

Bulletin

The first Bulletin of 2011 takes a look at TV viewing in 2010 and the events that made it a bumper year for audiences. There is news about the Trends in Television report, plus a new channel reach report and an update on BARB's development priorities, as well as analysis from the latest tracking survey of internet and mobile viewing.

- ▶ Viewing via PC/Laptop and Mobile - Latest
- ▶ 2010 - Audience Drivers
- ▶ BARB Reports – Available to All
- ▶ Development Priorities - Update



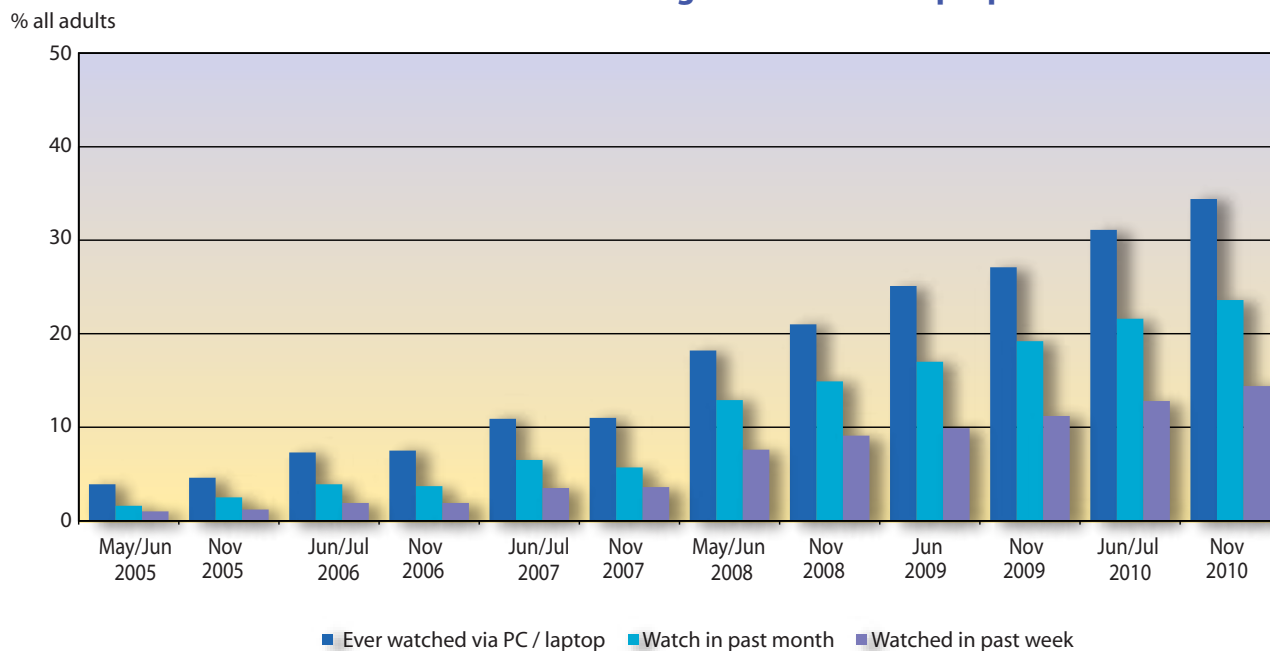


Online and Mobile Phone Television Viewing

Twice a year (since 2005) BARB tracks the growth of viewing beyond TV sets via questions on an omnibus survey. This does not provide precise data on usage but does give a broad estimate to the extent to which viewing beyond TV sets exists and how it has grown - via what methods and devices.

The latest results cover November 2010 and continue to show a steady growth in the numbers of adults claiming to view TV programmes through PCs and laptops. This is shown in Chart 1. In November 2010, 34% of adults claimed to have ever watched TV programmes via a PC or laptop, an increase from 27% the year previous. 24% of adults claimed to have watched in the past month and 14% doing so in the last week.

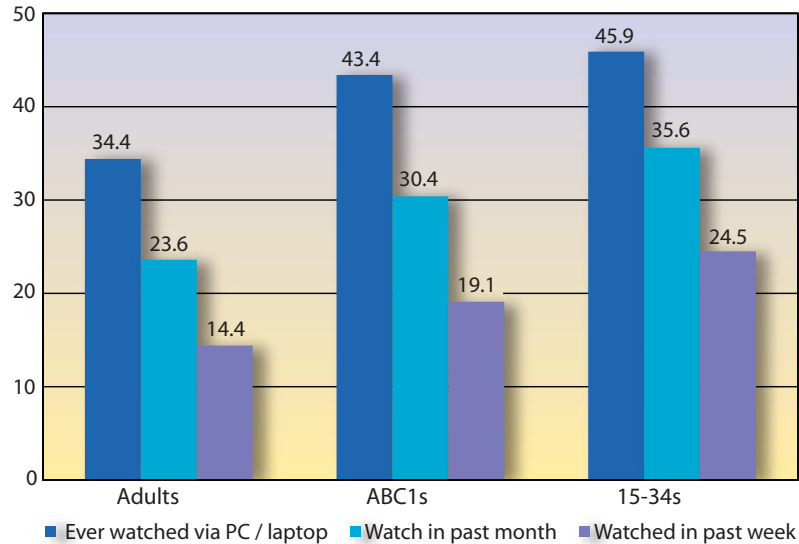
Chart 1 - Trend in Viewing of TV via PC / Laptop



Source: Ipsos MORI Capibus

**Chart 2 - Viewing of TV Programmes via PC / Laptop
November 2010**

% all adults

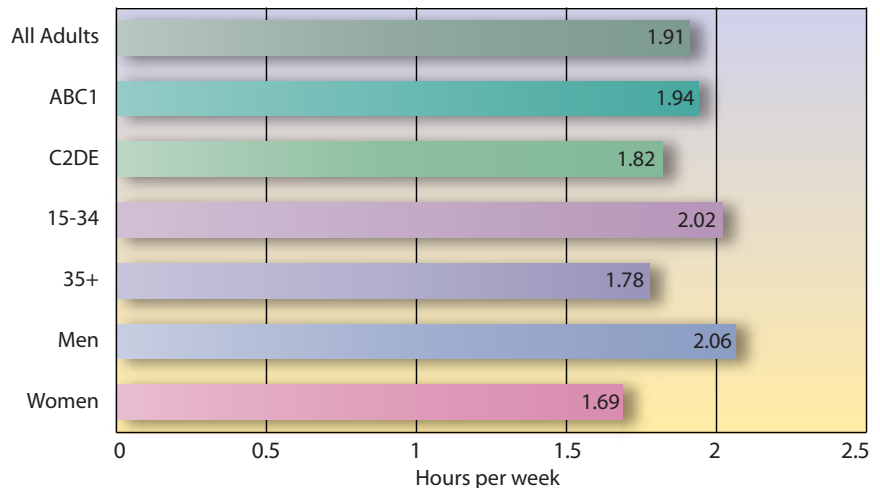


Source: Ipsos MORI Capibus, Nov 2010. Base: 3985 adults

Young adults and ABC1s continue to be the groups most likely to view in this way with 46% of 15-34s having ever watched TV programmes via a PC or laptop and 43% of ABC1s. Additionally, 25% of 15-34s now claim to watch TV programmes via a PC or laptop in the past week, up from 21% in November 2009.

In terms of time spent watching TV online, Chart 3 shows that of the 14% of adults that have watched TV online in the past week, they watch just under two hours across the week. Demographically, there are no variations in claimed hours from individuals who watch TV online in the past week.

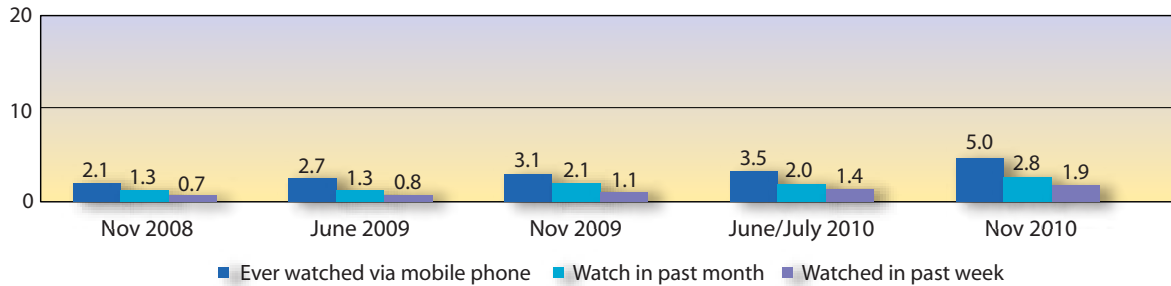
**Chart 3 - Average Weekly Online Viewing Time, Nov 2010
Base: viewers in past week**



Source: Ipsos MORI Capibus, Nov 2010. Base: 3985 adults

Chart 4 - Trend in Viewing TV via a Mobile Phone

% of adults



Source: Ipsos MORI Capibus

In terms of additional TV watching, the omnibus survey also tracks claimed viewing via a mobile phone device. Although significantly smaller than viewing online, 5% of adults surveyed now claim to have watched TV programmes via a mobile phone, up from 3.1% in November 2009. In comparison, viewing of television programmes via other handheld devices is much lower with 1.8% of adults claiming ever to have watched, up from 1.4% in 2009.



2010 – TV Viewing Hits Record Levels

The average time spent watching TV per day in UK homes rose to 4 hours 2 minutes, from 3 hours 45 minutes in 2009. Part of this viewing increase is attributable to increased monitoring of secondary TV sets. Digital reception grew by 7% in total, as digital switchover continues throughout the UK, the highest increase being digital terrestrial (DTT).

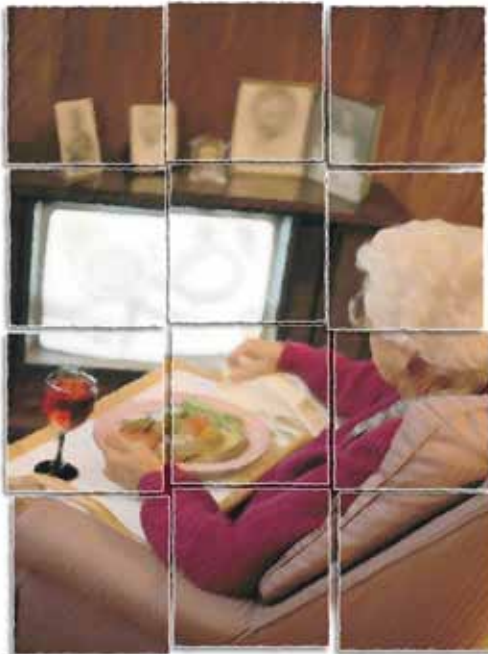
Television audiences in 2010 were fuelled by a number of significant events, in addition to high rating finales of popular reality shows. The weather played a notable part, with extremely cold snaps at both ends of the year when many of the population were snowed-in. The volcanic ash cloud prevented people from flying. The first live televised political party leaders' pre general election debates broadcast in the UK attracted in total over 22 million viewers. Disasters around the world affected viewing: the Haitian earthquake; the explosion on the Deepwater Horizon oil drilling platform and 33 trapped Chilean miners, for example. At home, an horrendous shooting spree in Cumbria, a manhunt for a gunman in Northumbria and student riots attracted the attention of viewers. It has also been speculated that an effect of the continued economic recession is a reason for people staying home.

On a happier note a royal engagement was announced in November. Sport played its part too with the Ryder Cup in South Wales, the Ashes tour of Australia attracting viewers in the middle of the night (also recording onto DVD-R and PVRs) and most significantly the Fifa World Cup which was broadcast in high definition for the first time. The final between Spain and Holland attracted an average audience of 17.8m, SD and HD combined, compared to an average of 16.7m in 2006 for the final between Italy and France.

In 2011 the marriage of the son of the heir to the throne in April is likely to create interest. For some past televised royal events see below:

"Four Weddings and a Funeral"

July 1981	Wedding of Charles and Diana	21.7m (JICTAR)
July 1986	Wedding of Andrew and Fergie	20.5m
June 1999	Wedding of Edward and Sophie	13.9m
April 2005	Wedding of Charles and Camilla	8.5m
Sept 1997	Funeral of Diana, Princess of Wales	19.3m





Trends in Television Report

From 2011 the report is being published annually. The 2010 annual report (as well as the last quarterly report covering the fourth quarter of 2010) is available now.

Trends in Television contains data for total TV covering average daily hours of viewing and average weekly reach for 11 audiences, homes universes by platform, trends in audience share for 17 broadcast groups (those with 4 or more channels) and trends in share of impacts (individuals) by sales house.

BARB maintained the quarterly Trends in Television report to the end of 2010 (previously published by the IPA) since the first quarter of 2010. It can be downloaded from the BARB website (www.barb.co.uk) together with archive reports back to 2002.

In addition BARB is posting a quarterly report showing average weekly, monthly and quarterly reach for 5 audiences, demonstrating the increase in channel reach over time.



Development Priorities Update

“Virtual Meter” Field Test

The meter developed by Kantar Media (TNS) to measure TV content delivered via PCs and laptops is being tested in a panel of 75 homes (recruited specifically for the purpose) which will continue until the end of March. BARB is pleased with how the test is progressing and encouraged by the meter’s capability to collect viewing. In addition to generating data it is important to understand if this type of meter causes compliance issues and what the effect of monitoring TV and PC viewing in the same home could have on existing BARB panel households. These issues are being worked through as a crucial element of the test.

Non-Linear Database

The pilot stage, the development of a database to accommodate viewing data outside the core BARB service, is reaching completion and the project is moving into the next phase, to experiment with the identification of advertising and tackle the issues surrounding processing capacity, volumes of content and interfaces required with content providers.

BARB is calling on interested parties to enter into dialogue with BARB to participate in the process of ensuring that industry requirements are known and able to be delivered before moving forward from the proof of concept stage. Please e-mail dialogue@barb.co.uk to register your interest in joining the discussion.



**We always encourage feedback, so do tell us what you think,
at dialogue@barb.co.uk**

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PLEASE NOTE NEW CONTACT DETAILS FOR BARB FROM WEEK COMMENCING 7 MARCH 2011