

BARB

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Bulletin

Welcome to the Autumn edition of the BARB Bulletin. In this edition we aim to update you on our current programmes of investigation along with other developments.

- ▶ New BARB Contracts from 2010, a Blueprint for the Future
- ▶ New Forms of Viewing
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New BARB Contracts from 2010, a Blueprint for the Future

BARB has issued a 'Blueprint for the Future' to potential suppliers with the launch of BARB's Request for Proposals on August 1st.

The development of the blueprint follows on from an extensive programme of consultation with the industry, exploration of options for the service, and the creation of future scenarios. It aims to provide an overview design for the future of the BARB service. Potential tenderers have been invited to consider the blueprint and offer proposals as to how such a service could be provided by them, in whole or part.

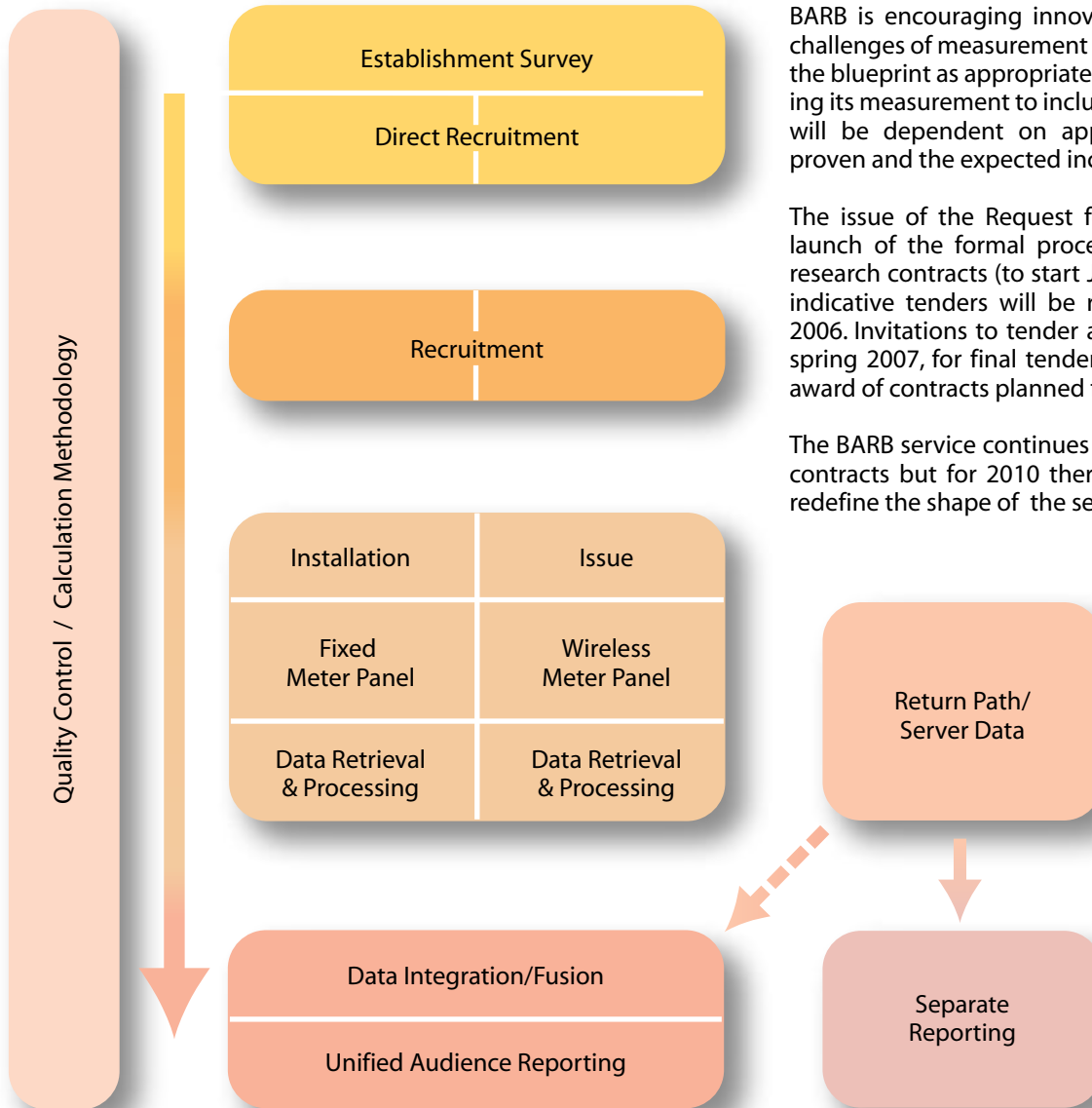
The Request for Proposals documentation outlines a vision of measurement of televisual content wherever it is consumed within the home as the primary goal. The increase in viewer control over where and how televisual content is consumed is identified as an important consideration, expected to result in more timeshifted, transportable, and on-demand content.

It is anticipated that an in-home measurement service will require, as part of a range of tools, some wireless techniques to deal with certain content consumption situations. The need to cover new forms of viewing is clearly outlined, including on-demand services, and pc streaming of televisual content.

A range of functions are anticipated to form the BARB service – as outlined in the diagram - an Establishment Survey; panel recruitment; a fixed meter panel and a wireless meter panel with associated functions; data fusion to deliver unified audience reporting; and quality control and methodological aspects of the service. The opportunity to add to available measurement with return path data or server data is also highlighted.

BARB envisages the potential development of two separate panels may be the best way to deliver the measurement of established television, timeshift viewing, transportable content, on-demand, and other possible advances in TV within the home. It would be expected that one panel would deploy fixed meters attached to TV equipment, and another could deploy wireless portable meters. The output from two panels could be combined in a data fusion process to produce a full set of measurement data. Some different elements of reporting, however, may be delivered from each of the separate panels.

The Blueprint



BARB is encouraging innovative solutions to meet the challenges of measurement for the future and will review the blueprint as appropriate. BARB may consider extending its measurement to include out of home viewing. This will be dependent on appropriate techniques being proven and the expected incremental cost.

The issue of the Request for Proposals represents the launch of the formal process for awarding new BARB research contracts (to start January 2010). Proposals and indicative tenders will be received by 15th December 2006. Invitations to tender are expected to be issued in spring 2007, for final tenders in summer 2007, with the award of contracts planned for the end of 2007.

The BARB service continues to develop under its current contracts but for 2010 there will be an opportunity to redefine the shape of the service.

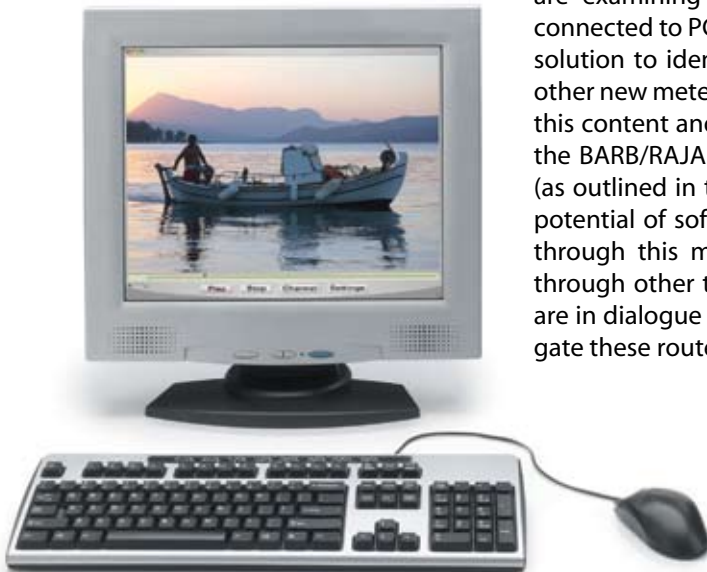


New Forms of Viewing

Mobile viewing, PC viewing (streaming and downloads) and VOD are three priorities for BARB to find appropriate solutions if these are to be included in future measurement. These areas have been highlighted as requiring solutions to be put forward in the responses to BARB's "Request for Proposals". Additionally, a number of routes are being investigated for a more immediate understanding of how each can be approached.

BARB is undertaking a small scale development project into mobile viewing, with the help of a mobile phone software specialist. This will result in software being created and loaded onto a small number of mobile phones. The objective of the project is to gain understanding of the information that can be extracted by such a technique and to differentiate between content that can be accessed as downloads or broadcast material.

BARB is investigating options for monitoring viewing via the PC. We are examining whether current metering technology could be connected to PCs and whether it could deliver a workable and valid solution to identify televisual content accessed via the PC. Some other new metering developments may offer a means of identifying this content and this is one of the specific areas of investigation of the BARB/RAJAR R&D panel being set up for 500 reporting adults (as outlined in the June 2006 Bulletin). We are also looking at the potential of software loaded onto PCs and what could be tracked through this mechanism. What may be available as server data through other tag tracking techniques is also being explored. We are in dialogue with a number of different organisations to investigate these routes and identify workable solutions.

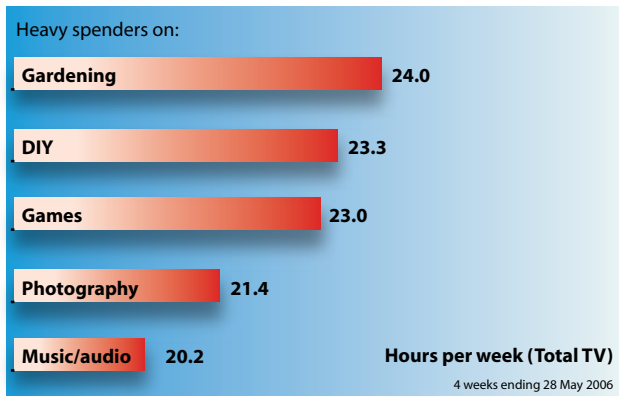




Expanded Lifestyle Insights Survey

Lifestyle Insights' additional panel classifications are being expanded and are expected to be available from November 2006.

TV Viewing by Leisure Spending



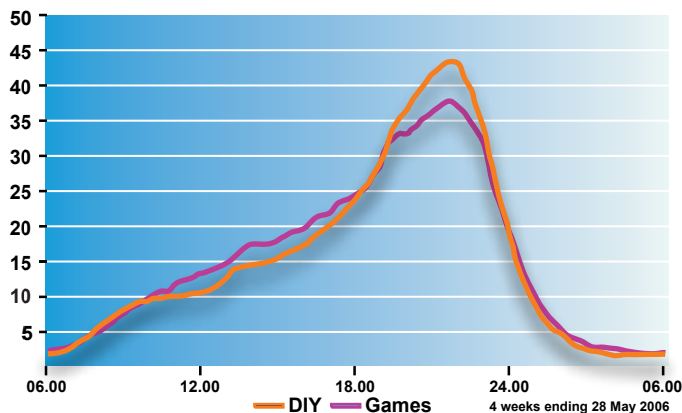
During the summer, adults on the BARB panel have been responding to the updated Lifestyle Insights Survey. Results from the survey are expected to become available in November. They will enable users of BARB data to analyse viewing behaviour relative to viewers' interests and activities, in addition to the familiar standard demographic categories.

The questionnaire has been expanded and now includes additional information on internet use and grocery shopping. For the first time it also carries a set of attitudinal statements, including a few covering broadcasting and advertising.

The charts give an example of data based on the previous Lifestyle Insights Survey. The first chart shows average weekly hours of viewing for adults with high levels of spending on various leisure activities during May 2006. Of the five groups shown, gardeners tend to be the heaviest viewers, viewing for 24 hours per week on average. Adults that spend highly on games for PC or games consoles view at a similar level to the DIY spenders. There are, however, differences in the pattern of viewing for these groups.

Viewing through the day - Weekends

DIY spenders vs Games spenders (TVR's)



The second chart illustrates the viewing pattern of these two groups at the weekend. Across most of peak time the DIY group view at much higher levels than those who spend on games. At other times of the day viewing is higher among the games spenders.

Lifestyle Insights target audiences can also be used to analyse viewing to individual channels and dayparts, to particular programmes, or for reporting reach of commercial spot schedules. In fact, any analysis that can be carried out with standard audiences is also possible with Lifestyle Insights audiences.



Interactive Update

The field testing of a bar-coding solution to capture interactive applications suggests a viable technique.

The results of the test show that this newly developed measurement approach has the potential to provide information on interactive services. Presently, however, there is not sufficient impetus to introduce this solution into the current market. It is a technique with high set-up costs. The wider applications of the bar-code need to be analysed before it is reconsidered as a BARB service. In the meantime, the 200 bar-code readers deployed in the test are being maintained in order for BARB to assess other potential uses for bar-coding and to understand more about how the data could best be reported if it were to be introduced in the future.

BARB

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