Thought Leader

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Trends in television viewing over the last five years - *Ask Afrika* uses *TGiSA* to reveal changing tastes

South Africans over the age of fifteen and living in communities of over eight thousand people, are not as heavy users of most media channels including radio, television, newspapers, magazines and cinema as they were five years ago, with the exception of out-of-home (OOH) media which has been static and internet usage which has increased. Television (TV) is still however a powerful medium in South Africa and will continue to hold a vital role for advertisers and continued comprehensive research of TV media audiences is essential.

These stats were drawn by *Ask Afrika* from *TGiSA* making use of Media Neutral Quintiles (specifically MNQ 1, i.e. heaviest consumers of various media). Media neutral quintiles split consumers of each medium into five equal-sized groups, based on their level of consumption. The groups range from the top 20% (heaviest consumers) to the bottom 20% (lightest consumers).

TGi can be used to show which TV stations are the most watched in the last seven days. SABC 1 and DSTV are currently the most watched. DSTV's viewership is increasing.

Attitudes towards television over the last five years were also surveyed by *TGiSA* and *Ask Afrika* who hold the local license revealed some fascinating insights.

In 2008/2009 22.3% of viewers paid more attention to advertising on TV than in other media which has decreased marginally to 21% in 2012/2013. Nonetheless, TV advertising has become less interesting to viewers and over time it gives them less to talk about, only 23.1% find TV advertising interesting in 2012/2013 compared to 30.7% in 2008/2009. Viewers are less likely now to enjoy the adverts as much as the programmes as they were in 2008/2009 when 24.2% said they enjoyed adverts as much as programmes, 20.6% gave this response in 2012/2013. Paradoxically 17.8% in 2012/2013 compared to 16.3% in 2008/2009 find TV advertising more entertaining than the programmes. There is, however also an increased annoyance for television advertising, 13.4% in 2008/2009 rose to 14.8% in 2012/2013. In 2008/2009 18.1% thought that TV advertising was devious compared to 17.3% in 2012/2013.

The delay in the migration to DTT (Digital Terrestrial Television) seems to have decreased the appeal of the idea of digital TV, in 2008/2009 28.1% found the idea of digital TV appealing, but since then interest in digital TV has declined and plateaued with only 22% being interested. The idea of having a large selection of TV channels to choose from has become less important over the past five years, in 2008/2009 34.4% of viewers liked the idea of having a wide selection compared to 25.2% in 2012/2013. Viewers are less likely to watch television programmes at the time they are broadcast, rather than record them, 33.8% preferred to watch programmes while they were being broadcast 2008/2009 compared to 23.1% in 2012/2013. Although not as relevant as having a large selection of TV channels to choose from, viewers look forward to video-on-demand more so than they did five years ago 14.6% in 2012/2013 and 12.6% in 2008/2009.

News coverage on TV was more sought after five years ago, than it is today, in 2008/2009 27.9% thought that TV news was best and 22.4% thought so in 2012/2013. In 2008/2009 21.3% thought that they were only getting part of the story if they relied on TV news and this has increased marginally to 22.1%. Viewers are however not any more or any less TV addicts than they used to be 16.9% admitted to being TV addicts in 2008/2009 and 16.6% in 2012/2013.

When watching movies on television, viewers' favourite genres include drama, romance, musicals and action adventures. Romance and musicals are more popular than they were three years ago. Romantic comedies however don't appeal to viewers as much as they did three years ago. Science fiction, although not enjoyed by many viewers, has approximately doubled its appeal in the past three years. Factual or real life stories are the least favourite genres, together with animated shows and westerns which have been least favourite genres consistently over the past three years. TV programmes most often recorded are dramas, followed by films.

Total	TGISA 2010B/2011A 15287 (Internal)	TGISA 2011B/2012A 15035 (Internal) - Weighted To Households	TGISA 2012B/2013A 14893 (Internal) - Weighted To Households
Drama	25,8%	27,6%	26,5%
Romance [+01/11][F200,00]	17,3%	33,7%	24,9%
Musical [+01/11][F200,00]	14,7%	25,3%	21,3%
Action Adventure	16,5%	16,7%	14,2%
Comedy (Romantic)	19,1%	16,5%	12,7%
Adult	11,2%	12,4%	12,2%
Horror	13,4%	13,3%	11,8%
Science fiction / supernatural [+01/11][F200,00]	6,55%	12,0%	10,9%
Comedy (not romantic)	14,6%	13,0%	10,2%
Crime / detective	12,1%	11,8%	9,34%
Family All Ages	12,3%	10,6%	8,46%
War films	8,86%	7,88%	8,12%
Thriller and suspense	8,42%	7,66%	6,63%
Factual or real life	10,1%	9,40%	6,52%
Animated	7,00%	6,70%	6,19%
Westerns	5,07%	5,14%	3,50%

ENDS

About Ask Afrika:

Over a period of almost two decades, Ask Afrika has grown to be the largest independent South African market research company. The company focuses on local relevance, benchmarked against the global context. Ask Afrika is a member of WIN/Gallup International and ESOMAR. Apart from their large South African footprint, Ask Afrika also operates in a dozen African continental territories.

Ask Afrika is well known for delivering strategic and large scale field projects and for creating benchmarks for industry. With regards to service excellence Ask Afrika is the preferred research partner across industries to co-craft customer service strategies through meaningful research methodologies across the value chain and customer service touch points.

Their exclusive product suite includes the Ask Afrika Orange Index®, Trust Barometer™, Radio Moods™, TGI Icon Brands and TGI (the Target Group Index). Ask Afrika pride themselves on their exceptional service delivery and they have offices based in Pretoria, Stellenbosch and Austria. For more information please visit the website: www.askafrika.co.za .

Issued on behalf of Ask Afrika by Stone Soup Public Relations

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