

MEASUREMENT SCIENCES FORUM

At BARB we have for some time been laying foundations for a service that develops, with the aim of keeping the measurement of television together, and which therefore in turn could facilitate more informed use of additional data and so enhance the meaning and vitality of data sources.

However we think that there is a problem being generated by the fact that there will be so many holders of data sets – and indeed so many data sets can be created from various routes of return – even from within a single household.

No one has cracked how all this future stuff works yet – so this is not about taking an off the shelf system – or looking to another country even though the future is now.

The UK is one of the most developed and advanced consumer markets, broadcasting markets, and advertising markets – with some unique features.

We are convinced that there needs to be a new initiative across the industry – which must grapple with important issues, draw the industry together – both within and between organisations – to map the new world and the known world - and set the paths for the future.

Today we want to announce the BARB Measurement Sciences Forum -

This needs to work through :
Key Principles; Specific Definition; Experimentation & Investigation; and a wider Forum of Sharing & Liaison.

Key Principles –
how data should be able to relate together between different types of data set. Can co-ordination of RPD data & panel data occur? Is there a way to get the industry to have common interfaces with industry data? So that their separate projects can take on meaningful life within their own organisations and yet have a common set of reference points?

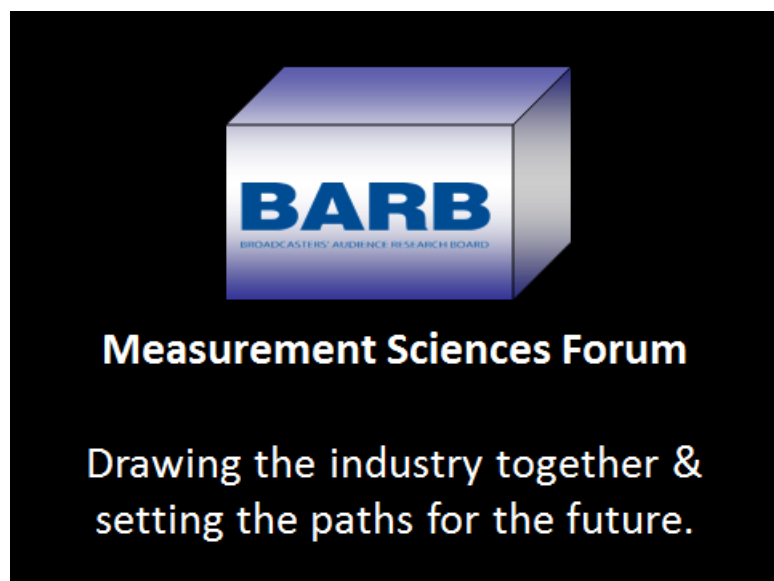
How does everyone stay on the right side of data privacy issues?

It is likely that this involves a new sleeves rolled-up working group of:

- Methodological experts
- Data structure & definition experts
- Data holders (broadcasters/platform operators)

and we'll be looking to bring that together in coming weeks.

Specific Definition – a more detailed level, building on the work of BMWG (Broadband Measurement Working Group) – which has laid some useful definitions - that the industry needs to decide are appropriate or not, and then either deliver to them, or engage to define some new ones.



Experiments & Investigation – building on the work that BARB is currently doing in this area, as well as perhaps learning from other initiatives like Google's big experiment, which may provide some learning opportunity.

And the FORUM itself – a larger scale interaction - to assist with identification of options; definition of industry requirements; and feedback on progress;

We won't be starting from scratch – there's years of thinking and development that have already gone on – but the key thrust in this is to bring things together; and to promote more interaction.

BARB and others (including ABC) have done lots of work on measuring the new world and how it relates to the current world – but we need that knowledge to further develop and to enable the industry to act together for clarity.

With the right actions from the industry:

BARB can be expected to provide the marketplace view, the opportunities & potential; The characteristics of the content, and whether it is being consumed in addition to or instead of other content.

Answering the question “Am I doing well or badly?” – not just “am I doing better or worse?” that I was doing.

For commercial content – is it likely to be incremental reach, or just repeated frequency?

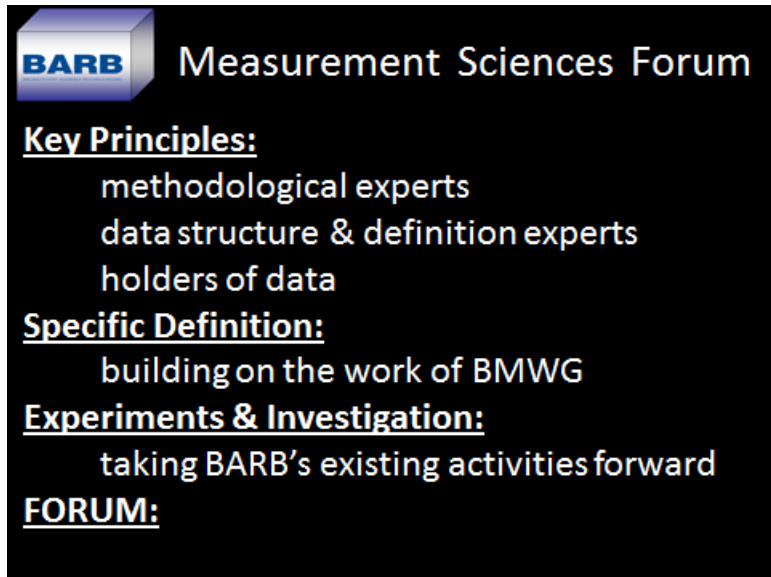
Different data are required for different purposes – but if some relationships can be identified between different data more overall value will result.

We need to talk more about this – there's a limit to what we can cover in this session, but I hope we can find a way to draw the industry together, rather than see a fragmentation of data sources.

BARB is moving forward and creating the opportunity for the industry to be better informed:

- To track new types of content
- To see beyond the TV set

As well as pursuing the enhanced solutions for connected TV.

A presentation slide with a black background. In the top left corner is the BARB logo, which consists of a blue cube with the word 'BARB' in white. To the right of the logo, the title 'Measurement Sciences Forum' is written in a large, white, sans-serif font. Below the title, there are three sections of text, each preceded by a white underlined heading. The first section is 'Key Principles:' followed by three lines of text: 'methodological experts', 'data structure & definition experts', and 'holders of data'. The second section is 'Specific Definition:' followed by one line of text: 'building on the work of BMWG'. The third section is 'Experiments & Investigation:' followed by one line of text: 'taking BARB's existing activities forward'. At the bottom of the slide, the word 'FORUM:' is written in a white, underlined, sans-serif font.

BARB Measurement Sciences Forum

Key Principles:

- methodological experts
- data structure & definition experts
- holders of data

Specific Definition:

- building on the work of BMWG

Experiments & Investigation:

- taking BARB's existing activities forward

FORUM:

But to make real progress –
We need more industry
involvement – we really do need
the industry to think in a
converged mindset – about the
best parts of the each of the
converging worlds.

Thanks for Your time this morning.

Please feedback on:

Dialogue@barb.co.uk

