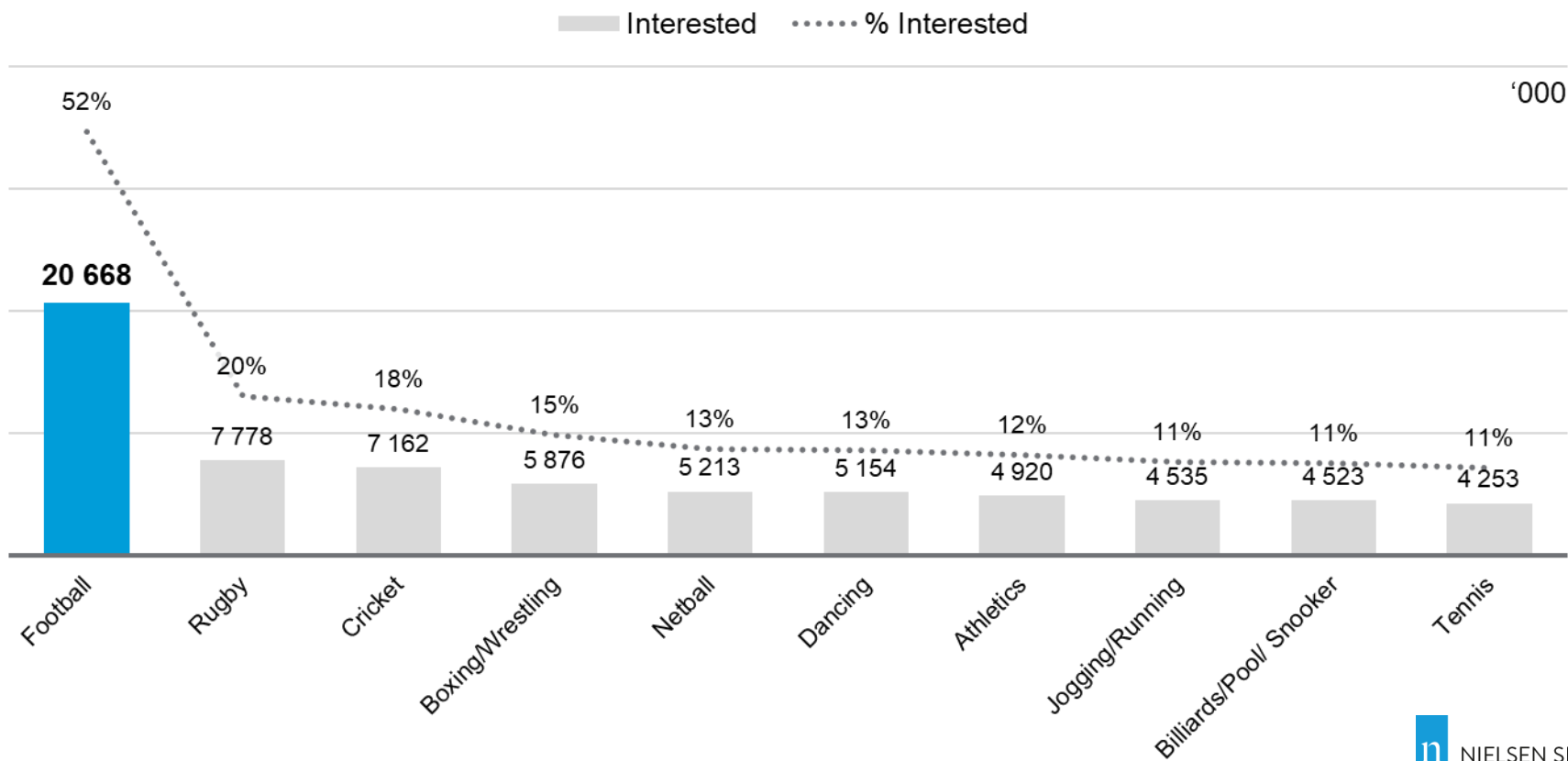
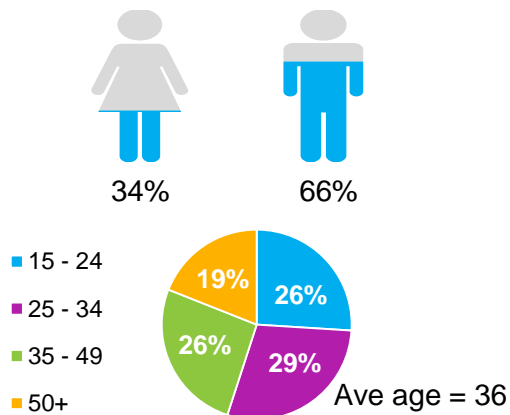


# OVERVIEW OF SPORT INTEREST IN SA

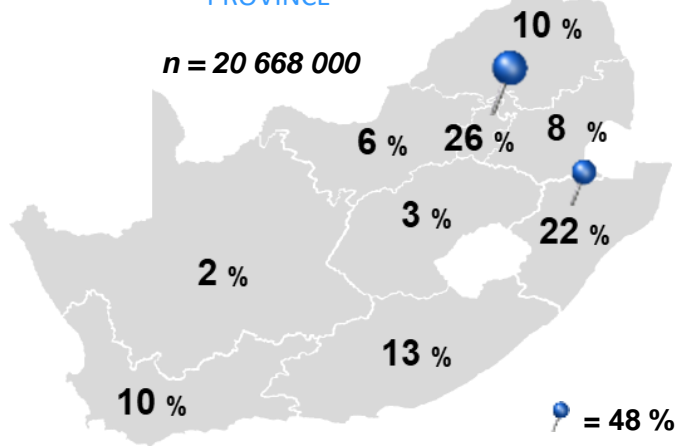


# DEMOGRAPHICS

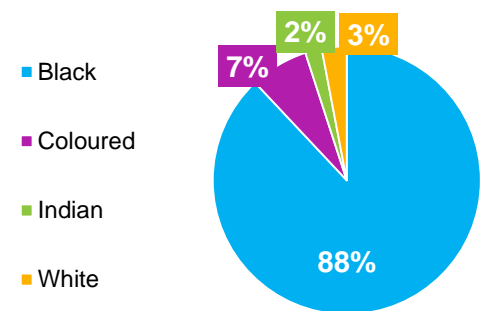
## GENDER & AGE



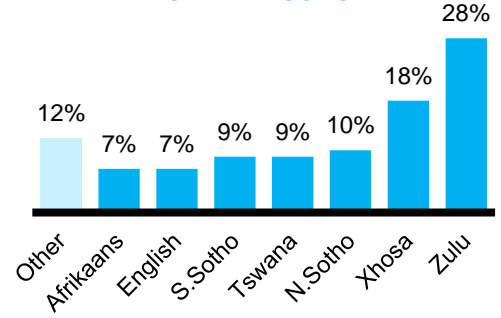
## PROVINCE



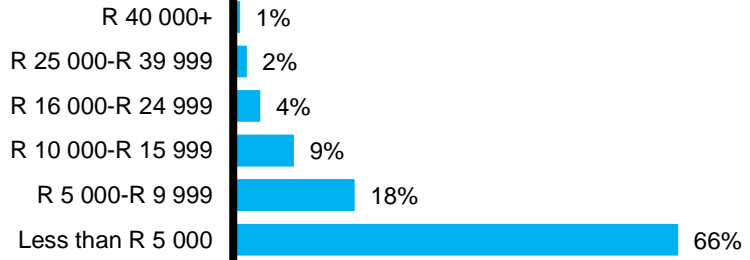
## RACE



## HOME LANGUAGE

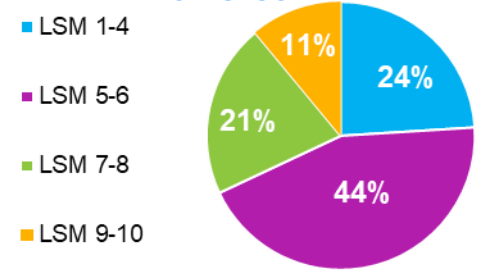


## PERSONAL INCOME



Ave. personal income = R 5 729

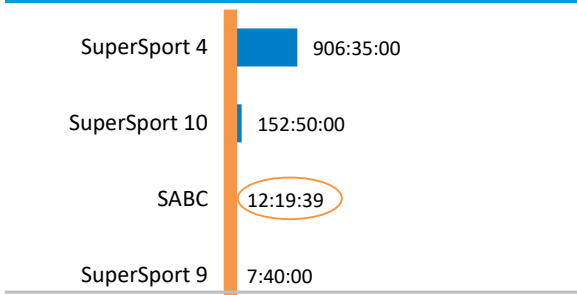
## LSM GROUP



Economically active = 40%

# BROADCAST SUMMARY

## 2016-2017



**1 080 hrs** 107 hrs  
of highlights broadcasts up to  
31 December 2016.

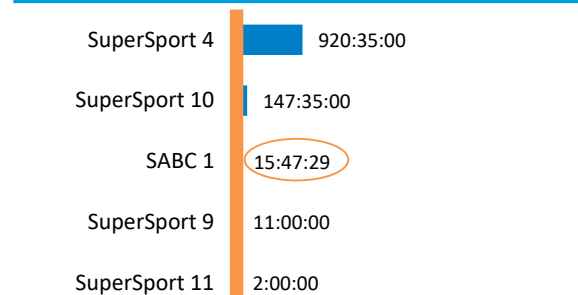


**857 216**  
was highest peak audience.  
28 September 2016, 23h00 on  
SABC 1.



**991 932** 59 %  
was the exclusive total unique  
audience i.e.: only watched  
secondary coverage

## 2017-2018



**1 096 hrs** 16 hrs  
of highlights broadcasts up to  
31 December 2017.



**1256 503**  
was highest peak audience.  
1 November 2017, 25h13 on  
SABC 1.




**1 529 403** 54 %  
was the exclusive total unique  
audience i.e.: only watched  
secondary coverage

# BROADCAST SUMMARY

FORMAT  
KEY KPIS


2016-2017

2017-2018

 **Total TV Time:**


1338:15:49  
52 hrs ↓

1379:50:24  
41 hrs ↑

 **Total no. broadcasts:  
(Including all simulcasts)**


1 954  
351 ↑

1 582  
372 ↓

 **Total unique viewers (primary and secondary):**


19 484 021  
10% ↓

22 571 743  
16% ↑

 **% Contribution of secondary coverage:  
(TV time)**

81 %  
6% ↓

80 %  
1% ↓

 **% Contribution of secondary coverage:  
(Unique audience)**

5 %  
2% ↑

7 %  
2% ↑