



INFLUENCES AND POSSIBILITIES

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So what's next for the industry, and how will that affect what BARB needs to be doing?



As we look around at the huge range of TV related devices on offer in retailers, it is clear that there is more functionality, and range of functionality, available to viewers than ever before. From affordable basic devices, to expensive highly sophisticated equipment. That results in a wide range of viewing environments across the UK.

There are still many homes which are viewing television in a simple environment – the 4 or 5 channel terrestrial analogue world.



The other end of the range has burgeoning choice in a digital multi-channel environment with interconnected top-end technology.

There are lots of environments in between.

But it's the very top end of the range that inevitably we have to consider for the future, as here is where the developments will be found that challenge the industry. And for BARB will challenge our ability to measure.



The measurement of TV in the UK no longer utilises the same approach in every home – due to this wide range of equipment that has to be measured on a home-by-home basis, and the different configurations of equipment that can exist.

There are more than 29,000 devices connected into BARB meters across the UK – and that number is increasing as more homes are getting more equipment

and becoming more sophisticated. That's an awful lot of activity to be monitoring.

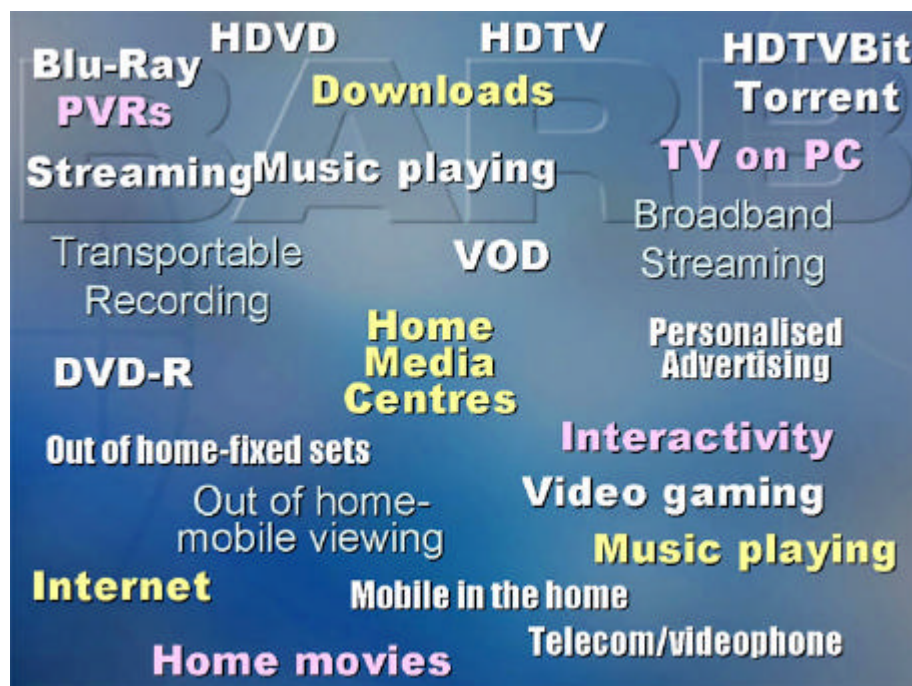
But the current limit of BARB measurement does not fully extend to the very end of the range on the most high tech homes. That's no secret, it should be no surprise to anyone here, and indeed it's a situation is always likely to be the case to some degree. The measurement system cannot necessarily react to some factors until they are directly encountered.

In the last 18 months some issues have been resolved, for example with flat-screen TV's there were difficulties in measurement that had been preventing them from being included. In the majority of cases this issue is now resolved, and there is no generic type of screen which is now unmonitorable – though there do remain particular models of equipment that continue to challenge.

Other issues are bigger – and we have already outlined that we are working on a number of areas – notably Personal Video Recorders, Broadcast Content On Demand, and extending Interactive measurement.

Potential solutions are lined up, such as for Sky+ - or are being considered. We are hopeful that good progress will be made this year.

BARB's capability will expand as situations are encountered, and as developments occur on the detection side. But as we look further ahead, it's no great revelation that as television becomes more diverse, then the features facing the industry, and BARB as part of it, will become increasingly challenging.



There are new potentially unnerving phrases or definitions fighting for space in our vocabulary.

Just to reel a few off...., Bit Torrent peer to peer file sharing, HD-DVD vs Blu-Ray, transportable content, broadband streaming, personalised advertising, home media centres.

This march of development in devices for visual content is unrelenting, and sometimes seems to shift the land in more than one direction. For example - TV screens are at the

same time getting bigger and smaller, with flat screen options becoming more affordable, and mobile devices moving from concept to reality.



Sometimes this all gives the impression that we'll become swamped in a high-tech quagmire – with television as we know it about to disappear - and a new world rising up with armies of people only ever consuming content on the move, or through a new product to market.

We do need to keep things in perspective and remember this wide range of viewing environments that exist, and that even the fastest proliferation devices take a number of years to reach notable

penetration.

That said, identifying the types of devices with potential to go mainstream, and possible tipping points to high growth are factors that BARB is attempting to spend increasing amounts of time and effort on. Specifically we're attempting to address issues from the point of view of the likely effect on viewing.

Which devices or functionality will be important to television ?, What will current measurement techniques be able to handle ?

Will BARB need to measure the new features ?

If so, at what level of importance will measurement be essential ?

Should BARB's goal be to deliver in advance of 'trigger points' - of potential penetration, or viewing impact?

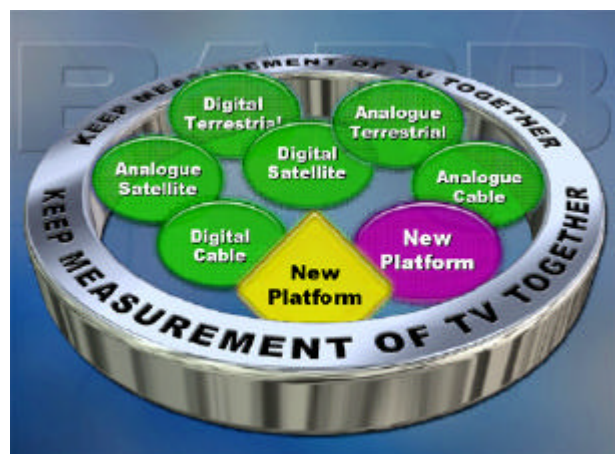
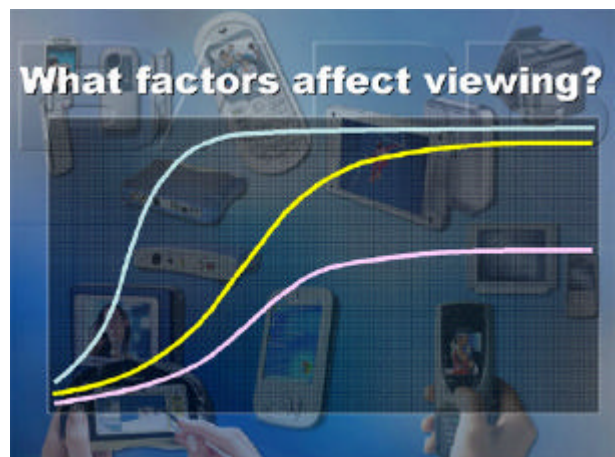
When will they be?

These are what we see as some of the most important questions that we need to be working through. But they're also difficult.

And given the number of different growth curves that we seem to be at the start or in the early stages of, there are also so many scenarios as to what could take off, and of potential knock-on effects between factors. It's an important time to step back and consider the future.

We would value your input, because there's a wealth of specialist knowledge and thinking to tap into. We're therefore requesting input regarding the factors which you feel will be important to your organisation to inform some of the forecasting and investigatory work that we are undertaking, to help us to prioritise needs. So please keep us up to speed on where you believe the growth curves may be going.

We'd also value your support in encouraging platform providers and service providers – perhaps on new platforms - to enter into



positive dialogue with BARB about the development of television measurement.

It's in the interests of all involved with UK television that its measurement is the best possible. And our aim at BARB is to focus on keeping the measurement of television together.

In part, what's meant by that is that BARB's pure focus is television – and we see so many potential influences that need to be kept on top of.

There seems to be a great deal of talk and speculation regarding cross-media measurement – but at the moment to put it simply - television requires our full attention.

So we're not proposing to seek out ways of creating single source measurement of television with other media or another medium as a goal in itself.



What we intend to do is to investigate and think through current and alternative technologies and methodologies to determine the best way forward for television.

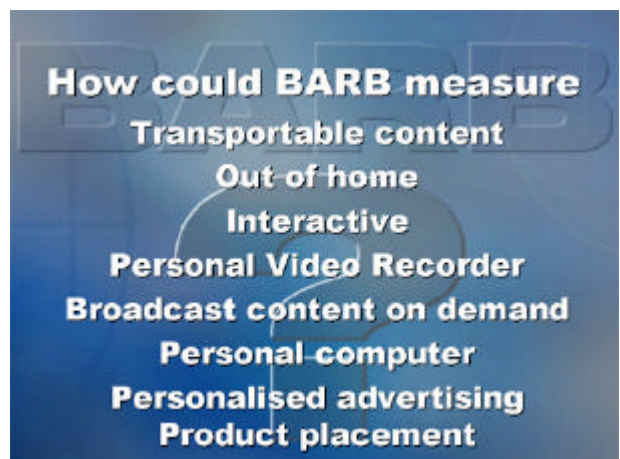
The result of that thinking may well be that a route forward for BARB also offers potential for measurement of another medium – and that can be debated once we have worked out what's best for television.

But we don't intend to be diverted, at this stage, from our focus on finding the best way forward for TV measurement.

So how will we find that route ?

BARB's thinking has been developing in recent months with our active programme of exploration and investigation into the options for the future. That will couple with this Future Into View consultation. The responses from this consultation may well close down some options or open up others – because the service we provide has to be relevant to the industry.

So from the options that are considered, some conclusions will be drawn, to then lead into the Future Planning of the BARB service.



Our work programme is seeking to consider how BARB could measure elements like:

- Transportable content in the home,
- transportable and fixed-set environments out of home,
- interactivity,
- broadcast content from non-broadcast devices such as PVRs, Video On Demand, and PCs,
- and the capture of all broadcast content on screens.

- We will need to bring into our thinking the expected changes in the marketplace and whether, for example, there's a likelihood that trading of airtime will change – clearly views would be welcomed.
- and perhaps give some thought to longer term issues like personalised advertising and product placement.



Just because we are investigating something does not mean that we expect to introduce measurement into the BARB system

There will have to be some choices made as to what the BARB service is to cover – maybe even what is defined as constituting TV as the issue of convergence perhaps comes to the fore.

We'll also be thinking about whether a measurable feature should be integrated into a single cohesive measure for television.

Or does measurement become polluted if very different experiences are measured and all put together in one place ?

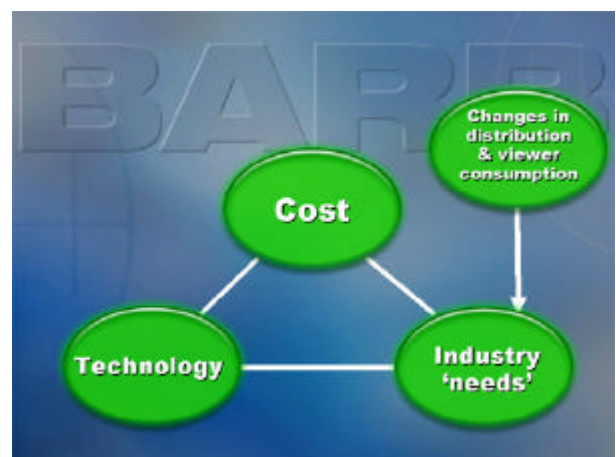
Should BARB restrict measurement to in-home television and maintain a 'pure' definition ?

Should additional services, or television in other locations, be measured by BARB ? Or not ? If so, should they be kept separate – sitting them alongside, rather than within, the main BARB figures, and perhaps to be embarked upon only if there is sufficient requirement across the industry

There are many methodological and integrity issues to consider with each approach, and a great deal of thinking to be worked through.

For each area of thinking, we are attempting to determine the feasibility of technical solutions, potential cost of solutions, the needs of the industry of each challenge being covered by BARB measurement - or the possible size of the gap if something is not covered.

The 'cost' / 'technology' / 'industry needs' dynamic will be a crucial part of any assessment. And, of course, the assessment of any technique will need to question whether the factors that we take for granted can be supported – such as overnights, timeshift, continuous panel reporting, regionality, and distribution platform identification.



Our agenda is for consideration of the service across the coming years from this point on – not specifically for the new research contracts which will be required from 2010. Though part of the process will very much be an assessment of whether the framework of the system does need to be different in the longer term.

The possibilities for the long-term future of the BARB system are many but there is no automatic expectation that it will change dramatically – our existing contracts were extended last year to run until the end of 2009. Now, this was following consideration of the framework of the system, which delivered the conclusion: that for the foreseeable future the existing structure provides a solid base.

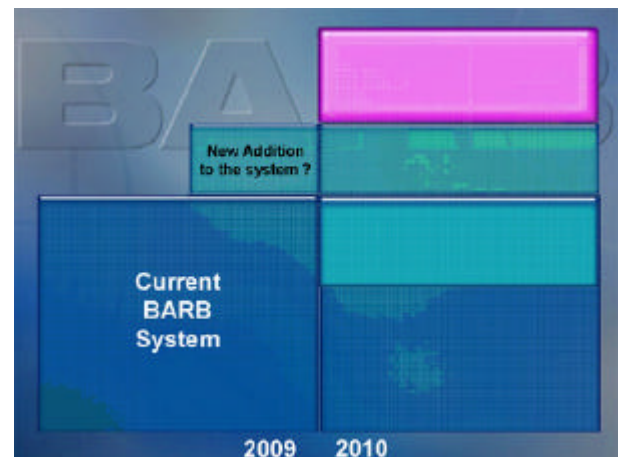
The BARB service has incorporated many changes over the history of the service, and many of these have not coincided with a junction in the contract.

Currently on many elements of the work programme I've mentioned, developments are being pursued with a view to integration within the current service.

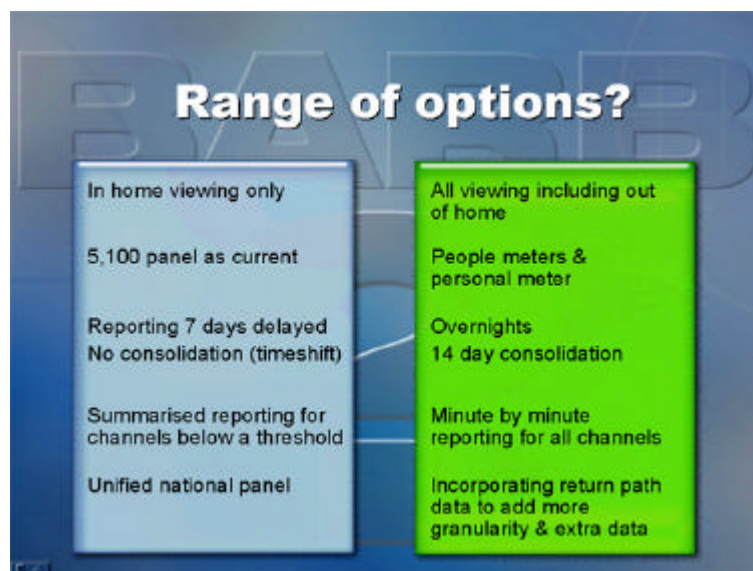
So, beyond 2009, there may be little change in the basic framework or concept of the system, merely adaptations to keep the service up-to-date.

It may be, though, that some issues would require a more distinct addition to the system, and this is in theory feasible perhaps increasing in importance within the system over time.

Or even that some further wholly new approaches are required. This can never be a single process that delivers a definitive answer – but an ongoing one which is informed by input and developments along the way.



To give an example of likely ends of the scale for the long term BARB service, we've detailed a couple of options. Neither are actual proposals, and I do stress that – but they are indicative of the choices that could be made in the shape of the service for the future.



One option may be from a similar starting point as today, of aiming to measure in-home viewing, but to have a scaling down in reporting of information – with perhaps no overnights – to facilitate data collection and extensive processing of the more complicated tv environments of the future, so perhaps reporting of data may be seven days delayed.

Services under a particular threshold of performance could have a more summarised form of reporting. And rather than the complex regional structure that exists in the current framework – to have a panel organised on a nations basis, though facilitating regional analysis.

At the other end of the scale, would be a system ambitiously aiming to identify all viewing originating from broadcast channels (and perhaps other services) - wherever it takes place. Perhaps the main data collection would be through a combined people and personal meter panel – with a larger sample size than current. This scenario with overnights, and an extended window of consolidation. Reporting of all channels in the same detail, maybe incorporating return path data - to give more granularity to some of the information in the system, or as an add-on of additional data.

Now, both of these options are perhaps unpalatable – one because it removes functionality from the system, and the other on a cost, and perhaps methodological basis. But they provide a sense of the options to be considered going forward. The likelihood is that our conclusions will fall somewhere in between.

BARB aims to serve the industry consensus. To determine a route that delivers **MOST** of what **MOST** players wish to see from the measurement system, at a price that the industry is able to fund. It will be impossible to deliver **EVERYTHING** that **EVERYONE** would like to see – in all likelihood due to cost or technological constraints.

But we hope to find a way forward which can deliver **MOST** people, **MOST** of their requirements, and **ALL** people **MUCH** of their requirements.

We want to hear your views on these issues and that's really the aim of today - of launching the Future Into View consultation and seeking your feedback.

We do hope that this process will provide an effective communication and thinking mechanism for all interested parties.

