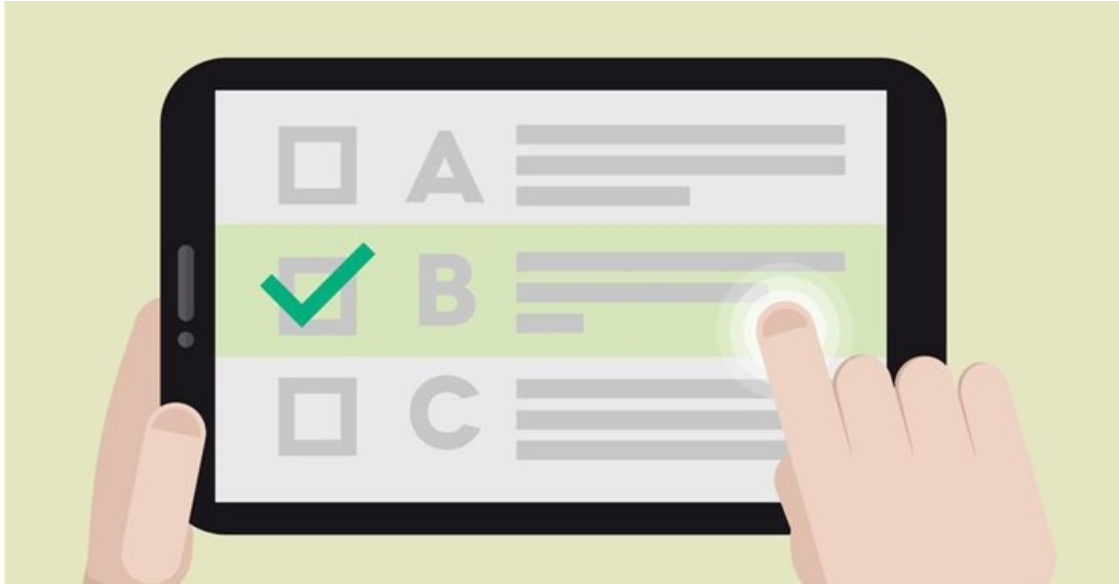


PRC, BRC and Kantar TNS agree to cease production of the Establishment Survey

The PRC, BRC and Kantar TNS have mutually agreed to cease production of the Establishment Survey from the end of December 2019.



The last deliverable will be made available to the industry in March 2020 for the last half-year results for 2019. This decision comes following a review of the shifting media and marketing research landscape in South Africa and the need for greater collaboration across all bodies.

The PRC, BRC and TNS partners are proud of the part that the Establishment Survey has played in modernising the SA media industries' data. The introduction of the new Socio-Economic Measure -SEM 2018TM, developed by Neil Higgs and team, was an industry-leading initiative on accurately measuring socio-economic indicators in South Africa. Representatives from the PRC and BRC complimented TNS on the work done in replacing LSMs, the entrenched but outdated population segmentation model, with SEMs; which accurately reflect the real economic consumer landscape in terms of numbers as well as ethnic and geographic make-up.

The PRC, BRC and TNS decision to cease production of the ES data is mutual and our parting amicably, in order to enable the BRC and PRC to future proof the study to better meet the needs of the media and marketing industry, engage with industry players towards standardisation across all studies and explore the possibility of a joint survey that will holistically meet the needs of all key stakeholders.