

BARB

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Bulletin

This issue contains analysis from a study tracking TV viewing via the internet and on mobile phones, information about freesat reporting and an update on R&D activity.

- ▶ New Types of TV Viewing - PCs, Mobile Devices
- ▶ Reporting freesat
- ▶ R&D – Update
- ▶ BARB Contract 2010

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New Types of TV Viewing

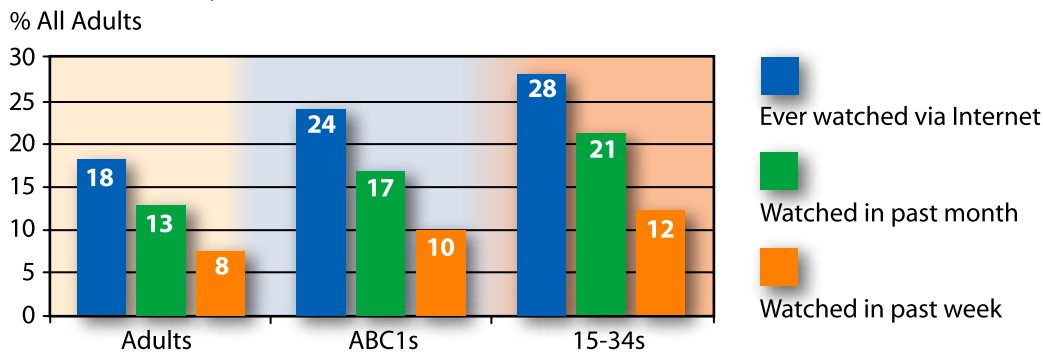
In recent years new forms of TV viewing have emerged that are not yet measured as part of the BARB service but for which measurement solutions are being sought. These include the ability to watch programmes on a PC or laptop via the internet, or via a 3G mobile phone.

BARB has kept track of the uptake of these new services by using a questionnaire on an omnibus survey. This does not give detailed measurement of usage, but does give an indication of the extent to which these services have been taken up. Here are some of the latest results, collected across May and June 2008.

Chart 1 shows the proportion of Adults claiming to have watched television programmes via the internet. 18% claimed to have done this at some time; 13% within the past month and 8% within the past week. Among 15-34 year olds these proportions were noticeably higher at 28%, 21% and 12% respectively.

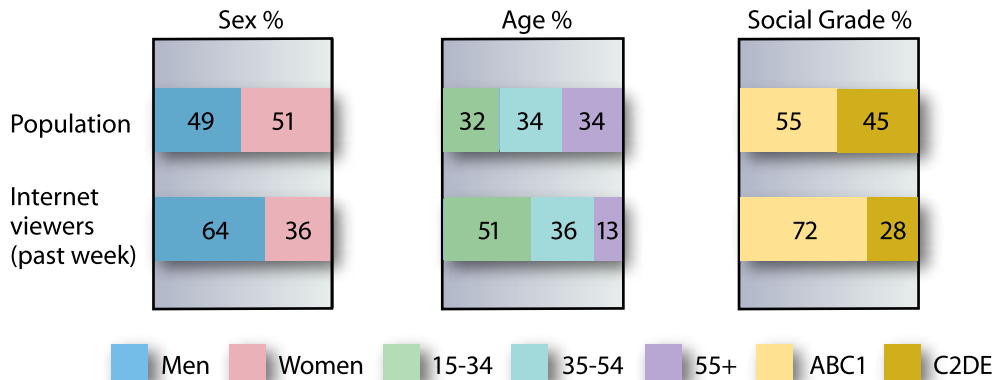
The overall profile of these viewers is shown in Chart 2, based on those claiming to view via the internet in the past week. This shows, perhaps not unexpectedly, a marked skew towards young, male and upmarket groups.

**Chart 1: Viewing of TV Programmes via Internet
May/June 2008**



Source: Ipsos MORI Capibus, May-June 2008 (5 weeks). Base: 5127 adults

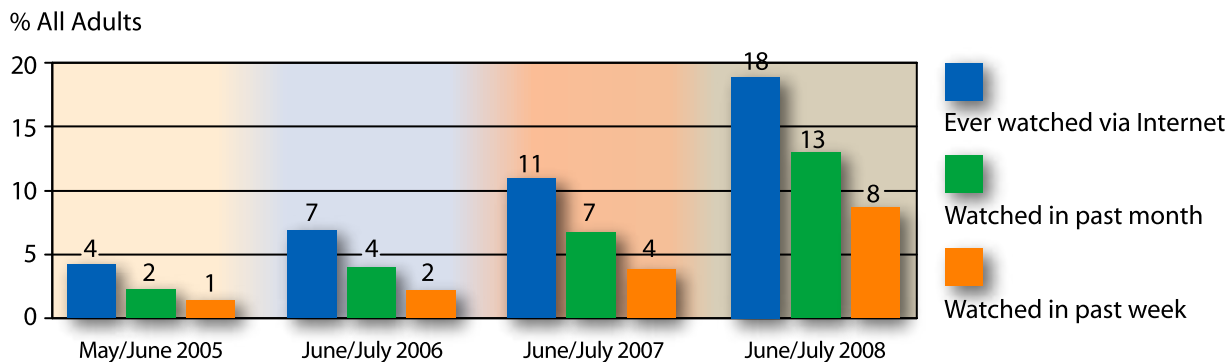
Chart 2: Profile of Internet Viewers



Source: Ipsos MORI Capibus, May-June 2008 (5 weeks). Base: 5127 adults

The use of the internet to view TV programmes has become steadily more widespread as new services have been launched. Chart 3 plots this growth, among all adults, over the past three years. As well as demonstrating the rise in the number of people that have tried out an internet-based TV service, it also suggests that an increasing number of people are using these services regularly.

Chart 3: Trend in Viewing of TV via Internet



Source: Ipsos MORI Capibus

Chart 4: Average Weekly Online Viewing Time

Hours per week

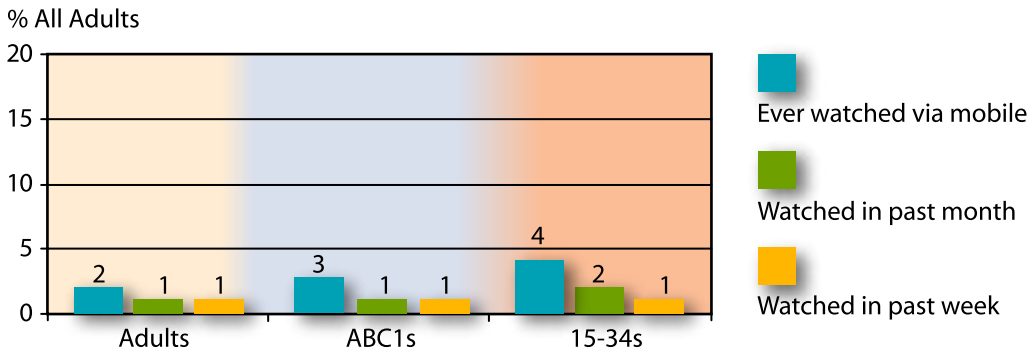
All Adults	0.15
ABC1	0.21
C2DE	0.09
15-34	0.28
35+	0.10

To provide a wider context the survey also collected data on how long people had used the internet to view TV programmes. As shown in the table, the average for all adults was 0.15 hours, or 9 minutes, per week. This suggests that, when scaled across the whole population, use of the internet for TV viewing remains small (less than 1%) relative to viewing via standard TV sets, which averaged 24.79 hours per adult per week over the same period.

Source: Ipsos MORI Capibus, May-June 2008 (5 weeks)

So far, the use of mobile phones as a means of viewing television has not grown significantly, as shown in Chart 5. 2% of adults claimed to have ever used a mobile phone to watch TV programmes, with only 1% doing so in the past month.

Chart 5: Viewing via Mobile Phone May/June 2008



Source: Ipsos MORI Capibus, May-June 2008 (5 weeks). Base: 5127 adults

These results suggest significant growth in the number of viewers accessing TV programmes via the internet, particularly in certain demographic groups (such as young adults). This accounts, however, for a small proportion of overall viewing when looking at the whole population. BARB will continue to track this dynamic area while continuing to assess how measurement solutions could be developed.



Reporting of freesat

Homes accessing television services using the freesat box have been reporting since the launch of the service by BBC and ITV in June of this year.

Homes on the BARB panel that take up freesat in the future will continue to report as usual and form part of the overall Digital Satellite platform.

The number of homes receiving freesat will be monitored and freesat homes will be identified separately on BARB published data when penetration levels increase.





R&D Update

BARB is committed to continue assessing how new forms of exposure to TV services can best be incorporated within its measurement service and R&D remains a crucial part of the agenda.

An example of this is a test panel expected to be established in early 2009 to explore the feasibility for incorporating PC measurement within the BARB service. This will involve the evaluation of alternative data capture devices for this type of viewing. The test will include the level of acceptance that could be expected from a panel operation that involves all household TV and PC equipment being monitored.

The evaluation will also include the assessment of how data from different sources could be combined within a single-source set of data. This will include parallel considerations as to how service provider data, such as return path feeds, could be reported jointly with meter supplied viewing data.



BARB Contract 2010

A new section has been created on the BARB website, www.barb.co.uk, containing information about progress since the award of the new BARB contract on 17 December 2007.

The latest developments in the set-up process include the development of data interfaces between BARB contractors and the establishment of meter data collection systems. Active recruitment for panel members continues and panel home installation commenced on schedule at the beginning of July.

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