

### PVX – recommended analyses

	Single episode / programme e.g. <i>Love Island S3 ep10</i>	Series e.g. <i>Love Island series 3</i>	Channel e.g. <i>BBC1</i>	Broadcaster group e.g. <i>BBC</i>	BVOD service e.g. <i>BBC iPlayer</i>	Cross-BVOD Service e.g. <i>BBC iPlayer vs ITV Hub</i>	Cross-channel/broadcaster group and BVOD service e.g. <i>BBC TV vs ITV Hub</i>
<b>TV sets</b>							
Time spent viewing / average audience	✓	✓	✓	✓	n/a	n/a	n/a
Daily reach	✓	✓	✓	✓	n/a	n/a	n/a
7-day reach	✓	✓	✓	✓	n/a	n/a	n/a
28-day reach	✓	✓	✓	✓	n/a	n/a	n/a
User-defined time period reach e.g. 6 weeks	✓	✓	✓	✓	n/a	n/a	n/a
Incremental reach of pre-broadcast / non-linear viewing	✓	✓	✓	✓	n/a	n/a	n/a
<b>Non-TV devices for calibrated demographics*</b>							
Time spent viewing / average audience	✓	✓	n/a	✓	✓	✓	✓
Daily reach	✗	✗	n/a	✓	✓	✓	✗
7-day reach	✗	✗	n/a	✓	✓	✓	✗
28-day reach	✓	✓	n/a	✓	✓	✓	✗
Programme reach build from first day **	✓	✓	n/a	n/a	n/a	n/a	n/a
User-defined time period reach >28 days	✓	✓	n/a	✗	✗	✗	✗
Incremental daily reach over TV sets	✗	✗	n/a	✓	✓	✓	✗
Incremental 7-day reach over TV sets	✗	✗	n/a	✓	✓	✓	✗
Incremental 28-day reach over TV sets	✓	✗	n/a	✓	✓	✓	✗

**Key:**

✓ = supported analysis

✗ = analysis not recommended

n/a = analysis not possible

\* Calibrated demographics (or any combination of these, e.g. 4+): 4-15 male; 4-15 female; 16-34 male; 16-34 female; 35+ male; 35+ female. *Note that dynamic targets such as heavy/medium/light viewers are not calibrated.*

\*\* For programme episodes, both reach and incremental reach analyses are supported when the build is from day one of availability.

NB. BARB defines reach as three consecutive minutes of viewing for offline (TV set) and any 3 minutes of viewing to each BARB\_CONTENT\_ID for online (PC/tablet)