

TAMS agreement signed until 2019

The National Association of Broadcasters (NAB), the South African Audience Research Foundation (SAARF) and the service provider, Nielsen Media Research signed a new multi-year Television Audience Measurement Survey (TAMS) agreement on 22 May 2014.



This agreement will run for the next five years, with a tripartite agreement between the three parties running for the duration of 2014. The NAB and SAARF will oversee research conducted by Nielsen throughout this year.

Because of the NAB's resignation from SAARF, the TAMS contract will continue between the NAB and Nielsen from 2015. TAMS will therefore be uninterrupted until the contract term ends in 2019.

Accurate and reliable research

The parties have introduced key performance indicators (KPIs) into the contract and are confident that the checks and balances put in place by the NAB and SAARF will provide complete transparency regarding the panel's performance.

TAMS is now stable, accurate and reliable and measures have been put in place in the contract to ensure that it remains so. An annual audit by an international expert will ensure that it remains transparent. The new survey, first released in March 2014, has improved significantly, with problematic weighting inconsistencies and coding errors corrected.

Nielsen Media Research looks forward to working with SAARF and the NAB to the end of 2014 and continuing with the NAB until 2019. The expansion of the panel to 2500 reporting households and the implementation of the technology that can measure both analogue and digital broadcast platforms, positions broadcast measurement in South Africa for the future.