



# BARB BRIEFING

# What is BARB?



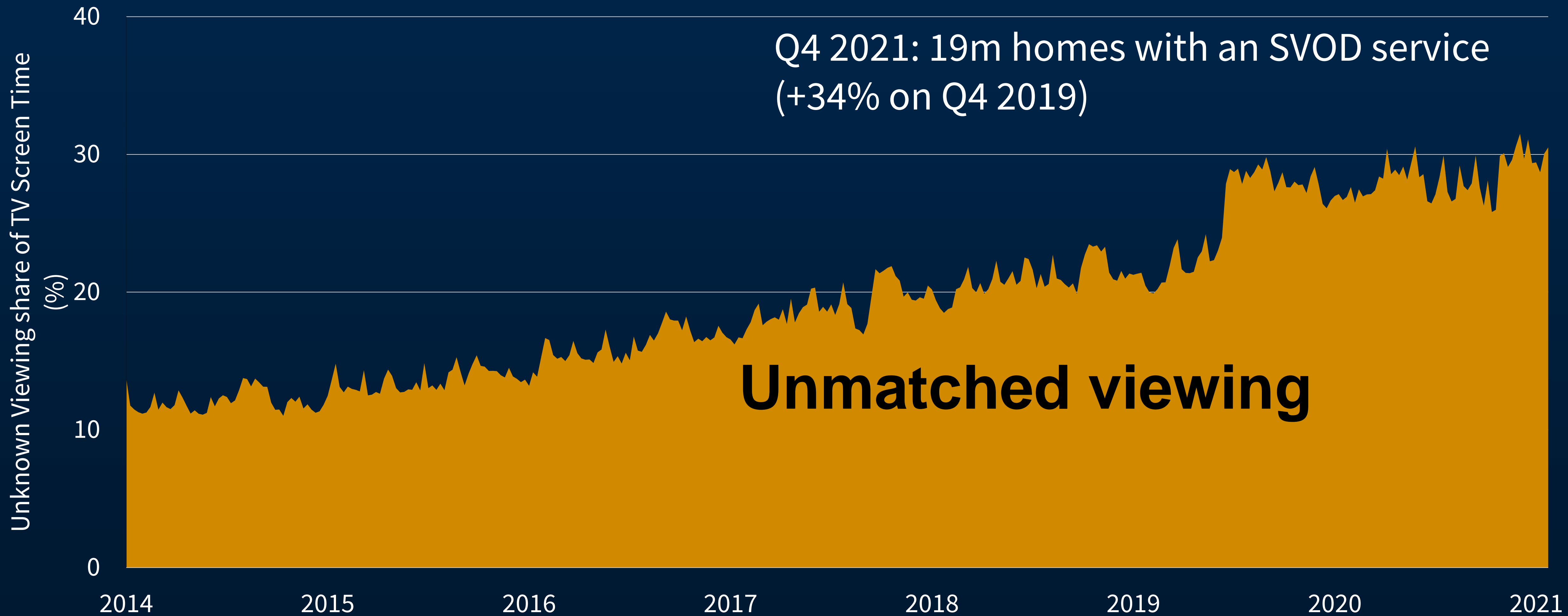
The Broadcasters'  
Audience Research Board

TV panel of 5,300 homes

Provides the currency for  
TV audience measurement  
in the UK



# Unmatched viewing has been steadily increasing as streaming has grown



# The router meter enables BARB to measure streaming across connected devices in the home



A meter attached to the home broadband router in BARB panel homes

Captures video viewing that runs through the home broadband router

Pre-defined list of services



# The router meter measures BVOD, SVOD, AVOD and video-sharing services



PC, tablet and smartphone viewing

Provide an aggregate view of non-participating services, plus a content level view for selected services

Let us split TV-set catch-up viewing into BVOD / PVR playback



**NETFLIX**



# Complementing the router meter is the measurement of SVOD programming on TV sets



BARB has created an audio-reference library of nearly 50,000 hours of SVOD content

Enables measurement of SVOD content consumption on TV sets

NETFLIX

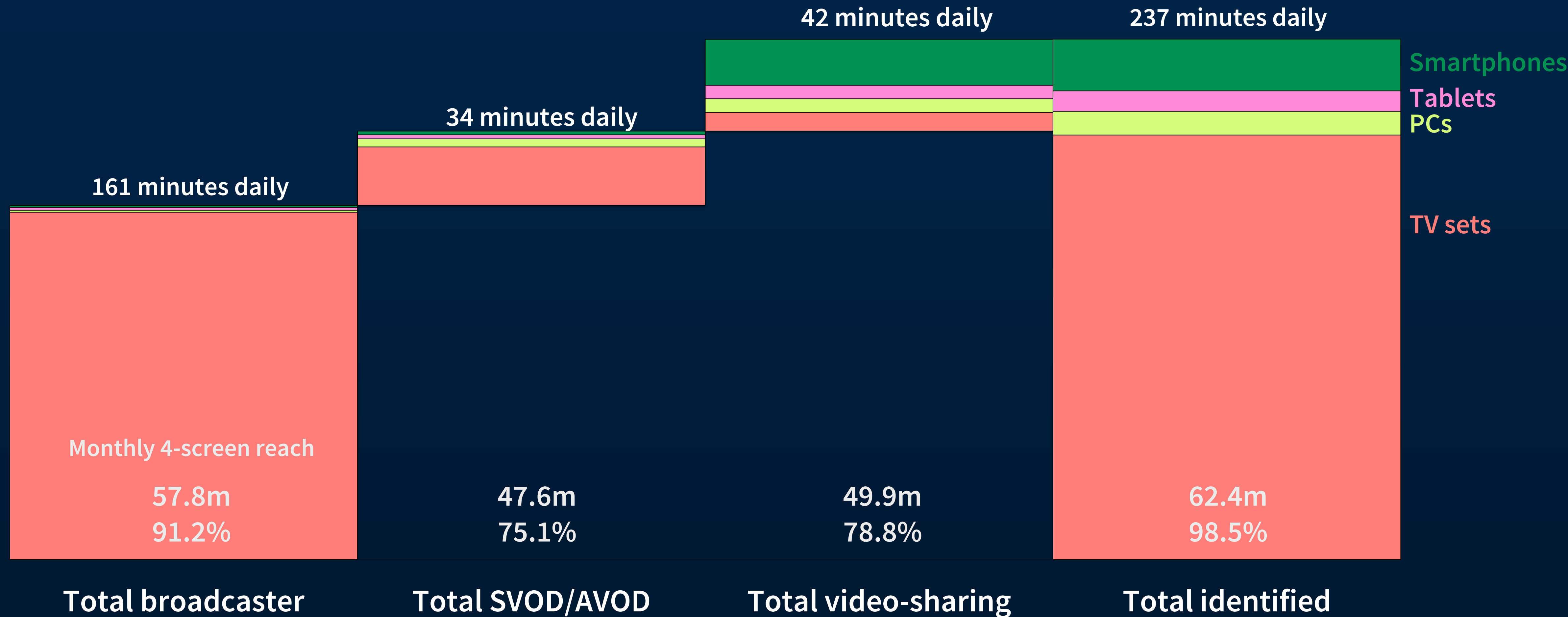
prime video

Disney+

# Our new definition — Total Identified Viewing



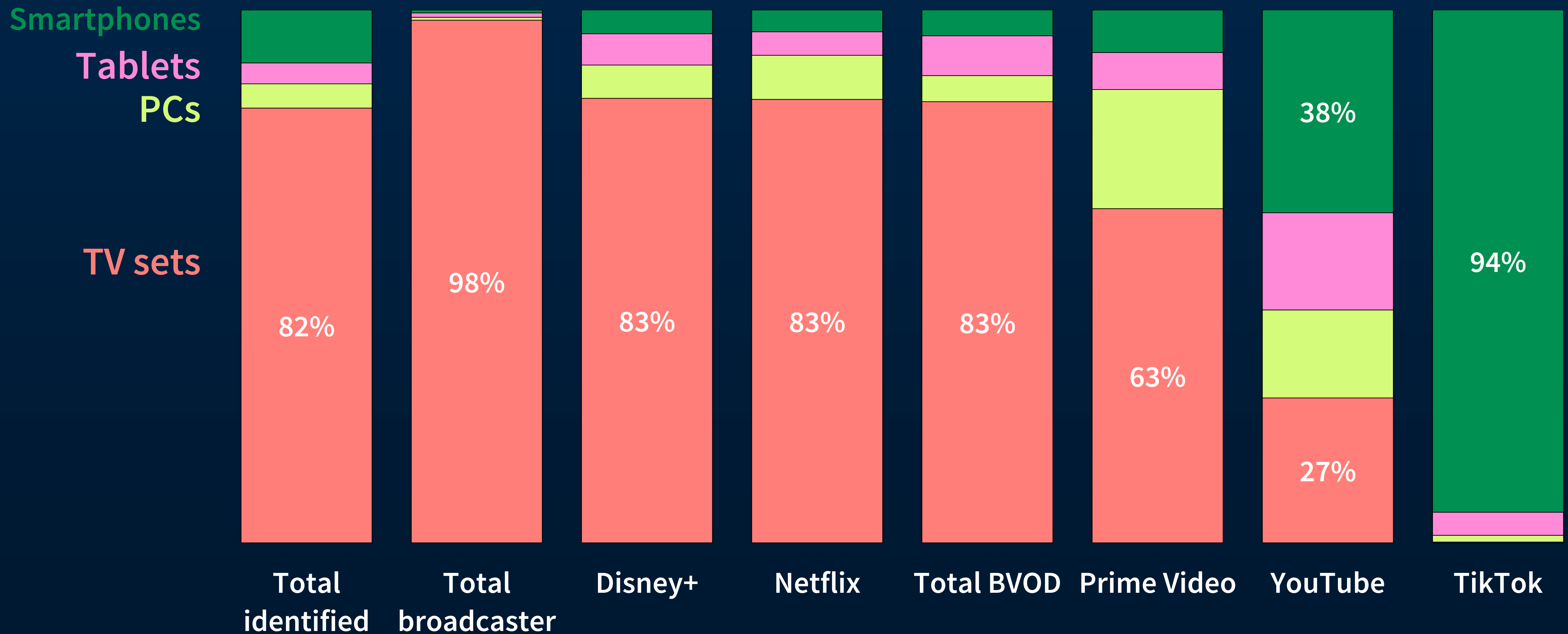
Reach and time spent viewing — All aged 4+  
March 2022



# The big screen dominates for broadcasters and SVOD



Viewing profile by device — aged 4+  
March 2022

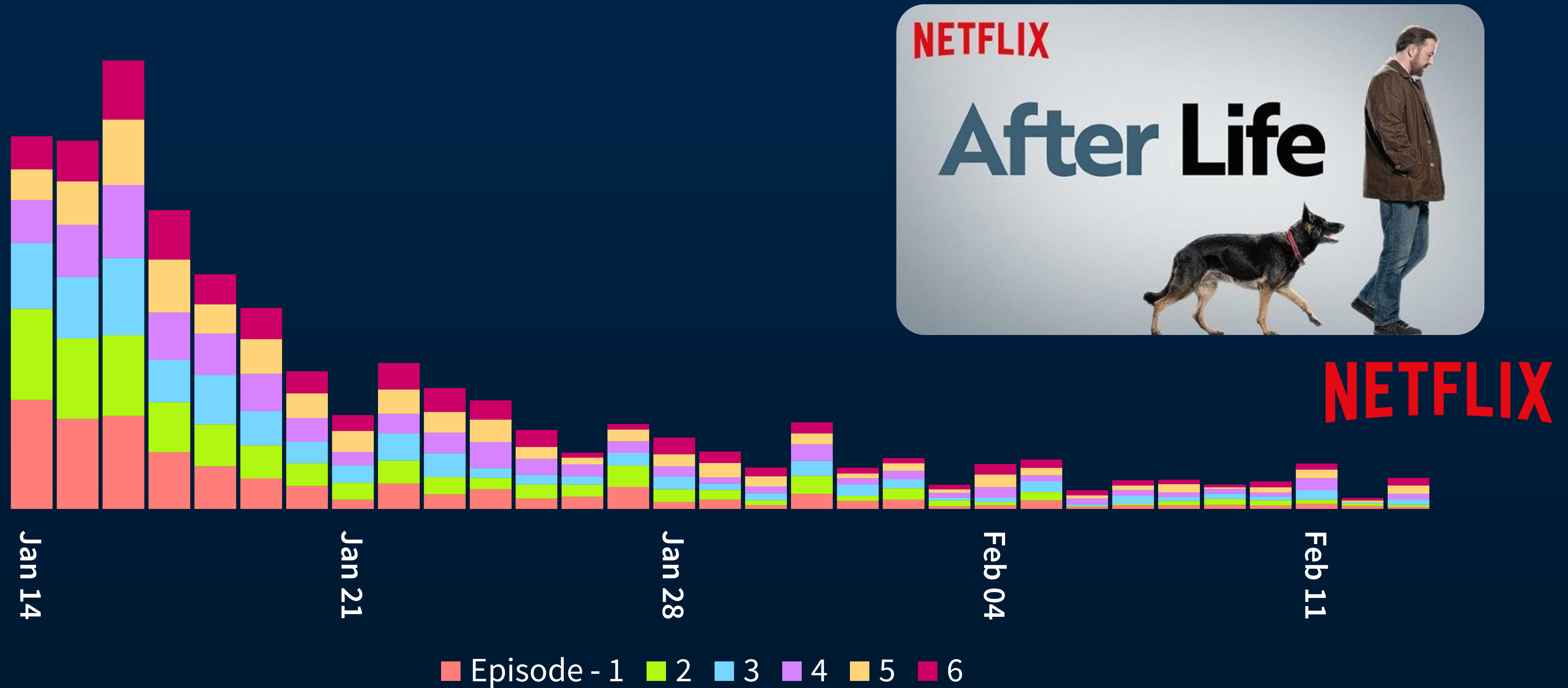




# Netflix allows consumers ultimate flexibility



After Life series 3 – daily audience any episode

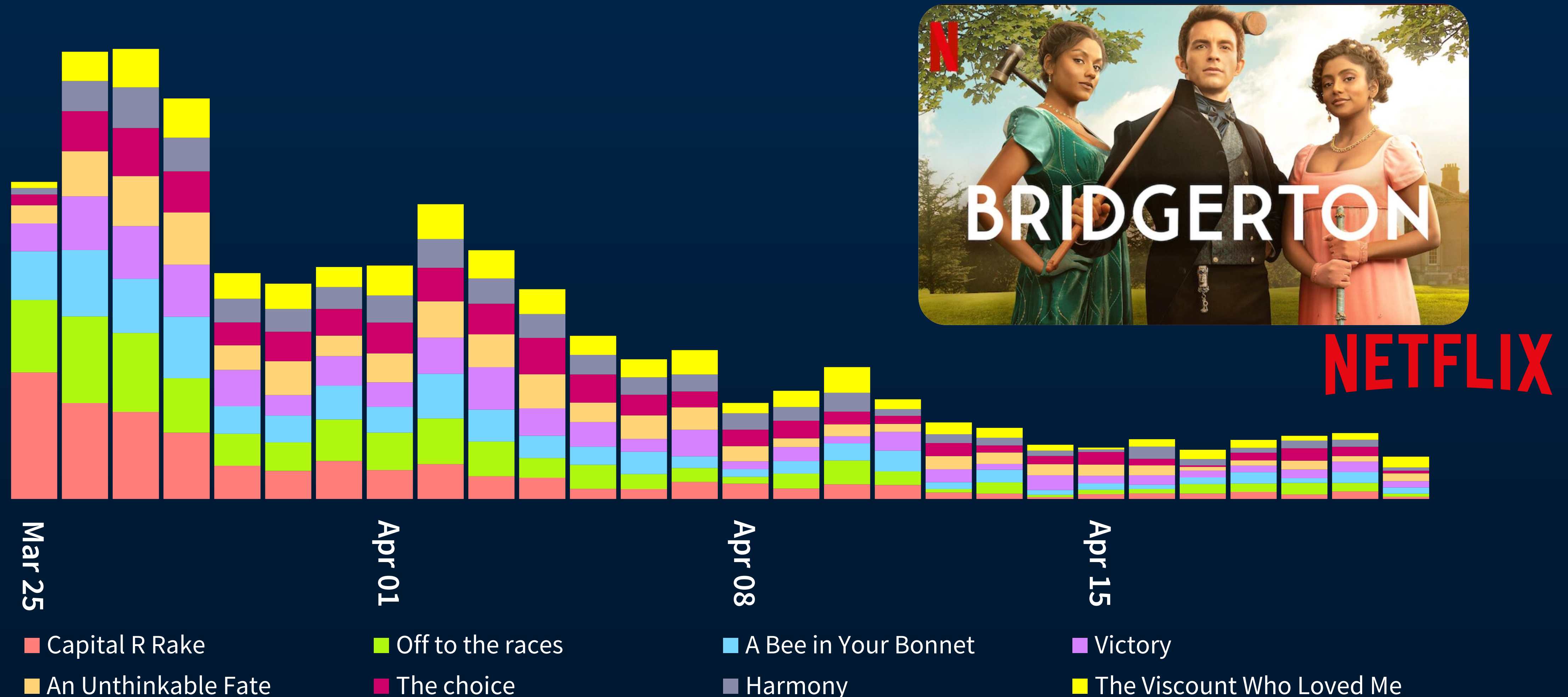


Source: BARB Online TV Network. January 14<sup>th</sup> – February 13<sup>th</sup> 2022. Daily figures include duplication.

# People are choosing to watch at weekends



## Bridgerton season 2 – daily audience any episode



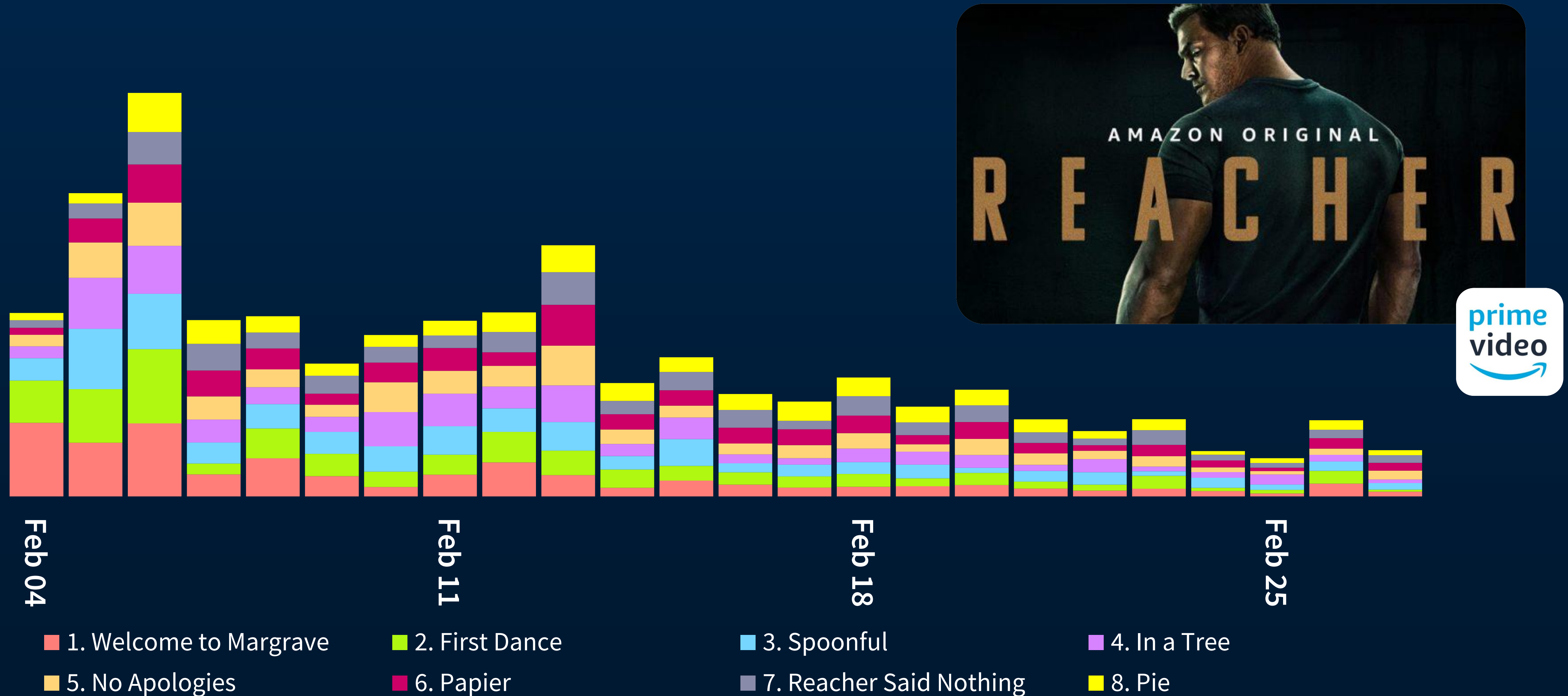
Source: BARB. March 25<sup>th</sup> – April 21<sup>st</sup> 2022. Daily figures include duplication.



# This appears common across services and content types



## Reacher season 1 – daily audience any episode

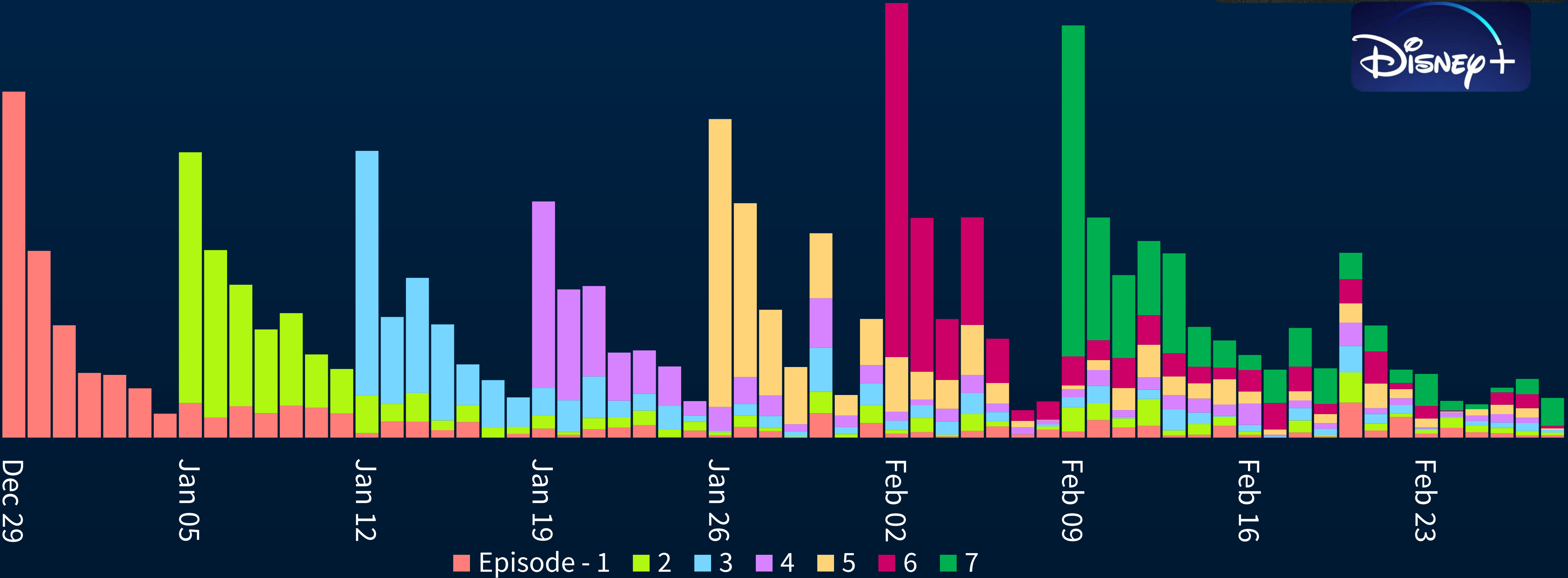


Source: BARB. February 4<sup>th</sup> – February 27<sup>th</sup> 2022. Daily figures include duplication.

# Weekly content drops reveal new behaviour, but still hint at the importance of weekends



## The Book of Boba Fett – daily audience any episode

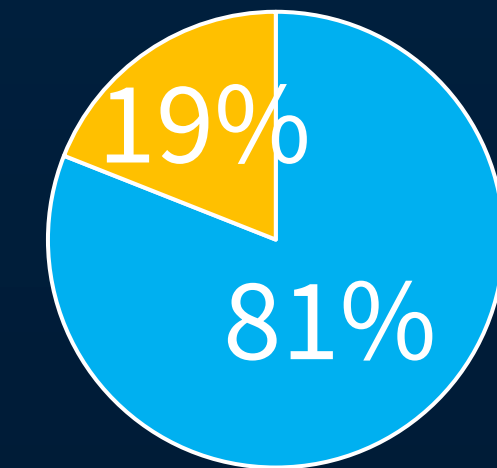
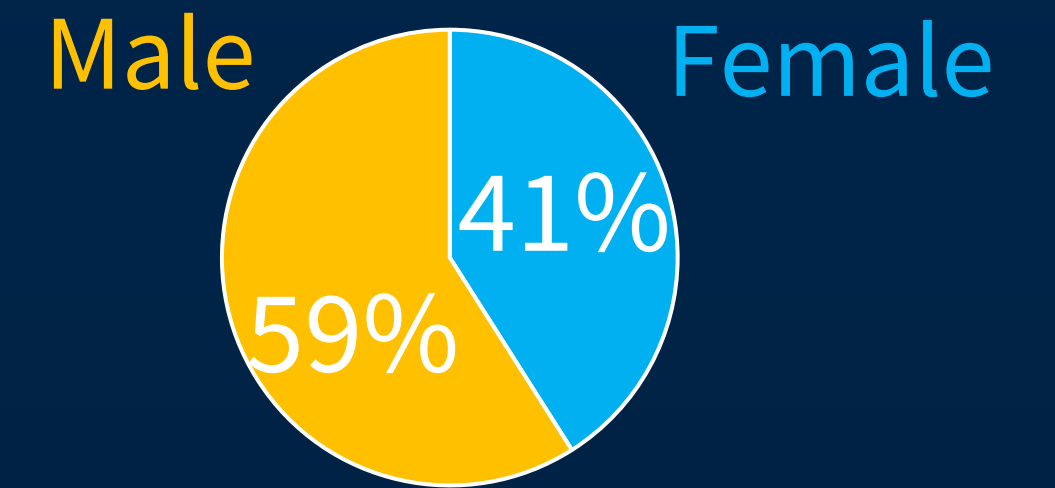


Source: BARB. December 29<sup>th</sup> 2021-February 28<sup>th</sup> 2022

# SVOD programme profiles are as we might expect



Age profiles on day of release



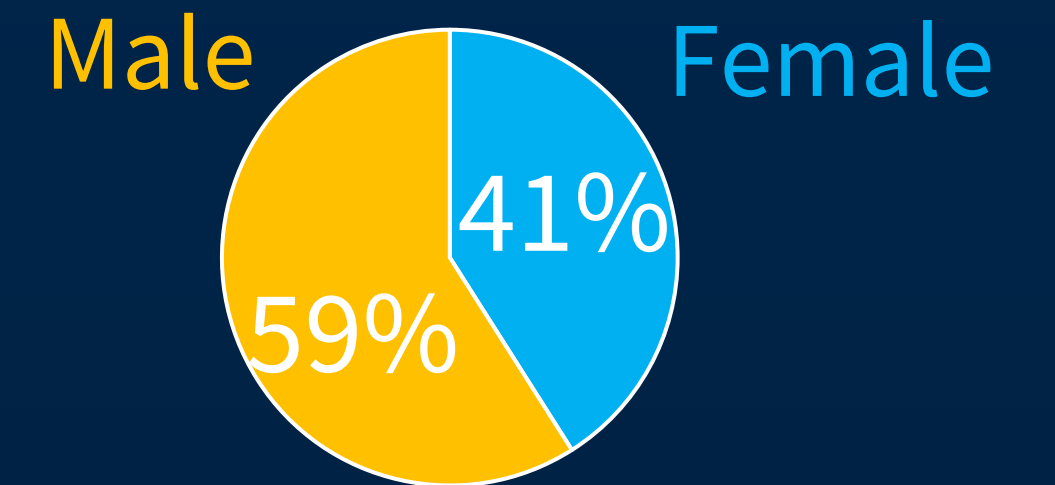
■ 4-15 ■ 16-24 ■ 25-34 ■ 35-44 ■ 45-64 ■ 65+



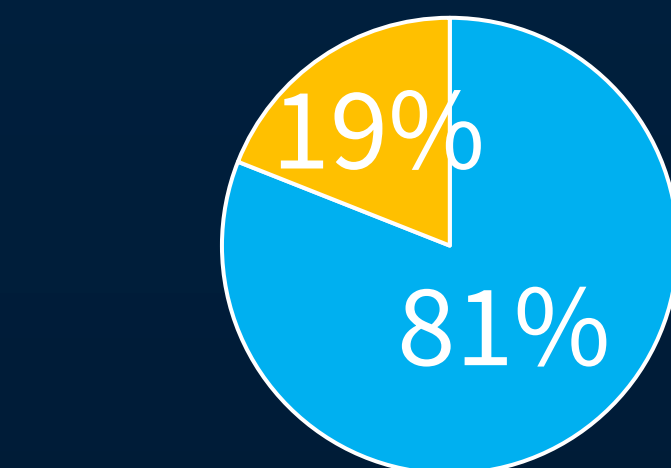
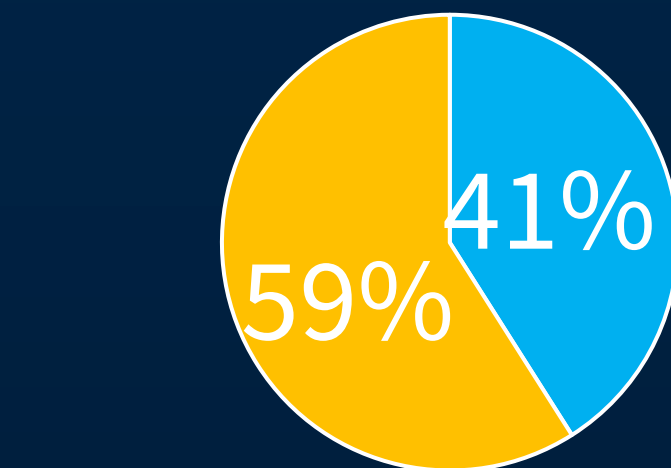
# Returning series have an established profile



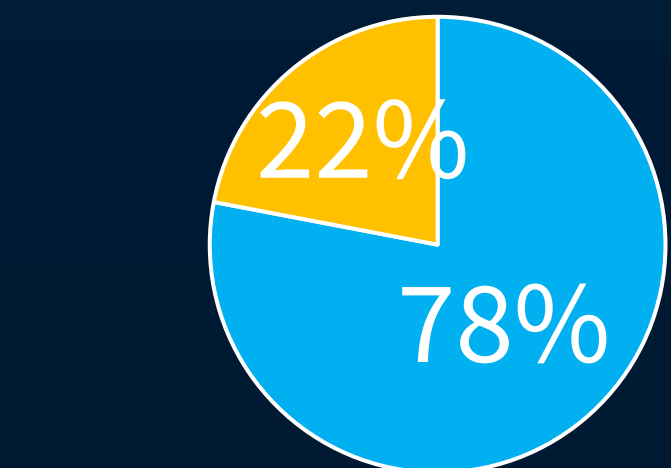
Age profiles on day of release vs after 7 days



7-days after release



7-days after release

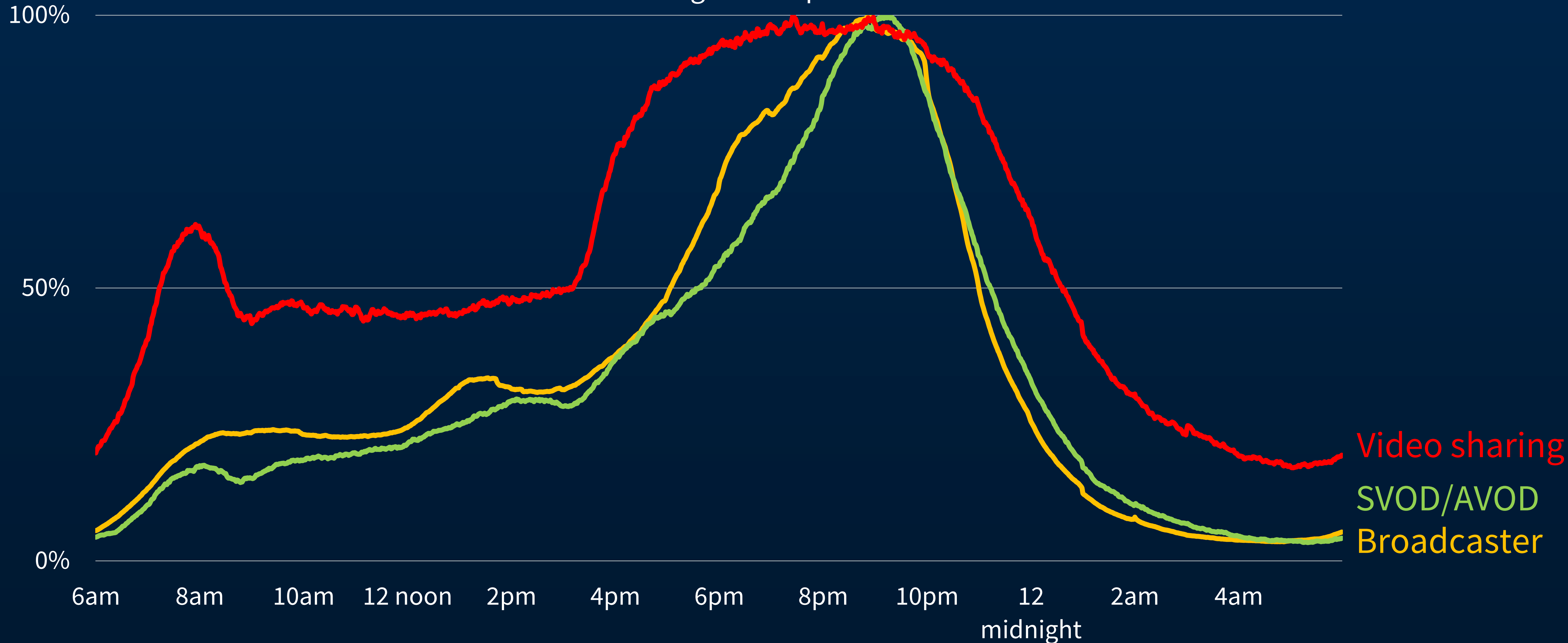


4-15 16-24 25-34 35-44 45-64 65+

# Not just how much but when

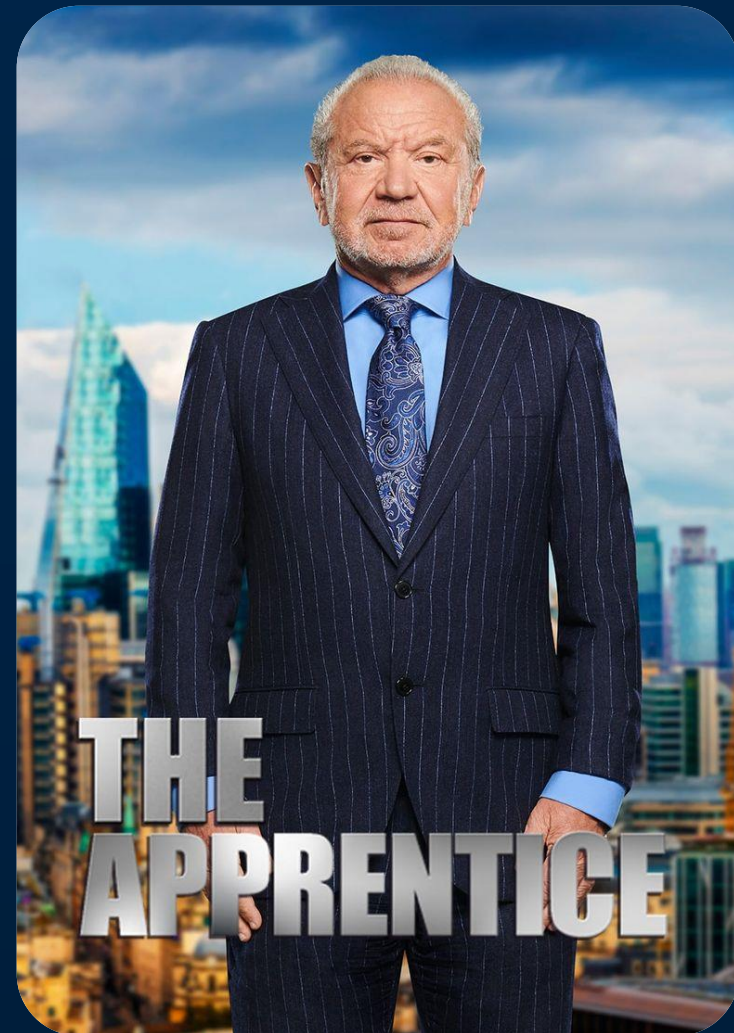


Index of time with categories vs peak minute





# Find TikTok users on TV



**B B C**

1.3m

(Series 16, Episode 9)



**B B C**

1m

(S 6, E 2)



0.9m

(S 19, E 4)



0.8m

(S 18, Episode 3)



**B B C**

0.7m

(S 4, E 1)



# The 2024 contract will increase the number of BARB homes and introduce new metering technology



Panel increases to 7,000 households

- More stable data
- Fewer zero rated spots

Improved metering technology

- Improved panel compliance

