

17th November 2014

Subject: Reissue of Published Viewing

Dear BARB data users,

This communication is to draw to your attention to a problem in published viewing that warrants the reissue of audience data files.

The Kantar production systems are constantly evolving in order to continue to deliver audience data for BARB in an ever-changing broadcast environment. From time to time we review our production process to validate and report viewing from the variety of devices connected to TV sets that are capable of receiving content delivered through the internet, for example games consoles.

This latest review generated a substantial reworking of our processes to reflect the changing online TV landscape but we later discovered that the new specification prevented some of the online TV viewing consumed on TV sets from being published in the currency data.

The issue was corrected on the 30th September but, in consultation with BARB, we have decided to reprocess and reissue viewing from the 1st July 2014 to 29th Sept 2014 (affecting consolidated results from 24th June 2014), to incorporate the missing data.

In terms of impact, the inclusion of this viewing will result in an estimated uplift in ratings for Live + Vosdal Total TV of around 0.2%.

The reprocessing activity has already commenced and we are aiming to make data files available as per the timetable below.

Please accept our sincere apologies for this processing error and the inconvenience this may cause

Yours sincerely



Chris Balch
BARB Service Director – Kantar Media Audiences

File Availability Timetable

W/E	BARB w/d	Day of week	DELIVERY	Delete to
06-Jul-14	23977	Wed	19-Nov-14	
13-Jul-14	23987	Mon	24-Nov-14	
20-Jul-14	23997	Wed	26-Nov-14	06-Jul-14
27-Jul-14	24007	Mon	01-Dec-14	13-Jul-14
03-Aug-14	24017	Wed	03-Dec-14	20-Jul-14
10-Aug-14	24027	Mon	08-Dec-14	27-Jul-14
17-Aug-14	24037	Wed	10-Dec-14	03-Aug-14
24-Aug-14	24047	Fri	12-Dec-14	10-Aug-14
31-Aug-14	24057	Mon	15-Dec-14	17-Aug-14
07-Sep-04	24067	Wed	17-Dec-14	24-Aug-14
14-Sep-14	24077	Fri	19-Dec-14	31-Aug-14
21-Sep-14	24087	Mon	22-Dec-14	07-Sep-04
29-Sep-14	24101	Tue	30-Dec-14	14-Sep-14
		Wed	07-Jan-14	29-Sep-14

N.B. The first batch of files (W/E 06-Jul-14) will also include Consolidated data for 24-Jun-14 – 30-Jun-14