

The viewership figures of the SA v Eng final

By [Margie Knap](#)

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The final viewership figures of the television broadcast of the 2019 Rugby World Cup final - between the Springboks and England - are in.



Image credit: Getty Images.

At least 48% of all TV viewing adults (15+) were glued to their screens during the two-hour broadcast, and their kids also tuned in. Thank goodness SABC 2 negotiated that they could screen this major event of national interest, it is clear that the TVRs delivered on SABC 2!

(No gender filters included – women also watch rugby!)



[#RugbyWorldCup2019: The numbers you never knew](#)

Richard Lord 10 Oct 2019

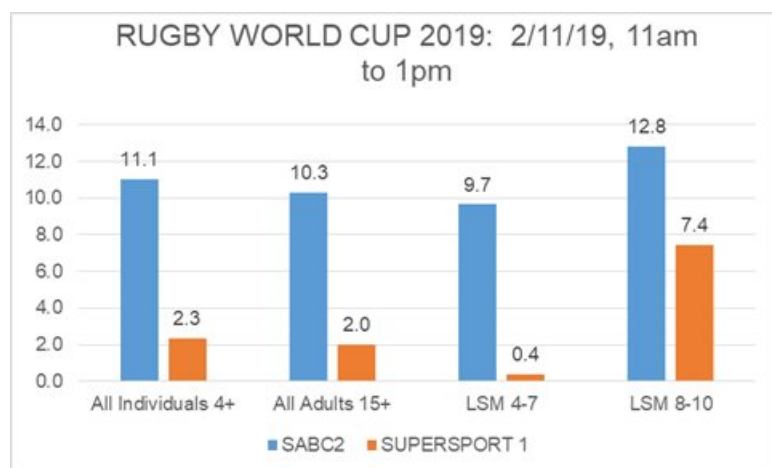


Facts and figures

It is important to note that these figures do not take into account the screenings at rugby club villages (such as Monte), pubs, clubs and other group viewing venues. It is possible that we can add on, at the very least, an additional 50%.

Just Googling some images of the game and it is easy to get a sense of the excitement of the home viewings.

Taking a look at TVRs achieved across the two stations across four different demographics, it is really exciting just how 'nation-building' this final match was. TVRs achieved against LSM four to seven sit at 9.7 on a Saturday morning – bearing in mind that there are omnibus repeats of favourite soapiers on SABC1 at this time too.



And boy, were we glued to our screens! If you look at the ebb and flow of audiences every two minutes, people didn't even make coffee/tea or even go to the toilet during the commercial breaks!



South African rugby fans marvel at the impact tech has on the game

2 Oct 2019



The SABC2 LSM eight to 10 audience started at just over one million viewers and peaked at 1.6 million viewers by 1pm. Supersport 1 LSM eight to 10 audiences started at just over 700,000 and peaked at 915,000 as the game ended.

		SABC2 - LSM 8-10					SuperSport 1 - LSM 8-10				
Date	Snap	Event	Aud	Share	Gain	Loss	Event	Aud	Share	Gain	Loss
02/11/2019	11:01:59	Rugby Build up	1,069	39.1	0	0	Rugby World Cup 2019: England vs South Af	723	26.5	0	0
02/11/2019	11:06:59	Rugby World Cup 2019: England vs South Af	1,119	39.6	0	0	Rugby World Cup 2019: England vs South Af	733	25.9	0	0
02/11/2019	11:11:59	Rugby World Cup 2019: England vs South Af	1,173	41	0	2	Rugby World Cup 2019: England vs South Af	765	26.7	0	0
02/11/2019	11:16:59	Rugby World Cup 2019: England vs South Af	1,240	43.1	0	0	Rugby World Cup 2019: England vs South Af	745	25.9	0	0
02/11/2019	11:21:59	Rugby World Cup 2019: England vs South Af	1,236	44.6	0	0	Rugby World Cup 2019: England vs South Af	738	25.4	0	0
02/11/2019	11:26:59	Rugby World Cup 2019: England vs South Af	1,260	43.7	4	0	Rugby World Cup 2019: England vs South Af	764	26.5	0	0
02/11/2019	11:31:59	Rugby World Cup 2019: England vs South Af	1,321	45.4	0	0	Rugby World Cup 2019: England vs South Af	772	26.5	0	0
02/11/2019	11:36:59	Rugby World Cup 2019: England vs South Af	1,324	45.8	0	0	Rugby World Cup 2019: England vs South Af	776	26.8	0	0
02/11/2019	11:41:59	Rugby World Cup 2019: England vs South Af	1,345	46.4	6	0	Rugby World Cup 2019: England vs South Af	766	26.4	0	0
02/11/2019	11:46:59	Rugby World Cup 2019: England vs South Af	1,368	47.2	0	0	Rugby World Cup 2019: England vs South Af	783	27	0	0
02/11/2019	11:51:59	Rugby World Cup 2019: England vs South Af	1,413	48.3	0	6	Rugby World Cup 2019: England vs South Af	763	26.1	0	0
02/11/2019	11:56:59	Comm. Break	1,389	46.3	6	6	Comm. Break	788	26.7	0	0
02/11/2019	12:01:59	Rugby World Cup 2019: England vs South Af	1,386	46.6	6	8	Rugby World Cup 2019: England vs South Af	784	26.3	0	0
02/11/2019	12:06:59	Comm. Break	1,364	45.5	0	0	Comm. Break	815	27.2	0	0
02/11/2019	12:11:59	Rugby World Cup 2019: England vs South Af	1,437	47.2	6	21	Rugby World Cup 2019: England vs South Af	811	26.7	0	0
02/11/2019	12:16:59	Rugby World Cup 2019: England vs South Af	1,482	47.9	7	0	Rugby World Cup 2019: England vs South Af	832	26.9	6	0
02/11/2019	12:21:59	Rugby World Cup 2019: England vs South Af	1,496	48.1	12	0	Rugby World Cup 2019: England vs South Af	843	27.1	0	6
02/11/2019	12:26:59	Rugby World Cup 2019: England vs South Af	1,497	48	0	15	Rugby World Cup 2019: England vs South Af	846	27.1	0	0
02/11/2019	12:31:59	Rugby World Cup 2019: England vs South Af	1,468	48.5	3	0	Rugby World Cup 2019: England vs South Af	840	27.9	0	0
02/11/2019	12:36:59	Rugby World Cup 2019: England vs South Af	1,553	51.2	18	0	Rugby World Cup 2019: England vs South Af	828	27.3	0	0
02/11/2019	12:41:59	Rugby World Cup 2019: England vs South Af	1,528	49.9	0	0	Rugby World Cup 2019: England vs South Af	848	27.7	0	0
02/11/2019	12:46:59	Rugby World Cup 2019: England vs South Af	1,498	49	0	12	Rugby World Cup 2019: England vs South Af	852	28	0	0
02/11/2019	12:51:59	Rugby World Cup 2019: England vs South Af	1,547	50.3	12	0	Rugby World Cup 2019: England vs South Af	865	28.1	0	0
02/11/2019	12:56:59	Rugby World Cup 2019: England vs South Af	1,558	50.3	3	0	Rugby World Cup 2019: England vs South Af	915	29.6	0	0
02/11/2019	13:00:00	Rugby Wrap up	1,616	52.1	0	0	Rugby World Cup 2019: England vs South Af	908	29.3	0	0

Remember the point above regarding the SABC1 broadcast of *Generations* omnibus. *Generations* viewership peaked at 1,128,000 at 12.41pm – the victory was already ours.

Date	Day	Snap	SABC1 - LSM 4-7					SABC2 - LSM 4-7					
			Event	Aud	Share	Repeat	Gain	Loss	Event	Aud	Share	Gain	Loss
02/11/2019	Sat	11:01:59	Generations the Legacy -O	630	9.5	0	630	0	Rugby Build up	2505	37.9	0	0
02/11/2019	Sat	11:06:59	Generations the Legacy -O	704	10.3	624	80	7	Rugby World Cup 2019:England vs S	2714	39.7	0	16
02/11/2019	Sat	11:11:59	Generations the Legacy -O	706	10.1	638	69	65	Rugby World Cup 2019:England vs S	2855	40.9	15	
02/11/2019	Sat	11:16:59	Generations the Legacy -O	792	11.2	667	126	41	Rugby World Cup 2019:England vs S	3053	43.1	7	0
02/11/2019	Sat	11:21:59	Generations the Legacy -O	830	11.5	747	82	45	Rugby World Cup 2019:England vs S	3153	43.9	0	9
02/11/2019	Sat	11:26:59	Generations the Legacy -O	843	11.8	786	57	43	Rugby World Cup 2019:England vs S	3192	44.8	0	3
02/11/2019	Sat	11:31:59	Generations the Legacy -O	802	11.2	773	29	71	Rugby World Cup 2019:England vs S	3181	44.3	19	5
02/11/2019	Sat	11:36:59	Comm. Break	821	11.2	753	68	49	Rugby World Cup 2019:England vs S	3239	44.4	14	0
02/11/2019	Sat	11:41:59	Generations the Legacy -O	862	11.8	787	75	34	Rugby World Cup 2019:England vs S	3335	45.6	11	6
02/11/2019	Sat	11:46:59	Generations the Legacy -O	921	12.4	848	73	14	Rugby World Cup 2019:England vs S	3370	45.4	7	19
02/11/2019	Sat	11:51:59	Generations the Legacy -O	882	11.7	855	28	67	Rugby World Cup 2019:England vs S	3548	47.1	23	5
02/11/2019	Sat	11:56:59	Generations the Legacy -O	952	12.7	809	143	73	Comm. Break	3380	45.2	24	71
02/11/2019	Sat	12:01:59	Generations the Legacy -O	1065	14.0	888	177	64	Rugby World Cup 2019:England vs S	3188	42.0	8	93
02/11/2019	Sat	12:06:59	Generations the Legacy -O	1007	13.5	959	48	106	Comm. Break	3199	42.9	50	4
02/11/2019	Sat	12:11:59	Generations the Legacy -O	1004	13.1	916	88	92	Rugby World Cup 2019:England vs S	3449	44.9	40	0
02/11/2019	Sat	12:16:59	Generations the Legacy -O	1006	13.0	950	56	54	Rugby World Cup 2019:England vs S	3611	46.8	23	22
02/11/2019	Sat	12:21:59	Generations the Legacy -O	950	12.2	883	67	123	Rugby World Cup 2019:England vs S	3665	47.0	37	15
02/11/2019	Sat	12:26:59	Comm. Break	1050	13.4	929	121	21	Rugby World Cup 2019:England vs S	3768	47.9	7	36
02/11/2019	Sat	12:31:59	Generations the Legacy -O	1106	14.0	1014	92	36	Rugby World Cup 2019:England vs S	3834	48.5	0	41
02/11/2019	Sat	12:36:59	Generations the Legacy -O	1089	13.8	1026	63	80	Rugby World Cup 2019:England vs S	3906	49.7	45	16
02/11/2019	Sat	12:41:59	Generations the Legacy -O	1128	14.4	1049	79	39	Rugby World Cup 2019:England vs S	3933	50.2	23	25
02/11/2019	Sat	12:46:59	Generations the Legacy -O	1087	13.8	1066	21	62	Rugby World Cup 2019:England vs S	3988	50.8	26	8
02/11/2019	Sat	12:51:59	Generations the Legacy -O	959	12.2	917	42	170	Rugby World Cup 2019:England vs S	4046	51.5	58	4
02/11/2019	Sat	12:56:59	Generations the Legacy -O	1005	12.4	943	62	16	Rugby World Cup 2019:England vs S	4214	52.1	9	29
02/11/2019	Sat	13:00:00	Generations the Legacy -O	1058	12.9	980	76	25	Rugby Wrap up	4245	51.9	6	26

I also found it interesting to have a look at the advertisers that flighted their adverts during the game. There were 13 “paid-for” ads on SABC 2 and 16 “paid-for” ads on SuperSport 1 – all achieving impressive ratings.

ALL ADULTS		
SABC 2	# Spots	TVR
Amka Cosmetic Range	1	4.7
ABSA Savings & Investments	1	4.6
Cell C Cellular Network	1	10.9
Clere For Men	1	10.5
Ford Ranger	1	10.6
FNB Brand	1	10.9
Heineken Beer	5	47.6
Liberty Lifestyle Protector	1	4.6
Miscellaneous Brand	2	15.3
Nedbank App	2	15.1
Pep Stores	1	10.9
Red Bull Energy Drink	1	10.9
The African Bank	2	21.4
SABC2 Grand Total	20	177.9
SUPERSPORT 1	# Spots	TVR
Bonitas Medical Fund	1	2.2
Cell C Cellular Network	1	2.3
Emirates Air Lines	1	2.2
Ford Ranger	1	2.3
Heineken Beer	5	11.3
Hill's Pet Food	1	2.2
Landrover	1	2.2
M-Web	1	2.3
MTN Sponsorship	1	2.2
Nedbank CIB	1	2.4
Outsurance Personal	1	2.3
Optimozor Premium Dog Food	1	2.3
Spur Steak Ranches	4	9.2
Sanlam Corp	1	2.2
Suzuki Generic	1	2.4
Samsung Qled TV	1	2.3
SuperSport 1 Grand Total	23	52.6

In a press release from DStv, the DStv Now App served more than 500,000 unique users during match day. In fact, the data carried by content delivery network partners during the final peaked at more than 500Gbps (more than 4,000GB of data **per** minute) – this is another record for DStv Now in Africa.

DStv Now streaming records smashed by the Rugby World Cup final



Finally, even the Google Doodle got involved in the hype and excitement.

“ Beautiful Google Doodle today for the RWC 2019 final. Or finale. <https://t.co/pxMQaHSZHu>

[pic.twitter.com/UY7pzOnDkf](#)— LizzieBee 🐦🐦🐦🐦🐦🐦🐦🐦🐦🐦🐦🐦🐦🐦🐦 #Remainiac #Revoker (@meejahoar)
November 1, 2019 ”

Once again, well done 'Bokke'. We are an extremely proud and grateful nation.

ABOUT MARGIE KNAP

People fascinate me! Insights into what makes them tick, what they do with their time, where they go, what they do - this intrigues me. I thrive on coupling those consumer insights and a client's business challenges. What I can do to help a client meet those objectives using consumer insights, and delivering a creative solution - this is what I thrive on, this is what intrigues me, this is what kicks my brain into overdrive.

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