



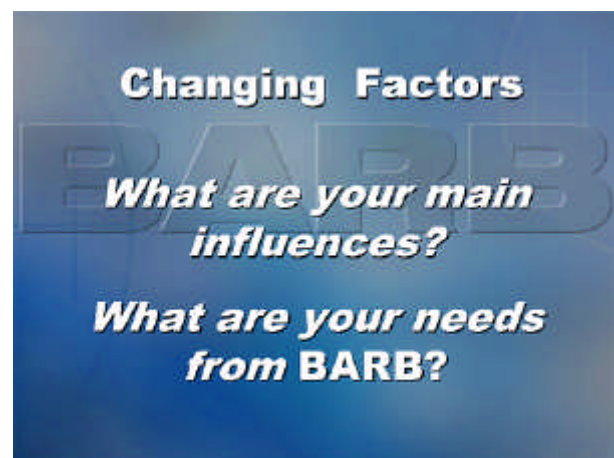
OVERVIEW

BJARNE THELIN, CHIEF EXECUTIVE

At a time of fast paced development in television, BARB is launching the Future Into View consultation, to begin an active process of seeking the industry's views - about how television itself is changing, which elements may be most important for the future, and how BARB should respond to those factors.

What are likely to be the main influences on your organisations, and what does this mean that you feel you're likely to need from BARB? We hope to gain as clear a picture as possible about your priorities and expectations for the future of the industry.

We want to consult to ensure that we're fully in touch. 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 are helping to shape the future of the service.



Today is a launch, and the most important parts of the Future Into View project are likely to come in the next few months when we hope to be engaging across the base of BARB's stakeholders. We expect the full consultation process to take the remainder of the year and want to share with you how you can input into that.

We hope that this afternoon is a constructive and helpful launch to our consultation process – but I will emphasise again that it's only a beginning.

So at the outset let's make sure we have a firm starting point.

It is a complex system with lots of component parts, because it's developed over the years to meet the needs of the industry. Most people are well aware that there's an electronic meter system – but beyond that knowledge can be a bit blurred.

We don't propose this afternoon to attempt anything more than a brief guide to the current configuration of BARB – but I'll make a few points on the structure, and Tony will then talk a little about the design.



So the structure - BARB is not set-up to make a profit, but to provide a service, and that's quite a key point to underline. There are 6 organisations that underwrite the BARB service and have representation on the BARB Board:

- the BBC,
- ITV, Channel Four, and five
- BSkyB,
- and the IPA – the Institute of Practitioners in Advertising

Looking across the make-up of the board it's clear that there's a wide spread of interests. It is important for a broad view to be taken on television measurement priorities, and thankfully all our underwriters do seem to recognise this.

And it's also crucial that we take in viewpoints from outside the underwriters - to make sure that the full industry perspective is taken into account.

A number of our committees include representation from the wider industry, which gives some opportunity for input and feedback. We also hold quarterly board briefings with ISBA and advertiser representatives, but we are keen to encourage more dialogue with all our stakeholders.



Support from across the industry is important to be able to deliver the most beneficial service.

BARB is seeking to increasingly promote quality relationships; to run a transparent, high value service, deliver consensus industry needs at a price that the industry is prepared to fund. And ultimately what we're aiming for is as comprehensive a measure as possible of TV viewing and to provide the UK market with an objective, credible, Gold Standard audience measurement service.

The BARB services are performed not by BARB itself, but by research contractors to requirements determined by BARB. The BARB Executive team (which is an office of 9 people) takes an active role in the monitoring of the execution and delivery of those contracts.

The current contractors are RSMB, Ipsos UK, and AGB Nielsen Media Research. Those organisations interface with each other and with BARB, to create the full BARB system – and ultimately deliver the BARB output.



So at helicopter level that's how BARB is structured.