

Bulletin

BARB unveils a new map for the new BARB service from 2010 and comments on the new panel design. A short checklist for broadcasters highlights changes that affect the reporting of channels from 1 January 2010 and an update on progress with system testing in the parallel run follows.

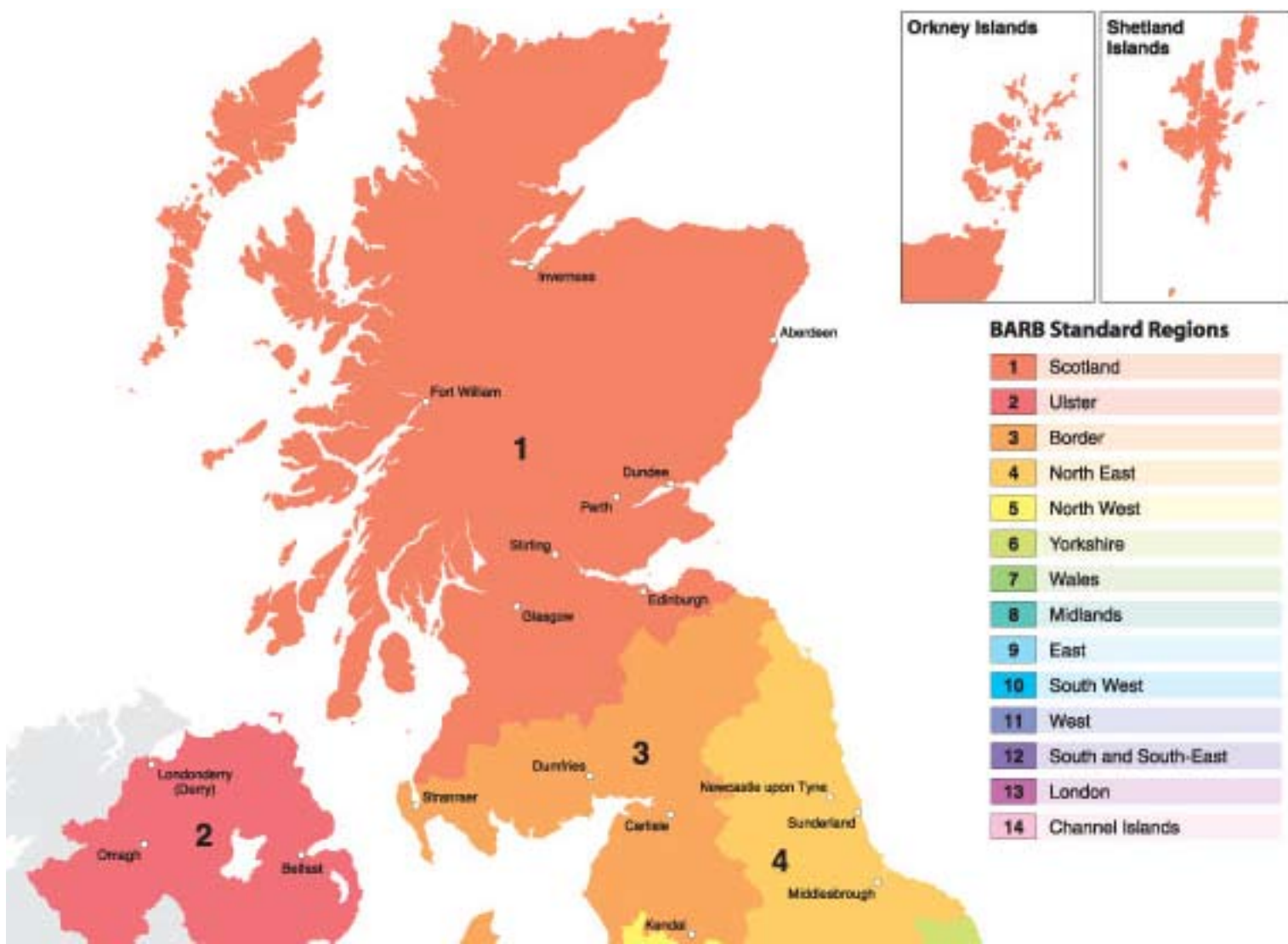
- ▶ New BARB Map - New Net Regional Geography
- ▶ New Panel Design - New Non-Overlap Regions
- ▶ Are You Prepared for BARB 2010?
- ▶ System Testing in the Parallel Run

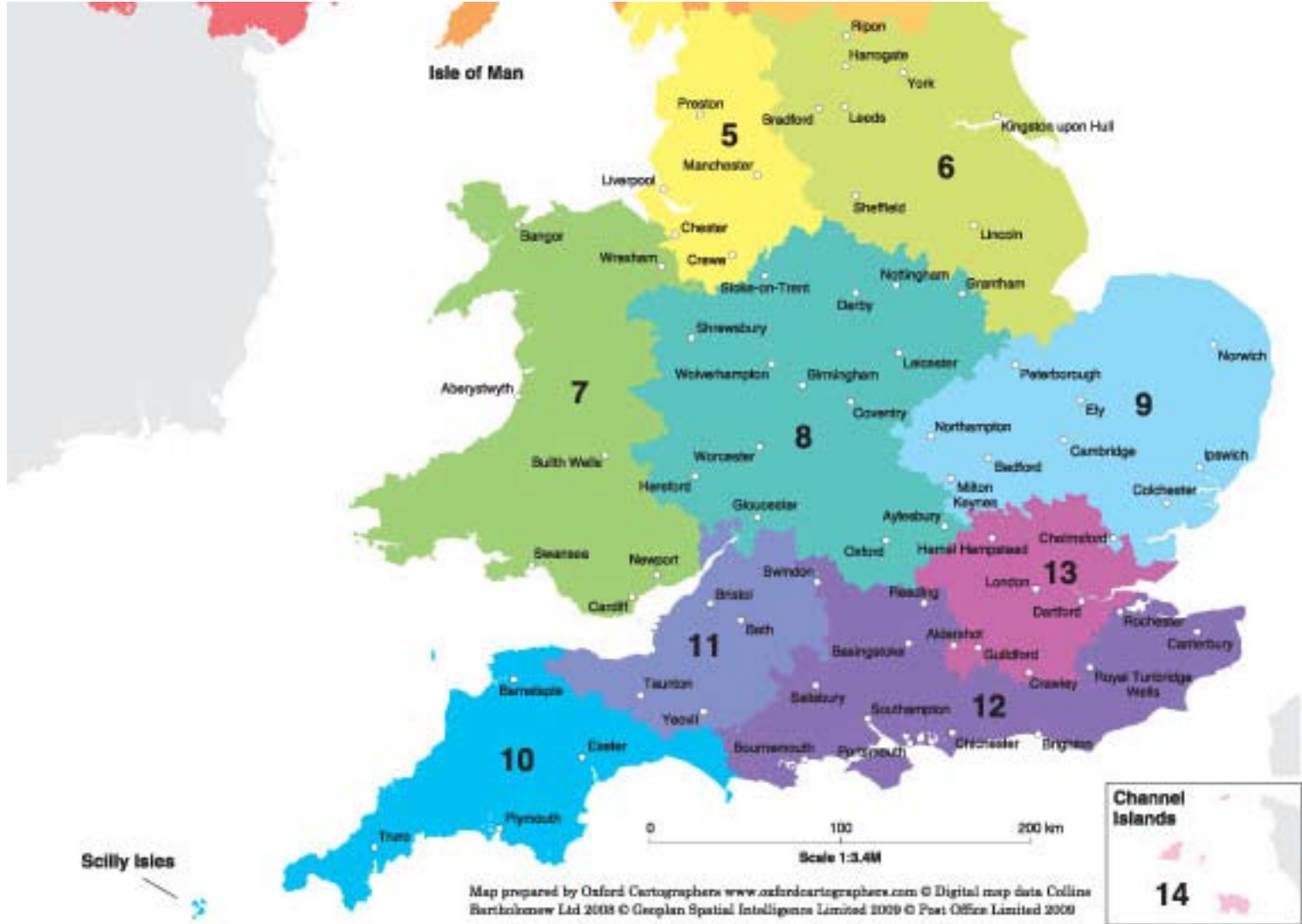


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New Standard BARB Reporting Regions Effective 1 January 2010





New Panel Design for 2010

Reporting geography will change in the new BARB Service from 2010. Current ITV overlapping areas will be replaced by revised regional definitions which do not overlap. If you receive or compile audience reports using regional geography it will be important to understand these changes.

The design of the current BARB reporting sample is based on regional panels originally defined by the analogue terrestrial reception area of regional commercial broadcasters. This creates areas of overlap between regions. In 2010, the panel will continue to provide regional viewing but regional area definitions will be based on non-overlapping geographies. These will be based around the ITV 1 digital satellite footprint received by EPG 103, the default ITV 1 regional delivery to Sky homes. (Broadcasters can continue to report their relevant regions).

The new non-overlapping panel offers greater efficiency with the sample design and UK geographical distribution. The reporting sample of 5,100 homes will be more evenly spread across the UK to better reflect the population density of the country. Regional panels will still have pre-determined sample sizes but the removal of the need to provide samples for two or more regional panels in overlap areas allows for a better use of resource than with the current design and a closer match to true UK population distribution.

This more efficient geographical distribution will provide a greater synergy between the separate demands of panel maintenance and resultant weighting for each of regional reporting for terrestrial broadcasters and network reporting for all broadcasters. This will provide greater potential for a 'unified' process of reporting Network viewing on the same basis as Multi-Channel reception viewing.

New 'Net Reporting' procedures will mean that all regional viewing undertaken within the region will be reported against the regional variant. For example, all regional viewing within the London area will be reported as London viewing, regardless of its actual origination. Current reporting conventions only report regional viewing where it occurs to the 'home' station (with 'out-of-area' viewing only counting towards network reporting).

In itself, this new reporting convention should report similar regional audiences (000s) to the current convention but it will tend towards providing higher TVRs as regional audiences will be expressed within a more tightly defined and, therefore, lower universe (as the overlapping geography is replaced by a smaller 'net' geographical area). Reporting both 'home' station and 'out-of-area' regional viewing within regions will have the general effect of balancing out the reductions in area size.

The advantage of replacing overlapping reporting with 'net' reporting is the removal of a number of complex calculation procedures. For example, complementary panels and halving rules will become redundant. The weighting of net ITV areas will automatically generate a unified ITV area weighting scheme.

Sub-group factoring, whereby smaller regions have key trading audiences factored against Network audiences to reduce variability in published data, will be extended from the current four regions (Border, North East, West, South-West) to additionally include Ulster. All Database 2 reporting audiences for these regions will be factored against individuals 4+.



Broadcasters - Are You Ready for BARB 2010?

Transmission and Spot As-Run Logs

Have you downloaded the specifications from TNS's website?

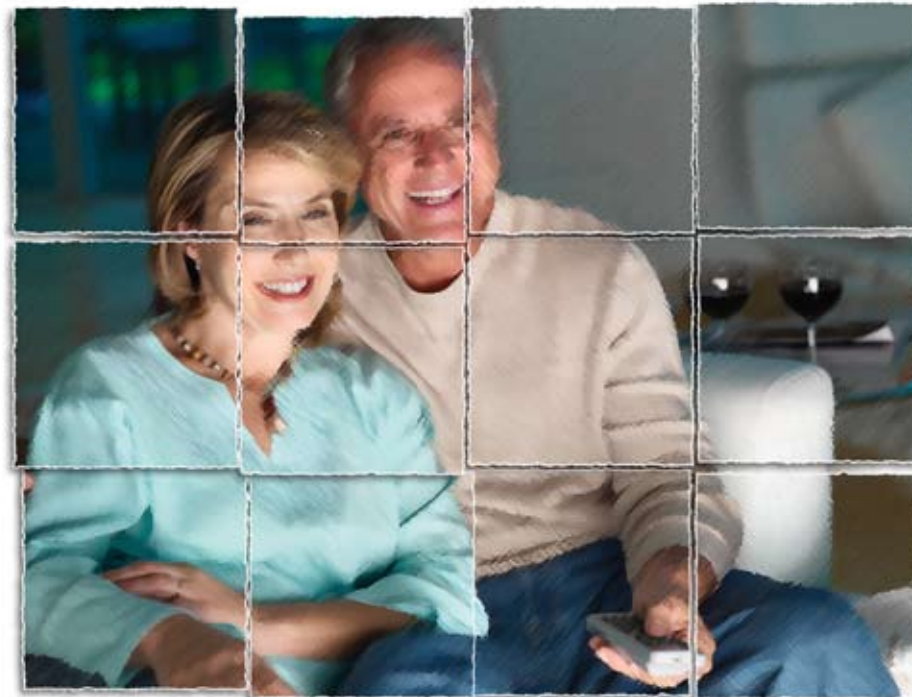
Are you sending test files to TNS yet? Don't run the risk of your logs being rejected because you are not prepared. You will be required to submit logs to an FTP site. Please note that **emailed logs will not be accepted in the new service.**

Sponsorship

Are you preparing to supply information for all sponsored content?

Regional Definitions

Become familiar with the new non-overlap net BARB regional geography.





BARB Service 2010

Click on the 'BARB 2010' box on the home page of the BARB website, www.barb.co.uk, for information about progress since the award of the 2010 Contracts on 17 December 2007.

This page is updated periodically to keep stakeholders in touch with the status of the implementation.



Parallel Run

The purpose of having a 'parallel run', which is now occurring, is to assess differences across the current BARB service and the new one imminent for 2010.

This assessment encompasses changes that naturally occur between two different sets of panel homes, together with changes to the data processing and calculation methodologies. It enables the testing of weighting schemes, the application of editing rules and confirms the execution of quality control procedures. It will ensure that all reporting facilities and protocols are in place so that there will be industry standard reporting from 1 January 2010. Test files have been issued to data providers in order that any concerns or queries relating to the receipt, loading and correct processing of BARB data files can be fed back to BARB.

It is envisaged that some top-line comparative analysis of differences between the two panels will be available to the industry by November 2009. BARB will provide further details about this nearer the time.

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

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