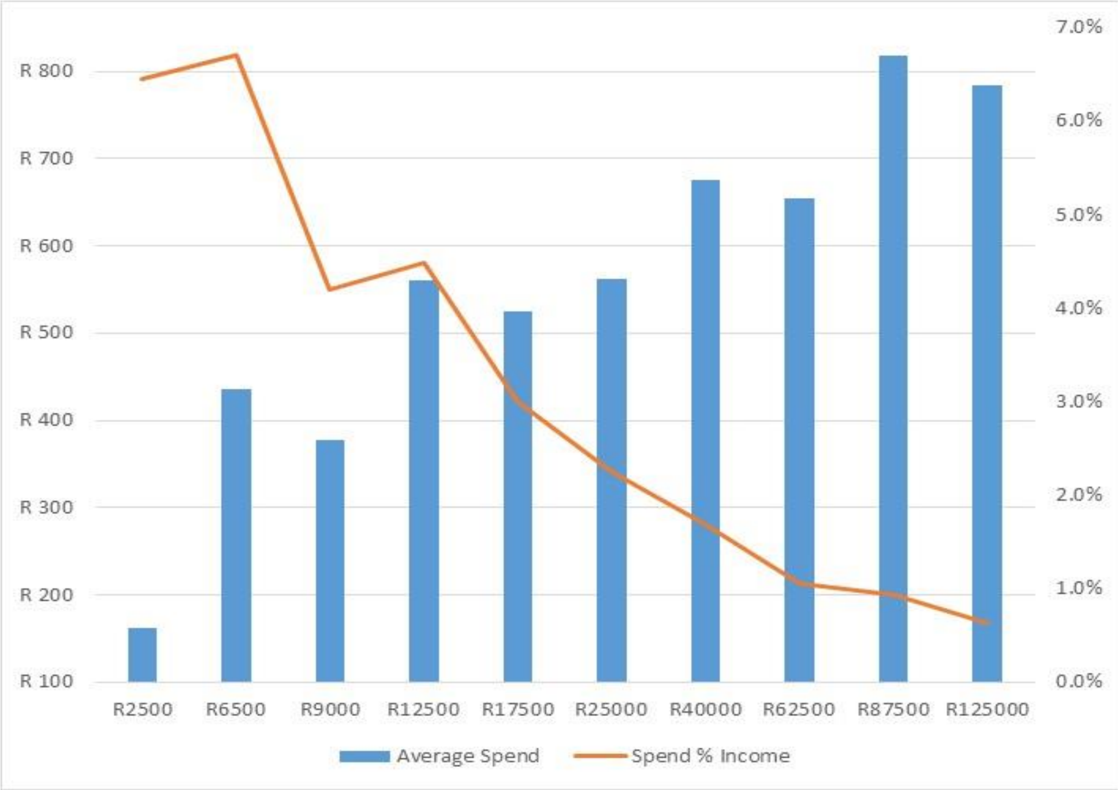
Incidence %	Total N=1002	<R5k N=294	R5-R10k N=176	R10-R20k N=202	R20-R30k N=109	R30-R50k N=110	>R50k N=76
Package 1	23.9	21.3	32.8	28.5	19.3	14.9	18.0
Package 2	24.7	12.2	33.9	29.2	28.5	29.0	29.6
Package 3	16.8	9.0	19.7	17.9	21.4	24.1	25.7

- Packages 1 and 2 had similar appeal by gender. Package 1 was preferred by Blacks, middle aged respondents and lower income households. Package 2 had broad appeal by household income, was preferred by the youngest and oldest age groups, and by Coloureds, Asians and Whites;

Cross-price elasticity of demand

Current expenditure patterns

The graph below tracks average household income on the x-axis against the respondents' current expenditure on the left y-axis and then expresses their spend as a percentage of household income of the right y-axis



Cross-price elasticity of demand

- **Current expenditure patterns**

Observations:

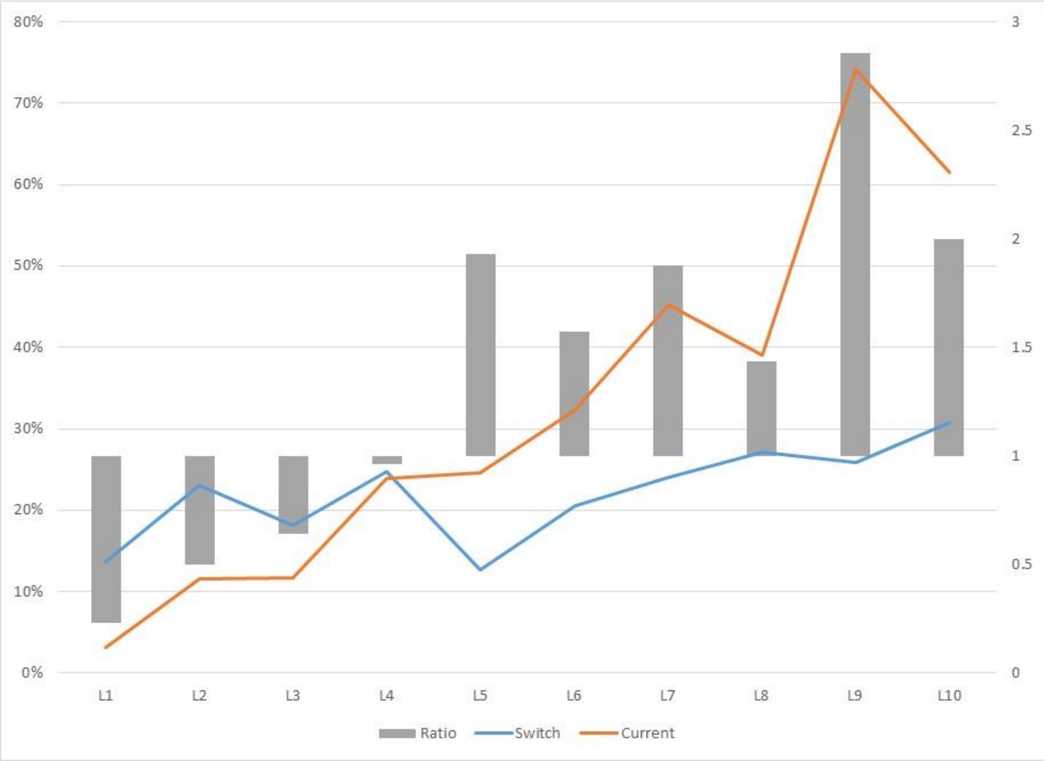
➢ As would be expected, there is a direct positive relationship between household income and their TV entertainment expenditure;

- Whilst lower income brackets spend less in absolute terms, they spend a higher percentage of their monthly income;
- Households that have income of less than R5000 per month have limited discretionary expenditure to spend on TV entertainment.

Cross-price elasticity of demand

Current Spending Behaviour versus Indicated Switching Intention

The graph below shows the income levels (which match with the average household income levels in the first graph) on the x-axis against the percentage of respondents in the top (R900 – Package 3) expenditure grouping. The right y-axis shows the ratio between Indicated Switching Intentions versus Actual Current Spending Behaviour



Key:

- L1: <R5.000 per month
- L2: R5001 to R8,000
- L3: R8001 to R10,000
- L4: R10,001 to R15,000
- L5: R15,001 to R20,000
- L6: R20,001 to R30,000
- L7: R30,001 to R50,000
- L8: R50,000 to R75,000
- L9 R75,000 to R100,000
- L10 >R100,000 per month

Cross-price elasticity of demand

Current Spending Behaviour versus Indicated Switching Intention

Observations:

- The frequency of households spending R900 (Package 3) on TV entertainment increases linearly from 3.1% in income bracket L1 (<R5,000 per month) to 74.1% in L9 (R75,001 to R100,000);
- The Indicated Switching Intention, however, is relatively flat and falls within a band of 20% to 30%;

- This indicates that the aspiration (willingness or demand) to switch is relatively consistent across income brackets and that it is affordability (ability) that determines product uptake across the income brackets;
- Often where the ratio between willing affordability against willingness is less than one (i.e. the blue line is above the orange line), this suggests that consumers will enter the market (i.e. incremental or supplementary demand will occur) if a more affordable product is made available;
- Conversely where the ratio is greater than one this indicates that a competitive product will rely on substitutional demand;
- Note that the income brackets have been determined by spending power, not population distributions. The table below shows the population per income bracket. Although L2 (R5,001 to R8,000) and L3 (R8,001 to R10,000 only form 20% (2 out of 10) of the income brackets, they represent 40% of the potential market.

Cross-price elasticity of demand

- **Current Spending Behaviour versus Indicated Switching Intention**

Income Bracket	Average Income	Population	Bracket	Potential Market
L1	2 500	37.3%	Excluded	0%
L2	6 500	15.0%		
L3	9 000	12.5%	27.5%	44%
L4	12 500	10.0%		
L5	17 500	8.0%		
L6	25 000	7.0%	25.0%	40%
L7	40 000	5.0%		
L8	62 500	3.0%		
L9	87 500	1.5%		
L10	125 000	0.7%	10.2%	16%
		100.0%	62.7%	100.0%

Key:

- L1: <R5.000 per month
- L2: R5001 to R8,000
- L3: R8001 to R10,000
- L4: R10,001 to R15,000
- L5: R15,001 to R20,000
- L6: R20,001 to R30,000
- L7: R30,001 to R50,000
- L8: R50,000 to R75,000
- L9 R75,000 to R100,000
- L10 >R100,000 per month

Cross-price elasticity of demand

- Cross Price Elasticity of Demand

The table below shows the current purchase patterns per group (see appendix for details on grouping) on the vertical/x-axis and the future spend brackets on the horizontal/Y-axis. The first block shows the current groupings against the Indicated Switching Intention (i.e. declared future spending patterns), the second block shows the current groupings against their actual Current Spending Behaviour. The third block shows the variance between their intended and current purchase patterns; the higher the variance, the greater the difference between current and future spending patterns.

Cross-price elasticity of demand

- **Cross Price Elasticity of Demand**

Indicated Switching Intention										
	Base					Weighted				
SwitchLevel	1	2	3	4	**Total**	1	2	3	4	**Total**
Group	0	300	600	900	**Total**	0	300	600	900	**Total**
1	61%	15%	11%	12%	**23%**	67%	13%	10%	10%	**34%**
2	63%	10%	11%	16%	**18%**	63%	11%	11%	15%	**17%**
3	55%	10%	14%	20%	**30%**	54%	11%	17%	18%	**25%**
4	44%	4%	22%	31%	**25%**	45%	4%	21%	30%	**21%**
5	55%	36%	0%	9%	**1%**	54%	32%	0%	14%	**1%**
7	89%	7%	4%	0%	**3%**	85%	11%	3%	0%	**2%**
Total	**56%**	**10%**	**14%**	**20%**	**100%**	**59%**	**10%**	**14%**	**17%**	**100%**
Current Spending Behaviour										
	Base					Weighted				
SpendBracket	A	B	C	D	**Total**	A	B	C	D	**Total**
Group	-	300	600	900	**Total**	-	300	600	900	**Total**
1	88%	12%	1%	0%	**23%**	91%	9%	0%	0%	**34%**
2	61%	34%	4%	1%	**18%**	60%	36%	4%	1%	**17%**
3	0%	53%	38%	9%	**30%**	0%	52%	39%	9%	**25%**
4	0%	0%	43%	57%	**25%**	0%	0%	46%	54%	**21%**
5	55%	36%	9%	0%	**1%**	54%	38%	8%	0%	**1%**
7	56%	41%	4%	0%	**3%**	54%	43%	3%	0%	**2%**
Total	**33%**	**26%**	**23%**	**17%**	**100%**	**43%**	**23%**	**20%**	**14%**	**100%**
Variance										
	Base					Weighted				
SwitchLevel	1	2	3	4	**Total**	1	2	3	4	**Total**
Group	0	300	600	900	**Total**	0	300	600	900	**Total**
1	-26%	3%	10%	12%	**0%**	-24%	5%	9%	10%	**0%**
2	2%	-24%	6%	16%	**0%**	4%	-25%	7%	14%	**0%**
3	55%	-43%	-24%	12%	**0%**	54%	-41%	-22%	9%	**0%**
4	44%	4%	-21%	-27%	**0%**	45%	4%	-25%	-24%	**0%**
5	0%	0%	-9%	9%	**0%**	0%	-6%	-8%	14%	**0%**
7	33%	-33%	0%	0%	**0%**	32%	-32%	0%	0%	**0%**
Total	**23%**	**-16%**	**-9%**	**3%**	**0%**	**16%**	**-13%**	**-6%**	**3%**	**0%**

Key:

- Group 1: FTA/OTT
- Group 2: DStv Basic/OTT
- Group 3: DStv Mid-range/OTT
- Group 4: DStv Premium/OTT
- Group 5: StarSat/OTT
- Group 7: OTT only

Cross-price elasticity of demand

Cross Price Elasticity of Demand

Observations:

- There are material variances between indicated and current buying patterns. This indicates that the introduction of the future product will have a significant impact on the current product;
- Notice the diagonal orange-red band from top left to bottom right. This indicates that variances will occur within price brackets and a positive cross price elasticity of demand (i.e. products are substitutes for each other) exists;
- Group 4 (DStv Premium): Section 2 shows that the upper income brackets (L7-L10 – R30,001 to >R100,000) shows a relatively lower propensity to switch. Multichoice has focused their product offering and marketing effort on this profitable segment and this market appears to be saturated. It is thus unlikely that additional product in the Group4 (DStv Premium) market segment will increase overall demand and thus a new competitor will only change the market shares (rather than overall revenue spend) in this segment;
- Group 2/3/5 (DStv Basic, Mid-range and StarSat): Similar to Group 4 (DStv Premium), although there is potential upsell should the new product offer value;
- Group1 (FTA): Section 1 indicates that there is a market that is willing but has limited ability to enter the market with the current product offerings. A viable product in this segment would thus most probably result in an increase in market size as it would attract new customers;
- Group 7 is a small sample but the group (who have only OTT product) would not consider a Multichoice type bouquet of bundled offerings. Focus groups suggest that these are ex Multichoice customers who have little to no intention of returning to a bundled offering.

Cross-price elasticity of demand

- **Cross Price Elasticity of Demand**

- Note that the data is indicative but not conclusive as to whether a new product offering would increase the overall market and/or result in substitution between the new and existing product. The findings do align with the results in the balance of the questionnaire and support the input obtained from the focus groups (Phase 3).

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- The R300, R600 and R900 (Packages 1 , 2 and 3) developed from the focus groups cater for different target markets, each of which have their own requirements and purchasing considerations;
- Current field research and focus groups provide insights into the overall market structure, segmentation and behaviour;
- The output from this research enables the construction of a revenue model straw-man. Further research would be required, however, to validate and measure the variables within the model;
- The high level characteristics of the 3 products are:

Product	High Level Characteristics
R300 Package 1	• Under catered for market • Revenue from overall market growth
R600 Package 2	• Mature market • Potential for upsell
R900 Package 3	• Saturated market • Revenue for capture of market share

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