

BARB

ISSUE 10
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Bulletin

Welcome to BARB Bulletin – the BARB Newsletter with a face-lift. Listed below are the topics we are covering in this issue – we do hope you find them informative and interesting and welcome your feedback.

- ▶ New people meter technology
- ▶ Sky+ PVR playback reporting
- ▶ UK Television Outlook-
A View Into The Future
- ▶ Developments in interactive
measurement
- ▶ BARB and RAJAR joint R&D initiative

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BARB investment in new people meter technology

BARB has committed to an investment in metering equipment for its current panel.

To complement BARB's recent introduction of reporting from Sky+ homes, the first use of a new meter, which will be installed in up to 10% of BARB panel homes during 2006, will be to identify time-shift viewing from other systems of disc playback – PVR/DVRs (other than Sky+) DVD recorders etc.

The new metering technology is the 'Unitam' people meter, designed and developed by BARB's metering contractor, AGB Nielsen Media Research. It is based on a content-matching technology and underwent extensive testing in the UK by AGB Nielsen Media Research and BARB throughout 2005. In time Unitam is expected to offer measurement potential for other new types of viewing, such as broadcast content on demand.

The deployment of Unitam was envisaged when BARB's contract with AGB Nielsen Media Research was extended at the end of 2004 and demonstrates BARB's continued development of the service throughout the life of the current BARB contracts.





Time-shifted viewing in SKY + homes

Reporting of “time-shifted” viewing via Sky+ boxes was reintroduced within the BARB panel on 6 March 2006.

6 March – 30 April 2006	% of viewing time-shifted	
	All Day	Peak time (18.00-23.00)
Individuals	13.8	17.4
Adults	14.4	18.0
Men	14.1	17.3
Women	14.8	18.8
Children 4-15	9.6	12.4
16-34	14.8	19.4
35-54	15.7	19.4
55+	11.0	13.2
ABC1	13.7	17.6
C2DE adults	15.6	18.7

Average sample base: 458 individuals in
165 Sky+ homes.

Proportion of viewing time- shifted	% Individuals
None	7
0-10%	47
10-20%	18
20-50%	20
50+%	8

In the eight-week period 6 March to 30 April 2006, time-shifted viewing accounted for 13.8% of all viewing by individuals in Sky+ homes (including guests). Approximately 40% of Sky+ individuals' time-shift viewing took place on the same day as the original broadcast. Peak-time programming was subject to a greater degree of time-shift than the all-day average.

Time-shifted viewing includes viewing of programmes recorded to the hard disc and subsequently played back within seven days, as well as viewing after pausing (or rewinding) live TV.

Data from the 6 March to 30 April period suggest that 35-54 year olds time-shifted a slightly higher proportion of their viewing than other age groups. On average, 15.7% of 35-54-year-old viewing was time-shifted compared with 11.0% for over 55s and 9.6% for children.

Although variation across demographic groups is not particularly marked, use of Sky+ across individual viewers varies widely. During this period, 8% of viewers used their PVR to time-shift half or more of all their television viewing, and 28% time-shifted 20% or more of their viewing.

A number of factors may cause results for time-shifted viewing to vary, for example: take-up of the devices; seasonality; changing programme schedules; changes in PVR functionality.



View Into The Future

On 6 April BARB presented “UK Television Outlook – A View Into The Future”

It came across clearly from our Future Into View consultation, launched last Summer, that the industry would like assistance in navigating the issues of the future. BARB has generated some future scenarios work (available in full on the BARB website). Possible outcomes of the development of television up to 2015 are included. Growth in new types of viewing (such as mobile) or an increase in time-shift viewing are examined. The projections have been developed as part of BARB’s forward thinking agenda – to help to define BARB’s future priorities.

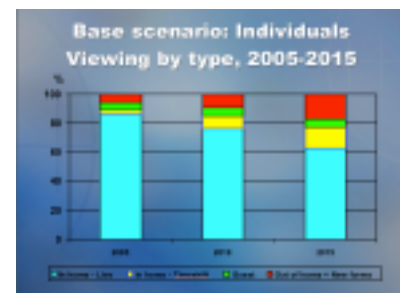
It is clear that with more options for distributing and consuming content we need to develop views about what may be important and when. Conclusions on where the lines should be drawn for what BARB should deliver, however, will need to be made.

Some challenges for the future are known - transportable content, out of home viewing in its different forms, mobile viewing, the nature of live broadcast vs time-shift vs on-demand. The aim of the work BARB has done is to aid understanding of a range of possible outcomes and to take thinking forward on how these factors may affect the industry.

We want to understand what our challenges might be so that we can be in a position to make more informed decisions to ensure that the BARB service remains relevant to the industry we serve. We are encouraging feedback of alternative scenarios, or assumptions that should be considered.

We also outlined (as shown in the chart) where we were and what we expected to be working on in the Summer of last year and where the line has now moved to. Of particular significance are the introduction of Viewing On Same Day As Live figures (VOSDAL) which reports same-day playback figures into the overnights and the delivery of reporting from Sky+ homes.

Our delivery capability has moved on and we continue to progress a number of projects – for example, expanding interactive measurement (described in this Bulletin) and capturing broadcast content on demand.





BARB starts field tests for interactive measurement

A new measurement technique has been developed for its potential to expand BARB's measurement of interactive services.

Currently, interactive applications are identifiable by BARB if they constitute a separate broadcast stream on the digital satellite platform. Visual bar-coding is the new technique aimed to extend measurement within and across platforms. It will enable, for more interactive applications, an assessment of reach of viewers using interactive content and time spent in the services. This could provide a valuable extension of the service for broadcasters, advertisers and advertising agencies.

The technique was conceived by BBC Technology Group and has been developed, over the past two years, with input from BARB and AGB Nielsen Media Research. It involves the insertion of a 'visual barcode' on to the bottom four lines of the active picture area in interactive applications. In virtually all homes the barcode will not be visible as most TV screens over-scan the picture area to this degree.

Bar-coding has passed a number of stages of testing on the digital terrestrial and digital satellite platforms. BARB hopes soon to be able to confirm that the technique will also be applicable on the digital cable platform.

Field testing, anticipated to continue through to July, will demonstrate whether bar-coding is viable in a range of different home configurations and validate that there is no adverse impact on BARB's ability to collect all forms of viewing from these homes. We hope that we will then be able to determine whether to expand the use of the technique throughout the full range of digitally enabled BARB panel homes. This will depend upon an assessment of whether the technique can deliver a valuable service to the industry.

If the decision to go ahead is made, it is anticipated that BARB may be able to begin formal reporting of data in mid 2007.





BARB and RAJAR joint R&D initiative

BARB has embarked upon a new joint R&D initiative with RAJAR, commencing in January 2007. BARB has initially committed to involvement for one year.

A new panel of 500 adults will be recruited for R&D purposes from within the M25. This is an exploratory exercise intended to give BARB a more rounded understanding of the potential for portable meters for television measurement and the issues involved in detection, identification, processing and reporting. The panel will be administered and managed by TNS, utilising Arbitron's PPM (Portable Personal Meter) device.

One of the challenges for TV measurement in the future is increased viewer control. Some of the devices through which television content will be received are likely to require measurement techniques supplementary to BARB's existing fixed wired electronic meters. A wireless technique is likely to be needed in order to identify consumption of transportable content, or for certain designs of television equipment that will be difficult to wire unobtrusively for the monitoring process.

This project will not form part of BARB's offering of data to the industry but will exist to determine possible future benefits. It is being entered into by BARB to help understand whether such approaches may be able to offer solutions for measurement of some of the new ways that content is likely to be consumed. BARB will benefit from efficiencies by engaging with RAJAR in this project. It should not be interpreted as a prelude to cross-media measurement of TV & Radio - the data derived will be delivered separately to each organisation, which will retain sovereignty over the data for its own medium.

BARB

We always encourage feedback, so do tell us what you think
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