

Bulletin

As well as providing analysis of viewing to the football World Cup, this issue comments on various aspects of the BARB 2010 panel and details the launch of a small panel to test a potential metering solution for the measurement of television viewing via PCs (including laptops), together with an outline of a pilot non-linear reporting project.

- ▶ World Cup 2010
- ▶ Increased Effectiveness of BARB 2010 Panel
- ▶ R&D Projects





World Cup Viewing

The 2010 Fifa World Cup, has been the first to offer nearly all broadcast matches in high definition. Over the 64 televised games, 57 were broadcast live in both standard and high definition.

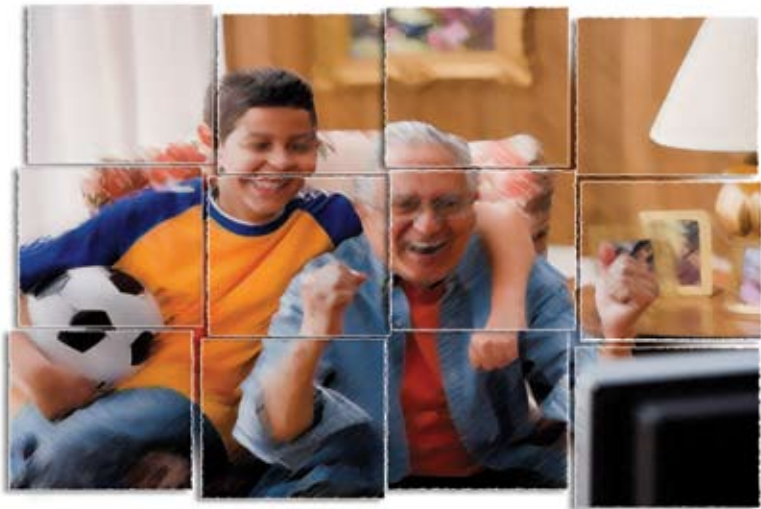
Over the entire 64 matches, standard definition matches achieved a cumulative reach of over 90% with 12.5% reach for high definition coverage (57 games).

World Cup Viewing

	Reach	
	000s	%
Standard Definition	51,467	90.2
High Definition	7,137	12.5

Top 10 matches for both standard and high definition were dominated by both the four England games and the World Cup Final between Holland and Spain which formed the top five programme audiences in both standard and high definition.

The World Cup final between Holland and Spain was the most watched match of the world cup in standard definition with an average audience of 16.2m viewers, and was the second most watched match on high definition with an audience of 1.6m. England's game against Germany in the second round was the second most watched match of the tournament in standard definition, with 15.8m viewers and the most watched match on high definition with an average audience of 1.6m.



Top 10 matches Standard Definition

Match	Channel	Average Audience		Reach %
		000s	Share	
Holland v Spain	BBC1 & ITV1	16,225	56.8	46.2
Germany v England	BBC1	15,807	73.4	34.2
England v Algeria	ITV1	13,176	51.8	40.0
England v USA	ITV1	12,342	50.2	37.9
Slovenia v England	BBC1	11,582	71.7	27.6
Germany v Spain	BBC1	10,481	43.0	31.1
Holland v Uruguay	ITV1	8,221	35.4	28.8
Spain v Portugal	BBC1	7,941	35.8	25.6
Brazil v Ivory Coast	BBC1	7,761	33.0	25.1
Uruguay v France	BBC1	7,318	32.7	23.8

Top 10 matches High Definition

Match	Channel	Average Audience		Reach %
		000s	Share	
Germany v England	BBC HD	1,644	7.6	3.2
Holland v Spain	BBC HD & ITV1 HD	1,606	5.6	4.0
England v Algeria	ITV1 HD	1,447	5.7	3.8
England v USA	ITV1 HD	1,234	5.0	3.2
Germany v Spain	BBC HD	930	3.8	3.8
Slovenia v England	BBC HD	927	5.7	2.0
Holland v Uruguay	ITV1 HD	668	2.9	2.2
Germany v Australia	ITV1 HD	666	2.7	2.2
Uruguay v Ghana	ITV1HD	661	3.1	2.4
Brazil v Ivory Coast	BBC HD	609	2.6	1.8

Comparatively, the highest watched match in the 2006 World Cup was the match between England and Sweden which achieved an average audience of 18.5m viewers.



The 2010 BARB Panel

Geographical Panel Controls

The BARB 2010 panel was constructed for the digital age, designed using panel control areas based on digital satellite non-overlapping regional delivery.

Relative to the 2002-2009 panel, the change to non-overlapping reporting areas in 2010 has allowed for a better use of the national sample. Panel homes are now more evenly spread across the UK than was possible under the required design for the previous panel and therefore better reflect the distribution of the population. This provides a larger effective sample size at the Network level.

The 2010 panel has more geographical controls within the reporting areas to reflect the distribution of the population within these areas. Geographical controls are now applied within Wales, Scotland, Ulster, London, Midlands, North West, Yorkshire and North East.

In addition there is a control for population density within all areas, to balance the distribution of the panel in rural, urban and metropolitan areas.

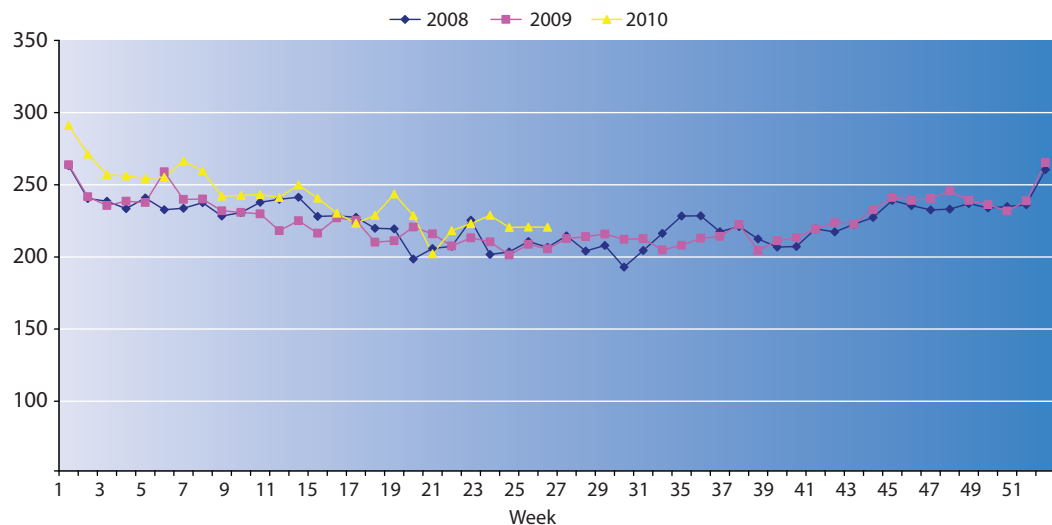
Panel Balance and Stability

The BARB 2010 panel has brought about significant improvements in panel design and recruitment.

The panel is controlled across some 300 demographic cells covering all aspects of household and individual classifications including lifestyle and social economic class through to geographical segment controls, television reception capabilities and device types. This allows for a more complete representation of the UK household television market.

Additional recruitment activity was undertaken in late 2009/early 2010 to improve the ethnic mix of the sample and help to ensure that the 2010 panel reflects the ethnic profile of the population. There is improved representation by multiplatform homes, as well as metropolitan, urban and rural populations. The participation rate of the new BARB panel is very encouraging. The average annualised drop-out rate of 18% is low, especially for a new panel (the annual average drop-out rate in 2009 was 20% for a panel that had been reporting for 8 years). An increase in total TV viewing can partly be attributed to an increase in viewing to sets other than the main TV set in the household. Across 2010 to date, total viewing is up 7.6% year-on-year.

Average Daily Viewing Minutes, Individuals 4+ (Consolidated)





R&D - Meter Test Panel

A panel of 75 homes is being recruited to enable BARB to field-test (for a period of six months) the possible benefits of a meter developed to measure television content viewed via PCs (including laptops).

The project will provide further verification of the capabilities of the Virtual Meter from Kantar Media's TNS (the UK is the first country in the world to actively field-test the device). It will also provide insight into respondent attitudes to having their computers measured and some understanding of latent levels of use and frequency of return of data. Some homes will be asked to participate to monitor their viewing via PCs and others will have both TV and PC viewing monitored, to ascertain the potential participation and data structure issues of introducing PC measurement into homes on the BARB reporting panel and whether this could be a feasible option.

BARB has investigated this technique for almost two years as the most promising one for potential deployment on the BARB panel. Various iterations of the software have been examined, from prototypes to the developed version which is now being rolled out into the field test. At the end of the field test BARB will consider the potential benefits, risks and other issues involved with any possible further development.



Non-Linear Reporting

BARB is pioneering the concept of non-linear reporting for television and aims to have a pilot version available soon to consider the best options with which to open dialogue with the industry.

It is expected to be able to facilitate extended reporting of a wider range of content from devices for on-demand playback, such as games consoles, PCs, set-top boxes etc. where they are viewed through a TV set. In the first instance, this is an experimental and developmental project seeking to determine how BARB reporting could be facilitated for content that does not fall within BARB's current core service, which is for in-home live and time-shift viewing within 7 days of transmission, via TV sets within the home.