

BARB

ISSUE 32
SEPTEMBER 2012

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.

In this issue:

- ▶ The Olympic and Paralympic Games
- ▶ Tracking Study – On-Line Viewing
- ▶ Whys and Wherefores – Programme Data
- ▶ Update – Viewing Beyond the TV Set and Beyond 7 days



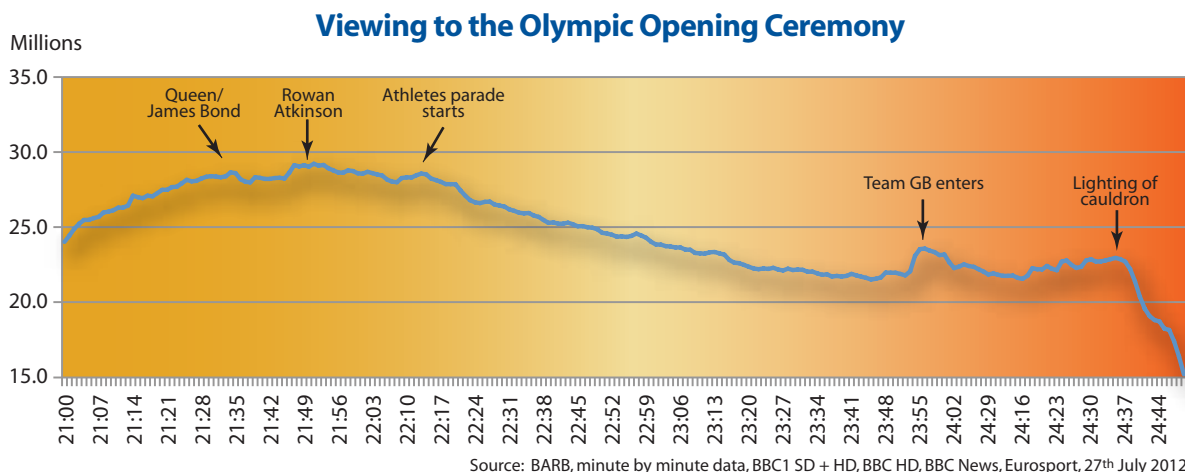
BROADCASTERS' AUDIENCE
RESEARCH BOARD LIMITED

The Olympic and Paralympic Games

The viewing figures for the Olympic Games demonstrate that the country got into the spirit of the Games and gave Team GB its full support. From the Opening Ceremony on 27th July to the Closing Ceremony on 12th August the Olympics held the nation's attention.

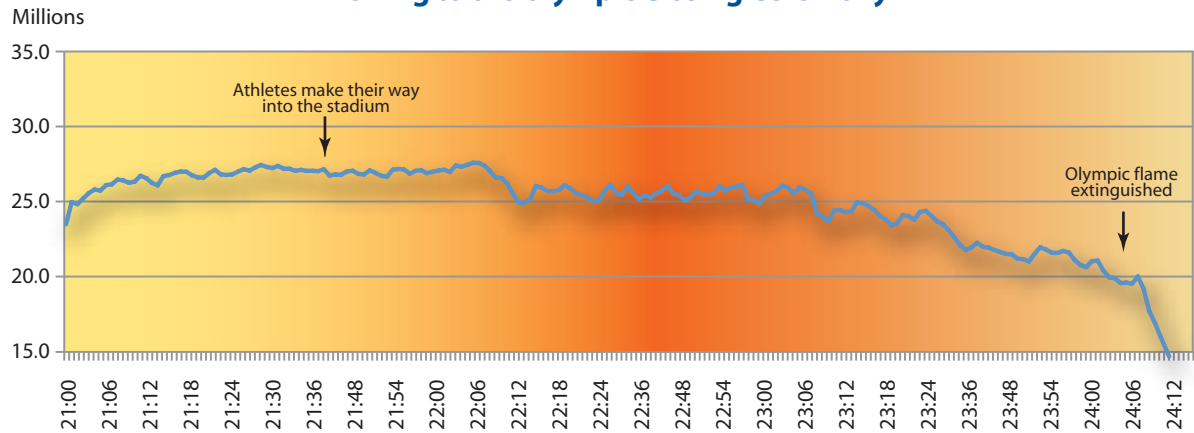
Records were not only broken on the field. The Closing Ceremony broke its own record at BARB and achieved the highest viewing ever to a single programme with a 24.46m individuals 4+ average programme audience (on BBC1 SD + HD). The Opening Ceremony was only 220,000 viewers behind with an average for the duration of the Ceremony of 24.24m (on BBC1 SD + HD). The highest rated programme before the Closing Ceremony was an episode of Only Fools and Horses shown on 29th December 1996 which achieved an audience of 24.35m.

The Opening Ceremony was a spectacular event (simulcast across BBC1 SD + HD, BBC HD, BBC News and Eurosport) and people were glued from the opening credits when we moved at high speed along the course of the River Thames to the lighting of the cauldron. The chart below shows that even after midnight 22 million people were still watching.



With an equally spectacular Closing Ceremony, viewing to the event remained consistent from the start to just after 11.00pm, rarely dipping below 25 million viewers. When the Olympic flag was handed to the Mayor of Rio for the 2016 Games and the flame extinguished 20 million people were still watching.

Viewing to the Olympic Closing Ceremony



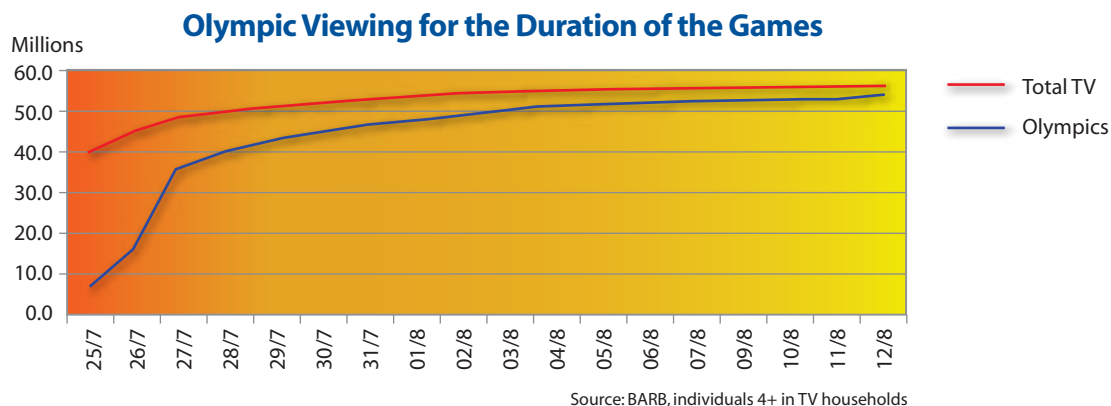
Source: BARB, minute by minute data, BBC1 SD + HD, BBC HD and Eurosport, 12th August 2012

In addition to the Opening and Closing Ceremonies there were plenty of highs. The so-called 'Super Saturday' on 4th August, when Jessica Ennis won the Heptathlon, Greg Rutherford won the long jump and Mo Farah won the 10,000m, saw viewing of 14.7 million individuals (a 'Golden Hour' between 20:50–21:50, BBC1 SD + HD) with a share of viewing of 54%.

On 3rd August, between 19:00 and 20:00, 9.1 million viewers (BBC1 SD + HD) watched Victoria Pendleton win gold in the women's Keirin and Rebecca Adlington the bronze in the 800m freestyle swim. 12.2 million saw Mo Farah receive his second gold medal for the 5,000m on 11th August (at 19:45, BBC1 SD + HD) and on the same evening (at 21:59) 8.55 million watched Tom Daley win bronze in the 10m diving.

During the daytime there was still active Team GB support through viewing; Bradley Wiggins won the cycling time trials on 1st August, watched by an average of 4.1 million viewers (between 14:15–16:05, BBC1 SD + HD) and 6.2 million watched him receive his gold medal. When Sir Chris Hoy won the Keirin on 7th August an average of 7.4m viewers (between 16:35–18:08, BBC1 SD + HD) watched him race and receive his 6th gold medal. It was not just Team GB which kept our attention, 19.7 million individuals watched Usain Bolt retain his title as the fastest man in the world, winning the 100m and receiving his gold medal (5th August 21:52, BBC1 SD + HD) and 15.9 million watched him win the 200m on 9th August (21:00, BBC1 SD + HD).

By the end of the games 53.6m people, within TV households, had watched 3 consecutive minutes or more of the Games. This is shown in the chart opposite. The Olympic Games actually began on 25th July with the Women's Football preliminary games and on 26th with the Men's Football preliminaries.



Olympic fever did not waver with the Paralympics and the UK again got behind Team GB. The Opening Ceremony on 29th August was watched by 8.1 million individuals (Channel 4 total and More 4 total) and peaked at 20:48 with 11.8 million viewers when the Union Flag was paraded into the stadium by the Armed Forces and raised. This was over a 250% increase in average audience compared with the Opening Ceremony in Beijing.

Paralympic Ceremonies

Opening: London 2012: 8.1m

Beijing 2008: 2.2m

Closing: London 2012: 6.3m

Beijing 2008: 0.7m

The Closing Ceremony on 9th September was a cause of great celebration and was watched by 6.3 million viewers, peaking at 22:00 when Sebastian Coe, Chairman of LOCOG and Sir Philip Craven, President of the International Paralympic Committee, gave their speeches (8.8 million at 22:00, Channel 4 Total).

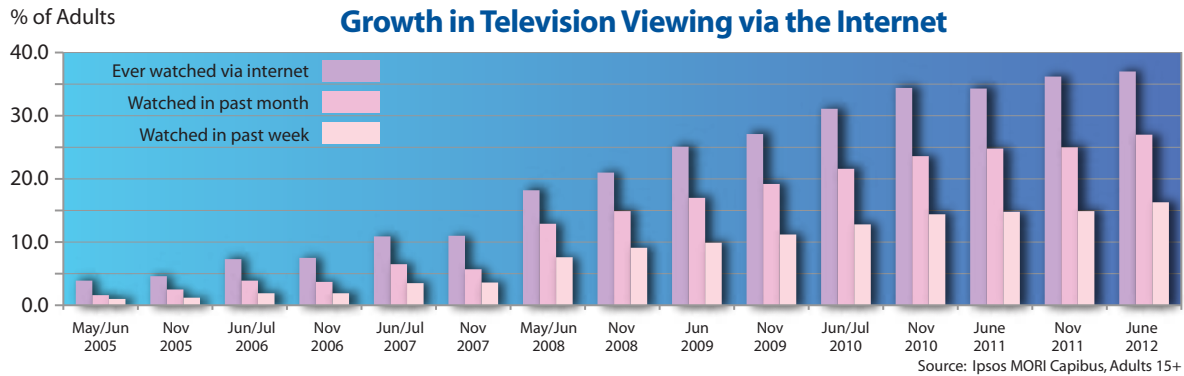
Highlights for Paralympic Games viewing include Sunday 2nd September when 4.5 million individuals watched Oscar Pistorius, the Olympian and Paralympian, take silver in the T44 200m, having been beaten by Brazilian Alan Oliveira (21.43, Channel 4 total). On the same evening, 3.5 million watched David Weir win his 1st gold and set a new world record for the T54 5000m (22.18-22.32, Channel 4 total). On 6th September, in the 25 minutes (21.20-21:45, Total Channel 4) when David Weir won his 3rd gold medal for the T54 800m and Jonnie Peacock beat Oscar Pistorius in the T44 100m 5.7 million viewers cheered them on.

By the end of the Paralympics 39.3 million people, within TV households, had watched 3 consecutive minutes or more of the Games making it the most successful Paralympic Games of all time. Overall, the London 2012 Olympic and Paralympic Games have been a great success both on field and screen and it is true to say that if the Olympics captured our attention, the Paralympics captured our hearts.

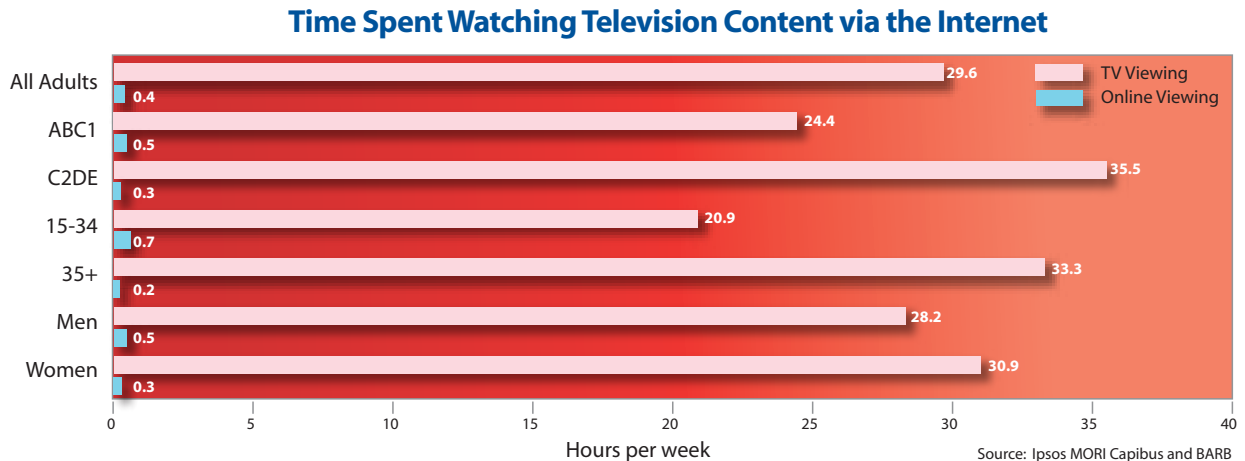
Tracking Study – On-Line Viewing

BARB's bi-annual tracking study into television viewing behaviour via non TV devices has returned some results from June 2012. Over 16% of adults had watched some television content via their PC, Laptop or tablet device in the week prior to being questioned. There are higher claims from younger people with 27% of 15-34 year olds having accessed television content via this method in the previous week.

The overall level of weekly reach via these devices has been growing slowly for the past couple of years. The chart below shows the trend for all adults. From the June 2012 results, the 16% figures from the previous week compare to 27% having watched some television content via PC, laptops, or tablet in the previous month and 37% claiming to have ever done this.



In terms of overall viewing, the average adult watched around 23 minutes of television content via PCs, laptops and tablet per week in the June survey period.



► Whys and Wherefores - Programme Data

Programme data reflects the information provided by broadcasters for their channels in the transmission logs they are required to submit to BARB's data processing contractor.

The programme (or transmission) log is a detailed record of the events and programmes broadcast by a channel each day (a separate "commercial" log is submitted by channels carrying advertising). In addition, broadcasters are required to name programmes consistently, to the accepted BARB convention and assign genres and sub-genres for all transmitted programmes.

Programme audiences are calculated as the average audience to all minutes covered by the programme transmission, from the start-time of the programme until the end-time of the programme, excluding any embedded commercial breaks and promotions. Again, this calculation relies upon the accuracy of the information provided in the transmission log. For example, if programme intervals are not reported in the log, then the programme audience calculation will simply include the average of all minutes between the start and end of the programme.

Errors in logs may be amended by broadcasters after initial submission. In this case programme data amendments are issued as standard 2 and 6 weeks after the original publication of data.

► Update – Viewing Beyond the TV Set and Beyond 7 days

BARB has included time-shifted viewing up to and including seven days after broadcast since 1991. This includes any viewing either recorded or via on-demand, to content which exactly matches content broadcast in the previous week. With the increase in PVR ownership and proliferation of IP connected services, more content is being consumed beyond this current seven day reporting window.

BARB, together with Kantar Media, has been piloting the facility to report channel and programme viewing up to 28 days after broadcast. Following tests and proof of concept, BARB hopes to be able to announce details of these enhancements to the service soon.

The rollout of the Web-TV meter continues (taking BARB reporting beyond the TV Set). Once BARB is satisfied with the number of homes available for reporting and the production process surrounding them, details of the initial reporting proposals will be confirmed.