

BARB

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Bulletin

BARB has been reporting UK television audiences since August 1981, providing the industry-standard audience measurement service for television broadcasters and the advertising industry.

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BROADCASTERS' AUDIENCE
RESEARCH BOARD LIMITED

**BARB Industry Presentation
"The Bigger Picture" Tuesday 4th October.
This event is at full capacity but the
presentation will be available
on the BARB website,
www.barb.co.uk**

Time-Shifted Viewing

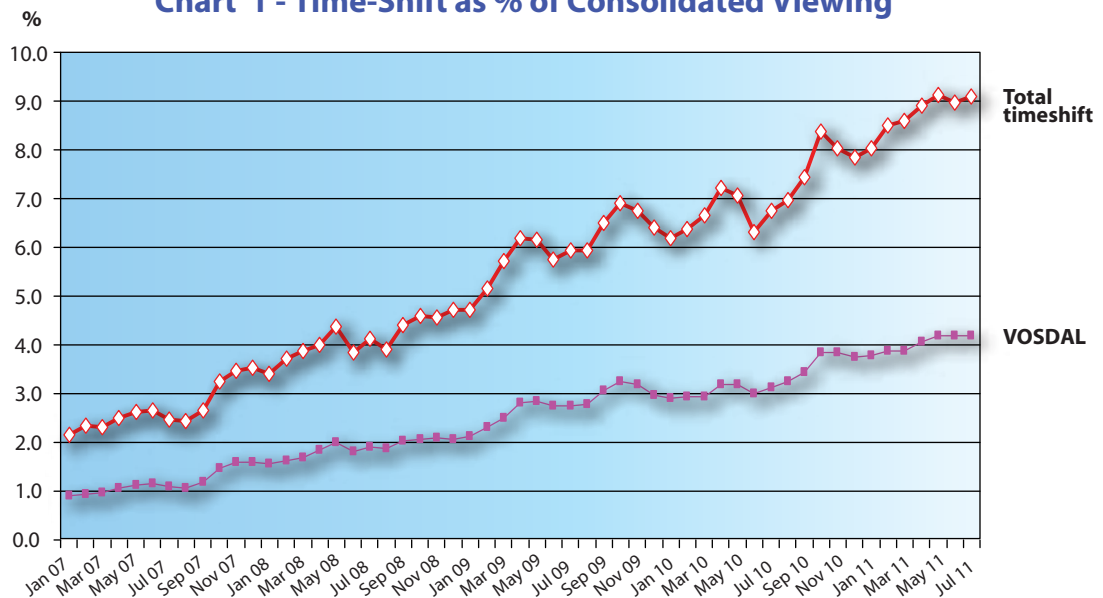
Any non-live viewing to programmes that takes place within 164 hours (approx 7 days) of the original broadcast is reported as time-shifted viewing. This includes playback through PVRs, DVD-recorders or VCRs as well as via catch-up services available through the TV.

Time-shifted viewing through TV sets has continued to increase in recent years (see Chart 1) and reached a new high in May 2011. During that month time-shift accounted for 9.1% of reported viewing, up from 7.1% in May 2010.

A substantial proportion of all 7-day time-shifted viewing actually takes place on the same day as broadcast – 46% in May 2011. This is reported as VOSDAL (Viewing On Same Day As Live) and normally included as standard in reported overnight figures.

Charts 2 and 3 show how the proportion of viewing that is time-shifted varies by demographic group. Broadly speaking time-shifted viewing is a higher proportion of viewing for young adults and ABC1s than for other groups. Time-shift viewing also varies widely by programme genre. Chart 4 demonstrates this, based on data for May 2011. Not surprisingly news programmes were only rarely time-shifted but for drama series time-shifted viewing accounted for 20% of the total. Among individuals with a Sky+ PVR this proportion rose to 36%.

Chart 1 - Time-Shift as % of Consolidated Viewing



Source: BARB Network Individuals aged 4+, calendar months

Chart 2 - Time-Shift as % of Total Viewing

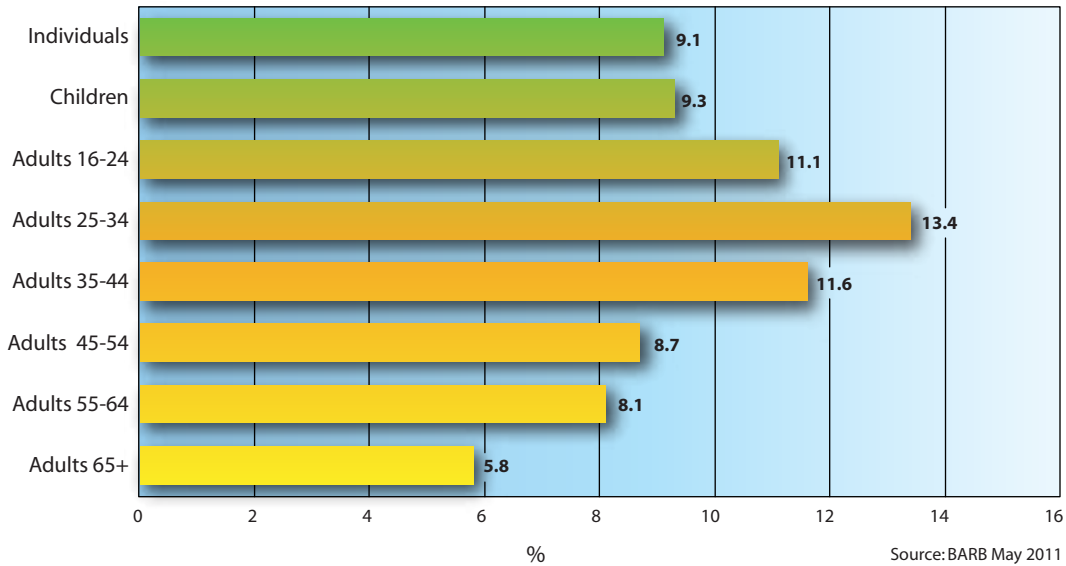


Chart 3 - Time-Shift as % of Total Viewing

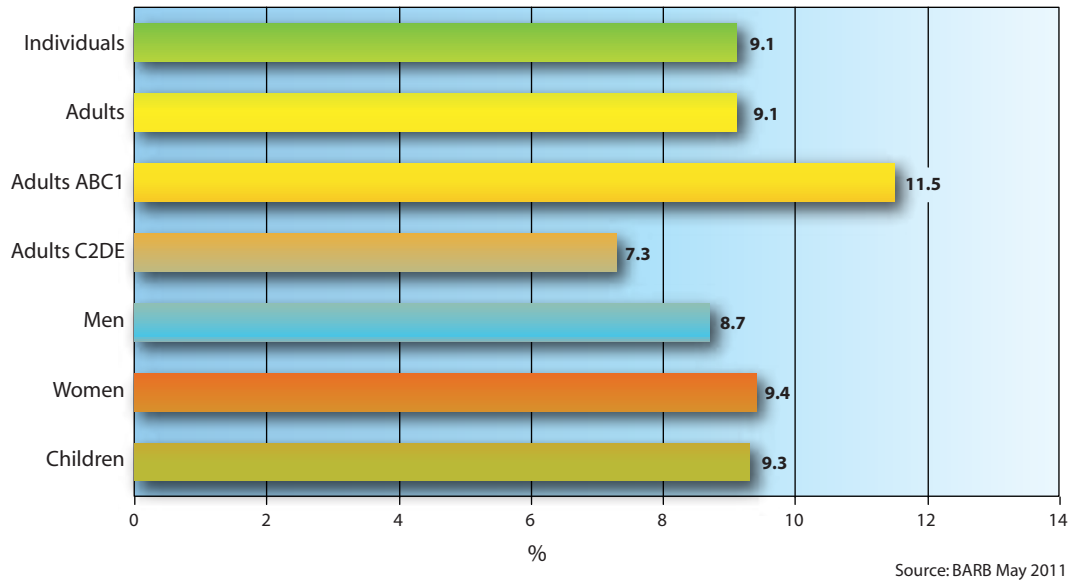
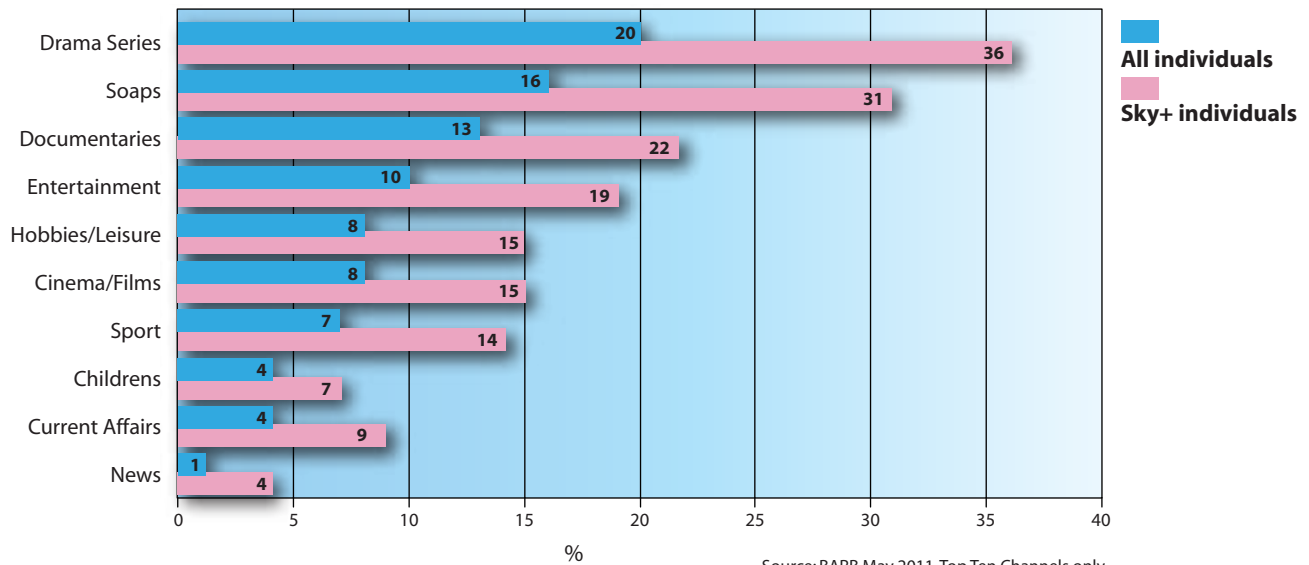


Chart 4 - Time-Shift as % of Total Viewing by Programme Genre



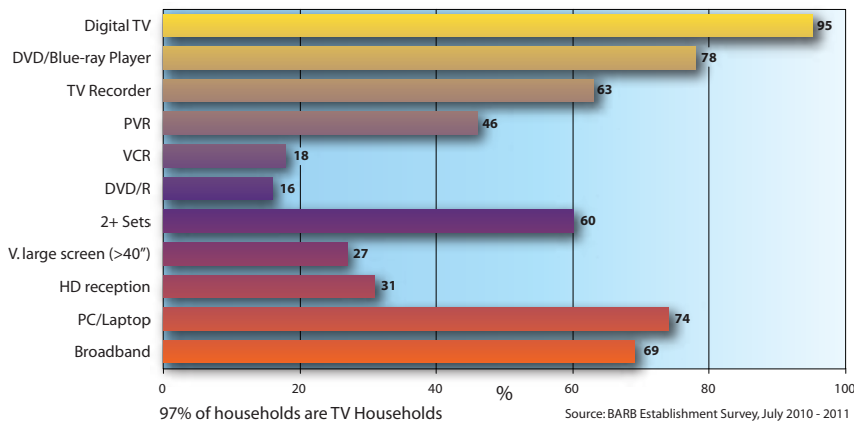


BARB Establishment Survey Data

The BARB Establishment Survey provides data on population profiles and on the ownership of television equipment. These are used as the basis for BARB universes, and for setting panel balance benchmarks. The survey is carried out throughout the year across a sample of approximately 53,000 households annually.

Chart 5 shows a selection of Establishment Survey data, based on interviews carried out between July 2010 and June 2011. Across this period, 95% of TV households claimed to have digital TV (via either terrestrial, satellite or cable), and PVR penetration reached 46%.

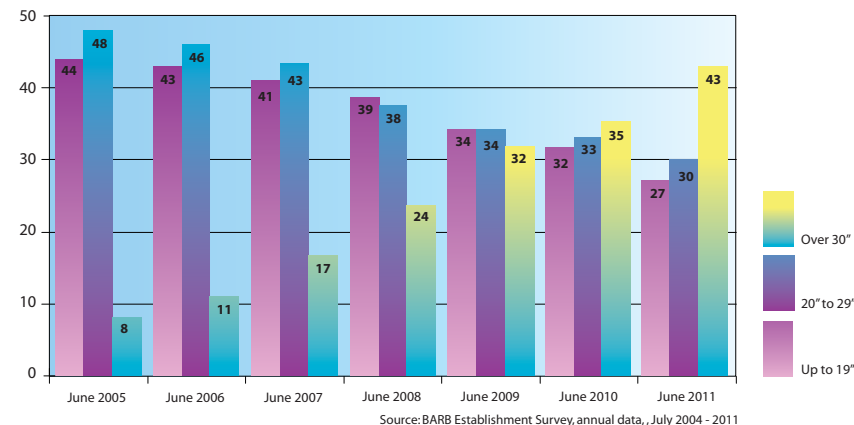
Chart 5 - % of TV Households With...



A key trend evident in Establishment Survey data for recent years is the increasing size of TV sets. In the year to June 2005 the survey reported that 8% of sets measured 30 inches or larger; in the latest year this had increased to 43% (Chart 6).

Summary reports showing results from the Establishment Survey are available to all BARB subscribers, and can be downloaded in '.pdf' format from the BARB website.

Chart 6 - Profile of TV Sets by Screen Size



“The Bigger Picture”

Here is an outline of what will be covered and considered at BARB’s industry briefing on 4 October. The presentations will be available at a later date on BARB’s website, www.barb.co.uk

The TV industry has been changing and there are new possibilities in audience measurement if the industry acts together to see the wider view.

What is a realistically achievable ambition for how panel and server data can relate to each other? BARB has a vision for keeping measurement people-focused.

The industry runs the risk of being surrounded by separate stacks of data which cannot be connected. BARB believes the time has come to join-up-the-dots to create “The Bigger Picture” but can the industry work together towards a more joined-up approach?

