

**‘Future into View’ – shaping the BARB service for the future of the UK television market. In this issue we cover the launch of BARB’s consultation process and encourage responses. We also take a look at the reporting of smaller channels.**

### The ‘Future Into View’ Consultation

BARB’s consultation process, ‘Future Into View’, launched on 7 June when responses were invited regarding the future priorities for television and advertising and how these may impact on requirements from BARB.

Online responses are being received from interested parties via the ‘Future Into View’ section on BARB’s website. This initial response phase continues until mid-September. For more details of how to contribute your views please visit [www.barb.co.uk](http://www.barb.co.uk)

Presentations delivered at the launch of ‘Future Into View’ are available to download alongside the online response mechanism.

Views are invited regarding the factors that are likely to be most important for the future in the developing television marketplace. There is the opportunity to raise issues felt to be relevant or to respond to particular issues, such as the importance of overnight data, time-shift, the requirement for an alternative measurement for smaller channels and the importance of out-of-home viewing.

A wide range of views is anticipated and different priorities and requirements are expected to be put forward. It will not be possible to deliver everything that everyone would like to see; BARB aims to find a way forward which can deliver most people most of their requirements and all people many of their requirements.

Some choices will need to be made as to what the future optimal BARB service will cover. Should other measurable features be integrated into a single cohesive measure for television, or would measurement be compromised if very different experiences are reported together in one place? Industry needs, technology and cost will be important considerations.

The industry depends on the BARB service for many aspects of its activities and television will be best served with an effective system if relevant views help to shape the future of the service.

### Comments from the day

 “The number of things that we as an industry are having to deal with have exploded,...which of them should we try and measure? Should we try and measure them as a whole, should a single organisation measure all of it? Should we divide it up?”

Nigel Walley, Managing Director, Decipher

“...in the next 3-5 years regulation within TV is really going to affect the TV market, it’s going to have knock on effects in terms of the way that it’s traded”

Chris Hayward, Head of TV, ZenithOptimedia UK

“...there is a huge opportunity for measurement in an environment where so much more behaviour is actually captured”

Richard Halton, Controller of Television Strategy, BBC

“...it’s really important that BARB continues to develop and get the basics right...the base information that we all work from, which will continue to be BARB, is as crucial as it’s ever been for the majority of our business”

Simon Cox, Vice President and Sales Director UK Entertainment Networks, Turner Broadcasting

“...in order to grow, or for that matter survive, we are going to have to understand and know the customers/the viewers.”

Tim Patterson, Head of Network Scheduling, UK Channel Management

“Advertisers are very interested in being involved, they’re very interested in getting it right for the future.”

Bob Wootton, Director of Media and Advertising, ISBA



A number of phases are planned for the consultation programme:-

- Initial responses up to mid-September
- Clarification and additional information in follow-up with individuals, where relevant, from August to October
- A series of group forums in the Autumn to assist in prioritising the issues
- Feedback in first quarter 2006

BARB intends that the consultation process will couple with and feed into an exploratory and investigative programme which has been underway throughout this year. BARB is considering the technologies and methodologies that may be available to the service in the future. This is to ensure that the full range of options are considered to prepare for what are anticipated to be years of development and change in the television industry.

### Smaller Channels Reporting

The number of channels reported by BARB has increased substantially over the past five years and the reporting of smaller channels engenders frequent comment. In terms of weekly reach the current BARB service is registering substantial audiences to many smaller channels. Looking at a recent week from 2005 (week ending 5 June) there were 168 channels reported on the BARB website. Of these, 161 registered a weekly reach above 100,000 viewers (95% of reported channels) while 138 delivered a weekly reach in excess of 500,000 viewers (82% of reported channels). At this level of analysis BARB is producing figures which are substantial and meaningful for smaller channels.

The BARB system doesn't simply report summarised data. Output is available for all channels on a daily basis at respondent level to enable flexibility in analysis. The level at which the data is made available means that, particularly for smaller channels, viewing data can be subject to high levels of variability. The availability of the

data at this level has facilitated the use of data for all channels in the same way – even though for smaller channels this may not be the most appropriate level of analysis.

How smaller channels are best reported is a subject of debate and is clearly a key area for discussion in BARB's 'Future Into View' consultation. BARB wishes to develop this debate in order to address this issue. At the consultation launch BARB suggested an alternative approach of averaging BARB data over time intervals, which would moderate the extremities of viewing data.

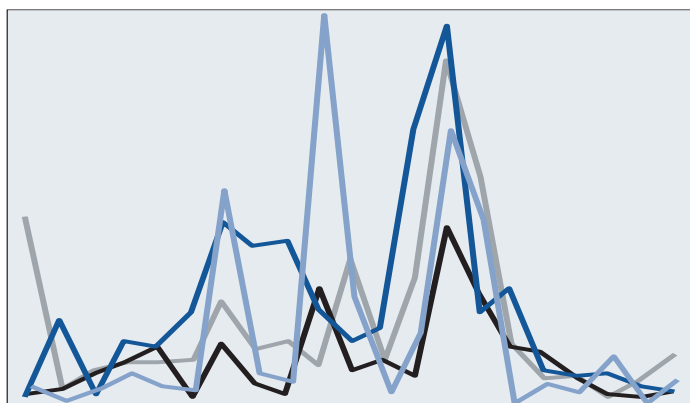
The first chart below illustrates a common pattern of viewing for one day's viewing across four separate weeks. It shows the degree of variability that can exist with the associated peaks and troughs. Whilst this data is reflective of real behaviour from real people, smaller samples from the panel will give an increase in variability.

The four-week average approach would take four individual weeks of data for the day of week in question and aggregate them, thereby combining four weeks of observations into one set of figures. This would effectively smooth out some of the extremities that occur.

As part of the consultation process BARB is encouraging specific responses on this issue – is this how BARB should report smaller audiences? It will produce data that is more robust and consistent over time.

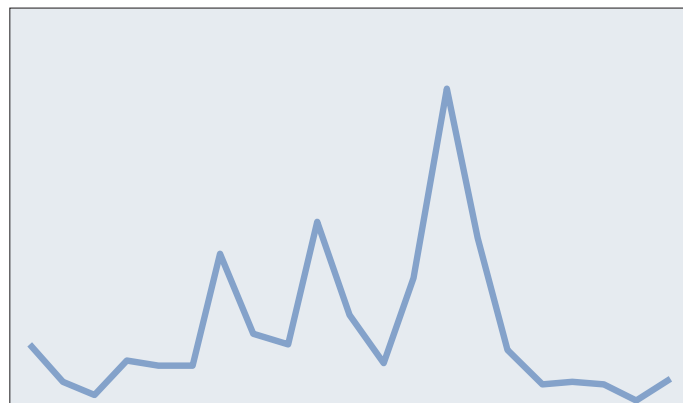
An increase in sample size is an alternative approach to the smaller channels question. The panel would be required to more than double to notably reduce the degree of variability. The issue of variability, however, would still remain despite a substantial ongoing annual running cost which would need to be met. Comments on this route are also encouraged.

### One Day's Viewing Across Four Separate weeks



Source: BARB

### Four Week Average



Source: BARB