



THE CONSULTATION PROCESS

SUZANNE WILKINSON, COMMERCIAL DIRECTOR

I'd like to talk about how the "big conversation" will continue when we leave here today, the mechanics of the process and what we are going to do with all the information that we are looking forward to receiving from you and your colleagues in the coming months.

We intend that the process will open up an on-going dialogue with a greater number of BARB's stakeholders and encourage feedback on-going and ad hoc, giving you the opportunity to contribute your views and opinions to the decision-making process, which will be continuous. We want to know what you think – and hear what you have to say.

We've outlined some ideas but we need to know if you need something different from the BARB service in the future based on what's driving your businesses. Sitting out here today is a wealth of expertise and experience from across our industry and BARB will be grateful to be able to tap into such a rich resource. During the course of the consultation we expect to hear about converging and diverging requirements and many different priorities and opinions. We'll seek to find consensus and identify areas of common ground in order to strengthen the service we offer to all members of our constituency.



We've created a new section on our website: *Future into View*, which can be accessed from the home page. It will contain today's presentation script and visuals, in a searchable format, from next week - and, for initial responses, we've designed an online questionnaire, accessible from the Future into View section via a password. The questionnaire will be available for completion when we email your password to you later this week. It asks you for answers to questions concerning areas of the BARB service covered today. We'd like to know what you think about the BARB service as it is now and what you think are the most important developments in the world of television and which of these BARB needs to be on top of. Will your demands from BARB data change?

In the areas of programme analysis, planning, trading and so on? What about the way the data is delivered to the market? Should this be more or less frequent, go into increasing or decreasing detail - and what about time-shift? Overnight v consolidated data? How far

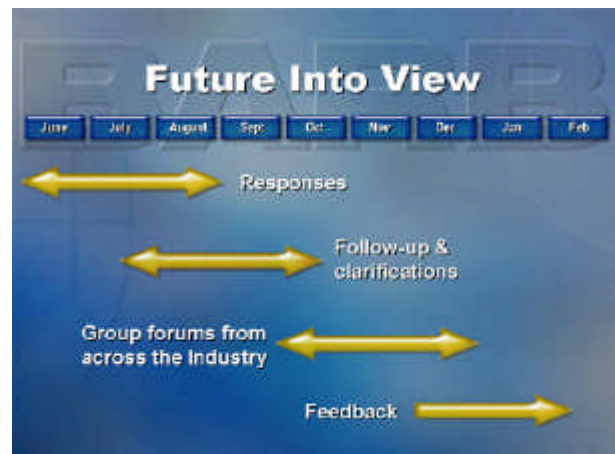
should BARB go with the measurement of interactivity? Some things require a tweak to the current service, others would result in a change to BARB's remit - the measurement of out-of-home viewing, for instance. Some would be relatively low cost, for example the timing of the delivery of the data, whilst others, like increasing the size of the panel would carry a hefty price tag. The questionnaire doesn't restrict you just to answering these and other questions, there is the opportunity to raise issues of your own that you feel are relevant and indeed to expand on your responses to the questions.



Whilst we'd very much like everyone to respond to the questionnaire online, we'll be happy to accept responses on paper, or by any other means and will be pleased to arrange face-to-face meetings prior to submission of the questionnaire and indeed afterwards.

We plan to keep the questionnaire available for initial responses until mid September. During August to October we intend to follow up with individuals where we need further clarification and/or additional information and, of course this goes both ways and we expect to be hearing from many of you as well.

During the autumn we're planning to arrange group forums with representatives from throughout the industry and aim to collate all the information and draw conclusions which will contribute to future BARB – bringing the future of BARB into view for the industry in the first quarter of next year when we plan to feed back to you on the responses and report on progress.



Today is the launch pad for our consultation and we'd like to involve you in the process from the outset. We've selected a panel of spokespeople from across the industry who have kindly agreed to share with us their views and visions for BARB and the industry it serves - as a stimulus to debate and discussion. We are very pleased to have Nigel Walley to moderate this session. He'll introduce you to our panel of experts and encourage you to participate. Nigel is well known to many of you but for those of you who don't know him, he is the founder and Managing Director of Decipher, the digital media consultancy which combines consumer insight and technology analysis with commercial and financial modelling for its clients. Nigel, welcome, over to you.