



Ipsos

Nobody's Unpredictable

Ownership of STB

February 2015

Ipsos MediaCT

The Media, Content and Technology Research Specialists

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Overview of the Survey



A study amongst persons aged 15 years & above country wide to track their TV viewing & Radio Listenership habits



Using Day After recall methodology so data is collected daily



A period of 1 weeks to construct a wave Report based on data collected between **2nd – 16th February 2015**



Using Computer Assisted Telephone Interviewing CATI



1. Incidence of yester television viewership / radio listenership
2. Channels watched / listened to yesterday
3. Channel viewership / Listenership by 15 minute Time segments
4. Ownership of STB; type owned
5. Demographic info; Age, Gender, LSM, Income Level



Ownership of STB

65%

Don't own a STB

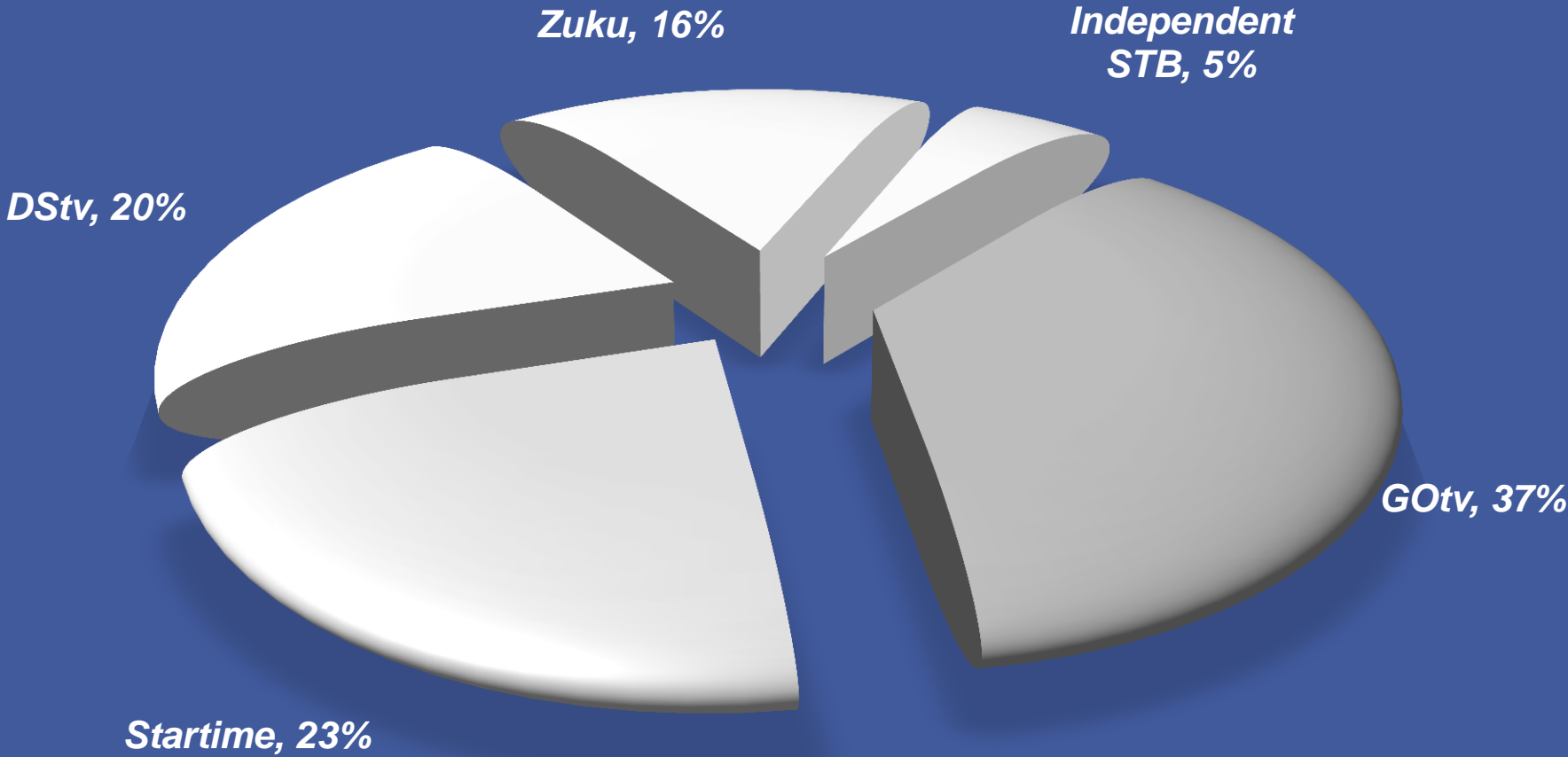
35%

own a STB





Type of STB Owned



For More Details Contact
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Thank You