

PRC, BRC collaboration to boost Tams TV household universe

A collaboration between the Broadcast Research Council (BRC) and the Publisher Research Council (PRC) will see BRC use the Publisher Audience Measurement Survey (Pams) as the basis for its TV household universe.

The initiative between PRC and BRC will add value to agencies and their clients as researchers used household income, coupled with the geo-segmentation properties of the Neighbourhood Lifestyle Index, to deliver a deeper layer of consumer insights to agencies and planners. The research was carried out in all 233 of South Africa's municipalities.

For more, visit: <https://www.bizcommunity.com>