

Bulletin

The Autumn issue contains analyses from the latest omnibus survey tracking TV viewing via PCs and laptops. There is a progress report on the test panel recruited to provide insight into a potential metering solution for the measurement of TV viewing via these devices, as well as comment on how the data could potentially be reported. Personnel changes at BARB this year are included on the back page.

- ▶ Online Television Viewing – June 2010 Survey
- ▶ R&D - Meter Test Panel, Non-Linear Reporting
- ▶ BARB Office– Changes in Personnel

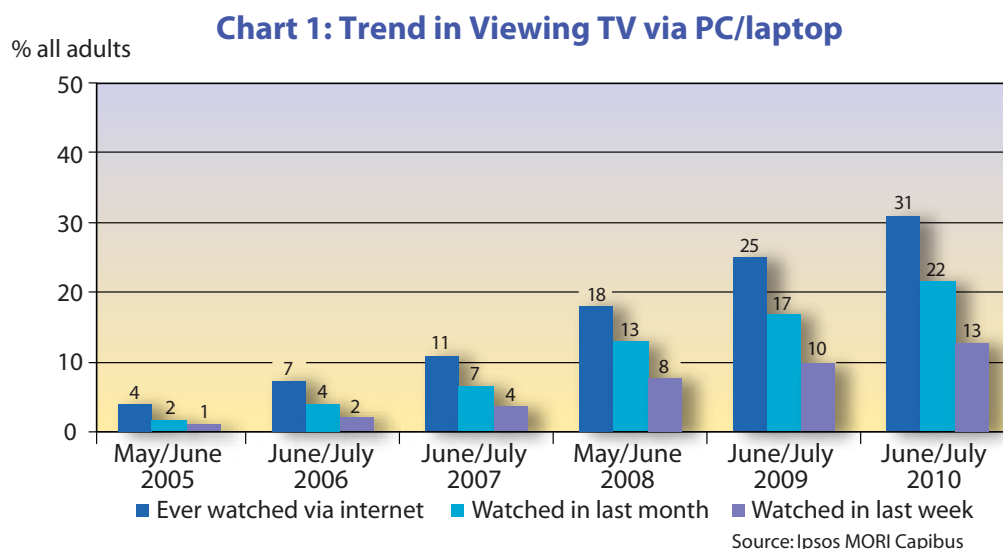




Online Television Viewing

BARB has tracked the growth of PC/laptop viewing since 2005 via questions on an omnibus survey. This does not give precise data on usage but does give a broad estimate of the extent to which these services have been taken up.

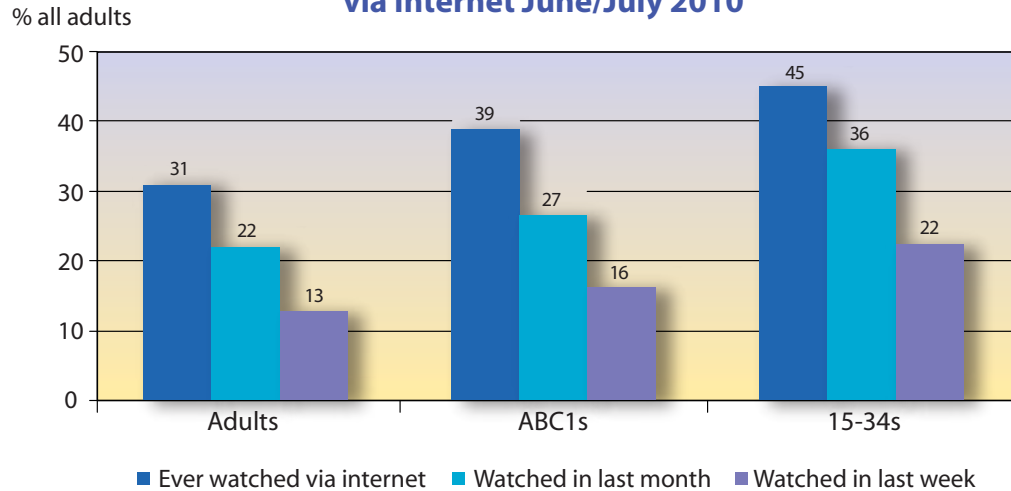
The latest set of results cover June/July 2010 and show continued steady growth in the numbers of adults claiming to view programmes through PCs and laptops. This is shown in Chart 1.



In June/July 2010 31% of adults claimed to have ever watched TV programmes via a PC or laptop at some time – up from 4% five years previously. 13% of adults claimed to have done so in the past week, compared with just 1% in 2005.

Young adults remain the age group most likely to view in this way and appear to be the most regular users of the services available for watching TV programmes online. 45% of 15-34 year olds claim to have viewed via PCs/laptops at some time and 22% within the past week (Chart 2). Similarly, ABC1s are more likely to view online than C2DEs.

**Chart 2: Viewing TV Programmes
via Internet June/July 2010**

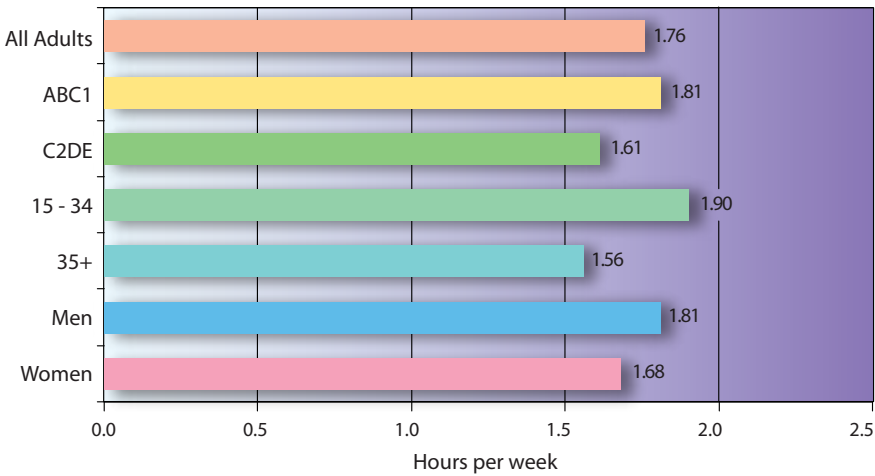


Source: Ipsos MORI Capibus, June/July 2010. Base: 4074 adults

Charts 3 and 4 look at claimed time spent viewing via PCs/laptops. The 13% of adults that had viewed online in the past week during the period of the survey claimed to spend an average of approximately one and three-quarter hours doing so across the week (Chart 3). There was relatively little variation across demographic groups in terms of these claims.

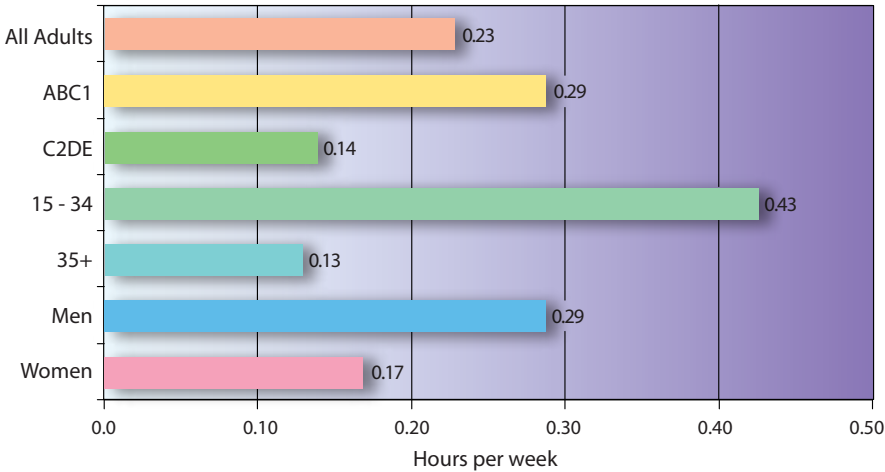
Chart 4 shows these viewing claims scaled across the whole population and indicates an overall average for time spent viewing via PCs/laptops among all adults of approximately a quarter of an hour per week. Average viewing via standard TV sets at this time of year was 27 hours per week among adults, suggesting that online viewing might account for almost 1% of all adult viewing. Among 15-34 year olds average online viewing time was much higher, at almost half an hour per week, relative to an average via standard TV sets of 20.5 hours per week, so that online viewing would account for around 2% of all viewing by this age group. These indicative proportions are similar to those derived from the previous wave of this survey in November 2009.

Chart 3: Average Weekly Online Viewing Time - June/July 2010
Base: Viewers in Past Week



Source: Ipsos MORI Capibus, June/July 2010. Base: 487 adults

Chart 4: Average Weekly Online Viewing Time - June/July 2010
Base: Whole Population



Source: Ipsos MORI Capibus, June/July 2010. Base: 4074 adults



Viewing via PCs and Laptops

As announced in the July Bulletin, BARB has established a small test panel of 75 households to assess a new technique for measuring viewing to TV content via PCs and laptops, utilising TNS/Kantar's "Virtual Meter"

During the Summer the recruitment phase has been completed and the first data from the 75 home panel has become available for BARB to assess.

The six month test, to Spring 2011, will provide further verification of the capabilities of TNS/Kantar's "Virtual Meter" to measure television content viewed via PCs (including laptops). The UK is the first country in the world to actively field-test the technique.

BARB is encouraged by respondent participation so far, with an average of 2 PCs / laptops per home being measured. These are likely to be respondents' own, rather than PCs / laptops supplied by their employers for use at home. Some homes are asked to participate to monitor their viewing via PCs / laptops only and others have both TV and PC / laptop viewing monitored, to ascertain the potential participation and data structure issues of introducing PC / laptop measurement into homes on the BARB reporting panel and whether this could be a feasible option.

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

In parallel with the test, a pilot version of a non-linear database is being developed to accommodate viewing data from non-linear sources, potentially including catch-up services viewed beyond 7 days and selected archive content. A dialogue will be opened with the industry to consider the best options for this concept.

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.



BARB Personnel

Following the promotion of Simon Bolus from Research Manager to Research Director, replacing Tony Wearn (as reported in the March Bulletin) new staff have been recruited to the research function at BARB.

Joe Lewis joined BARB from GfK NOP Media as Research Manager in June. Previous to that he was Research Manager at AGB Nielsen Media Research. Joe has specialist skills in audience measurement, reporting and analysis and will play an important role in BARB's dialogue with its stakeholders. Sarah Espino joined BARB from AGB Nielsen Media Research as Research Coordinator in April.

The BARB Office October 2010

Chief Executive	Bjarne Thelin
Finance Director	Nigel McLachlan
Finance Administrator	Geoff Snell
PA to Chief Executive and Finance Director	Lynne O'Neill
Research Director	Simon Bolus
Research Manager	Joe Lewis
Research Coordinator	Sarah Espino
Commercial Director	Suzanne Wilkinson
Client Relations Coordinator	Sarah Mowbray

Nigel Walmsley serves as Chairman of BARB in a non-executive capacity.

BARB said a fond farewell to Tony Twyman at a lunch in September to mark his retirement at the end of the year, after over fifty years working in television audience research. His contribution to BARB as Consultant Technical Director has been invaluable and we wish him a long and fulfilling retirement.