



BARB 2010 Service

BARB Reference Manual

Change Document

Introduction

This file contains the log of changes made to the BARB Reference Manual since it was issued in January 2010.

Date	Section/Version	Summary of Change
Aug 2010	3. Panel Sample Design & Control (V1.1)	3.3.2 Updated priorities by control
Aug 2010	4. Panel Recruitment (V1.1)	4.3 Description of the recruitment sample types added.
Aug 2010	6. Quality Control (V1.1)	6.2.2 Simultaneous viewing added.
Aug 2010	7. Calculation Methodology (V1.1)	1.7 Updated full regional delivery of Five SD via Cable.
Aug 2010	7. Calculation Methodology (V1.1)	1.7 Re-badging, calculation and reporting of ITV1 HD, Channel 4 HD and Five HD added.
Aug 2010	7. Calculation Methodology (V1.1)	941 Network – Wales added to sections 1.2, 1.3.3 and 1.5.4
Aug 2010	7. Calculation Methodology (V1.1)	1.1 Paragraph added clarifying the intention of the document.
Aug 2010	7. Calculation Methodology (V1.1)	1.5.3 Total TV, Total Commercial TV, Other Commercial TV and Other TV – further clarification added.
Aug 2010	7. Calculation Methodology (V1.1)	1.8.1 BBC programme conventions added.
Aug 2010	7. Calculation Methodology (V1.1)	1.8.2 BBC programme conventions added.
Aug 2010	7. Calculation Methodology (V1.1)	1.9.3 BBC Sub Region section added.
Aug 2010	7. Calculation Methodology (V1.1)	1.10.2 Further clarification added for programme audience calculation.
Aug 2010	7. Calculation Methodology (V1.1)	Appendix E added

Feb 2011	7. Calculation Methodology (V1.2)	1.3.2 Guest factoring methodology updated for July 2011.
Feb 2011	7. Calculation Methodology (V1.2)	1.7 Re-badging, calculation and reporting of BBC1 HD and ITV1+1 added.
Feb 2011	7. Calculation Methodology (V1.2)	All Relevant sections: GMTV now changed to ITV Breakfast.
Feb 2011	7. Calculation Methodology (V1.2)	Appendix E, 1st paragraph amended
May 2011	7. Calculation Methodology (V1.3)	1.10.7 Staggercast Channel Share
May 2011	7. Calculation Methodology (V1.3)	1.7.1 HD Channel Reporting
May 2011	7. Calculation Methodology (V1.3)	1.10.2 Programme Audiences: New Methodology and “contiguous intervals” rule.
May 2011	7. Calculation Methodology (V1.3)	All Relevant sections: Five now changed to Channel 5.
August 2011	1. Establishment Survey (V1.1)	Inclusion of ethnic stratifiers.
August 2011	2. Universe Calculations (V1.1)	Small amendment to last paragraph regarding the calculation of dynamic universes.
August 2011	3. Panel Sample Design & Control (V1.1)	3.3.2 Updated priorities by control.
August 2011	5. Meter Functionality (V1.1)	5.2 First paragraph updated.
August 2011	6. Quality Control (V1.2)	6.2.2 Updated to be reflective of 2011 QC review.
August 2011	7. Calculation Methodology (V1.4)	1.3.1.2 Time-Shift viewing definition changed.
August 2011	7. Calculation Methodology (V1.4)	Appendix E, section (ii) Five Audience Building Blocks: “For all BBC and S4C area reporting, Five stations are combined before audience accumulation and guest factoring” was removed as it contradicted the correct reporting requirements in section (vi). This says the Channel 5 and Channel 5

		HD should be calculated separately before audience accumulation.
August 2012	1. Establishment Survey (V1.2)	1.2.4 Stratification: paragraph added for rural samples with less than 4 output areas 1.2.5 Samples Sizes updated. 1.2.6 Address selection paragraphs updated.
August 2012	2. Universe Calculations (V1.2)	Quarterly production of universes.
August 2012	3. Panel Sample Design & Control (V1.2)	3.3.2 Updated priorities by control.
August 2012	5. Meter Functionality (V1.2)	General update
August 2012	7. Calculation Methodology (V1.5)	1.3.1.2 Time-Shift viewing Clock change definition added.
August 2012	7. Calculation Methodology (V1.5)	1.7 Channel 5 DTT reported regionally since May 2011. ITV1 HD to be delivered in Ulster on DTT from October 2012.
March 2013	7. Calculation Methodology (V1.6)	1.7.1 BBC 1 HD reporting regionally from 2013 and BBC2 HD to launch in March 2013
March 2013	7. Calculation Methodology (V1.6)	1.10.8 Target Advertisements reporting requirements and calculation methodology from July 2013
August 2013	1. Establishment Survey (V1.3)	1.2.4 Cable stratifier changed from Yes/No to None/Below Average Penetration/Above Average Penetration
August 2013	3. Panel Sample Design & Control (V1.3)	3.2 Updated ITV reporting homes requirement.
August 2013	3. Panel Sample Design & Control (V1.3)	3.3.2 Updated priorities by control following Panel Control Review.
August 2013	5. Meter Functionality (V1.3)	5.3.5 Updated holiday button procedures.
August 2013	7. Calculation Methodology (V1.7)	Appendix A updated for current weighting configurations.
September 2013	1. Establishment Survey (V1.4)	Updated section 1.2.9 Exclusion of output areas.
January 2014	6. Quality Control (V1.3)	Updated section 6.2.2 Design and Operation of Input Quality Control.
August 2014	3. Panel Sample Design & Control (V1.4)	3.2 Updated ITV reporting homes requirement.
August 2014	3. Panel Sample Design & Control (V1.4)	3.3.2 Updated priorities by control following Panel Control Review.

September 2014	1. Establishment Survey (V1.4)	Updated section 1.2.4 Stratification - Rural samples with less than 4 output areas updated.
September 2014	1. Establishment Survey (V1.4)	Updated section 1.2.5 ES Sample sizes updated
September 2014	1. Establishment Survey (V1.4)	Updated section 1.2.7 Allocation of the Sample to Fieldwork Time Periods
September 2014	6. Quality Control (V1.4)	Updated section 6.2.2 Design and Operation of Input Quality Control.
September 2014	4. Panel Recruitment (V1.1)	4.3 Description of the recruitment sample types added.
May 2015	7. Calculation Methodology (V1.8)	1.5 Derived audiences to be rounded to zero when negative.
May 2015	7. Calculation Methodology (V1.8)	1.5.1 28day Consolidated audience methodology.
June 2015	7. Calculation Methodology (V1.9)	Updated section 1.12.1 "An individual is a Reach viewer if they are viewing the same channel/station/platform for at least 3 consecutive minutes, which can be across days and activity type within a defined time period."
June 2015	7. Calculation Methodology (V1.9)	Appendix E. section (iii) Channel 4 +1 SD and HD calculated separately before accumulation.
August 2015	7. Calculation Methodology (V2.0)	New Section 1.12.4 NBD Adjustment for Weekly Reach
August 2015	1. Establishment Survey (V1.5)	Updated section 1.2.5 ES Sample sizes updated
August 2015	2. Universe Calculations (V1.3)	Updated section 2.3
August 2015	3. Panel Sample Design & Control (V1.5)	3.2 Updated ITV reporting homes requirement.
August 2015	6. Quality Control (V1.5)	Updated section 6.2.2
November 2015	7. Calculation Methodology (V2.1)	Updated section 1.10.2 Programme Audience.
November 2015	1. Establishment Survey (1.6)	Rural/Urban now defined by Postcode Sector.
February 2016	7. Calculation Methodology (V2.2)	Updated section 1.10.2 Programme Audience.
February 2016	7. Calculation Methodology (V2.2)	Update Appendix D – Weekly Reach Adjustment (NBD)
June 2016	7. Calculation Methodology (V2.3)	Update Appendix A – Reporting Categories
June 2016	7. Calculation Methodology (V2.3)	Section 1.5.4 Total Screen Time
June 2016	7. Calculation Methodology	Section 1.8.2 Linked Networked

	(V2.3)	Programmes now details rounded 10 minute cut off.
June 2016	7. Calculation Methodology (V2.3)	Section 1.10.8 Targeted Advertisement section updated.
June 2016	7. Calculation Methodology (V2.3)	Section 1.12.1 Reach Viewing Qualification. Late Responders timeshift viewing valid for daily reach.
June 2016	4. Panel Recruitment (V2)	Added details of Direct Recruitment.
June 2016	1. Establishment Survey (V2.1)	Sampling unit changed from output area to postcode throughout document. Appendix added for Sampling area segment definition.
August 2016	7. Calculation Methodology (V2.4)	New Section added 1.11 Non-Linear Programme Audiences.
August 2016	7. Calculation Methodology (V2.4)	Section 1.6 Universes for Non-Standard Audiences. Lifestyle Insights audience calculation.
August 2016	7. Calculation Methodology (V2.4)	1.13.8 Part area spots included in Network campaigns.
August 2016	1. Establishment Survey (2.2)	1.2.5 Revision of total sampling areas from 48 to 49.
August 2016	1. Establishment Survey (2.2)	1.3 "The annual sample is selected in such a way that it can be systematically divided into twelve representative replicates as far as the targets permit."
August 2016	3. Panel Sample Design and Control (V1.6)	Update Section 3.2 Panel Target Sizes and Section 3.3 Panel Controls.
August 2016	6. Quality Control (V1.6)	6.2.2 Addition of 6 month nil viewing check. 6.3 Addition of exceptions monitoring.