

BARB STRATEGY:

BARB has reviewed the strategy outlined in 2009 and endorsed its continued relevance - BARB's restatement of strategy, to reflect progress since the July 2009 publication of the Strategy Statement, is as follows:

SEPTEMBER 2010 BARB STRATEGY STATEMENT

Capture opportunities to strengthen the service

The successful introduction of reporting from the new BARB panel and associated system should be followed through in a proactive way to ensure that all opportunities to further strengthen the service are identified and pursued.

This includes ensuring that ongoing mechanisms for quality control and quality assurance are the best that they can be, that specific elements of the service are re-visited for best practice (including panel management, coding & classifications practices, system interfaces, panel balance, selection, & recruitment, meter performance and reliability, processing protocols and editing procedures).

BARB wishes to ensure that the high standards of the service are advanced.

Pursue Development priorities:

Protect the Core Service

In the search for R&D solutions and implementations to develop and enhance BARB's service to the industry, the overriding priority is for the core BARB service to be protected in its integrity and delivery, and so ensure an industry relevant, quality assured, and dependable TV Audience Measurement Service for the UK.

The core BARB service remains in-home live and timeshift viewing via TV Sets within 7 days of broadcast.

In order for BARB to be progressive in its ability to serve industry requirements, BARB is pursuing three over-riding development projects, without placing the core service at risk.

Develop a pilot Non-linear database

During autumn 2010 BARB expects to commence dialogue with the industry on the potential of non-linear reporting, benefiting from the development of a pilot database which has been actively pursued in recent months. This will enable a dialogue around a realistically deliverable form of data provision. The liaison with the industry will need to reflect the opportunities, issues, and limitations of non-linear reporting – and understand the possible trading, analysis, logistical, statistical, methodological, technological, and definitional options, requirements, and issues.

It is intended that a non-linear database will facilitate a structure for reporting of viewing that falls outside the core BARB service – potentially facilitating separate additional reporting to cover timeshift viewing of material broadcast more than 7 days previously, or viewing to nominated archive material that has been made available on-demand (and for which broadcasters have supplied a reference copy of the content).

Pursue a PC/laptop test panel environment

A fieldtest of new measurement technology commenced in June 2010 to probe the possible benefits of a meter developed to measure television content viewed via PCs (including laptops).

The project will aim provide further verification of the capabilities of the software meter. It also aims to examine respondent attitudes to having computers monitored, to provide some understanding of latent levels of use and frequency of return of data, and to ascertain the potential participation, data privacy and data structure issues (e.g. alignment to non-linear reporting developments). The feasibility of introducing PC measurement into homes on the BARB reporting panel will be considered, or whether other options need to be investigated.

Throughout the field test, which is expected to continue until Spring 2011, BARB will consider the potential benefits, risks and other issues involved with any possible further deployment – and engage in relevant dialogue with the industry to consider the value of such options.

Explore options to enhance server data with panel data

The work of the BMWG, an industry working group to which BARB is an observer, will be monitored to assess whether aspects of its activities can provide opportunities for BARB. These may be expected to include the opportunity to investigate options for some data from the BARB system (e.g. output from any development of the non-linear database) to be aligned with server data collation of content providers' activity/usage statistics.

The possibility for nominated on-demand content, monitored through the BARB system, to be aligned to the relevant server data is to be investigated beyond conceptual approaches that have been considered to date. Some working applications and hands-on experimentation is anticipated.

Enhance the reputation of the service

BARB is a world leader in Television Audience Measurement. It is a sophisticated and complex service which upholds the very highest standards of research practice and has exacting expectations on quality and flexibility of reporting. The professional standards of our research contractors are expected to be of the highest order.

The track-record of BARB and the sophistication of the service are key assets to the UK television and advertising industries – this reputation needs to be upheld and enhanced.

The future focus of current and recent activities should be emphasised and understood, and the opportunity for the industry to engage in shaping the next stages of the future of measurement is an important aspect of activities.

[September 2010]