



In the first newsletter of 2005 we provide an example of analysis that can be carried out on the Lifestyle Insights Classifications and information about enhancements to the Programme Attribution Service, as well as analysis of interactive reporting. We announce the introduction of Same Day Playback Viewing Figures and an electronic version of the BARB Establishment Survey.

Lifestyle Insights Classifications

The Lifestyle Insights file, containing all of the responses to the questionnaire completed by BARB panel members, is now available to BARB subscribers. These additional BARB panel classifications add greater depth to the range of standard individual and household characteristics. All BARB panel members aged 16 and over were asked to complete a questionnaire. The response rate was 72%.

Lifestyle Insights enables users of BARB data to create audience groups based on lifestyle, interests and activities. Television viewing habits of these groups can then be analysed in the usual way. An example, based on drivers of different types of car, is shown below.

Average weekly viewing hours, Total TV

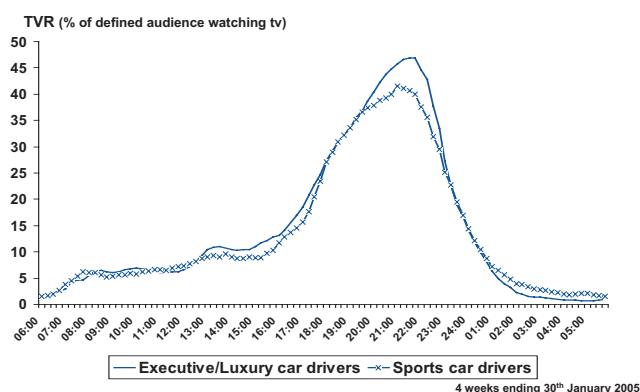
Main drivers, 4 w/e 30th January 2005

<u>Drivers of...</u>	<u>Weekly hours</u>
4x4s	29.8
Small family cars	28.5
Large family cars	28.2
Multi-purpose vehicles	26.6
Mini/supermini	26.1
Executive/luxury cars	24.2
Sports cars	22.9

The table shows how overall levels of television viewing varied among these groups during January 2005. Drivers of 4x4s viewed for almost 30 hours per week on average, while drivers of sports cars viewed for around 23 hours. The chart compares the pattern of viewing across the day for sports car drivers with that for drivers of executive or luxury cars. Viewing levels among the two groups are fairly similar during the day but during peak time tend to be higher among executive/luxury car drivers; after midnight, however, the proportion of sports car drivers' viewing is greater than executive/luxury car drivers.

TV Viewing Through the Day – All Week average

Executive/luxury car drivers vs Sports car drivers



Some other Lifestyle Insights available for analysis include the following categories:

Interested in...

fitness
arts
cooking
fashion
politics
environment
business

Spend money on...

gardening products
DIY products
audio, CDs etc.

Entertainment

theatre-goers
cinema-goers

Equipment

digital camera
dishwasher

Other Media

newspaper readers by title
radio stations listened to

Home Owners or Renting

Hundreds of definitions are available for analysis

Dog & Cat Owners

Lifestyle Insights are available to users of BARB data from their data suppliers.

Number of Holidays

Frequent Air Travellers

Same Day Playback Viewing Figures

In anticipation of incorporating playback viewing undertaken through the Sky+ box, BARB has reviewed the reporting of the audiences reported on the day following transmission (the 'overnights'). These are currently reported against live viewing only. The advent and growth of 'paused' and playback viewing may mean that viewing on the day of transmission is increasingly offset from the actual live transmission.

'Viewing on Same Day as Live' (VOSDAL) figures will incorporate this same day playback viewing within the overnight audiences.

BARB's live figures will still be available and 7 day consolidated figures will remain unchanged – but the same day playback VOSDAL figures will provide a sensible means of accessing audience data on the day after transmission.

BARB is currently working with data processors to help determine the best means of delivering this data to the industry later this year.

Programme Attribution Service

The Programme Attribution Service (PAS), provided on BARB's behalf by Ipsos-RSL, in conjunction with the Genre Coding Contract, is undergoing some developments.

The first of these is enhancements to the PAS Online facility, so that all the tasks that broadcasters which subscribe to this service complete can now be carried out online. Up until now the main function of the online facility has been as a search tool, giving broadcasters access to up-to-date programme title and genre data and the names they are also known as. Three enhancements have been introduced to facilitate the online completion of the three tasks that broadcasters carry out. The first and biggest of these tasks is completing the unmatched programme listing, whereby users will be able to select and complete unmatched programme listings for any outstanding transmission days. Secondly, the search facility has been augmented so that broadcasters can select and update "known as" names to delete or move. The third enhancement facilitates online programme title amendments, enabling users to look up all their programmes in the database by PAS number, programme title, genre and/or channel and amend title and/or genre codes online. Not only will these enhancements make the tasks more expedient for the broadcasters to complete, they will reduce the margin of error inherent in transferring information from one place to another.

The second development is the introduction of Periodic Amendments. This gives broadcasters an ongoing facility to identify and correct errors, such as misattribution and duplication, that are unavoidable in the daily matching process.

Any broadcasters that would like to extend the functionality of the PAS service from the basic level to the optimal higher level of functionality should contact Suzanne Wilkinson, Commercial Director, BARB.

Interactive Measurement

Viewing to interactive services is currently measured for the Digital Satellite platform, provided Service Information codes are available, and contained within the BARB Panel Viewing File. The table/chart compares the age and gender profile of viewers to DSat interactive services with that for all television viewers and all DSat viewers in January 2005. The interactive services covered include those linked to particular programmes as well as, for example, games and interactive advertising locations.

On this basis interactive digital satellite services had a reach of approximately 6 million in January. Relative to the overall television audience, their age profile was skewed towards children, in particular 4-9 year olds, and adults under 45, most clearly 25-34 year olds. There was not a strong gender bias. This profile is influenced by the profile of Digital Satellite homes and is also likely to vary at different times of year, depending on the type of interactive services available.

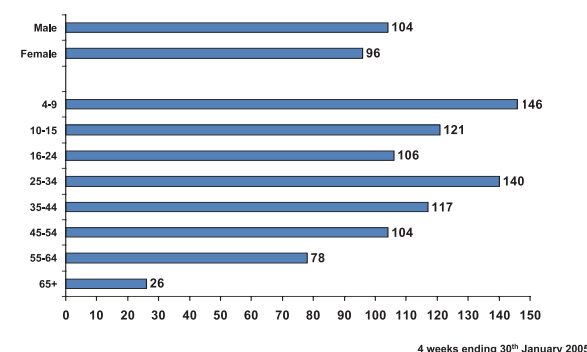
DSat Interactive Viewers Audience Profile

4 weeks ending 30th January 2005

	All TV viewers	DSat Viewers	DSat Interactive viewers	Index DSat Interactive v All TV viewers	Index DSat Interactive v DSat viewers
	%	%	%		
Male	48.5	51.3	50.4	104	98
Female	51.5	48.7	49.6	96	102
4-9	7.8	10.1	11.4	146	113
10-15	8.4	10.8	10.2	121	94
16-24	11.2	13.6	11.9	106	88
25-34	13.6	15.9	19.0	140	119
35-44	16.3	19.4	19.1	117	98
45-54	13.7	14.4	14.2	104	99
55-64	12.5	9.9	9.8	78	99
65+	16.5	5.7	4.3	26	75

DSat Interactive Viewers Audience Profile

Index: DSat Interactive viewers vs all TV viewers, January 2005



Electronic Establishment Survey

BARB expects to be making available an electronic version of its Establishment Survey within the next few months. The new format will provide data processors with an accessible version of the Establishment Survey to interrogate on behalf of their clients. Data will be available in three data sets: quarter-by-quarter data; rolling twelve months data and two years data. Details of this service are being finalised.