

BARB

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Bulletin

BARB has been reporting UK television audiences since August 1981, providing the industry-standard audience measurement service for television broadcasters and the advertising industry.

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BROADCASTERS' AUDIENCE
RESEARCH BOARD LIMITED



Lifestyle Insights

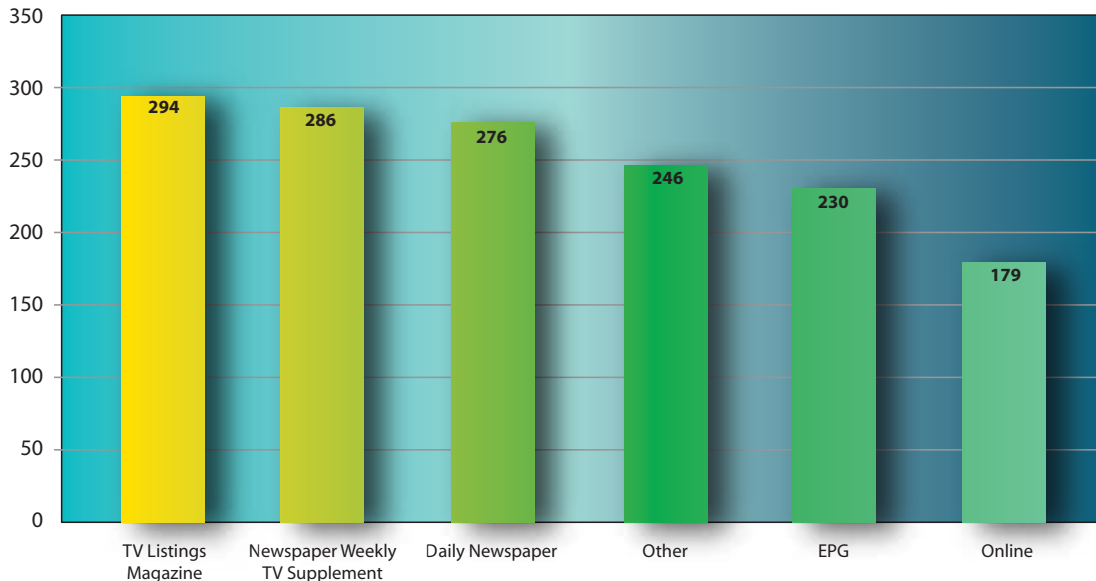
As well as collecting and reporting various individual, TV set and household demographics, BARB also issues a Lifestyle Insights survey questionnaire to all panel members aged 16 and over.

The questionnaire, which is updated and issued every two years or so, covers various aspects of panel members' interests and behaviours other than watching television itself. These cover broad ranges such as shopping preferences and finance to types of car owned or used.

The latest Lifestyle Insights survey was issued to all adult panel members in September 2011 and files have now been released to the industry. Using the Lifestyle Insights classifications appended to panel members, it is possible to segment and analyse viewing behaviours in different ways.

Chart 1 shows how total television viewing for adults varies by the methods they use to find out about TV content. Adults using specialised TV listings magazines and supplements have the highest TV viewership, with those using the EPG and Online to find out about TV viewing the least.

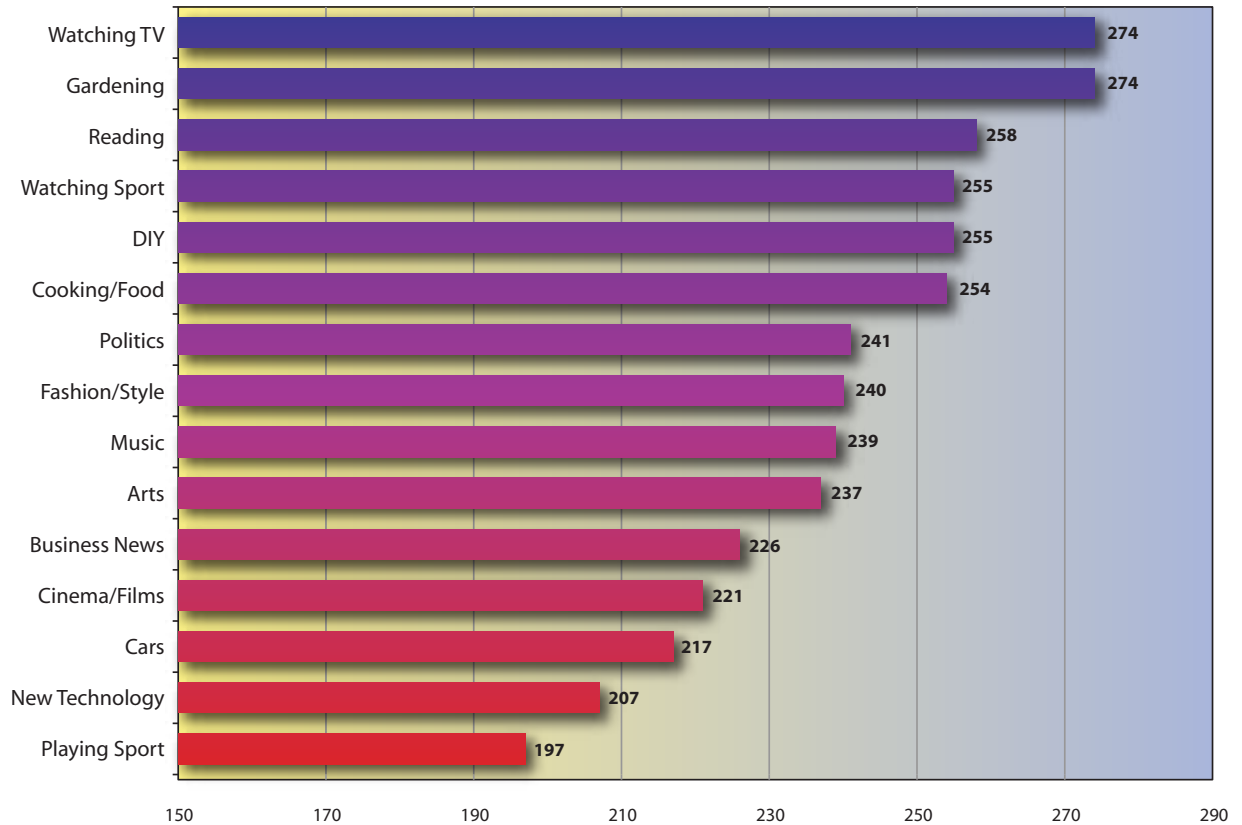
Chart 1 - Adult Viewing (via TV Sets) Based on How They Look for TV Content
Average Daily Viewing (Minutes)



Source: BARB, Adults 16+, Average Daily Minutes – Total TV, November 2011

Chart 2 illustrates how average daily viewing to television differs by adults' general interests. Not surprisingly, adults who are interested in 'Watching TV' watch the most TV. This is matched by those who are interested in gardening. Individuals interested in playing sport watch the least amount of television per day, however this still averages over 3 hours a day.

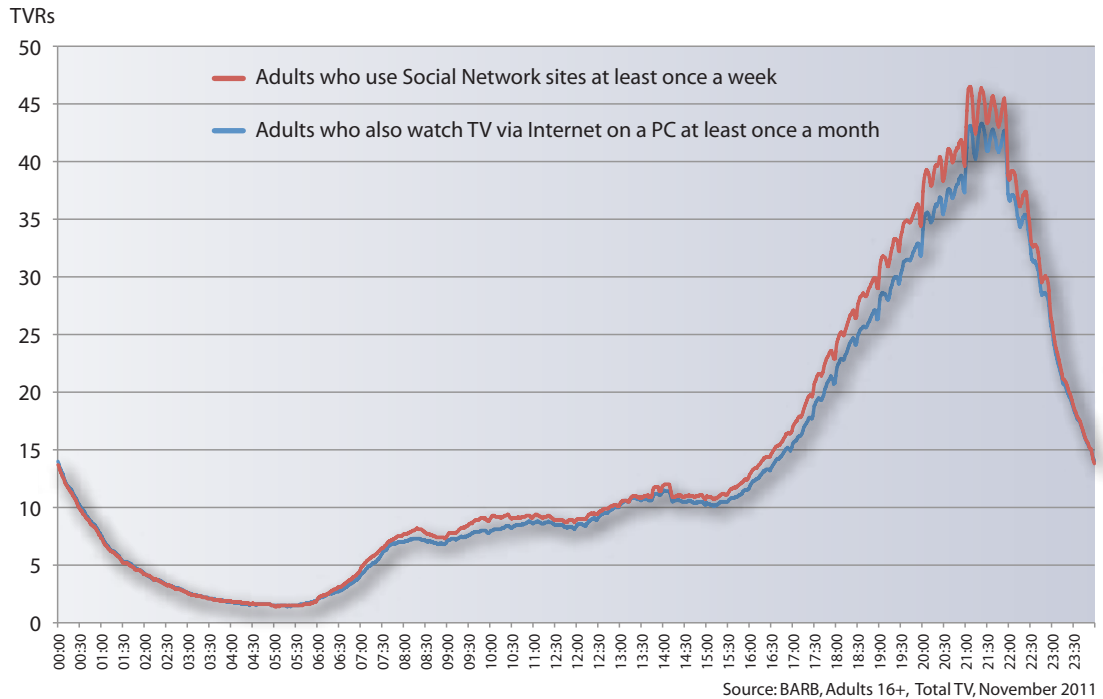
Chart 2 – Viewing to Television Based upon General Interests
Average Daily Viewing (Minutes)



Source: BARB, Adults 16+, Average Daily Minutes – Total TV, November 2011

Another example of the viewing data that can be analysed using Lifestyle Insights statements is shown in Chart 3. This example looks at the total television viewing for adults who use social network sites such as Facebook or Twitter, at least once a week and adults who choose to watch TV via the internet on pc's, laptops or tablets at least once a month. These adults still regularly watch TV with the social network users maybe offering the odd 'tweet' or 'status update' with their opinion about what they are watching.

Chart 3 – Television Viewing Throughout the Day

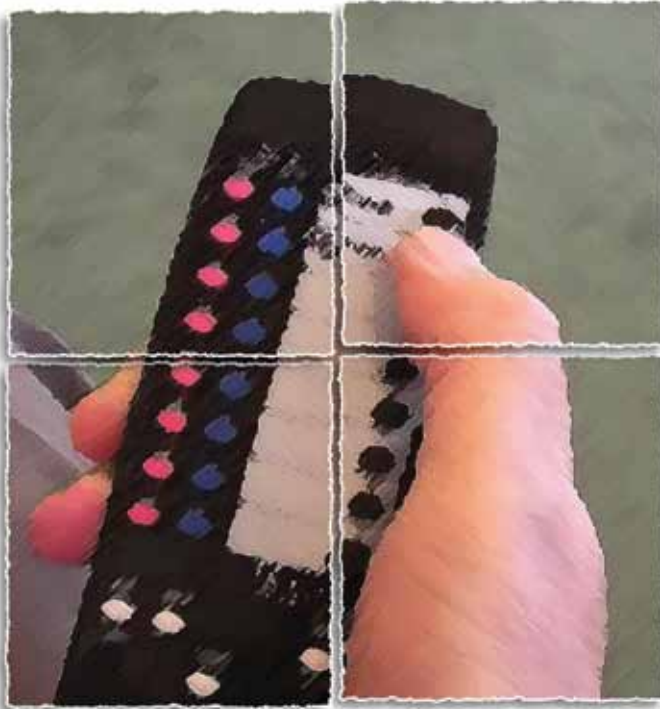


In all cases, classifications from the Lifestyle Insights can be looked at against channels, programmes and other demographics within the BARB system.

► Whys and Wherefores?

Why is the BARB reporting panel 5,100 homes?

It is a size that enables the reporting of robust data for the UK at a cost that can be borne by the television industry. The substantial cost of increasing the size of the panel would not be reflected in tangible benefits, unless the increase were to be radical, something like a four-fold increase, the cost of which would be truly prohibitive. The sample of panel homes is distributed according to each area's proportional population size, except in regions where this would result in samples considered too small to adequately serve a region. The samples in Scotland, Wales, Northern Ireland, Border, South West and West of England are "boosted" to achieve a meaningful number of homes. There are around 11,500 people in the 5,100 panel homes and each home and individual in the sample represents, on average, roughly 5,000 of the UK population.



The BARB panel is designed to allow for continual change. At any given time there are many more than 5,100 UK homes installed with BARB television meters in order to ensure the daily reporting sample is at least 5,100 homes. The average annual rate of panel churn is about 20%, which is low compared to previous BARB panels. Panel members may ask to leave the panel at any time. Alternatively homes may be removed from the panel by BARB to be replaced by other homes, in order to maintain the balance of the panel.

In addition to the size of the sample, quality is an important consideration. The methods used to build the panel are based on the highest standards of research practice, using probability sampling to ensure it remains representative of the UK as a whole. Panel homes are located across the UK and the viewing of all individuals aged 4 years and over within the household, plus their guests, is collected on a daily basis.



Trends in Television Viewing

The 2011 Trends in Television annual report is now available to download from the BARB website (www.barb.co.uk) within the TV Facts section (for BARB Subscribers an excel version is also available in the Subscriber Only section).

One of the main highlights in the report shows that television viewing is still at its highest level with the average daily hours of total TV viewing for all individuals remaining constant at 4.03, the same level as 2010. The report also recounts that at the beginning of 2012 98.5% of all TV households have digital TV.

Trends in Television contains annual summary data across 10 years for the audience to total TV, covering average daily hours of viewing and average weekly reach for 11 audiences, homes universes by platform, trends in audience share for 20 broadcast groups and trends in share of impacts (individuals) by sales house.



BARB Chief Executive to leave at end of 2012

BARB announces that Chief Executive Bjarne Thelin has indicated his intention to leave the organisation at the end of 2012, completing 9 years at the measurement service.

Bjarne said "It has been a huge responsibility overseeing this service and I'm proud of the reputation for quality, objectivity and dependability that BARB has. We've been proactive in seeking development and are pursuing a world leading vision to help the industry understand itself and its viewers better. It's now time for me to give some more attention to ideas inspired by my Christian faith as well as explore other new initiatives and consider something more creative or entrepreneurial."

BARB Chairman Nigel Walmsley said, "When he leaves Bjarne will have completed 9 years of service. We will be sorry to see him go as he has made a huge contribution but we understand his desire to do something different and he has given us ample time to plan forward for succession and handover."