

BARB

ISSUE 22
MARCH 2010

Bulletin

This is the first issue of the new BARB 2010 service, which started on 1st January. It contains analysis from the new Lifestyle Insights Survey and some results from the latest survey of viewing via PCs. We say goodbye to BARB's Research Director and announce his successor.

- ▶ Lifestyle Insights from the 2010 Panel
- ▶ PC / Laptop Viewing – Latest Survey Results
- ▶ BARB 2010 Commences Reporting
- ▶ BARB Research Director – New Appointment



BROADCASTERS' AUDIENCE
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Lifestyle Insights 2010

Lifestyle Insights classifications have been available for the new BARB panel since the first week of January 2010. In addition to the standard demographic classifications available for analysis, Lifestyle Insights categories allow viewing habits to be analysed according to viewers' interests and activities. They are available for adult panel members. Almost any analysis that can be done with standard audiences is also possible with Lifestyle Insights.

The classifications are collected via a self-completion questionnaire sent to adult panel members. The areas covered are:

- Holidays and travel
- Spare time activities
- Cars
- Grocery shopping
- Newspapers and TV listings readership
- Radio stations listened to
- Computers, communications, internet use, mobiles
- General interests, lifestyle and attitudes

Chart A: Weight of Viewing by Area of Interest

(Hours per Week, Total TV)

Adults particularly interested in:

Chart A shows overall weights of viewing during week ending 14 February 2010. Of the 26 areas of interest covered in the survey, those interested in gardening tended to be the heaviest viewers, watching an average of 33 hours of television across this week. At the other extreme, those interested in playing sport were the lightest viewers, with an average of just under 23 hours.

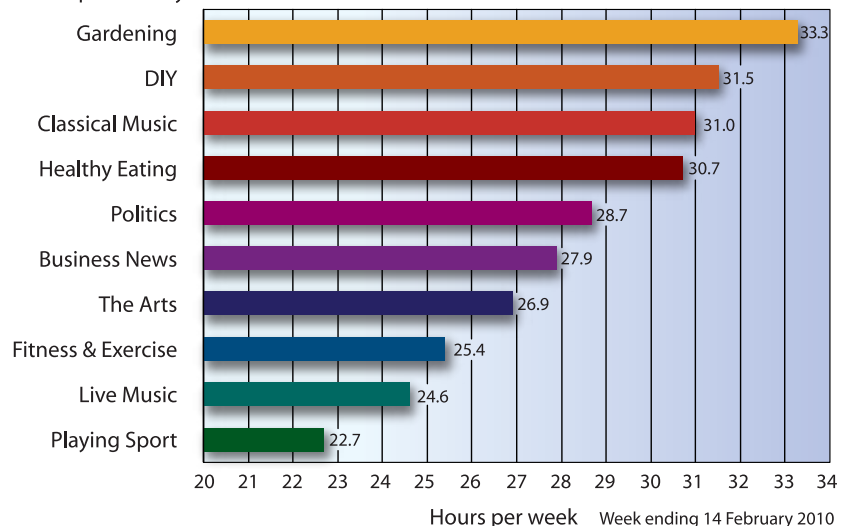




Chart B: Timeshift as % of Total Viewing by Area of Interest

Chart B shows the same audience groups in the same order, but looks at the proportion of viewing in the week that was time-shifted. For the lighter viewing categories at the bottom of the chart, a slightly higher proportion of viewing is time-shifted than for the other groups. Among adults interested in live music, 8.3% of viewing was time-shifted.

Adults particularly interested in:

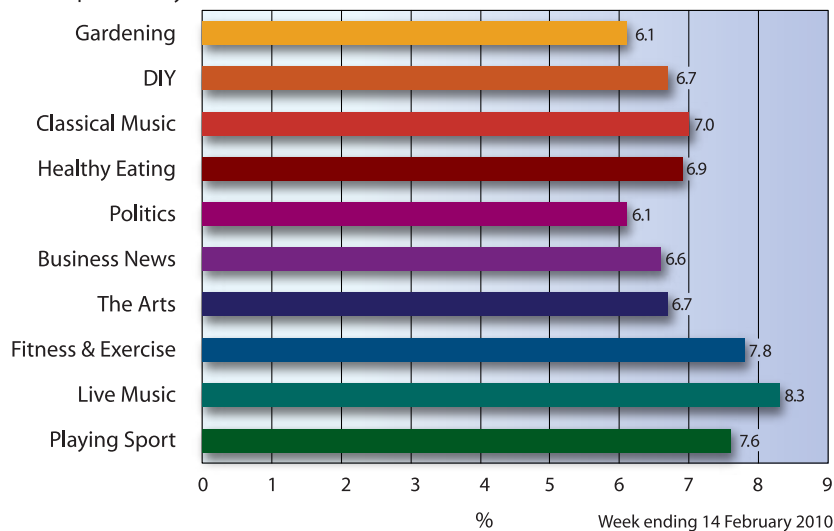


Chart C: Viewing Through the Day, All Week Average

Adults particularly interested in Live Music

Chart C shows the difference that capture of time-shifted viewing makes to reported viewing levels for this group; this demonstrates that most of their time-shifted viewing is to programmes broadcast during peak time.

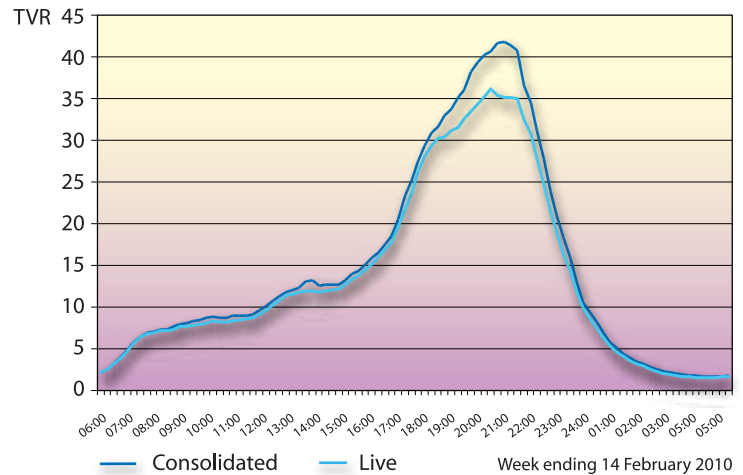
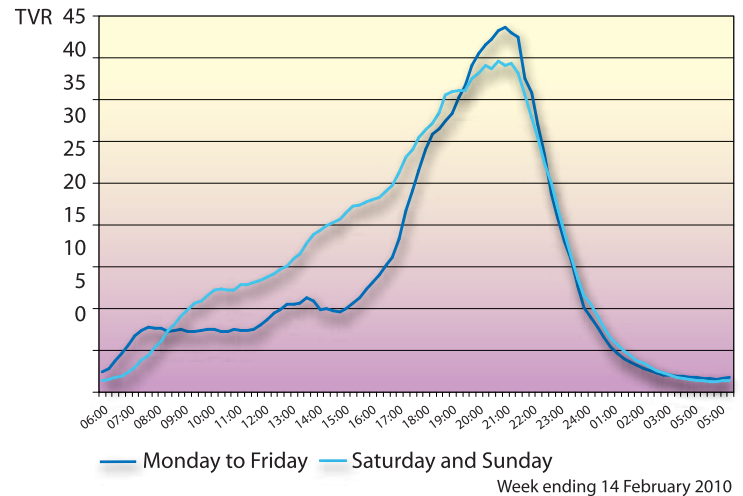


Chart D: Viewing Through the Day, Weekday vs Weekend

Adults particularly interested in Live Music

There is often a difference in viewing patterns between weekdays and the weekend, as shown in Chart D. Understandably, during weekdays viewing tends to be more noticeably concentrated in evening peak hours.

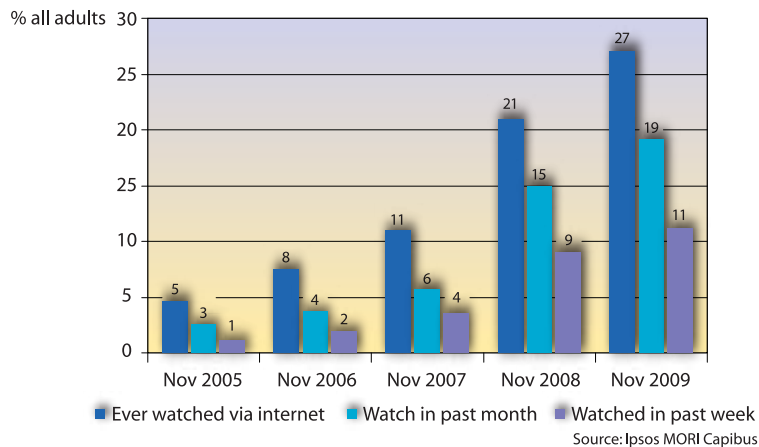
These examples look at overall viewing levels, but the data can also be analysed according to viewers' channel and programme preferences.



TV Viewing via PC / Laptop – Latest Survey Results

BARB audience estimates currently only include viewing that takes place through TV sets. There are now several services available online that allow viewers to watch programmes on demand via PCs or laptops. BARB has tracked the use of these services at a top line level since 2005, using questions on an omnibus survey.

Chart 1: Trend in Viewing of TV via Internet

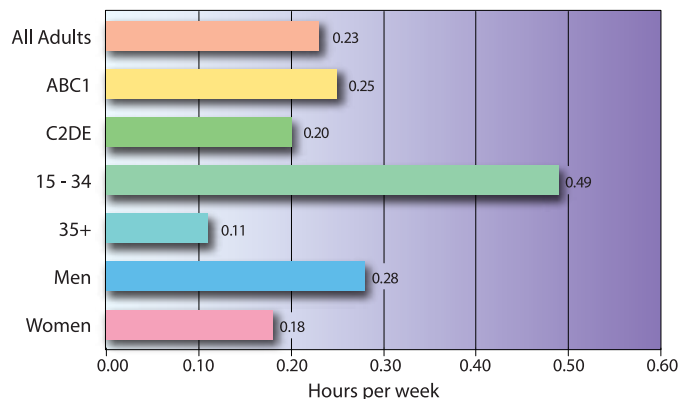


Over this period there has been significant growth in the proportions of adults viewing via PCs and laptops, as shown in Chart 1. In November 2009 27% of adults claimed to have watched TV via the internet at some time, 19% within the previous month and 11% in the past week.

Young adults have a particular propensity to view via PCs/laptops, with 40% claiming to have done so at some time and 21% within the past week, suggesting that they are more regular users of these services than older age groups.

Chart 2: Average Weekly Online Viewing Time - Nov 2009

Base: whole population



Looking at time spent viewing, adults that had viewed online in the past week claimed to spend an average of approximately two hours doing so across the week. Scaled across the whole population this would indicate an overall average for all adults of almost a quarter of an hour per week (see Chart 2). Average viewing via standard TV sets at this time of year was 30 hours per week among adults. Among 15-34 year olds average online viewing time was much higher at half an hour per week, relative to an average via standard TV sets of 22 hours per week. This suggests that online viewing might account for around 2% of all viewing by 15-34s but just under 1% across all adults.



Commencement of BARB 2010 Panel Reporting

The first TV viewing data, relating to New Year's Day 2010, from BARB's new panel of homes were available on the morning of 2 January 2010. The panel commenced with 5,180 homes reporting relative to the target of 5,100.

The new BARB television measurement service has been in set-up mode for two years, following an extensive tendering process for the award of research contracts to provide the system. The new panel has been established for BARB by TNS, as part of the overall BARB system which includes Methodology and QC functions from RSMB and the Establishment Survey from Ipsos MORI.

The new BARB system - whilst not radically different from the previous system at the outset - has greater flexibility for the future, created by changes in structure and methodology. The service continually evolves and already includes the ability to monitor devices for on-demand playback (such as games consoles, PCs, set top boxes and other devices) where they are viewed through a TV set. Specific PC and laptop viewing monitoring solutions continue to be evaluated and, following much development by suppliers, a test panel is hoped to be created soon.



BARB Research Director

After 11 years as Research Director at BARB, Tony Wearn is taking some time off to travel before returning in a different role as a consultant in the Autumn.

Simon Bolus, Research Manager of BARB since March 2003, has been appointed as Research Director and will take over from Tony from the end of March 2010. Simon, who has an MSc in Applied Statistics, joined BARB from Zenith Media where he had been Head of Research. Before that, he was Production Audience Research Manager at Carlton Television. His background means that he has excellent research skills and experience of many aspects of the media industry, from support of media planning and buying to analysing and interpreting schedule performance.

Simon has an extensive knowledge of the BARB system. He worked closely with Tony Wearn in the introduction of the new BARB television audience measurement service which came into effect on 1 January 2010, following extensive testing of a completely new system, the introduction of new methodologies, improved graphical design and a new panel of viewers.