

**BARB MISSION & VISION:**

**BARB's mission is to:**

*Deliver The Bigger Picture of viewing and therefore keep the measurement of television together.*

This means that BARB is seeking to report a comprehensive and cohesive cross-platform picture of television viewing via an industry-relevant, objective, quality assured, and dependable Gold Standard Television Audience Measurement Service for the UK. This must be sufficiently progressive to reflect the developing consumption environment.

**BARB's headline goals:** are to maximise reporting from the BARB panel and to enable links between panel output and other sources of data.

**To achieve these goals:** BARB will protect the credibility and standards of the core service, extend reporting beyond 7 days and beyond the TV set, and seek to integrate RPD/server data with BARB data to enhance granularity of reporting.

