

PART 2

Dovetail Boost Panel: TV set meter requirements

The sample design for this panel is described both in the overview on page 1 and throughout part 1 of the specification.

A panel of 10/15/20k in tab reporting homes to report daily following agreed and specified QC and panel management processes. All homes in the daily sample must have all TV sets monitored to an agreed standard, with accurate classification of household and individual demographics collected on an annual basis

Additionally, we would like to explore the possibility of installing router meters in all qualifying households (those with broadband). This is described in part 3 of the specification and may be proposed either as a stand-alone option or as an add-on to the TV set meter proposal.

2.1 Installation

The contractor is responsible for installing TV set meters (and router meters if a router meter solution is part of the proposal). Please specify the recommended means by which these meters will be installed e.g. professional technician, self-installation etc. If technician installations are recommended then this must be at a time convenient to the household and include evening and weekend appointments. If a self-installation method is proposed, then full details of the process, customer support and quality control procedures must be included in the proposal.

- ▶ Each installation must involve the configuration of a TV set meter to an agreed measurement specification (see meter capabilities in 2.2).
- ▶ All television sets in the household that are in working order and connected to the power supply must be measured, regardless of usage status.
- ▶ Any TV homes without **total** TV set measurement must be excluded from the sample.
- ▶ The installation must not interfere with the working or the capability of the TV set or TV set equipment in any manner.
- ▶ The installation of metering equipment must be tidy, neat, and in keeping with the environment of the panel home.
- ▶ All recruited households must agree fully to the measurement of their home, and written consent should be obtained confirming that all household members agree to the collection and use of their viewing data.
- ▶ Each set meter must be line tested to ensure correct capture and validation of viewing data to the television set.

- ▶ Following installation, all household details must be checked and panel members agreeable with the appearance and safety of the equipment.

There are two additional considerations for suppliers who are proposing a router meter.

- ▶ All broadband homes must be measured for all IP delivered broadcaster content. The router meter being installed in all qualifying households and *in addition* to set meters for those with TV set(s).
- ▶ Broadband-only homes (with no TV set) must be included in the router meter samples.

Further details of router meter requirements are described in Part 3.

2.2 TV set meter capability

- ▶ Each TV set meter must accurately capture TV set on and off across all television makes and models.
- ▶ The set meter must capture viewing to all BARB reported channels.
- ▶ It is envisaged measurement will be conducted via an audio fingerprinting technique to a specified granularity by the tenderer.
- ▶ The set meter must also have the facility to detect audio watermarks embedded within broadcaster audio. The audio watermark may be first-party to the tenderer, but the tenderer must also be willing to accept third-party licensed watermarks designated by BARB.
- ▶ It is desirable that platform or device source detection be part of the set meter measurement. This may be from a direct method or other derived mechanisms. The tenderer must outline their approach in their proposal.
- ▶ No person registration is required from the TV set meter measurement.
- ▶ TV set meter data must be collected and polled in real-time. This can be either via mobile networks or the household broadband connection, if available. The tenderer must outline their approach in their proposal and extent of incremental costs of real-time collection in comparison to current single polling window.
- ▶ Where viewing is identified via IP to the TV set, viewing data must be augmented to identify the source and or distribution method of the viewing.

2.3 Panel management & QC

- ▶ The tenderer must apply standard business rules for all data captured in order to designate an in-tab reporting sample for data production.

- ▶ Business rules, to be agreed with BARB must ensure only homes that fully and accurately capture all TV set activity are included in the sample.
 - The tenderer must outline business rules within their proposal to ensure accuracy of the sample.
- ▶ Set meter diagnostics must be regularly assessed to ensure no interference from panel members.
- ▶ Quality control procedures must be applied to identify outlier behaviours that may be a symptom of error in the measurement. These must include (but not be limited to), excessive channel or TV set viewing, nil TV set on, or nil TV channel viewing.
- ▶ Panel homes must be contacted at a regular interval in order to update panel demographic records. Multiple contact options must be applied to ensure regular update. Methods should include but not limited to, telephone, postal mail and email.
- ▶ All panel homes to receive a monthly participation incentive for taking part. Please detail proposed level of incentives.
- ▶ All panel homes to receive a regular newsletter including details of accrued incentives and how to redeem.
- ▶ The tenderer should outline in full their vision for panel management and engagement, taking into account changes in attitudes and behaviours.
- ▶ A household record file including active reporting status to be maintained.

2.4 TV set meter data processing

All TV set data must be collected for the polling day by 2am each morning. TV set data must be processed, and following editing rules, a full dataset of TV set records to the second granularity produced. Pre-imputation data must be made available to BARB.

2.5 Data production/imputation

TV set meter data for panel homes is transformed into person data through the application of BARB agreed probability models. This may be conducted by the contractor or a separate third-party data processor. Please provide costs and process for each of the following options.

Option 1: Contractor provides raw panel viewing files and household demographic data/reporting status to a third-party data processor appointed by BARB by 6am each morning

Option 2: Contractor applies algorithm supplied by BARB

Option 3: Contractor develops and applies algorithm. It is envisaged that probability models will vary over time and therefore maintenance of the models will be required. Please provide an additional price for a licensable algorithm that could be used by BARB in perpetuity.

For options 2 & 3.

- ▶ Ascription models, agreed by BARB are applied on a daily basis as part of daily production.
- ▶ The application of models will require interrogation and dissemination of the current full BARB peoplemeter data on a daily basis. Data will include but not limited to, daily channel and demographic audiences, as well as event based metadata relating to genre and series information required for accurate ascription. Please detail proposed process for receiving or accessing appropriate data in a timely manner to allow over-night reporting.
- ▶ TV set meter activity data must become individual viewing data, with panel member responses imputed to TV set meter statements. Genuine uncovered set viewing should be maintained in the new dataset.
- ▶ Where an error occurs in processing, the contractor must be prepared to re-process where necessary. The period of re-processing is not limited and is at the discretion of BARB.
- ▶ The full respondent level data file to be provided to Dovetail Fusion Contractor and BARB by no later than 9am* each morning. (*Time to be confirmed)
- ▶ It is envisaged that service level requirements will be applied to the performance of the delivery. The tenderer is asked to suggest service levels.