

This edition of the BARB Newsletter takes a look at the latest BARB viewing data – VOSDAL – and the introduction of Sky+ reporting. It covers the results of an Out-Of-Home viewing survey and an example of the type of information that can be obtained from the Electronic Establishment Survey, as well as an update on the Future Into View consultation.

Sky+ PVR Playback Reporting

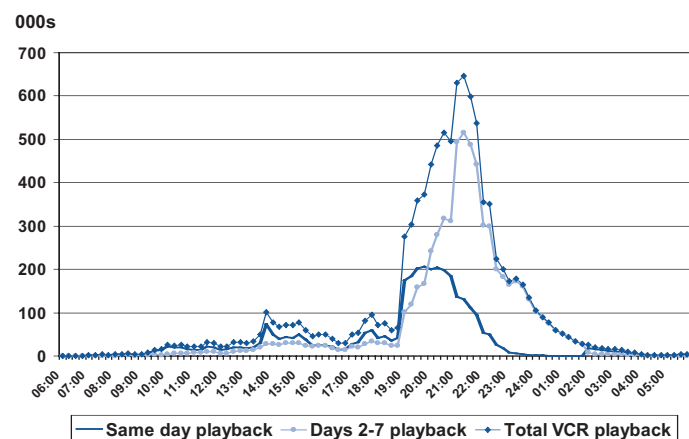
In addition to VCR playback BARB has commenced reporting of viewing figures for PVR playback from Sky+ devices. This has taken place predominantly across September 2005. Some homes are still to be fully integrated into reporting, and it is hoped that these will be forthcoming in the coming weeks. BARB expects to release a preliminary analysis based on fully reporting homes towards the end of October 2005. Sky+ devices are subject to the same 'rules' of reporting as other consolidated viewing eg. fast forwarding is not included in viewing figures.

Time-Shifted Viewing and VOSDAL

'Overnights' reporting was redefined in July 2005 when the concept of VOSDAL (Viewing on Same Day As Live) was introduced to BARB data files. This includes playback occurring on the same day as the original transmission. The Overnights data file, which previously reported only the Live audience, now reports Live plus VOSDAL, thus including more of the viewing that has occurred on the reported day. The established definitions of Live and Consolidated viewing are not affected.

The chart shows the pattern of the playback audience across the day for the 4 weeks ending 14 August 2005. During this period, time-shifted viewing accounted for 1.3% of the Consolidated total and VOSDAL represented 35% of all time-shift. Same day playback was at its peak for programmes transmitted between 7pm and 8.30pm and fell off quite quickly after this point. Not surprisingly, recordings of programmes broadcast later in the evening were much more likely to be watched on subsequent days.

VCR Playback Audience through the day



Source: BARB; Network Individuals 4+; 4 weeks ending 14 August 2005.

Out-Of-Home Viewing and Internet Viewing

In considerations about the future of the BARB service, out-of-home viewing and Internet viewing are issues of note. In order to provide some background BARB commissioned some relevant survey questions. The survey was carried out over four weeks between 20th May and 16th June 2005. It covered a representative sample of 4,055 adults aged 15+. The top line results are summarised in the table below.

Results from Out-of-Home Viewing Survey where TV has been watched away from home:

	Ever	In last week
In someone else's house	44%	23%
In second home which you own	3%	2%
At work	6%	3%
At college or school	3%	1%
Total pub viewing	23%	7%
When staying in a hotel, guest house, B&B in UK	19%	1%
On a mobile device when travelling, having downloaded	*	*
None of these	39%	64%
Watched TV Programmes on Internet	7%	2%

Source: BARB/IPSOS Capibus Survey 4 w/e 16.06.05

The table shows different places where out-of-home viewing can occur and, for each, the percentage of adults claiming to have viewed in the last week, or ever. It should be noted that this is recall data without any reconstructive prompting.

The figures show that 'in the last week' nearly a quarter of adults viewed TV in someone else's home. (Note: This is effectively captured by BARB as 'Guest Viewing'.)

Next highest was viewing in a pub at 7%. The period under survey included the FA Cup Final and the European Champions League Final.

About 3% of the adult population claims to see TV at work in a week and 6% 'ever'.

An aspect of television viewing which is likely to have increasing importance for the future is downloading material onto a device which can be viewed elsewhere, e.g. when travelling. This is currently negligible but represents a benchmark for the future.

Although 93% claim never to have viewed TV programmes via the Internet, there were 2% who claimed to have viewed programmes via the Internet in the last week.

Regarding demographic differences, 15-24 year olds were much more likely to have viewed in someone else's home but also in pubs, school or college and they account for half the number of people who download material. Internet viewing is most likely with the under 35's.

By contrast and, as expected, older respondents, 55 years and above, are less likely to watch television out of home. An exception is viewing in hotels and guesthouses where 45-64s have the highest incidence of viewing.

BARB will be using these findings, alongside the Future Into View consultation, to help develop understanding of influences which may become more important in television's future, and to provide some benchmarks for the growth of such elements.

Establishment Survey Data Sets

To ensure that the BARB panel properly represents the UK population, a range of data on the characteristics of television households are needed. These are derived from the Establishment Survey, a continuous survey involving approximately 52,500 household interviews a year, carried out by Ipsos UK. The Survey enables changes in the structure of the population to be reflected in the data that BARB produces.

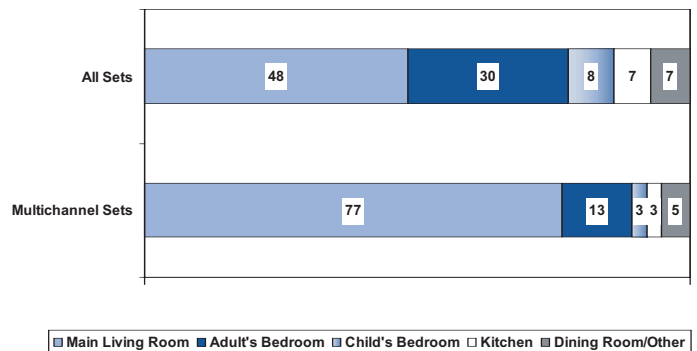
Establishment Survey results are now available to BARB subscribers and data bureaux in a data file. This will allow more flexible analysis, as well as more frequent reporting. Data will be issued quarterly, with reporting possible for quarterly, annual or two-year time periods.

The charts give examples of the type of analysis that can be carried out from the data file. The first chart shows the profile of TV sets by their usual location in the home. Just under half (48%) of all sets are located in the main living room, with 38% in bedrooms and a further 7% in kitchens.

(Note that this data shows only the location of the equipment – viewing is dominated by main living room sets, which account for over three-quarters of viewing hours).

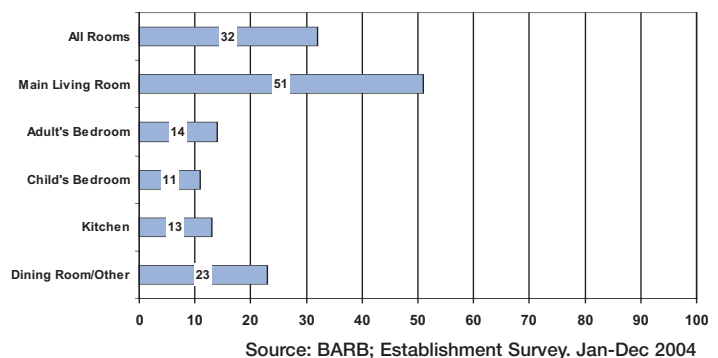
The location profile is noticeably different when looking at sets connected to multichannel television. The majority of these (77%) are found in main living rooms, with just 16% in bedrooms.

TV Set Location Profile (%)



Source: BARB; Establishment Survey. Jan-Dec 2004

Percentage of TV sets that are Multichannel by usual location



Source: BARB; Establishment Survey. Jan-Dec 2004

The second chart shows the proportion of sets within each room that are connected to multichannel TV. Over half of main living room sets are multichannel, but the proportion of bedroom sets is a lot lower – 14% in adult bedrooms and 11% in children's bedrooms. Data shown covers January-December 2004.

For more information about purchasing the Establishment Survey data file please contact Suzanne Wilkinson, Commercial Director.

BARB Future Into View Consultation

The first stage of our Future Into View Consultation has now been completed and thanks to all who responded on-line. We are in the process of collating the responses and these will help form the structure for the next stage of consultation, group forums, which will be held this autumn.