

BARB

ISSUE 13
FEBRUARY 2007

Bulletin

Welcome to the first BARB Bulletin of 2007. In this edition we provide analyses derived from the expanded Lifestyle Insights Survey and report on the response we received from our Request for Proposals for BARB contracts from 2010, outlining what comes next. There follows an update on developments to the BARB website.

- ▶ Example Analyses from Expanded Lifestyle Insights Survey
- ▶ Response to Request for Proposals for BARB Contracts from 2010
- ▶ Additions and Developments to BARB's Website

BROADCASTERS'
AUDIENCE
RESEARCH
BOARD LTD



Example Analyses from the Expanded Lifestyle Insights Survey

Results from the updated Lifestyle Insights survey became available in November last year.

They enable users of BARB data to analyse viewing behaviour relative to viewers' interests and activities, in addition to the familiar standard demographic categories. The scope of the survey was extended in 2006 to include new information on internet use and grocery shopping, as well as a set of attitudinal statements, including some covering broadcasting and advertising.

The charts give just a few examples of how viewing habits can be examined using Lifestyle Insights audiences. All data is based on four weeks ending 29 October 2006.

Chart 1 shows average weekly hours of viewing during October 2006 for a few example Lifestyle Insights groups: adults that describe their attitude to advertising as 'favourable'; dog owners; those with broadband internet access at home; drivers of company cars and those responsible for spending on behalf of the business that employs them. All of these groups are based on all adults.

Chart 1: Weekly TV Viewing for example Lifestyle Insights groups

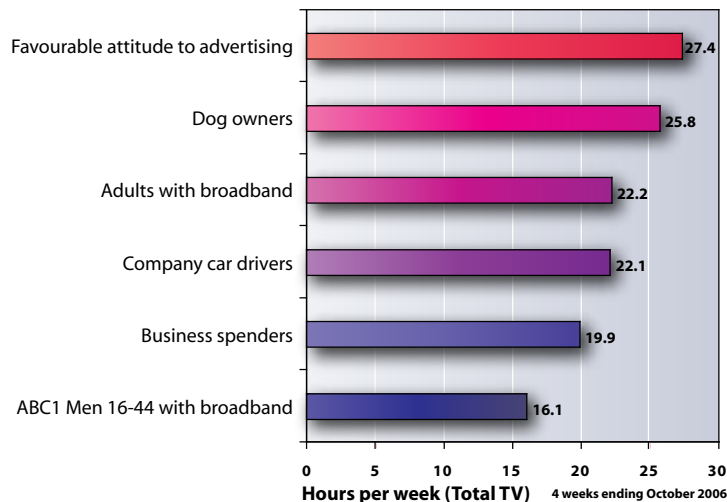
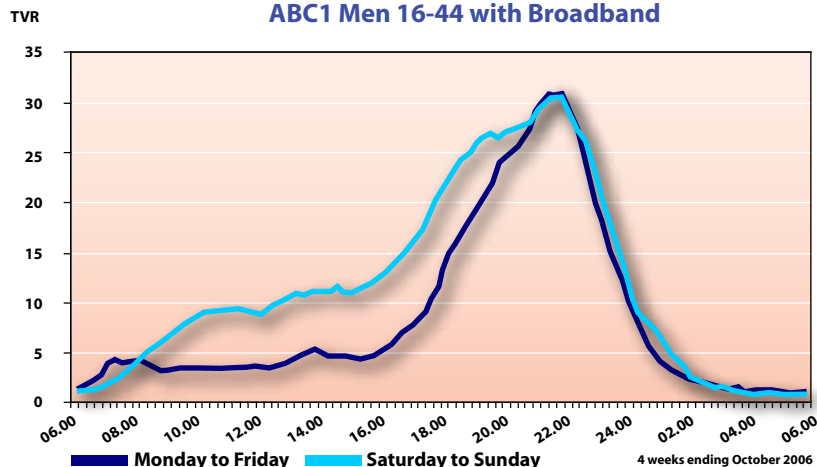


Chart 2: Viewing through the Day
ABC1 Men 16-44 with Broadband



Lifestyle Insights classifications can be combined with standard demographic classifications to produce more specifically defined groups. The final bar on the chart shows weekly viewing levels for ABC1 Men aged 16-44 with broadband internet access at home. This particular group watched TV for an average of 16 hours per week during October 2006, noticeably less than the figure for all adults with broadband, which was 22 hours per week. The remaining charts look in greater detail at viewing by ABC1 Men 16-44 with broadband.

Chart 2 plots average viewing levels through the day. It is clear that, with the exception of peak time and early morning, viewing levels for this group tend to be higher at the weekend than on weekdays. During peak time, viewing levels for this group reach their highest level around 9:30pm.

Chart 3: Average Daily Viewing (Total TV, mins)
ABC1 Men 16-44 with Broadband

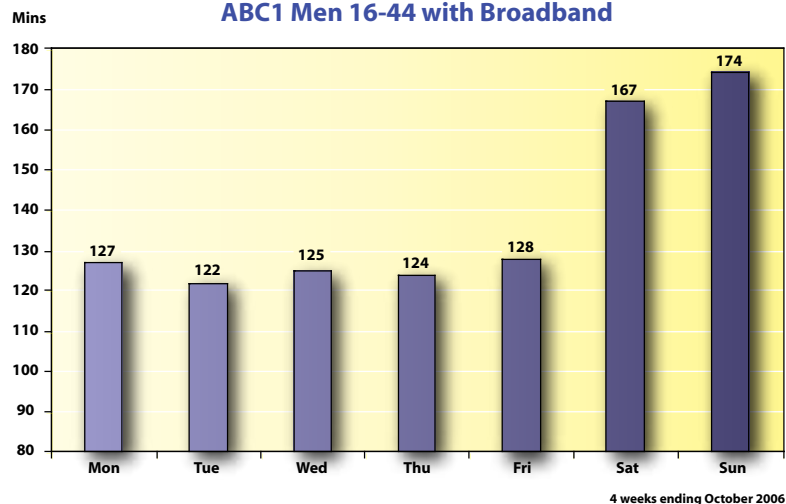


Chart 3 summarises average viewing by day of week, again showing the higher level of viewing at the weekend. Viewing time is fairly consistent during weekdays, at just over two hours per day but closer to 3 hours at the weekend.

Reach of all TV for this audience, however, varies only slightly by day of week, as shown in Chart 4. This suggests that similar numbers of this audience tuned in on each individual weekday last October but they tended to watch for longer at the weekend.

Looking at the platforms through which ABC1 Men 16-44 with broadband view, only 24% of their broadcast television viewing took place via analogue platforms in October 2006. Digital satellite and cable together accounted for 61% of their viewing, with the remaining 15% taking place via digital terrestrial.

Many more analyses using Lifestyle Insights data are possible, including analysis of viewing by channel and programme, or for a commercial spot schedule.

A copy of the full Lifestyle Insights questionnaire can be obtained via the subscriber section of the BARB website (www.barb.co.uk). Lifestyle Insights data can be accessed via the following data bureaux: DDS; kmr software; Markdata; Netgem; pointlogic; RSMB; TechEdge; TNS and TRP. Contact details for these companies can be found in the "About BARB" pages of the BARB website.

Chart 4: Average Daily Reach (Total TV, %)
ABC1 Men 16-44 with Broadband

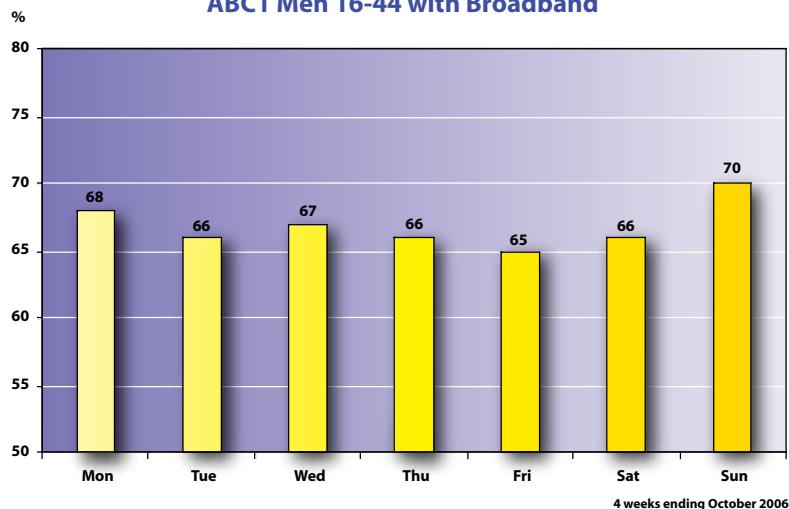
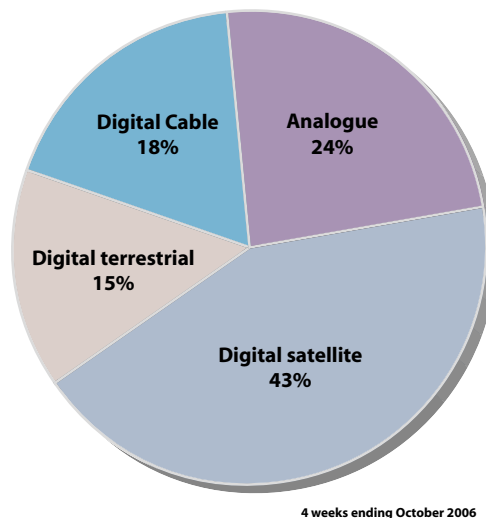


Chart 4: Total viewing by Platform
ABC1 Men 16-44 with Broadband





Response to Request for Proposals for BARB Contracts from 2010

In the October Bulletin, we outlined BARB's proposed Blueprint for the Future which was issued to potential suppliers for the new BARB contracts, commencing 2010. It covered the nature of the service that BARB is considering and emphasised some issues to be addressed for the future.

BARB was encouraged to receive 24 proposals from 12 different organisations by 15th December 2006, the deadline for responses to its Request for Proposals. Where, at one time, viewers' choice was limited to which content to consume, now, increasingly, how, when and where are determinants that need to be considered.

New methods of distribution, on-demand, time-shift, transportability and their combined effects are some of the main generic issues that BARB faces in the search for the most effective measurement system for the future.

Even the long-established means of content consumption such as the fixed set in a living room are expected to be affected by new technology. The array of devices connected – perhaps in some cases wirelessly – will transform viewing experiences in many homes.

BARB's goal in assessing the proposals in coming weeks is to translate how effectively they may be able to deliver the required measurement for the future, in the context of what the industry may be prepared to fund. BARB intends to develop a cohesive system design for the benefit of all with an interest in televisual content.

There is currently an unprecedented level of R&D being initiated and undertaken by BARB (as outlined in the October Bulletin). This has the aim of expanding the nature of solutions available to us and to provide us with the most informed perspective on appropriate choices for the future.

The Request for Proposals was the first formal stage in BARB's tendering process for its new research contracts which are required from 2010. The process will continue with a more defined Invitation to Tender, which BARB expects to issue in April. It is anticipated that final tenders from potential suppliers will be received in July.



Additions and Developments to BARB's Website

In December 2006 BARB updated its website (www.barb.co.uk), incorporating enhancements to the content and design.

There are three new additions in the subscriber section and the home page has been redesigned to include an enhanced navigation tool.

A guide to variation in sampling and a comprehensive annual share of viewing summary of all BARB reported channels are now available to BARB subscribers and the 3 annual establishment survey reports have been posted for subscribers to download from the website.

The new look home page features 12 hyperlinks to popular sections of the site. The terrestrial top 30 weekly programmes, the multi-channel top 10 programmes, together with other viewing summaries can be accessed by clicking onto the icons, as well as the glossary and "25 Years of BARB". The latter lists the top 10 programmes and number of reported channels for every calendar year of BARB reporting, along with key events in the development of the television industry and BARB's service.

If your organisation is a BARB Subscriber but you cannot access the Subscriber section of the website, please e-mail enquiries@barb.co.uk with your name, job title, phone number and e-mail address and we will send you a password.



BARB

We always encourage feedback, so do tell us what you think
BARB 18 Dering Street, London W1S 1AQ
Telephone: 020 7529 5529 Fax: 020 7529 5530 www.barb.co.uk