

Load shedding / power outage codes in TAMS software

Due to the increased frequency of load shedding and power outages that we have been experiencing in our market, it has become essential for us to be able to understand real ratings against households that did or did not experience these at any particular time.

Up until 20 January 2020 there has been an option in the software to select, as a demographic, households that have experienced load shedding/power outages for at least 2 hours during peak time only, that is, 17:00-22:59 - but not for the whole day.

In light of this need, Nielsen has recently completed development work in creating codes that will allow for the selection of households that have experienced at least 2 hours of load shedding/power outages throughout the day split into two time bands.

The 2 new time bands that came into effect as of 20 January 2020 are:

- 04:00 - 16:59 (off peak) or
- 17:00 - 23:59 (peak) or
- a combination of both 04:00-23:59.

NOTE:

Households with or without load shedding/power outages in the earlier time band of 04:00 - 16:59 cannot be assessed prior to 20 Jan 2020.

However, households with or without load shedding/power outages can be compared in the 17:00 time bands pre and post the implementation of the new time bands.

There is a one hour difference (22:59 compared with 23:59), however, as load shedding only occurs in 4 hour time bands the material difference between these end times will be negligible if anything at all.

It is important to remember that this is simply a demographic of households that have or have not experienced load shedding anytime from 17:00.

Please don't hesitate to contact your software bureau for more information.