

Bulletin

On 25 November BARB outlined its new 2010 service, commencing 1st January, at an industry briefing. This issue of the BARB Bulletin covers highlights from the presentation, including analyses of some parallel run data for total TV viewing and another reminder to subscribers to ensure they are prepared for operational changes that affect them.

- ▶ BARB 2010 – New Service Launch
- ▶ Comparison of Data –
2010 BARB Panel vs Current BARB Panel
- ▶ BARB Service 2010 – Are you ready?



▶ **BARB 2010 Launch**

The new BARB system is in place, able to report data on a daily basis. BARB has spent time working through methodologies and the data and is satisfied that the system is well constructed, logical, in working order and performing to a high standard. The system is ready to go live from 1 January 2010.

A new service was commissioned by BARB in December 2007, following an extensive 16 month tendering process.

The contracts to deliver the 2010 BARB service were awarded to RSMB for quality control & methodology, Ipsos MORI for the Establishment Survey – (both of which hold comparable contracts in the current service) and TNS were awarded two contracts, one for panel recruitment as a separate function and another for meter installation, panel management, data retrieval, processing and issue to market.

BARB 2010 has been in preparation for over four years. During the past two BARB has been specifically overseeing the set-up of a completely new panel which is generating data daily. A newly constructed system with a new panel will inevitably generate some different output.

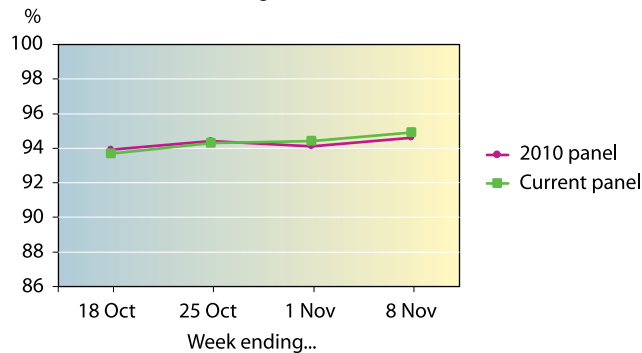


▶ **Is Data from the New Panel Different?**

The Parallel Run data has been available to BARB continuously since April and has been very useful as a diagnostic tool to identify potential anomalies in the data, a vital part of the exercise to review and verify processes. It has increasingly been used to show the differences between the two panels. Any two sets of samples, no matter how well controlled, will produce different results but the similarities observed between the two panels far outweighed the differences.

Weekly Reach, Reported Channels

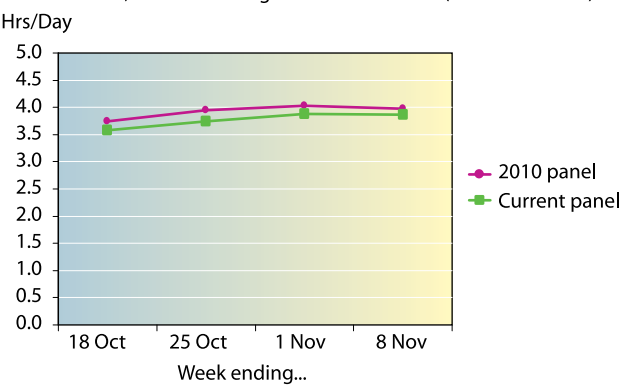
All Individuals, 4 weeks ending 8 Nov 2009



A key measure is weekly reach which shows the proportion of the population viewing television at sometime during the week. Looking at the BARB reported channels in total; there is very little difference between the new and current BARB panels.

Average Daily Viewing, Reported Channels

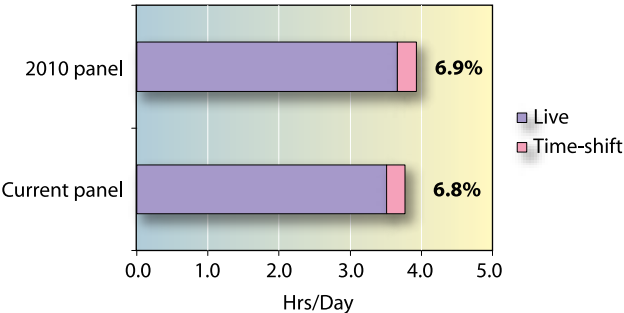
All Individuals, 4 weeks ending 8 Nov 2009 Index (2010 vs Current): 104.3



Average daily viewing for the 4 weeks to 8 November shows that the 2010 panel delivered 4% more viewing to BARB reported channels and this has been fairly consistent during the parallel run. The broad pattern of viewing across the day is also similar across the two panels. Broken down Monday to Friday it's similar and also for the weekend.

Time-shift as % of Total Reported Channels

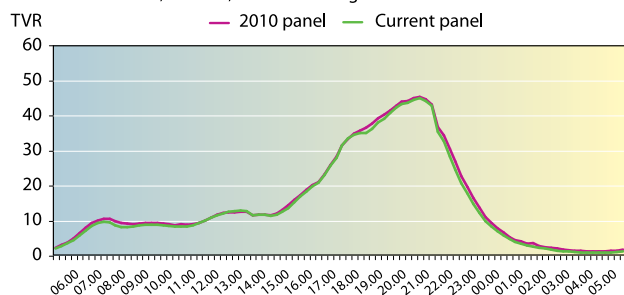
All Individuals, 4 weeks ending 8 Nov 2009



Time-shift as a percentage of total viewing to reported channels is also very similar, with 6.9% of viewing on the new panel being time-shifted.

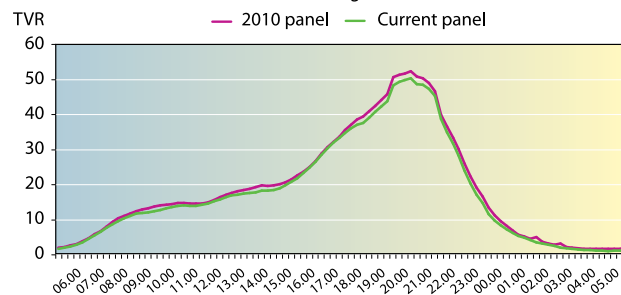
Viewing Through the Day, Reported Channels

All Individuals, Mon-Fri, 4 weeks ending 8 Nov 2009



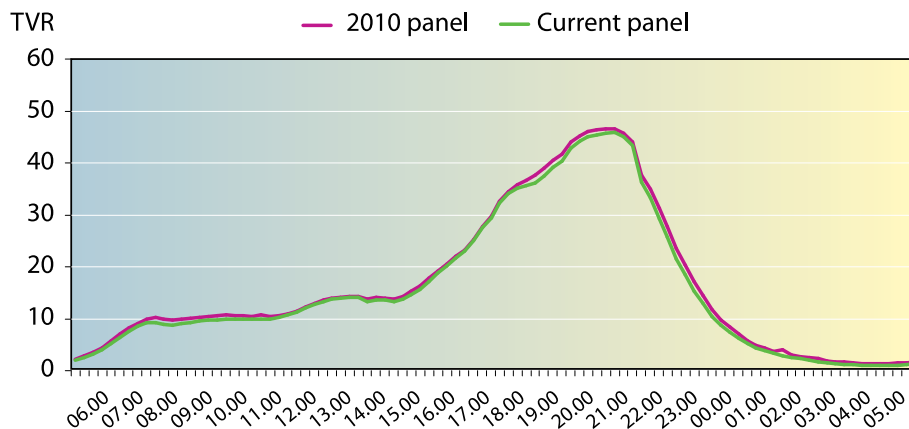
Viewing Through the Day, Reported Channels

All Individuals, Sat-Sun, 4 weeks ending 8 Nov 2009



Viewing Through the Day, Reported Channels

All Individuals, All Week, 4 weeks ending 8 Nov 2009





Background to the Key Stages Leading to BARB 2010

- In December 2007 the geographical definition of BARB areas was confirmed.
- In January 2008 the sampling frame for the recruitment process had been defined.
- By the end of March 2008 the first panel recruitment commenced - recruiters having been appointed and trained and recruitment materials developed.
- The definition of data file structures commenced in the first half of 2008.
- Following the specification and delivery of meters and the establishment of facilities to poll data and put in place an infrastructure for reporting viewing, the first panel homes were installed at the end of June 2008.
- Data interfaces between contractors were developed around this time to enable effective and appropriate sharing of information.
- In the Summer of 2008 panel management and QC processes - including running-in of homes - were developed.
- BARB calculation procedures required by data bureaux were first issued in Autumn 2008.
- The development of back-up services and systems also commenced around this time.
- November 2008 saw the start of Establishment Survey activity for the new service.
- In the first quarter of 2009 the panel build process was deliberately slowed to ensure the maximisation of panel balance and representativeness.
- In the middle of this year the first test data files were issued to data recipients.
- By July the new BARB panel was at full reporting strength (BARB had been receiving data summaries for some months).
- Thereafter, testing, QC and diagnostic assessments have been key - to identify and respond to issues. Data indicators have been used as prompts to probe some aspects, to verify correct processes or, in some cases, to identify where development has been required.



Are YOU Ready for BARB 2010?

Test files have been issued for any recipients of BARB data files.

If you are from a data bureau, or have another reason to directly take any BARB data files to load into your systems..... have you tested the new formats?

Have you taken the test data to ensure that your systems can continue to function? They have been, and still are, available.

If you are from a broadcasting organisation, have you been supplying transmission - commercial and programme - logs to ensure that you have correctly implemented the new formats?

New Subscriber Agreements coincide with the launch of the new service – have you signed and returned yours?

Check these things, and make sure you are ready to go!



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 and to access the BARB 2010 launch presentation, delivered at the industry briefing on 25 November.