

In this issue of the Newsletter we provide updates on Sky+ PVR Playback Reporting and our Future into View Consultation. We take a look at information the Lifestyle Insights and Establishment Survey can provide and talk about the BARB Weekly Reports, which are now available to subscribers as part of the annual registration fee.

Sky+ PVR Playback Reporting

Testing has recently been undertaken to confirm the success of actions taken in order to reintroduce reporting from homes with Sky+.

To facilitate reporting from a number of homes, a revised download has been required from BSkyB. Additionally some amendments have been made to BARB quality control procedures to ensure that they are more dynamically aligned to the Sky+ environment.

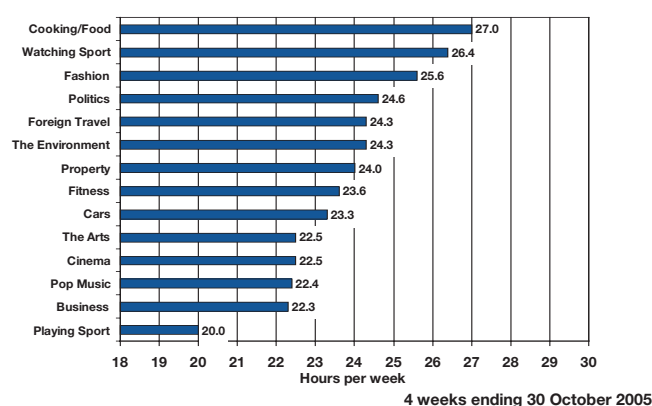
BARB's testing has moved onto a simulated reporting phase and is almost complete. It is expected that Sky+ reporting to the industry will recommence soon, following positive confirmation of logical data. Note: To protect the integrity of BARB data Sky+ reporting had been suspended by BARB, from mid-November 2005 – while BARB investigated the reasons why technical issues were resulting in lower than expected numbers of reporting Sky+ homes.

Lifestyle Insights Analysis

Lifestyle Insights enable viewing habits to be analysed according to viewers' lifestyle, interests and activities, as well as standard demographic classifications. Almost any analysis that is possible with standard audiences is also possible with Lifestyle Insights. The current classifications have been available since January 2005; the questionnaire is to be updated this year, to ensure the continued relevance of the categories available.

People's general interests is one of the areas currently covered by the survey. The chart shows how overall levels of television viewing varied among different interest groups during October 2005. Of the interest groups shown, those interested in cooking watched the most television (27 hours per week on average) while those interested in playing sport watched noticeably less than other groups (20 hours per week).

Weight of Viewing by Area of Interest (Hours per Week, Total TV)



The data can also be analysed according to viewers' channel and programme preferences. The table shows the five most-viewed programme genres on terrestrial channels within these two groups, together with the proportion of viewing time that they devote to each genre. With the understandable exception of sport, the two groups are (perhaps surprisingly) similar, though specific programme preferences within these genres may vary.

Among the sports audience, the five most-watched sports on terrestrial channels in October were Football, Snooker, Motor Racing, Horse Racing and Rugby. Clearly these preferences are likely to vary across the year in line with various sports' seasons.

Interest Groups: Top 5 Programme Genres

Cooking/Food

	%
Entertainment	18.2
Documentaries	12.7
Drama series	12.6
News	10.4
Soaps	9.8

Playing Sport

	%
Entertainment	18.1
Documentaries	12.5
Sport	11.9
Drama series	11.6
News	9.6

Establishment Survey

The BARB Establishment Survey provides valuable data on the ownership of television equipment within UK households, as well as their demographic make up. It is carried out continuously across a sample of approximately 52,500 households annually.

Establishment Survey results are now also available in quarterly data files. These permit more flexible analysis and more frequent reporting than the standard 'hard copy' reports.

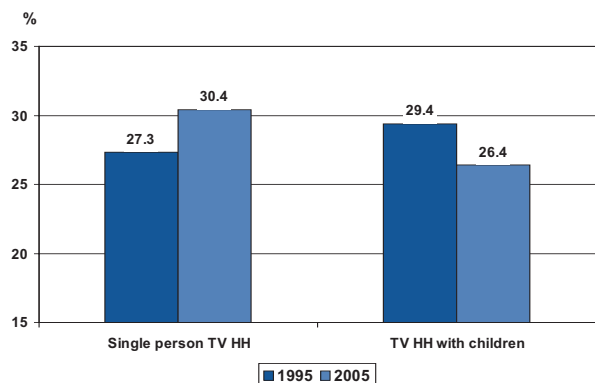
Trends in Establishment Survey data highlight some of the changes in the population structure in the UK. For example, there has been a steady increase in the

proportion of single person households in recent years, coupled with a fall in the number of households containing children under 16. Looking at 2005 data, 30.4% of television homes were single person households (up from 27.3% in 1995) and 26.4% contained children (down from 29.4% in 1995).

Average household size has therefore declined but at the same time the number of television sets within each household has risen.

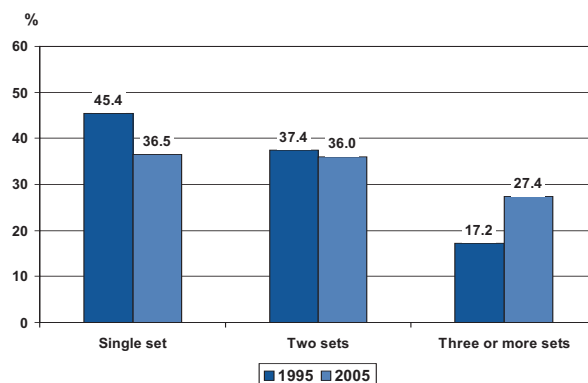
The proportion of households with more than one TV set now stands at 63.4% - up from 54.6% ten years ago, while the proportion with three or more sets has risen to 27.4% from 17.2%.

Proportion of single person households & households with children



Source: BARB Establishment Survey

% of TV Households with 1/2/3+ TV sets



Source: BARB Establishment Survey

BARB Weekly Reports

Many of you will remember the old "green", "grey" and "yellow" books which provided BARB subscribers with data on a weekly basis and the scramble to get your hands on them when they arrived at the office. That seems like a far cry from the electronic data delivery we have all been used to since 2002 when the weekly reports became available on-line.

In 2006 we are offering the three on-line weekly reports, the Weekly Terrestrial TV audience Network Report (the "green book"), the Weekly TV Audience BBC Report (the "grey book") and the Multi-Channel Homes Weekly TV Audience Report (the "yellow book") to BARB registered subscribers for no additional charge. The weekly reports contain viewing summaries and programme schedules, populated with viewing data for a variety of audiences. The Annual Establishment Survey Report, produced in the

Autumn, is also available as part of the annual BARB registration fee.

If you are a BARB registered subscriber and would like to receive these reports, please contact Sarah Mowbray, Commercial Executive, at BARB and she will forward a username and password to you, along with instructions about how to access them.

BARB Future Into View Consultation - Update

Many thanks to everyone who participated in the Group Forums and interviews that took place during last Autumn. This second stage followed the on-line response mechanism available for completion on the BARB website during the Summer and early Autumn. We are summarizing the output from these two phases for release in the coming weeks. We will continue to deliver communication throughout the year from the Future Into View project.